# OTAGO REGION RESIDENTS' SATISFACTION SURVEY

**MAY 2016** 

PREPARED FOR: OTAGO PERFORMANCE
IMPROVEMENT FRAMEWORK WORKING GROUP

PREPARED BY: VERSUS RESEARCH

### SUMMARY OF FINDINGS

#### PROJECT BACKGROUND AND METHOD

Otago Regional Council (ORC), along with Central Otago District Council (CODC), Clutha District Council (CDC), Dunedin City Council (DCC), Waitaki District Council (WDC) and Queenstown Lakes District Council (QLDC) set up a working group to look at 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 (libraries, swimming pools, parks and community halls);
- satisfaction with communications from each local council and Otago Regional Council;
- and overall satisfaction with each local council and Otago Regional Council.

This project utilised both telephone and intercept interviewing. Fieldwork for this project was completed between the 11th of April and the 30th of May 2016. A total of n=1,700 responses were collected from across the Otago region.

The tables below show results for total usage of facilities local results by each local council and regional council results at the total level.

#### TOTAL USAGE OF FACILITIES

	Central Otago District Council	Clutha District Council	Dunedin City Council	Waitaki District Council	Queenstown Lakes District Council
Use of swimming pool	46%	35%	45%	39%	42%
Visited public library	55%	46%	52%	52%	52%
Been to a local park	85%	66%	80%	80%	91%
Used a community hall	43%	52%	28%	35%	42%
Use of online library services	27%	24%	48%	24%	38%

#### LOCAL COUNCIL RESULTS

	Central Otago District Council	Clutha District Council	Dunedin City Council	Waitaki District Council	Queenstown Lakes District Council
Overall satisfaction with local council	85%	89%	82%	83%	88%
Net satisfaction with facilities	79%	82%	78%	81%	84%
Aware of information from local council is last 12 months	65%	71%	61%	54%	70%
Overall satisfaction with information	96%	90%	92%	91%	90%
Satisfaction with quality of information	94%	91%	92%	90%	91%
Satisfaction with quantity of information	90%	91%	89%	89%	86%

### **REGIONAL COUNCIL RESULTS**

	Otago Regional Council
Aware of information from ORC is last 12 months	32%
Overall satisfaction with ORC	64%
Overall satisfaction with information from ORC	85%
Satisfaction with quality of information from ORC	86%
Satisfaction with quantity of information from ORC	82%

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# PROJECT BACKGROUND AND OBJECTIVES

### **BACKGROUND AND OBJECTIVES**

Otago Regional Council, along with Central Otago District Council, Clutha District Council, Dunedin City Council, Waitaki District Council and Queenstown Lakes District Council have set up a working group to look at satisfaction with local council services and facilities across the Otago region. Specifically they are interested in assessing residents':

- usage of, and satisfaction with the libraries, swimming pools, parks and community halls;
- satisfaction with communications from each local council and Otago Regional Council;
- overall satisfaction with each local council and Otago Regional Council.

#### **APPROACH**

This work utilised a quantitative survey conducted via both computer-assisted telephone interviewing (CATI) and intercept interviewing. Both CATI and intercept interviewing were undertaken to ensure a demographically representative sample across all councils was achieved.

#### CATI

CATI was used initially to canvass the general population. A total of n=1,359 interviews were completed via CATI. Fieldwork for telephone interviewing was completed between the 11th of April and the 13th of May 2016, from 4.30pm to 8.30pm. The survey was, on average, five minutes. Telephone numbers for the interviewing were supplied by Inivio¹.

#### INTERCEPT

Intercept interviewing was used to target more specific demographic groups, often more difficult to reach on the phone, namely residents aged 18-29. Intercept interviewing was completed in all areas in the Otago region. A total of n=341 interviews were completed using intercept interviewing. Given the need to target specific individuals, this approach employed a convenience sampling approach, rather than random selection as is traditionally used in research. Intercept interviewing was completed between the 20th and 30th of May 2015, between 10am and 4pm.

#### WEIGHTS

Age and gender weights have been applied to the final data set. Weighting ensures that specific demographic groups are not under- or overrepresented in the final data set and that 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 gender and age weights are taken from the 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 2 3 4	Dissatisfied	Total dissatisfaction
5 6 7	Moderately satisfied	Total satisfaction
8 9 10	Satisfied	

<sup>1</sup> Inivio is a sample supply company who provide privacy compliant phone numbers from the Spark White Pages connections.

### SAMPLE PROFILE AND POPULATION COMPARISON

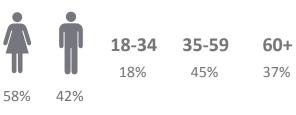
#### **2016 SURVEY SAMPLE**

#### **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 population proportions of the area as per the 2013 Census counts.

#### **CENTRAL OTAGO N=300**

MOE = +/-5.66%





### **CLUTHA N=300**

MOE = +/-5.66%



### **DUNEDIN N=500**

MOE = +/-4.38%



#### **WAITAKI N=300**

MOE = +/-5.66%

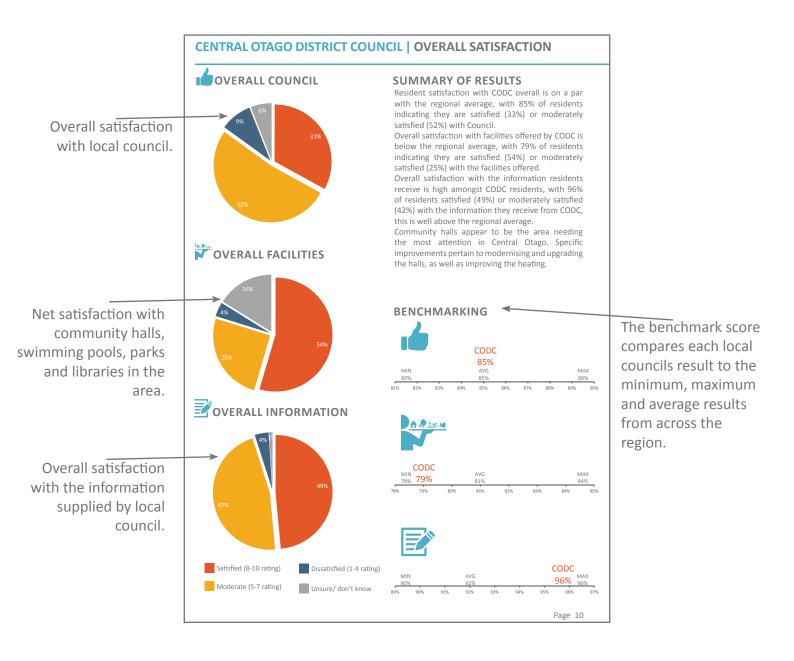
	<b>İ</b>	18-34	35-59	60+		<b>İ</b>	18-34	<b>18-34 35-59 60+</b> 19% 43% 38%		
II	U	18%	45%	36%	II	U	19%	43%	38%	
55%	45%				52%	48%				

### **QUEENSTOWN LAKES N=300**

MOE = +/-5.66%



# LOCAL COUNCIL RESULTS



### **ICON KEY**



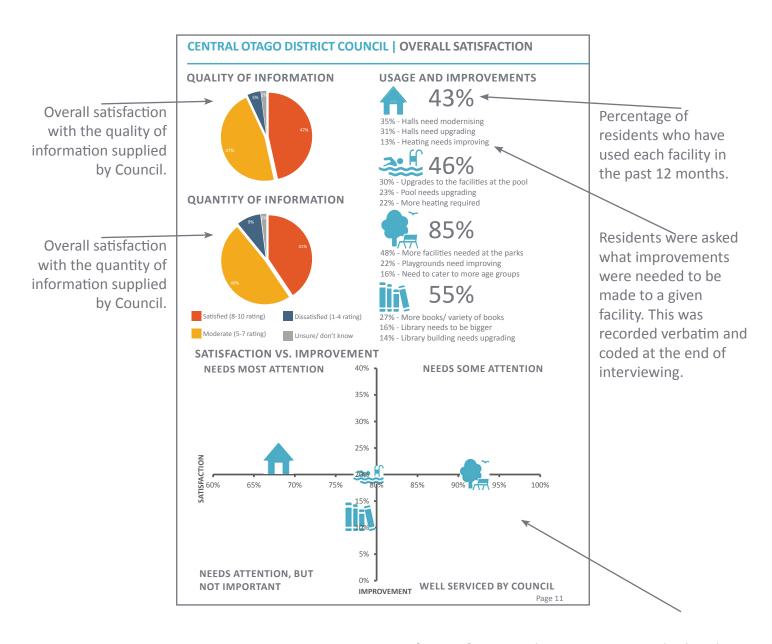
Overall satisfaction with Council



Net satisfaction with facilities



Overall satisfaction with information provided by Council

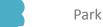


### **ICON KEY**



Community hall







Library

Ratings for satisfaction and improvement are displayed on this chart.

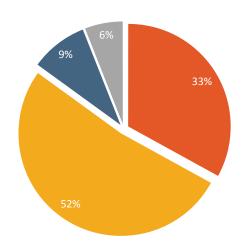
The X axis (horizontal) displays the total satisfaction rating for each facility.

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

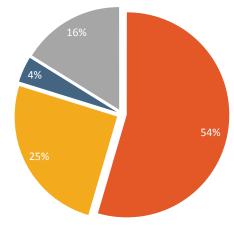
Therefore, if an icon is high on the Y axis it has been rated as needing improvement, and icons positioned to the left on the X axis demonstrate facilities which need the most attention.

### **CENTRAL OTAGO DISTRICT COUNCIL | OVERALL SATISFACTION**

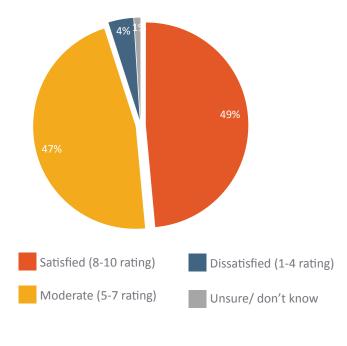
# OVERALL COUNCIL



## OVERALL FACILITIES



# **OVERALL INFORMATION**



#### SUMMARY OF RESULTS

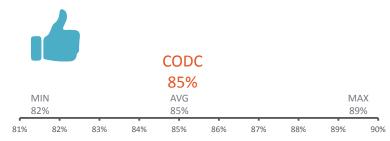
Resident satisfaction with CODC overall is on a par with the regional average, with 85% of residents indicating they are satisfied (33%) or moderately satisfied (52%) with Council.

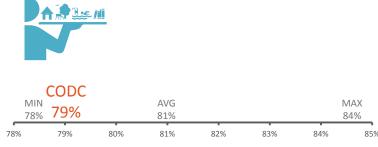
Overall satisfaction with facilities offered by CODC is below the regional average, with 79% of residents indicating they are satisfied (54%) or moderately satisfied (25%) with the facilities offered.

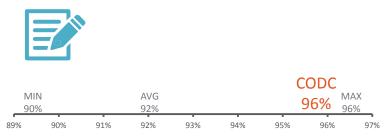
Overall satisfaction with the information residents receive is high amongst CODC residents, with 96% of residents satisfied (49%) or moderately satisfied (42%) with the information they receive from CODC, this is well above the regional average.

Community halls appear to be the area needing the most attention in Central Otago. Specific improvements pertain to modernising and upgrading the halls, as well as improving the heating.

### **BENCHMARKING**

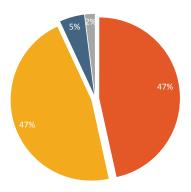




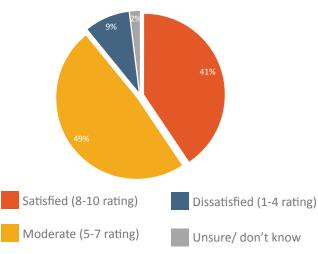


### **CENTRAL OTAGO DISTRICT COUNCIL | OVERALL SATISFACTION**

### **QUALITY OF INFORMATION**



### **QUANTITY OF INFORMATION**



### **USAGE AND IMPROVEMENTS**



43%

35% - Halls need modernising

31% - Halls need upgrading

13% - Heating needs improving



30% - Upgrades to the facilities at the pool

23% - Pool needs upgrading

22% - More heating required



85%

48% - More facilities needed at the parks

22% - Playgrounds need improving

16% - Need to cater to more age groups

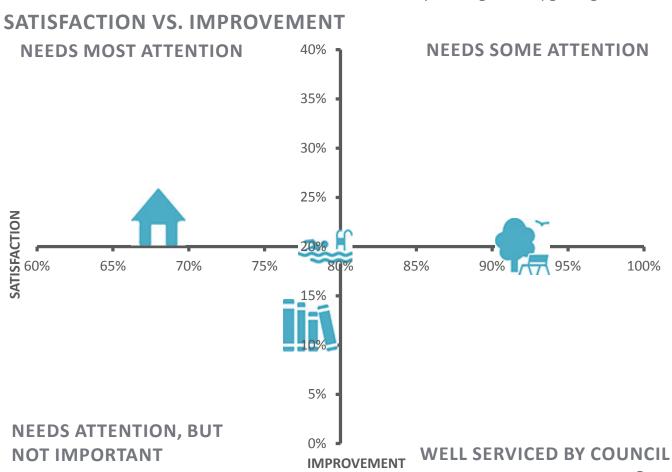


55%

27% - More books/ variety of books

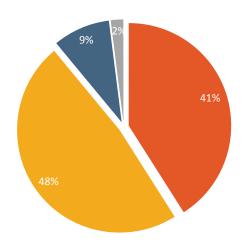
16% - Library needs to be bigger

14% - Library building needs upgrading

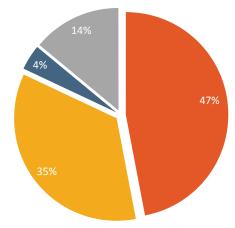


### **CLUTHA DISTRICT COUNCIL | OVERALL SATISFACTION**

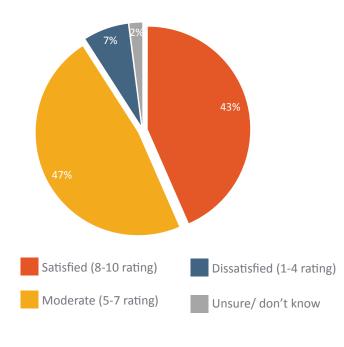
## OVERALL COUNCIL



## OVERALL FACILITIES



# **SOVERALL INFORMATION**



### **SUMMARY OF RESULTS**

Resident satisfaction with CDC is high, with 89% of residents satisfied (41%) or moderately satisfied (48%) with Council overall. This is above the regional average of 85%.

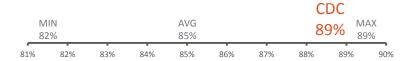
Satisfaction with facilities CDC offers is slightly above the regional average of 81%, with 82% of residents indicating they are satisfied (47%) or very satisfied (35%) with the facilities CDC offer.

In terms of information CDC provides to residents, 90% of residents are satisfied (43%) or moderately satisfied (47%) with the information they provide, this is below the regional average of 92%.

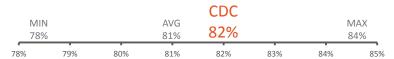
Swimming pools appear to be the facility needing the most attention in Clutha District. Specific improvements include upgrading the swimming pool, more or better heating and upgrades to facilities at the pools.

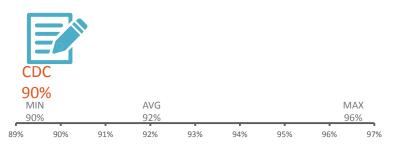
### **BENCHMARKING**





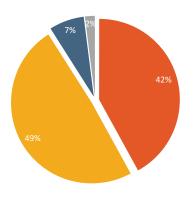




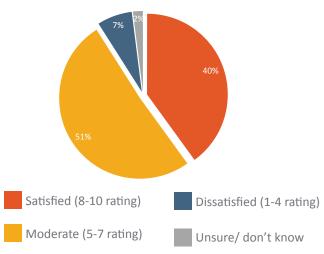


### **CLUTHA DISTRICT COUNCIL | OVERALL SATISFACTION**

### **QUALITY OF INFORMATION**



### **QUANTITY OF INFORMATION**



### **USAGE AND IMPROVEMENTS**



52%

43% - Halls need modernising 30% - Halls need upgrading

15% - Kitchen needs upgrading



46% - Pool needs upgrading

23% - More heating required

15% - Upgrades to facilities at the pool



66%

42% - More facilities needed at the park

24% - Cleanliness of park needs improving

18% - Playgrounds need improving

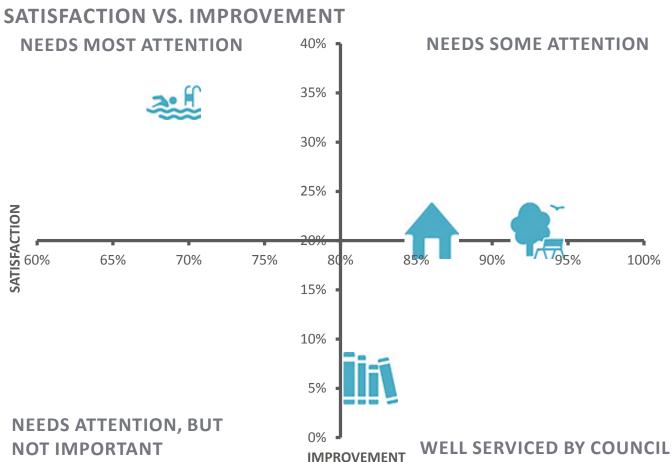


46%

23% - Library needs to be bigger

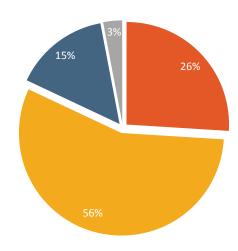
22% - Library needs upgrading

15% - Library needs modernising

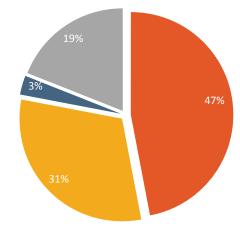


### **DUNEDIN CITY COUNCIL | OVERALL SATISFACTION**

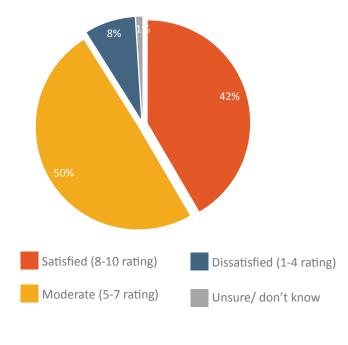
# OVERALL COUNCIL



### OVERALL FACILITIES



# **OVERALL INFORMATION**



### SUMMARY OF RESULTS

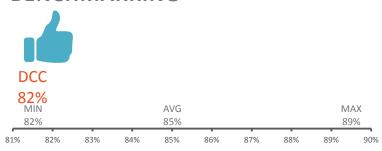
Overall satisfaction with DCC is below the regional average of 85%. Eighty two per cent of DCC residents indicate they are satisfied (26%) or moderately satisfied (56%) with DCC overall.

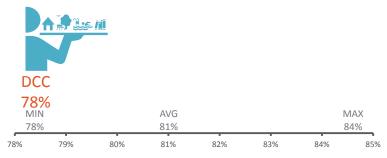
Satisfaction with facilities is also below the regional average of 81%, with 78% of DCC residents satisfied (47%) or moderately satisfied (31%) with the facilities they offer.

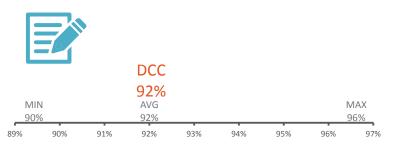
Overall satisfaction with the information residents receive from DCC is on a par with the regional average, with 92% of residents satisfied (42%) or moderately satisfied (50%) with the information they receive.

Swimming pools and halls appears to be the facilities which need attention from DCC. Specific improvements to the swimming pool include the pool needing an upgrade, the facilities at the pool needing an upgrade and the need for a new pool. Improvements to the community halls include modernising the halls, more advertising and awareness of halls, as well as general upgrades.

#### **BENCHMARKING**

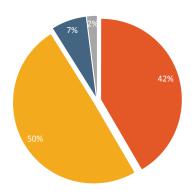




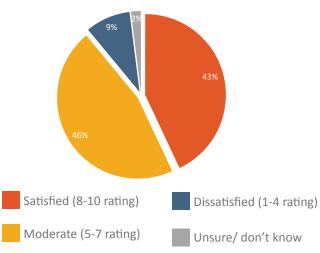


### **DUNEDIN CITY COUNCIL | OVERALL SATISFACTION**

### **QUALITY OF INFORMATION**



### **QUANTITY OF INFORMATION**



### **USAGE AND IMPROVEMENTS**



28%

26% - Halls need modernising

20% - More advertising/increase awareness of halls

19% - Halls need upgrading



24% - Pool needs upgrading

23% - Upgrades to the facilities at the pool

19% - New pool needed



80%

43% - More facilities needed at the park

19% - Cleanliness of park needs improving

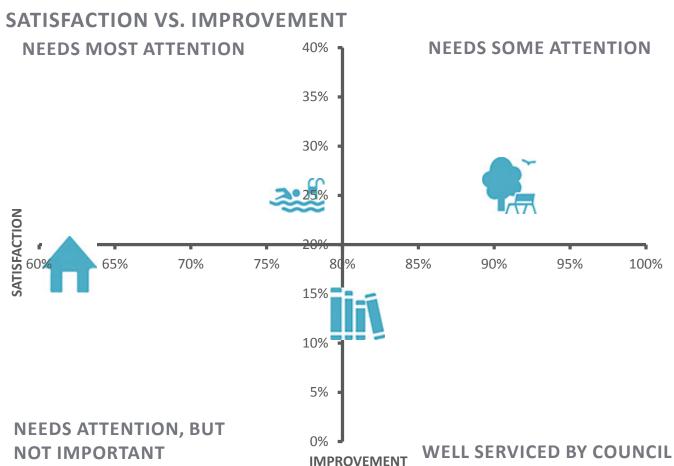
15% - Playgrounds need improving



52%

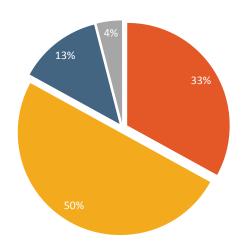
41% - Library needs upgrading 35% - Library needs modernising

6% - Library should be bigger

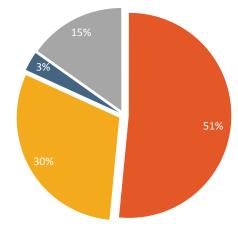


### WAITAKI DISTRICT COUNCIL | OVERALL SATISFACTION

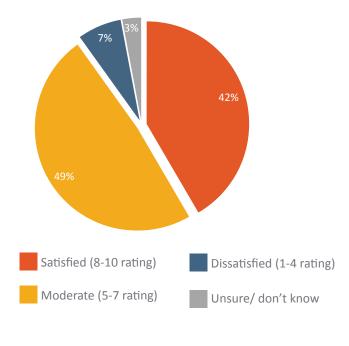
## OVERALL COUNCIL



### OVERALL FACILITIES



# **SOVERALL INFORMATION**



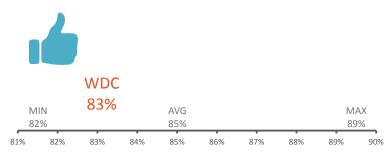
### SUMMARY OF RESULTS

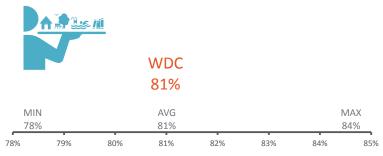
Overall satisfaction with WDC is below the regional average of 85%, with 83% of WDC residents indicating they are satisfied (33%) or moderately satisfied (50%) with Council overall.

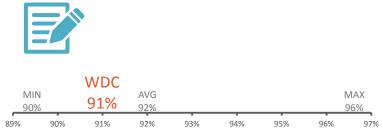
Eighty one per cent of residents are satisfied (51%) or moderately satisfied (30%) with the facilities WDC offer, this is on a par with the regional average. A further 91% of residents are satisfied (42%) or moderately satisfied (49%) with the information they receive from Council, this is slightly below the regional average of 92%.

Community halls appear to be the facility needing the most attention from WDC. Specific improvements include the halls needing an upgrade, more advertising or awareness of the halls and improvements to the heating.

### **BENCHMARKING**

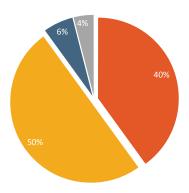




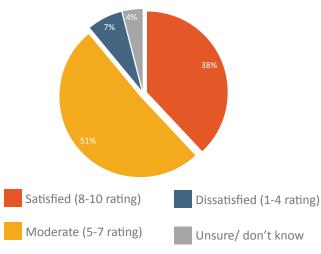


### WAITAKI DISTRICT COUNCIL | OVERALL SATISFACTION

### **QUALITY OF INFORMATION**



### **QUANTITY OF INFORMATION**



### **USAGE AND IMPROVEMENTS**



35%

25% - Halls need upgrading

23% - More advertising/increase awareness of halls

19% - Heating needs improving



37% - Upgrades to the facilities at the pool

27% - Pool needs upgrading

19% - Pool needs to be bigger



80%

33% - More facilities needed at the park

22% - Playgrounds need improving

14% - Need to cater to more age groups



52%

24% - More books/ variety of books

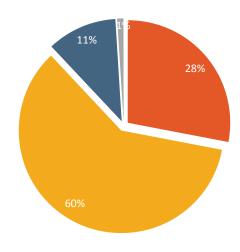
17% - Library needs to be bigger

16% - Newer books needed

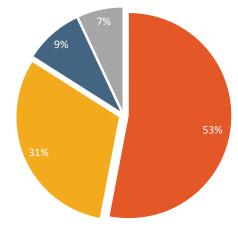
### SATISFACTION VS. IMPROVEMENT **NEEDS MOST ATTENTION** 40% **NEEDS SOME ATTENTION** 35% 30% 25% SATISFACTION 909 90% 65% 70% 75% 85% 95% 100% 15% 10% 5% **NEEDS ATTENTION, BUT** 0% WELL SERVICED BY COUNCIL **NOT IMPORTANT IMPROVEMENT**

### **QUEENSTOWN LAKES DISTRICT COUNCIL | OVERALL SATISFACTION**

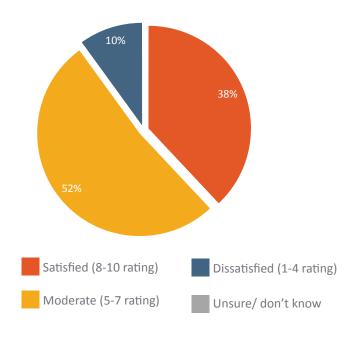
# OVERALL COUNCIL



### OVERALL FACILITIES



# **POVERALL INFORMATION**



### SUMMARY OF RESULTS

Overall satisfaction with QLDC is high, with 88% of residents satisfied (28%) or moderately satisfied (60%) with Council overall. This is above the regional average of 85%.

Satisfaction with facilities is also high, with 84% of residents satisfied (53%) or moderately satisfied (31%) with the facilities QLDC offer, which is also above the regional average of 81%.

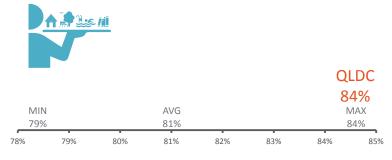
Overall satisfaction with information is below the regional average of 92%, with 90% of QLDC residents indicating they are satisfied (38%) or moderately satisfied (52%) with the information they receive from Council.

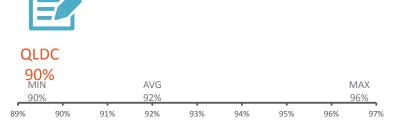
Swimming pools appear to be the facility needing the most attention from QLDC. Specific improvements pertain to upgrading the pool, making the pool bigger and upgrading the facilities within the pool.

### **BENCHMARKING**



							QLDC			
M	IN			AVG			88	0/_	MAX	
82	%			85%			00	/0	89%	
		-			-				_	
81%	82%	83%	84%	85%	86%	87%	88%	89%	90%	

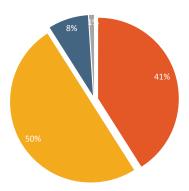




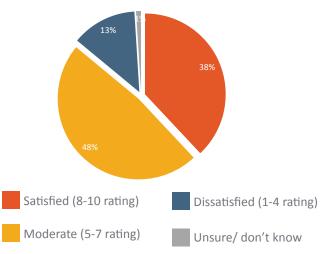
OLDC

### **QUEENSTOWN LAKES DISTRICT COUNCIL | OVERALL SATISFACTION**

### **QUALITY OF INFORMATION**



### **QUANTITY OF INFORMATION**



### **USAGE AND IMPROVEMENTS**



42%

41% - Halls need upgrading 24% - Halls needs modernising 10% - More parking needed



29% - Pool needs upgarding 25% - Pool needs to be bigger

19% - Upgrades to the facilities at the pool



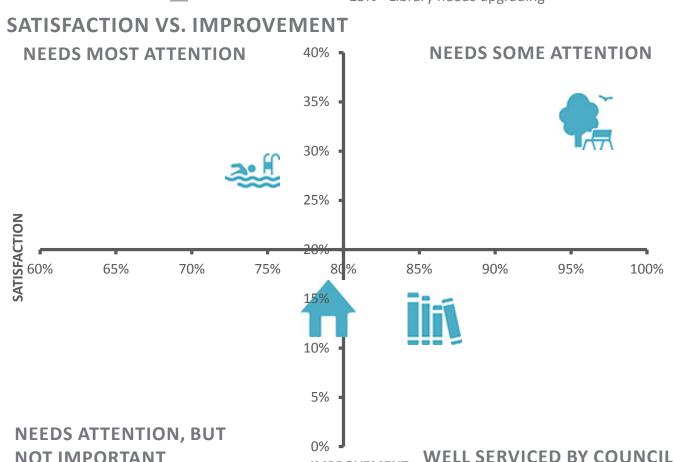
91%

48% - More facilities needed at the park 19% - Cleanliness of park needs improving 12% - Need to cater to more age groups



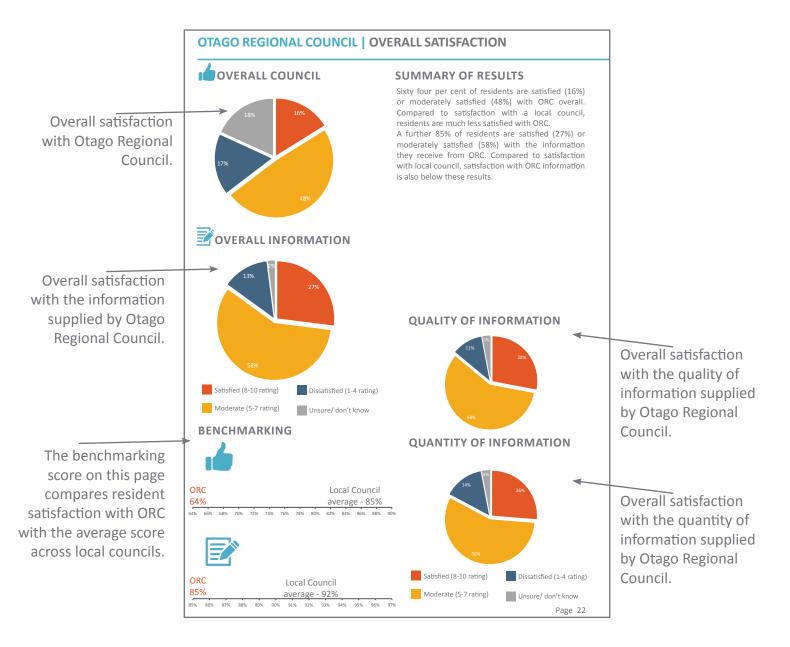
52%

37% - Library needs to be bigger 26% - Library needs to be modernised 13% - Library needs upgrading



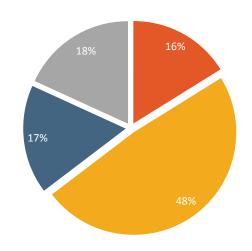
**IMPROVEMENT** 

# **REGIONAL COUNCIL RESULTS**



### **OTAGO REGIONAL COUNCIL | OVERALL SATISFACTION**

### OVERALL COUNCIL

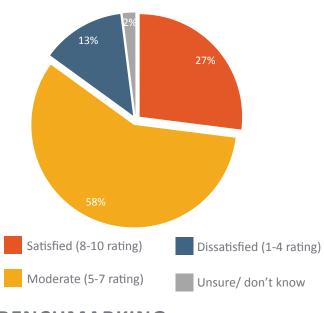


#### SUMMARY OF RESULTS

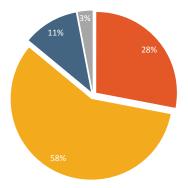
Sixty four per cent of residents are satisfied (16%) or moderately satisfied (48%) with ORC overall. Compared to satisfaction with a local council, residents are much less satisfied with ORC.

A further 85% of residents are satisfied (27%) or moderately satisfied (58%) with the information they receive from ORC. Compared to satisfaction with local council, satisfaction with ORC information is also below these results.

# **TOVERALL INFORMATION**

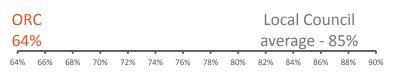


### QUALITY OF INFORMATION

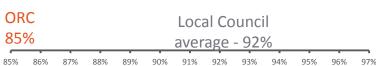


### BENCHMARKING









### **QUANTITY OF INFORMATION**

