



Waitaki District Council

Annual Residents Survey (NZCPM)

Report | July 2018



Table of Contents

Background, Objectives and Method	Page 3
Executive Summary	Page 4
Summary of Key Performance Indicators	Page 5
Satisfaction with Services Provided	Page 8
Understanding Reputation	Page 50
Drivers of Overall Satisfaction	Page 55
General Comments	Page 64
Sample Profile	Page 66

Background, Objectives and Method

Background

- Waitaki District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by the Council, and to prioritise improvement opportunities that will be valued by the community

Research Objectives

- Provide a robust measure of satisfaction with the Council's performance in relation to service delivery
- Determine performance drivers and assist Council to identify the best opportunities to further improve satisfaction, including satisfaction among defined groups within the district
- Assess changes in satisfaction over time and measure progress towards the long term objectives

Method

- A statistically robust survey conducted by telephone with a sample of 400 residents across the Waitaki District Council area
- Data collection was managed to quota targets by age, ward and ethnicity and post data collection the sample has been weighted so it is aligned with known population distributions as contained in the Census 2013
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 4.9%
- Interviewing took place over three waves between 25 October to 14 November 2017 (n=134), 15 to 22 February 2018 (n=133), and 7 to 29 June 2018 (n=133)

Notes

- Due to rounding, percentages may add to just over or under (+/- 1%) totals

Executive Summary

1

The Waitaki District Council has maintained a particularly strong reputation profile with 53% of residents classified as 'Champions', having a positive emotional connection and recognising that Council is doing a good job. The overall benchmark reputation score is 78, being in the top of the acceptable range of 60 to 79

2

Waitaki District residents are generally satisfied with the various services, infrastructure, facilities and amenities that are provided and maintained by Council, with the percentage of satisfied residents remaining at similar levels as obtained in 2017, with the exception of landfills, transfer stations and sealed roading

3

While satisfaction with services and facilities is high, residents are not recognising that rates represent value for money. Value for money has a high impact on overall perceptions and demonstrating how rates are spent and that they are fair and reasonable, has potential to improve overall perceptions

4

Satisfaction levels with Council community consultation has decreased slightly, influenced by Oamaru being the only ward to have a decrease in satisfaction

5

Satisfaction with the Mayor and Councillor performance has remained fairly stable, while satisfaction with the Community Boards although influenced by a significant 'don't know' component, has increased slightly in Waihemo and decreased slightly in Ahuriri

6

Waste Services (landfills and transfer stations) and information seen or heard about the development of the Gallery, Museum and Archive, are activities where the low satisfaction level is heavily influenced by 'don't know' responses



Summary of Key Performance Indicators

Key results summary and comparison to previous years

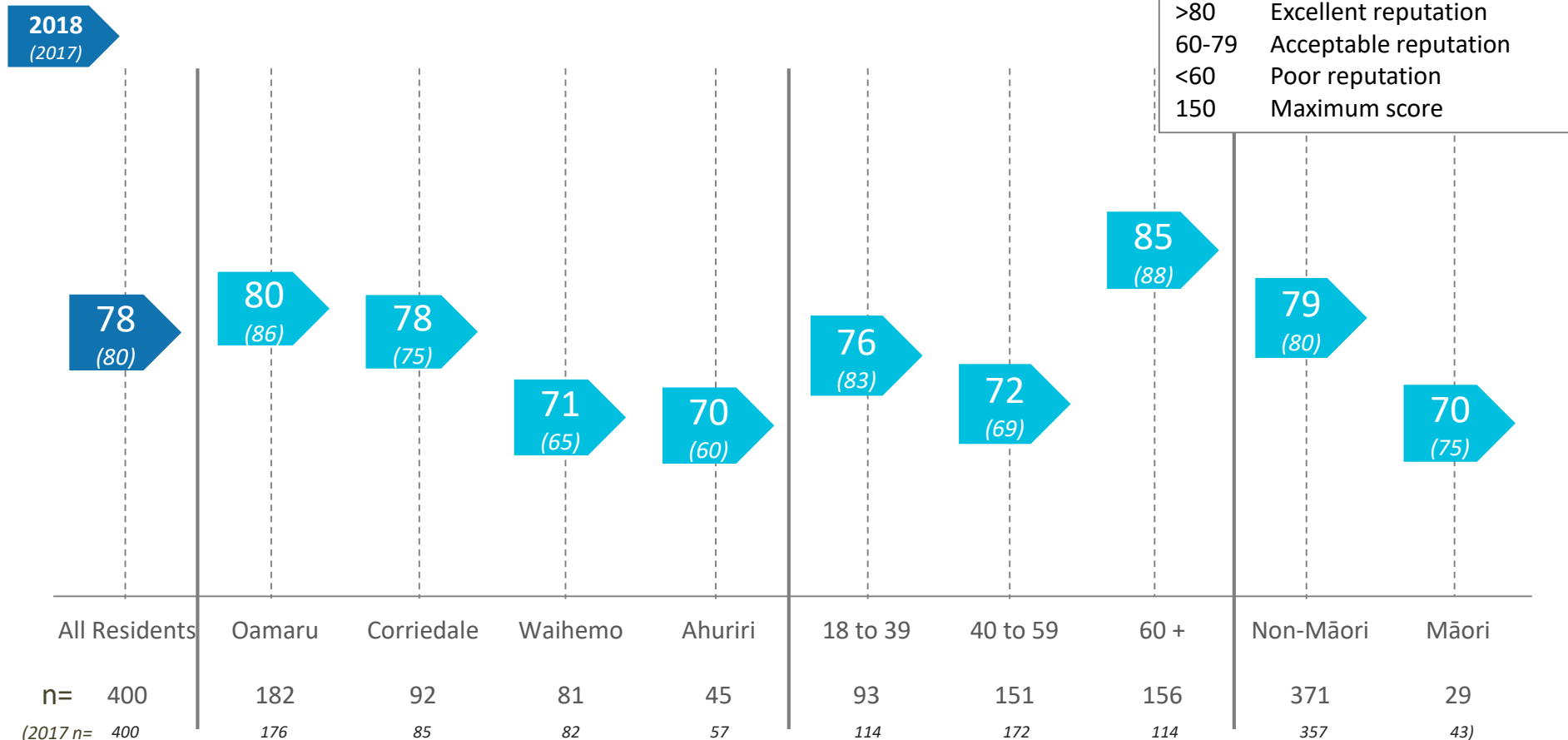
Page	Question	2018 Sample (n=)	2016 Satisfied (%4-5)	2017 Satisfied (%7-10)	2018 Satisfied (%7-10)	% point change (2017-18)
39	Cemeteries in the Waitaki District – user/visitor	178	87	83	86	3
15	Water supply provided by Council in Waihemo (2016 includes Stoneburn)	62	72	69	72	3
45	Performance of Waihemo Community Board members	80	45	46	49	3
29	Parks and reserves in the Waitaki District - user	248	91	85	87	2
11	Unsealed roading network in the Waitaki District	400	24	27	29	2
33	Sports fields and facilities in the Waitaki District - visitor	121	84	84	84	-
35	Public toilets – user	275	69	74	73	-1
41	Performance of the Mayor and Councillors	400	65	57	56	-1
25	Library services in the Waitaki District - visitor	182	91	95	93	-2
37	Aquatic Centre – user/visitor	130	90	87	85	-2
13	Water supply provided by Council in Oamaru	156	89	86	84	-2
31	Council-owned Lakes camping grounds - user	40	76	66	64	-2
23	Information seen or heard about the development of the Gallery, Museum and Archive	400	28	25	23	-2
19	Resource recovery park	221		88	86	-2
27	Opera House - visitor	164	94	95	92	-3
21	Waitaki District is generally a safe place to be	400	91	90	87	-3
47	Council’s consultation with the community	400	42	43	39	-4
43	Performance of Ahuriri Community Board members	41	45	49	44	-5
17	Waste services provided by Council: landfills and transfer stations	400	39	35	26	-9
9	Sealed roading network in the Waitaki District	400	46	47	35	-12

NOTES:

1. Sample: 2016 n=402, 2017 n=400, 2018 n=400

The Waitaki District Council has a particularly strong reputation particularly in Oamaru with an overall benchmark score of 80 where results are considered to be 'excellent'

Reputation benchmarks



NOTES:

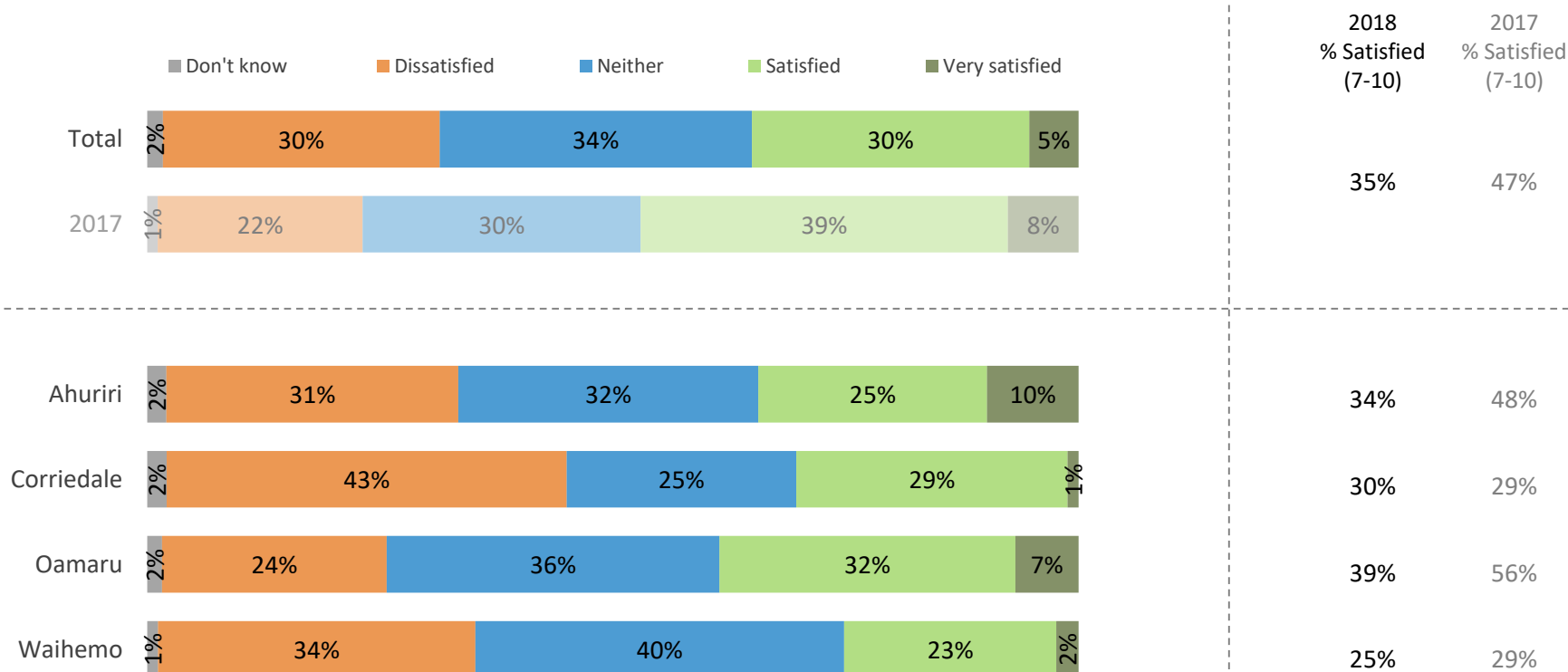
1. Sample n=400
2. OVREP. So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Waitaki District Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking



Satisfaction with Services Provided

Around a third (35%) of residents are satisfied (%7-10) with the sealed roading network, with the Waihemo and Corriedale wards having the most dissatisfied residents

Sealed roading network



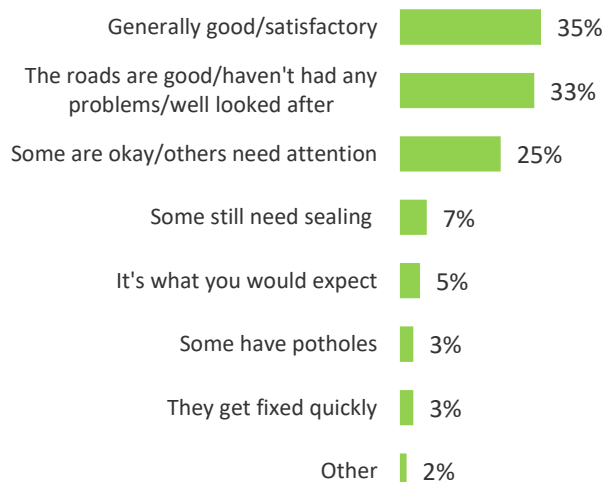
NOTES:

1. Total sample: n=400
2. Q4: How satisfied are you with the sealed roading network in the Waitaki District? (Note: This does not include state highways)

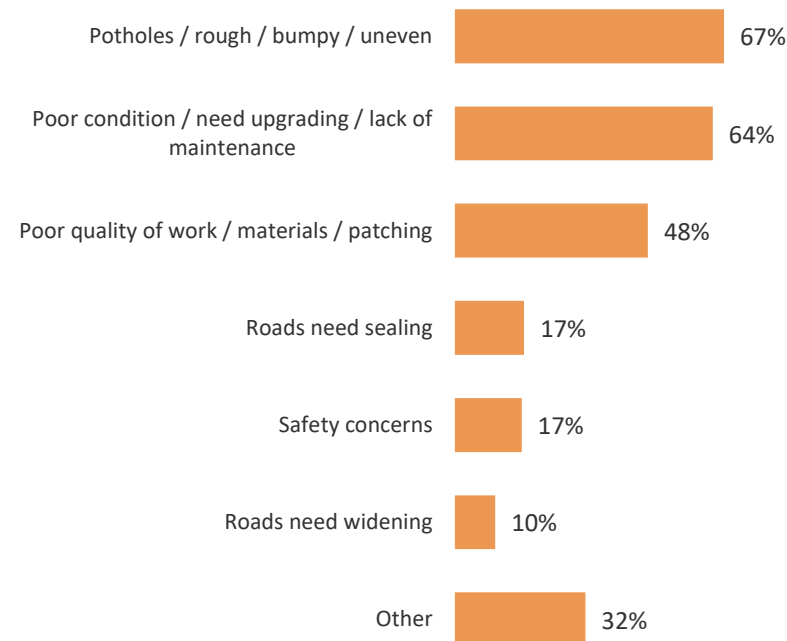
Potholes, rough and uneven surface, followed by poor condition and lack of maintenance are the top two reasons for dissatisfaction with Council's sealed roads

Sealed roading network

Reasons for satisfaction
(n=71)



Reasons for dissatisfaction
(n=82)

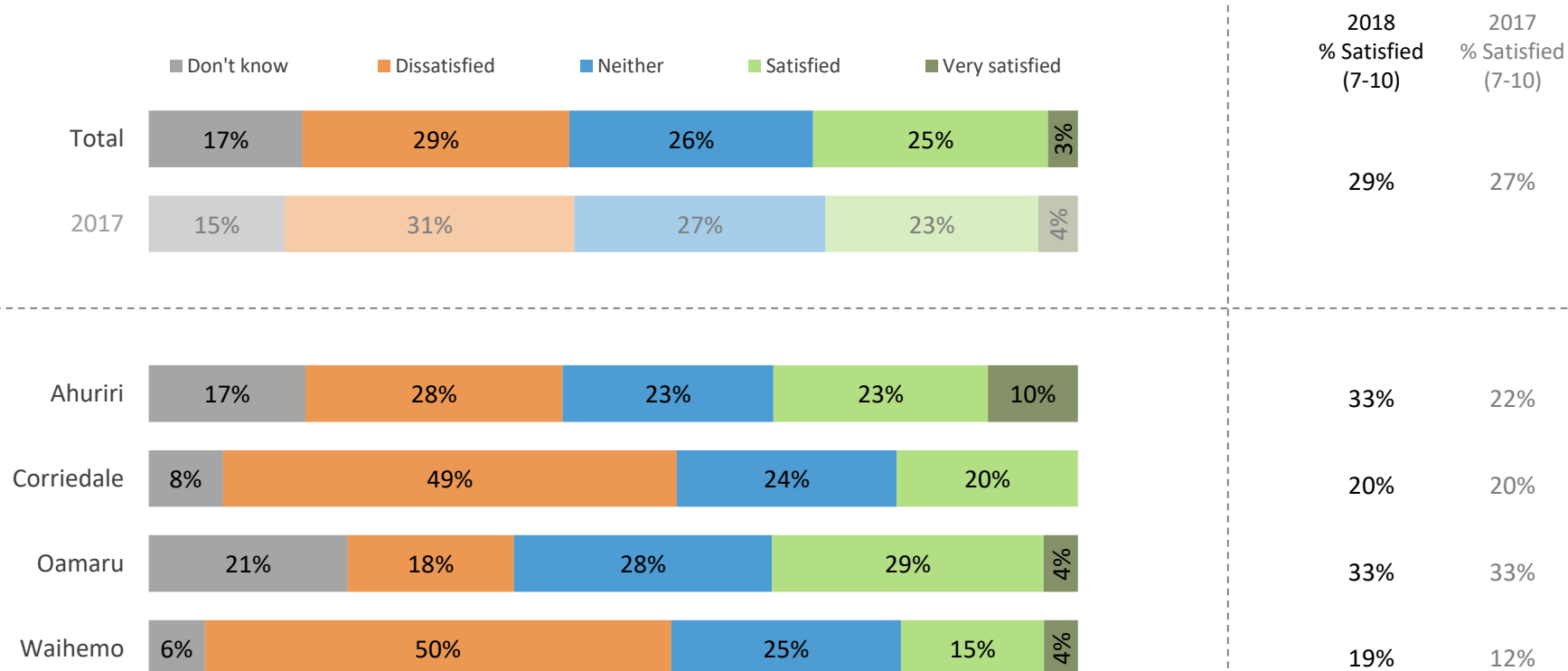


NOTES:

1. Q4: Can you tell me why you were not satisfied / satisfied with the sealed roading network in the Waitaki District? (Note: This does not include state highways)

Three in ten (29%) residents are satisfied (%7-10) with the unsealed roading network, with residents in the Waihemo ward not as satisfied as those in other wards

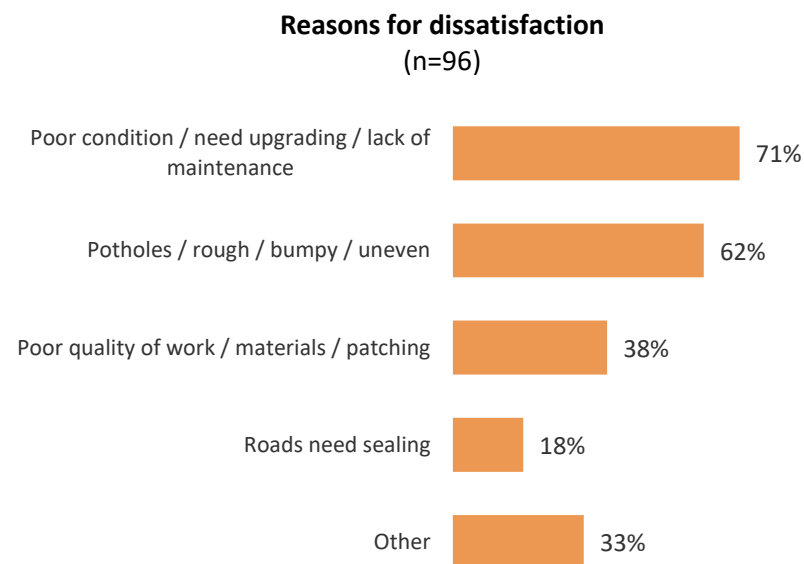
Unsealed roading network



- NOTES:
1. Total sample: n=400
 2. Q5: How satisfied are you with the unsealed roading network in the Waitaki District?

As with sealed roads, poor condition and lack of maintenance followed by potholes are the two top reasons for dissatisfaction with Council’s unsealed roads

Unsealed roading network

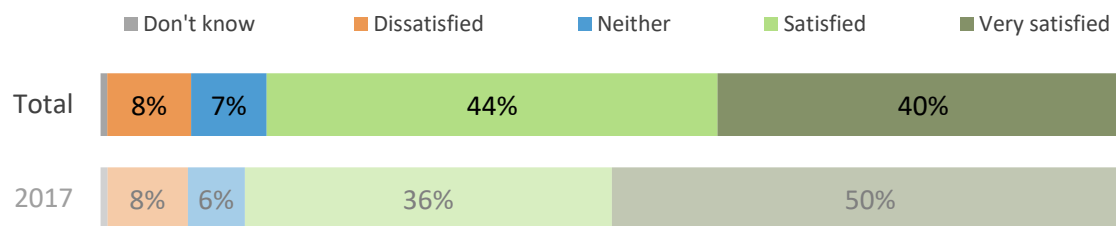


NOTES:

1. Q5: Can you tell me why you were not satisfied / satisfied with the unsealed roading network in the Waitaki District?

The number of very satisfied residents that receive their water from the Oamaru supply has decreased to 40% from 50% in 2017

Oamaru water supply

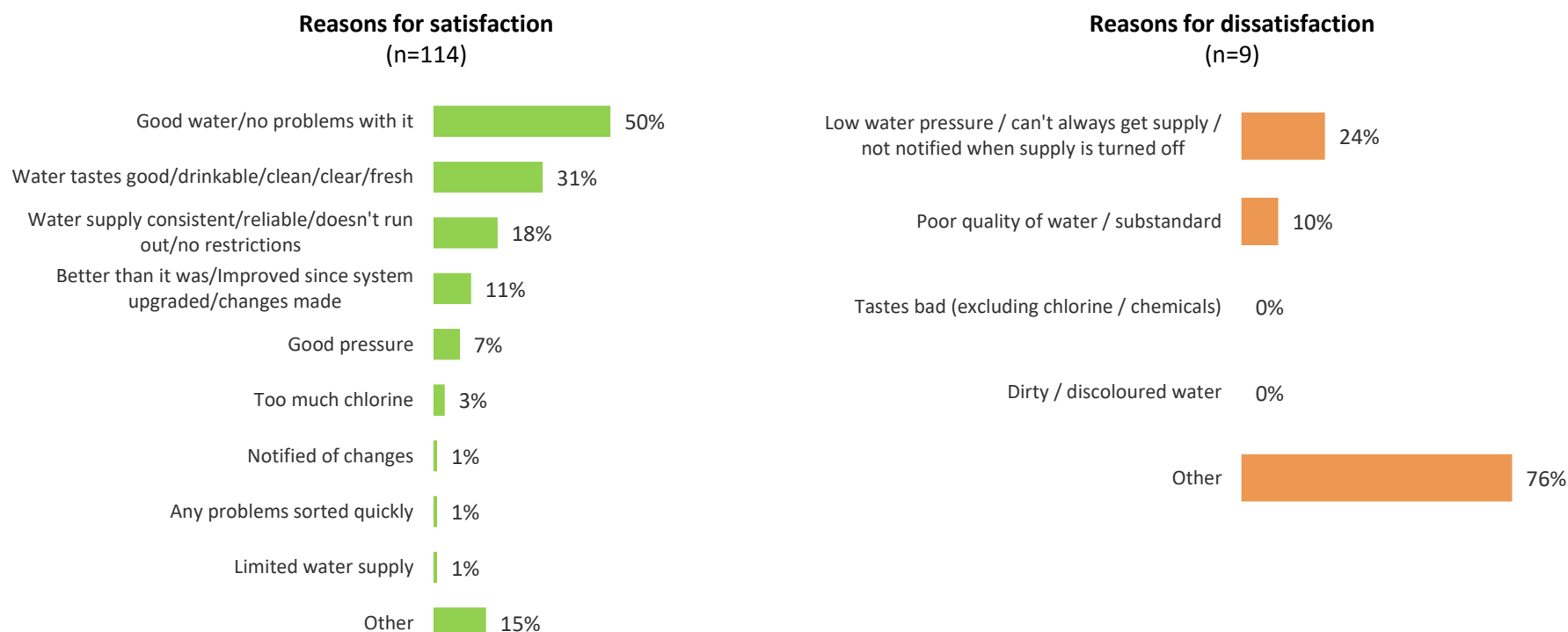


2018 % Satisfied (7-10)	2017 % Satisfied (7-10)
84%	86%

- NOTES:
1. Total sample: n=156
 2. Q6: Which water supply are you connected to?
 3. Q6a: How satisfied are you with the water supply provided by the Waitaki District Council?

From the small number of dissatisfied residents with the Oamaru water supply, low pressure and supply interruptions was the top reason for their dissatisfaction

Oamaru water supply

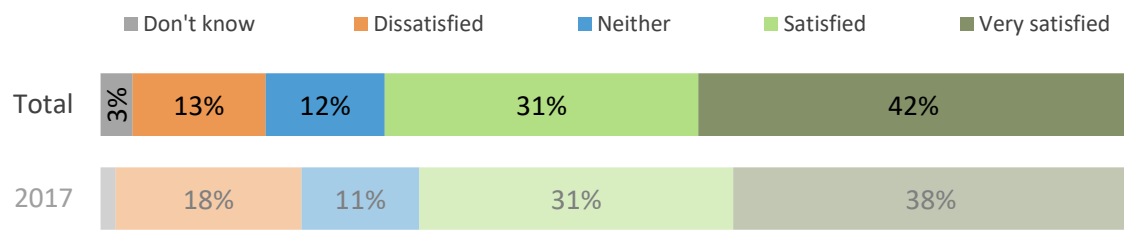


NOTES:

1. Q6: Can you tell me why you were not satisfied / satisfied with the water supply provided by the Waitaki District Council?

The number of satisfied residents that receive their water from the Waihemo supply has increased slightly from 69% in 2017 to 72%

Waihemo water supply



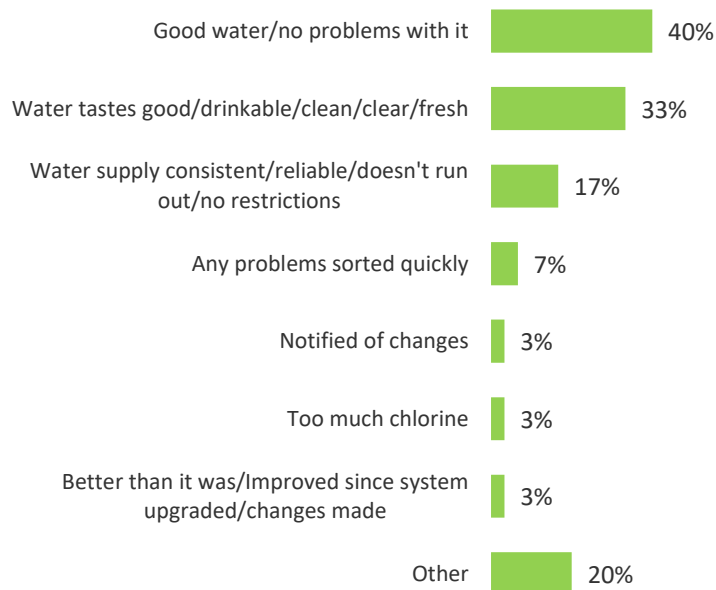
2018 % Satisfied (7-10)	2017 % Satisfied (7-10)
72%	69%

NOTES:
 1. Total sample: n=62
 2. Q6: Which water supply are you connected to?
 3. Q6b: How satisfied are you with the water supply provided by the Waitaki District Council?

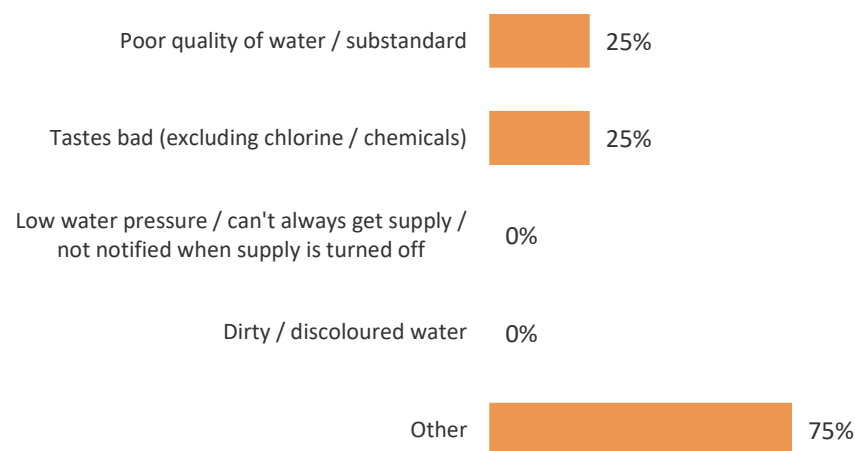
Good water that is drinkable, fresh and clean are top reasons that residents are satisfied with the Waihemo water supply

Waihemo water supply

Reasons for satisfaction
(n=37)



Reasons for dissatisfaction
(n=4)

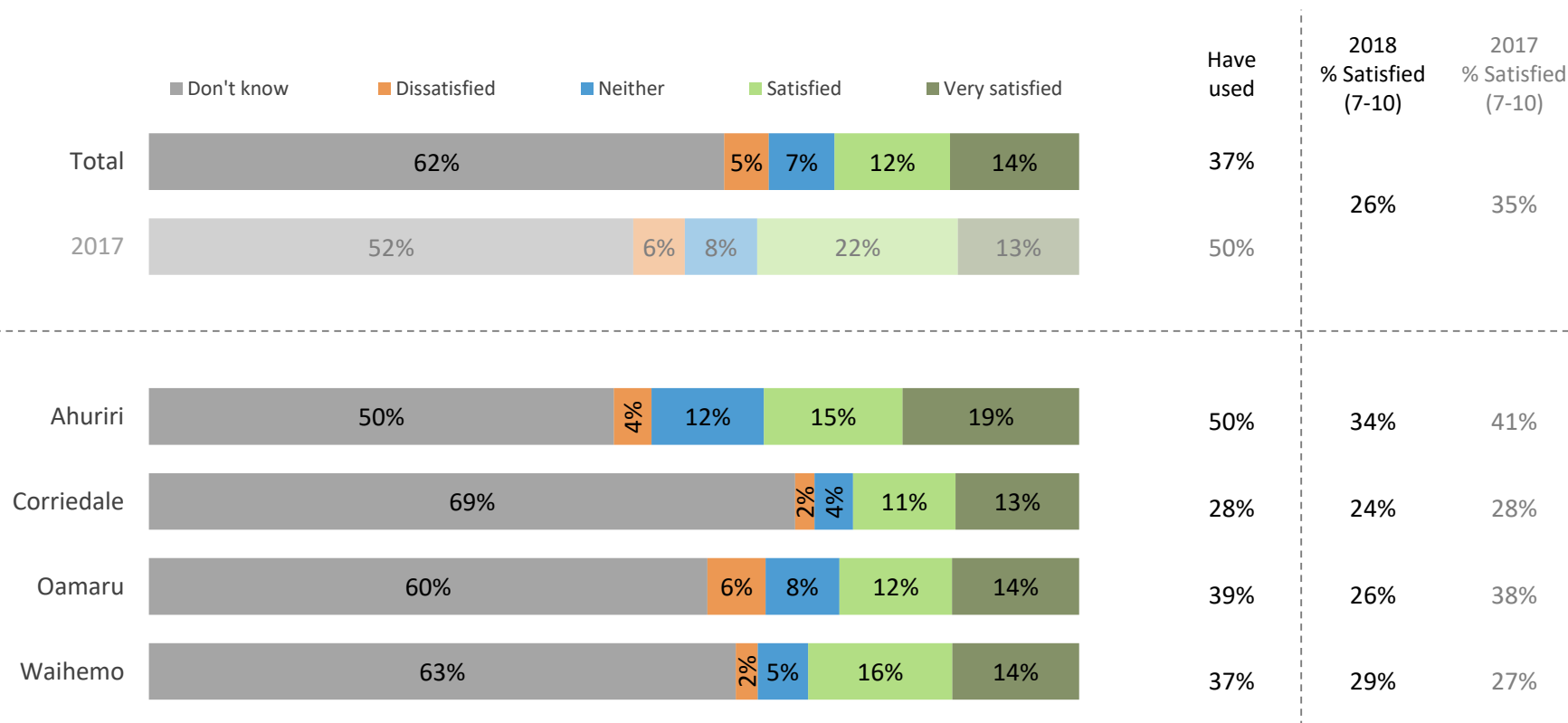


NOTES:

- Q6: Can you tell me why you were not satisfied / satisfied with the water supply provided by the Waitaki District Council?

Satisfaction with landfills and transfer stations is highest in Ahuriri ward, along with having the highest usage

Waste services: landfills and transfer stations



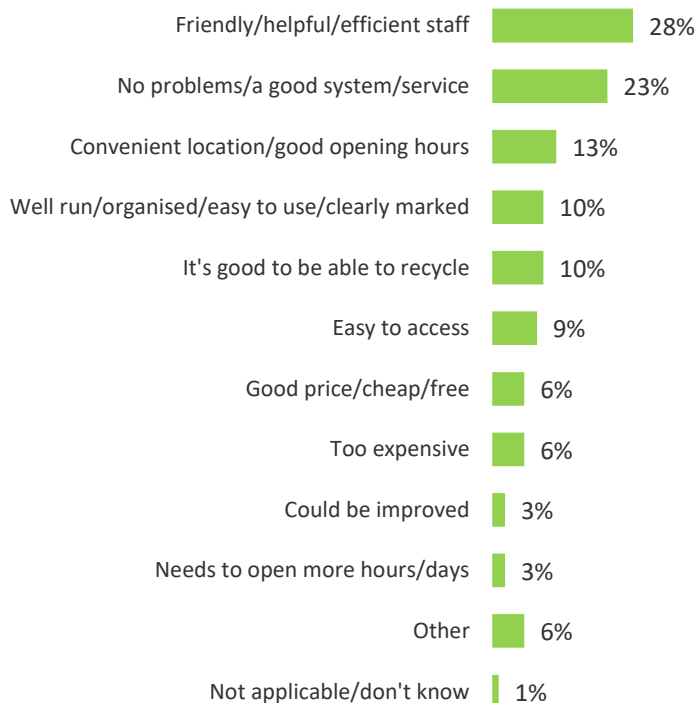
NOTES:

1. Total sample: n=400
2. Q7: How satisfied are you with landfills and transfer stations?

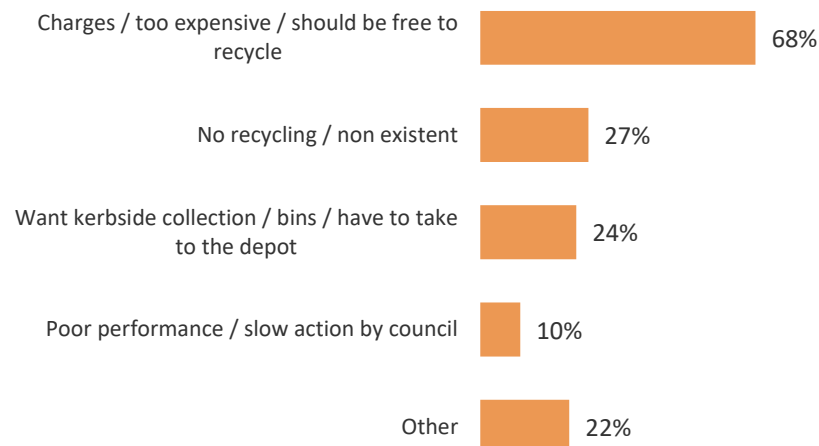
The biggest reason for dissatisfaction with waste services was the cost and an inability to recycle for free

Waste services: landfills and transfer stations

Reasons for satisfaction
(n=90)



Reasons for dissatisfaction
(n=12)

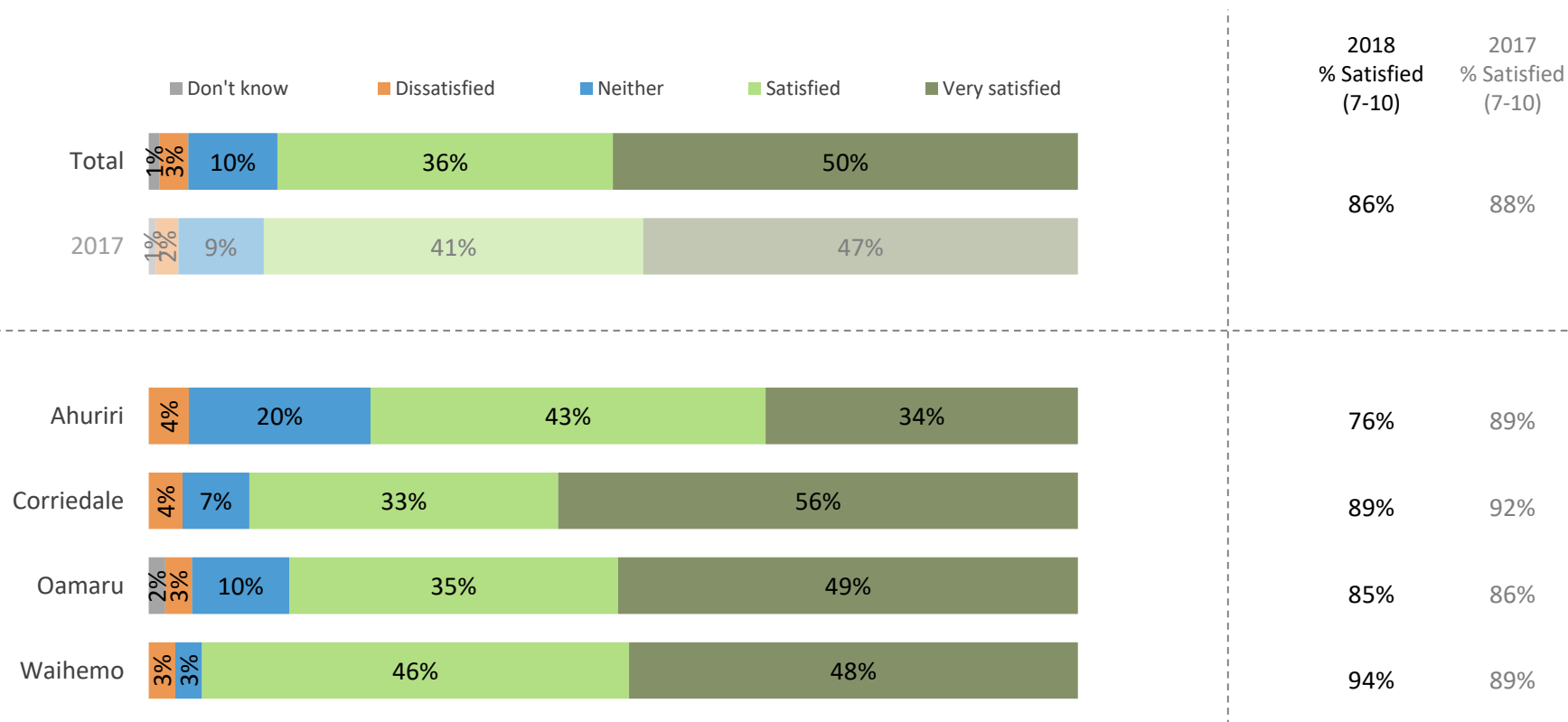


NOTES:

1. Q7: Can you tell me why you were not satisfied / satisfied with waste services provided by Council: landfills and transfer stations?

A large number of residents (86%) are satisfied with the resource recovery park from across all wards, with Ahuriri having the lowest level at 76%

Resource recovery park



NOTES:

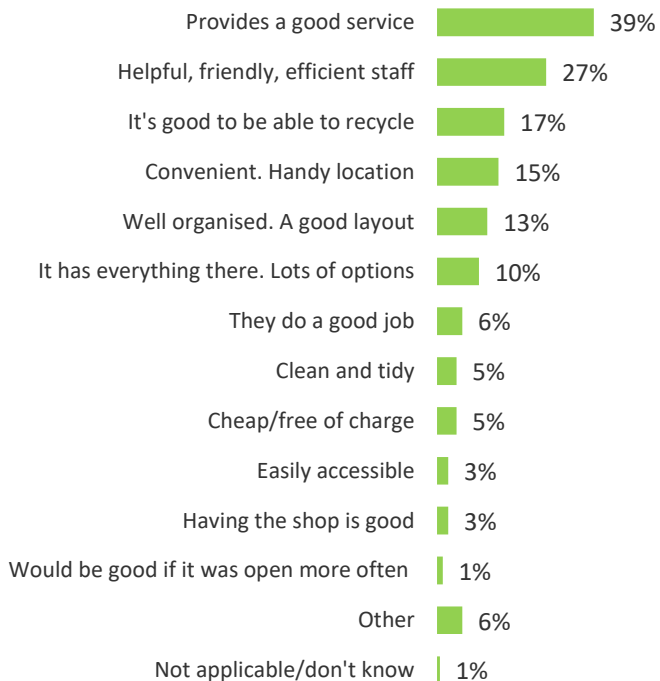
1. Total sample: n=221
2. Q29a: How satisfied are you with the resource recovery park?
3. Not asked in 2016

Providing a good service, and helpful, friendly, and efficient staff are top reasons that residents are satisfied with the resource recovery park

Resource recovery park

Reasons for satisfaction (n=165)

Reasons for dissatisfaction (n=3)



Is a perfect way to fill a gully and other land sites!

Things seems to be getting thrown out instead of recovered

Very expensive

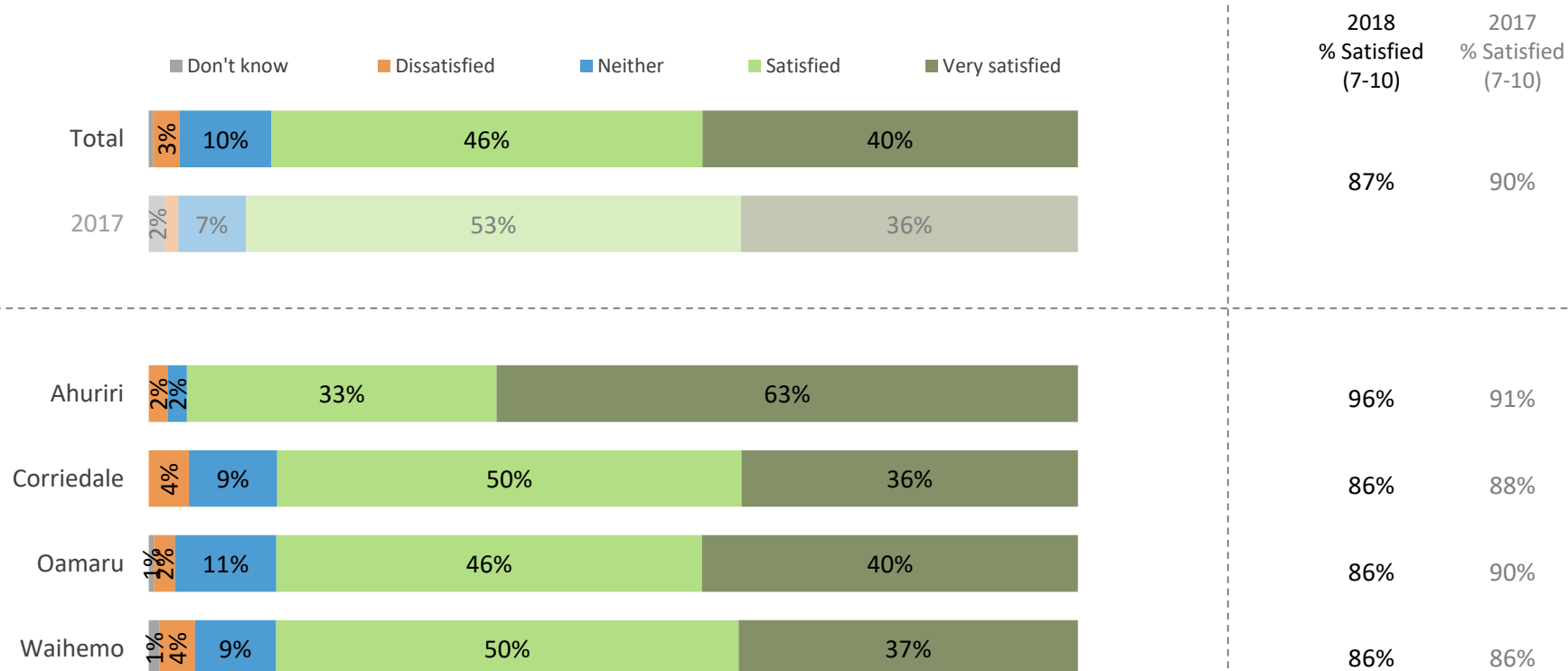
The ground is terrible "like a pig pen"

NOTES:

1. Q29b. (If satisfied) why is that?
2. Q29c. (If very dissatisfied or dissatisfied) why is that?

Almost nine in ten (87%) residents are satisfied that the Waitaki District is generally a safe place to be with slightly more satisfied residents in the Ahuriri ward (96%)

A safe place to be

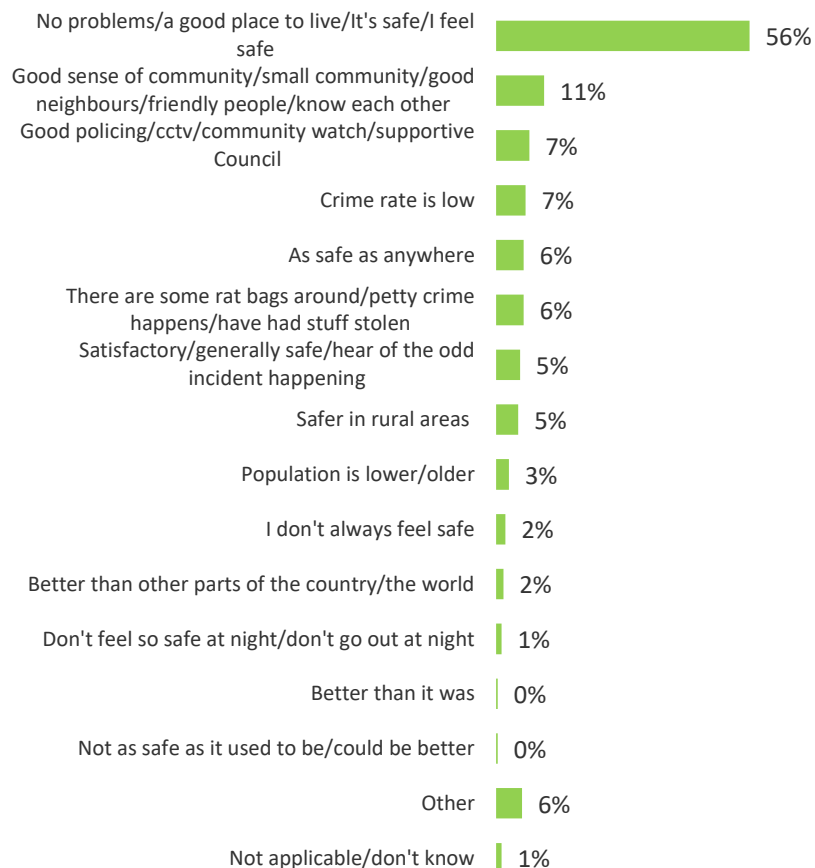


NOTES:
1. Total sample: n=400
2. Q8: How satisfied are you that the Waitaki District is generally a safe place to be?

The majority of residents generally feel safe and think that the Waitaki District is a good place to live

A safe place to be

Reasons for satisfaction (n=297)



Reasons for dissatisfaction (n=5)

No one in the council cares about us rural people

The lighting on the streets. They are LED bulbs and they only shine straight down. Only light up the poles. Because they are only on one side of the road the light does not shine across the road and if you were walking at night you would not see anybody following or jumping out at you. It is even hard on the back street when driving. Very unsafe and a lot of people that they have spoken to feel the same

What has that got to do with the council and because none of the services they supply do we use e.g. lighting, rubbish collection etc.

Wouldn't walk around at night alone

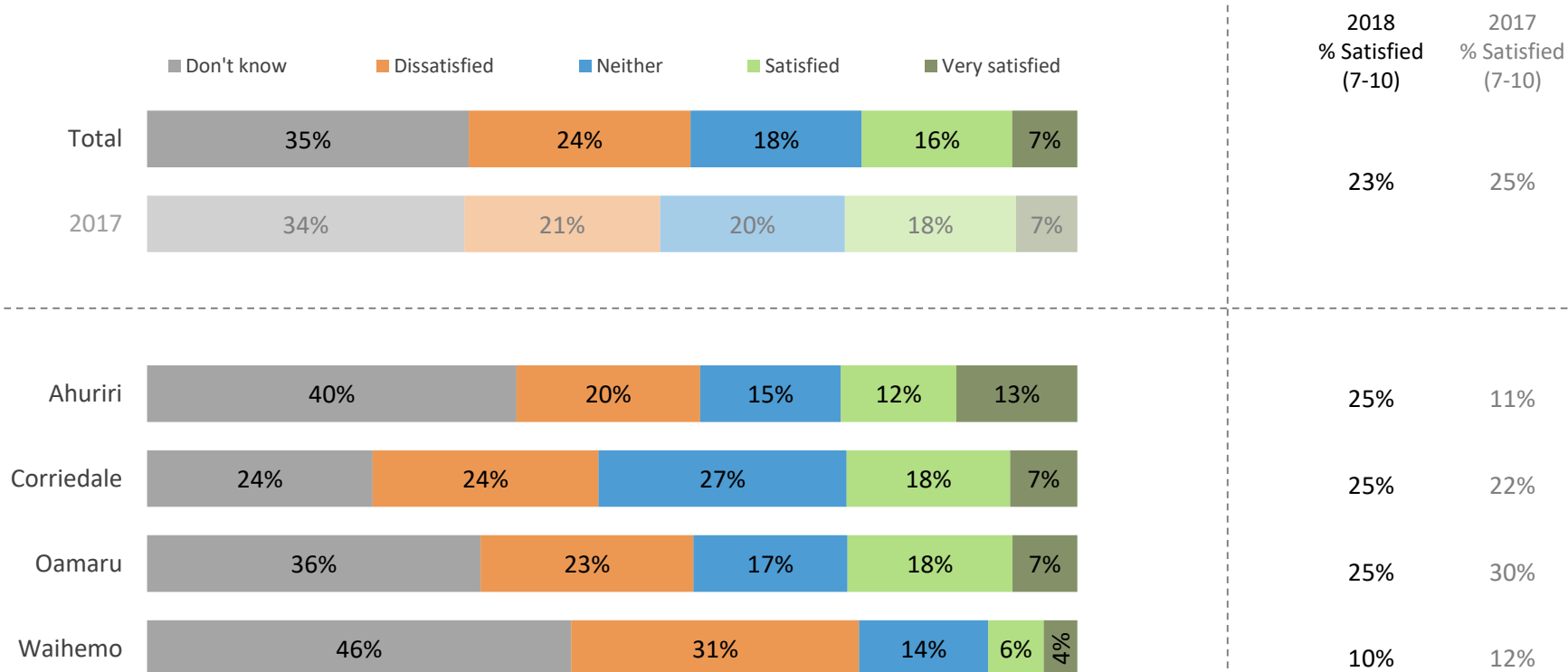
Not as safe as it used to be, not safe at night, rough people

NOTES:

1. Q8: Can you tell me why you were not satisfied / satisfied that the Waitaki District is generally a safe place to be?

A large number of residents (35%) didn't know or were unaware of any information on the development of the gallery and museum, particularly in Ahuriri (40%) and Waihemo (46%)

Information seen or heard about the development of the Gallery, Museum and Archive



NOTES:

1. Total sample: n=400
2. Q9: How satisfied are you with the information you have seen or heard about the development of the Gallery, Museum and Archive?

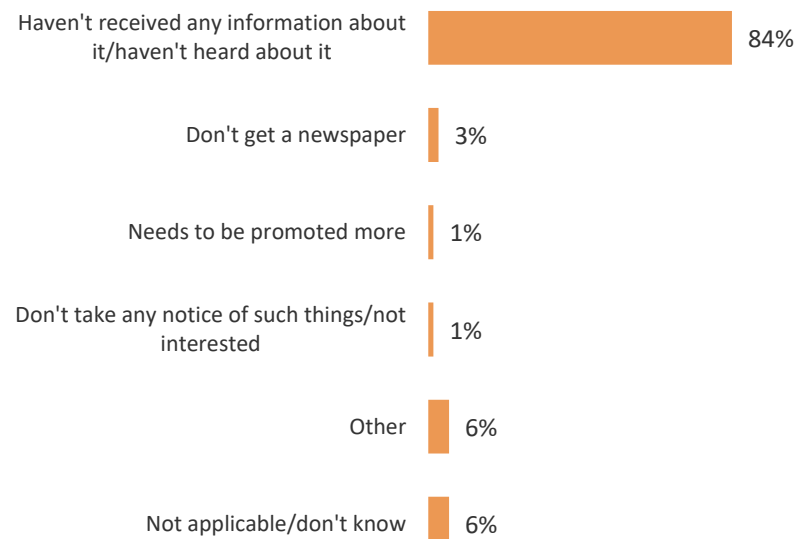
Many residents hadn't heard about or received information about the development of the gallery, museum and archive, causing them to be dissatisfied

Information seen or heard about the development of the Gallery, Museum and Archive

Reasons for satisfaction (n=57)



Reasons for dissatisfaction (n=72)

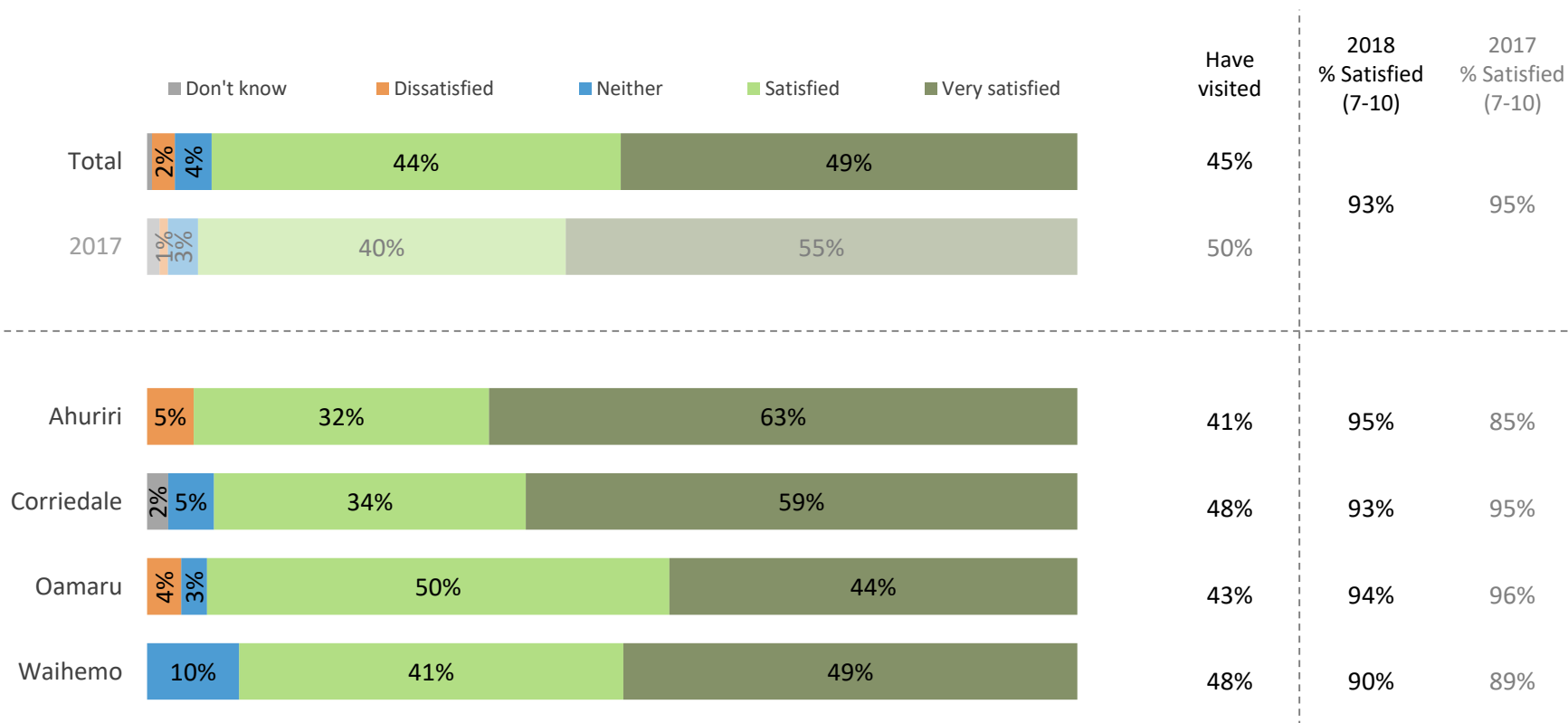


NOTES:

1. Q9: Can you tell me why you were not satisfied / satisfied with the level of information provided about the redevelopment of the gallery and museum?

Visitation rates for library services are lowest in Ahuriri, while residents appear to be very satisfied with this service (93% satisfied)

Library services



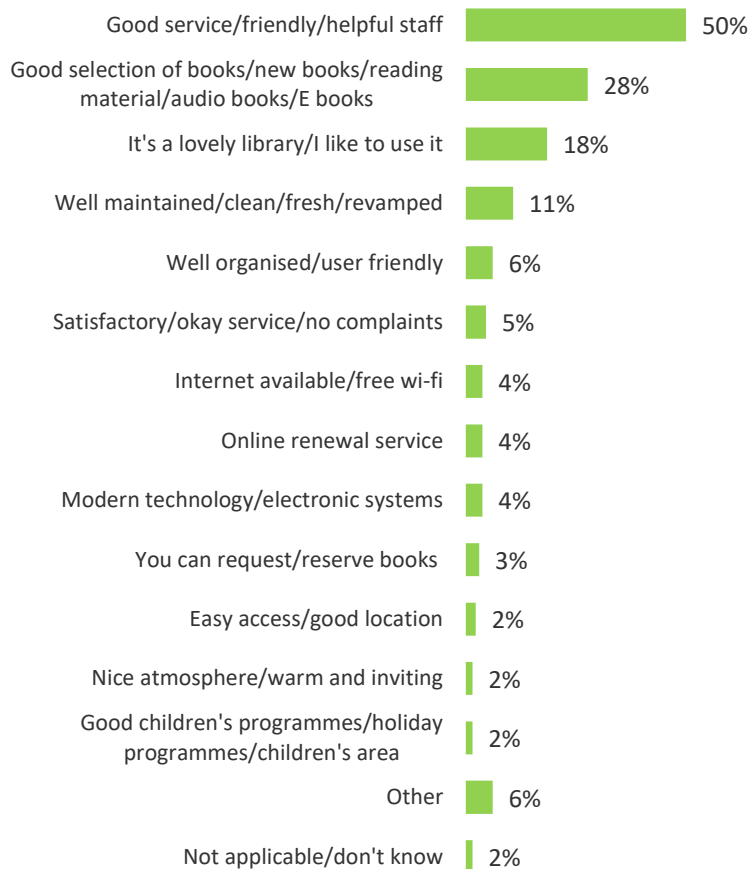
NOTES:

1. Total sample: n=182
2. Q10: How satisfied are you with library services in the Waitaki District?

Half of residents satisfied with library services are satisfied due to the friendly service and helpful staff

Library services

Reasons for satisfaction (n=147)



Reasons for dissatisfaction (n=3)

Got rid of all the old books in Otemata library when they upgraded e.g. history and autobiographies

I don't like the new layout of the library, it's like a warren, I don't know where to go

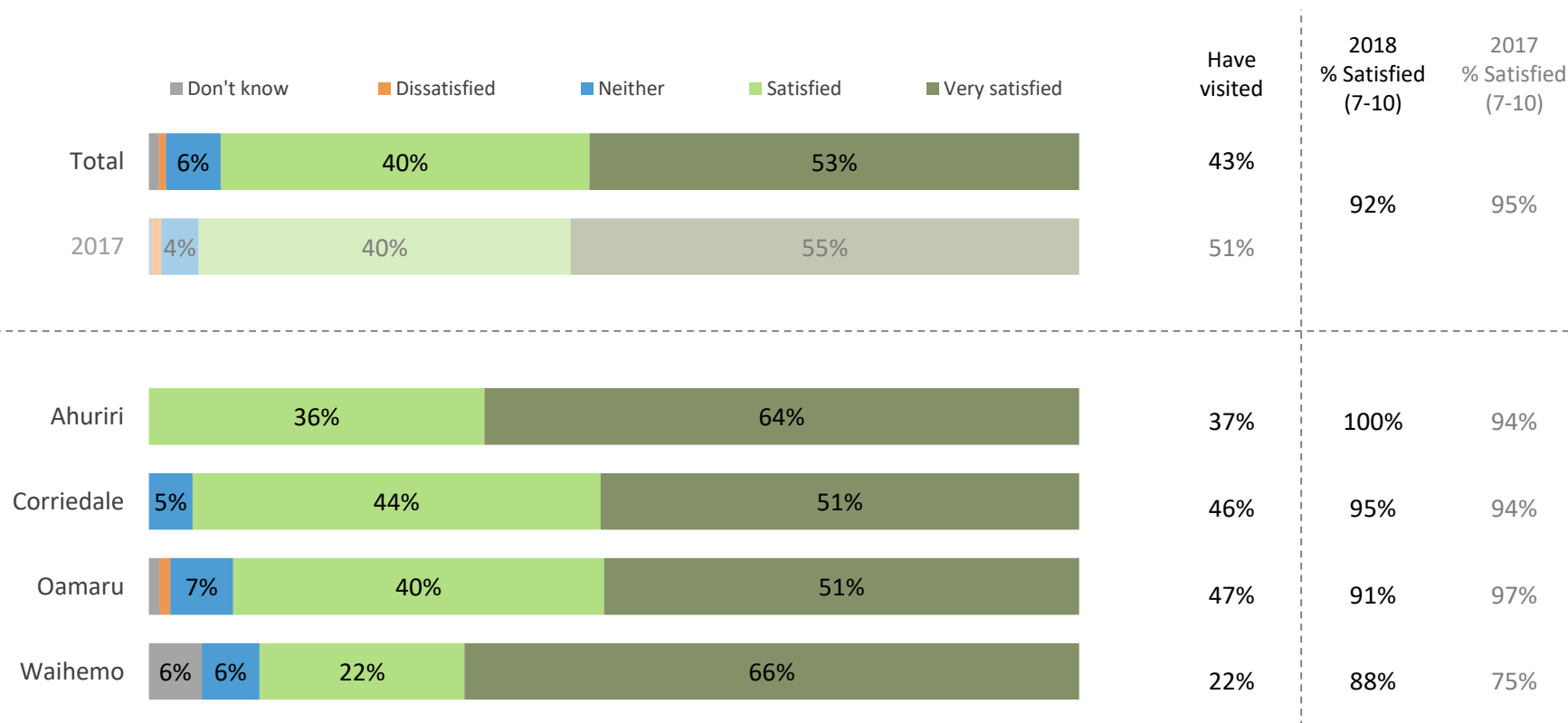
After the alterations there was a machine to scan the books, was not happy and said they should have both machine and people to get the books out. Still will not use the machine, she always get someone to scan her books for her. Has been told to come in and see the manager but the 4 times she has been in to see him he is not there. Has spoken to a lot of elderly and some of them will not get books out now because of the machine

NOTES:

1. Q10: Can you tell me why you were not satisfied / satisfied with services at any of the libraries in the Waitaki District?

From the approximately two in five (43%) residents that have visited the Opera house, 92% are satisfied compared to 95% in 2017

Opera house



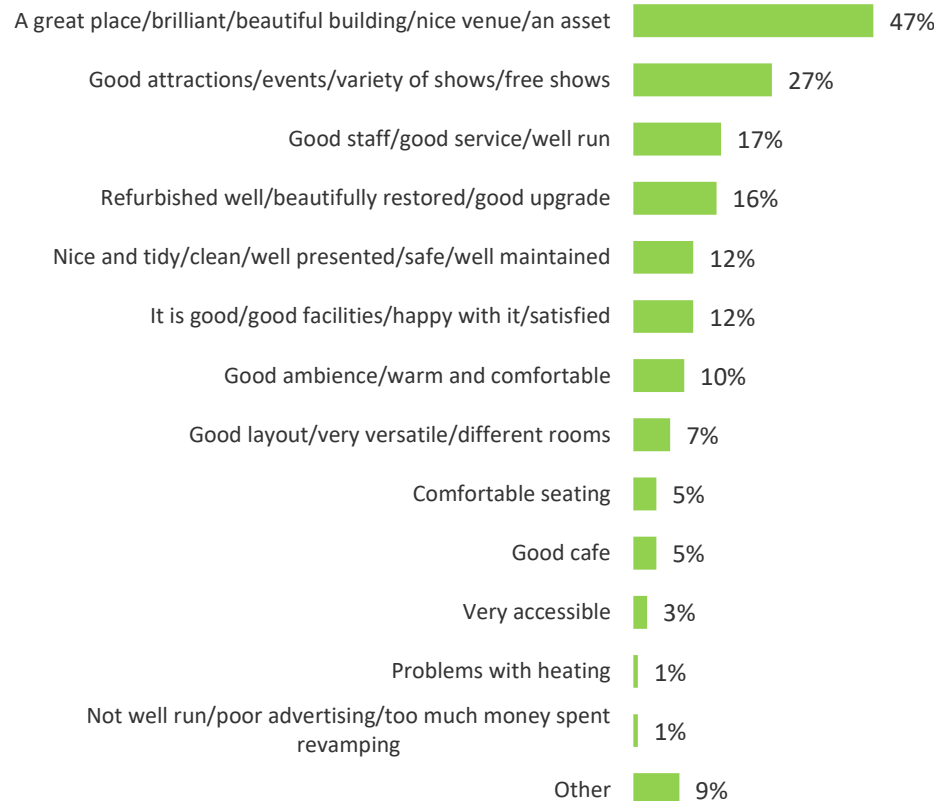
NOTES:

1. Total sample: n=164
2. Q12: How satisfied are you with the Opera House?

The top two reasons given for satisfaction with the Opera house related to the place being aesthetically pleasing, and hosting a variety of attractive events

Opera house

Reasons for satisfaction (n=134)



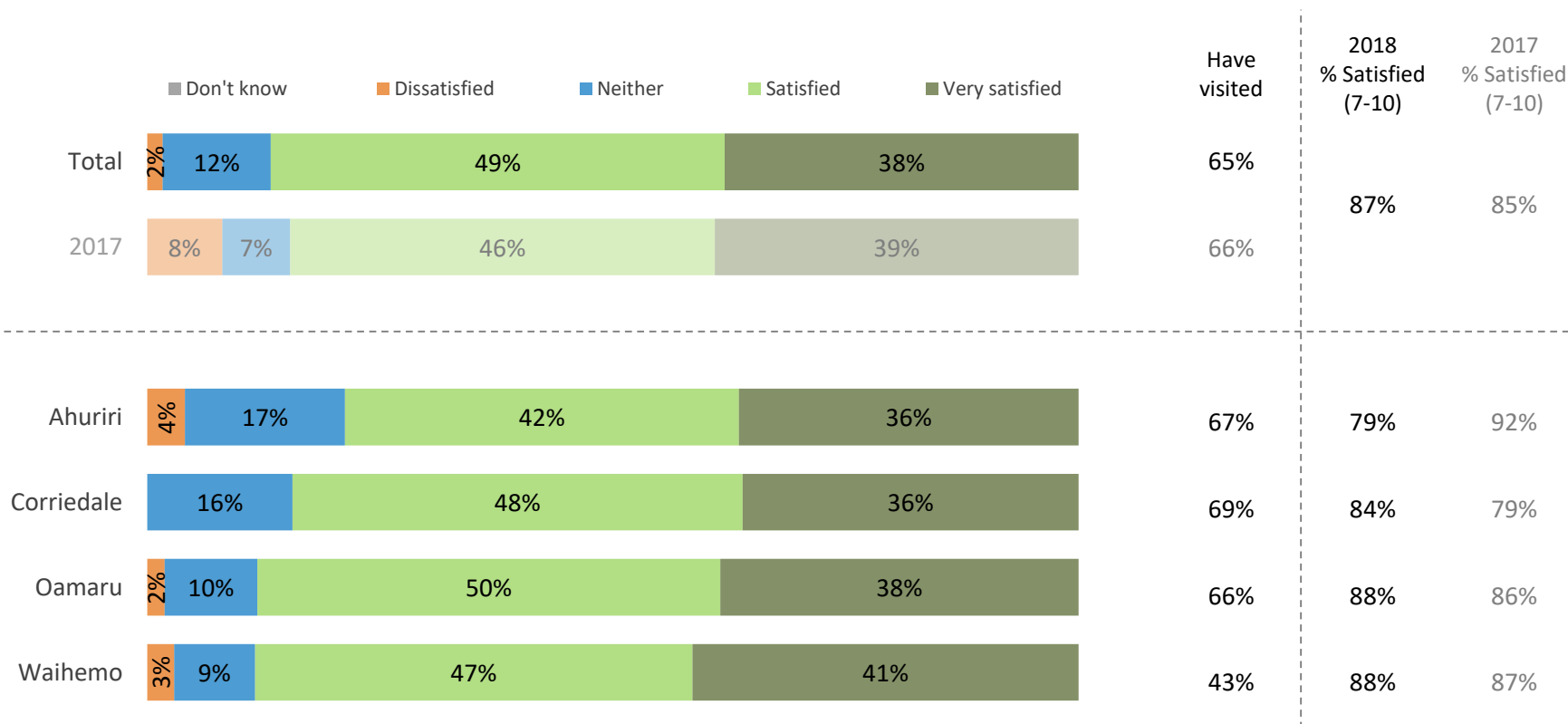
Reasons for dissatisfaction (n=1)

Quality of facilities

NOTES:
1. Q12: Can you tell me why you were not satisfied / satisfied with the Opera House?

There has been a decrease in the number of satisfied Ahuriri residents with the parks and reserves at 79% compared to 92% in 2017

Parks and reserves

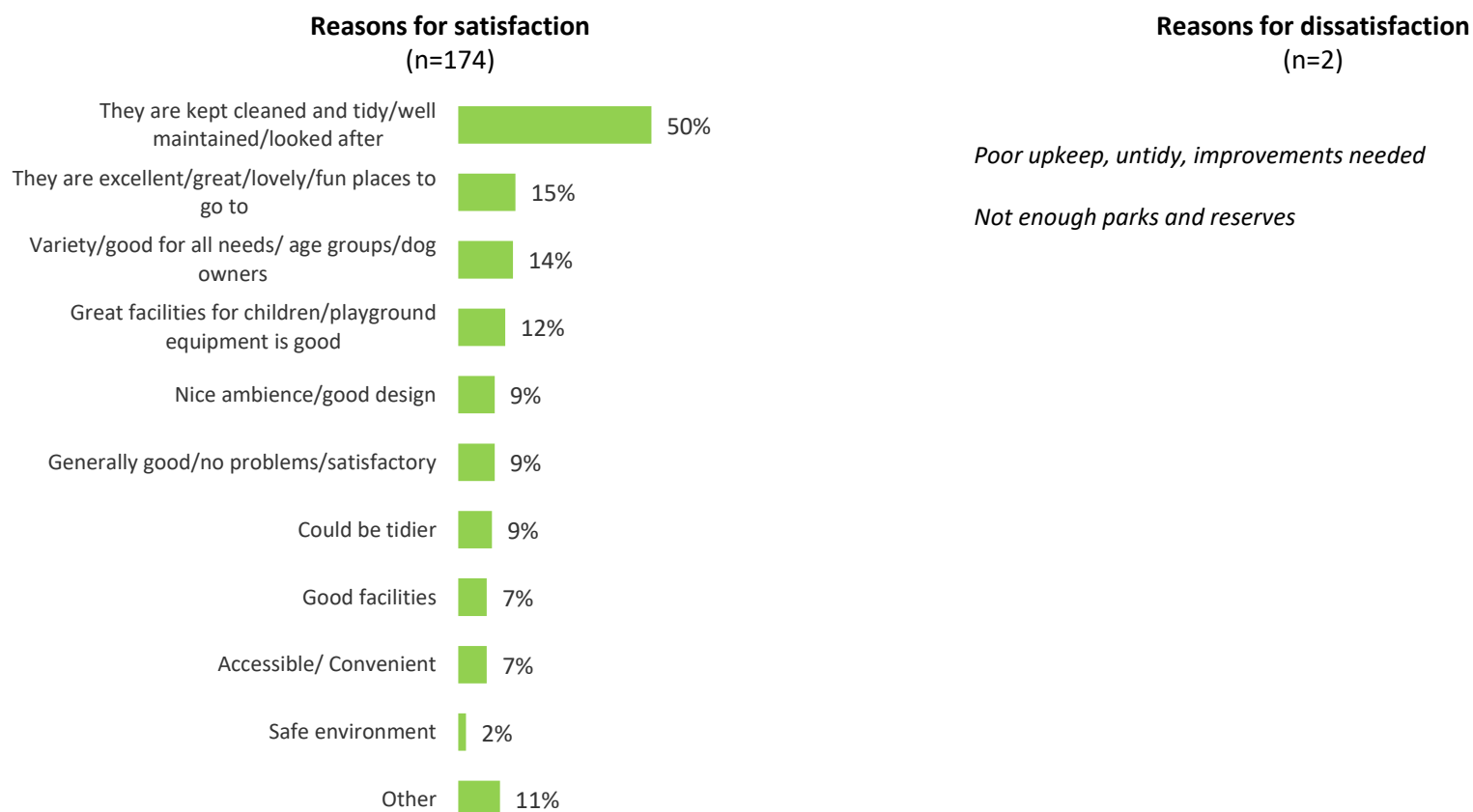


NOTES:

1. Total sample: n=248
2. Q13: How satisfied are you with the parks and reserves in the Waitaki District?

Half of the residents satisfied with parks and reserves state that they are kept clean and tidy and are well maintained

Parks and reserves

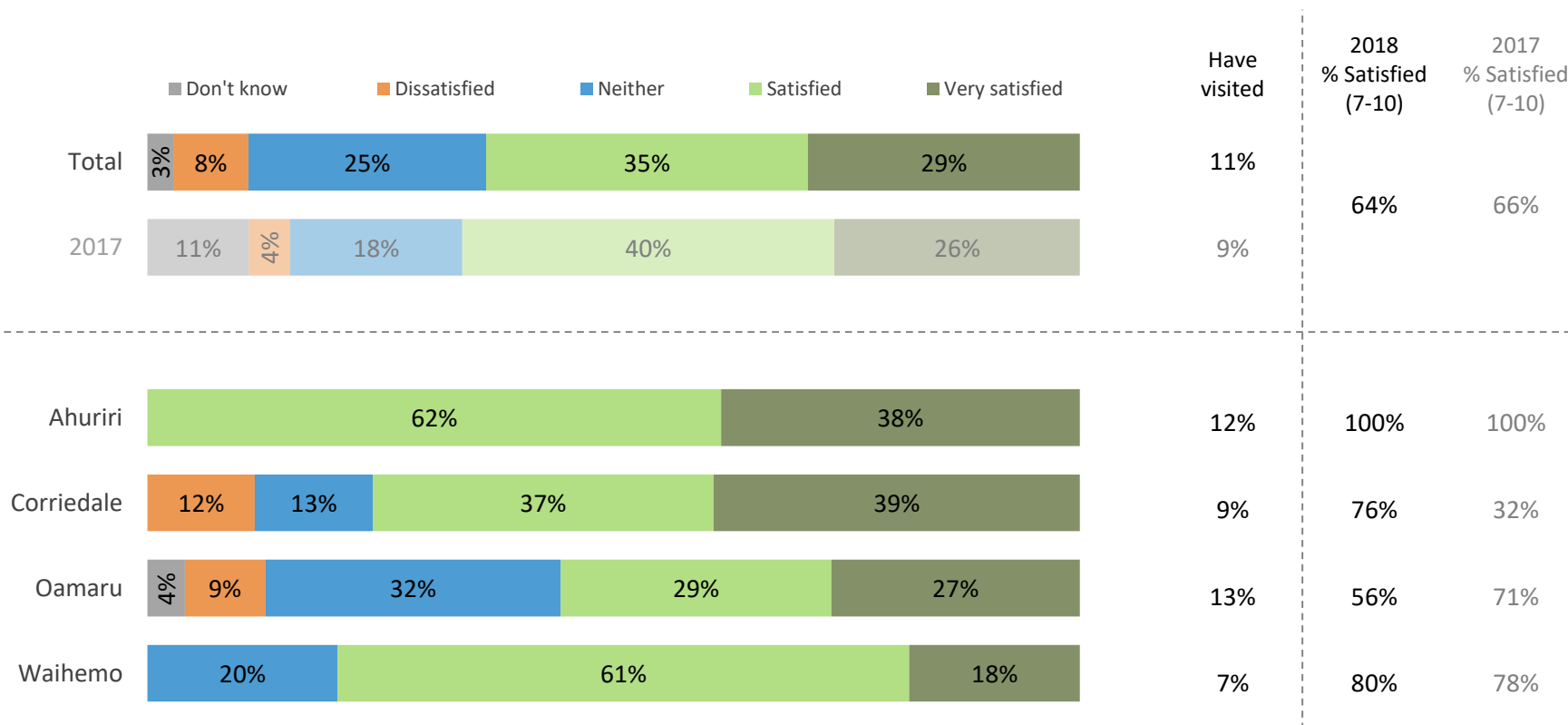


NOTES:

1. Q13: Can you tell me why you were not satisfied / satisfied with the parks and reserves in the Waitaki District?

The least number of satisfied residents with the Council-owned Lakes camping grounds are from the Oamaru ward (56%) which has seen a drop from 71% the previous year

Council-owned Lakes camping grounds

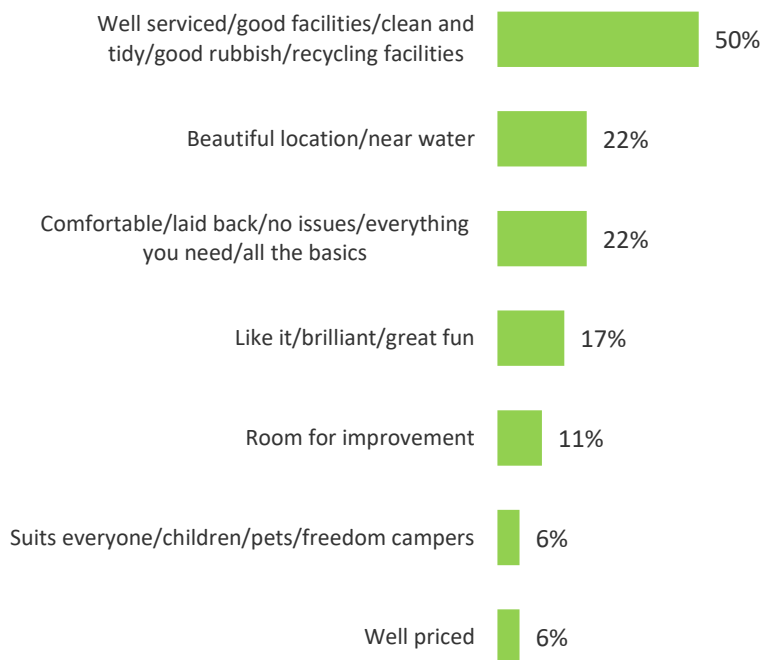


NOTES:
1. Total sample: n=40
2. Q14: How satisfied are you with the Council-owned Lakes camping grounds over the past 12 months?

Well serviced, good facilities that are clean and tidy was the most common reason for satisfaction at the Council-owned Lakes camping grounds

Council-owned Lakes camping grounds

Reasons for satisfaction
(n=18)



Reasons for dissatisfaction
(n=2)

Fees, unmaintained boat ramp

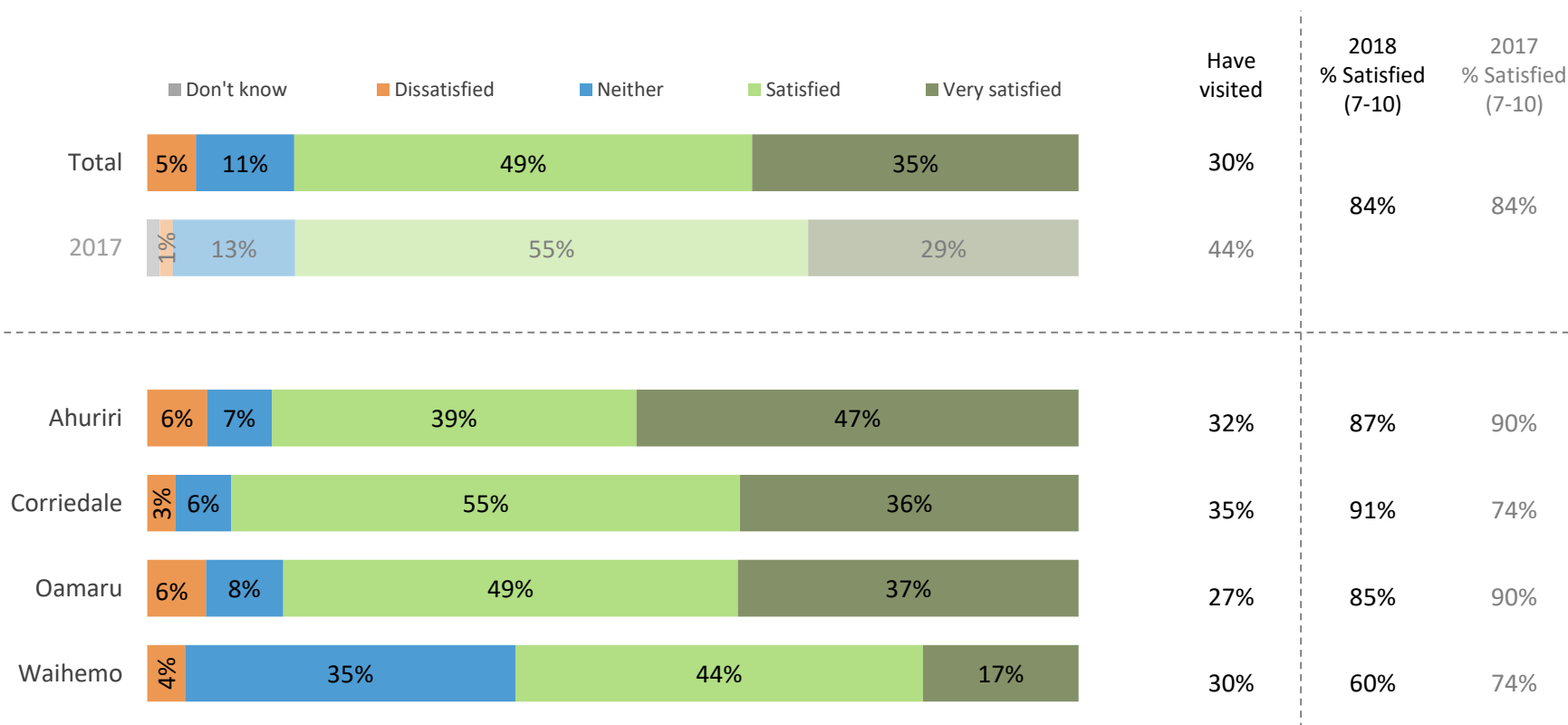
Management of the facility, cleanliness, condition of facility

NOTES:

1. Q14: Can you tell me why you were not satisfied / satisfied with the Waitaki District Council Lakes camping ground over the past 12 months?

Waihemo residents continue to be the least satisfied with sports fields and facilities, although satisfaction overall remains relatively high (84%)

Sports fields and facilities



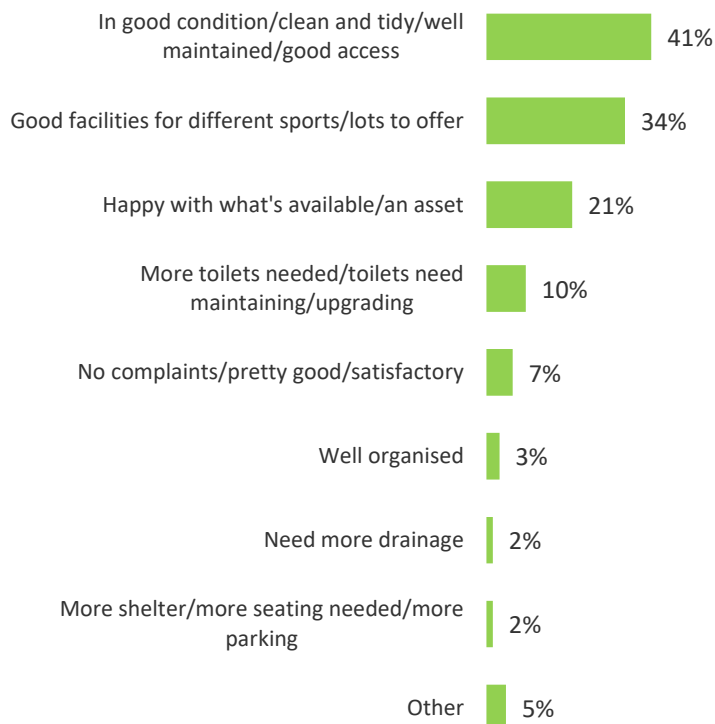
NOTES:

1. Total sample: n=121
2. Q15: How satisfied are you with sports fields or facilities in the Waitaki District?

The sports fields and facilities being kept clean and tidy and in good condition are the main reason for satisfaction given by residents

Sports fields and facilities

Reasons for satisfaction (n=71)



Reasons for dissatisfaction (n=4)

They're charging roughly \$20,000 a year to water a nine-hole golf course which they had nothing to do with its establishment, it was established by volunteers, one of which was myself. The Council used to charge around \$1,000 and they increased it by three to four thousand per cent

Poor condition, need upgrading, lack of maintenance

They could be looked after better

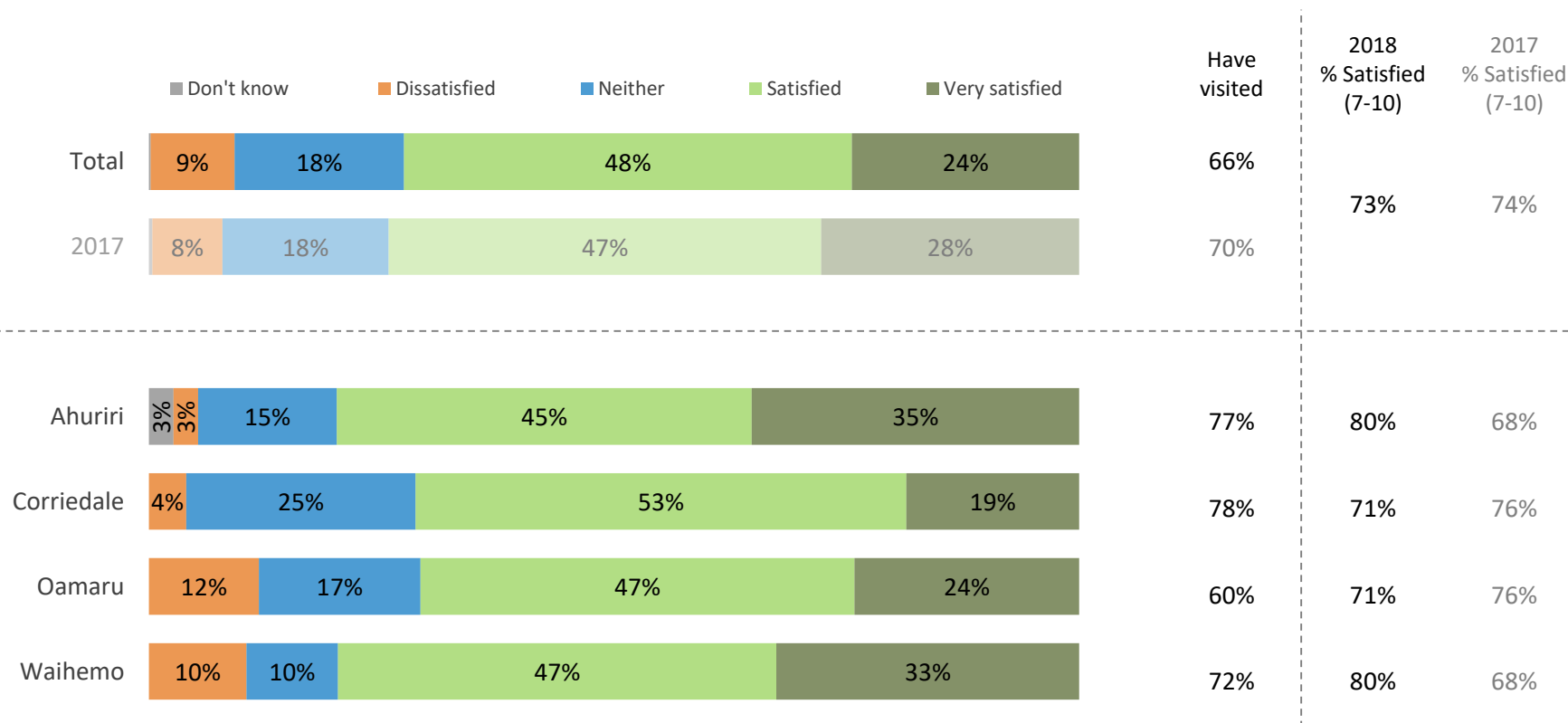
Lack of awareness of sports fields, it's run down, drafty, needs more renovation

NOTES:

1. Q15: Can you tell me why you were not satisfied / satisfied with sports fields or facilities in the Waitaki District?

The number of satisfied residents with the public toilets has remained fairly constant at 73%, with increases in satisfaction seen in the Ahuriri and Waihemo wards

Public toilets

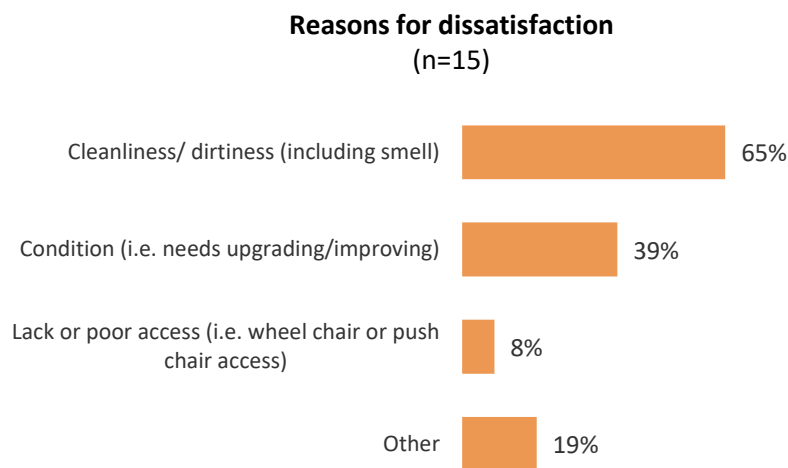


NOTES:

1. Total sample: n=275
2. Q16: How satisfied are you with the public toilets?

Reasons for dissatisfaction (15 responses) with the public toilets primarily relate to their level of cleanliness and condition

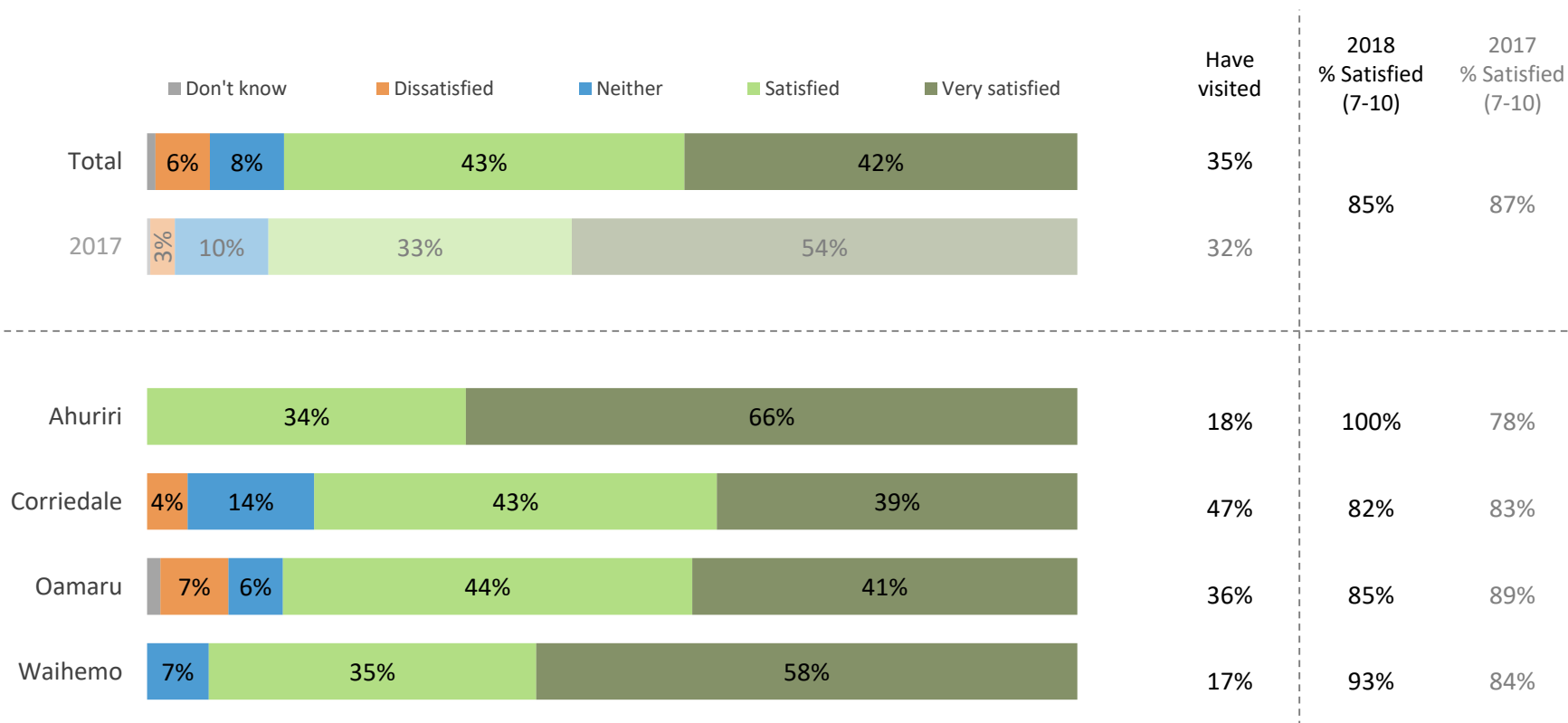
Public toilets



NOTES:
1. Q16: Can you tell me why you were not satisfied / satisfied with the public toilets?

The high level of satisfaction with the Aquatic Centre has dropped slightly compared to the previous year, mainly in the Oamaru ward

Aquatic Centre

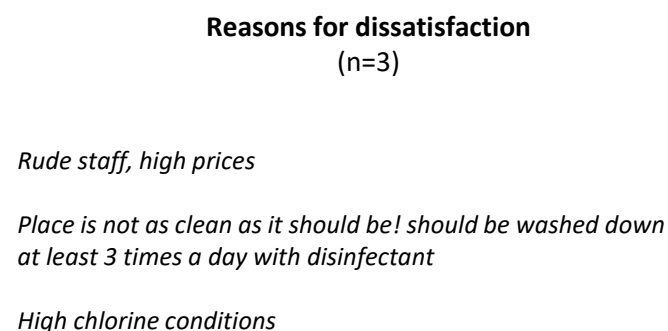
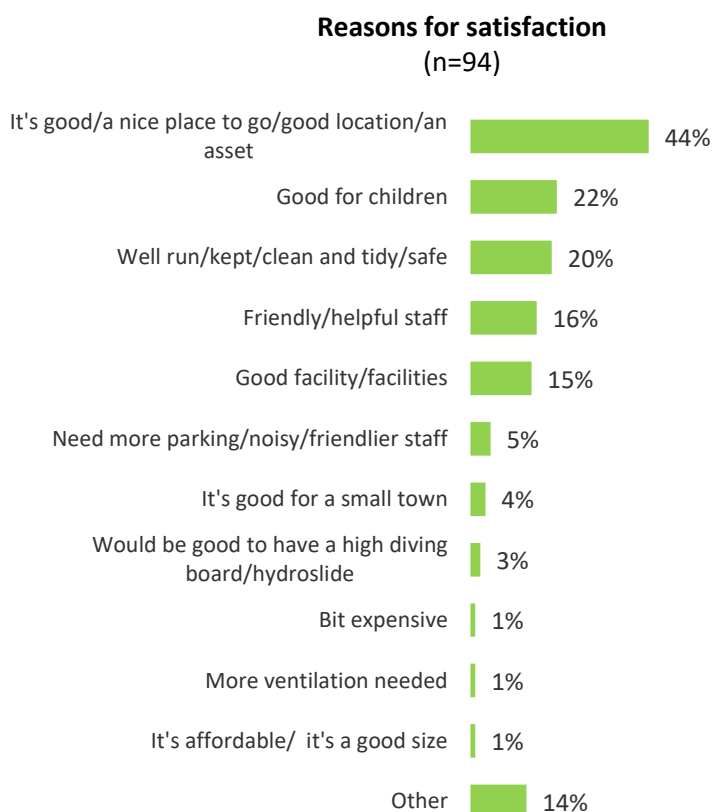


NOTES:

1. Total sample: n=130
2. Q17: How satisfied are you with the Aquatic Centre?

Good facilities, location and being good for children are top reasons given for satisfaction with the Aquatic Centre

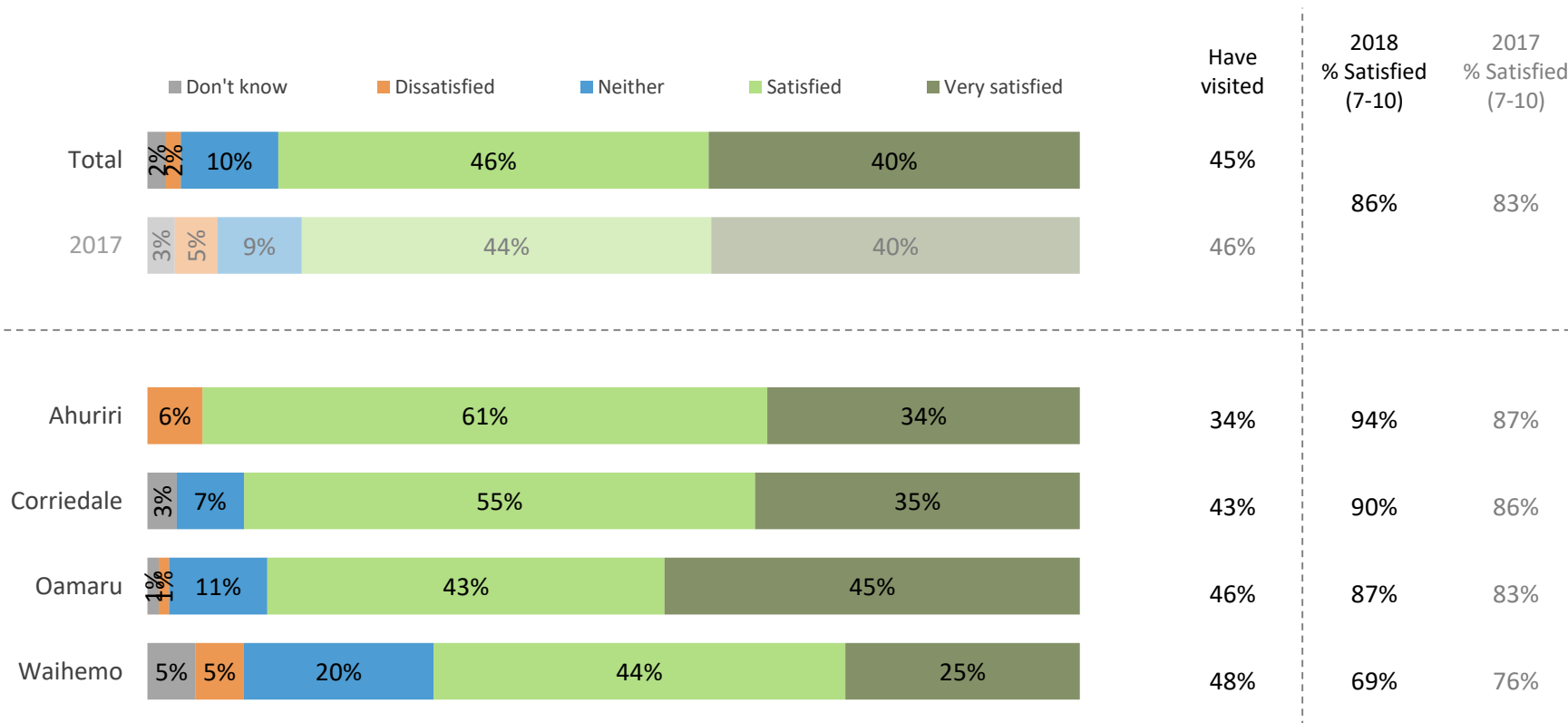
Aquatic Centre



NOTES:
1. Q17: Can you tell me why you were not satisfied / satisfied with the Aquatic Centre?

Nearly half of all residents (45%) have visited a cemetery in the past year, with a large number of these satisfied with the service (86%)

Cemeteries



NOTES:

1. Total sample: n=178
2. Q18: How satisfied are you with cemeteries in the Waitaki District?

Reasons for dissatisfaction (3 responses) with the cemeteries relate to the lack of maintenance and one isolated incident

Cemeteries

Reasons for dissatisfaction (n=3)

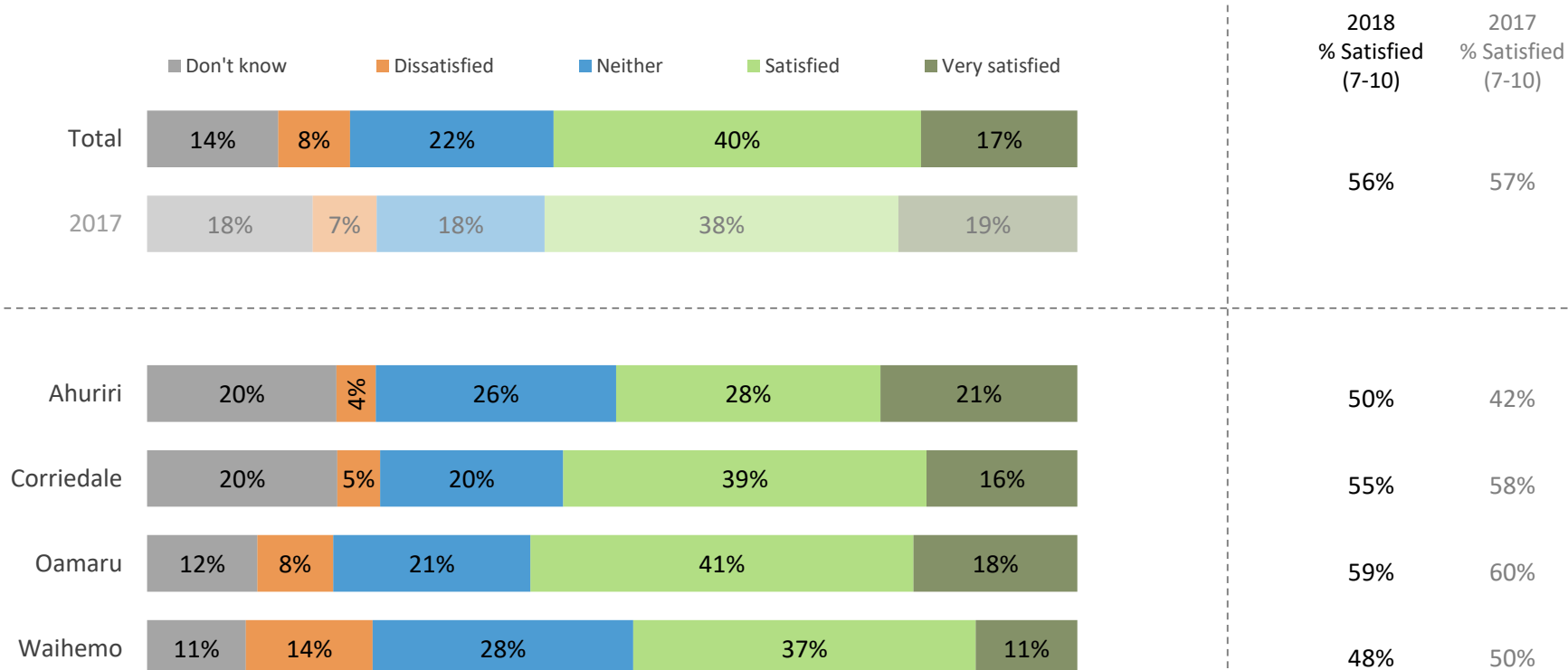
Poor condition / need upgrading / lack of maintenance

Not much co operation between the Kurow cemetery trust and the Waitaki District Council. They treated me badly, confusion with plots, but it's all sorted now

NOTES:
1. Q18: Can you tell me why you were not satisfied / satisfied with cemeteries in the Waitaki District?

There are a number of residents (14%, down from 18% in 2017) who were either unable or unwilling to provide a satisfaction score for the performance of the Mayor and Councillors

Performance of the Mayor and Councillors



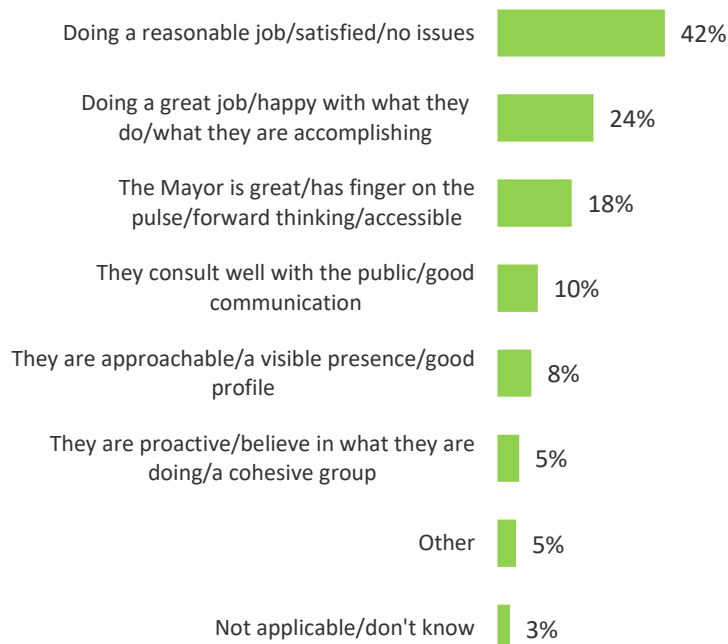
NOTES:

1. Total sample: n=400
2. Q19: How satisfied are you with the performance of the Mayor and Councillors over the last 12 month period?

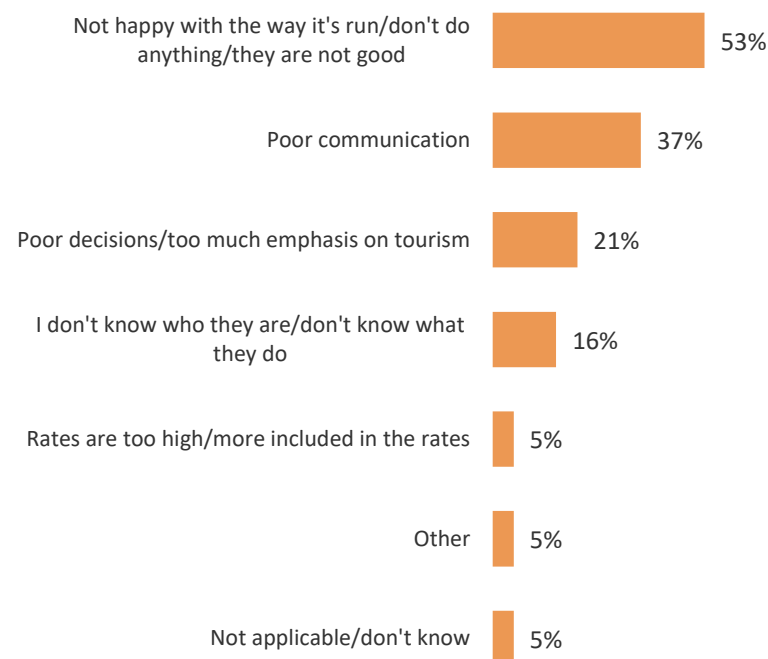
Of the residents that are satisfied with the performance of the Mayor and Councillors, two in five (42%) feel they are doing a reasonable job and have no issues

Performance of the Mayor and Councillors

Reasons for satisfaction
(n=153)



Reasons for dissatisfaction
(n=20)

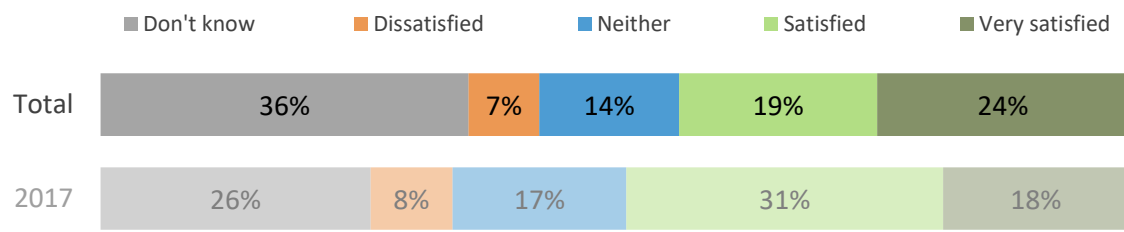


NOTES:

1. Q19: Can you tell me why you were not satisfied / satisfied with the performance of the Mayor and Councillors over the last 12 month period?

There are a large number (36%) of residents in Ahuriri who remain undecided with regard to the performance of their local Community Board members

Performance of Ahuriri Community Board members

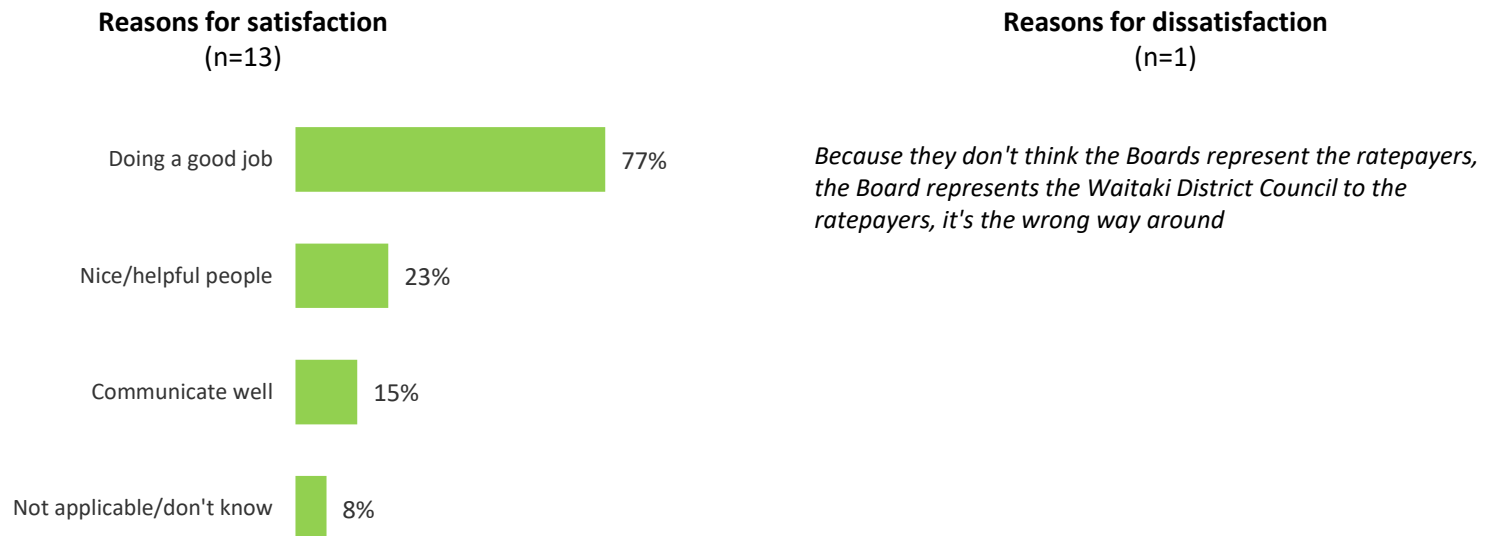


2018 % Satisfied (7-10)	2017 % Satisfied (7-10)
44%	49%

NOTES:
1. Total sample: n=41
2. Q20: How satisfied are you with the performance of Ahuriri Community Board members?

Residents of Ahuriri that are satisfied with the performance of their local Community Board members felt that they were doing a good job

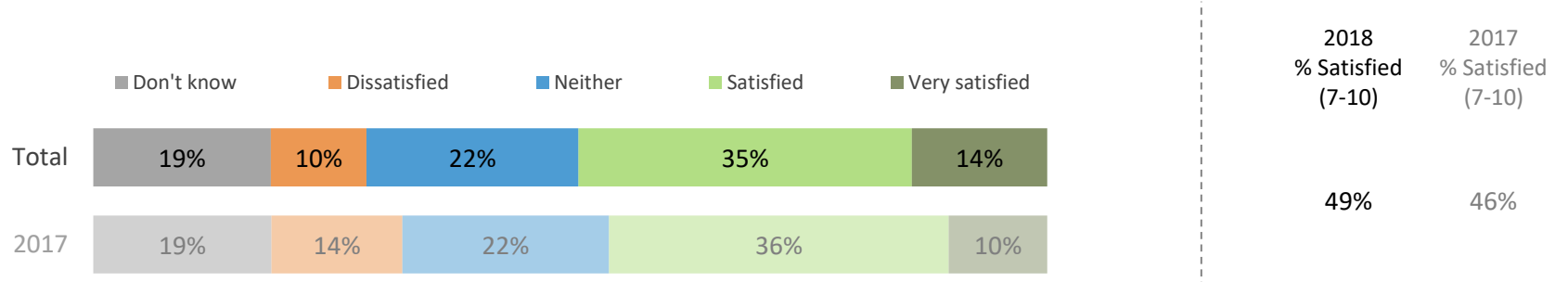
Performance of Ahuriri Community Board members



NOTES:
1. Q20: Can you tell me why you were not satisfied / satisfied with the performance of Ahuriri Community Board members?

There is also a large number (19%) of residents in Waihemo who are undecided with regard to the performance of their local Community Board members

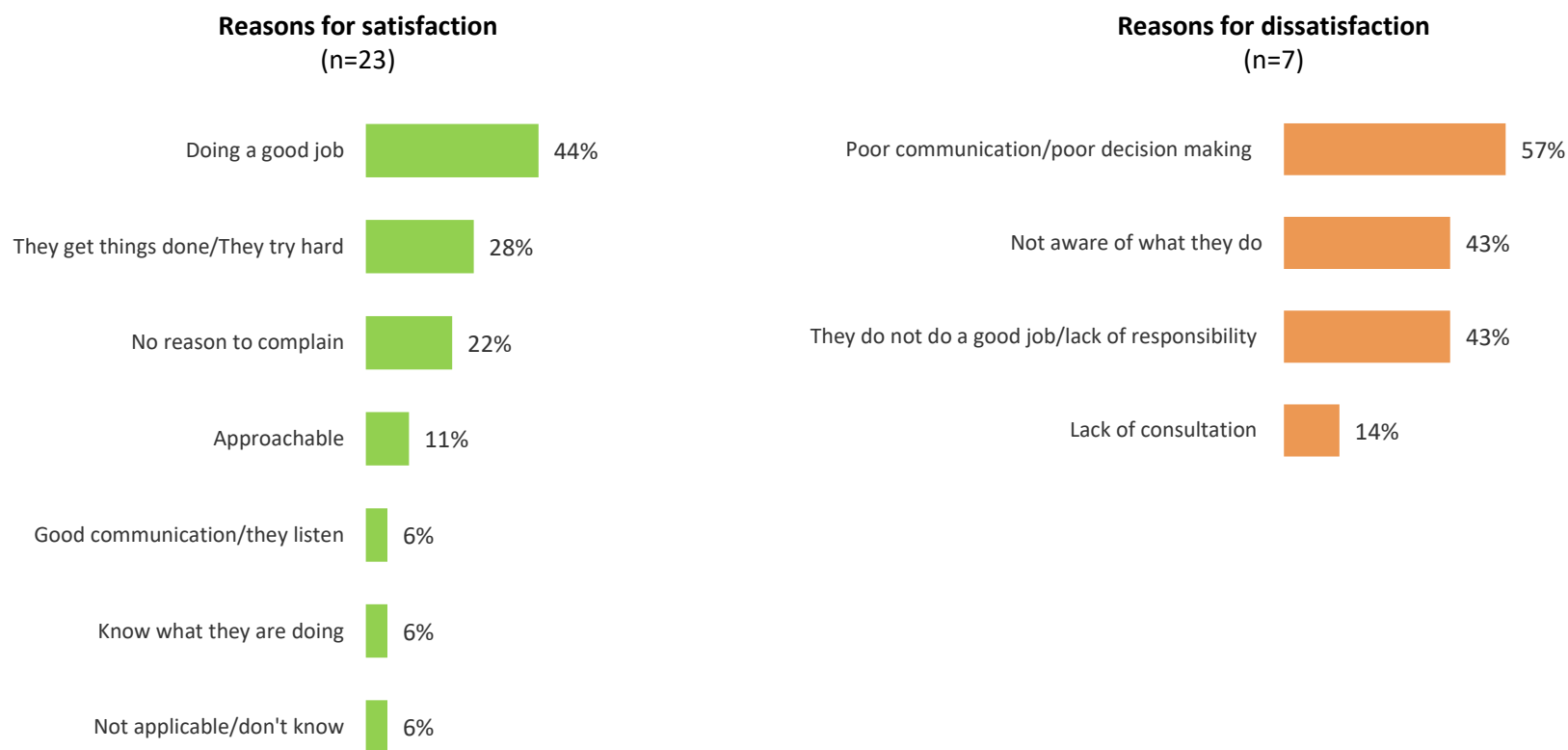
Performance of Waihemo Community Board members



NOTES:
 1. Total sample: n=80
 2. Q21: How satisfied are you with the performance of Waihemo Community Board members?

As with the residents of Ahuriri those from the Waihemo ward that are satisfied with the performance of their local Community Board members had little reason to complain

Performance of Waihemo Community Board members

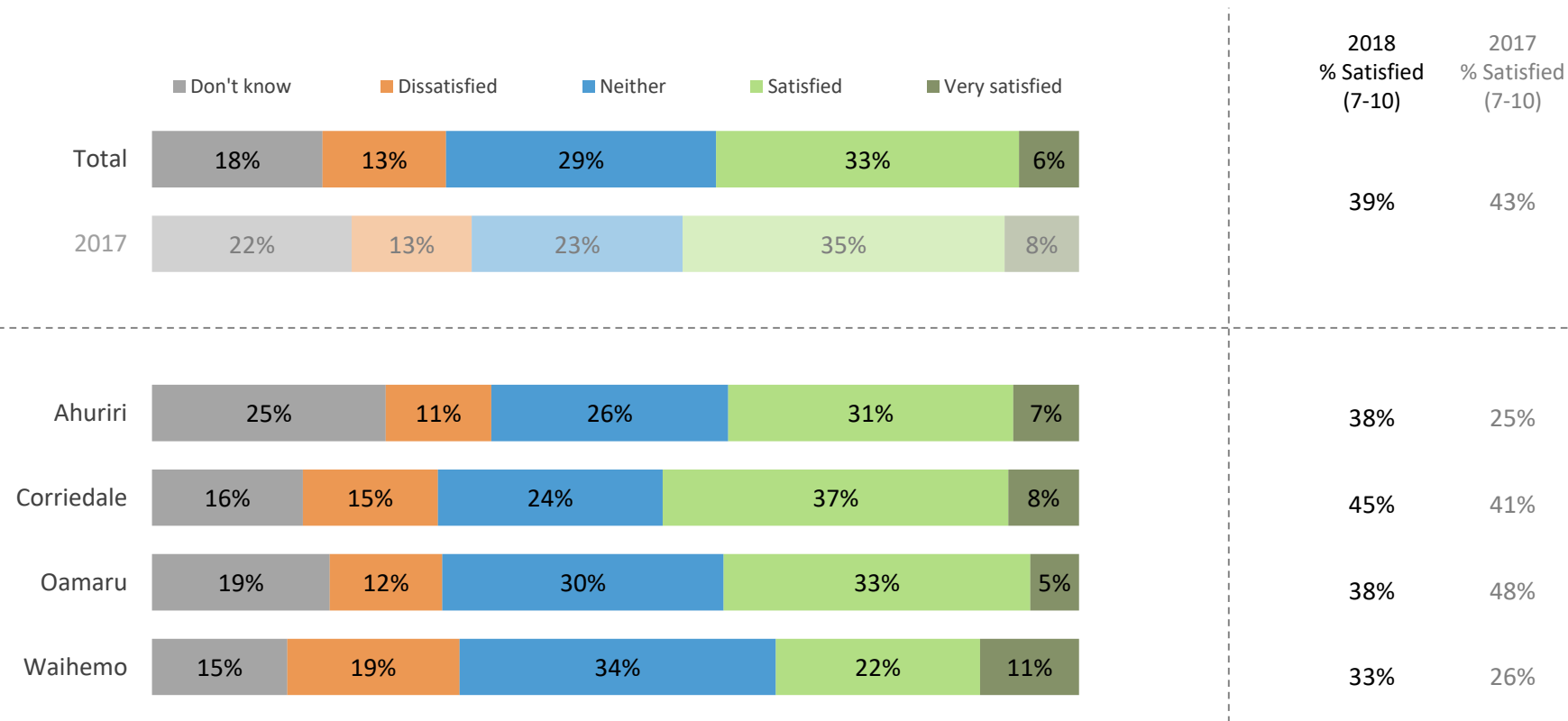


NOTES:

1. Q21: Can you tell me why you were not satisfied / satisfied with the performance of Waihemo Community Board members?

In relation to Council consultation, there has been a noticeable decline in the number of satisfied residents in the Oamaru ward, 38% compared to 48% in 2017

Council's consultation with the community

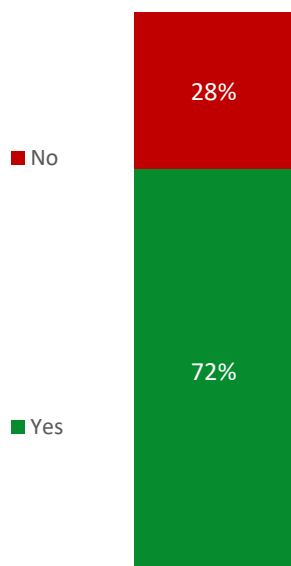


NOTES:
1. Total sample: n=400
2. Q22: How satisfied are you with Council's consultation with the community?

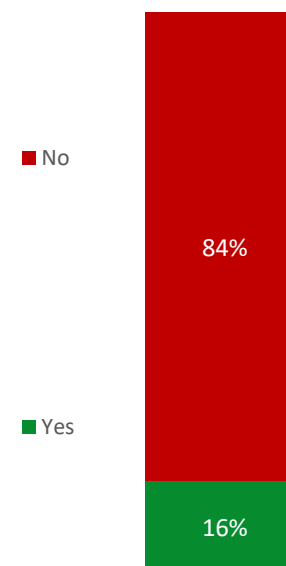
Nearly three quarters of residents are satisfied with Civil Defence Emergency Management and around one in six (16%) have lodged a request to Council in the past year regarding roading

Civil Defence and Roading request

Satisfied with Civil Defence Emergency Management?



Lodged a customer request to Council over the past 12 months regarding roads or footpaths?

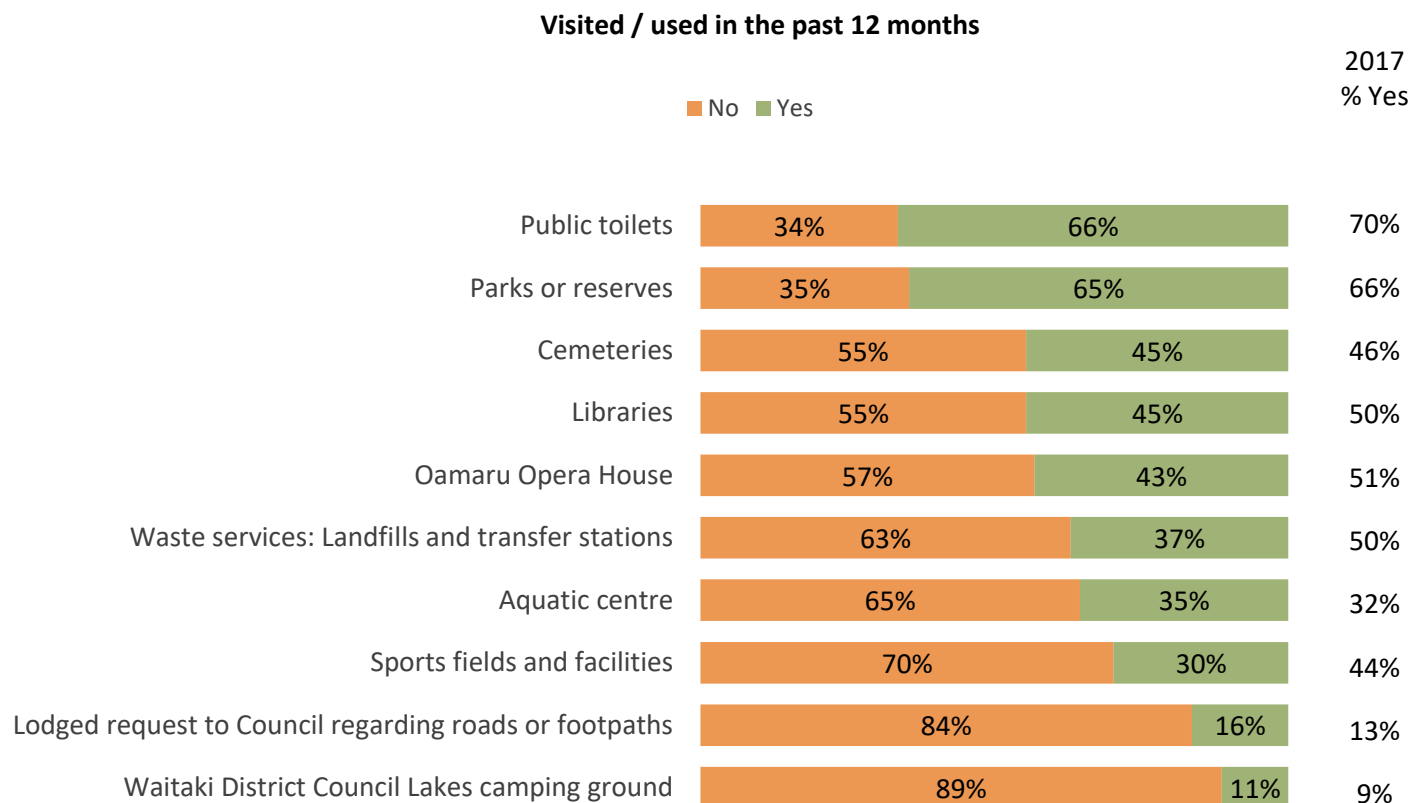


NOTES:

1. Total sample: n=400
2. Q23: Are you satisfied with Civil Defence Emergency Management?
3. Q24: Have you lodged a customer request to Council over the past 12 months regarding roads or footpaths?

Visitation and usage of services provided by Council has remained similar to 2017 with the exception of a decrease in use of the Oamaru Opera House, waste services and sports fields

Frequency of use



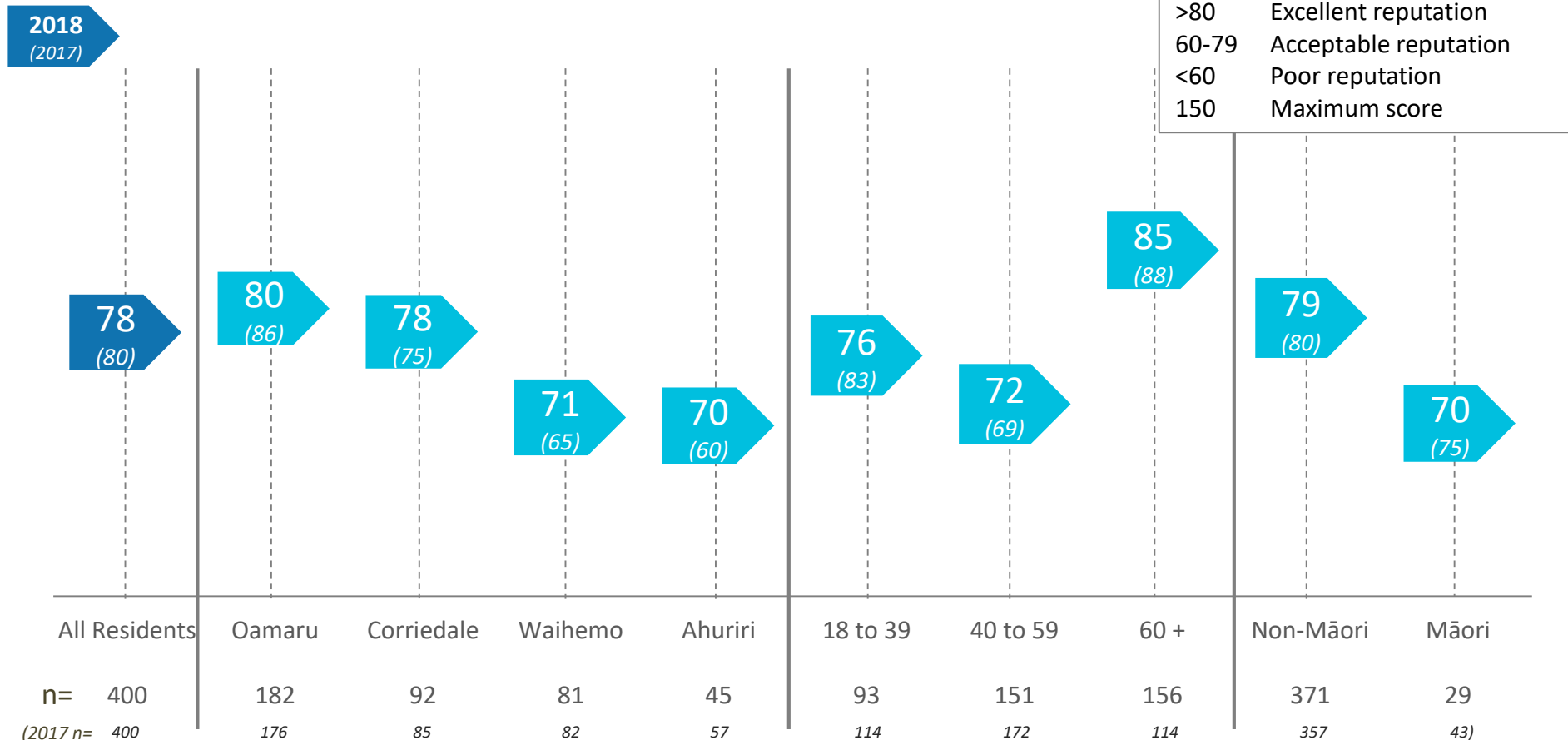
NOTES:
 1. Total sample: n=400
 2. Q: In the last 12 months, have you visited or used the following services provided by Council...



Understanding Reputation

The Waitaki District Council has a particularly strong reputation primarily in Oamaru with an overall benchmark score of 80 where results are considered to be 'excellent'

Reputation benchmarks



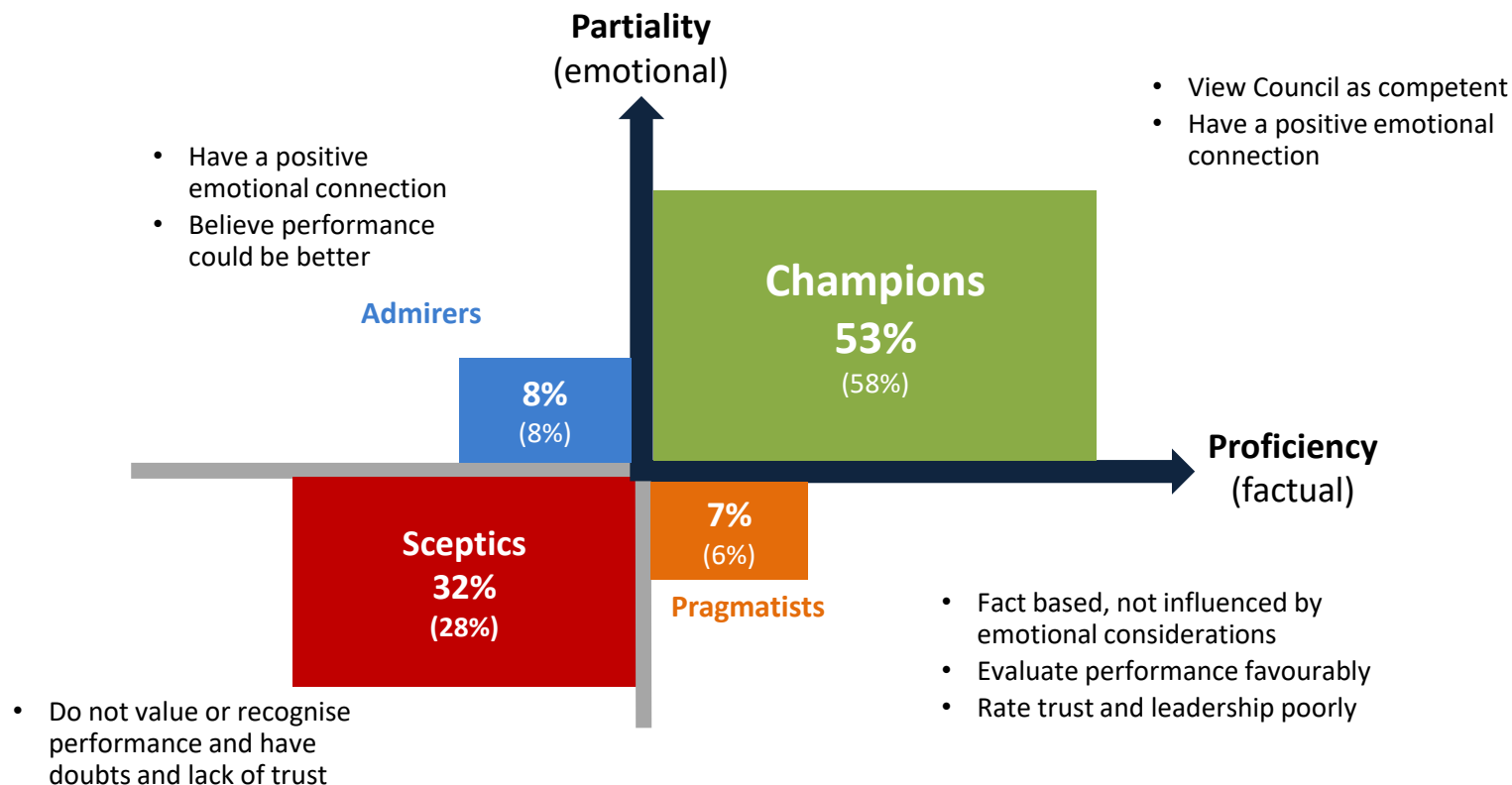
NOTES:

1. Sample n=400
2. OVREP. So everything considered, leadership, trust, financial management and quality of services provided, how would you rate the Waitaki District Council for its overall reputation?
3. The benchmark is calculated by re-scaling the overall reputation measure to a new scale between -50 and +150 to improve granularity for the purpose of benchmarking

The Waitaki District Council has a high proportion of ‘Champions’ with 53% of residents believing that Council is doing a good job and have a positive emotional connection

Reputation profile

2018
(2017)

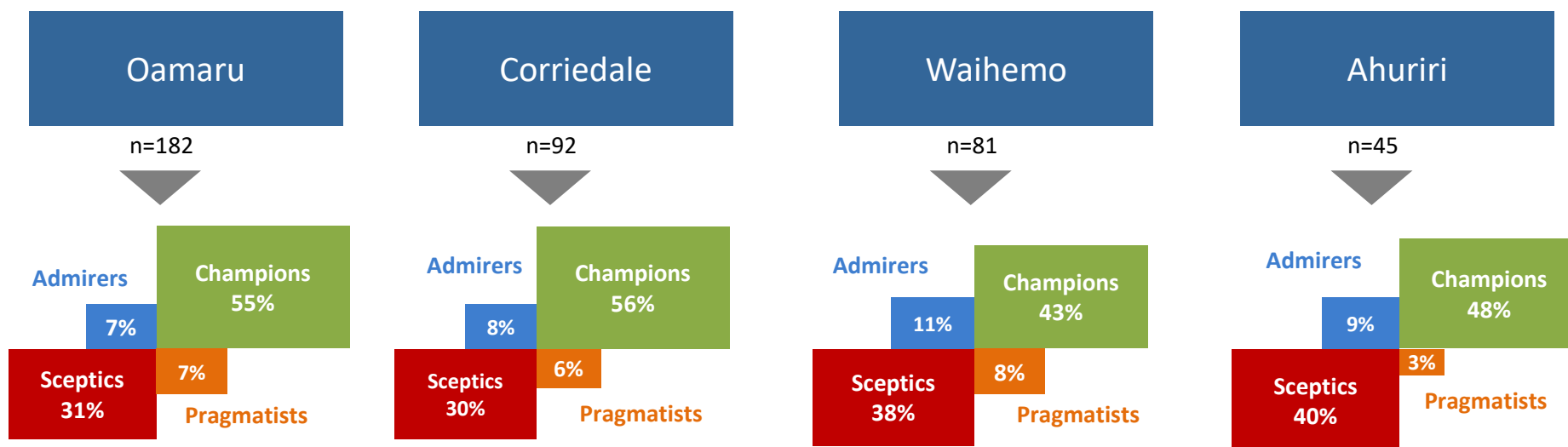


Sample: n=400

1. Segments have been determined using the results from a set of five overall level questions
2. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation

There are less *'champions'* in the Waihemo ward where residents have doubts and mistrust in the Council and are more likely to be sceptical

Reputation profile: Wards



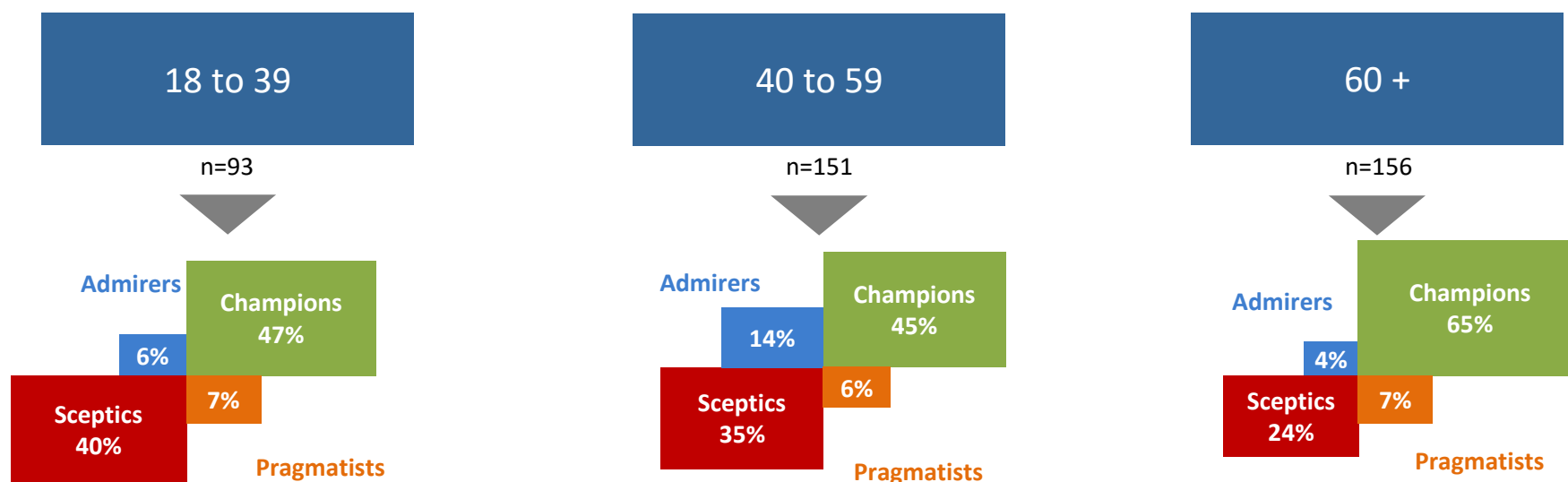
2017

Admirers	4%	16%	9%	11%
Champions	65%	50%	44%	36%
Pragmatists	7%	6%	3%	13%
Sceptics	24%	28%	44%	40%

1. Segments have been determined using the results from a set of five overall level questions
2. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation

The younger age group has seen a notable decrease in the number of ‘Champions’ compared to 2017, while those aged over 60 are the most likely to be ‘Champions’

Reputation profile: Age



2017

Admirers	10%	11%	4%
Champions	66%	48%	63%
Pragmatists	5%	3%	11%
Sceptics	19%	38%	23%

1. Segments have been determined using the results from a set of five overall level questions
2. REP1 leadership, REP2 trust, REP3 financial management, REP4 quality of deliverables, REP5 overall reputation



Drivers of Overall Satisfaction

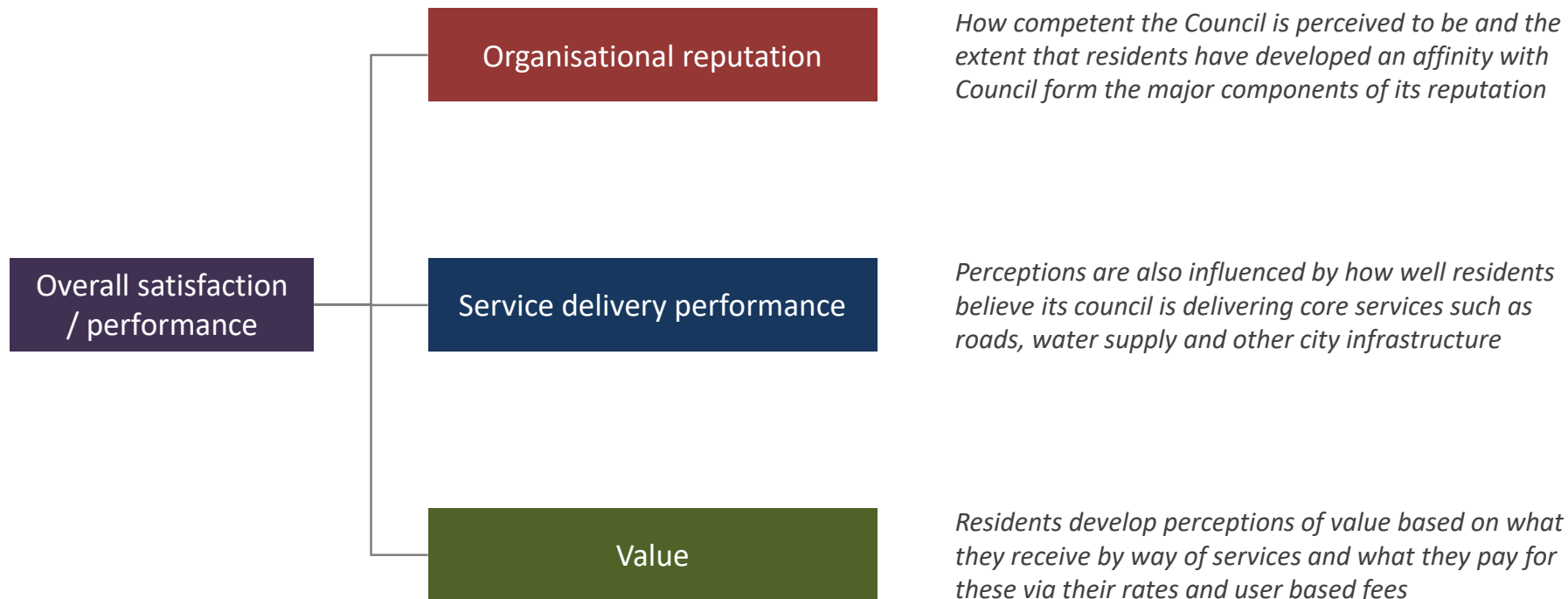
The foundation of the framework used is to determine how the various reputation, service and value elements impact residents overall evaluation of Council

Overview



Top level attribute to measure

Rationale

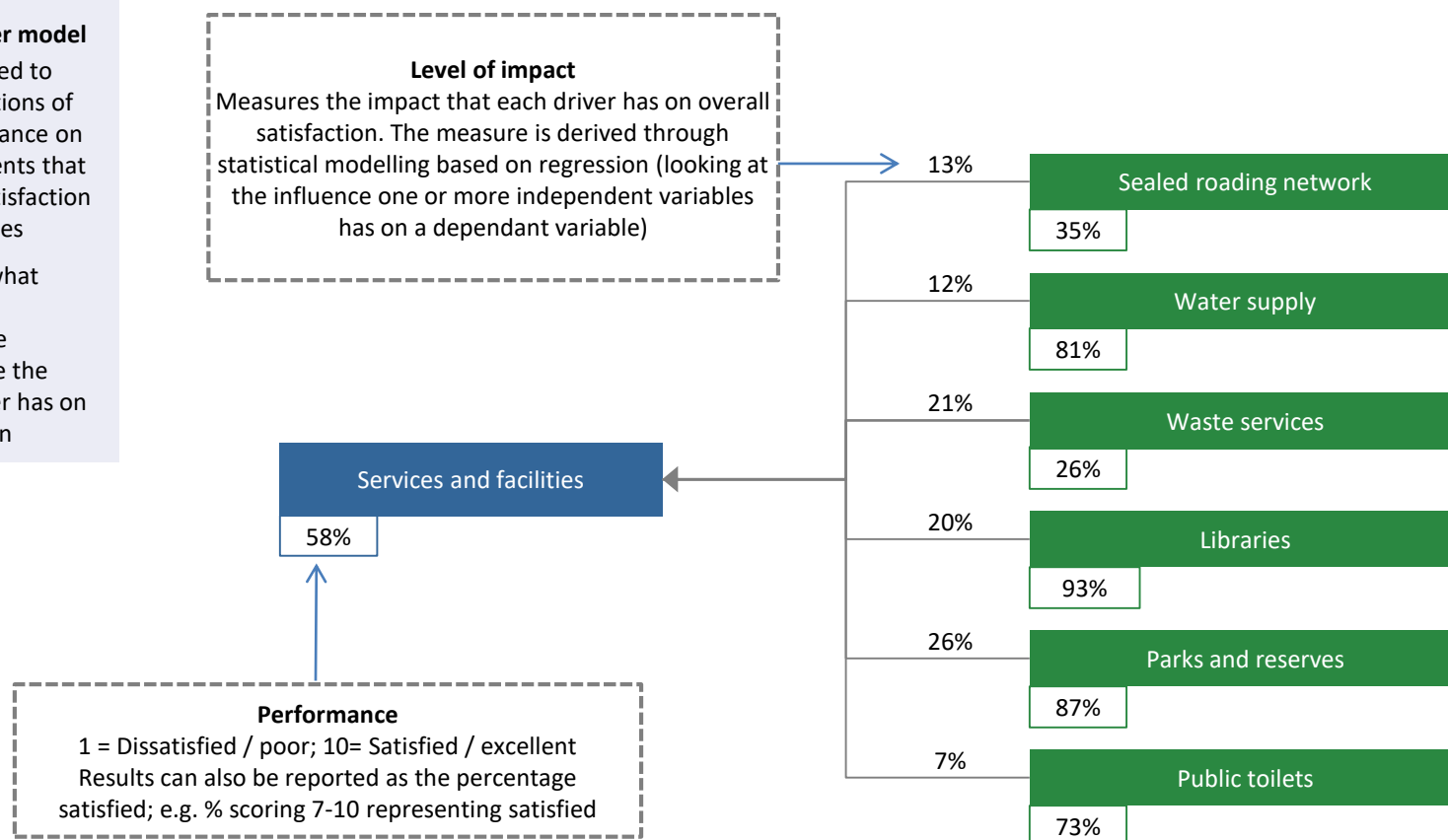


Parks and reserves has been calculated as having the highest impact (26%) on residents perceptions of service and facilities performance, followed by the waste services (21%)

Services and facilities performance

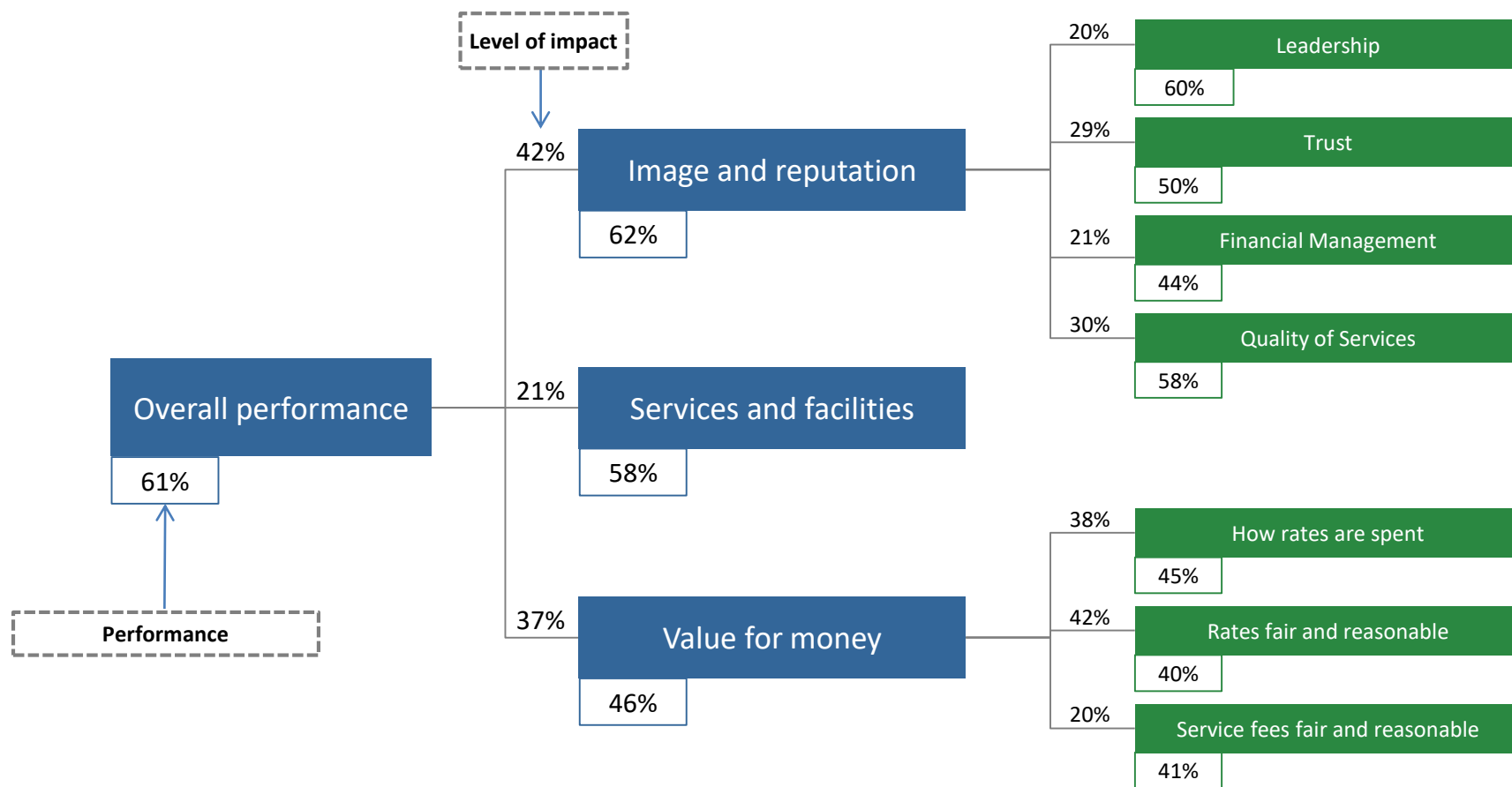
Overview of our driver model

- Residents are asked to rate their perceptions of council's performance on the various elements that impact overall satisfaction with public facilities
- Rather than ask what residents think is important, we use statistics to derive the impact each driver has on overall satisfaction



The overall performance evaluation is influenced more by image and reputation and value for money and less so by services and facilities

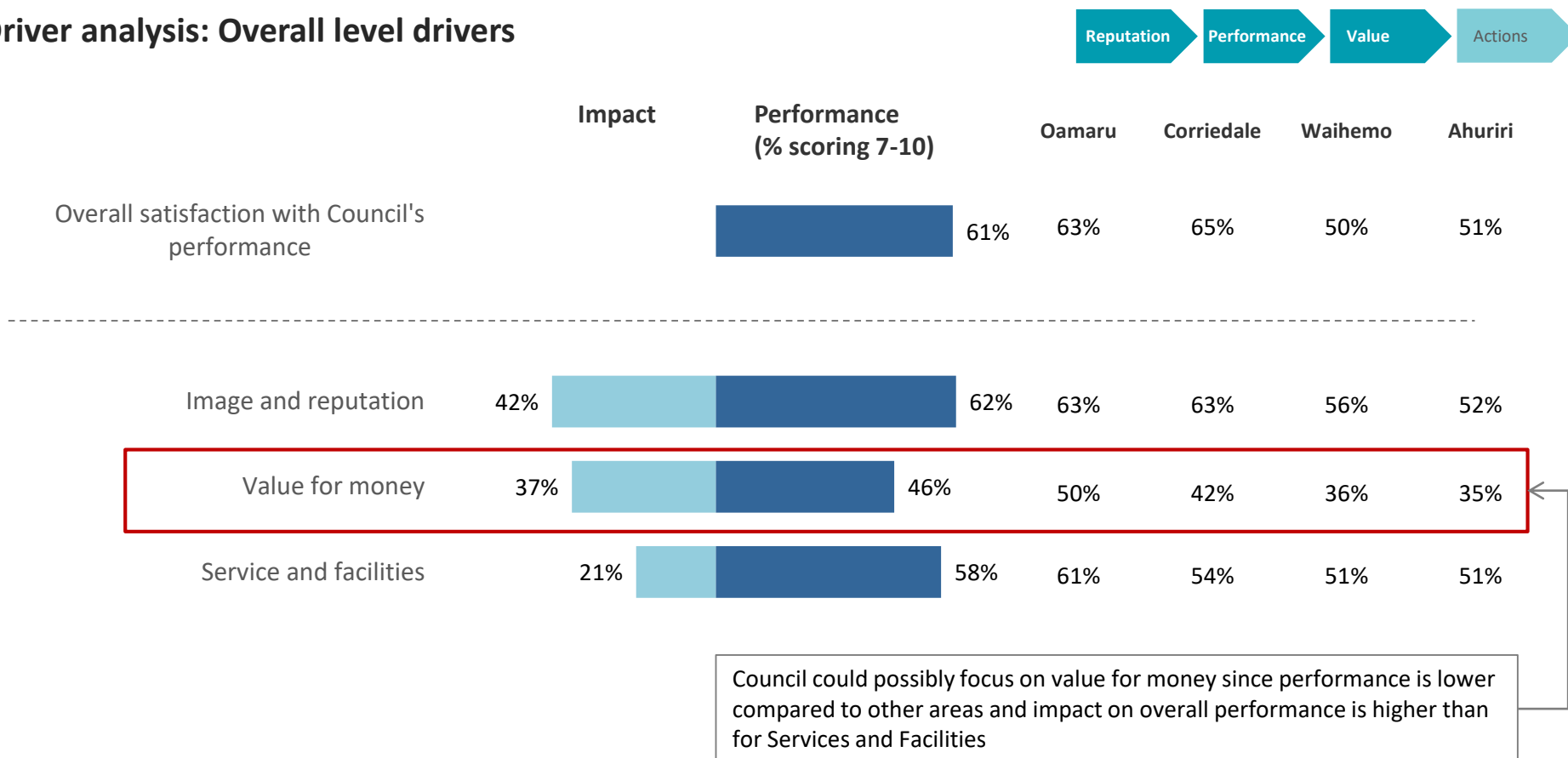
Overall performance



NOTES:
1. Sample: n=400

Perceptions of value for money has a moderate influence on overall perceptions of Council and as the evaluation is not the highest, focus in this area represents an opportunity for Council

Driver analysis: Overall level drivers

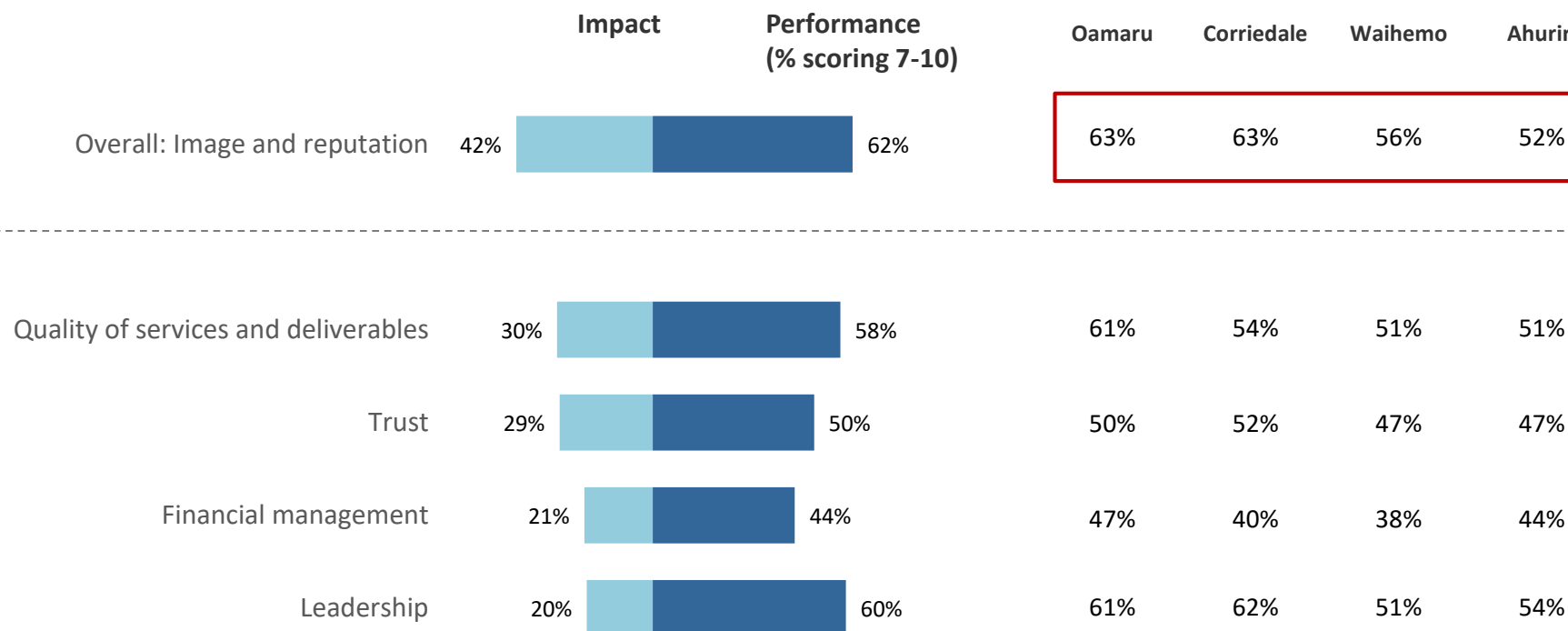


NOTES:

1. Sample: n=400
2. OVERALL: Now considering everything we have covered with regard to the Waitaki District Council; all the services they provide, their reputation and value for money, how satisfied are you with the overall performance of the Council?
3. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?
4. REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services they provide?
5. VM2: Considering all the services and facilities that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Ahuriri residents have the least positive view of the Waitaki District Council reputation (52% satisfied), while residents in other wards, are less satisfied

Driver analysis: Image and reputation



NOTES:

1. Sample: n=400
2. REP1: Being committed to creating a great district, how it promotes economic development, being in touch with the community and setting clear direction... overall how would you rate the Council for its vision and leadership?
3. REP2: Next I'd like you to think about how open and transparent Council is, how council can be relied on to act honestly and fairly, and their ability to work in the best interests of the District? Overall how would you rate the Council in terms of the faith and trust you have in them?
4. REP3: Now thinking about the Council's financial management - how appropriately it invests in the district, how wisely it spends and avoids waste, and its transparency around spending. How would you rate the Council overall for its financial management?
5. REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services they provide?
6. REP5: So considering, leadership, trust, financial management and quality of services provided, how would you rate the Council for its overall reputation?

Satisfaction levels with waste services are low, while this service has a large impact on the overall service and facilities score, presenting the best opportunity to improve

Driver analysis: Services and Facilities



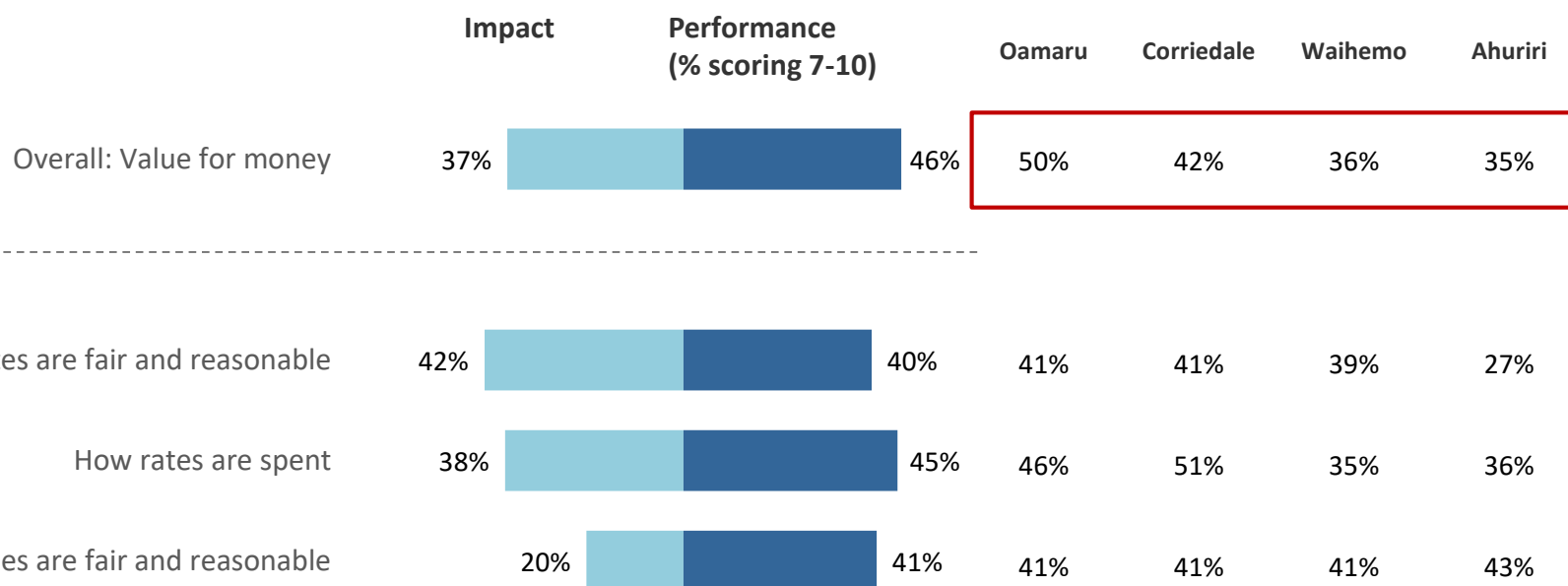
	Impact	Performance (% scoring 7-10)	Oamaru	Corriedale	Waihemo	Ahuriri
Overall: Services and facilities	21%	58%	61%	54%	51%	51%
Parks and reserves	26%	87%	88%	84%	88%	79%
Waste services	21%	26%	26%	24%	29%	34%
Libraries	20%	93%	94%	93%	90%	95%
Sealed roading network	13%	35%	39%	30%	25%	34%
Water supply (overall)	12%	81%	84%	72%	72%	100%
Public toilets	7%	73%	71%	71%	80%	80%

NOTES:

1. Sample: n=400
2. REP4: And thinking about all the services and infrastructure the Council provides, how would you rate them for the quality of the services they provide?

Half of Oamaru residents (50%) are satisfied with how Council is spending their rates, compared with just over one in three residents in Ahuriri (35%)

Driver analysis: Value for money

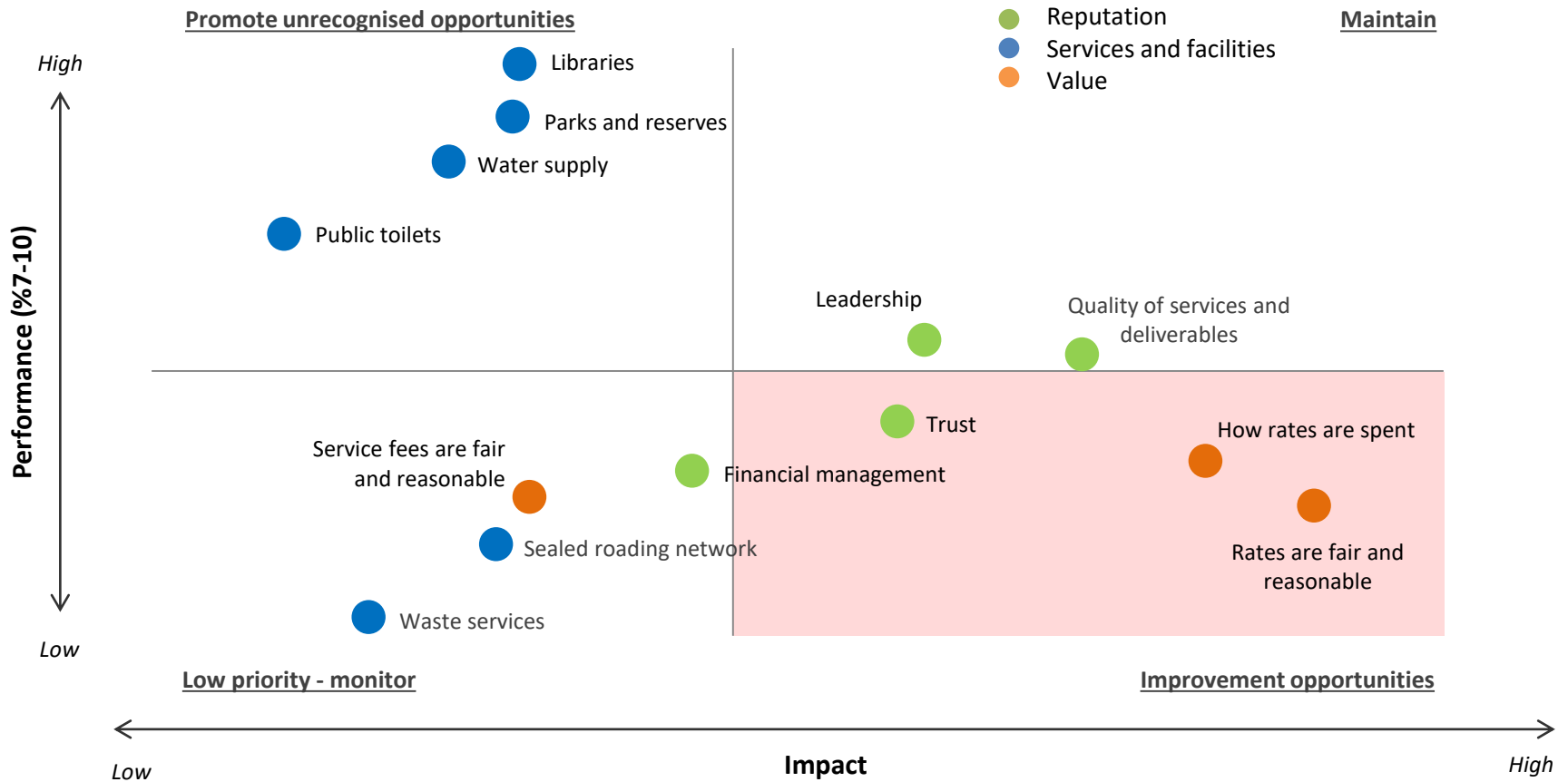


NOTES:

1. Sample: n=400
2. VM1.A: How would you rate your satisfaction with the Council for how rates are spent on services and facilities?
3. VM1.B: How would you rate your satisfaction with the Council for rates being fair and reasonable?
4. VM1.C: How would you rate your satisfaction with the Council for fees for other services being fair and reasonable?
5. VM2: Considering all the services and facilities that the Council provides. Overall how satisfied are you that you receive good value for the money you spend in rates and other fees?

Opportunities for improving perception exist around reputational trust, how rates are spent, and rates being fair and reasonable

Improvement opportunity evaluation and prioritisation

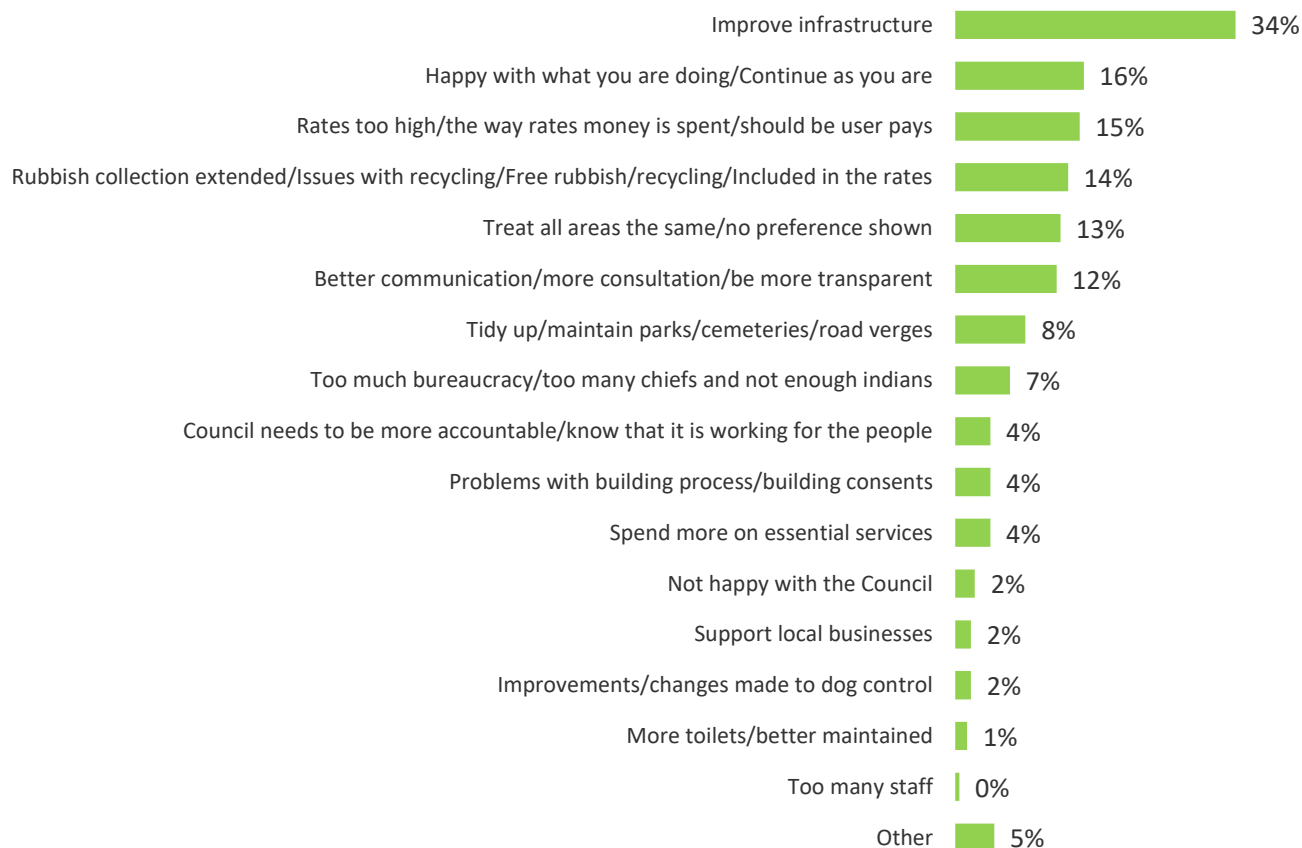




General Comments

General comments received from just over half of the residents surveyed are summarised in the chart provided

General comments

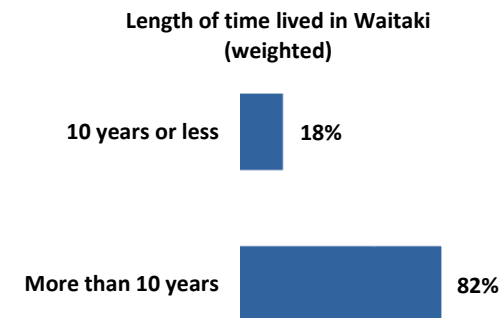
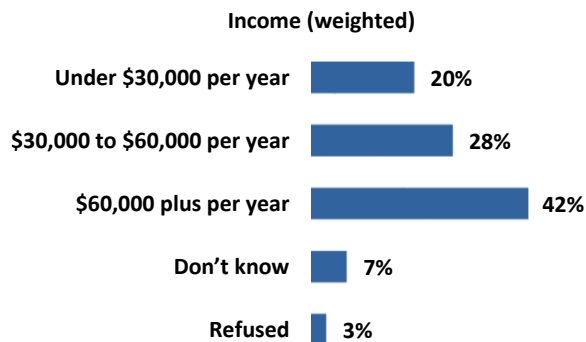
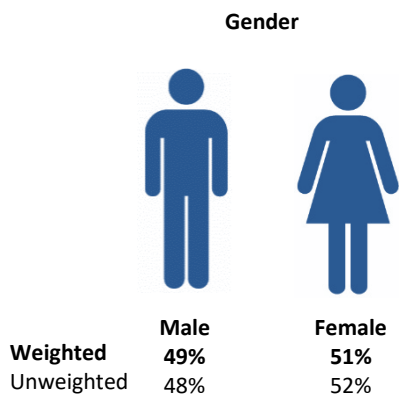
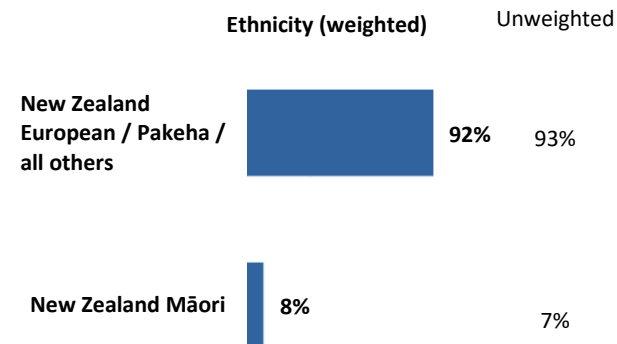
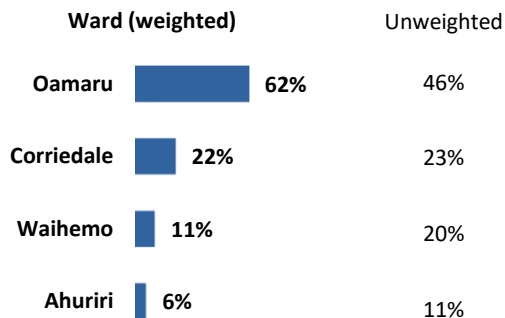
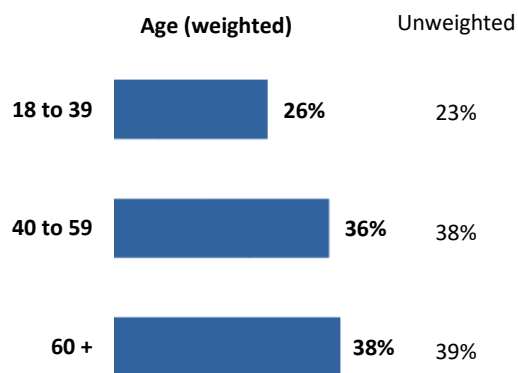


NOTES:
1. GEN: Are there any other comments that you would like to make about the Waitaki District Council?
2. Sample: n=212



Sample Profile

Demographic Profile



NOTES:
1. Sample: n=400



Head Office

Telephone: + 64 7 575 6900

Address: Level 1, 247 Cameron Road
PO Box 13297
Tauranga 3141

Website: www.keyresearch.co.nz



Key Staff

Project lead:

Anthony Calcutt – Senior Research Executive

Telephone: +64 7 547 4909

Email: anthony@keyresearch.co.nz

Please make full use of the resources at our website, and call us at any time for fact sheets and advice or input into your next project.