



Versus  
RESEARCH

# Otago Region Residents and Ratepayers Survey

*Prepared for: Otago Performance  
Improvement Framework Working Group*

*July 2018*

# Summary of Findings

## PROJECT BACKGROUND AND METHOD

The working group, comprising of Central Otago District Council (CODC), Clutha District Council (CDC), Dunedin City Council (DCC), Queenstown Lakes District Council (QLDC), and Waitaki District Council (WDC) has been set up to assess satisfaction with council-provided services and facilities across the Otago region.

Specifically, the working group is interested in assessing residents:

- Usage of, and satisfaction with community facilities (community halls, swimming pools, local parks, and public libraries);
- Satisfaction with communication from each local council;
- Overall satisfaction with each local council.

This project utilised both telephone and intercept (face-to-face) interviewing. Fieldwork for this project was completed between May 10 and June 28, 2018. A total of n=1,700 responses were collected from across the Otago region.

The tables below show results for total usage of facilities by each local council, as well as results by each local council.

## TOTAL USAGE OF FACILITIES

	Central Otago District Council	Clutha District Council	Dunedin City Council	Queenstown Lakes District Council	Waitaki District Council
Used a community hall	51%	58%	32%	38%	32%
Used a swimming pool	52%	41%	44%	37%	43%
Been to a local park	88%	74%	83%	82%	73%
Visited a public library	74%	64%	64%	48%	56%
Use of online library services	33%	34%	32%	19%	27%

## LOCAL COUNCIL RESULTS

	Central Otago District Council	Clutha District Council	Dunedin City Council	Queenstown Lakes District Council	Waitaki District Council
Overall satisfaction with local council	90%	91%	83%	89%	82%
Net satisfaction with facilities	81%	84%	67%	69%	71%
Aware of information from local council in past 12 months	73%	87%	68%	75%	61%
Overall satisfaction with information	95%	97%	91%	89%	86%
Satisfaction with quality of information	96%	96%	91%	91%	87%
Satisfaction with quantity of information	97%	97%	89%	87%	83%

# Table of Contents

Summary of Findings	2
Project Background and Objectives	4
Local Council Results	7
Reading the Results	8
Central Otago District Council	10
Clutha District Council	12
Dunedin City Council	14
Queenstown Lakes District Council	16
Waitaki District Council	18
Year on Year Results	20

# Project Background and Objectives

# Method

## BACKGROUND AND OBJECTIVES

The working group, comprising of Central Otago District Council, Clutha District Council, Dunedin City Council, Queenstown Lakes District Council and Waitaki District Council has been set up to assess satisfaction with council-provided facilities and services across the Otago region.

Specifically, the working group is interested in assessing residents:

- Usage of, and satisfaction with community halls, swimming pools, local parks, and public libraries;
- Satisfaction with communication from each local council;
- Overall satisfaction with each local council.

## APPROACH

This work utilised a quantitative survey conducted via Computer-Assisted Telephone Interviewing (CATI) as well as intercept (face-to-face) interviewing. This mixed-method approach was undertaken to ensure a demographically representative sample across all councils was achieved.

## CATI

CATI was initially used to canvass the general population. A total of n=1,250 interviews were completed via CATI. Fieldwork for telephone interviewing was completed between May 10 and June 26, 2018, from 9am to 8.30pm. The survey was, on average, five minutes. Telephone numbers for interviewing were supplied by sample supply company Equifax.

## INTERCEPT

Intercept interviewing was used to target residents without landlines, namely younger residents aged 18-29. Intercept interviewing was completed in all areas in the Otago region. A total of n=450 interviews were completed using intercept interviewing, between May 19 and June 28, 2018.

## WEIGHTS

Age and gender weights have been applied to the final data set. Weighting ensures specific demographic groups are not under or over represented in the final data set, and each group is represented as it would be in the population.

Weighting gives greater confidence that the final results are representative of the region's population overall, and are not skewed by a particular demographic group. The proportions used for the age and gender weights are taken from 2013 Census data (Statistics New Zealand).

## NOTES ON REPORTING

Satisfaction ratings were made on a 1-10 scale, this scale has been grouped for ease of reporting. Ratings have been grouped in two ways, the first, a three-point scale, and the second, a two-point scale. Groupings are shown below.

1	Dissatisfied	Total dissatisfaction
2		
3		
4		
5	Moderately satisfied	Total satisfaction
6		
7		
8	Satisfied	
9		
10		

Statistical testing has been applied to figures in this report. This testing compares 2018 results with results from 2017. When changes are statistically significant at the 95% or 99% confidence level, these differences are highlighted in **green** (significantly greater) or **pink** (significantly lower). The 2018 local council results are compared with 2017 and 2016 results at the end of the report.

# Sample Profile and Population Comparison

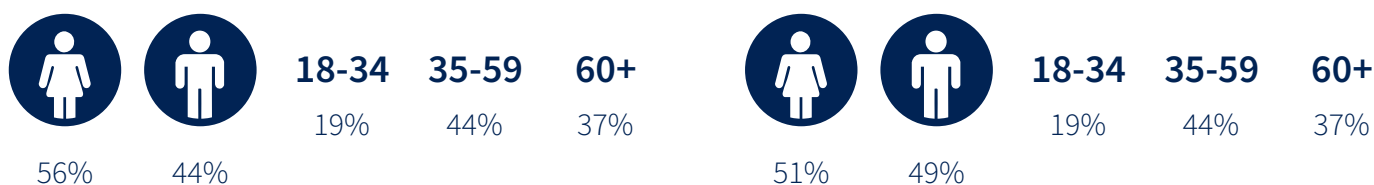
Outlined below are the unweighted proportions for the final achieved sample as split by local council. For reference, these are compared to the populations of the area as per 2013 Census counts.

## 2018 Survey Sample

## 2013 Census: Area Population

### CENTRAL OTAGO n=300

MOE = +/- 5.66%



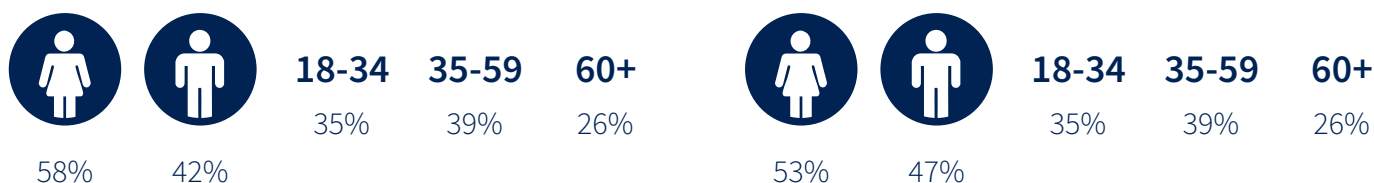
### CLUTHA n=300

MOE = +/- 5.66%



### DUNEDIN n=500

MOE = +/- 4.38%



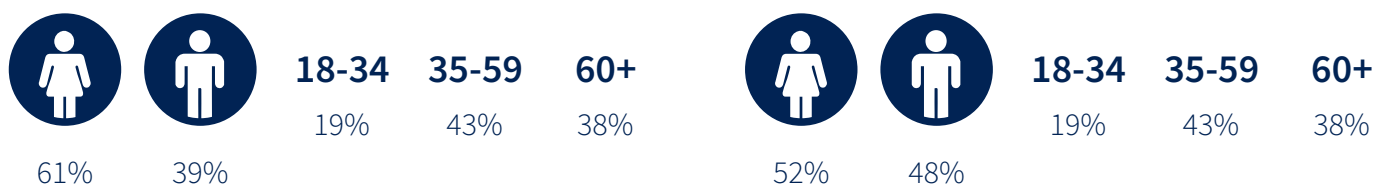
### QUEENSTOWN LAKES n=300

MOE = +/- 5.66%



### WAITAKI n=300

MOE = +/- 5.66%

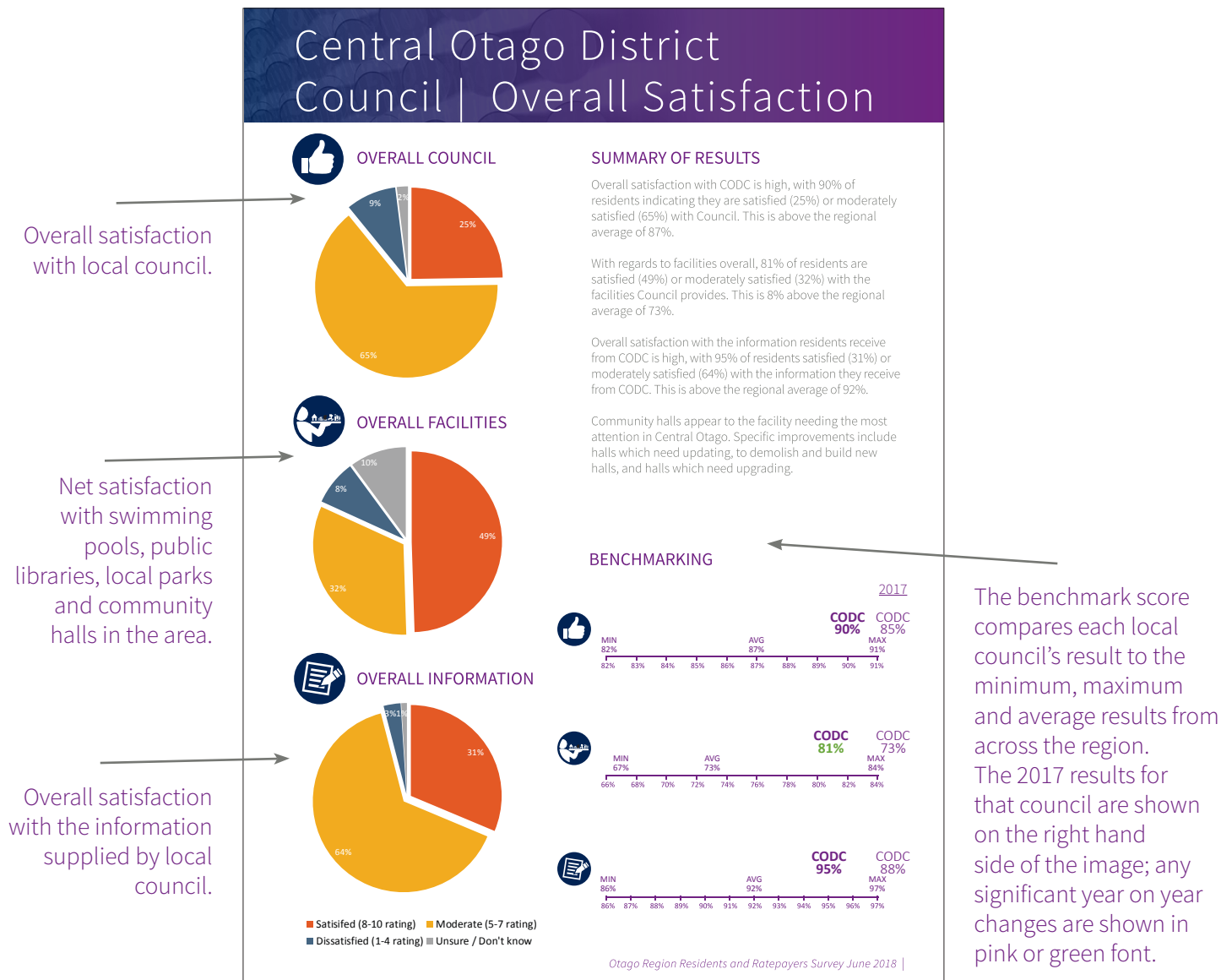




The background is a deep purple gradient. On the left side, there is a vertical column of binary code (0s and 1s) that appears to be part of a larger, slightly curved digital structure. Overlaid on this are numerous semi-transparent circles of varying sizes, some of which are arranged in a grid-like pattern, creating a sense of depth and digital connectivity.

# Local Council Results

# Reading the Results



## ICON KEY



Overall satisfaction with Council



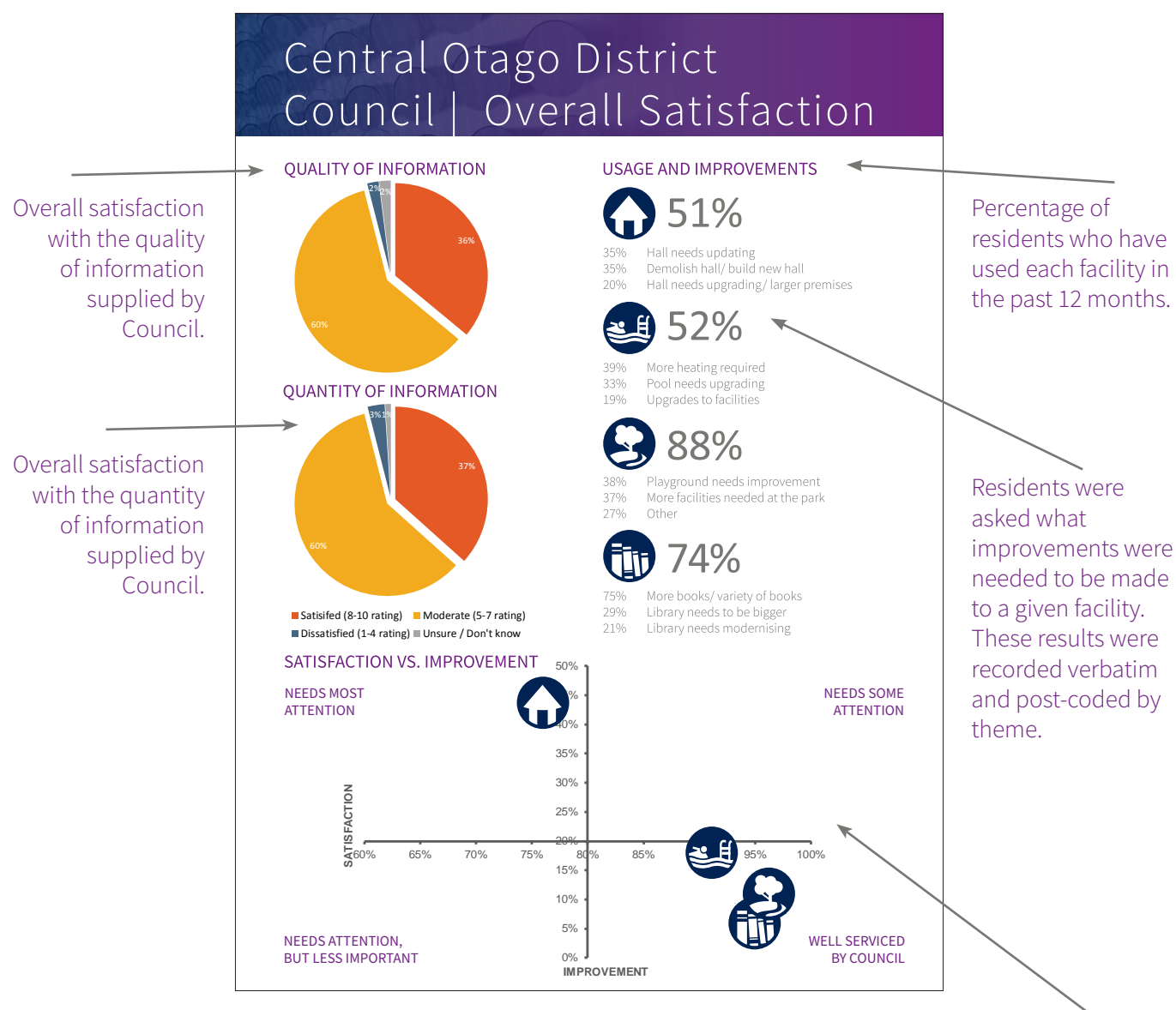
Net satisfaction with facilities



Overall satisfaction with information provided by Council



# Reading the Results



Ratings for satisfaction and improvement are displayed on this chart.

The X axis (horizontal) displays the total satisfaction rating for each facility.

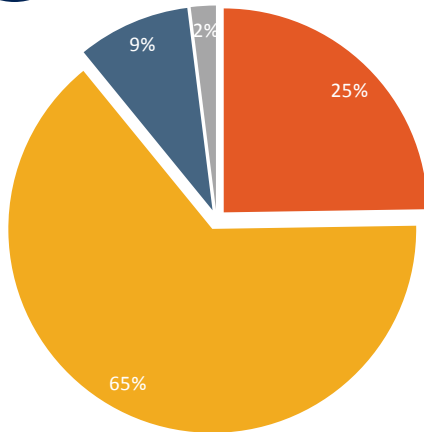
The Y axis (vertical) displays the percentage of residents who indicated each facility needs improving.

Therefore, if an icon is high on the Y axis it has been rated as needing improvement, and icons positioned to the left on the X axis demonstrate facilities which need the most attention.

# Central Otago District Council | Overall Satisfaction



## OVERALL COUNCIL



## SUMMARY OF RESULTS

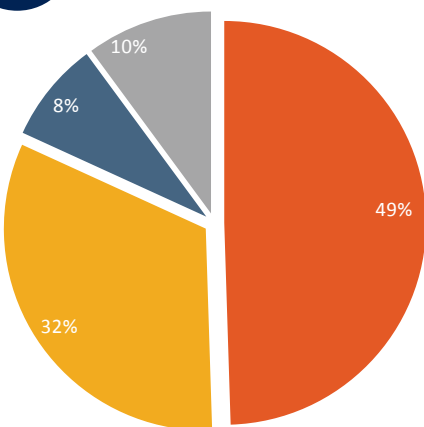
Overall satisfaction with CODC is high, with 90% of residents indicating they are satisfied (25%) or moderately satisfied (65%) with Council. This is above the regional average of 87%.

With regards to facilities overall, 81% of residents are satisfied (49%) or moderately satisfied (32%) with the facilities Council provides. This is 8% above the regional average of 73%.

Overall satisfaction with the information residents receive from CODC is high, with 95% of residents satisfied (31%) or moderately satisfied (64%) with the information they receive from CODC. This is above the regional average of 92%.



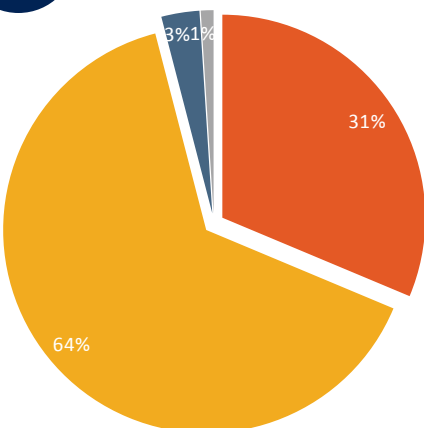
## OVERALL FACILITIES



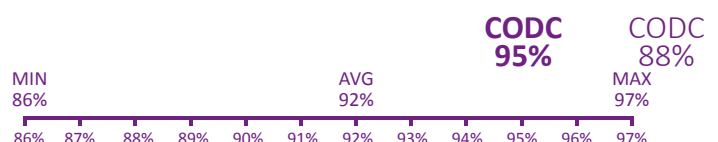
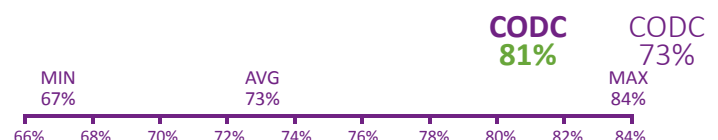
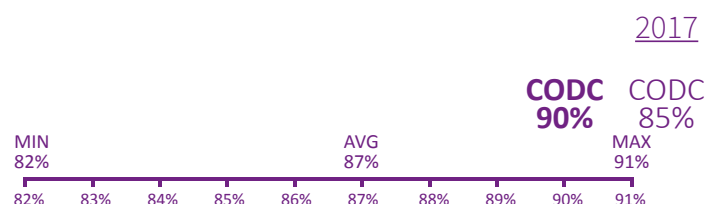
Community halls appear to be the facility needing the most attention in Central Otago. Specific improvements include halls which need updating, to demolish and build new halls, and halls which need upgrading.



## OVERALL INFORMATION



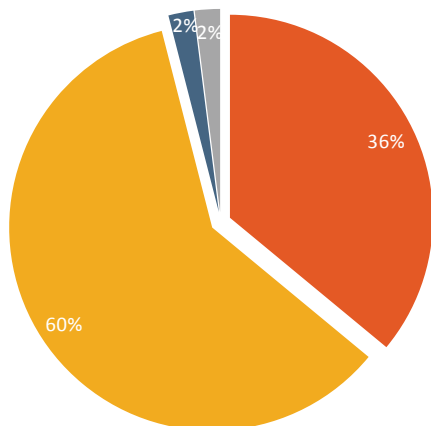
## BENCHMARKING



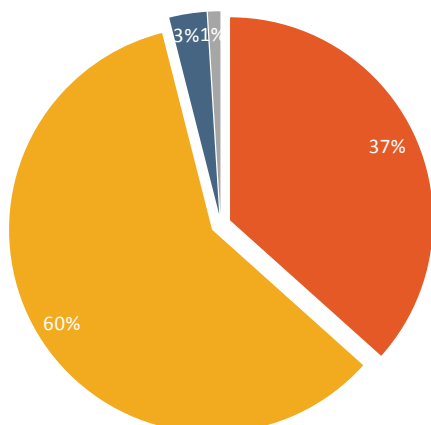
■ Satisfied (8-10 rating)
 ■ Moderate (5-7 rating)
 ■ Dissatisfied (1-4 rating)
 ■ Unsure / Don't know

# Central Otago District Council | Overall Satisfaction

## QUALITY OF INFORMATION



## QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) 
 ■ Moderate (5-7 rating) 
 ■ Dissatisfied (1-4 rating) 
 ■ Unsure / Don't know

## USAGE AND IMPROVEMENTS



51%

- 35% Hall needs updating
- 35% Demolish hall/ build new hall
- 20% Hall needs upgrading/ larger premises



52%

- 39% More heating required
- 33% Pool needs upgrading
- 19% Upgrades to facilities



88%

- 38% Playground needs improvement
- 37% More facilities needed at the park
- 20% Cleanliness of park



74%

- 75% More books/ variety of books
- 29% Library needs to be bigger
- 21% Library needs modernising

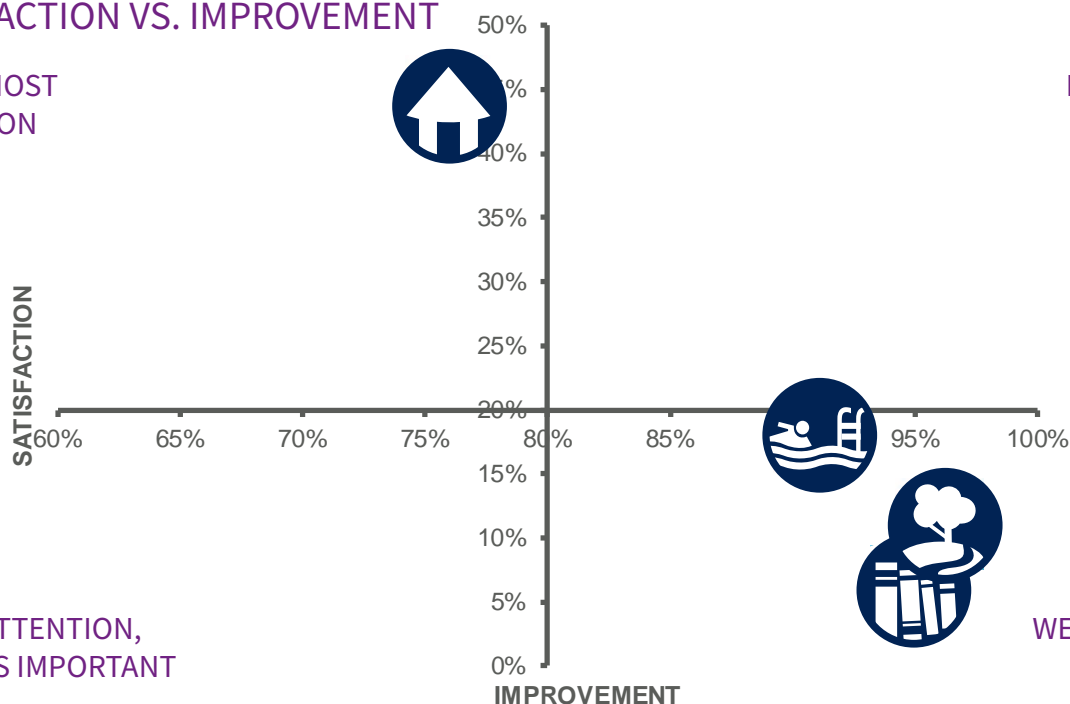
## SATISFACTION VS. IMPROVEMENT

NEEDS MOST ATTENTION

NEEDS SOME ATTENTION

NEEDS ATTENTION, BUT LESS IMPORTANT

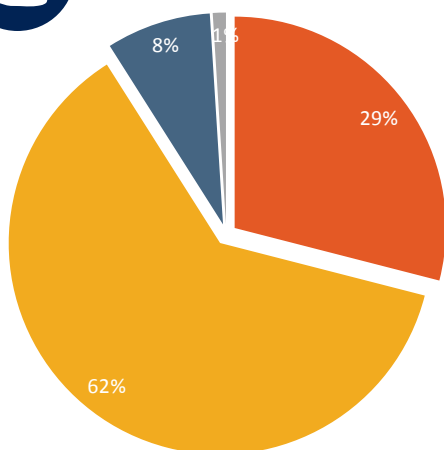
WELL SERVICED BY COUNCIL



# Clutha District Council Overall Satisfaction



## OVERALL COUNCIL



## SUMMARY OF RESULTS

Overall satisfaction with CDC is 4% above the regional average, with 91% of residents satisfied (29%) or moderately satisfied (62%) with Council overall.

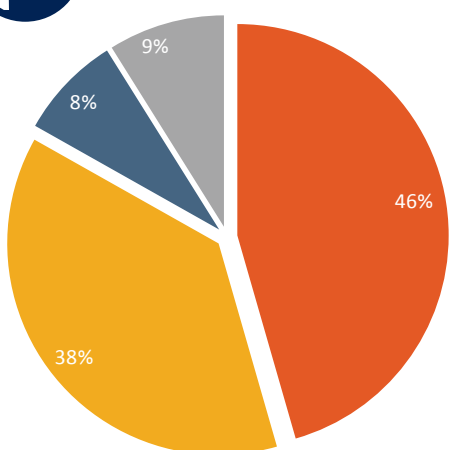
Satisfaction with the facilities CDC offer is above the regional average of 73%. Eighty-four per cent of residents are satisfied (46%) or moderately satisfied (38%) with the facilities Council offer.

Also above the regional average, 97% of CDC residents are satisfied (35%) or moderately satisfied (62%) with the information they receive from Council.

Swimming pools appear to be the facility which need the most attention in the Clutha district. Specific improvements to the swimming pools include the pool needs upgrading, more heating is required, and upgrades needed to facilities at the pool.

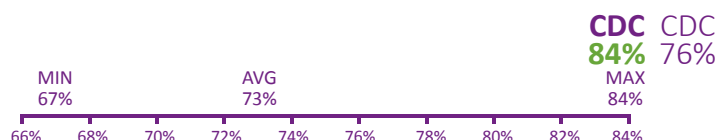
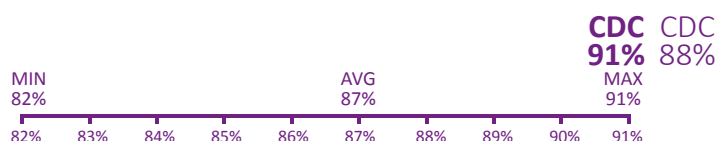


## OVERALL FACILITIES

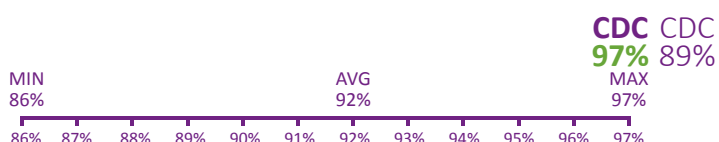
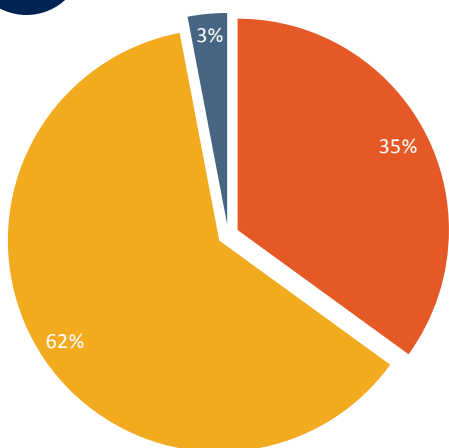


## BENCHMARKING

2017



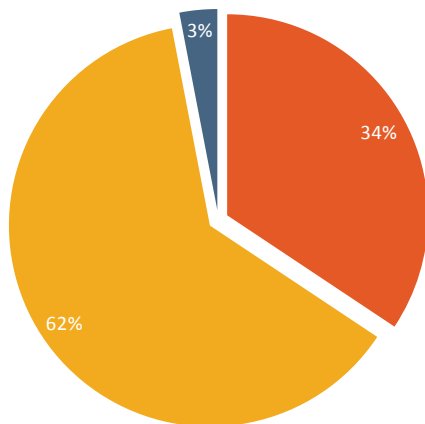
## OVERALL INFORMATION



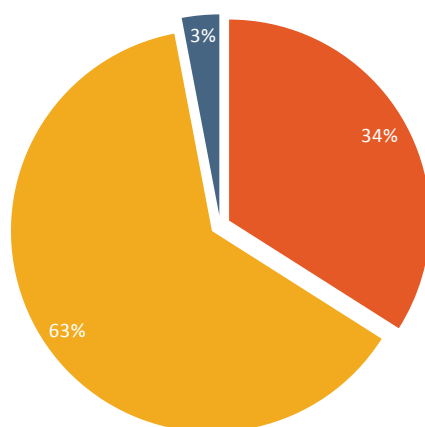
■ Satisfied (8-10 rating)
 ■ Moderate (5-7 rating)
 ■ Dissatisfied (1-4 rating)
 ■ Unsure / Don't know

# Clutha District Council Overall Satisfaction

## QUALITY OF INFORMATION



## QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) 
 ■ Moderate (5-7 rating) 
 ■ Dissatisfied (1-4 rating) 
 ■ Unsure / Don't know

## USAGE AND IMPROVEMENTS



58%

53% Hall needs updating  
 42% Heating needs improving  
 19% Hall needs upgrading



41%

32% Pool needs upgrading  
 31% More heating required  
 30% Upgrades to facilities at the pool



74%

29% Cleanliness of park  
 23% More facilities needed at the park  
 22% Park needs upgrading



64%

50% More books/ variety of books  
 22% Library needs to be bigger  
 7% Improved facilities

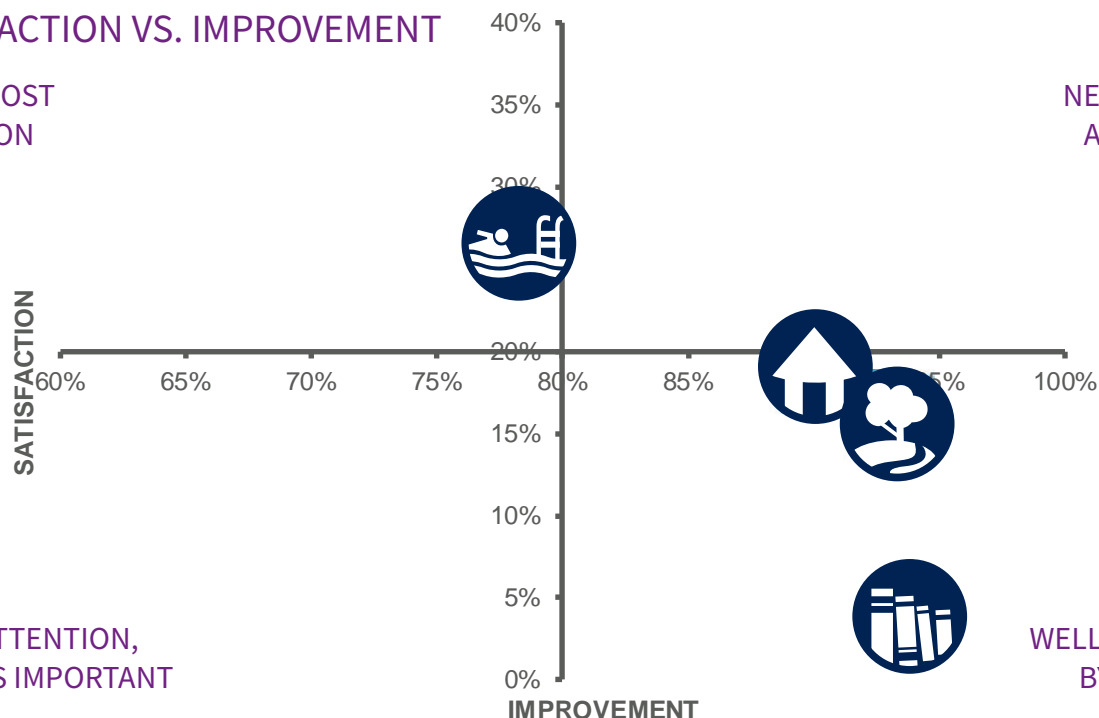
## SATISFACTION VS. IMPROVEMENT

NEEDS MOST  
ATTENTION

NEEDS SOME  
ATTENTION

NEEDS ATTENTION,  
BUT LESS IMPORTANT

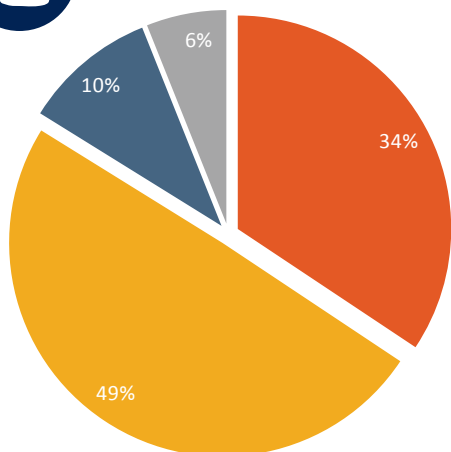
WELL SERVICED  
BY COUNCIL



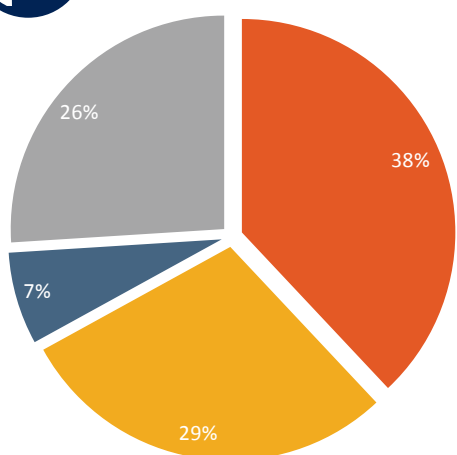
# Dunedin City Council Overall Satisfaction



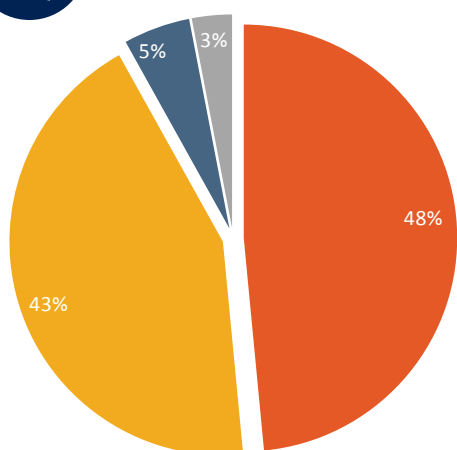
## OVERALL COUNCIL



## OVERALL FACILITIES



## OVERALL INFORMATION



■ Satisfied (8-10 rating)
 ■ Moderate (5-7 rating)
 ■ Dissatisfied (1-4 rating)
 ■ Unsure / Don't know

## SUMMARY OF RESULTS

Overall satisfaction with DCC is 4% below the regional average, with 83% of residents satisfied (34%) or moderately satisfied (49%) with Council overall.

Sixty-seven per cent of residents are satisfied (38%) or moderately satisfied (29%) with the facilities Council offer, which is also below the regional average of 73%.

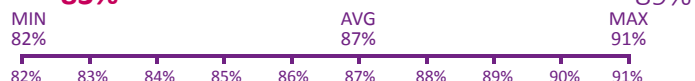
Overall satisfaction with information is 1% below the regional average, with 91% of residents satisfied (48%) or moderately satisfied (43%) with the information they receive from Council.

Local parks appear to be the facility needing the most attention. Specific improvements include more facilities needed at the park, as well as playgrounds need improving.

## BENCHMARKING



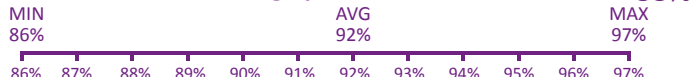
**DCC**  
**83%**



**DCC**  
**67%**



**DCC**  
**91%**



2017

**DCC**  
**89%**

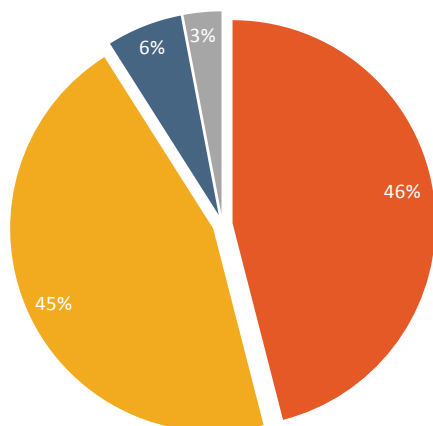
**DCC**  
**78%**

**DCC**  
**88%**

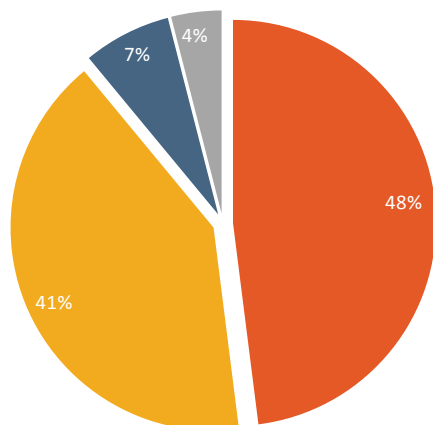


# Dunedin City Council Overall Satisfaction

## QUALITY OF INFORMATION



## QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) 
 ■ Moderate (5-7 rating) 
 ■ Dissatisfied (1-4 rating) 
 ■ Unsure / Don't know

## USAGE AND IMPROVEMENTS



32%

- 42% Hall needs updating
- 25% More advertising/ increase awareness of halls
- 18% Heating needs improving



44%

- 33% New pool needed
- 20% Pool needs upgrading
- 13% Upgrades to facilities at the pool



83%

- 26% More facilities needed at the park
- 21% Playgrounds need improving
- 20% Cleanliness of park



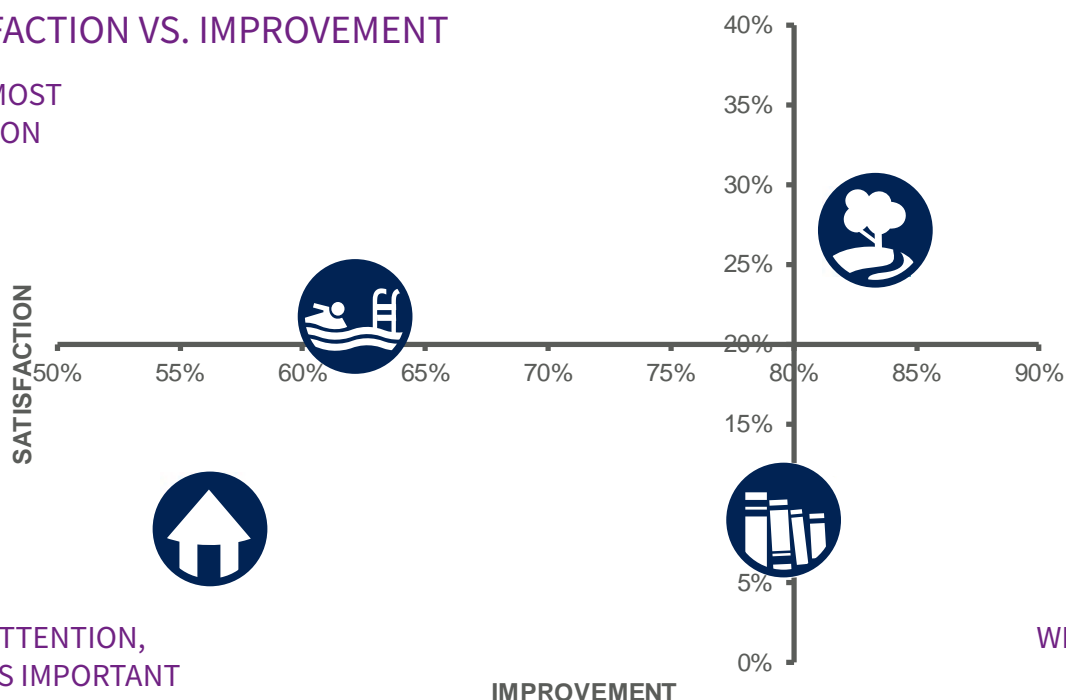
64%

- 19% More books/ variety of books
- 18% Library needs modernising
- 13% Improved facilities

## SATISFACTION VS. IMPROVEMENT

NEEDS MOST  
ATTENTION

NEEDS SOME  
ATTENTION



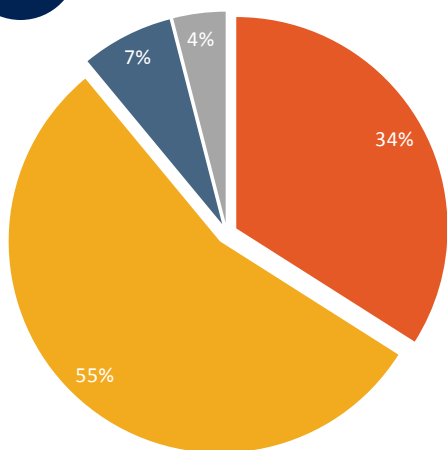
NEEDS ATTENTION,  
BUT LESS IMPORTANT

WELL SERVICED  
BY COUNCIL

# Queenstown Lakes District Council | Overall Satisfaction



## OVERALL COUNCIL



## SUMMARY OF RESULTS

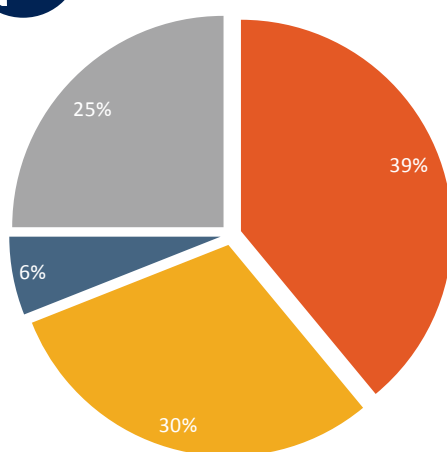
Overall satisfaction with QLDC is 2% above the regional average of 87%. Eighty-nine per cent of residents are satisfied (34%) or moderately satisfied (55%) with Council overall.

Satisfaction with facilities is below the regional average of 73%, with 69% of residents satisfied (39%) or moderately satisfied (30%) with the facilities Council offer.

Overall satisfaction with the information residents receive is 3% below the regional average, with 89% of QLDC residents satisfied (38%) or moderately satisfied (51%) with the information they receive.



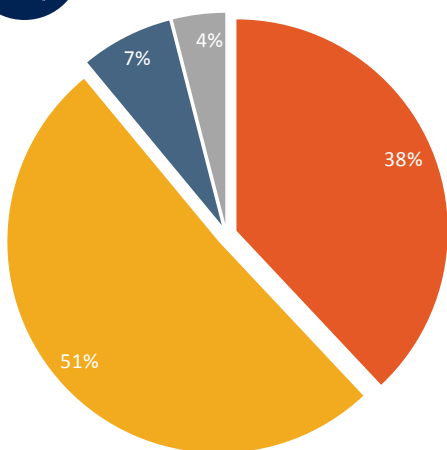
## OVERALL FACILITIES



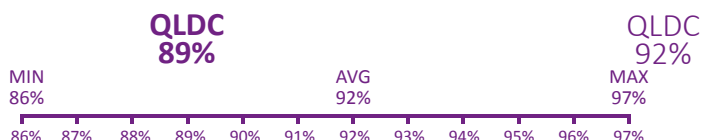
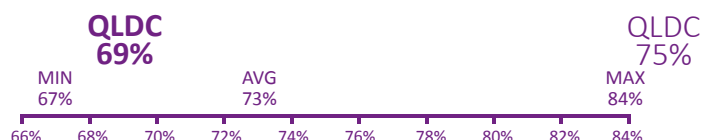
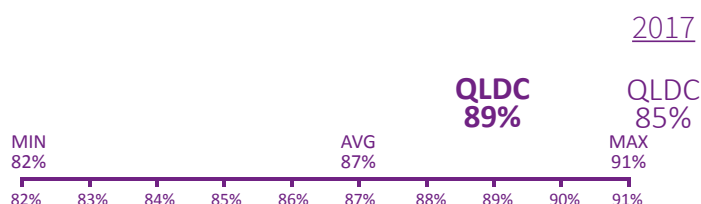
Local parks and community halls appear to be the facilities needing the most attention in the Queenstown Lakes district. Specific improvements to the parks include more facilities are needed, and the cleanliness of parks needs improving. Specific improvements to community halls include halls need upgrading/ larger premises, halls need updating, and more parking is needed.



## OVERALL INFORMATION



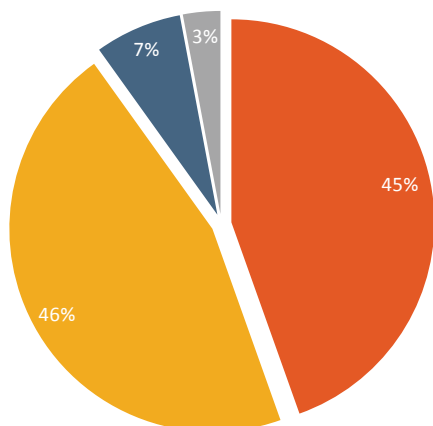
## BENCHMARKING



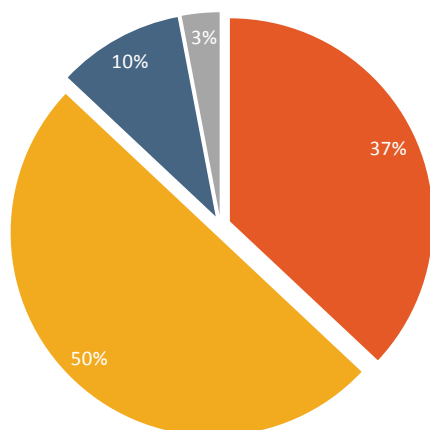
■ Satisfied (8-10 rating)
 ■ Moderate (5-7 rating)
 ■ Dissatisfied (1-4 rating)
 ■ Unsure / Don't know

# Queenstown Lakes District Council | Overall Satisfaction

## QUALITY OF INFORMATION



## QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) 
 ■ Moderate (5-7 rating) 
 ■ Dissatisfied (1-4 rating) 
 ■ Unsure / Don't know

## USAGE AND IMPROVEMENTS



38%

44% Hall needs upgrading/ larger premises  
 23% Hall needs updating  
 12% More parking is needed



37%

24% Pool needs to be bigger  
 15% Pool needs upgrading  
 10% Upgrades to facilities at the pool



82%

36% More facilities needed at the park  
 25% Cleanliness of park needs improving  
 15% Park needs upgrading



48%

44% Library needs to be bigger  
 18% Library needs to be relocated  
 14% Improved facilities at the library

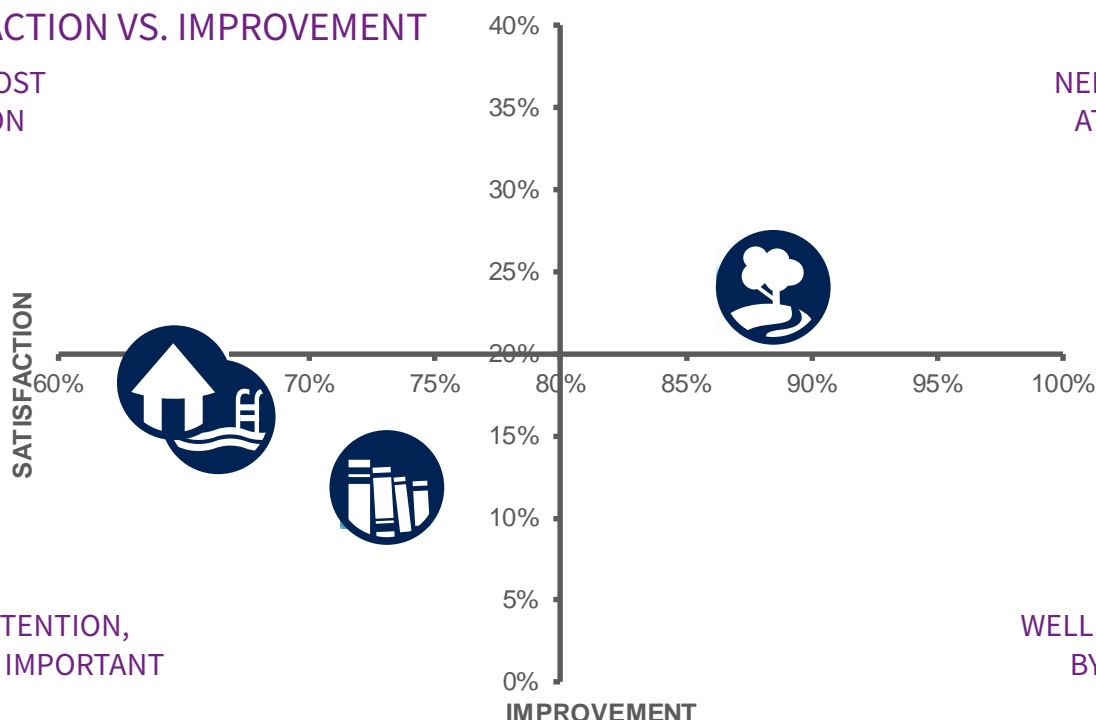
## SATISFACTION VS. IMPROVEMENT

NEEDS MOST ATTENTION

NEEDS SOME ATTENTION

NEEDS ATTENTION, BUT LESS IMPORTANT

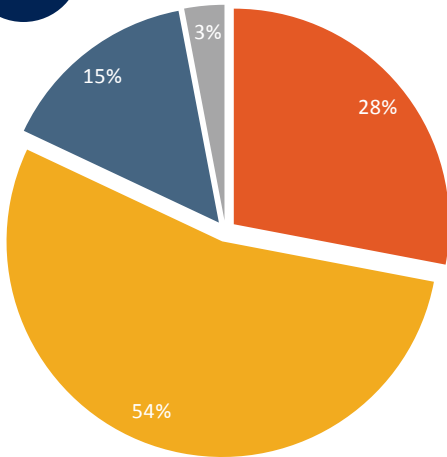
WELL SERVICED BY COUNCIL



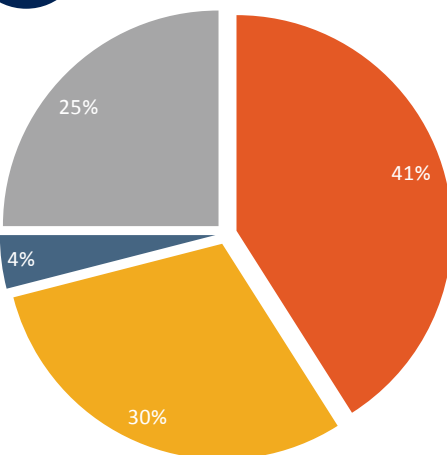
# Waitaki District Council | Overall Satisfaction



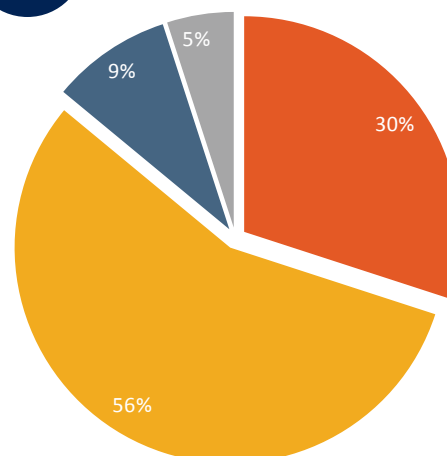
## OVERALL COUNCIL



## OVERALL FACILITIES



## OVERALL INFORMATION



■ Satisfied (8-10 rating) 
 ■ Moderate (5-7 rating) 
 ■ Dissatisfied (1-4 rating) 
 ■ Unsure / Don't know

## SUMMARY OF RESULTS

Overall satisfaction with WDC is 5% below the regional average, with 82% of residents satisfied (28%) or moderately satisfied (54%) with Council overall.

Seventy-one per cent of residents are satisfied (41%) or moderately satisfied (30%) with the facilities Council offer. This is 2% below the regional average.

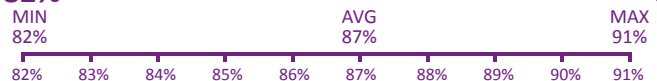
Also below the regional average of 92%, 86% of residents are satisfied (30%) or moderately satisfied (56%) with the information Council provides.

Swimming pools appear to be the facility needing the most attention in the Waitaki district. Specific improvements include the pool needs to be bigger, as well as upgrades to the facilities at the pool.

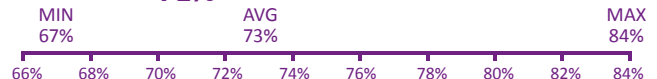
## BENCHMARKING



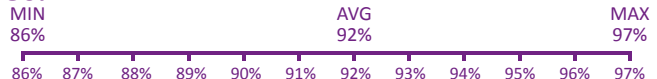
**WDC**  
**82%**



**WDC**  
**71%**



**WDC**  
**86%**



2017

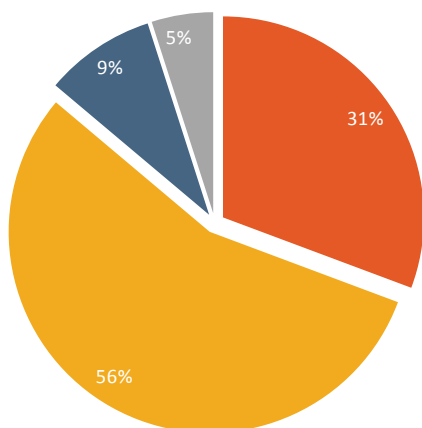
**WDC**  
**85%**

**WDC**  
**76%**

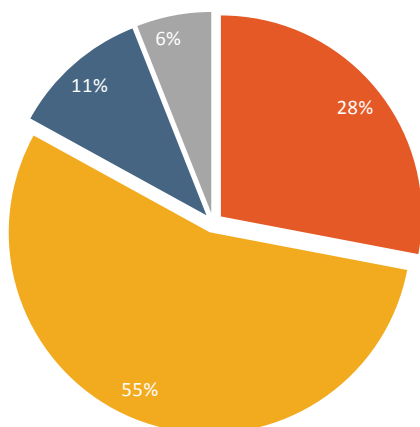
**WDC**  
**89%**

# Waitaki District Council | Overall Satisfaction

## QUALITY OF INFORMATION



## QUANTITY OF INFORMATION



■ Satisfied (8-10 rating) 
 ■ Moderate (5-7 rating)  
■ Dissatisfied (1-4 rating) 
 ■ Unsure / Don't know

## USAGE AND IMPROVEMENTS



32%

50% Hall needs upgrading/ larger premises  
 30% Hall needs updating  
 19% Heating needs improving



43%

59% Pool needs to be bigger  
 30% Upgrade to facilities at the pool  
 15% Pool needs upgrading



73%

51% More mowing needed  
 34% Cleanliness of park  
 21% Park needs upgrading



56%

33% Library needs to be bigger  
 27% More books/ variety of books  
 24% Library building needs upgrading

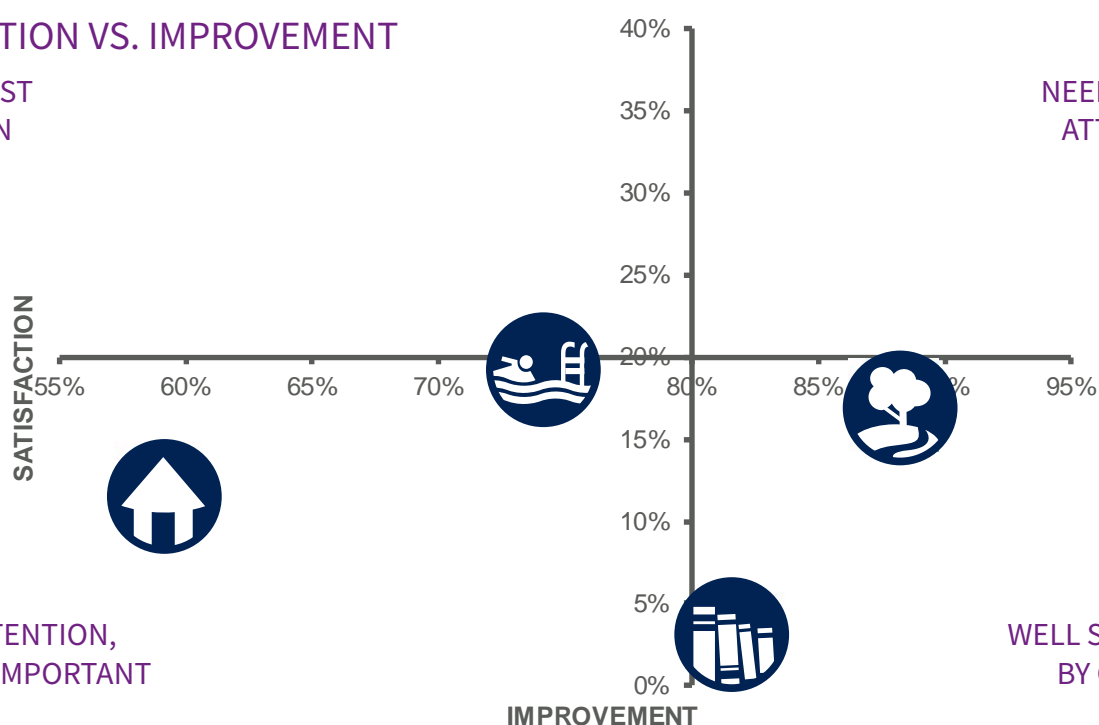
## SATISFACTION VS. IMPROVEMENT

NEEDS MOST  
ATTENTION

NEEDS SOME  
ATTENTION

NEEDS ATTENTION,  
BUT LESS IMPORTANT

WELL SERVICED  
BY COUNCIL



The background is a gradient of purple and blue. On the left side, there is a vertical column of binary code (0s and 1s) that appears to be part of a larger, repeating pattern. Overlaid on this background are numerous semi-transparent circles of varying sizes, some of which are arranged in a grid-like pattern, creating a sense of depth and digital connectivity.

# Year on Year Results



# Year on Year Results

## LOCAL COUNCIL RESULTS

	CODC			CDC			DCC		
	2018	2017	2016	2018	2017	2016	2018	2017	2016
Overall satisfaction with local council	90%	85%	85%	91%	88%	89%	83%	89%	82%
Net satisfaction with facilities	81%	73%	79%	84%	76%	82%	67%	78%	78%
Aware of information from local council in past 12 months	73%	75%	65%	87%	81%	71%	68%	65%	61%
Overall satisfaction with information	95%	88%	96%	97%	89%	90%	91%	88%	92%
Satisfaction with quality of information	96%	87%	94%	96%	90%	91%	91%	89%	92%
Satisfaction with quantity of information	97%	85%	90%	97%	89%	91%	89%	85%	89%

In 2018, overall satisfaction with CODC has increased 5% compared with last year's results (90% cf. 2017, 85%), while overall satisfaction with information and satisfaction with quality and quantity of information have significantly increased. Net satisfaction with facilities has also significantly increased compared with last year (81% cf. 2017, 73%). Year on year data has trended up for Central Otago.

Most measures have significantly increased in the Clutha district this year. While not significant, overall satisfaction with Council has increased 3% (91% cf. 2017, 88%). Year on year data has trended up for Clutha.

In Dunedin, overall satisfaction has significantly decreased (83% cf. 2017, 89%). Net satisfaction with facilities has also significantly decreased compared with last year's results (67% cf. 2017, 78%). While not significant, all other measures have increased compared with last year. Year on year data has remained steady for Dunedin.

# Year on Year Results

## LOCAL COUNCIL RESULTS

	QLDC			WDC		
	2018	2017	2016	2018	2017	2016
Overall satisfaction with local council	89%	85%	88%	82%	85%	83%
Net satisfaction with facilities	69%	75%	84%	71%	76%	81%
Aware of information from local council in past 12 months	75%	81%	70%	61%	56%	54%
Overall satisfaction with information	89%	92%	90%	86%	89%	91%
Satisfaction with quality of information	91%	94%	91%	87%	85%	90%
Satisfaction with quantity of information	87%	90%	86%	83%	83%	89%

While not significant, overall satisfaction with QLDC in 2018 has increased 4% (89% cf. 2017, 85%). All other measures have decreased slightly compared with last year's results. Year on year data has remained steady for Queenstown Lakes.

In Waitaki, results remain similar to last year. There has been an increase in awareness of information (61% cf. 2017, 56%) and satisfaction with quality of information (87% cf. 2017, 85%), and a decrease in overall satisfaction with information, net satisfaction with facilities and overall satisfaction. Satisfaction with the quantity of information remains on par with last year's result (83% cf. 2017, 83%). For most measures, year on year data has trended down for Waitaki.



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