



RESEARCH FIRST



GORE DISTRICT COUNCIL

ANNUAL RESIDENTS' SURVEY JUNE 2019

GO
DISTRICT COUNCIL
RE

RESEARCH REPORT
JUNE 2019

Contents

Annual Residents' Survey 2019

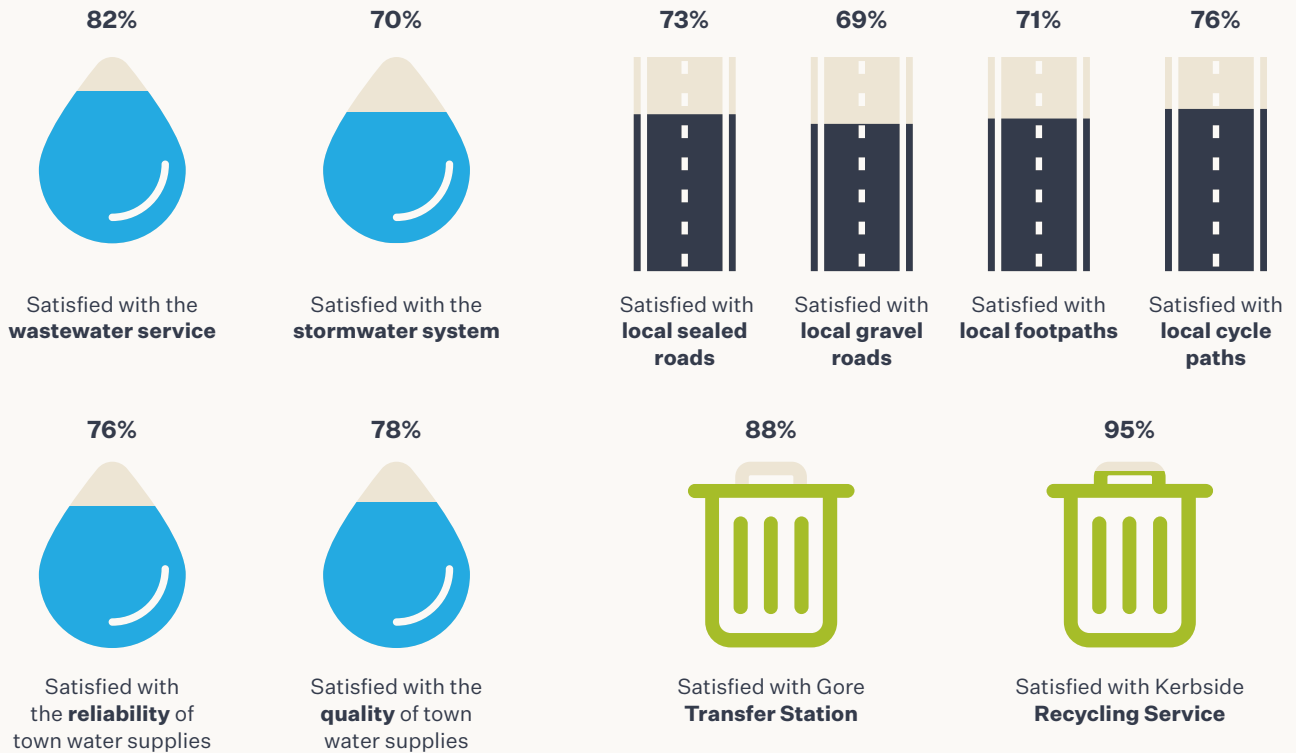
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1	Infographic Summary	3
2	Research Design	5
	2.1 Context	5
	2.2 Method	6
	2.3 Sampling	7
	2.4 Performance Targets and Satisfaction Measures	7
3	Wastewater and Stormwater	8
4	Water Services	11
	4.1 Quality and Reliability	11
	4.2 Water Restrictions	13
	4.3 Comments about Water Services	14
5	Local Roads and Footpaths	15
6	Waste	19
	6.1 Gore Transfer Station	19
	6.2 Kerbside Recycling Service	20
	6.3 Expansion of Kerbside Recycling	21
	6.4 Waste Services	22
7	Council Facilities	23
	7.1 Use of Council Facilities	23
	7.2 Satisfaction with Council Facilities	25
	7.3 Satisfaction with Council Facilities – Trend Analysis	26
	7.4 Resident Feedback	27
8	Council Planning	28
9	Contacting the Council	30
	9.1 Methods of communication	30
	9.2 Satisfaction with Communication	31
10	Council Communications	32
	10.1 Methods of Obtaining Information	32
	10.2 Usage of Online Channels	34
	10.3 Satisfaction with Online Channels	36
	10.4 Resident Feedback	37
11	Elected Members and Organisational Performance	38
	11.1 Representation	38
	11.2 Overall Satisfaction with Performance	40
	11.3 Priority Issues	41
	11.4 Local Leadership	43
12	Perceptions of the Gore District	45
	12.1 Perceptions of the Gore District	45
	12.2 Perceptions of the Gore District Trend Analysis	47
	12.3 Promoting the District	48
13	Appendix One: Benchmarking	49
14	Appendix Two: Summary of Performance Measures	54
15	Appendix Three: Sample Composition	55
16	Appendix Four: Resident Feedback on Service & Facilities	57
	16.1 Council Facilities	57
	16.2 General Comments	60
17	Appendix Five: Online survey results	61
	Water Services	62
	Local Roads and Footpaths	64
	Waste	65
	Council Facilities	66
	Council Planning	67
	Contacting the Council	68
	Council Communications	69
	Elected Members and Organisational Performance	71
	Perceptions of the Gore District	73
	Sample profile	74

INFOGRAPHIC SUMMARY

COUNCIL SERVICES

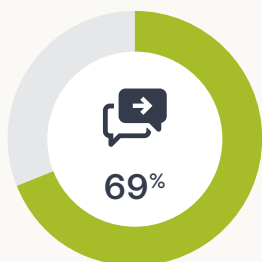


COUNCIL FACILITIES

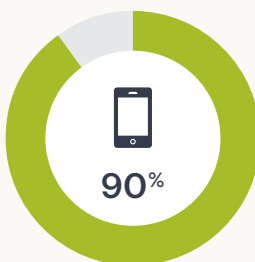


INFOGRAPHIC SUMMARY

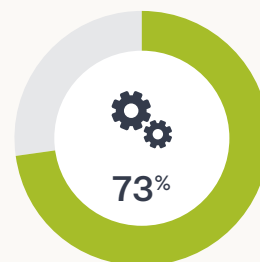
COUNCIL PERFORMANCE



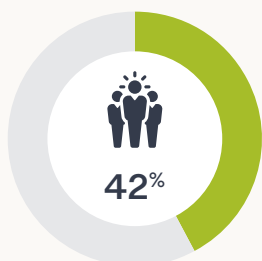
Were satisfied that the Council is responding to the **needs**, and to **issues raised** in, the community.



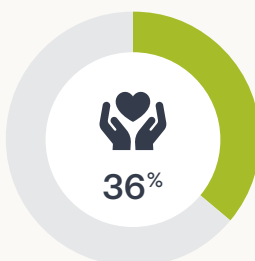
Were satisfied that they can **contact an elected member** of the Council **to raise an issue** or problem.



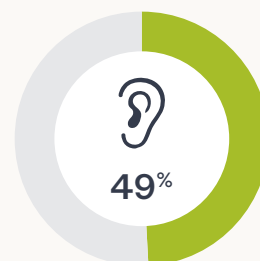
Were **satisfied with the performance** of Gore District Council overall.



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

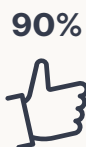


Agreed they have good strategies for **developing prosperity and wellbeing**.



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

THE GORE DISTRICT



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



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



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



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



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 km².
- 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 2019 residents' survey were:

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

2.2 Method

In line with the 2014 – 2018 surveys, the 2019 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 8 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 aiming to reach residents across the District ran on the Research First Facebook page throughout the survey period.

The survey was very visible and created an inclusive approach that ensured 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 (which is 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. For this reason, 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 380 respondents that is representative of the district's population and accurate to +/-5% at the 95% confidence level. An additional 257 residents chose to give their feedback through the online survey.



2.3 Sampling

The questionnaire was consistent with the 2018 survey.

Following a pilot testing phase, data collection took place between May 13 and June 3, 2019.

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 2018-2028 Long Term Plan as 2019 targets.

Levels of resident satisfaction with services are measured in this report by first removing all respondents who answered 'don't know,' 'not applicable' or similar.

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.

In this report numbers presented have been rounded into whole numbers. Due to this rounding, individuals figures may may not add up precisely to the totals provided or to 100%.



3

Wastewater and Stormwater

Overall results showed that:

- 82% of residents were satisfied with the wastewater service over the past 12 months; and
- 70% of residents were satisfied with the stormwater system over the past 12 months.

Much like last year, respondents in Gore were significantly more likely to state that they were satisfied when compared with residents in other areas of the district. This is unsurprising given previous issues with water services experienced in the other areas.

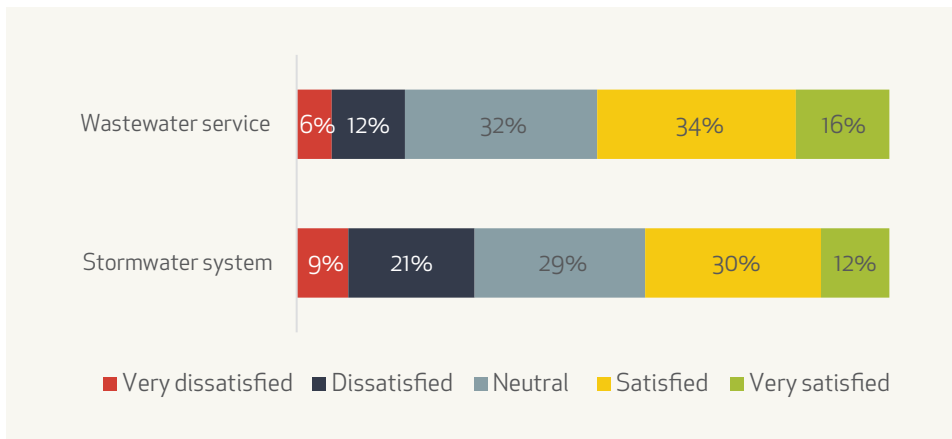
Trend analysis of satisfaction with wastewater services shows consistent levels over time.

However, satisfaction with the stormwater system has dropped since 2018 and is at the lowest point since 2015.

Comments about services highlighted this drop citing an increased emphasis on the need to fix or clear, gutters, sumps and culverts (36% in 2019 vs. 16% in 2018).

Other priorities focused on remedying surface flooding from stormwater or overall upgrades, similar to 2017 and 2018.

Figure 3.1 Satisfaction with Wastewater and Stormwater Services¹



¹ Due to rounding, numbers presented throughout this document may not add up precisely to the totals provided, or to 100%.

Figure 3.2 Satisfaction with Wastewater and Stormwater Services by Location

		Gore	Mataura	Other rural	Total sample
Wastewater service	Very dissatisfied	4%	12%	11%	6%
	Dissatisfied	11%	15%	16%	12%
	Neutral	31%	38%	38%	32%
	Satisfied	36%	26%	23%	34%
	Very satisfied	17%	8%	13%	16%
	Total satisfied	84%	72%	73%	82%
	Number of respondents	429	65	64	558
		Gore	Mataura	Other	Total sample
Stormwater system	Very dissatisfied	8%	12%	11%	9%
	Dissatisfied	20%	26%	25%	21%
	Neutral	28%	30%	32%	29%
	Satisfied	31%	26%	25%	30%
	Very satisfied	13%	6%	8%	12%
	Total satisfied	72%	62%	65%	70%
	Number of respondents	432	66	65	563

Figure 3.3 Satisfaction with Wastewater and Stormwater Services – Trend Analysis

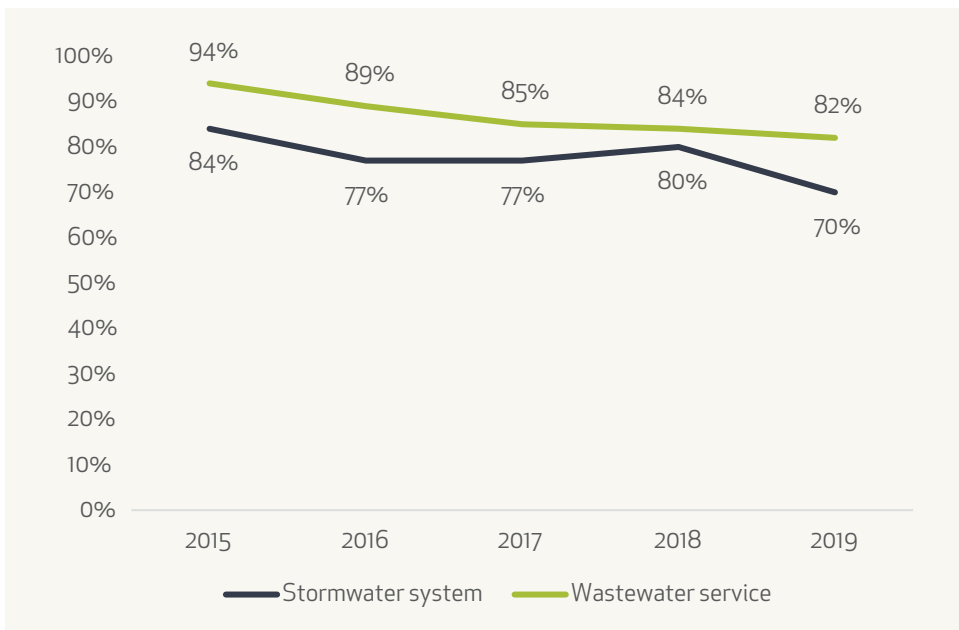


Figure 3.4 Comments about Wastewater and Stormwater Services

	Number of respondents	% of respondents
Fix or clear drains/gutters/sumps/culverts	71	36%
Remedy surface flooding from stormwater	59	30%
Improve/upgrade services in general	39	20%
Clear foliage/ reduce tree debris	24	12%
Stop dumping stormwater/ wastewater into river	10	5%
Happy with services	10	5%
Bring in water storage	9	5%
Rural areas don't receive these services	6	3%
Fix/improve wastewater ponds/treatment plants	4	2%
Separate wastewater and stormwater pipes	2	1%
Listen to resident concerns/ suggestions	1	1%
Other	18	9%
Total	198	

4

Water Services

Two thirds of respondents (67%) were on the Gore town water supply, 10% on the Mataura supply and 23% on a rural supply.

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

4.1 Quality and Reliability

- 76% overall were satisfied with the reliability of town water supplies.
- 78% overall were satisfied with the quality of town water supplies.

Trend analysis shows fluctuation in satisfaction with the quality and reliability of town water supplies. Following a significant drop in 2018, satisfaction levels have improved again in 2019. This indicates that high-profile problems in Mataura 2018 have started to have less impact on overall satisfaction levels.

However, results analysed by location still confirm significantly higher proportions of residents are dissatisfied with the reliability and quality of their water supply in Mataura, indicating that from resident perspective the problems with water quality have not been fully addressed.

Figure 4.1 Satisfaction with Water Services

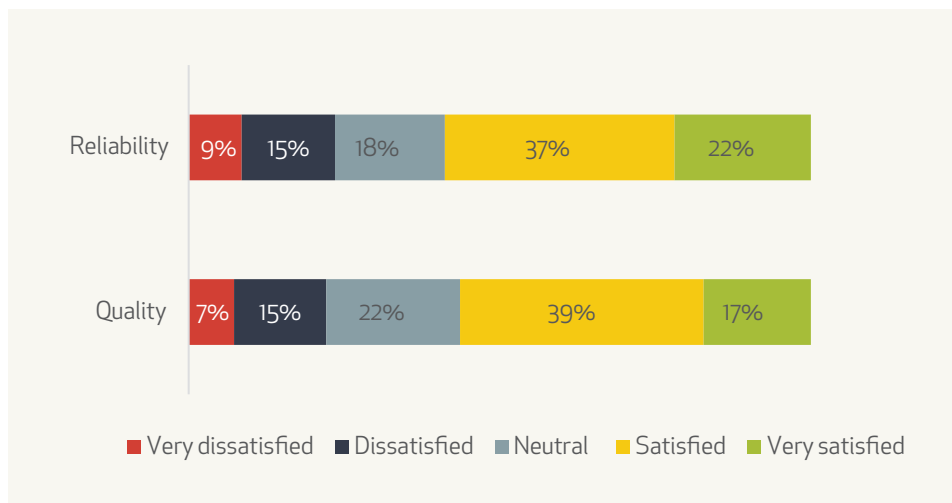
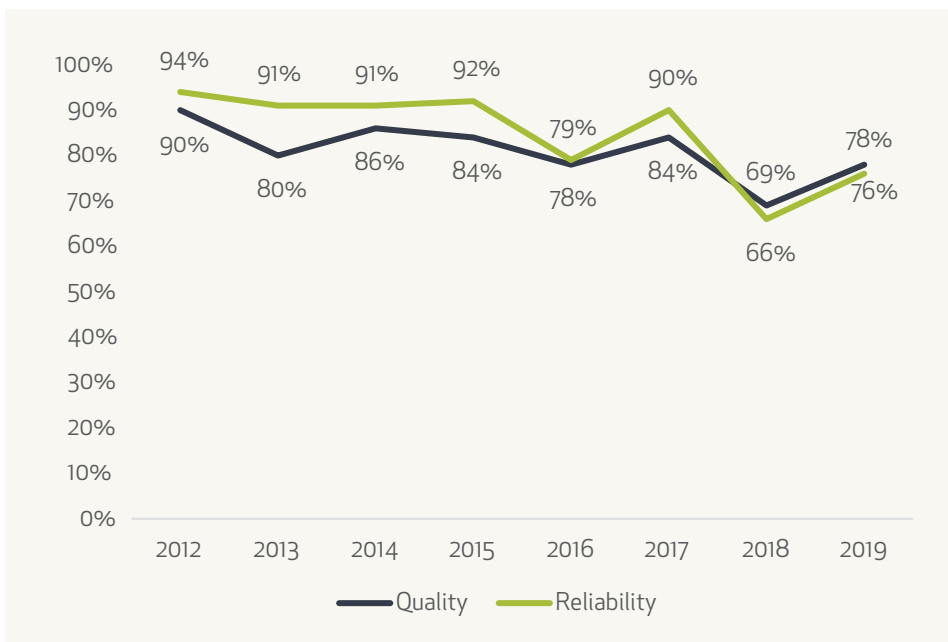


Figure 4.2 Satisfaction with Water Services by Location

		Gore	Mataura	Total sample
Reliability of your water supply	Very dissatisfied	7%	16%	9%
	Dissatisfied	14%	24%	15%
	Neutral	18%	16%	18%
	Satisfied	37%	30%	37%
	Very satisfied	23%	14%	22%
	Total satisfied	79%	60%	76%
	Number of respondents	422	63	493
		Gore	Mataura	Total sample
Quality of your water supply	Very dissatisfied	5%	19%	7%
	Dissatisfied	13%	29%	15%
	Neutral	22%	19%	22%
	Satisfied	41%	24%	39%
	Very satisfied	18%	10%	17%
	Total satisfied	82%	52%	78%
	Number of respondents	422	63	493

Figure 4.3 Satisfaction with Water Services – Trend Analysis



4.2 Water Restrictions

59% of residents stated that they supported the Council's approach of applying water restrictions to manage water use on town water supplies. Support levels are in line with perceptions from 2016-2018.

41% of respondents did not support the Council's approach for several reasons:

- Needing / deserving to use water without restriction (35%). This was mentioned more frequently than in 2018 (14%).
- Farmers and businesses should be able to use water without restriction (31%)
Mentions of this has remained steady (26% in 2016, 38% in 2017, and 37% in 2018).
- Council should have resolved issues years ago / planned ahead (24% in 2019 versus 18% 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
Need/ deserve to use water without restriction	71	35%
Farmers/business using water without restriction	63	31%
Council should have resolved issues years ago/ planned ahead	48	24%
Restrictions are only temporary solution/ Not fixing problem of new source	29	14%
Water usage is part of rates/ No proposed rates reduction	25	12%
Council wastes water/ spends money on other things	21	10%
Restrictions apply even when sufficient water available	18	9%
Other	4	2%
Don't know	19	9%
Total	201	

4.3 Comments about Water Services

Figure 4.5 Open Comments about Water Services

	Number of respondents	% of respondents
Need to solve supply issues/ find new sources	41	26%
Quality poor/variable	34	21%
Council poor planning and management	24	15%
Water services need improvement (general)	18	11%
Unhappy with restrictions	18	11%
Leaks need fixing	14	9%
Farmer/business usage too high	13	8%
Need to focus on preservation/ rainwater collection	13	8%
Happy with services	10	6%
Council wastes water	8	5%
Some people use water irresponsibly/ need to monitor usage	6	4%
Pressure low	3	2%
Other	2	1%
Total responses	159	

5

Local Roads and Footpaths

- 73% were satisfied with local sealed roads (**5% below the 2019 performance target of 78% - performance target not met**);
- 71% were satisfied with footpaths;
- 69% were satisfied with local gravel roads; and
- 76% were satisfied with local cycleways.

Results also show that residents from different areas have slightly differing satisfaction levels.

- 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 slightly more positive amongst Gore residents when compared with Mataura.
- Perceptions of footpaths were significantly more positive in Other rural areas.

Trend analysis show slight decreases in satisfaction with all roading aspects except for local cycleways which was a new question added in 2019.

Relatively high proportions of residents in the 2017 to 2019 surveys mentioned poor or hazardous conditions of footpaths in the open comments; this is an area of concern for residents. Addressing roads in poor condition and improving the condition of gravel roads is also highlighted as a priority.

Figure 5.1 Satisfaction with Roading Services

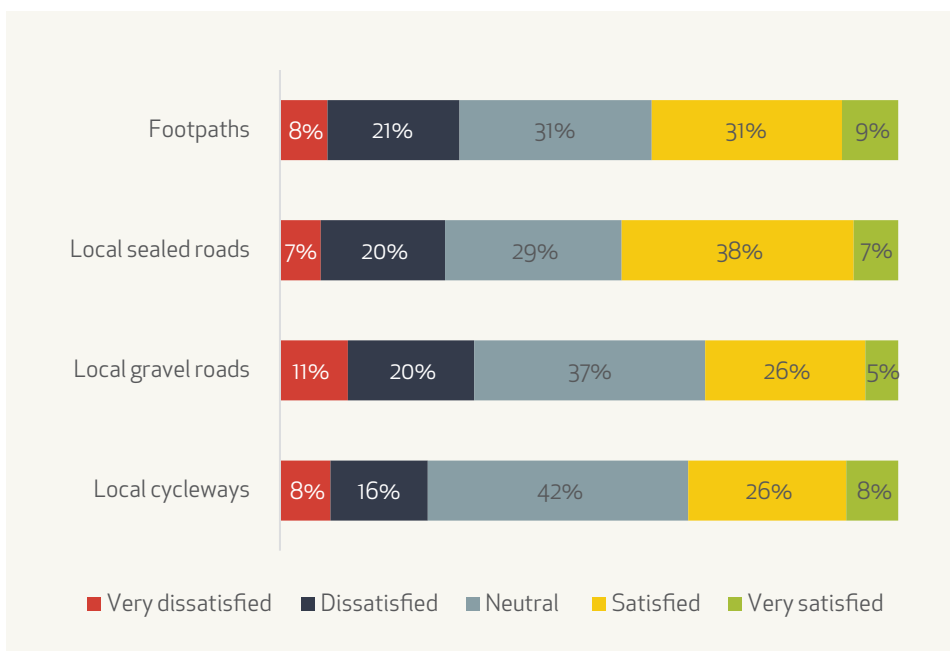


Figure 5.2 Satisfaction with Roding Services by Location

		Gore	Mataura	Other rural	Total sample
Footpaths	Very dissatisfied	7%	19%	3%	8%
	Dissatisfied	24%	21%	13%	21%
	Neutral	30%	25%	40%	31%
	Satisfied	30%	32%	33%	31%
	Very satisfied	10%	3%	11%	9%
	Total satisfied	69%	60%	84%	71%
	Number of respondents	441	72	124	637
		Gore	Mataura	Other rural	Total sample
Local sealed roads	Very dissatisfied	5%	8%	10%	7%
	Dissatisfied	19%	24%	23%	20%
	Neutral	30%	31%	23%	29%
	Satisfied	38%	35%	38%	38%
	Very satisfied	8%	3%	6%	7%
	Total satisfied	76%	68%	67%	73%
	Number of respondents	441	72	124	637
		Gore	Mataura	Other rural	Total sample
Local gravel roads	Very dissatisfied	6%	13%	27%	11%
	Dissatisfied	17%	26%	30%	20%
	Neutral	41%	38%	23%	37%
	Satisfied	29%	19%	17%	26%
	Very satisfied	6%	4%	3%	5%
	Total satisfied	77%	61%	43%	69%
	Number of respondents	441	72	124	637
		Gore	Mataura	Other rural	Total sample
Local cycleways	Very dissatisfied	8%	7%	11%	8%
	Dissatisfied	15%	18%	19%	16%
	Neutral	40%	56%	40%	42%
	Satisfied	28%	16%	24%	26%
	Very satisfied	10%	4%	6%	8%
	Total satisfied	78%	76%	70%	76%
	Number of respondents	253	45	70	368

Figure 5.3 Satisfaction with Roding Services – Trend Analysis

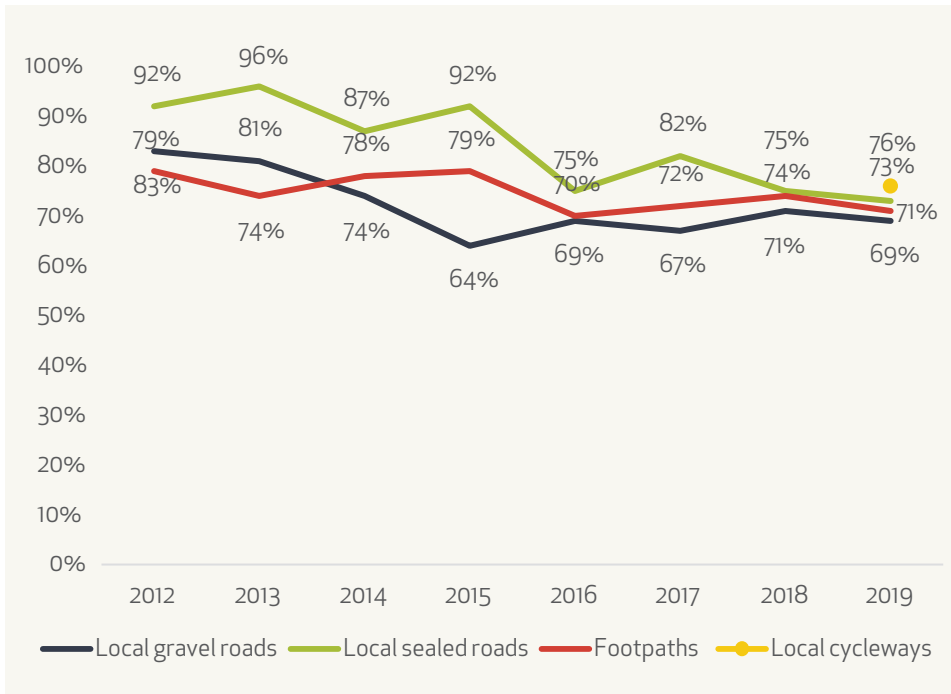


Figure 5.4 Comments about Local Roads, Footpaths and Cycleways

		Number of respondents	% of respondents
Roads	Poor condition	51	16%
	Improve gravel roads (grading, more gravel)	47	15%
	Repair potholes	32	10%
	Seal repairs poorly done/ Need more long-term fix	28	9%
	Prioritise repairs more urgently	20	6%
	Too much roadwork/ taking too long	17	5%
	Better traffic management systems	7	2%
	Cut back trees/ foliage	7	2%
	Heavy traffic damages road	6	2%
	Wider roads	5	2%
	No response from Council when reporting issues	3	1%
	Clean gutters/ debris/ litter	2	1%
	Total road related responses	161	51%

		Number of respondents	% of respondents
Footpaths	Poor condition/ Hazardous	80	26%
	More pedestrian crossings/ walkways	48	15%
	Fixes poorly done	10	3%
	Prioritise more	7	2%
	Wider footpaths	4	1%
	More lighting	1	0%
	Waste of money	1	0%
	Total footpath related comments	136	43%
Cycleways	Waste of money	12	4%
	Cycleways should be marked/ visible	4	1%
	Need more cycleways/ promote use of	4	1%
	Poor condition/ hazardous	2	1%
	Total cycleways related comments	22	7%
General comments	Services need improvement/maintenance (general)	20	6%
	Happy with services	8	3%
	Other	3	1%
	Total responses related to local roads, footpaths and cycleways	313	

6

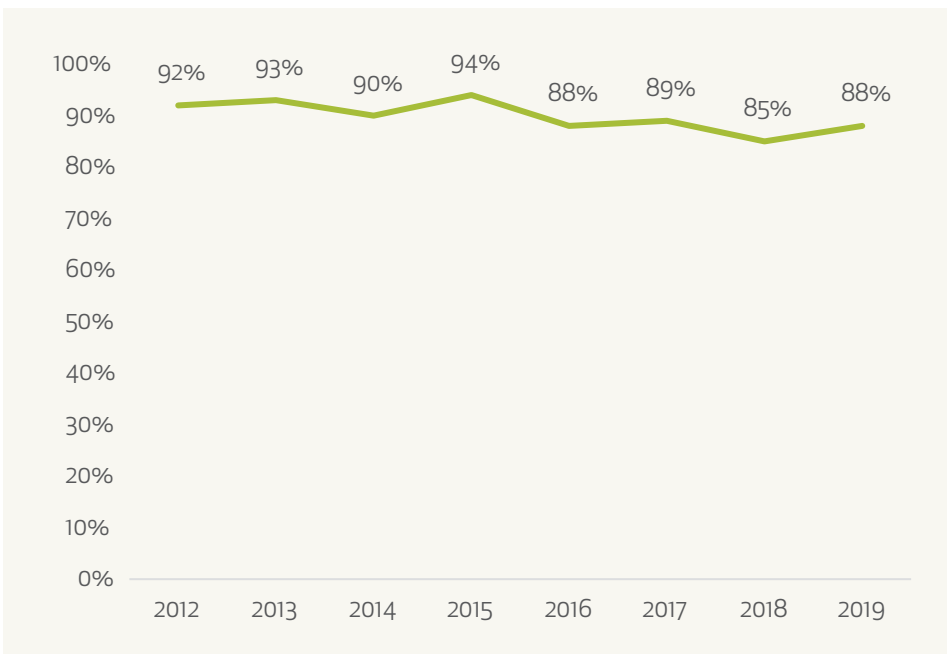
Waste

Respondents were asked a series of questions around waste services.

6.1 Gore Transfer Station

- 48% of respondents had visited Gore Transfer Station in the previous 12 months.
- 88% of these respondents were satisfied with the facility.
- Trend analysis shows consistency in the high proportion of residents satisfied with this service.

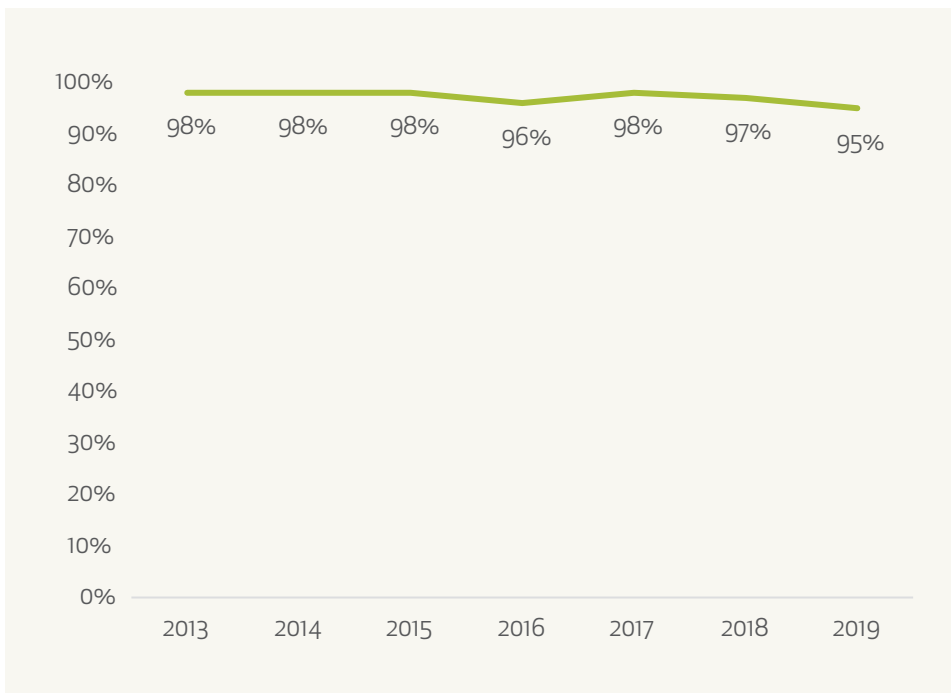
Figure 6.1 Satisfaction with Gore Transfer Station – Trend Analysis



6.2 Kerbside Recycling Service

- 75% of respondents used the kerbside recycling service.
- 95% 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 (48%) would like to see the kerbside service in rural areas (this is in line with the past results: 49% in 2018, 52% in 2017 and 47% in 2016);
- 32% stated that it was not their concern;
- 12% did not want the service expanded; and
- 8% did not know.

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

	Gore	Mataura	Other rural	Total Sample
Yes	42%	57%	65%	48%
No	9%	6%	25%	12%
Not my concern	41%	29%	4%	32%
Don't know	8%	8%	6%	8%
Number of respondents	441	72	124	637

6.4 Waste Services

Open comments showed a concern from residents that the costs were too high or that they were worried about a cost increase.

Comments also showed an increasing emphasis for more environmentally sound options, with requests for more recycling and green waste services which was an increasing priority last year as well.

Figure 6.4 Comments about Waste Services

	Number of respondents	% of respondents
Costs too high/ Worried about cost increase	30	18%
More recycling services/ options	23	14%
Provide green/organics bin	17	10%
Provide rural/outskirts waste services	15	9%
Happy with service	15	9%
Unhappy with transfer station staff/ service	13	8%
Increase transfer station opening hours	11	7%
Concerned about whether recycling service actually recycles	8	5%
Contractor issues	7	4%
More public rubbish bins/ clean up township	7	4%
Prohibitive costs encourage incorrect rubbish dumping	5	3%
Provide weekly service	5	3%
Better information/ education regarding recycling	5	3%
More transfer stations	5	3%
Mataura Transfer Station poor	2	1%
Don't provide for rural as too costly	2	1%
Other	14	9%
Total responses	163	

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 2018 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	% visited in past 12 months 2019	Number of respondents 2019
District Parks and Reserves	69%	79%	76%	78%	494
Sportsgrounds	59%	67%	61%	64%	408
Cemeteries	55%	53%	50%	55%	348
Public Toilets	45%	56%	55%	54%	347
Gore Aquatic Centre	58%	61%	56%	53%	340
MLT Event Centre ²	-	-	-	49%	311
James Cumming Wing or community halls	56%	63%	53%	49%	310
Gore or Mataura Library	56%	54%	52%	48%	308
Playgrounds	49%	50%	54%	46%	295
Gore Visitor Centre	26%	31%	26%	24%	155
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	34%	34%	27%	23%	148
None of these	5%	2%	3%	3%	21

2. New question in 2019

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 of the 50+ age group had visited the cemeteries.
- Higher proportions of the 65+ age group had used or visited the libraries, Gore Visitor Centre or visited Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre.
- Public toilets, the Aquatic Centre, and the playgrounds were more likely to be visited by those in the 25-49 age group.
- The youngest age group were the most likely to have visited the MLT Event Centre.

Only a small proportion of residents across all age groups have not visited any of the Council facilities in the last 12 months.

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

	15-24	25-49	50-64	65+	Total sample
District parks and reserves	79%	80%	74%	77%	78%
Sportsgrounds	77%	68%	61%	55%	64%
Cemeteries	38%	45%	65%	72%	55%
Public Toilets	57%	60%	56%	38%	54%
Gore Aquatic Centre	56%	67%	43%	35%	53%
MLT Event Centre	72%	58%	42%	26%	49%
James Cumming Wing or community halls	48%	44%	53%	54%	49%
Gore or Maitaia Library	44%	49%	42%	59%	48%
Playgrounds	51%	57%	33%	38%	46%
Gore Visitor Centre	11%	23%	22%	38%	24%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	23%	18%	25%	34%	23%
None of these	3%	3%	4%	3%	3%
Total number of respondents	61	285	167	116	637

7.2 Satisfaction with Council Facilities

Levels of satisfaction with facilities are very high, with majority of respondents reporting being satisfied with all facilities.

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

Figure 7.3 Performance Targets – Satisfaction with Council Facilities

	Performance Target	Achieved	
Sportsgrounds	90%	98%	✓
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	90%	98%	✓
District Parks and Reserves	90%	98%	✓
Gore Visitor Centre	90%	97%	✓
Gore Aquatic Centre	90%	97%	✓
Library service	90%	97%	✓
MLT Event Centre	90%	96%	✓
Playgrounds	90%	96%	✓
Cemeteries	90%	95%	✓
James Cumming Wing or community halls	90%	91%	✓
Public Toilets	90%	87%	

Figure 7.4 Satisfaction with Council Facilities

	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Total satisfied	Number of respondents
Sportsgrounds	1%	1%	10%	52%	36%	98%	408
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	2%	-	5%	40%	53%	98%	148
District Parks and Reserves	1%	1%	7%	47%	43%	98%	494
Gore Visitor Centre	1%	1%	8%	47%	42%	97%	155
Gore Aquatic Centre	1%	1%	7%	49%	41%	97%	340
Library service	0%	3%	6%	45%	46%	97%	308
MLT Event Centre	2%	3%	10%	42%	43%	96%	311
Playgrounds	3%	2%	9%	54%	32%	96%	295
Cemeteries	2%	3%	9%	47%	40%	95%	348
James Cumming Wing or community halls	3%	6%	15%	52%	24%	91%	310
Public Toilets	5%	8%	25%	48%	14%	87%	347

7.3 Satisfaction with Council Facilities – Trend Analysis

Analysis shows broadly consistent levels of satisfaction across facilities with essentially no changes in satisfaction levels from 2018.

Trends however show a slight decline in satisfaction levels with James Cumming Wing or Community halls in 2019 which is worth monitoring to ensure satisfaction levels do not drop further or fall below performance targets.

Figure 7.5 Satisfaction with Council Facilities - Trend Analysis

	2012	2013	2014	2015	2016	2017	2018	2019
District Parks and Reserves	99%	99%	98%	97%	97%	97%	97%	98%
Sportsgrounds	99%	100%	98%	99%	100%	99%	97%	98%
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre ³	99%	99%	97%	97%	99%	98%	99%	98%
Library service	100%	100%	98%	100%	99%	100%	98%	97%
Gore Visitor Centre	98%	98%	98%	98%	96%	99%	99%	97%
Gore Aquatic Centre	98%	99%	98%	99%	98%	97%	97%	97%
Playgrounds	98%	97%	95%	99%	93%	94%	96%	96%
MLT Event Centre	-	-	-	-	-	-	-	96%
Cemeteries	98%	99%	96%	96%	97%	92%	94%	95%
James Cumming Wing or community halls ⁴	98%	100%	96%	97%	96%	95%	95%	91%
Public Toilets	92%	83%	86%	91%	87%	88%	86%	87%

3. 2012-2015 surveys asked respondents about 'arts and heritage'

4. 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. 186 residents chose to give a comment and 29 residents (16%) 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 low, with half of respondents (50%) stating they did not know anything about it. The proportion of those who had detailed knowledge of some or all of the plan has decreased since 2018 and is back to 2017 levels.

Figure 8.1 Which of the Following Best Describes Your Knowledge of the Gore District Plan

	% of respondents 2017	% of respondents 2018	% of respondents 2019	Number of respondents 2019
I have never heard of it	16%	10%	11%	70
I have heard of it, but I don't know anything about it	34%	29%	39%	246
I have heard of it and know a bit about it	43%	44%	43%	274
I have detailed knowledge of sections of it that interest or affect me	6%	14%	6%	38
I have detailed knowledge of the whole District Plan	2%	3%	1%	9
Total respondents				637

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

- For each question 20-30% of residents stated that they were unsure. Of those who did provide a response, a significant proportion provided a neutral rating (30% - 44%). High proportions of responses in the 'don't know' and neutral categories indicate lower levels of engagement with an area of activity.

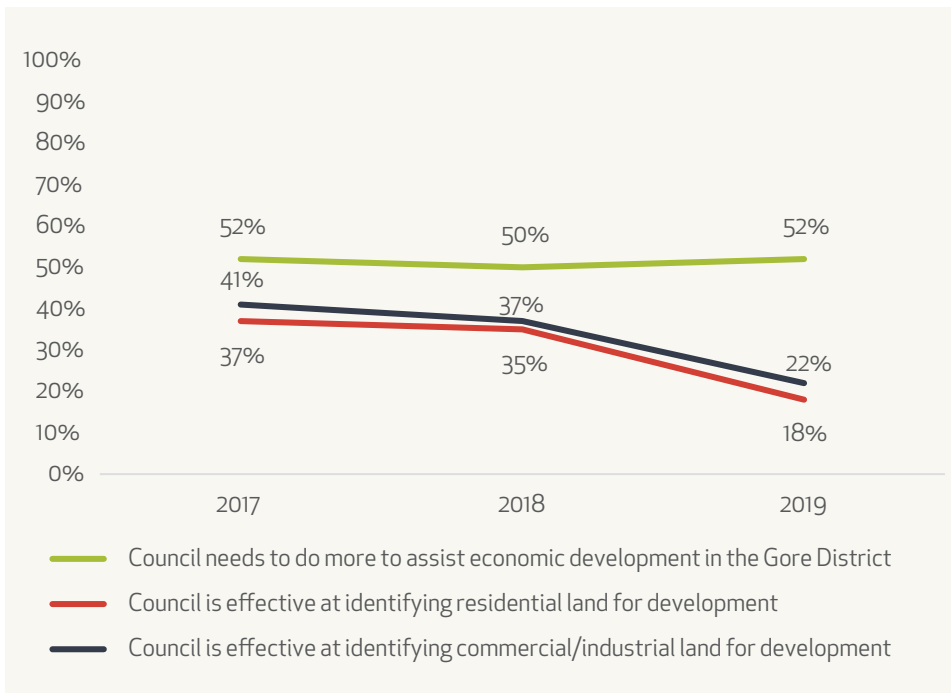
When 'don't know' responses are excluded:

- Half (52%) agreed that the Council needs to do more to assist economic development in the Gore District. This is in line with 2017 and 2018 results.
- 18% felt that the Council was effective at identifying residential land for development, a drop from previous years when over a third agreed.
- 22% agreed that the Council is effective at identifying commercial/industrial land for development, again this is indicating a downward trend since 2017.

Figure 8.2 Council Planning

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Total Disagree	Total Agree	Number of respondents
Council needs to do more to assist economic development in the Gore District	4%	10%	35%	37%	14%	13%	52%	512
Council is effective at identifying residential land for development	22%	30%	30%	14%	3%	52%	18%	487
Council is effective at identifying commercial/industrial land for development	11%	23%	44%	19%	3%	34%	22%	445

Figure 8.3. Council Planning -Trend Analysis



9

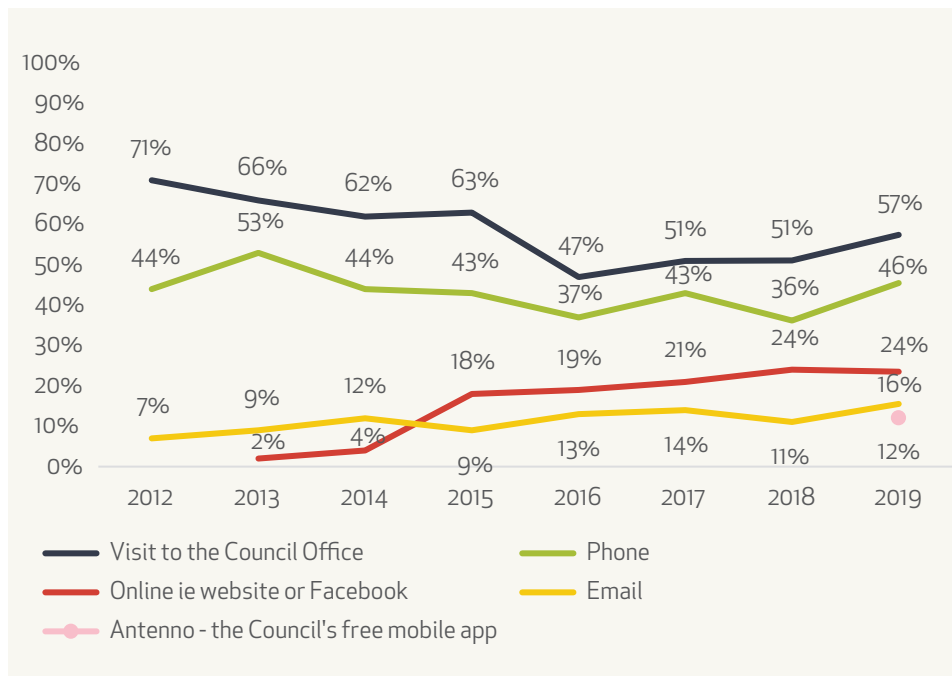
Contacting the Council

9.1 Methods of communication

Three quarters (76%) had contacted the Council in the last 12 months through various methods.

Trend analysis shows the continued importance of human contact, as face to face visits and phone contact remain the most preferred ways to get in touch with the Council.

Figure 9.1 Means of Contact – Trend Analysis



9.2 Satisfaction with Communication

Trend analysis show broadly consistent satisfaction levels over time for all communication modes.

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

	2012	2013	2014	2015	2016	2017	2018	2019
Visited the Council Office	99%	100%	98%	95%	92%	92%	93%	90%
Phone	95%	95%	94%	95%	84%	87%	87%	86%
Online i.e. website or Facebook ⁵	-	-	90%*	99%*	86%*	97%	90%	87%
Email	-	-	94%	95%*	88%*	90%*	86%	88%
Antenno - the Council's free mobile app ⁶	-	-	-	-	-	-	-	90%

*Small sample sizes, results should be treated with caution

5. Prior to 2016 the survey asked about Facebook only

6. New question added in 2019

10

Council Communications

10.1 Methods of Obtaining Information

Newspaper articles and advertising remain the dominant ways of gathering information about the Council. There were no significant changes in source use since 2017. New for this year's survey was inclusion of Antenno – the Council's free mobile app.

The most commonly used newspaper for Council news was The Ensign, and Hokonui FM was the most commonly used radio station to get Council news.

Figure 10.1 Methods Used to Obtain Information about the Council

	Number of respondents	% of respondents
Newspaper articles	429	67%
Newspaper advertising	292	46%
Council Website	237	37%
Council Facebook page	236	37%
Council newsletter ChinWag	232	36%
Radio	222	35%
Personal contact with Council staff	154	24%
Antenno - the Council's free mobile app	106	17%
Councillors	93	15%
Council Meetings	25	4%
None of these	45	7%
Total respondents	637	

Figure 10.2 Newspaper/Radio Stations Used to get Council News

	Number of respondents	% of respondents
Ensign	383	83%
Hokonui	163	35%
Southland Times	144	31%
CaveFM	95	20%
Newslink	14	3%
No preference	2	0%
Other	43	9%
Don't know	6	1%
Total respondents	464	

10.2 Usage of Online Channels

Over a third of respondents (37%) stated they followed the Council's main Facebook page. This is similar to 2018 (35%), but higher than the following rates reported in 2016 and 2017 representing an upward trend.

Nearly two thirds of respondents (62%) had visited the Gore District Council website in the last year. The number of regular users is low, with most visiting a few times a year or less often. Frequency of visits are the same as in 2016 - 2018.

In the 2019 survey, respondents who had accessed the Council website were asked what they had used it for. The most common mention was to confirm the operating hours of a Council service. This was followed by wanting to find the contact details for the Council, and to find out about road closures and road conditions.

Figure 10.3 Visits to the Gore District Council Website over the Past 12 Months

	Number of respondents	% of respondents
Weekly or more	24	4%
Monthly	77	12%
A few times a year	234	37%
Once a year	62	10%
Never	240	38%
Total respondents	637	

Figure 10.4 Reasons for Using Council Website in Past 12 Months

	Number of respondents	% of respondents
To confirm the operating hours of a Council service (e.g. transfer station, library or sports centre)	256	64%
To find contact details for the Council	160	40%
To find out about road closures and road conditions	137	35%
To pay a bill (e.g. rates, parking infringement or dog infringement)	98	25%
To report an issue	87	22%
To apply for a building or resource consent	38	10%
Property searches	18	5%
Information about Council services	12	3%
Find out what Council is doing/ Council run events	7	2%
Information about cemeteries (plots, prices etc)	6	2%
Looking up rates information	5	1%
For general information/ interest	4	1%
Information about waste management	3	1%
Other	13	3%
Don't know	4	1%
Total responses	397	

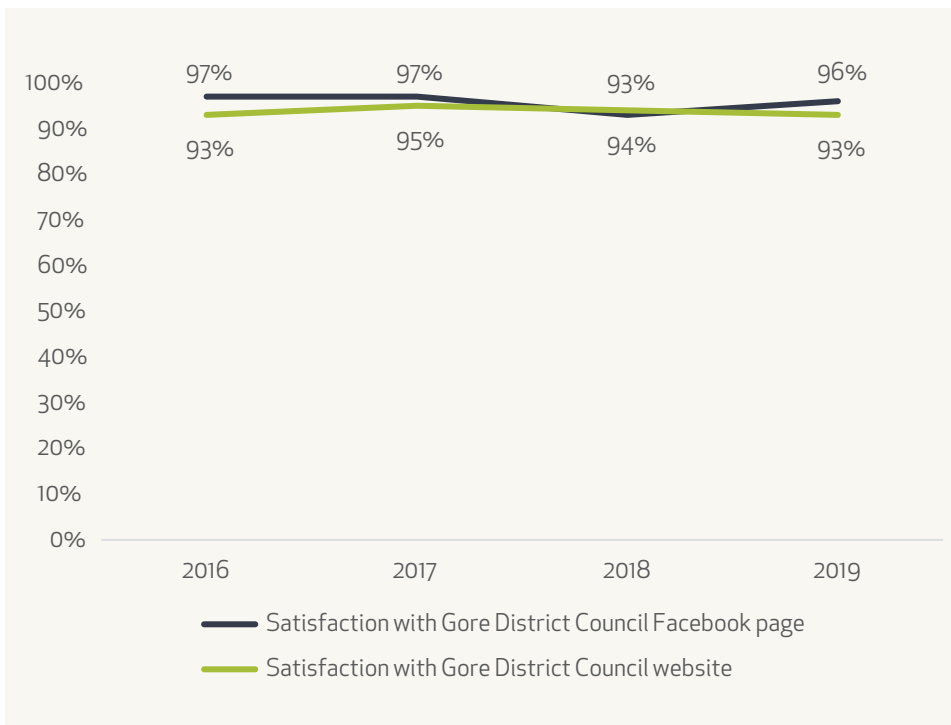
Figure 10.5 Proportion Using Online Channels – Trend Analysis

	% of respondents 2016	% of respondents 2017	% of respondents 2018	% of respondents 2019	Number of respondents 2019
Follow Council's main Facebook page	23%	24%	35%	37%	236
Have visited the Gore District Council website in past 12 months	52%	53%	58%	62%	397
Total respondents					637

10.3 Satisfaction with Online Channels

- Of the 236 respondents who follow the Council on Facebook, 96% were satisfied with the Facebook page (14% very satisfied, 52% satisfied, 31% neutral).
- Among the respondents who had visited the website, 93% of respondents stated they were satisfied (49% satisfied and 12% very satisfied). The infrequency of visits explains the high proportion of respondents (32%) that gave a neutral response.
- Satisfaction levels with both pages are consistent with 2016-2018 results.

Figure 10.6 Satisfaction with Facebook Page and Website – Trend Analysis



10.4 Resident Feedback

93 respondents provided a comment related to communications. Of these, 26 comments provided positive feedback and a further 67 comments suggested areas for improvement.

Figure 10.7 Comments about Council Communications

	Number of respondents	% of respondents
Communication is good	26	28%
Communication is poor	13	14%
Information dissemination improvements	13	14%
Communication could be improved	10	11%
Website improvements	9	10%
More transparency	8	9%
Council doesn't listen	7	8%
Follow up on enquiries	5	5%
Social media/Newspaper communication improvements	2	2%
Other	12	13%
Total number of respondents	93	

11

Elected Members and Organisational Performance

11.1 Representation

69% of respondents were satisfied that the Council was responding to the needs of the community and to issues raised in the community. **This result is below the performance target of 80%.**

90% 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 2019 regarding ability to contact Council members but a decline in satisfaction with the Council's ability to respond to the needs and issues raised by the community.

Figure 11.1 Satisfaction with Representation

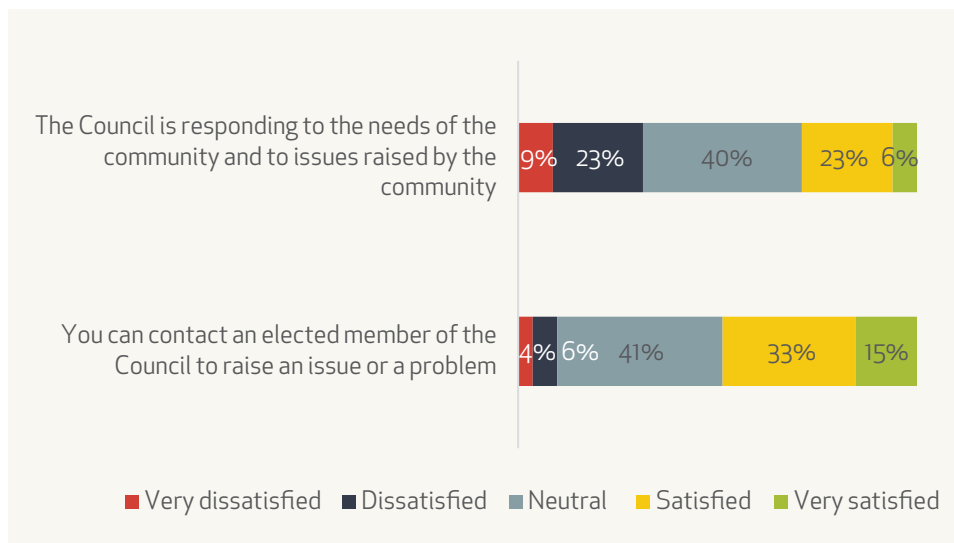
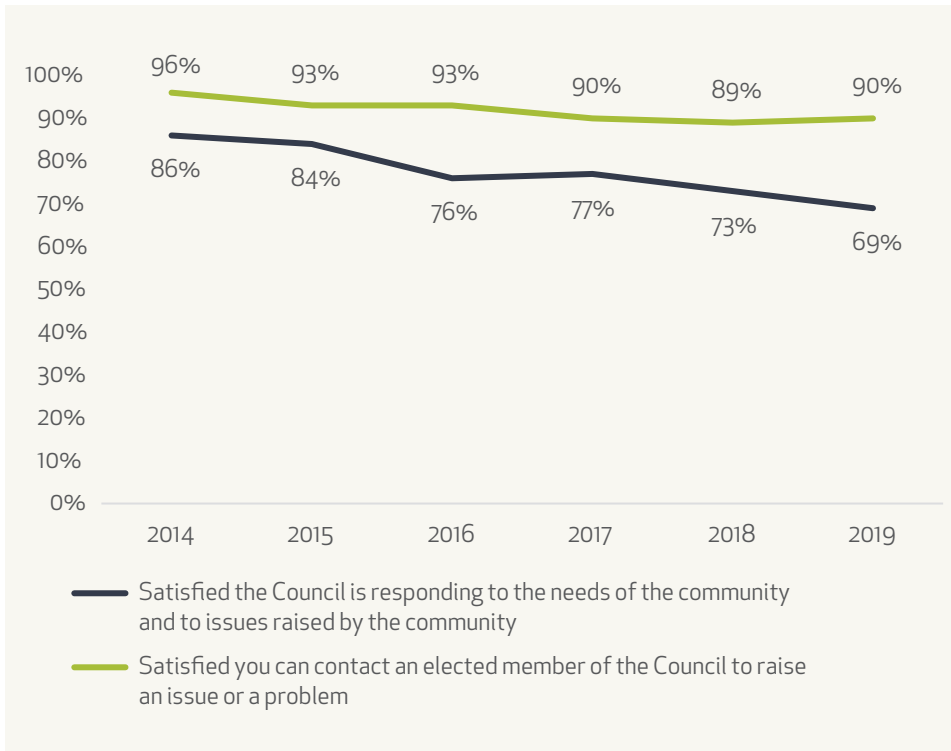


Figure 11.2 Satisfaction with Representation - Trend Analysis

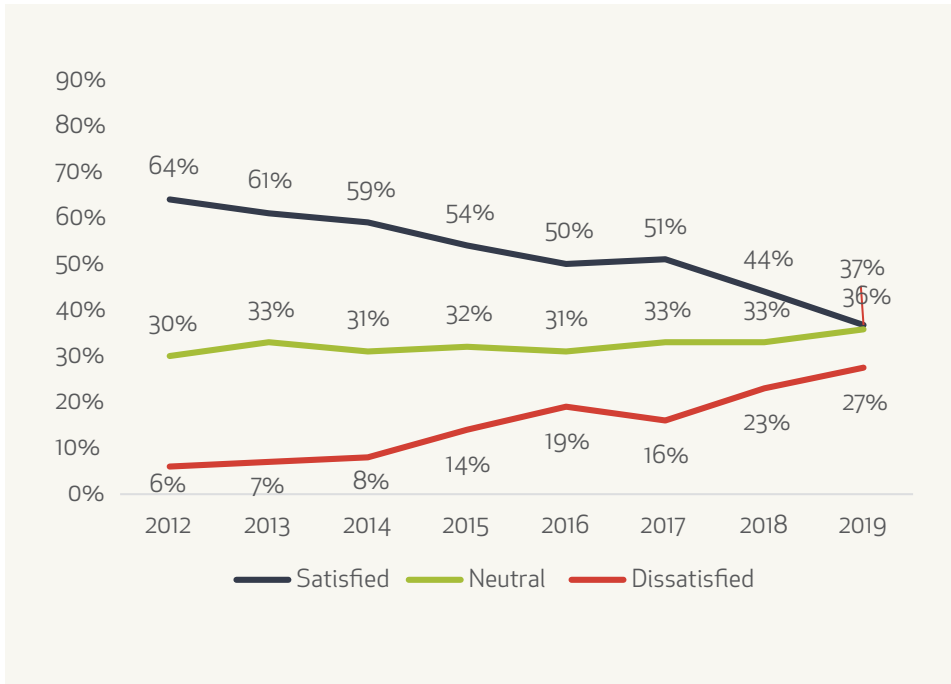


11.2 Overall Satisfaction with Performance

73% stated that they were satisfied with the performance of Gore District Council (36% neutral, 29% satisfied and 7% very satisfied).

Trend analysis shows that overall satisfaction levels continue to decline.

Figure 11.3 Overall Satisfaction with Performance - Trend Analysis



11.3 Priority Issues

Water continues to be the main priority for residents this year (same as 2017-2018). This is not surprising given events in the district in 2018.

Roading and council expenditures/rates are also cited frequently.

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	265	42%
Roading	232	36%
Council expenditure & rates	168	26%
Wastewater, stormwater	118	19%
Footpaths	108	17%
Recycling/waste services	67	11%
Beautification, upgrade, maintenance, cleaning of town/area	65	10%
Recreation/sports facilities/sportsgrounds	54	8%
Business support	45	7%
Parks/playgrounds	42	7%
District promotion	25	4%
Library	21	3%
Street lighting	11	2%
Housing/ accommodation	11	2%
Pyramid Bridge	10	2%
Public toilets	9	1%
Economic/ tourist development	9	1%
Council staff (communication/ listening/ service)	7	1%
James Cumming Wing	5	1%
Animal control	5	1%
Swimming pool	5	1%
Infrastructure/ facilities in general	5	1%
Museum	5	1%
Youth facilities/ issues	4	1%
Cycleways	4	1%
Council support of volunteer groups/ other organisations	4	1%

	Number of respondents	% of respondents
MLT Event Centre	3	0%
Rural services/ facilities	2	0%
Other	29	5%
Don't know	78	12%
Total number of respondents	637	

11.4 Local Leadership

- 42% of respondents felt the Mayor and Councillors display sound and effective leadership.
- A third (36%) agreed they have good strategies for developing prosperity and wellbeing.
- Half (49%) agreed Gore District Council provides enough opportunities for people to have their say.

Trend analysis shows declining perceptions in each of these areas.

Figure 11.5 Perceptions of Local Leadership

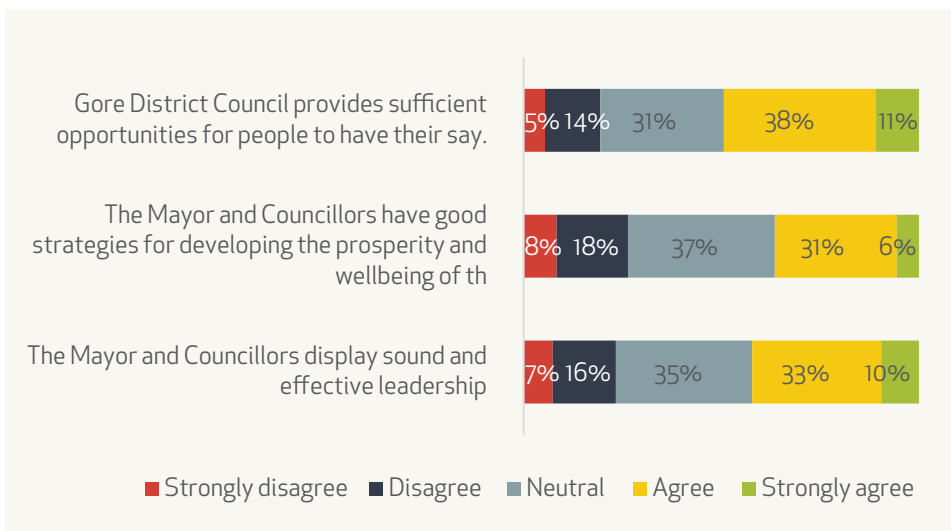
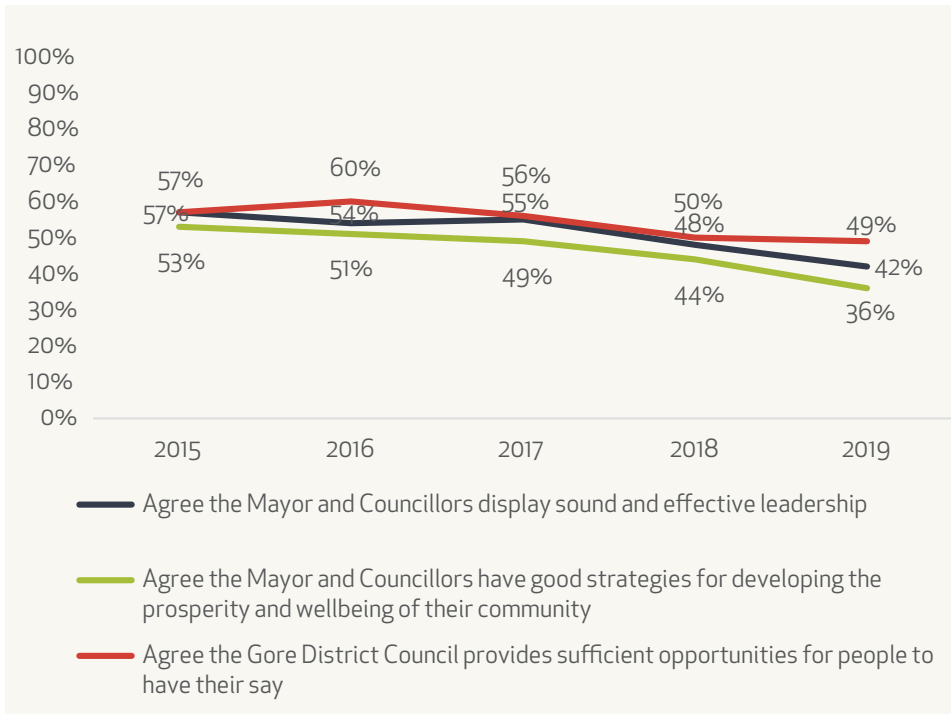


Figure 11.6 Perceptions of Local Leadership Trend Analysis



12

Perceptions of the Gore District

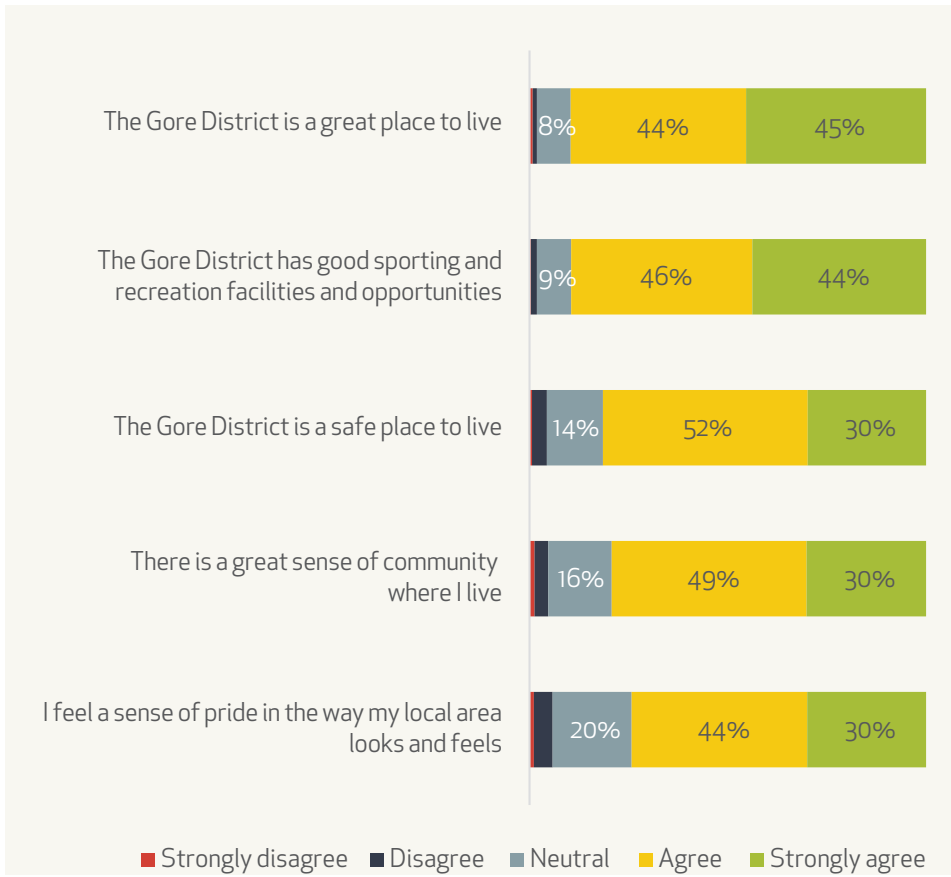
12.1 Perceptions of the Gore District

Most Gore residents were very positive about their district:

- 90% agreed that the Gore District is a great place to live. This is higher than national results from urban areas in 2018, which showed that 79% of residents agree their city/local area is a great place to live⁷.
- 81% agreed the Gore District is a safe place to live.
- 89% agreed the Gore District has good sporting and recreation facilities and opportunities.
- 79% agreed there is a great sense of community where they live, compared with 52% in the 2018 national urban results.
- 74% felt a sense of pride on the way their local area looks and feels, compared with 60% in the 2018 national urban results.

7. 2018 Quality of Life Survey, partnership between nine councils (Auckland Council, Hamilton, Tauranga, Wellington, Porirua, Hutt, Christchurch and Dunedin City Councils, and Wellington Regional Councils: <http://www.qualityoflifeproject.govt.nz/>

Figure 12.1 Perceptions of the Gore District



12.2 Perceptions of the Gore District Trend Analysis

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

Despite perceptions being good, the proportions have fluctuated somewhat over the years are at a low point compared with 2012 when most results were at their peak. However, that may be to the effect of a different sample structure that start in 2018. Comparative to 2018, results are relatively stable. See appendix five for further details on the difference between samples.

However, the Gore District being perceived as a safe place to live is on a downward trend and is at its lowest point.

Figure 12.2 Perceptions of the Gore District – Trend Analysis

	2012	2013	2014	2015	2016	2017	2018	2019
The Gore District is a great place to live	93%	96%	93%	95%	92%	94%	87%	90%
The Gore District is a safe place to live	92%	88%	92%	94%	91%	88%	84%	81%
The Gore District has good sporting and recreation facilities and opportunities ⁸	95%	83%	90%	95%	94%	92%	89%	89%
There is a great sense of community where I live	84%	86%	85%	84%	80%	84%	75%	79%
I feel a sense of pride in the way my local area looks and feels	93%	89%	88%	87%	77%	83%	72%	74%

8. 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.

About one in five respondents stated they were unhappy with the GO-RE campaign, though the proportion mentioning this has dropped compared with recent years and now focuses more on general comments of the promotion.

Figure 12.3 Comments about the Promotion of Gore District

	Number of respondents	% of respondents
Unhappy with GO-RE campaign	31	22%
General unhappiness with promotion	27	19%
No extra promotion necessary	21	15%
Needs more promotion/online/radio	19	14%
Event/tourism/business/opportunities based promotions	15	11%
General happiness with promotion	13	9%
Better information about local facilities	11	8%
More public consultation/input about promotions	4	3%
Focus on wider district/coordination	3	2%
Happy with GO-RE campaign	2	1%
Other	22	16%
Number of respondents	139	

13

Appendix One: Benchmarking

Comparisons of results across different Councils in similar areas are provided to add context to the scores achieved by Gore District Council. When viewing the results there are a number of factors to bear in mind:

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 the results.
2. Sample sizes and data collection methods differ slightly between Councils.
3. Question wording and response scales differ between Councils.

Response scales have been combined for comparison as follows. Green cells show responses that make up the proportionsatisfied.

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.

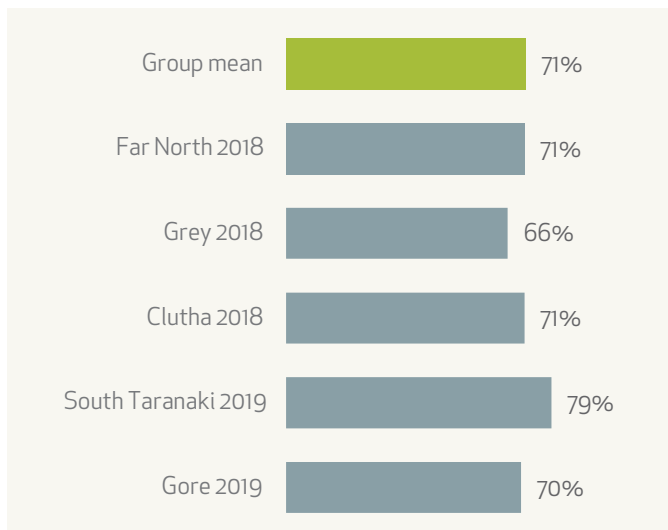
The benchmark comparisons should not be viewed as rankings.

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

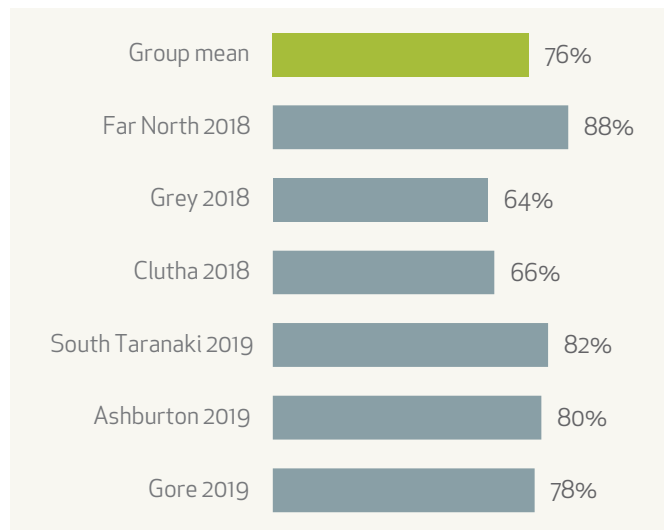
Councils included in this comparison:

- **Gore:** 2019 survey results, 5-point question scales, 637 respondents
- **South Taranaki:** 2019 survey results, 5-point question scales, 400 respondents
- **Ashburton:** 2019 survey results, 2-point question scales, 400 respondents
- **Clutha:** 2018 survey results, 6-point question scales, 300 respondents
- **Far North:** 2018 survey results, 10-point question scales, 500 respondents
- **Grey:** 2018 survey results, 6 point question scales (not excluding N/A's), 350 respondents

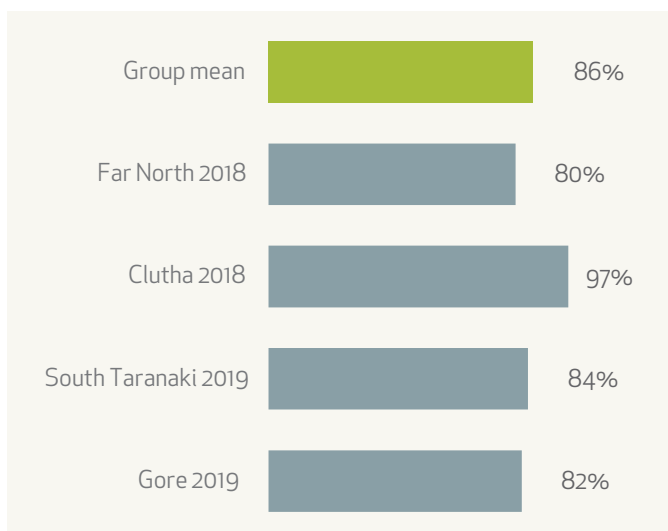
Stormwater Services



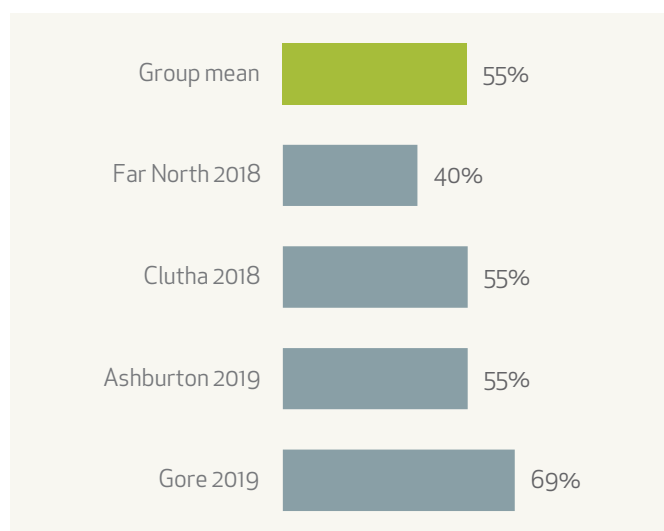
Water Supply



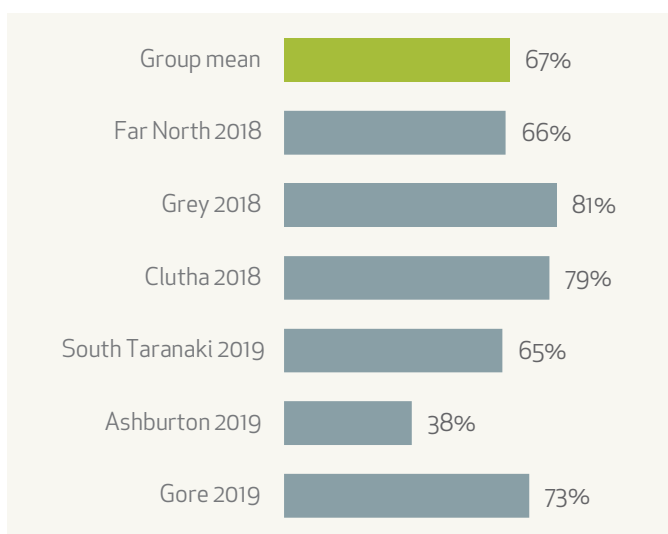
Wastewater



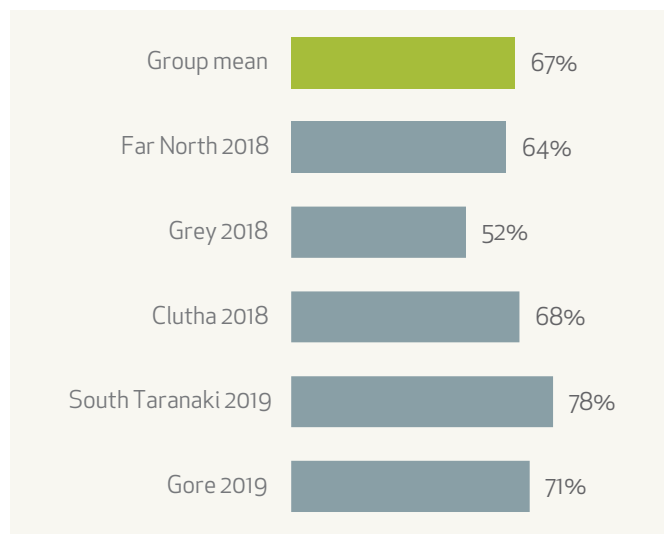
Local Gravel/Unsealed Roads



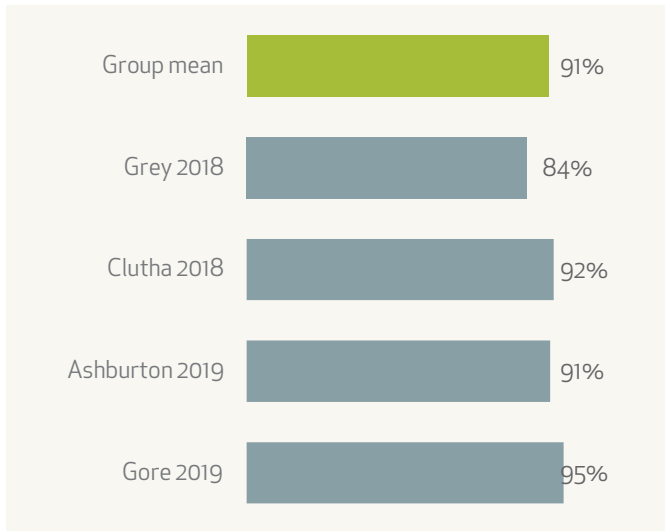
Local Sealed Roads



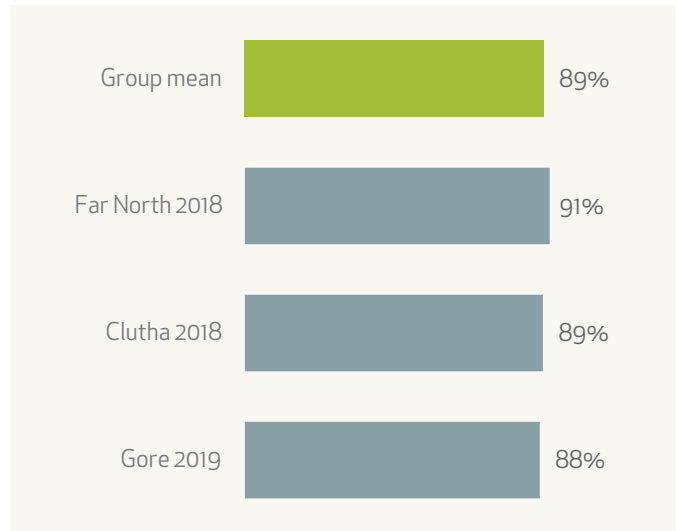
Footpaths



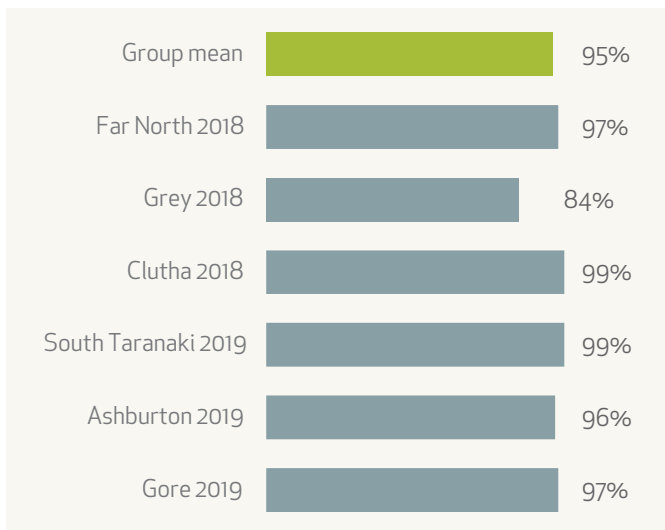
Kerbside Recycling



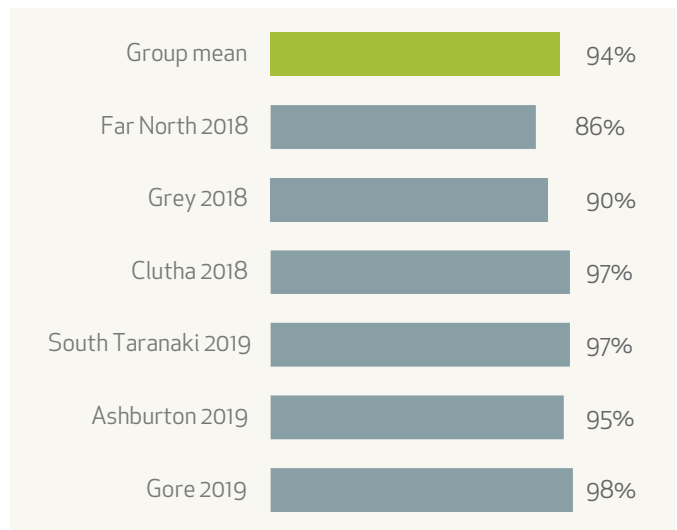
Transfer Stations/Dumps



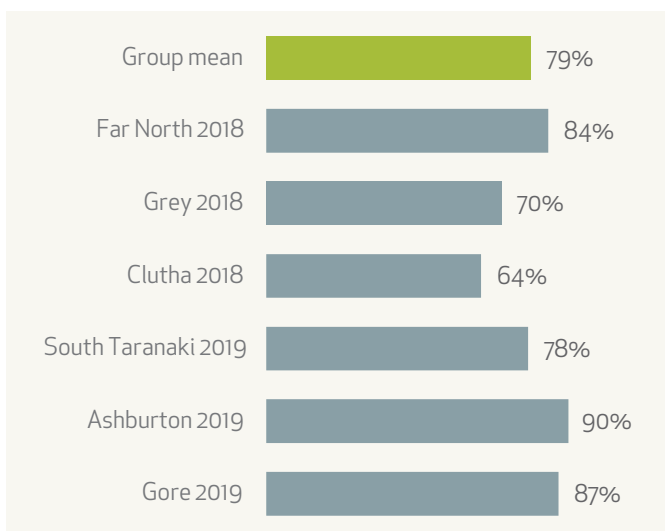
Library



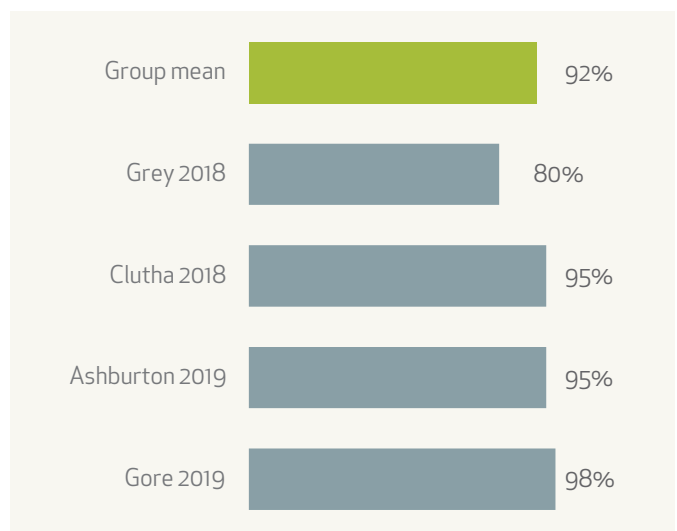
District Parks and Reserves



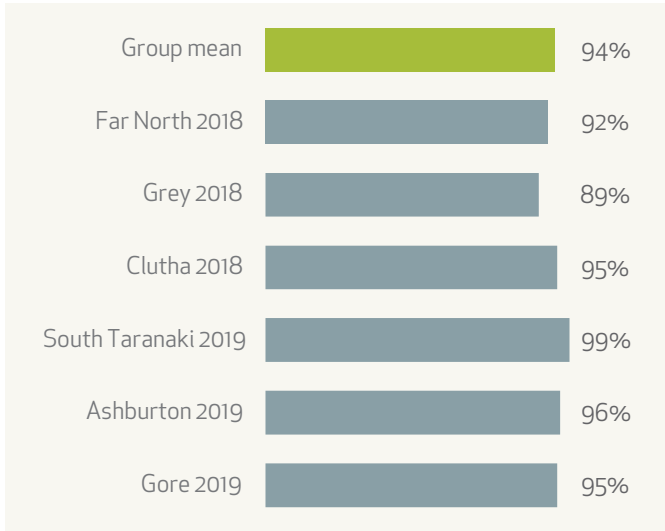
Public Toilets



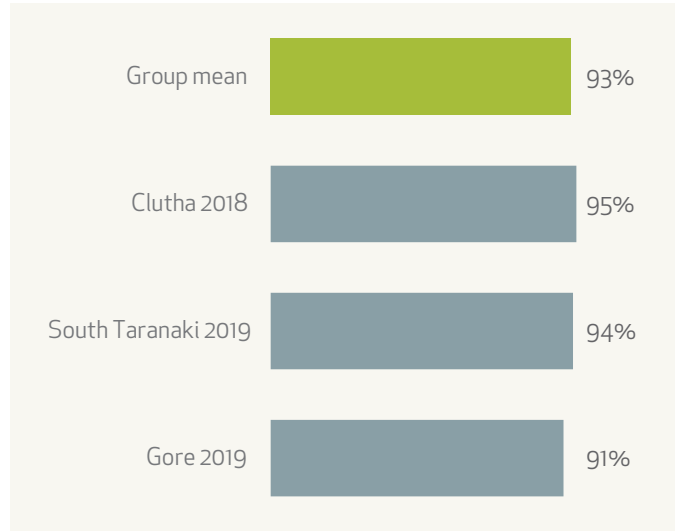
Sportsgrounds



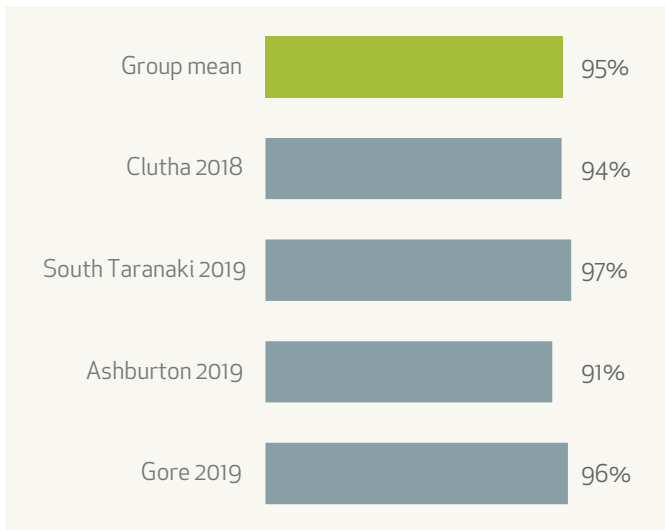
Cemeteries



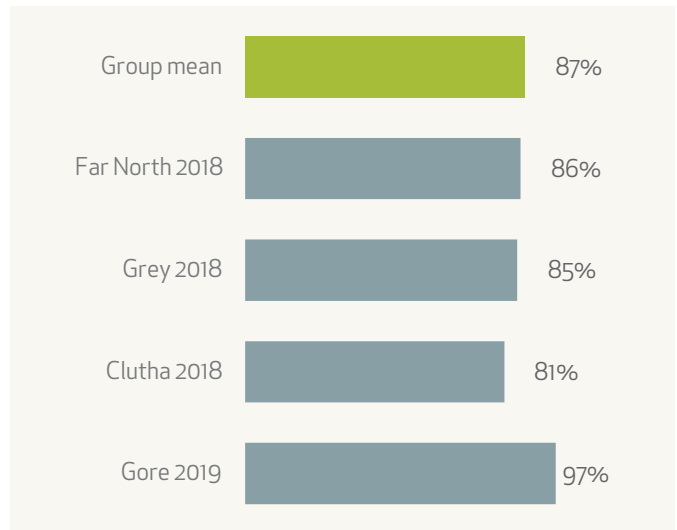
Community Halls



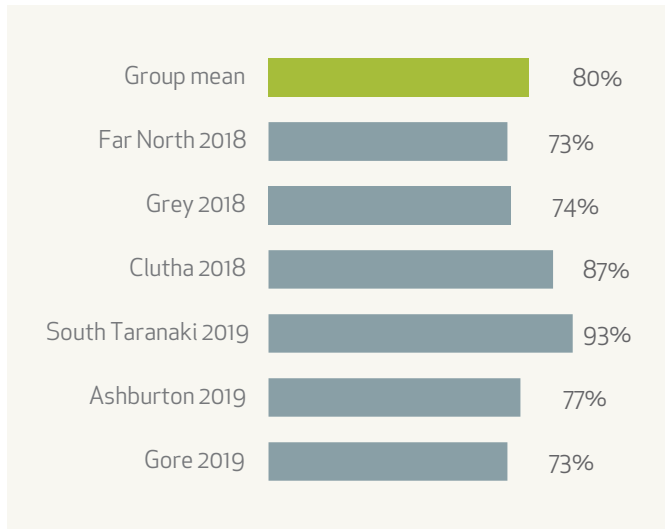
Playgrounds



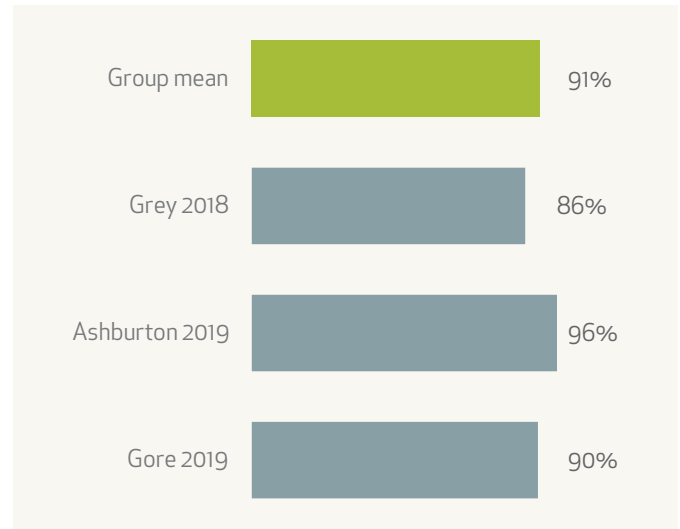
Community Pools



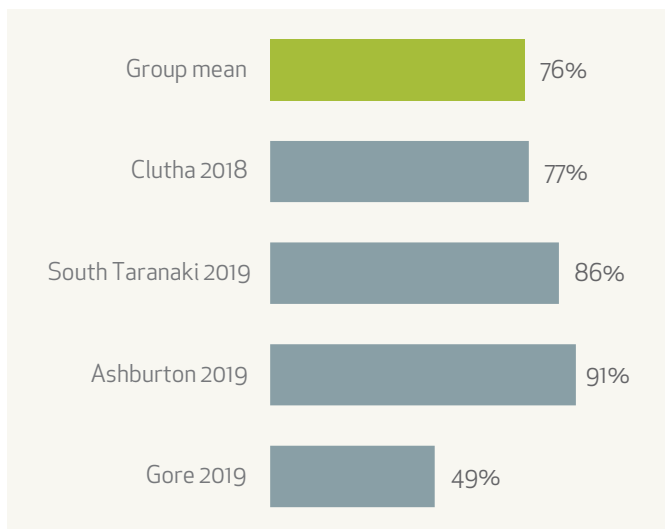
Overall Satisfaction with Council Performance



The District is a Great Place to Live



Sufficient Opportunities for Residents to Have Their Say



14

Appendix Two: Summary of Performance Measures

	Target 2019 ⁹	Achieved Result
Roading - sealed (metalled) roads	78%	73%
Parks and reserves	90%	98%
Sportsgrounds	90%	98%
Playgrounds	90%	96%
Cemeteries	90%	95%
James Cumming/community halls	90%	91%
MLT Event Centre	90%	96%
Aquatic Centre	90%	97%
Museum and gallery/arts and heritage	90%	98%
Library service	90%	97%
Public toilets	90%	87%
Council decisions and actions	80%	69%

9. <https://www.goredc.govt.nz/assets/documents/plans-reports/2018-28-10Year-Plan.pdf>

15

Appendix Three: Sample Composition

Age

	% of Respondents	Number of Respondents
15-24	10%	61
25-49	45%	285
50-64	26%	167
65+	18%	116
Declined	1%	8
Total	100%	637

Gender

	% of Respondents	Number of Respondents
Male	47%	297
Female	53%	340
Total	100%	637

Length of Residence

	% of Respondents	Number of Respondents
Lived in Gore District longer than 12 months	97%	620
Lived in Gore District 12 months or less	3%	17
Total	100%	637

Ratepayer Status

	% of Respondents	Number of Respondents
Ratepayer	80%	511
Renter	11%	68
Both	1%	8
Don't pay rent or rates	6%	37
I prefer not to say	1%	7
Other	1%	6
Total	100%	637

District Area

	% of Respondents	Number of Respondents
Gore	69%	441
Mataura	11%	72
Waikaka	6%	38
Pukerau	1%	7
Mandeville	0%	2
Rural	12%	77
Total	100%	637

16

Appendix Four: Resident Feedback on Service & Facilities

16.1 Council Facilities

District Parks and Reserves

	Number of respondents
Happy with parks and reserves	19
Need dog park solution	5
Safety concerns	2
Needs more maintenance/upgrading	5
Provide more bins	2
District Gardens expensive	1
Provide extra facilities	1
Total responses	33

Gore Aquatic Centre

	Number of respondents
Pool too cold	1
Happy with centre	4
Provide extra facilities (e.g. cafe, hydroslide)	3
Unhappy with opening hours	1
Provide more/bigger changing rooms	1
Not enough parking	2
Issues with staff/staffing	1
Other	6
Total responses	16

Public Toilets

	Number of respondents
Poorly maintained	18
Other	3
Total responses	20

Playgrounds

	Number of respondents
Needs maintenance/ upgrading	8
Safety concerns	4
Total responses	10

James Cumming Wing

	Number of respondents
Needs maintenance/ upgrading	23
Poor acoustics	2
Total responses	25

Cemeteries

	Number of respondents
Poorly maintained	11
Happy with cemetery service	2
Problems with Charlton Park cemetery	1
Other	1
Total responses	14

Library Services

	Number of respondents
Happy with library service	7
Good staff	5
Other	7
Total responses	15

Sportsgrounds

	Number of respondents
Happy with sports centre	6
Not enough parking	3
Improve sportsgrounds	4
Other	6
Total responses	17

Museum, Gallery, Heritage Centre

	Number of respondents
Happy with Art Gallery	3
Happy with Hokonui Museum	1
Total responses	3

MLT Event Centre

	Number of respondents
Happy with the Event Centre	7
Centre is not well built	6
Insufficient car parking	10
Other	4
Total responses	26

16.2 General Comments

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

	% of respondents	Number of respondents
Council spending	5%	32
Overall good job	4%	23
Council staff	3%	22
Rates	3%	16
Water	2%	15
Roads	2%	13
Gardens/gardening	2%	12
Streets, footpaths and lighting	1%	9
Consult the community	1%	8
Dealing with complaints/enquiries	1%	6
Playgrounds/parks/sportsgrounds	1%	5
General unhappiness	1%	5
Animal control	1%	5
Building consents/regulations	1%	4
Cycleways/cycling areas	0%	3
Rubbish and recycling	0%	1
Other	4%	26
None	78%	494
Total		637

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.

257 residents chose to complete the survey online. Since these respondents self-selected to participate, they 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 are 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 of the Council's website.
2. This group 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. They were more likely to disagree that the Council is effective at identifying residential land for development and were less likely to be satisfied with performance of the Mayor and Councillors.
4. They reported lower satisfaction levels with the overall performance of the Gore District Council.
5. In the following specific matters they showed significantly lower satisfaction levels relative to the random sample group:
 - Wastewater services and the stormwater system,
 - Local gravel roads, sealed roads, footpaths and local cycleways,
 - The Gore transfer station, and kerbside recycling,
 - The Gore Visitor Centre, the public toilets, the District park and reserves, the cemeteries, the Gore Aquatic Centre, James Cumming Wing or community halls and the MLT Event Centre - though satisfaction levels were high; and
 - The Council website.
6. Whilst this group held positive perceptions of the district, satisfaction levels were lower than in the random sample. This group was less likely view the Gore district as safe and as having good sporting and recreation facilities and opportunities. They were also less likely to feel a great sense of community and a sense of pride in the area's look and feel.
7. In terms of demographics, the self-selecting sample had a skewed profile in terms of age and area, with 25-49-year olds, females and Gore residents being overrepresented. The two samples were comparable in terms of length of residence, and ratepayer status.

The results from the two survey samples are shown in the following tables. Statistically significant differences between the two groups are highlighted with upward and downward arrows. 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:

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	14% ↓ Significantly lower	24% ↑ Significantly higher

Water Services

Satisfaction with wastewater service

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	14% ↓	24% ↑
	48	54
Neutral	32%	33%
	107	74
Very satisfied or satisfied	53% ↑	43% ↓
	177	98
Number of respondents	332	226

Satisfaction with the stormwater system

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	24% ↓	38% ↑
	81	88
Neutral	29%	28%
	98	64
Very satisfied or satisfied	46% ↑	34% ↓
	155	77
Number of respondents	334	229

Reliability of water supply

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	23%	24%
	64	52
Neutral	15%	20%
	43	44
Very satisfied or satisfied	62%	55%
	171	119
Number of respondents	278	215

Quality of water supply

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	21%	24%
	57	52
Neutral	18%	26%
	51	55
Very satisfied or satisfied	61%	50%
	170	108
Number of respondents	278	215

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

	Random sample - phone survey	Self-selecting sample - online survey
Yes	60%	58%
	168	124
No	40%	42%
	110	91
Number of respondents	278	215

Local Roads and Footpaths

Local gravel roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	27% ↓	38% ↑
	102	98
Neutral	37%	38%
	141	97
Very satisfied or satisfied	36% ↑	24% ↓
	137	62
Number of respondents	380	257

Local sealed roads

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	19% ↓	39% ↑
	71	99
Neutral	29%	28%
	109	73
Very satisfied or satisfied	53% ↑	33% ↓
	200	85
Number of respondents	380	257

Footpaths

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	23% ↓	38% ↑
	88	97
Neutral	31%	32%
	116	82
Very satisfied or satisfied	46% ↑	30% ↓
	176	78
Number of respondents	380	257

Local Cycleways

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	23%	25%
	49	39
Neutral	36% ↓	50% ↑
	78	77
Very satisfied or satisfied	41% ↑	24% ↓
	88	37
Number of respondents	215	153

Waste

Gore Transfer Station

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	8%	16%
	13	24
Neutral	20%	29%
	31	43
Very satisfied or satisfied	72% ↑	55% ↓
	114	83
Number of respondents	158	150

Kerbside Recycling

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	5%	5%
	13	10
Neutral	4% ↓	12% ↑
	11	26
Very satisfied or satisfied	91% ↑	83% ↓
	245	174
Number of respondents	269	210

Council Facilities

Satisfaction with Council Facilities

	Random sample - phone survey	Self-selecting sample - online survey
Library service	98%	96%
	198	101
Gore Visitor Centre	100% ↑	92% ↓
	107	44
Public Toilets	91% ↑	80% ↓
	190	111
District Parks and Reserves	99% ↑	96% ↓
	306	177
Sportsgrounds	99%	97%
	244	156
Cemeteries	98% ↑	91% ↓
	225	107
Playgrounds	97%	92%
	187	95
Hokonui Moonshine Museum, Eastern Southland Gallery or the heritage centre	99%	95%
	107	38
Gore Aquatic Centre	99% ↑	95% ↓
	197	134
James Cumming Wing or community halls	95% ↑	84% ↓
	196	87
MLT Event Centre	99% ↑	91% ↓
	183	115

Council Planning

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	14%	13%
	42	27
Neutral	39%	30%
	115	64
Strongly agree or agree	47%	58%
	140	124
Number of respondents	297	215

Council is effective at identifying residential land for development

	Random sample - phone survey	Self-selecting sample - online survey
Strongly disagree or disagree	45% ↓	61% ↑
	123	131
Neutral	34%	25%
	92	54
Strongly agree or agree	21%	14%
	58	29
Number of respondents	273	214

Council is effective at identifying commercial/industrial land for development

	Random sample - phone survey	Self-selecting sample - online survey
Strongly disagree or disagree	30%	38%
	76	75
Neutral	47%	41%
	118	80
Strongly agree or agree	22%	21%
	56	40
Number of respondents	250	195

Contacting the Council

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	57%	58%
	218	148
Phone	44%	47%
	169	121
Online i.e. website or Facebook	20% ↓	29% ↑
	75	75
Email	14%	17%
	55	44
Antenno - the Council's free mobile app	5% ↓	23% ↑
	19	58
Have not contacted the Council in the last 12 months	27% ↑	19% ↓
	103	49
Number of respondents	380	257

Satisfaction with contact

	Random sample - phone survey	Self-selecting sample - online survey
Visit to the Council Office	90%	89%
	196	132
Phone	89%	82%
	150	99
Online ie website or Facebook	88%	87%
	66	65
Email	91%	84%
	50	37
Antenno - the Council's free mobile app	95%	88%
	18	51

Council Communications

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% ↑	59% ↓
	278	151
Newspaper advertising	60% ↑	25% ↓
	227	65
Council Website	34%	41%
	131	106
Council Facebook page	25% ↓	55% ↑
	94	142
Council newsletter ChinWag	42% ↑	29% ↓
	158	74
Radio	43% ↑	22% ↓
	165	57
Personal contact with Council staff	29% ↑	17% ↓
	111	43
Antenno - the Council's free mobile app	8% ↓	30% ↑
	29	77
Councillors	18% ↑	10% ↓
	67	26
Council Meetings	3%	5%
	13	12
None of these	7%	7%
	27	18
Number of respondents	380	257

Do you follow the Council's main Facebook page?

	Random sample - phone survey	Self-selecting sample - online survey
Yes	20% ↓	62% ↑
	77	159
No	80% ↑	38% ↓
	303	98
Number of respondents	380	257

Satisfaction with the Council's Facebook page

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	1%	6%
	1	9
Neutral	27%	32%
	21	51
Very satisfied or satisfied	71%	62%
	55	99
Number of respondents	77	159

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	2% ↓	6% ↑
	9	15
Monthly	8% ↓	18% ↑
	31	46
A few times a year	30% ↓	47% ↑
	114	120
Once a year	7% ↓	13% ↑
	28	34
Never	52% ↑	16% ↓
	198	42
Number of respondents	380	257

Satisfaction with the Council website

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	8%	6%
	14	13
Neutral	25% ↓	39% ↑
	45	84
Very satisfied or satisfied	68% ↑	55% ↓
	123	118
Number of respondents	182	215

Elected Members and Organisational Performance

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	7% ↓	14% ↑
	24	27
Neutral	38%	47%
	122	94
Very satisfied or satisfied	55% ↑	40% ↓
	175	79
Number of respondents	321	200

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	24% ↓	42% ↑
	82	98
Neutral	42%	37%
	141	88
Very satisfied or satisfied	34% ↑	21% ↓
	116	50
Number of respondents	339	236

Overall satisfaction with the performance of the Gore District Council

	Random sample - phone survey	Self-selecting sample - online survey
Very dissatisfied or dissatisfied	24% ↓	33% ↑
	90	85
Neutral	34%	38%
	130	98
Very satisfied or satisfied	42% ↑	29% ↓
	160	74
Number of respondents	380	257

The Mayor and Councillors display sound and effective leadership

	Random sample - phone survey	Self-selecting sample - online survey
Strongly disagree or disagree	18% ↓	32% ↑
	64	76
Neutral	34%	35%
	124	83
Strongly agree or agree	48% ↑	33% ↓
	175	78
Number of respondents	363	237

The Mayor and Councillors have good strategies for developing the prosperity and wellbeing of their community

	Random sample - phone survey	Self-selecting sample - online survey
Strongly disagree or disagree	21% ↓	35% ↑
	73	82
Neutral	37%	37%
	133	85
Strongly agree or agree	42% ↑	28% ↓
	149	65
Number of respondents	355	232

Gore District Council provides sufficient opportunities for people to have their say

	Random sample - phone survey	Self-selecting sample - online survey
Strongly disagree or disagree	14% ↓	28% ↑
	49	66
Neutral	29%	34%
	103	82
Strongly agree or agree	57% ↑	38% ↓
	201	91
Number of respondents	353	239

Perceptions of the Gore District

Perceptions of the Gore District

	Random sample - phone survey	Self-selecting sample - online survey
The Gore District is a great place to live	91%	88%
	346	225
The Gore District is a safe place to live	85% ↑	76% ↓
	323	196
The Gore District has good sporting and recreation facilities and opportunities	92% ↑	86% ↓
	350	220
There is a great sense of community where I live	84% ↑	72% ↓
	320	185
I feel a sense of pride in the way my local area looks and feels	79% ↑	67% ↓
	301	172
Number of respondents	380	257

Sample profile

Residence

	Random sample - phone survey	Self-selecting sample - online survey
Lived in the Gore District for 12 months or longer	97%	98%
	369	251
Lived in the Gore District for less than 12 months	3%	2%
	11	6
Number of respondents	380	257

Age

	Random sample - phone survey	Self-selecting sample - online survey
15-24	12% ↑	6% ↓
	45	16
25-49	36% ↓	58% ↑
	136	149
50-64	27%	26%
	101	66
65+	25% ↑	8% ↓
	96	20
I prefer not to say	1%	2%
	2	6
Number of respondents	380	257

Gender

	Random sample - phone survey	Self-selecting sample - online survey
Male	50%	42%
	189	108
Female	50%	58%
	191	149
Number of respondents	380	257

Ratepayer status

	Random sample - phone survey	Self-selecting sample - online survey
Ratepayer	78%	84%
	296	215
Renter	13%	7%
	49	19
Both	1%	2%
	3	5
Don't pay rent or rates	7%	4%
	27	10
I prefer not to say	0% ↓	3% ↑
	0	7
Other	1%	0%
	5	1
Number of respondents	380	257

Area

	Random sample - phone survey	Self-selecting sample - online survey
Gore	66% ↓	75% ↑
	249	192
Mataura	12%	10%
	46	26
Waikaka	9% ↑	2% ↓
	33	5
Pukerau	1%	1%
	5	2
Mandeville	1%	0%
	2	0
Rural	12%	12%
	45	32
Number of respondents	380	257



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