

Local Government Reputation Index

Dunedin City Council
Public boost

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Objectives

1

Understand public, business and local council attitudes and priority issues for target audiences to determine levels of and triggers for involvement and interest.

2

Test LGNZ and sector brand messages and guide programme development;

Define segments within priority audiences;

Weight actions and initiatives for importance and impact.

3

Develop an ongoing Reputation Index.

Method



Online
survey

Survey conducted online using sample sourced from Colmar Brunton's online panel (a panel of 265,000 New Zealanders who've agreed to do surveys in exchange for rewards).



2,400 across
NZ, 233 in
Dunedin

Sampling and weighting ensured that the sample is representative by age, gender, income and location.



June – July
2014

Fieldwork conducted June and July 2014.

Understanding these results

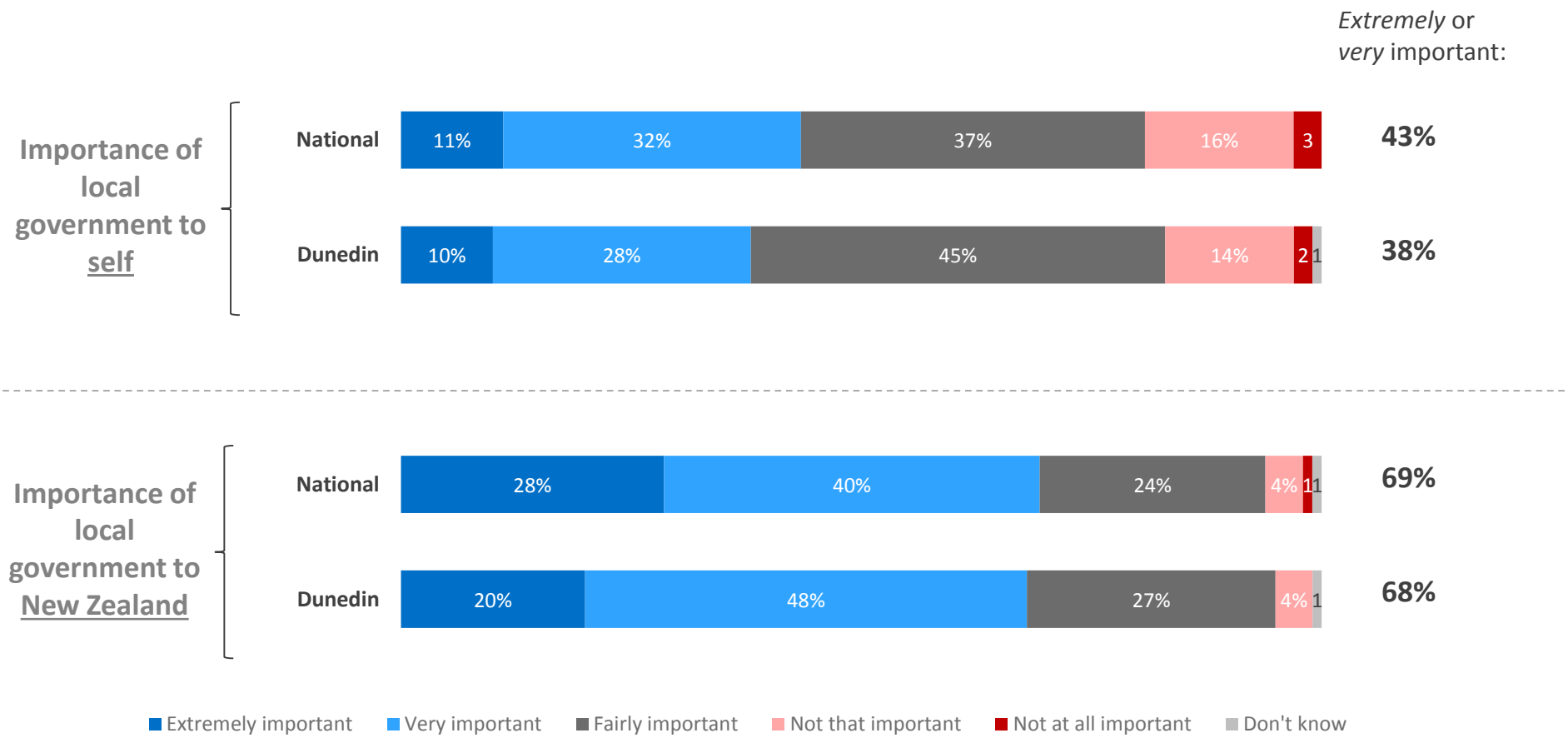
- Results are about all of local government in New Zealand.
- All questions were about the sector rather than the respondent's local council – so, for example, where the results refer to Dunedin this should be interpreted as Dunedin residents' views of local government in New Zealand, not their views of Dunedin City Council. However, it is likely that the respondent's views about their own local authority will have some influence on how they view the local government sector.
- This report focuses on the general public. The views of the general public across the nation are compared with the views of residents in Dunedin.

Importance of local government

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Similar to the national average, four in ten Dunedin residents consider local government to be either extremely important or very important to them. Seven in ten consider local government to be either extremely or very important to NZ (similar to the national average).



Q: How important is the collective effort of local government for the prosperity and wellbeing of New Zealand? Q: How important is local government to you in your daily life?

Awareness
of local
government

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SUMMARY OF AWARENESS IN DUNEDIN

Most Dunedin residents are aware that local government is responsible for solid waste, water and sanitation, animal control, local amenities and sports and recreation facilities.

APPROXIMATELY...

9 in 10

... are aware the local government is responsible for:

playgrounds, local parks, public toilets, solid waste, water and sanitation, animal control, sports and recreation facilities

8 in 10

... public transport, building and resource consents, noise control, libraries, museums, galleries, public art, town planning

7 in 10

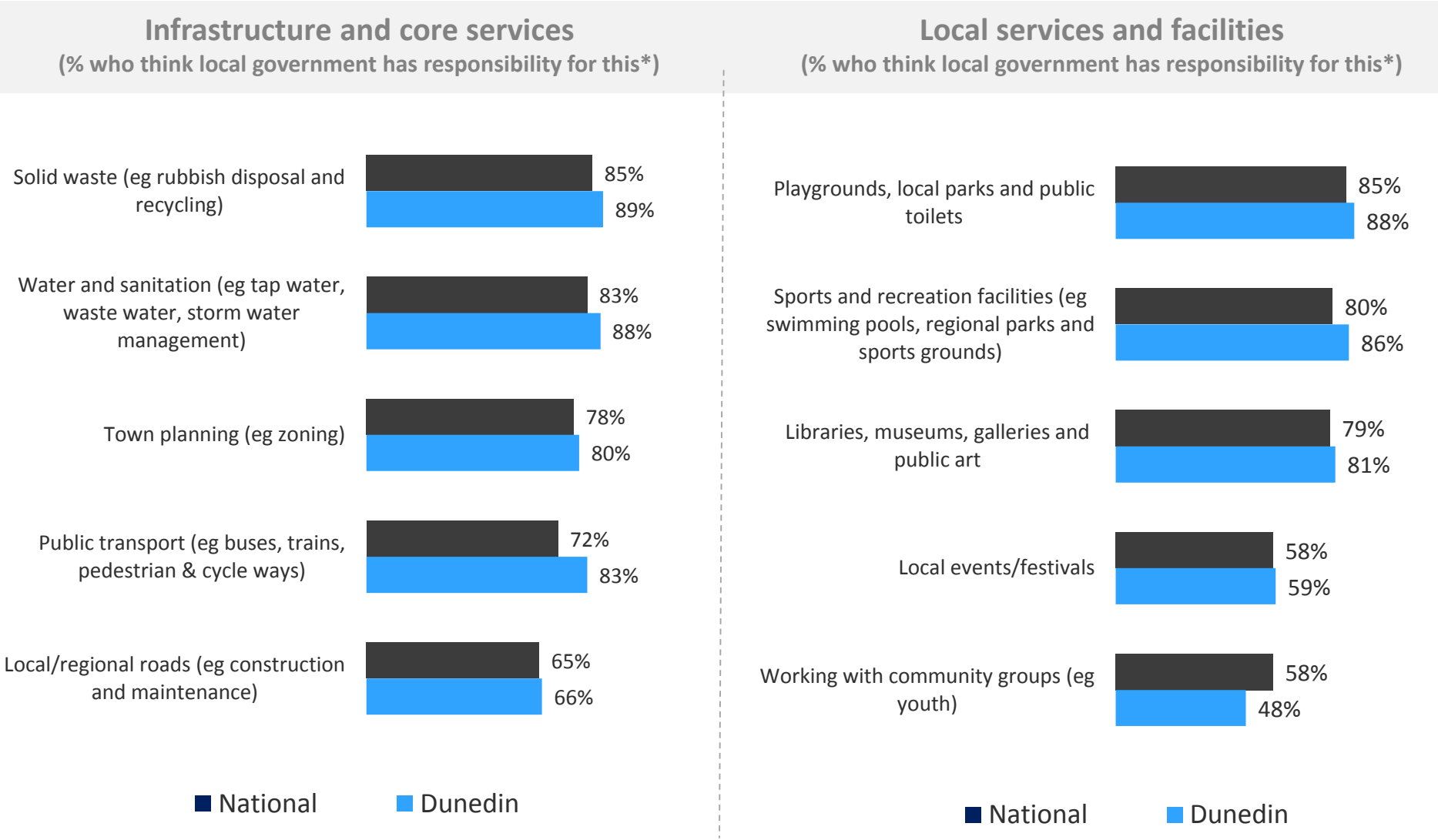
... local and regional roads, health protection, planning for natural hazards, promoting the local area to tourists, economic development and activity

6 in 10

... managing biodiversity, attracting major events, local events/festivals, regulating control of alcohol sale and supply, civil defence and emergency management, regulating the place of sale of legal highs, coastal planning and management, working with community groups

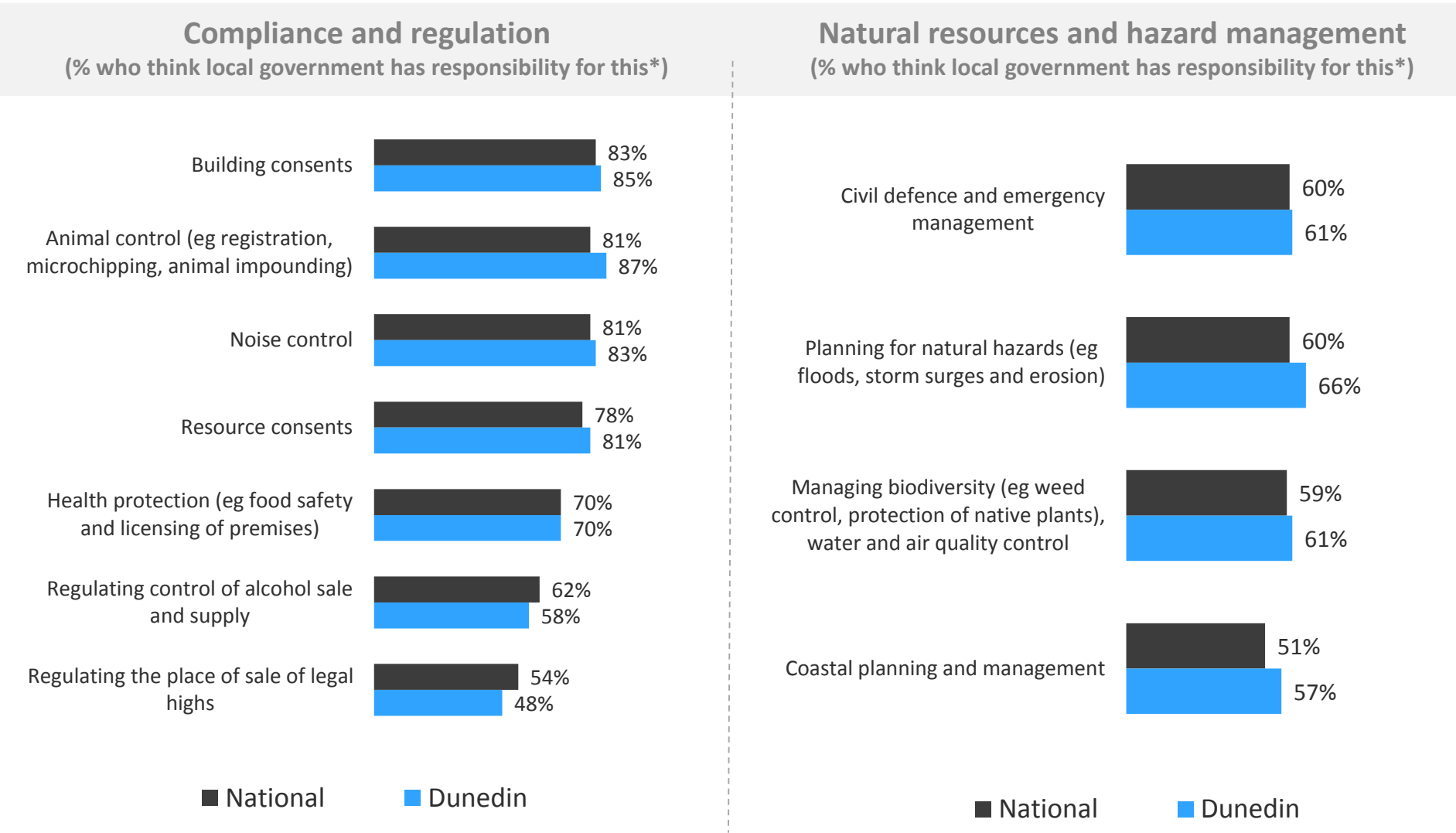
Q: How much responsibility does local government have for the following? (All those responding 4 or 5 on a 5 point scale)

Relative to the national average, Dunedin residents are more aware that local government has responsibility for public transport, sports and recreation facilities and water and sanitation.



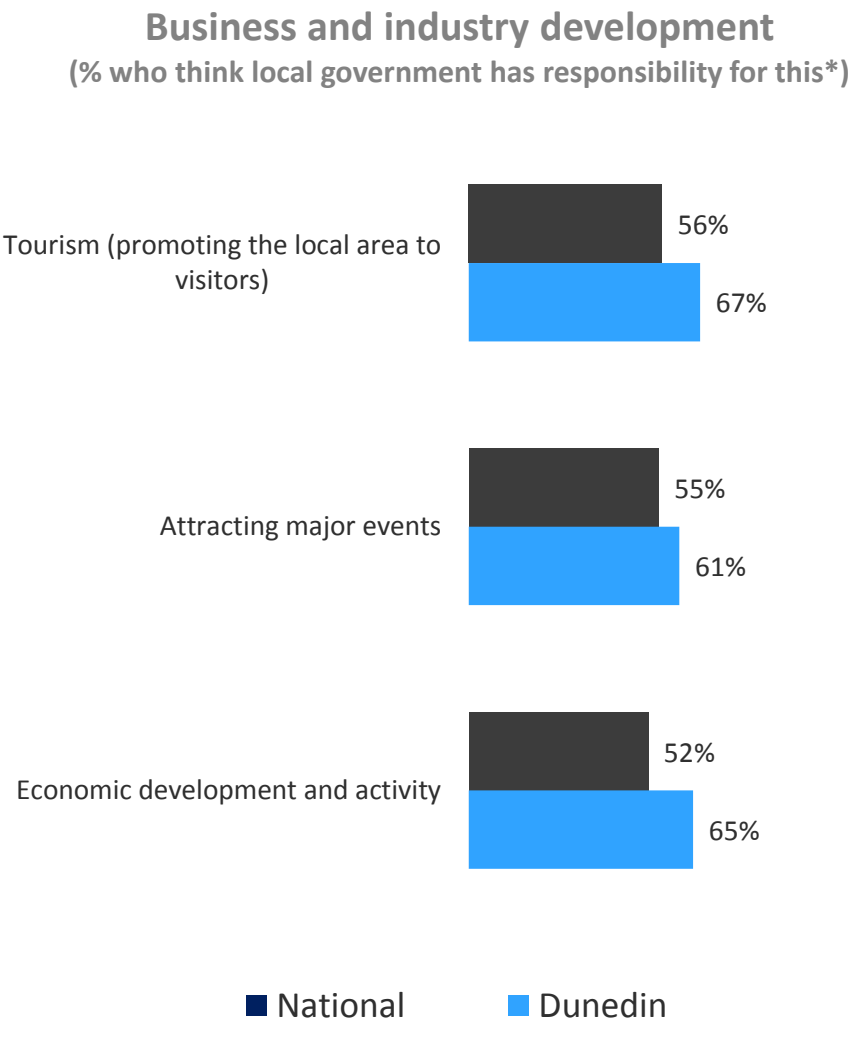
Q: How much responsibility do you think local government currently has for the following?

Dunedin residents also appear to be slightly more aware than the national average regarding local government’s role in compliance and regulation and management of natural resources and hazards.



Q: How much responsibility do you think local government currently has for the following?

Relative to the national average, Dunedin residents also have higher levels of awareness of local government’s role in business and industry development.



Q: How much responsibility do you think local government currently has for the following?

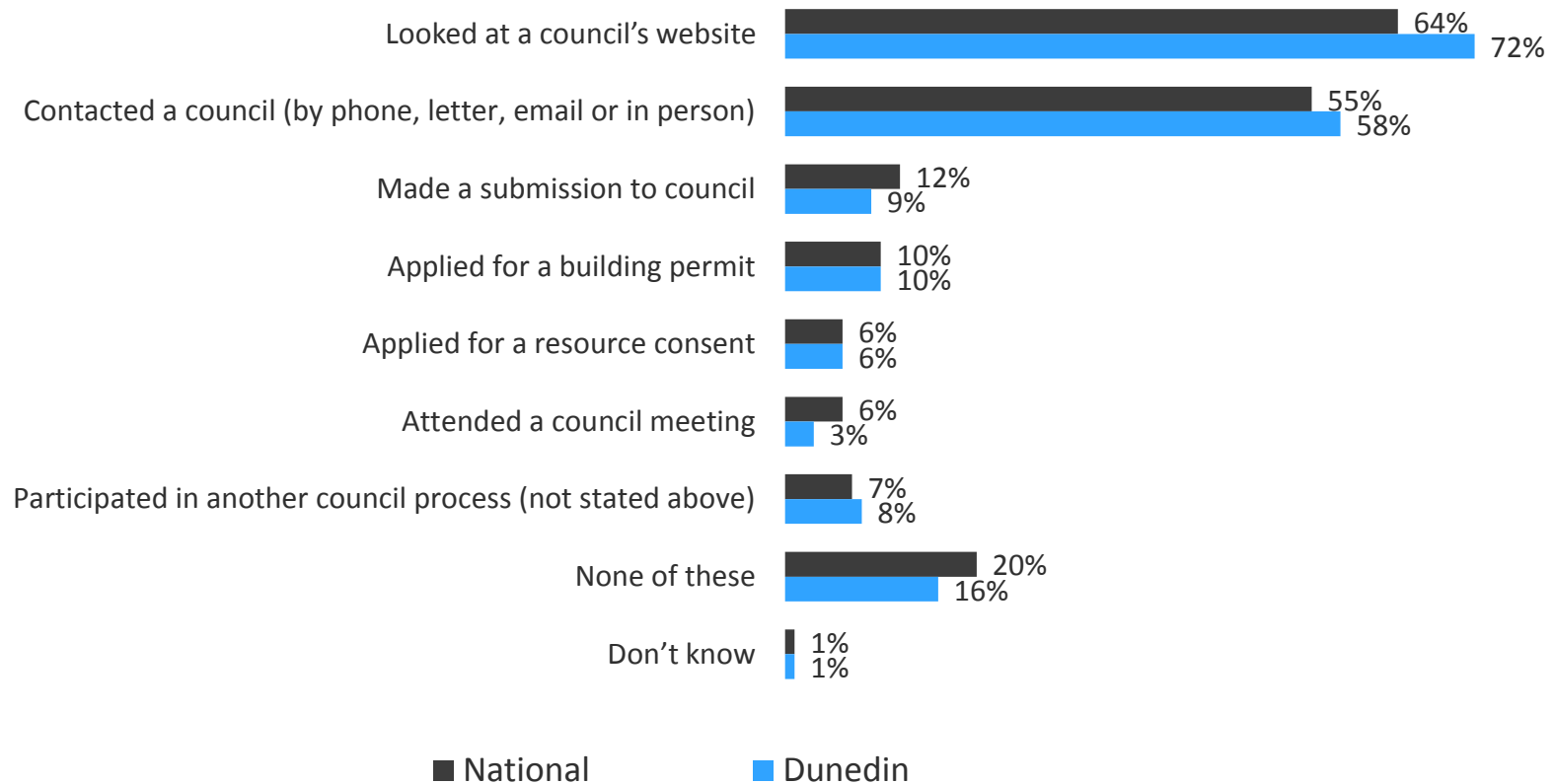
Interaction with
local government

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Dunedin residents are more likely than the national average to have looked at a council's website or contacted a council in the past year.

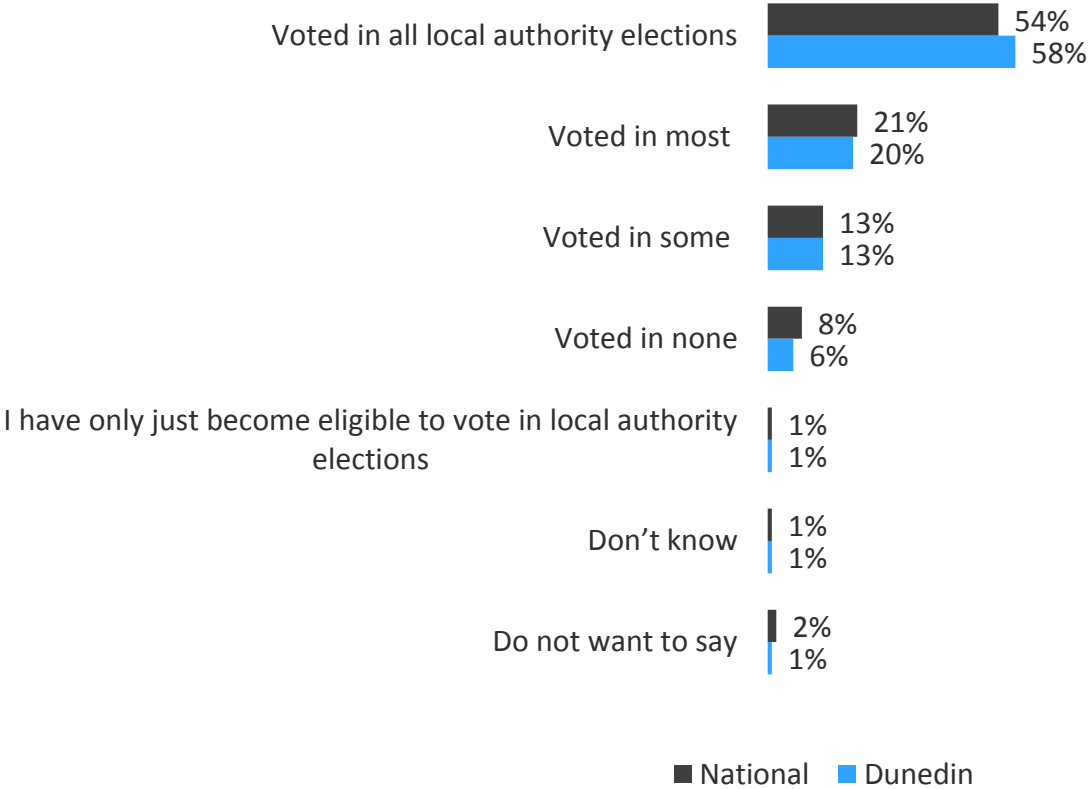
Interaction with a council in the past year



Q: Have you done any of the following in the past year?

Higher than the national average of five in ten, six in ten Dunedin residents say they vote in all local authority elections (please note that voting participation questions are subject to a degree of social desirability*).

Local election voting history



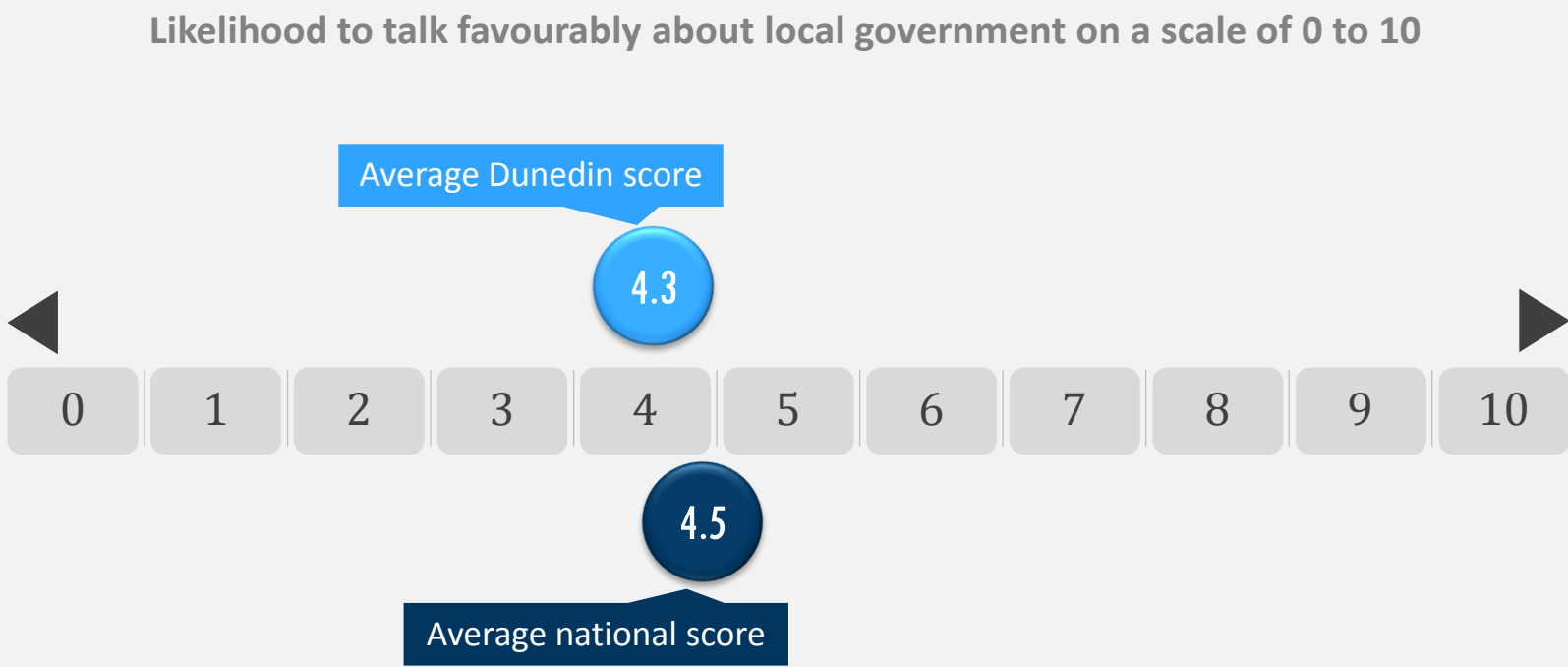
* 'Social desirability' is defined as "the tendency to present oneself in a favourable light by underreporting undesirable attributes and overreporting desirable ones" (R.M. Groves et al, Survey Methodology, 2004, p208)
Q: Since you have been eligible to vote in local authority elections, have you...

Overview of
satisfaction with, and
reputation of, the
sector

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On a scale of 0 to 10 where 0 is ‘not at all likely to talk favourably about local government if asked’ and 10 is ‘very likely’ the average score was 4.3 (very similar to the national result).

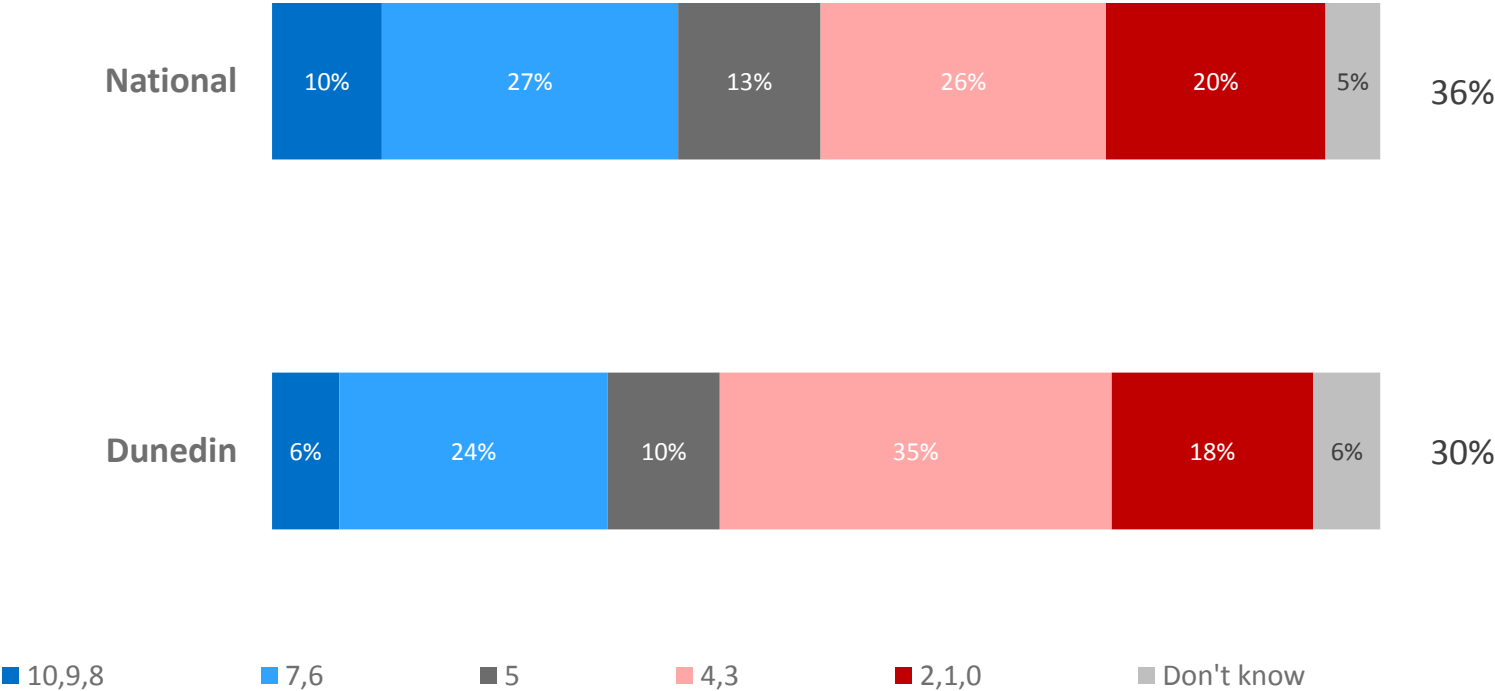


Q: How likely would you be to talk favourably about local government if asked by a friend or colleague?

Dunedin residents are less likely than those at a national level to talk favourably about local government, with 30% agreeing compared to 36% at a national level.

Likelihood to talk favourably about local government on a scale of 0 to 10

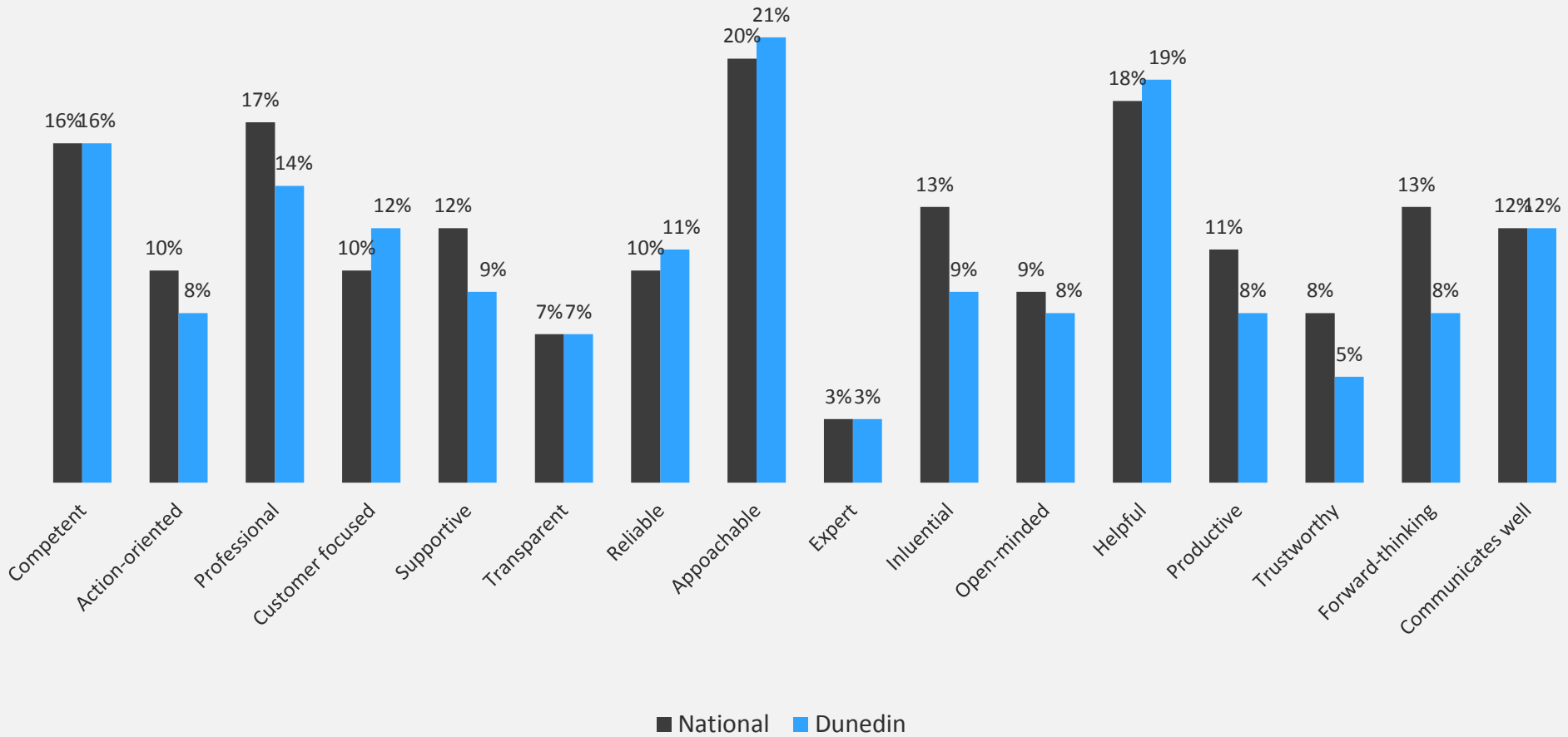
% 6+



Q: How likely would you be to talk favourably about local government if asked by a friend or colleague?

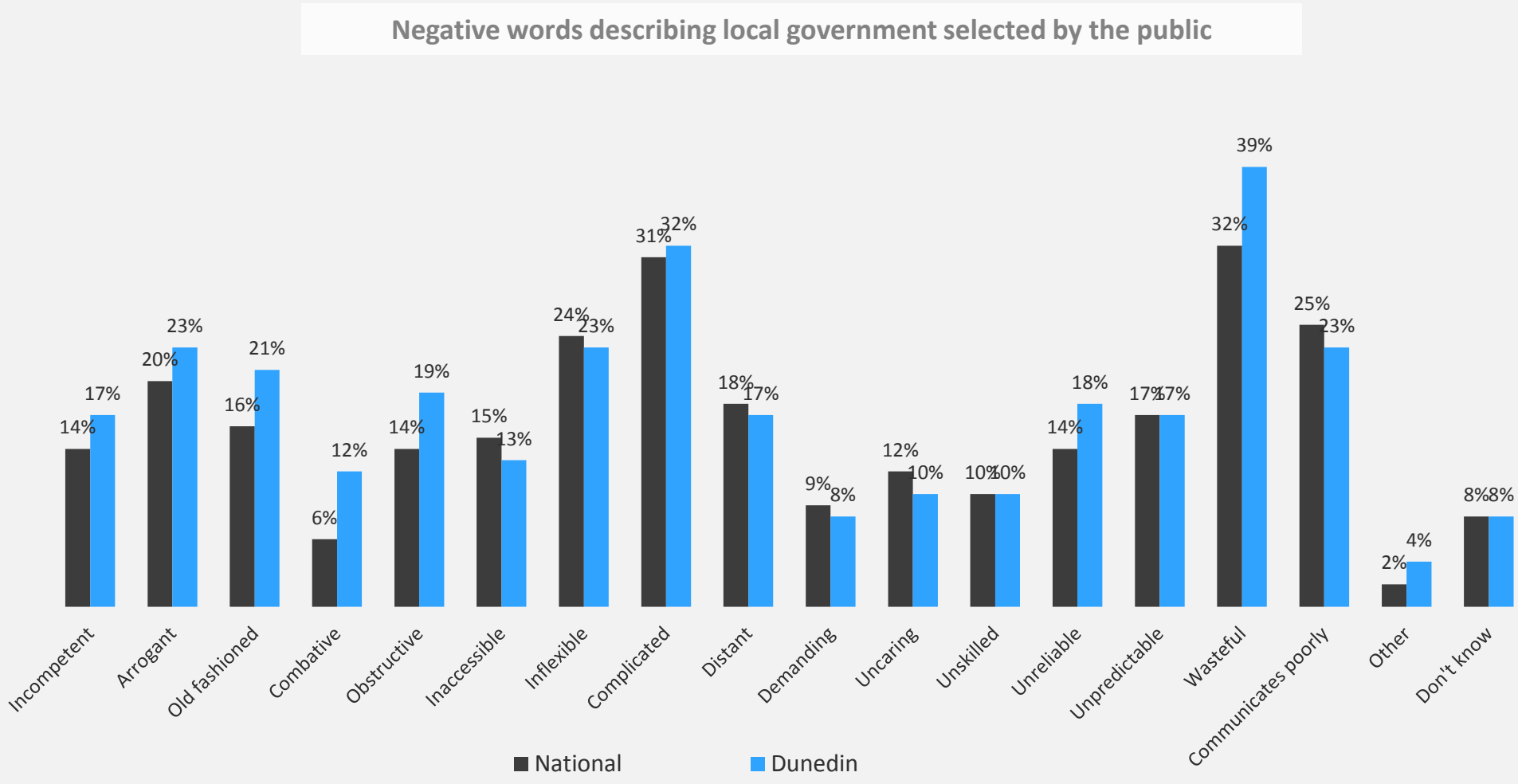
Dunedin residents are slightly more likely than those at a national level to select the positive words of ‘approachable’, ‘helpful’, ‘reliable’ and ‘customer focused’ to describe local government.

Positive words describing local government selected by the public



Q: Now please think about local government and which words you would associate with the sector

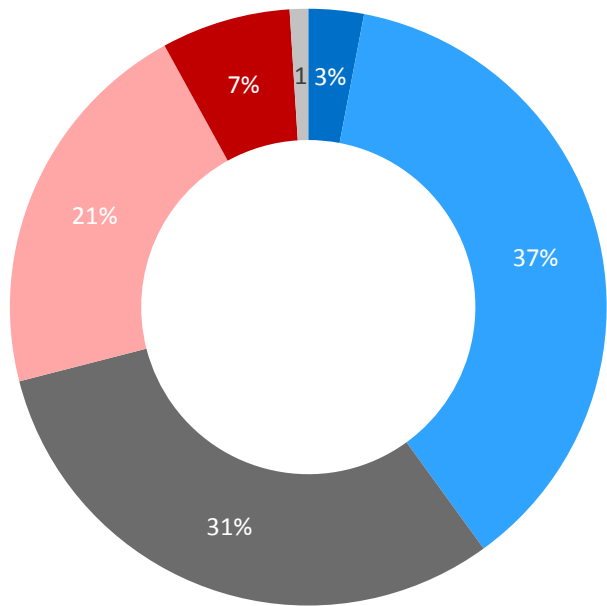
Dunedin residents are more likely than those at a national level to describe local government with the negative attributes of ‘wasteful’, ‘complicated’, ‘obstructive’, ‘combative’, ‘arrogant’ and ‘old fashioned’.



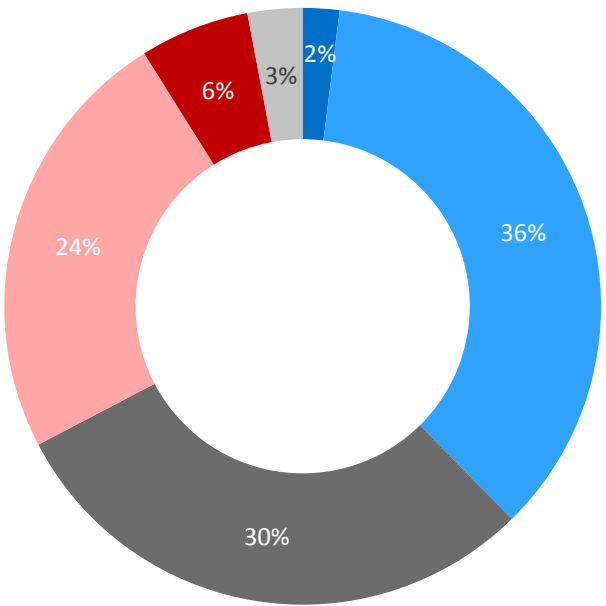
Q: Now please think about local government and which words you would associate with the sector

38% of Dunedin residents are satisfied with the performance of local government (similar to the national average of 40%).

National



Dunedin



Very satisfied Fairly satisfied Neither nor Fairly dis-satisfied Very dis-satisfied Don't know

Q: Overall how satisfied or dis-satisfied are you with the performance of local government in New Zealand?

Performance of
the sector

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SUMMARY OF PERFORMANCE IN DUNEDIN

Similar to national results, around half of Dunedin residents say local government provides sufficient opportunities for people to have their say and keeps people informed about what they are doing. They are less favourable about local government's spending decisions and financial management.

Approximately...

5 in 10

... agree local government:

Provides sufficient opportunities for people to have their say, keeps people informed about what they are doing

4 in 10

... has constructive working relationships with Iwi, leads on matters of importance to communities, managers and staff do a good job, has the skills and expertise to manage community affairs, makes it easy for people to interact and engage with them, continually looks for ways to improve performance, is effective, local and community boards facilitate the responsiveness of council decision making to local needs

3 in 10

... have confidence in local government to make the right decisions, acts on the needs of people, is efficient, partners effectively with other councils, mayors and regional council chairs display sound and effective leadership

2 in 10

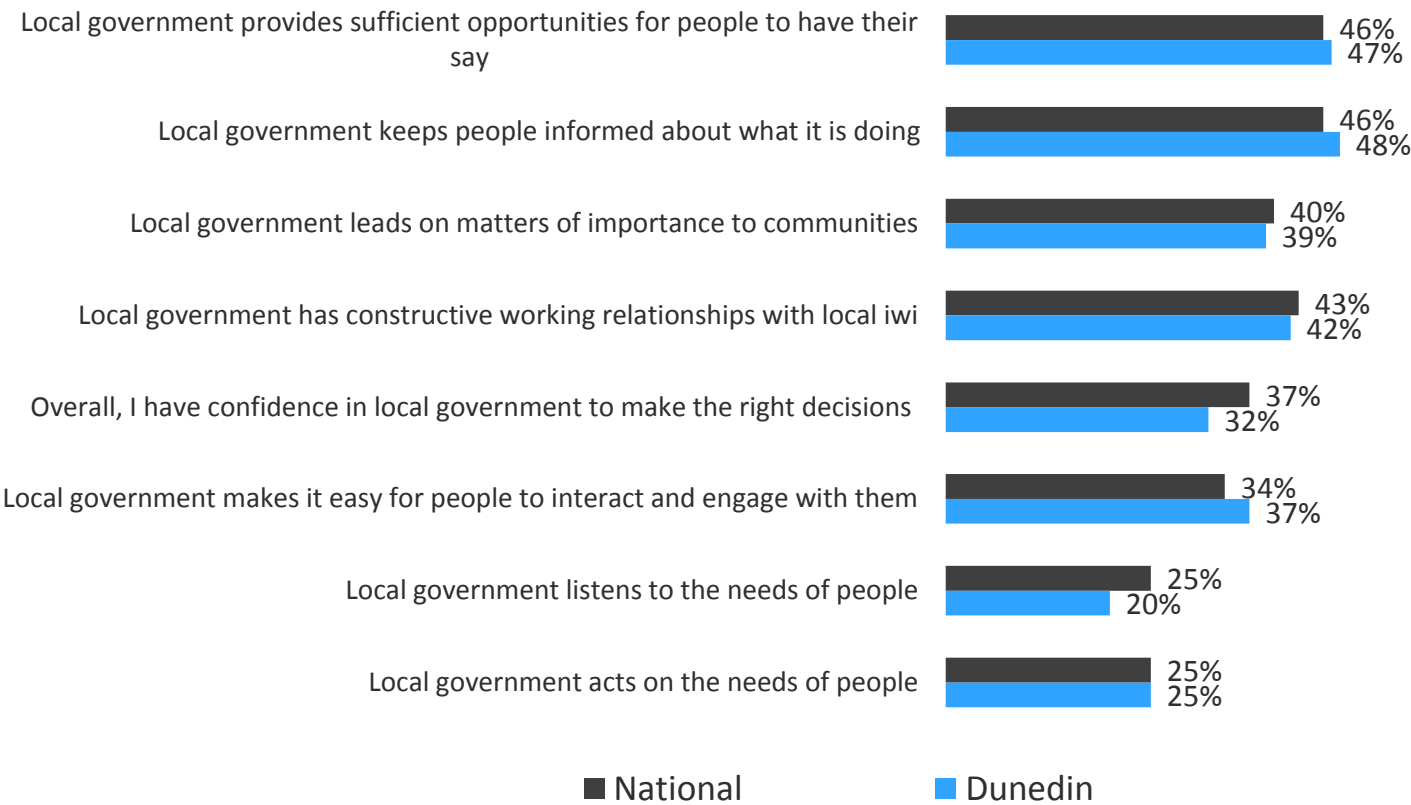
... provides good value for rates dollar spent, listens to the needs of people, manages its finance well, mayors, chairs and councillors have good strategies for developing the prosperity and wellbeing of their communities, councillors display sound and effective leadership, can be trusted to make good spending decisions

Q: To what extent do you agree or disagree with the following statements about how local government in New Zealand interacts and engages with people? (All those who strongly agree or tend to agree)

Compared to national results, Dunedin residents are slightly more likely to agree that local government makes it easy to interact and engage with them, and slightly less likely to agree that local government listens to the needs of people.

Interaction and engagement with the public

Strongly agree and tend to agree
(removing DKs*):



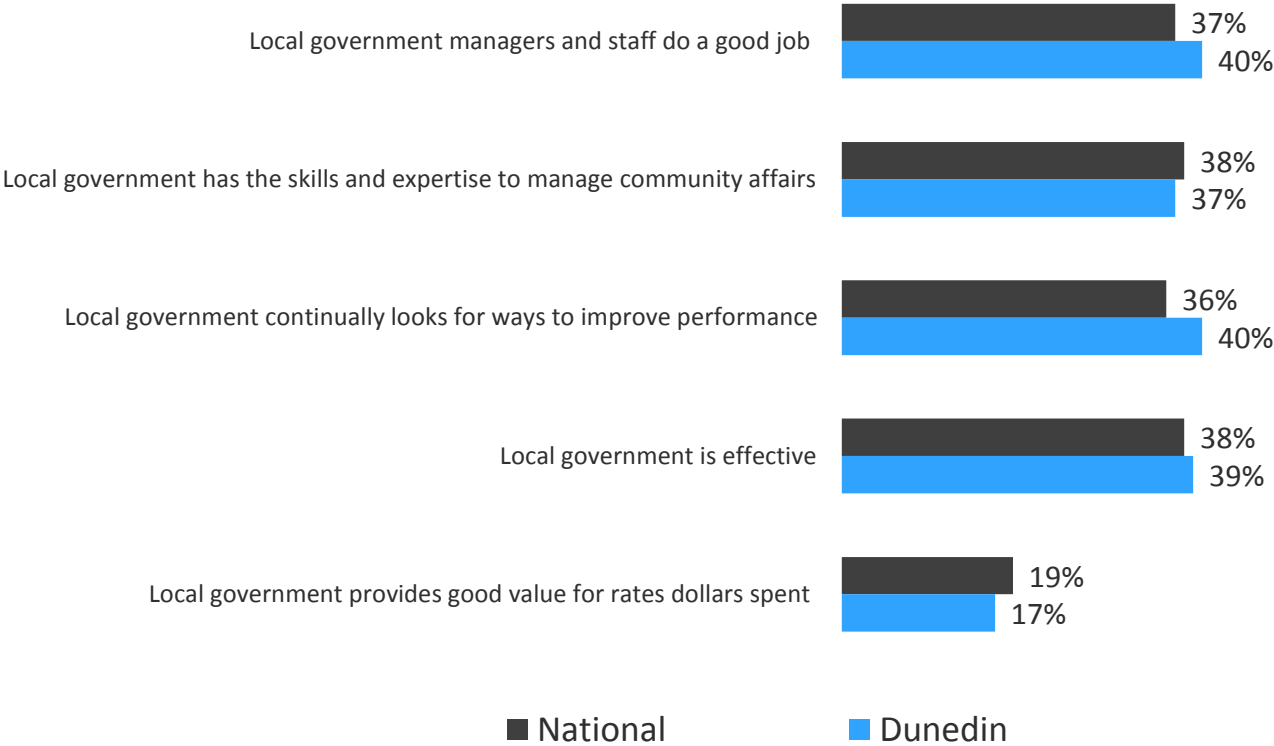
Q: To what extent do you agree or disagree with the following statements about how local government in New Zealand interacts and engages with people?

* DKs= 'Don't know' – we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.

Dunedin residents tend to rate local government more highly than the national average with regard to being effective, looking to improve performance, and staff doing a good job.

Performance of local government (chart 1 of 2)

Strongly agree and tend to agree (removing DKs*):



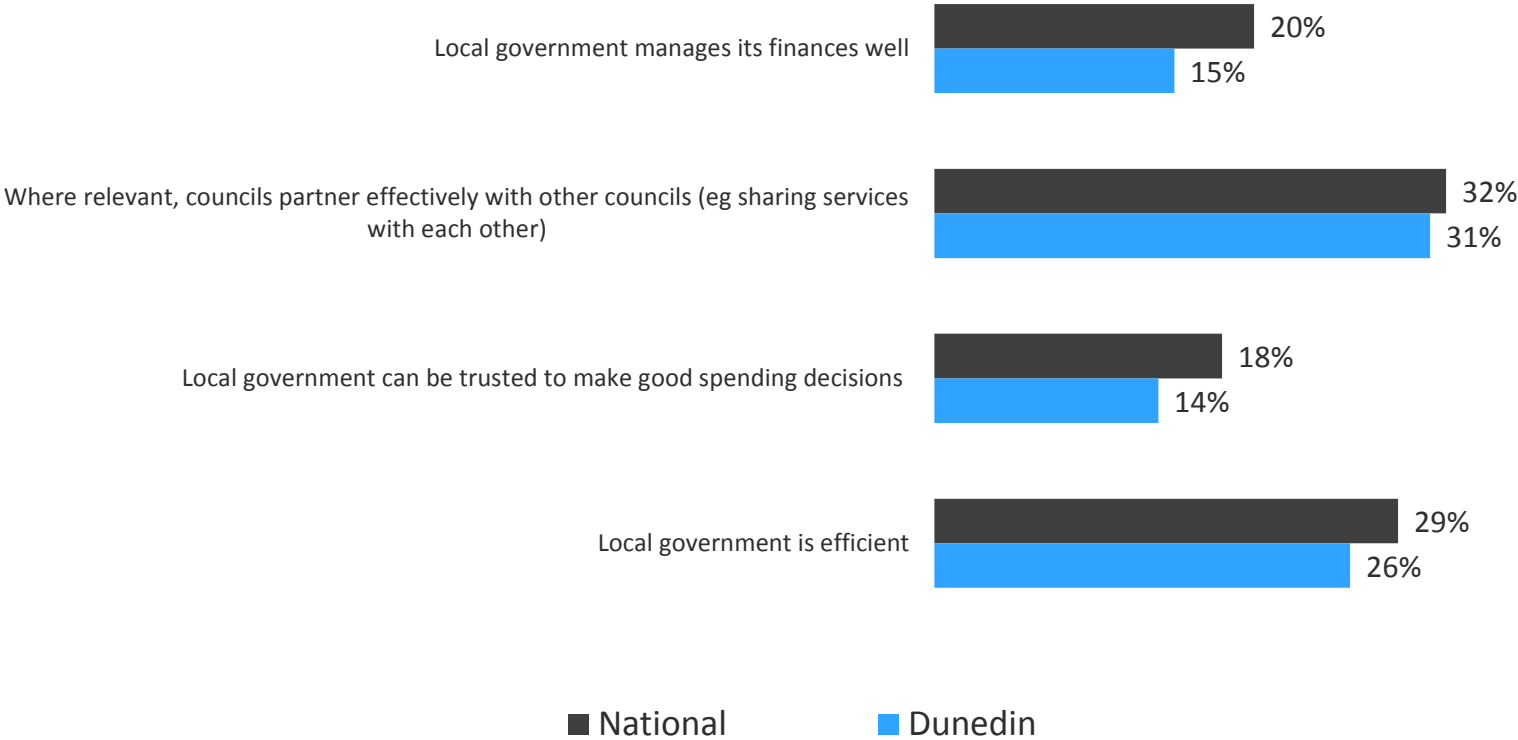
Q: To what extent do you agree or disagree with the following statements about the performance and leadership of local government in New Zealand?

** DKs= 'Don't know' – we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.*

Dunedin residents are less favourable than the national average about local government regarding financial management and decision making, and efficiency.

Performance of local government (chart 2 of 2)

Strongly agree and tend to agree (removing DKs*):



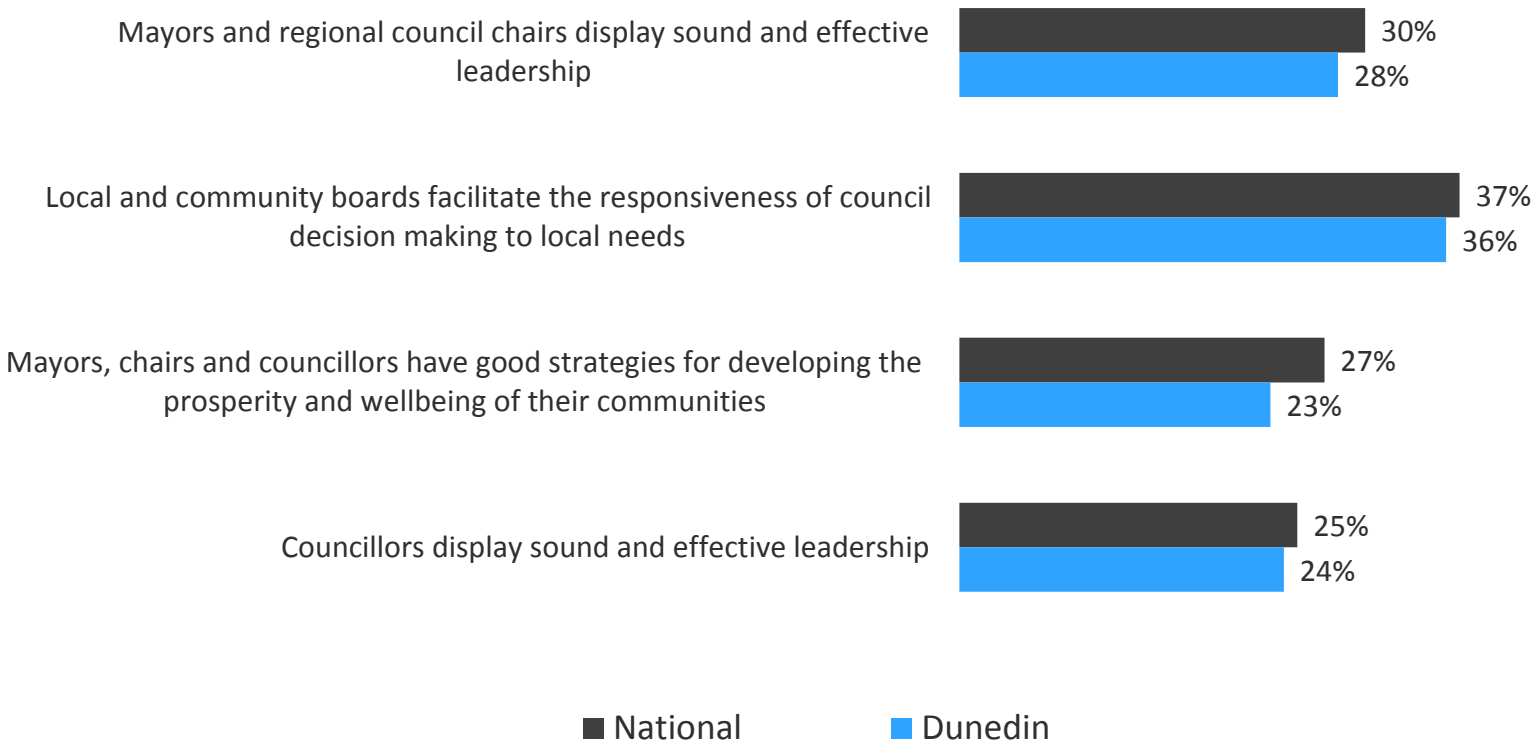
Q: To what extent do you agree or disagree with the following statements about the performance and leadership of local government in New Zealand?

* DKs= 'Don't know' – we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.

Compared to the national average, Dunedin residents tend to rate local government lower on measures related to local government leadership.

Local government leadership

Strongly agree and tend to agree (removing DKs*):



Q: To what extent do you agree or disagree with the following statements about the performance and leadership of local government in New Zealand?

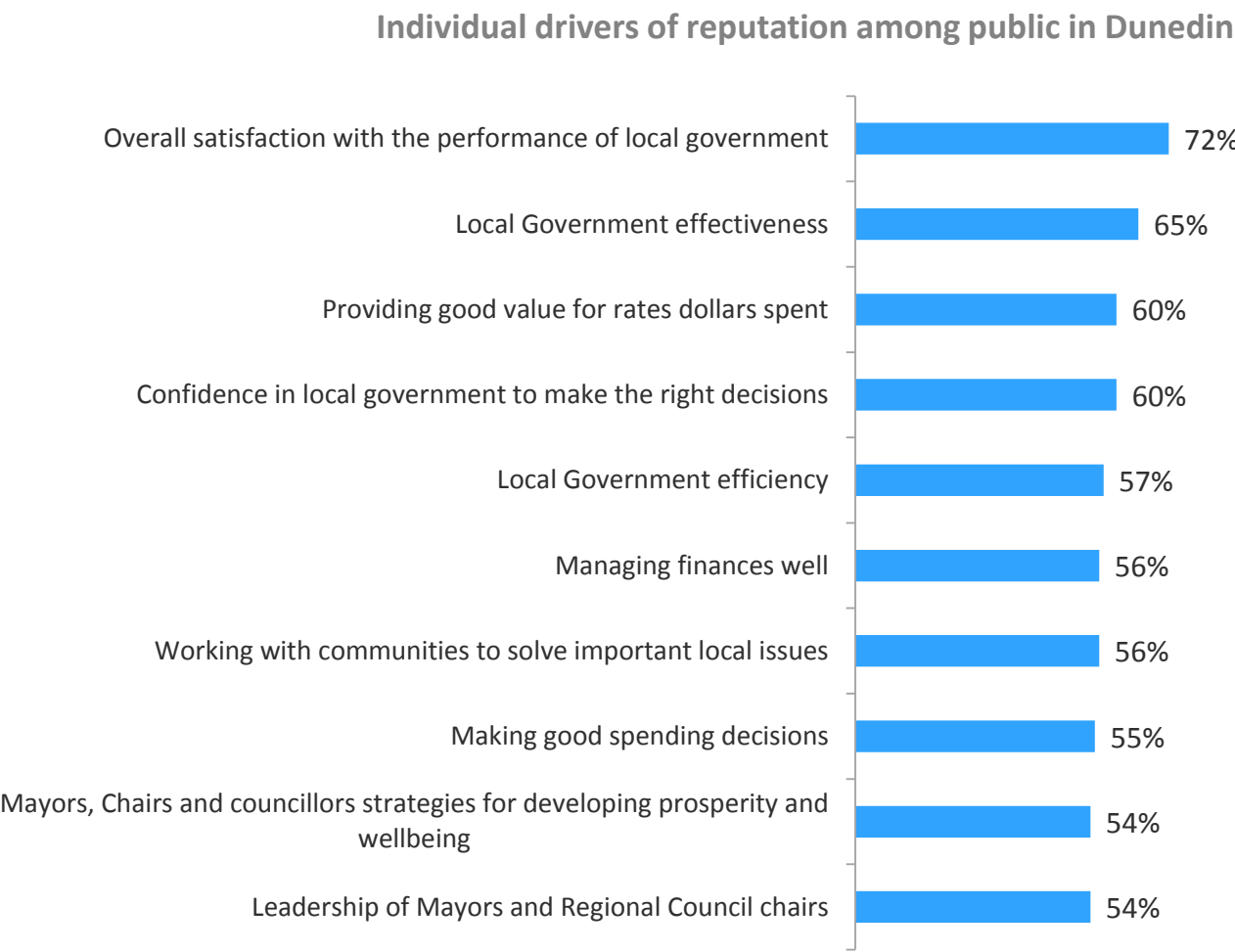
* DKs= 'Don't know' – we removed the proportion that said 'don't know' from the analysis of each statement. This allows findings to be more directly compared side-by-side.

The Drivers of Reputation

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The most important driver of local government reputation among the public in Dunedin is satisfaction with the overall performance of local government, closely followed by local government effectiveness.



These figures are derived from statistical analysis of variables against likelihood to talk favourably about local government. Note that a comparison of figures against the national results is not possible because the national results are subject to reduced margins of error which means national drivers always appear higher than local drivers making the comparison meaningless.

Summary



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Summary

- Similar to the national average, four in ten Dunedin residents consider local government to be either extremely important or very important to them. Seven in ten consider local government to be either extremely or very important to NZ.
- Most Dunedin residents are aware that local government is responsible for solid waste, water and sanitation, animal control, local amenities and sports and recreation facilities.
- Relative to the national average, Dunedin residents are more aware that local government has responsibility for public transport, sports and recreation facilities and water and sanitation.
- Dunedin residents appear to be slightly more aware than the national average regarding local government's role in compliance and regulation and management of natural resources and hazards.
- Relative to the national average, Dunedin residents also have higher levels of awareness of local government's role in business and industry development.
- Dunedin residents are more likely than to have looked at a council's website or contacted a council in the past year.
- Higher than the national average of five in ten, six in ten Dunedin residents say they vote in all local authority elections.
- On a scale of 0 to 10 where 0 is 'not at all likely to talk favourably about local government if asked' and 10 is 'very likely' the average score was 4.3 (very similar to the national result).
- Dunedin residents are slightly more likely than those at a national level to select the positive words of 'approachable', 'helpful', 'reliable' and 'customer focused' to describe local government.
- Dunedin residents are more likely than those at a national level to describe local government with the negative attributes of 'wasteful', 'complicated', 'obstructive', 'combative', 'arrogant' and 'old fashioned'
- 38% of Dunedin residents are satisfied with the performance of local government (similar to the national average of 40%).
- Similar to national results, around half of Dunedin residents say local government provides sufficient opportunities for people to have their say and keeps people informed about what they are doing. They are less favourable about local government's spending decisions and financial management.
- Compared to national results, Dunedin residents are slightly more likely to agree that local government makes it easy to interact and engage with them, and slightly less likely to agree that local government listens to the needs of people.
- Dunedin residents tend to rate local government more highly than the national average with regard to being effective, looking to improve performance, and staff doing a good job.
- Dunedin residents are less favourable than the national average about local government regarding financial management and decision making, and efficiency.
- Dunedin residents tend to rate local government lower on measures related to local government leadership.
- The most important driver of local government reputation among the public in Dunedin is satisfaction with the overall performance of local government, closely followed by local government effectiveness.