

**Biannual Survey of Residents
March 2009**

Executive Insight

Prepared for:

Christchurch
City Council 

April 2009
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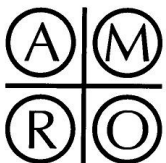


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1. Introduction

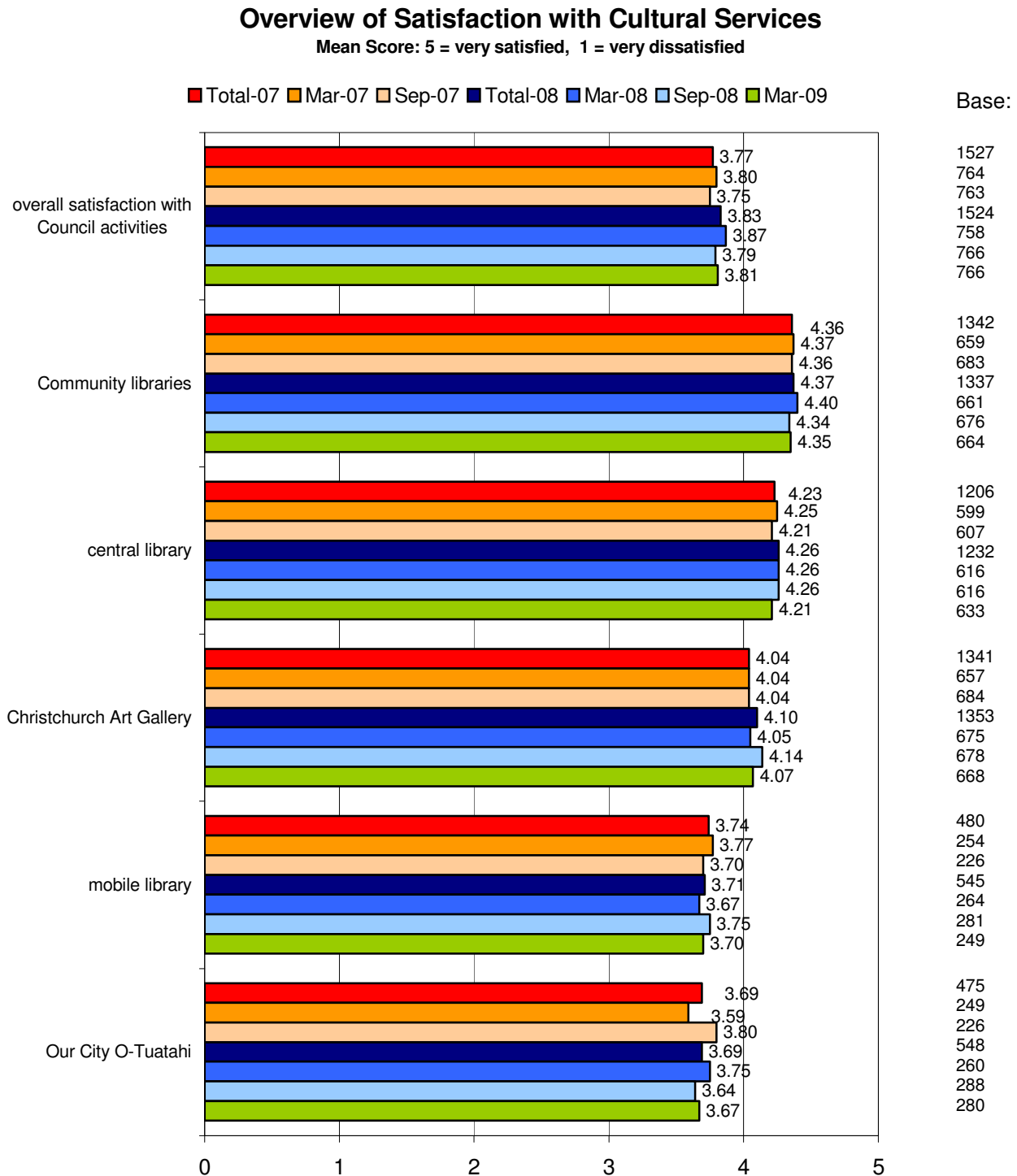
This document has been prepared by Opinions Market Research Ltd to provide Christchurch City Council with an Executive Insight into the findings from the Bi-annual Residents Survey March 2009.

The findings from the March 2009 Residents Survey have been summarised in graphical form and comparisons with earlier survey findings have been included. An analysis of satisfaction with Council services has been undertaken among users versus non-users of each facility or service and according to demographic profile (i.e. age, gender and ward). This information is represented in graphical and tabulated form.

A correlation analysis has also been included relating to 'satisfaction with the overall performance of the Council' compared with other satisfaction measures to establish which specific Council responsibilities and activities are most closely associated with perceptions of the overall performance of the Council.

2. Overview of Satisfaction with Council Services

The following graph summarises satisfaction with cultural and learning services. Overall satisfaction with Council activities has been included as a point of reference. Mean scores are shown for each service. The scale used to calculate mean scores is 5 = very satisfied, 4 = satisfied, 3 = neither/ nor, 2 = dissatisfied, 1 = very dissatisfied.

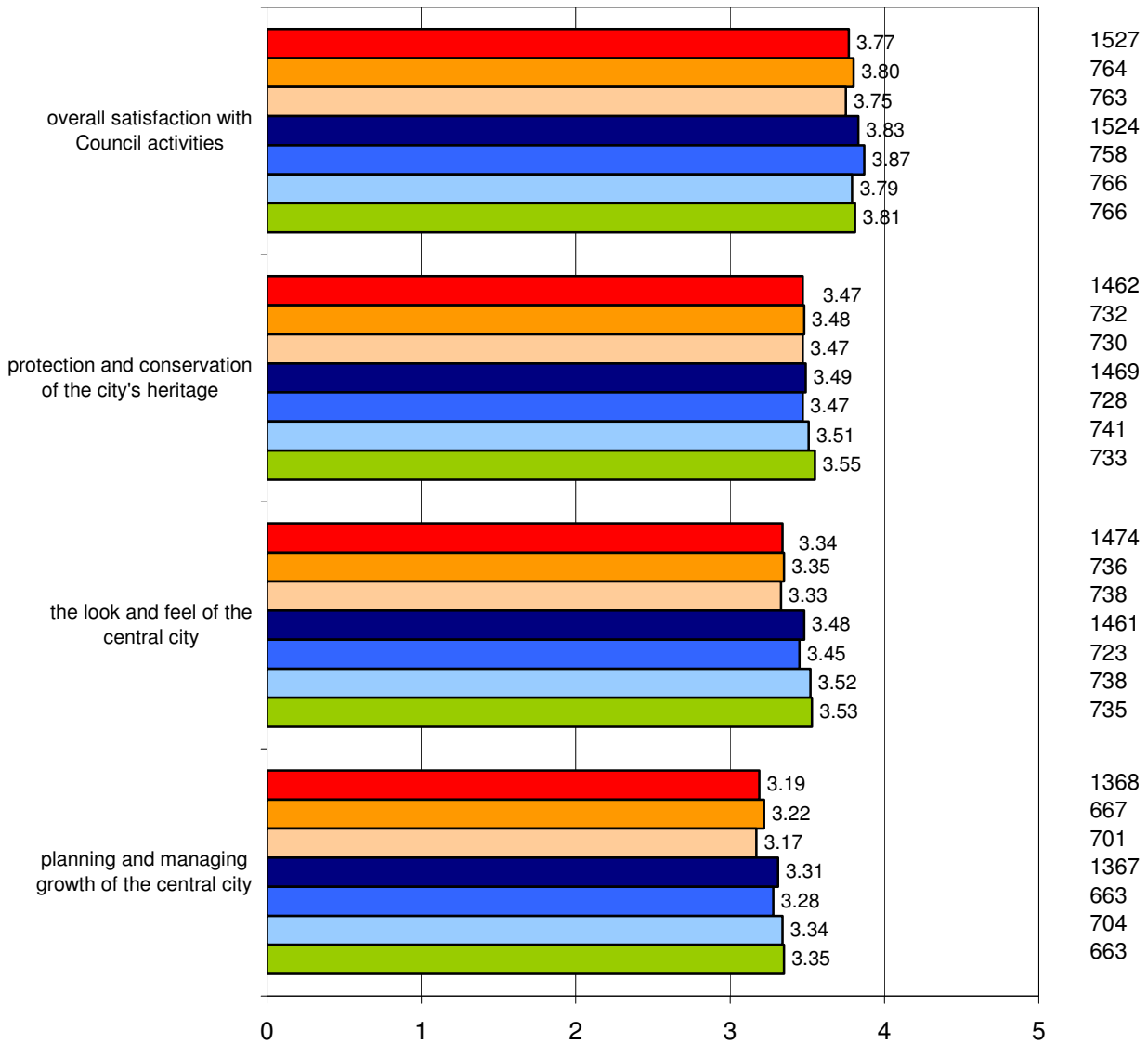


The following graph summarises satisfaction with city development. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with City Development

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

■ Total-07 ■ Mar-07 ■ Sep-07 ■ Total-08 ■ Mar-08 ■ Sep-08 ■ Mar-09 Base:



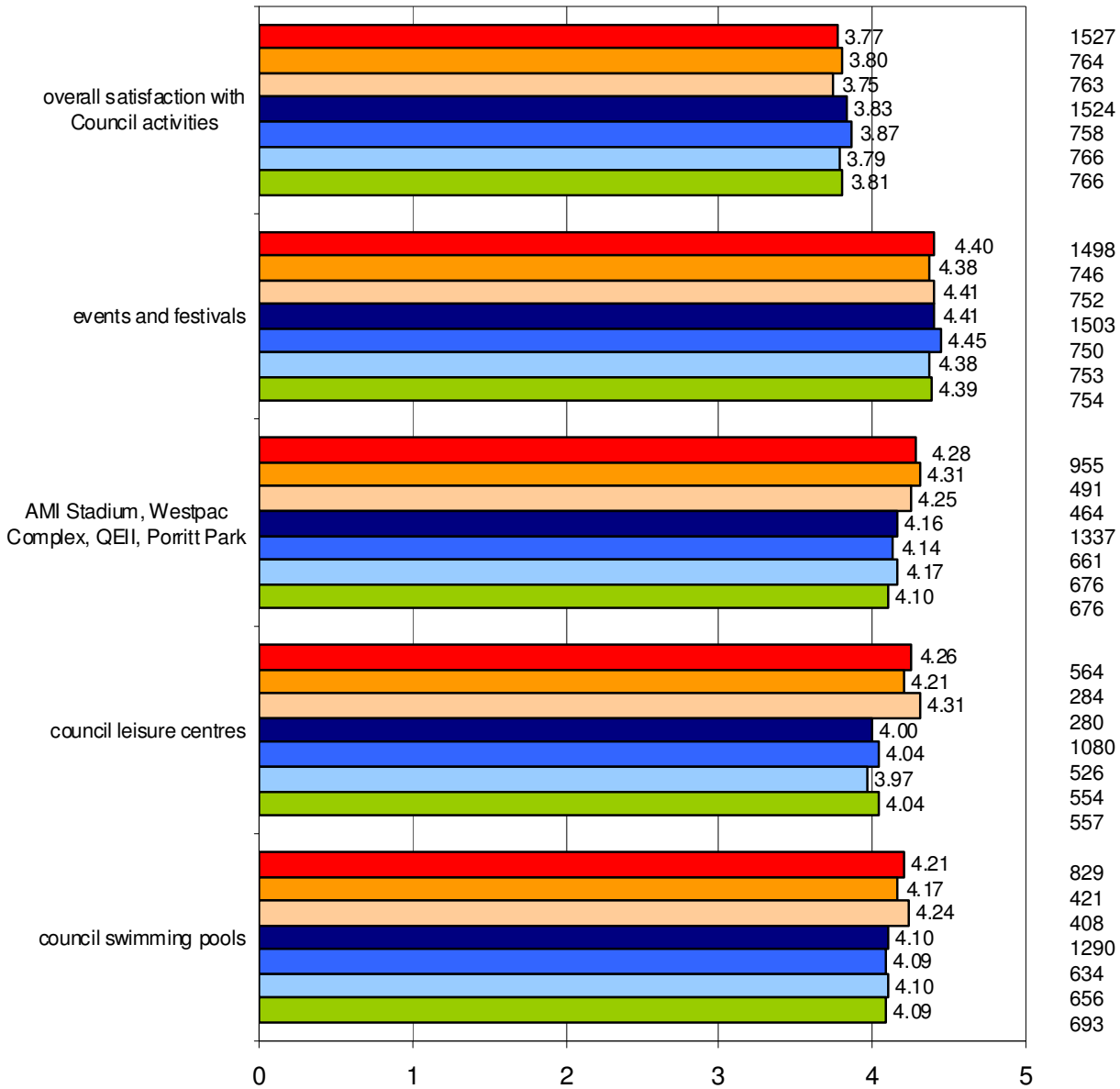
The following graph summarises satisfaction with recreation and leisure services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Recreation Services

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

■ Total-07 ■ Mar-07 ■ Sep-07 ■ Total-08 ■ Mar-08 ■ Sep-08 ■ Mar-09

Base:

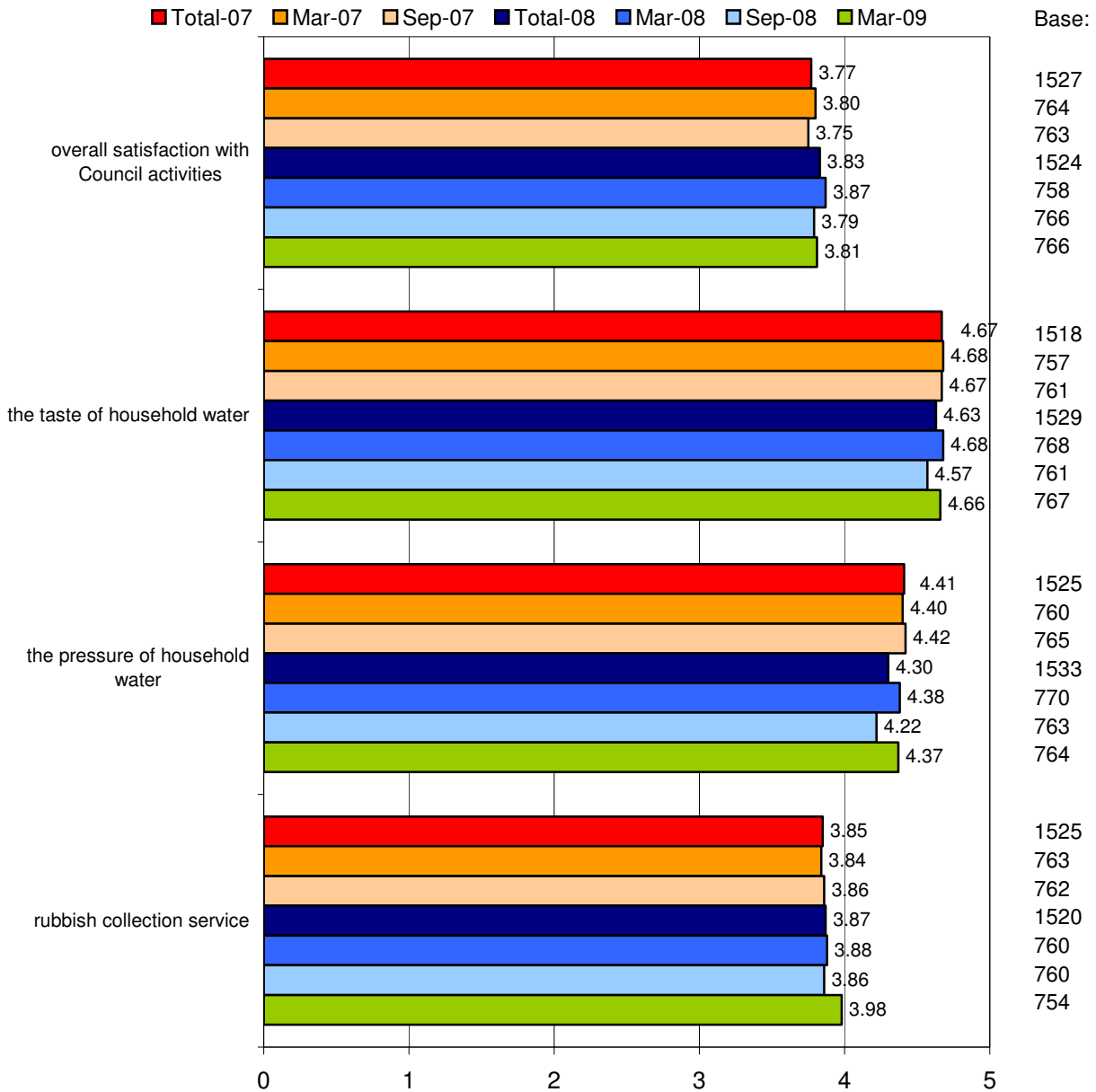


Please note: Satisfaction with services provided at Council Stadiums, Council leisure centres and Council swimming pools was asked of the total sample in 2008 and 2009 whereas in 2007 it was asked only of users of the facility. The 2008 and 2009 ratings therefore measure general perception of the facilities as opposed to satisfaction ratings based on experience.

The following graph summarises satisfaction with water and waste services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Water and Waste Services

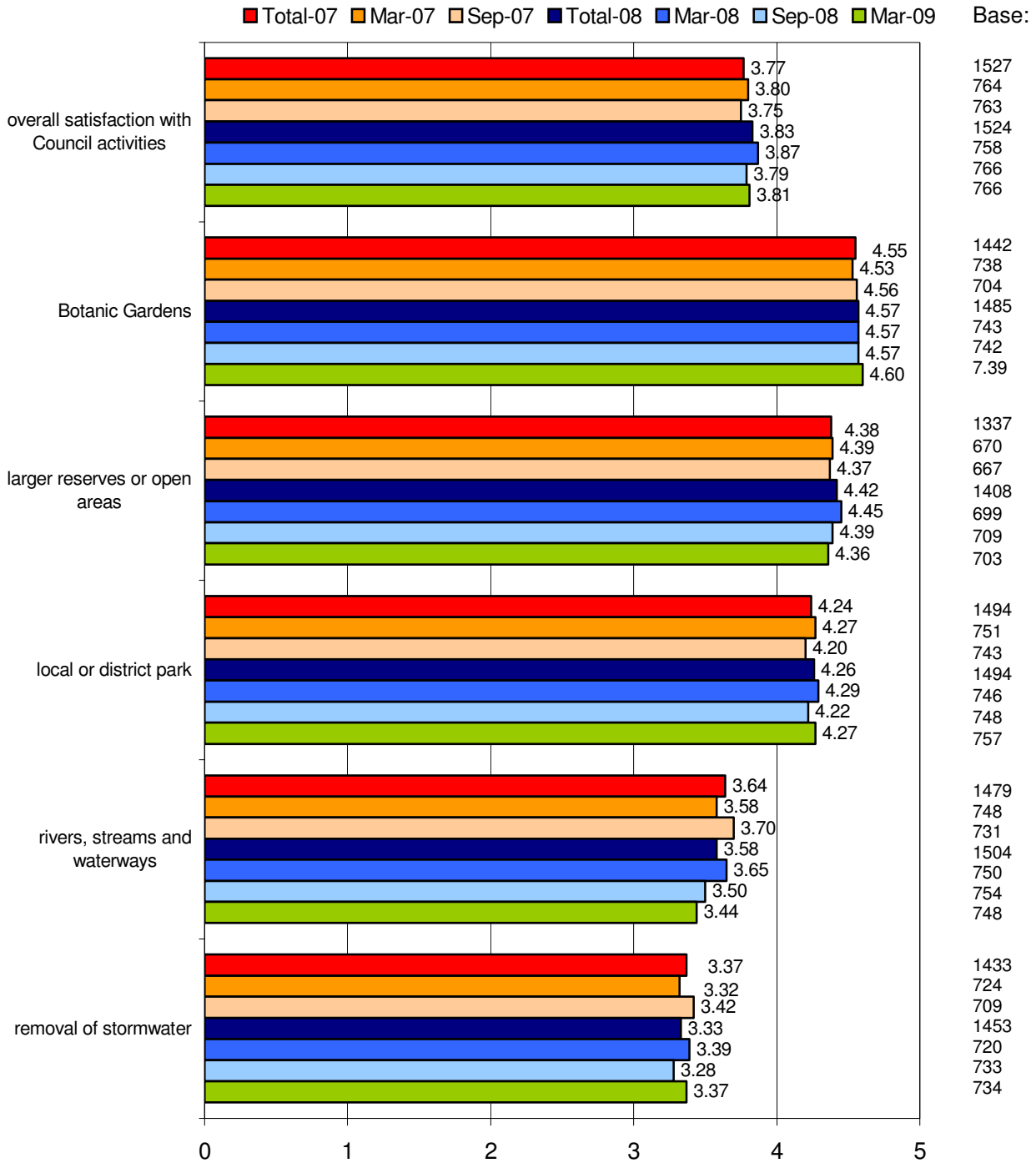
Mean Score: 5 = very satisfied, 1 = very dissatisfied



The following graph summarises satisfaction with Christchurch parks and open spaces. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Park Services

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



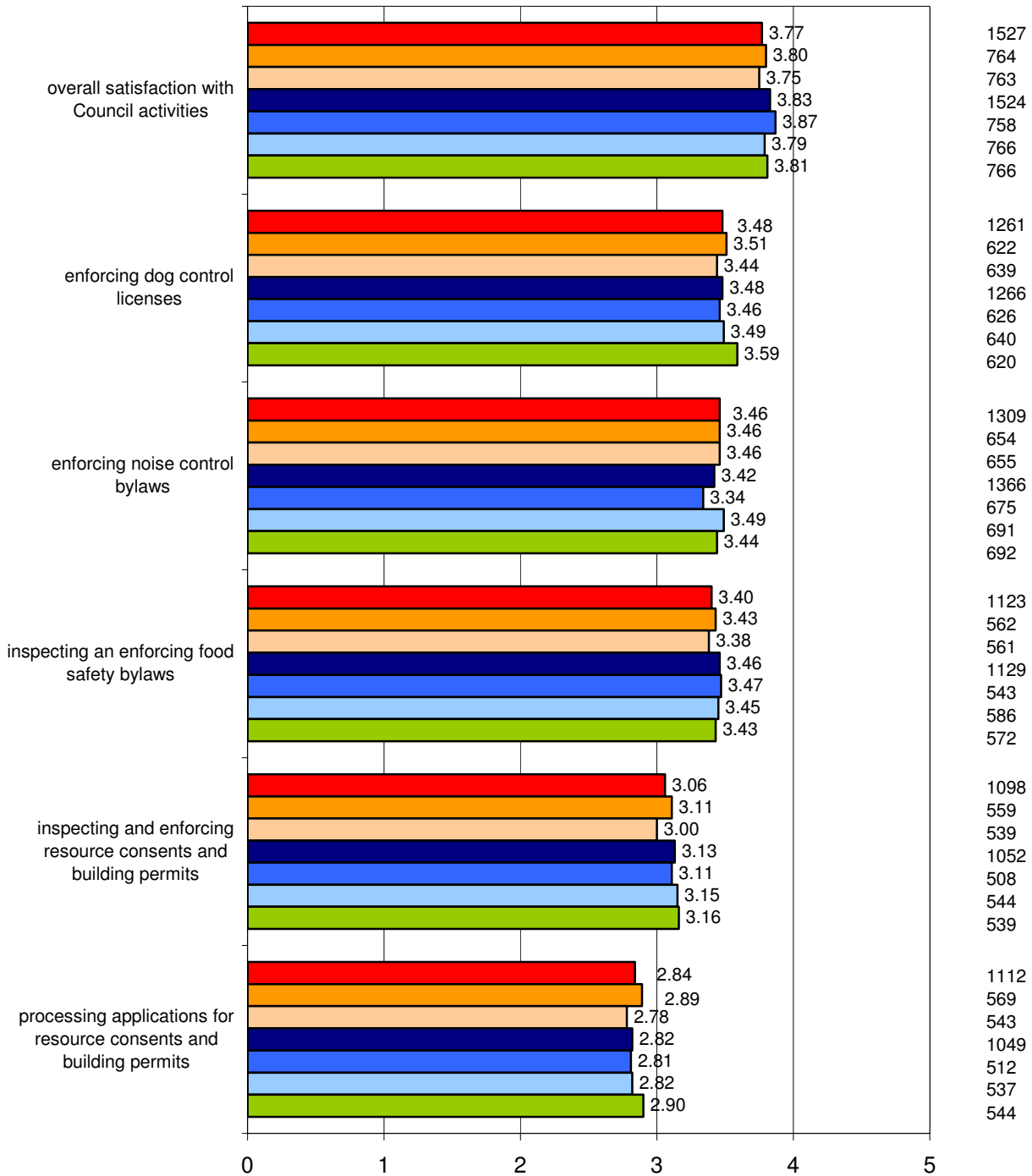
The following graph summarises satisfaction with regulatory services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Regulatory Services

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

■ Total-07 ■ Mar-07 ■ Sep-07 ■ Total-08 ■ Mar-08 ■ Sep-08 ■ Mar-09

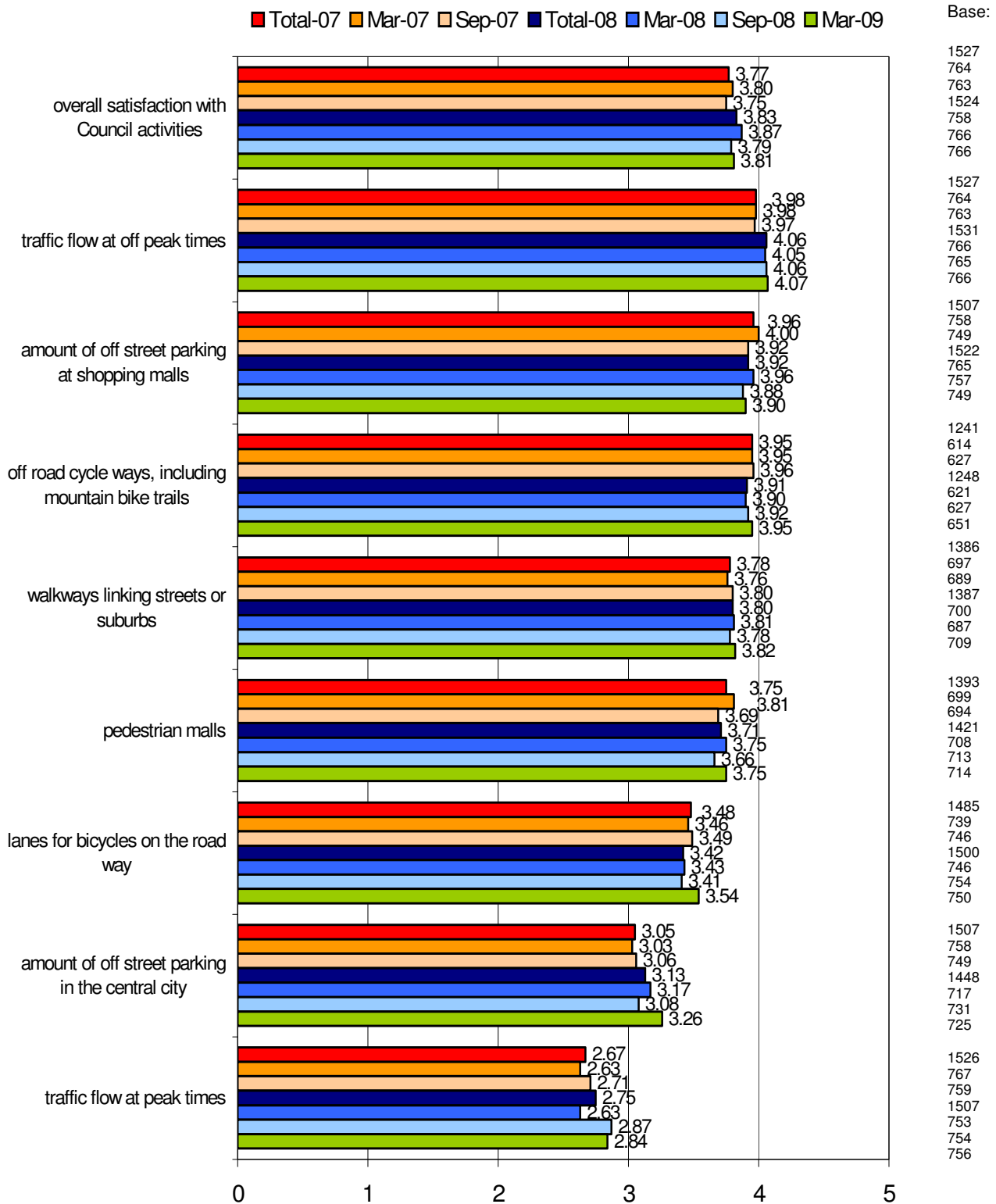
Base:



The following graph summarises satisfaction with streets and transport services. Overall satisfaction with Council activities has been included as a point of reference.

Overview of Satisfaction with Streets and Transport Services

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



The following is a summary of the top performing areas as well as those areas where there are the greatest opportunities for improvements.

Top Performing Services:

The taste of the water	4.66
Botanic Gardens	4.60
Events and festivals	4.39
The pressure of the water	4.37
Larger reserves or open areas	4.36
Community libraries	4.35
Local or district park	4.27
Central library	4.21
AMI Stadium, Westpac Complex, QEII Stadium, Porritt Park	4.10
Council swimming pools	4.09

Top Opportunities for Improving Services:

Traffic flow on the roads at peak times	2.84
Processing applications for resource consents and building permits	2.90
Inspecting and enforcing resource consents and building permits	3.16
The amount of off-street parking in the central city	3.26
Planning and managing for growth of the central city	3.35
Removal of stormwater	3.37
Inspecting and enforcing food safety bylaws	3.43
Enforcing noise control bylaws	3.44
Rivers, streams and waterways	3.44
The look and feel of the central city	3.53

3. Satisfaction Ratings for Facilities and Services by Visitors to/ Users in the Last 12 Months Versus Non-Users

March 2009										
	Tot Sep/ visited / Not visited last 12 mths	Base:		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied	Mean
Christchurch Art Gallery	Mar09	770	%	13	1	3	14	39	30	4.07
	Visited	311	%	*	1	2	8	41	48	4.32
	Not visited	459	%	22	1	4	18	38	17	3.86
Central Library	Mar09	770	%	18	*	1	11	39	31	4.21
	Visited	302	%	*	-	2	5	38	55	4.46
	Not visited	468	%	29	*	1	15	39	16	3.98
Mobile Library	Mar09	770	%	68	*	1	13	13	6	3.70
	Visited	27**	%	7	4	4	19	44	22	3.84
	Not visited	743	%	70	*	1	13	11	5	3.68
Community Libraries	Mar09	770	%	14	*	2	7	35	42	4.35
	Visited	538	%	1	1	3	3	37	56	4.47
	Not visited	232	%	44	-	-	16	32	8	3.86
Our City O- Tautahi	Mar09	770	%	64	1	1	14	16	5	3.67
	Visited	95	%	5	-	2	15	48	29	4.11
	Not visited	675	%	72	1	1	14	11	2	3.46
Events and Festivals ⁺	Mar09	770	%	2	1	2	5	39	51	4.39
	Aware	744	%	1	1	2	5	39	51	4.39
	Not aware/ dk	26**	%	19	-	4	8	31	38	4.29

* less than 1%

** small base size

+ aware/ not aware

March 2009										
	Tot Sep/ visited/ Not visited last 12 mths	Base:		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied	Mean
Botanic Gardens	Mar09	770	%	4	*	1	3	28	64	4.60
	Visited	591	%	-	*	1	1	23	75	4.73
	Not visited/ dk	179	%	17	1	1	10	46	25	4.11
Local or district park	Mar09	770	%	2	1	4	6	46	42	4.27
	Visited	681	%	-	1	4	5	46	45	4.31
	Not visited/ dk	89	%	14	1	3	15	49	18	3.92
Larger reserves and open spaces	Mar09	770	%	9	*	2	7	39	44	4.36
	Visited	539	%	*	*	2	2	38	57	4.50
	Not visited/ dk	231	%	28	-	*	19	41	12	3.89

* less than 1%

Those residents actually using/ visiting the facilities and services were more satisfied than those who did not.

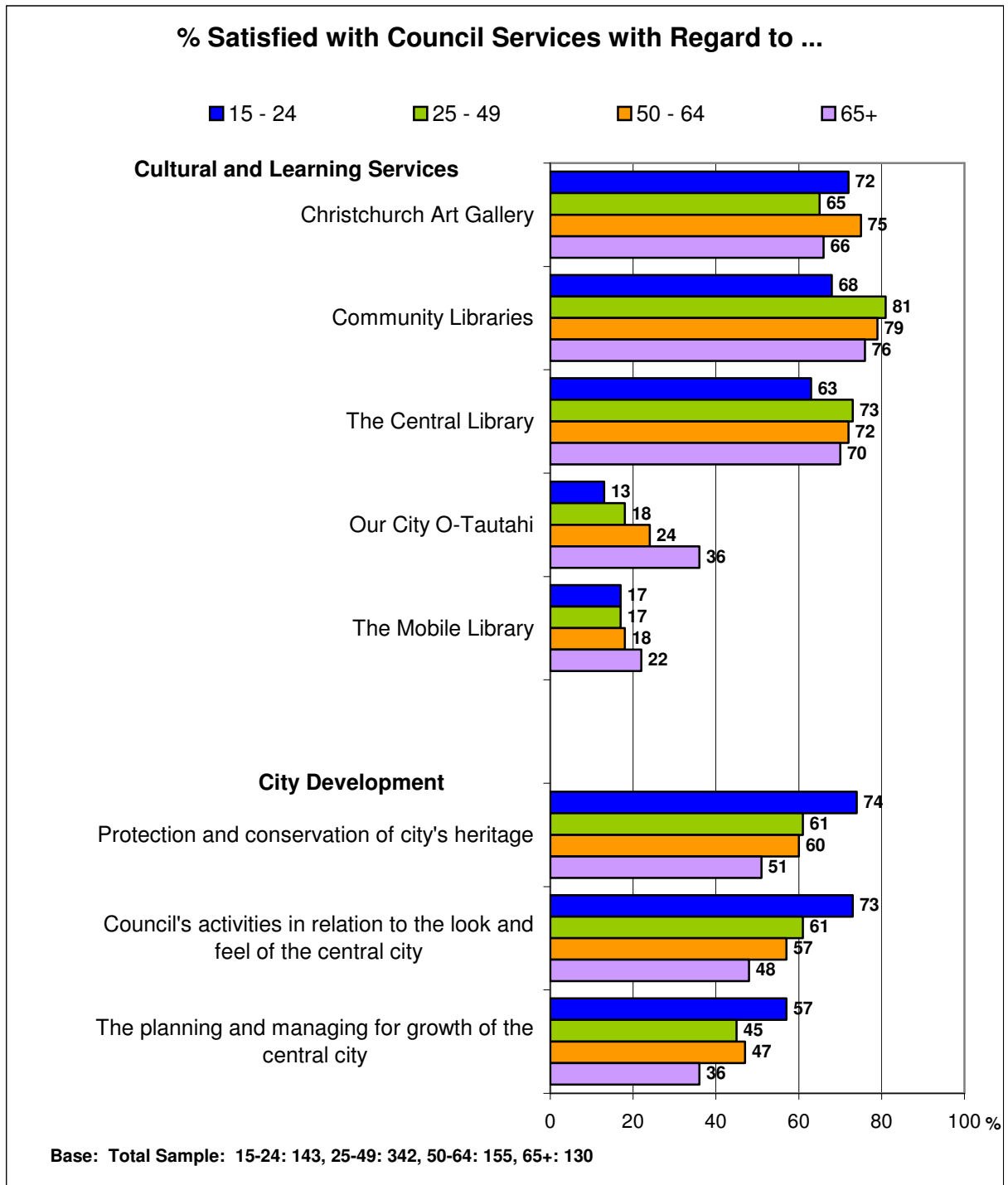
4. Satisfaction by Level of Awareness of the Council's Communication Efforts relating to Each Particular Service

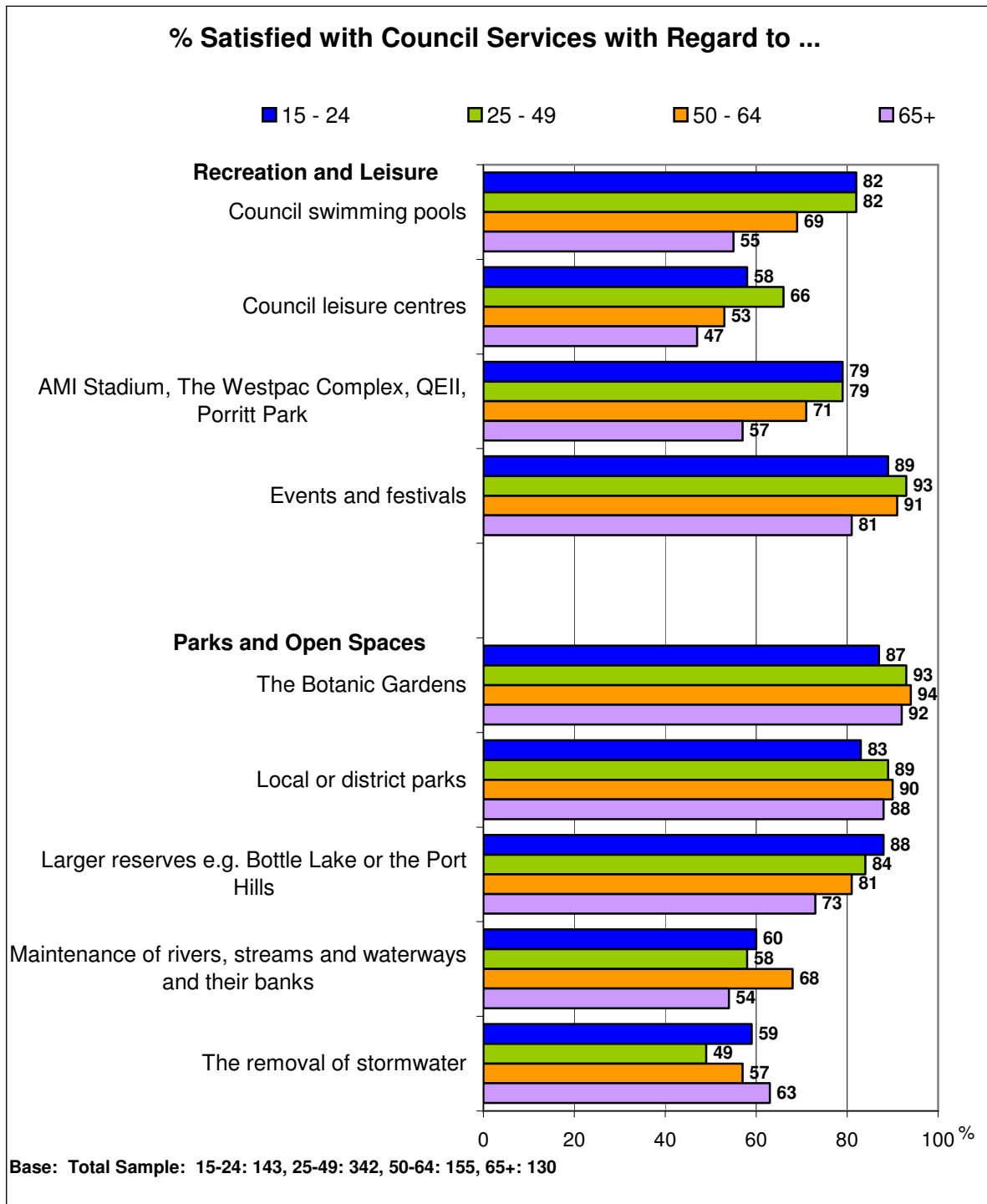
March 2009										
	Tot Sep/ aware/ Not aware	Base: %	Don't know	Very ineffective	ineffective	Neither/ nor	effective	Very effective	Mean	
Satisfaction with effectiveness of reducing water	Mar09	770	%	6	6	32	21	30	4	2.94
	Aware	635	%	4	4	31	22	34	5	3.05
	Not aware/dk	135	%	14	15	40	19	10	2	2.35
Satisfaction with effectiveness of recycling	Mar09	770	%	2	2	4	6	48	38	4.21
	Aware	752	%	1	1	3	6	49	39	4.22
	Not aware/dk	18**	%	27	*	13	27	227	20	3.55

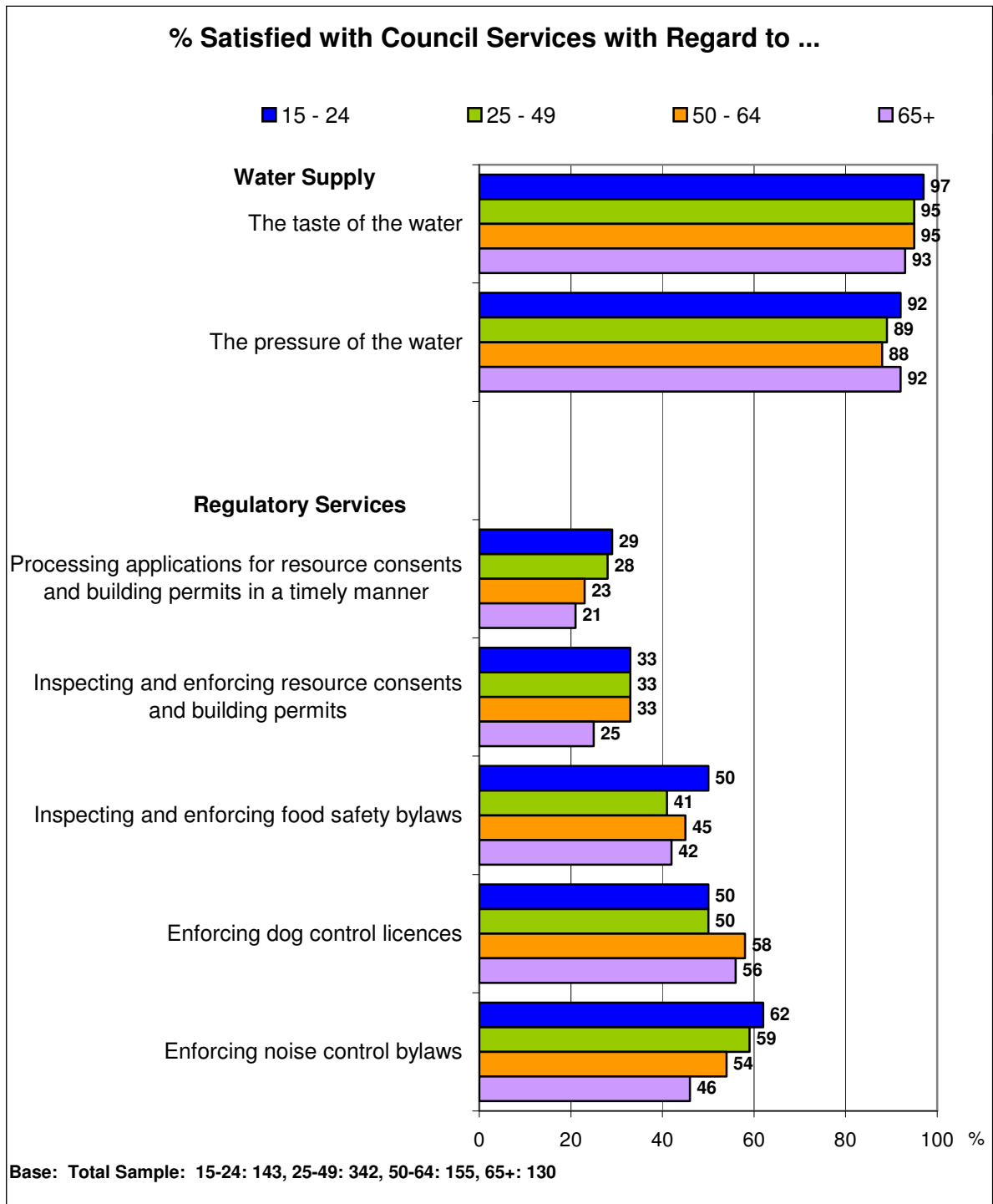
** small base size

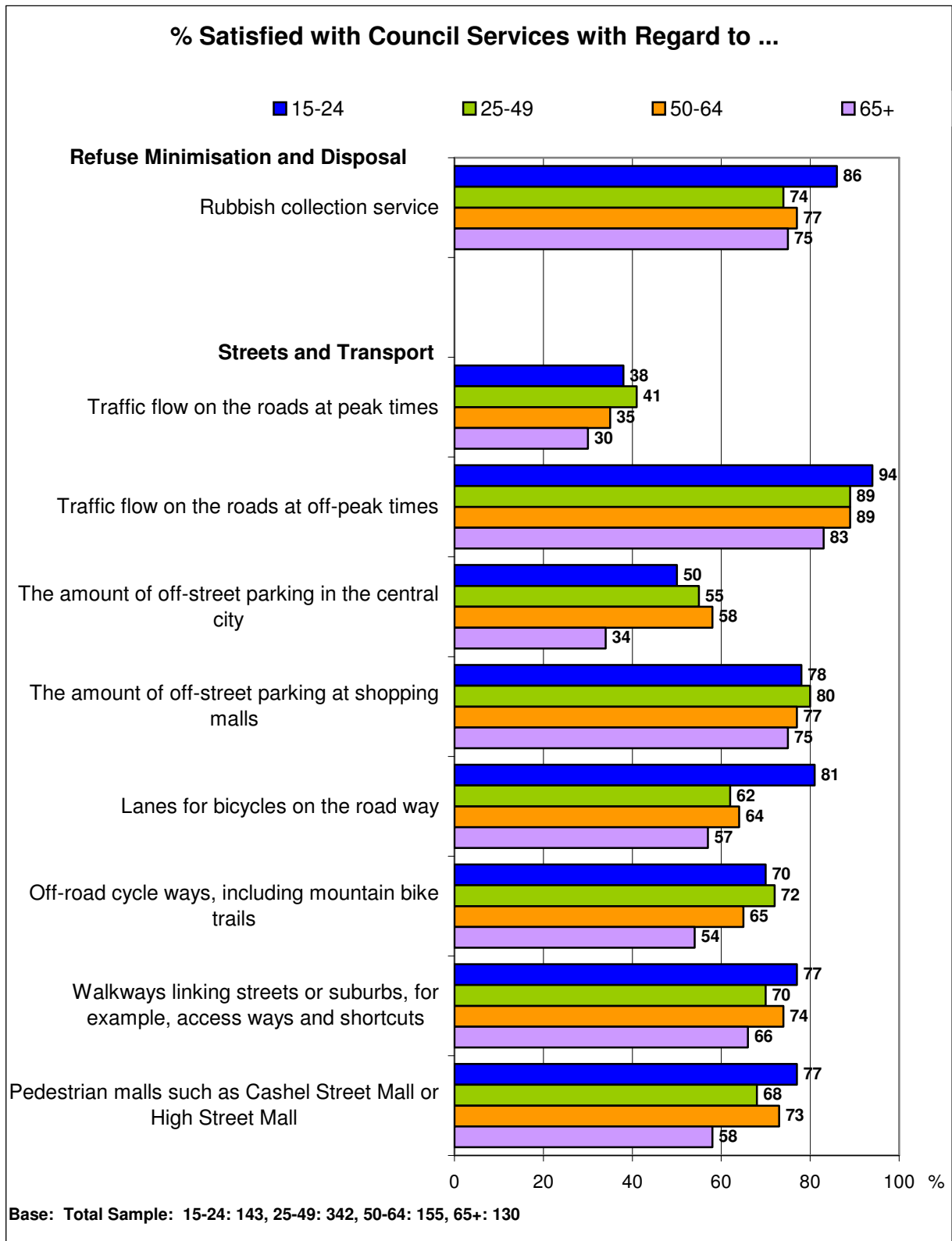
Those aware of the Council's communication efforts relating to the above services were more positive in their perception of the effectiveness of the Council's efforts towards recycling and reducing water use.

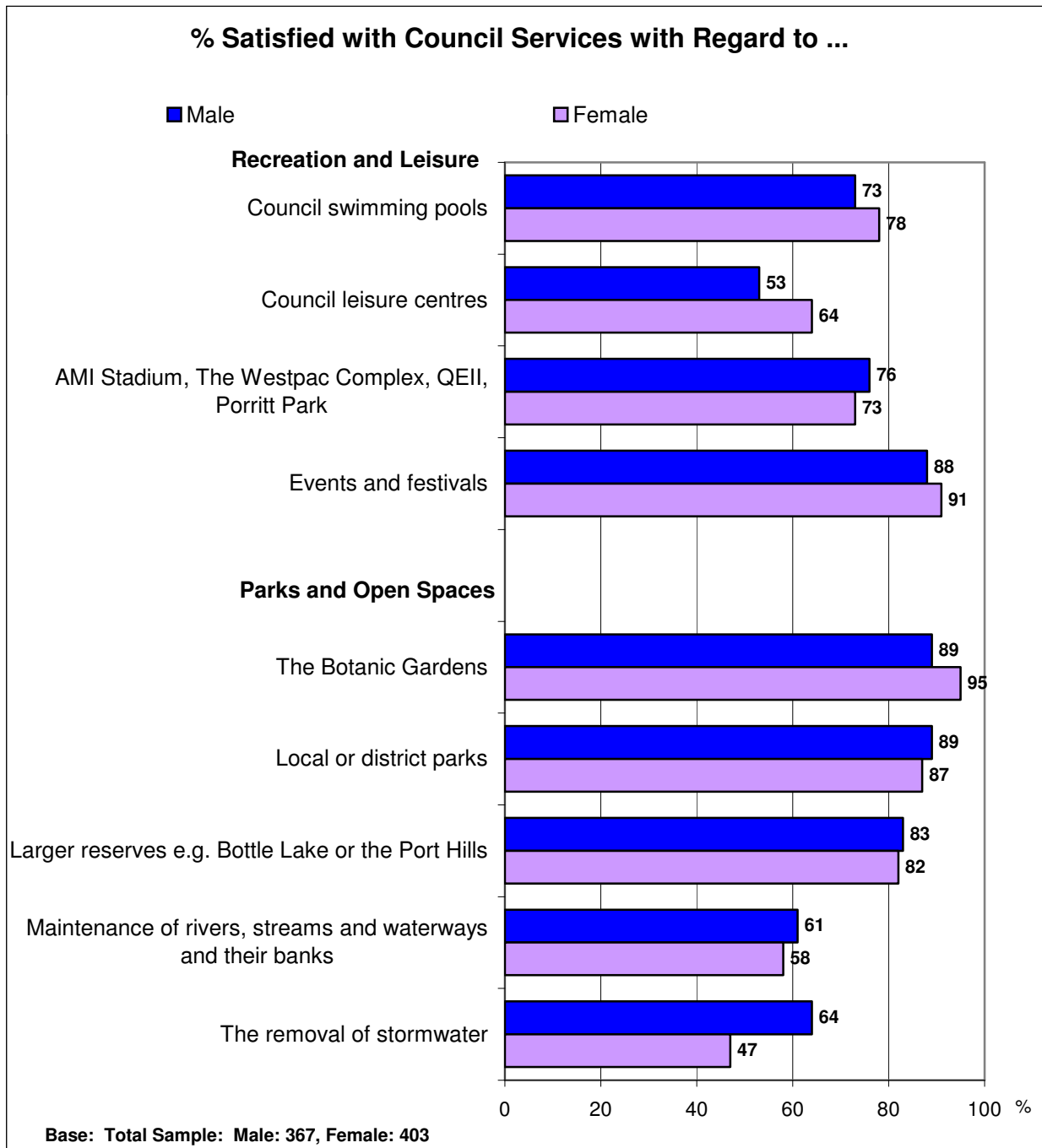
5. Satisfaction with Council Services by Age Group

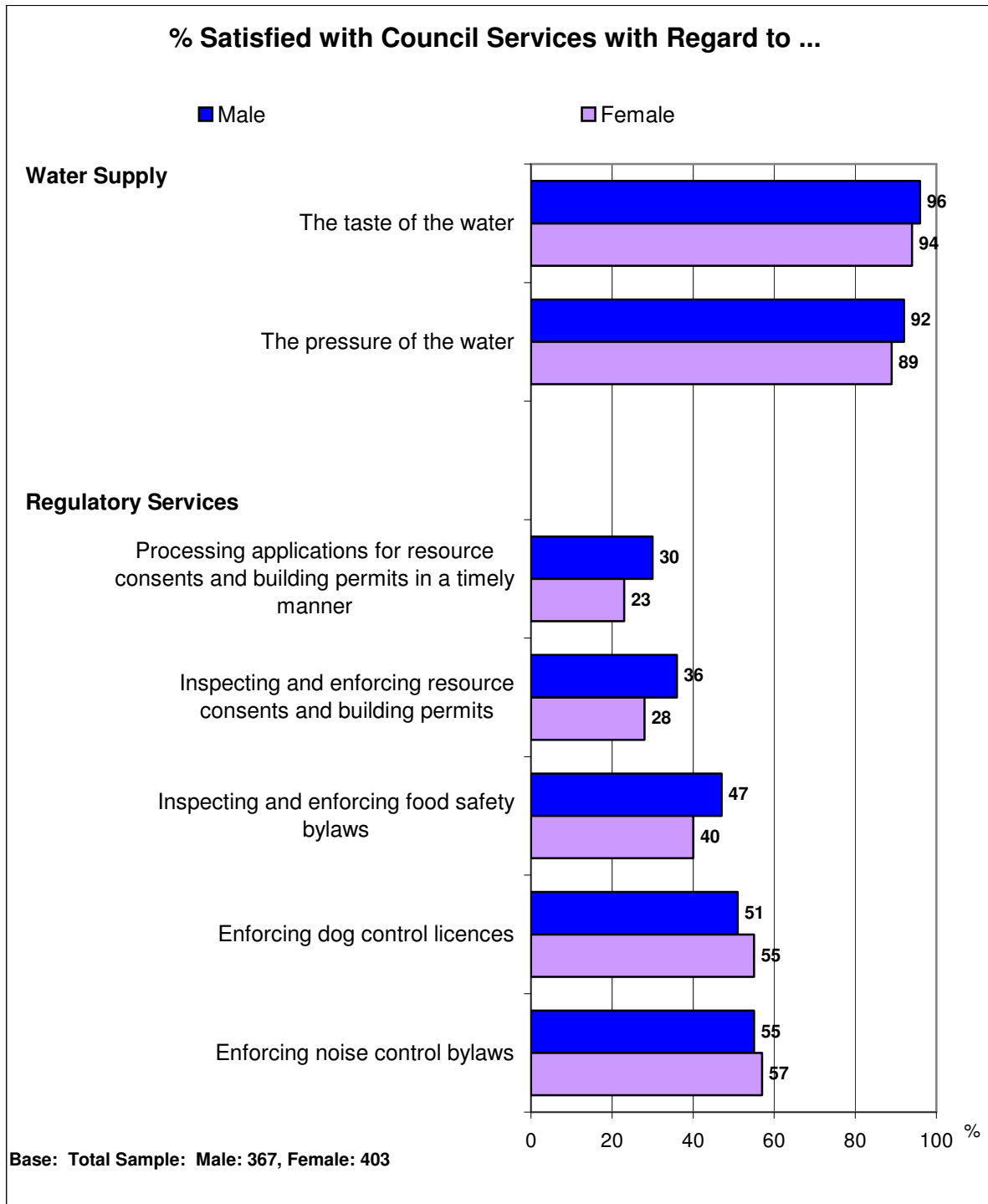


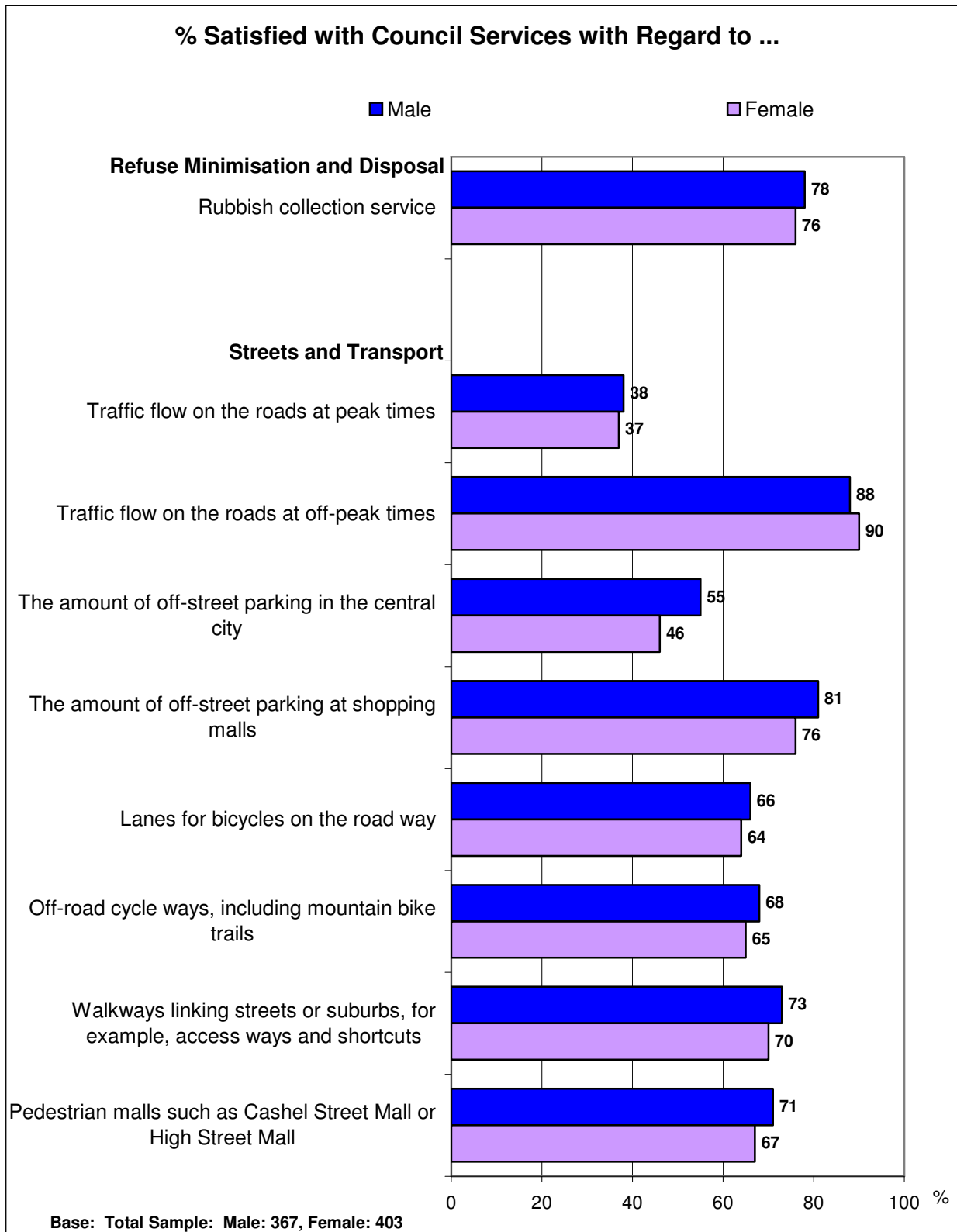




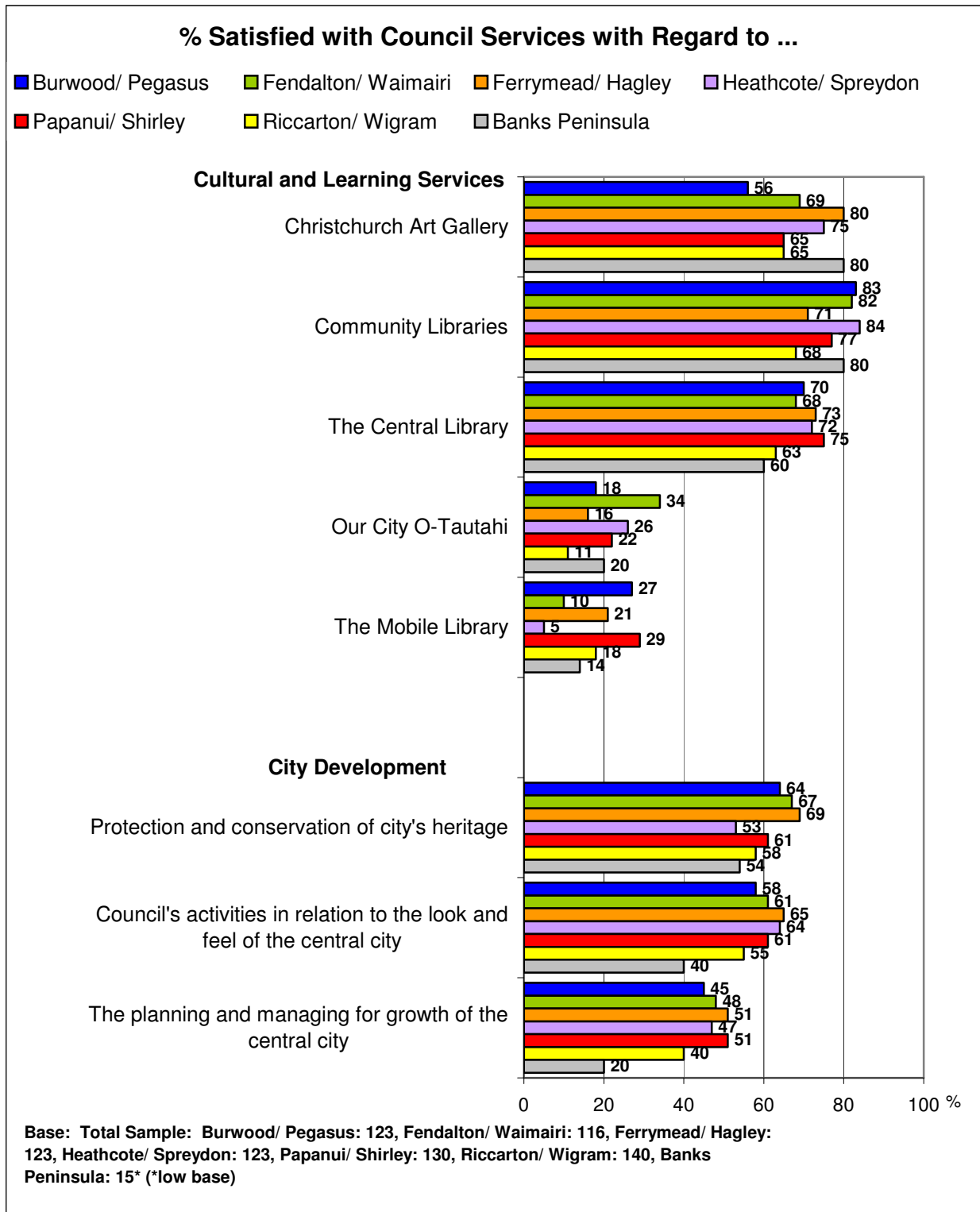


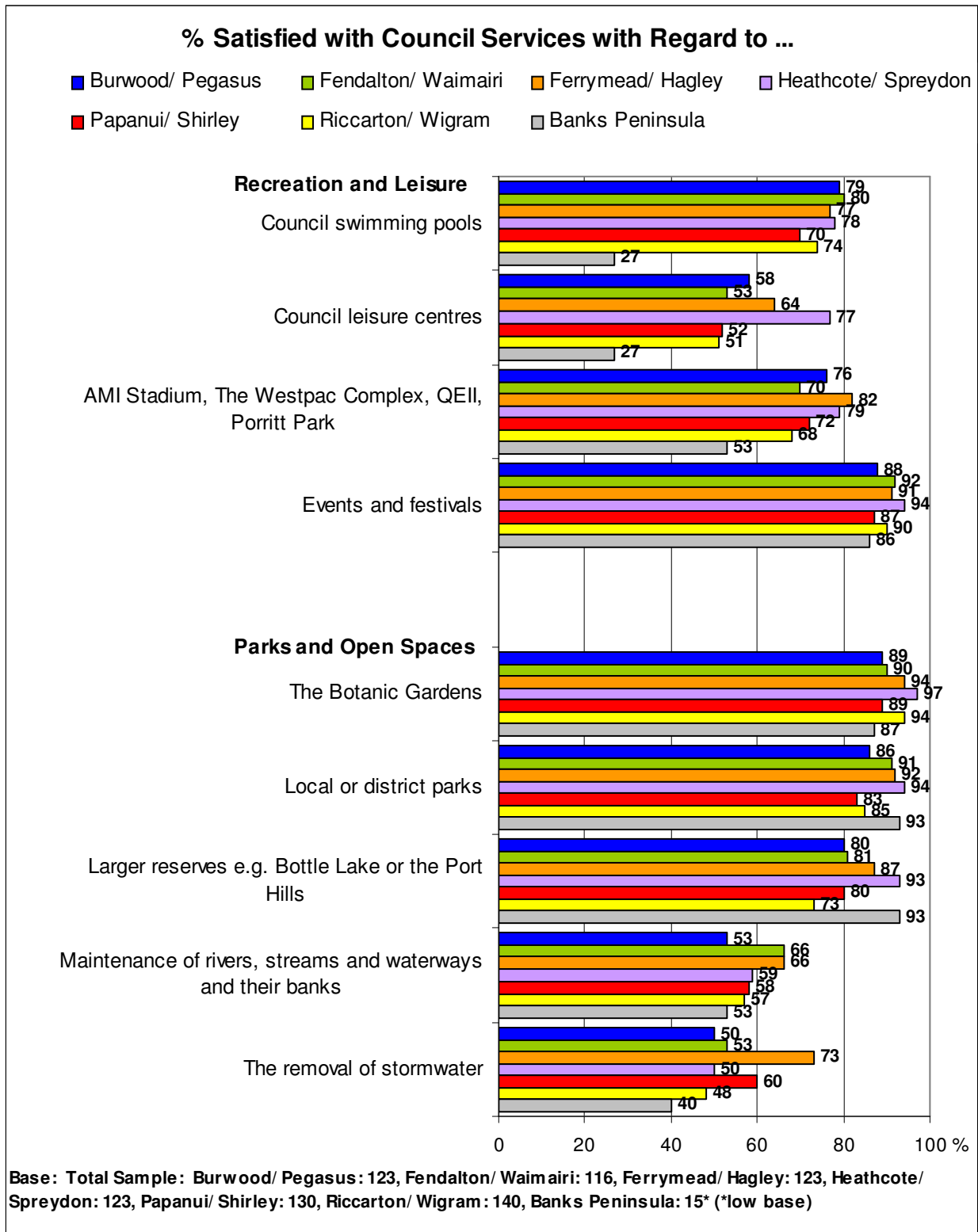


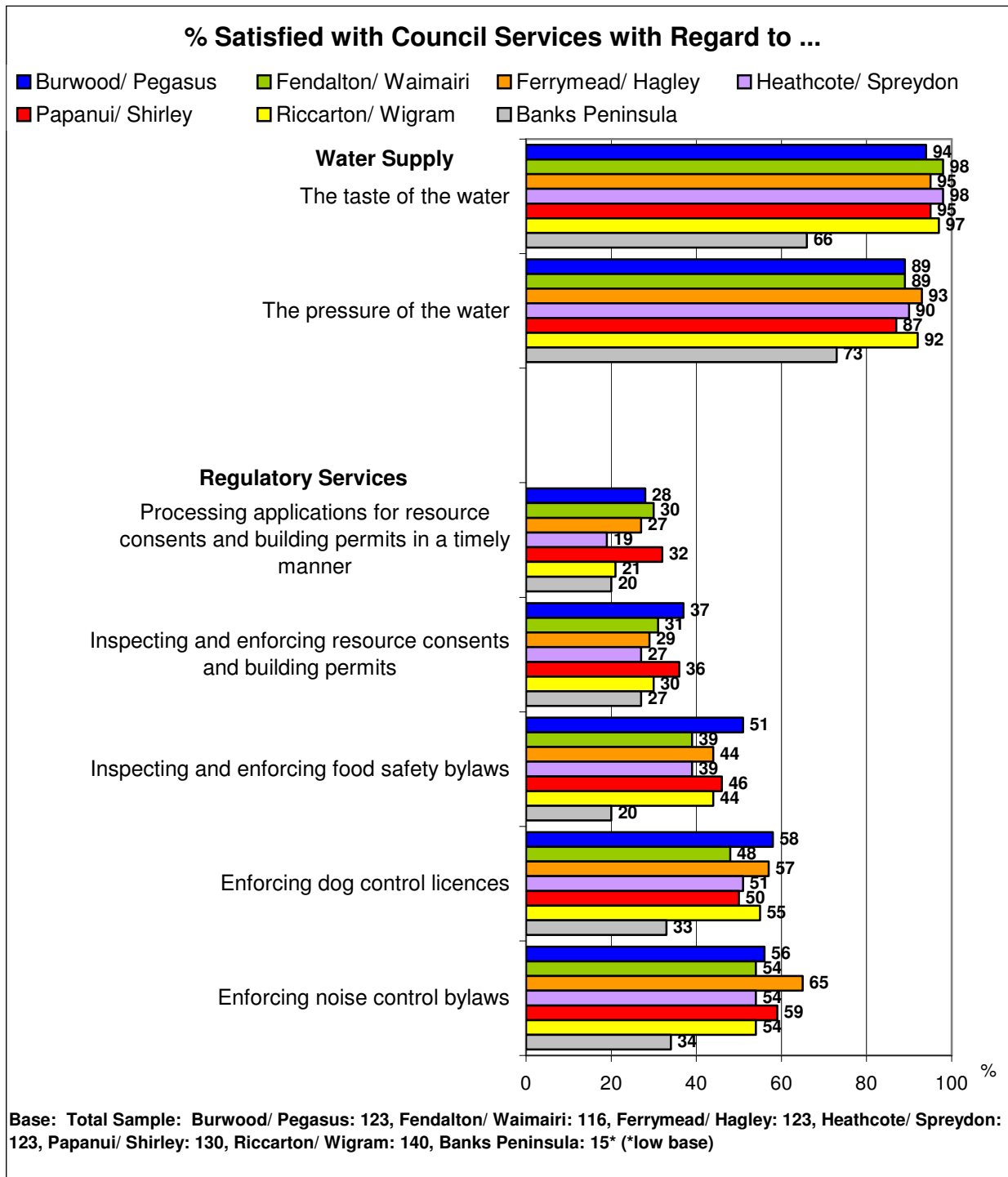


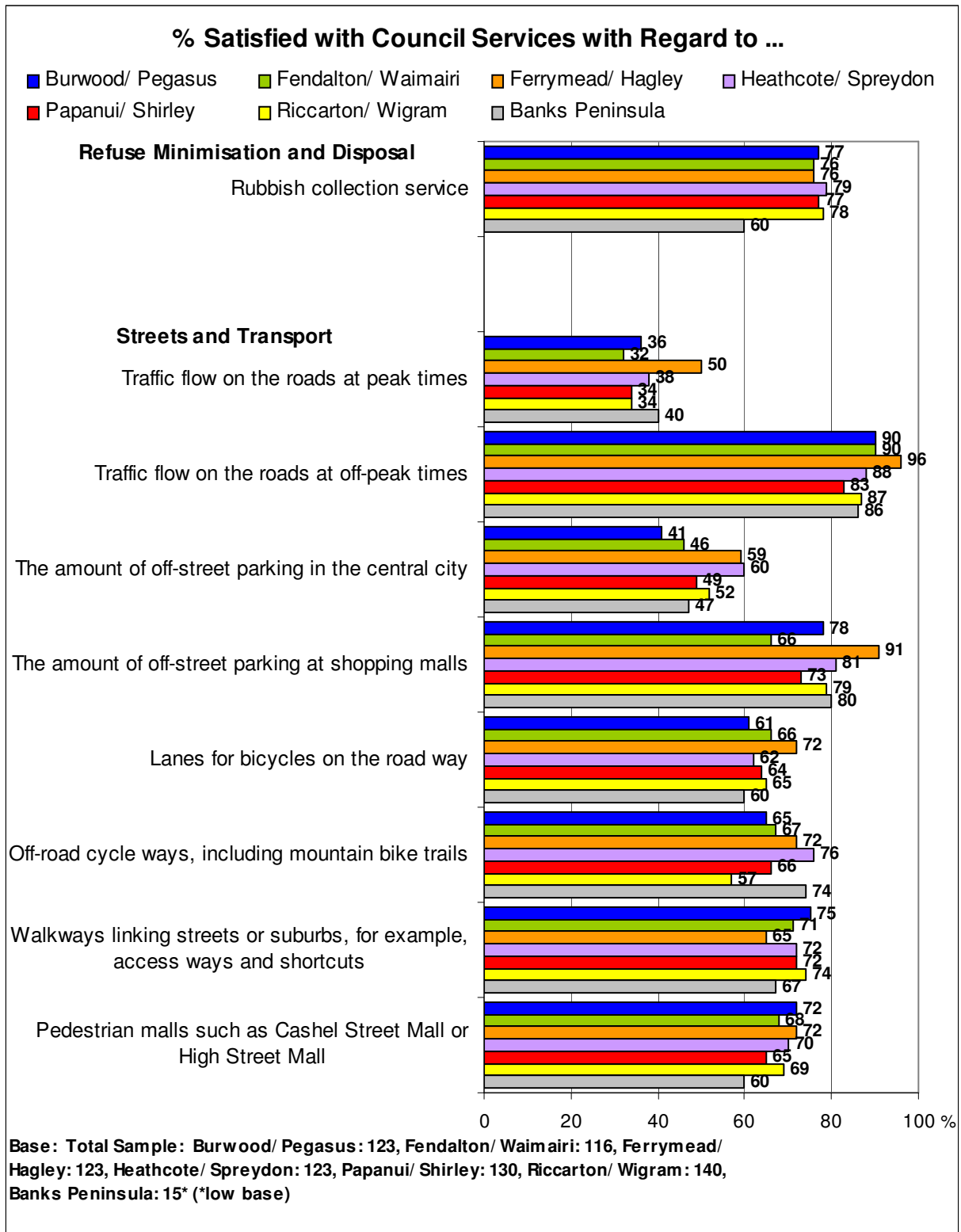


7. Satisfaction with Council Services by Ward









8. Correlation Analysis

Correlation analysis can be a useful tool for determining the strength of relationship between different factors or variables in statistical terms.

The correlation between overall satisfaction with Council services and other more specific measures has been determined to gain an understanding of the strength of relationship between the rating of overall satisfaction with the Council and the individual services.

Correlation co-efficients lie between 0 and 1. A score of 1 would mean a perfect correlation or match (i.e. the same information) where as, a score of 0 would mean no correlation (i.e. unrelated information). Overall, the higher the co-efficient, the greater the correlation.

The table below shows correlation co-efficients between overall satisfaction with Council services and satisfaction with the following service elements:

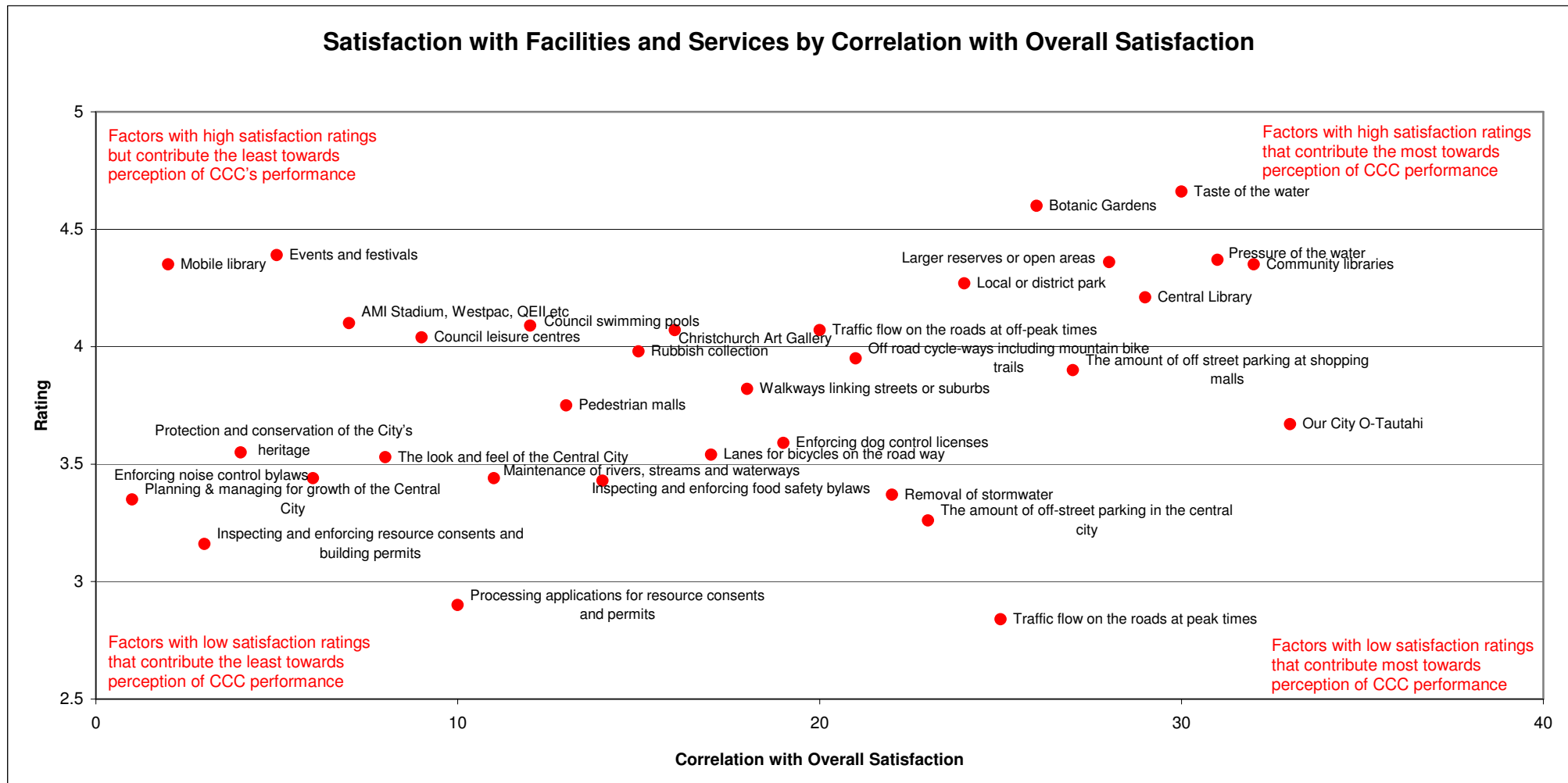
Satisfaction measure	Co-efficient	Sample Size excluding don't know
Planning and managing for growth of the Central City	0.40	660
Mobile library	0.34	248
Inspecting and enforcing resource consents and building permits	0.33	537
Protection and conservation of the City's heritage	0.31	729
Events and festivals	0.31	750
Enforcing noise control bylaws	0.31	690
AMI Stadium, Westpac, QEII etc	0.31	673
The look and feel of the Central City	0.30	731
Council leisure centres	0.30	554
Processing applications for resource consents and permits	0.29	541
Maintenance of rivers, streams and waterways	0.29	744
Council swimming pools	0.29	689
Pedestrian malls	0.28	710
Inspecting and enforcing food safety bylaws	0.28	569

Satisfaction measure	Co-efficient	Sample Size excluding don't know
Rubbish collection	0.28	750
Christchurch Art Gallery	0.28	664
Lanes for bicycles on the road way	0.28	746
Walkways linking streets or suburbs	0.26	706
Enforcing dog control licenses	0.25	618
Traffic flow on the roads at off-peak times	0.24	762
Off road cycle-ways including mountain bike trails	0.24	649
Removal of stormwater	0.23	730
The amount of off-street parking in the central city	0.23	721
Local or district park	0.21	753
Traffic flow on the roads at peak times	0.20	752
Botanic Gardens	0.18	735
The amount of off street parking at shopping malls	0.18	745
Larger reserves or open areas	0.15	699
Central Library	0.14	630
Taste of the water	0.14	763
Pressure of the water	0.13	760
Community libraries	0.12	662
Our City O-Tautahi	0.11	279

As an overall guide, a coefficient of greater than 0.1 is likely to be statistically significant.

Overall, it has been identified there is a significant correlation between overall satisfaction and satisfaction with all of the services measured.

There are, however, clearly a number of other factors that affect the overall rating beyond satisfaction with each individual service element i.e. the rating of each individual factor does have a bearing on the overall satisfaction rating but does not fully explain the rating.



This graph presents the satisfaction rating of each service element relative to their individual contribution to overall satisfaction. Elements towards the bottom right hand corner contribute most to overall satisfaction with the Council, yet relative to other factors, are rated less positively. Items close to the top left hand corner are those that are perceived to be performing well and have less direct effect on perceptions of Council. For example, a positive perception of traffic flow at peak times, contributes more to overall satisfaction with the Council, than a positive perception of mobile libraries. Please note the scale utilised has been chosen to clearly display the differences – the full rating scale is 1 to 5 and correlation is 0 to 100.