



RESEARCH FIRST



GORE DISTRICT COUNCIL

# ANNUAL RESIDENTS' SURVEY JUNE 2018

**GO**  
DISTRICT COUNCIL  
**RE**

RESEARCH REPORT  
JULY 2018

# Contents

## Annual Residents' Survey 2018

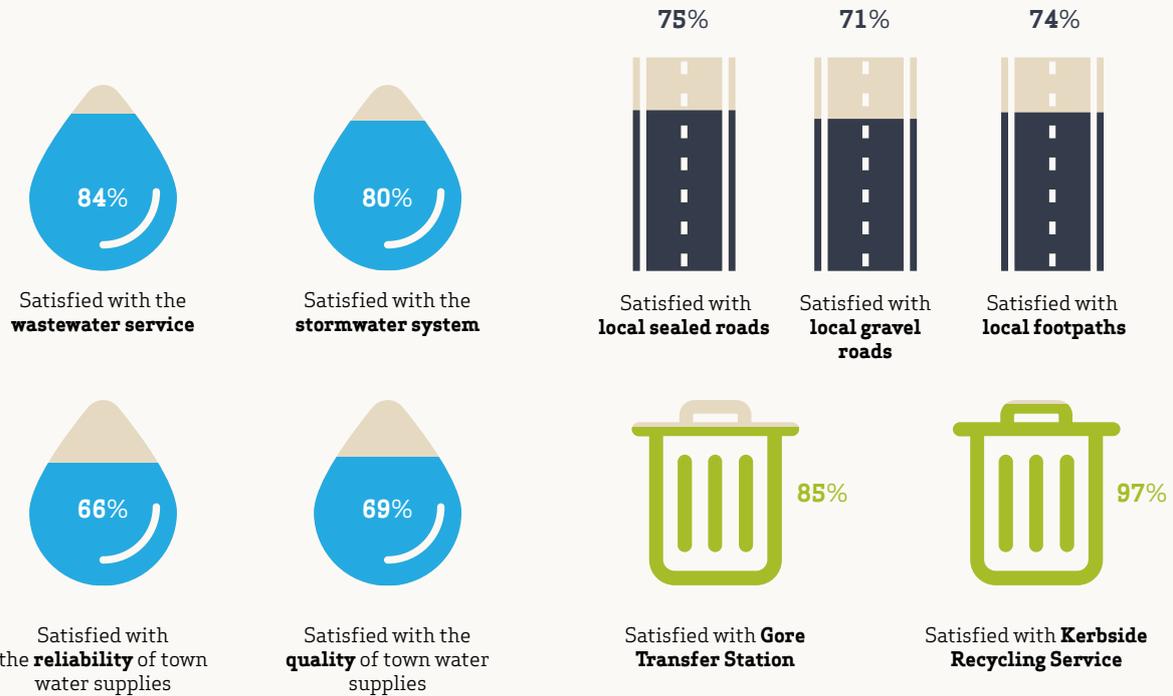
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# INFOGRAPHIC SUMMARY

## COUNCIL SERVICES



## COUNCIL FACILITIES



# INFOGRAPHIC SUMMARY

## COUNCIL PERFORMANCE



Were satisfied that the Council is responding to the **needs**, and to **issues raised** in, the community.



Were satisfied that they can **contact an elected member** of the Council to **raise an issue** or problem.



Stated that they were **satisfied with the performance** of Gore District Council.



Felt the Mayor and Councillors **display sound and effective leadership**.



Agreed they have good strategies for **developing prosperity and wellbeing**.



Agreed Gore District Council provides enough **opportunities for people to have their say**.

## THE GORE DISTRICT

87%



Agreed that the Gore District is a **great place to live**

84%



Agreed the Gore District is a **safe place to live**

89%



Agreed the Gore District has good **sporting and recreation facilities**

75%



Agreed there is a **great sense of community** where they live

72%



Felt a **sense of pride** on the way their local area looks and feels



# 2

## Research Design

### 2.1 Context

The Gore District:

- was formed in 1989, incorporating the former Gore and Mataura borough councils and part of the former Southland County Council.
- has five electoral wards for the 11-member council, plus the mayor who is elected at large.
- covers 1,251 km<sup>2</sup>.
- has a capital value of over \$2.6billion with a strong agricultural-led economy.
- has a population of 12,033 (2013 Census). Gore is the largest urban area with a population of 7350. Mataura has a population of 1509.

Gore District Council commissions an annual survey of residents to find out what they think about specific services and facilities and how they feel about the District and Council's performance.

The key service areas tested in the 2018 residents' survey were:

- Wastewater and Stormwater Services
- Water Services
- Roothing Services
- Waste Services
- Council Services
  - Council Facilities
  - Contacting the Council
  - Council Communications
- Council Planning
- Elected Members and Organisational Performance
- Perceptions of the Gore District

## 2.2 Method

In line with the 2014 – 2017 surveys, the 2018 research was conducted both by phone and online.

### Phone survey with online completion option

Telephone surveys are ideally suited to surveying large, geographically dispersed populations exactly like Gore's. The data produced is the result of random sampling and is therefore free from self-selection bias; it can be considered statistically robust and levels of statistical confidence can be applied to the data.

An online channel for the survey was included to make the survey more inclusive. This gave an option for those with a preference for online completion and for those without landlines or not invited to take part as part of the random telephone sample.

Residents contacted by phone who were unwilling or unable to complete the survey were offered to be sent an email containing a link to the online survey.

### Standalone online survey

The research was also promoted across the district as an online survey that anyone could complete. Communications to promote the online survey to a wider audience included:

- Production of graphics and text used jointly by Research First and Gore District Council. A set of 7 images were produced to appeal to different groups within the population.
- The advert and link to the online survey were placed in the banner section of the Gore District Council homepage to coincide with the start of the telephone survey, providing both promotion of the online mechanism and verifying the legitimacy of the telephone survey.
- Advert and links were placed and boosted on Council Facebook pages throughout the survey period.
- A campaign targeted to reach residents across the District ran through the Research First Facebook page throughout the survey period.

The survey was visible and created an inclusive approach that enabled greater community engagement than with the telephone survey alone. However, the online sample is self-selecting and is essentially different from that provided through the telephone approach based on random sampling where respondents are invited to take part. Self-selecting respondents are likely to have characteristics and opinions that are not consistent with the general population. The sample from the online survey should not be viewed as representative of the district's population. A comparison of results provided from the two different samples is provided in appendix five.

The telephone survey provides a sample of 383 respondents that is representative of the district's population and accurate to +/-5% at the 95% confidence level. An additional 241 residents chose to give their feedback through the online survey.



## 2.3 Sampling

The questionnaire was consistent with the 2017 survey.

Following a pilot testing phase, data collection took place between the 1st – 29th May.

Data collection for the telephone survey was randomised within each household to ensure the sample included a range of respondents based on age, location and gender, with a quota system being used to ensure the sample was representative of the population as per Census 2013 statistics.

## 2.4 Performance Targets and Satisfaction Measures

Findings have been presented in relation to Key Performance Indicators (KPI) as identified in the 2015-2025 Long Term Plan, 2017 targets.

Across all KPIs, the KPI measure of satisfaction is reported as the proportion answering neutral, satisfied or very satisfied.

To ensure consistency, where the total satisfied is reported for any service area this is the proportion of residents that answered neutral, satisfied or very satisfied.

Where levels of agreement are reported, the total agreeing is the proportion that answered that they agreed or strongly agreed. In these cases, stating 'neither agree nor disagree' cannot be deemed as agreement.

# 3

## Wastewater and Stormwater

Overall results showed:

- 84% of residents were satisfied with the wastewater service over the past 12 months
- 80% of residents were satisfied with the stormwater system over the past 12 months
- Respondents in Matura were significantly more likely to state that they were dissatisfied when compared with residents in other areas of the district. This is unsurprising given issues with water services experienced in the area in 2017/2018.
- Trend analysis in the overall results for the district shows consistent levels of satisfaction with wastewater services and the stormwater system when compared with the last survey point and relatively consistent perceptions over time.
- Comments about services highlighted residents' priorities as overall upgrades, remedying surface flooding from stormwater and fixing or clearing drains, gutters, sumps and culverts. These were the same priorities in 2017.

Figure 3.1 Satisfaction with Wastewater and Stormwater Services

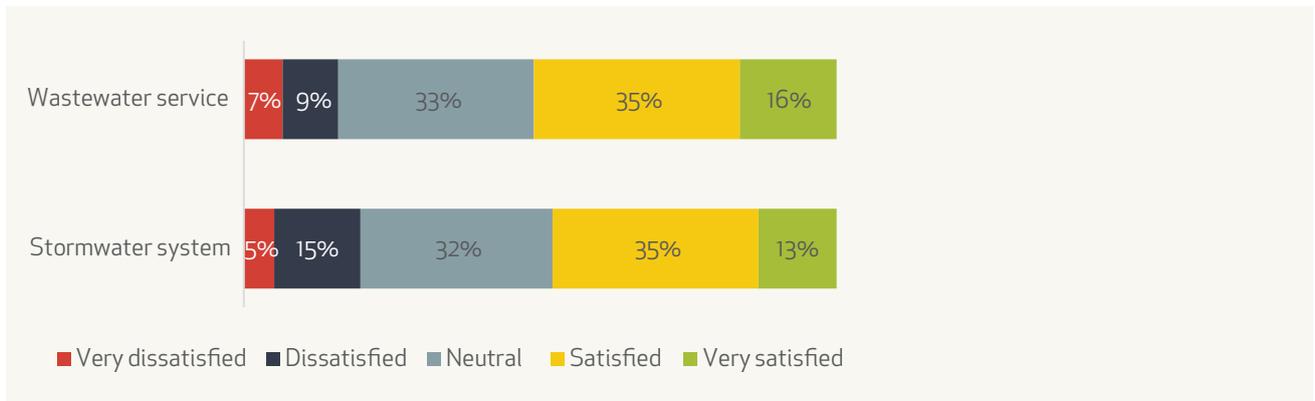


Figure 3.2 Satisfaction with Wastewater and Stormwater Services by Location

		Gore	Mataura	Other rural	Total sample
<b>Wastewater service</b>	Very dissatisfied	4%	21%	8%	7%
	Dissatisfied	9%	15%	8%	9%
	Neutral	32%	28%	43%	33%
	Satisfied	39%	22%	25%	35%
	Very satisfied	17%	13%	16%	16%
	<b>Total satisfied</b>	<b>88%</b>	<b>64%</b>	<b>84%</b>	<b>84%</b>
	Number of respondents	378	67	76	521
		Gore	Mataura	Other	Total sample
<b>Stormwater system</b>	Very dissatisfied	3%	14%	8%	5%
	Dissatisfied	15%	19%	9%	15%
	Neutral	33%	21%	42%	32%
	Satisfied	36%	36%	26%	35%
	Very satisfied	13%	10%	14%	13%
	<b>Total satisfied</b>	<b>82%</b>	<b>67%</b>	<b>83%</b>	<b>80%</b>
	Number of respondents	378	70	76	524

Figure 3.3 Satisfaction with Wastewater and Stormwater Services – Trend Analysis

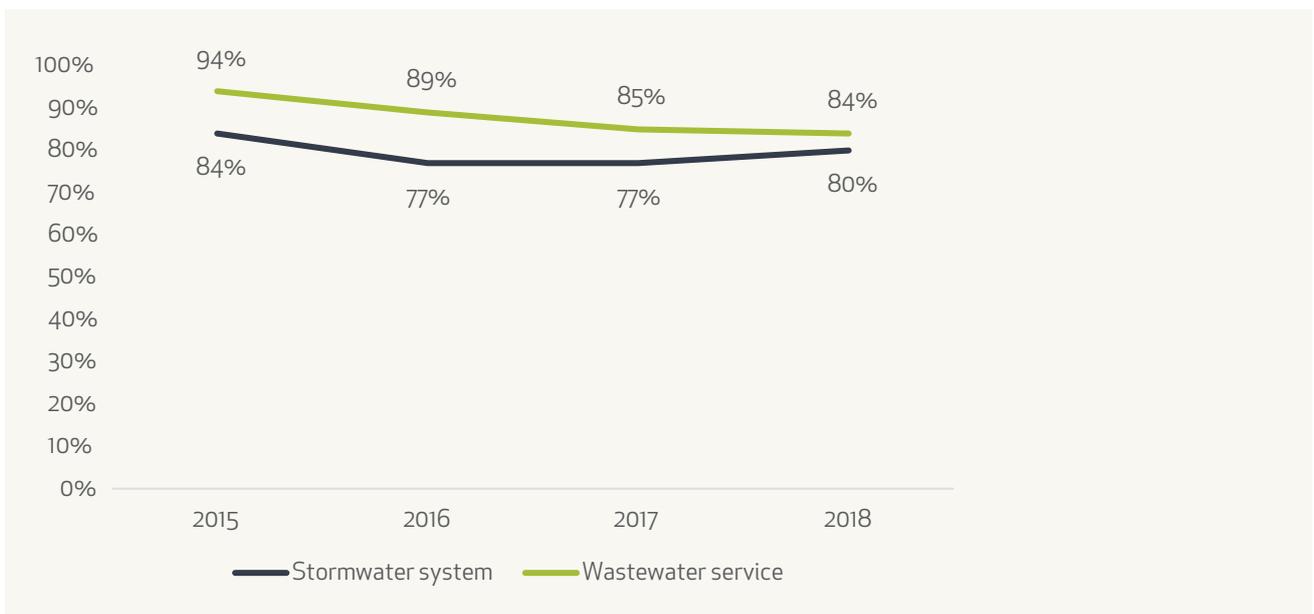


Figure 3.4 Comments about Wastewater and Stormwater Services

	<b>Number of respondents</b>	<b>% of respondents</b>
Improve/upgrade services in general	38	24%
Remedy surface flooding from stormwater	34	22%
Fix or clear drains/gutters/sumps/culverts	25	16%
Rural areas don't receive these services	11	7%
Stop dumping stormwater/ wastewater into river	10	6%
Clear foliage/ reduce tree debris	10	6%
Happy with services	8	5%
Listen to resident concerns/ suggestions	5	3%
Bring in water storage	3	2%
Separate wastewater and stormwater pipes	2	1%
Other	24	15%
<b>Total</b>	<b>157</b>	<b>100%</b>

# 4

## Water Services

Just over half of respondents (60%) were on the Gore town water supply, 11% on the Mataura supply and 29% on a rural supply.

Respondents on town supplies were asked a series of questions around water services.

### 4.1 Quality and Reliability

- 66% overall were satisfied with the reliability of town water supplies.
- 69% overall were satisfied with the quality of town water supplies.
- Trend analysis shows a decrease in satisfaction with the quality of town water supplies following a positive upturn last year. Service improvements had made a positive impact on residents' perceptions, but this had a temporary effect on perceptions.
- Trends also show a decrease in satisfaction with the reliability of supply when compared with the 2017 survey results.
- Results are at the lowest reported levels and are likely to be a result of the supply issues experienced in the district within the last year (notably, water restrictions forced by dry weather and falling well levels, the leak that compromised the Mataura town water supply and Pyramid Bridge (that only affected rural supplies but was a high-profile event in the district)). Open comments about this service area back up this conclusion.
- Results analysed by location confirm significantly higher proportions were dissatisfied with service levels in Mataura, as a response to failures in the town supply. Sample sizes are smaller for Mataura so figures should be viewed with some caution. However, conclusions drawn from the results are a robust indicator of feelings amongst residents.

Figure 4.1 Satisfaction with Water Services

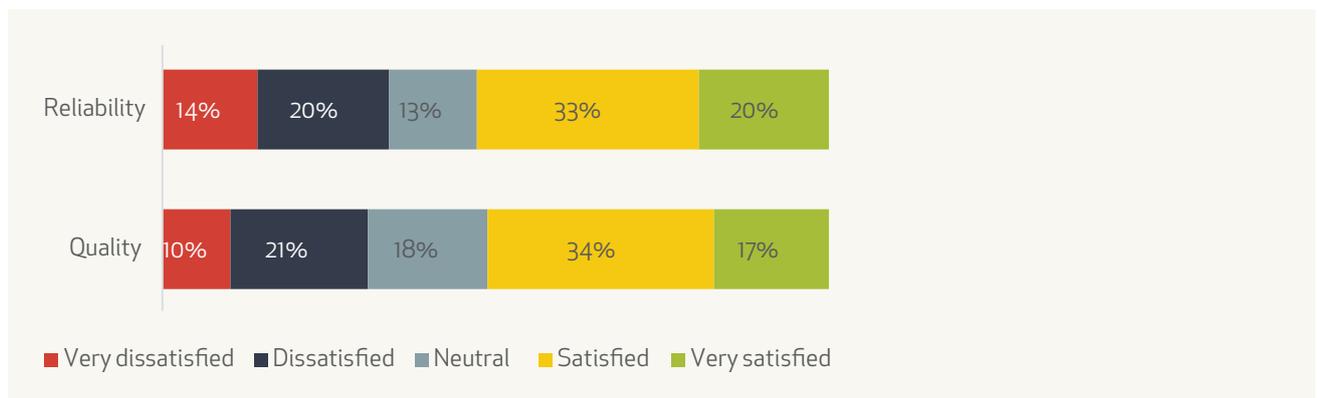
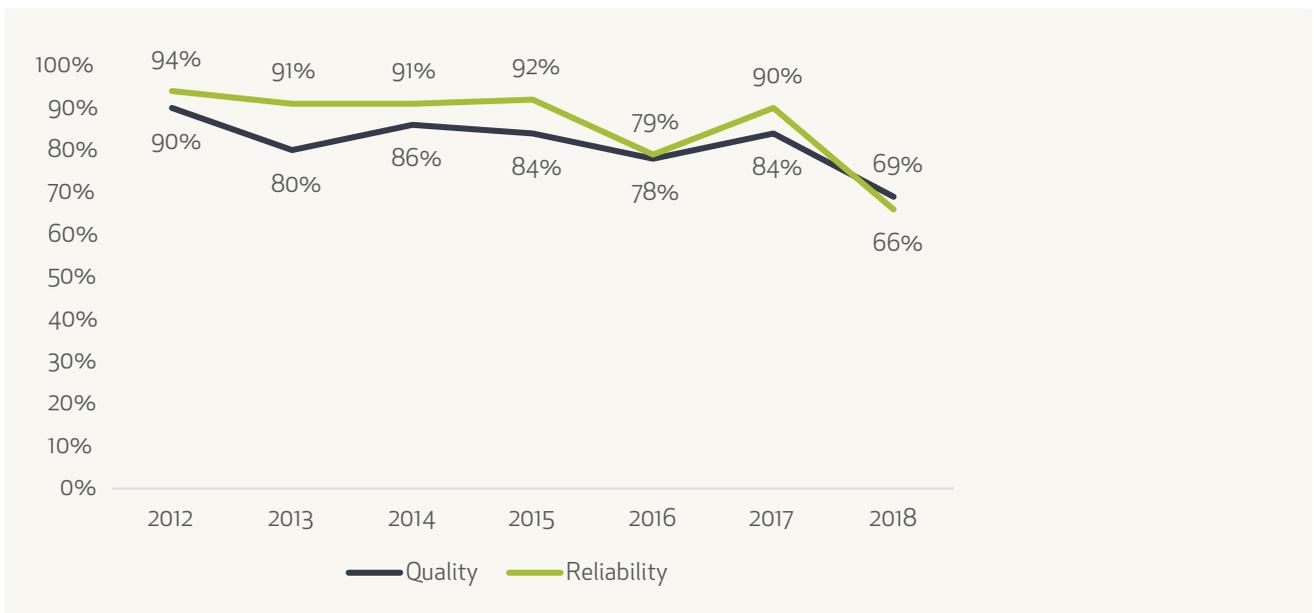


Figure 4.2 Satisfaction with Water Services By Location

		Gore	Mataura	Total sample
<b>Reliability of your water supply</b>	Very dissatisfied	11%	31%	14%
	Dissatisfied	18%	31%	20%
	Neutral	13%	13%	13%
	Satisfied	37%	15%	33%
	Very satisfied	21%	9%	20%
	<b>Total satisfied</b>	<b>71%</b>	<b>37%</b>	<b>66%</b>
		368	67	441
		Gore	Mataura	Total sample
<b>Quality of your water supply</b>	Very dissatisfied	5%	37%	10%
	Dissatisfied	19%	28%	21%
	Neutral	19%	15%	18%
	Satisfied	37%	16%	34%
	Very satisfied	20%	3%	17%
	<b>Total satisfied</b>	<b>75%</b>	<b>34%</b>	<b>69%</b>
		368	67	441

Figure 4.3 Satisfaction with Water Services – Trend Analysis



## 4.2 Water Restrictions

- 61% of residents stated that they did support the Council's approach of applying water restrictions to manage water use on town water supplies. Support is in line with perceptions in 2017 and 2016.
- Farmers and businesses being able to use water without restriction was again the reason most often mentioned by those opposed to the Council's approach. The proportion giving this as a reason has increased from 26% in 2016 to 38% in 2017 and to 37% in 2018.

Figure 4.4 Reasons for opposing water restrictions as a means to manage water use on town supplies

	Number of respondents	% of respondents
Farmers/business using water without restriction	65	37%
Restrictions are only temporary solution/ Not fixing problem of new source	36	21%
Council should have resolved issues years ago/ planned ahead	31	18%
Need/ deserve to use water without restriction	25	14%
Council wastes water/ spends money on other things	23	13%
Water usage is part of rates/ No proposed rates reduction	17	10%
Restrictions apply even when sufficient water available	4	2%
Other	7	4%
Don't know	14	8%
<b>Total</b>	<b>174</b>	<b>100%</b>

## 4.3 Comments about Water Services

Figure 4.5 Open comments about water services

	<b>Number of respondents</b>	<b>% of respondents</b>
Water services need improvement (general)	30	20%
Quality poor/variable	27	18%
Need to solve supply issues/ find new sources	25	17%
Farmer/business usage too high	18	12%
Unhappy with restrictions	16	11%
Council wastes water	15	10%
Council poor planning and management	14	9%
Happy with services	13	9%
Some people use water irresponsibly/ Need to monitor usage	8	5%
Leaks need fixing	7	5%
Need to focus on preservation/ rainwater collection	6	4%
Pressure low	5	3%
Other	6	4%
<b>Total responses</b>	<b>148</b>	

# 5

## Local Roads and Footpaths

- 75% were satisfied with local sealed roads
- 74% were satisfied with footpaths
- 71% were satisfied with local gravel roads
  - **Performance target not met (2018 target: 78% satisfied)**
- Residents outside of the main urban areas of Gore and Mataura were significantly less likely to be satisfied with local gravel roads. This may be due to higher frequency of use.
- Perceptions of sealed roads were more positive amongst Gore residents when compared with Mataura. Perceptions of footpaths were more negative in Mataura than the other areas.
- Trend analysis shows slight increases in satisfaction with local gravel roads and footpaths, but a decline in satisfaction with local sealed roads.
- Relatively high proportions of residents in the 2017 and 2018 surveys mentioned poor or hazardous conditions of footpaths in the open comments; this is an area of concern for residents. Improving the condition of gravel roads is also highlighted as a priority.

Figure 5.1 Satisfaction with Roding Services

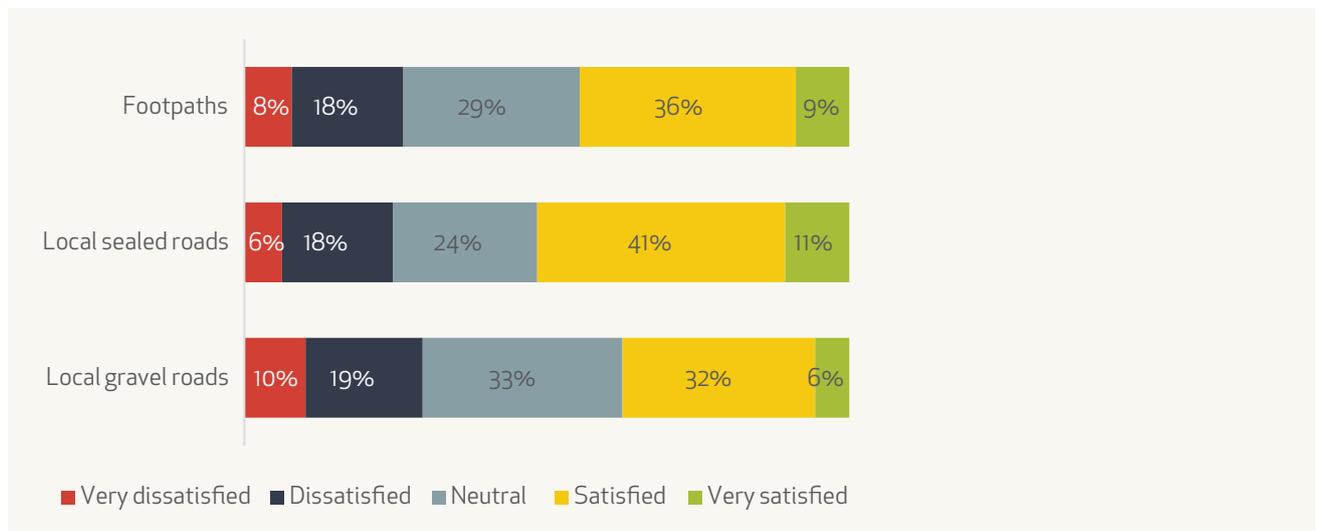


Figure 5.2 Satisfaction with Roading Services by Location

		Gore	Mataura	Other rural	Total sample
<b>Local gravel roads</b>	Very dissatisfied	6%	12%	19%	10%
	Dissatisfied	16%	18%	30%	19%
	Neutral	36%	41%	21%	33%
	Satisfied	35%	23%	28%	32%
	Very satisfied	7%	6%	3%	6%
	<b>Total satisfied</b>	<b>78%</b>	<b>71%</b>	<b>52%</b>	<b>71%</b>
		391	78	155	624
		Gore	Mataura	Other rural	Total sample
<b>Local sealed roads</b>	Very dissatisfied	6%	8%	6%	6%
	Dissatisfied	16%	28%	20%	18%
	Neutral	25%	17%	25%	24%
	Satisfied	43%	36%	39%	41%
	Very satisfied	11%	12%	10%	11%
	<b>Total satisfied</b>	<b>79%</b>	<b>64%</b>	<b>74%</b>	<b>75%</b>
		391	78	155	624
		Gore	Mataura	Other rural	Total sample
<b>Footpaths</b>	Very dissatisfied	8%	10%	6%	8%
	Dissatisfied	18%	27%	14%	18%
	Neutral	27%	27%	35%	29%
	Satisfied	38%	28%	34%	36%
	Very satisfied	8%	8%	10%	9%
	<b>Total satisfied</b>	<b>74%</b>	<b>63%</b>	<b>79%</b>	<b>74%</b>
		391	78	155	624

Figure 5.3 Satisfaction with Roading Services – Trend Analysis

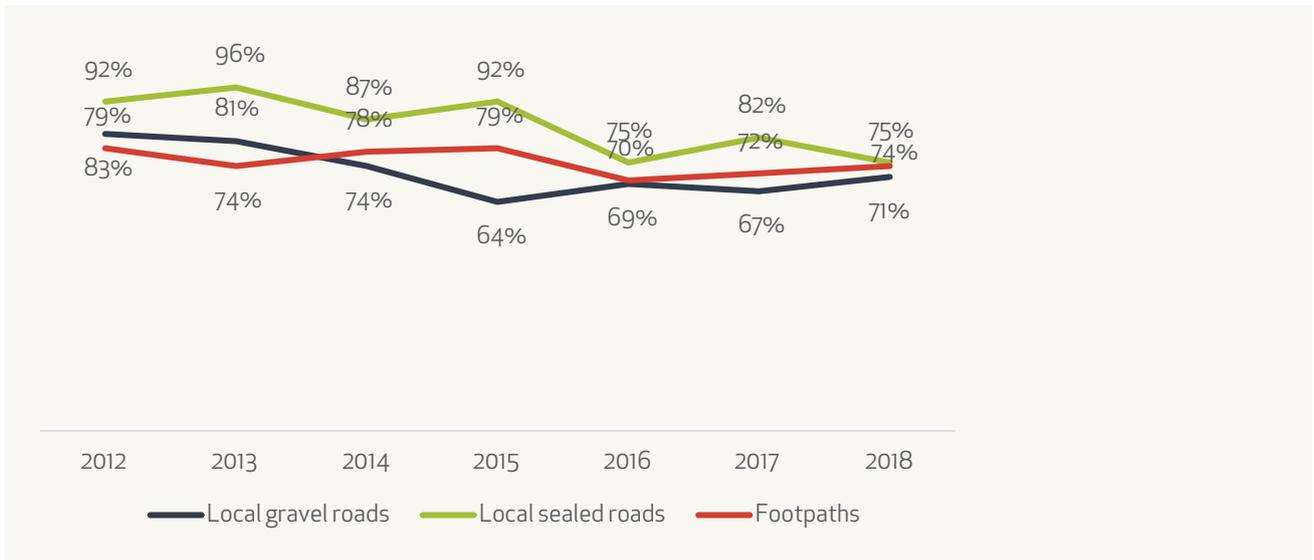


Figure 5.4 Comments about local roads and footpaths

		Number of respondents	% of respondents
<b>Roads</b>	Improve gravel roads (grading, more gravel)	48	17%
	Seal repairs poorly done/ Need more long term fix	31	11%
	Poor condition	27	9%
	Repair potholes	25	9%
	Better traffic management systems	13	5%
	Prioritise repairs more urgently	11	4%
	Clean gutters/ debris/ litter	7	2%
	Heavy traffic damages road	6	2%
	Wider roads	6	2%
	Cut back trees/ foliage	3	1%
	Too much roadwork/ taking too long	3	1%
	No response from Council when reporting issues	2	1%
	<b>Total road related responses</b>	<b>137</b>	<b>48%</b>

<b>Footpaths</b>	Poor condition/Hazardous	83	29%
	Prioritise more	12	4%
	More pedestrian crossings/walkways	10	3%
	Fixes poorly done	5	2%
	Wider footpaths	5	2%
	More lighting	3	1%
	<b>Total footpath related comments</b>	<b>110</b>	<b>38%</b>
<b>General comments</b>	Services need improvement/maintenance (general)	36	13%
	Happy with services	17	6%
	Other	12	4%

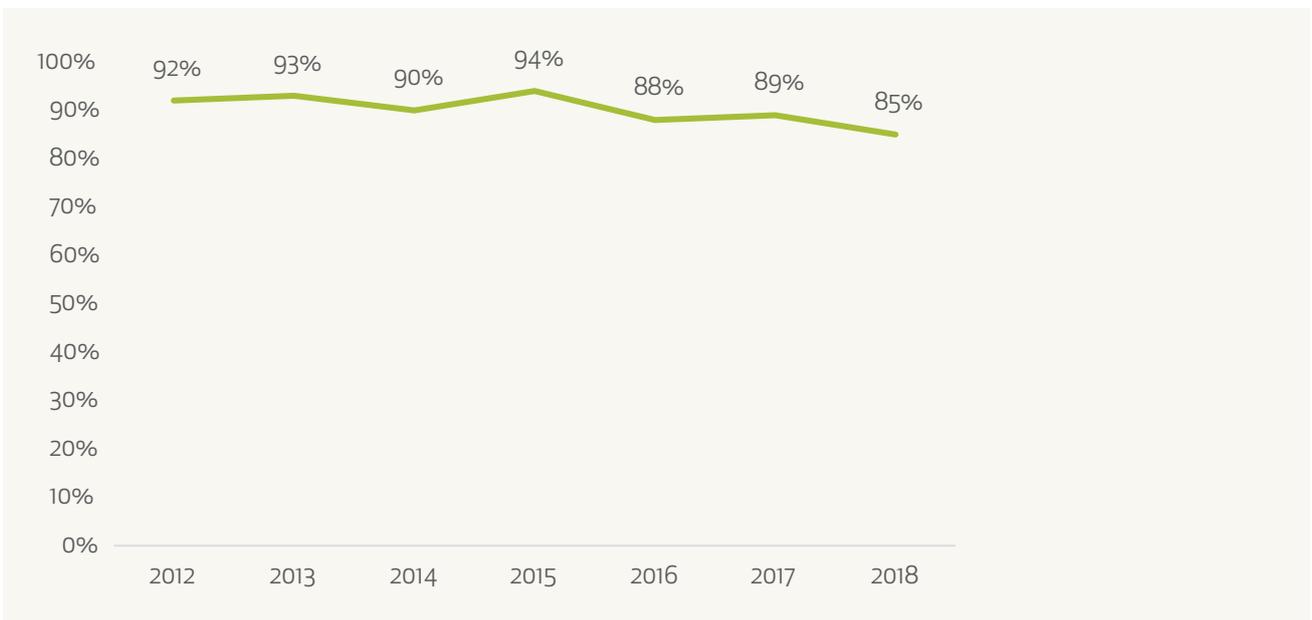
# 6

## Waste

### 6.1 Gore Transfer Station

- 46% of respondents had visited Gore Transfer Station in the previous 12 months.
- 85% of these respondents were satisfied with the facility.
- Trend analysis shows consistency in the high proportion of residents satisfied with this service.

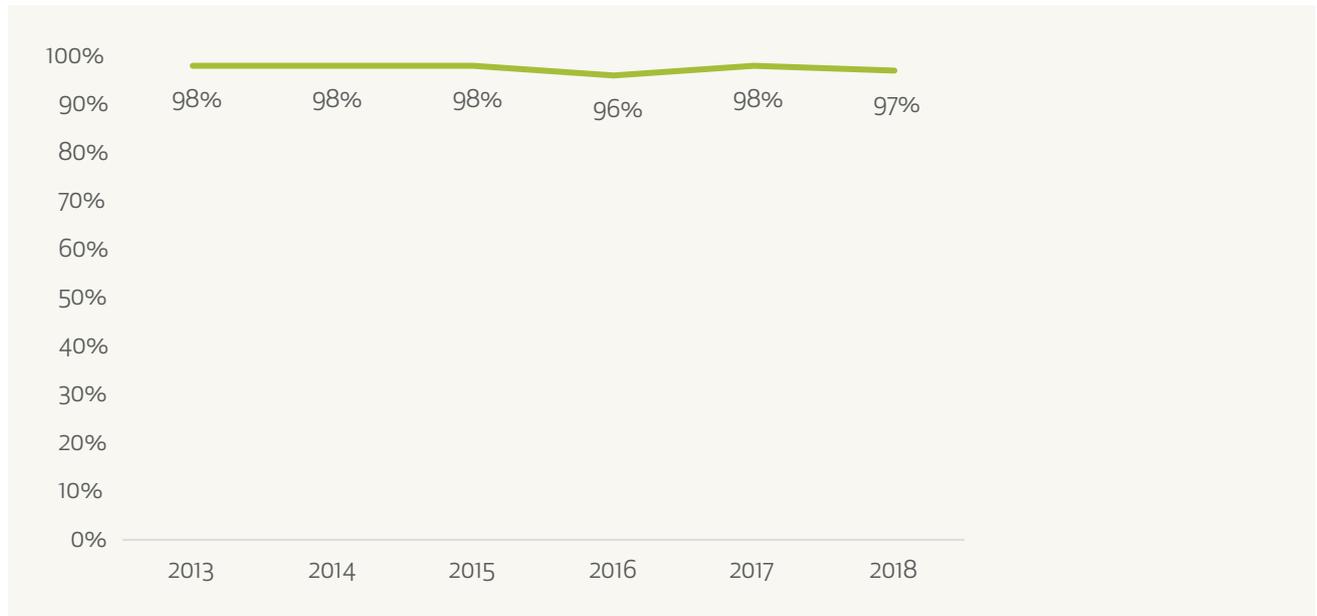
Figure 6.1 Satisfaction with Gore Transfer Station – Trend Analysis



## 6.2 Kerbside Recycling Service

- 66% of respondents used the kerbside recycling service
- 97% of service users were satisfied with the service
- Trend analysis shows consistency in the high proportion of residents satisfied with this aspect of waste service as well.

Figure 6.2 Satisfaction with the Kerbside Recycling Service - Trend Analysis



## 6.3 Expansion of Kerbside Recycling

- All respondents were asked whether they would like to see the introduction of a kerbside service into rural areas of the Gore District:
  - Half of respondents (49%) would like to see the kerbside service in rural areas (this is in line with 52% in 2017 and 47% in 2016);
  - 28% stated that it was not their concern;
  - 16% did not want the service expanded; and
  - 7% did not know.
- Whilst a high proportion of those outside of the main urban areas would like to see the introduction of the service, there was also a significantly higher proportions that do not want to see the service in rural areas when compared with responses from urban areas. Opinions were similar in 2017 and 2016.

Figure 6.3 Would you like to see the introduction of a kerbside service into rural areas of the Gore District? By Area

	<b>Gore</b>	<b>Mataura</b>	<b>Other rural</b>	<b>Total Sample</b>
Yes	46%	42%	61%	<b>49%</b>
No	12%	12%	28%	<b>16%</b>
Not my concern	36%	35%	5%	<b>28%</b>
Don't know	7%	12%	6%	<b>7%</b>
Number of respondents	391	78	155	<b>624</b>

## 6.4 Waste Services

- Open comments showed a concern from residents that high costs have encouraged the incorrect disposal of rubbish.
- Comments also showed an increasing priority for more environmentally sound options with requests for more recycling and green waste services.

Figure 6.4 Comments about waste services

	Number of respondents	% of respondents
Prohibitive costs encourage incorrect rubbish dumping	29	17%
Provide rural/outskirts waste services	26	15%
More recycling services/ options	25	15%
Costs too high/ Worried about cost increase	14	8%
Provide green/organics bin	14	8%
Happy with service	11	7%
Provide weekly service	11	7%
Increase transfer station opening hours	8	5%
Concerned about whether recycling service actually recycles	7	4%
Better information/ education regarding recycling	5	3%
More transfer stations	4	2%
Unhappy with transfer station staff/ service	4	2%
Contractor issues	4	2%
More public rubbish bins/ clean up township	3	2%
Mataura Transfer Station poor	2	1%
Other	12	7%
<b>Total responses</b>	<b>168</b>	

# 7

## Council Facilities

### 7.1 Use of Council Facilities

Respondents were asked which of a number of Council facilities they had visited over the past 12 months.

Results do not show the frequency of visits but do indicate that Council facilities do have high levels of use amongst residents.

Usage of Council facilities is broadly in line with 2017 findings.

Figure 7.1 Council Facilities Visited in the Past 12 Months

	% visited in past 12 months 2016	% visited in past 12 months 2017	% visited in past 12 months 2018	Number of respondents 2018
District Parks and Reserves	69%	79%	76%	477
Sportsgrounds	59%	67%	61%	378
Gore Aquatic Centre	58%	61%	56%	352
Public Toilets	45%	56%	55%	342
Playgrounds	49%	50%	54%	338
James Cumming Wing or community halls	56%	63%	53%	331
Gore or Mataura Library	56%	54%	52%	324
Cemeteries	55%	53%	50%	310
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	34%	34%	27%	171
Gore Visitor Centre	26%	31%	26%	162
None of these	5%	2%	3%	19

Noting again that the results do not show levels of use but rather indicate whether the facility has been used at least once in the previous 12 months.

Analysis of the facilities visited by age indicated that:

- Higher proportions in the 65+ age group had used the Visitor Centre or visited Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre.
- The youngest age group were more likely to have visited public toilets.
- District parks and reserves, sportsgrounds, playgrounds and the Aquatic Centre are more likely to be visited by those in the 25-49 age group.
- The numbers who had not visited any of the Council facilities listed were very low across all age groups.

Figure 7.2 Council Facilities Visited in the Past 12 Months By Age Group

	<b>15-24</b>	<b>25-49</b>	<b>50-64</b>	<b>65+</b>	<b>Total sample</b>
Gore or Mataura Library	40%	52%	51%	61%	<b>52%</b>
Gore Visitor Centre	12%	19%	31%	45%	<b>26%</b>
Public Toilets	73%	58%	50%	43%	<b>55%</b>
District parks and reserves	77%	82%	70%	72%	<b>76%</b>
Sportsgrounds	63%	71%	52%	47%	<b>61%</b>
Cemeteries	47%	41%	59%	59%	<b>50%</b>
Playgrounds	58%	69%	42%	35%	<b>54%</b>
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	19%	23%	29%	42%	<b>27%</b>
Gore Aquatic Centre	55%	73%	44%	37%	<b>56%</b>
James Cumming Wing or community halls	52%	48%	57%	61%	<b>53%</b>
None of these	7%	1%	2%	5%	<b>3%</b>

## 7.2 Satisfaction with Council Facilities

Levels of satisfaction with facilities were very high.

The following Council facilities are consistently amongst the top performing in recent surveys:

- Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre;
- Gore Visitor Centre; and
- Library service.

Performance targets set in this area were met for all facilities but public toilets:

	Performance Target	Achieved	
<b>Museum and Gallery (The public appreciates the services and assets of arts and heritage)</b>	90%	99%	✓
<b>Aquatic Centre</b>	90%	97%	✓
<b>Parks and Reserves</b>	90%	97%	✓
<b>Playgrounds</b>	90%	96%	✓
<b>James Cumming Wing or Community Halls</b>	90%	95%	✓
<b>Cemeteries</b>	90%	94%	✓
<b>Public Toilets</b>	90%	86%	

Figure 7.3 Satisfaction with Council Facilities

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total satisfied	Number of respondents
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	1%	0%	11%	30%	59%	99%	171
Gore Visitor Centre	0%	1%	7%	43%	50%	99%	162
Library service	1%	1%	6%	34%	58%	98%	324
Sportsgrounds	1%	2%	12%	45%	40%	97%	378
District Parks and Reserves	1%	2%	8%	44%	45%	97%	477
Gore Aquatic Centre	1%	3%	6%	40%	51%	97%	352
Playgrounds	2%	3%	12%	46%	38%	96%	338
James Cumming Wing or community halls	2%	3%	15%	48%	32%	95%	331
Cemeteries	2%	5%	7%	34%	53%	94%	310
Public Toilets	5%	10%	21%	46%	19%	86%	342

## 7.3 Satisfaction with Council Facilities – Trend Analysis

Analysis shows broadly consistent levels of satisfaction across facilities.

Trends show a rise in satisfaction with playgrounds following a slight decline in 2016 and 2017; the quality of facilities has been perceived to be improved.

Figure 7.4 Satisfaction with Council Facilities Trend Analysis

	2012	2013	2014	2015	2016	2017	2018
Library service	100%	100%	98%	100%	99%	100%	98%
Gore Visitor Centre	98%	98%	98%	98%	96%	99%	99%
Public Toilets	92%	83%	86%	91%	87%	88%	86%
District Parks and Reserves	99%	99%	98%	97%	97%	97%	97%
Sportsgrounds	99%	100%	98%	99%	100%	99%	97%
Cemeteries	98%	99%	96%	96%	97%	92%	94%
Playgrounds	98%	97%	95%	99%	93%	94%	96%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre <sup>1</sup>	99%	99%	97%	97%	99%	98%	99%
Gore Aquatic Centre	98%	99%	98%	99%	98%	97%	97%
James Cumming Wing or community halls <sup>2</sup>	98%	100%	96%	97%	96%	95%	95%

1. 2012-2015 surveys asked respondents about 'arts and heritage'

2. 2012-2015 surveys asked respondents about 'community centres or halls'

## 7.4 Resident Feedback

Residents were invited to comment on individual facilities or the facilities in general. 202 residents chose to give a comment; 26 residents used this as an opportunity to state that they were happy with the services in general.

Comments relating to individual facilities are provided in Appendix Four.

# 8

## Council Planning

Knowledge of the Gore District Plan amongst residents is still low; 39% stated that they did not know anything about it. However, the proportion that indicated that they had a detailed knowledge of some or all of the plan has increased.

Figure 8.1 Which of the following best describes your knowledge of the Gore District Plan

	% of respondents 2017	% of respondents 2018	Number of respondents
I have never heard of it	16%	10%	61
I have heard of it, but I don't know anything about it	34%	29%	180
I have heard of it and know a bit about it	43%	44%	275
I have detailed knowledge of sections of it that interest or affect me	6%	14%	87
I have detailed knowledge of the whole District Plan	2%	3%	21
<b>Total respondents</b>			<b>624</b>

Residents were asked their level of agreement with statements relating to Council planning.

For each question around a third of residents (27-34%) stated that they were unsure of a response. Of those that did give a response, there were high proportions stating that they neither agreed nor disagreed with the statement (35% - 46%). High proportions in the 'don't know' and neutral categories indicate lower levels of engagement with an area of activity.

Results are shown for those respondents that did give an answer:

- 50% agreed that the Council needs to do more to assist economic development in the Gore District. This is in line with 52% in 2017.
- A third (35%) felt that the Council was effective at identifying residential land for development. This is in line with 37% in 2017.
- 37% agreed that the Council is effective at identifying commercial/industrial land for development. This is broadly in line with 41% in 2017.

Figure 8.2 Council planning

	Total Disagree	Total Agree	Strongly disagree	Tend to disagree	Neither agree nor disagree	Tend to agree	Strongly agree	Number of respondents
Council needs to do more to assist economic development in the Gore District	15%	50%	5%	10%	35%	35%	14%	454
Council is effective at identifying residential land for development	20%	35%	7%	13%	46%	30%	4%	423
Council is effective at identifying commercial/industrial land for development	19%	37%	6%	12%	44%	32%	5%	412

# 9

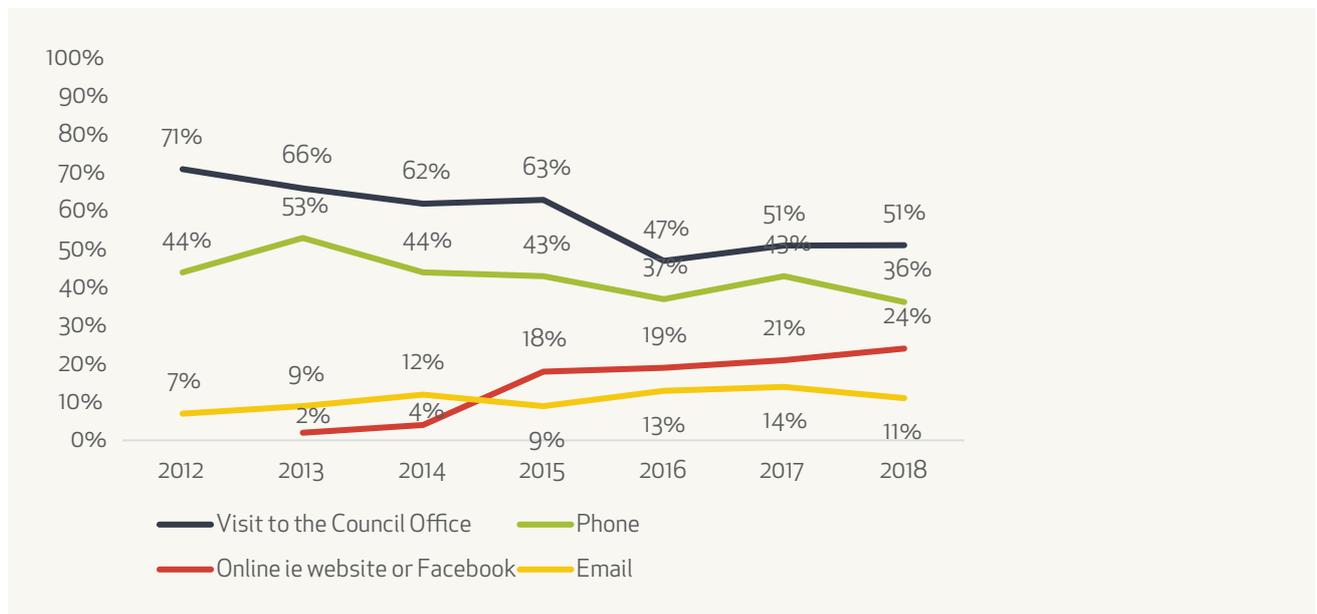
## Contacting the Council

### 9.1 Methods of communication

Two thirds of respondents (69%) had contacted the Council in the last 12 months.

Trend analysis shows the continued importance of human contact with face to face visits and phone contact still dominant methods of communication.

Figure 9.1 Means of Contact – Trend Analysis



## 9.2 Satisfaction with Communication

Trend analysis shows slight increases in satisfaction with the level of service received across all communication modes from 2016 to 2018.

Figure 9.2 Proportion Satisfied with the Level of Service Received by Communication Method – Trend Analysis

	2012	2013	2014	2015	2016	2017	2018
Visited the Council Office	99%	100%	98%	95%	92%	92%	93%
Phone	95%	95%	94%	95%	84%	87%	87%
Online i.e. website or Facebook <sup>3</sup>	-	-	90%*	99%*	86%*	97%	90%
Email	-	-	94%	95%*	88%*	90%*	86%

\*Small sample sizes, results should be treated with caution

# 10

## Council Communications

### 10.1 Methods of Obtaining Information

Newspaper articles and advertising remain the dominant sources of information about the Council for residents. There were no significant changes in source use when compared with 2017 findings.

The preferred newspaper for Council news remained as The Ensign and Hokonui FM was again most often cited as the preferred source for radio Council news.

Figure 10.1 Methods used to obtain information about the Council

	Number of respondents	% of respondents
Newspaper articles	424	68%
Newspaper advertising	264	42%
Council Website	228	37%
Council Facebook page	213	34%
Council newsletter ChinWag	193	31%
Radio	170	27%
Personal contact with Council staff	151	24%
Councillors	62	10%
Council Meetings	24	4%
None of these	48	8%
<b>Total respondents</b>	<b>624</b>	

Figure 10.2 Newspaper/radio station preferred for Council news

	Number of respondents	% of respondents
Ensign	251	57%
Hokonui	61	14%
Newslink	43	10%
Southland Times	30	7%
CaveFM	23	5%
No preference	6	1%
Other	18	4%
Don't know	11	2%
<b>Total respondents</b>	<b>443</b>	

## 10.2 Online Channels

A third of respondents (35%) stated they followed the Council's main Facebook page. This is an increase from the proportions in the 2017 and 2016 survey responses.

Of these 82 respondents, 93% were satisfied with the page (46% satisfied and 20% very satisfied)

Over half of respondents (58%) had visited the Gore District Council website in the last year. The number of regular users is low; most visited a few times a year or less. Frequency of visits are the same as in 2016 and 2017.

Figure 10.3 Visits to the Gore District Council website over the past 12 months

	<b>% of respondents</b>	<b>Number of respondents</b>
Weekly or more	6%	35
Monthly	11%	71
A few times a year	29%	183
Once a year	11%	70
Never	42%	265
<b>Total respondents</b>		<b>624</b>

Those that had visited the website were asked to rate it.

94% of respondents stated that they were satisfied (52% satisfied and 13% very satisfied). The infrequency of visits explains the high proportion of respondents (30%) that gave a neutral response.

Satisfaction levels are consistent with 2017 and 2016 results.

## 10.3 Resident Feedback

106 respondents provided a comment related to communications. 31 comments provided positive feedback and a further 80 comments suggested areas for improvement.

	<b>Number of respondents</b>	<b>% of respondents</b>
Communication is good	31	29%
Communication is poor	17	16%
Information dissemination improvements	13	12%
Follow up on enquiries	11	10%
Social media/Newspaper communication improvements	7	7%
Website improvements	7	7%
Communication could be improved	4	4%
More transparency	4	4%
Council doesn't listen	3	3%
Other	14	13%
	106	

# 11

## Elected Members and Organisational Performance

### 11.1 Representation

- 73% of respondents were satisfied that the Council was responding to the needs of the community and to issues raised in the community.
- Performance target not met.
  - **Performance target 80% of residents and ratepayers satisfied with the Council's decisions and actions; achieved 73%**
- 89% of respondents were satisfied that they can contact an elected member of the Council to raise an issue or problem.

Trend analysis shows consistent levels of resident satisfaction between 2016 and 2018 regarding contact but a decline in satisfaction with the Council responding to the community.

Figure 11.1 Satisfaction with Representation

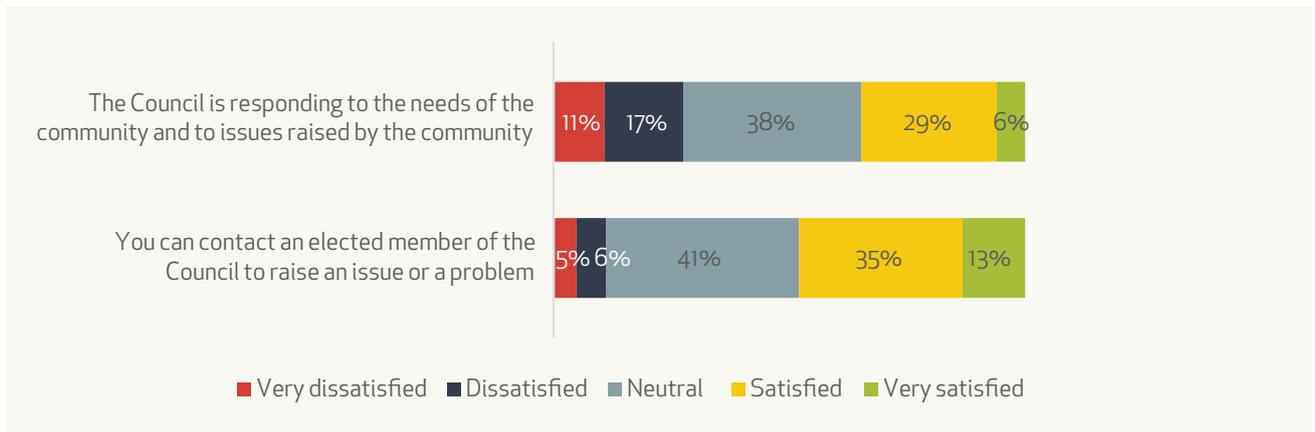


Figure 11.2 Satisfaction with Representation Trend Analysis

	2014	2015	2016	2017	2018
The Council is responding to the needs of the community and to issues raised by the community	86%	84%	76%	77%	73%
You can contact an elected member of the Council to raise an issue or a problem	96%	93%	93%	90%	89%

## 11.2 Overall Satisfaction with Performance

77% stated that they were satisfied with the performance of Gore District Council (33% neutral, 38% satisfied and 5% very satisfied).

Trend analysis shows a consistent third of residents that state they are neither satisfied nor dissatisfied with performance. Increasing community engagement and public participation may provide the information these residents need to rate performance positively (or negatively).

Trend analysis shows a slight decline in overall satisfaction between 2016 and 2018.

Figure 11.3 Overall Satisfaction with Performance Trend Analysis



## 11.3 Priority Issues

Water, roading and footpaths and council expenditure/rates remain the top issues that respondents feel need priority over the next 12 months. Water takes the top spot this year, in place of roading. This is not surprising given events in the district in the last year.

Water, roading and footpaths have been noted as the priority issues in each survey from 2012 onwards and are consistent with the views of residents in neighbouring districts.

Figure 11.4 Services or facilities the Council should give high priority to over the next 12 months

	Number of respondents	% of respondents
Water issues	266	43%
Roading	208	33%
Council expenditure & rates	121	19%
Footpaths	101	16%
Recreation/sports facilities/sportsgrounds	85	14%
Wastewater, stormwater	76	12%
Parks/playgrounds	74	12%
Recycling/waste services	65	10%
Beautification, upgrade, maintenance, cleaning of town/area	63	10%
Business support	42	7%
District promotion	28	4%
Pyramid Bridge	10	2%
Housing/ accommodation	10	2%
Rural services/ facilities	10	2%
Street lighting	9	1%
Public toilets	9	1%
Library	8	1%
Youth facilities/ issues	8	1%
Animal control	6	1%
Emergency/ disaster services	6	1%
Infrastructure/ facilities in general	6	1%
Swimming pool	5	1%
James Cumming Wing	4	1%
Healthcare	4	1%
Telecommunications (WiFi, Fibre etc)	4	1%
Other	27	4%

## 11.4 Local Leadership

Half of respondents (48%) felt the Mayor and Councillors display sound and effective leadership and half (44%) agreed they have good strategies for developing prosperity and wellbeing.

50% agreed Gore District Council provides enough opportunities for people to have their say. This proportion has increased from 2017 and is in line with 2016 results.

Trend analysis shows declining perceptions in each of these areas.

Figure 11.5 Perceptions of Local Leadership

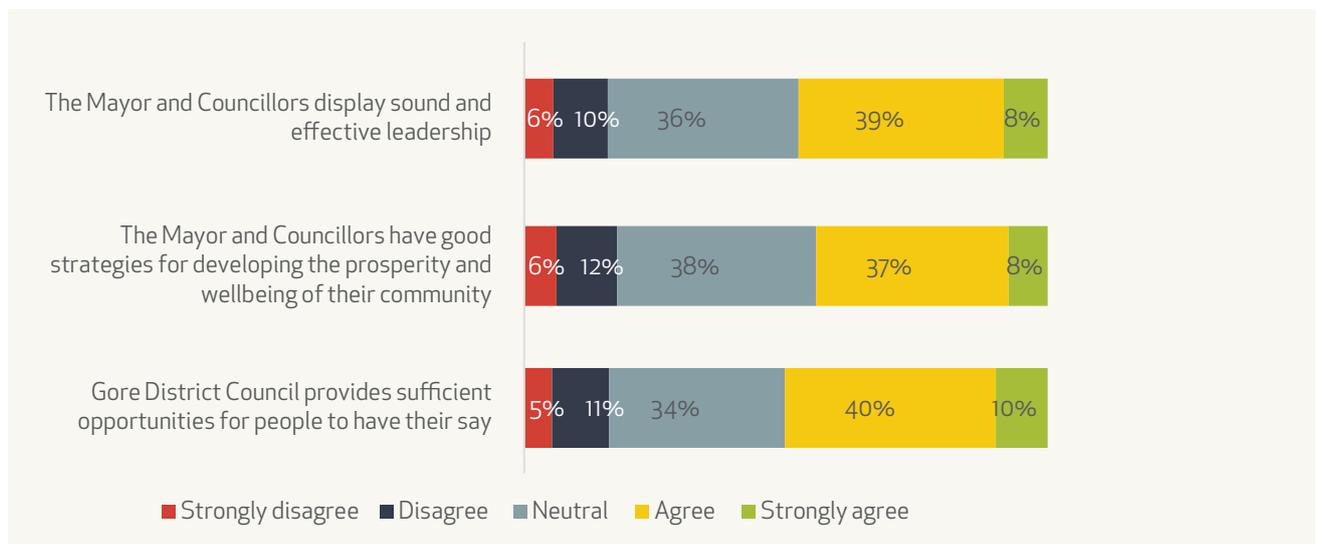


Figure 11.6 Perceptions of Local Leadership Trend Analysis

	% Agree 2015	% Agree 2016	% Agree 2017	% Agree 2018
The Mayor and Councillors display sound and effective leadership	57%	54%	55%	48%
The Mayor and Councillors have good strategies for developing the prosperity and wellbeing of their com	53%	51%	49%	44%
Gore District Council provides sufficient opportunities for people to have their say	57%	60%	56%	50%

# 12

## Perceptions of the Gore District

### 12.1 Perceptions of the Gore District

Gore residents were very positive about their district:

- 87% agreed that the Gore District is a great place to live.
  - National results from urban areas in 2016 showed 79% of residents agree their city/local area is a great place to live<sup>4</sup>.
- 84% agreed the Gore District is a safe place to live.
- 89% agreed the Gore District has good sporting and recreation facilities and opportunities.
- 75% agreed there is a great sense of community where they live.
  - Urban results from 2016 showed only 58% of respondents feel a sense of community with others in their local neighbourhood.
- 72% felt a sense of pride on the way their local area looks and feels.
  - Urban results from 2014 showed just 62% of respondents feel a sense of pride in the way their area looks and feels.

### 12.2 Perceptions of the Gore District Trend Analysis

Looking at the results over time identifies that residents hold very positive perceptions of the area.

Despite perceptions being good, the proportions have dropped from those in the previous year. This is particularly the case regarding the sense of community and the look and feel of the area and is likely to be an effect of the different sample structure provided this year. See appendix five for further details.

Residents' identification of priorities for Council showed that beautification, upgrade, maintenance and cleaning of the town/area remains as one of the top ten issues that residents would like to see given priority over the next 12 months.

	2012	2013	2014	2015	2016	2017	2018
The Gore District is a great place to live	93%	96%	93%	95%	92%	94%	87%
The Gore District is a safe place to live	92%	88%	92%	94%	91%	88%	84%
The Gore District has good sporting and recreation facilities and opportunities <sup>4</sup>	95%	83%	90%	95%	94%	92%	89%
There is a great sense of community where I live	84%	86%	85%	84%	80%	84%	75%
I feel a sense of pride in the way my local area looks and feels	93%	89%	88%	87%	77%	83%	72%

4. 2016 Quality of Life Survey, partnership between Auckland Council, Hamilton, Wellington, Porirua, Hutt, Christchurch and Dunedin City Councils and Waikato and Wellington Regional Councils: <http://www.qualityoflifeproject.govt.nz/>

5. Prior to 2016 separate questions were asked about 'sporting facilities and opportunities' and 'recreation opportunities'. To allow trend analysis the mean of these results for each year has been calculated.

## 12.3 Promoting the District

The majority of residents (81%) believed the Gore District was sufficiently promoted.

Comments about the promotion of the Gore District continue to be focused on a dislike of the GO campaign, though the proportion mentioning this has dropped compared with recent years.

Figure 12.2 Comments about the promotion of Gore District

	<b>Number of respondents</b>	<b>% of respondents</b>
Unhappy with GO-RE campaign	48	33%
Event/tourism/business/opportunities-based promotions	18	12%
General unhappiness with promotion	14	10%
General happiness with promotion	13	9%
Focus on wider district/coordination	11	8%
Needs more promotion/online/radio	11	8%
No extra promotion necessary	9	6%
More public consultation/input about promotions	4	3%
Other	25	17%
Number of respondents	145	

# 13

## Appendix One: Benchmarking

Comparisons between results recorded by Councils in similar areas are provided to add context to results. When viewing the results there are a number of factors to bear in mind that may influence recorded results:

1. Councils in this group were identified as being similar in terms of some key identifiers: split of urban/rural residential areas, significance of rural industry and broad demographic profile. The districts are very different in other areas that may impact on results.
2. Sample sizes and data collection methods differ slightly between Councils.
3. Question wording and response scales differ between Councils.
4. Response scales have been combined for comparison as follows. Green cells showing responses that make up the proportion satisfied.

1 - Extremely dissatisfied	1 - Very dissatisfied	1 - Very dissatisfied	1 - Dissatisfied
2 - Very dissatisfied	2 - Dissatisfied	2 - Dissatisfied	
3 - Quite dissatisfied			
4 - Quite satisfied	3 - Neutral		
5 - Very satisfied	4 - Satisfied	3 - Satisfied	
6 - Extremely satisfied	5 - Very satisfied	4 - Very satisfied	2 - Satisfied

The results shown here are a good indication of comparative performance between similar Councils and identify where different approaches in service areas may be worthy of further investigation to identify best practice.

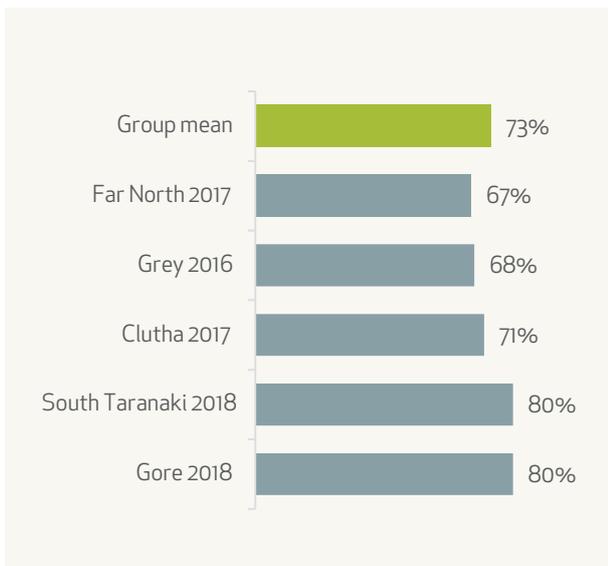
The benchmark comparisons should not be viewed as rankings.

Comparisons are shown where three or more Councils have asked a question around the same service area, facility or issue.

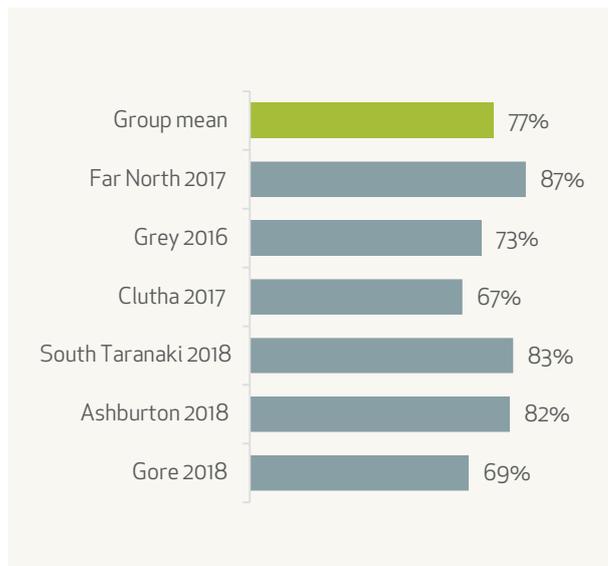
Councils included in this comparison:

- Gore: 2018 survey results, 5-point question scales, 624 respondents
- South Taranaki: 2018 survey results, 5-point question scales, 403 respondents
- Ashburton: 2018 survey results, 2-point question scales, 500 respondents
- Clutha: 2017 survey results, 6-point question scales, 300 respondents
- Far North: 2017 survey results, 5-point questions scales, 500 respondents
- Grey: 2016 survey results, 6 point question scales, 350 respondents

### Stormwater Services



### Water Supply



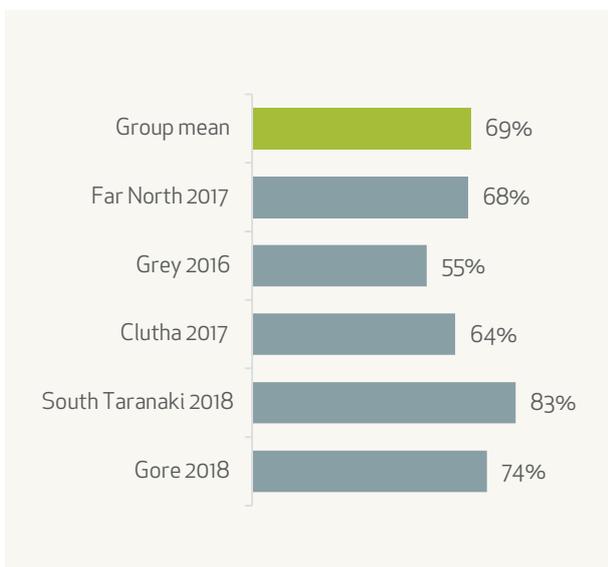
### Local Sealed Roads



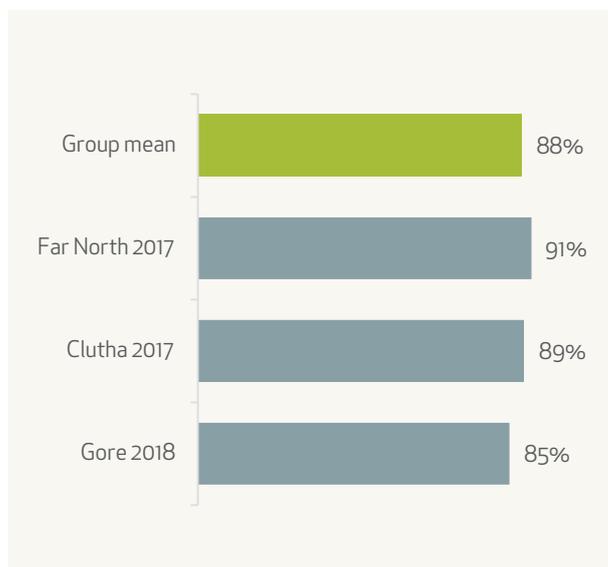
### Local Gravel/Unsealed Roads



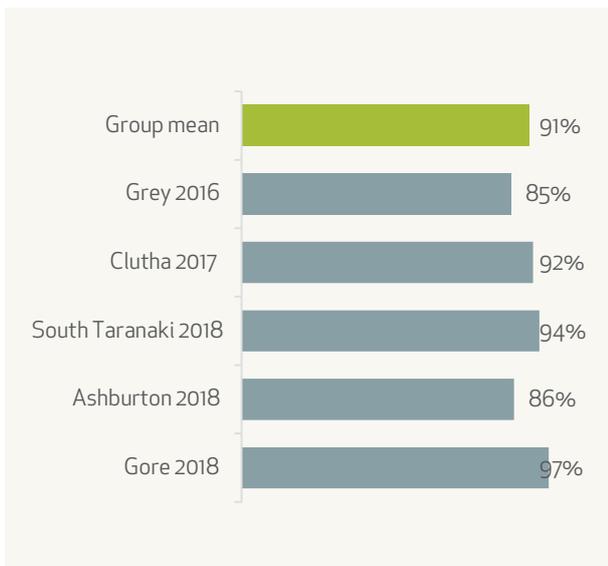
### Footpaths



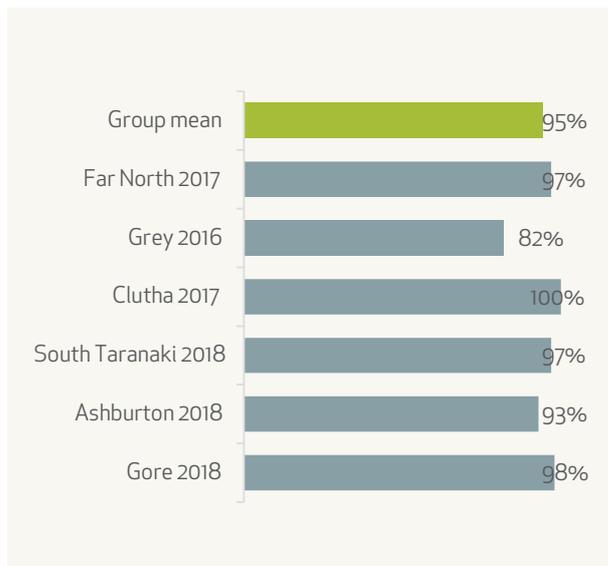
### Transfer Stations/Dumps



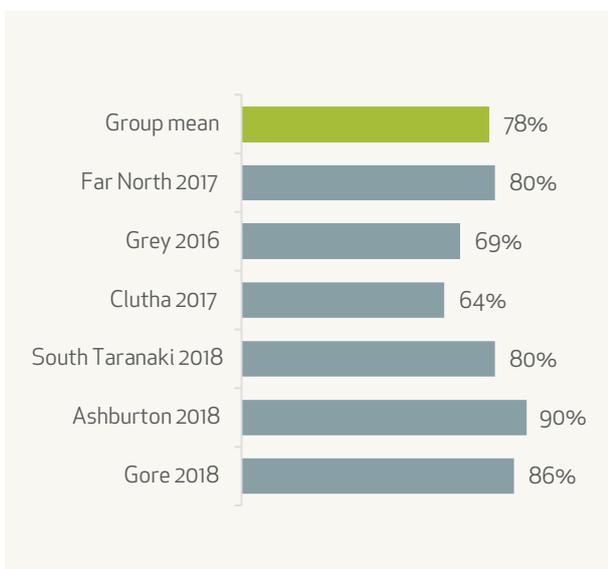
### Kerbside Recycling



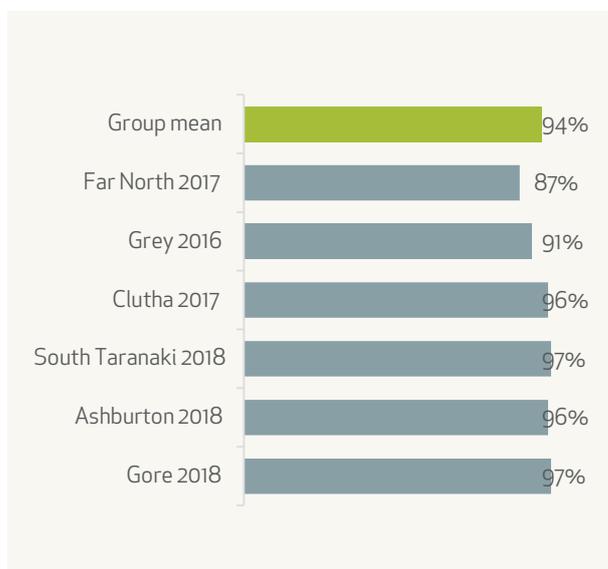
### Library



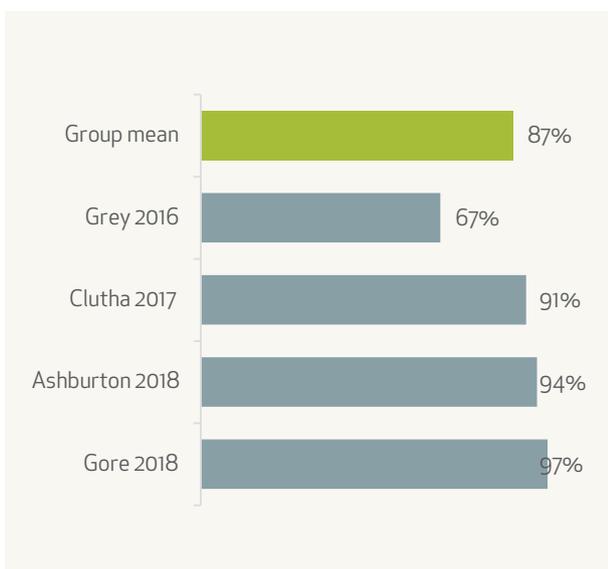
### Public Toilets



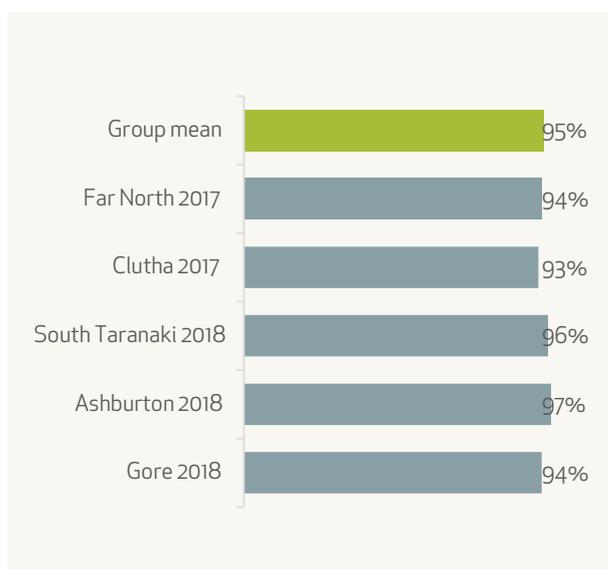
### District Parks and Reserves



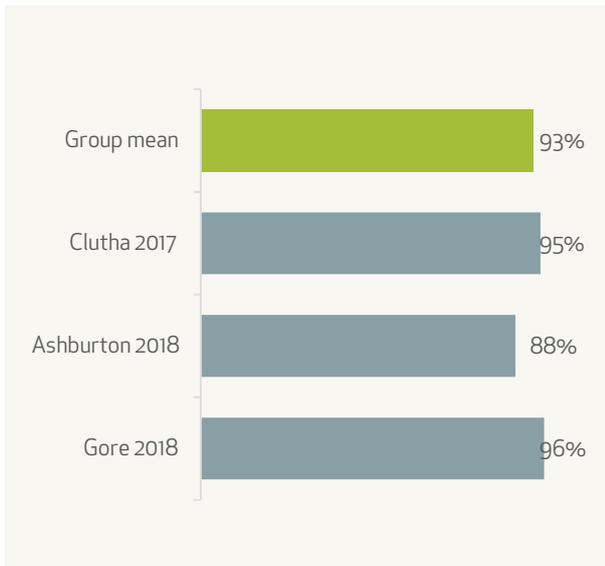
### Sportsgrounds



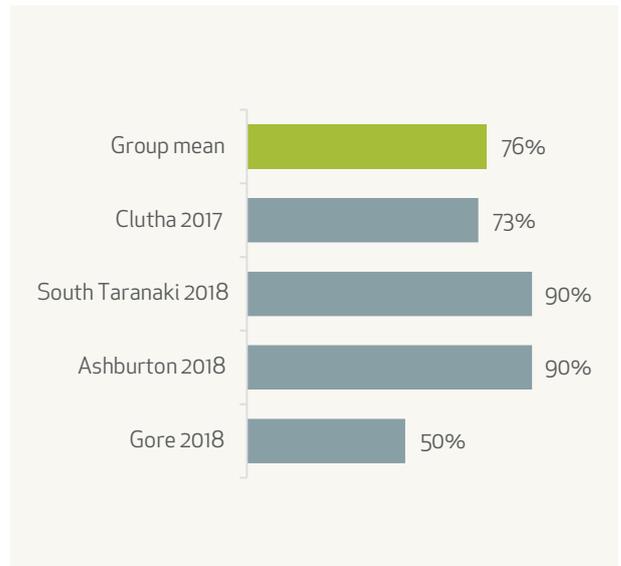
### Cemeteries



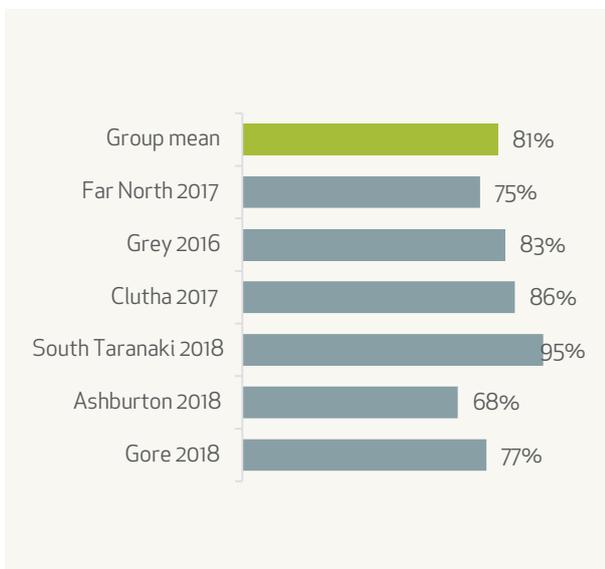
### Playgrounds



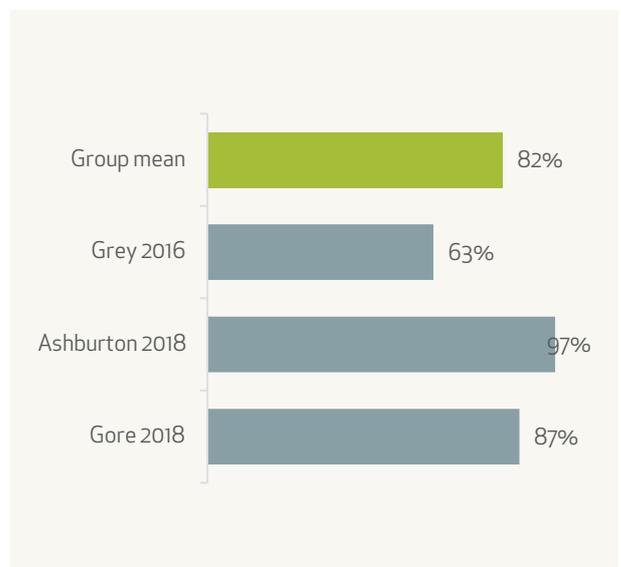
### Sufficient opportunities to have their say



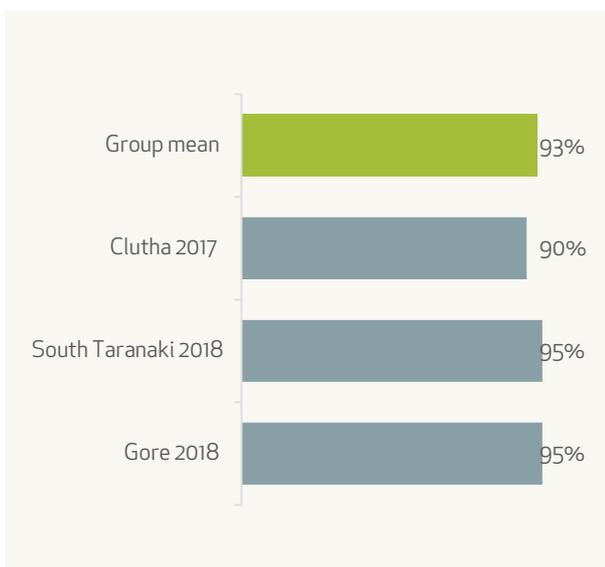
### Overall Satisfaction with Council Performance



### The District is a Great Place to Live



### Community Halls



# 14

## Appendix Two: Summary of Performance Measures

	<b>Target 20185</b>	<b>Achieved Result</b>
Roading - unsealed roads	78%	71%
Museum and gallery/arts and heritage	90%	99%
Aquatic Centre	90%	97%
Parks and reserves	90%	97%
Playgrounds	90%	96%
James Cumming/community halls	90%	95%
Cemeteries	90%	94%
Public toilets	90%	86%
Council decisions and actions	80%	73%

# 15

## Appendix Three: Sample Composition

### Age

	<b>% of Respondents</b>	<b>Number of Respondents</b>
15-24	12%	73
25-49	43%	271
50-64	26%	165
65+	18%	113
Declined	0%	2
<b>Total</b>	<b>100%</b>	<b>624</b>

### Gender

	<b>% of Respondents</b>	<b>Number of Respondents</b>
Male	38%	239
Female	62%	385
<b>Total</b>	<b>100%</b>	<b>624</b>

### Length of Residence

	<b>% of Respondents</b>	<b>Number of Respondents</b>
Lived in Gore District longer than 12 months	97%	603
Lived in Gore District 12 months or less	3%	21
<b>Total</b>	<b>100%</b>	<b>624</b>

### Ratepayer Status

	<b>% of Respondents</b>	<b>Number of Respondents</b>
Ratepayer	75%	467
Renter	13%	82
Both	1%	9
Don't pay rent or rates	9%	57
I prefer not to say	1%	9
<b>Total</b>	<b>100%</b>	<b>624</b>

District Area

	<b>% of Respondents</b>	<b>Number of Respondents</b>
Gore	63%	391
Mataura	13%	78
Waikaka	8%	48
Pukerau	3%	18
Mandeville	1%	5
Rural	13%	84
<b>Total</b>	<b>100%</b>	<b>624</b>

# 16

## Appendix Four: Resident Feedback on Service & Facilities

### Council Facilities

#### *District Parks and Reserves*

	<b>Number of respondents</b>
Need dog park solution	12
Happy with parks and reserves	8
Provide more bins	5
Needs more maintenance/ upgrading	4
Provide more tracks and walkways	4
District Gardens expensive	2
Safety concerns	1
Provide extra facilities	1
<b>Total responses</b>	<b>33</b>

#### *Gore Aquatic Centre*

	<b>Number of respondents</b>
Happy with centre	6
Not enough parking	5
Expensive	4
Pool too cold	2
Provide extra facilities (eg cafe, hydroslide)	2
Issues with staff/ staffing	2
Unhappy with opening hours	1
Provide more/bigger changing rooms	1
Other	5
<b>Total responses</b>	<b>25</b>

### Public Toilets

	Number of respondents
Poorly maintained	19
Unhappy with tourist usage	1
Extend opening hours	1
Other	3
<b>Total responses</b>	<b>24</b>

### Playgrounds

	Number of respondents
Needs maintenance/ upgrading	9
Excited about Kids Hub	3
Concerned Kids Hub will mean other playgrounds miss out	2
Don't close/ sell the playgrounds	2
Safety concerns	1
Unhappy with Eccles St Playground fencing	1
<b>Total responses</b>	<b>17</b>

### James Cumming Wing

	Number of respondents
Needs maintenance/ upgrading	30
Poor acoustics	3
<b>Total responses</b>	<b>33</b>

### Cemeteries

	Number of respondents
Poorly maintained	7
Well maintained	3
Problems with Charlton Park cemetery	4
Other	2
<b>Total responses</b>	<b>15</b>

### Library Services

	<b>Number of respondents</b>
Happy with library service	4
Good staff	3
Other	8
<b>Total responses</b>	<b>13</b>

### Sportsgrounds

	Number of respondents
Not enough parking	5
Happy with sports centre	3
Improve sportsgrounds	2
Other	6
<b>Total responses</b>	<b>15</b>

### Museum, Gallery, Heritage Centre

	<b>Number of respondents</b>
Happy with Art Gallery	6
Happy with Hokonui Museum	1
<b>Total responses</b>	<b>7</b>

## General Comments

Are there any other comments you would like to make about any of the Council services?

	<b>% of respondents</b>	<b>Number of respondents</b>
Council staff	4%	25
Gardens/gardening	3%	17
Council spending	3%	18
Playgrounds/parks/sportsgrounds	2%	14
Support rural areas	2%	13
Rates	2%	10
Water	1%	9
Rubbish and recycling	1%	8
Overall good job	1%	7
Roads	1%	7
Consult the community	1%	6
Building consents/regulations	1%	4
Streets, footpaths and lighting	0%	3
Dealing with complaints/enquiries	0%	2
General unhappiness	0%	2
Other	3%	21
None	77%	483
<b>Total</b>	<b>100%</b>	<b>624</b>

## Appendix Five: Online survey results

The online survey was open for completion to all residents. The survey was promoted through Gore DC and Research First Facebook advertising and was available as a link through a home page banner on the Gore DC website.

241 residents chose to complete the survey online.

The 241 residents that chose to complete the online survey self-selected to participate and therefore should not be viewed as a representative sample of the Gore District population.

The results show the self-selecting residents have a different profile from the random sample:

1. They likely to be more engaged with Council matters. They are more likely to have contacted the Council in the last 12 months and are more likely to use online contact tools. They are more likely to use the Council website and Facebook pages as ways to obtain information about the Council than other, more static or traditional sources. They are also likely to be more regular visitors to the Council website.
2. This group also want to be more engaged. They were less satisfied that they could contact an elected member of the Council to raise an issue or problem and were less satisfied that the Council responds to the community. They were also seeking more opportunities to have their say.
3. Significantly lower satisfaction levels were shown relative to the random sample group regarding:
  - Wastewater services
  - Reliability and quality of water supply
  - Local gravel roads, sealed roads and footpaths
  - Kerbside recycling
  - Public toilets, sportsground and cemeteries (though satisfaction levels are high)
  - The Council website
4. The self-selecting group were more likely to state Council should do more to assist economic development in the district and were more critical of the performance of Elected Members.
5. Whilst this group did hold positive perceptions of the district, perceptions were not as high as the random sample. This group were more likely to have perceived issues in relation to the district as a safe place to live, having a great sense of community and having a sense of pride in the area's look and feel. These areas indicate that this group does want a higher level of engagement with their district.
6. In terms of demographics, the random sample accurately reflects the profile of the Gore District as defined by Census statistics. The self-selecting sample had a skewed profile in terms of age and gender, with 25-49 year olds and female residents over represented. The profile of the two samples was comparable in terms of length of residence, ratepayer status and area.

The results from the two survey samples are shown in the following tables. Statistically significant differences between the two groups are highlighted in the tables. For example, the following excerpt from the wastewater services table shows a significantly higher proportion of the online sample were dissatisfied with the level of service when compared with the phone sample:

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>
Very dissatisfied or dissatisfied	<b>13% ↓</b> Significantly lower	<b>20% ↑</b> Significantly higher

#### *Satisfaction with wastewater service*

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>
Very dissatisfied or dissatisfied	<b>13% ↓</b>	<b>20% ↑</b>
	41	42
Neutral	<b>30% ↓</b>	<b>38% ↑</b>
	92	80
Very satisfied or satisfied	<b>57% ↑</b>	<b>42% ↓</b>
	178	88

#### *Satisfaction with the stormwater system*

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>
Very dissatisfied or dissatisfied	17%	24%
	54	49
Neutral	32%	34%
	100	70
Very satisfied or satisfied	51%	43%
	162	89

#### *Reliability of water supply*

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>
Very dissatisfied or dissatisfied	<b>26% ↓</b>	<b>45% ↑</b>
	68	82
Neutral	11%	17%
	27	31
Very satisfied or satisfied	<b>63% ↑</b>	<b>39% ↓</b>
	162	71

### Quality of water supply

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	22% ↓	43% ↑
	56	80
Neutral	18%	17%
	47	32
Very satisfied or satisfied	60% ↑	39% ↓
	154	72

### Support for water restrictions to manage water use on town water supplies

	Random sample - phone survey	Self-selecting sample - online survey
Yes	66% ↑	53% ↓
	169	98
No	34% ↓	47% ↑
	88	86

### Local gravel roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	25% ↓	36% ↑
	97	87
Neutral	34%	32%
	130	76
Very satisfied or satisfied	41%	32%
	156	78

### Local sealed roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	16% ↓	37% ↑
	63	90
Neutral	25%	23%
	94	55
Very satisfied or satisfied	59% ↑	40% ↓
	226	96

### Footpaths

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	20% ↓	36% ↑
	77	87
Neutral	28%	30%
	109	73
Very satisfied or satisfied	51% ↑	34% ↓
	197	81

### Gore Transfer Station

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	14%	15%
	23	19
Neutral	16%	18%
	25	22
Very satisfied or satisfied	70%	67%
	112	84

### Kerbside Recycling

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	2%	5%
	5	9
Neutral	7% ↓	15% ↑
	16	26
Very satisfied or satisfied	91% ↑	80% ↓
	215	140

### Satisfaction with Council Facilities

	Random sample - phone survey	Self-selecting sample - online survey
Library service	99%	96%
Gore Visitor Centre	100%	98%
Public Toilets	92% ↑	76% ↓
District Parks and Reserves	98%	95%
Sportsgrounds	99% ↑	93% ↓
Cemeteries	96% ↑	90% ↓
Playgrounds	98%	93%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	100%	98%
Gore Aquatic Centre	98%	95%
James Cumming Wing or community halls	96%	93%

### Council needs to do more to assist economic development in the Gore District

	Random sample - phone survey	Self-selecting sample - online survey
Strongly disagree or disagree	18% ↑	11% ↓
	49	21
Neutral	39% ↑	29% ↓
	104	55
Strongly agree or agree	42% ↓	60% ↑
	112	113

*Council is effective at identifying residential land for development*

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>
Strongly disagree or disagree	17%	23%
	43	40
Neutral	48%	43%
	118	75
Strongly agree or agree	35%	34%
	87	60

*Council is effective at identifying commercial/industrial land for development*

	<b>Random sample - phone survey</b>	<b>Self-selecting sample - online survey</b>
Strongly disagree or disagree	18%	20%
	42	35
Neutral	45%	43%
	107	75
Strongly agree or agree	37%	37%
	89	64

Have you used any of the following ways to contact the Council in the last 12 months

	Random sample - phone survey	Self-selecting sample - online survey
Visited the Council Office	48%	56%
	184	135
Phone	35%	38%
	134	92
Online i.e. website or Facebook	15% ↓	38% ↑
	59	91
Email	9% ↓	15% ↑
	34	35
Have not contacted the Council in the last 12 months	34% ↑	25% ↓
	132	60

Satisfaction with contact

	Random sample - phone survey	Self-selecting sample - online survey
Visited the Council Office	94%	93%
	173	125
Phone	90%	84%
	120	77
Online i.e. website or Facebook	98% ↑	85% ↓
	58	77
Email	91%	80%
	31	28
	132	60

Which of the following do you use to obtain information about the Council

	Random sample - phone survey	Self-selecting sample - online survey
Newspaper articles	73% ↑	60% ↓
	279	145
Newspaper advertising	51% ↑	28% ↓
	197	67
Council Website	33% ↓	42% ↑
	126	102
Council Facebook page	24% ↓	50% ↑
	92	121
Council newsletter ChinWag	37% ↑	22% ↓
	140	53
Radio	34% ↑	17% ↓
	130	40
Personal contact with Council staff	28% ↑	18% ↓
	108	43
Councillors	11%	9%
	41	21
Council Meetings	3%	5%
	11	13
None of these	7%	9%
	27	21

Do you follow the Council's main Facebook page?

	Random sample - phone survey	Self-selecting sample - online survey
Yes	21% ↓	56% ↑
	82	134
No	79% ↑	44% ↓
	301	107

Satisfaction with the Council's Facebook page

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	5%	8%
	4	11
Neutral	20%	32%
	16	43
Very satisfied or satisfied	76%	60%
	62	80

Over the past 12 months, how often have you visited the Gore District Council website?

	Random sample - phone survey	Self-selecting sample - online survey
Weekly or more	3% ↓	10% ↑
	12	23
Monthly	10%	14%
	38	33
A few times a year	23% ↓	39% ↑
	88	95
Once a year	11%	11%
	44	26
Never	52% ↑	27% ↓
	201	64

Satisfaction with the Council website

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	5%	6%
	9	11
Neutral	20% ↓	41% ↑
	36	72
Very satisfied or satisfied	75% ↑	53% ↓
	137	94

Contacting an elected member of the Council to raise an issue or a problem

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	10%	12%
	33	24
Neutral	36% ↓	49% ↑
	119	97
Very satisfied or satisfied	54% ↑	39% ↓
	175	78

Council is responding to the needs of the community and to issues raised by the community

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	20% ↓	40% ↑
	72	86
Neutral	39%	36%
	141	78
Very satisfied or satisfied	41% ↑	24% ↓
	150	52

### Overall satisfaction with the performance of the Gore District Council

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	17% ↓	34% ↑
	64	82
Neutral	31%	36%
	117	87
Very satisfied or satisfied	53% ↑	30% ↓
	202	72

### Agreement with statements relating to Elected Members

	Random sample - phone survey	Self-selecting sample - online survey
The Mayor and Councillors display sound and effective leadership	54% ↑	38% ↓
The Mayor and Councillors have good strategies for developing the prosperity and wellbeing of their community	53% ↑	32% ↓
Gore District Council provides sufficient opportunities for people to have their say	60% ↑	35% ↓

### Perceptions of the Gore District

	Random sample - phone survey	Self-selecting sample - online survey
The Gore District is a great place to live	90% ↑	81% ↓
The Gore District is a safe place to live	89% ↑	77% ↓
The Gore District has good sporting and recreation facilities and opportunities	91% ↑	84% ↓
There is a great sense of community where I live	79% ↑	68% ↓
I feel a sense of pride in the way my local area looks and feels	77% ↑	66% ↓

### Sample profile

Residence	Random sample - phone survey	Self-selecting sample - online survey
Lived in the Gore District for 12 months or longer	96%	98%
	368	235
Lived in the Gore District for less than 12 months	4%	2%
	15	6
<b>Total sample</b>	<b>100%</b>	<b>100%</b>
	<b>383</b>	<b>241</b>

Age	Random sample - phone survey	Self-selecting sample - online survey
15-24	12%	11%
	46	27
25-49	39% ↓	51% ↑
	148	123
50-64	26%	28%
	98	67
65+	24% ↑	9% ↓
	91	22
I prefer not to say	0%	1%
	0	2
<b>Total sample</b>	<b>100%</b>	<b>100%</b>
	<b>383</b>	<b>241</b>

Gender	Random sample - phone survey	Self-selecting sample - online survey
Male	46% ↑	26% ↓
	177	62
Female	54% ↓	74% ↑
	206	179
<b>Total sample</b>	<b>100%</b>	<b>100%</b>
	<b>383</b>	<b>241</b>

Ratepayer status	Random sample - phone survey	Self-selecting sample - online survey
Ratepayer	75%	74%
	289	178
Renter	13%	13%
	50	32
Both	1%	2%
	3	6
Don't pay rent or rates	10%	7%
	40	17
I prefer not to say	0% ↓	3% ↑
	1	8
<b>Total sample</b>	<b>100%</b>	<b>100%</b>
	<b>383</b>	<b>241</b>

Area	Random sample - phone survey	Self-selecting sample - online survey
Gore	61%	65%
	234	157
Mataura	13%	12%
	49	29
Waikaka	9%	6%
	34	14
Pukerau	3%	2%
	13	5
Mandeville	1%	1%
	2	3
Rural	13%	14%
	51	33
<b>NET</b>	<b>100%</b>	<b>100%</b>
	<b>383</b>	<b>241</b>





RESEARCH FIRST

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