



Annual Residents' Survey

2023/24



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Introduction, Objectives and Methodology

Introduction

The Ashburton District Council has an ongoing need to measure how satisfied residents are with resources, facilities and services provided by Council, and to prioritise improvement opportunities that will be valued by the community.

Research objectives

- To provide a robust measure of satisfaction with Council's performance in relation to service delivery
- To establish perceptions of various services, infrastructure and facilities provided by Council
- To assess changes in satisfaction over time and measure progress towards the long-term objectives

Methodology

- A statistically robust survey conducted via a quarterly mixed method approach to data collection consisting of a postal invitation to an online survey, with paper surveys sent upon request.
- A total of 6,400 invitations were posted. The aim was to complete n=800 (n=200 per quarter). The sample achieved for 2023/24 was n=878 residents across the Ashburton District area.
- Post data collection the sample has been weighted so it is aligned with known population distributions for the Ashburton District Council area, as per the Census 2018 results, based on age, gender and location.
- At an aggregate level the sample has an expected 95% confidence interval (margin of error) of +/- 3.31%.
- Data collection took place in four waves: between 11 September and 12 October 2023, 1 December and 12 January 2024, 4 March and 7 April 2024, and 31 May and 30 June 2024.

Notes

- Due to rounding, percentages may add to just over or under +/- 1%.
- 'Urban' and 'Rural' classification titles have been changed throughout the report. 'Urban' is now reported as 'Ashburton township', and 'Rural' as 'Rest of District'.

Executive Summary

1

Residents' satisfaction with Ashburton District Council's overall performance continues to increase, rising from 66% in 2022 to 67% in 2023, and now reaching 70% in 2024. This increase is likely due to a significant rise in satisfaction among rural residents, which has jumped from 59% in 2023 to 71% in 2024.

2

Satisfaction with the standard and safety of both *Sealed* and *Unsealed* roads has significantly increased, although satisfaction levels remained relatively low year-on-year. Among the reasons for dissatisfaction, residents cited *Too many potholes* (65%) as the primary concern for sealed roads, while *Poor grading* (35%) and *Poor maintenance* (30%) were identified as the main issues for unsealed roads. Residents continue to advocate that the Council should allocate more funds towards *safer roads, bridges, footpaths, culverts, and cycleways* (58%). Nearly three in ten respondents (27%) *Support further increases to rates to improve the standard of roads*.

3

Council's *Drinking water supply* received a significantly higher satisfaction score compared to 2023 (85% vs 80%). This is the highest satisfaction score recorded for *Drinking water supply*.

4

Public facilities such as *Public toilets* (95%), and other recreation and leisure facilities like the *Public Library* (96%), *EA Network Centre* (89%), and *Ashburton Museum* (93%) are all highly rated by most residents.

5

Satisfaction with rates spending, both overall and among ratepayers, has slightly declined year-on-year. This decline is particularly significant among Ashburton township residents. While public facilities received a high satisfaction rate, 32% believe that the Council should spend less on the library, council building, water feature, and Christmas lights.

6

Satisfaction with *The quality of information published by the Council* has increased, rising from 93% in 2023 to 96% in 2024. Additionally, a majority of residents have seen or read about the Council in the past twelve months through *Rates information* or the *Council's Facebook page*, which saw a significant increase from 36% in 2023 to 43% in 2024.

7

Despite a 3% points decrease since 2023, residents still perceive their *Quality of life* highly, with 83% expressing satisfaction (86% in 2023).



Performance Summary

Overall Performance Summary

	2024	2023	% point change
Overall Performance	70%	67%	3%
Planning services - users	69%	50%	19%
Contact - Through the Snap, Send, Solve App – users	77%	61%	16%
Unsealed roads	55%	46%	9%
Council staff	90%	83%	7%
Sealed roads	32%	26%	6%
Environmental monitoring/public health - users	75%	68%	7%
Contact - By phone - users	91%	86%	5%
Road safety promotion activities (such as winter driving campaigns, wearing of seatbelts etc)	86%	81%	5%
Building services	86%	81%	5%
Drinking water	85%	80%	5%
Advocacy	86%	82%	4%
Property information services - users	97%	92%	5%
Alcohol licensing	93%	90%	3%
CCTV and security patrols	91%	88%	3%
Mayor and Councillors	89%	86%	3%
Quality of information (about Council activities and events)	96%	93%	3%
Animal control	89%	87%	2%
Ashburton Domain	97%	95%	2%
Community safety	91%	89%	2%
Opportunities for grants and funding	97%	95%	2%

Overall Performance Summary

	2024	2023	% point change
Confident that Ashburton District is going in the right direction	92%	90%	2%
Public toilets	95%	93%	2%
Lifestyle opportunities available	95%	93%	2%
Cemeteries	98%	97%	1%
Emergency management/Civil Defence	98%	97%	1%
EA Networks Centre	89%	88%	1%
Economic development	87%	86%	1%
Kerbside rubbish and recycling collection	85%	84%	1%
Contact - In person – users	95%	94%	1%
Contact - In writing - users	79%	78%	1%
Ashburton District is a great place to live	95%	94%	1%
Social services	94%	93%	1%
Rubbish & recycling, overall	83%	83%	-
Public library	96%	96%	-
Playgrounds	94%	94%	-
Council-provided parks and open spaces	95%	95%	-
The Ashburton Art Gallery, services and programmes	90%	90%	-
Arts & culture	88%	88%	-
Council's Climate Change Mitigation and Adaptation Efforts	76%	-	-

Overall Performance Summary

	2024	2023	% point change
Contact, overall	89%	89%	-
Council's website	94%	94%	-
Sense of community with others in your neighbourhood	89%	89%	-
opportunities for Play, active recreation, and sport	93%	-	-
Facilities available for Play, active recreation, and sport	91%	-	-
New resident support	93%	93%	-
Ashburton Museum	93%	94%	-1%
Community events	93%	94%	-1%
Contact - By email – users	84%	85%	-1%
Contact - Online through the Council website – users	90%	91%	-1%
Opportunities to have your say	89%	90%	-1%
Clear about what Council does, and the services and facilities it offers	90%	91%	-1%
Trust Council to do the right thing for the district and its communities	80%	81%	-1%
Activity to care for the district's environment and biodiversity	87%	88%	-1%
Range of community facilities	92%	94%	-2%
Contact - Through Facebook – users	92%	94%	-2%
Rates spend	67%	69%	-2%
State of the district's environment and biodiversity	87%	89%	-2%
Level of influence over Council decision-making	61%	64%	-3%
Overall quality of your life	83%	86%	-3%
Road network provides you with access to services and destinations	60%	66%	-6%

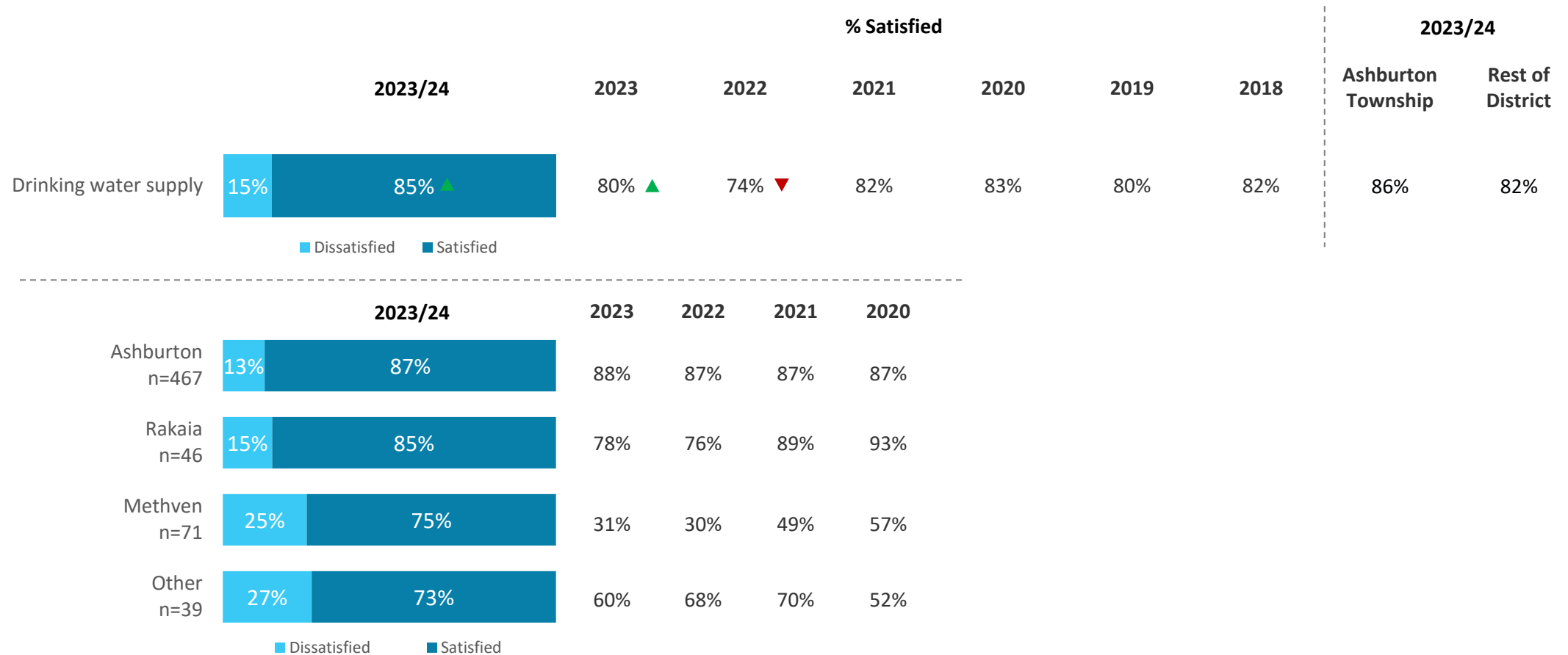


Local Infrastructure



Drinking Water Supply

Satisfaction with the *Drinking water supply* continues to increase, rising from 74% in 2022 to 80% in 2023, and now to 85%. This marks the highest satisfaction rate recorded. Those connected to the *Ashburton Council-provided piped water supply* (87%) are the most satisfied with their drinking water, closely followed by those connected to the *Rakaia supply* (85%).

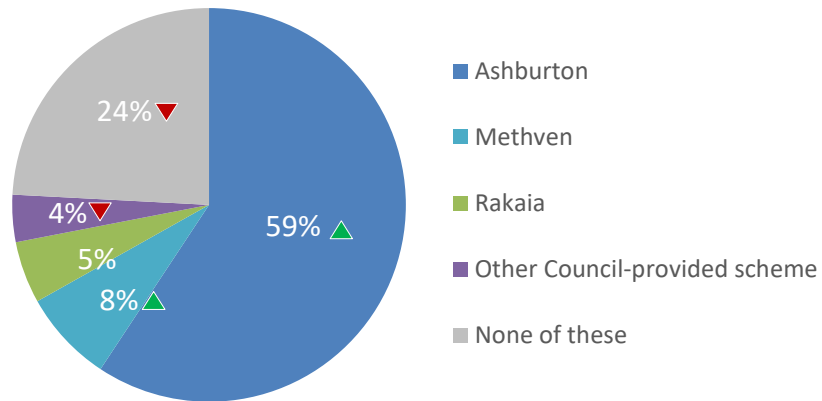


Notes:
 1. WS2. Are you satisfied with the drinking water supply? n=624; Satisfied n=529; Excludes Don't know
 2. WS1. Which, if any, of the following Council-provided piped water supplies are you connected to?

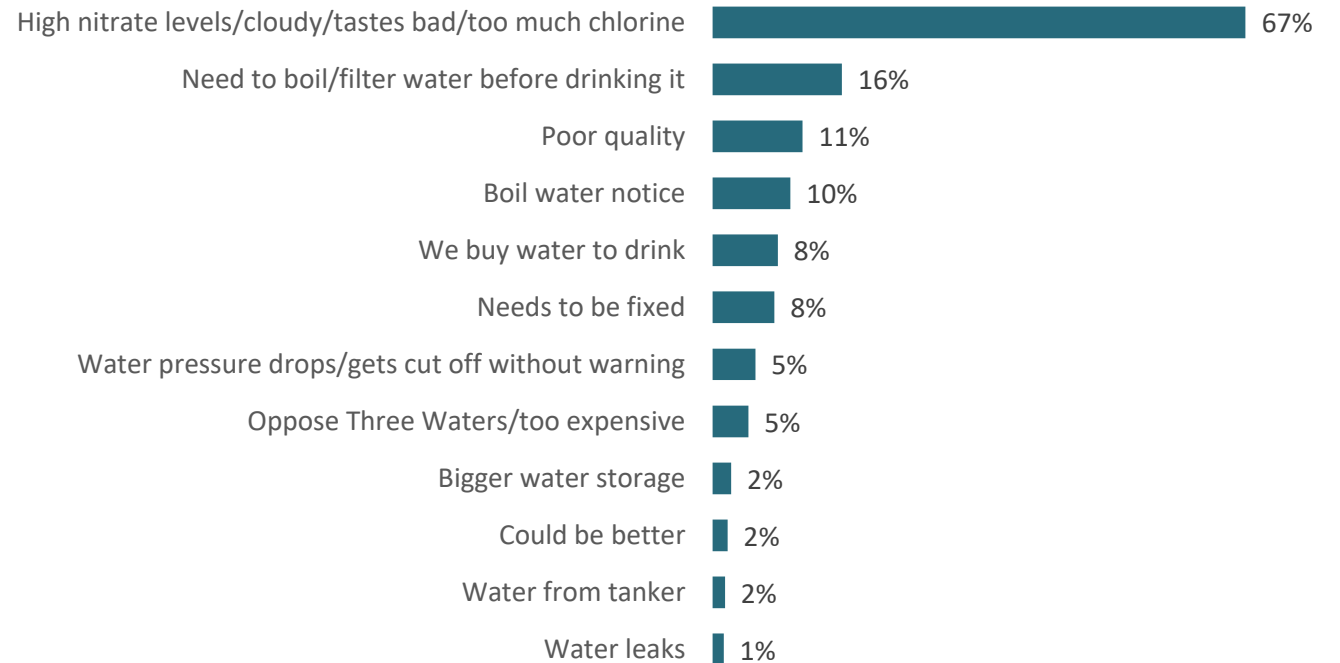
Drinking Water Supply

There is a 7% point increase in the percentage of households connected to the *Ashburton water supply* since 2023, rising from 52% to 59%. Nearly seven in ten dissatisfied residents (67%) cite *High nitrate levels, cloudiness, bad taste, or excessive chlorine* as the primary reason for their dissatisfaction with the drinking water supply.

Water Supply Connection



Reasons for Dissatisfaction

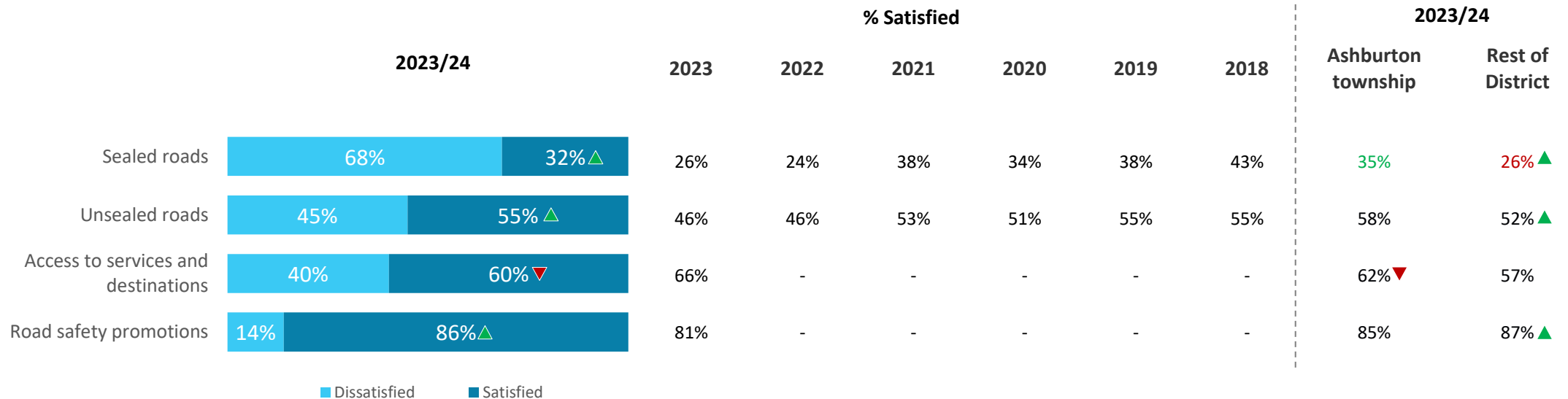


Notes:

1. WS2. Are you satisfied with the drinking water supply? n=624; Satisfied n=529; Excludes Don't know
2. WS1. Which, if any, of the following Council-provided piped water supplies are you connected to?
3. WS3. If dissatisfied at WS2: Why are you dissatisfied with the drinking water supply? n=95

Transportation: Standard and Safety of Roads

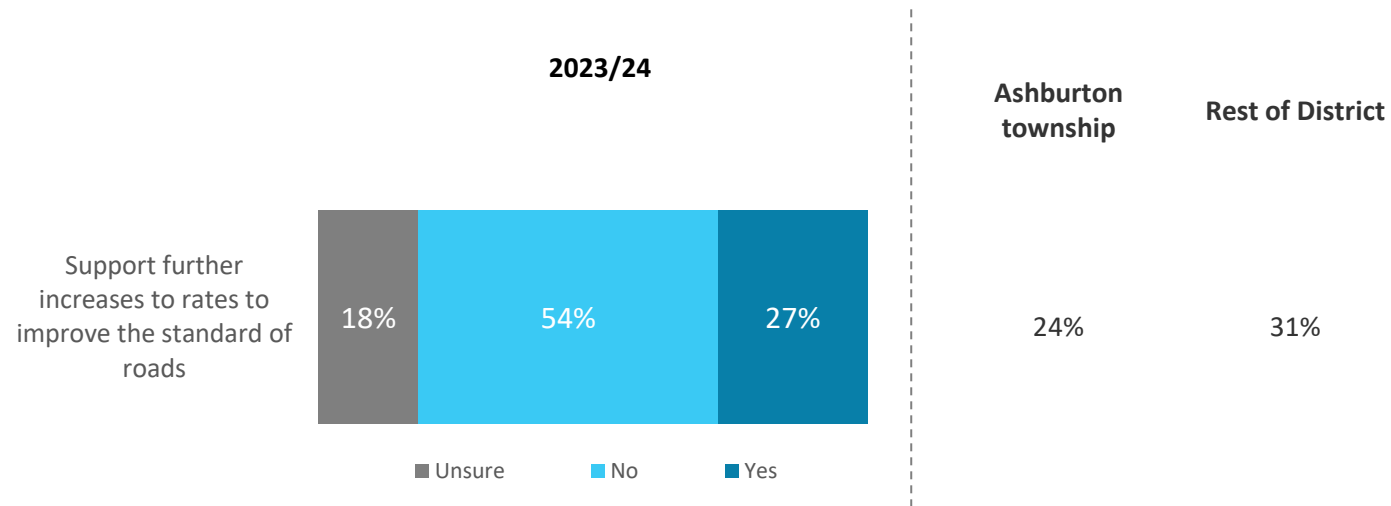
Satisfaction with the standard and safety of both *Sealed* and *Unsealed* roads has significantly increased. However, despite this improvement, satisfaction levels remain relatively low, with *Sealed roads* at 32% and *Unsealed roads* at 55%.



Notes:
 1. SF1A. For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied ... n=859; Excludes Don't know

*Support for Rate Increases to Improve Road Standards

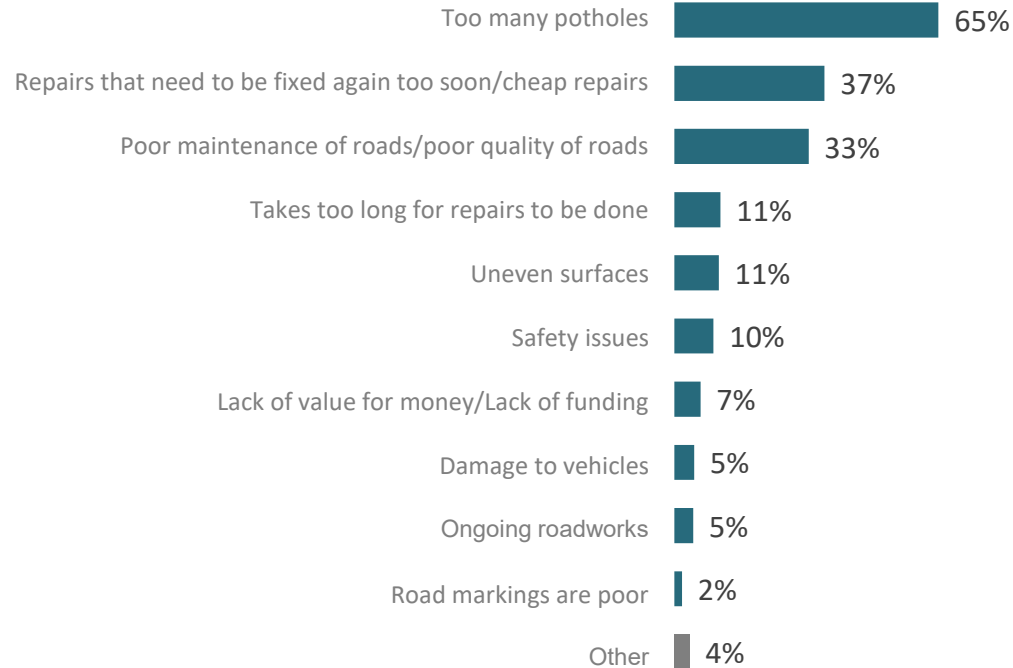
Only 27% of residents *Support further increases to rates to improve the standard of roads*, while more than half (54%) oppose this initiative.



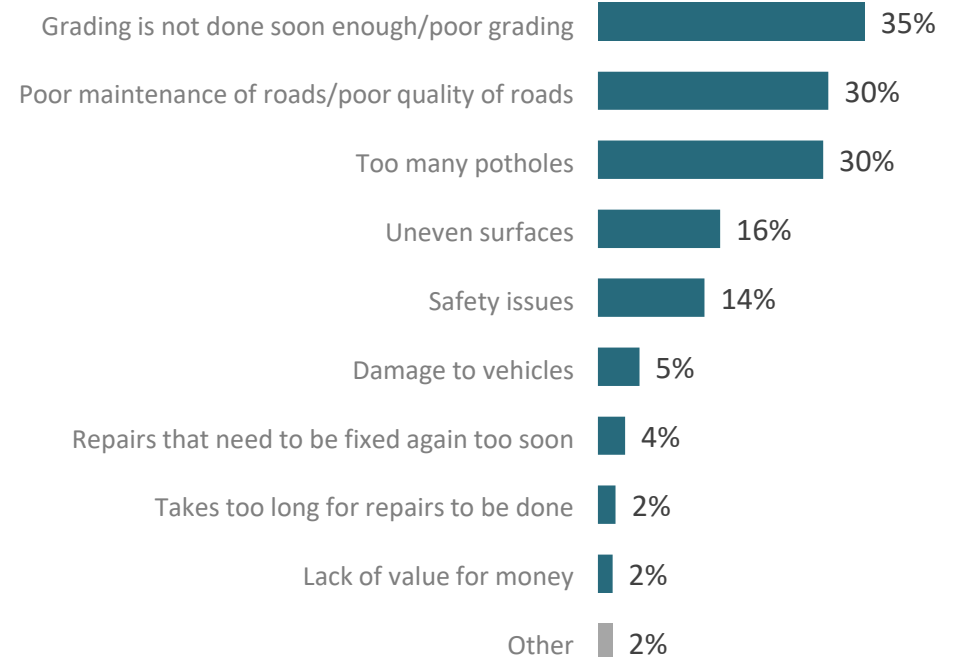
Transportation: Dissatisfaction with the Standard and Safety of Roads (68% Sealed roads – 45% Unsealed roads)

Residents are mostly dissatisfied with Sealed roads due to *Too many potholes* (65%). While dissatisfaction with Unsealed roads is mostly due to *Poor grading* (35%) and *Poor maintenance* (30%).

Reasons for Dissatisfaction – Sealed roads

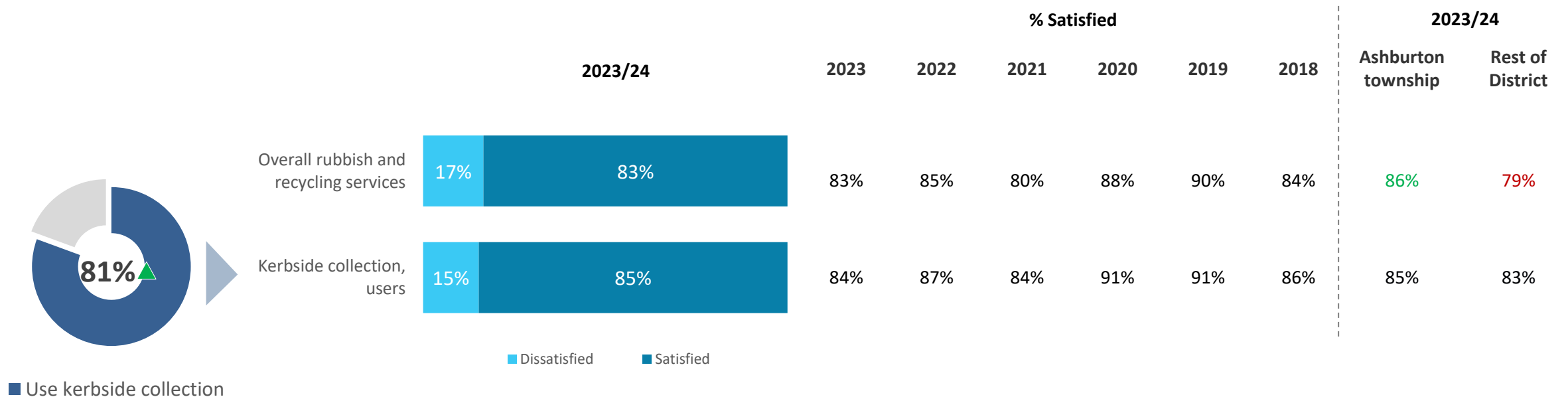


Reasons for Dissatisfaction – Unsealed roads



Waste Reduction and Recovery

The same proportion of residents (83%) were satisfied with *Overall rubbish and recycling services* in 2024 as they were in 2023. Similarly, 85% of *Kerbside collection users* express satisfaction with the services they received.

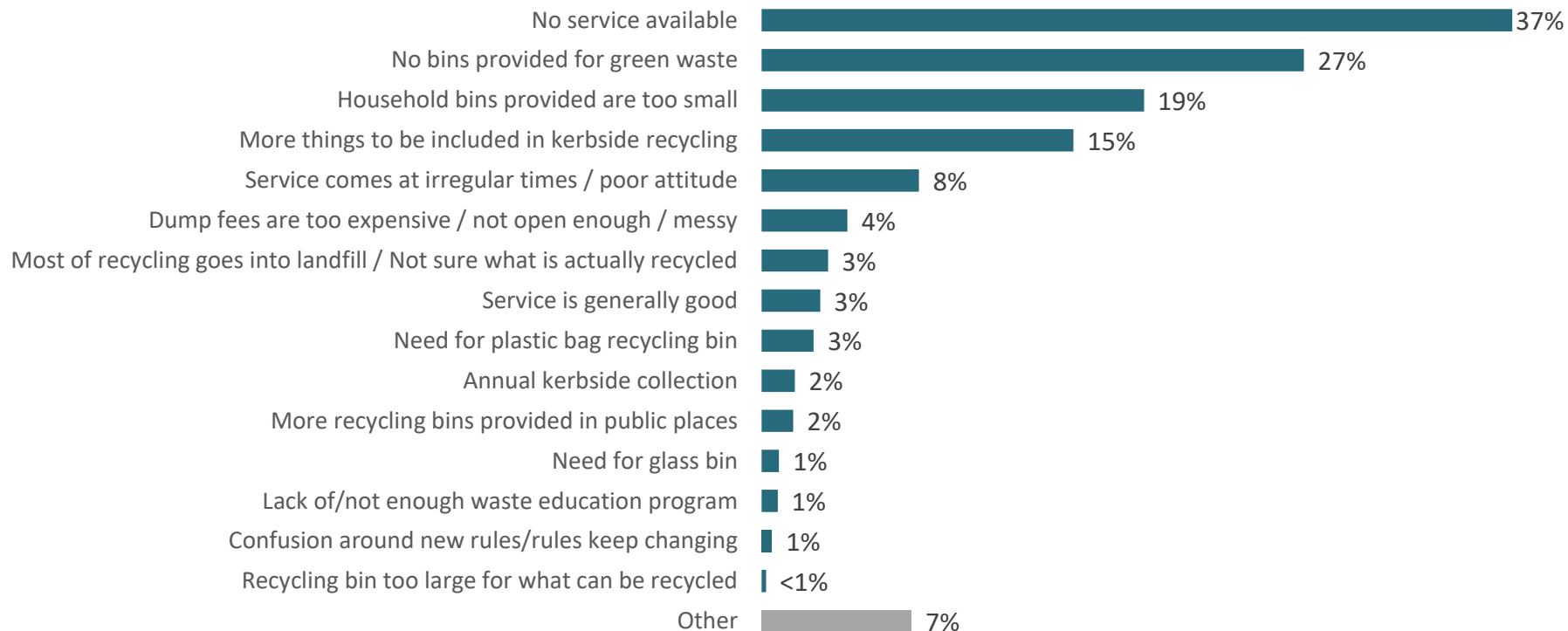


In 2023, 74% of residents have used Council's kerbside collection service.

Dissatisfaction with Rubbish and Recycling Services (17%)

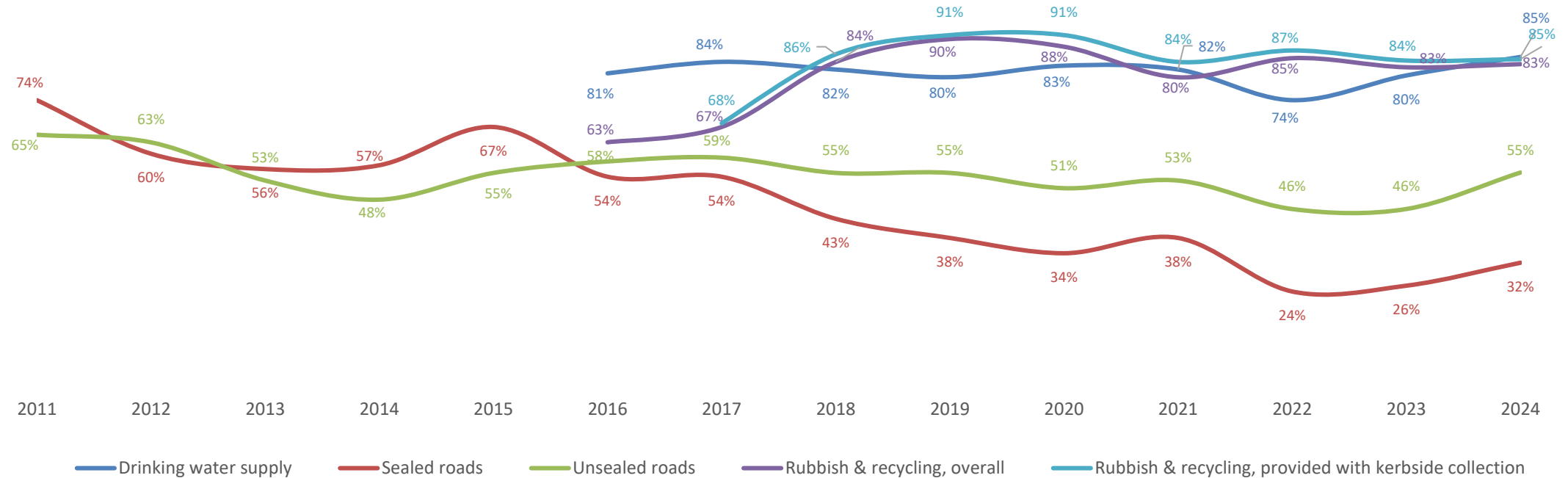
Among those dissatisfied with the *Rubbish and recycling services*, the most common concern mentioned by nearly four in ten respondents (37%) was that there is *No service available*. Additionally, there were concerns that there are *No bins provided for green waste*, which was mentioned by 27% of those who commented.

Reasons for Dissatisfaction



Local Infrastructure: Trend in Satisfaction (2011 – 2024)

Satisfaction with local infrastructure, including the *Drinking water supply*, *Sealed and Unsealed roads*, and *Overall rubbish and recycling services*, continue to show improvement year-on-year or at least remain steady.



Notes:

1. WS2: Are you satisfied with the drinking water supply?
2. SF1A.2: For each of the following functions, which you as a ratepayer or resident could be contributing to, are you satisfied or dissatisfied with the standard and Safety of sealed roads, excluding state highways
3. SF1A.3: Standard and safety of the district's unsealed roads
4. SF2A.1: Are you satisfied with the following? Council's rubbish and recycling services
5. RC2: And are you satisfied or dissatisfied with the kerbside rubbish and recycling collection service?

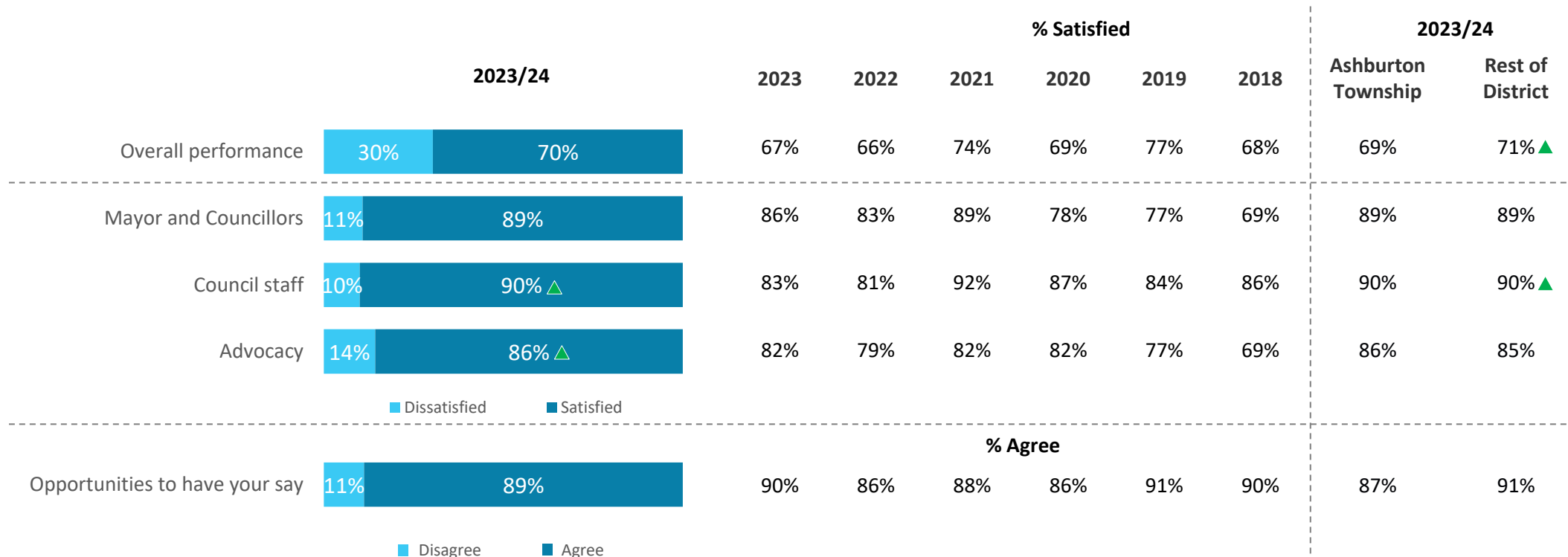


Public Services



Community Governance and Decision-making

Residents' satisfaction with the *Council's overall performance* has increased by 3% points since 2023, rising from 67% to 70% this year. This increase is likely due to a significant rise in satisfaction among rural residents, which has jumped from 59% in 2023 to 71% in 2024. Satisfaction with the *Mayor and Councillors* has also increased year on year (from 86% to 89%), while satisfaction with *Council staff* and *Advocacy* has significantly increased by 7% and 4% points, respectively.



Notes:

- OVS1: Overall, are you satisfied or dissatisfied with the performance of Ashburton District Council over the last 12 months? n=741
- PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year? n=577
- PER1.3: Are you satisfied or dissatisfied with: The performance of Council staff in the last year? n=535
- SF4A.5: Are you satisfied or dissatisfied with the advocacy role Council plays for the District? n=629
- PER1.1: Do you agree or disagree with the following statements about Ashburton District Council? Council provides opportunities to have your say; n=634

▲ Significantly higher
▼ Significantly lower

▲ Significantly higher
▼ Significantly lower

Dissatisfaction with Council's Overall Performance (30%)

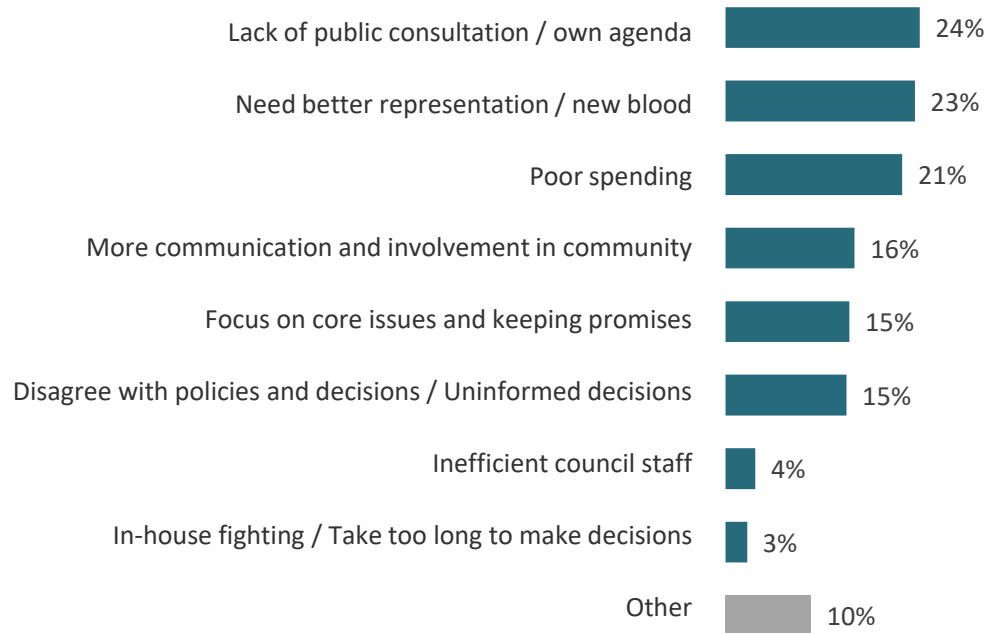
More than half (55%) of dissatisfied residents mentioned *Roading issues* as their primary reason for dissatisfaction with Council's overall performance. Focusing on resolving these concerns can positively influence residents' perceptions and enhance their overall satisfaction with the Council's performance.



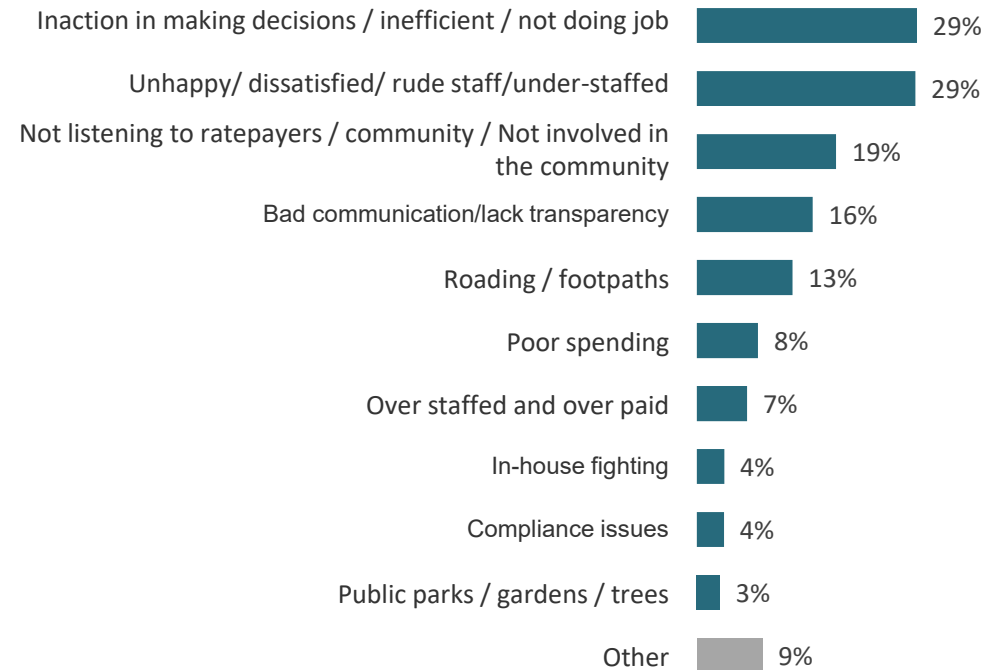
Dissatisfaction with Performance of the Mayor and Councillors (11%), and Council Staff (10%)

Nearly a quarter of dissatisfied residents believe that the Mayor and Councillors *Lack public consultation or have their own agenda* (24%). On the other hand, dissatisfaction with Council staff mainly stems from perceived *Inaction or inefficient job performance* (29%), and *Rude staff/under-staffed* (29%).

Reasons for dissatisfaction with the Mayor and Councillors

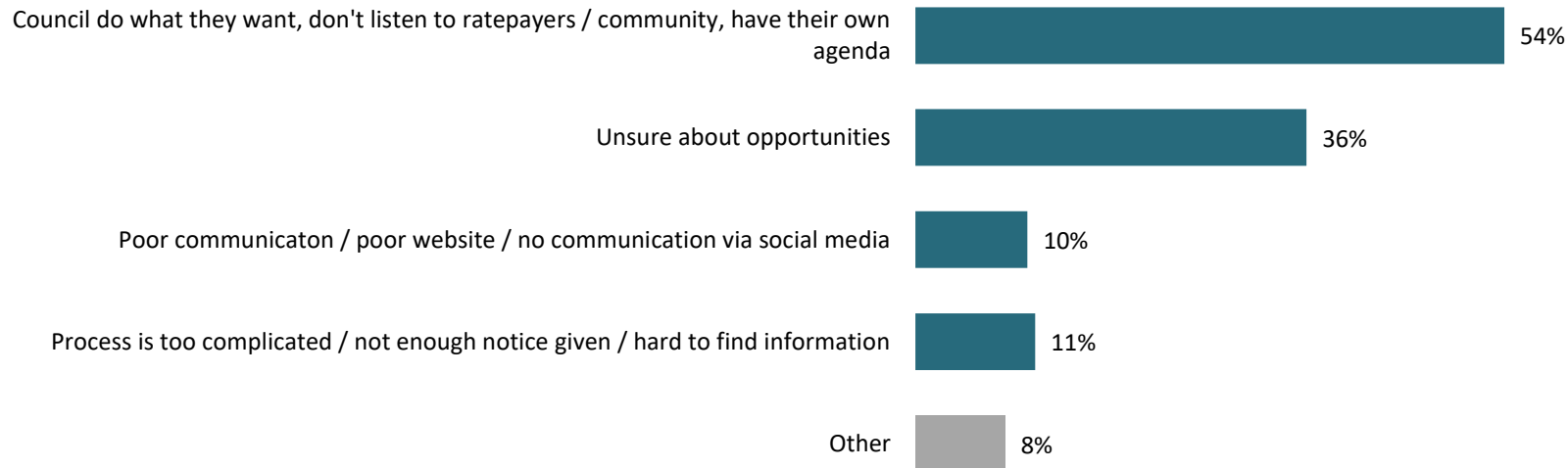


Reasons for Dissatisfaction with the Council Staff



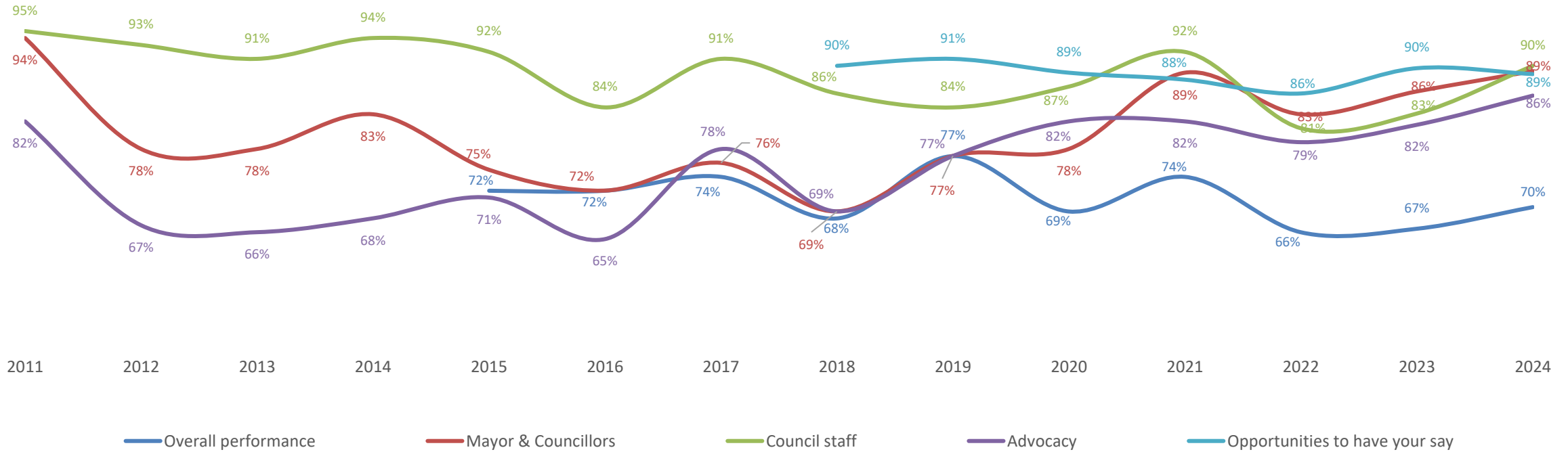
Dissatisfaction with Opportunities to have a say (11%)

Among residents dissatisfied with the *Opportunities provided by the Council to have a say*, 55% feel that *The Council doesn't listen to them*. Additionally, 36% are *Unsure or don't feel there is an opportunity* for them to contribute to the Council's decisions.



Community Governance and Decision-making: Trend in Satisfaction (2011 – 2024)

With an exception of the *Opportunity to have a say*, all metrics related to Community governance and decision-making have increased since 2023.



Year-on-year
 ▲ Significantly higher
 ▼ Significantly lower

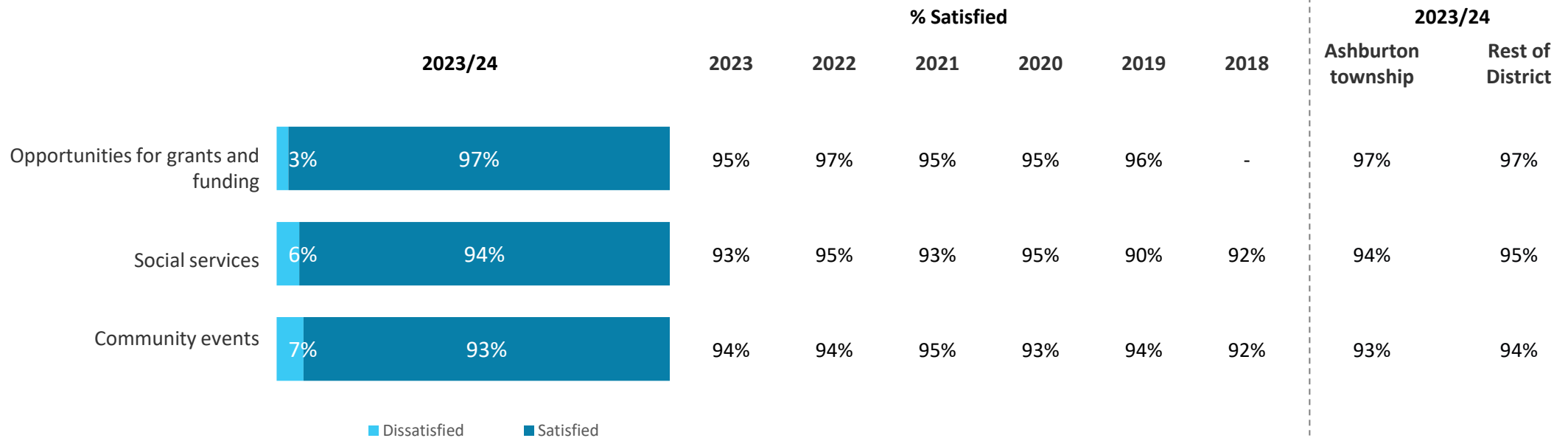
Between demographics
 ▲ Significantly higher
 ▼ Significantly lower

Notes:

- OVS1: Overall, are you satisfied or dissatisfied with the performance of Ashburton District Council over the last 12 months?
- PER1.3: Are you satisfied or dissatisfied with: The performance of Council staff in the last year?
- PER1.4: Are you satisfied or dissatisfied with: The performance of the Mayor and Councillors in the last year?
- SF4A.6: Council plays an advocacy role by lobbying central government on the community views about issues including road funding and police staffing levels. Are you satisfied or dissatisfied with the advocacy role Council plays for the District?
- PER5.1: Do you agree or disagree with the following statements about Ashburton District Council? Council provides opportunities to have your say

Community Events and Grants

Nearly all residents are satisfied with the *Opportunities for grants and funding* (97%), while 94% are satisfied with the Council's involvement in *Social services*, and 93% are satisfied with the Council's role in supporting *Community events*.

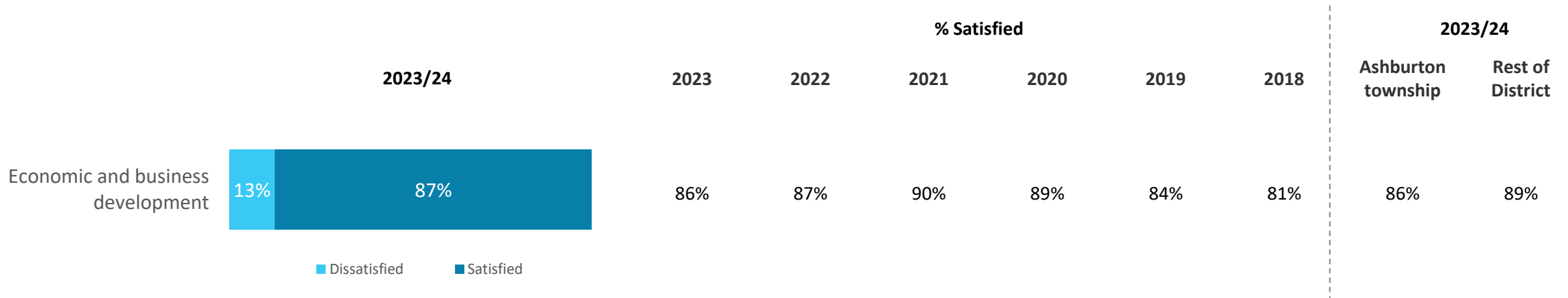


Notes:

- SF5A.2: Council's provision of opportunities for grants and funding to support community-led projects; n=612
- SF4A.4: Are you satisfied or dissatisfied with Council's role in supporting community events; n=739
- SF4A.3: Are you satisfied or dissatisfied with the level of Council's involvement in social services? n=571

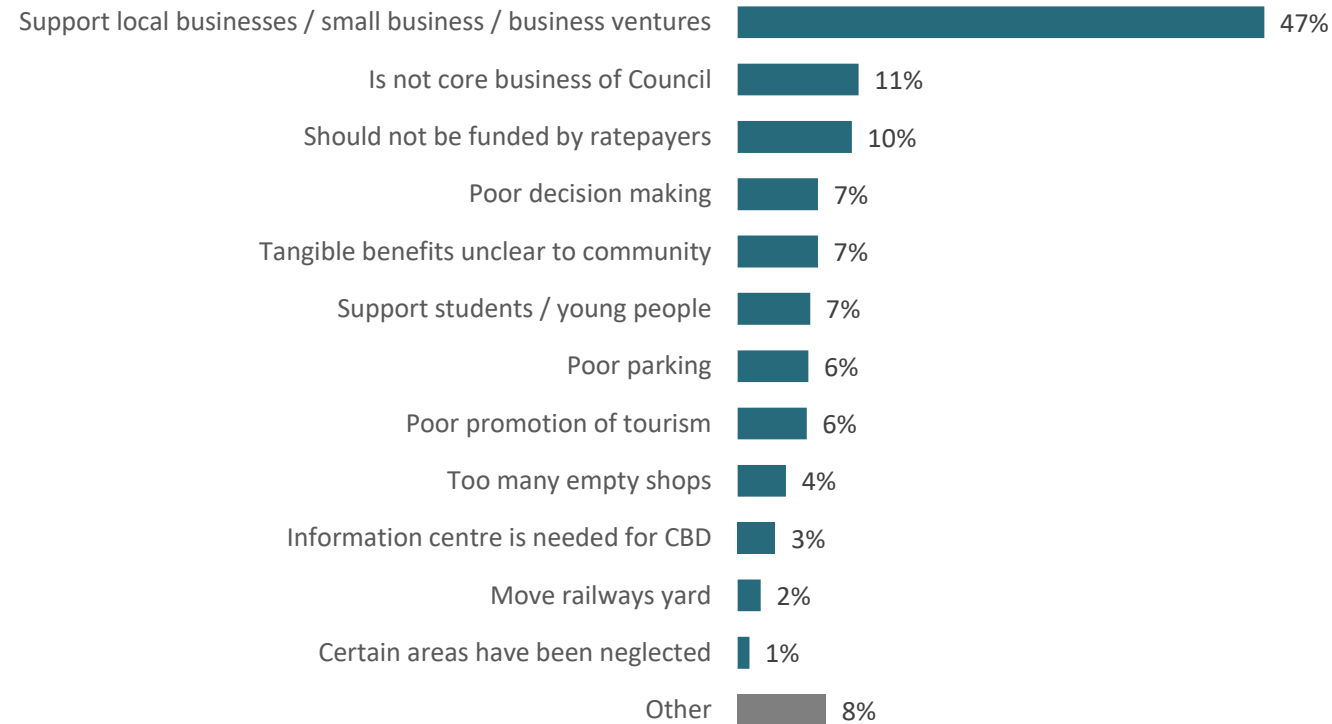
Economic and Business Development

Satisfaction with *Economic development* has shown a slight increase, reaching the same level as in 2022, at 87%.



Dissatisfaction with Council's Economic Development (13%)

Nearly half of dissatisfied residents (47%) emphasise the need for the Council to *Support local and small businesses*.

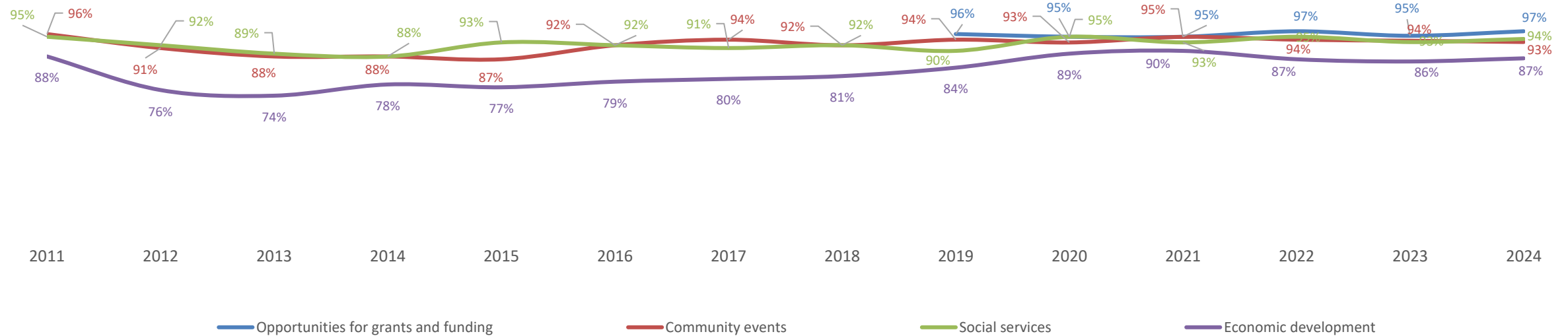


Notes:

1. SF4B.1: Why are you dissatisfied with the Council's role in economic and business development? n=54

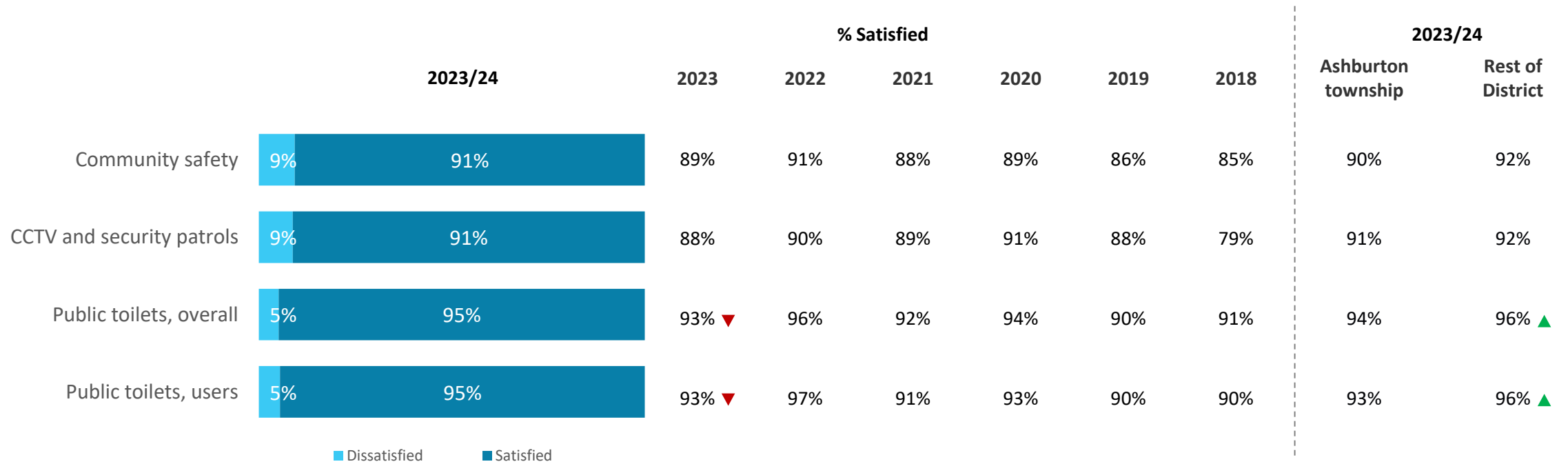
Community Events And Economic Development: Trend in Satisfaction (2011 – 2024)

Over the past years, satisfaction with *Community events* and *Economic development* has remained consistently high.



Community Services

Community services, including *Community safety*, *CCTV and security patrols*, and *Public toilets*, are highly rated by residents.

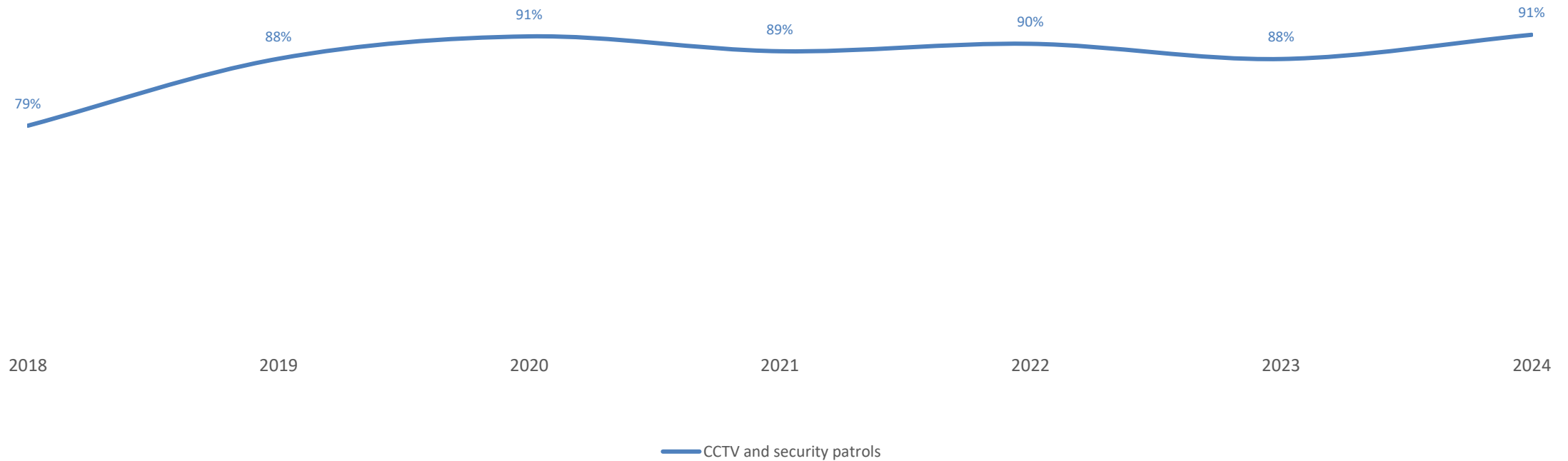


Notes:

- SF4A.6: Are you satisfied with Council's current level of involvement in community safety? n=737
- SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=643
- SF2A.2: Are you satisfied with the following? Public toilets; n=690; users of public toilets n=552

Community services: Trend in satisfaction (2018 – 2024)

There is a slight increase of 3% points in satisfaction with *CCTV and security patrols* this year compared to the previous year, reaching the highest satisfaction score recorded alongside the result in 2020 (91%).

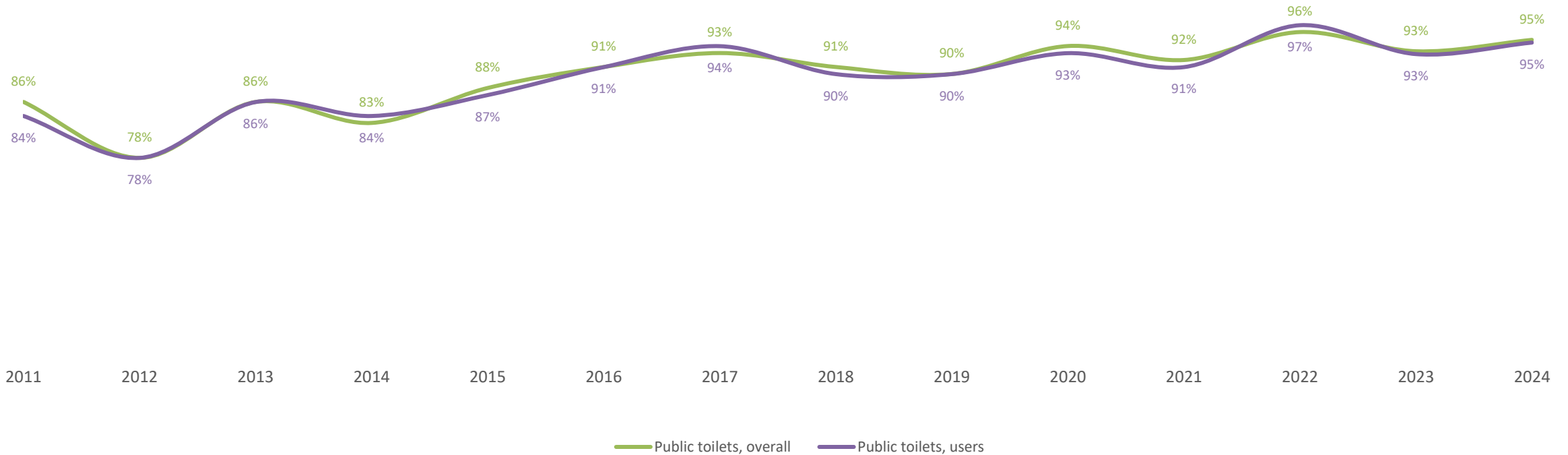


Notes:

1. SF5A.3: How satisfied or dissatisfied are you with the following? Council's provision of CCTV and security patrols within the district; n=643

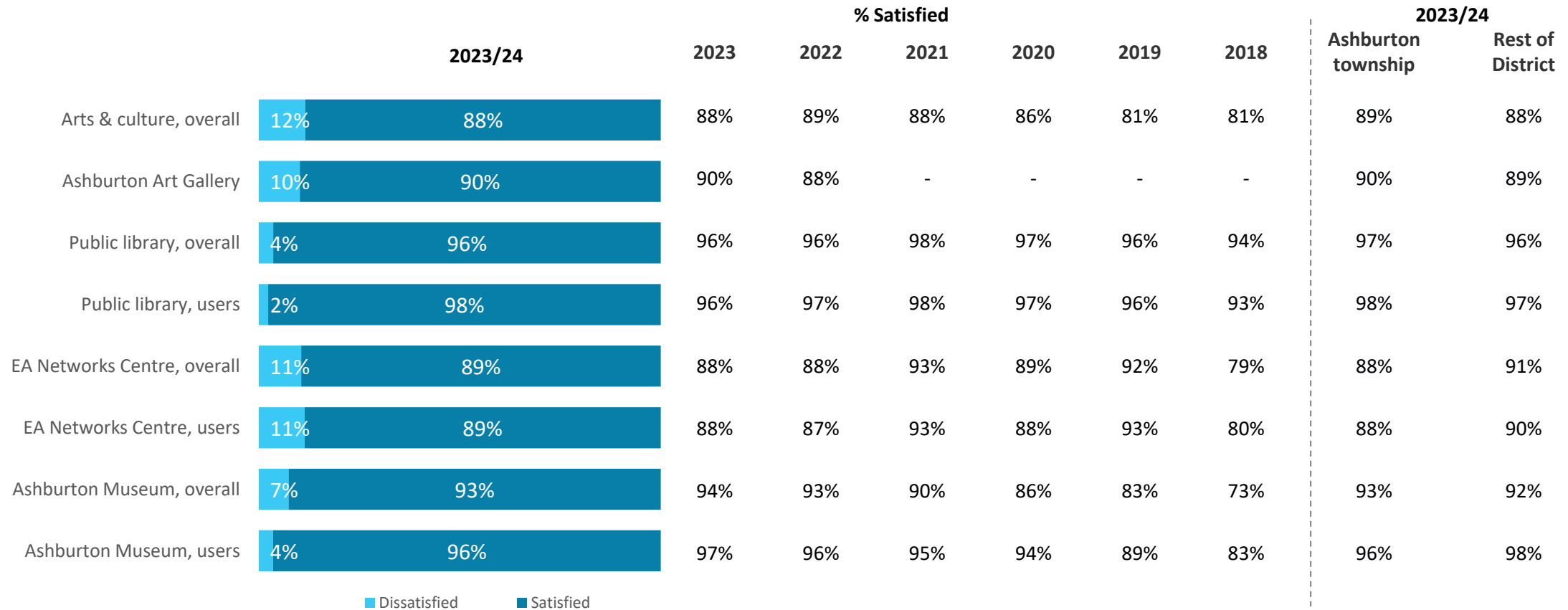
Community Services: Trend in Satisfaction (2011 – 2024)

Satisfaction with *Public toilets*, both overall and among users, has increased this year.



Recreation and Leisure

A consistent 88% of respondents year-on-year are satisfied with the Ashburton District Council's support of *Overall arts and culture*. The public library received the highest satisfaction rates, with 96% overall satisfaction and 98% satisfaction among users, maintaining these high levels year-on-year.

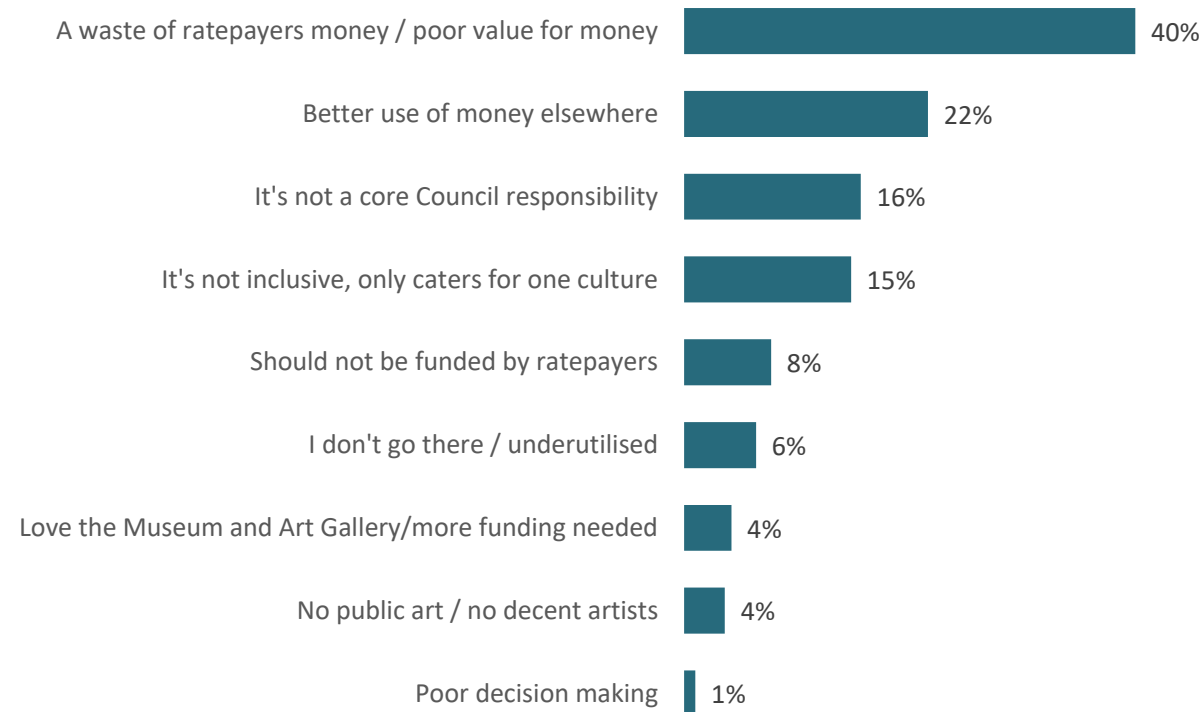


Notes:

- SF4A.2: Council supports art and culture in the district in a number of ways, including operating the Ashburton Museum as a part of Council, and providing grant funding to the Ashburton Art gallery and Ashburton Trust Events Centre. Overall, are you satisfied or dissatisfied with Council's level of involvement in arts and culture in the district? n=576
- SF3A. And, are you satisfied with some of the facilities provided? Public library users n=432, EA networks centre users n=492, Ashburton museum users n=232

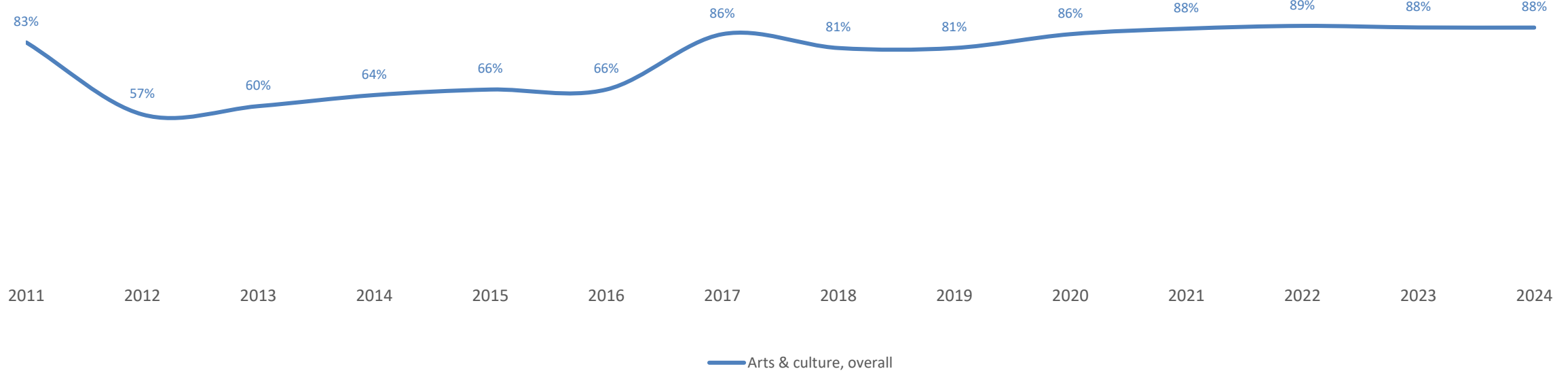
Dissatisfaction with Council's Level of Involvement in Arts and Culture (12%)

40% of dissatisfied residents perceive no value in the Council's involvement in arts and culture, citing it as *A waste of ratepayers' money*. Additionally, 22% believe the money could be *Better used elsewhere*.



Arts and Culture: Trend in Satisfaction (2011 – 2024)

Satisfaction with how Council supports *Arts and culture* has remained consistently high over the years.

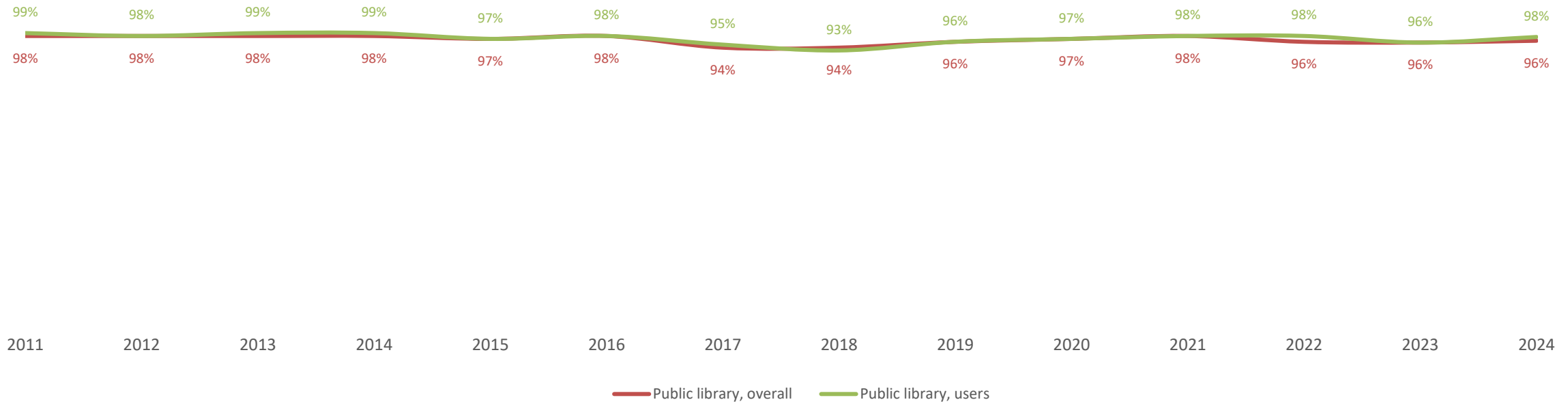


Notes:

- SF4A.2: Council supports art and culture in the district in a number of ways, including operating the Ashburton Museum as a part of Council, and providing grant funding to the Ashburton Art gallery and Ashburton Trust Events Centre. Overall, are you satisfied or dissatisfied with Council's level of involvement in arts and culture in the district?

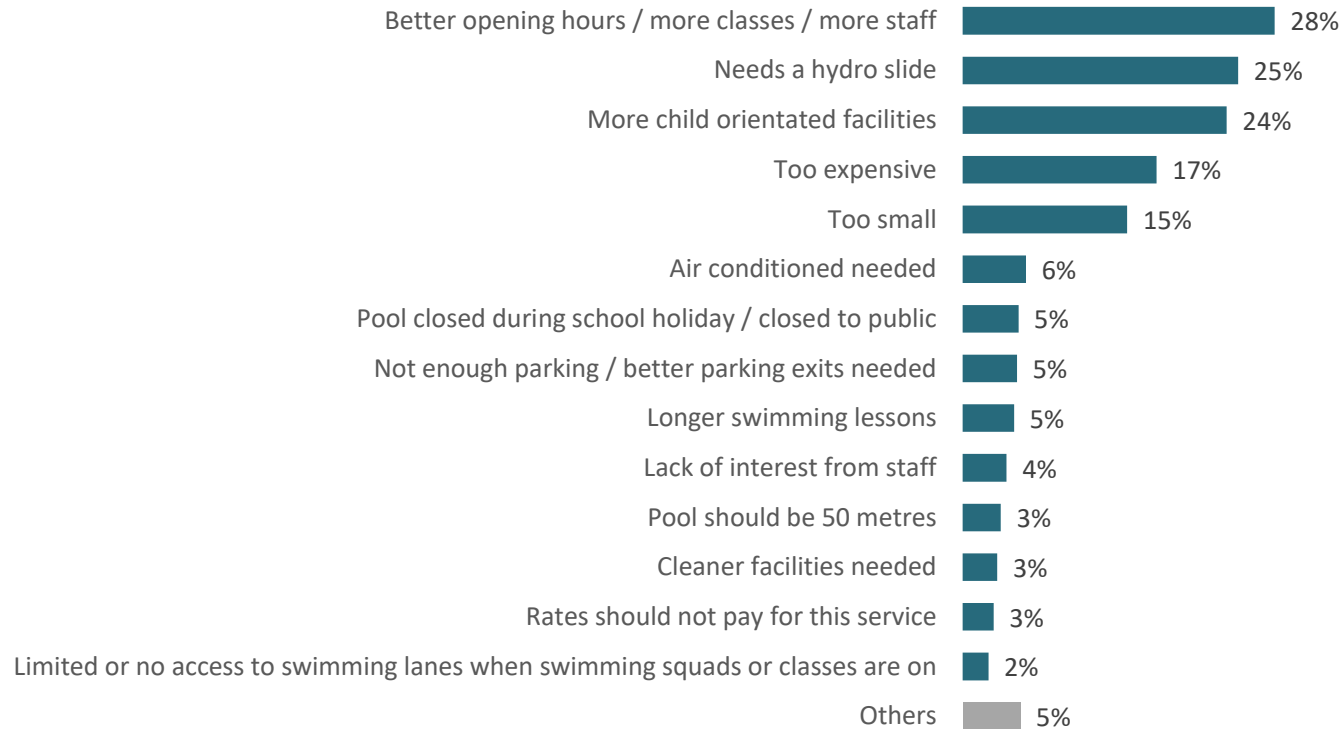
Public Library: Trend in Satisfaction (2011 - 2024)

Over the years, the *Public library* has maintained a high satisfaction score, with almost all residents expressing satisfaction with the facility provided by the Council.



Dissatisfaction with The EA Networks Centre Services and Programmes (11%)

Over a third (38%) of the dissatisfied users/visitors would like the EA Networks Centre to have *Better opening hours, more classes, and more staff*.

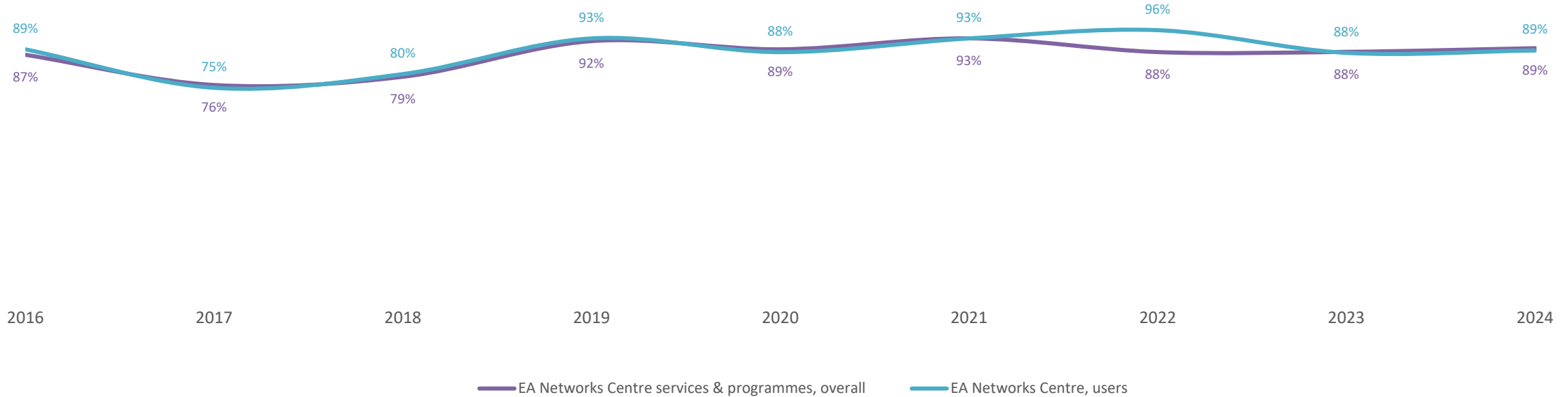


Notes:

1. SF3B5. If dissatisfied at SF3A.5: Why are you dissatisfied with the EA Networks Centre services and programmes? n=56

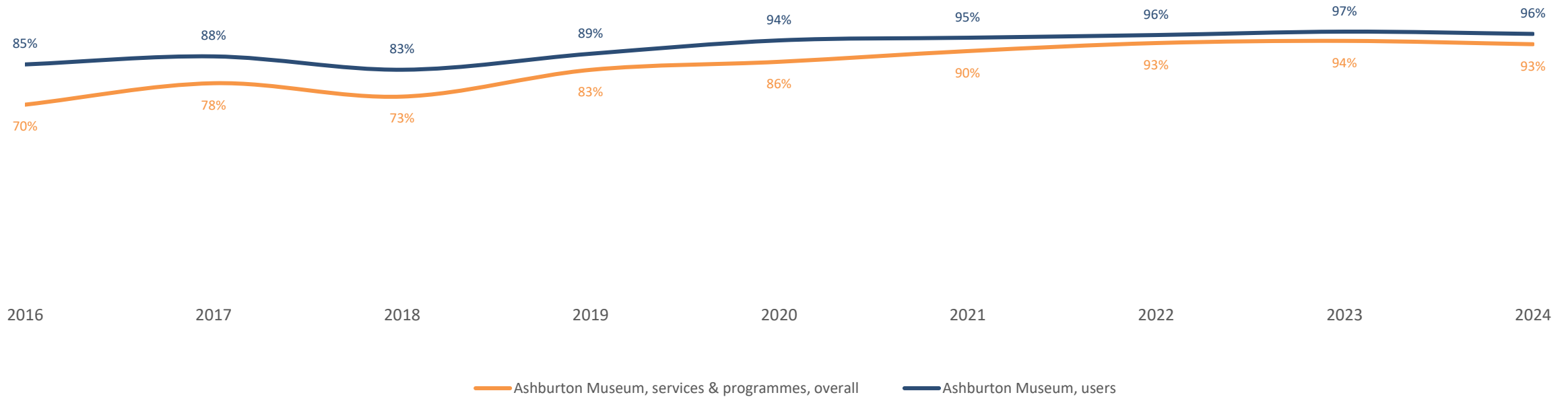
EA Networks Centre: Trend in Satisfaction (2016 – 2024)

Satisfaction with EA Networks, both overall and among users, has slightly increased by 1% point since 2023.



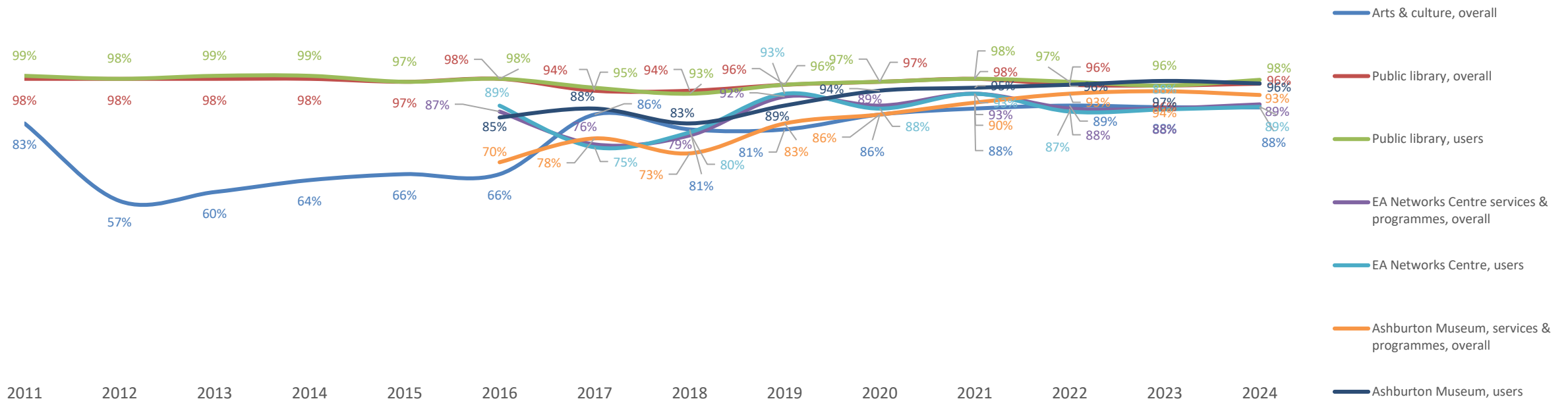
Ashburton Museum: Trend in Satisfaction (2016 – 2024)

Despite the slight decrease, residents' satisfaction with the Ashburton Museum remains consistently high.



Recreation and Leisure: Trend in Satisfaction (2011 – 2024)

The Council's performance in providing and maintaining recreation and leisure services and facilities continues to receive a high satisfaction rating from residents.



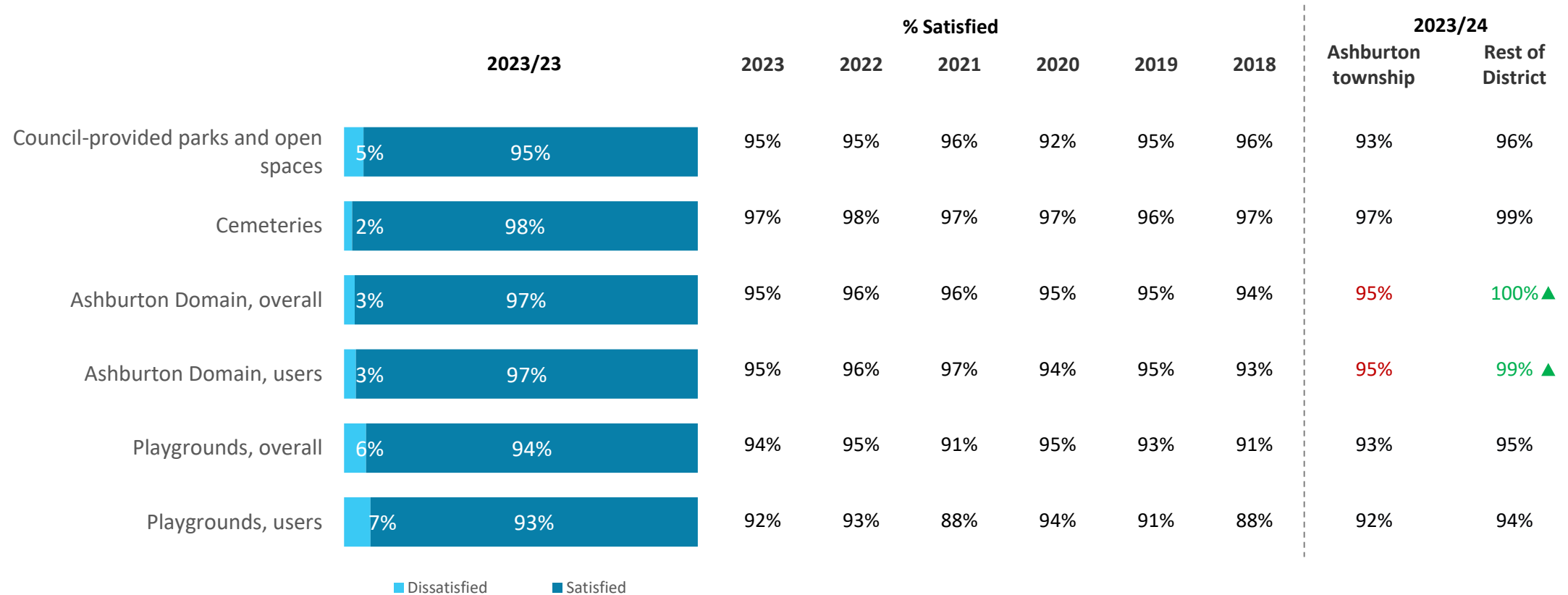
Notes:

- SF4A.2: Council supports art and culture in the district in a number of ways, including operating the Ashburton Museum as a part of Council, and providing grant funding to the Ashburton Art gallery and Ashburton Trust Events Centre. Overall, are you satisfied or dissatisfied with Council's level of involvement in arts and culture in the district?
- SF3A. And, are you satisfied with some of the facilities provided?

▲ Year-on-year Significantly higher
▼ Year-on-year Significantly lower
▲ Between demographics Significantly higher
▼ Between demographics Significantly lower

Parks and Open Spaces

Nearly all residents are satisfied with the Council-provided parks and open spaces in the district. *Cemeteries* have the highest satisfaction level overall, with a 98% satisfaction score—reaching the same level as in 2022.

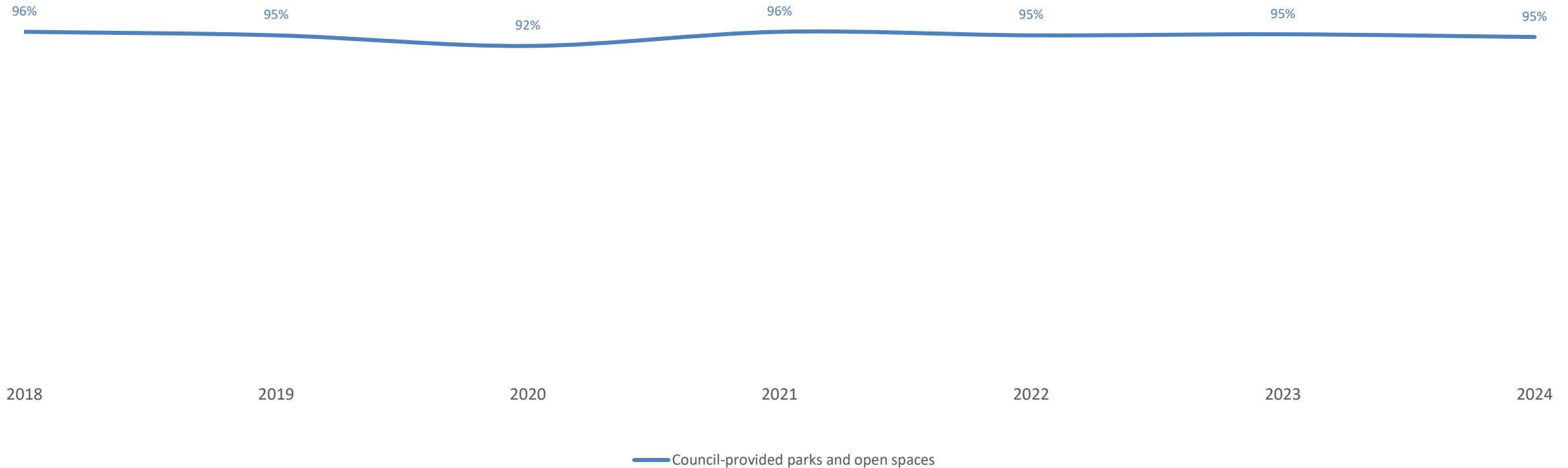


Notes:

- SF2A.3: Are you satisfied with the following? Cemeteries n=589
- SF3A. And, are you satisfied with some of the facilities provided? Council-provided parks and open spaces n=577; Ashburton domain users n=694; playground users n=474

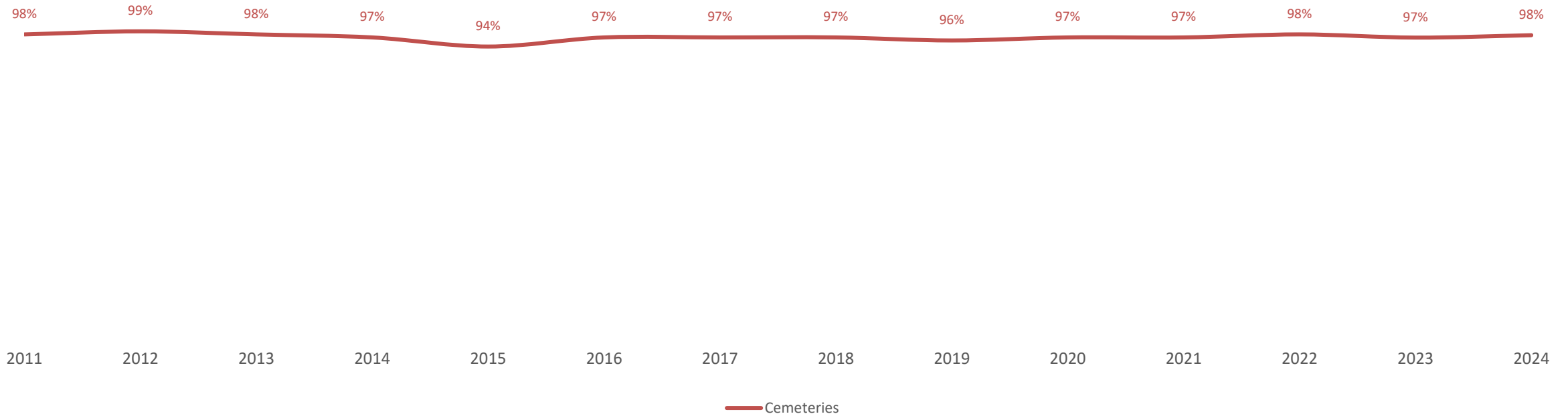
Council-provided Parks and Open Spaces: Trend in Satisfaction (2018-2024)

The level of satisfaction with Council-provided parks and open spaces has remained at 95% since 2022.



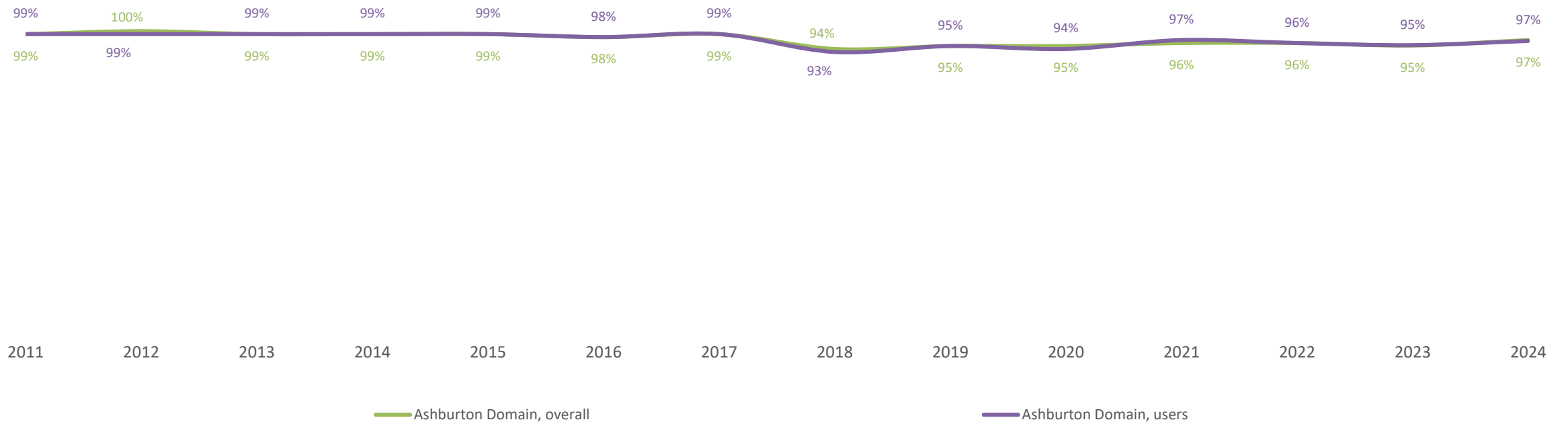
Cemeteries: Trend in Satisfaction (2011 – 2024)

98% of residents are satisfied with Council-maintained cemeteries, marking a 1% point increase since 2023.



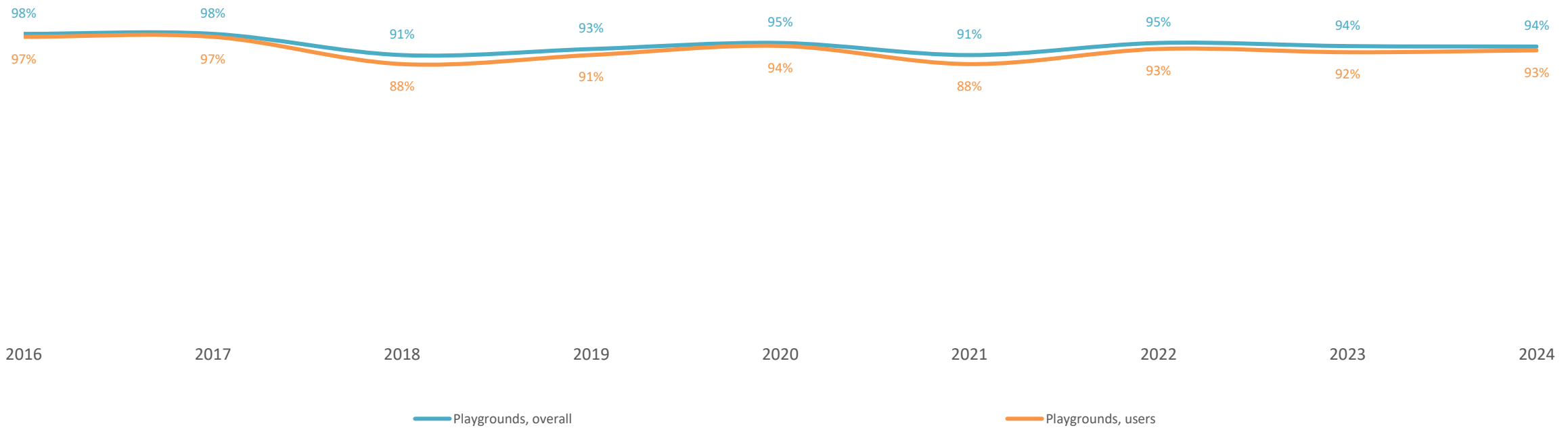
Ashburton Domain: Trend in Satisfaction (2011 – 2024)

Nearly all residents, both overall and users, express satisfaction with the Ashburton Domain, with a satisfaction rate of 97%.



Playground: Trend in Satisfaction (2016 – 2024)

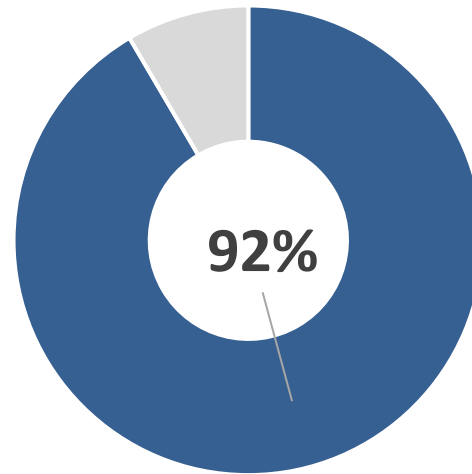
Satisfaction with Ashburton’s Playgrounds, both overall and among users, has remained consistently high over time.



Range of Facilities Available in the District

Satisfaction with the range of community facilities in the district has shown a slight decline of 2% points over the past 12 months, however, the satisfaction score remains high at 92%.

Satisfaction with range of community facilities in the District



■ Satisfied
2023: 94%

% Satisfied	
2023/24	
Ashburton township	Rest of District
90%	94%

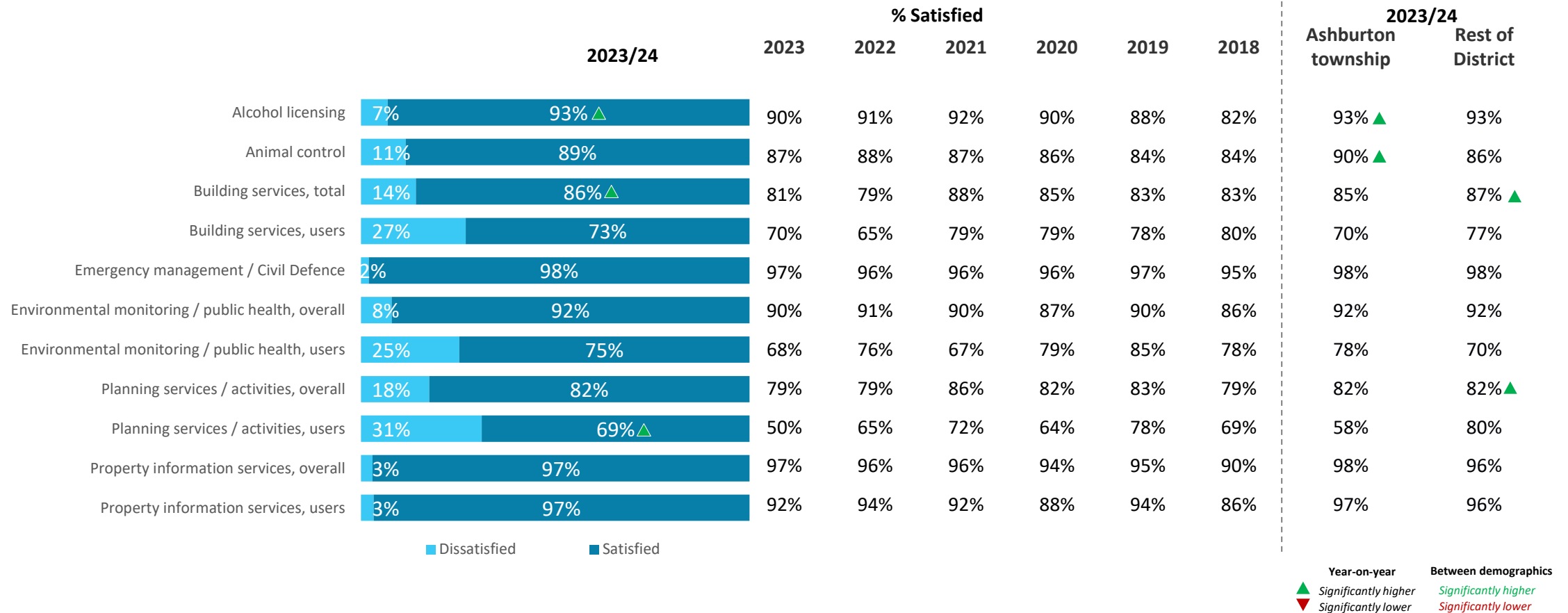


Regulatory Functions



Regulatory Services

Satisfaction with *Alcohol licensing* (93%), *Building Services* (86%), and *Planning services* among users (69%) has significantly increased since 2023. Additionally, satisfaction with other regulatory services has slightly increased year-on-year.

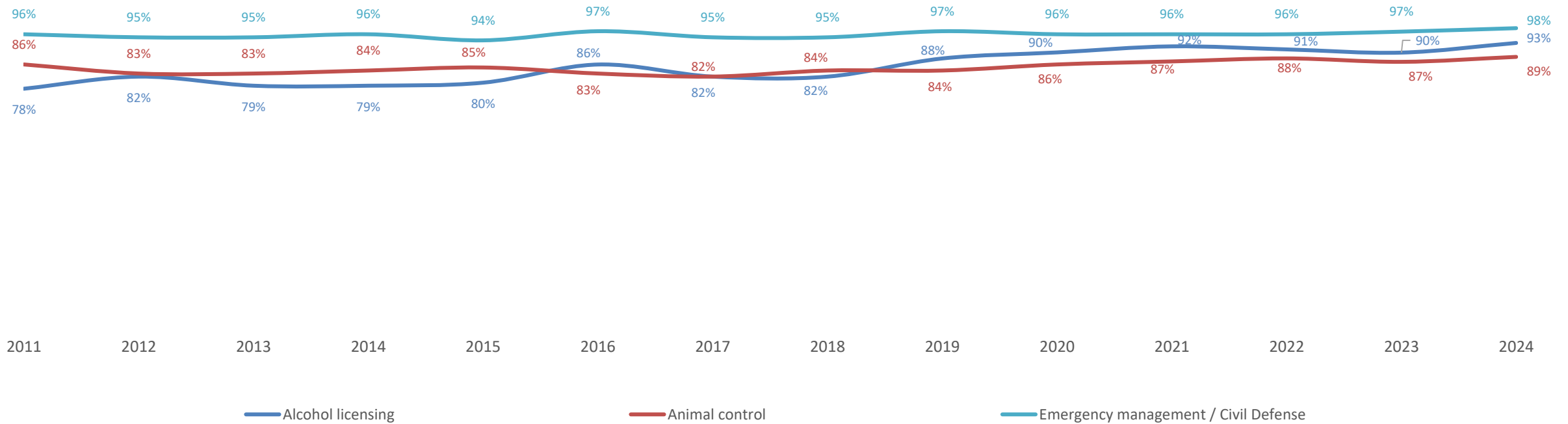


Notes:

- SF5A.1: How satisfied or dissatisfied are you with the following? How Council undertakes its role in alcohol licensing; n=595
- SF2A.4: Are you satisfied with the following? Animal control (i.e. dogs and wandering stock); n=598
- SF5A.5: Council's building regulation service. Building services users n=99
- SF2A.5: Are you satisfied with the following? Civil Defence (i.e. emergency management); n=656
- SF5A.7: Council's environmental monitoring and public health services, including noise, litter control, and food safety in commercial premises. users n=48
- SF5A.4: The standard of Council's planning services, which includes resource consents and rules about urban and rural planning; that is, the District Plan. users n=61
- SF5A.6: Council's information service about property. This includes the provision of property files and Land Information Memoranda, or LIMs. user n=133

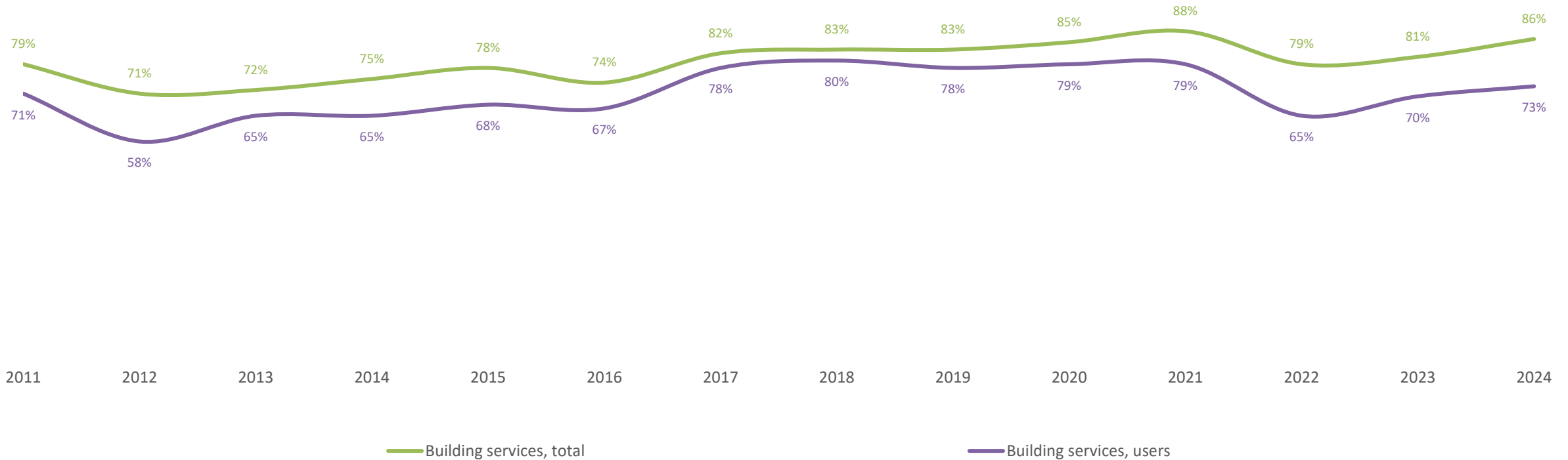
Regulatory Functions: Trend in Satisfaction (2011 – 2024)

Ashburton District Council's performance in its Regulatory services traditionally return high levels of satisfaction and slight increases in all measures have been experienced since 2023.



Building Services: Trend in Satisfaction (2011 – 2024)

Residents' satisfaction with *Building services* has increased by 5% points overall, and by 3% points among users since 2023.

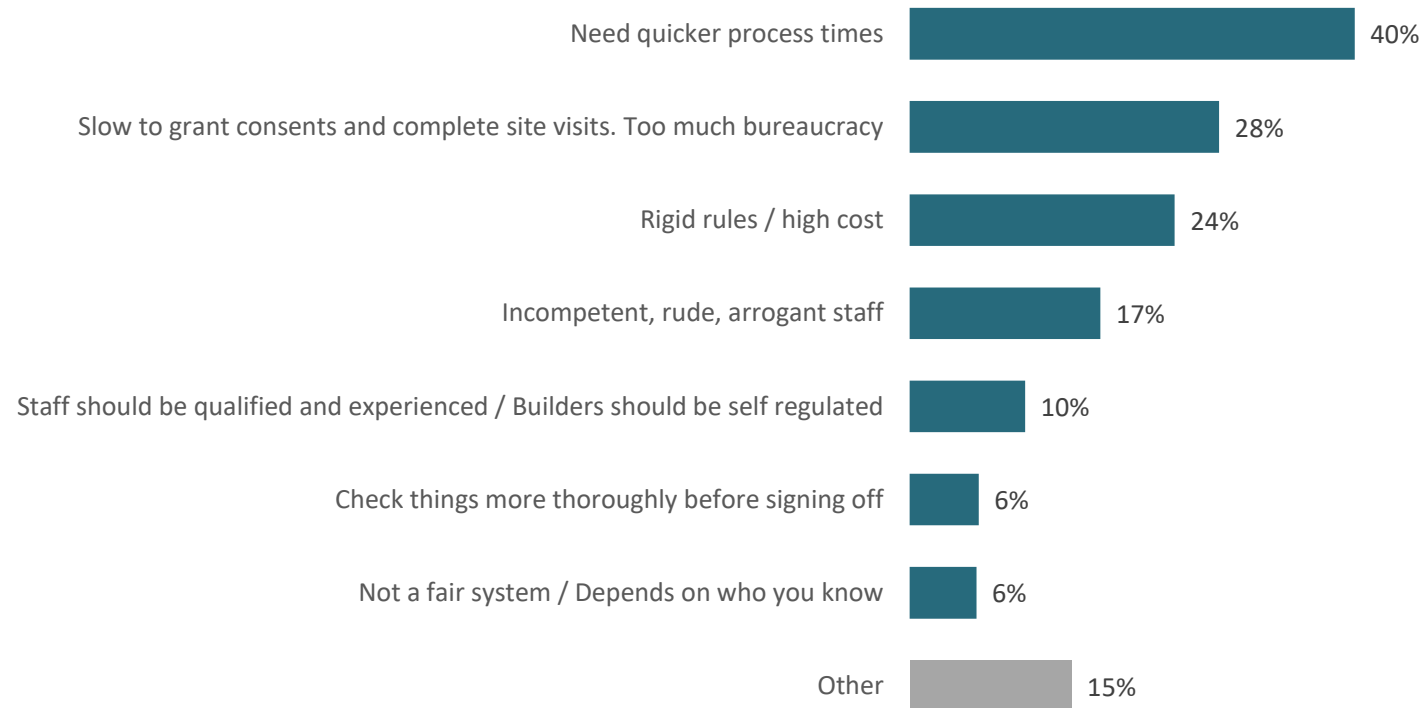


Notes:

- SF5A.5: Council's building regulation service. This involves the inspection of new buildings and alterations to existing buildings, to ensure compliance with building and safety regulations; building services users n=99

Dissatisfaction with Building Services (14%)

The primary reasons for dissatisfaction with *Building services* are the long process times, cited by four in ten respondents (40%).

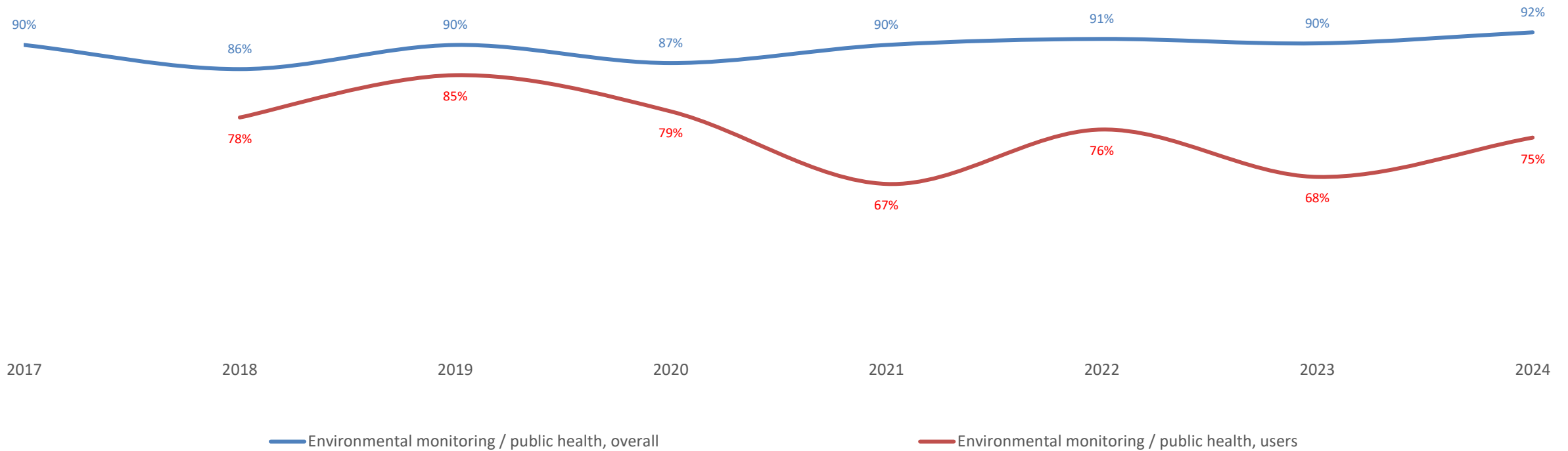


Notes:

1. SF5B.5: Why are you dissatisfied with Council's building regulation service? n=73

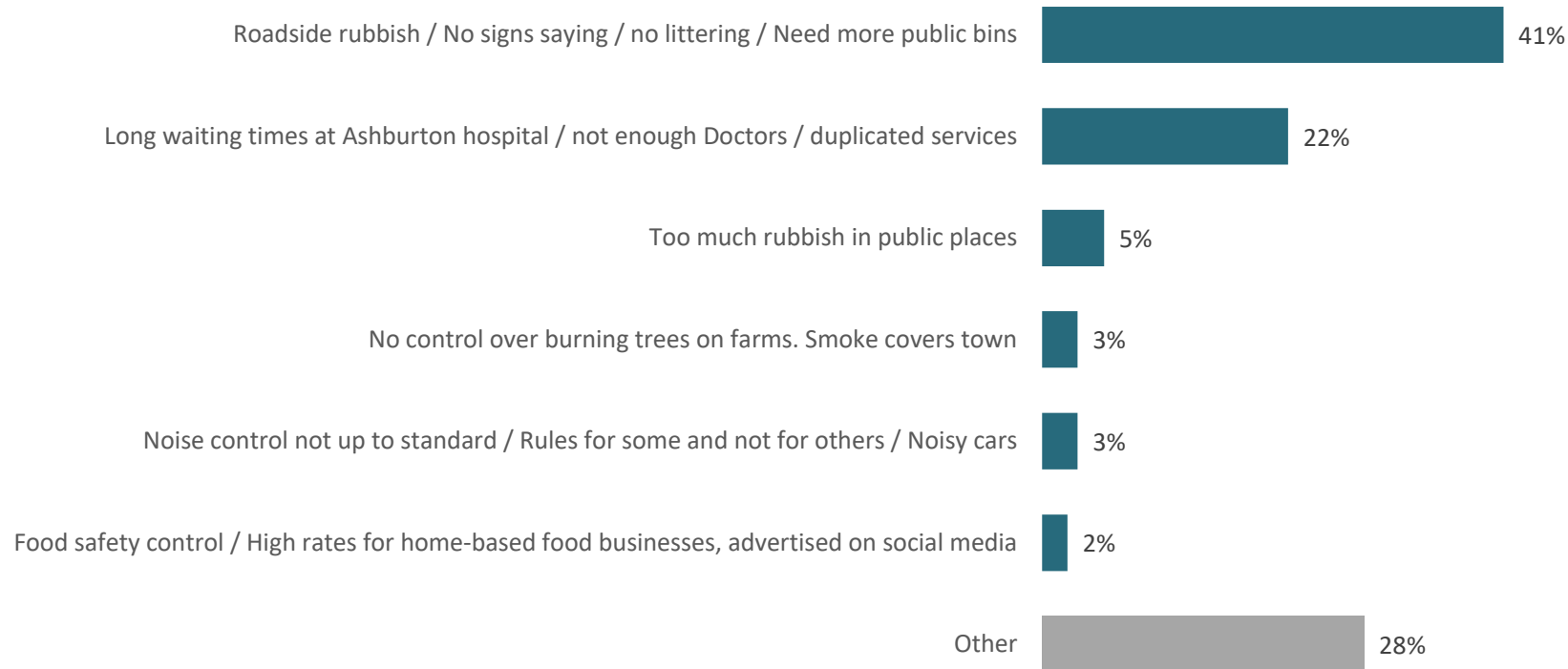
Environmental Monitoring/Public health: Trend in Satisfaction (2017 – 2024)

The overall satisfaction with *Environmental monitoring* has remained relatively consistent over the last four years. However, satisfaction among users has increased by 7% points, marking a recovery from a significant decline in 2023.



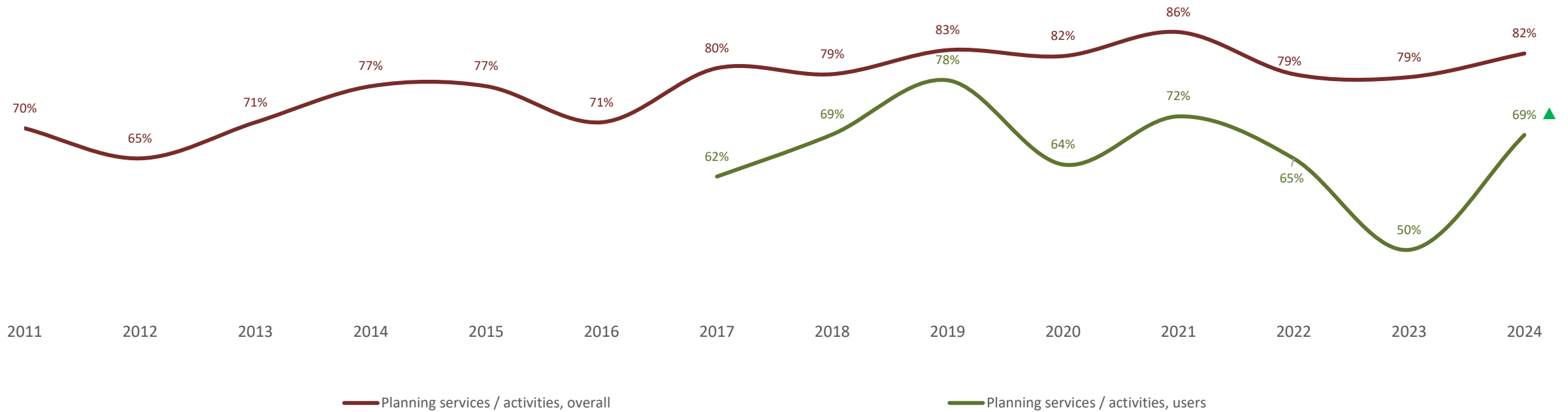
Dissatisfaction with Environmental Monitoring and Public Health Service (8%)

Residents are dissatisfied with Council's Environmental monitoring and public health service due to *Roadside rubbish* (41%) and *Long waiting times at Ashburton hospital and not enough Doctors* (22%).



Planning Services: Trend in Satisfaction (2011 - 2024)

While the overall satisfaction with *Planning services* has remained relatively consistent over the last two years, satisfaction among users has significantly increased since 2023, rising from 50% to 69%.

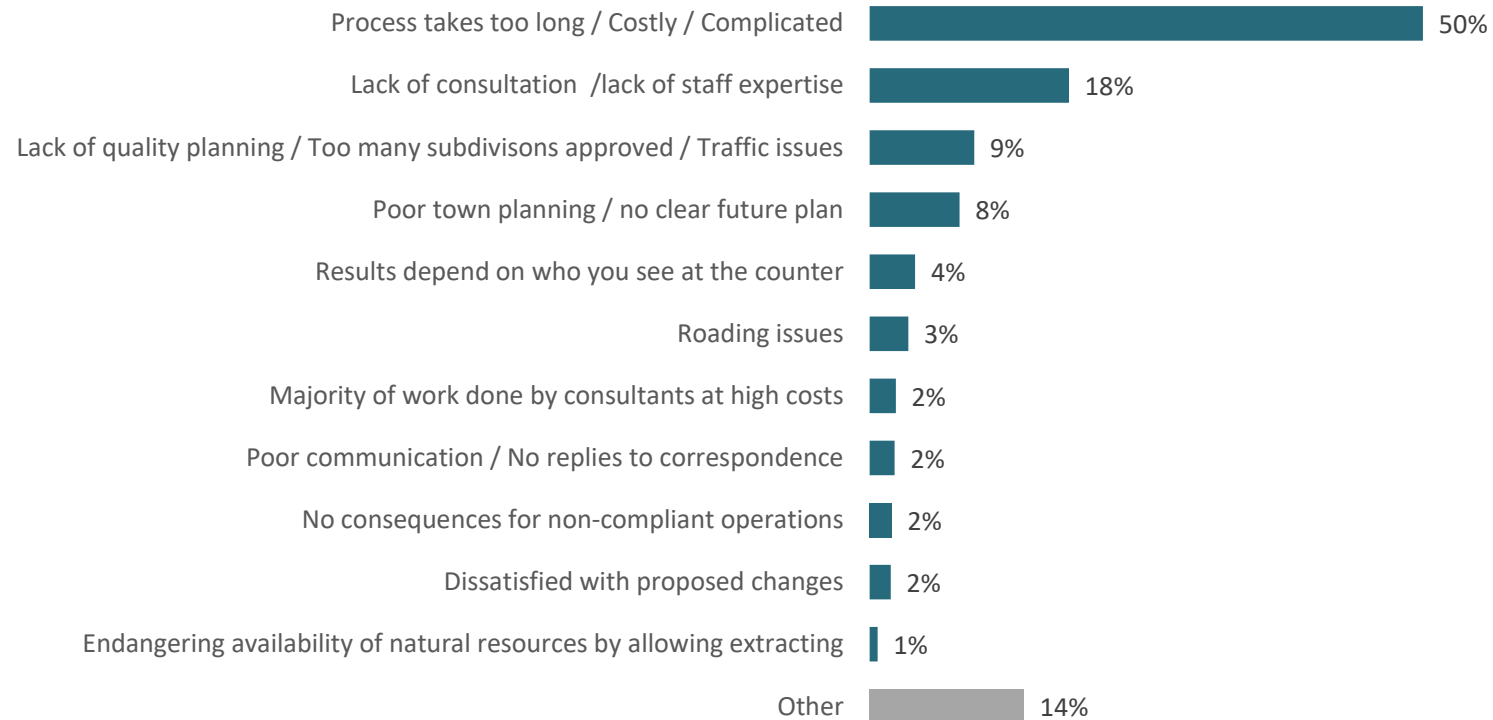


Notes:

1. SF5A.4: The standard of Council's planning services, which includes resource consents and rules about urban and rural planning; that is, the District Plan. users n=61

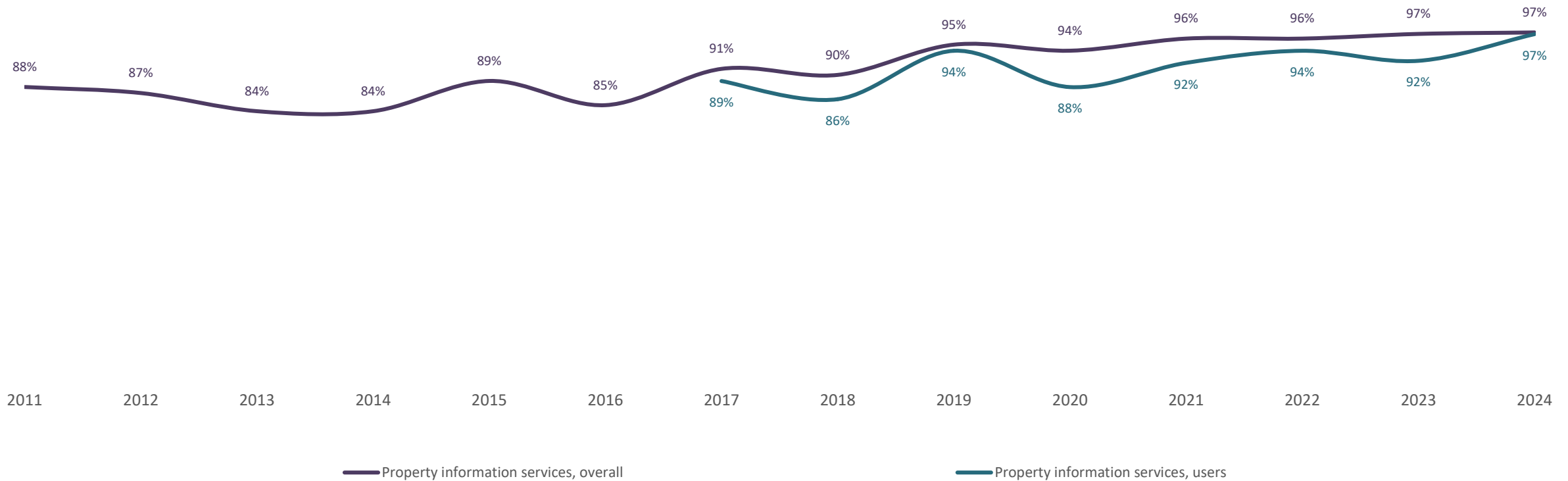
Dissatisfaction with the Standard of Council's Planning Services (18%)

Dissatisfied residents consistently raise concerns with the Council's planning services, citing the *Process as too long, costly, and complicated* (50%) as their primary reasons for dissatisfaction.



Property information Services: Trend in Satisfaction (2011 – 2024)

Satisfaction with Property information services remains consistently high in 2024.



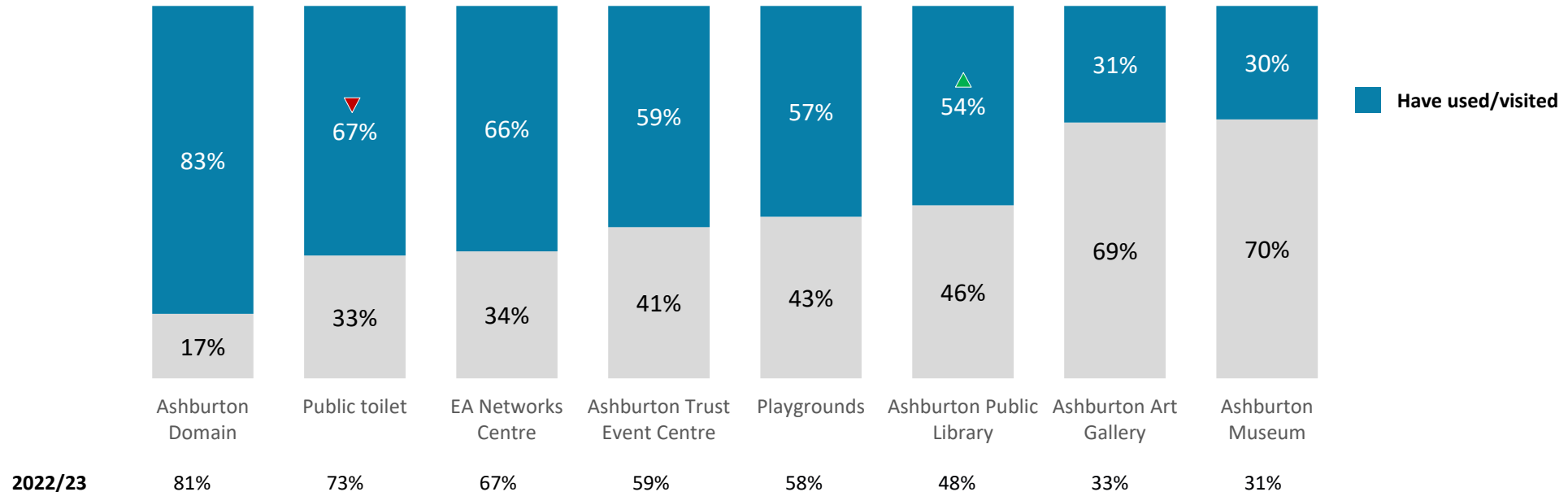
Notes:

1. SF5A.6: Council's information service about property. This includes the provision of property files and Land Information Memoranda, or LIMs. user n=133

Use of Services and Facilities

The Ashburton Domain remains the most visited facility among Ashburton residents, with an 83% visitation rate. However, visitation or use of Public toilets has significantly decreased since 2023, declining from 73% to 67%.

Use of district facilities (2023/24)



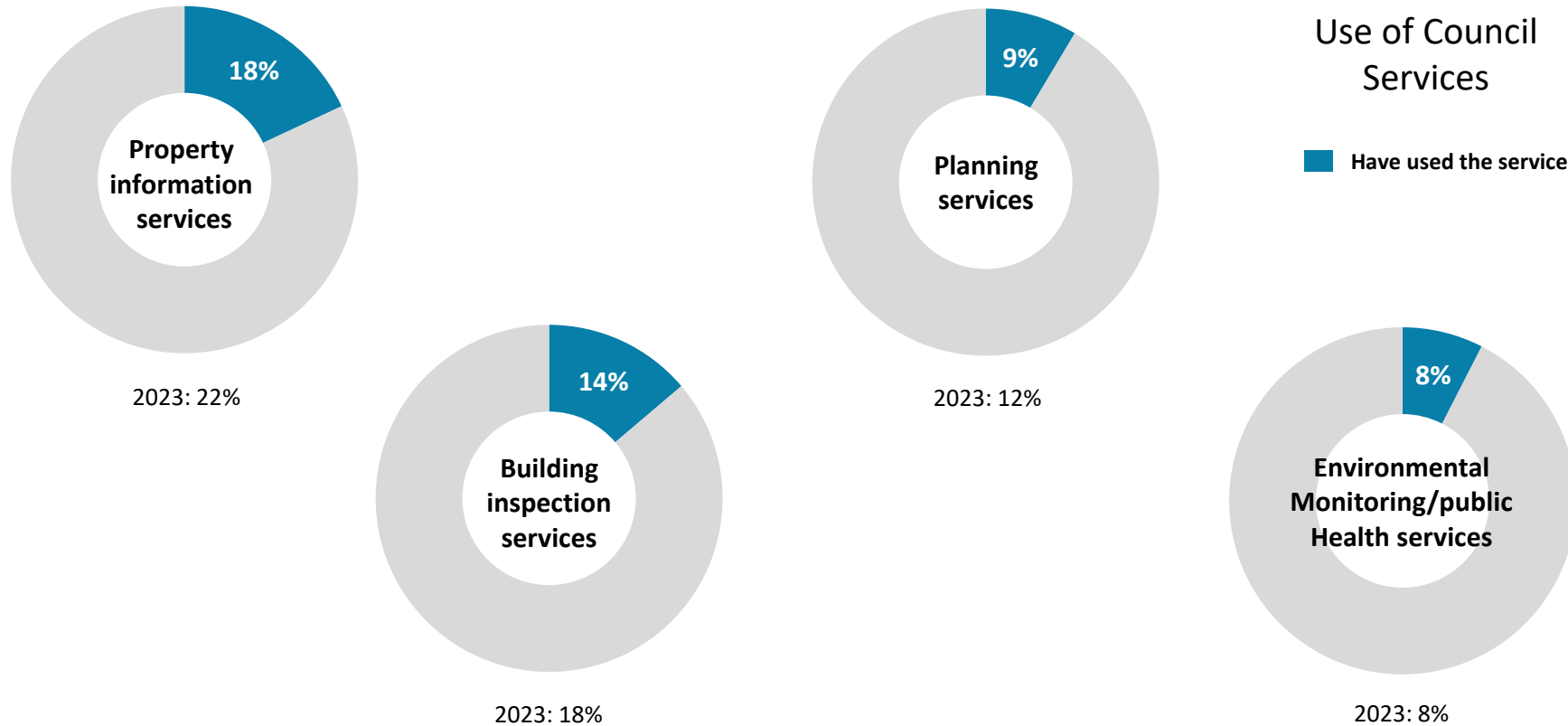
In 2022/23, the Ashburton Domain and Public toilet are the most visited facilities.

Notes:

1. US1. Have you, or a member of your household, used or visited the following service or facility in the last year? Visited Ashburton Domain n=717, used public toilet n=603, visited EA Networks Centre n=534, visited Ashburton Event Centre n=527, visited playgrounds n=494, visited public library n=466, visited Ashburton Art Gallery n=275, visited Ashburton Museum n=262.

Use of Services and Facilities

Usage of Council regulatory services has remained relatively consistent year-on-year, with a slight decrease since 2023.



Notes:

1. US1. Have you, or a member of your household, used or visited the following service or facility in the last year? Used Council's building inspection services n=122, Used Council's planning services n=76, Used Council's information services about property n=157, Used Council's environmental monitoring and public health services n=60

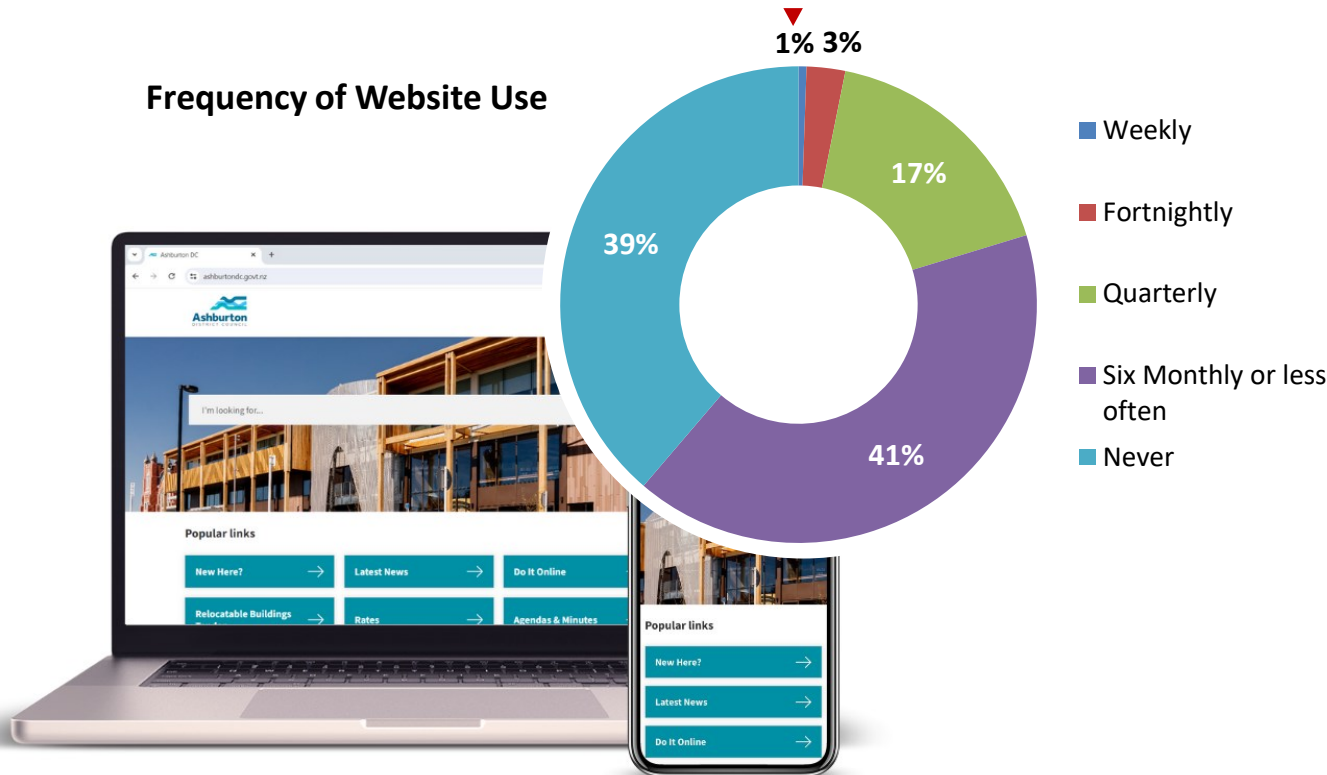


Organisational Performance

Council Website

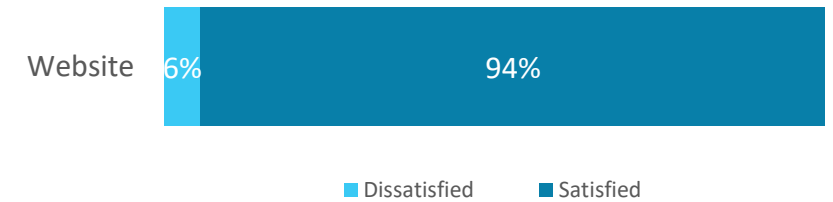
Over four in ten residents (41%) visited the *Council's website* once every six months or less. 17% visited the website quarterly. Of those who use the website, 94% are satisfied with the information provided.

Frequency of Website Use



In 2023, 60% of the residents have visited the Council's website.

Satisfaction with Council Website Information



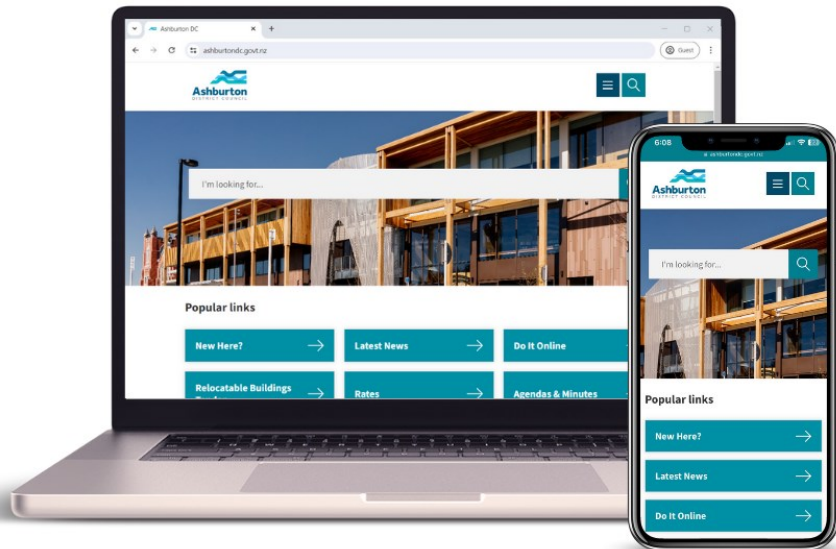
% Satisfied						2023/24	
2023	2022	2021	2020	2019	2018	Ashburton township	Rest of District
94% ▲	89%	89%	92%	95%	93%	94%	95%

Notes:

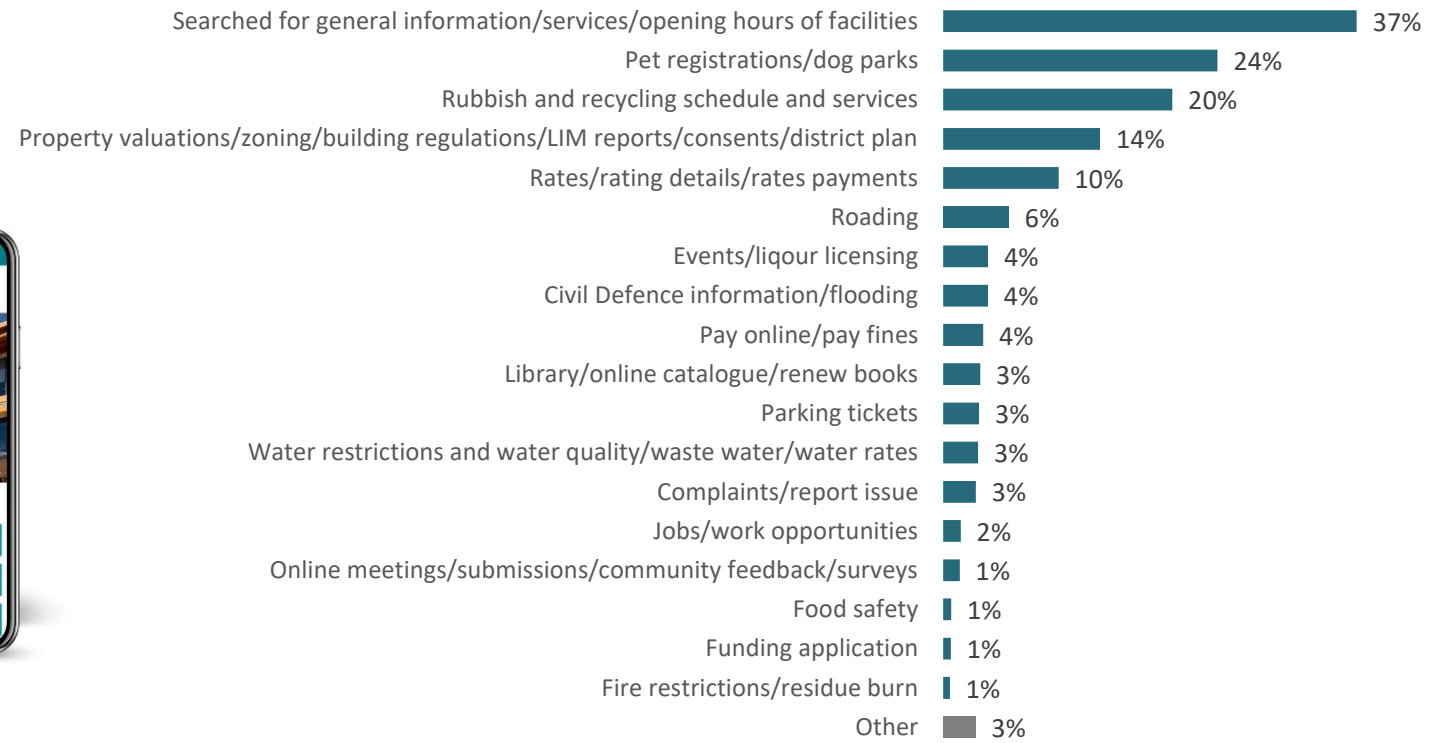
- IN6: How often have you visited the Council's website in the last 12 months? visited n=550
- IN8: Overall, are you satisfied or dissatisfied with the information on Council's website? n=497

Use of Council's website

The most common reason in which residents use the Council's website is to *Search for general information or services* (37%). Additionally, 24% of website visitors use it to *Register their pets or search dog parks*.

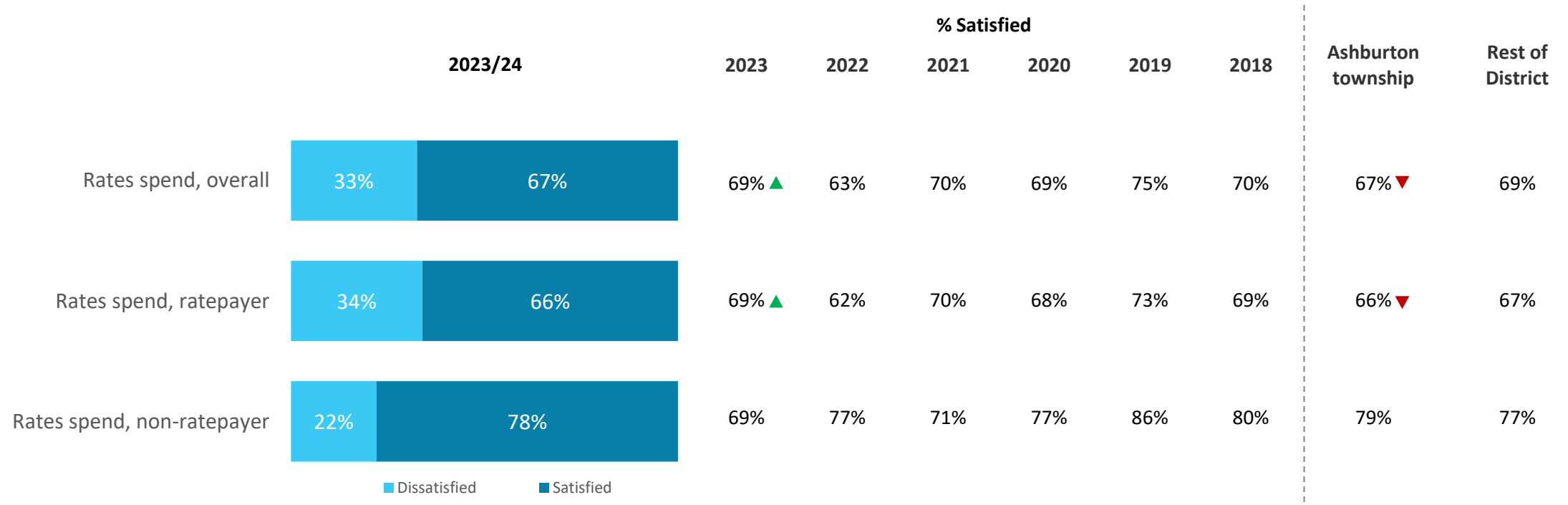


I'm looking for...
Q



Rates Spend

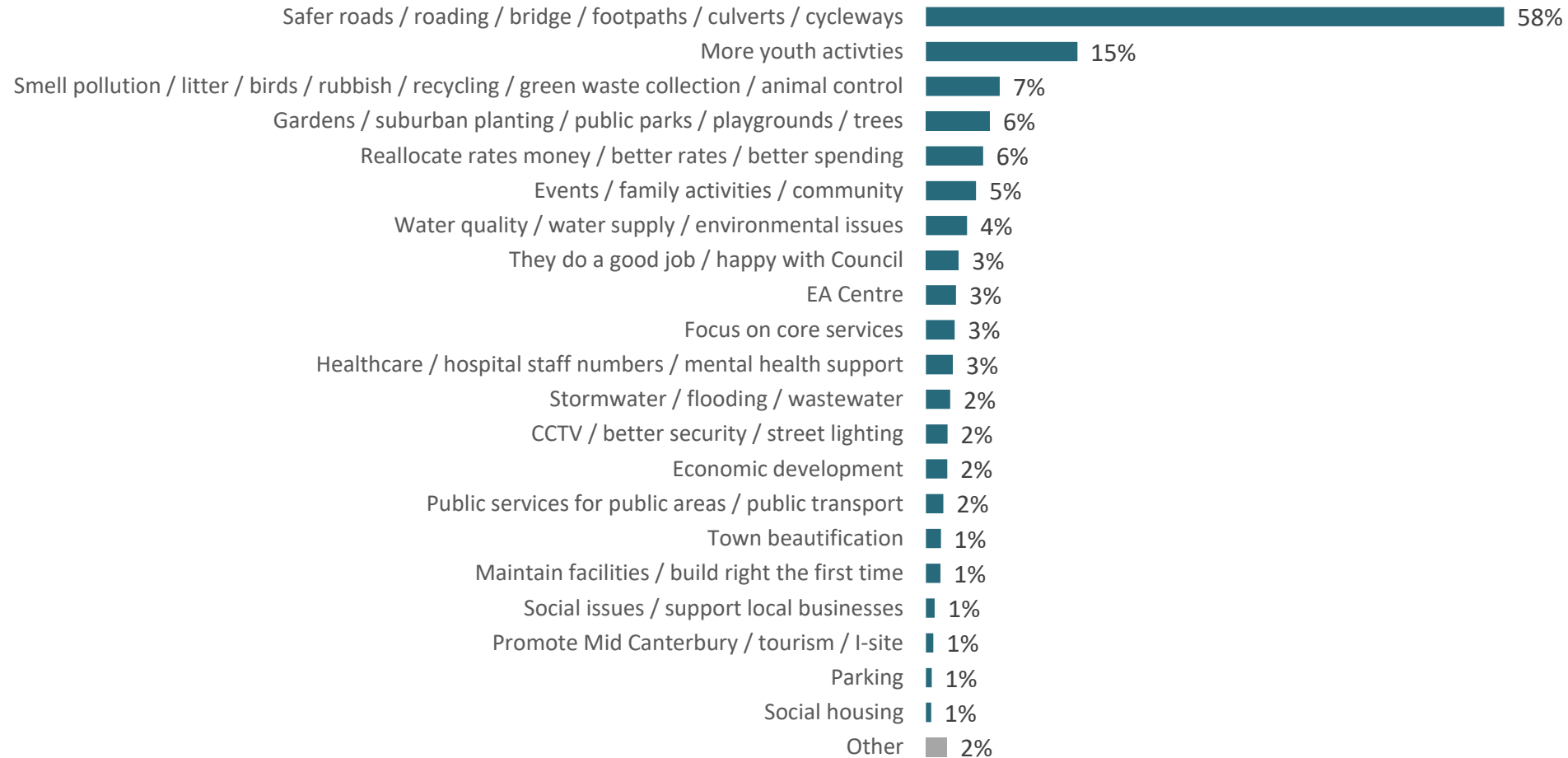
Both overall satisfaction (67%) and satisfaction among ratepayers (66%) have shown a slight decline in how *Rates are being spent on services and facilities provided by the Council* since 2023. Additionally, there has been a significant decline in satisfaction since 2023 among *Ashburton township* residents.



Notes:
 1. PER1.5: Are you satisfied or dissatisfied with: The way rates are spent on the services and facilities provided by Council?
 n=598 ratepayers n=541

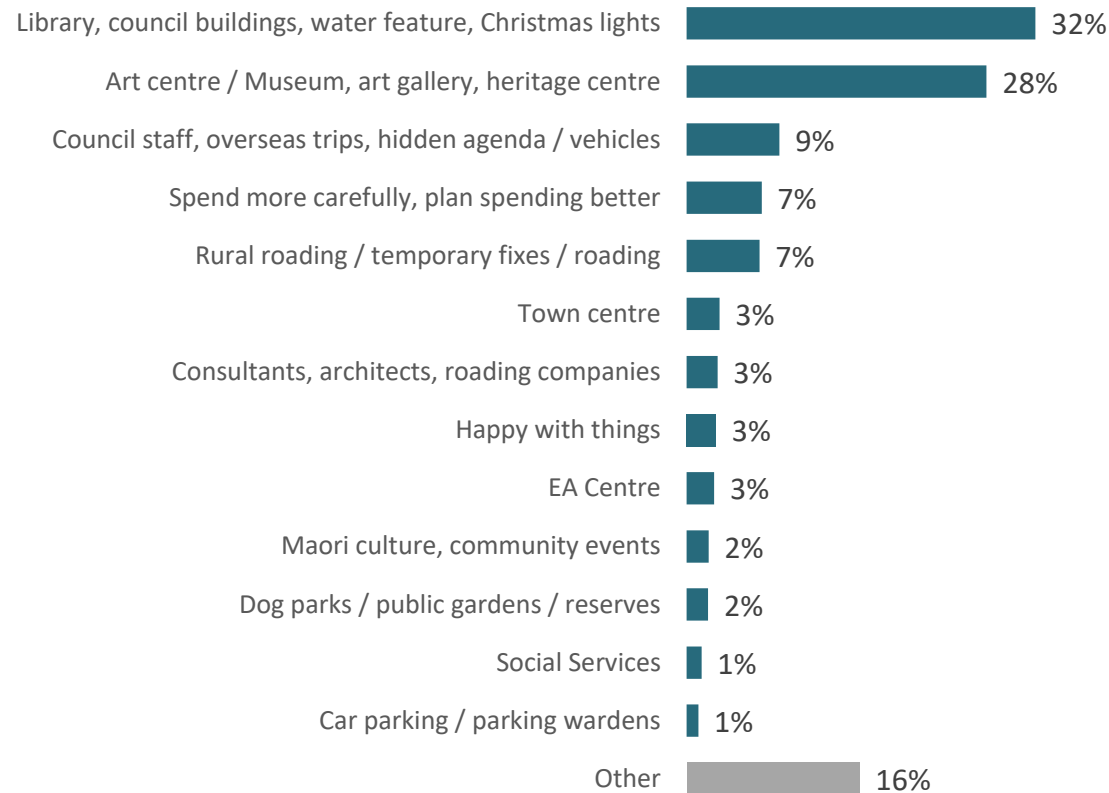
Services or Facilities that Ashburton District Council Should Spend More On

The majority of residents (58%) believe that the Council should allocate more funds towards *Safer roads, bridges, footpaths, culverts, and/or cycleways*.



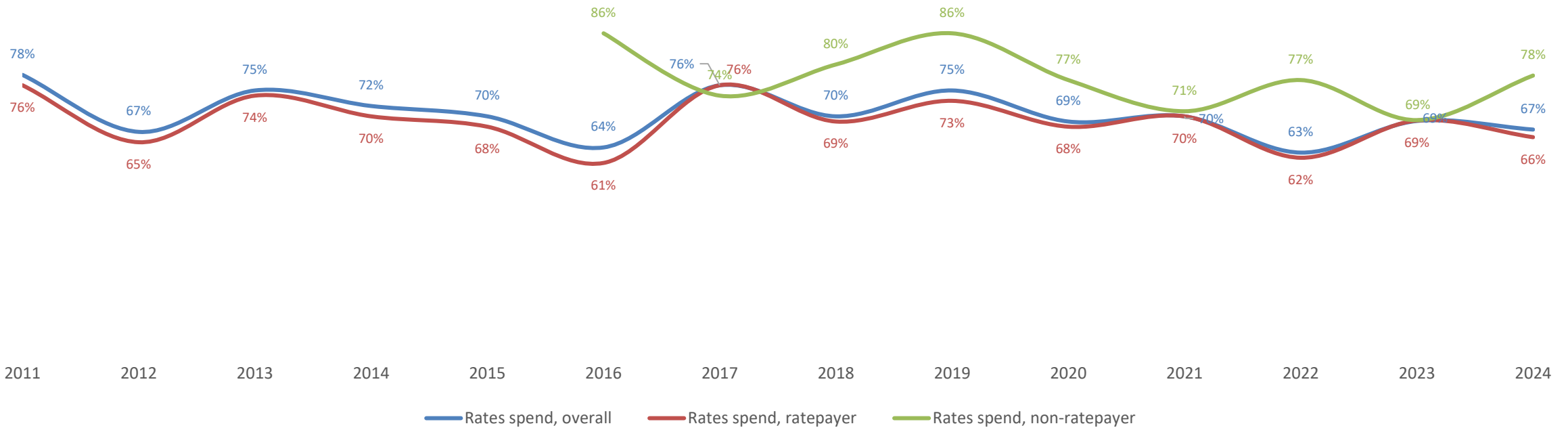
Services or Facilities that Ashburton District Council Should Spend Less On

Just over three in ten residents (32%) believe that the Council should spend less on the *Library, council building, water feature, and/or Christmas lights*. Similarly, 28% of residents suggest spending less on the *Art centre, Museum, and/or Heritage Centre*.



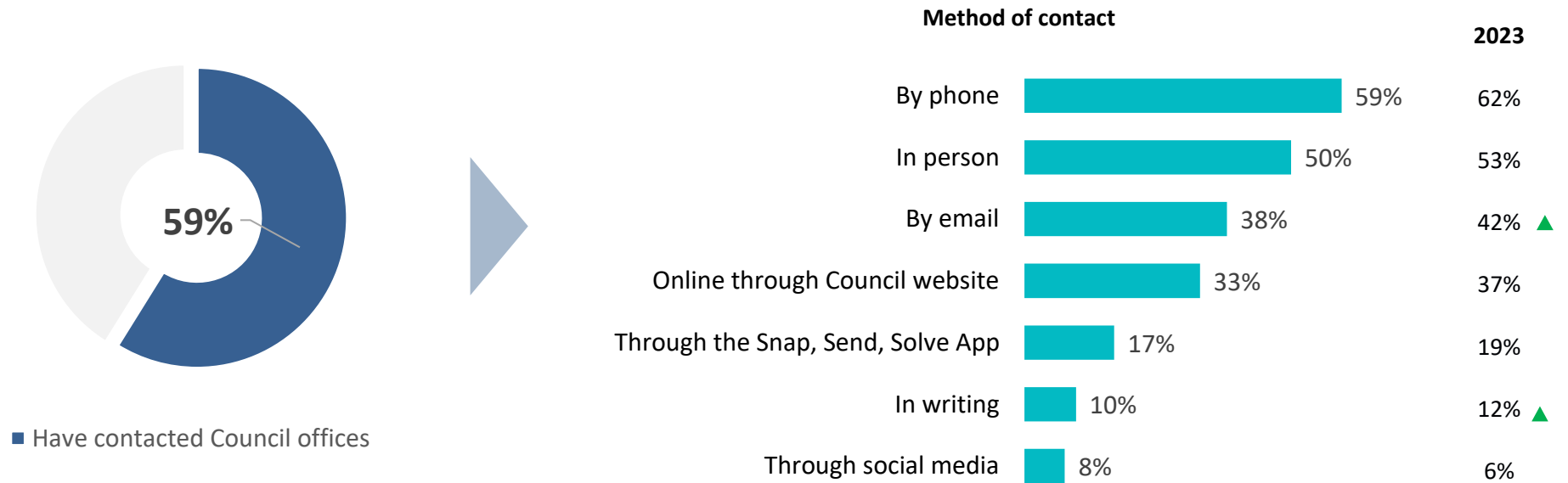
Rates Spend: Trend in Satisfaction (2011-2024)

Satisfaction with the rates spend has slightly declined year-on-year, both overall and among ratepayers. In contrast, satisfaction with rates spend has increased among non-ratepayers.



Contact with Ashburton District Council

Nearly six in ten residents (59%) have *Contacted the Council offices* in the past twelve months, with the majority using the *Phone* (59%) as their method of contact, followed by *In person* visits at 50%.

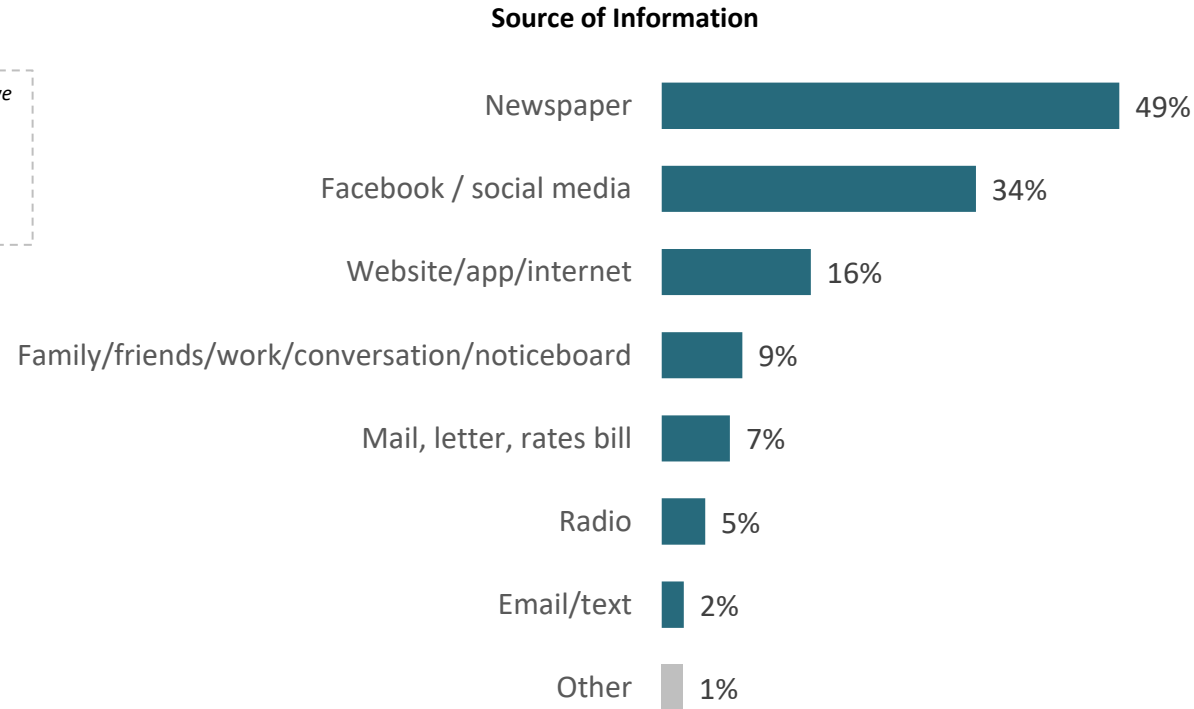


2023: 59% have contacted Council

Source of information about Ashburton District Council

Consistent with last year, the most common source of information for residents to see, hear, or read information about Council is the *Newspaper* (49%).

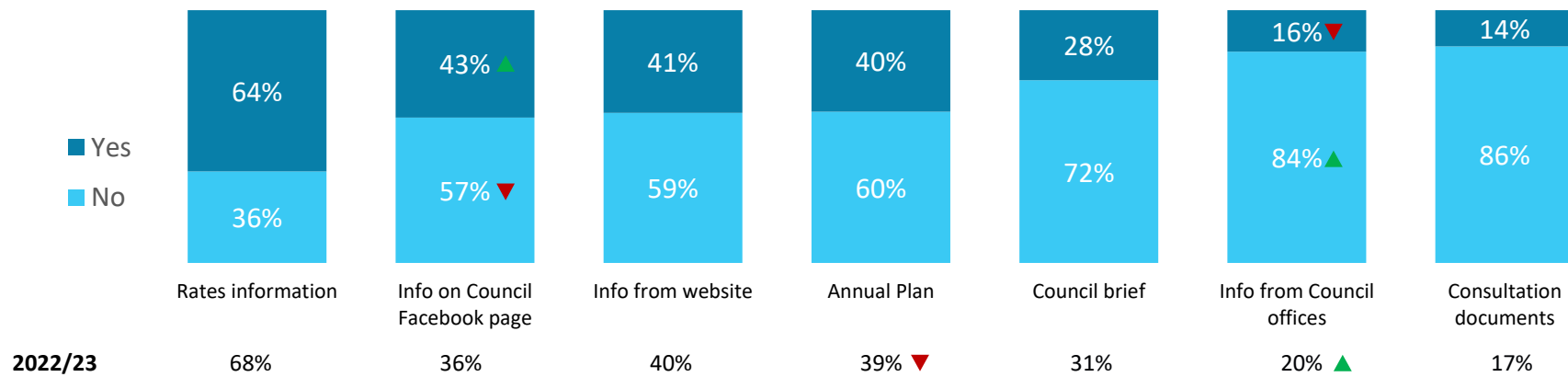
In 2022/23, most residents have mainly seen or heard information about Council through the Newspaper/Ashburton Guardian (56%).



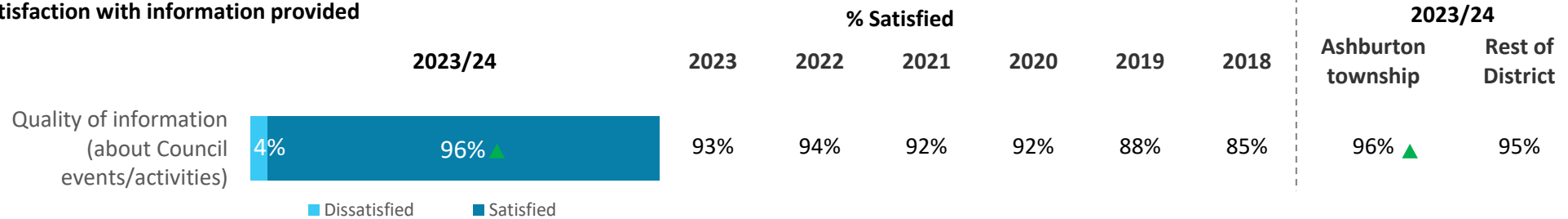
Information Provision

Most residents (64%) have seen or read community information published by the Council in their *Rates information*. There has been a significant increase in residents seeing information about the Council through its *Facebook page* since 2023. Additionally, satisfaction with the *Quality of information about Council events and activities* has significantly increased since 2023, rising from 93% to 96%.

Have seen or read in the last 12 months (2023/24)



Satisfaction with information provided

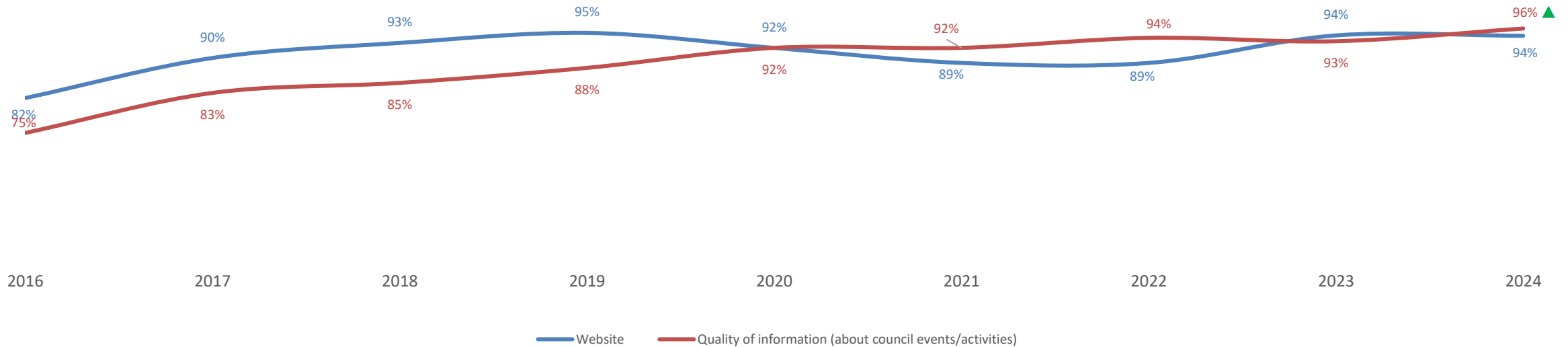


Notes:

- IN11: Council publishes a range of information specifically for the community. Which of the following have you seen or read in the past 12 months? n=878
- PER1.2: Are you satisfied or dissatisfied with the quality of the information Council supplies to the community about Council activities and events? n=694

Organisational Performance: Trend in Satisfaction (2016-2024)

Satisfaction with the Quality of information published by Council continues to be at a high level, with a 96% satisfaction result. Satisfaction with Council's Website has also remained high at 94%.

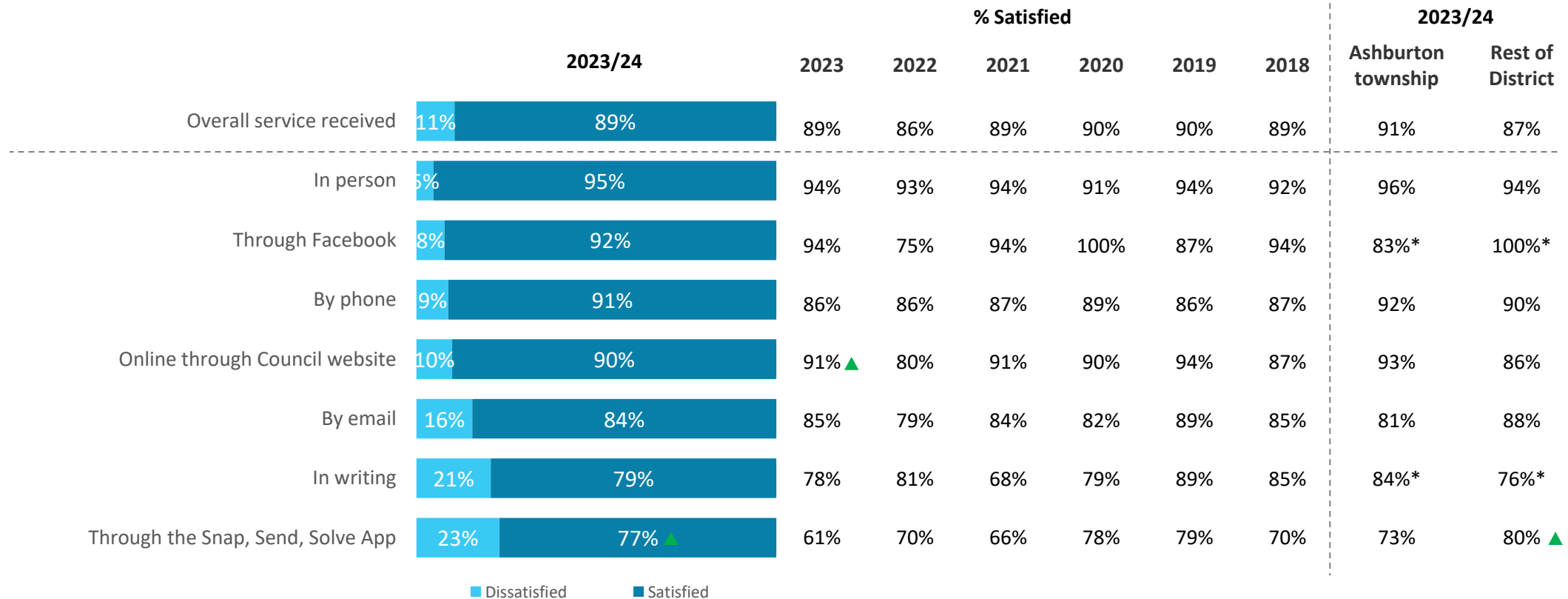


Notes:

1. IN8: Overall, are you satisfied or dissatisfied with the information on Council's website? n=497
2. PER1.2: Are you satisfied or dissatisfied with the quality of the information Council supplies to the community about Council activities and events? n=694

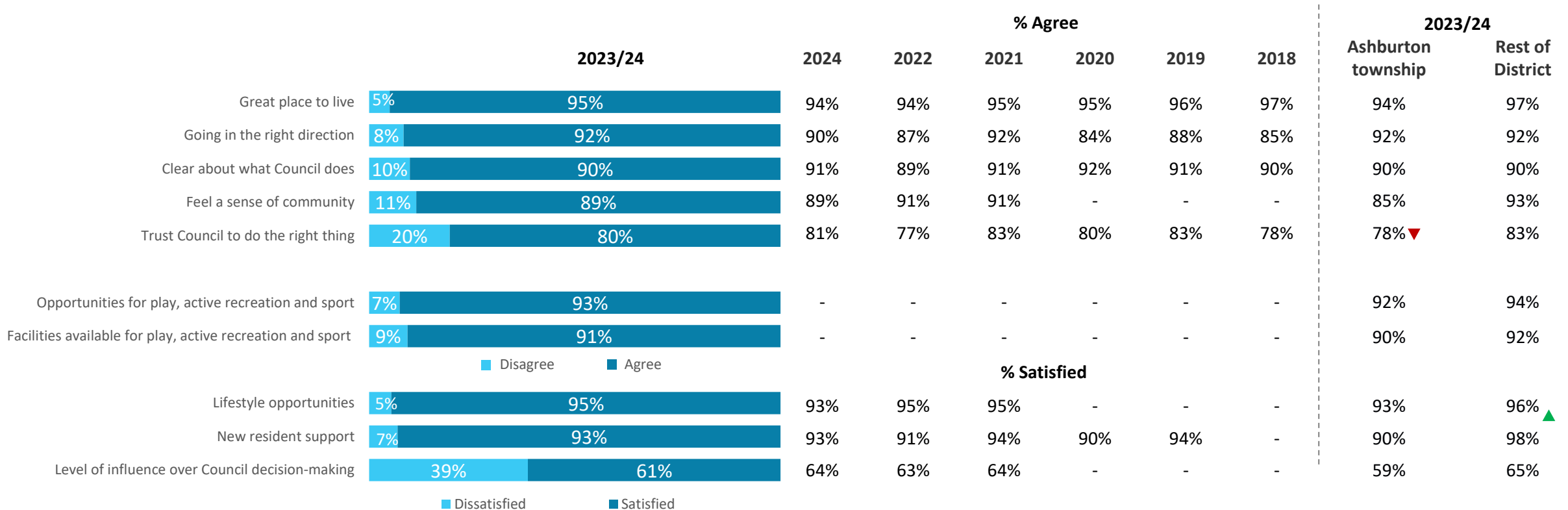
Contact with Ashburton District Council: Satisfaction

Nearly nine in ten residents (89%) who contacted the Council are satisfied with the *Overall service* they received. Contact *In person* and *Through Facebook* the two methods with highest satisfaction with 95% and 92% satisfaction scores, respectively.



Perceptions of Ashburton District and Council

Perceptions of the Ashburton District as a great place to live are very positive, with a slight increase of 1% point since 2023 (from 94% to 95%). Residents strongly perceive that there are *Opportunities* (93%) and *Facilities* (91%) available for *Play, active recreation, and sport* within the district. However, residents' satisfaction with *The level of influence they have over Council decision-making* has decreased since 2023, declining from 64% to 61% in 2024.

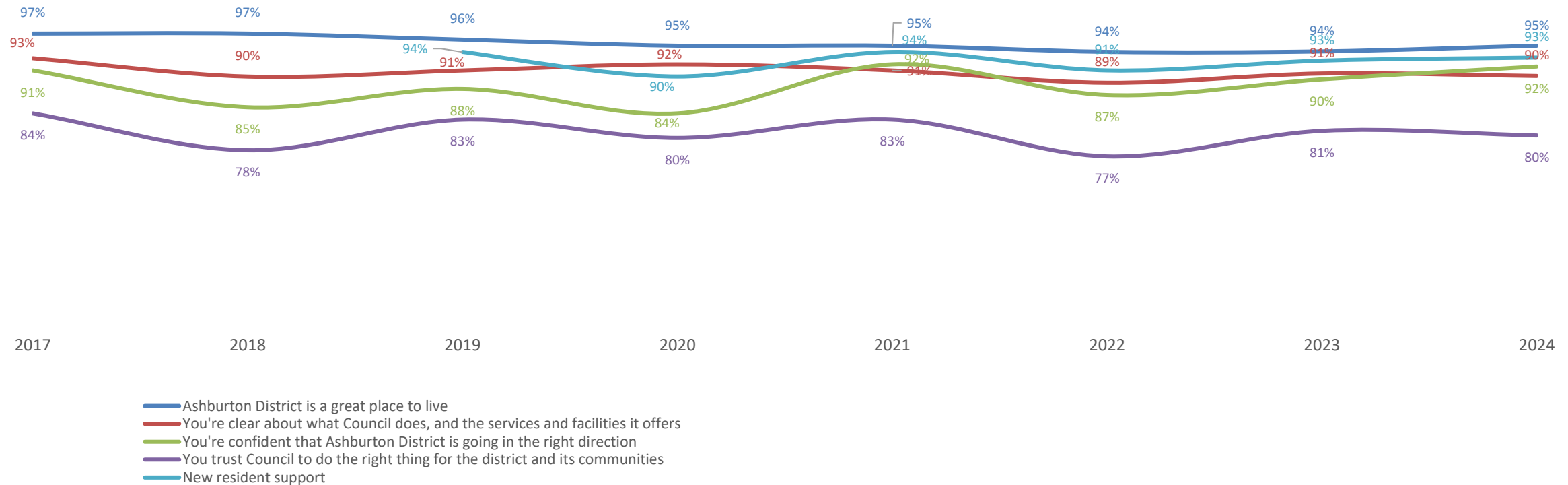


Notes:

1. PER5: Do you agree or disagree with the following statements about Ashburton District Council? n=821
2. PER7: Ashburton District is becoming home for an increasing number of people with different lifestyles and cultures from different countries. Are you satisfied with Council's role ensuring that new residents to the district are made to feel welcome and given adequate support? n=576
3. PER1.6: Are you satisfied or dissatisfied with: - The level of influence you have over Council decision-making? n=442

Perceptions of Ashburton District and Council: Trend in satisfaction (2017-2024)

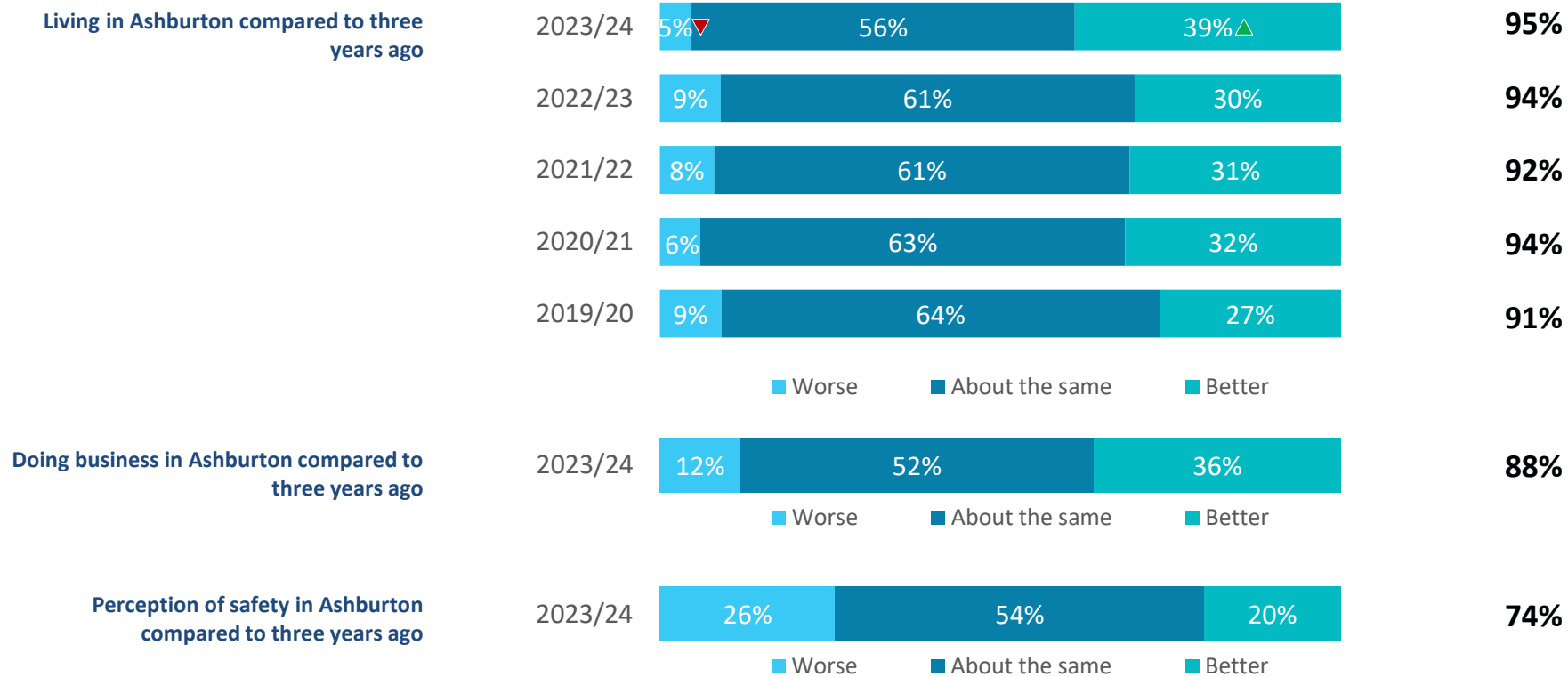
Perceptions of *New resident support*, and being *Clear about what Council does*, and the facilities it offers have increased slightly year-on-year.



Perceptions of Ashburton District and Council

Residents perceive the Ashburton District as a better place to live than it was three years ago, with 39% holding this view, an increase from 30% in 2023. Similarly, 36% believe that doing business in the district has improved compared to three years ago. However, only 20% perceive the Ashburton District as safer than it was three years ago.

About the same/Better



Notes:

- PER6: Would you please think about the range and standard of amenities and activities which Council can influence? With these in mind, do you think the Ashburton District is better, about the same or worse as a place to live, than it was 3 years ago? n=791
- PER6: Do you think the Ashburton District is better, about the same or worse as a place to do business, than it was 3 years ago? n=727
- PER7: Thinking about your overall perception of safety in the district, do you think the Ashburton District is better, about the same or worse, than it was 3 years ago? n=774

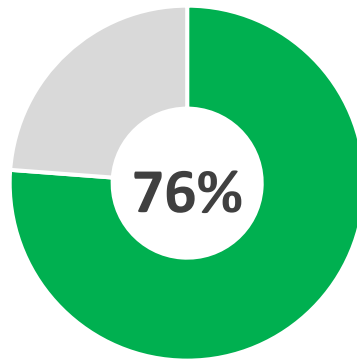
▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

Environment and Biodiversity

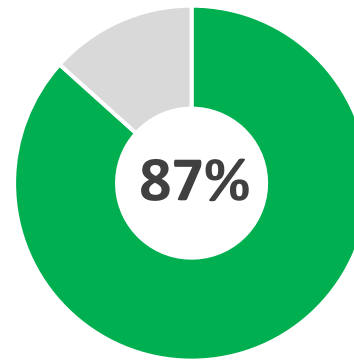
Despite the slight decline in satisfaction with both the *State of the district's environment and biodiversity* and *Ashburton District Council's efforts to care for them*, satisfaction with these measures remain high at 87%. Additionally, the *Council's climate change mitigation and adaptation efforts* were also highly rated by Ashburton district residents at 76%.

***Council's Climate Change Mitigation and Adaptation Efforts**



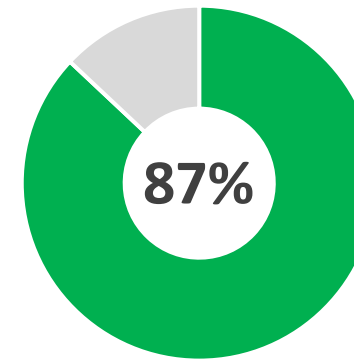
■ Satisfied

The state of the district's environment and biodiversity



■ Satisfied
2023: 89% ▲

Ashburton District Council's activity to care for the district's environment and biodiversity



■ Satisfied
2023: 88%

Notes:

1. PER9.1: Are you satisfied with: - The state of the district's environment and biodiversity? n=606
2. PER9.2: Are you satisfied with: - Ashburton District Council's activity to care for the district's environment and biodiversity? n=580
3. SF47. Are you satisfied or dissatisfied with Council's role in climate change mitigation and adaptation? n=450
4. *New question for 2023/24 – No comparative data available

▲ Significantly higher
▼ Significantly lower

Between demographics
▲ Significantly higher
▼ Significantly lower

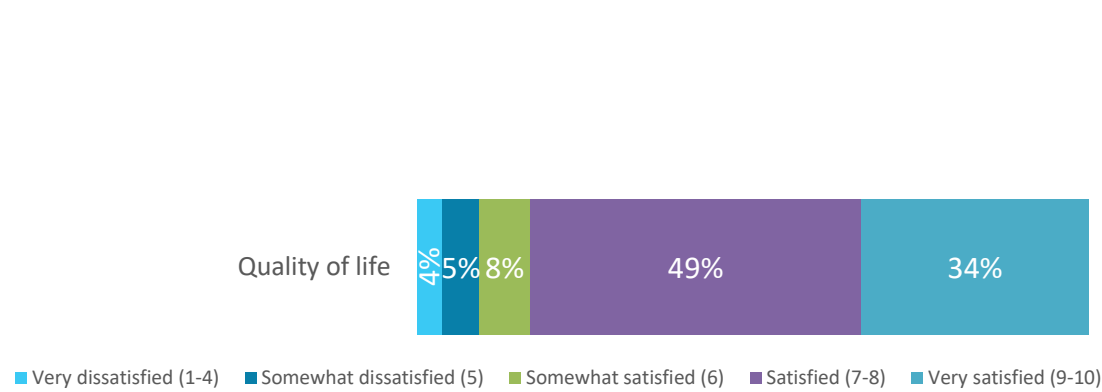


Quality of Life



Quality of Life

Just over eight in ten residents (83%) are satisfied with their quality of life.



		Satisfied (7-10%)	
2024	2023	Ashburton township	Rest of District
83%	86%	80%	87%



Sample Profile



Sample Profile

Gender				Location			
	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
Male	457	52%	50%	Urban <i>(Ashburton township)</i>	467	53%	59%
Female	418	48%	49%	Rural <i>(Rest of District)</i>	411	47%	41%
Gender Diverse	3	<1%	<1%				

Rate payers				Age			
	Number of Respondents	Unweighted %	Weighted %		Number of Respondents	Unweighted %	Weighted %
Pay rates	754	86%	84%	18-24	56	6%	10%
Do not pay rates	115	13%	14%	25-34	105	12%	18%
Unsure	9	1%	1%	35-44	160	18%	16%
				45-54	146	17%	17%
				55-64	202	23%	16%
				65-74	143	16%	13%
				75+	66	8%	11%

Sample Profile (continued)

Number of Years Lived in Ashburton District

	Number of Respondents	Unweighted %	Weighted %
5 years or less	137	16%	16%
6 to 10 years	104	12%	12%
More than 10 years	625	72%	71%
Unsure	2	<1%	<1%

Ethnicity

	Number of Respondents	Unweighted %	Weighted %
European/Pakeha	750	85%	86%
Māori	67	8%	6%
Pacific Peoples	4	<1%	<1%
Asian	32	4%	4%
Other	85	10%	9%



Appendix (Data Tables)

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
Standard and safety of sealed roads	33%	27%	31%	43%	32%	31%
Standard and safety of the district's unsealed roads	56%	53%	56%	55%	57%	53%
Council's rubbish and recycling services	79%	80%	86%	95%	86%	81%
Public toilets	93%	96%	96%	96%	95%	95%
Cemeteries	96%	97%	98%	100%	99%	96%
Animal control (i.e. dogs and wandering stock)	86%	90%	89%	90%	91%	86%
Civil Defence (i.e. emergency management)	99%	99%	96%	98%	97%	99%
The public library service	96%	97%	97%	94%	97%	96%
Playgrounds	92%	93%	96%	93%	94%	94%
Ashburton Domain	95%	97%	98%	100%	98%	96%
Council-provided parks and open spaces	95%	94%	95%	95%	94%	95%

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
The EA Networks Centre	90%	86%	92%	94%	90%	89%
The Ashburton Museum	91%	92%	95%	92%	88%	97%
Economic and business development in the district	81%	88%	90%	91%	85%	91%
Arts and culture in the district	87%	89%	90%	86%	86%	91%
Social services	93%	93%	97%	94%	94%	94%
Community events	95%	93%	93%	91%	93%	93%
Advocacy	86%	79%	90%	91%	86%	85%
Community safety	89%	89%	94%	92%	91%	90%
Alcohol licensing	93%	96%	91%	91%	91%	95%
Grants and funding to support community-led projects	99%	98%	97%	92%	96%	98%
Provision of CCTV and security patrols	91%	89%	93%	93%	90%	92%
Planning services	83%	80%	85%	83%	79%	87%
Building regulation service	88%	82%	85%	95%	84%	88%

Satisfaction, by age and gender

	Age				Gender	
	18-34	35-54	55-74	75+	Male	Female
Information service about property	96%	97%	97%	100%	97%	97%
Environmental monitoring / public health services	86%	93%	95%	98%	93%	91%
Website	100%	91%	93%	94%	95%	94%
Quality of the information Council supplies to the community	96%	94%	97%	98%	96%	95%
Performance of Council staff	84%	89%	93%	97%	88%	92%
Performance of the Mayor and Councillors	84%	87%	91%	100%	89%	89%
Rates spend	59%	62%	74%	80%	68%	67%
New resident support	89%	96%	94%	93%	91%	95%
Opportunities to have your say	80%	90%	92%	96%	88%	90%
Range of community facilities	87%	87%	97%	100%	93%	91%
Level of influence you have over Council decision-making	55%	60%	65%	72%	66%	56%
Feel a sense of community with others	86%	85%	92%	97%	87%	90%
Council's Climate Change Mitigation and Adaptation Efforts	79%	71%	79%	77%	72%	82%
State of the district's environment and biodiversity	90%	85%	83%	93%	88%	85%
Activity to care for the district's environment and biodiversity	90%	84%	85%	92%	87%	87%

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