



RESEARCH FIRST



CLUTHA DISTRICT COUNCIL

# RESIDENT SATISFACTION SURVEY 2018



RESEARCH REPORT  
November 2018

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## Resident Satisfaction Survey 2018

## Disclaimer

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# 1

## Key Messages Council Services



84%

satisfied with the **reliability**  
of the water supply

97%

satisfied with the  
**district sewage systems**

66%

satisfied with the **taste and  
clarity** of their water supply

71%

satisfied with  
**stormwater services**

**55%** satisfied with  
the maintenance of  
unsealed roads

**79%** satisfied with  
the maintenance of  
sealed roads

**68%** satisfied with  
footpaths



92%

satisfied with the  
wheelie bin service

89%

satisfied with  
Mt Cooee landfill

# 1

## Key Messages Council Facilities



98%

satisfied with **service or  
information centres**

95%

satisfied with **community centres  
or community halls**

99%

satisfied with **libraries**

64%

satisfied with **public toilets**



87%

satisfied with  
**Balclutha pool**

74%

satisfied with  
**Milton pool**



97%

satisfied with **Balclutha  
sportsground**

92%

satisfied with  
**Milton sportsground**

94%

satisfied with  
**playgrounds**

97%

satisfied with  
**district parks and reserves**

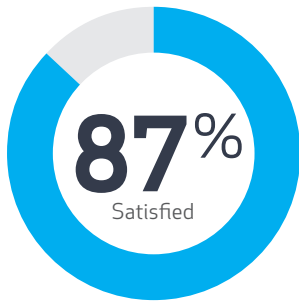
95%

satisfied with  
**cemeteries**

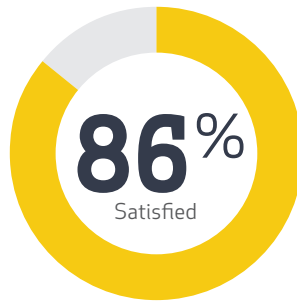


# 1

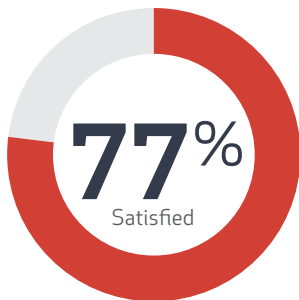
## Key Messages Elected Members and Council



The overall performance of the Clutha District Council



Decision making, planning and leadership of elected members



Being able to have a say in Council decision-making and planning



The helpfulness and advice from Council staff



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



**66%**  
satisfied with value for money from rates



**82%**  
gave Council a positive reputation rating



**81%**  
were satisfied with Clutha District Council overall

# 2

## 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 2018 resident survey were:

- Water supply, sewerage, storm water
- Roading
- 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 2018 survey had a dual method approach:

1. In line with previous surveys, the core research was conducted by landline phone, with the option to complete online.
2. This year an additional online version of the survey was introduced 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.

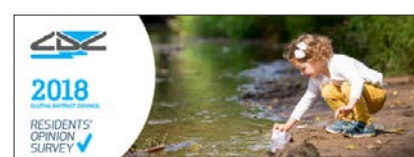
The telephone survey provides a sample of 300 respondents that is representative of the district's population. An additional 168 residents chose to give their feedback through the online survey.

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 6th and the 15th November using a randomised database of telephone numbers covering the Clutha District.

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 2013 statistics.

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

Overall data is accurate to  $\pm 5.7\%$  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).

# 3

## Water and Sewerage

### 3.1 Sewerage

57% 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.

97% of residents with properties connected to one of the district's sewage system stated that they were satisfied with the service:

- **Performance target met (2018/19 aim: >85%)**
- Performance in this area of Council services has been consistently high from 2015 to 2018

Figure 3.1 Satisfaction with district sewage systems

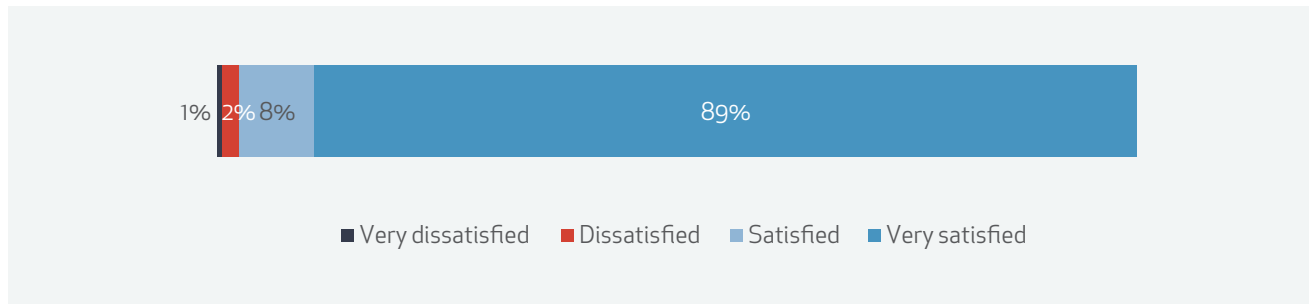
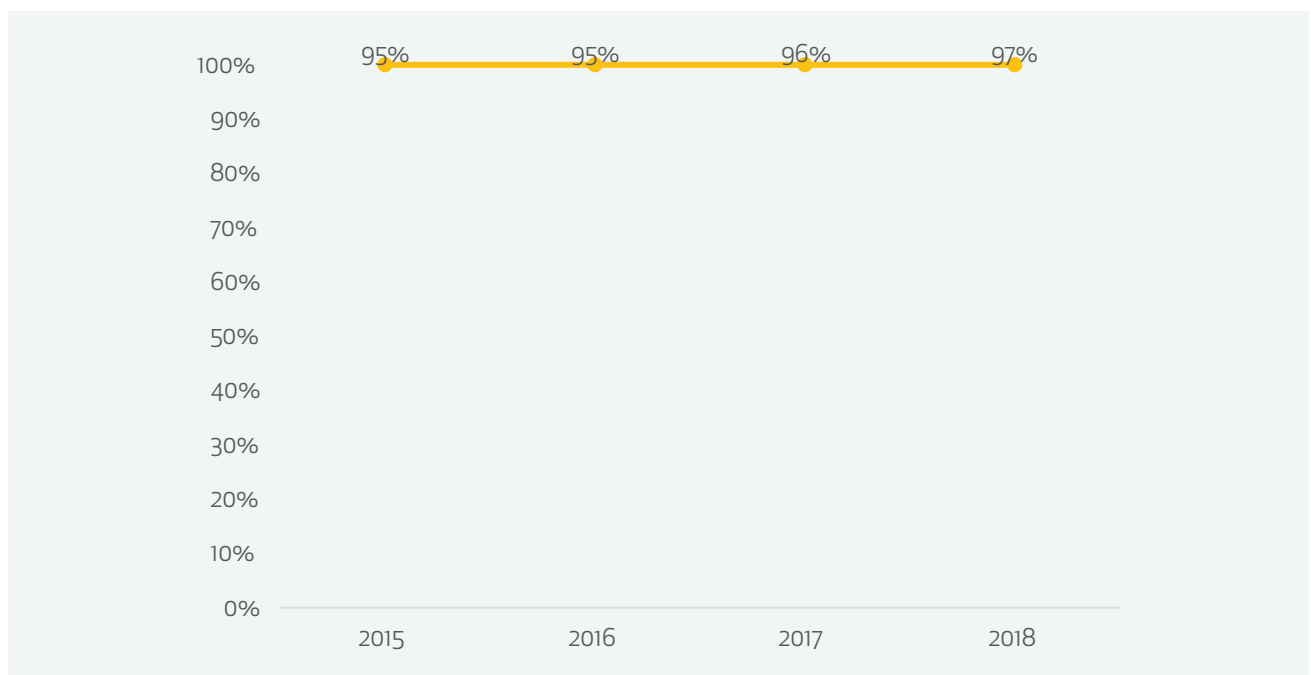


Figure 3.2 Satisfaction with district sewage systems



## 3.2 Stormwater

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

71% of these residents stated that they were satisfied with the service.

- **Performance target not met (2018/19 aim: >75%)**
- Satisfaction is in line with 2015, 2016 and 2017 measures and indicates stability in perceptions over time.

Figure 3.3 Satisfaction with stormwater services

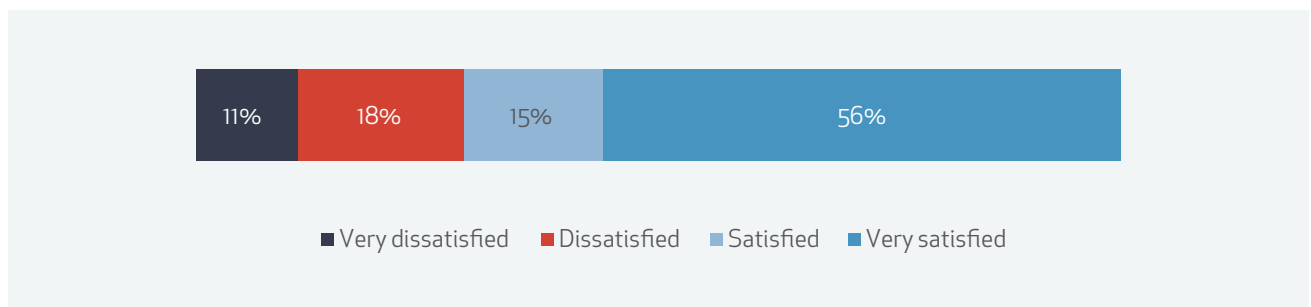
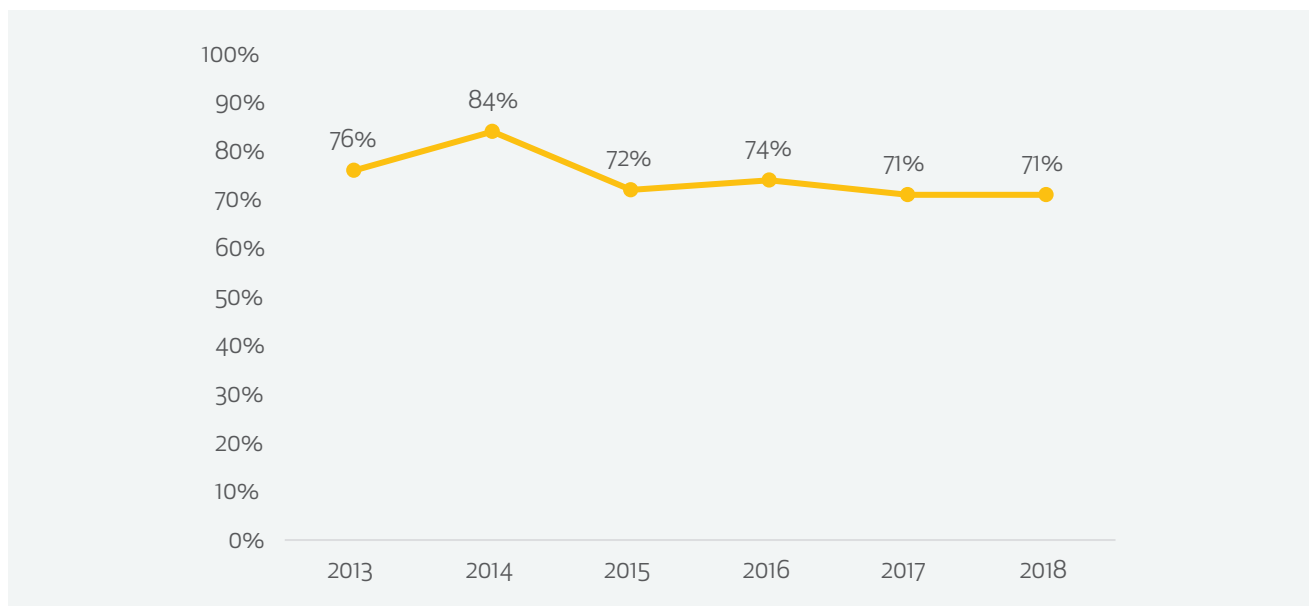


Figure 3.4 Satisfaction with stormwater services – Trend Analysis



### 3.3 Water Supply

Four out of 5 (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%	164
Rural water scheme	26%	79
Both a Council town or rural scheme and own supply of water	5%	15
Own supply of water (e.g. roof water or bore source)	13%	38
Other (please specify)	0%	1
Don't know	1%	3
<b>Total</b>	<b>100%</b>	<b>300</b>

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, 84% stated that they were satisfied with the reliability of the water supply in the last 12 months

- Results show satisfaction with the rural water scheme has decreased slightly compared to 2017.
  - The 2017 results showed a rise in satisfaction with the rural water scheme to reach a similar satisfaction level as shown for the town supply. Where satisfaction with the town supply has remained consistent with 2017 levels, satisfaction with the rural water scheme has now dropped from 87% to 78%.
- A high proportion of residents, 89%, were satisfied with the reliability of the urban on demand supply.
  - **This meets the 2018/19 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 84% of residents were satisfied with the reliability of supply.
  - **This meets the 2018/19 performance target for this area of >65%.**

Figure 3.6 Satisfaction with the reliability of water supply

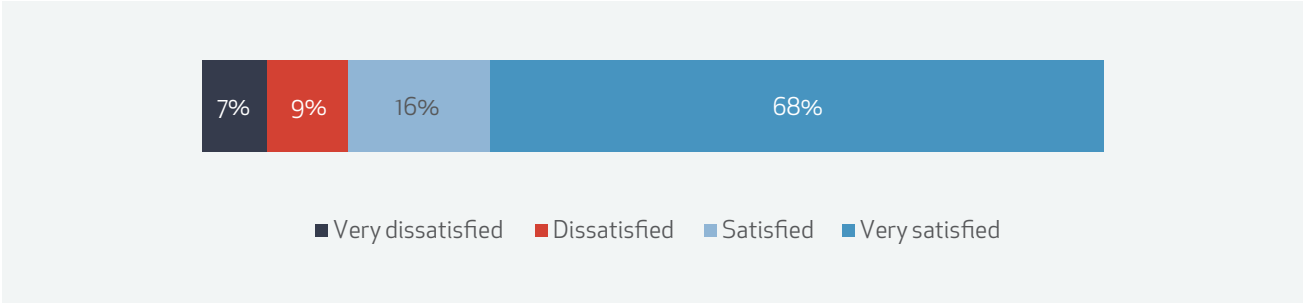
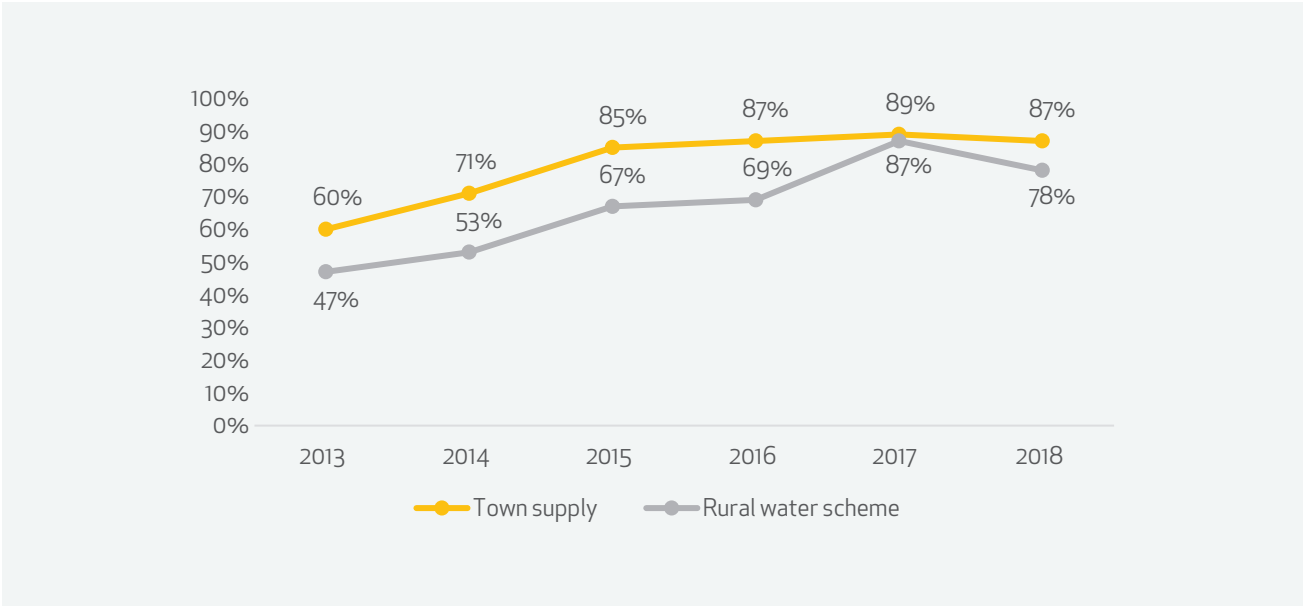


Figure 3.7 Satisfaction with the reliability of water supply – trend analysis



2018 Town supply n=163, Rural water scheme n=78)

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



### 3.3.2 Taste and Clarity

Overall, 66% indicated that they were satisfied with the taste and clarity of their water supply.

- The proportion satisfied **meets the 2018/19 performance target for this area of >60%.**
- Unlike 2016 and 2017, residents on a town supply were similarly satisfied (67%) to those on a rural water scheme (62%).
- Comparison with past data shows upward trends in satisfaction with the taste and clarity rural water scheme (up from 51% last year) while a decrease in satisfaction from the town supply residents (down from 75%).

Figure 3.9 Satisfaction with the taste and clarity of water supply

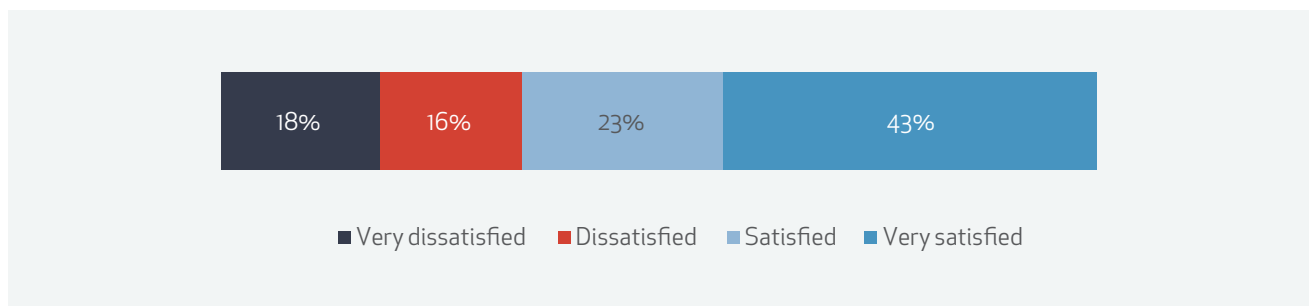
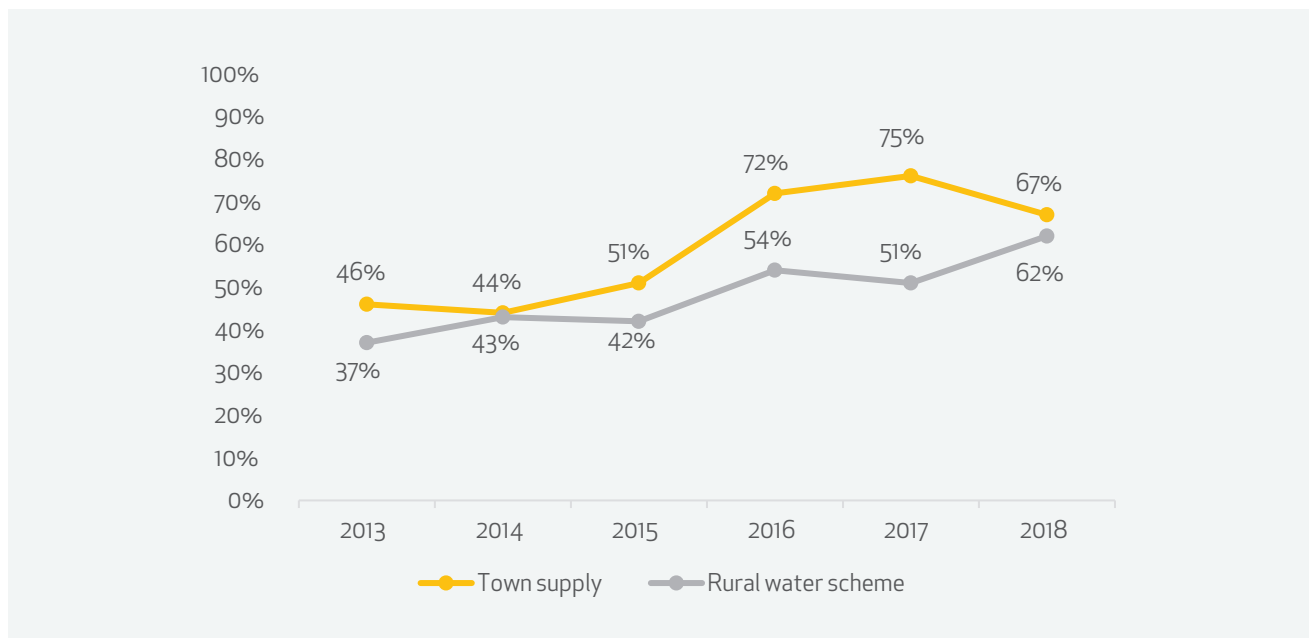


Figure 3.10 Satisfaction with the taste and clarity of water supply – trend analysis



2018 Town supply n=158, Rural water scheme n=79)

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



# 4

## Roading

- Almost two thirds of residents (62%) were satisfied that local roads are appropriate for their travel needs.
- Trend analysis indicates that satisfaction with road maintenance is stable.
- 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 in 2017 and 2016.
- Comments to improve roads and footpaths focused on maintenance as well as improving condition.

### *Unsealed Roads*

- Over half of the respondents (55%) were satisfied with the level of maintenance of unsealed roads
  - **Performance target met (2018/19 aim >52%)**
- The average of speeds that residents feel they can safely travel on gravel roads was 66.7 km/hr. The highest proportions of respondents stated 70-79 km/hr (20%), followed by 50-59 (19%).
  - **Performance target met (2018/19 aim 60-70 km/hr)**

### *Sealed Roads*

- 79% of respondents were satisfied with the level of maintenance of sealed roads
  - **Performance target met (2018/19 aim >74%)**
- The average of speeds residents feel they can safely travel at on sealed roads was 94.0 km/hr. There was more consensus on the safe speed to travel on local sealed roads when compared with gravel roads; 75% stated 90-100 km/hr.
  - **Performance target met (2018/19 aim 80-90 km/hr)**

### *Footpaths*

- 68% of respondents were satisfied with footpaths in the district
  - **Performance target not met (2018/19 aim >74%)**

Figure 4.1 Satisfaction with roading

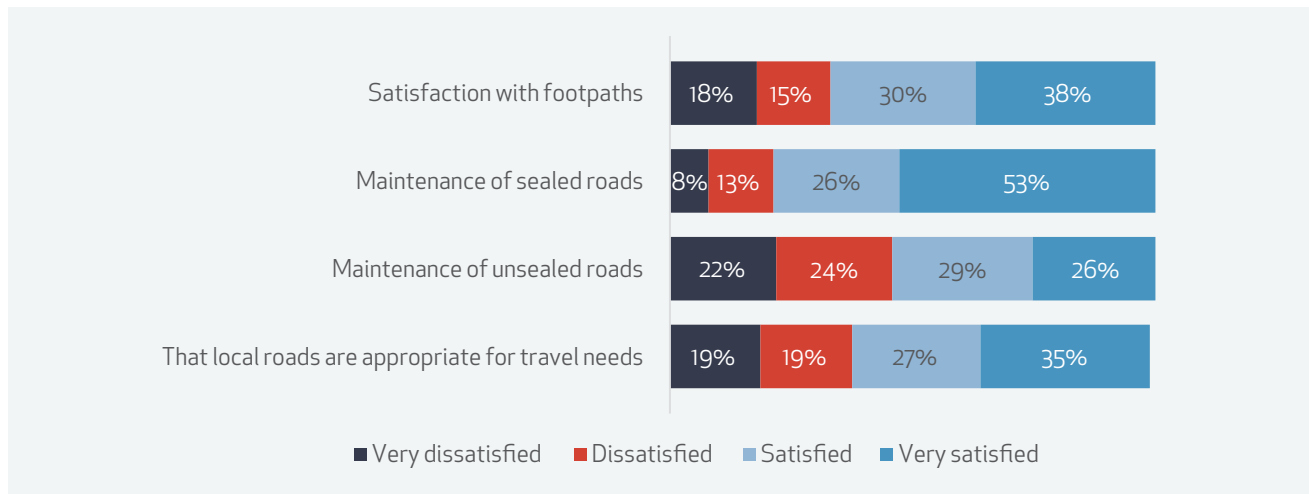


Figure 4.2 Satisfaction with roading – trend analysis

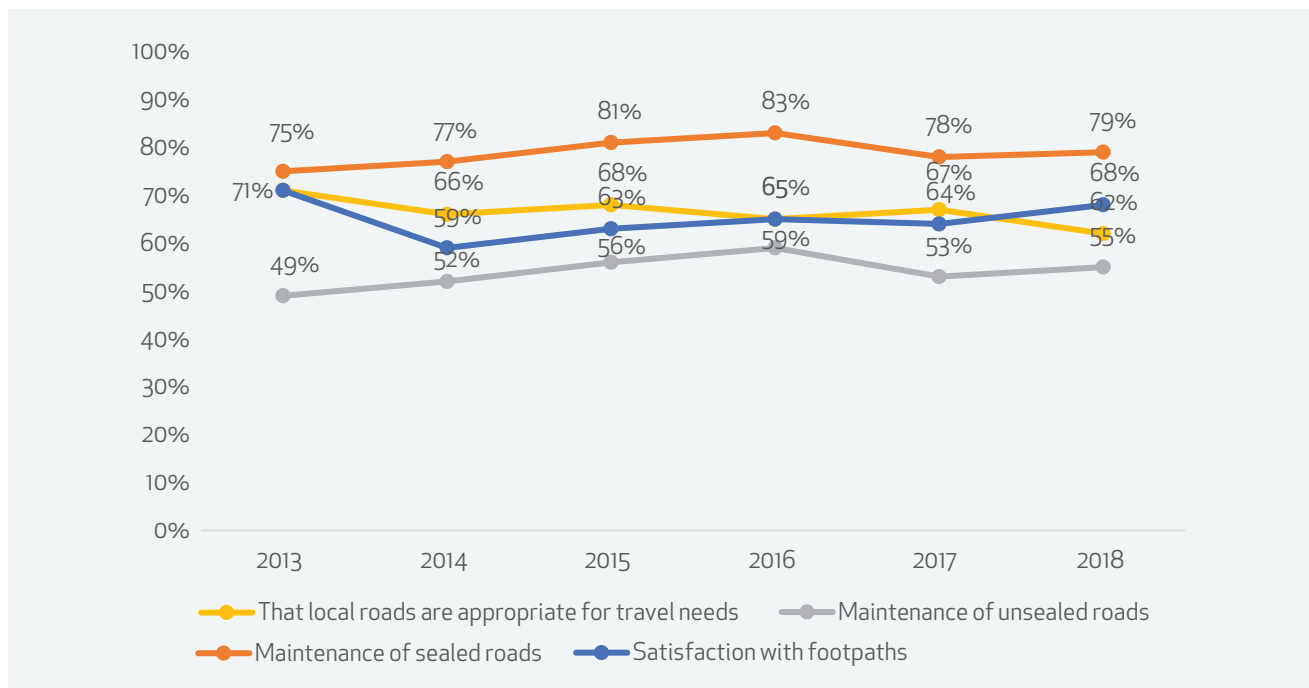


Figure 4.3 Satisfaction with roading – by location

	Rural	Urban
That local roads are appropriate for travel needs	54%	69%
Maintenance of unsealed roads	40%	67%
Maintenance of sealed roads	78%	79%
Satisfaction with footpaths	77%	62%

Figure 4.4 Average of speeds residents feel they can safely travel at

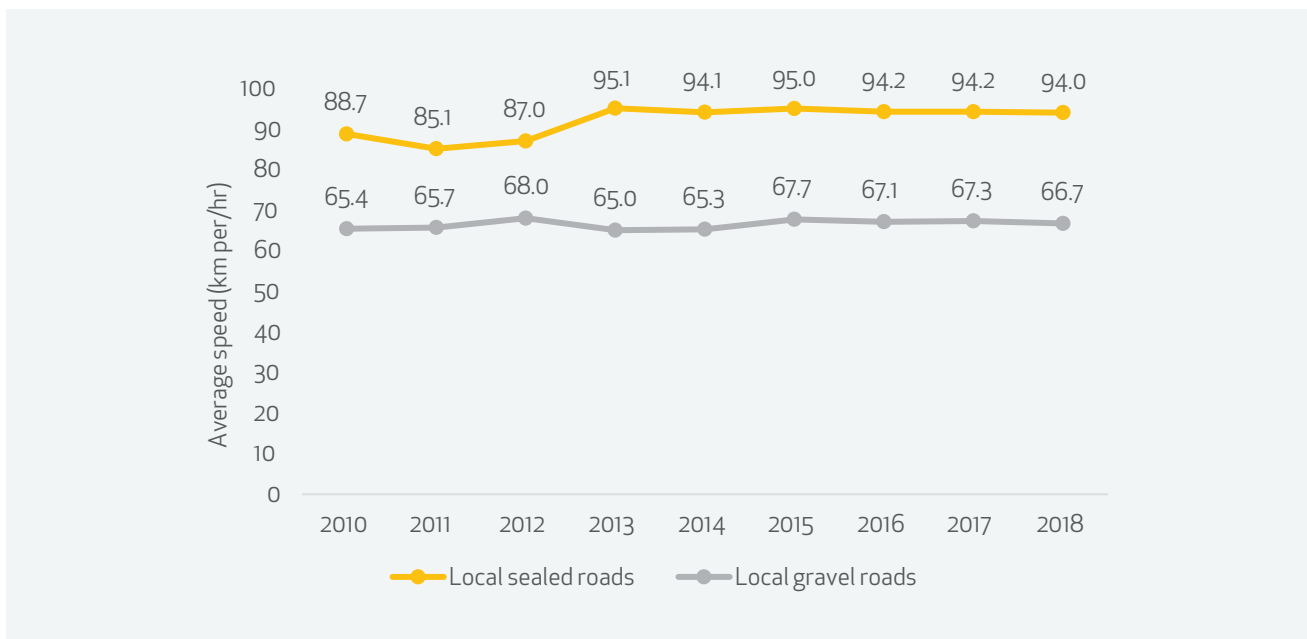


Figure 4.5 Safe speeds to travel

	Local gravel roads	Local sealed roads
Less than 50km/hr	15%	0%
50-59 km/hr	19%	1%
60-69 km/hr	18%	1%
70-79 km/hr	20%	3%
80-89 km/hr	15%	5%
90-100 km/hr	4%	75%
More than 100 km/hr	0%	10%
Don't drive on these roads/Don't know	9%	5%

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

		%	Number of respondents
<b>Roads</b>	Repair potholes	19%	57
	More maintenance	16%	48
	Grade gravel roads	14%	41
	More/ better sealing of roads	12%	37
	Proper/long term repairs	9%	28
	Clean gutters/ culverts/ debris/ litter	4%	12
	Improve condition of roads	3%	10
	Respond promptly to problems/ issues	3%	9
	Manage heavy traffic/ livestock use to stop road damage	3%	8
	Wider roads	3%	8
	Better traffic management (signage etc)	3%	10
	Total road focused comments	56%	169
<b>Foothpaths</b>	Prioritise hazardous/uneven paths	14%	43
	More maintenance	12%	35
	Seal footpaths	8%	23
	More/new footpaths	7%	21
	Proper/ long term repairs	1%	4
	Total footpath focused comments	33%	99
	Spend more money/ prioritise more	7%	21
	They are pretty good/ great	6%	18
	General more/improved maintenance	6%	17
	Better contractors/ staff	3%	8
	Address water run-off/drainage issues	1%	4
	Other	4%	12
	Don't know	13%	38

# 5

## Solid Waste Services

### Wheelie bins

75% of respondents stated that they had used the wheelie bin service in the district in the last 12 months; 11% had not used the service and 14% stated that the service was not available to them.

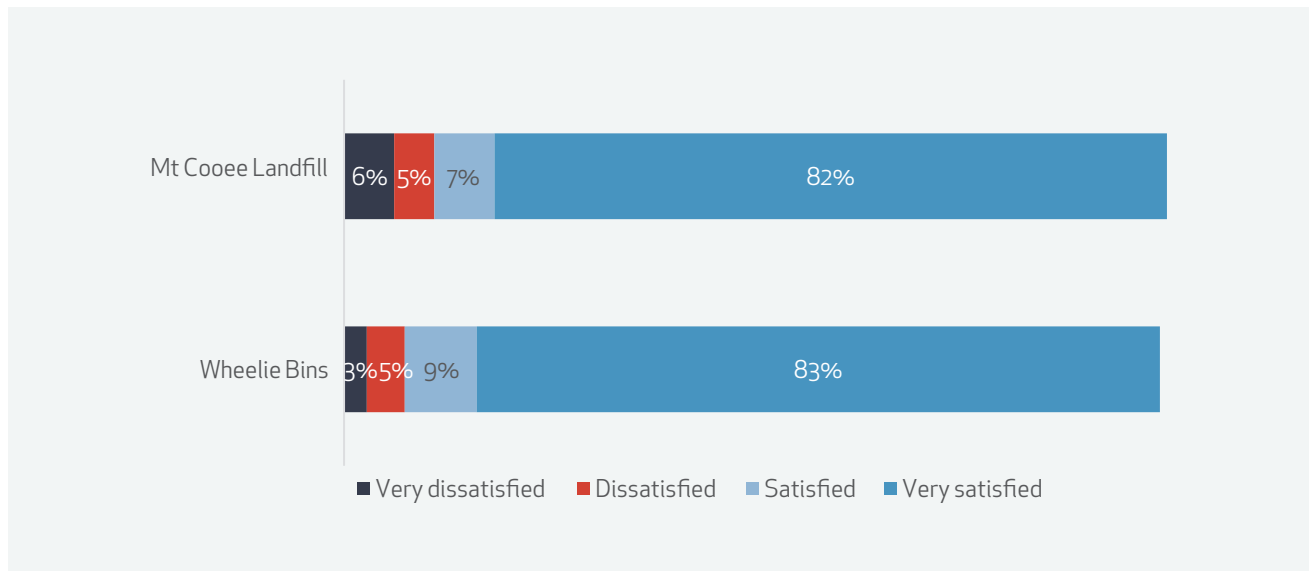
- Of those that had used the service 92% were satisfied.
  - **This meets the 2018/19 performance target for this area of >80%.**
- Satisfaction is in line with 2015, 2016 and 2017 results.

### Mt Cooee landfill

Less than a third of respondents (29%) had used Mt Cooee landfill during the previous 12 months.

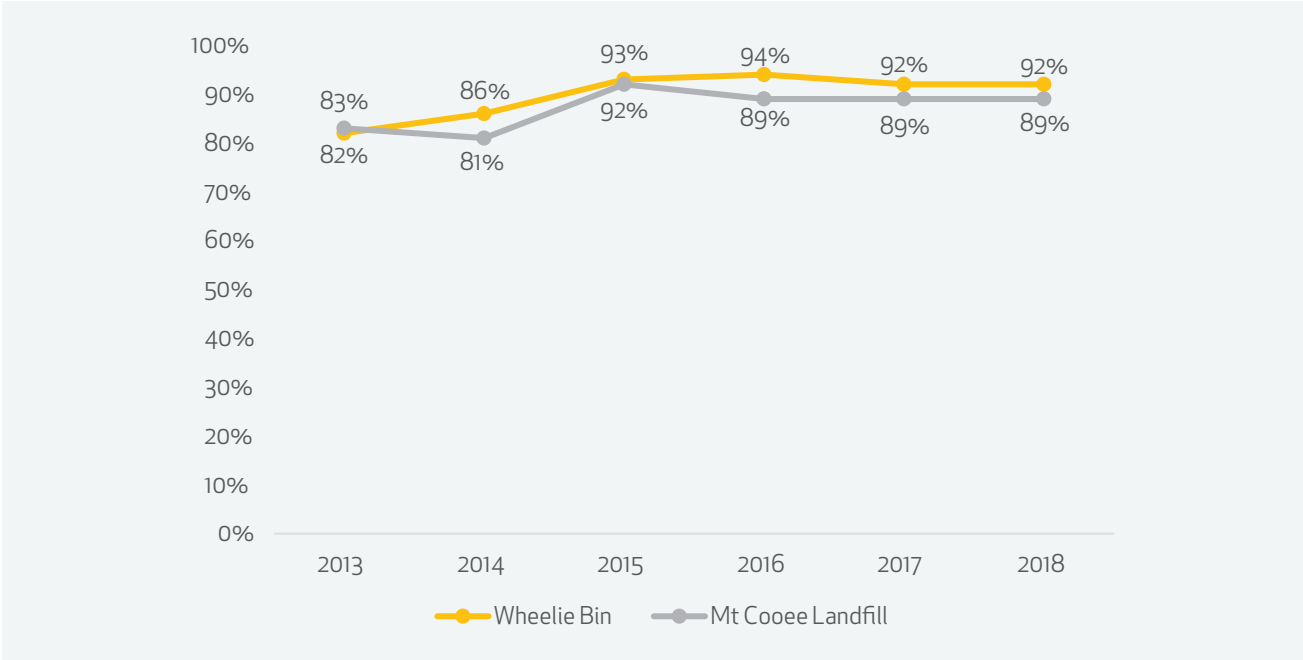
- This is consistent with 2017 and an increase from 2015 and 2016 usage levels.
- Of those that had used the service 89% were satisfied.
  - **This meets the 2018/19 performance target for this area of >72%.**
- Satisfaction is in line with recent results

Figure 5.1 Satisfaction with solid waste services



Wheelie bins (n=224), Mt Cooee landfill (n=85)

Figure 5.2 Satisfaction with solid waste services - trend analysis



# 6

## Community Services

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

- Use of service or information centres, cemeteries and playgrounds was higher amongst urban residents.
- Use of public toilets was highest among rural residents and those 16-29 in age.
- Playgrounds, sportsgrounds and parks and reserves had higher usage from the 30-49 age group.
- Service or Information Centres had higher use amongst older residents;.

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 and Milton Pool, at least 9 in every 10 facility users were satisfied with the services.
- Satisfaction with library services remain incredibly high.
  - **Performance targets for 2018/19 were met for all services.**

Figure 6.1 Use of Community Services

	All Respondents	Rural	Town (Urban)	16 - 29 years	30 - 49 years	50 - 64 years	65+ years	Male	Female
Library services: overall	44%	36%	50%	20%	49%	41%	54%	33%	55%
Community centre or community halls	63%	68%	59%	63%	67%	57%	63%	61%	65%
Service or information centre	53%	41%	62%	30%	57%	45%	68%	49%	56%
District parks and reserves	59%	53%	64%	40%	75%	54%	49%	59%	59%
Public toilets	59%	65%	54%	78%	67%	46%	49%	62%	56%
Cemeteries	48%	35%	58%	43%	36%	59%	60%	52%	44%
Balclutha sportsground	50%	50%	50%	58%	66%	40%	29%	46%	54%
Playgrounds	47%	39%	54%	60%	63%	28%	37%	40%	54%
Balclutha pool	31%	28%	33%	25%	43%	27%	17%	23%	38%
Milton sportsground	25%	31%	20%	20%	37%	12%	21%	24%	25%
Milton pool	6%	7%	6%	8%	10%	1%	5%	3%	10%
None of these	5%	6%	3%	3%	1%	9%	6%	3%	5%
<b>Total respondents</b>	<b>300</b>	<b>133</b>	<b>167</b>	<b>40</b>	<b>115</b>	<b>82</b>	<b>63</b>	<b>147</b>	<b>153</b>

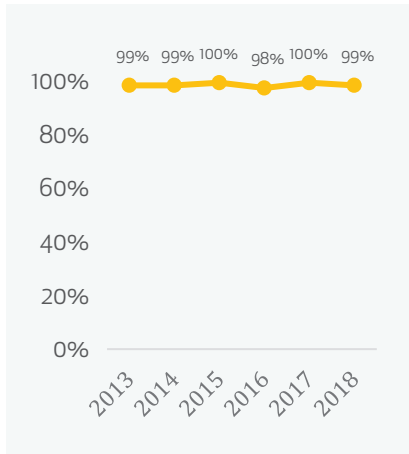
Figure 6.2 Satisfaction with Community Services

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	% satisfied	Performance target	Number of respondents
Library services: overall	1%	0%	5%	95%	99%	>90%	131
Library services: availability of books	1%	2%	11%	87%	98%		128
Balclutha sportsground	0%	3%	17%	79%	97%	>80%	150
Milton sportsground	1%	7%	20%	72%	92%	>80%	74
Service or information centre	0%	2%	5%	93%	98%	>90%	158
District parks and reserves	0%	3%	19%	78%	97%	>85%	177
Playgrounds	1%	4%	15%	80%	94%	>85%	142
Cemeteries	1%	3%	12%	83%	95%	>85%	144
Balclutha pool	5%	8%	15%	72%	87%	>60%	92
Community centre or community halls	0%	5%	16%	79%	95%	>85%	189
Milton pool	0%	26%	32%	42%	74%	>60%	19*
Public toilets	10%	26%	22%	42%	64%	>60%	177

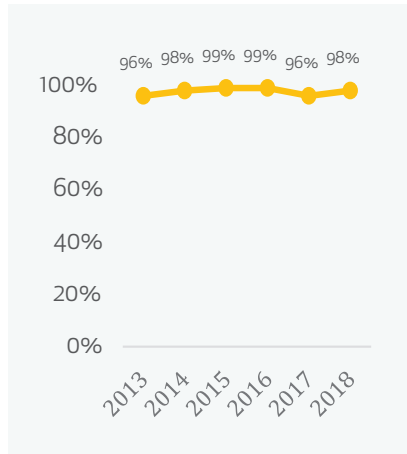
\*Caution: small sample sizes

Figure 6.3 Satisfaction with facilities – trend analysis

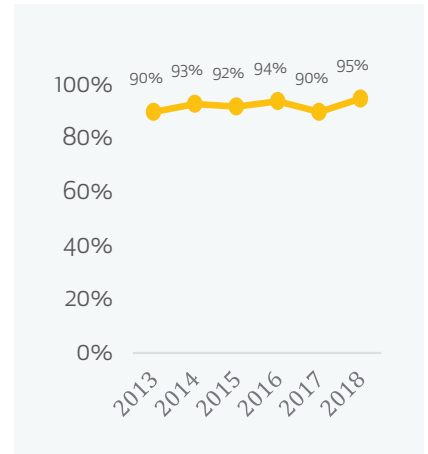
#### Library services



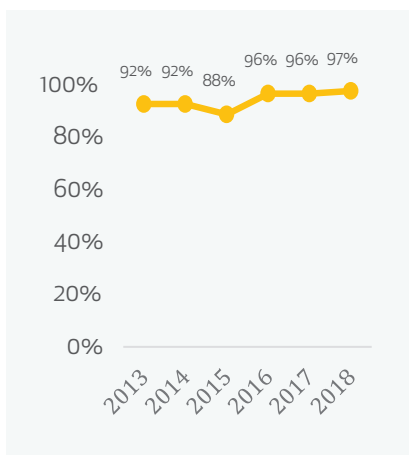
#### Service and information centre



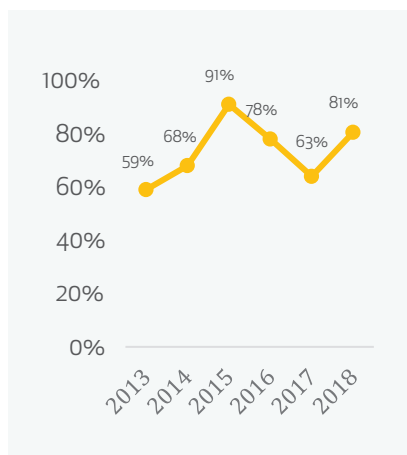
#### Community centre/hall



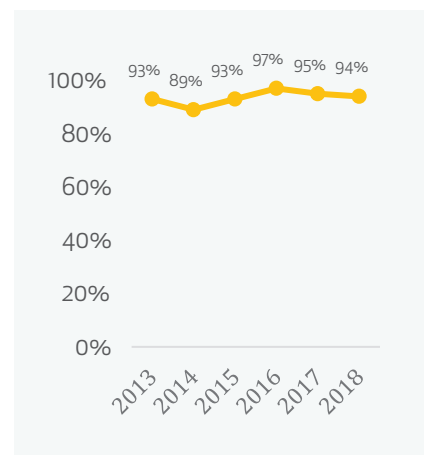
#### Parks and reserves



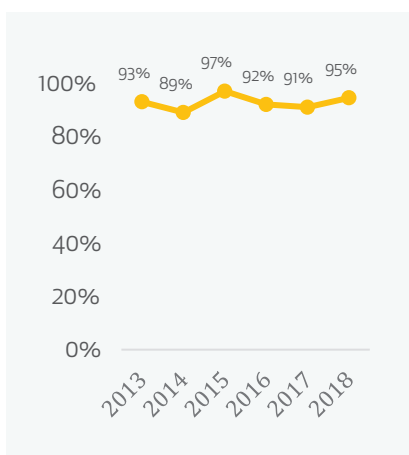
#### Swimming pools



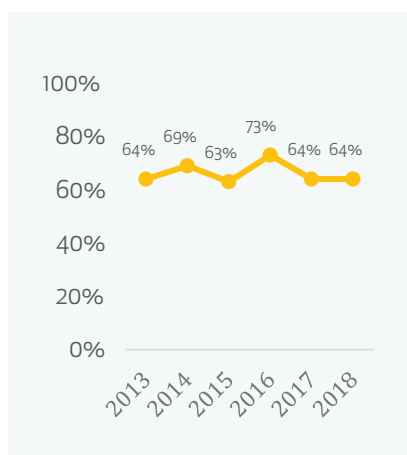
#### Playgrounds



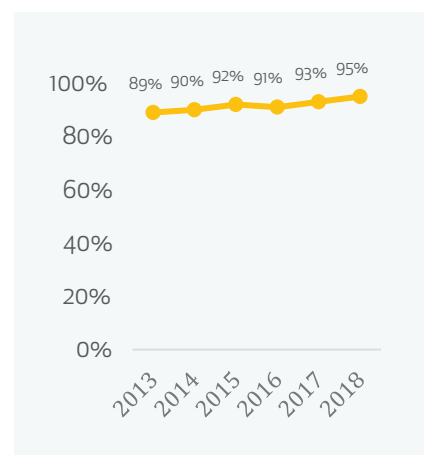
#### Sportsgrounds



#### Public toilets



#### Cemeteries



# 7

## Requests for Service and Complaints

A quarter of residents (26%) stated that they had made a request for service or complaint about a Council service in the previous 12 months. This is in line with 2015 - 2017 findings.

- Urban and rural respondents were equally likely to have made a request for service or complaint at 25% and 27% respectfully.
- The majority of requests for service or complaints related to roads or water supply. This was also the case in 2015, 2016 and 2017.
- The majority of rural complaints centred around water supply (53%) or roads (42%). This differed to urban complaints, which typically were about stormwater (19%), water supply (16%), footpaths (9%) or dogs (9%).
- Most complaints were lodged via the main 03 Council number (44%), or in person (24%).

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 53% were contacted within 5 days of requesting their service or complaint. 59% 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)	44%
In person/ verbally	24%
0800 number (via phone)	9%
Online via Council website	6%
Email	3%
Phone other (eg service centre, directly to staff)	10%
In writing	3%
Other	1%

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

Yes	53%
No	43%
Don't know/can't remember	5%

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

	Rural	Urban	All respondents
Water supply	53%	16%	33%
Roads	42%	2%	20%
Stormwater	3%	19%	11%
Footpaths	0%	9%	5%
Dogs	0%	9%	5%
Wheelie bin collection	3%	5%	4%
Parks/reserves (including berms)	0%	2%	1%
Playgrounds/sportsgrounds	0%	7%	4%
Building works	0%	0%	0%
Streetlights	0%	5%	3%
Public/private grounds maintenance	0%	5%	3%
Sewerage	0%	5%	3%
Noise	0%	2%	1%
Public toilets	0%	2%	1%
Other (please specify)	0%	12%	6%
<b>Total respondents</b>	<b>36</b>	<b>46</b>	<b>79</b>

Figure 7.4 Satisfaction with the way service requests and complaints are handled

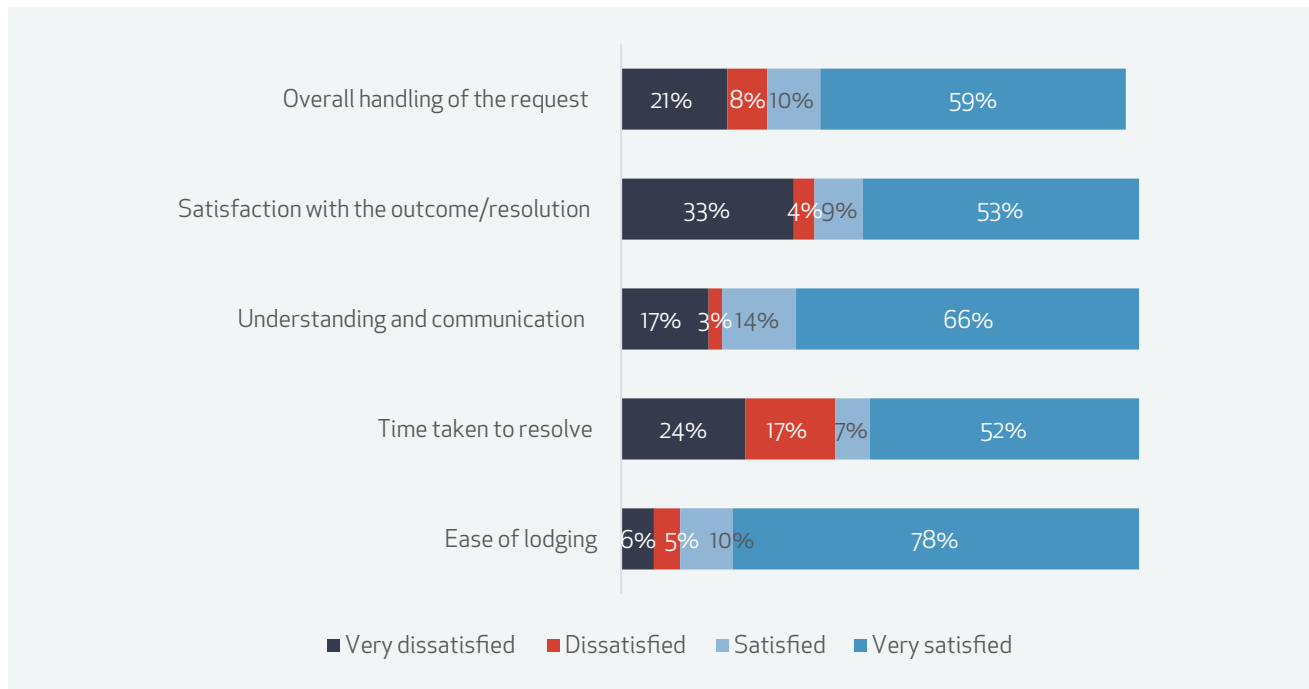


Figure 7.5 Satisfaction with the way service requests and complaints are handled – trend analysis

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

# 8

## Elected Members and Council

### 8.1 Satisfaction with elected members

In line with 2016 and 2017 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 77%. Results are in line with previous findings
- 86% of all respondents were satisfied with the decision making, planning and leadership of elected members.
  - **This meets the 2018/19 performance target for this area of >80%.**
- Trend analysis of satisfaction with overall performance shows stability in perceptions over recent years.

Figure 8.1 Satisfaction with elected members and Council

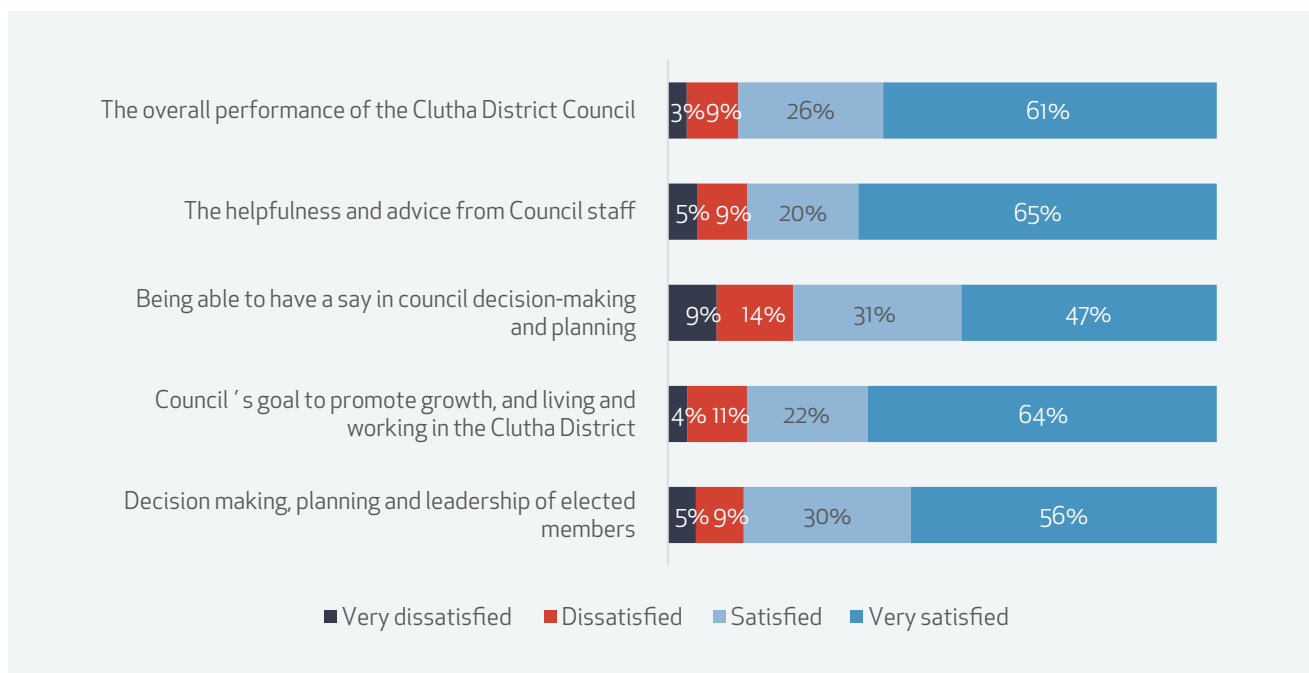


Figure 8.2 Satisfaction with elected members and Council – sub-group analysis

	All respondents	Rural	Urban	16 - 29 years	30 - 49 years	50 - 64 years	65+ years
Decision making, planning and leadership of elected members	86%	84%	88%	91%	88%	84%	83%
Council's goal to promote growth, and living and working in the Clutha District	86%	85%	86%	94%	88%	80%	83%
Being able to have a say in council decision-making and planning	77%	77%	78%	86%	77%	74%	77%
The helpfulness and advice from Council staff	85%	83%	88%	86%	85%	81%	91%
The overall performance of the Clutha District Council	87%	85%	89%	91%	91%	80%	87%

Figure 8.3 Satisfaction with elected members and council – trend analysis

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

Figure 8.4 Satisfaction with elected members and council – trend analysis



## 8.2 Value for Money

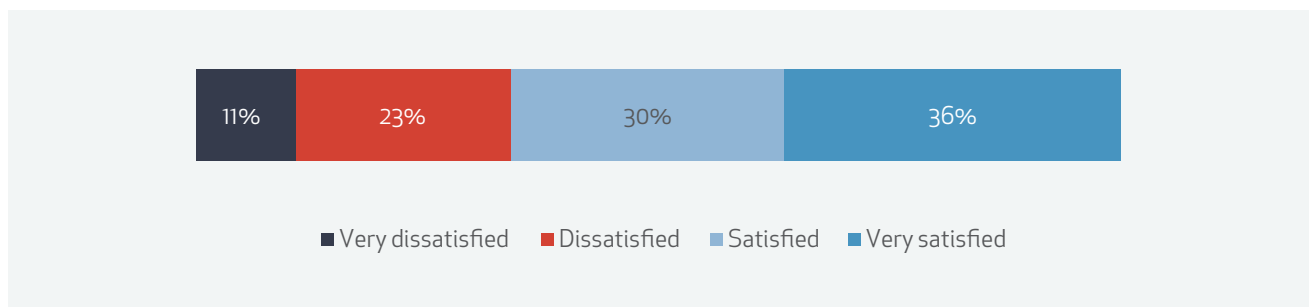
Two thirds of residents (66%) were satisfied with the value for money they get from their rates.

Perceptions of rural residents remain more negative in this area; 53% of rural residents satisfied compared with 75% of urban residents. The difference in those that stated that they were very satisfied was statistically significant. 20% of rural respondents were very satisfied with value for money from rates compared with 48% of urban respondents.

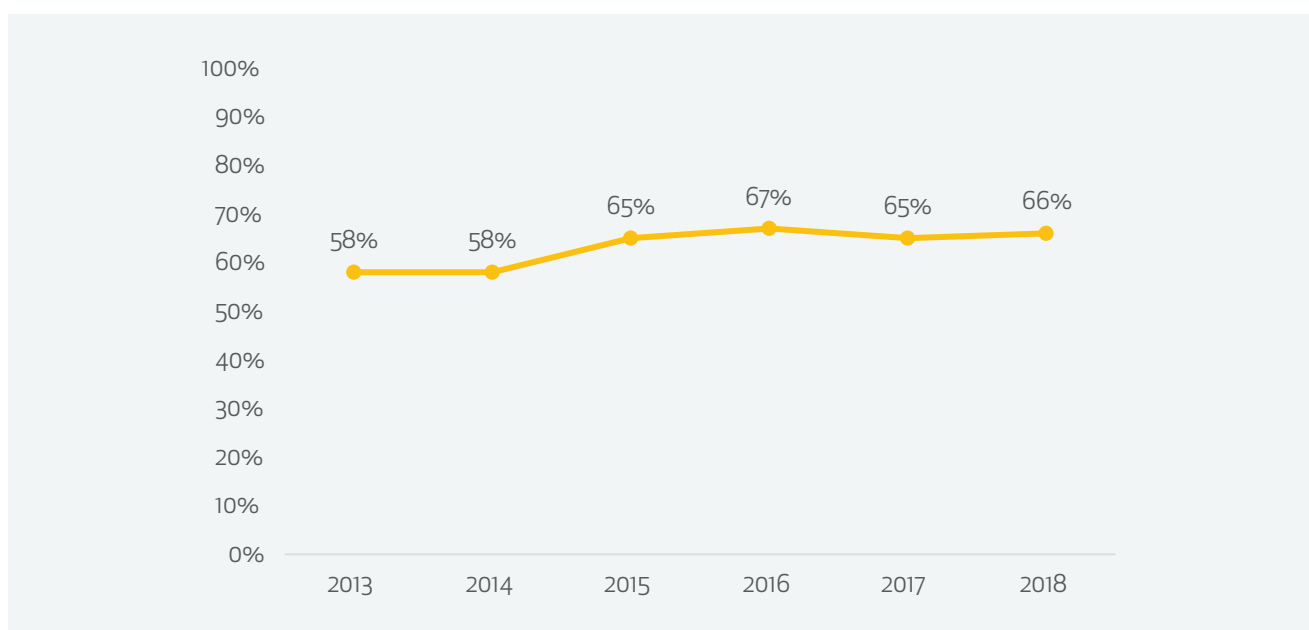
Taking into account differences in sample size, there were no significant differences in satisfaction by the age group of the respondent.

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 – trend analysis*



## 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; and their financial management and the quality of services they provide.

45% of residents gave the Council an 'excellent' rating for its reputation which is another slight (but not statistically significant) improvement. 82% gave a positive rating.<sup>1</sup>

As in recent years, rural residents were less likely to give an excellent rating (38%) than urban residents (51%) but both groups were equally likely to give a positive rating, 82% and 83% respectively.

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

Figure 8.7 Council reputation

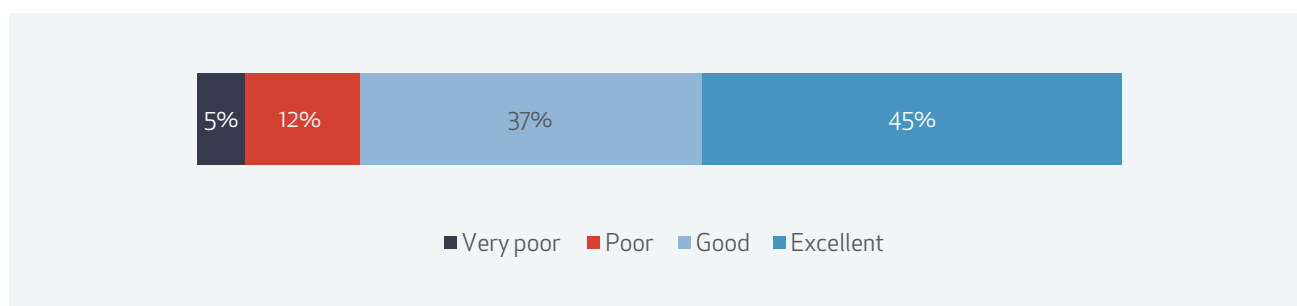


Figure 8.8 Council reputation – sub-group analysis

	All respondents	Rural	Urban	16 - 29 years	30 - 49 years	50 - 64 years	65+ years
Very poor	5%	7%	4%	6%	4%	6%	5%
Poor	12%	11%	14%	3%	13%	15%	13%
Good	37%	44%	31%	31%	45%	35%	29%
Excellent	45%	38%	51%	61%	38%	43%	53%
<b>Negative</b>	18%	18%	17%	8%	18%	22%	18%
<b>Positive</b>	82%	82%	83%	92%	82%	78%	82%
<b>Number of respondents</b>	289	127	162	36*	112	79	62

1. 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, 81% of residents stated that they were satisfied with the Clutha District Council. This is a slight increase on 2015 - 2017 results, which all sat at 78%.

Total satisfaction levels were higher in urban areas (85%) compared with rural (75%).

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

Figure 8.9 Overall satisfaction with the Clutha District Council

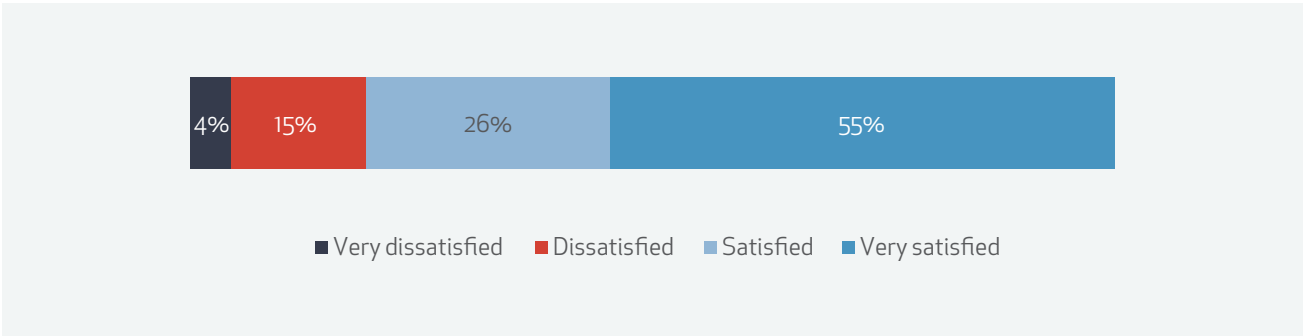


Figure 8.10 Overall satisfaction with the Clutha District Council – sub-group analysis

	All respondents	Rural	Urban	16 - 29 years	30 - 49 years	50 - 64 years	65+ years
Very dissatisfied	4%	7%	2%	0%	4%	9%	2%
Dissatisfied	15%	18%	12%	5%	18%	17%	10%
Satisfied	26%	25%	28%	19%	29%	23%	31%
Very satisfied	55%	51%	58%	76%	49%	51%	58%
<b>Satisfied</b>	<b>81%</b>	<b>75%</b>	<b>85%</b>	<b>95%</b>	<b>77%</b>	<b>74%</b>	<b>89%</b>
<b>Total Respondents</b>	<b>295</b>	<b>130</b>	<b>165</b>	<b>37</b>	<b>115</b>	<b>81</b>	<b>62</b>

# 9

## Improvement Areas

Roads, waste management and footpaths were identified as the top three areas that residents felt the Council needed to make improvements to. These were also the top three in 2017 and 2016.

Roads were the significant issue for both urban and rural residents, while urban residents are significantly more likely to suggest footpaths as an improvement area compared with rural.

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

	All respondents	Rural	Urban	Number of respondents
Roads	22%	28%	18%	67
Footpaths	11%	4%	17%	33
Waste management/ recycling	12%	8%	16%	37
Public toilets	7%	8%	6%	20
Water quality	9%	8%	10%	27
Public spaces maintenance/ presentation	7%	5%	8%	20
Financial management	3%	5%	2%	9
Water supply	4%	5%	2%	11
Rates / rates affordability	4%	2%	6%	13
Swimming pools	4%	4%	4%	12
Listening to/communicating with public	1%	2%	1%	4
Traffic management (eg pedestrian crossings, signage)	4%	3%	4%	11
Parks and reserves	2%	2%	2%	6
Pedestrian/cycling tracks	1%	2%	1%	4
Halls and community centres	2%	1%	3%	6
Local business/ employment support	2%	2%	2%	6
Water - general	2%	3%	1%	6
Water management	2%	3%	1%	6
Eliminate urban-rural divide/ less focus on Balclutha	1%	1%	1%	2
Stormwater	1%	0%	1%	2
Animal control	1%	1%	2%	4
Arts/Culture/Heritage support	1%	2%	1%	3
Parking	1%	2%	1%	4

	All respondents	Rural	Urban	Number of respondents
Cost of Mt Coovee landfill	2%	0%	3%	5
Elected members and council	1%	1%	1%	3
Street lighting	1%	0%	2%	4
Everything	0%	1%	0%	1
Main street	1%	0%	2%	4
Sewerage	1%	2%	1%	3
Policies/processes	1%	1%	1%	2
Other	5%	5%	5%	14
Council does not need to make any improvements	6%	5%	6%	17
Don't know/ no opinion	27%	29%	25%	80
<b>Total Respondents</b>	<b>300</b>	<b>133</b>	<b>167</b>	<b>300</b>

# 10

## Appendix One: Demographic Profile

Age	%	Number of respondents
16 - 29 years	13%	40
30 - 49 years	38%	115
50 - 64 years	27%	82
65+ years	21%	63
<b>Total</b>	<b>100%</b>	<b>300</b>

Gender	%	Number of respondents
Male	49%	147
Female	51%	153
<b>Total</b>	<b>100%</b>	<b>300</b>

Ratepayer Status	%	Number of respondents
Ratepayer	81%	243
Renter	7%	22
Don't pay rent or rates	11%	32
Both	1%	2
Other	0%	1
<b>Total</b>	<b>100%</b>	<b>300</b>

Location	%	Number of respondents
Rural	44%	133
Urban	56%	167
<b>Total</b>	<b>100%</b>	<b>300</b>

Urban Locations	%	Number of respondents
Balclutha	45%	75
Milton	18%	30
Tapanui	10%	16
Kaitangata	8%	13
Lawrence	4%	6
Clinton	3%	5
Stirling	2%	4
Kaka Point	2%	4
Owaka	2%	3
Waihola	1%	2
Benhar	1%	1
Other urban (specify)	5%	8
<b>Total</b>	<b>100%</b>	<b>167</b>

Ethnicity	%	Number of respondents
European	95%	286
Maori	6%	17
Other Ethnicity	1%	3
Decline / Refuse	1%	2
<b>Total</b>	<b>100%</b>	<b>300</b>

## 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.

168 residents chose to complete the survey online.

The 168 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 are more likely to have made a request for service or complaint and were more likely to use an online medium to do so.
2. They hold more negative views on the performance of elected members and Council.
3. They want to be engaged and have more opportunities to be able to have a say in Council decision making and planning.
4. Compared to the random sample group, the social media respondents were significantly less satisfied regarding:
  - Wastewater services
  - Reliability of water supply
  - Local gravel roads, sealed roads and footpaths
  - Wheelie bin service and Mount Cooee landfill
  - All Council facilities, with the exception of the pools and the service/information centres
  - Value for money of their rates
5. Overall satisfaction with the Council is lower, as is perception of reputation.
6. 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. The profile of the two samples was comparable in terms of ratepayer status, area and age.

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

### *Satisfaction with wastewater service*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	3%	13%
	5	14
Very satisfied or satisfied	<b>97%</b>	87%
	164	90

### *Satisfaction with the stormwater system*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	29%	36%
	48	38
Very satisfied or satisfied	71%	64%
	118	68

### *Reliability of water supply*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	16%	27%
	40	40
Very satisfied or satisfied	<b>84%</b>	73%
	215	108

### *Taste and clarity of water supply*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	34%	45%
	84	66
Very satisfied or satisfied	<b>66%</b>	55%
	164	80

### Local roads appropriate for travel

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	38%	<b>59%</b>
	111	98
Very satisfied or satisfied	<b>62%</b>	41%
	184	68

### Maintenance - Local gravel roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	45%	<b>69%</b>
	126	108
Very satisfied or satisfied	<b>55%</b>	31%
	152	49

### Maintenance - Local sealed roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	21%	<b>45%</b>
	63	76
Very satisfied or satisfied	<b>79%</b>	55%
	232	92

### Footpaths

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	32%	<b>63%</b>
	84	98
Very satisfied or satisfied	<b>68%</b>	37%
	177	57

### Wheelie Bin Service

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	8%	15%
	17	21
Very satisfied or satisfied	<b>92%</b>	85%
	207	115

### Mount Cooee Landfill

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	11%	24%
	9	19
Very satisfied or satisfied	<b>89%</b>	76%
	76	61

### Satisfaction with Council Facilities

	Random sample - phone survey	Self-selecting sample - online survey
District Parks and Reserves	<b>97%</b>	86%
	172	96
Balclutha Sportsground	<b>97%</b>	85%
	145	73
Milton Sportsground	<b>92%</b>	69%
	68	20
Playgrounds	<b>94%</b>	81%
	134	58
Cemeteries	<b>95%</b>	76%
	137	52
Service or Information Centre	98%	95%
	155	63
Public Toilets	<b>64%</b>	44%
	113	44

Balclutha Pool	87%	82%
	80	49
Milton Pool	74%	54%
	14	7
Community centre or community halls	<b>95%</b>	78%
	179	51

#### *Library - Overall*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	1%	3%
	1	3
Very satisfied or satisfied	99%	97%
	130	86

#### *Library – Book Availability*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	2%	4%
	3	3
Very satisfied or satisfied	98%	96%
	125	74

#### *Have you made a complaint in the last 12 months?*

	Random sample - phone survey	Self-selecting sample - online survey
Yes	26%	<b>45%</b>
	78	75
No	<b>74%</b>	55%
	222	93

### How complaints are lodged

	Random sample - phone survey	Self-selecting sample - online survey
Main Council number 03 419 0200 (via phone)	<b>44%</b>	22%
	35	17
In person/verbally	24%	13%
	19	10
0800 number (via phone)	9%	21%
	7	16
Online via Council website	6%	<b>21%</b>
	5	16
Email	3%	<b>14%</b>
	2	11
Phone Other	<b>10%</b>	1%
	8	1
In writing	3%	3%
	2	2
Other	1%	4%
	1	3

### Compliant – Ease of lodging

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	11%	<b>33%</b>
	9	24
Very satisfied or satisfied	<b>89%</b>	67%
	70	48

#### *Time taken to resolve*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	41%	50%
	31	37
Very satisfied or satisfied	59%	50%
	44	37

#### *How well staff understood issue*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	19%	<b>43%</b>
	15	32
Very satisfied or satisfied	<b>81%</b>	57%
	62	43

#### *Resolution of complaint*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	37%	48%
	28	35
Very satisfied or satisfied	63%	52%
	47	38

#### *How well complaint was handled*

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	28%	<b>48%</b>
	22	36
Very satisfied or satisfied	<b>69%</b>	51%
	54	38

### Satisfaction with Council

	Random sample - phone survey	Self-selecting sample - online survey
Decision making, planning and leadership of elected members	<b>86%</b>	51%
	218	62
Council's goal to promote growth and living and working in the Clutha District	<b>86%</b>	55%
	237	81
Being able to have a say in council decision-making and planning	<b>77%</b>	46%
	199	59
The helpfulness and advice from Council staff	<b>85%</b>	62%
	224	90
The overall performance of the Clutha District Council	<b>87%</b>	59%
	251	88

### Value for money

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	34%	<b>55%</b>
	85	78
Very satisfied or satisfied	<b>66%</b>	45%
	165	64

### Clutha District Council Reputation

	Random sample - phone survey	Self-selecting sample - online survey
Negative NET	18%	<b>46%</b>
	51	72
Positive NET	<b>82%</b>	54%
	238	84

### Overall Satisfaction with Clutha District Council

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	19%	<b>47%</b>
	56	76
Very satisfied or satisfied	<b>81%</b>	53%
	239	86

## Sample profile

Age	Random sample - phone survey	Self-selecting sample - online survey
16-29	13%	12%
	40	20
30-49	38%	39%
	115	66
50-64	27%	35%
	82	58
65+	21%	14%
	63	24
<b>Total sample</b>	<b>300</b>	<b>168</b>

Gender	Random sample - phone survey	Self-selecting sample - online survey
Male	49%	34%
	147	57
Female	51%	<b>66%</b>
	153	111
<b>Total sample</b>	<b>100%</b>	<b>100%</b>
	<b>300</b>	<b>168</b>

Ratepayer status	Random sample - phone survey	Self-selecting sample - online survey
Ratepayer	81%	85%
	243	142
Renter	7%	9%
	22	15
Both	1%	1%
	2	1
Don't pay rent or rates	11%	5%
	32	9
Other	0%	0%
	1	1
<b>Total sample</b>	<b>100%</b>	<b>100%</b>
	<b>300</b>	<b>168</b>

Location	Random sample - phone survey	Self-selecting sample - online survey
Rural	44%	39%
	133	66
Urban	56%	61%
	167	102
<b>Total sample</b>	<b>100%</b>	<b>100%</b>
	<b>300</b>	<b>168</b>

Area	Random sample - phone survey	Self-selecting sample - online survey
Balclutha	45%	56%
	75	57
Milton	18%	17%
	30	17
Lawrence	4%	11%
	6	11
Tapanui	10%	0%
	16	0
Kaitangata	8%	4%
	13	4
Clinton	3%	4%
	5	4
Owaka	2%	4%
	3	4
Stirling	2%	3%
	4	3
Kaka Point	2%	1%
	4	1
Waihola	1%	1%
	2	1
Benhar	1%	0%
	1	0
Bruce	0%	1%
	0	1
Clutha	0%	1%
	0	1
Other urban (specify)	5%	1%
	8	1
<b>Total Respondents</b>	<b>100%</b>	<b>100%</b>
	<b>300</b>	<b>168</b>





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