



# 2019/20 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, followed by 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 2019/20 was n=950 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 ethnicity.
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 3.18%.
- Data collection took place in four waves: between 2 September and 27 September 2019, 2 December and 27 December 2019, 2 March and 27 March 2020, and 1 June and 26 June 2020.

### 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 from 77% in 2018/19 to 69% in 2019/20. However, perceptions of the *performance of the Mayor and councillors* as well as *Council staff* has improved over the last twelve months. With regard to the *advocacy* role that the Council plays by lobbying central government on the community views regarding issues affecting the District, satisfaction is up from 77% a year ago to 82% in 2019/20.

2

Concerning local infrastructure, satisfaction with the quality of *drinking water supply* and *overall rubbish and recycling services* remains high with more than eight in ten residents satisfied with these services. Residents have evaluated the standard and safety of roads within the District less positively in 2019/20 with just over a third of residents (34%) satisfied with *sealed roads* and more than half (51%) satisfied with *unsealed roads*.

3

Residents are highly satisfied with the different public services provided by Council. More than nine in ten residents are satisfied with *opportunities for grants and funding* (95%), *community events* (93%) and *social services* (95%). A lesser proportion of residents are satisfied with Council's support of *economic development* (89%) and *tourism promotion* (68%).

4

In 2020, residents continue to rate Council's performance regarding the provision and maintenance of various recreation and leisure services and facilities favourably. The highest satisfaction pertains to the *public library service* (97%) while the lowest rating points to the *Ashburton Museum* overall (86%) and Council's support of *Arts and Culture* (86%).

5

Overall perceptions of Council's regulatory services have improved in 2019/20. More than nine in ten residents are satisfied with *alcohol licensing* (90%), *emergency management* (96%) and *property information services* (94%).

6

More than nine in ten residents (91%) think that *living in Ashburton District* is about the same or better compared to three years ago. *Roading, youth and sports facilities and programs, and parks and open spaces* are some of the services and facilities residents think Council should spend more on while spending less on the *Museum, Art Gallery and Heritage centre*.



## Performance summary

## Overall performance: LTP measures

	2019/20	2018/19	% Change	LTP target	Met?
<b>Overall performance</b>	<b>69%</b>	<b>77%</b>	<b>-8%</b>		
Alcohol licensing	90%	88%	+2%	80%	✓
Animal control	86%	84%	+2%	80%	✓
Ashburton Museum, users	94%	89%	+5%	80%	✓
CCTV and security patrols	91%	88%	+3%	80%	✓
Cemeteries	97%	96%	+1%	80%	✓
Council-provided parks and open spaces	92%	95%	-3%	80%	✓
Drinking water, overall	83%	80%	+3%	80%	✓
EA Networks Centre, users	88%	93%	-5%	80%	✓
Emergency management/Civil Defence	96%	97%	-1%	80%	✓
Mayor and Councillors	78%	77%	+1%	80%	✗
Opportunities for grants and funding	95%	96%	-1%	80%	✓
Opportunities to have your say	86%	91%	-5%	80%	✓
Planning services	82%	83%	-1%	80%	✓
Public library, users	97%	96%	+1%	80%	✓
Public toilets, overall	94%	90%	+4%	80%	✓
Quality of information (about Council activities and events)	92%	88%	+4%	80%	✓
Sealed roads	34%	38%	-4%	60%	✗
Unsealed roads	51%	55%	-4%	60%	✗

## Overall performance

	2019/20	2018/19	% Change
Advocacy	82%	77%	+5%
Arts & Culture	86%	81%	+5%
Ashburton Domain, overall	95%	95%	-
Building services, overall	85%	83%	+2%
Community events, overall	93%	94%	-1%
Community safety	89%	86%	+3%
Contact, overall	90%	90%	-
Council staff	87%	84%	+3%
Economic development	89%	84%	+5%
Environmental monitoring/public health	87%	90%	-3%
Playgrounds, overall	95%	93%	+2%
Property information services	94%	95%	-1%
Social services	95%	90%	+5%
Rates spend, overall	69%	75%	-6%
Rubbish & recycling, overall	88%	90%	-2%
Tourism promotion	68%	66%	+2%
Website	92%	95%	-3%

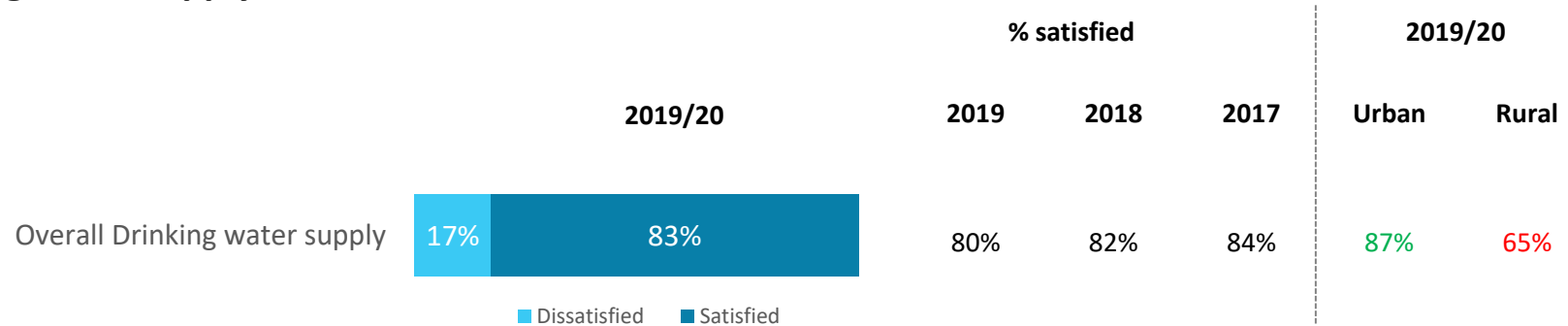


## Local Infrastructure

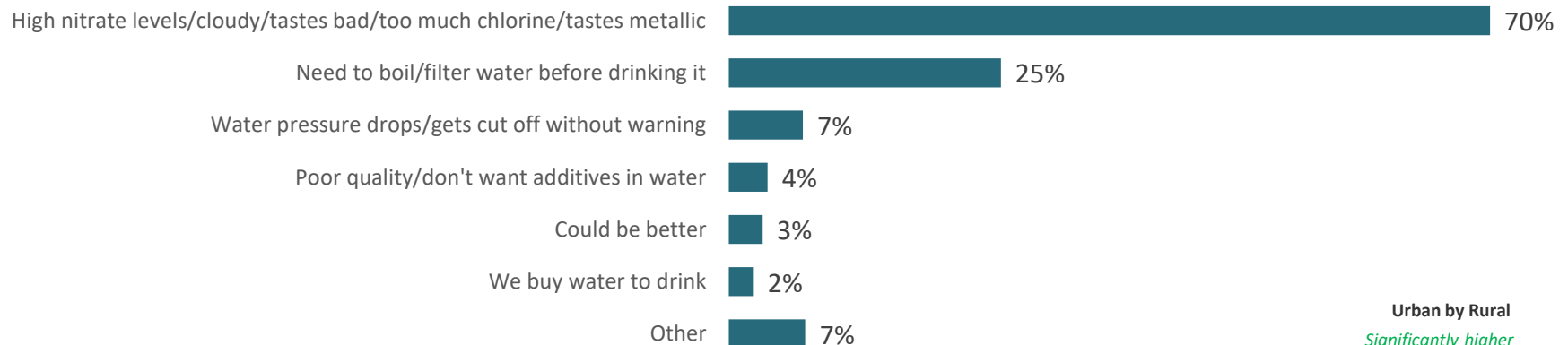


Residents' satisfaction with *drinking water supply* is high with more than eight in ten residents (83%) satisfied with the quality of the District's water supply. Residents in *urban* areas are likely to be more satisfied than those in *rural* areas.

## Drinking water supply



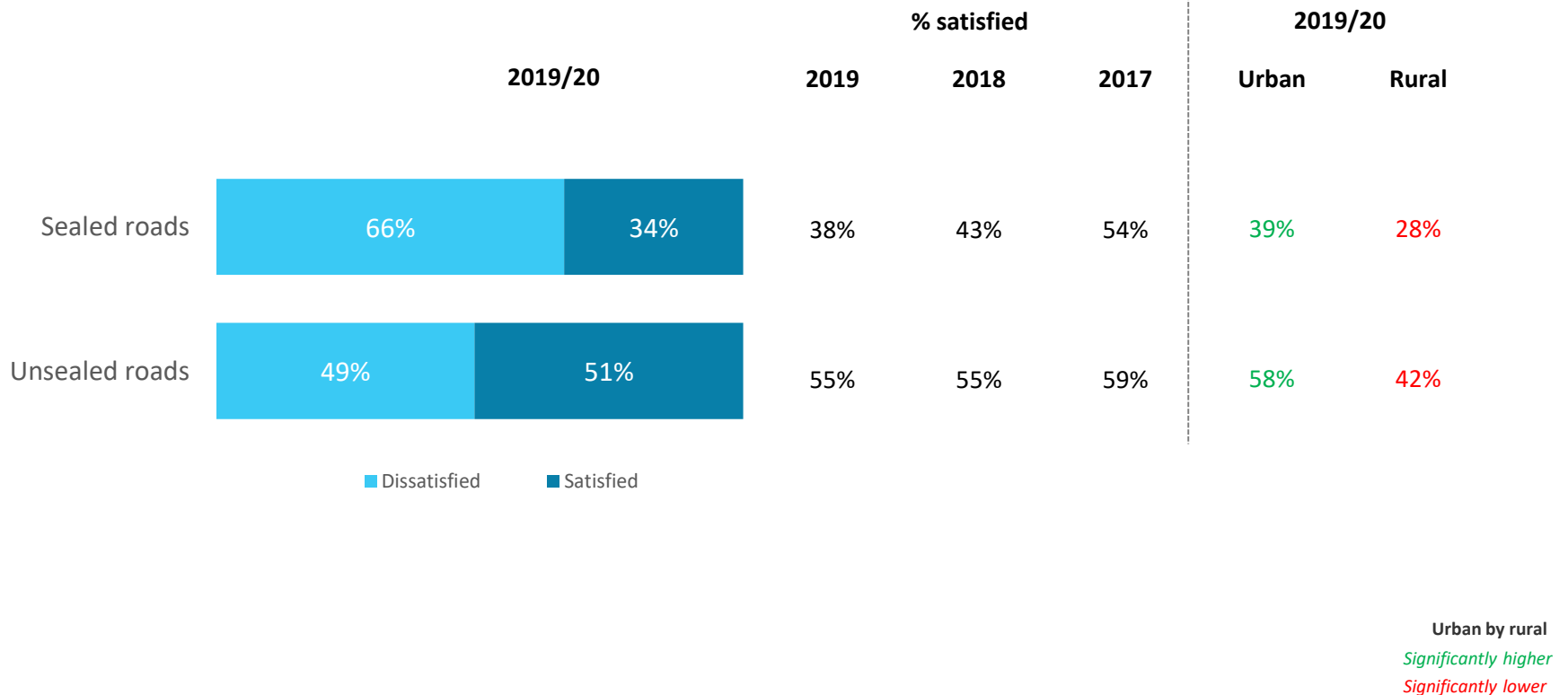
### Reasons for dissatisfaction



NOTES:  
1. Sample 2020 n=950; 2019 n=400; urban n=585, rural n=365  
2. WS2. Are you satisfied with the drinking water supply? n=659; urban n=524, rural n=135; Excludes Don't know

Satisfaction with the standard and safety of *sealed roads* has declined from 38% in 2019 to 34% in 2020. Satisfaction with *unsealed roads* has also decreased year-on-year.

## Transportation: Standard and safety of roads



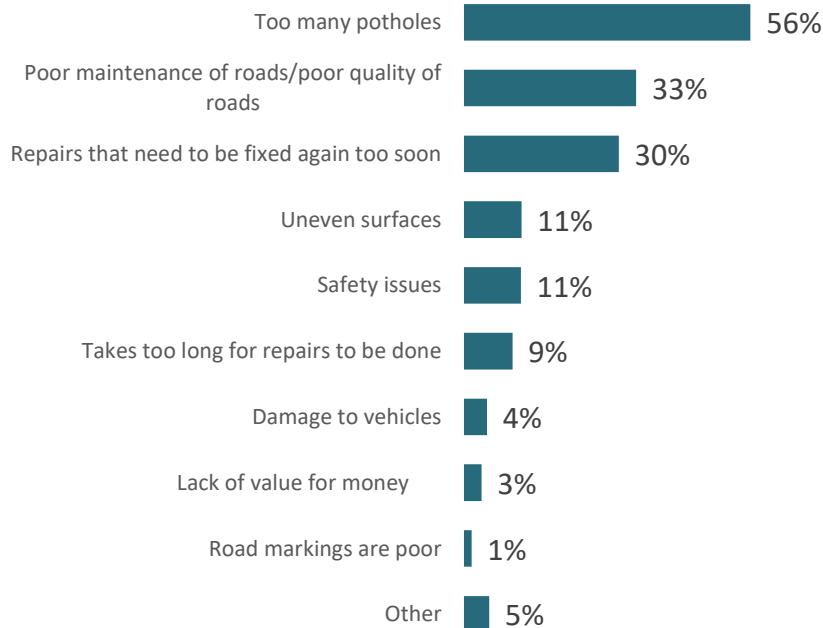
NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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, excluding state highways; n=920, urban n=562, rural n=358; Excludes Don't know

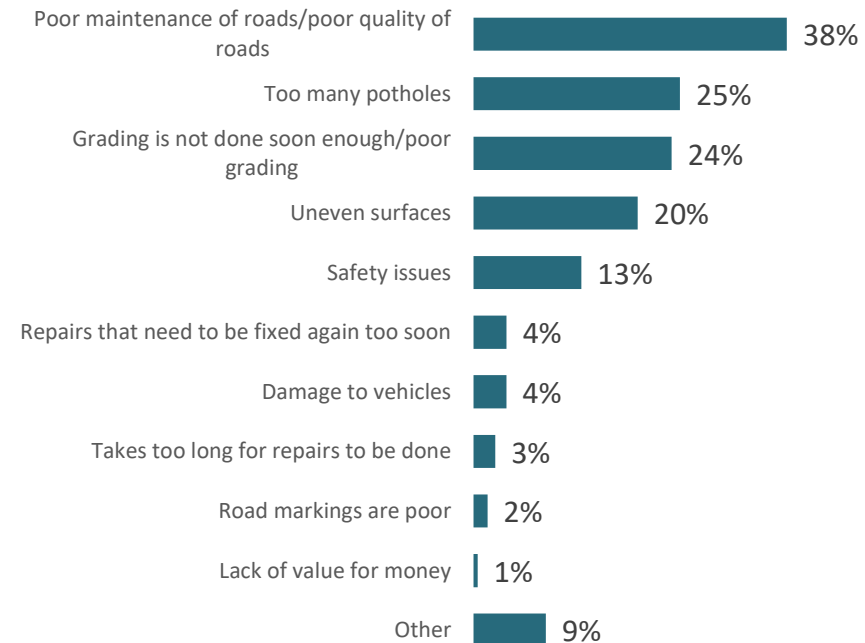
*Too many potholes and poor maintenance/quality* are the main reasons for dissatisfaction with the standard and safety of roads.

## Transportation: Dissatisfaction with standard and safety of roads

Reasons for dissatisfaction – sealed roads

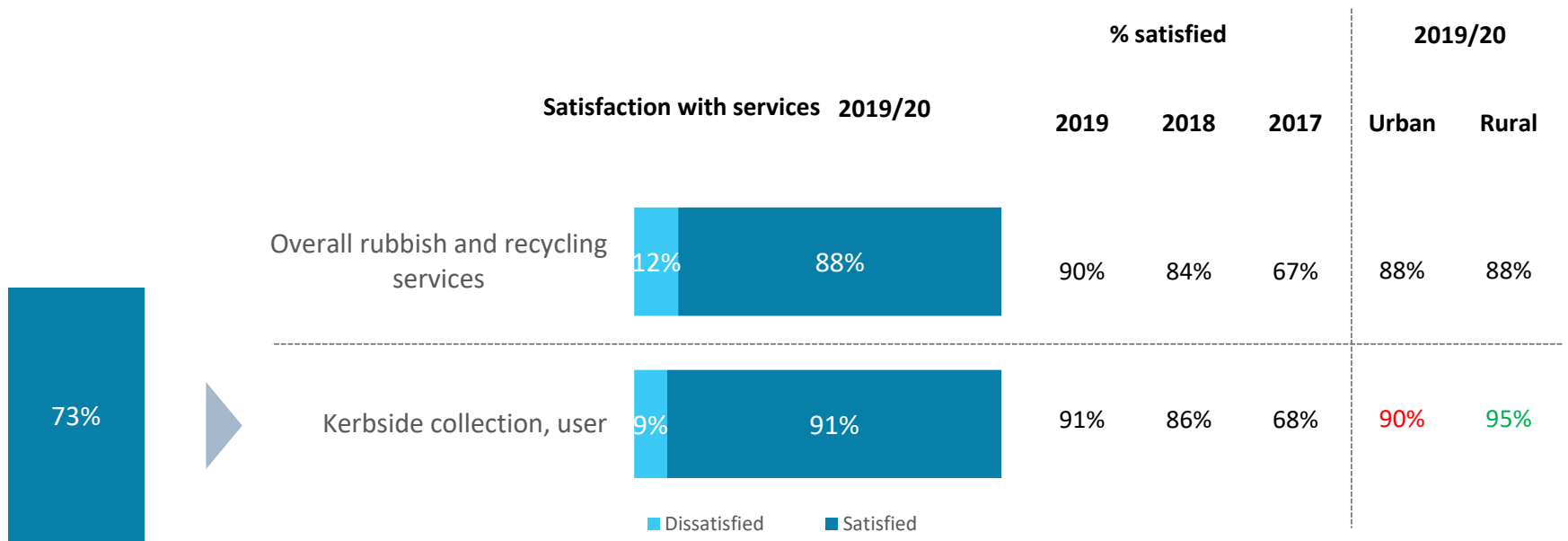


Reasons for dissatisfaction – unsealed roads



The overall evaluation of Council's *rubbish and recycling services* has been positive over the past year with almost nine in ten residents (88%) satisfied with this service. User satisfaction with the *kerbside collection service* is also high (91%).

## Waste reduction & recovery



Use kerbside collection

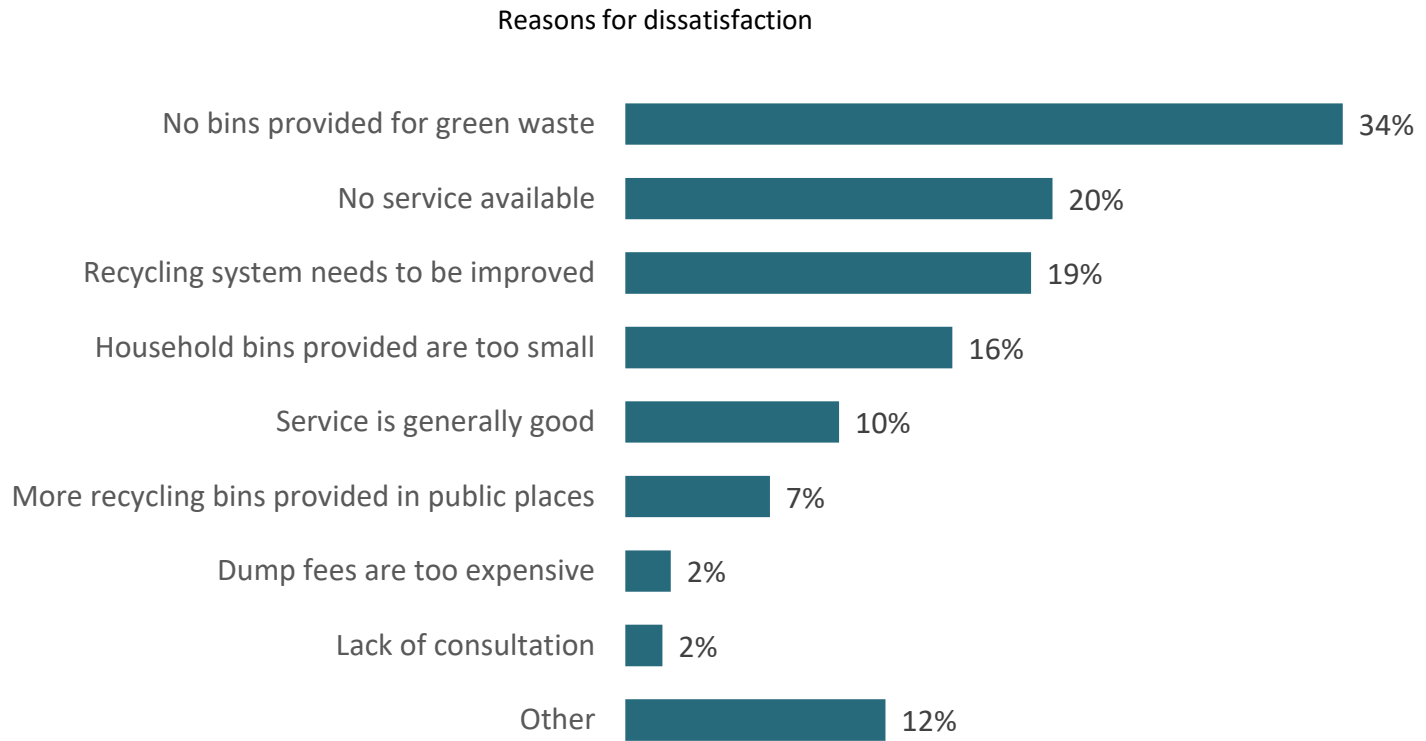
Most residents (73%) use Council's kerbside collection service.

Urban by rural  
Significantly higher  
Significantly lower

NOTES:  
 1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365; use kerbside collection n=713  
 2. SF2A.1: Are you satisfied with the following? Council's rubbish and recycling services  
 3. RC1: Where you live, does the Council provide a regular kerbside rubbish and recycling collection service?  
 4. RC2: And are you satisfied or dissatisfied with the kerbside rubbish and recycling collection service?

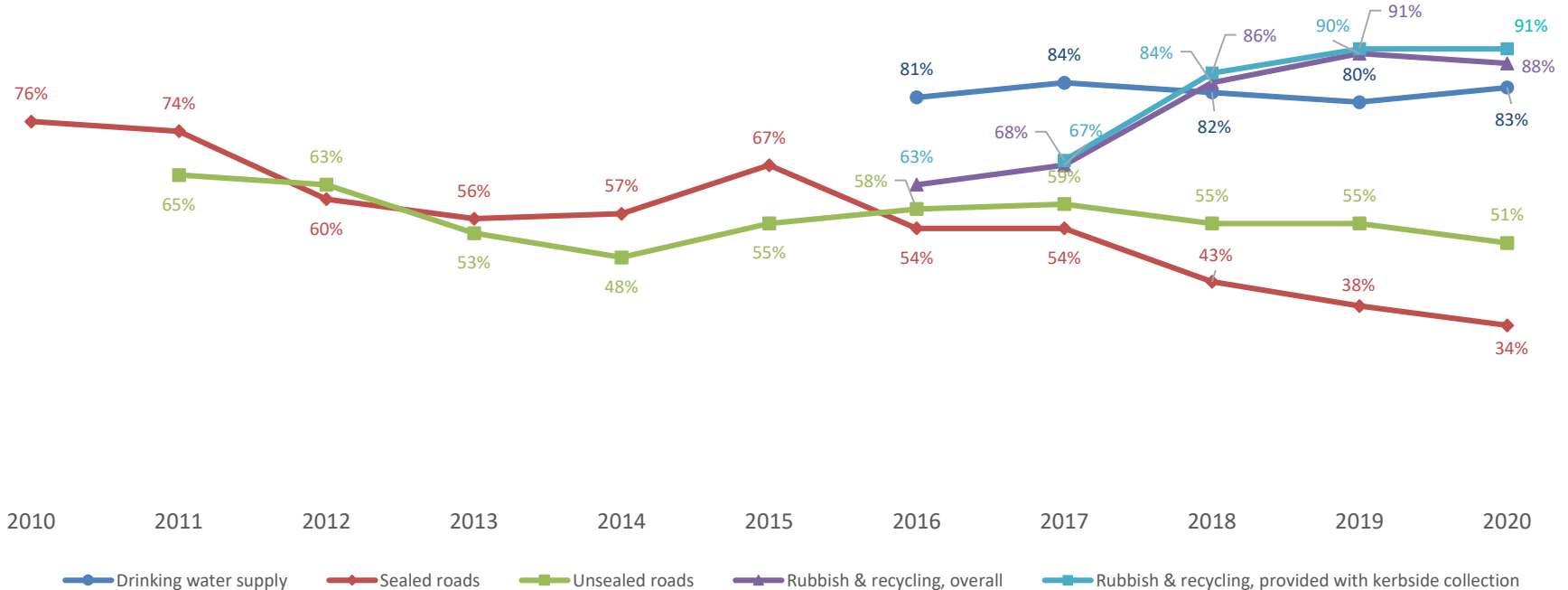
More than a third of dissatisfied residents (34%) have mentioned the *lack of bins for green waste* as their reason for dissatisfaction while one in five (20%) stated that there is *no service available* in their area.

## Dissatisfaction with rubbish and recycling services



Satisfaction with the *rubbish and recycling services* has been on an upward trend since 2016. Perceptions of the District's *drinking water supply* have been generally favourable over the past four years. Satisfaction with *Sealed roads* has dropped considerably since 2018.

## Local infrastructure: Trend in satisfaction (2010 – 2020)



### NOTES:

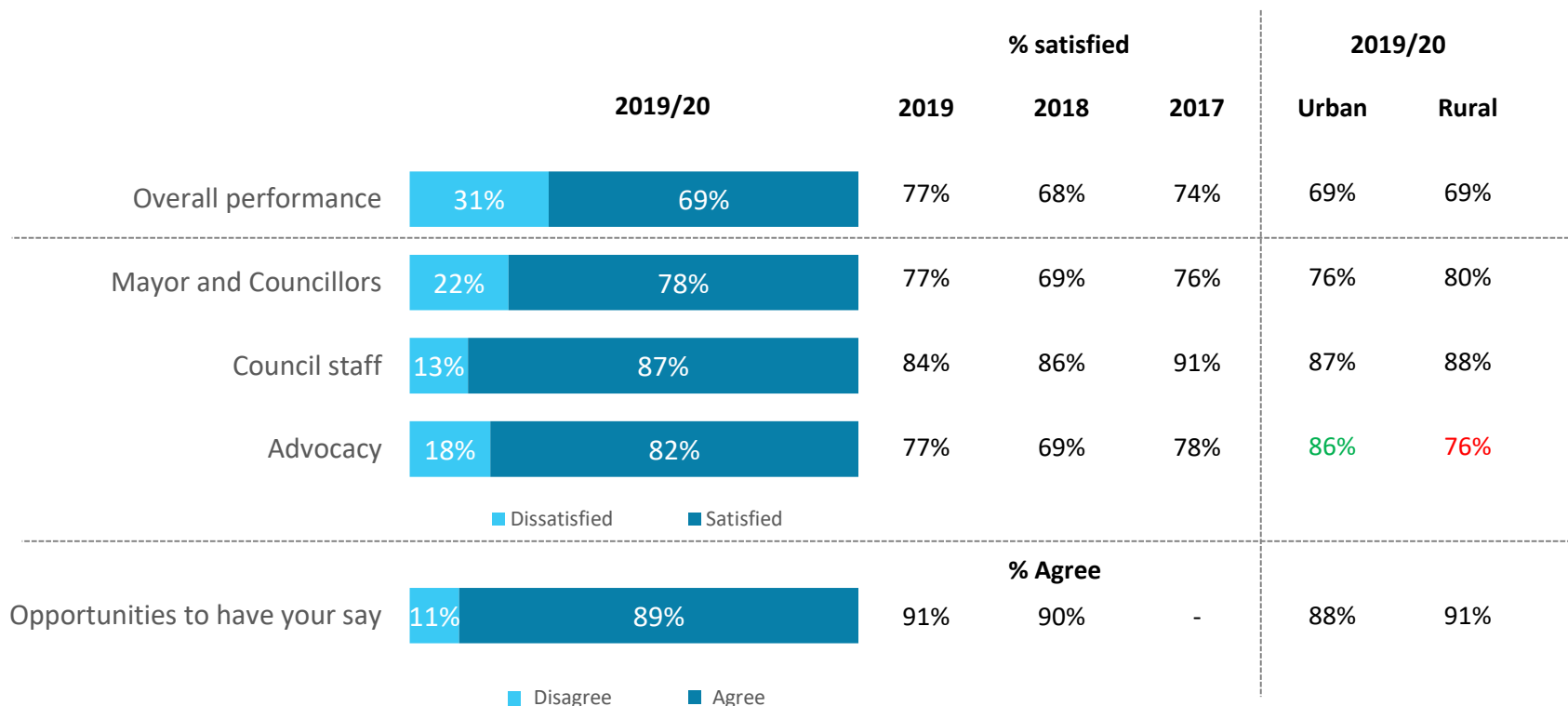
1. Sample: 2020 n=950; 2019 n=400
2. WS2: Are you satisfied with the drinking water supply?
3. SF1A.1: For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied with the standard and Safety of sealed roads, excluding state highways
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

In 2020, satisfaction with Ashburton District Council's *overall performance* is considerably lower compared with 2019 (69% vs. 77%). However, perceptions regarding the *performance of the Mayor and councillors, Council staff* and Council's *advocacy* role have improved over the past year.

## Community governance & decision-making



Urban by rural  
Significantly higher  
Significantly lower

NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
2. OVS1: Overall, are you satisfied or dissatisfied with the performance of Ashburton District Council over the last 12 months? n=796
3. PER1.3: Are you satisfied or dissatisfied with: The performance of Council staff in the last year? n=616
4. PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year? n=655
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? n=638
6. PER5.1: Do you agree or disagree with the following statements about Ashburton District Council? Council provides opportunities to have your say; n=744



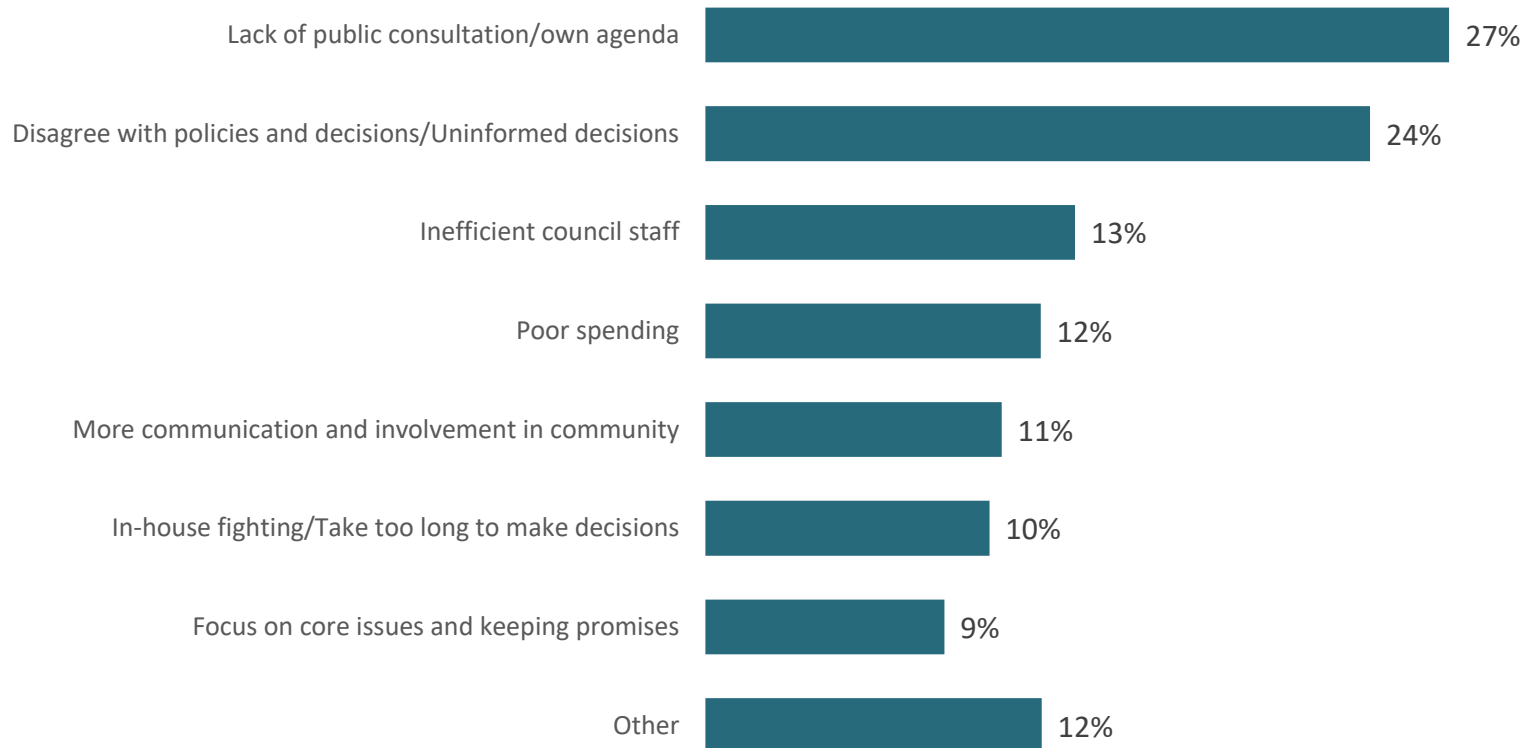
*Roading issues and overspending/not receiving value for money are the top reasons for dissatisfaction with Council's performance.*

## Dissatisfaction with Council's overall performance



Around a quarter of residents have cited *lack of public consultation/own agenda* (27%) and *disagreement with policies and decisions/uninformed decisions* (24%) as their reasons for dissatisfaction with the *performance of the Mayor and councillors*.

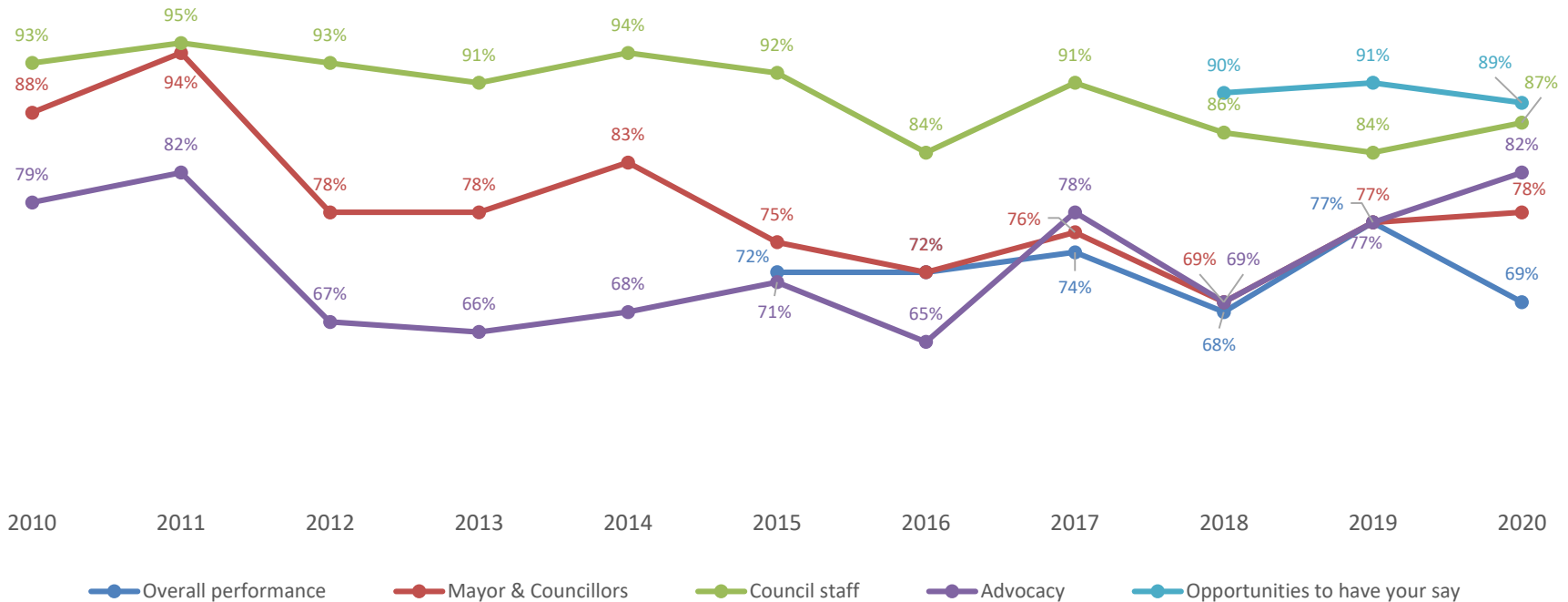
## Dissatisfaction with performance of Mayor and councillors



NOTES:  
 1. Sample: 2020 n=950  
 2. PER2.4: Why are you dissatisfied with the performance of the Mayor and Councillors? n=125

Satisfaction with the performance of *Council staff* and the *opportunities for residents to be involved in decision-making processes* has been generally high. Satisfaction with Council's *advocacy* role has significantly increased since 2018.

## Community governance & decision-making: Trend in satisfaction

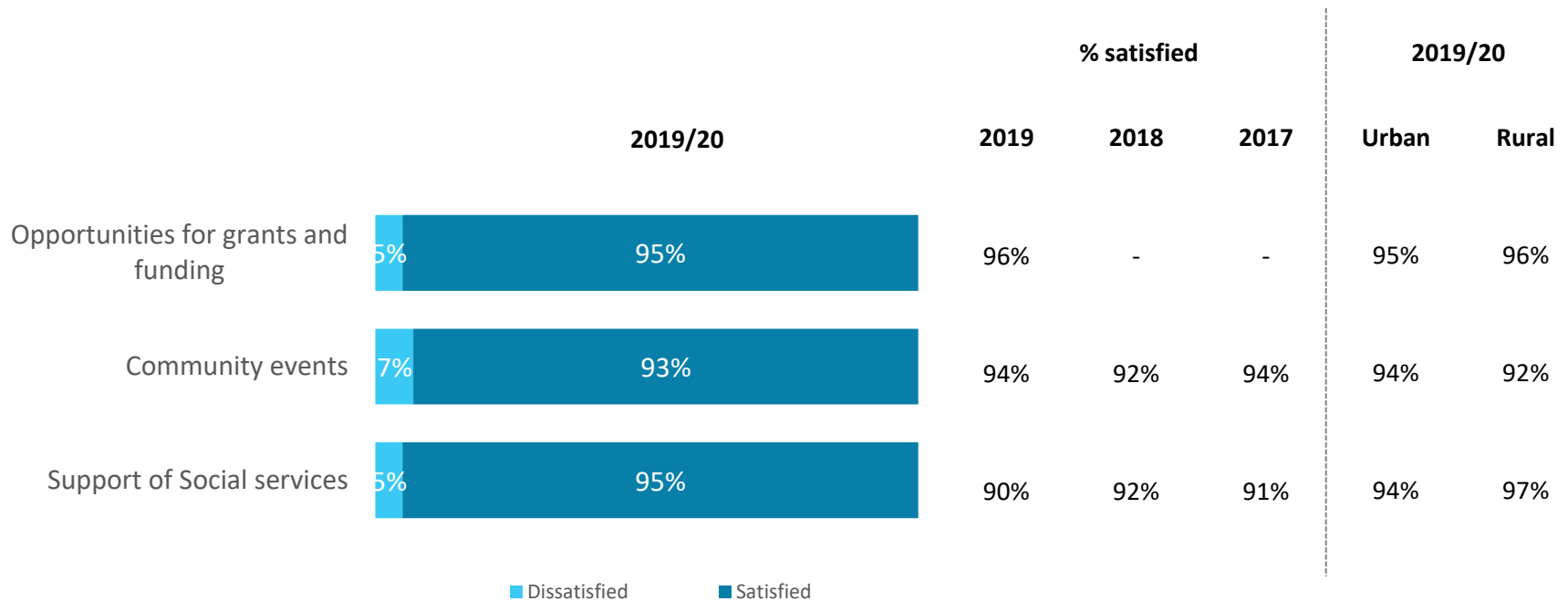


NOTES:

1. Sample: 2020 n=950
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4. PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year? n=655
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? n=638
6. PER5.1: Do you agree or disagree with the following statements about Ashburton District Council? Council provides opportunities to have your say; n=744

There are no significant changes in perceptions of *community events and grants* while satisfaction with Council's *support of social services* is up from 90% in 2019 to 95% satisfied residents in 2019/20.

## Community events and grants



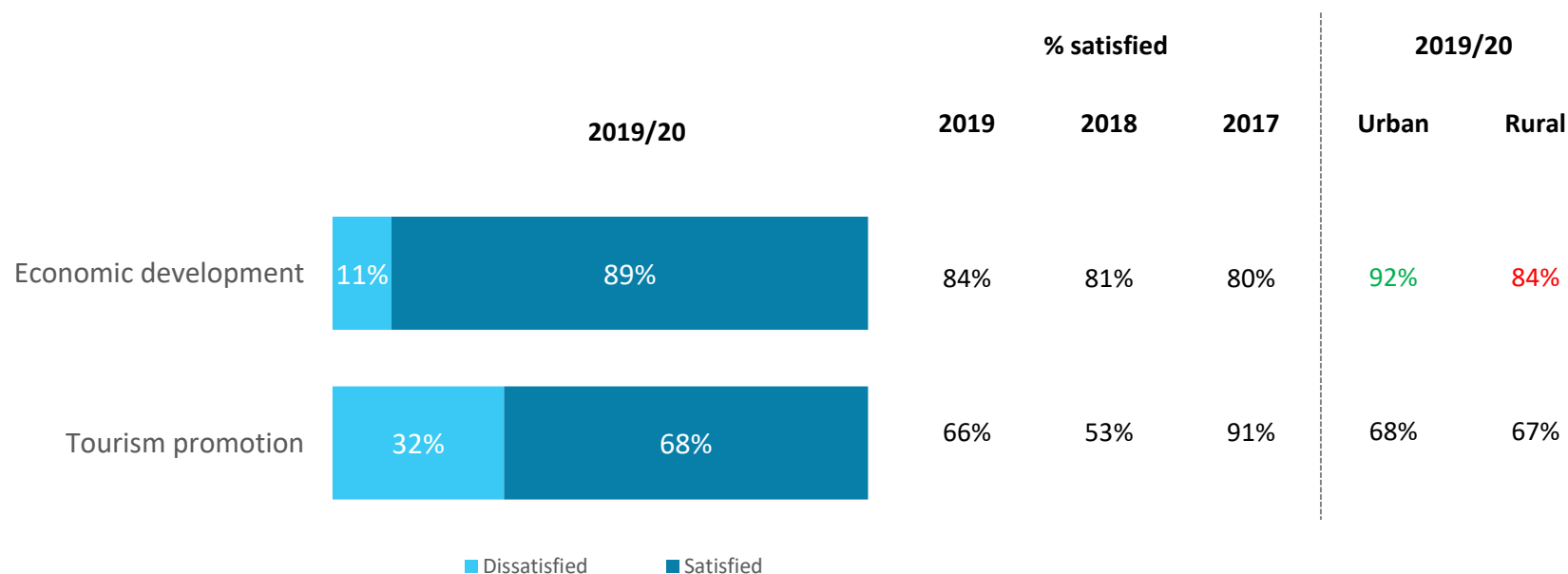
Urban by rural  
Significantly higher  
Significantly lower

NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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=679
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=761
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=660

Satisfaction with Council's *economic development* and *tourism promotion* services has slightly increased compared with 2019. *Urban* residents are likely to be more satisfied with Council's economic and business development activities than *rural* residents.

## Economic development and tourism promotion



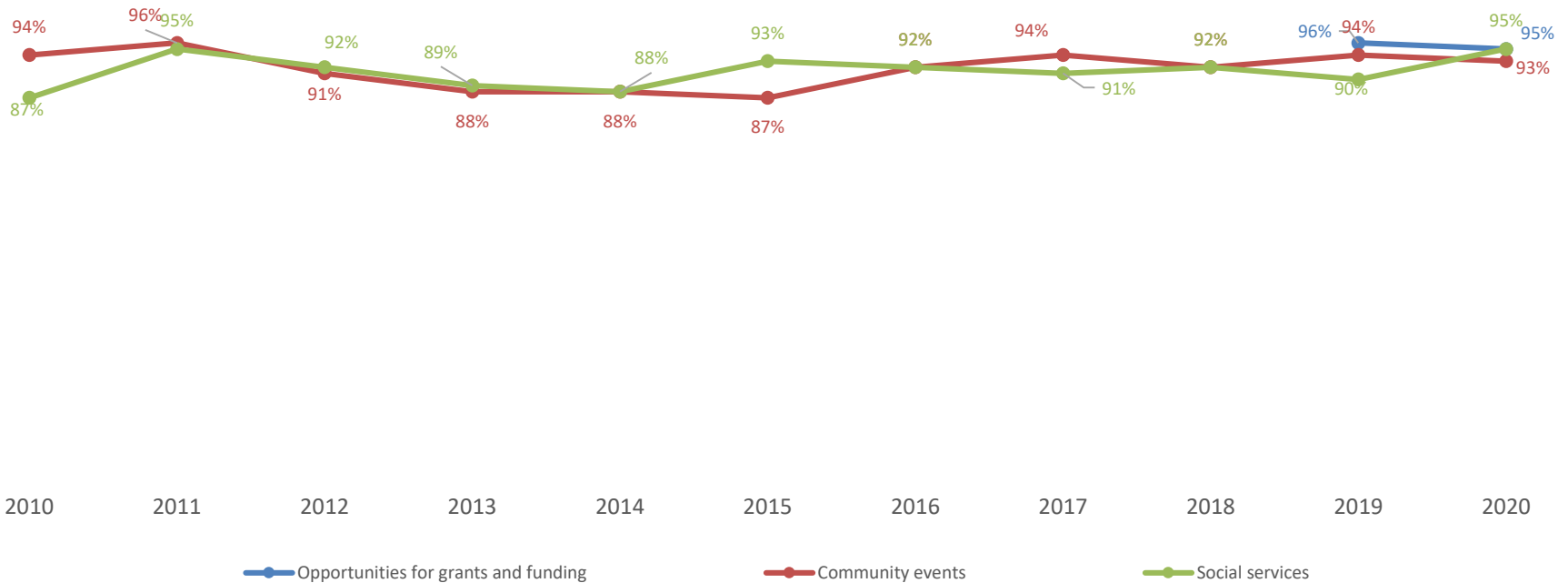
Urban by rural  
*Significantly higher*  
*Significantly lower*

NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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=553
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=604

Council's performance regarding *community events* and *support of social services* has been consistent over time.

### Events and grants and funding: Trend in satisfaction

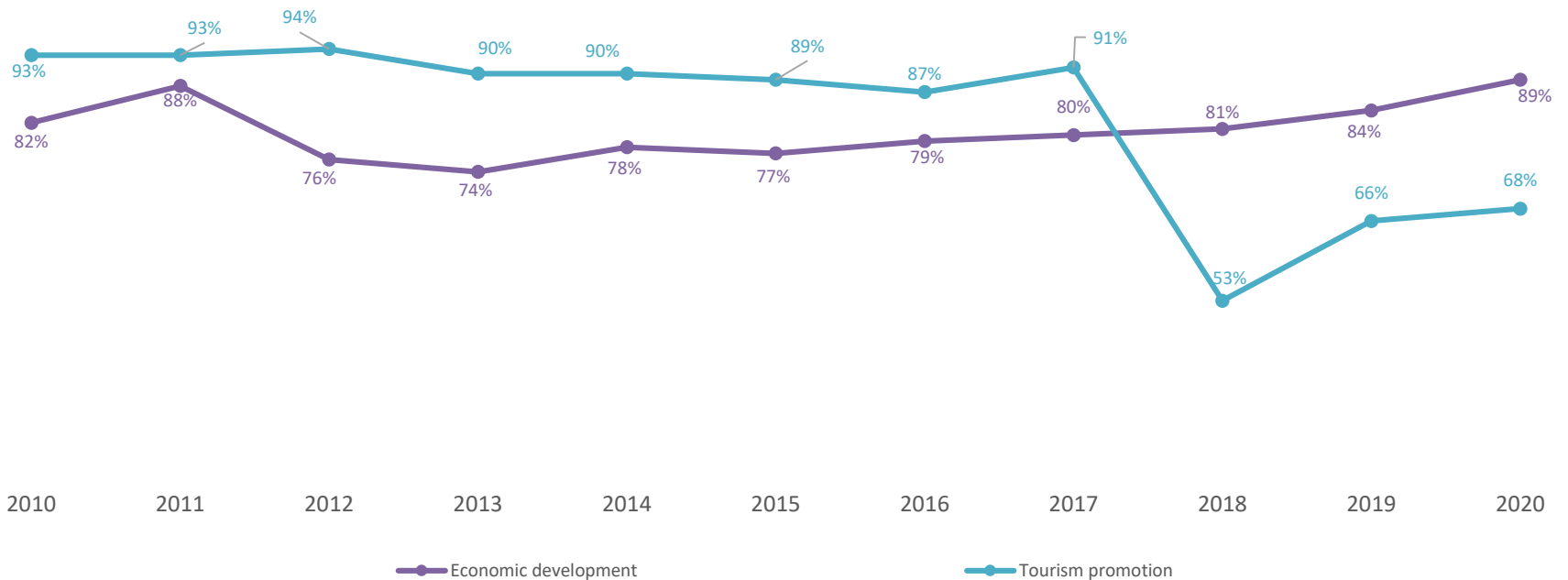


NOTES:

1. Sample: 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; n=679
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=761
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=660

Satisfaction with *economic development* and *tourism promotion* has been increasing since 2018.

## Economic development and tourism promotion: Trend in satisfaction

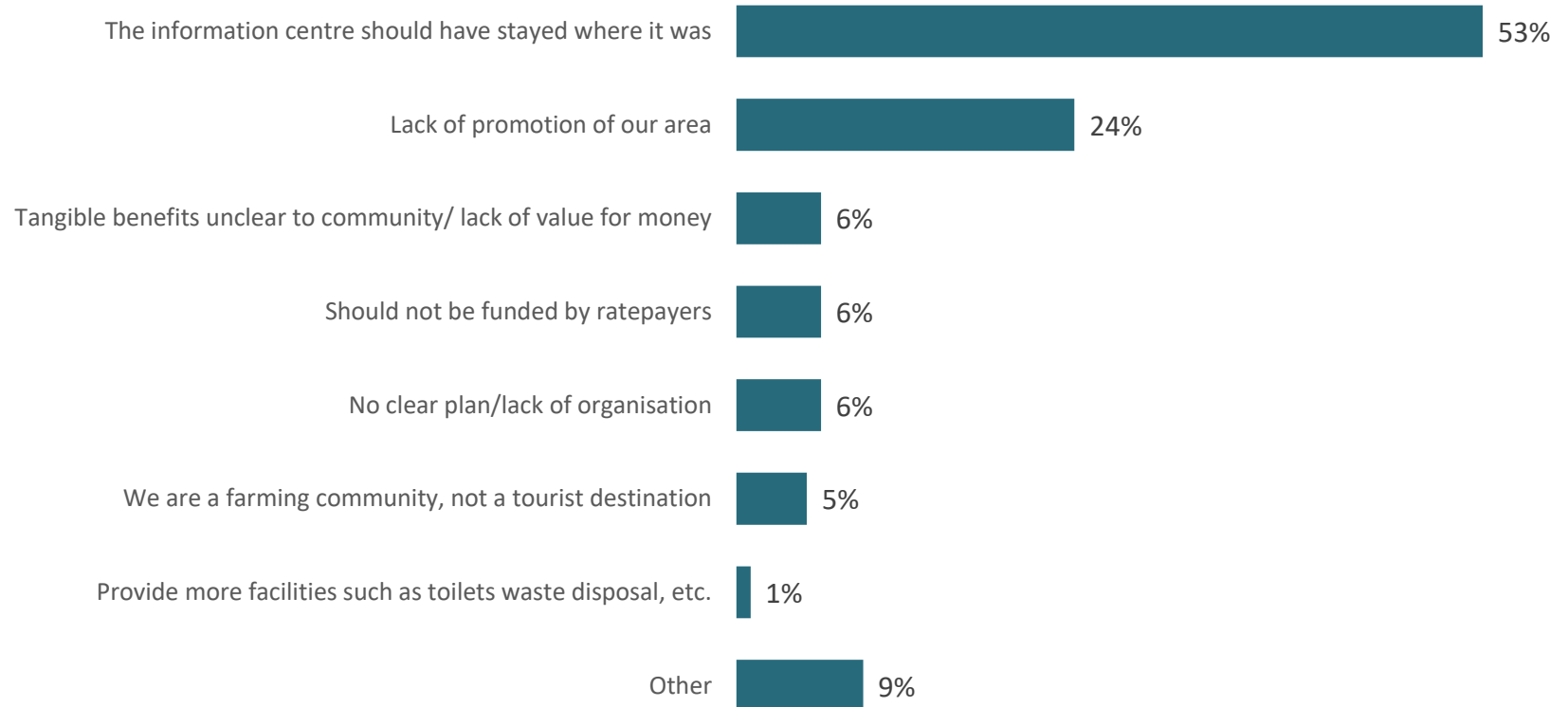


NOTES:

1. Sample: 2020 n=950
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=553
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=604

More than half of dissatisfied residents (53%) think that the *information centre should have stayed where it was* while just under a quarter (24%) mentioned *lack of promotion of the Ashburton District area* as their reason for dissatisfaction with *tourism promotion*.

## Dissatisfaction with tourism promotion

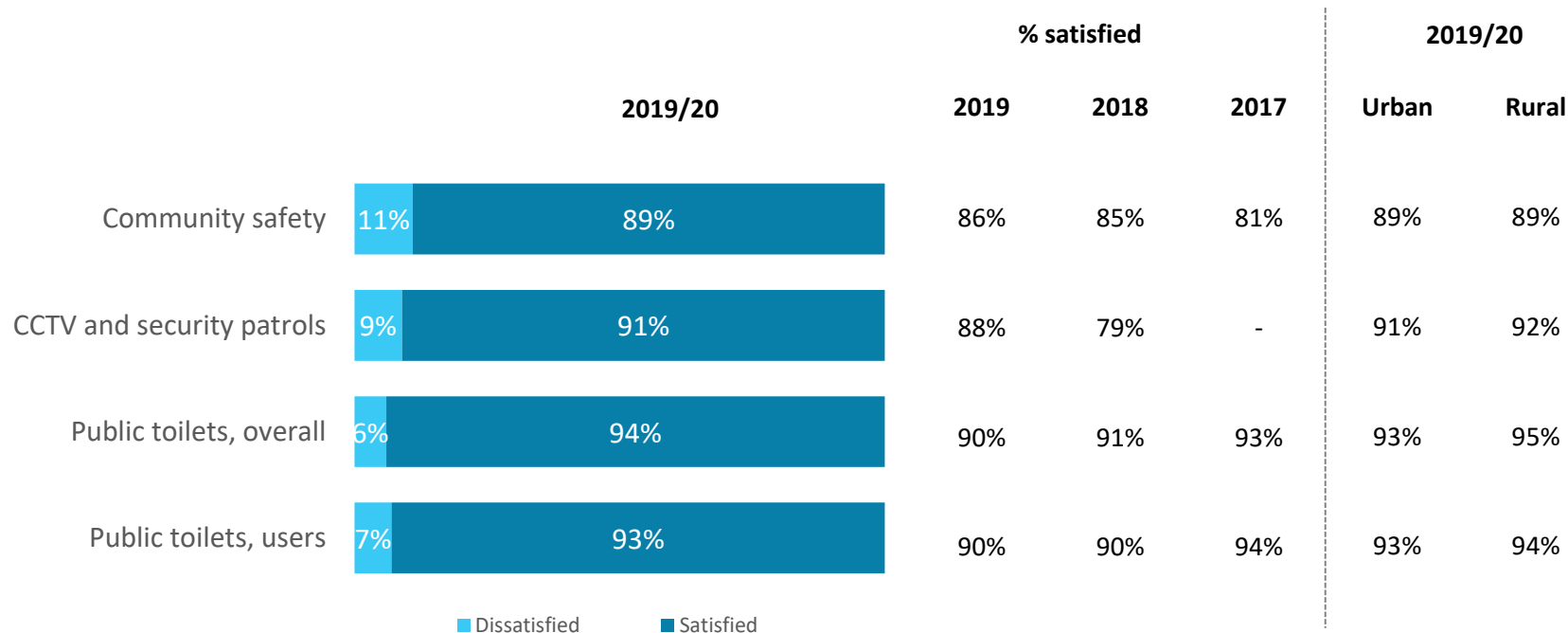


NOTES:  
1. Sample: 2020 n=950  
2. SF4B.2: Why are you dissatisfied with the Council's role in tourism promotion in the district? n=174



Satisfaction with Council's support for *community safety* and provision of *CCTV and security patrols* within the district has increased since 2019. Residents' evaluation of the maintenance of *public toilets* has been more favourable in 2019/20 than it was a year ago.

## Community Services



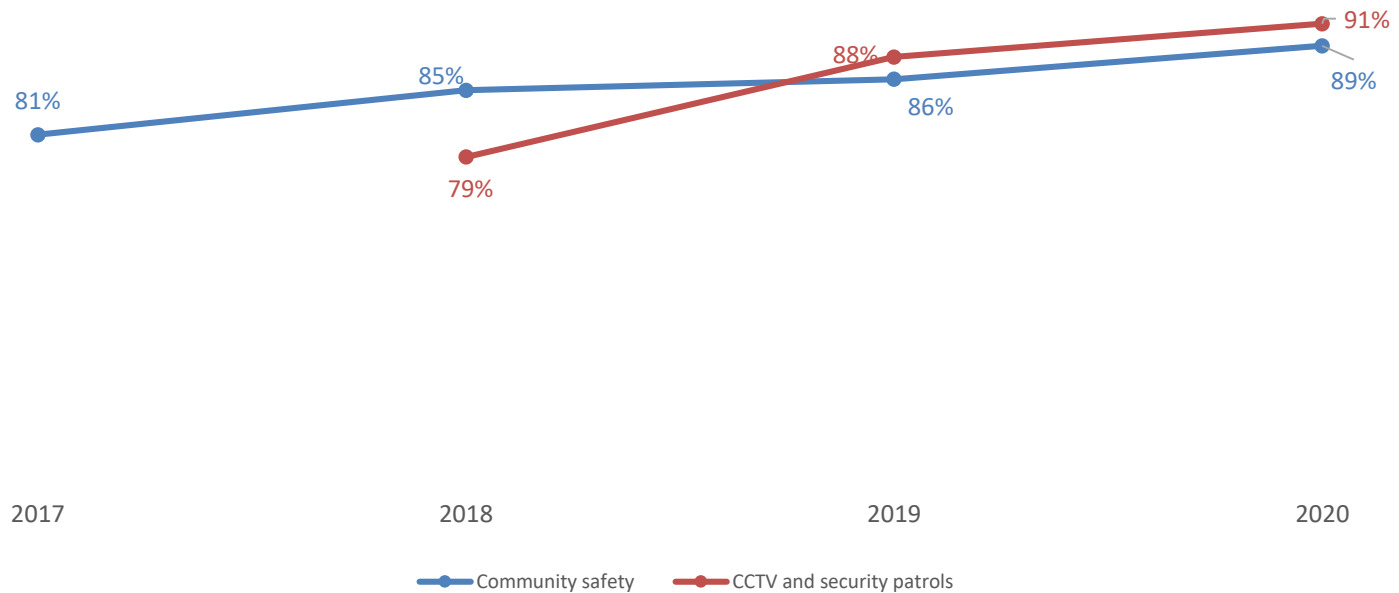
Urban by rural  
Significantly higher  
Significantly lower

### NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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

Council's performance concerning *community safety* and provision of *CCTV and security patrols* has improved since 2018.

## Community services: Trend in satisfaction

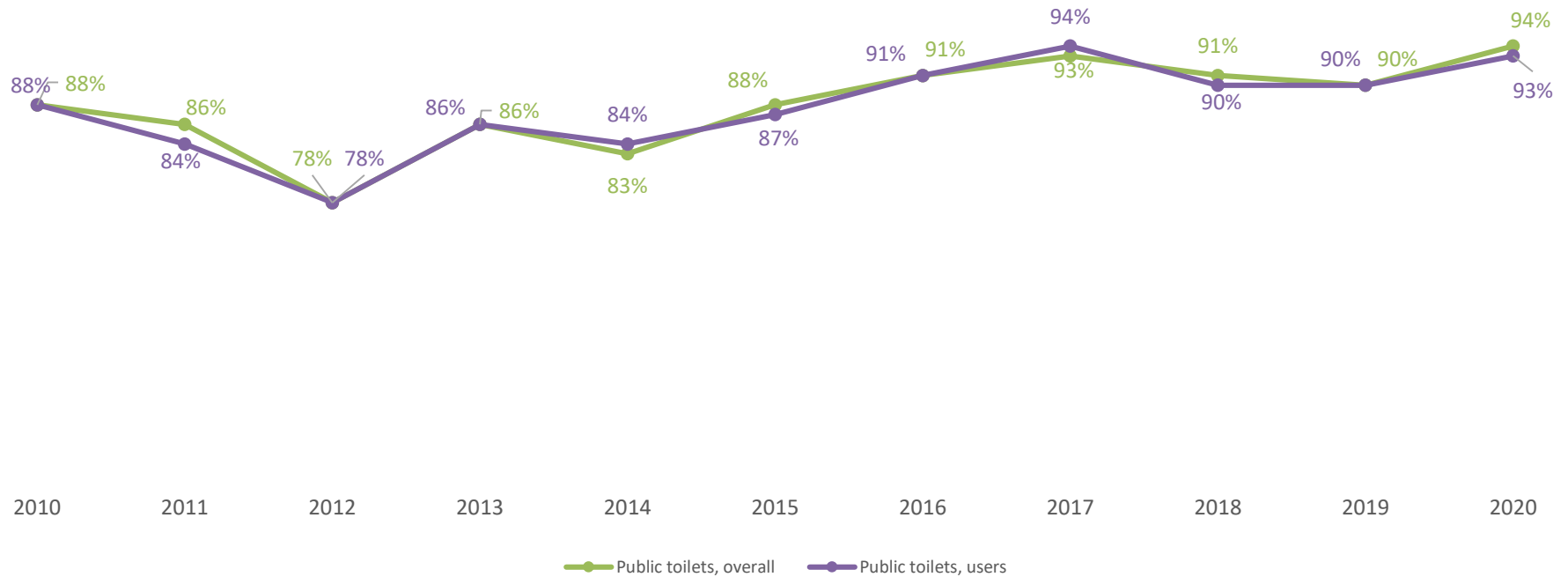


### NOTES:

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4. SF2A.2: Are you satisfied with the following? Public toilets; n=717; users of public toilets n=615

Satisfaction with *public toilets* (user and overall) has increased since 2018.

## Community services: Trend in satisfaction

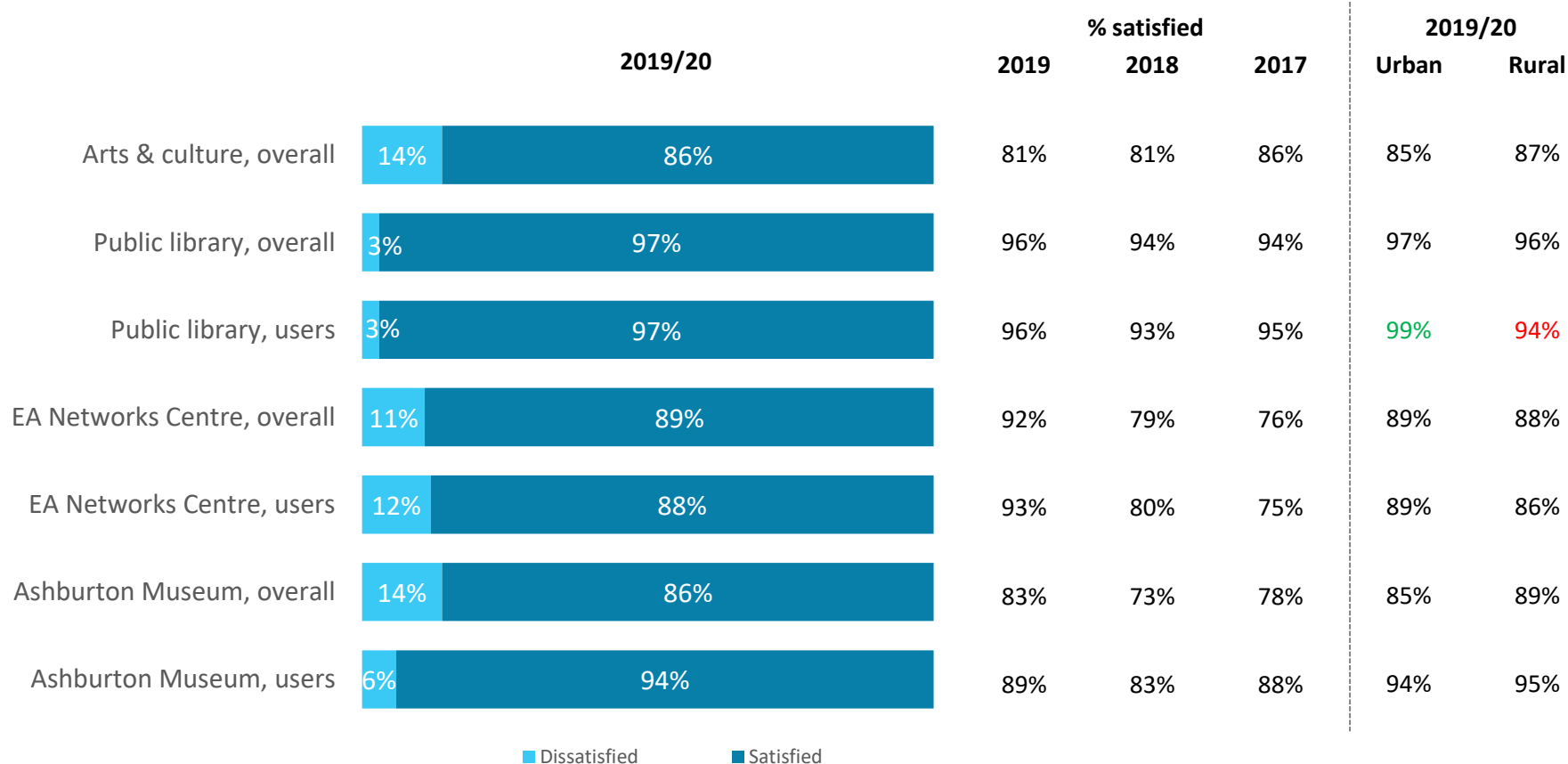


### NOTES:

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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

Residents are highly satisfied with the various *recreation and leisure services and facilities* of Council, most notably about the *public library*. Satisfaction with the *EA Networks Centre* has declined while perceptions of the *Ashburton Museum* (user and non-user) have improved in the last year.

## Recreation and Leisure



■ Dissatisfied ■ Satisfied

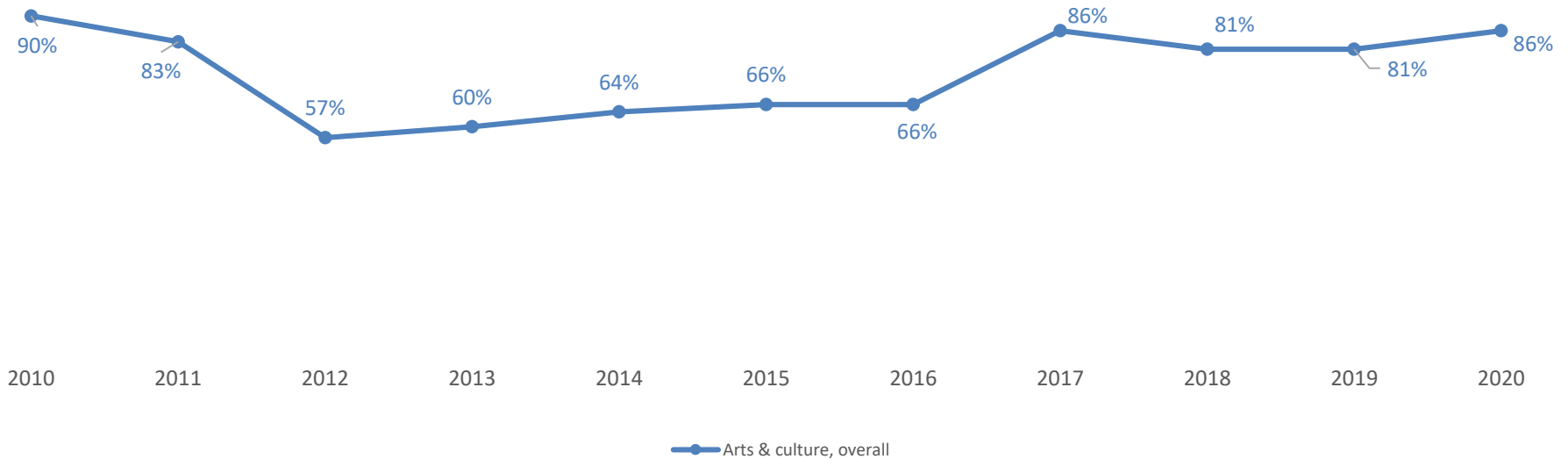
Urban by rural  
Significantly higher  
Significantly lower

NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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=691
3. SF3A. And, are you satisfied with some of the facilities provided? Public library users n=497, EA networks centre users n=637, Ashburton museum users n=392

Satisfaction with Council's support for *arts and culture* has considerably increased since last year

## Arts and culture: Trend in satisfaction

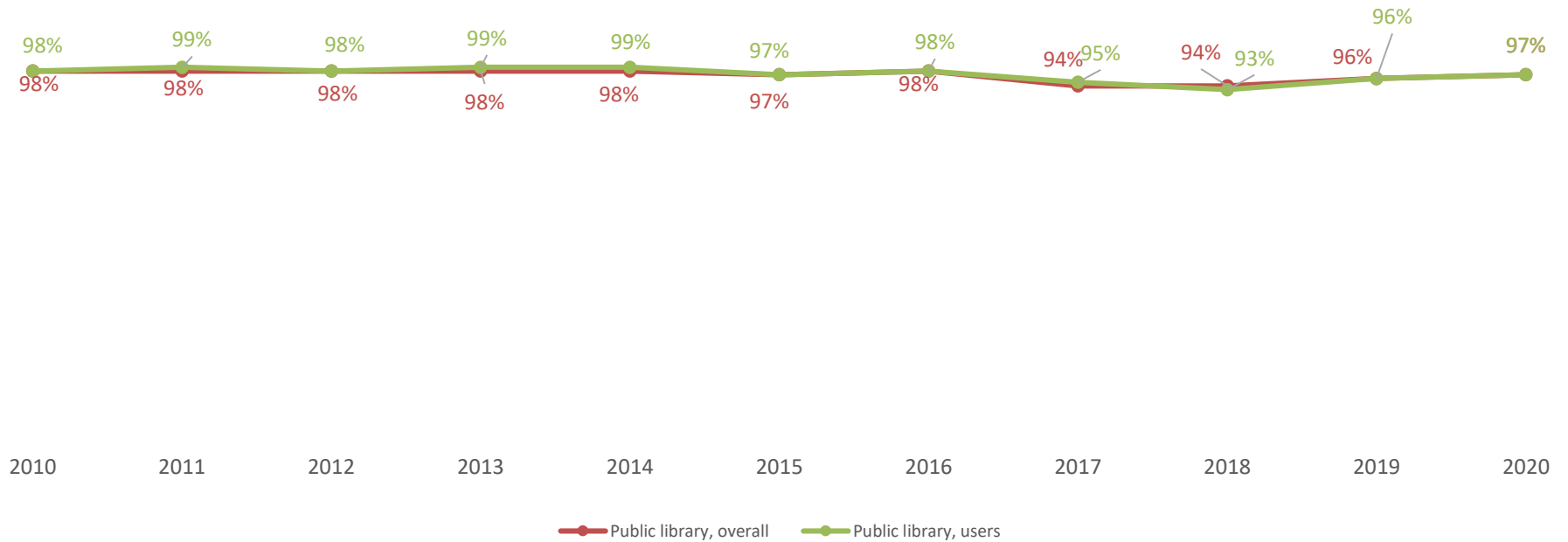


NOTES:

1. Sample: 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? n=691

Perceptions of Council's *Public library service* have been generally positive over time

## Public library: Trend in satisfaction

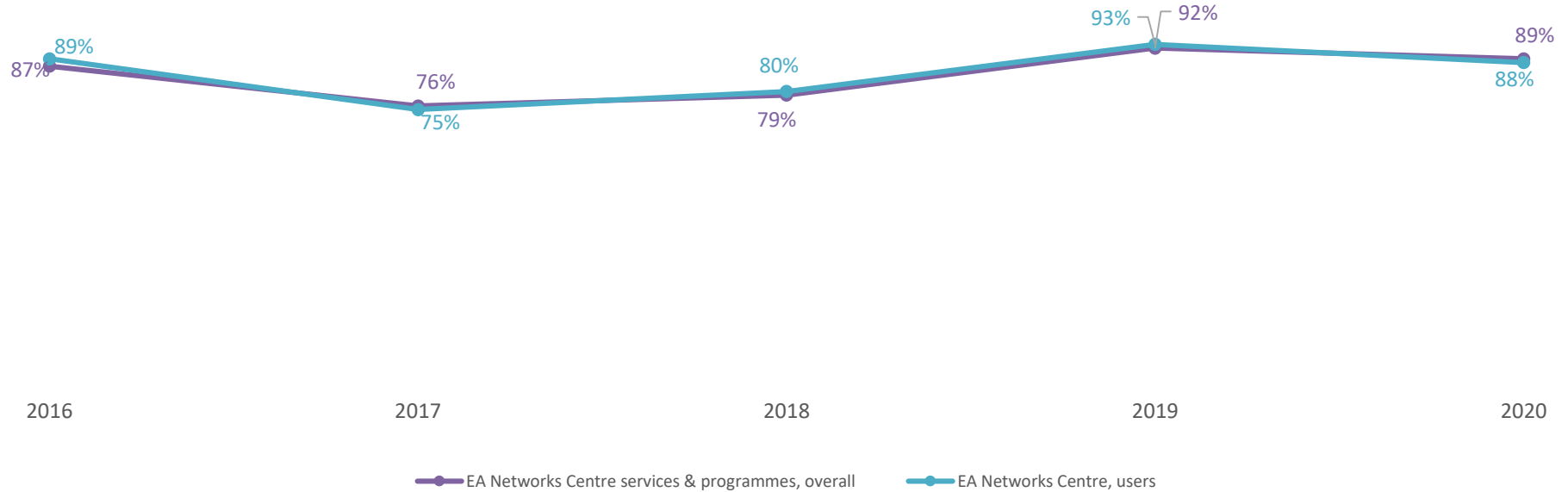


NOTES:

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

Council's performance with the maintenance of the *EA Networks Centre* has been steady since 2016.

## EA Networks Centre: Trend in satisfaction

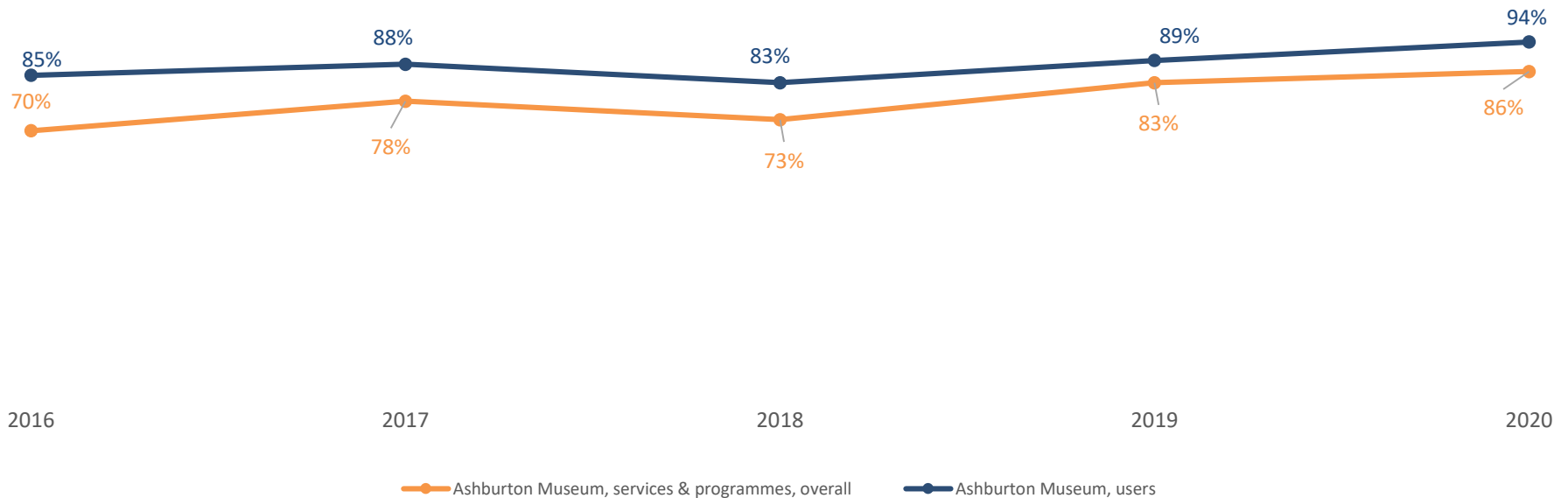


NOTES:

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

Residents' satisfaction with the *Ashburton Museum* has been showing a steady increase over the last few years.

## Ashburton Museum: Trend in satisfaction



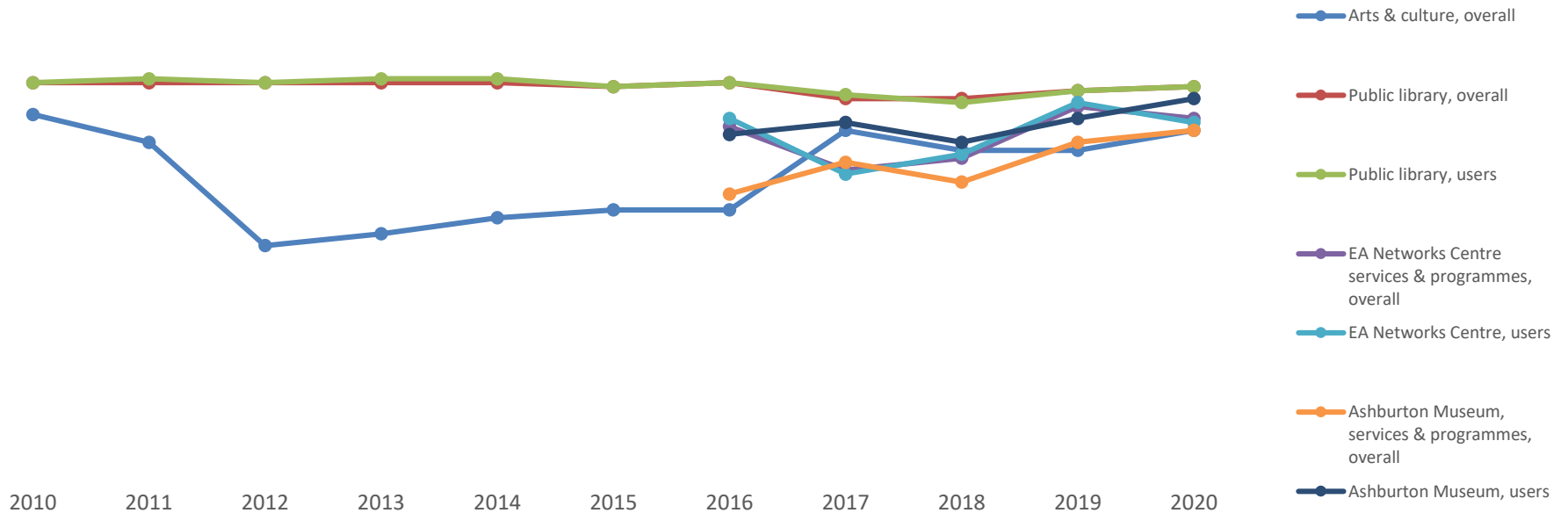
NOTES:

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



Overall, Council has performed well in the maintenance and provision of various recreation and leisure services and facilities within the District.

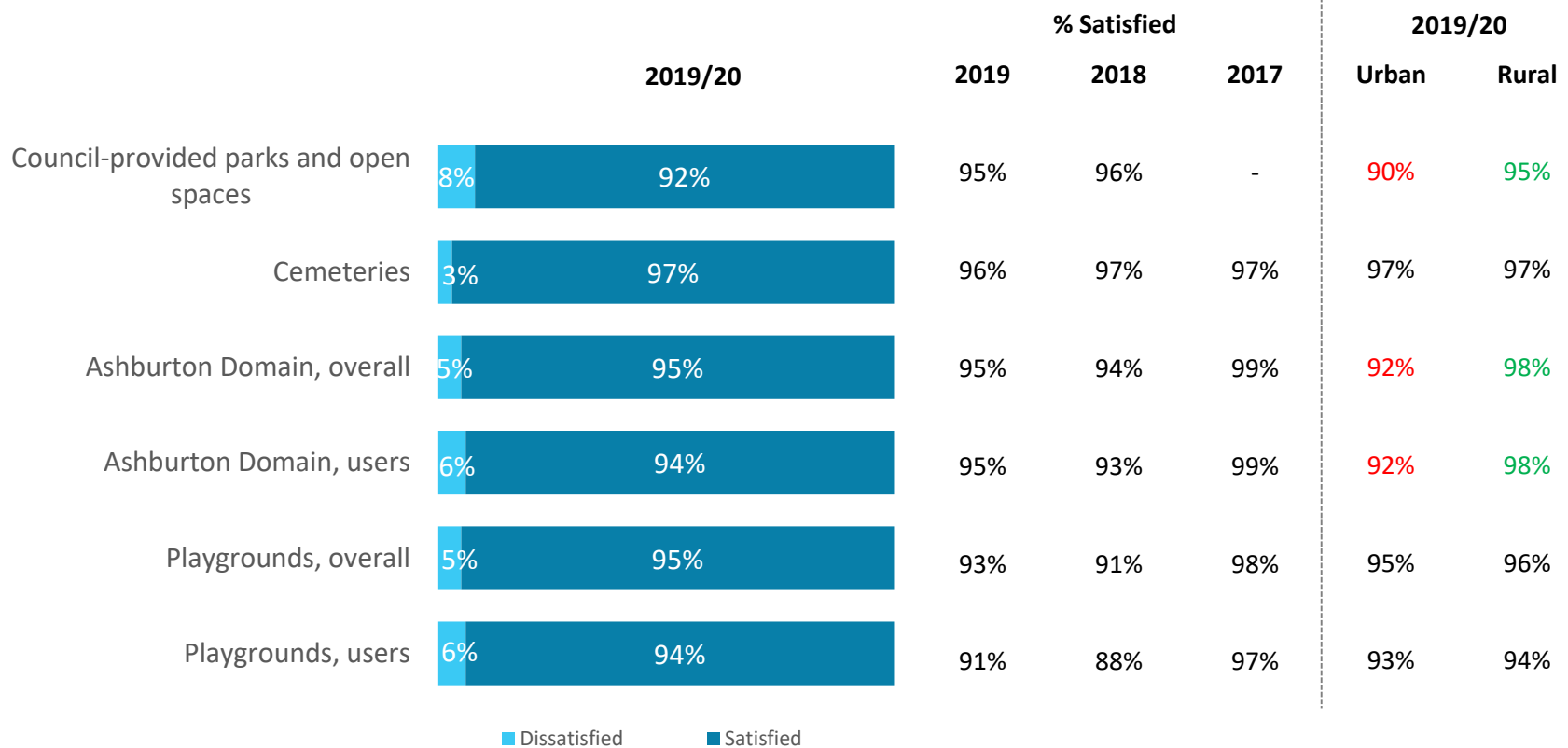
### Recreation and leisure: Trend in satisfaction



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

Most residents are satisfied with the District's *parks and open spaces*. *Cemeteries* has the highest satisfaction rate of 97%. Satisfaction is lowest for *Council-provided parks and open spaces*. *Rural* residents are likely to be more satisfied with the *Ashburton Domain* than residents in *urban* areas.

## Parks and Open Spaces

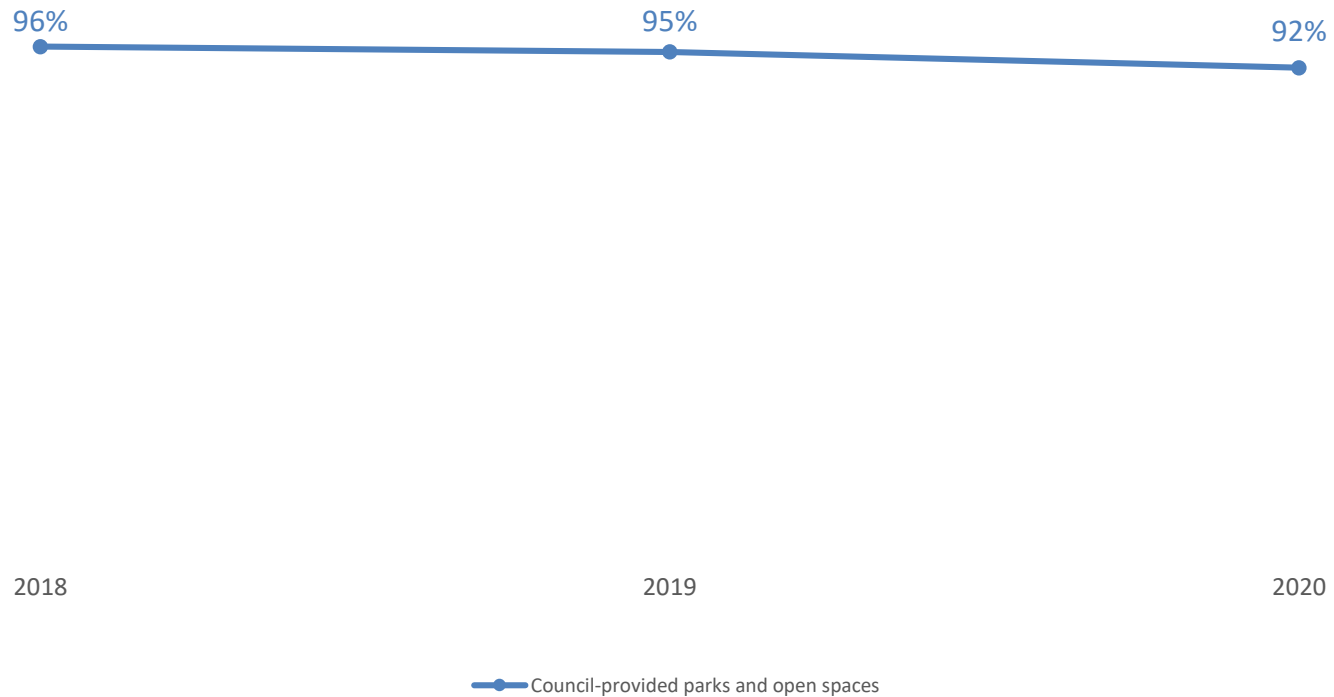


Urban by rural  
Significantly higher  
Significantly lower

NOTES:  
1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365  
2. SF2A.3: Are you satisfied with the following? Cemeteries n=717  
3. SF3A. And, are you satisfied with some of the facilities provided? Ashburton domain users n=800, playgrounds users n=565

Satisfaction with *Council-provided parks and open spaces* has decreased in the last three years, although overall satisfaction with these facilities remain high.

### Council-provided parks and open spaces: Trend in satisfaction

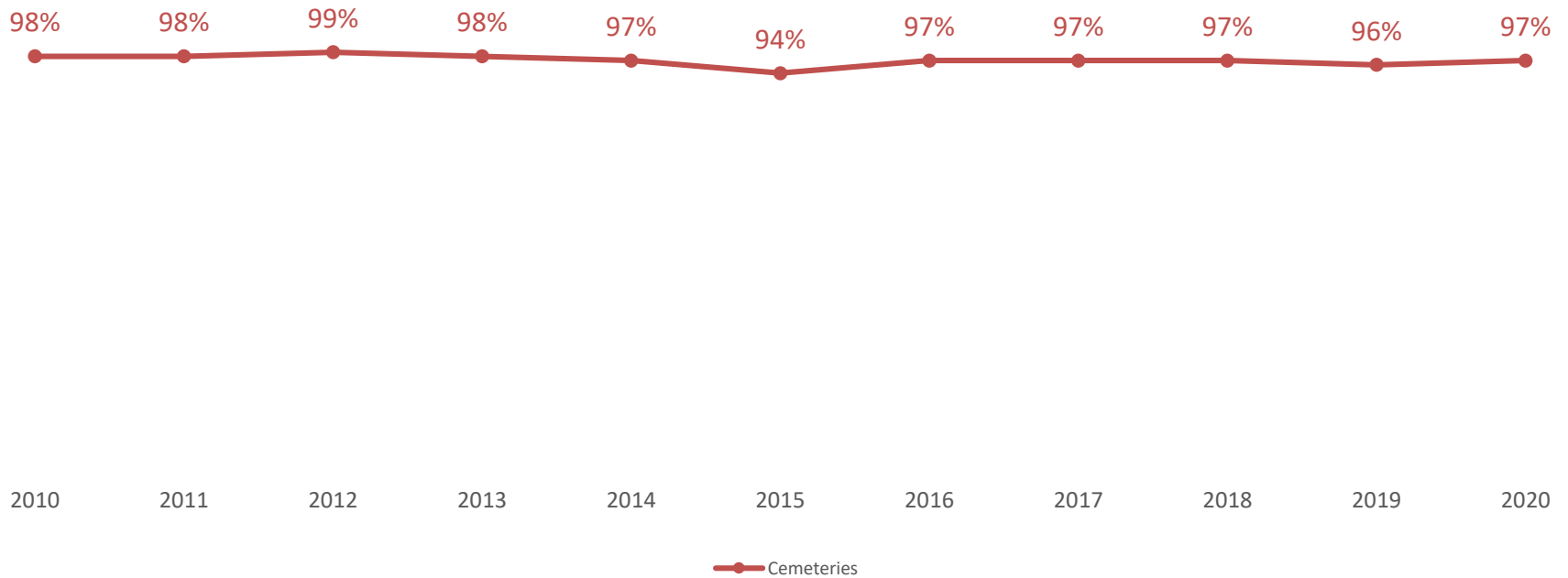


NOTES:

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

Perceptions of Council's performance in the maintenance of *cemeteries* have been very positive over the past ten years.

## Cemeteries: Trend in satisfaction

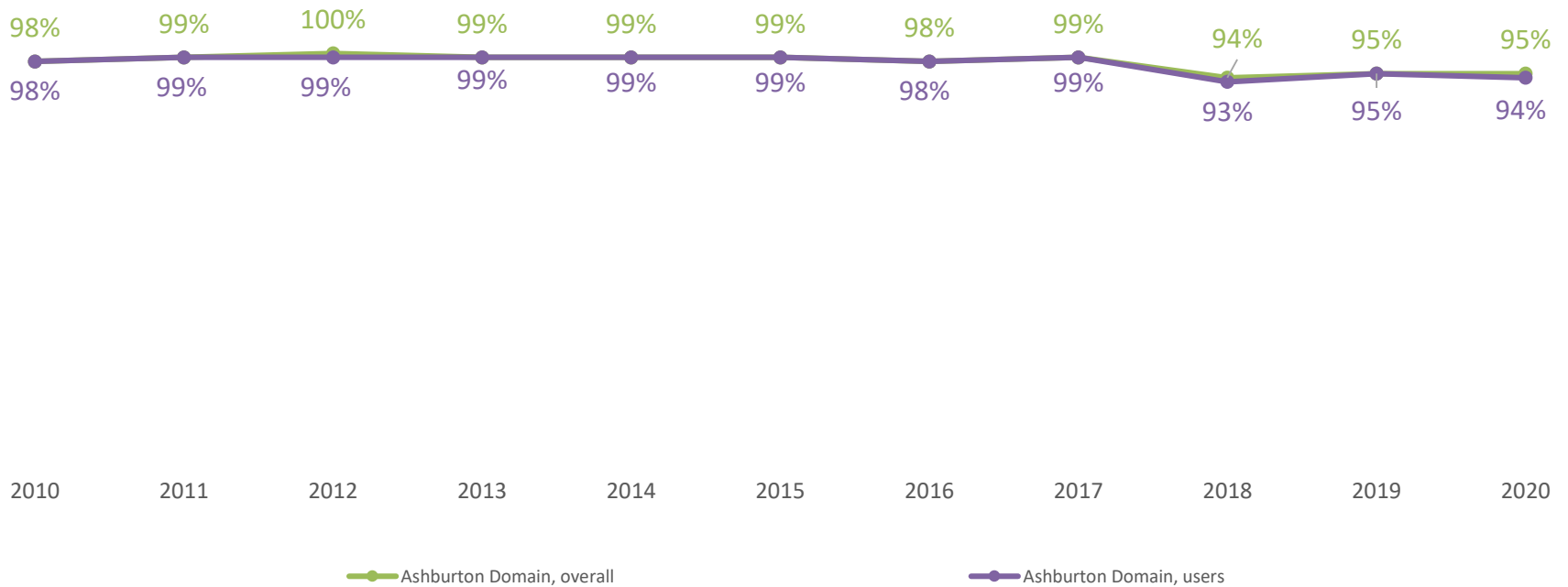


NOTES:

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

Satisfaction with the *Ashburton Domain* has been consistently high over time.

## Ashburton Domain: Trend in satisfaction

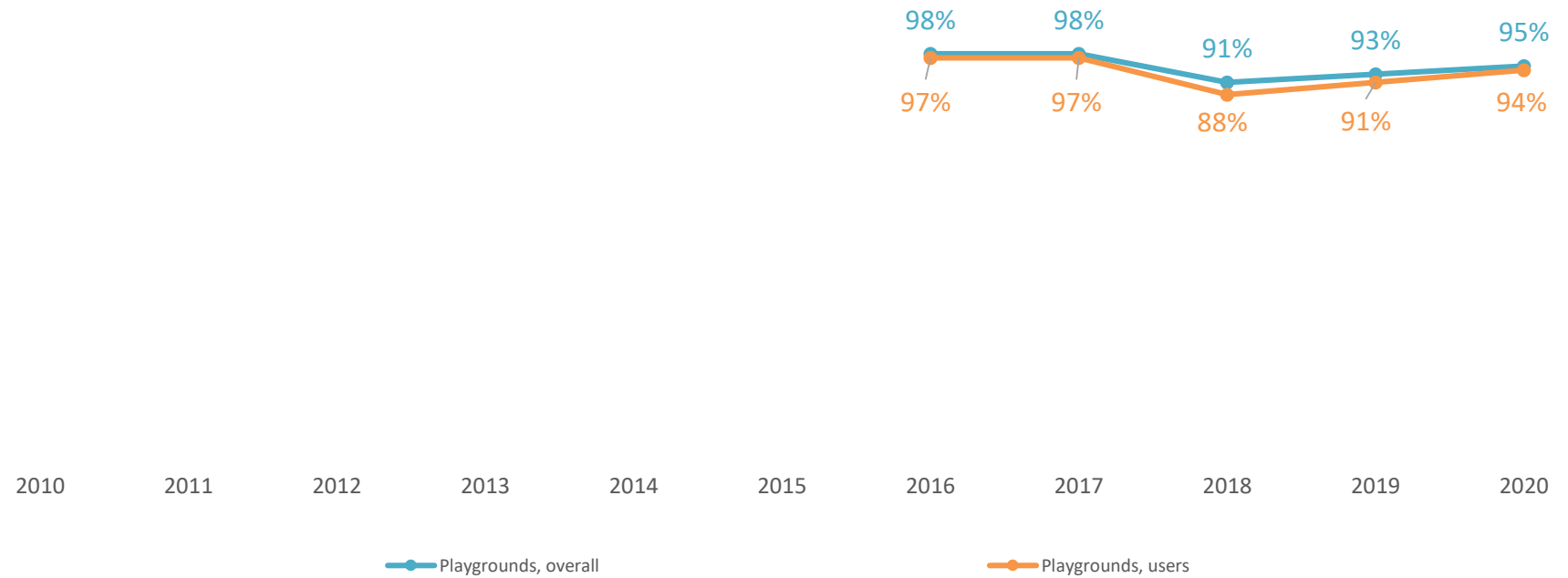


NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
2. SF3A. And, are you satisfied with some of the facilities provided?

User satisfaction regarding *playgrounds* has considerably improved from 88% in 2018 to 94% in 2019/20.

## Playgrounds: Trend in satisfaction



NOTES:

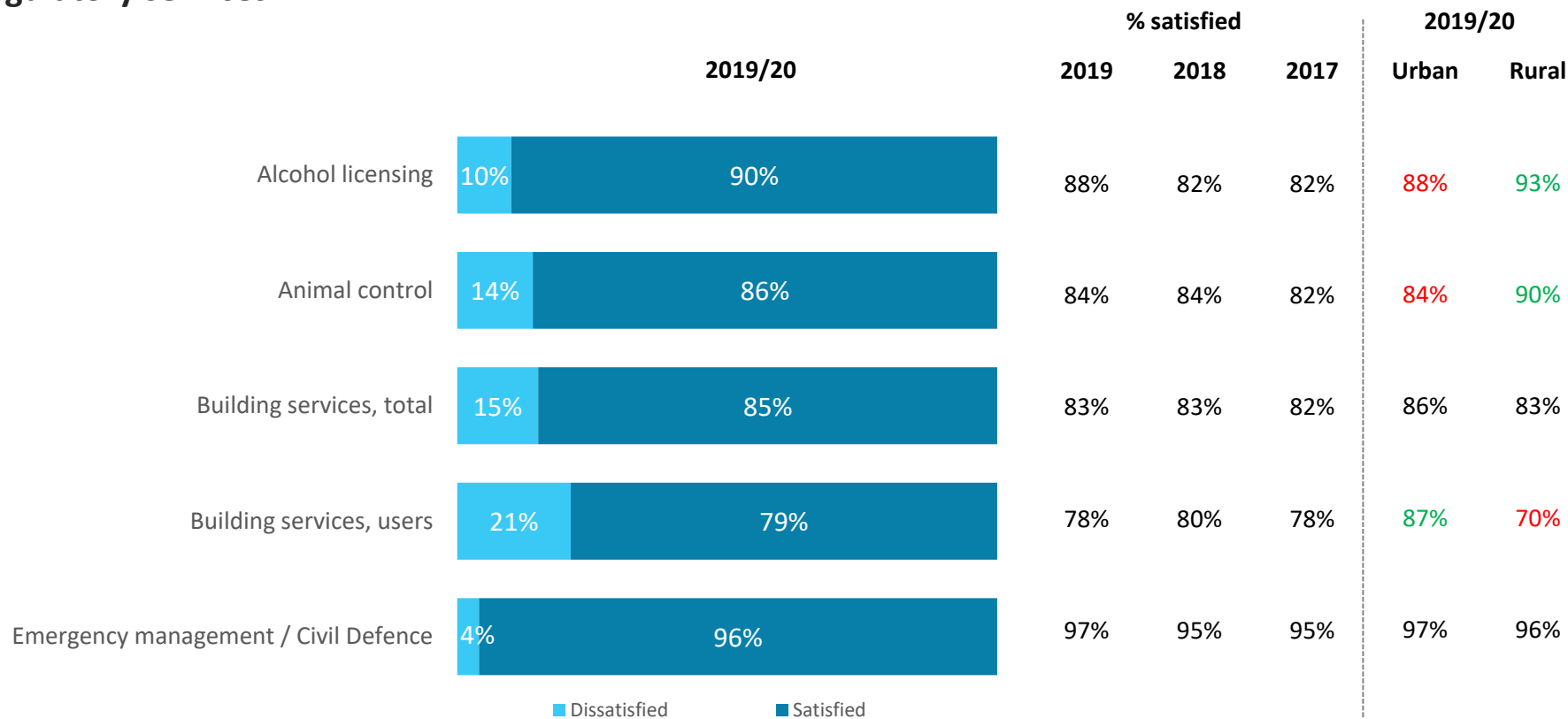
1. Sample: 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided?



## Regulatory Functions

Satisfaction with Council's *emergency management/Civil Defence* is very high with almost all residents (96%) satisfied with the service. *Rural* residents are likely to be more satisfied with *alcohol licensing* and *animal control* than *urban* residents.

## Regulatory services



Urban by Rural  
*Significantly higher*  
*Significantly lower*

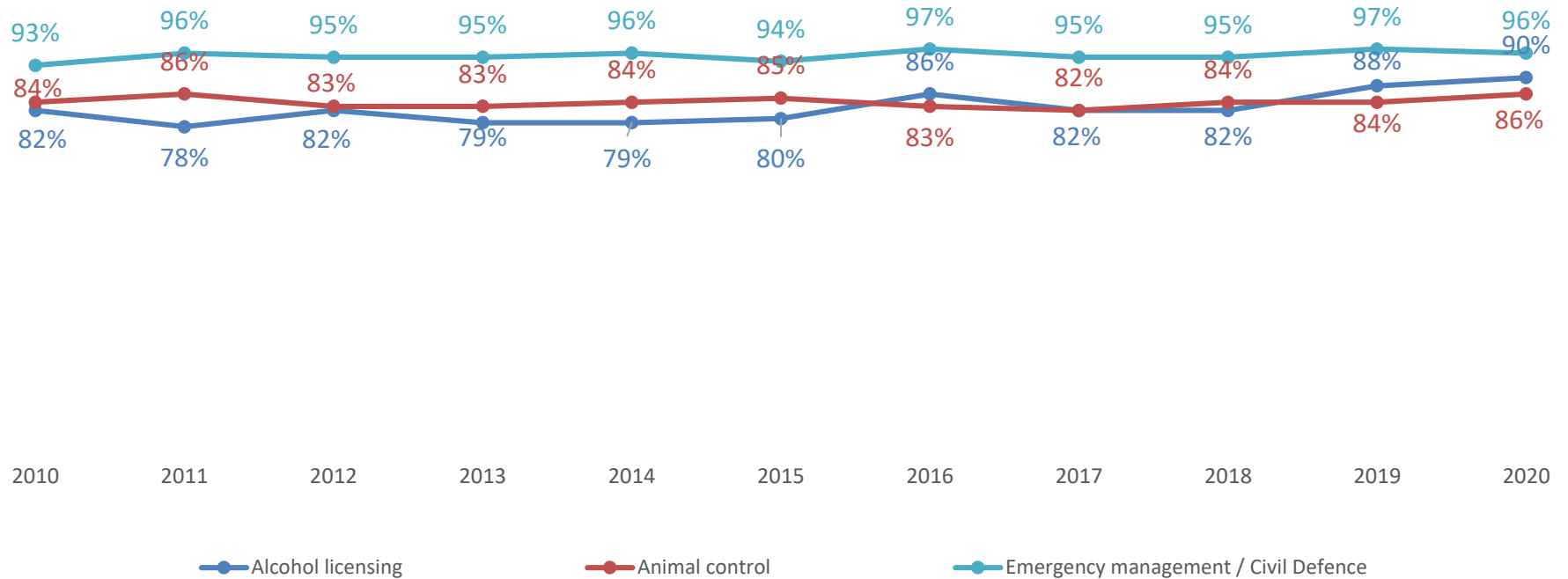
NOTES:

- Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
- SF5A.1: How satisfied or dissatisfied are you with the following? How Council undertakes its role in alcohol licensing
- SF2A.4: Are you satisfied with the following? Animal control (i.e. dogs and wandering stock)
- 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
- SF2A.5: Are you satisfied with the following? Civil Defence (i.e. emergency management)



Satisfaction with *alcohol licensing*, *animal control* and *emergency management* has shown good stability over recent years.

## Regulatory services: Trend in satisfaction

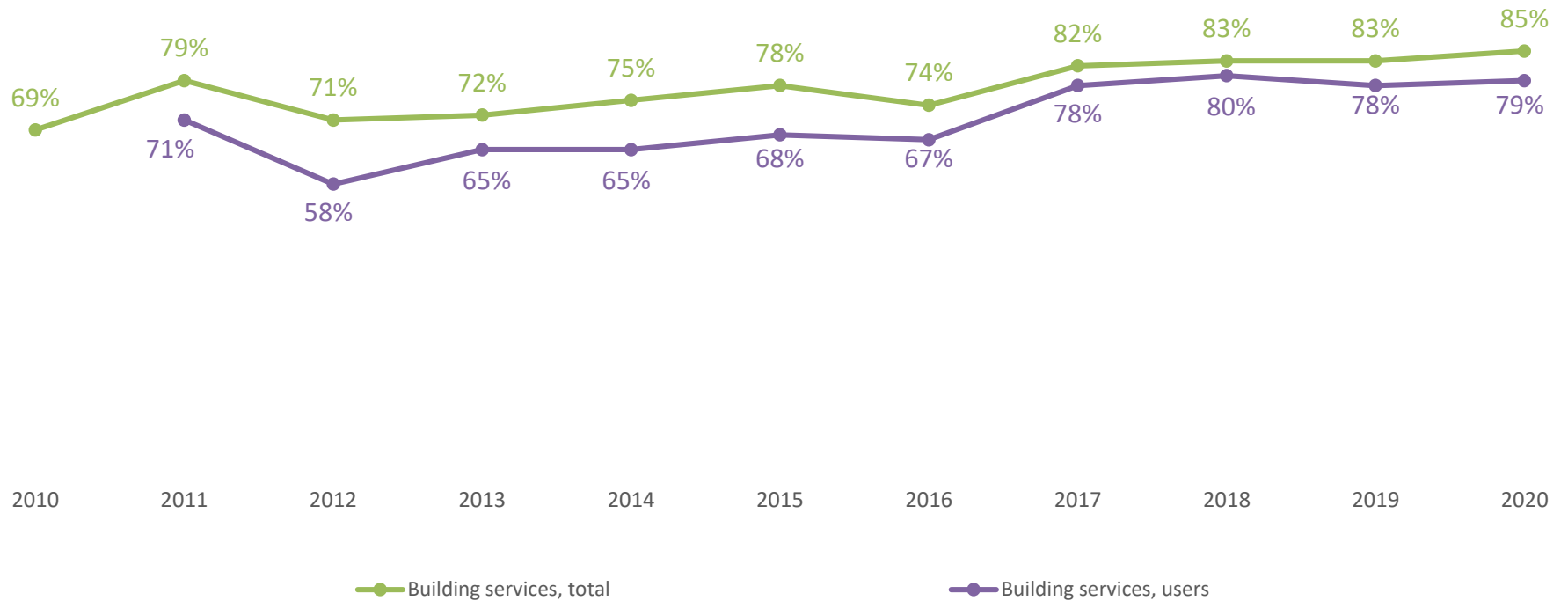


### NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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)

Satisfaction with *building services* (user and non-user) has consistently increased when looking at the last five years.

## Building services: Trend in satisfaction

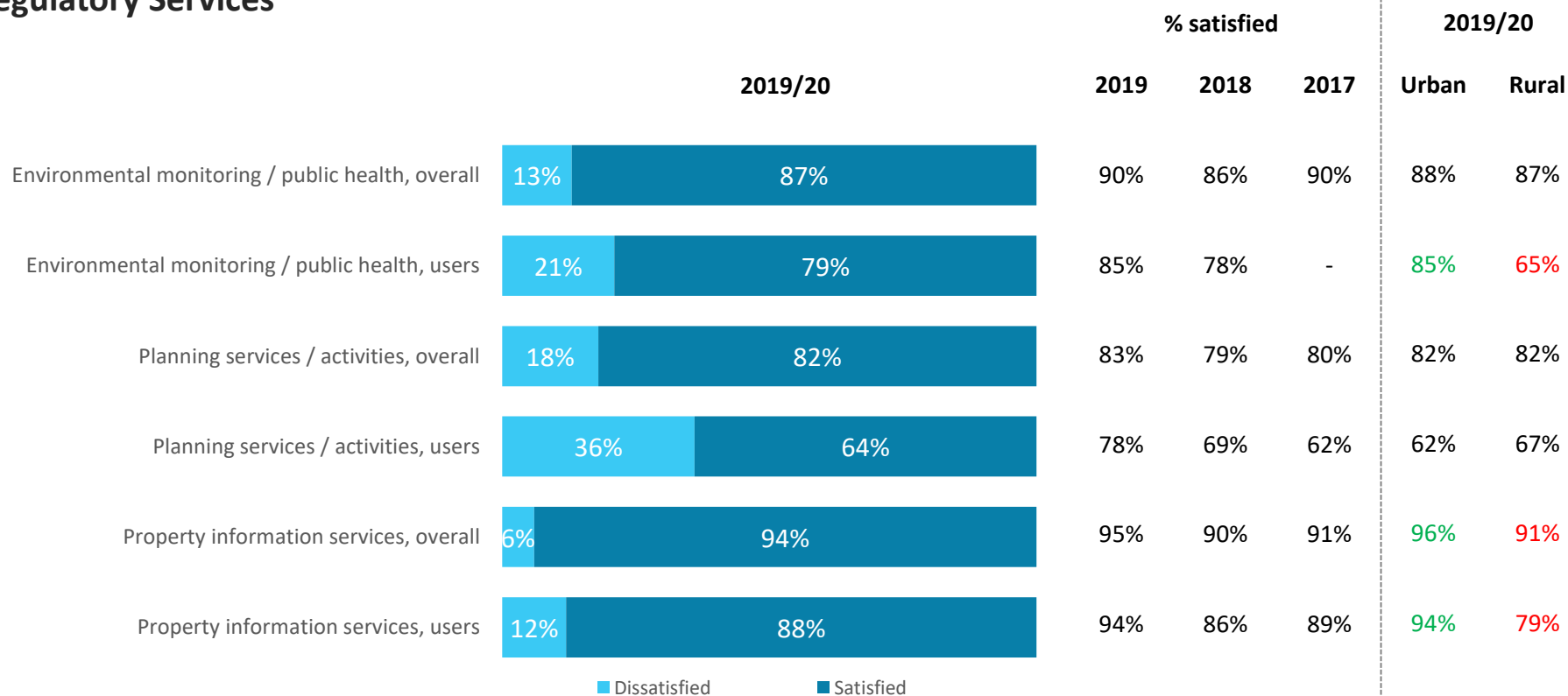


NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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=150

In 2020, there has been a decrease in satisfaction with *environmental monitoring, planning services and property information services*. User satisfaction is lowest with regard to the standard of Council's *planning services*.

## Regulatory Services



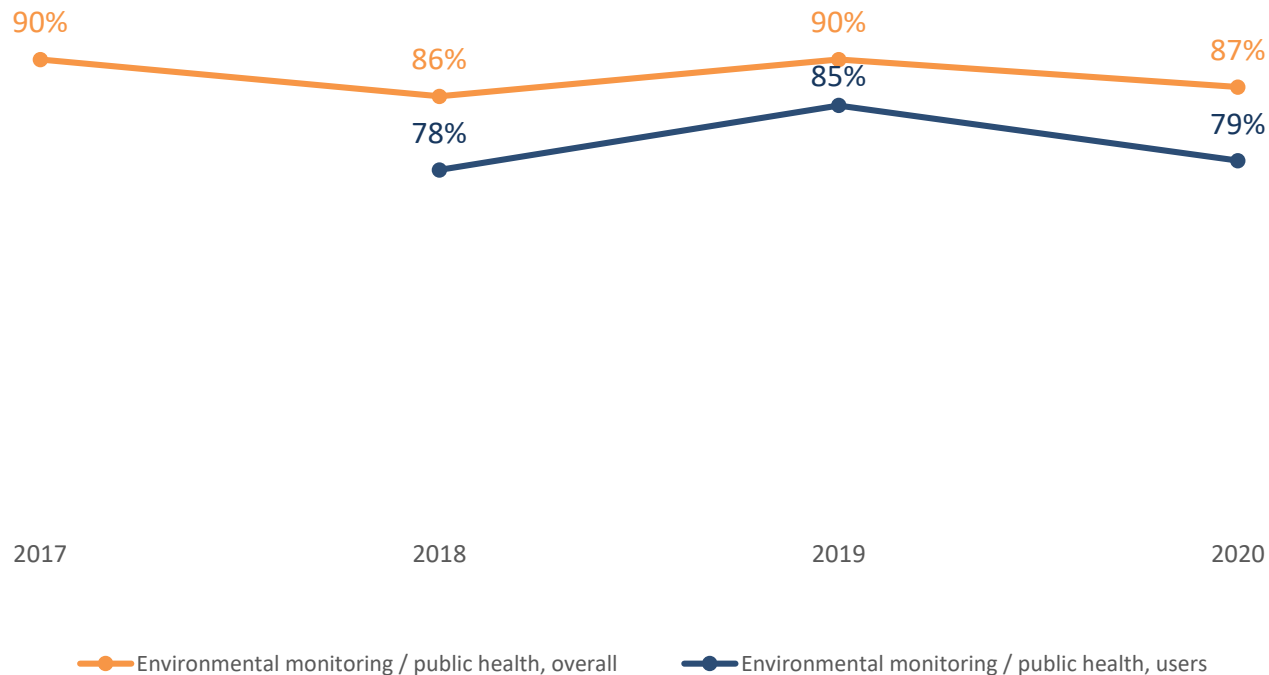
Urban by rural  
Significantly higher  
Significantly lower

NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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; planning services users n=100
3. SF5A.6: Council's information service about property. This includes the provision of property files and Land Information Memoranda or LIMs; property information services n=213
4. SF5A.7: Council's environmental monitoring and public health services, including noise, litter control, and food safety in commercial premises; public health users n=107

Residents have been mostly satisfied with Council's *environmental monitoring and public health services* ever since this attribute was first evaluated in 2017.

## Environmental monitoring/public health: Trend in satisfaction

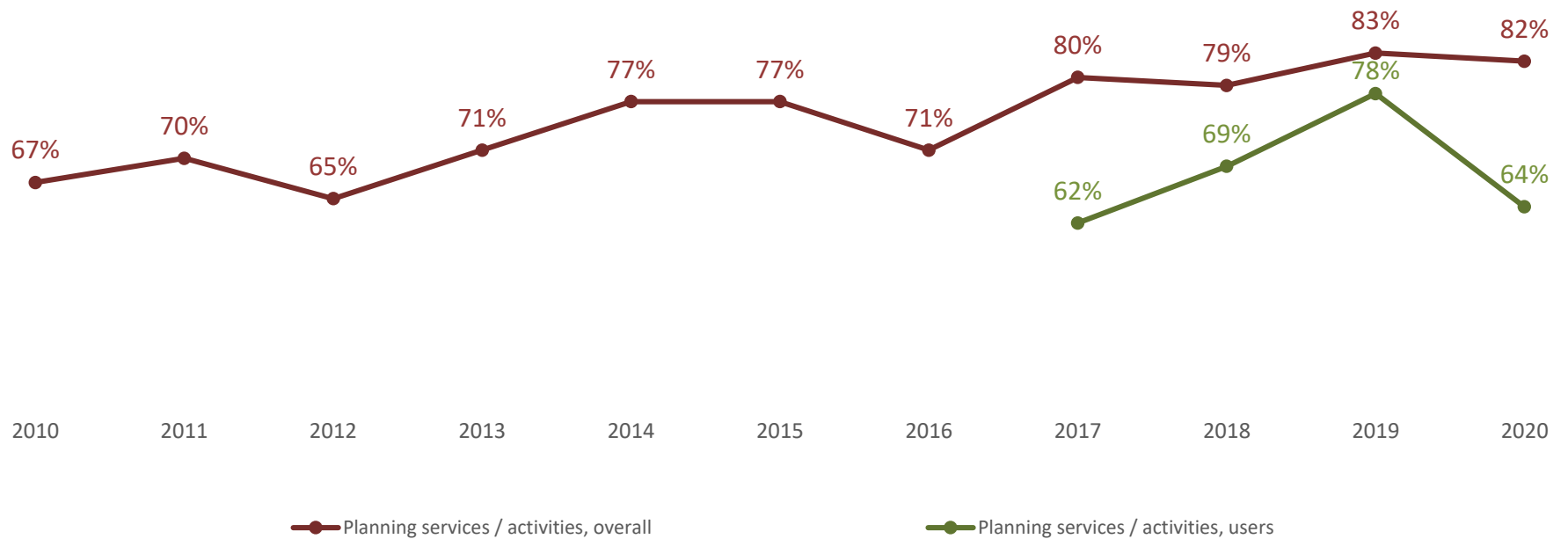


NOTES:

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

Overall performance in *planning services* has been stable over the years

### Planning services: Trend in satisfaction

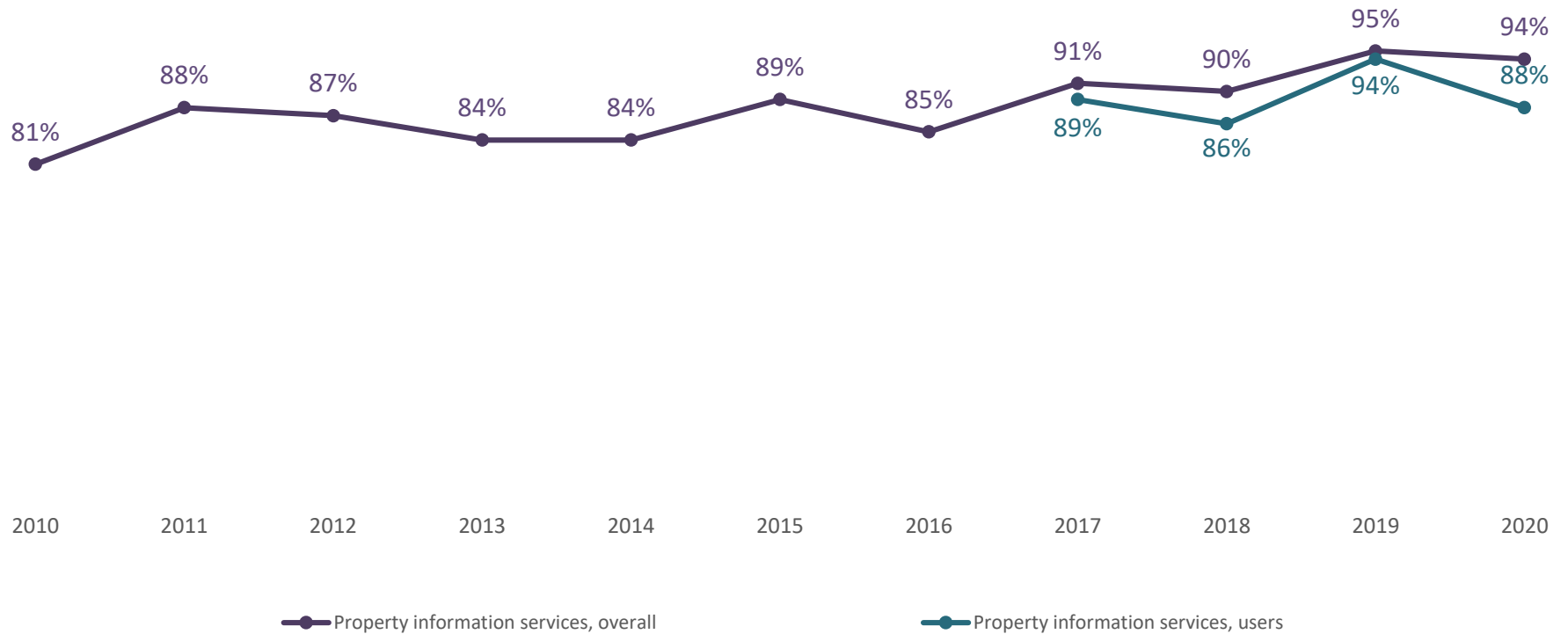


NOTES:

1. Sample: 2020 n=950
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

Council's performance regarding *property information services* has been consistently well-received by most residents.

### Property information services: Trend in satisfaction



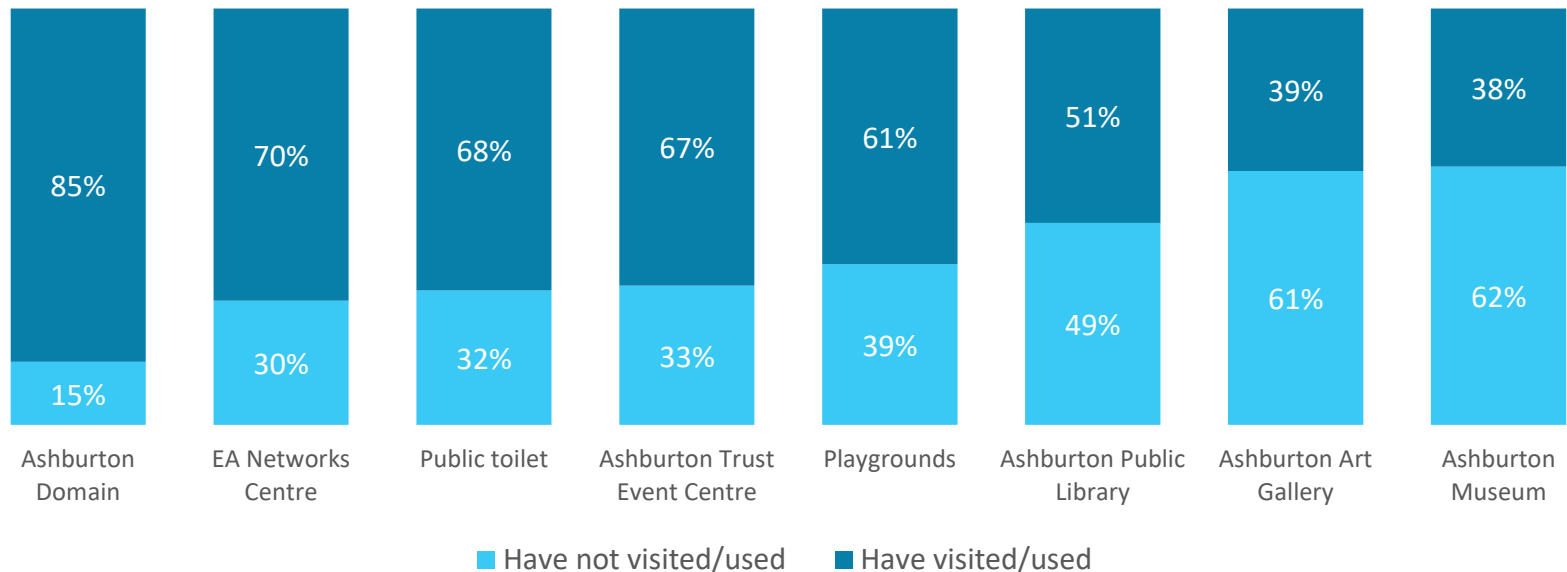
NOTES:

1. Sample: 2020 n=950
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* and the *EA Networks Centre* are the most visited facilities in the District while the *Ashburton Museum* is the least visited facility in the past twelve months

## Use of services or facilities

Use of District facilities



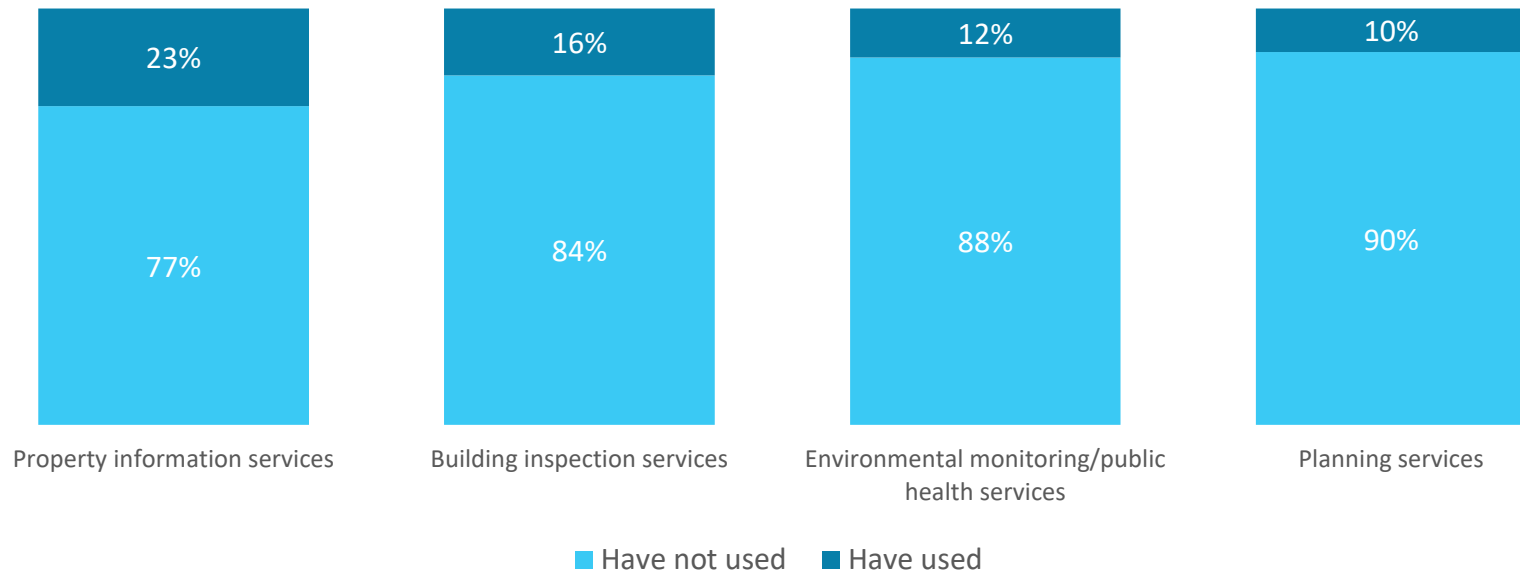
NOTES:

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

Nearly a quarter of residents (23%) have used Council's *property information services* in the past year. *Planning services* has been the least used service of Council.

## Use of Council regulatory services

Use of Council regulatory services



NOTES:

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



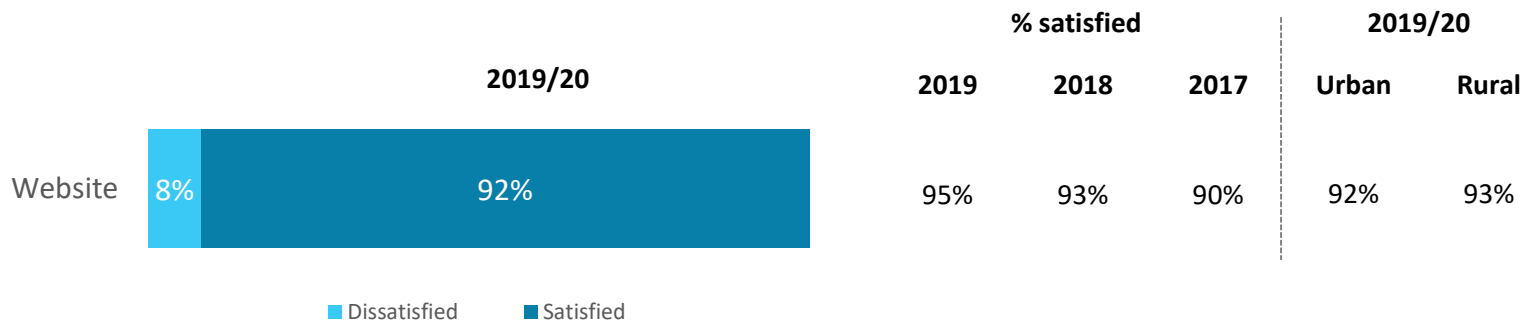
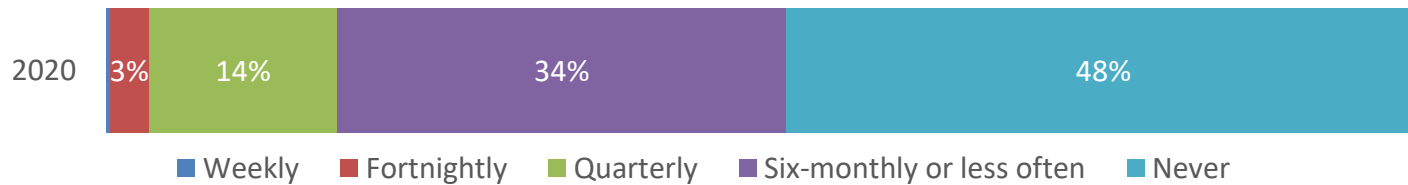


## Organisational Performance

Most residents (52%) have visited or used Council's *website* in the last twelve months. More than nine in ten users (92%) are satisfied with the information provided on Council's *website*.

## Council website

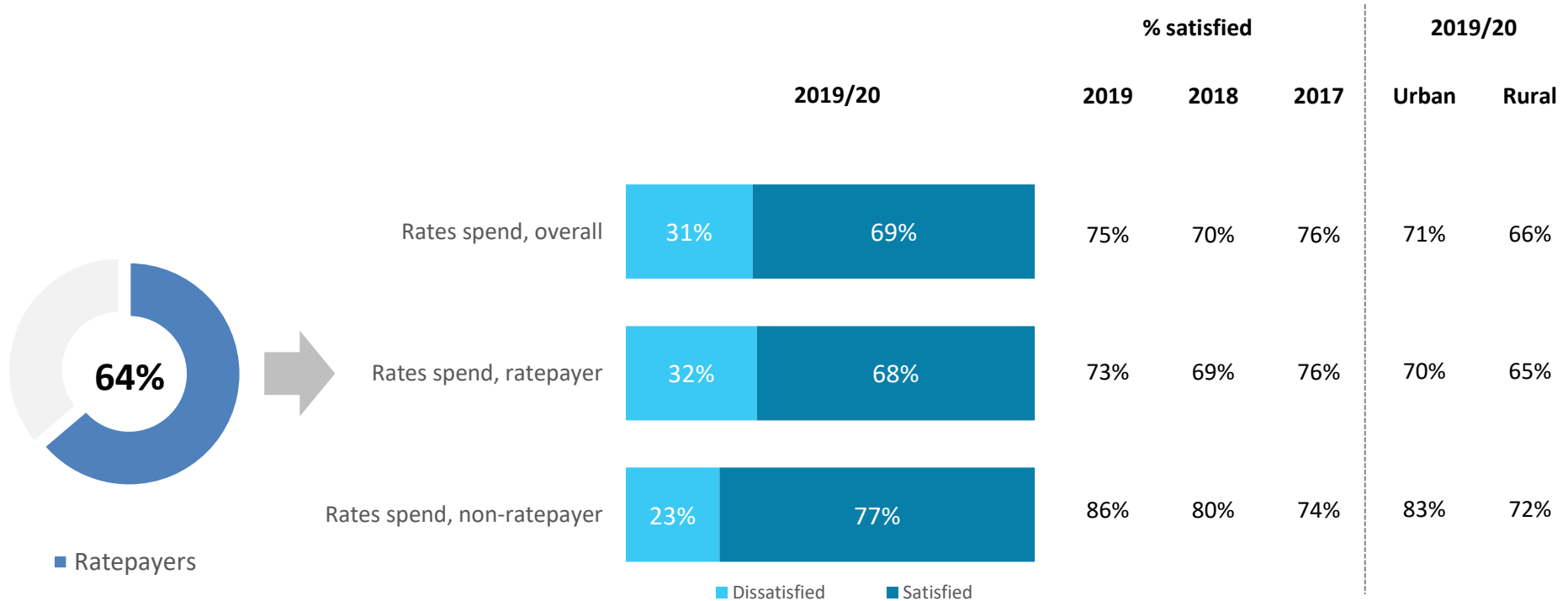
Frequency of website use



NOTES:  
 1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365  
 2. IN6: How often have you visited the Council's website in the last 12 months?  
 3. IN8: Overall, are you satisfied or dissatisfied with the information on Council's website? n=409

Almost seven in ten ratepayers (68%) are satisfied with the way rates are spent on Council-provided services and facilities.

## Rates spend



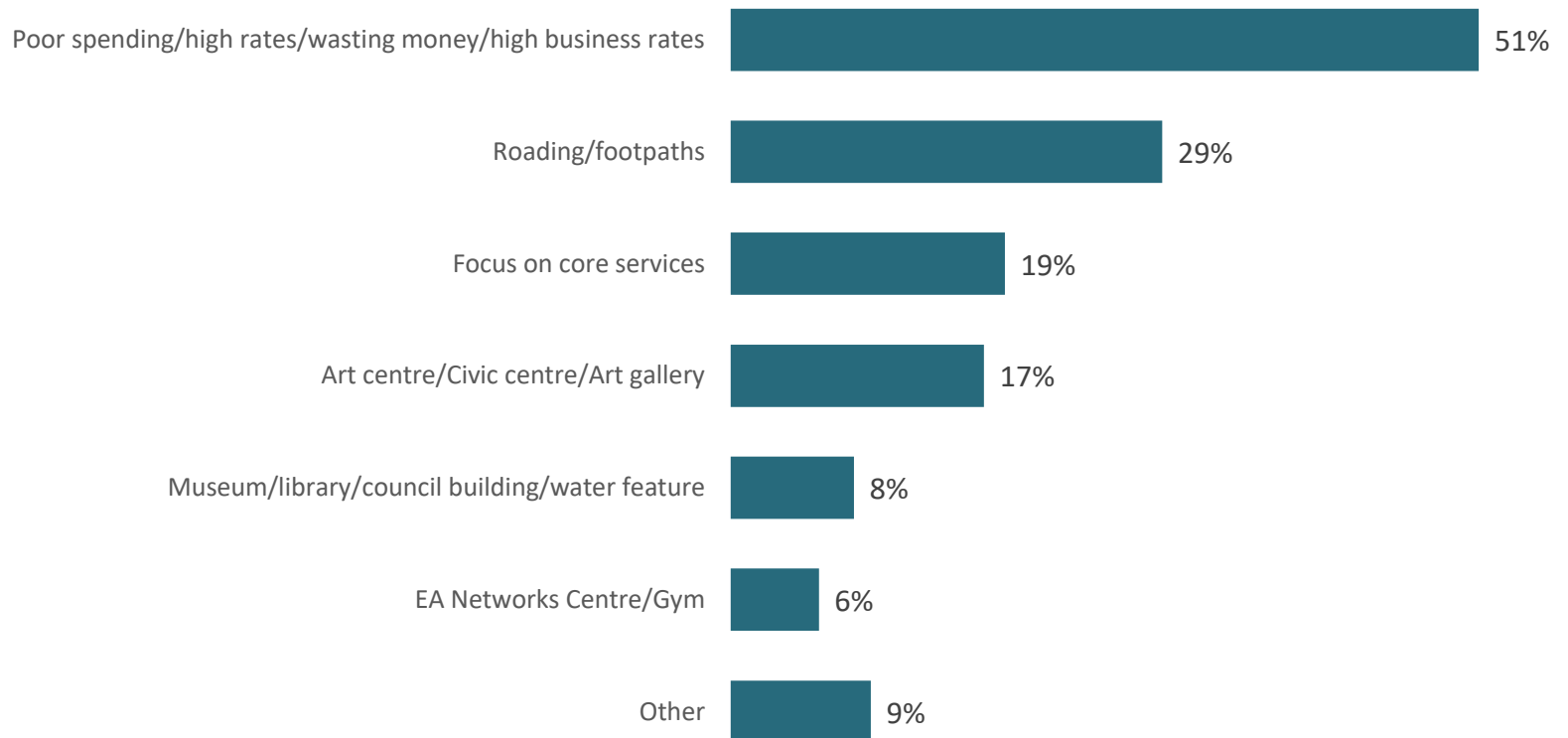
Urban by rural  
*Significantly higher*  
*Significantly lower*

NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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

The top reason for dissatisfaction with *Council's rates spend* is *poor spending/high rates/wasting money/high business rates* (51%).

## Dissatisfaction with rates spend

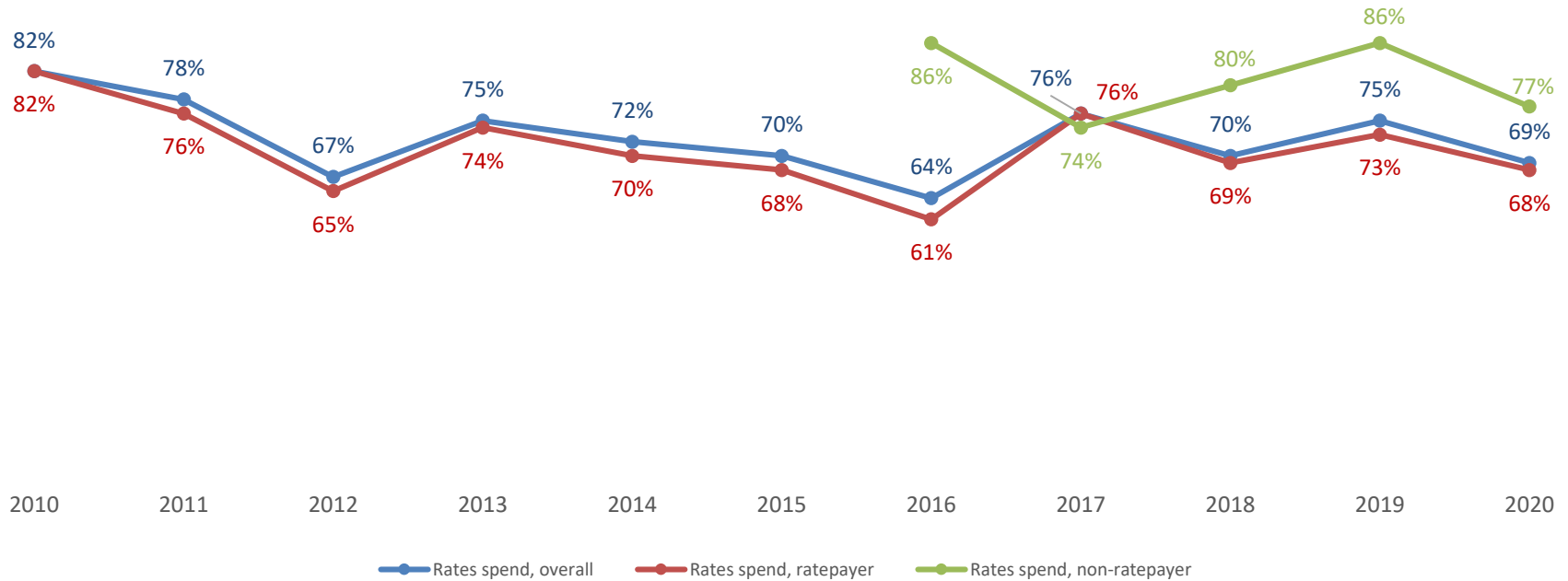


NOTES:

1. Sample: 2020 n=950
2. PER2.5: Why are you dissatisfied with the way rates are spent on the services and facilities provided by Council? n=175

Satisfaction with *rates spend* has declined for both ratepayers and non-ratepayers since 2019.

## Rates spend: Trend in satisfaction

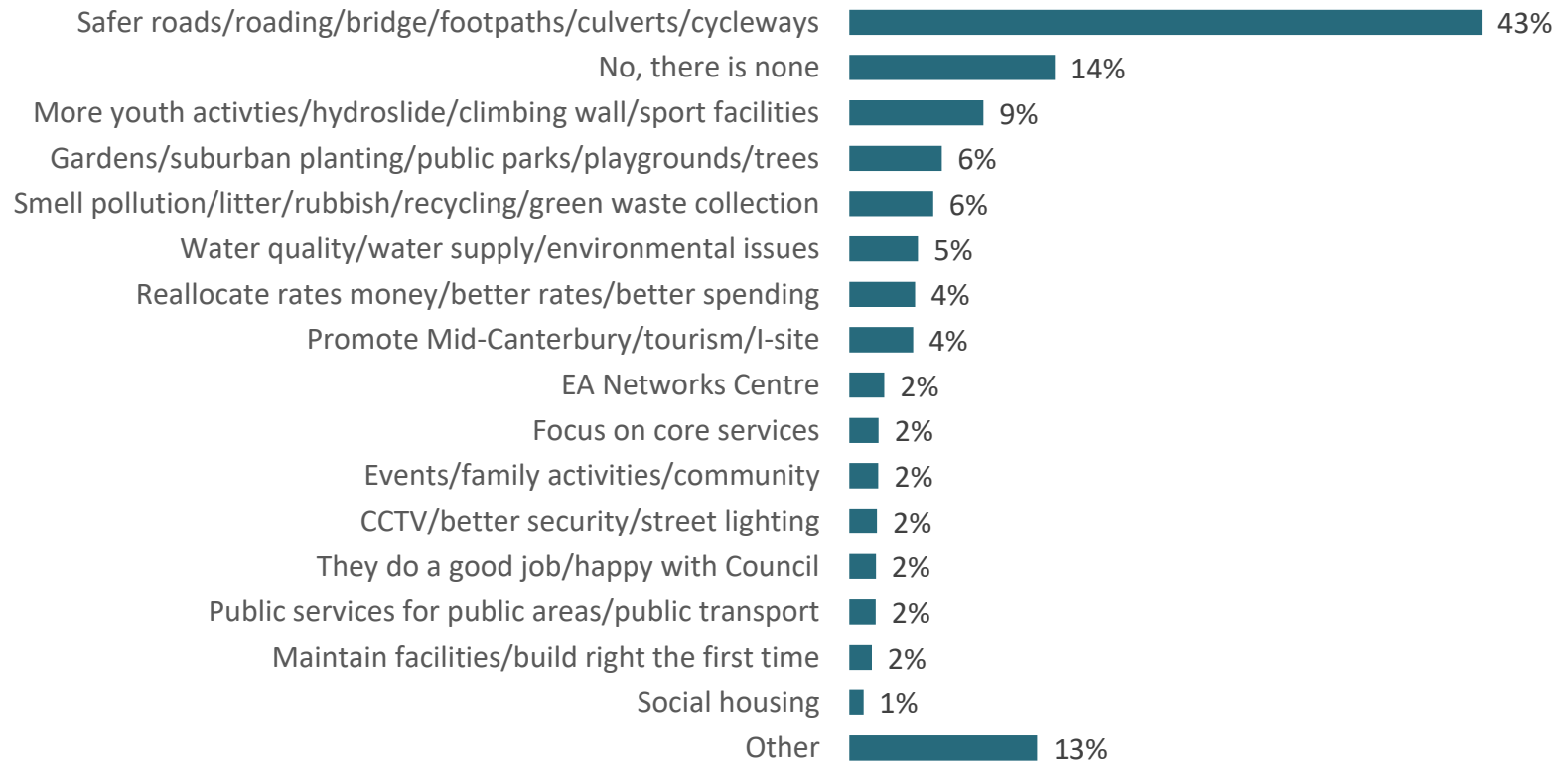


NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365
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

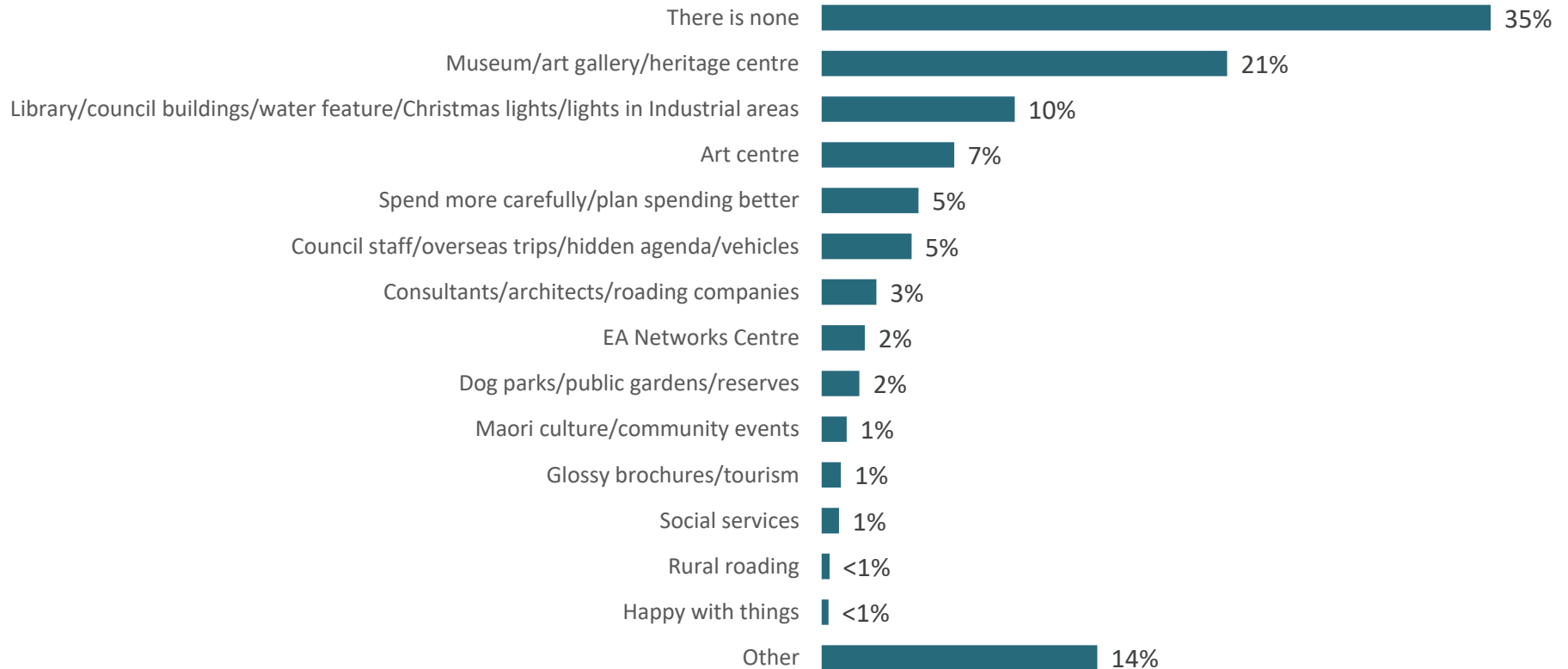
Residents think that Council should spend more on *safer roads/bridge/footpaths/culverts/cycleways* (43%).

## Services or facilities that Council should spend more on



Residents think that Council should spend less on the *Museum/art gallery/heritage centre* (21%) and *Council buildings/lights in industrial areas* (10%).

## Services or facilities that Council should spend less on



More than six in ten residents (63%) have contacted Council offices in the past twelve months with nearly two thirds (65%) having done so via *phone* and more than half (56%) *in person*.

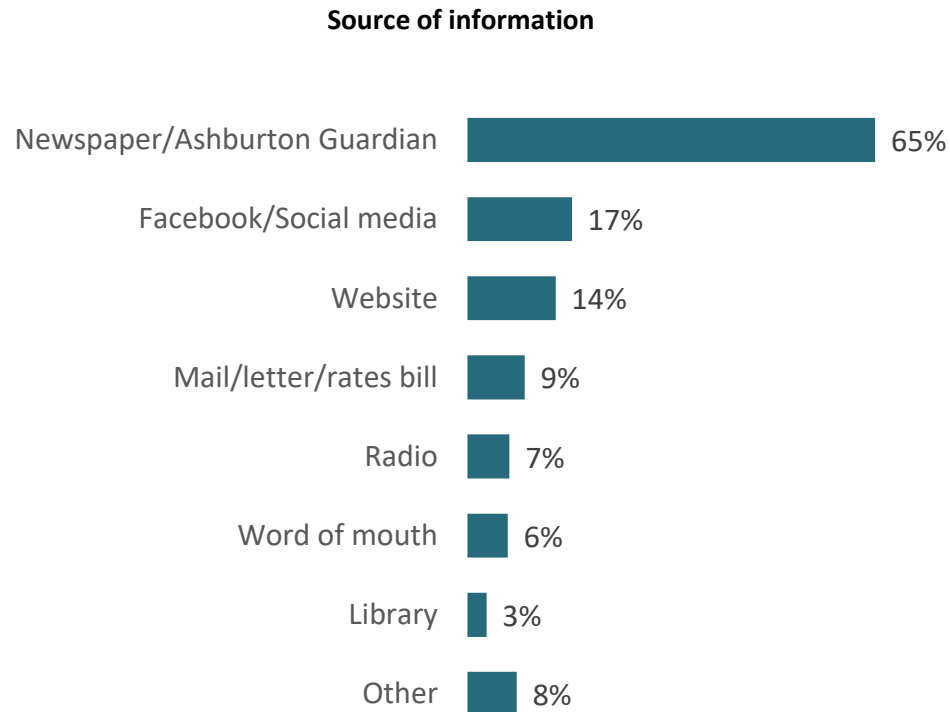
## Contact with Council





Most residents mainly source information about Council through the *newspaper/Ashburton Guardian* (65%), followed by *Facebook/social media* (17%).

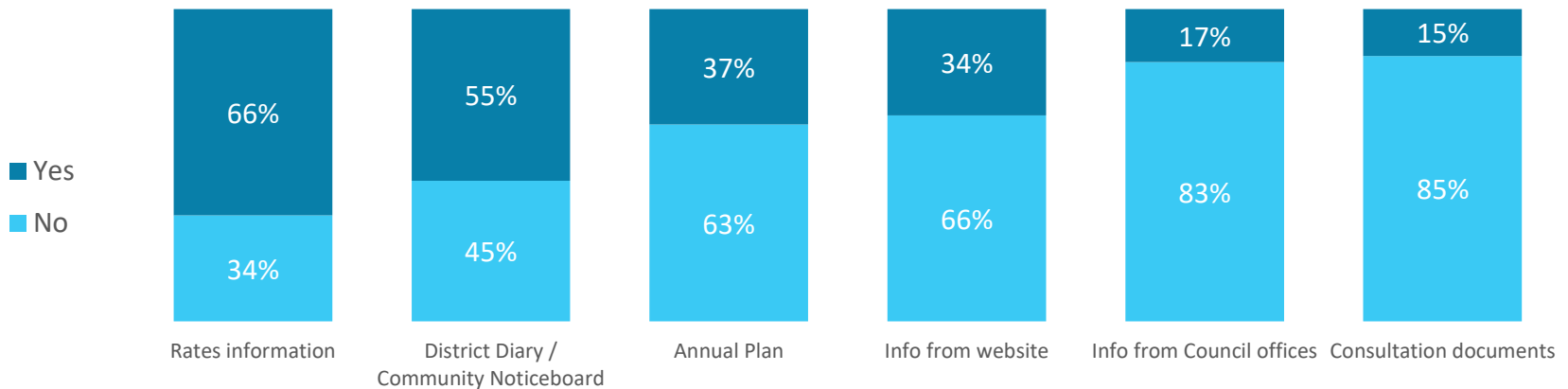
## Source of information about Council



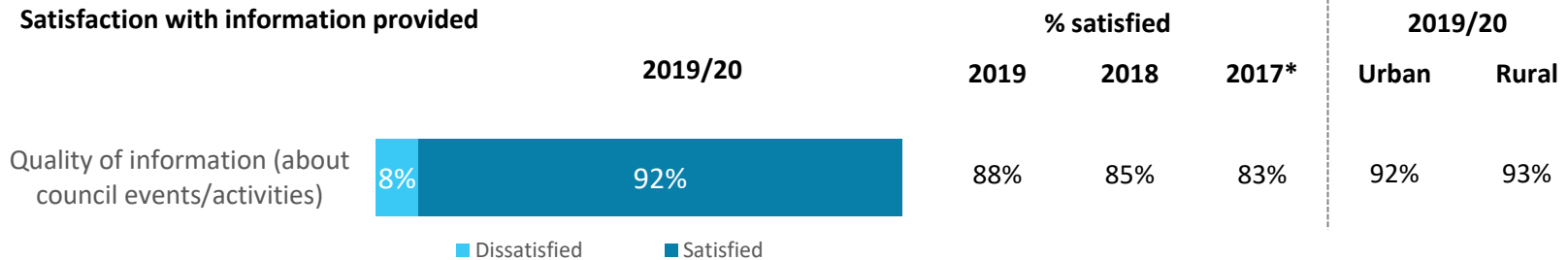
*Rates information* has been the most read Council information in the past year with two thirds (66%) having seen or read this publication. Residents' satisfaction with the *quality of information about Council events and activities* is high (92%).

## Information provision

### Have seen or read in the last 12 months



### Satisfaction with information provided

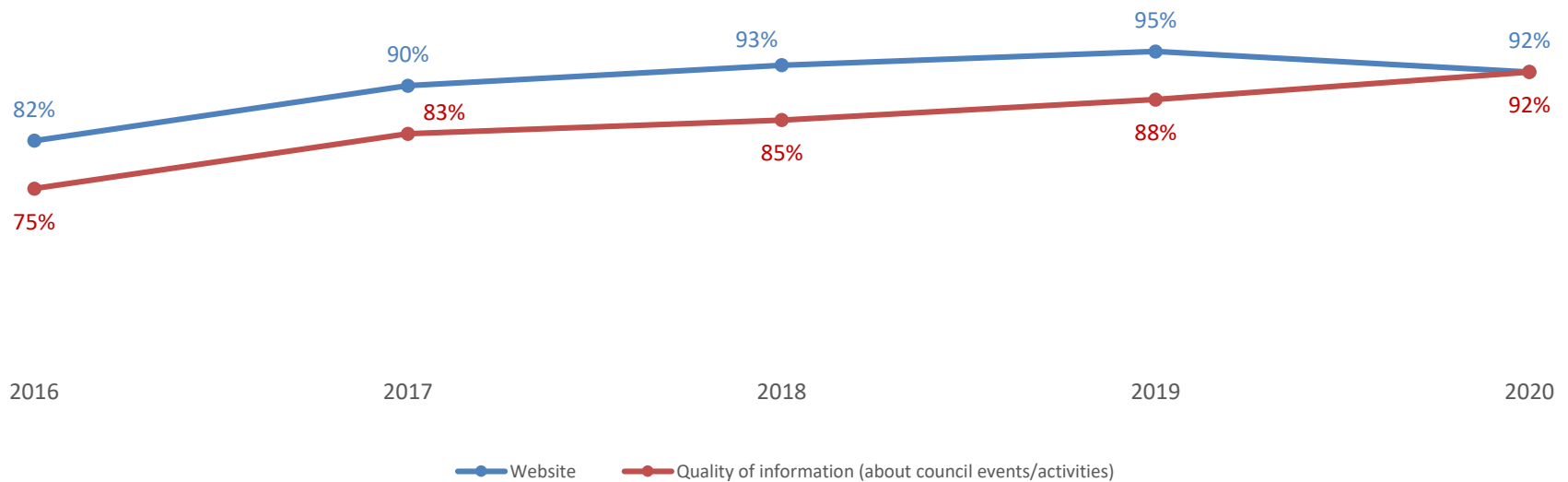


NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365;
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?
4. \* in 2017 this question was worded differently

Satisfaction with *website information* and the *quality of information published by Council* has been increasing since 2016.

## Organisational performance: Trends

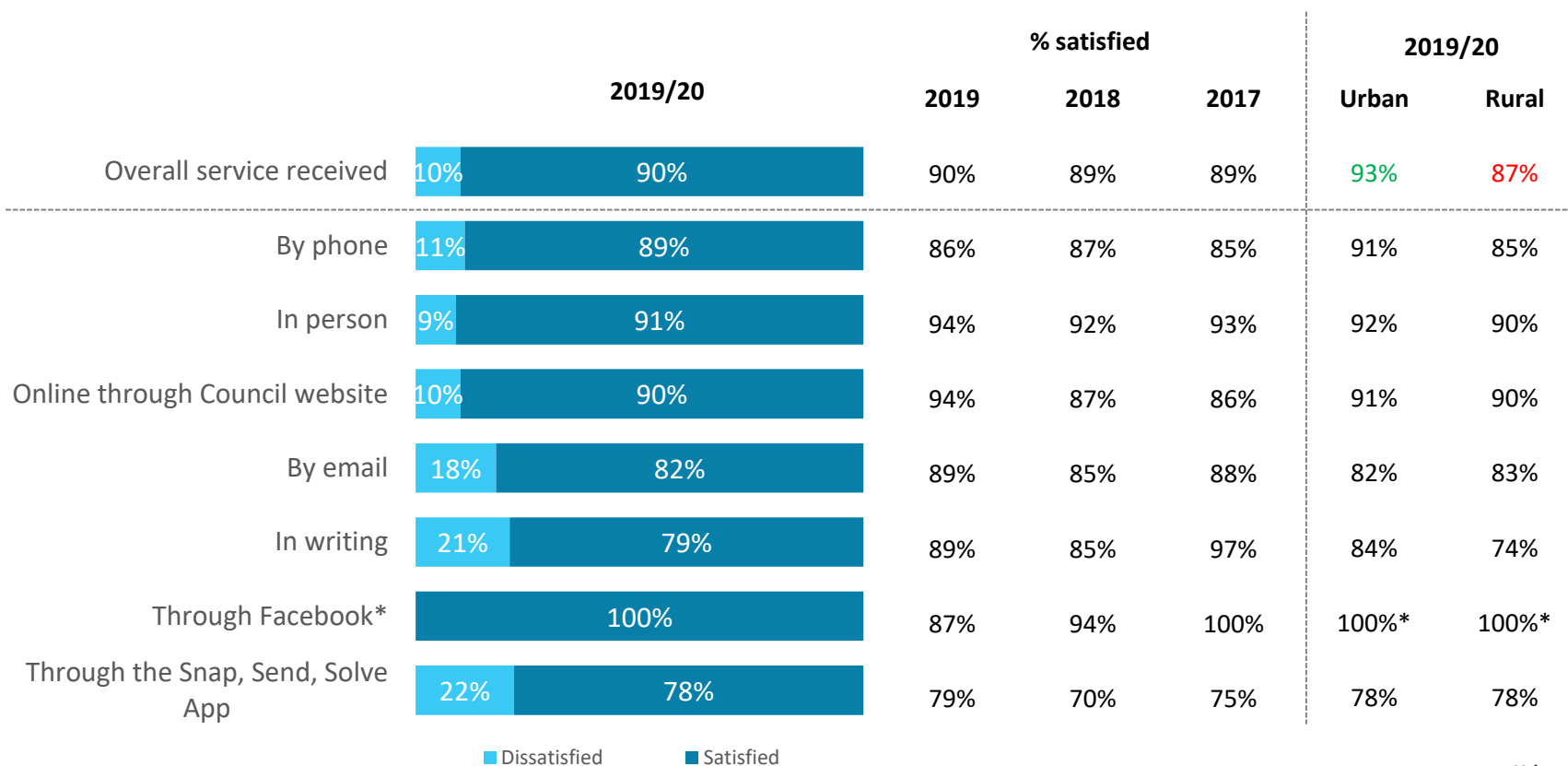


NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365;
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?

Satisfaction with the *overall service received*, regardless of means of contact with Council is highest with contact *in person* (91%) and *online through Council website* (90%).

## Contact with Council: satisfaction



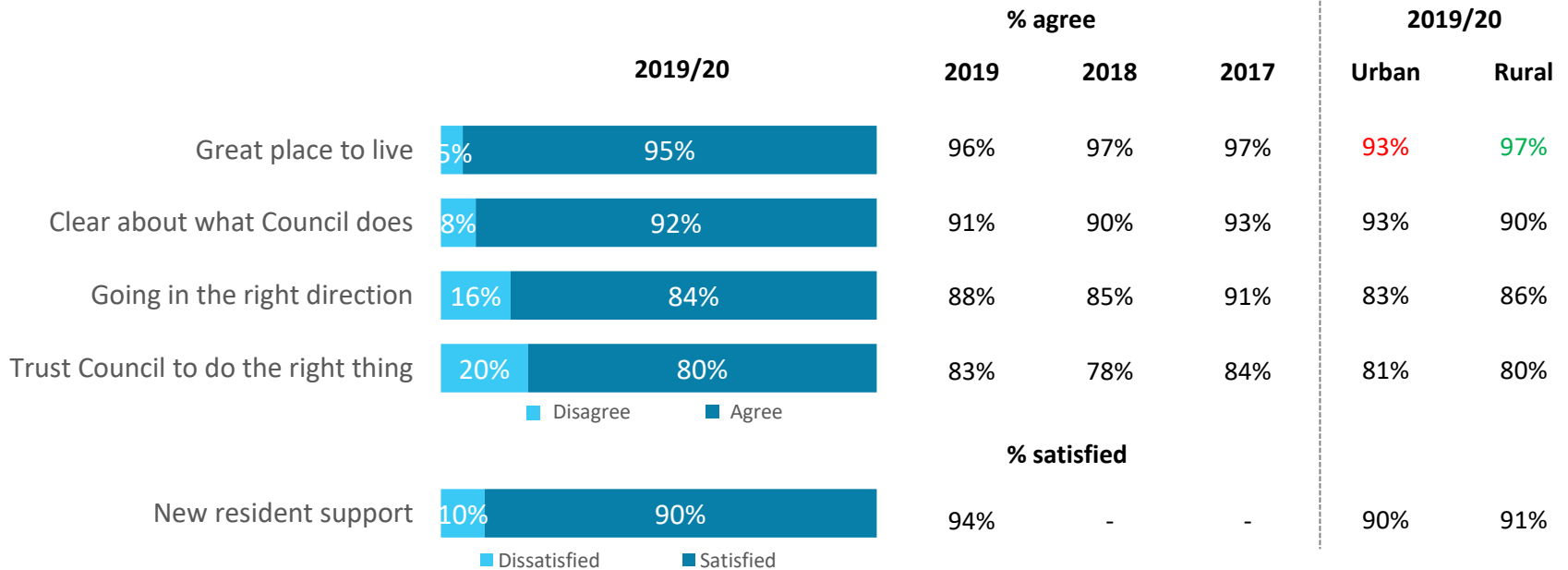
Urban by rural  
Significantly higher  
Significantly lower

NOTES:

1. Sample: 2020 n=950; 2019 n=400; urban n=585, rural n=365; made contact with council n=617
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

Almost all residents (95%) agree that *Ashburton District is a great place to live*. A considerably lesser proportion of residents *trust Council to do the right thing* for the District and its communities (80%).

## Perceptions of District and Council



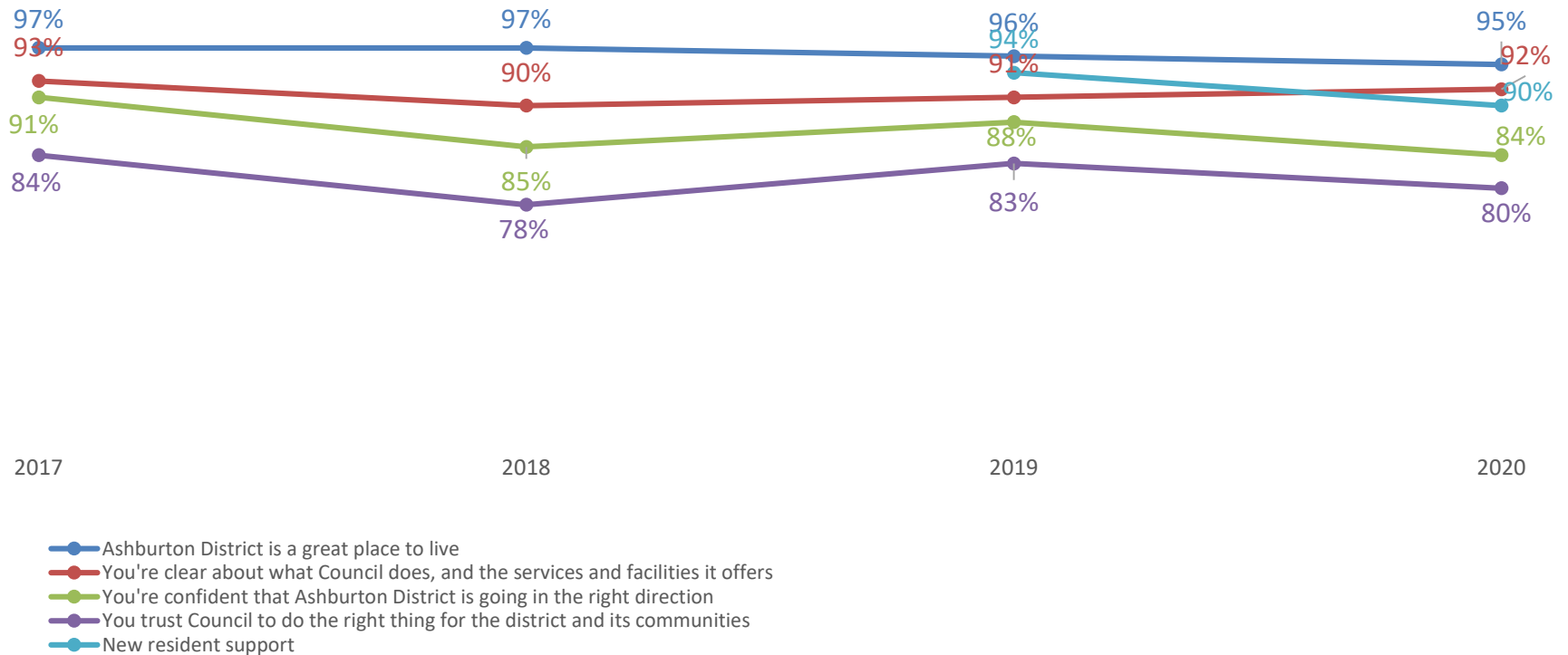
Urban by rural  
Significantly higher  
Significantly lower

NOTES:

1. Sample: 2020 n=950; 2019 n=400;
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 the *District as a great place to live*, Council's *new resident support services* and of what *Council does and the services and facilities it offers* are generally positive over the last four years.

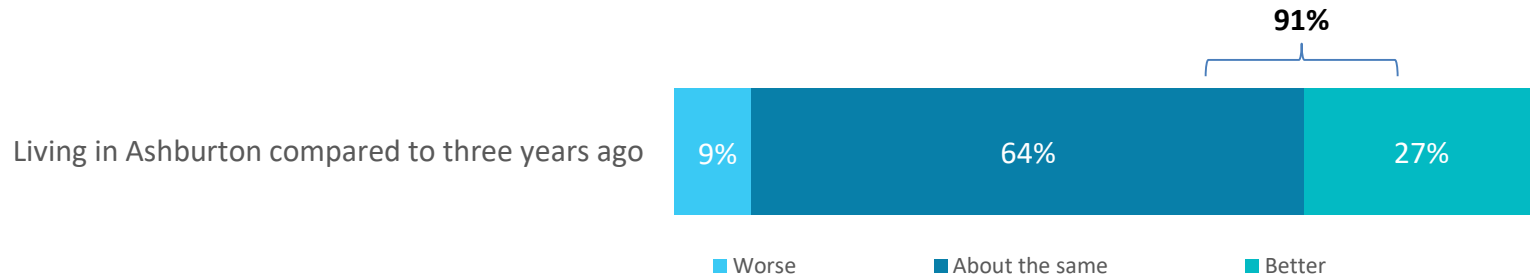
### Perceptions of District and Council: Trend in satisfaction



NOTES:  
 1. Sample: 2020 n=950; 2019 n=400  
 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?

Most residents (91%) believe that Ashburton District is about the same or better, *as a place to live* than it was three years ago.

## Perceptions of District and Council



NOTES:

1. Sample: 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?



## Profile of respondents



## Profile of respondents

### Demographics

	Number of respondents	Unweighted %	Weighted %		Number of respondents	Unweighted %	Weighted %
<b>Male</b>	422	44%	50%	<b>Urban</b>	585	62%	59%
<b>Female</b>	528	56%	50%	<b>Rural</b>	365	38%	41%
	Number of respondents	Unweighted %	Weighted %		Number of respondents	Unweighted %	Weighted %
<b>Pay rates</b>	828	87%	84%	<b>18-24</b>	68	7%	10%
<b>Do not pay rates</b>	109	11%	14%	<b>25-34</b>	80	8%	18%
<b>Unsure</b>	13	1%	2%	<b>35-44</b>	109	11%	16%
				<b>45-54</b>	131	14%	17%
				<b>55-64</b>	176	19%	16%
				<b>65-74</b>	222	23%	13%
				<b>75+</b>	164	17%	11%



## 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>	29%	33%	34%	54%	34%	35%
<b>Standard and safety of the district's unsealed roads</b>	48%	52%	48%	59%	51%	50%
<b>Council's rubbish and recycling services</b>	81%	89%	89%	97%	85%	91%
<b>Public toilets</b>	92%	93%	96%	95%	95%	93%
<b>Cemeteries</b>	98%	98%	96%	94%	98%	95%
<b>Animal control (i.e. dogs and wandering stock)</b>	87%	85%	87%	89%	88%	84%
<b>Civil Defence (i.e. emergency management)</b>	97%	97%	95%	98%	97%	96%
<b>The public library service</b>	96%	97%	96%	98%	96%	97%
<b>Playgrounds</b>	93%	94%	97%	99%	96%	94%
<b>The Ashburton Domain</b>	95%	95%	93%	95%	94%	95%
<b>Council-provided parks and open spaces</b>	90%	91%	94%	94%	93%	91%

## Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
<b>The EA Networks Centre</b>	86%	86%	92%	99%	89%	88%
<b>The Ashburton Museum</b>	76%	86%	91%	94%	81%	91%
<b>Council currently supports economic and business development in the district</b>	90%	91%	83%	93%	88%	89%
<b>Council currently supports tourism promotion of the district</b>	80%	73%	57%	55%	72%	63%
<b>Council supports art and culture in the district</b>	84%	84%	86%	94%	81%	90%
<b>Support to social services</b>	94%	97%	94%	99%	95%	96%
<b>Community events</b>	98%	93%	89%	95%	93%	94%
<b>Advocacy</b>	77%	83%	81%	89%	79%	85%
<b>Community safety</b>	88%	91%	88%	90%	88%	90%
<b>Alcohol licensing</b>	96%	91%	89%	72%	90%	90%
<b>Grants and funding to support community-led projects</b>	97%	94%	96%	97%	95%	96%
<b>Provision of CCTV and security patrols</b>	87%	94%	91%	97%	90%	93%
<b>Planning services</b>	87%	81%	80%	84%	82%	82%

## Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
<b>Building regulation service</b>	81%	86%	84%	91%	84%	85%
<b>Information service about property</b>	88%	96%	95%	95%	95%	93%
<b>Environmental monitoring / public health services</b>	81%	87%	92%	95%	86%	89%
<b>Website</b>	97%	93%	85%	100%	94%	90%
<b>Quality of the information Council supplies to the community</b>	92%	91%	93%	98%	93%	92%
<b>Performance of Council staff</b>	83%	87%	89%	91%	88%	87%
<b>Performance of the Mayor and Councillors</b>	76%	74%	80%	86%	77%	78%
<b>Rates spend</b>	60%	66%	74%	83%	67%	71%
<b>New resident support</b>	92%	90%	88%	95%	88%	92%



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