



**Market Research Report for:**

**Service Satisfaction Survey among Residents  
June 2007**

**Prepared for:**

**Christchurch City Council**

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## **1. Introduction**

### **1.1 Overview**

Kath Jamieson of Christchurch City Council has requested that Opinions Market Research undertake a survey among Christchurch Residents to obtain information on measures in the Council's LTCCP Plan that did not appear in the Service Performance Survey recently undertaken in April 2007.

### **1.2 Scope and Coverage**

To ensure the survey has an accuracy of 3% at the 90% confidence level, a sample size of 770 was interviewed among residents:

- 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.

The following people were excluded:

- Those who were too mentally or physically ill to take part.
- Those without access to a telephone (2.6% of the households in Christchurch)
- Those away for the survey period.

### **1.3. Sample Selection and Methodology**

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 on age and gender within each ward.

This mix of random sampling and quota sampling ensured the achieved sample was representative in terms of age and gender and it was geographically proportionate (i.e., the proportions of the seven Christchurch City Council wards reflected 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

The survey methodology was a telephone methodology.

### 1.3.1 Sample Achieved

The following table shows the total sample was representative in terms of age and gender according to the 2006 Census:

	2006 Census	Sample Achieved (Total Christchurch)
	%	<b>770</b> %
<b>Gender</b>		
Male	48	48
Female	52	52
<b>Age</b>		
15 – 24	19	19
25 – 49	44	44
50 – 64	20	20
65+	17	17
<b>Ward</b>		
Burwood/ Pegasus	16	16
Fendalton/ Waimairi	15	15
Ferrymead/ Hagley	16	16
Heathcote/ Spreydon	16	16
Papanui/ Shirley	17	17
Riccarton/ Wigram	18	18
Banks Peninsula	2	2

The following table show 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:

	Ward													
	Burwood/ Pegasus		Fendalton/ Waimairi		Ferrymead/ Hagley		Heathcote/ Spreydon		Papanui/ Shirley		Riccarton/ Wigram		Banks Peninsula	
	2006 Census	2007 sample	2006 Census	2007 sample	2006 Census	2007 sample	2006 Census	2007 sample	2006 Census	2007 sample	2006 Census	2007 sample	2006 Census	2007 sample
<b>Base:</b>		123		116		124		120		131		138		18
	%	%	%	%	%	%	%	%	%	%	%	%	%	%
<b>Gender</b>														
Male	47	46	47	49	49	49	47	51	47	43	49	49	49	50
Female	53	54	53	51	51	51	53	49	53	57	51	51	51	50
<b>Age</b>														
15 – 24	16	13	19	17	19	19	17	14	17	24	26	27	9	11
25 – 49	46	49	40	41	47	48	46	47	47	42	39	39	45	44
50 – 64	21	21	22	21	19	19	20	21	19	19	19	20	29	28
65+	17	17	19	21	15	15	18	18	16	15	16	14	17	17

## **1.4 Fieldwork**

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

Interviewers attended a briefing session with the Research Manager and Field Manager prior to interviewing commencing and 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.

Interviewing took place between 15 June - 1 July 2007 and the interview length was between 10 – 13 minutes.

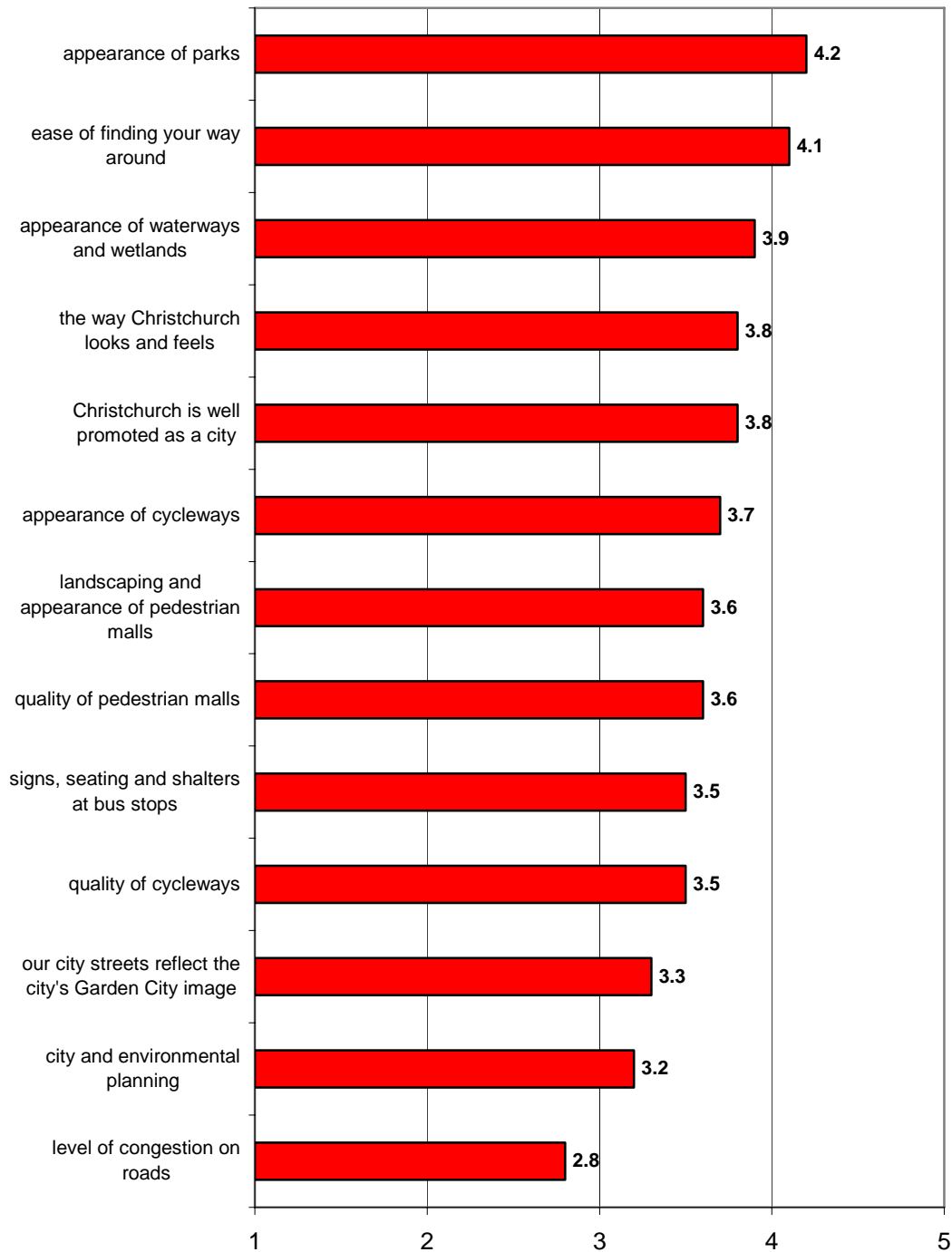
## **1.5 Reporting format**

The data has been provided in table format.

Analysis among the total sample has a margin of error of 3% (at a 90% confidence level) but note any subset of the total sample will have a margin of error higher than this.

## 2. Summary: Overview of Satisfaction with Council Services

### Summary: Satisfaction with Aspects to do with Christchurch and its Environs (mean score: 5 very satisfied, 1 very dissatisfied)

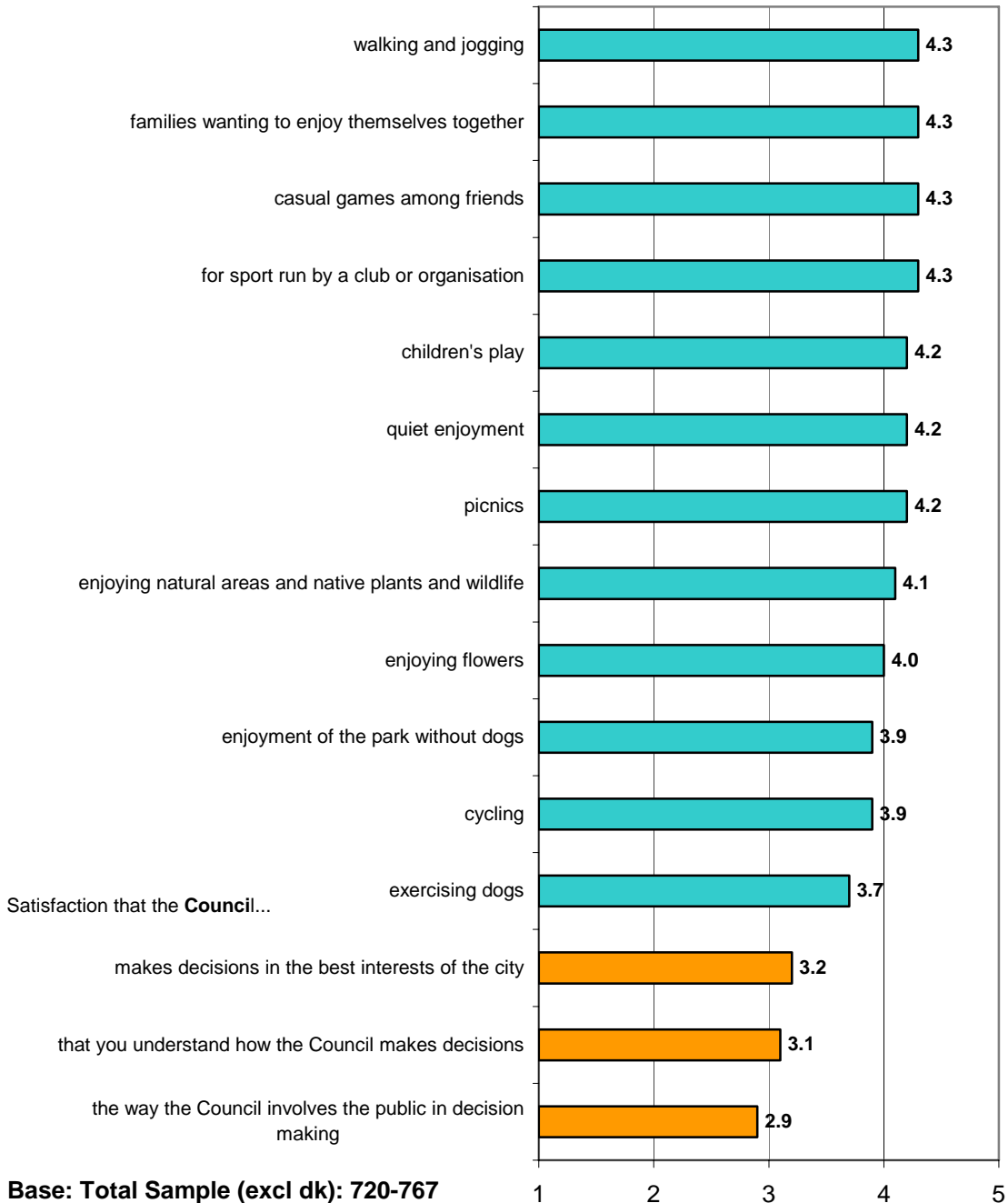


Base: Total Sample (excl dk): 715-768

## Summary: Satisfaction with Christchurch's Parks and Performance of the Council

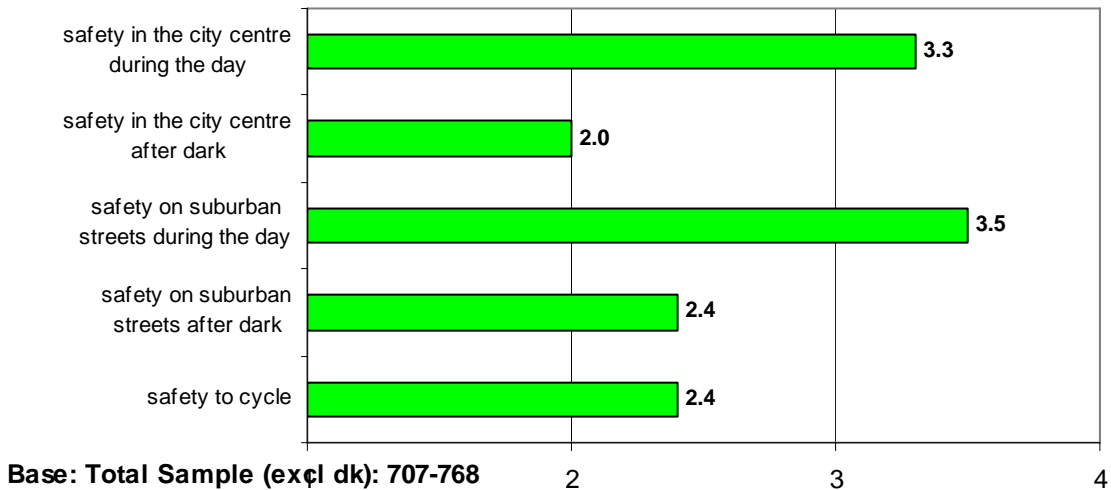
(mean score: 5 very satisfied, 1 very dissatisfied)

satisfaction Christchurch's parks are suitable for...

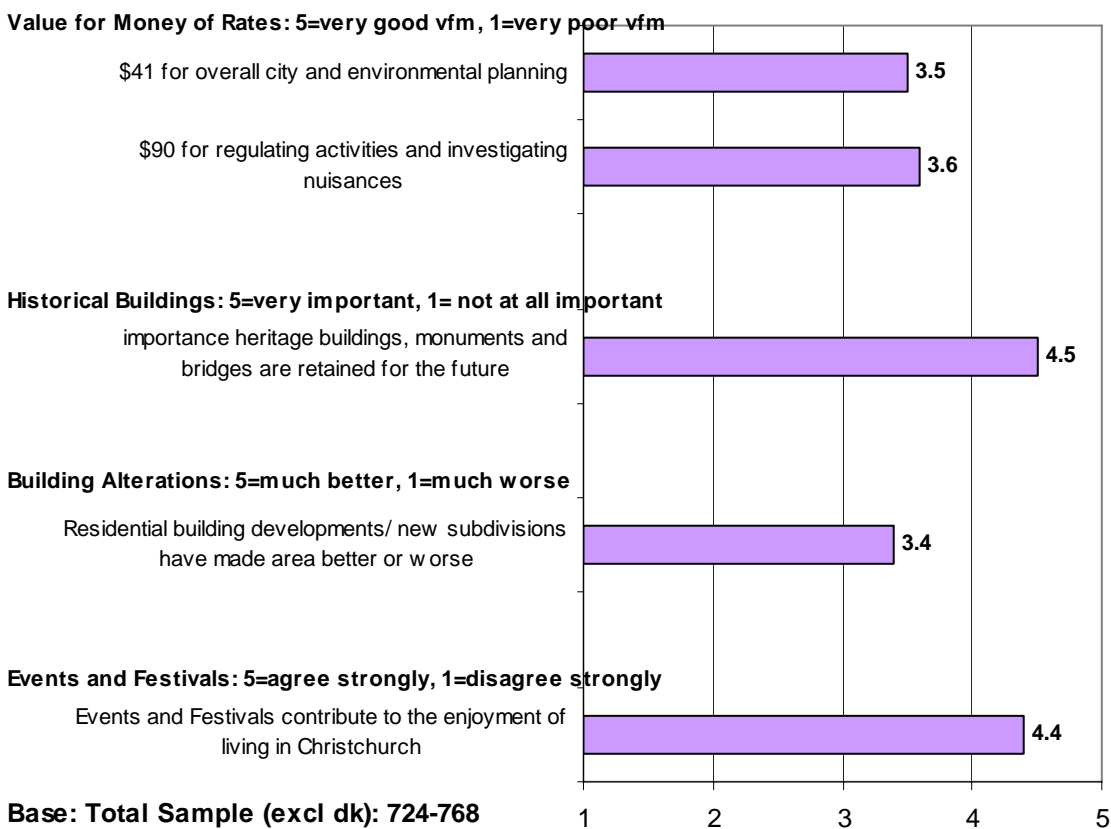




**Summary: Safety Perceptions in Christchurch**  
(mean score: 4 very safe, 1 very unsafe)



**Summary: Miscellaneous**  
(mean score)



### 3. Tabulated Research Findings

#### 3.1 Satisfaction with Aspects to do with Christchurch City and Environs

Respondents were asked to state how satisfied or dissatisfied they were with the following aspects do with Christchurch and its environs:

<b>Base: Total sample: 770</b>	<b>DK</b>	<b>Very dissatisfied</b>	<b>Dissatisfied</b>	<b>Neither/ nor</b>	<b>Satisfied</b>	<b>Very satisfied</b>
	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
The quality of cycleways in Christchurch	7	2	14	16	53	8
The appearance of cycleways in Christchurch	3	1	12	14	61	10
The quality of pedestrian malls	2	2	13	12	61	9
The landscaping and appearance of pedestrian malls	1	2	16	14	58	10
The signs, seating and shelters at bus stops	6	3	19	12	53	7
The appearance of waterways and wetlands in Christchurch	2	1	9	11	57	20
The appearance of parks in Christchurch	1	*	4	3	61	31

\* less than 1%

<b>Base:</b> <b>Total sample: 770</b>	<b>DK</b> <b>%</b>	<b>Very dissatisfied</b> <b>%</b>	<b>Dissatisfied</b> <b>%</b>	<b>Neither/ nor</b> <b>%</b>	<b>Satisfied</b> <b>%</b>	<b>Very satisfied</b> <b>%</b>
The level of congestion on Christchurch streets	1	12	37	16	34	1
The city and environmental planning for Christchurch	10	4	19	22	42	3
The ease of finding your way around Christchurch	*	1	4	4	66	24
Christchurch is well promoted as a city to tourists	6	1	9	16	50	18
The city streets reflect the city's Garden City image	*	5	24	16	44	11
The way Christchurch looks and feels	1	1	12	10	59	17

\* less than 1%

### 3.2 Satisfaction with Christchurch's Parks

Respondents were asked whether they were satisfied or dissatisfied that Christchurch's parks were suitable for a range of uses:

<b>Base:</b> <b>Total sample: 770</b>	<b>DK</b> %	<b>Very dissatisfied</b> %	<b>Dissatisfied</b> %	<b>Neither/ nor</b> %	<b>Satisfied</b> %	<b>Very satisfied</b> %
For sport run by a club or organisation	3	*	2	4	55	35
For casual games among friends	1	*	1	3	61	34
For picnics	1	*	4	5	58	32
For enjoying flowers	1	*	7	10	52	29
For exercising dogs	6	3	11	14	48	19
For quiet enjoyment	*	-	3	4	63	29
For children's play	1	1	4	4	58	33
For families wanting to enjoy themselves together	*	*	3	3	58	36
For walking and jogging	1	-	2	2	59	36
For cycling	5	*	9	12	54	20
For enjoying natural areas and native plants and wildlife	2	*	6	9	56	27
For enjoyment of the park without dogs	4	1	9	10	54	20

\* less than 1%

### 3.3 Events and Festivals

Respondents were asked whether events and festivals contribute to the enjoyment of living in Christchurch

	<b>2007</b>
<b>Base: Total Sample</b>	<b>770</b>
	<b>%</b>
Agree strongly	52
Agree	41
Neither agree nor disagree	4
Disagree	2
Disagree strongly	*
Don't know	*

\* less than 1%

### 3.4 Safety Perceptions in Christchurch

Respondents were asked how safe or unsafe they felt regarding the following areas in Christchurch

<b>Base:</b>	<b>DK</b>	<b>Very unsafe</b>	<b>A bit unsafe</b>	<b>Fairly safe</b>	<b>Very safe</b>
<b>Total sample: 770</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>	<b>%</b>
In the city centre during the day	3	2	7	45	43
In the city centre after dark	8	33	33	22	5
On Christchurch's suburban streets during the day	*	1	4	36	59
On Christchurch's suburban streets after dark	4	18	34	33	11
To cycle in Christchurch	8	11	37	37	6

### 3.5 Performance of the Council

Respondents were asked how satisfied or dissatisfied they were with regard to the following statements:

<b>Base:</b> <b>Total sample: 770</b>	<b>DK</b> %	<b>Very dissatisfied</b> %	<b>Dissatisfied</b> %	<b>Neither/nor</b> %	<b>Satisfied</b> %	<b>Very satisfied</b> %
With the way the Council involves the public in decision making	6	8	31	20	31	3
That the Council makes decisions that are in the best interests of the City	3	6	23	21	44	4
That you understand how the Council makes decisions	6	6	24	18	41	4

### 3.6 Value for Money of Rates Payments

Respondents were read the following: *'The average rates per year on a property in Christchurch is \$1, 176. The average ratepayer pays an amount each year towards the upkeep of certain amenities in Christchurch. We are going to read out a couple of services and their cost to the average ratepayer. What value for money do you think Christchurch as a whole gets from...'*

<b>Base:</b> <b>Total sample: 770</b>	<b>DK</b> %	<b>Very poor vfm</b> %	<b>Poor vfm</b> %	<b>Neither good nor poor</b> %	<b>Good vfm</b> %	<b>Very good vfm</b> %
\$90 for regulating activities and investigating nuisances (dog control, noise, complaints)	5	2	10	19	53	11
\$41 overall city and environmental planning	6	4	14	20	46	10

### 3.7 Building Alterations and Developments

Respondents were asked to think of any residential building alterations, extensions, or new developments including new subdivisions, which have now been completed and whether they thought that overall developments had made their area:

	<b>2007</b>
<b>Base: Total Sample: 770</b>	<b>770</b>
	<b>%</b>
Much better	17
Slightly better	32
No different	29
Slightly worse	16
Much worse	4
Don't know	2

### 3.8 Importance of Christchurch's Historic Buildings

Respondents were asked how important it was that Christchurch's historic buildings, bridges, monuments and places be retained for the future:

	<b>2007</b>
<b>Base: Total Sample: 770</b>	<b>770</b>
	<b>%</b>
Very important	63
Quite important	26
Neutral	8
Not very important	3
Not at all important	1
Don't know	*

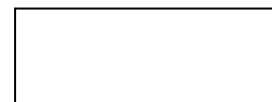
\* less than 1%

**Appendix I: Questionnaire**



Opinions Market Research Ltd  
Level One, 162-164 Lichfield St  
Christchurch 03 374 9794

Date.....  
Start time.....  
Finish time .....



3572 Service Satisfaction Survey

**READ OUT: Good morning/afternoon/evening, my name is.....from Opinions Market Research in Christchurch. We are conducting a survey on behalf of Christchurch City Council about the services they provide to the people of Christchurch. I would like to speak to the person living in this household 15 years of age or over, who has had the last birthday.**

**CHECK QUOTAS**

**IF NOT AVAILABLE, ARRANGE A SUITABLE TIME TO CALL BACK.**

**REINTRODUCE IF NECESSARY.**

The survey will take about 10 minutes of your time..

**Would you be willing to help with this survey?**

**SCREENING AND QUOTA MANAGEMENT**

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

Note for interviewers: If respondent is unsure, the full City boundary definition is Waimakariri River to the north, and including Banks Peninsula to the south. To the west, the City's boundary includes McLeans Island, Templeton, Islington, Halswell West and Kennedy's Bush areas. It does not include Prebbleton. The western boarder is marked by Dawsons Road, Chattertons Road and Marshs Road.

Yes ..... 1 CONTINUE

No.....2 CLOSE WITH THANKS

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

Yes ..... 1 CONTINUE

No.....2 CLOSE WITH THANKS

Q2. **Which suburb of Christchurch do you live in?**

Suburb **WRITE IN** ..... 1

Refused ..... 2

Don't know ..... 3

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

Burwood/Pegasus ..... 1

Heathcote/ Spreydon ..... 4

Fendalton/ Waimairi ..... 2

Papanui/ Shirley ..... 5

Ferrymead/ Hagley..... 3

Riccarton/ Wigram..... 6

Banks Peninsula ..... 7

Q4. **RECORD GENDER**

MALE ..... 1

FEMALE ..... 2

Q5. **Into which of the following age groups do you come? .....** 15 - 24 ..... 1

25 - 49 ..... 2

50 - 64 ..... 3

65 years and over ..... 4

refused ..... CLOSE

READ OUT

Everything you say will be confidential and the results of the survey will help the Council improve the services it provides to the people of Christchurch

Q6. Firstly, please tell me overall how satisfied or dissatisfied are you with.....  
 ROTATE ORDER. TICK START

	very satisfied	satisfied	neither satisfied nor dis- satisfied	dis- satisfied	very dis- satisfied	do not read out d/k	
The quality of cycleways in Christchurch	5	4	3	2	1	6	a
The appearance of cycleways in Christchurch	5	4	3	2	1	6	b
The quality of pedestrian malls, by that I mean the open spaces throughout the city covered with pavers	5	4	3	2	1	6	c
The landscaping and appearance of pedestrian malls	5	4	3	2	1	6	d
The signs, seating and shelters at bus stops	5	4	3	2	1	6	e
The appearance of waterways and wetlands in Christchurch	5	4	3	2	1	6	f
The appearance of parks in Christchurch	5	4	3	2	1	6	g
The level of congestion on Christchurch streets	5	4	3	2	1	6	h
The city and environmental planning for Christchurch	5	4	3	2	1	6	i
The ease of finding your way around Christchurch	5	4	3	2	1	6	j

Q7. How satisfied or dissatisfied are you that Christchurch is well promoted as a city to tourists?

Very satisfied .....5  
 Satisfied .....4  
 Neither satisfied nor dissatisfied .....3  
 Dissatisfied .....2  
 Very dissatisfied.....1  
 DO NOT READ OUT Don't know .....6

Q8. Overall, how satisfied or dissatisfied are you that our city streets reflect the city's Garden City image?

Very satisfied .....5  
 Satisfied .....4  
 Neither satisfied nor dissatisfied .....3  
 Dissatisfied .....2  
 Very dissatisfied.....1  
 DO NOT READ OUT Don't know .....6

Q9. Overall, how satisfied or dissatisfied are you with the way Christchurch looks and feels?

Very satisfied .....5  
 Satisfied .....4  
 Neither satisfied nor dissatisfied .....3  
 Dissatisfied .....2  
 Very dissatisfied.....1  
 DO NOT READ OUT Don't know .....6

- Q10.a. How safe or unsafe do you feel in Christchurch in the **city centre** during the day?  
 Q10.b. .... and after dark?  
 Q10.c. And how safe or unsafe do you feel on Christchurch's **suburban** streets during the day?  
 Q10.d. .... and after dark?

	City centre		Suburban streets	
	Q10a.During the day	Q10b.After dark	Q10c.During the day	Q10d.After dark
Very safe	4	4	4	4
Fairly safe	3	3	3	3
A bit unsafe	2	2	2	2
Very unsafe	1	1	1	1
Not applicable/dk	6	6	6	6

Q11. Overall, how safe or unsafe do you feel it is to cycle in Christchurch?

- Very safe.....4  
 Fairly safe .....3  
 A bit unsafe.....2  
 Very unsafe.....1

DO NOT READ OUT Don't know .....6

Q12. How satisfied or dissatisfied are you .....

	very satisfied		neither satisfied nor dissatisfied	dis-satisfied	very dis-satisfied	do not read out d/k
	5	4	3	2	1	6
With the way the Council involves the public in decision making	5	4	3	2	1	6
That the Council makes decisions that are in the best interests of the City	5	4	3	2	1	6
That you understand how the Council makes decisions	5	4	3	2	1	6

Q13. Do you agree or disagree that....'Events and festivals contribute to the enjoyment of living in Christchurch'.

- Agree strongly.....5  
 Agree .....4  
 Neither agree nor disagree .....3  
 Disagree .....2  
 Disagree strongly.....1

DO NOT READ OUT Don't know .....6

Q14. The average rates per year on a property in Christchurch is \$1,176. The average ratepayer pays an amount each year towards the upkeep of certain amenities in Christchurch. We are going to read out a couple of services, and their cost to the average ratepayer. What value for money do you think Christchurch as a whole gets from ...

- a) \$90 - for regulating activities and investigating nuisances, by this I mean things like dog control, building inspections, noise control, inspecting food premises, responding to complaints about nuisances

\$41 - for overall city and environmental planning

	Q14a	Q14b
Very good value for money .....	5	5
Good value for money .....	4	4
Neither good nor poor value for money .....	3	3
Poor value for money .....	2	2
Very poor value for money .....	1	1
DO NOT READ OUT Don't know.....	6	6

Q15. Thinking about any residential building alterations, extensions, or new developments including new subdivisions which have now been completed, do you think that overall those developments have made your area...

- Much better ..... 5
- Slightly better ..... 4
- No different..... 3
- Slightly worse ..... 2
- Much worse..... 1
- Don't know ..... 6

DO NOT READ OUT

Q16. The Council seeks to provide a **range of parks** suitable for a **wide** number of uses. How satisfied or dissatisfied are you that our parks can be used.....

**ROTATE ORDER TICK START**

	very satisfied	satisfied	neither satisfied nor dissatisfied	dis-satisfied	very dis-satisfied	do not read out d/k
For sport run by a club or organisation	5	4	3	2	1	6
For casual games among friends	5	4	3	2	1	6
For picnics	5	4	3	2	1	6
For enjoying flowers	5	4	3	2	1	6
For exercising dogs	5	4	3	2	1	6
For quiet enjoyment	5	4	3	2	1	6
For children's play	5	4	3	2	1	6
For families wanting to enjoy themselves together	5	4	3	2	1	6
For walking and jogging	5	4	3	2	1	6
For cycling	5	4	3	2	1	6
For enjoying natural areas and native plants and wildlife	5	4	3	2	1	6
For enjoyment of the park without dogs	5	4	3	2	1	6

Q17. Finally, how important is it to you that Christchurch's historic buildings, bridges, monuments and places, be retained for the future?

- Very important..... 5
- Quite important..... 4
- Neutral..... 3
- Not very important..... 2
- Not at all important ..... 1
- Don't know..... 6

DO NOT READ OUT

*Thank you for your help with this survey. Should you have any queries about this interview, my name is ..... from ..... My Field supervisor is Lynne Rose and the office telephone number is 374 9794 (if required).*

Respondent first name ..... Tel.no. ....

***"I certify that this is a true and accurate record of the interview conducted by me in accordance with The Market Research Society Code of Practice, Survey Methodology and specified instructions."***

Signed: ..... Interviewer number

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