



Market Research Report for:

**Biannual Survey of Residents
March and September 2007**

Part II

Tables of Findings

Prepared for:

Christchurch City Council

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March/ September 2007**

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1. Introduction

1.1 Overview

Each year Christchurch City Council surveys the residents of Christchurch about customer satisfaction and resident's perceptions of city issues. The Annual Survey of Residents was conducted by Statistics New Zealand from 1991 to 1997, and by the National Research Bureau Ltd from 1998 to 2004. Since 2005 Opinions Market Research Ltd has been the provider of the Annual Survey of Residents.

In 2005 the Annual Survey of Residents methodology was altered from a face to face approach to a telephone methodology.

As a result of changes to the Council's information needs and changes in the legislated environment, in 2007 the Council moved to a biannual resident's survey format with surveys run in March and September each year. At the same time the question content was revised. The move to a Biannual format addresses the need for more frequent surveying to better enable the Council to track and respond to emerging issues in the community. It also allows for better coordination of the measurement of resident perceptions of the Council's performance, as well as the tracking of the city's progress toward achieving its community outcomes.

1.2 Survey Objective

The objectives of the survey were:

To provide statistically reliable measures of the views of Christchurch residents on a range of services and facilities provided by Christchurch City Council.

The survey has been designed to produce statistical indicators, which provide measures of performance as set down in the Council's performance indicators for specified service delivery areas.

The statistical indicators combined with additional factors aid Council decision making and policy formulation, and help to determine priorities for resource allocation.

1.3 Scope and Coverage

The 2007 survey has been conducted biannually, in March and September, among a representative sample of 770 Christchurch residents aged 15 years and over, in households with access to a telephone.

Given changes to the methodology and question structures, comparisons cannot be made with surveys conducted prior to 2005.

1.4 Methodology

The methodology for the September 2007 Annual Survey of Residents is described in detail in the companion report, *Biannual Survey of Residents 2007 Part I: Methodology and Questionnaire* (prepared for the Christchurch City Council by Opinions Market Research Ltd, Christchurch, March and September 2007). The same methodology and questionnaire format was employed for the March 2007 and September 2007 Residents Surveys.

1.5 Reporting Format

The data has been provided in table format, as specified in the tender document, and comparisons have been made between the March 2007 and September 2007 survey findings.

Where applicable, comparisons have also been made with the 2005 and 2006 surveys. However, since the questionnaire in March 2007 was completely revised from the 2005 and 2006 questionnaire, results in only a few cases can be compared.

Findings from the September 2007 survey (with a sample of $n = 770$) have a margin of error of 3% (at a 90% confidence level). Please note, any subset of the total sample will have a higher margin of error.

Findings from the total sample ($n = 1540$) for 2007, consisting of the combined dataset from the March and September 2007 surveys, have a margin of error of approximately 2% (at a 90% confidence level).

1.6 Summary: Overview of Satisfaction with Council Services

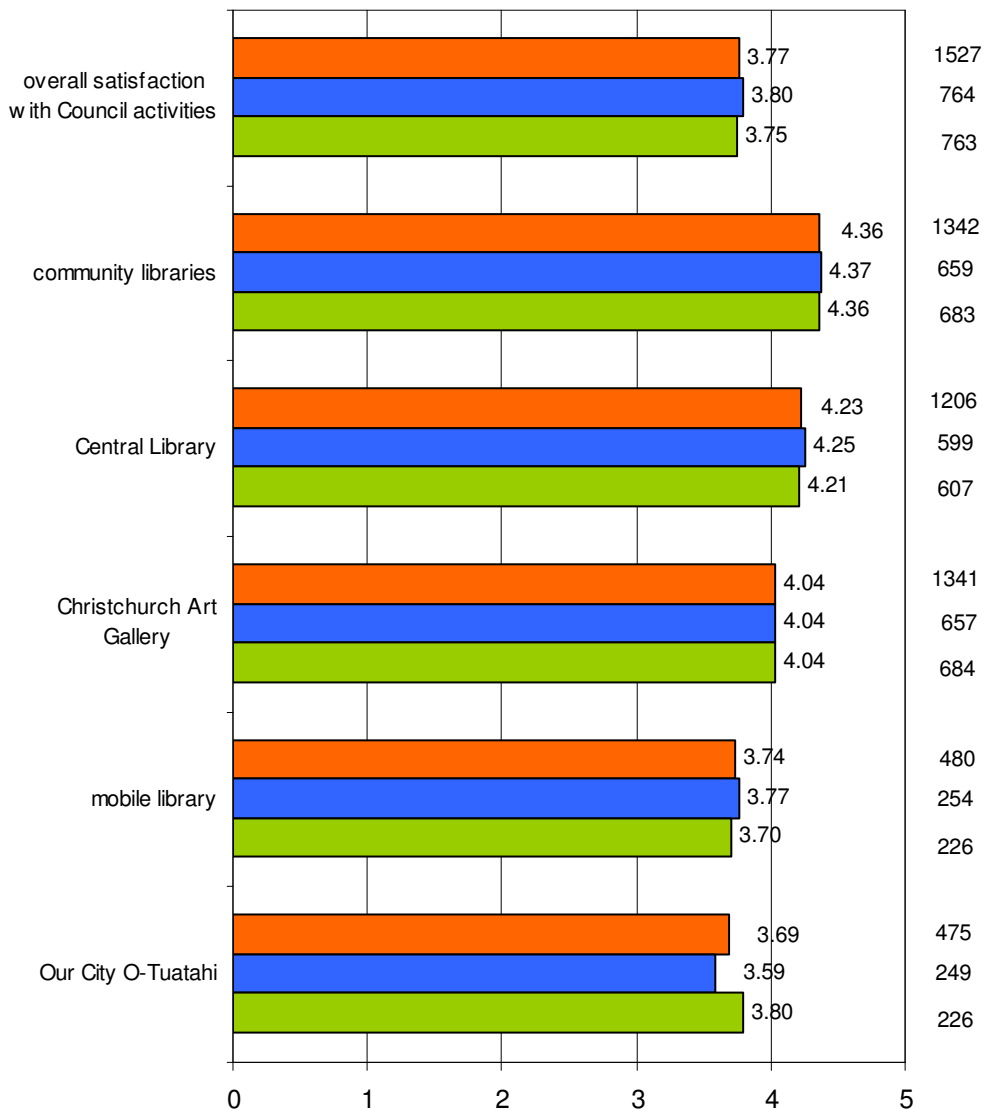
The following graph summarises satisfaction with cultural and learning services and shows the mean score where 5 = very satisfied, 4 = satisfied, 3 = neither/ nor, 2 = dissatisfied, 1 = very dissatisfied).

Overview of Satisfaction with Cultural and Learning Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

■ Total-07 ■ Mar-07 ■ Sep-07

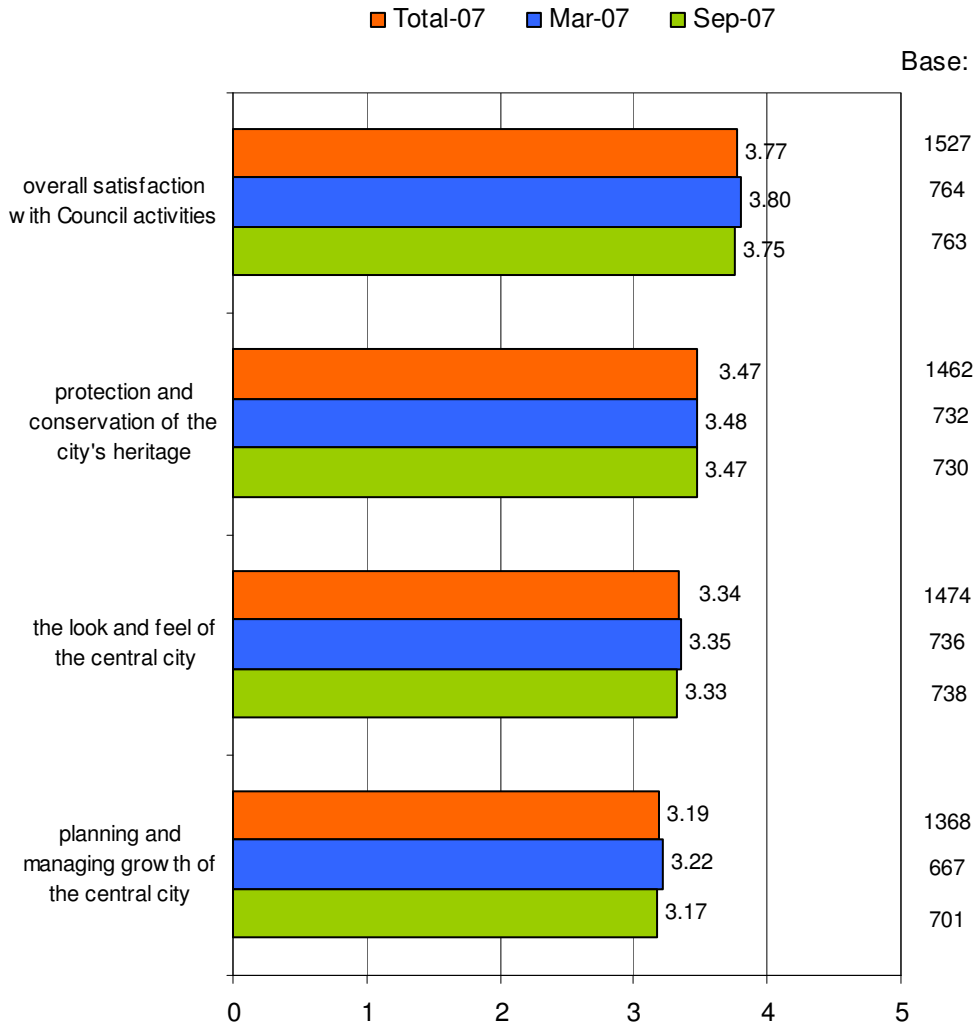
Base:



The following graph summarises satisfaction with city development.

Overview of Satisfaction with City Development

Mean Score: 5 = very satisfied, 1 = very dissatisfied



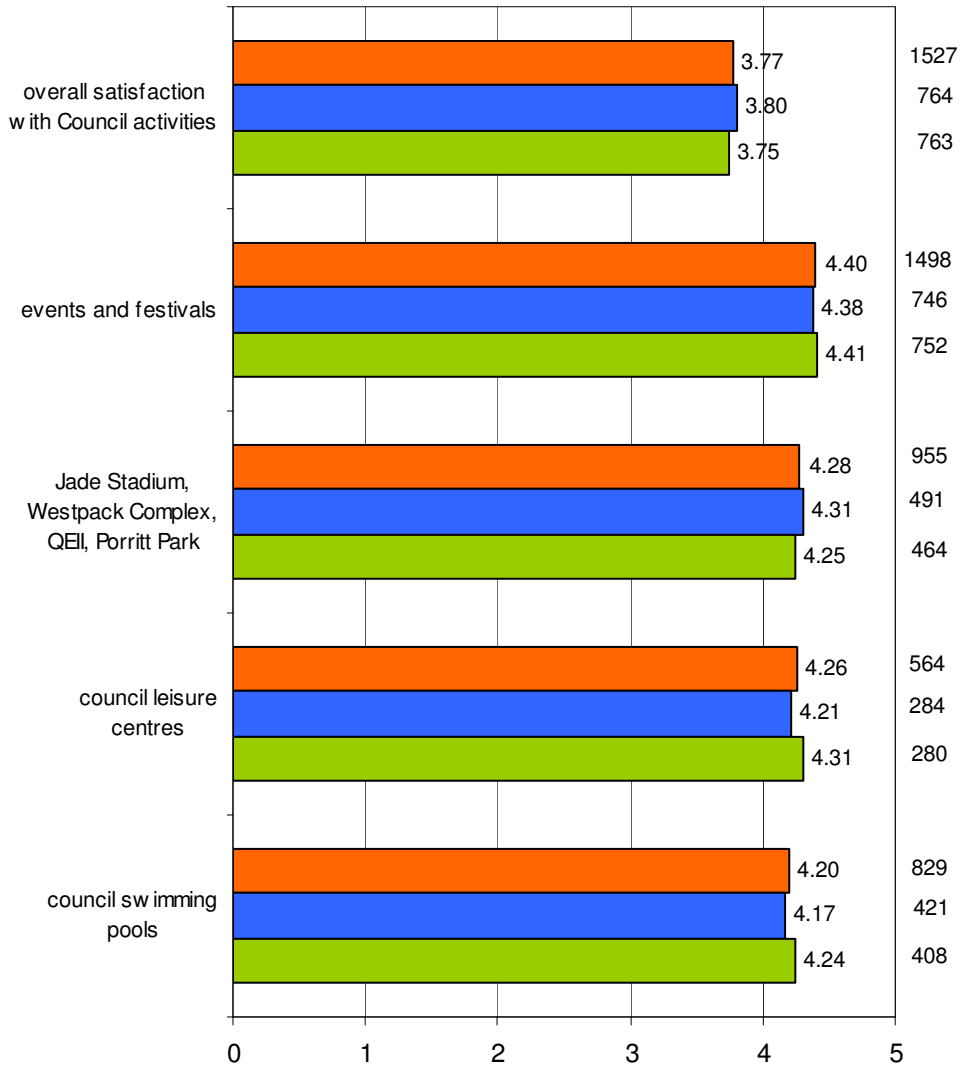
The following graph summarises satisfaction with recreation and leisure services.

Overview of Satisfaction with Recreation and Leisure Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

■ Total-07 ■ Mar-07 ■ Sep-07

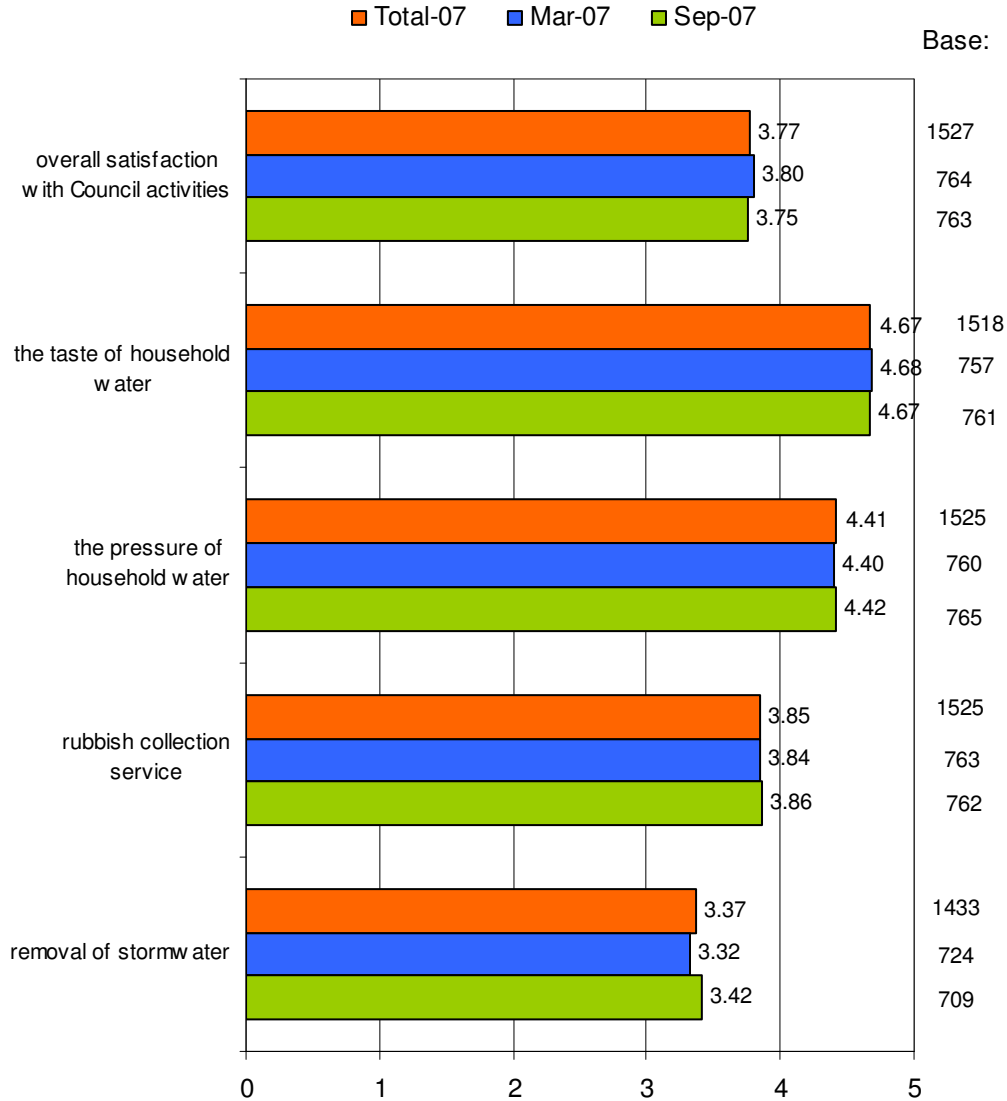
Base:



The following graph summarises satisfaction with water and waste services.

Overview of Satisfaction with Water and Waste Services

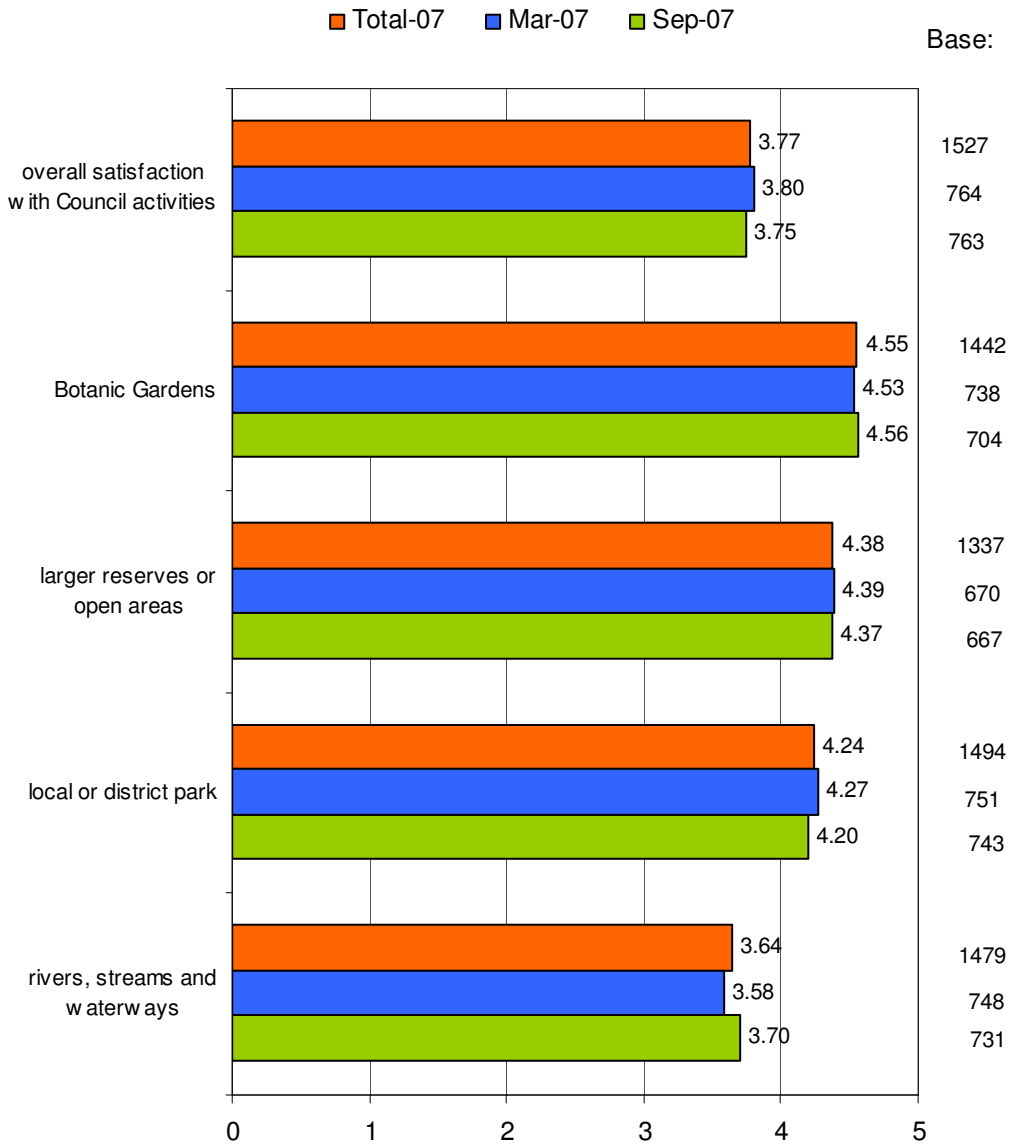
Mean Score: 5 = very satisfied, 1 = very dissatisfied



The following graph summarises satisfaction with Christchurch parks and open spaces.

Overview of Satisfaction with Christchurch Parks and Open Spaces

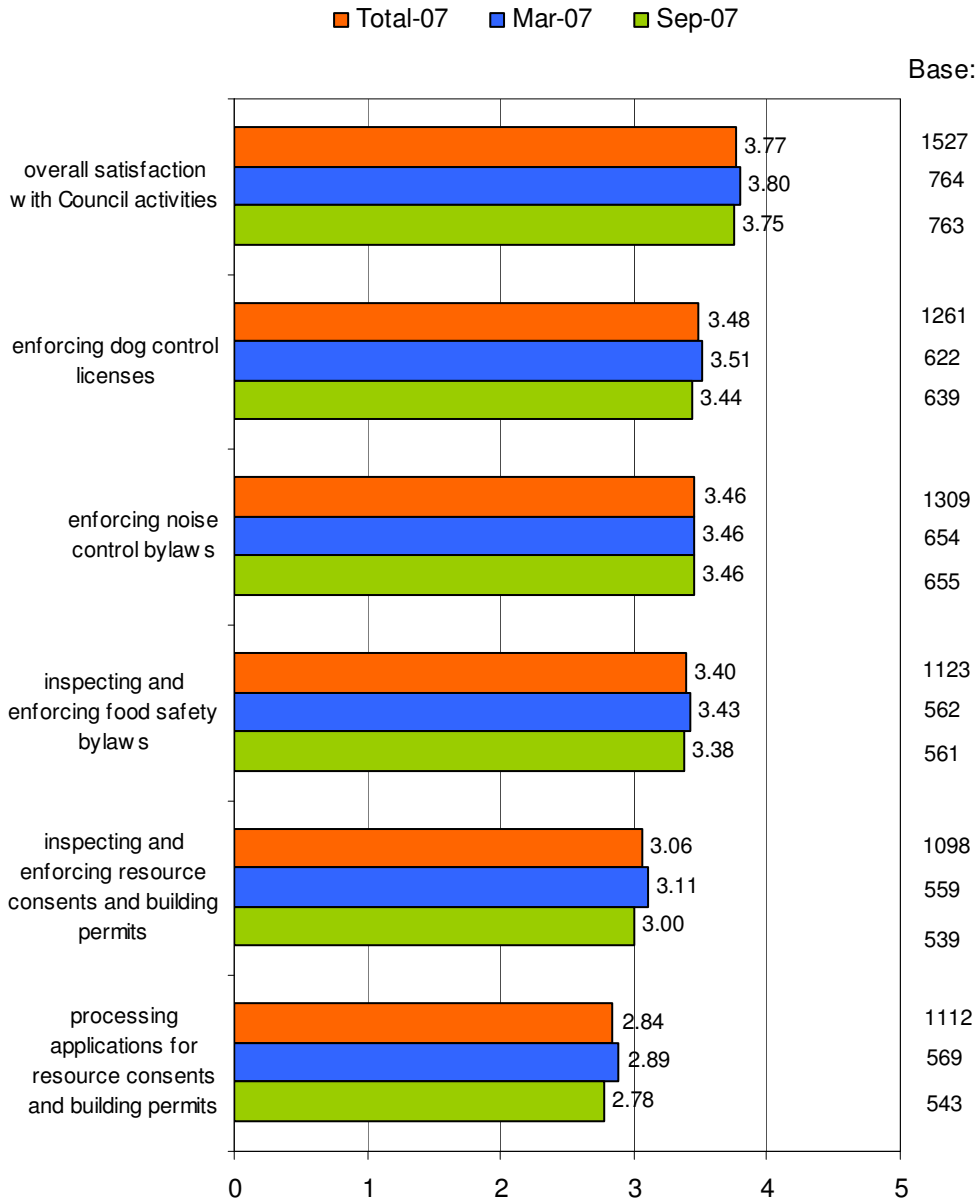
Mean Score: 5 = very satisfied, 1 = very dissatisfied



The following graph summarises satisfaction with regulatory services.

Overview of Satisfaction with Regulatory Services

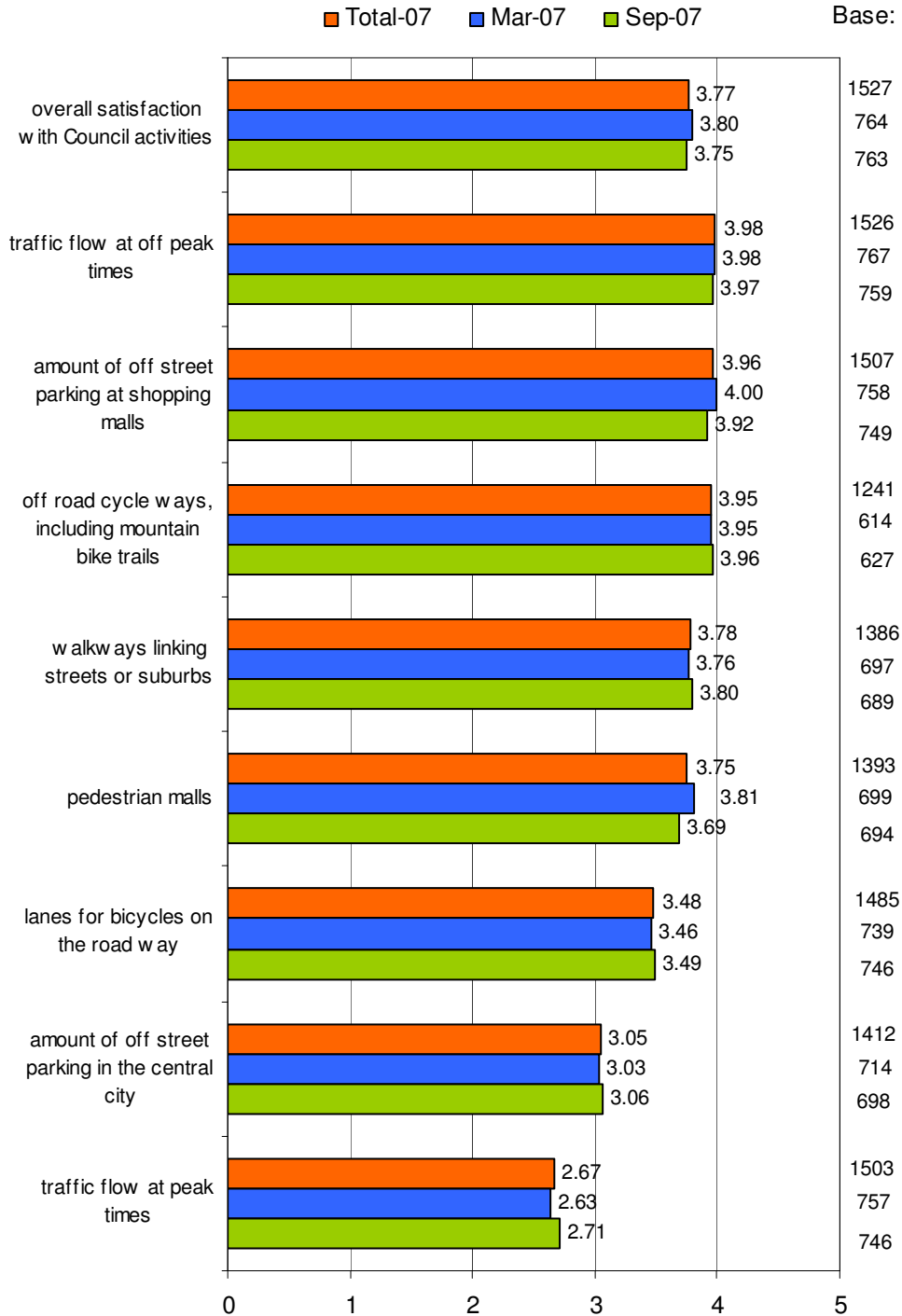
Mean Score: 5 = very satisfied, 1 = very dissatisfied



The following graph summarises satisfaction with streets and transport services.

Overview of Satisfaction with Streets and Transport Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied



2. Recreation and Leisure

2.1 Use of Council Leisure Facilities

Respondents were asked which of the following Council facilities they had used in the last 12 months. (Note: this covers the total sample)

Base: Total Sample	Total 2007	March 2007	September 2007
	1540	770	770
	%	%	%
A Council swimming pool, either to swim or as a spectator for aquatic activities	54	55	53
A Council leisure centre	37	37	37
Jade stadium, The Westpac Sport and Entertainment Complex, QEII Stadium (excluding the swimming pool) or Porritt Park	63	65	61
None of the above	23	22	23

2.2 Satisfaction with Council Leisure Facilities

Respondents were asked to think about all aspects of services provided at the above facilities and state how satisfied or dissatisfied they were with them. (Note: this covers users of the facility)

	Month/ Year	Base: Users of facility		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
A Council swimming pool	Tot07	831	%	*	1	5	5	50	39
	Mar07	421	%	-	1	5	6	49	38
	Sep07	410	%	*	*	5	4	50	40
A Council leisure centre	Tot07	570	%	1	*	3	6	52	38
	Mar07	286	%	1	*	4	8	50	37
	Sep07	284	%	1	-	2	4	54	39
Jade stadium, The Westpac Complex, QEII Stadium or Porritt Park	Tot07	963	%	1	1	2	5	52	39
	Mar07	497	%	1	1	3	5	47	43
	Sep07	466	%	*	*	2	6	56	36

* less than 1%

2.3 Awareness of Council Support

Respondents were asked whether they were aware that the Council:

- provided a range of community recreation programmes, including programmes like 'Learn to Swim', school holiday programmes and local festivals.
- supported a range of events and festivals such as Classical Sparks, World Buskers Festival, Christmas in the Park and local community festivals
- provided support for sports activities, including grants and marketing support for sports organisations, bidding and funding to host international and national sports events, training for volunteers and support for participation programmes.

(Note: this covers the total sample)

	% Aware		
	Total 2007	March 2007	Sept 2007
Base: Total Sample	1540	770	770
	%	%	%
Community recreation programmes	84	85	84
Support of events and festivals	96	96	96
Support for sports activities	61	60	62

2.4 Satisfaction with Events and Festivals

Respondents were asked to state how satisfied or dissatisfied they were with the events and festivals the Council supports. (Note: this covers the total sample)

	Total 2007	March 2007	Sept 2007
	Base: Total Sample	1540	770
	%	%	%
Very satisfied	50	50	50
Satisfied	39	39	40
Neither/ nor	6	6	6
Dissatisfied	2	2	2
Very dissatisfied	*	1	*
Don't know	3	3	2

3. Cultural and Learning Services

3.1 Incidence of Visiting Art Galleries and Libraries

Respondents were asked whether in the past 12 months, they had visited any of the following art galleries or libraries. (Note: this covers the total sample)

	2005	2006	Total 2007	March 2007	Sept 2007
Base: Total Sample	750 %	760 %	1540 %	770 %	770 %
Community libraries	-	-	69	66	72
Christchurch Art Gallery	47*	46*	46	43	49
The Central Library	-	-	40	37	42
Our City O- Tautahi	-	-	10	9	11
The Mobile Library	-	-	3	3	3
none	-	-	16	19	13

* In 2005 and 2006 respondents were asked how many times they had visited the Christchurch Art Gallery and the proportion that had visited at least once, is reflected above.

3.2 Satisfaction with Art Galleries and Libraries

Whether respondents had visited the facility or not, they were asked how satisfied or dissatisfied they were with the following services. (Note: this covers the total sample)

	Month/ Year	Base: Total Sample		DK	Very dis- satisfied	Dis- satisfied	Neither/ nor	Satisfied	Very satisfied
Community libraries	Tot07	1540	%	13	*	1	8	37	42
	Mar07	770	%	14	*	1	7	36	41
	Sep07	770	%	11	-	1	8	37	43
Christchurch Art Gallery	Tot07	1540	%	13	1	3	13	42	27
	Mar07	770	%	15	1	3	13	44	24
	Sep07	770	%	11	1	4	14	41	29
The Central Library	Tot07	1540	%	22	*	1	9	38	30
	Mar07	770	%	22	*	1	9	37	31
	Sep07	770	%	21	*	1	10	38	29
Our City O- Tautahi	Tot07	1540	%	69	*	*	14	11	5
	Mar07	770	%	68	*	1	16	11	4
	Sep07	770	%	71	-	*	12	11	6
The Mobile Library	Tot07	1540	%	69	*	*	12	13	5
	Mar07	770	%	67	-	*	13	15	5
	Sep07	770	%	71	*	*	12	12	5

* less than 1%

4. City Development

4.1 Satisfaction with the Protection and Conservation of the City's Heritage

Respondents were read out the following statement 'The Council seeks to protect and conserve the city's heritage, by protecting old buildings or sites from damage or loss.' Respondents were then asked to rate how satisfied or dissatisfied they were that the Council adequately recognised and supported the protection and conservation of the City's heritage. (Note: this covers the total sample)

Results have been compared with 2006.

	2006	Total 2007	March 2007	Sept 2007
Base: Total Sample	760	1540	770	770
	%	%	%	%
very satisfied	17	10	11	10
satisfied	51	47	46	49
neither satisfied nor dissatisfied	16	19	19	19
dissatisfied	10	15	18	12
very dissatisfied	2	4	2	6
don't know	3	5	5	5

4.2 Satisfaction with Council Activities with regard to the Central City

Respondents were read the following statement: 'In the last 12 months, the Council has been undertaking a number of initiatives to revitalize the central city, which are intended to provide encouragement for people to return to the central city to live and to enjoy and spend time in the heart of the city. These include things like the refurbishment of the City Mall and the development of central city lanes such as Litchfield Lane and Poplar Lane.' Respondents were then asked to rate how satisfied or dissatisfied they were with the Council's activities in relation to the central city: (Note: this covers the total sample)

	Month/ year	Base: Total Sample		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
Its look and feel	Tot07	1540	%	4	5	21	17	43	10
	Mar07	770	%	4	4	22	17	43	10
	Sep07	770	%	4	5	21	17	42	10
Planning and managing of growth	Tot07	1540	%	11	5	20	23	37	5
	Mar07	770	%	13	4	20	21	36	5
	Sep07	770	%	9	5	20	24	37	4

5. Community Support

5.1 Awareness of Community Support Provided by the Council

Respondents were asked which of the following types of community support provided by the Council they were aware of. (Note: this covers the total sample)

% Aware			
	Total 2007	March 2007	Sept 2007
Base: Total Sample	1540	770	770
	%	%	%
Community grants	73	72	74
Providing and maintaining affordable social housing	68	68	68
Early learning centres	65	65	65
none	8	9	7

6 Parks and Open Spaces

6.1 Incidence of visiting Christchurch Parks

Respondents were asked which of the following parks or reserves they had visited in the past 12 months. (Note: this covers the total sample)

Base: Total Sample	2005	2006	Total 2007	March 2007	Sept 2007
	750	760	1540	770	770
	%	%	%	%	%
A local or district park	-	-	89	90	88
The Botanic Gardens	75*	75*	74	74	75
Larger reserves eg. Bottle Lake Forest Park or the Port Hills	-	-	71	69	73
none	-	-	5	5	5

* In 2005 and 2006 respondents were asked how many times they had visited the Botanic Gardens in the past 12 months and the proportion that had visited at least once, is reflected above.

6.2 Satisfaction with Christchurch Parks

Respondents were asked how satisfied or dissatisfied they were with the following parks and reserves. (Note: this covers the total sample)

	Month/ year	Base: Total Sample		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
A local or district park	Tot07	1540	%	3	*	4	6	50	37
	Mar07	770	%	2	*	3	5	51	38
	Sep07	770	%	4	1	4	7	49	36
The Botanic Gardens	Tot07	1540	%	6	*	1	4	31	58
	Mar07	770	%	4	*	1	5	32	58
	Sep07	770	%	9	*	*	4	29	57
Larger reserves eg. Bottle Lake Forest Park or the Port Hills	Tot07	1540	%	13	*	1	6	39	41
	Mar07	770	%	13	*	1	6	39	41
	Sep07	770	%	13	*	1	6	39	41

6.3 Satisfaction with the Maintenance of Christchurch's Rivers, Streams and Waterways and Stormwater removal

Respondents were asked how satisfied or dissatisfied they were with the maintenance of Christchurch's rivers, streams and waterways and their banks as well as the removal of stormwater in the city. (Note: this covers the total sample)

	Month/ year	Base: Total Sample		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
Maintenance of rivers, streams, waterways and their banks	Tot07	1540	%	4	3	15	13	50	16
	Mar07	770	%	3	3	18	12	47	16
	Sep07	770	%	5	3	11	14	52	15
Removal of stormwater	Tot07	1540	%	7	3	20	16	45	8
	Mar07	770	%	6	3	24	15	43	9
	Sep07	770	%	8	3	17	16	47	8

7. Water Supply

7.1 Satisfaction with Water Pressure and Taste

Respondents were asked how satisfied or dissatisfied they were with the following aspects to do with the city's water supply:

Results have been compared with 2005 and 2006.

	Month/ Year	Base:	%	DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
taste of the water*	2005	740**	%	-	*	3	1	20	75
	2006	756**	%	*	*	2	1	13	83
	Tot07	1540	%	1	*	1	1	25	71
	Mar07	770	%	2	-	2	1	24	72
	Sep07	770	%	1	1	1	1	26	70
pressure of the water*	2005	740**	%	*	2	5	3	22	68
	2006	756**	%	*	1	6	3	20	70
	Tot07	1540	%	1	1	3	3	39	53
	Mar07	770	%	1	1	4	3	37	54
	Sep07	770	%	1	1	3	2	41	53

** In 2005 and 2006 only those on a town water supply were questioned whereas in 2007 the total sample was questioned.

* The wording of the question was slightly different in 2005 and 2006: 'water quality and taste' and 'water pressure and flow' were measured.

7.2 Water Use

The Council has been actively encouraging residents to use less water, especially during summer. Respondents were asked whether they were aware of this. (Note: this covers the total sample)

	% Aware		
	Total 2007	March 2007	Sept 2007
Base: Total Sample	1540	770	770
	%	%	%
Awareness of Council's effort to restrict water use	86	86	86

Respondents were then asked how effective or ineffective they thought the Council has been in actually encouraging residents to use less water during the summer. (Note: this covers the total sample)

	Total 2007	March 2007	Sept 2007
Base: Total Sample	1540	770	770
	%	%	%
Very effective	4	2	5
Effective	29	26	32
Neither/ nor	23	21	24
Ineffective	33	37	28
Very ineffective	6	8	4
Don't know	6	5	7

8. Refuse Minimisation and Disposal

8.1 Satisfaction with the rubbish Collection Service

Respondents were asked how satisfied or dissatisfied they were with the rubbish collection service provided by Christchurch City Council. (Note: this covers the total sample)

Base: Total Sample	March 2007 1540 %	March 2007 770 %	Sept 2007 770 %
Very satisfied	28	30	26
Satisfied	48	45	51
Neither/ nor	8	8	8
Dissatisfied	12	13	11
Very dissatisfied	4	4	4
Don't know	1	1	1

8.2 Recycling

Respondents were told that the Council was encouraging recycling to reduce the amount of solid waste material taken to the landfill sites. They were then asked whether they were aware of this. (Note: this covers the total sample)

	% Aware		
	Total 2007	March 2007	Sept 2007
	1540	770	770
Base: Total Sample	%	%	%
Awareness the Council is encouraging recycling	97	96	97

Respondents were then asked how effective or ineffective were the Council's efforts in actually encouraging residents to recycle. (Note: this covers the total sample)

	Total 2007	March 2007	Sept 2007
	1540	770	770
	%	%	%
Very effective	21	21	22
Effective	50	48	51
Neither/ nor	11	11	11
Ineffective	15	17	13
Very ineffective	2	2	2
Don't know	1	1	1

9. Economic Development

Respondents were informed the Council was involved in a number of programmes designed to foster economic development in Christchurch city, which included programmes designed to increase the number of visitors to Christchurch and to increase business growth and employment. Respondents were asked whether they were aware of this or not. (Note: this covers the total sample)

	% Aware		
	Total 2007	March 2007	Sept 2007
Base: Total Sample	1540	770	770
	%	%	%
Awareness of Council's efforts to foster economic development in Christchurch city	58	58	58

10. Regulatory Services

Respondents were informed that the Council bylaws used to regulate activities in the community in relation to new buildings, changes to existing buildings, food safety, dog control and noise control. The Council regulates these activities by issuing consents and licenses, undertaking regular inspections, and enforcing bylaws. Respondents were they asked how satisfied or dissatisfied they were with regard to the following: (Note: this covers the total sample)

	Month/ year	Base: Total Sample		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
Enforcing dog control licences	Tot07	1540	%	18	2	12	17	44	6
	Mar07	770	%	19	2	11	16	45	6
	Sep07	770	%	17	3	13	18	42	6
Enforcing noise control bylaws	Tot07	1540	%	15	3	12	17	46	6
	Mar07	770	%	15	3	14	16	44	8
	Sep07	770	%	15	3	11	19	47	5
Inspecting and enforcing food safety bylaws	Tot07	1540	%	27	3	10	19	37	4
	Mar07	770	%	27	3	11	16	38	5
	Sep07	770	%	27	3	9	21	36	4
Inspecting and enforcing resource consents and building permits	Tot07	1540	%	29	5	18	18	27	3
	Mar07	770	%	27	5	18	18	30	3
	Sep07	770	%	30	6	18	18	25	2
Processing applications for resource consents and building permits in a timely manner	Tot07	1540	%	28	9	21	18	22	2
	Mar07	770	%	26	7	23	17	24	3
	Sep07	770	%	29	10	19	18	21	2

11. Streets and Transport

Respondents were asked how satisfied or dissatisfied they were with the following aspects to do with traffic and transport. (Note: this covers the total sample)

	Month/ year	Base: Total Sample		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
Off-road cycle ways, including mountain bike trails	Tot07	1540	%	19	1	4	12	44	19
	Mar07	770	%	20	1	4	10	46	18
	Sep07	770	%	19	1	5	14	42	21
The amount of off-street parking at shopping malls	Tot07	1540	%	2	1	6	7	67	17
	Mar07	770	%	2	1	6	6	65	20
	Sep07	770	%	3	1	6	7	69	14
Traffic flow on the roads at off-peak times	Tot07	1540	%	1	1	5	6	71	16
	Mar07	770	%	*	1	6	6	69	18
	Sep07	770	%	1	1	4	7	73	14
Lanes for bicycles on the road way	Tot07	1540	%	4	4	18	14	50	11
	Mar07	770	%	4	4	19	13	49	11
	Sep07	770	%	3	4	17	14	52	10
Walkways linking streets or suburbs eg. Access ways and shortcuts	Tot07	1540	%	10	1	7	15	57	11
	Mar07	770	%	9	*	8	16	55	11
	Sep07	770	%	11	1	6	14	59	10
Pedestrian malls such as Cashel Street Mall or High Street Mall	Tot07	1540	%	10	1	9	13	57	11
	Mar07	770	%	9	1	8	11	57	13
	Sep07	770	%	10	1	9	14	56	9

Streets and Transport (continued)

	Month/ year	Base: Total Sample		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
The amount of off-street parking in the central city	Tot07	1540	%	8	8	28	12	39	4
	Mar07	770	%	7	8	29	12	39	4
	Sep07	770	%	9	8	27	13	38	5
Traffic flow on the roads at peak times	Tot07	1540	%	2	14	39	13	29	3
	Mar07	770	%	2	15	40	13	28	3
	Sep07	770	%	3	13	38	14	29	3

12. Overall Satisfaction with Council Services

Respondents were asked to think about all the dealings they had had with Christchurch City Council, all the things it had done over the last 12 months and all the services and facilities that Christchurch City Council provided. They were then asked how satisfied or dissatisfied they were with the performance of Christchurch City Council in delivering these services over the past 12 months. (Note: this covers the total sample)

Base: Total Sample	Total 2007	March 2007	Sept 2007
	1540	770	770
	%	%	%
Very satisfied	12	12	12
Satisfied	65	67	63
Neither/ nor	12	11	14
Dissatisfied	7	7	8
Very dissatisfied	2	2	2
Don't know	1	1	1

13. Areas where the Council has Performed Well and Opportunities for Improvement

Respondents were asked to think about all the services discussed in the survey, and asked to describe in as much detail, the service they felt the council was performing best in delivering. (Detailed comments have been appended.)

Base: Total Sample	Total 2007 1540 %	March 2007 770 %	Sept 2007 770 %
Parks and recreation areas	26	26	25
Rubbish/ recycling	15	15	15
Generally do good work/ good provision of amenities/ clean and tidy city/ good staff	14	12	15
General festivals/ events/ concerts	12	15	8
Libraries	11	11	11
Specific festivals e.g. Summertimes festival	8	11	5
Public transport/ buses	6	5	6
Swimming pools	5	6	3
Leisure centres/ facilities	4	5	3
Botanic Gardens	4	4	3
Water (supply/ quality)	4	4	5
Roads/ street upgrades	4	3	6
Activities/ programmes for children	2	3	2
Encouraging activity and use of city's resources/ good information and communication	2	2	3
Cycle lanes	2	2	2
Art gallery	2	2	3
Central city improvements	2	2	1
Sewerage/ estuary plan	1	1	1
Town planning/ building consents	1	1	1
Housing	1	1	1
Other	8	10	6
No answer	14	13	14

Respondents were then asked to think about all the services discussed in the survey, and indicate which service they felt was the most important for the Council to improve on over the next 12 months. Respondents were asked to describe in as much detail, what they thought the Council should be doing to improve its performance in this area. Detailed comments have been appended.)

Base: Total Sample	Total 2007 1540 %	March 2007 770 %	Sept 2007 770 %
Road congestion/ traffic control	16	18	14
Rubbish collection	12	14	11
Recycling collection	10	10	10
Central city (revitalise, tidy up, increase security)	8	8	8
Road conditions/ poor footpaths/ street lighting/ trees	8	7	9
Resource Consents/ building permits	8	7	8
Development of parks, recreational areas, waterways	8	7	8
More, safer cycle lanes	7	8	6
Parking (central city and at the hospital)	7	8	7
Gutters/ storm drains/ flooding	6	7	5
Public transport/ buses	5	5	5
Dirty streets/ untidy in general	5	4	6
Public relations/ bad communication/ not enough information	4	4	4
Water (quality, supply, fluoridation)	4	3	5
Spending	4	3	5
Swimming pools/ gyms	3	4	3
Town planning (over 60's flats, highrises, subdivisions)	3	3	3
Reduce rates/ high rates	3	2	4
Dogs (control, more dog parks, licences)	2	2	3
Safety/ unwholesome areas (especially central city, bus exchange)	2	2	2
Youth noise/ vandalism/ drunkenness	2	1	2
Heritage buildings	2	1	2
Graffiti	2	1	3
Noise control (boy racers, parties, traffic, dogs)	1	1	1
Sewerage	1	1	1
Boy racers	1	1	2
Other	12	16	9
No answer	11	11	12