



Grey District Community Satisfaction Survey 2014

FINAL REPORT



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Introduction

- ⌘ **Research has been conducted by Opinions Market Research Ltd in June 2011 and August 2013 to provide measures of community satisfaction with Grey District Council and its services**
- ⌘ **Grey District Council requested Opinions conduct similar research in 2014 to re-measure satisfaction with the Council's performance and provide a comparison with previous results**
- ⌘ **This report also provides a measure of perception of quality of life**
- ⌘ **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:

- ⌘ 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:

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



Research methodology

- ⌘ As in 2011 and 2013, a quantitative telephone survey was conducted among a representative sample of 350 Grey District residents aged 18+
- ⌘ Interviewing took place from 4 – 29 October 2014
- ⌘ 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 2013 Census
- ⌘ The statistical margin of error for the total sample of 350 is $\pm 5.3\%$ at a 95% confidence level
- ⌘ **NOTE:** All percentage figures are shown as whole numbers. Where total % satisfied and dissatisfied scores are given these are calculated from the precise, non-rounded data for accuracy. These totals may therefore differ from the sum of categories as shown in the charts.



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 2014
- ⌘ In the benchmark charts following, Councils have been identified where the data is publicly available and other results have been anonymised. Council A, B, C etc is the same Council across all charts.



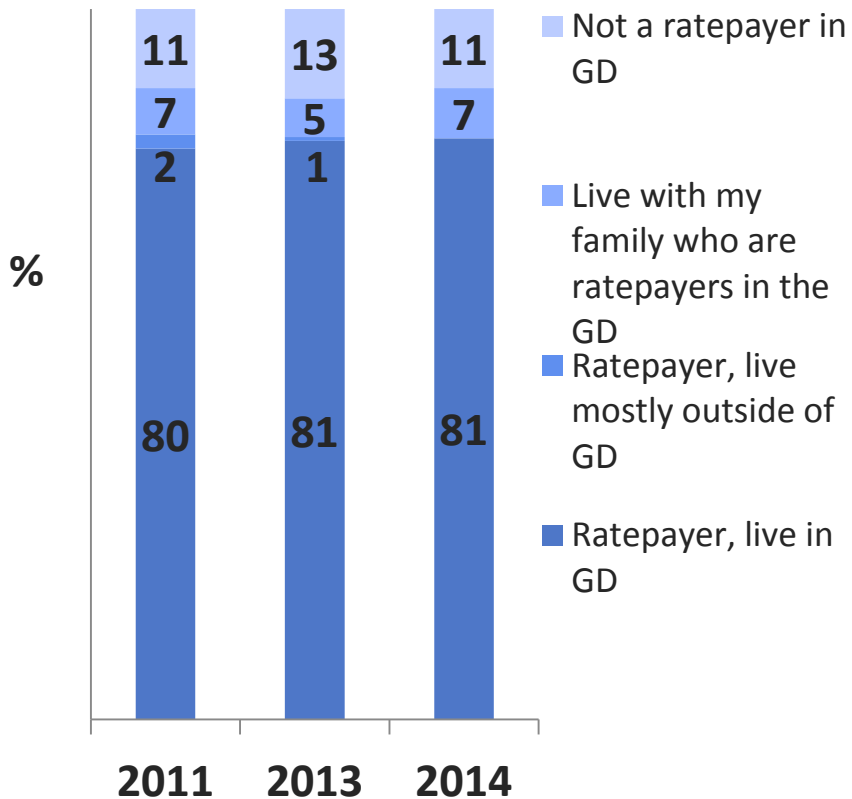
Sample structure

		Census 2013 %	Sample n=350					
			2011		2013		2014	
			n	%	n	%	n	%
Age	18-24	15	50	14	43	12	44	13
	25-49	38	148	42	140	40	150	43
	50-64	27	102	29	106	30	104	30
	65+	20	50	14	61	17	52	15
Gender	Male	50	165	47	168	48	177	51
	Female	50	185	53	182	52	173	49
Area	Greater Greymouth	50	208	59	197	56	212	61
	Karoro - Camerons	16	38	11	46	13	41	12
	Kaiata/Dobson/Taylorville/Stillwater	8	30	9	31	9	26	7
	Grey Valley/Blackball/Lake Brunner	14	41	12	39	11	37	11
	Runganga/Rapahoe/Coast Road	11	33	9	37	11	34	10

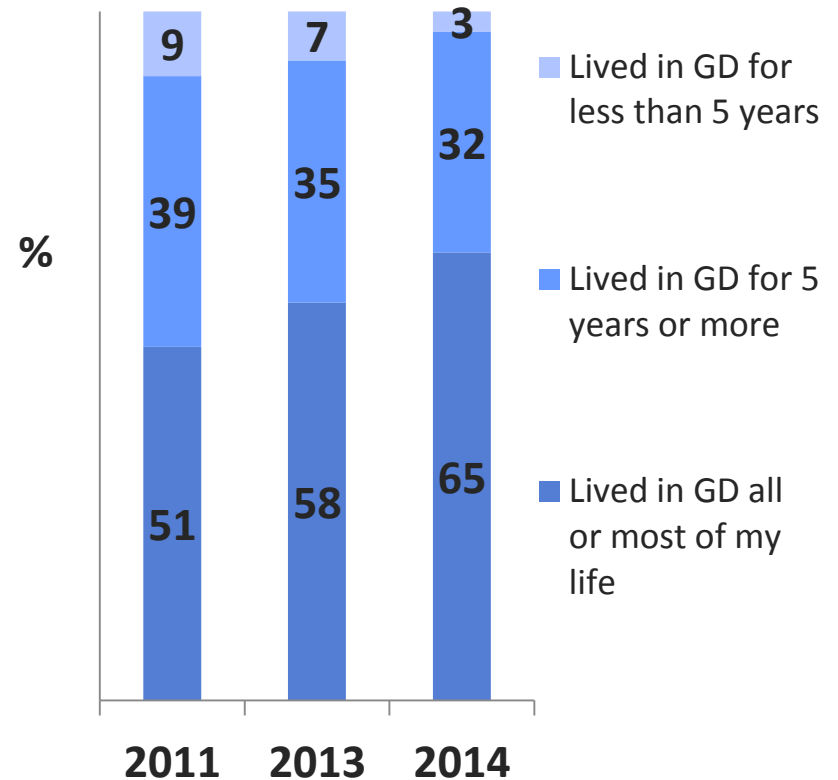


Sample profile

Ratepayers



Time living in Grey District



Executive summary



Executive summary

- ⌘ Satisfaction with the overall performance of Grey District Council over the last 12 months is consistent with 2013 findings (81% of residents are extremely, very or quite satisfied). It remains lower than the 2011 results (90%).
 - ⌘ Lower satisfaction is most commonly related to dissatisfaction with support/ communication and things not moving forward.
- ⌘ Satisfaction with the performance of the Mayor and Councillors is unchanged since 2013 (83%), and also remains lower than in 2011 (91%).
- ⌘ 68% of residents have contacted Grey District Council in the last 12 months, of whom 84% are satisfied with the overall service they received.
 - ⌘ Although this is slightly fewer than in 2013 (87%), the proportion who are extremely satisfied has risen from 12% in 2013 to 24% and is similar to in 2011 (21%).
- ⌘ Satisfaction with the information residents receive from the Council has risen to 85% in 2014, up from 78% in 2013.
- ⌘ Residents most commonly prefer to receive information from the Council via a Council quarterly newsletter (60%), letter/bulk mail out (42%) or in the newspaper (38%).
- ⌘ 21% of residents prefer to receive information via social media, up from 10% in 2013.
 - ⌘ Younger residents aged 18-24 years are particularly likely to prefer to receive information this way (41% in 2014, up from 28% in 2013).



Executive summary continued

- ⌘ 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 (79%) or the Council offices (71%) and least likely to have used a children's playground (50%) in the last 12 months.
- ⌘ Satisfaction with Council facilities and services tends to be slightly lower in 2014 than in 2013 and 2011.
 - ⌘ Satisfaction has dropped significantly with the maintenance of roads (down from 76% in 2011 to 52% in 2014), the District's roading network (down from 81% to 68%) and the regulation of land use (down from 65% to 49%).
- ⌘ Satisfaction is highest for rubbish collection (91%) and parks and reserves (90%), followed by the maintenance of cemeteries (85%), libraries (81%), the availability of public parking (79%) and dog control (79%). Satisfaction is lowest for the efficiency with which the Port is run (33%).
- ⌘ 92% of residents who have their rubbish collected by the Council are satisfied that their rubbish/recycling is collected on time and 88% are satisfied with the household rubbish/recycling service in general, down from 96% in 2011.
- ⌘ 74% of residents are satisfied that the Council litter bins, recycling centre and recycling stations are kept clean and tidy.



Executive summary continued

- ⌘ **74% of residents on a Council water supply are satisfied with the water's appearance and taste and 88% are satisfied with the pressure and flow, both lower than in 2011 (81% and 94% respectively).**
- ⌘ **80% of residents living in a town are satisfied with the way their property drains stormwater.**
- ⌘ **The majority (91%) of residents stated they feel safe on local roads.**
- ⌘ **24% of residents stated they feel very well prepared for an emergency event (down from 35% in 2011). 50% feel quite well prepared, while 22% feel not very well prepared and 5% feel not at all well prepared**
- ⌘ **13% of residents stated they strongly agree and 47% agree that they feel a sense of pride in the way their District looks and feels. Only 5% disagree strongly with the statement**
- ⌘ **The majority of residents (94%) agree that the District is a great place to live, with 43% agreeing strongly with the statement**



Key findings

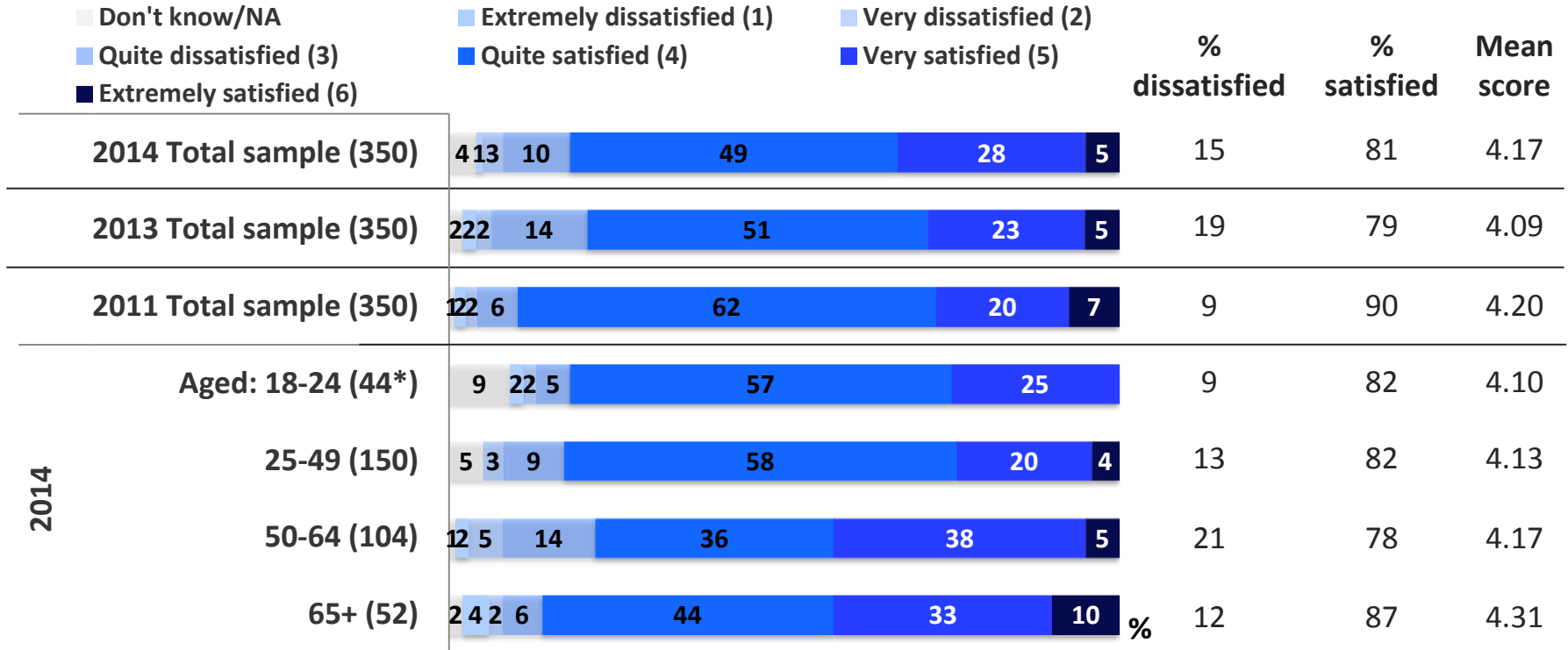


Performance of Grey District Council



Satisfaction with overall performance of Grey District Council over last 12 months

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



Satisfaction (81% extremely/very/quite satisfied) increases slightly compared to 2013, but remains lower than in 2011 (90%).

Satisfaction among 18-24 year olds has risen since 2013, from 56% to 82%

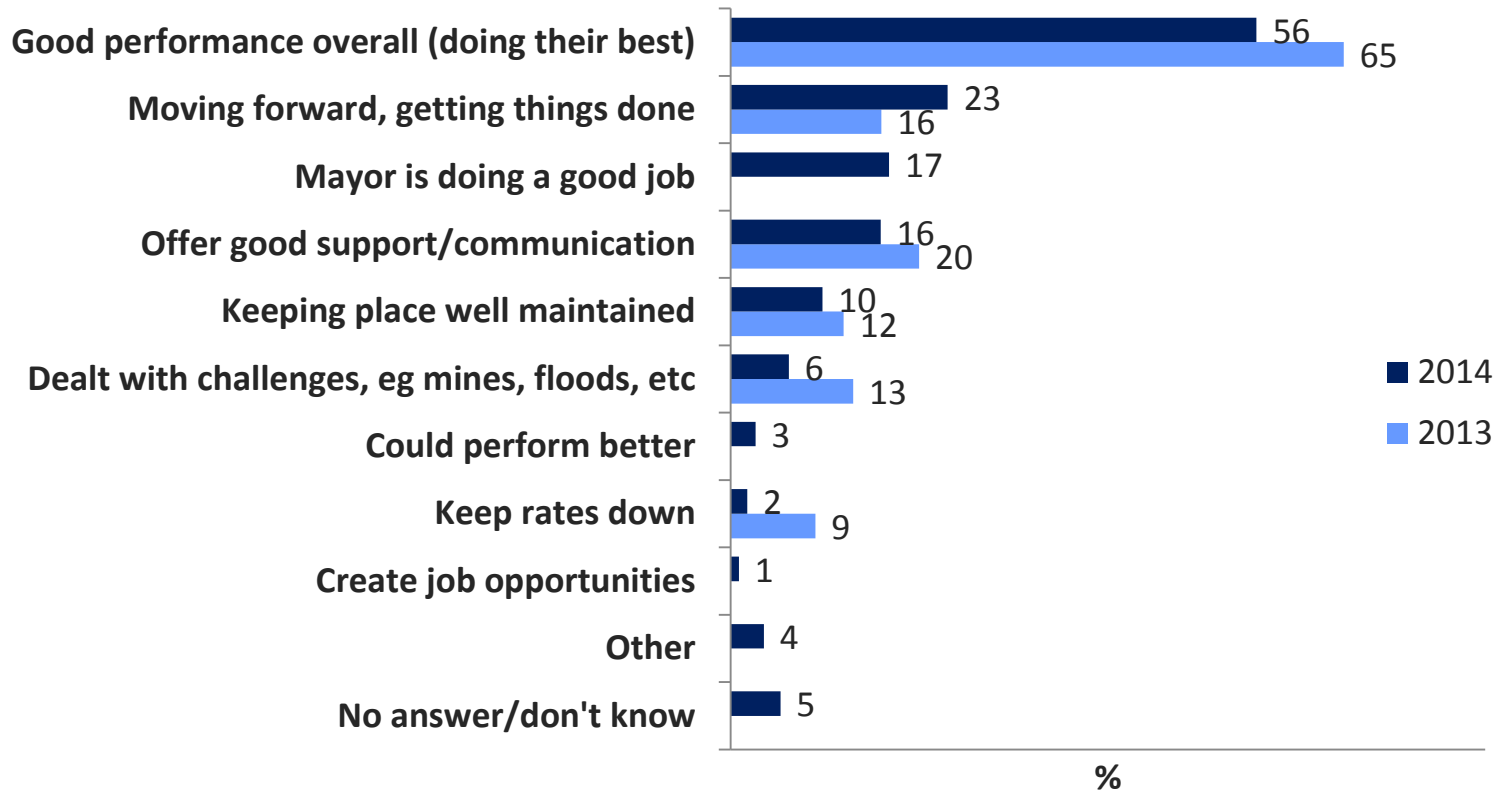
Sample: refer to ()

* Note: small sample size – results indicative only



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

Q. Why do you say that?



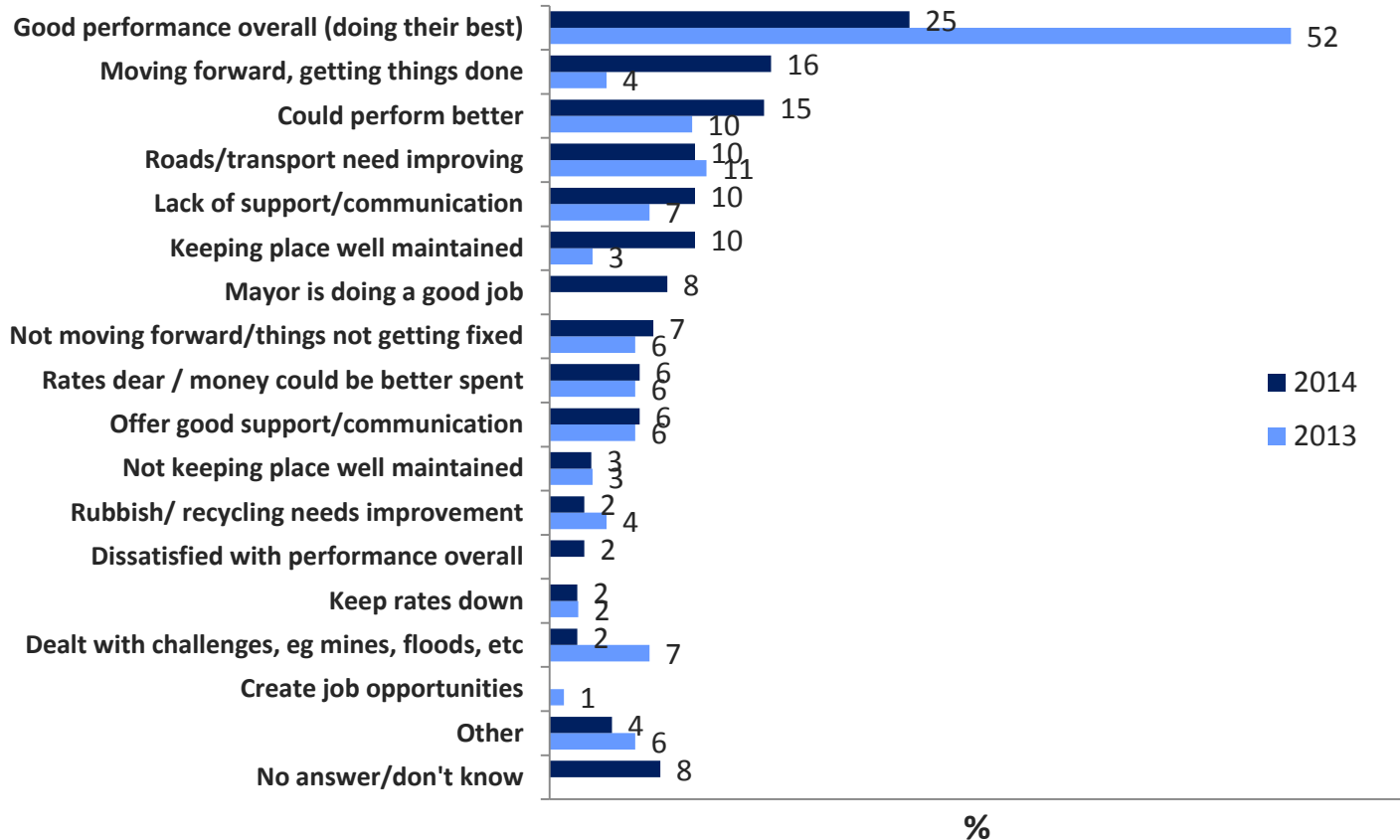
In 2014 the reason most commonly given by those who are extremely or very satisfied with the performance of Grey DC over the last 12 months is that their performance has been good overall (56%), followed by moving forward, getting things done (23%)

Sample: those extremely or very satisfied with performance: 2013: 100; 2014: 113



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

Q. Why do you say that?



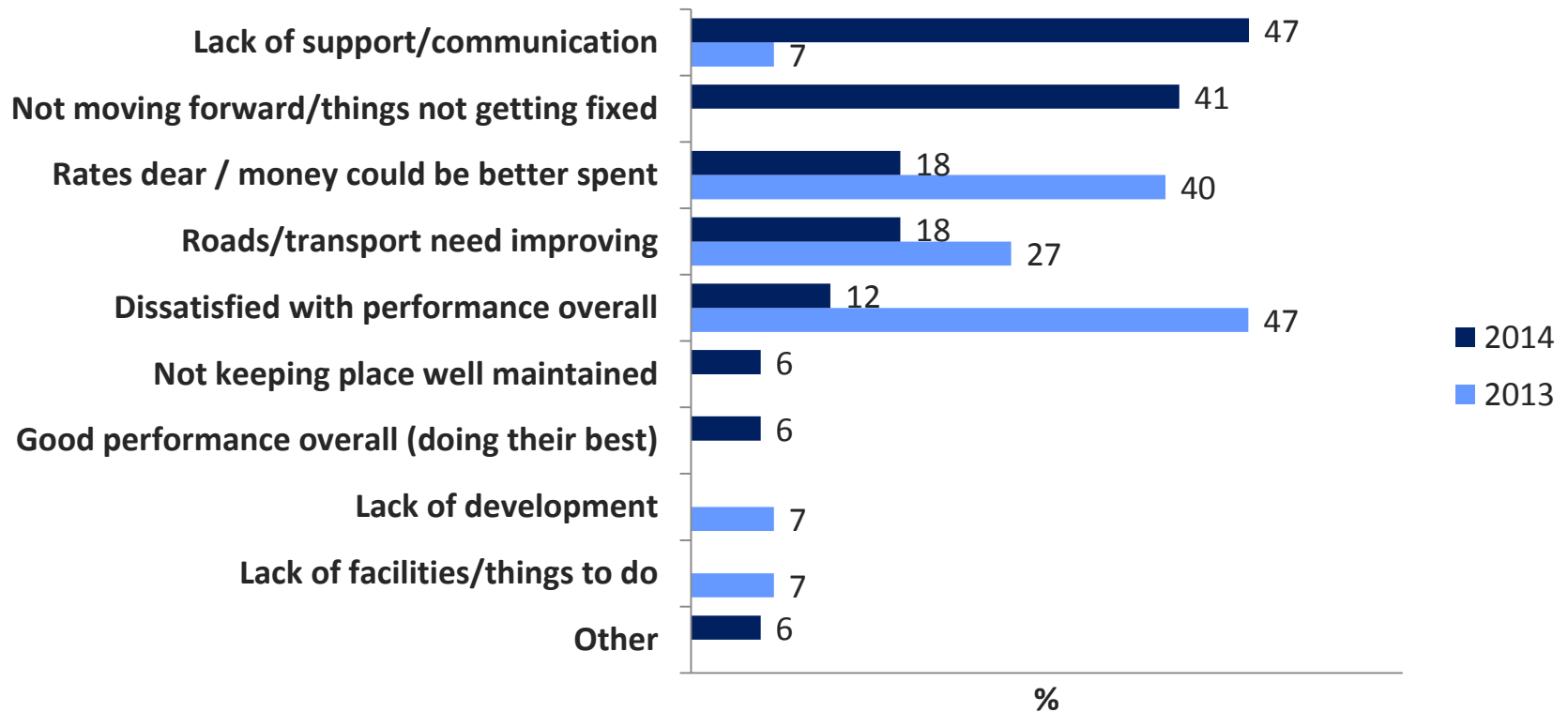
The reasons behind mid ratings are both positive and negative. Positive responses for a mid rating suggest that while the performance is good it does not yet meet expectations. The most common specific reason given for not rating performance higher relates to the need for improvement around roads and transport.

Sample: those quite satisfied or quite dissatisfied with performance: 2013: 228; 2014: 206



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

Q. Why do you say that?



In 2014 the most common reasons given for being very or extremely dissatisfied with the performance of Grey DC over the last 12 months were lack of support/communication (47%) and not moving things forward/things not getting fixed (41%)

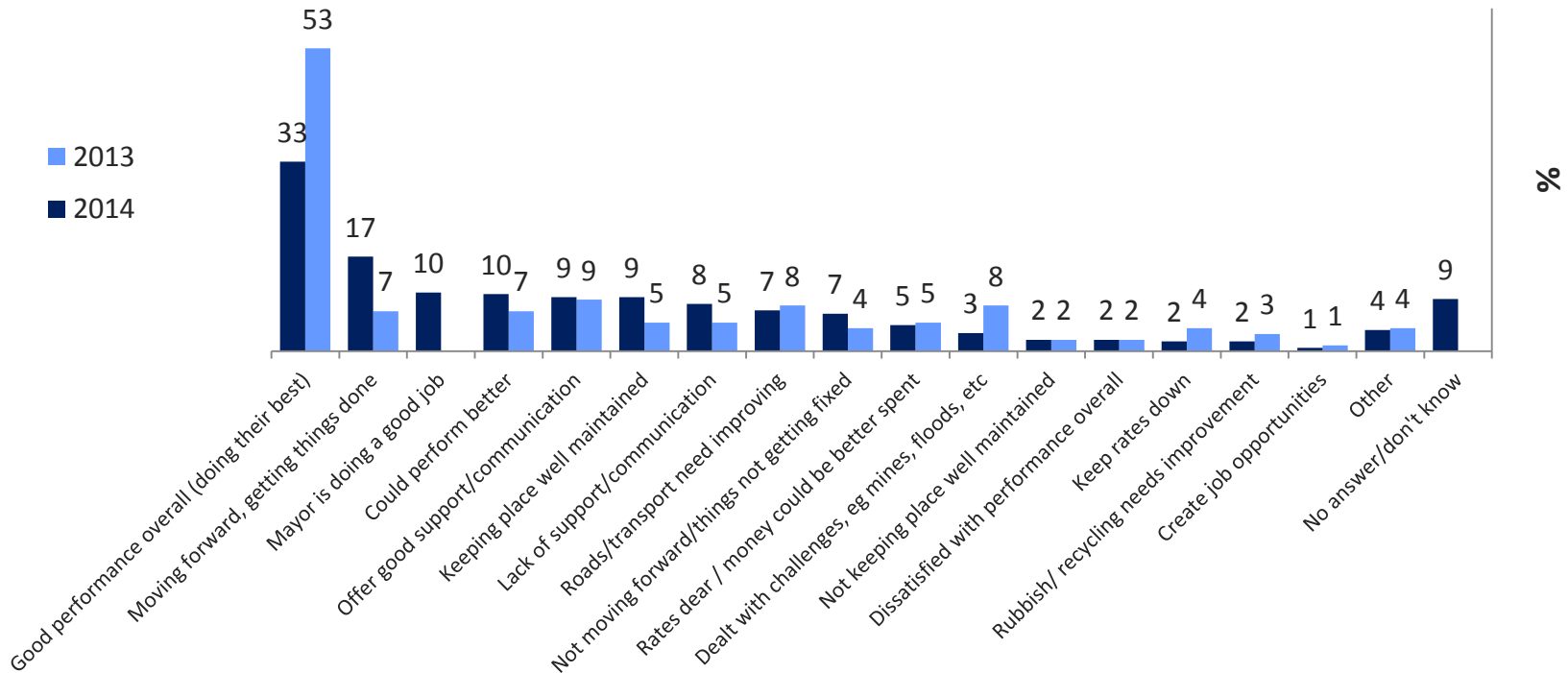
Sample: those extremely or very dissatisfied with performance: 2013: 15*; 2014: 17*

* Note: small sample size – results indicative only



Total reasons for satisfaction with performance of Grey DC over last 12 months

Q. Why do you say that?



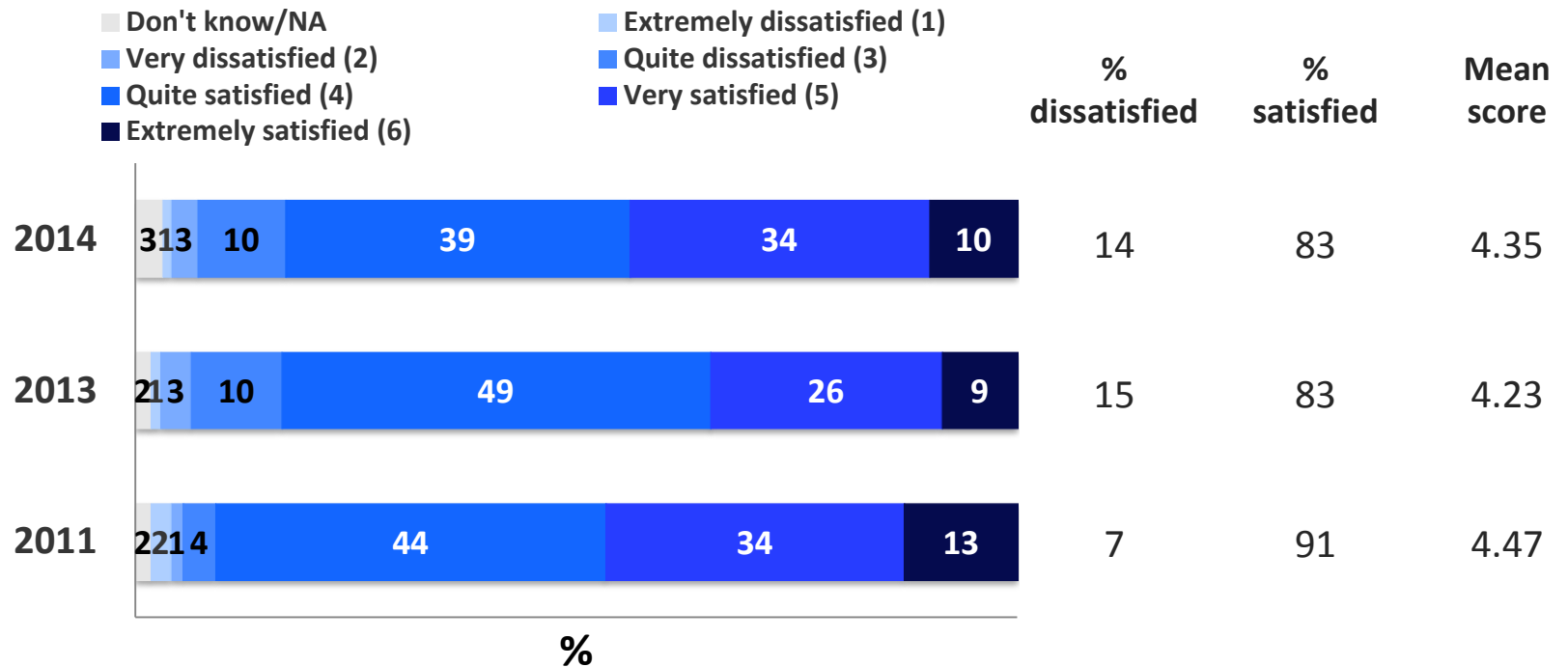
In the overall sample the most frequently mentioned comments regarding satisfaction with performance of Grey DC over last 12 months continue to be positive, with one third of survey participants in 2014 stating that Grey DC shows good performance overall and is doing their best (33%).

Sample: 2013: 350; 2014: 350



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?

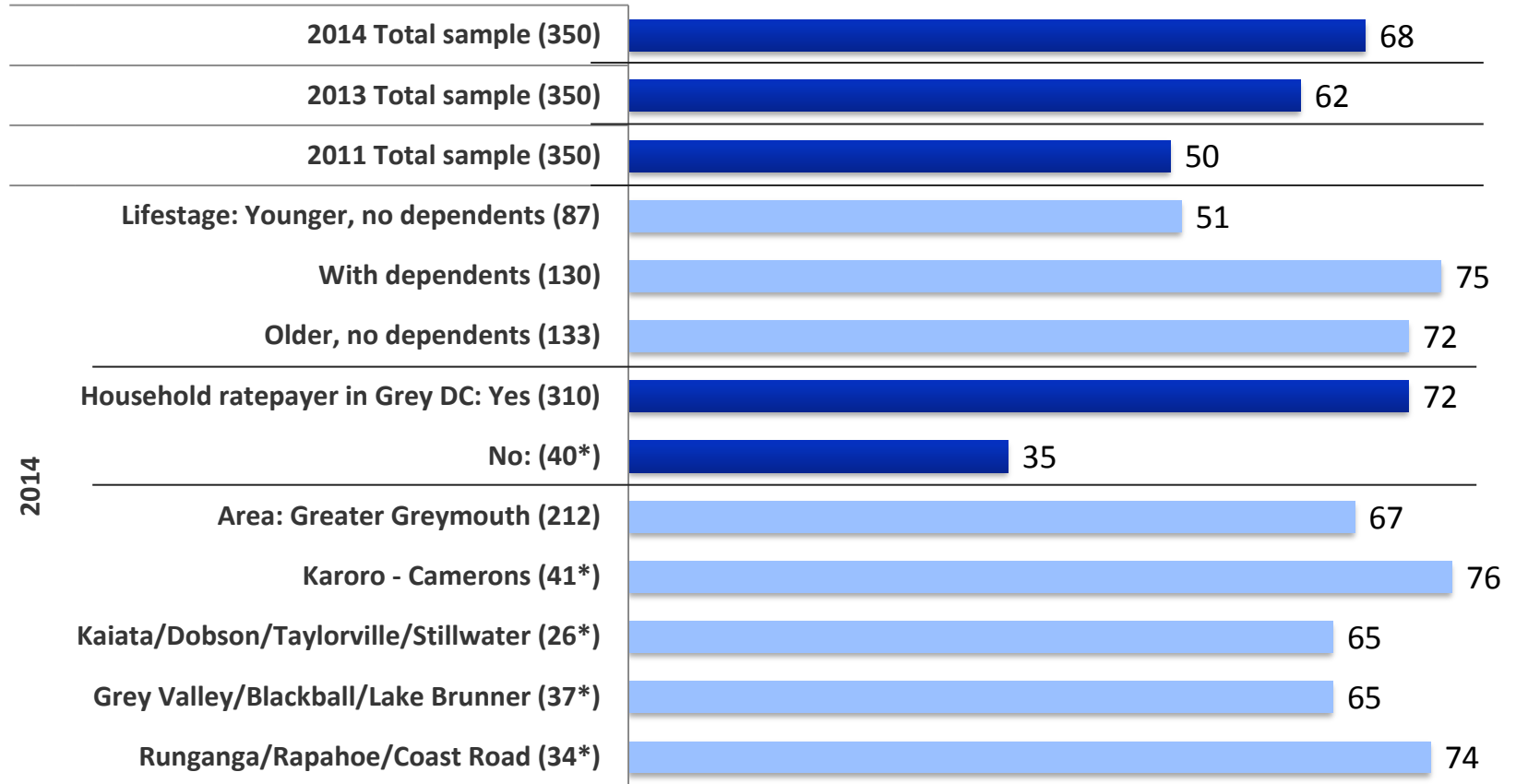


Satisfaction with the performance of the Mayor and Councillors remains consistent with 2013 results



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 2014 (68%) than in 2011 (50%) and 2013 (62%). Those who are younger with no dependents (51%) and those in households that are not Grey DC ratepayers are the least likely to have contacted them (35%)

Karoro – Camerons and Runganga/Rapahoe/Coast Road residents are more likely than residents in other areas to have done so (76% and 74% respectively compared with 65%-67% of residents in other areas), although these results are not significantly different and are indicative only

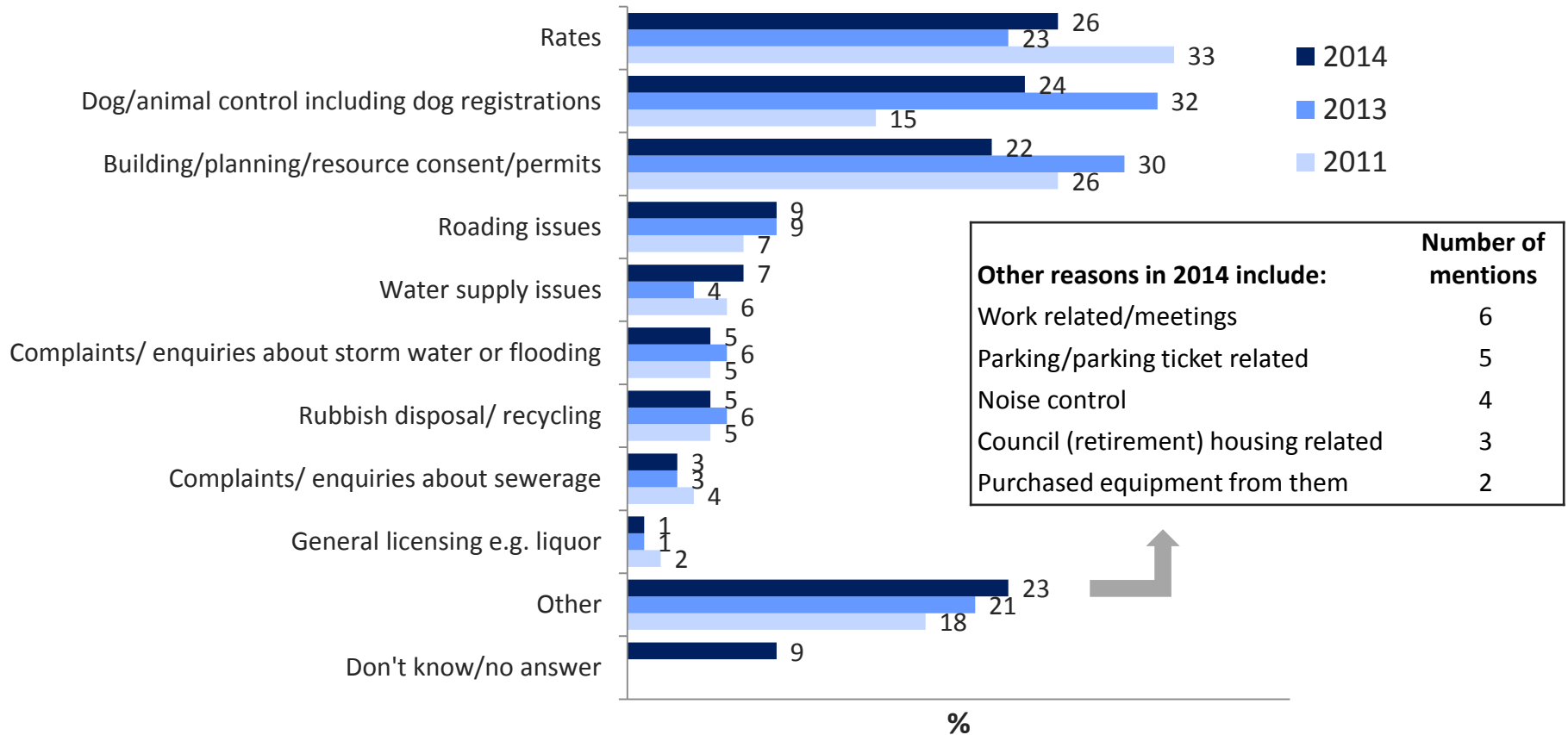
Sample: refer to ()

Note: small sample size – results indicative only



Reasons for contacting the Council offices

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



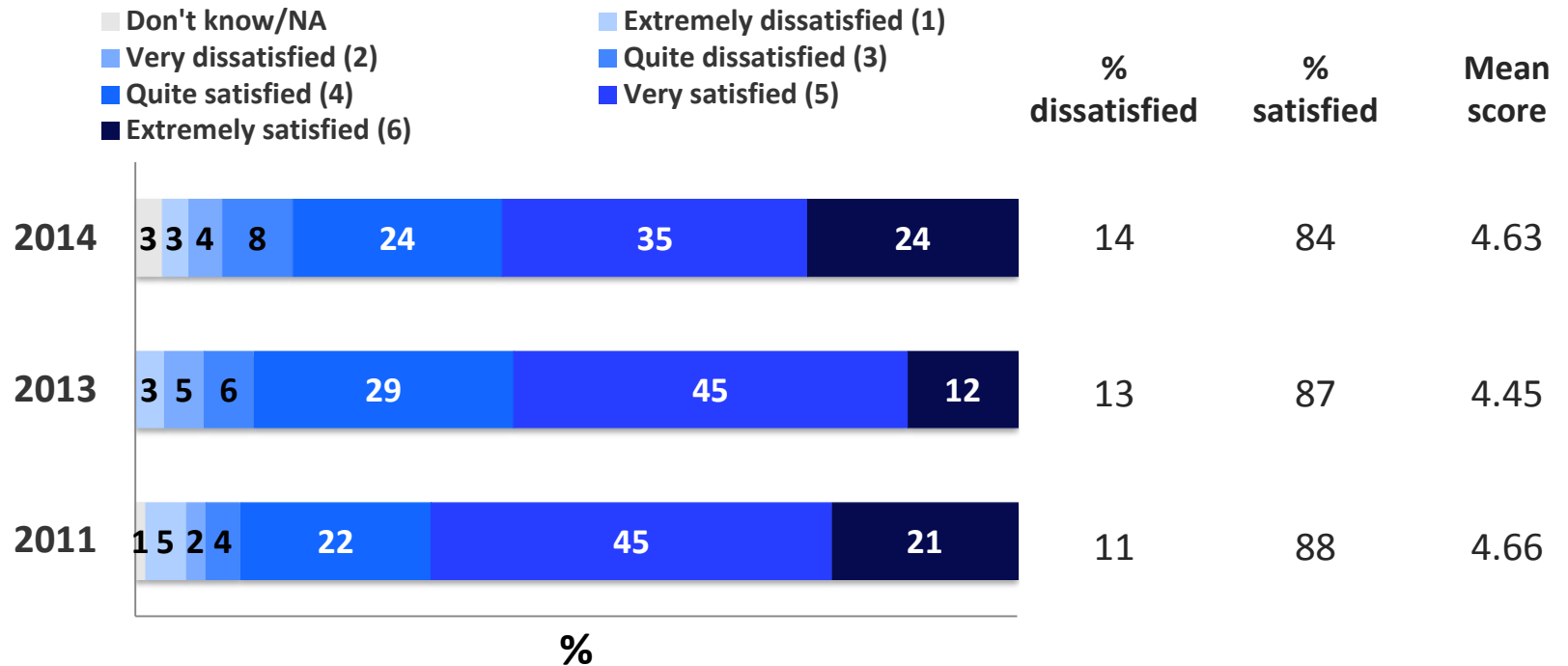
The three most common reasons for contacting the Council are rates (26%), dog/animal control/dog registrations (24%) and building/planning/resource consent/permits (22%), as in previous years

Sample: those who contacted the Council: 2011: 175; 2013: 217; 2014: 238



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?

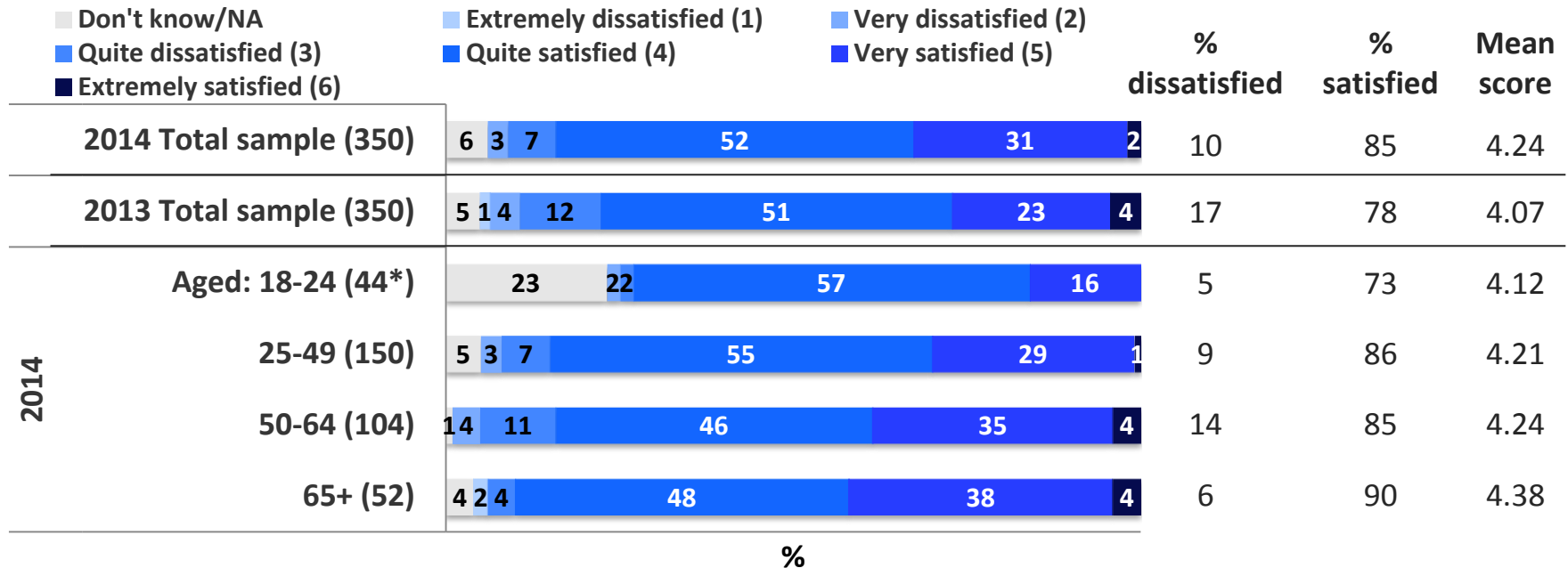


84% of those who contacted the Council offices are satisfied with the overall service they received, slightly fewer than in earlier years. The proportion who are extremely satisfied has however risen since 2013 (from 12% to 24%) and is similar to in 2011 (21%)



Satisfaction with information received from the Council

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



85% of residents in 2014 are satisfied with the information they receive from the Council, with 31% very satisfied, up from 23% in 2013

Findings indicate that satisfaction increases with the age of the resident.

Sample: refer to ()

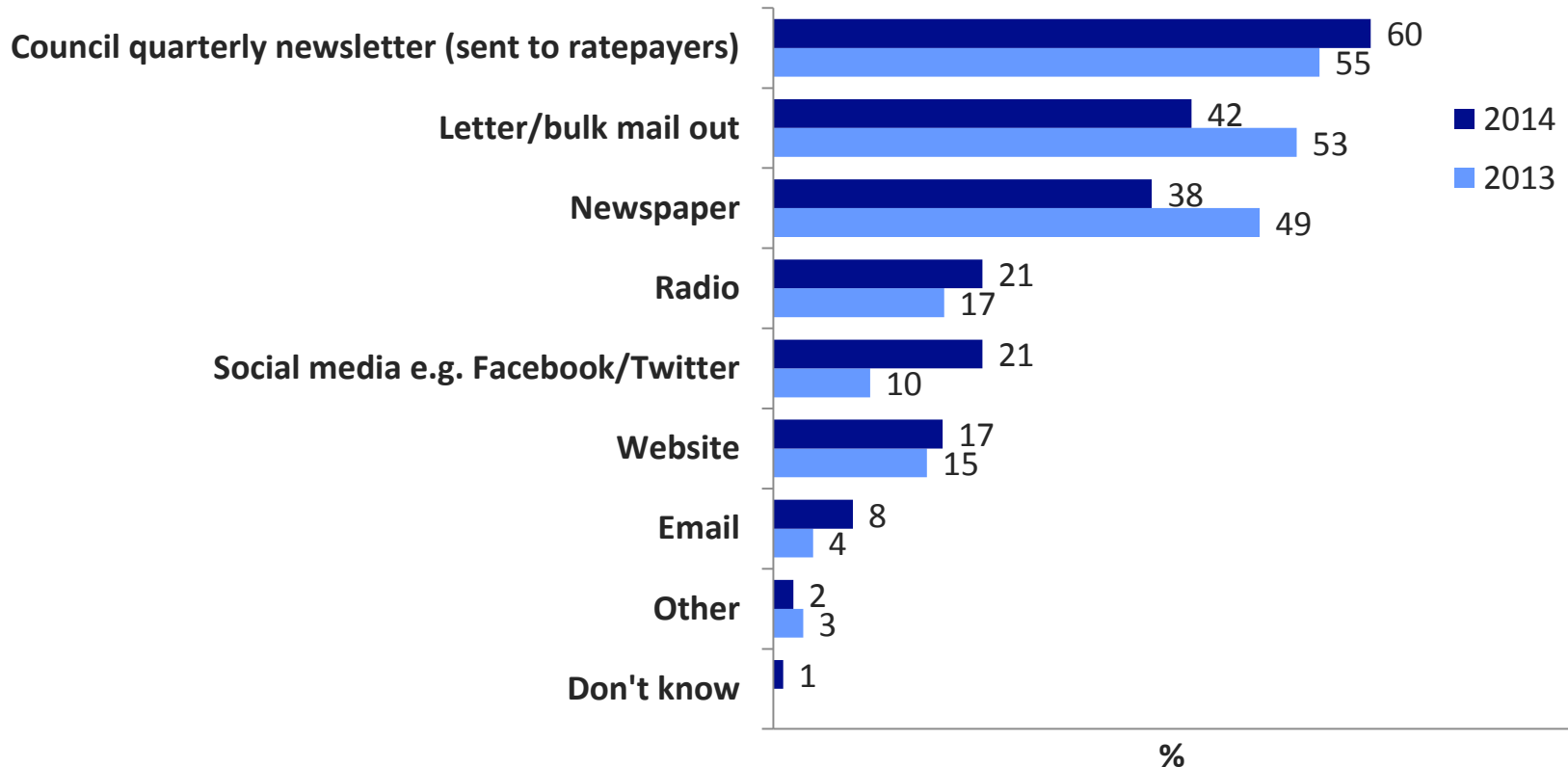
* Note: small sample size – results indicative only

This question was not asked in 2011



Preferred method of receiving information from the Council – 2014

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



Residents' most commonly preferred option for receiving information from the Council was a quarterly newsletter sent to ratepayers (60%), followed by a letter/bulk mail out (42%) and in the newspaper (38%), as in 2013. However, fewer prefer a letter/bulk mail out and information in the newspaper in 2014 than in 2013 and more prefer to receive information via social media (21%, up from 10% in 2013)



Preferred method of receiving information from the Council, 2014 – by age

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

	Age			
	18-24 (44*) %	25-49 (150) %	50-64 (104) %	65+ (52) %
Council quarterly newsletter (sent to ratepayers)	25	63	68	65
Letter/Bulk mail out	36	45	39	46
Newspaper	39	35	37	50
Radio	25	21	19	21
Social media e.g. Facebook/Twitter	41	27	13	2
Website	27	19	14	4
Email	0	11	5	10

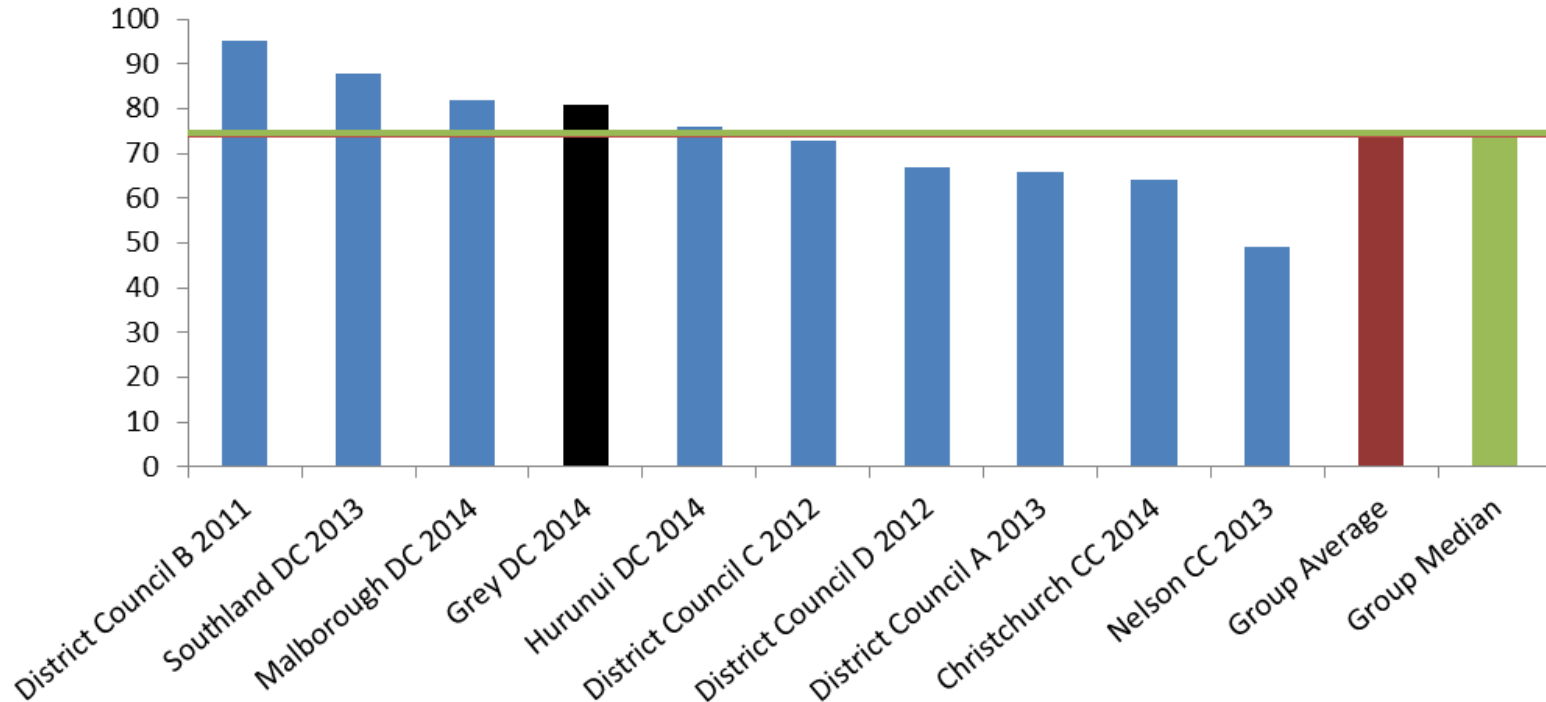
Residents aged 18-24 are significantly more likely than average to prefer receiving information from the Council via social media (41%, up from 28% in 2013) and significantly less likely to prefer a quarterly newsletter from the Council (25%, down from 35% in 2013)



Benchmark data



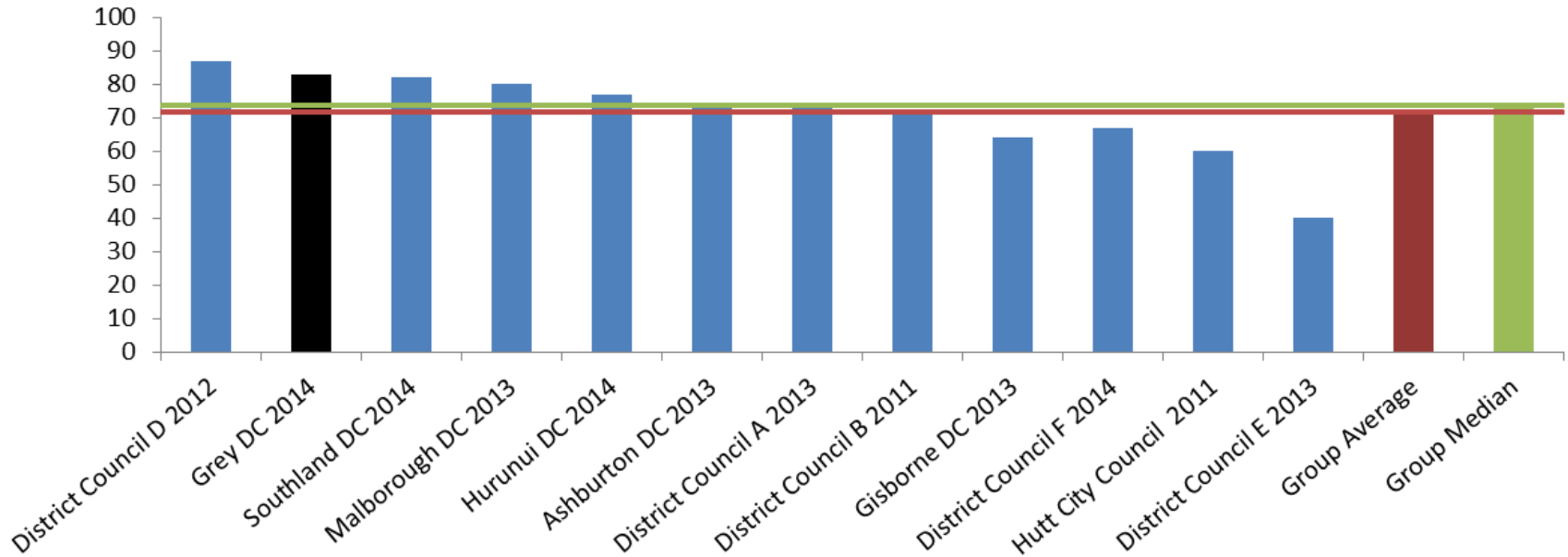
Overall satisfaction with performance of the Council



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



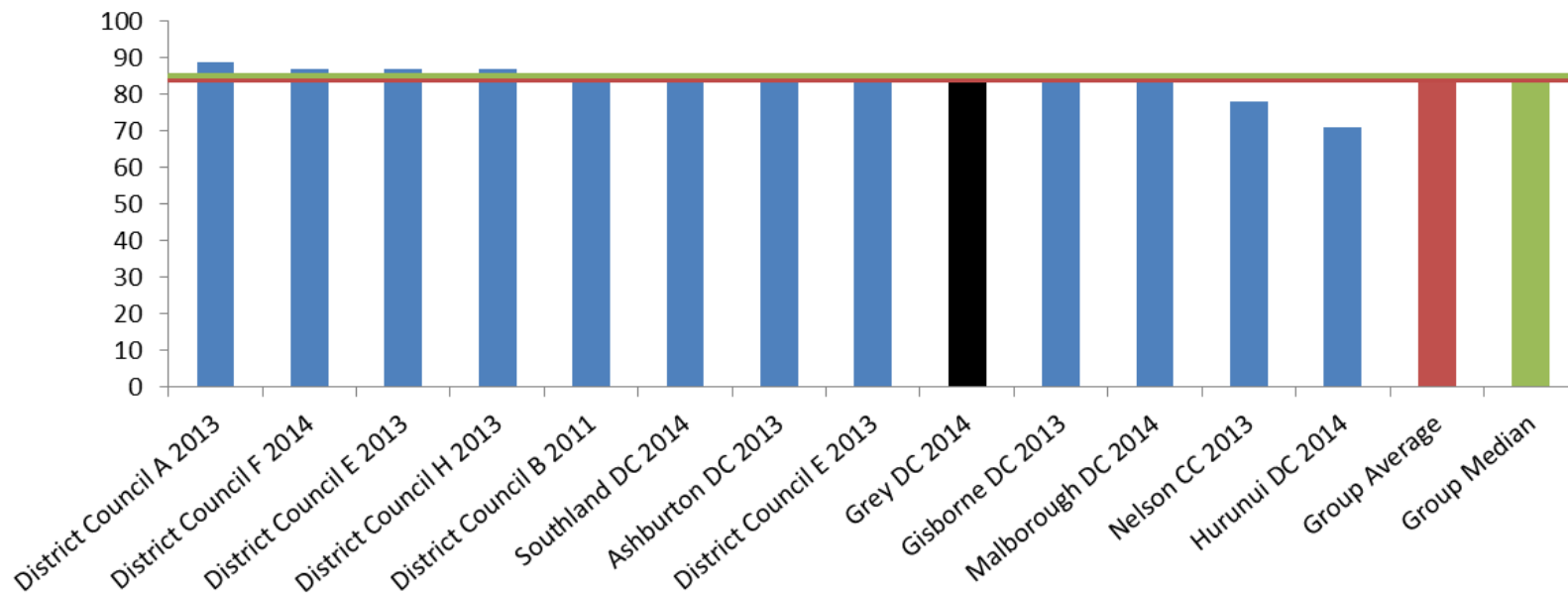
Satisfaction with the performance of the Mayor and Councillors



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 on par with the average for the group of Councils

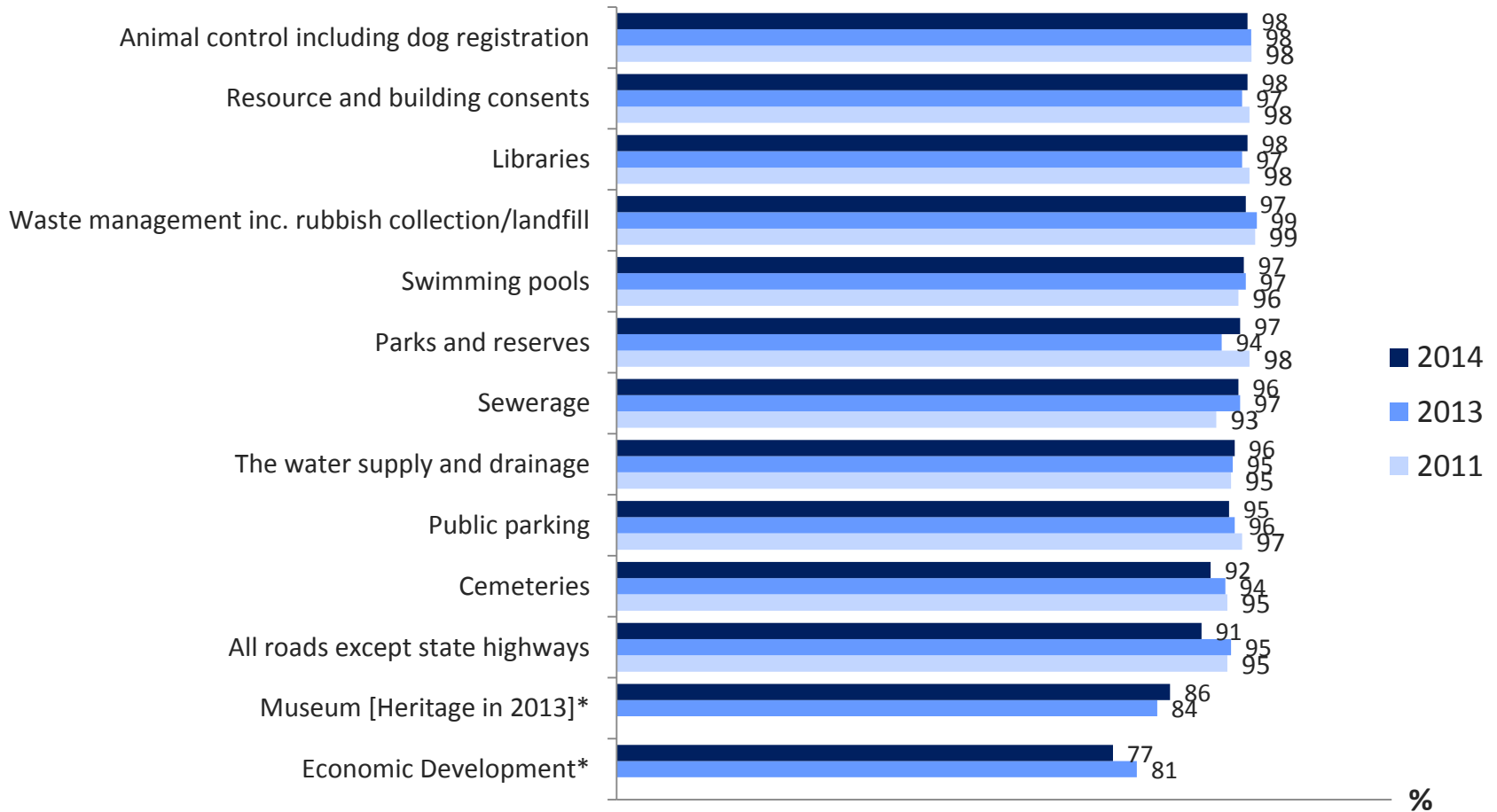


Awareness, use of and satisfaction with Council facilities and services



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?

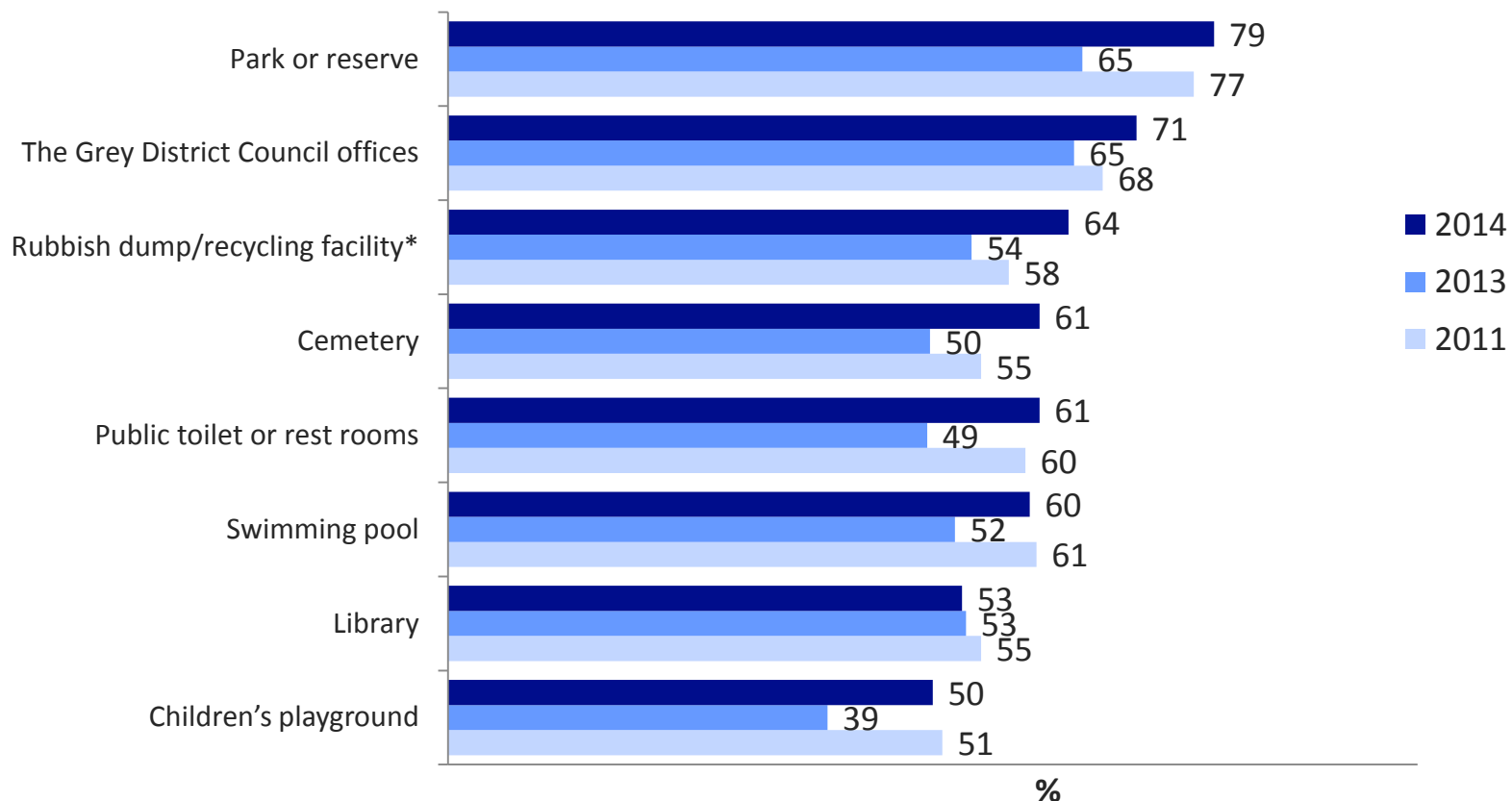


Awareness of the services that Council provides is generally high. Residents are least likely to be aware of Council’s economic development services (77%)



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 2014 are most likely to have used a park or reserve (79%) and the Grey DC offices (71%) in the last 12 months. Use of Council facilities is generally higher in 2014 than in 2013

Sample: 2011: 350; 2013: 350; 2014: 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, 2014 – by gender and life stage

	Gender		Life Stage		
	Male (177) %	Female (173) %	Younger, no dependents (87) %	With dependents (130) %	Older, no dependents (133) %
Park or reserve	77	81	83	89	67
The Grey District Council offices	68	75	48	82	76
Rubbish dump/recycling facility	67	61	59	72	59
Cemetery	56	66	54	55	71
Public toilet or rest rooms	62	61	56	70	56
Swimming pool	49	71	57	79	42
Library	41	66	56	58	47
Children's playground	44	55	32	76	35

Females are significantly more likely than males to have used a swimming pool or library (71% v. 49% and 66% v. 41% respectively)

Those with dependents are significantly more likely than average to have visited a park or reserve (89%), the Grey DC offices (82%), a rubbish dump/recycling facility (72%), public toilet/rest room (70%), swimming pool (79%) or children's playground (76%). Those who are older with no dependents are the most likely to have visited a cemetery (71%)



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:

- Don't know/NA
- Extremely dissatisfied (1)
- Very dissatisfied (2)
- Quite dissatisfied (3)
- Quite satisfied (4)
- Very satisfied (5)
- Extremely satisfied (6)

						% dissatisfied	% satisfied	Mean score		
Parks and reserves including walking tracks	2014	4	1	5	33	44	14	4.68		
	2013	4	1	4	43	37	11	4.53		
	2011	5	1	4	50	30	9	4.45		
Availability of public parking	2014	1	1	4	15	45	27	7	4.14	
	2013	2	2	5	12	51	23	6	4.08	
	2011	2	4	5	17	48	22	3	3.90	
Public toilets and rest rooms	2014	1	7	1	5	8	41	23	5	4.16
	2013	1	5	3	4	9	42	24	3	4.06
	2011	1	7	1	6	46	25	4	4.24	

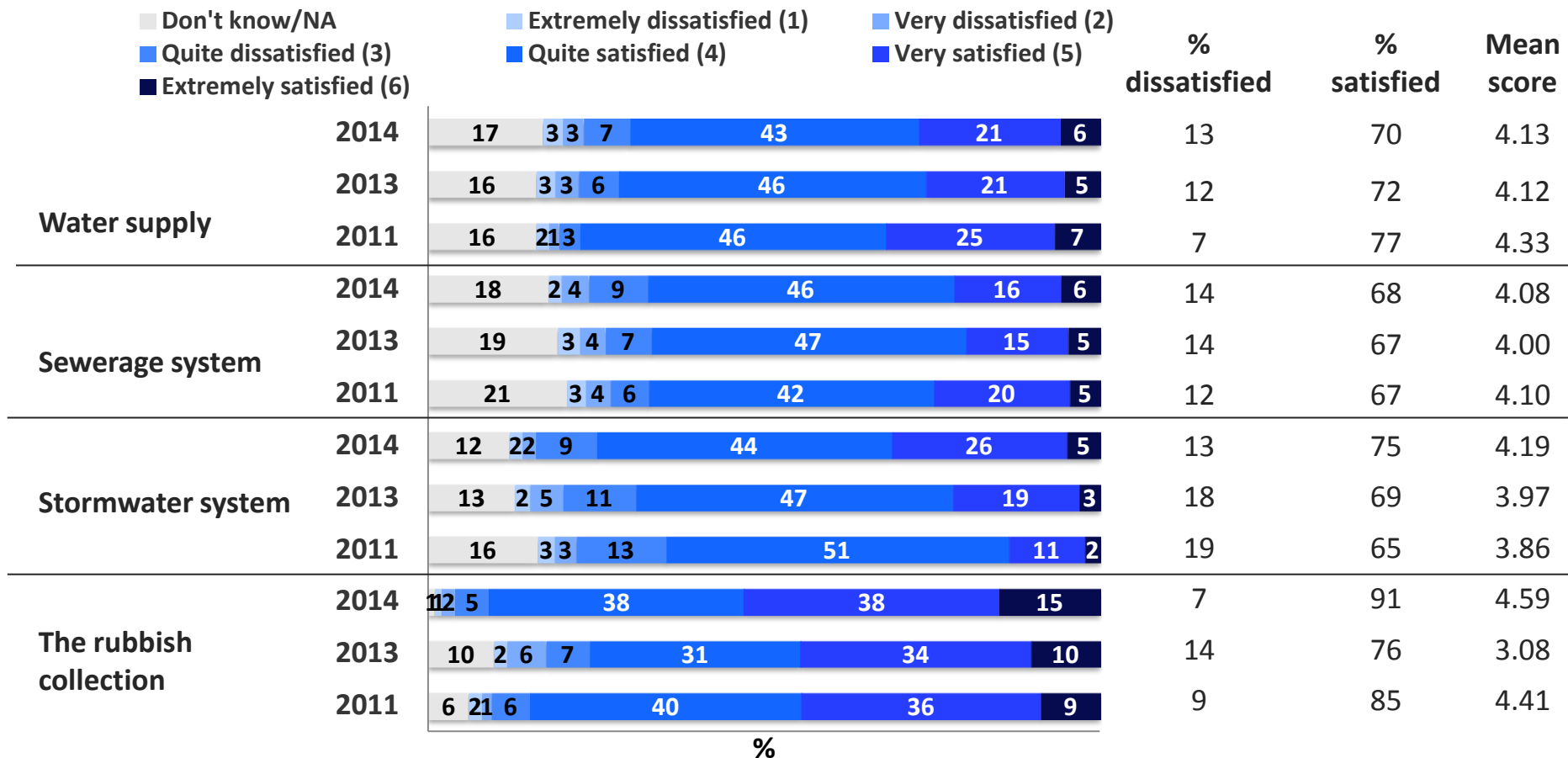
Of all the Grey DC services asked about, parks and reserves have one of the highest satisfaction ratings, with 90% of residents stating they are extremely, very or quite satisfied. This is similar to previous years

As in 2013, the majority are satisfied with the availability of public parking (79%), a slightly higher proportion than in 2011 (73%), and 69% are 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:

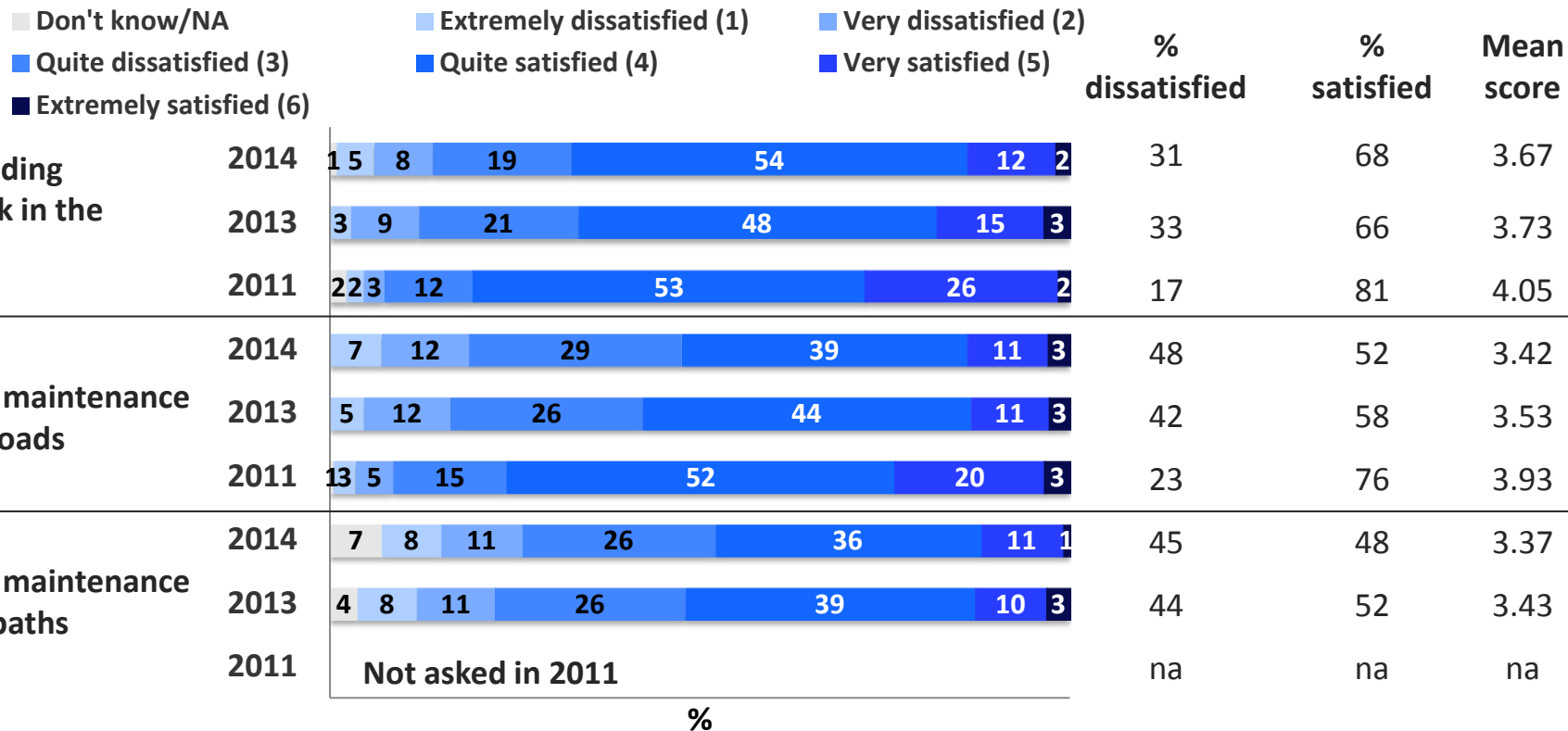


70% of residents are satisfied with the water supply in 2014, 68% with the sewerage system, 75% with the stormwater system and 91% with the rubbish collection. Satisfaction with the water supply remains lower than in 2011 (77%), while satisfaction with the stormwater system and rubbish collection are higher (up from 65% and 85% respectively 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:



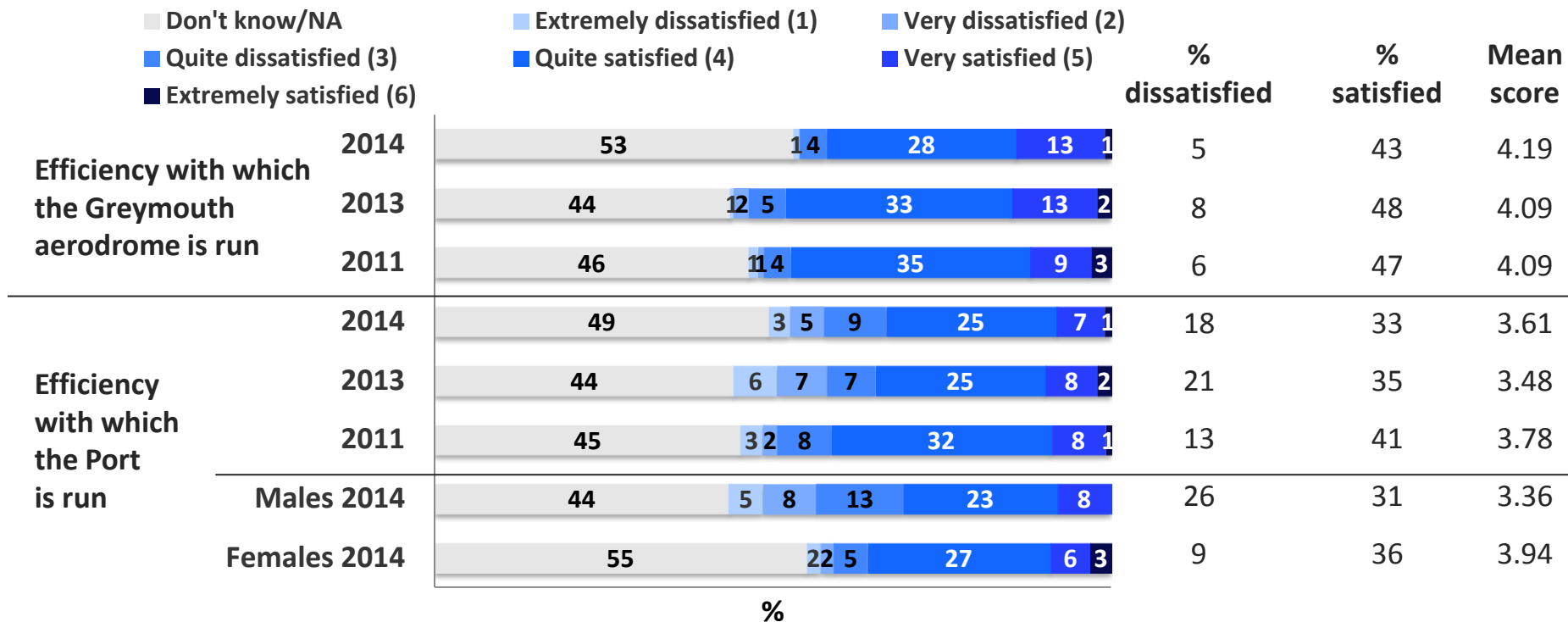
Satisfaction with the roading network (68%) and overall maintenance of the roads (52%) remain lower than in 2011 (81% and 76% respectively) though are not significantly different from 2013 results

Around one half of residents in 2014 (48%) 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:



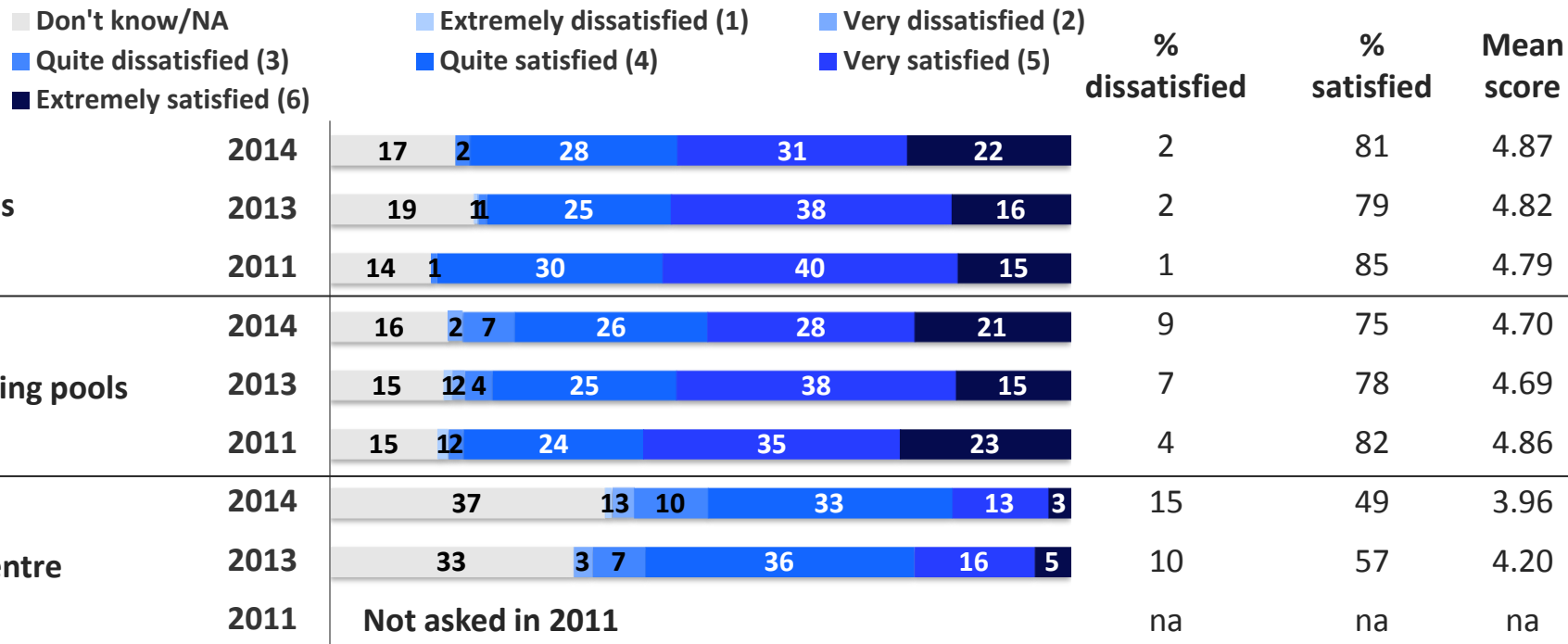
43% of residents are satisfied with the efficiency with which the aerodrome is run, and 5% are dissatisfied, with the remainder stating 'don't know'. These results are similar to those recorded in previous years

33% are satisfied with the efficiency with which the Port is run, down since 2011 (41%), and 18% are dissatisfied, up from 13% in 2011. The remaining 49% in 2014 stated 'don't know'. Males are more likely to be dissatisfied than females in 2014 (26% v. 9%), as in previous years



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:



%

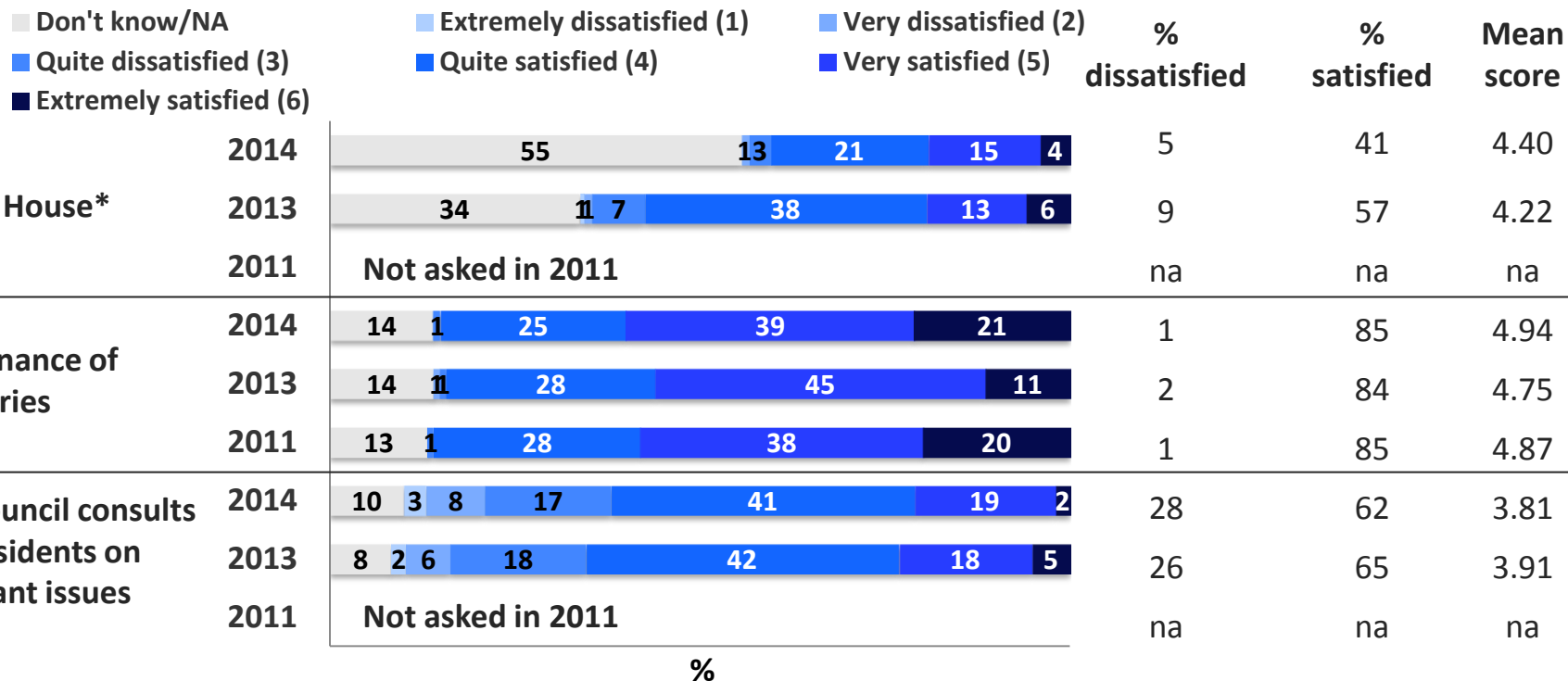
81% of residents are satisfied with libraries and 75% with swimming pools in 2014. Satisfaction with swimming pools has continued to fall since 2011 (82%)

49% stated they are satisfied with the Civic Centre in 2014, 15% are dissatisfied and the remaining 37% 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:



41% of residents stated that they are satisfied with History House in 2014 while 5% are dissatisfied; the remainder stated they 'don't know' (55%)

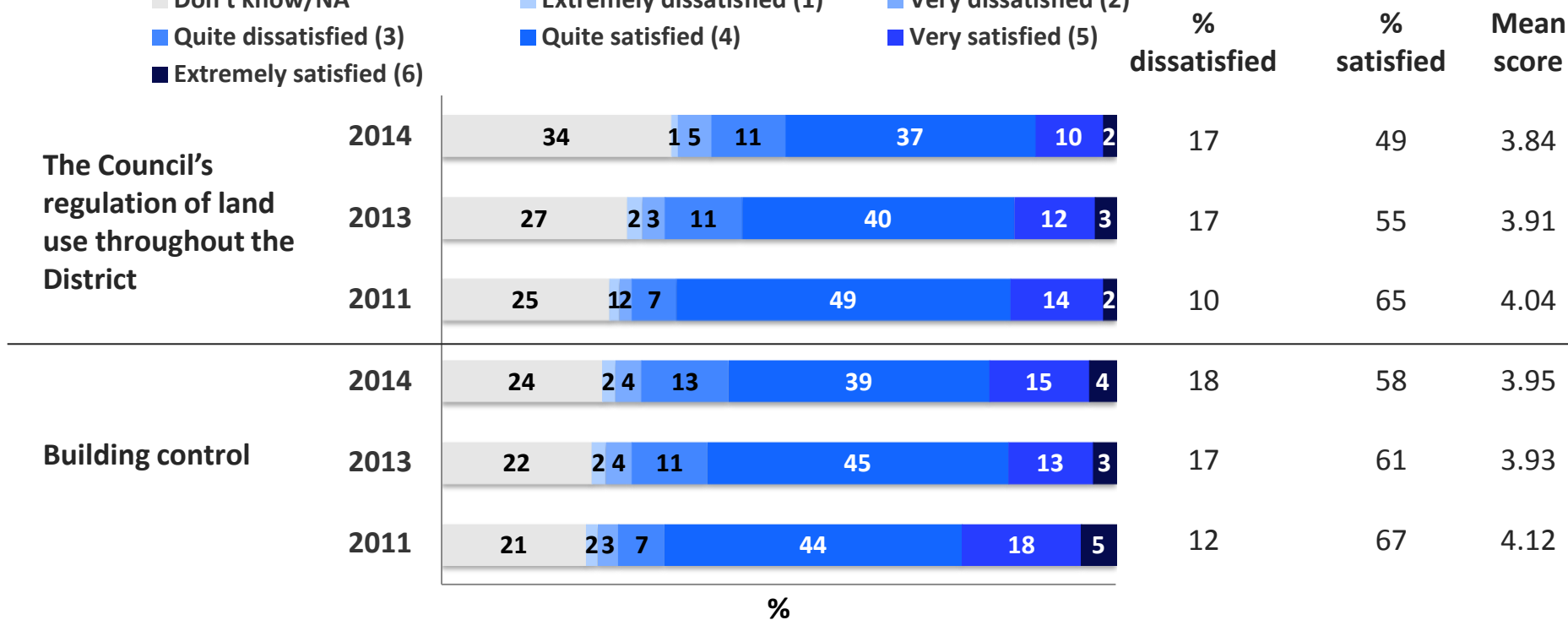
85% are satisfied with the maintenance of cemeteries in 2014 and 62% are satisfied that Council consults with residents on important issues. These results are similar to those captured in earlier years



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
- Extremely dissatisfied (1)
- Very dissatisfied (2)
- Quite dissatisfied (3)
- Quite satisfied (4)
- Very satisfied (5)
- Extremely satisfied (6)



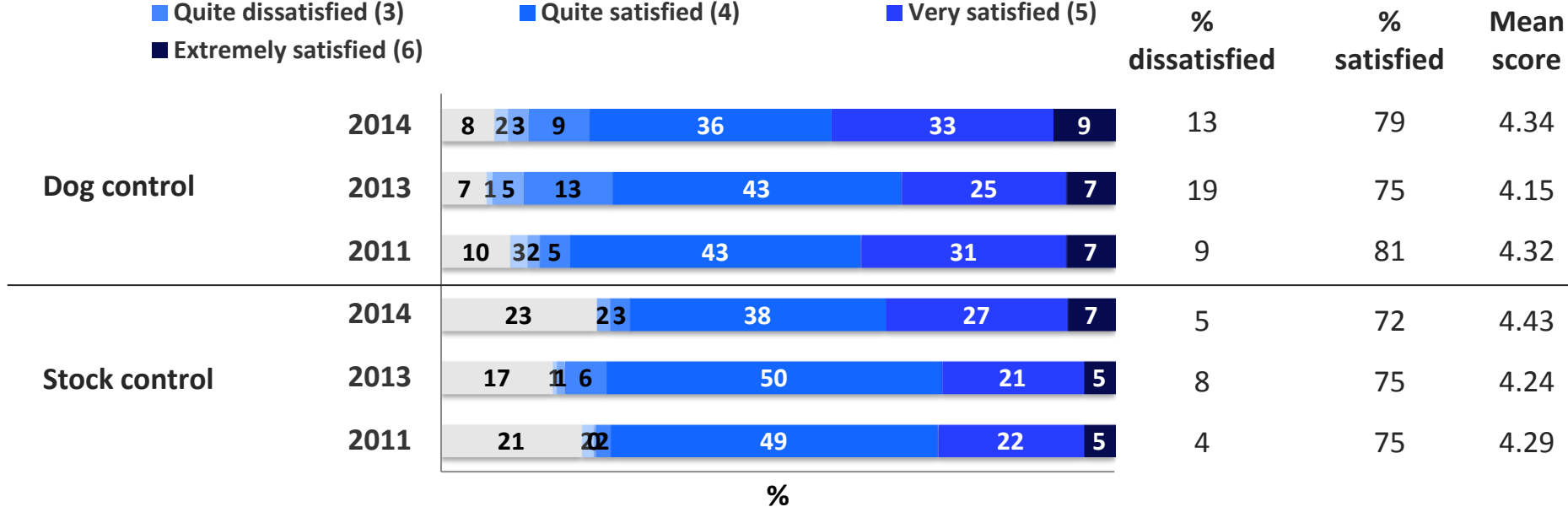
Levels of satisfaction with the Council's regulation of land use throughout the District (49%) and building control (58%) have continued to fall since 2011 (65% and 67%, respectively)



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:

- Don't know/NA
- Extremely dissatisfied (1)
- Very dissatisfied (2)
- Quite dissatisfied (3)
- Quite satisfied (4)
- Very satisfied (5)
- Extremely satisfied (6)



79% of residents are satisfied with dog control and 72% are satisfied with stock control in 2014



Satisfaction with Council facilities and services cont.

Council Facilities	% dissatisfied					% Satisfied				
	Greater Greymouth	Karoro - Camerons	Kaiata/Dobson /Taylorville/ Stillwater	Grey Valley/ Blackball/Lake Brunner	Runganga/ Rapahoe/ Coast Road	Greater Greymouth	Karoro - Camerons	Kaiata/Dobson /Taylorville/ Stillwater	Grey Valley/ Blackball/Lake Brunner	Runganga/ Rapahoe/ Coast Road
	%	%	%	%	%	%	%	%	%	%
Overall maintenance of the roads	50	41	42	46	44	50	59	58	54	53
The roading network in the district	33	24	38	35	21	67	76	62	65	74
Availability of public parking	21	22	19	14	21	77	78	81	86	79
Overall maintenance of footpaths	49	39	31	30	56	49	54	38	51	41
Parks and reserves including walking tracks	7	2	0	5	9	89	95	92	89	91
Water supply	14	2	19	11	18	82	54	58	35	68
The overall storm water system	13	17	12	5	15	81	71	77	51	68
Sewerage system	13	5	50	8	12	80	51	23	43	74
Efficiency with which the Greymouth aerodrome is run	2	15	8	11	3	47	41	35	35	32
Efficiency with which the Port is run	15	24	19	24	21	37	22	31	24	32
Public toilets and rest rooms	11	20	15	14	24	71	49	69	76	74
Rubbish collection	6	7	8	8	15	94	93	88	84	82
Sample (n)	212	41*	26*	37*	34*	212	41*	26*	37*	34*

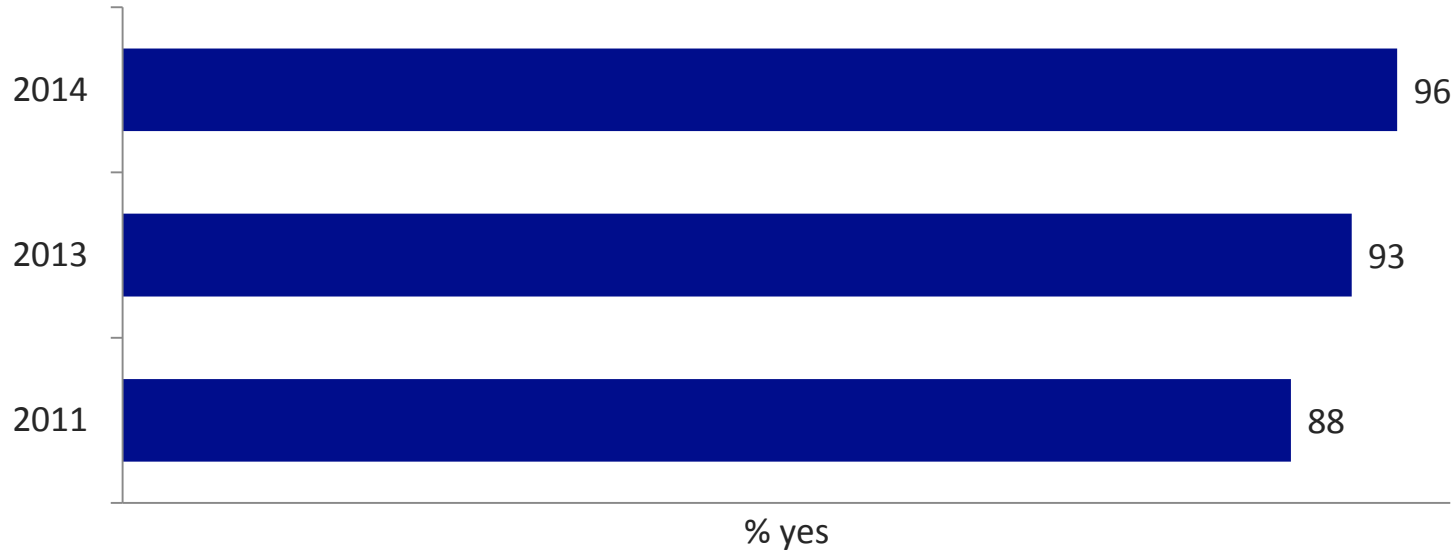
Sample: 2014: 350

*Caution small sample size



Household waste collection service use

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



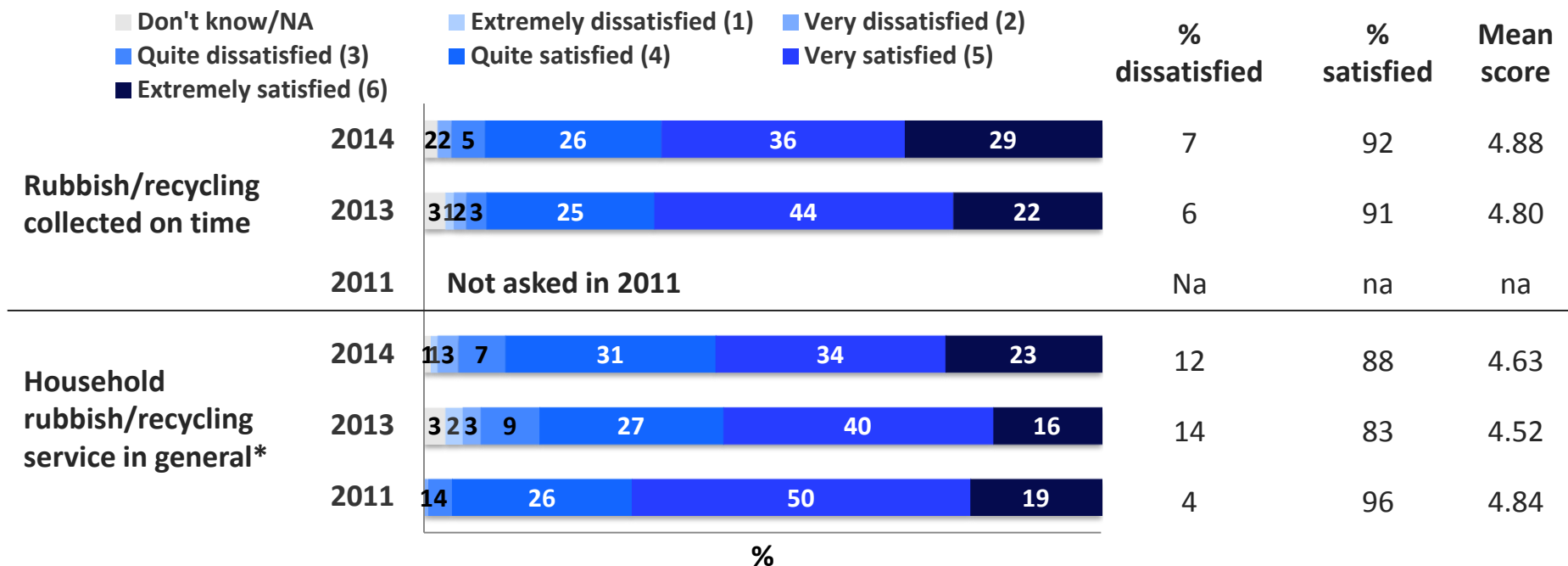
96% of residents in 2014 have their rubbish collected by the Council, up from 88% in 2011



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 (92%) in 2014 are satisfied that their rubbish/ recycling is collected on time, and 88% 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; 2014: 336

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



Satisfaction with household rubbish collection service, 2014 – 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 (336)		92	88
Area	Greater Greymouth (211)	95	91
	Karoro - Camerons (41*)	90	80
	Kaiata/Dobson/Taylorville/Stillwater (25*)	88	96
	Grey Valley/Blackball/Lake Brunner (26*)	92	85
	Runganga/Rapahoe/Coast Road (33*)	76	70

Residents in the Runganga/Rapahoe/Coast Road area are significantly less likely than average to be satisfied that their rubbish is collected on time (76%) and to be satisfied with the rubbish and recycling collection service in general (70%)

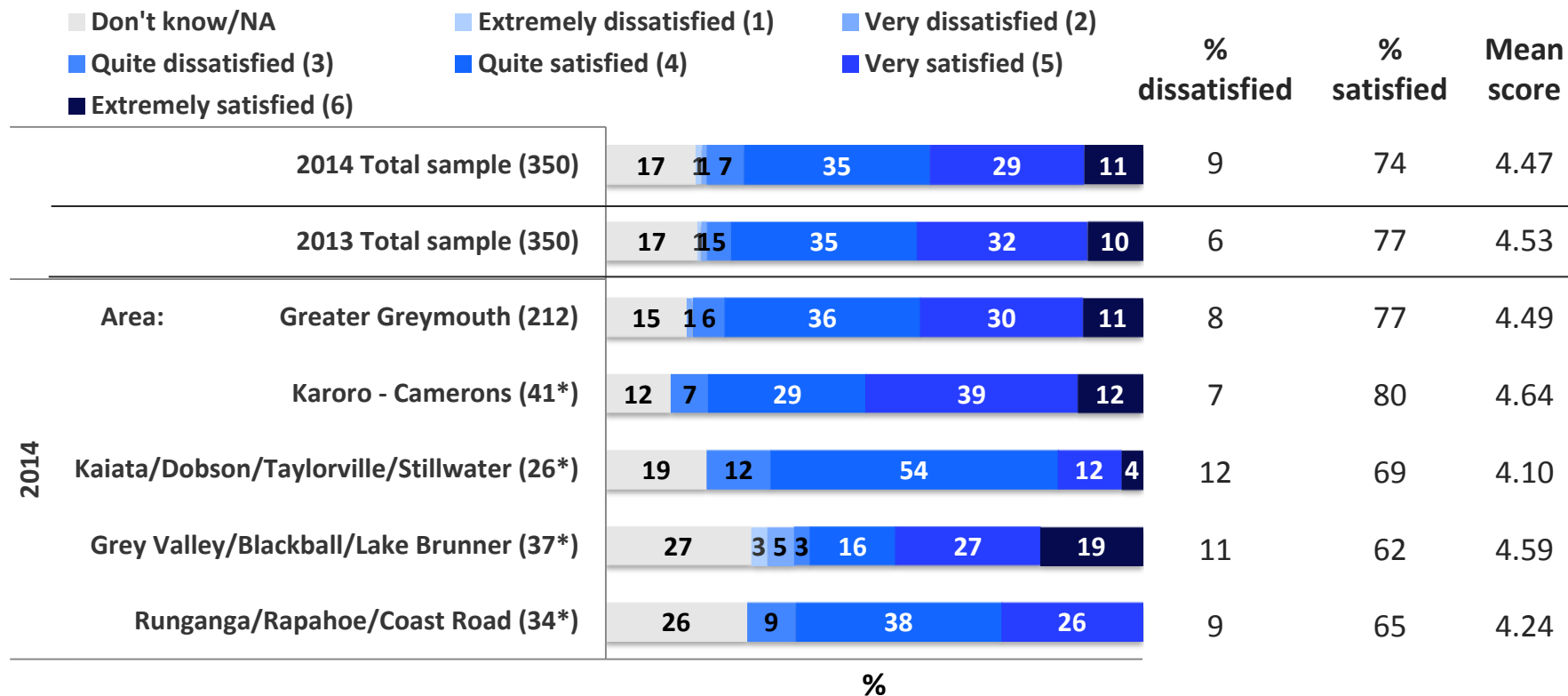
Sample: those who have their rubbish collected by the Council: refer to ()

* Note: small sample size – results indicative only



Satisfaction with Council litter bins, recycling centre and recycling stations

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



74% of residents are satisfied with Council litter bins, recycling centre and recycling stations being kept clean and tidy

Satisfaction appears to be higher in the Greater Greymouth and Karoro – Camerons areas, although due to small sample sizes the results are indicative only

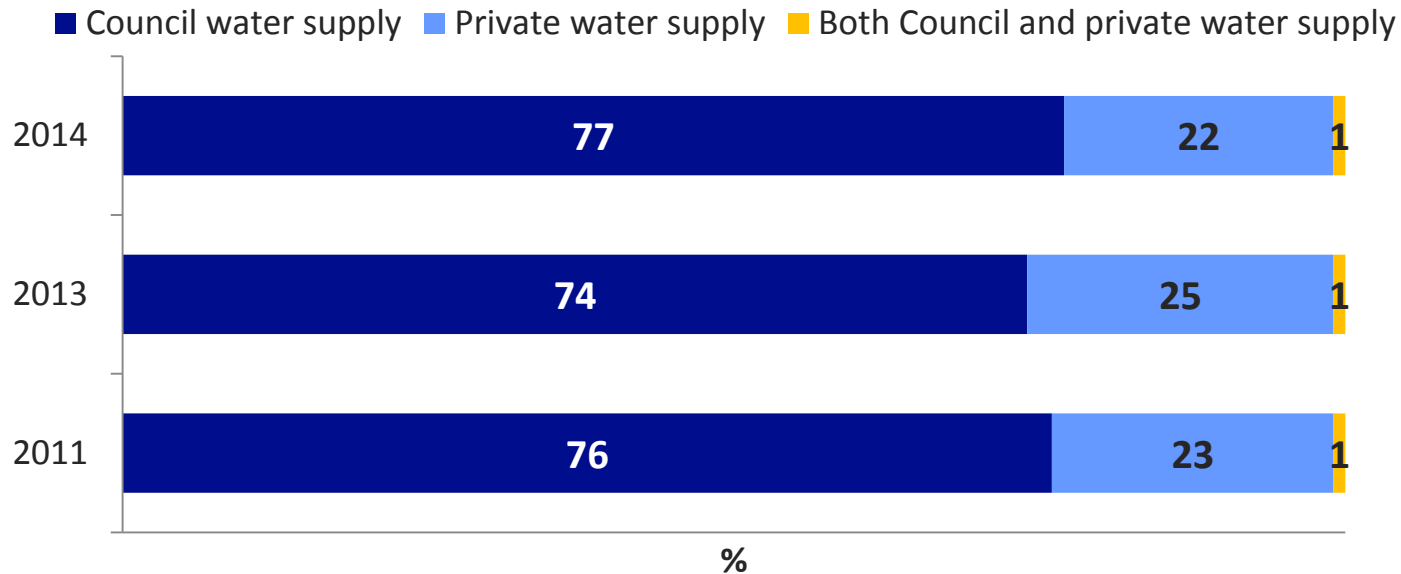
Sample: 2013: 350; 2014: 350

* 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?

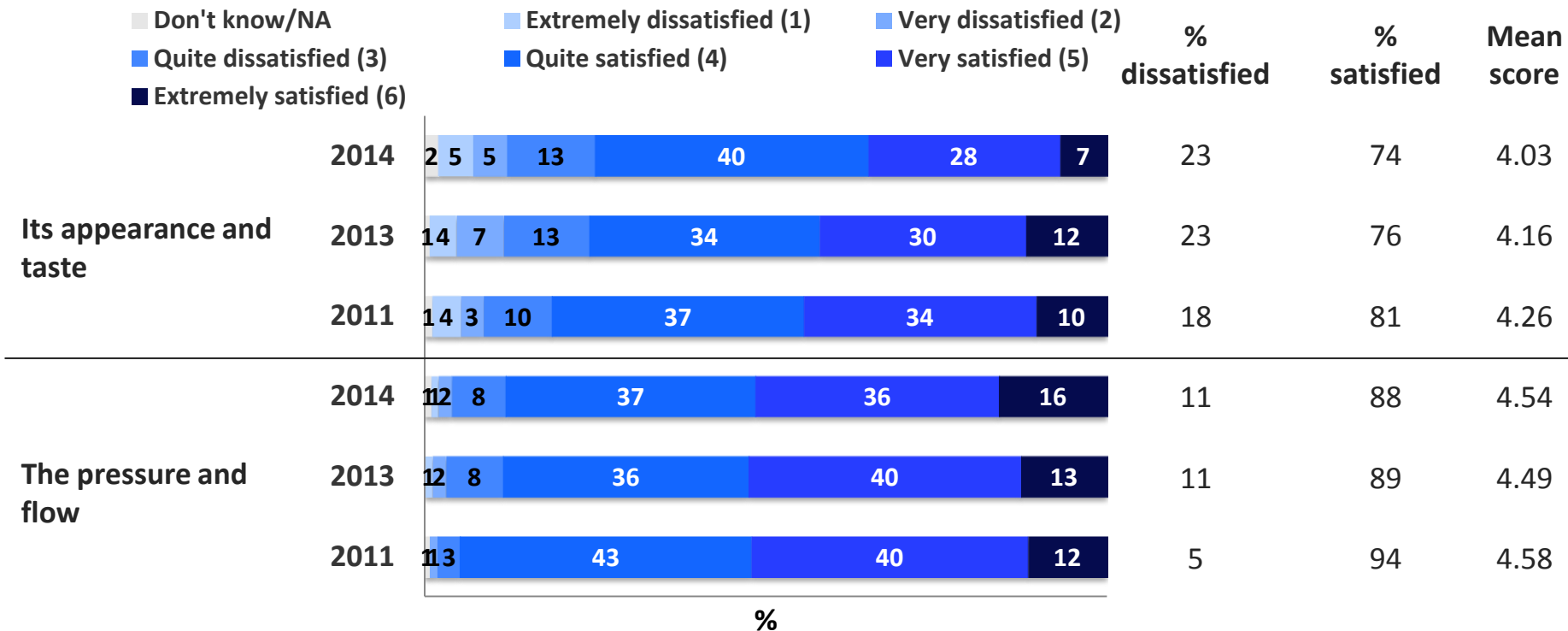


Around three quarters of residents' homes (77%) are on a Council water supply in 2014 and 1% are on both a Council and private water supply



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...?



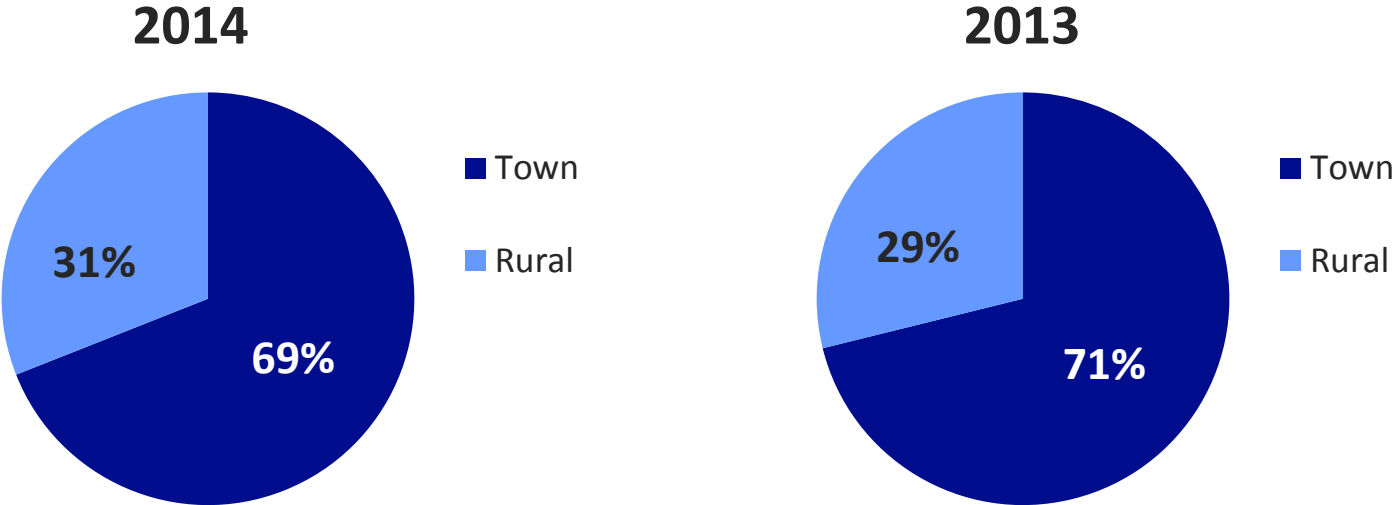
74% of residents on a Council water supply are satisfied with the water's appearance and taste in 2014 and 88% are satisfied with the pressure and flow, both lower than in 2011 (81% and 94% respectively)

Sample: those who have a Council water supply: 2011: 269; 2013: 261; 2014: 273



Whether live in town or rural area

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

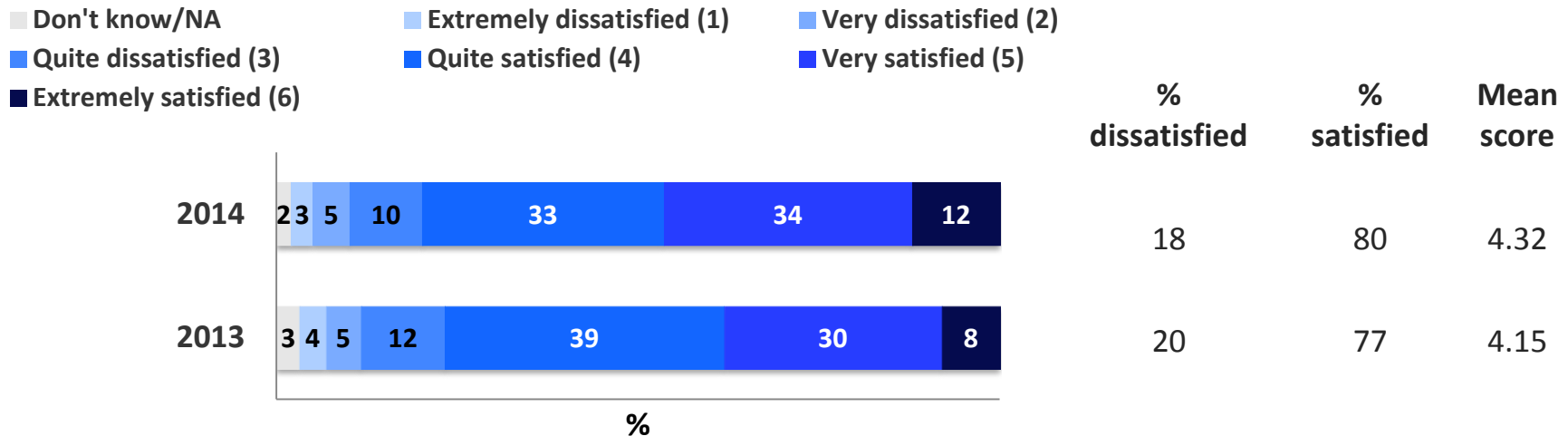


69% of residents in 2014 stated they live in a town rather than in a more rural area



Satisfaction with stormwater drainage

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



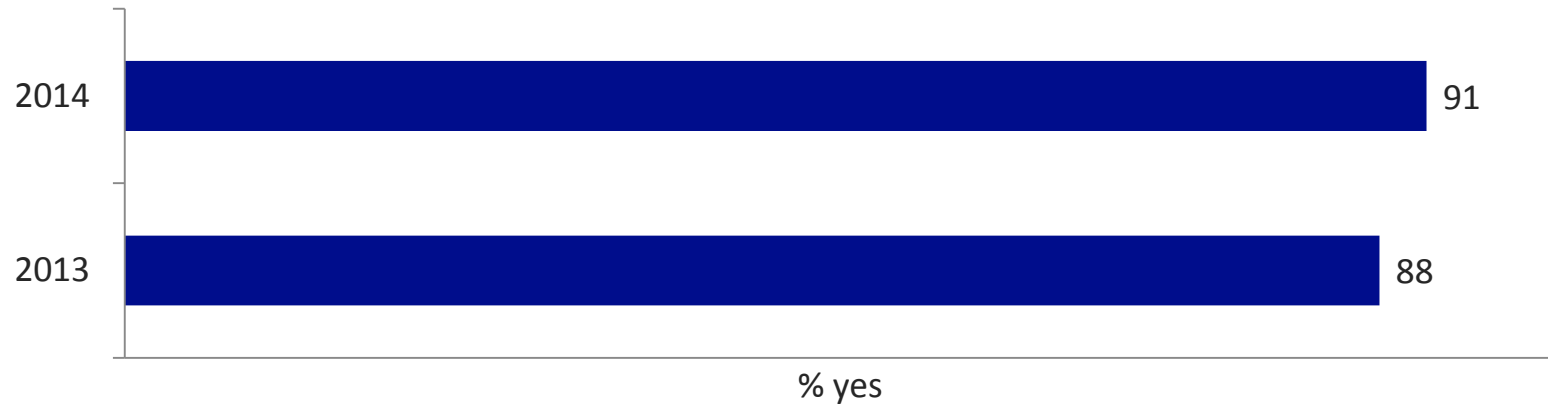
80% of residents living in a town are satisfied with the way their property drains stormwater in 2014

Sample: those who live in a town: 2013: 249; 2014: 242



Feeling of safety on local roads – 2014

Q. Do you feel safe on local roads?



The majority of residents in 2014 stated they feel safe on local roads (91%)

Sample: 2013: 350: 2014: 350

Note: this question was not asked in 2011

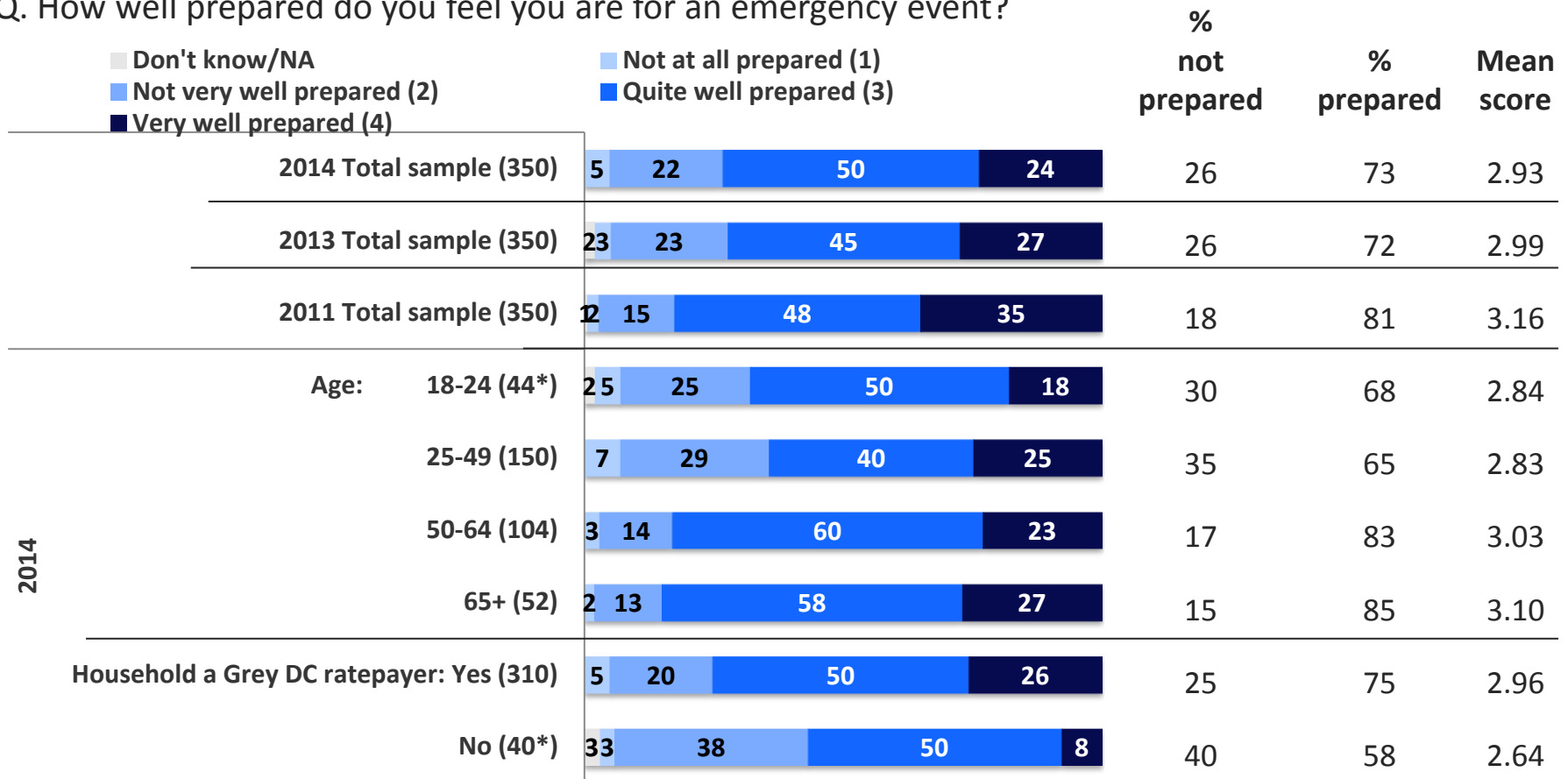


Household emergency preparedness



Household emergency preparedness

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



24% of residents stated they feel very prepared for an emergency in 2014 and 50% 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 22% in 2014

Residents aged 25-49 years and households that are non-Grey DC ratepayers are the most likely to feel unprepared (35% and 40% not prepared respectively)

Sample: Refer to ()

* Note: small sample size – results indicative only

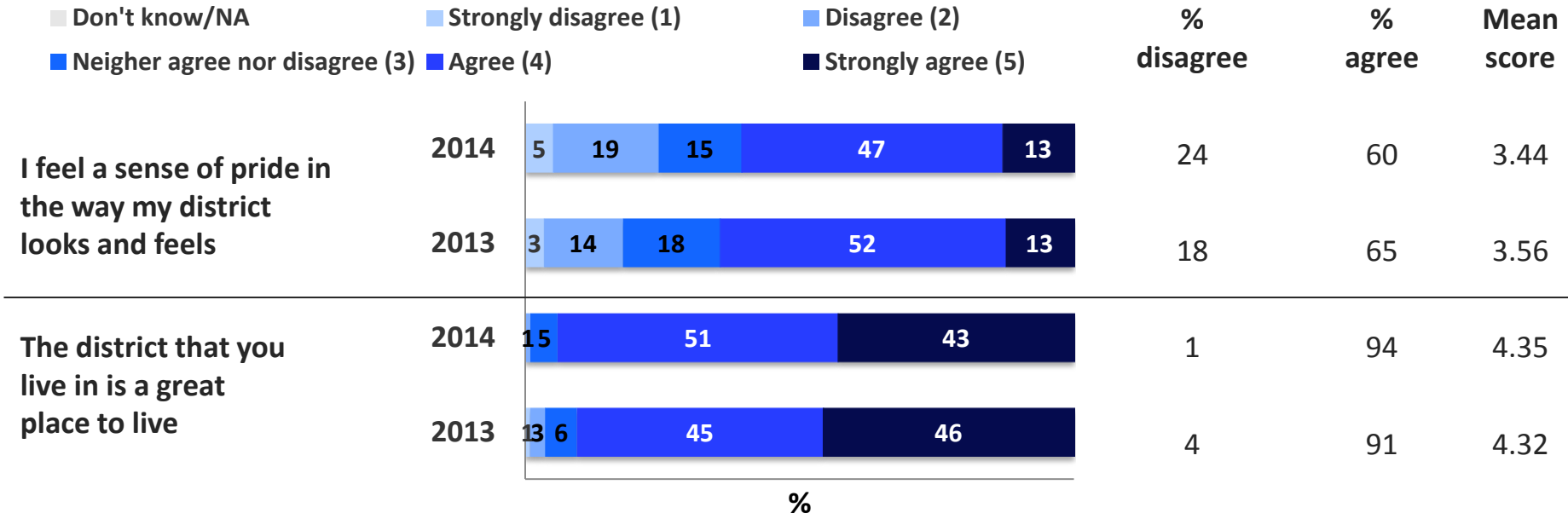


Perception of quality of life



Perception of quality of life

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



13% of residents strongly agree that they feel a sense of pride in the way their District looks and feels and 47% agree with the statement in 2014. Only 5% disagree strongly that they feel a sense of pride

The majority of residents in 2014 (94%) agree that the District is a great place to live, with 43% agreeing strongly that this is so

Sample: 2013: 350; 2014: 350

Note: these questions were not asked in 2011



Perception of quality of life, 2014 – by gender and age

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

	Gender		Life Stage			
	Male (177) %	Female (173) %	18-24 (44*) %	25-49 (150) %	50-64 (104) %	65+ (52) %
I feel a sense of pride in the way the District looks and feels:						
% agree	62	58	66	55	58	75
% disagree	19	29	14	29	27	12
The District is a great place to live:						
% agree	93	94	86	96	91	98
% disagree	1	2	2	1	2	-

Males (62%) are more likely than females (58%) and those aged 65+ (75%) more likely than those in the younger age groups to state they feel a sense of pride. Those aged 18-24 are less likely than older residents to agree that the District is a great place to live (86%). Although these differences are not statistically significant and are indicative only, the pattern of response is similar to in 2013

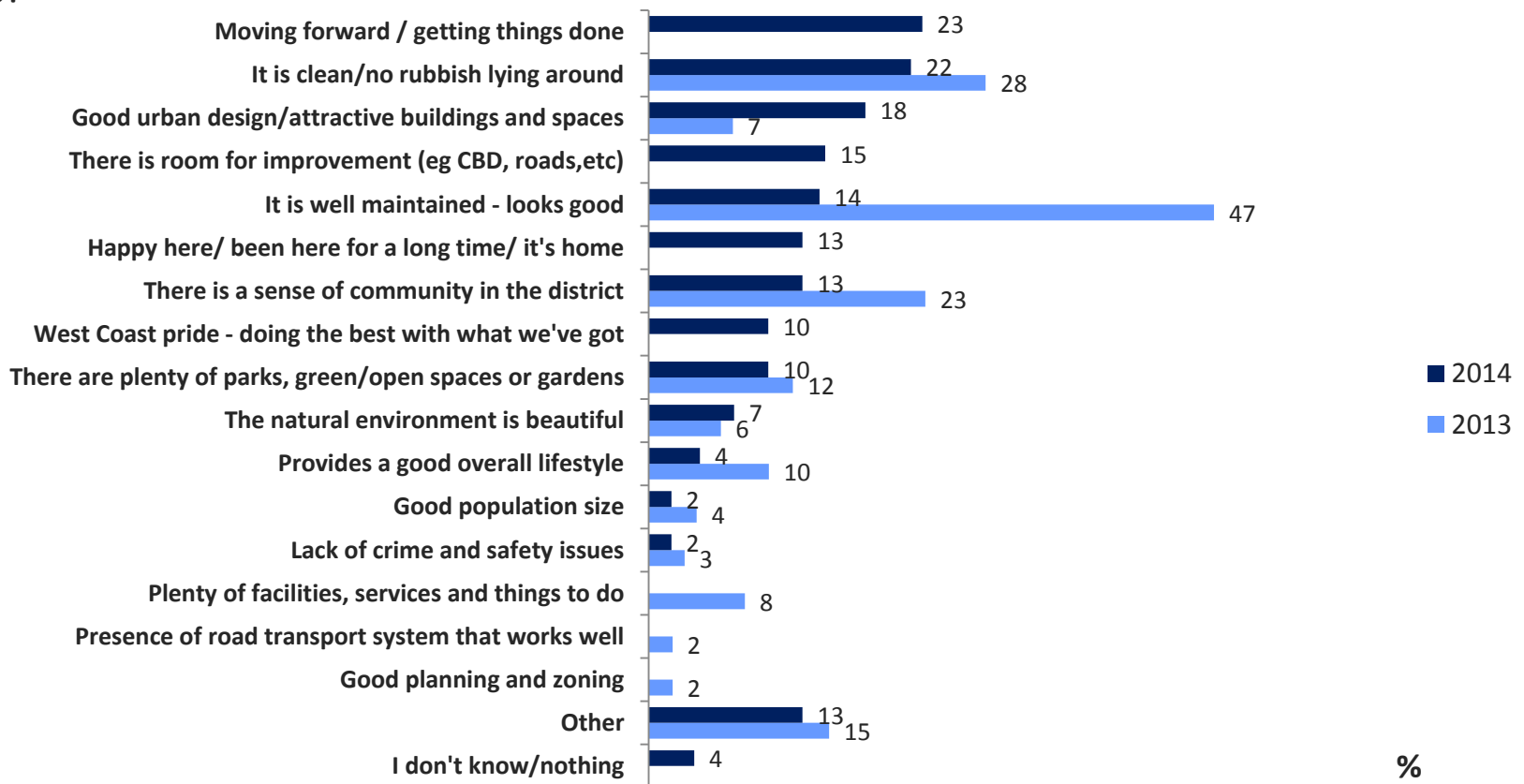
Sample: 2014: refer to ()

*Note: small sample size – results indicative only



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

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



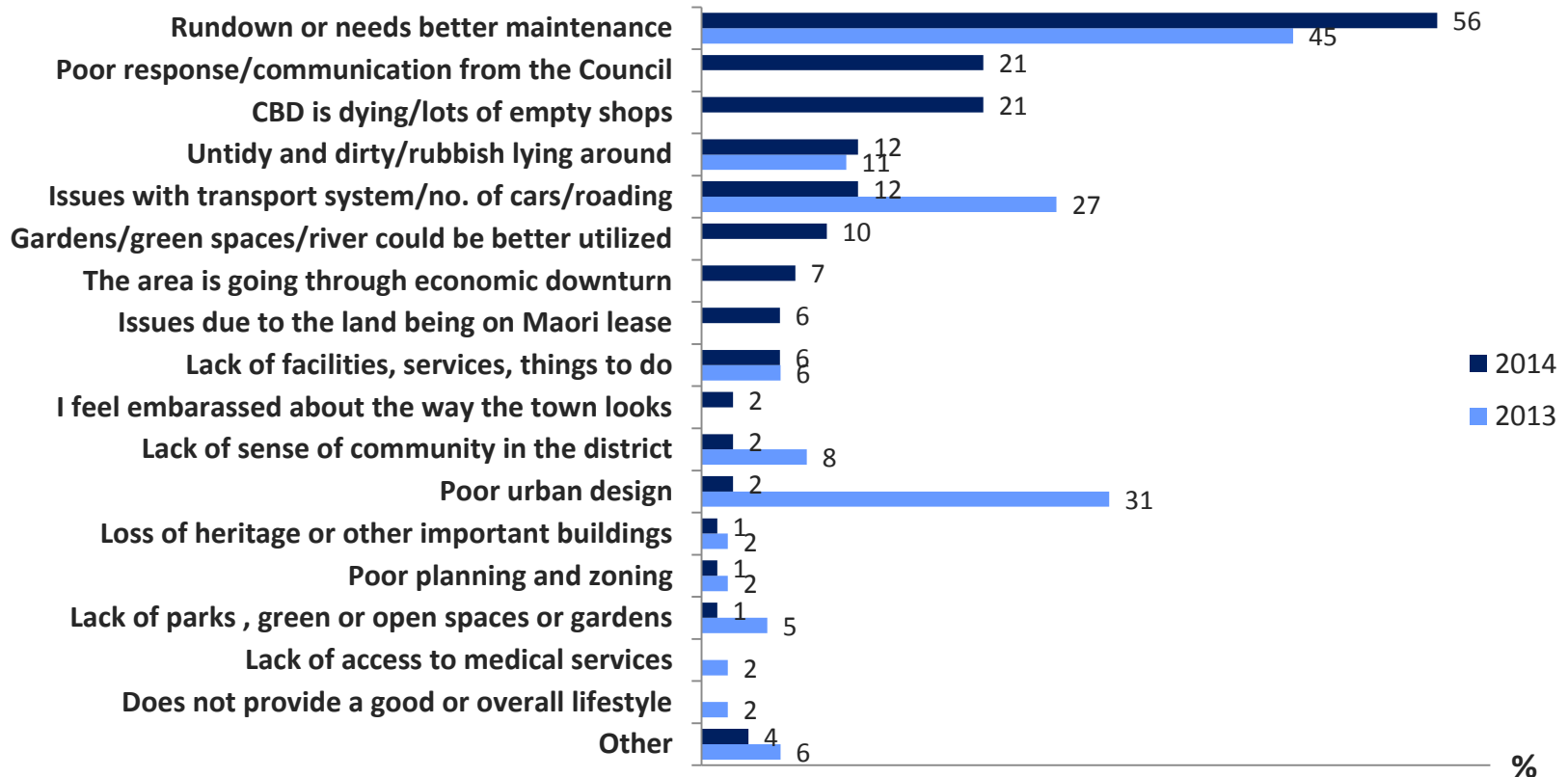
Reasons most commonly stated for feeling a sense of pride in 2014 are that it is moving forward/getting things done (23%) and it is clean/no rubbish lying around (22%)

Sample: those who feel a sense of pride in the way the District looks and feels : 2013: 226; 2014: 211



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

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



The most common reason given for not feeling a sense of pride in 2014 is that it is rundown or needs better maintenance (56%), followed by a poor response/communication from the Council and the CBD is dying/lots of empty shops (both mentioned by 21%)

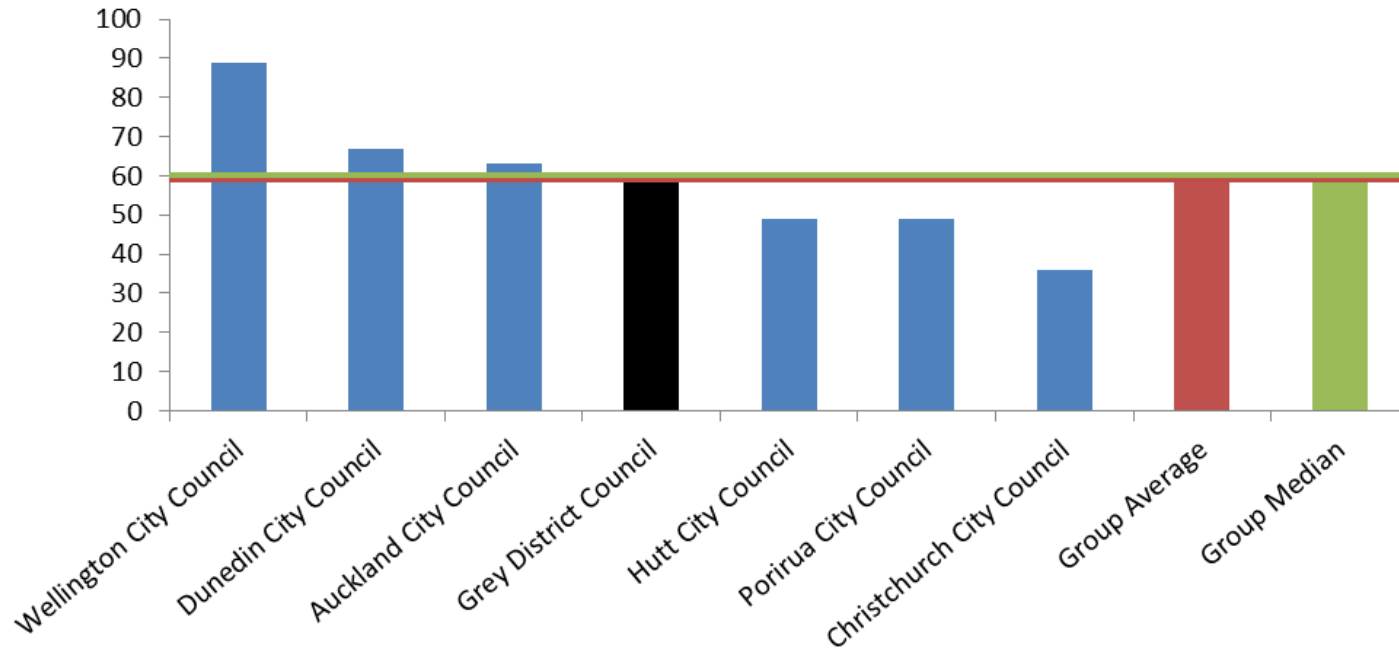
Sample: those who feel do not a sense of pride in the way the District looks and feels : 2013: 62; 2014: 84



Benchmark data



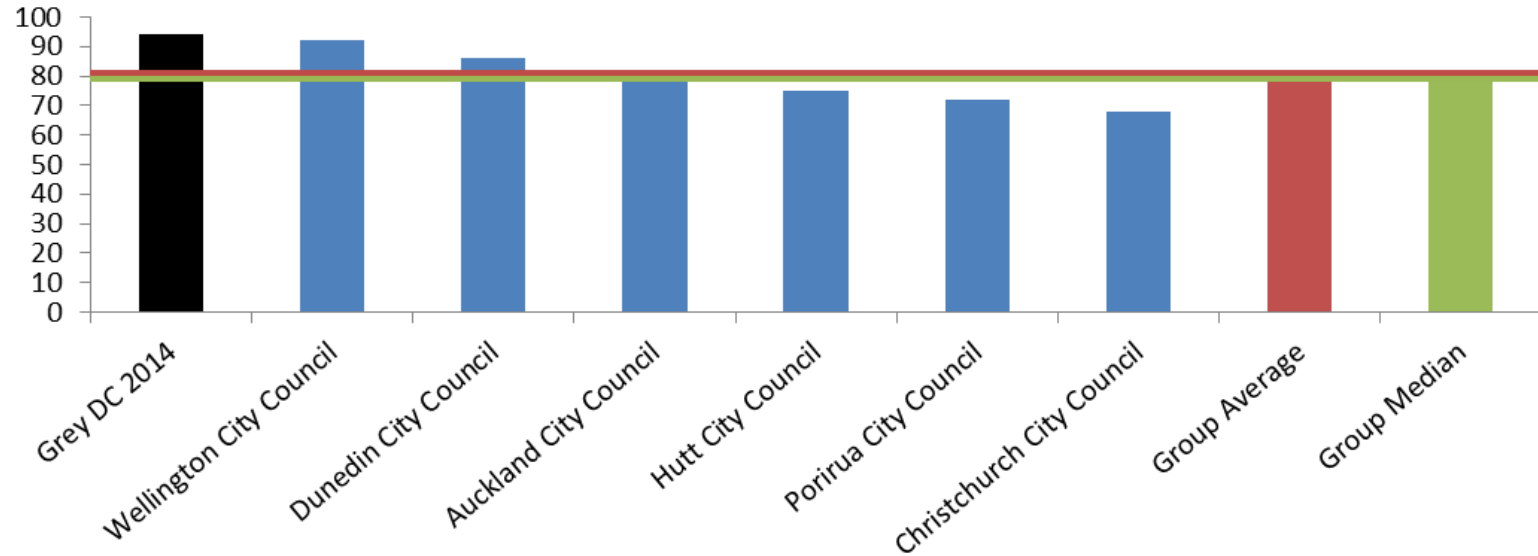
Sense of pride in the way the District looks and feels



In 2014, Grey District Council residents were as likely as residents of the group of Councils on average to feel a sense of pride in the way their District looks and feels



The District as a great place to live



In 2014, Grey District Council residents were the most likely of the group of Councils' residents to feel the District is a great place to live

