



Market Research Report for:

**Biannual Survey of Residents
September 2008**

Part I

Methodology and Questionnaire

Prepared for:

Christchurch City Council

**Reference: 3692
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1. Introduction

Christchurch City Council began surveying residents on a regular basis in 1991 with the introduction of an Annual Survey of Residents. Over the last decade, the annual survey has included a mix of questions focusing on customer satisfaction and resident perceptions of city issues. The Annual Survey of Residents was conducted by Statistics New Zealand from 1991 to 1997, the National Research Bureau Ltd from 1998 to 2004 and since 2005 by Opinions Market Research Ltd. This Biannual Survey of Residents conducted in March and September 2007 and 2008 by Opinions Market Research, has a new format, which is outlined below.

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.

2. Objective

The objective of the survey is:

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.

3. Survey Coverage

This survey was conducted among a representative sample of 770 Christchurch residents aged 15 years and over:

- Who had lived in Christchurch for the 12 months before the date of the interview and;

- Who lived in private households in the Christchurch area with access to a telephone. At the 2006 Census there were 133 746 households in Christchurch of which 92% had access to a telephone. The total population sampled for this research comprised 122 718 households.

The following people were excluded:

- Those who were too mentally or physically ill to take part.
- Those without access to a telephone (8% of the households in Christchurch)
- Those away for the survey period.

4. Sample Selection

The sample was selected using stratified random sampling techniques. Random sampling was combined with quota sampling to ensure a representative sample of Christchurch residents. The sample was randomly selected from telephone listings drawn for each ward and quotas were set for age and gender within each ward.

This mix of random sampling and quota sampling ensures the achieved sample is representative in terms of age and gender and it is geographically proportionate (i.e. the proportions of the six Christchurch City Council wards reflect their actual sizes).

The final stage was the selection of one respondent from every qualifying household. If more than two eligible respondents qualified then the respondent selected to take part in the research was the person who was next to have a birthday.

5. Survey Methodology

A telephone methodology was employed whereas prior to 2005 a face to face methodology was utilised. The adoption of a telephone methodology was seen as advantageous in terms of efficiency, however certain limitations do apply:

- only households with access to a telephone can be included in the survey sample
- response rates for telephone survey have been declining due to (i) excessive interviewing; (ii) competing demands on respondents' time and attention; and (iii) increasingly negative views towards survey research.

A process of multiple call backs to reduce non-response was implemented for this survey (for further details, refer to the section on fieldwork).

6. Fieldwork

All interviews were conducted by the trained and experienced Opinions Market Research Ltd Interviewer Team. This team comprised some 35 experienced interviewers.

Interviewers personally attended a briefing session with the Research Team and Field Manager prior to interviewing commencing. Interviewers were briefed on the following areas:

- background to the research
- sampling methodology and application
- questionnaire administration and completion
- project quality control requirements and
- interviewer time schedule requirements.

Each interviewer had a number of interviews to complete and this was monitored on a daily basis by the Field Supervisor. After every two days of interviewing all completed questionnaires were checked by the Supervisor and each interviewer's progress monitored. The Supervisor kept a tally of completed questionnaires to monitor when the required number was completed.

To improve response rates and ensure each household had an equal opportunity to respond to the survey, at least three call back attempts (i.e. a minimum of four call attempts) were made to each selected household prior to replacement. These call backs were made at different times of the day and on different days of the week. In households where the eligible respondent refused or was unavailable, the household and respondent were replaced. No substitution was permitted within households.

The approximate interview length was 20 – 30 minutes.

Interviewing took place for each of the bi-annual surveys as follows:

1 – 29 March 2007

13 September – 1 October 2007

1 – 29 March 2008

10 - 29 September 2008.

7. Survey Accuracy

To ensure the survey has an accuracy of $\pm 3\%$ at the 90% confidence level, a minimum sample size of 770 was required.

The following table shows the samples in March and September 2007 and 2008 were representative in terms of age and gender, according to the 2006 Census:

	2006 Census	March 2007 770	September 2007 770	March 2008 770	September 2008 770
	%	%	%	%	%
Gender					
Male	48	48	48	47	48
Female	52	52	52	53	52
Age					
15 – 24	19	19	19	18	18
25 – 49	44	44	44	44	44
50 – 64	20	20	21	21	20
65+	17	17	17	17	17
Ward					
Burwood/ Pegasus	16	16	16	16	16
Fendalton/ Waimairi	15	15	15	15	15
Ferrymead/ Hagley	16	16	16	16	16
Heathcote/ Spreydon	16	16	16	16	16
Papanui/ Shirley	17	17	17	17	17
Riccarton/ Wigram	18	18	18	18	18
Banks Peninsula	2	2	2	2	2

Please note: percentages may not equal 100% due to rounding.

The following table shows the sample achieved within each ward was representative in terms of age and gender, according to information provided by Statistics New Zealand, based on the 2006 Census:

	Burwood/ Pegasus					Fendalton/ Waimairi				
	2006 Census	March 2007	Sept 2007	March 2008	Sept 2008	2006 Census	March 2007	Sept 2007	March 2008	Sept 2008
Base:		122	122	122	123		117	117	116	116
	%	%	%	%	%	%	%	%	%	%
Gender										
Male	47	45	48	48	47	47	48	48	47	47
Female	53	55	52	52	53	53	52	52	53	53
Age										
15 – 24	16	16	14	16	16	19	16	19	21	18
25 – 49	46	47	48	44	46	40	43	39	36	40
50 – 64	21	21	22	23	21	22	22	23	22	22
65+	17	16	16	17	16	19	18	19	21	20

Sample achieved by ward (continued)

	Ferrymead/ Hagley					Heathcote/ Spreydon				
	2006 Census	March 2007	Sept 2007	March 2008	Sept 2008	2006 Census	March 2007	Sept 2007	March 2008	Sept 2008
		124	123	124	123		120	122	121	123
	%	%	%	%	%	%	%	%	%	%
Gender										
Male	49	48	49	48	49	47	50	47	45	47
Female	51	52	51	52	51	53	50	53	55	53
Age										
15 – 24	19	19	19	18	19	17	18	18	14	15
25 – 49	47	47	47	48	47	46	48	45	49	46
50 – 64	19	19	20	19	19	20	19	20	20	20
65+	15	15	15	15	15	18	15	17	17	18

Sample achieved by ward (continued)

	Papanui/ Shirley					Riccarton/ Wigram				
	2006 Census	March 2007	Sept 2007	March 2008	Sept 2008	2006 Census	March 2007	Sept 2007	March 2008	Sept 2008
		131	131	131	130		138	137	140	140
	%	%	%	%	%	%	%	%	%	%
Gender										
Male	47	48	47	47	47	49	46	49	49	49
Female	53	52	53	53	53	51	54	51	51	51
Age										
15 – 24	17	18	18	18	17	26	28	26	24	26
25 – 49	47	45	47	47	48	39	36	39	40	39
50 – 64	19	20	19	18	19	19	17	19	20	19
65+	16	17	17	17	16	16	19	16	16	16

Sample achieved by ward (continued)

	Banks Peninsula				
	2006 Census	March 2007	Sept 2007	March 2008	Sept 2008
		18*	18*	16*	15*
	%	%	%	%	%
Gender					
Male	49	50	50	44	47
Female	51	50	50	56	53
Age					
15 – 24	9	11	11	6	7
25 – 49	45	44	44	44	47
50 – 64	29	28	28	31	27
65+	17	17	17	19	20

* small base size

8. Response Rate

March 2007

A total of 770 interviews were completed and the response rate was 44%.

TOTAL NUMBERS DRAWN FROM THE SAMPLE: 4 226

- Ineligible respondents: 1 464
- Non contacts: 941
- Refusals: 979
- Unable to participate: 72
- **Contacts: 770**

September 2007

A total of 770 interviews were completed and the response rate was 30%.

TOTAL NUMBERS DRAWN FROM THE SAMPLE: 6 111

- Ineligible respondents: 2 062
- Non contacts: 1 439
- Refusals: 1 775
- Unable to participate: 65
- **Contacts: 770**

March 2008

A total of 770 interviews were completed and the response rate was 39%.

TOTAL NUMBERS DRAWN FROM THE SAMPLE: 4 527

- Ineligible respondents: 1 460
- Non contacts: 1 029
- Refusals: 1 208
- Unable to participate: 60
- **Contacts: 770**

September 2008

A total of 770 interviews were completed and the response rate was 33%.

TOTAL NUMBERS DRAWN FROM THE SAMPLE: 7 075

- Ineligible respondents: 2 889
- Non contacts: 1 797
- Refusals: 1 545
- Unable to participate: 74
- **Contacts: 770**

Note:

If a respondent did not meet the scope and coverage defined in the survey, or they did not fall within the required quota, they were classified as ineligible respondents.

If a household could not be contacted (three call back attempts i.e. a minimum of four call attempts were made to each selected household prior to replacement) or if the required person in the household was unavailable to be interviewed, they were classified as non-contacts.

If respondents were unwilling to participate they were classified as refusals. There was no distinction made between those eligible or not eligible to participate among this group.

Those unable to participate due to language barriers/ illness were classified as unable to participate.

$$\text{Response rate} = \frac{\text{eligible respondents (770)}}{\text{eligible respondents + refusals (2 315)}}$$

9. Questionnaire Development

The questionnaire was designed and pre-tested by AC Nielson in conjunction with Christchurch City Council.

The final version of the questionnaire was further refined by Opinions Market Research, in consultation with Christchurch City Council.

The questionnaire consisted of a screener, to eliminate ineligible respondents, followed by twelve sections encompassing a range of topics covering the main areas of Christchurch City Council's service delivery.

Please note, the questionnaire was completely revised in March 2007 and therefore in only a few cases, could results be compared with 2005 and 2006. Even so, some of the relevant questions that could be compared had wording changes, which compromised direct comparisons with 2005 and 2006.

10. Reliability of the Survey Estimates

All surveys are subject to sampling error and non sampling error. Sampling error refers to the difference between the estimate derived from a sample, as opposed to the 'true' value that would result if a Census of the whole population were undertaken in the same conditions.

Sampling error is reduced as the size of the sample interviewed is increased. By employing random sampling techniques with quota sampling, sampling error is also reduced. In the case of this survey, the sample size (770 respondents) was chosen, to ensure an accuracy of $\pm 3\%$ at the 90% confidence level. In addition, the sample was selected from randomised telephone listings provided by Telecom New Zealand, according to a quota, to ensure the sample was free of bias in terms of age, gender and geographic location.

Aside from sampling error associated with selecting a sample, a variety of non sampling errors can occur in surveys. Non sampling errors arise during the course of undertaking survey activities, and include factors such as poor questionnaire design, poor interviewing techniques as well as consistency in the team completing the interviews, errors in data collection, errors in data processing and data analysis.

The following steps were taken to reduce the impact of non sampling error to ensure the reliability and validity of the information obtained from the survey:

- The questionnaire was designed by AC Nielson in conjunction with Christchurch City Council and piloted (pre-tested) prior to commencement of interviewing. This was done to ensure that problems with the intended survey questions were rectified prior to conducting the main survey study, to maximise the reliability and validity of the resulting survey data.
- The interviewers were thoroughly briefed prior to commencement of the survey, the briefing covered the following areas:

- Background to the research;
- Sampling methodology and application;
- Questionnaire administration and completion;
- Project quality control requirements; and
- Interviewer time schedule requirements.

- To ensure the sample was not over-represented by people who tended to stay at home, interviewing was conducted on weekday evenings and at the weekend.

- To reduce non-response bias, at least three call back attempts (i.e. a minimum of four call attempts) were made to each selected household prior to replacement. These call backs were made at different times of the day and on different days of the week. In households where the eligible respondent refused or was unavailable, the household was replaced.
- A ten percent audit of each interviewer's work was undertaken by the Research Supervisors to ensure the work was completed in accordance with instructions and achieved desired quality standards.
- A ten percent audit of the questionnaires entered was undertaken for data entry accuracy. As a quality control process, data cleaning was completed prior to any audit or production of data tables. The total number of data items checked in the audit was 9 086 (118 data items by 77 questionnaires). There were no data entry errors found during the September 2008 audit.
- The analysis in the report was peer reviewed and all figures checked for accuracy.

11. Questionnaire

SCREENING AND QUOTA MANAGEMENT

Q1a. Firstly, can I just check that you actually live in Christchurch City, which includes Banks Peninsula?

- Yes (CONTINUE)
- No (CLOSE WITH THANKS)

Q1b. Have you lived for at least the past 12 months in the Christchurch City Council area?

- Yes (CONTINUE)
- No (CLOSE WITH THANKS)

Q2. Which suburb of Christchurch do you live in?

- Suburb (CONTINUE)
- Refused (THANK AND CLOSE)
- Don't know (THANK AND CLOSE)

Q3. WARD. DO NOT ASK, CODE FROM Q2.

- | | |
|---------------------|---------------------|
| Burwood/Pegasus | Heathcote/ Spreydon |
| Fendalton/ Waimairi | Papanui/ Shirley |
| Ferrymead/ Hagley | Riccarton/ Wigram |
| | Banks Peninsula |

Q4. RECORD GENDER

- MALE1
- FEMALE2

Q5. Into which of the following age groups do you come?

- 15 - 24
- 25 - 49
- 50 - 64
- 65 years and over
- refused..... CLOSE

INTRODUCTION: This survey is one of several ways in which Council obtains feedback from residents about its performance. It is designed to provide feedback about how well Council is currently delivering services and a similar survey will be run again next year. Once every three years Council will be undertaking a survey to identify areas where it needs to make a greater effort and any areas that are becoming less important for the future.

In this survey I'm going to ask you to tell me how satisfied you are with some of the activities Council is involved with. In some cases you may feel you don't know enough about the topic I'm asking you about to express an opinion, and that's OK. There are no right and wrong answers, it's your general impressions of what Council is currently doing that we are interested in.

Throughout this survey, we will be asking you to rate your satisfaction using a five-point scale. The categories are: very satisfied, satisfied, neither satisfied nor dissatisfied, dissatisfied and very dissatisfied.

CULTURAL AND LEARNING SERVICES

- Q6. First of all, I have a few questions about art galleries and libraries. In the last 12 months, have you.....
- Visited the Christchurch Art Gallery
 - Visited the Christchurch City Council central library on the corner of Gloucester St and Oxford Terrace
 - Used the Christchurch City Council mobile library
 - Visited any of the other Christchurch City Council community libraries
 - Visited Our City O-Tautahi, this is Christchurch City Council's original Municipal Chambers on the corner of Worcester Boulevard and Oxford Terrace
 - (DO NOT READ OUT) None of these
 - (DO NOT READ OUT) Don't know
- Q7. ****IF NOT VISITED CHRISTCHURCH ART GALLERY IN LAST 12 MONTHS (NOT CODED AT Q6) READ OUT.....**Even though you may not have visited it recently, I'd like you to think about Christchurch Art Gallery, the exhibitions on display and the facilities provided. Overall how satisfied or dissatisfied are you with Christchurch Art Gallery? **READ OUT SCALE**
- *IF VISITED CHRISTCHURCH ART GALLERY READ OUT.....**Thinking about Christchurch Art Gallery, the exhibitions on display and the facilities provided, overall, how satisfied or dissatisfied are you with the Christchurch Art Gallery? **READ OUT SCALE:**
- Very satisfied5
 - Satisfied.....4
 - Neither satisfied nor dissatisfied3
 - Dissatisfied2
 - Very dissatisfied.....1
 - (DO NOT READ OUT) Don't know/NA ...6
- Q8. **FOR EACH OTHER SERVICE VISITED AT Q6 ASK.....**Thinking about all aspects of the services provided at...**INSERT SERVICE.**, overall, how satisfied or dissatisfied are you with **INSERT SERVICE**

FOR EACH OTHER SERVICE NOT VISITED AT Q6 ASK.....Even though you may not have visited...INSERT SERVICE.....recently, I'd like you to think about all aspects of the services provided there. Overall, how satisfied or dissatisfied are you with INSERT TEXT.....?

			Neither satisfied					
	very		nor	dis-	very			
	satisfied	satisfied	dissatisfied	satisfied	dis-	dk/na		
					satisfied			

The central library on the corner of Gloucester St and Oxford Tce

the Mobile library

Community libraries, excluding the Central library on the corner of Gloucester St and Oxford Tce, and excluding the Mobile library

Our City O-Tautahi, Christchurch City Council's original Municipal Chambers on the corner of Worcester Boulevard and Oxford Terrace.

CITY DEVELOPMENT

Q9. Now on to a different topic. Council seeks to protect and conserve the city's heritage, by protecting old buildings or sites from damage or loss. How satisfied or dissatisfied are you that the Council adequately recognizes and supports the protection and conservation of the City's heritage?

Very satisfied5
 Satisfied.....4
 Neither satisfied nor dissatisfied3
 Dissatisfied2
 Very dissatisfied.....1
 (DO NOT READ OUT) Don't know/NA ...6

Q10. In the last 12 months, 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 development of central city lanes such as Litchfield Lane and Poplar Lane. How satisfied or dissatisfied are you with Council's activities in relation to...?

			neither satisfied					
	very		nor	dis-	very			
	satisfied	satisfied	dissatisfied	satisfied	dis-	dk/na		
					satisfied			

the look and feel of the central city

planning and managing for growth of the central city.....

COMMUNITY SUPPORT

Q11. Now I'd like to ask you about different ways in which Council provides support to the community. Which of the following types of community support provided by the Council were you aware of before I mentioned it?

yes, aware not aware DK

early learning centres

community grants

providing and maintaining affordable social housing

RECREATION AND LEISURE

Q12. Now I have some questions about recreation and leisure. Which of the following Council facilities have you used in the last 12 months?

yes, used not used DK

a Council swimming pool, either to swim, or as a spectator for aquatic activities

a Council leisure centre

Jade stadium, The Westpac Sport and Entertainment Complex, QEII Stadium (excluding the swimming pool) or Porritt Park

Q13. Thinking now about all aspects of the services provided at these facilities, based on your overall impressions, how satisfied or dissatisfied are you with.....?

			neither					
			satisfied					
			nor		dis-		very	
	very		dissatisfied		satisfied		dis-	dk/na
	satisfied	satisfied					satisfied	

Council swimming pools

Council leisure centres

Jade stadium, The Westpac Complex, QEII Stadium and Porritt Park.

Q14 Council provides a range of community recreation programmes. This includes programmes like Learn to Swim, School holiday programmes and local festivals. Were you aware that Council provides these sorts of programmes before I mentioned it?

yes
no
don't know

Q15. Council supports a range of events and festivals, such as Classical Sparks, World Buskers Festival, Christmas in the Park and local community festivals such as the Aranui and Barrington community festivals. Were you aware that Council supports these types of events and festivals before I mentioned it?

yes
no
don't know

Q16. Based on your overall impressions of these events and festivals, how satisfied or dissatisfied are you with them?

Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied
Don't know/NA

Q17. Council also provides support for sports activities. This includes 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. Were you aware of this before I mentioned it?

yes
no
don't know.

PARKS AND OPEN SPACES

Q18. Now I have some questions about parks and open spaces. Which of the following have you visited in the last 12 months?

yes, visited not visited DK

The Botanic Gardens

A local or district park – these are either smaller, local neighbourhood parks or parks with sports fields attached

Larger reserves or open areas used for outdoor recreation such as Bottle Lake Forest or the Port Hills

Q19. Overall how satisfied or dissatisfied are you with.....?

very satisfied	satisfied	neither satisfied nor dissatisfied	dis- satisfied	very dis- satisfied	dk/na
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The Botanic Gardens

Local or district parks

Larger reserves or open spaces used
for outdoor recreation such as
Bottle Lake Forest or the Port Hills

Q20. Now thinking about rivers, streams and waterways in Christchurch City, overall, how satisfied or dissatisfied are you with how well Council maintains the rivers, streams and waterways and their banks?

If asked which rivers and streams, say: All rivers, streams and waterways, including the Heathcote, Styx and Avon rivers.

Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied
(DO NOT READ OUT) Don't know/NA

Q21. Thinking about the collection of stormwater, which is the run off resulting from rain, how satisfied or dissatisfied are you with the removal of stormwater in Christchurch?

Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied
(DO NOT READ OUT) Don't know/NA

WATER SUPPLY

Q22. Now I'd like you to think about water supply in Christchurch. How satisfied or dissatisfied are you with.....?

very satisfied satisfied neither satisfied nor dissatisfied dis-satisfied very dis-satisfied dk/na

The taste of the water

The pressure of the water

Q23. Council is actively encouraging residents to use less water, especially during the summer months. Were you aware of this before I mentioned it?

yes
no
don't know

Q24. How effective or ineffective do you think Council has been in actually encouraging residents to use less water during the summer? READ OUT SCALE .

Very effective
Effective
Neither effective nor ineffective
Ineffective
Very ineffective
Don't know/NA

REFUSE MINIMISATION AND DISPOSAL

Q25. Now on to a different topic. How satisfied or dissatisfied are you with the rubbish collection service provided by Christchurch City Council?

Very satisfied
Satisfied
Neither satisfied nor dissatisfied
Dissatisfied
Very dissatisfied
(DO NOT READ OUT) Don't know/NA

Q26. Council is encouraging recycling, to reduce the amount of solid waste material taken to its landfill sites. Were you aware of this before I mentioned it?

- yes
- no
- don't know

Q27. How effective or ineffective do you think Council is in actually encouraging residents to recycle? READ OUT SCALE.

- Very effective
- Effective
- Neither effective nor ineffective
- Ineffective
- Very ineffective
- (DO NOT READ OUT) Don't know/NA

ECONOMIC DEVELOPMENT

Q28. Council is involved in a number of programmes designed to foster economic development in Christchurch city. These include programmes designed to increase the number of visitors to Christchurch, and to increase business growth and employment. Were you aware of this before I mentioned it?

- yes
- no
- don't know

REGULATORY SERVICES

Q29. Council bylaws are used to regulate activities in the community in relation to new buildings, changes to existing buildings, food safety, dog control and noise control. Council regulates these activities by issuing consents and licenses, undertaking regular inspections, and enforcing bylaws. Based on your overall impressions, how satisfied or dissatisfied are you that Council is...?

very satisfied	satisfied	neither satisfied nor dissatisfied	dis-satisfied	very dis-satisfied	dk/na
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processing applications for resource consents and building permits in a timely manner

inspecting and enforcing resource consents and building permits

inspecting and enforcing food safety bylaws

enforcing dog control licences

enforcing noise control bylaws

Q33. Of all the services we've talked about today, which is the service that you feel is most important for Council to improve over the next 12 months? Please describe in as much detail as possible, what you think Council should be doing to improve its performance in this area.

PROBE FULLY FOR REASONS IT IS IMPORTANT FOR COUNCIL TO IMPROVE IN THIS AREA.