



2022/23 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 5,700 invitations were posted. The aim was to complete n=800 (n=200 per quarter). The sample achieved for 2022/23 was n=873 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 14 October and 18 November 2022, 2 December and 15 January 2023, 3 March and 3 April 2023, and 1 June and 30 June 2023.

Notes

- Due to rounding, percentages may add to just over or under +/- 1%.
- 'Urban' and 'Rural' classification titles have been changed throughout the report. 'Urban' is now reported as 'Ashburton township', and 'Rural' as 'Rest of District'.

Executive summary

1

Residents' satisfaction with Ashburton District Council's *Overall performance* has seen a slight increase of 1% point to 67% in 2023, compared to 66% in 2022. However, despite the slight increase, the current result is still considerably lower than the satisfaction level in 2021 (74%).

2

Satisfaction with the standard and safety of both *Sealed and Unsealed roads* remains a pain point for residents, as reflected in their relatively low satisfaction scores, and frequent mentions in verbatim comments. On a positive note, satisfaction with the *Quality of drinking water supply* has significantly increased in 2023.

3

Satisfaction with *Opportunities for grants and funding, Social services and Economic development* has slightly declined. However, these measures remain at a high level of satisfaction. On the other hand, satisfaction with *The Mayor and Councillors, Council staff and Advocacy* has increased.

4

This year, the residents' satisfaction score for *Public toilets*, both overall and among users, has significantly declined. Satisfaction with *Overall community safety, CCTV, and security patrols* has slightly decreased since 2022. Council's performance in the provision and maintenance of *Recreation and leisure services and facilities* continues to receive a satisfactory rating from the residents.

5

Satisfaction with rates spending, both overall and among ratepayers, has significantly increased. However, it remains relatively lower compared to other measures of satisfaction. The majority of residents would like to see increased spending on overall *Roading* (61%). In contrast, they would prefer to see reduced spending on *Library, council buildings, water features, and Christmas lights* (29%).

6

This year, we have observed increased satisfaction with the council's website across several areas. Contact through the website has significantly risen by 19% points compared to the previous year, and overall resident satisfaction with the website's information has significantly increased from 89% to 94%.

7

Residents consistently believe that Ashburton District is either the same or better as a place to live compared to three years ago. The satisfaction with the state of the district's environment and biodiversity has shown a significant increase, rising from 85% to 89%.



Performance summary

Overall performance: Summary

	2023	2022	% point change
Overall Performance	67%	66%	1%
Contact - Through Facebook	94%	75%	19%
Contact - Online through the Council website	91%	80%	11%
Drinking water	80%	74%	6%
Contact - By email	85%	79%	6%
Rates spend	69%	63%	6%
Council's website	94%	89%	5%
Opportunities to have your say	90%	86%	4%
Trust Council to do the right thing for the district and its communities	81%	77%	4%
State of the district's environment and biodiversity	89%	85%	4%
Activity to care for the district's environment and biodiversity	88%	84%	4%
Contact, overall	89%	86%	3%
Mayor and Councillors	86%	83%	3%
Advocacy	82%	79%	3%
Range of community facilities	94%	91%	3%
Sealed roads	26%	24%	2%
The Ashburton Art Gallery, services and programmes	90%	88%	2%
Building services	81%	79%	2%
Clear about what Council does, and the services and facilities it offers	91%	89%	2%

Overall performance: Summary

	2023	2022	% point change
New resident support	93%	91%	2%
Council staff	83%	81%	2%
Emergency management/Civil Defence	97%	96%	1%
Property information services	97%	96%	1%
Level of influence over Council decision-making	64%	63%	1%
Ashburton Museum	94%	93%	1%
Contact - In person	94%	93%	1%
Overall quality of your life	86%	-	-
Road safety promotion activities (such as winter driving campaigns, wearing of seatbelts etc)	81%	-	-
Road network provides you with access to services and destinations	66%	-	-
Unsealed roads	46%	46%	-
Public library	96%	96%	-
Council-provided parks and open spaces	95%	95%	-
EA Networks Centre	88%	88%	-
Community events	94%	94%	-
Planning services	79%	79%	-
Contact - By phone	86%	86%	-
Ashburton District is a great place to live	94%	94%	-
Quality of information (about Council activities and events)	93%	94%	-1%

Overall performance: Summary

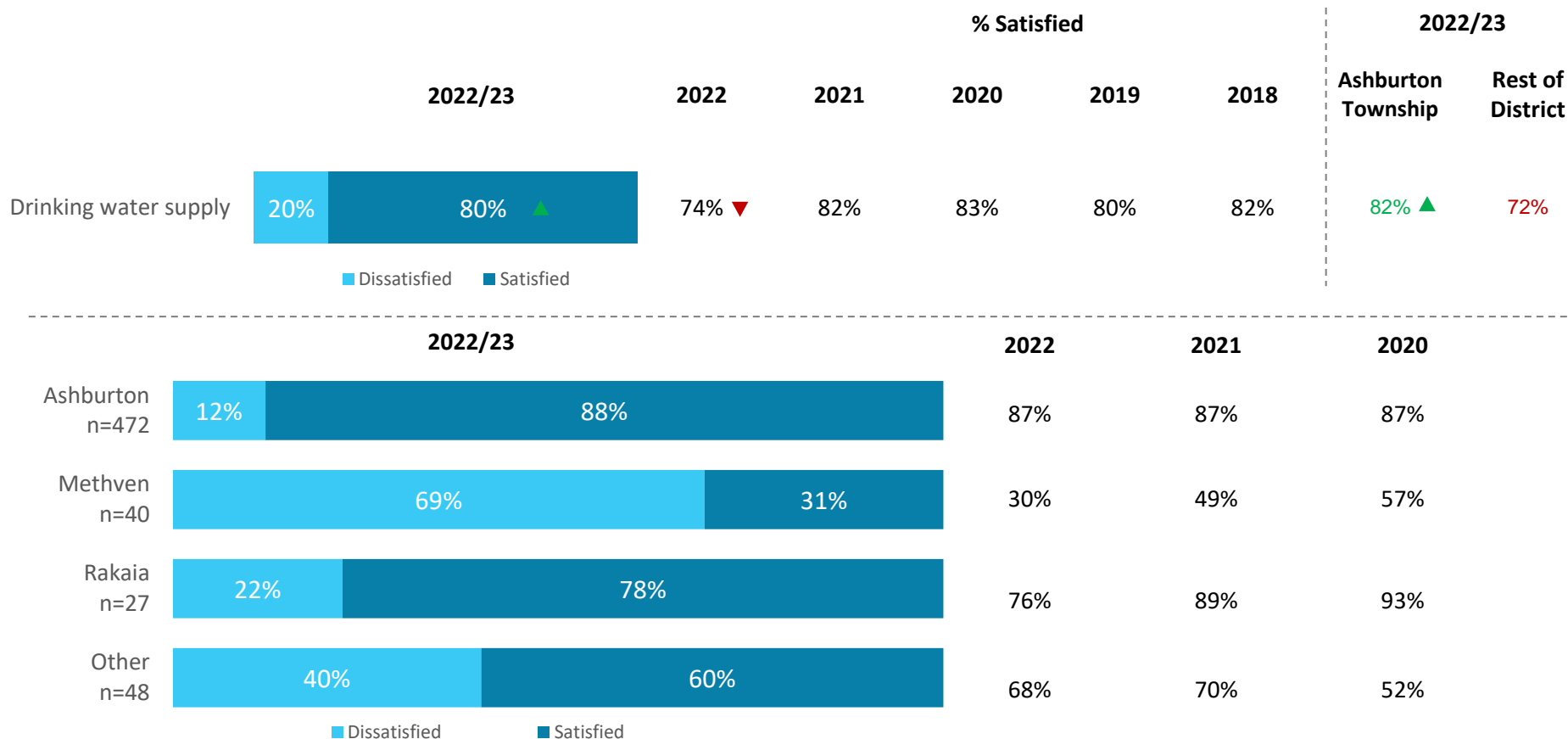
	2023	2022	% point change
Cemeteries	97%	98%	-1%
Animal control	87%	88%	-1%
Playgrounds	94%	95%	-1%
Ashburton Domain	95%	96%	-1%
Economic development	86%	87%	-1%
Arts & culture	88%	89%	-1%
Alcohol licensing	90%	91%	-1%
Environmental monitoring/public health	90%	91%	-1%
Social services	93%	95%	-2%
Lifestyle opportunities available	93%	95%	-2%
Rubbish & recycling, overall	83%	85%	-2%
Community safety	89%	91%	-2%
Opportunities for grants and funding	95%	97%	-2%
CCTV and security patrols	88%	90%	-2%
Sense of community with others in your neighbourhood	89%	91%	-2%
Public toilets	93%	96%	-3%
Kerbside rubbish and recycling collection	84%	87%	-3%
Contact - In writing	78%	81%	-3%
Contact - Through the Snap, Send, Solve App	61%	70%	-9%



Local infrastructure

Drinking water supply

This year, there has been a significant 6% point increase in satisfaction with the *Drinking water supply*. Those connected to the Ashburton Council-provided piped water supply are the most satisfied with their drinking water, whereas those connected to the Methven supply are significantly less satisfied (87% and 30%).



NOTES:

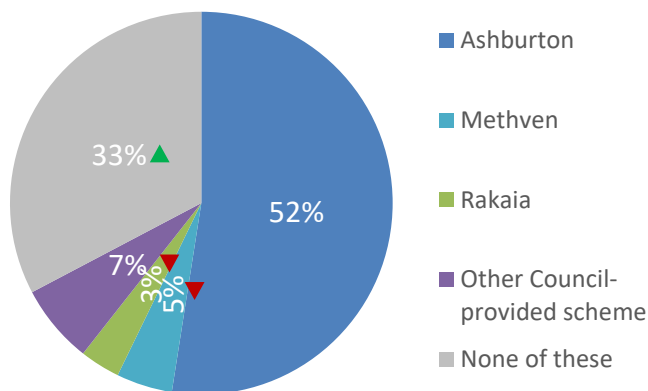
- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- WS2. Are you satisfied with the drinking water supply? n=589; Satisfied n=477; Excludes Don't know
- WS1. Which, if any, of the following Council-provided piped water supplies are you connected to?

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

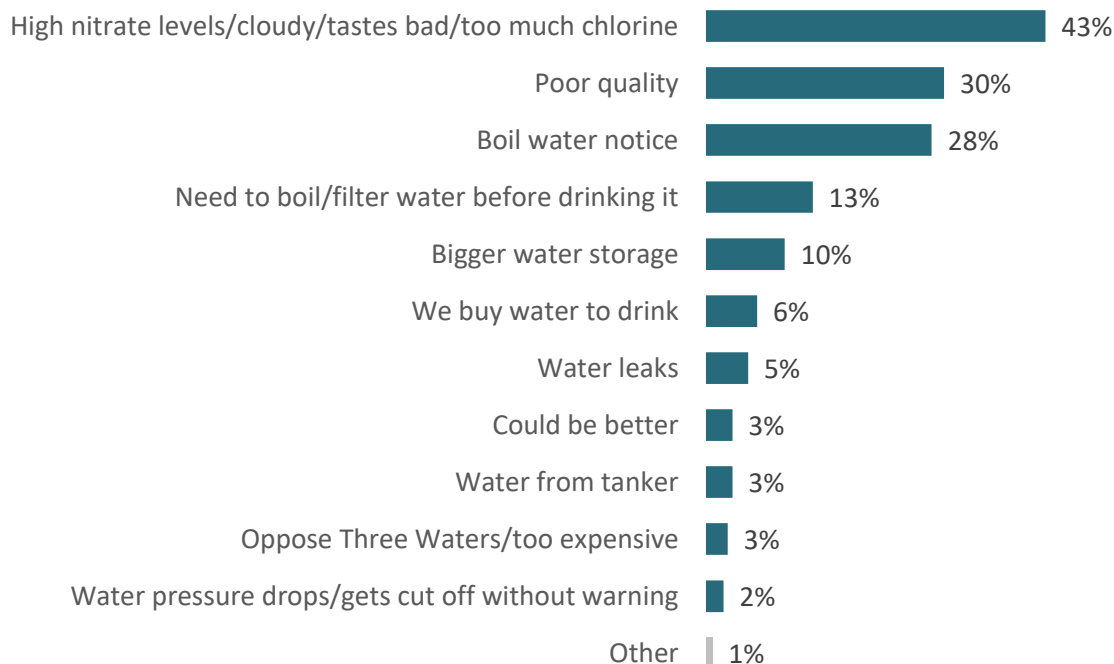
Drinking water supply

We have observed a 4% point increase in the percentage of households connected to the *Ashburton water supply* since 2022, rising from 48% to 52%.

Water supply connected to



Reasons for Dissatisfaction

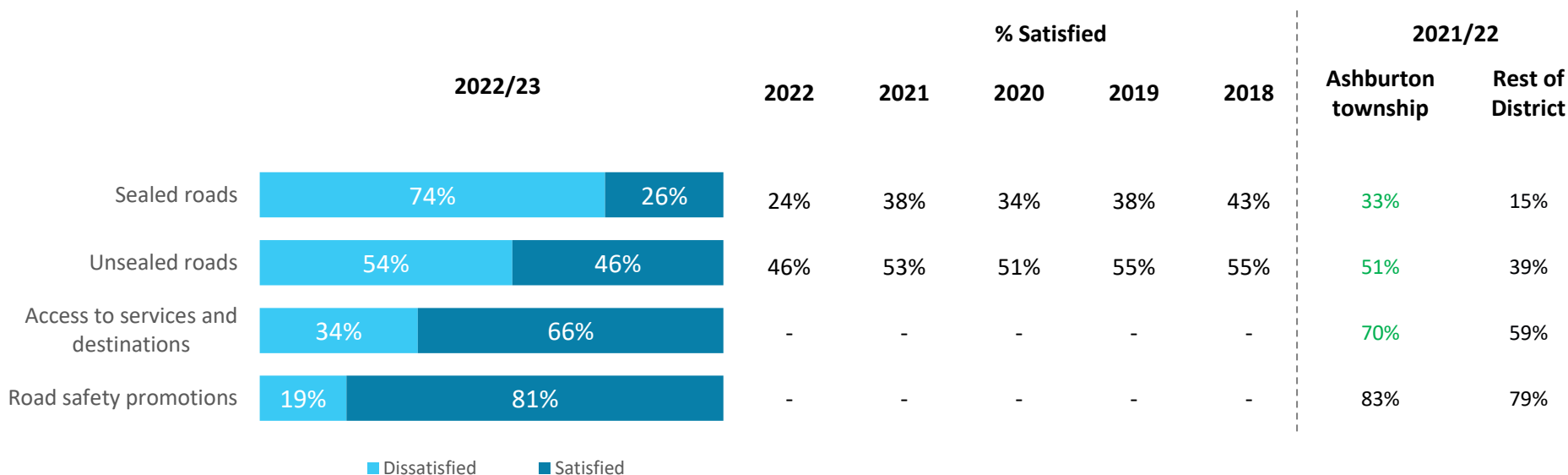


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
2. WS2. Are you satisfied with the drinking water supply? n=589; Dissatisfied n=112; Excludes Don't know
3. WS1. Which, if any, of the following Council-provided piped water supplies are you connected to?
4. WS3. If dissatisfied at WS2: Why are you dissatisfied with the drinking water supply? n=111

Transportation: Standard and safety of roads

Satisfaction with the standard and safety of both *Sealed* and *Unsealed roads* has consistently remained low year-on-year with only 25% and 46% satisfaction scores, respectively. However, satisfaction with *Access to services and destinations* (66%) and *Road safety promotions* (81%) were highly valued by residents.



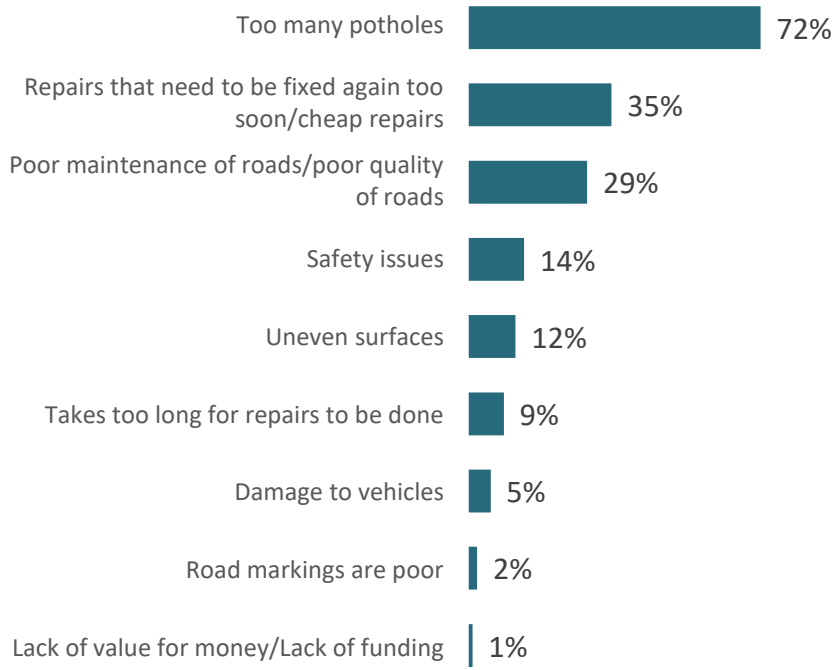
NOTES:

1. Sample: : 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
2. SF1A. For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied ... n=846; Excludes Don't know

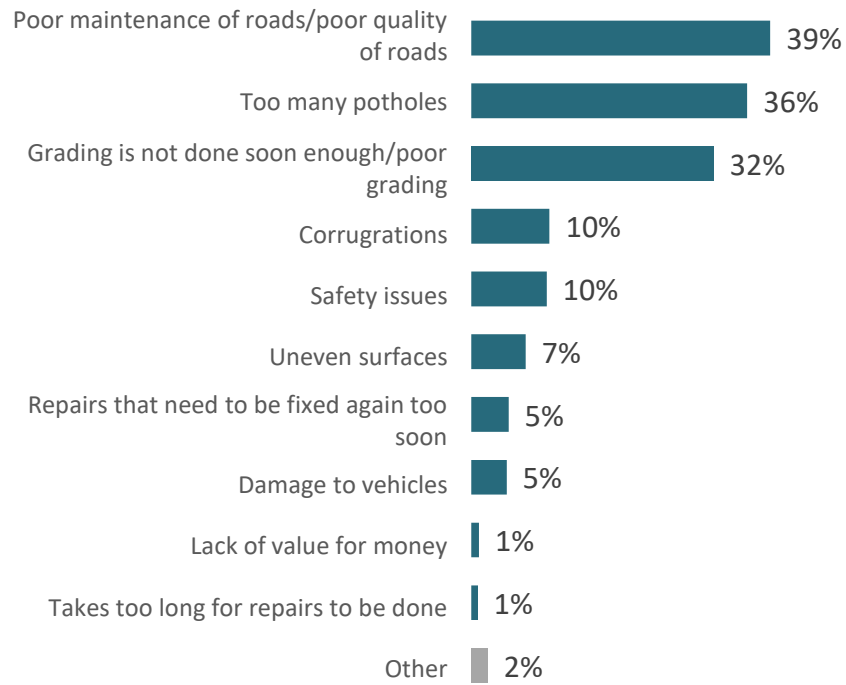
Transportation: Dissatisfaction with the standard and safety of roads

Residents are mostly dissatisfied with *Sealed roads* due to *Too many potholes* (72%). While dissatisfaction with *Unsealed roads* is mostly due to *Poor maintenance* (39%) and *Too many potholes* (36%).

Reasons for Dissatisfaction – Sealed roads



Reasons for Dissatisfaction – Unsealed roads

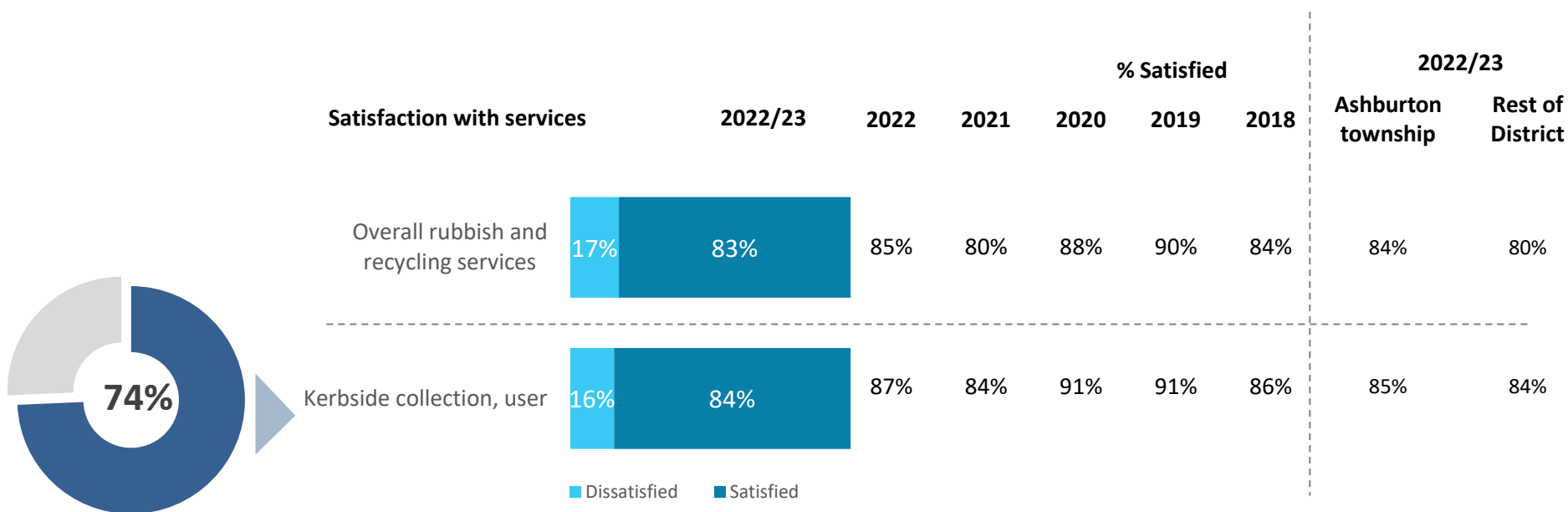


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847
2. SF1B.2. Why are you dissatisfied with sealed roads in the district? n=613
3. SF1A.3. Why are you dissatisfied with unsealed roads in the district? n=340

Waste reduction and recovery

Despite the decline, satisfaction with *Overall rubbish and recycling services* (85%) and *Kerbside collection* (84%) are relatively high.



■ Use kerbside collection

In 2022, 77% of residents have used Council's kerbside collection service.

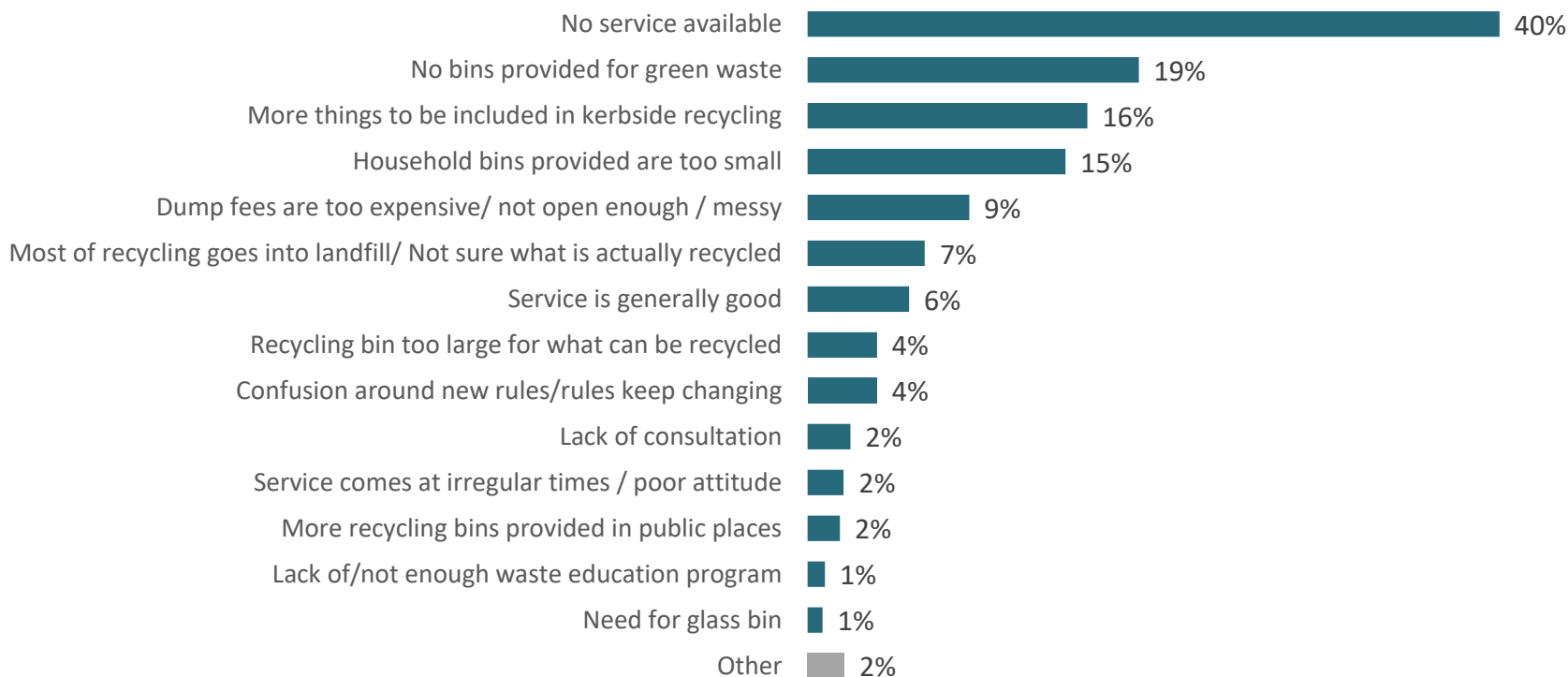
NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316; use kerbside collection n=665
- RC1: Where you live, does the Council provide a regular kerbside rubbish and recycling collection service? n=860
- SF2A.1: Are you satisfied with the following? Council's rubbish and recycling services? n=793
- RC2: And are you satisfied or dissatisfied with the kerbside rubbish and recycling collection service? n=656

Dissatisfaction with rubbish and recycling services

Among those dissatisfied with the *Rubbish and recycling services*, the most common concern mentioned by four in ten respondents (40%) was that there is *No service available*. Additionally, there were concerns that there are *No bins provided for green waste*, which was mentioned by 19% of respondents.

Reasons for Dissatisfaction

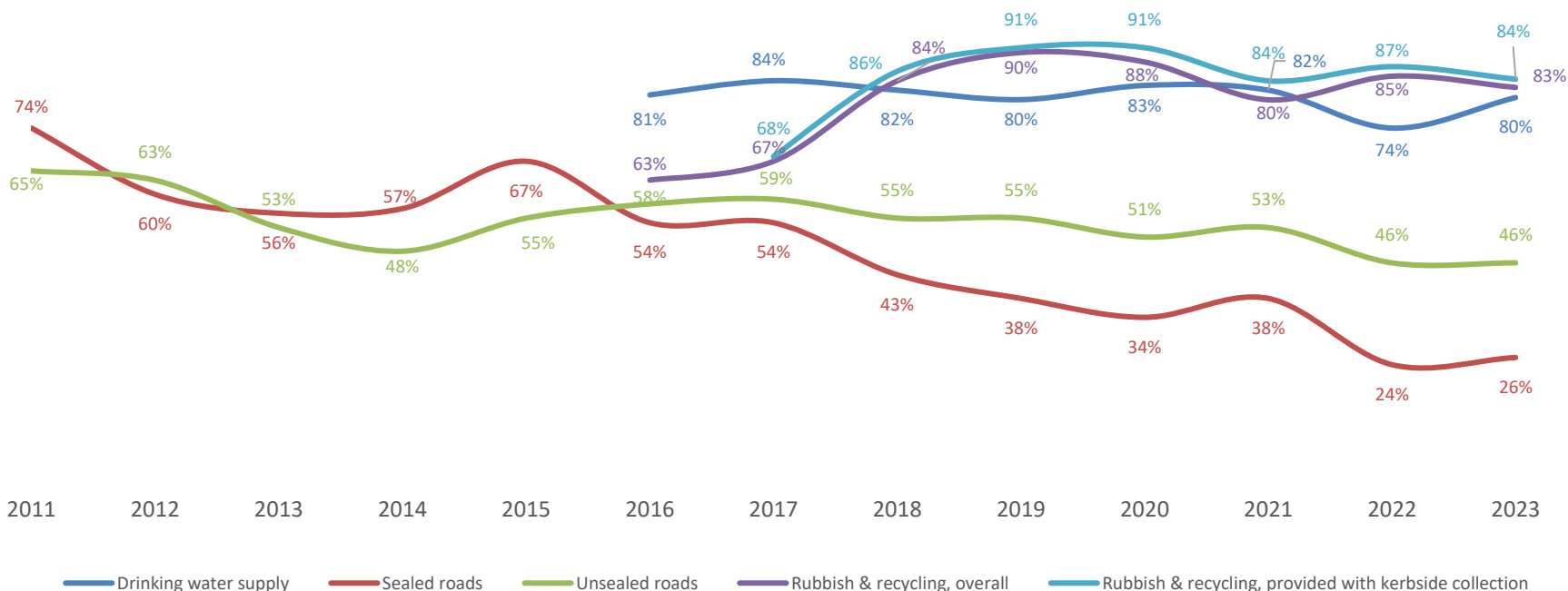


NOTES:

1. Sample: 2023 n=873;
2. SF2B.1. Why are you dissatisfied with Council's rubbish and recycling services? n=192

Local infrastructure: Trend in satisfaction (2011 – 2023)

Compared to last year's results, satisfaction with the *District's water supply* and *Sealed roads* has shown improvement. However, satisfaction with the *Rubbish recycling collection* has decreased. On the other hand, satisfaction with *Unsealed roads* has remained consistent since 2022.



NOTES:

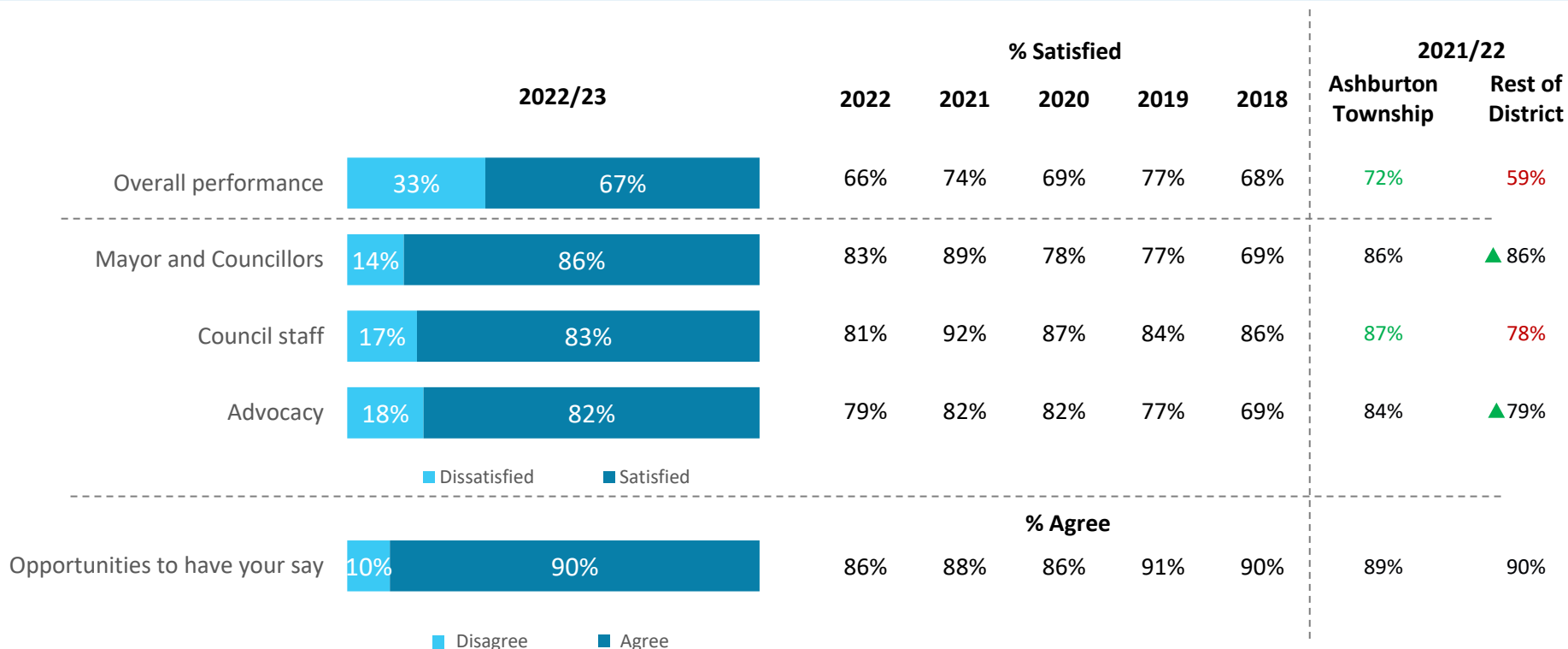
1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. WS2: Are you satisfied with the drinking water supply?
3. SF1A.2: For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied with the standard and Safety of sealed roads, excluding state highways
4. SF1A.3: 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

Residents' satisfaction with the Council's overall performance has increased by 1% point from 66% last year to 67% this year. Satisfaction with *Mayor and Councillors* (86%), *Council staff* (83%), and *Advocacy* (82%) have also shown slight improvements. Furthermore, most of the residents (90%) believe that the Council provides *opportunities for them to have a say*.



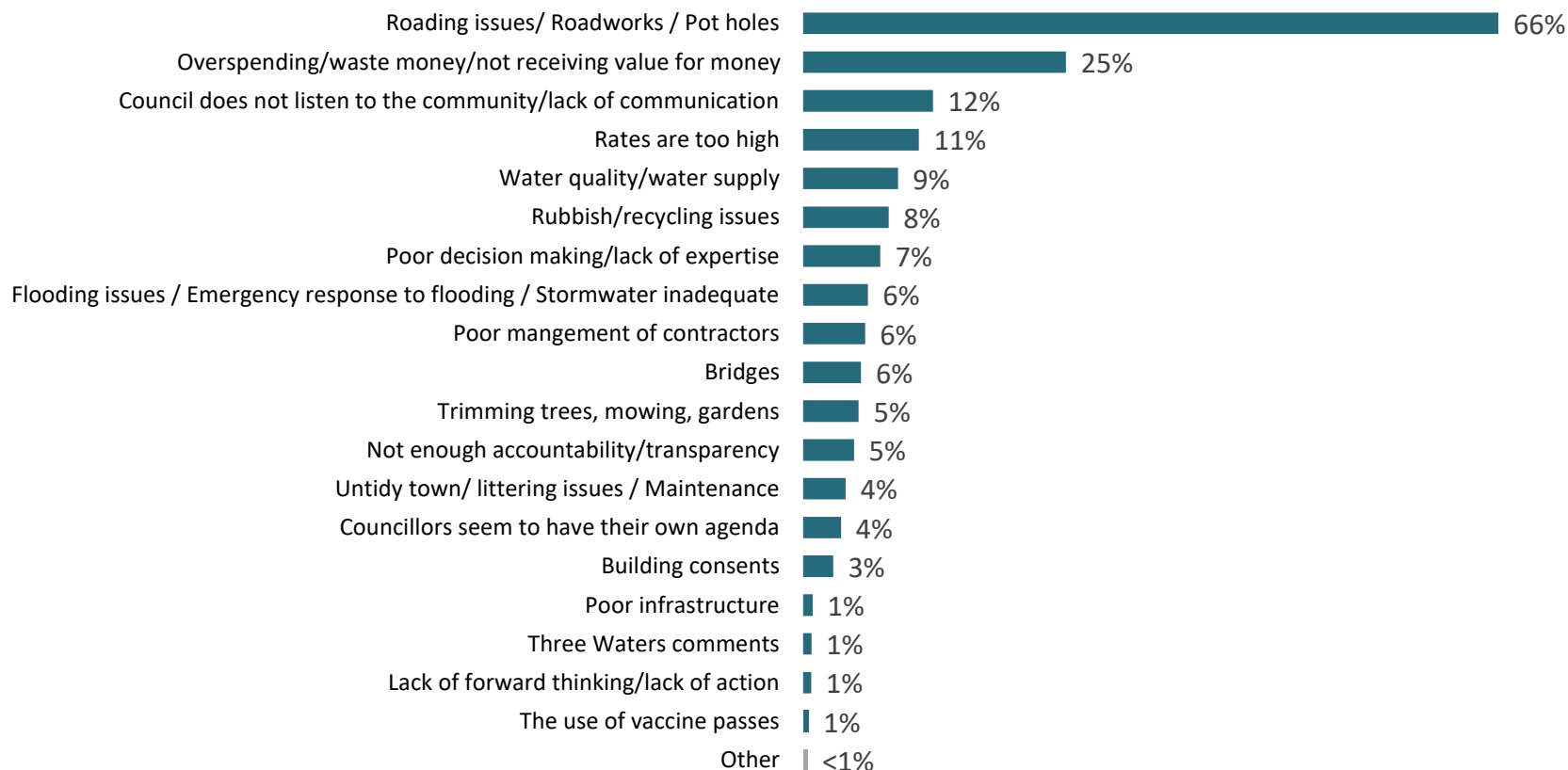
NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- OVS1: Overall, are you satisfied or dissatisfied with the performance of Ashburton District Council over the last 12 months? n=725
- PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year? n=582
- PER1.3: Are you satisfied or dissatisfied with: The performance of Council staff in the last year? n=537
- SF4A.5: 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

Six in ten (66%) dissatisfied residents mentioned *Roading issues* as their primary reason for dissatisfaction with *Council's overall performance*. Focusing on resolving these concerns can positively influence residents' perceptions and enhance their overall satisfaction with the Council's performance.



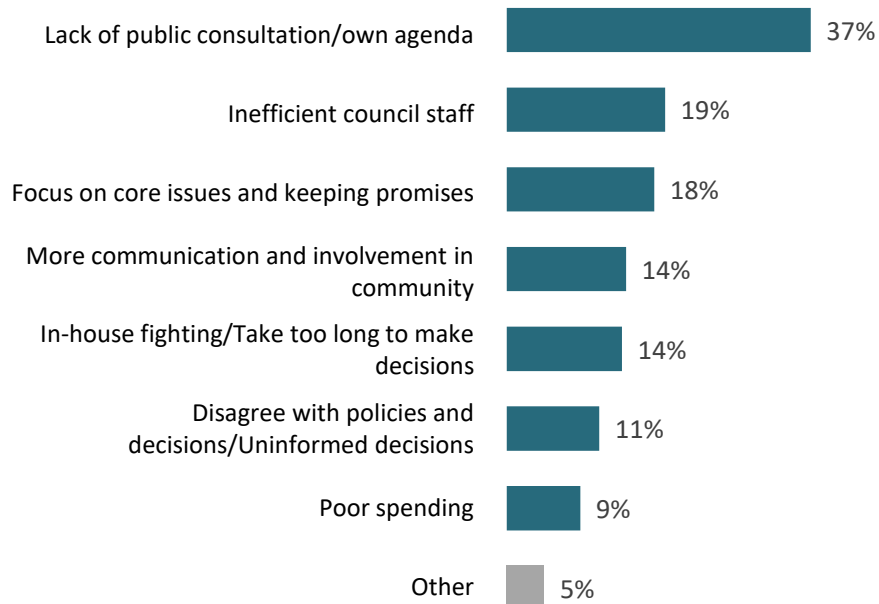
NOTES:

1. Sample: 2023 n=873
2. OVS2. Why are you dissatisfied with the performance of Ashburton District Council? n=228

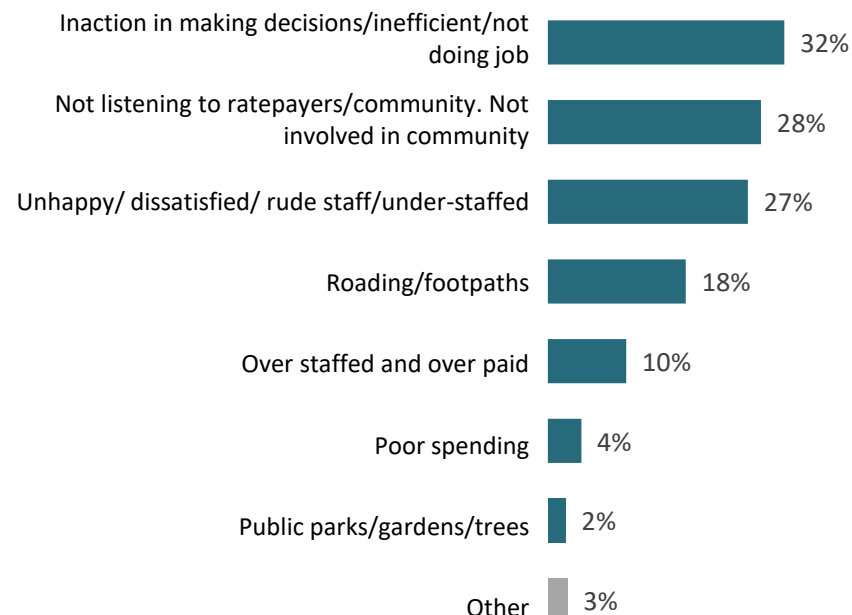
Dissatisfaction with performance of the Mayor and Councillors, and Council staff

Most dissatisfied residents believe that the Mayor and Councillors *Lack public consultation or have their own agenda* (37%). On the other hand, dissatisfaction with Council staff mainly stems from perceived *Inaction or inefficient job performance* (32%), and also from *Not listening to ratepayers or the community* (28%).

Reasons for dissatisfaction with the Mayor and Councillors



Reasons for dissatisfaction with the Council staff

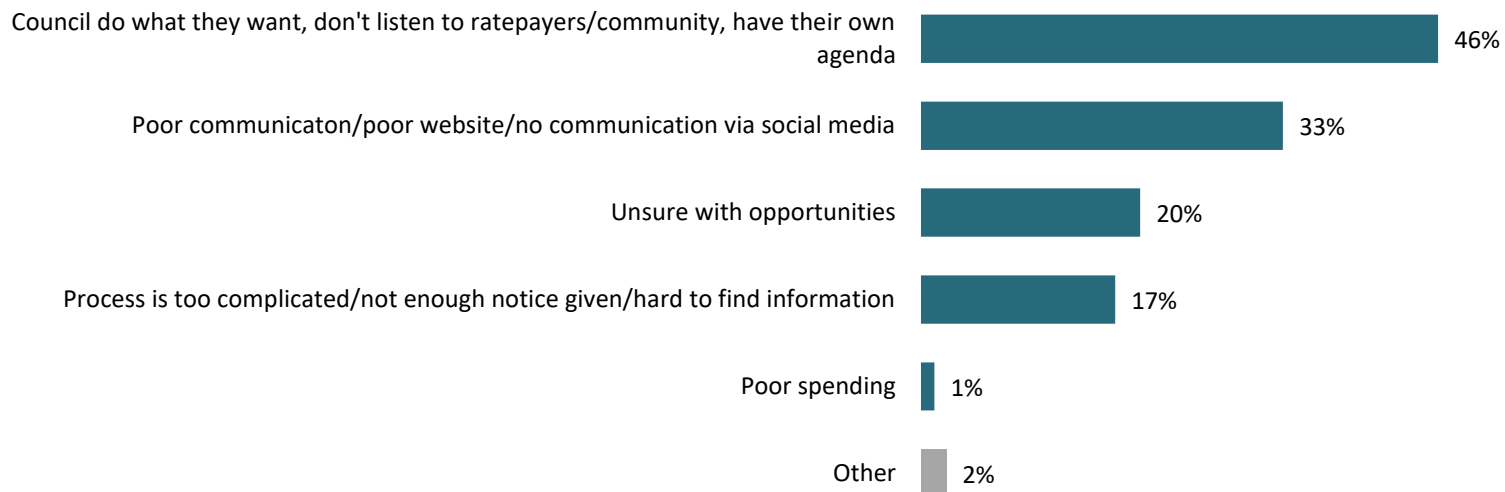


NOTES:

1. Sample: 2023 n=873
2. PER2.4: Why are you dissatisfied with the performance of the Mayor and Councillors? n=72
3. PER2.3: Why are you dissatisfied with the performance of Council staff? n=73

Dissatisfaction with opportunities to have a say

Out of the residents who are dissatisfied with the opportunities provided by the Council to have a say, 46% feel that the *council doesn't listen to them*. Additionally, 33% believe that the main issue lies in *poor or nonexistent communication via social media*.

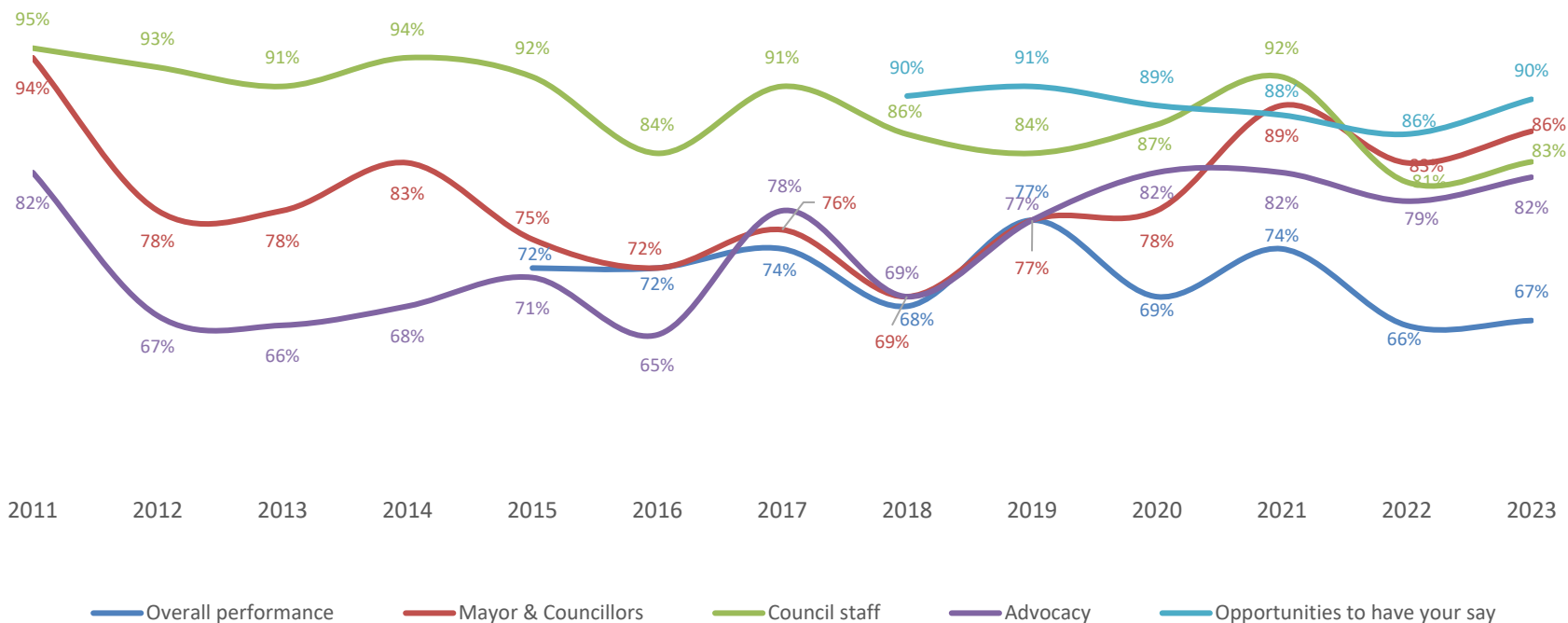


NOTES:

1. Sample: 2023 n=873
2. PER2.1: Why are you dissatisfied with the opportunities Council provides you to have your say? n=58

Community governance and decision-making: Trend in satisfaction (2011 – 2023)

Residents' satisfaction across all metrics has increased since 2022.

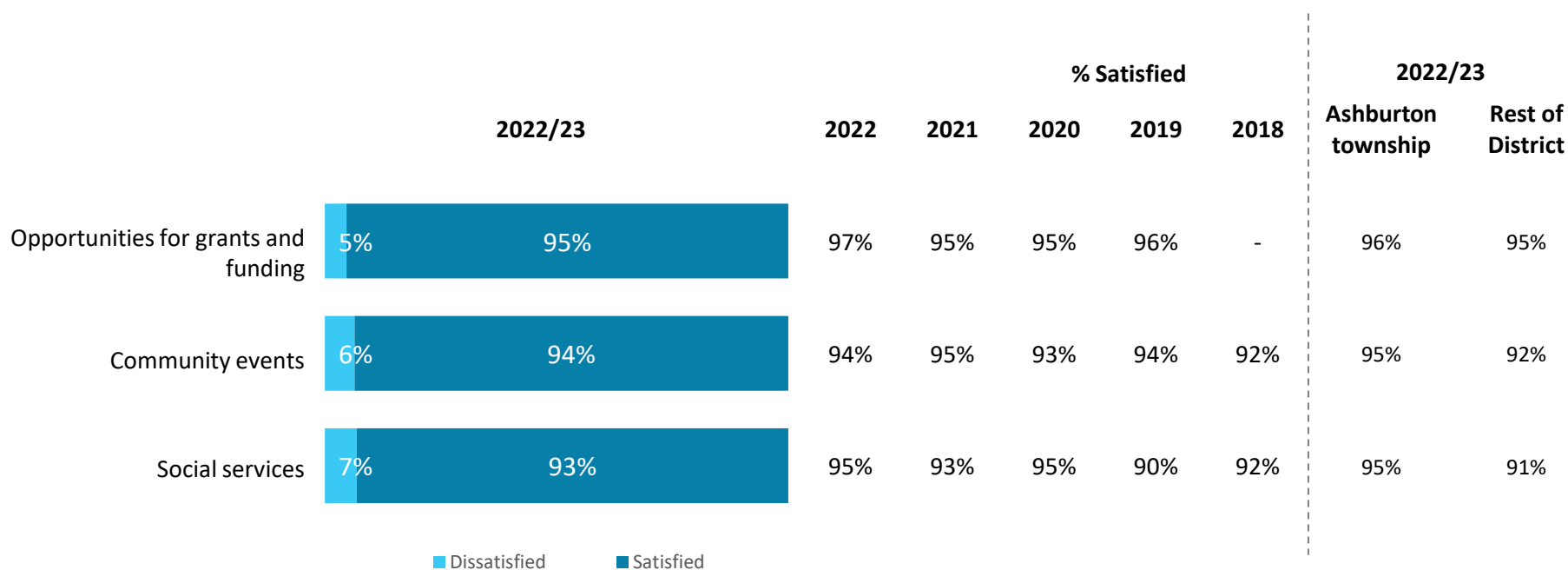


NOTES:

1. Sample: 2023 n=873; 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

Despite the slight decrease in satisfaction with *Opportunities for grants and funding* and *Social services*, these measures are highly valued by Ashburton residents with 95% and 93%, respectively. On the other hand, *Community events* has maintained a consistent satisfaction score year-on-year of 94%.

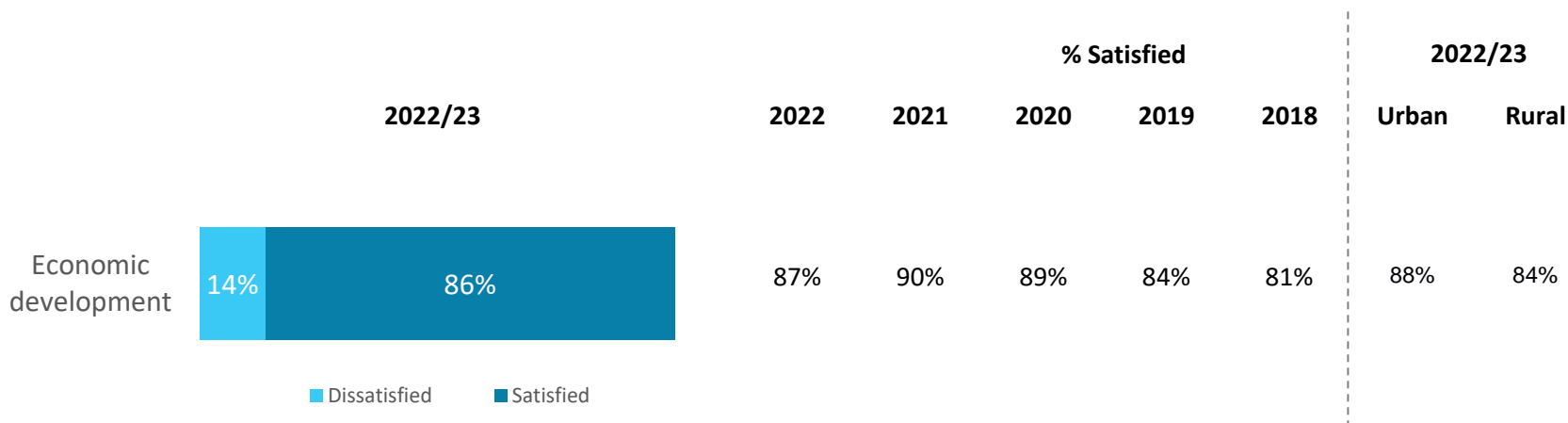


NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- 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=615
- SF4A.4: 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=726
- SF4A.3: 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=579

Economic development and business development

Satisfaction with *Economic development* has experienced a continuous decline, decreasing from 90% in 2021 to 87% in 2022 and further down to 86% this year. Rural residents are less likely to be satisfied with this aspect than residents in Urban areas.

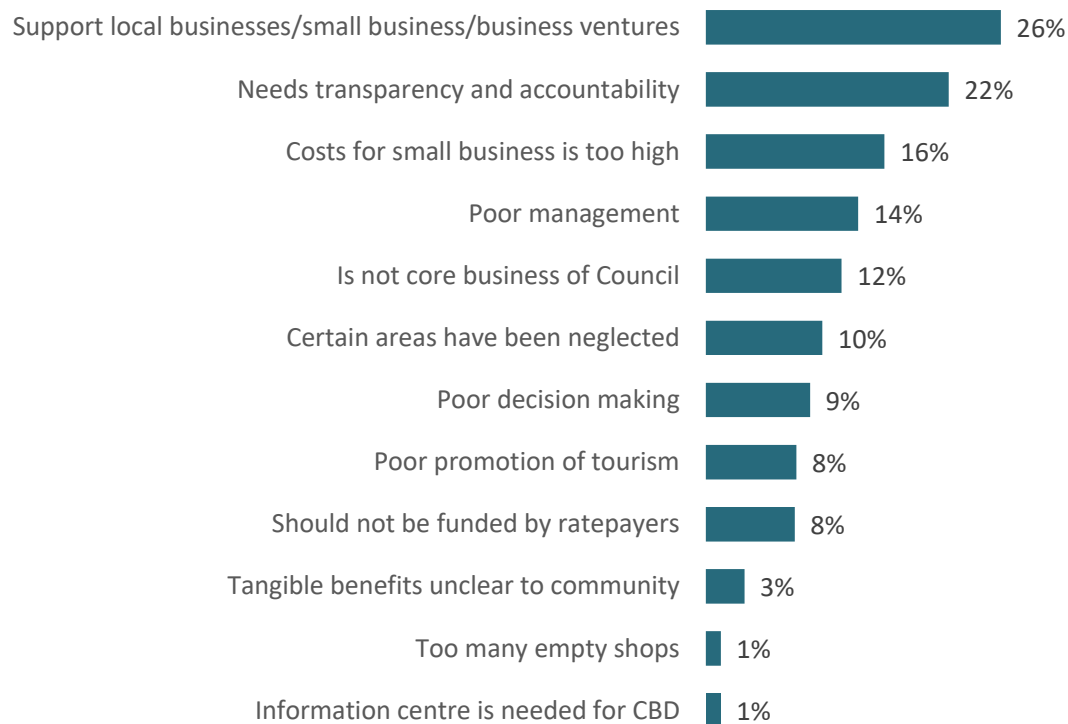


NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- 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=534

Dissatisfaction with Council's Economic development

26% of the dissatisfied residents who expressed concerns about the Council's *Economic development* would like to see more *Support for local or small businesses*. Others emphasize the importance of *Transparency and accountability* – 22%.

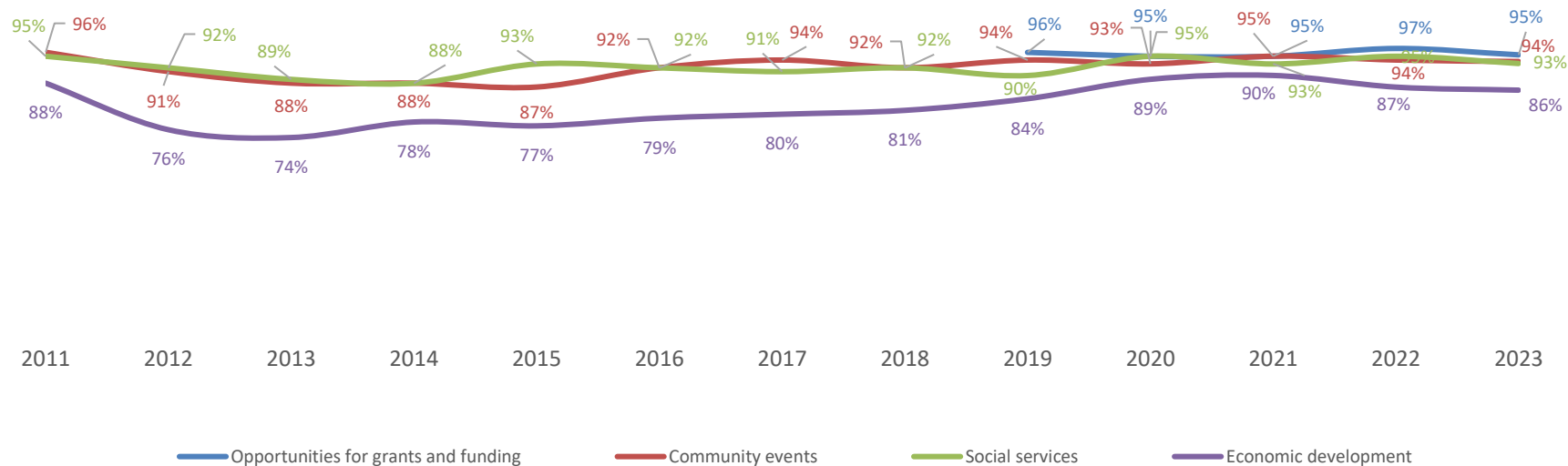


NOTES:

1. Sample: 2023 n=873
2. SF4B.1: Why are you dissatisfied with the Council's role in economic and business development? n=65

Community events and economic development: Trend in satisfaction (2011 – 2023)

Over the past four years, satisfaction with *Community events* and *Economic development* has remained relatively consistent.

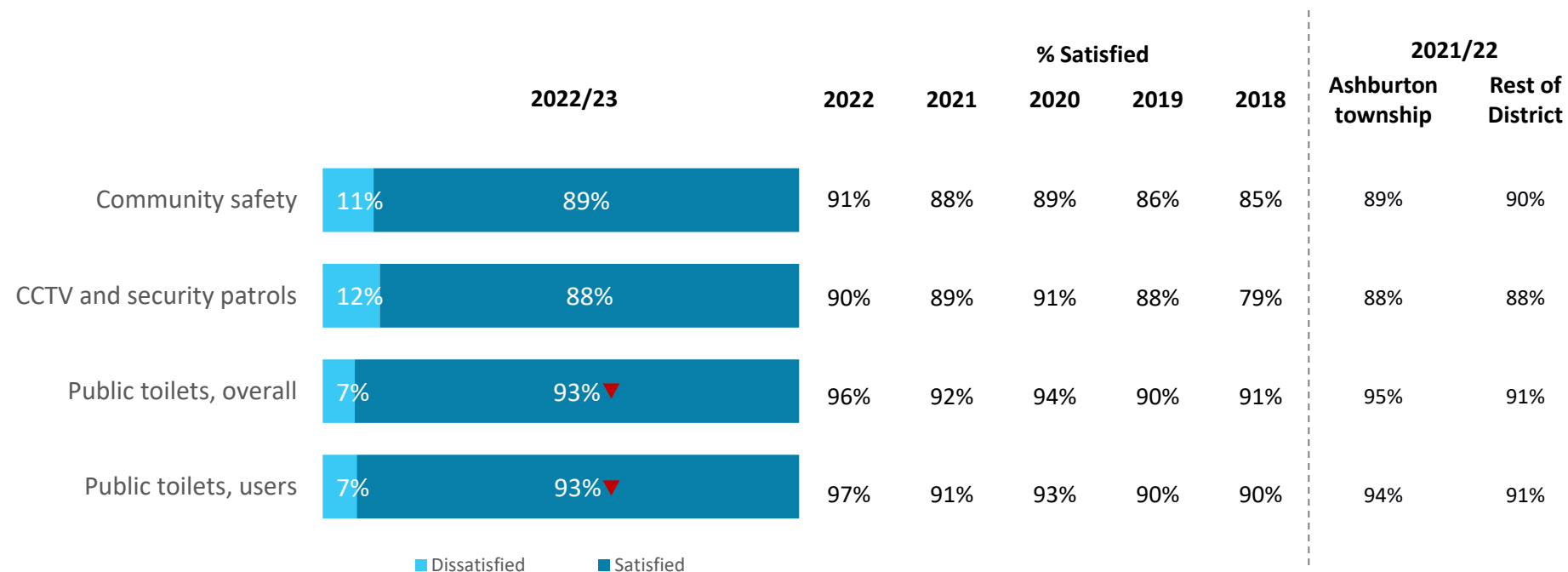


NOTES:

1. Sample: 2023 n=873; 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.4: 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.3: 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?

Community services

A decline has been observed in the measures of *Community services*, particularly in the area of *Public toilets* (from 96% to 93%).



■ Dissatisfied ■ Satisfied

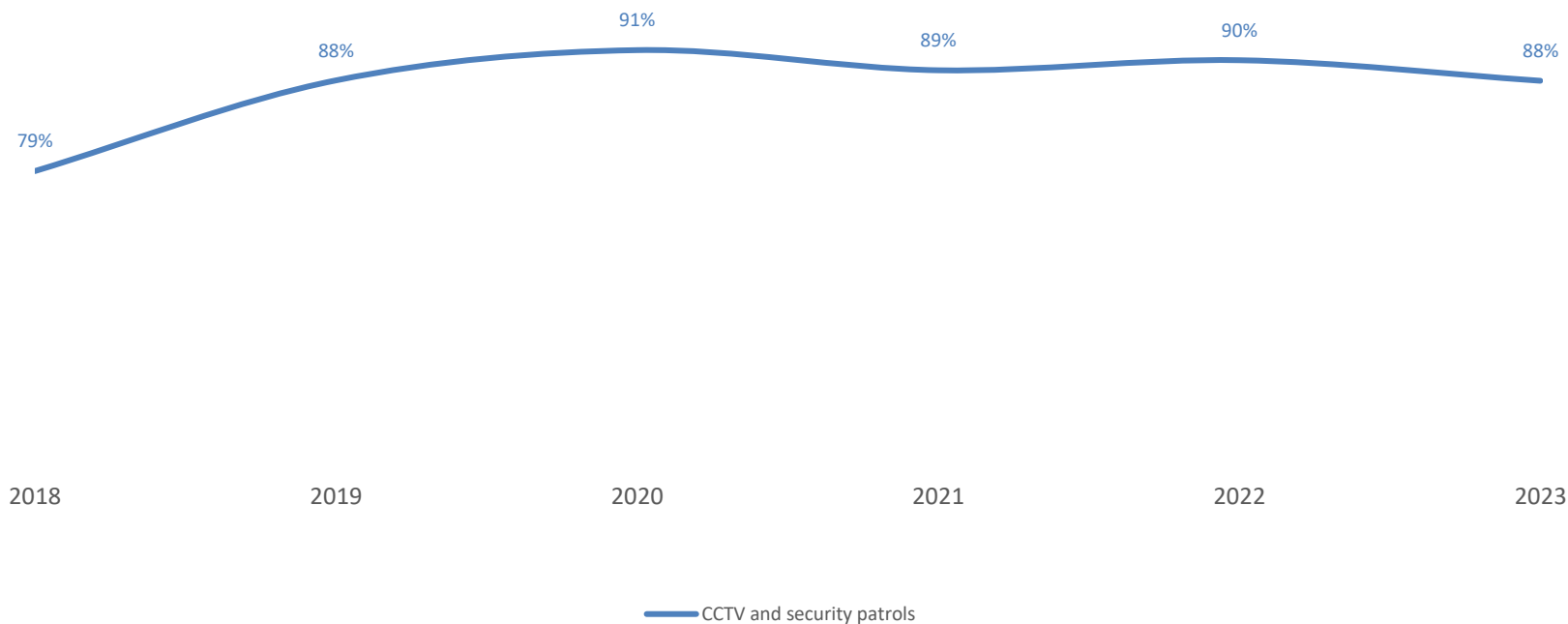
NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- SF4A.6: 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=710
- SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=656
- SF2A.2: Are you satisfied with the following? Public toilets; n=693; users of public toilets n=582

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

Community services: Trend in satisfaction (2018 – 2023)

Despite a slight decrease of 2% points this year, satisfaction with *CCTV and security patrols* has remained consistently high over the past years.

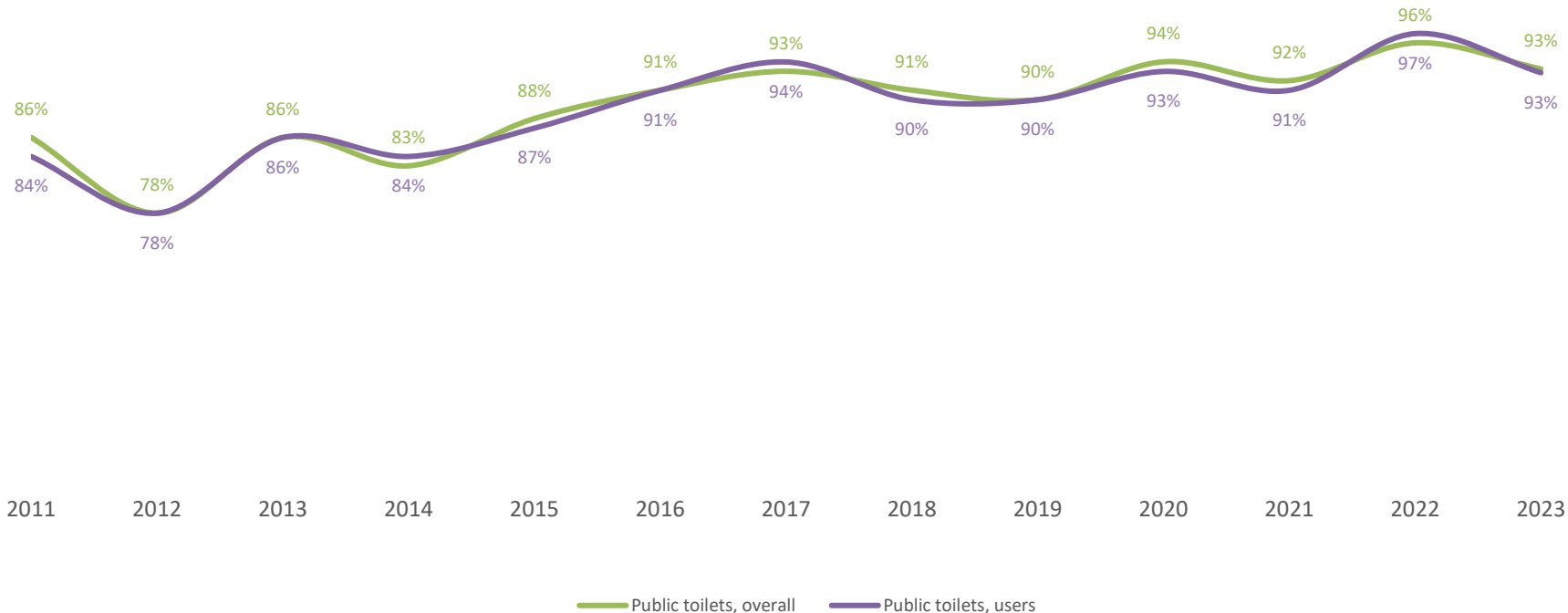


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=656

Community services: Trend in satisfaction (2011 – 2022)

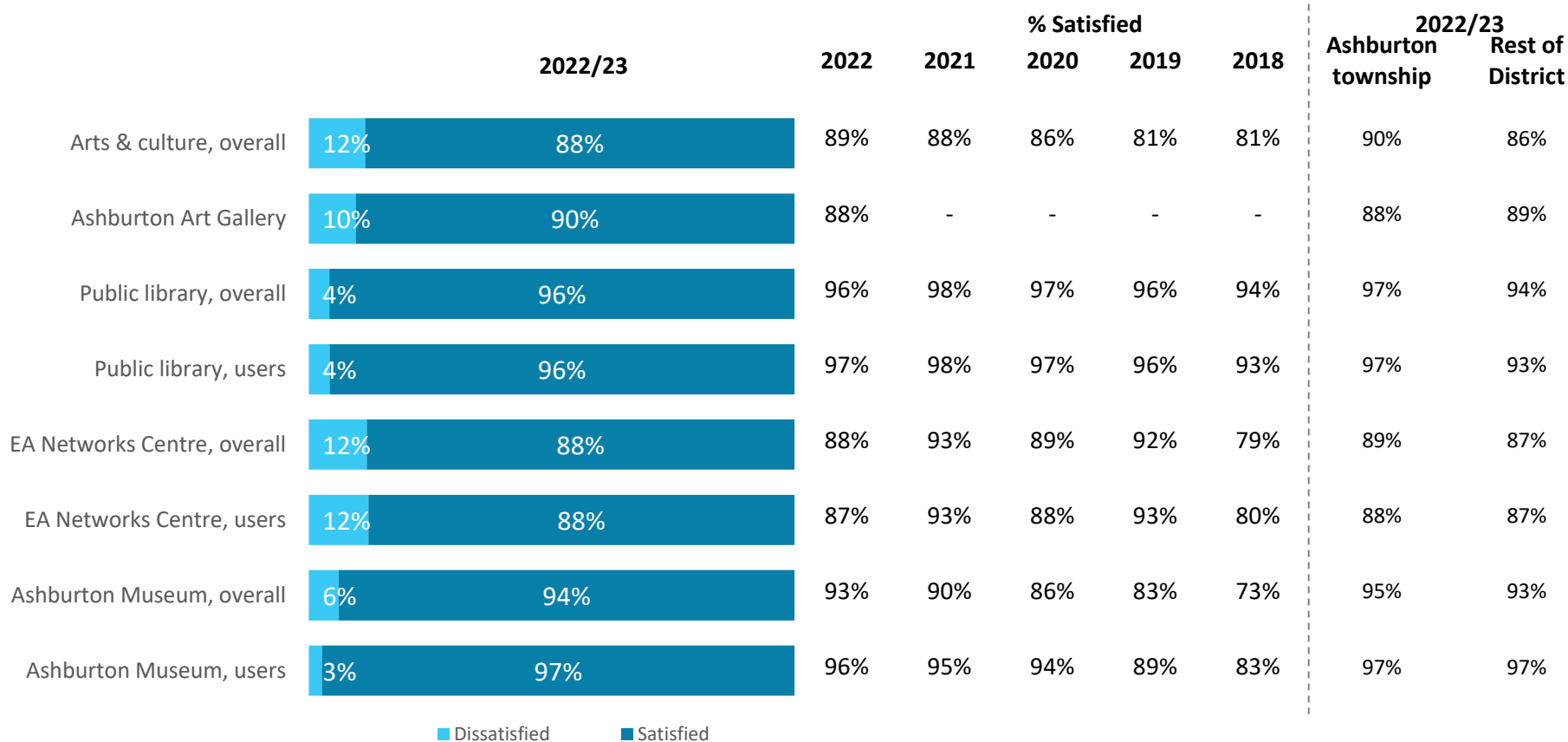
Satisfaction with *Public toilets*, both overall and among users, has significantly declined this year. There is also a variability in residents' satisfaction with *Public toilets* over the past five years, with different results recorded each year fluctuating.



NOTES:
 1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
 2. SF2A.2: Are you satisfied with the following? Public toilets; n=693; users of public toilets n=582

Recreation and leisure

Nearly nine in ten residents (88%) are satisfied with Ashburton District Council's support of *Overall Arts and Culture*. The *Public library* (96%) received the highest rate of satisfaction year-on-year.



■ Dissatisfied ■ Satisfied

NOTES:

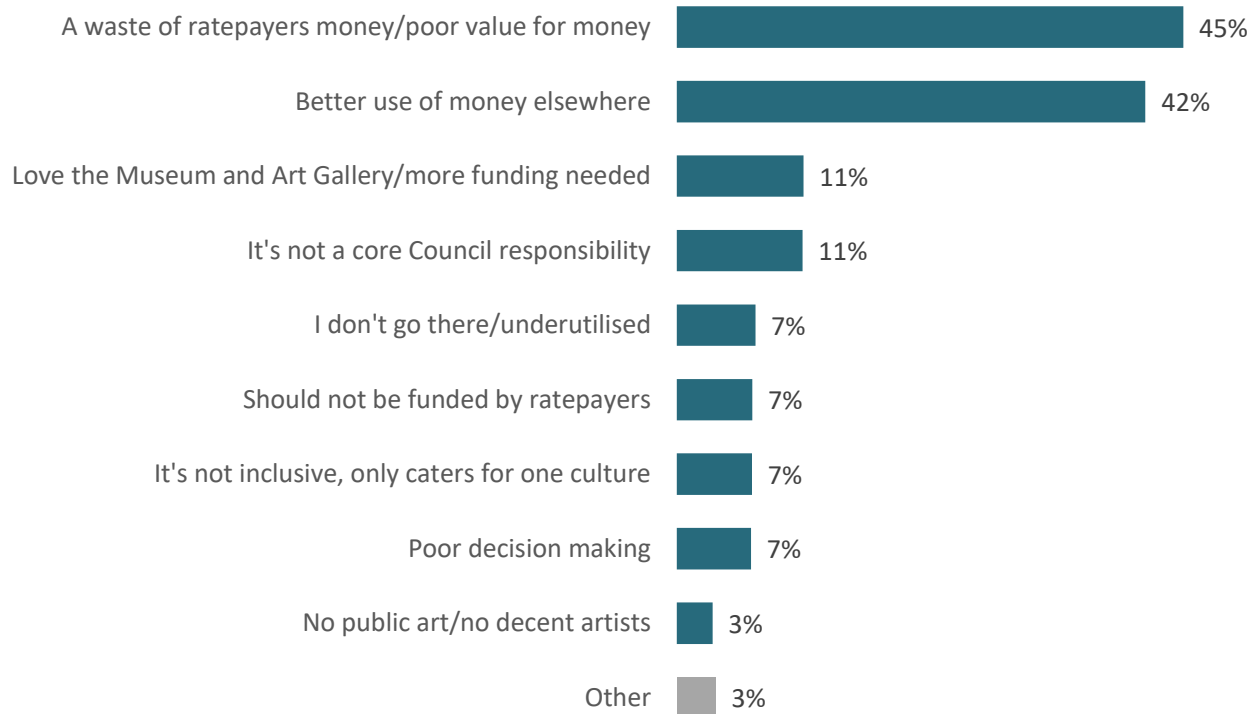
- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- SF4A.2: Council supports art and culture in the district in a number of ways, including operating the Ashburton Museum as a part of Council, and providing grant funding to the Ashburton Art gallery and Ashburton Trust Events Centre. Overall, are you satisfied or dissatisfied with Council's level of involvement in arts and culture in the district? n=610
- SF3A. And, are you satisfied with some of the facilities provided? Public library users n=394, EA networks centre users n=503, Ashburton museum users n=261

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Dissatisfaction with Council's level of involvement in arts and culture

Dissatisfied residents perceive no value in the Council's involvement in *Arts and culture*, citing it as *A waste of ratepayers' money (45%)*. Additionally, a significant portion (42%) suggest *Better use of money elsewhere*.

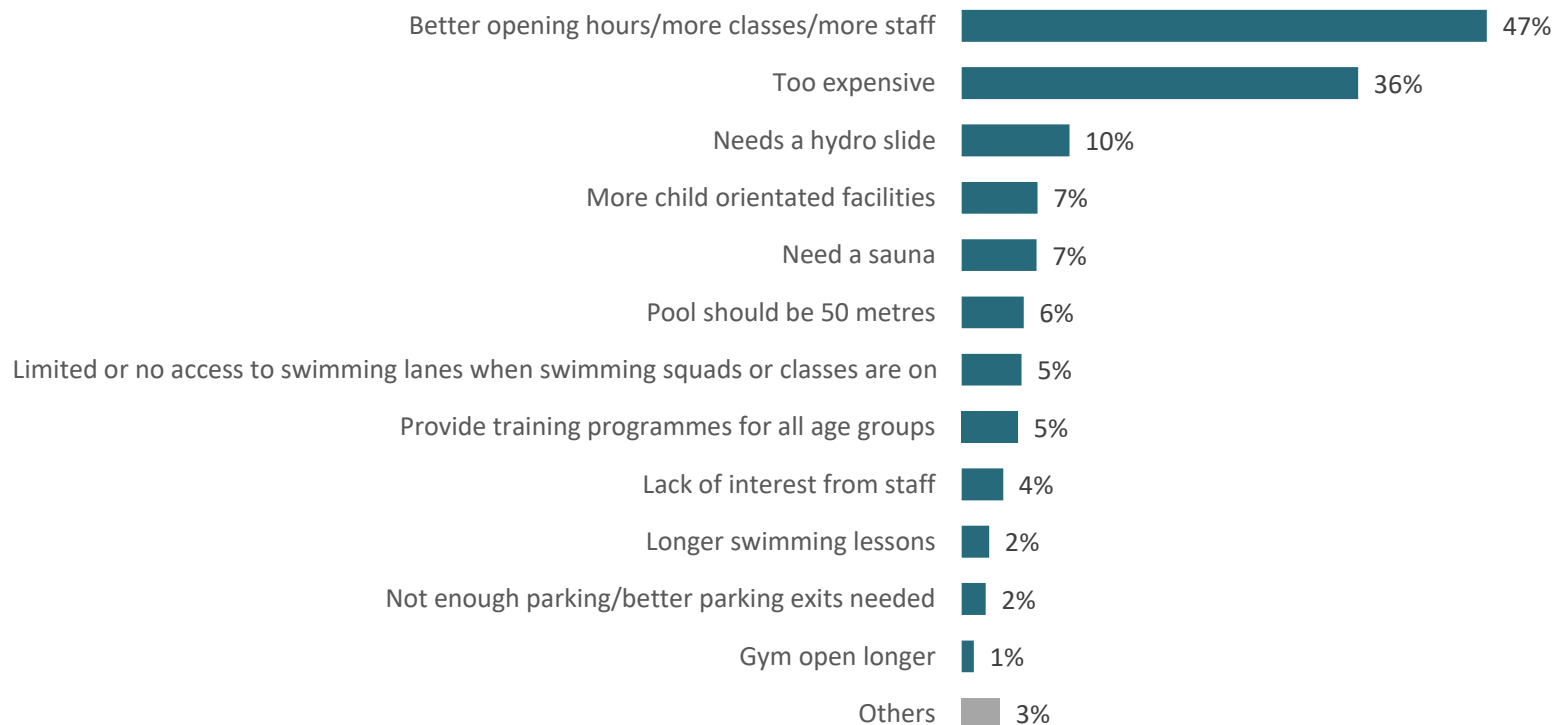


NOTES:

1. Sample: 2023 n=873;
2. SF4B2. Why are you dissatisfied with the Council's level of involvement in arts and culture in the district? n=61

Dissatisfaction with The EA Networks Centre services and programmes.

Almost half of the dissatisfied users/visitors (47%) would like EA Networks Centre to have *Better opening hours, more classes and more staff*.

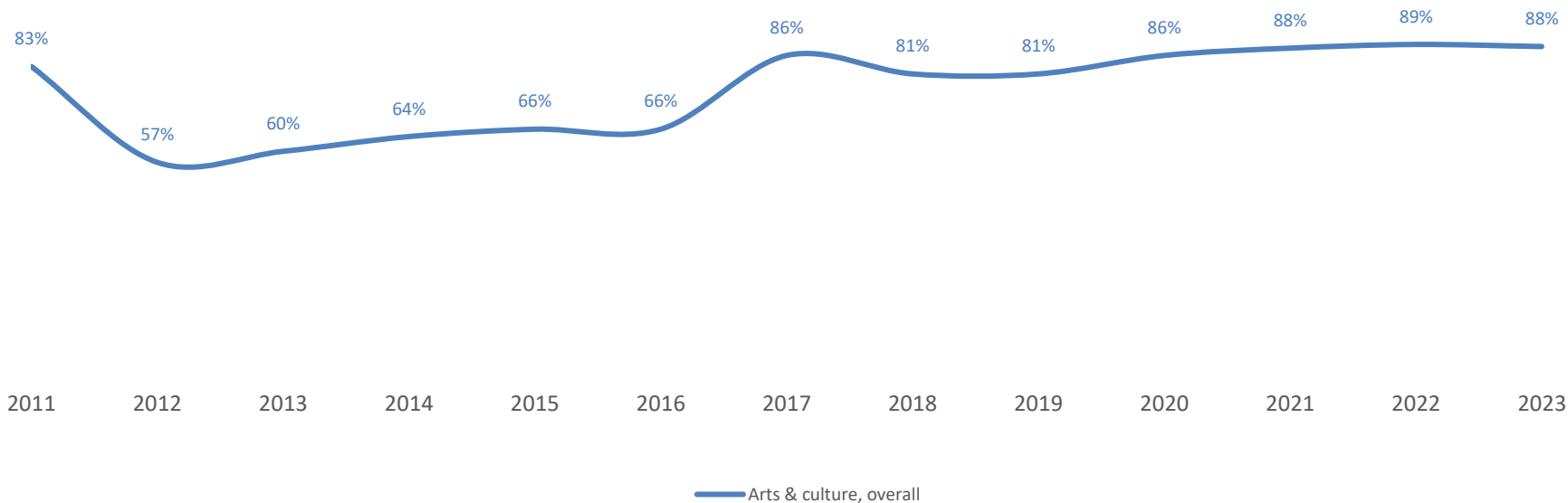


NOTES:

1. Sample: 2023 n=873;
2. SF3B5. If dissatisfied at SF3A.5: Why are you dissatisfied with the EA Networks Centre services and programmes? n=60

Arts and culture: Trend in satisfaction (2011 – 2023)

Satisfaction with how Council supports *Arts and culture* remains consistently high over the years.

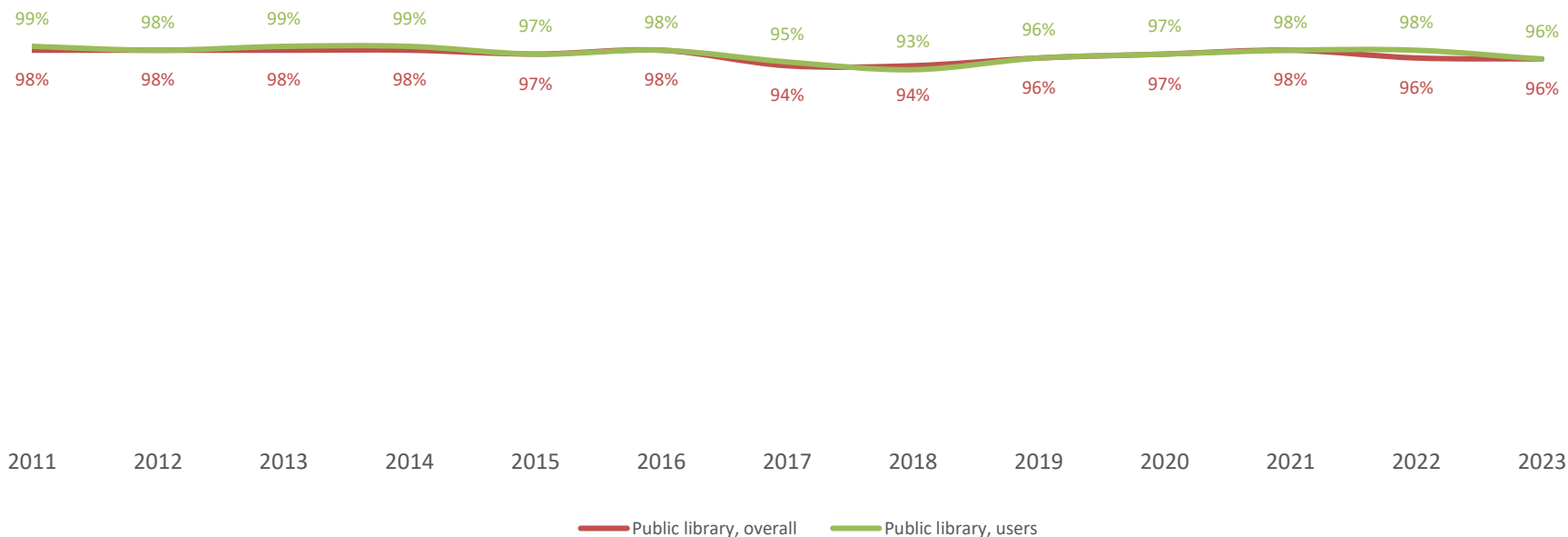


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF4A.2: 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 – 2023)

Over the years, the *Public library* has garnered almost universal satisfaction from residents, whether they have visited it, used it, or have not been.

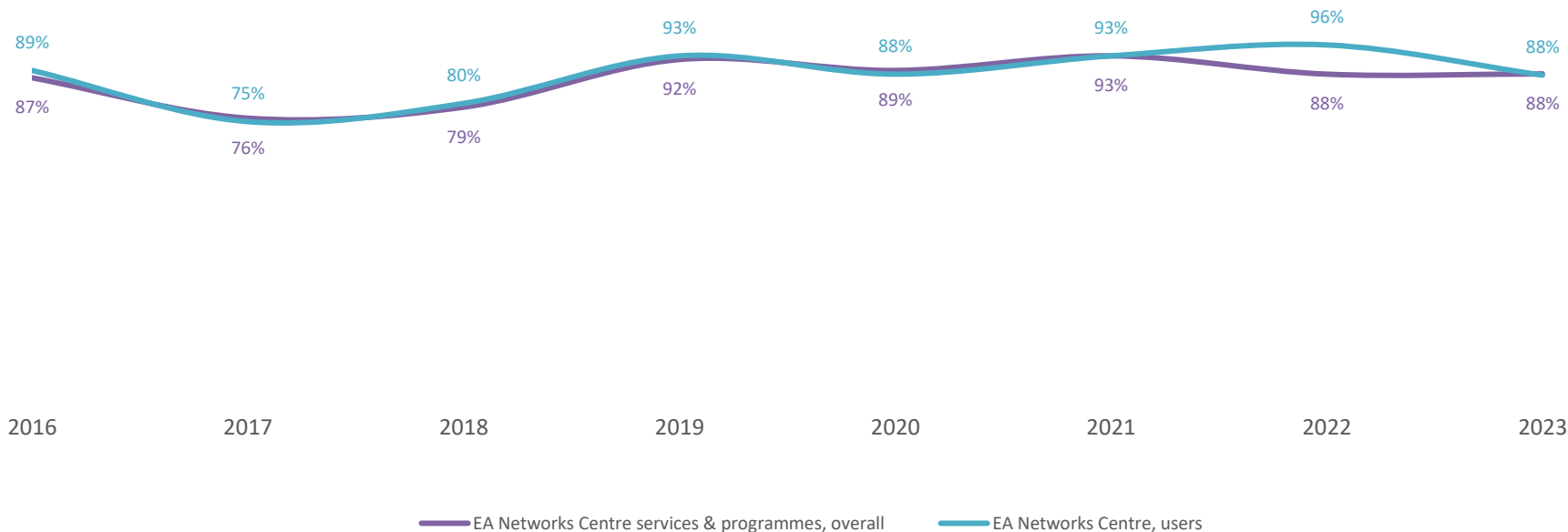


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided? The public library service

EA Networks Centre: Trend in satisfaction (2016 – 2023)

The satisfaction of *EA Networks'* users has witnessed an 8%-point decrease, while the overall satisfaction has remained consistent over the past year at 88%.

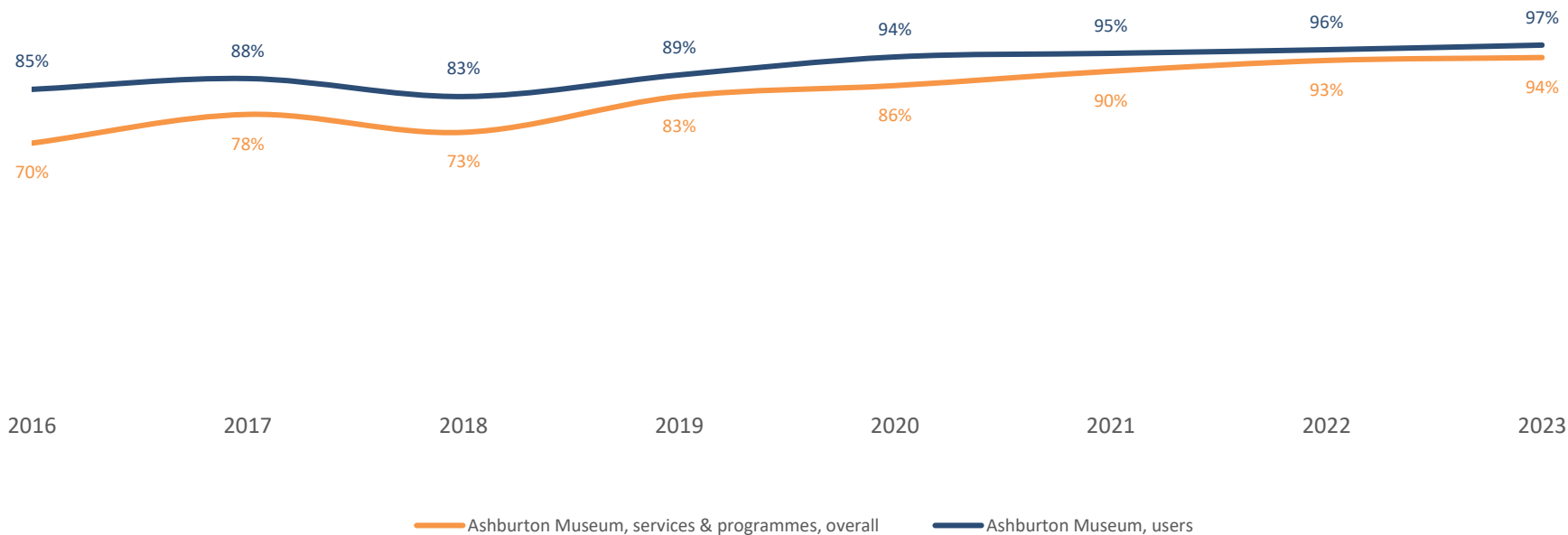


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided? The EA Networks Centre services and programmes

Ashburton museum: Trend in satisfaction (2016 – 2023)

Residents' satisfaction with the *Ashburton Museum* has been consistently high over time.

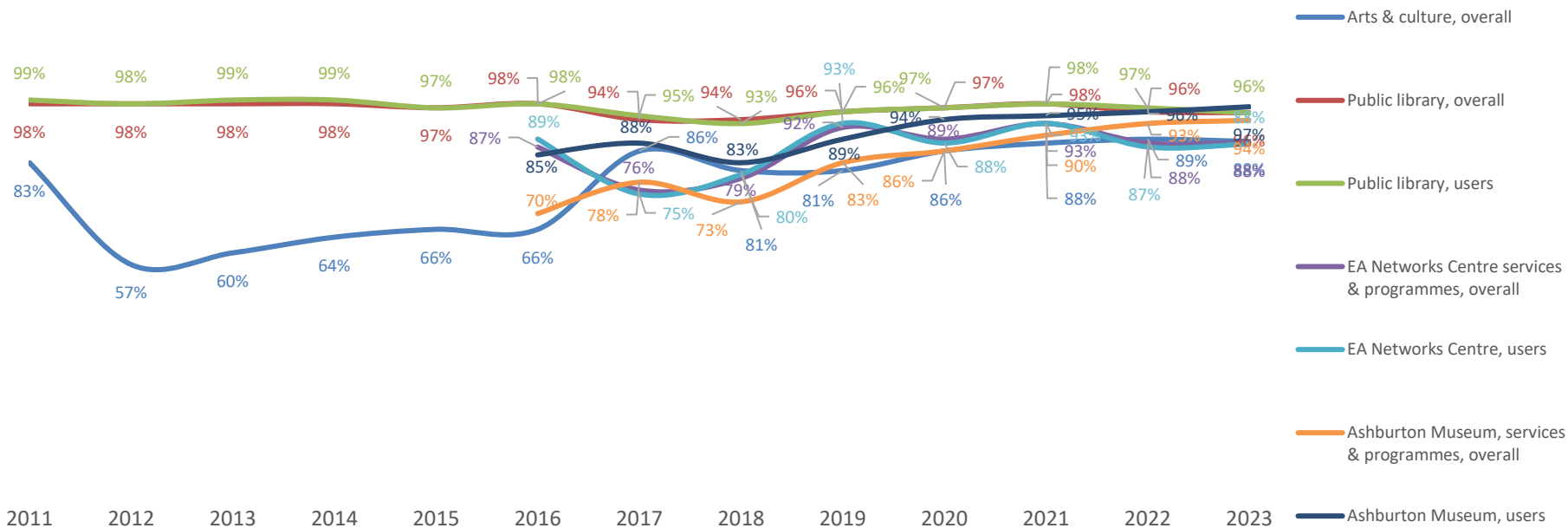


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided? The Ashburton Museum, services and programmes

Recreation and leisure: Trend in satisfaction (2011 – 2023)

Council's performance in the provision and maintenance of *Recreation and leisure services and facilities* continues to receive a satisfactory rating from the residents.

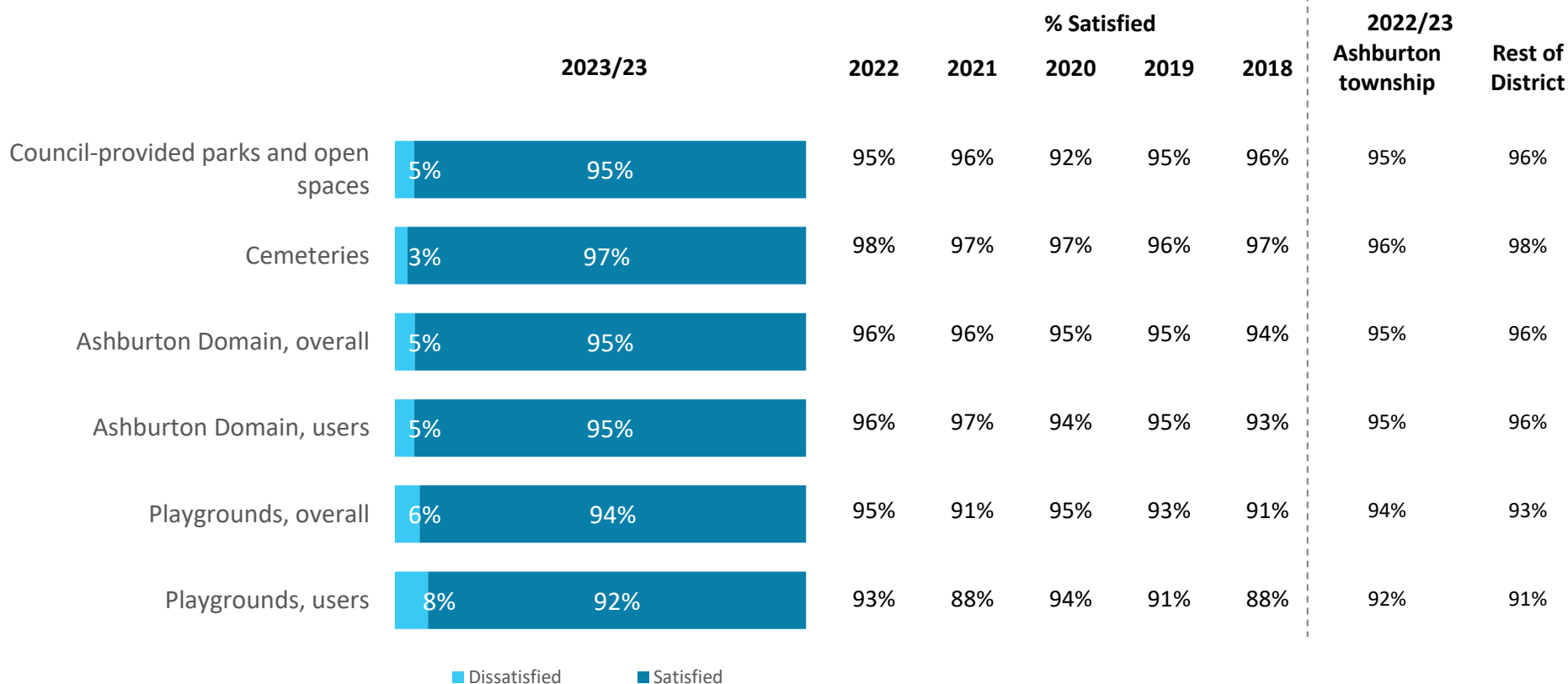


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF4A.2: 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?
3. 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 despite the slight decline in 2023 (from 98% to 97%).

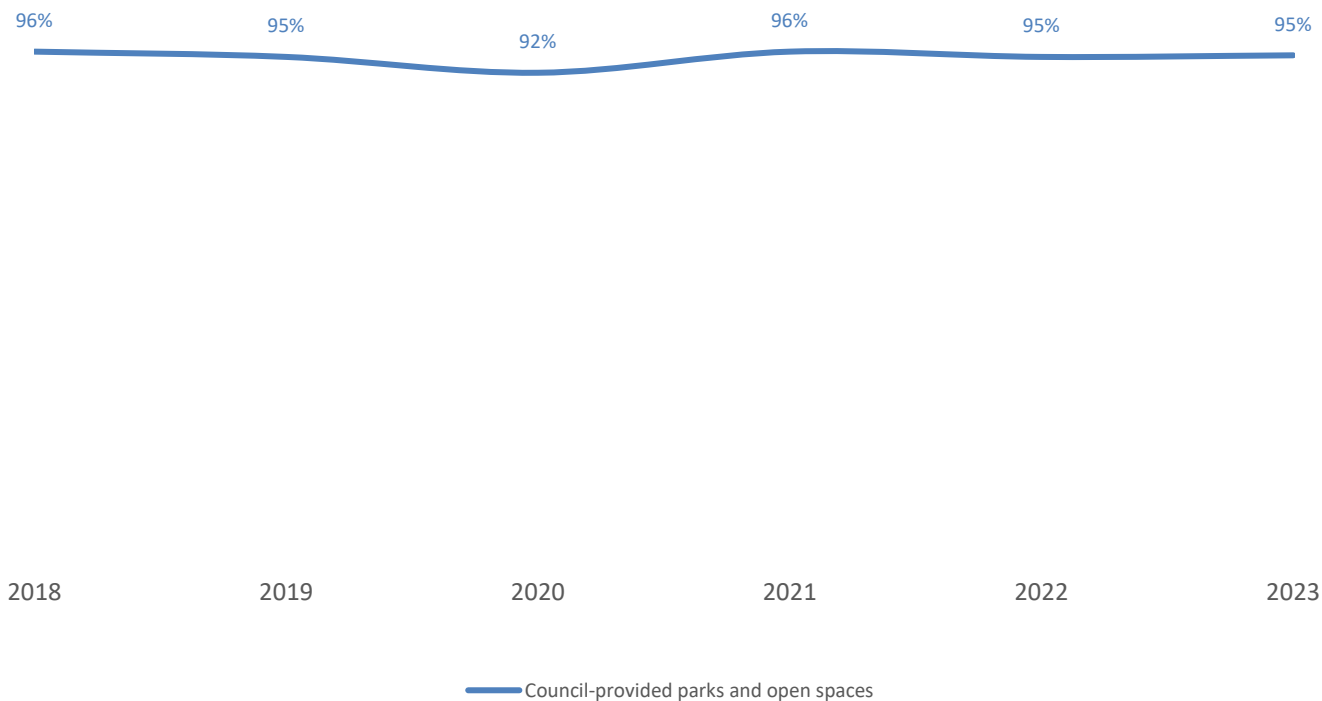


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
2. SF2A.3: Are you satisfied with the following? Cemeteries n=620
3. SF3A. And, are you satisfied with some of the facilities provided? Ashburton domain users n=693, playground users n=466

Council-provided parks and open spaces: Trend in satisfaction (2018-2023)

Satisfaction with *Council-provided parks and open spaces* remains consistently high at 95%.

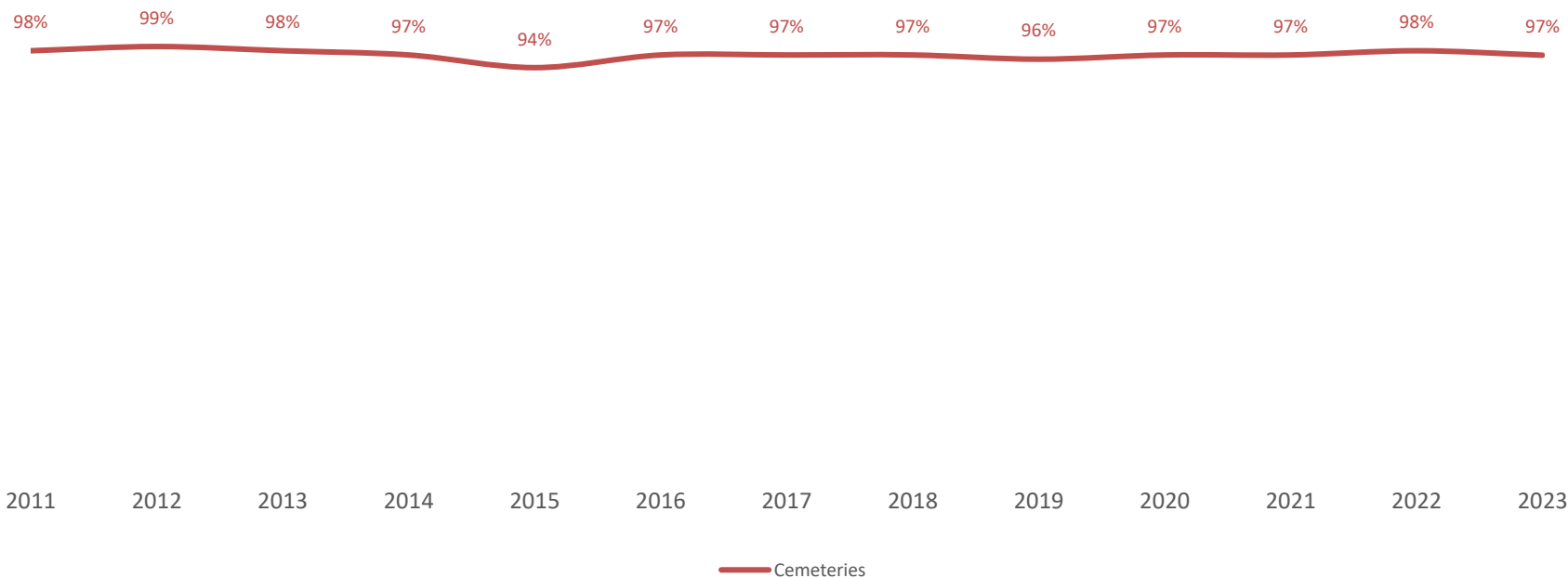


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided? Council-provided parks and open spaces

Cemeteries: Trend in satisfaction (2011 – 2023)

Despite the slight decline of 1% point, *Cemeteries* are highly regarded by residents year-on-year.

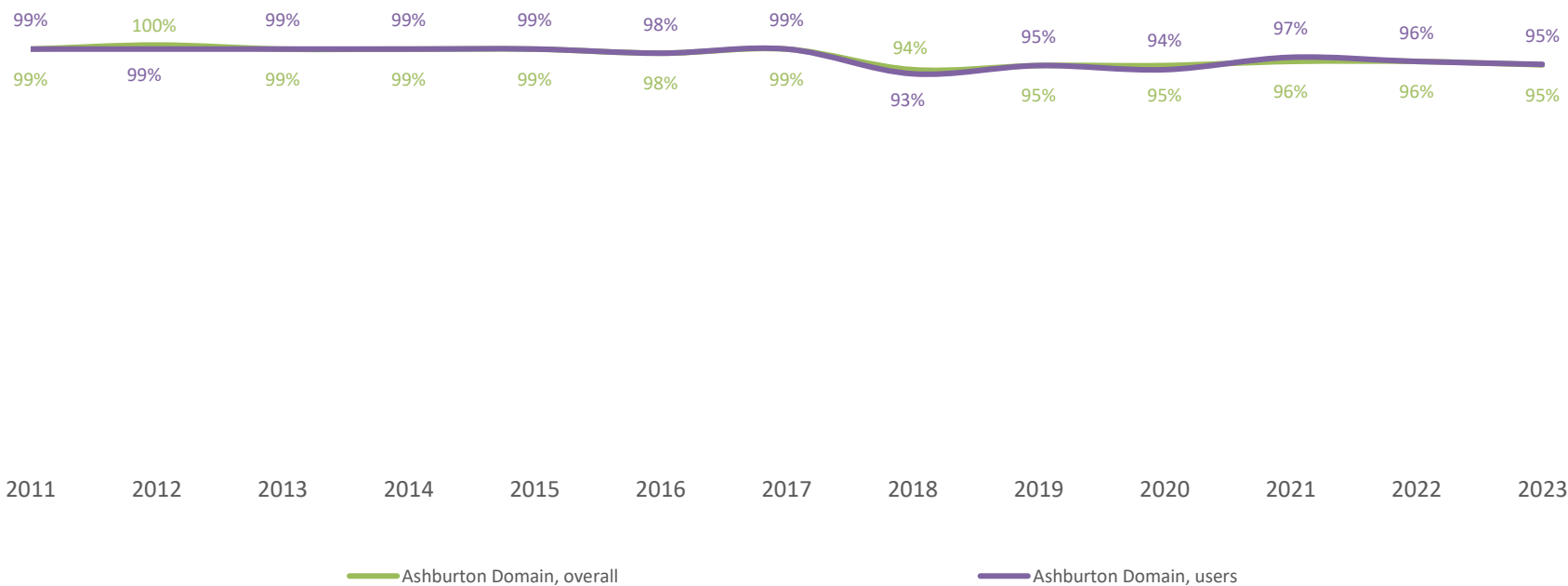


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF2A.3: Are you satisfied with the following? Cemeteries

Ashburton Domain: Trend in satisfaction (2011 – 2023)

The *Ashburton Domain* has been evaluated positively over time and remains consistent despite the slight decrease.

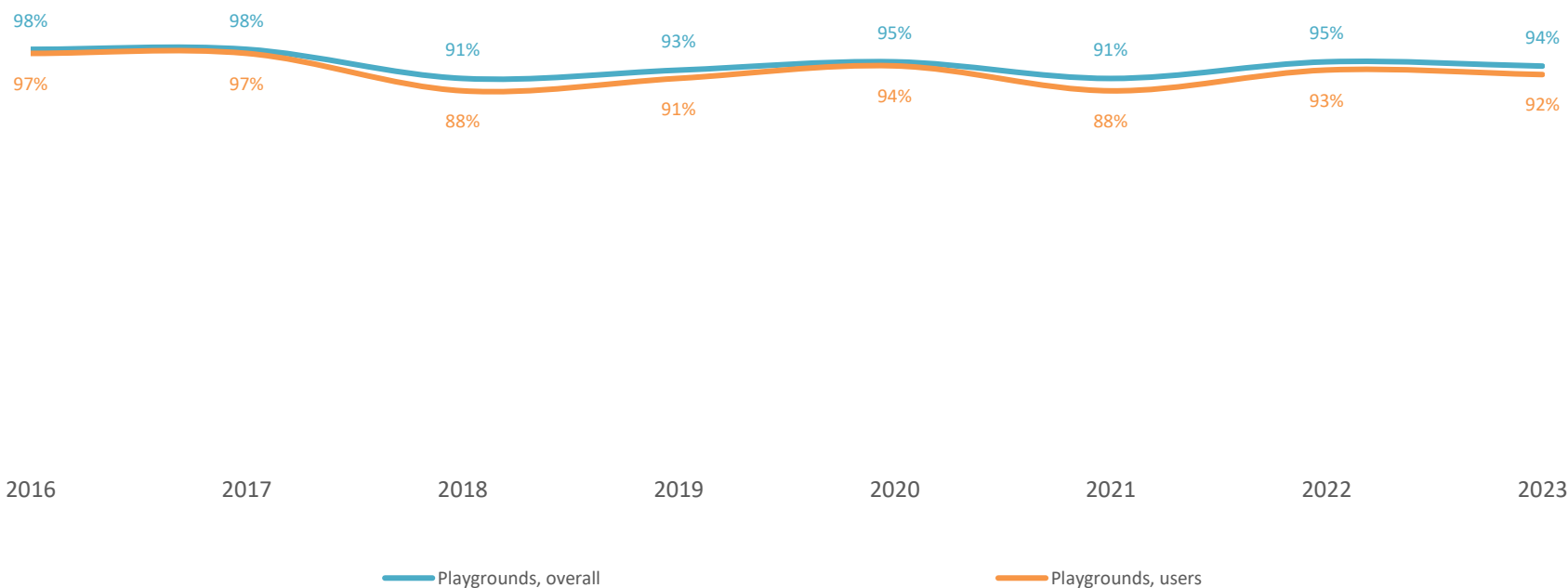


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. SF3A. And, are you satisfied with some of the facilities provided? The Ashburton Domain

Playground: Trend in satisfaction (2016 – 2023)

Ashburton's *Playgrounds* scores have been consistently high over time.



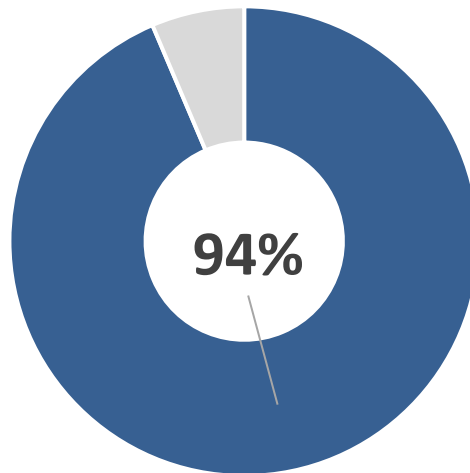
NOTES:

1. Sample: 2023 n=873; 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

The satisfaction with the *Range of community facilities in the district* has shown a positive increase of 3% points since last year, primarily driven by a significant rise in satisfaction among residents in Ashburton township.

Satisfaction with range of community facilities in the District



■ Satisfied

2022: 91%

% Satisfied	
2022/23	
Ashburton township	Rest of District
94% ▲	94%

NOTES:

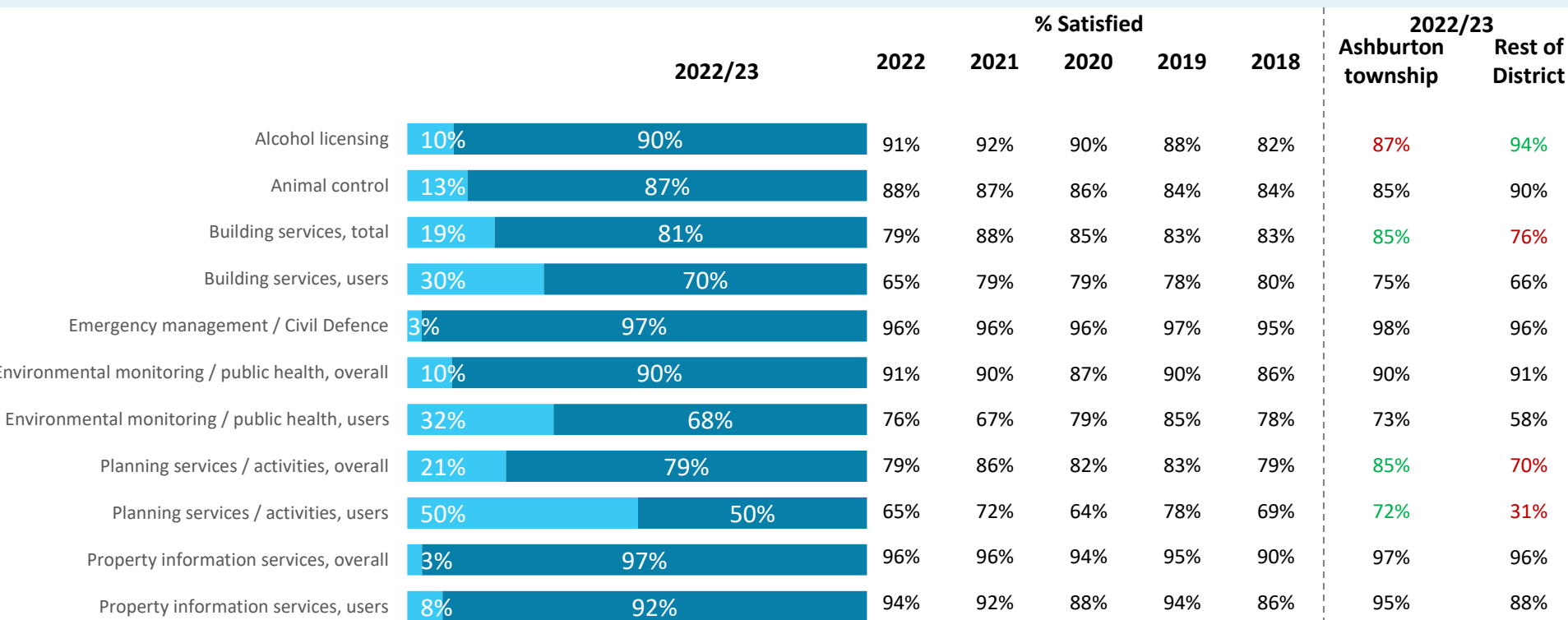
- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- US2. Are you satisfied or dissatisfied with the range of community facilities available in the District? n=750



Regulatory functions

Regulatory services

Residents' satisfaction with *Alcohol licensing, Animal control, Building Services, Civil defence, and Property information services* remains consistent year-on-year. Satisfaction with *Planning services* among users has declined by 15% points.



NOTES:

■ Dissatisfied ■ Satisfied

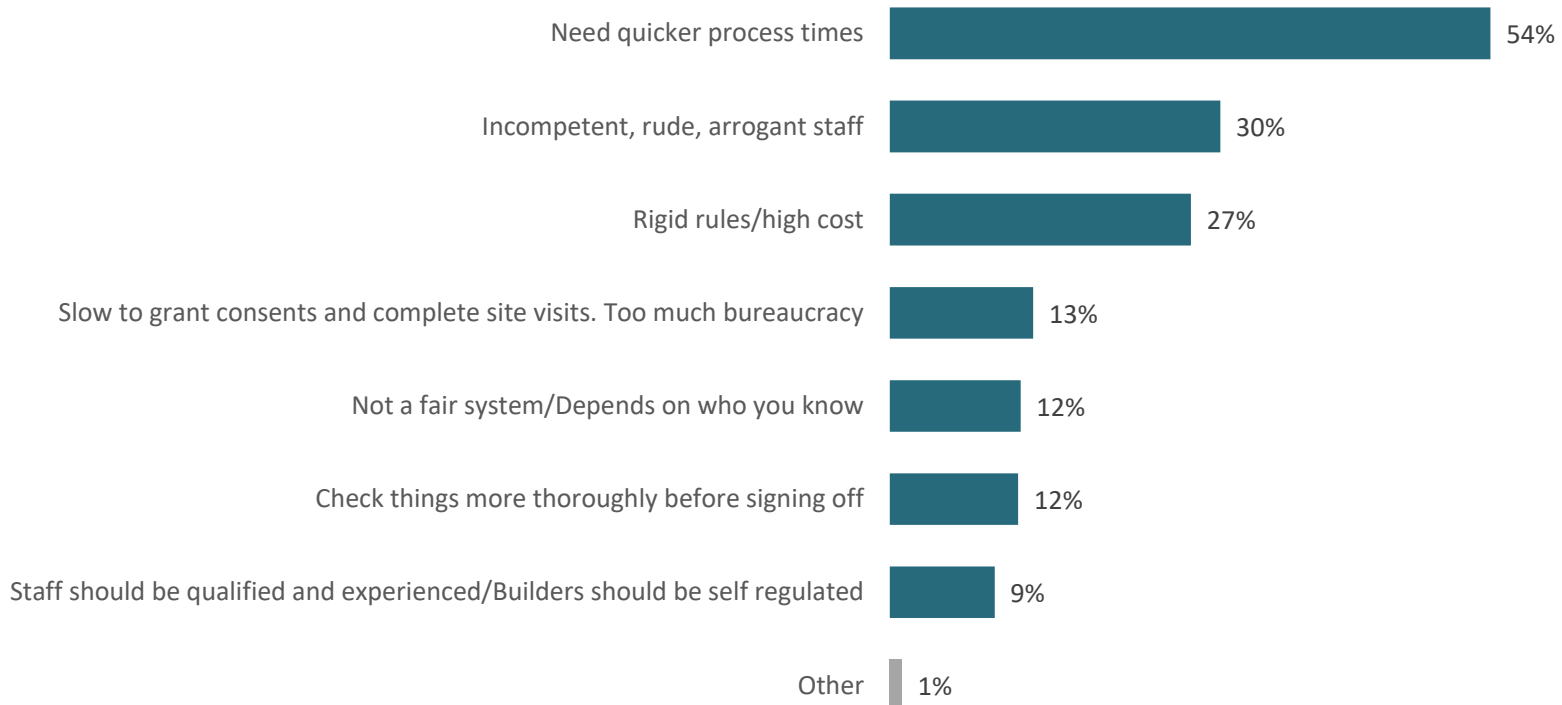
- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- SF5A.1: How satisfied or dissatisfied are you with the following? How Council undertakes its role in alcohol licensing; n=591
- SF2A.4: Are you satisfied with the following? Animal control (i.e. dogs and wandering stock); n=614
- 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=130
- SF2A.5: Are you satisfied with the following? Civil Defence (i.e. emergency management); n=689
- SF5A.7: Council's environmental monitoring and public health services, including noise, litter control, and food safety in commercial premises. users n=64
- SF5A.4: The standard of Council's planning services, which includes resource consents and rules about urban and rural planning; that is, the District Plan. users n=82
- SF5A.6: Council's information service about property. This includes the provision of property files and Land Information Memoranda, or LIMs. user n=161

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Dissatisfaction with building services

The primary reasons for dissatisfaction with *Building services* are the long process times, cited by 54% of respondents, and the perception of *Incompetent, rude, or arrogant staff*, mentioned by 30% of respondents.

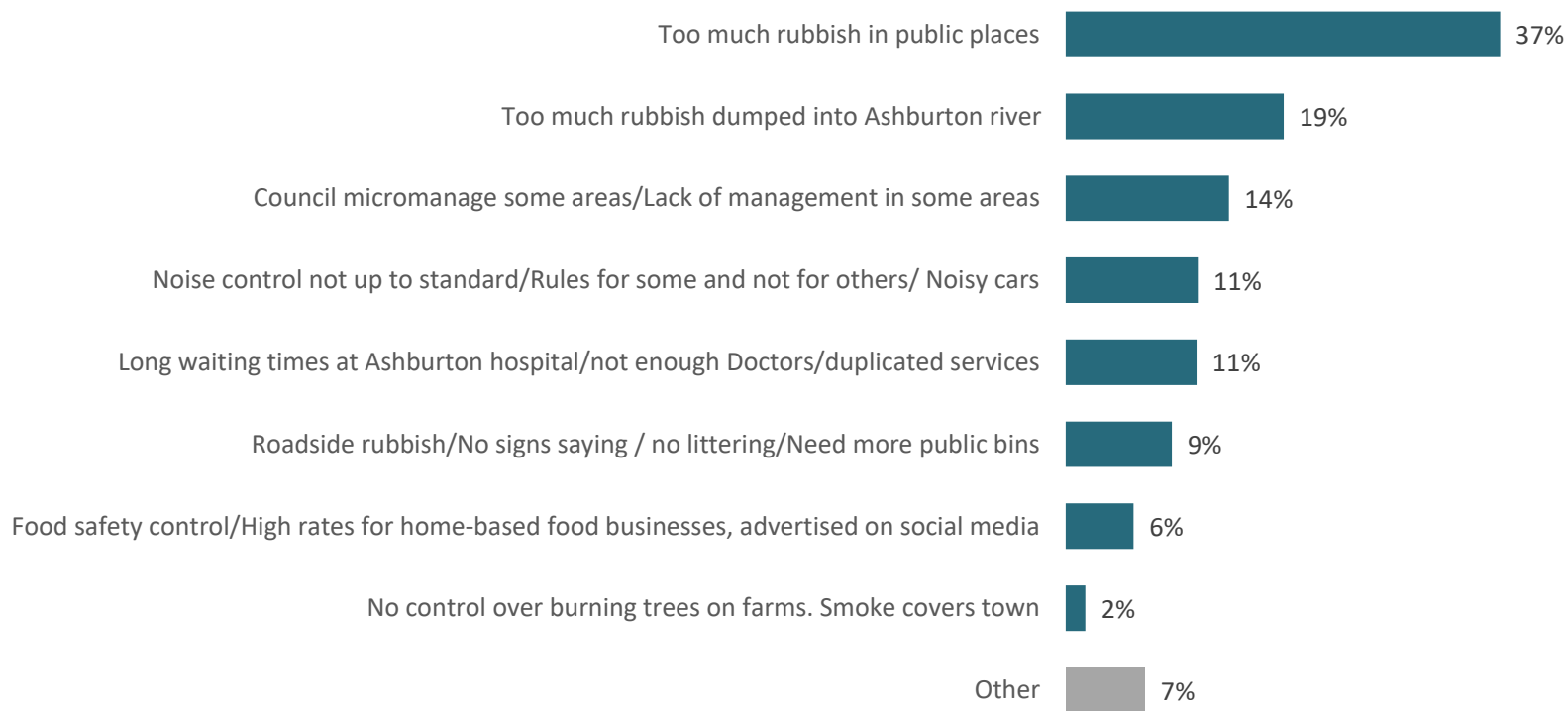


NOTES:

1. Sample: 2023 n=873;
2. SF5B.5: Why are you dissatisfied with Council's building regulation service? n=84

Dissatisfaction with environmental monitoring and public health service

Residents are dissatisfied with Council's *Environmental monitoring and public health service* due to *Too much rubbish in public places (37%)* and *Rubbish dumped into Ashburton River (19%)*.

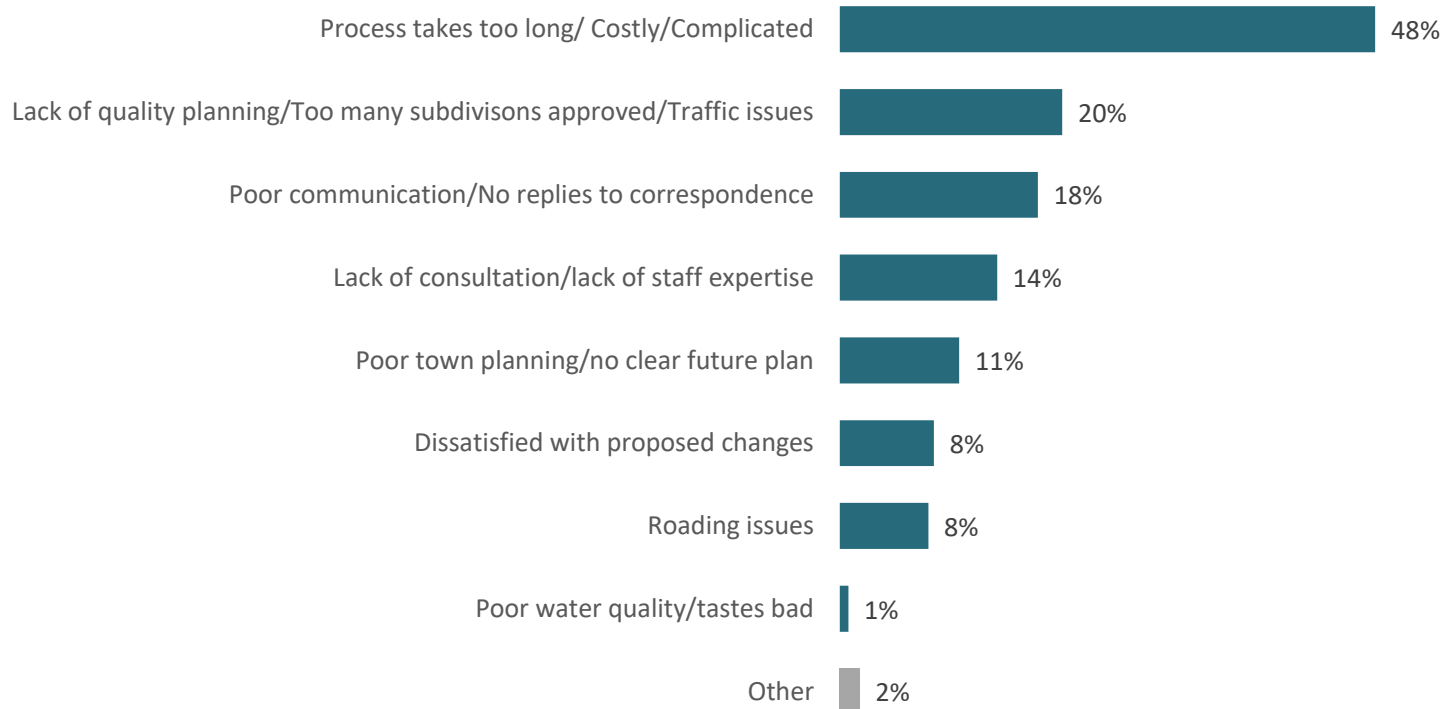


NOTES:

1. Sample: 2023 n=873;
2. SF5B.7: Why are you dissatisfied with the environmental monitoring and public health service? n=55

Dissatisfaction with the standard of Council's planning services.

The perceptions of dissatisfied residents towards *Council's planning services* include the belief that the *process takes too long, is costly, and complicated* (48%). Additionally, others have cited a *Lack of quality planning* (20%).

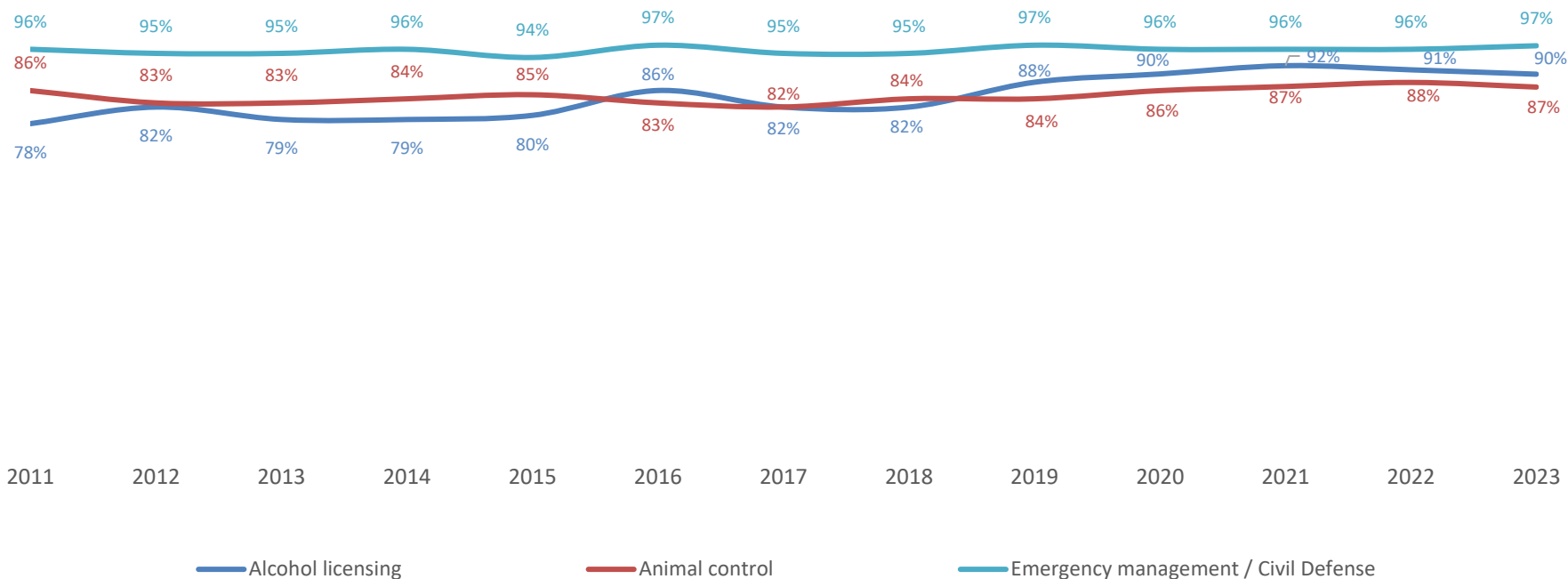


NOTES:

1. Sample: 2023 n=873;
2. SF5B4. If dissatisfied at SF5A.4: Why are you dissatisfied with Council planning services? n=102

Regulatory functions: Trend in satisfaction (2011 – 2023)

Ashburton District Council's performance in its *Regulatory functions* has been evaluated positively over time with a slight decline in *Alcohol licensing* and *Animal control*.

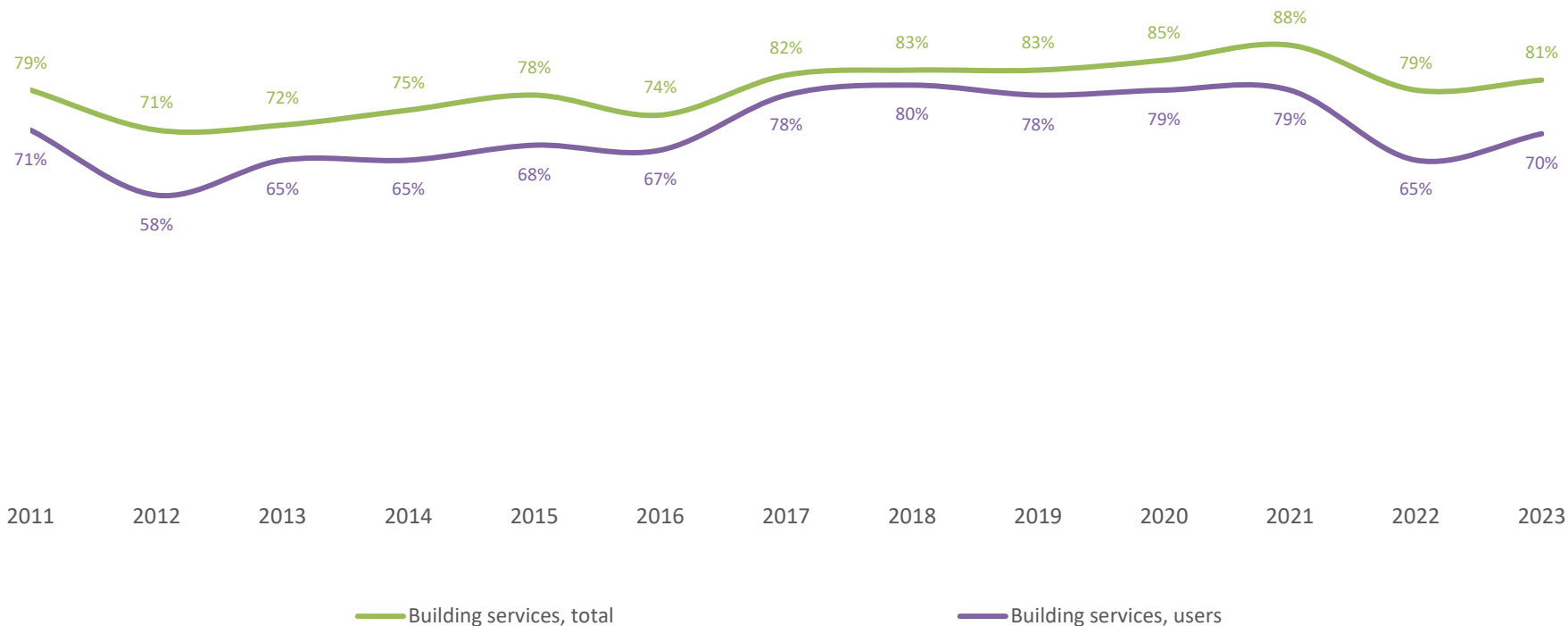


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950;
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 – 2023)

Residents' satisfaction with *Building services* has increased both overall and amongst users.

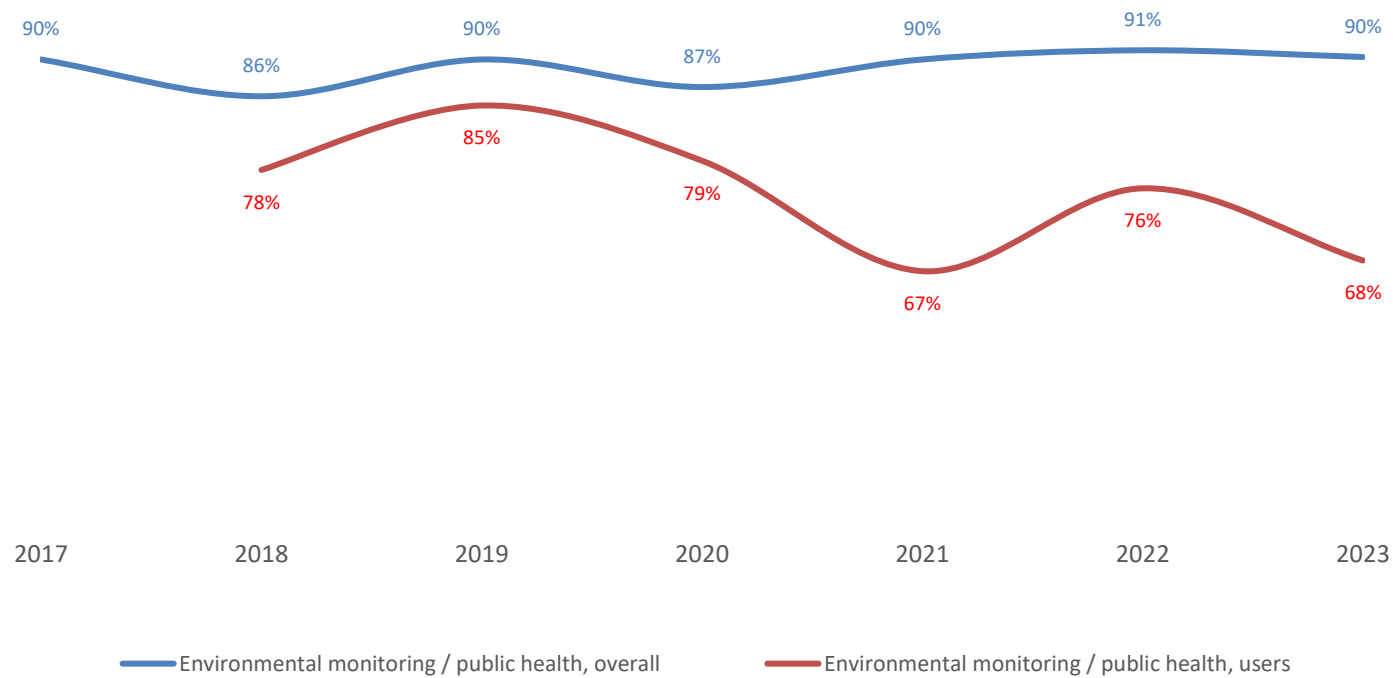


NOTES:

1. Sample: 2023 n=873; 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=130

Environmental monitoring/Public health: Trend in satisfaction (2017 – 2023)

The overall satisfaction with *Environmental monitoring* has remained relatively consistent over the last two years. However, satisfaction among its users has declined by 12% points.

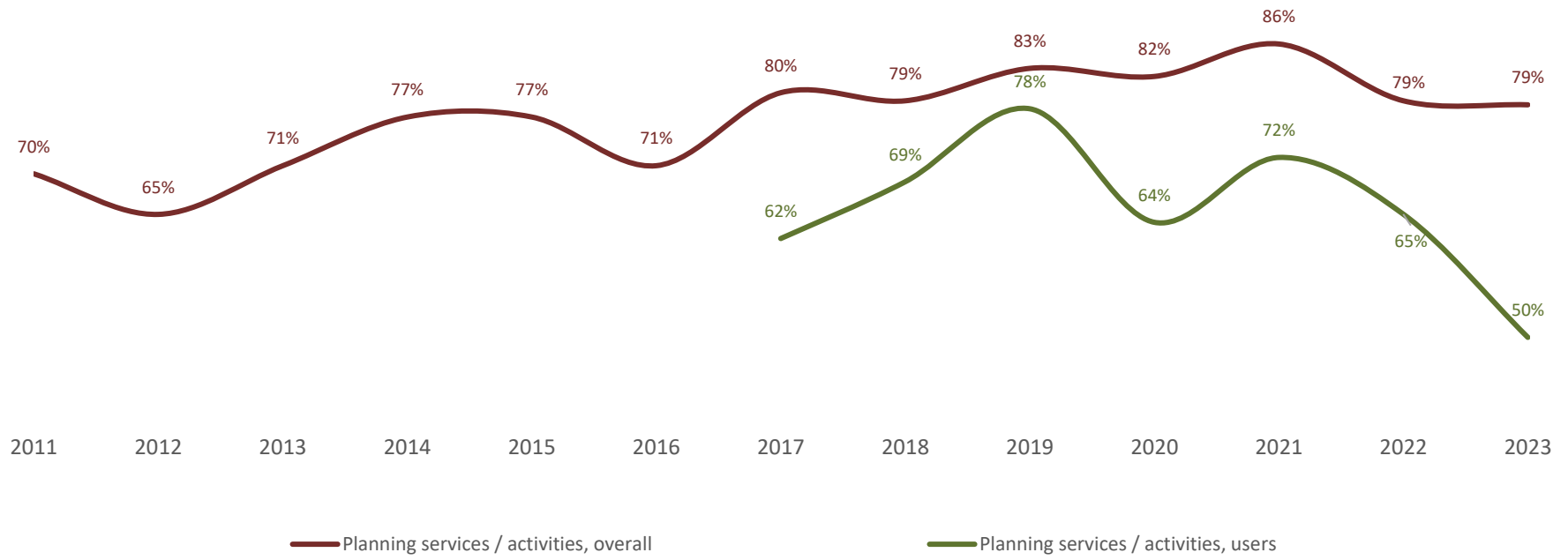


NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=407, rural n=440
- 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 – 2023)

While the overall satisfaction with *Planning services* has remained relatively consistent over the last two years, there has been a decline of 15% points in satisfaction among its users.

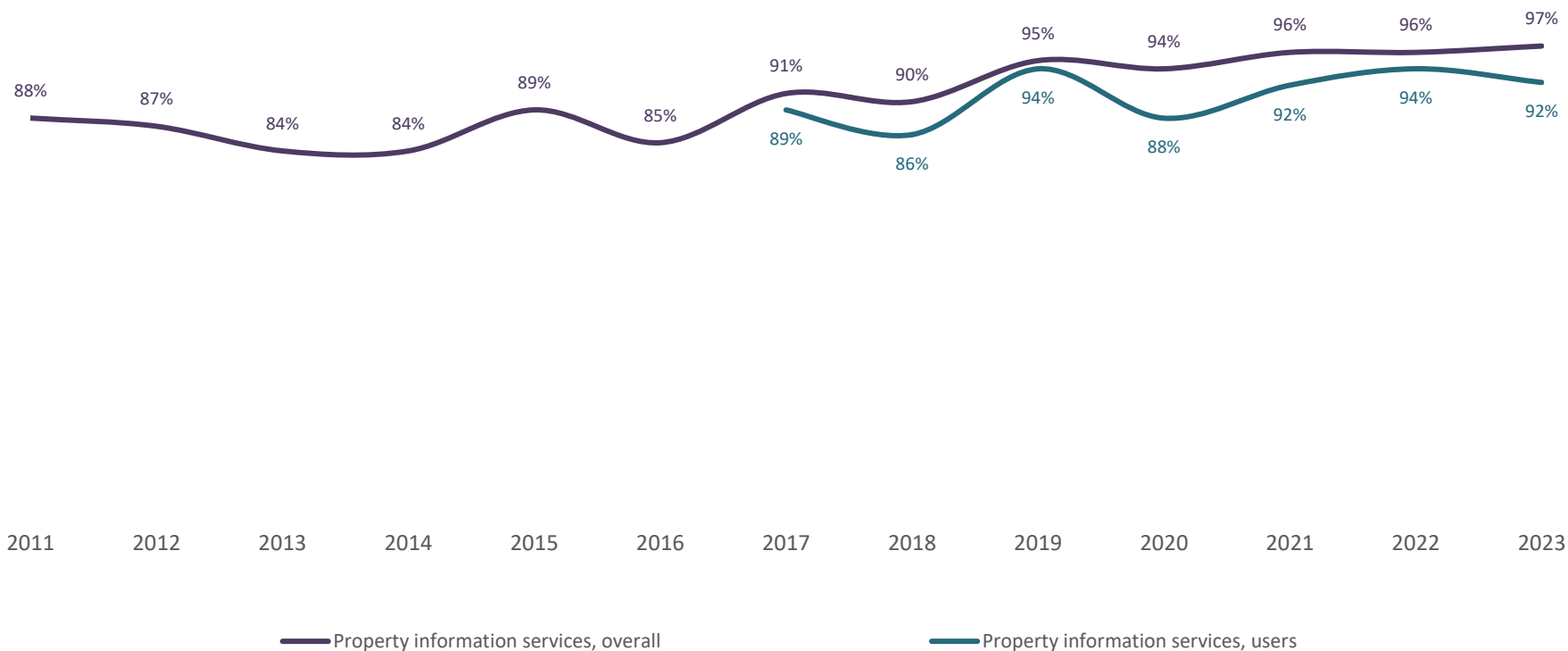


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 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

Property information services: Trend in satisfaction (2011 – 2023)

Satisfaction with *Property information services* remains consistently high in 2023.



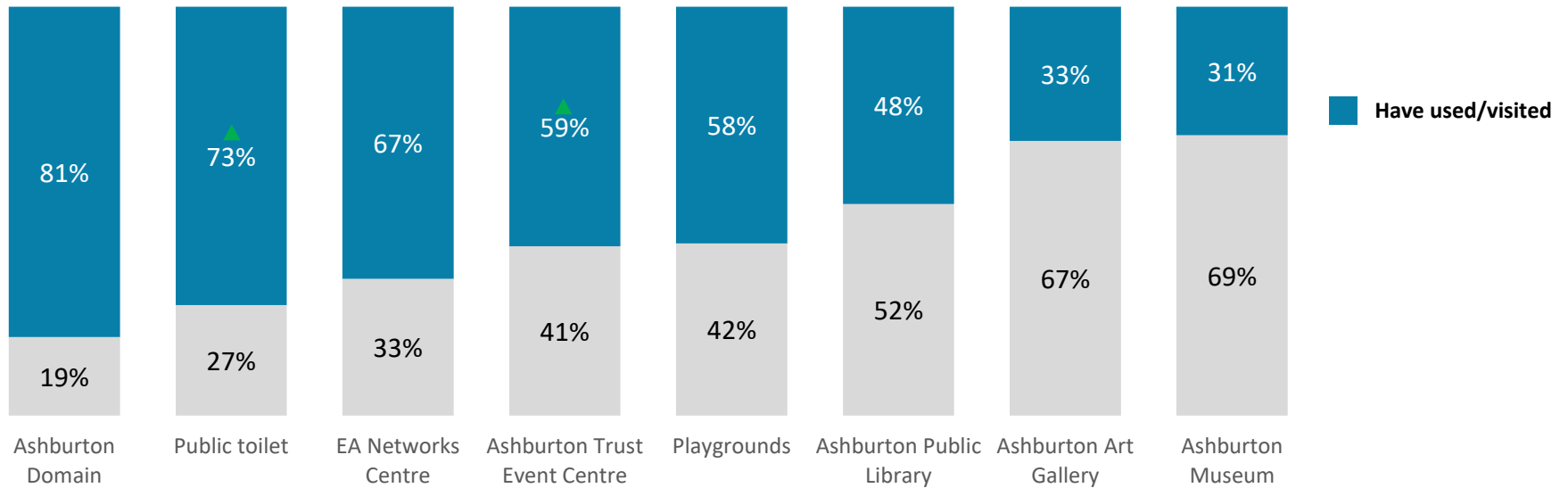
NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950;
2. SF5A.6: 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 use or visitation of *Public toilets* (73%) and *Ashburton Trust Event Centre* has significantly risen from the previous year. Eight in ten residents (81%) have used or visited the *Ashburton Domain*.

Use of district facilities (2022/23)



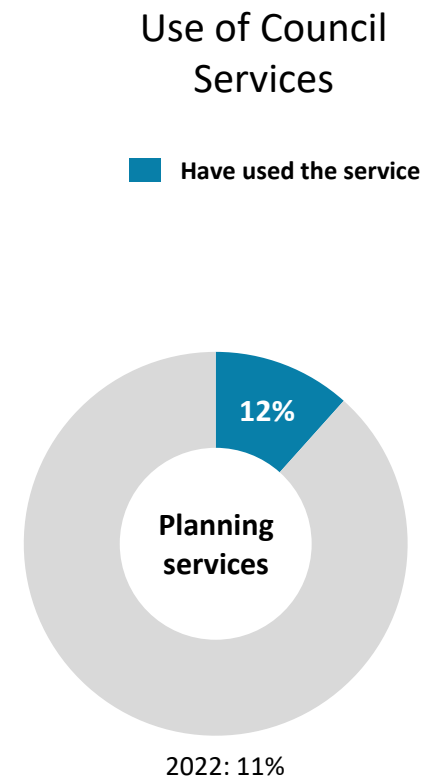
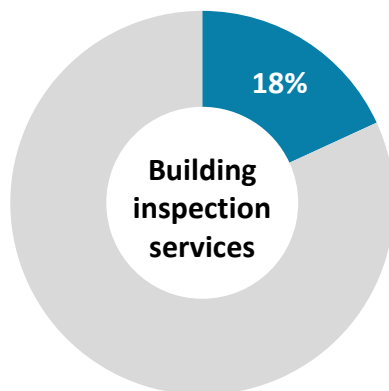
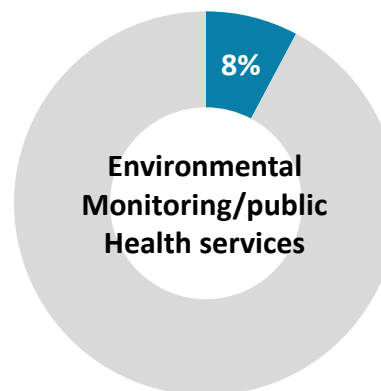
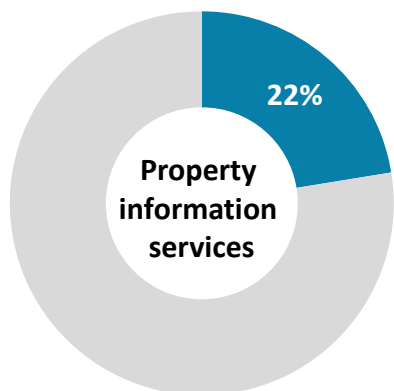
In 2021/22, the Ashburton Domain and Public toilet are the most visited facilities.

NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950; urban n=557, rural n=316
- US1. Have you, or a member of your household, used or visited the following service or facility in the last year? Visited Ashburton Domain n=709, used public toilet n=630, visited EA Networks Centre n=568, visited Ashburton Event Centre n=514, visited playgrounds n=494, visited public library n=427, visited Ashburton Art Gallery n=297, visited Ashburton Museum n=283.

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 2023. Usage remains relatively consistent year-on-year.



Use of Council Services

■ Have used the service

NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950;
- 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

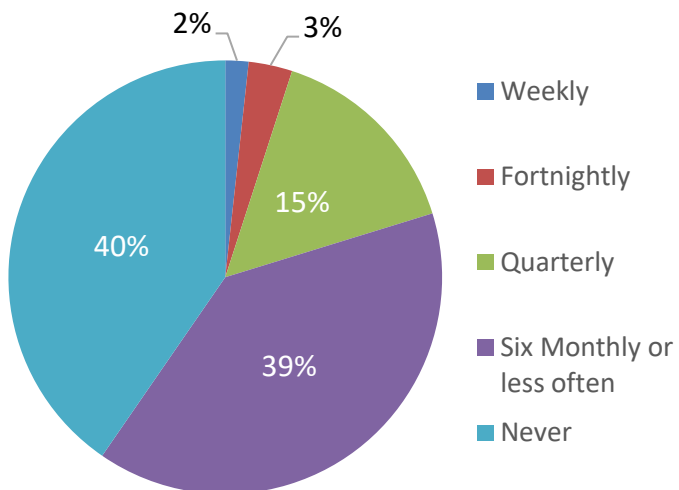


Organisational performance

Council website

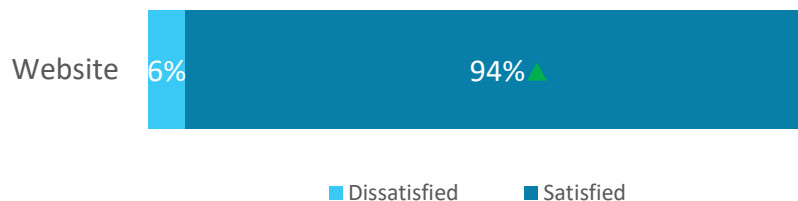
In the last twelve months, more than half of residents (60%) have visited the *Council's Website*. Satisfaction with the *Information provided on the Council's Website* has significantly increased to 94%.

Frequency of website use



In 2022, 45% of the residents have visited the Council's website.

2022/23



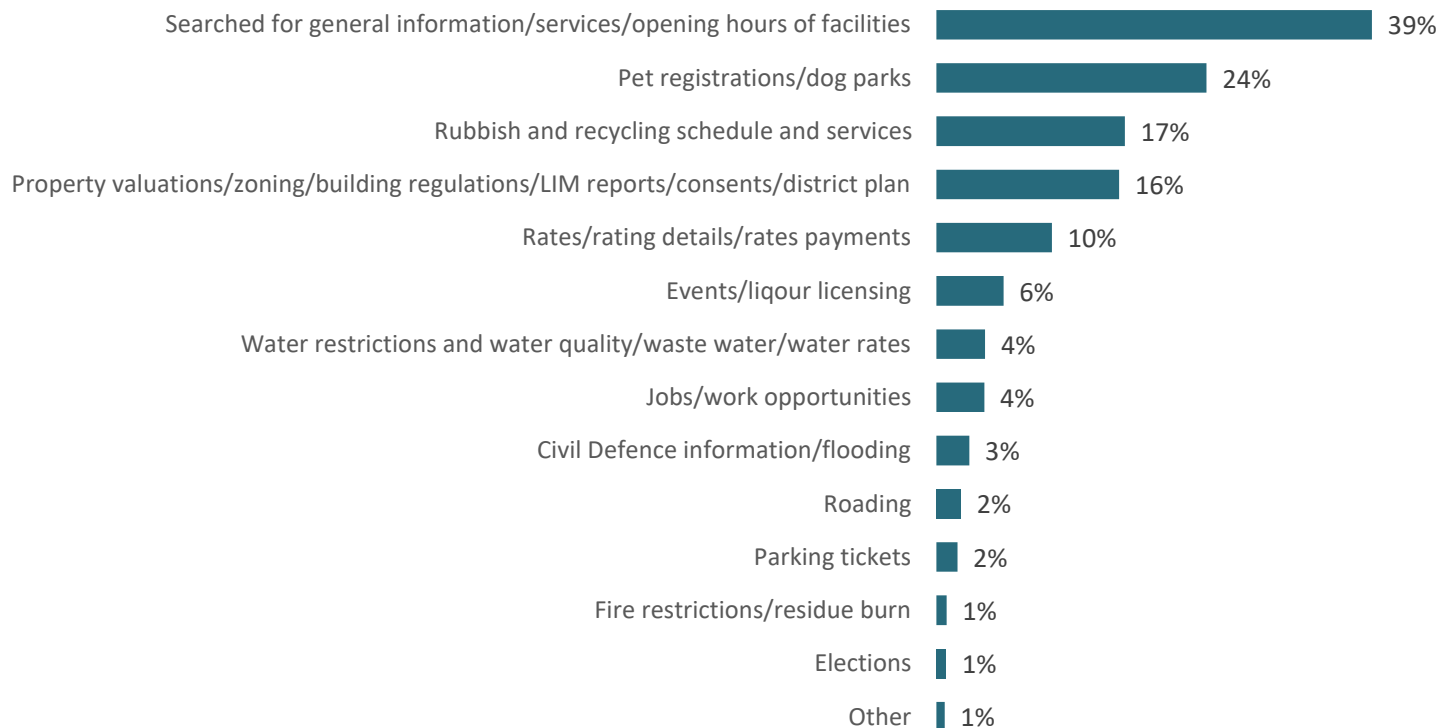
	% Satisfied					2022/23	
	2022	2021	2020	2019	2018	Ashburton township	Rest of District
Website	89%	89%	92%	95%	93%	97% ▲	91%

NOTES:

- Sample: 2022 n=873; 2021 n=871; 2020 n=847; 2019 n=950
- IN6: How often have you visited the Council's website in the last 12 months? visited n=520
- IN8: Overall, are you satisfied or dissatisfied with the information on Council's website? n=463

Use of Council's website

The majority of residents who use Council's website do so to *Search for general information or services* (39%). Additionally, 24% of the website visitors utilize it to *Register their pets*.

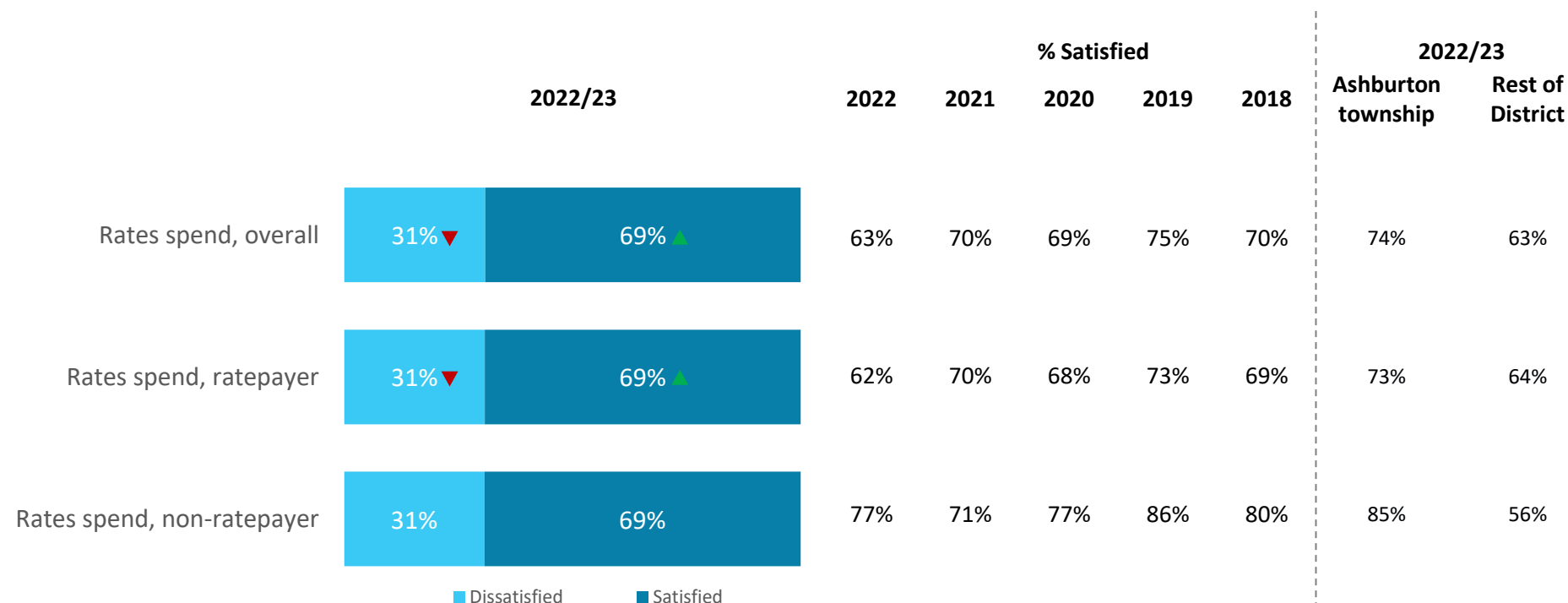


NOTES:

1. Sample: 2023 n=873;
2. IN7. How have you used Council's website in the past 12 months? n=416

Rates spend

Both overall satisfaction and satisfaction among ratepayers have shown a significant increase in how the rates are being spent on services and facilities provided by the Council.



NOTES:

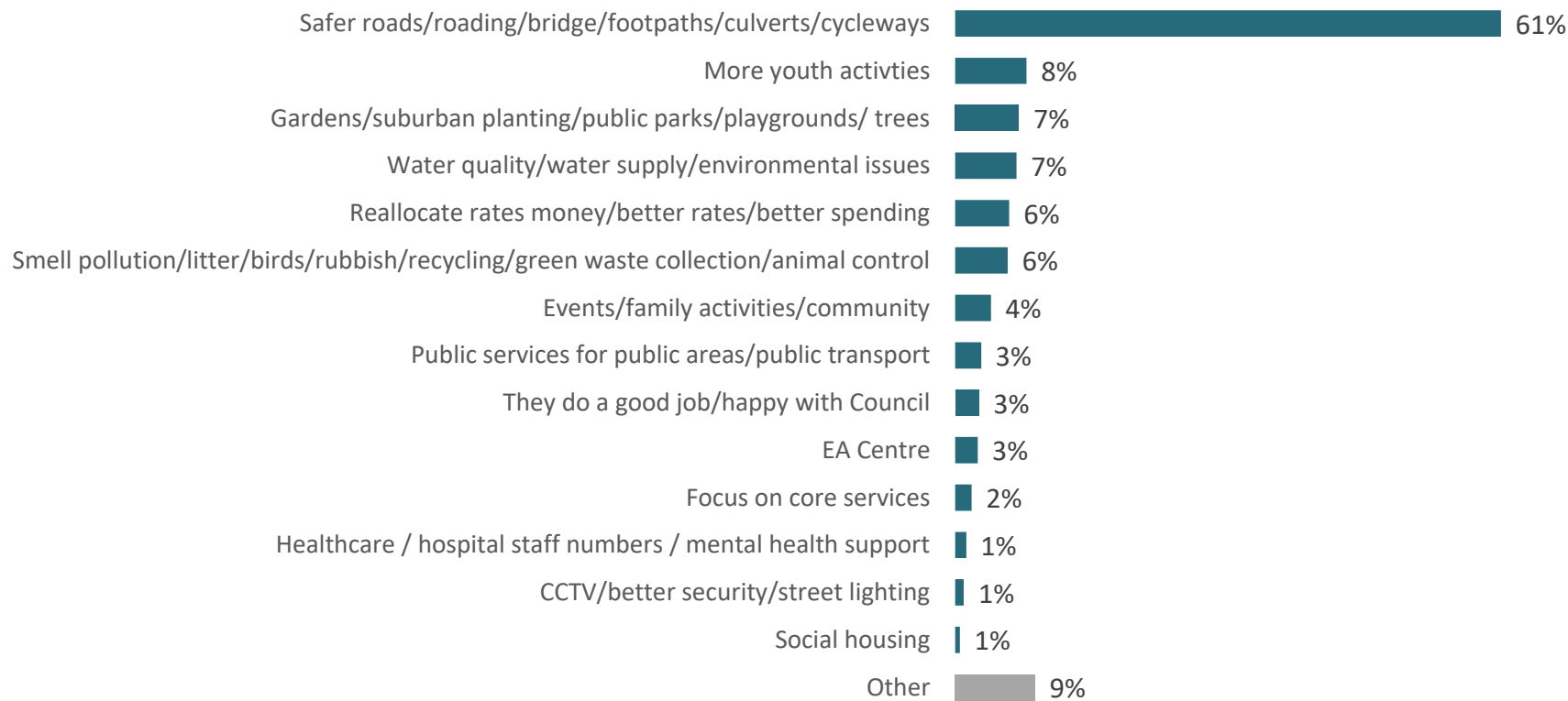
- Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
- PER1.5: Are you satisfied or dissatisfied with: The way rates are spent on the services and facilities provided by Council? n=584 ratepayers n=539

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Services or facilities that Ashburton District Council should spend more on

Consistent with findings for the last two years, the majority of residents (61%) believe that the Council should allocate more funds towards *Safer roads, bridges, footpaths, culverts, cycleways*.

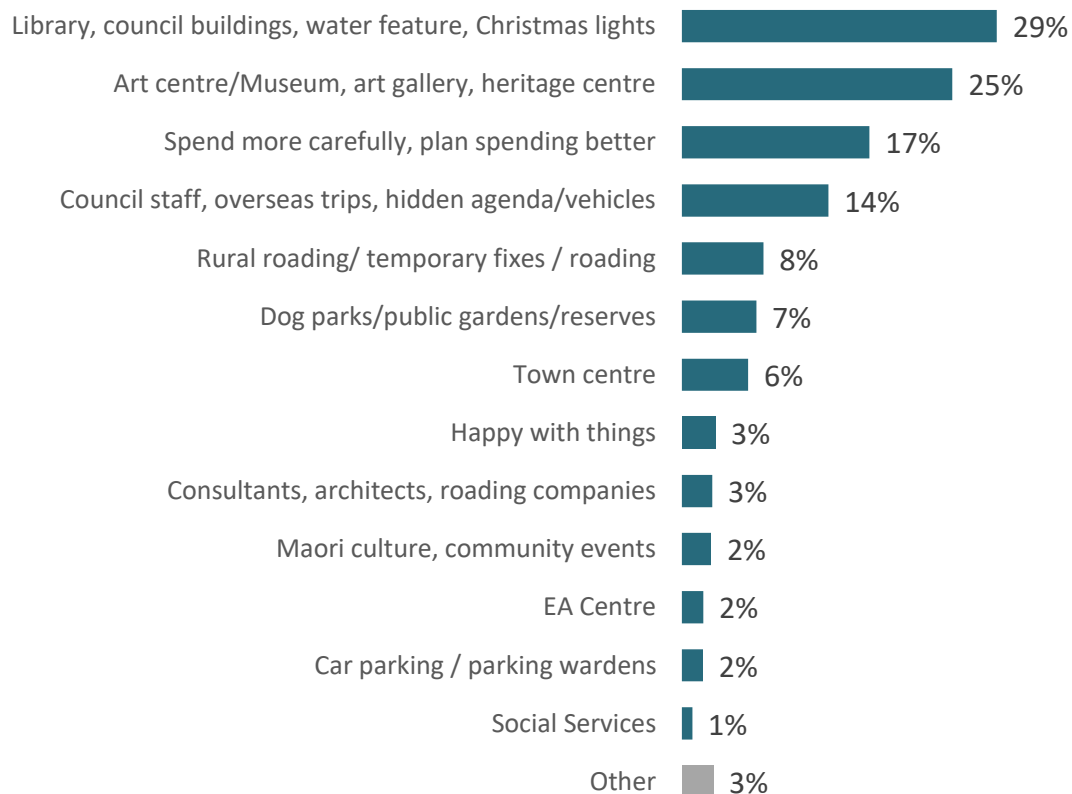


NOTES:

1. Sample: 2023 n=873;
2. PER3. Are there any services or facilities that you think Council should spend more on? n=642

Services or facilities that Ashburton District Council should spend less on

Nearly three in ten residents (29%) believe that Council should spend less on *The library, council building, water feature and Christmas lights*.

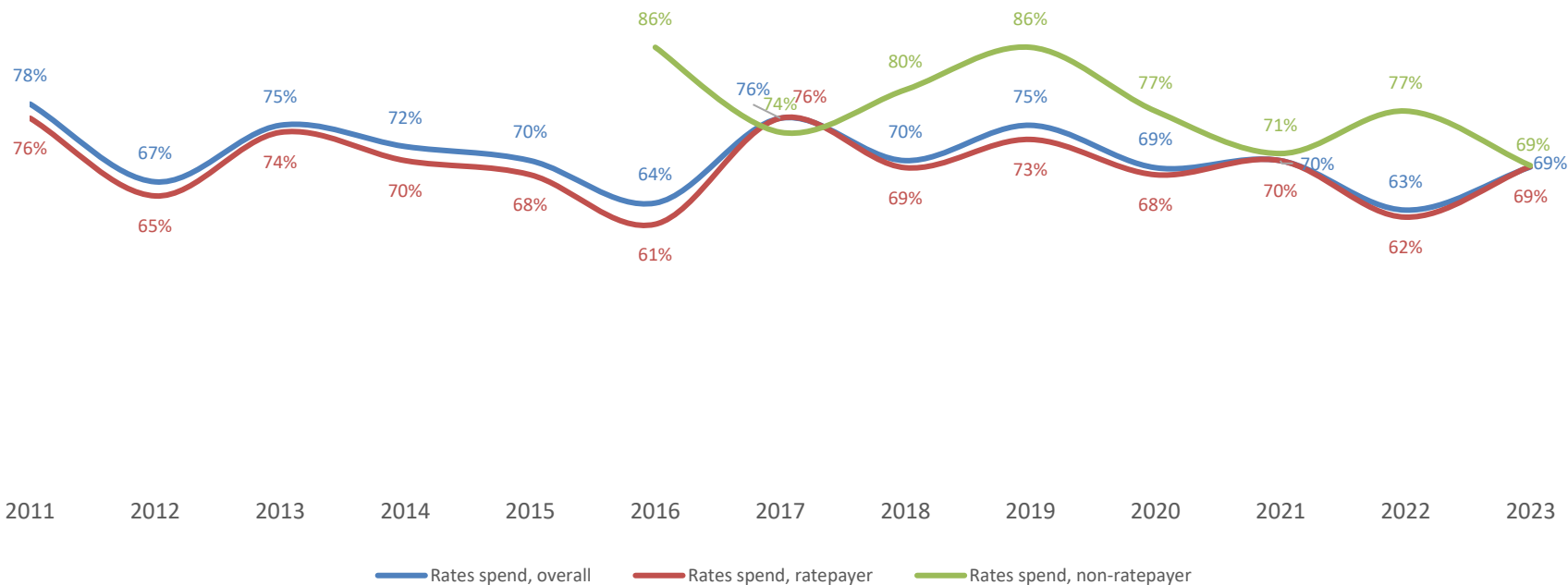


NOTES:

1. Sample: 2023 n=873;
2. PER4. Are there any services or facilities that you think Council should spend less on? n=383

Rates spend: Trend in satisfaction (2011-2023)

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

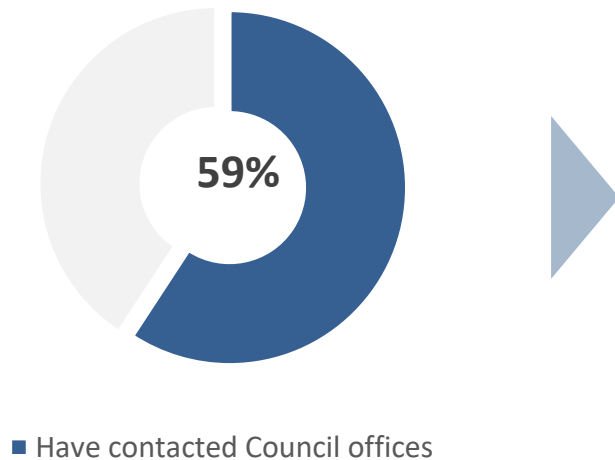


NOTES:

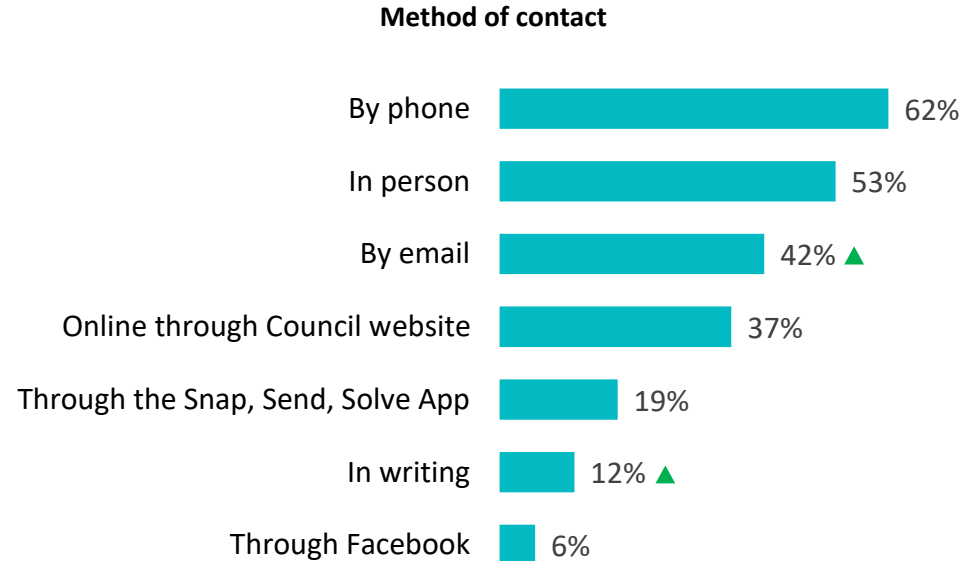
1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. PER1.5: Are you satisfied or dissatisfied with: The way rates are spent on the services and facilities provided by Council? n=584 ratepayers n=539

Contact with Ashburton District Council

A slightly lower percentage of residents contacted the Council offices compared to last year. The most commonly used method of interaction with the Council is via *Phone* (62%), followed by *In-person* visits (53%). Additionally, interaction through *Email* has significantly increased (42%)



2021/22: 63% have contacted Council



NOTES:

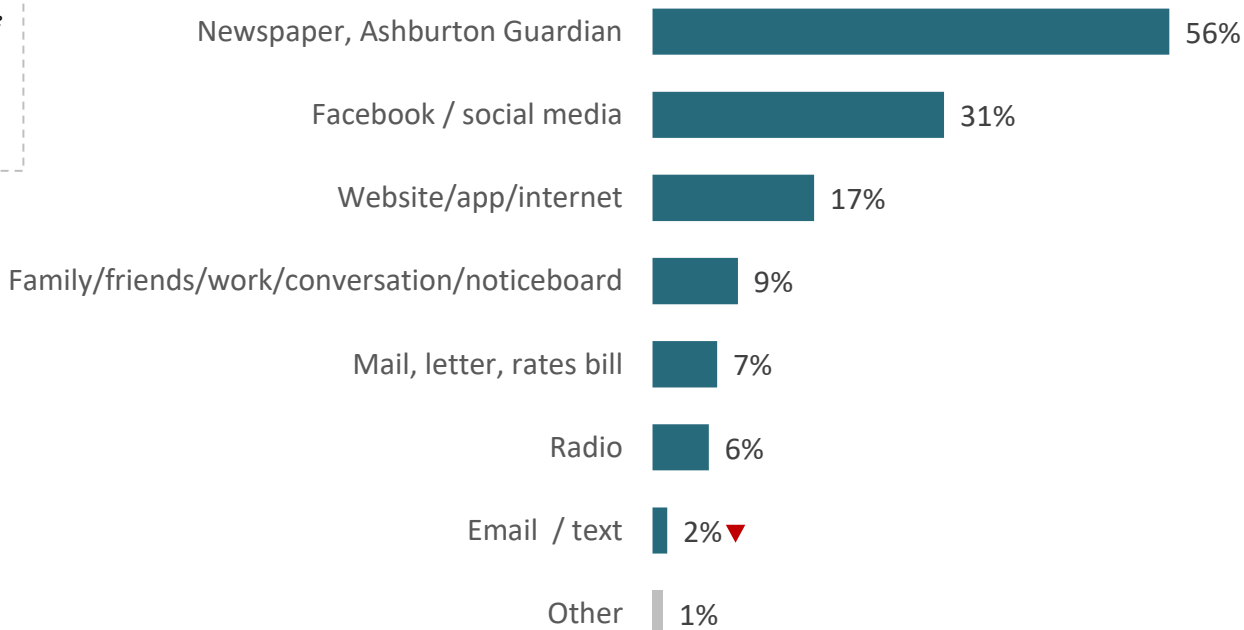
1. Sample: 2023 n=873; Have made contact with council n=528
2. IN1: During the last twelve months, have you contacted Council offices?

Source of information about Ashburton District Council

Consistent with last year, residents' main source of information regarding the District Council is *Newspaper or Ashburton Guardian* (56%).

Source of information

In 2021/22, most residents have mainly seen or heard information about Council through the Newspaper/Ashburton Guardian (56%).



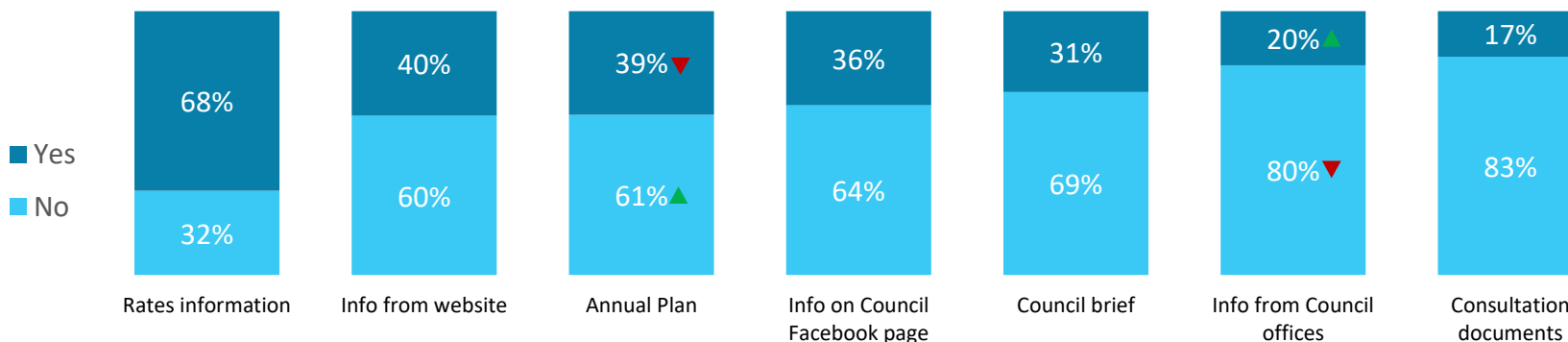
NOTES:

- Sample: 2023 n=873; 2022 n=871; 2021 n=847
- IN10. Where do you mainly see, hear, or read information about Council? n=808

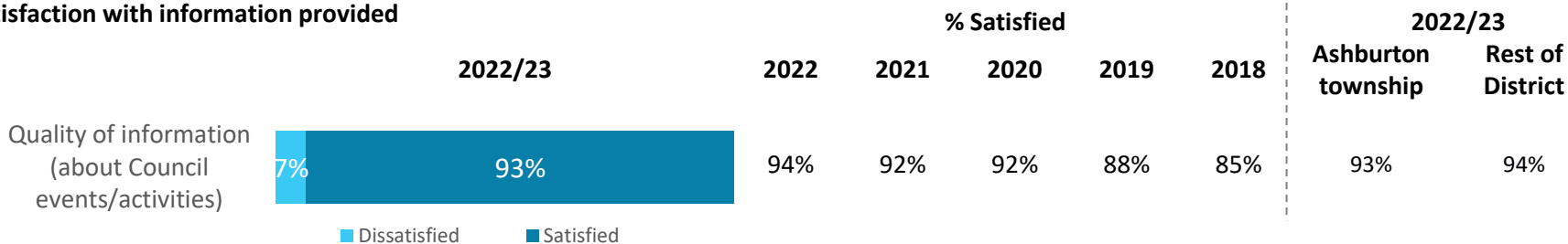
Information provision

Most residents have access to *Rates information* (68%). Satisfaction with the *Quality of information about Council activities* remains consistent at 93%.

Have seen or read in the last 12 months (2022/23)



Satisfaction with information provided



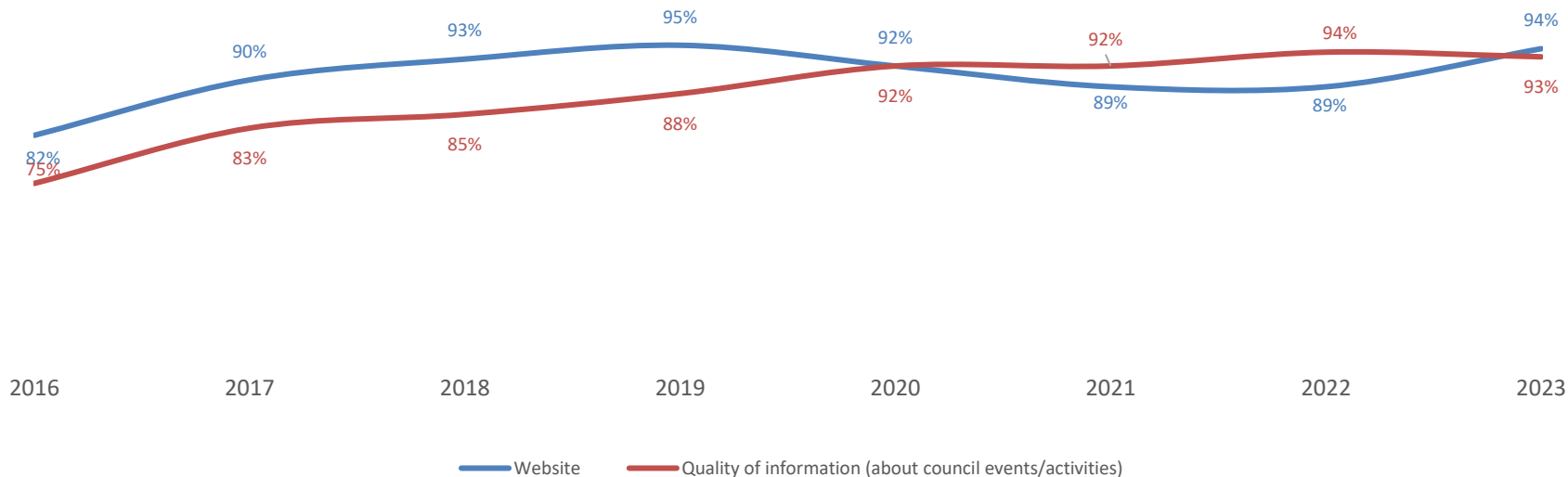
NOTES:

- Sample: 2023 n=873; 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? n=684

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

Organisational performance: Trend in satisfaction (2016-2023)

Satisfaction with the *Quality of information published by Council* continues to be at a high level, with a 93% satisfied result. Satisfaction with Council's *Website* has increased by 5% points since last year.

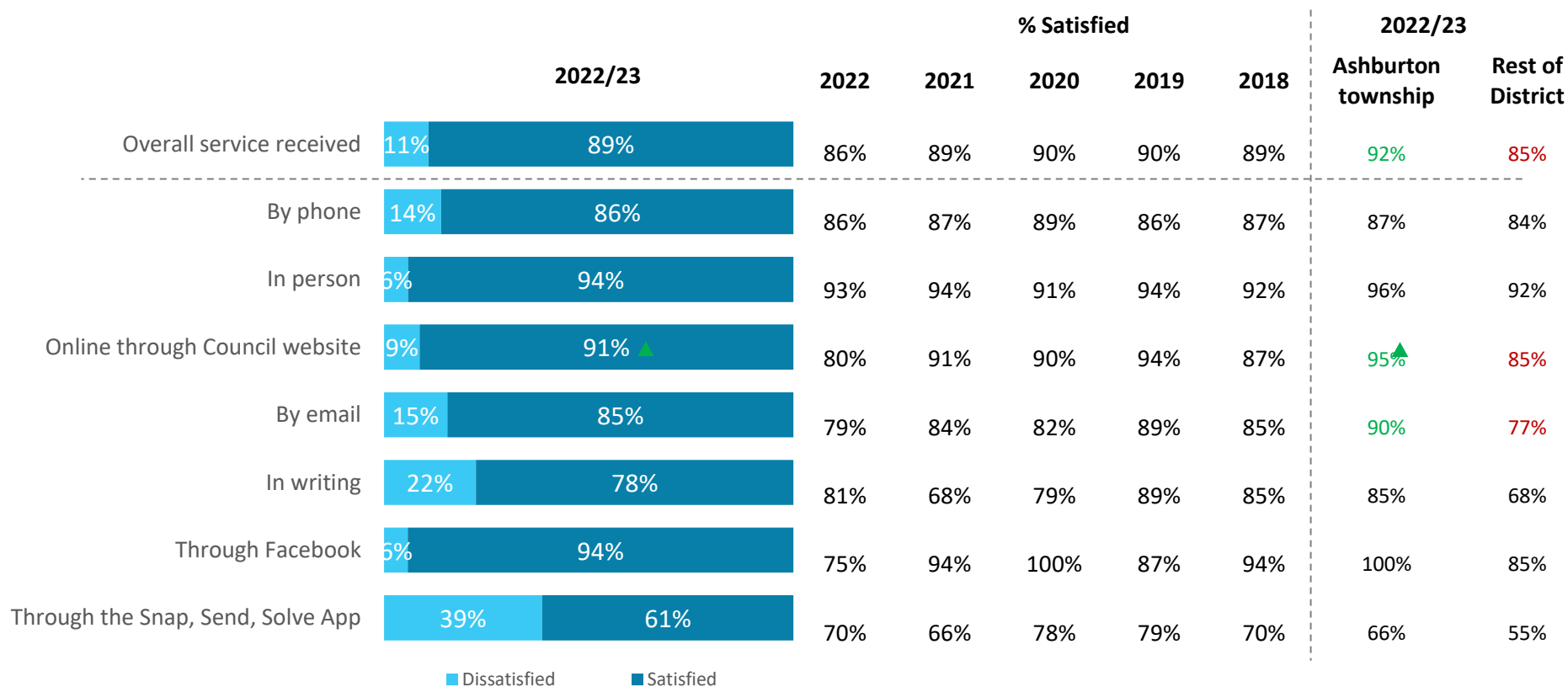


NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950;
2. IN8: Overall, are you satisfied or dissatisfied with the information on Council's website?
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* and *Through Facebook* are the two methods with highest satisfaction, with both receiving 94% satisfaction. Moreover, residents in the rest of the district areas are more likely to be satisfied with the methods available to communicate with Council than those in Ashburton township.



NOTES:

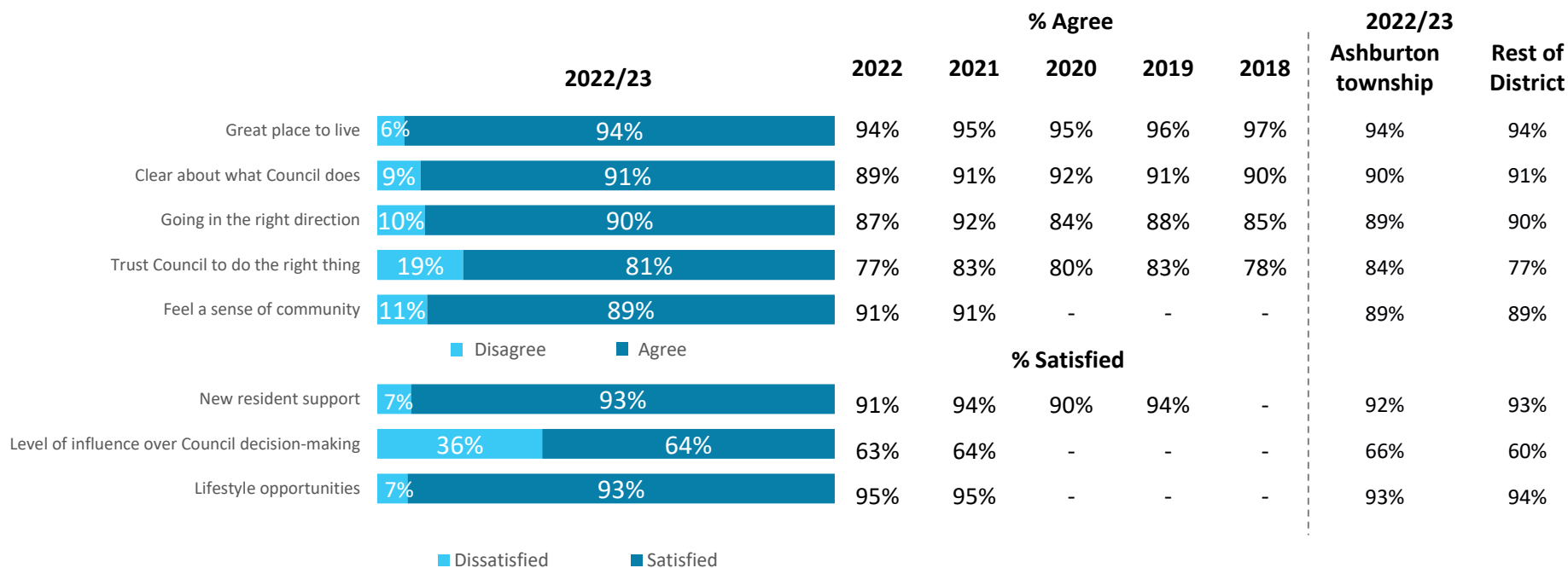
1. Sample: 2023 n=873; 2021 n=947; 2020 n=950; urban n=407, rural n=440
2. IN2: Are you satisfied or dissatisfied with that contact with Council? Please only include options selected at question IN1.
3. IN4: Are you satisfied or dissatisfied with the overall service you received when you contacted Council offices?
4. * Caution – small sample size n<30

Year-on-year
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Perceptions of Ashburton District and Council

Perceptions of Ashburton District as a *Great place to live* are very positive. There is a consistently strong *Sense of community*. More residents believe that the district is *Going in the right direction* this year than in 2022.

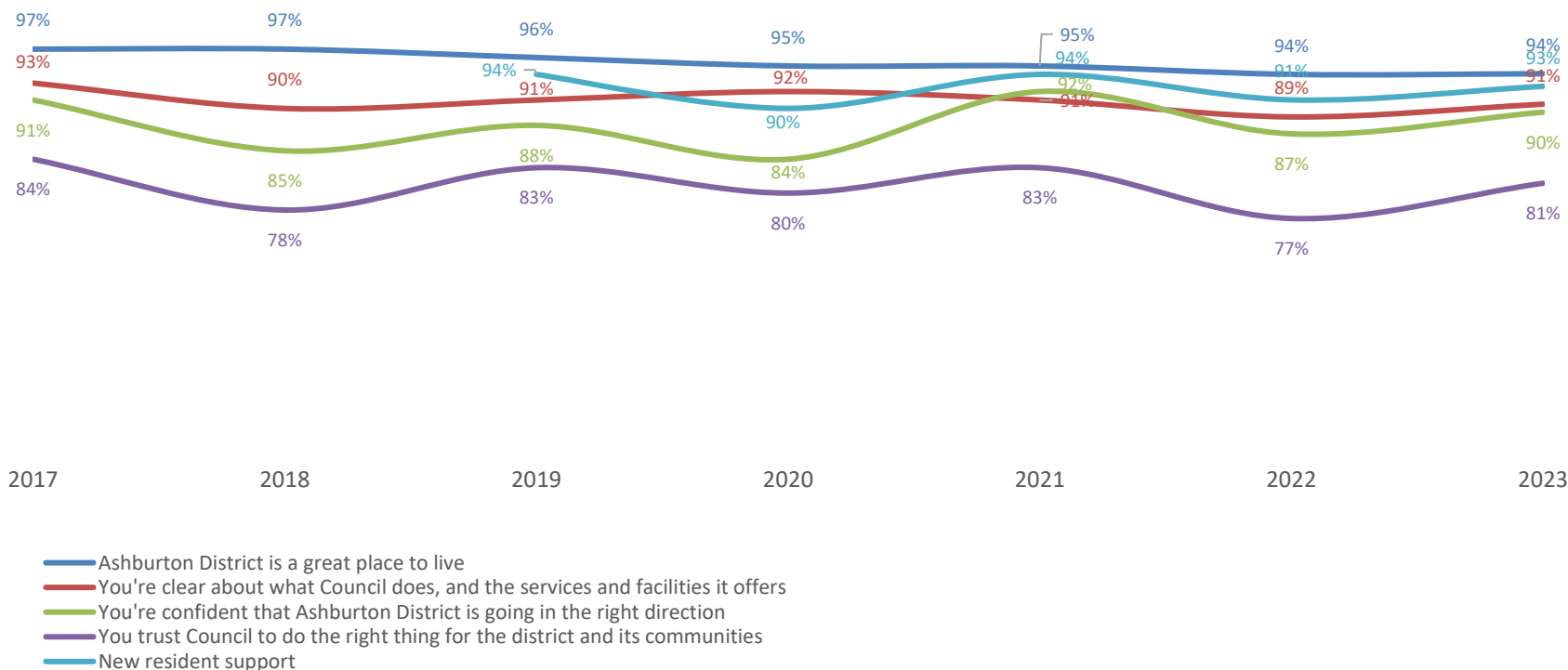


NOTES:

- Sample: 2023 n=873; 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: 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 (2017-2023)

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

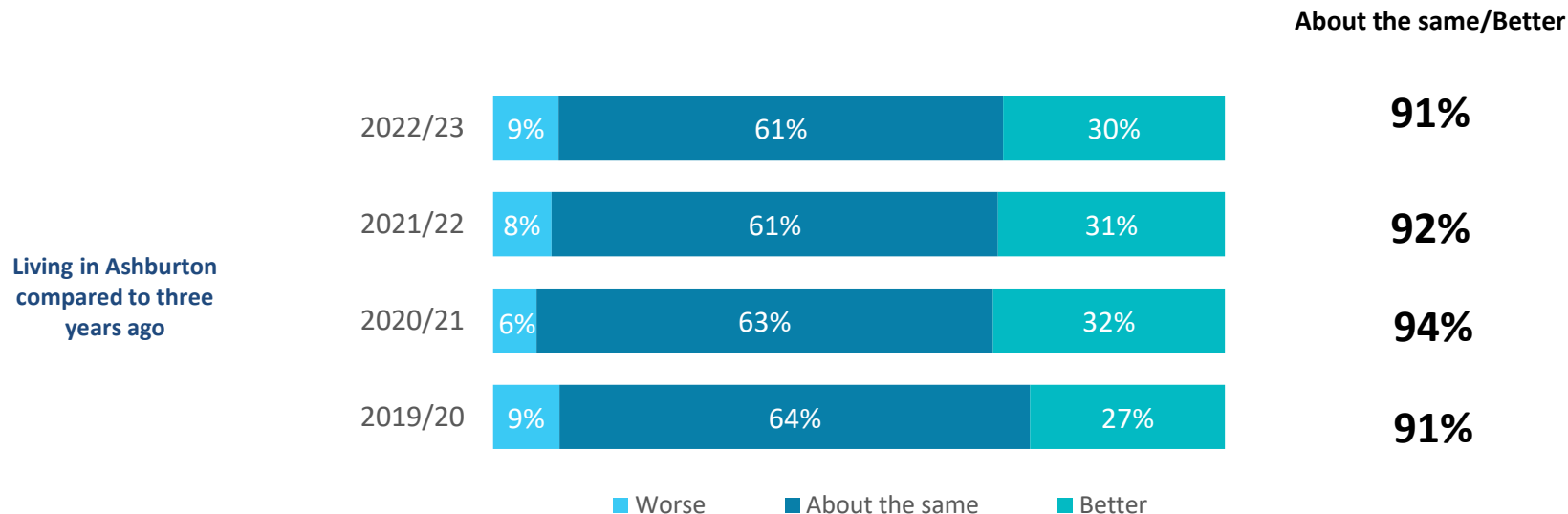


NOTES:

1. Sample: 2023 n=873; 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 relatively consistent across the four years.



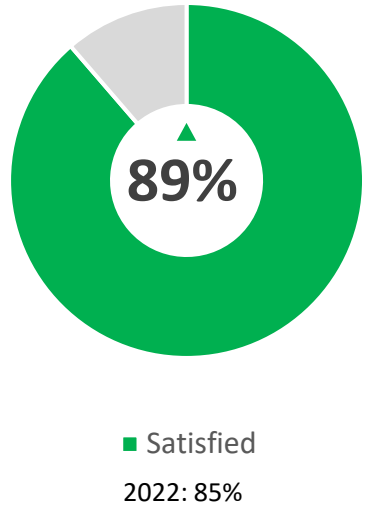
NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
2. PER6: Would you please think about the range and standard of amenities and activities which Council can influence? With these in mind, do you think the Ashburton District is better, about the same or worse as a place to live, than it was 3 years ago?

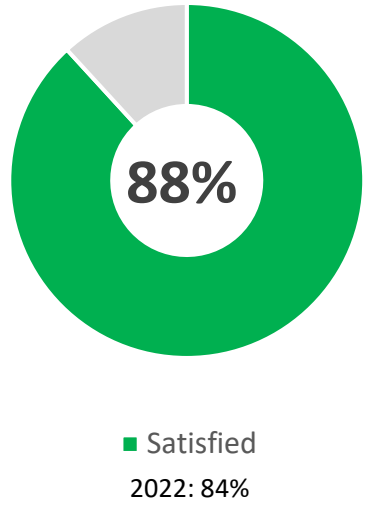
Environment and biodiversity

While satisfaction across both measures remains reasonably high, satisfaction with the *State of the district's environment and biodiversity* has significantly increased (from 85% to 89%).

The state of the district's environment and biodiversity



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



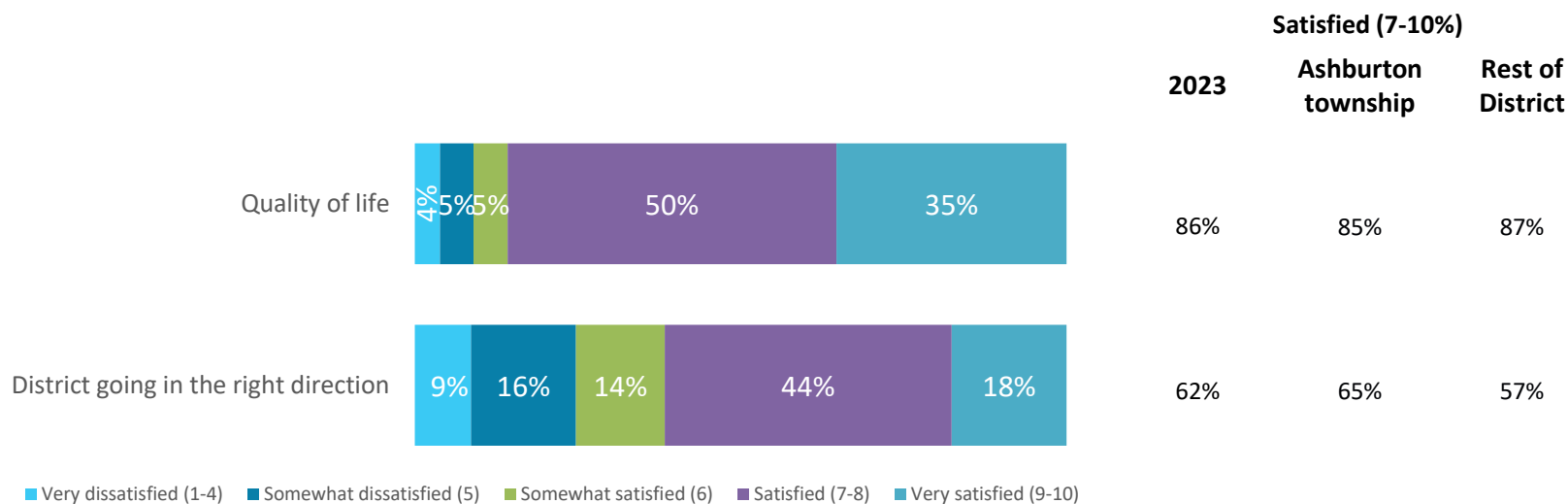
NOTES:
 1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
 2. PER9.1: Are you satisfied with: - The state of the district's environment and biodiversity? n=603
 3. PER9.2: Are you satisfied with: - Ashburton District Council's activity to care for the district's environment and biodiversity? n=576



Quality of life

Quality of life

When asked to rate their *Quality of life* on a scale, residents indicate an 86% satisfaction level. However, their perception of the district going in the right direction stands at 62%.



NOTES:

1. Sample: 2023 n=873; 2022 n=871; 2021 n=847; 2020 n=950
 2. QOL1: On a scale of 1 to 10 where 1 is 'extremely poor' and 10 is 'extremely good', how would you rate the overall quality of your life? n=868
 3. QOL2: On a scale of 1 to 10 where 1 is 'strongly disagree' and 10 is 'strongly agree', how strongly do you agree or disagree with the following statement about the District? n=819

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



Sample profile

Sample profile

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
Male	420	48%	50%	Urban (Ashburton township)	557	64%	59%
Female	453	52%	50%	Rural (Rest of District)	316	36%	41%

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
Pay rates	775	89%	88%	18-24	77	9%	10%
Do not pay rates	88	10%	11%	25-34	113	13%	18%
Unsure	9	1%	1%	35-44	125	14%	16%
				45-54	152	17%	17%
				55-64	171	20%	16%
				65-74	150	17%	13%
				75+	85	10%	11%

Sample profile – Continued

	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
5 years or less	139	16%	16%	European/Pakeha	755	86%	87%
6 to 10 years	98	11%	12%	Māori	74	8%	6%
More than 10 years	629	72%	71%	Pacific Peoples	14	2%	1%
Unsure	4	<1%	<1%	Asian	25	3%	3%
				Other	76	9%	9%



Appendix (Data tables)

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
Standard and safety of sealed roads	23%	23%	25%	41%	25%	26%
Standard and safety of the district's unsealed roads	50%	42%	44%	50%	46%	45%
Council's rubbish and recycling services	75%	81%	87%	94%	84%	81%
Public toilets	90%	94%	94%	98%	95%	92%
Cemeteries	97%	98%	97%	95%	96%	98%
Animal control (i.e. dogs and wandering stock)	86%	85%	90%	87%	89%	85%
Civil Defence (i.e. emergency management)	98%	96%	96%	99%	96%	97%
The public library service	97%	92%	97%	100%	97%	94%
Playgrounds	94%	93%	94%	97%	95%	93%
Ashburton Domain	93%	96%	96%	95%	96%	95%
Council-provided parks and open spaces	94%	97%	95%	96%	96%	95%

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
The EA Networks Centre	90%	82%	90%	98%	91%	85%
The Ashburton Museum	95%	94%	91%	97%	95%	93%
Economic and business development in the district	84%	82%	88%	96%	86%	86%
Arts and culture in the district	87%	86%	89%	95%	86%	91%
Social services	98%	89%	92%	96%	92%	94%
Community events	96%	93%	91%	97%	94%	94%
Advocacy	80%	76%	84%	90%	77%	86%
Community safety	88%	87%	90%	96%	88%	91%
Alcohol licensing	96%	91%	87%	81%	89%	91%
Grants and funding to support community-led projects	97%	94%	96%	95%	95%	96%
Provision of CCTV and security patrols	87%	88%	87%	92%	86%	89%
Planning services	81%	77%	76%	82%	74%	84%
Building regulation service	82%	78%	81%	88%	78%	84%

NOTES:

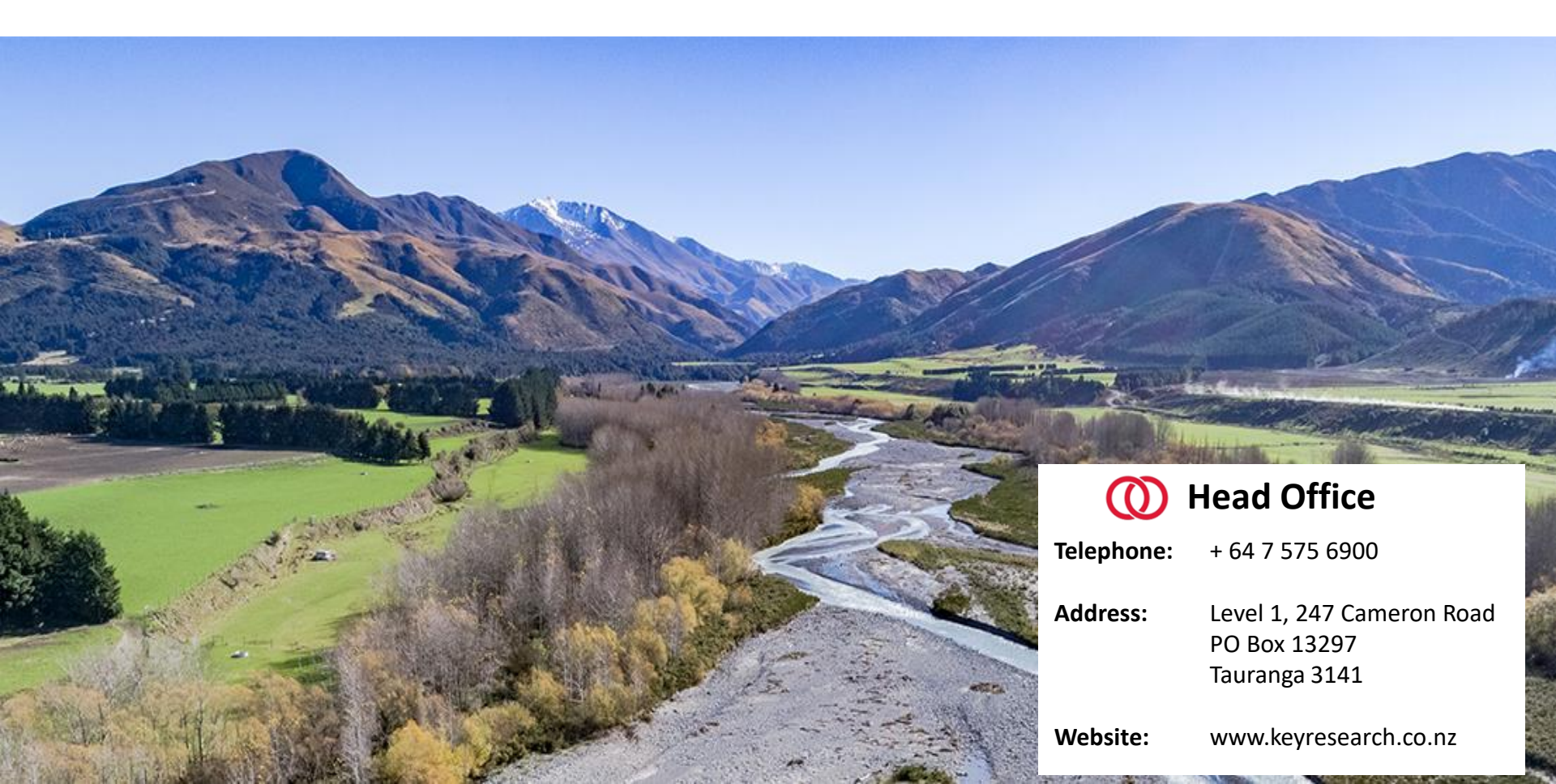
1. Sample: 2022 n=871; 2021 n=847

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
Information service about property	97%	95%	97%	100%	97%	97%
Environmental monitoring / public health services	91%	88%	90%	94%	90%	90%
Website	94%	95%	95%	96%	93%	96%
Quality of the information Council supplies to the community	91%	94%	93%	98%	93%	93%
Performance of Council staff	76%	80%	87%	96%	81%	86%
Performance of the Mayor and Councillors	83%	83%	90%	91%	86%	87%
Rates spend	60%	66%	73%	86%	69%	69%
New resident support	94%	91%	93%	93%	92%	93%
Opportunities to have your say	86%	88%	93%	95%	91%	89%
Range of community facilities	93%	92%	95%	96%	94%	93%
Level of influence you have over Council decision-making	56%	60%	70%	78%	64%	64%
Feel a sense of community with others	87%	90%	90%	90%	87%	92%
State of the district's environment and biodiversity	90%	88%	86%	94%	88%	89%
Activity to care for the district's environment and biodiversity	89%	89%	84%	96%	88%	88%

NOTES:

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



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