

**TIMARU DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
JULY 2008**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

TIMARU DISTRICT COUNCIL

JULY 2008



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NB: Please note the following explanations for this report:

Figures that are comparably lower than percentages for other respondent types.

Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made. For small bases, the estimates of results are not statistically reliable due to the high margins of error.

A. SITUATION AND OBJECTIVES

The mission statement for Timaru District Council reads ...

"By better understanding the aspirations of the community the Timaru District Council will strive to enable the people of the District to achieve economic, social, cultural and physical well-being while enhancing the natural and physical environment."

Council engages a variety of approaches to seek public opinion and to communicate programmes and decisions to people resident in the area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in 2005 and again in 2008.

In 2008, Communitrak™ also sought to obtain the views of Timaru District residents on the specific issues relating to the District's quality of life.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 401 residents of the Timaru District.

The survey was framed on the basis of the Wards as the elected representatives are associated with a particular Ward.

Interviews were spread as follows:

Timaru	280
Temuka-Pleasant Point	81
Geraldine	40
	<hr style="width: 100%;"/>
Total	401
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Interview Type

All interviewing was conducted by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

Sample Selection

The relevant white pages of the telephone directory were used as the sample source, with every xth number being selected.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to Ward. Sample sizes for each Ward were predetermined to ensure a sufficient number of respondents within each Ward, so that analysis could be conducted on a Ward-by-Ward basis.

A target of interviewing approximately 80 residents aged 18 to 39 years old, was also set.

Households were screened to ensure they fell within the Timaru District Council's geographical boundaries.

Respondent Selection

Respondent selection within the household was also randomised with the eligible person being the man/ woman, normally resident, aged 18 years or over who had the next birthday.

Call Backs

Three call backs, ie, four calls in all, were made to a residence before the number was replaced in the sample. Call backs were made on a different day or, in the case of a weekend, during a different time period, ie, at least four hours later.

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by Statistics New Zealand's 2006 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Timaru District. Bases for subsamples are shown in the Appendix.

Where we specify a "base" we are referring to the actual number of respondents interviewed.

Survey Dates

All interviews were conducted from 11 July to 20 July 2008.

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all New Zealand as a whole and with similarly constituted Local Authorities.

The Communitrak™ service will provide:

- comparisons with a national sample of 1,006 interviews conducted in January 2007,
- comparisons with provincial, urban and rural norms, whichever is applicable.

The survey methodology for the comparison data is similar in every respect to that used for your Council's Communitrak™ reading.

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group, and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2006 Census data.

It is important to bear in mind that this is a 'yardstick' only to provide an indication of typical resident perceptions. The performance criteria established by Council for themselves are of particular relevance, and thus are the emphasis of the survey.

Margin Of Error

The survey is a scientifically prepared service, based on a random probability sample. The maximum likely error limits occur when the sample is split 50/50 on an issue, but often the split is less, and an 80/20 split is shown below, as a comparison. Margins of error, at the 95 percent level of confidence, for different sample sizes are:

	<u>50/50</u>	<u>80/20</u>
n = 500	±4.4%	±3.5%
n = 400	±4.9%	±3.9%
n = 300	±5.7%	±4.5%
n = 200	±6.9%	±5.5%

The margin of error figures above refer to the accuracy of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. The results in 95 of these samples are most likely to fall close to those obtained in the original survey, but may, with decreasing likelihood, vary by up to plus or minus 4.9%, for a sample of 400.

Significant Difference

Significant differences, at the 95 percent level of confidence, for different sample sizes are:

	<u>Midpoint is 50%</u>	<u>Midpoint is 80% or 20%</u>
n = 500	±6.2%	±4.9%
n = 400	±6.9%	±5.5%
n = 300	±8.0%	±6.4%
n = 200	±9.8%	±7.8%

The significant difference figures above refer to the boundary, above and below a result, whereby one may conclude that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 400 respondents, is plus or minus 6.9%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

* * * * *



C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of Timaru District Council residents and ratepayers to the services provided for them by their Council and their elected representatives.

The Timaru District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive towards its citizens.

Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities, and to Local Authorities on average throughout New Zealand.

a. Satisfaction With Council Services/Facilities

	2008		2005	
	Very/fairly satisfied %	Not very satisfied %	Very/fairly satisfied %	Not very satisfied %
Parks & recreation	96	3	88	9
District Libraries	91	2	91	2
Water supply	87	9	81	15
Kerbside rubbish & recycling collection services	87	10	40 94	49 4
Civil Defence	82	5	NA	NA
Sewerage system	82	6	72	12
Cemeteries	80	4	75	6
Stormwater drainage	78	11	68	19
Roads (excluding State Highways)	77	22	75	24
Art Gallery	73	2	76	2
The South Canterbury Museum	73	2	75	2
Public swimming pools	67	16	68	18
Economic development	66	20	70*	25*
Tourism promotion	65	22	70*	25*
Footpaths	64	34	59	38
Public toilets	59	21	56	28

NB: where figures don't add to 100%, the balance is a 'don't know' response

NA: Not asked in 2005

⁺ Recycling services

⁺⁺ Rubbish collection

*2005 reading relates to economic development and promotion of the District as a tourist destination.

The percent not very satisfied in Timaru District is higher /slightly higher than the Peer Group and/or National Averages for ...

	<u>Timaru</u>	<u>Peer Group</u>	<u>National Average</u>
• footpaths	34%	31%	24%
• tourism promotion	22%	13%	13%
• public swimming pools	16%	13%	11%

However, the comparison is favourable for Timaru District for ...

• roads	22%	27%	22%
• economic development	20%	+25%	+20%
• stormwater drainage	11%	19%	14%
• kerbside rubbish and recycling collection services	10%	++20%	++14%
• Civil Defence	5%	10%	15%
• the South Canterbury Museum	2%	*8%	*6%

* note that these figures are based on museums in general

† note that these figures are based on the averaged ratings of business promotion and job promotion as these were asked separately in the 2007 National Communitrak™ survey

†† note that these figures are based on the averaged ratings of rubbish collection and recycling as these were asked separately in the 2007 National Communitrak™ survey

For the following services/ facilities, Timaru District performs on a par with other similar Local Authorities and Local Authorities nationwide on average.

• public toilets	21%	19%	20%
• water supply	9%	13%	10%
• sewerage system	6%	10%	8%
• cemeteries	4%	6%	6%
• parks and recreation	3%	+4%	+4%
• Art Gallery	2%	5%	3%
• District libraries	2%	3%	2%

† note that these figures are based on ratings of parks and reserves

Frequency Of Household Use - Council Services And Facilities

	Usage In Last Year		
	Three times or more %	Once or twice %	Not at all %
Parks or reserves	75	18	7
District Library	68	15	17
Public toilet	46	23	31
District cemetery	33	31	36
Art Gallery	20	31	49
Public swimming pool	35	14	51
The South Canterbury Museum	16	29	55

Parks or reserves (93%) and

District libraries (83%)

... are the facilities or services surveyed which have been most frequently used by residents in the last year.

Value For Money

88% of residents are provided with a piped water supply by Council. Of these, 87% think the main township water supply is good value for money.

80% of residents are provided with a sewerage system by Council. Of these, 90% think the main township sewerage system is good value for money.

Information

Newspapers are the main source of information about Council for 84% of District residents (88% in 2005).

48% of residents see the information provided about Council as balanced, neither for nor against Council, while 15% see the information as a little one-sided in favour of Council. 2% of residents see the information provided about Council as a little one-sided against Council, with 31% saying it is sometimes in favour/sometimes against Council. These readings are similar to the 2005 results.

81% of Timaru District residents who are aware of information about what's going on in the District, have seen or read information Council publishes specifically for the community in the last 12 months, which is similar to the 2005 reading.

Of those who have seen or read information published by the Council in the last 12 months, the majority have seen/read information from 'The Noticeboard' (89%), 71% have read/seen information supplied with their rates demand and 63% have read/seen the newsletters delivered to residents' homes.

76% of residents feel there is enough/more than enough information supplied by Council (68% in 2005), while 22% of residents feel there is not enough/nowhere near enough information supplied (26% in 2005).

Local Issues

Place to Live

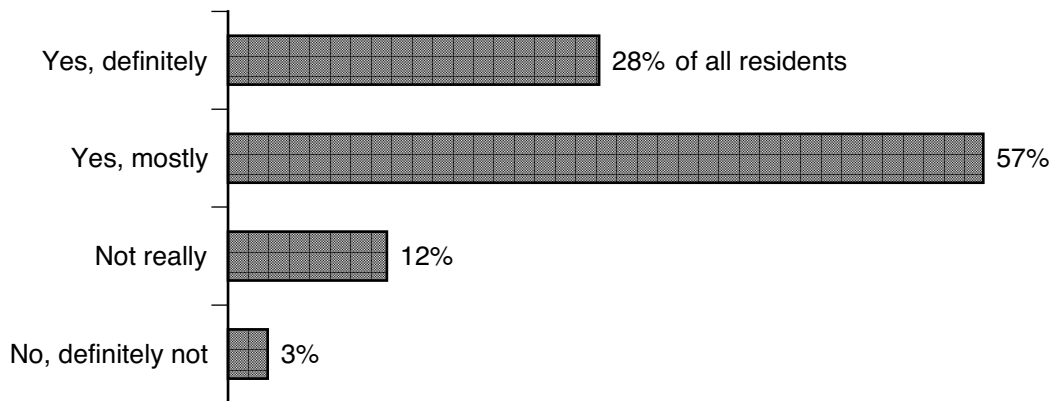
35% of residents think Timaru District is better, as a place to live, than it was three years ago, while 50% feel it is the same and 10% say it is worse. 5% are unable to comment.

As a Place to do Business

17% of residents think the District is better, as a place to do business, than it was three years ago, while 51% feel it is the same and 19% say it is worse. 13% are unable to comment.

Perception of Safety

Is Timaru District generally a safe place to live?

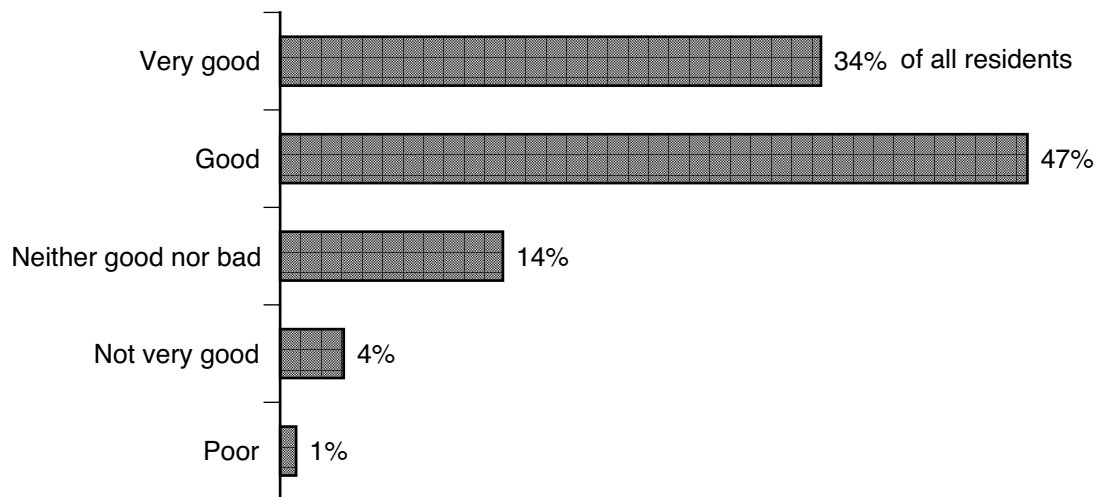


Quality of Life

Overall, 55% of residents feel the quality of life in Timaru District is very good, 38% say it is good, 6% think it is fair and 1% say it is poor.

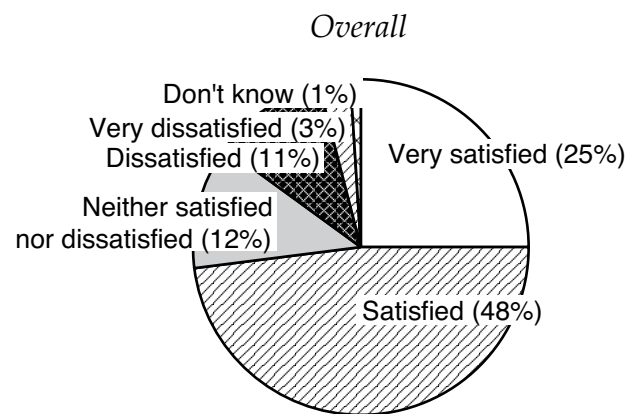
Community Spirit

Residents rate the community spirit of Timaru District as ...



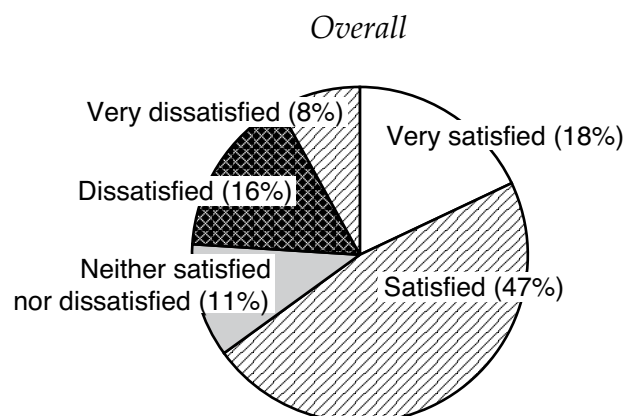
Electricity Services

Satisfaction with electricity services provided in the District.



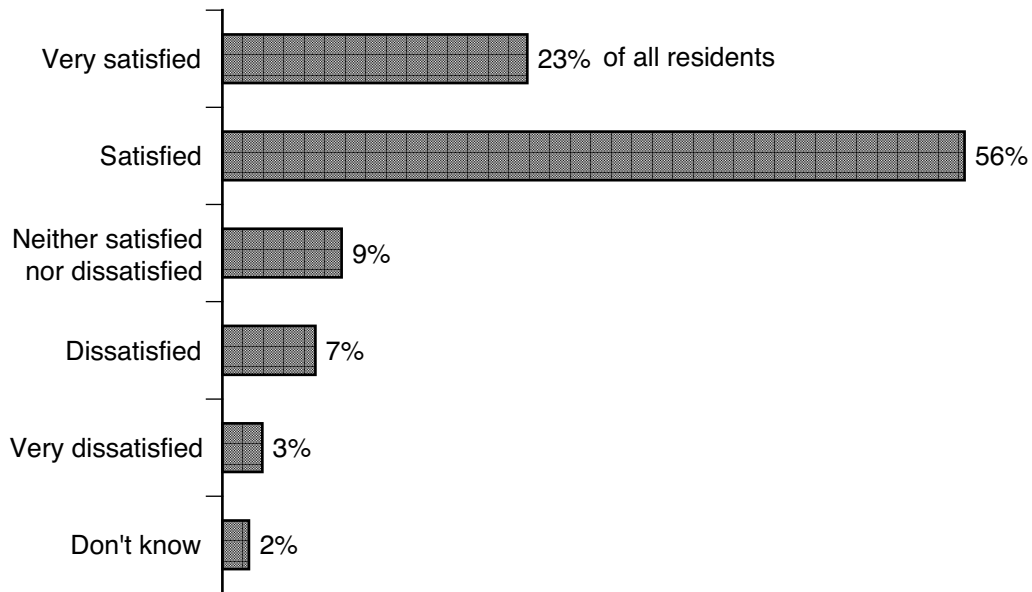
Telecommunication Services

Satisfaction with the telecommunication services provided (eg, phone, internet) in the District.

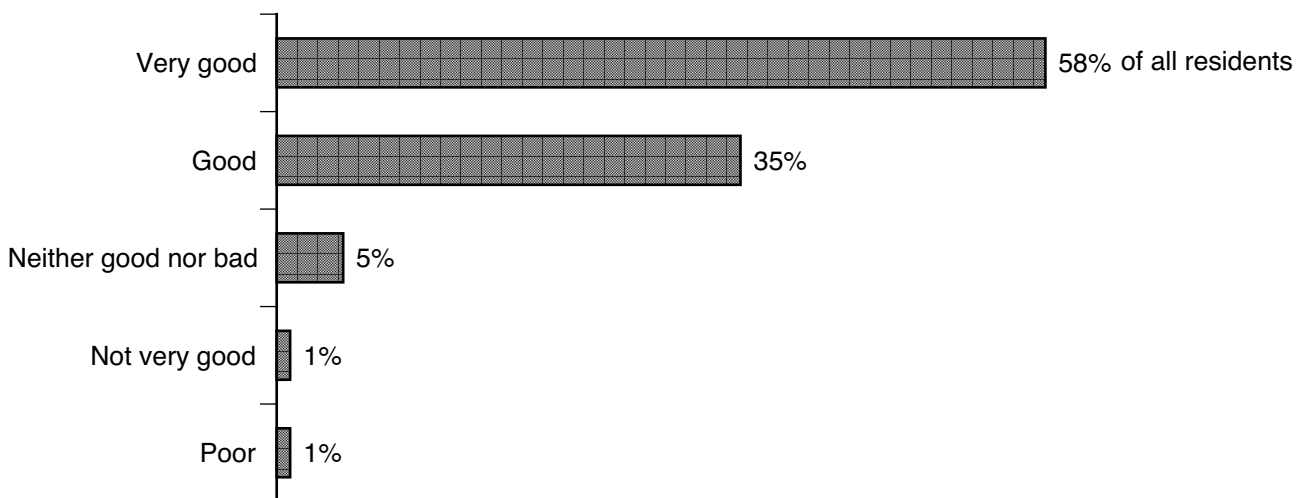


Natural Environment

Satisfaction that the natural environment in the Timaru District is being preserved and sustained for future generations ...

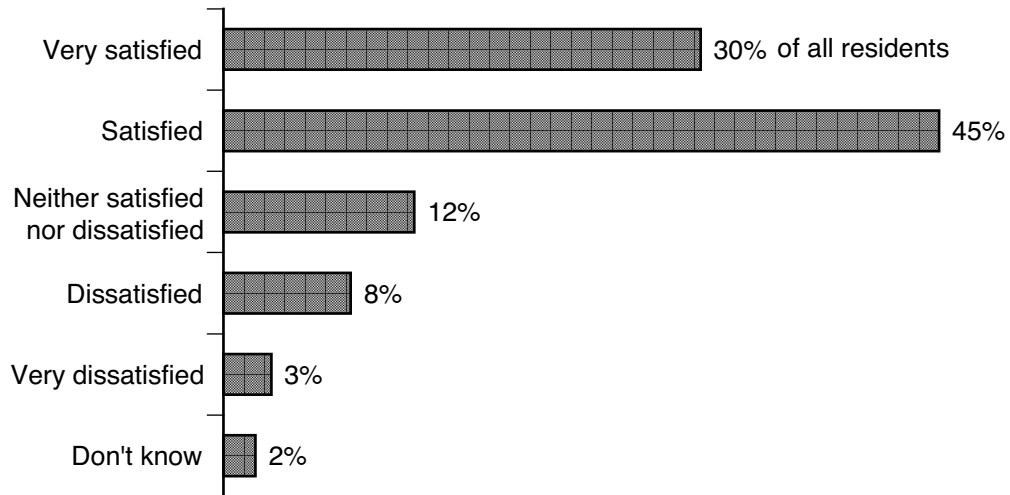


Residents rate the accessibility of the District's natural environment (ie, access to rivers, lakes, high country, coastlines) as ...



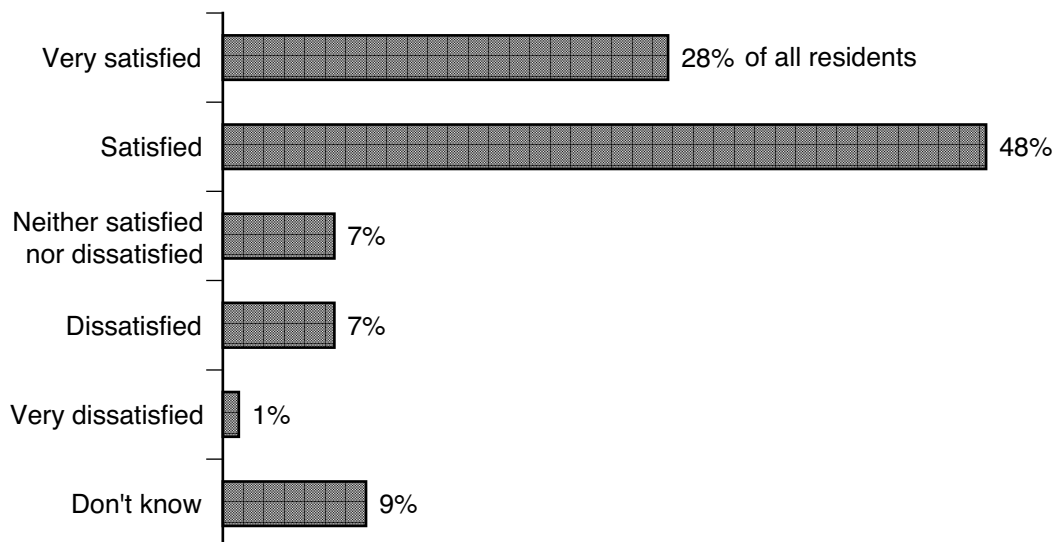
Health Services

Satisfaction with health services in the Timaru District.



Education Services

Satisfaction with education services in the Timaru District.



Biggest Issues

Residents were asked to think about the next ten years and say what they think are the top five issues for the whole Timaru District.

The main mentions* are ...

- standard of roads/bypass/Evans Street issue, mentioned by 26% of all residents
- maintaining economic development/business promotion, 22%
- health services/hospital, 19%
- community safety/crime prevention/
law and order/more Police, 18%
- gangs, 14%
- public transport/cost of fuel, 13%
- increasing tourism/promotion of District/attractions, 13%
- education, 13%
- Aquatic Centre/cost/location, 12%
- sewerage upgrade/treatment/maintenance, 10%

Residents were asked to think about the next ten years and say what they think are the top five issues that the Council should be focusing on.

The main mentions* are ...

- improved roads/maintenance/upgrading, mentioned by 27% of all residents
- economic development/business promotion, 21%
- increasing tourism/promotion of District/attractions/
facilities, 15%
- Aquatic Centre/cost/location, 14%
- sewerage upgrade/treatment/maintenance, 13%
- improve public transport/cost, 12%
- water supply availability/storage/conservation, 12%
- maintaining services and facilities/infrastructure, 10%

* multiple responses allowed



D. MAIN FINDINGS

Throughout this Communitrak™ report, comparisons are made with the National Average of Local Authorities and with a Peer Group of similar Local Authorities.

For Timaru District Council, this Peer Group of similar Local Authorities are those comprising a provincial city or town(s) area, together with a rural component.

NRB has defined the Provincial Peer Group as those Territorial Authorities where between 68% and 91% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2001 Census data.

In this group are ...

Gisborne District Council	Rodney District Council
Gore District Council	Rotorua District Council
Grey District Council	South Waikato District Council
Hastings District Council	Taupo District Council
Horowhenua District Council	Waikato District Council
Marlborough District Council	Waimakariri District Council
Masterton District Council	Waipa District Council
New Plymouth District Council	Wanganui District Council
Queenstown-Lakes District Council	Whangarei District Council

The population density in all these Council areas is relatively similar.

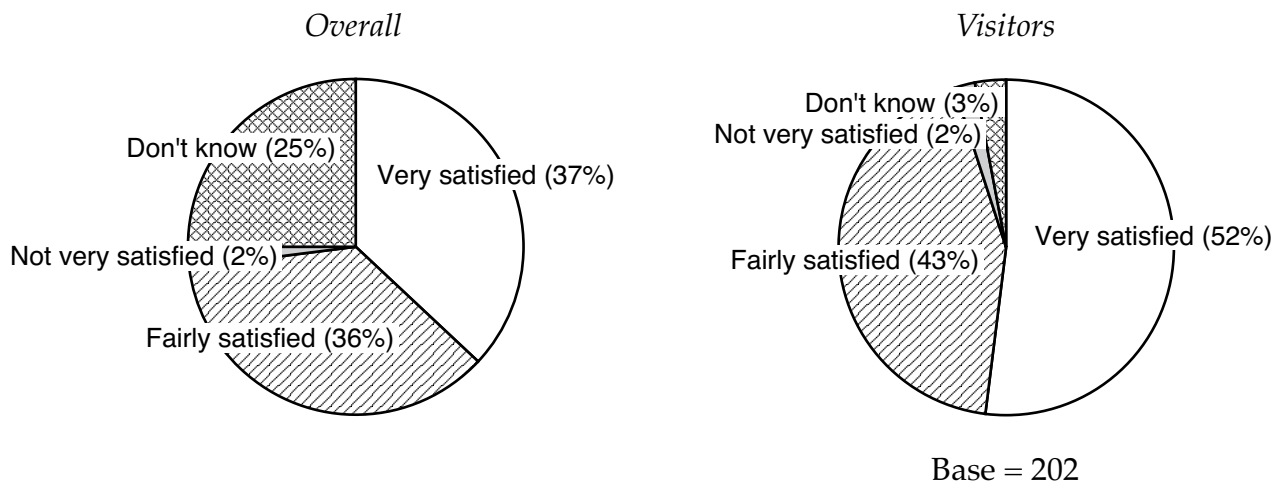


1. Council Services/Facilities

a. Satisfaction With Council Services/Facilities

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service/ facility.

i. The Art Gallery



Overall, 73% of residents are satisfied with The Art Gallery (76% in 2005), including 37% who are very satisfied (43% in 2005), while 2% are not very satisfied. 25% are unable to comment (22% in 2005).

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and the 2005 reading.

51% of households have visited The Art Gallery in the last 12 months (56% in 2005). Compared to residents overall, these visitors are more likely to be satisfied (95%), while being similarly likely to be not very satisfied (2%).

There are no notable differences between Wards and socio-economic groups, in terms of those residents who are not very satisfied with The Art Gallery.

Satisfaction With The Art Gallery

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	37	36	73	2	25
2005	43	33	76	2	22
Visitors	52	43	95	2	3
<u>Comparison</u>					
Peer Group (Provincial)	27	24	51	5	44
National Average	36	22	58	3	39
<u>Ward</u>					
Timaru	42	35	77	2	21
Temuka-Pleasant Point	21	40	61	3	36
Geraldine	33	34	67	-	33

% read across

Of the eight residents not very satisfied with The Art Gallery, the following reasons* given are ...

"Not a wide variety of art."

"Staff not too friendly at Timaru Art Gallery (Wai-iti Rd), treat you like little kids, no people skills."

"Gives mixed messages when you go in."

"Landscaping around it is not up to scratch, basically untidy."

"It's a waste of money."

"Is fine in itself but should be placed with Museum, Library etc so it's easy to find for tourists."

"Live at Pleasant Point, rates are supposed to be evenly spread but feel that too much goes to Timaru City."

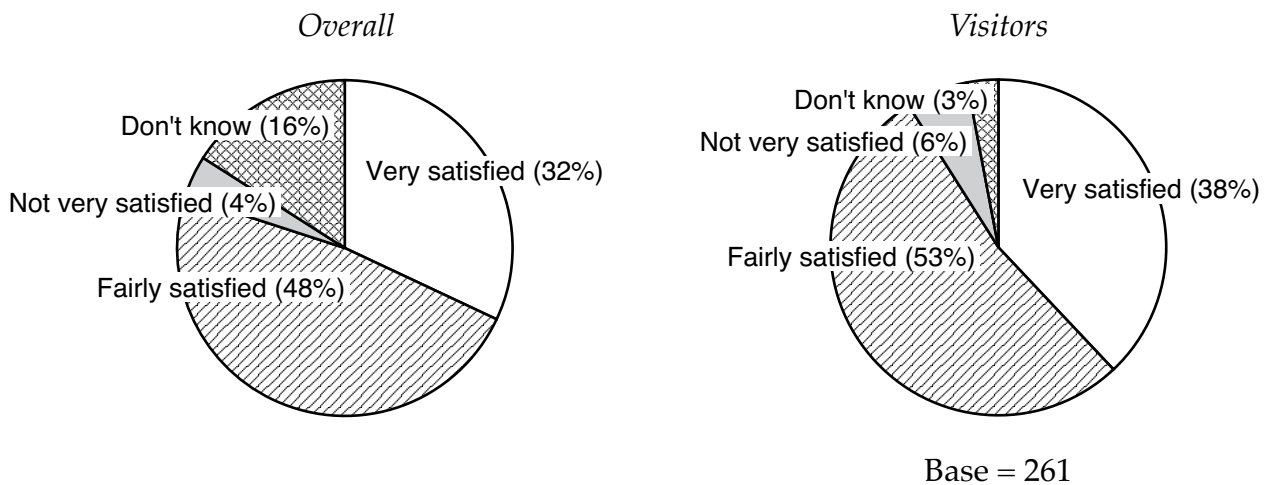
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 73%

Visitors = 95%

ii. Cemeteries



80% of residents are satisfied with the District's cemeteries (75% in 2005), including 32% who are very satisfied, while 4% are not very satisfied. 16% of residents are unable to comment (19% in 2005).

The percent not very satisfied is similar to the Peer Group and National Averages.

64% of households have visited a cemetery in the last twelve months (67% in 2005). Of these, 91% are satisfied and 6% are not very satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with cemeteries.

Satisfaction With Cemeteries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	32	48	80	4	16
2005	31	44	75	6	19
Visitors	38	53	91	6	3
<u>Comparison</u>					
Peer Group (Provincial)	37	36	73	6	21
National Average	36	36	72	6	22
<u>Ward</u>					
Timaru	32	48	80	4	16
Temuka-Pleasant Point	33	48	81	1	18
Geraldine	28	50	78	7	15

% read across

Reasons For Being Not Very Satisfied

The main reasons* given by the 15 residents who are not very satisfied with the District's cemeteries are ...

- poor upkeep/ needs better maintenance/ improvement, mentioned by 2% of residents,
- crowded/ cramped/ need more space, 1%.

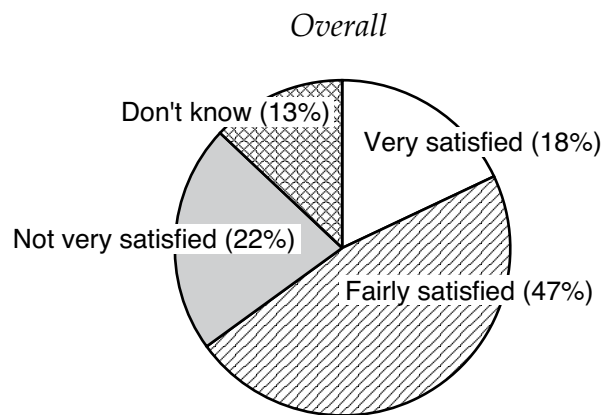
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 80%

Visitors = 91%

iii. Tourism Promotion



Overall, 65% of residents are satisfied with tourism promotion, while 22% are not very satisfied and 13% are unable to comment.

The percentage not very satisfied is above the Peer Group and National Averages.

Residents who live in a three or more person household are more likely to be not very satisfied with tourism promotion, than residents who live in a one or two person household.

Satisfaction With Tourism Promotion

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	18	47	65	22	13
2005*	20	50	70	25	5
<u>Comparison</u>					
Peer Group (Provincial)	35	45	80	13	7
National Average	36	40	76	13	11
<u>Ward</u>					
Timaru	20	47	67	20	13
Temuka-Pleasant Point	13	45	58	31	11
Geraldine	13	45	58	25	17
<u>Household Size</u>					
1-2 person household	19	48	67	19	14
3+ person household	16	44	60	27	13

% read across

* 2005 reading relates to economic development and promotion of the District as a tourist destination

90 residents are not very satisfied with tourism promotion. The main reasons* given for being not very satisfied are ...

- need more/better promotion/ more advertising,
- could be improved/ do more generally,
- not on tourist route/ don't get tourists here.

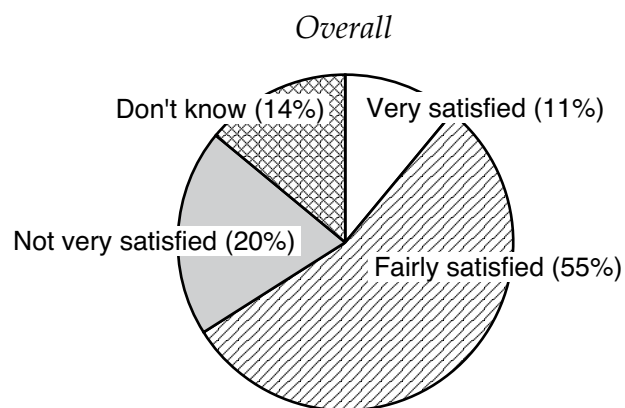
Summary Table: Main Reasons* For Being Not Very Satisfied With Tourism Promotion

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Need more/better promotion/ more advertising	10	9	13	12
Could be improved/ do more generally	8	7	12	6
Not on tourist route/ don't get tourists here	3	3	3	2

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Overall = 65%</p>
--

iv. Economic Development



66% of residents are satisfied with economic development, while 20% are not very satisfied and 14% are unable to comment.

The percentage not very satisfied is slightly below the averaged Peer reading and similar to the averaged National reading.

Residents more likely to be not very satisfied with economic development are ...

- Timaru and Temuka-Pleasant Point Ward residents,
- men,
- longer term residents, those residing in the District more than 10 years.

Satisfaction With Economic Development

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	11	55	66	20	14
2005*	20	50	70	25	5
<u>Comparison</u> [†]					
Peer Group (Provincial)	13	34	47	25	28
National Average	17	33	50	20	30
<u>Ward</u>					
Timaru	11	55	66	21	13
Temuka-Pleasant Point	13	53	66	22	12
Geraldine ^{††}	10	61	71	9	21
<u>Gender</u>					
Male	12	52	64	25	11
Female	11	58	69	14	17
<u>Length of Residence</u>					
Lived there 10 years or less	7	65	72	13	15
Lived there more than 10 years	12	53	65	21	14

% read across

* 2005 reading relates to economic development and promotion of the District as a tourist destination

[†] Peer Group and National Average figures are based on the averaged ratings of business promotion and job promotion as these were asked separately in the 2007 Communitrak™ survey

^{††} does not add to 100% due to rounding

The main reasons the 78 residents are not very satisfied with economic development are ...

- poor Council performance/ communication with public,
- need to encourage businesses/ development/ economic growth,
- too many obstacles/ red tape/ consent process too slow,
- could do more/ not doing anything,
- money spent in wrong areas/ overspending.

Summary Table:

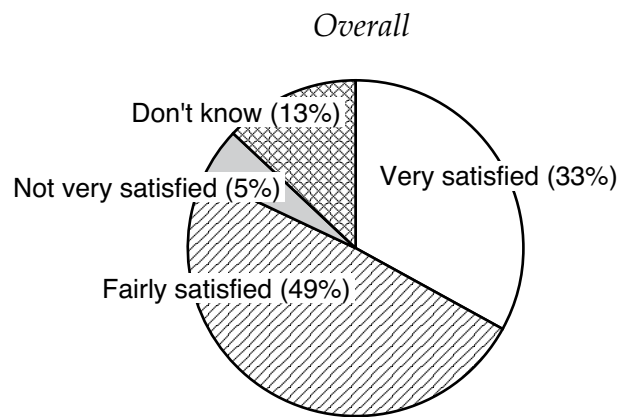
Main Reasons* For Being Not Very Satisfied With Economic Development

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Poor Council performance/ communication with public	5	4	7	5
Need to encourage businesses/ development/ economic growth	4	4	4	2
Too many obstacles/ red tape/ consent process too slow	3	4	5	-
Could do more/ not doing anything	3	4	-	-
Money spent in wrong areas/ overspending	3	1	8	-

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Overall = 66%</p>
--

v. Civil Defence



82% of residents are satisfied with the Civil Defence, including 33% who are very satisfied, while 5% of residents are not very satisfied. 13% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average and below the National Average.

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with Civil Defence.

Satisfaction With Civil Defence

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2008	33	49	82	5	13
<u>Comparison</u>					
Peer Group (Provincial)	16	32	48	10	42
National Average	16	35	51	15	34
<u>Ward</u>					
Timaru	35	47	82	5	13
Temuka-Pleasant Point	22	65	87	3	10
Geraldine	39	38	77	10	13

% read across

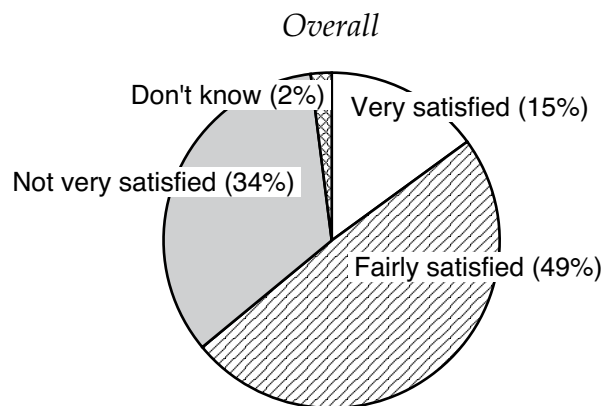
* not asked prior to 2008

The main reasons given by the 21 residents not very satisfied with Civil Defence are ...

- Civil Defence unprepared for 2006 snowstorm/ any other major disaster, mentioned by 3% of all residents,
- need more information/ public education/ training, 1%,
- don't hear anything about them/ more awareness/ promotion, 1%.

<p>Recommended Satisfaction Measures For Reporting Purposes: Overall = 82%</p>
--

vi. Footpaths



64% of residents are satisfied with footpaths (59% in 2005), while 34% are not very satisfied (38% in 2005).

The percent not very satisfied is on par with the Peer Group Average and above the National Average.

Residents more likely to be not very satisfied with footpaths are ...

- women,
- residents with an annual household income of less than \$30,000,
- residents aged 60 years or over,
- residents who live in a one or two person household,
- longer term residents, those residing in the District more than 10 years.

It appears that Temuka-Pleasant Point Ward residents are slightly less likely, than other Ward residents, to feel this way.

Satisfaction With Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	15	49	64	34	2
2005	14	45	59	38	3
<u>Comparison</u>					
Peer Group (Provincial)	15	50	65	31	4
National Average	23	50	73	24	3
<u>Ward</u>					
Timaru	16	48	64	35	1
Temuka-Pleasant Point [†]	17	53	70	26	3
Geraldine [†]	7	45	52	41	8
<u>Gender</u>					
Male	17	52	69	27	4
Female	13	45	58	41	1
<u>Age</u>					
18-39 years	16	54	70	27	3
40-59 years	17	52	69	28	3
60+ years	11	39	50	49	1
<u>Household Income</u>					
Less than \$30,000 pa	12	39	51	49	-
\$30,000 - \$60,000 pa	14	56	70	30	-
More than \$60,000 pa	17	52	69	26	5
<u>Household Size</u>					
1-2 person household	15	46	61	37	2
3+ person household	15	52	67	30	3
<u>Length of Residence</u>					
Lived there 10 years or less	18	52	70	25	5
Lived there more than 10 years	14	47	61	37	2

% read across

[†] does not add to 100% due to rounding

The main reasons given by the 137 residents who are not very satisfied with footpaths are ...

- uneven/rough/potholes/tree roots/difficult for elderly,
- poor condition/lack maintenance/upgrading,
- need sealing,
- cobblestones/tiling/paving in CBD/dangerous,
- no footpaths/only on one side.

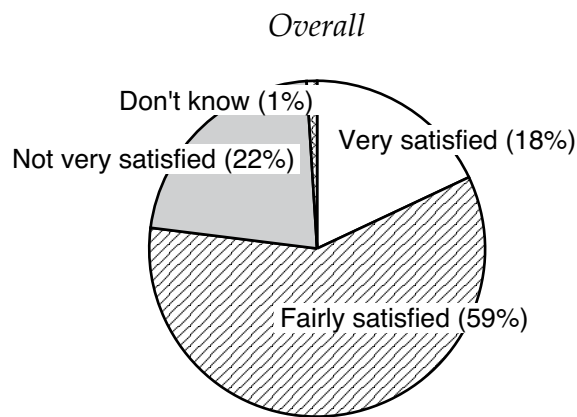
Summary Table: Main Reasons* For Being Not Very Satisfied With Footpaths

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Uneven/rough/potholes/tree roots/ difficult for elderly	17	21	10	6
Poor condition/lack maintenance/upgrading	9	10	8	6
Need sealing	3	1	2	22
Cobblestones/tiling/paving in CBD/dangerous	3	3	5	2
No footpaths/only on one side	3	1	10	7

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Overall = 64%</p>
--

vii. Roads (excluding State Highways)



77% of residents are satisfied with roads, while 22% are not very satisfied. These readings are similar to the 2005 readings.

The percent not very satisfied is slightly below the Peer Group Average and similar to the National Average.

Residents more likely to be not very satisfied with roads are ...

- residents with an annual household income of \$30,000 to \$60,000,
- residents who live in a three or more person household.

Satisfaction With Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	18	59	77	22	1
2005	15	60	75	24	1
<u>Comparison</u>					
Peer Group (Provincial)	17	55	72	27	1
National Average	21	57	78	22	-
<u>Ward</u>					
Timaru	21	56	77	23	-
Temuka-Pleasant Point	14	68	82	16	2
Geraldine	11	61	72	28	-
<u>Household Income</u>					
Less than \$30,000 pa	23	60	83	14	3
\$30,000 - \$60,000 pa	11	59	70	30	-
More than \$60,000 pa	21	59	80	20	-
<u>Household Size</u>					
1-2 person household	18	63	81	18	1
3+ person household	19	54	73	27	-

% read across

88 residents are not very satisfied with roads, and give the following main reasons ...

- poor standard of work/inadequate repairs/patching,
- poor condition/lack maintenance/need upgrading,
- rough/bumpy/uneven/potholes.

Summary Table: Main Reasons* For Being Not Very Satisfied With Roads

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Poor standard of work/inadequate repairs/patching	8	7	5	15
Poor condition/lack maintenance/need upgrading	7	7	7	8
Rough/bumpy/uneven/potholes	7	7	2	20

* multiple responses allowed

NB: no other reason is mentioned by more than 3% of all residents

<p>Recommended Satisfaction Measures For Reporting Purposes: Overall = 77%</p>
--

viii. District Libraries



Overall, 91% of residents are satisfied with the District libraries, including 66% who are very satisfied (71% in 2005). 2% are not very satisfied.

The percent not very satisfied is similar to residents nationwide, Peer Group residents and the 2005 reading.

83% of households have used a District library in the last 12 months. Of these, 98% are satisfied and 2% not very satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those not very satisfied with District libraries.

Satisfaction With District Libraries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	66	25	91	2	7
2005	71	20	91	2	7
Users	73	25	98	2	-
<u>Comparison</u>					
Peer Group (Provincial)	64	26	90	3	7
National Average	67	25	92	2	6
<u>Ward</u>					
Timaru	69	23	92	1	7
Temuka-Pleasant Point	55	32	87	1	12
Geraldine	64	25	89	9	2

% read across

The reasons* given by the seven residents who are not very satisfied with the District libraries are ...

"They could do with some new books."

"Need to keep the books updated, change them more often."

"They don't have enough books I like, Timaru library not big enough, not modern enough, I like the books they have in the Unity Bookshop in Auckland and Wellington, I want to see them in Timaru library."

"Geraldine could operate a programme for the school holidays."

"Look after volunteers."

"Geraldine library not very good."

"Couldn't get a larger print book, find it very difficult to read titles."

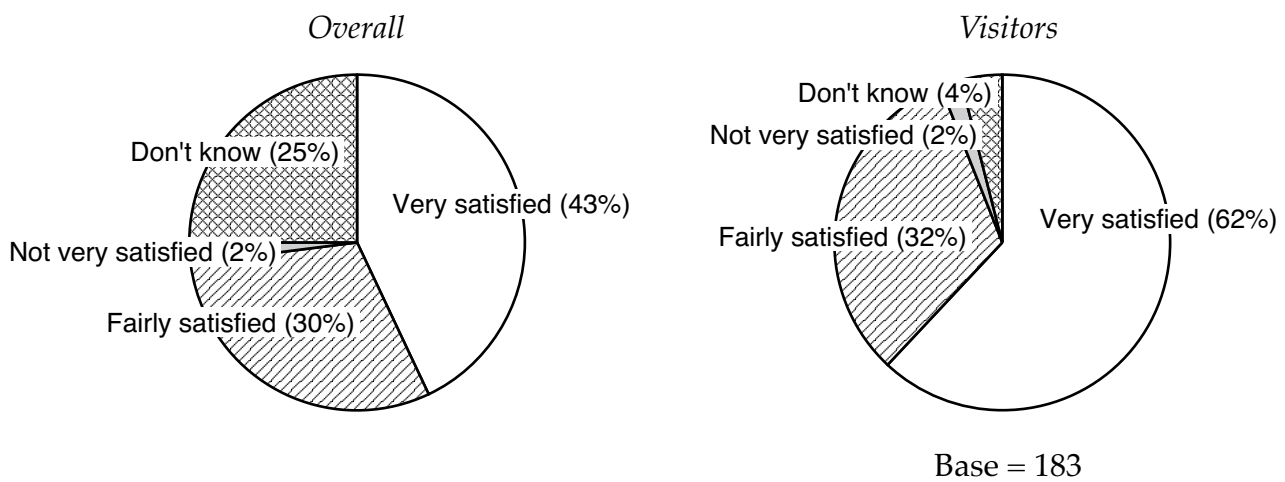
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 91%

Users = 98%

ix. The South Canterbury Museum



Overall, 73% of residents are satisfied with the Museum, including 43% who are very satisfied. 2% are not very satisfied and 25% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average and on par with the National Average.

45% of households say they have visited the Museum in the last 12 months (52% in 2005) and, of these 'visitors', 94% are satisfied and 2% not very satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with The South Canterbury Museum.

Satisfaction With The South Canterbury Museum

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2008	43	30	73	2	25
2005*	51	24	75	2	23
Visitors	62	32	94	2	4
Comparison[†]					
Peer Group (Provincial)	32	26	58	8	34
National Average	45	20	65	6	29
Ward					
Timaru	51	29	↑ 80	3	17
Temuka-Pleasant Point	28	36	↑ 64	1	35
Geraldine	22	29	↑ 51	-	↓ 49

% read across

* 2005 reading relates to ratings for The Museum

† Peer Group and National Average relate to museums in general

The eight residents not very satisfied with The South Canterbury Museum give the following reasons* ...

"Needs better profile and location."

"Put these kinds of buildings together so they are easier to find and visit."

"Could be bigger and better, there is no publicity about it."

"I would like to see a bigger one."

"Could be more exciting, especially for children."

"It's not appealing from the street, isn't attractive, needs to be modernised."

"Found it too dark when I've gone in."

"They should can it."

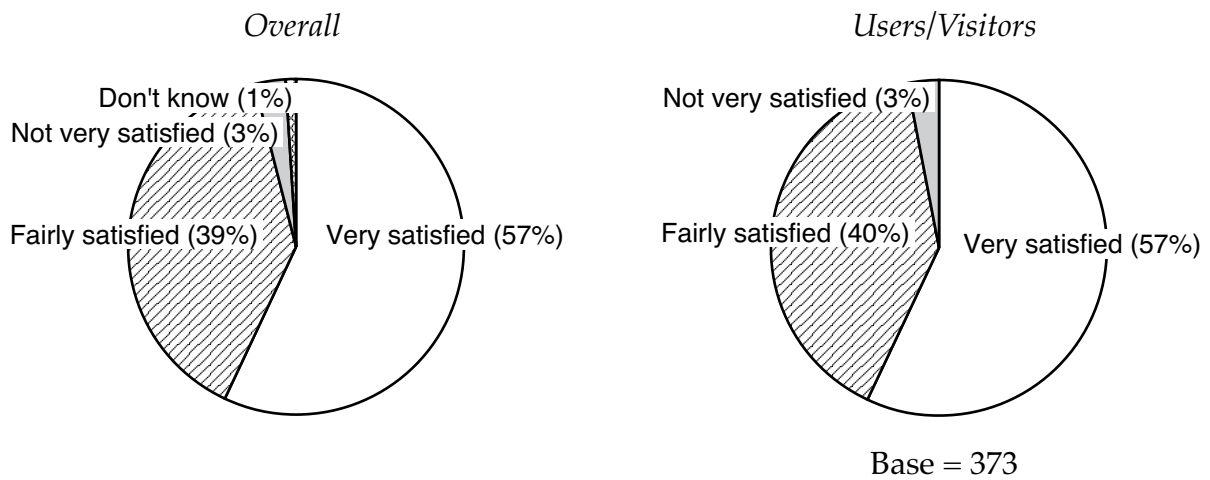
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 73%

Visitors = 94%

x. Parks & Recreation



Overall, 96% of residents are satisfied with the District's parks and recreation (88% in 2005), with 57% being very satisfied (54% in 2005). 3% are not very satisfied with parks and recreation (9% in 2005).

The percent not very satisfied is similar to the Peer Group and National Averages for parks and reserves.

93% of households say they have used or visited a park or reserve in the last 12 months. Of these 'users / visitors', 97% are satisfied (88% in 2005) and 3% are not very satisfied (10% in 2005).

There are no notable differences amongst Wards and socio-economic groups, in terms of those not very satisfied with parks and recreation.

Satisfaction With Parks & Recreation

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	57	39	96	3	1
2005	54	34	88	9	3
Users/Visitors	57	40	97	3	-
<u>Comparison*</u>					
Peer Group (Provincial)	53	41	94	4	2
National Average	57	37	94	4	2
<u>Ward</u>					
Timaru	59	37	96	3	1
Temuka-Pleasant Point	55	42	97	2	1
Geraldine	49	47	96	2	2

% read across

* Peer Group and National Average figures refer to ratings of parks and reserves

11 residents mentioned they are not very satisfied with parks and recreation. The reasons* for being not very satisfied are ...

- better maintenance/beautification, mentioned by 1% of all residents,
- others, 1%.

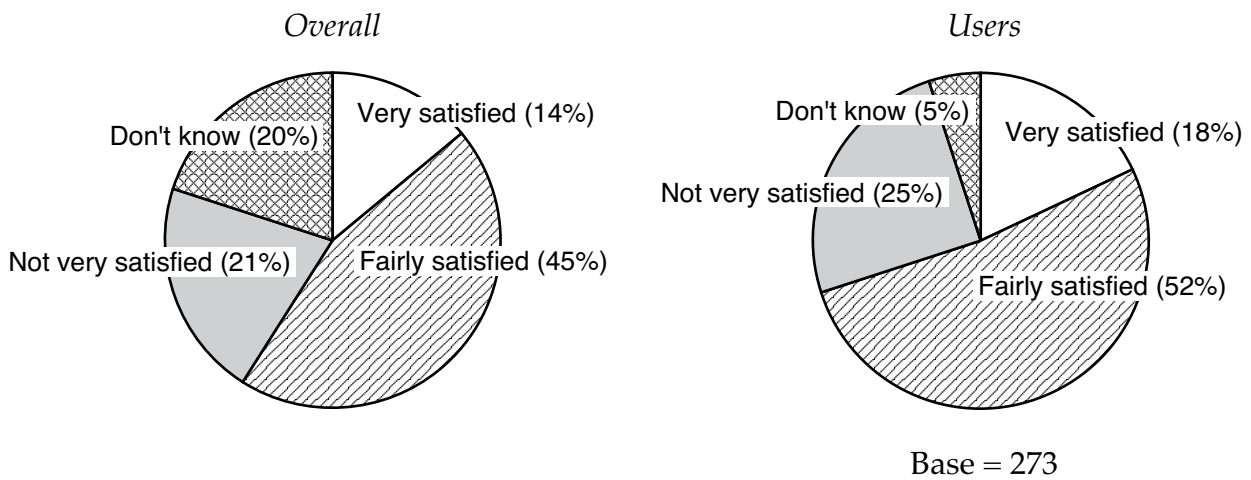
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 96%

Users/Visitors = 97%

xi. Public Toilets



59% of residents are satisfied with public toilets in the District (56% in 2005), while 21% are not very satisfied and 20% are unable to comment (16% in 2005).

The percent not very satisfied is similar to the Peer Group and National Averages and 7% below the 2005 reading.

69% of households have used a public toilet in the last 12 months (66% in 2005).

Compared to residents overall, they are more likely to be satisfied (70%), similarly likely to be not very satisfied (25%) and less likely to be unable to comment (5%).

Residents more likely to be not very satisfied with public toilets are ...

- women,
- residents with an annual household income of \$60,000 or less.

Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	14	45	59	21	20
2005	10	46	56	28	16
Users	18	52	70	25	5
<u>Comparison</u>					
Peer Group (Provincial)	25	47	72	19	9
National Average	22	48	70	20	10
<u>Ward</u>					
Timaru	12	43	55	22	23
Temuka-Pleasant Point	20	45	65	18	17
Geraldine	18	55	73	16	11
<u>Gender</u>					
Male	16	55	71	14	15
Female	13	35	48	26	26
<u>Household Income</u>					
Less than \$30,000 pa	14	37	51	24	25
\$30,000 - \$60,000 pa	14	43	57	26	17
More than \$60,000 pa	15	51	66	15	19

% read across

The 83 residents not very satisfied with public toilets give the following main reasons ...

- dirty/smelly/disgusting toilets/need regular cleaning,
- not enough/need more toilets,
- poor condition/need upgrading/updating.

Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Dirty/smelly/disgusting toilets/ need regular cleaning	11	13	7	9
Not enough/need more toilets	7	8	5	5
Poor condition/need upgrading/updating	7	7	7	6

* multiple responses allowed

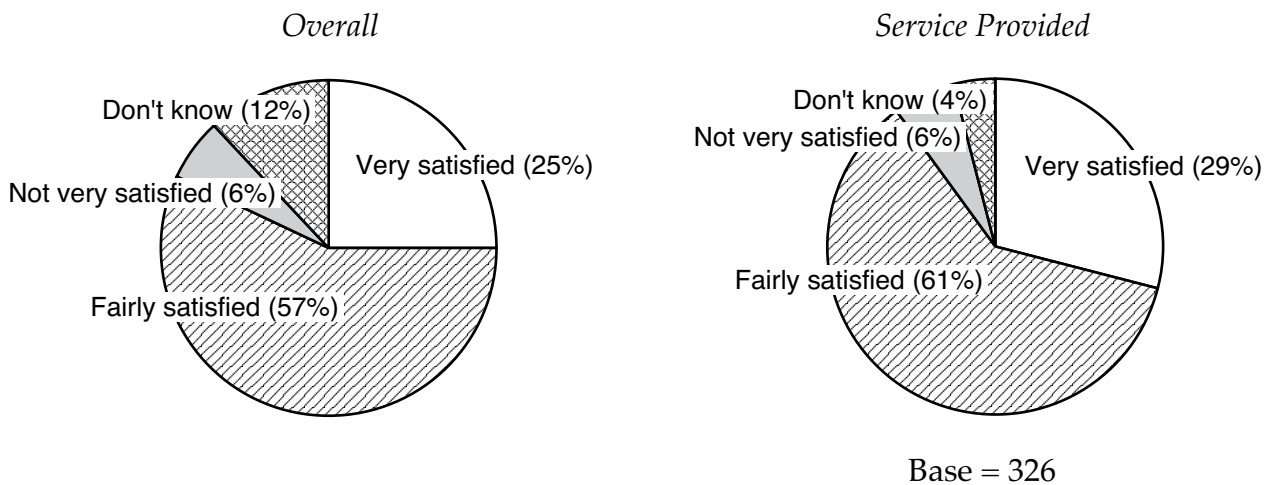
NB: no other reason is mentioned by more than 2% of all residents

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 59%

Users = 70%

xii. Sewerage System



Overall, 82% of residents are satisfied with sewerage system (72% in 2005), with 6% being not very satisfied. 12% are unable to comment on this service (16% in 2005).

The percent not very satisfied is on par with the Peer Group Average, similar to the National Average and 6% below the 2005 reading.

80% of residents are provided with a sewerage system (83% in 2005). Of these, 90% are satisfied (80% in 2005) and 6% not very satisfied (11% in 2005).

There are no notable differences amongst Wards and socio-economic groups, in terms of those not very satisfied with the sewerage system.

Satisfaction With Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	25	57	82	6	12
2005	19	53	72	12	16
Service Provided	29	61	90	6	4
<u>Comparison</u>					
Peer Group (Provincial)	35	37	72	10	18
National Average	42	40	82	8	10
<u>Ward</u>					
Timaru	26	58	84	6	10
Temuka-Pleasant Point	28	56	84	6	10
Geraldine	14	52	66	10	24

% read across

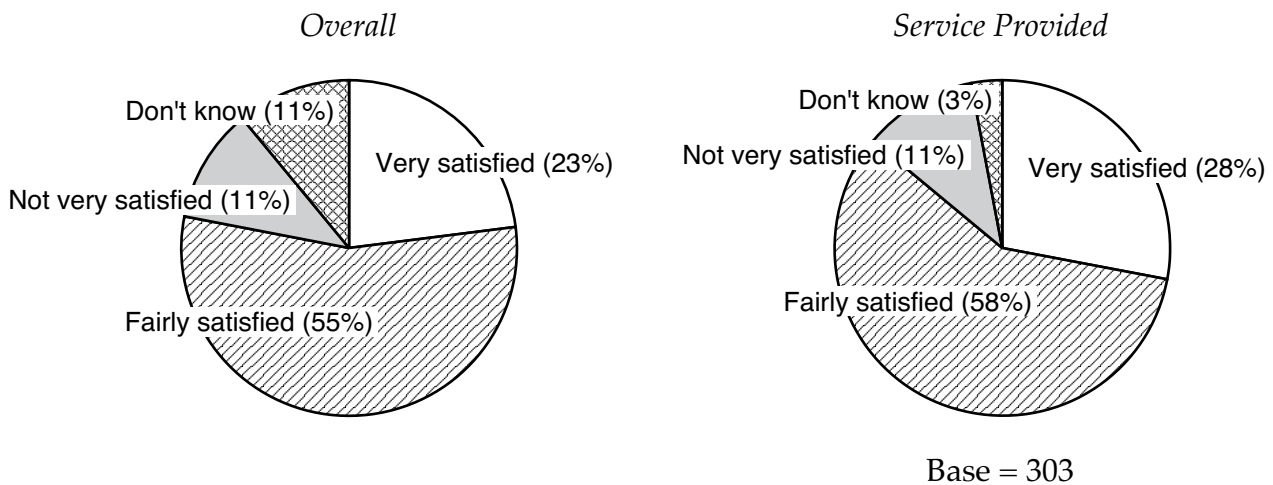
26 residents mentioned that they are not very satisfied with the sewerage system. The main reasons* given are ...

- needs upgrading/better treatment/settlement ponds, mentioned by 3% of all residents,
- discharged into the sea/overflows into the harbour, 2%,
- sewage smells, 1%.

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:	
Overall	= 82%
Receivers of Service	= 90%

xiii. Stormwater Drainage



78% of residents are satisfied with the District's stormwater drainage (68% in 2005), while 11% are not very satisfied with this service and 11% are unable to comment.

The percent not very satisfied is below the Peer Group Average, on par with the National Average and 8% below the 2005 reading.

75% of residents are provided with a piped stormwater collection. Of these, 86% are satisfied (74% in 2005) and 11% not very satisfied (19% in 2005).

Residents who live in a one or two person household, are more likely to be not very satisfied with stormwater drainage, than those who live in a three or more person household.

Satisfaction With Stormwater Drainage

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	23	55	78	11	11
2005	16	52	68	19	13
Service Provided	28	58	86	11	3
<u>Comparison</u>					
Peer Group (Provincial)	25	40	65	19	16
National Average	30	46	76	14	10
<u>Ward</u>					
Timaru	29	56	85	8	7
Temuka-Pleasant Point	9	54	63	20	17
Geraldine	16	46	62	13	25
<u>Household Size</u>					
1-2 person household	25	50	75	14	11
3+ person household	21	61	82	7	11

% read across

The 44 residents who are not very satisfied with stormwater drainage, give the following main reasons ...

- flooding/ponding,
- blocked drains/gutters/need better cleaning,
- inadequate drainage/needs upgrading/maintenance.

Summary Table:

Main Reasons* For Being Not Very Satisfied With Stormwater Drainage

	Total District 2008 %	Ward		
		Timaru %	Temuka-Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Flooding/ponding	4	3	8	8
Blocked drains/gutters/need better cleaning	4	3	5	5
Inadequate drainage/needs upgrading/maintenance	4	3	6	3

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 78%

Receivers of Service = 86%

xiv. Water Supply



87% of residents are satisfied with the District water supply (81% in 2005), including 41% who are very satisfied (34% in 2005).

9% of residents are not very satisfied with the water supply, which is on par with the Peer Group Average, similar to the National Average and 6% below the 2005 reading.

89% of residents are provided with a piped water supply. Of these, 91% are satisfied (86% in 2005) and 9% are not very satisfied (14% in 2005).

There are no notable differences between Wards and socio-economic groups in terms of those residents not very satisfied with water supply.

However, it appears that residents with an annual household income of less than \$30,000, are slightly less likely, than other income groups, to feel this way.

Satisfaction With Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	41	46	87	9	4
2005	34	47	81	15	4
Service Provided	44	47	91	9	-
<u>Comparison</u>					
Peer Group (Provincial)	36	38	74	13	13
National Average	42	40	82	10	8
<u>Ward</u>					
Timaru	45	45	90	8	2
Temuka-Pleasant Point	32	51	83	11	6
Geraldine	38	39	77	10	13
<u>Household Income</u>					
Less than \$30,000 pa	49	48	97	3	-
\$30,000 - \$60,000 pa*	39	47	86	11	4
More than \$60,000 pa	39	46	85	10	5

% read across

* does not add to 100% due to rounding

The 35 residents who are not very satisfied with the water supply, give the following main reasons* ...

- supply issues / water shortages / restrictions, mentioned by 3% of all residents,
- tastes awful, 2%,
- poor quality, 2%,
- needs upgrading / improving, 2%.

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:	
Overall	= 87%
Receivers of Service	= 91%

xv. Kerbside Rubbish And Recycling Collection Services



87% of residents are satisfied with their kerbside rubbish and recycling collection services, including 69% who are very satisfied.

10% of residents are not very satisfied, which is below the averaged Peer Group reading and on par with the averaged National reading.

93% of residents receive a Council-provided kerbside rubbish and recycling collection service where they live. Of these, 90% are satisfied and 9% not very satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who are not very satisfied with the District's kerbside rubbish and recycling collection services.

However, it appears that the following residents are slightly more likely to feel this way ...

- residents aged 18 to 59 years,
- residents with an annual household income of more than \$60,000,
- residents who live in a three or more person household.

Satisfaction With Kerbside Rubbish And Recycling Collection Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	69	18	87	10	3
2005 (Rubbish collection)	57	37	94	4	2
(Recycling services)	12	28	40	49	11
Service Provided	72	18	90	9	1
<u>Comparison^{††}</u>					
Peer Group (Provincial)	38	35	73	20	7
National Average	48	34	82	14	4
<u>Ward</u>					
Timaru	70	20	90	8	2
Temuka-Pleasant Point	62	17	79	14	7
Geraldine	69	10	79	16	5
<u>Age</u>					
18-39 years	59	23	82	14	4
40-59 years	66	17	83	12	5
60+ years	81	13	94	4	2
<u>Household Income</u>					
Less than \$30,000 pa*	79	14	93	7	1
\$30,000 - \$60,000 pa	68	20	88	7	5
More than \$60,000 pa	65	17	82	14	4
<u>Household Size</u>					
1-2 person household*	73	15	88	8	3
3+ person household	62	22	84	13	3

% read across

^{††} Peer Group and National Average figures are based on the averaged ratings of rubbish collection and recycling as these were asked separately in the 2007 Communitrak™ survey

* does not add to 100% due to rounding

41 residents mention that the main reasons given for being not very satisfied with kerbside rubbish and recycling collection services are ...

- cost issues,
- pick up bins more often,
- don't have the services/ could extend it.

Summary Table: Main Reasons* For Being Not Very Satisfied With Kerbside Rubbish And Recycling Collection Services

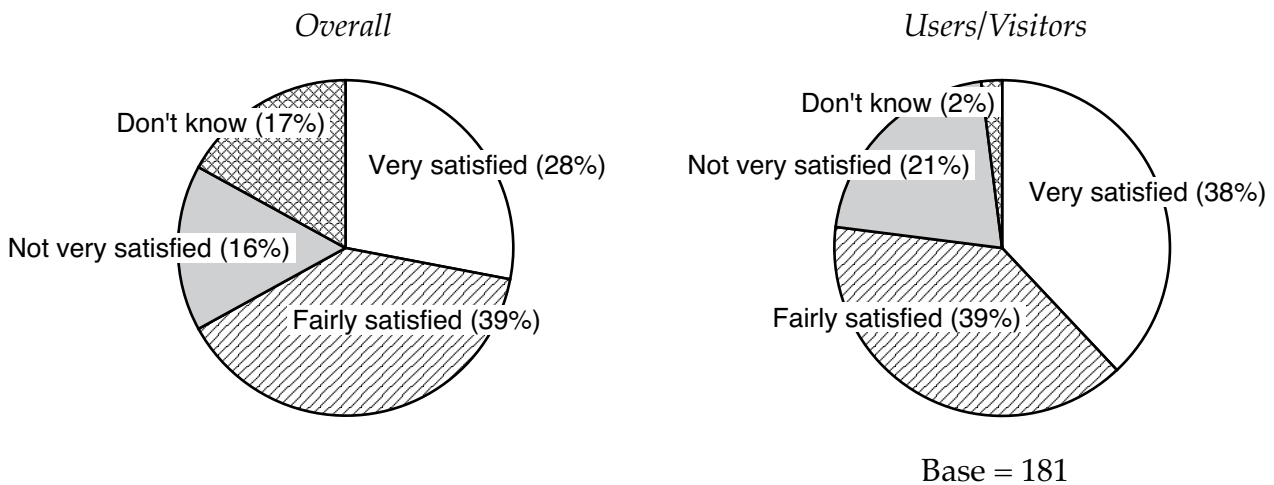
	Total District 2008 %	Ward		
		Timaru %	Temuka-Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Cost issues	4	2	9	11
Pick up bins more often	2	2	-	-
Don't have the service/ could extend it	2	1	2	3

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Overall = 87%
 Receivers of Service = 90%

xvi. Public Swimming Pools



67% residents are satisfied with public swimming pools, with 28% being very satisfied (32% in 2005). 16% are not very satisfied with this facility and 17% are unable to comment (14% in 2005).

The percent not very satisfied is on par with the Peer Group Average and slightly above the National Average.

49% of households have used or visited a public swimming pool in the last 12 months. 77% of these 'users/visitors' are satisfied (71% in 2005) and 21% are not very satisfied (26% in 2005).

There are no notable differences between Wards and socio-economic groups in terms of those residents not very satisfied with public swimming pools. However, it appears that residents who live in a three or more person household, are slightly more likely to feel this way, than residents who live in a one or two person household.

Satisfaction With Public Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2008	28	39	67	16	17
2005	32	36	68	18	14
Users/Visitors	38	39	77	21	2
<u>Comparison</u>					
Peer Group (Provincial)	29	34	63	13	24
National Average	38	32	70	11	19
<u>Ward</u>					
Timaru	26	43	69	16	15
Temuka-Pleasant Point	24	29	53	18	29
Geraldine*	50	27	77	11	13
<u>Household Size</u>					
1-2 person household	26	37	63	13	24
3+ person household	32	41	73	19	8

% read across

* does not add to 100% due to rounding

63 residents mention that they are not very satisfied with public swimming pools. The main reasons* for not being very satisfied are ...

- needs updating/upgrading/improvements to the facilities,
- need new Aquatic Centre/need to get on with it,
- opening times not long enough,
- not in favour of new one/don't need it/revamp what we have,
- spending too much on Aquatic Centre/burden on ratepayers.

Summary Table:

Main Reasons* For Being Not Very Satisfied With Public Swimming Pools

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Needs updating/upgrading/improvements to the facilities	4	5	-	5
Need new Aquatic Centre/need to get on with it	3	4	-	-
Opening times not long enough	2	-	9	-
Not in favour of new one/don't need it/revamp what we have	2	3	1	-
Spending too much on Aquatic Centre/burden on ratepayers	2	2	2	-

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

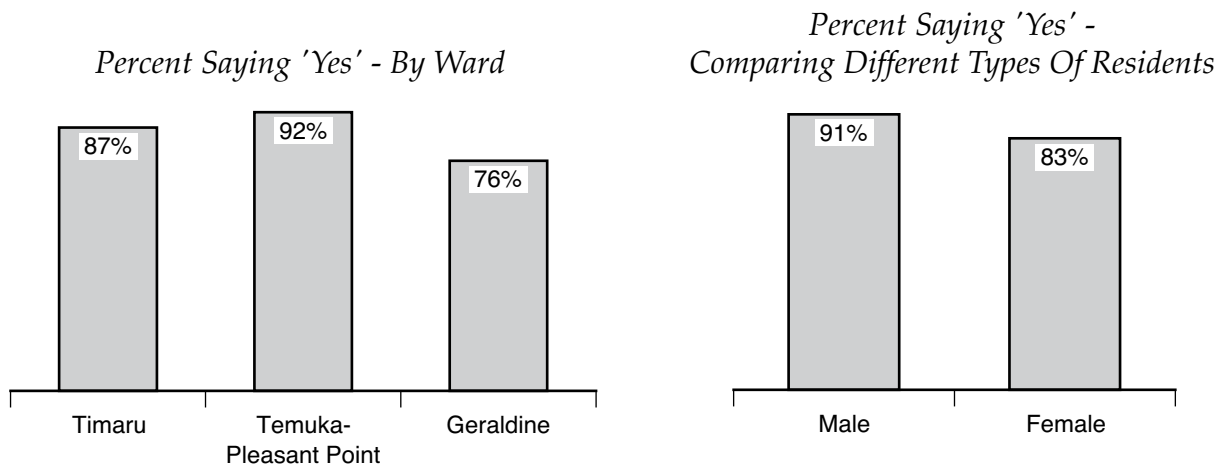
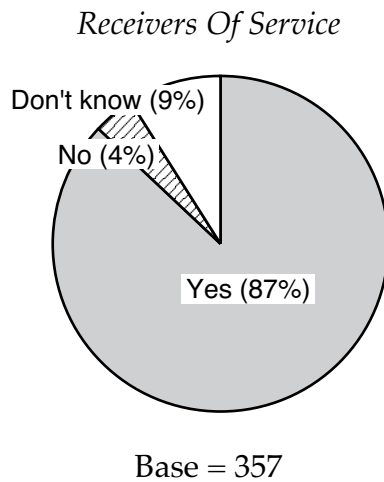
Overall = 67%
Users/Visitors = 77%

b. Value For Money

i. Water Supply

The standard charges for the main township water supply in Timaru, Temuka, Geraldine and Pleasant Point is \$162 per household, per annum.

Those residents who are provided, by Council, with a piped water supply asked to say if they think this service is good value for money.



88% of residents are provided with a piped water supply by Council. Of these, 87% think the main township water supply is good value for money.

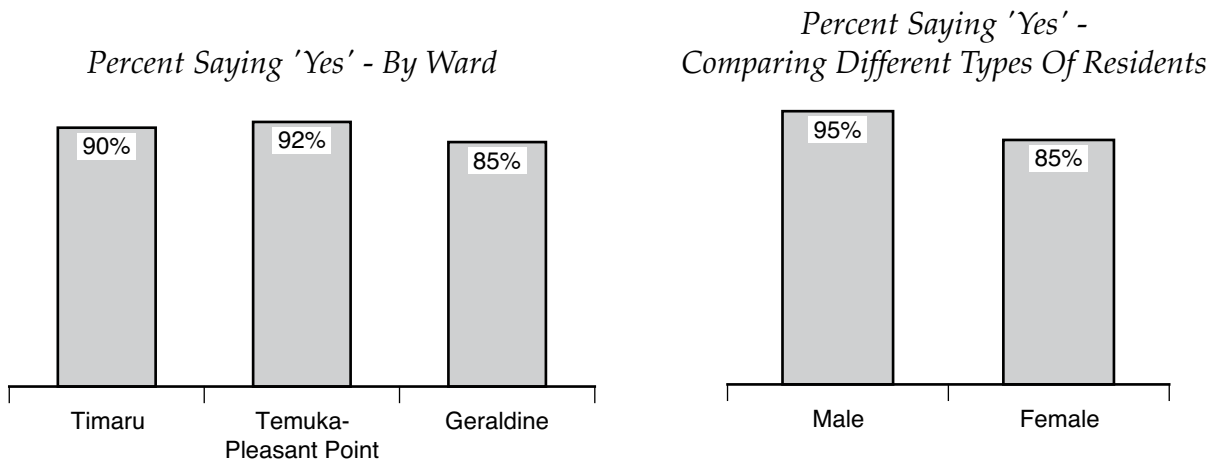
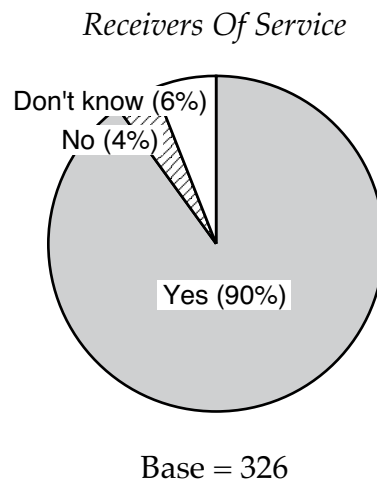
Men[†] are more likely to say 'Yes', than women[†]. It appears that Geraldine Ward residents[†] are slightly less likely, than other Ward residents[†], to feel this way.

[†] those residents who are provided with a piped water supply by Council

ii. Sewerage System

The standard charges for the sewerage system in the main townships in Timaru, Temuka, Geraldine and Pleasant Point is \$247 per household, per annum.

Those residents who are provided, by Council, with a sewerage system, were asked to say if they think this service is good value for money.



80% of residents are provided with a sewerage system by Council. Of these, 90% think the main township sewerage system is good value for money.

Men[†] are more likely, than women[†], to say 'Yes'.

[†] those residents who are provided, where they live, with a sewerage system

c. Spend Emphasis On Council Services/Facilities

Residents were asked to say whether they would like more, about the same or less spent on particular Council services/ facilities, given that more cannot be spent on everything, without increasing rates and/or user charges where applicable.

Summary Table: Spend Emphasis

	Spend More %	Spend About The Same %	Spend Less %	Unsure %
Footpaths	44	54	1	1
Tourism Promotion	42	45	6	7
Economic Development	41	45	5	9
Roads (excluding State Highways)	37	59	2	2
Public Toilets	36	53	-	11
Public Swimming Pools	32	57	5	6
Civil Defence	26	66	1	7
Parks and Recreation	21	78	1	-
Water Supply	21	76	-	3
Sewerage System	21	71	-	8
Stormwater Drainage	16	75	-	9
District Libraries	15	81	1	3
Cemeteries	15	77	1	7
The South Canterbury Museum	12	75	2	11
Kerbside Rubbish & Recycling Collection Services	7	87	3	3
Art Gallery	4	75	10	11

Spend 'More' - Comparison

	'More' Reading	
	2008 %	2005 %
Footpaths	44	45
Tourism Promotion [†]	42	53
Economic Development [†]	41	53
Roads (excluding State Highways)	37	33
Public Toilets	36	41
Public Swimming Pools	32	27
Civil Defence	26	NA
Parks & Recreation	21	22
Water Supply	21	24
Sewerage System	21	28
Stormwater Drainage	16	26
District Libraries	15	15
Cemeteries	15	17
The South Canterbury Museum*	12	12
Kerbside Rubbish & Recycling Collection Services ^{††}	7	37
Art Gallery	4	6

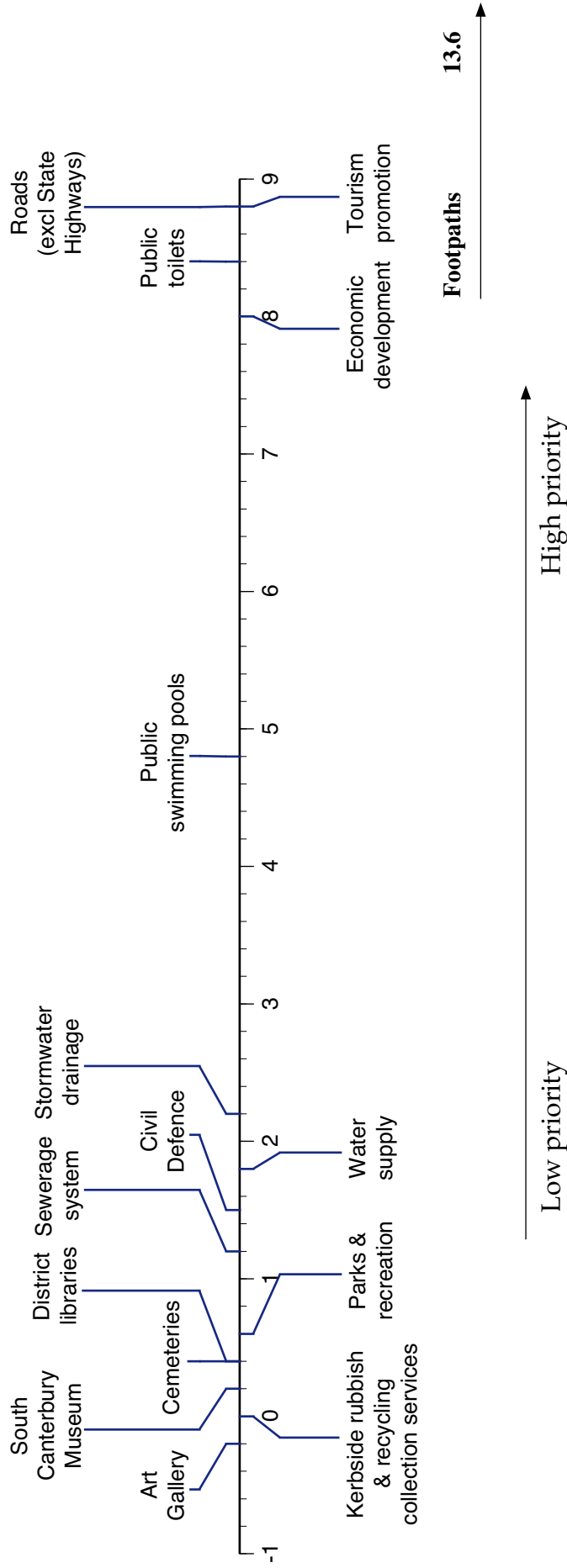
[†] 2005 reading refers to economic development and promotion of the District as a tourist destination

* 2005 reading refers to the Museum

^{††} 2005 reading is the averaged figure for rubbish collection and recycling services in the District as these were asked separately in the 2005 survey

NA: not asked in 2005

d. Spend Priority



Spend Priority Factor

(Spend priority = mean spend x percentage not very satisfied).

This graph shows the priorities for spending for Council in terms of the 16 services/ facilities where both the not very satisfied readings and mean spend figures are available.

The spend priority factor is gained by multiplying the mean spend (where spend more =+1, spend about the same = 0 and spend less = -1) by the percentage not very satisfied.

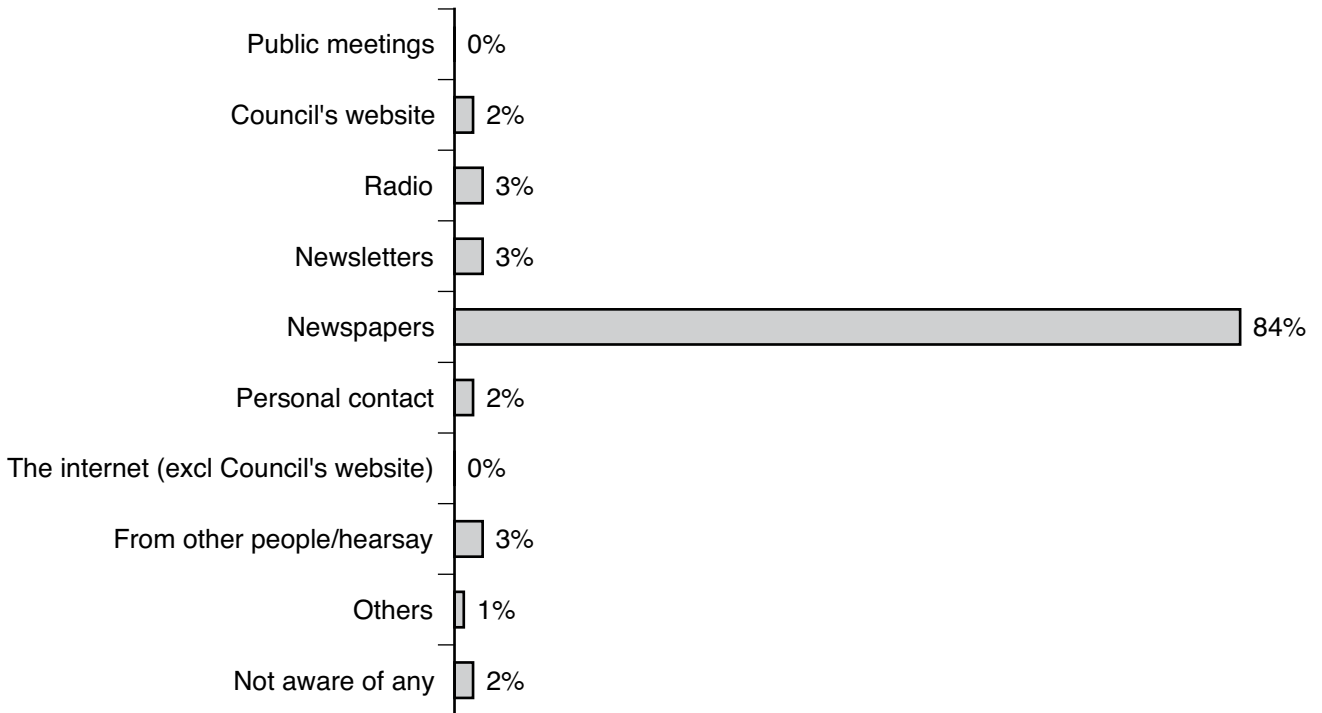
Footpaths, roads (excluding State Highways), tourism promotion, public toilets and economic development are the top priorities for Council in terms of spend, with the Art Gallery, kerbside rubbish and recycling collection services, The South Canterbury Museum, District libraries and cemeteries being of lowest priority in terms of spend.



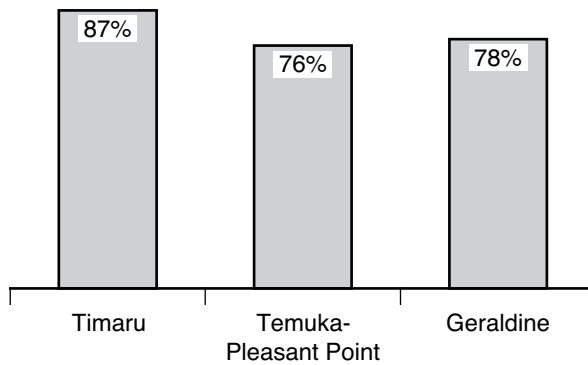
2. Information

a. Main Source Of Information About Council

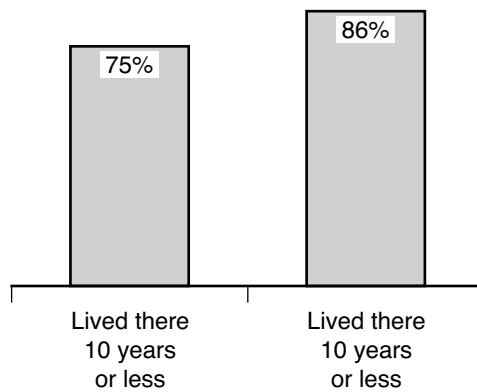
Where, Or From Whom, Do You Mainly Get Your Information About Council?



Percent Saying 'Newspapers' - By Ward



Percent Saying 'Newspapers' - Comparing Different Types Of Residents



The majority of residents (84%) consider newspapers to be their main source of information about Council (88% in 2005).

Longer term residents, those residing in the District more than 10 years, are more likely to consider newspapers to be their main source of information about Council, than shorter term residents.

It also appears that Timaru Ward residents are slightly more likely, than other Ward residents, to say this.

Residents who get their information about Council mainly from newspapers*, get their information from ...

- The Timaru Herald, 98% of residents who consider newspapers to be their main source of information about Council,
- The High Country Herald, 55% (23% in 2005),
- The Courier, 49% (22% in 2005),
- The Press, 7% (3% in 2005),
- others, 2%.

Base = 341

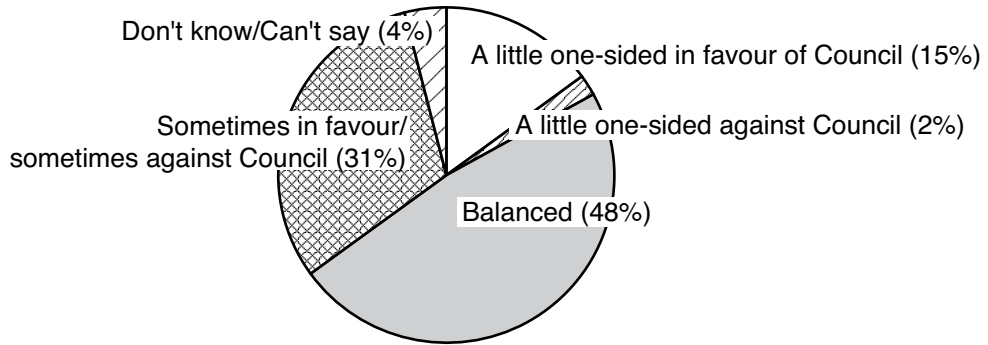
* multiple responses allowed

The other newspapers mentioned are:

- Econ News (the environment one) x2,
 - Otago Daily Times
 - The Geraldine News
 - The Farm Courier
- (all one mention)

b. Is The Information Provided About Council Balanced?

Is The Information From The Source You Mentioned ...?



Base = 394

Summary Table: How Balanced Is Information About Council?

	Mentioned Main Source 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
<u>Percent Who Mention ...</u>				
Balanced - neither for nor against Council	48	46	57	45
Sometimes in favour and sometimes against Council	31	32	26	30
A little one-sided	48			
- in favour of Council		15	12	22
- against Council		2	2	3
Don't know / can't say	4	5	3	-
Total	100	100	100	100
Base	394	275	79	40

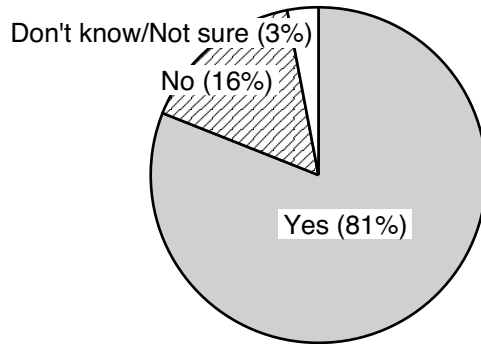
48% of residents who are aware of information about the Council see the information provided about Council as balanced, neither for nor against Council, while 31% see that information as sometimes in favour and sometimes against Council. These readings are similar to the 2005 results.

15% of residents see information provided about Council as a little one-sided in favour of Council, with 2% seeing it as a little one-sided against Council. These readings are also similar to the 2005 results.

Residents more likely to see information provided about Council as balanced are ...

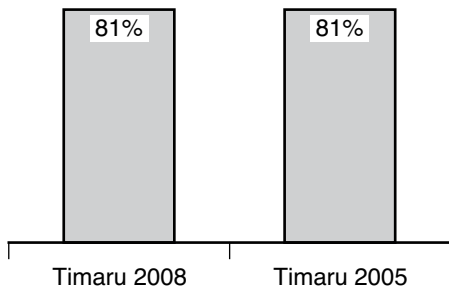
- Temuka-Pleasant Point Ward residents,
- residents aged 40 years or over.

c. Readership Of Information Published By Council In The Last 12 Months

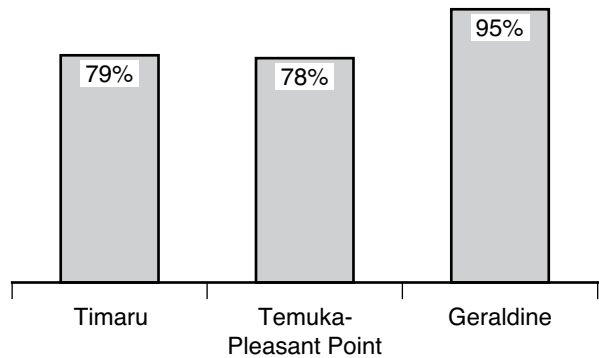


Base = 394

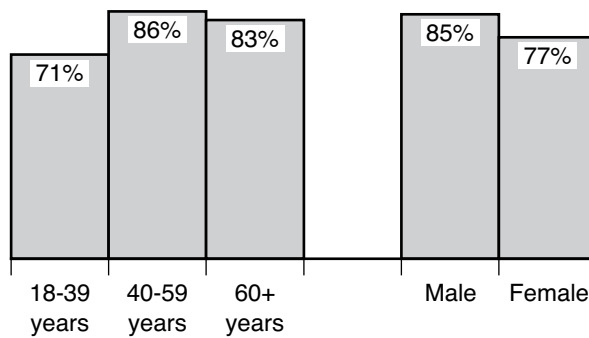
Percent Saying 'Yes' - By Comparison



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



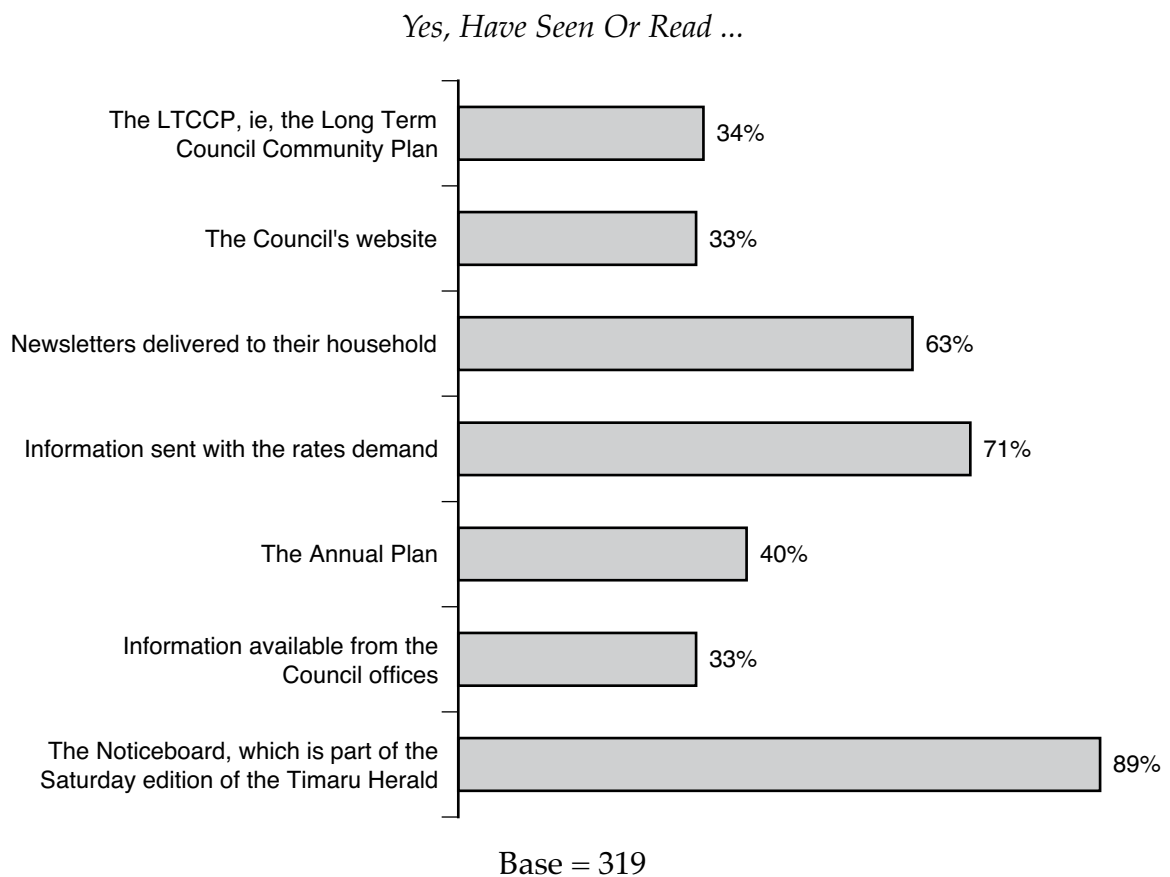
81% of residents who are aware of information about the Council, say they have seen or read, in the last 12 months, information Council publishes specifically for the community. This is similar to the 2005 reading.

Residents more likely to have seen or read information published by Council in the last 12 months are ...

- Geraldine Ward residents,
- men,
- residents aged 40 years or over,

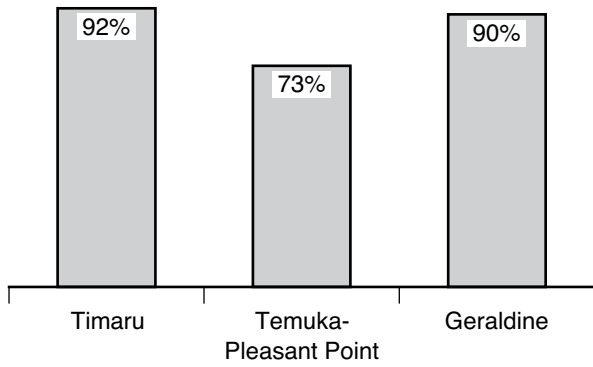
d. Types Of Information Published By Council Residents Have Seen Or Read In The Last 12 Months

Those residents (81%) who have seen or read information published by Council were asked to consider what types they have seen/read in the last 12 months.

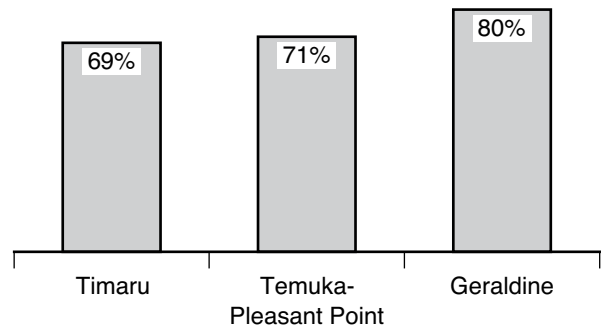


Yes, Have Seen/Read - By Ward

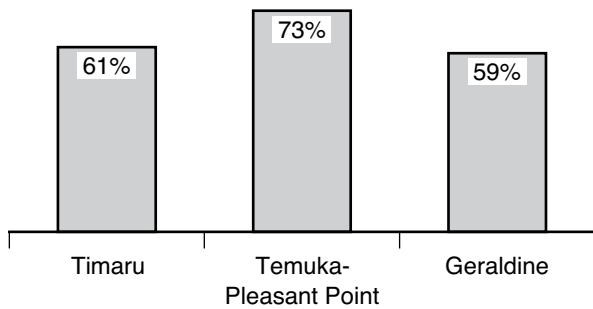
The Noticeboard



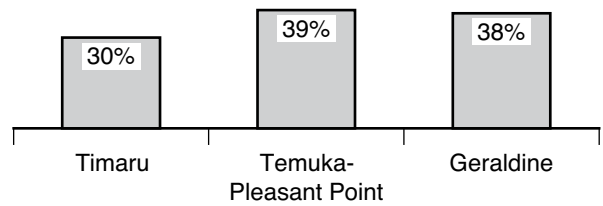
Information Sent With Rates Demand



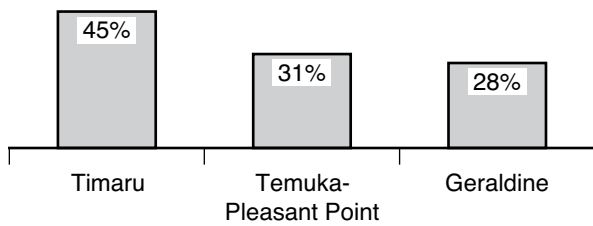
Newsletters Delivered to Households



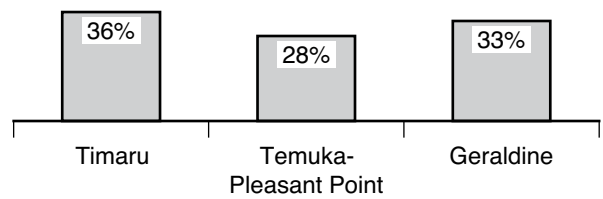
Information From Council Offices



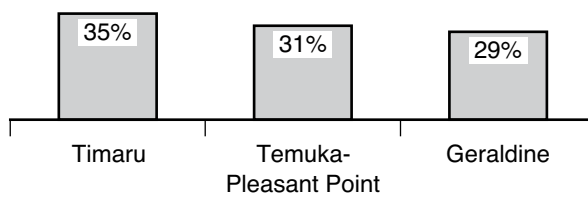
Annual Plan



The LTCCP



Council's Website



Of those who have seen or read information published by Council in the last 12 months, a majority have seen or read the The Noticeboard (89%), information sent with their rates demand (71%), and/or newsletters delivered to households (63%).

Residents more likely to have read or seen The Noticeboard are ...

- Timaru and Geraldine Ward residents,
- residents aged 40 years or over,
- residents who live in a one or two person household,
- longer term residents, those residing in the District more than 10 years.

Residents more likely to have read or seen information sent with the rates demand are ...

- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years.

It also appears that Geraldine Ward residents are slightly more likely, than other Ward residents, to have done so.

Residents more likely to have read or seen newsletters delivered to households are ...

- Temuka-Pleasant Point Ward residents,
- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who have read or seen the information available at Council Offices. However, it appears that men are slightly more likely, than women, to have done so.

Residents more likely to have read or seen The Annual Plan are ...

- Timaru Ward residents,
- men,
- residents aged 40 years or over.

Residents more likely to have read or seen The LTCCP are ...

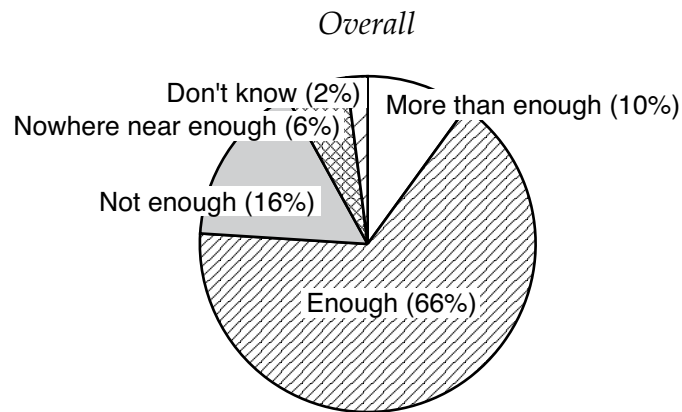
- men,
- residents aged 40 years or over, in particular those aged 60 years or over.
- longer term residents, those residing in the District more than 10 years.

Residents more likely to have read or seen the Council's website are ...

- men,
- residents aged 18 to 59 years.

e. The Sufficiency Of The Information Supplied

All residents were asked whether they considered the information supplied by Council to be sufficient.



Summary Table: Comparisons

	Total District 2008 %	Total District 2005 %	Peer Group Average %	National Average %
<u>Percent Who Mentioned ...</u>				
More than enough	10	4	9	8
Enough	66	64	47	58
Not enough	16	20	29	23
Nowhere near enough	6	6	11	6
Don't know / Not sure	2	6	4	5
Total	100	100	100	100

76% of residents feel that there is enough/more than enough information supplied (68% in 2005), with 22% feeling there is not enough/nowhere near enough information supplied (26% in 2005).

Timaru District residents are more likely than Peer Group residents and residents nationwide to feel there is enough/more than enough information.

Residents more likely to feel there is enough/more than enough information supplied by Council are ...

- Geraldine Ward residents,
- residents aged 40 years or over.



3. Local Issues

a. Place To Live

Residents were asked to think about the range and standard of amenities and activities which Council can influence. With these in mind, they were then asked to say whether they think their District is better, about the same, or worse, as a place to live, than it was three years ago.

	Better %	Same %	Worse %	Unsure %
<u>Overall</u> [†]				
Total District 2008	35	50	10	5
<u>Comparison</u>				
Peer Group Average (Provincial)	43	41	8	8
National Average	43	42	8	7
<u>Ward</u>				
Timaru	38	49	10	3
Temuka-Pleasant Point	20	53	16	11
Geraldine	45	44	5	6
<u>Length of Residence</u>				
Lived there 10 years or less	24	48	9	19
Lived there more than 10 years	38	50	11	1

% read across

[†] not asked prior to 2008

35% of residents think their District is better, as a place to live, than it was three years ago, 50% feel it is the same and 10% say it is worse. 5% are unable to comment.

The percent saying better (35%) is below the Peer Group and National Averages.

Residents more likely to feel their District is better than it was three years ago are ...

- Timaru and Geraldine Ward residents,
- longer term residents, those residing in the District more than 10 years.

Reasons Why Residents Feel The District Is Better Than It Was Three Years Ago

The main reasons* residents feel Timaru District is better as a place to live, than it was three years ago, are ...

- improved appearance of town/ clean, tidy/ more attractive, 24% of residents[†],
- development of Caroline Bay, 16%,
- Council performance/keeping residents informed, 15%,
- rubbish collection/ recycling, 15%,
- progressive town/ growth and development, 14%,
- improvements/ amenities are better (general), 14%,
- parks/ reserves walkways, 13%.

* multiple responses allowed

[†] those residents who rate the District better, as a place to live, than it was three years ago (N = 145)

Reasons Why Residents Feel The District Is Worse Than It Was Three Years Ago

The main reasons* residents feel Timaru District is a worse place to live, than it was three years ago, are ...

- gang problems, mentioned by 40% of residents[†],
- crime/ violence, 25%,
- the economy/ cost of living, 10%,
- graffiti/ vandalism/ broken glass, 9%,
- underage drinkers/ licensing laws, 7%,
- boy racer problem, 6%.

* multiple responses allowed

[†] those residents who rate the District worse, as a place to live, than it was three years ago (N = 38)

b. Place To Do Business

Residents were also asked to say whether they think their District is better, about the same, or worse, as a place to do business, than it was three years ago.

	Better %	Same %	Worse %	Unsure %
<u>Overall</u> [†]				
Total District 2008	17	51	19	13
<u>Ward</u>				
Timaru	17	53	18	12
Temuka-Pleasant Point*	13	40	27	19
Geraldine	24	54	11	11
<u>Gender</u>				
Male	22	52	18	8
Female	12	50	20	18

% read across

* does not add to 100% due to rounding

† not asked prior to 2008

17% of residents think their District is better, as a place to do business, than it was three years ago, 51% feel it is the same and 19% say it is worse. 13% are unable to comment.

Men are more likely to feel their District is better, as a place to do business, than it was three years ago, than women.

Reasons Why Residents Feel The District Is Better Than It Was Three Years Ago

The main reasons* residents feel Timaru District is better as a place to do business, than it was three years ago, are ...

- more business/bigger range/better access to businesses, 30% of residents[†],
- economic growth/more money in area/more opportunities/jobs, 23%,
- impact of dairy farming, 17%,
- more/better shops/bigger range, 10%.

* multiple responses allowed

[†] those residents who rate the District better, as a place to do business, than it was three years ago (N = 69)

Reasons Why Residents Feel The District Is Worse Than It Was Three Years Ago

The main reasons* residents feel Timaru District is a worse place to do business, than it was three years ago, are ...

- economic downturn, mentioned by 22% of residents[†],
- businesses closing/empty shops, 21%,
- too regulated/red tape/delays with consents, 17%,
- rising costs/cost of living too high, 11%.

* multiple responses allowed

[†] those residents who rate the District worse, as a place to do business, than it was three years ago (N = 76)

c. Perception Of Safety

Is Timaru generally a safe place to live?...

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
<u>Overall*</u>					
Total District 2008	28	57	12	3	-
<u>Comparison</u>					
Peer Group Average (Provincial)	32	57	9	2	-
National Average	30	56	12	2	-
<u>Ward</u>					
Timaru	24	57	15	4	-
Temuka-Pleasant Point	27	64	6	3	-
Geraldine	54	41	3	-	2
<u>Length of Residence</u>					
Lived there 10 years or less	35	53	9	3	-
Lived there more than 10 years	26	58	12	3	1

% read across

* not asked prior to 2008

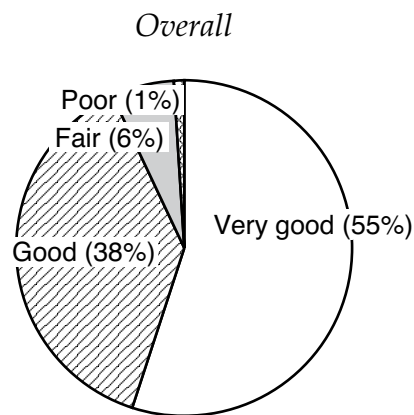
28% of residents feel that generally Timaru District is definitely a safe place to live, 57% say it is mostly. 12% of residents think the District is not really a safe place to live with 3% saying it is definitely not.

The percent saying 'yes, definitely' (28%) is on par with the Peer Group Average and similar to the National Average.

Residents more likely to feel that Timaru District is definitely a safe place to live are ...

- Geraldine Ward residents,
- shorter term residents, those residing in the District 10 years or less.

d. Quality Of Life



55% of residents think that, overall, the quality of life in their District is very good, while 38% say it is good, 6% feel it is fair and 1% think it is poor.

Timaru District residents are above Peer Group residents and residents nationwide, in rating the quality of life in their District as very good.

Residents more likely to rate the overall quality of life in their District as very good are ...

- Geraldine Ward residents,
- residents aged 40 years or over,
- residents with an annual household income of less than \$30,000 or more than \$60,000,
- shorter term residents, those residing in the District 10 years or less.

Rating The Quality Of Life In The District

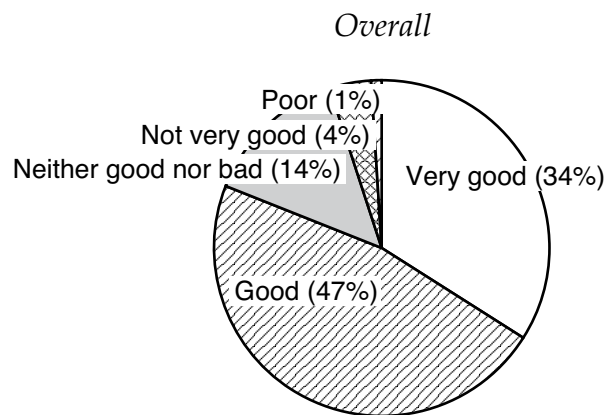
	Very good %	Good %	Fair %	Poor %	Don't know %
<u>Overall*</u>					
Total District 2008	55	38	6	1	-
<u>Comparison</u>					
Peer Group Average (Provincial)	42	43	14	-	1
National Average	40	46	13	1	-
<u>Ward</u>					
Timaru	52	43	5	-	-
Temuka-Pleasant Point†	56	30	12	1	-
Geraldine	75	22	3	-	-
<u>Age</u>					
18-39 years	49	40	11	-	-
40-59 years†	58	35	5	1	-
60+ years†	58	39	4	-	-
<u>Length of Residence</u>					
Lived there 10 years or less†	62	35	4	-	-
Lived there more than 10 years	53	39	7	1	-
<u>Household Income</u>					
Less than \$30,000 pa	57	36	7	-	-
\$30,000 - \$60,000 pa	48	48	4	-	-
More than \$60,000 pa	62	29	8	1	-

% read across

* not asked prior to 2008

† does not add to 100% due to rounding

e. Community Spirit



81% of residents rate the community spirit in their District as very good/good, including 34% who feel it is very good. 14% say the community spirit is neither good nor bad, while 5% rate it not very good/poor.

Timaru District residents are on par with to Peer Group residents and above residents nationwide, in rating community spirit as very good/good.

Residents more likely to rate the community spirit in their District as very good/good are ...

- residents aged 40 years or over,
- residents with an annual household income of less than \$30,000,
- residents who live in a one or two person household.

Rating Community Spirit In The District

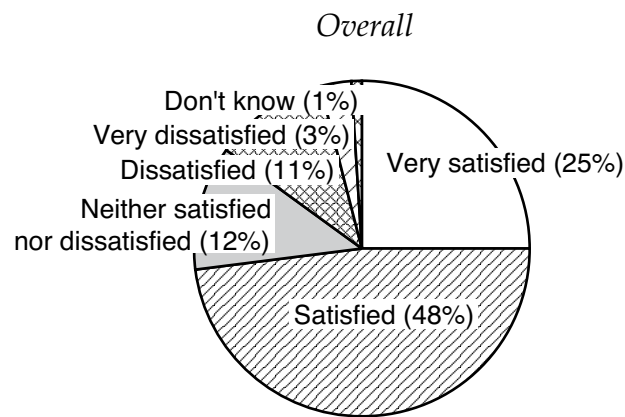
	Very good/ good %	Neither good nor bad %	Not very good/ good %	Don't know %
<u>Overall*</u>				
Total District 2008	81	14	5	-
<u>Comparison</u>				
Peer Group Average (Provincial)	78	14	7	1
National Average	72	20	7	1
<u>Ward</u>				
Timaru	80	14	5	1
Temuka-Pleasant Point	80	15	5	-
Geraldine	86	8	6	-
<u>Age</u>				
18-39 years	70	23	7	-
40-59 years	83	10	6	1
60+ years [†]	88	9	3	1
<u>Household Size</u>				
1-2 person household [†]	85	9	4	1
3+ person household	79	15	6	-
<u>Household Income</u>				
Less than \$30,000 pa	89	9	1	1
\$30,000 - \$60,000 pa	79	14	7	-
More than \$60,000 pa	78	15	6	1

% read across

* not asked prior to 2008

[†] does not add to 100% due to rounding

f. **Electricity Services**



73% of residents are very satisfied/satisfied with electricity services, including 25% who are very satisfied, while 14% are dissatisfied/very dissatisfied. 12% are neither satisfied nor dissatisfied.

Residents more likely to be very satisfied/satisfied are ...

- residents with an annual household income of less than \$30,000,
- residents who live in a one or two person household.

Summary Table: Level Of Satisfaction With Electricity Services

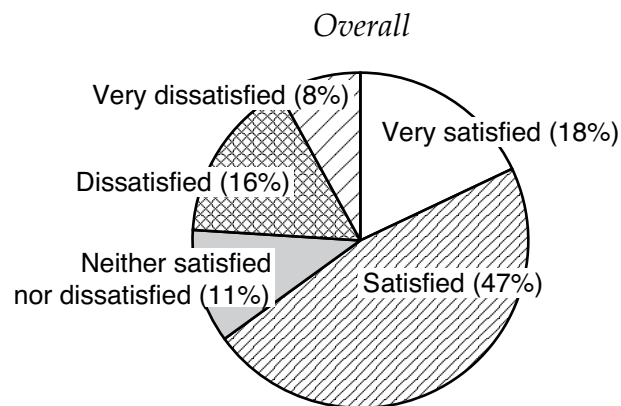
	Very satisfied/ satisfied %	Neither satisfied, nor dissatisfied %	Dissatisfied/ very dissatisfied %	Don't know %
<u>Overall*</u>				
Total District 2008	73	12	14	1
<u>Ward</u>				
Timaru	74	11	14	1
Temuka-Pleasant Point*	72	11	17	-
Geraldine	66	18	14	2
<u>Household Size</u>				
1-2 person household	77	11	11	1
3+ person household†	68	13	19	1
<u>Household Income</u>				
Less than \$30,000 pa	81	9	10	-
\$30,000 - \$60,000 pa	72	12	15	1
More than \$60,000 pa	70	12	17	1

% read across

* not asked prior to 2008

† does not add to 100% due to rounding

g. **Telecommunication Services (ie, phone, internet)**



65% of residents are very satisfied/satisfied with telecommunication services, while 24% are dissatisfied/very dissatisfied. 11% are neither satisfied nor dissatisfied.

Residents more likely to be very satisfied/satisfied are ...

- Timaru and Temuka-Pleasant Point Ward residents,
- women,
- residents aged 60 years or over,
- residents with an annual household income of less than \$30,000,
- residents who live in a one or two person household,
- longer term residents, those residing in the District more than 10 years.

Summary Table: Level Of Satisfaction With Telecommunication Services

	Very satisfied/ satisfied %	Neither satisfied, nor dissatisfied %	Dissatisfied/ very dissatisfied %	Don't know %
<u>Overall*</u>				
Total District 2008	65	11	24	-
<u>Ward</u>				
Timaru [†]	68	10	21	-
Temuka-Pleasant Point [†]	63	8	27	1
Geraldine	44	23	33	-
<u>Gender</u>				
Male [†]	57	10	32	-
Female	71	12	16	1
<u>Age</u>				
18-39 years	53	14	33	-
40-59 years [†]	61	13	26	1
60+ years [†]	81	7	13	-
<u>Household Size</u>				
1-2 person household	69	9	21	1
3+ person household [†]	58	14	28	-
<u>Household Income</u>				
Less than \$30,000 pa	78	7	15	-
\$30,000 - \$60,000 pa [†]	62	15	22	-
More than \$60,000 pa	59	10	31	-
<u>Length of Residence</u>				
Lived there 10 years or less [†]	57	13	30	1
Lived there more than 10 yrs	67	11	22	-

% read across

* not asked prior to 2008

[†] does not add to 100% due to rounding

h. Natural Environment

i. Is It Being Preserved And Sustained For Future Generations?

Residents were asked to say how satisfied they are that the natural environment in the Timaru District is being preserved and sustained for future generations.

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<u>Overall*</u>								
Total District 2008	23	56	79	9	7	3	10	2
<u>Comparison</u>								
Peer Group	19	50	69	18	7	3	10	3
National Average	18	54	72	15	11	1	12	1
<u>Ward</u>								
Timaru	22	59	81	10	7	1	8	1
Temuka- Pleasant Point [†]	19	51	70	13	11	4	15	3
Geraldine	(33)	47	80	3	7	8	15	2
<u>Gender</u>								
Male	22	53	75	9	9	5	(14)	2
Female	23	59	(82)	10	6	1	7	1
<u>Age</u>								
18-39 years	23	52	75	13	6	4	10	2
40-59 years	21	52	73	11	12	3	15	1
60+ years	26	(65)	(91)	4	4	-	4	1
<u>H/hold Income</u>								
Less than \$30kpa [†]	21	(68)	(89)	4	5	1	6	2
\$30k - \$60kpa	22	50	72	7	(15)	5	(20)	1
More than \$60kpa [†]	25	54	79	13	4	2	6	1
<u>Household Size</u>								
1-2 person h/hold	(27)	57	(84)	8	5	1	6	2
3+ person h/hold	17	55	72	11	11	4	(15)	2
<u>Length of Residence</u>								
Lived there 10 years or less [†]	27	46	73	11	10	2	12	5
Lived there more than 10 years	22	(59)	(81)	9	7	3	10	-

% read across

[†] doesn't add to 100% due to rounding

* not asked prior to 2008

79% of residents are very satisfied/satisfied that the natural environment in the Timaru District is being preserved and sustained for future generations. This is above the Peer Group and National Averages.

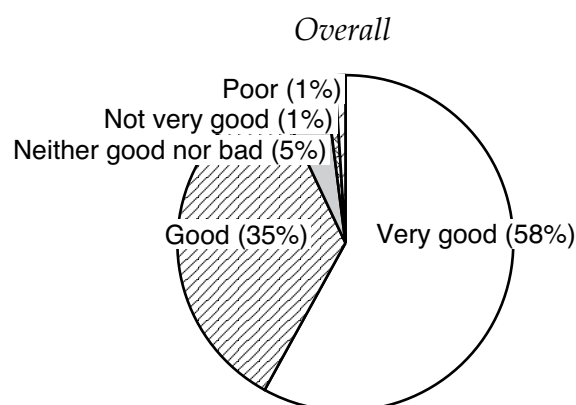
10% of residents are dissatisfied/very dissatisfied, while 9% are neither satisfied nor dissatisfied.

Residents more likely to be very satisfied/satisfied are ...

- women,
- residents aged 60 years or over,
- residents with an annual household income of less than \$30,000,
- residents who live in a one or two person household,
- longer term residents, those residing in the District more than 10 years.

It appears that Temuka-Pleasant Point Ward residents are slightly less likely to feel this way, than other Ward residents.

ii. Rating Accessibility



93% of residents rate the accessibility of the District's natural environment, as very good/good, including 58% who are very satisfied, while 2% feel access if not very good/poor. 5% say it is neither good nor bad.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who rate accessibility as very good/good.

How Residents Rate The Accessibility Of The Districts Natural Environment

	Very good		Very good/ Good	Neither good nor bad	Not very good		Not very good/ Poor	Don't know
	%	%			%	%		
Overall*								
Total District 2008	58	35	93	5	1	1	2	-
Ward								
Timaru	59	35	94	3	1	1	2	1
Temuka-Pleasant Point†	60	32	92	7	1	1	2	-
Geraldine	47	40	87	11	2	-	2	-

% read across

* not asked prior to 2008

† does not add to 100% due to rounding

i. Health Services

Residents were asked to say how satisfied they are with health services in the Timaru District.

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<u>Overall*</u>								
Total District								
2008	30	45	75	12	8	3	11	2
<u>Comparison</u>								
Peer Group	18	36	54	15	20	7	27	4
National Average	22	42	64	13	15	5	20	3
<u>Ward</u>								
Timaru	30	44	74	11	8	4	12	3
Temuka- Pleasant Point	29	48	77	14	8	-	8	1
Geraldine	30	43	73	14	13	-	13	-
<u>Age[†]</u>								
18-39 years	24	48	72	11	8	5	13	5
40-59 years	30	40	70	14	11	2	13	2
60+ years	36	48	84	9	6	2	8	-

% read across

* not asked prior to 2008

† does not add to 100% due to rounding

75% of residents are very satisfied/satisfied with health services in the Timaru District, including 30% who are very satisfied. This is above the Peer Group and National Averages.

11% are dissatisfied/very dissatisfied, while 12% are neither satisfied nor dissatisfied.

Residents aged 60 years or over, more likely to be very satisfied/satisfied, than other age groups.

j. Education Services

Residents were asked to say how satisfied they are with education services in the Timaru District.

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<u>Overall*</u>								
Total District 2008	28	48	76	7	7	1	8	9
<u>Comparison</u>								
Peer Group	20	47	67	10	8	2	10	13
National Average	21	47	68	12	7	2	9	11
<u>Ward</u>								
Timaru	27	53	80	6	3	1	4	10
Temuka- Pleasant Point	26	33	59	10	19	4	23	8
Geraldine	34	47	81	7	6	-	6	6
<u>Household Size</u>								
1-2 person h/hold	21	50	71	7	5	1	6	16
3+ person h/hold	37	46	83	6	9	2	11	-
<u>Length of Residence</u>								
Lived there 10 years or less	24	43	67	5	8	1	9	19
Lived there more than 10 years	29	50	79	7	6	2	8	6

% read across

* not asked prior to 2008

76% of residents are very satisfied/satisfied with education services in the Timaru District, including 28% who are very satisfied. This is above the Peer Group and National Averages.

8% of residents are dissatisfied/very dissatisfied while 7% are neither satisfied nor dissatisfied and 9% are unable to comment.

Residents more likely to be very satisfied/satisfied are ...

- Timaru and Geraldine Ward residents,
- residents who live in a three or more person household,
- longer term residents, those residing in the District more than 10 years.

k. **Biggest Issues**

i. For The Whole District

Residents were asked to think about the next ten years and say what they think are the top five issues for the whole Timaru District.

The main mentions* are ...

- standard of roads/bypass/Evans Street issue, mentioned by 26% of all residents
- maintaining economic development/business promotion, 22%
- health services/hospital, 19%
- community safety/crime prevention/
law and order/more Police, 18%
- gangs, 14%
- public transport/cost of fuel, 13%
- increasing tourism/promotion of district/attractions, 13%
- education, 13%
- Aquatic Centre/cost/location, 12%
- sewerage upgrade/treatment/maintenance. 10%

Summary Table: Main Issues* For The District As A Whole

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
Standard of roads/bypass/Evans Street issue	26	27	25	20
Maintaining economic development/ business promotion	22	21	26	19
Health services/hospital	19	20	15	24
Community safety/crime prevention/ law and order/more Police	18	19	14	16
Gangs	14	14	18	2
Public transport/cost of fuel	13	9	27	16
Increasing tourism/promotion of district/attractions	13	14	14	9
Education	13	13	14	11
Aquatic Centre/cost/location	12	16	5	2
Sewerage upgrade/treatment/maintenance	10	11	8	13

* multiple responses allowed

Other issues mentioned by 9% are ...

- youth issues/more activities/entertainment for young people,
- water supply,
- public services and facilities/infrastructure.

By 8% ...

- environmental issues (excluding diary farming).

By 7% ...

- employment/more jobs.

By 6% ...

- sports and recreation/swimming pools (excluding Aquatic Centre).

By 5% ...

- healthy rivers and coasts,
- parks / reserves / playgrounds / green areas,
- expand the region / more development / subdivisions,
- keeping rates down,
- Caroline Bay development / improvements / promote Caroline Bay,
- air quality,
- supply / cost of electricity,
- coping with growth of District / increasing population,
- footpaths.

By 4% ...

- the Port,
- flow of traffic,
- dairy farming / environmental impact,
- Council performance / expenditure,
- resource consent process / less red tape / bureaucracy,
- rubbish issues / recycling,
- ageing population / care for the elderly,
- water quality,
- community support / good community spirit / events,
- more housing / quality of housing.

By 3% ...

- communication systems / broadband,
- dairy farm water usage / irrigation,
- loss of young people / attract more to area / retain them,
- keeping the town clean and tidy.

By 2% ...

- family poverty / cost of living too high,
- stormwater drainage,
- library / museum / Art Gallery.

By 1% ...

- liquor consumption / licensing laws,
- underground power,
- public toilets,
- Civil Defence,
- parking facilities,
- cycleways.

7% mention 'other' issues and 10% are unable to comment.

ii. For The Council To Focus On

Residents were asked to think about the next ten years and say what they think are the top five issues that the Council should be focusing on.

The main mentions* are ...

- improved roads/maintenance/upgrading, mentioned by 27% of all residents
- economic development/business promotion, 21%
- increasing tourism/promotion of District/attractions/facilities, 15%
- Aquatic Centre/cost/location, 14%
- sewerage upgrade/treatment/maintenance, 13%
- improve public transport/cost, 12%
- water supply availability/storage/conservation, 12%
- maintaining services and facilities/infrastructure. 10%

Summary Table: Main Issues* For Council To Focus On

	Total District 2008 %	Ward		
		Timaru %	Temuka- Pleasant Point %	Geraldine %
Improved roads/maintenance/upgrading	27	25	31	31
Economic development/business promotion	21	23	18	16
Increasing tourism/promotion of District/attractions/facilities	15	15	11	22
Aquatic Centre/cost/location	14	16	15	-
Sewerage upgrade/treatment/maintenance	13	15	11	7
Improve public transport/cost	12	8	25	16
Water supply availability/storage/conservation	12	10	16	14
Maintaining services and facilities/infrastructure	10	12	6	10

* multiple responses allowed

Other issues mentioned by 9% of residents are ...

- health services/hospital,
- gang problem,
- public safety/crime prevention/more policing/law and order.

By 8% ...

- Council performance/expenditure,
- keeping rates down/lower rates.

By 7% ...

- sports and recreation/swimming pools (excluding Aquatic Centre),
- rubbish issues/recycling/dump.

By 6% ...

- environmental issues (excluding dairy farming),
- education.

By 5% ...

- improving footpaths,
- housing/ quality of housing,
- parks/ reserves/ playgrounds,
- employment/ more jobs/ training,
- expand the region/ more development/ subdivisions,
- maintenance/ cleaning/ tidying up/ beautification.

By 4% ...

- youth issues/ more activities/ entertainment for young people,
- resource/ building consent process/ less red tape/ bureaucracy,
- supply/ cost of electricity,
- ageing population/ care for the elderly,
- Caroline Bay development/ improvements/ promote Caroline Bay,
- water quality,
- maintain traffic flow/ reduce congestion,
- air quality,
- community support/ encourage community spirit.

By 3% ...

- public toilets/ cleaned more regularly,
- the Port,
- telecommunication systems/ improve internet access,
- stormwater drainage.

By 2% ...

- healthy rivers and coasts,
- town planning,
- Civil Defence,
- coping with growth of District/ increasing population.

By 1% ...

- library/ museum/ Art Gallery,
- parking facilities,
- underground power,
- liquor consumption/ licensing laws,
- dairy farm water usage/ irrigation,
- cemeteries,
- dairy farming/ environmental impact,
- retaining young people in the area,
- cycleways.

8% mention 'other' issues and 10% are unable to comment.

E. APPENDIX

Base By Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<u>Ward</u>	Timaru	280	276
	Temuka-Pleasant Point	81	80
	Geraldine	40	46
<u>Gender</u>	Male	202	192
	Female	199	209
<u>Age</u>	18-39 years	81	121
	40-59 years	158	156
	60+ years	162	124

* Interviewing is intentionally conducted to get reasonable bases for comparison between the three Wards. Post-stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please see also pages 2 to 4.

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