



Market Research Report for:

**Biannual Survey of Residents
March 2007**

Part II

Tables

Prepared for:

Christchurch City Council

**OPINIONS MARKET RESEARCH LTD
LEVEL ONE, 162 – 164 LICHFIELD ST, CHRISTCHURCH TEL (03) 374 9794 FAX (03) 374
9730**

Table of Contents

	Page No:
1. Introduction	3
1.1 Overview	3
1.2 Survey Objective	3
1.3 Scope and Coverage	3
1.4 Methodology	4
1.5 Reporting format	4
1.6 Summary: Overview of Satisfaction with Council Services	5
2. Recreation and Leisure	8
2.1 Use of Council Leisure Facilities	8
2.2 Satisfaction with Council Leisure Facilities	8
2.3 Awareness of Council Support	9
2.4 Satisfaction with Events and Festivals	9
3. Cultural and Learning Services	10
3.1 Incidence of Visiting Art Galleries and Libraries	10
3.2 Satisfaction with Art Galleries and Libraries	10
4. City Development	11
4.1 Satisfaction with the Protection and Conservation of the City's Heritage	11
4.2 Satisfaction with Council Activities with regard to the Central City	11
5. Community Support	12
5.1 Awareness of Community Support Provided by the Council	12
6 Parks and Open Spaces	13
6.1 Incidence of visiting Christchurch Parks	13
6.2 Satisfaction with Christchurch Parks	13
6.3 Satisfaction with the Maintenance of Christchurch's Rivers, Streams and Waterways and Stormwater removal	14
7. Water Supply	15
7.1 Satisfaction with Water Pressure and Taste	15
7.2 Water Use	15
8. Refuse Minimisation and Disposal	17
8.1 Satisfaction with the rubbish Collection Service	17
8.2 Recycling	17
9. Economic Development	19
10. Regulatory Services	20
11. Streets and Transport	21
12. Overall Satisfaction with Council Services	22
13. Things Done Well and Opportunities for Improvement	23

1. Introduction

1.1 Overview

Each year the Christchurch City Council surveys the residents of Christchurch. The 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 and 2006 Opinions Market Research Ltd became the provider of the Annual Survey of Residents. In 2007 the survey format and questionnaire content was revised to form the Biannual Survey of Residents. This report outlines the results from the 2007 Survey.

1.2 Survey Objective

The objective of the 2007 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 move to a Biannual format would address the need for more frequent surveying to better enable the Council to track and respond to emerging issues in the community. It would also allow for better coordination of the measurement of resident perceptions of the Council's performance, as well as track the city's progress toward achieving its community outcomes.

1.3 Scope and Coverage

The population for the 2007 Biannual Survey of Residents was a representative sample of Christchurch residents aged 15 years and over, in households with access to a telephone. This last criterion indicates that a telephone survey methodology was adopted in 2005, and continued in 2006 and 2007.

Since the methodology in surveys prior to this was a face to face methodology, comparisons cannot be made with surveys prior to 2005.

1.4 Methodology

The methodology for the 2007 Annual Survey of Residents is described in detail in the companion report, *Biannual Survey of Residents 2007 Part I: Methodology and Questionnaire* (prepared for the Christchurch City Council by Opinions Market Research Ltd, Christchurch, March 2007).

1.5 Reporting format

The data has been provided in table format as specified by the tender document. Where applicable, comparisons have been provided between the 2005, 2006 and 2007 surveys. However, since the questionnaire in March 2007 was completely revised from the 2005 and 2006 questionnaire, results in only a few cases could be compared. Even so, questions that could have been compared had wording changes, which further compromised direct comparisons with 2005 and 2006.

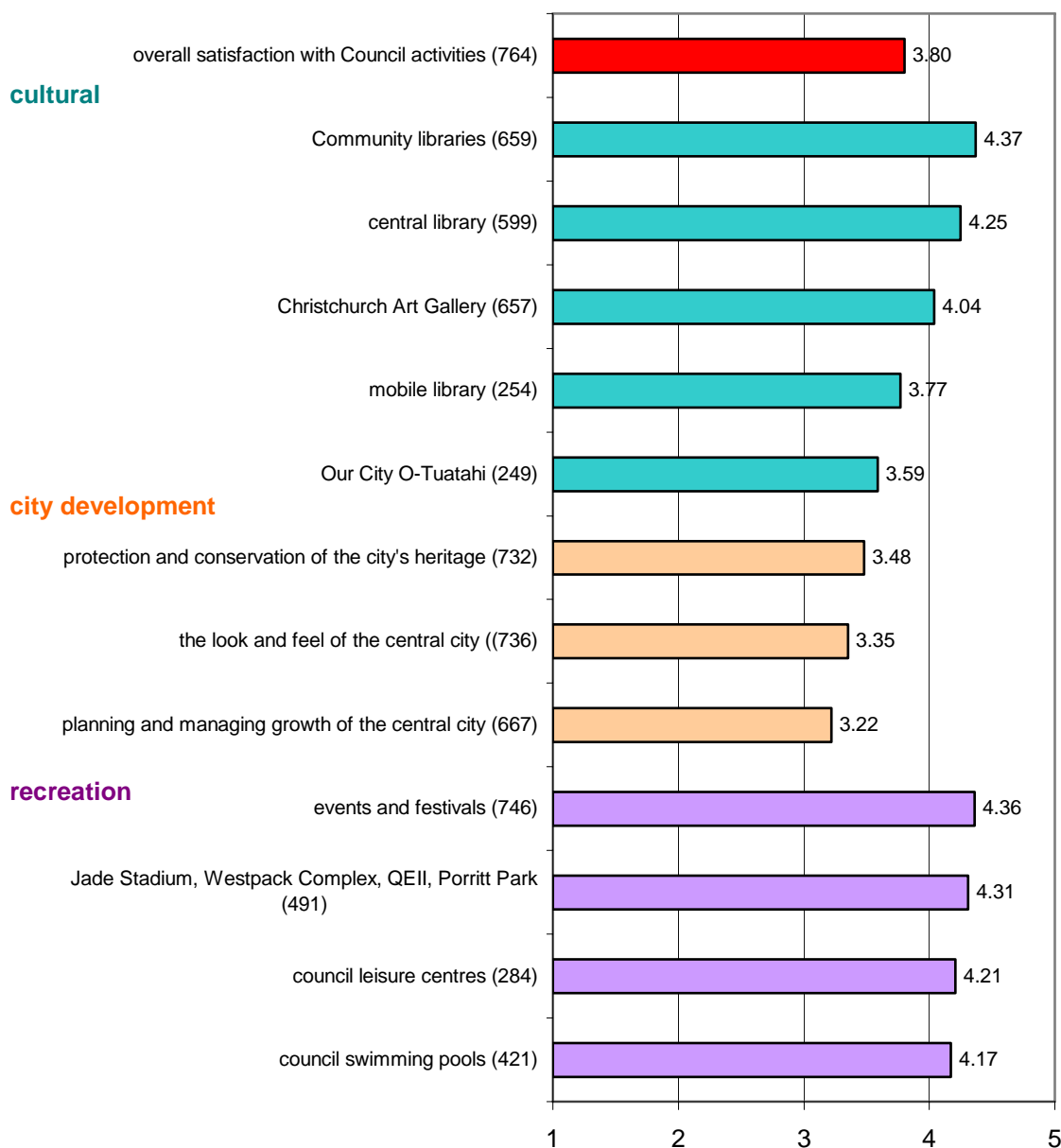
Analysis among the total sample has a margin of error of 3% (at a 90% confidence level) but note any subset of the total sample will have a margin of error higher than this.

1.6 Summary: Overview of Satisfaction with Council Services

The following graph summarises satisfaction with cultural and learning services, city development services and recreation and leisure services provided by the Council.

Overview of Satisfaction with Council Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

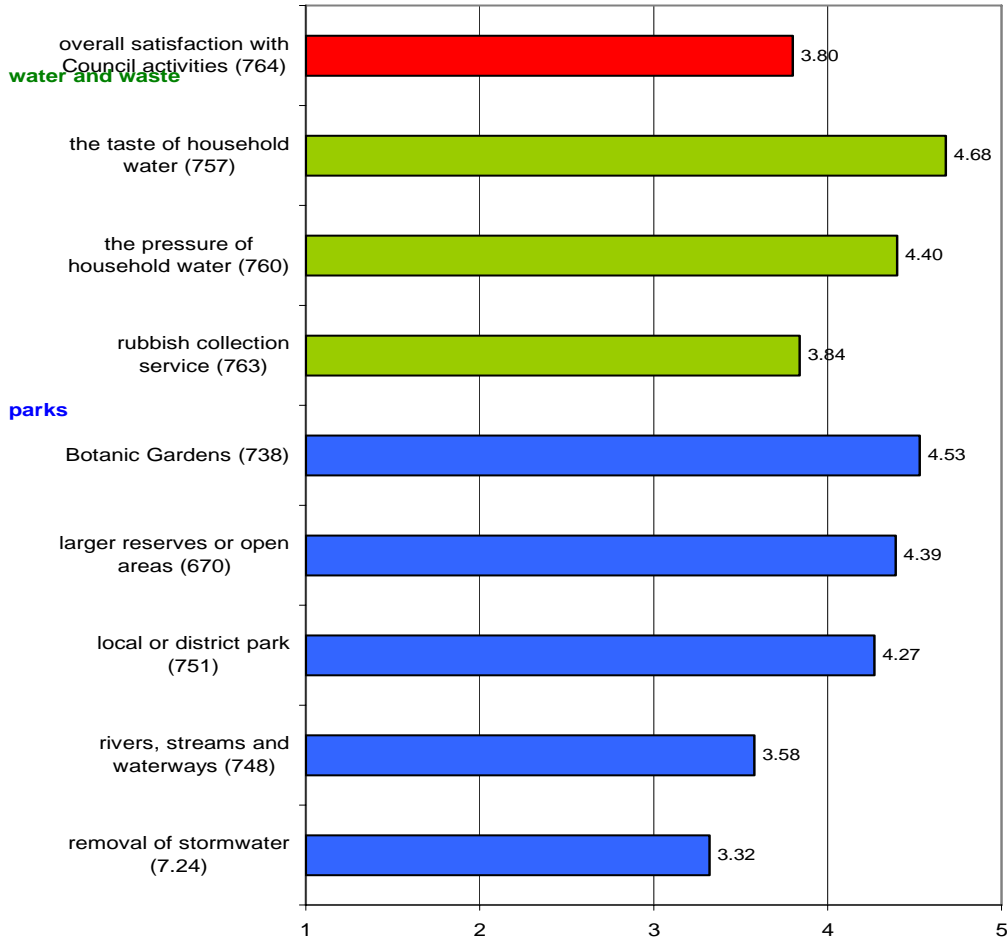


Base: Excludes don't know option: refer to brackets

The following graph summarises satisfaction with water supply, refuse disposal and parks and open spaces services provided by the Council.

Overview of Satisfaction with Council Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied

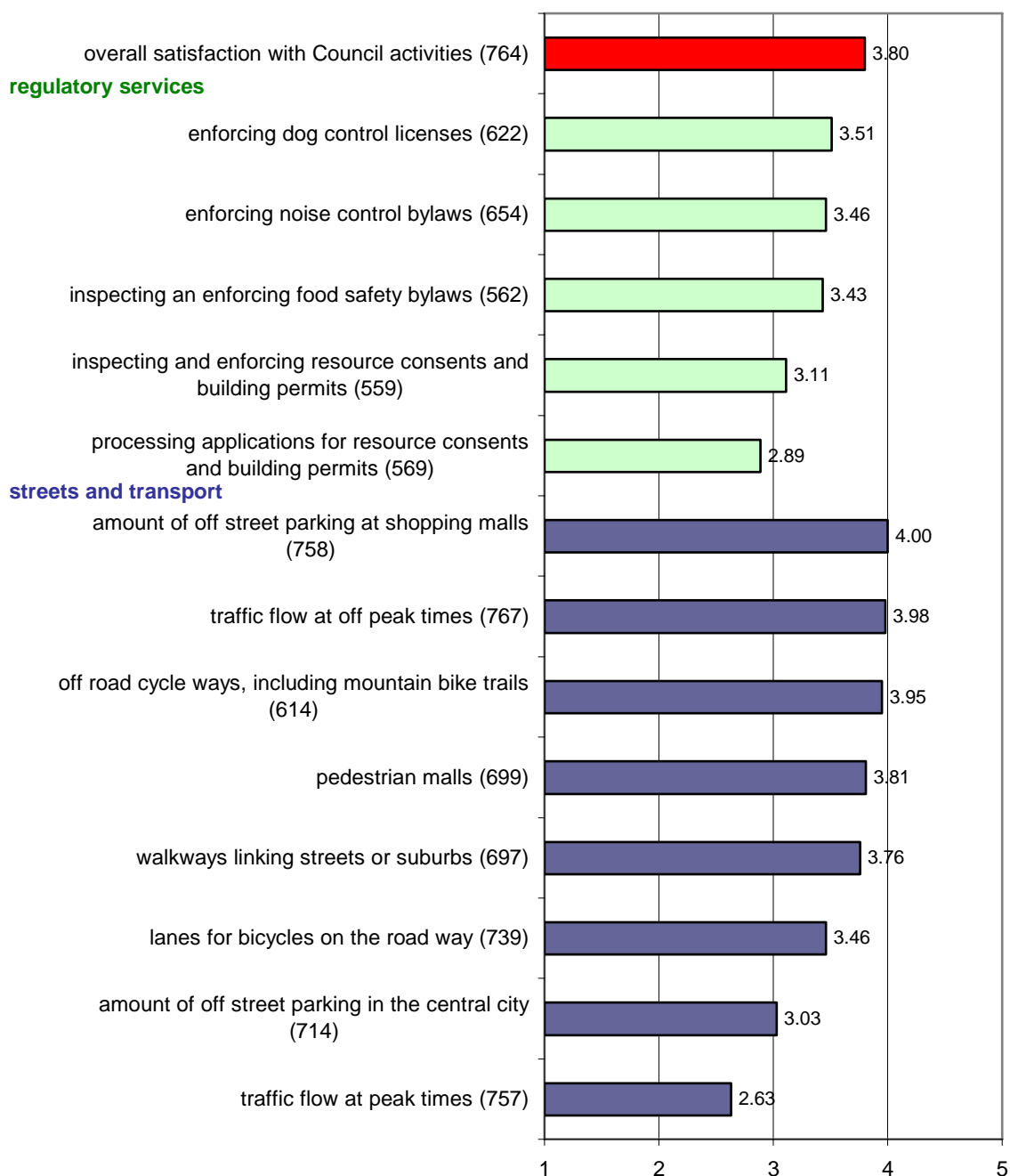


Base: Excludes don't know option: refer to brackets

The following graph summarises satisfaction with regulatory services and streets and transport services provided by the Council.

Overview of Satisfaction with Council Services

Mean Score: 5 = very satisfied, 1 = very dissatisfied



Base: Excludes don't know option: refer to brackets

2. Recreation and Leisure

2.1 Use of Council Leisure Facilities

Respondents were asked which of the following Council facilities they had used in the last 12 months. (Note: this covers the total sample)

	2007
Base: Total Sample	770
	%
A Council swimming pool, either to swim or as a spectator for aquatic activities	55
A Council leisure centre	37
Jade stadium, The Westpac Sport and Entertainment Complex, QEII Stadium (excluding the swimming pool) or Porritt Park	65
None of the above	22

2.2 Satisfaction with Council Leisure Facilities

Respondents were asked to think about all aspects of services provided at the above facilities and state how satisfied or dissatisfied they were with them. (Note: this covers users of the facility)

2007								
	Base: Users of facility		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
A Council swimming pool	421 %		-	1	5	6	49	38
A Council leisure centre	286 %		1	*	4	8	50	37
Jade stadium, The Westpac Complex, QEII Stadium or Porritt Park	497 %		1	1	3	5	47	43

* less than 1%

2.3 Awareness of Council Support

Respondents were asked whether they were aware that the Council:

- provided a range of community recreation programmes, including programmes like 'Learn to Swim', school holiday programmes and local festivals.
- supported a range of events and festivals such as Classical Sparks, World Buskers Festival, Christmas in the Park and local community festivals
- provided support for sports activities, including grants and marketing support for sports organisations, bidding and funding to host international and national sports events, training for volunteers and support for participation programmes.

(Note: this covers the total sample)

% Aware	
	2007
Base: Total Sample	770
	%
Community recreation programmes	85
Support of events and festivals	96
Support for sports activities	60

2.4 Satisfaction with Events and Festivals

Respondents were asked to state how satisfied or dissatisfied they were with the events and festivals the Council supports. (Note: this covers the total sample)

	2007
Base: Total Sample	770
	%
Very satisfied	50
Satisfied	39
Neither/ nor	6
Dissatisfied	2
Very dissatisfied	1
Don't know	3

3. Cultural and Learning Services

3.1 Incidence of Visiting Art Galleries and Libraries

Respondents were asked whether in the past 12 months, they had visited any of the following art galleries or libraries. (Note: this covers the total sample)

Base: Total Sample	2005	2006	2007
	750 %	760 %	770 %
Community libraries	-	-	66
Christchurch Art Gallery	47*	46*	43
The Central Library	-	-	37
Our City O-Tautahi	-	-	9
The Mobile Library	-	-	3
none	-	-	19

* In 2005 and 2006 respondents were asked how many times they had visited the Christchurch Art Gallery and the proportion that had visited at least once, is reflected above.

3.2 Satisfaction with Art Galleries and Libraries

Whether respondents had visited the facility or not, they were asked how satisfied or dissatisfied they were with the following services. (Note: this covers the total sample)

2007								
	Base: Total Sample		DK	Very dis- satisfied	Dis- satisfied	Neither/ nor	Satisfied	Very satisfied
Community libraries	770	%	14	*	1	7	36	41
Christchurch Art Gallery	770	%	15	1	3	13	44	24
The Central Library	770	%	22	*	1	9	37	31
Our City O-Tautahi	770	%	68	*	1	16	11	4
The Mobile Library	770	%	67	-	*	13	15	5

* less than 1%

4. City Development

4.1 Satisfaction with the Protection and Conservation of the City's Heritage

Respondents were read out the following statement 'The Council seeks to protect and conserve the city's heritage, by protecting old buildings or sites from damage or loss.' Respondents were then asked to rate how satisfied or dissatisfied they were that the Council adequately recognised and supported the protection and conservation of the City's heritage. (Note: this covers the total sample)

Results have been compared with 2006.

	2006	2007
Base: Total Sample	760	770
	%	%
very satisfied	17	11
satisfied	51	46
neither satisfied nor dissatisfied	16	19
dissatisfied	10	18
very dissatisfied	2	2
don't know	3	5

4.2 Satisfaction with Council Activities with regard to the Central City

Respondents were read the following statement: 'In the last 12 months, the Council has been undertaking a number of initiatives to revitalize the central city, which are intended to provide encouragement for people to return to the central city to live and to enjoy and spend time in the heart of the city. These include things like the refurbishment of the City Mall and the development of central city lanes such as Litchfield Lane and Poplar Lane.' Respondents were then asked to rate how satisfied or dissatisfied they were with the Council's activities in relation to the central city: (Note: this covers the total sample)

		2007						
	Base: Total Sample	DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied	
Its look and feel	770 %	4	4	22	17	43	10	
Planning and managing of growth	770 %	13	4	20	21	36	5	

5. Community Support

5.1 Awareness of Community Support Provided by the Council

Respondents were asked which of the following types of community support provided by the Council they were aware of. (Note: this covers the total sample)

% Aware	
Base: Total Sample	2007
	770
	%
Community grants	72
Providing and maintaining affordable social housing	68
Early learning centres	65
none	9

6 Parks and Open Spaces

6.1 Incidence of visiting Christchurch Parks

Respondents were asked which of the following parks or reserves they had visited in the past 12 months. (Note: this covers the total sample)

	2005	2006	2007
Base: Total Sample	750	760	770
	%	%	%
A local or district park	-	-	90
The Botanic Gardens	75*	75*	74
Larger reserves eg. Bottle Lake Forest Park or the Port Hills	-	-	69
none	-	-	5

* In 2005 and 2006 respondents were asked how many times they had visited the Botanic Gardens in the past 12 months and the proportion that had visited at least once, is reflected above.

6.2 Satisfaction with Christchurch Parks

Respondents were asked how satisfied or dissatisfied they were with the following parks and reserves. (Note: this covers the total sample)

2007							
	Base: Total Sample	DK	Very dissatisfied	Dissatisfied	Neither / nor	Satisfied	Very satisfied
A local or district park	770 %	2	*	3	5	51	38
The Botanic Gardens	770 %	4	*	1	5	32	58
Larger reserves eg. Bottle Lake Forest Park or the Port Hills	770 %	13	*	1	6	39	41

6.3 Satisfaction with the Maintenance of Christchurch's Rivers, Streams and Waterways and Stormwater removal

Respondents were asked how satisfied or dissatisfied they were with the maintenance of Christchurch's rivers, streams and waterways and their banks as well as the removal of stormwater in the city. (Note: this covers the total sample)

2007								
	Base: Total Sample		DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
Maintenance of rivers, streams, waterways and their banks	770	%	3	3	18	12	47	16
Removal of stormwater	770	%	6	3	24	15	43	9

7. Water Supply

7.1 Satisfaction with Water Pressure and Taste

Respondents were asked how satisfied or dissatisfied they were with the following aspects to do with the city's water supply:

Results have been compared with 2005 and 2006.

	Year	Base:	%	DK	Very dissatisfied	Dissatisfied	Neither/ nor	Satisfied	Very satisfied
taste of the water*	2005	740**	%	-	*	3	1	20	75
	2006	756**	%	*	*	2	1	13	83
	2007	770	%	2	-	2	1	24	72
pressure of the water*	2005	740**	%	*	2	5	3	22	68
	2006	756**	%	*	1	6	3	20	70
	2007	770	%	1	1	4	3	37	54

** In 2005 and 2006 only those on a town water supply were questioned whereas in 2007 the total sample was questioned.

* The wording of the question was slightly different in 2005 and 2006: 'water quality and taste' and 'water pressure and flow' were measured.

7.2 Water Use

The Council has been actively encouraging residents to use less water, especially during summer. Respondents were asked whether they were aware of this. (Note: this covers the total sample)

% Aware	
Base: Total Sample	2007
	770
	%
Awareness of Council's effort to restrict water use	86

Respondents were then asked how effective or ineffective they thought the Council has been in actually encouraging residents to use less water during the summer. (Note: this covers the total sample)

	2007
Base: Total Sample	770
	%
Very effective	2
Effective	26
Neither/ nor	21
Ineffective	37
Very ineffective	8
Don't know	5

8. Refuse Minimisation and Disposal

8.1 Satisfaction with the rubbish Collection Service

Respondents were asked how satisfied or dissatisfied they were with the rubbish collection service provided by Christchurch City Council. (Note: this covers the total sample)

	2007
Base: Total Sample	770
	%
Very satisfied	30
Satisfied	45
Neither/ nor	8
Dissatisfied	13
Very dissatisfied	4
Don't know	1

8.2 Recycling

Respondents were told that the Council was encouraging recycling to reduce the amount of solid waste material taken to the landfill sites. They were then asked whether they were aware of this. (Note: this covers the total sample)

	% Aware
	2007
Base: Total Sample	770
	%
Awareness of the recycling	96

Respondents were then asked how effective or ineffective were the Council's efforts in actually encouraging residents to recycle. (Note: this covers the total sample)

Base: Total Sample	2007
	770
	%
Very effective	21
Effective	48
Neither/ nor	11
Ineffective	17
Very ineffective	2
Don't know	1

9. Economic Development

Respondents were informed the Council was involved in a number of programmes designed to foster economic development in Christchurch city, which included programmes designed to increase the number of visitors to Christchurch and to increase business growth and employment. Respondents were asked whether they were aware of this or not. (Note: this covers the total sample)

% Aware	
	2007
Base: Total Sample	770
	%
Awareness of Council's efforts to foster economic development in Christchurch city	58

10. Regulatory Services

Respondents were informed that the Council bylaws used to regulate activities in the community in relation to new buildings, changes to existing buildings, food safety, dog control and noise control. The Council regulates these activities by issuing consents and licenses, undertaking regular inspections, and enforcing bylaws. Respondents were they asked how satisfied or dissatisfied they were with regard to the following: (Note: this covers the total sample)

2007								
	Base: Total Sample		DK	Very dissatis- fied	Dissatis- fied	Neither/ nor	Satisfied	Very satisfied
Enforcing noise control bylaws	770	%	15	3	14	16	44	8
Enforcing dog control licences	770	%	19	2	11	16	45	6
Inspecting and enforcing food safety bylaws	770	%	27	3	11	16	38	5
Processing applications for resource consents and building permits in a timely manner	770	%	26	7	23	17	24	3
Inspecting and enforcing resource consents and building permits	770	%	27	5	18	18	30	3

11. Streets and Transport

Respondents were asked how satisfied or dissatisfied they were with the following aspects to do with traffic and transport. (Note: this covers the total sample)

2007								
	Base: Total Sample		DK	Very dissatis- fied	Dissatis- fied	Neither/ nor	Satisfied	Very satisfied
The amount of off-street parking at shopping malls	770	%	2	1	6	6	65	20
Traffic flow on the roads at off-peak times	770	%	*	1	6	6	69	18
Off-road cycle ways, including mountain bike trails	770	%	20	1	4	10	46	18
Pedestrian malls such as Cashel Street Mall or High Street Mall	770	%	9	1	8	11	57	13
Lanes for bicycles on the road way	770	%	4	4	19	13	49	11
Walkways linking streets or suburbs eg. Access ways and shortcuts	770	%	9	*	8	16	55	11
The amount of off-street parking in the central city	770	%	7	8	29	12	39	4
Traffic flow on the roads at peak times	770	%	2	15	40	13	28	3

12. Overall Satisfaction with Council Services

Respondents were asked to think about all the dealings they had had with Christchurch City Council, all the things it had done over the last 12 months and all the services and facilities that Christchurch City Council provided. They were then asked how satisfied or dissatisfied they were with the performance of Christchurch City Council in delivering these services over the past 12 months. (Note: this covers the total sample)

	2007
Base: Total Sample	770
	%
Very satisfied	12
Satisfied	67
Neither/ nor	11
Dissatisfied	7
Very dissatisfied	2
Don't know	1

13. Things Done Well and Opportunities for Improvement

Respondents were asked to think about all the services discussed in the survey, and asked to describe in as much detail, the service they felt the council was performing best in delivering. (Detailed comments have been appended.)

Base: Total Sample	2007
	770
	%
Parks and recreation areas	26
General festivals/ events/ concerts	15
Rubbish/ recycling	15
Generally do good work/ good provision of amenities/ clean and tidy city/ good staff	12
Specific festivals e.g. Summertimes festival	11
Libraries	11
Swimming pools	6
Public transport/ buses	5
Leisure centres/ facilities	5
Botanic Gardens	4
Water (supply/ quality)	4
Roads/ street upgrades	3
Activities/ programmes for children	3
Encouraging activity and use of city's resources/ good information and communication	2
Cycle lanes	2
Art gallery	2
Central city improvements	2
Sewerage/ estuary plan	1
Town planning/ building consents	1
Housing	1
Other	10
No answer	13

Respondents were then asked to think about all the services discussed in the survey, and indicate which service they felt was the most important for the Council to improve on over the next 12 months. Respondents were asked to describe in as much detail, what they thought the Council should be doing to improve its performance in this area. Detailed comments have been appended.)

Base: Total Sample	2007 770 %
Road congestion/ traffic control	18
Rubbish collection	14
Recycling collection	10
More, safer cycle lanes	8
Central city (revitalise, tidy up, increase security)	8
Parking (central city and at the hospital)	8
Road conditions/ poor footpaths/ street lighting/ trees	7
Resource Consents/ building permits	7
Gutters/ storm drains/ flooding	7
Development of parks, recreational areas, waterways	7
Public transport/ buses	5
Dirty streets/ untidy in general	4
Swimming pools/ gyms	4
Public relations/ bad communication/ not enough information	4
Town planning (over 60's flats, highrises, subdivisions)	3
Water (quality, supply, fluoridation)	3
Spending	3
Dogs (control, more dog parks, licences)	2
Reduce rates/ high rates	2
Safety/ unwholesome areas (especially central city, bus exchange)	2
Youth noise/ vandalism/ drunkenness	1
Noise control (boy racers, parties, traffic, dogs)	1
Heritage buildings	1
Graffiti	1
Sewerage	1
Boy racers	1
Other	16
No answer	11