

Grey District Community Satisfaction Survey 2013

FINAL REPORT



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Introduction

- ⌘ **Research was conducted by Opinions Market Research Ltd in June 2011 to provide a measure of community satisfaction with Grey District Council and its services**
- ⌘ **Grey District Council requested Opinions conduct similar research in 2013 to re-measure satisfaction with the Council's performance and provide a comparison with previous results**
- ⌘ **This report also provides a baseline measure of perception of quality of life, in line with the Economic Development Communications Plan**
- ⌘ **Opinions have also been able to provide benchmark charts, comparing data for Grey District Council with other South Island Councils in order to highlight performance**



Research objectives

The overall objective of the research was to:

- ⑧ Provide a measure of community satisfaction with Grey District Council and its services that can be utilised to inform and enhance Council performance long term

Specific research objectives were to:

- ⑧ Measure and monitor over time community satisfaction with Council performance and the services it provides
- ⑧ Gain an understanding and insight into aspects of services for improvement
- ⑧ Determine Council performance in relation to the community outcomes which form part of the Council's Long Term Community Outcomes Plan (LTCOP)
- ⑧ Provide a baseline measure of perception of quality of life, in line with the Economic Development Communications Plan



Research methodology

- ⌘ As in 2011, a quantitative telephone survey was conducted among a representative sample of 350 Grey District residents aged 18+
- ⌘ Interviewing took place between 5 – 18 August 2013
- ⌘ Initial random sampling was combined with quota sampling to ensure a representative sample was achieved
- ⌘ Quotas were set for age, gender and area according to the 2006 Census
- ⌘ The statistical margin of error for the total sample of 350 is $\pm 5.3\%$ at a 95% confidence level
- ⌘ The 2013 questionnaire was based on the 2011 questionnaire with some changes to align with the new long term plan and to include some key quality of life questions to meet the needs of the Economic Development Communication Plan
- ⌘ **NOTE:** All percentage figures are shown as whole numbers. Therefore the total % may differ slightly to the sum of the categories due to rounding.



Benchmark data

- ⌘ Benchmark data have been provided for some of the key performance measures for comparative purposes
- ⌘ These benchmark data are indicative only as the surveys from which the data were obtained differ slightly in the methodologies used, such as:
 - ⌘ Differences in data collection method used, for example telephone, postal, face to face
 - ⌘ Minor differences in sample sizes
 - ⌘ Minor differences in the wording of questions and the scales used
- ⌘ Survey years are recorded on the charts, the most recent data available has been used, though this is not necessarily 2013.
- ⌘ In the benchmark charts following Councils have been identified where the data is publicly available. Other results have been anonymised, Council A, B, C etc is the same Council in each chart.



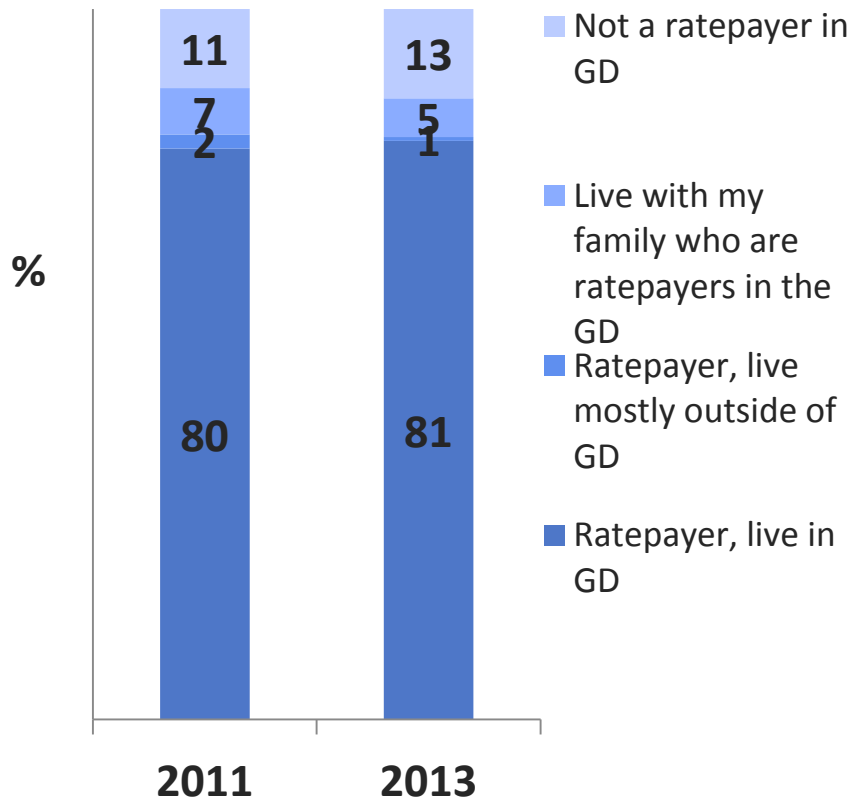
Sample structure

		Census 2006 %	2011		2013	
			Sample n=350		Sample n=350	
			n	%	n	%
Age	18-24	15	50	14	43	12
	25-49	40	148	42	140	40
	50-64	28	102	29	106	30
	65+	14	50	14	61	17
Gender	Male	50	165	47	168	48
	Female	50	185	53	182	52
Area	Greater Greymouth	54	208	59	197	56
	Karoro - Camerons	15	38	11	46	13
	Kaiata/Dobson/Taylorville/Stillwater	8	30	9	31	9
	Grey Valley/Blackball/Lake Brunner	11	41	12	39	11
	Runganga/Rapahoe/Coast Road	13	33	9	37	11

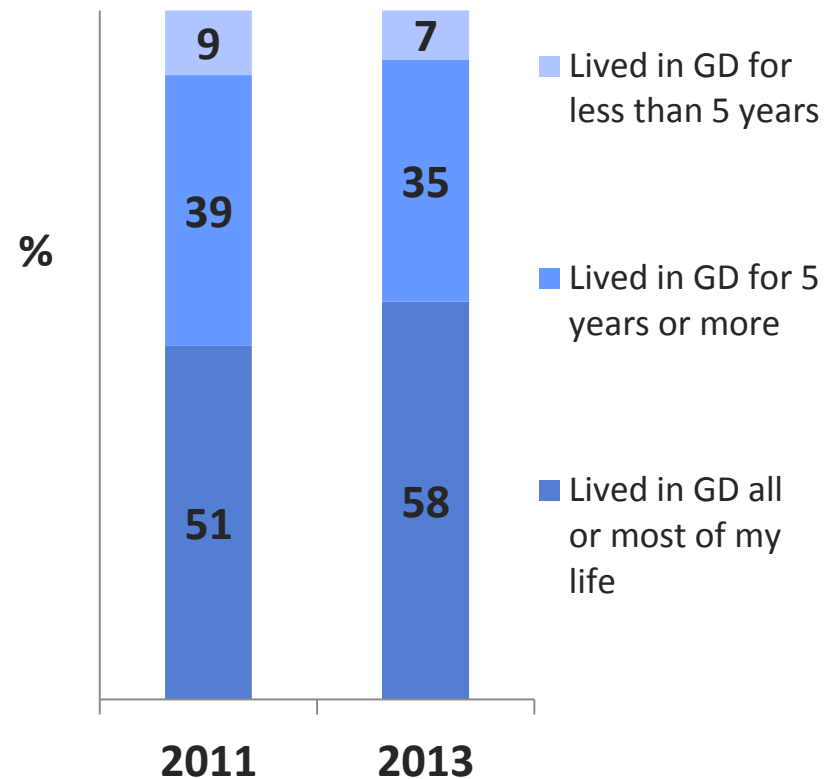


Sample profile

Ratepayers



Time living in Grey District



Executive summary



Executive summary

- ⌘ Satisfaction levels appear to have decreased in a number of areas since the 2011 survey. A shift seems to have taken place where the proportions at the top end of the scale have dropped; less people are rating extreme satisfaction and more are rating that they are quite satisfied/dissatisfied
- ⌘ 79% of residents are extremely, very or quite satisfied with the overall performance of Grey District Council over the last 12 months, down from 90% in 2011
- ⌘ This was largely due to dissatisfaction with roading conditions, overall performance, lack of support, the way rates money is spent and things not moving forward
- ⌘ Satisfaction with the performance of the Mayor and Councillors is also lower in 2013 (83%) than in 2011 (91%)
- ⌘ 62% of residents have contacted Grey District Council in the last 12 months, of whom 87% are satisfied with the overall service they received. However, the proportion who are extremely satisfied has dropped from 21% in 2011 to 12% in 2013
- ⌘ 78% of residents are satisfied with the information they receive from the Council. Residents prefer to receive information via a Council quarterly newsletter (55%), letter/bulk mail out (53%) or in the newspaper (49%)



Executive summary continued

- ⌘ Satisfaction with the way the rates are spent has fallen from 77% in 2011 to 66% in 2013
- ⌘ Awareness of the services that the Council provides is generally high
- ⌘ Of the Council services asked about, residents are most likely to have visited a park or reserve or the Council offices (both 65%) and least likely to have used a children's playground (39%) in the last 12 months
- ⌘ Satisfaction is highest for parks and reserves (91%), followed by the maintenance of cemeteries (84%), libraries (79%), the availability of public parking (79%) and swimming pools (78%). Satisfaction is lowest for the efficiency with which the port (35%) and aerodrome (48%) are run
- ⌘ 91% of residents who have their rubbish collected by the Council are satisfied that their rubbish/recycling is collected on time and 83% are satisfied with the household rubbish/recycling service in general
- ⌘ 77% of residents are satisfied that the Council litter bins, recycling centre and recycling stations are kept clean and tidy



Executive summary continued

- 8 76% of residents on a Council water supply are satisfied with the water's appearance and taste and 89% are satisfied with the pressure and flow
- 8 77% of residents living in a town are satisfied with the way their property drains stormwater
- 8 88% of residents stated they feel safe on local roads
- 8 27% of residents stated they feel very prepared for an emergency event (down from 35% in 2011) and 45% feel quite well prepared, while 23% feel not very well prepared (up from 15% in 2011) and 3% feel not at all well prepared
- 8 13% of residents stated they strongly agree and 52% agree that they feel a sense of pride in the way their District looks and feels. Only 3% disagree strongly with the statement
- 8 The majority of residents (91%) agree that the District is a great place to live, with 46% agreeing strongly with the statement



Key findings

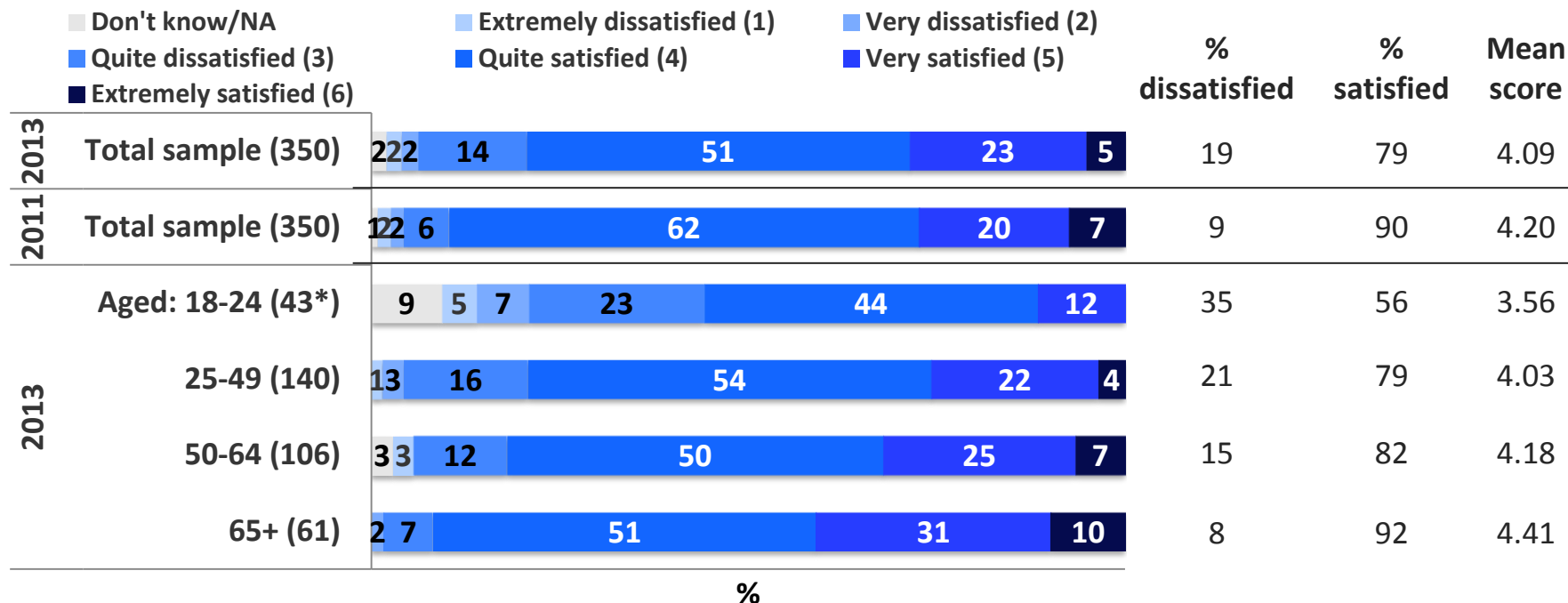


Performance of Grey District Council



Satisfaction with performance of Grey District Council over last 12 months

Q. Overall, how satisfied or dissatisfied would you say you are with the performance of Grey District Council over the last 12 months?



Satisfaction has fallen from 90% extremely/very/quite satisfied in 2011 to 79% in 2013. The difference is mainly attributable to the higher proportion of 'quite dissatisfied' in 2013 (14%, up from 6%) and the lower proportion of 'quite satisfied' (51%, down from 62%)

Satisfaction in 2013 is significantly lower than average among those aged 18-24 (56%) and significantly higher among those aged 65+ (92%)

Sample: refer to ()

* Note: small sample size – results indicative only



Reasons why extremely or very satisfied with performance of Grey DC over last 12 months – 2013

Q. Why do you say that?



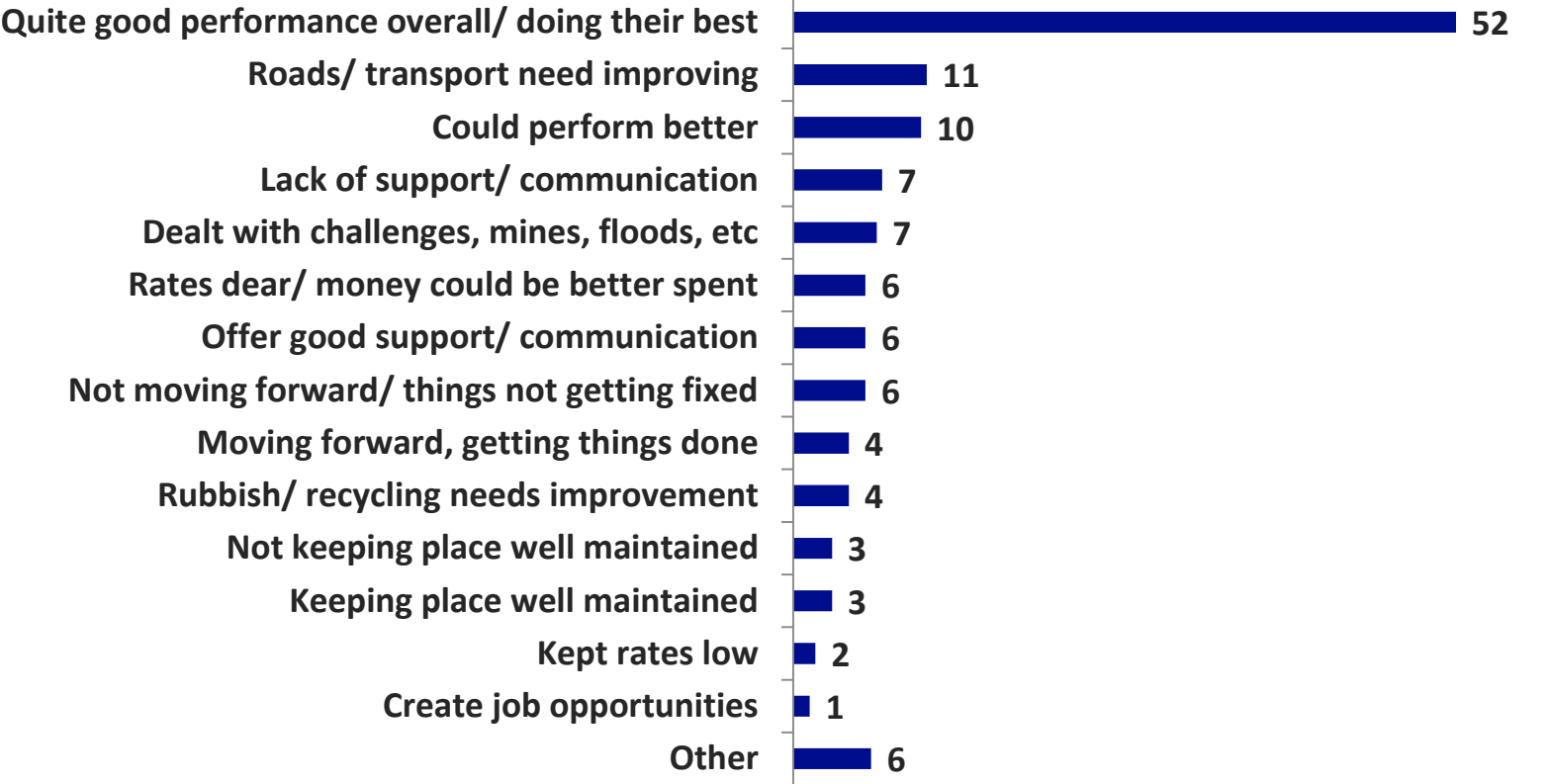
The reason most commonly given by those who are extremely or very satisfied with the performance of Grey DC over the last 12 months is that their performance has been good overall (65%)

Sample: those extremely or very satisfied with performance: 2013: 100



Reasons why quite satisfied or quite dissatisfied with performance of Grey DC over last 12 months – 2013

Q. Why do you say that?



%

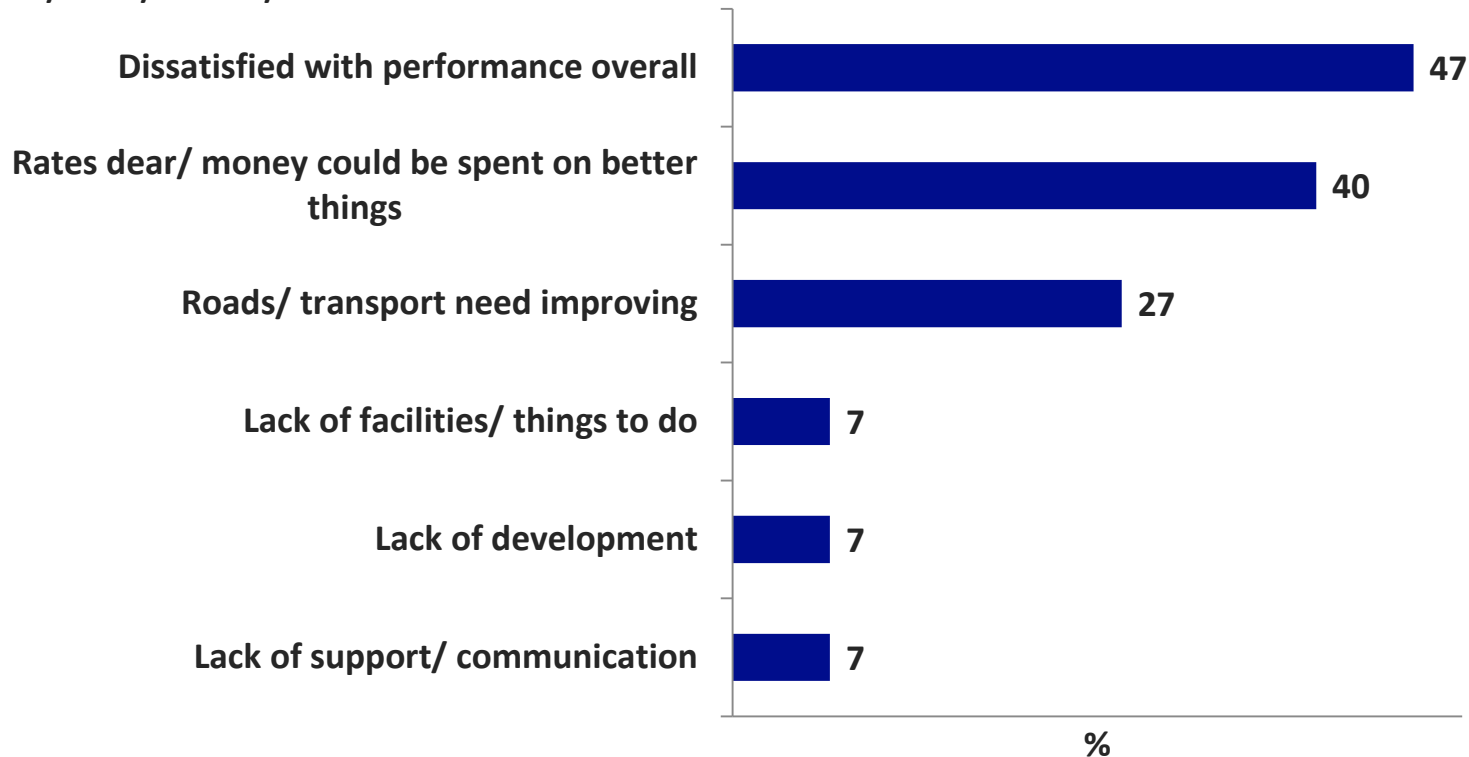
The most common reason given for being quite satisfied or quite dissatisfied with the performance of Grey DC over the last 12 months is that they provide quite a good performance overall/are doing their best (52%)

Sample: those quite satisfied or quite dissatisfied with performance: 2013: 228



Reasons why very or extremely dissatisfied with performance of Grey DC over last 12 months – 2013

Q. Why do you say that?



The most common reasons given for being very or extremely dissatisfied with the performance of Grey DC over the last 12 months were that they are dissatisfied with the Council's performance overall (47%) and that the rates are dear/money could be better spent (40%), while 27% stated the roads/transport need improving (27%)

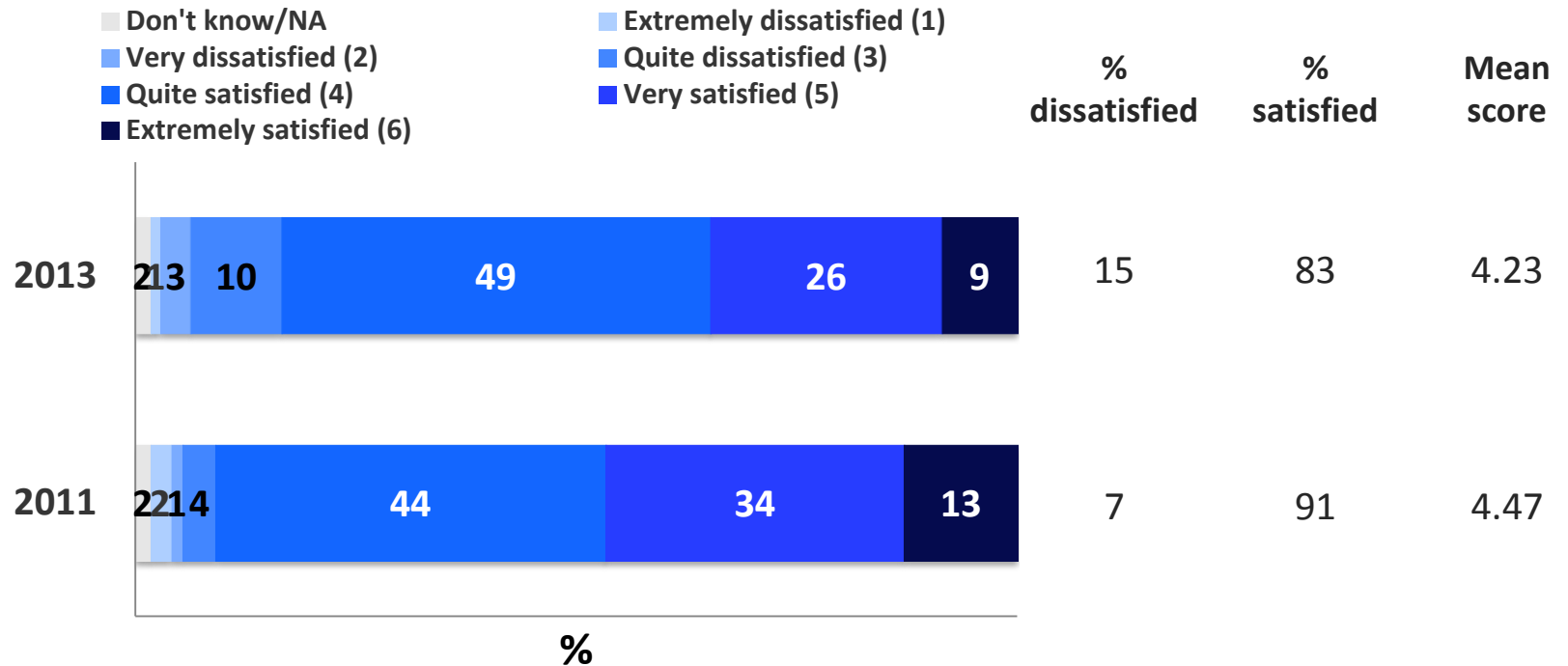
Sample: those extremely or very dissatisfied with performance: 2013: 15*

* Note: small sample size – results indicative only



Satisfaction with performance of Mayor and Councillors

Q. How satisfied are you with the overall performance of the Grey District Council's Mayor and Councillors?

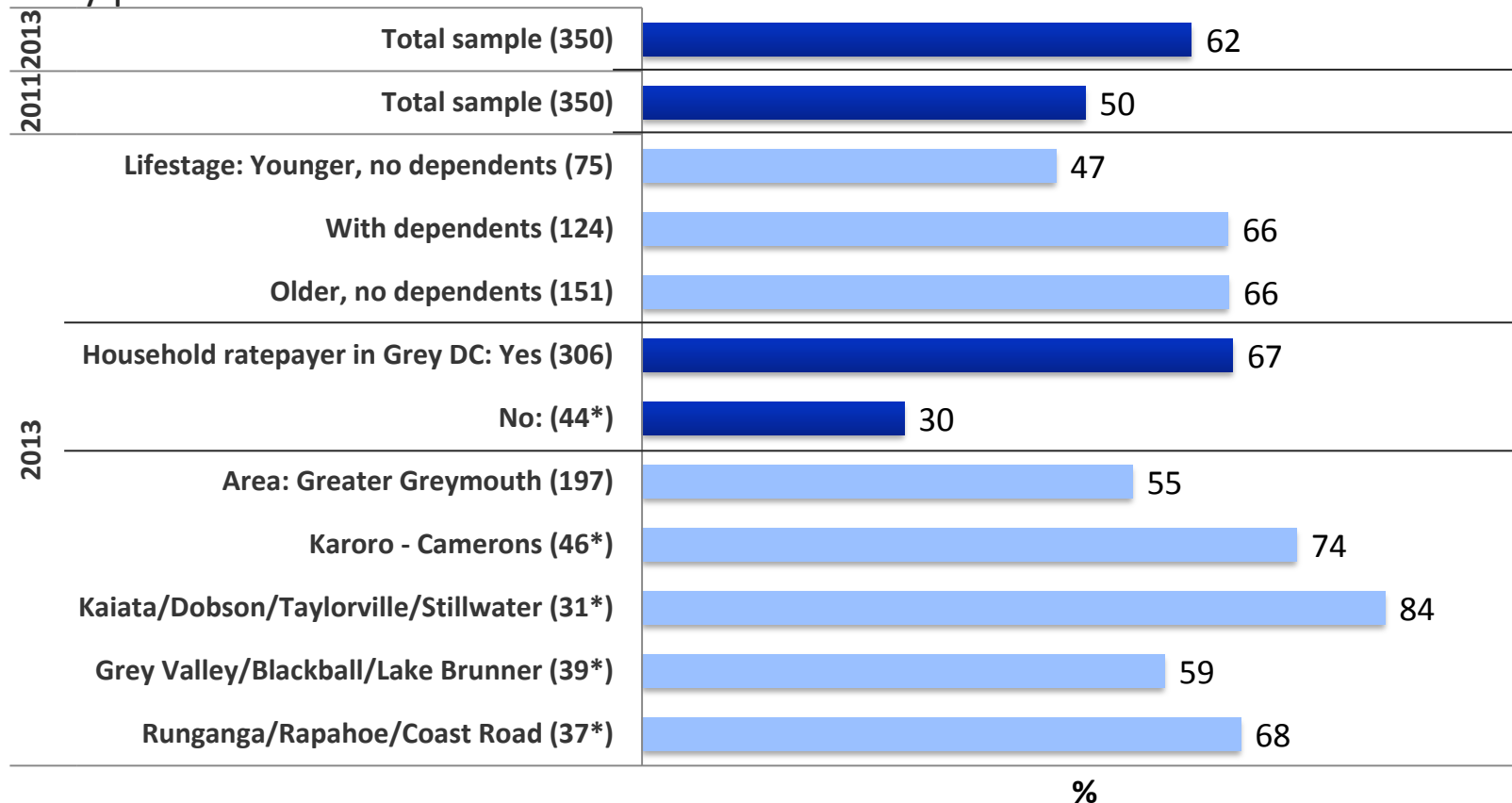


Satisfaction with the performance of the Mayor and Councillors is also lower in 2013 (83% extremely/very/quite satisfied) than in 2011 (91%)



Contact with Council offices in last 12 months

Q. Have you contacted the Grey District Council offices in the last 12 months, either in person or by phone or email?



Residents are more likely to have contacted the Grey DC offices in the last 12 months in 2013 (62%) than in 2011 (50%). Those who are younger with no dependents (47%) and those in households that are not Grey DC ratepayers are the least likely to have contacted them (30%)

Greater Greymouth residents (55%) are the least likely and Kaiata/Dobson/Taylorville/Stillwater residents the most likely to have done so (84%)

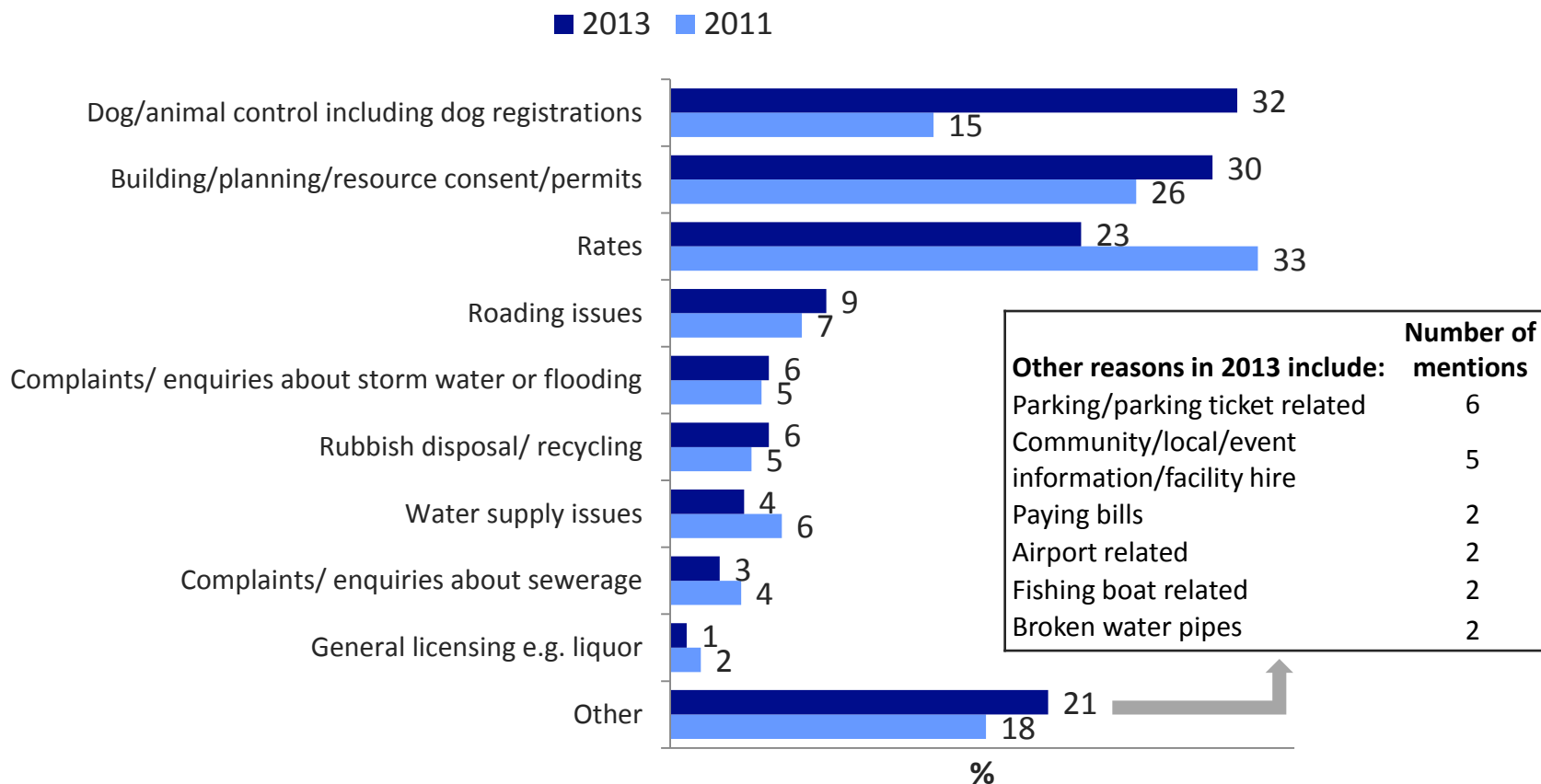
Sample: refer to ()

Note: small sample size – results indicative only



Reasons for contacting the Council offices

Q. For what reason did you contact the Council Offices?



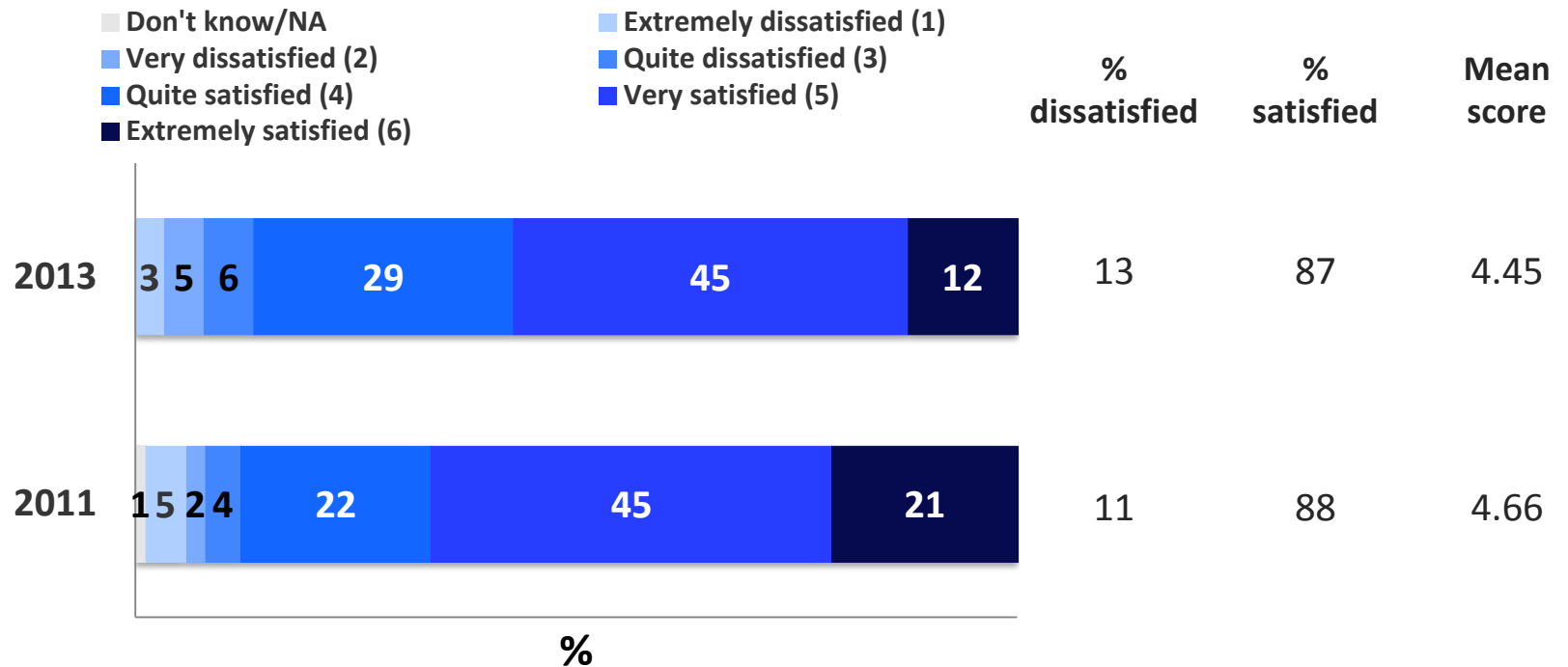
As in 2011, the most common reasons for contacting the Council are dog/animal control/dog registrations (32%, up from 15% in 2011), building/planning/resource consent/permits (30%) and rates (23%, down from 33% in 2011)

Sample: those who contacted the Council: 2011: 175; 2013: 217



Satisfaction with overall service received from Council offices

Q. How satisfied are you with the overall service you received when you contacted the Council offices?



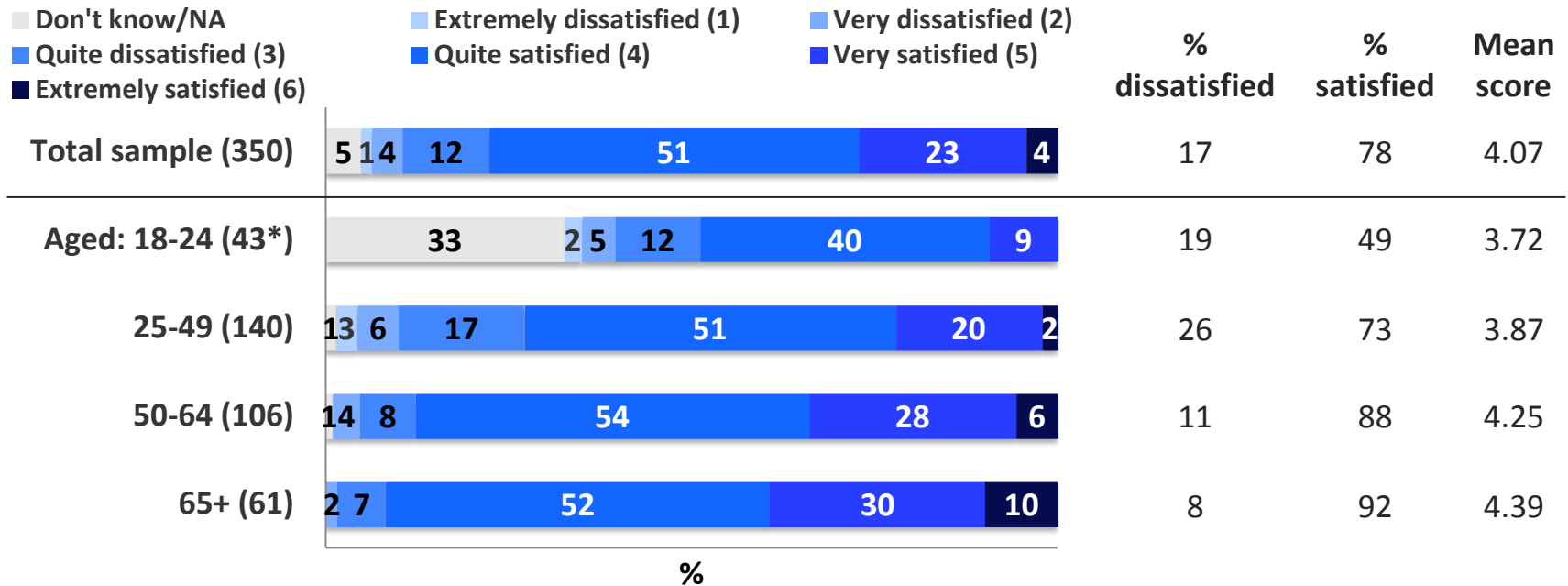
87% of those who contacted the Council offices are extremely, very or quite satisfied with the overall service they received, similar to in 2011 (88%). However the proportion who stated they are extremely satisfied has dropped from 21% in 2011 to 12% in 2013

Sample: those who contacted the Council: 2011: 175; 2013: 217



Satisfaction with information received from the Council – 2013

Q. How satisfied are you with the information you receive from the Council?



4% of residents are extremely satisfied with the information they receive from the Council, 23% are very satisfied and 51% are quite satisfied

Satisfaction increases with age, from 49% of those aged 18-24 (although 33% stated they 'don't know') to 92% of those aged 65+ stating they are satisfied

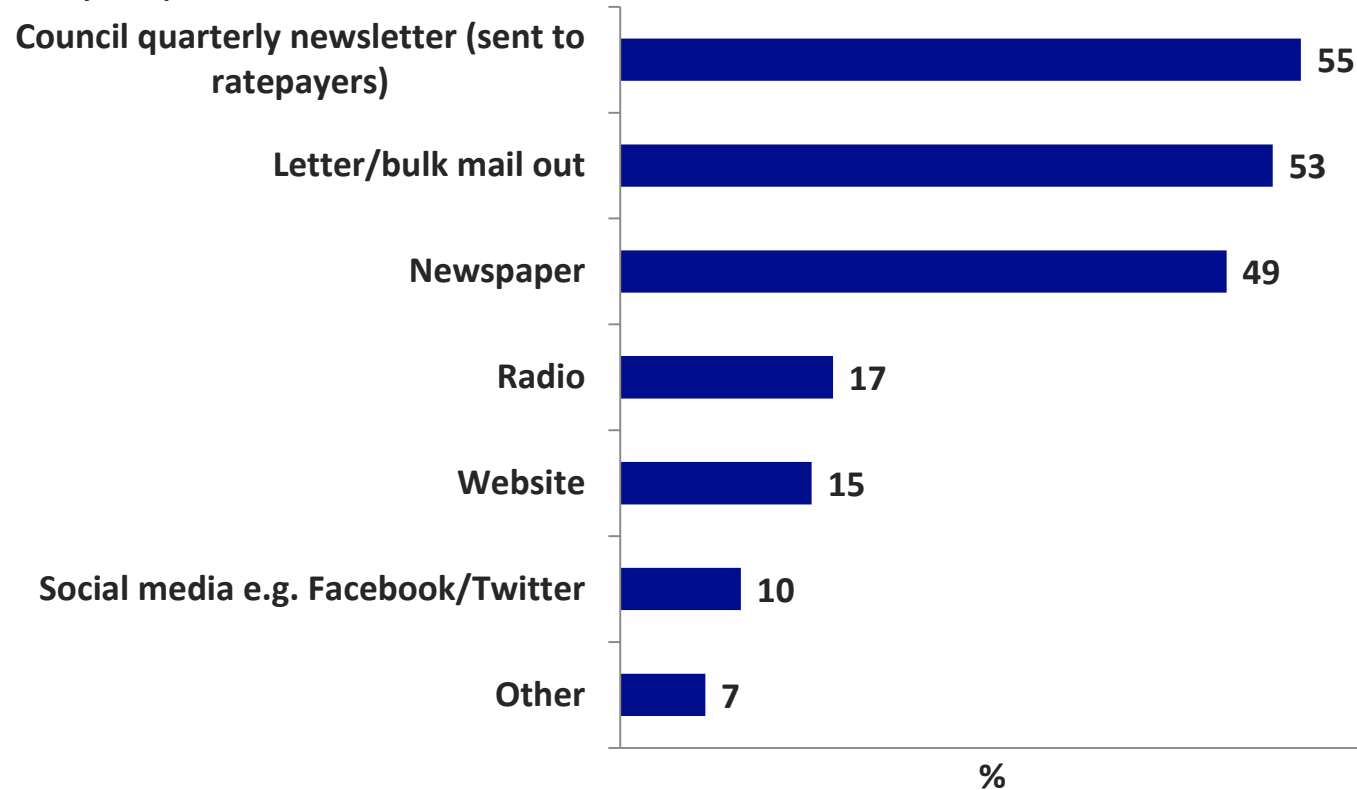
Sample: refer to ()

* Note: small sample size – results indicative only



Preferred method of receiving information from the Council – 2013

Q. How do you prefer to receive information from the Council?



Residents' preferred options for receiving information from the Council are a quarterly newsletter sent to ratepayers (55%), a letter/bulk mail out (53%) and in the newspaper (49%)



Preferred method of receiving information from the Council, 2013 – by age

Q. How do you prefer to receive information from the Council?

	Age			
	18-24 (43*) %	25-49 (140) %	50-64 (106) %	65+ (61) %
Council quarterly newsletter (sent to ratepayers)	35	54	65	54
Letter/Bulk mail out	53	54	47	59
Newspaper	51	46	50	51
Radio	19	16	17	18
Website	19	21	9	10
Social media e.g. Facebook/Twitter	28	14	2	2
Other	7	6	8	7

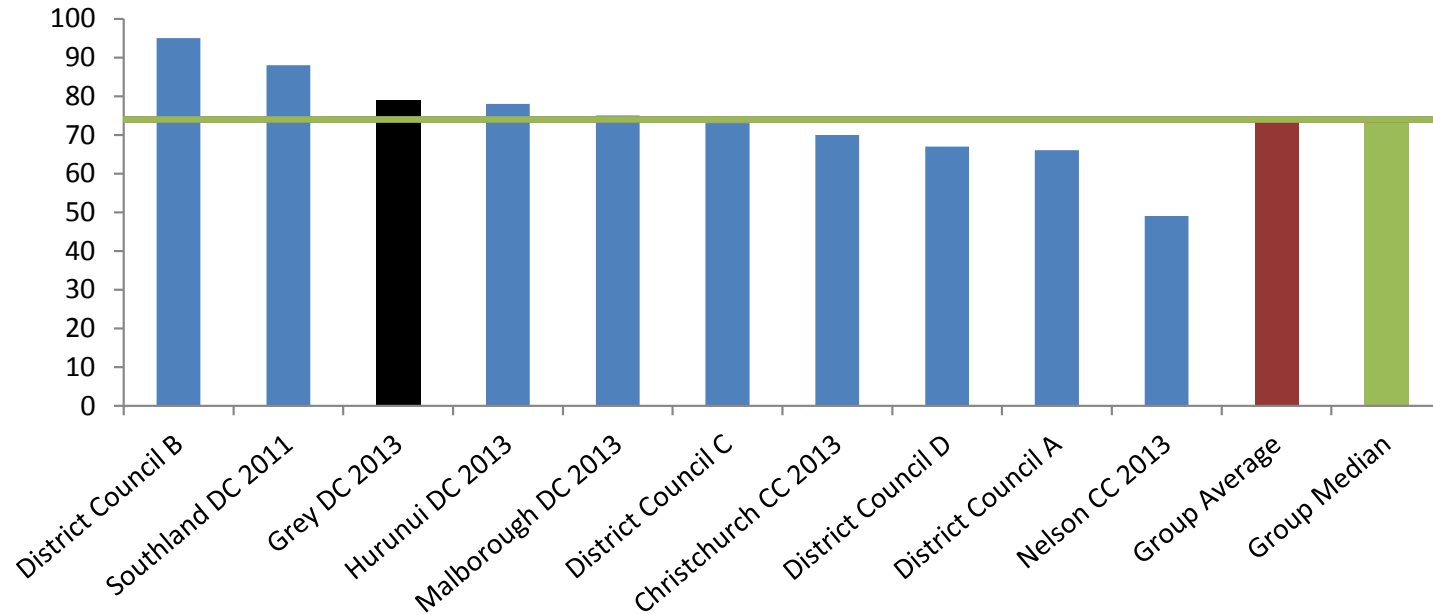
Residents aged 18-24 are significantly more likely than average to prefer receiving information from the Council via social media (28%) and significantly less likely to prefer a quarterly newsletter from the Council (35%)



Benchmark data



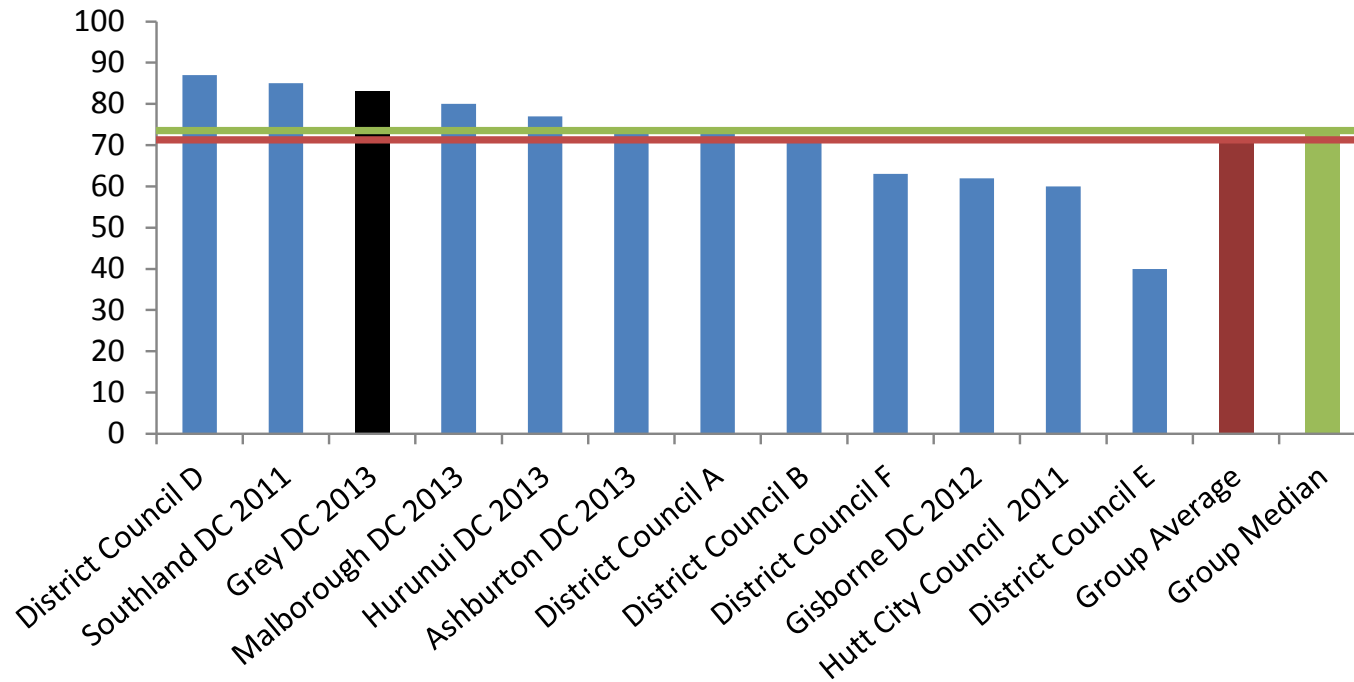
Overall satisfaction with performance of the Council



Overall satisfaction with Grey District Council's performance is slightly higher than for the group of Councils on average



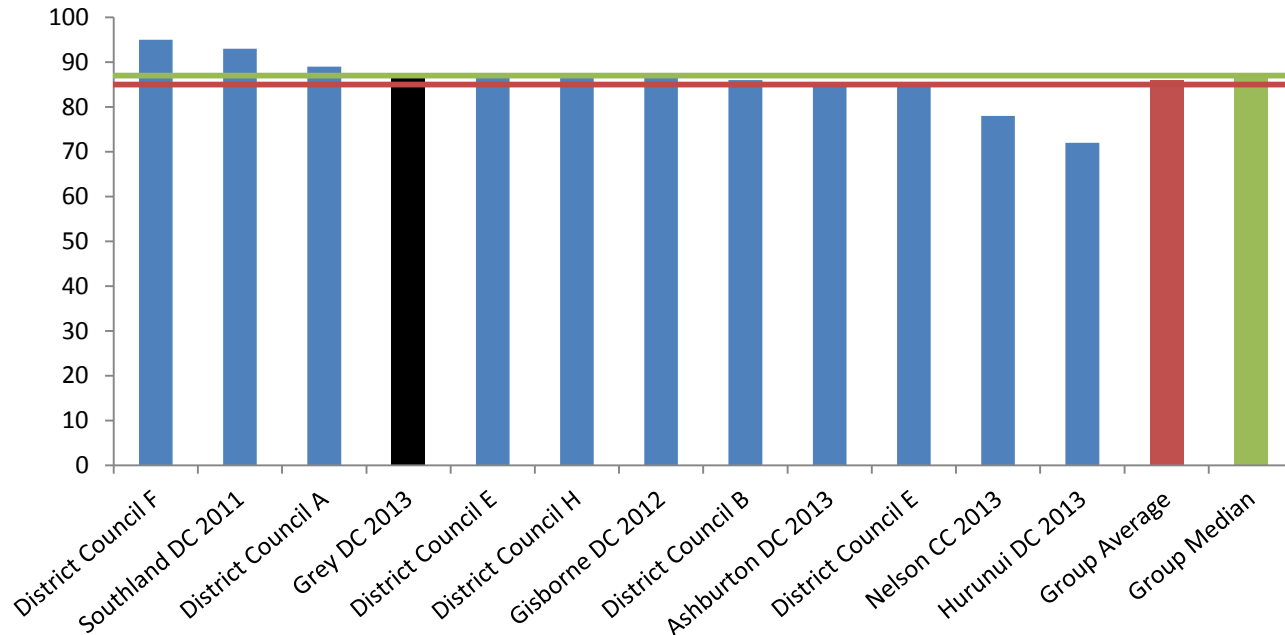
Satisfaction with the performance of the Mayor and Councillors



Satisfaction with the performance of Grey District Council's Mayor and Councillors is also higher than the group of Council's average



Satisfaction with the overall service received from Council offices



The level of satisfaction with the overall service received from Grey District Council's offices is around the average for the group of Councils

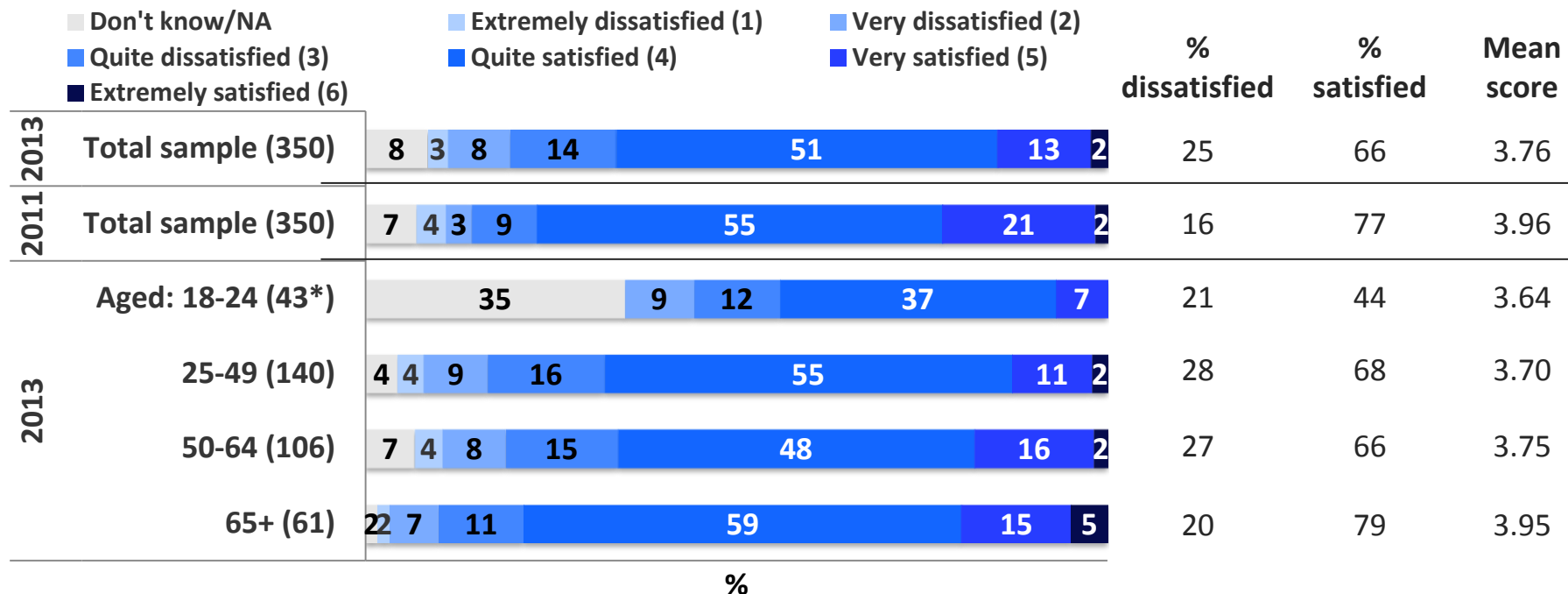


Rates spend



Satisfaction with the way rates are spent

Q. How satisfied are you with the way rates are spent on the services and facilities provided by the Council?



Satisfaction with the way rates are spent has fallen from 77% extremely/very/quite satisfied in 2011 to 66% in 2013. The difference is mainly attributable to the lower proportion of 'very satisfied' in 2013 (13%, down from 21% in 2011)

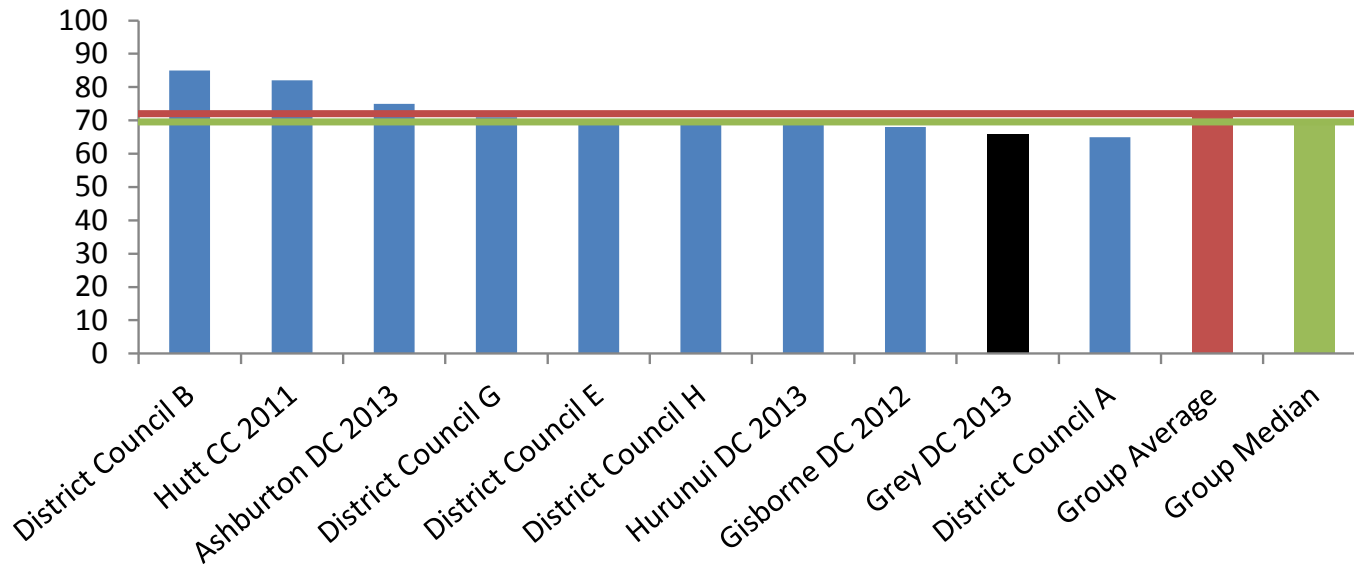
Satisfaction in 2013 is significantly lower than average among those aged 18-24 (44%), although the proportion of this age group who stated they 'don't know' is significantly higher (35%) than average

Sample: refer to ()

* Note: small sample size – results indicative only



Benchmark data – satisfaction with the way rates are spent



Satisfaction with the way rates are spent is slightly below the average for the group of Councils for Grey District Council

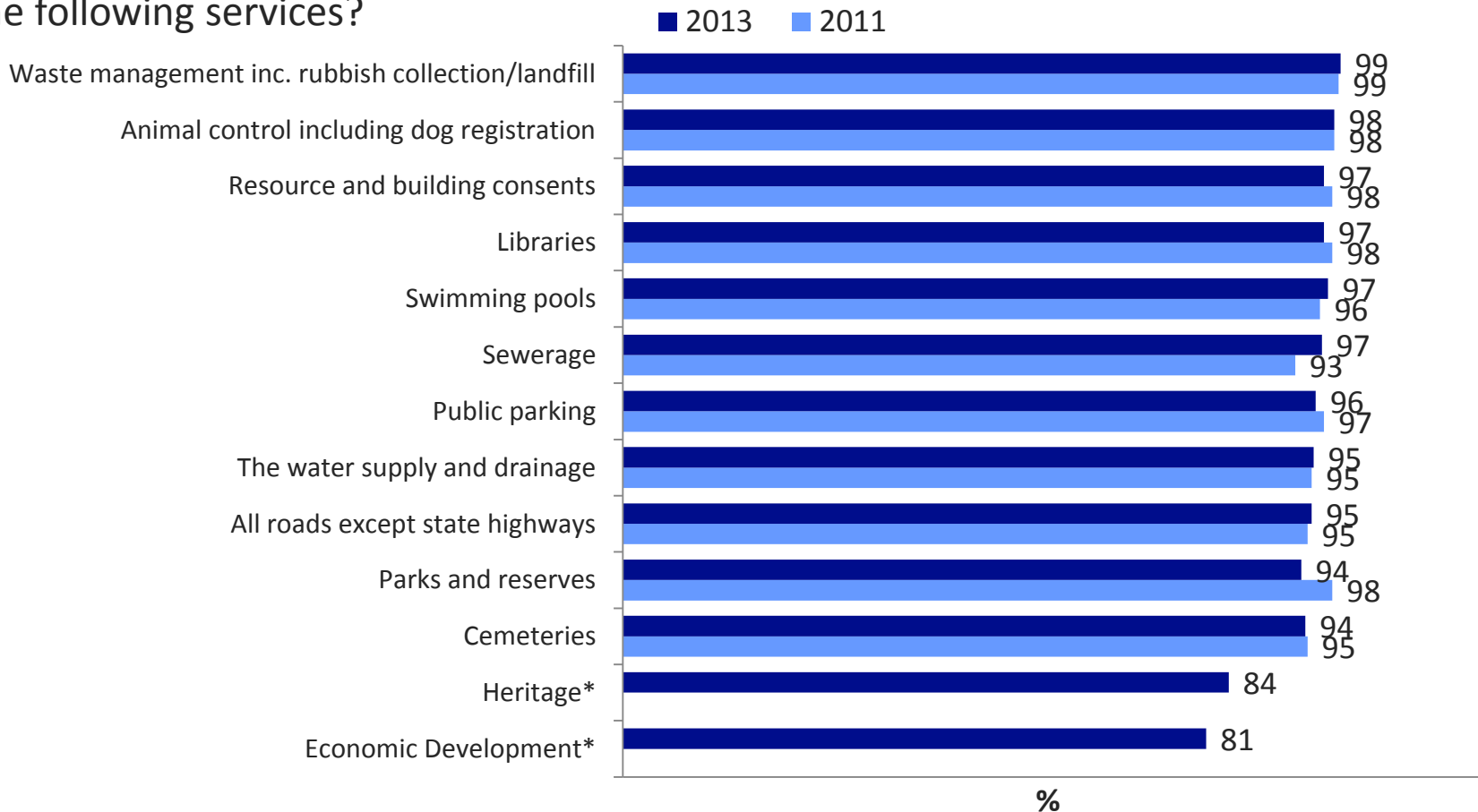


Awareness, use of and satisfaction with Council facilities and services



Awareness of Council as a provider of services

Q. Grey District Council is the provider of a number of services and activities in the area. Please tell me if you are aware that Grey District Council is responsible for administering the following services?



Awareness of the services that Council provides is generally high. Residents are least likely to be aware of Council's heritage (84%) and economic development (81%) services

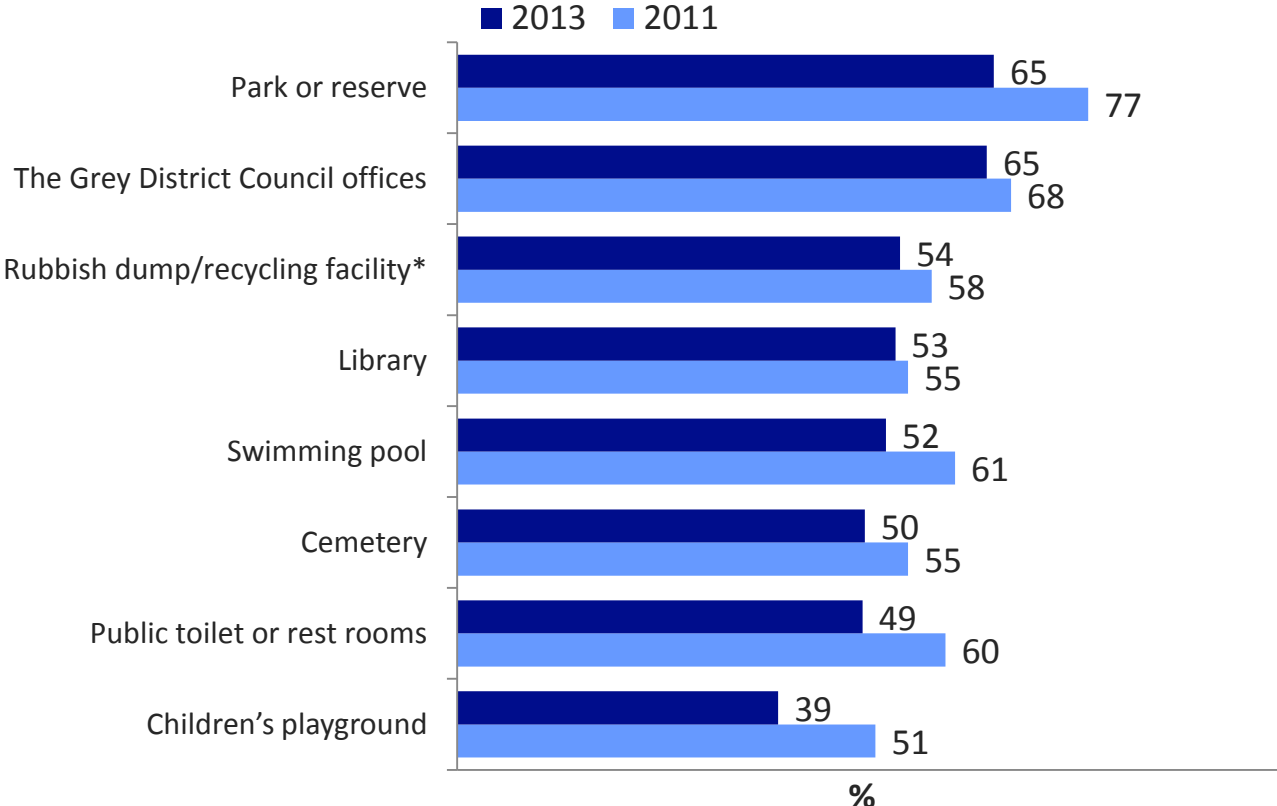
Sample: 2011: 350; 2013: 350

* Not asked in 2011



Grey District Council services used or visited in the last 12 months

Q. Within Grey District, which of the following services have you used or visited in the last 12 months?



Residents in 2013 are most likely to have used a park or reserve (65%, down from 77% in 2011) and the Grey DC offices (65%) in the last 12 months. Residents in 2013 are less likely than in 2011 to have used a children's playground (39% in 2013, down from 51%)

Sample: 2011: 350; 2013: 350

* Note: question wording differed slightly in 2011 and didn't include 'recycling facility'



Grey District Council services used or visited in the last 12 months, 2013 – by gender and life stage

	Gender		Life Stage		
	Male (168) %	Female (182) %	Younger, no dependents (75) %	With dependents (124) %	Older, no dependents (151) %
Park or reserve	63	68	59	75	61
The Grey District Council offices	64	65	49	62	74
Rubbish dump/recycling facility	58	50	59	50	55
Library	40	65	41	63	52
Swimming pool	47	57	56	72	34
Cemetery	47	52	40	44	59
Public toilet or rest rooms	53	46	51	47	51
Children's playground	33	45	33	53	30

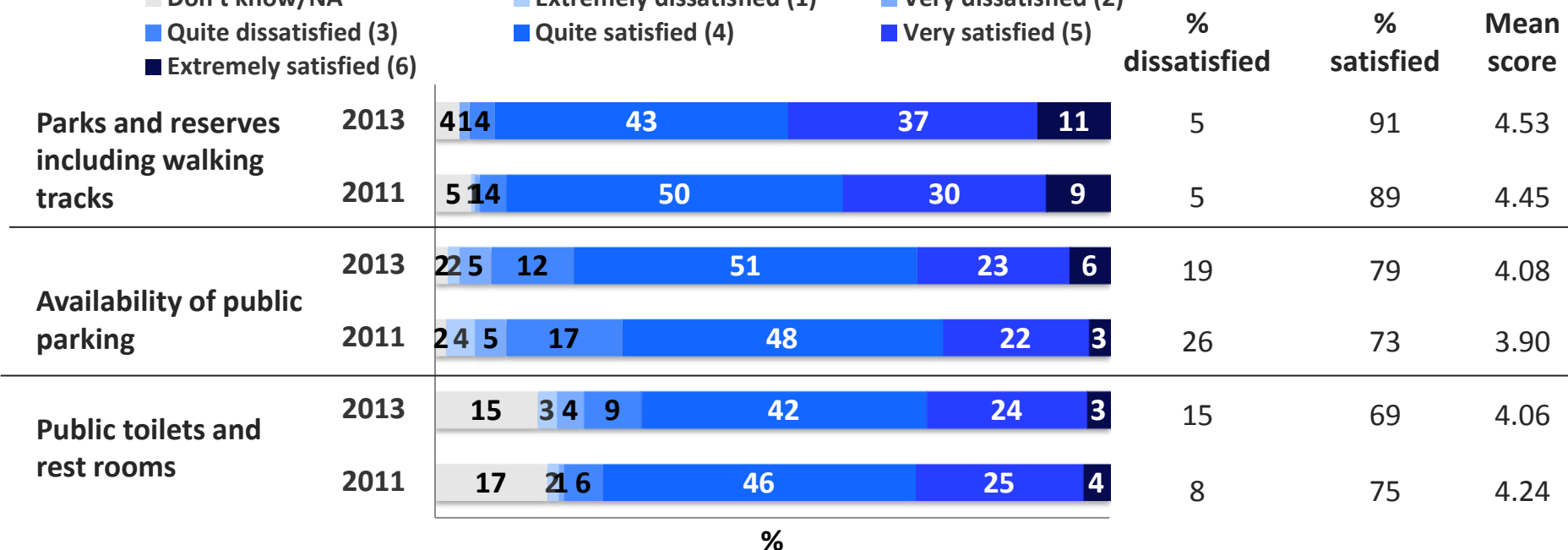
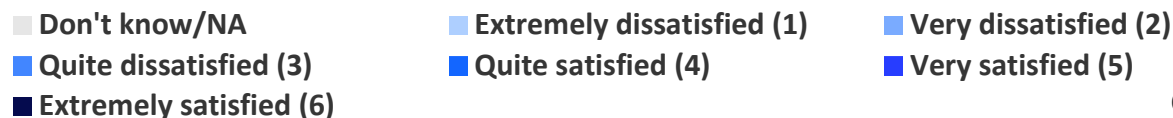
Females (65%) are significantly more likely than males (40%) to have used a library

Those with dependents are significantly more likely than average to have visited a children's playground (53%), swimming pool (72%), library (63%) or a park or reserve (75%). Those who are older with no dependents are the most likely to have visited a cemetery (59%) or the Grey DC offices (74%)



Satisfaction with Council facilities and services

Q. Thinking about the services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:



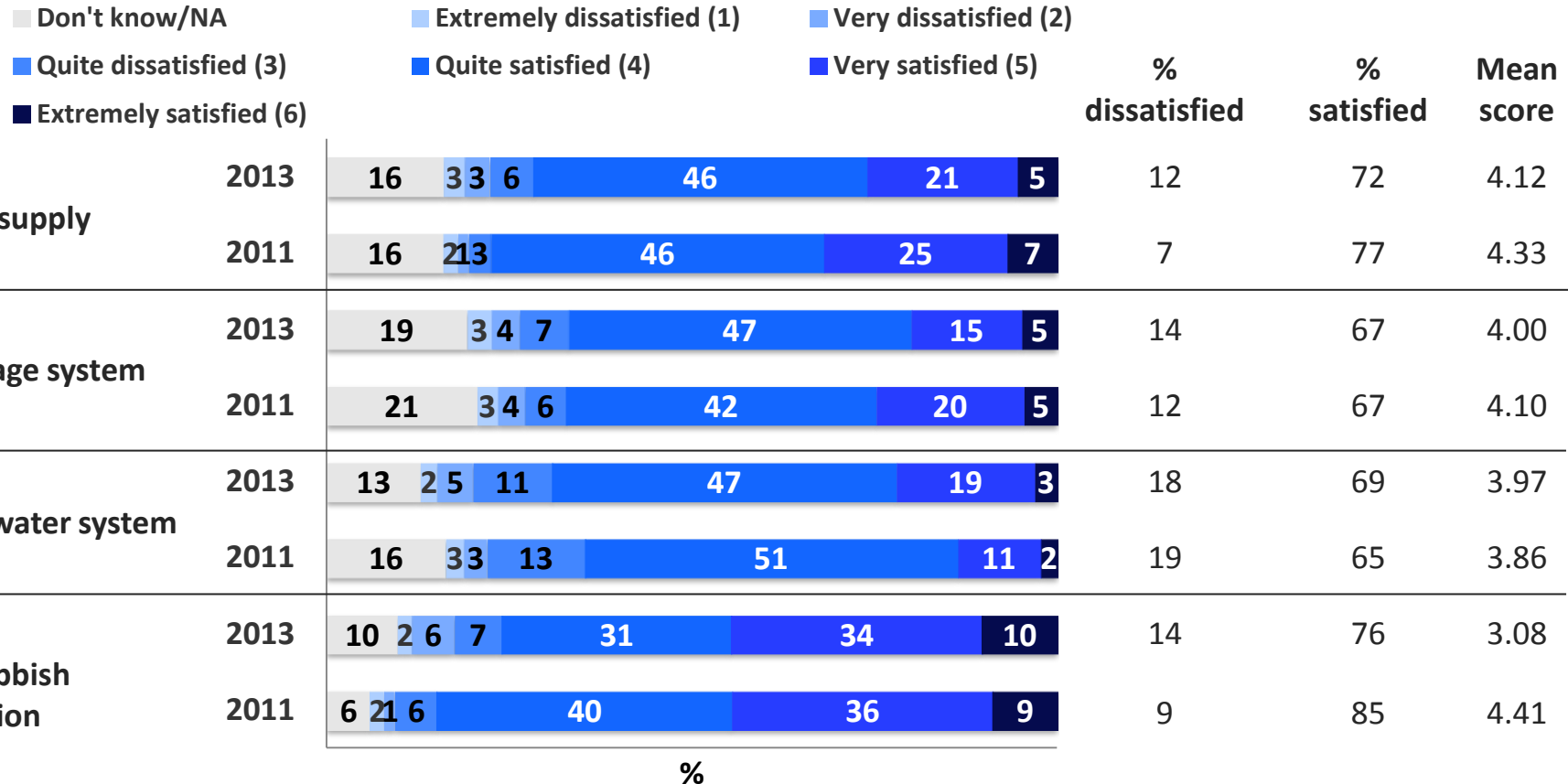
Of all the Grey DC services asked about, satisfaction was highest for parks and reserves, with 91% of residents stating they are extremely, very or quite satisfied, similar to 2011 (89%)

The majority were satisfied with the availability of public parking (79%), a slightly higher proportion than in 2011 (73%), and 69% were satisfied with the public toilets and restrooms, slightly lower than in 2011 (75%)



Satisfaction with Council facilities and services cont.

Q. Thinking about the services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:

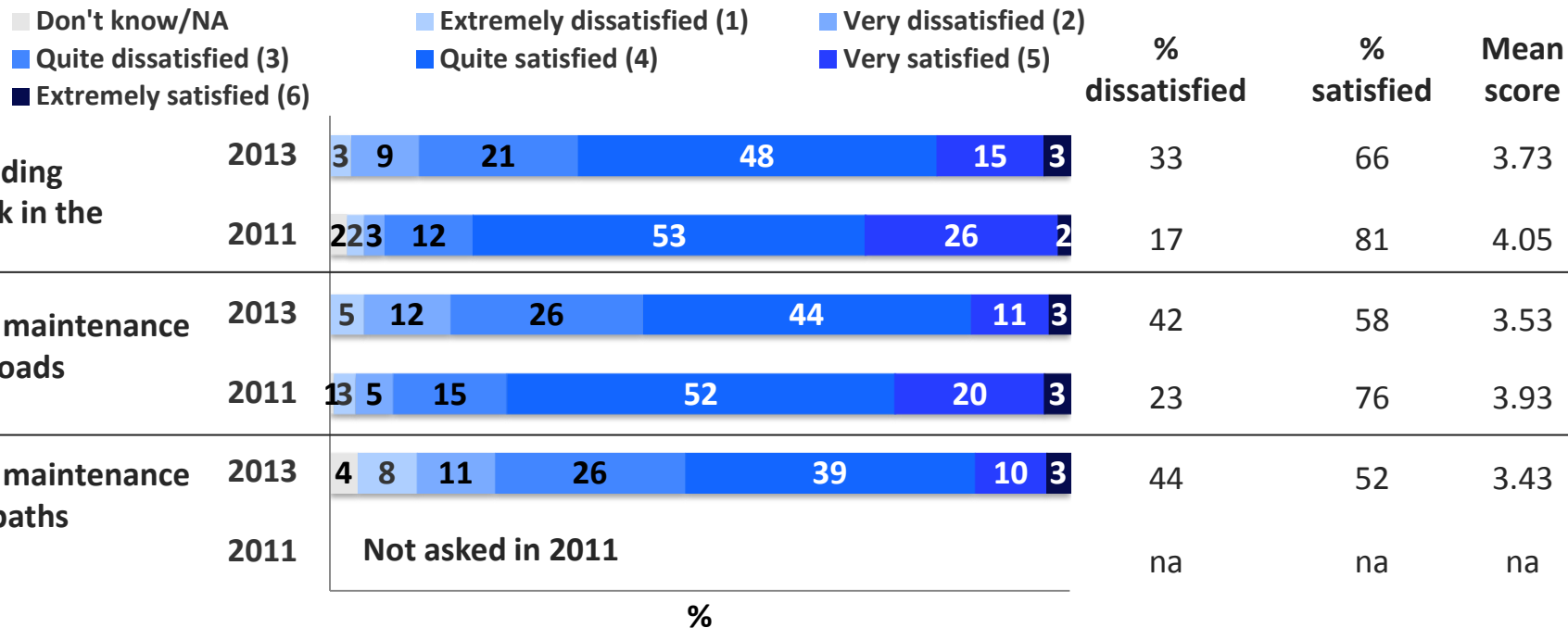


72% of residents are satisfied with the water supply in 2013, 67% with the sewerage system, 69% with the stormwater system and 76% with the rubbish collection (down from 85% in 2011)



Satisfaction with Council facilities and services cont.

Q. Thinking about the services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:



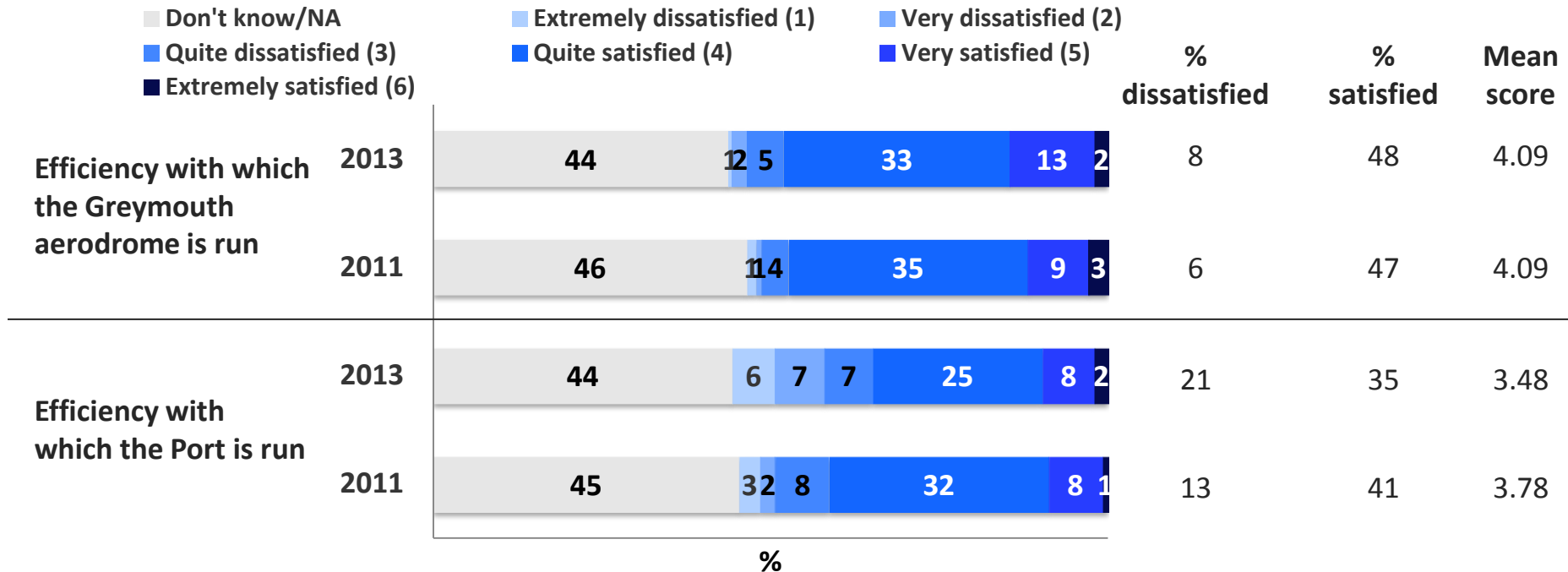
Levels of satisfaction with the roading network (66%) and overall maintenance of the roads (58%) are both lower in 2013 than in 2011 (81% and 76% respectively)

Around one half of residents in 2013 (52%) are satisfied with the overall maintenance of footpaths



Satisfaction with Council facilities and services cont.

Q. Thinking about the services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:



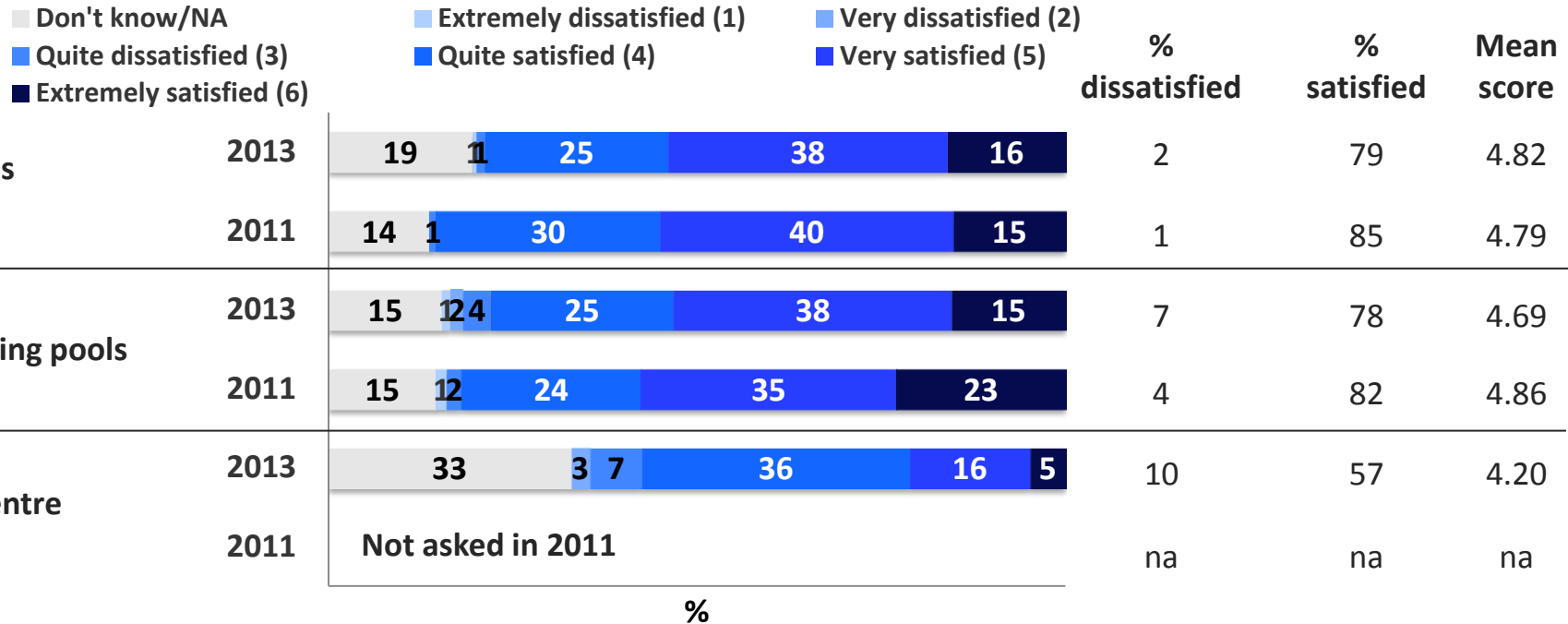
Around one half of residents (48%) stated they are satisfied with the efficiency with which the aerodrome is run, and 8% stated they are dissatisfied, with the remainder stating 'don't know'. These results are similar to in 2011

Around one third (35%) stated they are satisfied with the efficiency with which the Port is run, slightly lower than in 2011 (41%), and 21% are dissatisfied, up from 13% in 2011. The remaining 44% in 2013 stated 'don't know'



Satisfaction with Council facilities and services cont.

Q. Thinking about some further services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:



Over three quarters of residents stated that they are satisfied with libraries (79%) and swimming pools (78%) in 2013, both slightly lower than in 2011 (85% and 82%, respectively)

57% stated they are satisfied with the Civic Centre in 2013, 10% are dissatisfied and the remaining 33% stated they 'don't know'



Satisfaction with Council facilities and services cont.

Q. Thinking about some further services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:

■ Don't know/NA
■ Quite dissatisfied (3)
■ Extremely satisfied (6)

■ Extremely dissatisfied (1)
■ Quite satisfied (4)

■ Very dissatisfied (2)
■ Very satisfied (5)

					% dissatisfied	% satisfied	Mean score				
Heritage facilities	2013	34	1	7	38	13	6	9	57	4.22	
	2011	Not asked in 2011					na	na	na	na	na
Maintenance of cemeteries	2013	14	1	28	45	11		2	84	4.75	
	2011	13	1	28	38	20		1	85	4.87	
That Council consults with residents on important issues	2013	8	2	6	18	42	18	5	26	65	3.91
	2011	Not asked in 2011					na	na	na	na	na

Over one half of residents (57%) stated that they are satisfied with heritage facilities in 2013 while 9% are dissatisfied; the remainder stated they 'don't know' (34%)

84% stated they are satisfied with the maintenance of cemeteries in 2013

65% stated they are satisfied that Council consults with residents on important issues



Satisfaction with Council facilities and services cont.

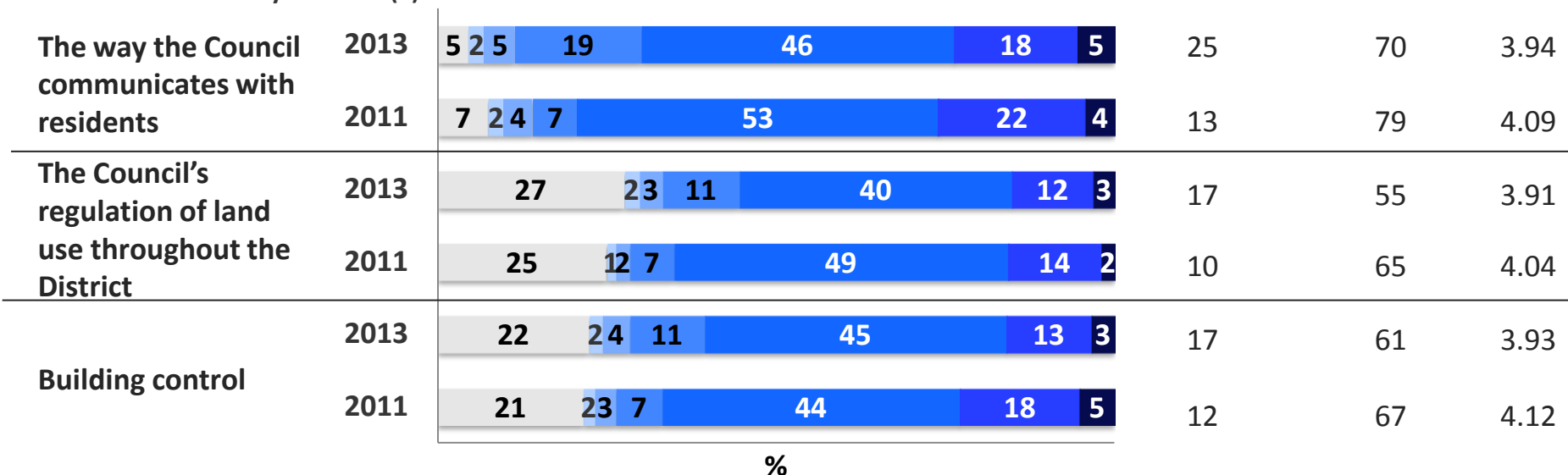
Q. Thinking about some further services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:

■ Don't know/NA
 ■ Quite dissatisfied (3)
 ■ Extremely satisfied (6)

■ Extremely dissatisfied (1)
 ■ Quite satisfied (4)

■ Very dissatisfied (2)
 ■ Very satisfied (5)

%
 dissatisfied %
 satisfied Mean
 score

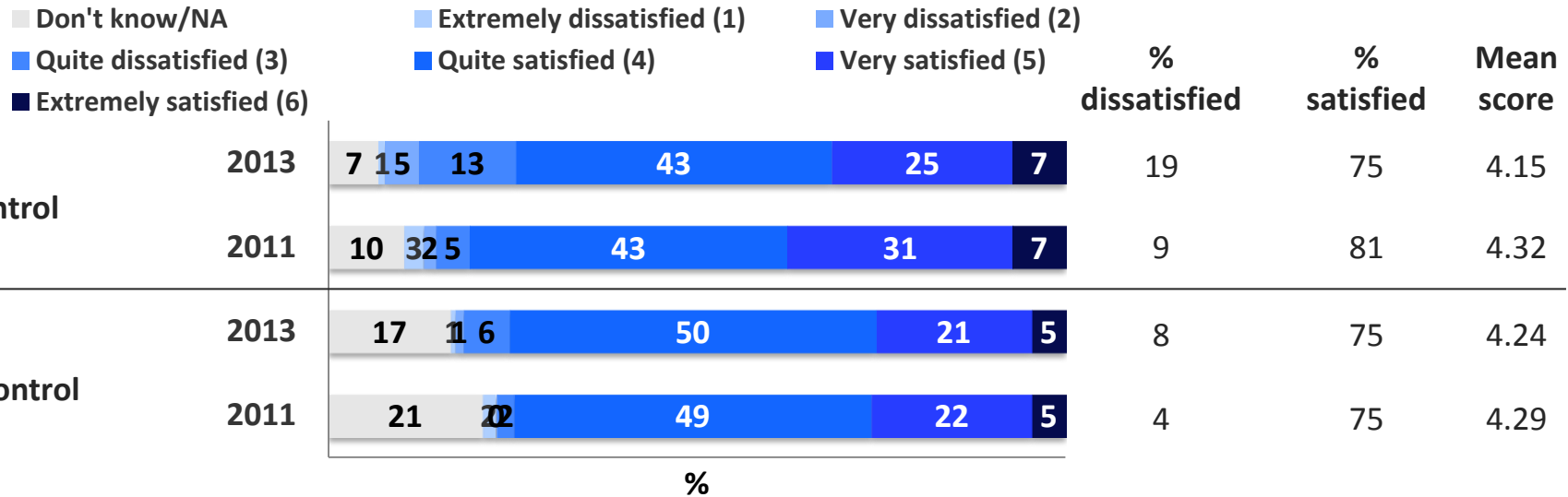


Levels of satisfaction with the way Council communicates with residents (70%), its regulation of land use throughout the District (55%) and building control (61%) are all lower in 2013 than in 2011 (79%, 65% and 67%, respectively)



Satisfaction with Council facilities and services cont.

Q. Thinking about some further services provided by Grey District Council. I would like you to tell me on a scale of extremely satisfied to extremely dissatisfied, how satisfied you are personally with each of the following:

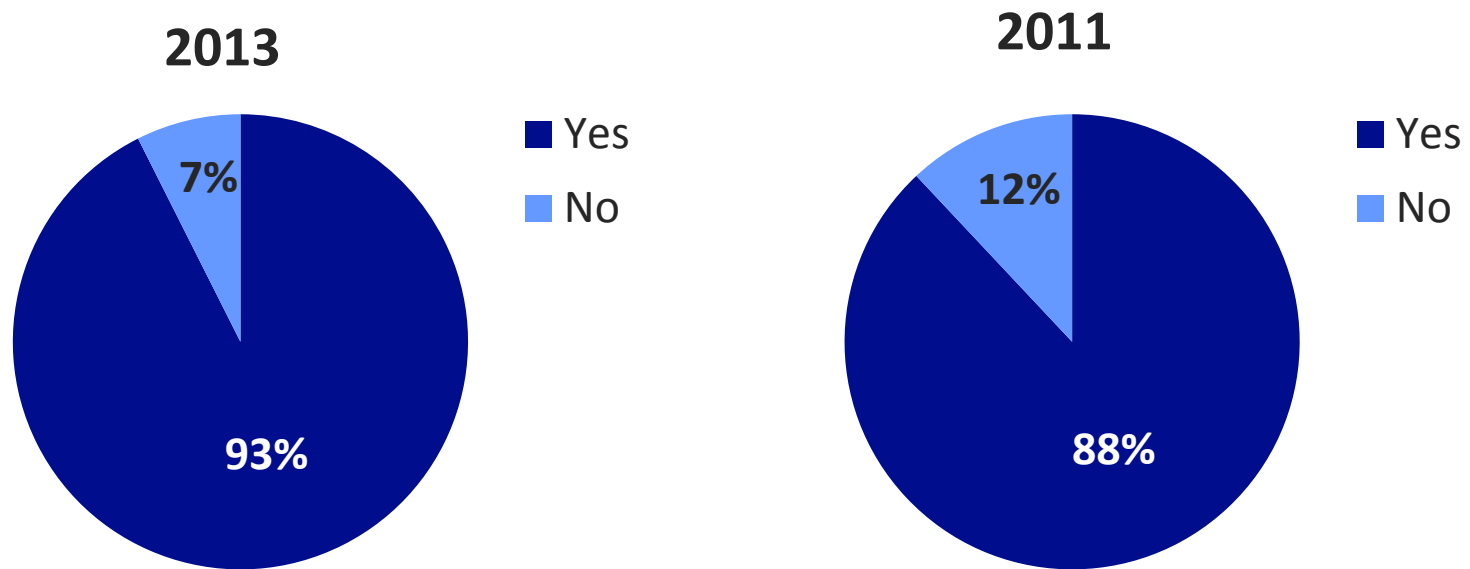


75% of residents are satisfied with both dog control and stock control in 2013. The proportion satisfied with dog control has fallen slightly since 2011 (81%)



Household waste collection service use

Q. Do you have your household rubbish collected by the Council?



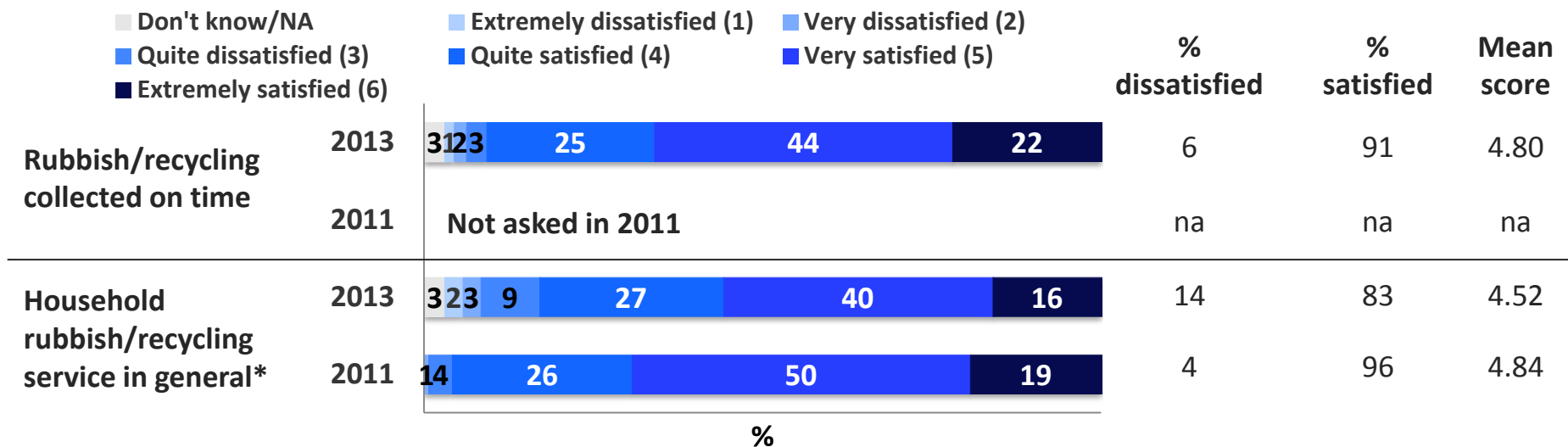
93% of residents in 2013 have their rubbish collected by the Council, slightly higher than in 2011 (88%)



Satisfaction with household rubbish collection service

Q. How satisfied are you that your rubbish and/or recycling is collected on time?

Q. How satisfied are you in general with the household rubbish and/or recycling collection service provided by the Council?



The majority of residents (91%) in 2013 stated that they are satisfied that their rubbish/recycling is collected on time, and 83% are satisfied with the household rubbish/recycling service in general, down from 96% in 2011

Sample: those who have their rubbish collected by the Council: 2011: 309; 2013: 324

* Note: in 2011 the question wording differed slightly: How satisfied are you with the household rubbish collection service?



Satisfaction with household rubbish collection service, 2013 – by area

Q. How satisfied are you that your rubbish and/or recycling is collected on time?

Q. How satisfied are you in general with the household rubbish and/or recycling collection service provided by the Council?

		% satisfied rubbish/recycling collected on time	% satisfied in general with rubbish/recycling collection service
Those who have their rubbish collected by Council (324)		91	83
Area	Greater Greymouth (189)	94	86
	Karoro - Camerons (45*)	98	93
	Kaiata/Dobson/Taylorville/Stillwater (29*)	83	66
	Grey Valley/Blackball/Lake Brunner (30*)	87	83
	Runganga/Rapahoe/Coast Road (31*)	71	65

Residents in the Runganga/Rapahoe/Coast Road area appear to be significantly less likely than average to be satisfied that their rubbish is collected on time (71%)

Residents in the Runganga/Rapahoe/Coast Road (65%) and Kaiata/Dobson/Taylorville/ Stillwater (66%) areas are less likely than average to be satisfied with the rubbish and recycling collection service in general, although due to sample sizes, the results are indicative and differences are not statistically significant

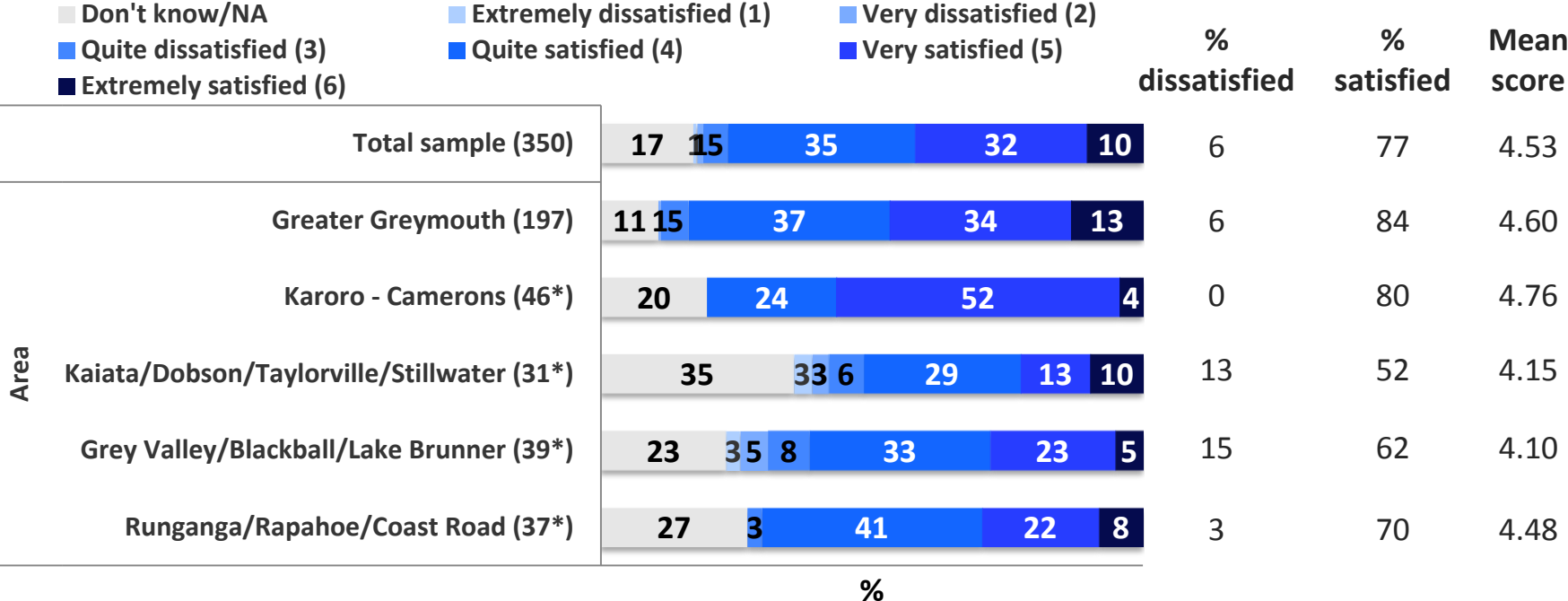
Sample: those who have their rubbish collected by the Council: refer to ()

* Note: small sample size – results indicative only



Satisfaction with Council litter bins, recycling centre and recycling stations – 2013

Q. How satisfied are you that Council litter bins, recycling centre and recycling stations are kept clean and tidy?



77% of residents are satisfied with Council litter bins, recycling centre and recycling stations being kept clean and tidy

Satisfaction is significantly lower than average in the Kaiata/Dobson/Taylorville/Stillwater area (52%)

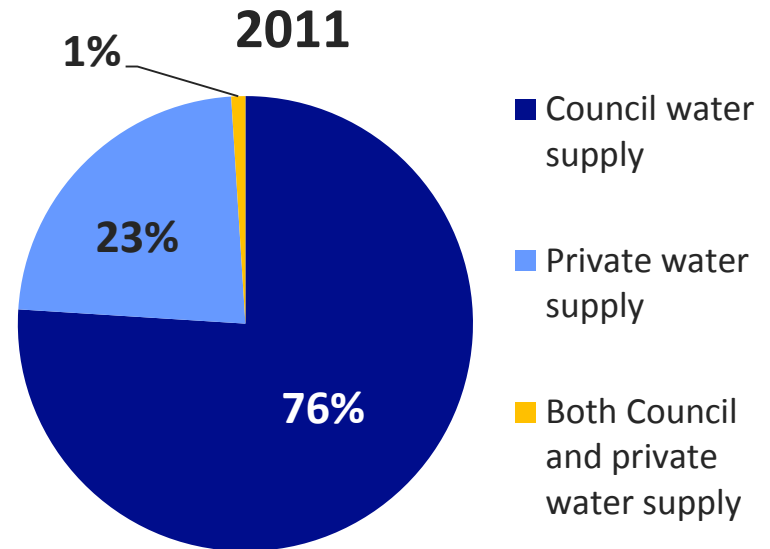
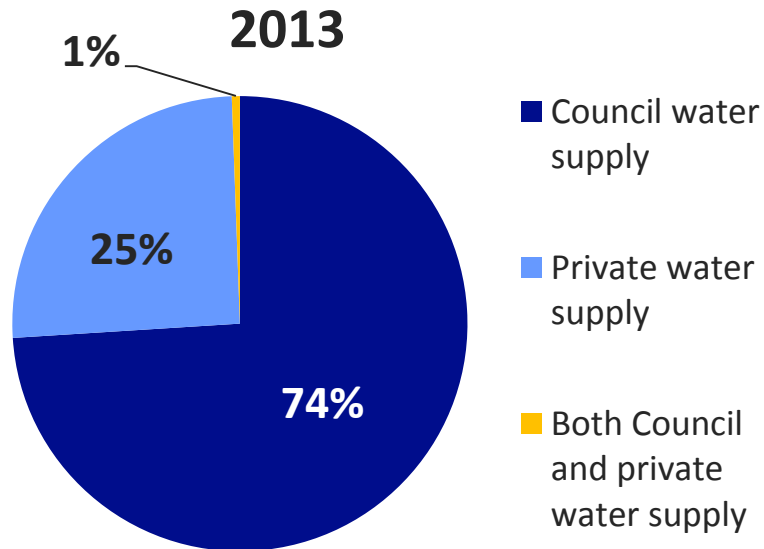
Sample: 350

* Small sample size – results indicative only



Water supply source

Q. Is your home on a Council water supply as opposed to a private supply such as tank water?

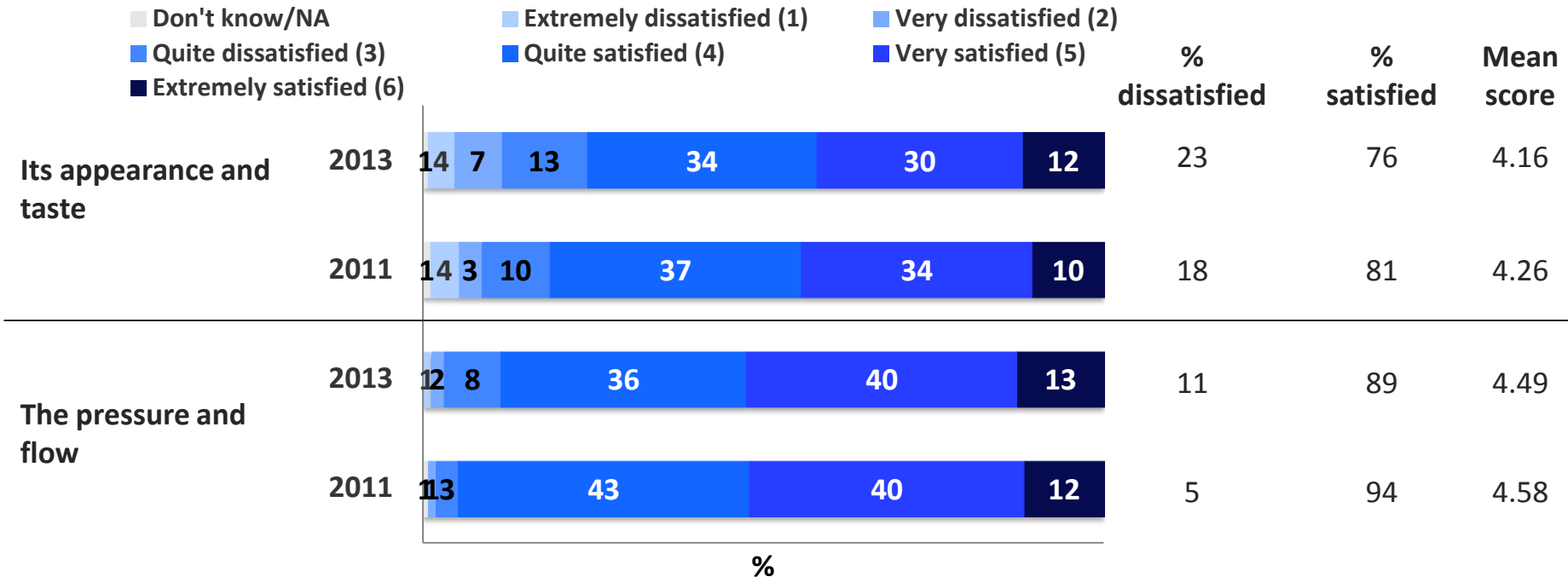


Around three quarters of residents' homes (74%) are on a Council water supply in 2013 and 1% are on both a Council and private water supply



Satisfaction with the water supply

Q. Thinking about the water supply supplied to you by the Council, how satisfied are you with the following aspects of the water...?



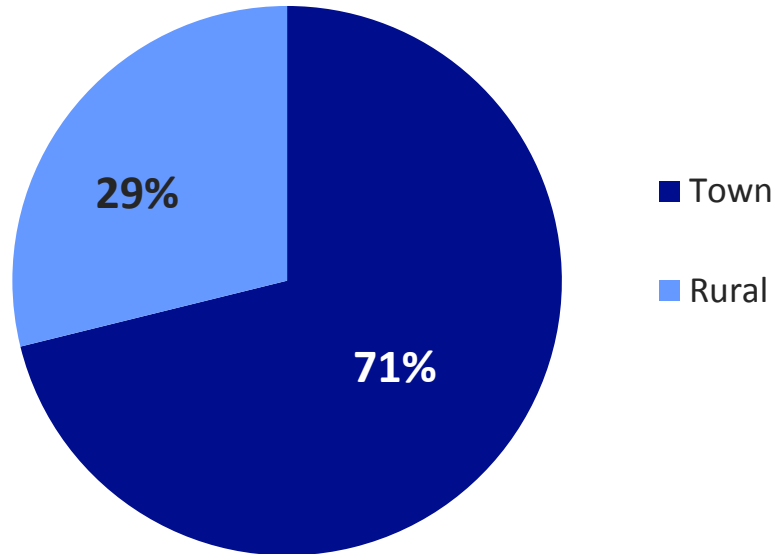
76% of residents on a Council water supply are satisfied with the water's appearance and taste in 2013 and 89% are satisfied with the pressure and flow, both slightly lower than in 2011 (81% and 94%, respectively)

Sample: those who have a Council water supply: 2011: 269; 2013: 261



Whether live in town or rural area – 2013

Q. Do you live in a town or more rural area?

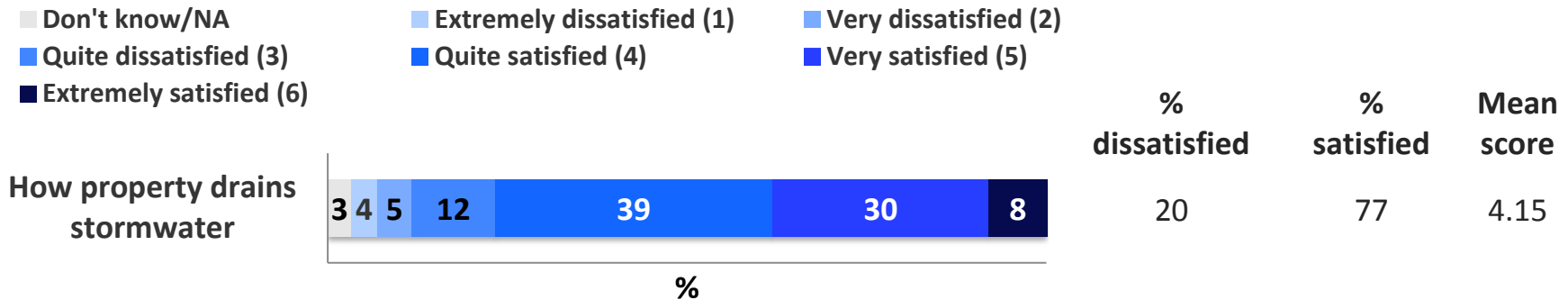


71% of residents in 2013 stated they live in a town rather than in a more rural area



Satisfaction with stormwater drainage – 2013

Q. How satisfied are you with how your property drains stormwater?

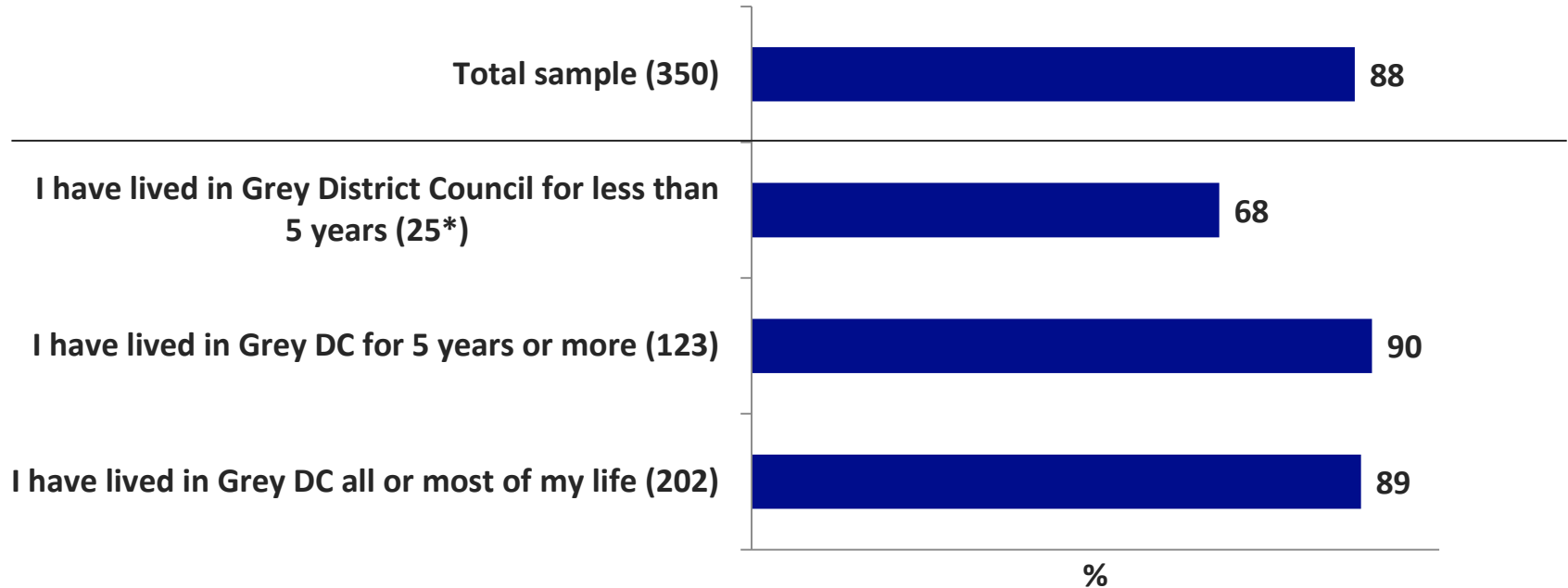


77% of residents living in a town are satisfied with the way their property drains stormwater



Feeling of safety on local roads – 2013

Q. Do you feel safe on local roads?



88% of residents stated they feel safe on local roads.

Those who have lived in Grey District Council for less than 5 years are the least likely to feel safe (68%)

Sample: 2013: refer to ()

* Note: small sample size – results indicative only



Household emergency preparedness



Household emergency preparedness

Q. How well prepared do you feel you are for an emergency event?

		Don't know/NA	Not at all prepared (1)	Not very well prepared (2)	Quite well prepared (3)	Very well prepared (4)	% not prepared	% prepared	Mean score
2013	Total sample (350)	2	23	45	27		26	72	2.99
	Total sample (350)	2	15	48	35		18	81	3.16
2013	Lifestage: Younger, no dependents (75)	5	5	35	36	19	40	55	2.72
	With dependents (124)	2	24	22	48	23	26	72	2.93
	Older, no dependents (151)	1	17	46	35		19	81	3.15
2013	Area: Greater Greymouth (197)	3	34	30	42	21	34	63	2.82
	Karoro - Camerons (46*)	4	9	48	39		13	87	3.22
	Kaiata/Dobson/Taylorville/Stillwater (31*)	3	6	58	32		6	90	3.27
	Grey Valley/Blackball/Lake Brunner (39*)		15	38	46		15	85	3.31
	Runganga/Rapahoe/Coast Road (37*)	3	22	51	24		24	76	2.97

27% of residents stated they feel very prepared for an emergency in 2013 and 45% feel quite well prepared, down from 35% and 48%, respectively, in 2011. The proportion who feel not very well prepared has increased from 15% in 2011 to 23% in 2013

Residents who are younger with no dependents (55%) and those living in the Greater Greymouth area (63%) are the least likely to stated they feel prepared

Sample: Refer to ()

* Note: small sample size – results indicative only

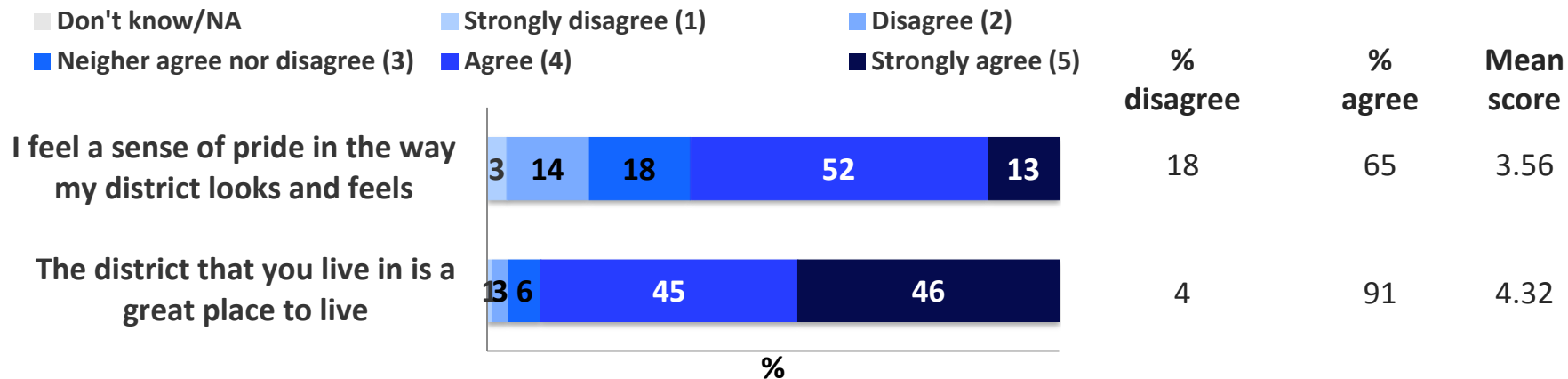


Perception of quality of life



Perception of quality of life – 2013

Q. How much do you agree or disagree with the following statements...?



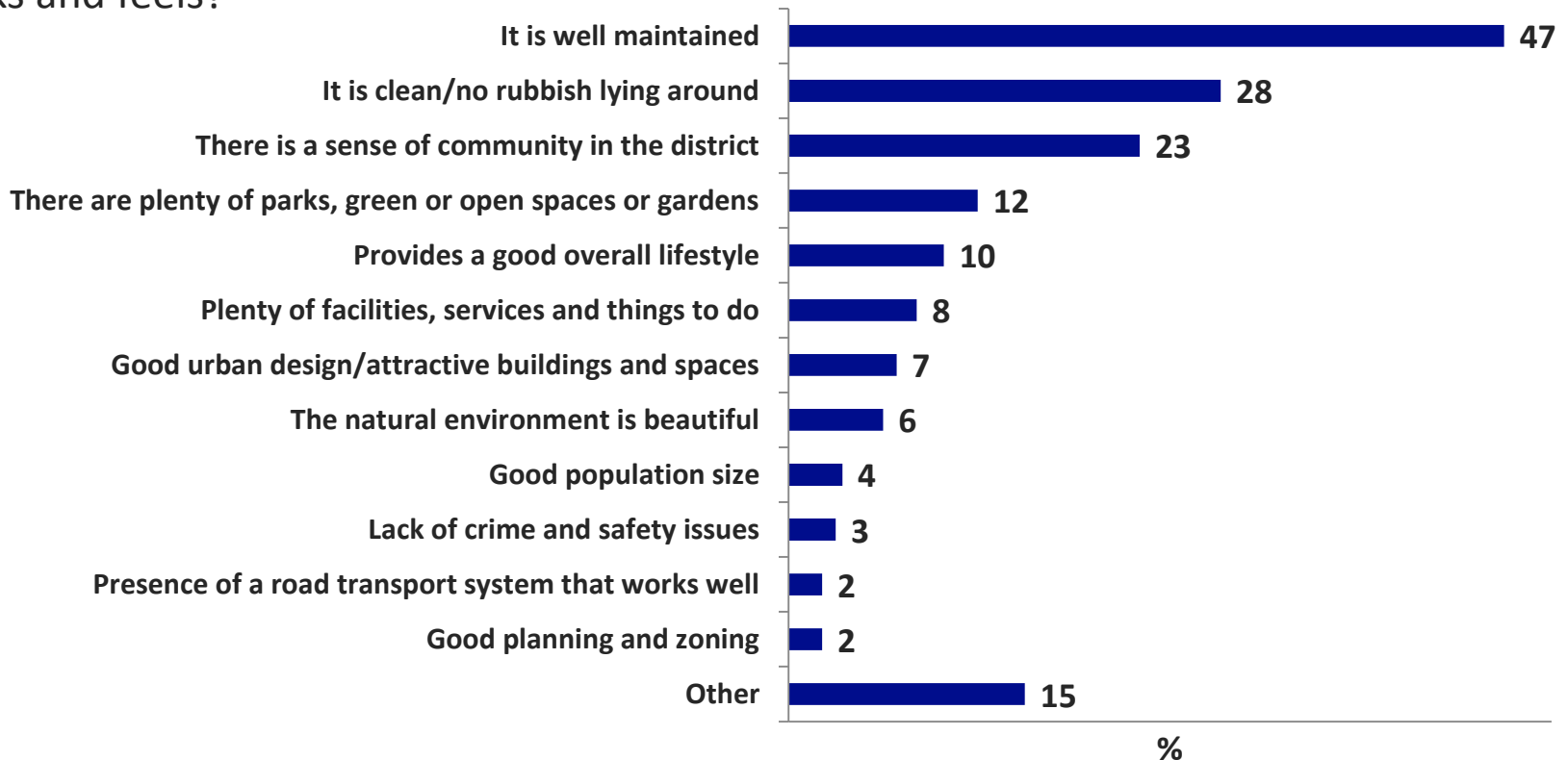
13% of residents stated they strongly agree that they feel a sense of pride in the way their District looks and feels and 52% stated they agree with the statement. Only 3% disagree strongly that they feel a sense of pride

The majority of residents (91%) agree that the District is a great place to live, with 46% agreeing strongly that this is so



Reasons for feeling a sense of pride in the way the District looks and feels – 2013

Q. What is the main reason, or reasons, for feeling a sense of pride in the way your district looks and feels?



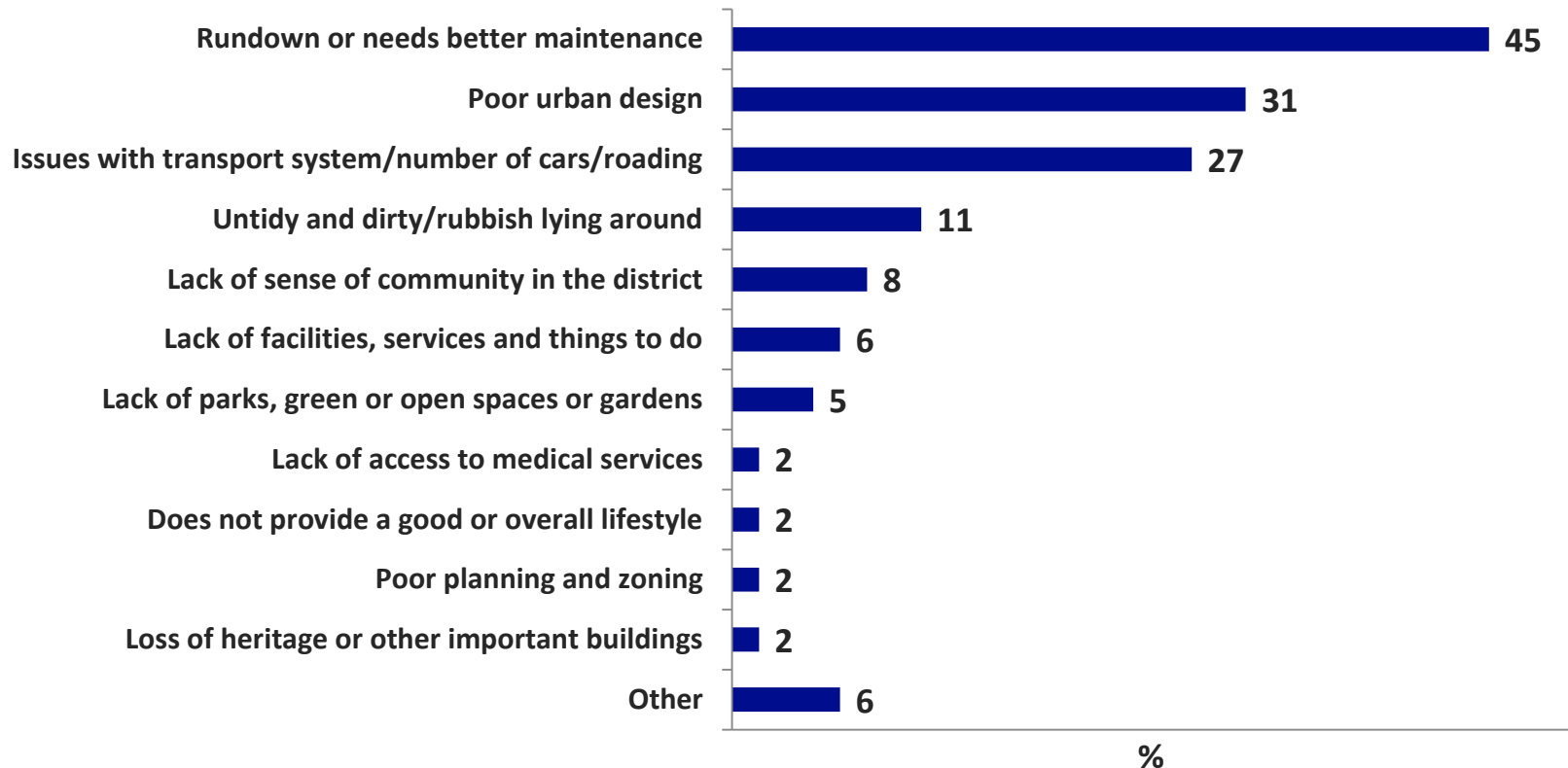
Reasons most commonly stated for feeling a sense of pride were that it is well maintained (47%), it is clean/no rubbish lying around (28%) and there is a sense of community (23%)

Sample: those who feel a sense of pride in the way the District looks and feels : 2013: 226



Reasons for not feeling a sense of pride in the way the District looks and feels – 2013

Q. What is the main reason, or reasons, for not feeling a sense of pride in the way your district looks and feels?



Reasons most commonly stated for not feeling a sense of pride are that the District is run down or needs better maintenance (45%), there is poor urban design (31%) and there are issues with the transport system/number of cars/roading (27%)

Sample: those who feel do not a sense of pride in the way the District looks and feels : 2013: 62



Perception of quality of life, 2013 – by gender and age

Q. How much do you agree or disagree with the following statements...?

	Gender		Life Stage			
	Male (168) %	Female (182) %	18-24 (43*) %	25-49 (140) %	50-64 (106) %	65+ (61) %
I feel a sense of pride in the way the District looks and feels:						
% agree	71	58	53	63	65	75
% disagree	14	21	12	21	21	10
The District is a great place to live:						
% agree	90	91	74	94	92	93
% disagree	2	5	12	1	4	3

Males (71%) are more likely than females (58%) and those aged 65+ (75%) more likely than those in the younger age groups to stated they feel a sense of pride, although these differences by gender and age are not statistically significant

Those aged 18-24 are significantly less likely to agree that the District is a great place to live (74%)

Sample: 2013: refer to ()

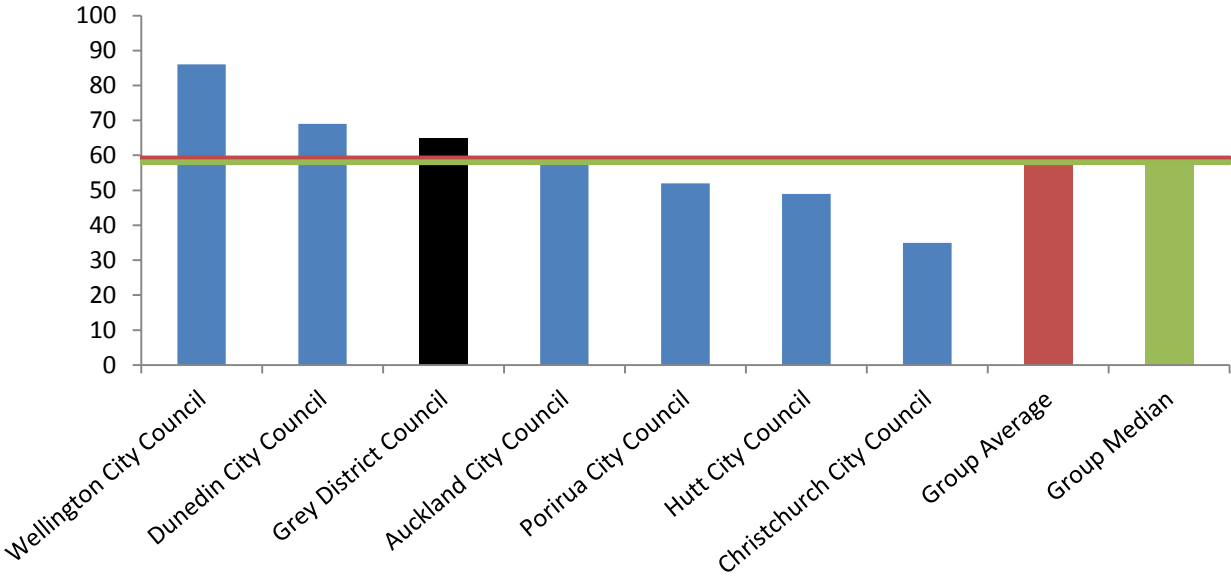
*Note: small sample size – results indicative only



Benchmark data



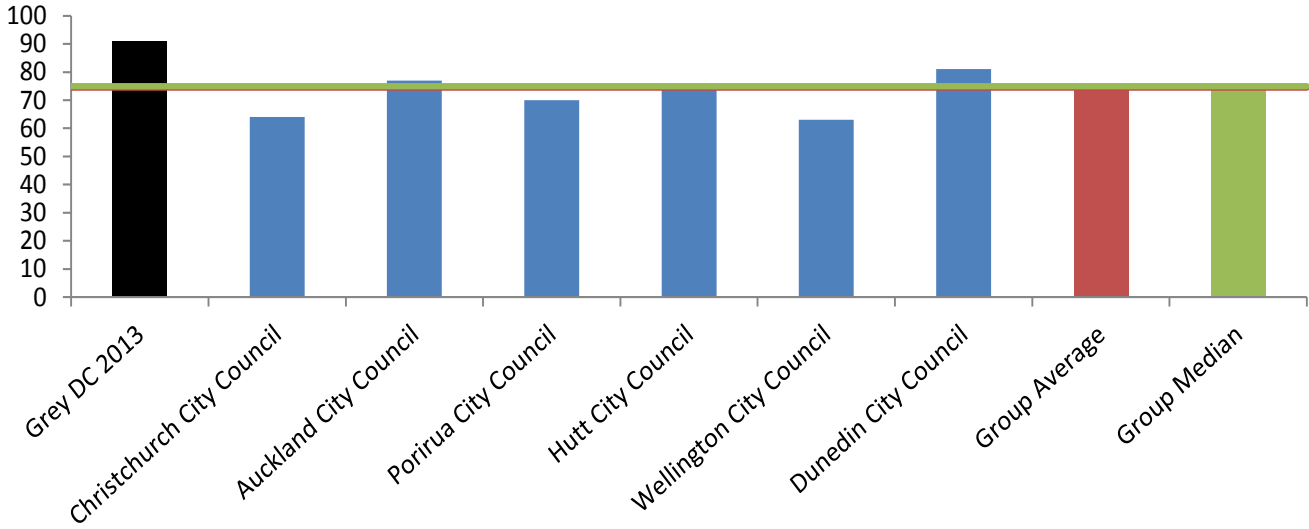
Sense of pride in the way the District looks and feels



Grey District Council residents are more likely than average for the group of Councils to feel a sense of pride in the way their District looks and feels



The District as a great place to live



Grey District Council residents are the most likely of the group of Councils' residents to feel the District is a great place to live

