



Gore District Council

Annual Residents' Survey

May 2020



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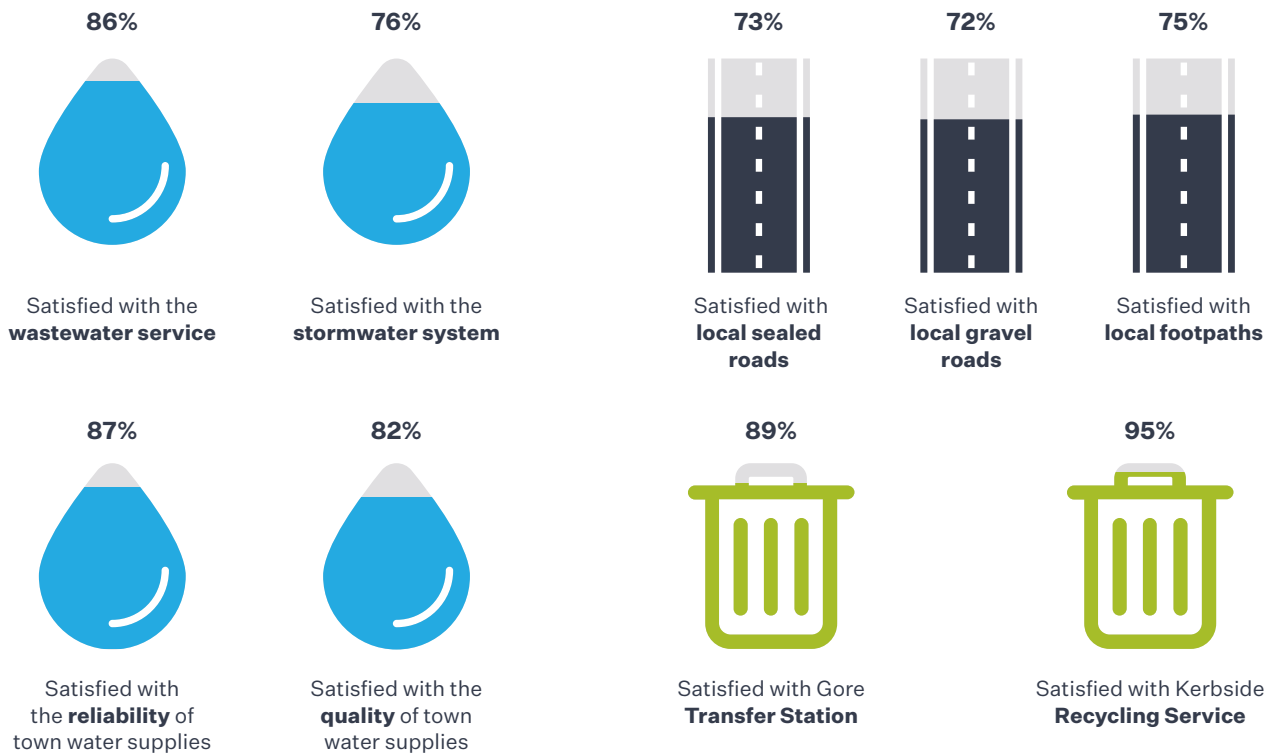
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Infographic Summary



INFOGRAPHIC SUMMARY

COUNCIL SERVICES



COUNCIL FACILITIES

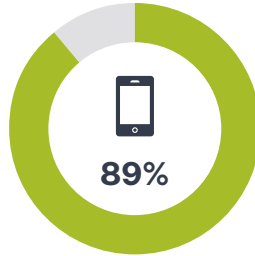


INFOGRAPHIC SUMMARY

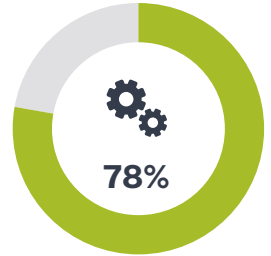
COUNCIL PERFORMANCE



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



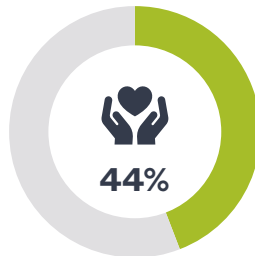
Were satisfied that they can **contact an elected member** of the Council **to raise an issue** or problem.



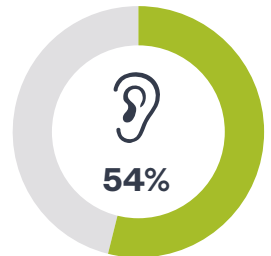
Were **satisfied with the performance** of Gore District Council overall.



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

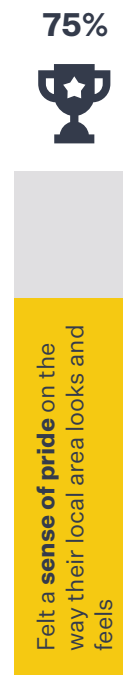


Agreed they have good strategies for **developing prosperity and wellbeing**.



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

THE GORE DISTRICT



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 \$2.6 billion with a strong agricultural-led economy.
- Has a population of 12,396 (2018 Census). Gore is the largest urban area, with a population of 7,518. Mataura has a population of 1,629.

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 2020 residents' survey were:

- Flooding Response
- Wastewater and Stormwater Services
- Water Services
- Roding 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 – 2019 surveys, the 2020 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. 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. This provided an alternative an option to participate for those with a preference for online completion.

Standalone online survey

The research was also promoted across the district as an online survey that anyone could complete, including those without landlines or those who were not invited to take part in the random telephone sample. 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 images was 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.
- The advert and link were placed and boosted on Council Facebook pages throughout the survey period.
- A campaign targeted to reach residents across the District ran on the Research First Facebook page throughout the survey period.

The survey was 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 sampling 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 normally provides a sample of 380 respondents. However, due to the unique situation of Covid-19 and the resulting level 4 lockdown, the decision was made to conclude surveying early to reduce undue stress on Gore residents.

The achieved telephone sample of 355 respondents is representative of the district's population and accurate to +/-5% at the 95% confidence level. An additional 201 residents chose to give their feedback through the online survey.

2.3 Sampling

The questionnaire was mostly consistent with the 2019 survey but included a new 'hot topic section' asking residents about the Council's response to the February flood.

Following a pilot testing phase, data collection took place between March 10th and April 8th, 2020.

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 2018 statistics.

2.4 Performance Targets and Satisfaction Measures

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, individual figures may not add up precisely to the totals provided or to 100%.

Perceptions of the Flooding Response



In February, Gore and Mataura experienced heavy rain resulting in severe flooding which peaked on February 5th and 6th, 2020. This state of emergency affected the district in terms of closure of roads, boil water notices, flooding in homes and a call for evacuation of areas at risk. Many residents were affected, though it appeared that roading and infrastructure bore the brunt of the force.

With the residents' survey being scheduled to start in March 2020, the decision was made to include three questions related to the flooding. This was to help the Council understand what sources were used to obtain information, what the Council did well in its response, and what could have been improved.

3.1 Sources of Information

Residents used various sources to obtain information about the flooding in Gore and Matura. The most common source was radio (in general), followed by the Council Facebook Page.



Figure 3.1 Methods Used to Obtain Information about the Flooding in Gore and Mataura (mentions over 5%)

	% of respondents	Number of respondents
Radio	48%	267
Council Facebook page	35%	194
Emergency Management Southland	24%	135
Word of mouth	24%	132
Antenno – The Council's free mobile app	15%	82
Emergency response services (FENZ, Police, ST John, LandSAR, etc.)	13%	72
Council Website	13%	70
Newspaper articles	11%	62
Civil Defence Emergency Mobile Alert	6%	36
Television	6%	34
Other general online, social media outlets (general)	10%	58
Other	19%	106
Total respondents		556

3.2 Perceptions of the Council's Response

Given the opportunity to let the Council know both what they did well, and what they could have improved, 77% of respondents (427 respondents) mentioned something the Council did well, whereas 40% (225 respondents) mentioned something that could have been done better.

Comments show that Council performed well in their communication, and in the evacuations. However, some thought that they could have handled the dross/ouvea premix in the Mataura paper mill better. This was mentioned in particular by residents from Mataura.

“Acted okay considering the circumstances. It crept up on us and no one expected the torrential rain.”

“I liked the fact you erred well on the side of caution regarding the evacuation. It meant people were well out of harm's way in the event of the river breaching its banks, which fortunately it did not.”

“My in-laws are from Mataura. Not as much information in Mataura as there was in Gore.”

“Still kept dross in Mataura and is still here.”

Figure 3.2 What Council Did Well in their Flood Response

	Total sample	Total number of respondents
Provided a comment	77%	427
Communication	35%	193
Evacuation	18%	100
Handled well/general positives	8%	44
Proactive/good response time	6%	33
Good staff/services performance	3%	15
Community organisation	2%	10
Closures	2%	10
Emergency centres	2%	9
Pumping/repairing	1%	5
Sandbagging	1%	5
Other	2%	13
Not sure/don't know	23%	129
Total respondents		556

Figure 3.3 What Council Could Have Done Better in their Flood Response

	Total sample	Total number of respondents
Provided a comment	40%	225
Removed the dross/ouvea premix from the Mataura paper mill	9%	48
Evacuation	5%	28
Provided more/better information	4%	23
Been more proactive (flood warnings/ starting pumps earlier, etc.)	4%	22
Used other channels for communication	4%	20
Provided more/ regular updates	3%	19
Road closures	3%	18
More transparency/honesty	2%	12
More/better information for Mataura situation specifically	2%	11
Sandbagging	2%	10
Upgrade/fix stormwater infrastructure	1%	7
Power being shut off	1%	6
Informing people when they could return home	1%	6
Utilised other groups/people to help better	1%	5
Yes/probably but nothing specified	1%	4
Other	3%	19
Nothing	41%	229
Did a good job	3%	18
Don't know	15%	84
Total respondents		556

Wastewater and Stormwater



Overall results showed:

- 86% of residents were satisfied with the wastewater service over the past 12 months; and
- 76% of residents were satisfied with the stormwater system over the past 12 months.

Unlike the two previous years, respondents across the district were just as likely to be satisfied, indicating that the issues experienced in 2017/2018 have since been addressed.

Trend analysis of satisfaction with wastewater services shows relatively consistent levels over time. While satisfaction with the stormwater system has been slightly varied in the past, current satisfaction levels are at an average point.

Comments by residents dissatisfied with any of these services highlighted the need to improve/upgrade services in general.

“A lot of people that I know have made complaints about things leaking or gutters blocking.”

Figure 4.1 Satisfaction with Wastewater and Stormwater Services

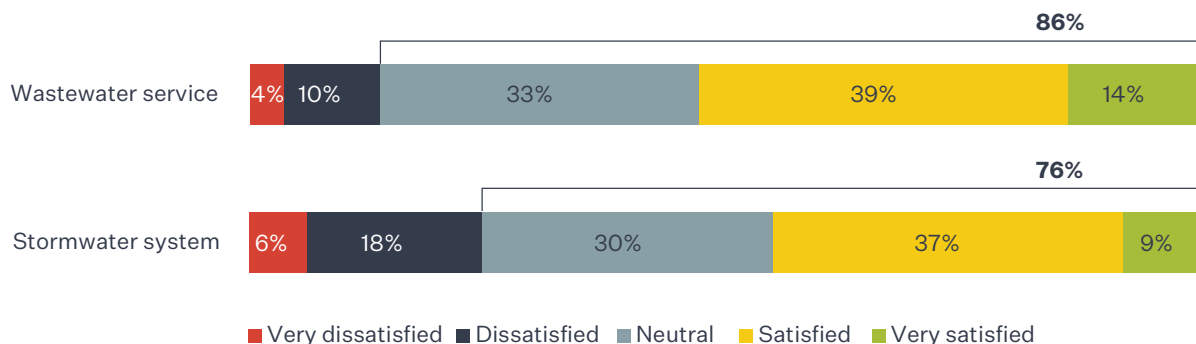
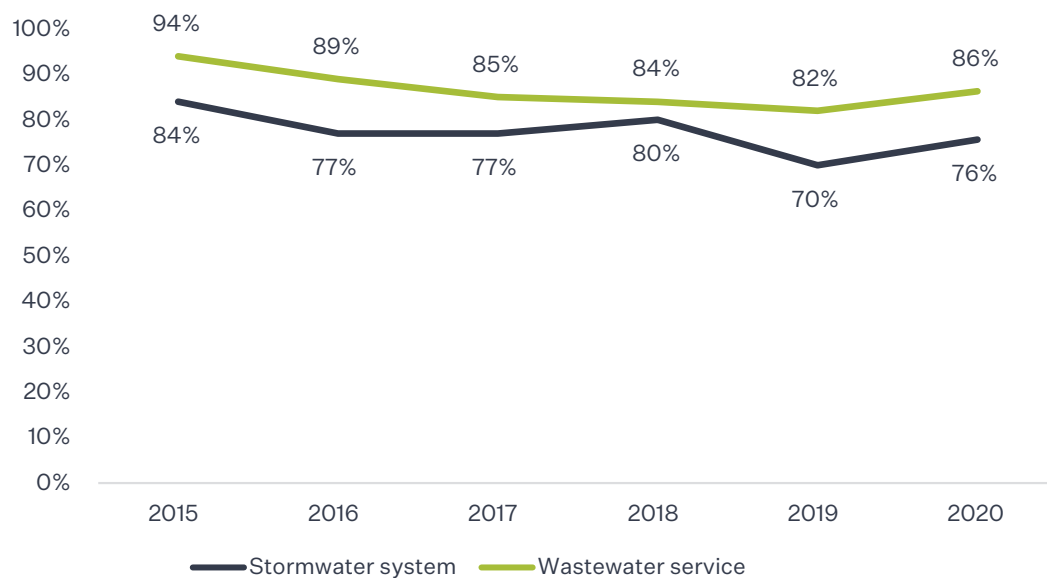


Figure 4.2 Satisfaction with Wastewater and Stormwater Services – Trend Analysis**Figure 4.3 Comments about Wastewater and Stormwater Services by Dissatisfied Residents**

	% of respondents	Number of respondents
Improve/upgrade services in general	40%	38
Remedy surface flooding from stormwater	23%	22
Fix or clear drains/gutters/sumps/culverts	22%	21
Stop dumping stormwater/wastewater into river	4%	4
Fix/improve wastewater ponds/treatment plants	4%	4
Separate wastewater and stormwater pipes	2%	2
Clear foliage/reduce tree debris	1%	1
Rural areas don't receive these services	1%	1
Listen to resident concerns/suggestions	1%	1
Other	7%	7
Total number of dissatisfied residents providing a response		94

Water Services

5

Just under two thirds of respondents (63%) were on the Gore town water supply, 13% on the Mataura supply, 4% on the Otama Rural supply, and 21% on private supply.

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

5.1 Quality and Reliability

- 87% overall were satisfied with the reliability of town water supplies.
- 82% 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, and improvement in 2019, satisfaction levels have improved again in 2020, especially for reliability.

Results analysed by location still confirm significant differences depending on which area residents reside in.

- There are significantly higher proportions of residents on the Gore Town Supply satisfied with both reliability and quality of their water.
- In terms of quality, residents on the Mataura water supply are significantly more dissatisfied with the quality of their water (39% dissatisfied), indicating that, from the residents' perspective, the problems with water quality since 2018 have still not been fully addressed.
- However, in terms of reliability, residents on the Otama Rural Supply exhibited the highest level of dissatisfaction (41% dissatisfied).

Figure 5.1 Satisfaction with Water Services

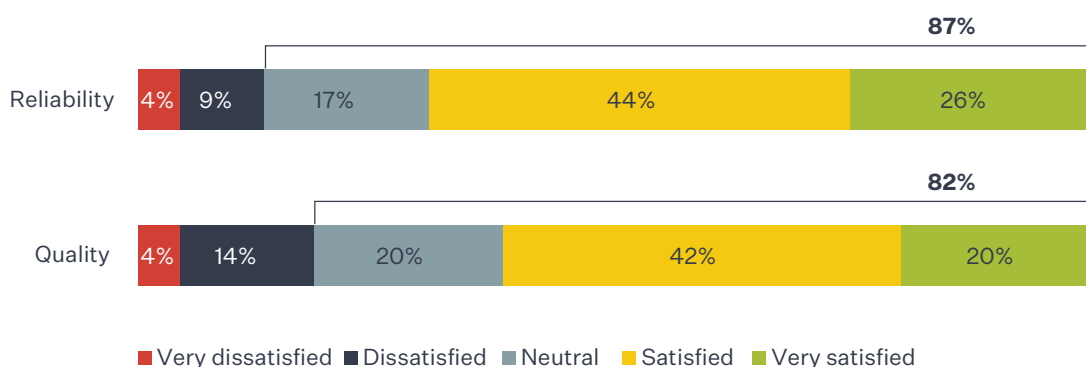
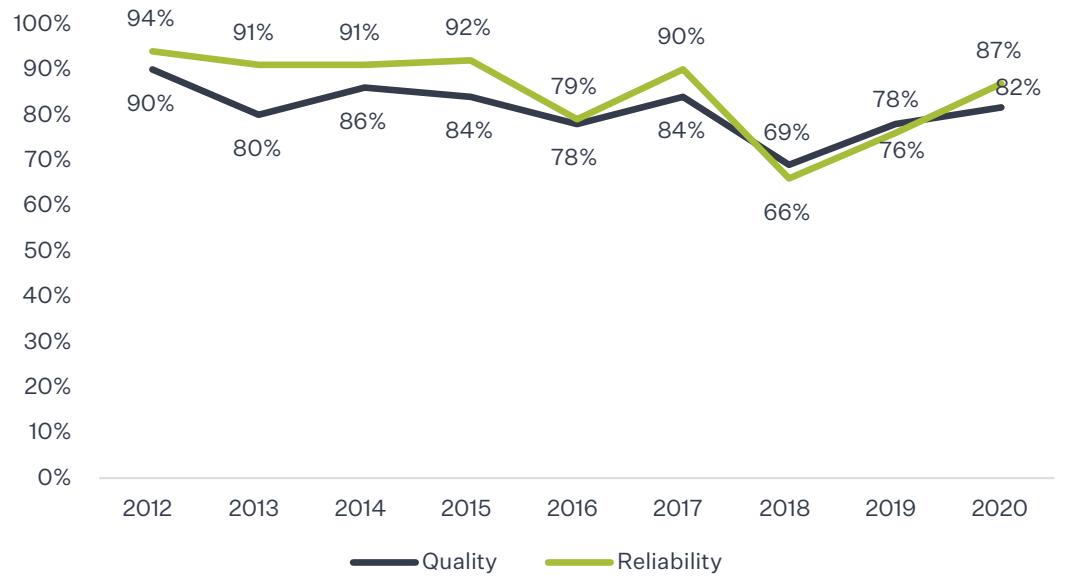


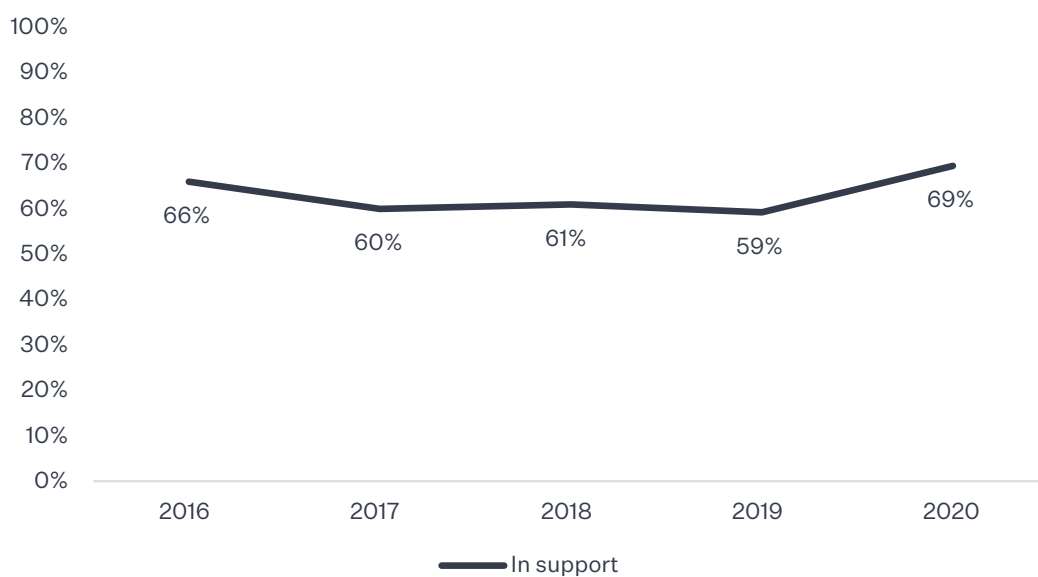
Figure 5.3 Satisfaction with Water Services – Trend Analysis



5.2 Water Restrictions

Two thirds (69%) of residents stated that they supported the Council's approach of applying water restrictions to manage water use on town water supplies. Support levels have significantly increased since 2019.

Figure 5.4 Level of Support for Water Restrictions



31% of respondents did not support the Council's approach for several reasons:

- 39% mention a sense of unfairness in that farmers and businesses (especially dairy farmers) are using water without restrictions (39%).
- 21% feel Council should have resolved issues years ago/planned ahead (24% in 2019 versus 18% in 2018).
- 16% mention that restrictions are only a temporary solution/not fixing the problem of finding a new source.
- 16% also mentioned that they are against restrictions because they apply even when sufficient water is available.

"I think they have brought businesses into town, which is good for the town, but the lack of water is to the detriment of the locals."

Figure 5.5 Reasons for Opposing Water Restrictions as a Means to Manage Water Use on Town Supplies

	% of respondents	Number of respondents
Farmers/business using water without restriction	39%	48
Council should have resolved issues years ago/ planned ahead	21%	26
Restrictions are only temporary solution/not fixing problem of new source	16%	20
Restrictions apply even when sufficient water is available	16%	20
Water usage is part of rates/no proposed rates reduction	12%	15
Council wastes water/spends money on other things	11%	14
Need/deserve to use water without restriction	10%	13
Other	5%	6
Don't know	2%	3
Total number of respondents		124

5.3 Comments about Water Services

Residents who were dissatisfied with the quality or reliability of their water supply were asked if they had any comments about Council Water services, revealing that the main concern was the poor or variable quality of their drinking water.

“The quality of the water tastes weird. I don’t know how to put it.”

Figure 5.6 Comments about Water Services by Dissatisfied Residents

	% of respondents	Number of respondents
Quality poor/variable	51%	23
Water services need improvement (general)	16%	7
Need to solve supply issues/find new sources	11%	5
Unhappy with restrictions	11%	5
Leaks need fixing	7%	3
Council poor planning and management	7%	3
Need to focus on preservation/rainwater collection	4%	2
Pressure low	2%	1
Other	7%	3
Total number of dissatisfied residents providing a response		45

Local Roads and Footpaths



- 75% were satisfied with footpaths;
- 73% were satisfied with local sealed roads (5% below the 2020 performance target of 78% – performance target not met); and
- 72% were satisfied with local gravel roads.

Much like previous years, 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 (52% satisfied). This may be due to higher frequency of use.
- Perceptions of sealed roads were slightly more positive amongst Gore residents when compared with Mataura (75% vs 68% satisfied).
- Perceptions of footpaths were significantly more positive in other rural areas (86% satisfied).

Trend analysis shows relatively consistent levels of satisfaction between 2018 and 2020 in all roading aspects.

Reasons for dissatisfaction with footpaths mainly focused on footpaths being in poor or hazardous conditions; this concern is similar to concerns raised in the 2017-2019 survey as well.

“I feel for elderly people because some of the local footpaths are a bit rough around the place.”

Relatively high proportions of residents in the 2017 to 2020 surveys mentioned the poor or hazardous conditions of footpaths in the open comments; this is an area of concern for residents. Addressing roads in poor condition, improving the condition of gravel roads, and proper repairs, along with repairing potholes were also highlighted as priorities.

“I think in general maybe they need to be reviewed more often. Whenever I have rung up and had a problem they have acted really quick.”

Figure 6.1 Satisfaction with Roding Services

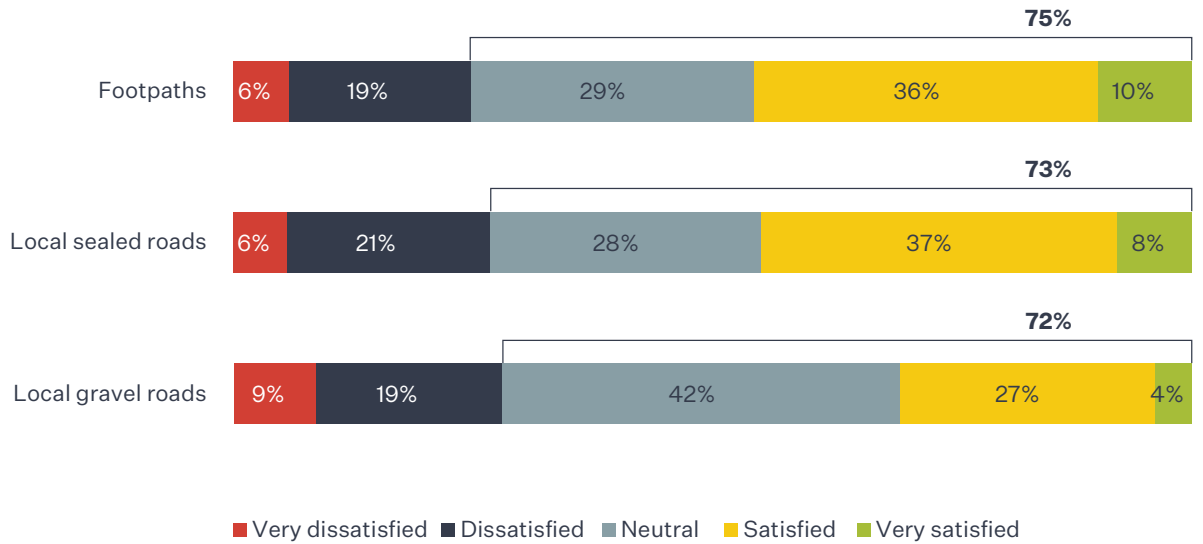


Figure 6.2 Satisfaction with Roding Services – Trend Analysis

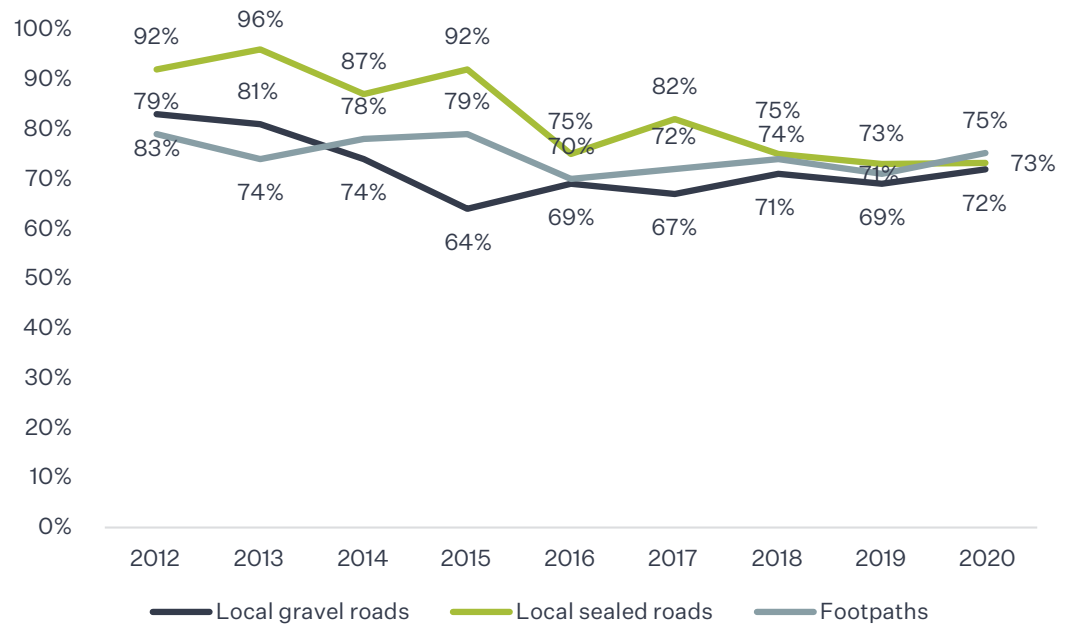


Figure 6.4 Comments about Local Roads and Footpaths by Dissatisfied Residents

		% of respondents	Number of respondents
Roads	Poor condition	18%	36
	Improve gravel roads (grading, more gravel)	15%	30
	Seal repairs poorly done/Need more long-term fix	13%	26
	Repair potholes	11%	21
	Too much roadwork/taking too long	4%	7
	Prioritise repairs more urgently	3%	6
	Heavy traffic damages road	3%	5
	Cut back trees/foilage	2%	4
	Better traffic management systems	2%	3
	Clean gutters/debris/litter	2%	3
	Wider roads	2%	4
	No response from Council when reporting issues	2%	3
	Total road related responses	54%	106
Footpaths	Poor condition/Hazardous	30%	59
	More pedestrian crossings/ walkways	6%	11
	Prioritise more	2%	4
	Wider footpaths	1%	2
	Fixes poorly done	1%	2
	More lighting	1%	1
	No response from Council when reporting issues	1%	1
	Total footpath related responses	38%	74
General comments	Services need improvement/maintenance (general)	11%	22
	Need more cycleways/ promote use of	1%	2
	Happy with services	3%	5
	Other	3%	6
Total number of dissatisfied residents providing a response			196

Waste

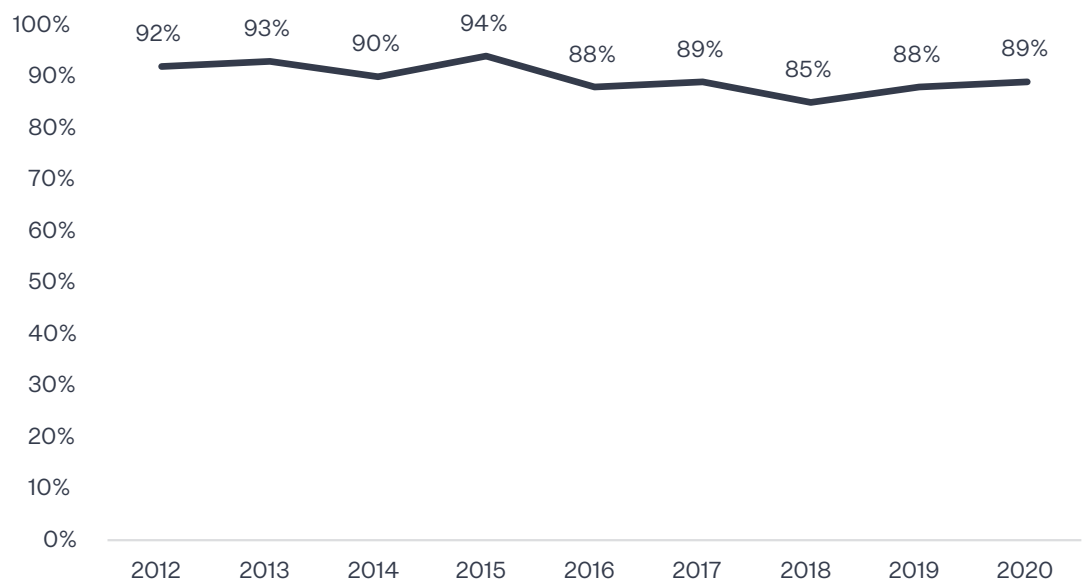


Respondents were asked a series of questions around waste services.

7.1 Gore Transfer Station

- 47% of respondents had visited Gore Transfer Station in the previous 12 months.
- 89% of these respondents were satisfied with the facility.
- Trend analysis shows consistency in the high proportion of residents satisfied with this service.

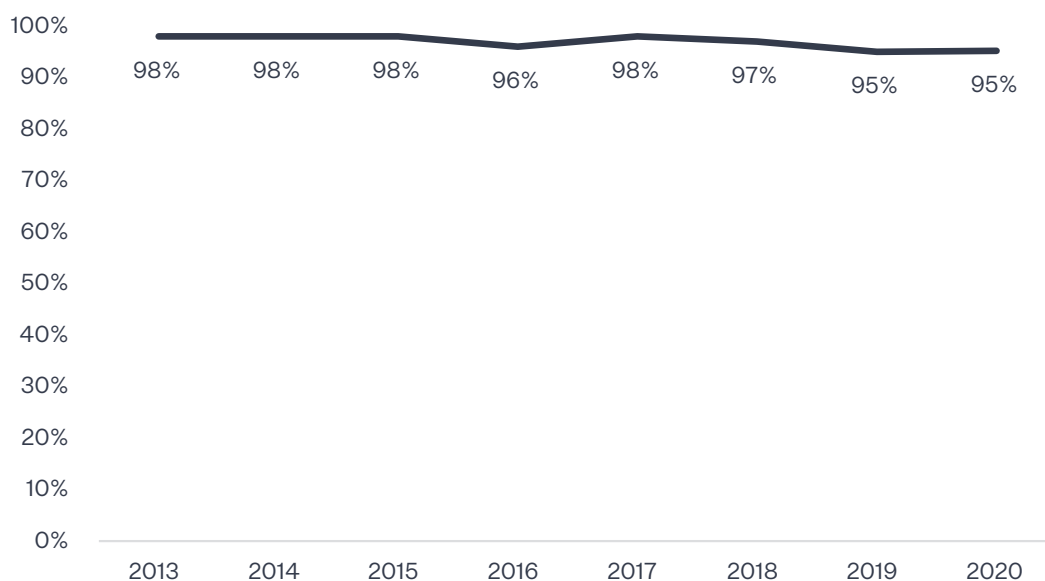
Figure 7.1 Satisfaction with Gore Transfer Station – Trend Analysis



7.2 Kerbside Recycling Service

- 71% 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 7.2 Satisfaction with the Kerbside Recycling Service – Trend Analysis



7.3 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:

- Just less than half of respondents (45%) would like to see the kerbside service in rural areas (this is in line with previous years – 48% in 2019, 49% in 2018, 52% in 2017 and 47% in 2016);
- 36% stated that it was not their concern;
- 12% did not want the service expanded; and
- 7% did not know.

Residents in rural areas were more likely to have an opinion (81%) than residents in Gore or Mataura.

7.4 Waste Services

Comments by residents who were dissatisfied with either the transfer station or the kerbside recycling service showed a concern from residents that the costs are too high and/or the transfer station staff/service could be improved.

Comments also show an interest in more environmentally sound options with a few requests for more recycling and green waste services.

I'm happy with the pickup but I don't know where the recycling goes and I'm not happy about that situation. No provision for green waste.

Figure 7.3 Comments about Waste Services by Dissatisfied Residents

	% of respondents	Number of respondents
Costs too high/prohibitive costs encourage incorrect rubbish dumping	28%	9
Unhappy with transfer station staff/service	19%	6
More recycling services/options	16%	5
Provide green/organics bin	13%	4
Increase transfer station opening hours	6%	2
Better information/education regarding recycling	6%	2
Provide weekly service	3%	1
Concerned about whether recycling service actually recycles	3%	1
Other	13%	4
Happy with some aspects	6%	2
Total number of dissatisfied residents providing a response		32

Council Facilities



8.1 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 have high levels of use amongst residents.
- Usage of Council facilities is broadly in line with 2019 findings.

Figure 8.1 Council Facilities Visited in the Past 12 Months

% visited in past 12 months	2016	2017	2018	2019	2020	Number of respondents 2020
District Parks and Reserves	69%	79%	76%	78%	73%	406
Sportsgrounds	59%	67%	61%	64%	56%	313
Gore Aquatic Centre	58%	61%	56%	53%	52%	289
Public Toilets	45%	56%	55%	54%	51%	281
Playgrounds	49%	50%	54%	46%	48%	267
Gore or Maitua Library	56%	54%	52%	48%	48%	266
Cemeteries	55%	53%	50%	55%	47%	264
MLT Event Centre ¹	-	-	-	49%	47%	261
James Cumming Wing or community halls	56%	63%	53%	49%	44%	246
Gore Visitor Centre	26%	31%	26%	24%	23%	126
Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre	34%	34%	27%	23%	22%	120
None of these	5%	2%	3%	3%	5%	29

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 show that:

- The Gore Aquatic Centre and the public toilets were significantly more likely to be visited by those in the 25-49 age group.
- The MLT Centre and the playgrounds were significantly more likely to be visited by those aged 15-49.
- Significantly higher proportions of the 65+ age group had used or visited the cemeteries, the Gore Visitor Centre or the Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre.

¹ New question in 2019

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

Figure 8.2 Council Facilities Visited in the Past 12 Months by Age Group

	15-24	25-49	50-64	65+	Total sample
District parks and reserves	76%	79%	67%	74%	73%
Sportsgrounds	62%	63%	51%	52%	56%
Gore Aquatic Centre	59%	66%	52%	26%	52%
Public Toilets	59%	58%	46%	43%	51%
Playgrounds	64%	58%	42%	34%	48%
Gore or Maitua Library	43%	53%	42%	49%	48%
Cemeteries	33%	43%	49%	62%	47%
MLT Event Centre	69%	58%	38%	33%	47%
James Cumming Wing or community halls	41%	44%	41%	53%	44%
Gore Visitor Centre	14%	18%	24%	34%	23%
Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre	17%	16%	21%	33%	22%
None of these	5%	6%	4%	6%	5%
Total number of respondents	58	200	178	117	556

8.2 Satisfaction with Council Facilities

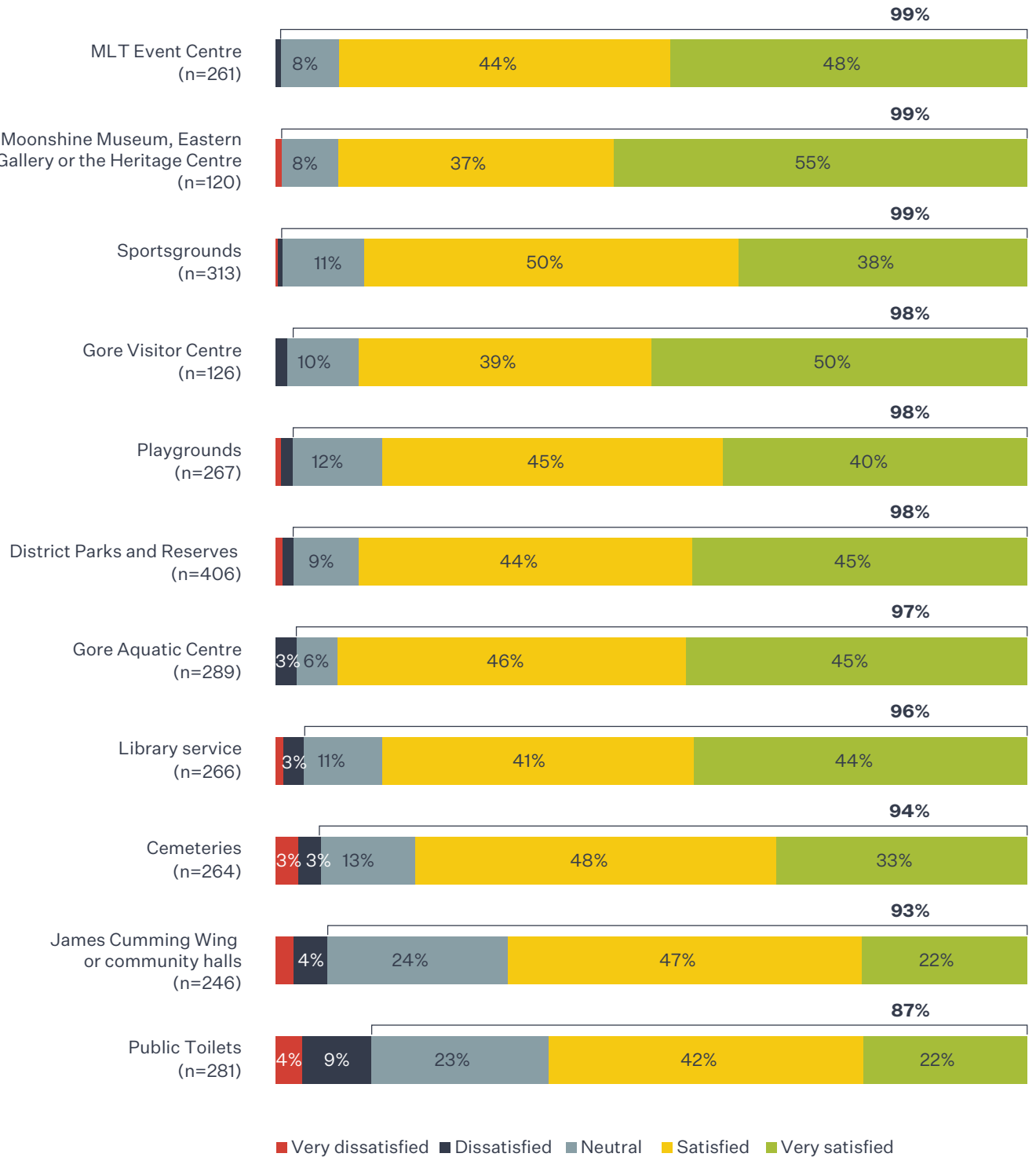
Levels of satisfaction with facilities are very high, with the majority of respondents reporting being satisfied with all facilities.

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

Figure 8.3 Performance Targets – Satisfaction with Council Facilities

	Performance Target	Achieved	
MLT Event Centre	90%	99%	✓
Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre	90%	99%	✓
Sportsgrounds	90%	99%	✓
Gore Visitor Centre	90%	98%	✓
Playgrounds	90%	98%	✓
District Parks and Reserves	90%	98%	✓
Gore Aquatic Centre	90%	97%	✓
Library service	90%	96%	✓
Cemeteries	90%	94%	✓
James Cumming Wing or community halls	90%	93%	✓
Public Toilets	90%	87%	

Figure 8.4 Satisfaction with Council Facilities



8.3 Satisfaction with Council Facilities – Trend Analysis

Analysis shows broadly consistent levels of satisfaction over the years, across all facilities with essentially no changes in satisfaction levels from 2019.

Figure 8.5 Satisfaction with Council Facilities – Trend Analysis

	2012	2013	2014	2015	2016	2017	2018	2019	2020
MLT Event Centre	-	-	-	-	-	-	-	96%	99%
Hokonui Moonshine Museum, Eastern Southland Gallery or the Heritage Centre ²	99%	99%	97%	97%	99%	98%	99%	98%	99%
Sportsgrounds	99%	100%	98%	99%	100%	99%	97%	98%	99%
Gore Visitor Centre	98%	98%	98%	98%	96%	99%	99%	97%	98%
Playgrounds	98%	97%	95%	99%	93%	94%	96%	96%	98%
District Parks and Reserves	99%	99%	98%	97%	97%	97%	97%	98%	98%
Gore Aquatic Centre	98%	99%	98%	99%	98%	97%	97%	97%	97%
Library service	100%	100%	98%	100%	99%	100%	98%	97%	96%
Cemeteries	98%	99%	96%	96%	97%	92%	94%	95%	94%
James Cumming Wing or community halls ³	98%	100%	96%	97%	96%	95%	95%	91%	93%
Public Toilets	92%	83%	86%	91%	87%	88%	86%	87%	87%

² 2012-2015 surveys asked respondents about 'arts and heritage'.

³ 2012-2015 surveys asked respondents about 'community centres or halls'.

8.4 Resident Feedback

Residents who were dissatisfied with any of these services were invited to comment on these individual facilities or the facilities in general. 54 residents chose to give a comment, of which 7 residents (13%) still mentioned something positive.

“Gore Aquatic Centre is great for the pool though everything now needs a spruce up.”

“I would like to see something happen with the East Gore river recreational area. It could be something beautiful down there.”

“The toilets in Main Street and by the statue looked tired and don't look like they get much maintenance. This is not a good look to visitors.”

See Appendix Two for more details.

Council Planning



Knowledge of the Gore District Plan amongst residents is low, with half of respondents (51%) stating they did not know anything about it. Levels of knowledge in 2020 is consistent with results in 2019.

Figure 9.1 Which of the Following Best Describes Your Knowledge of the Gore District Plan

	% of respondents 2017	% of respondents 2018	% of respondents 2019	% of respondents 2020	Number of respondents 2020
I have never heard of it	16%	10%	11%	12%	66
I have heard of it, but I don't know anything about it	34%	29%	39%	39%	216
I have heard of it and know a bit about it	43%	44%	43%	43%	240
I have detailed knowledge of sections of it that interest or affect me	6%	14%	6%	5%	28
I have detailed knowledge of the whole District Plan	2%	3%	1%	1%	6
Total respondents					556

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

- For each question, over a quarter of residents (25-37%) stated that they were unsure. Of those who did provide a response, a significant proportion provided a neutral rating (38-42%). These high proportions of responses in the 'don't know' and neutral categories indicate lower levels of engagement with an area of activity.

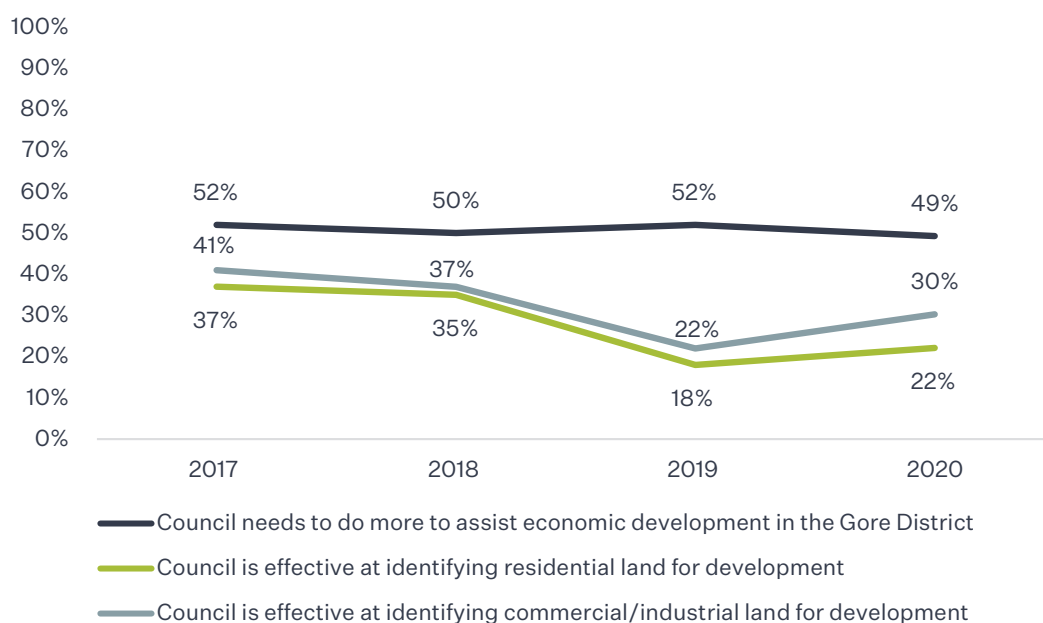
When 'don't know' responses are excluded:

- Half (49%) agreed that the Council needs to do more to assist economic development in the Gore District. This is in line with previous years.
- 22% felt that the Council was effective at identifying residential land for development, which is in line with last year.
- 30% agreed that the Council is effective at identifying commercial/ industrial land for development, a significant increase from 22% in 2019.

Figure 9.2 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%	9%	38%	36%	13%	13%	49%	418
Council is effective at identifying residential land for development	14%	25%	39%	20%	2%	39%	22%	366
Council is effective at identifying commercial/industrial land for development	7%	21%	42%	27%	3%	28%	30%	350

Figure 9.3. Council Planning – Trend Analysis



Contacting the Council

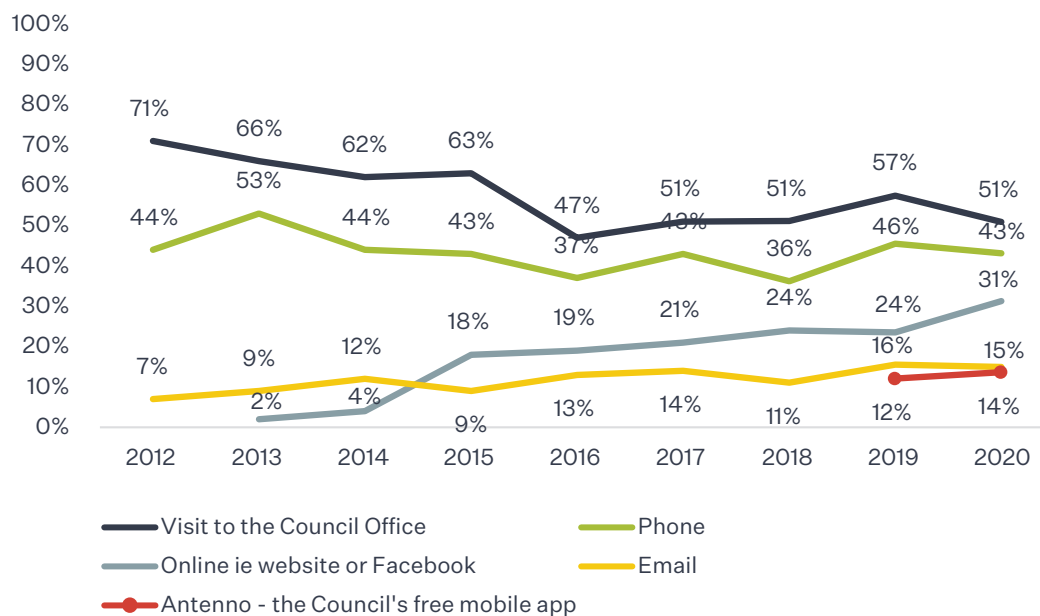
10

10.1 Methods of communication

Three quarters (73%) 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. However, use of the online sites significantly increased this year (from 24% in 2019 to 31% in 2020).

Figure 10.1 Means of Contact – Trend Analysis



10.2 Satisfaction with Communication

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

Figure 10.2 Proportion Satisfied with the Level of Service Received by Communication Method – Trend Analysis

	2012	2013	2014	2015	2016	2017	2018	2019	2020
Visited the Council Office	99%	100%	98%	95%	92%	92%	93%	90%	92%
Phone	95%	95%	94%	95%	84%	87%	87%	86%	89%
Online, i.e. website or Facebook ⁴	-	-	90%*	99%*	86%*	97%	90%	87%	89%
Email	-	-	94%	95%*	88%*	90%*	86%	88%	87%
Antenno – the Council's free mobile app ⁵	-	-	-	-	-	-	-	90%	92%

*Small sample sizes, results should be treated with caution

⁴ Prior to 2016, the survey asked about Facebook only.

⁵ New question added in 2019.

Council Communications



11.1 Methods of Obtaining Information

Newspaper articles and advertising remain the dominant ways of gathering information about the Council. There was a slight increase in the use of the Council Facebook page, and a significant increase in the use of radio. This might be attributed to these sources being the two top sources used to obtain information about the February flood.

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 11.1 Methods Used to Obtain Information about the Council

	% of respondents	Number of respondents
Newspaper articles	71%	393
Newspaper advertising	46%	255
Council Facebook page	44%	242
Radio	43%	240
Council Website	38%	211
Council newsletter ChinWag	30%	169
Personal contact with Council staff	24%	135
Antenno – the Council's free mobile app	20%	112
Councillors	16%	88
Council Meetings	4%	20
None of these	5%	30
Total respondents		556

Figure 11.2 Newspaper/Radio Stations Used to get Council News

	% of respondents	Number of respondents
Ensign	86%	364
Hokonui	49%	206
Southland Times	36%	151
CaveFM	20%	83
Otago Daily Times	4%	15
Newslink	1%	6
More FM	1%	4
Other	6%	25
Total respondents who used a newspaper or radio station		421

11.2 Usage of Online Channels

Two fifths of respondents (39%) stated they followed the Council's main Facebook page. This is similar to 2019 (37%) and represents an upward trend since 2016.

Two thirds of respondents (64%) 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 2016-2019.

In the 2019 and 2020 surveys, 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 11.3 Visits to the Gore District Council Website over the Past 12 Months

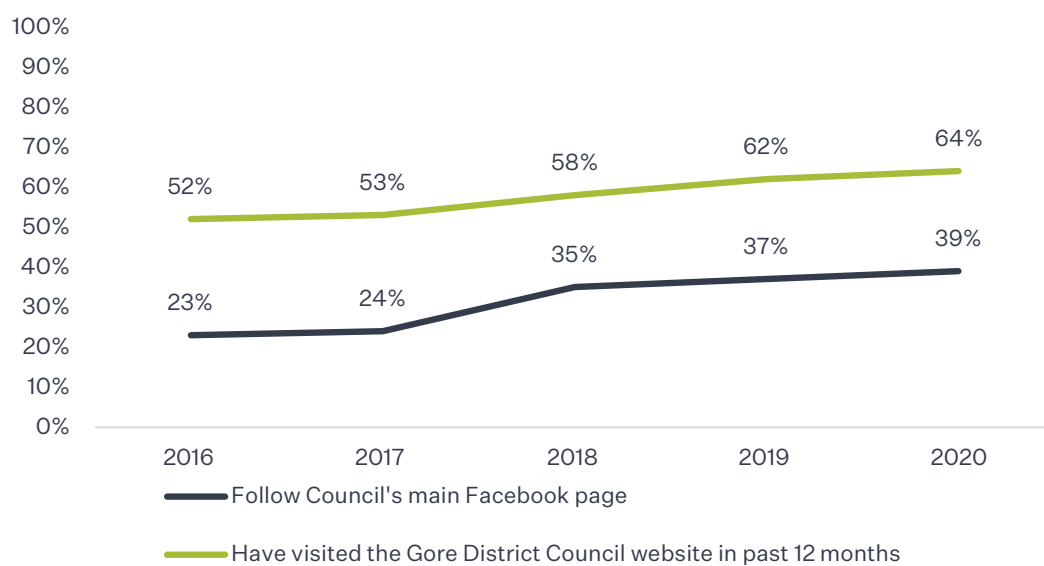
	% of respondents	Number of respondents
Weekly or more	6%	31
Monthly	13%	73
A few times a year	36%	201
Once a year	10%	53
Never	36%	198
Total respondents		556

Figure 11.4 Reasons for Using Council Website in Past 12 Months

	% of respondents	Number of respondents
To confirm the operating hours of a Council service (e.g. transfer station, library or sports centre)	59%	212
To find out about road closures and road conditions	55%	197
To find contact details for the Council	42%	150
To pay a bill (e.g. rates, parking infringement or dog infringement)	28%	100
To report an issue	22%	77
To apply for a building or resource consent	9%	31
Find out what Council is doing/Council run events	3%	9
Property searches	2%	8
To find flood information	2%	8
To look at dog registrations/licenses and information	2%	8

	% of respondents	Number of respondents
Looking up rates information	2%	6
Information about waste management	1%	4
Information about cemeteries (plots, prices etc)	1%	4
For general information/interest	1%	3
Looking for jobs	1%	3
Other	3%	11
Total respondents who had used the Council website in past 12 months		358

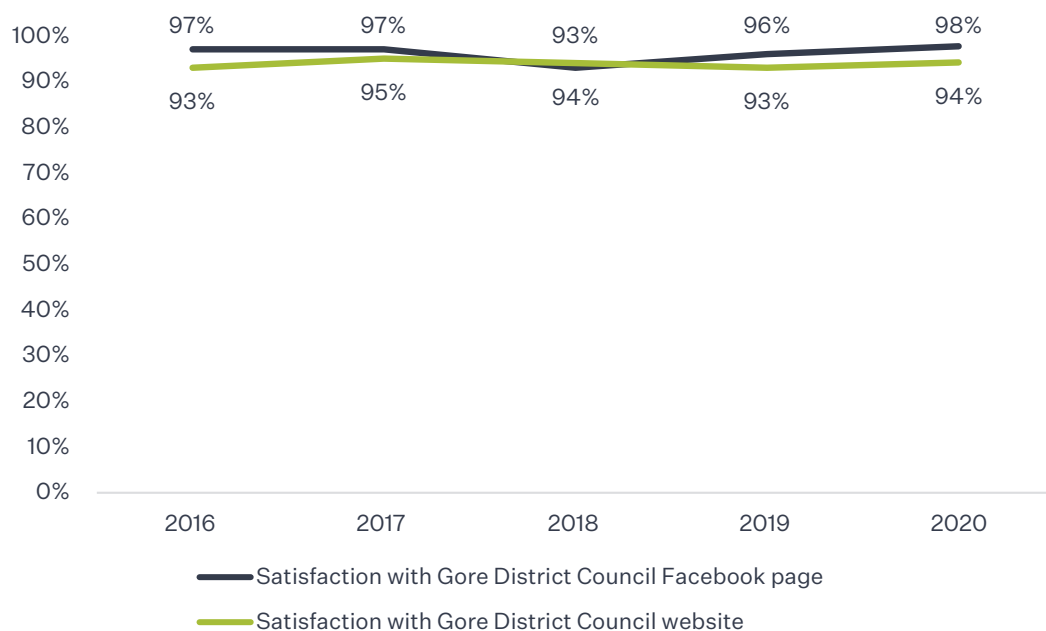
Figure 11.5 Proportion Using Online Channels – Trend Analysis



11.3 Satisfaction with Online Channels

- Of the 217 respondents who follow the Council on Facebook, 98% were satisfied with the Facebook page (24% very satisfied, 53% satisfied, 21% neutral).
- Among the respondents who had visited the website, 94% of respondents stated they were satisfied (46% satisfied and 13% very satisfied). The infrequency of visits explains the high proportion of respondents (35%) that gave a neutral response.
- Satisfaction levels with both pages are consistent with previous years.

Figure 11.6 Satisfaction with Facebook Page and Website – Trend Analysis



Elected Members and Organisational Performance

12

12.1 Representation

72% 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%.

89% of respondents were satisfied that they could contact an elected member of the Council to raise an issue or problem.

Trend analysis shows broadly consistent levels of resident satisfaction between 2016 and 2020 regarding ability to contact Council members the Council's ability to respond to the needs and issues raised by the community.

Figure 12.1 Satisfaction with Representation

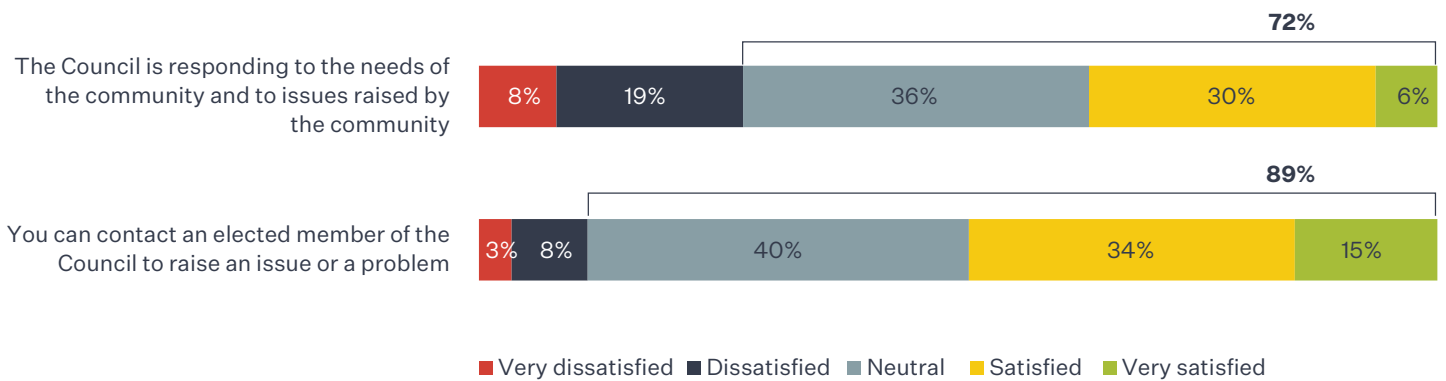
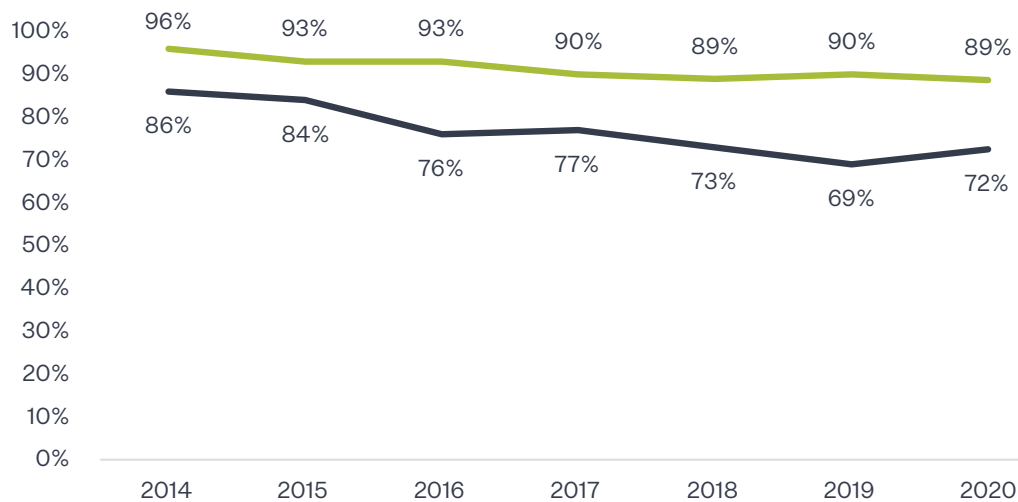


Figure 12.2 Satisfaction with Representation – Trend Analysis



- Satisfied the Council is responding to the needs of the community and to issues raised by the community
- Satisfied you can contact an elected member of the Council to raise an issue or a problem

12.2 Overall Satisfaction with Performance

78% stated that they were satisfied with the performance of Gore District Council (31% neutral, 38% satisfied and 8% very satisfied).

Trend analysis shows that there has been a significant increase in 2020 residents who are satisfied or very satisfied overall.

New to 2020, residents who were dissatisfied with the performance of Gore District Council were asked if they had any comments about why they were dissatisfied.

Comments by residents dissatisfied with the Council's performance highlighted their concerns regarding the Mataura paper mill and the dross/ouvea premix situation that had been heavily featured in the media. This was particularly highlighted by residents of Mataura, who were also significantly more likely to be dissatisfied with the Council (35% dissatisfied).

"Because of the stuff that is in the shed in Mataura. They should have collected a bond and now it's in there and they can't remove it."

"Seems to be that the rates are increasing but less being done by the Council."

"I just think the way they let things run with the water systems maintenance and letting the dross get parked in a flood zone. The roading system too."

"When you try to raise anything with parts of the Council they don't tend to follow up or help you at all."

Figure 12.3 Overall Satisfaction with Performance Trend Analysis

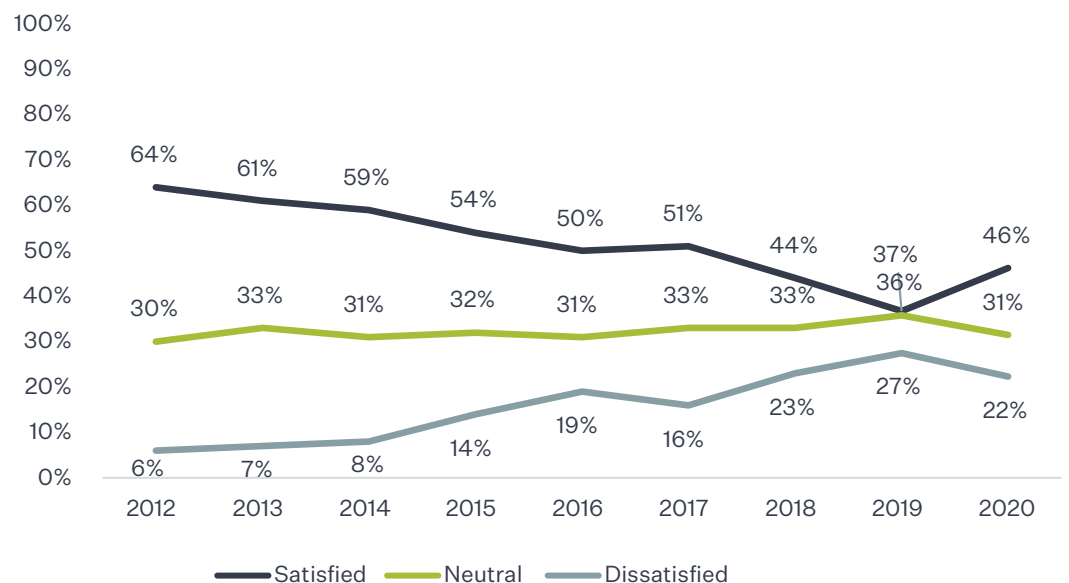


Figure 12.4 Comments about the Performance of the Gore District Council by Dissatisfied Residents

	% of respondents	Number of respondents
Mataura paper mill/dross/ouvea premix	30%	31
Don't agree with Council spending in general	17%	18
Don't listen to ratepayers	14%	14
Council building/office upgrade	12%	12
High rates	11%	11
Council management/staffing	10%	10
Dissatisfied with Council services in general	10%	10
Ignore the needs of Mataura/rural areas	9%	9
Lack of communication/following up on issues	9%	9
Water issues	7%	7
Roading issues	7%	7
Problems with the library	4%	4
Need housing/residential development	4%	4
Lack of planning for the future	2%	2
Lack of activities for youth	2%	2
Other	3%	3
Total number of dissatisfied residents providing a response		103

12.3 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 and 2019.

Figure 12.5 Services or Facilities the Council Should Give High Priority to Over the Next 12 Months (Mentions over 5%)

	% of respondents	Number of respondents
Roading	27%	152
Water issues	25%	138
Wastewater, stormwater	16%	91
Footpaths	12%	64
Mataura paper mill/dross/ouvea premix	10%	54
Council expenditure & rates	8%	46
Parks/playgrounds	8%	45
Library	8%	43
Beautification, upgrade, maintenance, cleaning of town/area	7%	39
Recreation/sports facilities/sportsgrounds	6%	35
Recycling/waste services	5%	28
Other	28%	157
Don't know	19%	104
Total number of respondents		556

12.4 Local Leadership

- 48% of respondents felt the Mayor and Councillors display sound and effective leadership.
- 44% agreed they have good strategies for developing prosperity and wellbeing.
- Over half (54%) agreed Gore District Council provides enough opportunities for people to have their say.

Trend analysis shows indications of improvement in each of these areas since last year.

Figure 12.6 Perceptions of Local Leadership

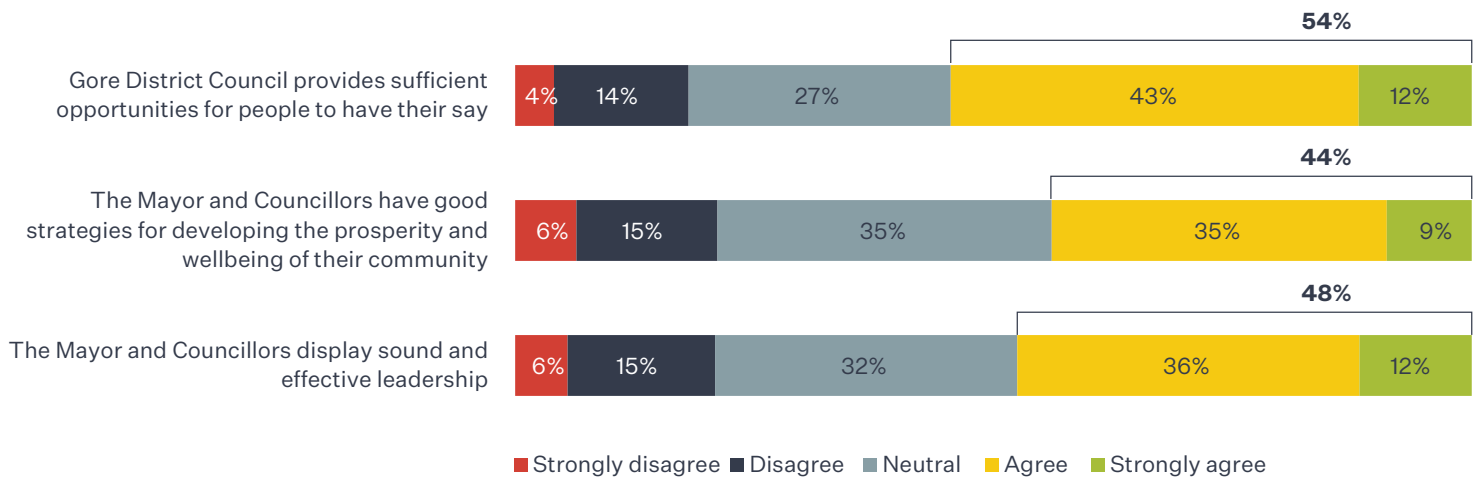
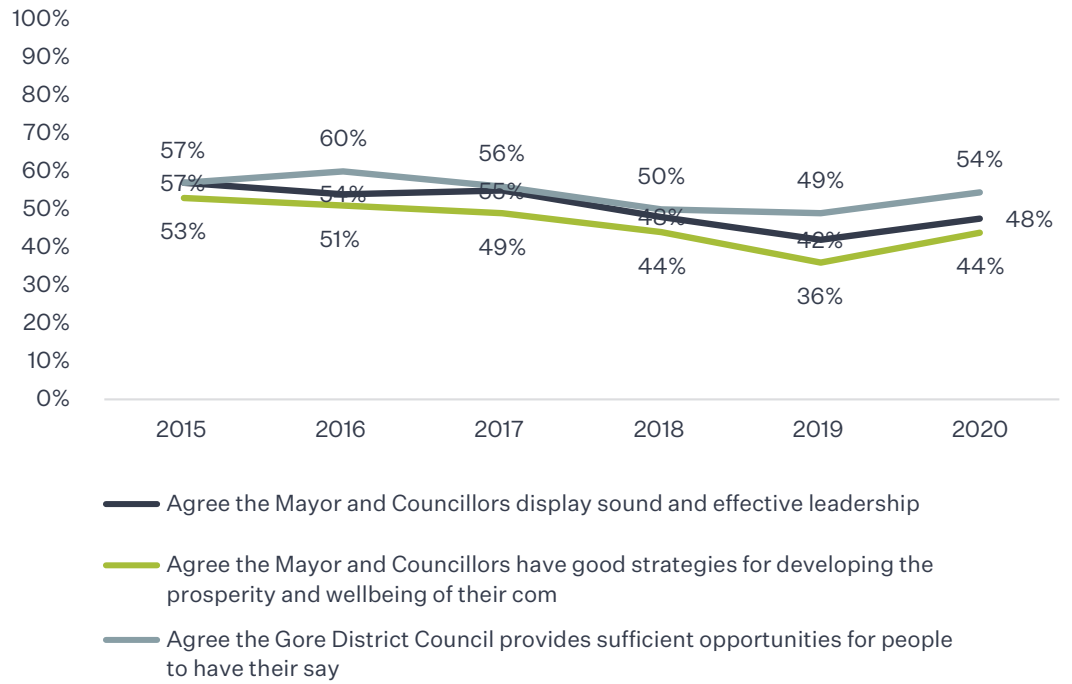


Figure 12.7 Perceptions of Local Leadership Trend Analysis



Perceptions of the Gore District

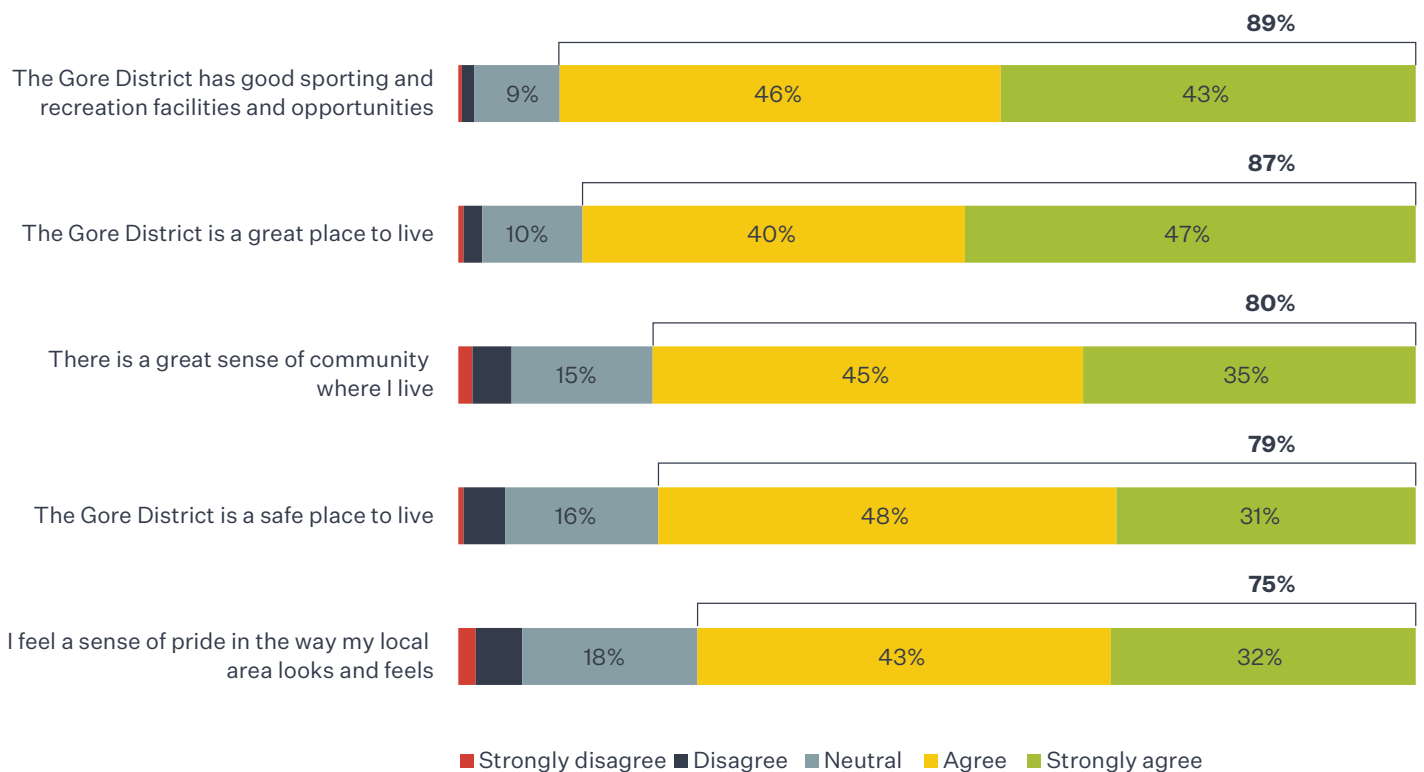
13

13.1 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. 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 live⁶.
- 79% agreed the Gore District is a safe place to live.
- 89% agreed the Gore District has good sporting and recreation facilities and opportunities.
- 80% agreed there is a great sense of community where they live, compared with 52% in the 2018 national urban results.
- 75% felt a sense of pride in the way their local area looks and feels, compared with 60% in the 2018 national urban results.

Figure 13.1 Perceptions of the Gore District



6 <http://www.qualityoflifeproject.govt.nz/survey.htm>

13.2 Perceptions of the Gore District Trend Analysis

Analysis of the results over time identifies that most residents hold very positive perceptions of the area. However, residents in Mataura are generally less likely to feel as positively about the district.

Despite perceptions being good, the proportions have fluctuated somewhat over the years and 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 started in 2018. Compared to 2018 and 2019, results are relatively stable. See appendix five for further details on the differences 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 13.2 Perceptions of the Gore District – Trend Analysis

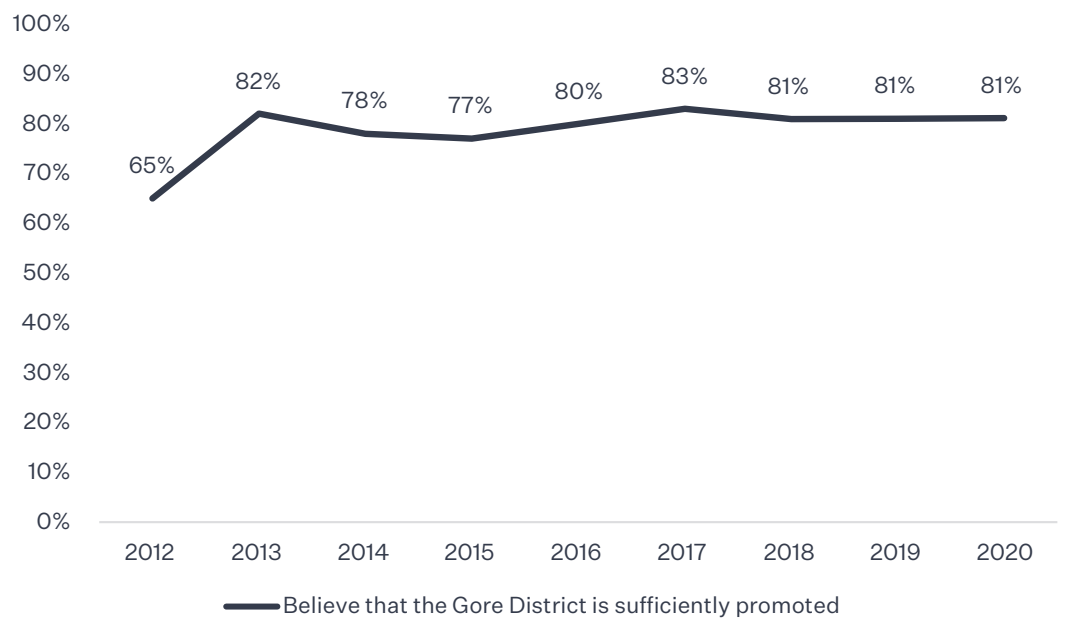
	2012	2013	2014	2015	2016	2017	2018	2019	2020
The Gore District is a great place to live	93%	96%	93%	95%	92%	94%	87%	90%	87%
The Gore District is a safe place to live	92%	88%	92%	94%	91%	88%	84%	81%	79%
The Gore District has good sporting and recreation facilities and opportunities ⁷	95%	83%	90%	95%	94%	92%	89%	89%	89%
There is a great sense of community where I live	84%	86%	85%	84%	80%	84%	75%	79%	80%
I feel a sense of pride in the way my local area looks and feels	93%	89%	88%	87%	77%	83%	72%	74%	75%

⁷ 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.

13.3 Promoting the District

The majority of residents (81%) believed the Gore District was sufficiently promoted. This is in line with previous years.

Figure 13.3 Promotion of the Gore District – Trend Analysis



Appendix One: Sample Composition

14

Age

	% of Respondents	Number of Respondents
15-24	10%	58
25-49	36%	200
50-64	32%	178
65+	21%	117
Declined	1%	3
Total		556

Gender

	% of Respondents	Number of Respondents
Male	42%	231
Female	58%	325
Total		556

Length of Residence

	% of Respondents	Number of Respondents
Lived in Gore District longer than 12 months	98%	543
Lived in Gore District 12 months or less	2%	13
Total		556

Ratepayer Status

	% of Respondents	Number of Respondents
Ratepayer	77%	427
Renter	10%	57
Both	1%	6
Don't pay rent or rates	9%	50
I prefer not to say	1%	6
Other	2%	10
Total		556

District Area

	% of Respondents	Number of Respondents
Gore	64%	357
Mataura	14%	78
Waikaka	5%	26
Pukerau	2%	10
Mandeville	0.4%	2
Rural	15%	83
Total		556



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