

Rodney District Council Annual Residents Survey 2006

A survey of residents from
Rodney District

2006

Methodology

Methodology Changes to 2005

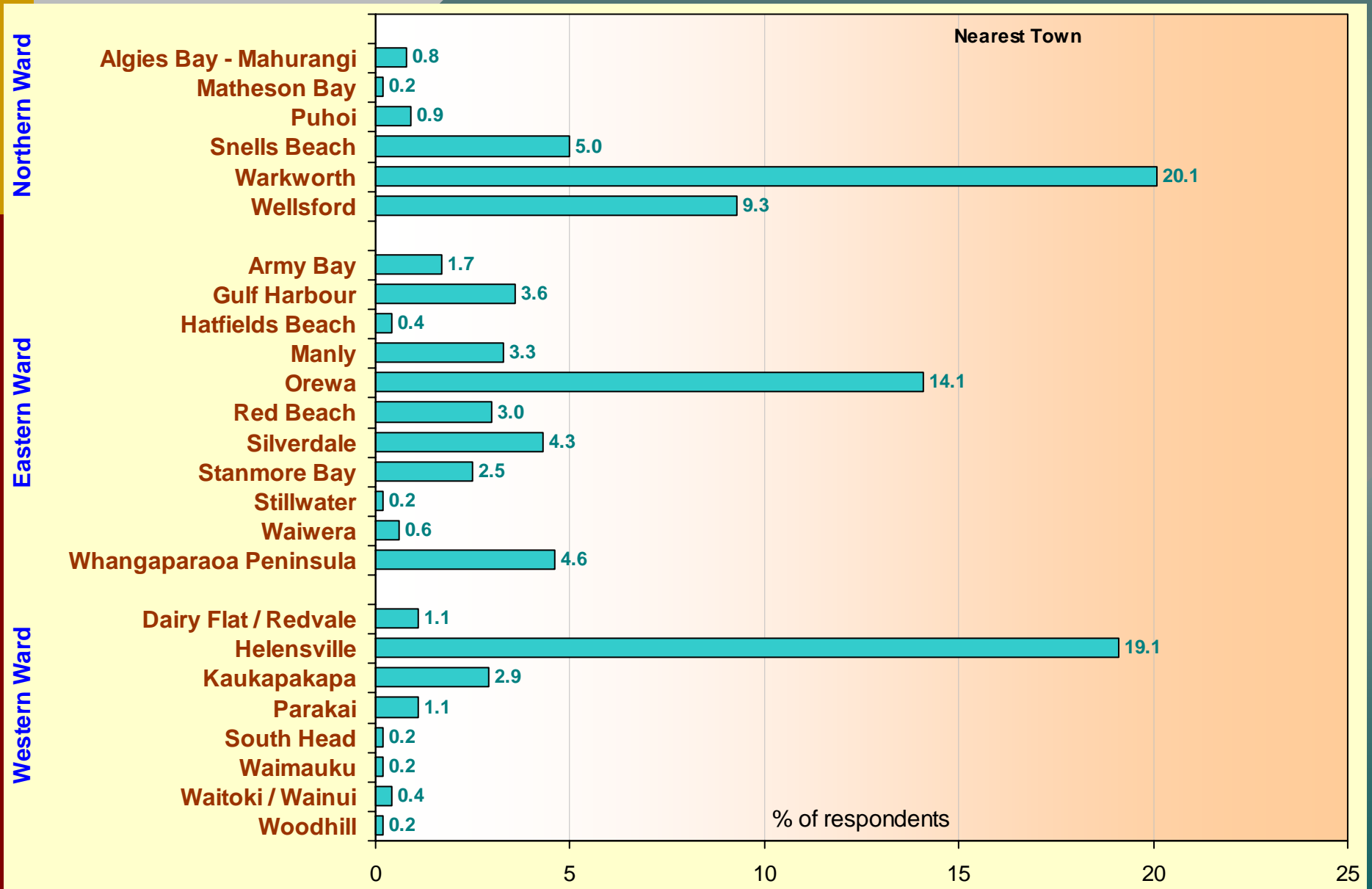
Key components similar to 2005 with refinements to reflect best practises

- Only respondents aged over 18 included versus 15 or older in previous years
- Random digit dialling used rather than numbers from the white pages
- Only users asked to rate satisfaction with services
- Satisfaction scales used 0 – 10 rather than 1 – 10
- Indexes included to facilitate comparisons
- Data weighting used to correctly reflect the age and gender of the population

A telephone survey

- Of 400 people across the Rodney District
- Fieldwork by DigiPoll using a structured questionnaire
- Week nights after 5:00 p.m. and weekends 9:00 a.m. to 9:00 p.m.
- Aged 18 or older
- Randomly selected across the region
- Combination of rate-paying home owners and renters

A good geographic spread across the District



CSI Scores

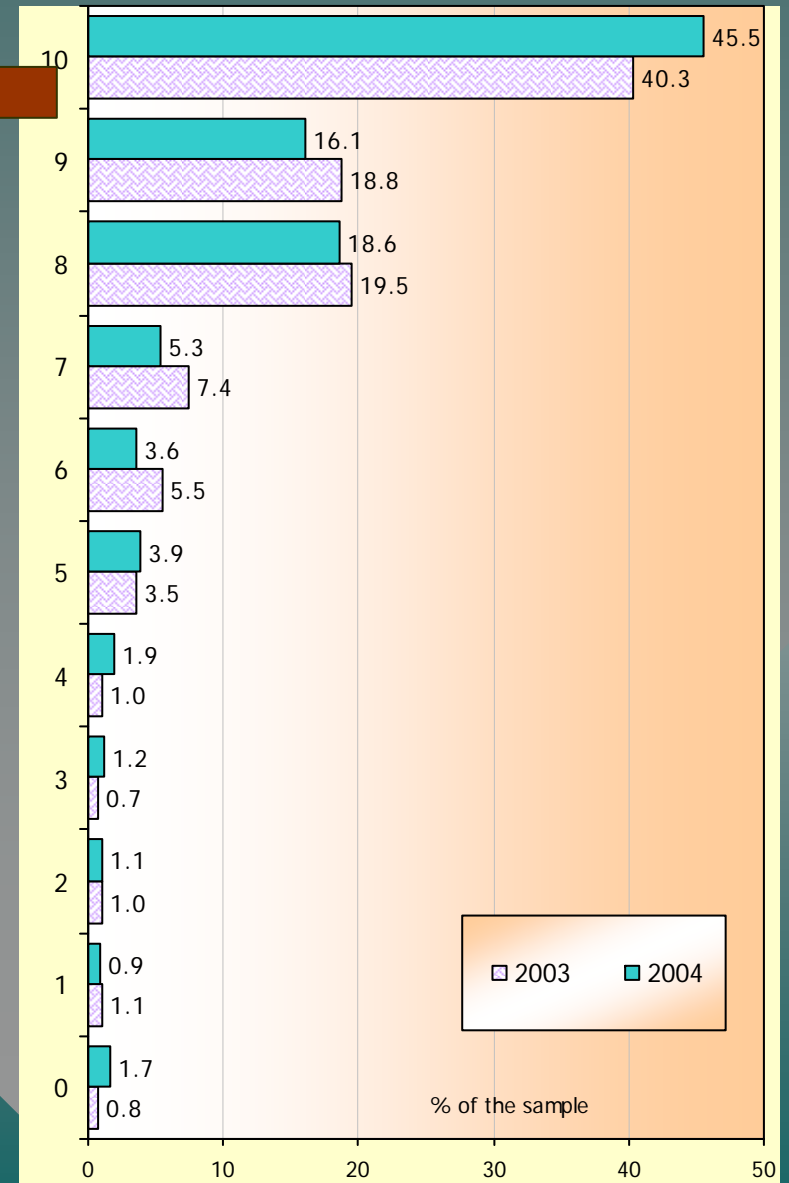
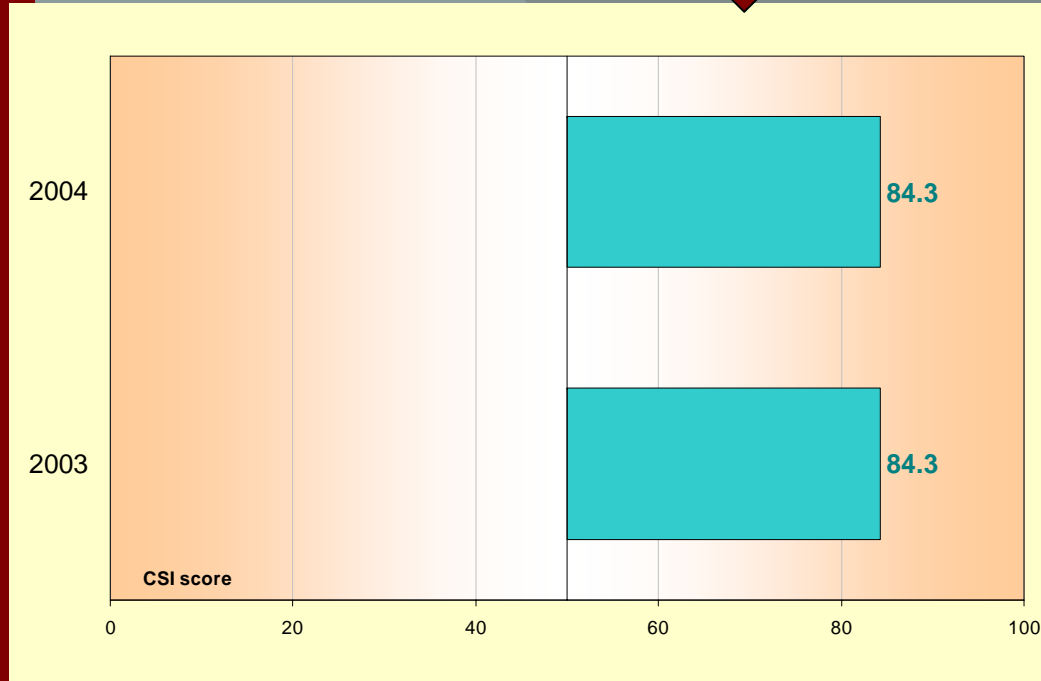
Customer Satisfaction Indexes (CSI Scores)

The Customer Satisfaction Index (CSI score) converts each respondents answer across the satisfaction scale to a score out of 100.

The CSI score is 10 times the individual score based on the 11 point satisfaction scale

Why Use an Index

Converting the range to a CSI score gives a different insight



Comparison of Rating Scores

Rating Scale	CSI Score
Very Satisfied 10	100
9	90
8	80
7	70
6	60
5	50
4	40
3	30
2	20
1	10
Very Dissatisfied 0	0

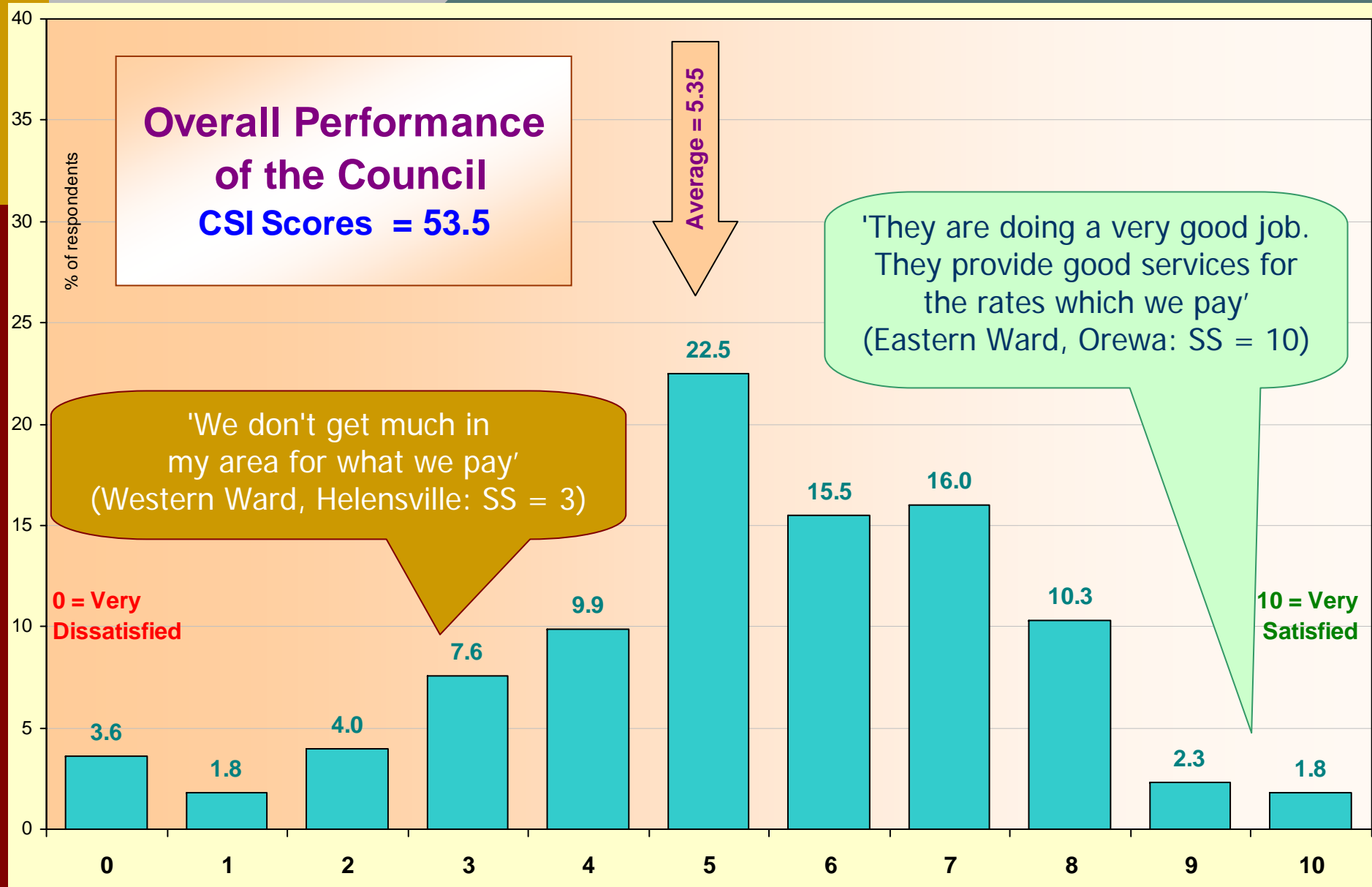
CSI Scores How to Interpret

Definition of Acceptable Standards

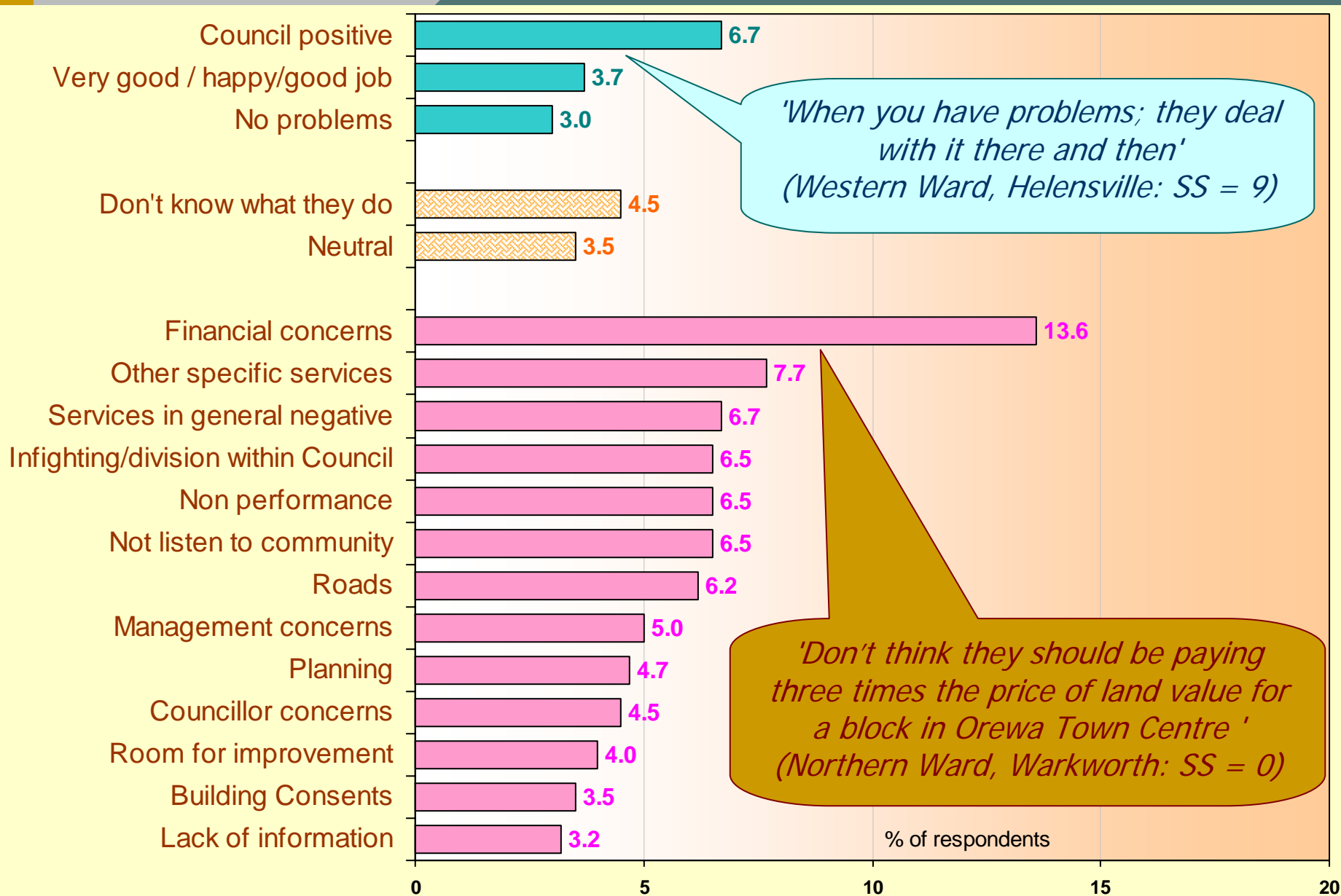
Customer Choice (Elective Services)	Corporate Standards for Customer Satisfaction	No Customer Choice (Non Elective Services / Internal)
84 or higher	Exceptional performance	79 or higher
82 - 83	Excellent performance	77 - 78
78 - 81	Very good performance	73 - 76
73 - 77	Good performance, but with potential for improvement	68 - 72
67 - 72	Fair: Needs improvement	62 - 67
66 or lower	Needs significant improvement	61 or lower

Overall Performance of Council in past year

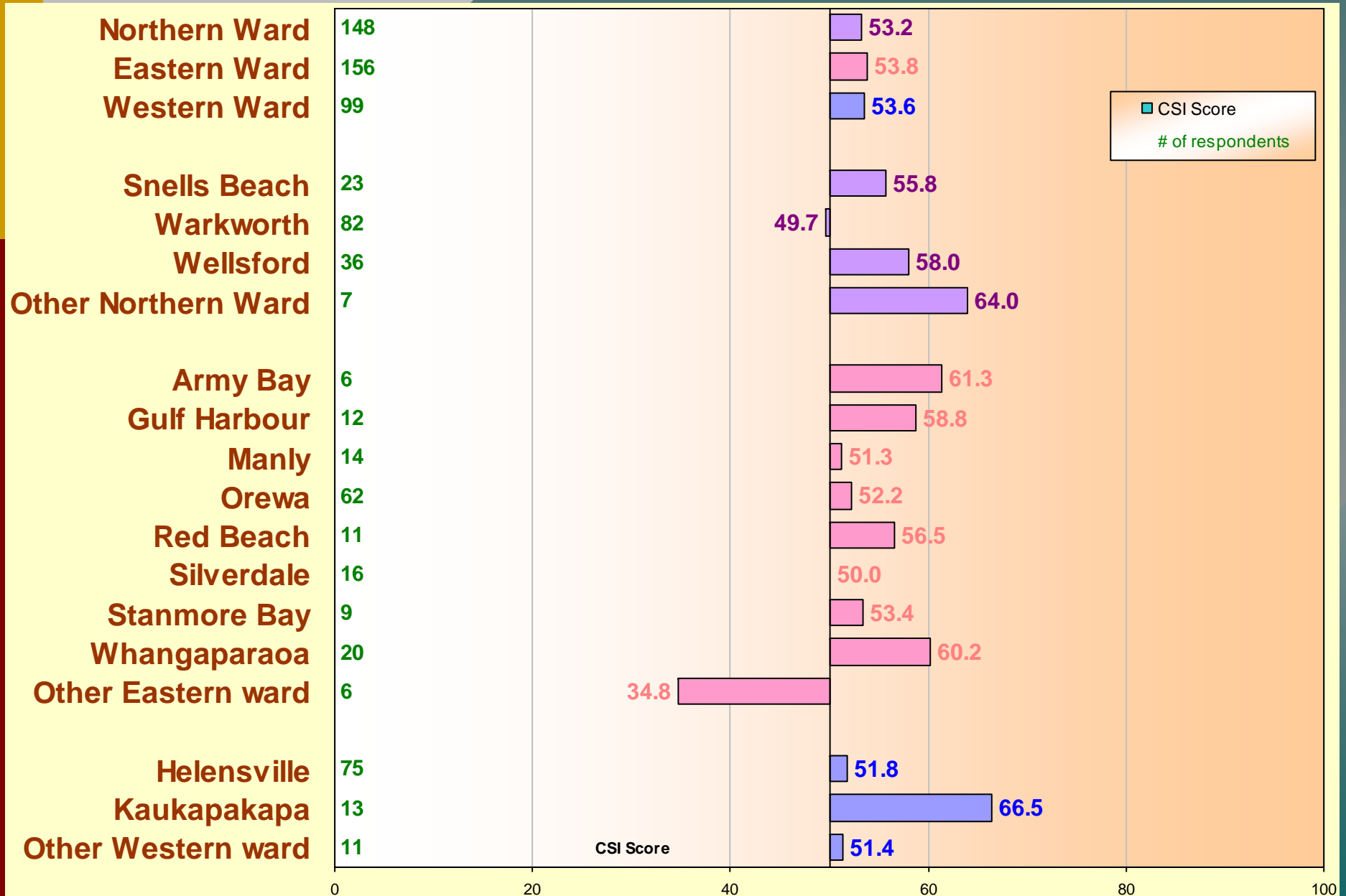
Overall Performance of Council



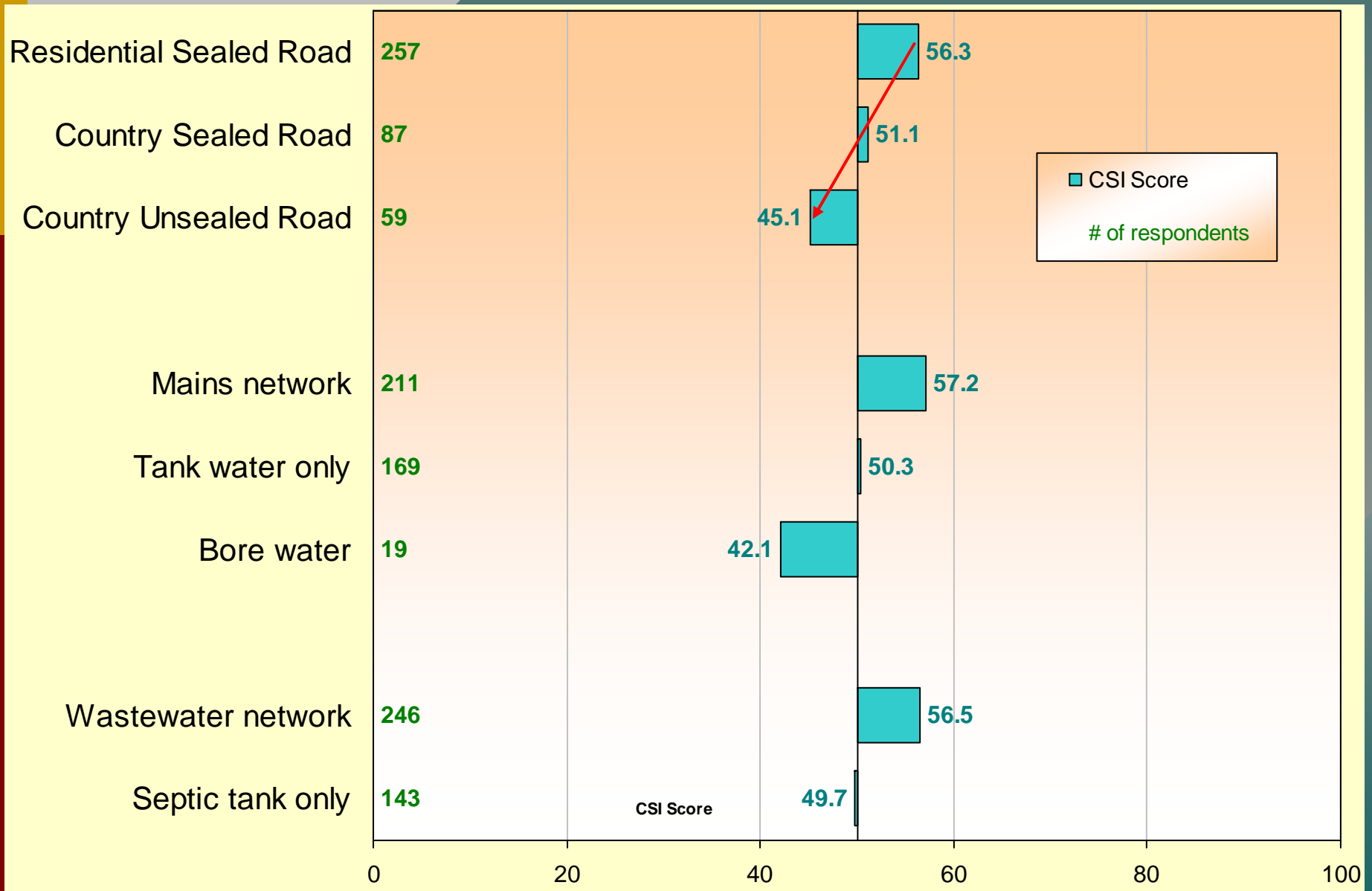
Overall Satisfaction: Reasons for Rating



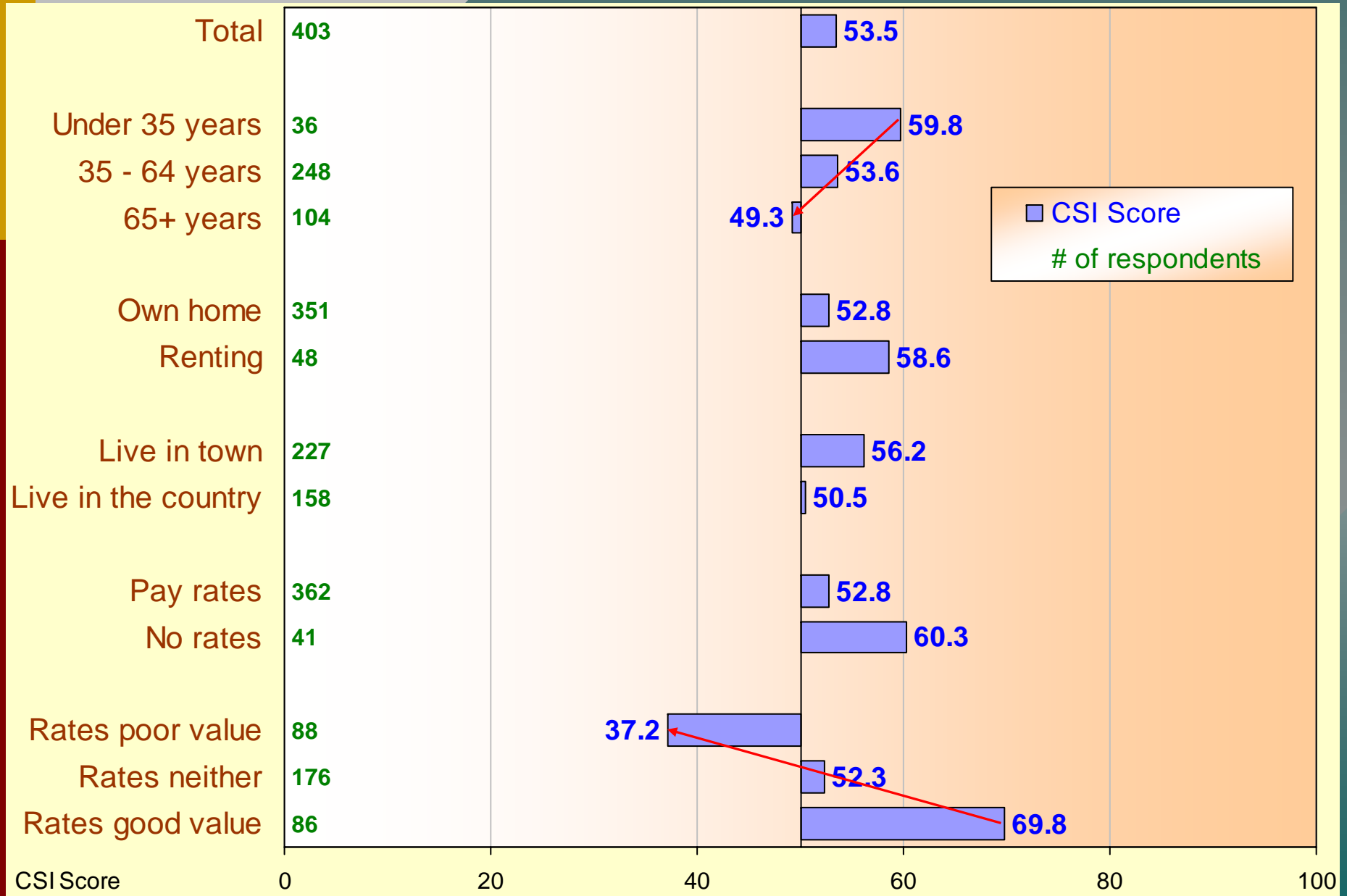
Overall Satisfaction by WARD



Overall Satisfaction by Services

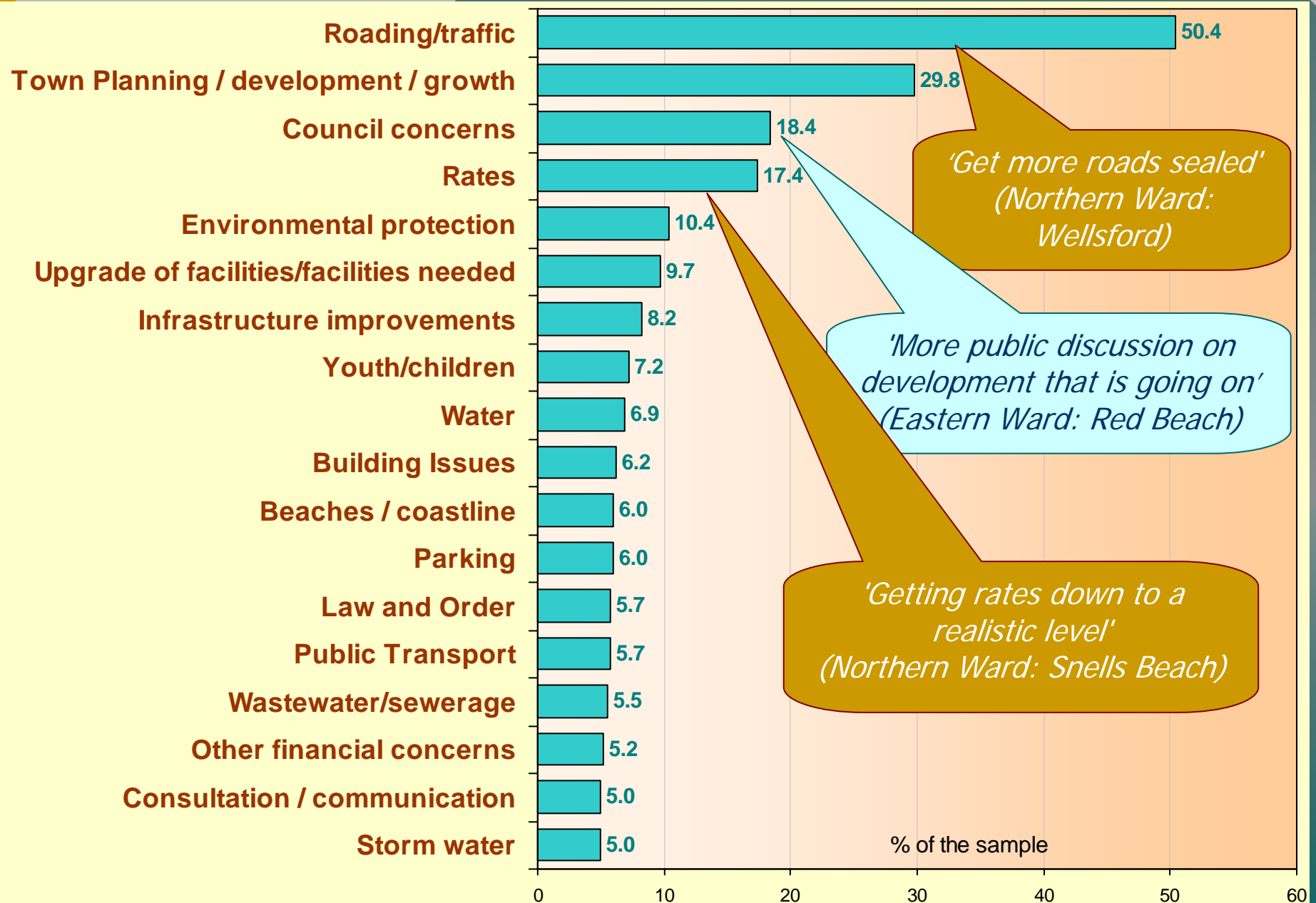


Overall Satisfaction by Key Variables

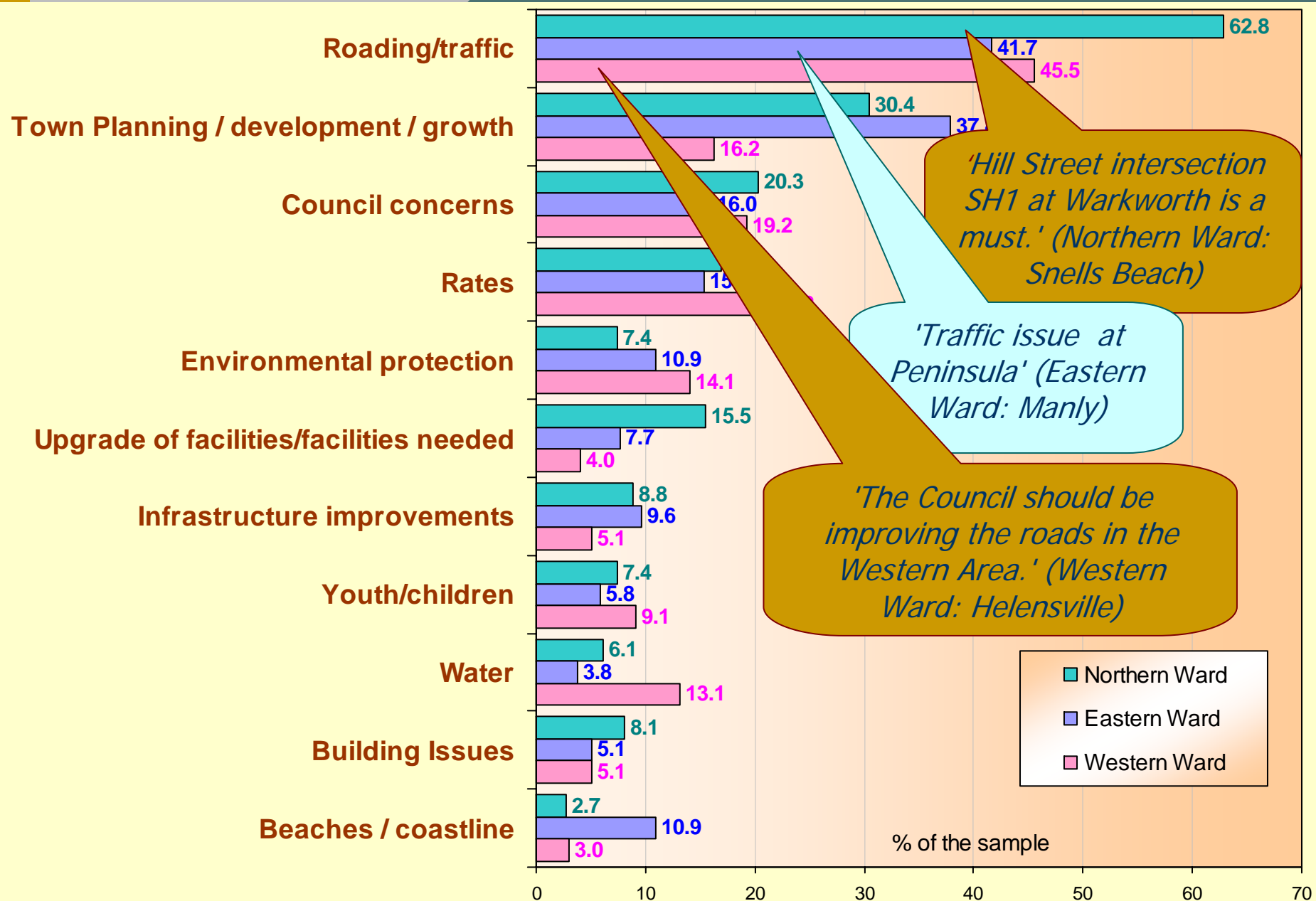


Most Important Issues

Most Important Issues Council Should Be Looking At

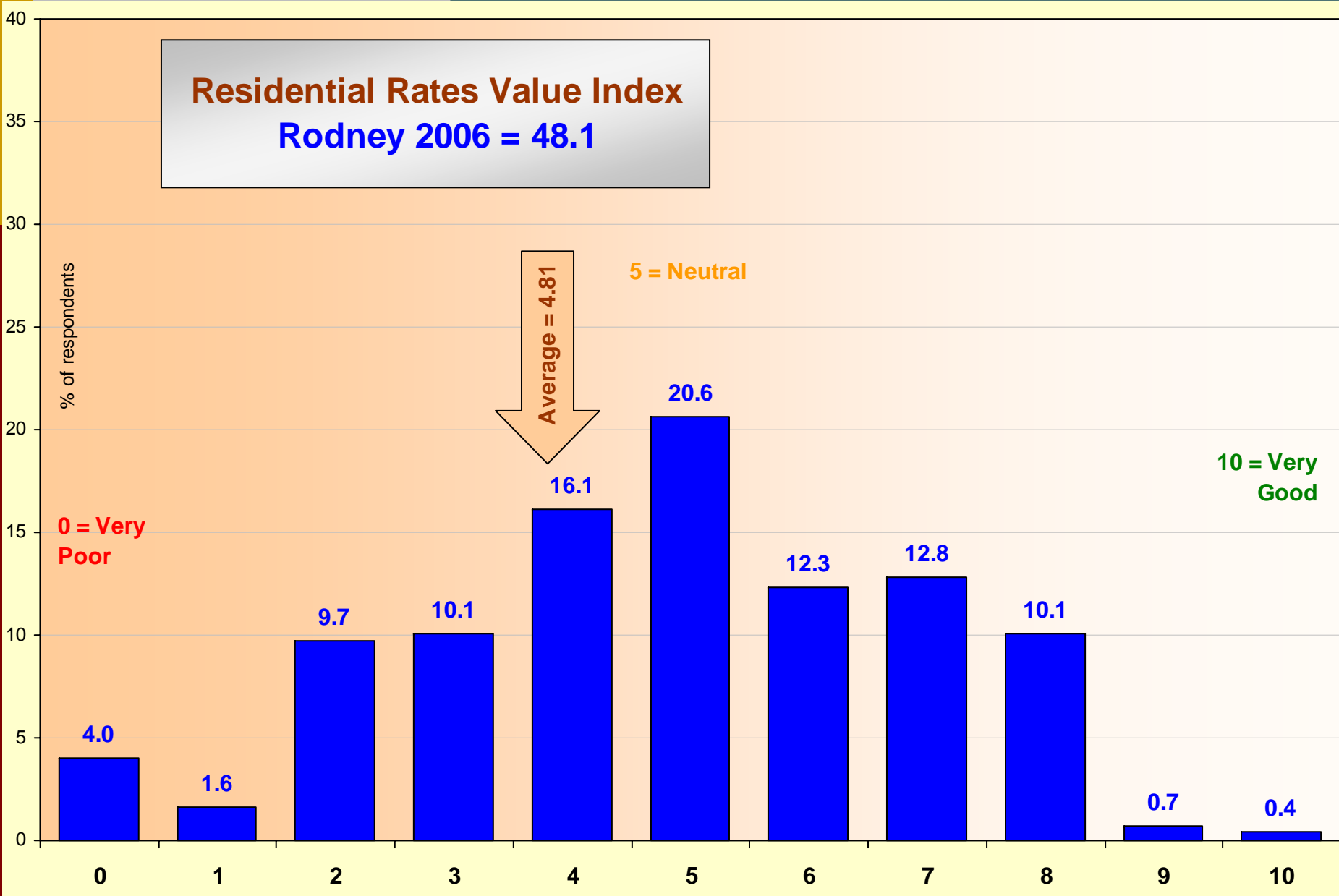


Most Important Issues by Ward

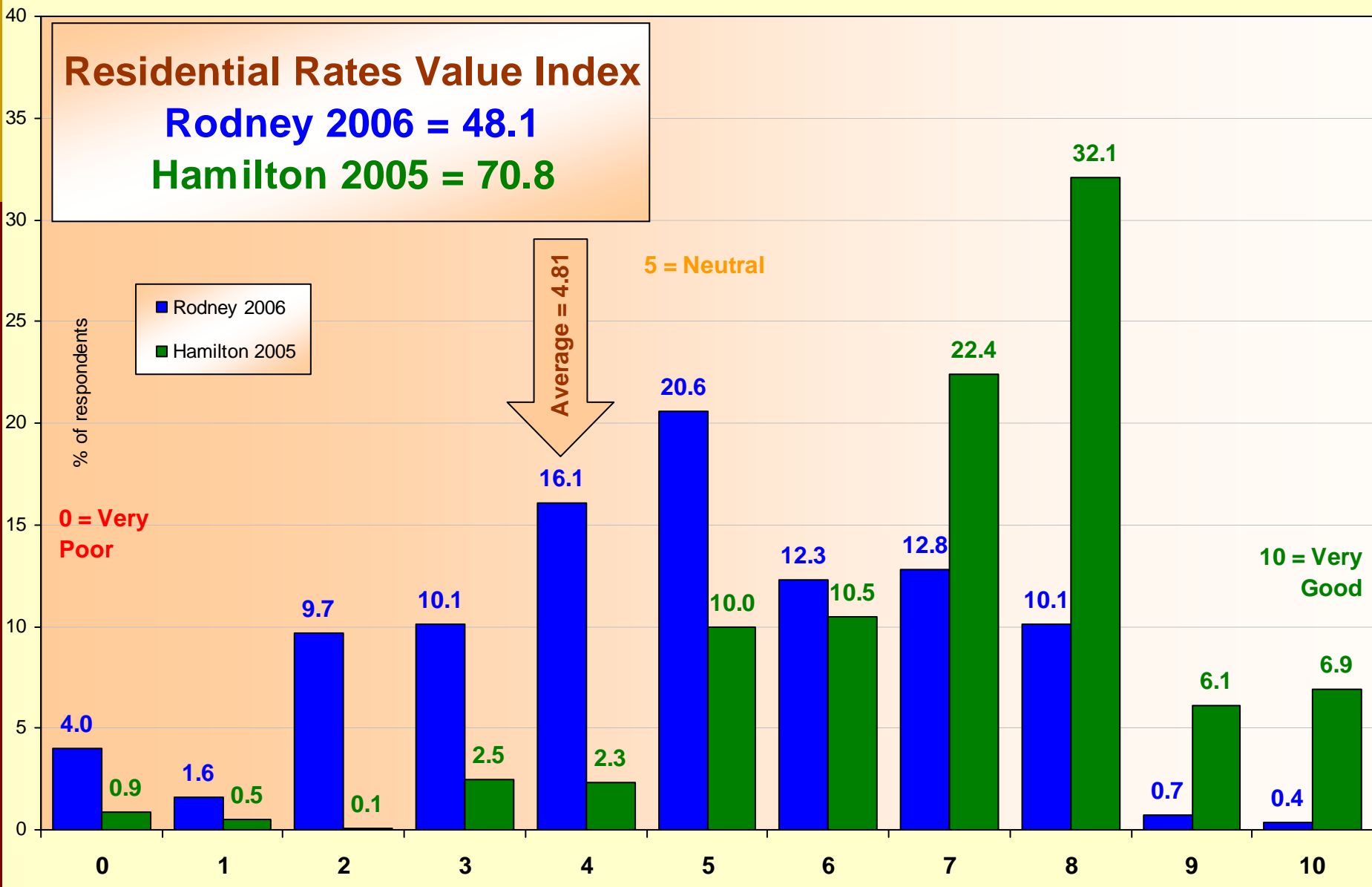


Residential Rates

Value from Residential Rates

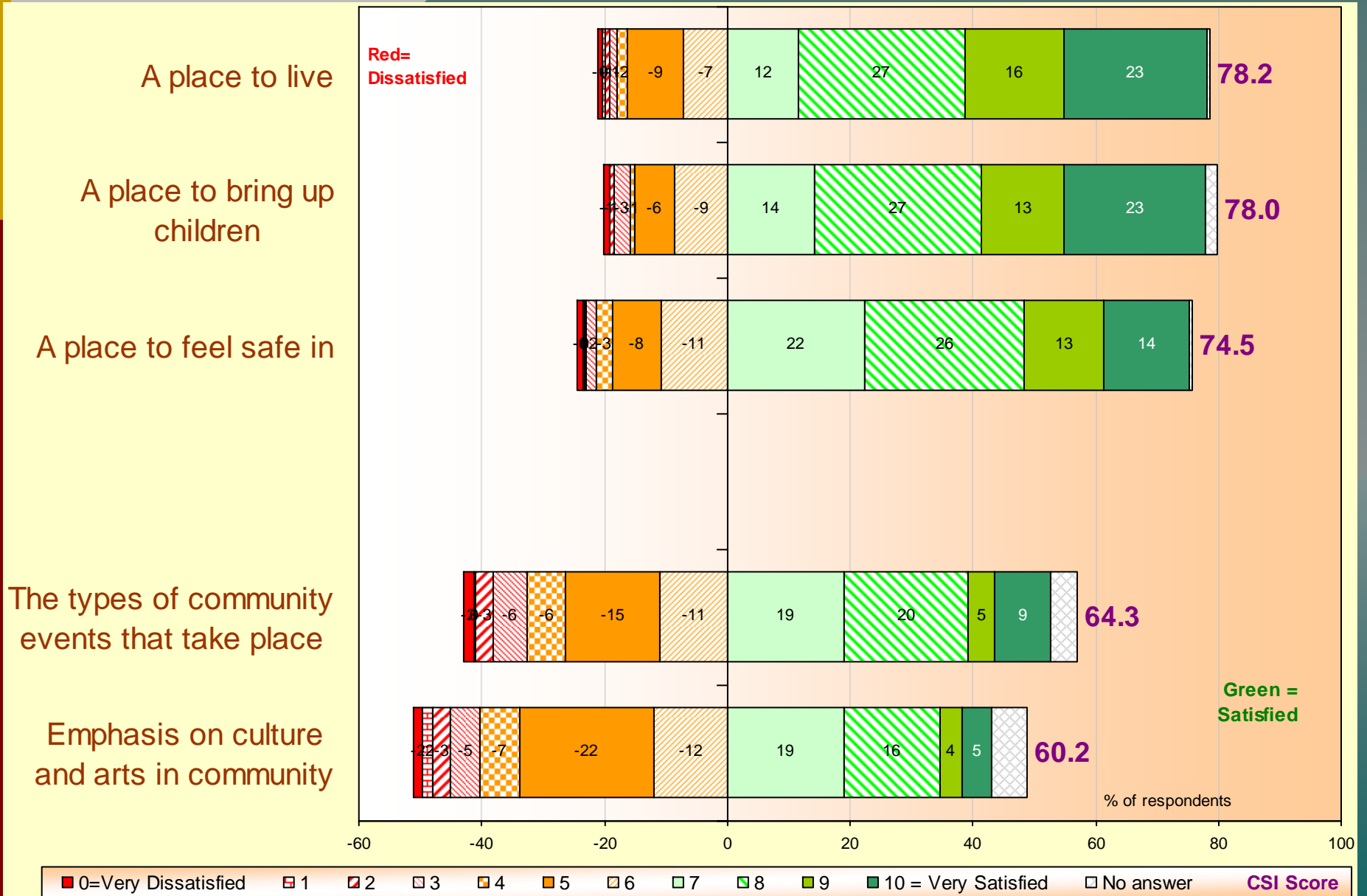


Value from Rates - Comparison to Hamilton

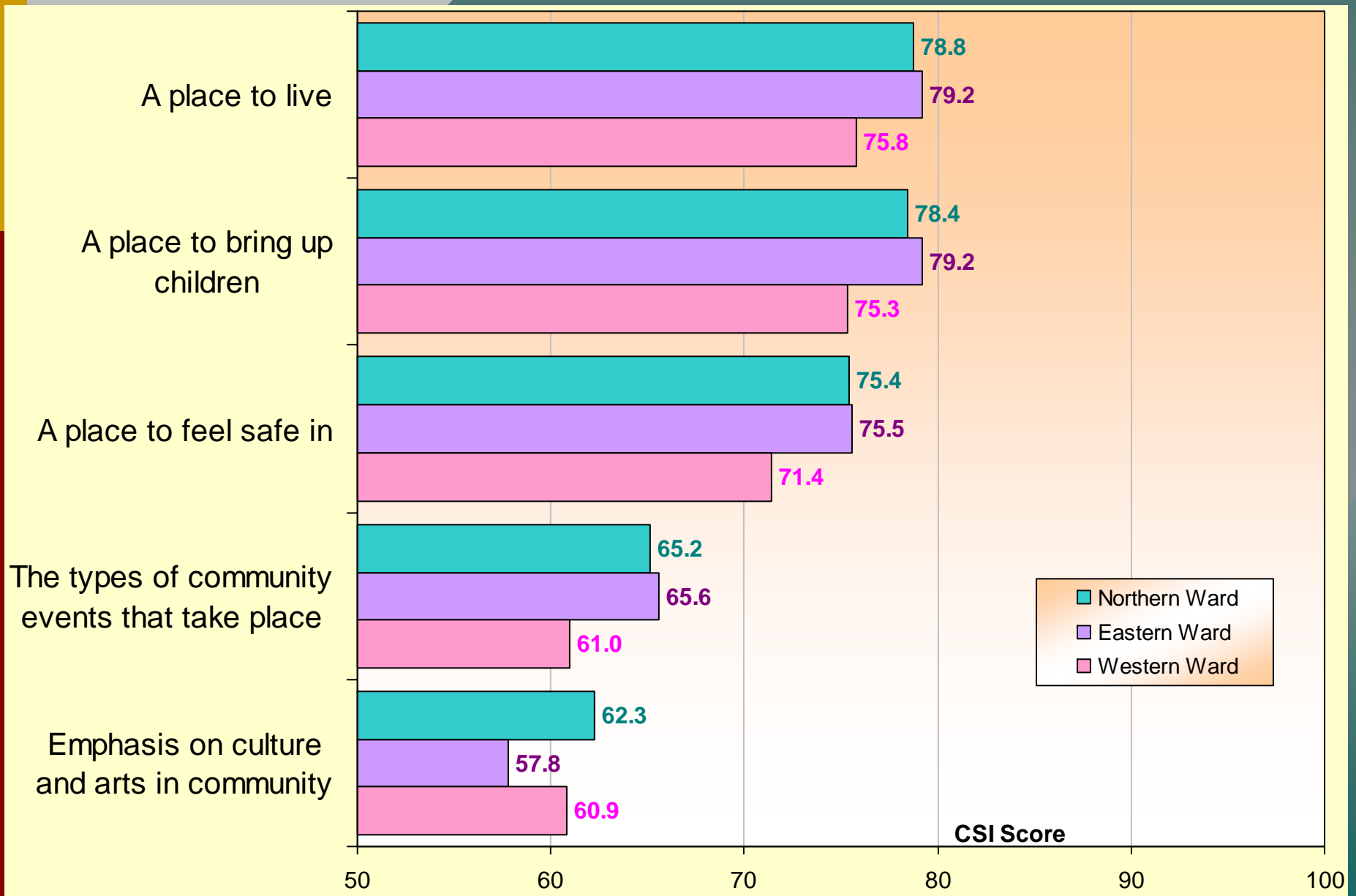


Quality of Life

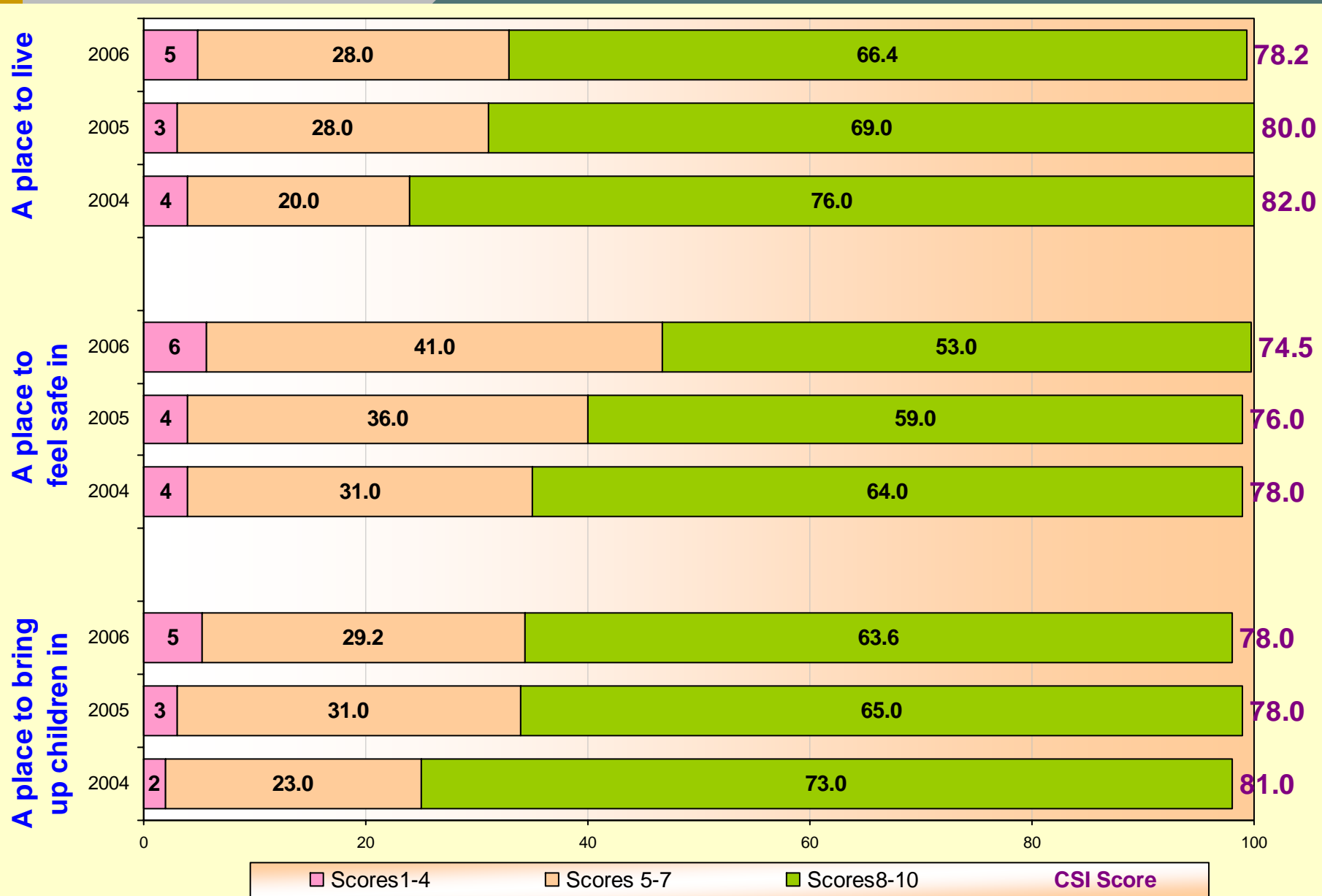
Quality of Life In Rodney



Quality of Life Factors by Ward

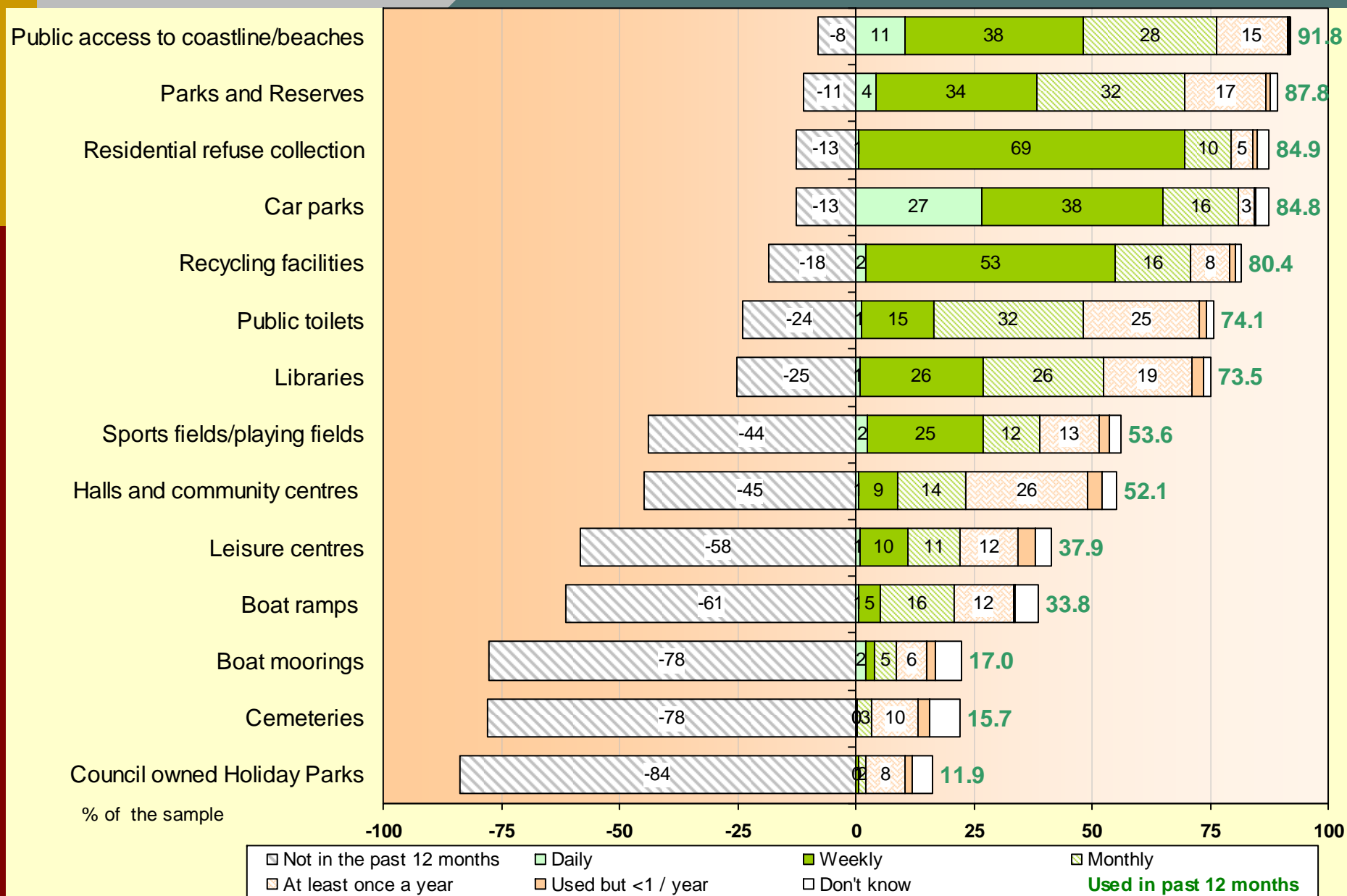


Results similar to previous years

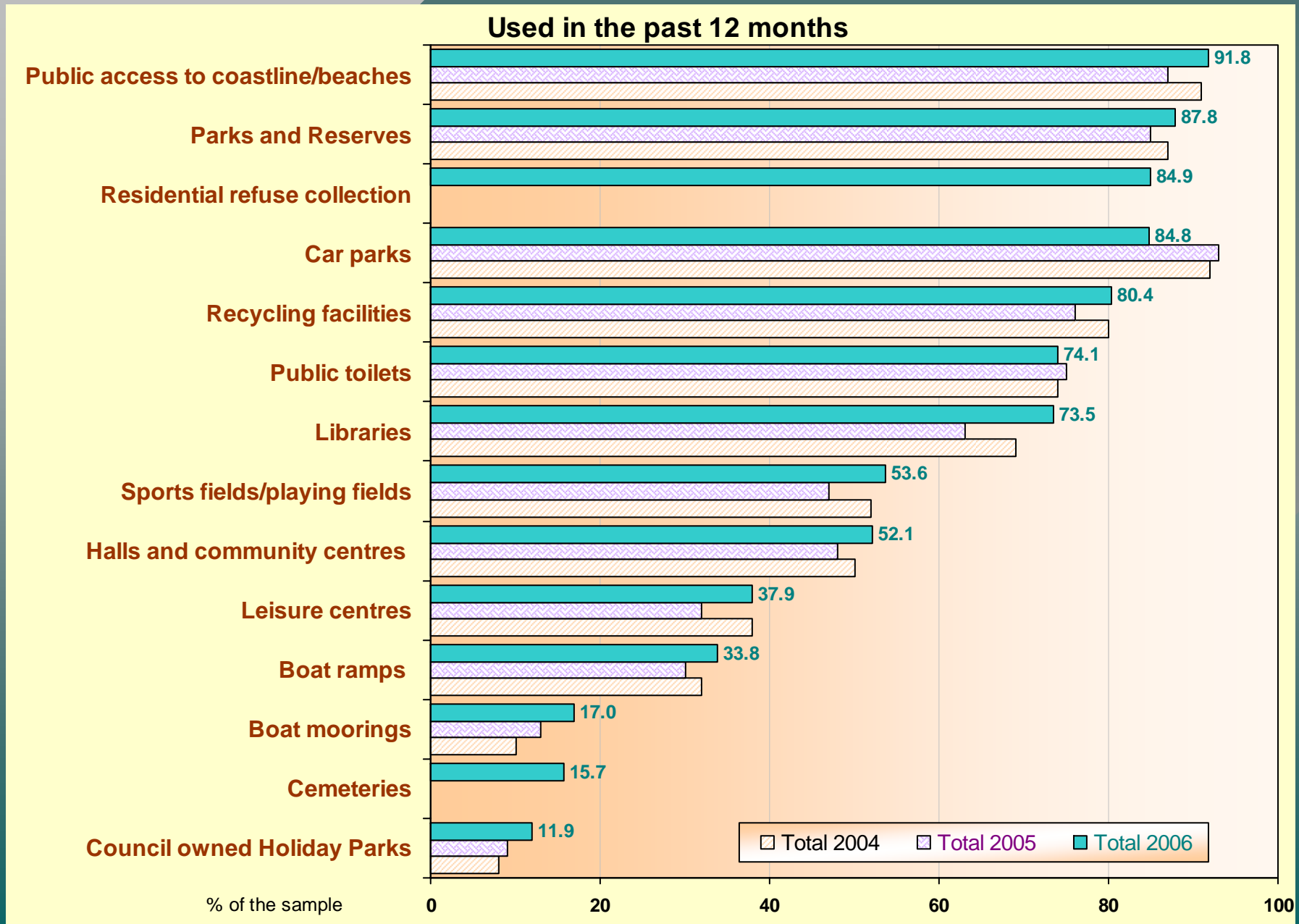


Usage of Facilities and Amenities

Usage of Council Facilities / Amenities

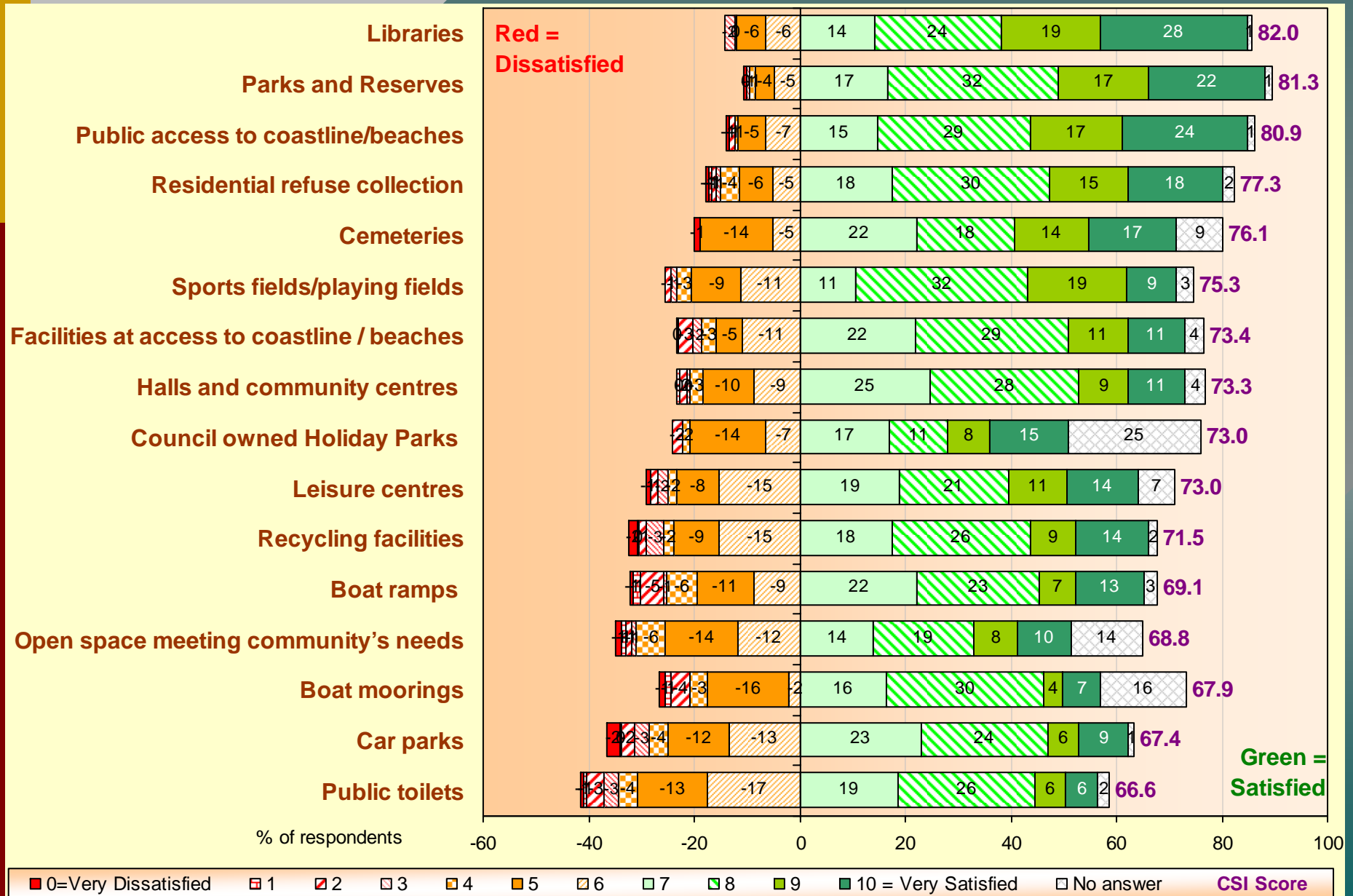


Changes In Usage of Facilities / Amenities



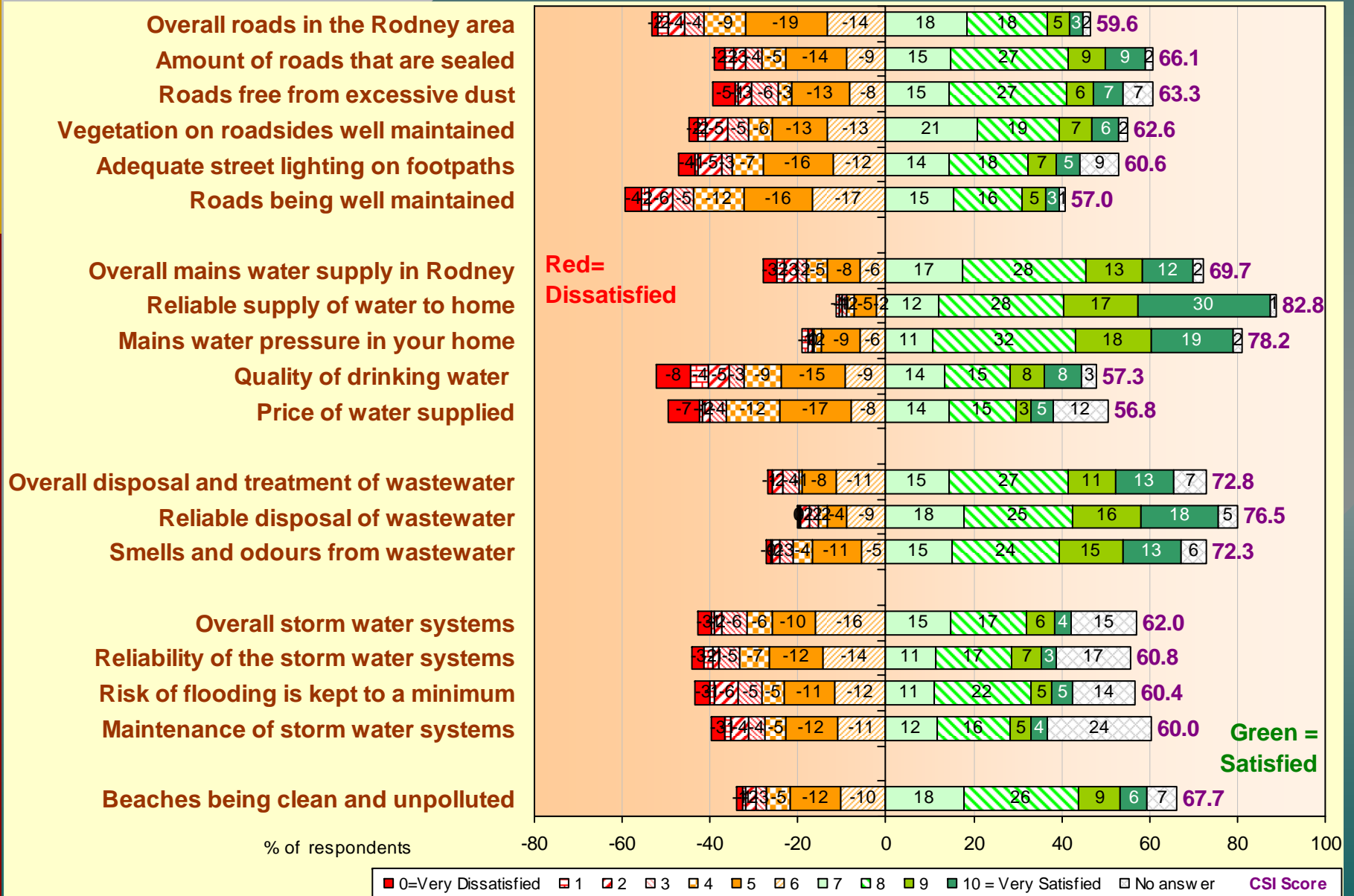
Satisfaction with Facilities and Amenities

Satisfaction with Facilities and Amenities

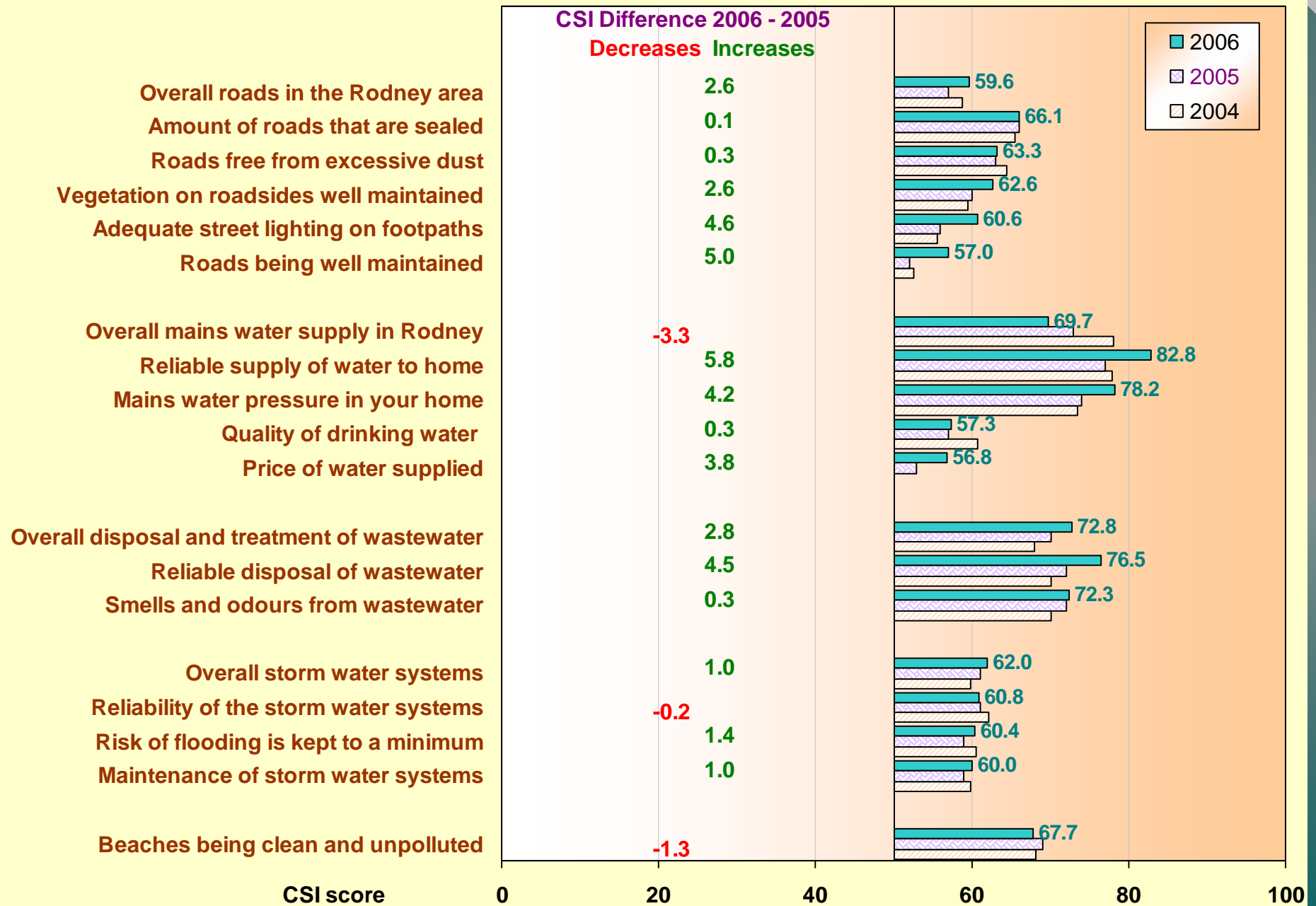


Satisfaction with Services and Facilities

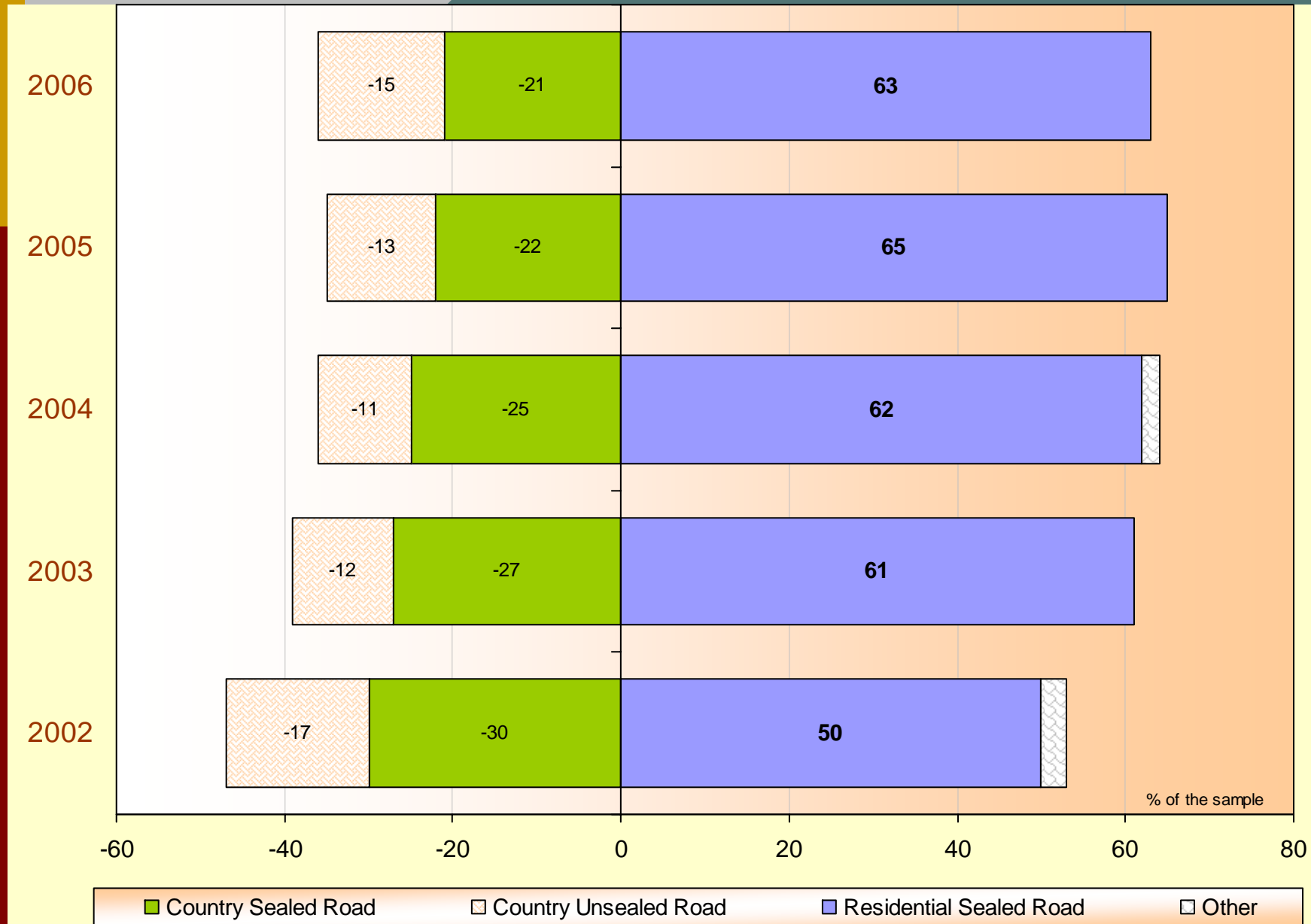
Satisfaction with Services and Facilities



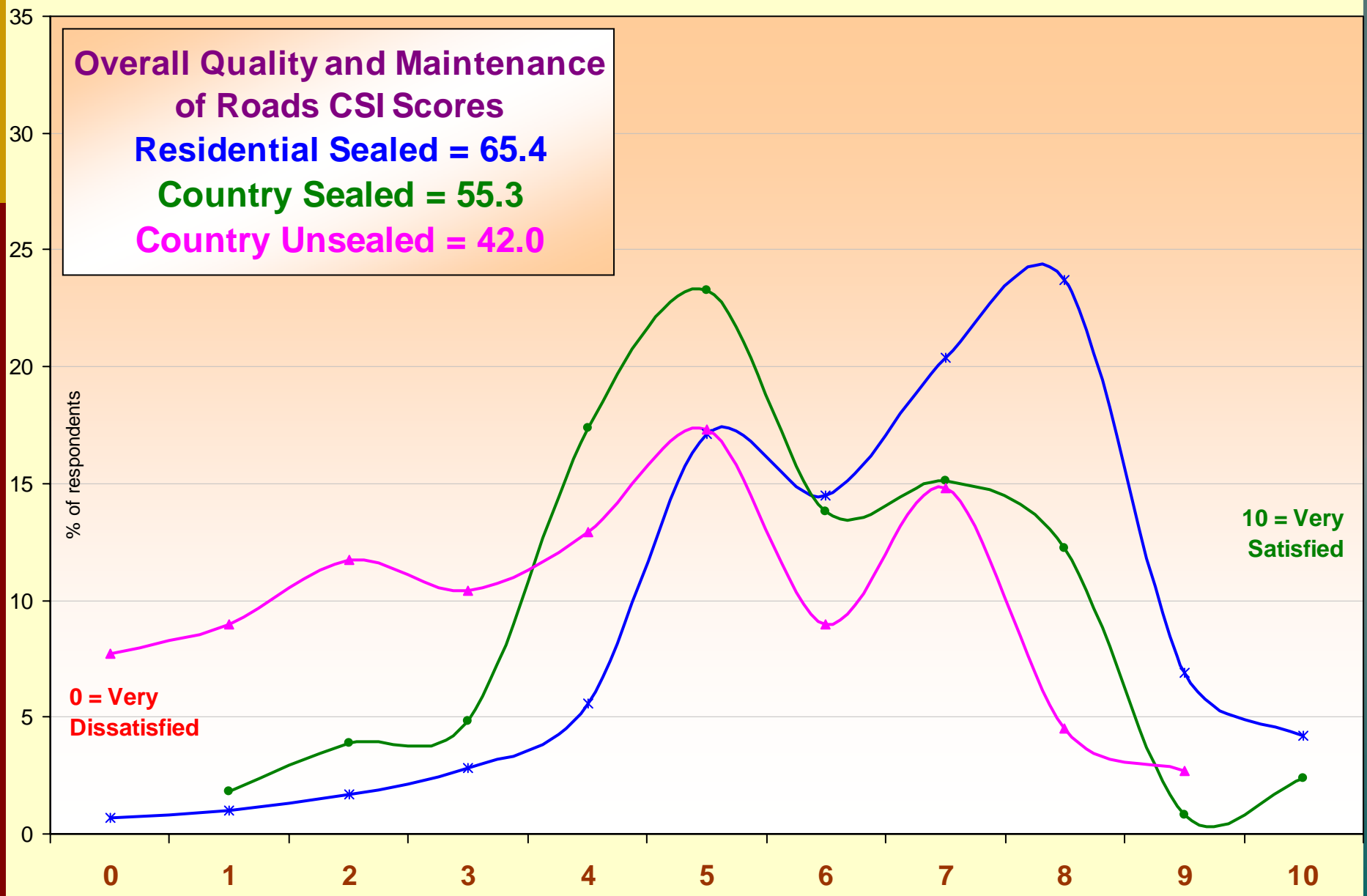
Changes in Satisfaction with Services and Facilities



Type of road currently live beside



Satisfaction with Overall Quality and Maintenance of Roads in the Rodney Area



Satisfaction with the Overall Quality and Reliability of the Mains Water Supply in Rodney

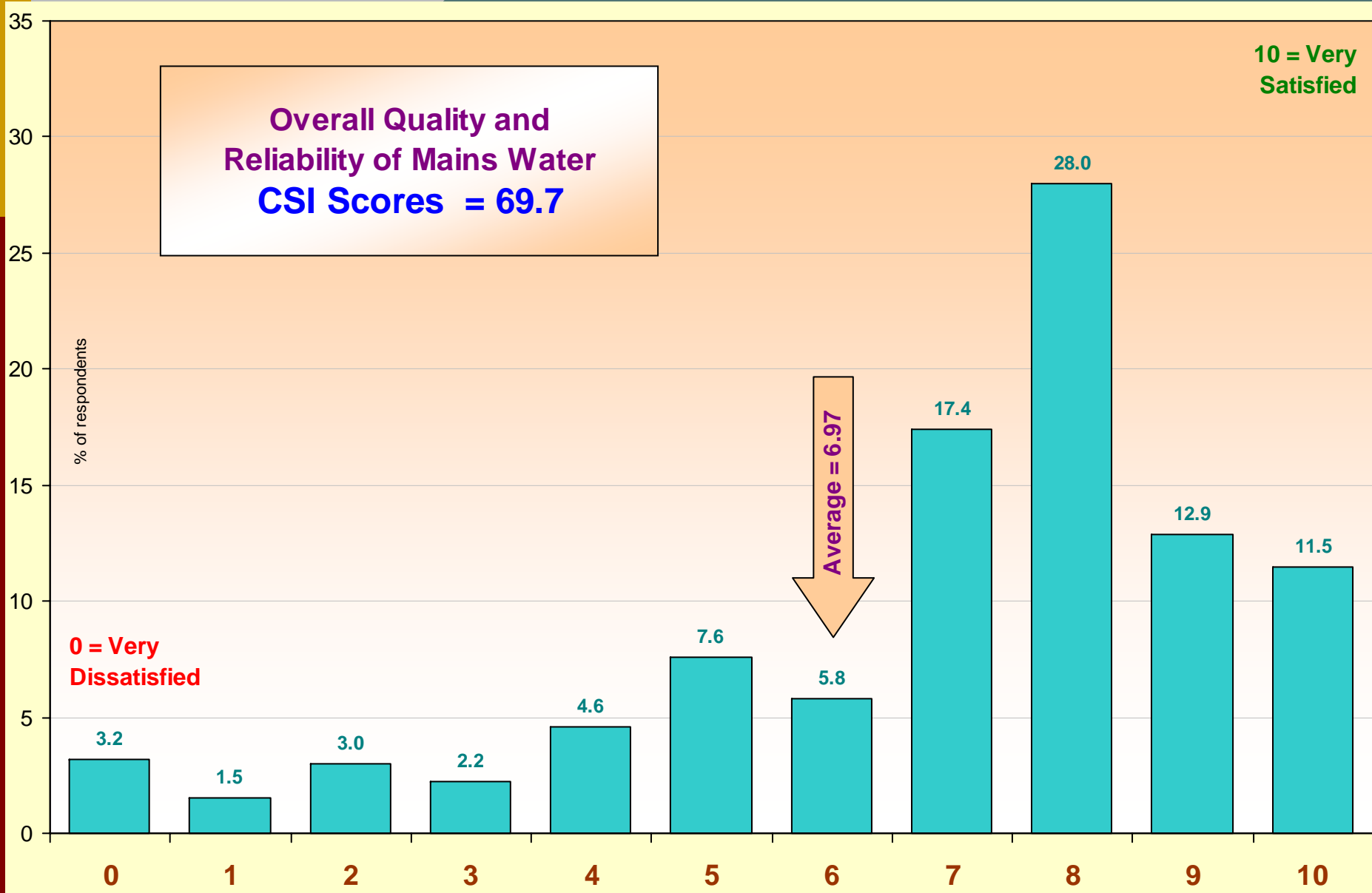
10 = Very Satisfied

Overall Quality and Reliability of Mains Water
CSI Scores = 69.7

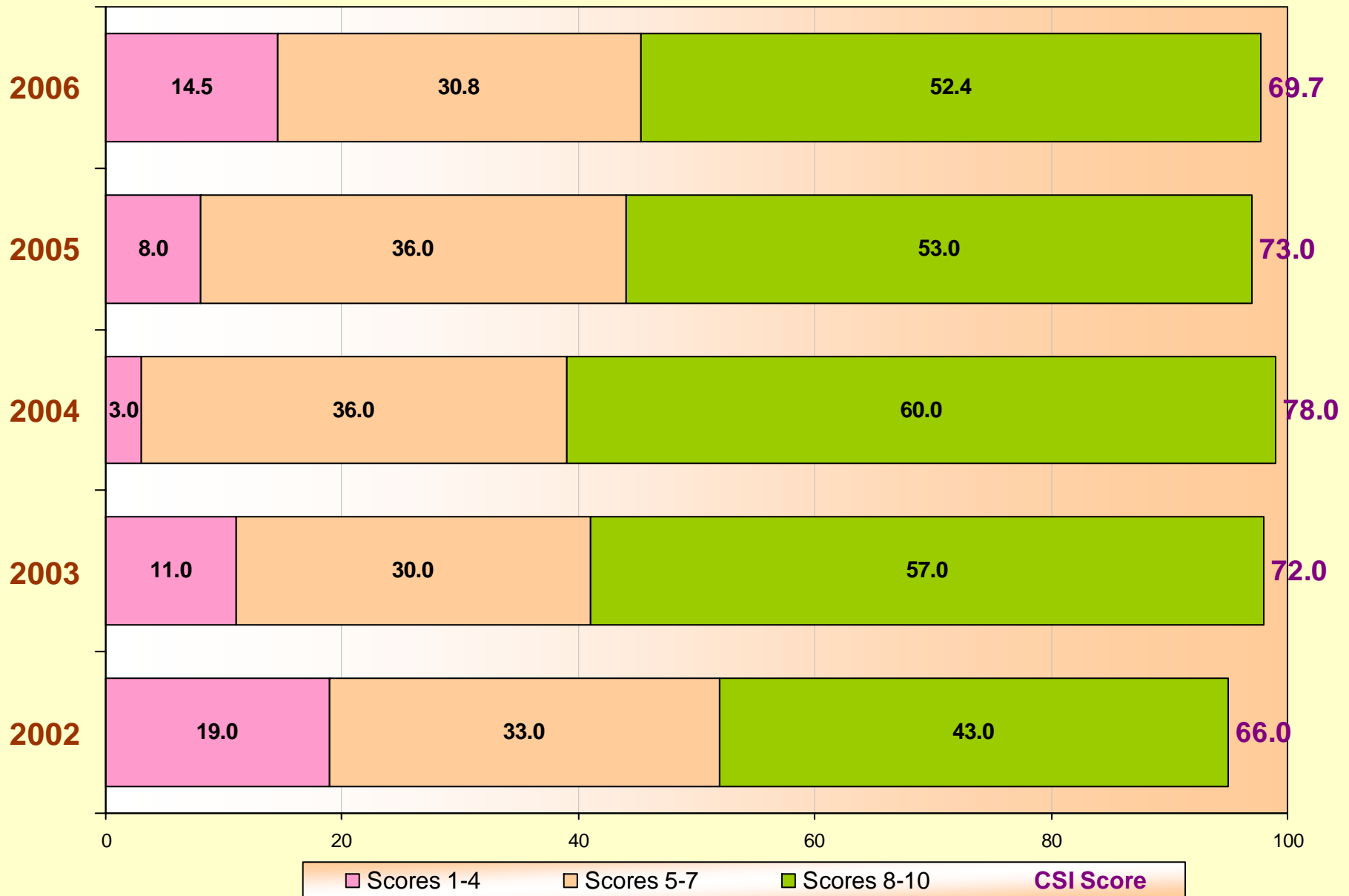
% of respondents

0 = Very Dissatisfied

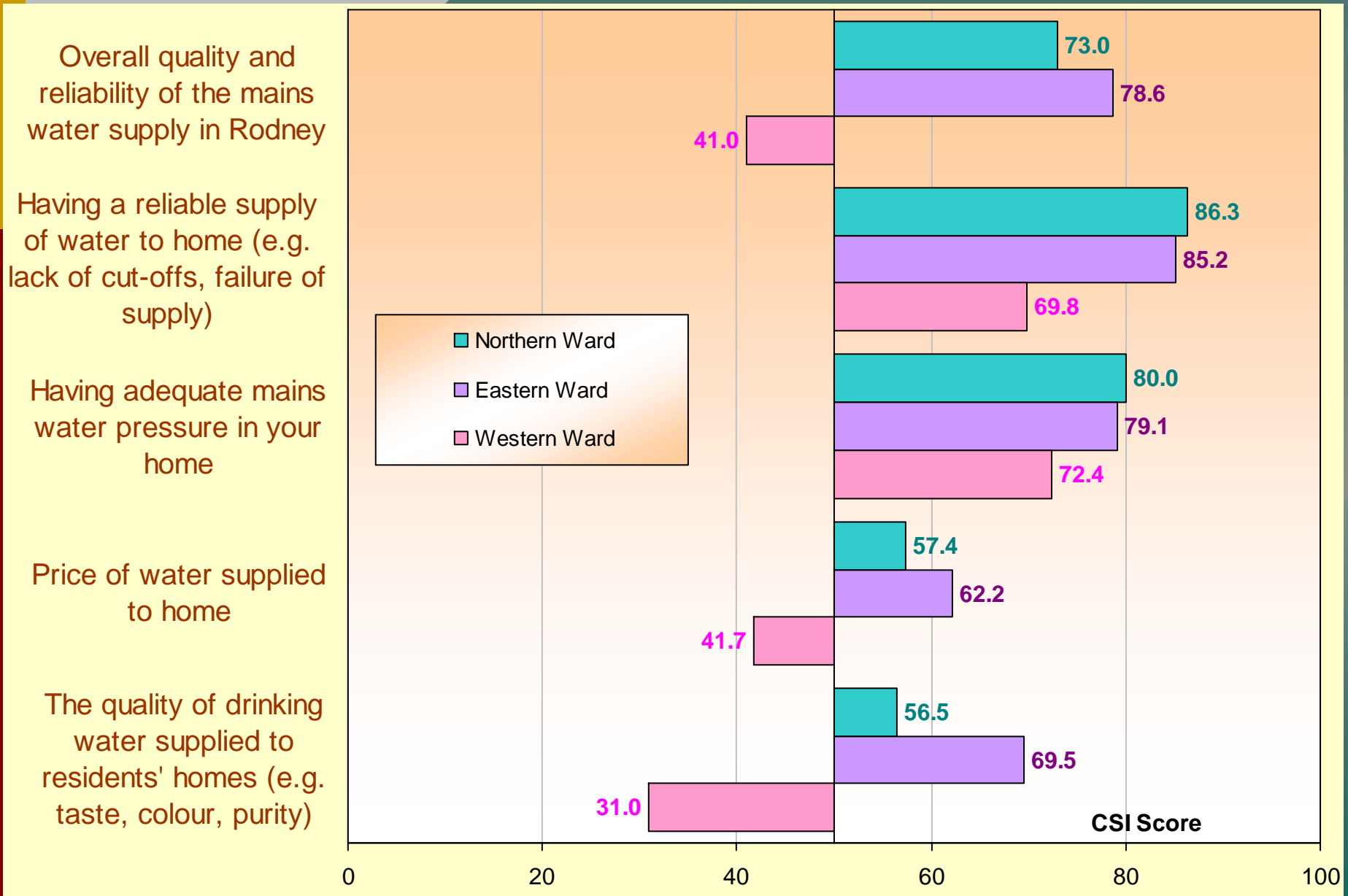
Average = 6.97



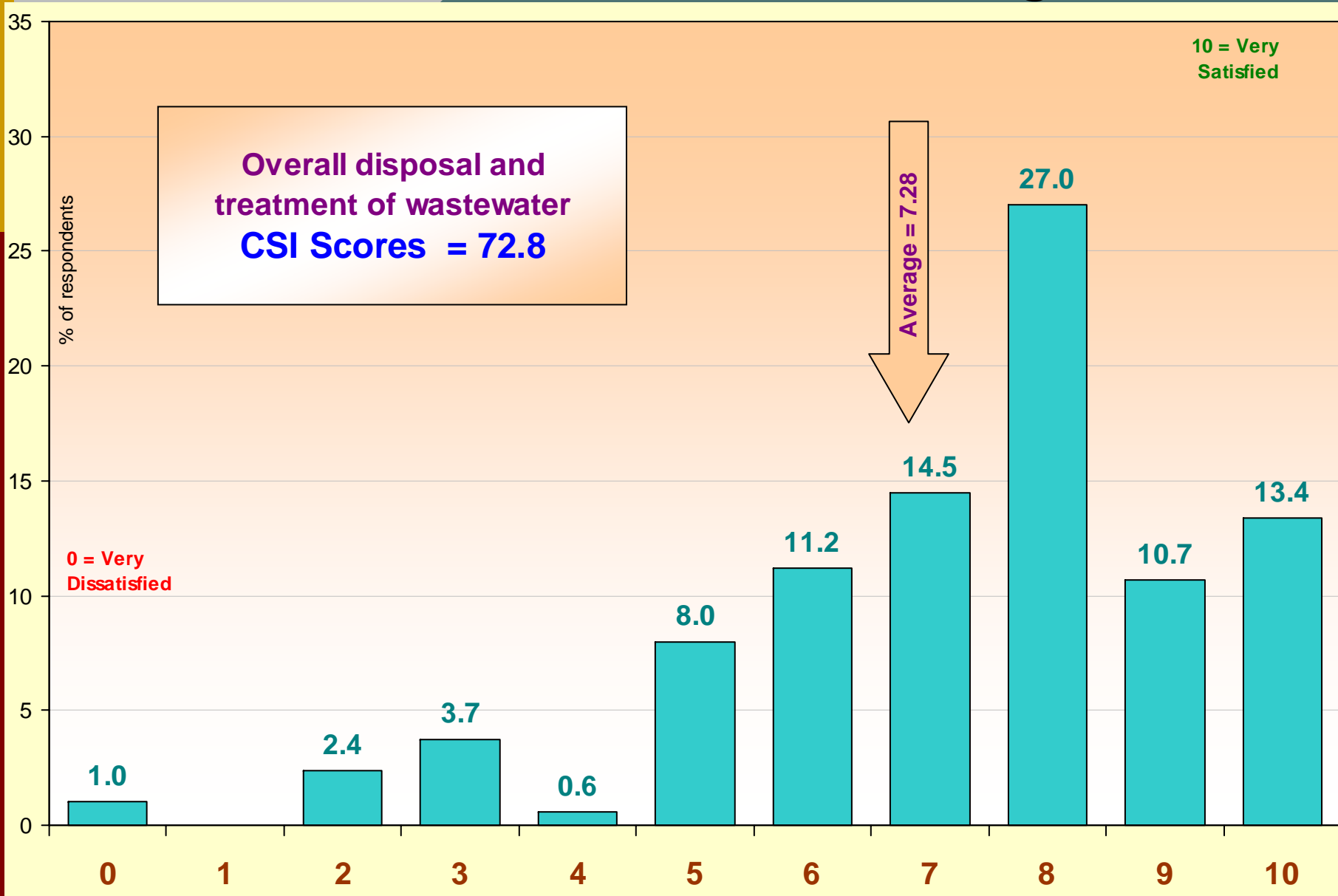
Satisfaction with the Overall Quality and Reliability of the Mains Water Supply in Rodney - Trends



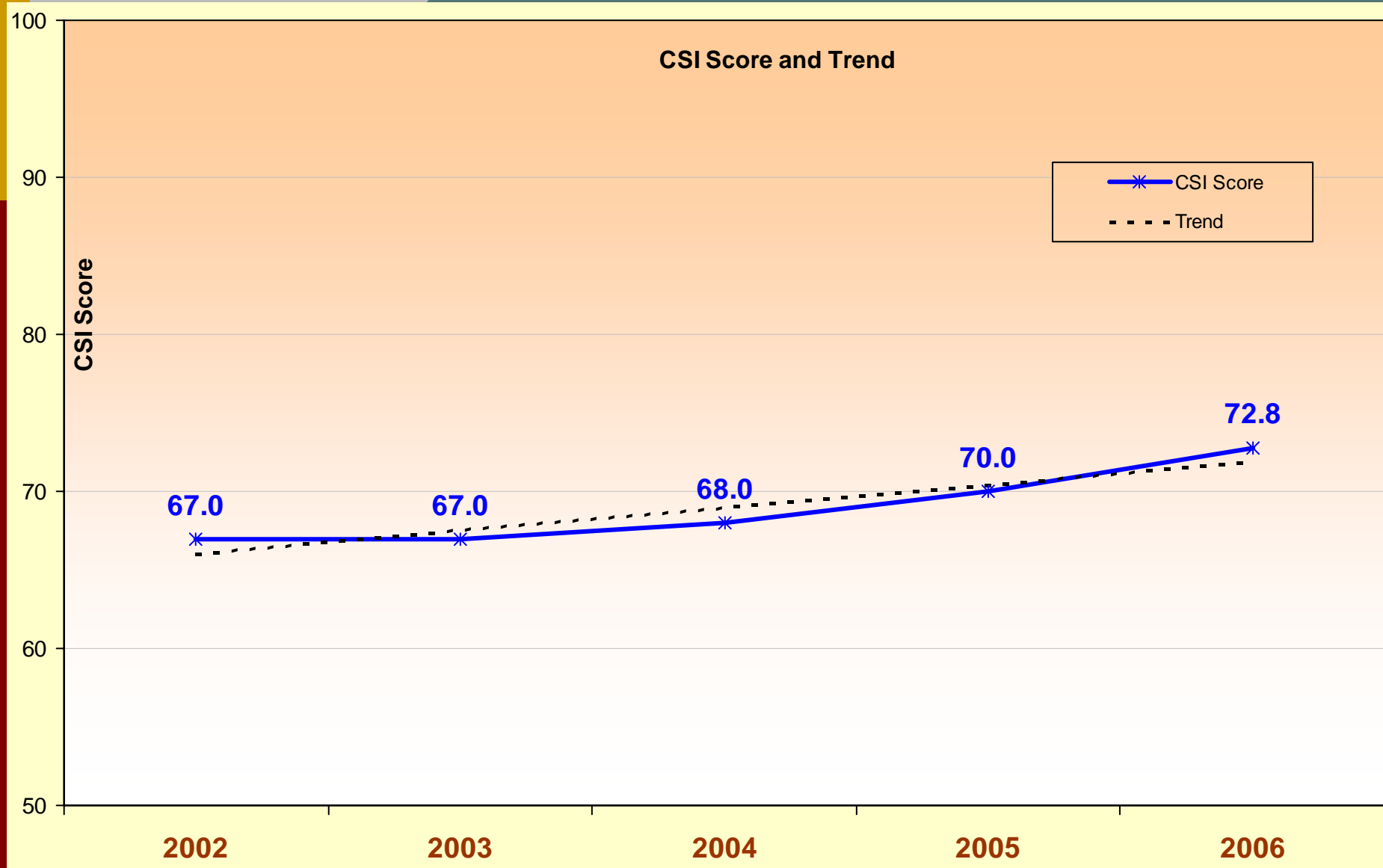
Satisfaction with the Overall Quality and Reliability of the Mains Water Supply in Rodney by Ward



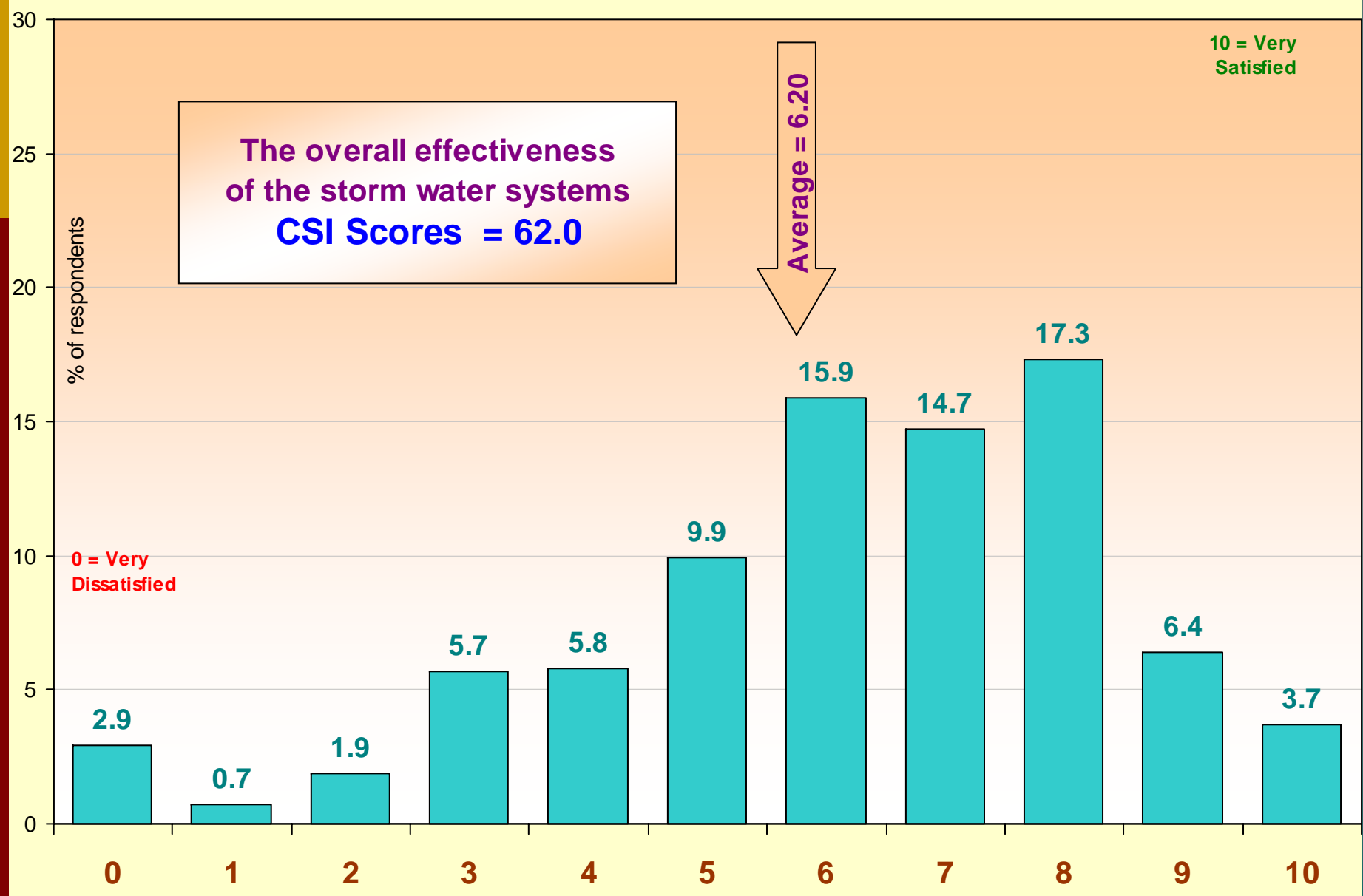
Satisfaction with the Overall disposal and treatment of wastewater and sewage



Satisfaction with the Overall disposal and treatment of wastewater and sewage - trends

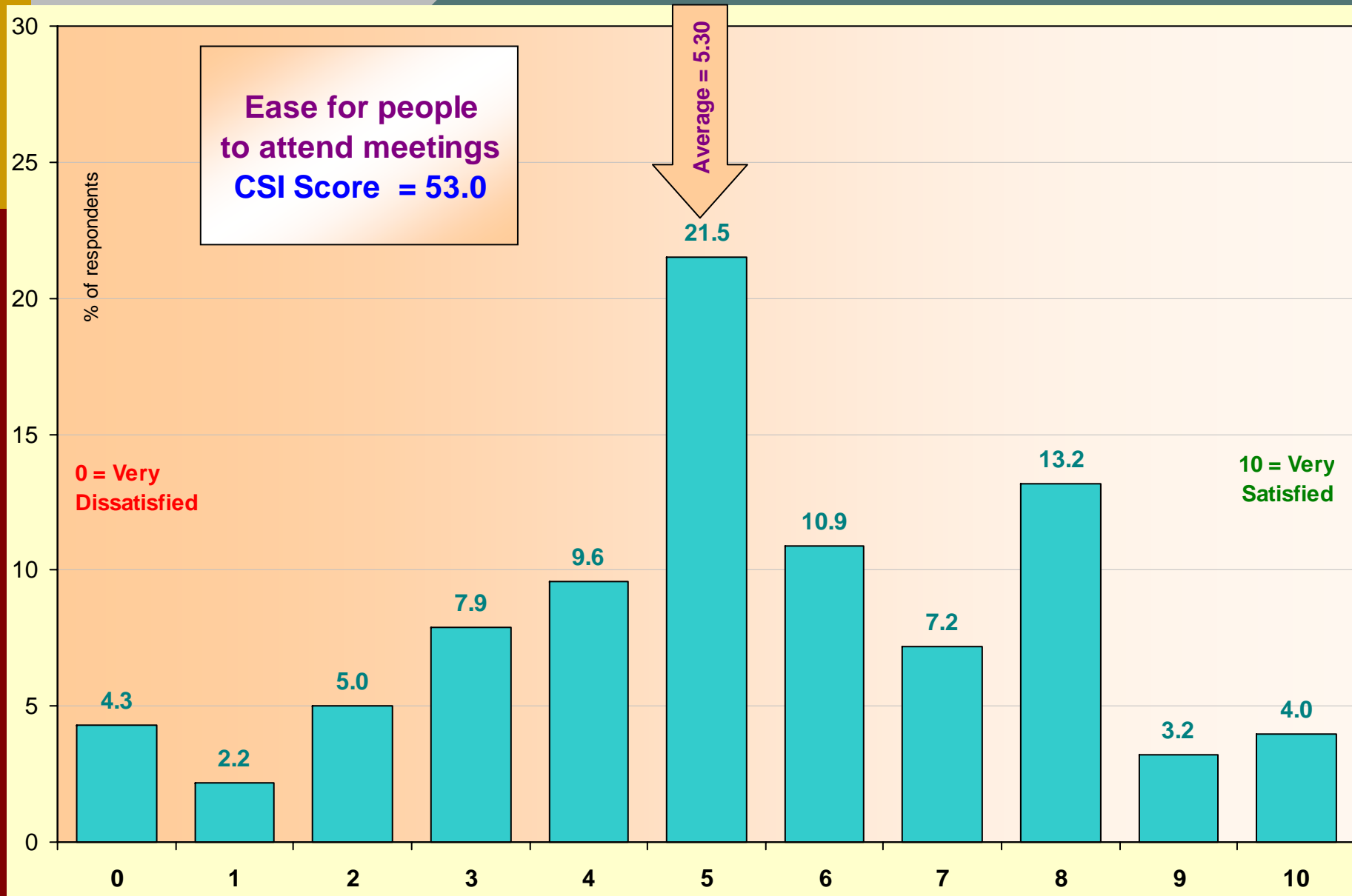


Satisfaction with the overall effectiveness of the stormwater systems

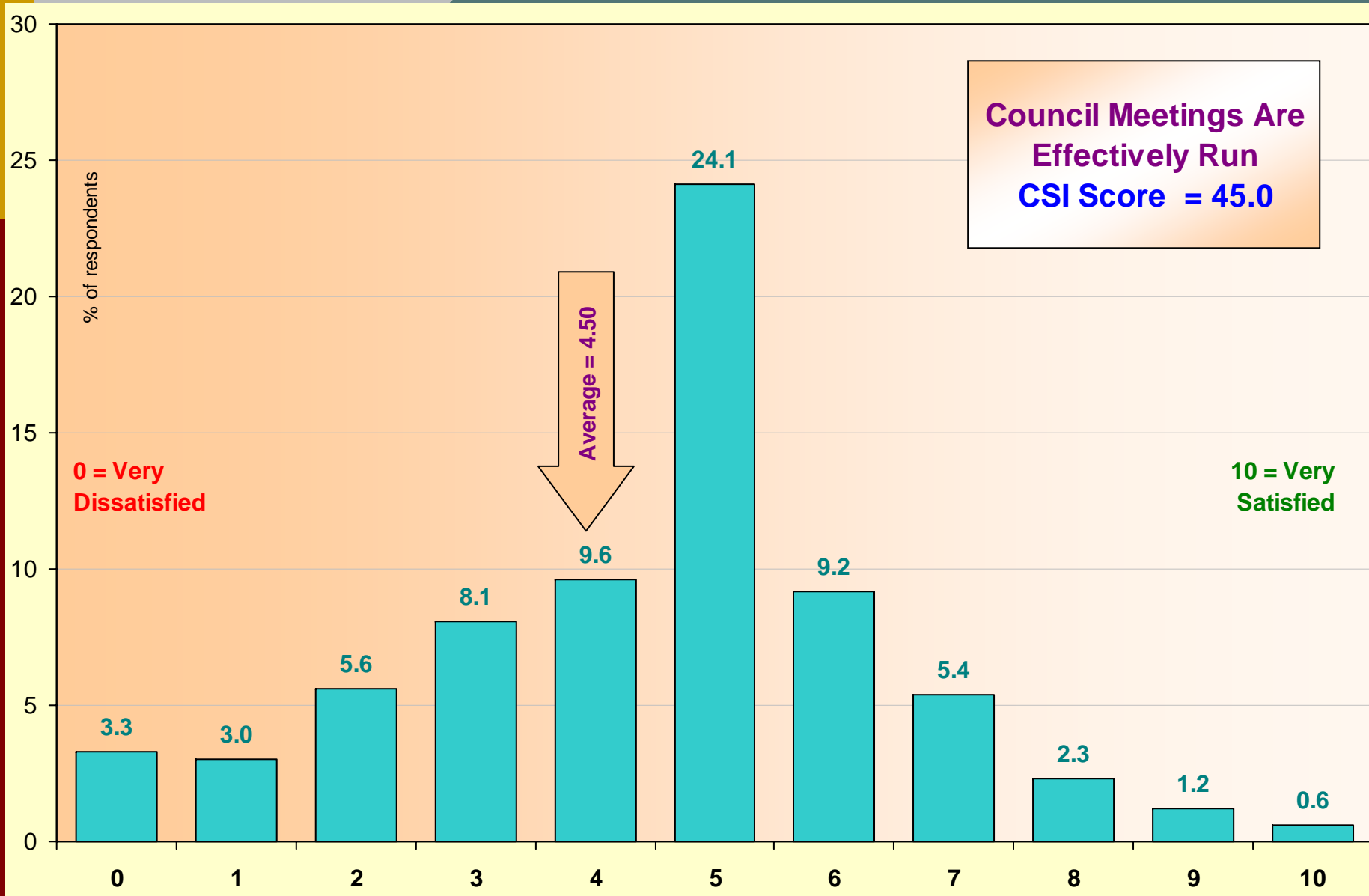


Democratic Process

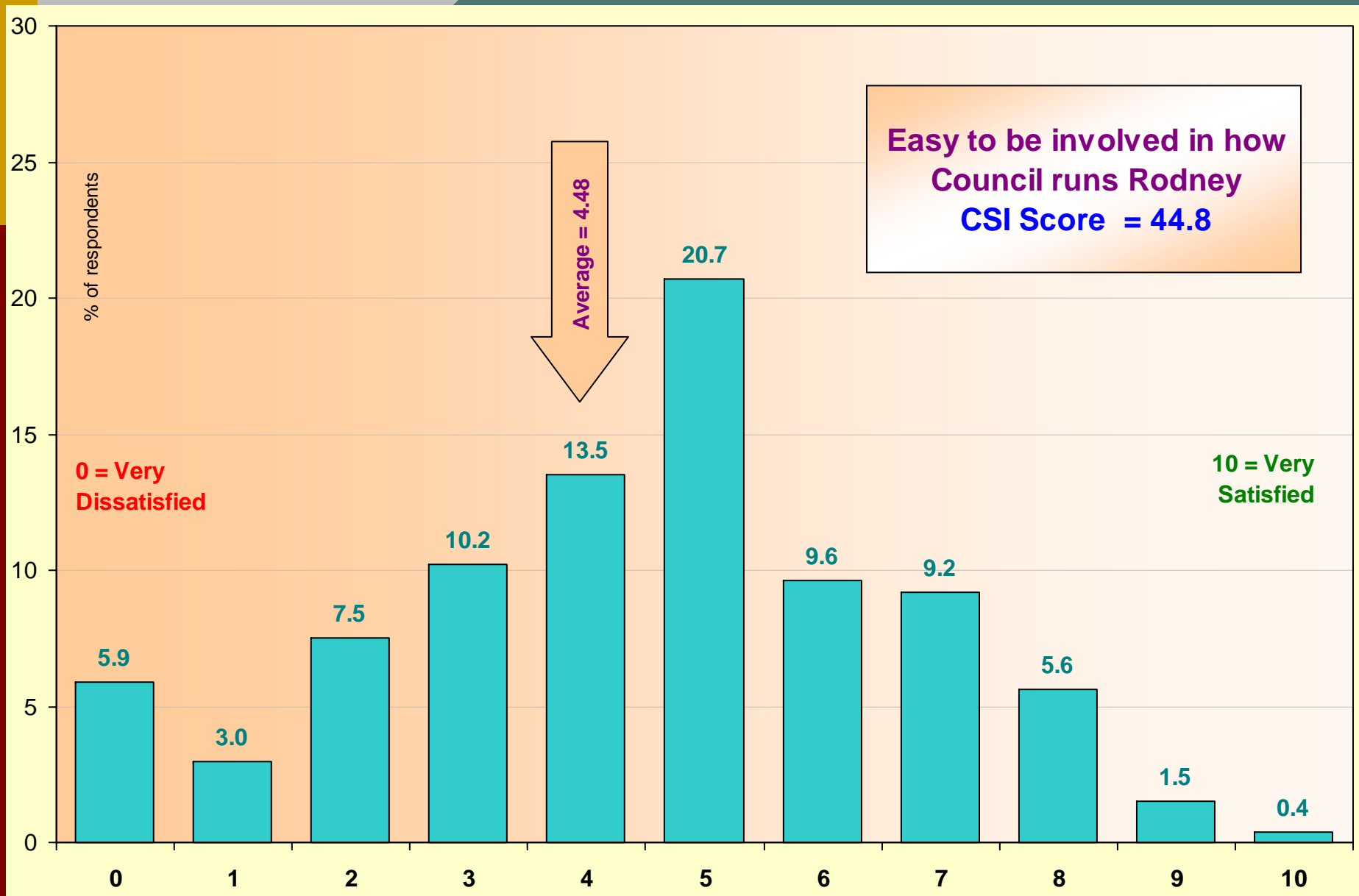
Satisfaction With Attending Meetings



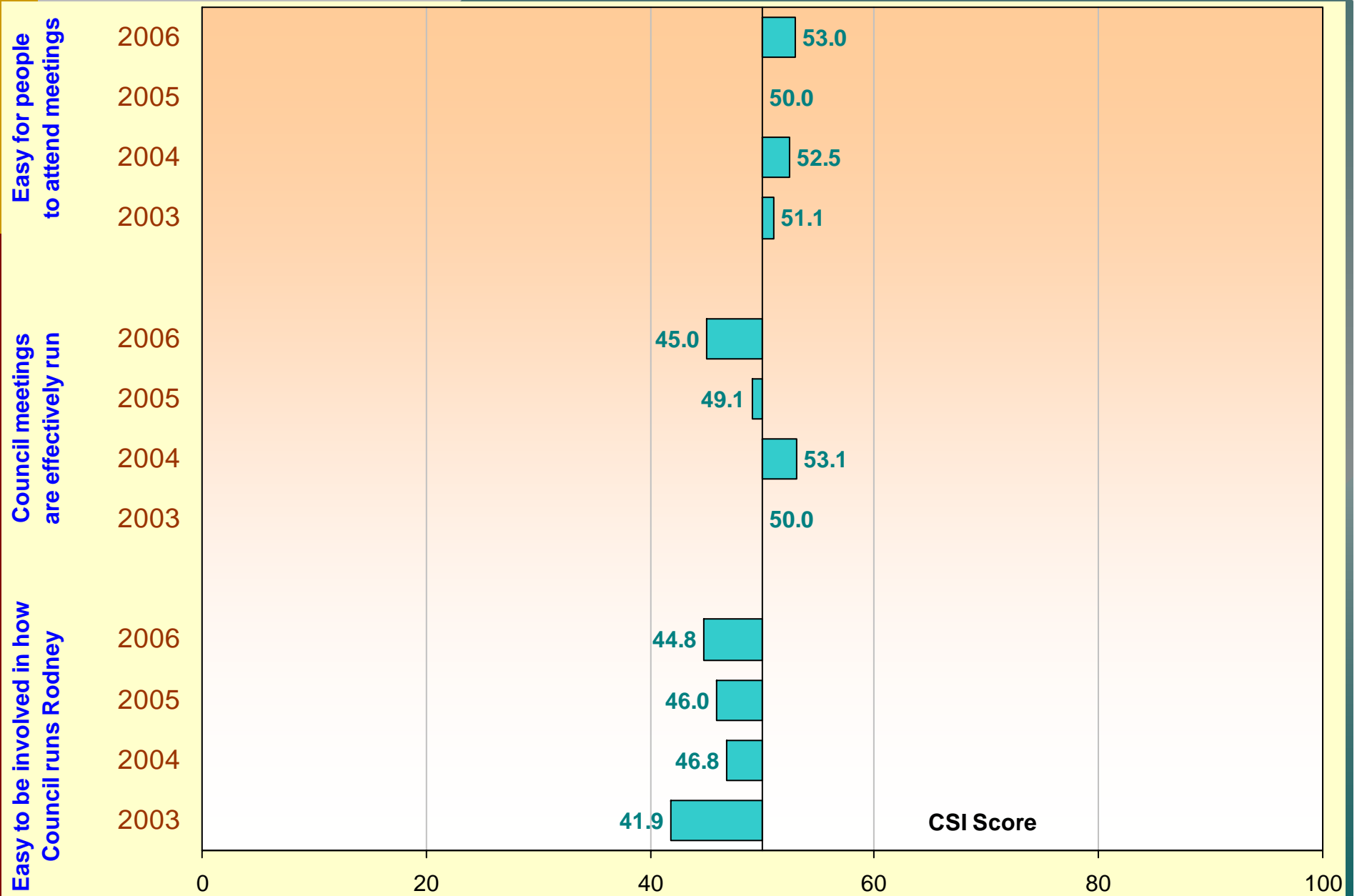
Council Meetings being Effectively Run



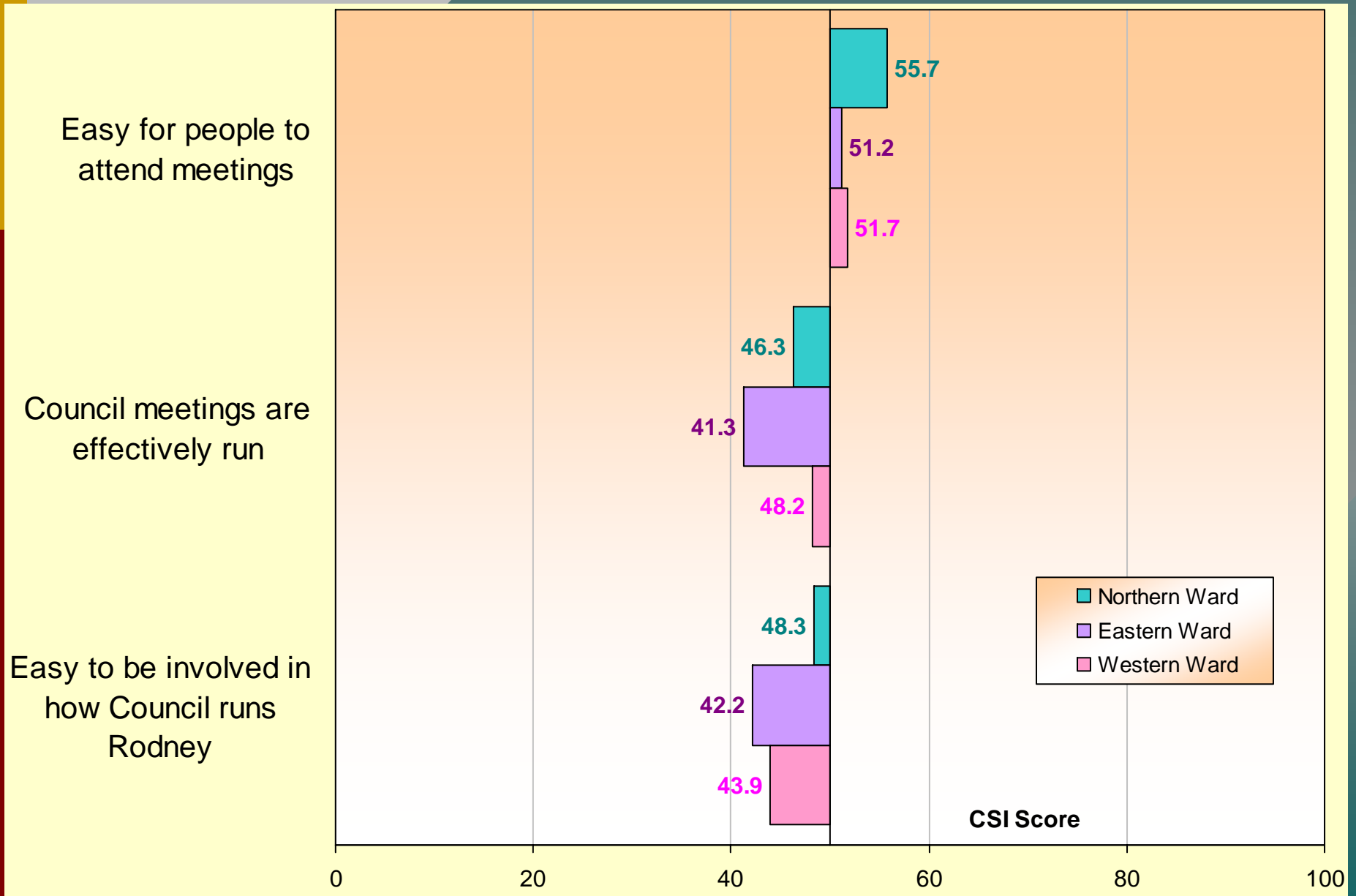
Being Involved in how Council runs Rodney



Results similar to previous years



Democratic Factors by Ward



Attitudes about the General Council

Attitudes about the General Council

The Council keeps Rodney residents well informed of what they are doing in the Rodney area

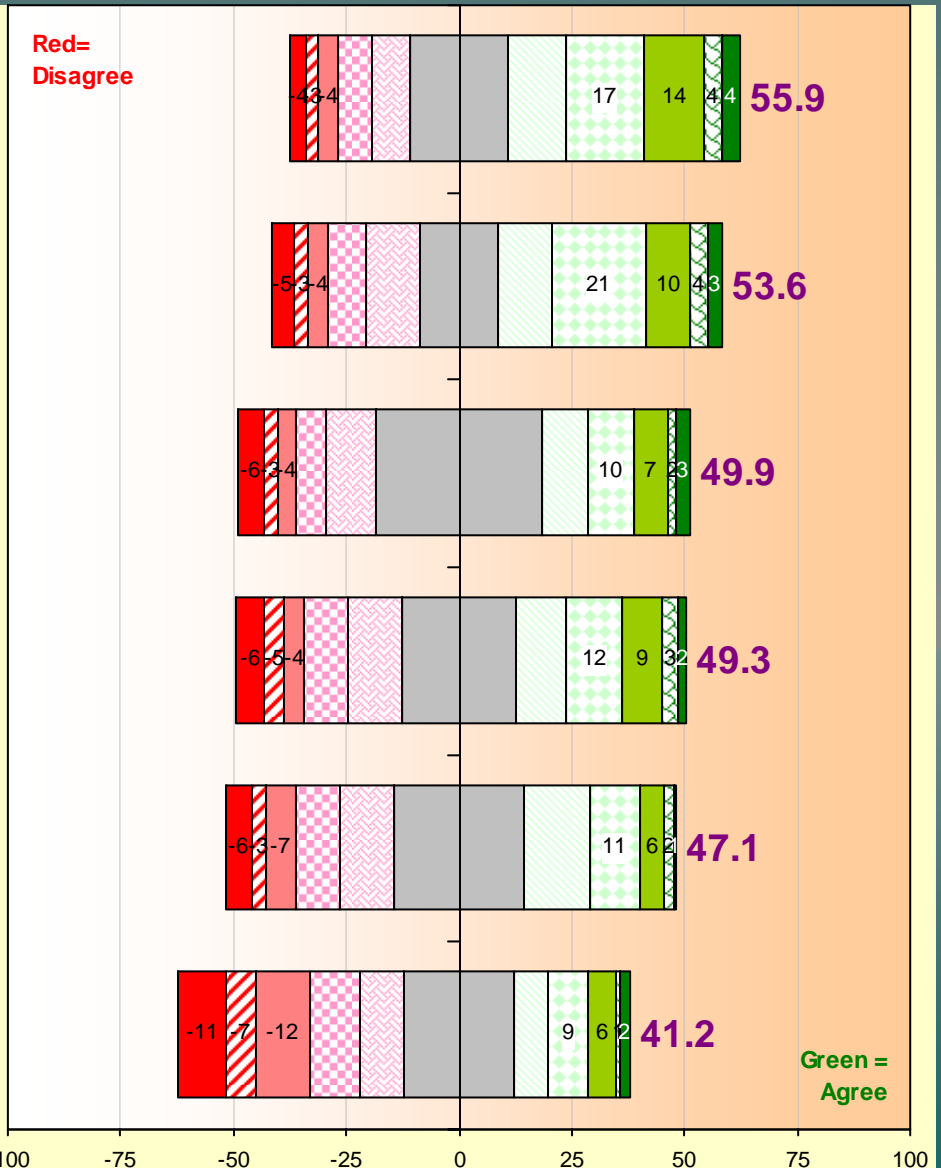
I am confident that the Council makes decisions in the best interests of the natural environment

The Council is open and honest in their dealings with Rodney residents

The Council is genuinely interested in what Rodney residents have to say on issues that affect the Rodney area

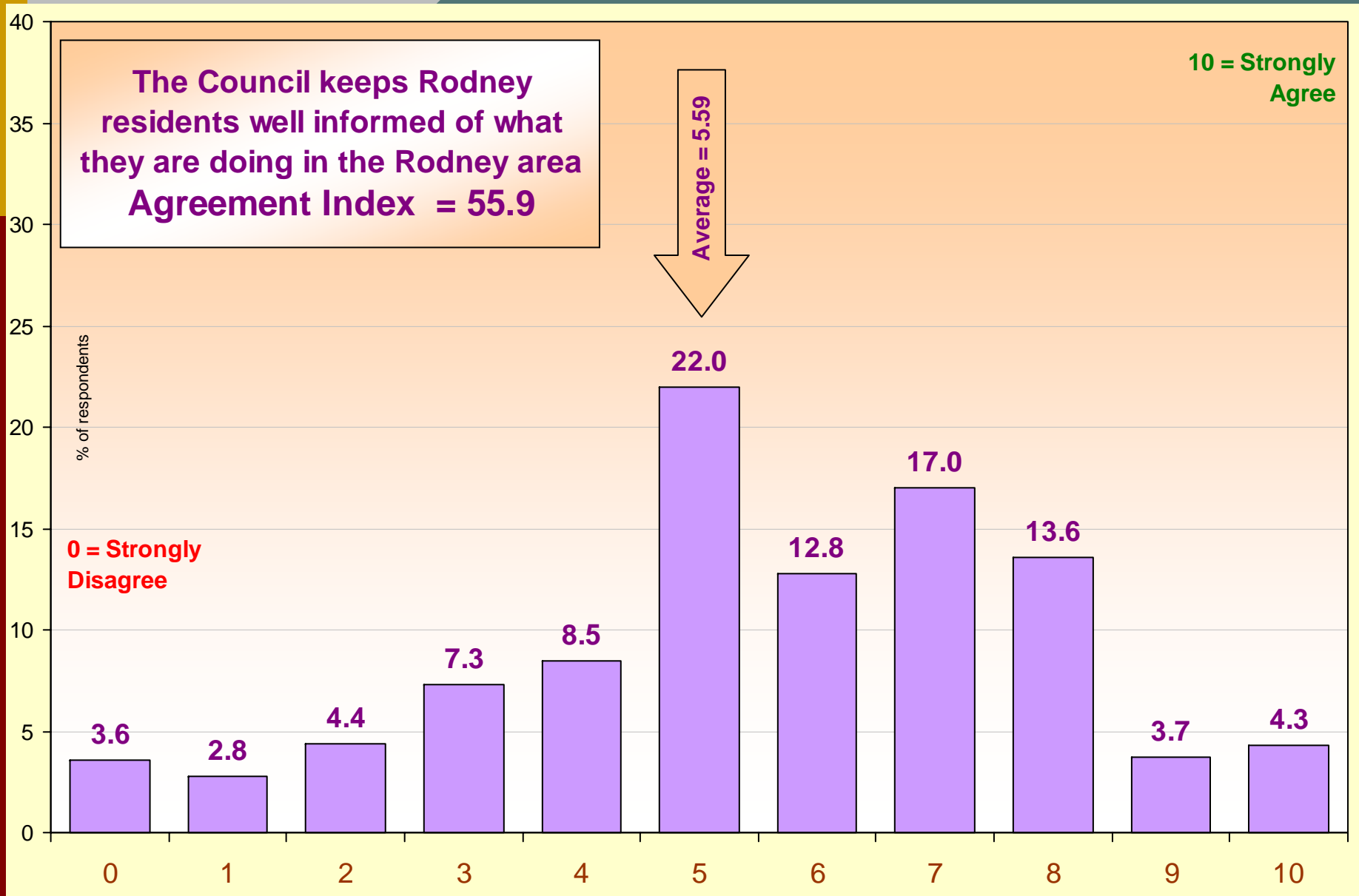
The elected Council members are doing a good job of representing the needs of my community both regionally and nationally

I feel like I can make a difference to how the Council approaches issues that affect the Rodney area

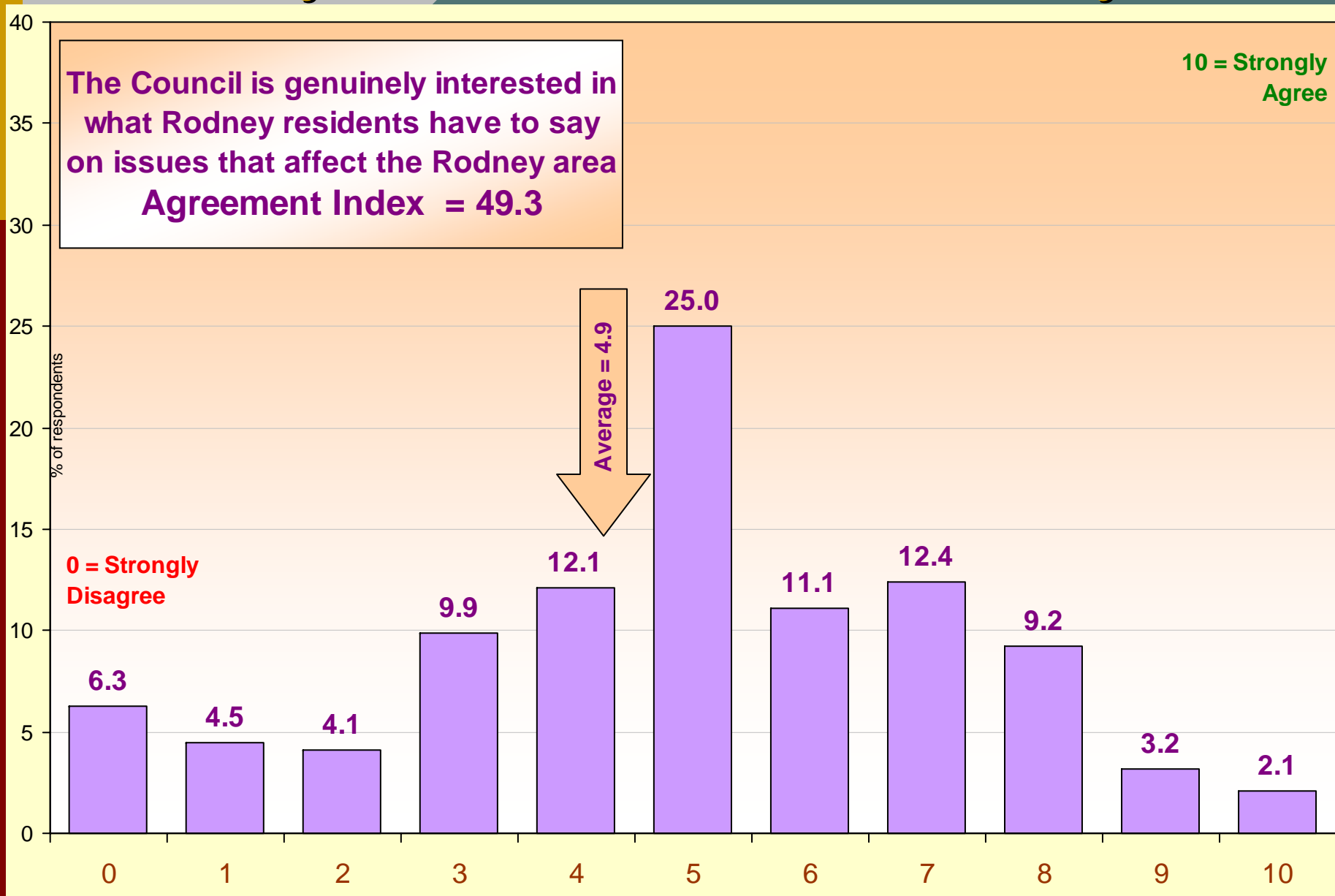


0 = Strongly Disagree 1 2 3 4 5 6 7 8 9 10 = Strongly Agree Agreement Index

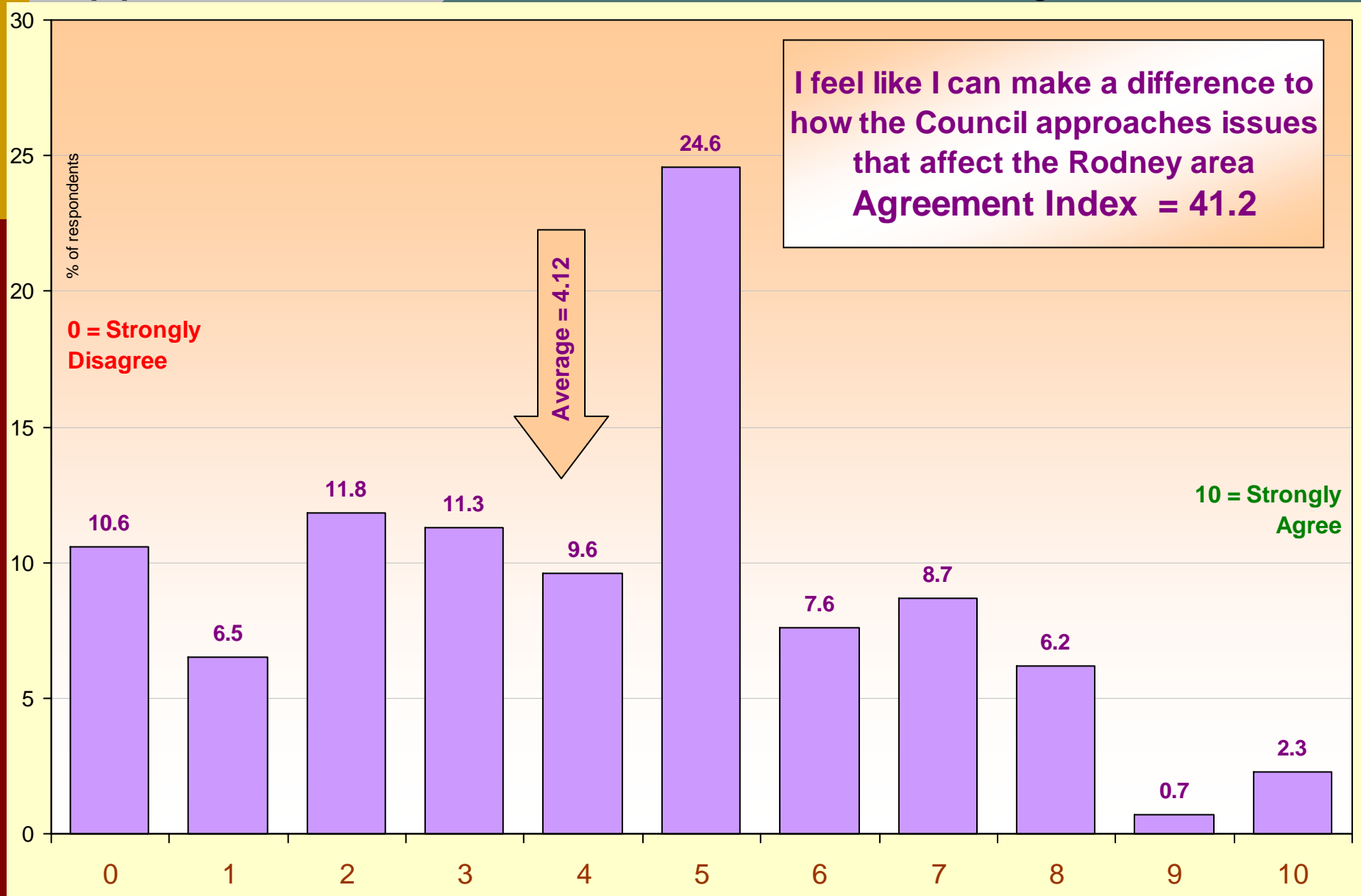
The Council keeps Rodney residents well informed of what they are doing in the Rodney area



The Council is genuinely interested in what residents have to say on issues that affect the Rodney area



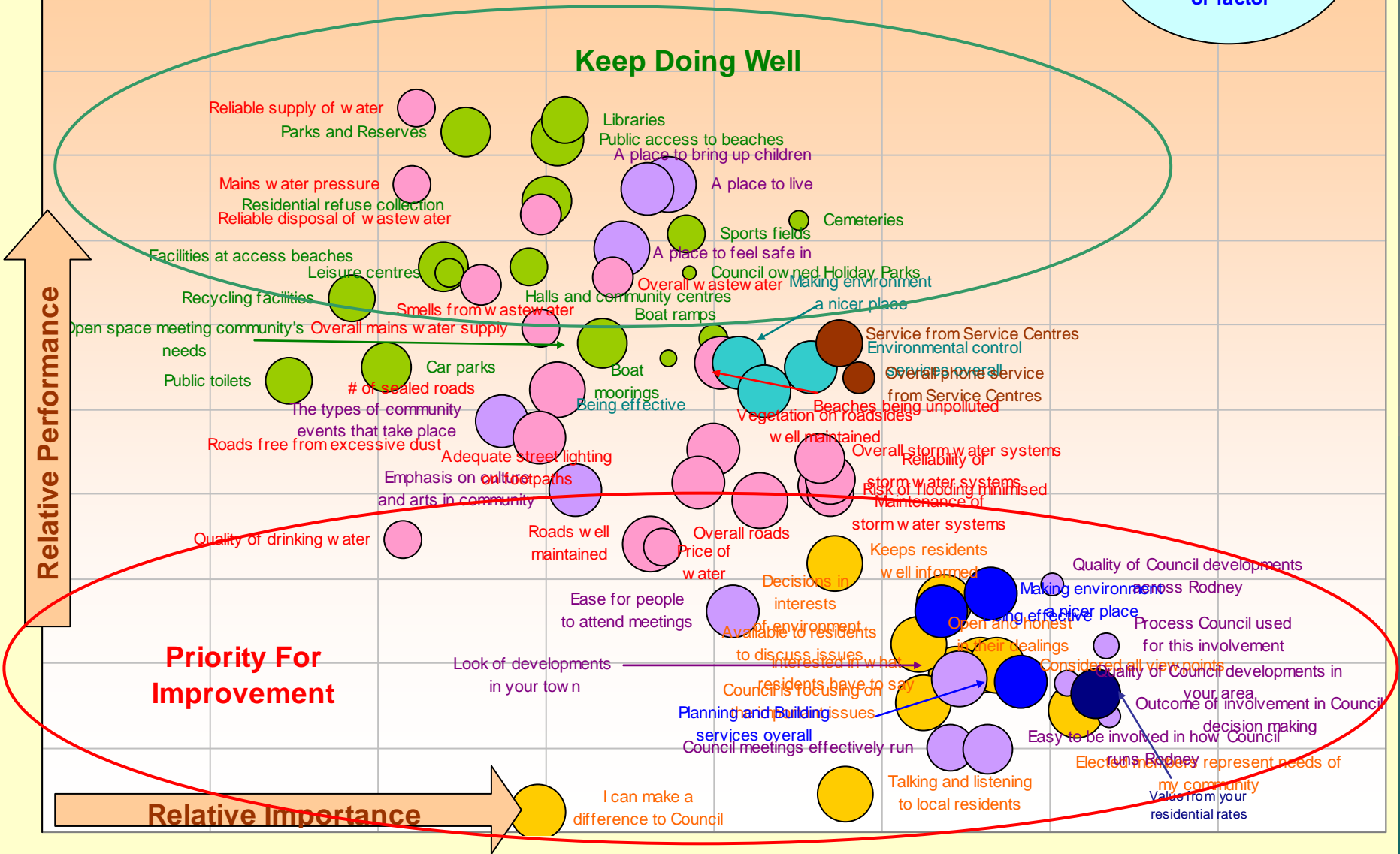
I feel like I can make a difference to how the Council approaches issues that affect the Rodney area



Overview

- Agreement
- Facilities & Amenities
- Environmental Services
- Staff
- General
- Services & Facilities
- Planning and Building
- Rates

Note: The size of the dot reflects the number of respondents who rated that service or factor



Conclusions

- The overall performance of Council is rated with a CSI score of 53.5, a score that implies respondents have some serious issues
- Most important issues Council should be looking at this year; roading and traffic (50%), Town planning/development/growth (30%), followed by Council concerns (18%)
- Only 24% thought they received good value for their rates.
- Respondents rated their satisfaction with the democratic process used by the Council with CSI scores ranging from 44.8 to 53.0, implying they have serious issues
- Satisfaction with the Councils Local Service Centres rated with a CSI score of 68.9, higher than the satisfaction with overall performance of Council
- The quality of life in Rodney District was rated with an overall CSI score of 78.2, reflecting excellent satisfaction

John Dennis

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October 2006