

OTAGO REGION RESIDENTS AND RATEPAYERS SURVEY

JULY 2017

**PREPARED FOR: OTAGO PERFORMANCE
IMPROVEMENT FRAMEWORK WORKING GROUP**

PREPARED BY: VERSUS RESEARCH

SUMMARY OF FINDINGS

PROJECT BACKGROUND AND METHOD

The working group, comprising of Central Otago District Council (CODC), Clutha District Council (CDC), Dunedin City Council (DCC), Queenstown Lakes District Council (QLDC), and Waitaki District Council (WDC) has been set up to assess satisfaction with council-provided services and facilities across the Otago region.

Specifically the working group is interested in assessing residents:

- Usage of, and satisfaction with community facilities (community halls, swimming pools, local parks and public libraries);
- Satisfaction with communication from each local council;
- Overall satisfaction with each local council.

This project utilised both telephone and intercept (face-to-face) interviewing. Fieldwork for this project was completed between May 1 and June 14, 2017. A total of n=1738 responses were collected from across the Otago region.

The tables below show results for total usage of facilities by each local council, as well as results by each local council.

TOTAL USAGE OF FACILITIES

	Central Otago District Council	Clutha District Council	Dunedin City Council	Queenstown Lakes District Council	Waitaki District Council
Used a community hall	49%	57%	27%	51%	28%
Used a swimming pool	45%	40%	43%	38%	42%
Been to a local park	82%	73%	89%	90%	82%
Visited a public library	52%	46%	52%	53%	49%
Use of online library services	16%	9%	27%	25%	15%

LOCAL COUNCIL RESULTS

	Central Otago District Council	Clutha District Council	Dunedin City Council	Queenstown Lakes District Council	Waitaki District Council
Overall satisfaction with local council	85%	88%	89%	85%	85%
Net satisfaction with facilities	73%	76%	78%	75%	76%
Aware of information from local council in past 12 months	75%	81%	65%	81%	56%
Overall satisfaction with information	88%	89%	88%	92%	89%
Satisfaction with quality of information	87%	90%	89%	94%	85%
Satisfaction with quantity of information	85%	89%	85%	90%	83%

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PROJECT BACKGROUND AND OBJECTIVES

METHOD

BACKGROUND AND OBJECTIVES

The working group, comprising of Central Otago District Council, Clutha District Council, Dunedin City Council, Queenstown Lakes District Council and Waitaki District Council has been set up to assess satisfaction with council-provided facilities and services across the Otago region.

Specifically, the working group is interested in assessing residents:

- Usage of, and satisfaction with community halls, swimming pools, local parks and public libraries;
- Satisfaction with communication from each local council;
- Overall satisfaction with each local council.

APPROACH

This work utilised a quantitative survey conducted via Computer-Assisted Telephone Interviewing (CATI) as well as intercept (face-to-face) interviewing. This mixed-method approach was undertaken to ensure a demographically representative sample across all councils was achieved.

CATI

CATI was initially used to canvass the general population. A total of n=1351 interviews were completed via CATI. Fieldwork for telephone interviewing was completed between May 1 and June 14, 2017, from 4.30pm to 8.30pm. The survey was, on average, five minutes. Telephone numbers for the interviewing were supplied by sample supply company Inivio.

INTERCEPT

Intercept interviewing was used to target residents without landlines, namely younger residents aged 18-29. Intercept interviewing was completed in all areas in the Otago region. A total of n=387 interviews were completed using intercept interviewing, between May 15 and June 2, 2017.

WEIGHTS

Age and gender weights have been applied to the final data set. Weighting ensures specific demographic groups are not under or over represented in the final data set, and each group is represented as it would be in the population.

Weighting gives greater confidence that the final results are representative of the region's population overall, and are not skewed by a particular demographic group. The proportions used for the age and gender weights are taken from 2013 Census data (Statistics New Zealand).

NOTES ON REPORTING

Satisfaction ratings were made on a 1-10 scale, this scale has been grouped for ease of reporting. Ratings have been grouped in two ways, the first, a three-point scale, and the second, a two-point scale. Groupings are shown below.

1	Dissatisfied	Total dissatisfaction	
2			
3			
4			
5	Moderately satisfied	Total satisfaction	
6			
7			
8	Satisfied		
9			
10			

Statistical testing has been applied to figures in this report. This testing compares the results from 2017 with 2016. When changes are statistically significant at the 95% or 99% confidence level, these differences are highlighted in **green** (significantly greater) or **pink** (significantly lower). The 2017 local council results are compared with 2016 results at the end of the report.

SAMPLE PROFILE AND POPULATION COMPARISON

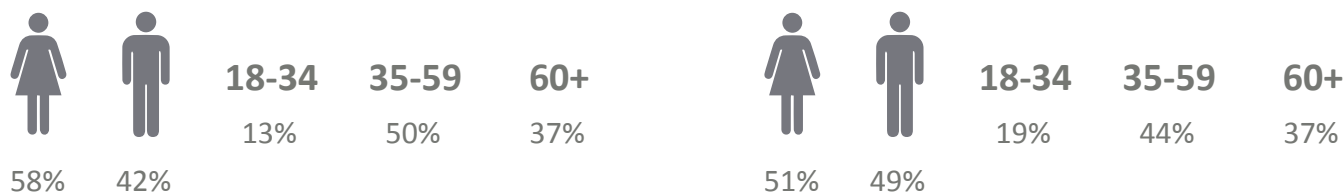
2017 SURVEY SAMPLE

2013 CENSUS: AREA POPULATION

Outlined below are the unweighted proportions for the final achieved sample as split by local council. For reference, these are compared to the populations of the area as per 2013 Census counts.

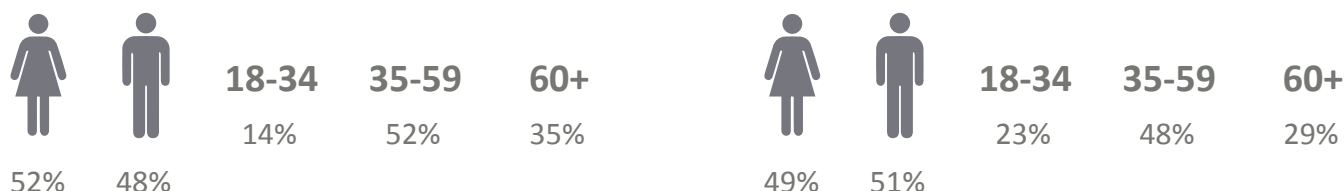
CENTRAL OTAGO N=307

MOE = +/- 5.59%



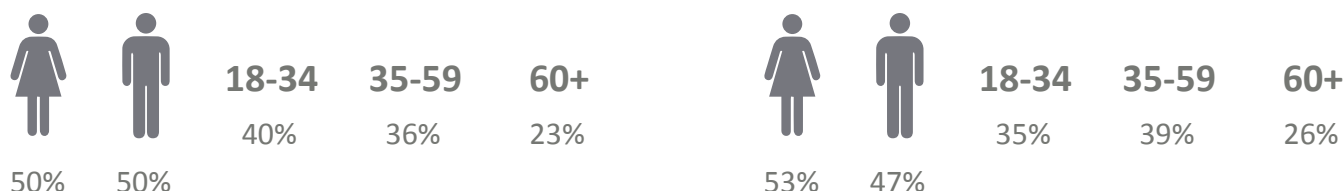
CLUTHA N=300

MOE = +/- 5.66%



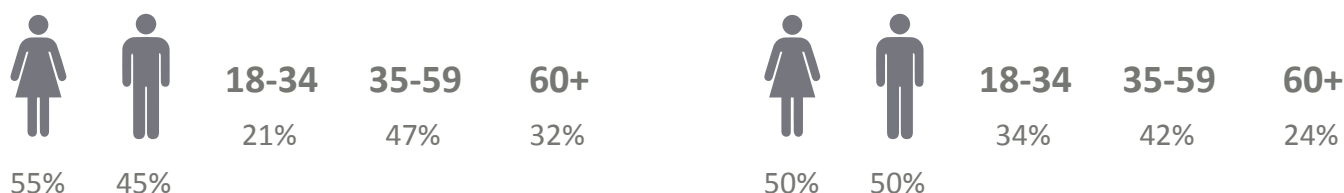
DUNEDIN N=524

MOE = +/- 4.48%



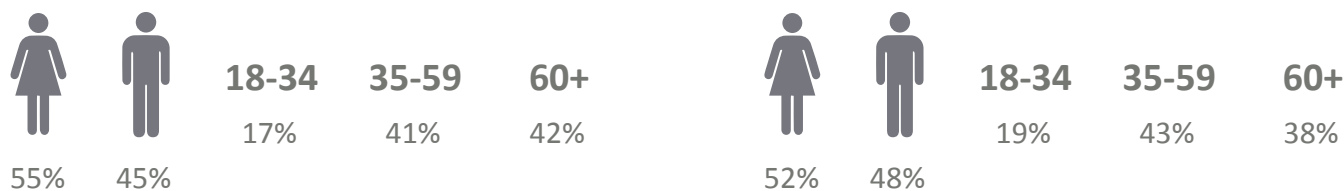
QUEENSTOWN LAKES N=300

MOE = +/- 5.66%



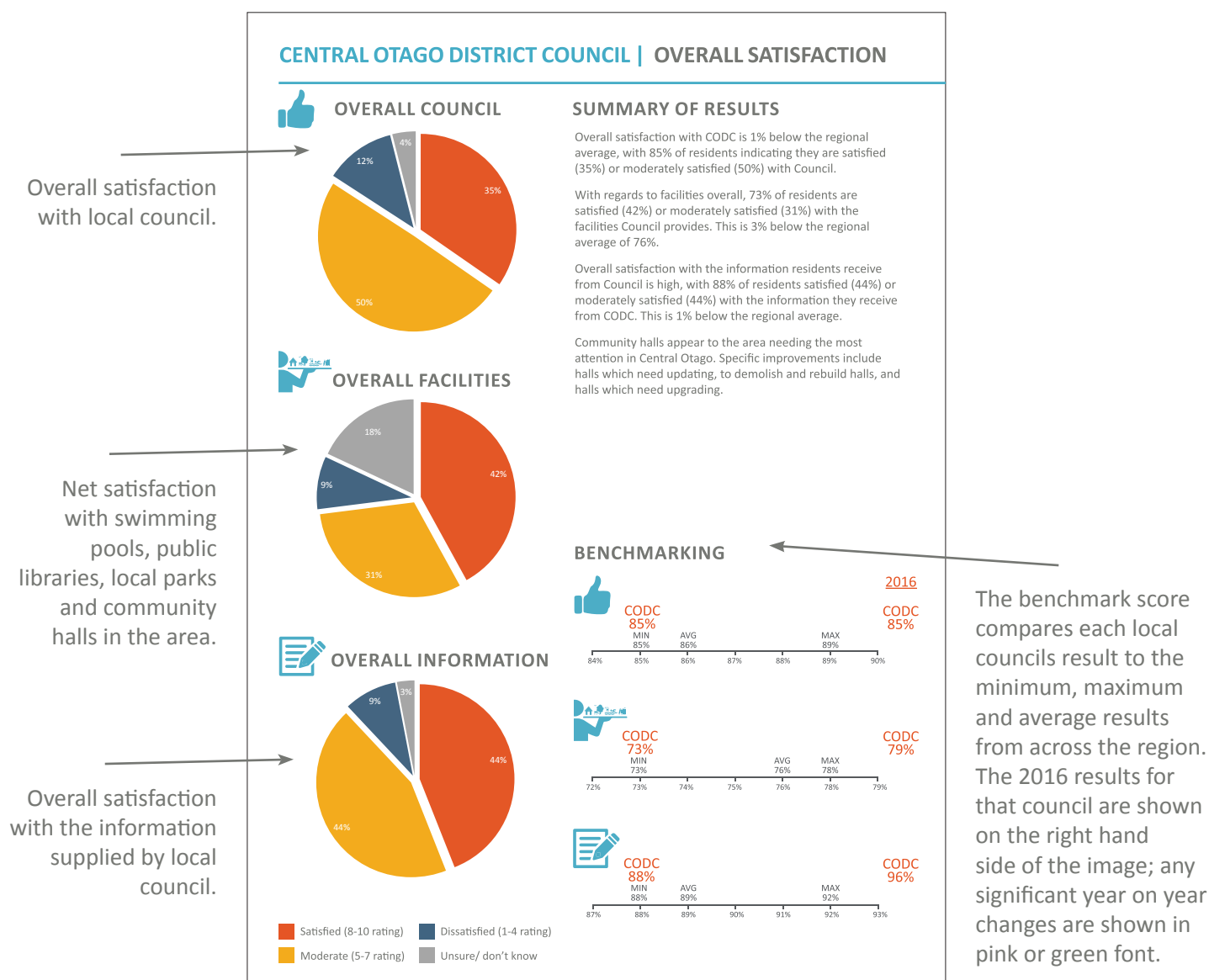
WAITAKI N=307

MOE = +/- 5.59%



LOCAL COUNCIL RESULTS

READING THE RESULTS



ICON KEY



Overall satisfaction with Council

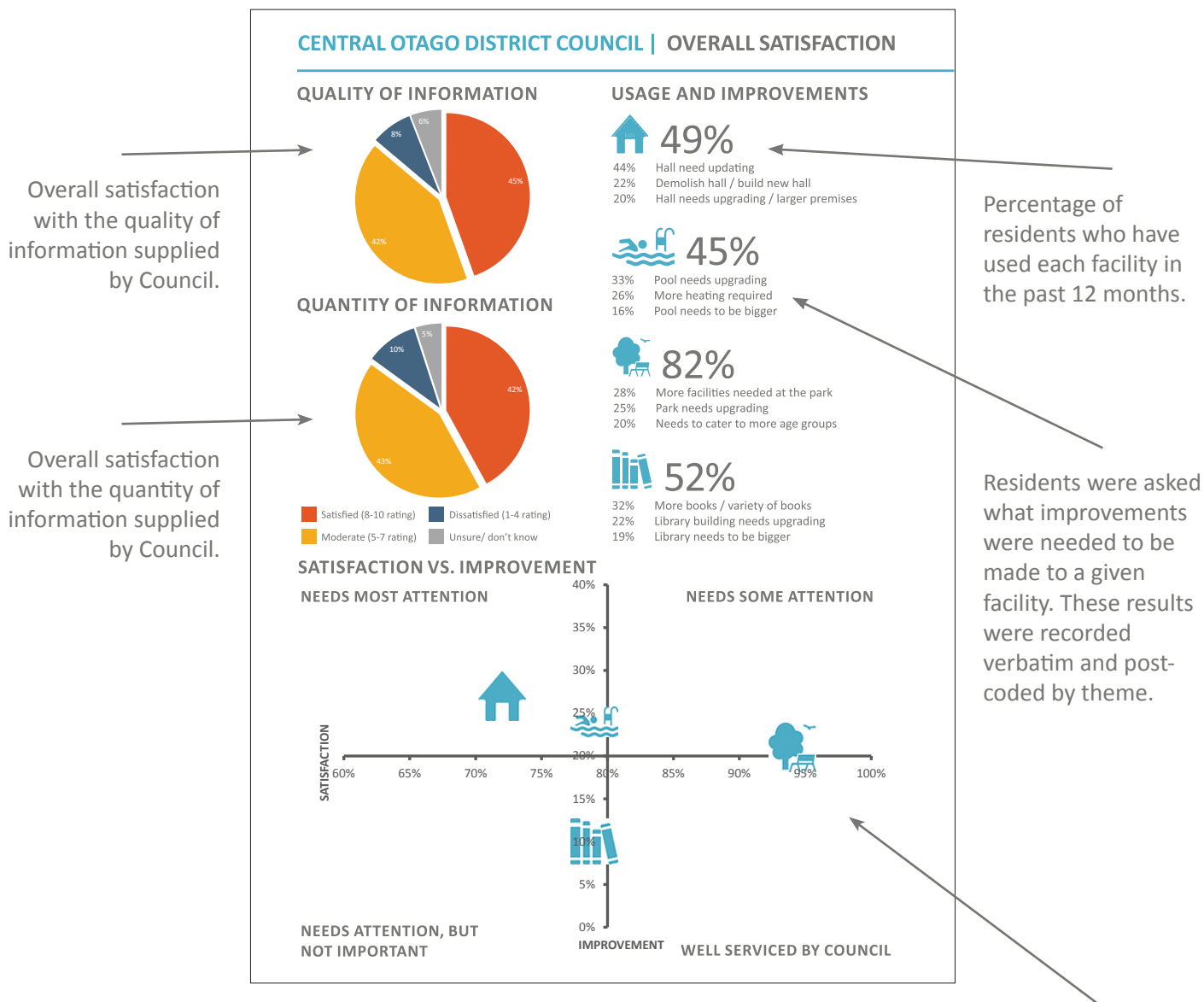


Net satisfaction with facilities



Overall satisfaction with information provided by Council

READING THE RESULTS



Ratings for satisfaction and improvement are displayed on this chart.

The X axis (horizontal) displays the total satisfaction rating for each facility.

The Y axis (vertical) displays the percentage of residents who indicated each facility needs improving.

Therefore, if an icon is high on the Y axis it has been rated as needing improvement, and icons positioned to the left on the X axis demonstrate facilities which need the most attention.

ICON KEY



Community hall



Swimming pool



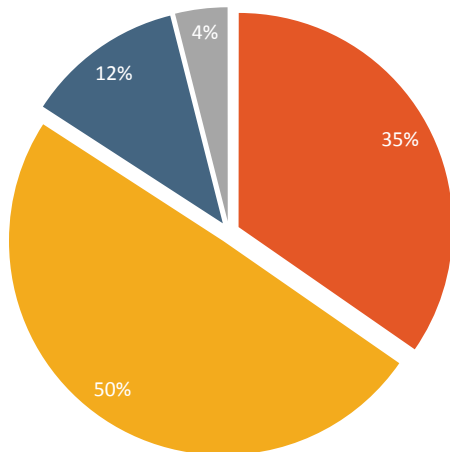
Local park



Public library



OVERALL COUNCIL



SUMMARY OF RESULTS

Overall satisfaction with CODC is 1% below the regional average, with 85% of residents indicating they are satisfied (35%) or moderately satisfied (50%) with Council.

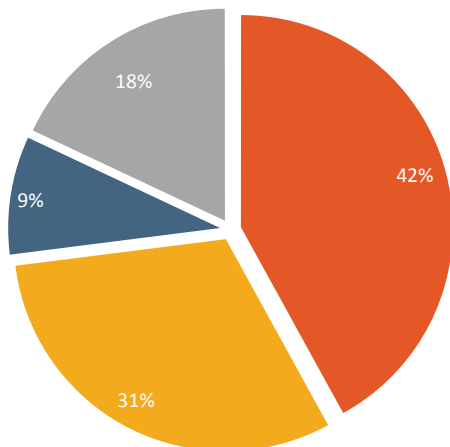
With regards to facilities overall, 73% of residents are satisfied (42%) or moderately satisfied (31%) with the facilities Council provides. This is 3% below the regional average of 76%.

Overall satisfaction with the information residents receive from Council is high, with 88% of residents satisfied (44%) or moderately satisfied (44%) with the information they receive from CODC. This is 1% below the regional average.

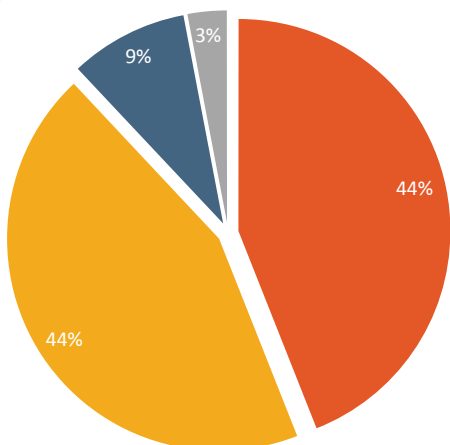
Community halls appear to be the area needing the most attention in Central Otago. Specific improvements include halls which need updating, to demolish and rebuild halls, and halls which need upgrading.



OVERALL FACILITIES



OVERALL INFORMATION



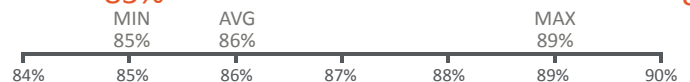
BENCHMARKING



CODC
85%

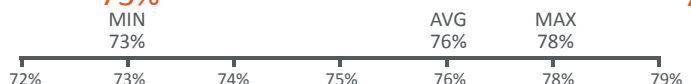
2016

CODC
85%



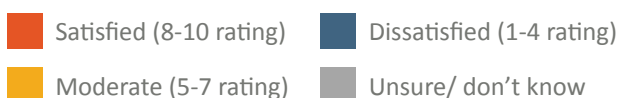
CODC
73%

CODC
79%

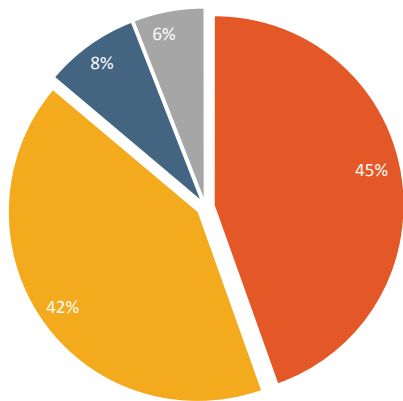


CODC
88%

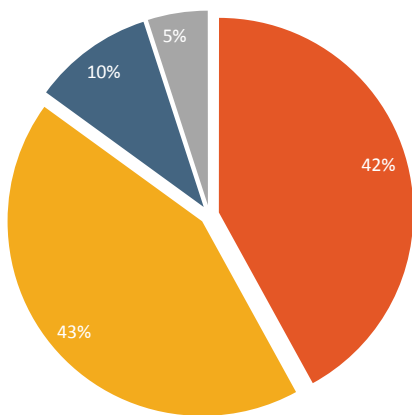
CODC
96%



QUALITY OF INFORMATION



QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) ■ Dissatisfied (1-4 rating)
■ Moderate (5-7 rating) ■ Unsure/ don't know

USAGE AND IMPROVEMENTS



49%

- 44% Hall need updating
- 22% Demolish hall / build new hall
- 20% Hall needs upgrading / larger premises



45%

- 33% Pool needs upgrading
- 26% More heating required
- 16% Pool needs to be bigger



82%

- 28% More facilities needed at the park
- 25% Park needs upgrading
- 20% Needs to cater to more age groups



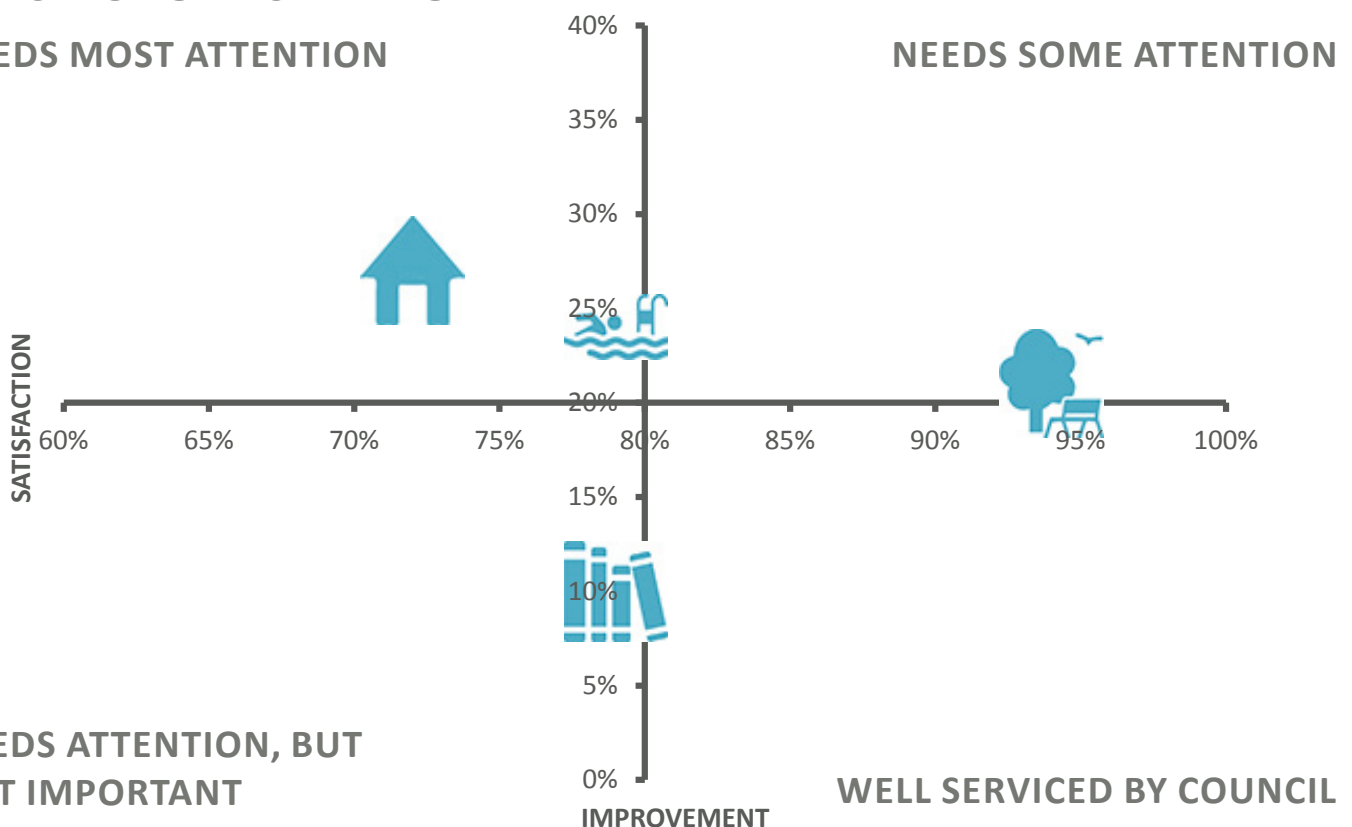
52%

- 32% More books / variety of books
- 22% Library building needs upgrading
- 19% Library needs to be bigger

SATISFACTION VS. IMPROVEMENT

NEEDS MOST ATTENTION

NEEDS SOME ATTENTION



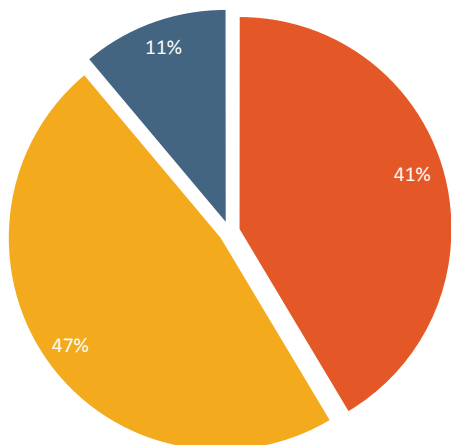
NEEDS ATTENTION, BUT NOT IMPORTANT

WELL SERVICED BY COUNCIL

CLUTHA DISTRICT COUNCIL | OVERALL SATISFACTION



OVERALL COUNCIL



SUMMARY OF RESULTS

Overall satisfaction with CDC is above the regional average of 86%, with 88% of Clutha district residents satisfied (41%) or moderately satisfied (47%) with Council overall.

More than three-quarters of residents (76%) are satisfied (43%) or moderately satisfied (33%) with the facilities Council offer. This is on par with the regional average.

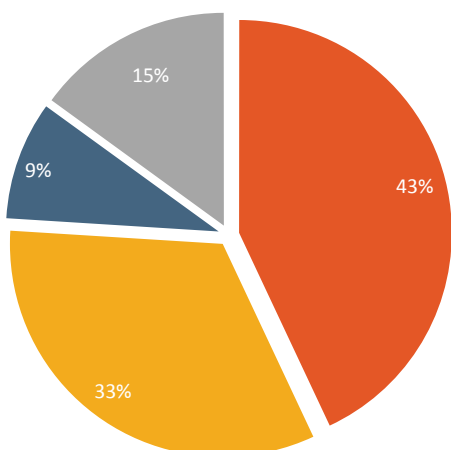
Also on par with the regional average, 89% of CDC residents are satisfied (43%) or moderately satisfied (46%) with the information they receive from Council.

Community halls and swimming pools appear to be the facilities which need the most attention in the Clutha district. Specific improvements to the community halls include halls which need updating, heating which needs improving and halls which need upgrading.

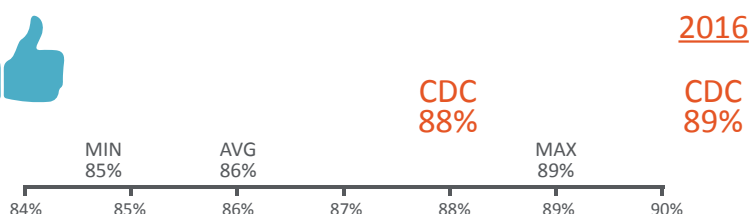
Improvements to the swimming pools include the pool needs upgrading, more heating is required, having better opening hours as well as upgrades needed to facilities at the pool.



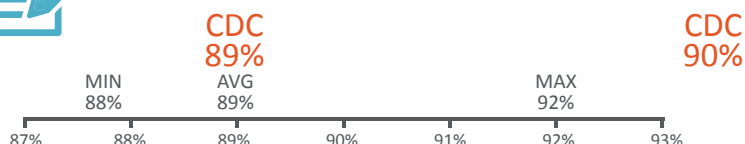
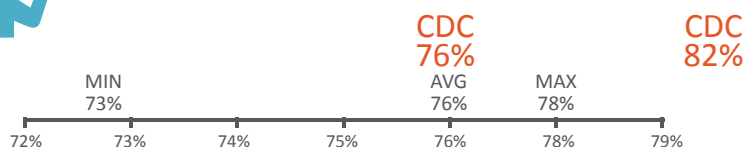
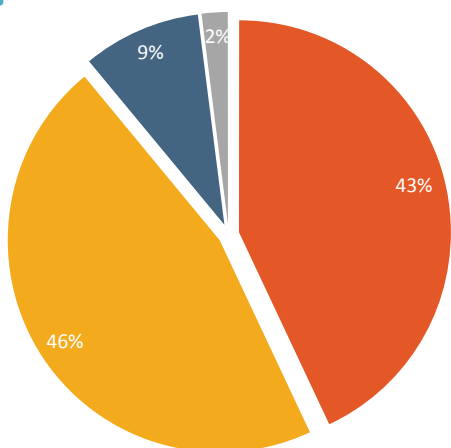
OVERALL FACILITIES



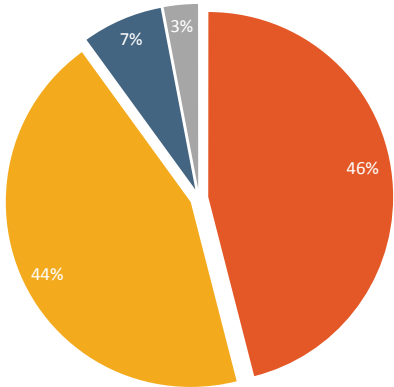
BENCHMARKING



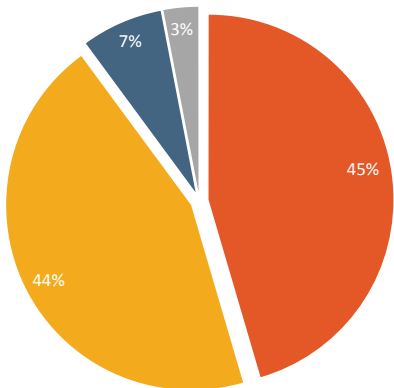
OVERALL INFORMATION



QUALITY OF INFORMATION



QUANTITY OF INFORMATION



- Satisfied (8-10 rating)
- Moderate (5-7 rating)
- Dissatisfied (1-4 rating)
- Unsure/ don't know

USAGE AND IMPROVEMENTS

46%

- 60% Hall needs updating
- 21% Heating needs improving
- 14% Hall needs upgrading

40%

- 50% Pool needs upgrading
- 27% More heating required
- 12% Better opening hours
- 12% Upgrades to facilities at the pool

73%

- 32% Park needs upgrading
- 30% Playground needs improving
- 17% More facilities needed at the park

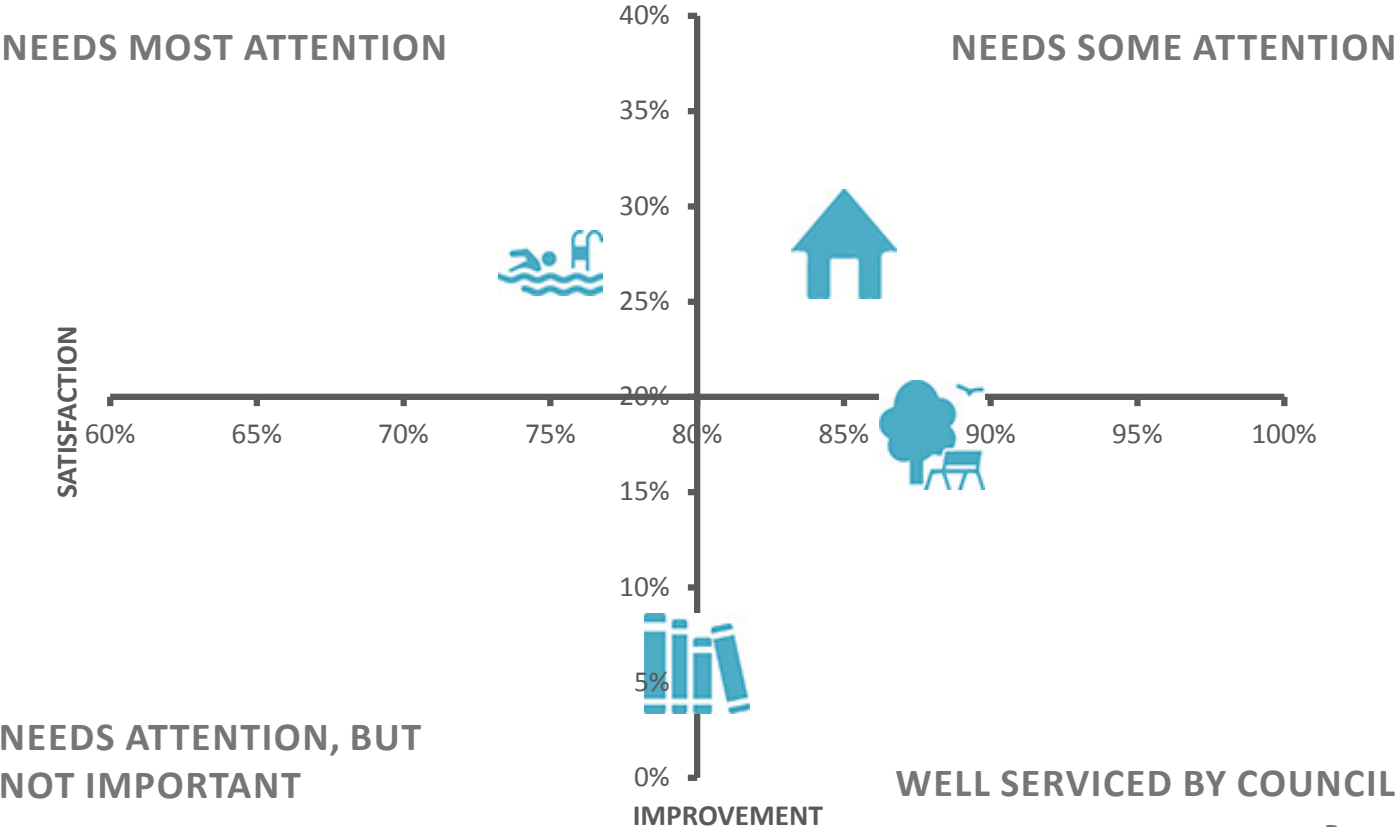
46%

- 29% Library needs modernising
- 29% Improved facilities
- 25% More books / variety of books

SATISFACTION VS. IMPROVEMENT

NEEDS MOST ATTENTION

NEEDS SOME ATTENTION



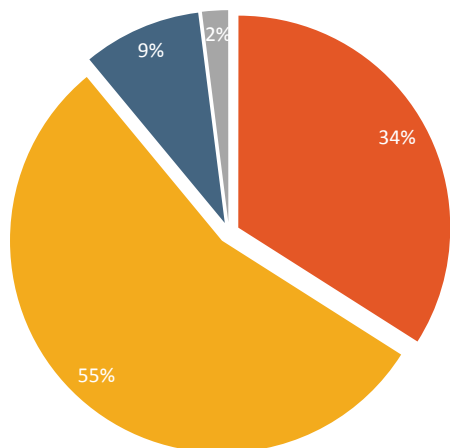
NEEDS ATTENTION, BUT NOT IMPORTANT

WELL SERVICED BY COUNCIL

DUNEDIN DISTRICT COUNCIL | OVERALL SATISFACTION



OVERALL COUNCIL



SUMMARY OF RESULTS

Overall satisfaction with DCC is high, with 89% of residents indicating they are satisfied (34%) or moderately satisfied (55%) with Council. This is above the regional average of 86%.

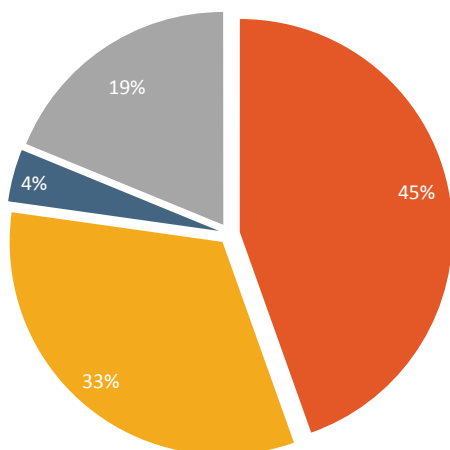
Seventy-eight per cent of residents are satisfied (45%) or moderately satisfied (33%) with the facilities Council offer, which is also above the regional average of 76%.

Overall satisfaction with information is 1% below the regional average of 89%, with 88% of DCC residents satisfied (40%) or moderately satisfied (48%) with the information they receive from Council.

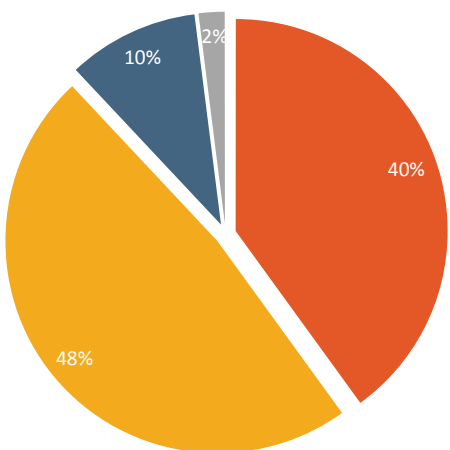
Swimming pools appear to be the facility needing the most attention. Specific improvements pertain to the pool needing an upgrade, a bigger pool needed and the need for a new pool.



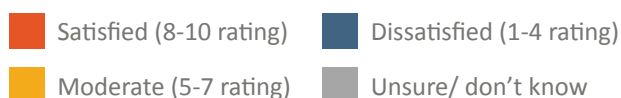
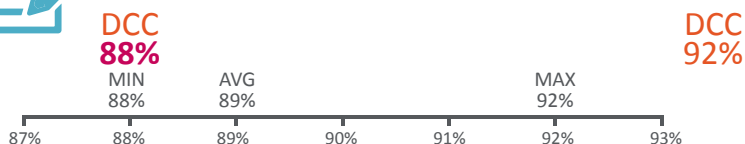
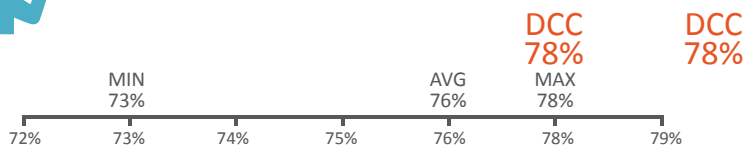
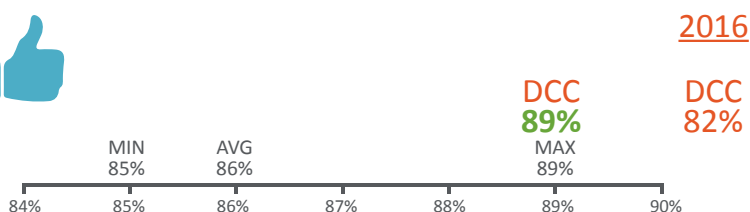
OVERALL FACILITIES



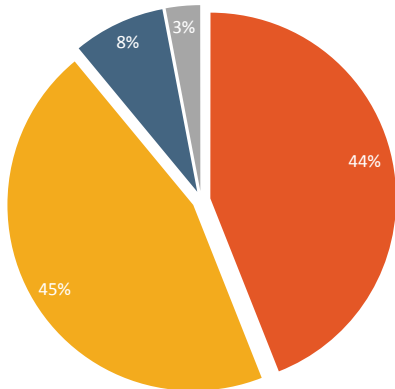
OVERALL INFORMATION



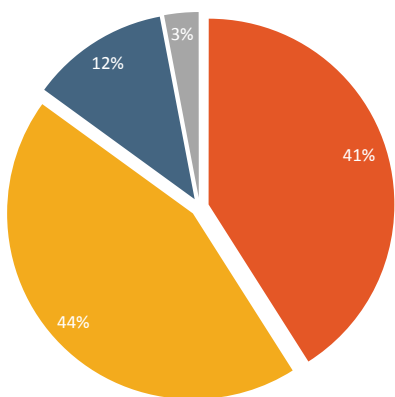
BENCHMARKING



QUALITY OF INFORMATION



QUANTITY OF INFORMATION



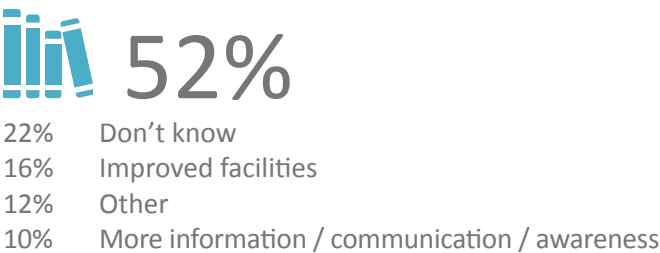
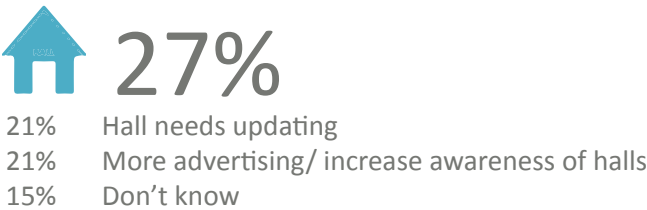
- Satisfied (8-10 rating)
- Moderate (5-7 rating)
- Dissatisfied (1-4 rating)
- Unsure/ don't know

SATISFACTION VS. IMPROVEMENT

NEEDS MOST ATTENTION

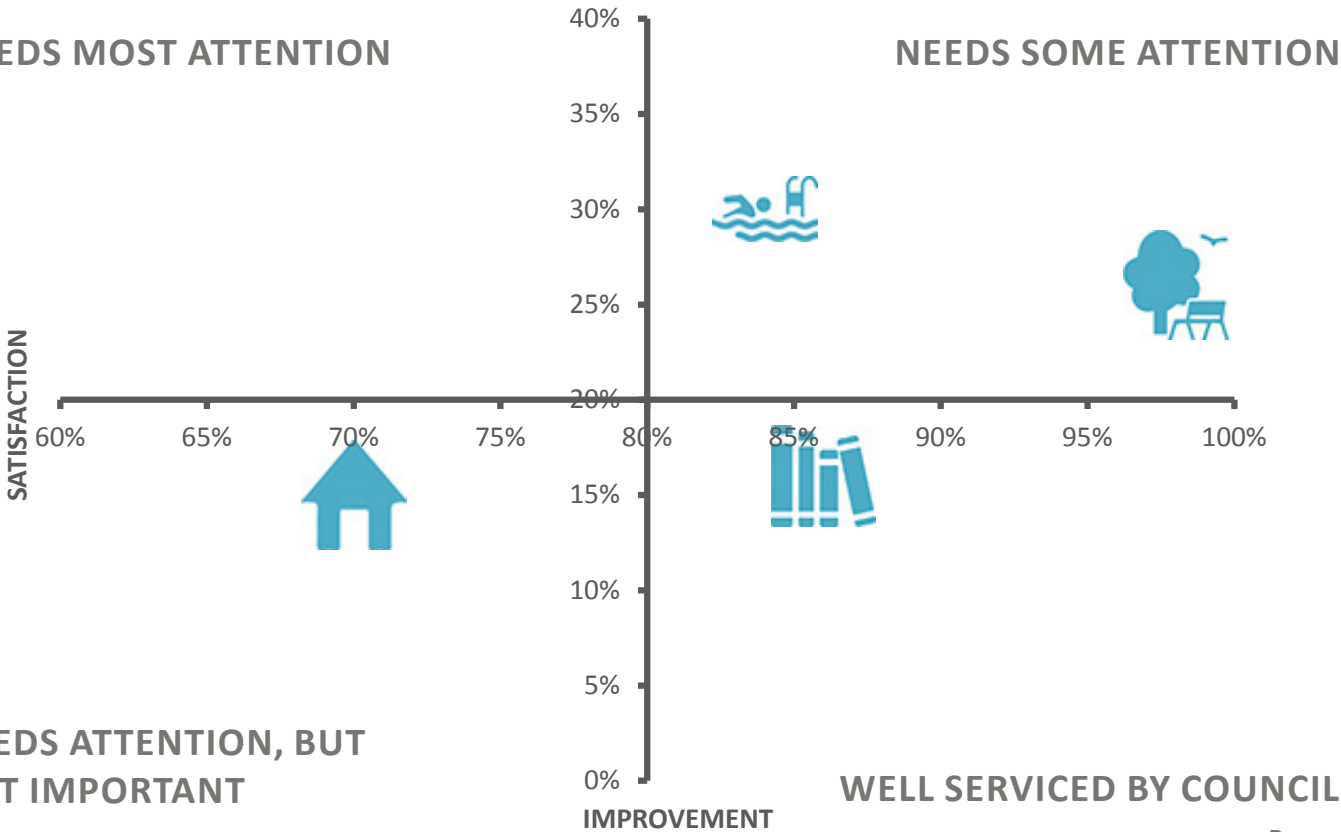
NEEDS ATTENTION, BUT NOT IMPORTANT

USAGE AND IMPROVEMENTS



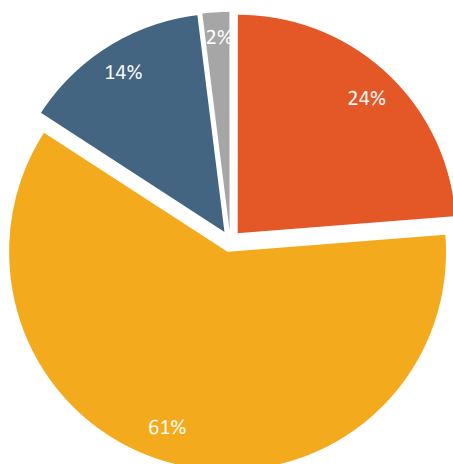
NEEDS SOME ATTENTION

WELL SERVICED BY COUNCIL





OVERALL COUNCIL



SUMMARY OF RESULTS

Overall satisfaction with QLDC is 1% below the regional average of 86%. Eighty-five per cent of residents indicated they are satisfied (24%) or moderately satisfied (61%) with Council overall.

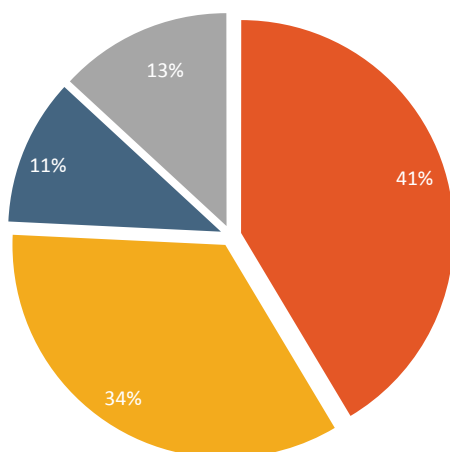
Satisfaction with facilities is also below the regional average of 76%, with three quarters of residents (75%) satisfied (41%) or moderately satisfied (34%) with the facilities Council offer.

Overall satisfaction with the information residents receive from QLDC is high, with 92% of residents satisfied (37%) or moderately satisfied (55%) with the information they receive. This is above the regional average of 89%.

Swimming pools appear to be the facility needing the most attention in the Queenstown Lakes district. Specific improvements include that the pool needs to be bigger, a new pool is needed, the pool needs upgrading and more heating is required.



OVERALL FACILITIES



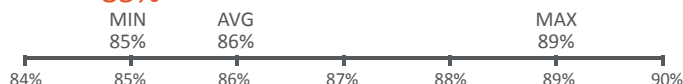
BENCHMARKING



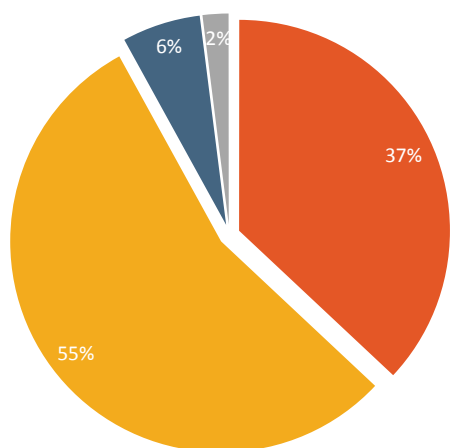
QLDC
85%

2016

QLDC
88%

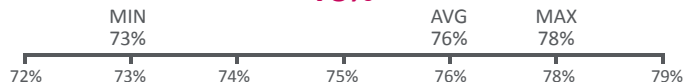


OVERALL INFORMATION



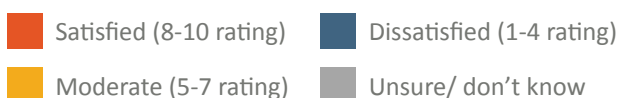
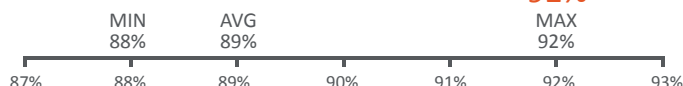
QLDC
75%

QLDC
84%

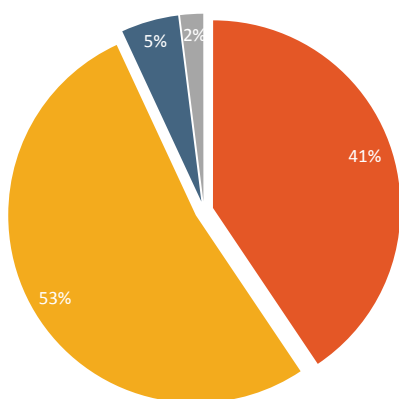


QLDC
92%

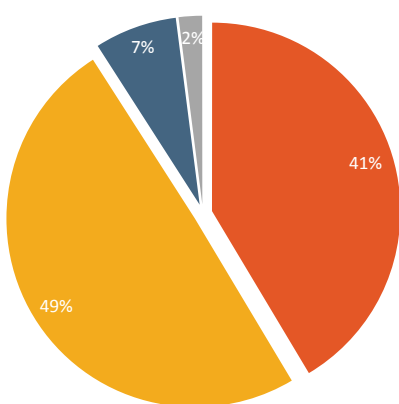
QLDC
90%



QUALITY OF INFORMATION



QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) ■ Dissatisfied (1-4 rating)
■ Moderate (5-7 rating) ■ Unsure/ don't know

USAGE AND IMPROVEMENTS



51%

- 50% Hall need upgrading / larger premises
- 21% Hall need updating
- 12% More parking is needed



38%

- 46% Pool needs to be bigger
- 27% New pool is needed
- 14% Pool needs upgrading
- 14% More heating required



90%

- 32% More facilities needed at the park
- 27% Park needs upgrading
- 14% Cleanliness of park needs improving



53%

- 20% Improved facilities at the library
- 17% Library needs to be relocated
- 13% Improved parking at library
- 13% Library needs to be bigger

SATISFACTION VS. IMPROVEMENT

NEEDS MOST ATTENTION



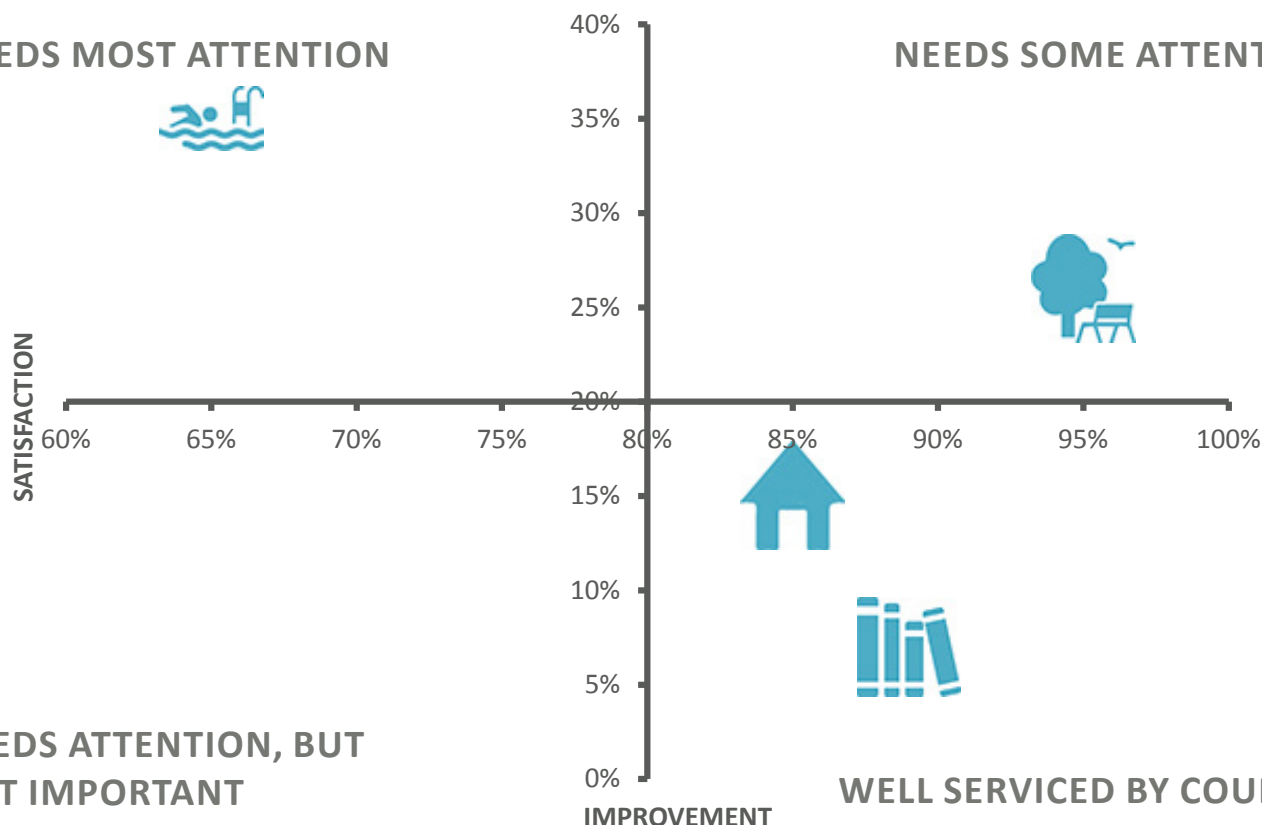
NEEDS SOME ATTENTION



NEEDS ATTENTION, BUT NOT IMPORTANT



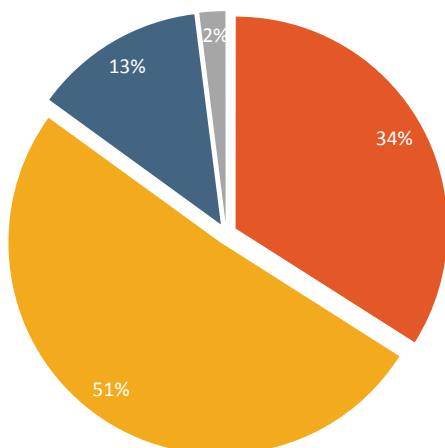
WELL SERVICED BY COUNCIL



WAITAKI DISTRICT COUNCIL | OVERALL SATISFACTION



OVERALL COUNCIL



SUMMARY OF RESULTS

Resident satisfaction with WDC is 1% below the regional average, with 85% of residents satisfied (34%) or moderately satisfied (51%) with Council overall.

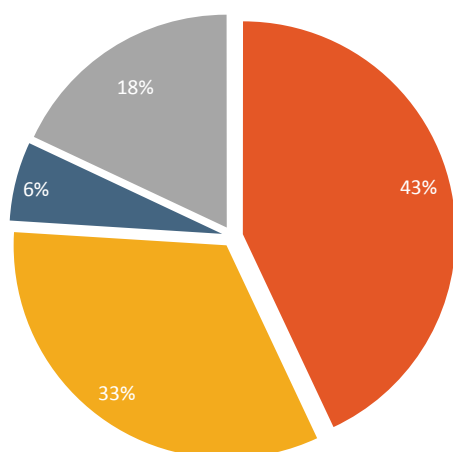
Satisfaction with the facilities WDC offer is on par with the regional average. Seventy-six per cent of residents are satisfied (43%) or moderately satisfied (33%) with the facilities Council offer.

In terms of information WDC provides to residents, 89% of residents are satisfied (41%) or moderately satisfied (48%) with the information Council provides. This is on par with the regional average.

Local parks appear to be the facility needing the most attention in the Waitaki district. Specific improvements pertain to parks needing upgrading, more facilities needed at the park, and the park gardens needing improving.



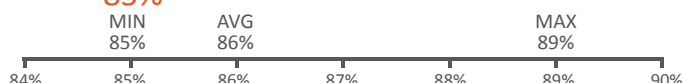
OVERALL FACILITIES



BENCHMARKING



WDC
85%

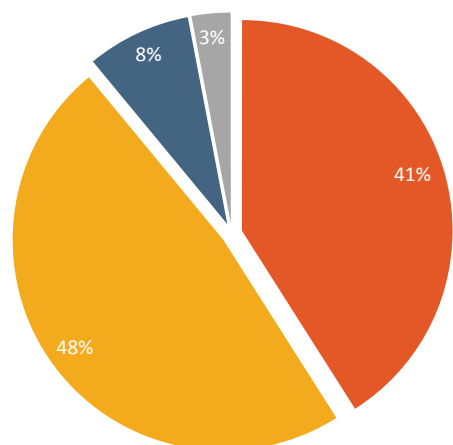


2016

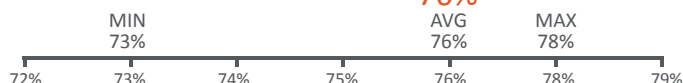
WDC
83%



OVERALL INFORMATION



WDC
76%



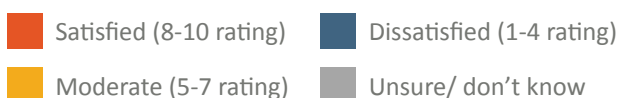
WDC
81%



WDC
89%

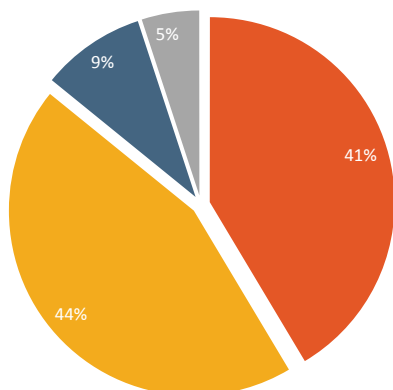


WDC
91%

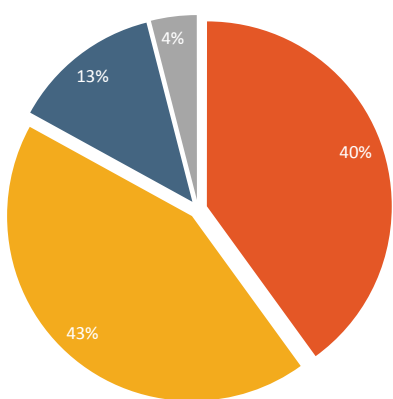


WAITAKI DISTRICT COUNCIL | OVERALL SATISFACTION

QUALITY OF INFORMATION



QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) ■ Dissatisfied (1-4 rating)
■ Moderate (5-7 rating) ■ Unsure/ don't know

USAGE AND IMPROVEMENTS

 **28%**

57% - Hall need updating
 18% - Heating needs improving
 10% - Hall need upgrading / larger premises

 **42%**

46% Pool needs to be bigger
 20% Pool needs upgrading
 16% Upgrade to the facilities at the pool

 **82%**

34% Park needs upgrading
 23% More facilities needed at the park
 19% Gardens needs improving

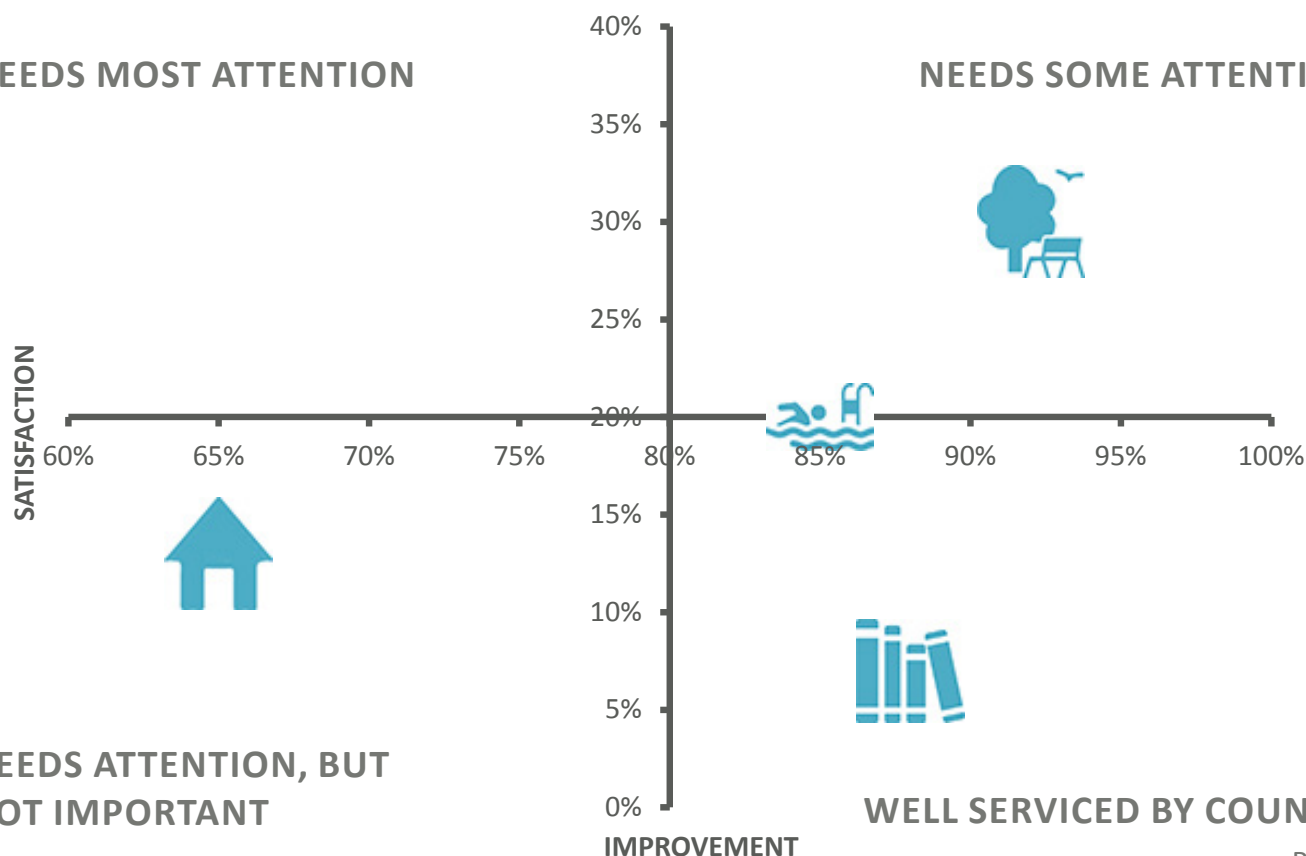
 **49%**

38% Improved facilities
 17% Library needs to be bigger
 14% More books / variety of books
 14% Library needs modernising

SATISFACTION VS. IMPROVEMENT

NEEDS MOST ATTENTION

NEEDS SOME ATTENTION



NEEDS ATTENTION, BUT NOT IMPORTANT

WELL SERVICED BY COUNCIL

YEAR ON YEAR RESULTS

YEAR ON YEAR RESULTS

LOCAL COUNCIL RESULTS

	CODC		CDC		DCC		QLDC		WDC	
	2017	2016	2017	2016	2017	2016	2017	2016	2017	2016
Overall satisfaction with local council	85%	85%	88%	89%	89%	82%	85%	88%	85%	83%
Net satisfaction with facilities	73%	79%	76%	82%	78%	78%	75%	84%	76%	81%
Aware of information from local council in past 12 months	75%	65%	81%	71%	65%	61%	81%	70%	56%	54%
Overall satisfaction with information	88%	96%	89%	90%	88%	92%	92%	90%	89%	91%
Satisfaction with quality of information	87%	94%	90%	91%	89%	92%	94%	91%	85%	90%
Satisfaction with quantity of information	85%	90%	89%	91%	85%	89%	90%	86%	83%	89%

In 2017, Central Otago residents are significantly more aware of information from CODC in the past 12 months (75% cf. 2016, 65%). Overall satisfaction with CODC is on par with last year's results, while overall satisfaction with information and satisfaction with quality of information are significantly lower. While not significant, satisfaction with quantity of information is lower.

This year, Clutha residents are significantly more aware of information from CDC in the past 12 months (81% cf. 2016, 71%). While not significant, all other measures are lower this year.

In Dunedin, overall satisfaction with DCC is significantly greater than last year (89% cf. 2016, 82%). While not significant, awareness of information from local council in past 12 months is greater. Net satisfaction is on par, while overall satisfaction with information from DCC is significantly less. While not significant, satisfaction with quality and quantity of information is lower than 2016.

In 2017, Queenstown Lakes residents are significantly more aware of information from QLDC in the past 12 months (81% cf. 2016, 70%). Overall satisfaction with information, as well as the quality and quantity of information from QLDC is all greater than 2016. Overall satisfaction with QLDC is lower, while net satisfaction with facilities is significantly lower (75% cf. 2016, 84%).

In Waitaki, overall satisfaction with WDC and awareness of information is greater. Overall satisfaction with information, and satisfaction with quality of information is lower, while satisfaction with quantity of information in 2017 is significantly lower (83% cf. 2016, 89%).

