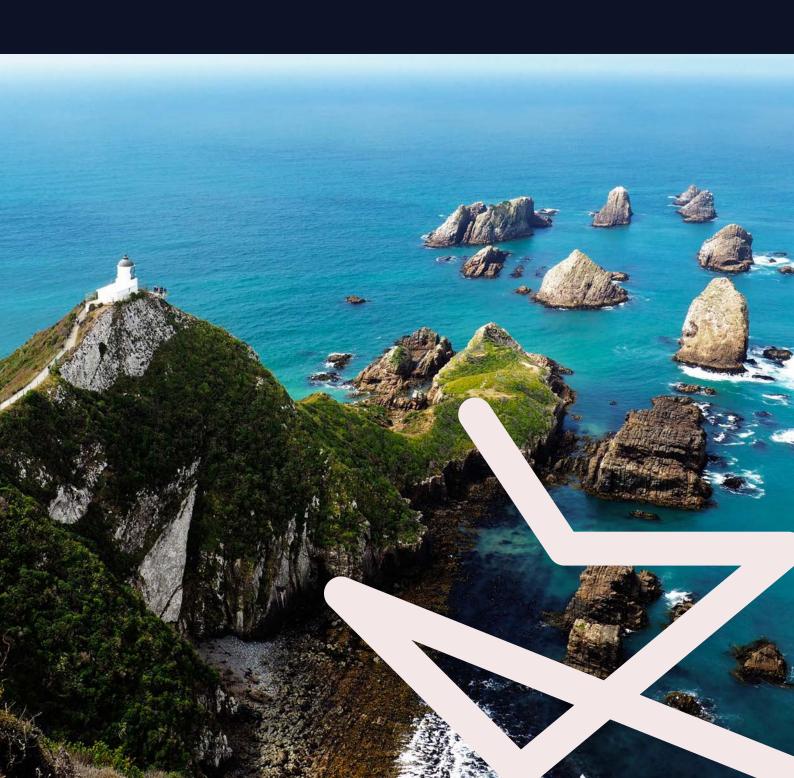


Clutha District Council

RESIDENT SATISFACTION SURVEY 2022

Research report | May 2022





Contents

Key Messages	3
Research Design	7
Use of, and Visits to, Council Facilities	11
Sewerage & Stormwater	14
Water Supply	17
Roading	21
Solid Waste Services	26
Community Services	28
Elected Members and Council	32
Areas for Council Improvement	37
Appendix One: Demographic Profile	39
Appendix Two: Social Media Respondents	43



Disclaimer

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Key Messages



1.1 Council Services



94% satisfied with district sewerage systems



79% satisfied with stormwater services



49% satisfied with the maintenance of unsealed roads



73% satisfied with the maintenance of sealed roads



60% satisfied with footpaths



91% satisfied with the wheelie bin service



96% satisfied with Mt Cooee landfill



1.2 Council Facilities



99% satisfied with libraries



94% satisfied with service or information centres



92% satisfied with community centres or community halls



71% satisfied with public toilets



94% satisfied with cemeteries



93% satisfied with district parks and reserves



92% satisfied with **playgrounds**



96% satisfied with Balclutha Sportsground



93% satisfied with Balclutha Pool



94% satisfied with Milton Sportsground



65% satisfied with Milton Pool



1.3 Elected Members and Council



satisfied with decision making, planning and leadership of elected members



75% satisfied with Council's goal to promote growth, living, and working in the Clutha District



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



77% satisfied with the helpfulness and advice from Council staff



71% satisfied with the overall performance of the Clutha District Council



54% satisfied with value for money from rates



Research Design



2.1 Context

Clutha District Council commissions an annual residents' survey to gather feedback about the services the 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 2022 residents' survey were:

- · Council services and facilities.
- Elected members and Council.

2.2 Method

The 2022 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.

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 offered an email containing a link to the online survey.



STAND-ALONE ONLINE SURVEY

An additional online version of the survey was added in 2018 to enable more inclusive engagement. This provided an option for those with a preference for online completion, 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.
- An advert and links were placed and boosted on the Council's 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 – more 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 301 respondents that is representative of the District's population. An additional 50 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 dis	satisfied	Dissatisfied	Satisfied	Very sa	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 31st of March and the 2nd of May 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 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).



Use of, and Visits to, Council Facilities



In the 2022 survey, Clutha residents were asked to confirm whether or not they had visited or used a coded list of Council services and facilities in the past 12 months. At least half of Clutha residents used the following services or facilities:

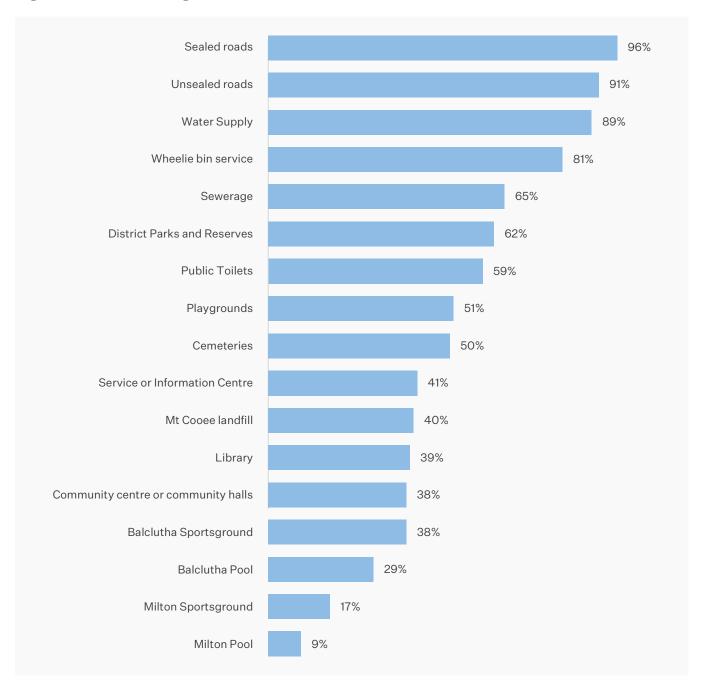
- The wheelie bin service.
- District parks and reserves.
- · Roads (both sealed and unsealed).
- Public toilets.
- · Playgrounds.
- · Cemeteries.

The data analysis revealed some significant relationships:

- Rural residents have a higher dissatisfaction with local roads being appropriate for their travel (62%) and with the maintenance of local unsealed, gravel roads (66%).
- Residents aged 18–29 were less likely to visit a library (19%).
- Town residents are more likely to be satisfied with their water supply (80%) compared to rural residents (57%).



Figure 3.1 Visits and usage of Council facilities





Sewerage & Stormwater



4.1 Sewerage

94% of residents with properties connected to one of the district's sewerage systems stated that they were satisfied with the service:

√ Performance target met (2021/22 aim: >85%)

 Performance in this area of Council services has been consistently high since 2015. Although the 2021 measure posted a decline, it is positive to see an increase in satisfaction for 2022.

Figure 4.1 Satisfaction with District sewerage systems

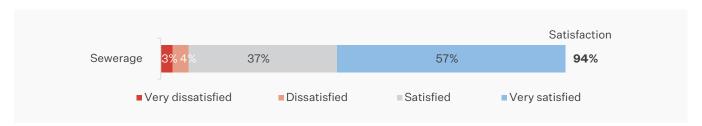
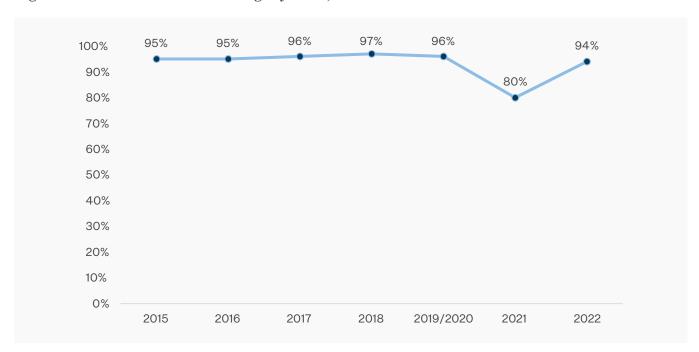


Figure 4.2 Satisfaction with sewerage systems, over time





4.2 Stormwater

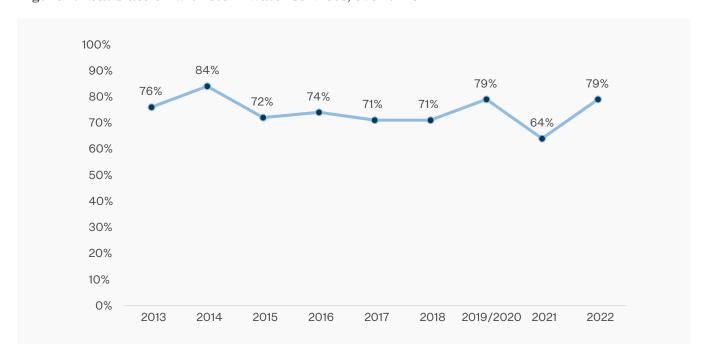
Residents were also asked to rate satisfaction with stormwater services.

- 79% of these residents stated that they were satisfied with the service.
- √ Performance target met (2021/22 aim: >75%)

Figure 4.3 Satisfaction with stormwater services



Figure 4.4 Satisfaction with stormwater services, over time





Water Supply



Four out of five (86%) residents in the Clutha District were connected to the town water supply or a rural water scheme.

Figure 5.1 Water supply

	%	Number of respondents
Town water supply	63%	190
Rural water scheme	23%	69
Both, Council (town) or rural scheme, and own supply of water	2%	6
Own supply of water (e.g., roof water or bore source)	9%	28
Other (please specify)	0%	1
Don't know	2%	7
Total	100%	301

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.

RELIABILITY

Overall, 75% stated that they were satisfied with the reliability of the water supply in the last 12 months.

• Urban residents are more likely to be satisfied with the reliability of their water supply (83%) compared to rural residents (60%).

Figure 5.2 Satisfaction with the reliability of water supply

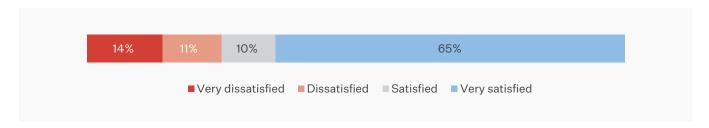




Figure 5.3 Satisfaction with the reliability of water supply, over time 1



2022 Town supply n=189, Rural water scheme n=68

¹ Satisfaction with reliability of water supply was not asked in the 2020/2021 survey



TASTE AND CLARITY

Overall, 59% indicated that they were satisfied with the taste and clarity of their water supply.

X Performance target not met >70%.

• Residents using the town supply are more likely to be satisfied with taste and clarity (64%), compared to residents on the rural water scheme (46%).

Figure 5.4 Satisfaction with the taste and clarity of water supply

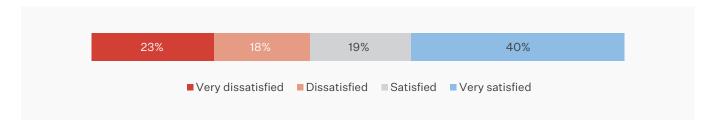
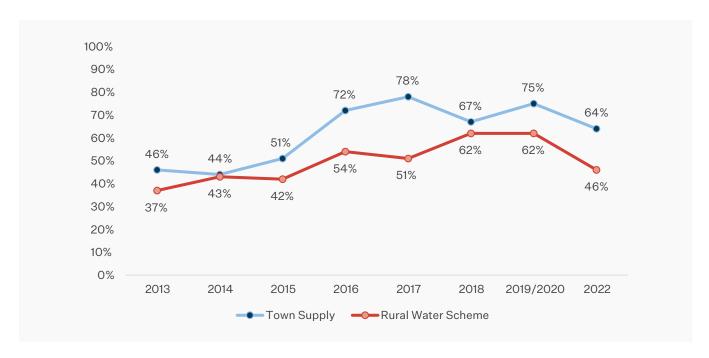


Figure 5.5 Satisfaction with the taste and clarity of water supply, over time2



2022 Town supply n=183, Rural water scheme n=68

 $^{2 \}quad \text{Satisfaction with taste and clarity of water supply was not asked in the 2020/2021 survey} \\$



Roading



- More than half of the respondents (55%) were satisfied that local roads are appropriate for their travel needs.
- Comments to improve roads focused on long-term repairs and potholes.
- In 2022, rural respondents displayed higher levels of satisfaction with sealed roads and footpaths, and lower for the unsealed roads. This is expected, as rural road users have a higher tendency to use unsealed roads compared to urban users.

Figure 6.1 Satisfaction with roading and footpaths

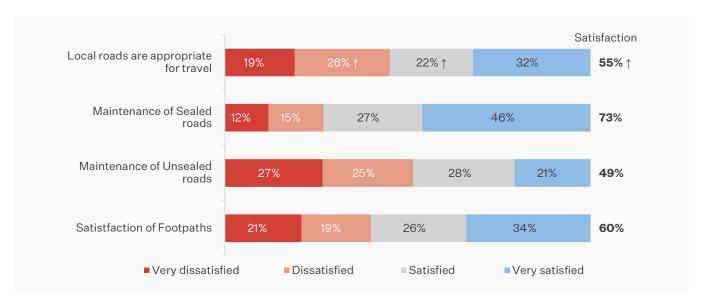


Figure 6.2 Ways the council could improve the districts roads.

10%↑
9%↑
8%
5%
5%
4%
3%
3%
3%
2%↓
1%↓
40%



SEALED ROADS

• 73% of respondents were satisfied with the sealed roads.

√ Performance target met (2021/22 aim >70%)

• There was more consensus on the safe speed to travel on local sealed roads when compared with gravel roads; 77% stated 90–100 km/hr was the speed they felt they could travel on sealed roads.

X Performance target not met (2021/22 aim 80-90 km/hr)

UNSEALED ROADS

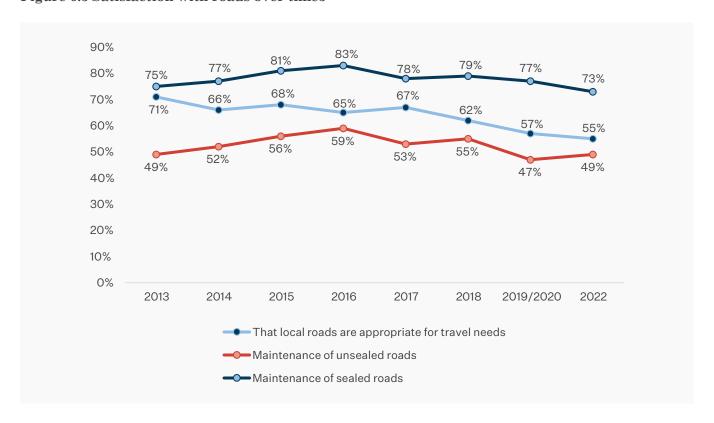
• Just under half of respondents (49%) were satisfied with the unsealed roads.

X Performance target not met (2021/22 aim >52%)

• The highest proportions of respondents stated the speed they feel that they can safely travel on gravel roads is less than 50 km/hr (20%), followed by 50–59 km/hr (16%).

X Performance target not met (2019/20 aim 60-70 km/hr)

Figure 6.3 Satisfaction with roads over time3



 $^{3\,\,}$ Satisfaction with roads was not measured in the 2020/2021 survey.



FOOTPATHS

• 60% of respondents were satisfied with footpaths in the District.

X Performance target not met (2021/22 aim >80%).

Figure 6.4 Ways the council could improve the District's footpaths

Prioritise hazardous/uneven paths	15% ↑
More/ new footpaths	9%↑
More maintenance	9%↑
Proper/ long term repairs	3%
Seal footpaths	2%↓
Wider footpaths	2%↓

Figure 6.5 Satisfaction with footpaths over time

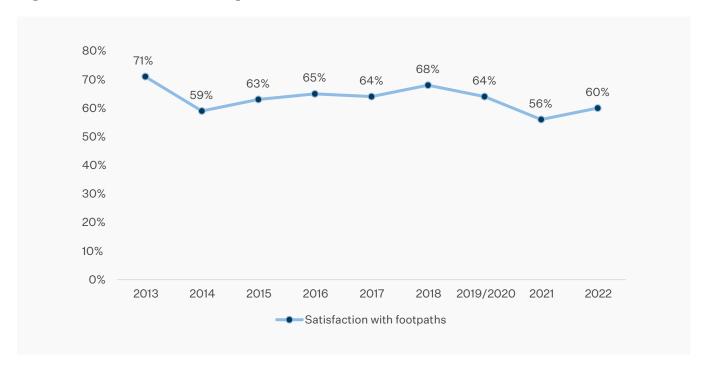




Figure 6.6 Satisfaction with roading and footpaths, by location ${\bf r}$

	Rural	Urban
Local roads are appropriate for travel needs	38%	63%
Maintenance of unsealed roads	34%	56%
Maintenance of sealed roads	68%	71%
Satisfaction with footpaths	55%	58%



Solid Waste Services



WHEELIE BINS

81% of respondents stated that they had used the wheelie bin service in the District in the last 12 months.

- Of those that had used the service, 91% were satisfied.
- \checkmark This meets the 2021/22 performance target for this area of >80%.
- Satisfaction is in line with 2015–2021 results.

MT COOEE LANDFILL

40% of respondents had used the Mt Cooee landfill during the previous 12 months.

- Of those that had used the service, 96% were satisfied.
- \checkmark This meets the 2021/22 performance target for this area of >75%.

Figure 7.1 Satisfaction with solid waste services

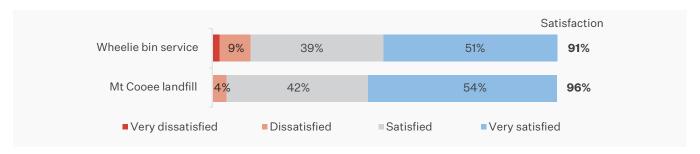
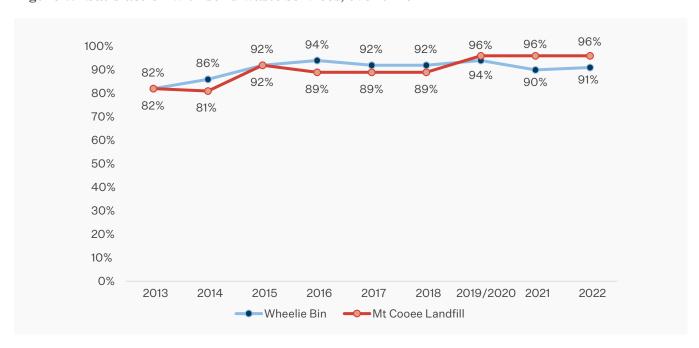


Figure 7.2 Satisfaction with solid waste services, over time





Community Services



The use of Council-provided facilities in the last 24 months was not as high as in previous periods. This is understandable given the impact that COVID lockdowns have had on access.

• 83% of residents had visited at least one of the listed facilities in the last 12 months.

Satisfaction with most Council-provided facilities was high:

- For all other facilities, with the exception of public toilets, approximately 9 in every 10 facility users were satisfied with the services.
- Milton Pool did not meet performance targets but the small sample size for Milton Pool and Milton Sportsground means the results should be viewed as indicative only.
- Satisfaction with library services remains incredibly high.

Figure 8.1 Overall Satisfaction with community Services

	Very dissatisfied	Dissatisfied	Satisfied	Very satisfied	% Satisfied	Performance target	Number of respondents
Library	1%	1%	13%	86%	99%	≥80%	117
Balclutha Sportsground	1%	3%	17%	78%	96%	≥80%	115
Milton Sportsground	0%	6%	28%	66%	94%	≥80%	50*
Cemeteries	2%	4%	13%	81%	94%	≥80%	149
Service or Information Centre	2%	5%	6%	88%	94%	≥80%	124
Balclutha Pool	3%	3%	8%	85%	93%	≥80%	87
District parks and reserves	1%	6%	20%	72%	93%	≥80%	188
Playgrounds	1%	6%	26%	66%	92%	≥80%	155
Community centre or community halls	3%	5%	18%	75%	92%	≥80%	114
Public toilets	8%	21%	24%	47%	71%	≥80%	178
Milton Pool	19%	15%	12%	54%	65%	≥80%	26*

^{*}Caution: small sample size



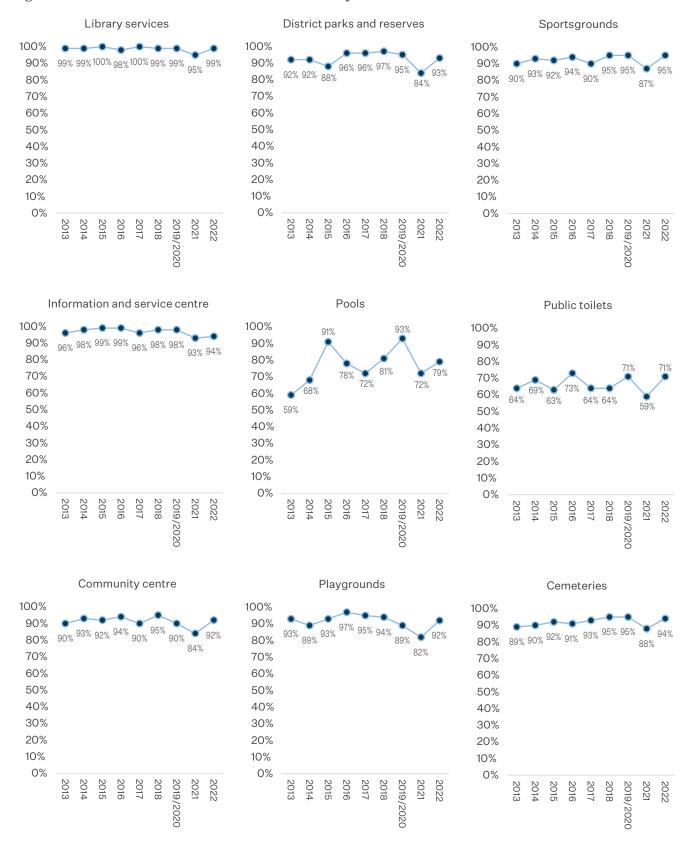
Figure 8.2 Satisfaction with Community Services by sub-group

	All Respondents	Rural	Town (Urban)	16 -29 years	30 -49 years	50 -64 years	65+ years	Male	Female
District parks and reserves	188	91%	93%	97%	94%	88%	95%	90%	95%
Balclutha Sportsground	115	92%	97%	100%	96%	93%	94%	93%	98%
Milton Sportsground	50	90%	97%	85%	100%	92%	100%	96%	89%
Playgrounds	155	94%	91%	93%	92%	95%	86%	95%	90%
Cemeteries	149	93%	94%	100%	93%	91%	97%	94%	94%
Service or Information Centre	124	88%	96%	80%	95%	92%	97%	90%	97%
Public toilets	178	69%	73%	67%	75%	66%	75%	72%	70%
Balclutha Pool	87	94%	93%	100%	91%	95%	83%	93%	94%
Milton Pool	26	29%	73%	60%	71%	55%	100%	60%	69%
Community centre or community halls	114	89%	94%	91%	%	91%	96%	90%	94%
Library	118	100%	99%	100%	100%	100%	96%	100%	99%
n	301	140	211	53	121	106	70	153	148

Note: All respondents n = 301. The samples sizes for each service or facility by each location, age or gender category will vary depending on utilisation.



Figure 8.3 Satisfaction with facilities – trend analysis





Elected Members and Council



9.1 Satisfaction with elected members

To test residents' satisfaction with their elected members and the Council overall, we categorised the enquiry into (i) two areas focusing on elected members and Council staff, and (ii) three areas on the performance of Council as a whole. The overarching finding from the results is that residents rate their satisfaction with elected members and the Council above average. The Council is viewed as doing well when it comes to:

- Achieving its goal of promoting growth, living, and working in the Clutha District.
- The helpfulness and advice from Council staff.
- The overall performance of the Clutha District Council.
 - However, the trend analysis of satisfaction with overall performance continues to dip and requires continued monitoring.

Areas for improvement are identified as:

- The decision-making, planning, and leadership of elected members.
- The Council's inclusion of residents in decision-making.

Figure 9.1 Satisfaction with elected members and Council

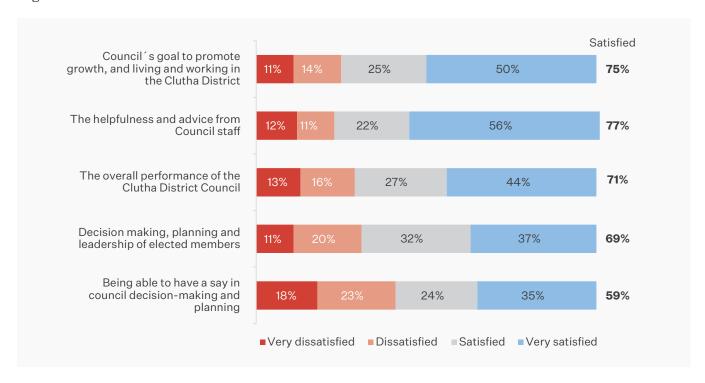




Figure 9.2 Satisfaction with elected members and Council – sub-group analysis

	All respondents	Rural	Urban	16 – 29 years	30 - 49 years	50 - 64 years	65+ years
Decision-making, planning and leadership of elected members	69%	58%	71%	74%	65%	61%	72%
Council's goal to promote growth, living, and working in the Clutha District	75%	66%	76%	70%	73%	68%	76%
Being able to have a say in council decision-making and planning	59%	50%	62%	51%	56%	57%	65%
The helpfulness and advice from Council staff	77%	67%	79%	80%	67%	74%	85%
The overall performance of the Clutha District Council	71%	61%	71%	73%	63%	62%	79%

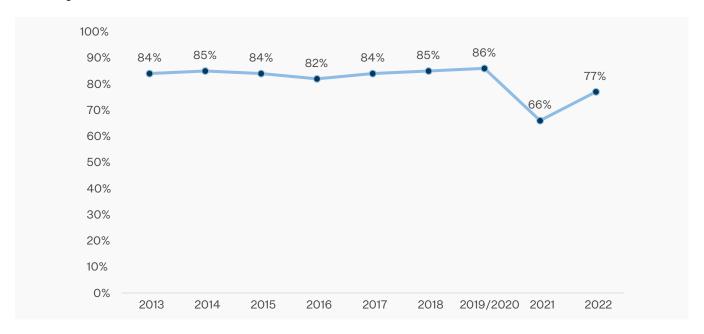
Figure 9.3 Satisfaction with elected members and Council – trend Analysis

	Satisfied							Very Satisfied						
	2022	2021	2020	2018	2017	2016	2015	2022	2021	2020	2018	2017	2016	2015
Decision-making, planning and leadership of elected members	69%	61%	80%	86%	84%	83%	82%	46%	27%	46%	56%	55%	48%	50%
Council's goal to promote growth, living, and working in the Clutha District	75%	67%	82%	86%	84%	82%	89%	50%	36%	51%	64%	63%	62%	61%
Being able to have a say in council decision-making and planning	59%	56%	72%	77%	73%	73%	71%	35%	24%	43%	47%	46%	45%	40%
The helpfulness and advice from Council staff	77%	66%	86%	85%	84%	82%	84%	55%	37%	62%	65%	60%	59%	58%
The overall performance of the Clutha District Council	71%	64%	78%	87%	86%	84%	84%	45%	36%	50%	61%	56%	56%	56%

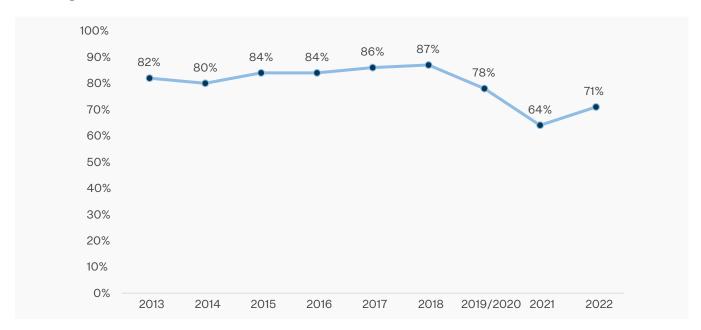


Figure 9.4 Satisfaction with elected members and Council, over time

The helpfulness and advice from Council staff

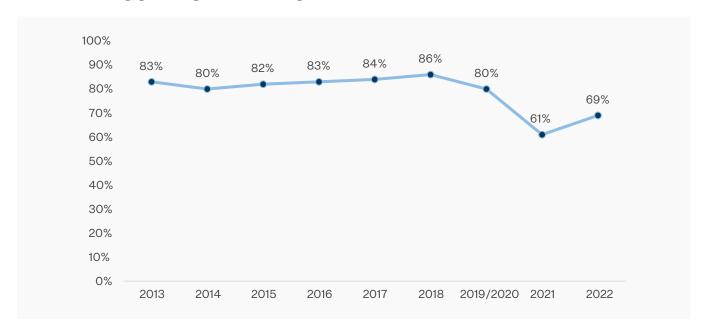


Overall performance of the Clutha District Council

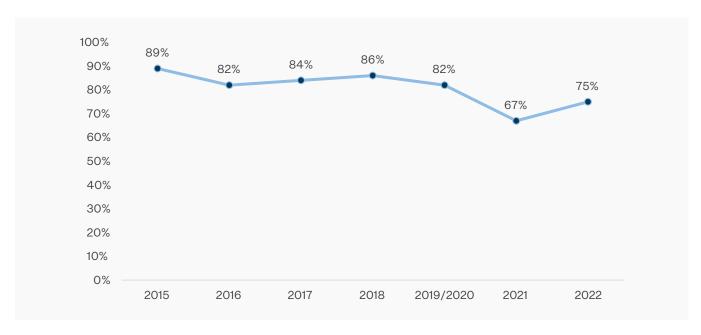




Decision-making, planning and leadership of elected members



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





Section 10

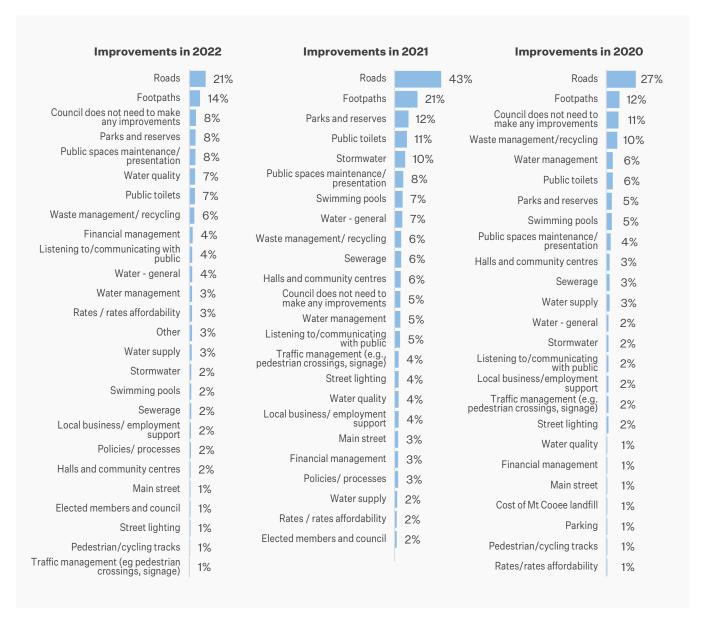
Areas for Council Improvement



When asked what services or facilities the Council needed to make improvements on, bearing in mind the potential impact on rates and/or user charges, residents had a fairly similar list of improvements to 2021. The figures below show a comparison of improvements listed between 2022, 2021, and 2020. Residents in 2022 advocated for improvements to:

- · roading and footpaths;
- parks and reserves;
- maintenance and presentation of public spaces; and
- · water quality.

Figure 10.1 Other Council improvements





Section 11

Appendix One: Demographic Profile



Figure 1 – Place of residence

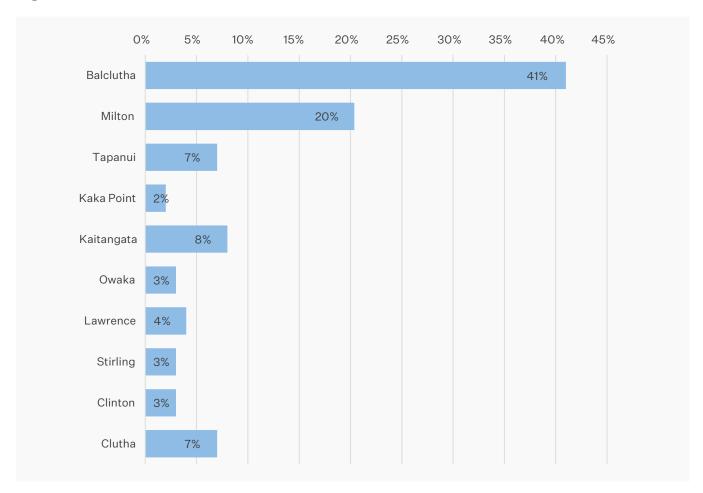




Figure 2 – Rate payer status

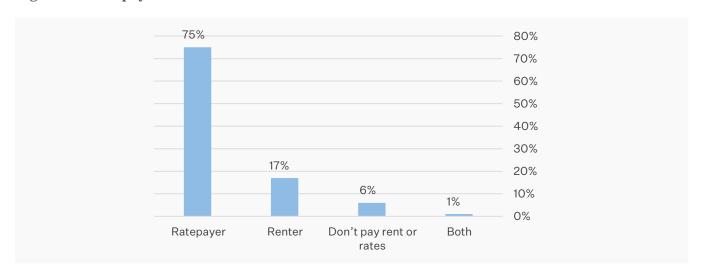


Figure 3 – Ethnicity

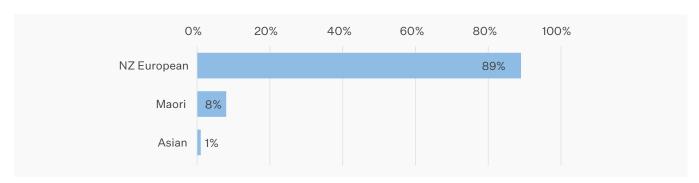


Figure 4 – Age spread

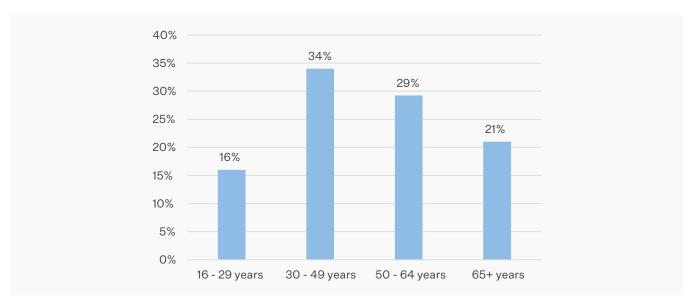




Table 1 – Rural/urban split

Gender	Responses	Frequency
Rural	124	41%
Town (Urban)	177	59%
Total	301	100%

Table 2 – Gender split

Gender	Responses	Frequency
Male	153	51%
Female	148	49%
Total	301	100%



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's website.

Fifty residents chose to complete the survey online.

The 50 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:
 - · reliability of water supply;
 - · local sealed roads and footpaths;
 - · parks and reserves; and
 - · playgrounds.
- 3. 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 overrepresented. The profile of the two samples was comparable in terms of age, 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	6%	11%
	12	4
Very satisfied or satisfied	94%	89%
	177	33

Satisfaction with the stormwater system

	Random sample – phone survey	Self-selecting sample –online survey
Very dissatisfied or dissatisfied	21%	34%
	40	13
Very satisfied or satisfied	79%	66%
	150	25

Reliability of water supply

	Random sample – phone survey	Self-selecting sample –online survey
Very dissatisfied or dissatisfied	25%	46%
	65	22
Very satisfied or satisfied	75%	54%
	198	26

Taste and clarity of water supply

	Random sample – phone survey	Self-selecting sample –online survey
Very dissatisfied or dissatisfied	41%	54%
	106	26
Very satisfied or satisfied	59%	46%
	151	22



Local roads appropriate for travel

	Random sample – phone survey	Self-selecting sample -online survey
Very dissatisfied or dissatisfied	45%	58%
	135	29
Very satisfied or satisfied	55%	42%
	163	21

Maintenance – local gravel roads

	Random sample – phone survey	Self-selecting sample –online survey
Very dissatisfied or dissatisfied	51%	64%
	144	28
Very satisfied or satisfied	49%	36%
	137	16

Maintenance – local sealed roads

	Random sample – phone survey	Self-selecting sample – online survey
Very dissatisfied or dissatisfied	27%	49%
	80	24
Very satisfied or satisfied	73%	51%
	219	25

Footpaths

	Random sample – phone survey	Self-selecting sample – online survey
Very dissatisfied or dissatisfied	40%	61%
	109	28
Very satisfied or satisfied	60%	39%
	163	18



Wheelie bin service

	Random sample – phone survey	Self-selecting sample -online survey
Very dissatisfied or dissatisfied	9%	19%
	21	9
Very satisfied or satisfied	91%	81%
	224	39

Mount Cooee landfill

	Random sample – phone survey	Self-selecting sample –online survey
Very dissatisfied or dissatisfied	4%	5%
	5	1
Very satisfied or satisfied	96%	95%
	112	21



Satisfaction with Council facilities

	Random sample – phone survey	Self-selecting sample –online survey
District parks and reserves	93%	65%
	188	37
Balclutha Sportsground	96%	98%
	115	14
Milton Sportsground	94%	50%
	50	8
Playgrounds	92%	67%
	155	21
Cemeteries	94%	78%
	149	23
Service or Information Centre	94%	75%
	124	12
Public toilets	71%	50%
	178	24
Balclutha Pool	93%	85%
	87	13
Milton Pool	65%	71%
	26	7
Community centre or community halls	92%	71%
	14	13

Library - overall

	Random sample – phone survey	Self-selecting sample –online survey
Very dissatisfied or dissatisfied	1%	6%
	1	1
Very satisfied or satisfied	99%	94%
	116	17



Satisfaction with Council

	Random sample – phone survey	Self-selecting sample –online survey
Decision-making, planning and leadership of electer members	69%	46%
	176	18
Council's goal to promote growth, living, and working in the Clutha District	75%	49%
	206	22
Being able to have a say in Council decision-making and planning	59%	48%
	156	20
The helpfulness and advice from Council staff	77%	57%
	204	25
The overall performance of the Clutha District Council	71%	44%
	202	21

Value for money

	Random sample – phone survey	Self-selecting sample -online survey
Very dissatisfied or dissatisfied	46%	64%
	103	30
Very satisfied or satisfied	54%	36%
	123	17



Sample profile

100/	
16%	10%
48	5
34%	38%
102	19
29%	36%
88	18
21%	14%
63	7
301	50
	34% 102 29% 88 21%

Gender	Random sample – phone survey	Self-selecting sample –online survey
Male	51%	30%
	153	15
Female	49%	68%
	148	34
Gender Diverse	0%	2%
	0	1
Total sample	301	50



Ratepayer status	Random sample – phone survey	Self-selecting sample –online survey
Ratepayer	75%	92%
	225	46
Renter	17%	6%
	50	3
Both	1%	2%
	2	1
Do not pay rent or rates	6%	0%
	18	0
Other	2%	0%
	6	0
Refused	0%	0%
	0	0
Total sample	301	50
Location	Random sample – phone survey	Self-selecting sample -online survey
Rural	41%	32%
	124	16
Urban	59%	68%
	177	34
Total sample	301	50



Area	Random sample – phone survey	Self-selecting sample -online survey
Balclutha	41%	47%
	72	16
Milton	20%	6%
	36	2
Tapanui	7%	3%
	13	1
Lawrence	4%	9%
	7	3
Kaitangata	8%	9%
	15	3
Stirling	3%	3%
	5	1
Kaka Point	2%	0%
	4	0
Owaka	3%	0%
	5	0
Waihola	0%	0%
	0	0
Clutha	3%	3%
	5	1
Benhar	0%	0%
	0	0
Clinton	3%	0%
	5	0
Other urban (specify)	5%	18%
	9	6
Total respondents	177	34



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