



Market Research Report for:

**Annual Survey of Residents
May 2005**

Part II

Tables

Prepared for:

Christchurch City Council

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1. Introduction

1.1 Overview

Each year the Christchurch City Council surveys the residents of Christchurch. This Annual Survey of Residents was conducted by Statistics New Zealand from 1991 to 1997, and by the National Research Bureau Ltd from 1998 to 2004. In 2005 Opinions Market Research Ltd became the provider of the Annual Survey of Residents. This report outlines the results from the 2005 Survey.

1.2 Survey Objective

The objective of the 2005 survey was to:

Provide statistically reliable measures of the views of Christchurch residents on a range of services and facilities provided by Christchurch City Council.

The 2005 Annual Survey of Residents was designed to produce measures (i.e., statistical indicators) of the Council's performance, as set down for specified service delivery areas. These statistical indicators will assist the Council's decision making, policy formulation, and resource allocation processes.

1.3 Scope and Coverage

The population for the 2005 Annual Survey of Residents was a representative sample of Christchurch residents aged 18 years and over, and have resided in households with access to a telephone. This last criterion indicates that a telephone survey methodology adopted in 2005. This is significant because previous surveys used a face-to-face, door-to-door, research design. This change in methodology means the data from the 2005 Annual Survey of Residents is not directly comparable with the data collected in previous surveys.

1.4 Methodology

The methodology for the 2005 Annual Survey of Residents is described in detail in the companion report, *Annual Survey of Residents 2005 Part I: Methodology and Questionnaire* (prepared for the Christchurch City Council by Opinions Market Research Ltd, Christchurch, May 2005).

1.5 Reporting format

The data has been provided in table format as specified by the tender document. 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. Leisure, Sport and Recreation

2.1 Satisfaction with access to leisure and recreation opportunities

Respondents were asked how satisfied they were with access to leisure and recreation opportunities, for example, beaches, clubs, sports, cafes, galleries and other leisure activities.

	2005
Base: Total Sample	750
	%
very satisfied	63
quite satisfied	32
neither/ nor	3
quite dissatisfied	1
very dissatisfied	*
don't know	*

* less than 1%

2.2 Whether a Member of a Sports Club or Organisation

	2005
Base: Total Sample	750
	%
yes, a member	33
no, not a member	67

2.3 Frequency of Participation in Physical Activity Run by a Club or Organisation

Respondents were asked how many times they had taken part in, or trained for, any physically active sport or game or lesson run by a club or organisation in the last 12 months.

	2005
Base: Total Sample	750
	%
five or more times	31
three or four times	3
once or twice	7
not at all	59
don't know	*

* less than 1%

2.4 Participation in Sport or Physical Activity in the last four weeks

	2005
Base: Total Sample	750
	%
yes, participated	88
no, did not participate	12

2.5 Sports Activities Participated in the last four weeks

Respondents were asked by means of an open-ended question, which exercise they had done in the past four weeks. All sports are listed below.

Base: Those who have done exercise in last 4 weeks	2005	
	662	662
	number	%
Gym sports		
exercising at the gym	87	13
aerobics/ pilates/ yoga/ tai chi	27	4
dancing	15	2
exercising at home	8	1
Water Sports		
swimming	68	10
yachting/ kayaking/ rowing	11	2
surfing/ waterskiing	10	2
aqua-aerobics	4	1
Team Sports		
golf	27	4
cricket	23	3
touch rugby	20	3
tennis	19	3
bowls/ ten pin bowling	16	2
soccer	14	2
rugby	11	2
squash	9	1
basketball	7	1
netball	7	1
badminton	6	1
volleyball	5	1
boxing/ martial arts	4	1
hockey	4	1
softball	4	1

Sports Activities Participated in the last four weeks (cont.)

	2005	
Base: Those who have done exercise in last 4 weeks	662	662
	number	%
Individual Sports		
walking	376	57
cycling	112	17
running/ jogging	75	11
tramping	18	3
triathlon	4	1
Other Exercise		
gardening	62	9
work related exercise/ housework	26	4
playing with children	11	2
fishing	6	1
other	18	3
don't know/ no answer	3	*

* less than 1%

2.6 Council Swimming Pools Attended in the Last 12 Months

A list of Council swimming pools was read out to respondents and they were asked which they had been to in the last 12 months either to swim, watch or use any of the other facilities at the pool.

	2005	
Base: Total Sample	750	750
	number	%
QEII Pools	298	40
Pioneer Leisure Centre	155	21
Jellie Park Aqualand	136	18
Centennial Leisure Centre	105	14
Waltham Lido Pool	46	6
Halswell Aquatic Centre	35	5
Sockburn Pool	30	4
Wharenui Pool	20	3
Edgeware Pool	17	2
Woolston Pool	3	*
Belfast Pool	1	*
Papanui Pool	1	*
other	25	3
can't remember	3	*
none	287	38

* less than 1%

2.7 Council Stadiums Attended in Last 12 Months

A list of Council stadiums was read out to respondents and they were asked which they had been to in the last 12 months, either to watch or take part in any sport, performance or event.

	2005	
Base: Total Sample	750	750
	number	%
Jade Stadium	269	36
Westpac Trust Sport and Entertainment Complex	217	29
QEII stadium	165	22
Pioneer Leisure Stadium	134	18
Cowles Stadium	37	5
Porritt Park	37	5
English Park	26	3
Cuthberts Green Softball Complex	22	3
Denton Oval	13	2
other	24	3
can't remember	3	*
none	268	36

* less than 1%

2.8 Frequency of Attending a Performance or Event at the Town Hall

Respondents were asked how many times they had attended a performance or event at the Town Hall in the last 12 months.

	2005
Base: Total Sample	750
	%
five or more times	5
three or four times	6
once or twice	34
not at all	55
don't know	*

* less than 1%

2.9 Frequency of Attending a Performance or Event at the Westpac Trust Centre

Respondents were asked how many times they had attended a performance or event at the Westpac Trust Centre in the last 12 months.

	2005
Base: Total Sample	750
	%
five or more times	2
three or four times	2
once or twice	34
not at all	61
don't know	1

2.10 Frequency of Visiting Christchurch Art Gallery

Respondents were asked how many times they had visited the Christchurch Art Gallery in the past twelve months.

	2005
Base: Total Sample	750
	%
not at all	53
one or two times	33
three or four times	9
five or more times	5
don't know	*

* less than 1%

2.11 Frequency of Visiting the Botanic Gardens

Respondents were asked how often they had visited the Botanic Gardens in the last 12 months.

	2005
Base: Total Sample	750
	%
five or more times	28
three or four times	17
once or twice	31
not at all	25

2.12 Attendance of the Following Events in the Past 12 Months

A list of events and festivals that had taken place in Christchurch were read out to respondents, and they were asked which they had attended in the last 12 months.

	2005
Base: Total Sample	750
	%
World Buskers Festival	50
Other Summertimes festivals and events	32
Showtime Canterbury	30
Classical Sparks	26
Coca Cola Christmas in the Park	23
Festival of Flowers and Romance	21
attended none	27

2.13 Agreement with the Statement 'Events and Festivals contribute to the enjoyment of living in Christchurch'

Respondents were asked by means of a five point scale, whether they agreed or disagreed with the above statement.

	2005
Base: Total Sample	750
	%
agree strongly	74
agree slightly	21
neither agree nor disagree	3
disagree slightly	1
disagree strongly	*
don't know	*

* less than 1%

2.14 Satisfaction with the City's Parks

Respondents were asked to rate (by means of a five point scale) how satisfied or dissatisfied they were, that the range of parks provided by the Council suitable for a wide number of uses, could be used for the following:

	Year	Base: Total Sample	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
sport run by a club or organisation	2005	750	%	5	-	2	8	41	45
for casual games among friends	2005	750	%	2	*	1	3	41	53
for picnics	2005	750	%	1	*	2	4	42	51
for enjoying flowers	2005	750	%	2	1	4	10	43	40
for exercising dogs	2005	750	%	11	4	9	15	33	29
for quiet enjoyment	2005	750	%	2	1	2	4	45	46
for children's play	2005	750	%	2	1	1	4	39	53
for families wanting to enjoy themselves together	2005	750	%	1	*	1	3	40	54
for walking and jogging	2005	750	%	1	-	1	3	39	56
for cycling	2005	750	%	5	2	8	11	37	38

Satisfaction with the City's Parks (cont.)

	Year	Base: Total Sample	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
for enjoying natural areas and native plants and wildlife	2005	750	%	2	1	5	7	41	43
enjoyment of the park without dogs	2005	750	%	2	1	8	14	38	37
satisfaction that the city's parks and open spaces are well looked after	2005	750	%	1	*	3	3	43	48

* less than 1%

2.15 Frequency of Taking Children to a Council Playground in Past 12 months

Those with children under ten were asked how often they had taken their children to a Council playground

	2005
Base: Those with Children under 10	199
	%
five or more times	84
three or four times	6
once or twice	5
not at all	5
don't know	1

2.16 Perceptions of the Overall Safety of Parks in Christchurch

Respondents were asked to rate the overall safety of using the parks in Christchurch during the daytime.

	2005
Base: Total Sample	750
	%
very safe	43
quite safe	48
neither safe/ nor unsafe	4
quite unsafe	3
very unsafe	*
don't know	1

* less than 1%

3. Christchurch City Parking and Traffic

3.1 Frequency of Visiting Central City for Purposes other than Work

Respondents were asked how often they had visited the Central City for purposes other than work in the past 12 months.

	2005
Base: Total Sample	750
	%
haven't visited other than for work	10
once a week or more	32
once a month or more	28
once every three months	17
less often than that	14

3.2 Incidence of Attempting to Find a Parking Space in the Central City

Those respondents who had visited the central city for purposes other than work, were asked whether they had tried to find a parking space, either on the street or in a parking building.

	2005
Base: Those who Visited Central City other than for Work	675
	%
Tried to find a parking space	83
Did not try to find a parking space	17

3.3 Satisfaction with the Availability and Convenience of Parking Spaces

Those respondents who tried to find a parking space were asked by means of a five-point scale, whether they were satisfied or dissatisfied with the availability and convenience of parking spaces, either on or off the street.

	2005
Base: Respondents who Tried to Find a Parking Space	563
	<i>%</i>
very satisfied	20
quite satisfied	47
neither satisfied nor dissatisfied	9
quite dissatisfied	16
very dissatisfied	7
don't know	1

3.4 Satisfaction that the Traffic in Christchurch Moves Smoothly and Safely

Respondents were asked by means of a five point scale, whether they were satisfied or dissatisfied that the traffic in Christchurch moves smoothly and safely.

	2005
Base: Total Sample	750
	<i>%</i>
very satisfied	9
quite satisfied	47
neither satisfied nor dissatisfied	15
quite dissatisfied	22
very dissatisfied	7
don't know	*

* less than 1%

4. City Council Services

4.1 Rating of Value for Money for Council Services/ Facilities

Respondents were informed that the average rates paid on a property in Christchurch was \$1060. They were then read out a selection of amenities provided by the Council and the proportion of rates paid towards each amenity (amount in brackets). They were then asked what value for money Christchurch as a whole gets from the rates paid on each amenity.

	Year	Base: Total	%	DK	very poor value	quite poor value	neither/ nor	quite good value	very good value
(\$34) Making sure the traffic moves smoothly and safely	2005	750	%	2	6	19	14	46	13
(\$123) Looking after roads and footpaths	2005	750	%	1	5	19	12	48	15
(\$134) Sewage disposal	2005	750	%	3	1	4	9	50	33
(\$29) Swimming pools	2005	750	%	5	2	10	11	46	25
(\$21) Promoting and supporting sport and recreation	2005	750	%	2	3	11	12	47	25
(\$12) Stadiums and sporting facilities	2005	750	%	3	3	11	11	47	25
(\$37) Regulating activities and investigating nuisances	2005	750	%	4	5	16	18	45	12
(\$39) Landscaping the city's streets	2005	750	%	1	4	13	10	45	26
(\$93) Parks and playing fields	2005	750	%	2	1	6	7	48	36
(\$36) Overall city & environmental planning	2005	750	%	3	5	15	14	47	17

4.2 Satisfaction with the Spring and Summer Floral Displays and Street Landscapes around Christchurch

Respondents were asked to rate by means of a five point scale, how satisfied or dissatisfied they were with:

	Year	Base:	%	DK	very	quite	neither/	quite	very
		Total			dissatisfied	dissatisfied	nor	satisfied	satisfied
...the spring and summer floral displays and plantings around Christchurch	2005	750	%	3	*	2	6	33	57
...the maintenance of the street landscapes in Christchurch	2005	750	%	1	2	11	9	43	35

* less than 1%

4.3 Impressions of How Well Christchurch's Waterways and Wetlands are Looked After

Respondents were asked how well they thought Christchurch's waterways and wetlands were looked after.

	2005
Base: Total Sample	750
	<i>%</i>
very well looked after	29
quite well looked after	44
neither well/ nor poorly looked after	9
quite poorly looked after	6
very poorly looked after	1
don't know	10

4.4 Satisfaction with the City's Water Supply

Respondents were asked to rate the city's water supply by means of a five point satisfaction scale on the attributes quality and taste, appearance, pressure and reliability of the supply. The question was asked of all those on the city's water supply.

	Year	Base: those on city's water supply	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
quality and taste	2005	740	%	-	*	3	1	20	75
appearance	2005	740	%	-	1	4	2	24	69
pressure and flow	2005	740	%	*	2	5	3	22	68
reliability of the supply	2005	740	%	-	*	*	*	20	79

* less than 1%

4.5 Impressions of Value for Money of Council Rubbish Bags

Respondents were informed that the price of a Council black rubbish bag was \$1.00 and for that price, the bag was supplied, collected when full, and disposed of in the landfill. At \$1.00 per bag, they were asked to rate whether this was good or poor value for money.

	2005
Base: Total Sample	750
	%
very good	18
quite good	41
neither good nor poor	7
quite poor	18
very poor	15
don't know	1

4.6 Opinion of the Green Crate Recycling Collection Service

Respondents were asked to rate their overall opinion of the green crate recycling collection service.

	2005
Base: Total Sample	750
	%
very good	68
quite good	26
neither good nor poor	2
quite poor	2
very poor	1
don't know	1

5. Council Consultation and Community Involvement

5.1 Satisfaction with Aspects to do with Christchurch and Christchurch City Council

Respondents were asked to rate by means of a five point scale, how satisfied or dissatisfied they were with:

	Year	Base: Total	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
...Christchurch overall as a place to live, work and to spend spare time in	2005	750	%	1	*	1	2	25	72
...the way Christchurch looks and feels	2005	750	%	*	1	2	4	34	60
...the way the Council involves the public in the decisions it makes	2005	750	%	4	8	19	21	33	14

* less than 1%

5.2 Agreement that the Central City is a Lively and Happening Place

Respondents were asked to agree or disagree that the Central City is a lively and happening place.

	2005
Base: Total Sample	750
	<i>%</i>
agree strongly	28
agree slightly	38
neither agree nor/ disagree	12
disagree slightly	13
disagree strongly	6
don't know	4

5.3 Agreement with Statements Regarding the Community

Respondents were asked to agree or disagree with the following statements about the community, by means of a five point scale.

	Year	Base: Total	%	DK	disagree strongly	disagree slightly	neither/ nor	agree slightly	agree strongly
It is important to feel a sense of community with people in my local neighbourhood	2005	750	%	*	1	5	5	30	59
I feel a sense of community with others in my local neighbourhood i.e. share interests and concerns with them	2005	750	%	1	7	18	9	32	33

* less than 1%

6. Residential Building Alterations

6.1 Awareness of Residential Building Alterations

Respondents were asked whether they were aware of any residential building alterations, extensions, or new developments, including new sub divisions that had been completed in their area in the past 12 months.

	2005
Base: Total Sample	750
	%
yes, aware of building alterations	48
no, not aware of building alterations	51
don't know	1

6.2 Impact of Building Alterations on Residential Area

Those aware of building alterations, extensions or new developments were asked to rate the impact of new developments on their area, by means of a five point scale.

	2005
Base: Those Aware of Building Alterations	361
	%
much better	29
slightly better	33
no different	17
slightly worse	14
much worse	6
don't know	*

* less than 1%

7. City Council Libraries

7.1 Frequency of Visiting

Respondents were asked how often they had visited any of the Christchurch City Council libraries in the past 12 months.

	2005
Base: Total Sample	750
	%
five or more times	49
three or four times	10
once or twice	15
not at all	25

7.2 Satisfaction with Services Provided

Those that had attended a library in the last 12 months were asked to rate how satisfied or dissatisfied they were with the following aspects to do with their Council library.

	Year	Base: attended library in last 12 mths	%	DK	very dissatisfied	quite dissatisfied	neither/ nor	quite satisfied	very satisfied
with the range of books at the library	2005	559	%	1	1	4	3	33	59
with length of wait to get books/ other items issued	2005	559	%	4	*	1	3	29	63
helpfulness of staff	2005	559	%	2	-	1	2	21	75
ease of getting information wanted	2005	559	%	4	*	1	3	26	66
length of time taken to get information	2005	559	%	4	*	1	3	30	62
amount of help received in finding information	2005	559	%	6	*	1	5	23	65

* less than 1%

7.3 Overall Satisfaction with the Council Libraries Visited

Those that had attended a library in the last 12 months were asked how satisfied or dissatisfied they were with the libraries they had visited in terms of places to read, study, relax or do other activities.

	2005
Base: Attended a library in last 12 mths	559
	%
very satisfied	61
quite satisfied	28
neither satisfied/ nor dissatisfied	6
quite dissatisfied	3
very dissatisfied	1
don't know	1

7.4 Incidence of Reserving a Book

Respondents that had attended a library were asked whether in the last 12 months, they had requested a book to be reserved for them, or requested the library obtain a book from another library.

	2005
Base: Attended a library in last 12 mths	559
	%
yes, reserved book	46
no, did not reserve book	54

7.5 Satisfaction with the Time Taken for Requested Book to Arrive

Those that had reserved a book were asked how satisfied or dissatisfied they were with the time it took to arrive.

	2005
Base: Those that Reserved a Book	257
	%
very satisfied	64
quite satisfied	28
neither satisfied/ nor dissatisfied	4
quite dissatisfied	3
very dissatisfied	1

8. Visitor Attractions in Christchurch

Respondents were asked to state three places they would take visitors, to show Christchurch at its best.

	2005
Base: Total Sample	750
	%
Botanic Gardens	59
Port Hills	42
Arts Centre	32
Sumner Beach	23
Christchurch Art Gallery	20
City Centre	17
Cathedral/ Cathedral Square	16
Christchurch Gondola	16
Brighton Beach/ Pier/ Shops	15
Canterbury Museum	9
Hagley Park	6
International Antarctic Centre	5
Jade Stadium/ sports facilities/ golf courses	5
Lyttelton	5
Tram	5
Nightlife/ the Strip	4
Rivers	4
The Malls	3
Casino	2
Mona Vale	2
Orana Wildlife Park	2
Taylor's Mistake	2
Willowbank Wildlife Reserve	2
Bus ride/ drive around	1
Ferrymead Historic Park	1
Halswell Quarry	1

Visitor Attractions in Christchurch (cont.)

	2005
Base: Total Sample	750
	%
The Groynes	1
QEII	1
Southern Encounter Aquarium	1
Canterbury University	1
Airforce World	*
Riccarton House/ Bush	*
Travis Wetlands	*
other	3
don't know	*

* less than 1%

9. Civil Defence

Respondents were asked the location of information on what to do in a civil defence emergency.

	2005
Base: Total Sample	750
	%
back of the yellow pages	25
front of the yellow pages	15
yellow pages (unspecified)	6
front of the white pages/ phone book	20
back of the white pages/ phone book	18
phone book (unspecified)	7
fridge magnet	3
pamphlet/ leaflet	2
blue pages	1
radio	1
Council offices/ Service Centre	*
other	6
don't know	7

* less than 1%