



2020/21 Annual Residents' Survey

Table of contents

	Page
Background, objectives and methodology	3
Executive summary	4
Performance summary	5
Local infrastructure	8
Public services	15
Regulatory functions	37
Organisational performance	47
Sample profile	62
Appendix (Data tables)	64

Introduction, objectives and methodology

Introduction

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

Research objectives

- To provide a robust measure of satisfaction with Council's performance in relation to service delivery
- To establish perceptions of various services, infrastructure and facilities provided by Council
- To assess changes in satisfaction over time and measure progress towards the long-term objectives

Methodology

- A statistically robust survey conducted via a quarterly mixed method approach to data collection consisting of a postal invitation to an online survey, with a paper survey sent out as back up.
- A total of 4,000 invitations were posted. The aim was to complete n=800 (n=200 per quarter). The sample achieved for 2020/21 was n=847 residents across the Ashburton District area.
- Post data collection the sample has been weighted so it is aligned with known population distributions for the Ashburton District Council area, as per the Census 2018 results, based on age, gender and location.
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 3.31%.
- Data collection took place in four waves: between 14 September and 14 October 2020, 7 December and 13 January 2021, 6 March and 5 April 2021, and 5 June and 30 June 2021.

Notes

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

Executive summary

1

Residents' satisfaction with Ashburton District Council's *Overall performance* has improved to 74% in 2021 compared to 69% in 2020. Perceptions of the *Performance of the Mayor and Councillors* have significantly improved with nearly nine in ten residents (89%) satisfied. Satisfaction with *Council staff* has also increased from 87% a year ago to 92% this year.

2

Concerning local infrastructure, satisfaction with the standard and safety of *Sealed and Unsealed* roads has increased in 2021. The quality of *Drinking water supply* received a slightly less favourable rating compared with 2020. Residents have evaluated the *Overall rubbish and recycling services* less positively with eight in ten residents (80%) satisfied. Satisfaction with the *Kerbside collection service* has also declined (84% in 2021 vs. 91% in 2020).

3

Overall perceptions of the different public services provided by Council have improved in the past year. Satisfaction with *Opportunities for grants and funding, Community events, Social services* and *Economic development* remains at a very high level. Residents have perceived *Tourism promotion* in the district more favourably as reflected by the increase in satisfaction with this service attribute (from 68% in 2020 to 73% in 2021).

4

Council's provision and maintenance of *Recreation and leisure* activities and facilities has been a strong area of performance in 2021. Overall, residents are very highly satisfied with the *Public library* service (98%), *Cemeteries* (97%), and *Ashburton Domain* (97%).

5

Satisfaction with Council's *Regulatory services* have generally improved this year. Residents are most satisfied with *Property information services* (96%) and *Emergency management/Civil defence* (96%). However, user satisfaction with *Environment monitoring/Public health* has declined from 79% in 2020 to 67% in 2021.

6

Almost all residents (94%) perceive that the Ashburton District is *about the same or better as a place to live than it was three years ago*. Satisfaction with the *State of the district's environment and biodiversity* and Council's *Activity to protect the environment* is high (87% and 88%, respectively).



Performance summary

Overall performance: Summary

	2021	2020	% point change
Overall Performance	74%	69%	+5
Mayor and Councillors	89%	78%	+11
Council staff	92%	87%	+5
Tourism promotion	73%	68%	+5
EA Networks Centre, users	93%	88%	+5
Council-provided parks and open spaces	96%	92%	+4
Planning services	86%	82%	+4
Sealed roads	38%	34%	+4
New resident support	94%	90%	+4
Building services, overall	88%	85%	+3
Environmental monitoring/public health	90%	87%	+3
Alcohol licensing	92%	90%	+2
Unsealed roads	53%	51%	+2
Arts & culture	88%	86%	+2
Community events, overall	95%	93%	+2
Opportunities to have your say	88%	86%	+2
Property information services	96%	94%	+2
Animal control	87%	86%	+1
Ashburton Domain, overall	96%	95%	+1
Public library, users	98%	97%	+1
Economic development	90%	89%	+1
Rates spend, overall	70%	69%	+1

Overall performance: Summary

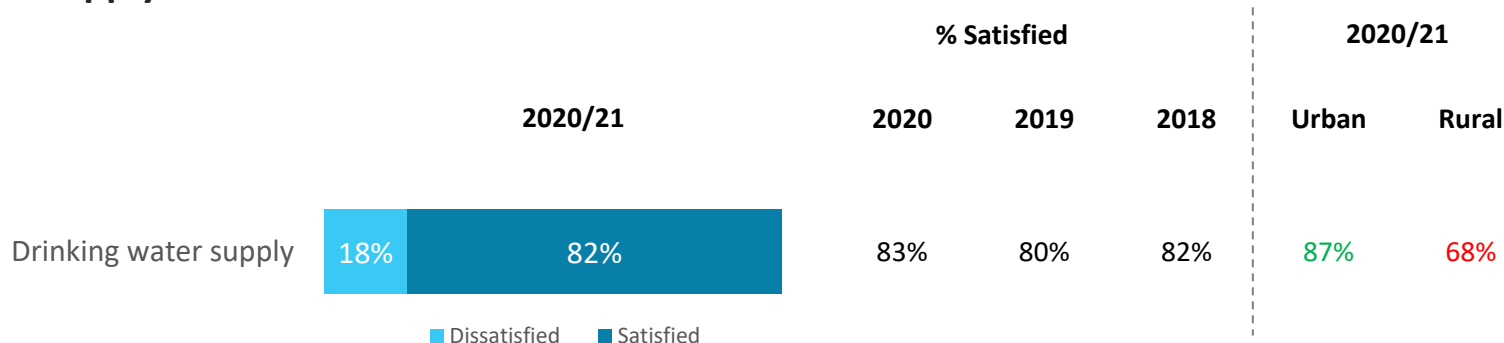
	2021	2020	% point change
Emergency management/Civil Defence	96%	96%	-
Cemeteries	97%	97%	-
Opportunities for grants and funding	95%	95%	-
Lifestyle opportunities available	95%	-	-
Level of influence over Council decision-making	64%	-	-
State of the district's environment and biodiversity	87%	-	-
Activity to care for the district's environment and biodiversity	88%	-	-
Advocacy	82%	82%	-
Quality of information (about Council activities and events)	92%	92%	-
Range of community facilities	93%	-	-
Drinking water, overall	82%	83%	-1
Community safety	88%	89%	-1
Contact, overall	89%	90%	-1
CCTV and security patrols	89%	91%	-2
Public toilets, overall	92%	94%	-2
Social services	93%	95%	-2
Council's website	89%	92%	-3
Ashburton Museum, users	90%	94%	-4
Playgrounds, overall	91%	95%	-4
Rubbish & recycling, overall	80%	88%	-8



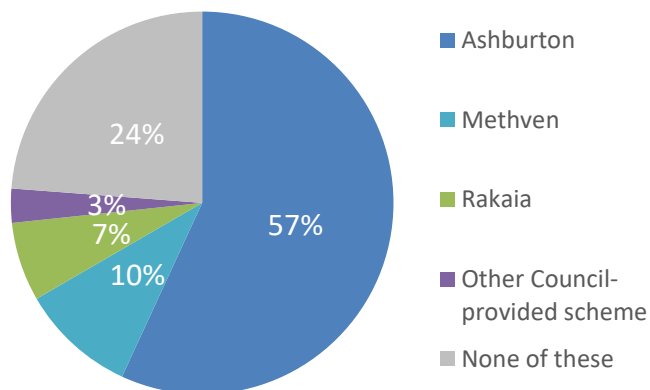
Local infrastructure

Residents' satisfaction with *Drinking water supply* has been consistent with previous years' results with at least eight in ten residents satisfied. Residents in urban areas are more likely to be satisfied than those in rural areas. Most residents (57%) are connected to the *Ashburton water supply*

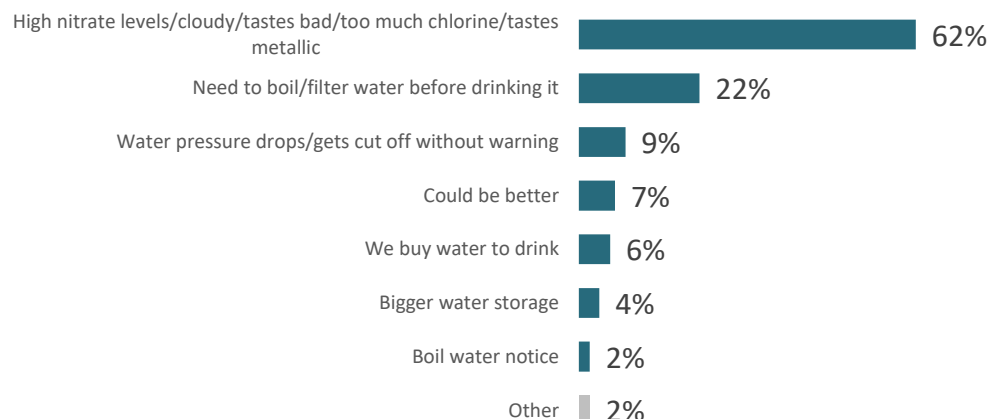
Drinking water supply



Water supply connected to



Reasons for Dissatisfaction



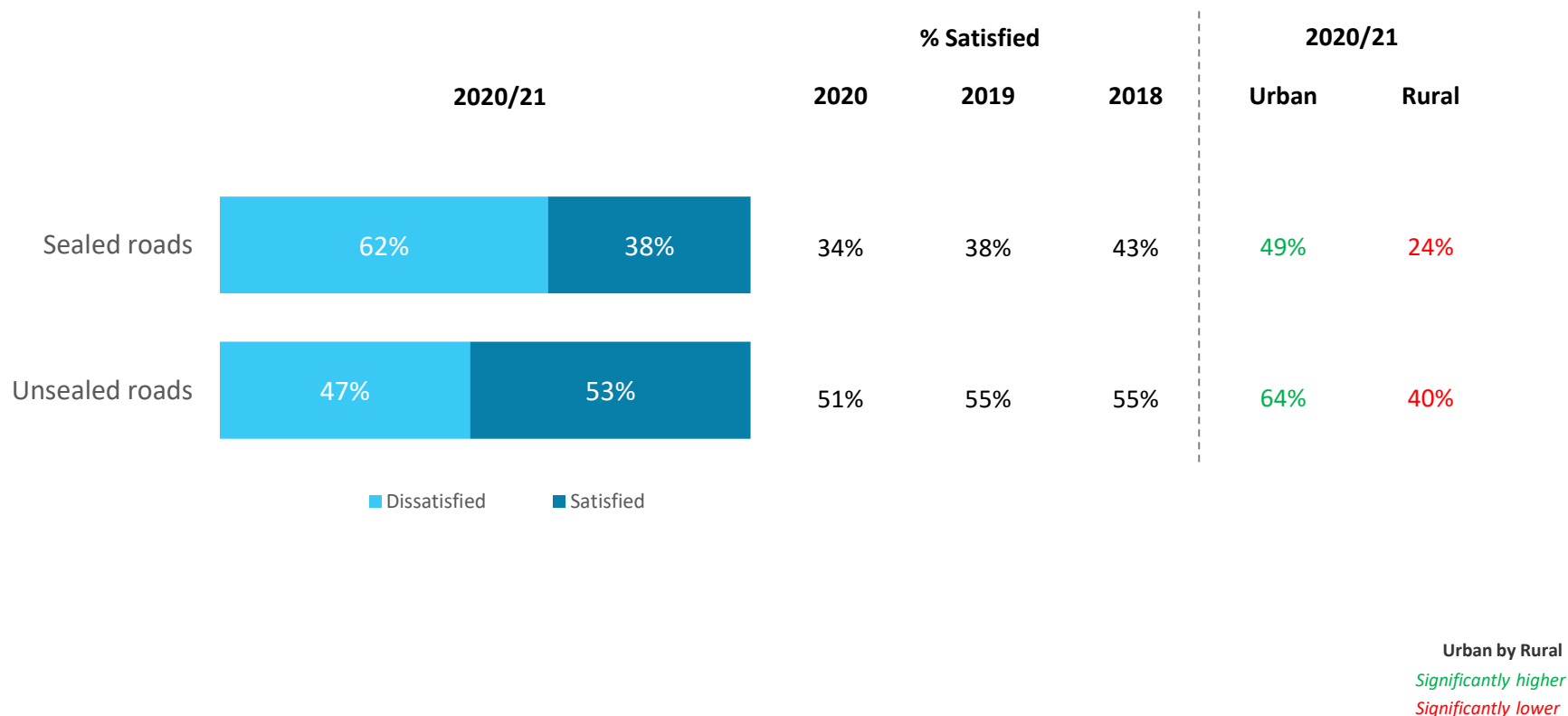
NOTES:

1. Sample 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. WS2. Are you satisfied with the drinking water supply? n=584; urban n=368, rural n=216; Dissatisfied n=114; Excludes Don't know

Urban by Rural
Significantly higher
Significantly lower

Satisfaction with the standard and safety of *Sealed* and *Unsealed roads* has improved year-on-year with urban residents being significantly more satisfied than rural residents

Transportation: Standard and safety of roads



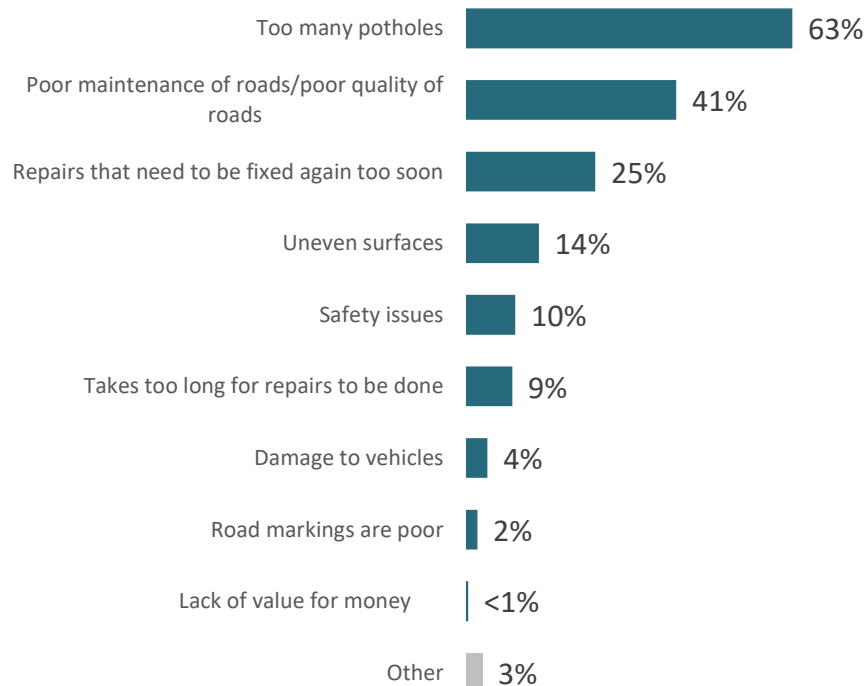
NOTES:

1. Sample 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF1A.1: For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied with the standard and safety of sealed roads/unsealed roads, excluding state highways; n=801, urban n=376, rural n=425; Excludes Don't know

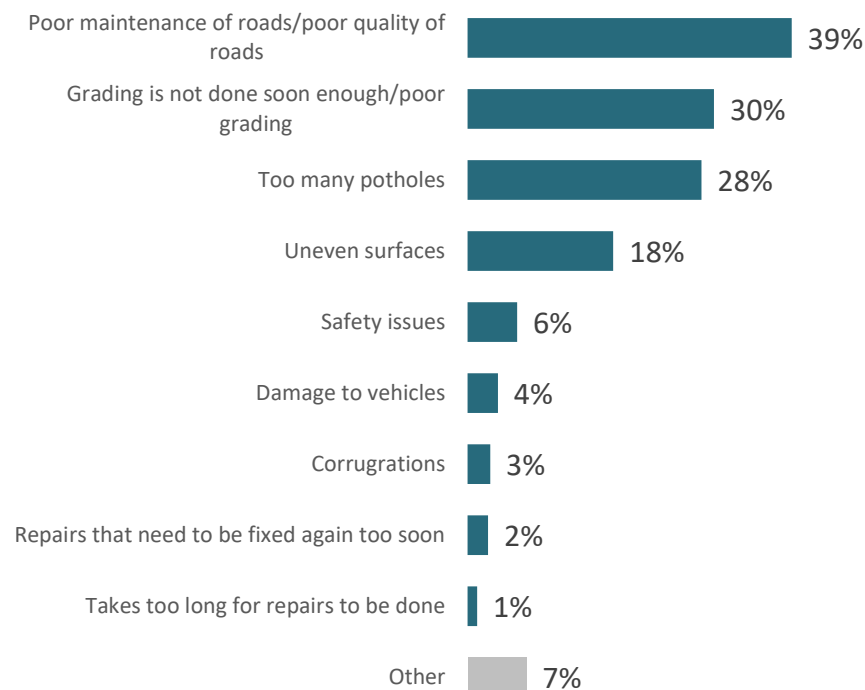
Too many potholes and *Poor maintenance/quality* remain as the top reasons for dissatisfaction with the standard and safety of *Sealed* and *Unsealed* roads, respectively

Transportation: Dissatisfaction with the standard and safety of roads

Reasons for Dissatisfaction – Sealed roads



Reasons for Dissatisfaction – Unsealed roads

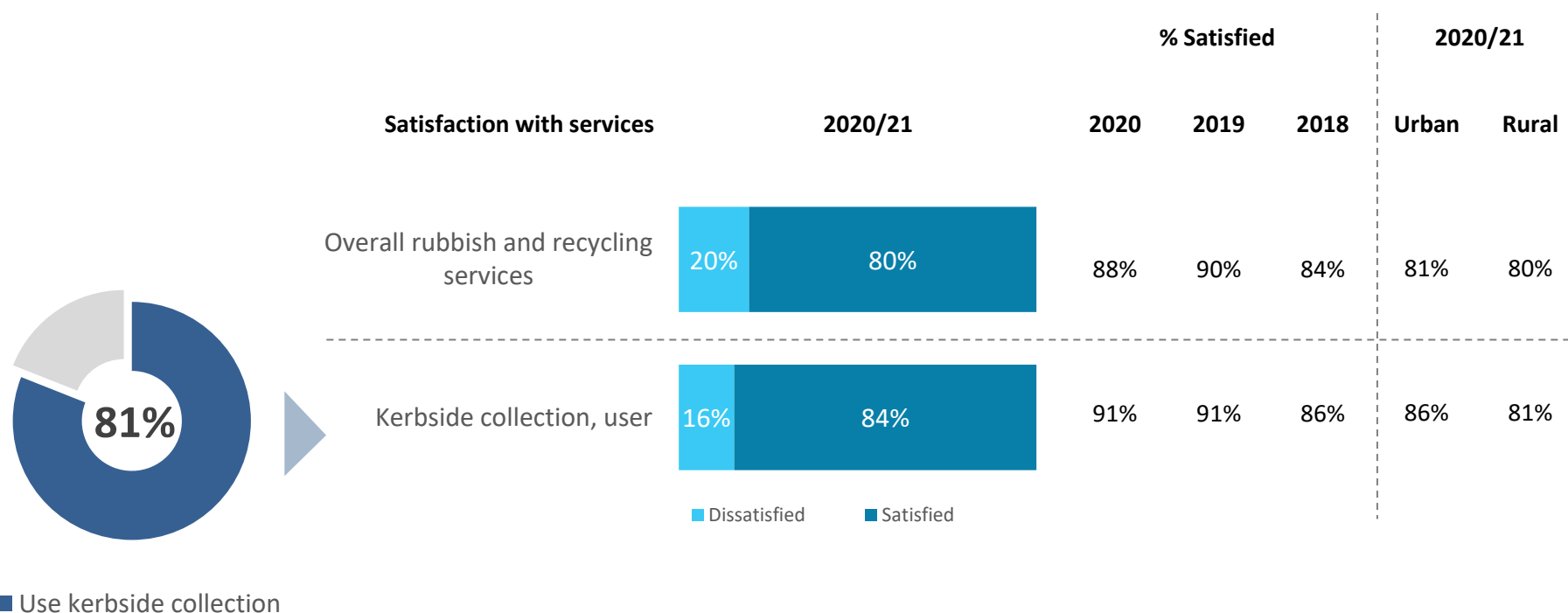


NOTES:

1. Sample: 2021 n=847
2. SF1B. Why are you dissatisfied with sealed/unsealed roads in the district? Sealed roads n=479, Unsealed roads n=278

Satisfaction with *Overall rubbish and recycling services* has declined from 88% satisfied residents in 2020 to 80% satisfied residents in 2021. User satisfaction with the *Kerbside collection service* has also decreased

Waste reduction and recovery



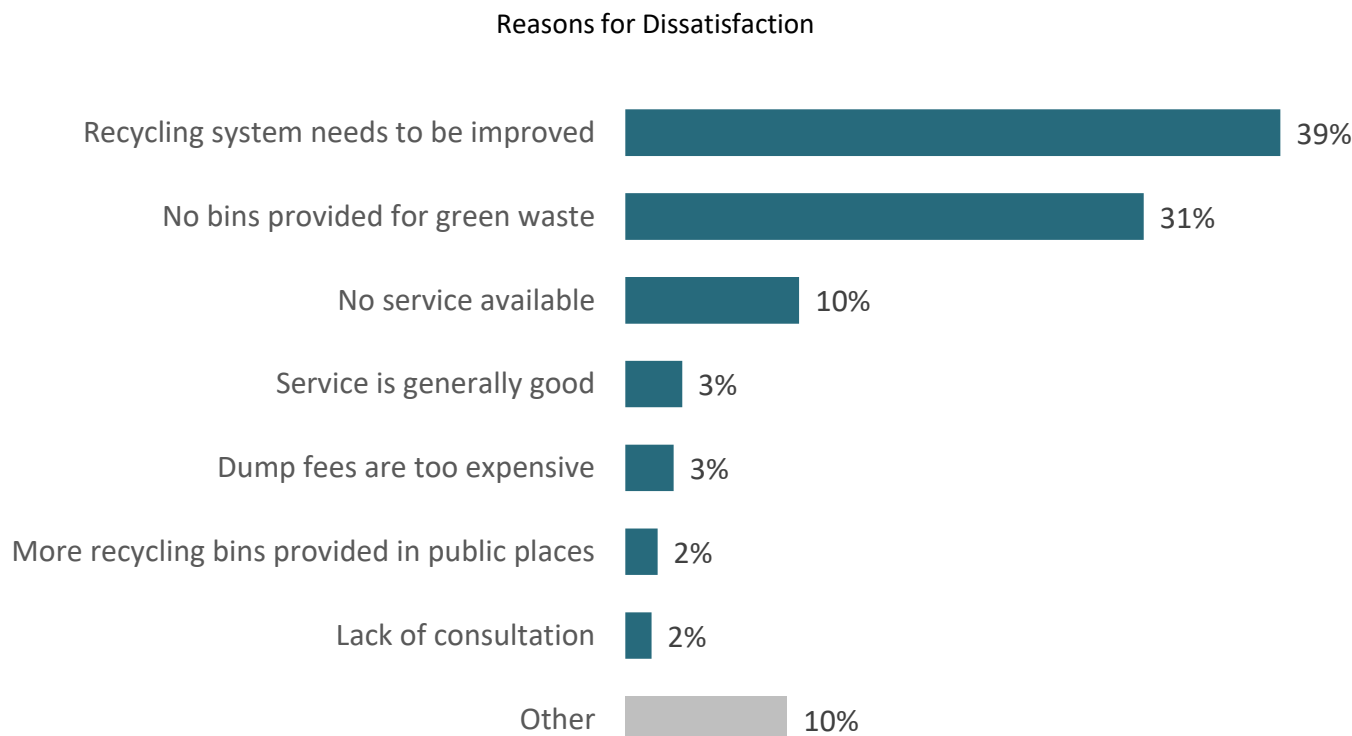
In 2020, 73% of the residents have used Council's kerbside collection service.

NOTES:

1. Sample 2021 n=847; 2020 n=950; urban n=407, rural n=440; use kerbside collection n=628
2. SF2A.1: Are you satisfied with the following? Council's rubbish and recycling services? n=750
3. RC1: Where you live, does the Council provide a regular kerbside rubbish and recycling collection service? n=804
4. RC2: And are you satisfied or dissatisfied with the kerbside rubbish and recycling collection service? n=618

Out of those who are dissatisfied with the *Rubbish and recycling services*, fewer than four in ten (39%) indicated that the *Recycling system needs to be improved*. Around three in ten (31%) mentioned *Lack of bins for green waste*

Dissatisfaction with rubbish and recycling services

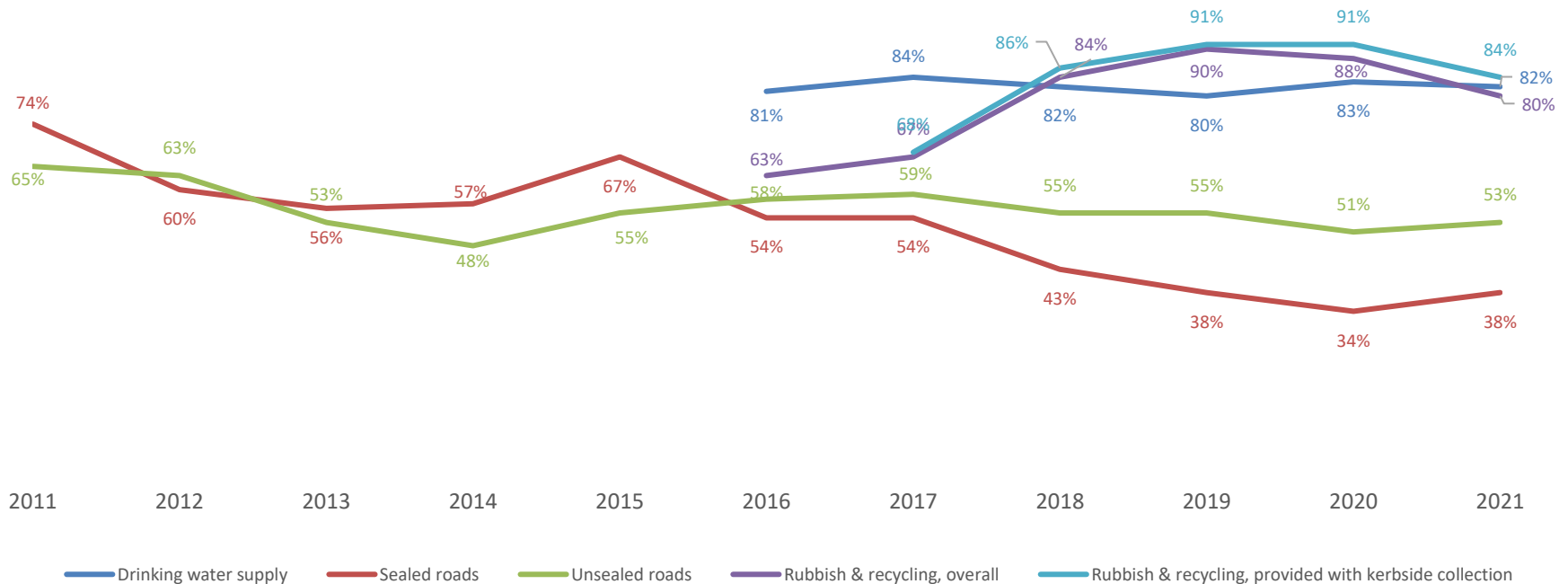


NOTES:

1. Sample 2021 n=847
2. SF2B.1. Why are you dissatisfied with Council's rubbish and recycling services? n=124

Satisfaction with the District's *Drinking water supply* has been steady since 2016. Residents' evaluation of *Rubbish and recycling services* have been positive over the years

Local infrastructure: Trend in satisfaction (2011 – 2021)



NOTES:

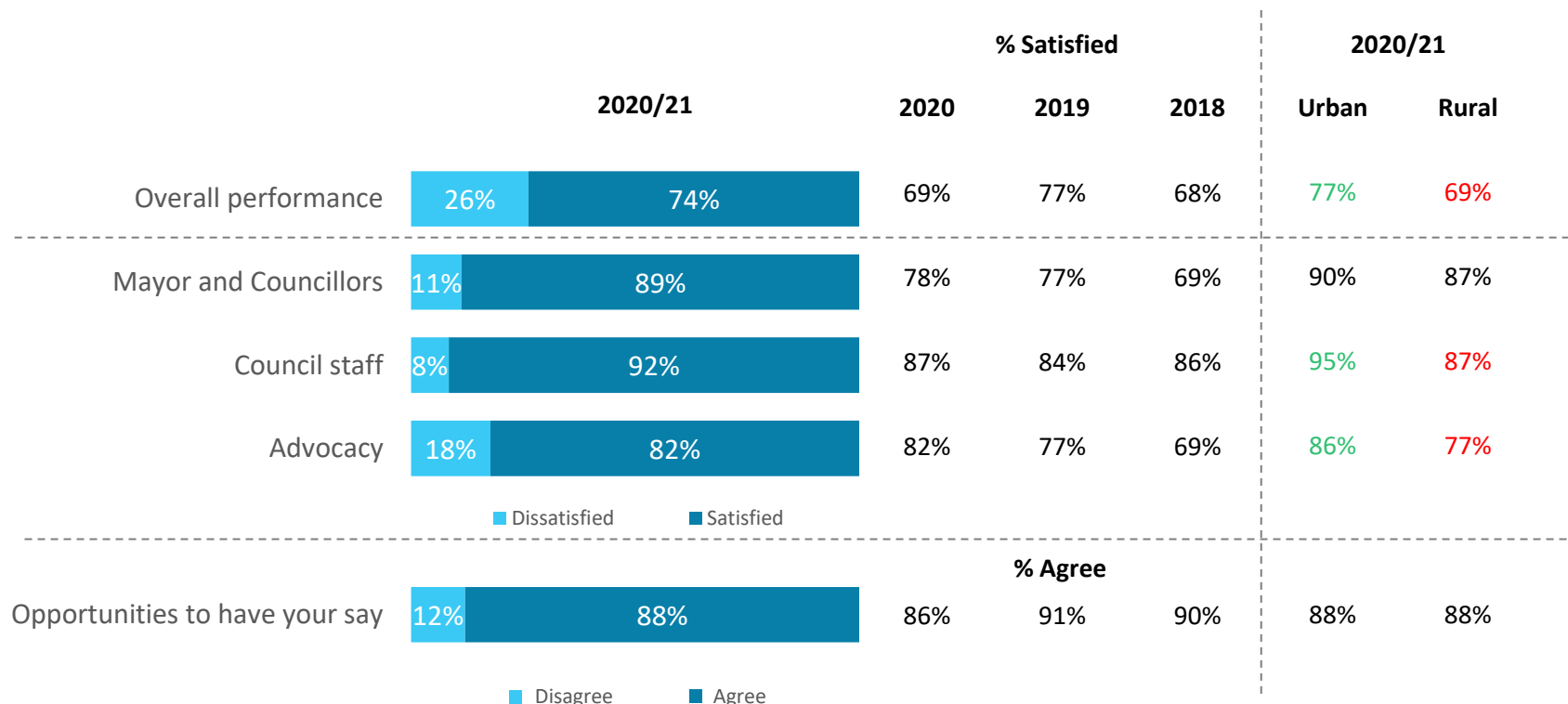
1. Sample: 2021 n=847; 2020 n=950
2. WS2: Are you satisfied with the drinking water supply?
3. SF1A.1: For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied with the standard and Safety of sealed roads, excluding state highways
4. SF1A.2: Standard and safety of the district's unsealed roads
5. SF2A.1: Are you satisfied with the following? Council's rubbish and recycling services
6. RC2: And are you satisfied or dissatisfied with the kerbside rubbish and recycling collection service?



Public services

Perceptions of Ashburton District Council's *Overall performance* have improved in the past year. Satisfaction with the *Performance of the Mayor and Councillors* and *Council staff* have also increased. Urban residents appear to be more likely satisfied with Council's *Overall performance*, *Advocacy role* and *Council staff* than rural residents

Community governance and decision-making



Urban by Rural
Significantly higher
Significantly lower

NOTES:

- Sample 2021 n=847; 2020 n=950; urban n=407, rural n=440
- OVS1: Overall, are you satisfied or dissatisfied with the performance of Ashburton District Council over the last 12 months? n=744
- PER1.3: Are you satisfied or dissatisfied with: The performance of Council staff in the last year? n=523
- PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year? n=576
- SF4A.6: Council plays an advocacy role by lobbying central government on the community views about issues including road funding and police staffing levels. Are you satisfied or dissatisfied with the advocacy role Council plays for the District? n=545
- PER1.1: Do you agree or disagree with the following statements about Ashburton District Council? Council provides opportunities to have your say; n=584

Roading issues and Overspending are still the top reasons for dissatisfaction with Council's Overall performance

Dissatisfaction with Council's Overall performance

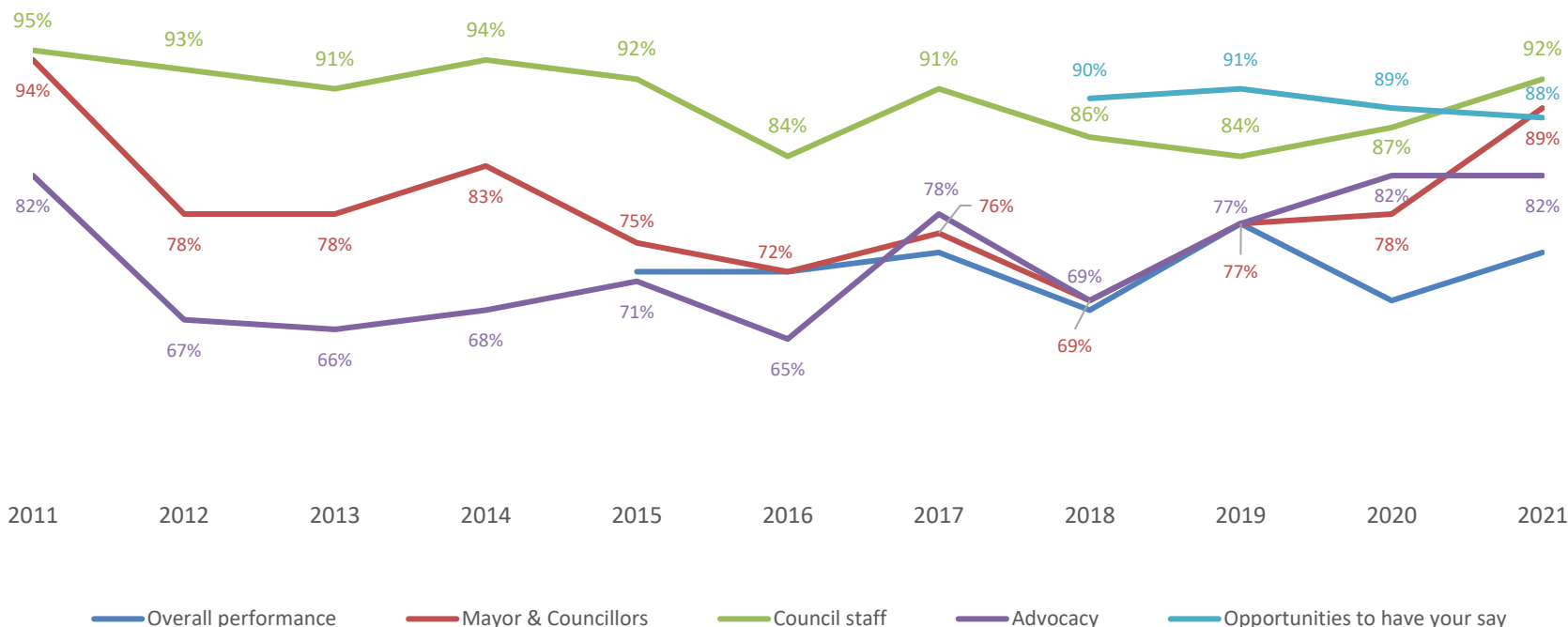


NOTES:

1. Sample 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. OVS2. Why are you dissatisfied with the performance of Ashburton District Council? n=179

Residents' satisfaction with the *Performance of the Mayor and Councillors*, and *Council staff* have been increasing in the past three years. Perceptions of *Opportunities provided by Council to residents to express their opinions* have been favourable over time

Community governance and decision-making: Trend in satisfaction (2011 – 2021)

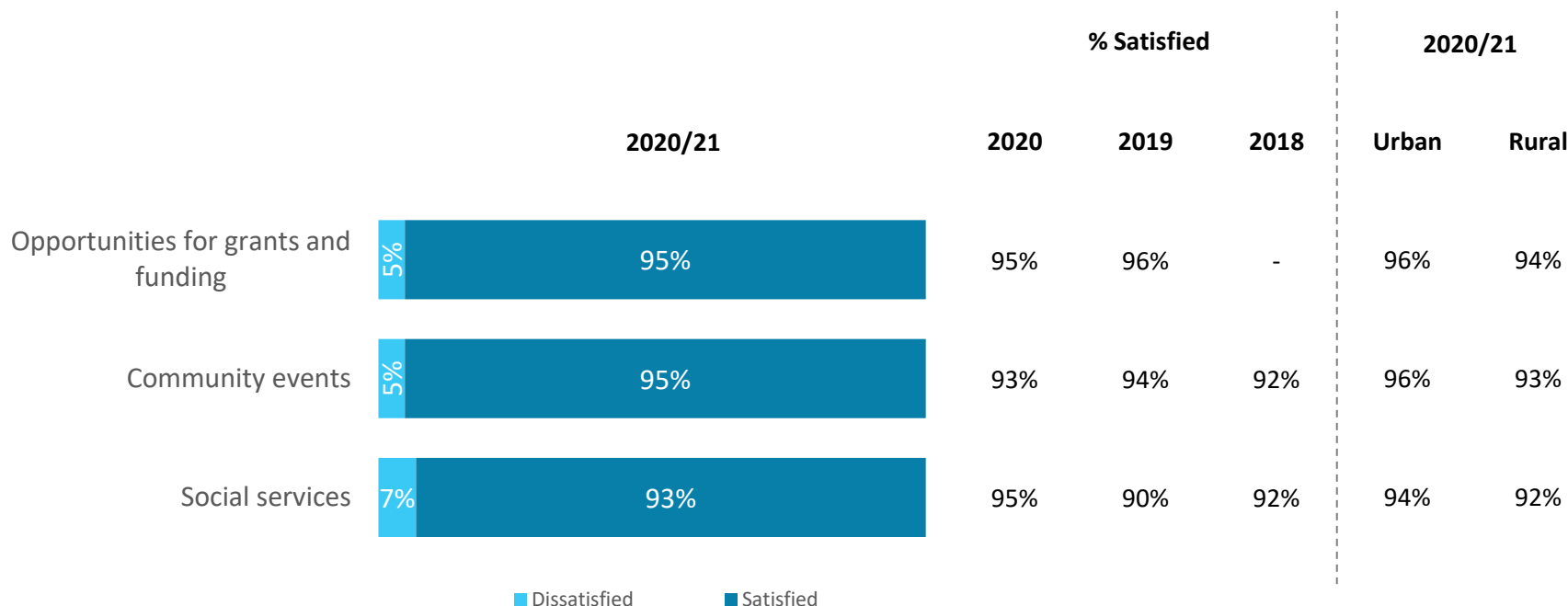


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. OVS1: Overall, are you satisfied or dissatisfied with the performance of Ashburton District Council over the last 12 months?
3. PER1.3: Are you satisfied or dissatisfied with: The performance of Council staff in the last year?
4. PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year?
5. SF4A.6: Council plays an advocacy role by lobbying central government on the community views about issues including road funding and police staffing levels. Are you satisfied or dissatisfied with the advocacy role Council plays for the District?
6. PER5.1: Do you agree or disagree with the following statements about Ashburton District Council? Council provides opportunities to have your say

In 2021, perceptions of *Community events*, *Social services* and *Opportunities for grants and funding* to support community-led projects have been very positive

Community events and grants

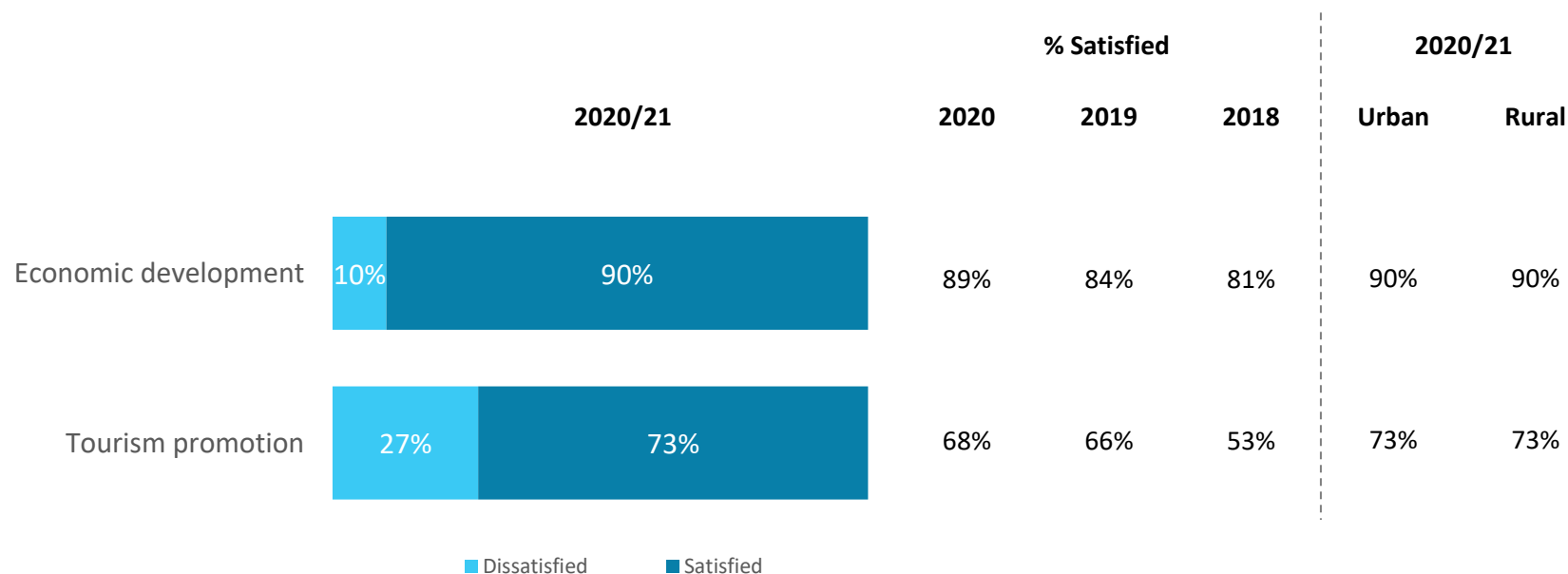


NOTES:

- Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
- SF5A.2: How satisfied or dissatisfied are you with the following? Council's provision of opportunities for grants and funding to support community-led projects; n=577
- SF4A.5: Council currently provides community events such as 'Light up the Night', and financially supports Experience Mid Canterbury and the Ashburton Trust Event Centre who assist events throughout the district. Are you satisfied or dissatisfied with Council's role in supporting community events; n=660
- SF4A.4: Council supports social services through providing community grants to organisation such as Safer Ashburton. Are you satisfied or dissatisfied with the level of Council's involvement in social services? n=555

Economic development and Tourism promotion have been rated more favourably compared with 2020

Economic development and tourism promotion

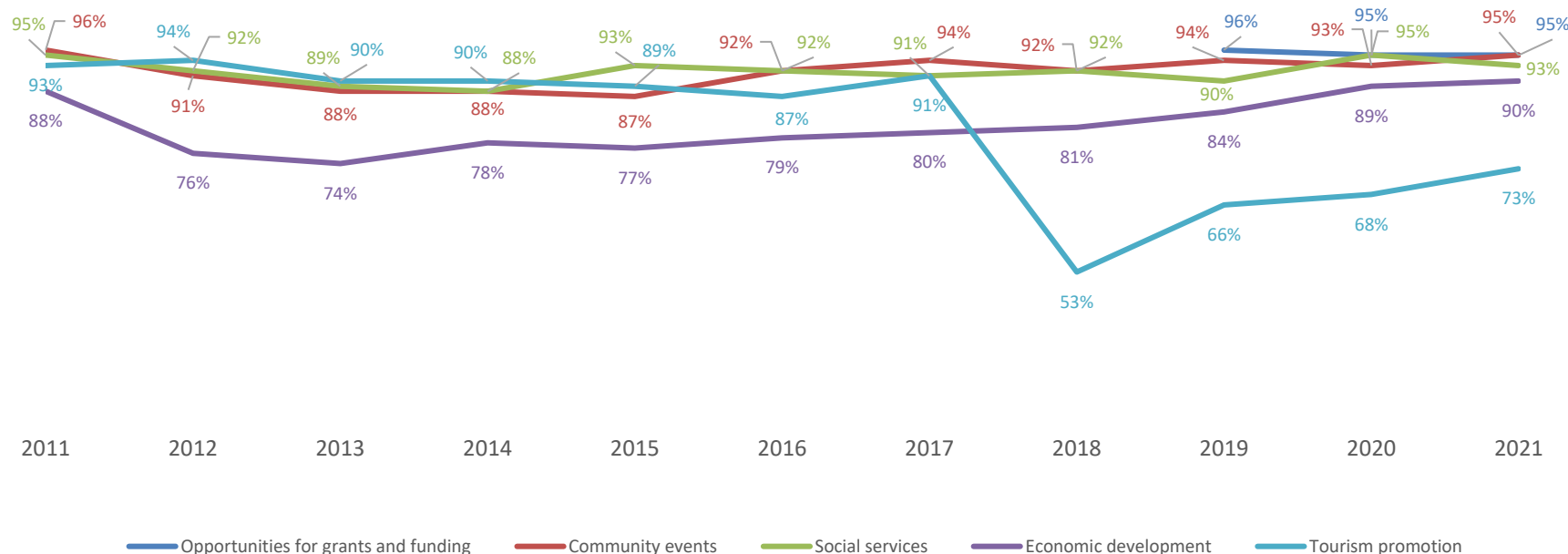


NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF4A.1: Council currently supports economic and business development in the district by providing a range of activities such as developing the business estate and providing Infometrics economic information. Are you satisfied or dissatisfied with Council's role in economic and business development? n=465
3. SF4A.2: Council currently supports tourism promotion of the district through its Council Controlled Organisation (CCO) Experience Mid Canterbury, who deliver a range of tourism promotion initiatives. Are you satisfied or dissatisfied with Council's role in tourism promotion of the district? n=525

Ashburton District Council's performance regarding *Economic development* and *Tourism promotion* has improved steadily in the past few years

Community events and economic development: Trend in satisfaction (2011 – 2021)

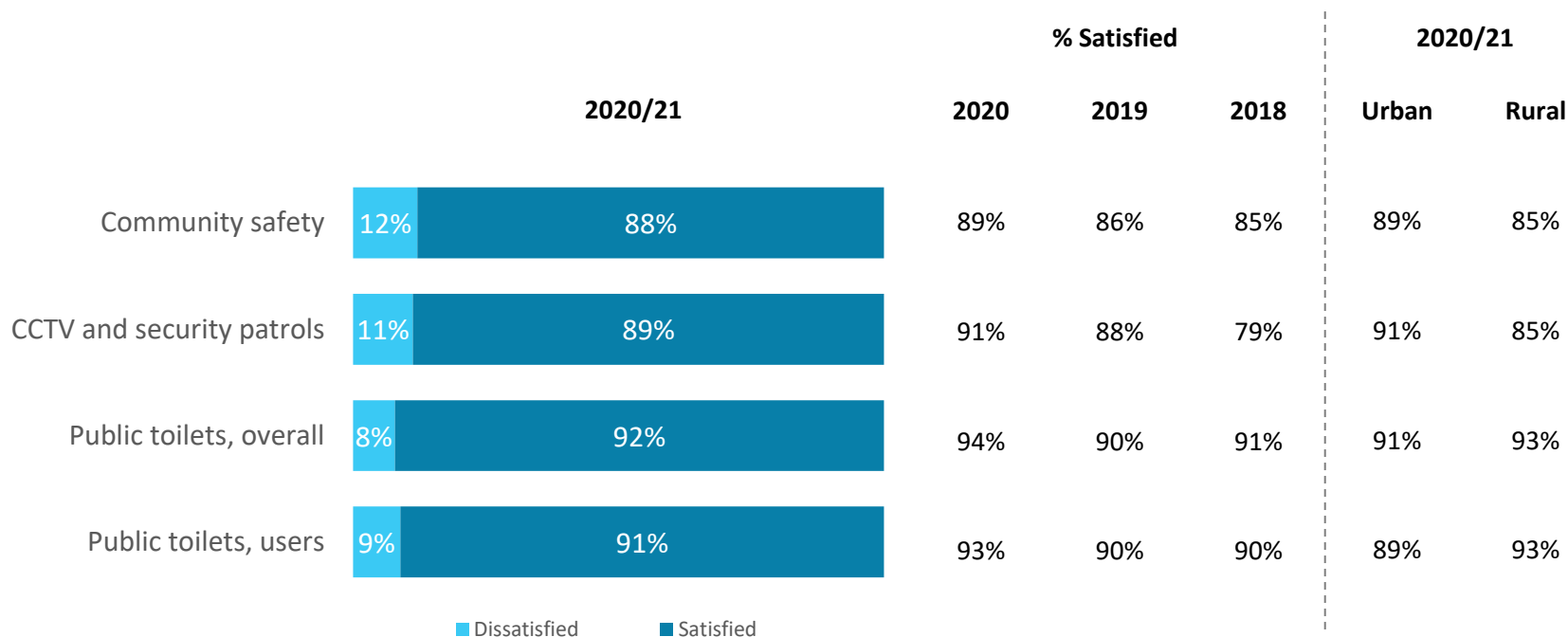


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF5A.2: How satisfied or dissatisfied are you with the following? Council's provision of opportunities for grants and funding to support community-led projects
3. SF4A.5: Council currently provides community events such as 'Light up the Night', and financially supports Experience Mid Canterbury and the Ashburton Trust Event Centre who assist events throughout the district. Are you satisfied or dissatisfied with Council's role in supporting community events
4. SF4A.4: Council supports social services through providing community grants to organisation such as Safer Ashburton. Are you satisfied or dissatisfied with the level of Council's involvement in social services?
5. SF4A.1: Council currently supports economic and business development in the district by providing a range of activities such as developing the business estate and providing Infometrics economic information. Are you satisfied or dissatisfied with Council's role in economic and business development?
6. SF4A.2: Council currently supports tourism promotion of the district through its Council Controlled Organisation (CCO) Experience Mid Canterbury, who deliver a range of tourism promotion initiatives. Are you satisfied or dissatisfied with Council's role in tourism promotion of the district?

There is a slight decline in satisfaction with *Community services*. There is no significant difference in perceptions amongst urban and rural residents

Community services

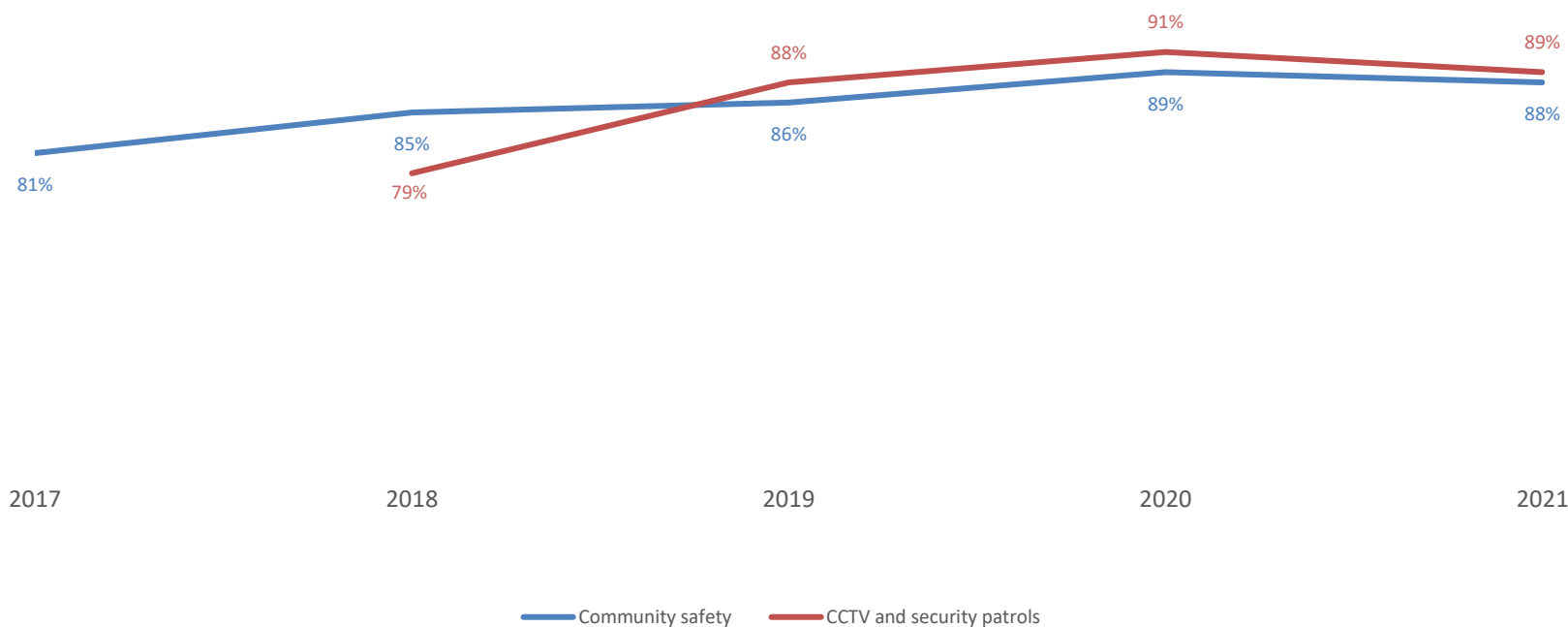


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF4A.7: Council currently supports community safety in the district through providing CCTV, street lighting, tree-trimming, liquor licensing, building inspection, food safety, road safety initiatives and an annual grant to Safer Ashburton. Are you satisfied with Council's current level of involvement in community safety? n=699
3. SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=524
4. SF2A.2: Are you satisfied with the following? Public toilets; n=663; users of public toilets n=527

Satisfaction with *Community safety* and provision of *CCTV and security patrols* has been consistently high since 2017

Community services: Trend in satisfaction (2017 – 2021)

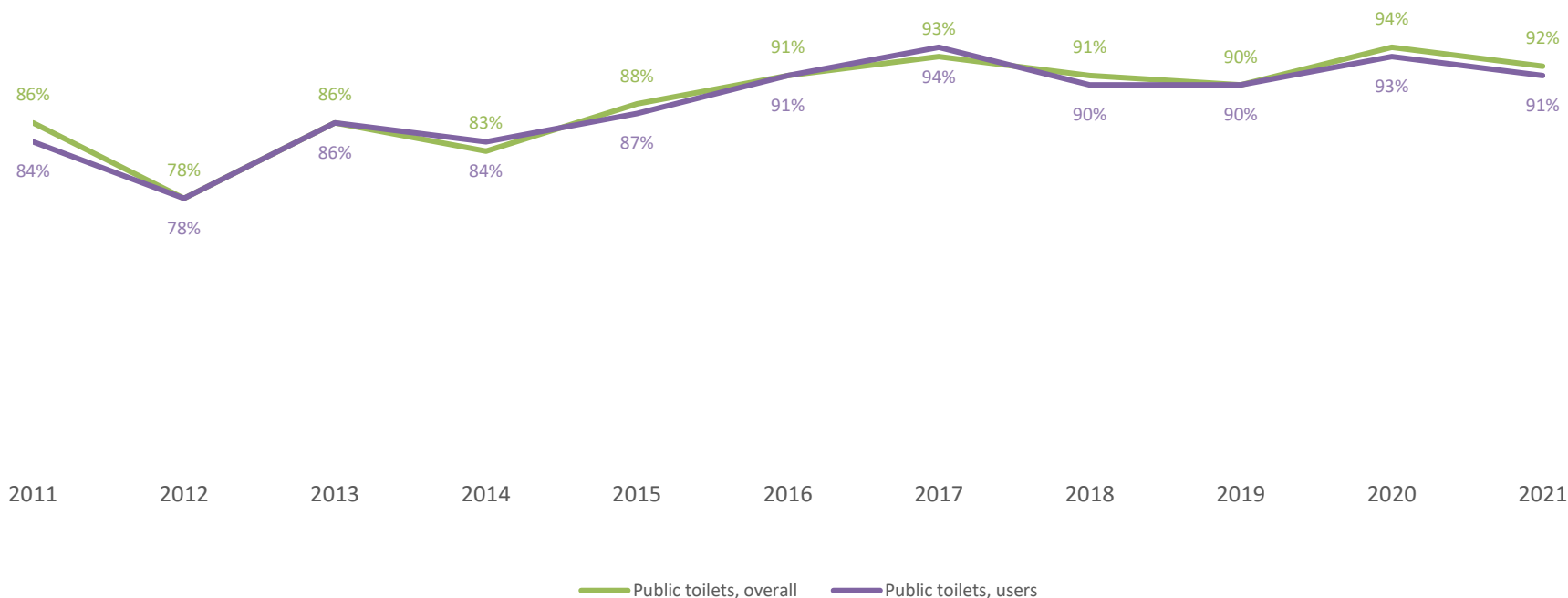


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF4A.7: Council currently supports community safety in the district through providing CCTV, street lighting, tree-trimming, liquor licensing, building inspection, food safety, road safety initiatives and an annual grant to Safer Ashburton. Are you satisfied with Council's current level of involvement in community safety?
3. SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district;
4. SF2A.2: Are you satisfied with the following?

Satisfaction with *Public toilets* remains at a very high level since 2017

Community services: Trend in satisfaction (2011 – 2021)

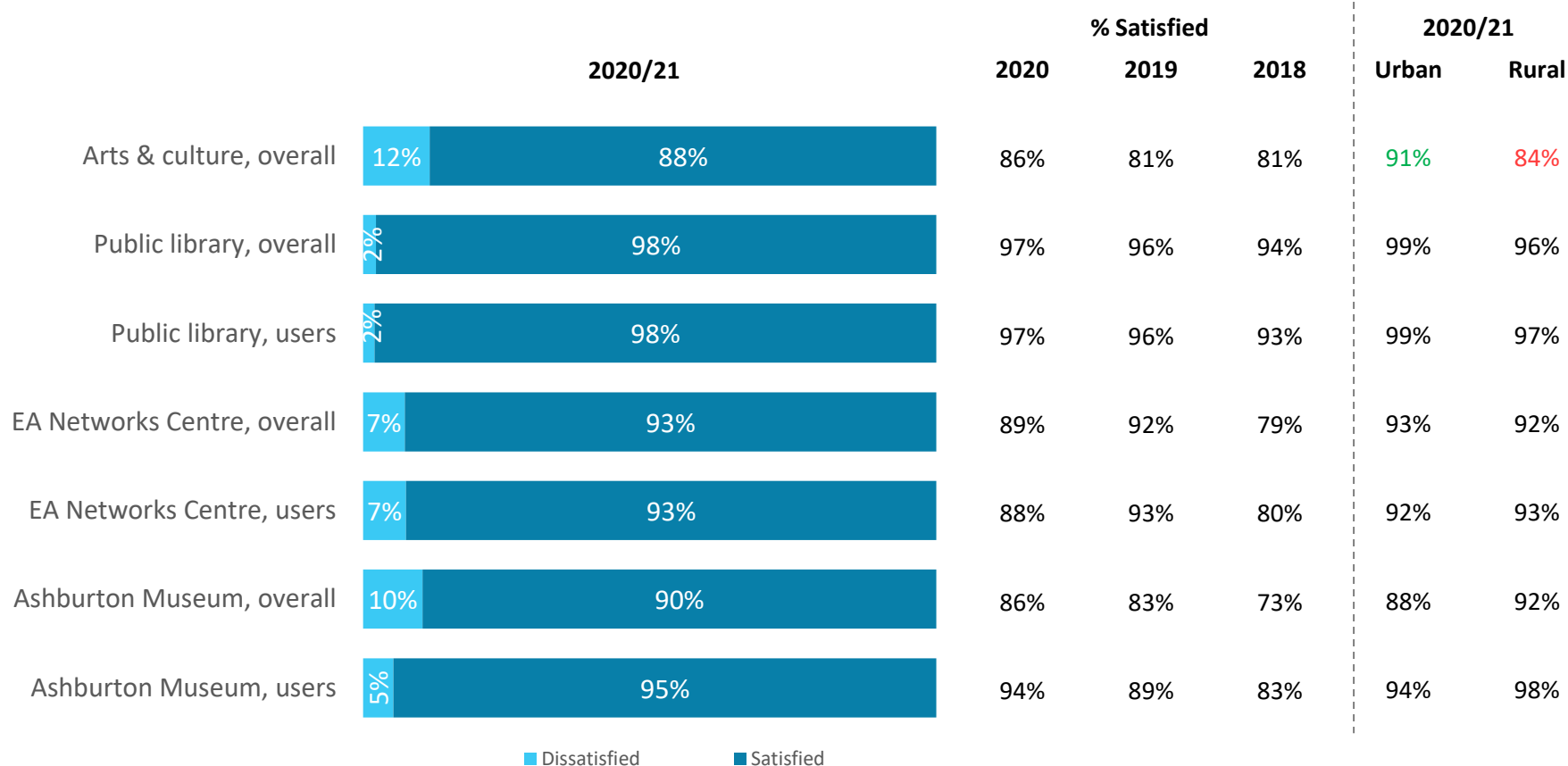


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF4A.7: Council currently supports community safety in the district through providing CCTV, street lighting, tree-trimming, liquor licensing, building inspection, food safety, road safety initiatives and an annual grant to Safer Ashburton. Are you satisfied with Council's current level of involvement in community safety? n=806
3. SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=642
4. SF2A.2: Are you satisfied with the following? Public toilets; n=717; users of public toilets n=615

Perceptions of *Recreation and leisure* activities and facilities in the district have improved. Almost all residents are satisfied with *Public library* services. Satisfaction with *Arts and culture* amongst urban residents is significantly higher than the satisfaction amongst rural residents

Recreation and leisure



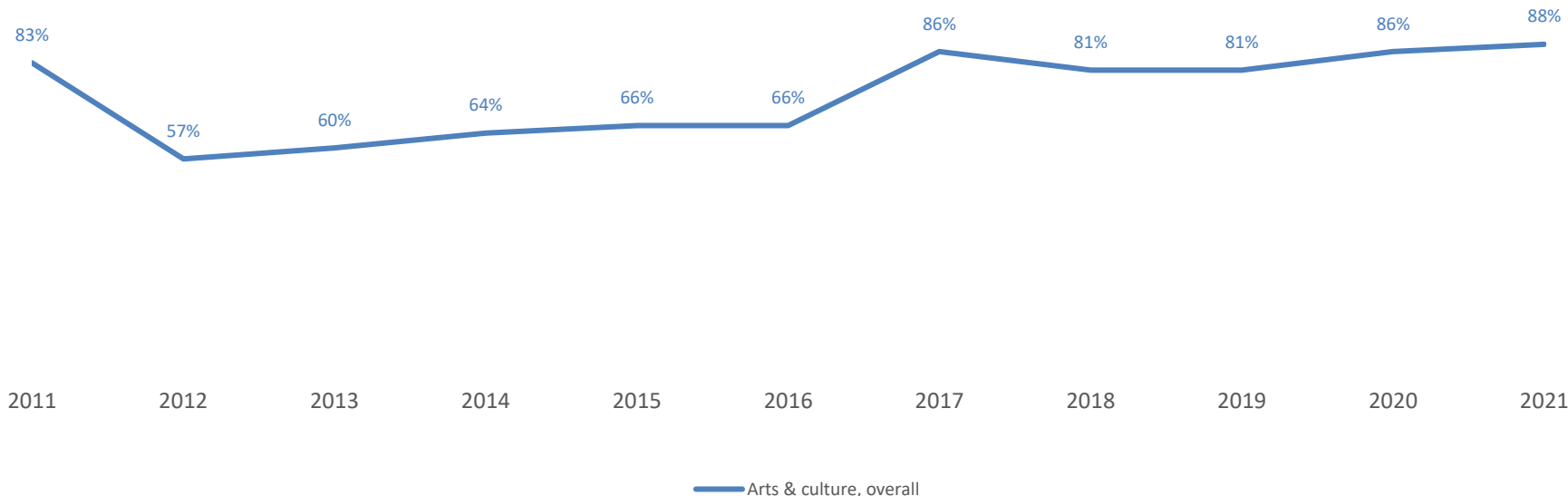
Urban by Rural
Significantly higher
Significantly lower

NOTES:

- Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
- SF4A.3: Council supports art and culture in the district in a number of ways, including operating the Ashburton Museum as a part of Council, and providing grant funding to the Ashburton Art gallery and Ashburton Trust Events Centre. Overall, are you satisfied or dissatisfied with Council's level of involvement in arts and culture in the district? n=563
- SF3A. And, are you satisfied with some of the facilities provided? Public library users n=364, EA networks centre users n=443, Ashburton museum users n=237

Satisfaction with Council's support for *Arts and culture* has considerably increased since 2018

Arts and culture: Trend in satisfaction (2011 – 2021)

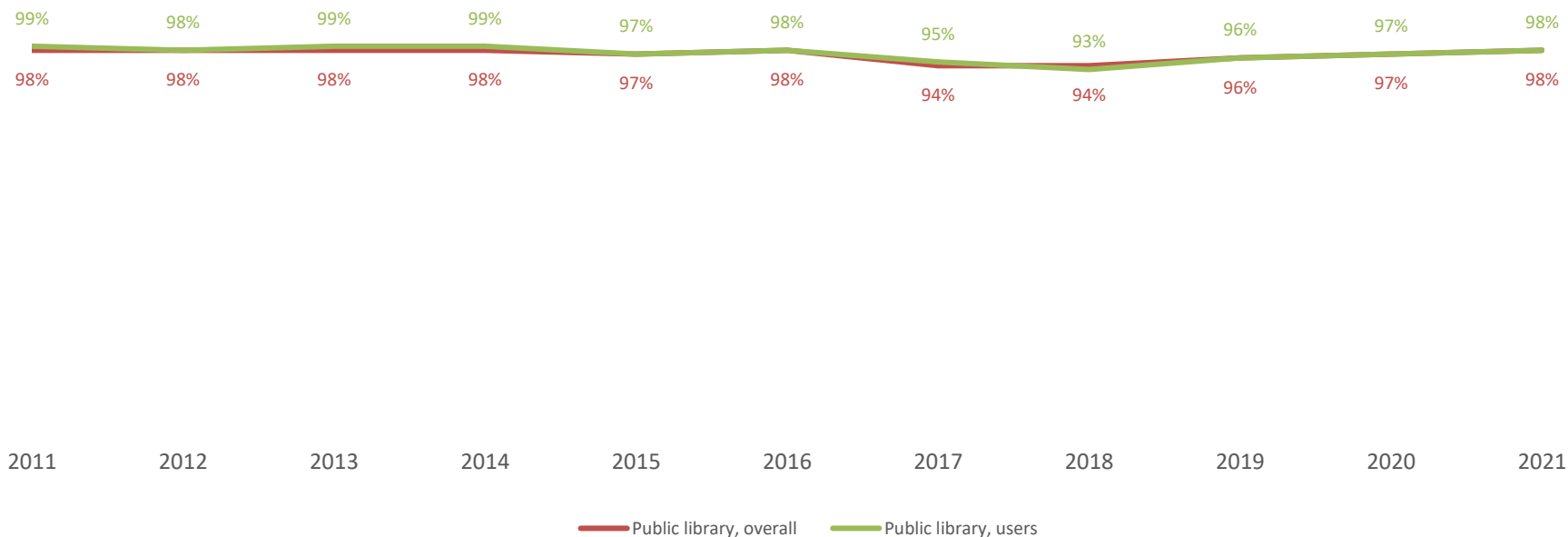


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF4A.3: Council supports art and culture in the district in a number of ways, including operating the Ashburton Museum as a part of Council, and providing grant funding to the Ashburton Art gallery and Ashburton Trust Events Centre. Overall, are you satisfied or dissatisfied with Council's level of involvement in arts and culture in the district?

Perceptions of Council's *Public library service* have been very favourable in the past decade

Public library: Trend in satisfaction (2011 – 2021)

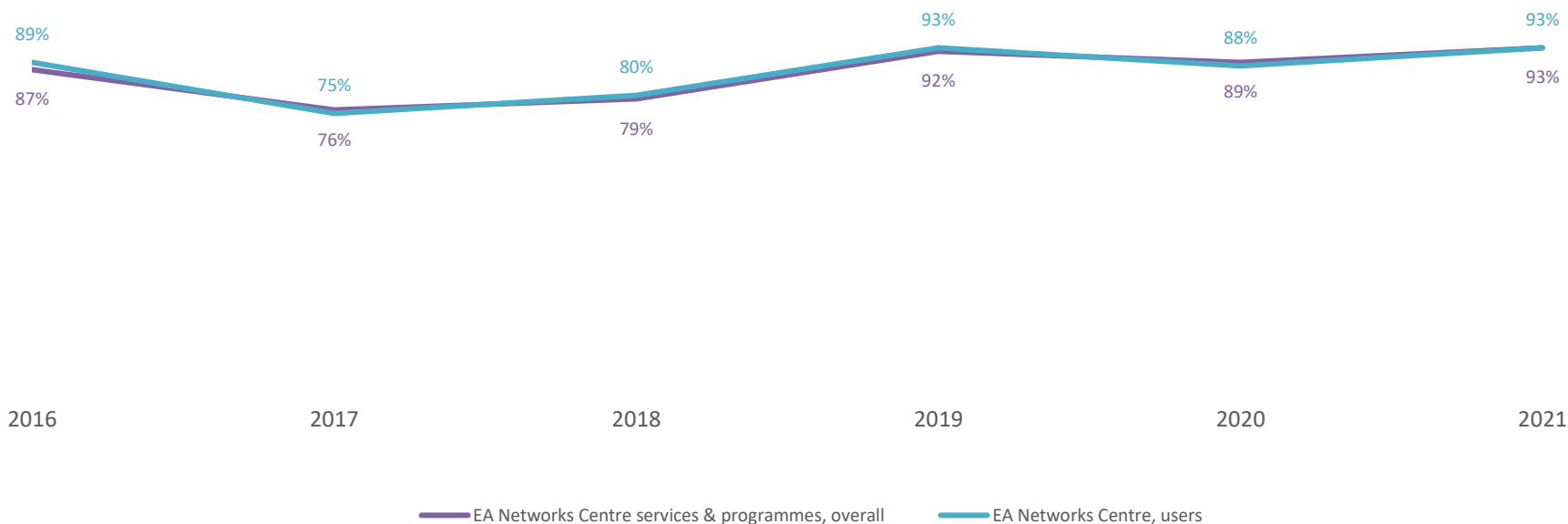


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

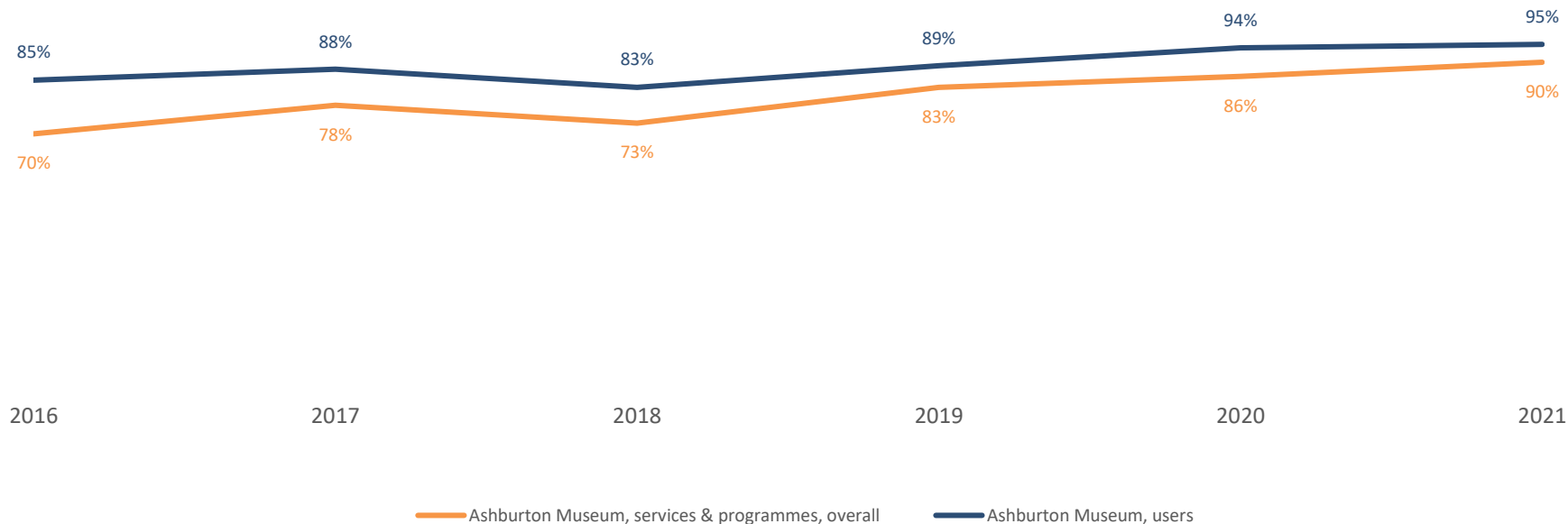
Satisfaction with *EA Networks Centre* (overall and user) has been steady in the past five years

EA Networks Centre: Trend in satisfaction (2011 – 2021)



Residents' satisfaction with the *Ashburton Museum* has increased steadily since 2016

Ashburton museum: Trend in satisfaction (2016 – 2021)

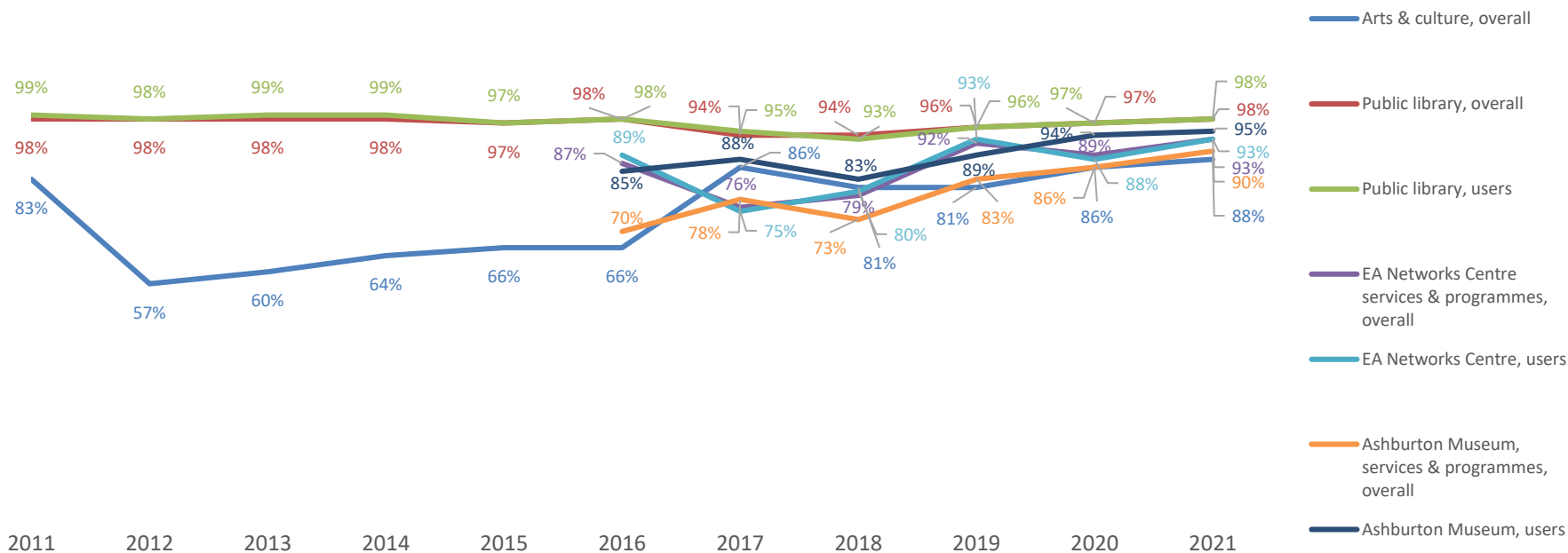


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

Council's performance in the provision and maintenance of *Recreation and leisure* services and facilities has been rated positively in the last few years

Recreation and leisure: Trend in satisfaction (2011 – 2021)

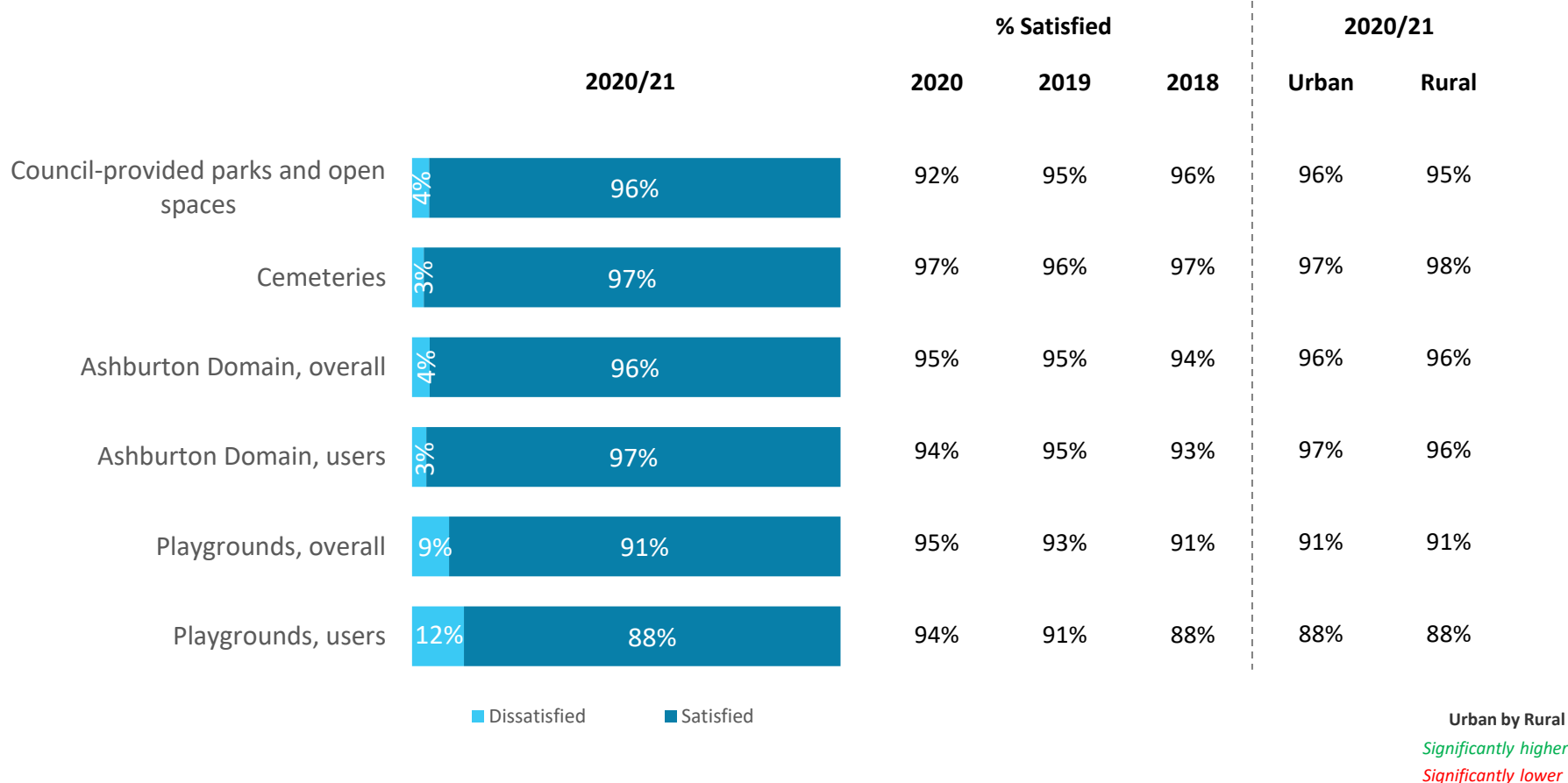


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

Satisfaction with *Parks and open spaces* in the district is very high with *Cemeteries* having the highest satisfaction level overall (97%)

Parks and open spaces

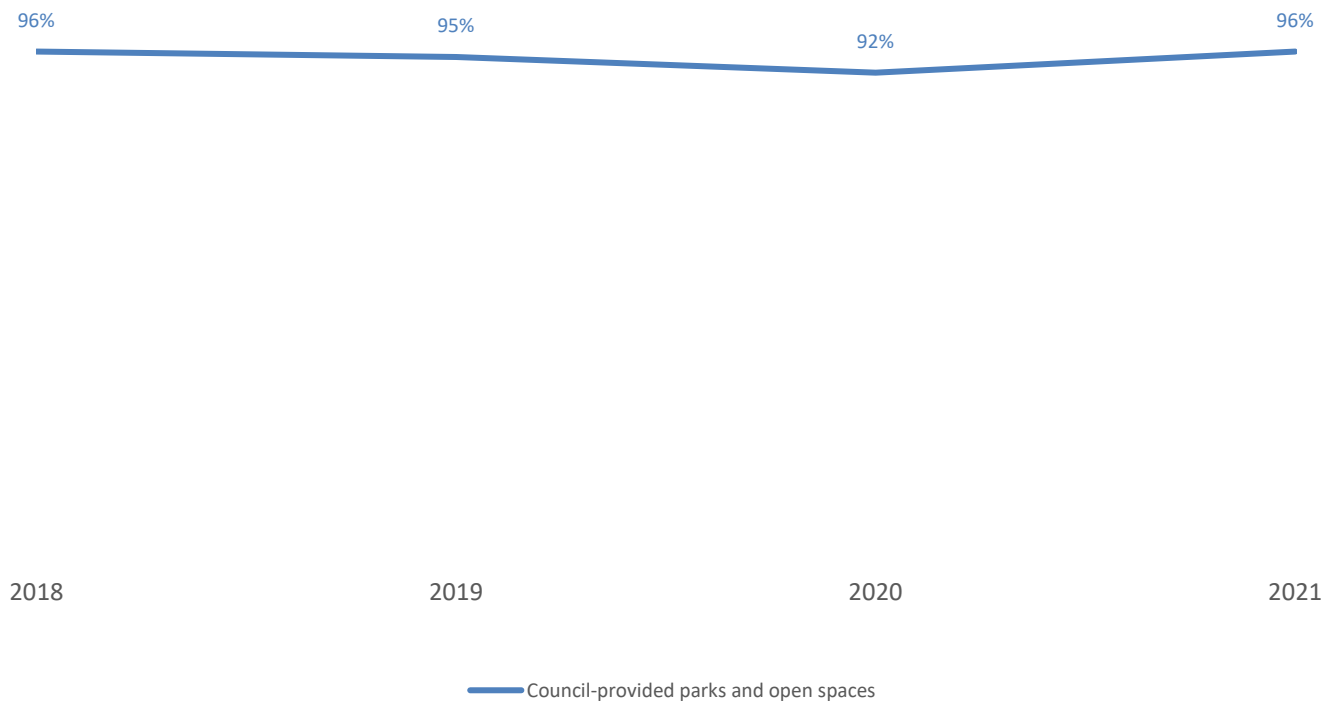


NOTES:

1. Sample 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF2A.3: Are you satisfied with the following? Cemeteries n=645
3. SF3A. And, are you satisfied with some of the facilities provided? Ashburton domain users n=635, playground users n=408

Satisfaction with *Council-provided parks and open spaces* has increased since last year

Council-provided parks and open spaces: Trend in satisfaction (2018-2021)

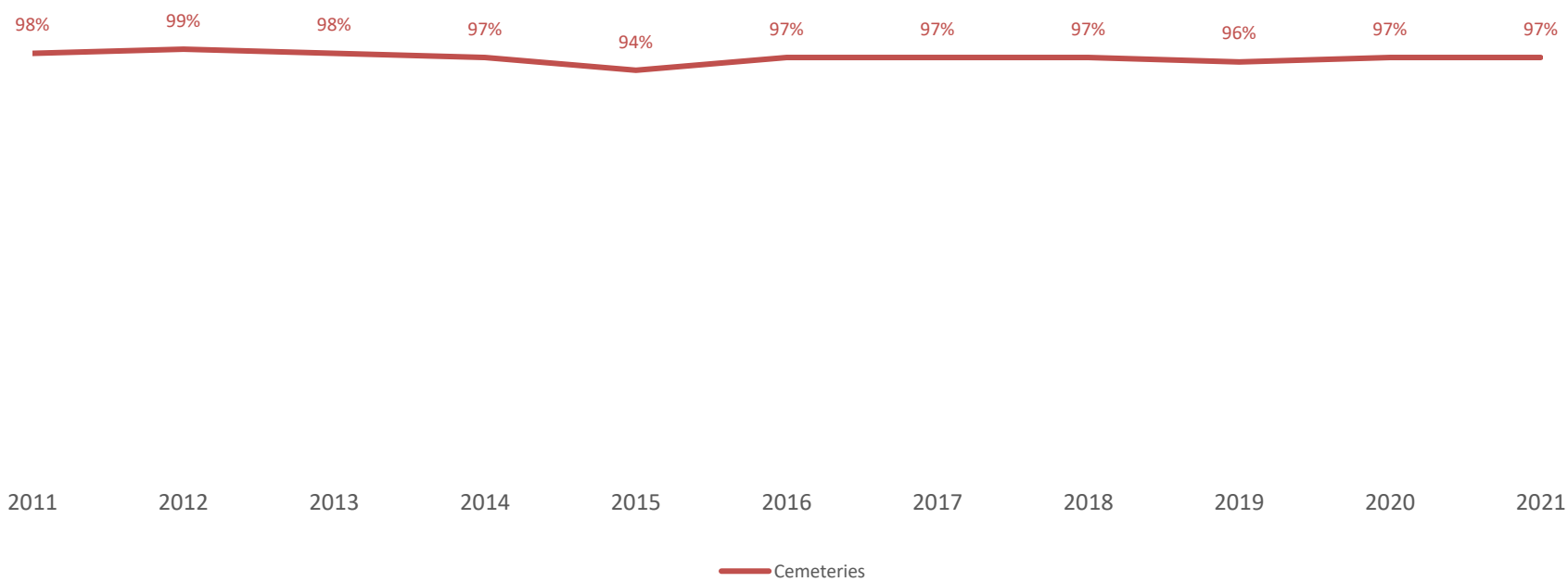


NOTES:

1. Sample 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

In the past decade, almost all residents are satisfied with *Cemeteries* in the district

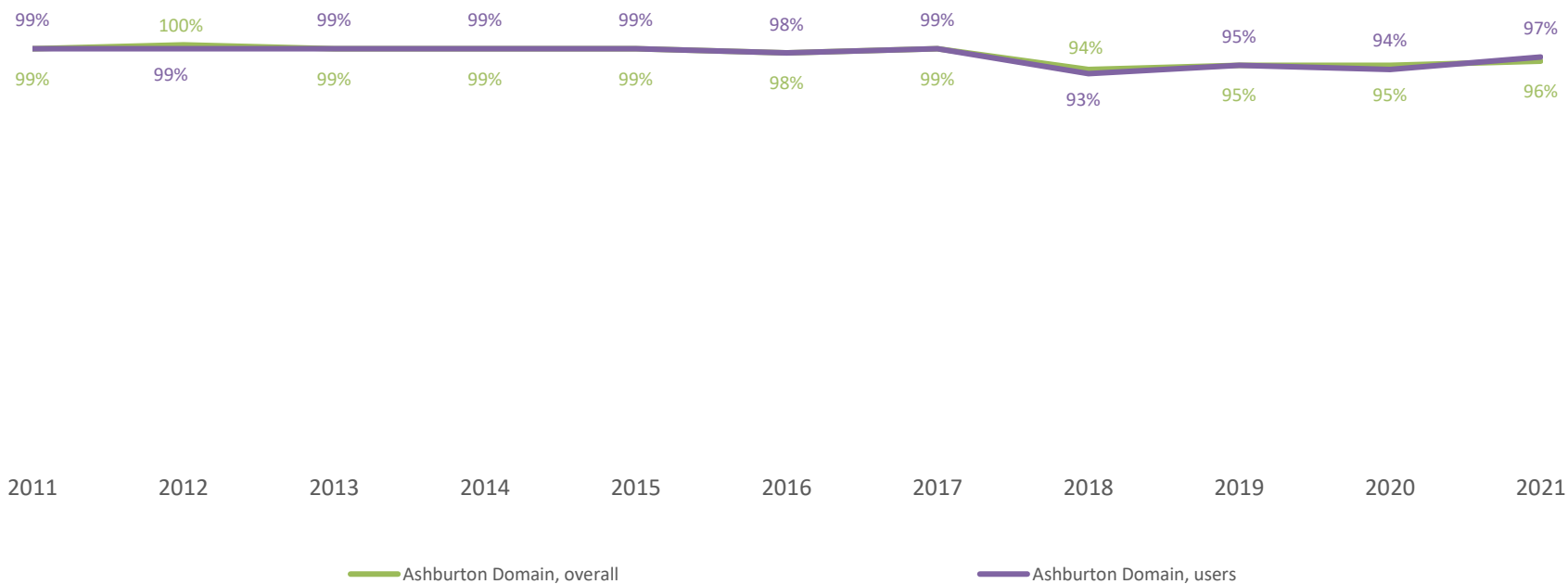
Cemeteries: Trend in satisfaction (2011 – 2021)



NOTES:
 1. Sample 2021 n=847; 2020 n=950
 2. SF2A.3: Are you satisfied with the following?

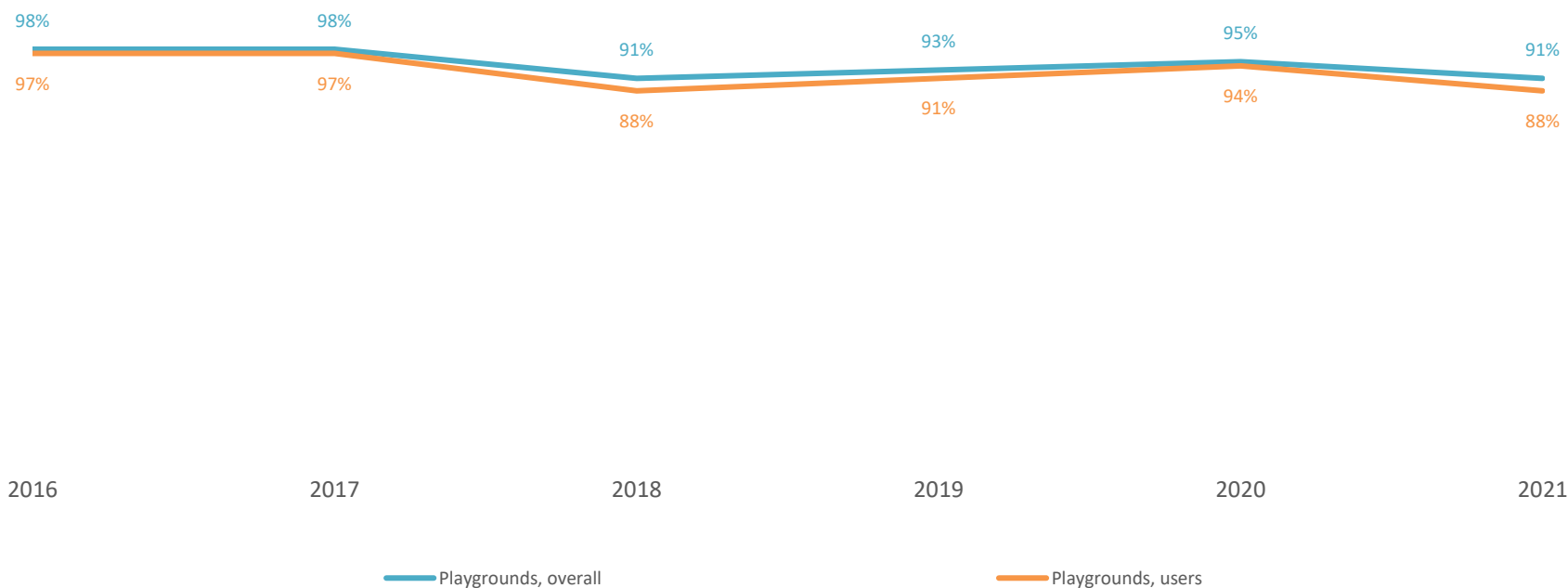
Council's performance in the maintenance of the *Ashburton Domain* has been consistently good over time

Ashburton Domain: Trend in satisfaction (2011 – 2021)



There is a slight decline in overall and user satisfaction in terms of the maintenance of district *Playgrounds*. However, satisfaction with these facilities continues to be at a high level

Playground: Trend in satisfaction (2016 – 2021)



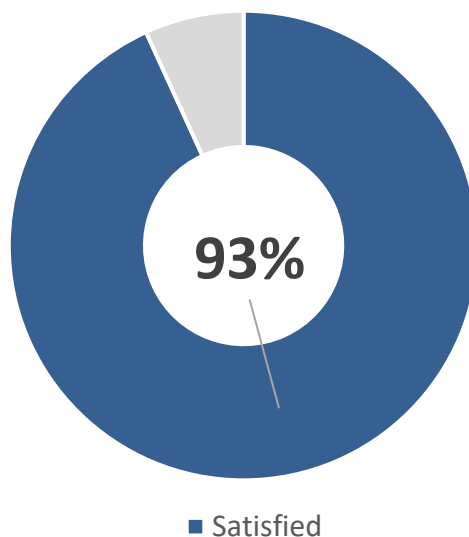
NOTES:

1. Sample 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

Satisfaction with the *Range of community facilities* available in the district is very high (93%)

Range of facilities available in the District

Satisfaction with range of community facilities in the District



% Satisfied

2020/21

Urban Rural

94%

92%

NOTES:

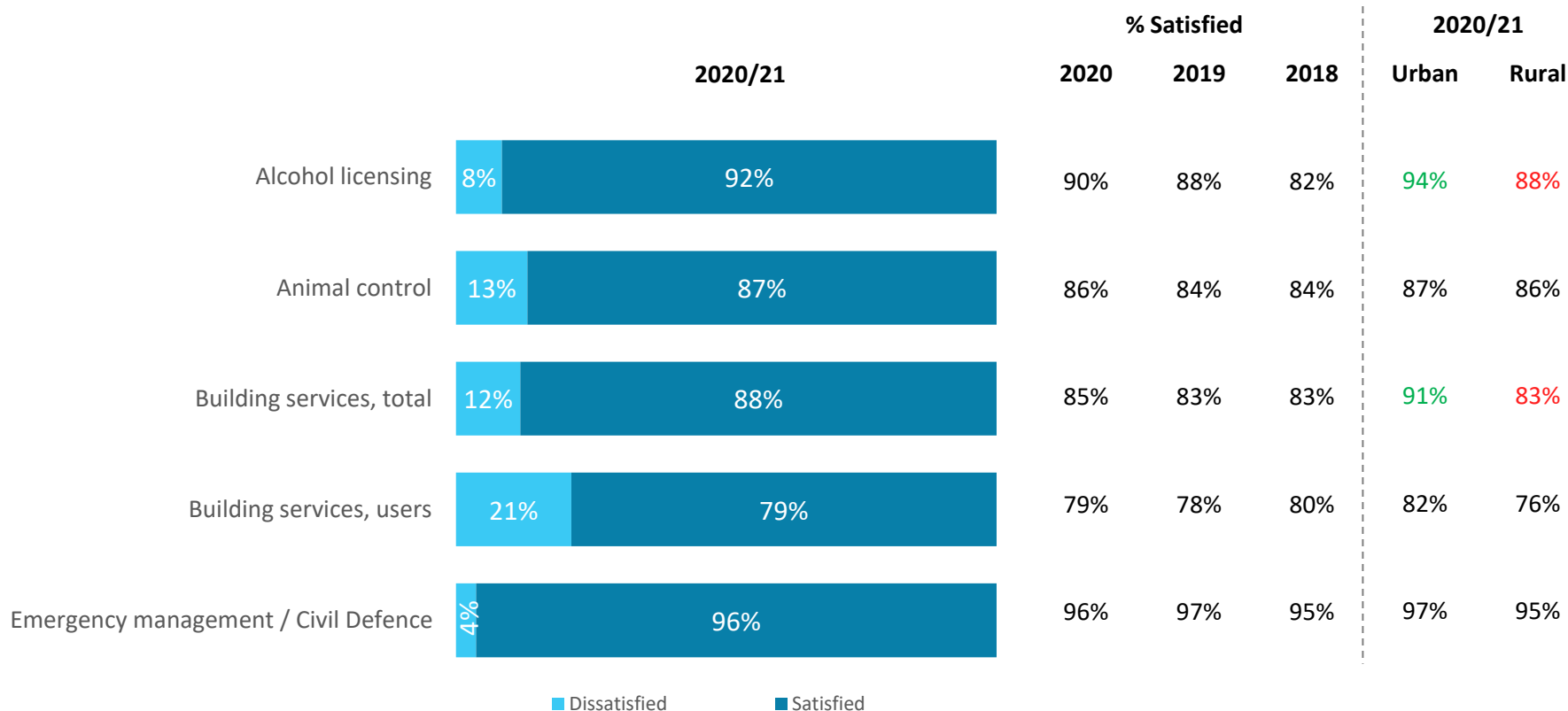
1. Sample 2021 n=847; 2020 n=950
2. WS1. Which, if any, of the following Council-provided piped water supplies are you connected to? Connected to town water supply n=566, Other n=30
3. US2. Are you satisfied or dissatisfied with the range of community facilities available in the District? n=730



Regulatory functions

Residents' satisfaction with Council's *Emergency management/Civil defence* is consistently high with almost all residents (96%) satisfied with the service. Urban residents are significantly more likely to be satisfied with *Alcohol licensing* and *Overall building services* than rural residents

Regulatory services



NOTES:

- Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
- SF5A.1: How satisfied or dissatisfied are you with the following? How Council undertakes its role in alcohol licensing; n=552
- SF2A.4: Are you satisfied with the following? Animal control (i.e. dogs and wandering stock); n=618
- SF5A.5: Council's building regulation service. This involves the inspection of new buildings and alterations to existing buildings, to ensure compliance with building and safety regulations; building services users n=102
- SF2A.5: Are you satisfied with the following? Civil Defence (i.e. emergency management); n=617

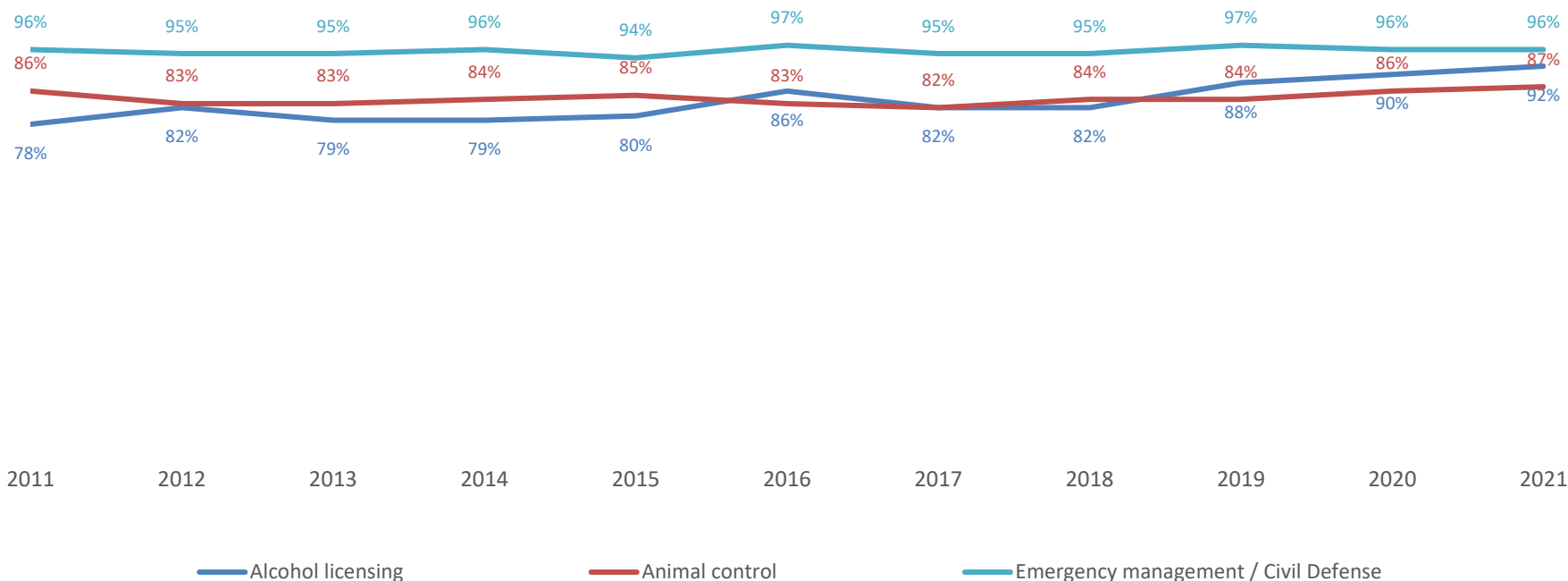
Urban by Rural

Significantly higher

Significantly lower

Ashburton District Council's performance in its *Regulatory functions* has been evaluated positively over time

Regulatory functions: Trend in satisfaction (2011 – 2021)

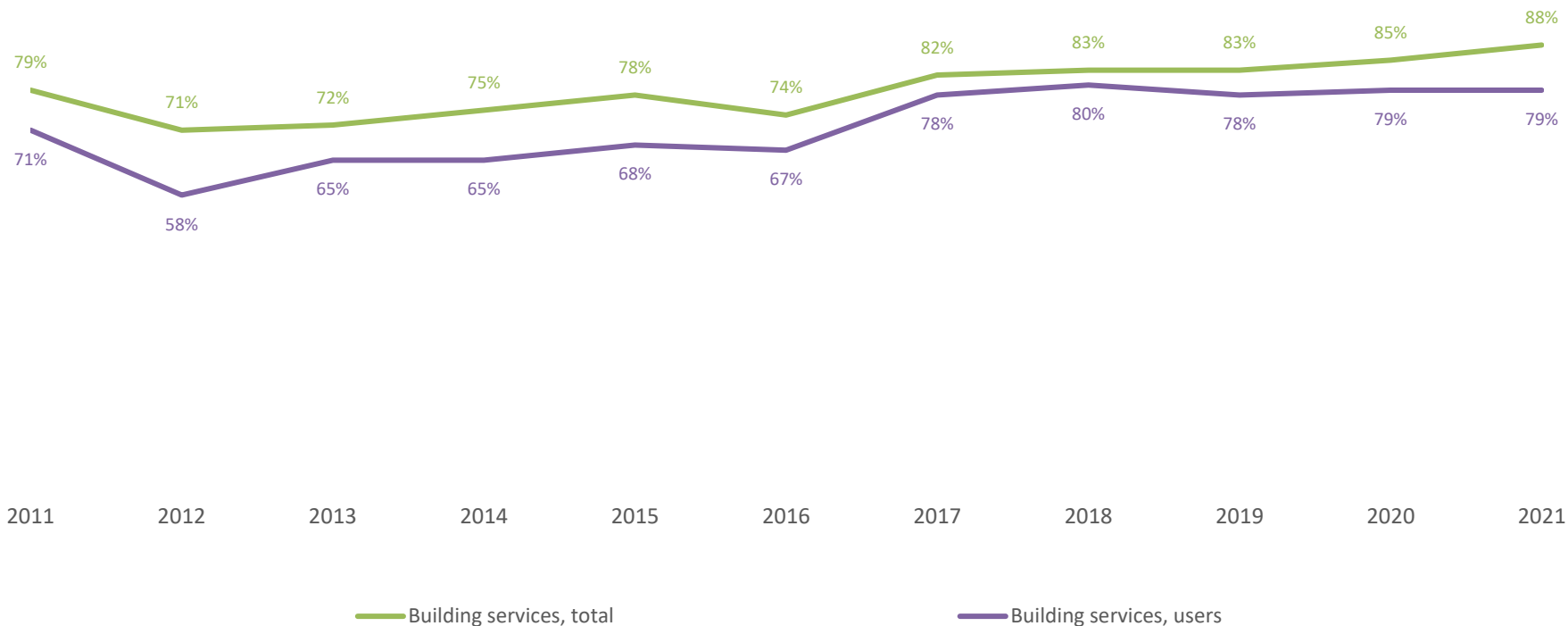


NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440 SF5A.1: How satisfied or dissatisfied are you with the following? How Council undertakes its role in alcohol licensing
2. SF2A.4: Are you satisfied with the following? Animal control (i.e. dogs and wandering stock)
3. SF5A.5: Council's building regulation service. This involves the inspection of new buildings and alterations to existing buildings, to ensure compliance with building and safety regulations; building services users n=150
4. SF2A.5: Are you satisfied with the following? Civil Defence (i.e. emergency management)

There has been a steady increase in satisfaction with Council's *Building regulation service* since 2016

Building services: Trend in satisfaction (2011 – 2021)

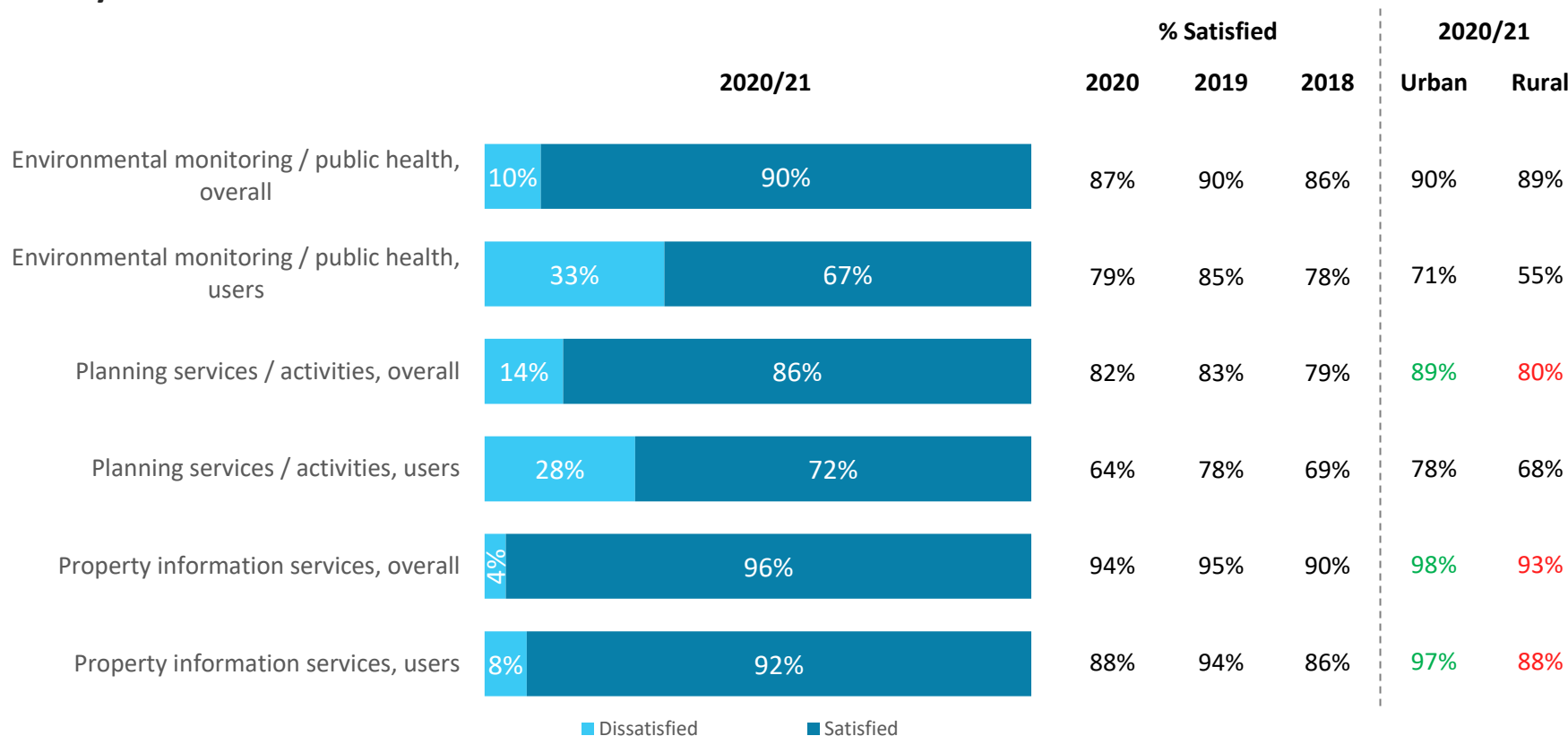


NOTES:

- Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440 SF5A.5: Council's building regulation service. This involves the inspection of new buildings and alterations to existing buildings, to ensure compliance with building and safety regulations; building services users n=150

Overall, satisfaction with *Regulatory services* has improved year-on-year. There is a decline in user satisfaction with *Environmental monitoring services* from 79% in 2020 to 67% in 2021. Urban residents are more likely to perceive *Property information services* more favourably than rural residents

Regulatory services



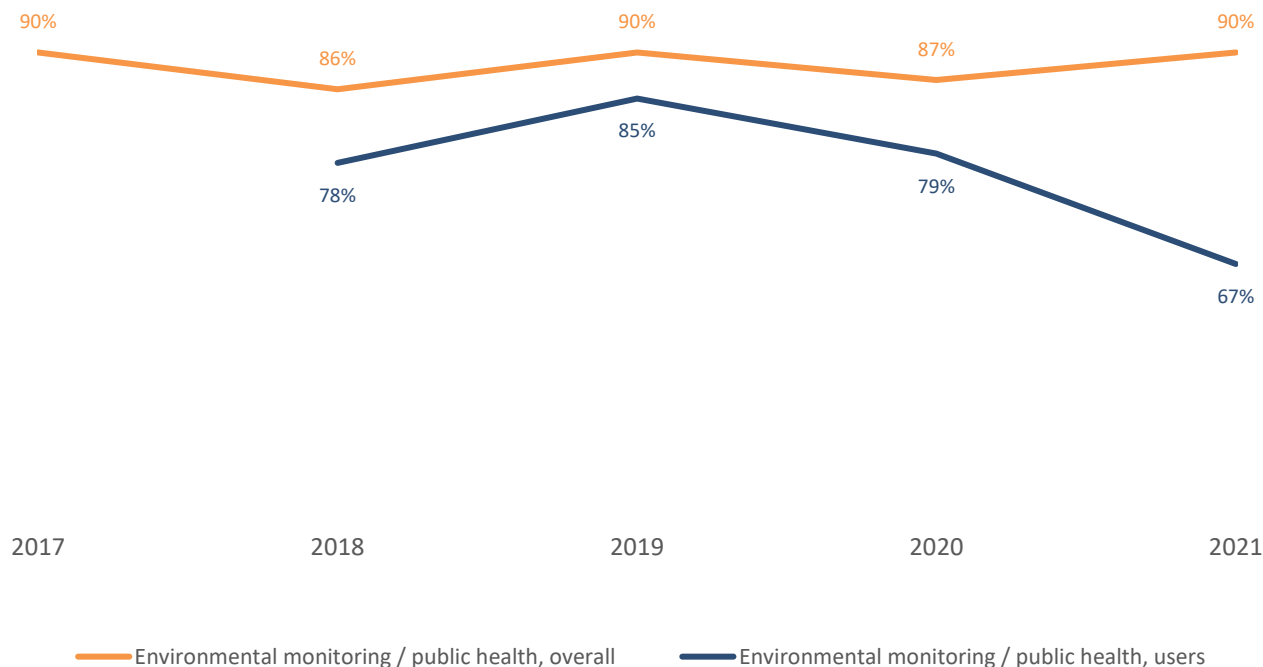
Urban by Rural
Significantly higher
Significantly lower

NOTES:

- Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440 SF5A.4: How satisfied or dissatisfied are you with the following? The standard of Council's planning services, which includes resource consents and rules about urban and rural planning; that is, the District Plan; planning services users n=69
- SF5A.6: Council's information service about property. This includes the provision of property files and Land Information Memoranda or LIMs; property information services users n=137
- SF5A.7: Council's environmental monitoring and public health services, including noise, litter control, and food safety in commercial premises; public health users n=61

Overall satisfaction with *Environmental monitoring services* has increased since 2018 while user satisfaction has declined in the last two years

Environmental monitoring/Public health: Trend in satisfaction (2017 – 2021)

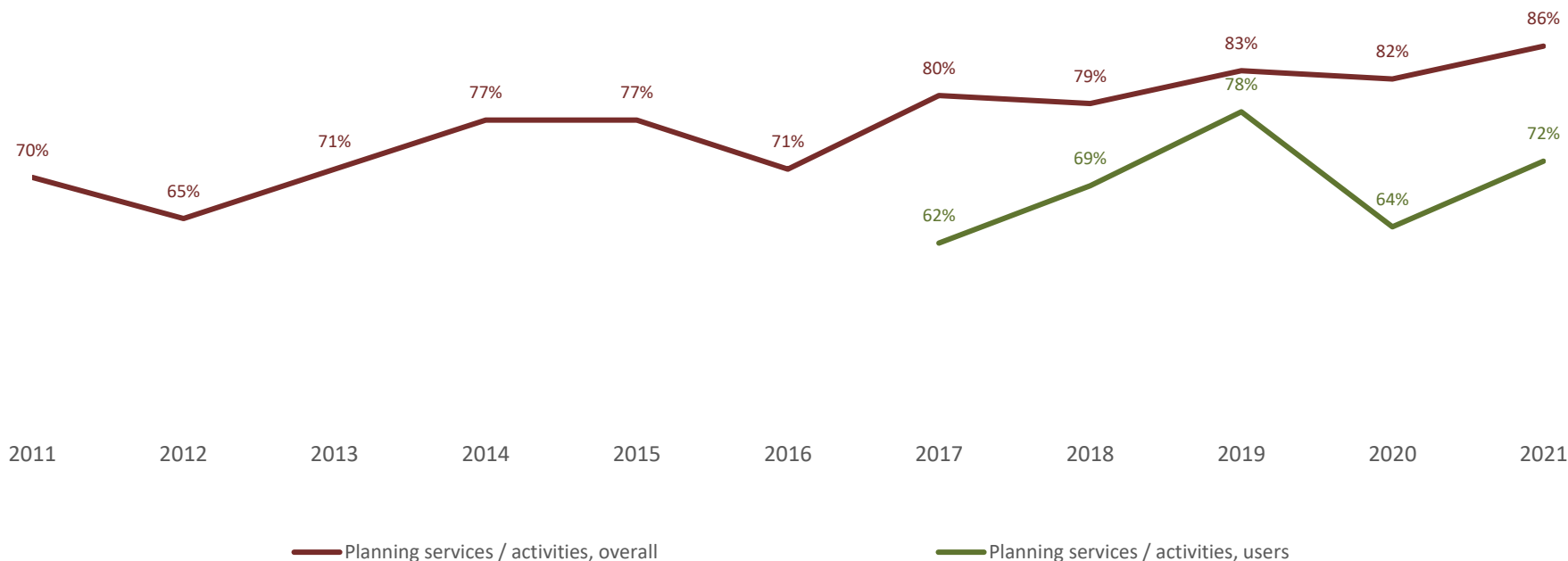


NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF5A.7: Council's environmental monitoring and public health services, including noise, litter control, and food safety in commercial premises

Overall performance in the standard of Council's *Planning services* has been improving over time

Planning Services: Trend in satisfaction

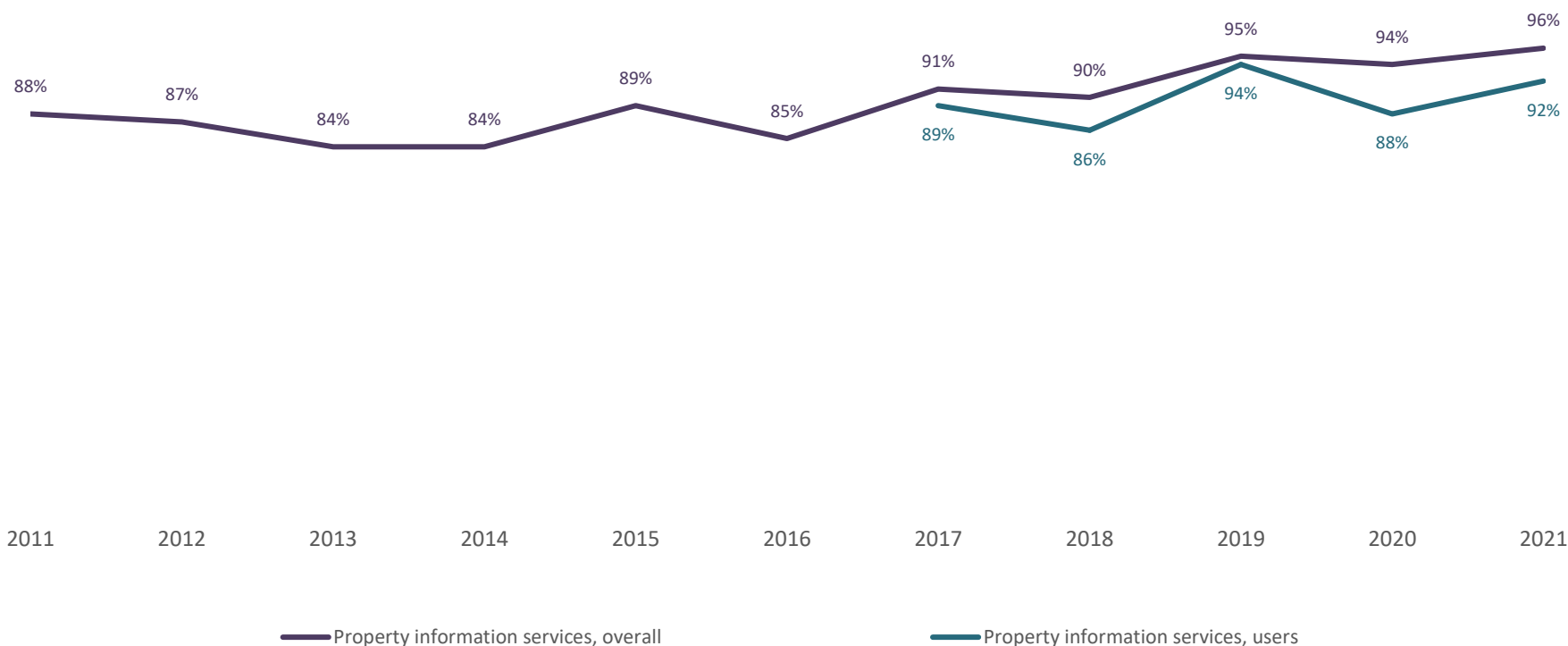


NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF5A.4: How satisfied or dissatisfied are you with the following? The standard of Council's planning services, which includes resource consents and rules about urban and rural planning; that is, the District Plan

Satisfaction with *Property information services* has seen consistent growth since 2011

Property information services: Trend in satisfaction (2011 – 2021)



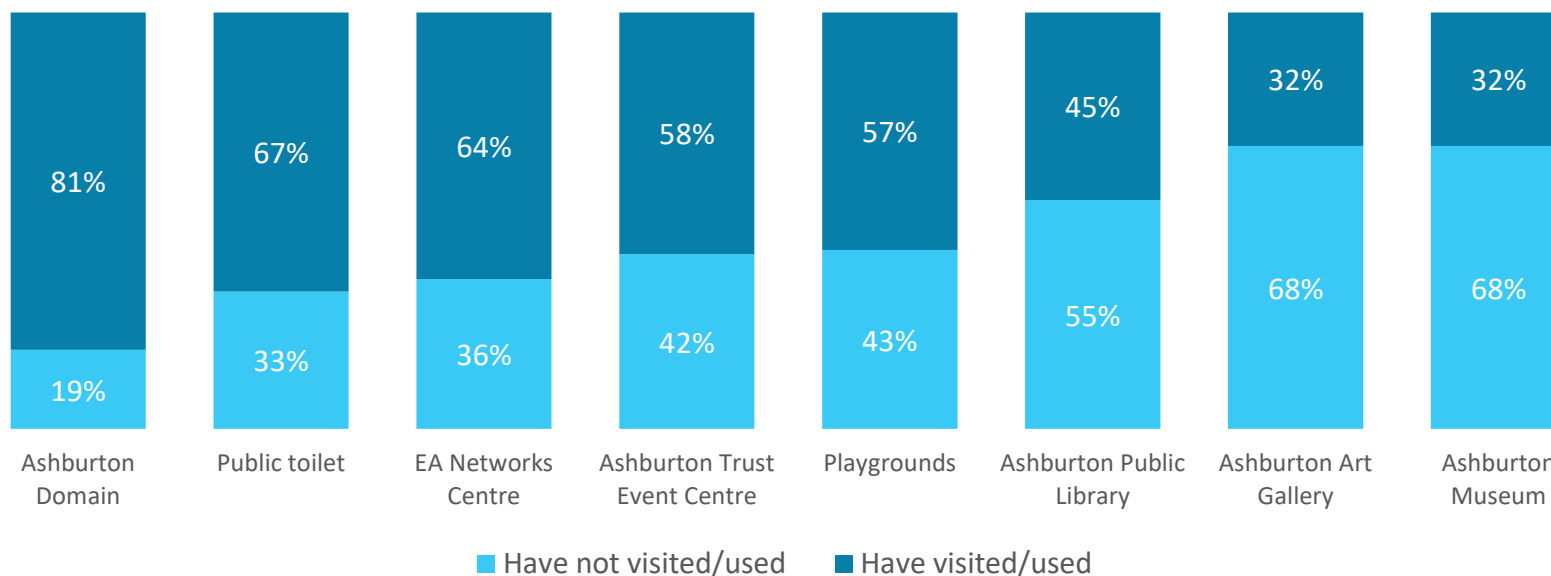
NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF5A.4: How satisfied or dissatisfied are you with the following? The standard of Council's planning services, which includes resource consents and rules about urban and rural planning; that is, the District Plan

The *Ashburton Domain*, *Public toilets* and the *EA Networks Centre* are the most visited facilities in the district in the past twelve months. The *Ashburton Museum* is the least visited facility

Use of services and facilities

Use of district facilities (2020/21)



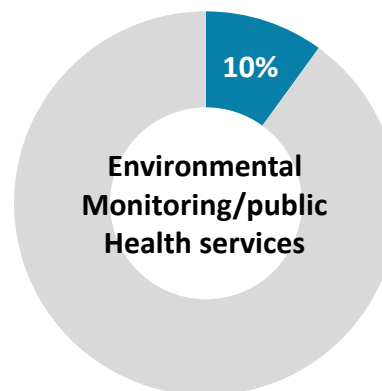
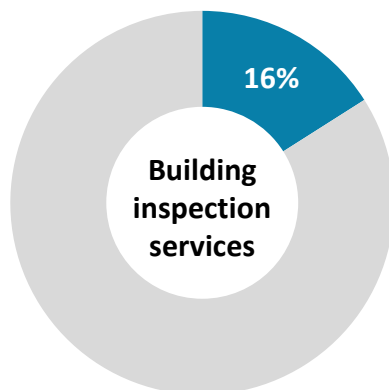
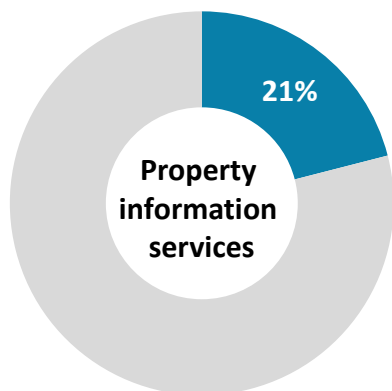
In 2019/20, the Ashburton Domain and the EA Networks Centre are the most visited facilities.

NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. US1. Have you, or a member of your household, used or visited the following service or facility in the last year?

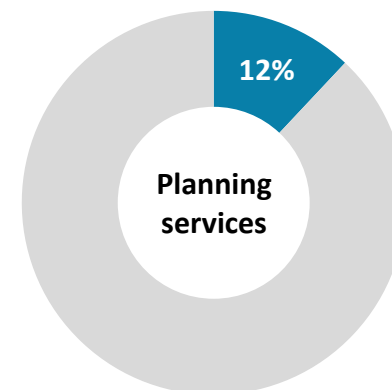
Amongst the regulatory services, *Property information services* is the most used service while *Environmental monitoring/Public health* is the least used service in 2021

Use of services and facilities



Use of Council Services

■ Have used the service



NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. US1. Have you, or a member of your household, used or visited the following service or facility in the last year? Used Council's building inspection services n=120, Used Council's planning services n=84, Used Council's information services about property n=163, Used Council's environmental monitoring and public health services n=65

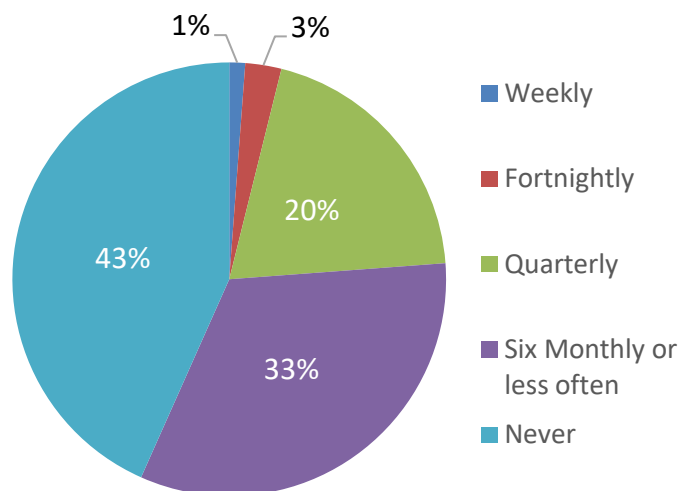


Organisational performance

Most residents (57%) have visited the Council's *Website* in the last twelve months. Satisfaction with the information on Council's *Website* has declined by three percentage points (from 92% in 2020 to 89% in 2021)

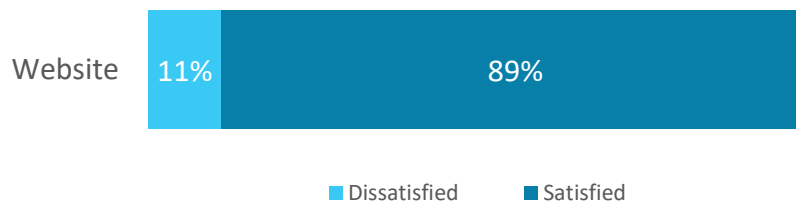
Council website

Frequency of website use



In 2020, 52% of the residents have visited the Council's website.

2020/21



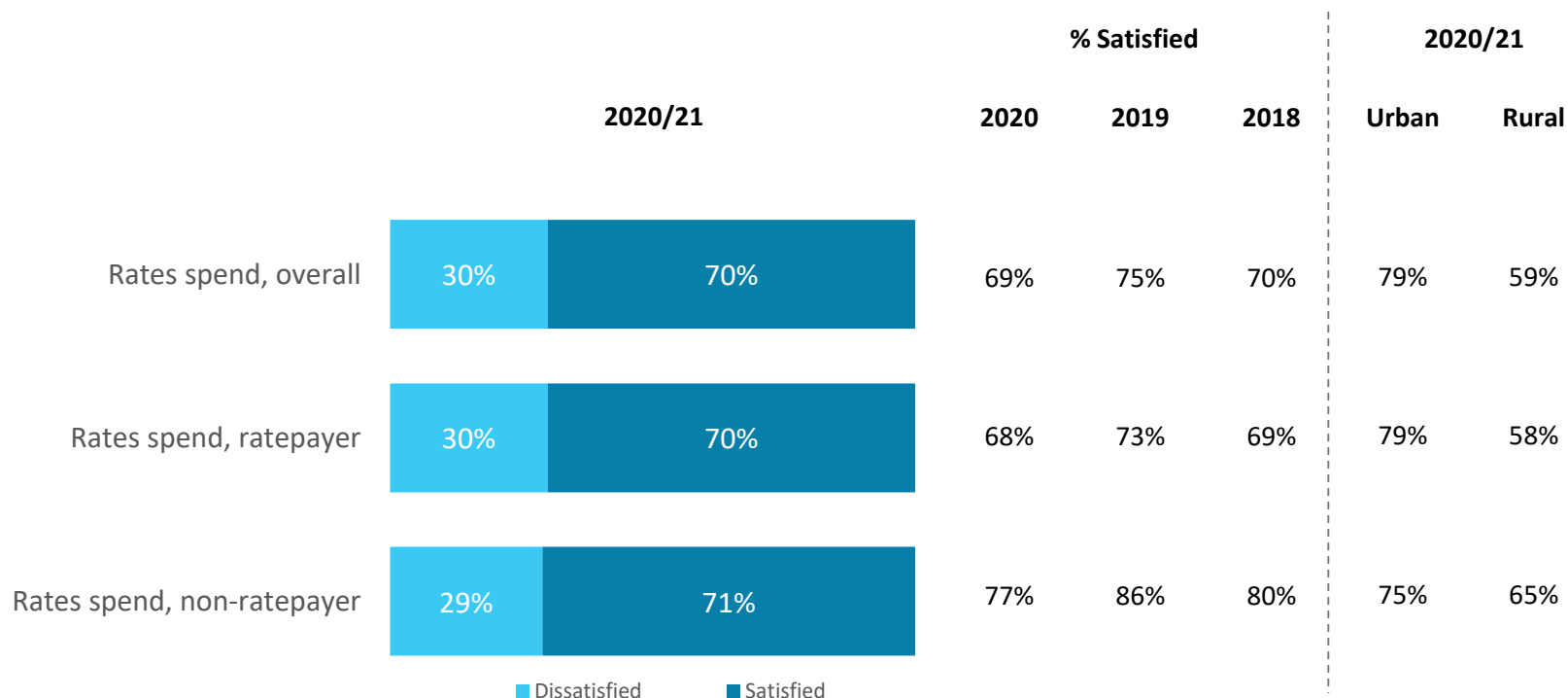
	% Satisfied				2020/21	
	2021	2020	2019	2018	Urban	Rural
Website	89%	92%	95%	93%	90%	88%

NOTES:

1. Sample 2021 n=847; 2020 n=950
2. IN6: How often have you visited the Council's website in the last 12 months? n=397
3. IN8: Overall, are you satisfied or dissatisfied with the information on Council's website? n=397

Seven in ten ratepayers (70%) are satisfied with *the way rates are spent on the services and facilities* provided by Council

Rates spend

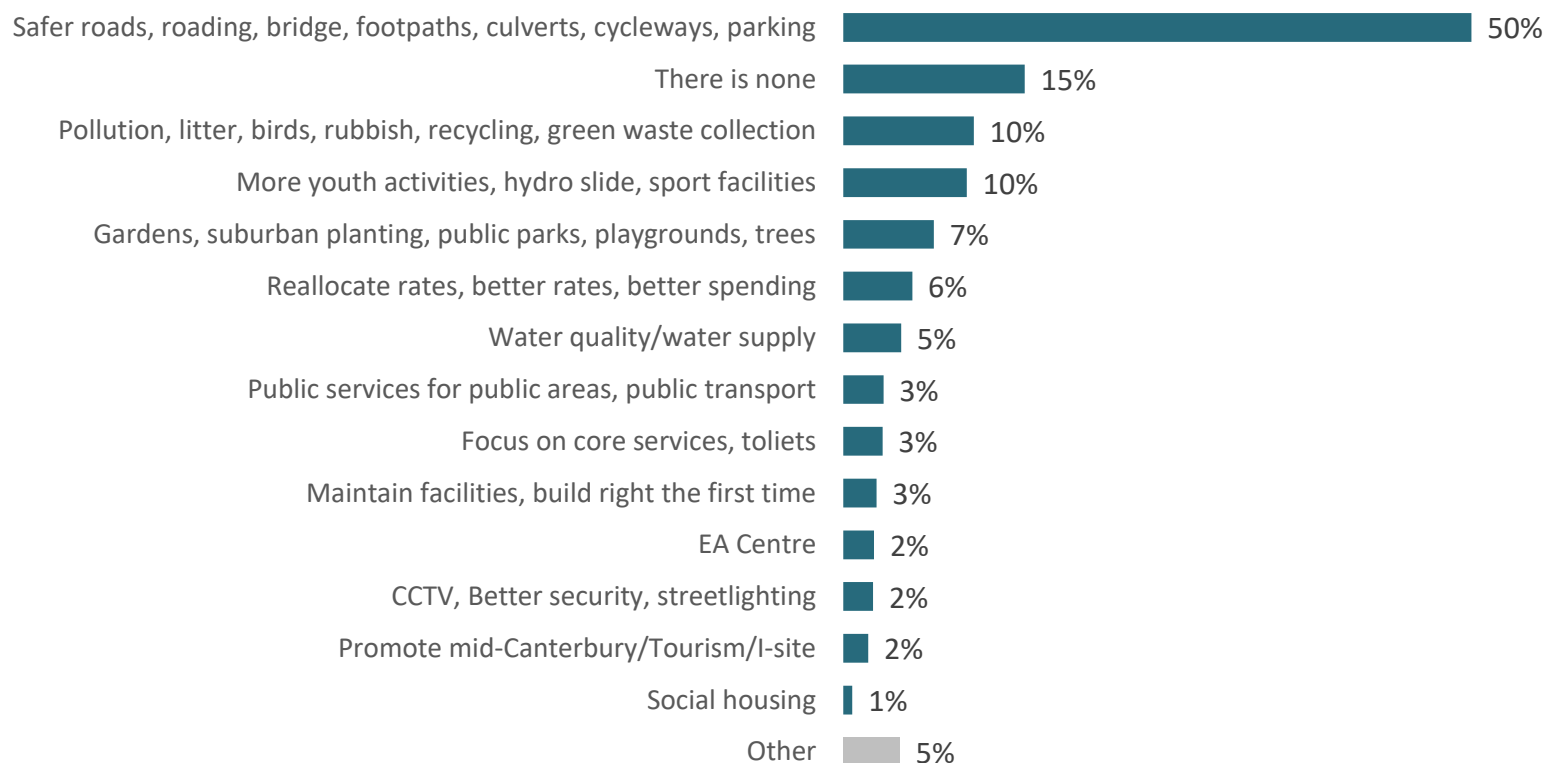


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. PER1.5: Are you satisfied or dissatisfied with: The way rates are spent on the services and facilities provided by Council? n=525 ratepayers

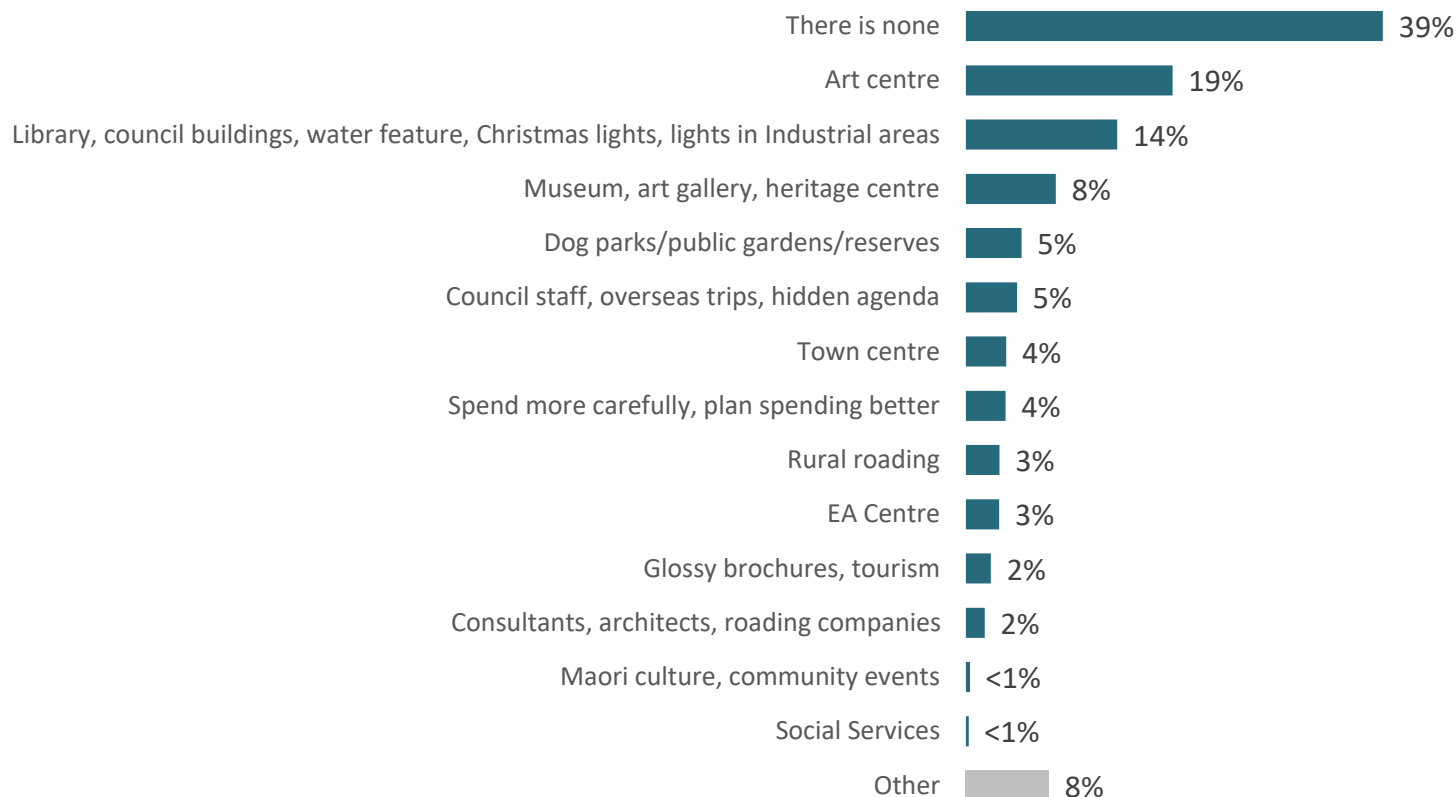
Consistent with last year, residents think that Council should spend more on *Safer roads, bridge, footpaths, culverts, cycleways, parking* (50%)

Services or facilities that Ashburton District Council should spend more on



A few residents have indicated that Council should spend less on the *Art centre, Council buildings and Museum*

Services or facilities that Ashburton District Council should spend less on

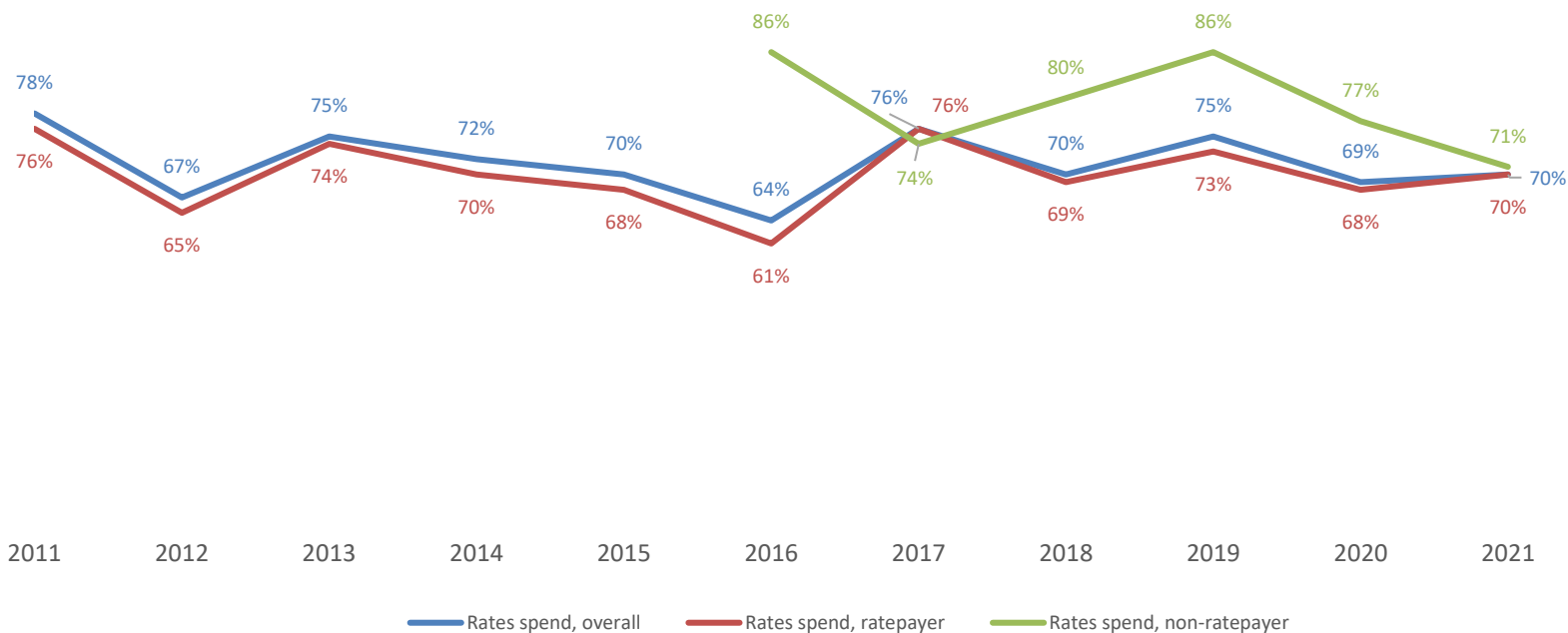


NOTES:

1. Sample 2021 n=847
2. PER4. Are there any services or facilities that you think Council should spend less on? n=425

Ratepayer satisfaction has increased in the past year while non-ratepayer satisfaction has decreased in the last two years

Rates spend: Trend in satisfaction (2011-2021)

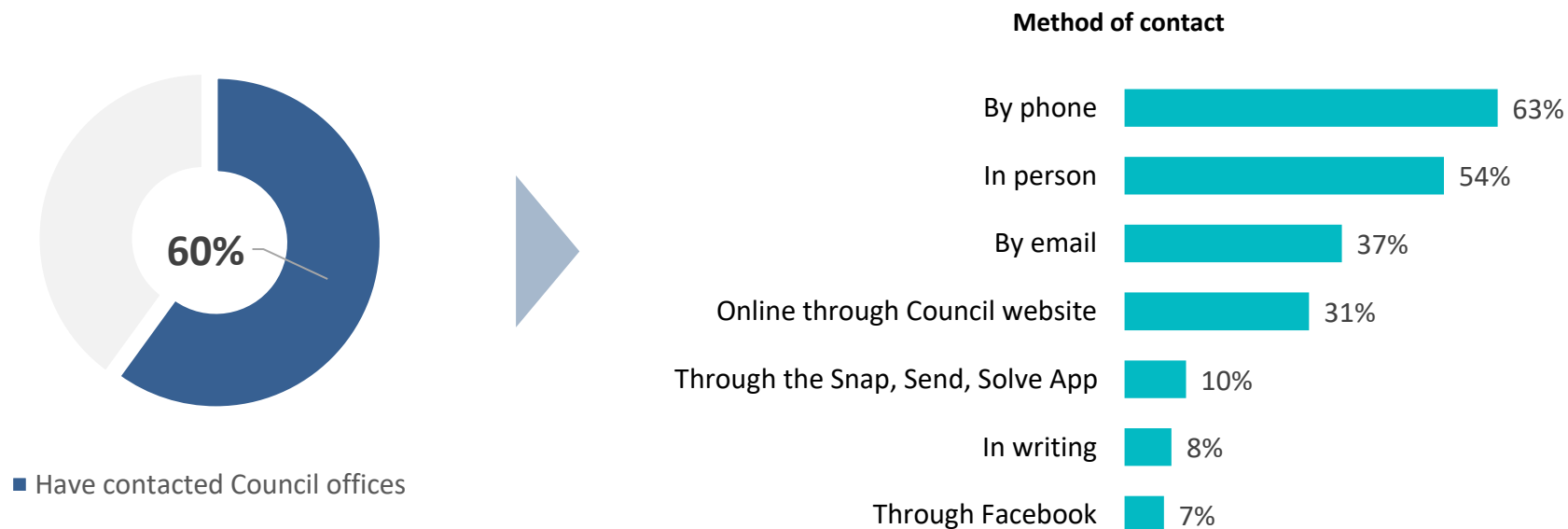


NOTES:

1. Sample: 2021 n=847; 2020 n=950
2. PER1.5: Are you satisfied or dissatisfied with: The way rates are spent on the services and facilities provided by Council? n=606 ratepayers

Six in ten residents (60%) have contacted Council offices in the past twelve months. Contact via *Phone* is the most used method of interaction with Council, followed by *In person* visit

Contact with Ashburton District Council



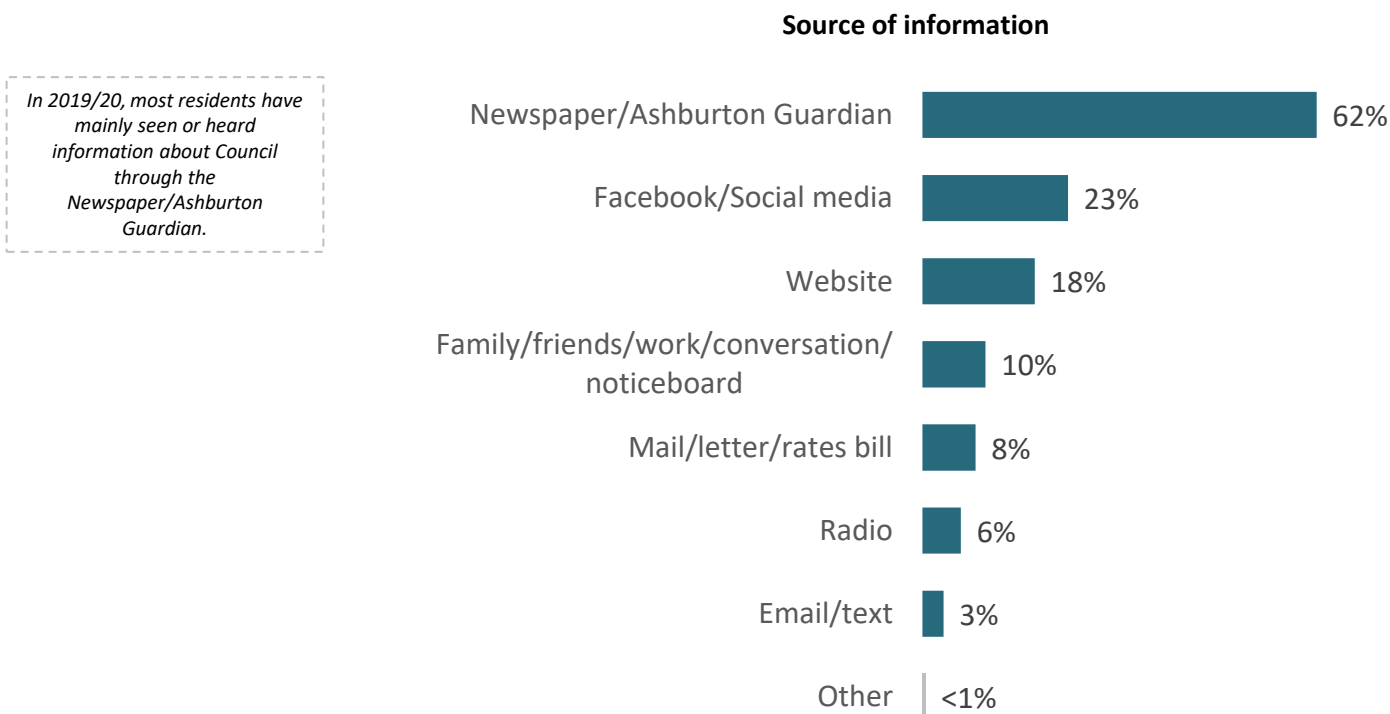
2019/20: 63% have contacted Council

NOTES:

1. Sample 2021 n=847; 2020 n=950; Have made contact with council n=519
2. IN1: During the last twelve months, have you contacted Council offices? Multiple response

The *Newspaper/Ashburton Guardian* is the main source of information about Council. Some residents go to *Facebook/Social media* and Council's *Website* to source out Council information

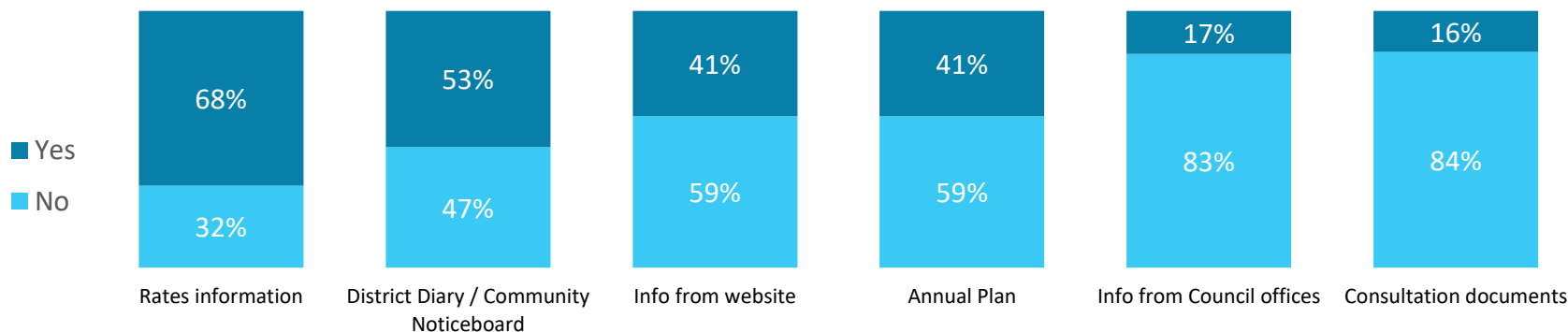
Source of information about Ashburton District Council



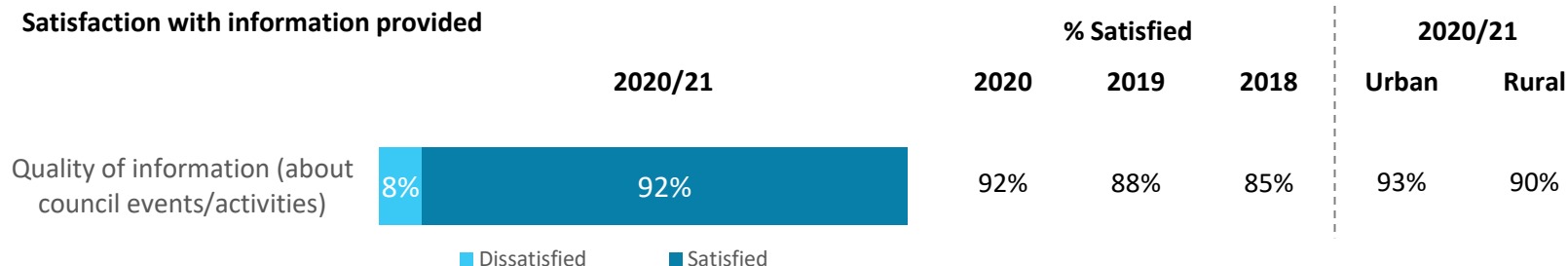
Most residents have seen *Rates information* and the *District Diary/Community Noticeboard*. Satisfaction with the *Quality of information about Council activities* sits at 92%

Information provision

Have seen or read in the last 12 months (2020/21)



Satisfaction with information provided

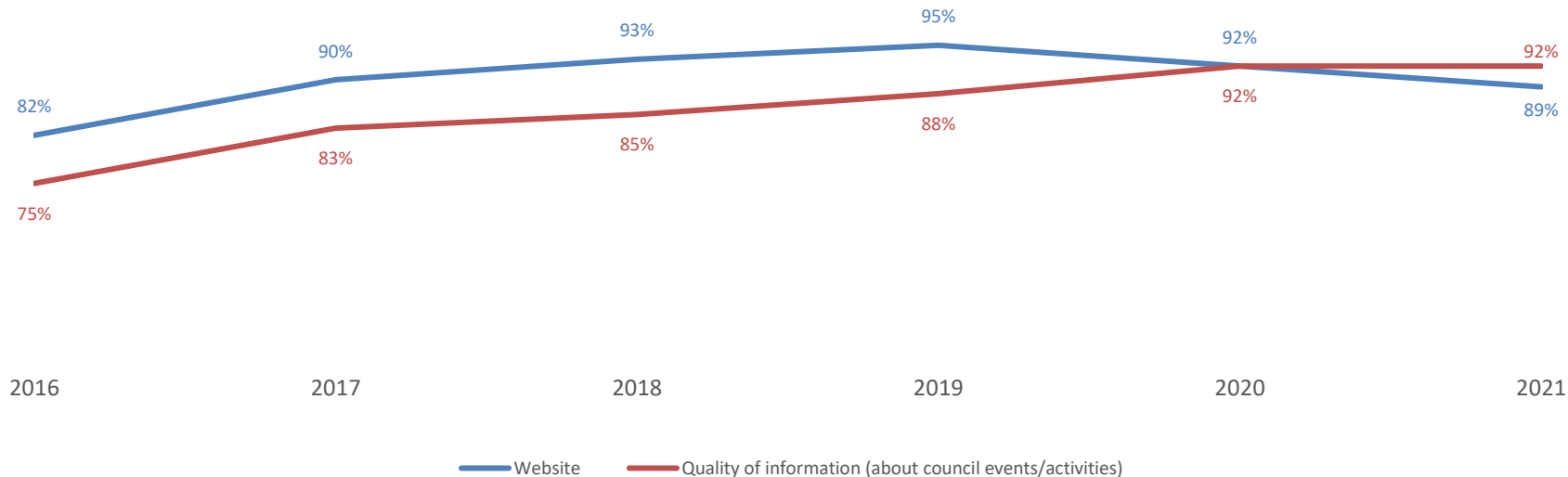


NOTES:

1. Sample: 2021 n=847; 2020 n=950; urban n=407, rural n=440
1. IN11: Council publishes a range of information specifically for the community. Which of the following have you seen or read in the past 12 months?
2. PER1.2: Are you satisfied or dissatisfied with the quality of the information Council supplies to the community about Council activities and events?

Satisfaction with the *Quality of information published by Council* continues to be at a high level since this indicator was first measured in 2016

Organisational performance: Trend in satisfaction (2016-2021)

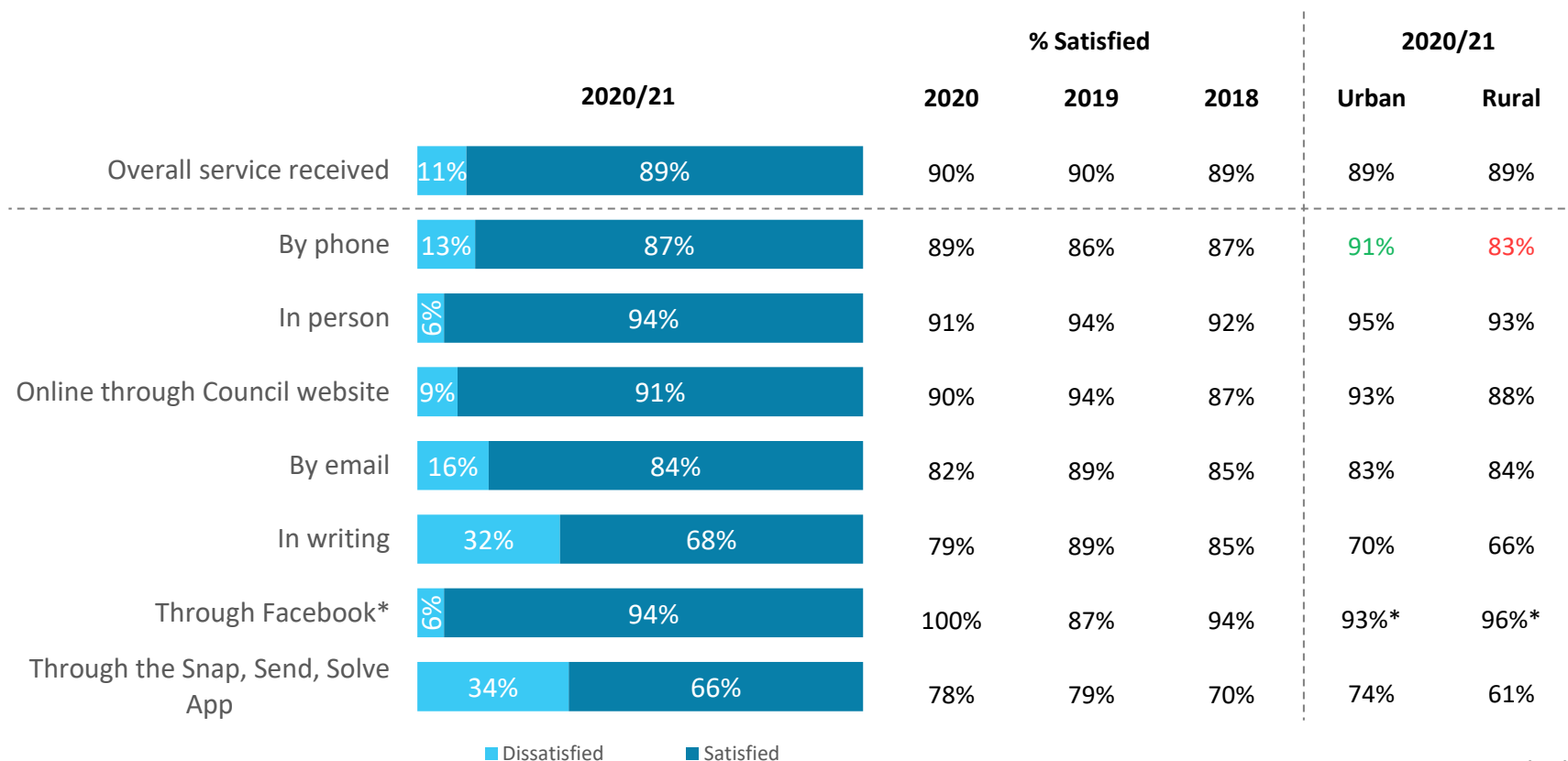


NOTES:

1. Sample 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. IN11: Council publishes a range of information specifically for the community. Which of the following have you seen or read in the past 12 months?
3. PER1.2: Are you satisfied or dissatisfied with the quality of the information Council supplies to the community about Council activities and events?

Contact *In person* and through *Facebook* have the highest satisfaction ratings amongst all the specified means on *Contact with Council*. Urban residents are more likely to be satisfied with contact via *Phone* than rural residents

Contact with Ashburton District Council: Satisfaction



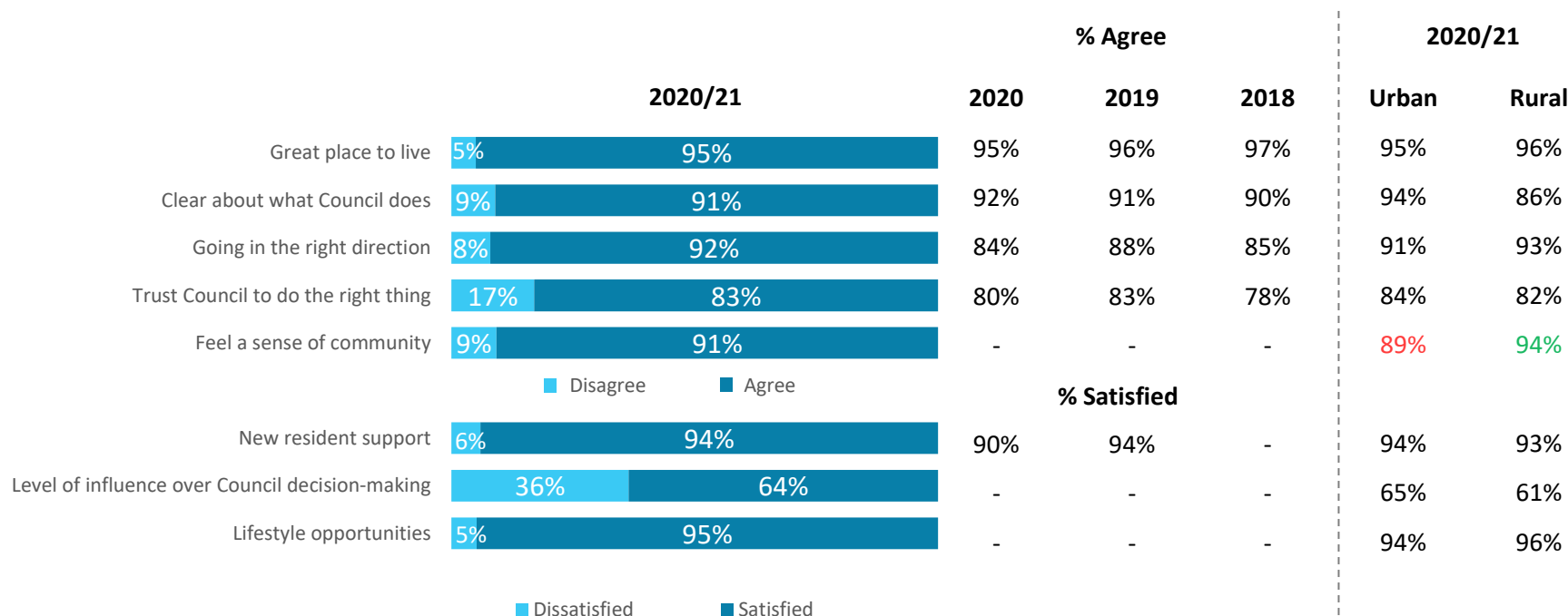
Urban by Rural
Significantly higher
Significantly lower

NOTES:

1. Sample 2021 n=947; 2020 n=950; urban n=407, rural n=440
2. IN2: Are you satisfied or dissatisfied with that contact with Council? Please only include options selected at question IN1.
3. Are you satisfied or dissatisfied with the overall service you received when you contacted Council offices?
4. * Caution – small sample size n<30

Perceptions of Ashburton District as a *Great place to live* are very positive. There is a strong *Sense of community* and residents feel that the district is *Going in the right direction*. Fewer than two thirds of the residents (64%) are satisfied with the *Level of influence they have over Council decision-making*

Perceptions of Ashburton District and Council



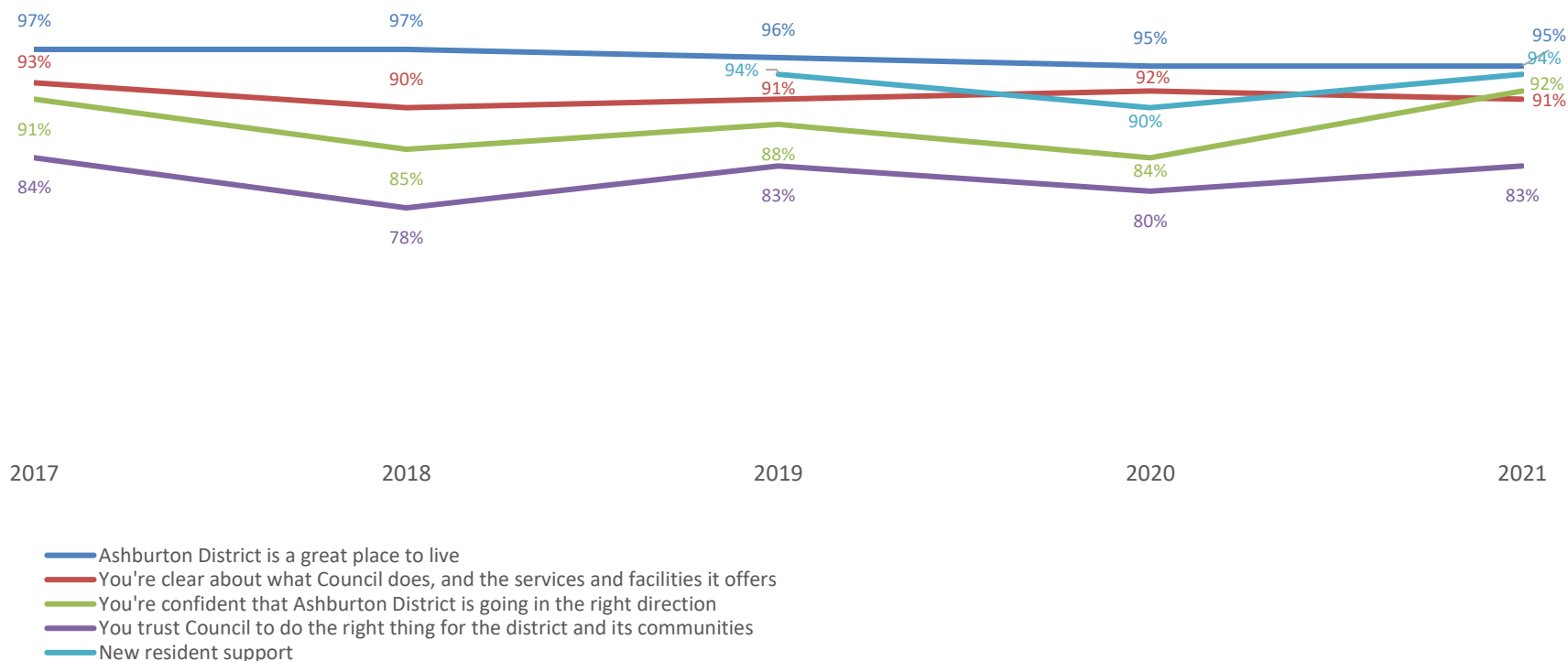
Urban by Rural
Significantly higher
Significantly lower

NOTES:

1. Sample: 2021 n=847 2020 n=950
2. PER5: Do you agree or disagree with the following statements about Ashburton District Council?
3. PER7: Ashburton District is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Are you satisfied with Council's role ensuring that new residents to the district are made to feel welcome and given adequate support?
4. PER1.6: In this next section, we'd like you to think about the Council more generally. Are you satisfied or dissatisfied with: - The level of influence you have over Council decision-making?

Perceptions of the district *Going in the right direction*, *New resident support*, and Council *Doing the right thing* have improved in the past year

Perceptions of Ashburton District and Council: Trend in satisfaction (2017-2021)



NOTES:

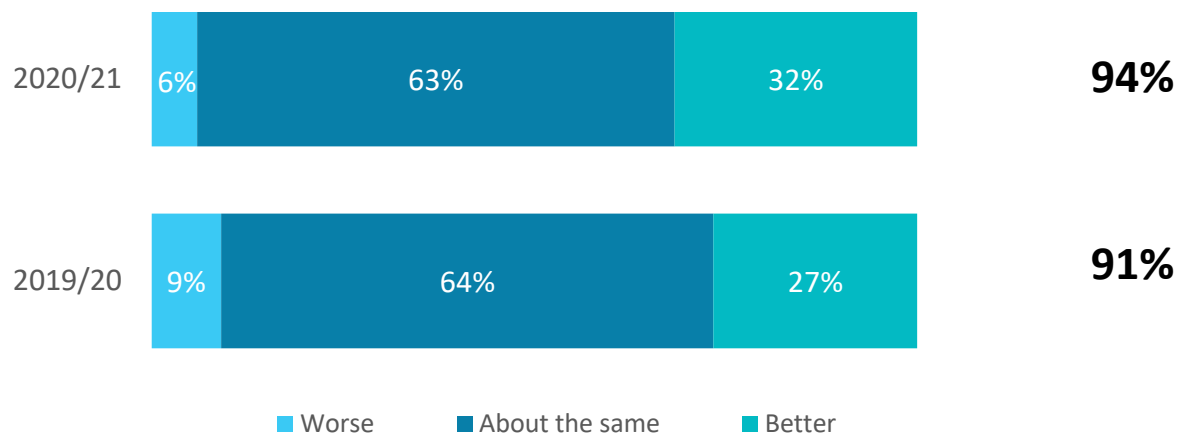
1. Sample: 2021 n=847 2020 n=950
2. PER5: Do you agree or disagree with the following statements about Ashburton District Council?
3. PER7: Ashburton District is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Are you satisfied with Council's role ensuring that new residents to the district are made to feel welcome and given adequate support?

Residents believe that Ashburton District is about the *same or better* as a place to live than it was three years ago

Perceptions of Ashburton District and Council

About the same/Better

Living in Ashburton
compared to three
years ago



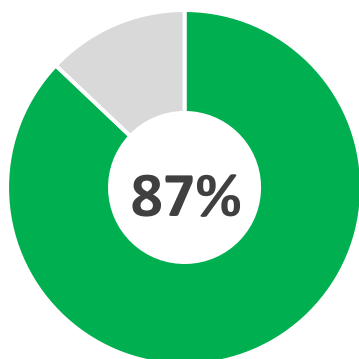
NOTES:

1. Sample 2021 n=847; 2020 n=950
2. PER6: Would you please think about the range and standard of amenities and activities which Council can influence? With these in mind, do you think the Ashburton District is better, about the same or worse as a place to live, than it was 3 years ago?

Nearly nine in ten residents are satisfied with the *State of the district's environment and biodiversity* (87%) and Council's *Activity to protect the environment* (88%)

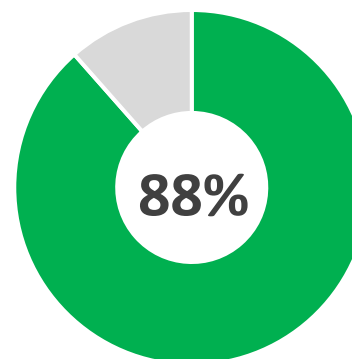
Environment and biodiversity

The state of the district's environment and biodiversity



■ Satisfied

Ashburton District Council's activity to care for the district's environment and biodiversity



■ Satisfied

NOTES:

1. Sample 2021 n=847; 2020 n=950
2. PER.1: Are you satisfied with: - The state of the district's environment and biodiversity? n=588
3. PER9.2: Are you satisfied with: - Ashburton District Council's activity to care for the district's environment and biodiversity? n=549



Sample profile

Sample profile

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
Male	382	45%	50%	Urban	407	48%	59%
Female	465	55%	50%	Rural	440	52%	41%

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
Pay rates	746	88%	86%	18-24	55	6%	10%
Do not pay rates	89	11%	12%	25-34	72	9%	18%
Unsure	10	1%	1%	35-44	98	12%	16%
				45-54	124	15%	17%
				55-64	164	19%	16%
				65-74	199	23%	13%
				75+	135	16%	11%



Appendix (Data tables)

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
Standard and safety of sealed roads	40%	35%	34%	57%	34%	42%
Standard and safety of the district's unsealed roads	56%	54%	47%	58%	49%	57%
Council's rubbish and recycling services	75%	75%	86%	93%	79%	82%
Public toilets	82%	95%	97%	94%	94%	90%
Cemeteries	96%	99%	97%	97%	97%	98%
Animal control (i.e. dogs and wandering stock)	90%	85%	85%	90%	90%	84%
Civil Defence (i.e. emergency management)	97%	94%	97%	100%	96%	96%
The public library service	100%	96%	97%	100%	98%	98%
Playgrounds	81%	92%	97%	100%	91%	92%
Ashburton Domain	92%	97%	98%	99%	97%	95%
Council-provided parks and open spaces	94%	96%	96%	100%	96%	96%

NOTES:

1. Sample: 2021 n=847

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
The EA Networks Centre	93%	89%	96%	100%	91%	95%
The Ashburton Museum	84%	90%	91%	97%	86%	93%
Economic and business development in the district	94%	84%	90%	97%	90%	91%
Tourism promotion of the district	78%	70%	71%	75%	71%	75%
Arts and culture in the district	86%	88%	88%	94%	85%	91%
Social services	94%	88%	96%	98%	95%	91%
Community events	93%	95%	96%	100%	94%	96%
Advocacy	79%	82%	80%	95%	81%	84%
Community safety	91%	80%	92%	92%	86%	90%
Alcohol licensing	95%	92%	90%	82%	90%	93%
Grants and funding to support community-led projects	97%	90%	97%	99%	95%	95%
Provision of CCTV and security patrols	88%	83%	94%	95%	87%	91%
Planning services	93%	80%	84%	88%	83%	88%
Building regulation service	93%	84%	89%	88%	85%	92%

NOTES:

1. Sample: 2021 n=847

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
Information service about property	99%	94%	95%	98%	94%	99%
Environmental monitoring / public health services	87%	87%	93%	96%	90%	89%
Website	84%	89%	93%	100%	90%	88%
Quality of the information Council supplies to the community	95%	87%	93%	97%	91%	93%
Performance of Council staff	95%	89%	90%	96%	88%	96%
Performance of the Mayor and Councillors	91%	84%	89%	97%	86%	91%
Rates spend	58%	70%	74%	89%	67%	75%
New resident support	93%	91%	96%	97%	96%	91%
Opportunities to have your say	82%	86%	91%	98%	87%	89%
Range of community facilities	92%	90%	96%	99%	94%	93%
Level of influence you have over Council decision-making	63%	59%	62%	85%	62%	65%
Feel a sense of community with others	89%	88%	94%	93%	90%	91%
State of the district's environment and biodiversity	56%	62%	61%	71%	65%	56%
Activity to care for the district's environment and biodiversity	51%	56%	59%	71%	60%	55%



Head Office

Telephone: + 64 7 575 6900

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

Website: www.keyresearch.co.nz

Contact information