



Clutha District Council Resident Satisfaction Survey 2020

Research Report | March 2020





Clutha District Council

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1	Key Messages	4
2	Research Design	8
3	Water & Sewerage	12
4	Roading	19
5	Solid Waste Services	24
6	Community Services	27
7	Requests for Service and Complaints	32
8	Elected Members and Council	36
9	Improvement Areas	44
10	Appendix One: Demographic Profile	47
11	Appendix Two: Social Media Respondents	50

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Key Messages



1.1 Council Services

**96%**satisfied with district **sewage systems****79%**satisfied with **stormwater services****85%**satisfied with the **reliability of the water supply****69%**satisfied with the **taste and clarity** of their **water supply****47%**satisfied with the **maintenance of unsealed roads****77%**satisfied with the **maintenance of sealed roads****64%**satisfied with **footpaths****94%**satisfied with the **wheelie bin service****96%**satisfied with **Mt Cooe landfill**

1.2 Council Facilities

**99%**satisfied with **libraries****98%**satisfied with **service or information centres****90%**satisfied with **community centres** or **community halls****71%**satisfied with **public toilets****95%**satisfied with **district parks** and **reserves****89%**satisfied with **playgrounds****95%**satisfied with **cemeteries****97%**satisfied with **Balclutha Sportsground****90%**satisfied with **Milton Sportsground****92%**satisfied with **Balclutha Pool****95%**satisfied with **Milton Pool**

1.3 Elected Members and Council

**80%**

satisfied with **decision making, planning and leadership** of elected members

**82%**

satisfied with Council's goal to **promote growth**, and **living and working** in the Clutha District

**72%**

satisfied with being able to **have a say in council decision-making and planning**

**86%**

satisfied with the **helpfulness and advice from Council staff**

**78%**

satisfied with the **overall performance** of the Clutha District Council

**63%**

satisfied with **value for money from rates**

**82%**

gave the Council a **positive reputation rating**

**77%**

satisfied with Clutha District Council **overall**

Research Design



2.1 Context

Clutha District Council commissions an annual survey of residents to gather feedback about the services Council offers and how well residents think those services are being provided (either directly by Council or via its contractors).

This survey is one tool that Council uses to gauge whether the projects, programmes or changes it makes alter residents' perceptions about the services. The survey also offers an opportunity to assess how residents feel about the district and the opportunities it provides.

The key service areas tested in the 2020 residents' survey were:

- Water supply, sewerage, storm water
- Roothing
- Waste Services
- Council Services and Facilities
- Requests for Service and Complaints
- Elected Members and Council
- Value for Money and Reputation
- Communications

2.2 Method

The 2020 survey had a dual method approach:

1. The core research was conducted by landline phone, with the option to complete online.
2. An additional online survey was offered to allow wider engagement with residents across the district.

2.2.1 Phone survey with online completion option

The data produced from the phone survey element is the result of random sampling and is therefore free from self-selection bias; it can be considered statistically robust and levels of statistical confidence can be applied to the data.

An online channel for the phone survey was introduced in 2016. The online completion option is important as it helps to minimise non-response error by increasing the response rate. From 2016, those respondents who were unwilling or unable to complete the survey by phone were able to be offered an email containing a link to the online survey.



2.2.2 Standalone online survey

An additional online version of the survey was added in 2018 to enable more inclusive engagement. This gave an option for those with a preference for online completion and for those without landlines or not invited to take part as part of the random telephone sample to participate.

Communications to promote the online survey to a wider audience included:

- Production of graphics and text used jointly by Research First and Clutha District Council. A set of images were produced to appeal to different groups within the population.
- The advert and link to the online survey were placed in the banner section of the Clutha District Council homepage to coincide with the start of the telephone survey, providing both promotion of the online mechanism and verifying the legitimacy of the telephone survey.
- Advert and links were placed and boosted on the Council Facebook page throughout the survey period.
- A campaign targeted to reach residents across the District ran through the Research First Facebook page throughout the survey period.

The survey was visible and created an inclusive approach that enabled greater community engagement than with the telephone survey alone.

However, the online sample is self-selecting and is essentially different from that provided through the telephone approach based on random sampling where respondents are invited to take part. Self-selecting respondents are likely to have characteristics and opinions that are not consistent with the general population. The sample from the online survey should not be viewed as representative of the district's population. A comparison of results provided from the two different samples is provided in appendix two.

The telephone survey provides a sample of 300 respondents that is representative of the district's population. An additional 76 residents chose to give their feedback through the online survey.

In line with previous reports, responses for 6-point scale satisfaction questions have been grouped as follows:

On a scale of 1 to 6, where 6 is very satisfied and 1 is very dissatisfied, how would you rate your stormwater services during the last 12 months?

Very dissatisfied		Dissatisfied	Satisfied	Very satisfied		Don't know / N/A
1	2	3	4	5	6	98

Trend analysis and performance against Key Performance Indicators as outlined in the Long Term Plan 2018-28 have also been included. For these measures the proportion of respondents that stated that they were satisfied (4-6) are shown.

2.3 Sampling

Following a pilot testing phase, data collection took place between the 17th of February and the 1st of March using a randomised database of telephone numbers covering the Clutha District.

To account for general elections (October) and Christmas and New Year, the research period for the 2019 residents' survey was delayed until early 2020. Previously, research was conducted throughout November.

Data collection was randomised within each household to ensure the sample included a range of respondents based on age, location and gender, with a quota system being used to ensure the sample was representative of the population as per Census 2018 statistics.

A full demographic breakdown of the sample is shown in Appendix One.

Overall data is accurate to +/- 5.7% at the 95% confidence level (if 50% of respondents stated they were satisfied with a council facility then we could be 95% sure that between 44.3% and 55.7% of the entire population also feel this way).

Water & Sewerage



3.1 Sewerage

60% of respondents stated that their property was connected to one of the district’s sewage systems. The majority of these respondents lived in urban areas.

96% of residents with properties connected to one of the district’s sewage system stated that they were satisfied with the service:

- ✓ **Performance target met (2019/20 aim: >85%)**
- Performance is in this area of Council services has been consistently high from 2015

Figure 3.1 Satisfaction with district sewage systems

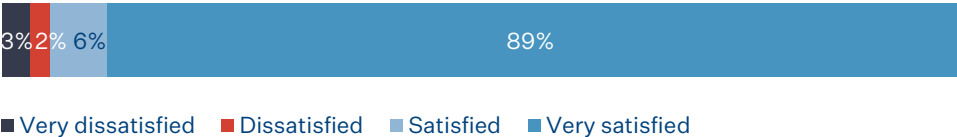
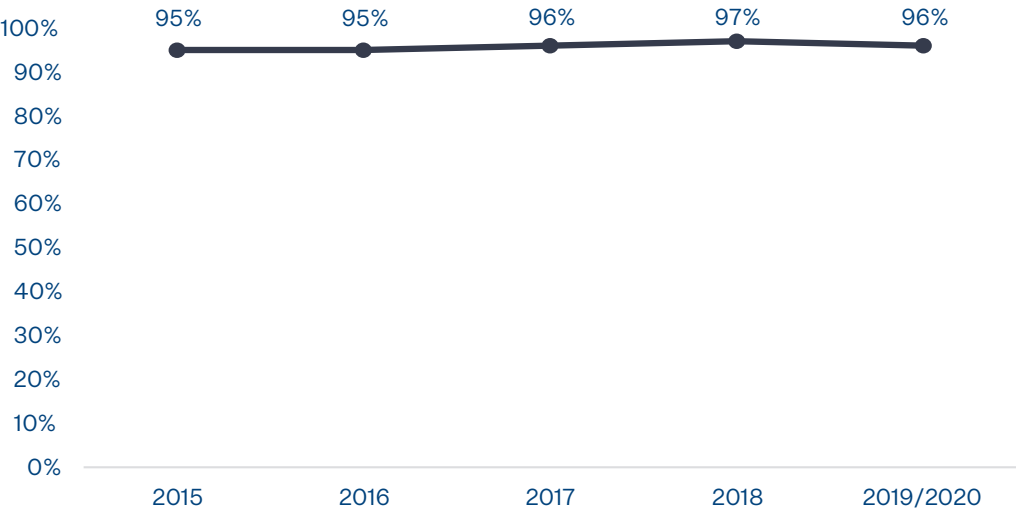


Figure 3.2 Satisfaction with district sewage systems, over time



3.2 Stormwater

Residents with a property connected to the district’s sewage systems were also asked to rate satisfaction with stormwater services.

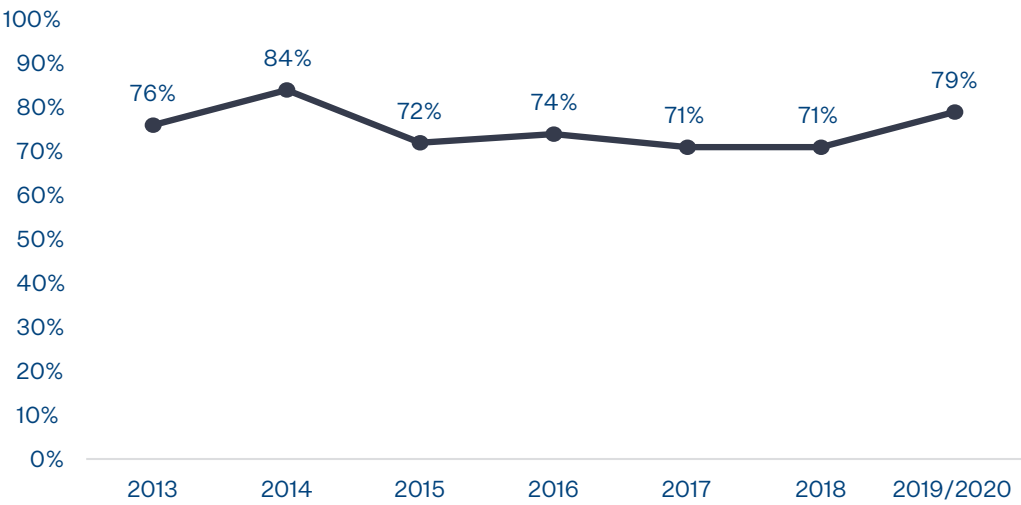
79% of these residents stated that they were satisfied with the service.

- ✓ **Performance target met (2019/20 aim: >75%)**
- Satisfaction has increased slightly compared to 2015-2018.

Figure 3.3 Satisfaction with stormwater services



Figure 3.4 Satisfaction with stormwater services, over time



3.3 Water Supply

Four out of five (81%) residents in the Clutha District were connected to the town water supply or a rural water scheme.

Figure 3.5 Water Supply

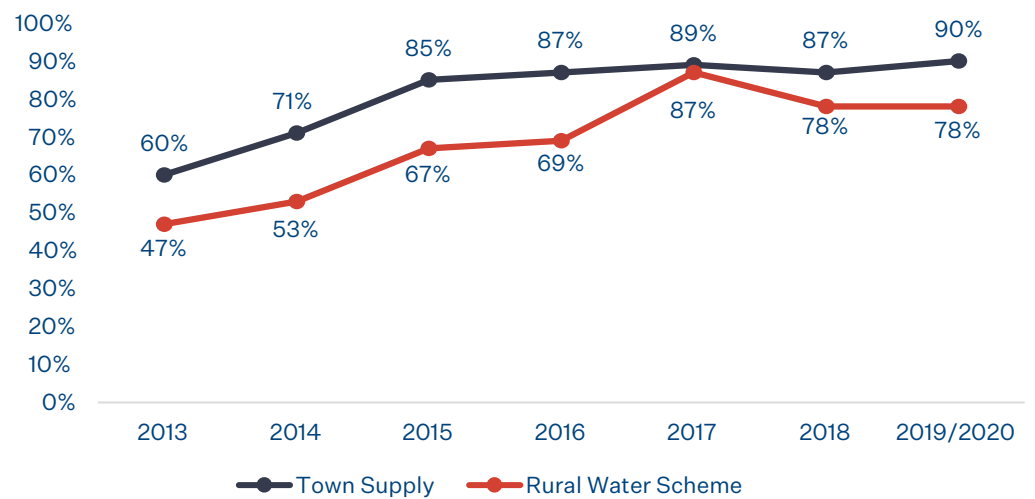
	%	Number of respondents
A town supply	55%	166
Rural water scheme	26%	78
Both a Council town or rural scheme and own supply of water	2%	7
Own supply of water (e.g. roof water or bore source)	14%	41
Other (please specify)	1%	2
Don't know	2%	6
Total	100%	300

Respondents with access to the town water supply or a rural water scheme were asked to rate the reliability, taste and clarity of the supplies.

3.3.1 Reliability

Overall, 85% stated that they were satisfied with the reliability of the water supply in the last 12 months.

- Results show satisfaction with the water scheme (both urban and rural) is stable compared to 2018.
- A high proportion of residents (92%) were satisfied with the reliability of the urban on demand supply.
- ✓ **This meets the 2019/20 performance target for this area of >75%.**
- The sample size of respondents on the urban restricted supply was low (n=19) and results should be treated with caution. However, the findings indicate 79% of residents were satisfied with the reliability of supply.
- ✓ **This meets the 2019/20 performance target for this area of >65%.**

Figure 3.6 Satisfaction with the reliability of water supply**Figure 3.7 Satisfaction with the reliability of water supply, over time**

2020 Town supply n=145, Rural water scheme n=106

Figure 3.8 Satisfaction with the reliability of water supply, supply type



3.3.2 Taste and Clarity

Overall, 69% indicated that they were satisfied with the taste and clarity of their water supply.

- X The proportion satisfied does not meet the 2019/20 performance target for this area of >70%.
- Urban residents are more likely to be satisfied with taste and clarity (75%) compared with rural residents (62%). This is similar to trends observed in 2016 and 2017.

Figure 3.9 Satisfaction with the taste and clarity of water supply

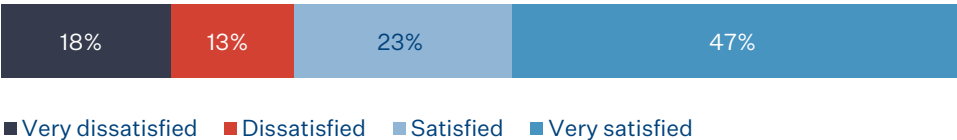
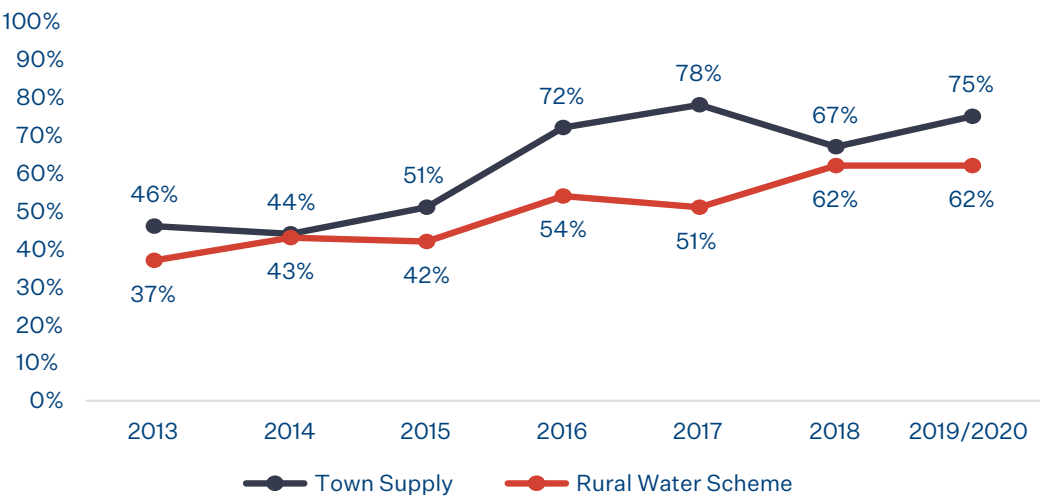


Figure 3.10 Satisfaction with the taste and clarity of water supply, over time



2020 Town supply n=143, Rural water scheme n=102

Figure 3.11 Satisfaction with the taste and clarity of water supply, supply type



Roading



- More than half of the respondents (57%) were satisfied that local roads are appropriate for their travel needs.
- Trend analysis indicates that satisfaction with road maintenance is stable. There has been a slight dip in performance for unsealed roads, however this is not statistically significant.
- Respondents in rural locations were less likely to be positive about the appropriateness of local roads for their travel needs and the maintenance of unsealed roads. This was the same trend observed between 2016-2018.
- Comments to improve roads and footpaths focused on maintenance as well as improving condition.

4.3.1 Unsealed Roads

- Just under half of the respondents (47%) were satisfied with the level of maintenance of unsealed roads

X Performance target not met (2019/20 aim >52%)

- The average of speeds that residents feel they can safely travel on gravel roads was 66.4 km/hr. The highest proportions of respondents stated 60-69 km/hr (22%), followed by 70-79 (21%).

✓ Performance target met (2019/20 aim 60-70 km/hr)

4.3.2 Sealed Roads

- 77% of respondents were satisfied with the level of maintenance of sealed roads

✓ Performance target met (2019/20 aim >70%)

- The average of speeds residents feel they can safely travel at on sealed roads was 93.4 km/hr. There was more consensus on the safe speed to travel on local sealed roads when compared with gravel roads; 78% stated 90-100 km/hr.

X Performance target not met (2019/20 aim 80-90 km/hr)

4.3.3 Footpaths

- 64% of respondents were satisfied with footpaths in the district

X Performance target not met (2019/20 aim >80%)

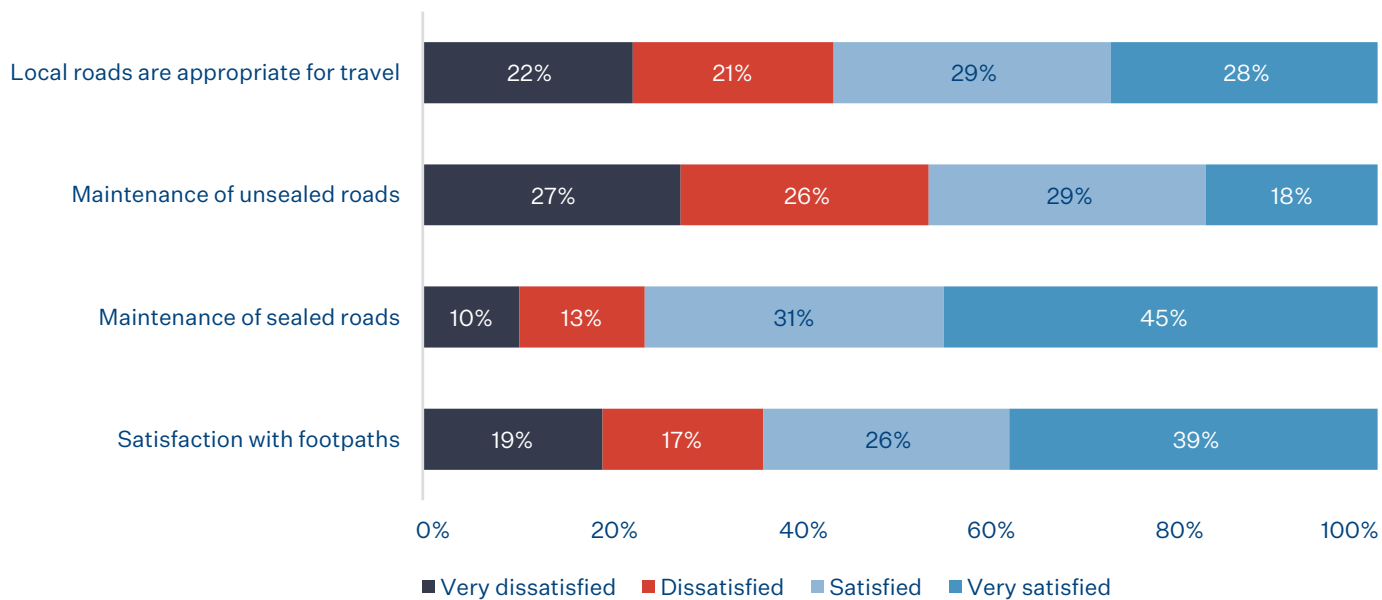
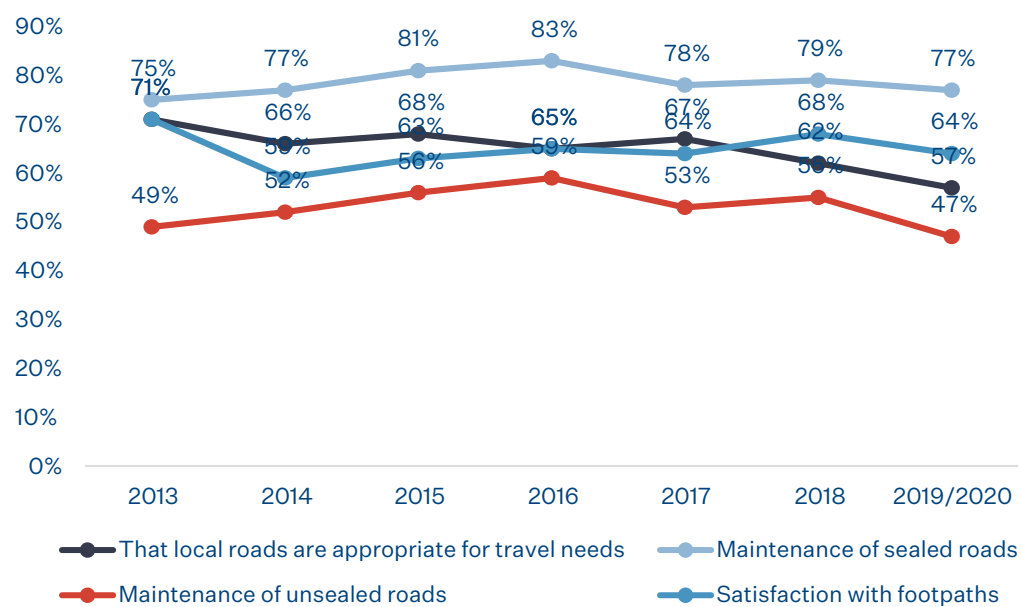
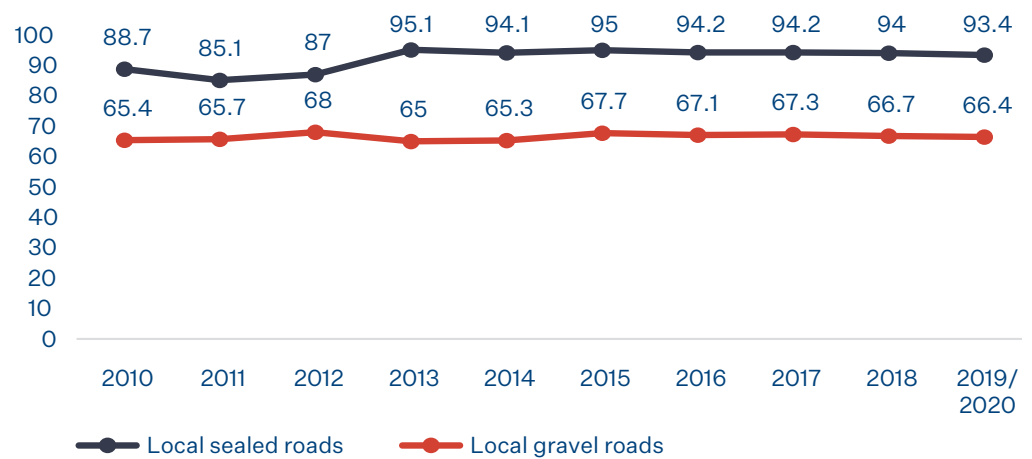
Figure 4.1 Satisfaction with roading**Figure 4.2 Satisfaction with roading, over time**

Figure 4.3 Satisfaction with roading, by location

	Rural	Urban
That local roads are appropriate for travel needs	47%	65%
Maintenance of unsealed roads	34%	58%
Maintenance of sealed roads	72%	80%
Satisfaction with footpaths	66%	63%

Figure 4.4 Average of speeds residents feel they can safely travel at**Figure 4.5 Safe speeds to travel**

	Local gravel roads	Local sealed roads
Less than 50km/hr	16%	0%
50-59 km/hr	16%	1%
60-69 km/hr	22%	2%
70-79 km/hr	21%	2%
80-89 km/hr	15%	7%
90-100 km/hr	4%	78%
More than 100 km/hr	0%	6%
Don't drive on these roads/Don't know	6%	4%

Figure 4.6 How could the Council improve the District's roads and footpaths

		%	Number of respondents
Roads	More maintenance	21%	64
	More/better sealing of roads	12%	37
	Repair potholes	14%	43
	Grade gravel roads	11%	32
	Proper/long term repairs	8%	23
	Better traffic management (signage, speed limits etc)	4%	11
	Respond promptly to problems/issues	3%	10
	Clean gutters/culverts/debris/litter	3%	8
	Improve condition of roads	2%	5
	Manage heavy traffic/livestock use to stop road damage	1%	2
	Wider roads	1%	3
	Total road focused comments	54%	161
Footpaths	More maintenance	12%	36
	Prioritise hazardous/uneven paths	11%	34
	More/new footpaths	9%	27
	Proper/long term repairs	5%	16
	Seal footpaths	7%	22
	Wider footpaths	3%	8
	Prevent vehicles parking on footpaths	0%	0
	Total footpath focused comments	34%	102
	General more/improved maintenance	11%	33
	Spend more money/prioritise more	6%	18
	Better contractors/staff	3%	10
	Address water runoff/drainage issues	2%	5
	They are pretty good/great	1%	3
	Other	2%	5
	Don't know	9%	28

Solid Waste Services



5.3.1 Wheelie Bins

78% of respondents stated that they had used the wheelie bin service in the district in the last 12 months; 15% had not used the service and 7% stated that the service was not available to them.

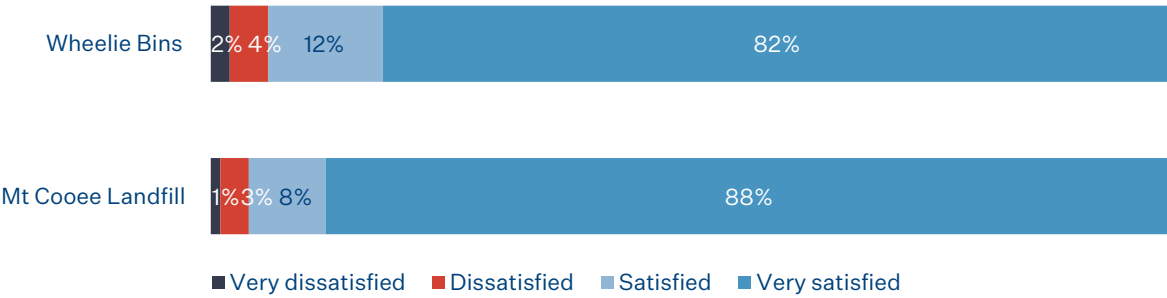
- Of those that had used the service 94% were satisfied.
- ✓ **This meets the 2019/20 performance target for this area of >80%.**
- Satisfaction is in line with 2015-2018 results.

5.3.2 Mt Cooee Landfill

Less than a third of respondents (34%) had used Mt Cooee landfill during the previous 12 months.

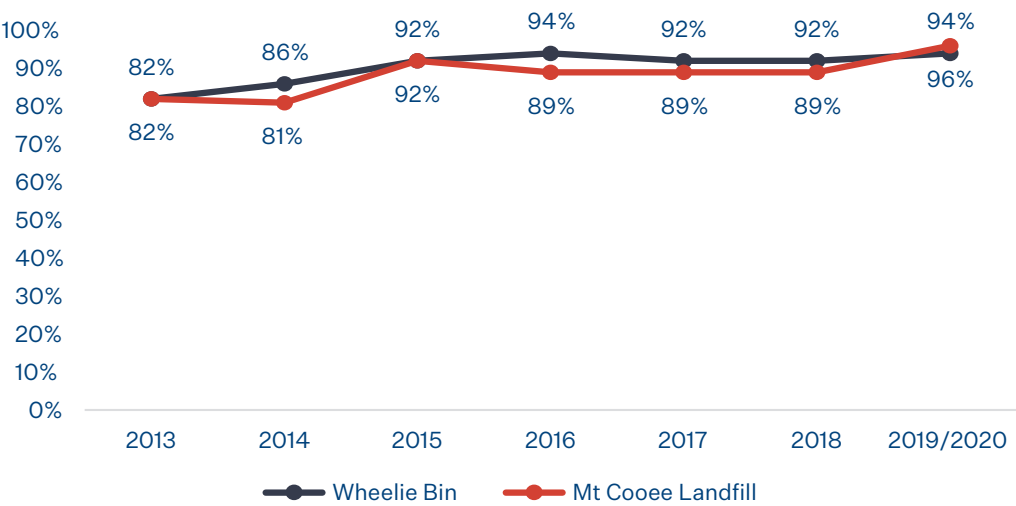
- Of those that had used the service 96% were satisfied.
- ✓ **This meets the 2019/20 performance target for this area of >75%.**
- Satisfaction is in line with recent results

Figure 5.1 Satisfaction with solid waste services



Wheelie bins (n=233), Mt Cooee Landfill (n=102)

Figure 5.2 Satisfaction with solid waste services, over time



Community Services



Use of Council provided facilities was high; 96% had visited at least one of the listed facilities in the last 12 months.

- There were no statistical differences noted between urban and rural residents. Anecdotally, urban residents were more likely to use the service or information centre, district parks and reserves and cemeteries;
- Those 16-29 were more likely to not have used any service in the last 12 months compared to all other age groups;
- 30-49 year olds were high users of district parks and reserves, Balclutha sportsground, playgrounds and the Balclutha pool;
- Females were more likely to have used playgrounds and the Balclutha pool, compared with males;

Satisfaction with Council provided facilities was also high;

- Small sample size for Milton Pool mean results should be viewed as indicative only.
- For all other facilities, with the exception of public toilets, approximately 9 in every 10 facility users were satisfied with the services.
- Satisfaction with library services remain incredibly high

✓ **Performance targets for 2019/20 were met for all services.**

Figure 6.1 Use of Community Services¹

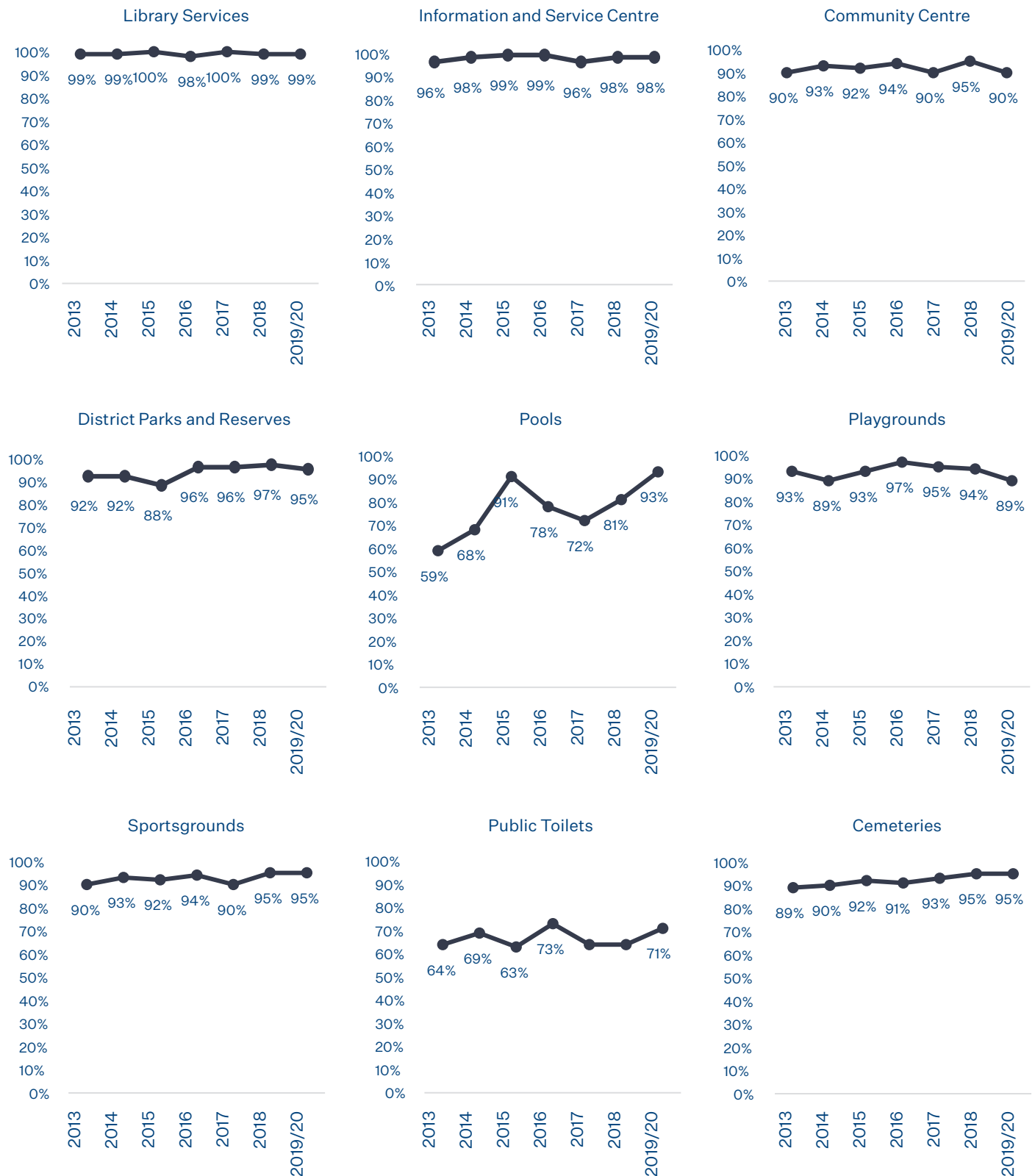
	All Respondents	Rural	Town (Urban)	16 - 29 years	30 - 49 years	50 - 64 years	65+ years	Male	Female
Library Services: Overall	43%	44%	42%	40%	42%	45%	45%	32%	53%
Community centre or community halls	66%	67%	65%	58%	68%	72%	62%	64%	68%
Service or Information Centre	55%	50%	59%	30%	53%	69%	57%	53%	56%
District Parks and Reserves	64%	60%	67%	52%	78%	60%	58%	61%	67%
Public Toilets	65%	68%	62%	68%	73%	57%	60%	67%	63%
Cemeteries	50%	44%	55%	36%	38%	64%	62%	47%	54%
Balclutha Sportsground	51%	50%	51%	50%	65%	44%	38%	51%	50%
Playgrounds	46%	47%	44%	40%	67%	40%	25%	36%	54%
Balclutha Pool	29%	26%	31%	24%	48%	18%	17%	20%	36%
Milton Sportsground	22%	27%	19%	18%	31%	22%	14%	22%	22%
Milton Pool	6%	8%	5%	2%	10%	6%	5%	5%	8%
None of these	4%	5%	4%	12%	3%	2%	3%	4%	4%
Total respondents	300	135	165	50	98	87	65	143	157

¹ *Please note, statistically significant differences are noted by cell colour. Red (lower) and blue (higher) refer to the group being statistically different than the rest of the sample combined. For example, 16-29-year olds are statistically less likely to use service and information centres compared with all other age groups (30-49,50-64 and 65+ combined).

Figure 6.2 Satisfaction with Community Services

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	% satisfied	Performance target	Number of respondents
Library Services: Overall	0%	1%	6%	93%	99%	>90%	127
Balclutha Sportsground	1%	2%	16%	81%	97%	>80%	152
Milton Sportsground	0%	10%	30%	60%	90%	>80%	67
Service or Information Centre	0%	2%	8%	90%	98%	>90%	164
District Parks and Reserves	2%	4%	26%	69%	95%	>85%	192
Playgrounds	2%	9%	21%	60%	89%	>85%	137
Cemeteries	3%	3%	10%	85%	95%	>85%	151
Balclutha Pool	2%	6%	16%	76%	92%	>65%	86
Community centre or community halls	2%	8%	20%	70%	90%	>85%	199
Milton Pool	5%	0%	37%	58%	95%	>65%	19*
Public Toilets	10%	19%	33%	38%	71%	>60%	195

**Caution: small sample sizes*

Figure 6.3 Satisfaction with facilities – trend analysis

Requests for Service and Complaints



A quarter of residents (30%) stated that they had made a request for service or complaint about a Council service since the 1st of January 2019.

- Rural residents (37%) were significantly more likely to have made a request this year compared with urban residents (25%).
- The majority of requests for service or complaints related to roads or water supply. This was also the case in for previous findings between 2015-2018.
- The majority of rural complaints centred around roads (44%) or water supply (32%). This differed to urban complaints, which typically were about water supply (32%), public/private grounds maintenance (12%), Stormwater (10%) or dogs (7%).
- Most complaints were lodged via the main 03 council number (42%), or in person (23%).

Sample sizes are relatively low, and results should therefore be viewed with some caution. However, the figures do indicate that levels of satisfaction for understanding and communication are increasing on previous years and there have been no significant drops in satisfaction.

There is room for improvement though, particularly in the time taken to provide information or resolve issues. Only 57% were contacted within 5 days of requesting their service or complaint. 63% stated that they were satisfied with how their issue was resolved, but a high proportion of those dissatisfied were 'very dissatisfied'.

Figure 7.1 How did you lodge your complaint?

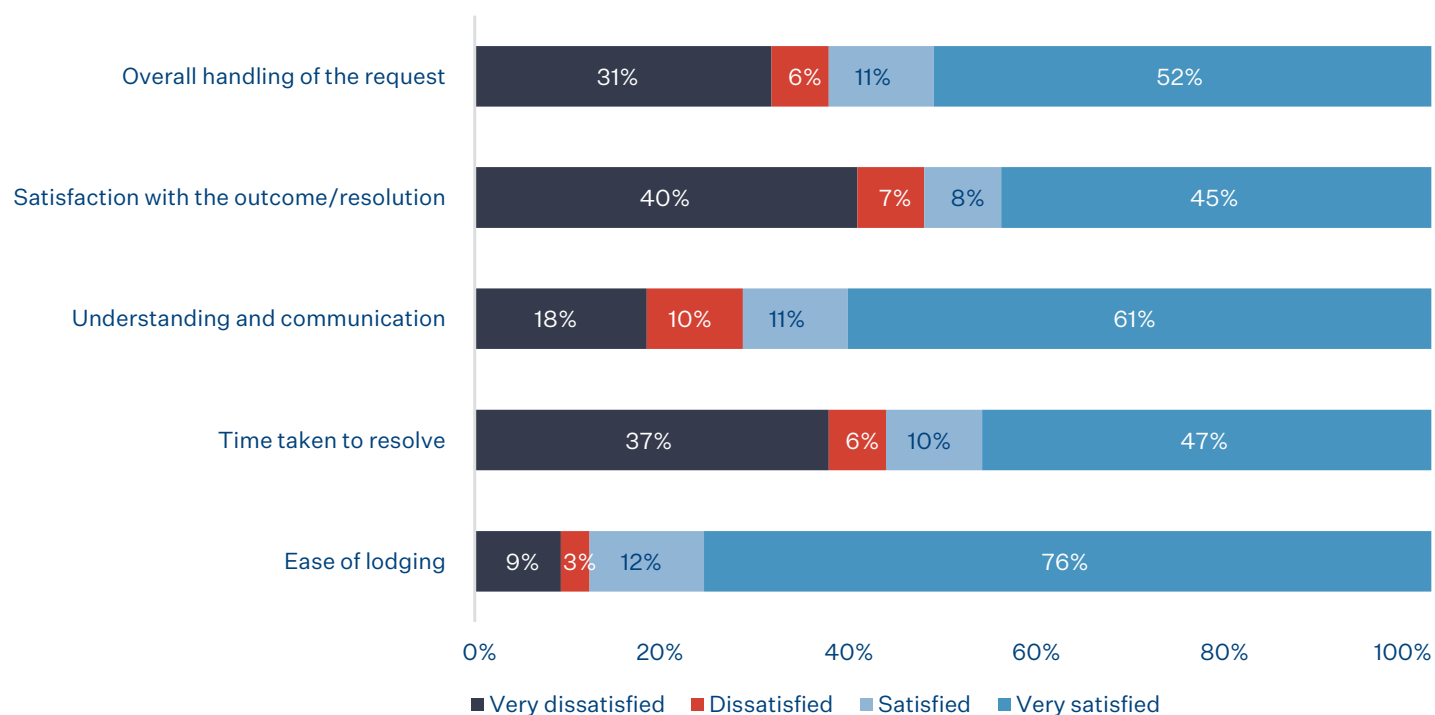
Main Council number: 03 419 0200 (via phone)	42%
In person/ verbally	23%
0800 number (via phone)	14%
Online via Council website	13%
Phone other (e.g. service centre, directly to staff)	4%
In writing	3%
Other	3%

Figure 7.2 Were you contacted within 5 days of your request for service?

Yes	57%
No	30%
Don't know/Can't remember	13%

Figure 7.3 Which service did your last request or complaint relate to?

	Rural	Urban	All respondents
Water supply	32%	32%	32%
Roads	44%	7%	27%
Public/private grounds maintenance	8%	12%	10%
Stormwater	4%	10%	7%
Footpaths	4%	2%	3%
Dogs	0%	7%	3%
Sewerage	2%	5%	3%
Noise	0%	5%	2%
Building works	0%	2%	1%
Parks/Reserves (including berms)	0%	2%	1%
Playgrounds/Sportsgrounds	2%	0%	1%
Streetlights	0%	2%	1%
Wheelie bin collection	2%	0%	1%
Other (please specify)	2%	12%	7%
Total respondents	50	41	91

Figure 7.4 Satisfaction with the way service requests and complaints are handled**Figure 7.5 Satisfaction with the way service requests and complaints are handled – Trend Analysis**

	% Satisfied 2020	% Satisfied 2018	% Satisfied 2017	% Satisfied 2016	% Satisfied 2015
How easy it was to lodge	88%	89%	89%	74%	87%
Time taken to get the info/ resolve the issue	57%	59%	56%	51%	59%
Understanding and communication	72%	81%	71%	61%	67%
Satisfaction with the outcome/resolution	53%	63%	63%	50%	45%
Overall handling of the request/issue	63%	69%	64%	55%	57%
Number of respondents	87	79	77	91	98

Elected Members and Council



8.1 Satisfaction with Elected Members

In line with 2016-2018 results, residents rated elected members and Council positively, with relatively few being dissatisfied in the areas tested.

- Being able to have a say in council decision-making and planning was again identified as an improvement area; this had significantly higher proportions dissatisfied when compared with the other measures.
- The total satisfied was 72%. Results are in line with previous findings

X This does not meet the 2019/2020 performance target for this area of >80%.

- Trend analysis of satisfaction with overall performance shows a slight dip in perceptions over recent years. This is not statistically significant, but should be monitored.

Figure 8.1 Satisfaction with Elected Members and Council

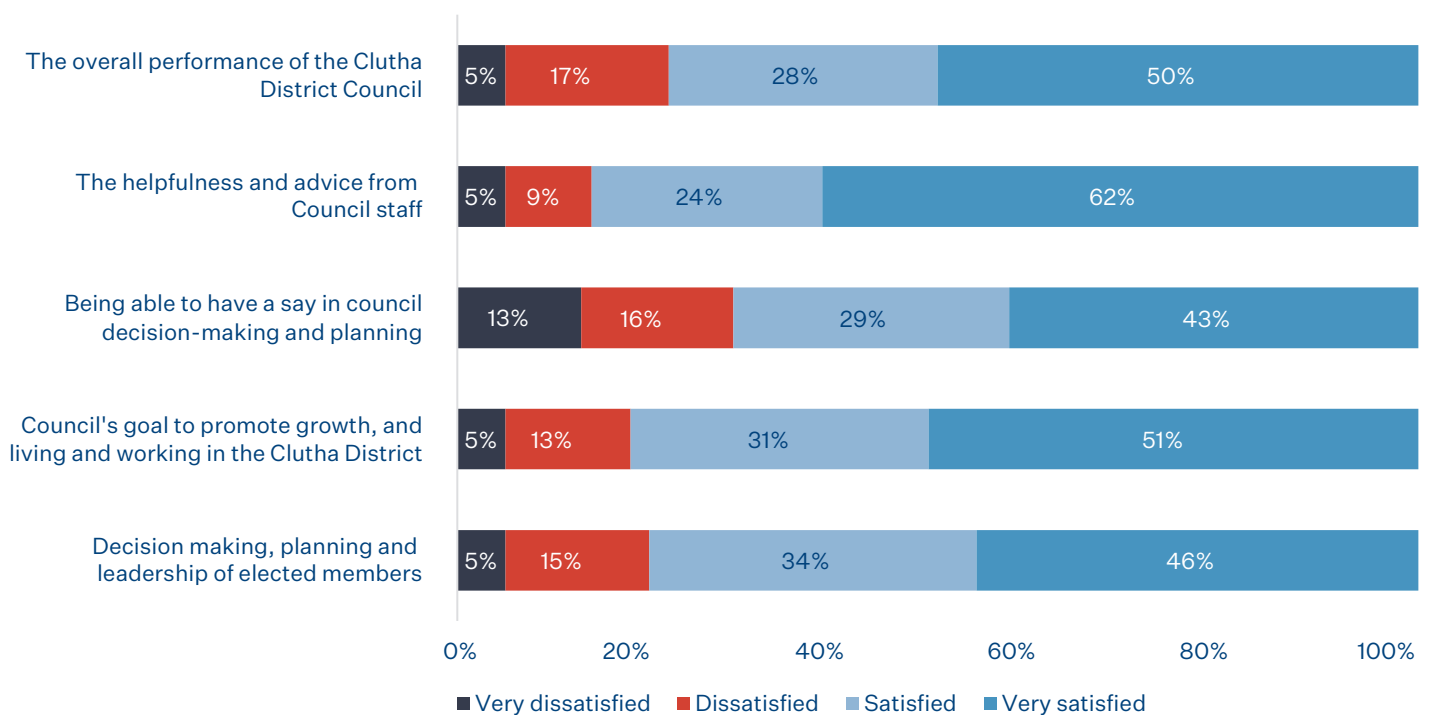


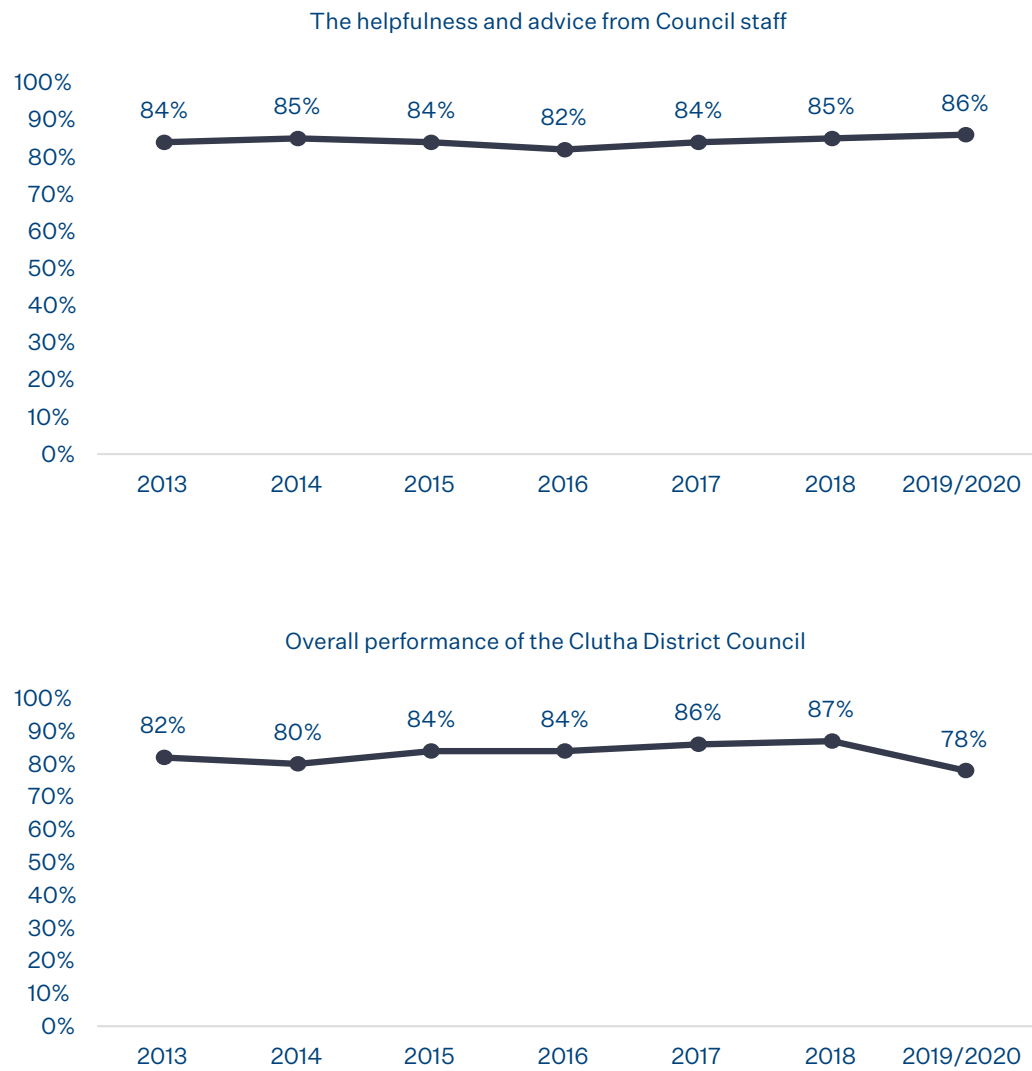
Figure 8.2 Satisfaction with Elected Members and Council – Sub-group analysis

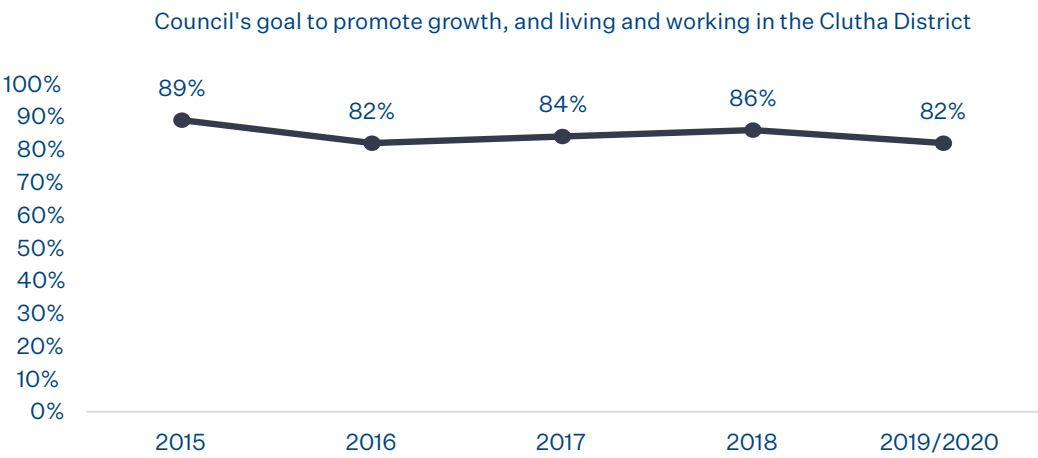
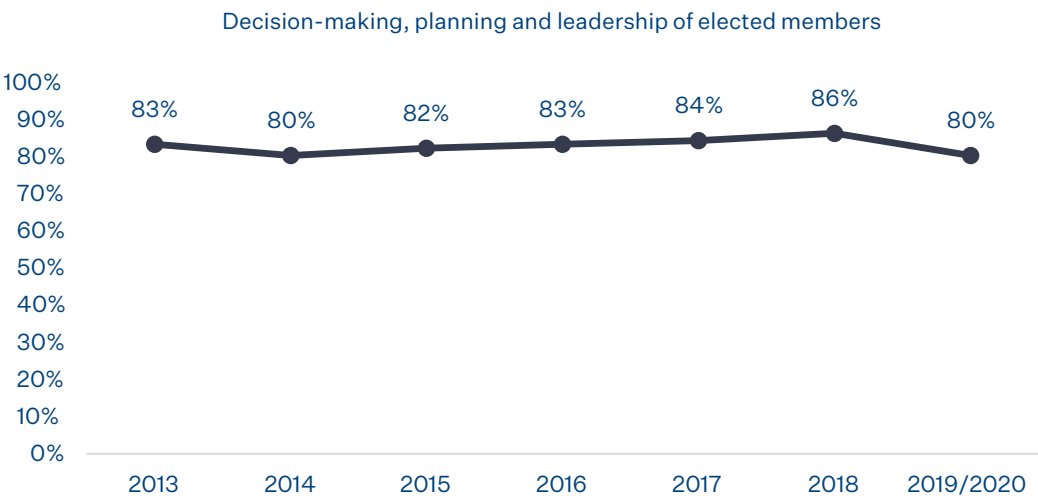
	All respondents	Rural	Urban	16 - 29 years	30 - 49 years	50 - 64 years	65+ years
Decision making, planning and leadership of elected members	80%	76%	83%	90%	67%	79%	92%
Council's goal to promote growth, and living and working in the Clutha District	82%	80%	84%	91%	72%	78%	96%
Being able to have a say in council decision-making and planning	72%	65%	77%	81%	60%	70%	86%
The helpfulness and advice from Council staff	86%	85%	87%	89%	83%	84%	91%
The overall performance of the Clutha District Council	78%	73%	82%	91%	67%	75%	89%

Figure 8.3 Satisfaction with Elected Members and Council – Trend Analysis

	Satisfied					Very satisfied						
	2020	2018	2017	2016	2015	2020	2018	2017	2016	2015	2014	2013
Decision making, planning and leadership of elected members	80%	86%	84%	83%	82%	46%	56%	55%	48%	50%	52%	45%
Council's goal to promote growth, and living and working in the Clutha District	82%	86%	84%	82%	89%	51%	64%	63%	62%	61%	-	-
Being able to have a say in council decision-making and planning	72%	77%	73%	73%	71%	43%	47%	46%	45%	40%	44%	41%
The helpfulness and advice from Council staff	86%	85%	84%	82%	84%	62%	65%	60%	59%	58%	61%	64%
The overall performance of the Clutha District Council	78%	87%	86%	84%	84%	50%	61%	56%	56%	56%	50%	48%

Figure 8.4 Satisfaction with Elected Members and Council, over time





8.2 Value for Money

Almost two thirds of residents (63%) were satisfied with the value for money they get from their rates.

In line with 2018, perceptions of rural residents remain more negative in this area; 52% of rural residents satisfied compared with 73% of urban residents. This is a statistically significant difference between the groups.

Taking into account differences in sample size, there were no significant differences in satisfaction by the age group of the respondent.

Trend analysis indicates stability in satisfaction with value for money from rates from the 2015 survey point onwards.

Figure 8.5 Satisfaction with value for money from rates paid to Clutha District Council

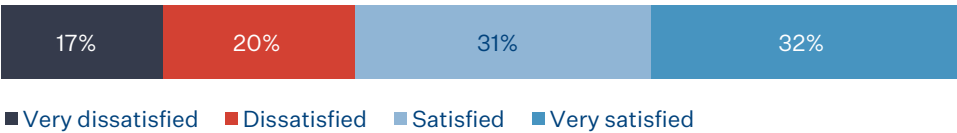
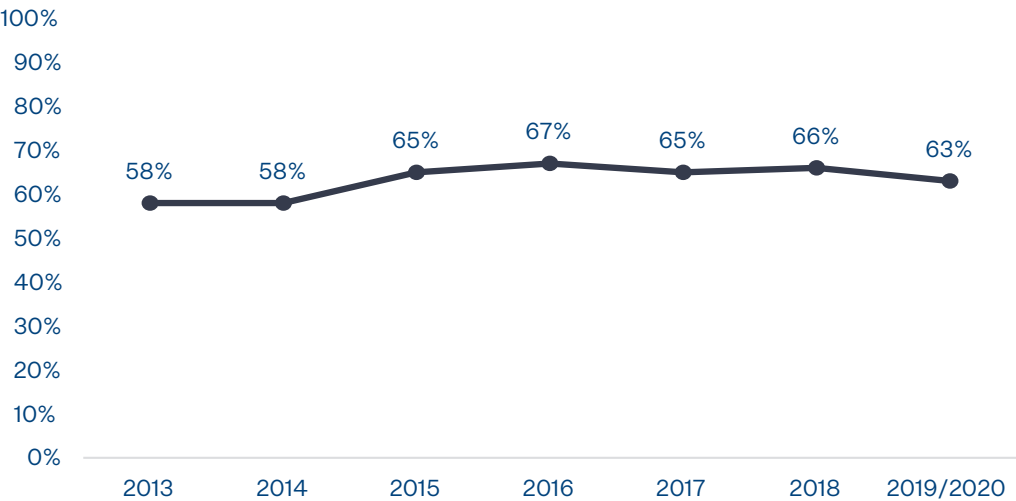


Figure 8.6 Satisfaction with value for money from rates paid to Clutha District Council, over time



8.3 Reputation

The reputation of the Clutha District Council is based on the leadership that they provide for the district, the faith and trust that residents have in the Council, their financial management and the quality of services they provide.

41% of residents gave the Council an 'excellent' rating for its reputation. 82% gave a positive rating.² These are similar levels to those reported in 2018.

There was no statistical significance noted between rural and urban or age.

Figure 8.7 Council Reputation

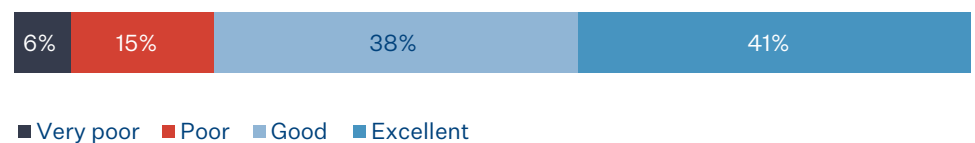


Figure 8.8 Council Reputation – Sub-group analysis

	All respondents	Rural	Urban	16 - 29 years	30 - 49 years	50 - 64 years	65+ years
Very poor	6%	7%	5%	2%	10%	6%	2%
Poor	15%	16%	14%	10%	19%	18%	10%
Good	38%	39%	38%	34%	42%	40%	33%
Excellent	41%	38%	44%	54%	29%	36%	56%
Negative	21%	23%	19%	12%	29%	24%	11%
Positive	79%	77%	81%	88%	71%	76%	89%
Number of respondents	294	134	160	50	96	85	63

² This question is asked on a 10 point scale where 1=very poor and 10=excellent. In line with previous reports, responses have been grouped so 1-3=very poor, 4-5=poor, 6-7=good, 8-10=excellent and 1-5=negative and 6-10=positive.

8.4 Overall satisfaction

Overall, 77% of residents stated that they were satisfied with the Clutha District Council. This is a slight drop from 2018, but in line with 2015-2017 results.

Total satisfaction levels were higher in urban areas (83%) compared with rural (68%).

Those between 16-29 are statistically more likely to be satisfied (90%) than all other age groups. Those 30-49 were significantly less likely to be satisfied (63%).

Figure 8.9 Overall satisfaction with the Clutha District Council



Figure 8.10 Overall satisfaction with the Clutha District Council – Sub-group analysis

	All respondents	Rural	Urban	16 - 29 years	30 - 49 years	50 - 64 years	65+ years
Very dissatisfied	8%	13%	4%	4%	15%	7%	2%
Dissatisfied	15%	19%	12%	6%	22%	18%	9%
Satisfied	29%	30%	28%	14%	32%	33%	28%
Very satisfied	58%	39%	56%	76%	31%	41%	61%
Total Satisfied	77%	68%	83%	90%	63%	75%	89%
Total Respondents	298	135	163	50	97	87	64

Improvement Areas



Roads, footpaths and waste management were identified as the top three areas that residents felt the Council needed to make improvements to. These were also the top three in between 2016-2018.

No significant differences were noted between rural and urban residents.

Figure 9.1 What, if any services or facilities does Council need to make improvements to?

	All respondents	Rural	Urban	Number of respondents
Roads	27%	36%	21%	82
Footpaths	12%	10%	14%	36
Council does not need to make any improvements	11%	7%	13%	32
Waste management/recycling	10%	10%	9%	29
Water management	6%	7%	5%	18
Public toilets	6%	9%	3%	17
Parks and reserves	5%	7%	4%	16
Swimming pools	5%	4%	5%	15
Public spaces maintenance/ presentation	4%	3%	5%	12
Halls and community centres	3%	1%	5%	10
Sewerage	3%	4%	2%	10
Water supply	3%	2%	3%	8
Water - general	2%	4%	1%	7
Stormwater	2%	1%	3%	7
Listening to/communicating with public	2%	1%	3%	7
Local business/employment support	2%	2%	2%	6
Traffic management (e.g. pedestrian crossings, signage)	2%	3%	1%	6
Street lighting	2%	1%	2%	5
Water quality	1%	2%	1%	4
Financial management	1%	0%	2%	4
Main street	1%	2%	1%	4
Cost of Mt Cooee landfill	1%	1%	1%	3
Parking	1%	1%	1%	2
Pedestrian/cycling tracks	1%	1%	0%	2
Rates/rates affordability	1%	1%	1%	2

	All respondents	Rural	Urban	Number of respondents
Policies/processes	0%	1%	0%	1
Eliminate urban-rural divide/less focus on Balclutha	0%	1%	0%	1
Animal control	0%	0%	1%	1
Other	4%	4%	4%	12
Don't know/no opinion	18%	17%	19%	55
Total sample	100%	135		300

Appendix One: Demographic Profile

10

Age

	%	Number of respondents
16 - 29 years	17%	50
30 - 49 years	33%	98
50 - 64 years	29%	87
65+ years	22%	65
Total	100%	300

Gender

	%	Number of respondents
Male	48%	143
Female	52%	157
Total	100%	300

Ratepayer Status

	%	Number of respondents
Ratepayer	82%	246
Renter	7%	22
Don't pay rent or rates	7%	21
Both	1%	2
Other	3%	9
Total	100%	300

Location

	%	Number of respondents
Rural	45%	135
Urban	55%	165
Total	100%	300

Urban Locations

	%	Number of respondents
Balclutha	47%	78
Milton	16%	26
Tapanui	11%	18
Lawrence	5%	8
Kaitangata	4%	7
Stirling	4%	7
Other urban (specify)	4%	7
Kaka Point	2%	4
Owaka	2%	3
Waihola	2%	3
Clutha	1%	2
Benhar	1%	1
Total	100%	165

Ethnicity

	%	Number of respondents
European	98%	294
Maori	4%	11
Other Ethnicity	1%	3
Decline / Refuse	0%	0
Total	100%	300

Appendix Two: Social Media Respondents



The online survey was open for completion to all residents. The survey link was promoted by Clutha District Council and through Research First Facebook advertising, it was also available as a link through a home page banner on the Clutha District Council website.

76 residents chose to complete the survey online.

The 76 residents that chose to complete the online survey self-selected to participate and therefore should not be viewed as a representative sample of the Clutha District population.

The results show the self-selecting residents have a different profile from the random sample:

1. They hold more negative views on the performance of elected members and Council.
2. Compared to the random sample group, the social media respondents were significantly less satisfied regarding:
 - Stormwater
 - Reliability of water supply
 - Clarity of water supply
 - Local gravel roads, sealed roads and footpaths
 - Wheelie Bin Service
 - Elements of the complaint process, including ease of lodging and staff understanding the issue
 - Value for money of their rates
3. Overall satisfaction with the council is lower, as is perception of reputation.
4. In terms of demographics, the random sample accurately reflects the profile of the Clutha District as defined by Census statistics. The self-selecting sample had a skewed profile in terms of gender, with female residents over represented. Those 16-29 were under-represented in the self-selected, online sample. The profile of the two samples was comparable in terms of ratepayer status and area.

The results from the two survey samples are shown in the following tables. Statistically significant differences between the two groups are highlighted in the tables.

Satisfaction with wastewater service

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	4%	14%
	8	7
Very satisfied or satisfied	96%	86%
	179	50

Satisfaction with the stormwater system

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	21%	55%
	37	27
Very satisfied or satisfied	79%	45%
	139	22

Reliability of water supply

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	15%	35%
	37	22
Very satisfied or satisfied	85%	65%
	214	41

Taste and clarity of water supply

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	31%	54%
	75	34
Very satisfied or satisfied	69%	46%
	170	29

Local roads appropriate for travel

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	43%	63%
	129	47
Very satisfied or satisfied	57%	37%
	169	28

Maintenance - Local gravel roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	53%	77%
	151	54
Very satisfied or satisfied	47%	23%
	133	16

Maintenance - Local sealed roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	23%	54%
	70	40
Very satisfied or satisfied	77%	46%
	228	34

Footpaths

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	36%	57%
	97	39
Very satisfied or satisfied	64%	43%
	172	30

Wheelie Bin Service

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	6%	23%
	15	15
Very satisfied or satisfied	94%	77%
	218	49

Mount Cooe Landfill

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	4%	18%
	4	6
Very satisfied or satisfied	96%	82%
	98	27

Satisfaction with Council Facilities

	Random sample - phone survey	Self-selecting sample - online survey
District Parks and Reserves	95%	83%
	182	38
Balclutha Sportsground	97%	88%
	147	22
Milton Sportsground	90%	100%
	60	5
Playgrounds	89%	78%
	122	21
Cemeteries	95%	81%
	143	29
Service or Information Centre	98%	91%
	161	29
Public Toilets	71%	63%
	138	27
Balclutha Pool	92%	89%
	79	17

	Random sample - phone survey	Self-selecting sample - online survey
Milton Pool	95%	75%
	18	3
Community centre or community halls	90%	80%
	179	28

Library - Overall

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	1%	0%
	1	0
Very satisfied or satisfied	99%	100%
	126	34

Have you made a complaint in the last 12 months?

	Random sample - phone survey	Self-selecting sample - online survey
Yes	30%	39%
	91	30
No	70%	61%
	209	46

How complaints are lodged

	Random sample - phone survey	Self-selecting sample - online survey
Main Council number 03 419 0200 (via phone)	42%	20%
	38	6
In person/verbally	23%	17%
	21	5
0800 number (via phone)	14%	33%
	13	10
Online via Council website	13%	27%
	12	8
Email	0%	13%

	Random sample - phone survey	Self-selecting sample - online survey
	0	4
Phone Other	4%	0%
	4	0
In writing	3%	0%
	3	0
Other	3%	6%
	3	2

Complaint – Ease of lodging

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	12%	37%
	11	11
Very satisfied or satisfied	88%	63%
	79	19

Time taken to resolve

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	43%	61%
	37	17
Very satisfied or satisfied	57%	39%
	50	11

How well staff understood issue

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	28%	59%
	24	17
Very satisfied or satisfied	72%	41%
	63	12

Resolution of complaint

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	47%	57%
	41	17
Very satisfied or satisfied	53%	43%
	46	13

How well complaint was handled

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	37%	57%
	32	17
Very satisfied or satisfied	63%	43%
	55	13

Satisfaction with Council

	Random sample - phone survey	Self-selecting sample - online survey
Decision making, planning and leadership of elected members	80%	49%
	195	30
Council's goal to promote growth and living and working in the Clutha District	82%	54%
	225	37
Being able to have a say in council decision- making and planning	72%	48%
	185	30
The helpfulness and advice from Council staff	86%	63%
	231	43
The overall performance of the Clutha District Council	78%	53%
	222	38

Value for money

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	37%	55%
	93	36
Very satisfied or satisfied	63%	45%
	161	29

Clutha District Council Reputation

	Random sample - phone survey	Self-selecting sample - online survey
Negative NET	21%	61%
	61	43
Positive NET	79%	39%
	233	28

Overall Satisfaction with Clutha District Council

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	23%	53%
	70	40
Very satisfied or satisfied	77%	47%
	228	35

Sample profile

Age	Random sample - phone survey	Self-selecting sample - online survey
16-29	17%	5%
	50	4
30-49	33%	32%
	98	24
50-64	29%	41%
	87	31
65+	22%	22%
	65	17
Total sample	300	76

Gender	Random sample - phone survey	Self-selecting sample - online survey
Male	48%	39%
	143	30
Female	52%	58%
	157	44
Gender Diverse	0%	3%
	0	2
Total sample	300	76
Ratepayer status	Random sample - phone survey	Self-selecting sample - online survey
Ratepayer	82%	84%
	246	64
Renter	7%	9%
	22	7
Both	1%	1%
	2	1
Don't pay rent or rates	7%	4%
	21	3
Other	3%	0%
	9	0
Refused	0%	1%
	0	2
Total sample	300	76
Location	Random sample - phone survey	Self-selecting sample - online survey
Rural	45%	39%
	135	30
Urban	55%	61%
	165	46
Total sample	300	76

Area	Random sample - phone survey	Self-selecting sample - online survey
Balclutha	47%	50%
	165	46
Milton	16	20%
	78	23
Tapanui	11%	20%
	26	9
Lawrence	5%	0%
	18	9
Kaitangata	4%	2%
	8	0
Stirling	4%	0%
	7	1
Kaka Point	2%	0%
	4	0
Owaka	2%	4%
	3	2
Waihola	2%	2%
	3	1
Clutha	1%	0%
	2	0
Benhar	1%	0%
	1	0
Clinton	1%	2%
	1	1
Other urban (specify)	4%	0%
	7	0
Total Respondents	165	46



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