



# 2021/22 Annual Residents' Survey

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## 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 2021/22 was n=871 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 +/- 3.32%.
- Data collection took place in four waves: between 2 September and 7 October 2021, 2 December and 10 January 2022, 2 March and 5 April 2022, and 25 May and 30 June 2022.

### 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 declined by 8% to 66% in 2022 compared to 74% in 2021. Satisfaction with *Rubbish and recycling* has improved with more than eight in ten residents (85%) satisfied. Satisfaction with *Playgrounds* and *Public toilets* has also increased 4% year-on-year.

2

Concerning local infrastructure, satisfaction with the standard and safety of *Sealed* and *Unsealed* roads continues to be a pain point with residents, mentioned frequently in the verbatim comments and has decreased in 2022. Satisfaction with the quality of *Drinking water supply* further declined in 2022. As previously mentioned *Rubbish and recycling* has recorded positive results in 2022.

3

Overall perceptions of the different public services provided by Council have a mixed review this year. Satisfaction with *Opportunities for grants and funding*, *Community events*, *Social services* and *Economic development* remain at a very high level. However satisfaction with *Overall performance*, *The Mayor and Councillors* and *Council staff* has decreased significantly when probed for comments on this dissatisfaction 63% of respondents mentioned *roading* as one of the main reasons.

4

Council's provision and maintenance of *Recreation and leisure* activities and facilities continues to be a very strong area of performance. Overall, residents are very highly satisfied with the *Public library service* (96%), *Cemeteries* (98%), and *Ashburton Domain* (96%) and a significant increase in satisfaction with *Playgrounds* also brings it into the mid 90's (95%).

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%). User satisfaction with *Environment monitoring/Public health* recovered from its decline in 2021 back up to 76%.

6

Almost all residents (92%) 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* have declined slightly but remain high (85% and 84%, respectively).



## Performance summary

## Overall performance: Summary

	2022	2021	% point change
<b>Overall Performance</b>	<b>66%</b>	<b>74%</b>	<b>-8</b>
Rubbish & recycling, overall	85%	80%	+5
Public toilets	96%	92%	+4
Playgrounds	95%	91%	+4
Ashburton Museum	93%	90%	+3
Community safety	91%	88%	+3
Opportunities for grants and funding	97%	95%	+2
Social services	95%	93%	+2
Quality of information (about Council activities and events)	94%	92%	+2
Cemeteries	98%	97%	+1
Animal control	88%	87%	+1
Arts & culture	89%	88%	+1
CCTV and security patrols	90%	89%	+1
Environmental monitoring/public health	91%	90%	+1
The Ashburton Art Gallery, services and programmes	88%	-	-
Emergency management/Civil Defence	96%	96%	-
Ashburton Domain	96%	96%	-
Property information services	96%	96%	-
Council's website	89%	89%	-
Lifestyle opportunities available	95%	95%	-

## Overall performance: Summary

	2022	2021	% point change
Council-provided parks and open spaces	95%	96%	-1
Community events	94%	95%	-1
Alcohol licensing	91%	92%	-1
Level of influence over Council decision-making	63%	64%	-1
Public library	96%	98%	-2
Range of community facilities	91%	93%	-2
Opportunities to have your say	86%	88%	-2
State of the district's environment and biodiversity	85%	87%	-2
Advocacy	79%	82%	-3
New resident support	91%	94%	-3
Economic development	87%	90%	-3
Contact, overall	86%	89%	-3
Activity to care for the district's environment and biodiversity	84%	88%	-4
EA Networks Centre	88%	93%	-5
Mayor and Councillors	83%	89%	-6
Planning services	79%	86%	-7
Rates spend	63%	70%	-7
Unsealed roads	46%	53%	-7
Drinking water	74%	82%	-8
Building services	79%	88%	-9
Council staff	81%	92%	-11
Sealed roads	24%	38%	-14

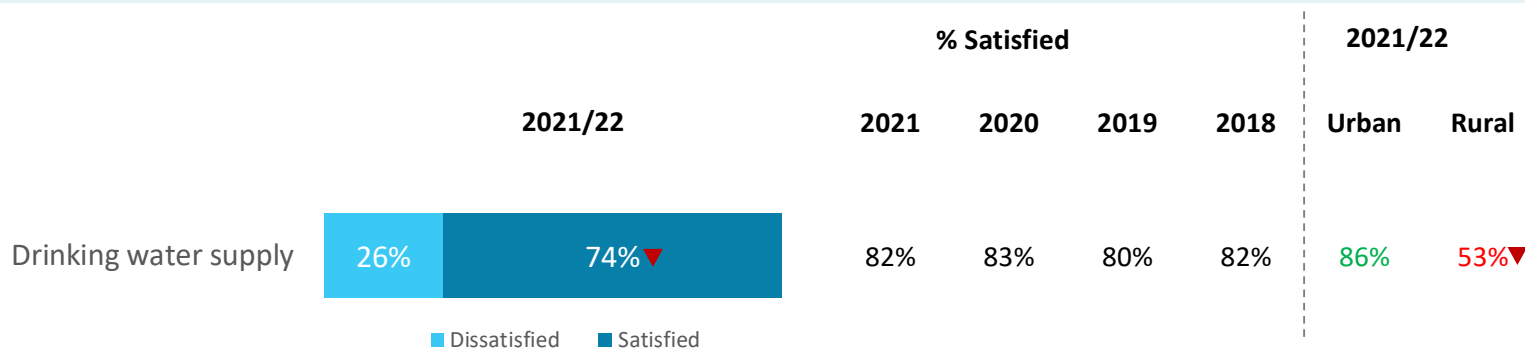


## Local infrastructure

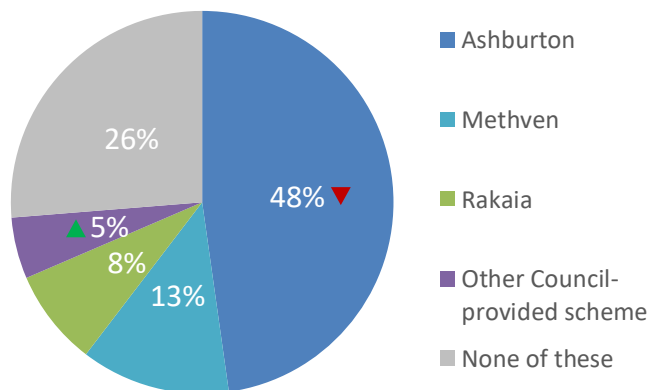


## Drinking water supply

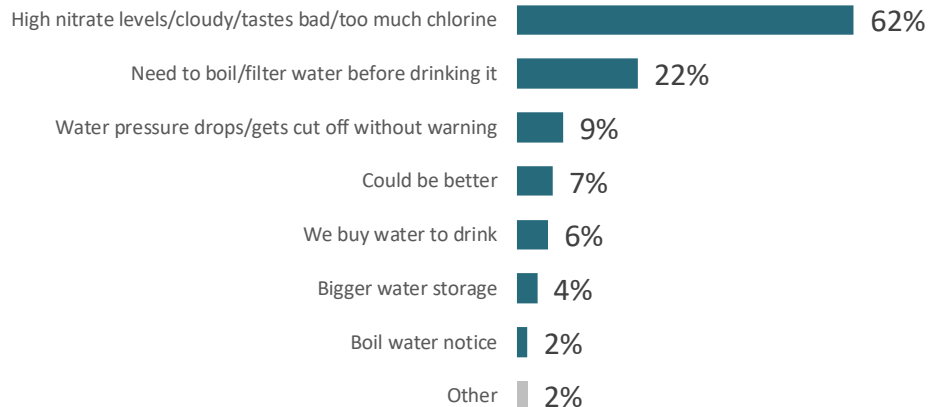
Residents' satisfaction with *Drinking water supply* has declined significantly against previous years' results down 8% year-on-year. Almost half of residents (48%) are connected to the *Ashburton water supply* a significant decrease on last years proportion.



### Water supply connected to



### Reasons for Dissatisfaction

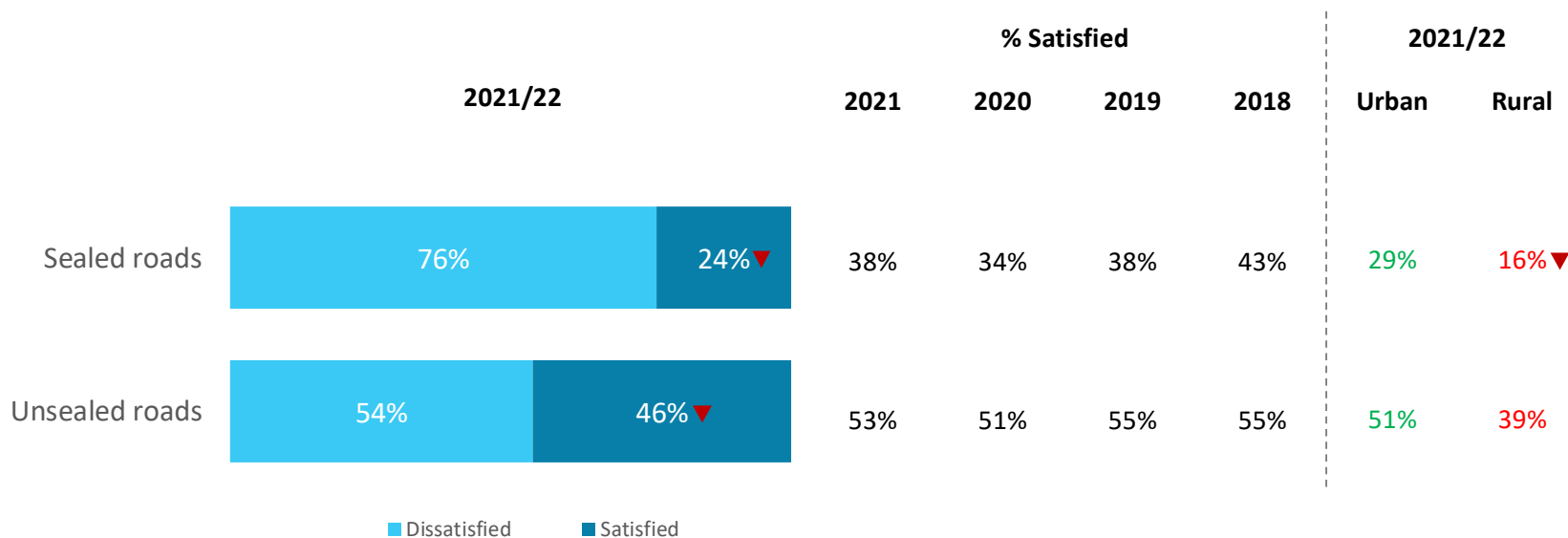


NOTES:

- Sample 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
- WS2. Are you satisfied with the drinking water supply? n=608; Dissatisfied n=143; Excludes Don't know

## Transportation: Standard and safety of roads

Satisfaction with the standard and safety of both *Sealed* and *Unsealed* roads has significantly decreased year-on-year. Urban residents are significantly more satisfied than rural residents.



NOTES:

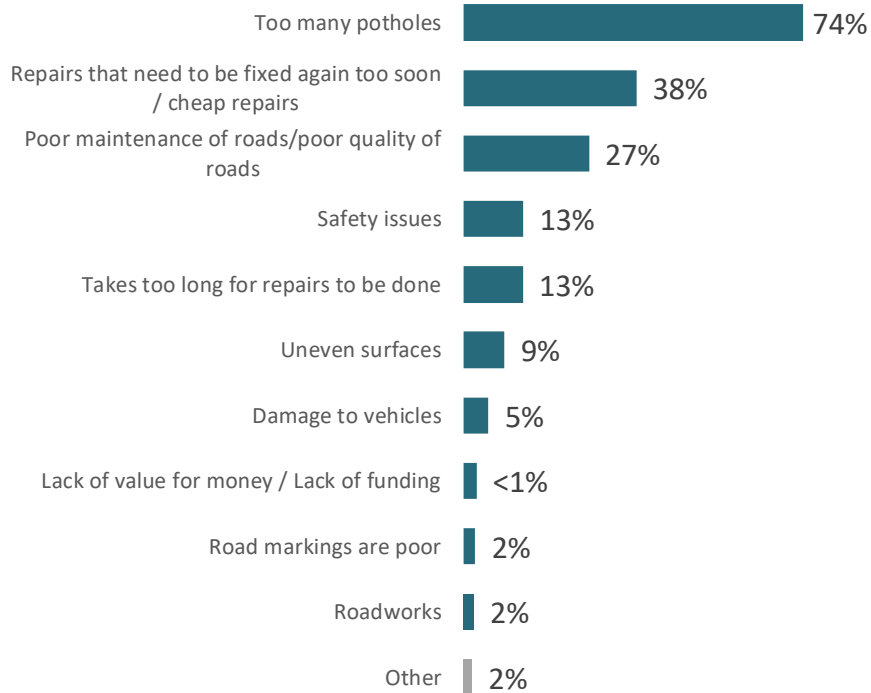
- Sample 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
- SF1A.1: For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied with the standard and safety of sealed roads/unsealed roads, excluding state highways; n=816; Excludes Don't know

▲ **Year-on-year** Significantly higher  
▼ **Year-on-year** Significantly lower  
▲ **Between demographics** Significantly higher  
▼ **Between demographics** Significantly lower

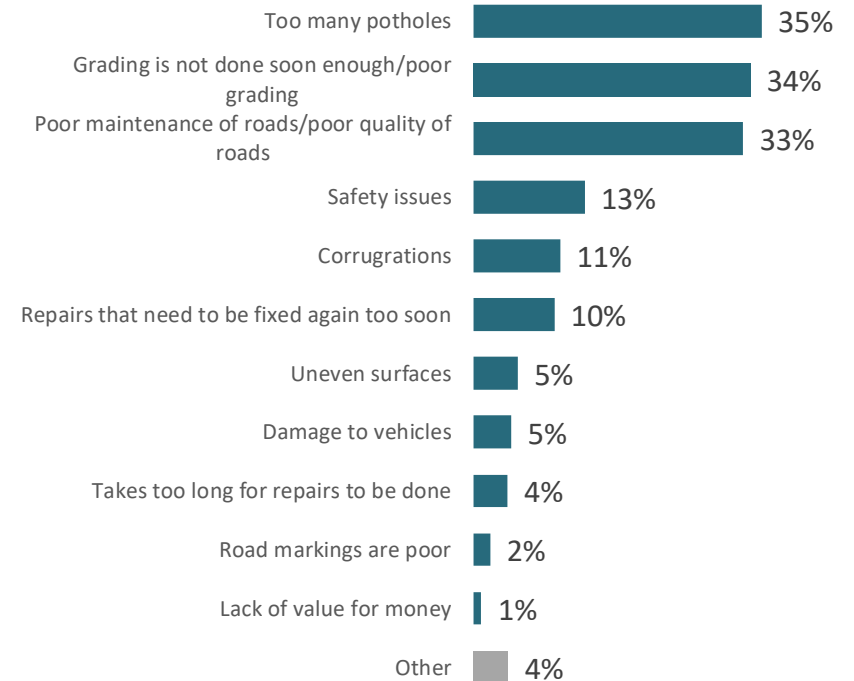
## Transportation: Dissatisfaction with the standard and safety of roads

*Too many potholes* was stated as the top reason for dissatisfaction with the standard and safety of both *Sealed* and *Unsealed* roads with 74% and 35% of commentators stating this respectively.

Reasons for Dissatisfaction – Sealed roads



Reasons for Dissatisfaction – Unsealed roads

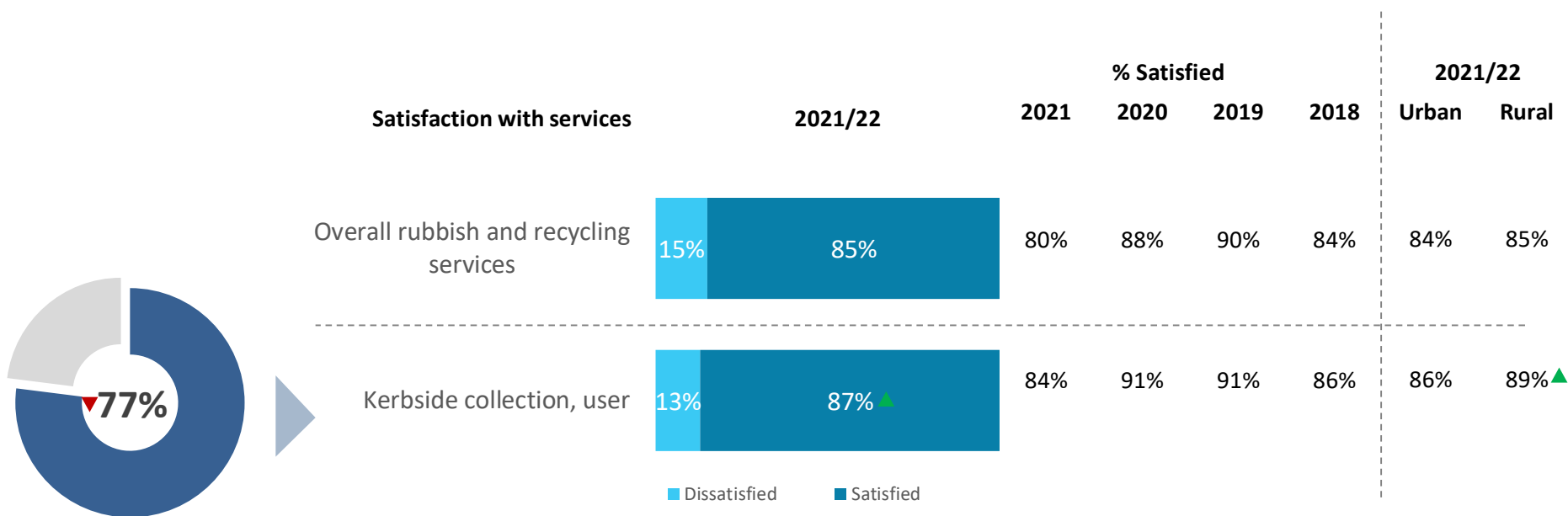


NOTES:

1. Sample: 2022 n=871; 2021 n=847
2. SF1B. Why are you dissatisfied with sealed/unsealed roads in the district? Sealed roads n=479, Unsealed roads n=278

## Waste reduction and recovery

Usage of *Council's kerbside collection* has significantly decreased year-on-year to 77%. Satisfaction with *Overall rubbish and recycling services* has slightly increased and satisfaction with *Kerbside collection users* increased significantly to 87%.



### ■ Use kerbside collection

In 2021, 81% of the residents have used Council's kerbside collection service.

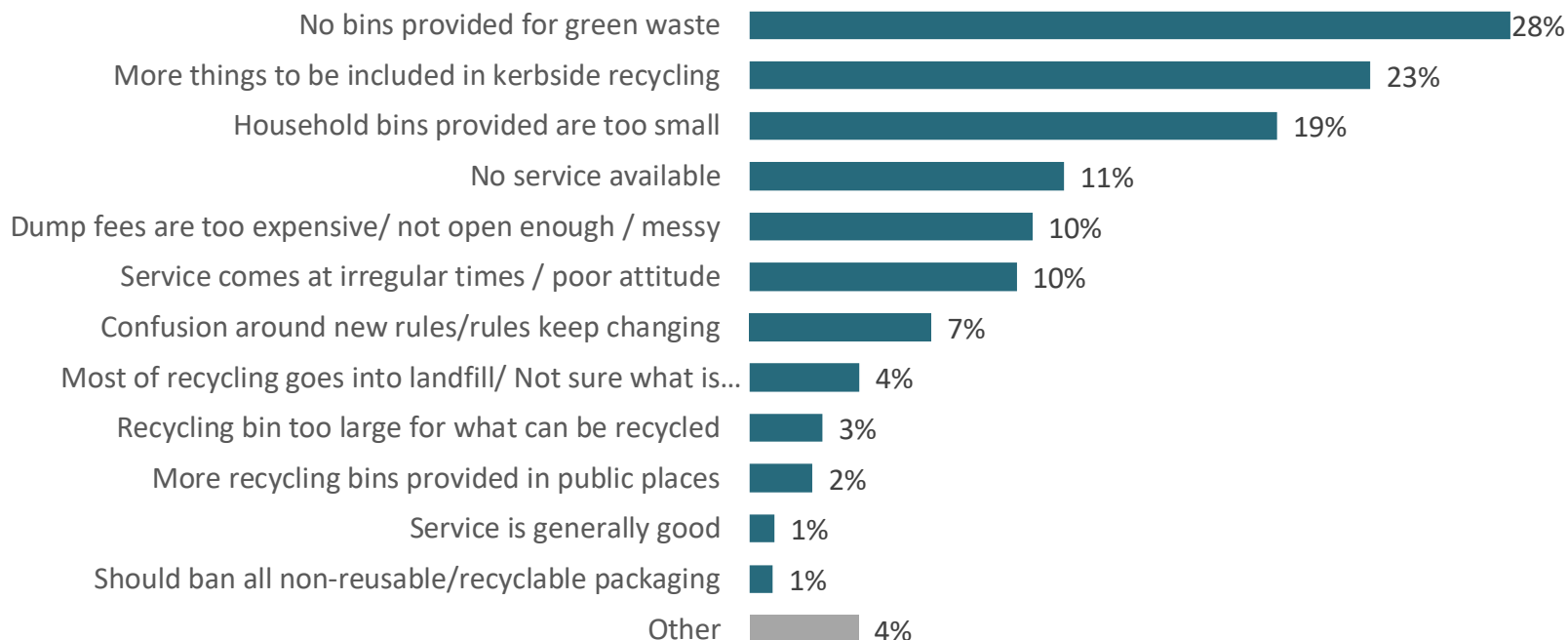
NOTES:

1. Sample 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440; use kerbside collection n=637
2. SF2A.1: Are you satisfied with the following? Council's rubbish and recycling services? n=774
3. RC1: Where you live, does the Council provide a regular kerbside rubbish and recycling collection service? n=795
4. RC2: And are you satisfied or dissatisfied with the kerbside rubbish and recycling collection service? n=635

## Dissatisfaction with rubbish and recycling services

Out of those who are dissatisfied with the *Rubbish and recycling services* *No bins provided for green waste* was the most common comment with almost three in ten respondents (28%) indicating that this was an issue. There was also concerns with the limitations of what could go in the provided recycling bins and that *Household bins provided are too small* (19%).

Reasons for Dissatisfaction

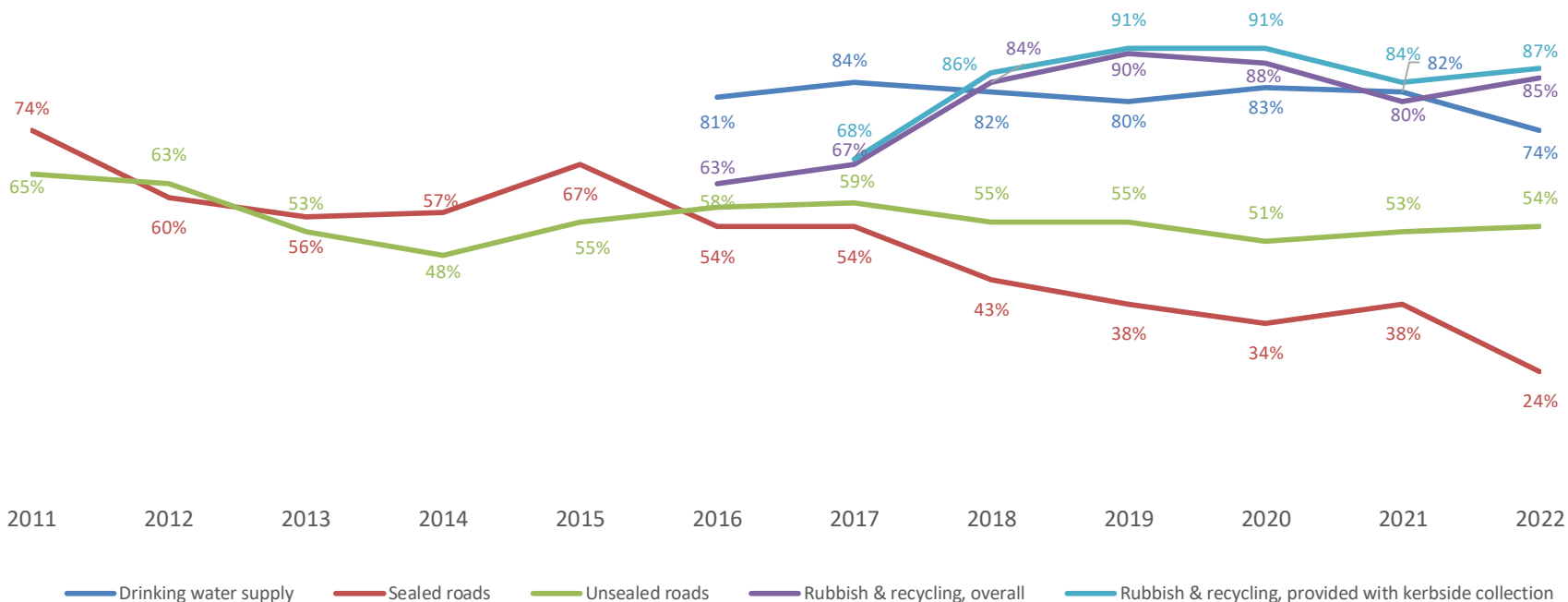


NOTES:

1. Sample 2022 n=871; 2021 n=847
2. SF2B.1. Why are you dissatisfied with Council's rubbish and recycling services? n=124

## Local infrastructure: Trend in satisfaction (2011 – 2022)

Satisfaction with the District's waste management and *unsealed roads* have improved on last year's results while satisfaction with *water supply* and *sealed roads* have decreased.



### NOTES:

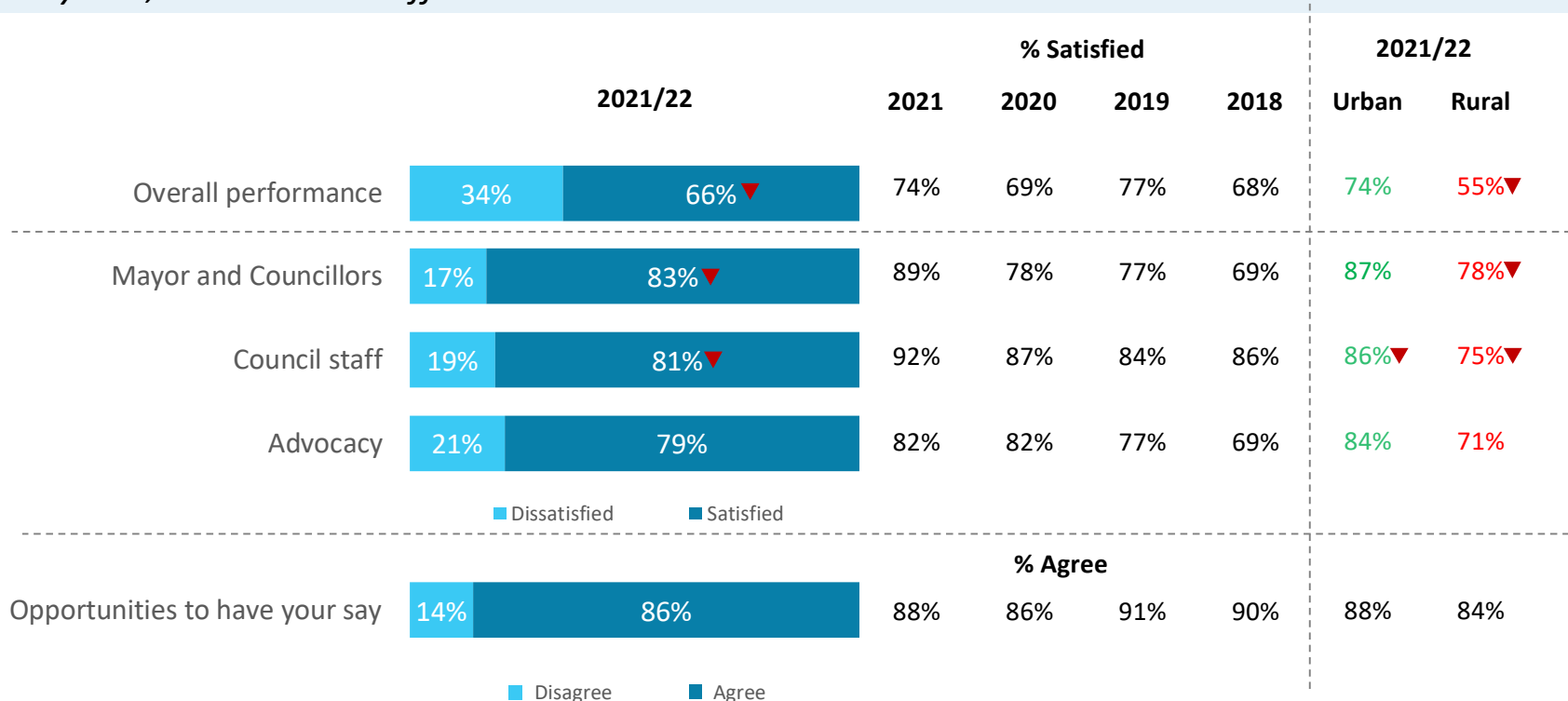
1. Sample: 2022 n=871; 2021 n=847; 2020 n=950
2. WS2: Are you satisfied with the drinking water supply?
3. SF1A.1: For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied with the standard and Safety of sealed roads, excluding 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

## Community governance and decision-making

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



NOTES:

- Sample 2022 n=871; 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=725
- PER1.3: Are you satisfied or dissatisfied with: The performance of Council staff in the last year? n=537
- PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year? n=582
- 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=580
- PER1.1: Do you agree or disagree with the following statements about Ashburton District Council? Council provides opportunities to have your say; n=581

▲ Year-on-year Significantly higher  
▼ Year-on-year Significantly lower  
▲ Between demographics Significantly higher  
▼ Between demographics Significantly lower



## Dissatisfaction with Council's Overall performance

*Roading issues and Overspending are still the top reasons for dissatisfaction with Council's Overall performance. Roading issues / Roadworks / Pot holes are mentioned by 63% of commentors.*

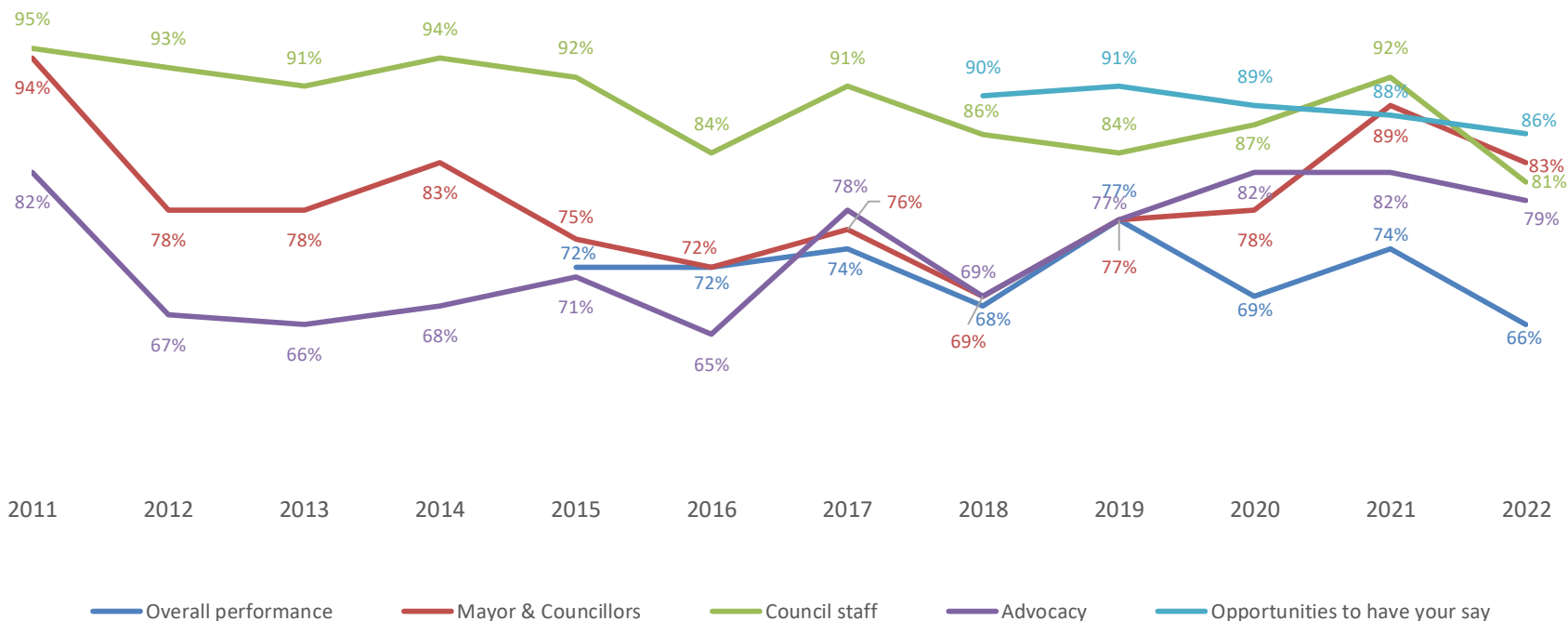


NOTES:

1. Sample 2022 n=871;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=213

## Community governance and decision-making: Trend in satisfaction (2011 – 2022)

Residents' satisfaction across all metrics have decreased in 2022. Satisfaction with *Council staff, Mayor and Councillors*, and *Overall performance* have decreased significantly while satisfaction with *the advocacy role Council plays for the district* and *opportunities to have your say* have decreased slightly.

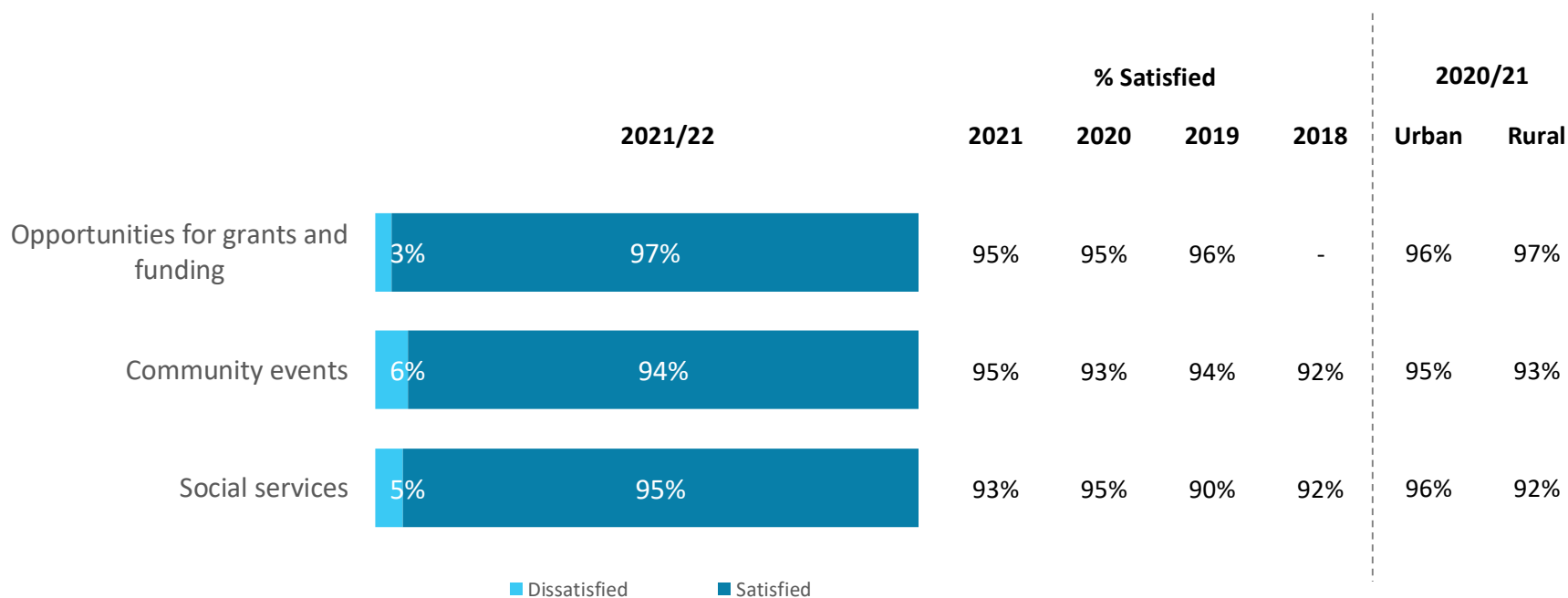


NOTES:

1. Sample: 2022 n=871; 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

## Community events and grants

Satisfaction results for *opportunities for grants and funding, Community events, and Social services* remain very high in 2022.

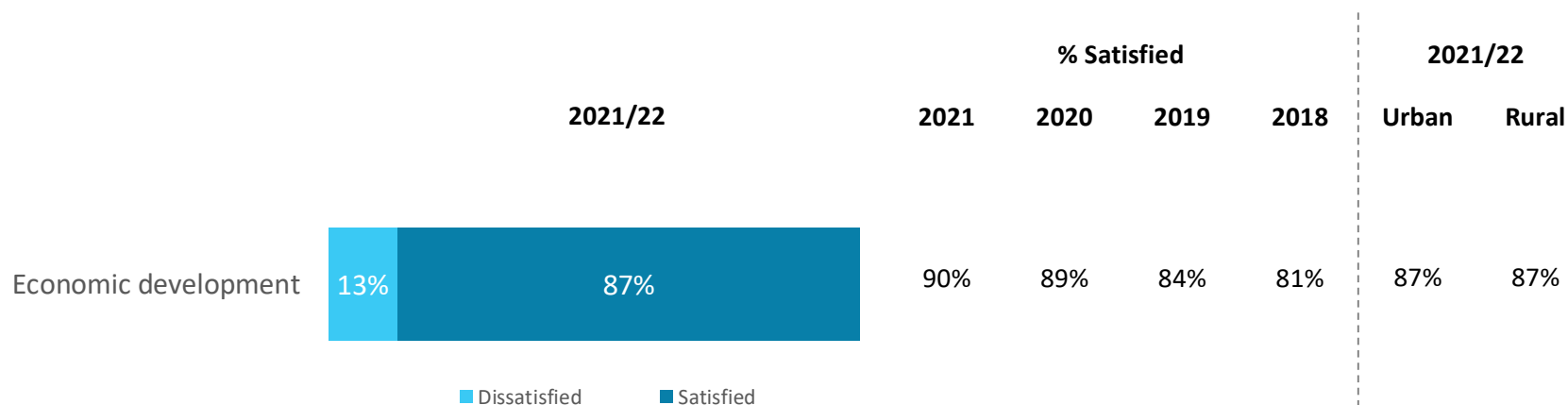


NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
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; n=575
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; n=651
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? n=538

## Economic development and tourism promotion

Satisfaction with *Economic development* and *Tourism promotion* has declined slightly year-on-year but remains high with almost nine in ten respondents (87%) satisfied.



NOTES:

1. Sample: 2022 n=871; 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=480

## Dissatisfaction with Council's Economic development

A large proportion of commentators that were dissatisfied with the Council's role in economic development were of the perception that there was *poor management* in this sector. 27% of commentators want more support for *local businesses, small businesses, and business ventures*.

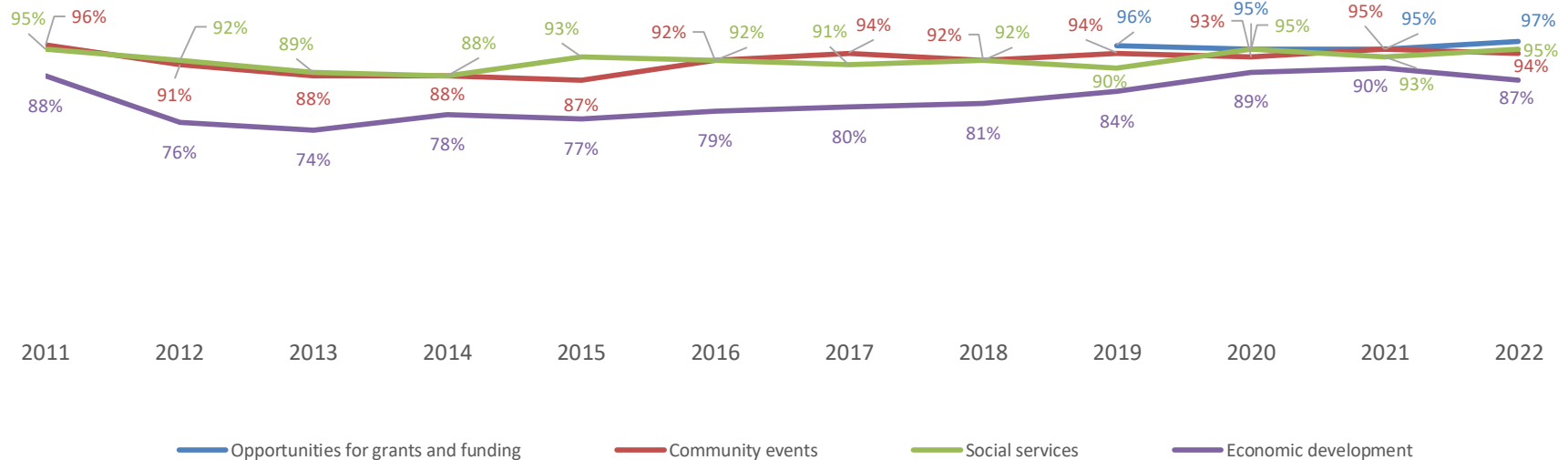


NOTES:

1. Sample 2022 n=871; 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=480
3. SF4B.1: Why are you dissatisfied with the Council's role in economic and business development? n=56

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

Results remain relatively consistent across all metrics year-on-year.

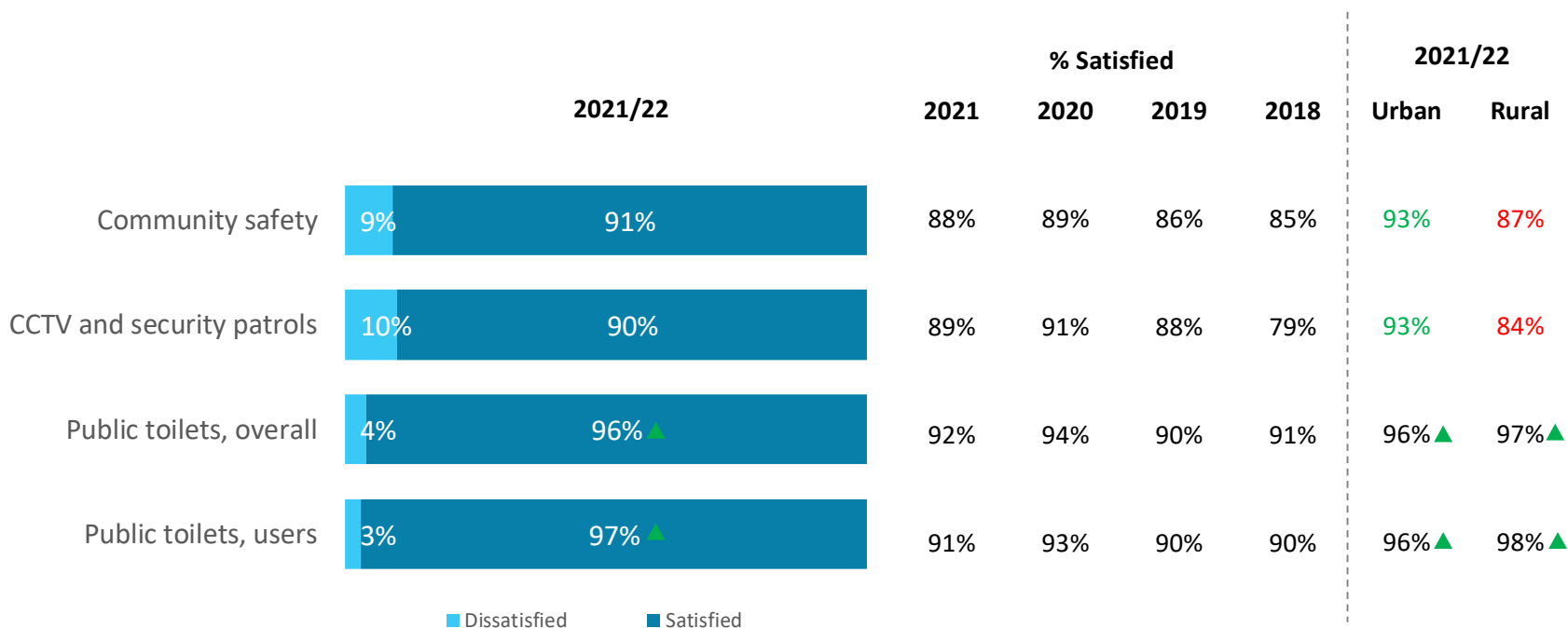


NOTES:

1. Sample: 2022 n=871; 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?

## Community services

Results remain consistently high regarding *Community safety* and *CCTV and security patrols* with 91% and 90% of residents satisfied, respectively. Satisfaction with *Public toilets* has improved significantly both overall and among users.

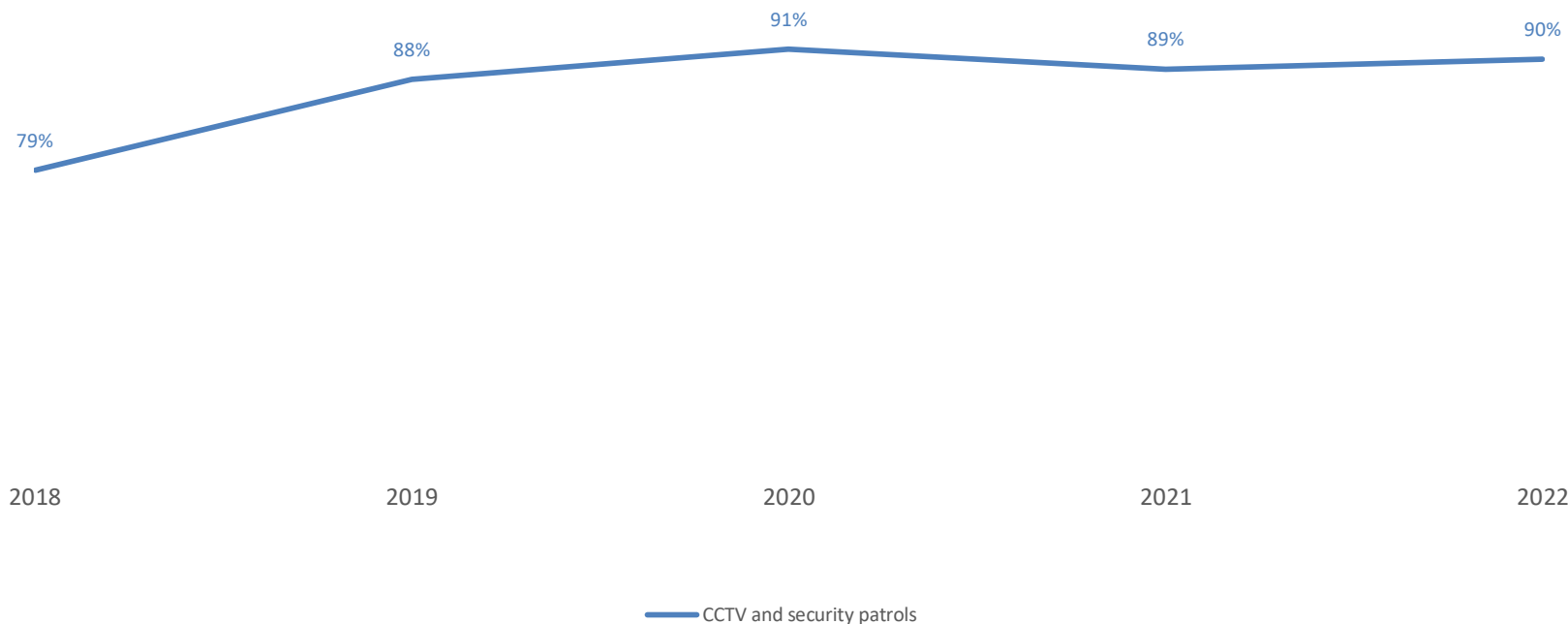


NOTES:

1. Sample: 2022 n=871;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=695
3. SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=640
4. SF2A.2: Are you satisfied with the following? Public toilets; n=649; users of public toilets n=522

## Community services: Trend in satisfaction (2018 – 2022)

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



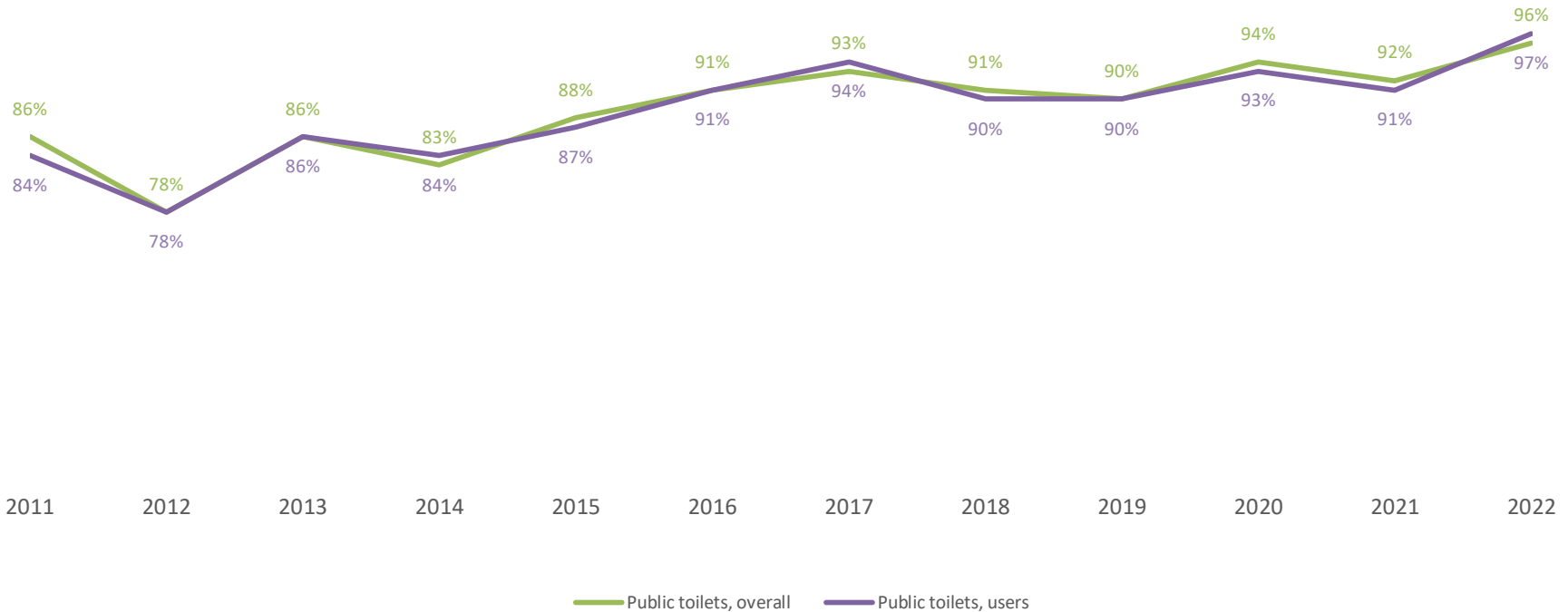
NOTES:

1. Sample: 2022 n=871;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?



## Community services: Trend in satisfaction (2011 – 2022)

Satisfaction with *Public toilets* record their highest results since measurement began.

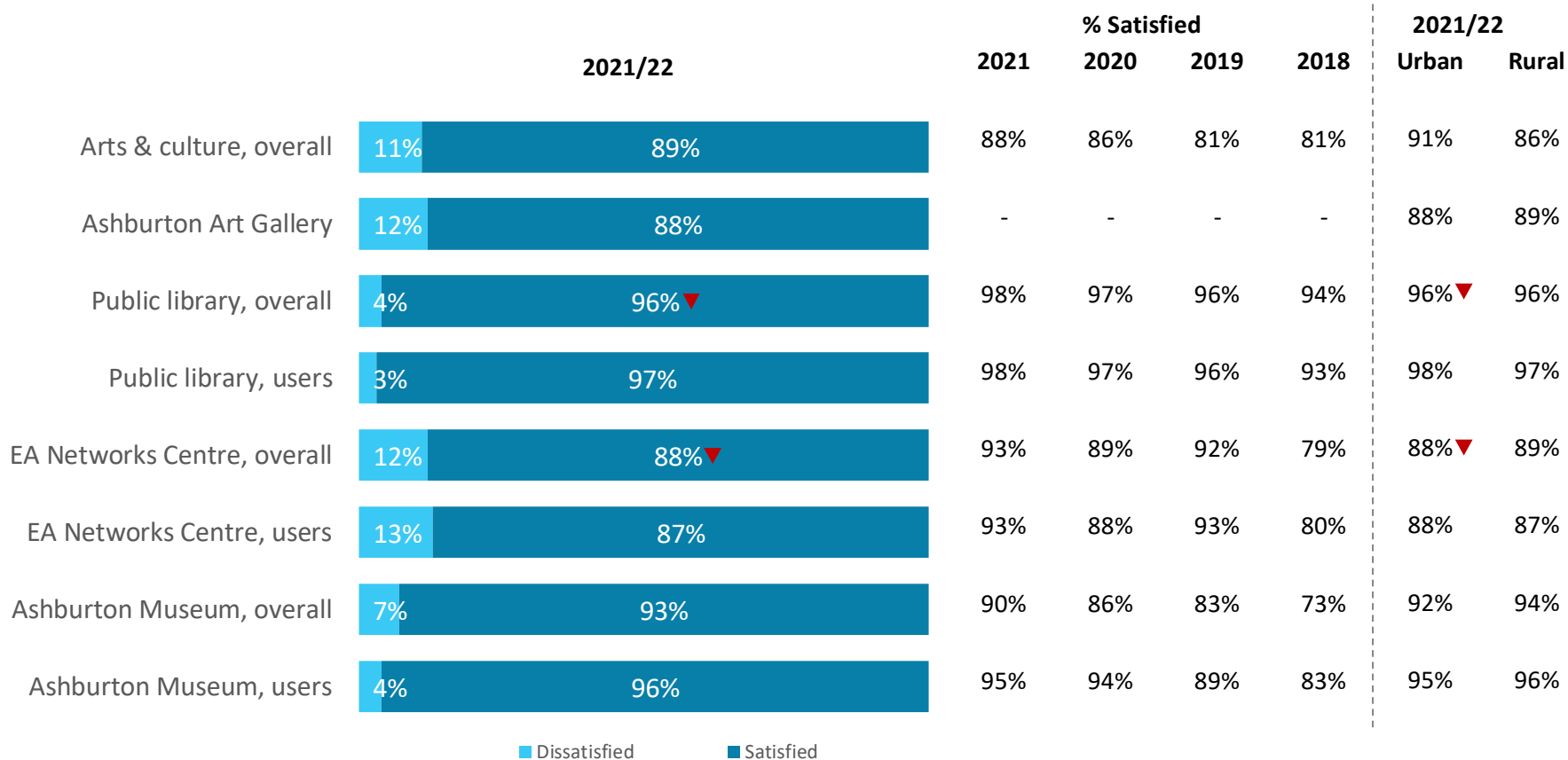


NOTES:

1. Sample: 2022 n=871;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=695
3. SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=640
4. SF2A.2: Are you satisfied with the following? Public toilets; n=583; users of public toilets n=625

## Recreation and leisure

Perceptions of *Recreation and leisure* activities and facilities in the district remain high despite significant decreases in satisfaction with *Public library overall* and *EA Networks Centre overall*.



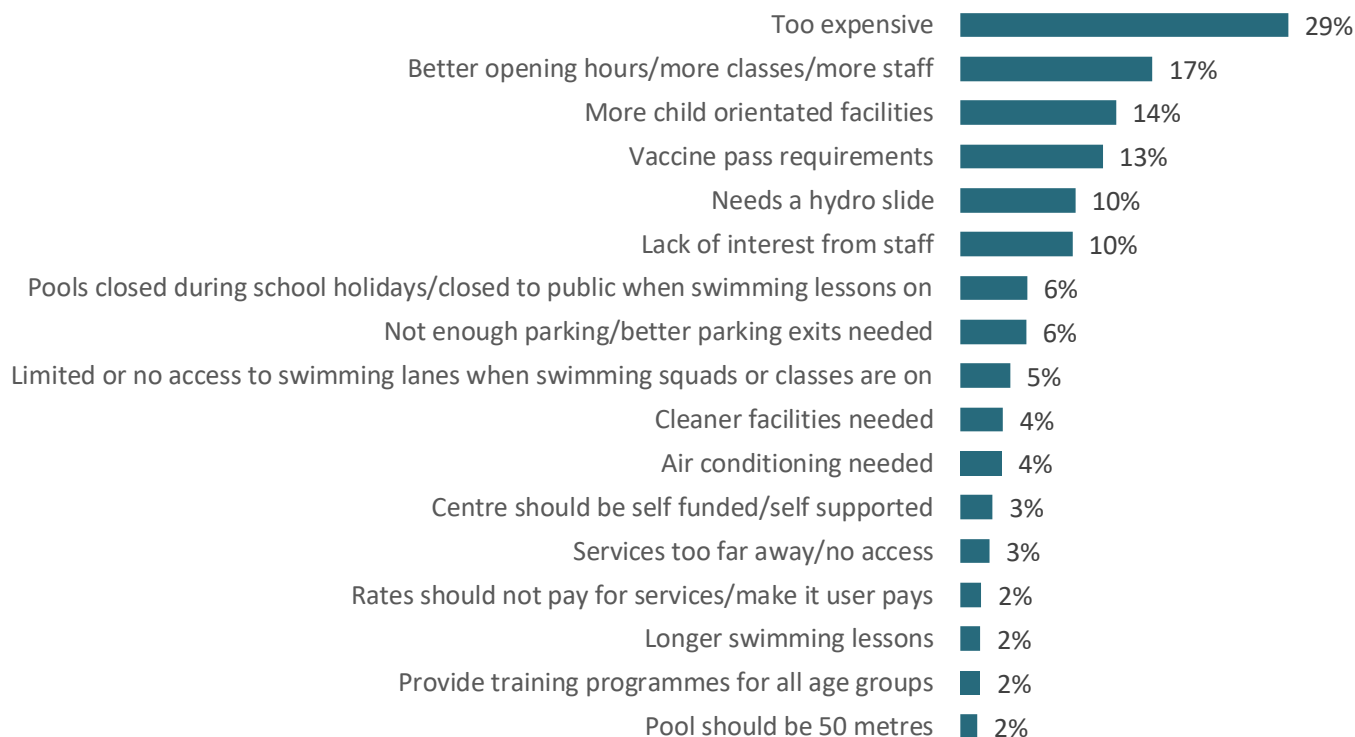
■ Dissatisfied      ■ Satisfied

NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
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? n=553
3. SF3A. And, are you satisfied with some of the facilities provided? Public library users n=385, EA networks centre users n=433, Ashburton museum users n=267

## Dissatisfaction with The EA Networks Centre services and programmes.

*Too expensive* is the most common comment among those dissatisfied with the services and programmes offered by the EA Networks Centre. *Better opening hours / more classes* and *more child orientated facilities* were also frequently mentioned.

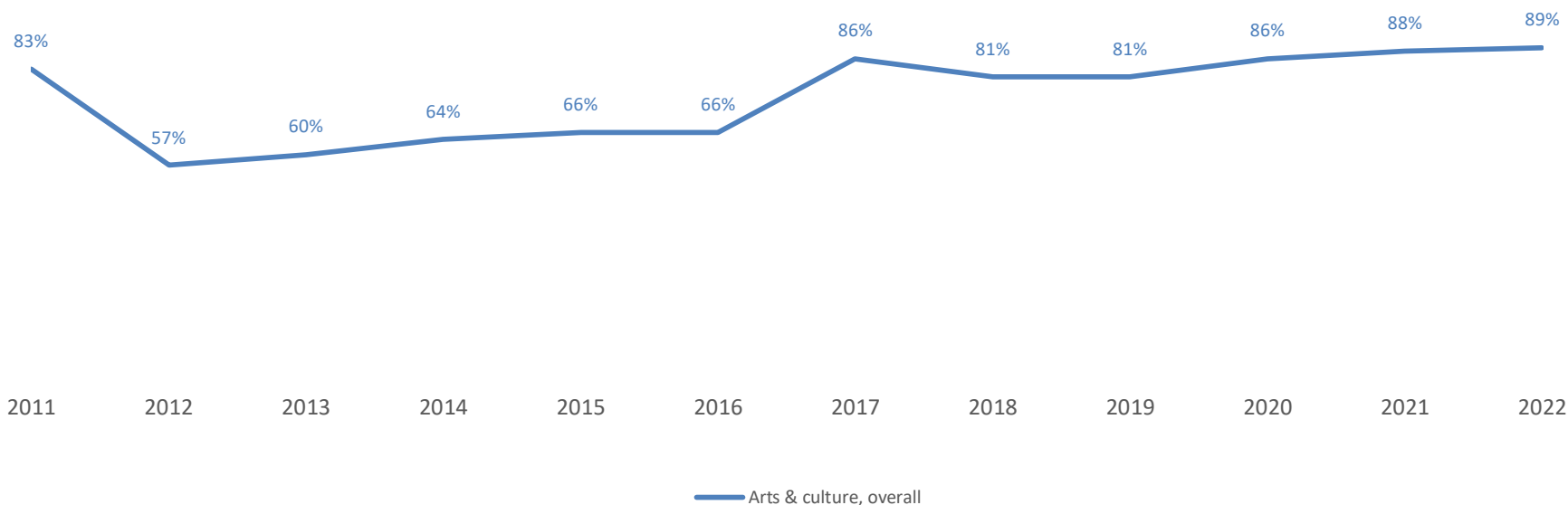


NOTES:

1. Sample 2022 n=871;2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF3B5. If dissatisfied at SF3A.5: Why are you dissatisfied with the EA Networks Centre services and programmes? n=47

## Arts and culture: Trend in satisfaction (2011 – 2022)

Satisfaction with Council's support for *Arts and culture* remains consistently high.

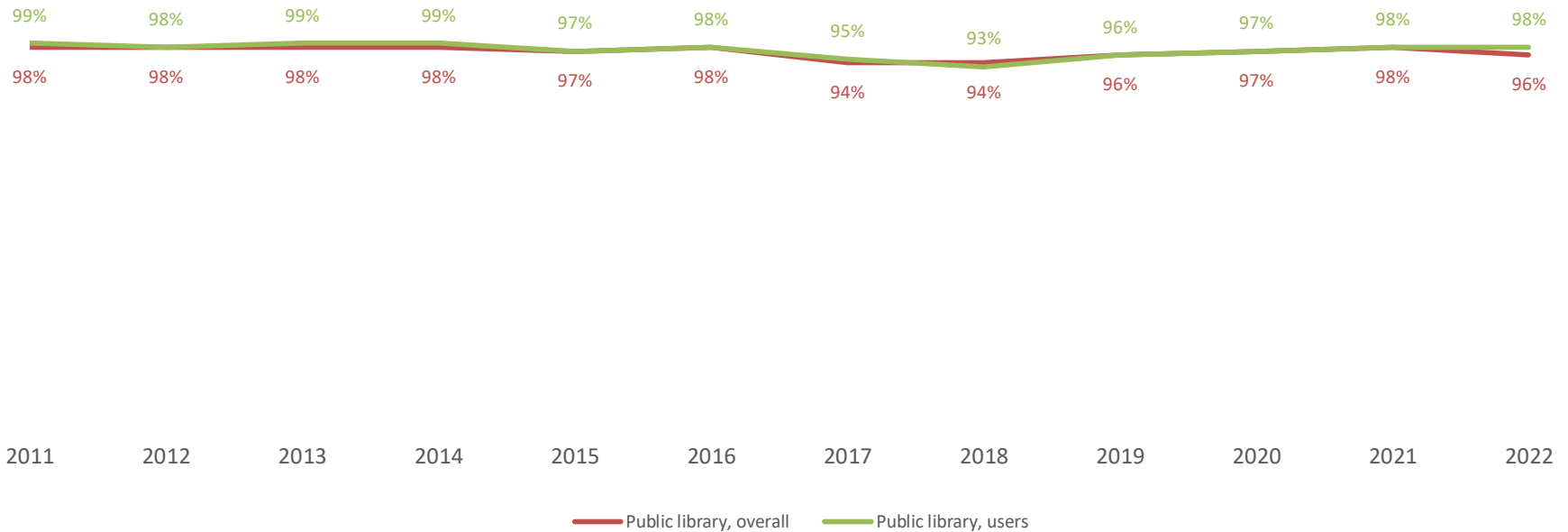


NOTES:

1. Sample: 2022 n=871;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?

## Public library: Trend in satisfaction (2011 – 2022)

Perceptions of Council's *Public library service* have been very favourable in the past decade, overall satisfaction with the *Public library* has decreased slightly to 96% but remains very high.

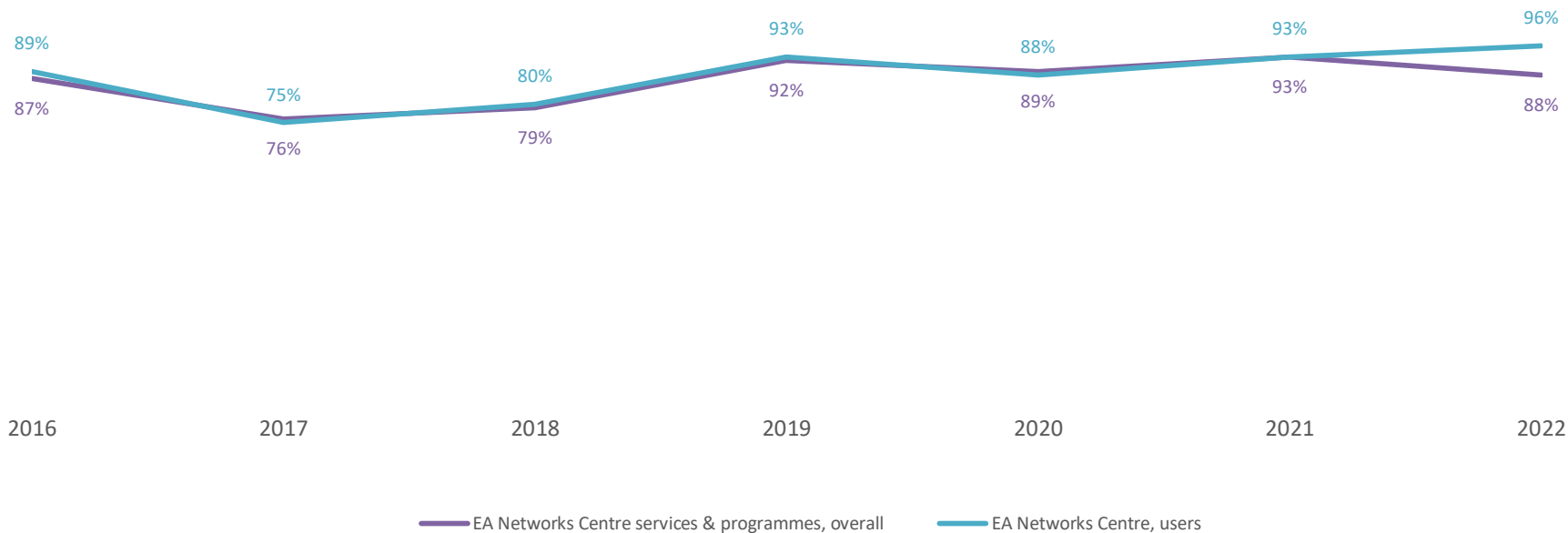


NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

## EA Networks Centre: Trend in satisfaction (2016 – 2022)

Satisfaction with *EA Networks Centre* has decreased significantly overall and increased slightly amongst users.

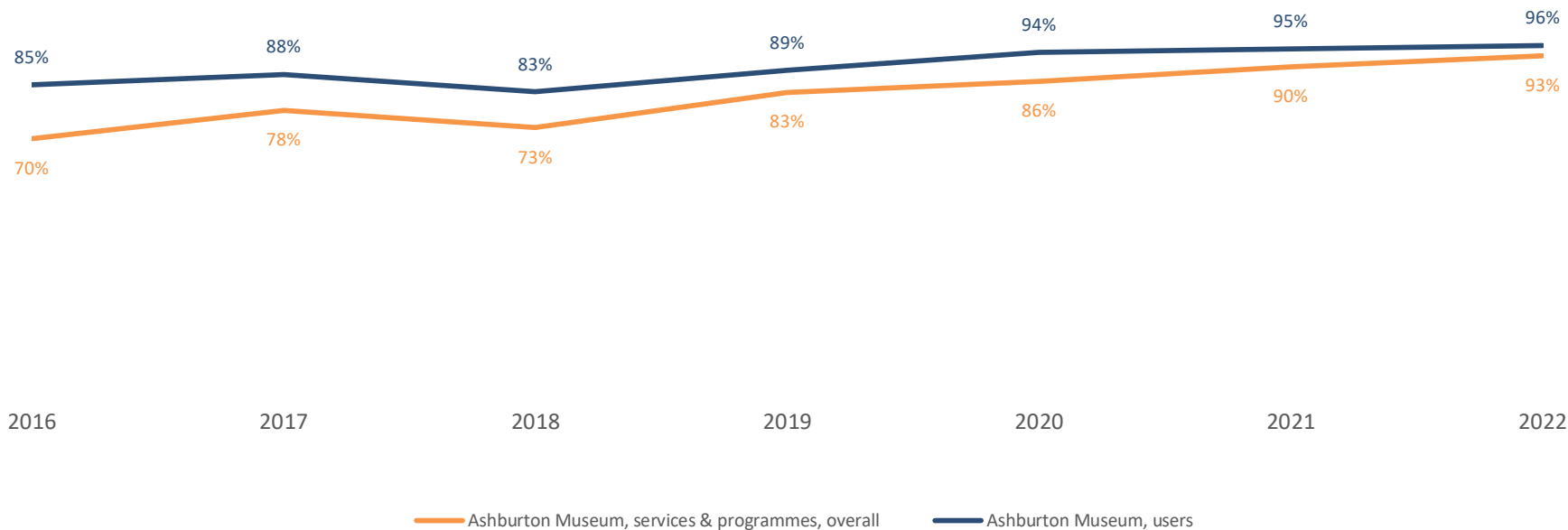


NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

## Ashburton museum: Trend in satisfaction (2016 – 2022)

Residents' satisfaction with the *Ashburton Museum* continues to rise steadily.

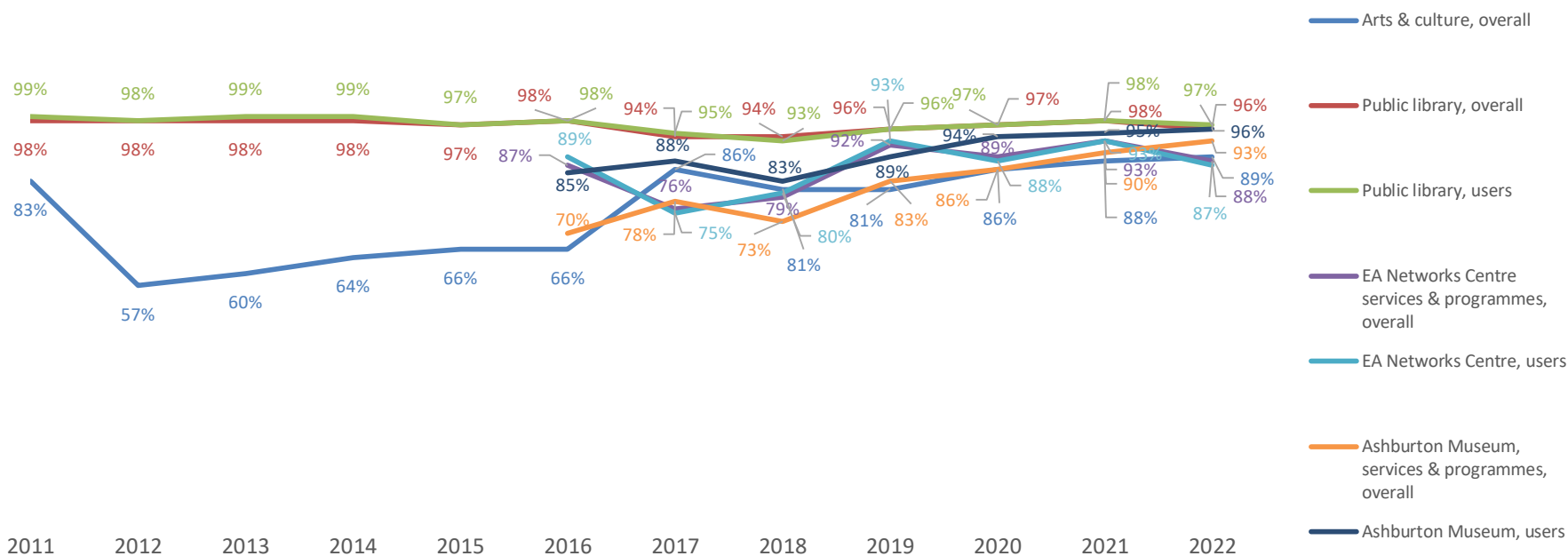


NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

## Recreation and leisure: Trend in satisfaction (2011 – 2022)

Council's performance in the provision and maintenance of *Recreation and leisure* services and facilities continues to be rated very highly.



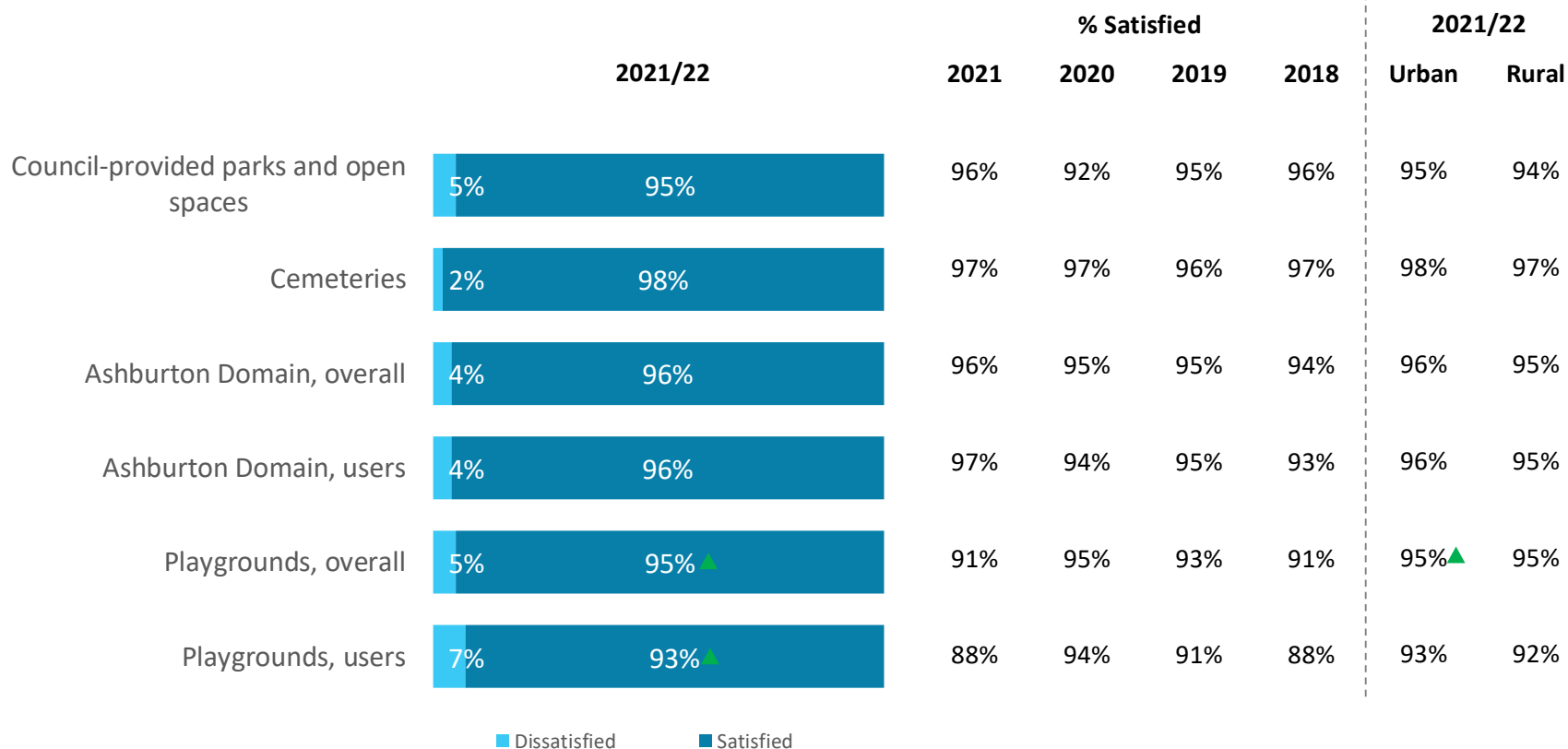
NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?



## Parks and open spaces

Satisfaction with *Parks and open spaces* in the district is very high with *Cemeteries* having the highest satisfaction level overall (98%), Satisfaction with *Playgrounds* (both overall and amongst users) has significantly risen.

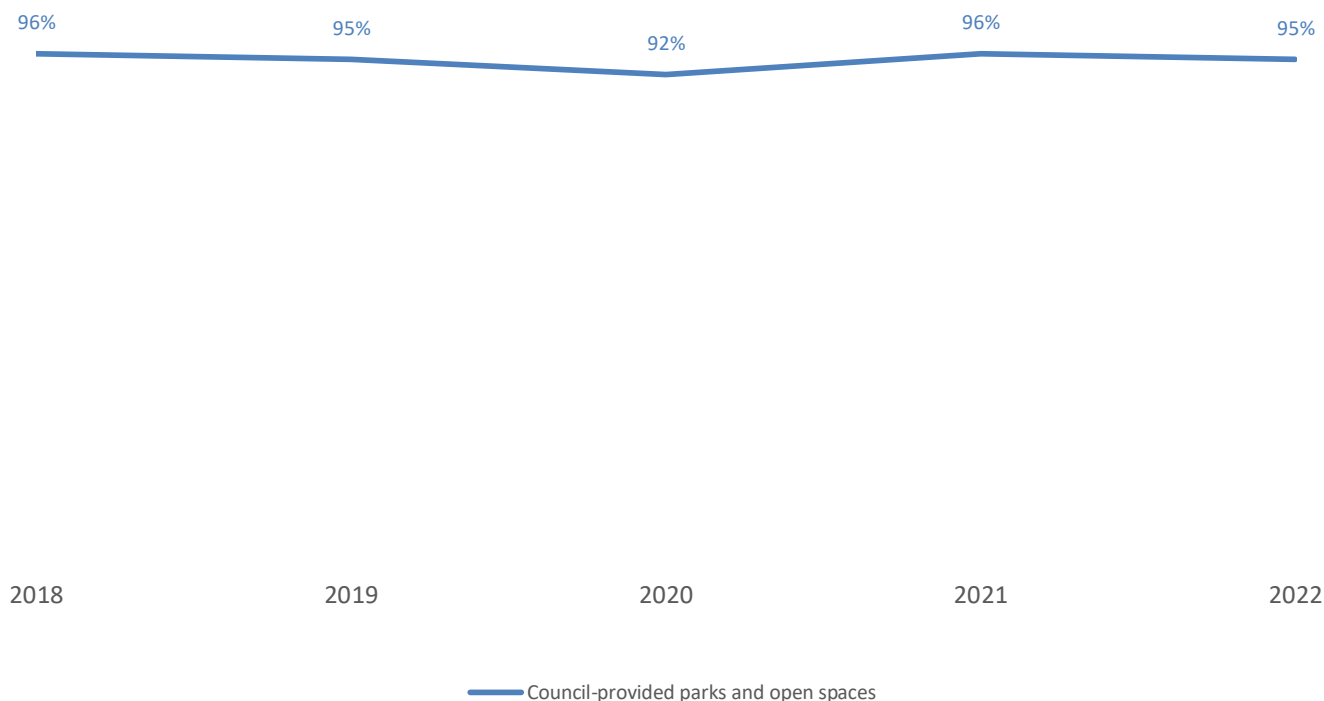


NOTES:

1. Sample 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF2A.3: Are you satisfied with the following? Cemeteries n=602
3. SF3A. And, are you satisfied with some of the facilities provided? Ashburton domain users n=655, playground users n=430

## Council-provided parks and open spaces: Trend in satisfaction (2018-2022)

Satisfaction with *Council-provided parks and open spaces* has slightly decreased year-on-year but remains very high at 95%.

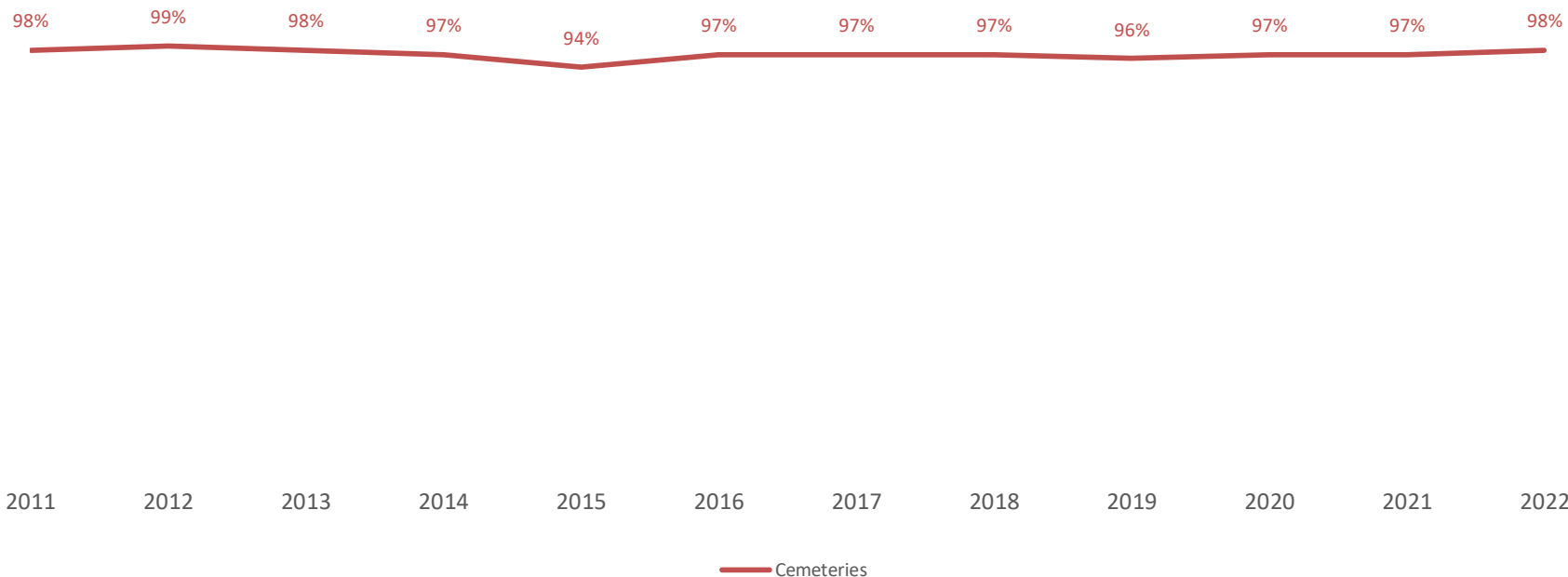


NOTES:

1. Sample 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

## Cemeteries: Trend in satisfaction (2011 – 2022)

In the past decade, almost all residents are satisfied with *Cemeteries* in the district 2022 has recorded the highest result (98%) since 2012 (99%).

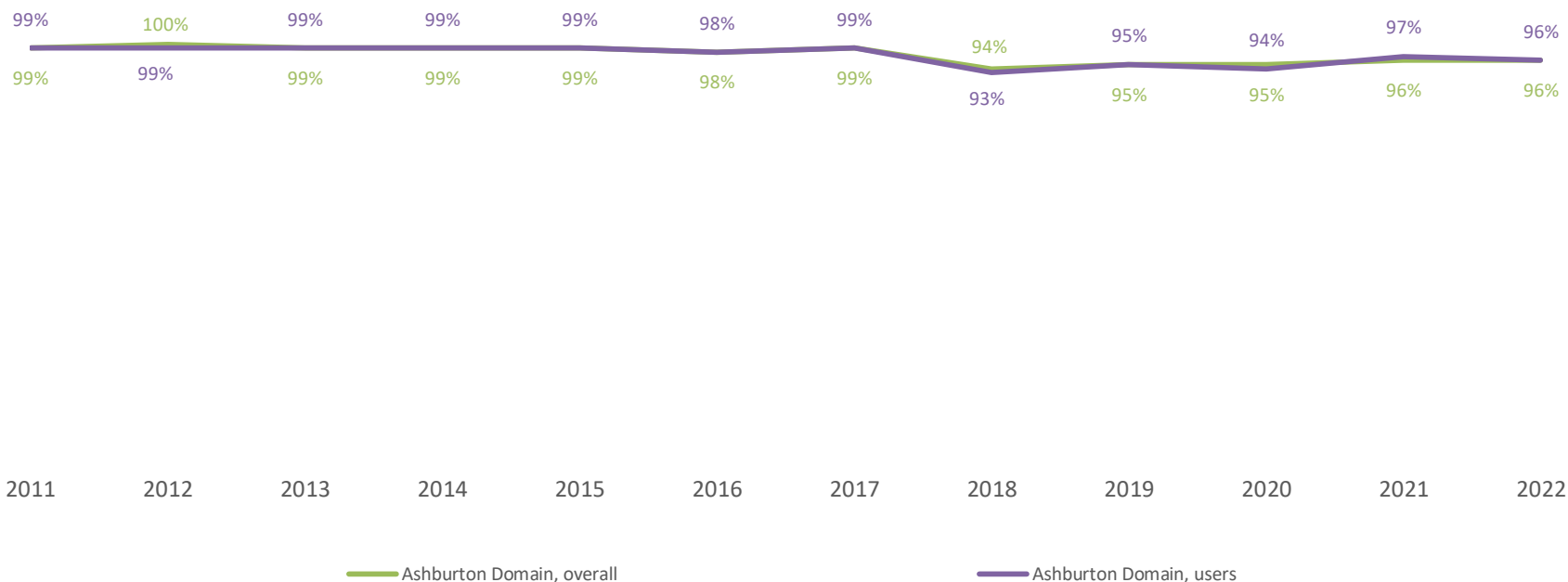


NOTES:

1. Sample 2022 n=871;2021 n=847; 2020 n=950
2. SF2A.3: Are you satisfied with the following?

## Ashburton Domain: Trend in satisfaction (2011 – 2022)

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

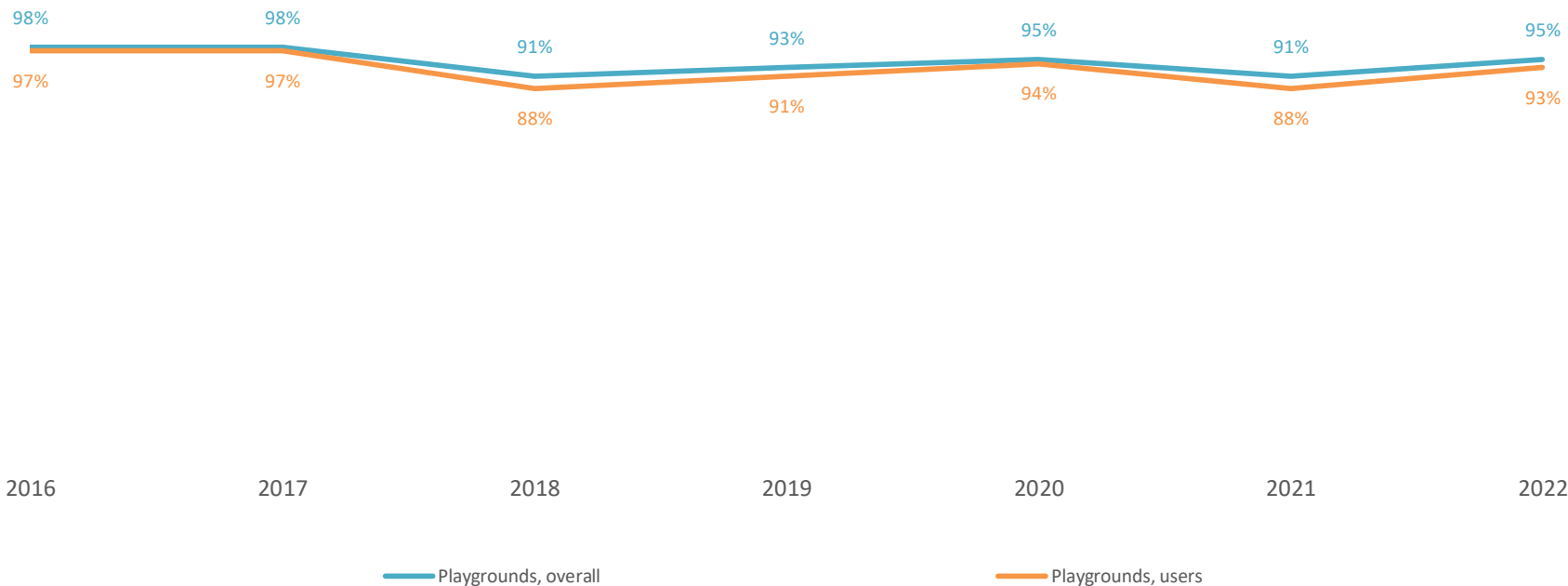


NOTES:

1. Sample 2021 n=00; 2020 n=950; urban n=585, rural n=365
2. SF3A. And, are you satisfied with some of the facilities provided?

## Playground: Trend in satisfaction (2016 – 2022)

There has been a significant increase in both overall and user satisfaction in terms of the maintenance of district *Playgrounds*.



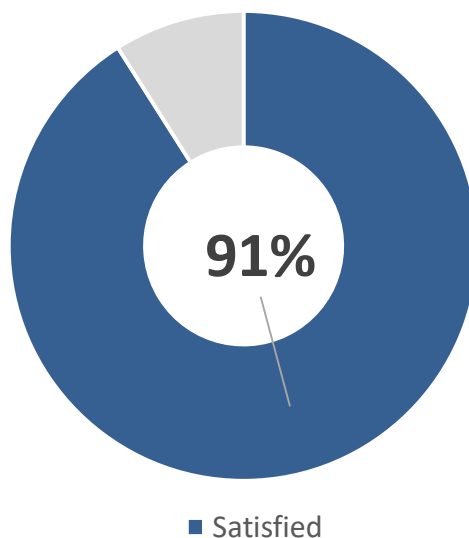
NOTES:

1. Sample 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?

## Range of facilities available in the District

Satisfaction with the *Range of community facilities* available in the district has decreased by 2% but remains very high (91%).

Satisfaction with range of community facilities in the District



% Satisfied	
2021/22	
Urban	Rural
90% ▼	93%

NOTES:

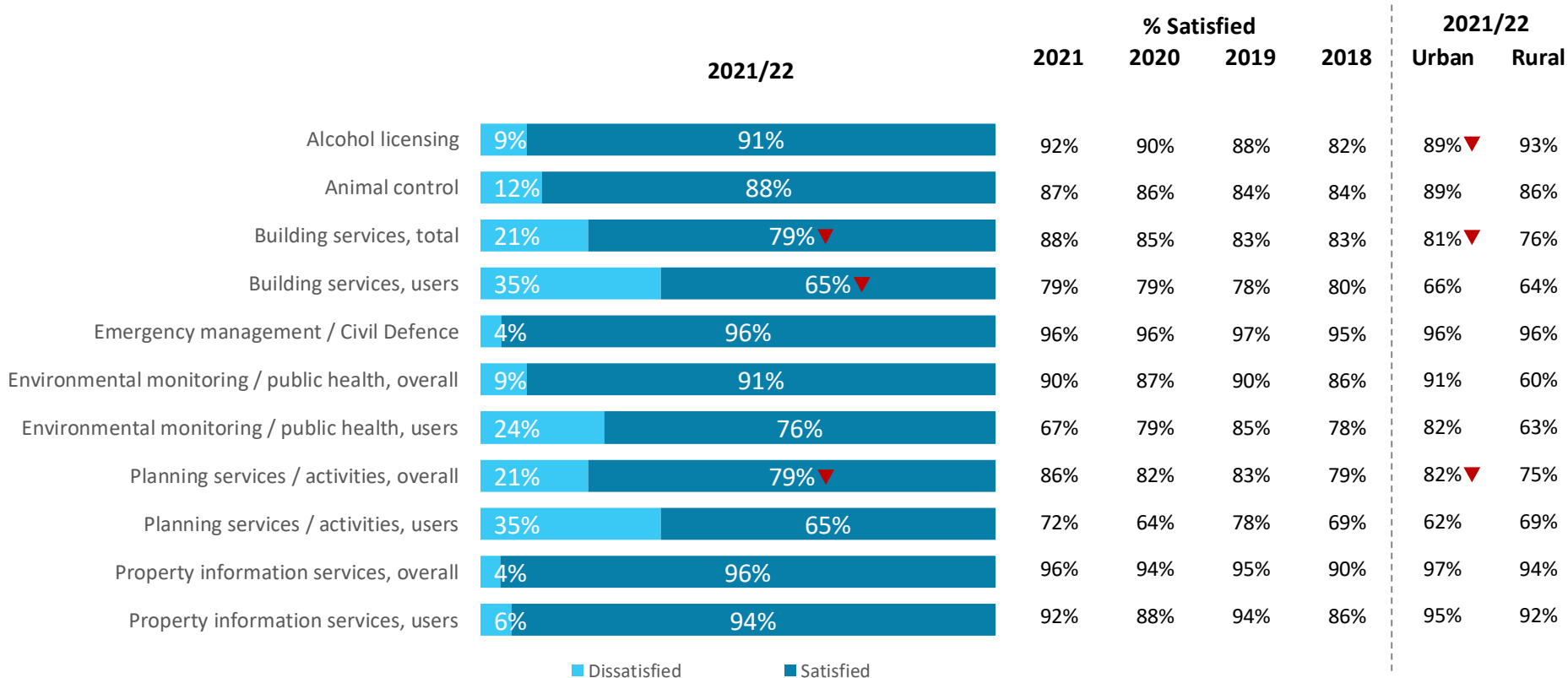
1. Sample 2022 n=871; 2021 n=847; 2020 n=950
2. WS1. Which, if any, of the following Council-provided piped water supplies are you connected to?
3. US2. Are you satisfied or dissatisfied with the range of community facilities available in the District? n=757



## Regulatory functions

## Regulatory services

Residents' satisfaction with *Building services* has decreased significantly both overall and amongst users. Satisfaction with *Emergency management / Civil Defence* remains high at 96% and satisfaction with *Environmental monitoring / public health* has increased slightly both overall and amongst users.



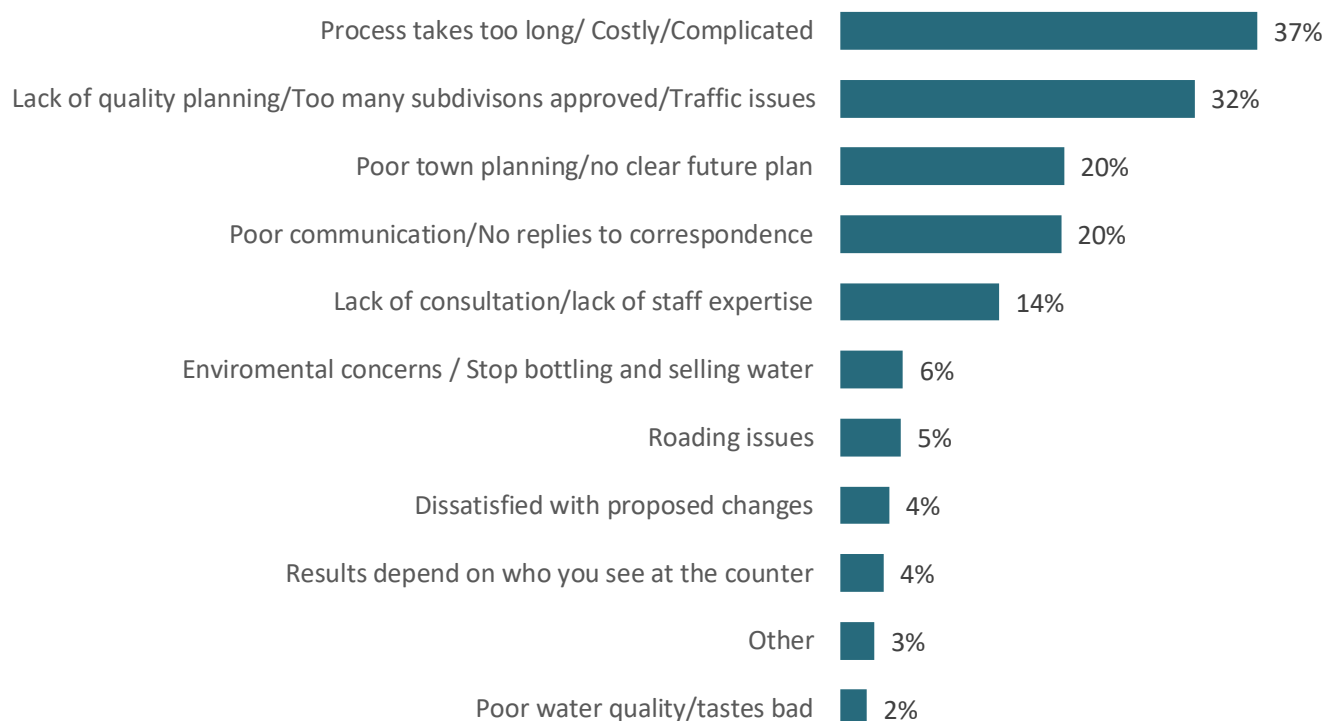
NOTES:

- Sample: 2022 n=871; 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=578
- 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=107
- SF2A.5: Are you satisfied with the following? Civil Defence (i.e. emergency management); n=700



## Dissatisfaction with the standard of Council's planning services.

*Process takes too long / Costly / Complicated* was the most frequently mentioned issue with Council's planning services mentioned by 37% of commentators. *Lack of quality planning / Too many subdivisions approved / Traffic issues* was also mentioned by 32% of respondents.

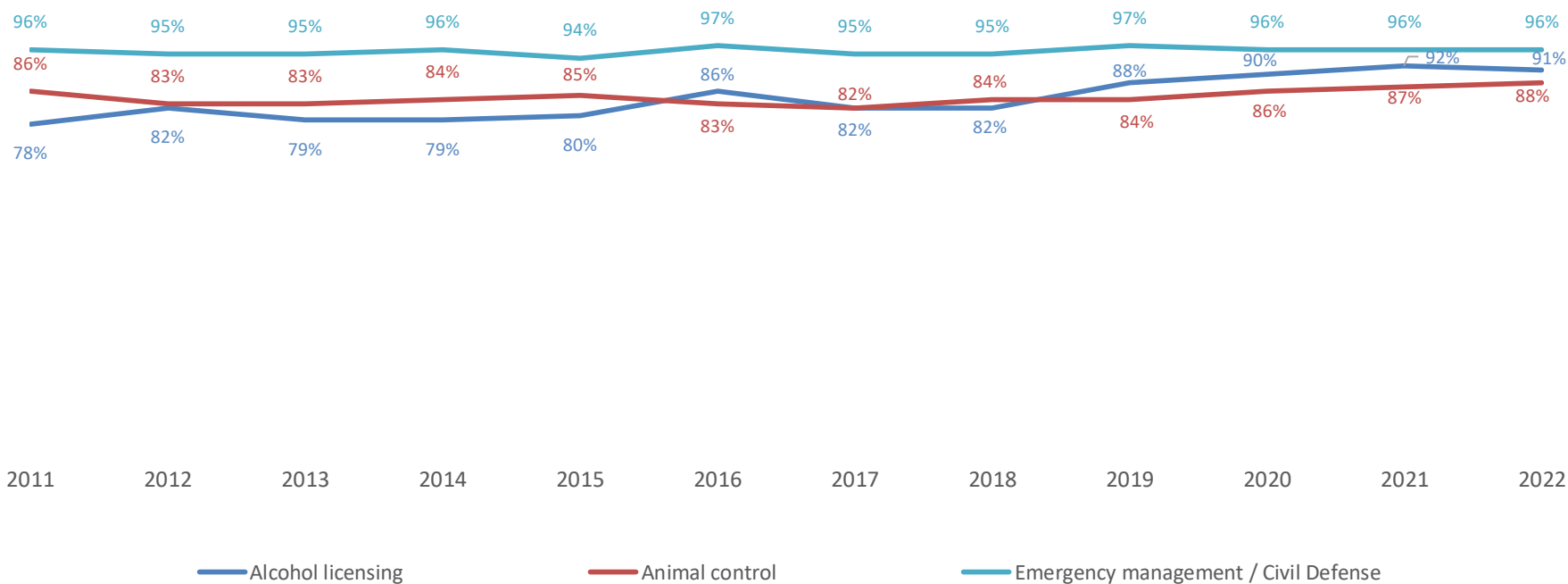


NOTES:

- Sample 2022 n=871;2021 n=847; 2020 n=950; urban n=407, rural n=440
- SF5B4. If dissatisfied at SF5A.4: Why are you dissatisfied with Council planning services? n=95

## Regulatory functions: Trend in satisfaction (2011 – 2022)

Ashburton District Council's performance in its *Regulatory functions* has been evaluated positively over time and remain consistent in 2022.

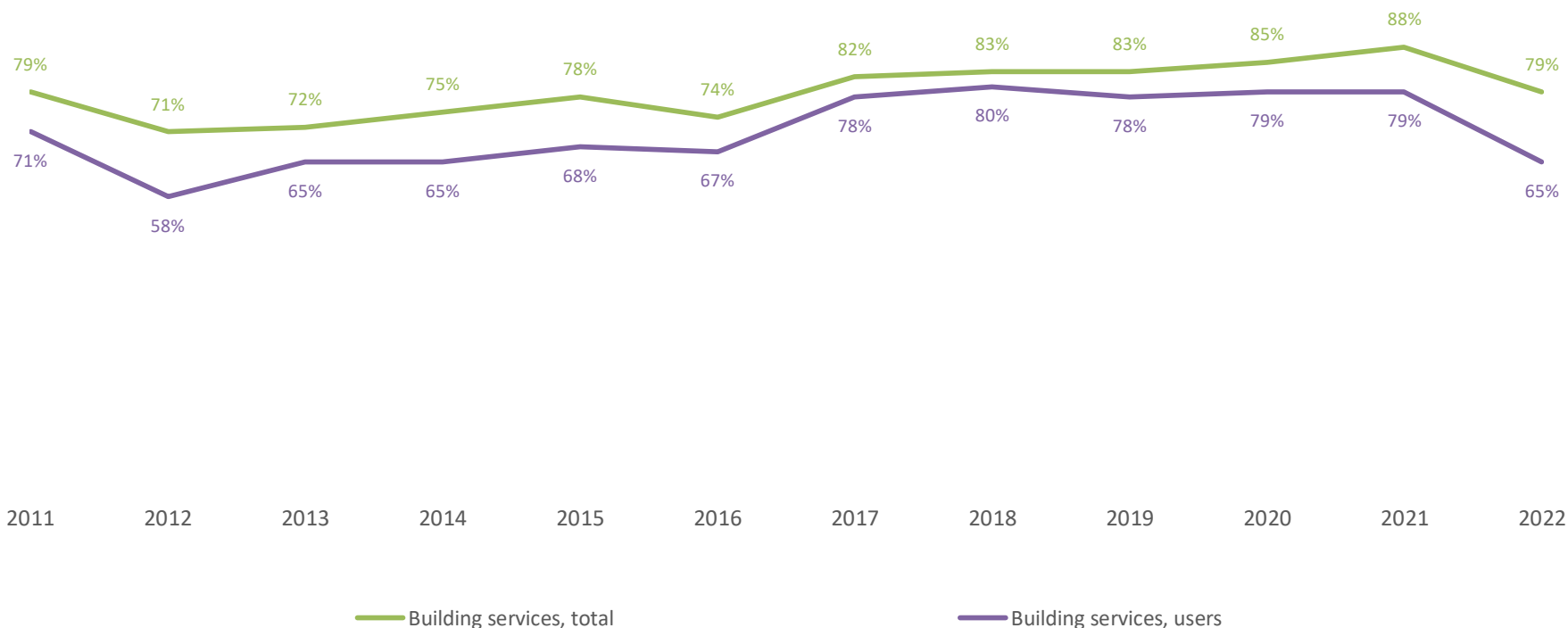


NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. SF5A.1: How satisfied or dissatisfied are you with the following? How Council undertakes its role in alcohol licensing
3. SF2A.4: Are you satisfied with the following? Animal control (i.e. dogs and wandering stock)
4. SF2A.5: Are you satisfied with the following? Civil Defence (i.e. emergency management)

## Building services: Trend in satisfaction (2011 – 2022)

Satisfaction with *Building services* has decreased significantly both overall and amongst users in 2022.

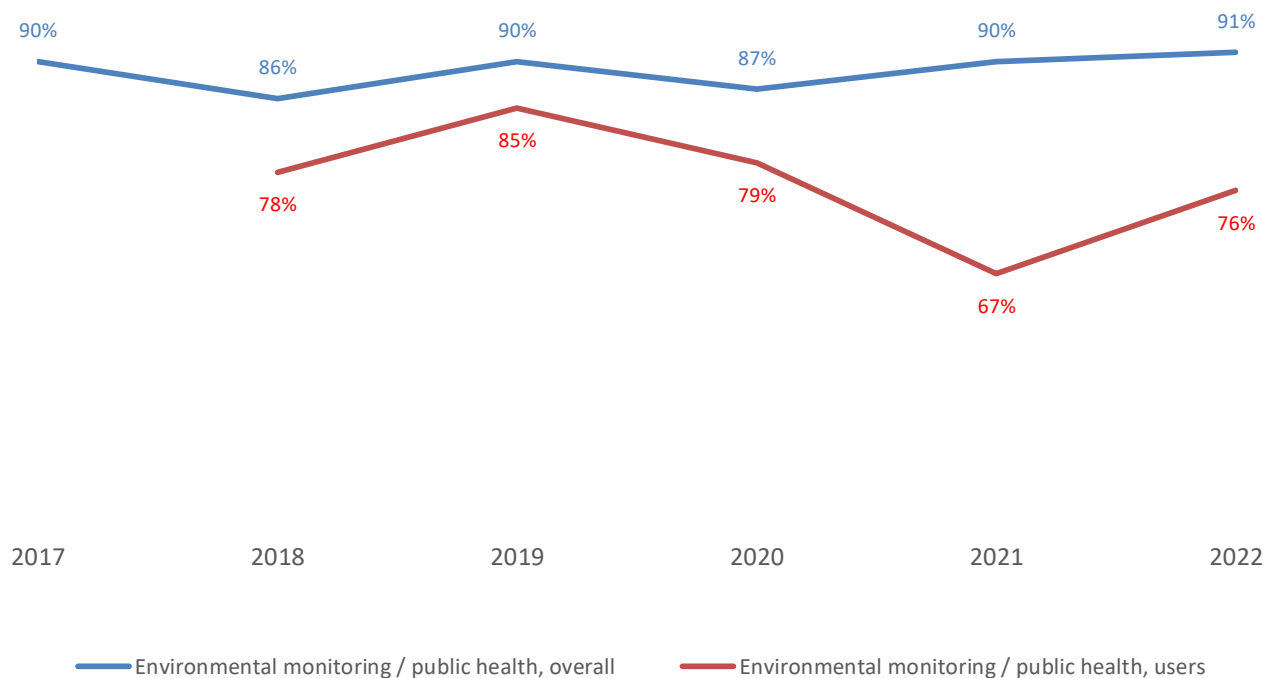


NOTES:

1. Sample: 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
2. 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=107

## Environmental monitoring/Public health: Trend in satisfaction (2017 – 2022)

Overall satisfaction with *Environmental monitoring services* has slightly increased while satisfaction amongst users has increased significantly in 2022.

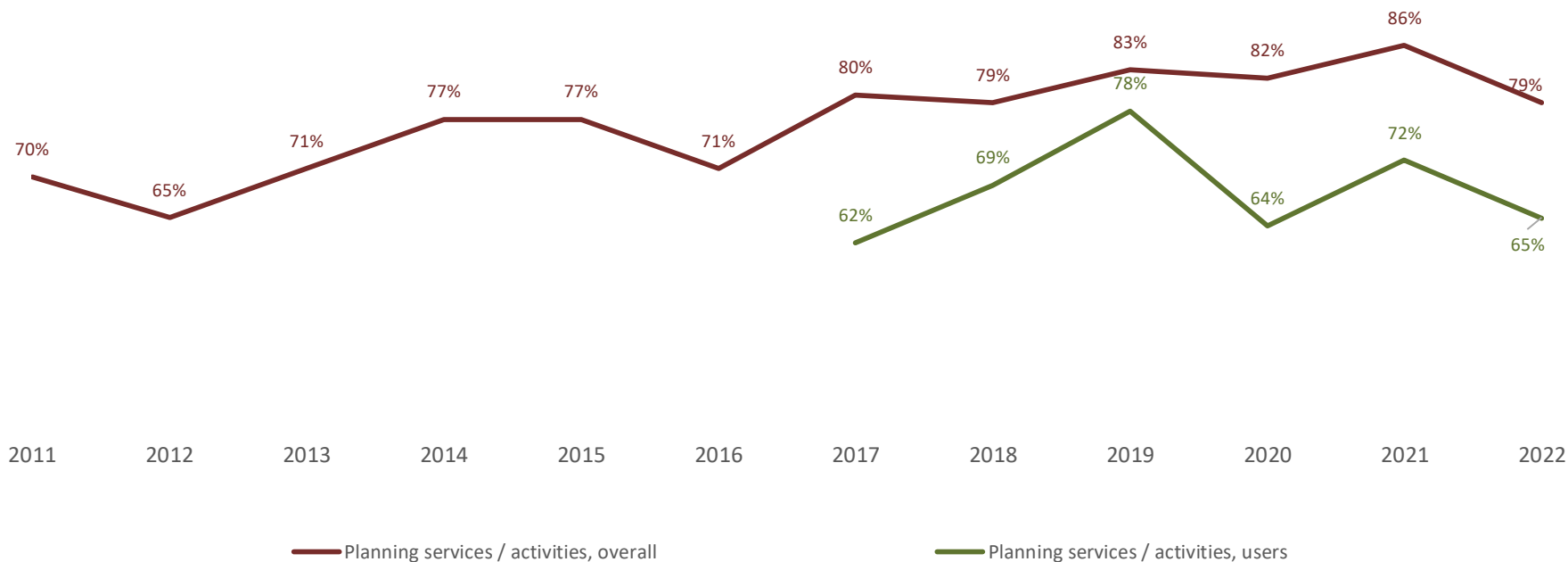


NOTES:

1. Sample: 2022 n=871; 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

## Planning Services: Trend in satisfaction (2011 – 2022)

Satisfaction both overall and amongst users of Council's *Planning services* have decreased in 2022.

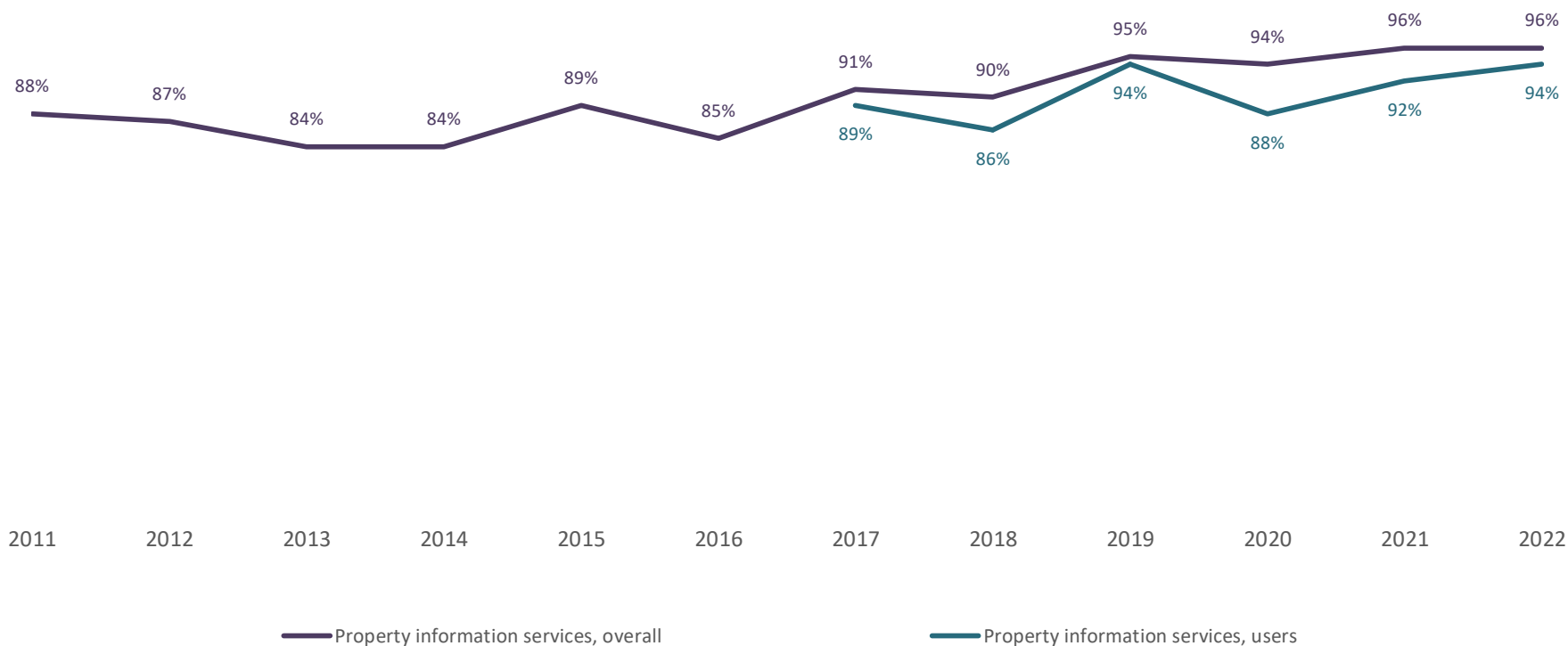


NOTES:

1. Sample: 2022 n=871; 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

## Property information services: Trend in satisfaction (2011 – 2022)

Satisfaction with *Property information services* remains consistently high in 2022.



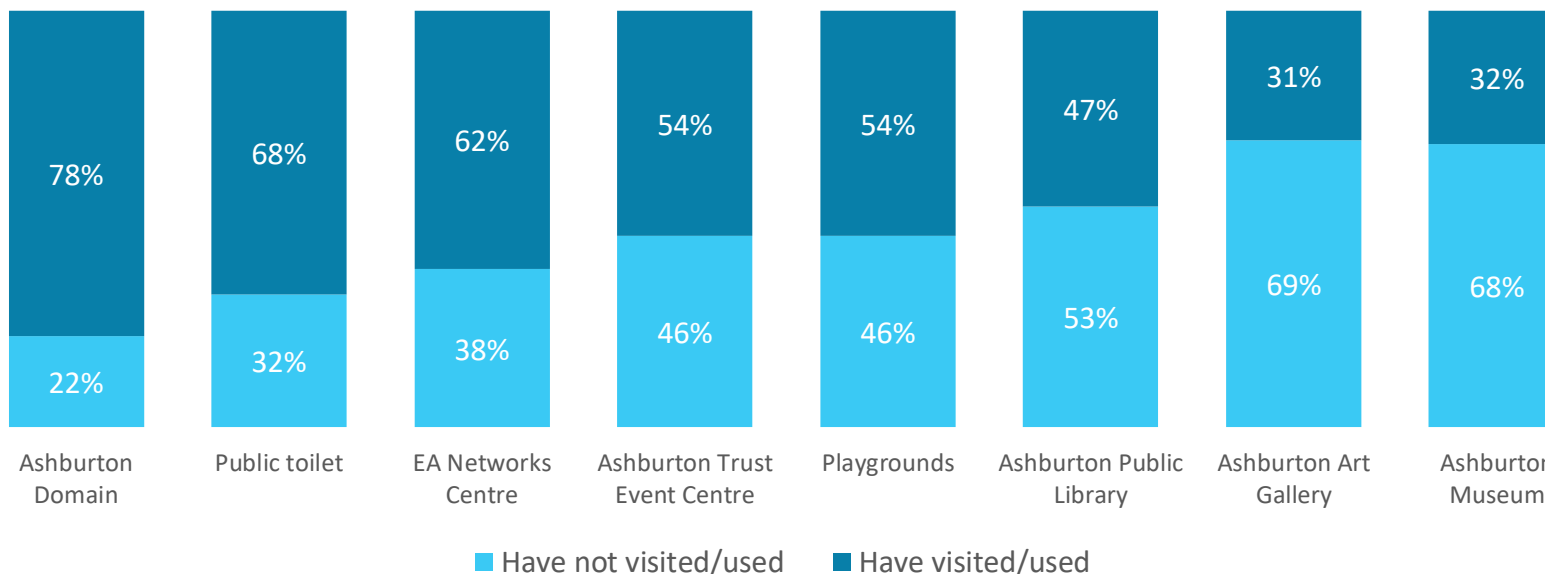
NOTES:

1. Sample: 2022 n=871; 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

## Use of services and facilities

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 these results are consistent with results from 2021.

Use of district facilities (2021/22)



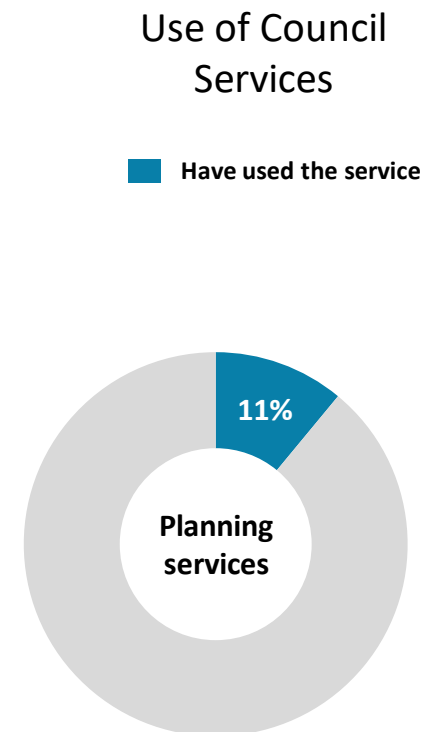
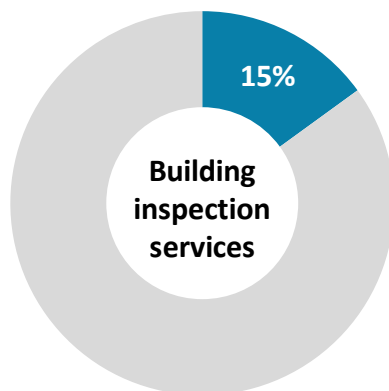
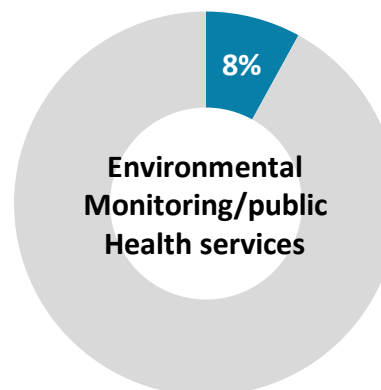
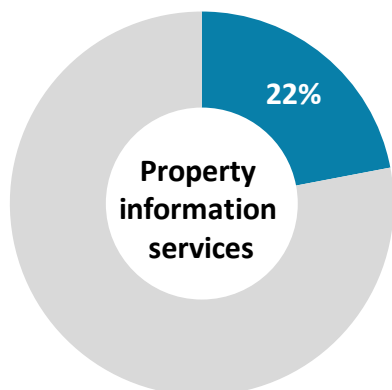
*In 2020/21, the Ashburton Domain and the EA Networks Centre are the most visited facilities.*

NOTES:

1. Sample: 2022 n=871; 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?

## Use of services and facilities

Amongst the regulatory services, *Property information services* is the most used service while *Environmental monitoring/Public health* is the least used service in 2022 usage remains relatively consistent year-on-year.



### Use of Council Services

■ Have used the service

#### NOTES:

- Sample: 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
- 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=107, 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



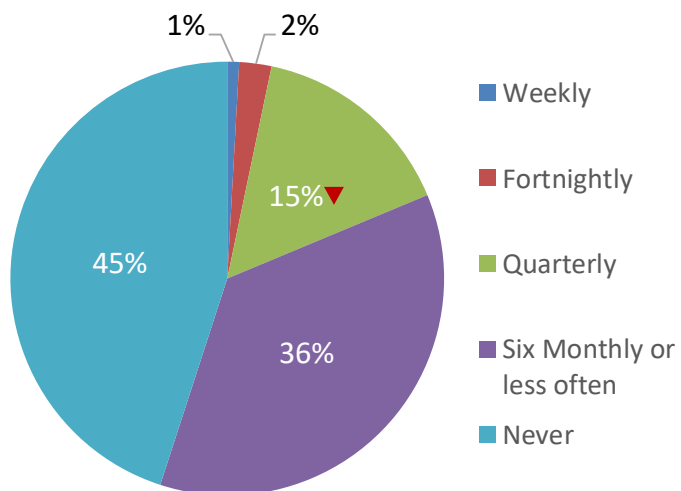


## Organisational performance

## Council website

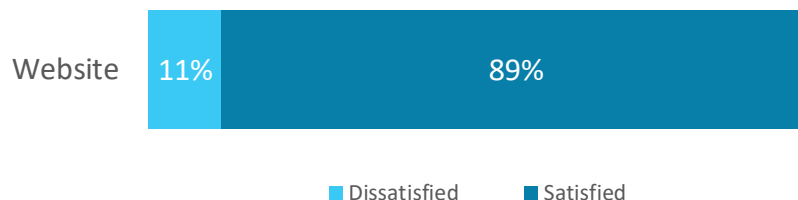
More than half of residents (55%) have visited the Council's *Website* in the last twelve months. Satisfaction with the information on Council's *Website* remains constant at 89%.

Frequency of website use



In 2021, 57% of the residents have visited the Council's website.

2021/22



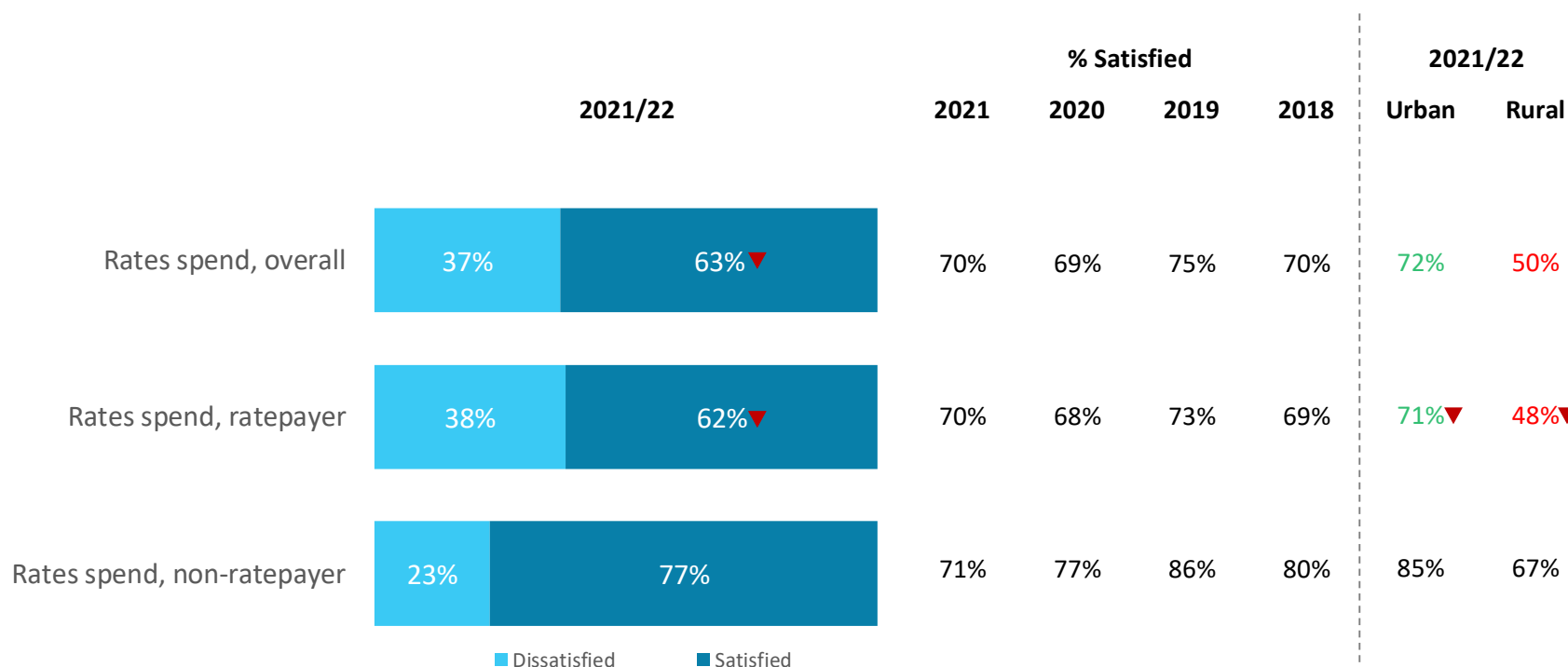
	% Satisfied					2020/21	
	2022	2021	2020	2019	2018	Urban	Rural
Website	89%	89%	92%	95%	93%	91%	87%

NOTES:

- Sample 2022 n=871; 2021 n=847; 2020 n=950
- IN6: How often have you visited the Council's website in the last 12 months? n=397
- IN8: Overall, are you satisfied or dissatisfied with the information on Council's website? n=397

## Rates spend

Satisfaction with *Rates spend* has decreased significantly year-on-year both overall and amongst users. Urban residents are significantly more likely to be satisfied with *rates spend* than rural residents.



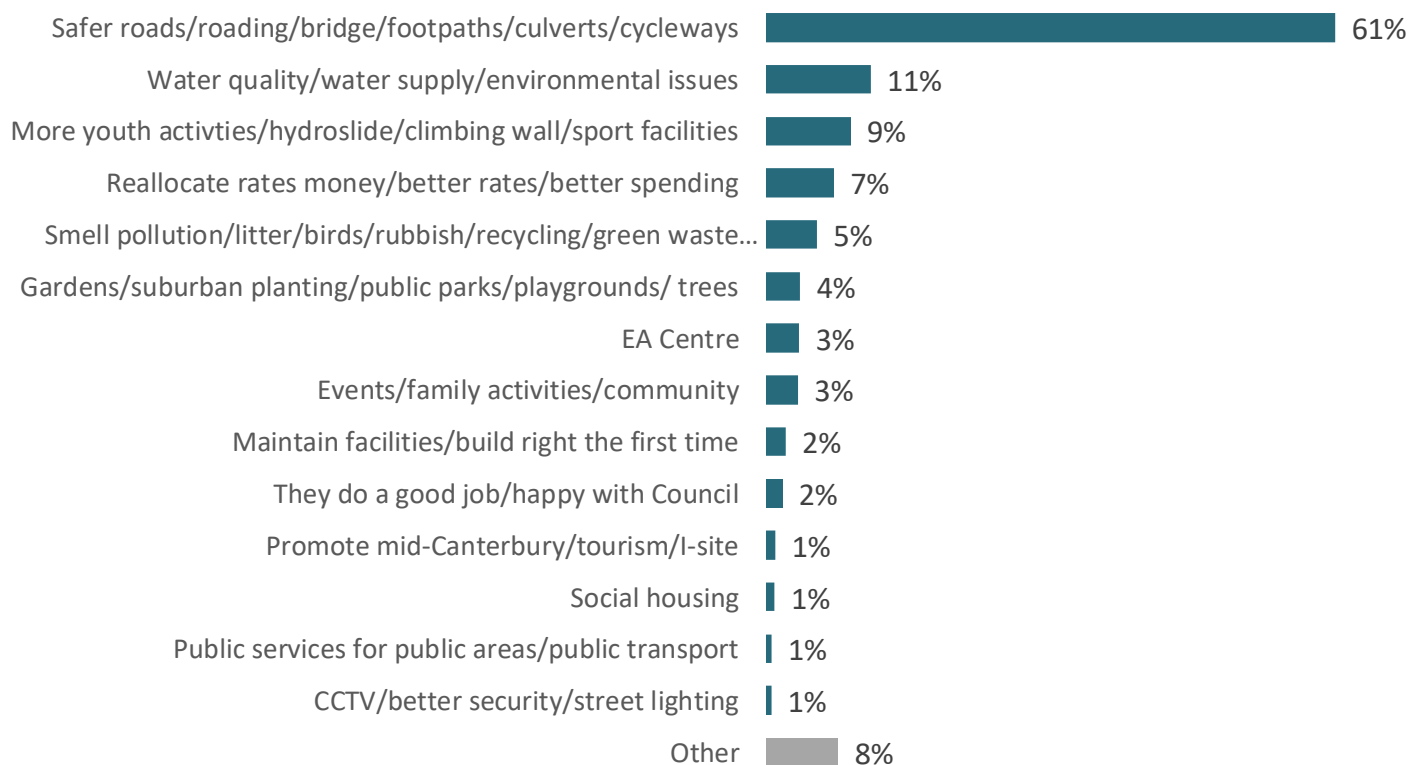
NOTES:

1. Sample: 2022 n=871;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=587 ratepayers n=535

## Services or facilities that Ashburton District Council should spend more on

Consistent with last year, residents think that Council should spend more on *Safer roads, bridge, footpaths, culverts, cycleways, parking* (61%).

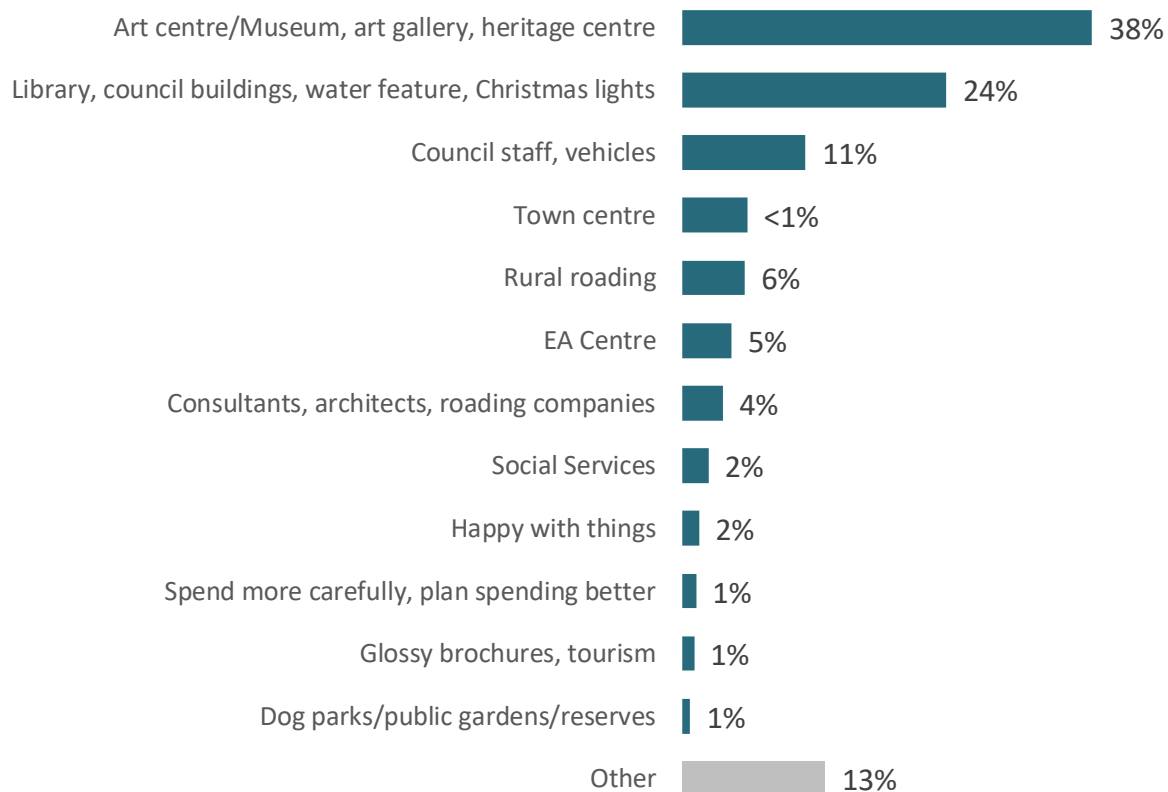


NOTES:

1. Sample 2022 n=871; 2021 n=847
2. PER3. Are there any services or facilities that you think Council should spend more on? n=536

## Services or facilities that Ashburton District Council should spend less on

Almost two in five residents (38%) believe that Council should spend less on *Art centre / Museum / Art gallery / Heritage centre*.

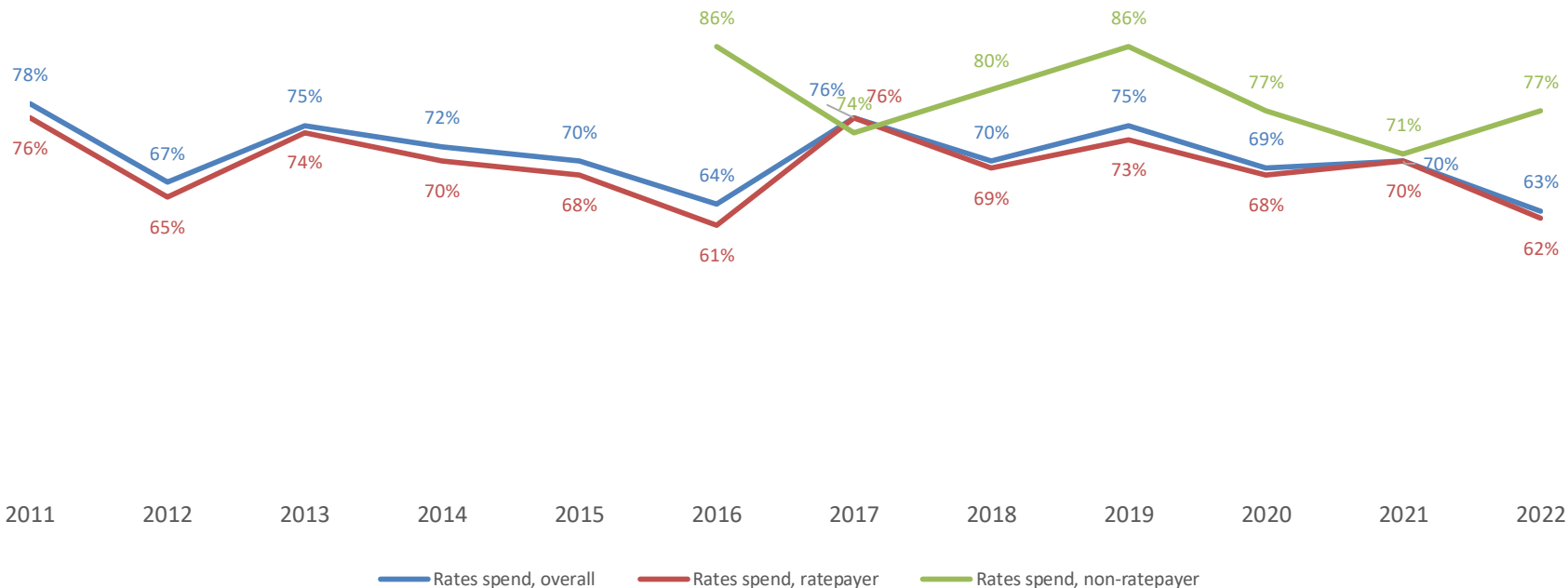


NOTES:

1. Sample 2022 n=871; 2021 n=847
2. PER4. Are there any services or facilities that you think Council should spend less on? n=278

## Rates spend: Trend in satisfaction (2011-2021)

Satisfaction with *Rates spend* has decreased significantly year-on-year both overall and amongst ratepayers. Satisfaction with *Rates spend* has increased slightly amongst non-ratepayers.

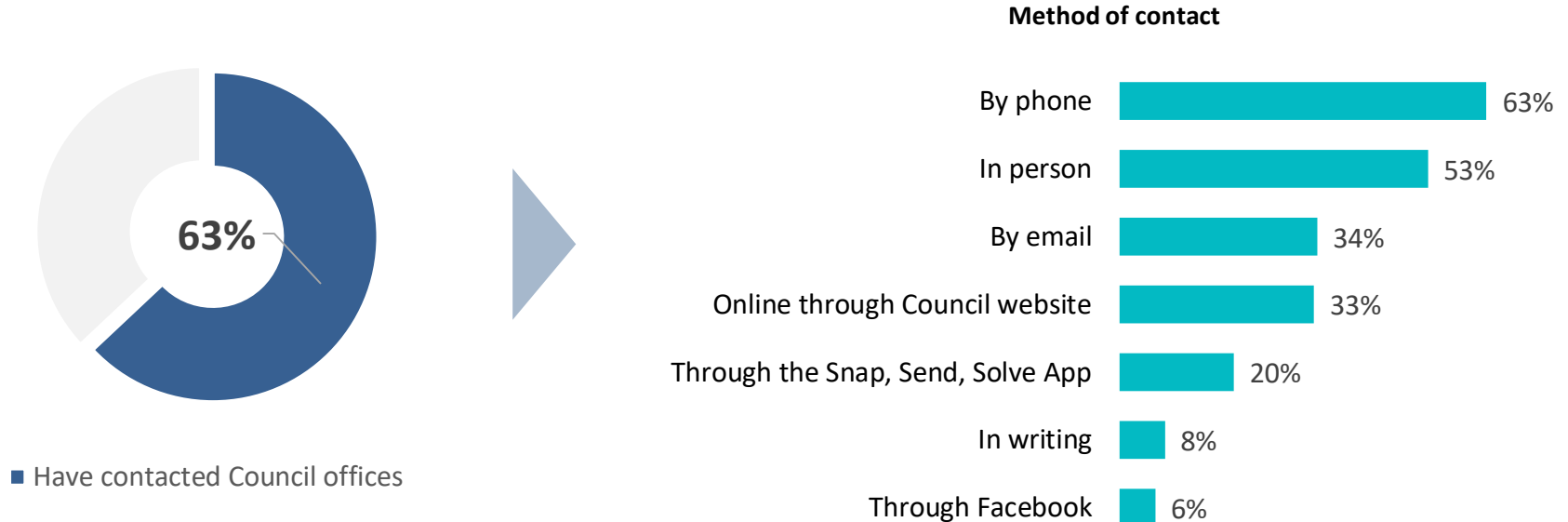


NOTES:

1. Sample: 2022 n=871; 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=587 ratepayers n=535

## Contact with Ashburton District Council

Over six in ten residents (63%) have contacted Council offices in the past twelve months. Contact via *Phone* is the most used method of interaction with Council (63%), followed by *In person* visit (53%) then *By email* (34%).



2020/21: 60% have contacted Council

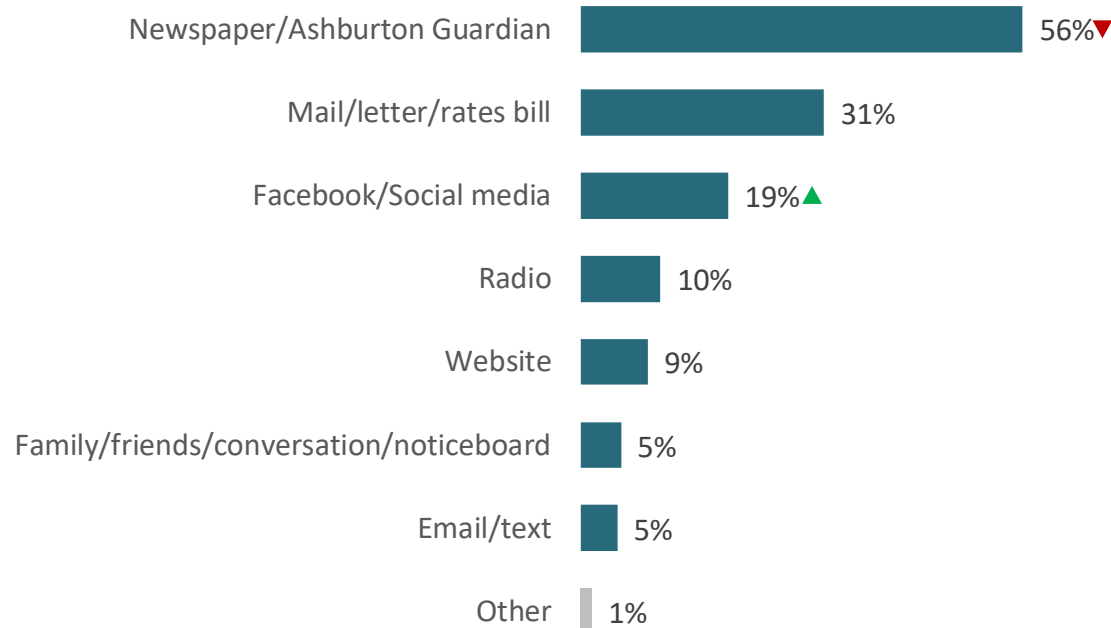
NOTES:

1. Sample 2022 n=871; 2021 n=847; 2020 n=950; Have made contact with council n=541
2. IN1: During the last twelve months, have you contacted Council offices? Multiple response

## Source of information about Ashburton District Council

The *Newspaper/Ashburton Guardian* remains the main source of information about Council despite a significant decrease in 2021. The proportion of residents who use *Facebook/Social media* to source Council information has increased significantly year-on-year.

Source of information



In 2020/21, most residents have mainly seen or heard information about Council through the Newspaper.

NOTES:

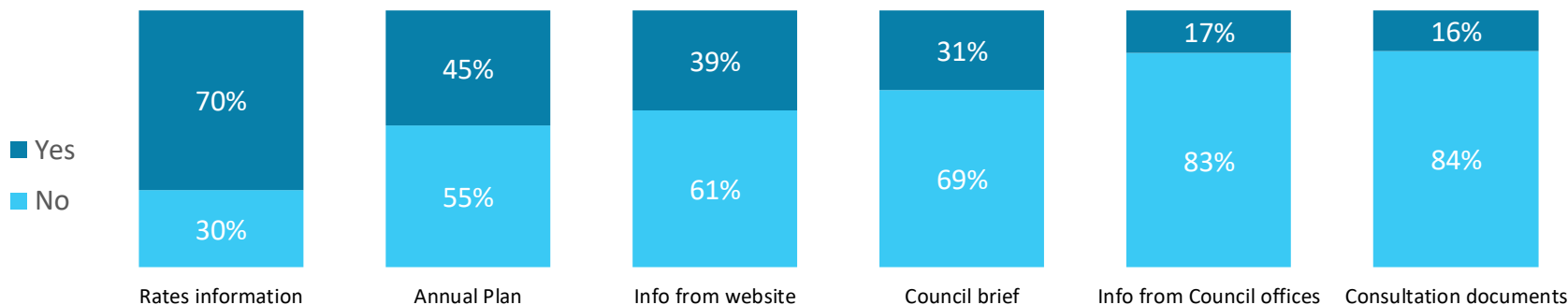
1. Sample 2022 n=871; 2021 n=847
2. IN10. Where do you mainly see, hear, or read information about Council? n=673



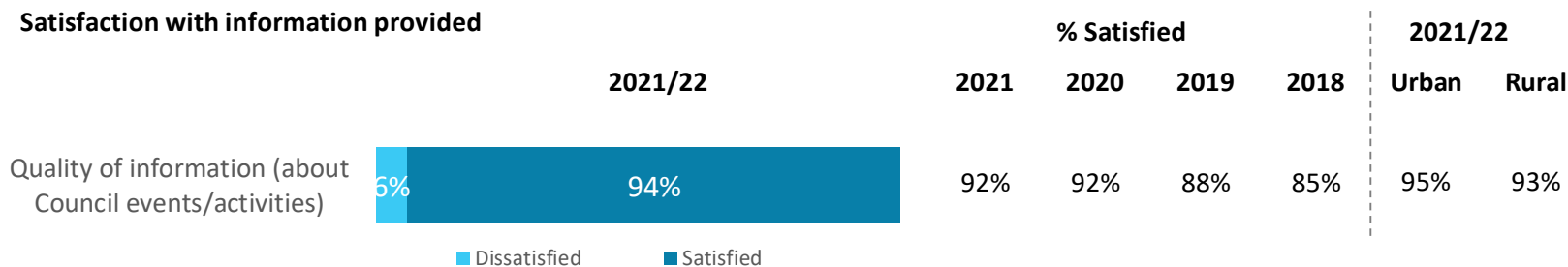
## Information provision

Most residents have seen *Rates information* and the *District Diary/Community Noticeboard*. Satisfaction with the *Quality of information about Council activities* has increased slightly to 94%.

Have seen or read in the last 12 months (2021/22)



### Satisfaction with information provided

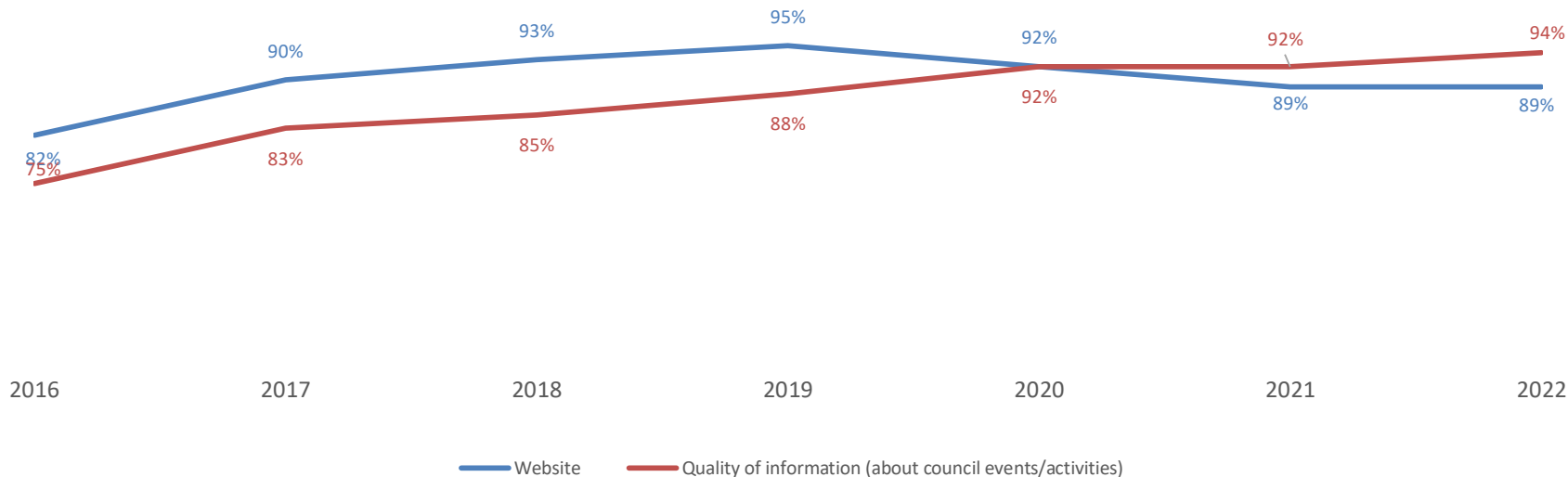


NOTES:

- Sample: 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
- 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?
- PER1.2: Are you satisfied or dissatisfied with the quality of the information Council supplies to the community about Council activities and events?

## Organisational performance: Trend in satisfaction (2016-2022)

Satisfaction with the *Quality of information published by Council* increases slightly and continues to be at a high level recording a 94% satisfied result. Satisfaction with Council's *Website* remains consistent at 89%.

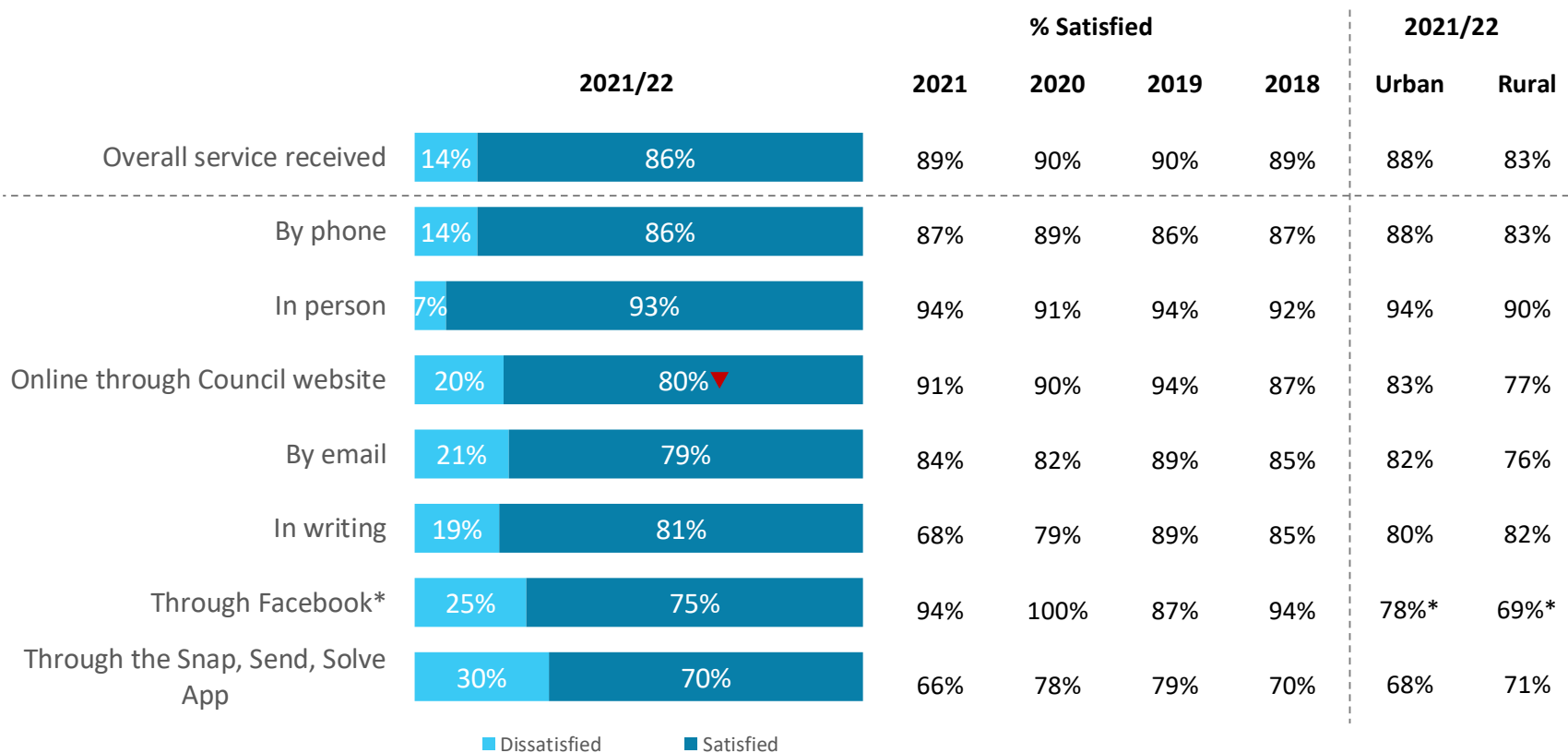


NOTES:

1. Sample 2022 n=871; 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 with Ashburton District Council: Satisfaction

Contact *In person* remains the method with highest satisfaction (93%) followed by *By phone* (86%) then *In writing* (81%). Satisfaction amongst those who contacted Council *Online through the Council website* has decreased significantly year-on-year.

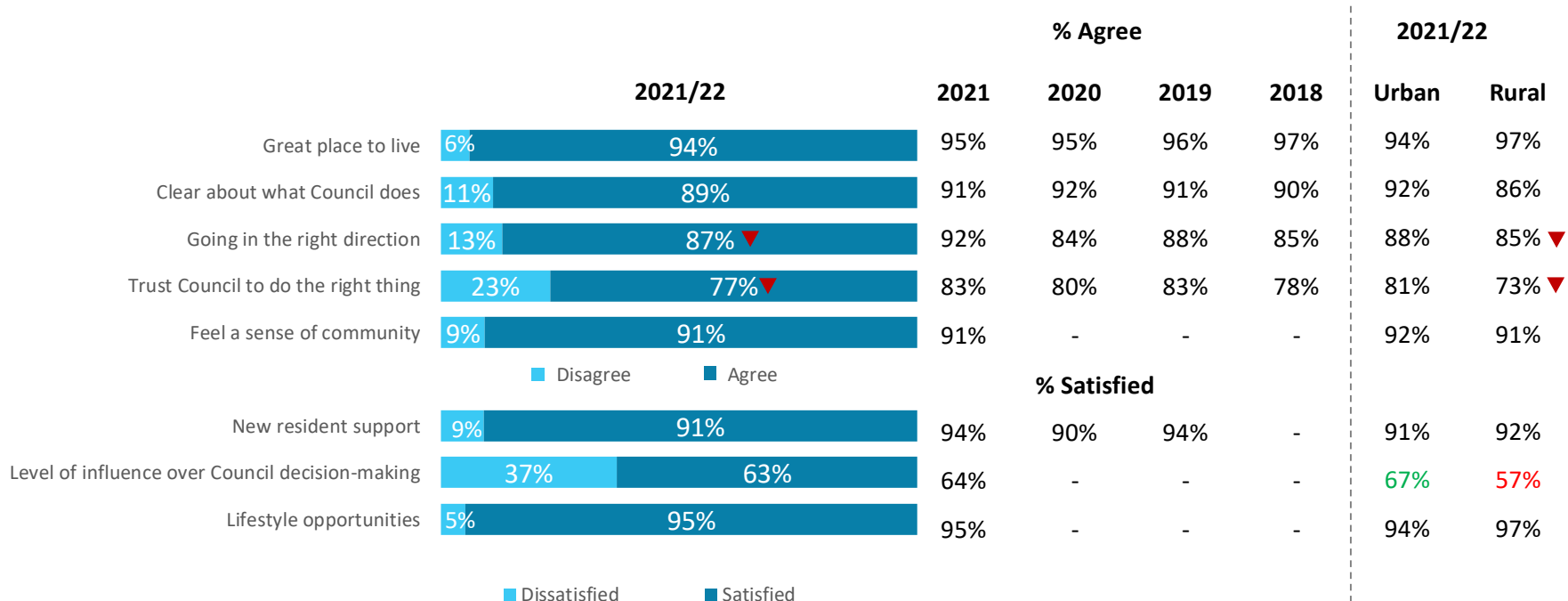


NOTES:

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 and Council

Perceptions of Ashburton District as a *Great place to live* are very positive. There is a strong *Sense of community*. Agreeance that the district is *Going in the right direction* and *Trust Council to do the right thing* has decreased significantly in 2022.

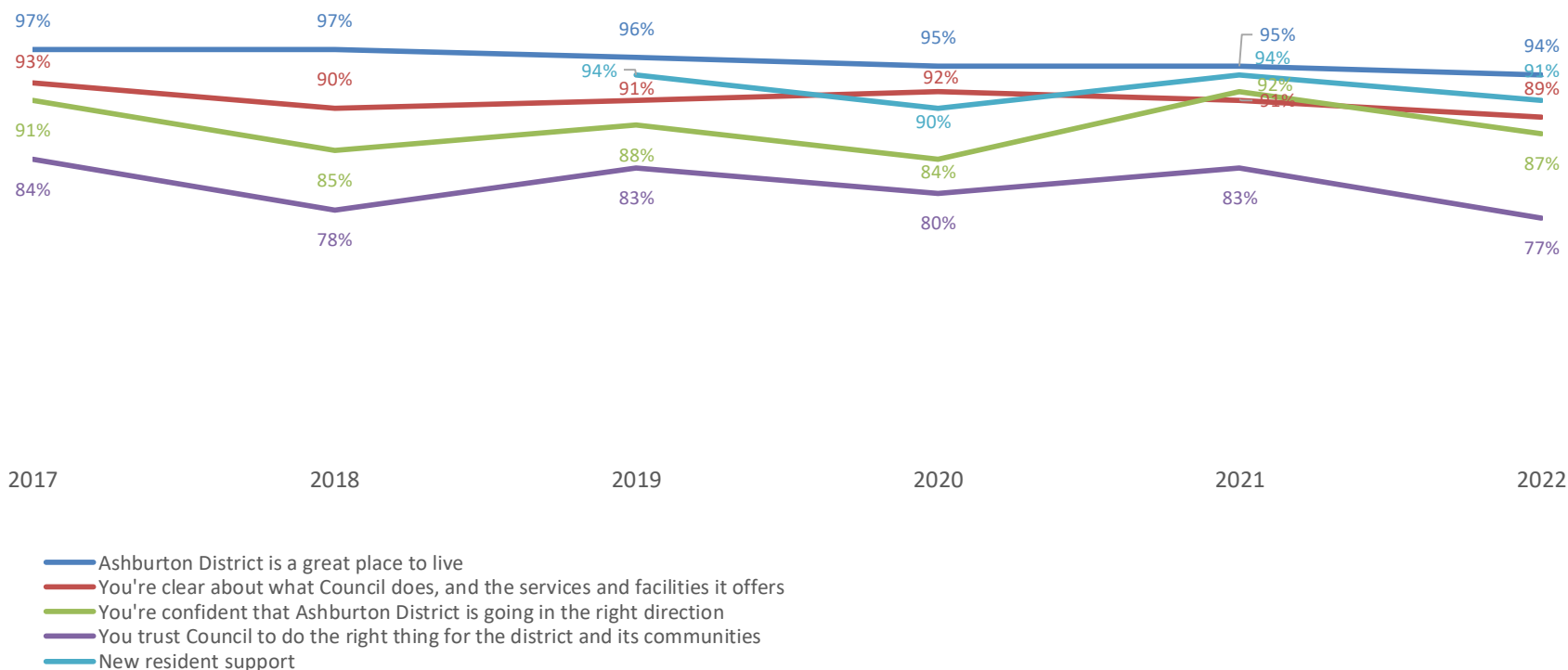


NOTES:

- Sample: 2022 n=871; 2021 n=847 2020 n=950
- PER5: Do you agree or disagree with the following statements about Ashburton District Council?
- 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?
- 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 Ashburton District and Council: Trend in satisfaction (2017-2022)

Perceptions of *New resident support*, and *Clear about what Council does* have decreased slightly year-on-year.

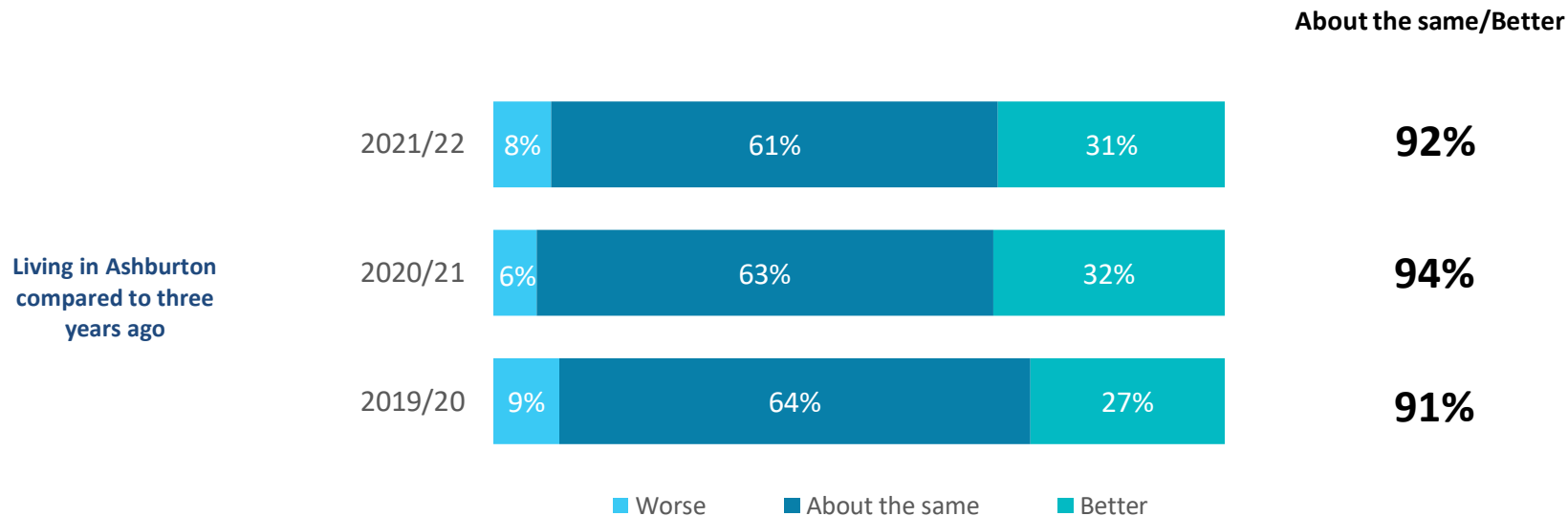


NOTES:

1. Sample: 2022 n=871; 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?

## Perceptions of Ashburton District and Council

Residents believe that Ashburton District is about the *same or better* as a place to live than it was three years ago these results are consistent across the last three years.



Living in Ashburton compared to three years ago

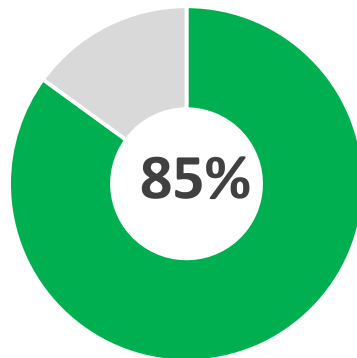
NOTES:

- Sample 2022 n=871; 2021 n=847; 2020 n=950
- 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?

## Environment and biodiversity

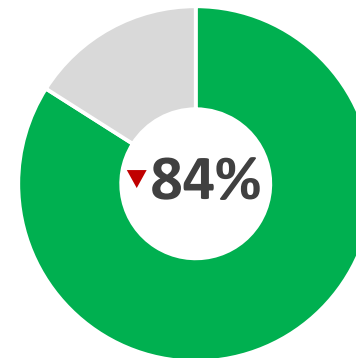
While satisfaction across both measures remain reasonably high satisfaction with *the state of the district's environment and biodiversity* has decreased slightly and *Ashburton District Council's activity to care for the district's environment and biodiversity* has decreased significantly year-on-year.

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 2022 n=871; 2021 n=847; 2020 n=950
2. PER.1: Are you satisfied with: - The state of the district's environment and biodiversity? n=597
3. PER.9.2: Are you satisfied with: - Ashburton District Council's activity to care for the district's environment and biodiversity? n=571



## Sample profile



## Sample profile

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
<b>Male</b>	407	47%	50%	<b>Urban</b>	543	63%	59%
<b>Female</b>	451	53%	50%	<b>Rural</b>	315	37%	41%

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
<b>Pay rates</b>	744	87%	86%	<b>18-24</b>	62	7%	10%
<b>Do not pay rates</b>	95	11%	12%	<b>25-34</b>	101	12%	18%
<b>Unsure</b>	15	2%	2%	<b>35-44</b>	118	14%	16%
				<b>45-54</b>	127	15%	17%
				<b>55-64</b>	168	20%	16%
				<b>65-74</b>	164	19%	13%
				<b>75+</b>	118	14%	11%

NOTES:

1. Sample: 2022 n=871 2021 n=858

## Sample profile – Cont.

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
<b>5 years or less</b>	98	12%	13%	<b>European/Pakeha</b>	772	90%	90%
<b>6 to 10 years</b>	102	12%	13%	<b>Māori</b>	61	7%	6%
<b>More than 10 years</b>	632	76%	75%	<b>Pacific Peoples</b>	14	2%	2%
<b>Unsure</b>	2	0%	0%	<b>Asian</b>	25	3%	4%
				<b>Other</b>	39	5%	5%



## Appendix (Data tables)

## Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
<b>Standard and safety of sealed roads</b>	25%	20%	20%	45%	24%	24%
<b>Standard and safety of the district's unsealed roads</b>	48%	41%	45%	63%	46%	47%
<b>Council's rubbish and recycling services</b>	85%	78%	86%	96%	85%	82%
<b>Public toilets</b>	97%	95%	96%	99%	96%	97%
<b>Cemeteries</b>	99%	97%	98%	97%	98%	99%
<b>Animal control (i.e. dogs and wandering stock)</b>	90%	84%	88%	92%	88%	88%
<b>Civil Defence (i.e. emergency management)</b>	99%	95%	94%	98%	96%	97%
<b>The public library service</b>	97%	94%	96%	99%	96%	97%
<b>Playgrounds</b>	94%	93%	96%	99%	95%	96%
<b>Ashburton Domain</b>	96%	95%	98%	97%	96%	97%
<b>Council-provided parks and open spaces</b>	95%	93%	95%	98%	95%	96%

NOTES:

1. Sample: 2022 n=871; 2021 n=847

## Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
<b>The EA Networks Centre</b>	88%	84%	93%	93%	88%	88%
<b>The Ashburton Museum</b>	91%	95%	91%	95%	93%	90%
<b>Economic and business development in the district</b>	84%	84%	90%	90%	87%	85%
<b>Arts and culture in the district</b>	87%	91%	87%	95%	89%	86%
<b>Social services</b>	95%	94%	93%	100%	95%	95%
<b>Community events</b>	93%	93%	94%	100%	94%	93%
<b>Advocacy</b>	80%	72%	84%	87%	79%	77%
<b>Community safety</b>	93%	89%	89%	96%	91%	93%
<b>Alcohol licensing</b>	97%	91%	88%	79%	91%	91%
<b>Grants and funding to support community-led projects</b>	99%	97%	95%	97%	97%	96%
<b>Provision of CCTV and security patrols</b>	89%	85%	93%	98%	90%	90%
<b>Planning services</b>	82%	76%	75%	92%	79%	78%
<b>Building regulation service</b>	81%	73%	77%	95%	79%	77%

NOTES:

1. Sample: 2022 n=871; 2021 n=847

## Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
<b>Information service about property</b>	96%	97%	96%	97%	96%	97%
<b>Environmental monitoring / public health services</b>	89%	89%	92%	98%	91%	89%
<b>Website</b>	93%	84%	93%	92%	89%	88%
<b>Quality of the information Council supplies to the community</b>	94%	92%	97%	96%	94%	96%
<b>Performance of Council staff</b>	74%	82%	83%	90%	81%	78%
<b>Performance of the Mayor and Councillors</b>	77%	78%	88%	95%	83%	81%
<b>Rates spend</b>	55%	57%	70%	82%	63%	60%
<b>New resident support</b>	87%	92%	93%	98%	91%	90%
<b>Opportunities to have your say</b>	79%	85%	90%	98%	86%	84%
<b>Range of community facilities</b>	87%	89%	96%	96%	91%	91%
<b>Level of influence you have over Council decision-making</b>	66%	56%	65%	74%	63%	60%
<b>Feel a sense of community with others</b>	88%	77%	86%	95%	85%	85%
<b>State of the district's environment and biodiversity</b>	86%	79%	85%	93%	84%	83%
<b>Activity to care for the district's environment and biodiversity</b>	96%	97%	96%	97%	96%	97%

NOTES:

1. Sample: 2022 n=871; 2021 n=847



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