



**OPINIONS**

**MARKET  
RESEARCH  
LTD**

Market Research Presentation for:

# **Hurunui Community Plan Indicators 2008**

Prepared for:



**June 2008**

**Reference 3610**



# Presentation Outline

- ☞ Introduction
- ☞ Research Objectives and Methodology
- ☞ Main Findings
  - Demographics
  - Performance of the Council
  - Rates Spending
  - Awareness of Council Services
  - Satisfaction with Council Services
  - Environment in Hurunui

# Research Objectives

- ☛ **The primary objective of this research is:**
  - To measure progress towards achieving the outcomes in the Long Term Council Community Plan
- ☛ **Specific objectives relate to:**
  - **Community Outcomes** – to measure the quality of life of residents, assisting the community to meet their aspirations and the long term well being of communities realised
  - **Council Activities** – to establish residents' experience with a range of Council activities and to determine residents level of satisfaction with these
  - **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 2006 Census.
- ✔ Interviewing took place 17 – 29 April 2008.
- ✔ Questions consisted of those from 2007 with the introduction of some new questions and removal of others to be asked on a three yearly rotation.



# Demographics

## Demographic Profile

In 2008 the demographic profile is representative of the Hurunui District population according to the 2006 Census

Ward	Census %	2007 %	2008 %
Amberley	36	36	36
Amuri	18	18	18
Hurunui	13	13	13
Cheviot	12	12	12
Glenmark	11	11	11
Hanmer Springs	10	10	10
Base:		500	500

Age	Census %	2007 %	2008 %
18 – 24	7	8	7
25 – 49	45	48	45
50 – 64	29	26	29
65+	19	18	19
Base:		500	500

Gender	Census %	2007 %	2008 %
Male	50	50	50
Female	50	50	50
Base:		500	500

## Demographic Profile continued

<b>Ratepayer Status</b>	<b>2007</b>	<b>2008</b>
	<b>%</b>	<b>%</b>
Ratepayer living in Hurunui	82	83
Ratepayer living elsewhere	<1	1
Living with family who are ratepayers	7	6
Not a ratepayer	11	10
<b>Base:</b>	<b>500</b>	<b>500</b>

<b>Town/ Rural</b>	<b>2007</b>	<b>2008</b>
	<b>%</b>	<b>%</b>
Town dweller	41	41
Rural dweller	59	59
<b>Base:</b>	<b>500</b>	<b>500</b>

<b>Time Lived in Hurunui</b>	<b>2007</b>	<b>2008</b>
	<b>%</b>	<b>%</b>
All or most of life	39	40
For five years or more	43	46
For less than five years	19	14
<b>Base:</b>	<b>500</b>	<b>500</b>

## Demographic Profile continued

<b>Occupation</b>	<b>2007 %</b>	<b>2008 %</b>
Clerical or sales employee	3	6
Semi-skilled worker	24	8
Technical or skilled worker	3	12
Professional/ business manager/ executive	5	8
Business proprietor or self employed	3	6
Teacher/ nurse/ police/ other trained service	5	5
Labour/ manual/ agricultural/ domestic worker	10	9
Farmer	17	19
Retired	18	18
Home executive	9	6
School/ tertiary student	2	2
Not working/ beneficiary	2	1
<b>Base:</b>	<b>500</b>	<b>500</b>



## Statistical Margin of Error at a 95% Confidence Level

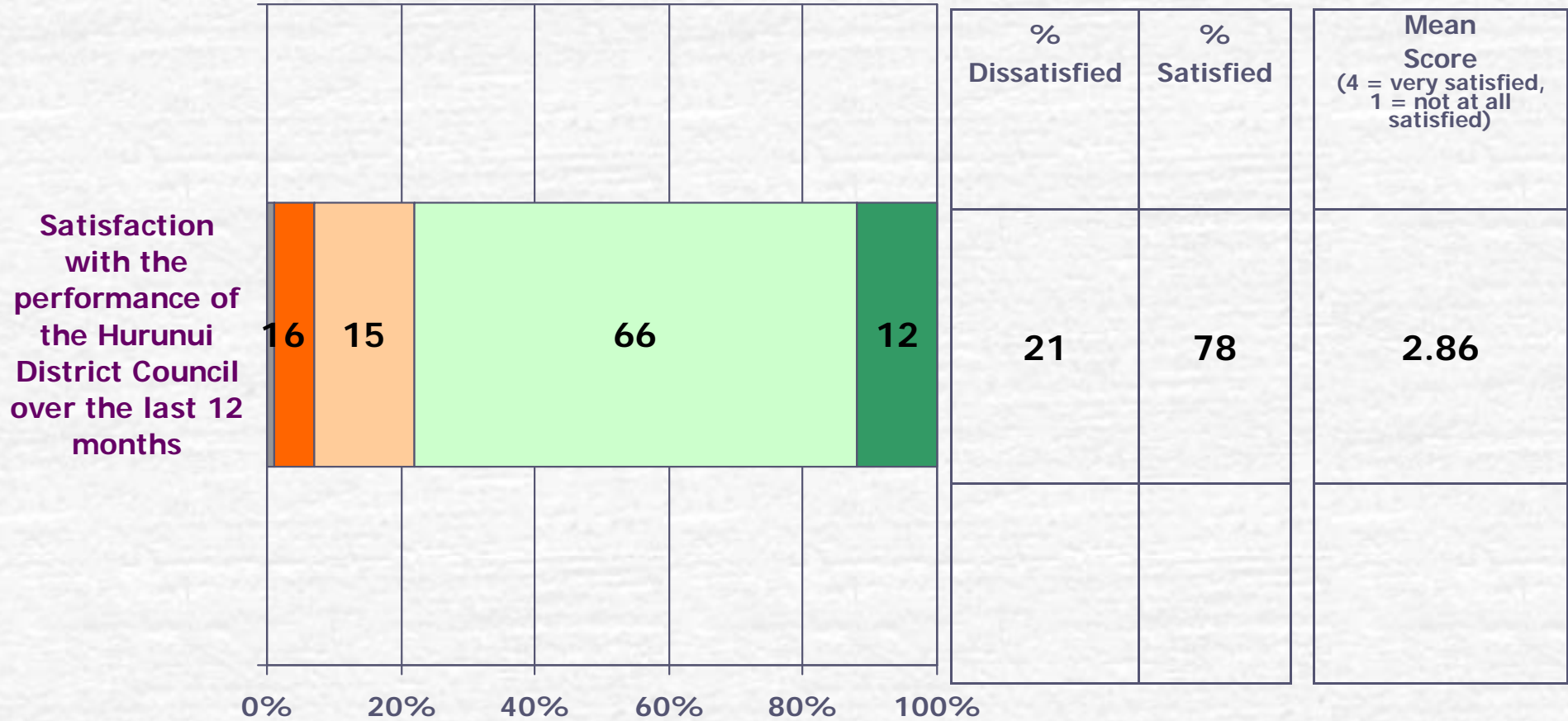
Location	Sample Size	Margin of Error
Total Sample	500	± 4.3 %
Amberley	150	± 7.1 %
Amuri	90	± 10.1 %
Hurunui	65	± 11.9 %
Cheviot	60	± 12.4 %
Glenmark	55	± 12.9 %
Hanmer Springs	50	± 13.6 %



## Main Findings

# Satisfaction with Performance of Hurunui District Council Over Last 12 Months

Don't Know/ NA
  Not at all Satisfied
  Not Very Satisfied
  Quite Satisfied
  Very Satisfied



Base: Total Sample: 2008: 500

Note: New Question in 2008

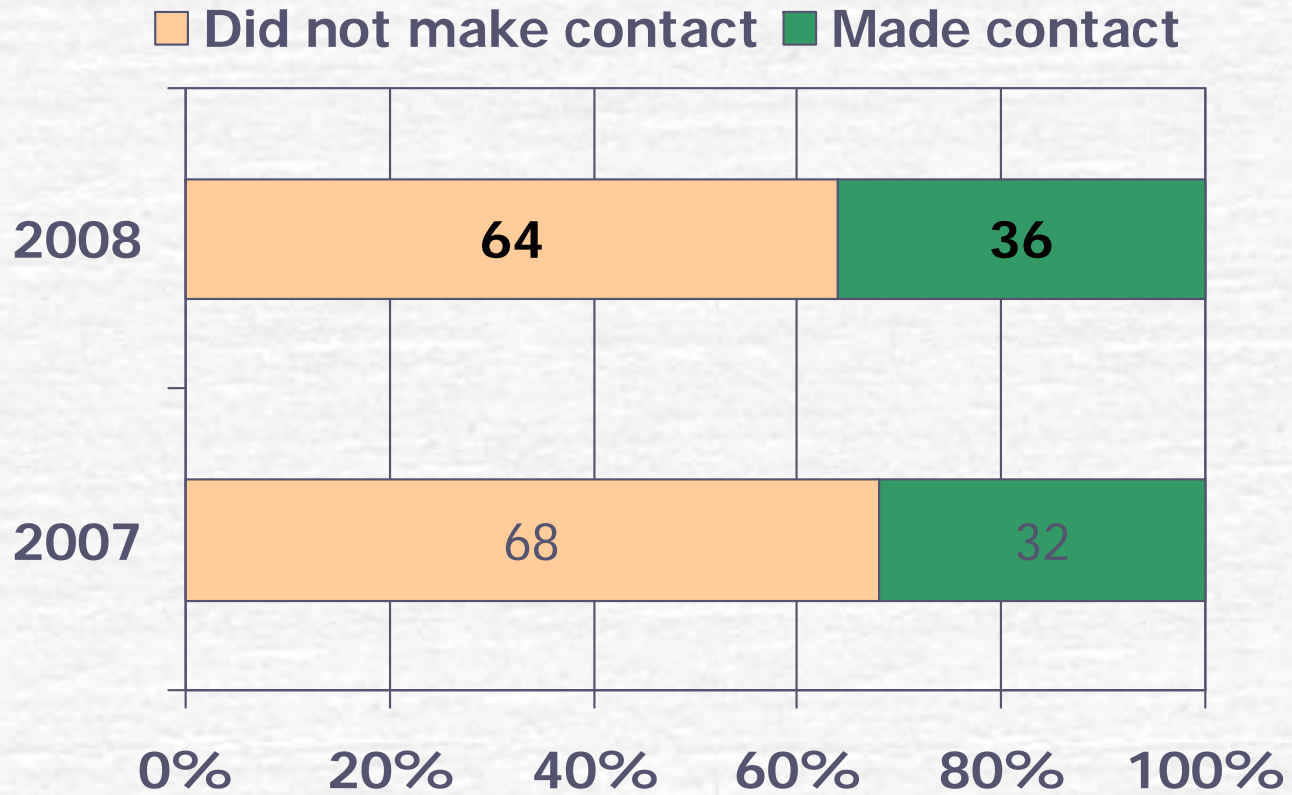
## Satisfaction with Performance of Hurunui District Council Over Last 12 Months

Base: Total Sample: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	180 %	55* %	90* %	65* %	60* %	50* %
% Satisfied with the performance of Hurunui District Council over the last 12 months	83	80	86	↓ 68	81	↓ 58

\*Small base size

Note: New Question in 2008

# Contact with Mayor or Councillors



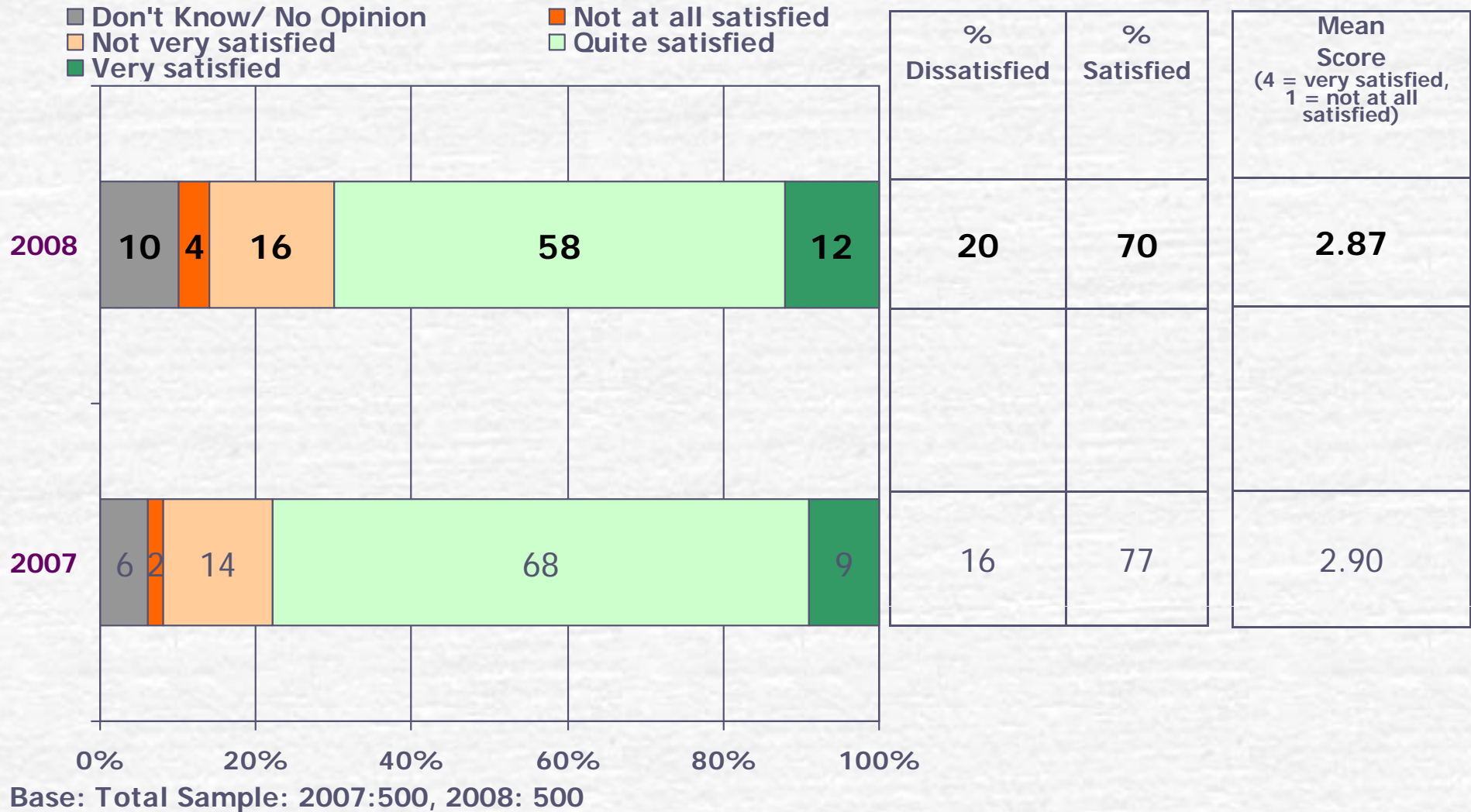
Base: Total Sample: 500

## Contact with Mayor or Councillors

Base: Total Sample: 500	Year	Amberley 180 %	Glenmark 55* %	Amuri 90* %	Hurunui 65* %	Cheviot 60* %	Hanmer Springs 50* %
% Spoken to Mayor or Local Councillor, or attended any Council or Council Committee meetings in the last 12 months	2008	33	33	31	↑ 43	↑ 47	↑ 42
	2007	31	25	42	26	35	26

\*Small base size

# Satisfaction with Performance of Mayor and Councillors



# Satisfaction with Performance of Mayor and Councillors

Base: Total Sample: 500	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
		180 %	55* %	90* %	65* %	60* %	50* %
% Satisfied with the performance of Hurunui District Council Mayor and Councillors over the last 12 months	2008	71	76	71	72	77	↓ 46
	2007	78	80	74	81	73	60

\*Small base size



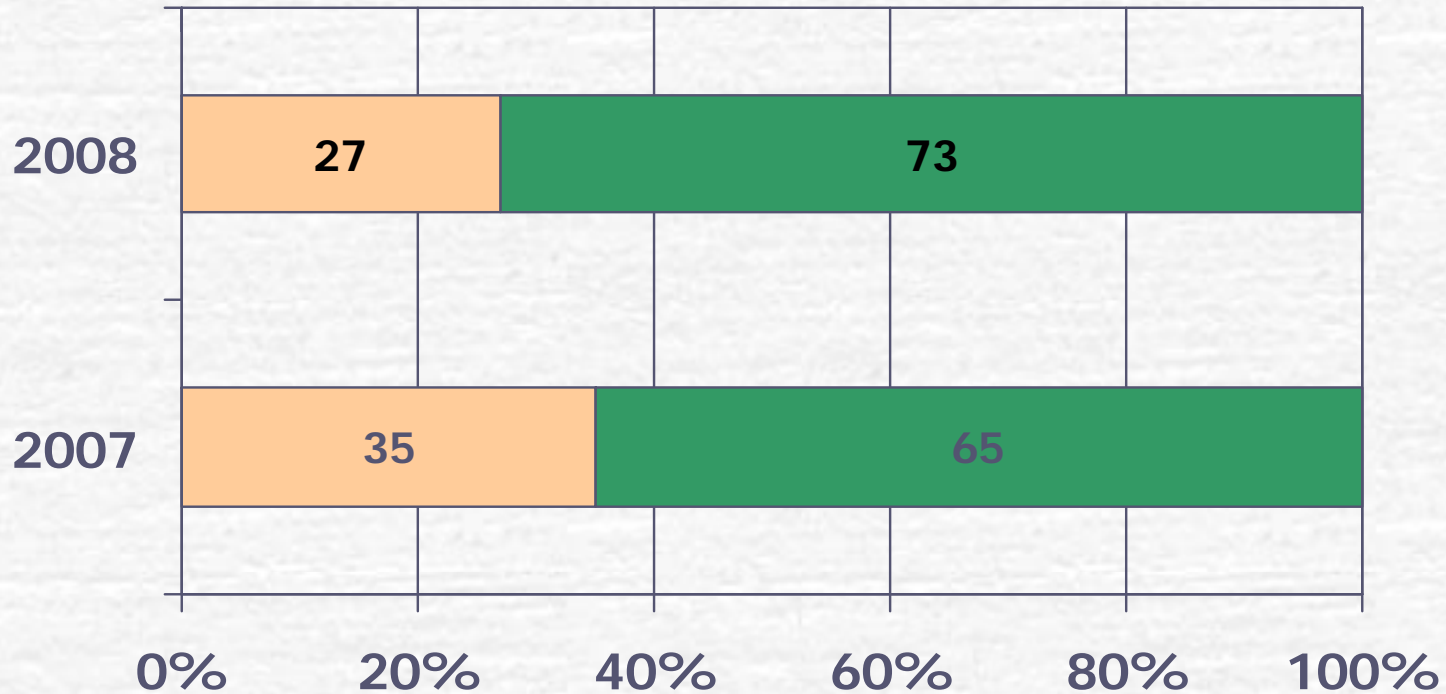
## Satisfaction with Performance of Mayor and Councillors

Base: Total Sample: 500	Year	Ratepayer	Non-ratepayer
	2008	449 %	51* %
% Satisfied with the performance of Hurunui District Council Mayor and Councillors over the last 12 months		↑ 71	59
	2007	447	53*
		78	74

\*Small base size

# Contact with Council Offices in Last 12 Months

- Did not make contact
- Made contact with Council Offices



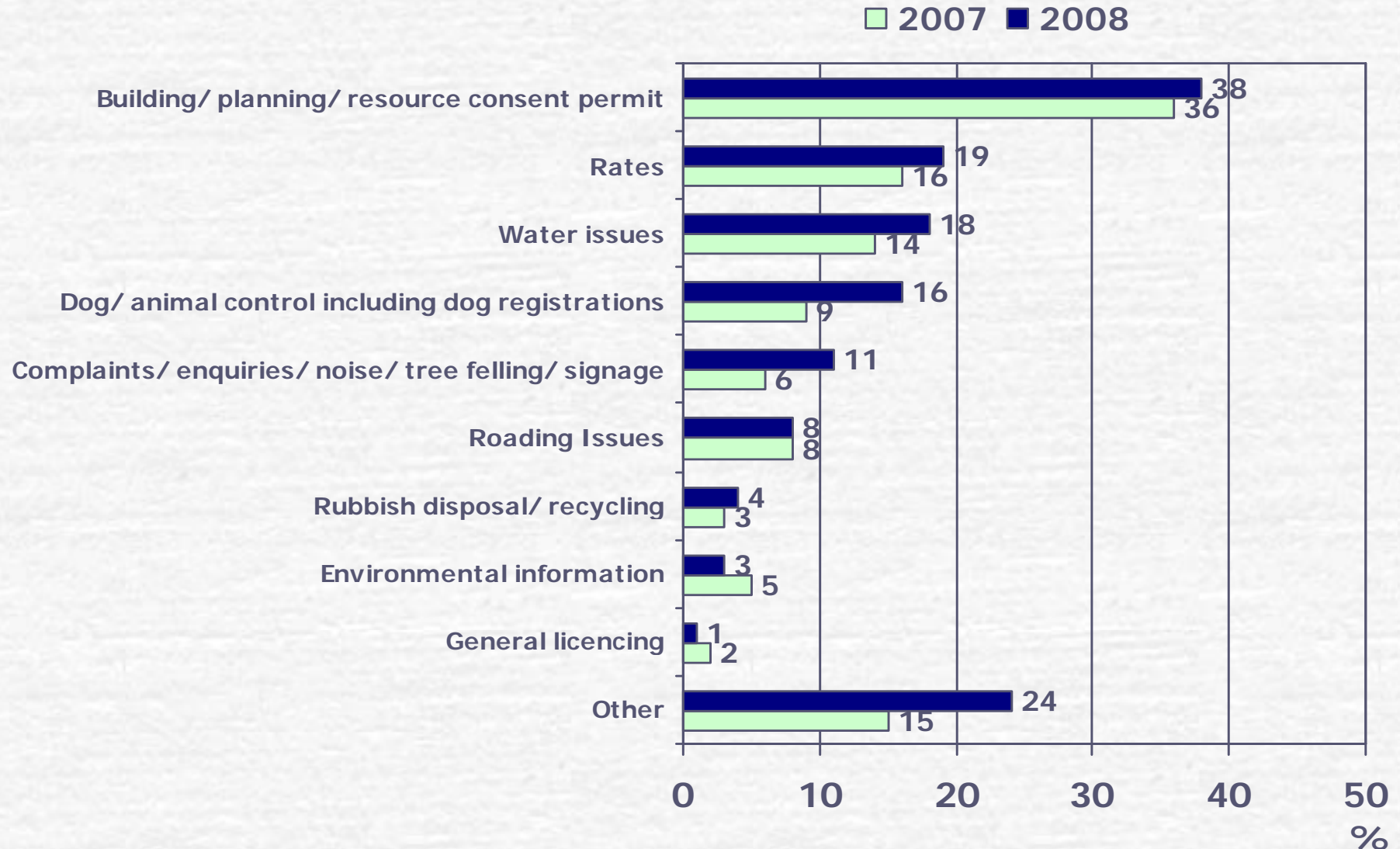
Base: Total Sample: 2007: 500, 2008: 500

# Contact with the Council Offices in Last 12 Months

Base: Total Sample: 500	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
		180 %	55* %	90* %	65* %	60* %	50* %
% Contacted the Hurunui District Council offices in the last 12 months, either in person or by phone or email	2008	↑ 81	73	↓ 60	↑ 82	70	↓ 64
	2007	69	69	62	60	60	60

\*Small base size

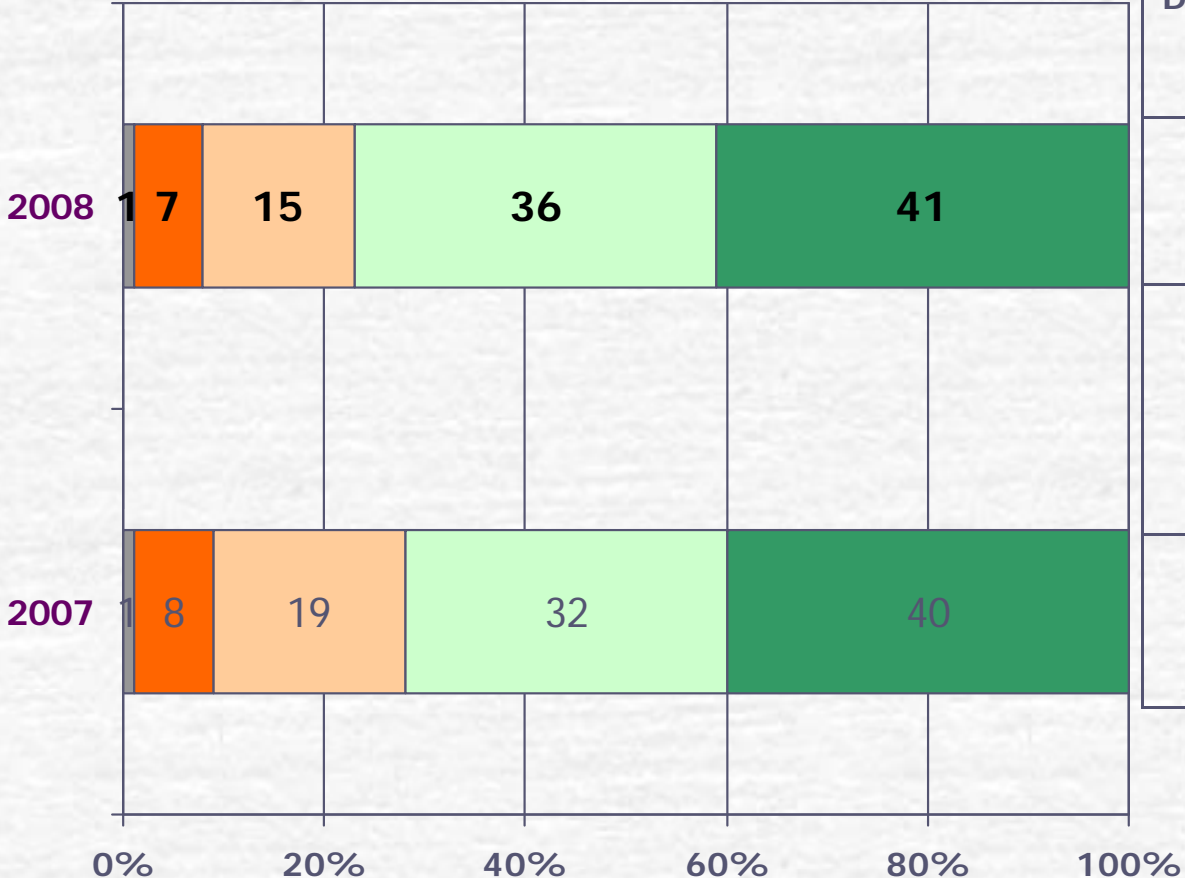
# Reason for Contacting the Council Offices



Base: Those who have contacted the council offices in the last 12 months: 2007: 323, 2008: 367

# Satisfaction with Overall Service from Council Offices

Don't Know/ No Opinion  
 Not at all satisfied  
 Not very satisfied  
 Quite satisfied  
 Very satisfied



	% Dissatisfied	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
2008	22	77	3.12
2007	27	72	3.05

Base: Those who contacted the Council offices in the last 12 months: 2007: 323, 2008: 367

## Satisfaction with Overall Service from Council Offices

Base: Those who had contacted the Council offices: 2008: 367, 2007: 323	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	2008	146 %	40* %	54* %	53* %	42* %	32* %
% Satisfied with the overall service when contacted the Council offices		77	81	76	74	86	↓ 69
	2007	124	38*	56*	39*	36*	30*
		68	82	75	77	75	56

\*Small base size

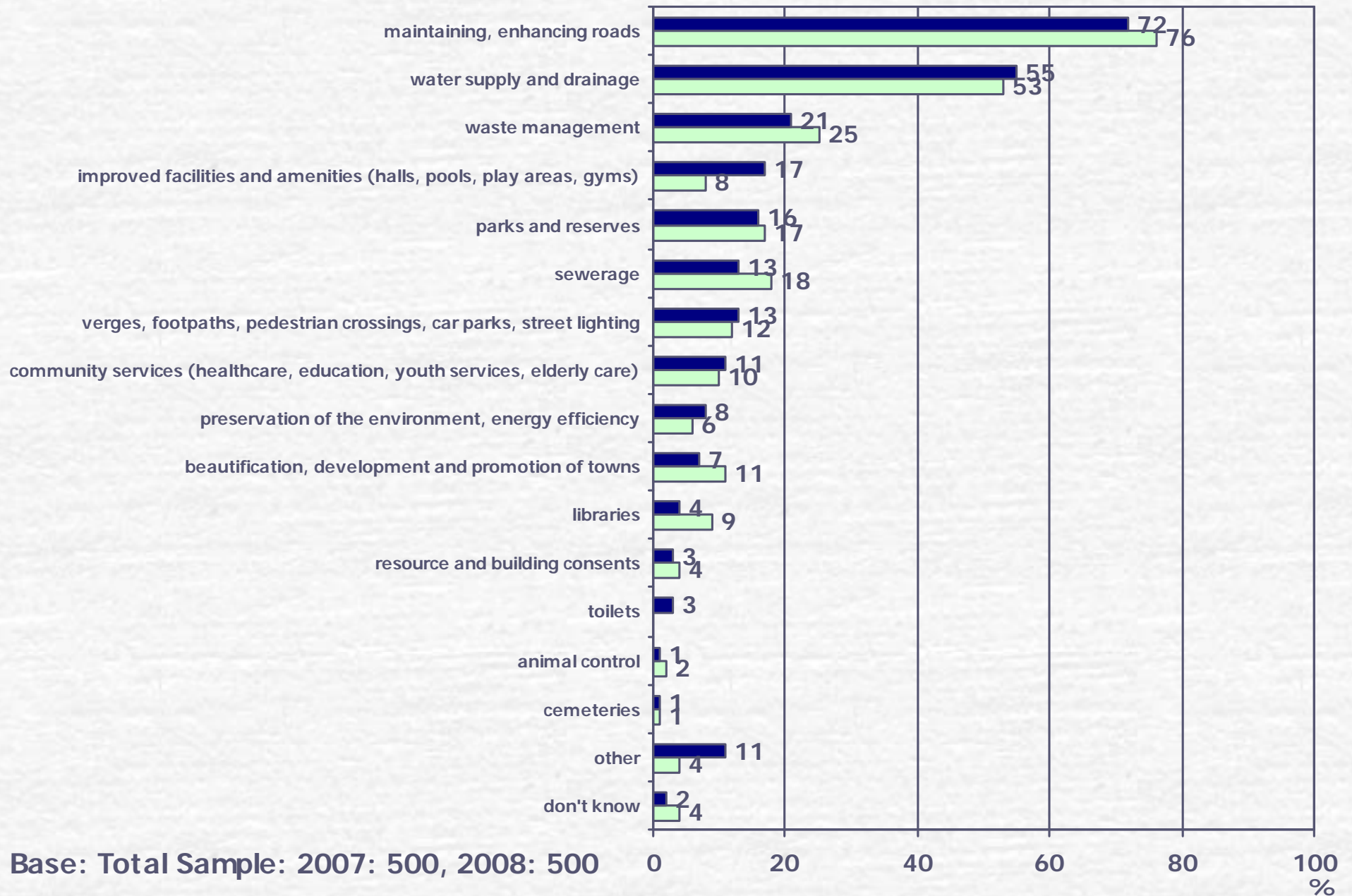
# Reasons for Dissatisfaction when Contacting the Council Offices



Base: Total Sample: 2007: 500, 2008: 500

# Top Three Priorities for Rates Spending

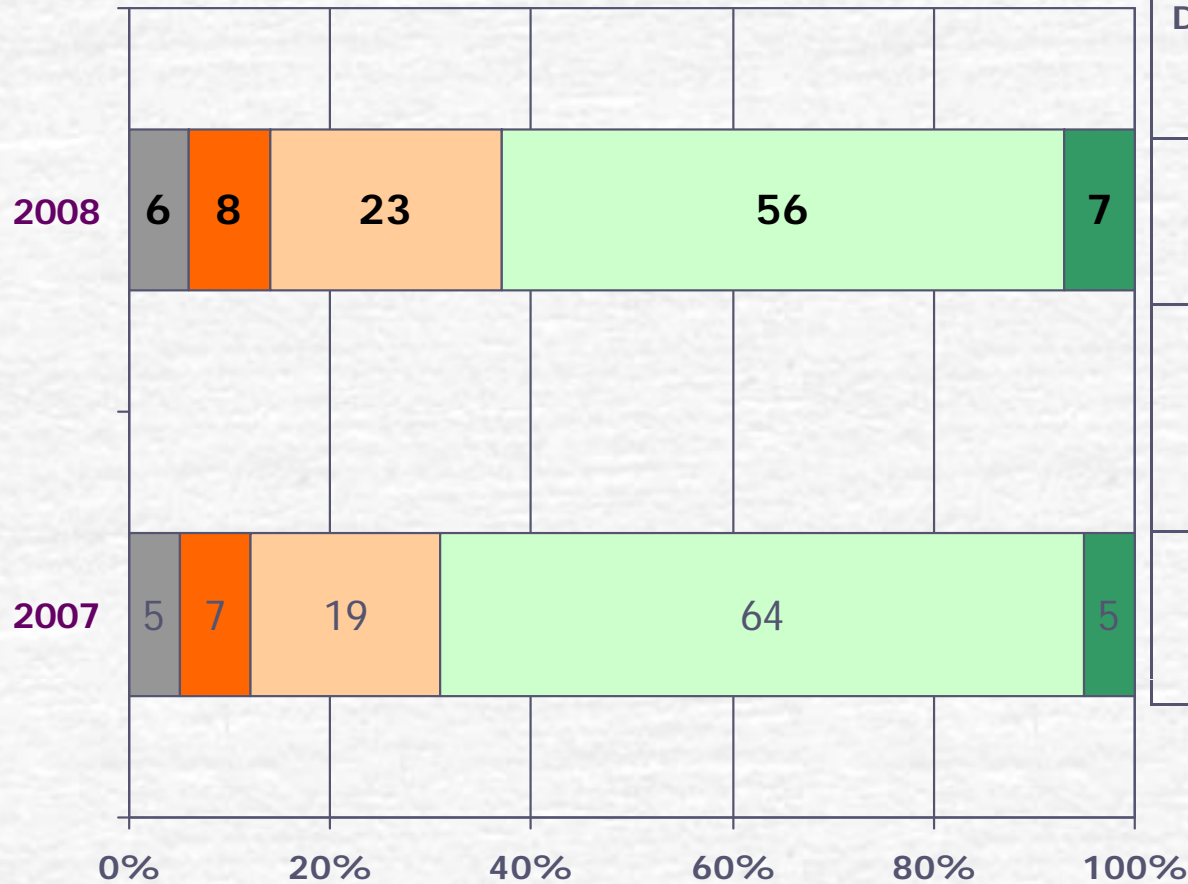
2007 2008





# Satisfaction with the Way Rates are Spent on Services

Don't know
  Not at all satisfied
  Not very satisfied
  Quite satisfied
  Very satisfied



	% Dissatisfied	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
2008	31	63	2.66
2007	26	69	2.71

Base: Total Sample: 2007: 500, 2008: 500

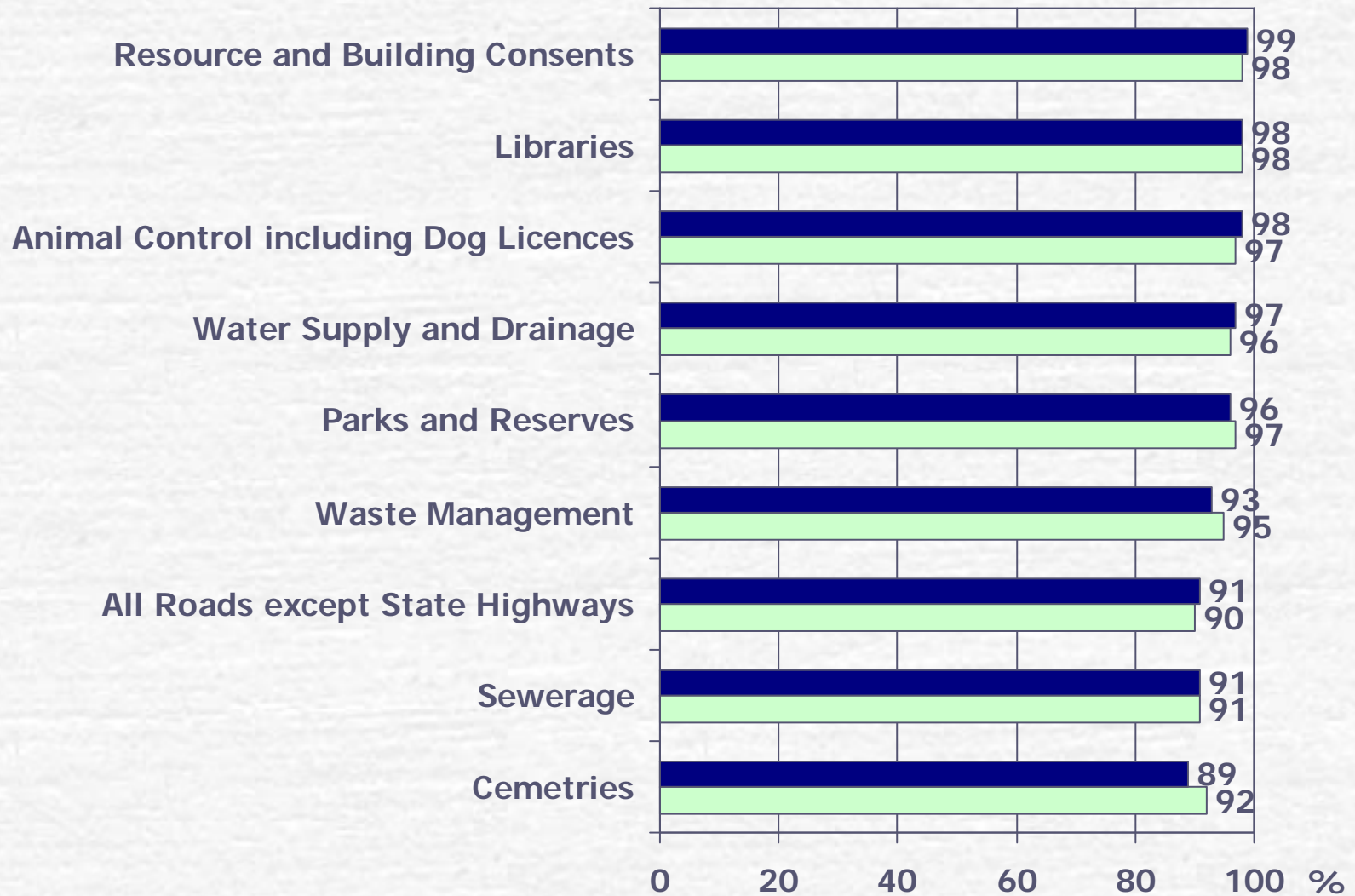
## Satisfaction with the Way Rates are Spent on Services

Base: Total Sample: 500	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
		180 %	55* %	90* %	65* %	60* %	50* %
% Satisfied with the way rates are spent on the services and facilities provided by the Council	2008	67	67	60	63	65	↓ 40
	2007	68	73	74	73	64	64

\*Small base size

# Awareness of Council Services

2007 2008



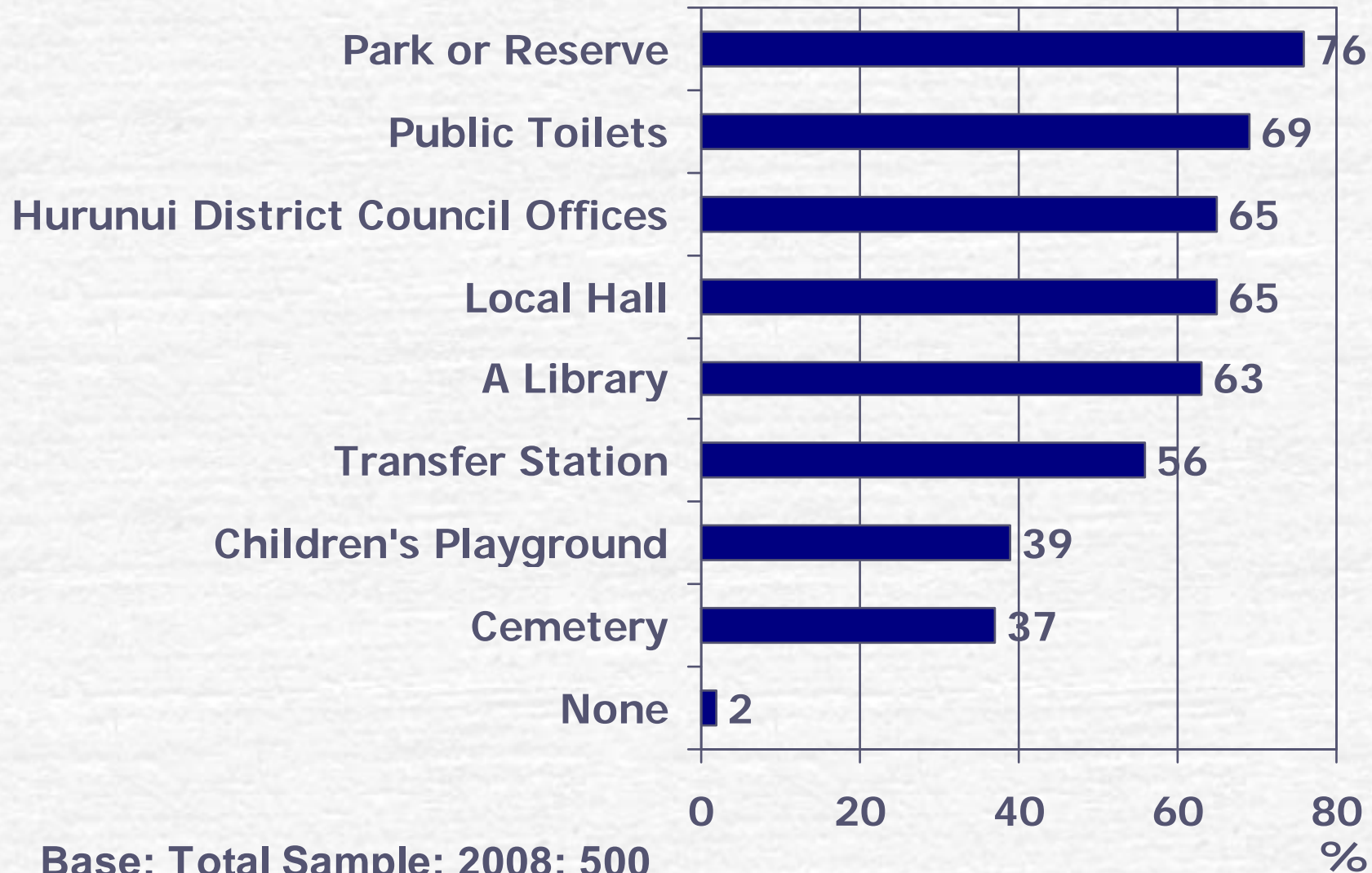
Base: Total Sample: 2007: 500, 2008: 500

# Awareness of Council Services

Base: Total Sample: 2008: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
% Aware	180 %	55* %	90* %	65* %	60* %	50* %
All roads except state highways	89	89	92	92	↑ 97	90
Sewerage	93	91	88	91	85	↑ 98
The water supply and drainage	98	96	97	94	93	98
Animal control including dog licences	99	95	99	98	100	96
Waste management	92	91	↑ 99	91	88	↑ 100
Parks and reserves	96	98	100	↓ 92	↓ 90	98
Libraries	98	96	99	95	97	100
Cemeteries	88	87	93	85	87	↑ 98
Resource and building consents	99	98	100	98	100	100

\*Small base size

# Hurunui District Council Services Used or Visited in the Last 12 Months



Note: New Question in 2008

# Hurunui District Council Services Used or Visited in the Last 12 Months

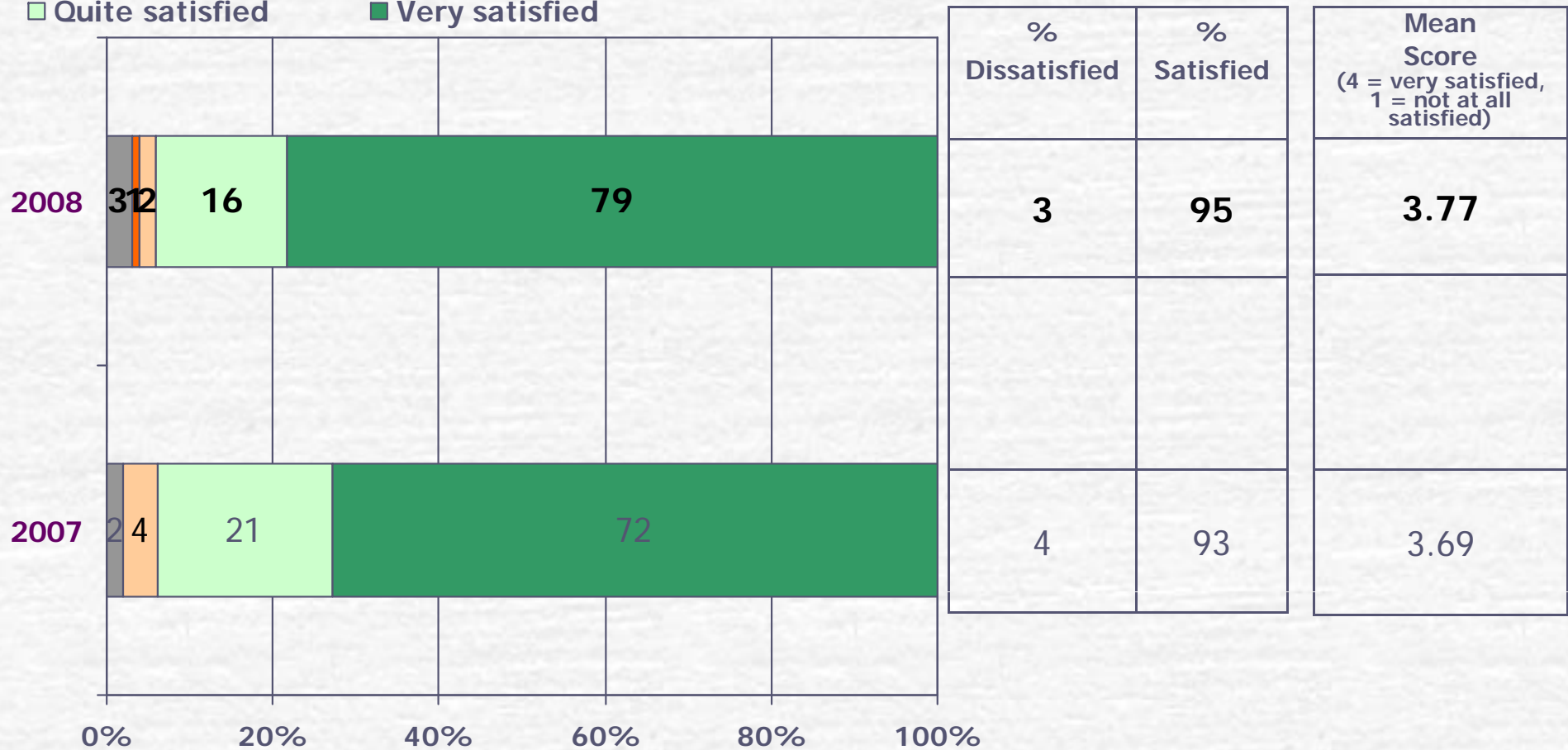
Base: Total Sample: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
% Used or Visited	180 %	55* %	90* %	65* %	60* %	50* %
The Hurunui District Council offices	↑ 74	62	60	66	↑ 72	↓ 38
A library	↑ 73	64	52	57	57	60
Public toilets	↓ 57	76	78	80	77	↓ 64
A park or reserve	78	↓ 67	↓ 67	75	↑ 83	↑ 86
A children's playground	46	↓ 29	31	38	43	38
A cemetery	32	↓ 24	39	↑ 51	45	42
A local hall	56	64	64	↑ 82	↑ 78	64
A transfer station	↑ 71	51	49	↓ 38	50	56
None of the above	2	4	3	2	-	-

\*Small base size

Note: New Question in 2008

# Satisfaction with Public Libraries

Don't know/ NA
  Not at all satisfied
  Not very satisfied
  Quite satisfied
  Very satisfied



Base: Members of the Hurunui District Council Libraries: 2007: 292, 2008: 303

## Satisfaction with Public Libraries

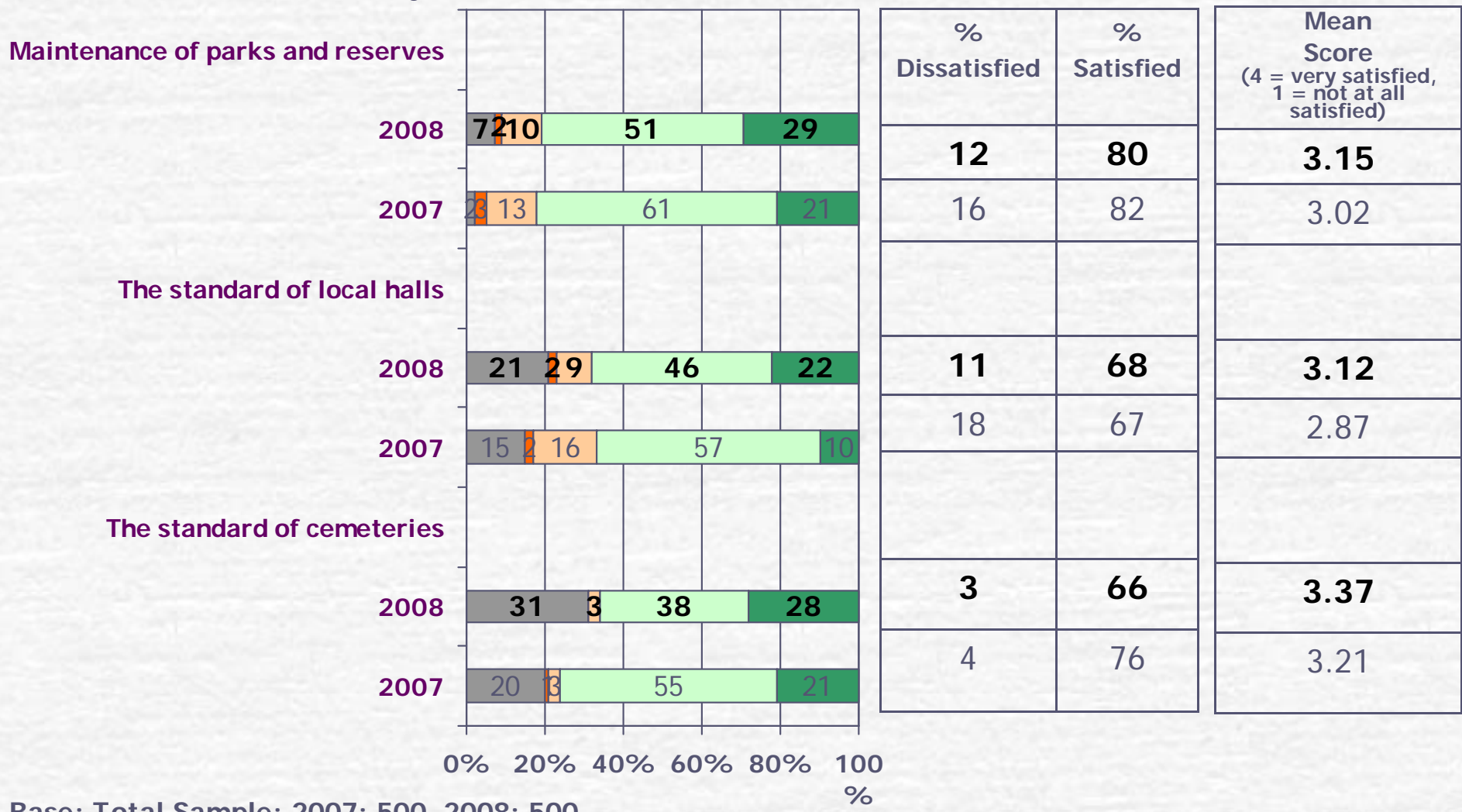
Base: Members of Hurunui Libraries: 2008: 303, 2007: 292	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	2008	125 %	33* %	49* %	34* %	31* %	31* %
% Satisfied with the service provided by the Hurunui District libraries		95	100	98	97	↓ 84	↓ 87
	2007	128	29*	42*	40*	28*	25*
		95	97	96	96	75	96

\*Small base size



# Satisfaction with Parks and Reserves, Local Halls and Cemeteries

Don't know/ NA
  Not at all satisfied
  Not very satisfied
  Quite satisfied
  Very satisfied



Base: Total Sample: 2007: 500, 2008: 500

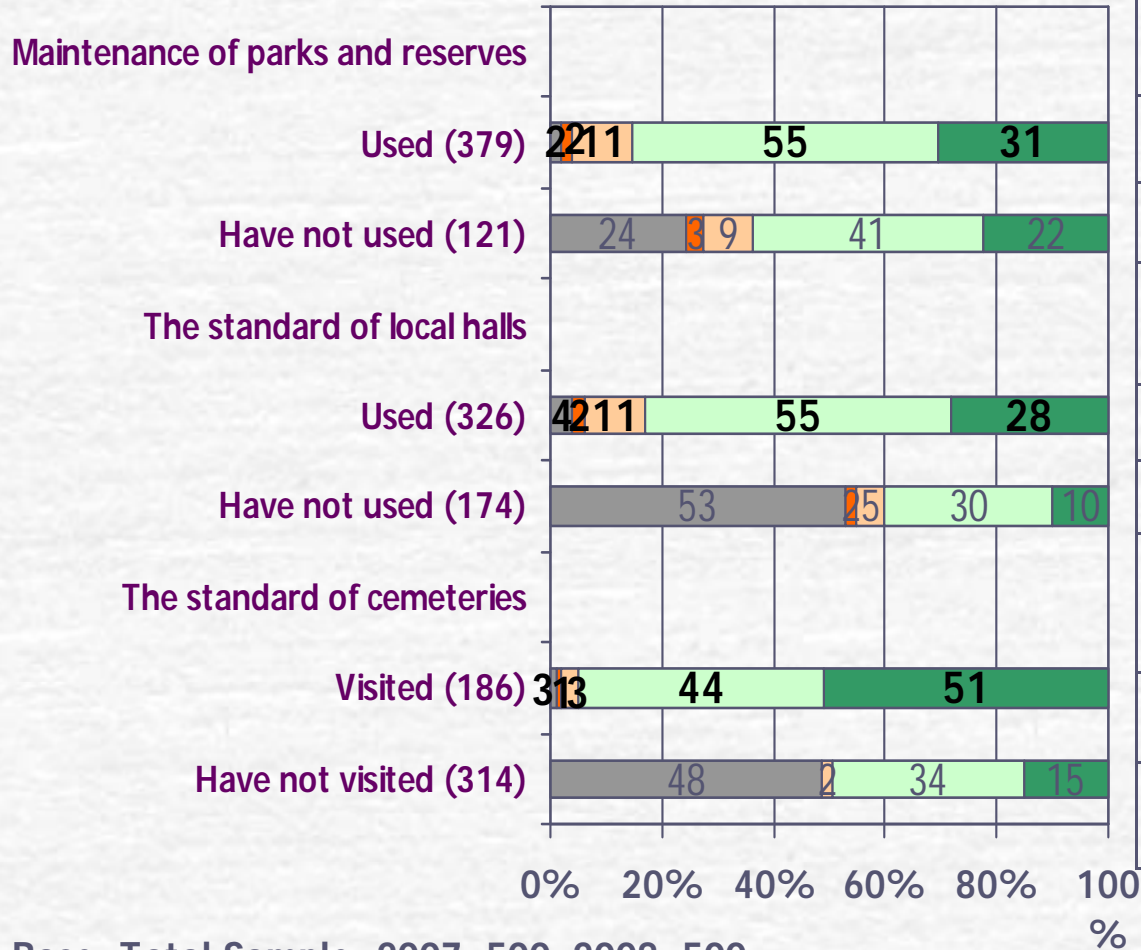
# Satisfaction with Parks and Reserves, Local Halls and Cemeteries

Base: Total Sample: 500 % Satisfied	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
		180 %	55* %	90* %	65* %	60* %	50* %
Maintenance of parks and reserves	2008	82	84	85	↓ 74	88	↓ 62
	2007	88	86	87	79	80	54
The standard of local halls	2008	54	73	66	74	↑ 85	↑ 90
	2007	60	73	71	84	58	66
The standard of cemeteries	2008	↓ 56	↓ 58	72	78	85	↓ 62
	2007	71	65	86	77	83	80

\*Small base size

# Satisfaction with Parks and Reserves, Local Halls and Cemeteries

Don't know/ NA
  Not at all satisfied
  Not very satisfied
  Quite satisfied
  Very satisfied

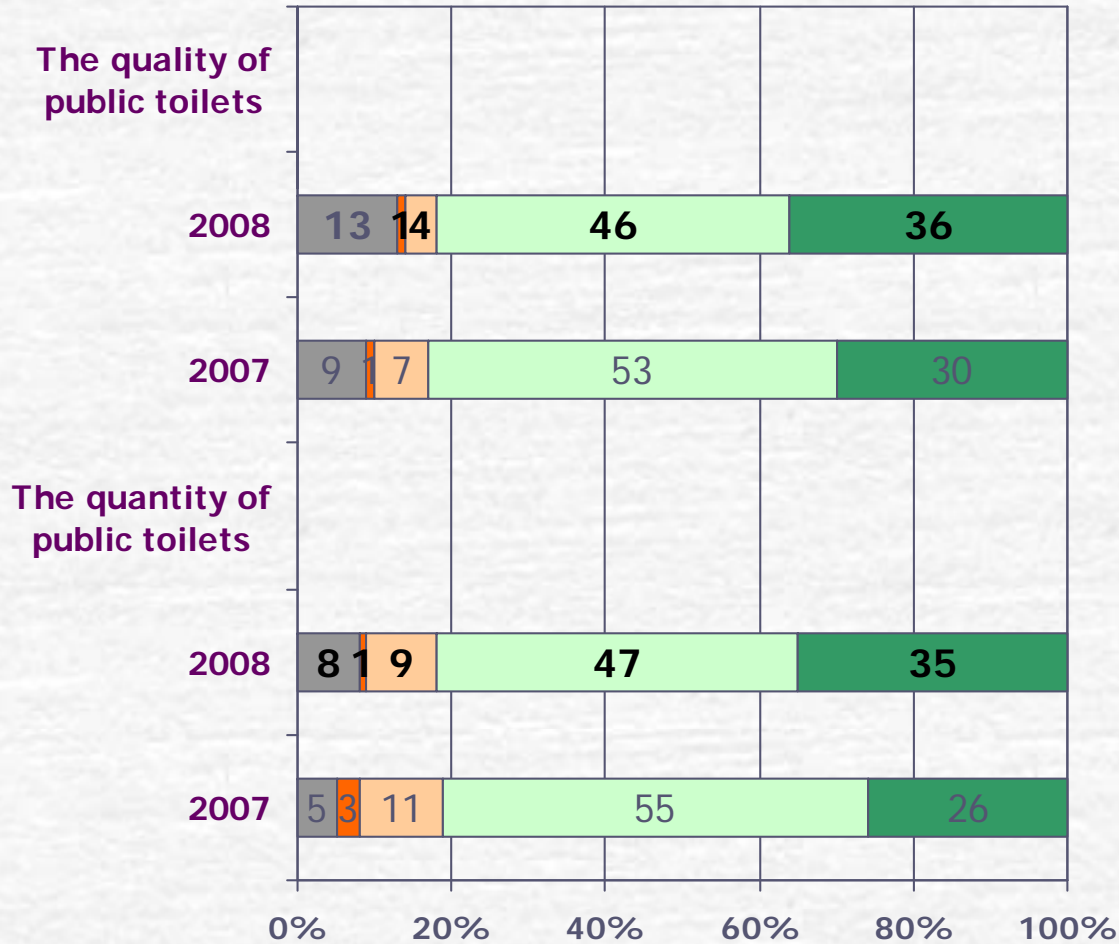


	% Dissatisfied	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
Maintenance of parks and reserves - Used (379)	13	86	3.17
Maintenance of parks and reserves - Have not used (121)	12	63	3.09
The standard of local halls - Used (326)	13	83	3.14
The standard of local halls - Have not used (174)	7	40	3.05
The standard of cemeteries - Visited (186)	4	95	3.47
The standard of cemeteries - Have not visited (314)	2	49	3.25

Base: Total Sample: 2007: 500, 2008: 500

# Satisfaction with Public Toilets

Don't know/ NA
  Not at all satisfied
  Not very satisfied
  Quite satisfied
  Very satisfied



% Dissatisfied	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
5	82	3.34
8	83	3.23
10	82	3.25
14	81	3.10

Base: Total Sample: 2007: 500, 2008: 500

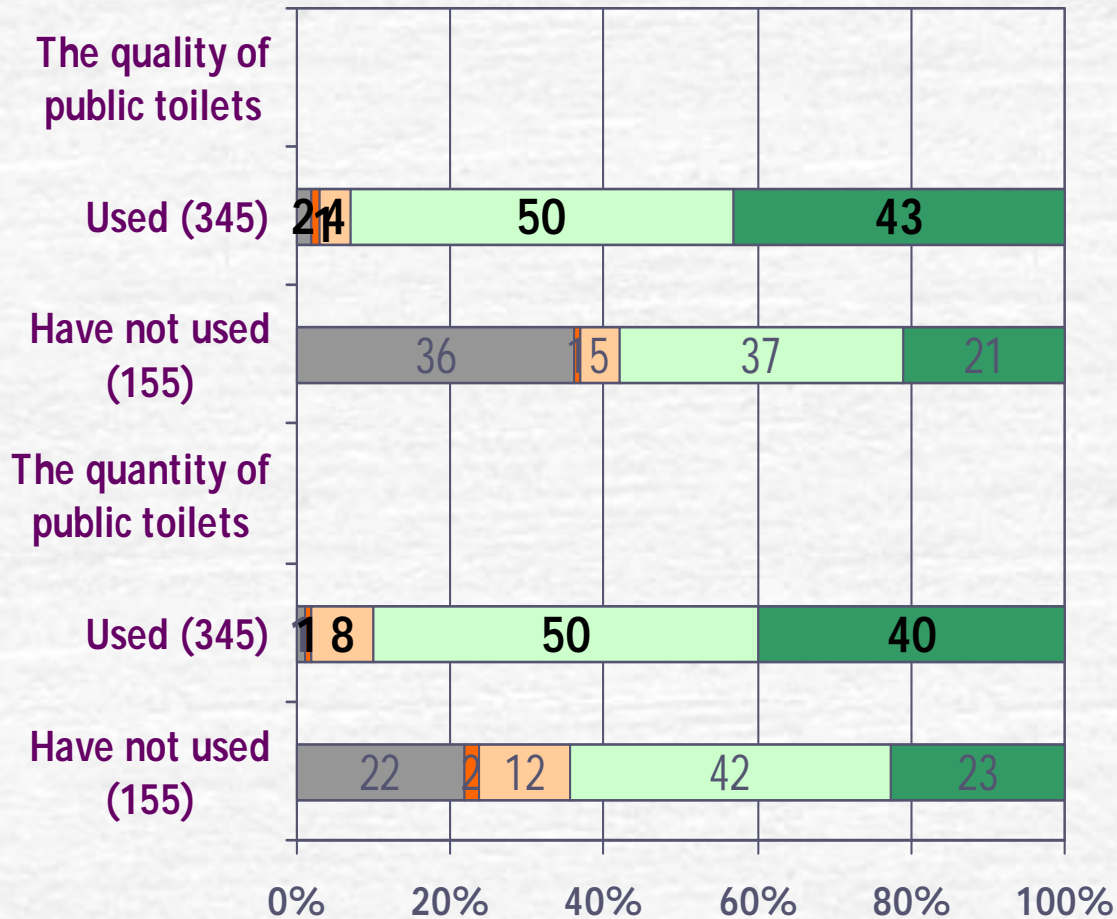
## Satisfaction with Public Toilets

Base: Total Sample: 500 % Satisfied	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
		180 %	55* %	90* %	65* %	60* %	50* %
The quality of public toilets available	2008	↓ 69	90	93	91	92	↓ 80
	2007	75	78	92	86	93	84
The quantity of public toilets available	2008	↓ 74	↓ 80	90	90	92	↓ 76
	2007	75	74	85	91	93	74

\*Small base size

# Satisfaction with Public Toilets

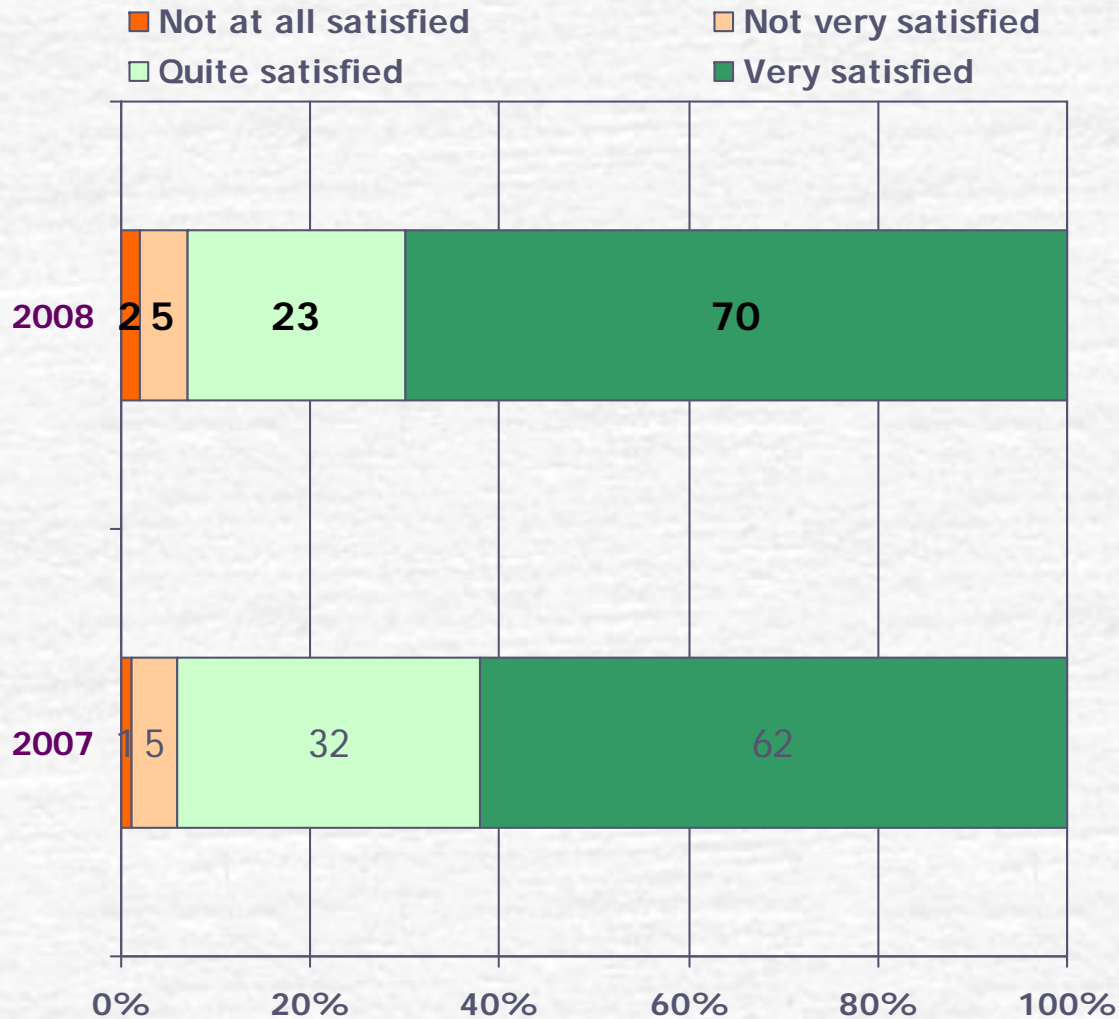
Don't know/ NA
  Not at all satisfied
  Not very satisfied
  Quite satisfied
  Very satisfied



% Dissatisfied	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
5	93	3.37
6	58	3.21
9	90	3.30
14	65	3.09

Base: Refer ( )

# Satisfaction with Waste Management



% Dissatisfied	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
7	93	3.60
6	94	3.55

Base: Those that have household waste collected by the Council:  
2007: 261, 2008: 250

## Satisfaction with Waste Management

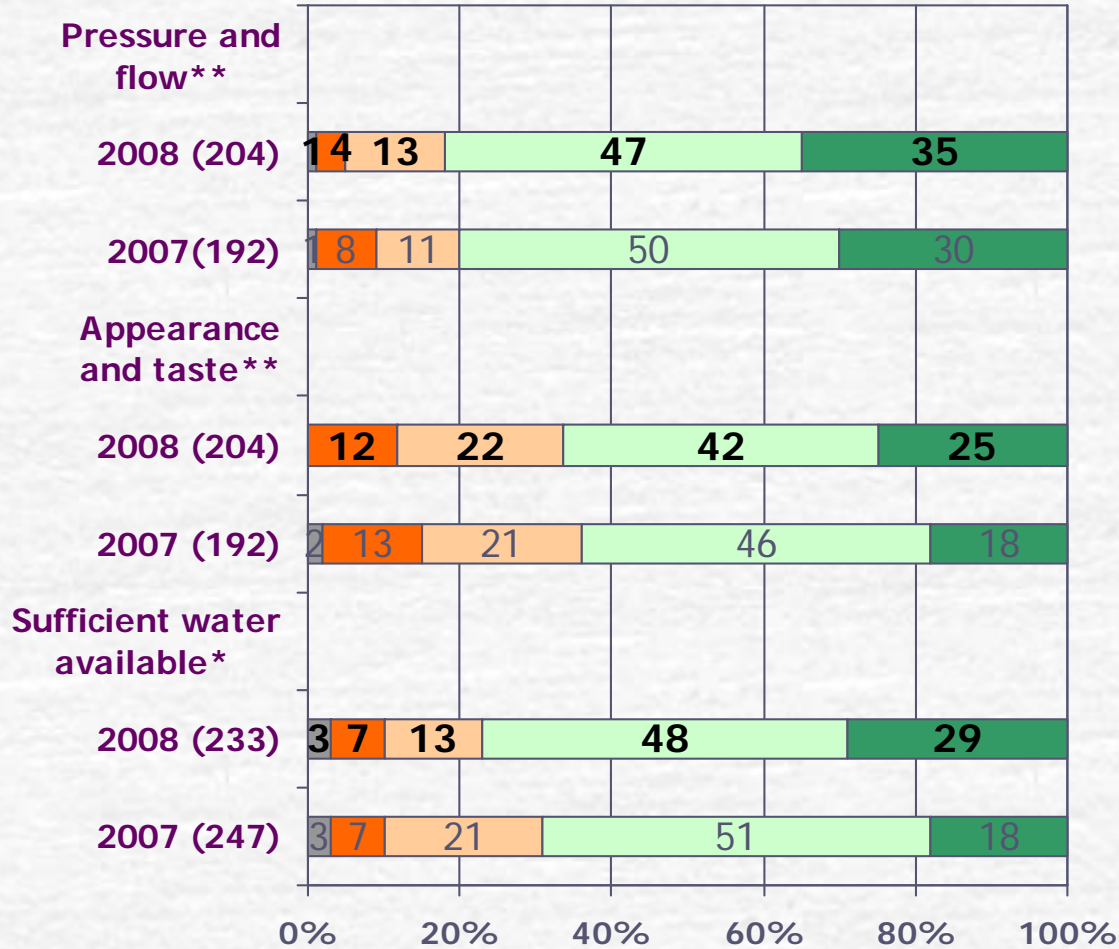
Base: Those that have household waste collected by the Council: 2008: 250, 2007: 261	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	2008	106 %	28* %	41* %	20* %	17* %	38* %
% Satisfied with the household waste collection service provided		97	96	↓ 85	90	100	↓ 82
	2007	108	30*	39*	28*	22*	34*
		93	100	95	99	91	91

\*Small base size



# Satisfaction with Water Services

Don't know/ NA
  Not at all satisfied
  Not very satisfied
  Quite satisfied
  Very satisfied



	% Dissatisfied	% Satisfied	Mean Score (4 = very satisfied, 1 = not at all satisfied)
Pressure and flow**	17	82	3.13
Appearance and taste**	34	67	2.78
Sufficient water available*	20	77	3.01
	19	80	3.03
	34	64	2.71
	28	69	2.83

Base: \*town water supply, \*\*rural water supply: refer ( )

## Satisfaction with Water Services: Those on Town Water

Base: Those on town supply: 2008: 204, 2007: 192 % Satisfied	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	2008	80* %	9* %	31* %	21* %	23* %	40* %
With its appearance and taste		↓ 69	100	↓ 67	86	↓ 61	↓ 46
With the pressure and flow		82	88	87	81	↓ 43	95
	2007	64*	10*	32*	27*	20*	39*
With its appearance and taste		73	70	81	59	40	51
With the pressure and flow		78	70	97	75	45	93

\*Small base size

## Satisfaction with Water Services: Those on Town Water

Base: Those on town supply: 2008: 204, 2007: 192	Year 2008	Town 169 %	Rural 35* %
% Satisfied			
With its appearance and taste		↑ 68	57
With the pressure and flow		↑ 84	72
	2007	164	28*
With its appearance and taste		67	50
With the pressure and flow		83	60

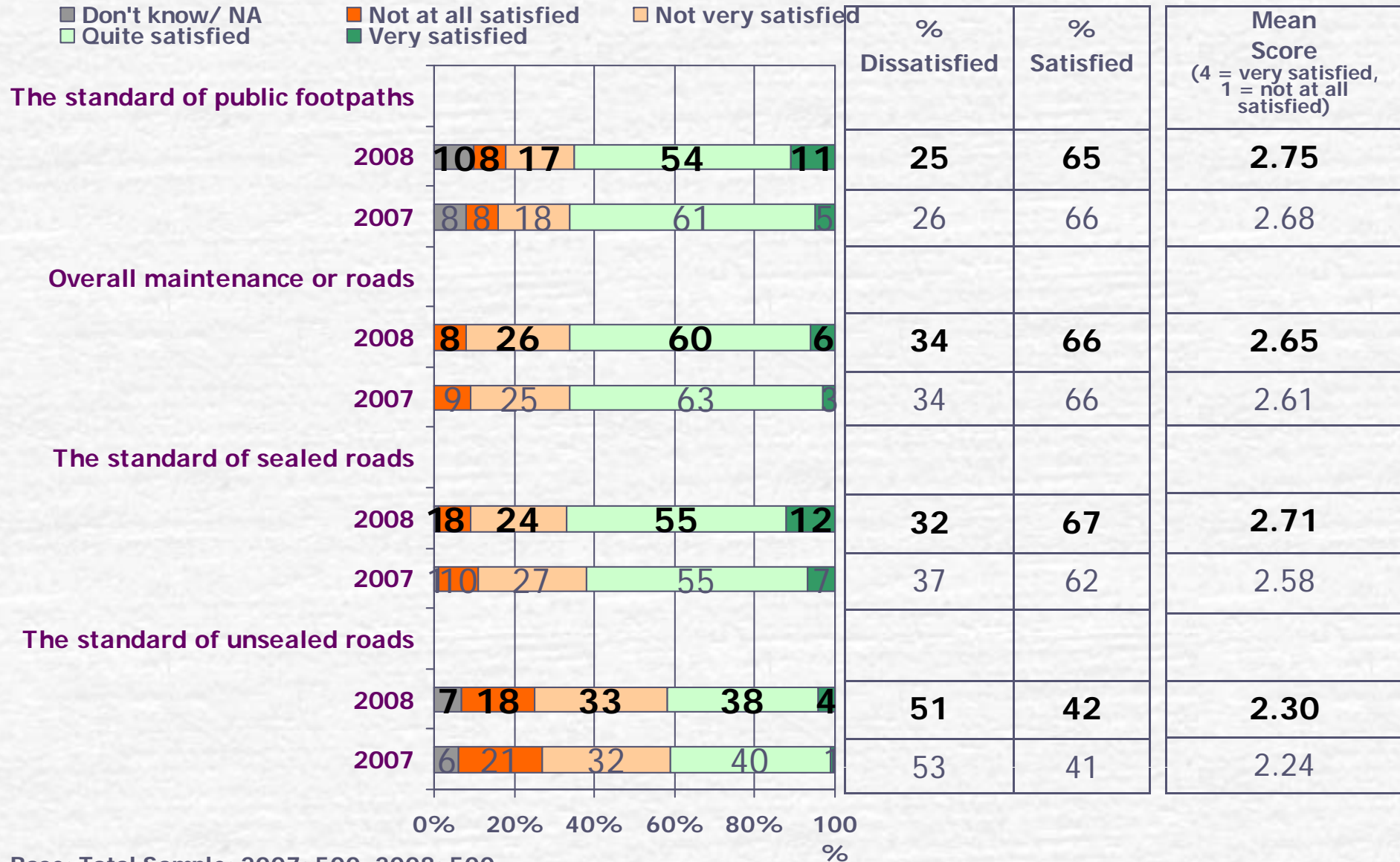
\*Small base size

## Satisfaction with Water Services: Those on Rural Water Supply

Base: Those on Rural Water Supply: 2008: 233, 2007: 247	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	2008	91* %	44* %	31* %	34* %	28* %	5* %
% Satisfied there is a sufficient amount of water available on water scheme		80	75	87	↓ 62	72	100
	2007	97*	42*	37*	30*	37*	4*
		61	72	84	74	62	100

\*Small base size

# Satisfaction with Roads and Footpaths



# Satisfaction with Roads and Footpaths

Base: Total Sample: 500 % Satisfied	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
		<b>180</b> %	<b>55*</b> %	<b>90*</b> %	<b>65*</b> %	<b>60*</b> %	<b>50*</b> %
The standard of sealed roads in the district	<b>2008</b>	<b>71</b>	<b>78</b>	<b>↓ 56</b>	<b>↓ 52</b>	<b>70</b>	<b>72</b>
	2007	64	54	67	54	63	58
The standard of unsealed roads in the district	<b>2008</b>	<b>34</b>	<b>56</b>	<b>51</b>	<b>28</b>	<b>47</b>	<b>56</b>
	2007	34	36	51	40	41	62
Overall maintenance of the roads	<b>2008</b>	<b>62</b>	<b>↑ 83</b>	<b>65</b>	<b>57</b>	<b>70</b>	<b>70</b>
	2007	64	60	72	65	67	68
The standards of public footpaths	<b>2008</b>	<b>↓ 65</b>	<b>↓ 62</b>	<b>70</b>	<b>↓ 57</b>	<b>75</b>	<b>↓ 60</b>
	2007	64	74	76	59	72	52

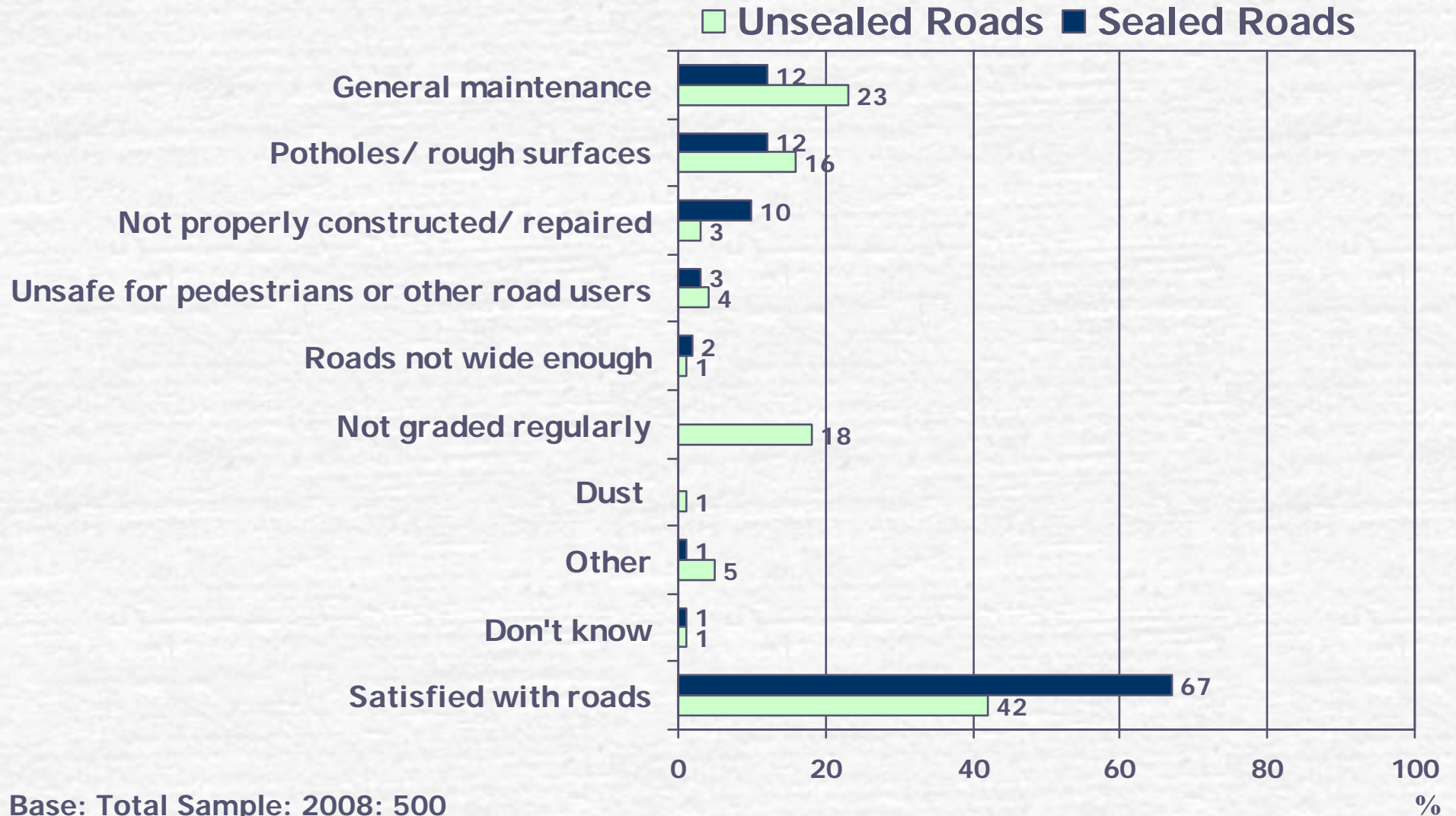
\*Small base size

# Satisfaction with Roads and Footpaths

Base: Total Sample: 500  % Satisfied	Year	Town	Rural
	2008 2007	206 204 %	294 296 %
The standard of sealed roads in the district	<b>2008</b>	<b>69</b>	<b>66</b>
	2007	65	59
The standard of unsealed roads in the district	<b>2008</b>	<b>↑ 51</b>	<b>36</b>
	2007	49	36
Overall maintenance of the roads	<b>2008</b>	<b>↑ 72</b>	<b>61</b>
	2007	68	64
The standards of public footpaths	<b>2008</b>	<b>↓ 58</b>	<b>70</b>
	2007	57	73

\*Small base size

# Reasons for Dissatisfaction with the Roads in the Hurunui District



Base: Total Sample: 2008: 500

Note: New Question in 2008



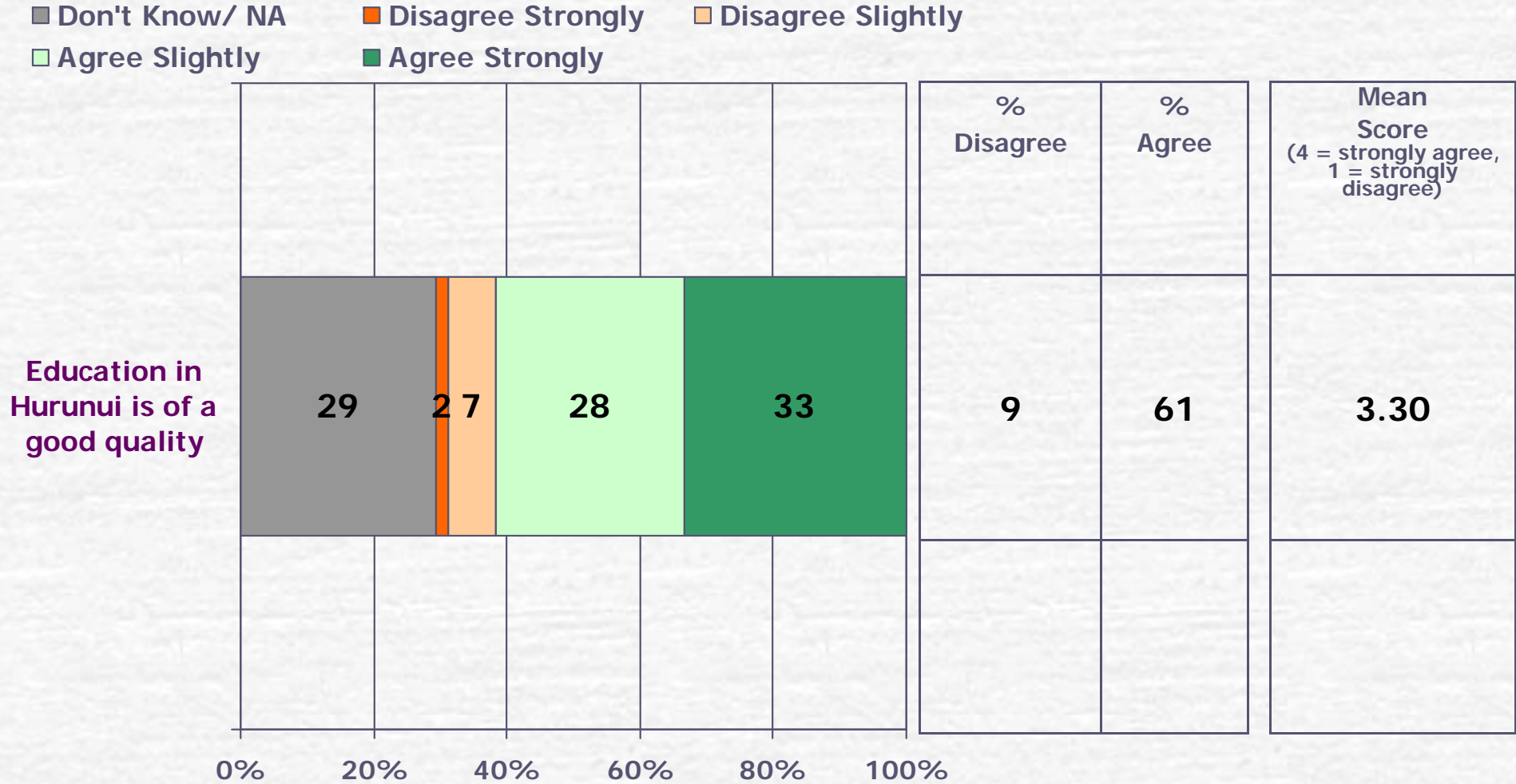
## Reasons for Dissatisfaction with the Roads in the Hurunui District

Base: Total Sample: 500 % Dissatisfied	Year	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
		180 %	55* %	90* %	65* %	60* %	50* %
General Maintenance	Sealed	8	7	19	18	8	12
	Unsealed	21	18	16	↑ 37	↑ 33	18
Potholes/ rough surfaces	Sealed	11	4	18	20	13	4
	Unsealed	26	11	13	17	12	-
Not properly constructed or repaired	Sealed	8	13	11	15	7	10
	Unsealed	1	-	4	8	-	4
Not graded regularly	Sealed	-	-	-	-	-	-
	Unsealed	23	22	14	17	20	-

\*Small base size

Note: New Question in 2008

# Agreement Education is of a Good Quality



Base: Total Sample: 2008: 500

Note: New Question in 2008

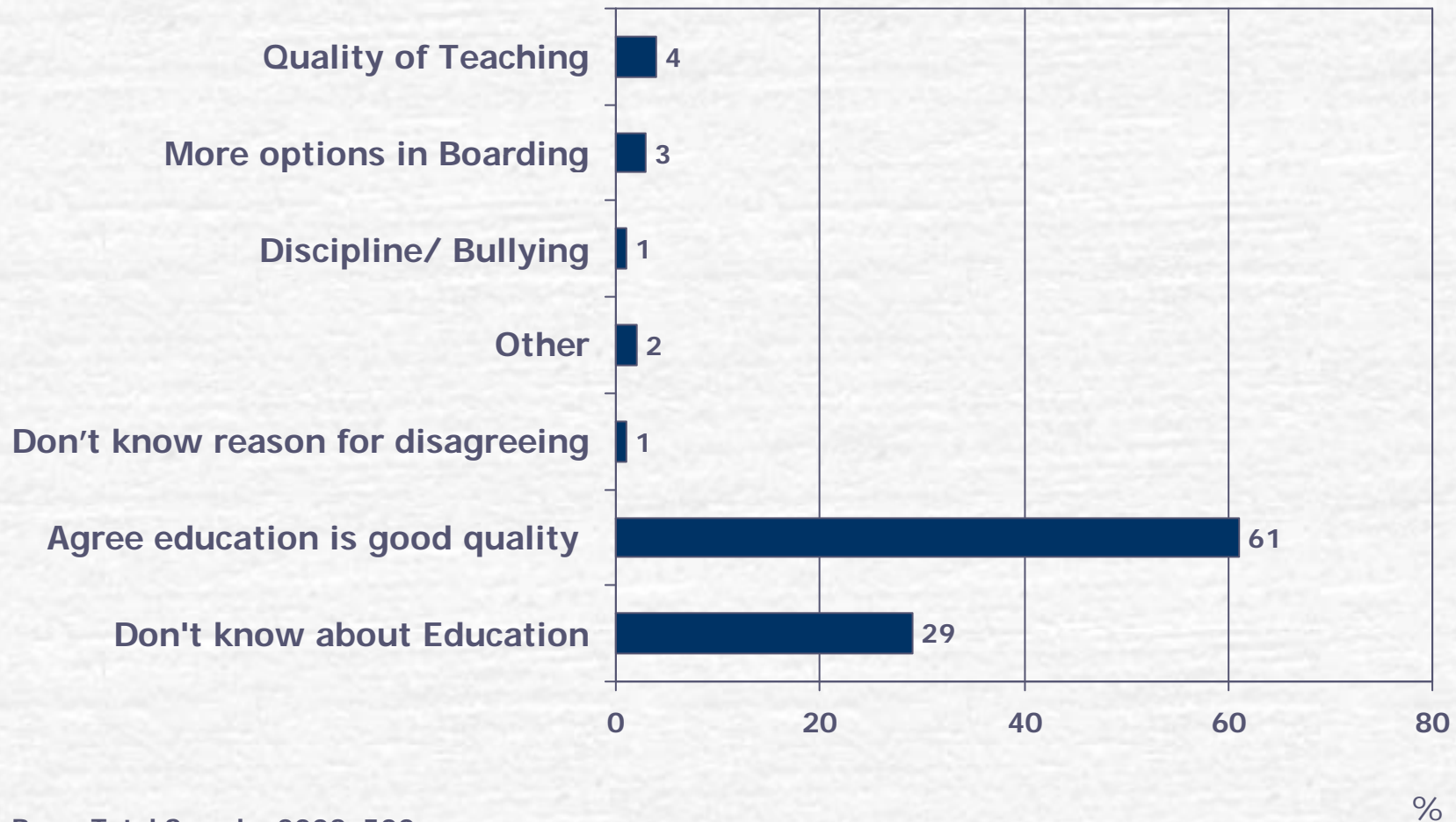
# Agreement Education is of a Good Quality

Base: Total Sample: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	180 %	55* %	90* %	65* %	60* %	50* %
% Agree that education in Hurunui is of a good quality	↓ 56	73	76	↓ 49	58	↓ 56

\*Small base size

Note: New Question in 2008

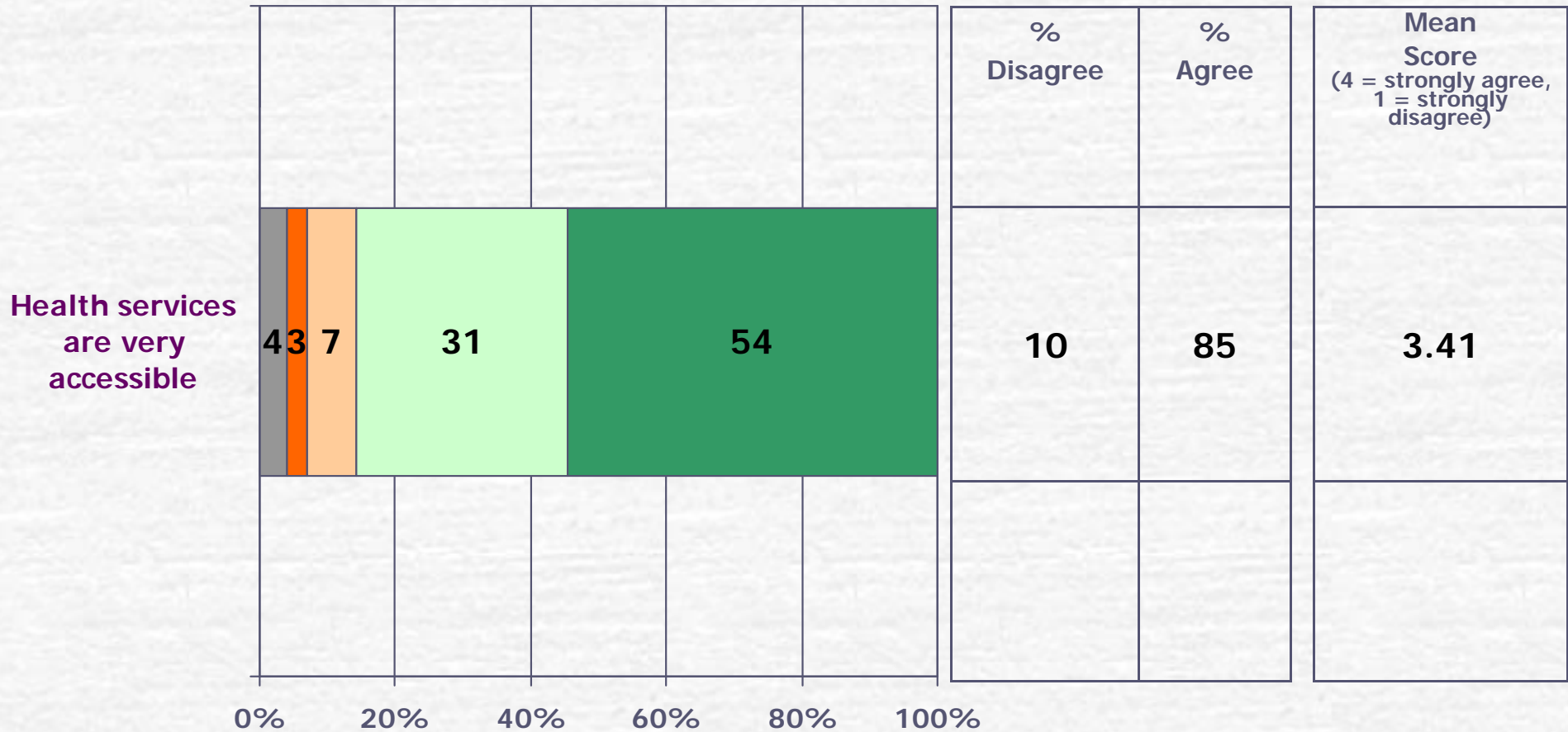
# Reasons for Disagreeing that Education is of Good Quality



Note: New Question in 2008

# Agreement Health Services are Very Accessible

Don't Know/ NA
  Disagree Strongly
  Disagree Slightly
  Agree Slightly
  Agree Strongly



Base: Total Sample: 2008: 500

Note: New Question in 2008

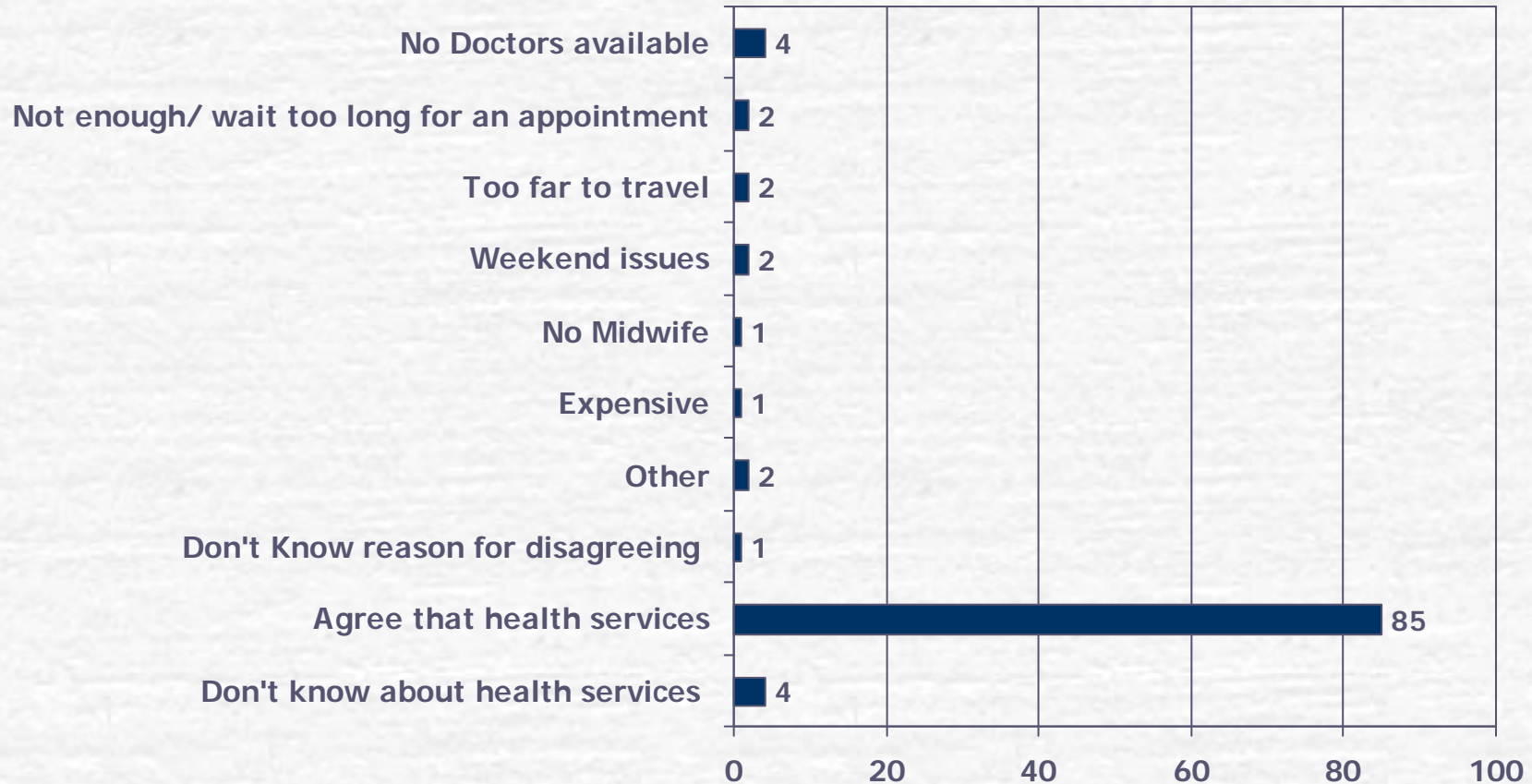
# Agreement Health Services are Very Accessible

Base: Total Sample: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
	180 %	55* %	90* %	65* %	60* %	50* %
% Agree that health services are very accessible	83	86	91	86	85	82

\*Small base size

Note: New Question in 2008

# Reasons for Disagreeing that Health Services are Very Accessible

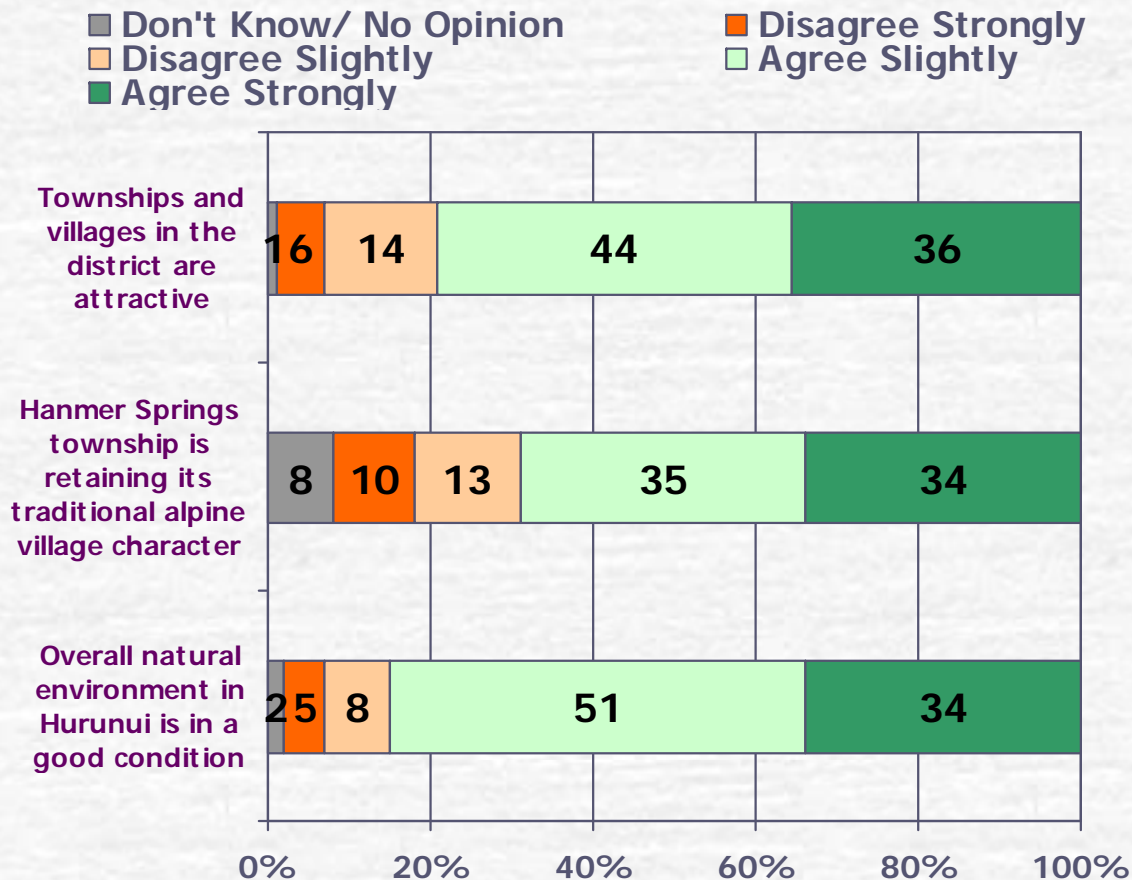


Base: Total Sample: 2008: 500

%

Note: New Question in 2008

# Attitudes Towards the Environment in Hurunui District



Base: Total Sample: 2008: 500

% Disagree	% Agree	Mean Score (4 = agree strongly, 1 = disagree strongly)
20	80	3.11
23	69	3.00
13	85	3.17

Note: New Question in 2008



# Attitudes Towards the Environment in Hurunui District

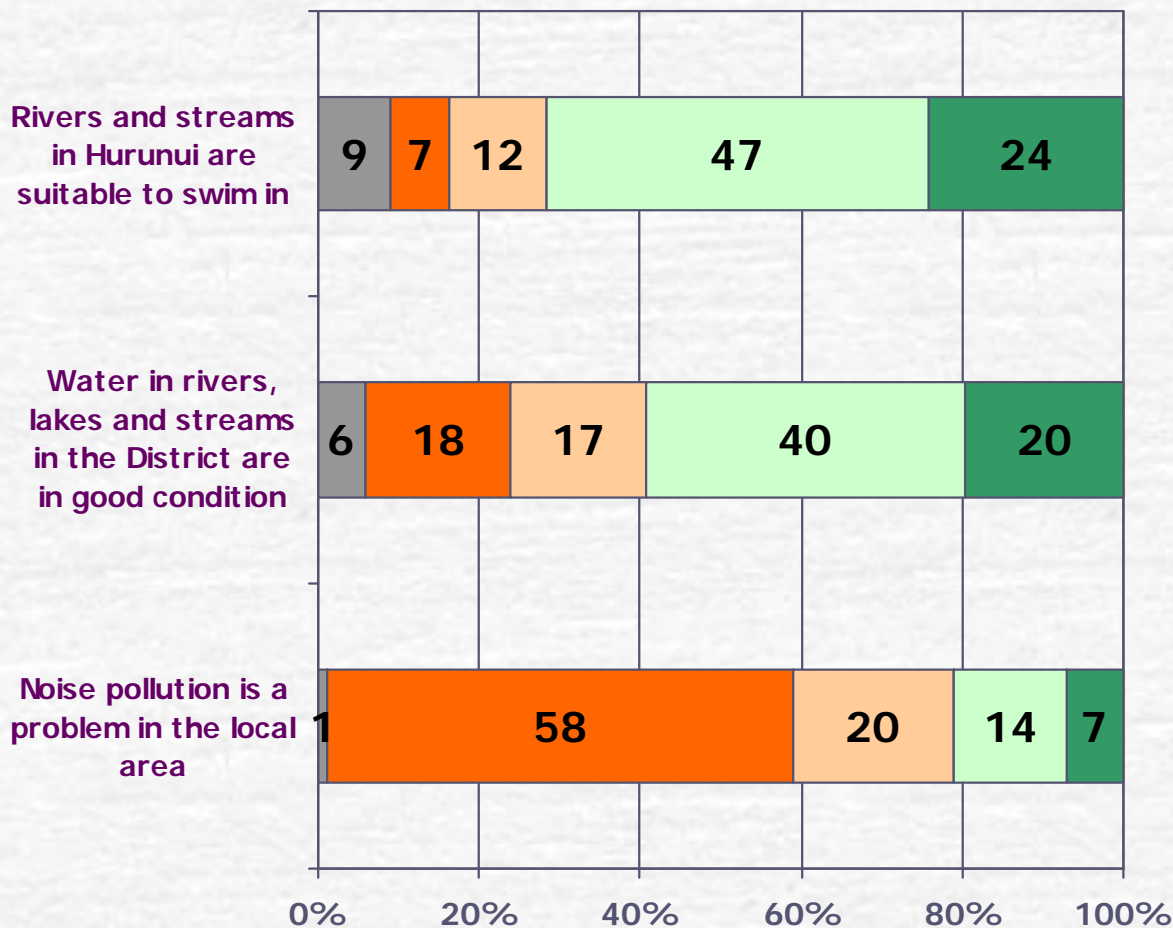
Base: Total Sample: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
% Agree	180 %	55* %	90* %	65* %	60* %	50* %
The townships and villages in the district are attractive	76	87	81	70	↑ 97	74
The Hanmer Springs township is retaining its traditional Alpine Village character	69	71	69	73	65	60
The water in rivers, lakes and streams in the District are in good condition	↓ 52	66	65	65	↓ 45	76

\*Small base size

Note: New Question in 2008

# Attitudes Towards the Environment in Hurunui District

Don't Know/ No Opinion
  Disagree Strongly
  Disagree Slightly
  Agree Slightly
  Agree Strongly



% Disagree	% Agree	Mean Score (4 = agree strongly, 1 = disagree strongly)
19	71	2.97
35	60	2.65
78	21	1.70

Base: Total Sample: 2008: 500

Note: New Question in 2008

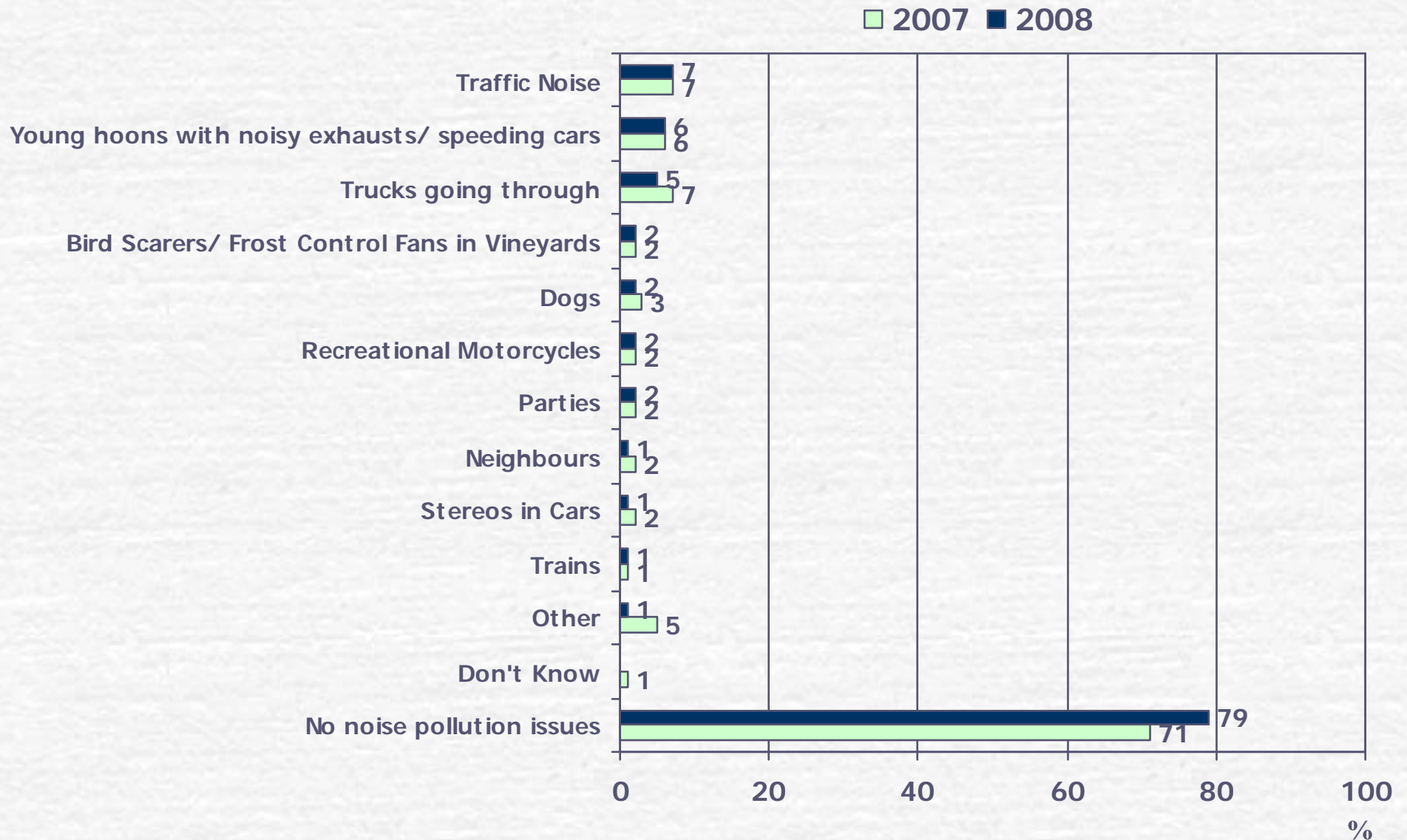
# Attitudes Towards the Environment in Hurunui District

Base: Total Sample: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
% Agree	180 %	55* %	90* %	65* %	60* %	50* %
The rivers and streams in Hurunui are suitable to swim in	↓ 60	76	76	80	↓ 74	88
The overall natural environment in the Hurunui District is in good condition	84	87	82	92	85	86
There is a problem with noise pollution in your local area	↑ 26	7	↓ 22	17	16	↑ 28

\*Small base size

Note: New Question in 2008

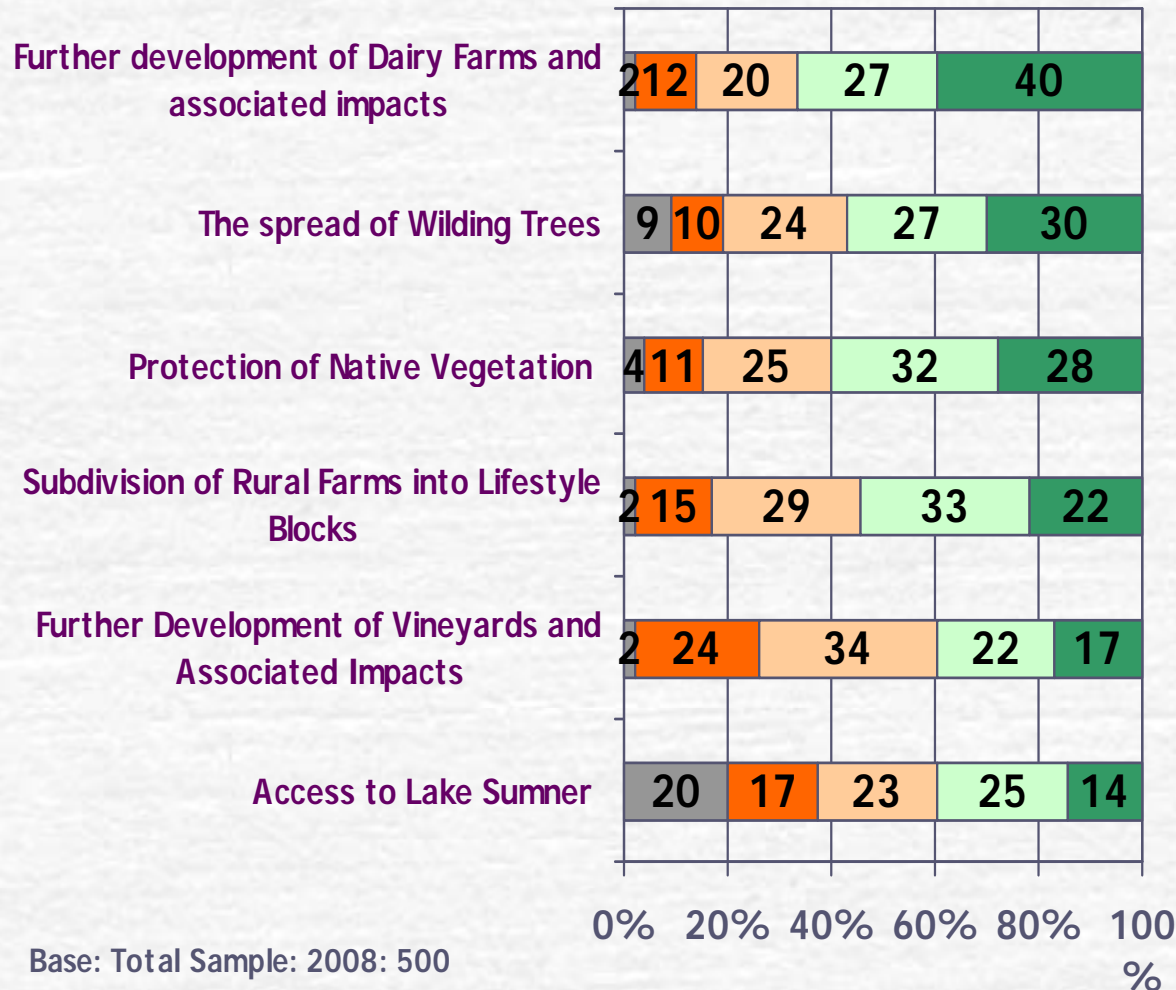
# Causes of Noise Pollution



Base: Total Sample: 2007: 500, 2008: 500

# Environmental Issues in Hurunui

- Don't Know/ Not Applicable
- Not an issue at all
- Not much of an issue
- Quite an issue
- Very much an issue



% Not an issue	% An issue	Mean Score (4 = very much an issue, 1 = not an issue at all)
32	67	2.97
34	57	2.85
36	60	2.80
44	55	2.64
58	39	2.33
40	39	2.46

Base: Total Sample: 2008: 500

Note: New Question in 2008

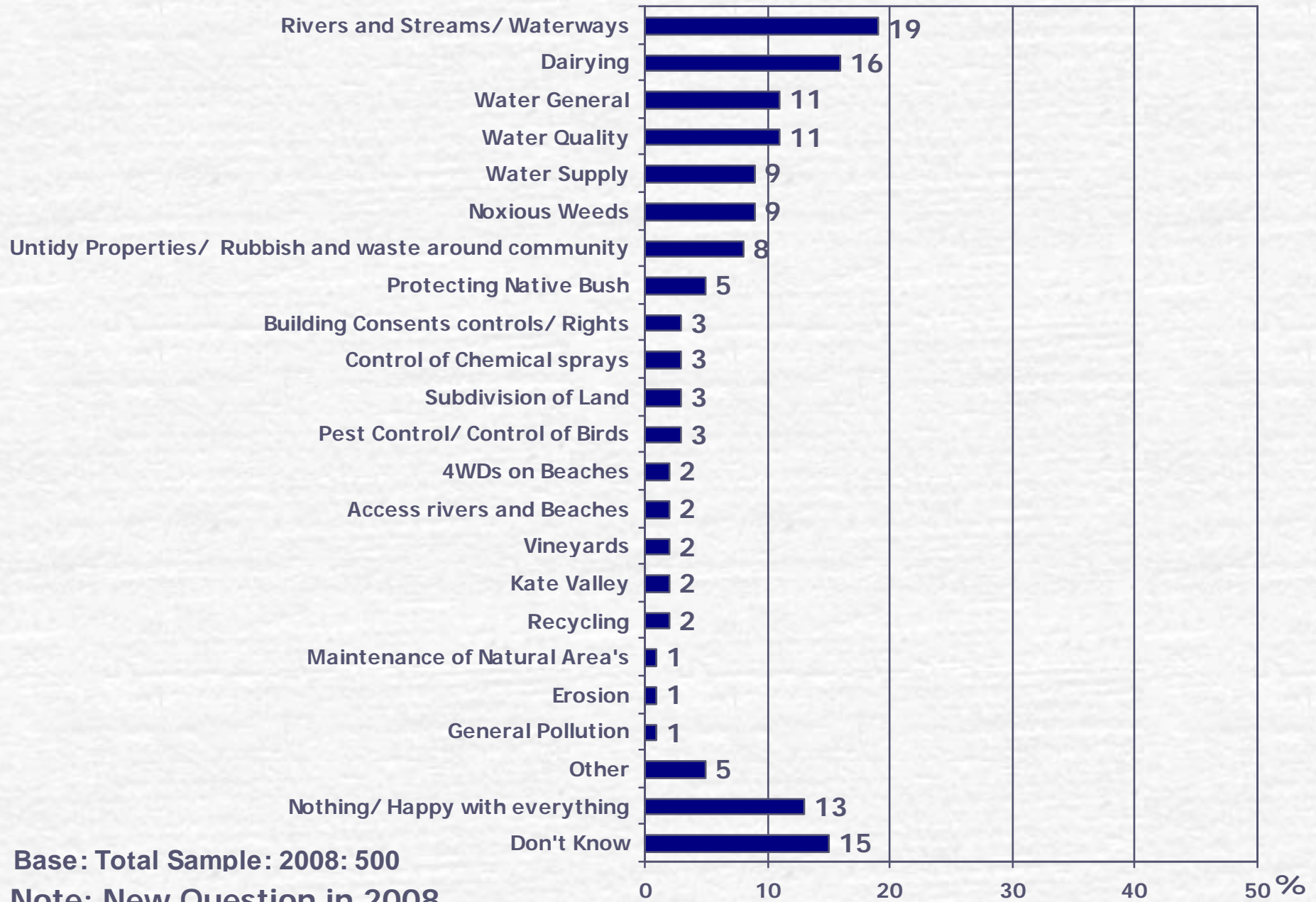
# Environmental Issues in Hurunui

Base: Total Sample: 500	Amberley	Glenmark	Amuri	Hurunui	Cheviot	Hanmer Springs
% An Issue	180 %	55* %	90* %	65* %	60* %	50* %
Further development of dairy farms and associated impacts	67	↓51	72	61	78	68
The spread of Wilding Trees	↓ 51	↓ 51	60	64	62	68
Protection of Native vegetation	64	53	55	↓ 45	69	74
Subdivision of rural farms into lifestyle blocks	59	55	42	63	73	32
Further development of vineyards and associated impacts	↑ 41	↑ 44	30	↑ 45	↑ 52	26
Access to Lake Sumner	41	32	39	49	35	36

\*Small base size

Note: New Question in 2008

# Issues to be Investigated Further or Managed Better



Base: Total Sample: 2008: 500

Note: New Question in 2008



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