

Market Research Presentation for:

Community Plan Indicators in Hurunui

Prepared for:



April 2007

OPINIONS
MARKET
RESEARCH
LTD

Presentation Outline

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 - Performance of the Council
 - Perception of the Council
 - Awareness of Council Services
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 - Satisfaction with Services
 - Access to Primary Health
 - Living in the District
 - Environmental Protection

Introduction

- ❖ **Hurunui District Council's Long Term Council Community Plan 2006 – 2016 and District Plan** contain performance indicators to measure the following:
 - ❖ **Community Outcomes:** Community aspirations to ensure long term well being of communities.
 - ❖ **Council Activities:** Community services and facilities; growth and development; environment and safety; utility services/ infrastructure; Hanmer Springs Thermal Pools and Governance.
 - ❖ **District Plan:** Sustainable management of natural and physical resources while avoiding, remedying or mitigating adverse environmental effects and providing for the well being of communities.

Research Objectives

- ☛ **The primary objective of this research is:**
 - To measure progress towards achieving the outcomes in the Long Term Council Community Plan
- ☛ **Other specific objectives related to:**
 - Council Activities – to establish residents' experience and determine satisfaction with a range of Council Activities and services
 - The District Plan – to collect environmental information and provide benchmark data to measure performance against requirements in the District Plan

Research Methodology

- ☛ A quantitative research design was adopted whereby a telephone survey was conducted among a sample of 500 Hurunui residents.
- ☛ **The interview was conducted among the youngest in the household aged 18+**
- ☛ Random sampling was combined with quota sampling to ensure a representative sample.
- ☛ **Quotas were set on age, gender and ward according to the 2001 Census.**
- ☛ Interviewing took place 2 – 13 February 2007.



Main Findings



Demographics



Demographic profile

The following demographics are representative of the Hurunui District according to the 2001 Census

Ward	%
Amberley	36
Amuri	18
Hurunui	13
Cheviot	12
Glenmark	11
Hanmer Springs	10
Base:	500

Age	%
18 – 24	8
25 – 49	48
50 – 64	26
65+	18
Base:	500

Gender	%
Male	50
Female	50
Base:	500

Demographic profile continued



Ratepayer Status	%
Ratepayer living in Hurunui	82
Ratepayer living elsewhere	<1
Living with family who are ratepayers	7
Not a ratepayer	11
Base:	500

Town/ Rural	%
Town dweller	41
Rural dweller	59
Base:	500

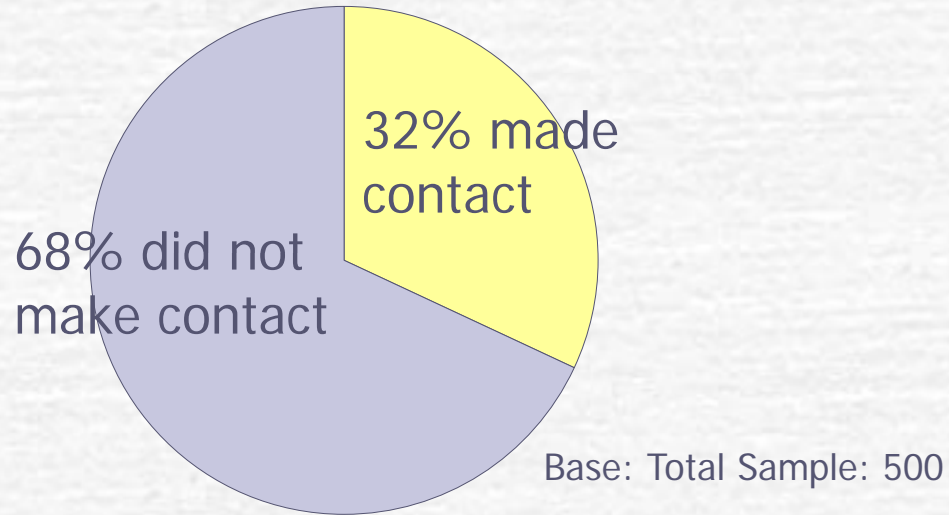
Industry Career Training	%
Yes undertaking training	9
no	91
Base:	500

Time Lived in Hurunui	%
All or most of life	39
For five years or more	43
For less than five years	19
Base:	500

Demographic profile continued

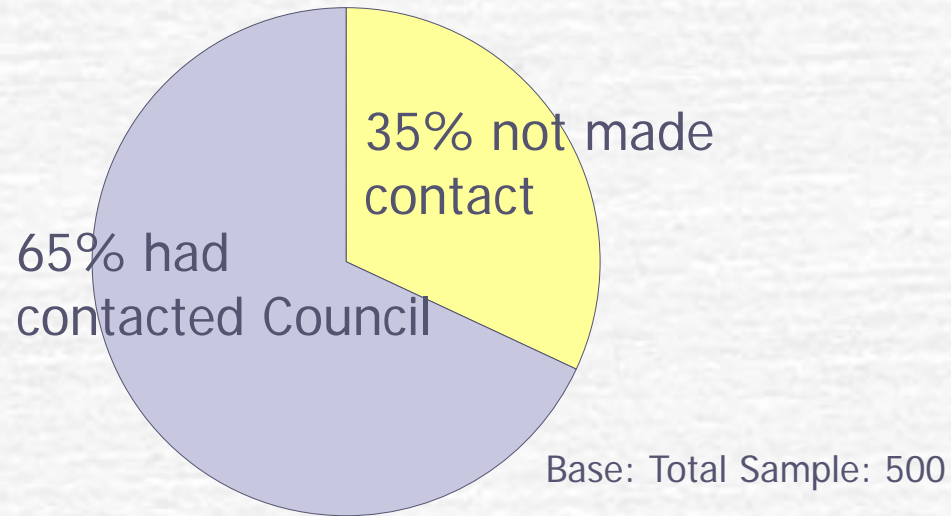
Occupation	%
Clerical or sales employee	3
Semi-skilled worker	24
Technical or skilled worker	3
Professional/ business manager/ executive	5
Business proprietor or self employed	3
Teacher/ nurse/ police/ other trained service	5
Labour/ manual/ agricultural/ domestic worker	10
Farmer	17
Retired	18
Home executive	9
School/ tertiary student	2
Not working/ beneficiary	2
Base:	500

Performance of the Council – Contact with Mayor and Councillors



	Base	% satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
Satisfaction with the Performance of the Mayor and Councillors	500	77	2.90

Performance of the Council – Satisfaction with Service at Council Offices



	Base	% satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
Satisfaction with the service received at Council Offices	323	72	3.05

Performance of the Council – Satisfaction with Service at Council Offices

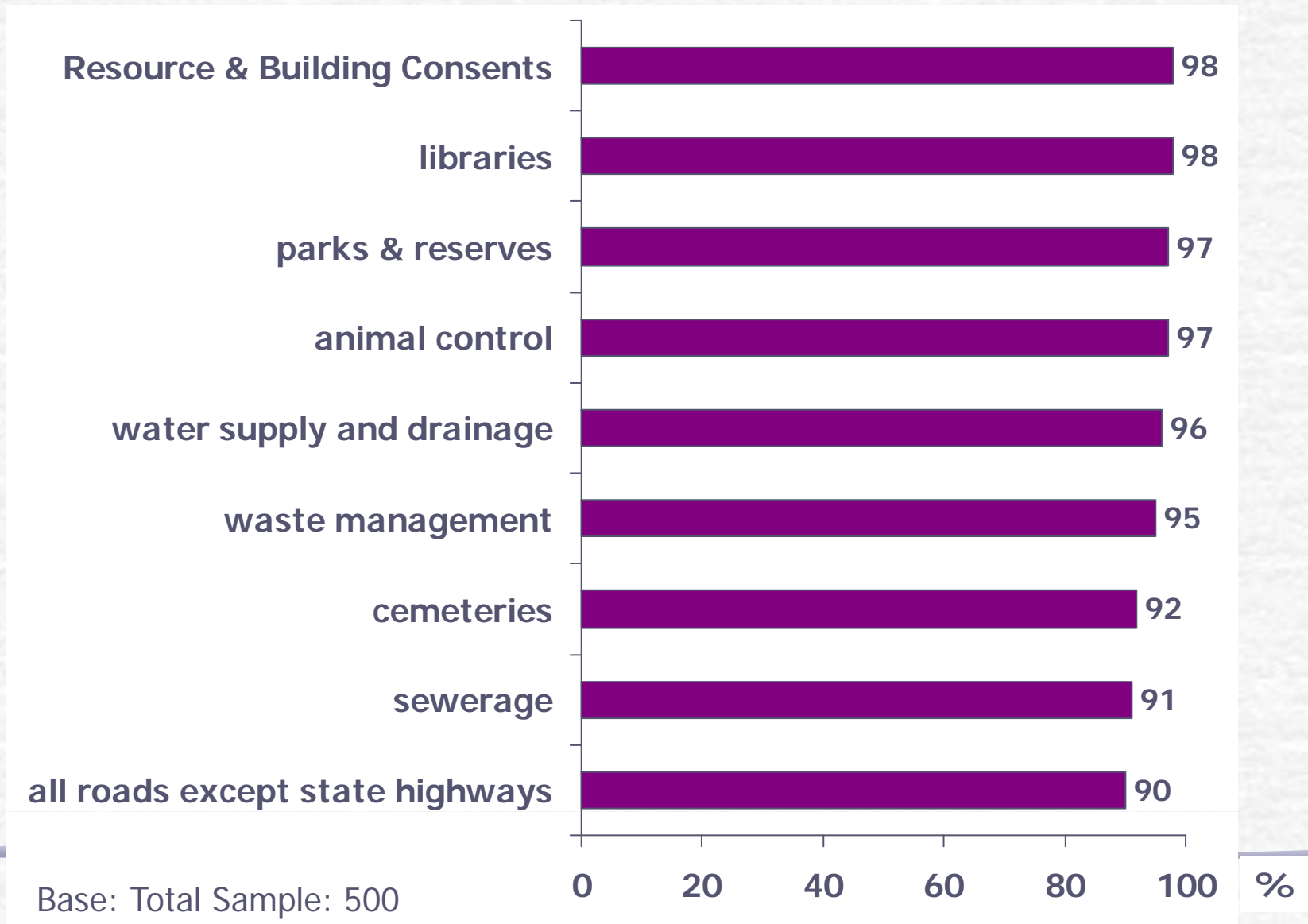
The main reasons for contacting the Council were:

- 28%** resource consents / building consents
- 16%** rates, rebate issues, rate payments
- 14%** water issues – drainage, supply, quality
- 9%** animal/ dog registrations
- 8%** roading issues
- 8%** information/ advice on building, planning, land resource issues.

Perception of the Council

Performance of the Council	% Agree	% Don't know	Mean Score (4 = agree strongly, 1 = disagree strongly)
The values of Maori are taken into account when making decisions	46	46	2.92
I understand how the Council makes decisions	73	5	2.82
The Council makes decisions in the best interests of the district	73	1	2.76
I feel there are opportunities for me to contribute to Council decision making	69	3	2.76
Base: total sample	500		

Awareness of Council Services



Satisfaction with the Way Rates are Spent on Services



Performance of the Council	Base	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
Satisfaction with rates spending	500	69	2.71

The Top Three Priorities for Rates Spending

Water and Waste (96% of comments):

53% water supply and drainage

25% waste management

18% sewerage

Roads and footpaths (88% of comments):

76% roads

12% verges, footpaths, pedestrian crossings

Recreation (34% of comments):

17% parks and reserves

9% libraries

8% improved facilities and amenities

Rural and Urban Environment (17% of comments):

11% beautification, development and promotion of towns

6% preservation of the environment

Community Services such as healthcare and education (10%)

Resource and Building Consents (4%).

Satisfaction with Council Services: Facilities and Amenities

Performance of the Council	Base	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
Satisfaction with public libraries	292	93	3.69
The standard of cemeteries	500	76	3.21
Maintenance of parks and reserves	500	82	3.02
The standard of local halls	500	67	2.87

The main reasons for not belonging to a library (n = 208) were:

35% don't read much/ at all

21% have no time to read

20% it is not necessary to belong to a library.

Satisfaction with Council Services: Facilities and Amenities continued

Performance of the Council	Base	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
The quality of public toilets available	500	83	3.23
The quantity of public toilets available	500	81	3.10

Satisfaction with Council Services: Water and Waste

Performance of the Council	Base	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
Satisfaction with household waste collection	261	94	3.55
Satisfaction with water pressure and flow (town)	192	80	3.03
Satisfaction with water appearance and taste (town)	192	64	2.71
Satisfaction with water availability (rural)	247	69	2.83



Satisfaction with Council Services: Roads and Footpaths

Performance of the Council	Base	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
The standard of public footpaths	500	66	2.68
Overall maintenance of the roads	500	66	2.61
The standard of sealed roads	500	62	2.58
The standard of unsealed roads	500	41	2.24



Satisfaction with Council Services: Road Safety

Overall Safety of Roads in the District....	Base	% Safe	Mean Score (4 = very safe, 1 = very unsafe)
as a driver	500	68	2.78
as a pedestrian	500	50	2.47

Access to Primary Health

12% (n = 67) of Hurunui residents did not go to their GP when needed. Their reasons for not going were:

- 37% expense
- 18% length of journey
- 18% doctor too busy to see them
- 6% too busy to go to the doctor.



Living in Hurunui: The Look of the Towns

	Base	% attractive	Mean Score (4 = very attractive, 1 = not at all attractive)
The attractiveness of the town and villages in the District	500	80	2.99

59% felt Hanmer Springs retained its Alpine character

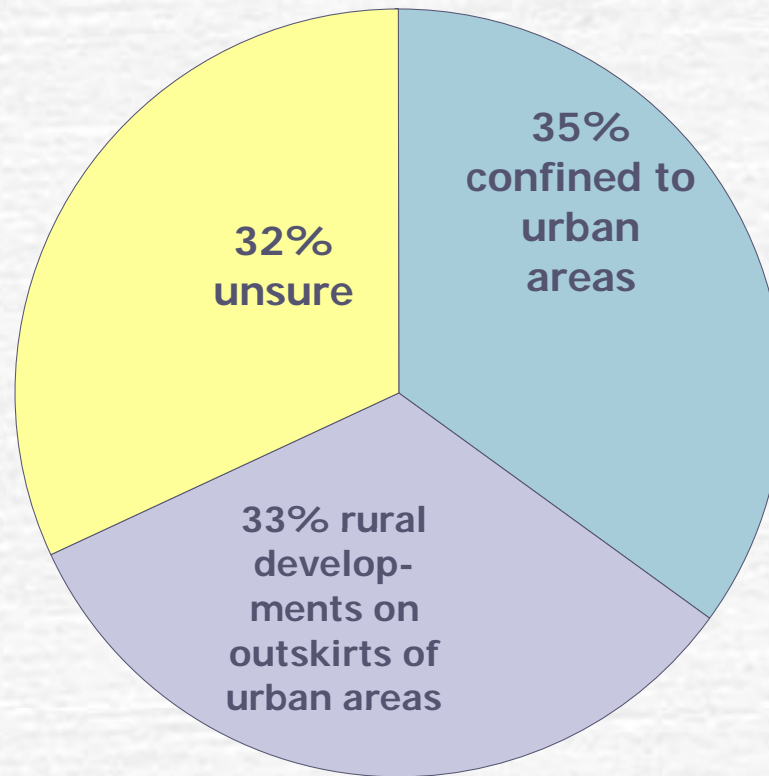


Living in Hurunui: Safety



Extent to how Safe Residents Feel	Base	% safe	Mean Score (4 = very safe, 1 = very unsafe)
At home	500	93	3.46
In the neighbourhood	500	85	3.23

Living in Hurunui: Future Growth

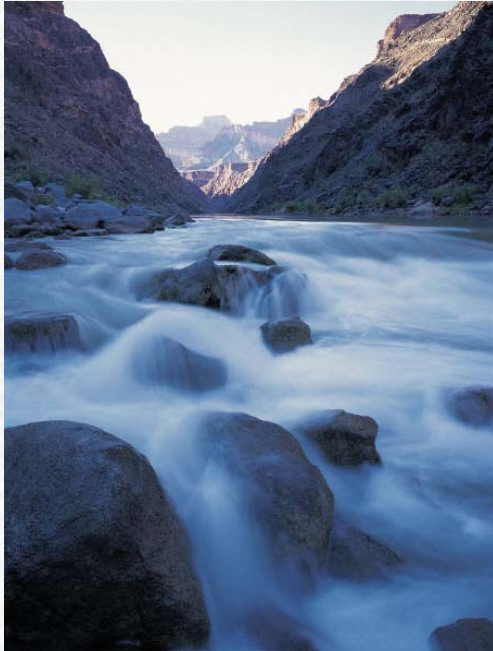


Base: Total Sample: 500

Environmental Protection

Environmental Issues	Base	% Agree	Mean Score (4 = agree strongly, 1 = disagree strongly)
Enough is being done to protect the heritage of the district	500	76	2.90
Enough is being done to protect the natural environment	500	73	2.90
Enough is being done to protect homes and property from natural disaster	500	67	2.79
Enough is being done to protect the land and soil resources in the district	500	61	2.71

Environmental Protection: Water



The condition of the water in rivers, lakes and streams was rated as follows:

46% excellent or good

31% just ok

19% poor

4% unsure

The quality of the water in rivers and streams make them suitable to swim:

21% at any time

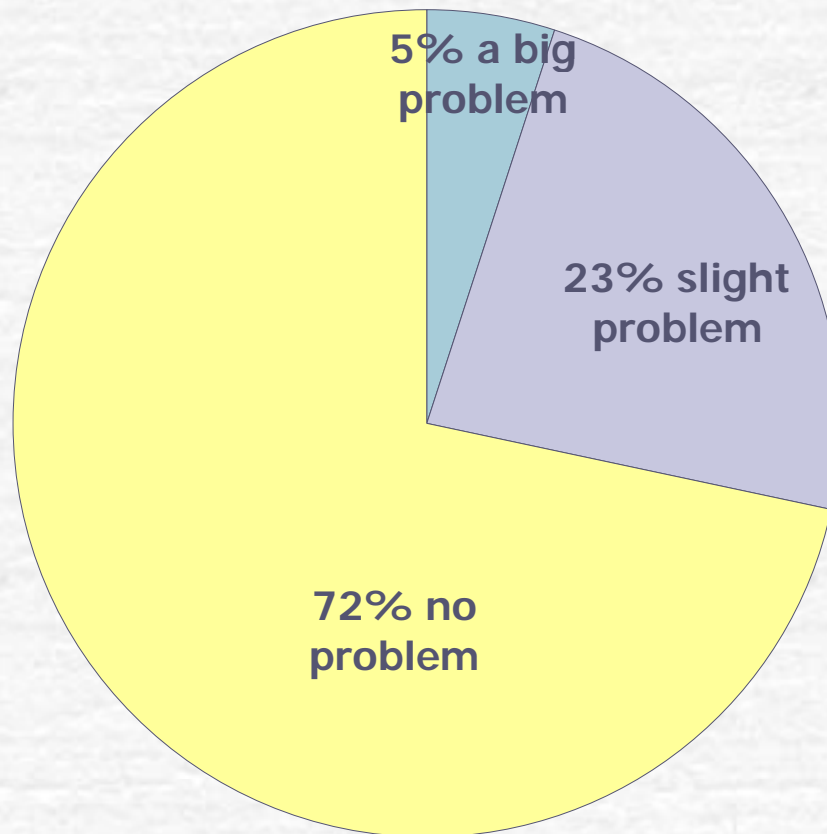
43% most times

25% sometimes

5% never

6% unsure.

Environmental Protection: Noise Pollution



The main culprits:

Traffic	26%
Trucks	23%
Speedsters	21%
Dogs	11%
Neighbours	9%
Parties	7%

(Base: 141)

Base: Total Sample: 500

Environmental Protection: Overall

The overall condition of the natural environment in Hurunui:

68% excellent/ good

27% just ok

4% poor

1% unsure.



Factors that Make to Environment Pleasant to Live in

The scenery of the area (84% of comments):

- 29% general scenery/ landscape
- 22% trees/ bush
- 11% rivers
- 9% mountains
- 7% beach/ sea
- 6% birds/ wildlife

The peaceful, rural atmosphere (60% of comments):

- 17% quiet/ peaceful
- 17% open spaces
- 14% rural atmosphere
- 12% sparse population

Lack of pollution (26% of comments):

- 18% clean air
- 8% clean and rubbish free.



Factors that Make to Environment Unpleasant to Live in

Nothing (42%)

Factors to do with urbanisation (16%):

10% traffic

3% noise

3% urbanisation

Pollution (11% of comments):

6% rubbish/ pollution

3% dust from dirt roads

2% river pollution

The Northwester (9%)

Invasion of weeds/ pests and spraying (9%)

Change of land use to dairy farming/ farm odour (4%).



Thank You

