

Whakatane District Council Residents Survey 2011

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Background and Objectives

The Whakatane District in the Eastern Bay of Plenty is one of the most diversely beautiful areas in New Zealand. Sandy beaches are predominant along the 54 kilometres of coastline. The total area of the district covers 433,000ha or 4,442km2.

The 2006 census showed the district has a population of 33,591. Stats NZ estimates the district population was 34,370 in 2009.

40% of the population is Maori and their culture and language is strong and vibrant.

For the purpose of local representation the Whakatane District is made up of five wards. These include Murupara/Galatea (population 5,480), Ohope (population 2,950), Rangitaiki (population 9,980), Taneatua/Waimana (population 1,450), and Whakatane (population 14,600).



Background

In support of the Whakatane District Council's long term planning processes (such as the Long Term Council Community Plan and Asset Management Plans), in 2008 the Council developed a number of performance measures and levels of service against which it can measure and manage priorities. The Council undertook a baseline survey in 2008 to measure residents perceptions of its performance.

The 2008 Customer Survey (perception survey) provided information on the community's views of Council performance, particularly in regard to key activities. The survey provided information for service levels, performance measures and targets in the Council's Long-term Council Community Plan (LTCCP), Asset Management Plans and Activity Plans.

The overall goal of the project was to gain an understanding of the community's experiences and perceptions of the level of service the Council is currently providing and the levels of service the community is willing to pay for. The 2011 survey is designed to update this insight.

Objectives

The primary objectives of the 2011 survey is to update the research undertaken in 2008. This includes:

- a) Refining the questionnaire and methodology to reflect the changing situation in the Whakatane District.
- b) Completing an agreed number of interviews (in 2008, 400 interviews were completed and International Research Consultants recommended that a similar sample size was undertaken to be consistent.
- c) Provide analysis of the results and present the findings in a report .

Methodology

DigiPoll, who is the leading CATI (computer aided telephone interviewing) company in New Zealand, handled all the interviewing.

Interviewers were briefed in the conduct of the survey, and were subject to a quality check on their interviews as a matter of course. Interviewers did not pressurise respondents in any way. People who did not wish to take part in the survey, were politely thanked for their time, and not contacted again.

Interviews were undertaken in the latter part of June and early July 2011. Respondents were selected using DigiPoll's telephone sampling system developed specifically for New Zealand conditions which gives a random sample of the entire population that have telephones.

The response rate for the district wide survey was 45% for 2011 versus 46% in 2008.

The 400 interviews were distributed between the five Wards as requested by the Council. The split between Wards was based on the number of people aged 18 or over living in each Ward.

	2003	2004 Actual	2008 Actual	2011 Quota	2011 Actual
Whakatane	181	181	184	177	178
Ohope	41	40	34	41	39
Rangitaiki	102	105	102	112	112
Taneatua/Waimana	39	35	46	14	14
Murupara/Galatea	42	39	39	56	57
Total	405	400	405	400	400

The following table shows the maximum margin of error for the overall sample, the Ward sample and for smaller subgroups, at two different confidence levels, 95% and 90%

	MAXIMUM MARGIN OF ERROR		
SAMPLE SIZE	AT 95% CONFIDENCE	AT 90% CONFIDENCE	
400	<u>+</u> 4.83%	<u>+</u> 4.07%	
150	<u>+</u> 7.78%	<u>+</u> 6.72%	
50	<u>+</u> 13.85%	<u>+</u> 11.66%	

Measurement Scales and Indexes

The measurement scale changed in the 2004 reading to give the respondent greater flexibility in rating the service factors and facilities. The scale was designed to ensure that we are able to compare the level of satisfaction with the scores that have been given historically using a 3 point scale. The current 11 point scale allows us to do this while also giving the respondent opportunities to define nuances in satisfaction levels.

Important Note: The rating scale changed from a 3 point scale used prior to 2004 to an 11 point scale. Previously the satisfaction rating was very satisfied, fairly satisfied and not very satisfied.

Now the rating scale is 11 points ranging from 0 being very dissatisfied to 10 being very satisfied.

Customer Satisfaction Index

One of the important additions we included in the previous reading was the use of a Customer Satisfaction Index (CSI) to compare results. Historically, the major focus was mainly on those who rated each service with very satisfied, fairly satisfied or not very satisfied. This 3 point scale gave little chance for comparison.

The use of a CSI score allows us to measure movements across the range as often it is better to move individuals from a lower rating to a higher rating e.g. from a score of 7 to 8 than trying to satisfy the last few dissatisfied respondents. The CSI score gives a more thorough comparison tool for monitoring change and allows meaningful comparisons between subgroups. We believe it is critical to look at the overall picture within each service and a Customer Satisfaction Index allows us to do this.

To allow meaningful comparisons, the relevant history from before 2004 has been converted to a CSI score. However, in this case this is less than an ideal fit and our best estimate only. CSI scores convert each respondents answer across the scale to an index out of 100. However the three point scale used previously is not balanced so the conversion to an index is arbitrary. We have used the following conversion where Very Satisfied = 100, Fairly Satisfied = 70, and Not Very Satisfied = 40. Therefore a perfect CSI score is 100 points while the worst possible is zero and any CSI score above 50 is positive.

Satisfaction	CSI Index
Very Satisfied	100
Fairly Satisfied	70
Not Very Satisfied	40

With the change to the 11 point scale it is simple to calculate a Customer Satisfaction Index. This is 10 times the average e.g. if the average score was 8.1 out of 10 then the CSI score is 81. The following table shows how CSI scores relate to the individual satisfaction scores.

This also shows how the new range compares to the range used prior to 2004.

Old Scale	CSI	CSI	New Scale
	100	100	Very Satisfied 10
Very Satisfied		90	9
Fairly Satisfied		80	8
	70	70	7
		60	6
	40	50	Neutral 5
		40	4
Not yory optiofied		30	3
Not very satisfied		20	2
		10	1
		0	Very Dissatisfied 0

The CSI is comparable to that used before but this 11 point scale covers a greater range which allows for finer differentiation.

In the commercial arena, a benchmark Customer Satisfaction Index (CSI score) of 85 reflects truly excellent customer service. It could be argued that respondents do not have the same choices available with 'Council services' e.g. they cannot change suppliers if they are dissatisfied and therefore more dissatisfied "ratepayers" remain as users. However, the benchmark for excellence still provides a good guideline for interpreting the results as the standards provided should match what respondents expect from the market e.g. customers expect the same customer service from Council staff as they would get in a café or shoe shop or from a drainage contractor.

A number of Councils already use CSI scores. Some Councils have defined what is an acceptable CSI score (performance level) for their environment. The following is an extract from another Council and this defines how they use the CSI to set their Corporate Standards for Customer Satisfaction. For the purposes of the Whakatane District Long Term Council Community Plan 2009-19 the Council applied a performance index based on the "No Customer Choice" framework illustrated below.

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

Sample Profile

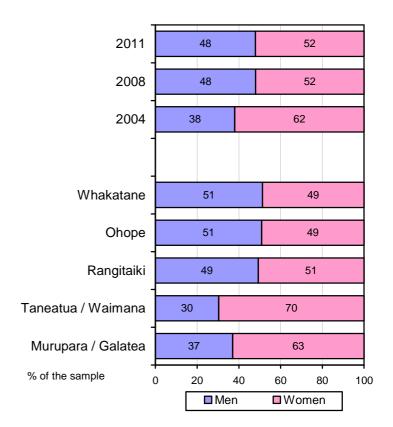
Gender

Similar to previous readings, there was an over representation of female respondents in the survey. Of those surveyed, 57% were women versus 43% men.

Past experience has shown that with local government type issues, there is a higher response rate from women. Consequently, they account for a greater portion of the sample.

With data weighting, women account for 52% of the sample versus 48% for men.

Ohope had a higher proportion of male respondents in the unweighted sample, (49%) while there were a significantly higher proportion of female respondents in the unweighted sample from Taneatua / Waimana (71%).



Age

The unweighted sample shows a

disproportionate number of over 65 year olds, (27% versus 18% in the census). This is caused by older people being interested in Council issues, with a greater proportion living alone and being more readily available for interviews. This anomaly has been corrected by data weighting.

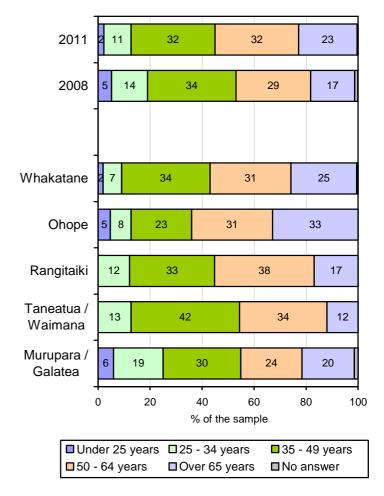
A third of the weighted sample, (32%) were aged 35 - 49 years while a further 32% were aged 50 - 64 years and 23% were aged over 65 years.

A ninth of the sample (11%) were aged 25 - 34 years while 2% were under 25 years.

The remaining two respondents (1%) did not answer this question.

Ohope had a higher proportion of respondents in the 65 or older year age group, (33%) versus 12% for Taneatua / Waimana.

The following chart compares the old range of age brackets with that of the previous year.

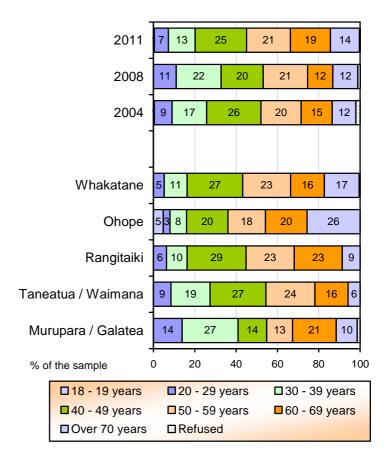


Age

The largest age segment of the sample was the 30 - 59 year age group, (59%) followed by the over 60 age group, (33%) and 8% in the under 30 age group.

The largest individual age segments are those aged 40 - 49 (25%) and those aged 50 - 59 with 21% of the sample. This was followed by 19% in the 60 - 69 age group, 14% in the over 70 years age bracket and 13% in the 30 - 39 age bracket.

As expected, there is some minor variance from the previous years. However, similar to previous there is a spread of respondents across the various age brackets.



Ethnicity

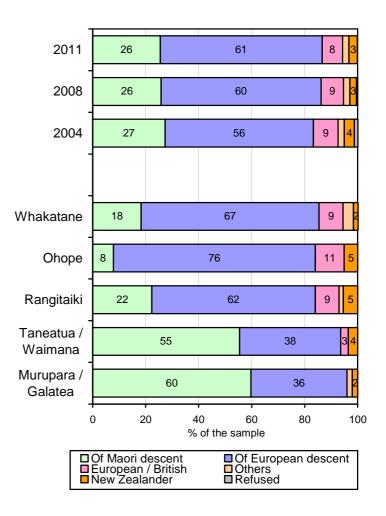
The chart opposite highlights the ethnic mix of the respondents.

Three fifths of the sample, (61%) are New Zealanders of European descent with a further 8% being either European or British.

The second largest grouping was those of Maori descent which accounted for 26% of the sample.

There was a small proportion of other ethnic groups mentioned, (2%). A number of the respondents, (3%) classified themselves only as New Zealanders.

As expected, there are significant differences in the ethnic mix by Ward of this sample.

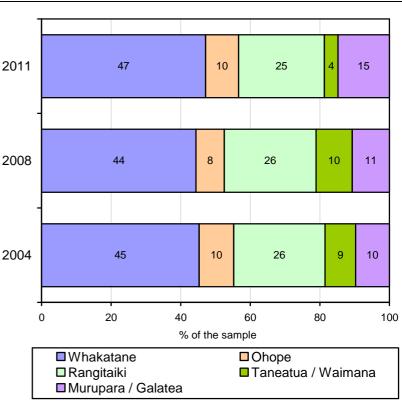


Ward Located In

Based on the Ward split, almost half of the sample (45%) were from the Whakatane Ward, while 26% were from the Rangitaiki Ward and 10% were from the Murupara / Galatea.

A tenth of the sample (10%) were from Ohope and 9% were from the Taneatua / Waimana Ward.

This is similar to the 2004 results.

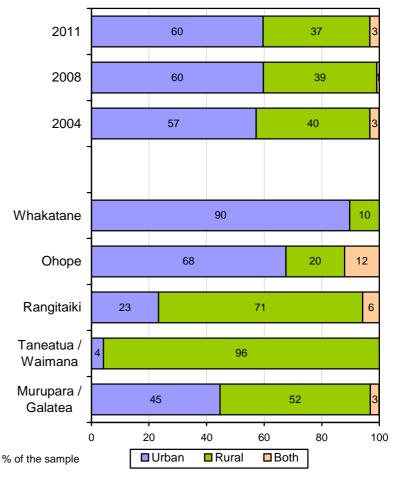




Three fifths of the sample, (60%) said they lived in the town (urban).

Two thirds of the sample, (37%) were based in the country areas of the district.

As expected, most of the respondents from the Whakatane Ward are from the town, (90%) but this drops to just 4% for the respondents from Taneatua / Waimana.



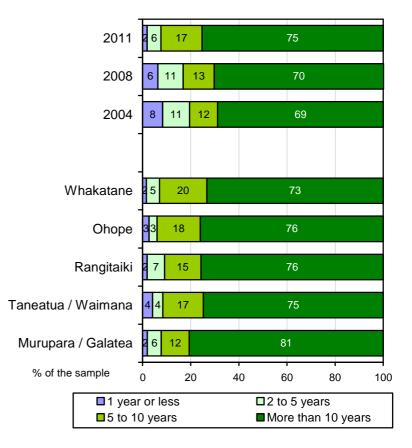
Length of time in Whakatane District

Three quarters of the respondents, (75%) had lived in the Whakatane District for over 10 years.

A further 17% had lived in the district for 5 to 10 years while 6% had lived in the district for 2 to 5 years.

A small proportion of the sample, (2%) had been in the district for one year or less.

This is similar to the previous results.

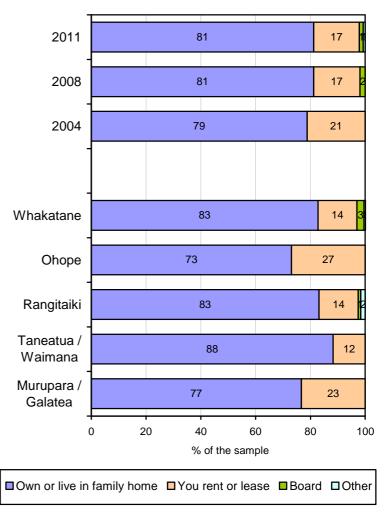


Home Ownership

Four fifths of the sample, (81%) were owners or lived in family homes.

The other sixth of the sample, (17%) said they rented or leased where they lived while 1% were boarders.

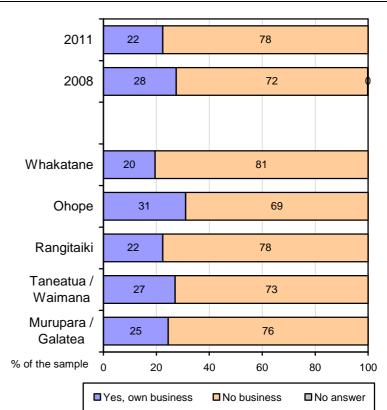
There was a larger proportion from the Ohope or Murupara / Galatea area that rented or leased.



Operate own business in Whakatane

A fifth of the respondents (22%) owned or operated their own business in the Whakatane District.

Ohope and Taneatua / Waimana had a higher proportion of respondents who owned or operated their own business, (31% and 27% respectively).



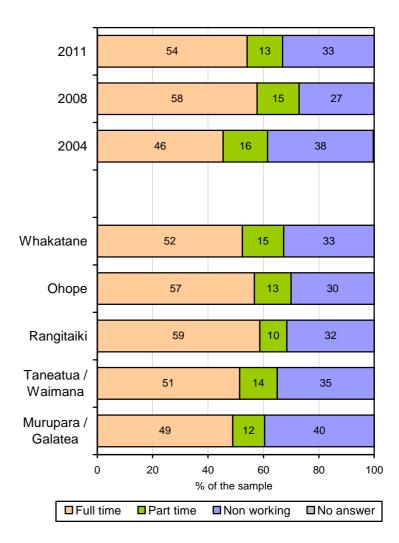
Work Status

Over half the sample were working full time, 54%.

A further 13% were in part time work and a third of the sample, (33%) was not in paid employment.

There is limited difference between the Wards in the proportion who are working full time. However there appears to be fewer respondents who are not in paid employment Ohope 30%.

Men were far more likely to be working full time, (65% versus 44% for women).



Household Income

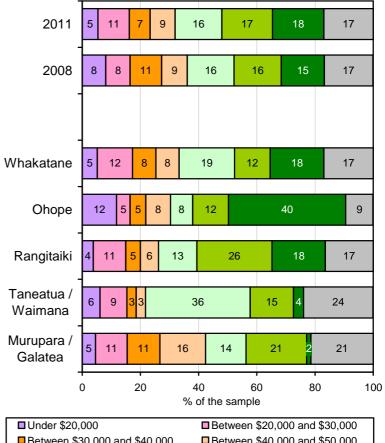
There is a fairly even spread of respondents across the different levels of household income. Similar to 2008, a sixth of the sample, (17%) declined to give their income.

A third of the sample (35%) had a household income of over \$70,000.

At the other end of the scale, a sixth of the sample (16%) had a household income of less than \$30,000. The remaining 32% had an income between \$30,000 and \$70,000.

The respondents from Ohope are significantly more likely to be from the upper end of the household income range.

There is a slightly greater proportion of respondents in the \$70,000 plus category this year versus 2008 (35% versus 31%) but that probably reflects incomes, especially dairy farmers incomes, having risen over the past 4 years.



Between \$30,000 and \$40,000
 Between \$50,000 and \$70,000
 \$100.000 and over

Between \$20,000 and \$30,000
 Between \$40,000 and \$50,000
 Between \$70,000 and \$100,000
 Refused

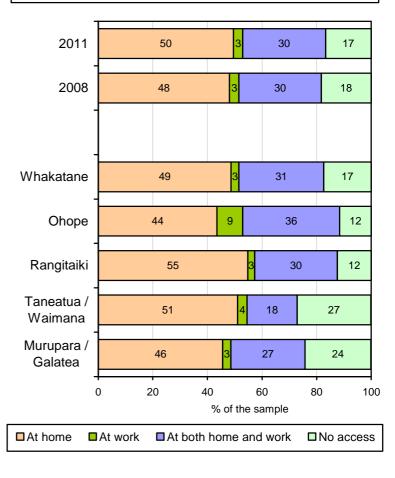
Internet Access

Half of the respondents (50%) had access to the internet at home only, while 30% had access at home and at work. A further 3% had access to the internet at work.

A sixth of the sample (17%) had no access to the internet.

There is limited difference between the Wards in the proportion who have the internet at home. However there appears to be more respondents who have access to the internet at home in Ohope (80%).

Respondents aged over 65 are significantly more likely to not have access to the internet (42% versus 4% for the under 35 age group and 10% for the 35 - 64 age group).



Prepared for Whakatane District Council

Executive Summary

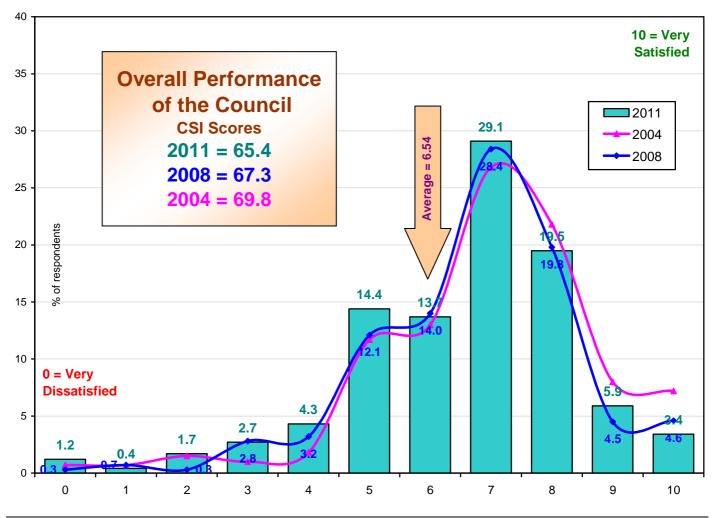
The Overall Performance of Council in the past 12 months

The questionnaire measured the satisfaction level for a range of specific services and facilities the Whakatane District Council provided. Once the respondent had covered these individual attributes, they were asked 'Thinking not only about the elected members and Council staff but also the services and facilities the Council provides and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council in the past 12 months?'

Over half of the respondents (58%) were satisfied with 'the **Overall Performance** of Council in the past 12 months' (scores of 7 - 10). However, only 37 respondents (9.3%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (29% versus 28% in 2008). Over a third of the respondents (32%) rated 'the **Overall Performance** of Council' with a score that was neutral (scores 4 - 6). Only a few respondents (6.0%) were actually dissatisfied with the Overall Performance of Council (Scores 0 - 3). The results are very similar to the previous readings.

The Customer Satisfaction Index (CSI scores), is used to reflect respondent satisfaction with the various facilities and services provided by Council. (The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied)) The CSI score for 'the **Overall Performance** of Council in the past 12 months' was 65.4, 1.9 points lower than the 67.3 recorded in 2008 and 4.4 points lower than the 69.8 recorded in 2004. The CSI score of 65.4 again implies the respondents have some serious issues with Council.



There are a number of variables which appear to have a significant impact on overall satisfaction. The chart opposite compares these variables. Most of the subgroups rate the Overall Performance of Council with scores that infer they have some issues. The variables that appear to have had the greatest impact on satisfaction with the overall performance of Whakatane District Council were:

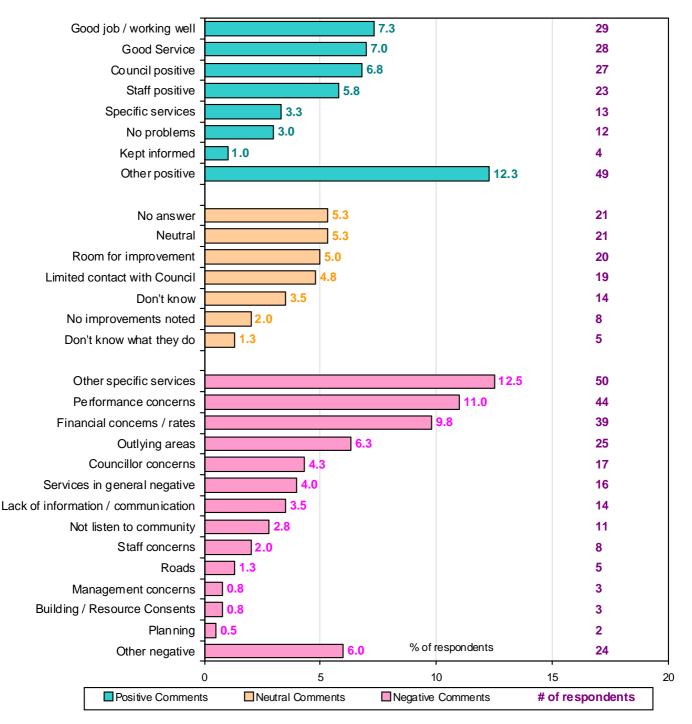
- Those from the Murupara / Galatea Ward (CSI score 67.0) are the most satisfied while those from the Rangitaiki Ward appear the least satisfied (CSI score 62.7).
- Those who live in Town (CSI score 66.0) are more satisfied than those who live in the Country (CSI score 64.7)
- Those aged under 35 are the most satisfied (CSI score 69.0) versus CSI scores from 64.6 to 66.2 for the other age brackets. Note: generally the older the respondents, the higher the level of satisfaction.
- Those with a household income over \$70,000 (CSI score 64.6) are less satisfied than those in the lower income brackets (CSI score 66.7 and 65.8).
- Those who own their own home are significantly less satisfied than those who don't (CSI score 63.8 and 72.7) respectively.
- Those who pay rates are significantly less satisfied than those who don't (CSI score 64.6 and 72.6) respectively.
- Respondents who thought they received good value for their rates (CSI score 75.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 47.7). This again raises the question, is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.
- The few living on state highways tend to be the least satisfied (CSI score 63.4)
- The few on tank water (CSI score 61.7) are the least satisfied this year.
- Connection to the mains wastewater and sewerage system appears to have little impact on the level of satisfaction with the overall performance of Council.
- Those who have applied for a building consent (CSI score 66.2) are marginally more satisfied than those who have not (CSI score of 65.3).
- Those who have applied for a resource consent (CSI score 65.9) are no more or less satisfied that those who have not (CSI score of 65.5).
- Applying for a LIM appears to have little impact on the level of satisfaction with the overall performance of Council.
- Those who had contact with Council staff (CSI score 66.9) are significantly more satisfied than those who had no contact (CSI score 59.5).
- Contact or not with the Elected Members has less impact on the respondents satisfaction with the overall
 performance of Council.
- Those who are interested in attending Council meetings (CSI score 62.5) are less satisfied that those who are not interested (CSI score of 67.5).
- Those who were satisfied with Whakatane as a place to live (CSI score 70.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with Whakatane as a place to live (CSI score 45.4).
- Those who were satisfied with the Elected Members (CSI score 74.9) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Elected Members (CSI score 37.4).
- Those who were satisfied with the Staff overall (CSI score 78.7) are significantly more satisfied with the overall performance of Council than the few who were dissatisfied with the Council Staff (CSI score 52.4).
- Those who were satisfied with the Council's provision of information (CSI score 73.1) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI score 41.3).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI score 75.0) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI score 50.0).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 75.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 41.2).

Overall Satisfaction: Reasons for feeling this way

The respondents were asked why they rated the overall performance of Council the way they did. This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with some respondents offering positive reasons for giving a high score while others offered reasons for giving a lower score.

The main positive comments evolved around Council doing a good job or working well for the District (7.3%), good service (7%), positive comments about the Council (6.8%) or about the staff (5.8%).

The main negative comments had to do with concerns about specific services (13%), concerns with the performance of Council (11.0%), concerns about the rates or other financial concerns (9.8%), or concerns in relation to the outlying areas (6.3%).



The Elected Members of Council in the past 12 months

The respondents were asked 'Council is made up of two main groups – the Elected Members (the Councillors and Mayor) and secondly the staff of Council that provide the various services and manage the various facilities. Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors)?'

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the Elected Members to offer a rating.

Less than half of the respondents (46%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 - 10). However, only 20 respondents (5.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (25%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 - 6). A tenth of the respondents (10%) were actually dissatisfied with the Elected Members (Scores 0 - 3).

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.1. This is 0.4 points lower than the CSI score of 61.5 recorded in 2008. A CSI score of 61.1 implies that respondents have some serious issues with the **Elected Members** of Council.

Council Staff

Three quarters of the respondents (77%) had some contact with Council staff during the previous year. This is up 5% on the last reading but similar to the 2004 result. The proportion who said they had no contact is similar to the previous readings. Most people contacted Council staff at least once per year (38%) while 26% contacted monthly and 11% weekly. A quarter of all respondents (23%) had no contact with Council staff during the past twelve months.

Respondents who had some interaction with the Council Staff (n = 305) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Four fifths of the respondents who had dealings with Council Staff (79%) were satisfied with the overall performance of the staff, (Scores 7 - 10). The mode was a score of 8 (33%) and 30% rated the service with a score of 9 or 10 (exceeded expectations).

A sixth of those who had dealings with Council Staff (17%) rated this as neutral (Scores 4 - 6) while six respondents (1.8%) were actually dissatisfied. The CSI score was 76.8, up 2.3 points from 2008. However, the CSI score infers there is potential for improvement.

Overall Satisfaction versus the Staff and Elected Members

The overall satisfaction was asked using three questions covering satisfaction with the Elected Members, then Council Staff and lastly the Overall Performance of Council.

Respondents were most satisfied with the Council Staff with a CSI score of 76.8. Over a quarter of the respondents (30%) were very satisfied (scores of 9 and 10) while 33% rated their satisfaction with a score of 8.

By comparison, the CSI score was 61.1 for the Elected Members. Only 20 respondents (5.1%) were very satisfied (scores of 9 and 10) while 16% rated their satisfaction with a score of 8. By contrast, the CSI score was 65.4 for the Overall Performance of Council.

Satisfaction with Staff factors of the Council

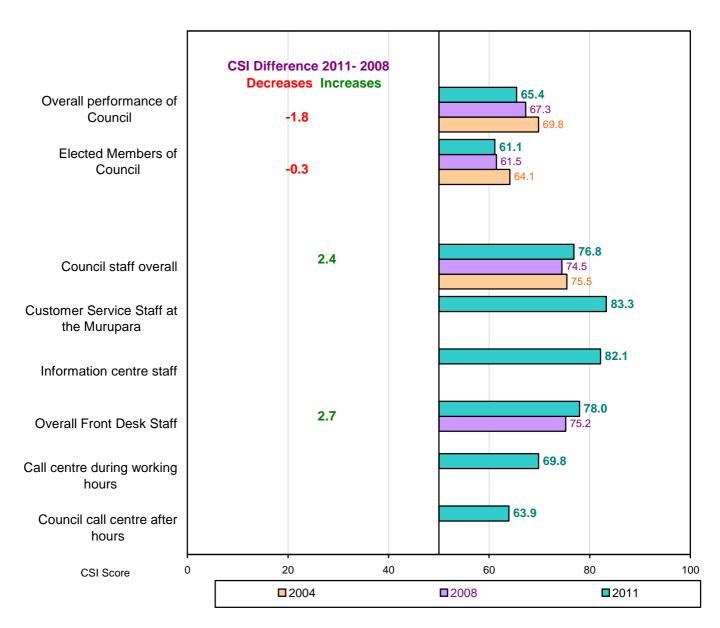
The majority of respondents are satisfied (scores 7 - 10) with each of the staff factors. This ranges from 52% being satisfied with the factor *'the overall service from the Council call centre after hours'* up to 87% for the factor *'the overall service from the Customer Service Staff at the Murupara Customer Services Centre'*. Conversely, only a small proportion of respondents were dissatisfied with each factor (scores 0 - 3). This ranged from 1% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the staff at the information centre'* up to 18% for the factor *'the overall service from the Council call centre after hours'*.

Note: The staff factors are rated only by those who had used that service in the past 12 months.

The CSI scores range from a high of 83.3 for 'the overall service from the Customer Service Staff at the Murupara Customer Services Centre' down to 63.9 for 'the overall service from the Council call centre after hours'. Some of these scores reflect an excellent performance while others reflect a need for improvement.

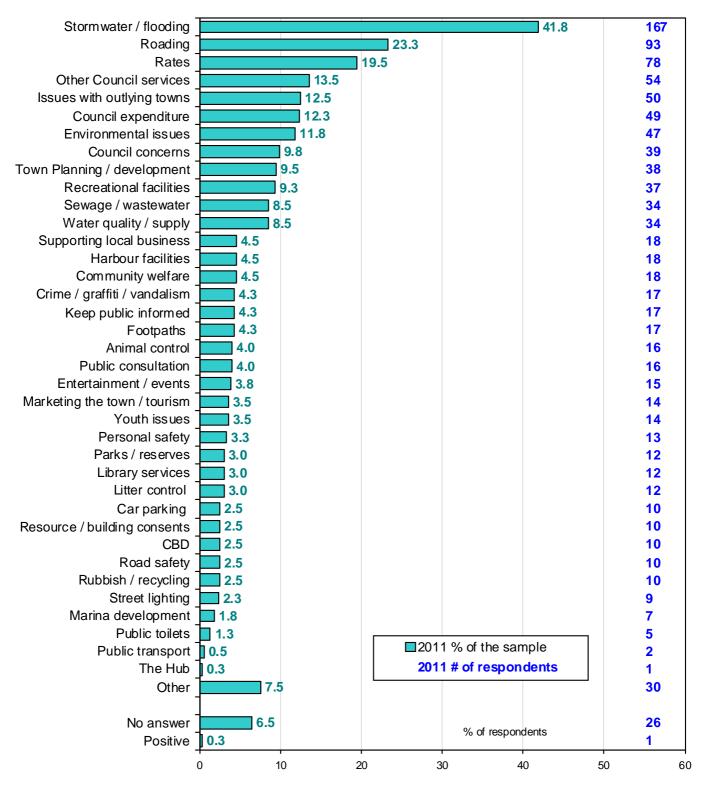
Most of the staff factors were added to the questionnaire in 2011 so there is no comparison.

There was a mix of 2 increases and 2 decreases in CSI scores from 2008. The largest increase was a rise of 2.7 points for 'the overall service from the Customer Service / Front Desk Staff at the Council at Whakatane' (CSI score 78.0) followed by a 2.4 point increase for 'the Overall performance of the Council Staff in the past 12 months' (CSI score 76.8). The largest decrease was of 1.8 points for 'the Overall performance of Council in the past 12 months' (CSI score 65.4) and a 0.3 point decrease for 'the overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)' (CSI score 61.1).



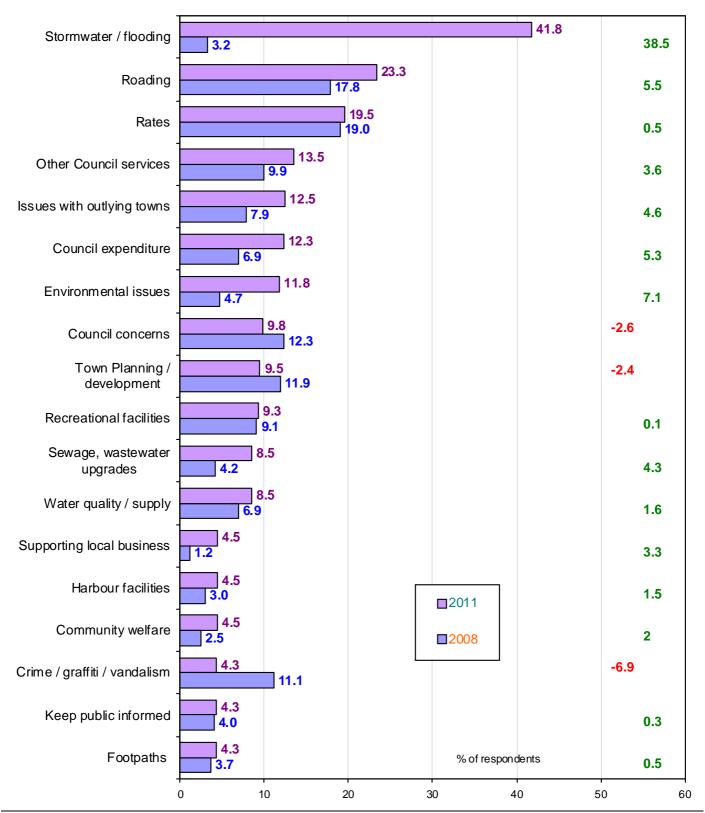
Most important issues Council should be looking at

Respondents were asked '*What, in your opinion, are the three main issues that Council should be looking at?*' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering stormwater or flooding (42%), then roading issues (23%) and rates concerns (20%). These were followed with concerns with "other" Council Services (14%), issues with outlying towns (13%), concerns with Council expenditure (12%) and environmental issues (12%). There was also a wide range of other issues mentioned by smaller numbers of respondents.



The following two charts compare the issues reported in 2011 versus those from 2008. While many of the main issues mentioned in 2008 are similar to 2011, there are some significant differences. The largest differences were an increase in the mention of stormwater / flooding (42% versus 3% in 2008) and a 7% increase in the mention of environmental issues mainly concerning the slips in the district (12% versus 5% in 2008).

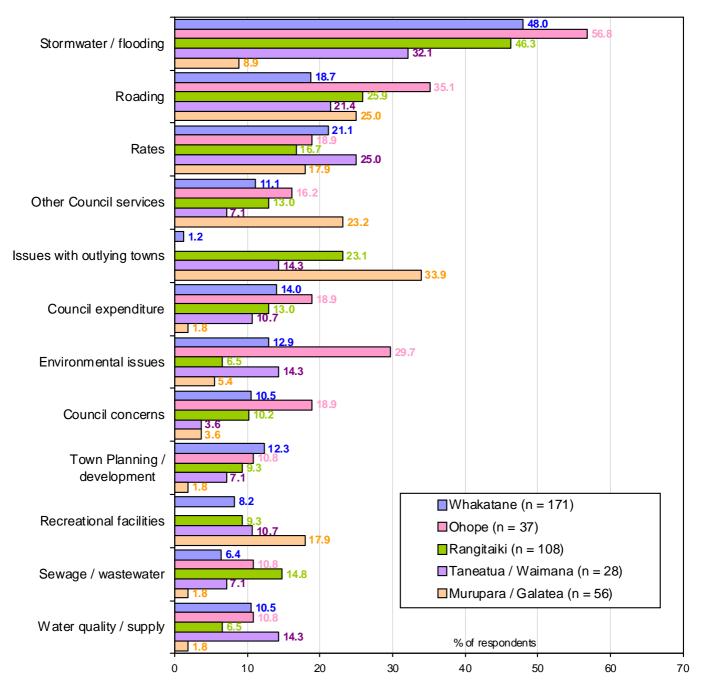
The largest decrease is for crime / graffiti / vandalism (4% versus 11% in 2008) but that is partly caused by youth issues being reported separately this year (4% versus 0% in 2008). There is little difference in the proportion mentioning many of the lesser issues between 2011 and 2008. However there are a few noticeable differences. Car parking was much less of an issue (3% versus 10% in 2008).



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Most important issues Council should be looking at by Ward

Stormwater or flooding is a much bigger issue for those from Ohope (57%) but this was also an issue for close to half of those from the Whakatane or Rangitaiki Wards. This was much less of an issue for those from the Murupara / Galatea Ward (9%). Roading appears a much bigger issue for Ohope (35%) versus 19% for Whakatane. Rates is an issue with close to a fifth of the respondents from each Ward. As would be expected, the issues with the outlying towns does not impact Whakatane or Ohope. Environmental issues are a much bigger issue for Ohope (30%) versus 5% to 14% for the other Wards.



Crime / graffiti / vandalism (11%) and litter control (11%) appears a much bigger issue for Murupara / Galatea. Animal control is a bigger issue for those from Ohope (11%) and Taneatua / Waimana (11%) but this is less of an issue in the other Wards. Entertainment / events and youth issues are a bigger issue for those from Taneatua / Waimana.

Only small numbers of respondents mentioned some issues and it is not possible to tell if these are localised issues or not. It looks like car parking and the CBD is a slightly bigger issue for the Ohope Ward (11%) while street lighting is a bigger issue in Murupara / Galatea.

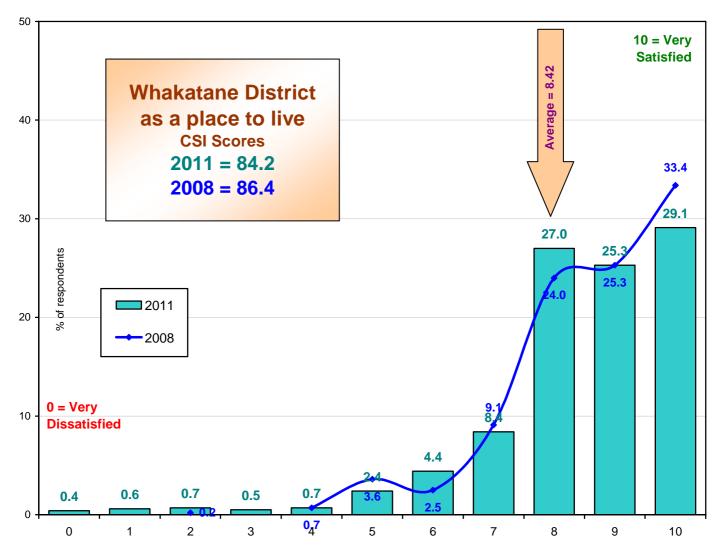
Whakatane as a place to live

The respondents were asked 'Using the scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate the Whakatane District as a place to live?'

The vast majority of the respondents (90%) were satisfied with Whakatane District as a place to live (Scores 7 - 10). The mode was a score of 10 (29%) and 54% rated this with a score of 9 or 10 (exceeded expectations).

Only nine respondents (2.2%) were dissatisfied with Whakatane District as a place to live (scores 0 - 3) while 7% rated this as neutral (Scores 4 to 6). The remaining two respondents (0.5%) did not answer this question.

The CSI score is 84.2, which is 2.2 points lower than the 86.4 recorded in 2008. The current CSI score infers respondents are very satisfied with Whakatane District as a place to live.



Council's provision of information

The respondents were asked 'Council tries to ensure that it provides adequate information to the community about its services, facilities, projects and plans. Using the same scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate Council's provision of this type of information?"

A tenth of the respondents (11%) did not answer this question, presumably because they did not know enough about Council provision of information to be able to rate this factor.

Almost half of the respondents (47%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. A tenth of the respondents (9.5%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (21%).

Only a few respondents (6.5%) were dissatisfied with the Council providing this type of information (scores 0-3) while 36% rated this as neutral (Scores 4-6). The profile is similar to 2008.

The CSI score is 64.3, virtually unchanged from 2008. This again infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.

Opportunities for involvement in decision making

The respondents were asked the following 'Council tries to ensure that the community has meaningful input into decision making on significant Council projects, processes and policy. Using a scale where 0 = very dissatisfied and 10 = very satisfied, how would you rate the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?'

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the opportunities Council provided for community involvement in decision making to be able to rate this factor.

Just over a third of the respondents (38%) were satisfied with Council providing good opportunities for community involvement in decision making (Scores 7 - 10). The mode was a score of 7 (18%) but just 8.5% rated this with a score of 9 or 10 (exceeded expectations).

A sixth of the respondents (16%) were dissatisfied with the opportunities for community involvement in decision making Council provided (scores 0 - 3) while 37% rated this as neutral (Scores 4 to 6).

The CSI score is 57.5, down 1.0 points from the 2008 result. The CSI score again infers respondents have some issues with the opportunities they have for community involvement in Council decision making.

Quality of Council facilities and services

Respondents were asked 'Using a 10 point scale where 0 = greatly deteriorated and 10 = greatly improved, overall how would you rate the quality of Council facilities and services in the past 12 months?'

Half of the respondents, (52%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 4% rated this with a score of 10 (greatly improved). Less than a tenth of the respondents (7%) felt the quality had deteriorated (Scores 0 – 3) and only four respondents (0.9%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 64.2, down 3.6 points from 2008.

It is important to note that an Improvement Index of 51 or more represents an improvement upon the previous year.

With the Index being well above 50 this year, this infers that the respondents believe the quality of Council facilities and services have improved from last year.

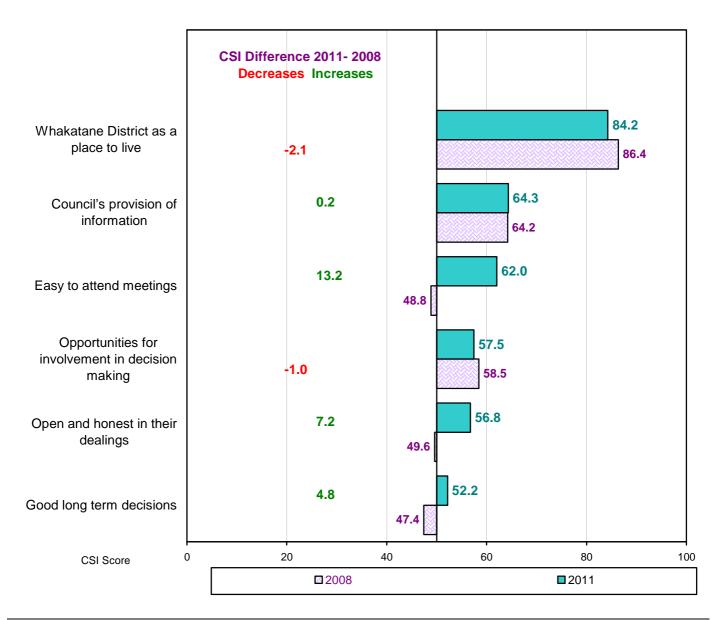
Satisfaction with General aspects of the Council

The proportion of respondents that were satisfied (scores 7 - 10) ranges from just 32% for the factor *the Council making good long term decisions* up to 90% for the factor *the Whakatane District as a place to live*. Conversely, a significant proportion of respondents were dissatisfied with each factor (scores 0 - 3). This ranged from 2% for the factor *Whakatane District as a place to live* up to 20% for the factor *the Council making good long term decisions*. A significant proportion of respondents (25% - 43%) rated most of these factors with scores in the 4 - 6 range.

The CSI scores for most factors are very low, which infers that respondents have some serious issues with these. The CSI scores range from 84.2 for *Whakatane District as a place to live*' down to a CSI score of 52.2 for the factor *the Council making good long term decisions*'.

The following chart compares the CSI scores for 2011 versus 2008 for the General aspects of the Council. The facilities rated the highest in previous years are generally rated the highest for 2011.

There was a mix of 4 increases and 2 decreases in CSI scores from 2008 but some changes were small. The largest increase was a rise of 13.2 points for 'being easy to attend meetings held by the Whakatane District Council' (CSI score 62.0) followed by a rise of 7.2 points for the factor 'the Council is open and honest in their dealings with Whakatane residents' (CSI score 56.8). The largest decrease was of 2.1 points for 'the Whakatane District as a place to live' (CSI score 84.2) followed by a decrease of 1.0 points for the factor 'the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?' (CSI score 57.5).

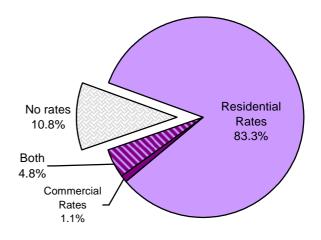


Council Rates

Respondents were asked if they paid residential or commercial rates to the Whakatane District Council.

The vast majority of the respondents (88%) said they paid residential rates, including 5% who paid both residential and commercial rates. Five respondents (1.1%) paid only commercial rates.

A ninth of the sample (11%) said they did not pay rates.



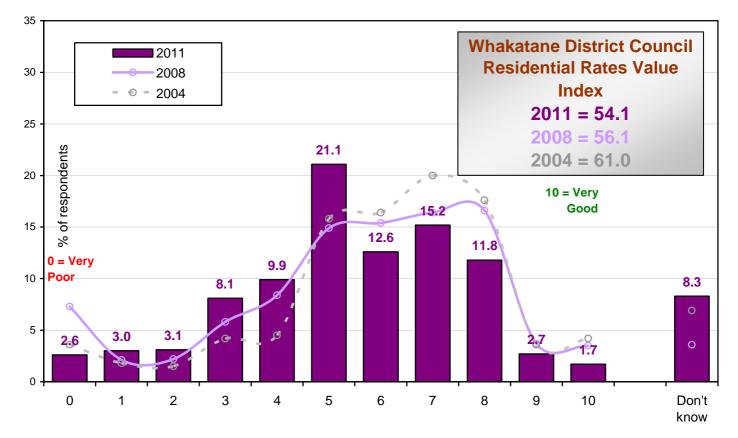
Value for Whakatane District Council rates

Those that did pay residential rates were then asked 'Thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that Whakatane District Council charge?'

A third (31%) of the respondents who paid residential rates (n = 352) thought they received good value for the proportion of their residential rates that Whakatane District Council charge (Scores 7 – 10), but only 4% rated the value for money with a score of 9 or 10. The mode was a score of 5, versus 8 in 2008.

A sixth of those who paid residential rates (17%) thought they received poor value (Scores 0 - 3) while close to half (44%) rated the value of WDC residential rates as neutral (Scores 4 - 6). Close to a tenth of the respondents (8%) did not answer this question, presumably because they did not know enough to rate the value of their Whakatane District Council charge.

The Value Index is 54.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 2.0 points from 2008 when the index was 56.1 and down 6.9 points from 2004 when the index was 61.0.



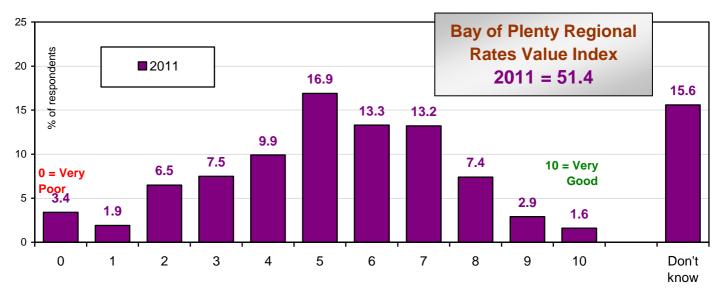
Value for Regional Rates

Those that did pay residential rates were then asked 'Thinking now about all Council provided services and facilities and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that the Bay of Plenty Regional Council charge?"

A sixth of the respondents (16%) did not answer this question, presumably because they did not know enough to rate the value of their Bay of Plenty Regional Council charge.

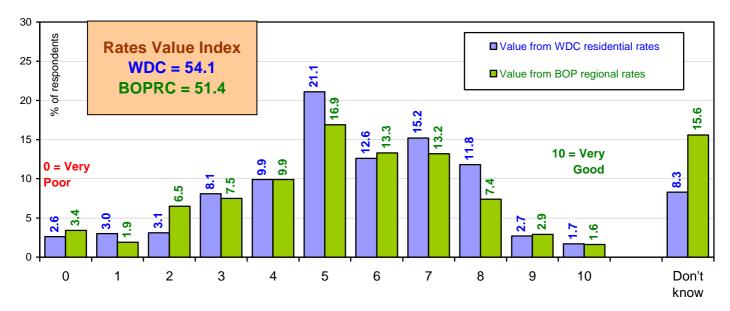
A quarter (25%) of the respondents who paid residential rates (n = 352) thought they received good value for their residential rates that the Bay of Plenty Regional Council charge (Scores 7 – 10), but only 5% rated the value for money with a score of 9 or 10. The mode was a score of 5.

A fifth of those who paid residential rates (19%) thought they received poor value (Scores 0 - 3) while over a third (40%) rated the value of residential rates as neutral (Scores 4 - 6). The Value Index is 51.4, which infers on average, respondents think they get neither good nor poor value from their rates.



Comparing the District versus Regional Value for rates

The profile for the value for rates is similar for both for the proportion that the Whakatane District Council and the Bay of Plenty Regional Council charge. A higher proportion of respondents did not answer this question for the regional rates (15% vs. 8%) and fewer thought they got good value (Scores 0 - 3) (25% versus 31% for WDC). A fifth of the respondents thought they received poor value (Scores 0 - 3) from each group. The Value Index is 54.1 for WDC rates and 2.7 points lower on 51.4 for BoPRC rates.



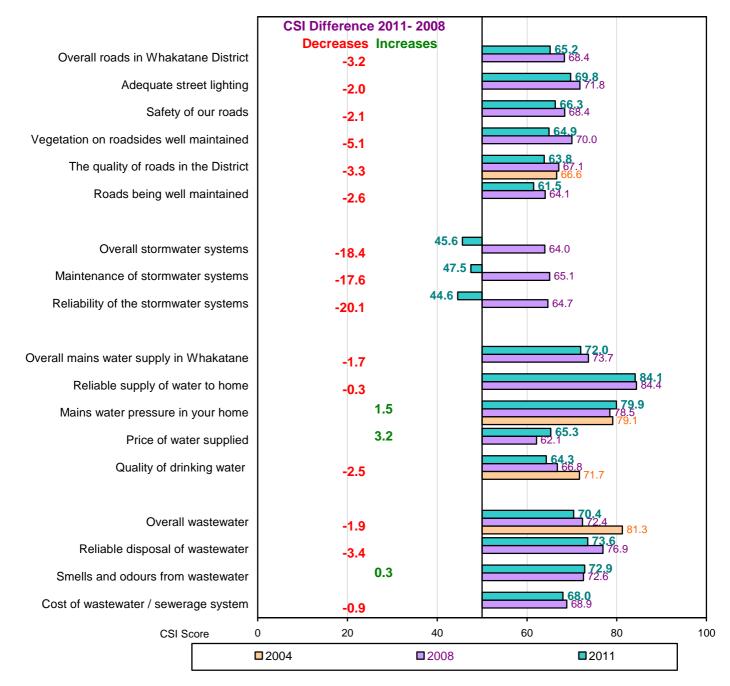
Satisfaction with Council Services and Facilities

Respondents were asked 'I'm going to read out a number of aspects relating to the various services and facilities and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 - 10). This ranged from 92% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 22% for 'the reliability of the stormwater systems from streets, public areas and residents homes'. There are a number of respondents who are dissatisfied with each factor (scores 0 - 3). This ranges from 2% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' up to 34% for the 'reliability of the stormwater systems from streets, public areas and residents homes'. The factor with the most respondents rating with a score of 10 was 'having a reliable supply of water to home' (28%). The factor with the most rating with a score of 0 is for the 'reliability of the stormwater systems from streets, public areas and residents homes' (8.3%).

Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 84.1 '*having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)*' down to 44.6 for '*the reliability of the stormwater systems from streets, public areas and residents homes*'. The three stormwater factors are rated with CSI scores that infer there is a clear need for improvement.



The previous chart compares the CSI scores for the Services & Facilities for 2011 versus 2008 and 2004. There was a mix of 3 increases and 15 decreases in CSI scores from 2008 but many were small. The largest increase was a rise of 3.2 points for *'the price of water supplied'* (CSI score 65.3). The largest decrease was of 20.1 points for *'the reliability of the stormwater systems from streets, public areas and residents homes'* (CSI score 44.6) followed by a decrease of 18.4 points for *'the overall effectiveness of the stormwater systems'* (CSI score 45.6).

Usage and Satisfaction - Council Services and Facilities

Respondents were asked how often they had used Council provided services or facilities in the past year. Some of the services like the Kerbside Recyclable collection (89%), Residential Refuse Collection (85%), and Council Water supply (82%), were used by the vast majority of respondents. Other facilities like the applying for a LIM (7%) were used by a small proportion of the sample. Note: certain Council provided services and facilities were not included in the 'usage' part of the questionnaire as asking usage was not appropriate e.g. for stormwater , wastewater and sewerage systems and roads

Similar to previous years, there is some variation in usage but this is possibly due to many variables e.g. the weather or economy, changing behaviour, changes in the availability of the facilities or variances in the sample.

The respondents were asked 'I'm going to read out a list of facilities / amenities within the Whakatane area you have used as well as a range of others that Council provides. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for the *'Cemeteries'* down to 59% for the *'Public Toilets'*. There are also a number of respondents who are less than satisfied with each factor (scores 0 - 6). This ranges from 9% for the *'Cemeteries'* up to 40% for the *'Public Toilets'*. The factor with the most respondents rating with a score of 10 was the *'Residential Refuse Collection'* while the factor with the most rating with a score of 0 to 3 is *'Councils Dog Control Service'* (15%).

Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 84.6 for the '*Residential Refuse Collection*' and 83.7 for both the '*Greenwaste Collection*' and the '*Cemeteries*' down to 67.5 for '*Councils Dog Control Service*'. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.

The previous chart compares the CSI scores for 2011 versus 2008 and 2004 for the Facilities & Amenities. The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 8 increases and 12 decreases in CSI scores from 2008 but many changes were small. The largest increase was a rise of 4.3 points for '*The Museum & Gallery*' (CSI score 75.3) followed by a rise of 3.9 points for '*Council parking in Whakatane*' (CSI score 73.8). The largest decrease was of 3.3 points for the '*Transfer station / rubbish disposal at Whakatane or Murupara*' (CSI score 79.1).

[CSI Difference 2011- 2008 Decreases Increases			
Residential refuse collection	1.0		84.6 83.6 85.5	
Greenwaste Collection			83.7 83.7	
Cemeteries	2.5		83.7 81.2	
Kerbside Recyclable Collection	1.8		83.0 81.2 76.3	
Hazardous Waste Disposal facilities	-0.2		82.2 82.3	
Council run recycling facilities	-1.9		80.5 82.4	
Library	0.6		80.0 79.4 80.8	
Transfer station / rubbish disposal	-3.3		79.1 82.4	
Boat ramps in Whakatane town	-1.7		77.4 79.1	
Harbour facilities Whakatane CBD	-0.4		76.1 76.5 77.5	
Swimming pools	-0.8		75.7 76.5 80.5	
The Museum & Gallery	4.3		75.3 71.0 80.4	
Parks and Reserves	-1.0		74.9 75.9 80.1	
Harbour facilities at Ohiwa Harbour	2.3		74.9 72.6 77.5	
Sports grounds	-2.5		74.6 77.0 76.6	
Council Parking in Whakatane	3.9	60.6	73.8 69.9	
Facilities at Thornton Domain	-0.5		72.9 73.4	
Playgrounds	-2.3		72.9 75.1 75.2	
Public Halls	-1.7		71.5 73.2 74.9	
Public toilets	-0.9	6	68.3 69.2 6.6	
Councils Dog Control Service	0.9		67.5 _{56.6}	
CSI Score 0	20 4	HO 60	80	 100
	2004	2008	■2011	

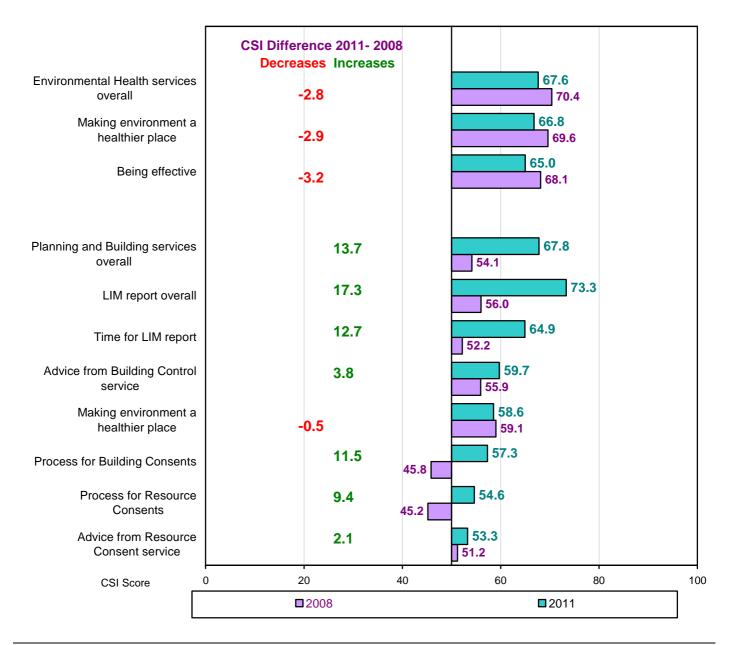
Satisfaction with Environmental Health and Planning Services

The respondents were asked 'I'm going to read out a number of aspects relating to the various services and facilities and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

Over half of the respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 64% for 'the LIM report overall' down to just 32% for 'the advice from Council's resource consent service'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 4% for 'the LIM report overall' up to 39% for 'the process Council used for your resource consent'. The factor with the most rating with a score of 0 is 'the process Council used for your building consent' (4.8%).

The CSI scores range from a high of 73.3 for the 'LIM report overall' down to 53.3 for 'the advice from Council's resource consent service' and 54.6 for 'the process Council used for your resource consent'.

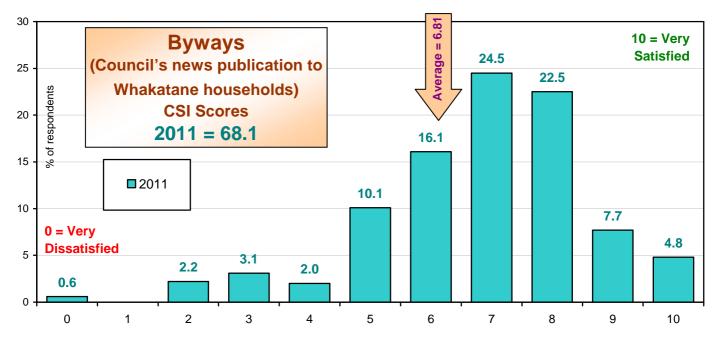
The following chart compares the CSI scores for the Environmental Health and Planning Services for 2011 versus 2008 and 2004. There was a mix of 7 increases and 4 decreases in CSI scores from 2008. The largest increase was a rise of 17.3 points for *'the LIM report overall'* (CSI score 73.3) followed by an increase of 13.7 points for *'the Planning and Building services overall'* (CSI score 67.8) and a 12.7 point increase for *'the time taken for your LIM report'* (CSI score 64.9). The largest decrease was of 3.2 points for *'the Environmental Health services being effective'* (CSI score 65.0).



Communications and Marketing

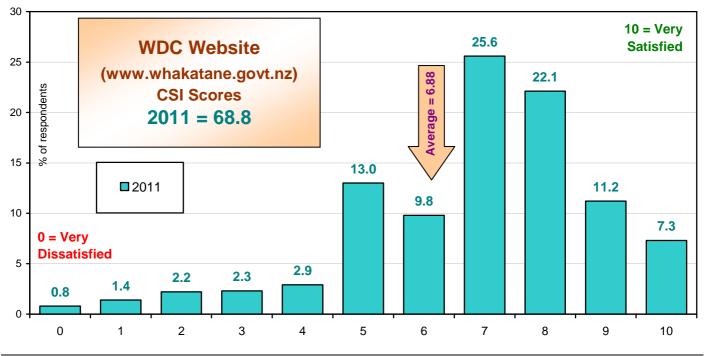
The respondents who had used Byways (n = 153) were asked 'Using a scale where 0 = very dissatisfied and 10 = very satisfied, how satisfied were you with Byways (Council's news publication to Whakatane households)?'

Over half of the respondents (60%) were satisfied with Byways (Scores 7 – 10). The mode was a score of 7 (25%) but just an eighth of the users (13%) rated this with a score of 9 or 10 (exceeded expectations). Only nine respondents (6%) were dissatisfied with Byways (scores 0 - 3) while 28% rated this as neutral (Scores 4 to 6). The CSI score is 68.1, a score that infers there are opportunities for improvement.



Respondents who had used the WDC website (n = 120) were asked 'Using a scale where 0 = very dissatisfied and 10 = very satisfied, how satisfied were you with Whakatane District Council Website (www.whakatane.govt.nz)?'

Two thirds of the respondents (66%) were satisfied with the Council Website (Scores 7 – 10). The mode was a score of 7 (26%) and a fifth of the users (19%) rated this with a score of 9 or 10 (exceeded expectations). Only eight respondents (7%) were dissatisfied with the Council Website (scores 0 – 3) while 26% rated this as neutral (Scores 4 to 6). The CSI score is 68.8, a score that infers there are opportunities for improvement.



Safety in Whakatane District

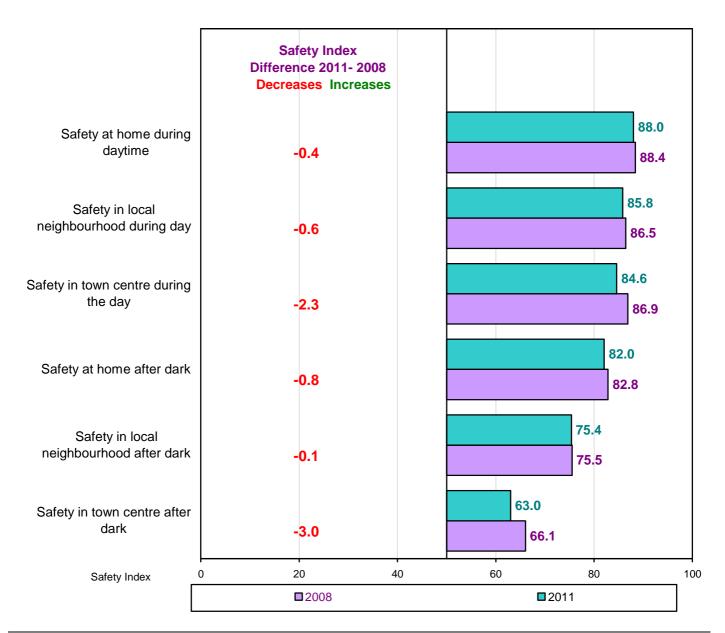
Respondents were asked the following: 'Thinking now about personal safety, and using a scale where 0 = very unsafe and 10 = very safe; how safe do you feel in <location>?'

The level of safety varies little between most of the locations. The proportion who feel safe (scores 6 - 10) ranges from 61% for the factor 'safety in your town centre after dark' up to 95.6% for 'safety in your local neighbourhood during the daytime'.

The Safety Index reflects a high level of safety for most locations but this is highest for 'Safety in your home during the daytime'. (Safety Index = 88.0) down to a modest feeling of safety for the factor 'Safety in your town centre after dark' (Safety Index = 63.0). Note: an eighth of the respondents (12%) did not answer the latter question, presumably because they had not been in their town centre after dark.

The following chart compares the Safety Index for the various locations for 2011 versus 2008. There were 6 decreases in the Safety Index and no increases but most moves were small. The largest decrease was of 3.0 points for 'safety in your town centre after dark' (Index 63.0) followed by a decrease of 2.3 points for 'safety in your town centre during the daytime' (Index 84.6)

It is important to remember most of these scores are very high which infers for most locations, safety is not an issue.



Factors influencing Overall Satisfaction with Council

The following chart plots the satisfaction rating for each service and facility against the influence that factor has on the satisfaction with the overall performance of Council in the past year. This is based on the correlation between the individual ratings and the overall satisfaction. It is important to remember that this map is based on a mathematical calculation and it is critical that common sense is applied to these mathematical conclusions. Generally the verbatim comments reflect the issues of the respondents; therefore these should be read first to fully understand what is most important.

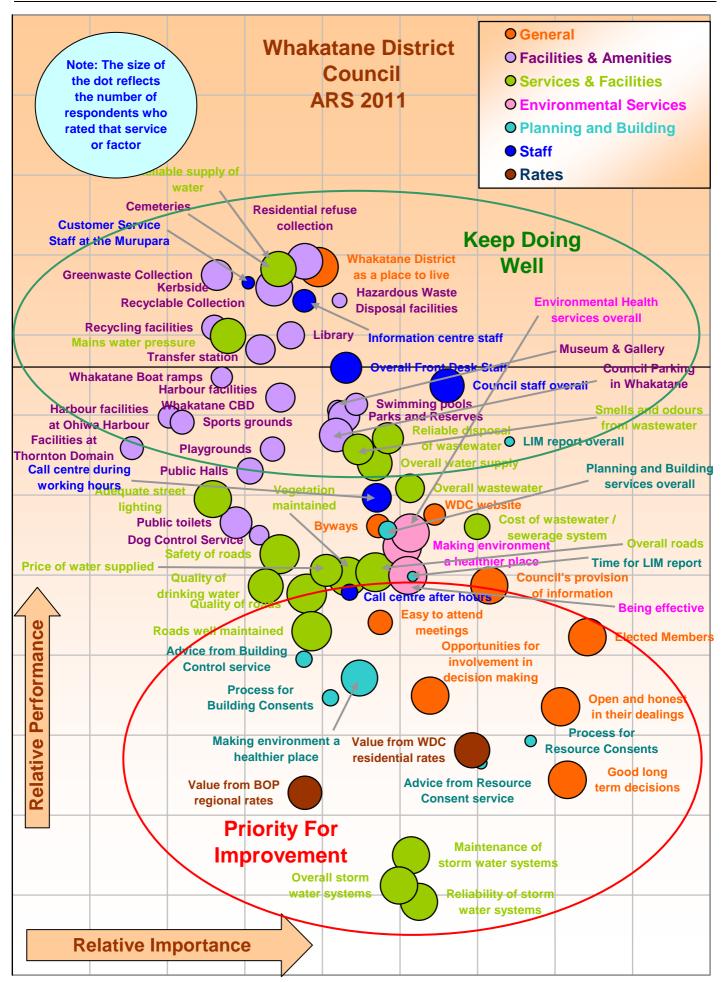
The chart shows that while some factors were rated with high levels of satisfaction, many of the most influential factors were rated relatively lower. The list below highlights which factors were most influential on the overall satisfaction of respondents and which factors should be priorities for improvement. (Note: these are colour coded to match the chart and the size of the dot reflects the number of respondents who rated that factor)

The most influential factors on the overall satisfaction of the respondents were (ranked in declining order of significance):

- The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (General: CSI score = 61.1)
- The Council making good long term decisions (General: CSI score = 52.2)
- The Council being open and honest in their dealings with Whakatane residents (General: CSI score = 56.8)
- The process Council used for your resource consent (Planning and Building: CSI score = 54.6)
- The LIM report overall (Planning and Building: CSI score = 73.3)
- Council's provision of information to the community about its services, facilities, projects and plans (General: CSI score = 64.3)
- The advice received from Council's resource consent service (Planning and Building: CSI score = 53.3)
- The cost of the wastewater and sewerage system (Services & Facilities: CSI score = 68)
- The value from WDC residential rates (Rates: CSI score = 54.1)
- The overall performance of Council staff in the past 12 months (Overall: CSI score = 76.8)
- Whakatane District Council website (Marketing: CSI score = 68.8)
- The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)? (General: CSI score = 57.5)
- The reliability of the stormwater systems from streets, public areas and residents homes (Services & Facilities: CSI score = 44.6)
- The time taken for your LIM report (Planning and Building: CSI score = 64.9)
- The maintenance of the stormwater systems (Services & Facilities: CSI score = 47.5)
- The environmental health services overall (Environmental Services: CSI score = 67.6)
- Overall disposal and treatment of wastewater and sewage (Services & Facilities: CSI score = 70.4)

The factors identified as priority for improvement were:

- The reliability of the stormwater systems from streets, public areas and residents homes (Services & Facilities: CSI score = 44.6)
- The overall effectiveness of the stormwater systems (Services & Facilities: CSI score = 45.6)
- The maintenance of the stormwater systems (Services & Facilities: CSI score = 47.5)
- The value from BOP regional rates (Rates: CSI score = 51.4)
- The Council making good long term decisions (General: CSI score = 52.2)
- The advice received from Council's resource consent service (Planning and Building: CSI score = 53.3)
- The value from WDC residential rates (Rates: CSI score = 54.1)
- The process Council used for your resource consent (Planning and Building: CSI score = 54.6)
- The Council being open and honest in their dealings with Whakatane residents (General: CSI score = 56.8)
- The process Council used for your building consent (Planning and Building: CSI score = 57.3)
- The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc) (General: CSI score = 57.5)
- Making the environment around you a nicer place to live (Planning and Building: CSI score = 58.6)
- The advice received from Council's building control service (Planning and Building: CSI score = 59.7)
- The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (General: CSI score = 61.1)
- The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc) (Services & Facilities: CSI score = 61.5)
- Being easy to attend meetings held by the Whakatane District Council (General: CSI score = 62)
- The quality of roads in the District (Services & Facilities: CSI score = 63.8)
- Council's provision of information to the community about its services, facilities, projects and plans (General: CSI score = 64.3)
- The time taken for your LIM report (Planning and Building: CSI score = 64.9)
- Overall service from the Council call centre after hours (Staff: CSI score = 63.9)



Conclusions & Recommendations

Core Services and Facilities (refer page 145-194)

Two thirds of the sample (66%) live beside a Residential Sealed Road. A tenth of the sample (9%) lived on a State Highway but close to half of these respondents lived in town. A fifth of the sample (22%) lived beside a Country Sealed Road while 2% live beside a Country Unsealed Road.

Four fifths of the sample (80%) are on the mains water supply network and a few (2%) had both mains and tank water. A tenth of the sample, (9%) were on bore water while 5% were on tank water. A number of respondents (4%) indicated they had other sources of water.

Two thirds of the sample (66%) were connected to the wastewater and sewage pipeline network while 1% had both the pipeline network and septic tank. A third of the sample, (30%) were on Septic tank. A few respondents (1%) indicated they had other disposal systems.

Satisfaction with Core Services and Facilities

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 92% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 22% for 'the reliability of the stormwater systems from streets, public areas and residents homes'. There are a number of respondents who are dissatisfied with each factor (scores 0 - 3). This ranges from 2% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' up to 34% for the 'reliability of the stormwater systems from streets, public areas and residents homes'. The factor with the most respondents rating with a score of 10 was 'having a reliable supply of water to home' (28%) while the factor with the most rating with a score of 0 is for the 'reliability of the stormwater systems from streets, public areas and residents homes' (8.3%).

The CSI scores range from a high of 84.1 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 44.6 for 'the reliability of the stormwater systems from streets, public areas and residents homes'. The three stormwater factors are rated with CSI scores that infer there is a clear need for improvement.

There was a mix of 3 increases and 15 decreases in CSI scores from 2008 but many were small. The largest increase was a rise of 3.2 points for 'the price of water supplied' (CSI score 65.3). The largest decrease was of 20.1 points for 'the reliability of the stormwater systems from streets, public areas and residents homes' (CSI score 44.6) followed by a decrease of 18.4 points for 'the overall effectiveness of the stormwater systems' (CSI score 45.6).

Usage of specific facilities and services (refer page 195)

Some of the services like the Kerbside Recyclable collection (89%), Residential Refuse Collection (85%), and Council Water supply (82%), were used by the vast majority of respondents. Other facilities like the applying for a LIM (7%) were used by a small proportion of the sample. Generally usage is at similar levels to those previously recorded with 11 increases and 19 decreases but many changes are small. The variation in usage is possibly due to many variables e.g. the weather or economy, changing behaviour, changes in the availability of the facilities or variances in the sample.

Satisfaction with Service and Facilities (refer page 198)

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for the *'Cemeteries'* down to 59% for the *'Public Toilets'*. There are also a number of respondents who are less than satisfied with each factor (scores 0 - 6). This ranges from 9% for the *'Cemeteries'* up to 40% for the *'Public Toilets'*. The factor with the most respondents rating with a score of 10 was the *'Residential Refuse Collection'* while the factor with the most rating with a score of 0 to 3 is *'Councils Dog Control Service'* (15%).

The CSI scores range from a high of 84.6 for the '*Residential Refuse Collection*' and 83.7 for both the '*Greenwaste Collection*' and the '*Cemeteries*' down to 67.5 for '*Councils Dog Control Service*'. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.

The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 8 increases and 12 decreases in CSI scores from 2008 but many changes were small. The largest increase was a rise of 4.3 points for '*The Museum & Gallery*' (CSI score 75.3) followed by a rise of 3.9 points for '*Council parking in Whakatane*' (CSI score 73.8). The largest decrease was of 3.3 points for the '*Transfer station / rubbish disposal at Whakatane or Murupara*' (CSI score 79.1).

Satisfaction with Environmental Health / Planning and Building (refer page 313-345)

Over half of the respondents rated most factors with scores that reflected satisfaction (scores 7 - 10). This ranged from 64% for 'the LIM report overall' down to just 32% for 'the advice from Council's resource consent service'. There are a number of respondents who are dissatisfied with each factor (scores 0 - 3). This ranges from 4% for 'the LIM report overall' up to 39% for 'the process Council used for your resource consent'. The factor with the most rating with a score of 0 is 'the process Council used for your building consent' (4.8%).

The CSI scores range from a high of 73.3 for the 'LIM report overall' down to 53.3 for 'the advice from Council's resource consent service' and 54.6 for 'the process Council used for your resource consent'.

There was a mix of 7 increases and 4 decreases in CSI scores from 2008. The largest increase was a rise of 17.3 points for 'the LIM report overall' (CSI score 73.3) followed by an increase of 13.7 points for 'the Planning and Building services overall' (CSI score 67.8) and a 12.7 point increase for 'the time taken for your LIM report' (CSI score 64.9). The largest decrease was of 3.2 points for 'the Environmental Health services being effective' (CSI score 65.0).

Overall Satisfaction (refer to page 45)

Over half of the respondents (58%) were satisfied with 'the **Overall Performance** of Council in the past 12 months' (scores of 7 - 10). However, only 37 respondents (9.3%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (29% versus 28% in 2008). Over a third of the respondents (32%) rated 'the **Overall Performance** of Council' with a score that was neutral (scores 4 - 6). Only a few respondents (6.0%) were actually dissatisfied with the Overall Performance of Council (Scores 0 - 3). The results are very similar to the previous readings.

The CSI score for 'the **Overall Performance** of Council in the past 12 months' was 65.4, 1.9 points lower than the 67.3 recorded in 2008 and 4.4 points lower than the 69.8 recorded in 2004. The CSI score of 65.4 again implies the respondents have some serious issues with Council.

The respondents were asked why they rated the overall performance of Council the way they did. There was a range of responses, with some respondents offering positive reasons for giving a high score while others offered reasons for giving a lower score. The main positive comments evolved around Council doing a good job or working well for the District (7.3%), good service (7%), positive comments about the Council (6.8%) or about the staff (5.8%).

The main negative comments had to do with concerns about specific services (13%), concerns with the performance of Council (11.0%), concerns about the rates or other financial concerns (9.8%), or concerns in relation to the outlying areas (6.3%).

Elected Members (refer to page 51)

Less than half of the respondents (46%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 - 10). However, only 20 respondents (5.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded. The mode was a score of 7 (25%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 - 6). A tenth of the respondents (10%) were actually dissatisfied with the Elected Members (Scores 0 - 3). A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the Elected Members to offer a rating.

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.1. This is 0.4 points lower than the CSI score of 61.5 recorded in 2008. A CSI score of 61.1 implies that respondents have some serious issues with the **Elected Members** of Council.

Whakatane as a place to live (refer to page 97)

The vast majority of the respondents (90%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (29%) and 54% rated this with a score of 9 or 10 (exceeded expectations). Only nine respondents (2.2%) were dissatisfied with Whakatane District as a place to live (scores 0 - 3) while 7% rated this as neutral (Scores 4 to 6). The remaining two respondents (0.5%) did not answer this question. The CSI score is 84.2, which is 2.2 points lower than the 86.4 recorded in 2008. The current CSI score infers respondents are very satisfied with Whakatane District as a place to live.

Value for Residential Rates (refer to page 137)

The vast majority of the respondents (88%) said they paid residential rates, including 5% who paid both residential and commercial rates. Five respondents (1.1%) paid only commercial rates. A ninth of the sample (11%) said they did not pay rates.

A third (31%) of the respondents who paid residential rates (n = 352) thought they received good value for the proportion of their residential rates that Whakatane District Council charge (Scores 7 – 10), but only 4% rated the value for money with a score of 9 or 10. The mode was a score of 5, versus 8 in 2008.

A sixth of those who paid residential rates (17%) thought they received poor value (Scores 0 - 3) while close to half (44%) rated the value of WDC residential rates as neutral (Scores 4 - 6). Close to a tenth of the respondents (8%) did not answer this question, presumably because they did not know enough to rate the value of their Whakatane District Council charge.

The Value Index is 54.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 2.0 points from 2008 when the index was 56.1 and down 6.9 points from 2004 when the index was 61.0.

The profile for the value for rates is similar for both for the proportion that the Whakatane District Council and the Bay of Plenty Regional Council charge. A higher proportion of respondents did not answer this question for the regional rates (15% vs. 8%) and fewer thought they got good value (Scores 0 - 3) (25% versus 31% for WDC). A fifth of the respondents thought they received poor value (Scores 0 - 3) from each group. The Value Index is 54.1 for WDC rates and 2.7 points lower on 51.4 for BoPRC rates.

The analysis shows there is a direct relationship between value for rates and satisfaction with the overall performance of Council. Those who rated the overall performance of Council with a score of 10 (Very Satisfied; n = 13) rate the value from rates with a Value index of 62.5. Conversely, those who rate the overall performance of Council with a score of 2 or less (Very dissatisfied; n = 12) rate the value from rates with a Value index of just 24.0. It appears the more satisfied the respondent is with the overall performance of Council, the higher the perceived value from rates.

Those who rated the Value from Rates with a score of 10 (Good Value; n = 6) rate the overall performance of Council with a CSI score of 90.7. Conversely, those who rate the Value from Rates with a score of 2 or less (Poor Value; n = 31) rate the overall performance of Council with a CSI score of just 45.8. It appears the higher the perceived value from rates, the more satisfied the respondent is with the overall performance of Council.

Quality of Facilities and Services (refer to page 132)

Half of the respondents, (52%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 4% rated this with a score of 10 (greatly improved). Less than a tenth of the respondents (7%) felt the quality had deteriorated (Scores 0 – 3) and only four respondents (0.9%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 64.2, down 3.6 points from 2008. It is important to note that an Improvement Index of 51 or more represents an improvement upon the previous year. With the Index being well above 50 this year, this infers that the respondents believe the quality of Council facilities and services have improved from last year.

Council's provision of information (refer to page 99)

Almost half of the respondents (47%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. A tenth of the respondents (9.5%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (21%). Only a few respondents (6.5%) were dissatisfied with the Council providing this type of information (scores 0 - 3) while 36% rated this as neutral (Scores 4 - 6). A tenth of the respondents (11%) did not answer this question, presumably because they did not know enough about Council provision of information to be able to rate this factor. The profile is similar to 2008.

The CSI score is 64.3, virtually unchanged from 2008. This again infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.

Main Issues (refer to page 84)

Respondents were asked '*What, in your opinion, are the three main issues that Council should be looking at?*' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering stormwater or flooding (42%), then roading issues (23%) and rates concerns (20%). These were followed with concerns with "other" Council Services (14%), issues with outlying towns (13%), concerns with Council expenditure (12%) and environmental issues (12%). There was also a wide range of other issues mentioned by smaller numbers of respondents.

While many of the main issues mentioned in 2008 are similar to 2011, there are some significant differences. The largest differences were an increase in the mention of stormwater / flooding (42% versus 3% in 2008) and a 7% increase in the mention of environmental issues mainly concerning the slips in the district (12% versus 5% in 2008). The largest decrease is for crime / graffiti / vandalism (4% versus 11% in 2008) but that is partly caused by youth issues being reported separately this year (4% versus 0% in 2008).

Stormwater or flooding is a much bigger issue for those from Ohope (57%) but this was also an issue for close to half of those from the Whakatane or Rangitaiki Wards. This was much less of an issue for those from the Murupara / Galatea Ward (9%). Roading appears a much bigger issue for Ohope (35%) versus 19% for Whakatane. Rates is an issue with close to a fifth of the respondents from each Ward. As would be expected, the issues with the outlying towns does not impact Whakatane or Ohope. Environmental issues are a much bigger issue for Ohope (30%) versus 5% to 14% for the other Wards.

Crime / graffiti / vandalism (11%) and litter control (11%) appears a much bigger issue for Murupara / Galatea. Animal control is a bigger issue for those from Ohope (11%) and Taneatua / Waimana (11%) but this is less of an issue in the other Wards. Entertainment / events and youth issues are a bigger issue for those from Taneatua / Waimana.

Safety in Whakatane (refer to page 348)

The level of safety varies little between most of the locations. The proportion who feel safe (scores 6 - 10) ranges from 61% for the factor 'safety in your town centre after dark' up to 95.6% for 'safety in your local neighbourhood during the daytime'.

The Safety Index reflects a high level of safety for most locations but this is highest for 'Safety in your home during the daytime'. (Safety Index = 88.0) down to a modest feeling of safety for the factor 'Safety in your town centre after dark' (Safety Index = 63.0). Note: an eighth of the respondents (12%) did not answer the latter question, presumably because they had not been in their town centre after dark.

There were 6 decreases in the Safety Index and no increases for 2011 versus 2008 but most moves were small. The largest decrease was of 3.0 points for 'safety in your town centre after dark' (Index 63.0) followed by a decrease of 2.3 points for 'safety in your town centre during the daytime' (Index 84.6) It is important to remember most of these scores are very high which infers for most locations, safety is not an issue.

Overall Summary

The results for 2011 are similar to 2008 with a mix of rises and falls in the level of satisfaction but once again, the CSI scores reflect there are still significant opportunities for improvement although there has been some clear improvement in a few areas.

The most significant change from 2008 has been the flooding and storm water issues which have affected the district in recent years. This dominates the issues respondents suggested the Council should focus on and also dominates the moves in CSI Scores. Much of the positive work undertaken by Council is overshadowed by this major issue.

Similar to 2008, there are still clear concerns held by some respondents with the value for residential rates. Secondly, those who live outside of the Whakatane and Ohope Wards and those in rural areas are significantly less satisfied. Users of a few specific services e.g. resource consents, building consents and the after hours call centre are also not very satisfied with the service that is provided. Similar to 2008, it seems that many residents have issues with the provision of information or the opportunities to get involved in Council decision making.

The verbatim comments also tend to reflect that apart from the stormwater issues, respondents have expectations for more than is currently being delivered. This means that either Council needs to find a way of delivering what the residents of Whakatane District are expecting or they need to find more effective means of managing the expectations of the residents.

The overall analysis shows that there are a few specific areas that Council should focus on to improve the level of satisfaction with the overall service. These include:

- The reliability of the stormwater systems from streets, public areas and residents homes (Services & Facilities: CSI score = 44.6)
- The overall effectiveness of the stormwater systems (Services & Facilities: CSI score = 45.6)
- The maintenance of the stormwater systems (Services & Facilities: CSI score = 47.5)
- The value from BOP regional rates (Rates: CSI score = 51.4)
- The Council making good long term decisions (General: CSI score = 52.2)
- The advice received from Council's resource consent service (Planning and Building: CSI score = 53.3)
- The value from WDC residential rates (Rates: CSI score = 54.1)
- The process Council used for your resource consent (Planning and Building: CSI score = 54.6)
- The Council being open and honest in their dealings with Whakatane residents (General: CSI score = 56.8)
- The process Council used for your building consent (Planning and Building: CSI score = 57.3)
- The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc) (General: CSI score = 57.5)
- Making the environment around you a nicer place to live (Planning and Building: CSI score = 58.6)
- The advice received from Council's building control service (Planning and Building: CSI score = 59.7)
- The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (General: CSI score = 61.1)
- The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc) (Services & Facilities: CSI score = 61.5)

- Being easy to attend meetings held by the Whakatane District Council (General: CSI score = 62)
- The quality of roads in the District (Services & Facilities: CSI score = 63.8)
- Council's provision of information to the community about its services, facilities, projects and plans (General: CSI score = 64.3)
- The time taken for your LIM report (Planning and Building: CSI score = 64.9)
- Overall service from the Council call centre after hours (Staff: CSI score = 63.9)

The 2011 results, similar to 2008 show that once again, significant proportions of the respondents are very satisfied with most of the services and facilities the Council provides but stormwater is a major issue and there are also significant proportions who are less than satisfied with the current level of service from a range of specific services.

Focusing on the areas outlined above will help to ensure a greater proportion of residents are satisfied in the future.

Main Findings

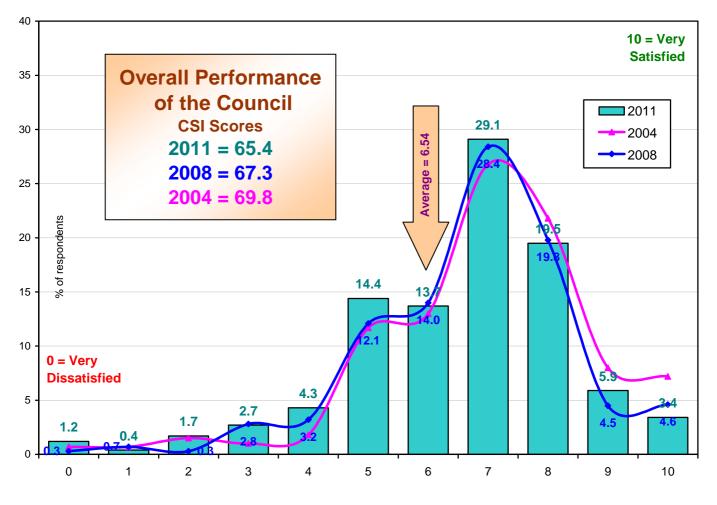
The Overall Performance of Council in the past 12 months

The questionnaire measured the satisfaction level for a range of specific services and facilities the Whakatane District Council provided. Once the respondent had covered these individual attributes, they were asked 'Thinking not only about the elected members and Council staff but also the services and facilities the Council provides and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council in the past 12 months?'

Over half of the respondents (58%) were satisfied with 'the **Overall Performance** of Council in the past 12 months' (scores of 7 - 10). However, only 37 respondents (9.3%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (29% versus 28% in 2008). Over a third of the respondents (32%) rated 'the **Overall Performance** of Council' with a score that was neutral (scores 4 - 6). Only a few respondents (6.0%) were actually dissatisfied with the Overall Performance of Council (Scores 0 - 3). The results are very similar to the previous readings.

The Customer Satisfaction Index (The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied)), (a weighted score across the satisfaction scale) is used to reflect respondent satisfaction with the various facilities and services provided by Council. The CSI score for 'the **Overall Performance** of Council in the past 12 months' was 65.4, 1.9 points lower than the 67.3 recorded in 2008 and 4.4 points lower than the 69.8 recorded in 2004. The CSI score of 65.4 again implies the respondents have some serious issues with Council.



	tisfaction with the Overall	Total	400	65.4
Performance of Council by		Whakatane Ward	171	66.3
de	mographics	Ohope Ward	37	66.6
There are a number of variables which		Rangitaiki	108	
ap	pear to have a significant impact on	Taneatua / Waimana	28	66.1
ove	erall satisfaction. The chart opposite	Murupara / Galatea	56	67.0
cor	mpares these variables.			
Мо	st of the subgroups rate the Overall	Live in Town	225	66.0
Performance of Council with scores that infer they have some issues.		Live in the Country	162	64.7
Th	e variables that appear to have had the	Men	173	64.5
	eatest impact on satisfaction with the	Women	227	66.3
	erall performance of Whakatane District			
	uncil were:	Under 35 years	38	69.0
	These from the Murupers / Colotes Word	35 - 64 years	253	
•	Those from the Murupara / Galatea Ward (CSI score 67.0) are the most satisfied while those from the Rangitaiki Ward	65+ years	107	66.2
	appear the least satisfied (CSI score 62.7).	Work full time	204	64.6
		Work part time	51	63.4
•	Those who live in Town (CSI score 66.0) are more satisfied than those who live in the Country (CSI score 64.7)	Not working	145	67.6
		Less than \$30,000	71	66.7
•	Those aged under 35 are the most	\$30,000 to \$70,000	123	65.8
	satisfied (CSI score 69.0) versus CSI scores from 64.6 to 66.2 for the other age	More than \$70,000	128	64.6
	brackets. Note generally the older the respondents the higher the level of	Maori desœnt	105	65.6
	satisfaction.	European descent	274	65.7
		New Zealander	12	60.7
•	Those with a household income over \$70,000 (CSI score 64.6) are less satisfied	Other	9	61.7
	than those in the lower income brackets (CSI score 66.7 and 65.8).	In Whakatane < 2 years	27	67.1
	, ,	Lived 2 - 10 years	65	65.0
•	Those who own their own home are significantly less satisfied than those who don't (CSI score 63.8 and 72.7)	In Whakatane 10+ years	308	65.3
	respectively.	Internet at home	309	65.1
		At work only	14	67.1
•	Those who pay rates are significantly less satisfied than those who don't (CSI score 64.6 and 72.6) respectively.	No internet access	77	66.8
	, , , ,	Own home	332	63.8
•	Respondents who thought they received good value for their rates (CSI score 75.5)	Renting	65	72.7
	were significantly more satisfied than those who thought they got poor value for	Own business	88	63.7
	their rates (CSI score 47.7). This again raises the question, is it satisfaction that	No business	312	65.9
	drives 'value' or is it perceived value that	Pay rates	357	64.6
	drives satisfaction.	No rates	43	72.6
		Rates poor value	62	47.7
		Rates neither	150	
		Rates good value	111	
		CSI Score		
			о Г	20 40 60 80 100
				CSI Score # of respondents

	tisfaction with the Overall rformance of Council by services	Total	400		65.4
	e type of road the respondent lives side, and the type of water supply and	Residential sealed road	253		65.2
wa	stewater system at the respondent's	State highway	38		63.4
	ne, had a significant impact on the elements of satisfaction with the overall	Country sealed road	97		67.0
pe	formance of Council.	Country unsealed road	7		70.2
Most of the subgroups rate the Overall Performance of Council with scores that		Mains water supply network	321		66.0
infe	er they have some issues.	Tank water	22		61.7
The chart opposite compares these variables.		Bore water	37		66.5
•	The few living on state highways tend to be the least satisfied (CSI score 63.4)	Town Wastewater	254		65.8
•	The few on tank water (CSI score 61.7) are the least satisfied this year.	Septic tank	133		64.8
•	Connection to the mains wastewater and sewerage system appears to have little impact on the level of satisfaction with the overall performance of Council.	Applied for building consent	73		66.2
		No building consent	325		65.3
•	Those who have applied for a building consent (CSI score 66.2) are marginally more satisfied than those who have not	Applied for resource consent	41		65.9
		No resource consent	355		65.5
	(CSI score of 65.3).	No resource consent			00.0
•	Those who have applied for a resource consent (CSI score 65.9) are no more or	Applied for LIM	28		66.9
	less satisfied that those who have not (CSI score of 65.5).	No LIM applications	368		65.6
•	Applying for a LIM appears to have little				
	impact on the level of satisfaction with the overall performance of Council.	Contacted Council Staff	305		66.9
•	Those who had contact with Council staff	No contact	93		59.5
	(CSI score 66.9) are significantly more satisfied than those who had no contact				
	(CSI score 59.5).	Contacted Mayor/Councillors	147		66.3
•	Contact or not with the Elected Members has less impact on the respondents satisfaction with the overall performance of Council.	No contact	253		64.9
•	Those who are interested in attending	Contacted Community Board	109		62.6
-	Council meetings (CSI score 62.5) are less satisfied that those who are not interested (CSI score of 67.5).	No contact	289		66.6
		Interested in meetings	161		62.5
		Not interested	239		67.5
		CSI Score	0	20 40	60 80 100
				CSI Score	# of respondents

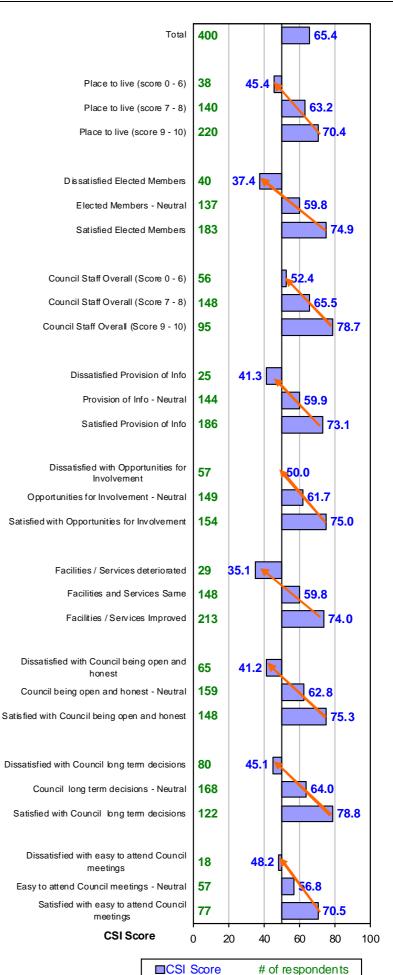
Satisfaction with the Overall Performance of Council by Attitudes

There are a number of other questions which appear to have a significant impact on overall satisfaction. The chart opposite compares these variables.

It appears that the way the respondent rates the overall performance of Council is related to how they think the Council has performed in a number of specific areas.

The variables that appear to have had the greatest impact on satisfaction with the overall performance of Whakatane District Council were:

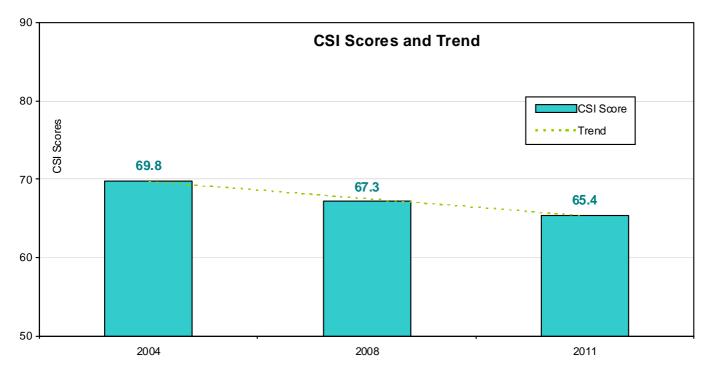
- Those who were satisfied with Whakatane as a place to live (CSI score 70.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with Whakatane as a place to live (CSI score 45.4).
- Those who were satisfied with the Elected Members (CSI score 74.9) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Elected Members (CSI score 37.4).
- Those who were satisfied with the Staff overall (CSI score 78.7) are significantly more satisfied with the overall performance of Council than the few who were dissatisfied with the Council Staff (CSI score 52.4).
- Those who were satisfied with the Council's provision of information (CSI score 73.1) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI score 41.3).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI score 75.0) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI score 50.0).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 75.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 41.2).



Prepared by International Research Consultants Ltd Key Contact: John Dennis phone 09 424 0516 or 0274 902 519

Overall Satisfaction CSI score Trends

The following chart shows the trend in the CSI scores for the past three readings. The CSI score of 65.4 is 1.9 points lower than that recorded in 2008, and is the lowest recorded by this monitor. There is a slight downward trend in the CSI scores.

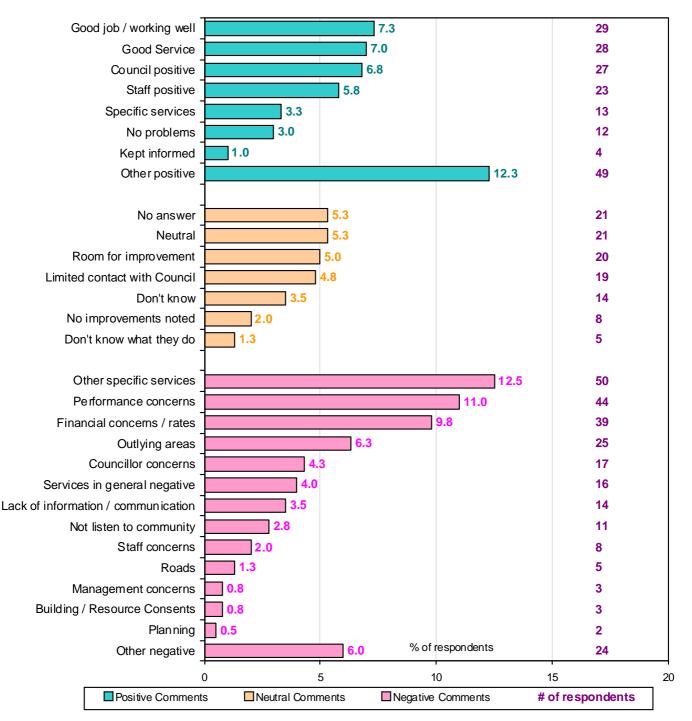


Overall Satisfaction: Reasons for feeling this way

The respondents were asked why they rated the overall performance of Council the way they did. This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with some respondents offering positive reasons for giving a high score while others offered reasons for giving a lower score.

The main positive comments evolved around Council doing a good job or working well for the District (7.3%), good service (7%), positive comments about the Council (6.8%) or about the staff (5.8%).

The main negative comments had to do with concerns about specific services (13%), concerns with the performance of Council (11.0%), concerns about the rates or other financial concerns (9.8%), or concerns in relation to the outlying areas (6.3%).



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

The Elected Members of Council

The respondents were asked 'Council is made up of two main groups – the Elected Members (the Councillors and Mayor) and secondly the staff of Council that provide the various services and manage the various facilities.

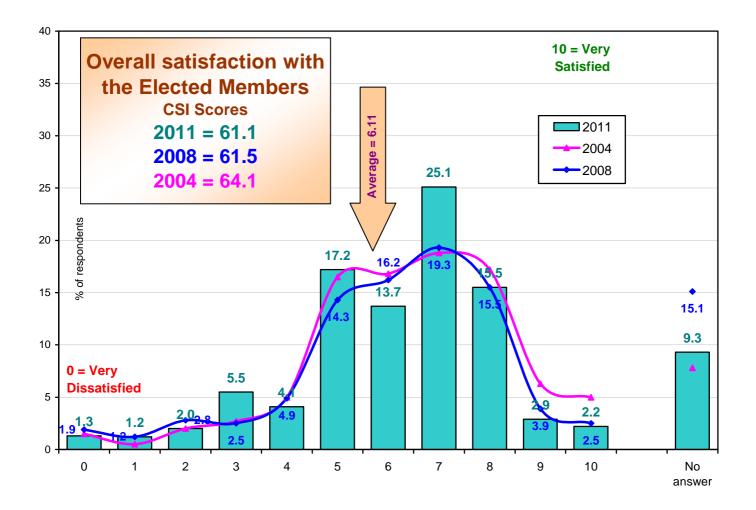
Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors)?'

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the Elected Members to offer a rating.

Less than half of the respondents (46%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 - 10). However, only 20 respondents (5.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (25%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 - 6). A tenth of the respondents (10%) were actually dissatisfied with the Elected Members (Scores 0 - 3).

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.1. This is 0.4 points lower than the CSI score of 61.5 recorded in 2008. A CSI score of 61.1 implies that respondents have some serious issues with the **Elected Members** of Council.



61.1

62.1

62.8

60.4 58.3

58.9

61.1

61.8

61.7

65.0

64.0

60.6

59.5

61.1

63.1

60.9

61.1

58.5

60.0

61.5

61.7

61.1

61.1

61.2

60.1

60.1

61.4

60

58.6

59.3

64.1

61.5

62.9

66.7

70.9

80

60.9

58.7

59.8

51.4

60

66.4

71.5

71.7

58.5

52.9

62.5

62.3

56.1

61.1

Total

Whakatane Ward

Taneatua / Waimana

Murupara / Galatea

Ohope Ward

Rangitaiki

400

171

108

37

28

56

126

231

0

Satisfaction with the Elected Members of Council by demographics

There are a number of variables which appear to have a significant impact on the respondents satisfaction with the Elected Members. The chart opposite comp these variables.

Most of the subgroups rate the over performance of the Elected Member Council in the past year (i.e. the Mar Councillors and Community Boards) scores that infer they have some iss

The variables that appear to have h greatest impact on satisfaction with overall performance of the Elected Members of Council were:

- Those from the Taneatua / Waiman Murupara / Galatea (CSI score 58.3 58.9 respectively) appear slightly les satisfied than those from the other V (CSI score 60.4 - 62.8).
- Those who own their own home are . satisfied than those who are renting score 60.1 and 66.4 respectively).
- Those who pay rates are less satisfi those who don't (CSI score 60.2 and respectively.
- Respondents who thought they rece good value for their rates (CSI score were significantly more satisfied that who thought they got poor value for rates (CSI score 40.7).
- Those who had contact with the Ele • Members (CSI score 64.1) appear s more satisfied than those who had r contact with the Elected Members (score 59.3)
- Those who were interested in meeting . score 58.7) appear less satisfied that who were not interested in meetings score 62.9)
- Those who rated Whakatane as a p live with scores of 9 or 10 (CSI score were significantly more satisfied that who rated Whakatane as a place to scores of 0 to 6 (CSI score 35.5)
- Those who are satisfied with the Overall Performance of the Council in the past 12 months (scores 7 - 10) were significantly more satisfied (CSI score 70.9) than those who rated the Overall Performance of the Council with a score of 0 - 3 (CSI score 24.9)

pares	Live in Town Live in the Country Live in both	225 162 13
rall rs of	Men Women	173 227
yor and) with sues.	Under 35 years 35 - 64 years 65+ years	38 253 107
ad the the	Work full time Work part time Not working	204 51 145
na and 3 and	Less than \$30,000 \$30,000 to \$70,000 More than \$70,000	71 123 128
ss Wards	Maori descent European descent New Zealander Other	105 274 12 9
e less g (CSI	In Whakatane < 2 years Lived 2 - 10 years In Whakatane 10+ years	27 65 308
fied than d 71.5)	Internet at home At work only No internet access	309 14 77
eived e 71.7)	Own home Renting	332 65
an those • their	Own business No business	88 312
ected slightly	Pay rates No rates	357 43
no (CSI	Rates poor value Rates neither Rates good value	62 150 111
ings (CSI an those	Contacted Mayor/Councillors No contact	147 253
s(CSI	Contacted Community Board No contact	109 289
place to re 66.7)	Interested in meetings Not interested	161 239
an those b live with	Place to live (score 0 - 6) Place to live (score 7 - 8) Place to live (score 9 - 10)	38 140 220
verall	Dissatisfied Council Overall	26





CSI Score # of respondents

40

35.5 💌

24.9

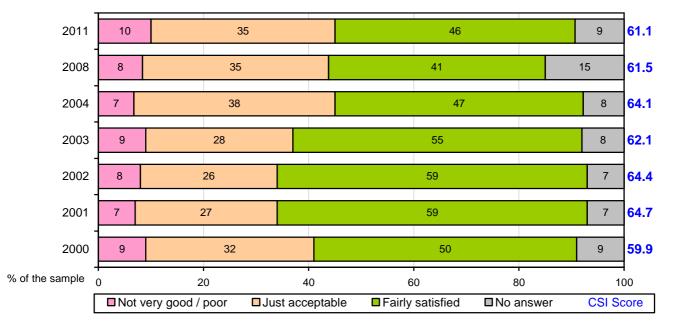
20

40.7

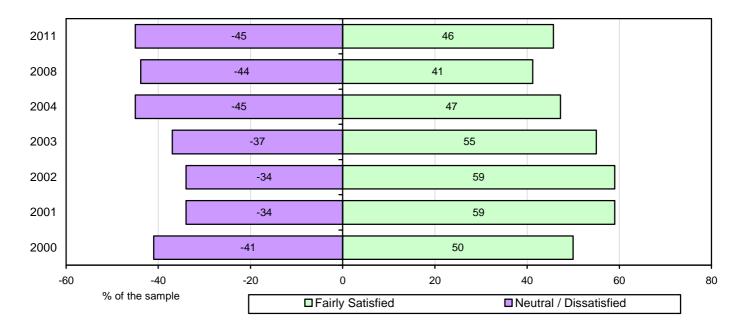
100

Elected Members Satisfaction Comparison with History

The following chart compares the history of satisfaction with the overall performance of the Elected Members using the previous 3 point scale and an estimated CSI score for each year prior to 2004. The current 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied) has been fitted to the old 3 point scale on the basis that satisfaction scores of 7 to 10 = Fairly Satisfied, scores from 4 to 6 = Just Acceptable and scores from 0 - 3 = Not Very Good / Poor. This shows that the largest group of respondents, (46%) are fairly satisfied with the Elected Members. Over a third of the sample (35%) thought their performance was just acceptable and 10% rated the performance as poor.

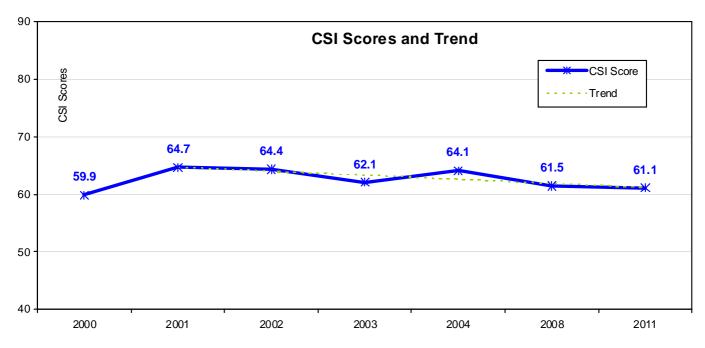


Comparing the proportion of respondents who were fairly satisfied versus those who are less than satisfied shows that there are more satisfied and a similar number of neutral / dissatisfied respondents this year when compared with 2008.



Elected Members CSI score trends

The following chart shows the trend in the CSI scores for the previous readings. The CSI score of 61.1 is 0.4 points lower than that recorded in 2008. This is the lowest recorded since 2000 but is on par with the declining trend line of the past six readings.

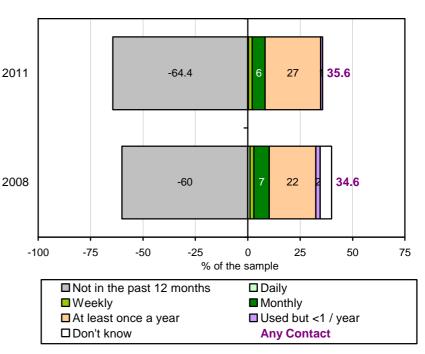


Contact with Councillors and Mayor

Two thirds of the respondents (64%) had not contacted a Councillor or the Mayor in the past year.

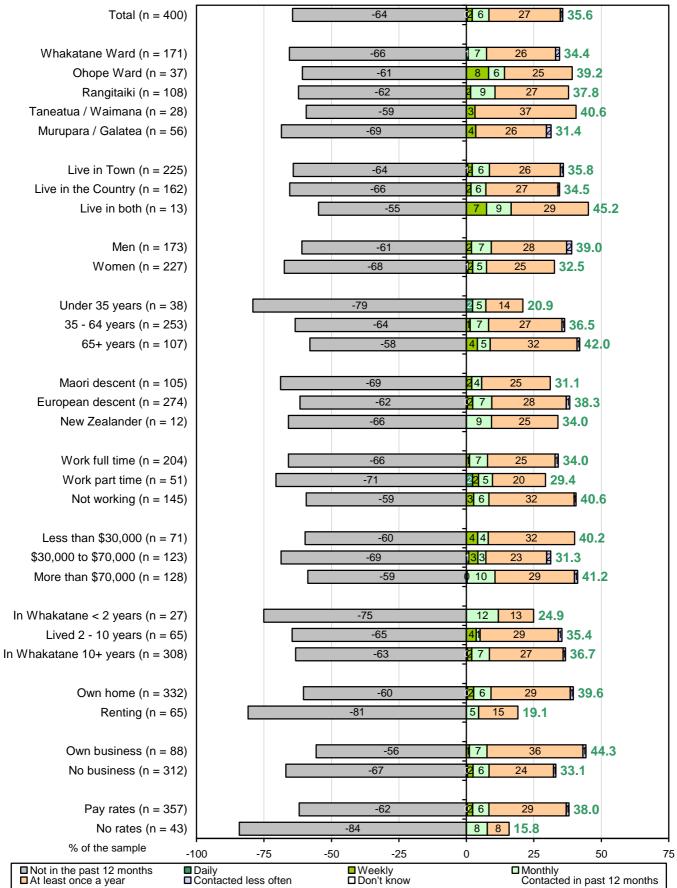
A third of the respondents had contact with a Councillor or the Mayor in the past year (36%). This includes 6% who contacted them monthly and 27% who contacted them at least once a year.

The frequency of contacting a Councillor or the Mayor is similar to the previous results.



The chart over the page compares the level of contact with a Councillor or the Mayor among the various subgroups of interest. The subgroups significantly **more likely** to have had contact with a Councillor or the Mayor in the past year included those:

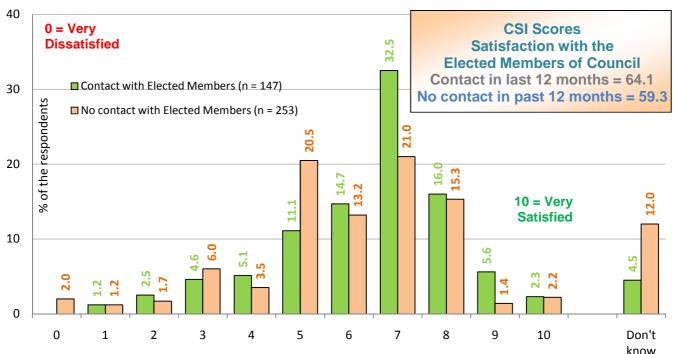
- Who own or operate their own business (44% of the subgroup).
- Who live in their own home (40% of the subgroup).
- Who pay rates (38% of the subgroup).
- Those with a total annual household income over \$70,000 (41% of the subgroup)



Contact with the Councillors or Mayor by subgroup

Satisfaction with the Mayor or the Councillors by whether contacted or not

Respondents who had contact with an Elected Member in the past 12 months (n = 147) were slightly more satisfied with the Elected Members than those who had no contact with them. Over half of those who had contact with the Elected Members (56%) were satisfied, while 31% were neutral and just 8% were dissatisfied. The figures were 40%, 37% and 11% respectively for those who had no contact with an Elected Member in the past 12 months. The CSI score was 64.1 for those who had contact with an Elected Member in the past 12 months versus 59.3 for those who had none.



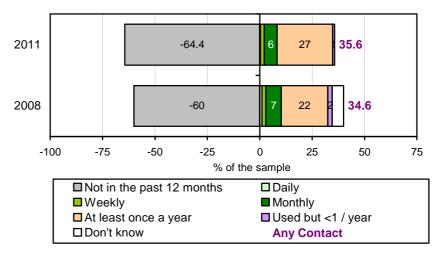
Satisfaction Score (0 = very dissatisfied to 10 = very satisfied)

Contact with community board

Two thirds of the respondents (64%) had not contacted a member of their community board in the past year.

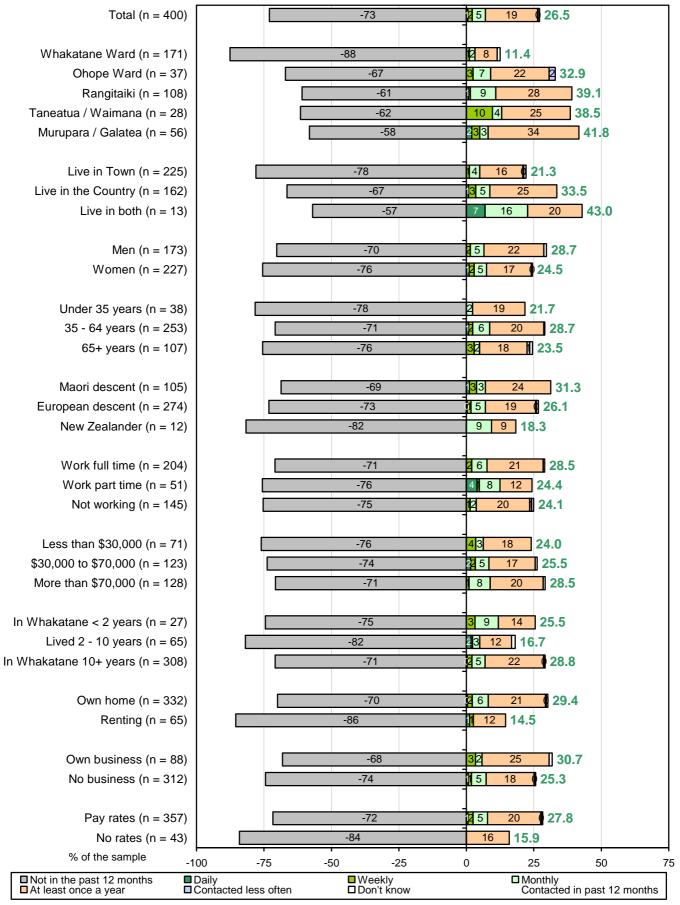
A third of the respondents had contact with a member of their community board in the past year (36%). This includes 6% who contacted them monthly and 27% who contacted them at least once a year.

The frequency of contacting a member of the community board is similar to the previous results.



The chart over the page compares the level of contact with a Councillor or the Mayor among the various subgroups of interest. The subgroups significantly **more likely** to have had contact with a Councillor or the Mayor in the past year included those:

- Who live in the country (34% of the subgroup).
- Who live in Murupara / Galatea (42% of the subgroup) or in the Rangitaiki Ward (39% of the subgroup)
- Who live in their own home (29% of the subgroup).
- Who pay rates (28% of the subgroup).



Contact with a member of your community board by subgroup

The Overall Performance of Elected Members – Why less than satisfied

The respondents were asked 'Council is made up of two main groups – the Elected Members (the Councillors, Mayor and Community Boards) and secondly the staff of Council that provide the various services and manage the various facilities. Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)?' Those who rated with a score of 5 or less (not satisfied) were asked why they rated the overall performance of the Elected Members of Council the way they did (n= 123).

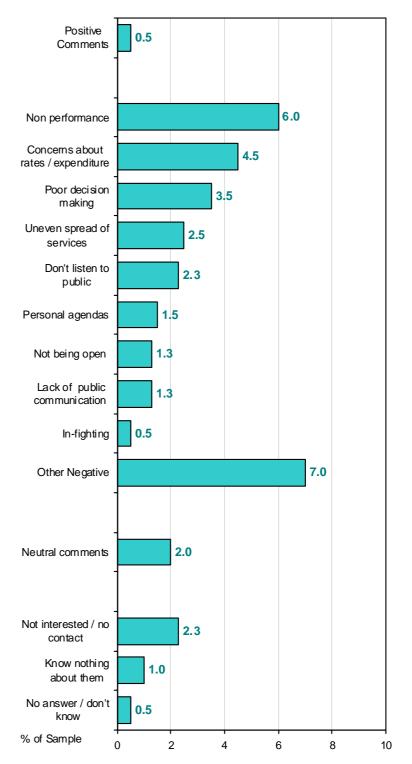
This question was asked as an open question with the answers grouped together for analysis purposes.

The most common theme was about issues in relation to non performance. This was mentioned by 24 respondents (6.0% of the sample but 20% of those who were not satisfied).

This was followed by 5% who mentioned concerns about rates or expenditure then poor decision making (14 respondents - 3.5% of the sample) while 2.5% mentioned the uneven spread of services across the district.

A few mentioned not listening to the public (2.3%), personal agendas (1.5%), not being open or lack of communication (1.3%)

There was also a range of other suggestions.



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

Council Staff

Dealing with Council Staff

The respondents were asked 'Thinking now about the staff at all Council facilities including the Libraries, the Museum and Art Gallery, as well as staff in the main Council office; how often have you made contact with Council staff over the past year?'

Three quarters of the respondents (77%) had some contact with Council staff during the previous year. This is up 5% on the last reading but similar to the 2004 result. The proportion who said they had no contact is similar to the previous readings.

Most people contacted Council staff at least once per year (38%) while 26% contacted monthly and 11% weekly.

A quarter of all respondents (23%) had no contact with Council staff during the past twelve months.

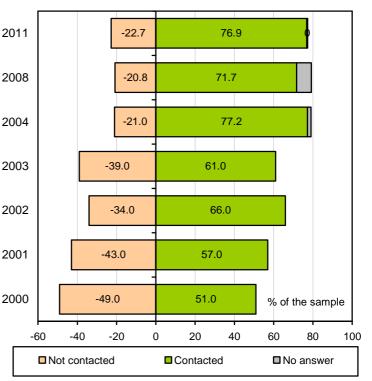
Frequency of contact with Council Staff

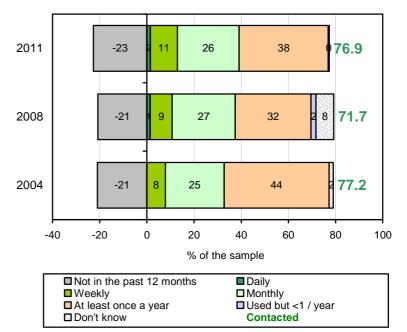
The respondents were asked 'How often have you made contact with Council Staff over the past year?'

Three quarters of the respondents (72%) had made contact with Council Staff in the past 12 months.

Over a third (38%) had made contact with Council Staff at least once per year while 26% had contact monthly, 11% weekly and a few respondents (2%) daily.

A quarter of the respondents (23%) had had no contact with Council Staff in the past 12 months.





The chart over the page compares the level of staff contact among the various subgroups of interest. The subgroups that were significantly **more likely** to have had **contact** with **Council staff** over the last 12 months included:

- Those in part time paid employment (84% of the subgroup)
- Those from the Ohope Ward (83% of the subgroup)
- Those in the 35 -64 age group (81% of the subgroup)
- Those who live in town (79% of the subgroup)
- Those who own their own home, (79% of the subgroup)
- Those of European descent (79% of the subgroup)
- Those who pay rates (78% of the subgroup)

Total (n = 400)		-23	2 11	26	38	76.9
Whakatane Ward (n = 171)		-21	1 15	29	34	78.3
Ohope Ward $(n = 37)$		-17	3 14	38		28 83.2
Rangitaiki (n = 108)		-25	6	26	43	74.7
Taneatua / Waimana (n = 28)		-20	15	20	45	79.7
Murupara / Galatea (n = 56)		-28	6 9	11	46	71.6
			1			
Live in Town (n = 225)		-21	2 13	29	35	79.2
Live in the Country (n = 162)		-27	17	23	42	72.4
			-			
Men (n = 173)	l I	-22	1 10	29	38	77.6
Women (n = 227)	ſ	-23	2 13	23	38	76.2
, , , , , , , , , , , , , , , , , , ,			1			
Under 35 years (n = 38)		-26	5 5	21	45	74.5
35 - 64 years (n = 253)		-19	1 14	27	39	80.6
65+ years (n = 107)		-31	9	26	32	68.2
				I		
Maori descent (n = 105)		-26	2 11	18	42	73.3
European descent (n = 274)		-21	1 11	30	37	78.9
New Zealander (n = 12)		-25	7 17		51	75.1
		-25			51	75.1
$M_{\rm orb}$ full time $(n = 20.4)$		20		26	44	70.2
Work full time $(n = 204)$		-20	2 12	26	41	79.3
Work part time $(n = 51)$		-16	2 8	30	45	84.0
Not working $(n = 145)$		-29	1 13 -	26	31	70.2
Less than \$30,000 (n = 71)		-24	3 17	25	31	74.7
\$30,000 to \$70,000 (n = 123)	_	-18	2 9	29	41	80.9
More than $$70,000 (n = 128)$		-19	13	27	41	80.8
more (mar + 70,000 (m - 120))		-15	-	21	T	00.0
In Whakatane < 2 years (n = 27)		-18	- 22	28	3	81.6
Lived 2 - 10 years (n = 65)		-25	3 16	33	24	
n Whakatane 10+ years (n = 308)		-23	2 9	25	42	76.8
			1			
Own home (n = 332)		-21	2 10	29	38	78.5
Renting $(n = 65)$		-30	19	16	34	69.8
Kenning (H = 00)			-			03.0
Own business (n = 88)		-20	1 12	29	38	80.0
CWII DUSIIIESS (II = 00)		-20	2 11	29	38	76.0
No business $(n - 242)$		-24		20	30	10.0
No business (n = 312)						
			-			70.4
Pay rates (n = 357)		-22	2 11	28	38	78.1
		-22 -31	2 11 17	28 15	38 35	78.1

Contact with Council Staff by subgroup

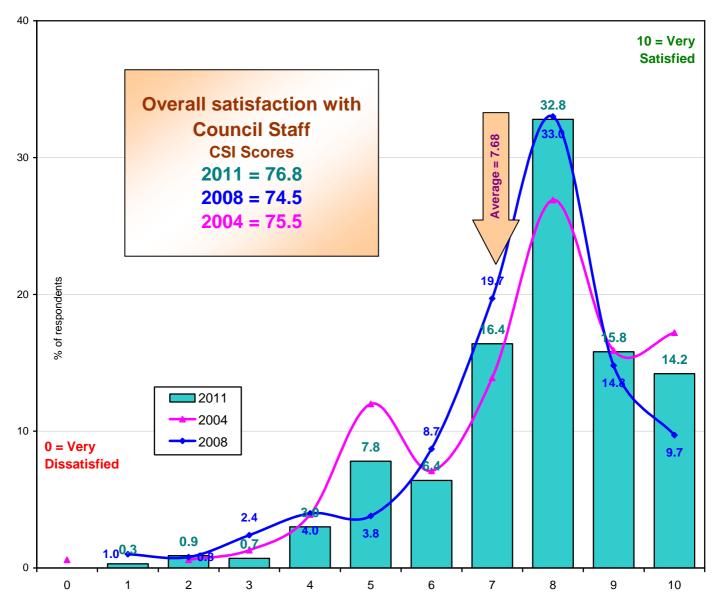
Satisfaction with Council Staff

Respondents who had some interaction with the Council Staff (n = 305) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Four fifths of the respondents who had dealings with Council Staff (79%) were satisfied with the overall performance of the staff, (Scores 7 – 10). The mode was a score of 8 (33%) and 30% rated the service with a score of 9 or 10 (exceeded expectations).

A sixth of those who had dealings with Council Staff (17%) rated this as neutral (Scores 4 - 6) while six respondents (1.8%) were actually dissatisfied.

The CSI score was 76.8, up 2.3 points from 2008. However, the CSI score infers there is potential for improvement.



Overall Satisfaction versus the Staff and Elected Members

The overall satisfaction was asked using three questions covering satisfaction with the Elected Members, then Council Staff and lastly the Overall Performance of Council. This was asked as follows:

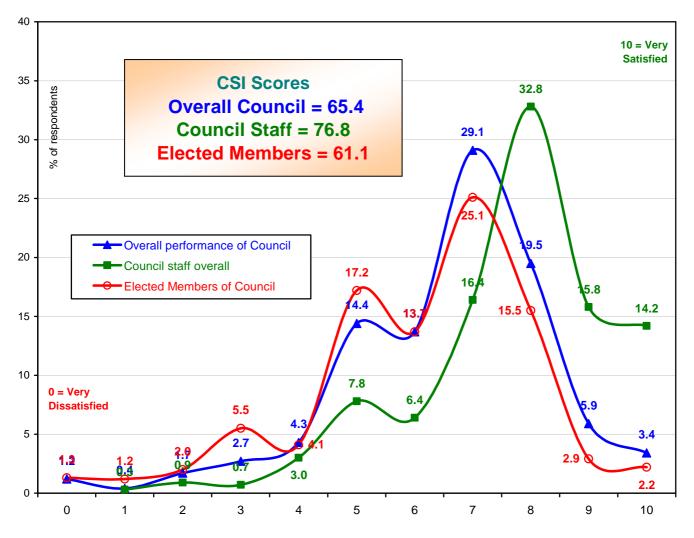
Staff Question: 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Elected Members question: Respondents were then asked 'Council is made up of two main groups – the Elected Members (the Councillors and Mayor) and secondly the staff of Council that provide the various services and manage the various facilities. Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors)?'

Overall Council Question: Finally respondents were asked 'Thinking not only about the elected members and Council staff but also the services and facilities the Council provides and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council in the past 12 months?'

Respondents were most satisfied with the Council Staff with a CSI score of 76.8. Over a quarter of the respondents (30%) were very satisfied (scores of 9 and 10) while 33% rated their satisfaction with a score of 8.

By comparison, the CSI score was 61.1 for the Elected Members. Only 20 respondents (5.1%) were very satisfied (scores of 9 and 10) while 16% rated their satisfaction with a score of 8. By contrast, the CSI score was 65.4 for the Overall Performance of Council.



Satisfaction with the Overall Performance of Council Staff by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

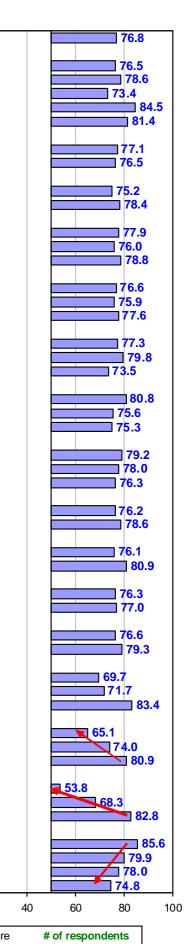
The analysis shows that there are reasonably good levels of satisfaction with the Overall Performance of Council Staff across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the **Overall Performance of Council Staff** were:

- Those from the Rangitaiki Ward (CSI score 73.4) appear less satisfied than those from the other Wards.
- Women (CSI score 78.4) appear more satisfied than Men (CSI score 75.2).
- Those with a household income over \$70,000 (CSI score 73.5) appear less satisfied than those in the lower income brackets
- Respondents who thought they received good value for their rates (CSI score 83.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 69.7).
- Those who rated Whakatane as a place to . live with scores of 9 or 10 (CSI score 80.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 65.1)
- Those who were satisfied with the overall . performance of Council (CSI score 82.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 53.8).
- The few who deal with staff on a daily basis were significantly more satisfied (CSI score 85.6) than those who dealt with staff once per year (CSI score 74.8)

Total	305
Whakatane Ward	132
Ohope Ward	31
Rangitaiki Ward	80
Taneatua / Waimana	22
Murupara / Galatea	40
Live in Town	176
Live in the Country	118
Men	134
Women	171
Under 35 years	29
35 - 64 years	203
65+ years	72
Work full time	162
Work part time	42
Not working	101
Less than \$30,000	51
\$30,000 to \$70,000	100
More than \$70,000	104
Maori descent	77
European descent	214
New Zealander	9
In Whakatane < 2 years	22
Lived 2 - 10 years	49
In Whakatane 10+ years	234
Internet at home	242
No internet access	51
Own home	257
Renting	46
Own business	70
No business	235
Pay rates	276
No rates	29
Rates poor value	41
Rates poor value	118
Rates good value	97
Place to live (score 0 - 6)	28
Place to live (score 7 - 8)	107
Place to live (score 9 - 10)	168
Dissatisfied Council Overall	15
Council Overall - Neutral	98
Satisfied with Council Overall	190
Daily	5
Weekly	45
Monthly	103
Yearly	152

CSI Score



CSI Score

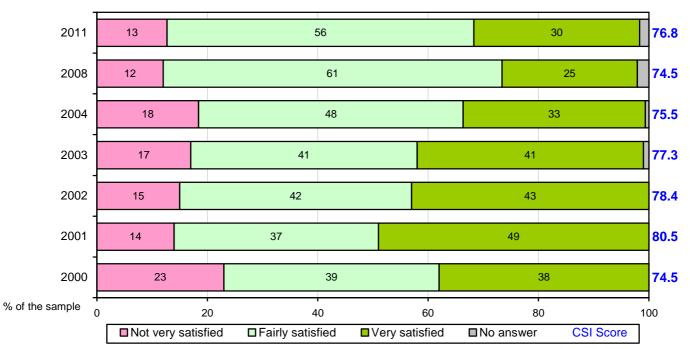
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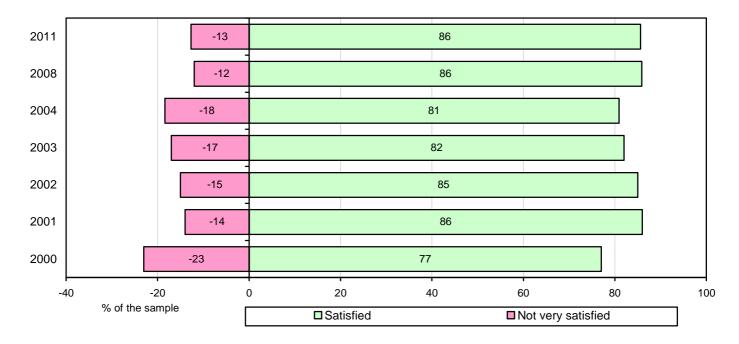
Council Staff Satisfaction Comparison with History

The following chart compares the history of satisfaction with the overall performance of Council staff using the previous 3 point scale and an estimated CSI score for each year prior to 2004. The current 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied) has been fitted to the old 3 point scale on the basis that satisfaction scores of 7 to 10 = Fairly Satisfied, scores from 4 to 6 = Just Acceptable and scores from 0 - 3 = Not Very Good / Poor.

This shows that the largest group of respondents who had contact with the staff, (56%) are fairly satisfied with the service from staff with a further 30% being very satisfied. An eighth of the respondents, (13%) were not very satisfied. The CSI score is 2.3 points higher than 2008.

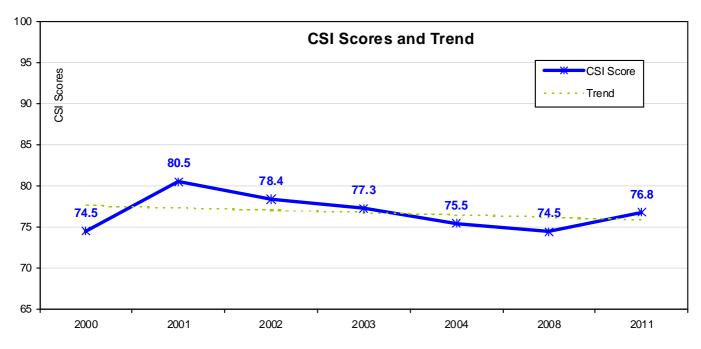


Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are a similar proportion of satisfied and not very satisfied respondents this year when compared with 2008.



Council Staff CSI score trends

The following chart shows the trend in the CSI scores for Council staff. The current CSI score of 76.8 is 2.3 points higher than that recorded in 2008. This is in the middle of the range of recorded results but slightly ahead of the trend line of the past seven readings.

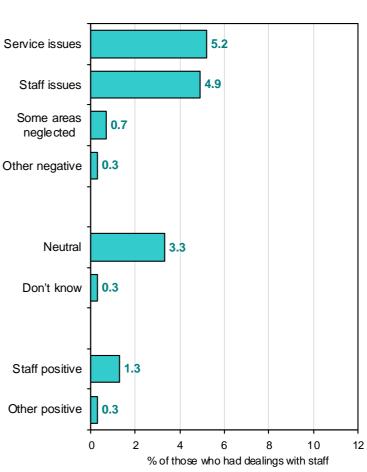


The Overall Performance of Council Staff – Why less than satisfied

The respondents who had dealings with staff in the past 12 months (n = 305) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?' Those who rated with a score of 5 or less (not satisfied) were asked why they rated the overall performance of Council staff the way they did (n= 36).

This question was asked as an open question with the answers grouped together for analysis purposes.

The most common theme was about services issues mentioned by 16 respondents (5.2% of the subgroup) followed by concerns with Council staff (4.9% of the subgroup who had dealings with staff).

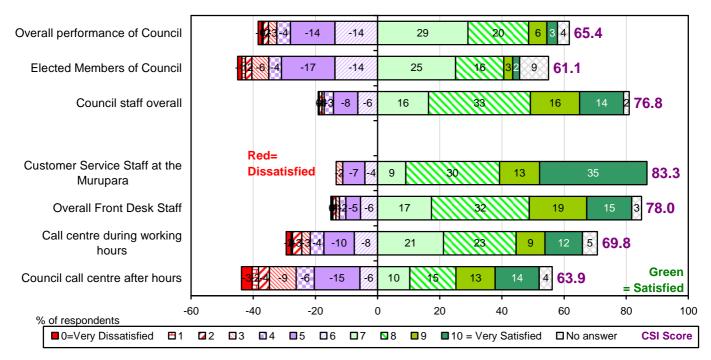


There was also a range of other suggestions.

(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

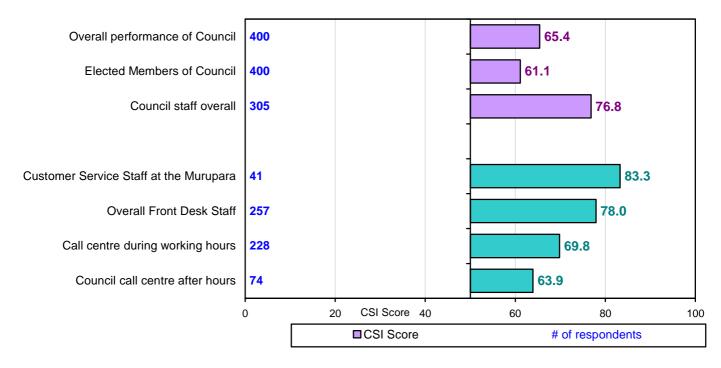
Satisfaction with Staff factors of the Council

The majority of respondents are satisfied (scores 7 - 10) with each of the staff factors. This ranges from 52% being satisfied with the factor 'the overall service from the Council call centre after hours' up to 87% for the factor 'the overall service from the Customer Service Staff at the Murupara Customer Services Centre'. Conversely, only a small proportion of respondents were dissatisfied with each factor (scores 0 - 3). This ranged from 1.9% for the factor 'the overall performance of Council staff in the past 12 months' up to 18% for the factor 'the overall service from the Council call centre after hours'.



Note: The staff factors are rated only by those who had used that service in the past 12 months.

The CSI scores range from a high of 83.3 for 'the overall service from the Customer Service Staff at the Murupara Customer Services Centre' down to 63.9 for 'the overall service from the Council call centre after hours'. Some of these scores reflect an excellent performance while others reflect a need for improvement.

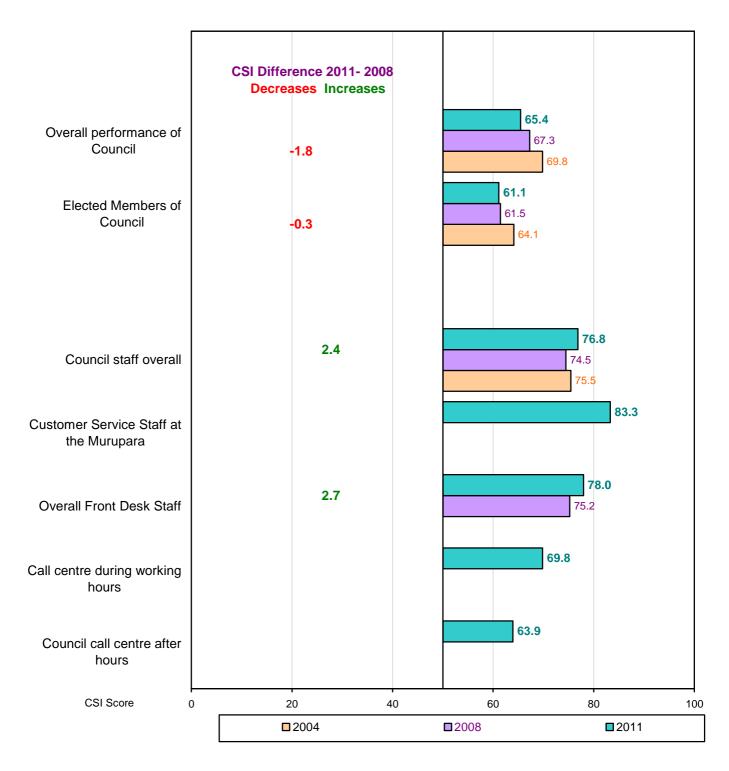


Staff CSI scores – Comparison with previous years

The following chart compares the CSI scores for 2011 versus 2008 and 2004 for the Staff factors.

Most of the staff factors were added to the questionnaire in 2011 so there is no comparison.

There was a mix of 2 increases and 2 decreases in CSI scores from 2008. The largest increase was a rise of 2.7 points for 'the overall service from the Customer Service / Front Desk Staff at the Council at Whakatane' (CSI score 78.0) followed by a 2.4 point increase for 'the Overall performance of the Council Staff in the past 12 months' (CSI score 76.8). The largest decrease was of 1.8 points for 'the Overall performance of Council in the past 12 months' (CSI score 65.4) and a 0.3 point decrease for 'the overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)' (CSI score 61.1).



Front desk in the Council Building in Whakatane

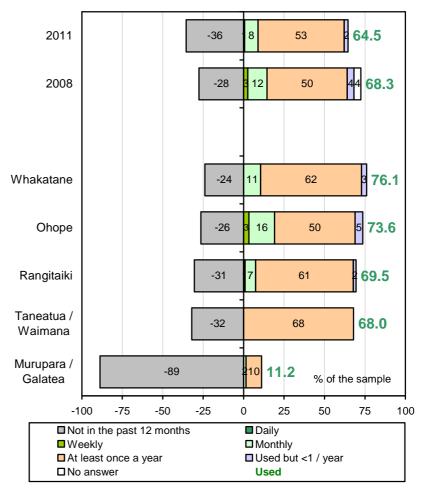
Respondents were asked how often they had called into the Front desk in the Council Building in Whakatane in the past 12 months.

Frequency of using the Front desk

Two thirds of the respondents (65%) had used the Front desk in the Council building in Whakatane in the past 12 months, while a third of the respondents (36%) had not used this and 2% didn't know.

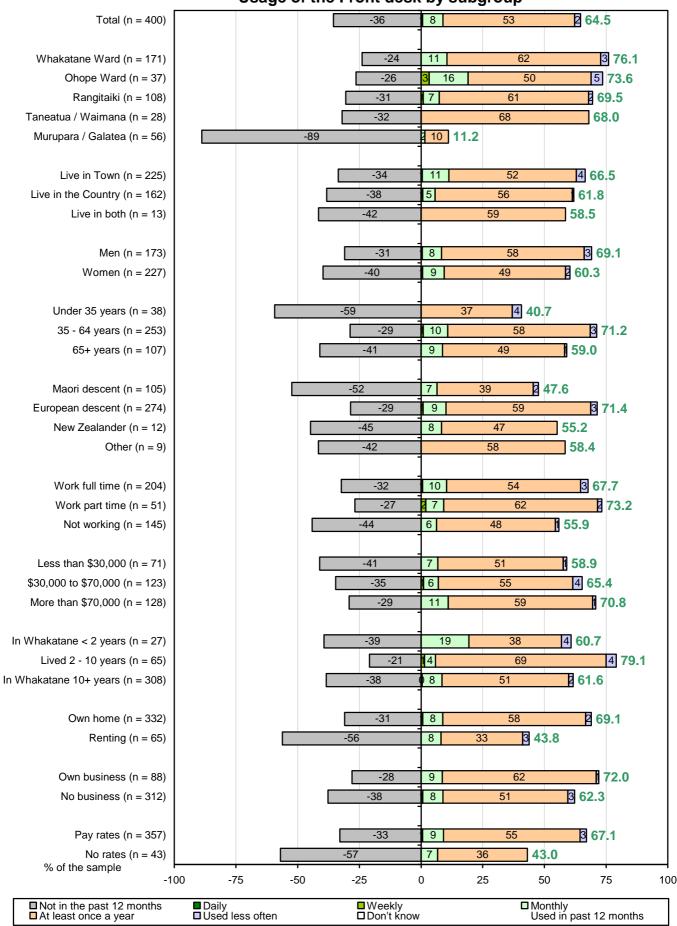
Of those who had used the Front desk in the Council building in Whakatane, half (53%) had used them at least once per year. A tenth of the sample (8%) had used them on a monthly basis and 3% on a weekly basis. No respondents (0%) used the Front desk daily, while 2% had used it less than once per year.

Usage of the Front desk in the Council Building in Whakatane was lowest for those from the Murupara / Galatea Ward (11% versus 68 - 76% for those from the other Wards).



The chart over the page compares the usage of the Front desk in the Council building in Whakatane among the various subgroups of interest. Respondents who were significantly **more likely** to use the Front desk in the Council building in Whakatane include:

- Those who have lived in the Whakatane District between 2 10 years (79%)
- Those from the Whakatane Ward (76%) or Ohope (74%)
- Those working part time in paid employment (73%)
- Those who own or operate their own business (72%)
- Those aged 35 64 years old (71%)
- Those with a household income over \$70,000 p.a. (71%)
- Those of European descent (71%)
- Those who live in their own home (69%)
- Men (69%)
- Those who pay rates (67%)



Usage of the Front desk by subgroup

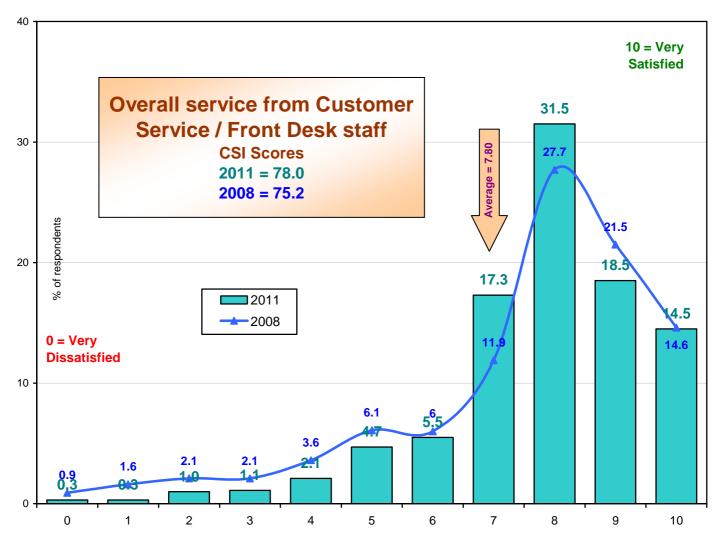
Satisfaction with the Overall service from the Customer Service / Front Desk staff

Respondents who had used Front desk in the Council Building in Whakatane in the last 12 months (n=257) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (82%) were satisfied with the Overall service from the Customer Service / Front Desk staff (Scores 7 – 10). A third (33%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (32%).

An eighth of the subgroup (12%) rated the Overall service from the Customer Service / Front Desk staff with a score that was neutral (Scores 4 - 6), and seven respondents (3%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the Overall service from the Customer Service / Front Desk staff was 78.0 This is an increase of 2.8 points from 2008. This indicates excellent service from the Customer Service / Front Desk staff.



Satisfaction with the Overall service from the Customer Service / Front Desk staff by demographics

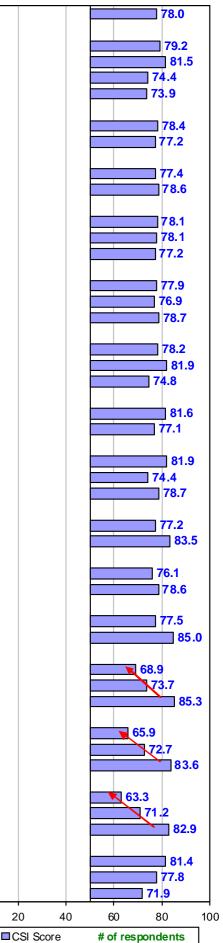
There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the Overall service from the Customer Service / Front Desk staff across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the Overall service from the Customer Service / Front Desk staff were:

- Those from the Ohope Ward (CSI score 81.5) appear more satisfied than those from other Wards (CSI score 73.9 79.2).
- Those with a household income over \$70,000 (CSI score 74.8) were less satisfied than those in the other income brackets (CSI score 78.2 – 81.9).
- Those who have lived in Whakatane for under 2 years (CSI score 81.9) were more satisfied than those who had lived there for longer (CSI score 74.4 – 78.7)
- Those who were renting (CSI score 83.5) were significantly more satisfied than those who owned their own homes (CSI score 77.2)
- Those who pay rates (CSI score 77.5) appear less satisfied than the few who don't pay rates (CSI score 85.0)
- Respondents who thought they received good value for their rates (CSI score 85.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 68.9).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 83.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 65.9)
- Those who were satisfied with the overall performance of Council (CSI score 82.9) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 63.3).
- Those who called into the front desk monthly (CSI score 81.4) appear more satisfied than those who use this less frequently

Total	257
Whakatane Ward	129
Ohope Ward	27
	75
Rangitaiki Ward	
Taneatua / Waimana	19
Live in Town	149
Live in the Country	101
Men	120
	-
Women	137
Under 35 years	15
35 - 64 years	178
65+ years	63
Work full time	139
Work part time	36
Not working	82
Less than \$30,000	42
\$30,000 to \$70,000	83
More than \$70,000	88
Maori descent	53
European descent	192
In Whakatane < 2 years	16
Lived 2 - 10 years	50
In Whakatane 10+ years	191
Own home	226
Renting	29
Own business	62
No business	195
Dovrotoo	227
Pay rates	237
No rates	20
Rates poor value	35
Rates neither	105
	82
Rates good value	02
Place to live (score 0 - 6)	45
Place to live (score 7 - 8)	108
Place to live (score 9 - 10)	66
· · · ·	
Dissatisfied Council Overall	13
Council Overall - Neutral	88
Satisfied with Council Overall	150
Monthly	32
At least once per year	214
Less than once per year	9
CSI Sooro	0 20



Customer Services Centre in Murupara

Frequency of calling into the Customer Services Centre in Murupara

The respondents were asked 'How often have you called into the Customer Services Centre in Murupara in the past 12 months?'

The vast majority of the respondents (90%) had not called into the Customer Services Centre in Murupara in the past 12 months.

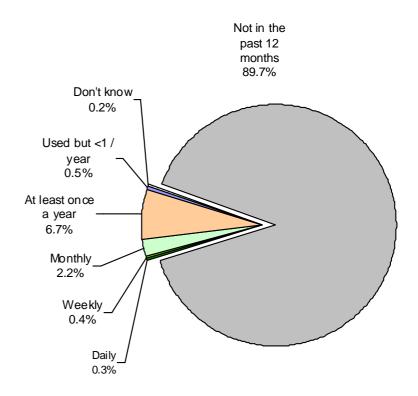
A tenth of the respondents (10%) had called into the Customer Services Centre in Murupara in the past 12 months.

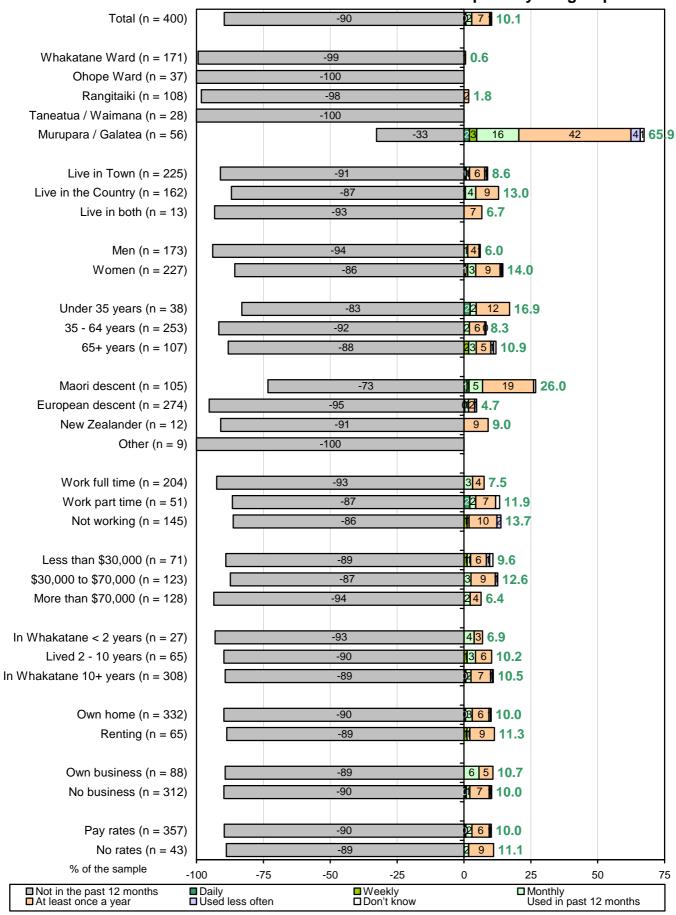
The largest group (7%) had called into the Customer Services Centre in Murupara at least once per year while 2% had contact monthly, 0.4% weekly and one respondent (0.3%) daily. A few (0.5%) had contact less than once per year.

The remaining respondent (0.2%) did not know if they had called into the Customer Services Centre in Murupara in the past 12 months.

The chart over the page compares the level of contact with the Customer Services Centre in Murupara among the various subgroups of interest. The subgroups that were significantly **more likely** to have called into the **Customer Services Centre in Murupara** over the last 12 months included:

- Those from the Murupara / Galatea Ward (66% of the subgroup)
- Those of Maori descent (26% of the subgroup)
- Those aged under 35 (17% of the subgroup)
- Women (14% of the subgroup)
- Those not in paid employment (14% of the subgroup)





Called into the Customer Services Centre in Murupara by subgroup

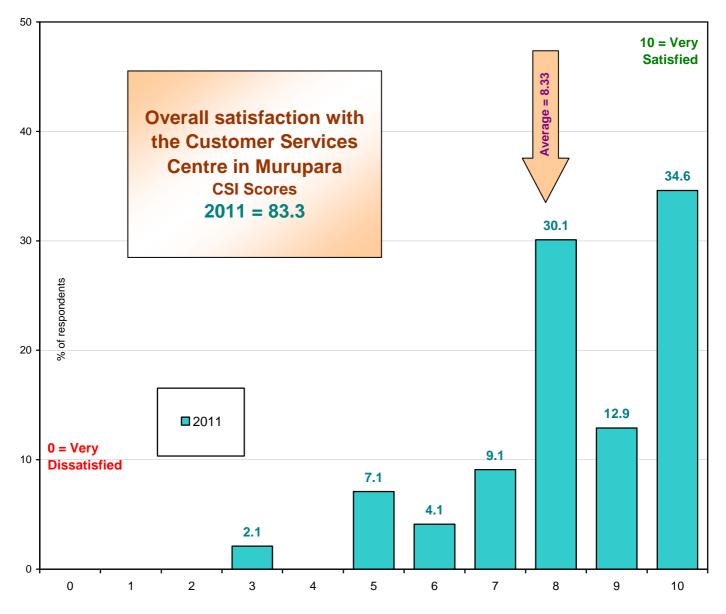
Satisfaction with Customer Services Centre in Murupara

Respondents who had called into the Customer Services Centre in Murupara (n = 41) were asked 'Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall service from the Customer Service Staff at the Murupara Customer Services Centre?'

Over four fifths of the respondents who had dealings with Customer Services Centre in Murupara (87%) were satisfied with the overall service from the Customer Service Staff at the Murupara Customer Services Centre, (Scores 7 - 10). The mode was a score of 10 (35%) and 48% rated the service with a score of 9 or 10 (exceeded expectations).

A ninth of those who had dealings with Customer Services Centre in Murupara (11%) rated this as neutral (Scores 4 - 6) while one respondent (2.1%) was actually dissatisfied.

The CSI score was 83.3, which rates as an excellent performance.



83.3

82.8

82.5

81.3

84.1

82.8

82.9

83.0

85.7

84.1

80.5

85.4

90.

89.1

93.3

78.0

79.3

80.7

83.7

81.6

82.3

83.6

84.3

81.3

79.7

82.8

84.0

82.3

80

89.

70.9

95.5

75.4

74.3

86.4

Satisfaction with the overall service 41 Total from the Customer Service Staff at the Murupara Customer Services Centre by Murupara / Galatea 38 demographics There are a number of variables which Live in Town 20 appear to have a significant impact on Live in the Country 20 satisfaction with Council services and facilities. The chart opposite compares Men 11 these variables. Women 30 Please note there are small 7 Under 35 years numbers of respondents in many of 35 - 64 years 21 the subgroups so care is 65+ years 12 recommended in the interpretation. The numbers of users are too small to Work full time 16 show significant differences in the Work part time 6 subgroups although there appears to be a Not working 19 number of interesting differences. However, most CSI scores reflect Less than \$30.000 7 excellent overall service from the \$30,000 to \$70,000 14 Customer Service Staff at the Murupara More than \$70,000 9 Customer Services Centre. Maori descent 26 European descent 14 In Whakatane < 2 years 2 Lived 2 - 10 years 7 In Whakatane 10+ years 32 Own home 34 Renting 7 10 Own business No business 31 Pay rates 37 4 No rates Rates poor value 10 Rates neither 16 Rates good value 7 Place to live (score 0 - 6) 7 Place to live (score 7 - 8) 13 Place to live (score 9 - 10) 20 Monthly 9 At least once per year 27 CSI Score 0 40 20 60 CSI Score # of respondents

100

Council Call Centre during business hours

Frequency of phoning the Council office during business hours

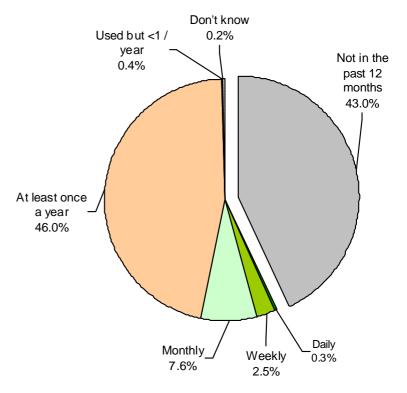
The respondents were asked 'How often have you phoned the Council office during business hours (Monday - Friday 8am - 5pm) in the past 12 months?'

Over half of the respondents (57%) had phoned the Council office during business hours in the past 12 months.

The largest group (46%) had phoned the Council office during business hours at least once per year while 8% had contact monthly, 3% weekly and one respondent (0.3%) daily. Two respondents (0.4%) had phoned the Council office during business hours less than once per year.

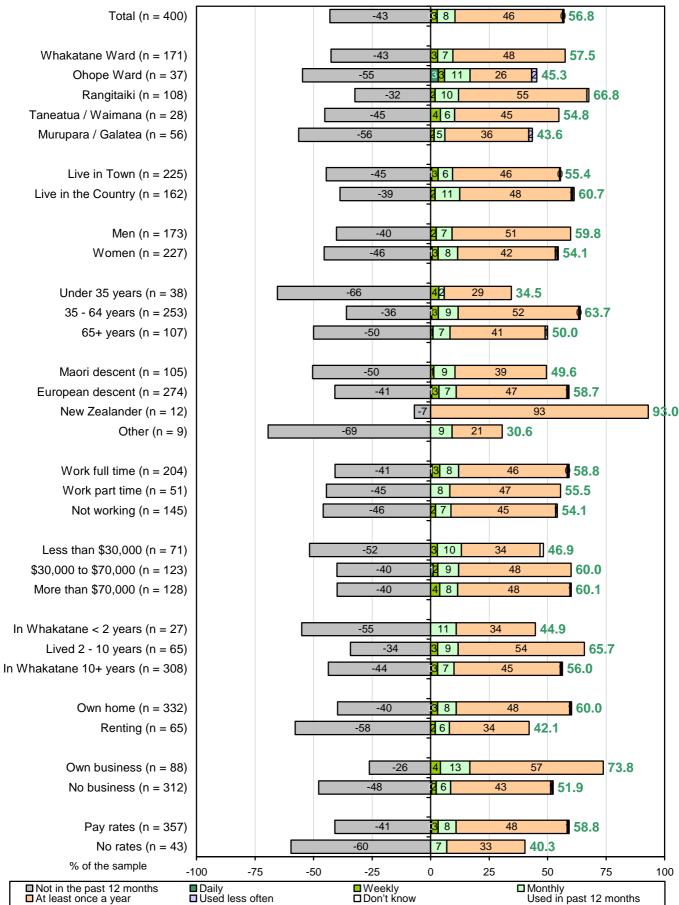
Almost half of the respondents (43%) had not phoned the Council office during business hours in the past 12 months.

The remaining respondent (0.2%) did not know if they had phoned the Council office during business hours in the past 12 months.



The chart over the page compares the level of contact by phone of the Council office during business hours among the various subgroups of interest. The subgroups that were significantly **more likely** to have phoned the Council office during **business hours** over the last 12 months included:

- Those who own or operate their own business (74%)
- Those from the Rangitaiki Ward (67% of the subgroup)
- Those who have lived in the Whakatane District between 2 10 years (66%)
- Those aged 35 64 years old (64%)
- Those who live in their own home (60%)
- Those who described their ethnicity as New Zealander or Kiwi (93%) or those of European descent (59%)
- Those who pay rates (59%)



Phoned the Council office during business hours by subgroup

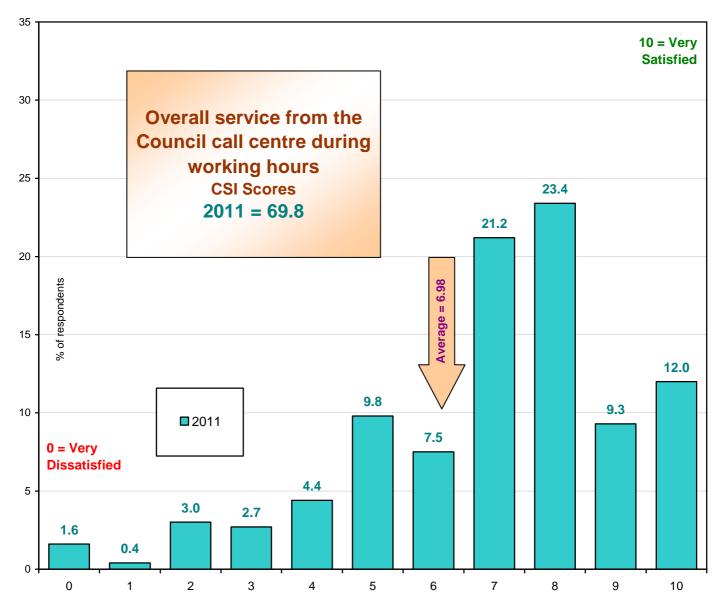
Satisfaction with the call centre during working hours

Respondents who had phoned the Council office during business hours (n = 228) were asked 'Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall service from the Council call centre during working hours?'

Two thirds of the respondents who had phoned the Council office during business hours (66%) were satisfied with the overall service from the Council call centre during working hours, (Scores 7 – 10). The mode was a score of 8 (23%) and a fifth of the respondents (21%) rated the service with a score of 9 or 10 (exceeded expectations).

A fifth of those who phoned the Council office during business hours (22%) rated this as neutral (Scores 4 - 6) while close to a tenth of the respondents (8%) was actually dissatisfied.

The CSI score was 69.8, which rates as a fair performance but needing improvement.



Satisfaction with the call centre during	Total	228	69.8
working hours by demographics			
working hours by demographics	Whakatane Ward	99	69.4
There are a number of variables which	Ohope Ward	17	72.4
appear to have a significant impact on	Rangitaiki Ward	71	68.1
satisfaction with Council services and	Taneatua / Waimana	15	67.2
facilities. The chart opposite compares	Murupara / Galatea	26	76.0
these variables.			
these variables.	Live in Town	125	68.0
The analysis shows that there are	Live in the Country	98	72.3
moderate levels of satisfaction with the			
overall service from the Council call centre	Men	107	67.4
during working hours across most of the	Women	121	72.4
subgroups of interest			
	Under 35 years	15	74.8
The variables that appear to have had the	35 - 64 years	159	70.4
greatest impact on satisfaction with the	65+ years	53	64.9
overall service from the Council call centre			
during working hours were:	Work full time	123	70.8
	Work part time	27	66.7
Those from the Murupara / Galatea Ward	Not working	78	69.3
(CSI score 76.0) appear more satisfied			
than those from other Wards (CSI score	Less than \$30,000	33	72.2
67.2 – 72.4).	\$30,000 to \$70,000	78	73.2
• Those aged over 65 (CSI score 64.9) were	More than \$70,000	76	66.4
less satisfied than those in the other age	•• • • • •		
brackets (CSI score 70.4 – 74.8). This is	Maori descent	53	72.4
the opposite pattern to what is normally	European descent	161	68.8
expected.	NewZealander	11	68.7
		10	
 Those with a household income over 	In Whakatane < 2 years	12	64.7
\$70,000 (CSI score 66.4) were less	Lived 2 - 10 years	42	74.1
satisfied than those in the other income	In Whakatane 10+ years	174	69.1
brackets (CSI score 72.2 – 73.2).	Own have	197	
Those who have lived in Whakatane for 2	Own home	29	69.5
– 10 years (CSI score 74.1) were more	Renting	29	73.0
satisfied.	Our husiness	64	
	Own business	164	67.6
• Those who pay rates (CSI score 69.4)	No business	104	
appear less satisfied than the few who	Pay rates	210	69.4
don't pay rates (CSI score 74.8)	No rates	18	74.8
Respondents who thought they received	No lates	10	74.0
good value for their rates (CSI score 78.6)	Rates poor value	37	57.4
were significantly more satisfied than	Rates neither	92	67.6
those who thought they got poor value for	Rates good value	67	78.6
their rates (CSI score 57.4).			
	Place to live (score 0 - 6)	28	61.7
• Those who rated Whakatane as a place to	Place to live (score 7 - 8)	78	68.1
live with scores of 9 or 10 (CSI score 72.7)	Place to live (score 9 - 10)	121	72.7
were significantly more satisfied than			
those who rated Whakatane as a place to	Dissatisfied Council Overall	19	49.1 🙀
live with scores of 0 to 6 (CSI score 61.7)	Council Overall - Neutral	76	61.4
Those who were satisfied with the overall	Satisfied with Council Overall	128	77.4
performance of Council (CSI score 77.4)			
are significantly more satisfied than those	Weekly	10	71.4
who were dissatisfied with the overall	Monthly	31	79.6
performance of Council (CSI score 49.1).	At least once per year	184	68.0
Those who phoned the call contro during	CCI Coorto		
Those who phoned the call centre during business hours monthly (CSI score 70.6)		0	20 40 60 80
business hours monthly (CSI score 79.6)			CSI Score # of respondents
appear more satisfied.		L	

100

Council Call Centre after hours

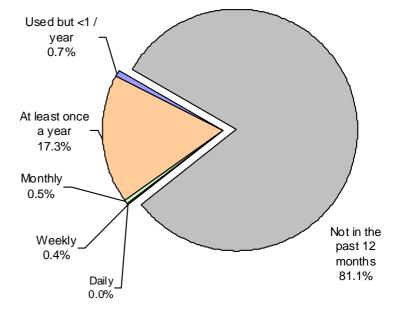
Frequency of phoning the Council office after hours

The respondents were asked 'How often have you phoned the Council office after hours (After 5pm week days or weekends) in the past 12 months?'

The vast majority of the respondents (81%) had not phoned the Council office after hours in the past 12 months.

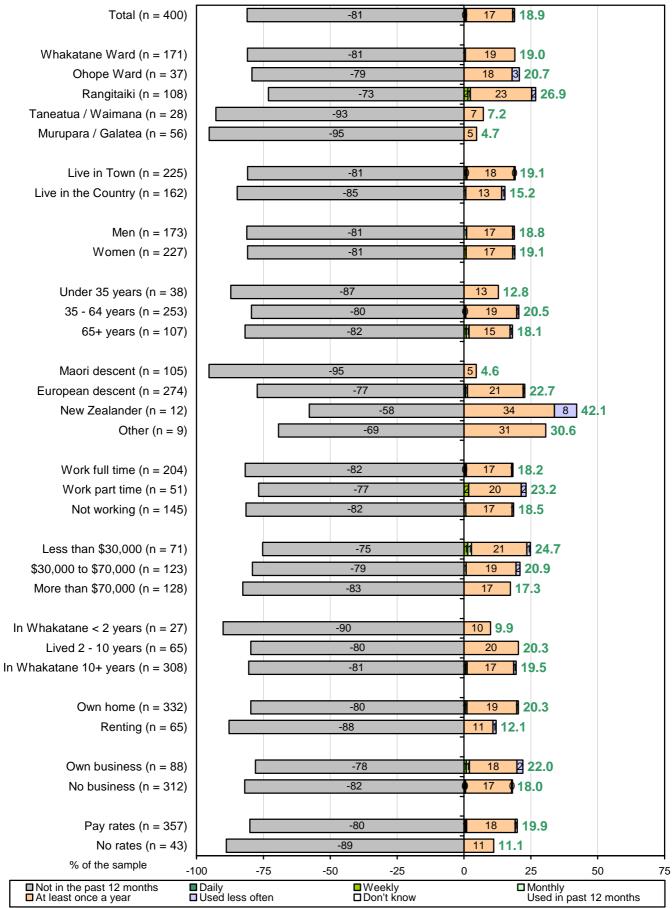
A fifth of the respondents (19%) had phoned the Council office after hours in the past 12 months.

The largest group (17%) had phoned the Council office after hours at least once per year while `% had contact monthly or weekly. A few respondents (0.7%) had phoned the Council office after hours less than once per year.



The chart over the page compares the level of contact by phone of the Council office after hours among the various subgroups of interest. The subgroups that were significantly **more likely** to have phoned the Council office after hours over the last 12 months included:

- Those from the Rangitaiki Ward (27% of the subgroup)
- Those who described their ethnicity as New Zealander or Kiwi (42%) or 'other' (31%)
- Those who live in their own home (20%)
- Those who pay rates (20%)



Phoned the Council office after hours by subgroup

Satisfaction with the call centre after hours

Respondents who had phoned the Council office after hours (n = 74) were asked 'Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall service from the Council call centre after hours?'

Just half of the respondents who had phoned the Council office after hours (52%) were satisfied with the overall service from the Council call centre after hours, (Scores 7 - 10). The mode was a score of 8 (15%) and a quarter of the respondents (27%) rated the service with a score of 9 or 10 (exceeded expectations).

A quarter of those who phoned the Council office after hours (26%) rated this as neutral (Scores 4 - 6) while close to a fifth of the respondents (18%) were actually dissatisfied.

30 10 = Very Satisfied **Overall service from** 25 the Council call centre 2011 after hours **CSI Scores** 2011 = 63.920 respondents 14.8 14.7 15 14.2 6.39 12.6 П ę Average % 10.4 10 8.6 0 = Very5.8 5.7 Dissatisfied 5 3.5 3.4 2.1 0 0 1 2 7 8 3 4 5 6 9 10

The CSI score was 63.9, which rates as needing improvement.

interest

centre.

91.5

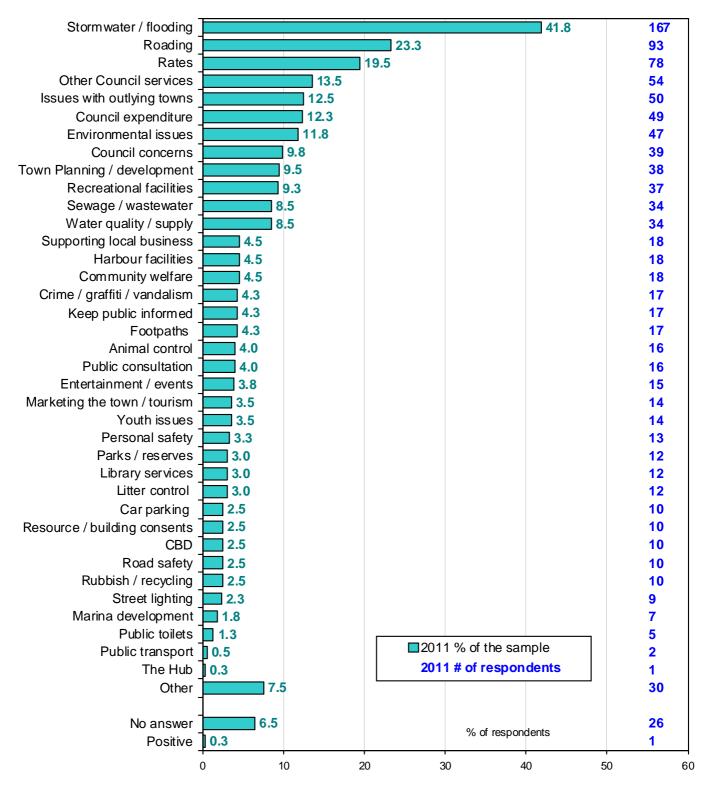
Total 74 63.9 Satisfaction with the call centre after hours by demographics Whakatane Ward 32 64.1 Ohope Ward 8 There are a number of variables which Rangitaiki Ward 29 57.0 appear to have a significant impact on Taneatua / Waimana satisfaction with Council services and Murupara / Galatea 74.1 3 facilities. The chart opposite compares these variables. Live in Town 64.5 43 60.0 Live in the Country 24 The analysis shows that there are low levels of satisfaction with the overall 32 62.5 Men service from the Council call centre after 42 Women 65.2 hours across most of the subgroups of Under 35 years 5 68.3 35 - 64 years 50 61.8 Please note there are small 65+years 19 68.6 numbers of respondents in many of Work full time 59.6 37 the subgroups so care is Work part time 12 61.0 recommended in the interpretation. Not working 72.4 25 The numbers of users are too small to Less than \$30,000 62.7 17 show significant differences in the \$30,000 to \$70,000 26 69.0 subgroups although there appears to be a More than \$70,000 62.9 22 number of interesting differences. However, most CSI scores reflect a need Maori descent 4 47.8 for improvement from the after hours call 62 64.1 European descent New Zealander 5 77.7 Other 3 59.9 In Whakatane < 2 years 2 67.0 Lived 2 - 10 years 14 70.1 62.2 In Whakatane 10+ years 58 Own home 64 62.1 Renting 9 81.3 Own business 20 67.1 62.9 No business 54 Pav rates 63.0 69 No rates 5 77.5 42.7 Rates poor value 12 34 Rates neither 65.8 Rates good value 69.8 19 Place to live (score 0 - 6) 7 56.1 23 Place to live (score 7 - 8) 62.9 Place to live (score 9 - 10) 66.3 43 Dissatisfied Council Overall 6 24.6 Council Overall - Neutral 22 61.9 Satisfied with Council Overall 44 70.6 2 56.2 Weekly 2 53.8 Monthly 67 63.8 At least once per year 3 Less than once per year **CSI Score** 0 20 40 60 80 CSI Score # of respondents

86.9

100

Most important issues Council should be looking at

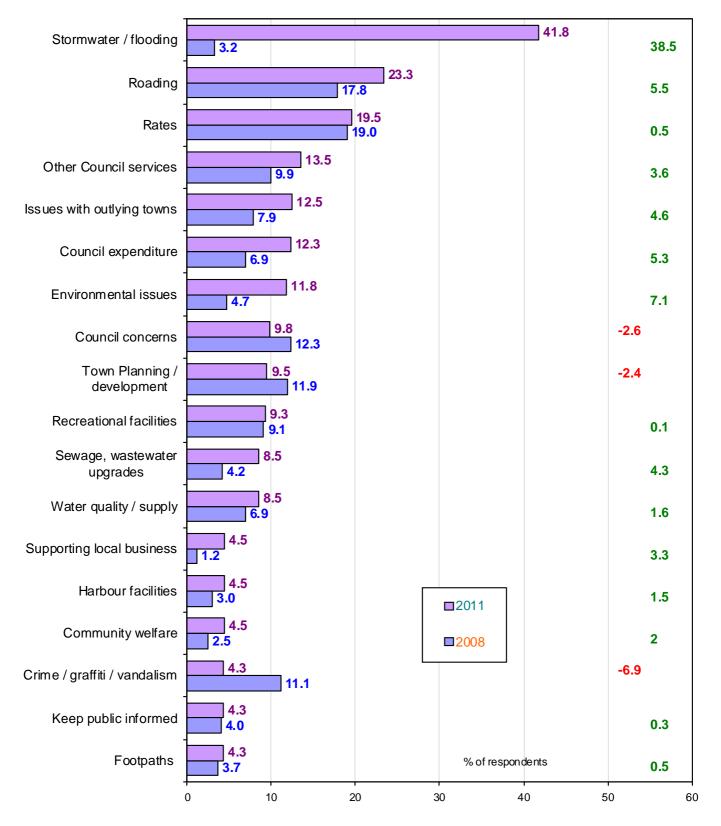
Respondents were asked '*What, in your opinion, are the three main issues that Council should be looking at?*' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering stormwater or flooding (42%), then roading issues (23%) and rates concerns (20%). These were followed with concerns with "other" Council Services (14%), issues with outlying towns (13%), concerns with Council expenditure (12%) and environmental issues (12%). There was also a wide range of other issues mentioned by smaller numbers of respondents.



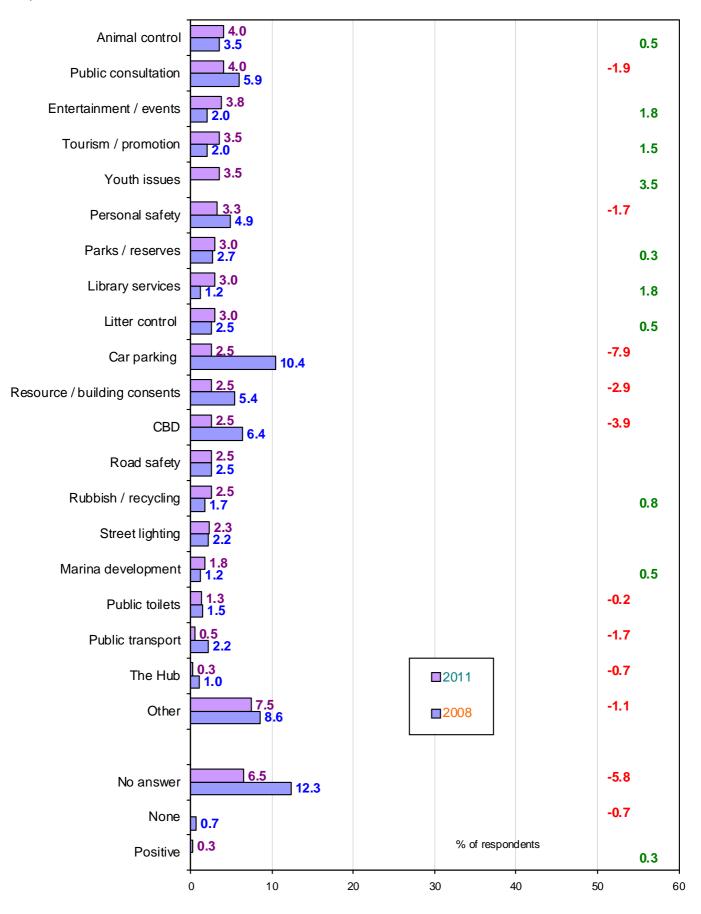
The following two charts compare the issues reported in 2011 versus those from 2008. While many of the main issues mentioned in 2008 are similar to 2011, there are some significant differences.

The largest differences were an increase in the mention of stormwater / flooding (42% versus 3% in 2008) and a 7% increase in the mention of environmental issues mainly concerning the slips in the district (12% versus 5% in 2008).

The largest decrease is for crime / graffiti / vandalism (4% versus 11% in 2008) but that is partly caused by youth issues being reported separately this year (4% versus 0% in 2008).

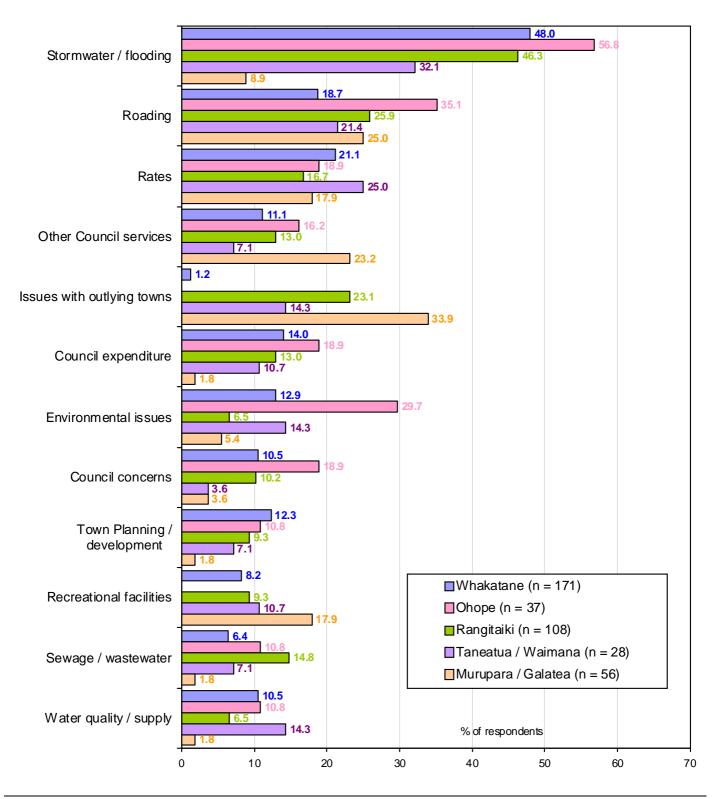


There is little difference in the proportion mentioning many of the lesser issues between 2011 and 2008. However there are a few noticeable differences. Car parking was much less of an issue (3% versus 10% in 2008).

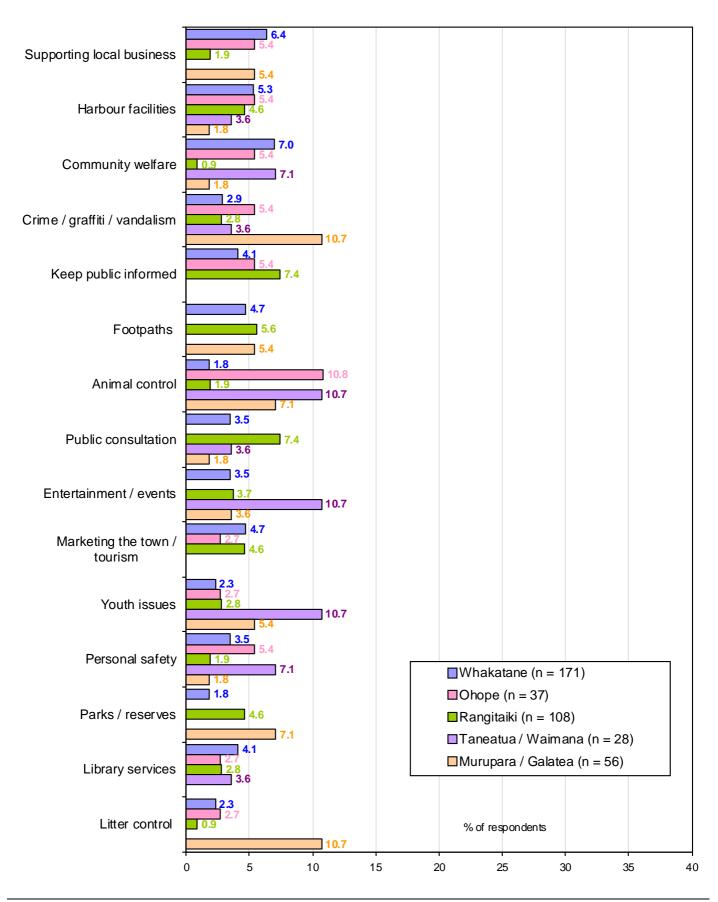


Most important issues Council should be looking at by Ward

Respondents were asked 'What, in your opinion, are the three main issues that Council should be looking at?' The following three charts compare the main issues by Ward. Stormwater or flooding is a much bigger issue for those from Ohope (57%) but this was also an issue for close to half of those from the Whakatane or Rangitaiki Wards. This was much less of an issue for those from the Murupara / Galatea Ward (9%). Roading appears a much bigger issue for Ohope (35%) versus 19% for Whakatane. Rates is an issue with close to a fifth of the respondents from each Ward. As would be expected, the issues with the outlying towns does not impact Whakatane or Ohope. Environmental issues are a much bigger issue for Ohope (30%) versus 5% to 14% for the other Wards.

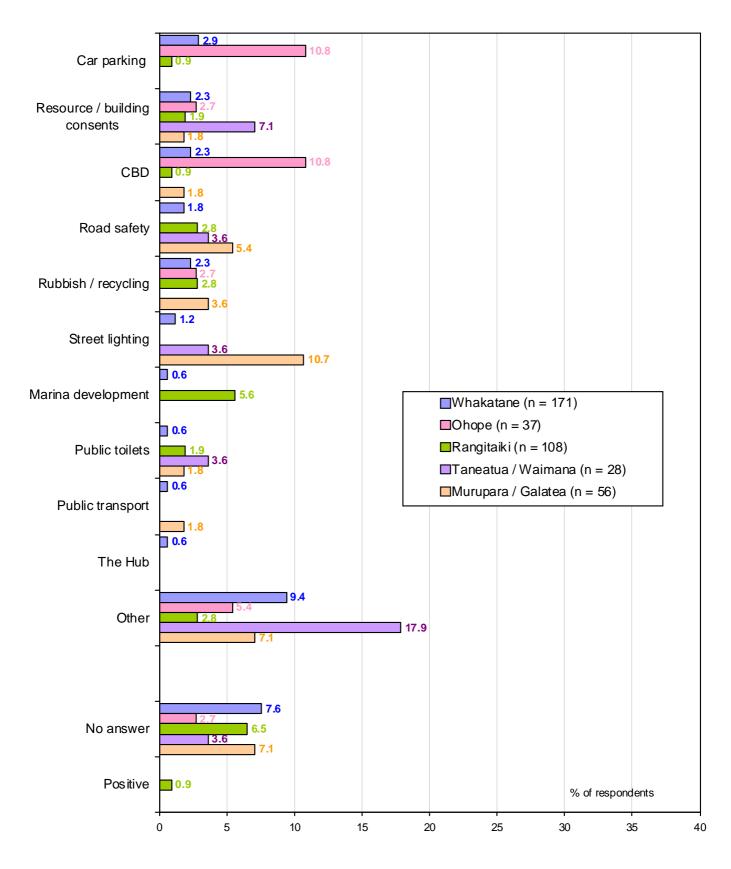


Crime / graffiti / vandalism (11%) and litter control (11%) appears a much bigger issue for Murupara / Galatea. Animal control is a bigger issue for those from Ohope (11%) and Taneatua / Waimana (11%) but this is less of an issue in the other Wards. Entertainment / events and youth issues are a bigger issue for those from Taneatua / Waimana.



Only small numbers of respondents mentioned some issues and it is not possible to tell if these are localised issues or not. It looks like car parking and the CBD is a slightly bigger issue for the Ohope Ward (11%) while street lighting is a bigger issue in Murupara / Galatea.

Between 3% and 8% of the respondents did not answer this question.



Most important issues -Stormwater / Whakatane Ward 48.0 82 flooding The chart opposite focuses only on 21.1 36 the respondents from the Rates Whakatane Ward (n = 171). Roading 18.7 32 Most of the main issues mentioned across the Whakatane District were Council 14.0 24 also the main issues mentioned by expenditure those from the Whakatane Ward. Environmental 12.9 22 The main issues covered issues stormwater or flooding (48% versus Town Planning / 12.3 21 42% across the District). development This was followed by rates concerns Other Council 11.1 19 (21% versus 20% across the services District). Council concerns 10.5 18 Roading was the third most commonly mentioned issue (19% Water quality / 10.5 18 versus 23% across the District). supply Recreational These were followed by concerns 8.2 14 facilities with Council expenditure (14% versus 23% across the District), 7.0 Community welfare 12 environmental issues (13% versus 12% across the District) and town Sewage / 6.4 11 planning / development concerns waste water (12% versus 10% across the Supporting local District) 6.4 11 business There was also a wide range of Harbour facilities 5.3 9 other issues mentioned by small numbers of respondents. Footpaths 4.7 8 Marketing the town 4.7 8 / tourism Keep public 4.1 7 informed 4.1 7 Library services 3.5 Public consultation 6 Entertainment / 3.5 6 events Personal safety 3.5 6 Crime / graffiti / 5 2.9 vandalism % of respondents 2.9 Car parking 5 0 10 20 30 40 50 60 **2011 % of the sample** 2011 # of respondents

Most important issues – Ohope Ward

The chart opposite focuses only on the respondents from the Ohope Ward (n = 37).

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Ohope Ward.

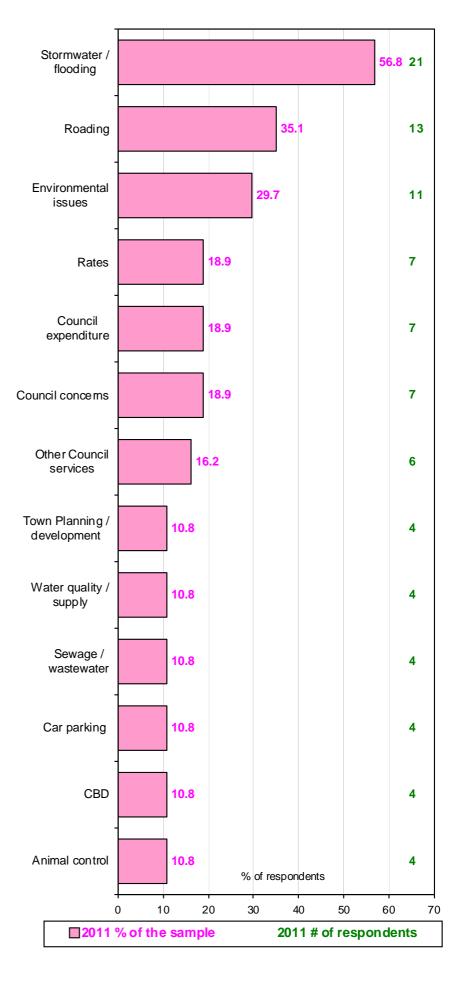
The main issues covered stormwater or flooding (57% versus 42% across the District).

This was followed by roading issues (35% versus 23% across the District).

Environmental issues were the third most commonly mentioned issue (30% versus 12% across the District).

These were followed by rates concerns (19% versus 20% across the District),concerns with Council expenditure (19% versus 23% across the District) and Council concerns (19% versus 10% across the District)

There was also a wide range of other issues mentioned by small numbers of respondents.



Most important issues – Rangitaiki Ward

The chart opposite focuses only on the respondents from the Rangitaiki Ward (n = 108).

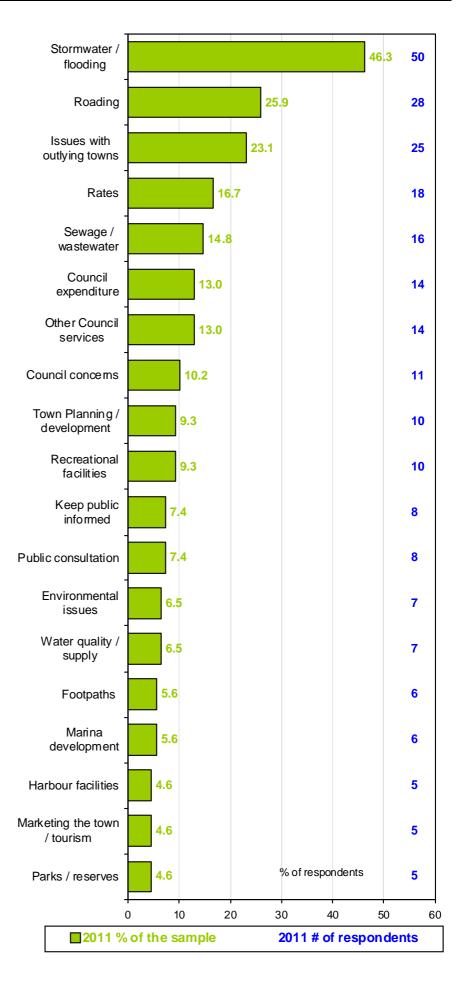
Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Rangitaiki Ward.

The main issues covered stormwater or flooding (46% versus 42% across the District).

Roading was the second most commonly mentioned issue (26% versus 23% across the District).

This was followed by concerns with outlying towns (23% versus 13% across the District) then rates concerns (17% versus 20% across the District) and concerns with the sewage / wastewater system (15% versus 9% across the District).

There was also a wide range of other issues mentioned by small numbers of respondents.



Most important issues – Taneatua / Waimana Ward

The chart opposite focuses only on the respondents from the Taneatua / Waimana Ward (n = 28).

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Taneatua / Waimana Ward.

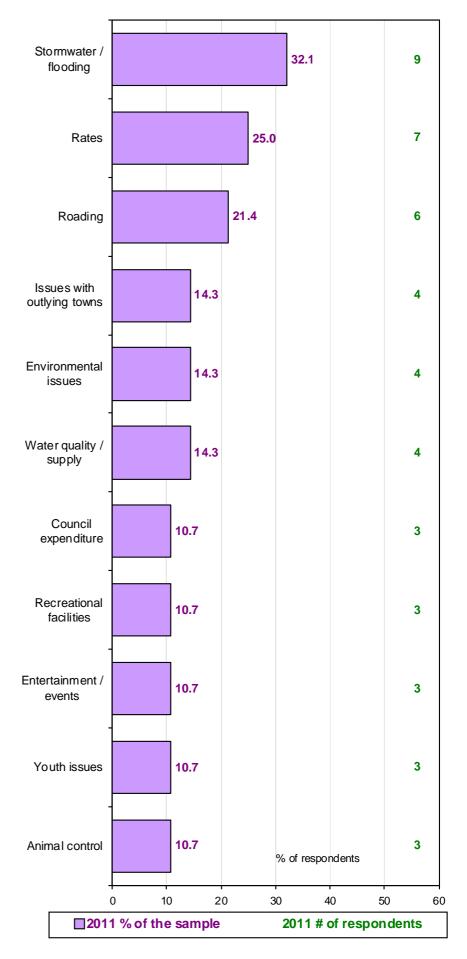
The main issues covered stormwater or flooding (32% versus 42% across the District).

This was followed by rates concerns (25% versus 20% across the District).

Roading was the third most commonly mentioned issue (21% versus 23% across the District).

These were followed by concerns with outlying towns (14% versus 13% across the District), environmental issues (14% versus 12% across the District) and water quality / supply concerns (14% versus 9% across the District).

There was also a wide range of other issues mentioned by small numbers of respondents.



Most important issues – Murupara / Galatea Ward

The chart opposite focuses only on the respondents from the Murupara / Galatea Ward (n = 56).

Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Murupara / Galatea Ward.

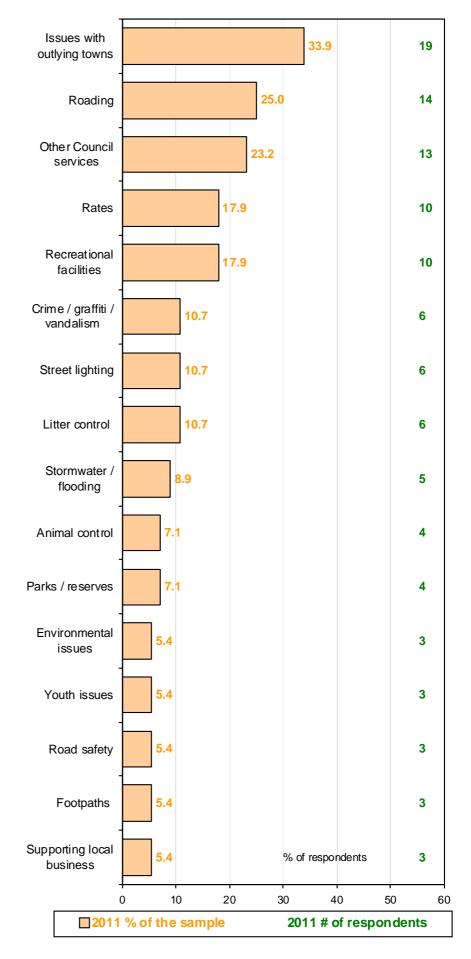
The exception is that stormwater or flooding which was the main issue for all other Wards was not much of an issue for the Murupara / Galatea Ward (9% versus 42% across the District).

The main issues for the Murupara / Galatea Ward covered concerns with outlying towns (34% versus 13% across the District).

Roading was the second most commonly mentioned issue (25% versus 23% across the District).

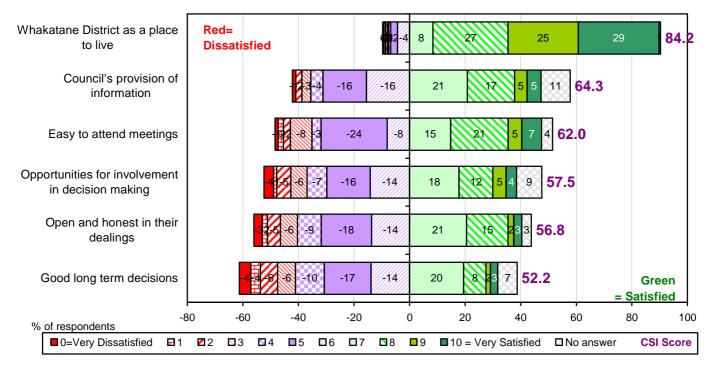
This was followed by concerns with "other" Council services (23% versus 14% across the District) then rates concerns (18% versus 20% across the District) and concerns with Recreational facilities (18% versus 9% across the District).

There was also a wide range of other issues mentioned by small numbers of respondents.

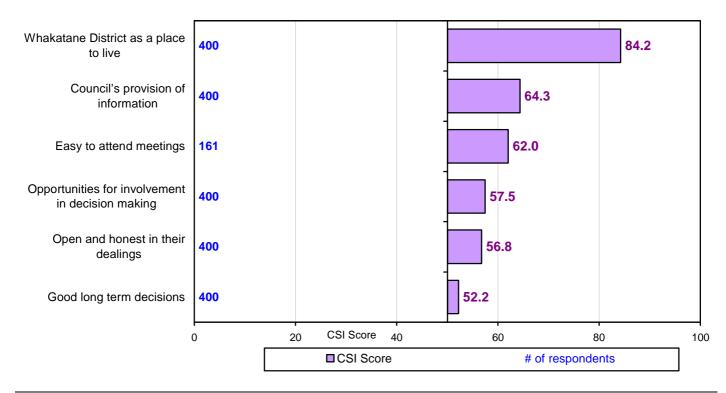


Satisfaction with General aspects of the Council

The proportion of respondents that were satisfied (scores 7 - 10) ranges from just 32% for the factor *the Council making good long term decisions*' up to 90% for the factor *the Whakatane District as a place to live*'. Conversely, a significant proportion of respondents were dissatisfied with each factor (scores 0 - 3). This ranged from 2% for the factor *Whakatane District as a place to live*' up to 20% for the factor *the Council making good long term decisions*'. A significant proportion of respondents (25% - 43%) rated most of these factors with scores in the 4 - 6 range.



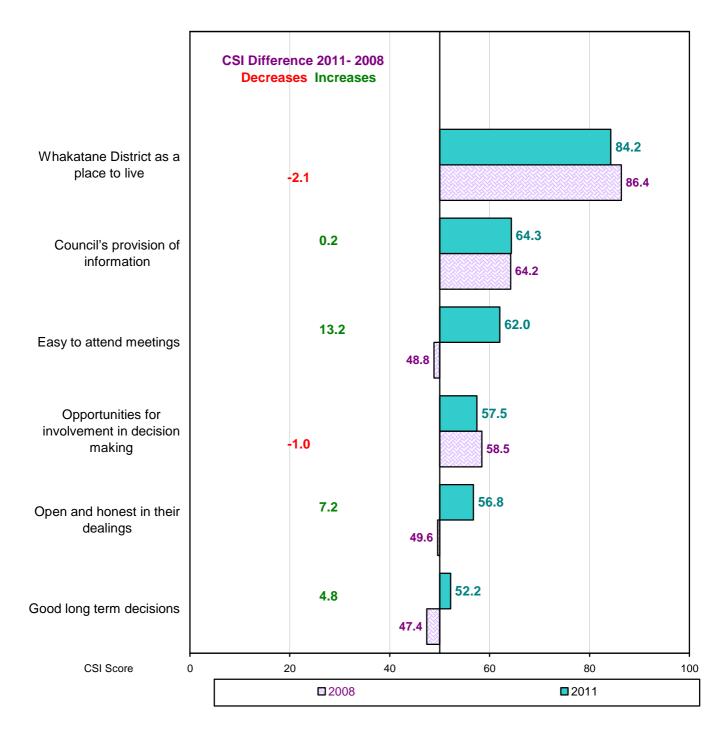
The CSI scores for most of the factors are very low, which infers that respondents have some serious issues with these. The CSI scores range from 84.2 for *Whakatane District as a place to live*' down to a CSI score of 52.2 for the factor *the Council making good long term decisions*'.



General aspects of the Council – Comparison with previous years

The following chart compares the CSI scores for 2011 versus 2008 for the General aspects of the Council. The facilities rated the highest in previous years are generally rated the highest for 2011.

There was a mix of 4 increases and 2 decreases in CSI scores from 2008 but some changes were small. The largest increase was a rise of 13.2 points for *'being easy to attend meetings held by the Whakatane District Council'* (CSI score 62.0) followed by a rise of 7.2 points for the factor *'the Council is open and honest in their dealings with Whakatane residents'* (CSI score 56.8). The largest decrease was of 2.1 points for *'the Whakatane District as a place to live'* (CSI score 84.2) followed by a decrease of 1.0 points for the factor *'the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?'* (CSI score 57.5).



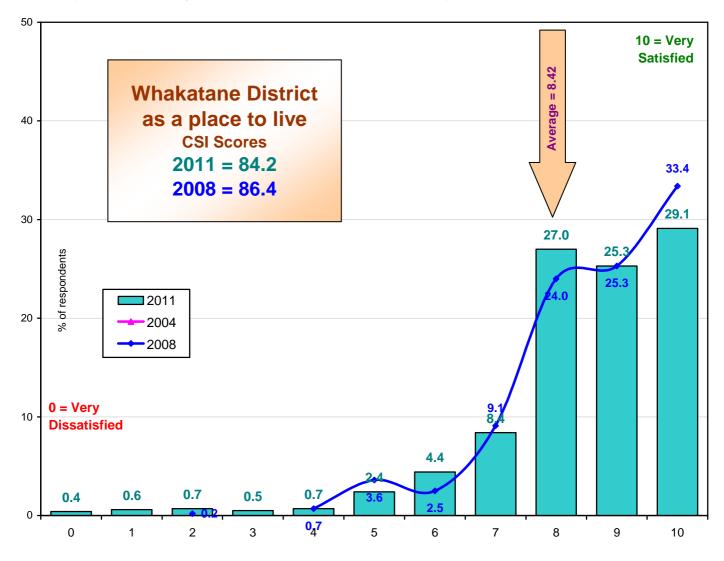
Whakatane as a place to live

The respondents were asked 'Using the scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate the Whakatane District as a place to live?'

The vast majority of the respondents (90%) were satisfied with Whakatane District as a place to live (Scores 7 - 10). The mode was a score of 10 (29%) and 54% rated this with a score of 9 or 10 (exceeded expectations).

Only nine respondents (2.2%) were dissatisfied with Whakatane District as a place to live (scores 0 - 3) while 7% rated this as neutral (Scores 4 to 6). The remaining two respondents (0.5%) did not answer this question.

The CSI score is 84.2, which is 2.2 points lower than the 86.4 recorded in 2008. The current CSI score infers respondents are very satisfied with Whakatane District as a place to live.



Satisfaction with Whakatane District as a place to live by demographics

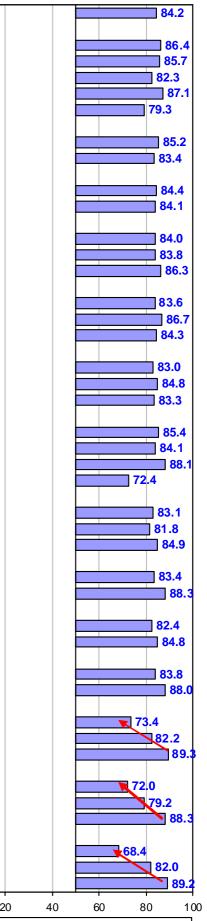
There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are very high levels of satisfaction with Whakatane District as a place to live across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with Whakatane District as a place to live were:

- Those from the Murupara / Galatea Ward (CSI score 79.3) appear less satisfied than those from the other Wards
- Respondents who thought they received . good value for their rates (CSI score 89.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 73.4).
- Those who were satisfied with the overall performance of Council (CSI score 88.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 72.0).
- Those who were satisfied with the Elected . Members (CSI score 89.2) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 68.4).

Total	400	84.
Whakatane Ward	171	86
Ohope Ward	37	85
Rangitaiki Ward	108	82.3
Taneatua / Waimana	28	87
	56	79.3
Murupara / Galatea	50	19.5
Live in Town	0.05	05
	225 162	85.
Live in the Country	162	83.4
	173	
Men	-	84.
Women	227	84.
Under 35 years	38	84.0
35 - 64 years	253	83.0
65+ years	107	86
Work full time	204	83.
Work part time	51	86
Not working	145	84.
Less than \$30,000	71	83.0
\$30,000 to \$70,000	123	84.
More than \$70,000	128	83.3
Maori descent	105	85.
European descent	274	84.
New Zealander	12	88
Other	9	72.4
In Whakatane < 2 years	27	83.1
Lived 2 - 10 years	65	81.8
In Whakatane 10+ years	308	84.
Own home	332	83.4
Renting	65	88
Own business	88	82.4
No business	312	84.
Pay rates	357	83.8
No rates	43	88
Rates poor value	62	73.4
Rates neither	150	82.2
Rates good value	111	8
Dissatisfied Council Overall	26	72.0
Council Overall - Neutral	126	79.2
Satisfied with Council Overall	231	88
Dissatisfied Elected Members	40	68.4
Elected Members - Neutral	137	82.0
Satisfied Elected Members	183	8
CSI Score	0 20	40 60 80
	CSI Score	# of respondents



Council's provision of information

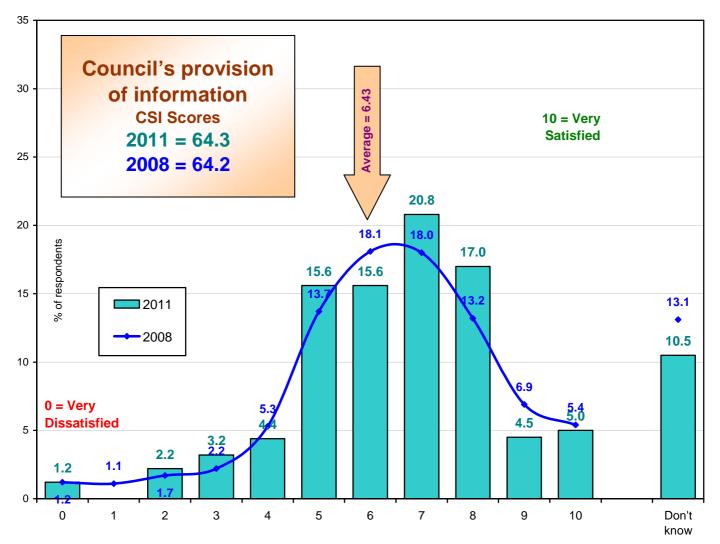
The respondents were asked 'Council tries to ensure that it provides adequate information to the community about its services, facilities, projects and plans. Using the same scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate Council's provision of this type of information?'

A tenth of the respondents (11%) did not answer this question, presumably because they did not know enough about Council provision of information to be able to rate this factor.

Almost half of the respondents (47%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. A tenth of the respondents (9.5%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (21%).

Only a few respondents (6.5%) were dissatisfied with the Council providing this type of information (scores 0-3) while 36% rated this as neutral (Scores 4-6). The profile is similar to 2008.

The CSI score is 64.3, virtually unchanged from 2008. This again infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.

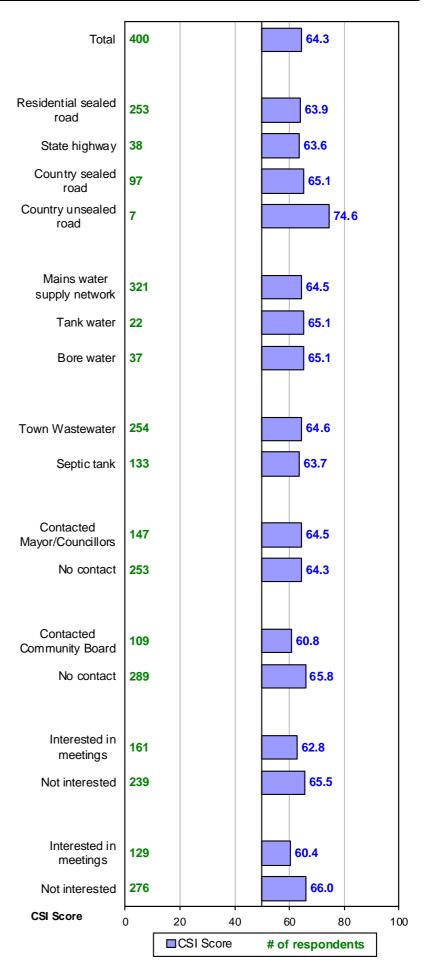


	Total	400	64.3
Satisfaction with the Council's	TOtal	400	04.5
provision of information by	Whakatane Ward	171	66.1
demographics	Ohope Ward	37	67.6
There are a number of variables which	Rangitaiki Ward	108	60.3
appear to have a significant impact on	Taneatua / Waimana	28	61.2
satisfaction with Council's provision of	Murupara / Galatea	56	64.8
information. The chart opposite compares			
these variables.	Live in Town	225	64.7
Most of the subgroups rate the Council's	Live in the Country	162	64.0
provision of information with scores that	Live in both	13	61.0
infer they have some issues.			
•	Men	173	63.9
The variables that appear to have had the	Women	227	64.8
greatest impact on satisfaction with			
Council's provision of information were:	Under 35 years	38	67.4
Those from the Rangitaiki Ward (CSI	35 - 64 years	253	62.9
score 60.3) or the Taneatua / Waimana	65+ years	107	67.2
Ward (CSI score 61.2) appear the least			
satisfied versus CSI scores from 64.8 to	Work full time	204	64.3
67.6 for the other Wards.	Work part time	51	59.8
• Those who own their own home are less	Not working	145	66.2
satisfied with Council's provision of			
information than those who rent (CSI	Less than \$30,000	71	63.8
score 63.3 and 69.5) respectively.	\$30,000 to \$70,000	123	65.0
Those who pay rates are less satisfied	More than \$70,000	128	63.5
with Council's provision of information than			
those who don't (CSI score 64.0 and 67.4)	Maori descent	105	65.1
respectively.	European descent	274	64.7
Respondents who thought they received	New Zealander	12	57.3
good value for their rates (CSI score 73.7)	Other	9	56.3
were significantly more satisfied with			
Council's provision of information than	In Whakatane < 2 years	27	65.1
those who thought they got poor value for	Lived 2 - 10 years	65	64.5
their rates (CSI score 52.8).	In Whakatane 10+ years	308	64.2
		200	
	Internet at home	309	64.2
	At work only	14	69.1
	No internet access	77	64.1
	Own home	222	
		332 65	63.3 69.5
	Renting	55	09.3
	Own business	88	65.4
	No business	312	64.0
	Pay rates	357	64.0
	No rates	43	67.4
	110 12(65		
	Rates poor value	62	52.8
	Rates neither	150	59.9
	Rates good value	111	73.7
		H + +	
		0 20 40	0 60 80 100
		CSI Score	# of respondents

Satisfaction with the Council's provision of information by services

The type of road the respondent lives beside, and the type of water supply and wastewater system at the respondent's home, had little impact on the level of satisfaction with Council's provision of information.

All of the subgroups rate the Council's provision of information with scores that infer they have some issues.



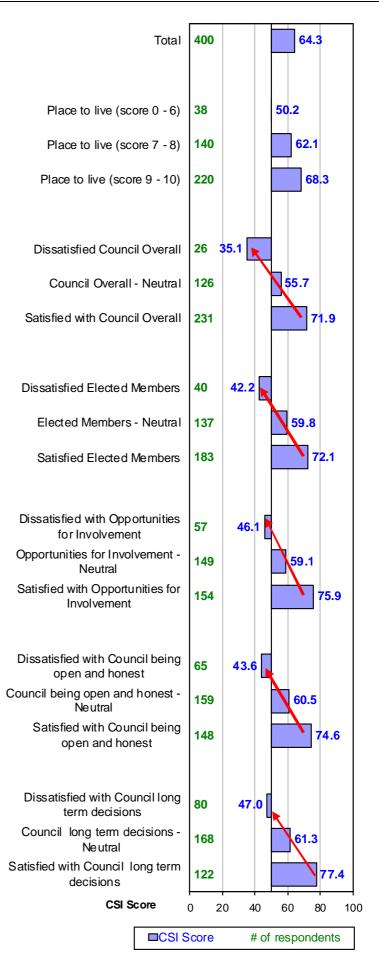
Satisfaction with the Council's provision of information by Attitudes

There are a number of other variables which appear to have a significant impact on overall satisfaction. The chart opposite compares these variables.

It appears that the way the respondent rates the Council's provision of information is related to how they think the Council has performed in a number of specific areas.

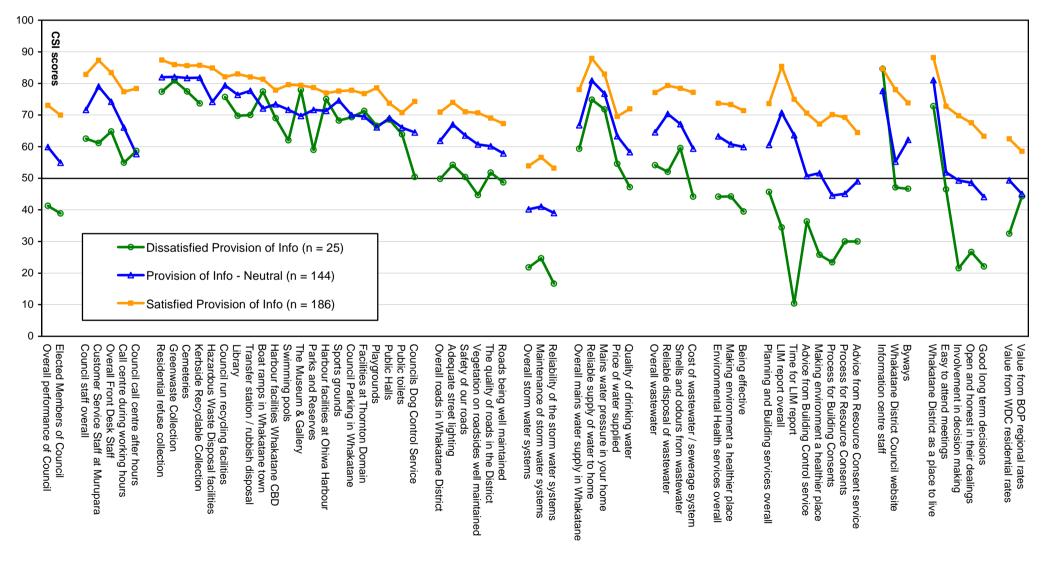
The variables that appear to have had the greatest impact on satisfaction with Council's provision of information were:

- Those who were satisfied with the Overall Performance of Council are significantly more satisfied (CSI score 71.9) with the Council's provision of information than those who were dissatisfied with the Overall Performance of Council (CSI score 35.1).
- Those who were satisfied with the Elected Members (CSI score 72.1) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Elected Members (CSI score 42.2).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI score 75.9) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI score 46.1).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 74.6) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 43.6).
- Those who were satisfied with the Council making good long term decisions (CSI score 77.4) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Council making good long term decisions (CSI score 47.0).



WDC Residents Perception Survey 2011

The chart compares the effect that satisfaction with Council's provision of information has on the respondents' satisfaction with all Council provided facilities and services. The satisfaction with Council's provision of information has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who are satisfied with Council's provision of information (n=186) tend to rate all facilities and services significantly higher than those who are dissatisfied with Council's provision of information (n=25).



What could the Council do to make sure you get the information you need

The respondents who were not satisfied (scores 0 - 4) with the Council's provision of information (n= 44) were asked 'What could the Council do to make sure you get the information you need'

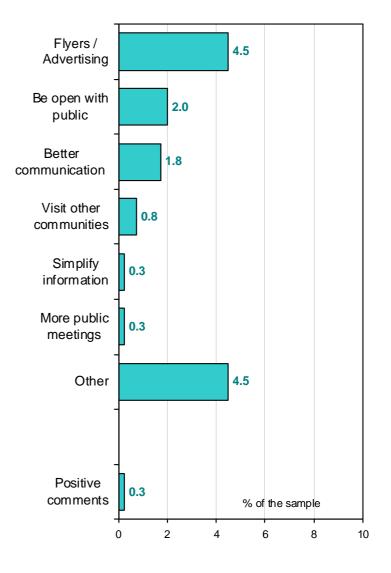
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a range of comments offered by those who were less than satisfied with Council's provision of information.

The main comments included...

- Advertising or flyers mentioned by 4.5% of the total sample (41% of those who are less than satisfied)
- Being more open with the public (2.0% of the sample)
- Better communication, mentioned by 1.8% of the sample

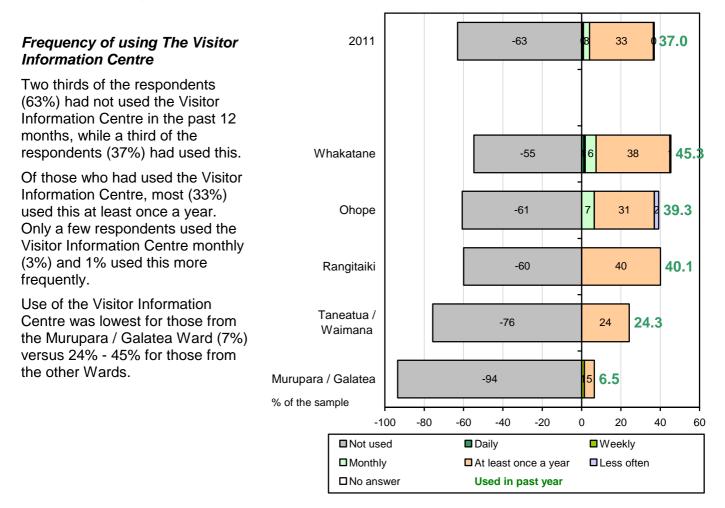
There was a range of other comments.



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

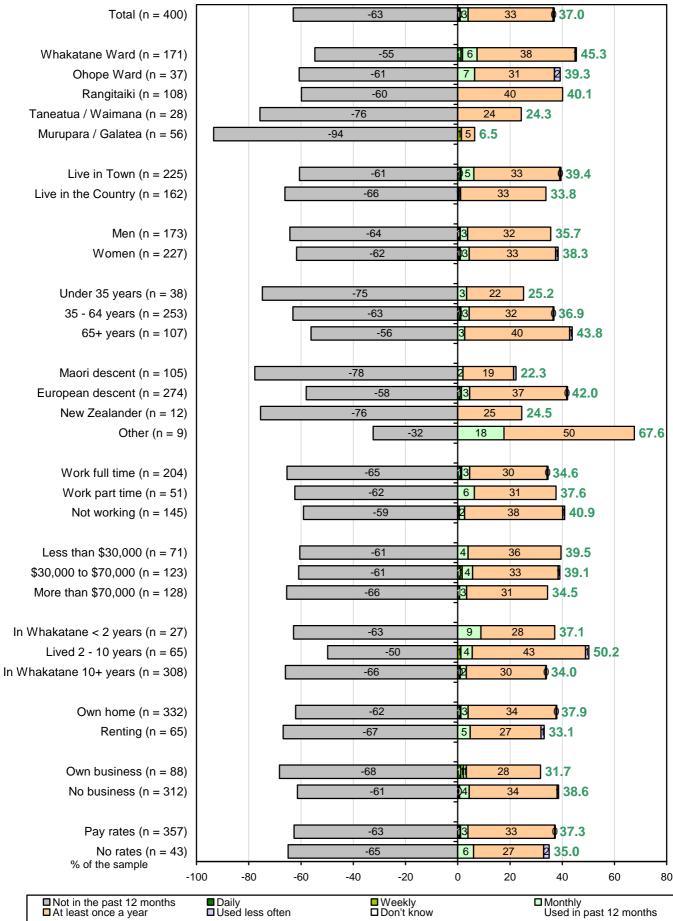
The Visitor Information Centre

Respondents were asked how often they had used The Visitor Information Centre in Quay Street Whakatane in the past 12 months.



The chart over the page compares the frequency of using the Visitor Information Centre among the various subgroups of interest. Respondents who were significantly **more likely** to have used the Visitor Information Centre include:

- Those from the Whakatane Ward (45%)
- Those of European descent (42%) or of 'other' ethnic backgrounds (68%)
- Those who have lived in Whakatane for 2 10 years (50%)



Usage of the Visitor Information Centre by subgroup

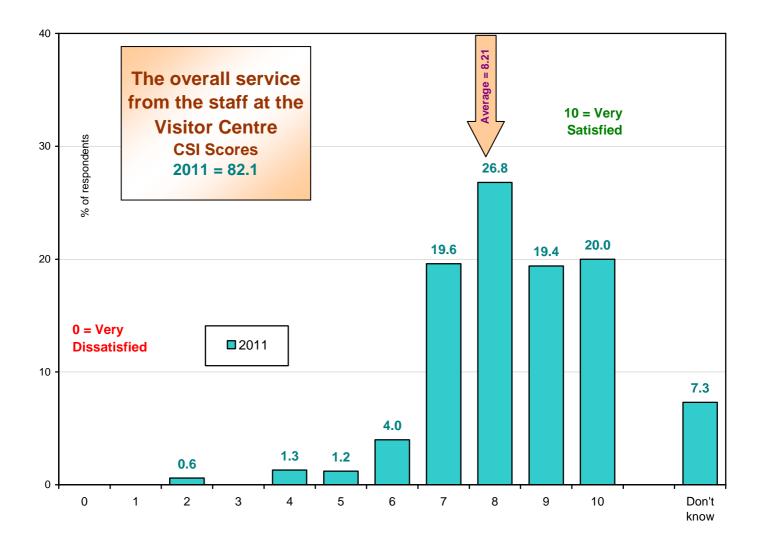
Satisfaction with the overall service from the staff at the Visitor Centre

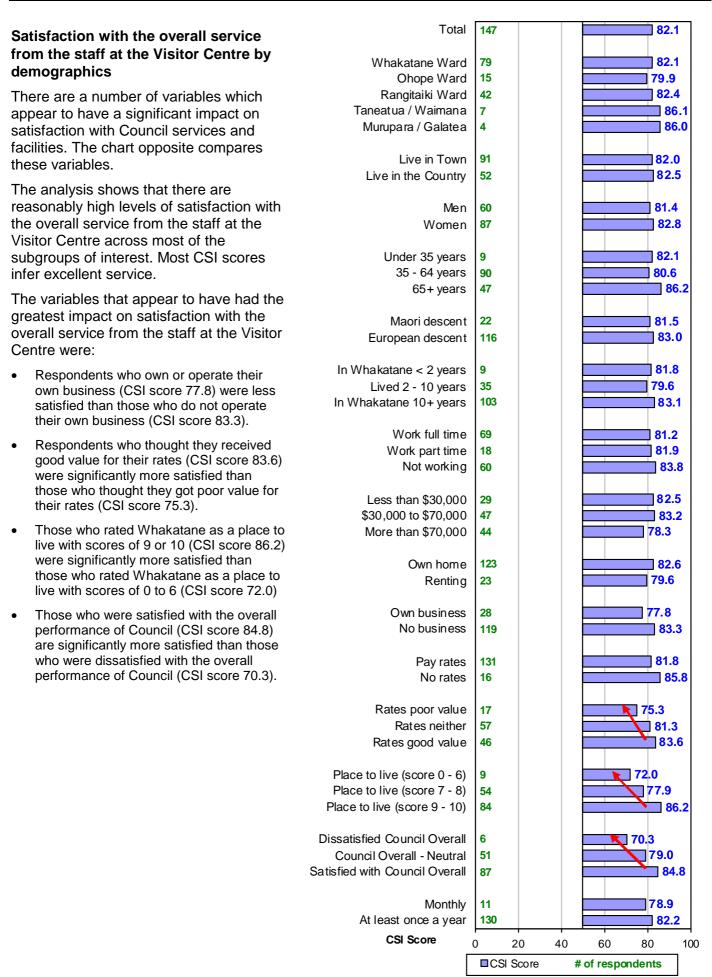
Respondents who had used the Visitor Information Centre in Quay Street Whakatane in the last 12 months (n=147) were asked to rate their satisfaction with the overall service from the staff at the Visitor Centre using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (86%) were satisfied with the overall service from the staff at the Visitor Centre (Scores 7 - 10). The mode was a score of 8 (26%) and over a third of the subgroup (39%) rated this with a score of 9 or 10 (exceeded expectations).

Only a few of the subgroup (6%) rated the overall service from the staff at the Visitor Centre with a score that was neutral (Scores 4 - 6) and only one respondent (0.6%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

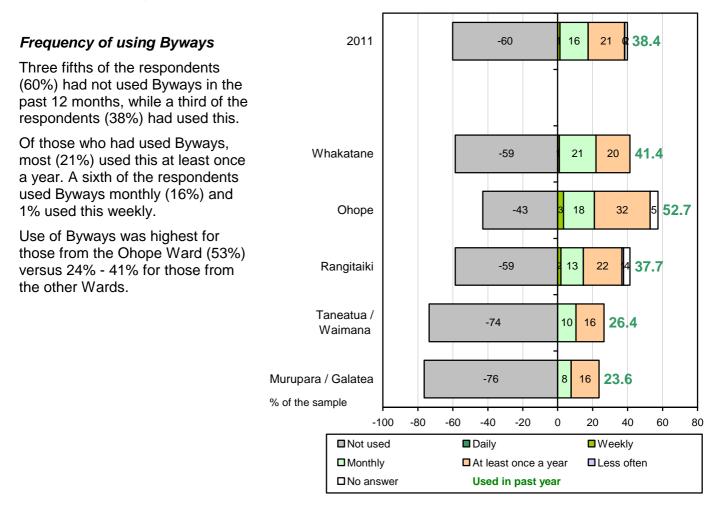
The CSI score for the overall service from the staff at the Visitor Centre was 82.1, a score that reflects excellent service.





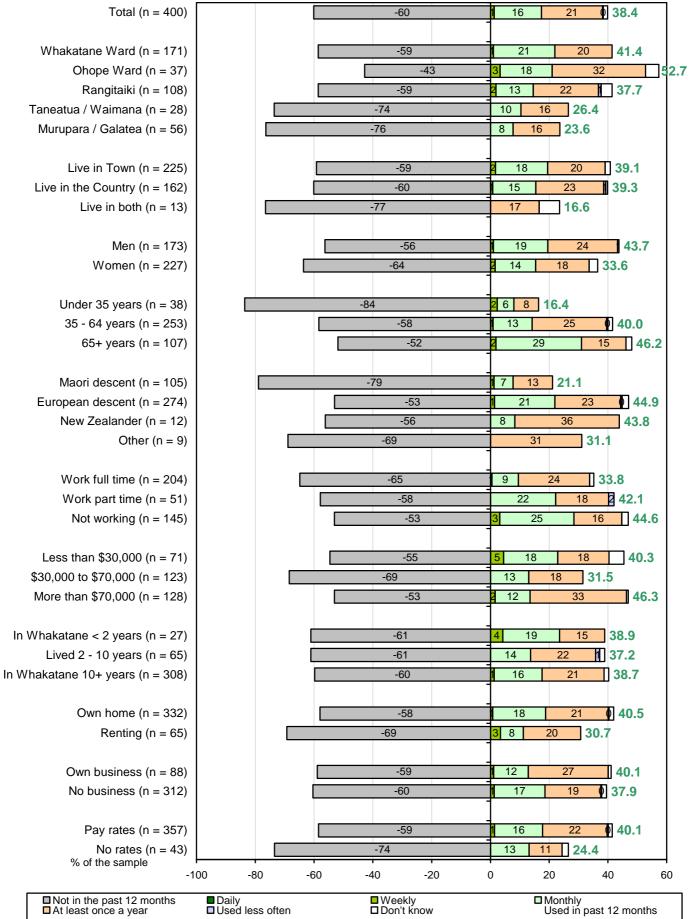
Byways

Respondents were asked how often they had used Byways (Council's news publication to Whakatane households) in the past 12 months.



The chart over the page compares the frequency of using Byways among the various subgroups of interest. Respondents who were significantly **more likely** to have used Byways include:

- Those from Ohope Ward (53%)
- Those with a household income over \$70,000 p.a. (46%)
- Those aged over 65 years old (46%)
- Those not working in paid employment (45%)
- Those of European descent (45%)
- Men (44%)
- Those who live their own home (41%)
- Those who pay rates (40%)



Usage of Byways by subgroup

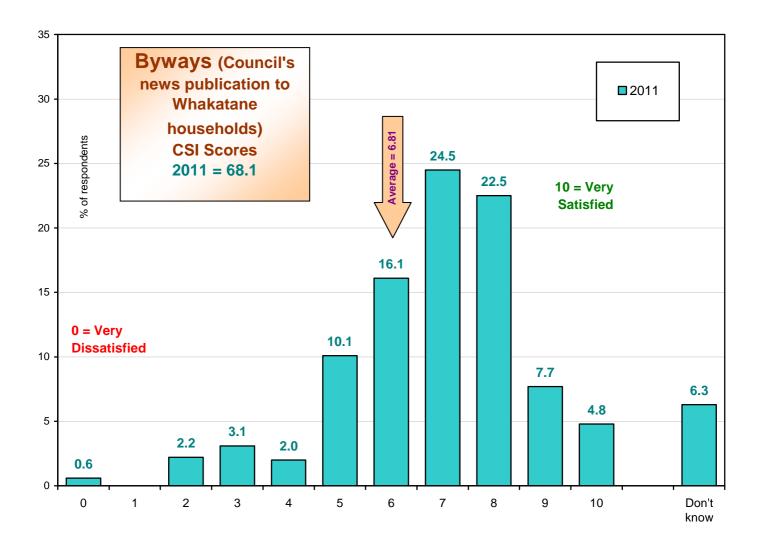
Satisfaction with Byways

Respondents who had used Byways (Council's news publication to Whakatane households) in the last 12 months (n=153) were asked to rate their satisfaction with Byways using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents in the subgroup (39%) were satisfied with Byways (Scores 7 – 10). The mode was a score of 7 (25%) and an eighth of the subgroup (13%) rated this with a score of 9 or 10 (exceeded expectations).

Over a quarter of the subgroup (28%) rated Byways with a score that was neutral (Scores 4 - 6) and only a few respondents (6%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for Byways was 68.1, a score that reflects a fair performance but with potential for improvement.



Sat	isfaction with Byways by	Total	153				68.1
	nographics						
	• .	Whakatane Ward	72				68.3
	re are a number of variables which	Ohope Ward	19				68.1
	ear to have a significant impact on	Rangitaiki Ward Taneatua / Waimana	41 8				68.1 76.1
	sfaction with Council services and	Murupara / Galatea	o 13				4.7
	lities. The chart opposite compares	Mulupala / Galatea	13				
tnes	se variables.	Live in Town	90				67.6
The	analysis shows that there are	Live in the Country	61				68.7
reas	sonably low levels of satisfaction with	· · · · · · · · · · · · · · · · · · ·					
	ays across most of the subgroups of	Men	76				66.5
	rest. Most CSI scores infer there are	Women	77				69.9
seri	ous issues with this service.						
The	variables that appear to have had the	Under 35 years	7				70.5
	atest impact on satisfaction with the	35 - 64 years	96				66.1
	cess Council used for their Byways	65+ years	49				72.2
wer		Maori descent	22				726
		European descent	123				72.6 68.6
	The few from the Taneatua / Waimana Ward (CSI score 76.1) appear more	European descent	123				00.0
	satisfied than those from other Wards (CSI	In Whakatane < 2 years	11				73.9
	score 64.7 – 68.3).	Lived 2 - 10 years	23			62	2.8
		In Whakatane 10+ years	119				68.6
	Those with a household income of more than \$70,000 (CSI score 65.2) were less	-					
	satisfied than those in the lower income	Work full time	67				66.2
	brackets (CSI score 67.3 – 68.9).	Work part time	21			6	4.8
		Not working	65				71.6
	Respondents who own or operate their own business (CSI score 61.8) were						
	significantly less satisfied than those who	Less than \$30,000	30				68.9
	do not operate their own business (CSI	\$30,000 to \$70,000 More than \$70,000	40 58				67.3 65.2
	score 70.1).		50				5.2
•	Respondents who thought they received	Own home	135				68.1
	good value for their rates (CSI score 76.9)	Renting	18				67.8
	were significantly more satisfied than	5					
	those who thought they got poor value for	Own business	35			61	.8
	their rates (CSI score 55.9).	No business	118] 70. 1
•	Those who rated Whakatane as a place to						
	live with scores of 9 or 10 (CSI score 71.5)	Pay rates	142				67.6
	were significantly more satisfied than	No rates	11				73.7
	those who rated Whakatane as a place to	Rates poor value	10			55.9	
	live with scores of 0 to 6 (CSI score 61.0)	Rates neither	19 61			62	
	Those who were satisfied with the overall	Rates good value	51				76.9
	performance of Council (CSI score 72.8)						
	are significantly more satisfied than those who were dissatisfied with the overall	Place to live (score 0 - 6)	13			61	.0
	performance of Council (CSI score 50.4).	Place to live (score 7 - 8)	57			6	4.8
		Place to live (score 9 - 10)	83				71.5
	Respondents who used Byways once per						
	years (CSI score 62.9) were significantly less satisfied than those who used Byways	Dissatisfied Council Overall	6			50.4	
	monthly (CSI score 73.0).	Council Overall - Neutral	49				
		Satisfied with Council Overall	93				72.8
		Monthly	68				73.0
		At least once a year	79			62	2.9
			0	20	40	60	80

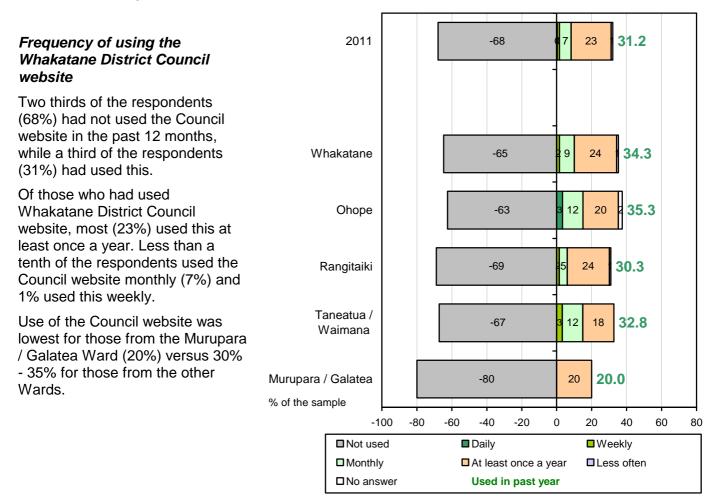
of respondents

CSI Score

100

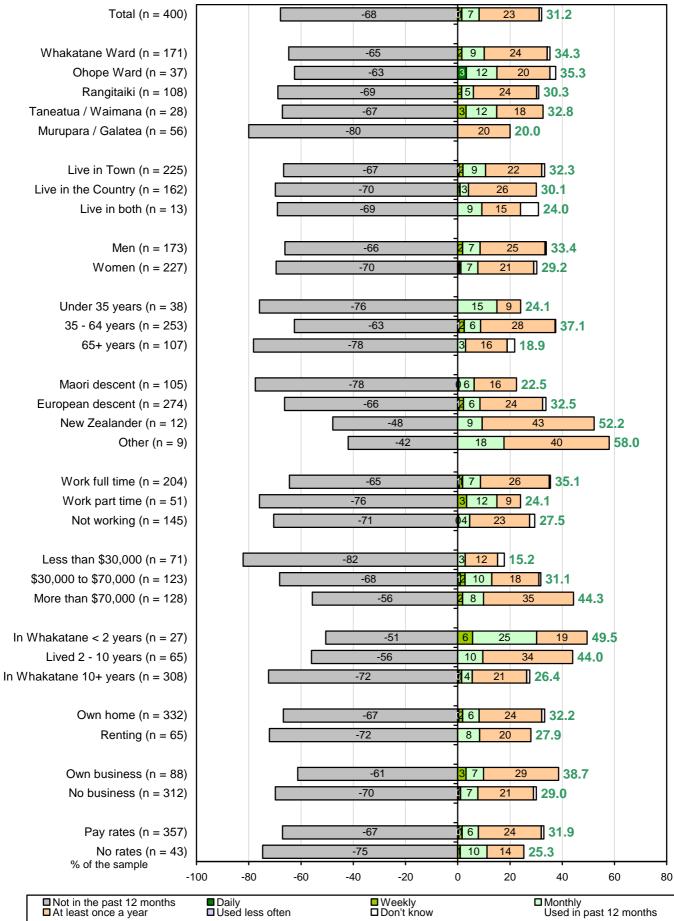
Whakatane District Council website

Respondents were asked how often they had used the Whakatane District Council website (www.whakatane.govt.nz) in the past 12 months.



The chart over the page compares the frequency of using the Whakatane District Council website among the various subgroups of interest. Respondents who were significantly **more likely** to have used Council's website include:

- Those of "Other" ethnic backgrounds (58%) or those who described themselves as "New Zealanders" or "Kiwis" (52%)
- Those with a household income over \$70,000 p.a. (44%)
- Those aged 35 64 years old (37%)
- Those working full time in paid employment (35%)
- Those who own or operate their own business (39%)
- Those who live their own home (32%)
- Those who pay rates (32%)



Usage of Whakatane District Council Website by subgroup

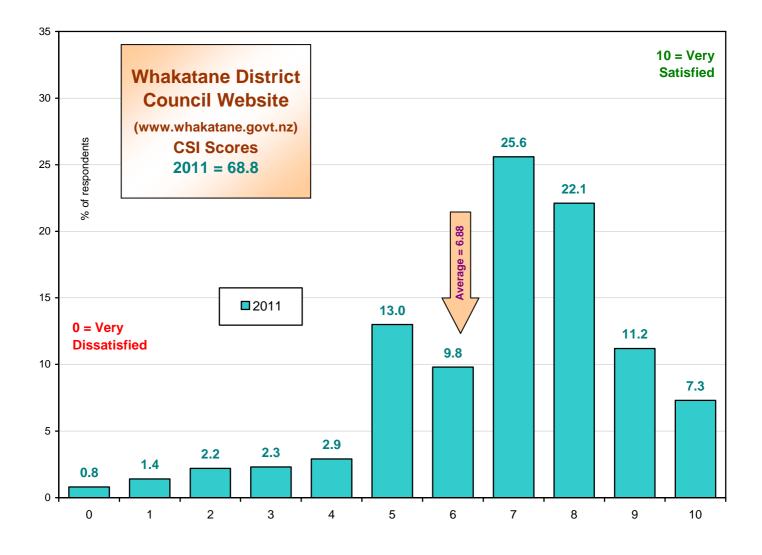
Satisfaction with the Whakatane District Council Website

Respondents who had used the Whakatane District Council website (<u>www.whakatane.govt.nz</u>) in the last 12 months (n=120) were asked to rate their satisfaction with the Council website using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (66%) were satisfied with the Council website (Scores 7 – 10). The mode was a score of 7 (26%) and a fifth of the subgroup (19%) rated this with a score of 9 or 10 (exceeded expectations).

A quarter of the subgroup (26%) rated the Council website with a score that was neutral (Scores 4 - 6) and only a few respondents (7%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the Whakatane District Council website was 68.8, a score that reflects a fair performance but with potential for improvement.



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120 68.8 Total Satisfaction with the Whakatane **District Council website by** Whakatane Ward 57 69.9 demographics Ohope Ward 13 71.4 64.4 Rangitaiki Ward 30 There are a number of variables which Taneatua / Waimana 9 76.7 appear to have a significant impact on Murupara / Galatea 11 69.0 satisfaction with Council services and facilities. The chart opposite compares 70 69.9 Live in Town these variables. Live in the Country 47 66.1 The analysis shows that there are 56 reasonably low levels of satisfaction with Men 66.1 Women 64 71.5 the Whakatane District Council website across most of the subgroups of interest. Under 35 years 10 68.5 Most CSI scores infer there are serious 35 - 64 years 90 69.3 issues with this service. 20 66.1 65+ years The variables that appear to have had the greatest impact on satisfaction with the Maori descent 69.6 23 Whakatane District Council website were: European descent 86 69.6 The few from the Rangitaiki Ward (CSI In Whakatane < 2 years 13 69.3 score 64.4) appear less satisfied than Lived 2 - 10 years 28 68.8 those from other Wards (CSI score 69.0 -In Whakatane 10+ years 79 68.7 71.4). Work full time 71 69.8 Respondents who live in their own home 57.7 (CSI score 67.1) were less satisfied than Work part time 11 those who rent (CSI score 77.5). Not working 38 70.5 Respondents who thought they received Less than \$30,000 11 76.9 good value for their rates (CSI score 78.7) \$30,000 to \$70,000 38 62.4 were significantly more satisfied than More than \$70,000 56 70.4 those who thought they got poor value for their rates (CSI score 52.5). Own home 101 67.1 Those who rated Whakatane as a place to Rentina 19 77.5 live with scores of 9 or 10 (CSI score 71.9) were significantly more satisfied than Own business 66.2 33 those who rated Whakatane as a place to 69.8 87 No business live with scores of 0 to 6 (CSI score 59.5) Pay rates 108 68.9 Those who were satisfied with the overall No rates 12 67.9 performance of Council (CSI score 78.5) are significantly more satisfied than those who were dissatisfied with the overall 19 Rates poor value performance of Council (CSI score 48.5). Rates neither 39 Rates good value 40 78.7 Place to live (score 0 - 6) 14 59.5 Place to live (score 7 - 8) 46 67.5 71.9 60 Place to live (score 9 - 10) Dissatisfied Council Overall 9 48.5 Council Overall - Neutral 40 Satisfied with Council Overall 78.5 68 Weeklv 5 60.6 70.7 Monthly 24 At least once a year 90 68.5 CSI Score 0 60 80 20 40

CSI Score # of respondents 100

Opportunities for involvement in decision making

The respondents were asked the following 'Council tries to ensure that the community has meaningful input into decision making on significant Council projects, processes and policy. Using a scale where 0 = very dissatisfied and 10 = very satisfied, how would you rate the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?'

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the opportunities Council provided for community involvement in decision making to be able to rate this factor.

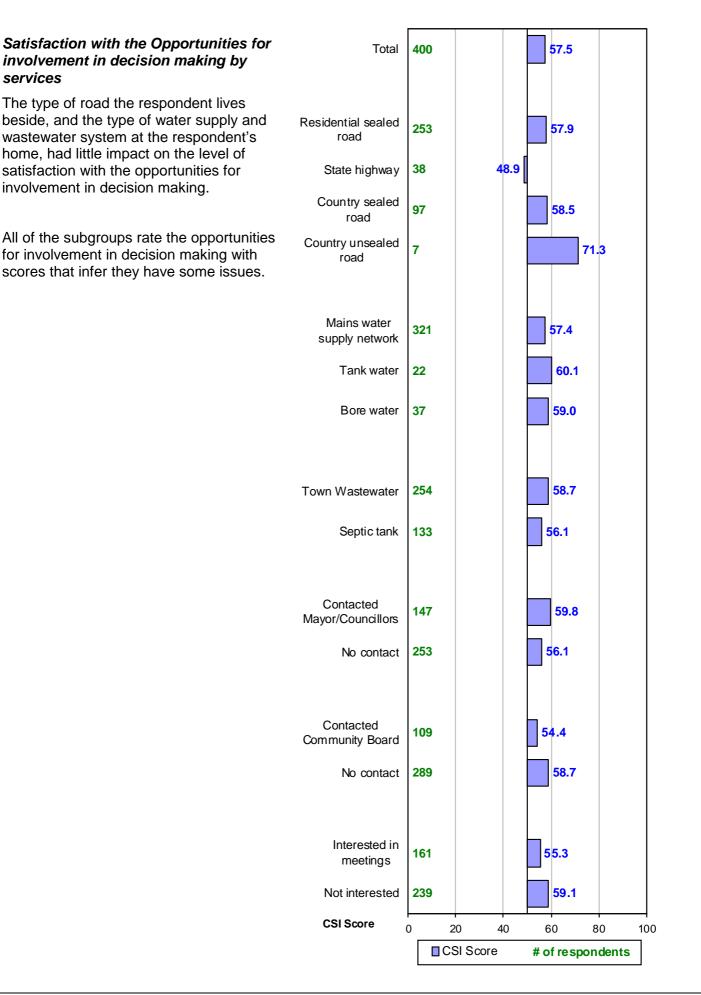
Just over a third of the respondents (38%) were satisfied with Council providing good opportunities for community involvement in decision making (Scores 7 - 10). The mode was a score of 7 (18%) but just 8.5% rated this with a score of 9 or 10 (exceeded expectations).

A sixth of the respondents (16%) were dissatisfied with the opportunities for community involvement in decision making Council provided (scores 0 - 3) while 37% rated this as neutral (Scores 4 to 6).

The CSI score is 57.5, down 1.0 points from the 2008 result. The CSI score again infers respondents have some issues with the opportunities they have for community involvement in Council decision making.



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No rates 43 Rates poor value 62 Rates neither 150 Rates good value 111 CSI Score 0 20 40 60 80 100			Pay rates	357	56.3
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Rates good value 111 70.3 CSI Score 0 20 40 60 80 100			Rates poor value	62	38.7
CSI Score 0 20 40 60 80 100			Rates neither	150	
			Rates good value	111	70.3
■ CSI Score # of respondents			CSI Score	0	20 40 60 80 100
					CSI Score # of respondents



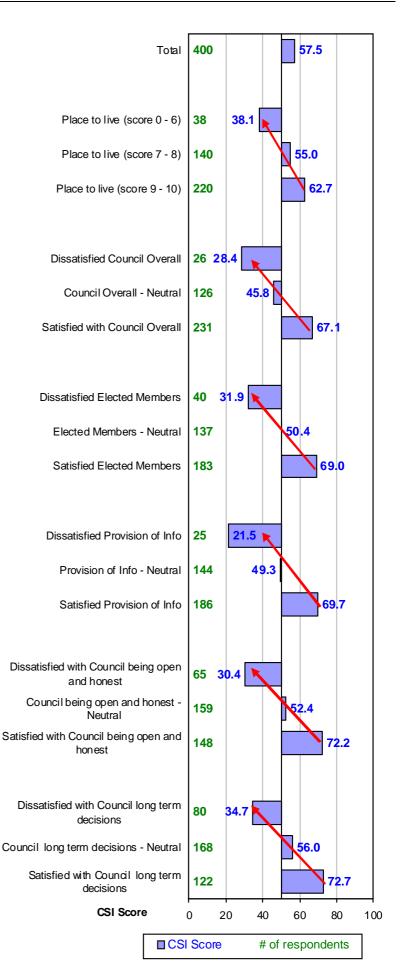
Satisfaction with the Opportunities for involvement in decision making by Attitudes

There are a number of other questions which appear to have a significant impact on the satisfaction with the opportunities for involvement in decision making. The chart opposite compares these variables.

It appears that the way the respondent rates the opportunities for involvement in decision making is related to how they think the Council has performed in a number of specific areas.

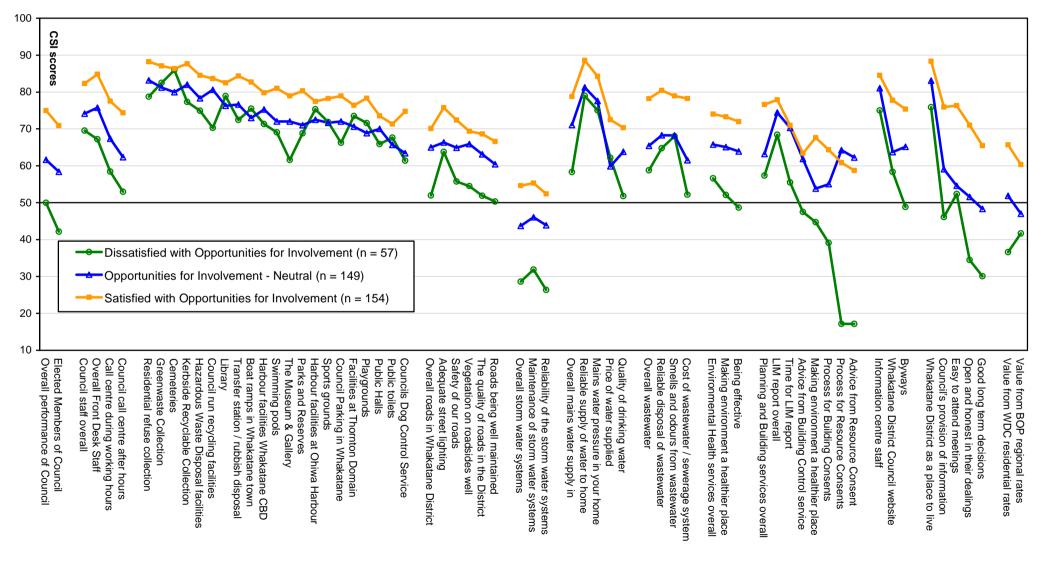
The variables that appear to have had the greatest impact on satisfaction with the opportunities for involvement in decision making were:

- Those who were satisfied with the Overall Performance of Council are significantly more satisfied (CSI score 67.1) with the opportunities for involvement in decision making than those who were dissatisfied with the Overall Performance of Council (CSI score 28.4).
- Those who were satisfied with the Elected Members (CSI score 69.0) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Elected Members (CSI score 31.9).
- Those who were satisfied with Council's provision of information (CSI score 69.7) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with Council's provision of information (CSI score 21.5).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 72.2) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 30.4).
- Those who were satisfied with the Council making good long term decisions (CSI score 72.7) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Council making good long term decisions (CSI score 34.7).



WDC Residents Perception Survey 2011

The chart compares the effect that satisfaction with the opportunities for involvement in decision making has on the respondents' satisfaction with all Council provided facilities and services. The satisfaction with the opportunities for involvement in decision making has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who are satisfied with the opportunities for involvement in decision making (n=154) tend to rate all facilities and services significantly higher than those who are dissatisfied with the opportunities for involvement in decision making (n=57).



Opportunities for involvement in decision making – why less than satisfied

The respondents who were not satisfied (scores 0 - 4) with the opportunities for involvement in decision making (n= 86) were asked *Why do you feel this way?*'

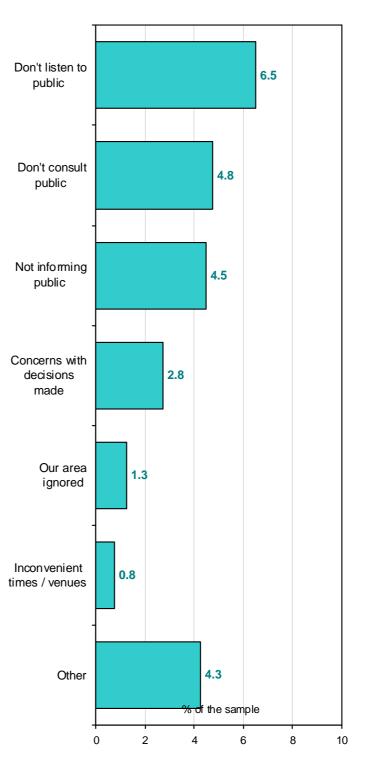
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a range of comments offered by those who were less than satisfied with the opportunities Council provides for community involvement in decision making.

The main comments included...

- Do not listen to public opinion (6.5% of the sample which equates to 30% of those who are less than satisfied)
- Feeling they do not consult the public mentioned by 4.8% of the total sample
- The feeling that Council were not informing the public enough, mentioned by 4.5% of the sample

There was a range of other comments.



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

Democratic Process

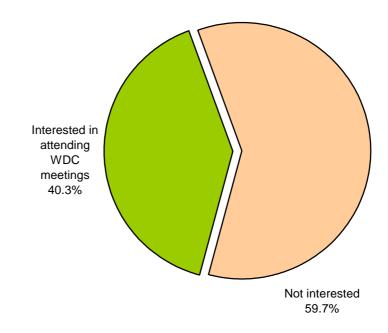
Interest in Attending Meetings

Respondents were asked 'Are you interested in attending meetings held by Whakatane District Council?'

Over a third of the respondents (40%) were interested in attending meetings held by the Whakatane District Council.

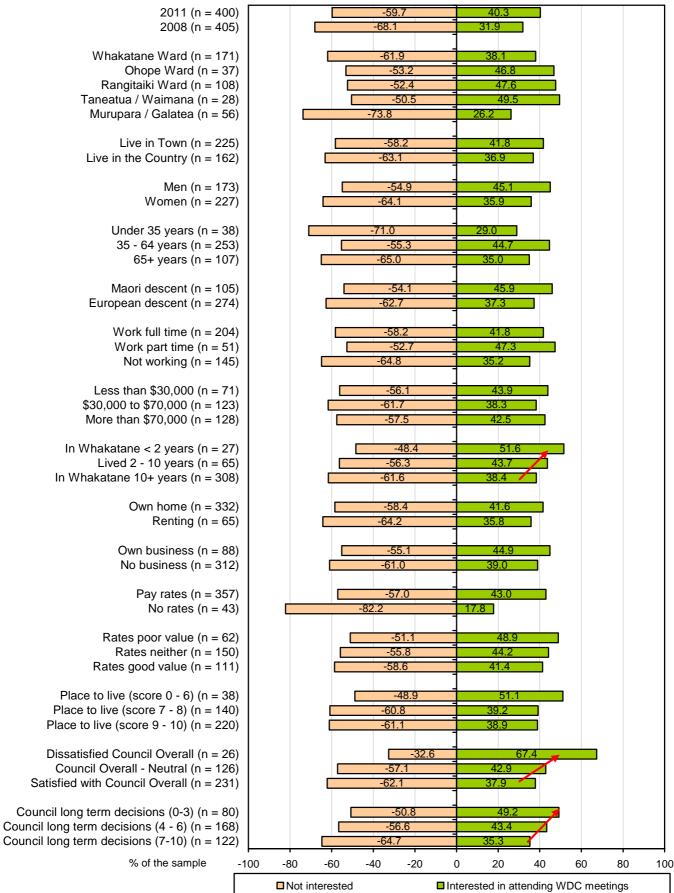
Over half of the sample (60%) were not interested in attending meetings.

By comparison, in 2008 the split was 32% interested in attending meetings versus 68% not interested



The chart over the page compares the proportion of the various subgroups of interest that were interested in attending meetings held by the Whakatane District Council. Respondents who were significantly **more likely** to be interested in attending meetings held by the Whakatane District Council include:

- Men (45% of the sample) versus 36% for women
- Those aged 35 64 (45% of the sample) versus 29% 35% for the other age brackets
- Those from the Taneatua Waimana Ward (50%) versus 26% for those from the Murupara / Galatea Ward
- Those of Maori descent (46%) versus 37% for those of European descent
- Those who pay rates (43%) versus 18% for those who do not pay rates
- Those who were dissatisfied with the overall performance of Council (67%) versus 36% for those who were satisfied with the overall performance of Council



Interest in attending meetings held by WDC by subgroup

Being easy to attend meetings held by the Whakatane District Council

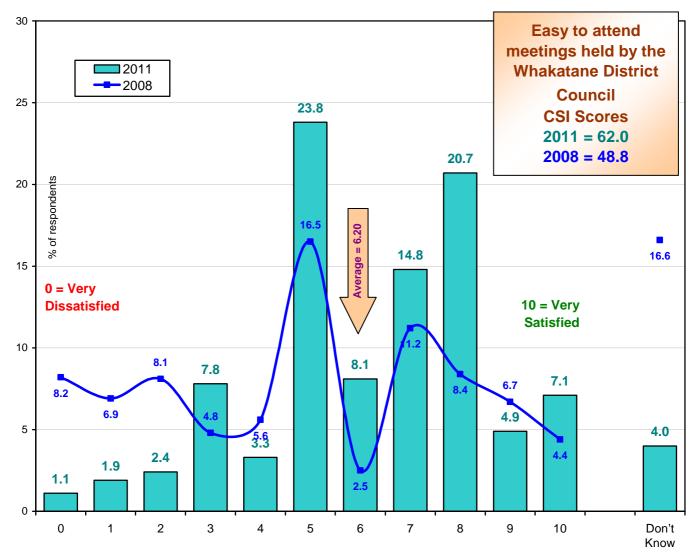
Respondents who were interested in attending meetings (n = 161) were then asked 'And using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with it being easy to attend meetings held by the Whakatane District Council?'

Half of the respondents (48%) were satisfied with it being easy to attend meetings, (Scores 7 – 10). The mode was a score of 5 (24%) and only 12% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (35%) rated their satisfaction with a neutral score (Scores 4 - 6). An eighth of the respondents (13%) rated this with scores that reflect dissatisfaction (Scores 0 - 3). The remaining 4% did not answer this question.

The profile is significantly different this year with more satisfied respondents (48% versus 31% in 2008) and fewer dissatisfied respondents (12% versus 28% in 2008).

The CSI score for it being easy for people to attend meetings was 62.0. This is 13.2 points higher than the 2008 CSI score of 48.8. However, the current CSI score still infers respondents have issues with the perceived ease of which they can attend meetings.



Satisfaction with it being easy to 161 Total 62.0 attend meetings by demographics 62.1 Whakatane Ward 66 There are a number of variables which 71.1 Ohope Ward 17 appear to have a significant impact on 59.8 Rangitaiki Ward 49 satisfaction with Council services and 68.6 Taneatua / Waimana 13 facilities. The chart opposite compares 56.3 Murupara / Galatea 16 these variables. Live in Town 93 63.0 The analysis shows that most subgroups Live in the Country 61 60.6 are not satisfied with it being easy to attend meetings held by the Whakatane 81 Men 60.6 District Council. Women 80 63.7 The variables that appear to have had the Under 35 years 12 56.5 greatest impact on satisfaction with it 35 - 64 years 112 62.6 being easy to attend meetings were: 65+ years 37 62.5 Those from the Murupara / Galatea Ward (CSI score 56.3) are less satisfied than Work full time 62.3 87 55.1 those from the other Wards Work part time 24 Not working 50 65.3 Respondents aged under 35 (CSI score • 56.5) appear less satisfied than those from Less than \$30,000 30 60.2 other age groups. \$30,000 to \$70,000 48 67.7 More than \$70,000 56 58.2 Those who pay rates (CSI score 62.5) are more satisfied than those who do not pay 48 62.4 Maori descent rates. 102 62.0 European descent Respondents who thought they received good value for their rates (CSI score 72.5) In Whakatane < 2 years 14 62.0 were significantly more satisfied than Lived 2 - 10 years 56.0 28 those who thought they got poor value for In Whakatane 10+ years 119 63.7 their rates (CSI score 50.1). Own home 137 62.3 Respondents who were satisfied with the . Renting 24 60.8 overall performance of Council (CSI score 70.6) were significantly more satisfied than Own business 39 67.1 those who were dissatisfied with the 60.4 122 No business overall performance of Council (CSI score 44.0). 62.5 Pay rates 152 Respondents who were satisfied with the 52.4 No rates 9 Elected Members (CSI score 71.1) were significantly more satisfied than those who Rates poor value 30 50.1 were dissatisfied with the Elected Rates neither 64 60.7 Members (CSI score 48.5). Rates good value 46 72.5 Place to live (score 0 - 6) 20 45.6 Place to live (score 7 - 8) 53 Place to live (score 9 - 10) 87 71.0 44.0 **Dissatisfied Council Overall** 17 Council Overall - Neutral 52 Satisfied with Council Overall 90 0.6 Dissatisfied Elected Members 48.5 23 Elected Members - Neutral 54 75 Satisfied Elected Members 71.1 **CSI Score** 0 20 40 80 100 60

of respondents

CSI Score

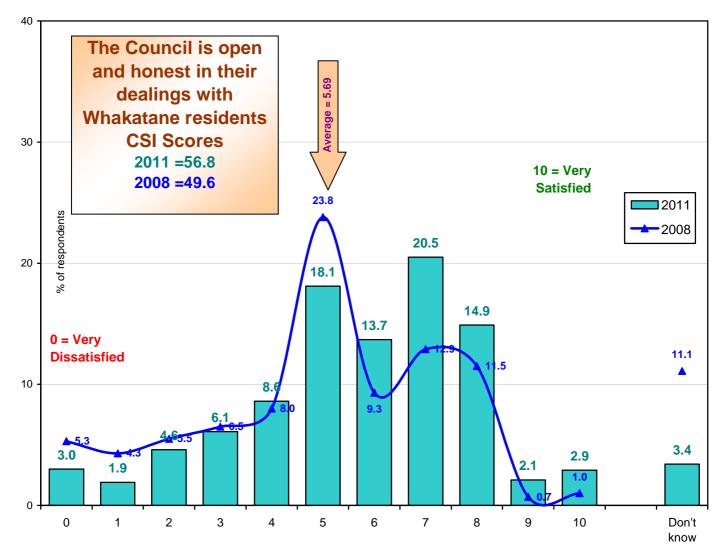
The Council is open and honest in their dealings with Whakatane residents

Respondents were asked, 'Thinking about the Whakatane District Council and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the Council being open and honest in their dealings with Whakatane residents?'

Over a third of the respondents (41%) were satisfied with '*The Council being open and honest in their dealings with Whakatane residents*' (Scores 7 – 10). The mode was a score of 7 (21%) but only a few respondents (5%) rated this with a score of 9 or 10 (exceeded expectations).

Two fifths of the respondents (41%) were neutral (Scores 4 - 6). A sixth of the respondents (16%) were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (Scores 0 - 3). The remaining 3% did not answer this question.

The CSI score for 'The Council being open and honest in their dealings with Whakatane residents' is 56.8. This is 7.2 points higher than the 49.6 recorded in 2008. However, the CSI score still infers that respondents have serious issues with this statement.



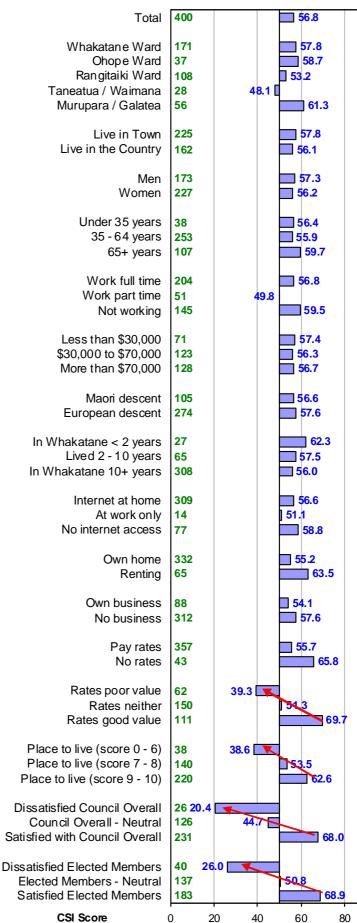
Satisfaction with 'The Council being open and honest in their dealings with Whakatane residents' by demographics

There are a number of variables which appear to have a significant impact on the level of satisfaction. The chart opposite compares these variables.

Most of subgroups rate the Council being open and honest in their dealings with Whakatane residents with scores that infer they have some issues.

The variables that appear to have had the greatest impact on the level of satisfaction with the Council being open and honest in their dealings with Whakatane residents were:

- Those from the Murupara / Galatea Ward are the most satisfied with Council being open and honest in their dealings with Whakatane residents (CSI score 61.3).
- Those who rent (CSI score 63.5) appear more satisfied than those who live in their own home (CSI score 55.2).
- Those who pay rates (CSI score 55.7) . appear less satisfied than those who don't pay rates (CSI score 65.8).
- Respondents who thought they received good value for their rates (CSI score 69.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 39.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 62.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 38.6)
- Those who were satisfied with the overall performance of Council (CSI score 68.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 20.4).
- Those who were satisfied with the Elected • Members (CSI score 68.9) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 26.0).



CSI Score

CSI Score # of respondents

100

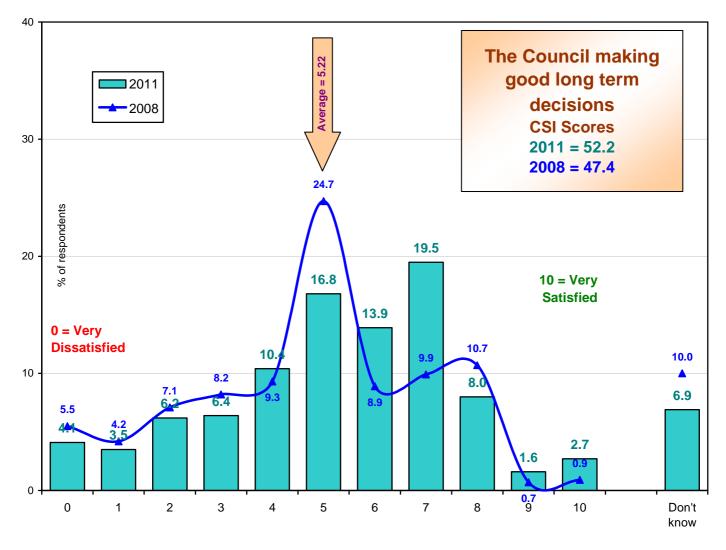
The Council making good long term decisions

Respondents were asked, 'Thinking about the Whakatane District Council and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the Council making good long term decisions?'

A third of the respondents (32%) were satisfied with '*The Council making good long term decisions*' (Scores 7 – 10). The mode was a score of 7 (20%) and only 17 respondents (4.3%) rated this with a score of 9 or 10 (exceeded expectations).

Two fifths of the respondents (41%) were neutral (Scores 4 - 6). A fifth of the respondents (20%) were dissatisfied with the Council making good long term decisions (Scores 0 - 3).

The CSI score for '*The Council making good long term decisions*' is 52.2. This is 4.8 points higher than the 47.4 recorded in 2008. However, the CSI score still infers that respondents have serious issues with this statement.



Satisfaction with 'The Council making 400 Total 52.2 good long term decisions' by demographics Whakatane Ward 171 51.4 Ohope Ward 52.7 37 There are a number of variables which Rangitaiki Ward 108 49.9 appear to have a significant impact on the 28 49.6 Taneatua / Waimana level of satisfaction. The chart opposite Murupara / Galatea 56 59.5 compares these variables. Live in Town 225 51.1 Most of the subgroups rate the Council Live in the Country 162 54.7 making good long term decisions with scores that infer they have some issues. 173 Men 51.4 The variables that appear to have had the Women 227 53.0 greatest impact on the level of satisfaction Under 35 years 38 53.9 with the Council making good long term 35 - 64 years 253 51.7 decisions were: 65+ years 107 52.8 Those from the Murupara / Galatea Ward are the most satisfied with the Council 204 53.1 Work full time making good long term decisions (CSI 51 Work part time 43.2 score 59.5). 145 Not working 54.2 Those who rent (CSI score 60.9) appear . Less than \$30.000 71 51.8 more satisfied than those who live in their \$30,000 to \$70,000 123 52.3 own home (CSI score 50.1). 52.2 More than \$70,000 128 Ratepayers (CSI score 50.8) appear less satisfied than those who don't pay rates Maori descent 105 53.5 (CSI score 64.4). 274 52.6 European descent Respondents who thought they received 27 In Whakatane < 2 years 54.5 good value for their rates (CSI score 64.5) 65 Lived 2 - 10 years 50.2 were significantly more satisfied than 308 In Whakatane 10+ years 52.4 those who thought they got poor value for their rates (CSI score 34.5). Own home 332 50.1 Those who rated Whakatane as a place to . 65 60.9 Renting live with scores of 9 or 10 (CSI score 58.9) were significantly more satisfied than 49.6 88 Own business those who rated Whakatane as a place to 53.0 No business 312 live with scores of 0 to 6 (CSI score 30.8) Pay rates 357 50.8 Those who were satisfied with the overall No rates 43 performance of Council (CSI score 64.1) are significantly more satisfied than those Rates poor value 62 34.5 🗾 who were dissatisfied with the overall Rates neither 46.3 performance of Council (CSI score 14.8). 150 Rates good value 111 Those who were satisfied with the Elected Members (CSI score 65.1) are significantly 30.8 Place to live (score 0 - 6) 38 more satisfied than those who were 48.5 Place to live (score 7 - 8) 140 dissatisfied with the Elected Members (CSI Place to live (score 9 - 10) 220 58.9 score 19.6). **Dissatisfied Council Overall** 26 14.8 Council Overall - Neutral 126 39.4 Satisfied with Council Overall 231 **Dissatisfied Elected Members** 40 Elected Members - Neutral 137 45.2

CSI Score # of respondents

40

20

183

0

Satisfied Elected Members

CSI Score

100

64.4

64.5

64.1

65.1

80

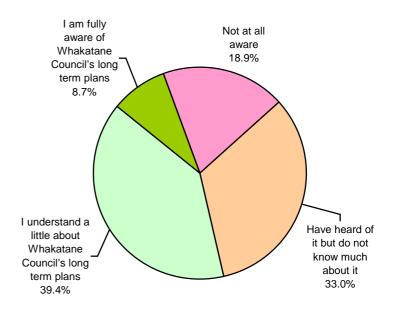
60

Level of awareness of Whakatane Council's long term plans

Respondents who rated their satisfaction with 'the Council making good long term decisions' with a score of 4 or less (n = 123) were asked 'Which of the following statements best matches your level of awareness of Whakatane Council's long term plans?'

A fifth of the subgroup (19%) were not at all aware of Whakatane Council's long term plans. A further third of the subgroup (33%) have heard of Council's long term plans but did not know much about it.

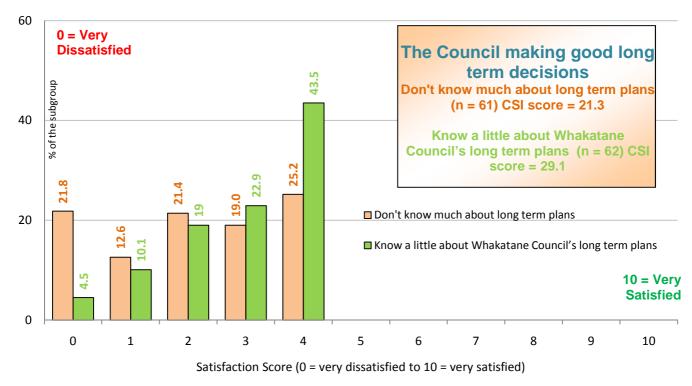
Over a third of the subgroup (39%) understood a little about Whakatane Council's long term plans while only 9% were fully aware of Whakatane Council's long term plans.



Satisfaction with the Council making good long term decisions by whether aware or not

Respondents who rated their satisfaction with 'the Council making good long term decisions' with a score of 4 or less (n = 123) were asked 'Which of the following statements best matches your level of awareness of Whakatane Council's long term plans?'

The above chart shows that half of these respondents (48%) at least understood a little about Whakatane Council's long term plans while 52% either were not aware or did not know much about it. It appears that those who are not aware of Whakatane Council's long term plans were significantly more likely to rate the long term plans with a score of 0. The respondents who understood a little about Whakatane Council's long term plans were significantly more likely to rate the long term plans were significantly more likely to rate the long term plans with a score of 0. This infers that there are two different issues, many respondents are not aware of the Council's long term plans while others have some issues with the Council's long term plans.



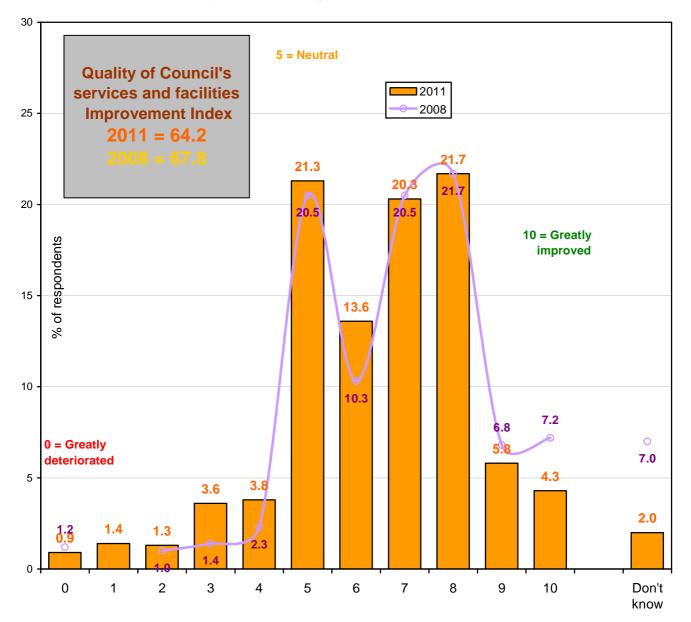
Quality of Council facilities and services

Respondents were asked 'Using a 10 point scale where 0 = greatly deteriorated and 10 = greatly improved, overall how would you rate the quality of Council facilities and services in the past 12 months?'

Half of the respondents, (52%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 4% rated this with a score of 10 (greatly improved). Less than a tenth of the respondents (7%) felt the quality had deteriorated (Scores 0 – 3) and only four respondents (0.9%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 64.2, down 3.6 points from 2008.

It is important to note that an Improvement Index of 51 or more represents an improvement upon the previous year.

With the Index being well above 50 this year, this infers that the respondents believe the quality of Council facilities and services have improved from last year.



64.2

64.9

64.7

69.9

63.1

62.8

63.8

65.1

64.4

64.1

66.7

69.0

62.3

63.1

61.9

67.0

67.7

63.3

67.0

66.6

61.9

64.5

62.2

63.7 64.4

63.2

72.9

73.9

63.9

62.4

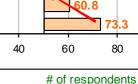
Quality Improvement by demographics

There was limited variation in proportion of those who felt the quality of Council facilities and services had improved in the past year by the demographic subgroups. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on how the respondent rates whether the quality of Council facilities and services had improved in the past year are:

- Respondents from the Taneatua / Waimana Ward appear more likely to think the quality had improved (QII 69.9) versus a QII score of 62.8 - 64.9 for those from the other Wards.
- Household income has a noticeable . impact with those from the lowest income stream appearing most likely to think the quality had improved (QII 67.7).
- Respondents who rent appear more • likely to think the quality had improved (QII 73.9) versus a QII score of 62.2 for those who live in their own home.
- Respondents who don't pay rates appear more likely to think the quality had improved (QII 72.9) versus a QII score of 63.2 for those who pay rates.
- Those who thought they received • good value from their rates were significantly more likely to think the quality of facilities and services had improved (QII 73.3) versus 60.8 for those who thought the value of rates was neutral and 47.1 for those who thought the value of rates was poor.

Total	400		64
Total			
Whakatane Ward	171		64
Ohope Ward	37		64
Rangitaiki Ward	108		63.
Taneatua / Waimana	28		
Murupara / Galatea	56		62.
Marapara / Galatea			02.
Live in Town	225		63.
Live in the Country	162		65
	102		
Men	173		64
Women	227		64
women			
Under 35 years	38		6
35 - 64 years	253		62.
65+ years	107		
Work full time	204		63.
Work part time	51		61.9
Not working	145		6
, in the second s			
Less than \$30,000	71		6
\$30,000 to \$70,000	123		63.
More than \$70,000	128		62.4
Maori descent	105		6
European descent	274		63.
New Zealander	12		55.2
Other	9		58.9
In Whakatane < 2 years	27		6
Lived 2 - 10 years	65		61.9
In Whakatane 10+ years	308		64
Own home	332		62.2
Renting	65		
· ·			
Own business	88		63.
No business	312		64
Pay rates	357		63.
No rates	43		
Rates poor value	62	47	7.1
Rates neither	150		60.8
Rates good value	111		
Improvement Index	0	20 4	0 60
			-



□Index

100

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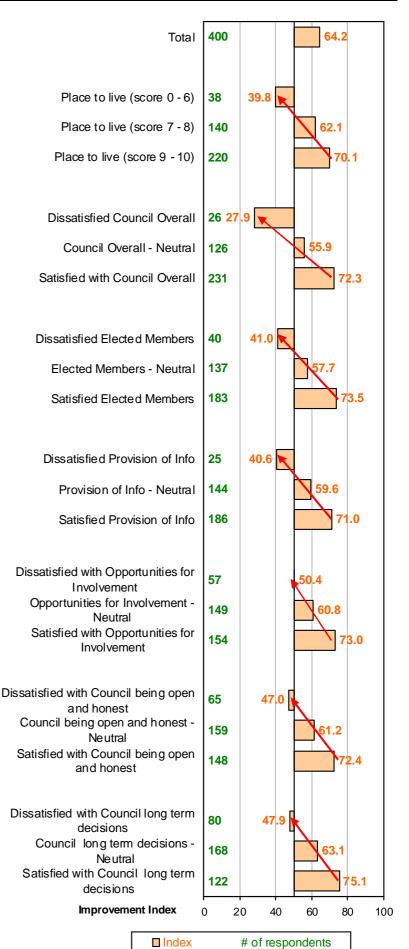
Quality Improvement by services 400 64.2 Total The type of road the respondent lives beside, and the type of water supply and wastewater system at the respondent's home, had limited impact on whether the Residential sealed 253 63.2 respondent felt the quality of Council road facilities and services had improved in the past year or not. State highway 38 65.2 The variables that appear to have had the Country sealed greatest impact on how the respondent 97 66.7 road rates whether the quality of Council Country unsealed facilities and services had improved in the 7 69.8 road past year are: Respondents who live beside residential sealed roads appear less likely to think the quality had improved Mains water 321 64.4 (QII 63.2) versus a QII score of 65.2 supply network 69.8 for those who lived on other types of roads. Tank water 22 65.1 Those who had had no contact with 37 65.2 Bore water the community board were more likely to think the quality had improved (QII 65.8).versus those who had had contact with their community board (QII 60.0). Town Wastewater 254 64.3 133 Septic tank 63.8 Contacted 147 64.3 Mayor/Councillors 253 No contact 64 2 Contacted 60.0 109 Community Board 289 65.8 No contact Interested in 161 61.1 meetings Not interested 239 66.4 Improvement Index 0 20 40 60 80 100 □Index # of respondents

Satisfaction with Quality Improvement by Attitudes

There are a number of other questions which appear to have a significant impact on overall satisfaction. The chart opposite compares these variables.

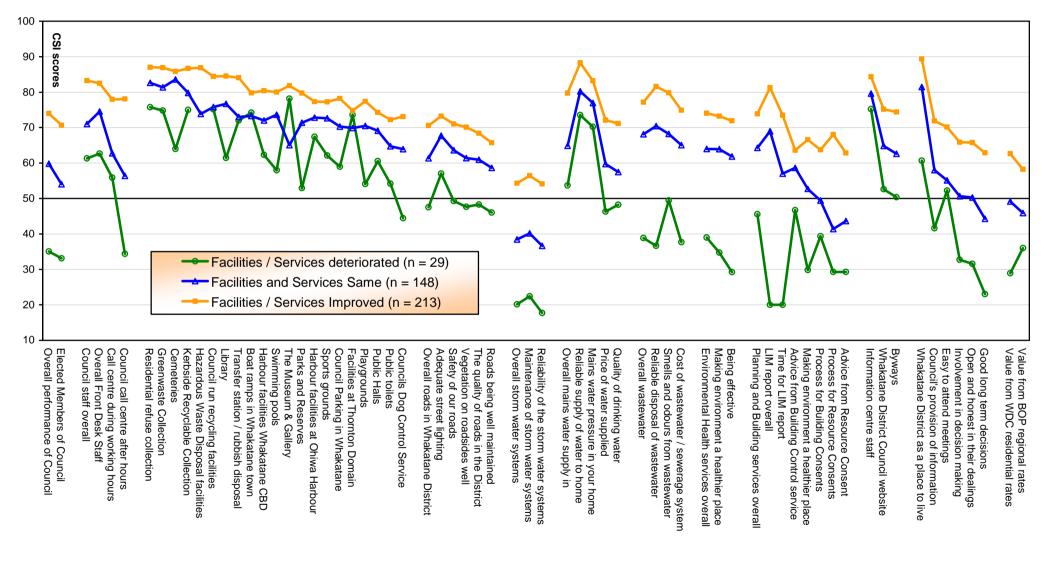
The variables that appear to have had the greatest impact on how the respondent rates whether the quality of Council facilities and services had improved in the past year are:

- Respondents who were satisfied with the overall performance of Council were significantly more likely to think the quality of facilities and services had improved (QII 72.3), versus 27.9 for the few who were dissatisfied with the overall performance of Council.
- Respondents who were satisfied with the overall performance of the Elected Members were significantly more likely to think the quality of facilities and services had improved (QII 73.5), versus 41.0 for those who were dissatisfied with the overall performance of the Elected Members
- Those who were satisfied with the Council's provision of information are significantly more likely to think the quality of facilities and services had improved (QII 71.0), versus 40.6 for those who were dissatisfied with the Council's provision of information.
- Those who were satisfied with the opportunities Council provides for community involvement in decision making are significantly more likely to think the quality of facilities and services had improved (QII 73.0), versus 50.4 for those who were dissatisfied with the opportunities Council provides for community involvement in decision making.



WDC Residents Perception Survey 2011

The chart compares the effect that the respondents rating for whether the facilities or services has improved or not on their satisfaction with all Council provided facilities and services. The respondents who felt that the facilities or services had improved in the past 12 months (n = 213) rated all factors significantly higher than those who felt things has stayed the same (n = 148). Some of the largest differences are in the rating for Resource Consents, the call centre after hours, LIM reports and long term decision making.

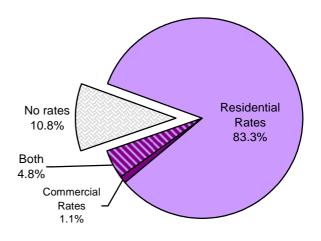


Payment of Rates to Council

Respondents were asked if they paid residential or commercial rates to the Whakatane District Council.

The vast majority of the respondents (88%) said they paid residential rates, including 5% who paid both residential and commercial rates. Five respondents (1.1%) paid only commercial rates.

A ninth of the sample (11%) said they did not pay rates.



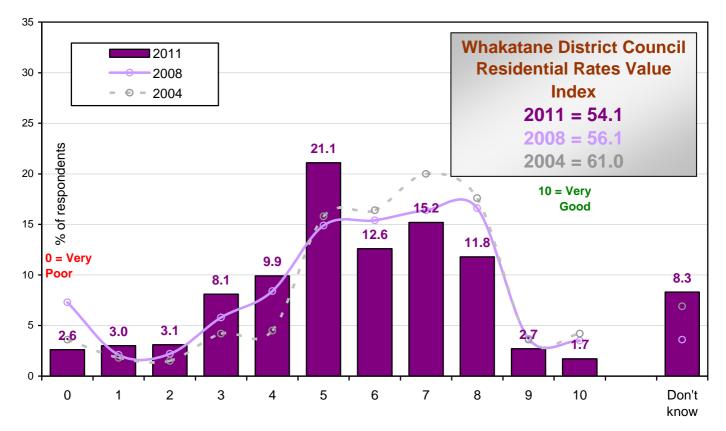
Value for Whakatane District Council rates

Those that did pay residential rates were then asked 'Thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that Whakatane District Council charge?"

A third (31%) of the respondents who paid residential rates (n = 352) thought they received good value for the proportion of their residential rates that Whakatane District Council charge (Scores 7 – 10), but only 4% rated the value for money with a score of 9 or 10. The mode was a score of 5, versus 8 in 2008.

A sixth of those who paid residential rates (17%) thought they received poor value (Scores 0 - 3) while close to half (44%) rated the value of WDC residential rates as neutral (Scores 4 - 6). Close to a tenth of the respondents (8%) did not answer this question, presumably because they did not know enough to rate the value of their Whakatane District Council charge.

The Value Index is 54.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 2.0 points from 2008 when the index was 56.1 and down 6.9 points from 2004 when the index was 61.0.



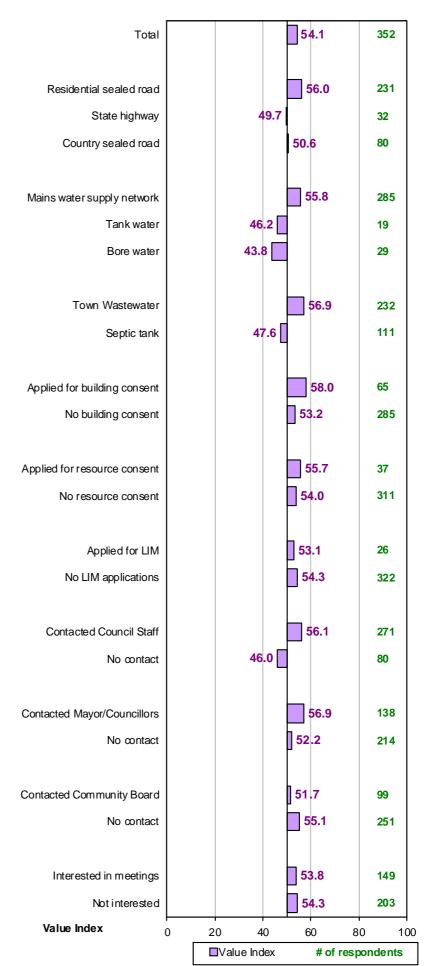
Value from Whakatane District Council Residential Rates by demographics	Total		54.1	352
	Whakatane Ward		59.4	153
The variables that appear to have the greatest impact on perceived value of the	Ohope Ward		59.6	33
proportion of residential rates that	Rangitaiki Ward	48.3	9	95
Whakatane District Council charge were:	Taneatua / Waimana		52.8	24
·	Murupara / Galatea	44.5		47
Those from the Whakatane Ward (Value Index 59.4) and Ohope Ward (Value Index				
59.6) rate the value from the Whakatane	Live in Town		57.1	203
District Council rates significantly higher	Live in the Country	49.3		136
than those from the other Wards.	Mar			
• Those who live in the Town (Value Index	Men		54.6 53.5	160
57.1) rate the value from WDC rates	Women		55.5	192
significantly higher than those who live in	Linder 25 veere	49.6		27
the Country (Value Index 49.3)	Under 35 years 35 - 64 years	45.0	54.1	21
• Those aged over 65 (Value Index 56.9)	65+ years		56.9	96
rate the value from WDC rates higher than	00+ years			90
those in the other age brackets.	Work full time		53.4	181
Those of European descent (Value Index	Work part time		52.5	48
56.0) rate the value from WDC rates	Not working		55.8	123
significantly higher than those of Maori	Not working			.20
descent.	Less than \$30,000		54.1	64
Those who rated Whakatane as a place to	\$30,000 to \$70,000		53.8	104
live with scores of 9 or 10 (Value Index	More than \$70,000		55.9	118
59.1) rate the value from WDC rates significantly higher than those who rated				
Whakatane as a place to live with scores	Maori descent		50.5	91
of 0 to 6 (Value Index 34.3)	European descent		56.0	244
Respondents who were satisfied with	·			
Council overall (Value Index 64.0) rate the	In Whakatane < 2 years		53.3	21
value from WDC rates significantly higher	Lived 2 - 10 years		55.1	56
than those who were dissatisfied with	In Whakatane 10+ years		53.9	275
Council overall (Value Index 25.1). This raises the question is it value for rates that				
drives satisfaction with Council or is it	Own home		53.7	322
satisfaction with Council that drives value	Renting		57.4	30
for rates.				
In a similar vein, respondents who were	Own business		53.2	81
satisfied with the Elected Members overall	No business		54.3	271
(Value Index 65.8) rate the value from				
WDC rates significantly higher than those who were dissatisfied with the Elected	Place to live (score 0 - 6)	34.3		34
Members overall (Value Index 30.9).	Place to live (score 7 - 8)		53.2	128
	Place to live (score 9 - 10)		5 9.1	188
	Discretistic - Course 11 Course 11	25.4		~
	Dissatisfied Council Overall	25.1		23 119
	Council Overall - Neutral	45.3		
	Satisfied with Council Overall		64.0	196
	Dissatisfied Elected Members	30.9		38
	Elected Members - Neutral	48.1		38 130
	Satisfied Elected Members		65.8	158
	Velue Index			
		0 20 40	60 8	
		□ Value Index	# of respo	ndents

Value from Whakatane District Council Rates by Services

The services the respondent gets has a significant impact on the perceived value of the proportion of residential rates that Whakatane District Council charge. However, it is important to note that all the scores are low, inferring that all respondents, even those in town, have some issues with the value from Whakatane District Council rates

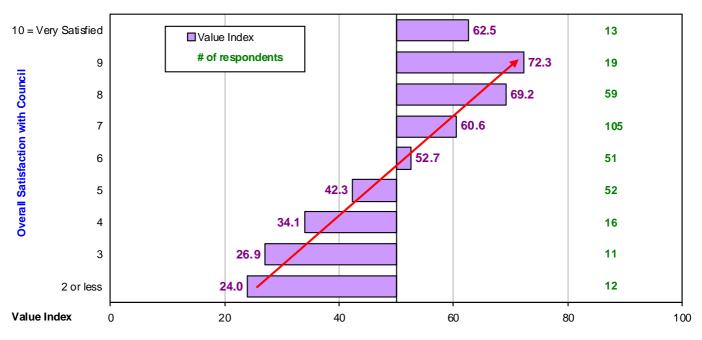
The variables that appear to have had the greatest impact on satisfaction with the value from rates were:

- Those who live on sealed country roads (Value Index 50.6) and those who live on State Highways (Value Index 49.7) are significantly less satisfied with the value from WDC rates than those who live on sealed residential roads (Value Index 56.0)
- Those on the mains water supply network (Value Index 55.8) are significantly more satisfied with the value from WDC rates than those on tank water only (Value Index 46.2) or bore water (Value Index 43.8).
- Those on septic tank (Value Index 47.6) are significantly less satisfied with the value from WDC rates than those on the wastewater and sewerage pipeline network (Value Index 56.9).
- Those who applied for a building consent (Value Index 58.0) appear more satisfied with the value from WDC rates than those who did not apply for a building consent (Value Index 53.2).
- Those who had some contact with Council staff in the past 12 months (Value Index 56.1) appear more satisfied with the value from WDC rates than those who had no dealings with Council staff (Value Index 46.0).



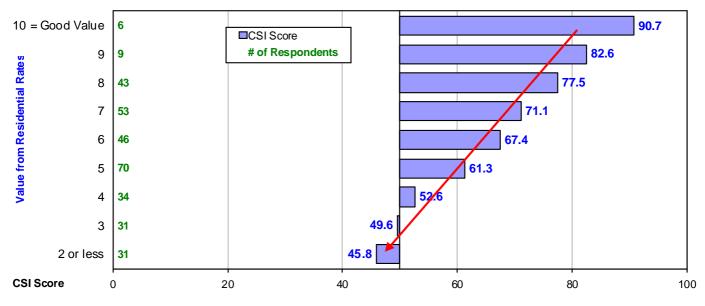
Value from Whakatane District Council Rates by Overall Satisfaction

The following chart shows there is a direct relationship between value for rates and satisfaction with the overall performance of Council. Those who rated the overall performance of Council with a score of 10 (Very Satisfied; n = 13) rate the value from rates with a Value index of 62.5. Conversely, those who rate the overall performance of Council with a score of 2 or less (Very dissatisfied; n = 12) rate the value from rates with a Value index of just 24.0. It appears the more satisfied the respondent is with the overall performance of Council, the higher the perceived value from rates.



Overall Satisfaction by Value from Whakatane District Council Rates

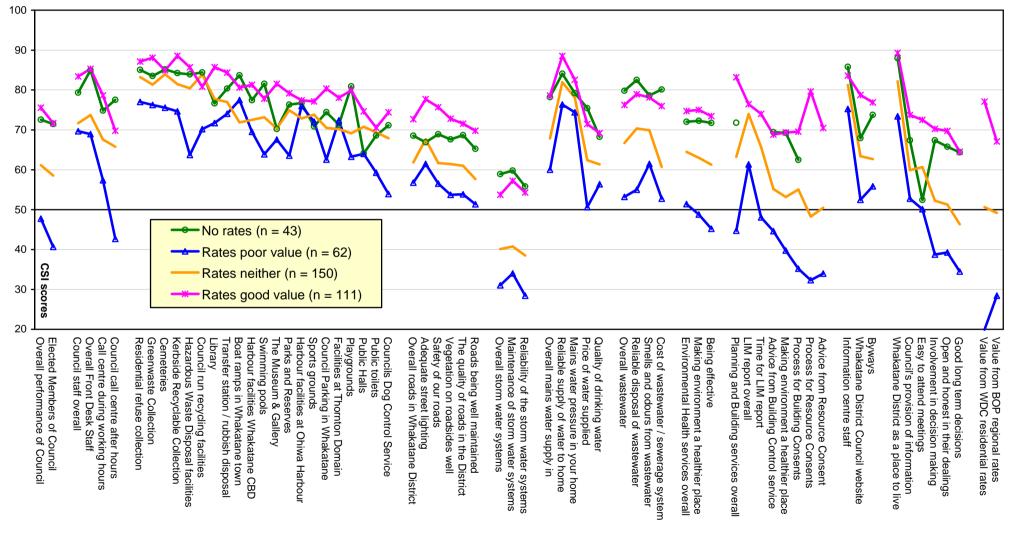
The following chart shows there is also a direct relationship between satisfaction with the overall performance of Council and WDC Value for Rates. Those who rated the Value from Rates with a score of 10 (Good Value; n = 6) rate the overall performance of Council with a CSI score of 90.7. Conversely, those who rate the Value from Rates with a score of 2 or less (Poor Value; n = 31) rate the overall performance of Council with a CSI score of just 45.8. It appears the higher the perceived value from rates, the more satisfied the respondent is with the overall performance of Council.



This raises the question is it value from rates that is driving satisfaction or satisfaction that is driving the perceived value. The analysis infers that both situations are affecting the results.

WDC Residents Perception Survey 2011

The chart compares the effect that perceived value for WDC residential rates has on the respondents' satisfaction with all Council provided facilities and services. The perceived value of rates has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who do not pay rates or who think they get good value from their rates tend to rate all facilities and services higher than those who don't think they get good value from rates (n=62) appear to be more concerned with some of the basic infrastructure problems (e.g. stormwater, roads, water, and wastewater) and also the general Council factors (like the provision of information and the opportunities for involvement in decision making).



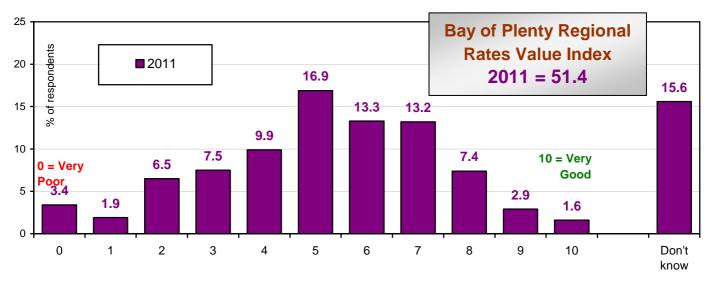
Value for Regional Rates

Those that did pay residential rates were then asked 'Thinking now about all Council provided services and facilities and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that the Bay of Plenty Regional Council charge?"

A sixth of the respondents (16%) did not answer this question, presumably because they did not know enough to rate the value of their Bay of Plenty Regional Council charge.

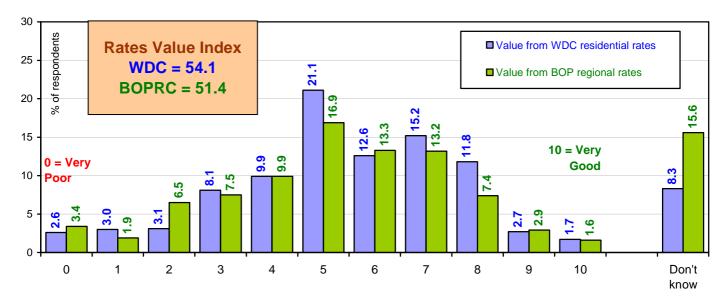
A quarter (25%) of the respondents who paid residential rates (n = 352) thought they received good value for their residential rates that the Bay of Plenty Regional Council charge (Scores 7 – 10), but only 5% rated the value for money with a score of 9 or 10. The mode was a score of 5.

A fifth of those who paid residential rates (19%) thought they received poor value (Scores 0 - 3) while over a third (40%) rated the value of residential rates as neutral (Scores 4 - 6). The Value Index is 51.4, which infers on average, respondents think they get neither good nor poor value from their rates.



Comparing the District versus Regional Value for rates

The profile for the value for rates is similar for both for the proportion that the Whakatane District Council and the Bay of Plenty Regional Council charge. A higher proportion of respondents did not answer this question for the regional rates (15% vs. 8%) and fewer thought they got good value (Scores 0 - 3) (25% versus 31% for WDC). A fifth of the respondents thought they received poor value (Scores 0 - 3) from each group. The Value Index is 54.1 for WDC rates and 2.7 points lower on 51.4 for BoPRC rates.



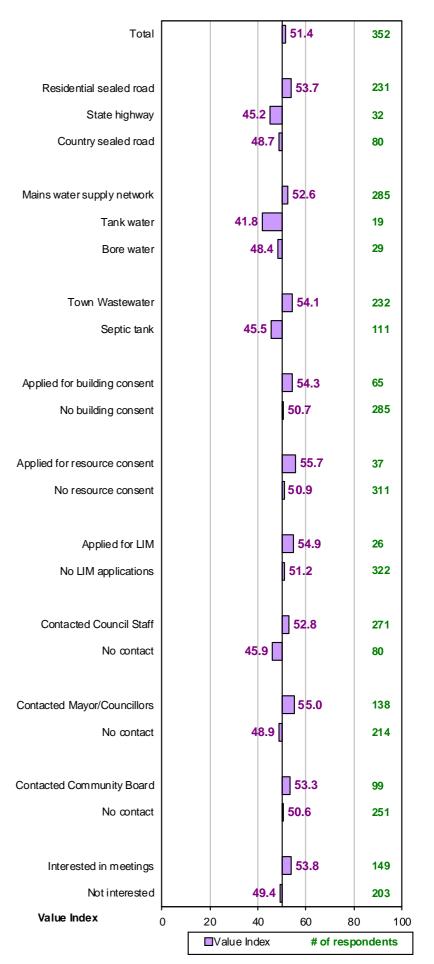
Value from Bay of Plenty Regional	Total		51.4	352
Residential Rates by demographics				
The variables that appear to have the	Whakatane Ward		53.8	153
greatest impact on perceived value of the	Ohope Ward		56.5	33
proportion of residential rates that Bay of	Rangitaiki Ward	47.1	4	95
Plenty Regional Council charge were:	Taneatua / Waimana	49.6		24
	Murupara / Galatea	49.6		47
 Those from the Ohope Ward (Value Index 56.5) rate the value from the Bay of Plenty 			50.0	
Regional rates significantly higher than	Live in Town	47.0	53.8	203
those from the other Wards.	Live in the Country	47.2	\mathbf{P}	136
Those who live in the Town (Value Index	Men		52.0	160
53.8) rate the value from BoPRC rates	Women		50.7	192
significantly higher than those who live in	women		50.7	192
the Country (Value Index 47.2)	Under 35 years		52.3	27
Those of European descent (Value Index	35 - 64 years		51.2	227
53.6) rate the value from BoPRC rates	65+ years		52.3	96
significantly higher than those of Maori			02.0	
descent.	Work full time		51.2	181
Those who rated Whakatane as a place to	Work part time		50.4	48
live with scores of 9 or 10 (Value Index	Not working		52.2	123
54.6) rate the value from BoPRC rates	5			
significantly higher than those who rated Whakatane as a place to live with scores	Less than \$30,000		50.8	64
of 0 to 6 (Value Index 36.2)	\$30,000 to \$70,000		50.7	104
Respondents who were satisfied with	More than \$70,000		53.6	118
Council overall (Value Index 58.7) rate the				
value from BoPRC rates significantly	Maori descent	48.2		91
higher than those who were dissatisfied	European descent		53.6	244
with Council overall (Value Index 36.8).				
 In a similar vein, respondents who were 	In Whakatane < 2 years	48.3		21
satisfied with the Elected Members overall	Lived 2 - 10 years		54.2	56
(Value Index 62.2) rate the value from BoPRC rates significantly higher than	In Whakatane 10+ years		51.0	275
those who were dissatisfied with the				
Elected Members overall (Value Index	Own home		50.8	322
35.7).	Renting		57.7	30
	Own business		52.3	
	No business		51.1	81 271
	NO DUSINESS		51.1	2/1
	Place to live (score 0 - 6)	36.2		34
	Place to live (score 7 - 8)		51.2	128
	Place to live (score 9 - 10)		54.6	188
	× ,			
	Dissatisfied Council Overall	36.8		23
	Council Overall - Neutral	43.7		119
	Satisfied with Council Overall		58.7	196
	Dissatisfied Elected Members	35.7	4	38
	Elected Members - Neutral	43.6		130
	Satisfied Elected Members		62.2	158
	Value Index	0 20 40	60 8	100 N
		□Value Index	# of respo	ondents

Value from Bay of Plenty Regional Rates by Services

The services the respondent gets has a significant impact on the perceived value of the proportion of residential rates that Bay of Plenty Regional Council charge. However, it is important to note that all the scores are low, inferring that all respondents, even those in town, have some issues with the value from Bay of Plenty Regional Council rates

The variables that appear to have had the greatest impact on satisfaction with the value from rates were:

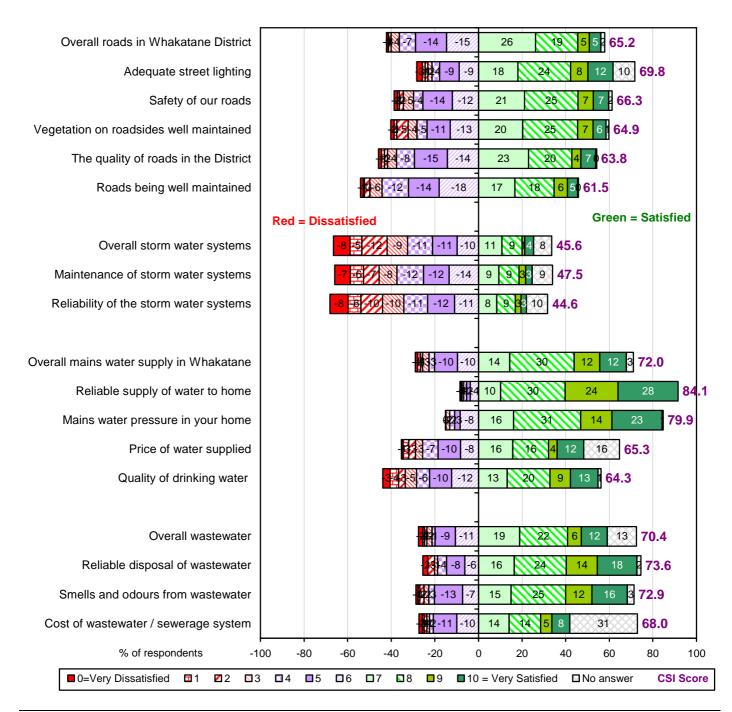
- Those who live on sealed country roads (Value Index 48.7) and those who live on State Highways (Value Index 45.2) are significantly less satisfied with the value from BoPRC rates than those who live on sealed residential roads (Value Index 53.7)
- Those on the mains water supply network (Value Index 52.6) are significantly more satisfied with the value from BoPRC rates than those on tank water only (Value Index 41.8) or bore water (Value Index 48.4).
- Those on septic tank (Value Index 45.5) are significantly less satisfied with the value from BoPRC rates than those on the wastewater and sewerage pipeline network (Value Index 54.1).
- Those who applied for a resource consent (Value Index 55.7) appear more satisfied with the value from BoPRC rates than those who did not apply for a resource consent (Value Index 50.9).
- Those who had some contact with Council staff in the past 12 months (Value Index 52.8) appear more satisfied with the value from BoPRC rates than those who had no dealings with Council staff (Value Index 45.9).
- Those who had some contact with the Mayor or Councillors in the past 12 months (Value Index 55.0) appear more satisfied with the value from BoPRC rates than those who had no dealings with the Mayor or Councillors (Value Index 48.9).



Satisfaction with Council Core Services and Facilities

The respondents were asked 'I'm going to read out a number of aspects relating to the various services and facilities and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

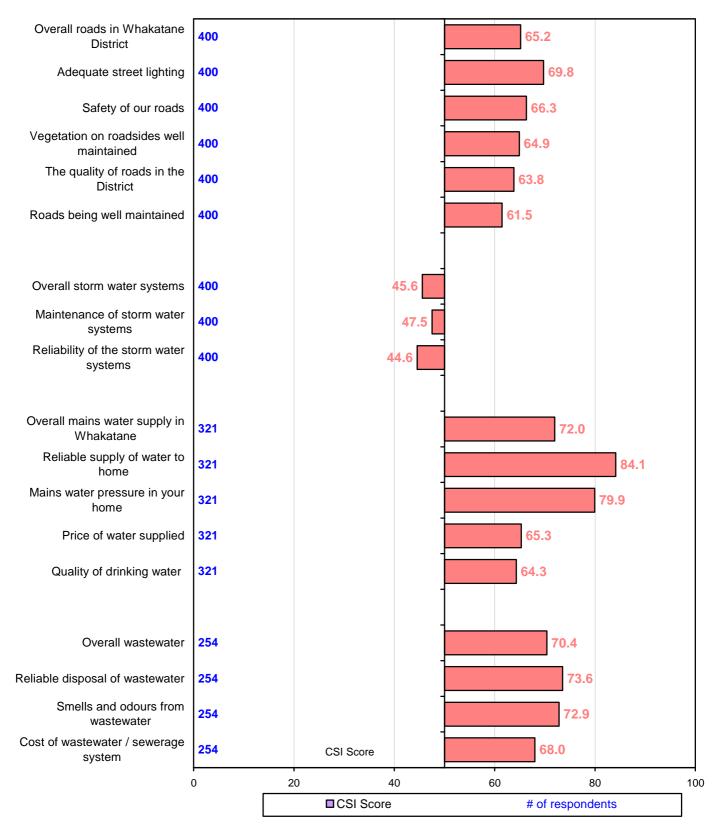
The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 92% for *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* down to 22% for *'the reliability of the stormwater systems from streets, public areas and residents homes'*. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 2% for *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* up to 34% for the *'reliability of the stormwater systems and residents homes'*. The factor with the most respondents rating with a score of 10 was *'having a reliable supply of water to home'* (28%) while the factor with the most rating with a score of 0 is for the *'reliability of the stormwater systems from streets, public areas and residents homes'*. (8.3%).



CSI scores by Council Services and Facilities

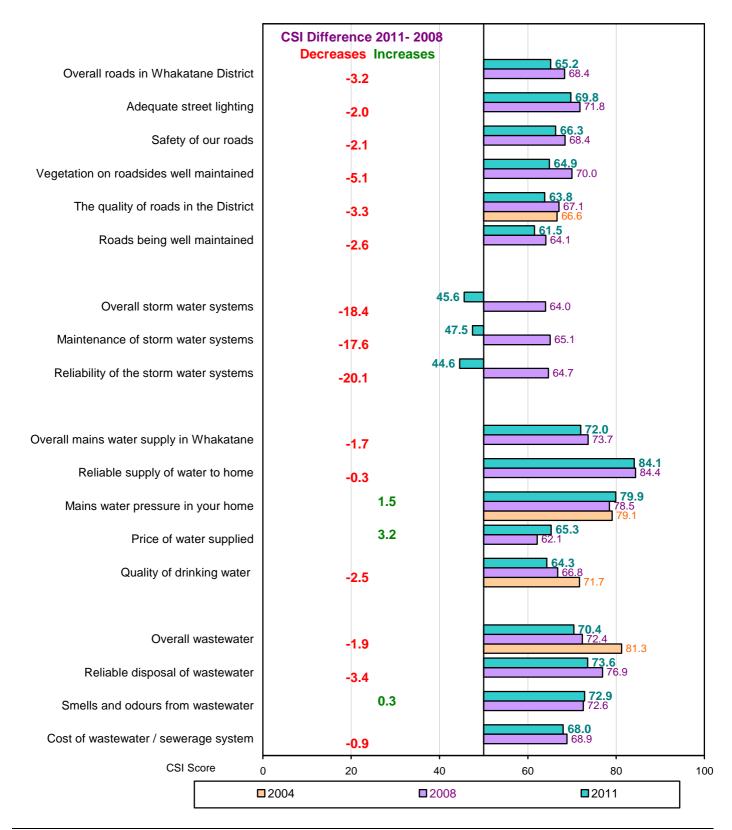
Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 84.1 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 44.6 for 'the reliability of the stormwater systems from streets, public areas and residents homes'. The three stormwater factors are rated with CSI scores that infer there is a clear need for improvement.



CSI scores for the Services & Facilities- Comparison with previous years

The following chart compares the CSI scores for the Services & Facilities for 2011 versus 2008 and 2004. There was a mix of 3 increases and 15 decreases in CSI scores from 2008 but many were small. The largest increase was a rise of 3.2 points for *'the price of water supplied'* (CSI score 65.3). The largest decrease was of 20.1 points for *'the reliability of the stormwater systems from streets, public areas and residents homes'* (CSI score 44.6) followed by a decrease of 18.4 points for *'the overall effectiveness of the stormwater systems'* (CSI score 45.6).



Roads

Type of Road

Respondents were asked to indicate which type of road they currently live beside.

Two thirds of the sample (66%) live beside a Residential Sealed Road.

A tenth of the sample (9%) lived on a State Highway but close to half of these respondents lived in town.

A fifth of the sample (22%) lived beside a Country Sealed Road while 2% live beside a Country Unsealed Road.

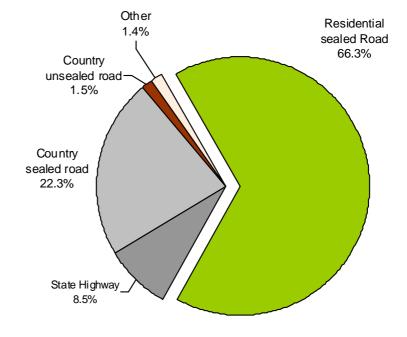
A few (1%) lived beside other types of road.

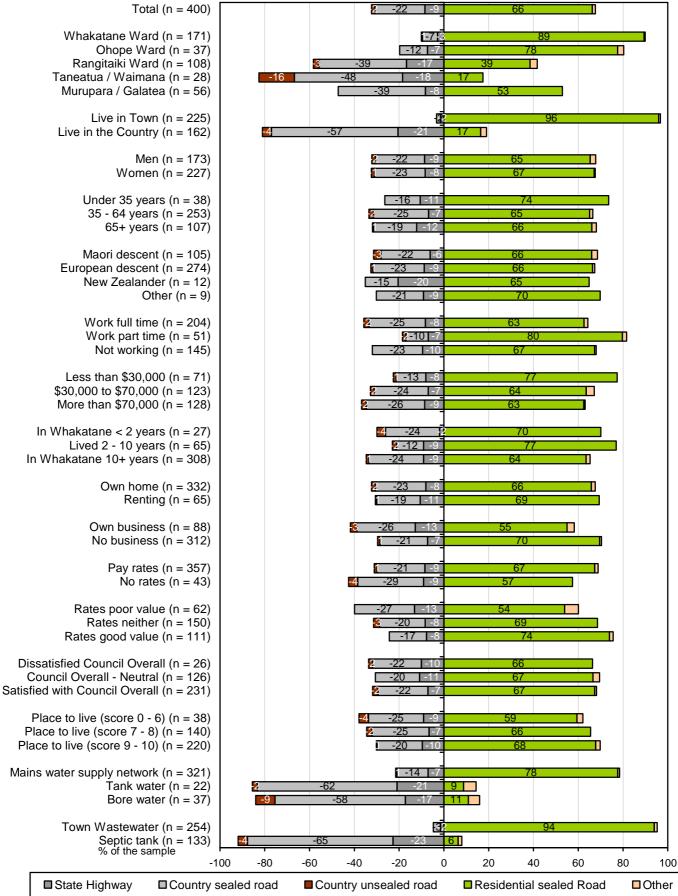
The charts on the next page shows the proportion of each subgroup that lived on each type of road. Respondents who were significantly **more likely** to live beside a Country Unsealed Road included:

- Those who live in the Country (4% of the subgroup)
- Those on bore water (9% of the subgroup)
- Those on septic water (4% of the subgroup)

Respondents who were significantly **more likely** to live beside a Residential Sealed Road included:

- Those who live in Town (96% of the subgroup)
- Those on the wastewater and sewage pipeline network water (94% of the subgroup)
- Those from the Whakatane Ward (89% of the subgroup) or Ohope Ward (78%)
- Those who work part time (80% of the subgroup)
- Those on mains water supply (78% of the subgroup)
- Those with a total annual household income under \$30,000 (77% of the subgroup)
- Those who thought they got good value for their rates (74% of the subgroup)
- Those who do not operate their own business (70% of the subgroup)





Type of Road live beside by subgroup

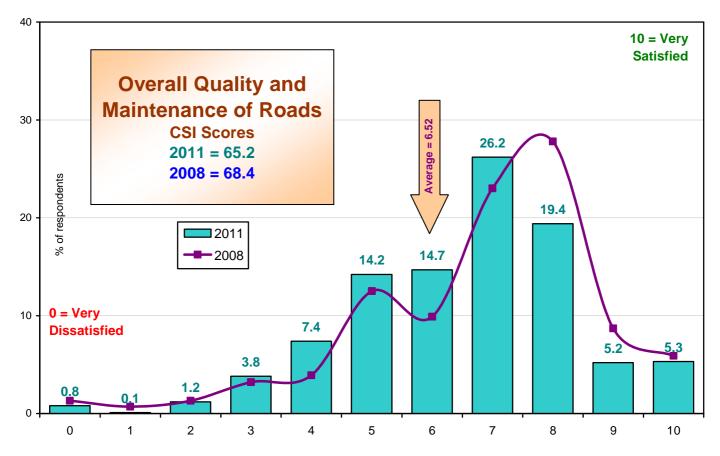
Satisfaction with the Overall Quality and Maintenance of Roads

Respondents were asked to rate their satisfaction with the overall quality and maintenance of the roads in the Whakatane District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Just over half of the respondents (56%) were satisfied with the overall quality and maintenance of the roads in the Whakatane District, (Scores 7 – 10). A tenth (11%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 7 (26%).

A third of the respondents (36%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 6% rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the overall quality and maintenance of the roads in the Whakatane District was 65.2. This is a decrease of 3.2 points from the 2008 CSI score of 68.4. The current CSI score still rates as a good performance but with potential for improvement.



Satisfaction with Overall Quality and Maintenance of Roads in the Whakatane District by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the overall quality and maintenance of the roads across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the overall quality and maintenance of the roads were:

- Those from the Murupara / Galatea Ward (CSI score 70.5) are significantly more satisfied than those from the other Wards
- Those who live in the Country (CSI score 63.6) are less satisfied than those who live in Town (CSI score 66.0)
- Those in the over 65 age group (CSI score 70.9) appear more satisfied than those in the other age groups (CSI score 61.7 64.1)
- Those with a household income of less than \$30,000 (CSI score 67.7) appear more satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 72.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 56.8).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 68.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 52.6)
- Those who were satisfied with the overall performance of Council (CSI score 70.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 43.1).
- Those who lived on Residential Sealed Roads (CSI score 65.7) or Country Sealed Roads (CSI score 65.9) were significantly more satisfied than the few who lived on Country Unsealed Roads (CSI score 45.6). However, no group is very satisfied.

Total	400
Whakatane Ward	171
Ohope Ward	37
Rangitaiki Ward	108
Taneatua / Waimana	28
Murupara / Galatea	56
Live in Town	225
Live in the Country	162
Men	173
Women	227
Under 35 years	38
35 - 64 years	253
65+ years	107
Work full time	204
Work part time	51
Not working	145
Less than \$30,000	71
\$30,000 to \$70,000	123
More than \$70,000	128
Maori descent	105
European descent	274
New Zealander	12
Other	9
In Whakatane < 2 years	27
Lived 2 - 10 years	65
In Whakatane 10+ years	308
Own home	332
Renting	65
Own business	88
No business	312
Pay rates	357
No rates	43
Rates poor value	62
Rates neither	150
Rates good value	111
Place to live (score 0 - 6)	38
Place to live (score 7 - 8)	140
Place to live (score 9 - 10)	220
Dissatisfied Council Overall	26
Council Overall - Neutral	126
Satisfied with Council Overall	231
Residential sealed road	253

38

97

7

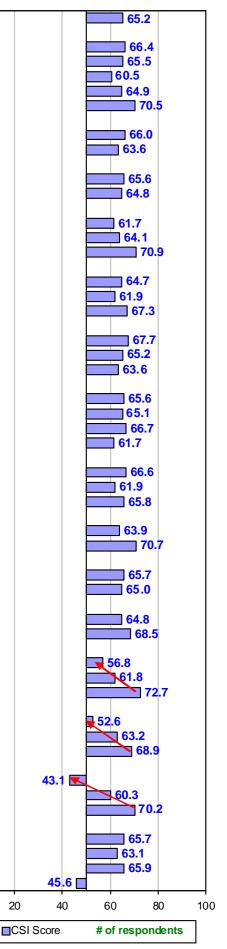
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State highway

Country sealed road

Country unsealed road

CSI Score

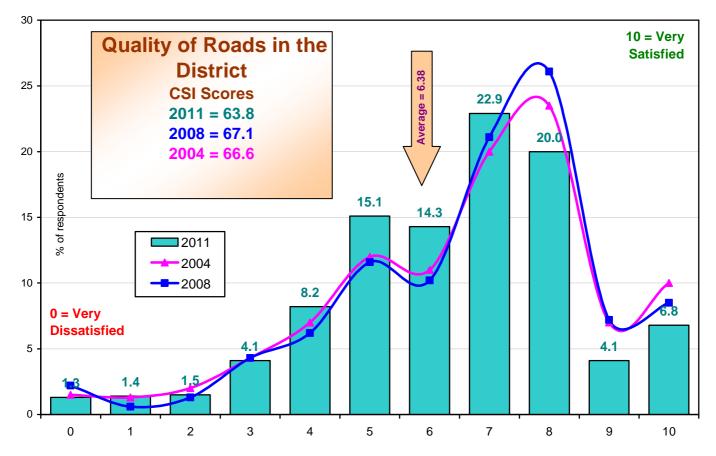


Satisfaction with the Quality of Roads in the District

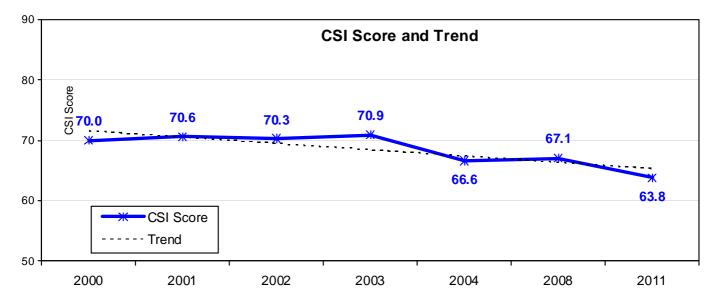
Respondents were asked to rate their satisfaction with the quality of roads in the District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents (54%) were satisfied with the quality of roads in the District, (Scores 7 – 10). A ninth (11%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 7 (23%). Over a third of the respondents (38%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 8% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Quality of roads in the District was 63.8. This rates as fair but needing improvement.



The CSI score of 63.8 is 3.3 points lower than the 2008 results and is the lowest recorded to date. The current CSI score is also below the declining trend line.



63.8

65.0

66.4

66.0

60.8

61.9

62.4

61.7

62.5

61.7

65.8

65.6

65.1

62.5

63.9

63.8

63.3

61.0

61.2

67.8

67.6

65.5

80

of respondents

62.8

CSI Score

68.6

71.5

69.7

63.3 65.0

67.2

68.3

71.3

73.9

64.5

59.1

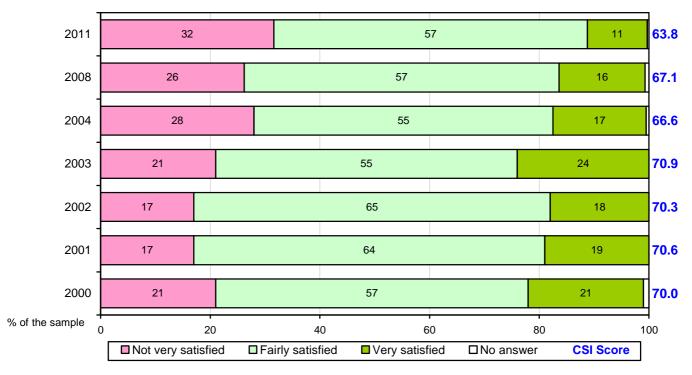
Satisfaction with Quality of Roads in 400 Total the District by demographics 171 Whakatane Ward There are a number of variables which Ohope Ward 37 appear to have a significant impact on Rangitaiki Ward 108 57.1 satisfaction with Council services and Taneatua / Waimana 28 facilities. The chart opposite compares Murupara / Galatea 56 these variables. Live in Town 225 The analysis shows that there are Live in the Country 162 reasonably low levels of satisfaction with the quality of roads in the district across Men 173 most of the subgroups of interest. Women 227 The variables that appear to have had the Under 35 years 38 greatest impact on satisfaction with the 35 - 64 years 253 quality of roads in the district were: 65+ years 107 Those from the Taneatua / Waimana Ward Work full time 204 (CSI score 59.1) and Rangitaiki Ward (CSI Work part time 51 60.9 score 57.1) are significantly less satisfied than Not working 145 those from the other Wards Those who live in the Country (CSI score 60.8) Less than \$30,000 71 are significantly less satisfied than those who 63.6 \$30.000 to \$70.000 123 live in Town (CSI score 66.4) More than \$70,000 128 Those in the over 65 age group (CSI score Maori descent 105 71.3) appear more satisfied than those in the other age groups (CSI score 61.7 - 62.4) European descent 274 New Zealander 12 Those with a household income of under 56.4 Other 9 \$30,000 (CSI score 68.3) appear more satisfied than those in the higher income In Whakatane < 2 years 27 brackets. Lived 2 - 10 years 57.7 65 Respondents who thought they received good In Whakatane 10+ years 308 value for their rates (CSI score 71.5) were significantly more satisfied than those who 332 Own home thought they got poor value for their rates (CSI Renting 65 score 53.8). 88 Own business Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 67.8) were 312 No business significantly more satisfied than those who rated Whakatane as a place to live with scores Pay rates 357 of 0 to 6 (CSI score 52.3) No rates 43 Those who were satisfied with the overall Rates poor value 62 53.8 performance of Council (CSI score 67.6) are Rates neither 150 significantly more satisfied than those who were dissatisfied with the overall performance Rates good value 111 of Council (CSI score 40.1). Place to live (score 0 - 6) 38 52.3 Those who lived on Residential Sealed Roads Place to live (score 7 - 8) 140 (CSI score 65.5) were more satisfied than the Place to live (score 9 - 10) 220 few who lived on Country Unsealed Roads (CSI score 39.2). **Dissatisfied Council Overall** 26 40.1 Council Overall - Neutral 126 **61.3** Satisfied with Council Overall 231 Residential sealed road 253 57.1 State highway 38 Country sealed road 97 Country unsealed road 7 39.2 60 0 20 40

CSI Score

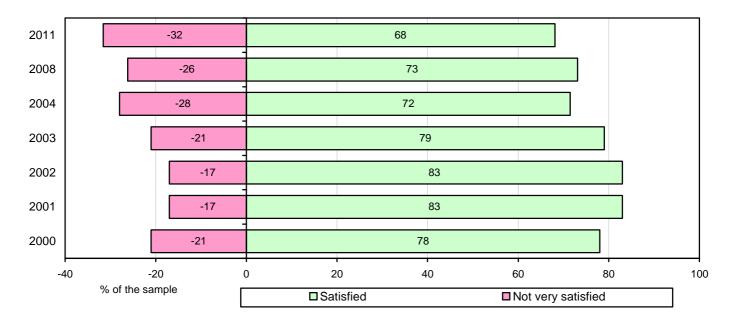
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Quality of the roads Satisfaction Comparison with History

The following chart compares the history of satisfaction with the quality of the roads using the previous 3 point scale and an estimated CSI score for each year. This shows that 11% are very satisfied with the quality of the roads with a further 57% being fairly satisfied. However, a third of the sample, 32% of respondents were not very satisfied with the roads. The CSI score is the lowest recorded by this monitor.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are fewer satisfied and more not very satisfied respondents this year.



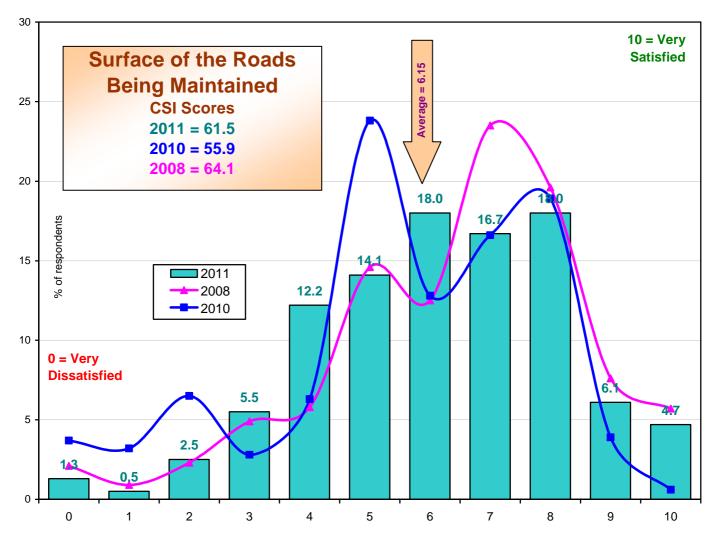
Satisfaction with the Surface of the Roads Being Maintained

Respondents were asked to rate their satisfaction with the surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc), using a scale where 0 is very dissatisfied to 10 being very satisfied.

Less than half of the sample (46%) were satisfied with the surface of the roads being maintained, (Scores 7 - 10), however 11% rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 6 and 8 (18%).

Close to a half of the respondents (44%) rated their satisfaction with a score that was neutral (Scores 4 - 6). A tenth of the respondents (10%) were dissatisfied (Scores 0 - 3).

The CSI score for satisfaction with the surface of the roads being maintained was 61.5. This again indicates respondents have some concerns about the maintenance of roads. The CSI score is up from the partial survey in 2010 but below the 2008 CSI score of 64.1.



Satisfaction with the surface of the roads being maintained by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the surface of the roads being maintained across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the surface of the roads being maintained were:

- Those from the Rangitaiki Ward (CSI score 54.3) are significantly less satisfied than those from the other Wards
- Those who live in the Country (CSI score 58.7) are significantly less satisfied than those who live in Town (CSI score 63.5)
- Those in the over 65 age group (CSI score 68.8) appear more satisfied than those in the other age groups
- Those who have lived in Whakatane for 2 10 years (CSI score 55.8) appear less satisfied.
- Respondents who thought they received good value for their rates (CSI score 69.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 51.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 66.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 47.7)
- Those who were satisfied with the overall performance of Council (CSI score 65.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 42.0).
- Those who lived on Residential Sealed Roads (CSI score 63.2) were more satisfied than the few who lived on Country Unsealed Roads (CSI score 29.6).

Total	400		61.5
Whakatane Ward	171		63.3
Ohope Ward	37		62.6
Rangitaiki Ward	108		54.3
Taneatua / Waimana	28		61.9
Murupara / Galatea	56		69.2
Live in Town	225		63.5
Live in the Country	162		58.7
Men	173		62.5
Women	227		60.6
Under 35 years	38		58.6
35 - 64 years	253		59.7
65+ years	107		68.8
	004		
Work full time	204		60.0
Work part time	51		58.3
Not working	145		65.2
Loss than \$20,000	71		66.2
Less than \$30,000 \$30,000 to \$70,000	123		61.1
More than \$70,000	123		58.5
	120		
Maori descent	105		64.1
European descent	274		60.3
New Zealander	12		65.2
Other	9		63.1
	-		
In Whakatane < 2 years	27		64.1
Lived 2 - 10 years	65		55.8
In Whakatane 10+ years	308		62.5
Own home	332		60.5
Renting	65		66.0
Own business	88		62.6
No business	312		61.2
Pay rates	357		61.0
No rates	43		65.3
Rates poor value	62		51.4
Rates neither	150		57.6
Rates good value	111		69.8
_			
Place to live (score 0 - 6)	38	47.7 (
Place to live (score 7 - 8)	140		58.9
Place to live (score 9 - 10)	220		66.0
Dissatisfied Council Overall	26	42.0 📉	
Council Overall - Neutral	126		58.0
Satisfied with Council Overall	231		65.5
Decidential and a local	25.2		
Residential sealed road	253		63.2 55.4
State highway	38 97		61.5
Country sealed road Country unsealed road	97 7	29.6	01.5
-	'	23.0	
CSI Score	C	20 40	60 80
	I		

CSI Score

Prepared by International Research Consultants Ltd Key Contact: John Dennis phone 09 424 0516 or 0274 902 519 # of respondents

100

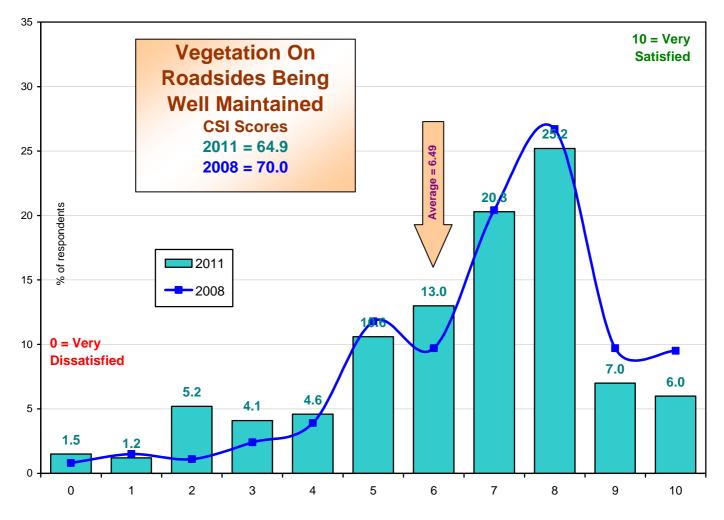
Satisfaction with Vegetation on Roadsides Being Well Maintained

Respondents were asked to rate their satisfaction with the plants and vegetation on the side of the roads being well maintained, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents (59%) were satisfied with the plants and vegetation on the side of the roads being well maintained, (Scores 7 - 10), including 13% who rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (25%).

A quarter of the respondents (28%) rated their satisfaction with a score that was neutral (Scores 4 - 6) and an eighth of the respondents (12%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for plants and vegetation on the side of the roads being well maintained was 64.9. This is 5.1 points lower than the CSI score of 70 recorded in 2008. The current CSI score reflects a need for improvement.



Prepared for Whakatane District Council

	-	Total Whakatane Ward Ohope Ward	400 171 37	64.9 67.0 72.5
appear to have satisfaction wi	umber of variables which e a significant impact on th Council services and chart opposite compares s.	Rangitaiki Ward Taneatua / Waimana Murupara / Galatea Live in Town Live in the Country	108 28 56 225 162	61.9 65.3 58.4 67.2 61.6
reasonable lev plants and veg	hows that there are vels of satisfaction with the getation on the sides of the ell maintained across most ups of interest.	Men Women Under 35 years 35 - 64 years 65+ years	173 227 38 253 107	67.9 62.2 65.3 63.6 69.5
greatest impac plants and veg	that appear to have had the ct on satisfaction with the getation on the sides of the ell maintained were:	Work full time Work part time Not working	204 51 145	64.5 62.9 66.3
	he Ohope Ward (CSI score 72.5) htly more satisfied than those from rds	Less than \$30,000 \$30,000 to \$70,000 More than \$70,000	71 123 128	68.9 66.1 63.0
are significar	ve in the Country (CSI score 61.6) htly less satisfied than those who (CSI score 67.2)	Maori descent European descent New Zealander	105 274 12	63.5 66.2 55.8
\$30,000 (CS	household income of under I score 68.9) appear more In those in the higher income	In Whakatane < 2 years Lived 2 - 10 years	9 27 65	55.6 66.1 65.8
	s (CSI score 63.9) appear less n those who are renting (CSI score	In Whakatane 10+ years Own home	308 332	63.9
value for thei significantly r	s who thought they received good r rates (CSI score 72.8) were nore satisfied than those who got poor value for their rates (CSI	Renting Own business No business	65 88 312	63.6 65.3
with scores c significantly r	ated Whakatane as a place to live of 9 or 10 (CSI score 68.6) were more satisfied than those who tane as a place to live with scores I score 51.0)	Pay rates No rates Rates poor value Rates neither	357 43 62 150	64.6 67.6 67.6 61.4
performance significantly r were dissatis	vere satisfied with the overall of Council (CSI score 69.8) are nore satisfied than those who fied with the overall performance SI score 36.9).	Rates good value Place to live (score 0 - 6) Place to live (score 7 - 8) Place to live (score 9 - 10)	111 38 140 220	51.0 63.3 68.6
(CSI score 6 satisfied thar	ved on Residential Sealed Roads 6.3) were significantly more 1 the few who lived on Country ads (CSI score 48.5).	Dissatisfied Council Overall Council Overall - Neutral Satisfied with Council Overall	26 126 231	36.9 61.8 69.8
		Residential sealed road State highway Country sealed road Country unsealed road	253 38 97 7	66.3 54.5 65.5 48.5
		CSI Score	0	20 40 60 80 100 ■CSI Score # of respondents

Satisfaction with Having Adequate Street Lighting

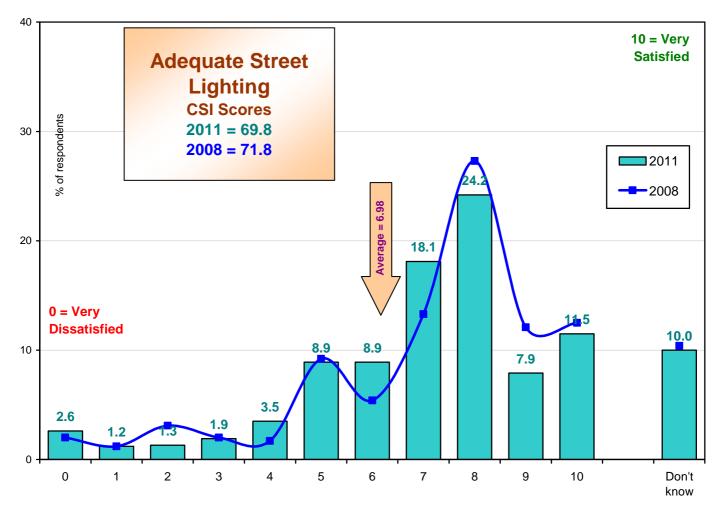
Respondents were asked to rate their satisfaction with having adequate street lighting, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (62%) were satisfied with having adequate street lighting, (Scores 7 – 10), and 19% rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (24%).

A fifth of the respondents (21%) rated their satisfaction with a score that was neutral (Scores 4 - 6) while 7% rated with scores that reflect dissatisfaction (Scores 0 - 3).

Similar to 2008, a tenth of the sample (10%) did not answer this question but this rises to 25% in rural areas.

The CSI score for having adequate street lighting was 69.8. This is 2.0 points lower than 2008 but the CSI score again reflects a good performance but with potential for improvement.



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400 Total 69.8 Satisfaction with Having Adequate Street Lighting by demographics 171 Whakatane Ward 73.4 Ohope Ward 37 76.1 There are a number of variables which Rangitaiki Ward 64.9 108 appear to have a significant impact on Taneatua / Waimana 28 58.4 satisfaction with Council services and Murupara / Galatea 56 63.4 facilities. The chart opposite compares these variables. 225 73.4 Live in Town Live in the Country 162 62.4 The analysis shows that there are reasonably levels of satisfaction with 173 74.2 Men having adequate street lighting across Women 227 65.8 most of the subgroups of interest. Under 35 years 38 64.9 The variables that appear to have had the 35 - 64 years 253 69.4 greatest impact on satisfaction with 65+ years 107 73.8 having adequate street lighting were: 204 Work full time 70.6 Those from the Ohope Ward (CSI score 76.1) 61.6 Work part time 51 appear more satisfied than those from the Not working 145 71.8 other Wards. Less than \$30,000 Those who live in the Country (CSI score 62.4) 71 72.1 \$30,000 to \$70,000 are significantly less satisfied than those who 70.0 123 live in Town (CSI score 73.4) 68.7 More than \$70,000 128 Men (CSI score 74.2) appear more satisfied 68.3 Maori descent 105 than Women (CSI score 65.8) European descent 274 70.7 Those in the over 65 age group (CSI score New Zealander 12 59.6 73.8) are significantly more satisfied than Other 71.2 9 those who are in the younger age group. In Whakatane < 2 years 27 69.9 Those with a total annual household income of Lived 2 - 10 years 65 71.4 less than \$30,000 (CSI score 72.1) are more In Whakatane 10+ years 308 69.3 satisfied than those in the other income brackets. Own home 332 69.1 Respondents who thought they received good Renting 65 72.6 value for their rates (CSI score 77.7) were significantly more satisfied than those who 88 Own business 71.0 thought they got poor value for their rates (CSI 312 69.4 No business score 61.5). Those who rated Whakatane as a place to live 357 70.1 Pay rates with scores of 9 or 10 (CSI score 72.5) were **66.9** No rates 43 significantly more satisfied than those who rated Whakatane as a place to live with scores 62 Rates poor value 61.5 of 0 to 6 (CSI score 63.9) Rates neither 150 67.6 Those who were satisfied with the overall Rates good value 111 77.7 performance of Council (CSI score 72.9) are significantly more satisfied than those who Place to live (score 0 - 6) 38 63.9 were dissatisfied with the overall performance Place to live (score 7 - 8) 140 67.4 of Council (CSI score 52.4). 220 Place to live (score 9 - 10) 72.5 Those who lived on Residential Sealed Roads (CSI score 72.8) were significantly more **Dissatisfied Council Overall** 26 satisfied than the few who lived on Country Council Overall - Neutral 126 67.7 Unsealed Roads (CSI score 45.0). Satisfied with Council Overall 231 72.9 Residential sealed road 253 72.8 38 55.5 State highway Country sealed road 65.2 97 Country unsealed road 45.0 7 **CSI Score** 0 40 60 80 20 100

Prepared by International Research Consultants Ltd Key Contact: John Dennis phone 09 424 0516 or 0274 902 519

of respondents

CSI Score

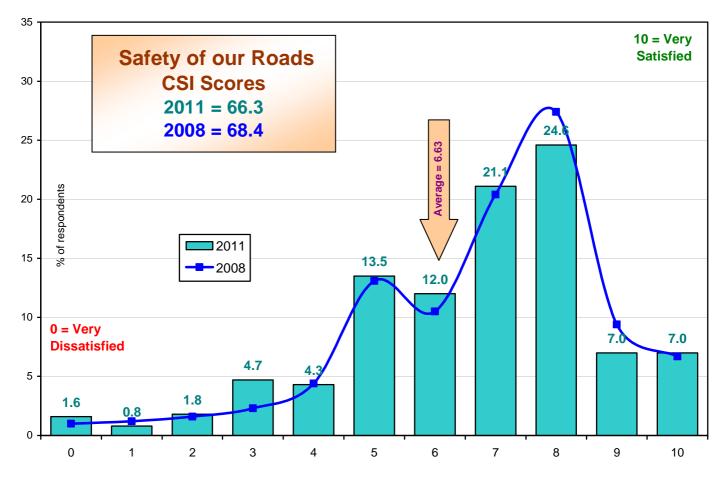
Satisfaction with the 'Safety of our roads'

Respondents were asked to rate their satisfaction with the 'Safety of our roads', using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost two thirds of the respondents (60%) were satisfied with the 'Safety of our roads', (Scores 7 – 10). A seventh (14%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 8 (25%).

Over a quarter of the respondents (29%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 9% rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the 'Safety of our roads' was 66.3. This is 2.1 points lower than 2008 and now reflects a fair performance but needing improvement.



Satisfaction with 'Safety of our Roads' 400 Total 66.3 by demographics Whakatane Ward 70.6 171 There are a number of variables which Ohope Ward 64.3 37 appear to have a significant impact on 62.1 Rangitaiki Ward 108 satisfaction with Council services and Taneatua / Waimana 28 57.0 facilities. The chart opposite compares 56 Murupara / Galatea 64.9 these variables. 225 69.9 Live in Town The analysis shows that there are Live in the Country 162 61.6 reasonable levels of satisfaction with the 'Safety of our roads' across most of the 68.5 Men 173 227 subgroups of interest. 64.3 Women The variables that appear to have had the 64.0 Under 35 years 38 greatest impact on satisfaction with the 35 - 64 years 253 65.6 'Safety of our roads' were: 65+ years 107 70.0 Those from the Taneatua / Waimana Ward Work full time 204 66.2 (CSI score 57.0) are significantly less satisfied Work part time 51 60.3 than those from the other Wards Not working 145 68.8 Those who live in the Country (CSI score 61.6) are significantly less satisfied than those who Less than \$30,000 71 69.4 live in Town (CSI score 69.9) \$30.000 to \$70.000 123 66.5 More than \$70,000 128 64.9 Those in the over 65 age group (CSI score 70.0) appear more satisfied than those in the Maori descent 105 65.7 other age groups (CSI score 64.0 - 65.6) European descent 274 66.8 Those with a household income of under New Zealander 12 62.0 \$30,000 (CSI score 69.4) appear more Other 9 63.9 satisfied than those in the higher income brackets. In Whakatane < 2 years 27 62.6 Respondents who thought they received good Lived 2 - 10 years 65 64.3 value for their rates (CSI score 75.7) were In Whakatane 10+ years 308 67.1 significantly more satisfied than those who thought they got poor value for their rates (CSI Own home 332 65.1 score 56.5). Renting 65 71.2 Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 71.1) were Own business 88 65.2 significantly more satisfied than those who No business 312 66.6 rated Whakatane as a place to live with scores of 0 to 6 (CSI score 53.0) Pay rates 357 66.0 68.9 No rates 43 Those who were satisfied with the overall performance of Council (CSI score 70.8) are significantly more satisfied than those who Rates poor value 62 56.5 were dissatisfied with the overall performance Rates neither 150 61.7 of Council (CSI score 49.0). Rates good value 111 75.7 Those who lived on Residential Sealed Roads Place to live (score 0 - 6) 38 (CSI score 68.4) were significantly more Place to live (score 7 - 8) satisfied than the few who lived on Country 140 62.8 Place to live (score 9 - 10) 220 Unsealed Roads (CSI score 38.2). Dissatisfied Council Overall 49.0 26 Council Overall - Neutral 126 61.6 70.8 Satisfied with Council Overall 231 Residential sealed road 253 68.4 56.2 State highway 38 Country sealed road 97 65.2 Country unsealed road 7 38.2 0 20 40 60 80 100 CSI Score CSI Score # of respondents

Water

Source of Water At Home

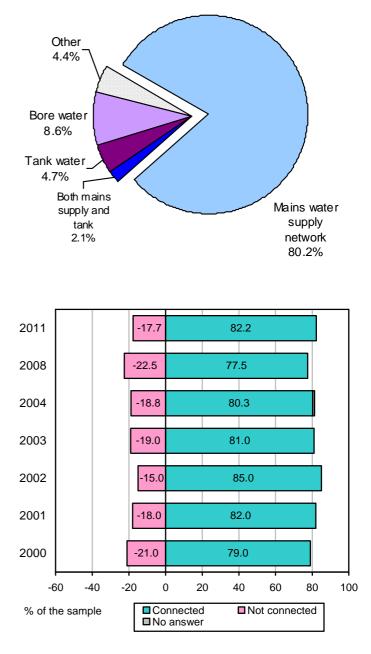
Respondents were asked to indicate where their supply of water to their home came from.

Four fifths of the sample (80%) are on the mains water supply network and a few (2%) had both mains and tank water.

A tenth of the sample, (9%) were on bore water while 5% were on tank water.

A number of respondents (4%) indicated they had other sources of water but they were not asked to specify what this was.

Comparing the results with recent history shows an increase in the number of respondents who are connected to the District Council's water supply. However, the results have been fairly consistent over the past decade.

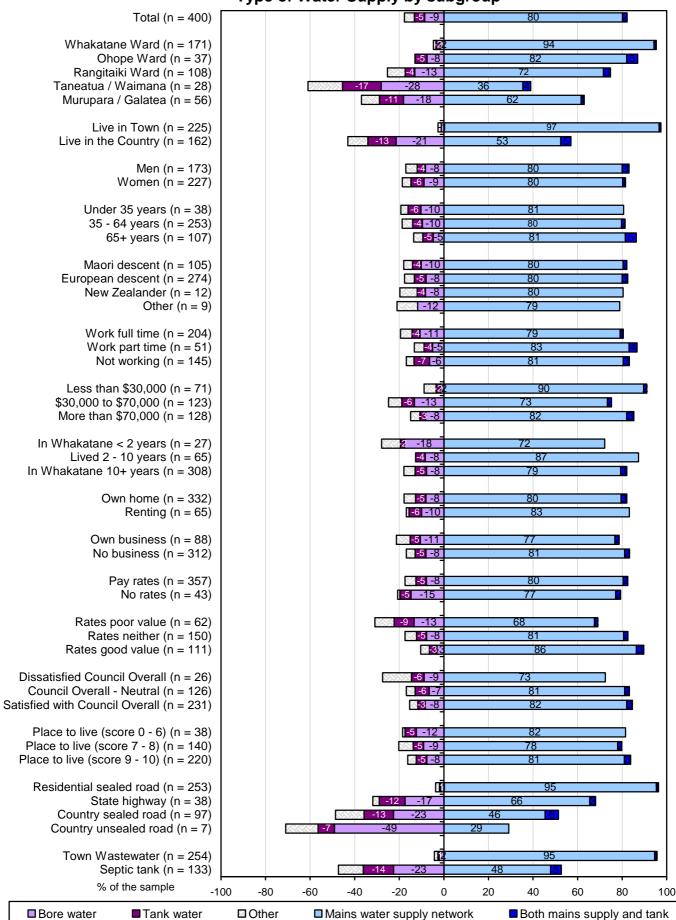


The chart on the next page shows the proportion of each subgroup that used each type of water to their home. Respondents who were significantly **more likely** to be on the Mains water supply network include:

- Those who live in town (97% of the subgroup)
- Those on residential sealed roads (95% of the subgroup)
- Those from the Whakatane Ward (94% of the subgroup)
- Those on the wastewater and sewage pipeline network water (95% of the subgroup)
- Those with a household income under \$30,000 (90% of the subgroup)
- Those who thought they got good value for their rates (86% of the subgroup)

Respondents who were significantly more likely to be on Bore Water include:

- Those who live in the Country (21% of the subgroup)
- Those from the Taneatua / Waimana Ward (28% of the subgroup)
- Those on septic water (23% of the subgroup)
- Those who thought they got poor value for their rates (13% of the subgroup)



Type of Water Supply by subgroup

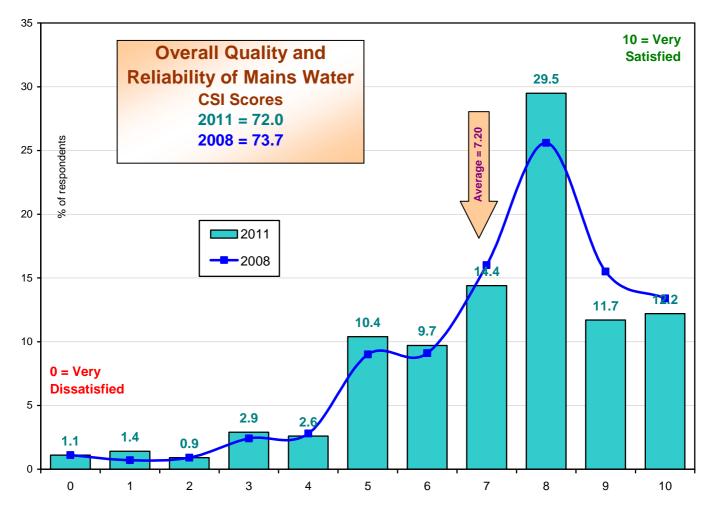
Satisfaction with the Overall Quality and Reliability of the Mains Water

Respondents who were connected to the Mains water supply (n = 321) were asked to rate their satisfaction with the overall quality and reliability of the Mains water supply in the Whakatane District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (68%) were satisfied with the overall quality and reliability of the Mains water in the Whakatane District, (Scores 7 - 10), including 24% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (30%).

A quarter of the respondents (23%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for satisfaction with the overall quality and reliability of the Mains water in the Whakatane District was 72.0. The CSI score is down 1.7 points from 2008 but this still reflects a very good level of satisfaction.



were:

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72.0

68.2

68.3

70.3

72.3

71.6

74.4

74.3

76.1

77.5

70.9

70.8

66.3

67.5

67.3

72.6

71.1

73.8

73.0

74.7

70.0

71.9

72.6

71.1

71.3

60.0

60.0

67.9

67.7

64.9

71.4

72.0

60

of respondents

CSI Score

74.8

80

69.7

75.4

78.2

78.6

76.9

78.1

76.7

70.9

75.9

74.9

78.4

86.3

Total 321 Satisfaction with the Mains Water Supply by demographics Whakatane Ward 162 Ohope Ward 32 There are a number of variables which Rangitaiki Ward 80 appear to have a significant impact on Taneatua / Waimana 11 satisfaction with Council services and Murupara / Galatea 36 facilities. The chart opposite compares Live in Town 219 these variables. Live in the Country 90 The analysis shows that there are reasonably high levels of satisfaction with Men 141 Women 180 the overall quality and reliability of the Mains water supply in the Whakatane Under 35 years 29 District across most of the subgroups of 35 - 64 years 200 interest. 65+ years 91 The variables that appear to have had the 84 Maori descent greatest impact on satisfaction with the European descent 221 New Zealander overall quality and reliability of the Mains 9 Other 7 water supply in the Whakatane District In Whakatane < 2 years 15 Lived 2 - 10 years 55 Those from the Murupara / Galatea Ward 247 In Whakatane 10+ years (CSI score 86.3) are significantly more satisfied than those from the other Wards. Work full time 159 Those who live in the Country (CSI score Work part time 43 75.9) are significantly more satisfied than Not working 119 those who live in Town (CSI score 70.3) Less than \$30.000 62 Those aged between 35 - 64 years (CSI \$30,000 to \$70,000 91 score 70.9) appear less satisfied than 107 More than \$70,000 those from other age groups. Own home 266 Respondents who thought they received Renting 53 good value for their rates (CSI score 78.6) were significantly more satisfied than Own business 67 those who thought they got poor value for No business 254 their rates (CSI score 60.0). 288 Pay rates Those who rated Whakatane as a place to 33 No rates live with scores of 9 or 10 (CSI score 76.9) were significantly more satisfied than Rates poor value 42 those who rated Whakatane as a place to Rates neither 120 live with scores of 0 to 6 (CSI score 60.0) Rates good value 98 Those who were satisfied with the overall Place to live (score 0 - 6) 30 performance of Council (CSI score 78.1) Place to live (score 7 - 8) 107 are significantly more satisfied than those Place to live (score 9 - 10) 182 who were dissatisfied with the overall performance of Council (CSI score 46.2). Dissatisfied Council Overall 46.2 19 Council Overall - Neutral 103 Satisfied with Council Overall 190 Residential sealed road 244 State highway 25 Country sealed road 48 Town Wastewater 244 Septic tank 67 **CSI Score** 0 20 40

100

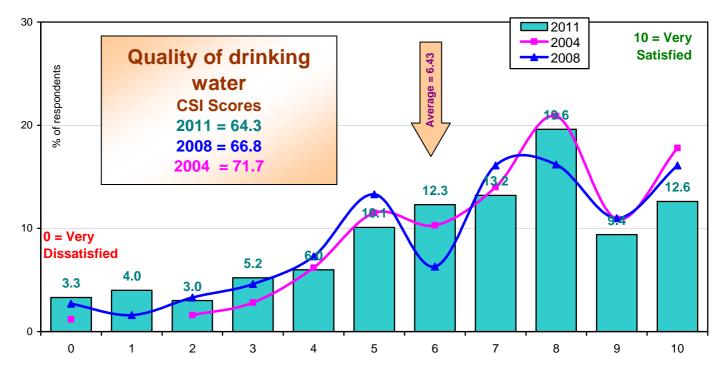
Satisfaction with the quality of drinking water supplied to residents homes

Respondents who were connected to the Mains water supply (n = 321) were asked to rate their satisfaction with the quality of drinking water supplied to residents homes (e.g. taste, colour, purity), using a scale where 0 is very dissatisfied to 10 being very satisfied.

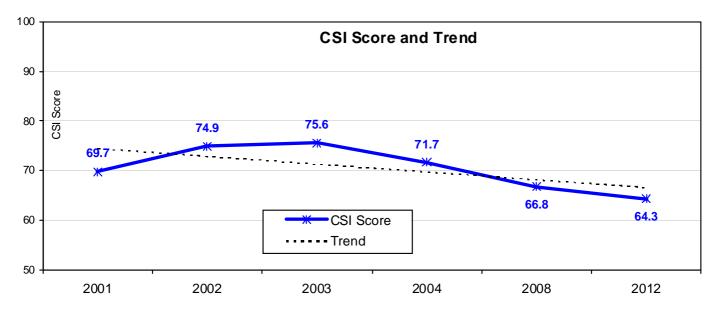
Just over half of the respondents (55%) were satisfied with the quality of drinking water supplied to residents homes, (Scores 7 - 10), but 22% rated this with a score of 9 or 10 (exceeded expectations).

The mode was a score of 8 (20%). Over a quarter of the respondents (28%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and a seventh (15%) rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the quality of drinking water supplied to resident's homes was 64.3. This is 2.5 points lower than 2008. The CSI score again reflects a fair performance, but with potential for improvement.



The CSI score for the quality of drinking water supplied to resident's homes is 64.3, down 2.5 points from the 2008 result. This is the lowest CSI score recorded by this monitor and is below the current trend line.



___ 91.4

Satisfaction with the quality of drinking water supplied to homes by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the quality of drinking water supplied to resident's homes across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the quality of drinking water supplied to residents homes (e.g. taste, colour, purity) were:

- Those from the Murupara / Galatea Ward (CSI score 91.4) are significantly more satisfied than those from the other Wards.
- Those who live in the Country (CSI score 72.4) are significantly more satisfied than those who live in the Town (CSI score 61.7)
- Those of Maori descent (CSI score 72.1) are significantly more satisfied than those of European descent (CSI score 61.3).
- Respondents who thought they received good value for their rates (CSI score 69.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 56.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 68.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 54.1)
- Those who were satisfied with the overall performance of Council (CSI score 69.9) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 43.6).

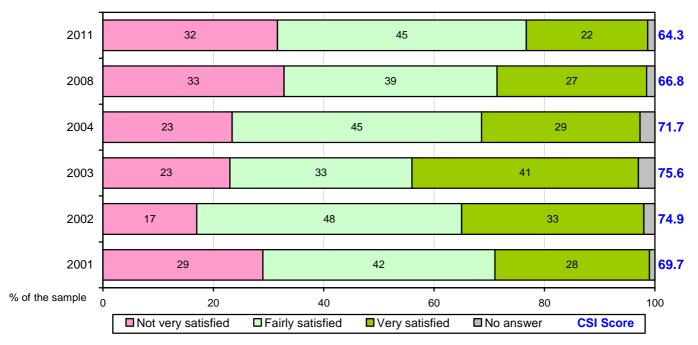
Total	321		64.3
Whakatane Ward	162		56.6
Ohope Ward	32		58.0
Rangitaiki Ward	80		71.5
Taneatua / Waimana	11		59.6
Murupara / Galatea	36		
Line in Terre	24.0		
Live in Town	219		61.7
Live in the Country	90		72.4
Men	141		65.1
Women	180		63.5
Under 35 years	29		63.0
	200		64.0
35 - 64 years			
65+ years	91		66.5
Maori descent	84		72.1
European descent	221		61.3
New Zealander	9		62.0
Other	7		71.2
Other	ľ		
In Minelectory - Overse	15		
In Whakatane < 2 years	15		71.1
Lived 2 - 10 years	55		58.9
In Whakatane 10+ years	247		65.0
Work full time	159		63.9
Work part time	43		57.7
Not working	119		67.7
Not Northing			
Logo than \$20,000	62		69.8
Less than \$30,000			
\$30,000 to \$70,000	91		68.8
More than \$70,000	107		58.8
Own home	266		64.3
Renting	53		64.6
Own business	67		66.4
No business	254		63.7
Pay rates	288		63.8
No rates	33		68.3
No lates	35		00.5
	40		
Rates poor value	42		56.4
Rates neither	120		61.4
Rates good value	98		69.2
Place to live (score 0 - 6)	30		54.1
Place to live (score 7 - 8)	107		59.3
Place to live (score 9 - 10)	182		68.9
	102		
Dissatisfied Council Overall	19	43.6	
Council Overall - Neutral			
	103		56.8
Satisfied with Council Overall	190		69.9
Residential sealed road	244		62.9
State highway	25		67.9
Country sealed road	48		71.3
Town Wastewater	244		62.8
Septic tank	67		70.4
CSI Score		I I I	
) 2	0 40	60 80
		ISmre	# of respondents

□CSI Score # of respondents

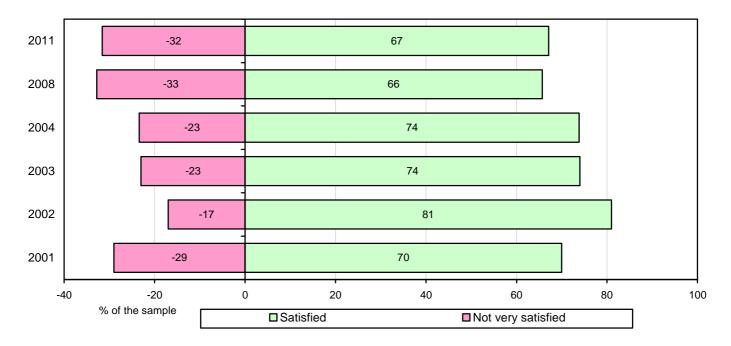
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Water Quality Satisfaction Comparison with History

The following chart compares the history of satisfaction with the water quality using the previous 3 point scale and an estimated CSI score for each year. This shows that 22% are very satisfied with the water quality with a further 45% being fairly satisfied. However, a third of the respondents (32%) connected to the water supply were not very satisfied. The CSI score is 2.5 points lower than the 2008 result.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there is little change since 2008 in the proportion of respondents who are satisfied or not very satisfied with the quality of the water supply.



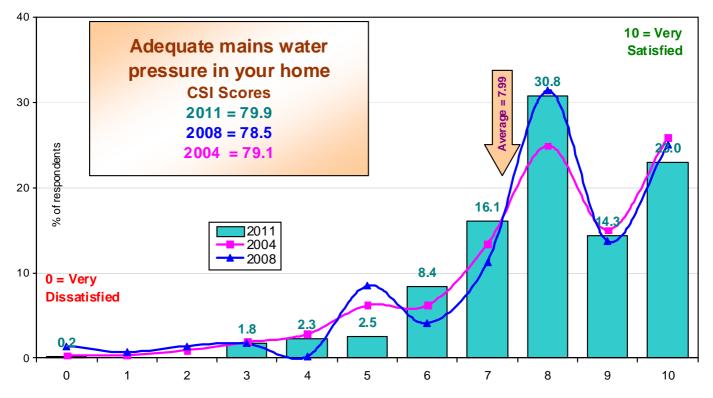
Satisfaction with having adequate mains water pressure in your home

Respondents who were connected to the mains water supply (n = 321) were asked to rate their satisfaction with having adequate mains water pressure in their home, using a scale where 0 is very dissatisfied to 10 being very satisfied.

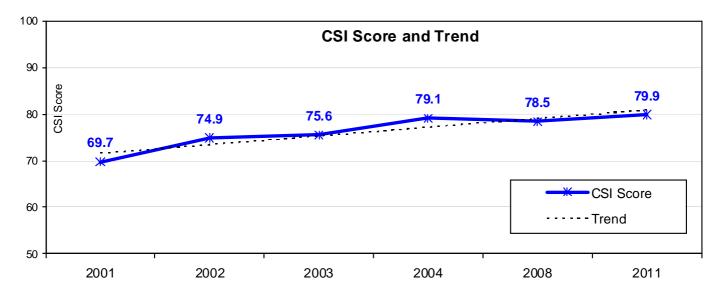
Four fifths of the sample (84%) were satisfied with having adequate mains water pressure in their home, (Scores 7 – 10), including 37% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%).

An eighth of the respondents (13%) rated their satisfaction with a score that was neutral (Scores 4 - 6), while just 2% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for having adequate mains water pressure in your home was 79.9. This is 1.4 points higher than 2008. This CSI score once again reflects an excellent performance.



The CSI score of 79.9 is up 1.4 points from the 2008 results. This is the highest result recorded by this monitor. The trend line reflects a steady increase over the past decade.



79.9

79.5 77.2

79.1

89

85.1

80.6

79.2

80.4

79.5

79.9

80.7

82.6

82.5

79.1

78.4

78.1

83.2

80.4

75.5

79.0 83.3

Satisfaction with having adequate mains water pressure in your home by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

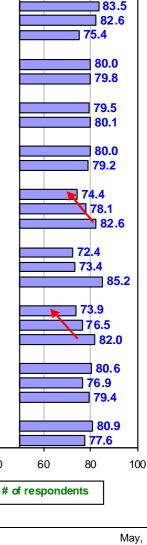
The analysis shows that there are reasonably high levels of satisfaction with having adequate mains water pressure in your home across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with having adequate mains water pressure in your home were:

- Those from the Murupara / Galatea Ward (CSI score 85.1) and the Taneatua / Waimana Ward (CSI score 89.1) are more satisfied than those from the other Wards
- Those with a household income of over \$70,000 (CSI score 75.4) appear less satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 82.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 74.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 85.2) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 72.4)
- Those who were satisfied with the overall performance of Council (CSI score 82.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 73.9).

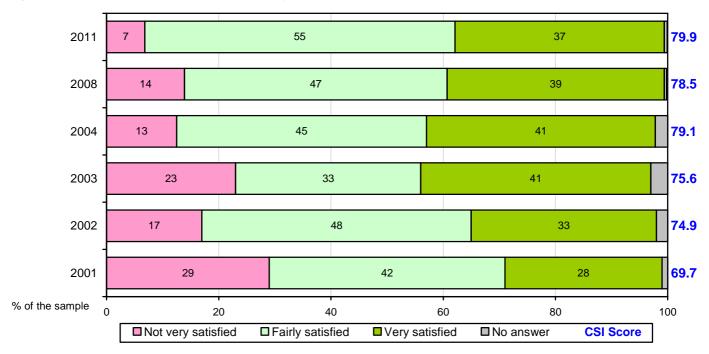
Total	321		
M/belietere M/ard	400		
Whakatane Ward	162		
Ohope Ward	32		
Rangitaiki Ward	80		
Taneatua / Waimana	11		
Murupara / Galatea	36		
Live in Town	219		
Live in the Country	90		
Men	141		
Women	180		
Under 35 years	29		
35 - 64 years	200		
65+ years	91		
Maori descent	84		
European descent	221		
New Zealander	9		
	3		
In Whakatane < 2 years	15		
Lived 2 - 10 years	55		
In Whakatane 10+ years	247		
Work full time	159		
Work part time	43		
Not working	119		
Less than \$30,000	62		
\$30,000 to \$70,000	91		
More than \$70,000	107		
Own home	266		
Renting	53		
5			
Own business	67		
No business	254		
	204		
Pov rotos	288		
Pay rates			
No rates	33		
Rates poor value	42		
Rates neither	120		
Rates good value	98		
Place to live (score 0 - 6)	30		
Place to live (score 7 - 8)	107		
Place to live (score 9 - 10)	182		
Dissatisfied Council Overall	19		
Council Overall - Neutral	103		
Satisfied with Council Overall	190		
Residential sealed road	244		
State highway	25		
Country sealed road	48		
Town Wastewater	244		
Septic tank	67		
			-
CSI Score	0 2	20 40)

CSI Score

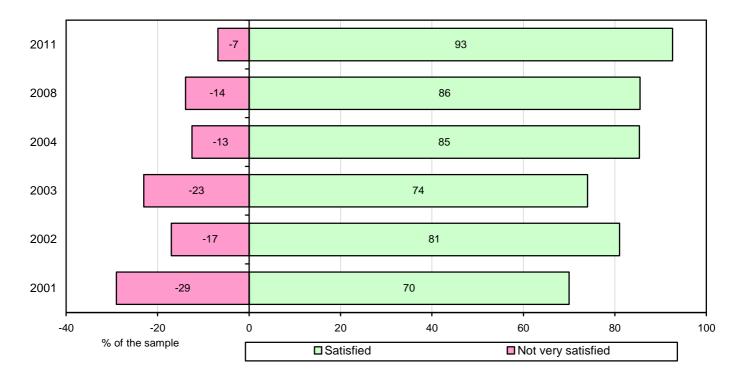


Water supply Satisfaction Comparison with History

The following chart compares the history of satisfaction with the water pressure using the previous 3 point scale and an estimated CSI score for each year. This shows that 37% are very satisfied with the water pressure with a further 55% being fairly satisfied. Only a small proportion, (7% of respondents) were not very satisfied. The CSI score at 79.9 is 1.4 points lower than the 2008 result.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are more satisfied and less not very satisfied respondents this year.



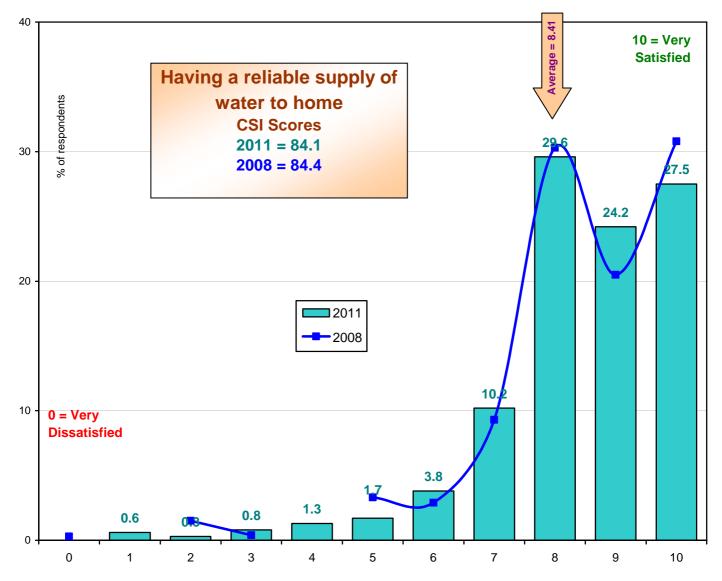
Satisfaction with having a reliable supply of water to home

Respondents who were connected to the mains water supply (n = 321) were asked to rate their satisfaction with having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply), using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents (62%) were satisfied with having a reliable supply of water to home, (Scores 7 - 10). The mode was a score of 8 (30%) and 52% rated with a score of 9 or 10 (exceeded expectations).

A few respondents (7%) rated their satisfaction with a score that was neutral (Scores 4 - 6) and only 1.7% were dissatisfied (Scores 0 - 3).

The CSI score for having a reliable supply of water to home was 84.1, virtually unchanged from 2008. This CSI score again shows an exceptional level of satisfaction.



84.1

83.2

82.8 82.7

90.

84.3

83.8

83.6

84.6

85.4

86.9

83.7 77.3

85.3

84.5

82.3

82.5

84.3 86.6

87.7 85.6

80.8

84.3

83.9

85.0

83.9

84.1

84.1

82.0

88.5

76.4

78.3

70.7

0.08 🔽 87.6

> 81.3 86.7

84.3 83.9 85.2

84.8 83.0

80

of respondents

CSI Score

76.8

83.2 86.5

92 3

su de Th ap	tisfaction with having a reliable pply of water to home by mographics ere are a number of variables which bear to have a significant impact on	Total Whakatane Ward Ohope Ward Rangitaiki Ward Taneatua / Waimana Murupara / Galatea	321 162 32 80 11 36		
fac	isfaction with Council services and ilities. The chart opposite compares se variables.	Live in Town Live in the Country	219 90		
rea ha	e analysis shows that there are sonably high levels of satisfaction with ving a reliable supply of water to home oss most of the subgroups of interest.	Men Women Under 35 years 35 - 64 years	141 180 29 200		
gre ha	e variables that appear to have had the eatest impact on satisfaction with ving a reliable supply of water to home g. lack of cut-offs, failure of supply) re:	65+ years Maori descent European descent New Zealander Other	91 84 221 9 7		
•	Those from the Murupara / Galatea Ward (CSI score 92.3) are significantly more satisfied than those from the other Wards	In Whakatane < 2 years Lived 2 - 10 years In Whakatane 10+ years	15 55 247		
•	Those with a household income of under \$30,000 (CSI score 87.7) are significantly more satisfied than those in the higher income brackets.	Work full time Work part time Not working Less than \$30,000	159 43 119 62		
•	Respondents who thought they received good value for their rates (CSI score 88.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 76.4).	\$30,000 to \$70,000 More than \$70,000 Own home Renting	91 107 266 53		
•	Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 87.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 78.3)	Own business No business Pay rates No rates	67 254 288 33		
•	Those who were satisfied with the overall performance of Council (CSI score 86.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 70.7).	Rates poor value Rates neither Rates good value Place to live (score 0 - 6) Place to live (score 7 - 8) Place to live (score 9 - 10)	42 120 98 30 107 182		
		Dissatisfied Council Overall Council Overall - Neutral Satisfied with Council Overall	19 103 190		
		Residential sealed road State highway Country sealed road Town Wastewater	244 25 48 244		
		Septic tank	67	20 4	0 60

100

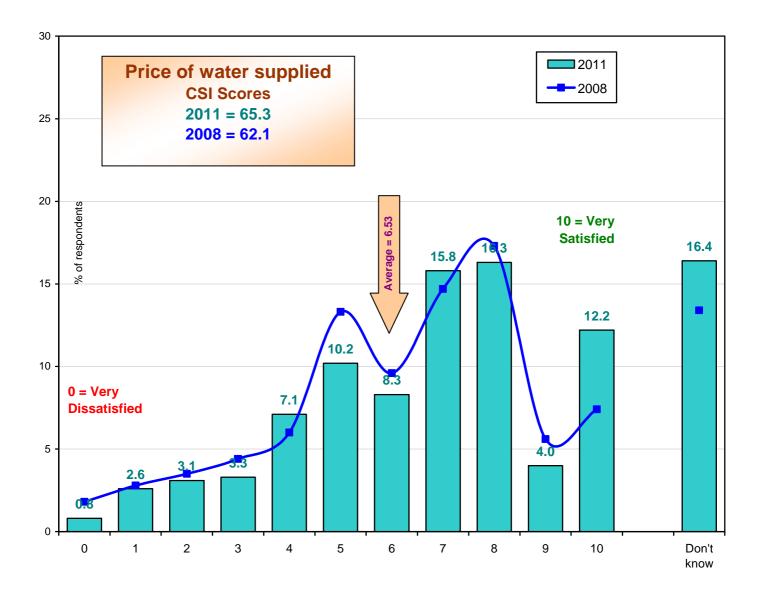
Satisfaction with the Price of water supplied

Respondents who were connected to the mains water supply (n = 321) were asked to rate their satisfaction with the price of water supplied, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents (48%) were satisfied with the price of the water supplied, (Scores 7 – 10), and 16% rated this with a score of 9 or 10. The mode was a score of 8 (16%).

A quarter of the respondents (26%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 10% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for satisfaction with the price of water supplied was 65.3. This is an increase of 3.2 points from 2008. This CSI score reflects a fair performance, but with potential for improvement.



Satisfaction with the Price of water supplied by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

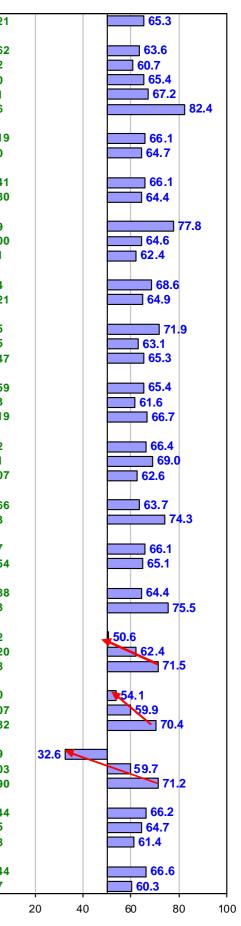
The analysis shows that there are reasonably low levels of satisfaction with the Price of water supplied across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Price of water supplied were:

- Those from the Murupara / Galatea Ward (CSI score 82.4) appear more satisfied than those from the other Wards
- Those aged over 65 years (CSI score 62.4) appear less satisfied than those in the other age brackets.
- Respondents who thought they received good value for their rates (CSI score 71.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 50.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 70.4) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 54.1)
- Those who were satisfied with the overall performance of Council (CSI score 71.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 32.6).

Total	321	
Whakatane Ward	162	
Ohope Ward	32	
Rangitaiki Ward	80	
Taneatua / Waimana	11	
Murupara / Galatea	36	
1. · · -	24.0	
Live in Town	219	
Live in the Country	90	
Man		
Men	141	
Women	180	
Under 35 years	29	
35 - 64 years	200	
65+ years	91	
Maori descent	84	
European descent	221	
European descent	221	
In Whakatane < 2 years	15	
Lived 2 - 10 years	55	
In Whakatane 10+ years	247	
, , , , , , , ,		
Work full time	159	
	43	
Work part time		
Not working	119	
Less than \$30,000	62	
\$30,000 to \$70,000	91	
More than \$70,000	107	
Own home	266	
Renting	53	
	07	
Own business	67	
No business	254	
Pay rates	288	
No rates	33	
Rates poor value	42	
•		
Rates neither	120	
Rates good value	98	
Place to live (score 0 - 6)	30	
Place to live (score 7 - 8)	107	
Place to live (score 9 - 10)	182	
Dissatisfied Council Overall	19	32.6
	-	52.0
Council Overall - Neutral	103	
Satisfied with Council Overall	190	
Residential sealed road	244	
State highway	25	
Country sealed road	48	
	-	
Town Wastewater	244	
	67	
Septic tank	01	
CSI Score) 2	0

CSI Score



of respondents

Wastewater

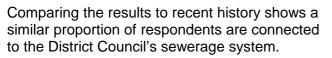
Type of Wastewater Disposal

Respondents were asked 'Which of the following describes the way in which the wastewater and sewage from your home is disposed of?'.

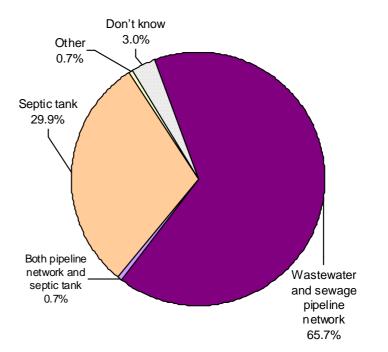
Two thirds of the sample (66%) were connected to the wastewater and sewage pipeline network while 1% had both the pipeline network and septic tank.

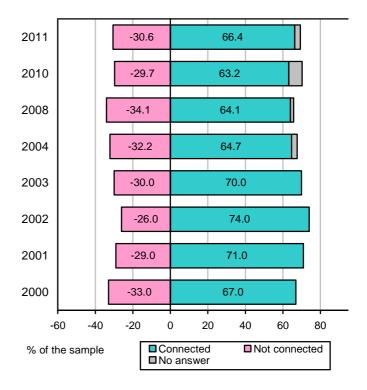
A third of the sample, (30%) were on Septic tank.

A few respondents (1%) indicated they had other disposal systems.



This is slightly higher for 2011 (66%) than the partial reading in 2010 of 63% or the previous full reading in 2008 (64%).



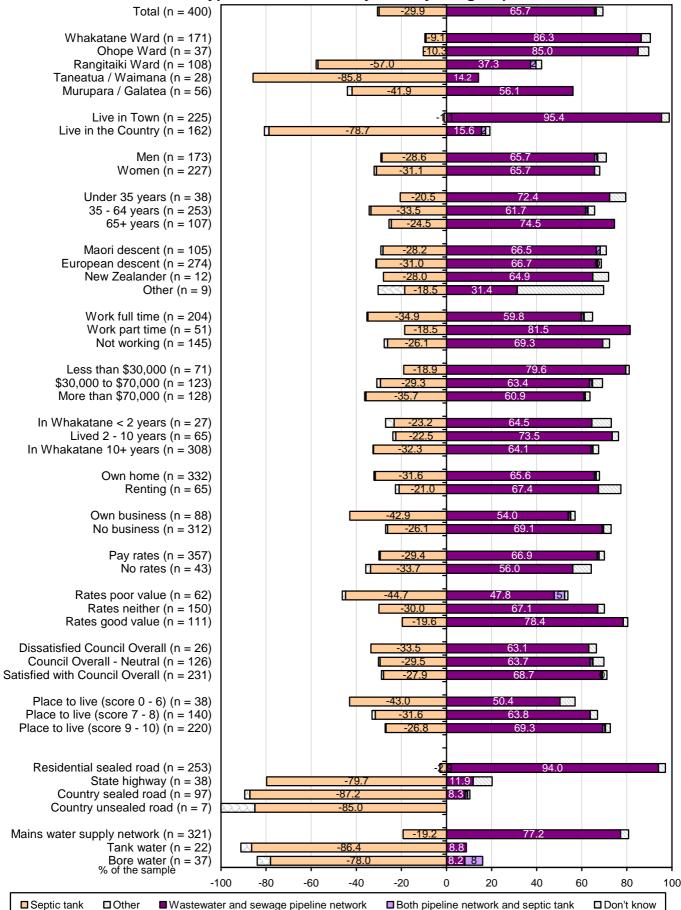


The chart on the next page shows the proportion of each subgroup that used each type of wastewater and sewerage system. Respondents who were significantly **more likely** to be on the wastewater and sewage pipeline network include:

- Those who live in town (95% of the subgroup)
- Those on residential sealed roads (94% of the subgroup)
- Those from the Whakatane Ward (86% of the subgroup) or Ohope Ward (85%)
- Those who thought they got good value for their rates (78% of the subgroup)
- Those on the mains water supply (77% of the subgroup)
- Those aged 65 years or older (75% of the subgroup)
- Those who do not operate their own business (69% of the subgroup)

Respondents who were significantly more likely to be on a Septic Tank include:

- Those on rural sealed roads (87% of the subgroup) or on rural unsealed roads (85% of the subgroup)
- Those from the Taneatua / Waimana Ward (86% of the subgroup) or the Rangitaiki Ward (57% of the subgroup)
- Those on bore water (78% of the subgroup) or tank water (86% of the subgroup)
- Those who live in the Country (79% of the subgroup)
- Those who thought they got poor value for their rates (45% of the subgroup)
- Those who operate their own business (43% of the subgroup)
- Those who work full time (35% of the subgroup)
- Those aged 35 64 years (34% of the subgroup)



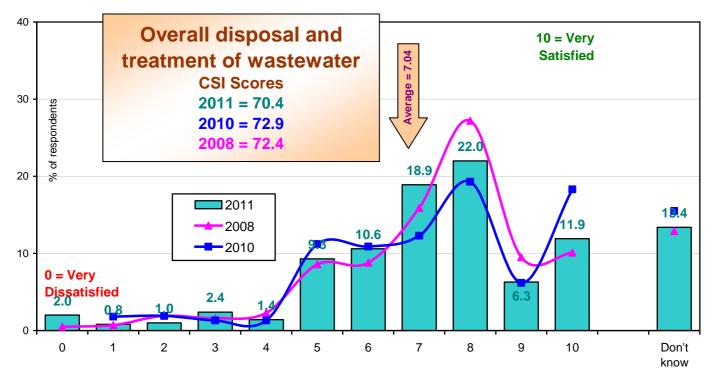
Type of Wastewater System by subgroup

Satisfaction with the Overall disposal and treatment of wastewater

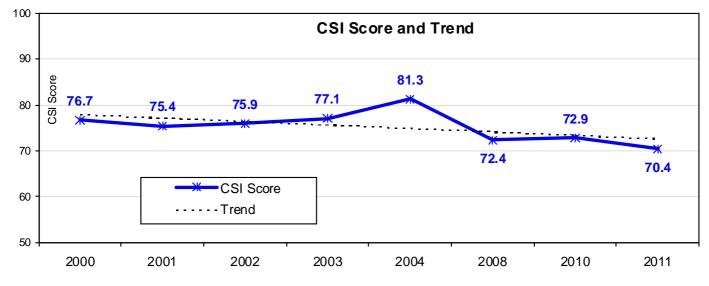
Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with the overall disposal and treatment of wastewater and sewage, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents (59%) were satisfied with the overall disposal and treatment of wastewater and sewage, (Scores 7 – 10), including 18% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (22%). A fifth of the respondents (21%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 - 3). An eighth of the respondents did not answer this question, presumably because they did not know enough about the wastewater system.

The CSI score for the overall disposal and treatment of wastewater and sewage was 70.4. This is down 2.5 points from 2010 and 2.0 points lower than 2008. The current CSI score shows a good level of satisfaction, but with potential for improvement.



The CSI score of 70.4 is down 2.0 points from the 2008 results. This is the lowest result recorded by this monitor and is below the declining trend line of recent years.



87.5

Satisfaction with the overall disposal and treatment of wastewater and sewage by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the overall disposal and treatment of wastewater and sewage across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the overall disposal and treatment of wastewater and sewage were:

- Those from the Rangitaiki Ward (CSI score 62.3) appear less satisfied than those from the other Wards
- Those aged under 35 years (CSI score • 78.0) appear more satisfied than those in the other age brackets.
- Respondents who thought they received • good value for their rates (CSI score 76.2) appeared more satisfied than those who thought they got poor value for their rates (CSI score 53.2).
- Those who rated Whakatane as a place to • live with scores of 9 or 10 (CSI score 74.4) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 55.4)
- Those who were satisfied with the overall . performance of Council (CSI score 76.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 32.3).

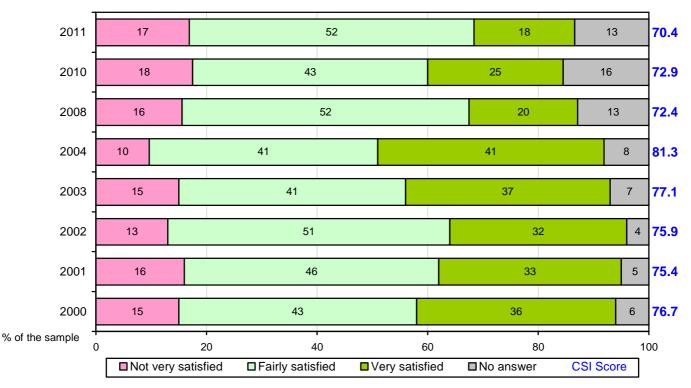
Total	254			7	'0.4
Whekstone Word	447				
Whakatane Ward Ohope Ward	147 32				9.9 73.8
•	32 40			62.3	13.0
Rangitaiki Ward Taneatua / Waimana	40			02.3	87
	31				79.1
Murupara / Galatea	51				79.1
Live in Town	216			6	9.9
Live in the Country	26				74.4
Men	112			· · ·	72.1
Women	142				3.6
			Ī		
Under 35 years	26				78.0
35 - 64 years	150			68	_
65+ years	78				71.7
,					
Maori descent	64				72.4
European descent	180			6	9.7
NewZealander	7			65.	4
Other	3				75.5
In Whakatane < 2 years	16			68	3.1
Lived 2 - 10 years	45			6	8.8
In Whakatane 10+ years	193			7	71.1
Work full time	117				9.6
Work part time	40				9.5
Not working	97				72.1
L ago than \$20,000	E4				
Less than \$30,000	54 75				9.3
\$30,000 to \$70,000 More than \$70,000	76				73.2 9.4
Note that \$70,000	/0				9.4
Own home	212			68	3.7
Renting	41				78.0
5					_
Own business	47			6	9.4
No business	207			7	7 0. 6
Pay rates	232			6	9.5
No rates	22				79.8
Rates poor value	30			53.2	
Rates neither	97			66	
Rates good value	85				76.2
Diago to live (agore 0, 6)	40				
Place to live (score 0 - 6)	18			55.4	
Place to live (score 7 - 8)	87 147			67	.o 74.4
Place to live (score 9 - 10)	147				74.4
Dissatisfied Council Overall	15	32.3			
Council Overall - Neutral	80			64.	5
Satisfied with Council Overall	152				76.3
					-
Residential sealed road	237			7	0.0
State highway	5			67	
Country sealed road	9				86
CSI Scoro		20 4	'	60	
	0 2	20 4	U	60	80
	CS	Score	#	of respond	ents
				•	

86.2

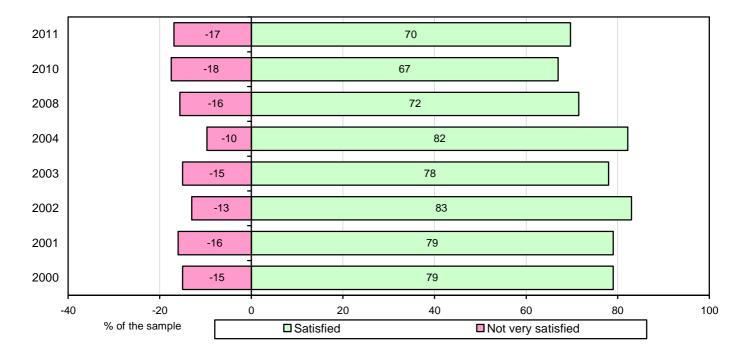
100

Sewerage system Satisfaction Comparison with History

The following chart compares the history of satisfaction with the sewerage system using the previous 3 point scale and an estimated CSI score for each year. This shows that 18% are very satisfied with the sewerage system with a further 52% being fairly satisfied. Only a small proportion, 17% of respondents were not very satisfied. The results are similar to previous years although the CSI score is lower than the 2010 result.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are slightly more satisfied and slightly fewer not very satisfied respondents this year.



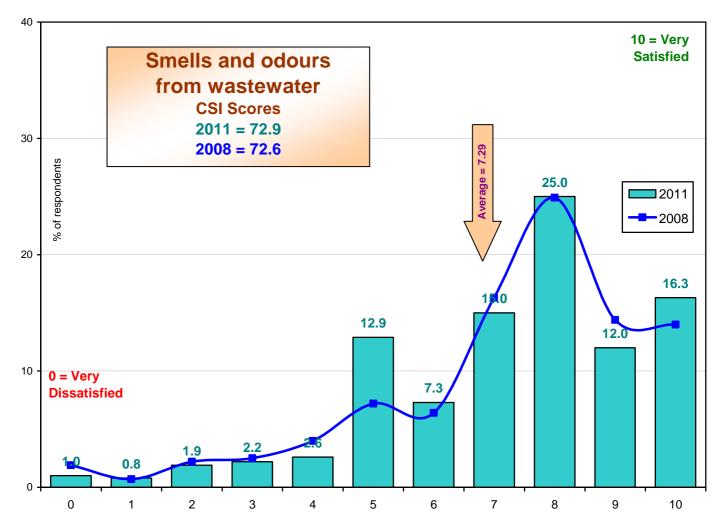
Satisfaction with smells and odours from wastewater

Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with the smells and odours from the treatment of wastewater and sewage being kept to a minimum, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (68%) were satisfied with the smells and odours being kept to a minimum, (Scores 7 - 10), including 28% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (25%).

A quarter of the respondents (23%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the smells from the treatment of wastewater being kept to a minimum was 72.9. This is up marginally from the 2008 result and this again shows a very good level of satisfaction.



86.2

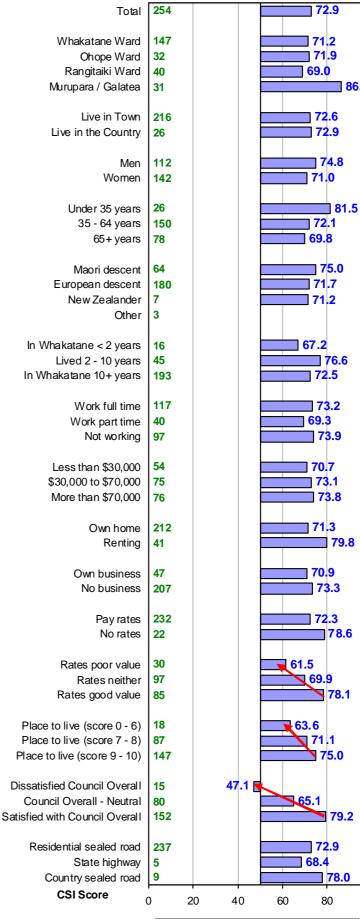
Satisfaction with the smells and odours from the treatment of wastewater and sewage are kept to a minimum by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the smells and odours from the treatment of wastewater and sewage being kept to a minimum across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the smells and odours from the treatment of wastewater and sewage being kept to a minimum were:

- Those from the Murupara / Galatea Ward . (CSI score 86.2) are significantly more satisfied than those from the other Wards
- Those aged over 65 years (CSI score 69.8) appear less satisfied than those in the other age brackets.
- Respondents who thought they received good value for their rates (CSI score 78.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 61.5).
- Those who rated Whakatane as a place to . live with scores of 9 or 10 (CSI score 75.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 63.6)
- Those who were satisfied with the overall performance of Council (CSI score 79.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 47.1).



100

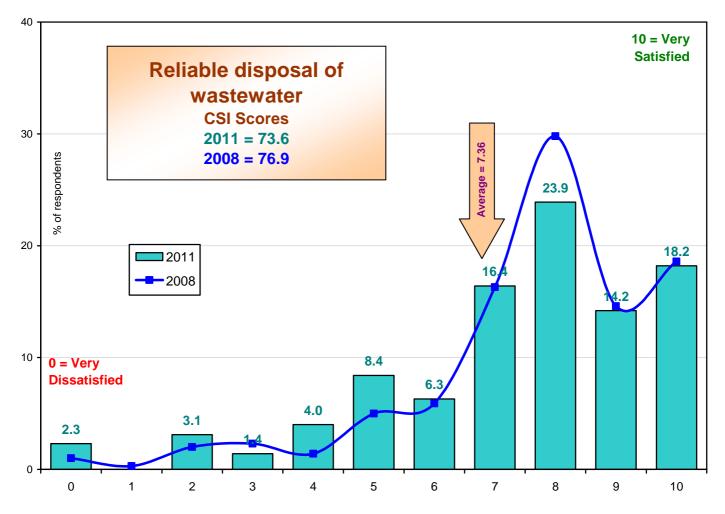
Satisfaction with having a reliable disposal of wastewater and sewage

Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows), using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents (73%) were satisfied the disposal of wastewater and sewage was reliable, (Scores 7 – 10). The mode was a score of 8 (24%) and 32% rated this with a score of 9 or 10 (exceeded expectations).

A fifth of the respondents (19%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and only 7% were dissatisfied (Scores 0 - 3).

The CSI score for the reliable disposal of wastewater and sewage was 73.6. This is 3.3 points lower than the 2008 result. The current CSI score shows a very good level of satisfaction.



Total 254 73.6 Satisfaction with the disposal of wastewater and sewage being reliable Whakatane Ward 147 75.2 by demographics Ohope Ward 72.6 32 Rangitaiki Ward 40 62.4 There are a number of variables which Murupara / Galatea 31 81.1 appear to have a significant impact on satisfaction with Council services and Live in Town 216 73.3 facilities. The chart opposite compares Live in the Country 26 73.3 these variables. 75.5 Men 112 The analysis shows that there are 71.7 Women 142 reasonably high levels of satisfaction with having reliable disposal of wastewater and Under 35 years 26 86.1 sewage across most of the subgroups of 70.7 35 - 64 years 150 interest. 65+ years 78 73.4 The variables that appear to have had the Maori descent 64 75.0 greatest impact on satisfaction with 180 73.0 European descent having reliable disposal of wastewater and 66.7 New Zealander 7 sewage (e.g. lack of blockages and overflows) were: In Whakatane < 2 years 16 66.9 Lived 2 - 10 years 45 72.6 Those from the Rangitaiki Ward (CSI In Whakatane 10+ years 193 74.4 score 62.4) appear less satisfied than those from the other Wards Work full time 117 72.2 Those aged under 35 years (CSI score Work part time 40 73.2 86.1) appear more satisfied than those in Not working 97 75.7 the other age brackets. Less than \$30,000 54 74.8 Respondents who thought they received 77.0 \$30,000 to \$70,000 75 good value for their rates (CSI score 78.9) 76 More than \$70,000 71.2 appear more satisfied than those who thought they got poor value for their rates Own home 212 71.7 (CSI score 55.0). Renting 41 81.9 Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 76.2) Own business 47 72.6 were significantly more satisfied than No business 207 73.8 those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 54.2) 232 Pay rates 72.7 No rates 22 82.5 Those who were satisfied with the overall performance of Council (CSI score 79.5) Rates poor value 30 55.0 are significantly more satisfied than those Rates neither 97 70.4 who were dissatisfied with the overall Rates good value 85 78.9 performance of Council (CSI score 35.3). Place to live (score 0 - 6) 18 87 Place to live (score 7 - 8) 73.5 Place to live (score 9 - 10) 147 76.2 15 35.3 📷 Dissatisfied Council Overall Council Overall - Neutral 80 69.2 Satisfied with Council Overall 152 79.5 237 Residential sealed road 73.6 State highway 5 68.7 Country sealed road 9 81.5 **CSI Score** 0 20 40 60 80

of respondents

CSI Score

100

Satisfaction with the cost of the wastewater and sewerage system

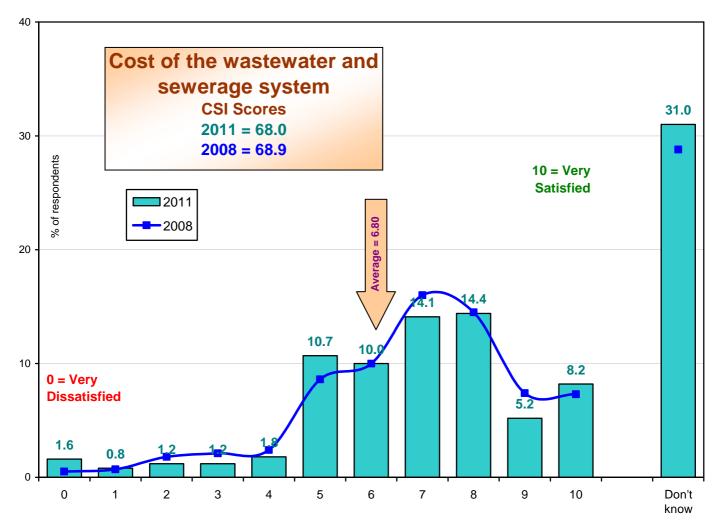
Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with the cost of the wastewater and sewerage system, using a scale where 0 is very dissatisfied to 10 being very satisfied.

A third of the respondents (31%) did not answer this question, presumably because they did not know enough about the cost of the wastewater and sewerage system. This is similar to 2008.

Two fifths of the respondents (42%) were satisfied with the cost of the wastewater and sewerage system, (Scores 7 – 10), including 13% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (14%).

A fifth of the respondents (22%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 5% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the cost of the wastewater and sewerage system was 68.0. This is down 0.9 points from 2008 but this still shows a good level of satisfaction, but with potential for improvement.



Satisfaction with the cost of the wastewater and sewerage system by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the cost of the wastewater and sewerage system across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the cost of the wastewater and sewerage system were:

- Those from the Rangitaiki Ward (CSI score 56.6) a appear less satisfied than those from the other Wards
- Those aged under 35 years (CSI score 75.8) appear more satisfied than those in the other age brackets.
- Those who are renting (CSI score 77.0) appear more satisfied than homeowners.
- Respondents who thought they received good value for their rates (CSI score 75.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 52.8).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 73.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 50.6)
- Those who were satisfied with the overall performance of Council (CSI score 75.5) are significantly more satisfied than the few who were dissatisfied with the overall performance of Council (CSI score 26.8).

Total	254		68.0
Whakatane Ward	147		
	32		68.6
Ohope Ward Rangitaiki Ward	40		56.6
Murupara / Galatea	31		75.1
Murupara / Galalea	51		75.1
Live in Town	216		67.2
Live in the Country	26		78.6
-			
Men	112		70.0
Women	142		65.5
Under 35 years	26		75.8
35 - 64 years	150		66.5
65+ years	78		66.9
2			
Maori descent	64		68.6
European descent	180		67.9
New Zealander	7		73.2
	[.		
In Whakatane < 2 years	16		61.7
Lived 2 - 10 years	45		68.3
In Whakatane 10+ years	193		68.7
in vinakatano io i youro			
Work full time	117		67.4
Work part time	40		63.2
Not working	97		71.5
Less than \$30,000	54		67.4
\$30,000 to \$70,000	75		68.2
More than \$70,000	76		68.5
Own home	212		66.0
Renting	41		77.0
Our husings	4-		
Own business	47		67.5
No business	207		68.2
Pay rates	222		
Pay rates	232		66.9
No rates	22		00.1
Dotoo poor voluo	30		
Rates poor value Rates neither	97		52.8 60.7
Rates good value	85		
Rates good value			75.9
Place to live (score 0 - 6)	18		~50.6
	87		
Place to live (score 7 - 8) Place to live (score 9 - 10)	147		63.8
Flace to live (scole 9 - 10)	147		13.3
Dissatisfied Council Overall	15	26.8	
Council Overall - Neutral	80	20.0	59.0
Satisfied with Council Overall	152		75.5
Residential sealed road	237		67.3
State highway	5		80.0
Country sealed road	9		81.7
CSI Sooro			
	0	20 4	0 60 80
		CSI Score	# of respondents
			-

100

Stormwater

Satisfaction with the overall effectiveness of the stormwater systems

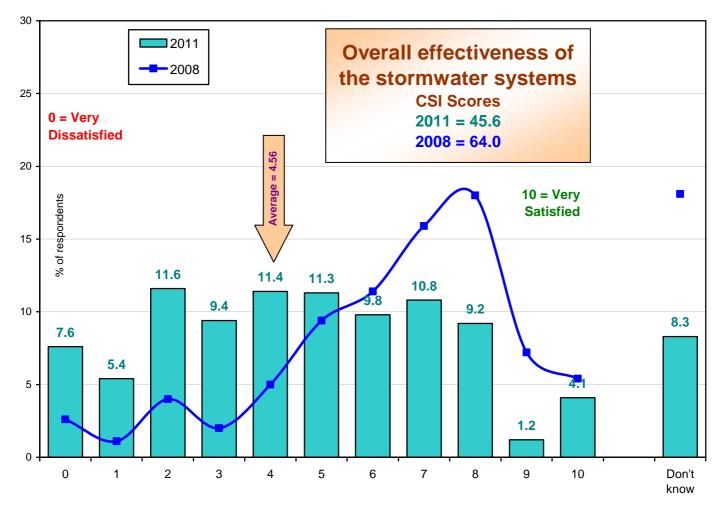
Respondents were asked to rate their satisfaction with the overall effectiveness of the stormwater systems, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a quarter of the respondents (25%) were satisfied with the overall effectiveness of the stormwater systems (Scores 7 - 10) and just 5% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 - 6).

The largest group (34%) rated this with scores that reflect dissatisfaction (Scores 0 - 3). The mode was a score of 2 (12%). The remaining 8% did not answer this question.

The CSI score for the overall effectiveness of the stormwater systems was 45.6. This is 18.4 points lower than 2008. This is now a CSI score that implies respondents have serious issues with the overall effectiveness of the stormwater systems.



Satisfaction with the overall effectiveness of the stormwater systems by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are low levels of satisfaction with the overall effectiveness of the stormwater systems across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the overall effectiveness of the stormwater systems were:

- Those from the Murupara / Galatea Ward (CSI score 63.5) are significantly more satisfied than those from the other Wards
- Homeowners (CSI score 42.8) are less satisfied than those who are renting (CSI score 58.3).
- Respondents who thought they received good value for their rates (CSI score 53.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 31.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 51.8) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 30.4)
- Those who were satisfied with the overall performance of Council (CSI score 53.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 10.8).

-		
Total	45.6	400
Whakatane Ward	43.5	171
Ohope Ward	46.1	37
Rangitaiki Ward	40.3	108
Taneatua / Waimana	40.8	28 56
Murupara / Galatea	63.5	50
Live in Town	45.1 🗖	225
Live in the Country	47.1	162
Men Women	48.4 [43.0	173
women	43.0	227
Under 35 years	48.6	38
35 - 64 years	44.0	253
65+ years	48.8	107
Maori descent European descent	42.9	105
New Zealander	42.5	274 12
Other	40.5	9
Offici	U 07.4	3
In Whakatane < 2 years	44.9 🗖	27
Lived 2 - 10 years	46.6	65
In Whakatane 10+ years	45.4 🗖	308
Work full time	44.1	204
Work part time	38.5	51
Not working	1 51.2	145
Less than \$30,000	47.2	71
\$30,000 to \$70,000	48.2	123
More than \$70,000	41.3	128
Own home	42.8	332
Renting	58.3	65
Own business	42.8	88
No business	46.4	312
Pay rates	44.1	357
No rates	58.9	43
Rates poor value	31.0	62
Rates neither	40.1	150
Rates good value	53.7	111
Place to live (score 0 - 6)	30.4	38
Place to live (score 7 - 8)	40.6	140
Place to live (score 9 - 10)	1 51.8	220
Dissatisfied Council Overall	10.8	26
Council Overall - Neutral	37.3	26 126
Satisfied with Council Overall	53.8	231
Residential sealed road	45.3	253
State highway	37.7	38
Country sealed road Country unsealed road	41.1	97 7
Country unsealed road		'
Mains water supply network	45.5 🗖	321
Tank water	□ 52.3	22
Bore water	46.2 🗖	37
		254
Town Wastewater Septic tank	46.0 🗖 45.7 🗖	254 133
CSI Score		133
	0 20 40 60 8	30 100

CSI Score # of respondents

Satisfaction with the maintenance of the stormwater systems

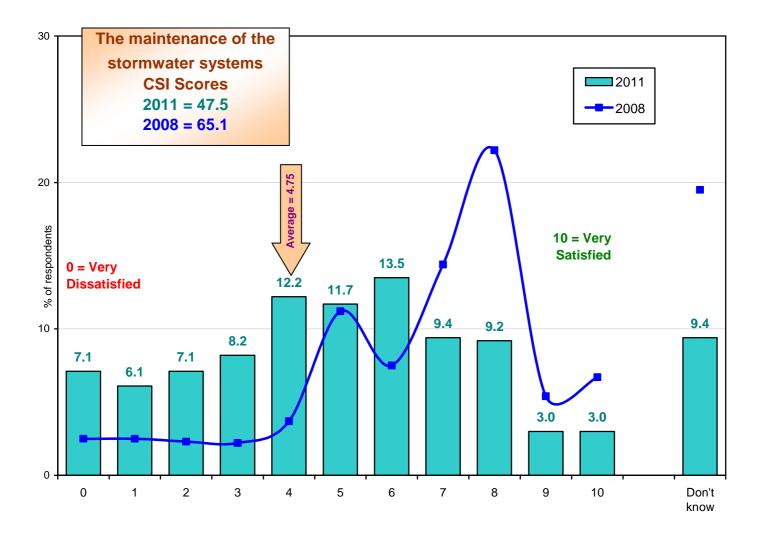
Respondents were asked to rate their satisfaction with the maintenance of the stormwater systems, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a quarter of the respondents (25%) were satisfied with the maintenance of the stormwater systems (Scores 7 - 10) and just 6% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (37%) rated their satisfaction with a score that was neutral (Scores 4 - 6). The mode was a score of 6 (14%).

Over a quarter of the respondents (29%) rated the maintenance of the stormwater systems with scores that reflect dissatisfaction (Scores 0 - 3). The remaining 9% did not answer this question.

The CSI score for the maintenance of the stormwater systems was 47.5. This is a decrease of 17.6 points from 2008. This is now a CSI score that implies respondents have serious issues with the maintenance of the stormwater systems.



Satisfaction with maintenance of the stormwater systems by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are low levels of satisfaction with the maintenance of the stormwater systems across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the maintenance of the stormwater systems were:

- Those from the Murupara / Galatea Ward (CSI score 66.2) appear significantly more satisfied than those from the other Wards
- Homeowners (CSI score 45.0) are significantly less satisfied than those who are renting (CSI score 57.9).
- Respondents who thought they received good value for their rates (CSI score 57.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 34.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 53.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 32.6)
- Those who were satisfied with the overall performance of Council (CSI score 55.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 13.0).

Total	47.5	400
Whakatane Ward		171
Ohope Ward Rangitaiki Ward	44.7	37 108
Taneatua / Waimana	47.6	28
Murupara / Galatea	66.2	
Live in Town	47.9	225
Live in the Country	47.9	162
Men	50.7	173
Women	44.5	227
Under 35 years	51.4	38
35 - 64 years	46.2	253
65+ years	49.2	107
Maari dagaant	525	105
Maori descent European descent	45.5	105 274
New Zealander	43.5	12
Other	44.5	9
Strict		
In Whakatane < 2 years	4 <mark>8.6 [</mark>	27
Lived 2 - 10 years	44.8	65
In Whakatane 10+ years	48.0	308
Work full time	46.3	204
Work part time	42.9	51
Not working	1 51.5	145
Less than \$30,000	50.6	71
\$30,000 to \$70,000	49.5	123
More than \$70,000	43.5	128
Own home	45.0	332
Renting	57.9	65
5		
Own business	45.9 🗖	88
No business	47.9	312
Pay rates	46.0	357
No rates	48.0	43
No lates		
Rates poor value	34.0	62
Rates neither	40.8	150
Rates good value	57.2	111
Place to live (score 0 - 6)	32.6	38
Place to live (score 7 - 8)	42.9	140
Place to live (score 9 - 10)	53.0	220
Dissatisfied Council Overall	13.0	26
Council Overall - Neutral Satisfied with Council Overall	39.0	126 231
Saushed with Council Overall	55.0	231
Residential sealed road	47.4	253
State highway	42.7	38
Country sealed road	50.0	97
Country unsealed road	42.6	7
Mains water supply network	47.4	321
Tank water	51.2	22
Bore water	51.0	37
Town Wastewater	48.5	254
Septic tank	45.3	133
CSI Score	0 20 40 60	80 100
	CSI Score # of respon	donto

CSI Score # of respondents

Satisfaction with the reliability of the stormwater systems

Respondents were asked to rate their satisfaction with the reliability of the stormwater systems from streets, public areas and residents homes, using a scale where 0 is very dissatisfied to 10 being very satisfied.

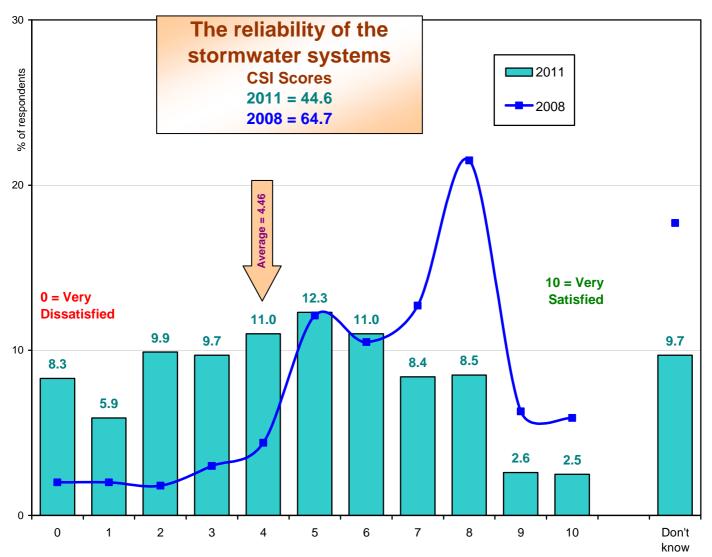
Just a fifth of the respondents (22%) were satisfied with the reliability of the stormwater systems (Scores 7 -10) and only 5% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (27%) rated their satisfaction with a score that was neutral (Scores 4 - 6). The mode was a score of 5 (12%).

A third of the respondents (34%) rated the reliability of the stormwater systems from streets, public areas and residents homes with scores that reflect dissatisfaction (Scores 0 - 3).

The remaining 10% did not answer this question.

The CSI score for the reliability of the stormwater systems from streets, public areas and resident's homes was 44.6. This is a decrease of 20.1 points from 2008. This is now a CSI score that implies respondents have serious issues with the reliability of the stormwater systems from streets, public areas and residents homes.



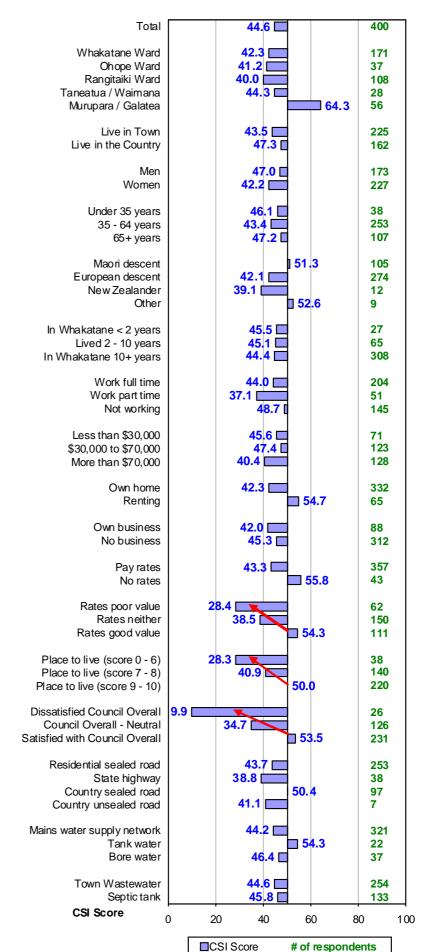
Satisfaction with the reliability of the stormwater systems by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are low levels of satisfaction with the reliability of the stormwater systems from streets, public areas and residents homes across most of the subgroups of interest.

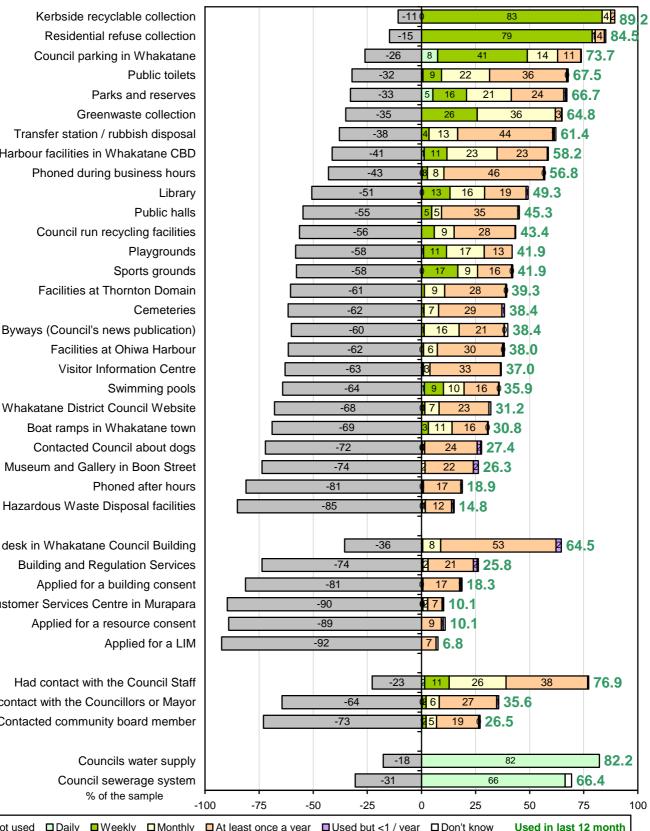
The variables that appear to have had the greatest impact on satisfaction with the reliability of the stormwater systems from streets, public areas and residents homes were:

- Those from the Murupara / Galatea Ward (CSI score 64.3) are significantly more satisfied than those from other Wards
- Those who own their own home are significantly less satisfied than those who are renting (CSI score 42.3 and 54.7) respectively.
- Respondents who thought they received good value for their rates (CSI score 54.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 28.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 50.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 28.3)
- Those who were satisfied with the overall performance of Council (CSI score 53.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 9.9).



Usage of Specific Council Services and Facilities

Respondents were asked how often they had used Council provided services or facilities in the past year. Some of the services like the Kerbside Recyclable collection (89%), Residential Refuse Collection (85%), and Council Water supply (82%), were used by the vast majority of respondents. Other facilities like the applying for a LIM (7%) were used by a small proportion of the sample.



Council parking in Whakatane Transfer station / rubbish disposal Harbour facilities in Whakatane CBD Phoned during business hours Council run recycling facilities Facilities at Thornton Domain Byways (Council's news publication) Facilities at Ohiwa Harbour Visitor Information Centre Whakatane District Council Website Boat ramps in Whakatane town Contacted Council about dogs Museum and Gallery in Boon Street

Front desk in Whakatane Council Building **Building and Regulation Services** Applied for a building consent Customer Services Centre in Murapara Applied for a resource consent

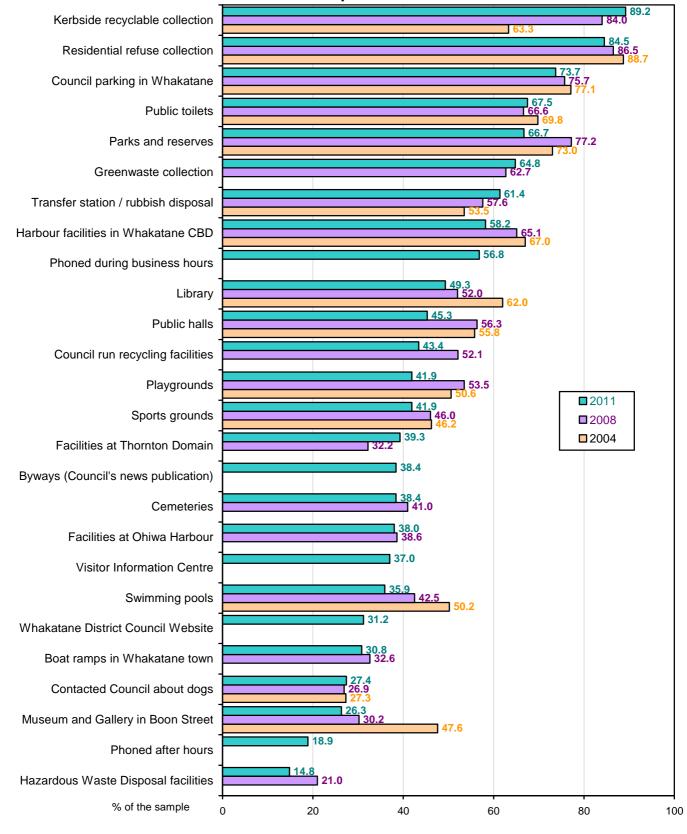
Had contact with the Council Staff Had contact with the Councillors or Mayor Contacted community board member

Council sewerage system

■Not used ■Dailv Weeklv ■ Monthly ■ At least once a year ■ Used but <1 / year ■ Don't know

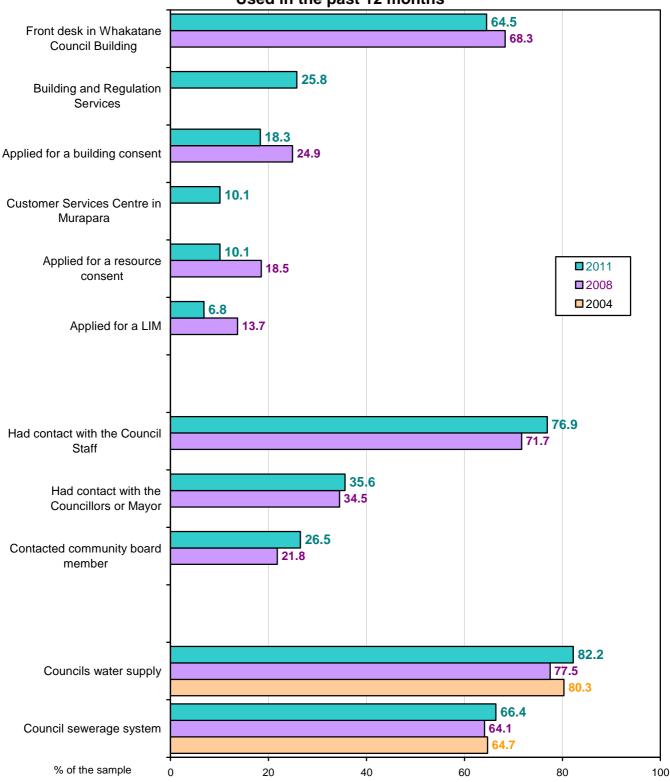
Comparison of Usage of various Facilities and Services by year

The following chart compares the percentage of respondents using each facility or service in the past 12 months for 2011 against the percentage who used these in the 2008 and 2004 surveys. Similar to previous years, there is some variation in usage but this is possibly due to many variables e.g. the weather or economy, changing behaviour, changes in the availability of the facilities or variances in the sample.



Used in the past 12 months

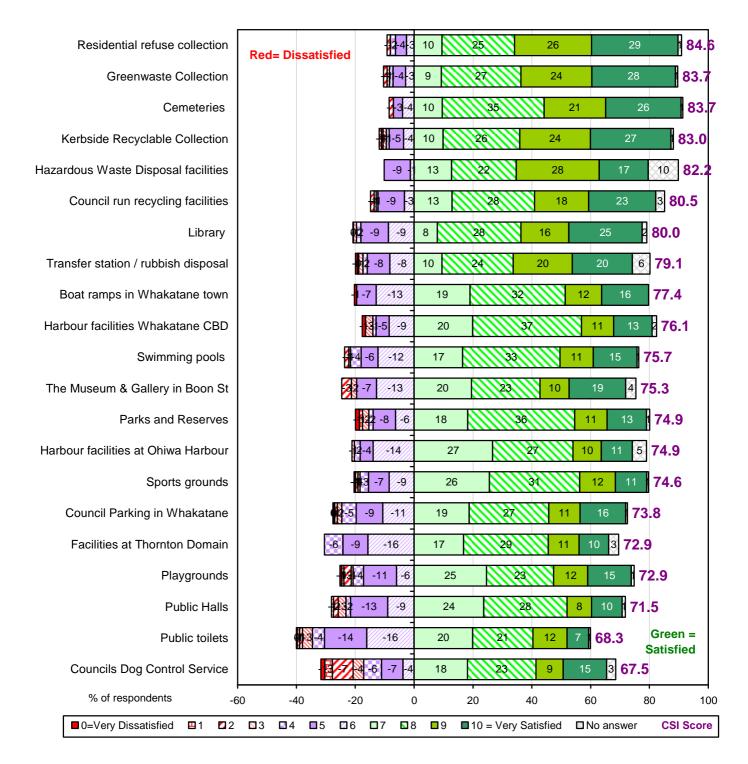
The following chart compares the percentage of respondents using some of the other services in the past 12 months for 2011 against the percentage who used these in the 2008 and 2004 surveys. Similar to above, there is some variation in usage but this is possibly due to many variables e.g. the weather or economy or variances in the sample.



Satisfaction with Specific Council Facilities and Services

The respondents were asked 'I'm going to read out a list of facilities / amenities within the Whakatane area you have used as well as a range of others that Council provides. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

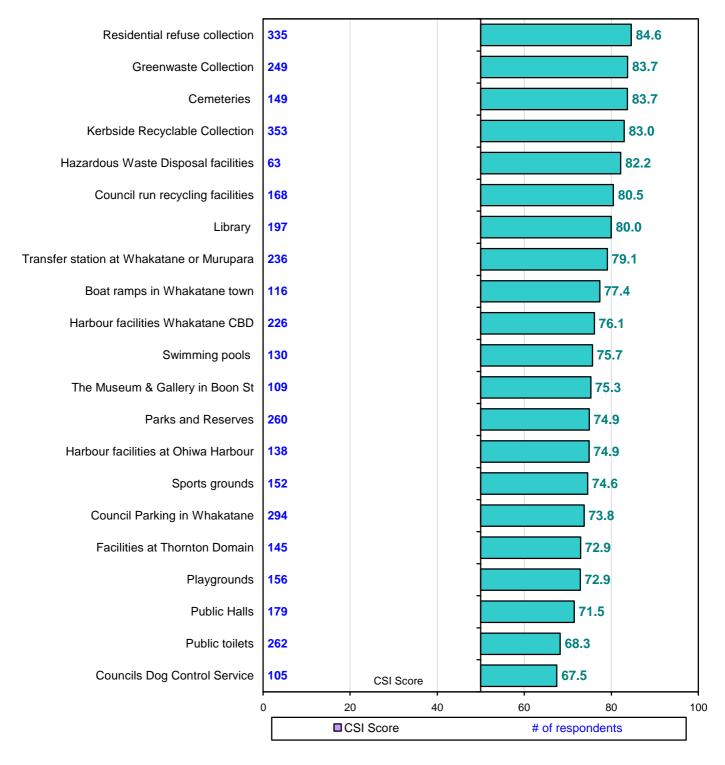
The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for the *'Cemeteries'* down to 59% for the *'Public Toilets'*. There are also a number of respondents who are less than satisfied with each factor (scores 0 - 6). This ranges from 9% for the *'Cemeteries'* up to 40% for the *'Public Toilets'*. The factor with the most respondents rating with a score of 10 was the *'Residential Refuse Collection'* while the factor with the most rating with a score of 0 to 3 is *'Councils Dog Control Service'* (15%).



CSI scores by Council Facilities and Services

Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 84.6 for the '*Residential refuse collection*' and 83.7 for both the '*Greenwaste Collection*' and the '*Cemeteries*' down to 67.5 for '*Councils Dog Control Service*'. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.



CSI scores Facilities & Amenities – Comparison with previous years

The following chart compares the CSI scores for 2011 versus 2008 and 2004 for the Facilities & Amenities. The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 8 increases and 12 decreases in CSI scores from 2008 but many changes were small. The largest increase was a rise of 4.3 points for '*The Museum & Gallery*' (CSI score 75.3) followed by a rise of 3.9 points for '*Council parking in Whakatane*' (CSI score 73.8). The largest decrease was of 3.3 points for the '*Transfer station / rubbish disposal at Whakatane or Murupara*' (CSI score 79.1).

	CSI Difference Decreases		
Residential refuse collection		.0	83.6 85.5
Greenwaste Collection			83.7 83.7
Cemeteries	2	.5	83.7 81.2
Kerbside Recyclable Collection	1	.8	83.0 81.2 76,3
Hazardous Waste Disposal facilities	-0.2		82.2 82.3
Council run recycling facilities	-1.9		80.5 82.4
Library	0	.6	80.0 79.4 80.8
Transfer station / rubbish disposal	-3.3		79.1 82.4
Boat ramps in Whakatane town	-1.7		77.4
Harbour facilities Whakatane CBD	-0.4		76.1 76.5 77.5
Swimming pools	-0.8		75.7 76.5 80.5
The Museum & Gallery	. 4	.3	75.3 71.0 80.4
Parks and Reserves	-1.0		75.9 80.1
Harbour facilities at Ohiwa Harbour	. 2	.3	74.9 72.6 77.5
Sports grounds	-2.5		74.6 77.0 76.6
Council Parking in Whakatane	3	.9	73.8 69.9
Facilities at Thornton Domain	-0.5		72.9 73.4
Playgrounds	-2.3		72.9 75.1 75.2
Public Halls	-1.7		71.5 73.2 74.9
Public toilets	-0.9		68.3 69.2 66.6
Councils Dog Control Service	0	.9	66.6 58.1
CSI Score	0 20	40	60 80 100
	□2004	□2008	■2011

Library Service

Respondents were asked how often they used the Library service in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using the Library

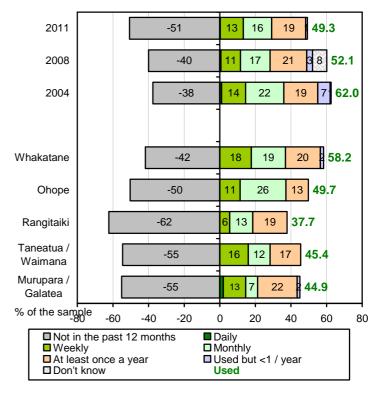
Half of respondents (49%) had used the Library in the past 12 months while half (51%), had not used the Library and 1% didn't know.

An eighth of the respondents (13%) used the Library on a weekly basis while only 0.3% used the Library on a daily basis.

A sixth of the respondents (16%) used the Library monthly while a fifth of the respondents (19%) used the Library at least once a year and 1% used the Library less often.

The results are similar to the previous years.

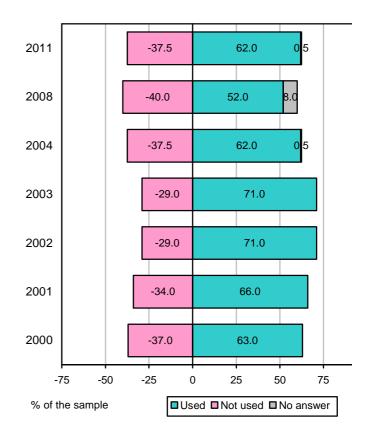
Usage of the Library was higher in the Whakatane Ward (58% versus 38% - 50% for the other Wards).



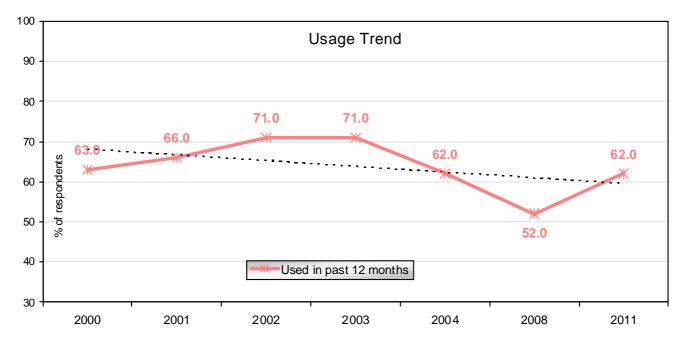
Comparing the history of Library usage shows that current usage is up again after the low reading in 2008. However, usage at 62% is in the middle of the range of results recorded by this monitor.

The variation in usage could reflect variances in the sample from one year to the next or it may reflect actual changes in usage.

However, regardless of the changes it appears that over half of the respondents used the Library in the past year.



The chart shows the usage trend for the Library based on the percentage who had personally used these facilities in the past 12 months. This shows that usage at 62.0% is up 10 points on 2008 but back to the level recorded in 2004. The current usage is close to the trend line which reflects a slight downward trend.



The chart over the page compares the usage of the Library among the various subgroups of interest. Respondents who were significantly **more likely** to use the Libraries include:

- Those who have lived in the Whakatane District less than 2 years (67%) or between 2 10 years (66%)
- Those working part time in paid employment (65%)
- Those from the Whakatane Ward (58%)
- Women (57%)
- Those who live in town (56%)
- Those who own or operate their own business (52%)

Usage of the Library by subgroup					
Total (n = 400)		-51	13 16 19 49.3		
		_			
Whakatane Ward (n = 171)		-42	18 19 20 2 58.2		
Ohope Ward (n = 37)		-50	11 26 13 49.7		
Rangitaiki (n = 108)			6 13 19 37.7		
Taneatua / Waimana (n = 28)		-55	<u>16 12 17 45.4</u>		
Murupara / Galatea (n = 56)		-55 2	2 13 7 22 2 44.9		
/		-			
Live in Town (n = 225)		-44	16 19 19 55.6		
Live in the Country $(n = 162)$		-62	9 10 19 38.5		
Men (n = 173)		-59	9 14 16 40.7		
Women (n = 227)		-43 1	18 22 57.2		
		-			
Under 35 years (n = 38)	,	65 2	<mark>9 12 13 35.4</mark>		
35 - 64 years (n = 253)		-47	13 16 23 52.8		
65+ years (n = 107)		-53	14 19 13 47.2		
		-			
Maori descent (n = 105)		-53	14 9 24 47.4		
European descent (n = 274)		-50	12 19 18 49.9		
New Zealander (n = 12)	-6	65	7 9 19 3 4.9		
Other (n = 9)	1	-28	39 9 12 12 72.3		
Work full time ($n = 204$)		-57	8 15 19 43.4		
Work part time (n = 51)		-35 2	2 <u>19 15 29</u> 65.2		
Not working $(n = 145)$		-47	<u>18 18 15 2</u> 52.7		
Less than \$30,000 (n = 71)		-45 -	21 16 18 55.2		
\$30,000 to \$70,000 (n = 123)		-51	12 13 22 48.8		
More than \$70,000 (n = 128)		-56	<u>8 17 19</u> 44.2		
In Whakatane < 2 years (n = 27)		-33	<u> </u>		
Lived 2 - 10 years (n = 65)		-34	15 21 28 1 65.7		
In Whakatane 10+ years (n = 308)		-56	10 16 17 43.8		
Own home (n = 332)		-50	12 17 20 50.2		
Renting $(n = 65)$		-55	18 15 12 1 44.8		
		-			
Own business (n = 88)		-60	8 18 14 39.8		
No business (n = 312)		-48	14 16 21 1 52.1		
]			
Pay rates (n = 357)		-50	12 16 20 49.9		
No rates (n = 43)		-56	<u>17 14 12 2 44.5</u>		
% of the sample	-80 -60 -40	-20 0	20 40 60 80 10		
 Not in the past 12 months At least once a year 	 Daily Used less often 	Ueekly	Monthly w Used in past 12 months		

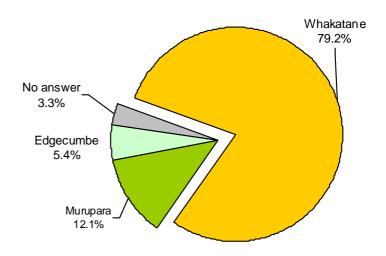
Usage of the Library by subgroup

Library used most

Respondents who had visited a Library (n = 197) were asked which Library they had used most often in the past 12 months

The largest group of respondents (79%) had used the Whakatane Library the most in the past 12 months. An eighth of the Library users (12%) had used the Murupara Library the most in the past 12 months.

A few of the respondents (5%) used the Edgecumbe Library, and seven respondents did not answer this question.

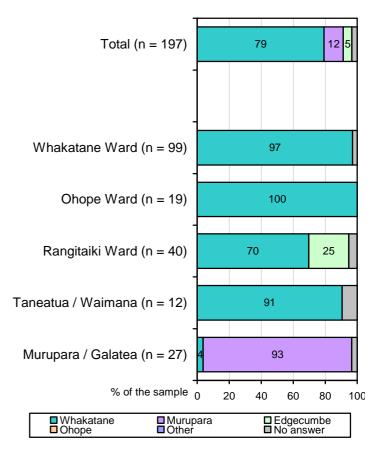


Library used most by Ward

The Whakatane Library was used the most by respondents from the Ohope Ward (100%), the Whakatane Ward (97%), Taneatua / Waimana Ward (91%) and the Rangitaiki Ward (70%).

The Murupara Library was mostly used by respondents from the Murupara / Galatea Ward (93%).

Most respondents from the Rangitaiki Ward used the Whakatane Library (70%) but a quarter of the subgroup (25%) used the Edgecumbe Library.

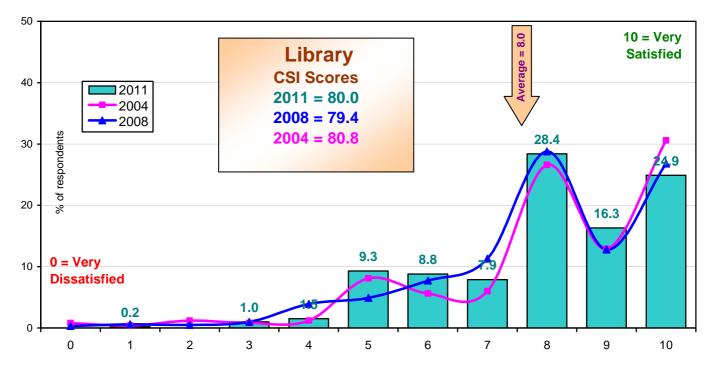


Satisfaction with Library

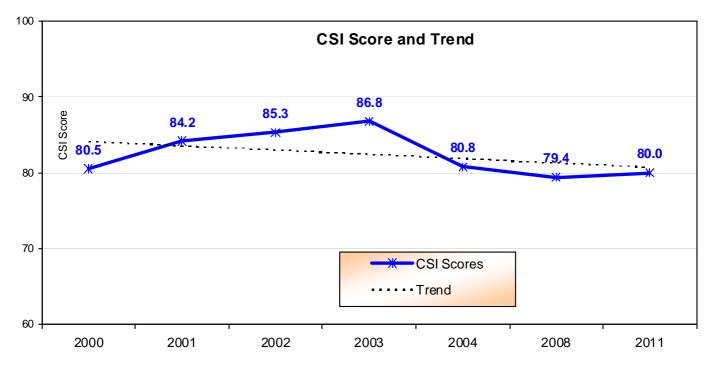
Respondents who had used the Library in Whakatane in the last 12 months (n=197) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (78%) were satisfied with the Library (Scores 7 – 10), including 41% who rated this with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (28%). A fifth of the subgroup (20%) rated the Library with a score that was neutral (Scores 4 – 6), while only two respondents (1.3%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI score for the Library was 80.0, up 0.6 points from 2008. This is a CSI score that again reflects that users feel the Library is providing a very good service.

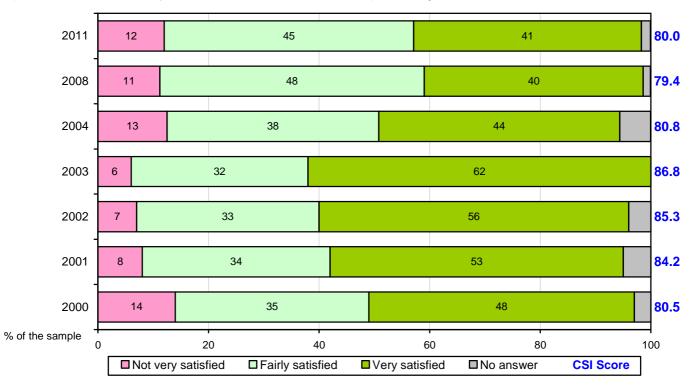


The CSI score of 80.0 is 0.6 points higher than the 2008 results. This is on par with the downward trend line in CSI scores.

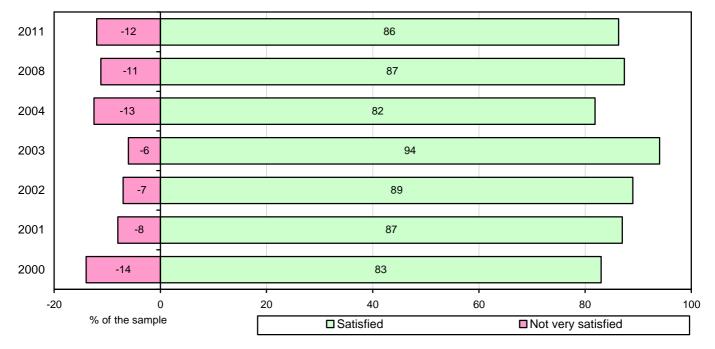


Library Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Library using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, 45% are fairly satisfied with the Library with a further 41% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is 0.6 points higher than 2008.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have changed little since 2008.



Satisfaction with the Library by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on satisfaction with the Library were:

- Those from the Murupara / Galatea Ward (CSI score 75.1) were less satisfied than those from the other Wards (CSI score 78.6 to 81.5).
- Those with a household income of less than \$30,000 (CSI score 83.0) were more satisfied than those from the lower income brackets (CSI score 76.7 to 79.3).
- Respondents who thought they received good value for their rates (CSI score 85.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 71.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 84.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 65.3)
- Those who were satisfied with the overall performance of Council (CSI score 83.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 63.7).
- Those who had visited the Library on a weekly basis (CSI score 85.2) appear more satisfied than those who visited the Library once per year (CSI score 75.1).

Total	197	80.0
Whakatane Ward	99	81.5
Ohope Ward	19 40	78.6
Rangitaiki Ward Taneatua / Waimana	12	80.1
Murupara / Galatea	27	75.1
Marapara / Calatea		
Live in Town	126	79.8
Live in the Country	63	81.4
Men	68	80.3
Women	129	79.8
Under 35 years	14	81.7
35 - 64 years	131	78.6
65+ years	51	83.2
•• • • •	4.0	
Maori descent	48	82.4
European descent	139	80.1
New Zealander	4	71.8
Other	6	64.2
In Whakatane < 2 years	18	76.9
Lived 2 - 10 years	44	78.5
In Whakatane 10+ years	135	80.9
Work full time	88	80.0
Work part time	32	76.8
Not working	77	81.5
Less than \$30,000	38	83.0
\$30,000 to \$70,000	61	76.7
More than \$70,000	54	79.3
Own home	165	79.8
Renting	30	81.2
5		
Own business	35	82.2
No business	162	79.5
Pay rates	176	80.3
No rates	21	76.7
Data a poor value	29	71.7
Rates poor value Rates neither	70	77.7
Rates good value	58	85.7
Place to live (score 0 - 6)	15	65.3
Place to live (score 7 - 8)	70	76.7
Place to live (score 9 - 10)	112	84.1
Dissatisfied Council Overall	10	63.7
Council Overall - Neutral	66	75.0
Satisfied with Council Overall	116	83.6
Weekly	53	85.2
Monthly	64	83.4
At least once a year	75	75.1
Used but <1 / year	4	51.9
CSI score	0 20	40 60 80 100
	SI Score #	# of respondents

The Museum & Gallery

Respondents were asked how often they had visited the Museum & Gallery in Boon Street in the past year. The wording for this question has changed from that used historically with the Museum and Gallery combined into one question where historically these were asked as two separate questions.

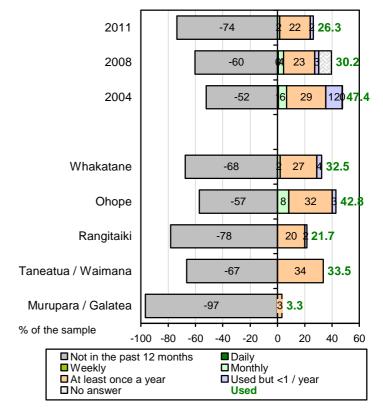
Frequency of using the Museum & Gallery

Three quarters of the respondents (74%) had not visited the Museum & Gallery in the past 12 months while only a quarter (26%) had visited the Museum & Gallery.

A fifth of the respondents (22%) visited the Museum & Gallery at least once a year, 2% had visited less often and seven respondents (2%) had visited monthly.

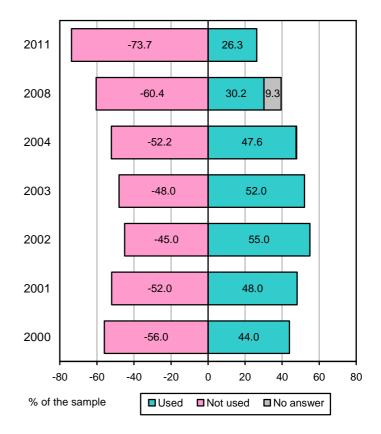
No respondent (0%) had visited on daily or weekly basis.

Only 3% from the Murupara / Galatea Ward visited the Museum & Gallery versus 43% for Ohope Ward. Between 22% and 34% of the other Wards visited the Museum & Gallery in the past 12 months.



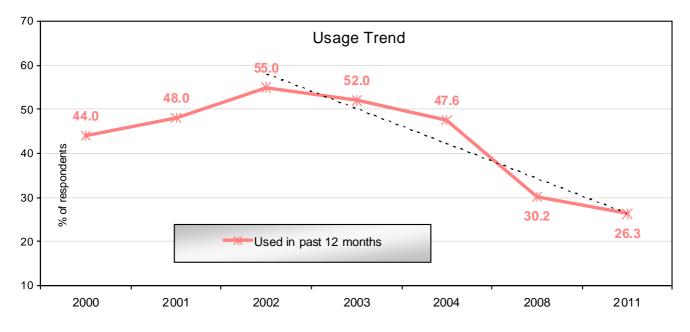
Comparing the history of Museum & Gallery usage shows that current usage is down 4% from the 2008 result.

Only a quarter of the respondents had visited the Museum & Gallery in the past 12 months.



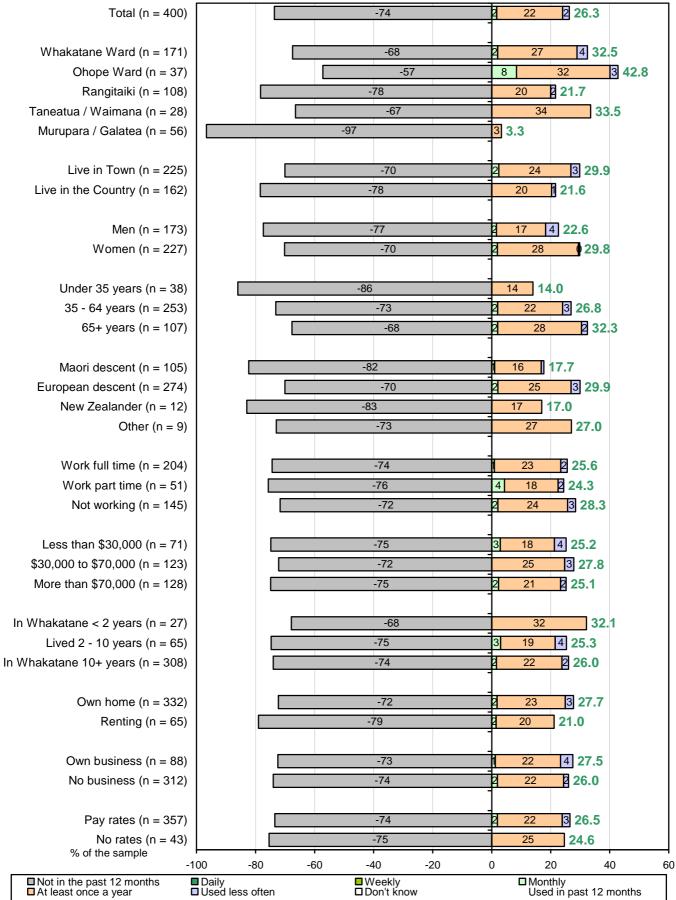
The chart shows the usage trend for the Museum & Gallery based on the percentage who had used these facilities in the past 12 months. The wording for this question has changed in 2008 from that used historically with the Museum and Gallery combined into one question where historically these were asked as two separate questions.

Usage at 26.3% is 3.9 points lower than the 2008 result and is the lowest result recorded to date. This may reflect the change in the question structure although combining the Museum and Gallery should have resulted in a higher usage result rather than lower usage.



The chart over the page compares the usage of the Museum & Gallery among the various subgroups of interest. Respondents who appear **more likely** to use the Museum & Gallery include:

- Those aged over 65 years old (32%)
- Those who live in town (30%)
- Those of European descent (30%)
- Those from the Ohope Ward (43%) or Whakatane Ward (33%)



Usage of the Museum & Gallery by subgroup

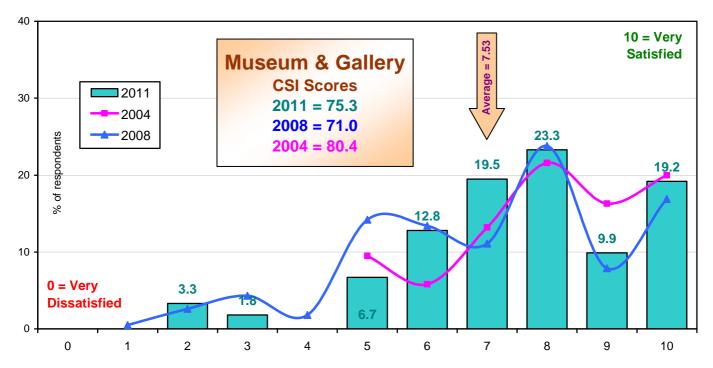
Satisfaction with the Museum & Gallery

Respondents who had used the Museum & Gallery in the last 12 months (n=109) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

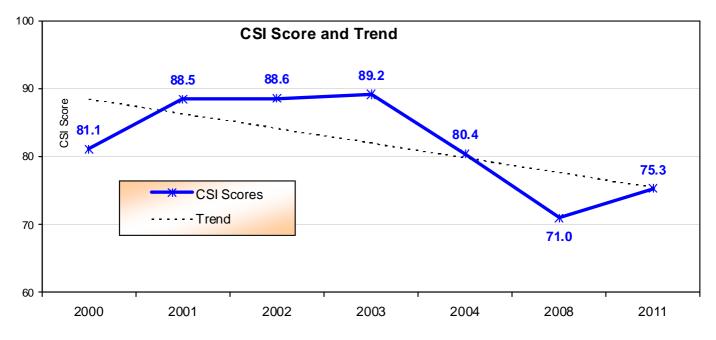
Three quarters of the users (72%) were satisfied with the Museum & Gallery (Scores 7 – 10), including 29% who rated with scores of 9 or 10 (exceeded expectations). The mode was a score of 8 (23%).

A fifth of the subgroup (20%) rated the Museum & Gallery with a score that was neutral (Scores 4 - 6), and 5 respondents (5%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the Museum & Gallery was 75.3. This is up 4.3 points from 2008 and is now a score, that indicates most users feel the Museum & Gallery is providing good service, but with potential for improvement.



The CSI score of 75.3 is 4.3 points higher than the 2008 results. The charts shows that there is considerable variation in the CSI scores since 2000 and the current result is in the lower end of the range.

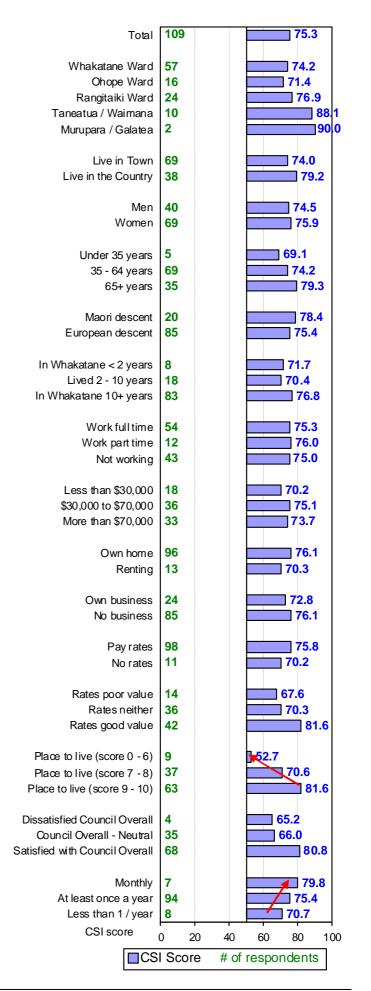


Museum & Gallery Satisfaction by Demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

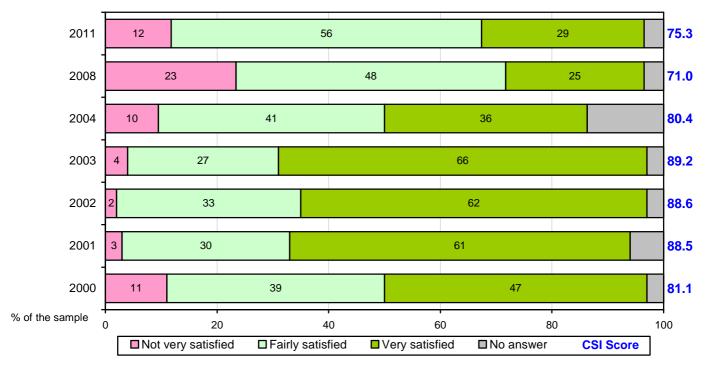
The variables that appear to have had the greatest impact on satisfaction with the Museum and Gallery were:

- Those from the Ohope Ward (CSI score 71.4) were less satisfied than those from the other Wards (CSI score 74.2 to 90.0).
- Those who lived in Town (CSI score 74.0) were less satisfied than those who lived in the Country (CSI score 79.2).
- Those aged over 65 (CSI score 79.3) were more satisfied than those aged 35 64 (CSI score 74.2) and those aged under 35 (CSI score 69.1).
- Respondents who thought they received good value for their rates (CSI score 81.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 67.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 81.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 52.7)
- Those who were satisfied with the overall performance of Council (CSI score 80.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 65.2).
- Those who had visited the Museum and Gallery on a monthly basis (CSI score 79.8) appear more satisfied than those who visited the Museum & Gallery less often (CSI score 70.7 to 75.4).

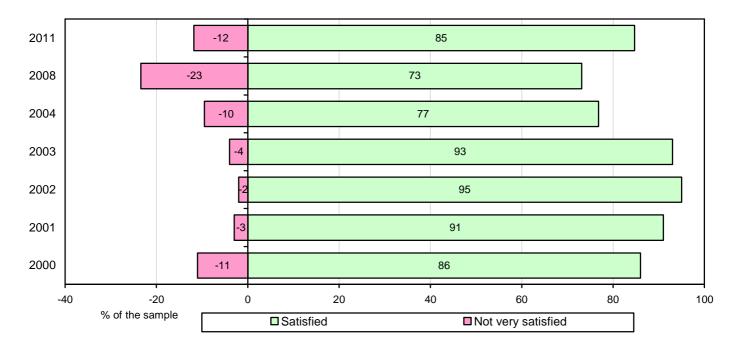


Museum Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Museum & Gallery using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of visitors, (56%) are fairly satisfied with the Museum & Gallery with a further 29% being very satisfied. An eighth of the respondents (12%) were not very satisfied. The CSI score is higher than 2008 but still well below previous results. This could be due to the changed scales used for measuring satisfaction or because the Museum and Gallery have been combined since 2008.



There are fewer respondents who are less than satisfied this year (12% versus 23% in 2008) and more who are satisfied (85% versus 73% in 2008).



Public halls

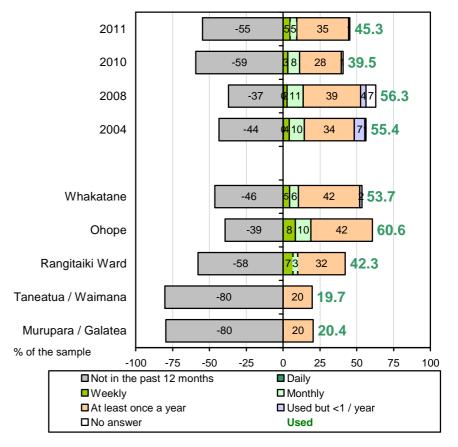
Respondents were asked how often they used the Public Halls in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using Halls

Over half of the respondents (55%) had not used the Halls in the past 12 months. Conversely, almost half (45%) had used these facilities.

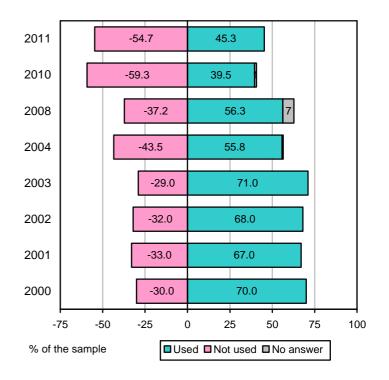
Of those who did use the Public Halls in the past year, a third (35%) had used them at least once per year. A few of the sample (5%) had used them on a monthly basis and 5% on a weekly basis. No respondents (0%) used the Halls daily, while 1% had used them but less than once per year.

Usage of the Public Halls was higher in the Ohope and Whakatane Ward 61% and 54% respectively versus 20% for those from the Murupara / Galatea and Taneatua / Waimana Wards.

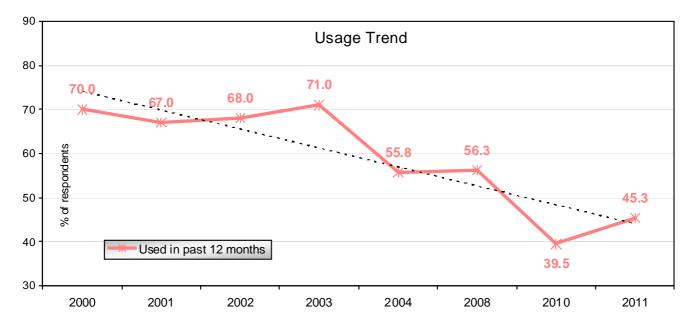


Comparing the history of Public Hall usage shows that current usage of 45% is well below historical levels.

The survey in 2010 was only a small scale survey and the sample size may have caused the variance in usage for that year. However, the 2011 result of 45% usage is 11% below the 56% recorded in 2006 and 2008.

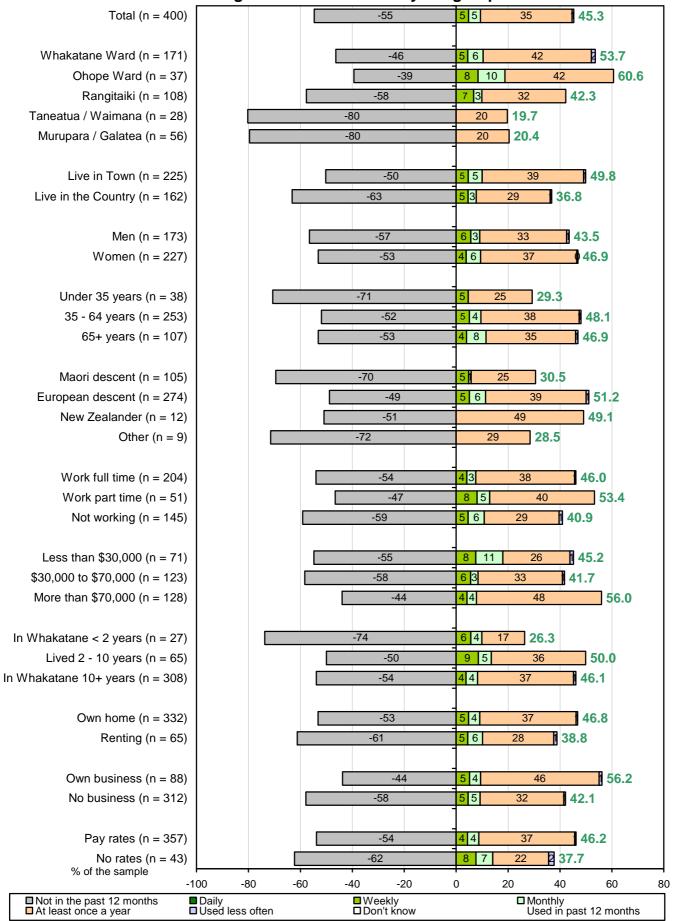


The chart shows the usage trend for Public Halls based on the percentage who had used these facilities in the past 12 months. Usage at 45% is 11.0 points lower than that recorded in 2008. However, this is on par with the declining trend line.



The chart over the page compares the usage of the Public Halls among the various subgroups of interest. Respondents who were significantly **more likely** to use the Public Halls include:

- Those from the Whakatane Ward (54%) or Ohope Ward (61%)
- Those with a household income over \$70,000 (56%)
- Those who own or operate their own business (56%)
- Those of European descent (51%)
- Those who live in town (50%)
- Those who own their own home (47%)
- Those who pay rates (46%)



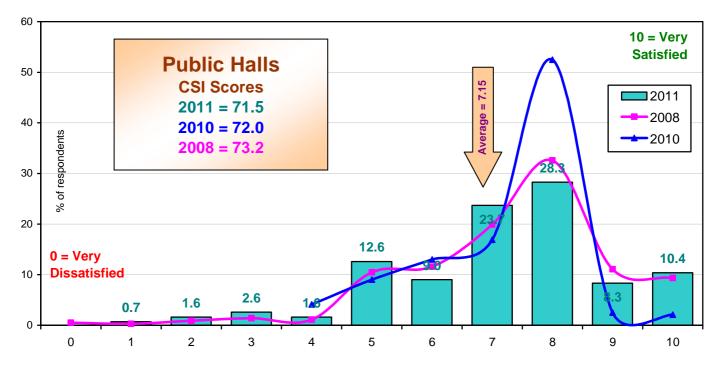
Usage of the Public Halls by subgroup

Satisfaction with Public Halls

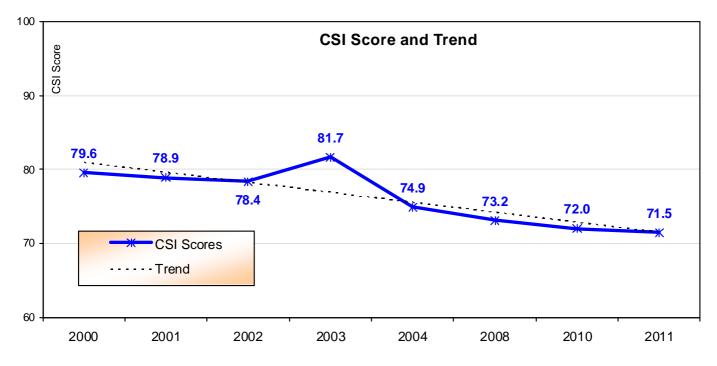
Respondents who had used Public Halls in the last 12 months (n=179) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost three quarters of the respondents in the subgroup (71%) were satisfied with Public Halls (Scores 7 – 10). A fifth (19%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (28%). A quarter of the subgroup (23%) rated Public Halls with a score that was neutral (Scores 4 - 6), and 5% (9 respondents) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for Public Halls was 71.5, down 0.5 points from 2010. The current CSI score indicates a good level of satisfaction but with the potential for improvement.



The CSI score of 71.5 is 0.5 points lower than the 2010 result. This is the lowest CSI score recorded to date but this is on par with the current downward trend line.



Satisfaction with Public Halls by		Total	179	71.5
demographics Whaka			93	74.0
Th	ere are a number of variables which	Ohope Ward	22	66.5
	bear to have a significant impact on	Rangitaiki Ward	46	73.0
	isfaction with Council services and	Taneatua / Waimana	6	69.9
		Murupara / Galatea	12	56.2
facilities. The chart opposite compares these variables.				
		Live in Town	113 58	71.2
	e analysis shows that there are	Live in the Country	30	72.4
	sonable levels of satisfaction with	Men	74	71.7
	blic Halls across most of the subgroups	Women	105	71.4
of I	nterest			
The	e variables that appear to have had the	Under 35 years	11	69.6
gre	atest impact on satisfaction with Public	35 - 64 years	118	71.0
Ha	lls were:	65+ years	50	73.5
•	Those from the Murupara / Galatea Ward	Maori descent	32	73.4
•	(CSI score 56.2) appear less satisfied than	European descent	139	71.3
	those from other Wards (CSI score 66.5 –	New Zealander	5	74.5
	74.0).			
•	Those who live in their own home (CSI	In Whakatane < 2 years	7	79.4
•	score 72.4) appear more satisfied than	Lived 2 - 10 years	31	66.0
	those who rent (CSI score 66.8).	In Whakatane 10+ years	141	72.4
•	Those who pay rates (CSI score 72.2)	Work full time	92	71.8
	appear more satisfied than those who	Work part time	28	71.1
	don't pay rates (CSI score 64.1).	Not working	59	71.2
•	Respondents who thought they received	Less than \$30,000	33	70.9
	good value for their rates (CSI score 74.6)	\$30,000 to \$70,000	53	72.6
	were significantly more satisfied than	More than \$70,000	69	69.4
	those who thought they got poor value for their rates (CSI score 64.0).			
		Own home	153	72.4
•	Those who rated Whakatane as a place to	Renting	25	66.8
	live with scores of 9 or 10 (CSI score 74.2) were significantly more satisfied than	Own business	48	74.5
	those who rated Whakatane as a place to	No business	131	70.3
	live with scores of 0 to 6 (CSI score 61.8)			
•	Those who were satisfied with the overall	Pay rates	164	72.2
•	performance of Council (CSI score 74.2)	No rates	15	64.1
	are significantly more satisfied than those	Rates poor value	26	64.0
	who were dissatisfied with the overall	Rates neither	64	70.8
	performance of Council (CSI score 45.7).	Rates good value	63	74.6
•	The few respondents who used Public			
	Halls weekly or monthly (CSI score 76.3 -	Place to live (score 0 - 6)	12	61.8
	75.3) appear more satisfied than those	Place to live (score 7 - 8)	70 07	69.4
	who use these less frequently	Place to live (score 9 - 10)	97	14.2
		Dissatisfied Council Overall	6	45.7
		Council Overall - Neutral	63	68.9
		Satisfied with Council Overall	107	74.2
		Weekly	16	76.3
		Monthly	19	75.3
		At least once a year	141	70.7
		Used but <1 / year	3] 51.4
		CSI Score	D	20 40 60 80
				SI Sooro # of respondents

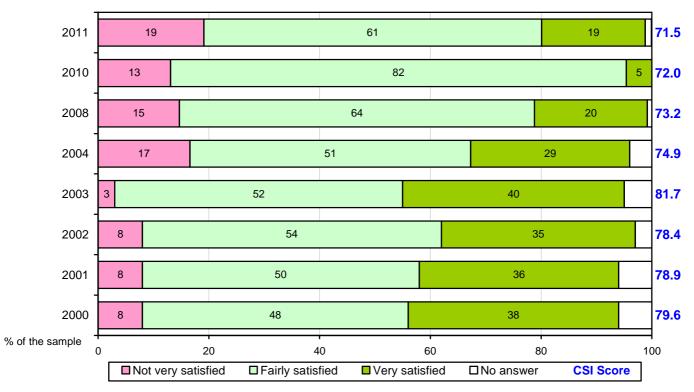
of respondents

CSI Score

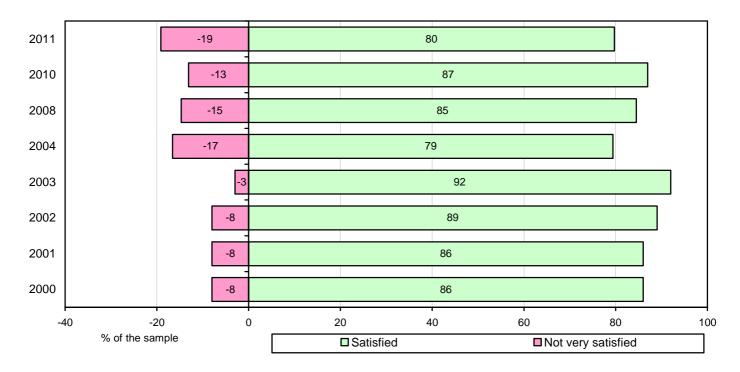
100

Public Halls Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Public Halls using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, 61% are fairly satisfied with the Public Halls with a further 19% being very satisfied. Only a fifth of the respondents were not very satisfied. The CSI score is 0.5 points lower than 2010.



There are more respondents who are less than satisfied this year (19% versus 13% in 2010) and fewer who are satisfied (80% versus 87% in 2010).



Playgrounds

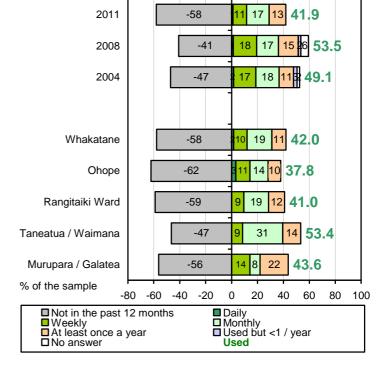
Respondents were asked how often they used the Playgrounds in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

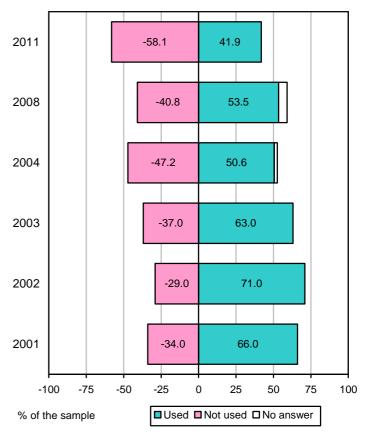
Frequency of using the Playgrounds

Less than half of the respondents (42%) had used the playgrounds in the past 12 months. Conversely, over half of the sample, 58% said they had not used the Playgrounds in the past year.

A tenth of the sample, (11%) said they used the Playgrounds on at least a weekly basis with a further 17% stating they used these at least monthly and 13% at least once a year.

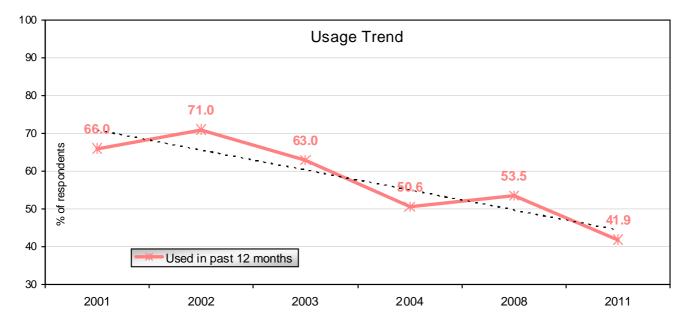
There is very little difference with usage of the Playgrounds by Wards.





Comparing the history of Playground usage shows that current usage is 11.6 points lower than the 54% recorded in 2008.

The chart shows the usage trend for the Playgrounds based on the percentage who had used these facilities in the past 12 months. Usage at 41.9% is 11.6 points down from 2008. This is the lowest level of usage recorded by this monitor but the current result is close to the downward trend line.



The chart over the page compares the usage of the Playgrounds among the various subgroups of interest. Respondents who were significantly **more likely** to use the Playgrounds include:

- Those who work part time (56%)
- Those of Maori descent (51%)
- Those aged under 35 years of age (54%)
- Those with a household income between \$30,000 \$70,000 (48%)
- Those who have lived in the Whakatane District less than 10 years (56% 57%)



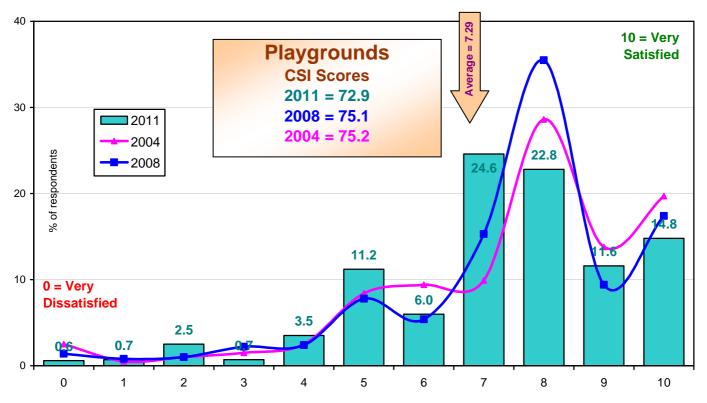
Usage of the Playgrounds by subgroup

Satisfaction with Playgrounds

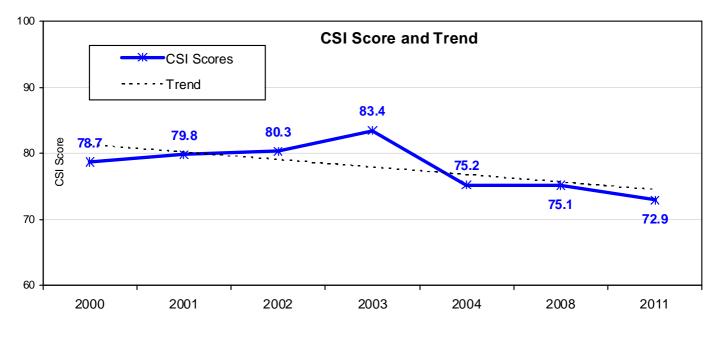
Respondents who had used the Playgrounds in the last 12 months (n=156) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over three quarters of the respondents in the subgroup (74%) were satisfied with Playgrounds (Scores 7 – 10). This includes 26% who rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (25%). A fifth of the subgroup (21%) rated the Playgrounds with a score that was neutral (Scores 4 – 6), while 4% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Playgrounds was 72.9, down 2.2 points from 2008 but still indicating a good level of satisfaction with the Playgrounds.



The CSI score for Playgrounds at 72.9 is down 2.2 points from 2008. This is the lowest CSI score recorded by this monitor.



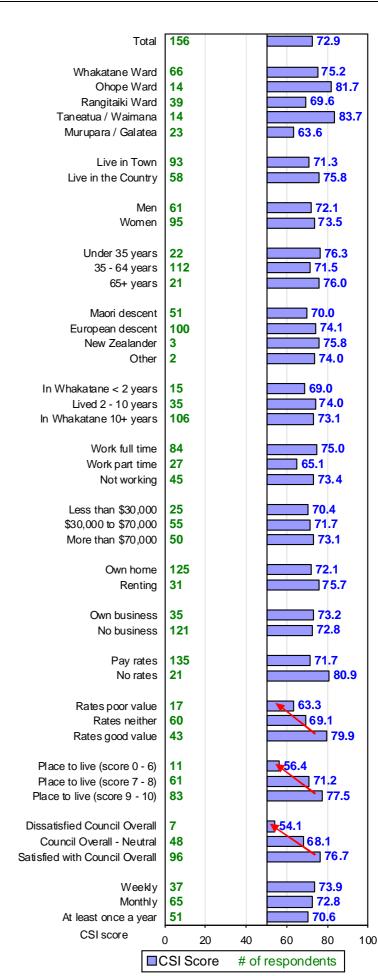
Satisfaction with the Playgrounds by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the Playgrounds, across most of the subgroups of interest.

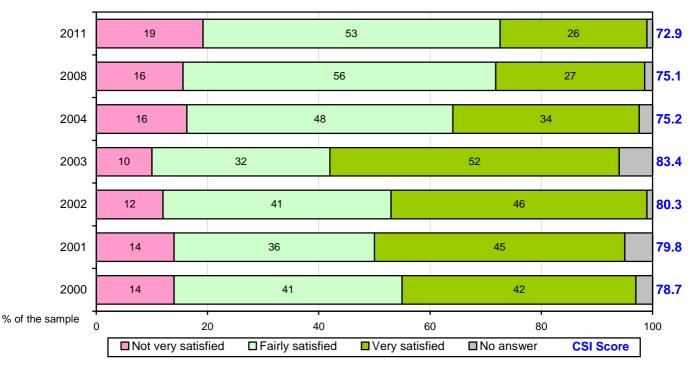
The variables that appear to have had the greatest impact on satisfaction with the Playgrounds were:

- Those from the Taneatua / Waimana and Ohope Wards (CSI score 83.7 and 81.7) were more satisfied than those from the other Wards (CSI score 63.6 – 75.2).
- Those who pay rates (CSI score 71.7) appear less satisfied than those who don't pay rates (CSI score 80.9).
- Respondents who thought they received good value for their rates (CSI score 79.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 63.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 77.5) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 56.4)
- Those who were satisfied with the overall performance of Council (CSI score 76.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 54.1).
- Those who use the Playgrounds weekly (CSI score 73.9) appear slightly more satisfied than those who use these less frequently



Playgrounds Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Playgrounds using the previous 3 point scale and an estimated CSI score for each year. This shows that over half of the users, (53%) are fairly satisfied with the Playgrounds with a further 26% being very satisfied. Once again only a small proportion of respondents were not very satisfied.



There are more respondents who are less than satisfied this year (19% versus 16% in 2008) and fewer who are satisfied (80% versus 83% in 2008).



Sports grounds

Respondents were asked how often they had used the Sports grounds in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using the Library

Under half (42%) of respondents had used the Sports grounds in the past 12 months while half (58%), had not used the Sports grounds and 0.4% did not answer.

A sixth of the respondents (17%) used the Sports grounds on a weekly basis while 0.3% used the Sports grounds on a daily basis.

A tenth of the respondents (9%) used them monthly while a sixth of the respondents (16%) used the Sports grounds at least once a year and 0.1% used the Sports grounds less often.

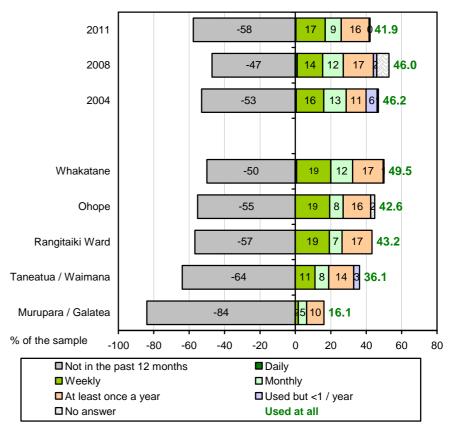
The proportion that use Sports grounds at least once per year is similar to the previous results.

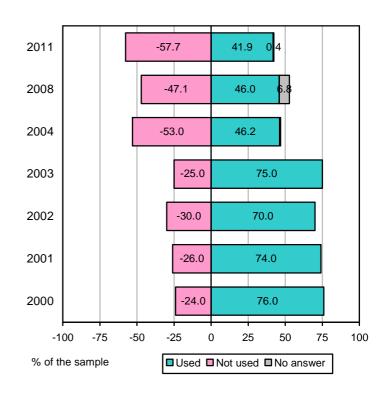
Usage of Sports grounds seem to be lower in the Murupara / Galatea Ward (17% versus 36% - 50% for the other Wards).

The question was changed in 2004 from used or visited to be based on usage only.

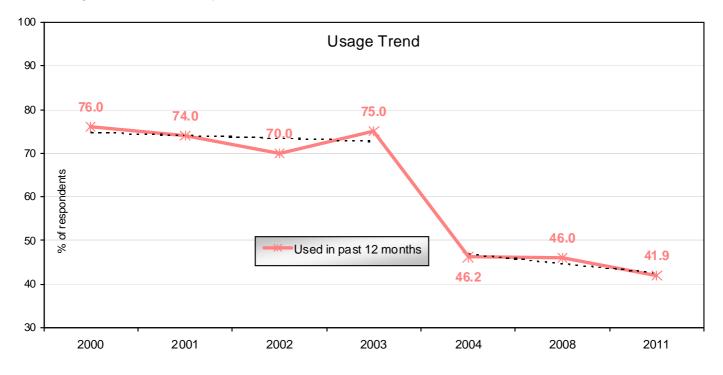
Comparing the history of Sports ground usage shows that current usage is at the lower end of the range with 42% of respondents saying they had used a Sports ground in the past 12 months.

The variation to pre 2004 probably reflects a change in the question.



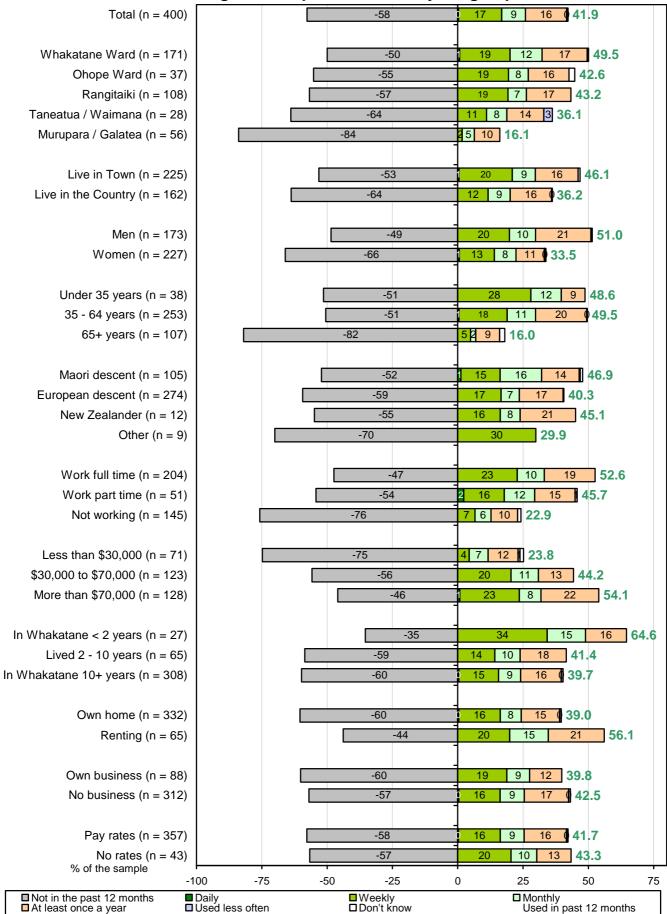


The chart shows the usage trend for the Sports grounds based on the percentage who had used these facilities in the past 12 months. This shows that usage at 42% is down 4.1 points on 2008. This is the lowest usage result recorded by this monitor.



The chart over the page compares the usage of the Sports grounds among the various subgroups of interest. Respondents who were significantly **more likely** to use the Sports grounds include:

- Men (51%)
- Those aged 35 64 years old (50%)
- Those working fulltime (53%)
- Those who are renting (56%)
- Those with a household income over \$70,000 p.a. (54%)
- Those who live in town (46%)
- Those from the Whakatane Ward (50%)
- Those who have lived in the Whakatane District less than 2 years (65%)



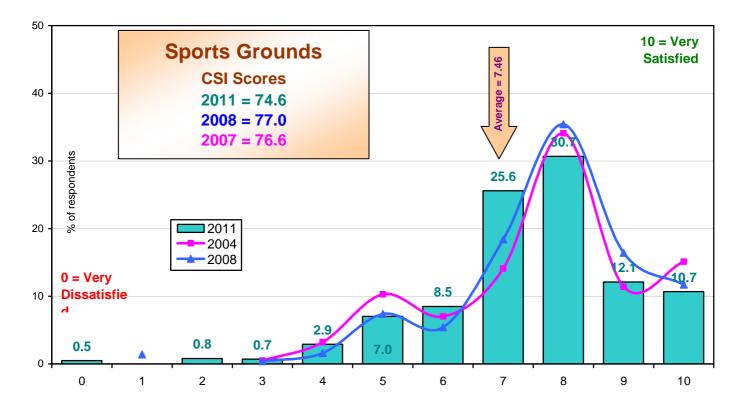


Satisfaction with Sports Grounds

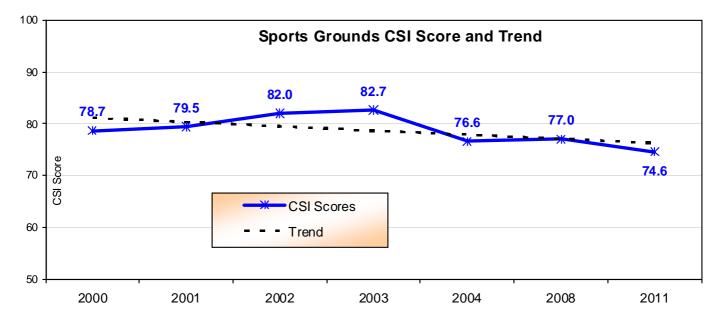
Respondents who had used the Sports grounds in the last 12 months (n=152) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the users (79%) were satisfied with the Sports grounds (Scores 7 – 10). A quarter of the subgroup (23%) rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%).

A fifth of the subgroup (18%) rated the Sports grounds with a score that was neutral (Scores 4 - 6), while 2% (3 respondents) rated with scores that reflect dissatisfaction (Scores 0 - 3). The CSI score for the Sports grounds was 74.6, down 2.4 points from 2008.



The CSI score of 74.6 is down 2.4 points from 2008. This is the lowest CSI score recorded by this monitor.



152 Total 74.6 Satisfaction with Sports Grounds by demographics Whakatane Ward 76 75.5 15 Ohope Ward 69.1 There are a number of variables which Rangitaiki Ward 42 76.0 appear to have a significant impact on 10 Taneatua / Waimana 77.4 satisfaction with Council services and 9 66.2 Murupara / Galatea facilities. The chart opposite compares these variables. Live in Town 93 74.2 55 Live in the Country 75.4 The analysis shows that there are reasonably high levels of satisfaction with 81 74.0 Men the Sports grounds across most of the 71 75.3 Women subgroups of interest. The variables that appear to have had the Under 35 years 18 72.3 greatest impact on satisfaction with the 35 - 64 years 116 75.3 65+ years 17 71.3 Sports grounds were: The few from the Murupara / Galatea Maori descent 47 76.2 Ward (CSI score 66.2) were less satisfied 74.3 European descent 98 than those from other Wards (CSI score 69.1 - 77.4). In Whakatane < 2 years 17 75.3 Lived 2 - 10 years 23 76.1 Respondents who thought they received In Whakatane 10+ years 112 174.1 good value for their rates (CSI score 77.1) were significantly more satisfied than Work full time 97 74.9 those who thought they got poor value for Work part time 22 69.5 their rates (CSI score 72.1). Not working 33 77.1 Those who were satisfied with the overall performance of Council (CSI score 77.4) Less than \$30,000 15 76.5 are significantly more satisfied than those \$30,000 to \$70,000 51 73.9 who were dissatisfied with the overall More than \$70,000 63 73.9 performance of Council (CSI score 65.6). Own home 116 74.4 36 75.1 Rentina Own business 32 76.1 No business 120 74.1 134 75.0 Pay rates 18 No rates 70.9 20 Rates poor value 72.1 57 Rates neither 73.8 Rates good value 47 77.1 Place to live (score 0 - 6) 9 74.6 Place to live (score 7 - 8) 51 71.5 Place to live (score 9 - 10) 92 76.4 Dissatisfied Council Overall 7 65.6 Council Overall - Neutral 52 70.9 577.4 Satisfied with Council Overall 92 54 Weekly 76.1 72.8 Monthly 36 60 At least once a year 74.4 **CSI Score** 0 20 40 60 80

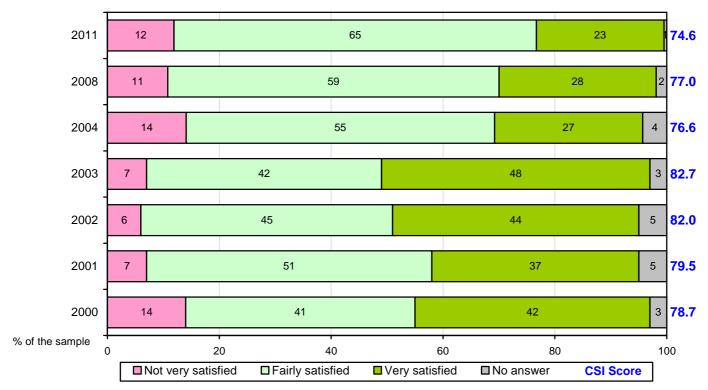
of respondents

CSI Score

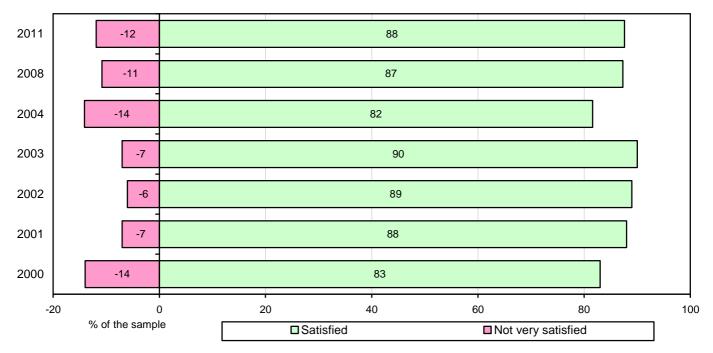
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Sports grounds Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Sports grounds using the previous 3 point scale and an estimated CSI score for each year. This shows that two thirds of the users, (65%) are fairly satisfied with the Sports grounds with a further 23% being very satisfied. Once again only a small proportion of respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have remained at similar levels to 2008.



Cemeteries

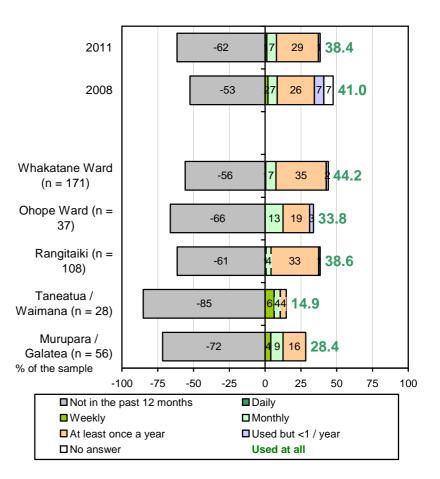
Respondents were asked how often they used the Cemeteries in the past year.

Frequency of using Cemeteries

Two thirds of the respondents (62%) had not used the Cemeteries in the past 12 months, while just over a third (38%) had used the Cemeteries.

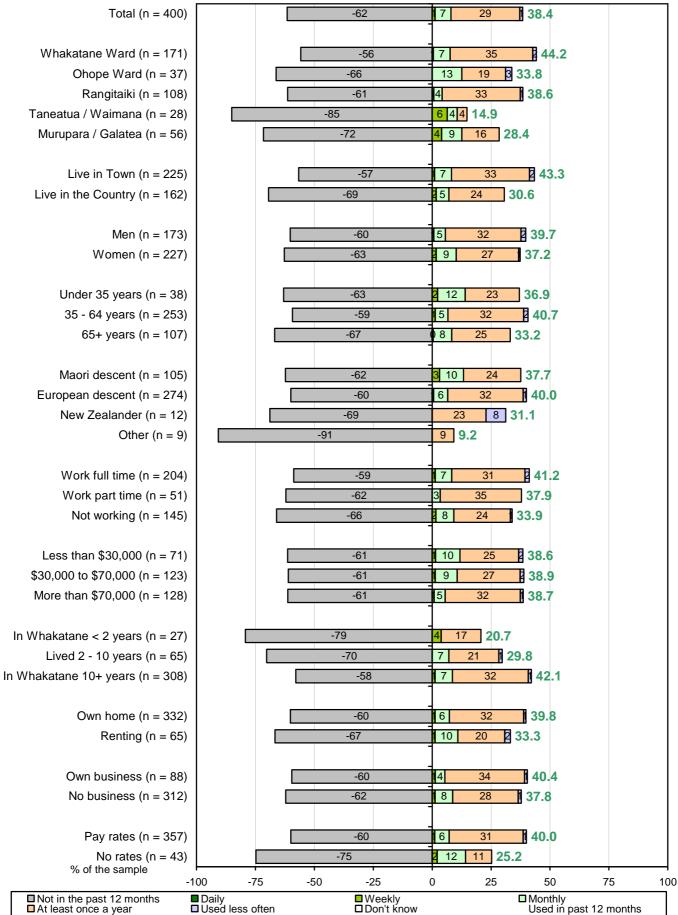
Over a quarter of the respondents (29%) had used them at least once per year. A few respondents (7%) had used them on a monthly basis and 1% on a weekly basis. A few respondents (1%) used the Cemeteries less than once per year.

Usage of the Cemeteries was higher in the Whakatane and Rangitaiki Wards (44% and 39% respectively) versus 15% - 34% for those from the other Wards.



The chart over the page compares the usage of the Cemeteries among the various subgroups of interest. Respondents who were significantly **more likely** to use the Cemeteries include:

- Those who live in town (43%)
- Those from the Whakatane Ward (44%)
- Those who have been in the Whakatane District for over 10 years (42%)



Usage of the Cemeteries by subgroup

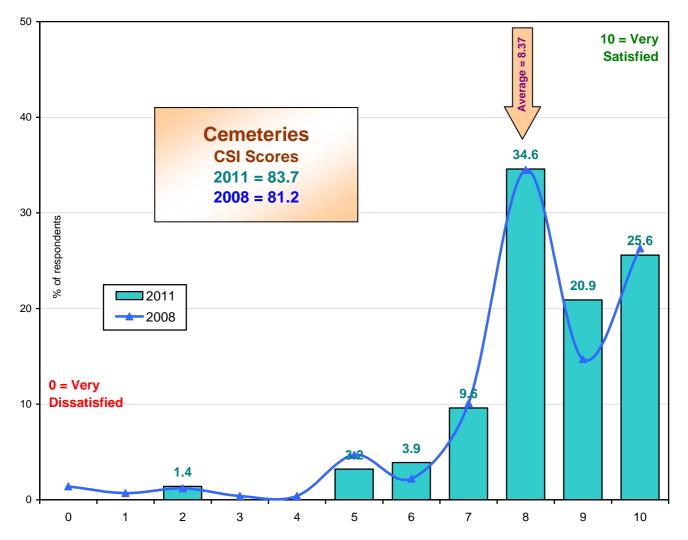
Satisfaction with the Cemeteries

Respondents who had used the Cemeteries in the last 12 months (n=149) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (91%) were satisfied with the Cemeteries (Scores 7 – 10). Almost half of the users (47%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (35%).

Less than a tenth of the subgroup (7%) rated the Cemeteries with a score that was neutral (Scores 4 - 6), and only two respondents (1.4%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the Cemeteries was 83.7. This is an increase of 2.5 points from 2008 and once again this rates as an excellent performance.



94.3

		Total	149					27
Satis	Total	149				8	3.7	
	graphics							
	0	Whakatane Ward	75					35.0
There are a number of variables which		Ohope Ward	13					88.3
appea	ar to have a significant impact on	Rangitaiki Ward	40				82	2.8
	action with Council services and	Taneatua / Waimana	4					9
		Murupara / Galatea	17				74.6	
	es. The chart opposite compares	·					_	
these	variables.	Live in Town	96				8	3.4
The a	nalysis shows that there are high	Live in the Country	48			1		3.5
	of satisfaction with the Cemeteries	Live in the Country	-0					5.0
acros	s most of the subgroups of interest	Men	68					34.9
Thov	ariables that appear to have had the	Women	81				82	2.5
•	est impact on satisfaction with the	Under 35 years	15					86.0
Ceme	eteries were:	35 - 64 years	99				8	3.2
R	espondents who thought they received	65+ years	35				8	3.9
	od value for their rates (CSI score 84.9)	Maori descent	38				82	2.4
	ere significantly more satisfied than	European descent	107					4.0
	ose who thought they got poor value for							
th	eir rates (CSI score 75.6).	Lived 2 10 vers	17					86.1
• Tł	hose who rated Whakatane as a place to	Lived 2 - 10 years						
	e with scores of 9 or 10 (CSI score 87.3)	In Whakatane 10+ years	127				8	3.9
	ere significantly more satisfied than							
	ose who rated Whakatane as a place to	Work full time	81					3.5
		Work part time	18					87.2
IIV	e with scores of 0 to 6 (CSI score 73.6)	Not working	50				82	2.8
• Th	nose who were satisfied with the overall							
	erformance of Council (CSI score 85.3)	Less than \$30,000	27				8	35.7
	e significantly more satisfied than those	\$30,000 to \$70,000	48			1	81	
	no were dissatisfied with the overall	More than \$70,000	47			I		34.9
	erformance of Council (CSI score 68.4).		-"					
pe		Our hama	127				oʻ	20
• Th	ne few respondents who used the	Own home				1		2.9
Ce	emeteries weekly (CSI score 76.0)	Renting	22					88.1
ap	pear less satisfied than those who use							
	ese less frequently	Own business	35					86.0
		No business	114				83	3.0
		Pay rates	139				8	3.6
		No rates	10				8	35.2
		Rates poor value	22				75.6	
		Rates neither	52					4.0
		Rates good value	48			1		34.9
		raies your value	-0					3
			40					
		Place to live (score 0 - 6)	12				73.6	
		Place to live (score 7 - 8)	52				80.	
		Place to live (score 9 - 10)	85					87.3
		Dissatisfied Council Overall	8				68.4	
		Council Overall - Neutral	47				8	3.2
		Satisfied with Council Overall	90					35.3
								-
		Weekly	6				76.0	
		Monthly	28				_	4.1
		-				-		3.9
		Once per year	111					
		Less often	4		_		8	4.3
		CSI Score	0 2	20	40	60	80	10
		Г						
			CSI S	Score		# of resp	undents	•

100

Swimming Pools

Respondents were asked how often they used the Swimming Pools in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

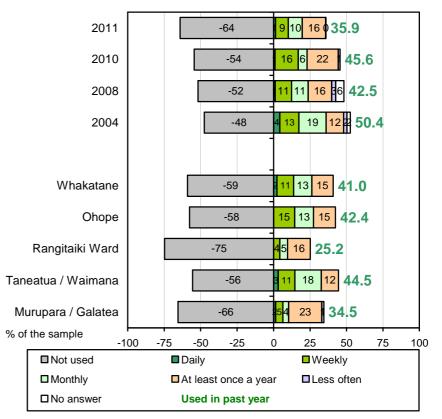
Frequency of using Swimming Pools

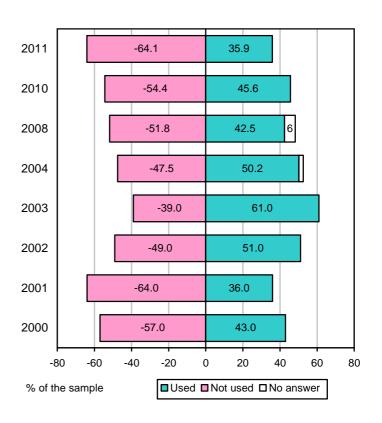
Two thirds of the respondents (64%) had not used the Swimming Pools in the past 12 months, while 36% had used the Swimming Pools.

The largest group of users (16%) used them at least once per year. A tenth of the sample (10%) had used them on a monthly basis and 9% on a weekly basis. Six respondents (1%) used the Swimming Pools daily, while 0.2% had used them but less than once per year.

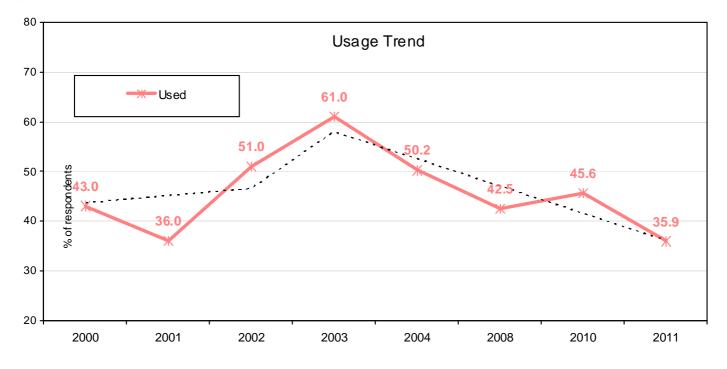
Usage of the Swimming Pools was lower in the Rangitaiki Ward (25%) versus 35% - 45% for the other Wards.

Comparing the history of Swimming Pools usage shows that current usage at 36% is down 10% from the 2008 result.



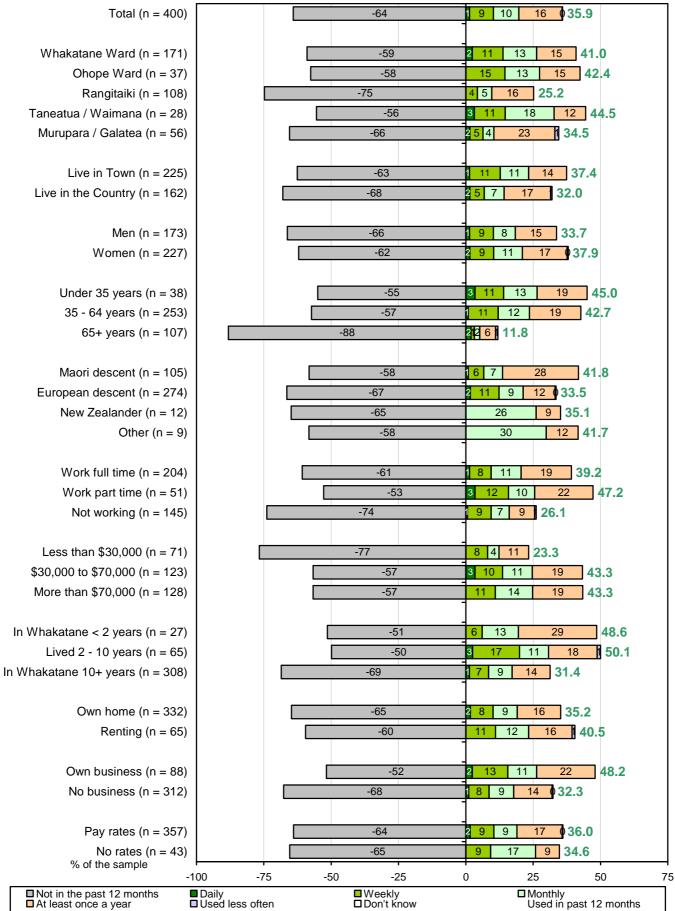


The chart shows the usage trend for the Swimming Pools based on the percentage who had used these facilities in the past 12 months. Usage at 35.9% is 9.7 points lower than that recorded in 2008. This is on par with the lowest result recorded in 2001.



The chart over the page compares the usage of the Swimming Pools among the various subgroups of interest. Respondents who were significantly **more likely** to use the Swimming Pools include:

- Those aged 35 64 years old (43%) and those aged under 35 (45%)
- Those in part time paid employment (47%)
- Those with a household income over \$30,000 p.a. (43%)
- Those who own or operate their own business (48%)
- Those from the Whakatane Ward (41%) or Ohope Ward (42%) or Taneatua / Waimana (45%)
- Those who have lived in the Whakatane District for 2 10 years (50%)



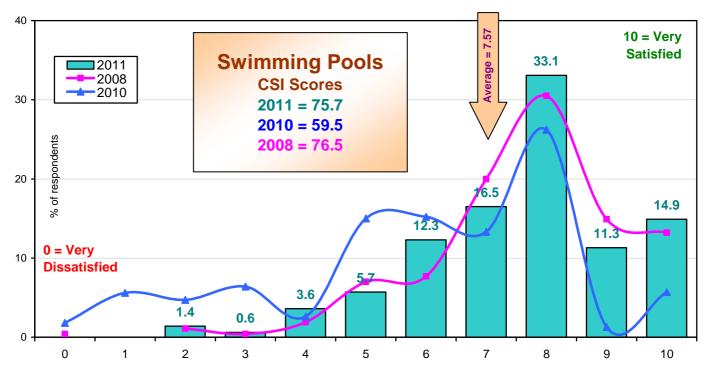
Usage of the Swimming Pools by subgroup

Satisfaction with the Swimming Pools

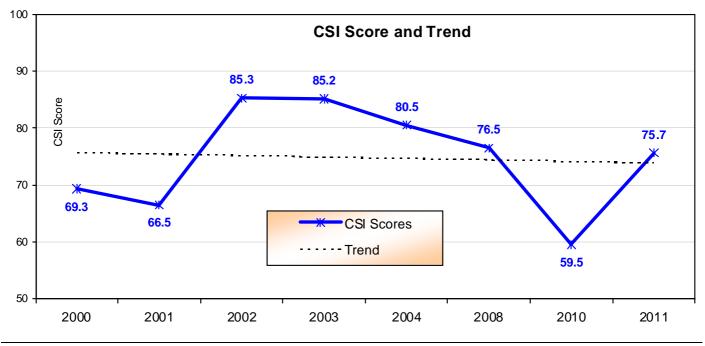
Respondents who had used the Swimming Pools in the last 12 months (n=130) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (76%) were satisfied with the Swimming Pools (Scores 7 – 10). A quarter (26%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (33%). A fifth of the subgroup (22%) rated the pools with a score that was neutral (Scores 4 – 6), and 2% (3 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Swimming Pools was 75.7, up strongly from the partial survey in 2010 but 0.9 points below the 2008 result. The current CSI score again indicates a good level of satisfaction but with the potential for improvement.



The CSI score of 75.7 is 6.2 points higher than that recorded in 2010 but 0.8 points lower than that recorded in 2008. The CSI scores have varied greatly from reading to reading.

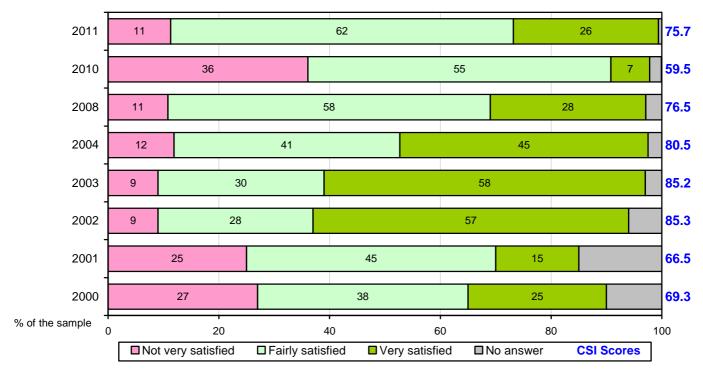


	Total	130	75.7
Satisfaction with Swimming Pools by			
demographics	Whakatane Ward	63	76.1
There are a number of variables which	Ohope Ward Rangitaiki Ward	15 22	78.9
appear to have a significant impact on	Taneatua / Waimana	11	86.4
satisfaction with Council services and	Murupara / Galatea	19	69.4
facilities. The chart opposite compares	Live in Town	77	75.3
these variables.	Live in the Country	47	78.6
The analysis shows that there are			
reasonable levels of satisfaction with the	Men	49	74.2
Swimming Pools across most of the	Women	81	76.9
subgroups of interest	Under 35 years	18	71.6
The variables that appear to have had the	35 - 64 years	99	75.6
greatest impact on satisfaction with the	65+ years	13	85.4
Swimming Pools were:	Maori descent	41	72.3
Respondents aged over 65 (CSI score	European descent	82	77.0
85.4) appear more satisfied than those	New Zealander	4	77.4
from other age groups.	Other	3	77.3
Respondents who thought they received	In Whakatane < 2 years	13	71.2
good value for their rates (CSI score 77.8)	Lived 2 - 10 years	29	73.7
were significantly more satisfied than	In Whakatane 10+ years	88	77.1
those who thought they got poor value for	Work full time	73	74.1
their rates (CSI score 63.9).	Work part time	22	76.6
• Those who rated Whakatane as a place to	Not working	35	78.8
live with scores of 9 or 10 (CSI score 80.2)			
were significantly more satisfied than those who rated Whakatane as a place to	Less than \$30,000 \$30,000 to \$70,000	15 51	75.5
live with scores of 0 to 6 (CSI score 57.5)	More than \$70,000	50	76.7
 Those who were satisfied with the overall 			
 Prove who were satisfied with the overall performance of Council (CSI score 79.0) 	Own home	104 26	74.5
are significantly more satisfied than those	Renting	20	00.1
who were dissatisfied with the overall	Own business	38	75.5
performance of Council (CSI score 57.9).	No business	92	75.8
The few respondents who used the	Pay rates	116	75.0
Swimming Pools daily (CSI score 81.6) or	No rates	14	81.6
weekly (CSI score 81.0) appear more			
satisfied than those who use these monthly or once per year.	Rates poor value Rates neither	16 46	63.9 73.2
montally of once per year.	Rates good value	41	77.8
	-		
	Place to live (score 0 - 6)	14	57.5
	Place to live (score 7 - 8) Place to live (score 9 - 10)	43 73	75.0
	Dissatisfied Council Overall	9	57.9
	Council Overall - Neutral	38	72.7
	Satisfied with Council Overall	81	13.0
	Daily	6	81.6
	Weekly	30	81.0
	Monthly Once per year	34 59	78.0
	001.0	H	
	03130016	0 20	
			core # of respondents

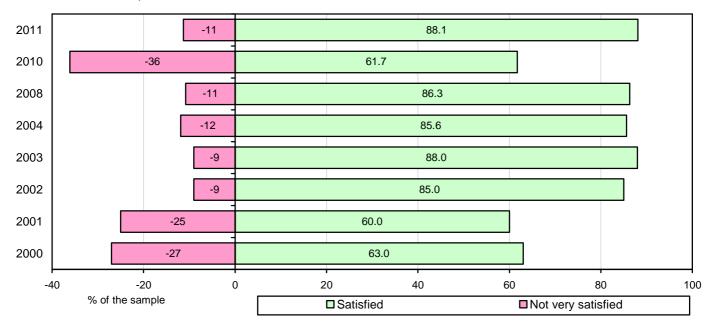
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Swimming Pools Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Swimming Pools using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (62%) are fairly satisfied with the Swimming Pools with a further 26% being very satisfied. Only a small proportion of respondents were not very satisfied.



There are far fewer respondents who are less than satisfied this year (11% versus 36% in 2010) but this is now back to the levels recorded from 2002 – 2008. Similarly, there were more who are satisfied (88% versus 62% in 2010) but satisfaction levels are also back to the levels recorded from 2002 – 2008.



Parks and Reserves in the Whakatane District

Respondents were asked how often they used the Parks and Reserves in the Whakatane District in the past year. Note previously this was asked as the *'Parks and Reserves'* without reference to the district.

Frequency of using the Parks and Reserves

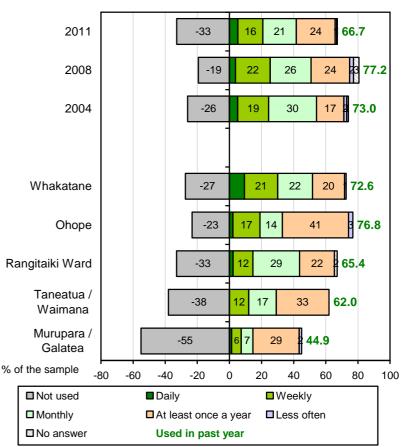
Two thirds of the respondents (67%) had use the Parks and Reserves in the Whakatane District in the past 12 months while one third (33%), had not used the Parks and Reserves and two respondents (0.5%) didn't know.

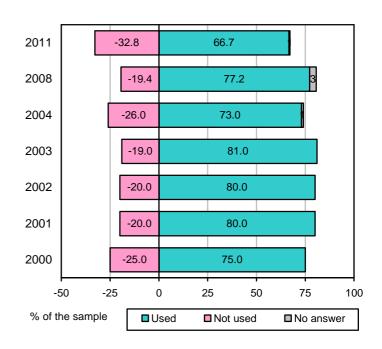
A sixth of the respondents (16%) used the Parks and Reserves in the Whakatane District on a weekly basis while 5% used the Parks and Reserves in the Whakatane District on a daily basis.

A fifth of the respondents (21%) used the Parks and Reserves in the Whakatane District monthly while a quarter (24%) used them at least once a year and 1% used the Parks and Reserves less often.

Usage of the Parks and Reserves was higher in the Ohope Ward (77%) and Whakatane Ward (73%) and lowest in the Murupara / Galatea Ward (45%).

Comparing the history of Parks and Reserves in the Whakatane District usage shows that current usage is at the lower end of the range with 67% of respondents saying they had used the Parks and Reserves in the Whakatane District in the past 12 months.

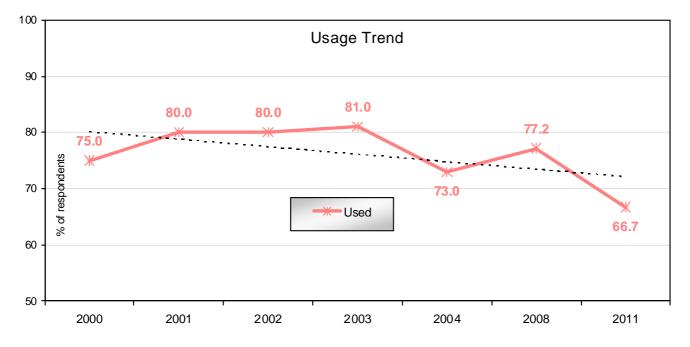






The chart shows the usage trend for the Parks and Reserves in the Whakatane District based on the percentage who had used these facilities in the past 12 months. This shows that usage at 66.7% is down10.5 points on 2008. This is the lowest level of usage recorded by this monitor.

Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Parks and Reserves in the Whakatane District among the various subgroups of interest. Respondents who were significantly **more likely** to use the Parks and Reserves include:

- Those aged 35 64 (72%)
- Those working full time in paid employment (73%)
- Those with a household income over \$70,000 (74%)
- Those living in the town (71%)
- Those from the Ohope (77%) or Whakatane Ward (73%)
- Those of European descent (71%) or those who classified themselves as New Zealanders or kiwi (87%)

Ŭ	saye of the Faiks a	nu Reserves by Subgroup
Total (n = 400) -33	5 16 21 24 66.7
Whatstone Word (n. 171) -2	7 9 21 22 20 72.6
Whakatane Ward (n = 171		
Ohope Ward (n = 37		23 2 17 14 41 3 76.8
Rangitaiki (n = 108		2 12 29 22 65.4
Taneatua / Waimana (n = 28		12 17 33 62.0
Murupara / Galatea (n = 56	-55	6 7 <u>29</u> 44.9
Live in Town (n = 225) -29	9 8 19 21 23 71.0
Live in the Country (n = 162	39	
Men (n = 173) -34	6 <u>15</u> 20 <u>23</u> 65.5
Women (n = 227	-32	4 22 25 67.8
Under 35 years (n = 38) -37	7 12 12 30 3 63.2
35 - 64 years (n = 253) -2	7 4 19 25 24 72.0
65+ years (n = 107	-46	8 9 14 <u>23</u> 53.9
Maori descent (n = 105		2 13 21 19 54.8
European descent (n = 274		
New Zealander (n = 12		<u>-11 14 25 17 33 88.6</u>
Other $(n = 9)$) -42	29 12 18 58.4
Work full time (n = 204		
Work part time $(n = 51)$		3 15 24 18 60.3
Not working (n = 145) -41	6 <u>12</u> 18 <u>23</u> 58.6
Less than \$30,000 (n = 71) -42	10 10 21 15 55.1
\$30,000 to \$70,000 (n = 123		
More than $70,000$ (n = 128)		
wore than $\phi / 0,000$ (if = 120)		26 <u>3 16 28 27</u> 74.4
In Whakatane < 2 years (n = 27) -33	3 16 24 18 6 66.8
Lived 2 - 10 years (n = 65)	26 8 17 31 18 73.0
In Whakatane 10+ years (n = 308	-34	5 <u>15</u> 18 <u>26</u> 65.3
Own home (n = 332	-32	6 <u>15</u> <u>22</u> <u>25</u> 68.1
Renting (n = 65	-36	4 <u>18</u> <u>18</u> <u>22</u> <u>2</u> 62.8
Own business (n = 88		
No business (n = 312) -34	5 16 21 22 65.6
Pay rates (n = 357) -34	5 15 21 25 65.8
No rates (n = 43		26 6 21 21 22 4 73.9
% of the sample	-60 -40 -20	
■Not in the past 12 months	Daily	Weekly
At least once a year	Used less often	Don't know Used in past 12 months

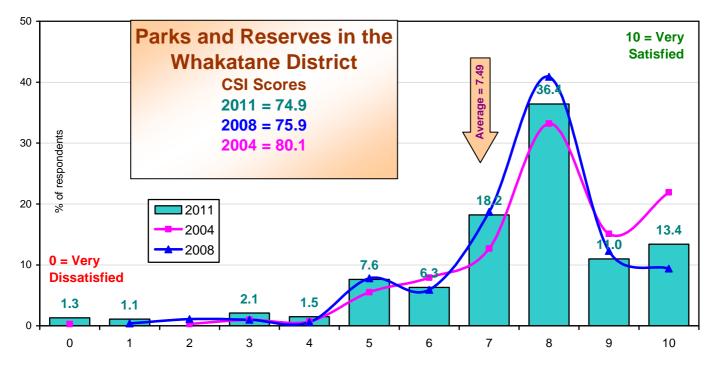
Usage of the Parks and Reserves by subgroup

Satisfaction with Parks and Reserves in the Whakatane District

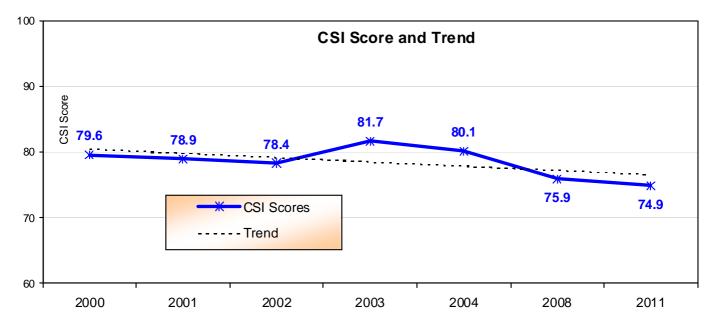
Respondents who had used the Parks and Reserves in the Whakatane District in the last 12 months (n=260) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (79%) were satisfied with the Parks and Reserves in the Whakatane District (Scores 7 – 10), including 24% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (36%). A seventh of the subgroup (15%) rated the Parks and Reserves in the Whakatane District with a score that was neutral (Scores 4 – 6), while only 12 respondents (5%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI score for the Parks and Reserves in the Whakatane District was 74.9. This is a decrease of 1.0 points from 2008 but this still reflects that users are satisfied with the Parks and Reserves in the District.

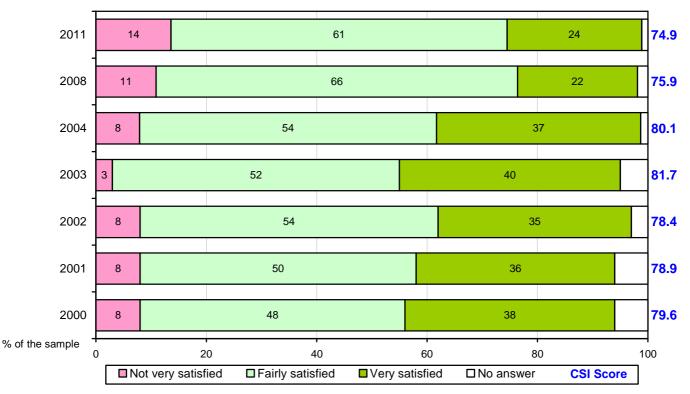


The CSI score of 74.9 is 1.0 points lower than the 2008 result and is the lowest recorded by this monitor. There appears to be a downward trend line of the CSI scores.

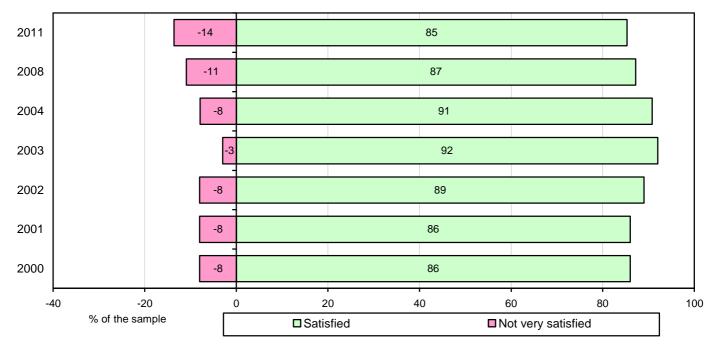


Parks and Reserves in the Whakatane District Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Parks and Reserves in the Whakatane District using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (61%) are fairly satisfied with the Parks and Reserves in the Whakatane District with a further 24% being very satisfied. Once again only a small proportion of respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction level remains high but this has decreased slightly again this year.



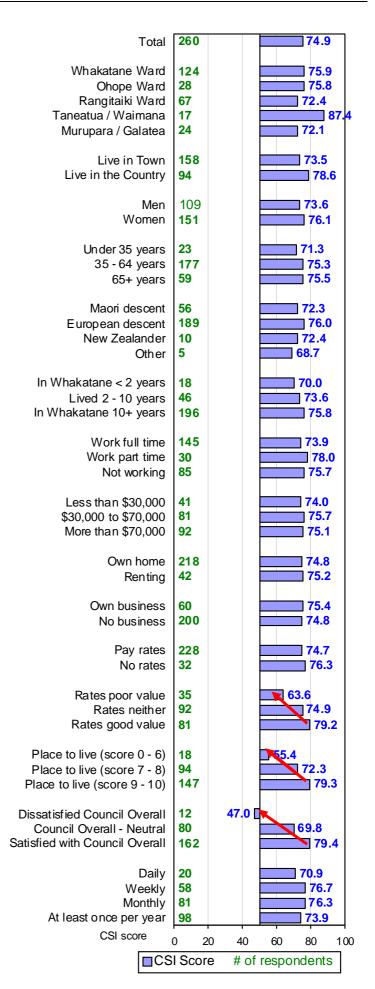
Satisfaction with the Parks and Reserves in the Whakatane District by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with Parks and Reserves in the Whakatane District across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Parks and Reserves in the Whakatane District were:

- The few from the Taneatua / Waimana Ward (CSI score 87.4) appear more satisfied than those from the other Wards (CSI score 72.1 to 75.9).
- Respondents who thought they received good value for their rates (CSI score 79.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 63.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 79.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 55.4)
- Those who were satisfied with the overall performance of Council (CSI score 79.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 47.0).
- The few respondents who used the Parks and Reserves in the Whakatane District daily (CSI score 70.9) appear slightly less satisfied than those who use these more often.



Public Toilets

Respondents were asked how often they used the Public Toilets in the past year.

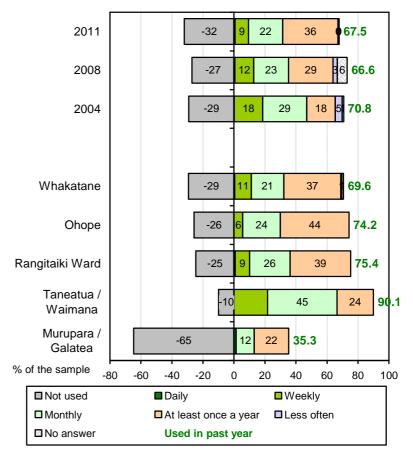
Frequency of using the Public Toilets

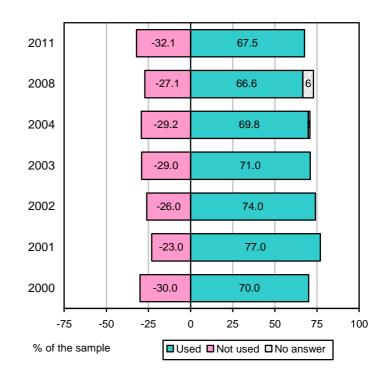
Two thirds of the respondents (68%) had use the Public Toilets in the past 12 months while a third (32%), had not used the Public Toilets and two respondents didn't answer this question.

A third of the respondents (36%) used the Public Toilets at least once a year while 22% used them on a monthly basis.

A tenth of the respondents (9%) used the Public Toilets on a weekly basis and 1% used them daily.

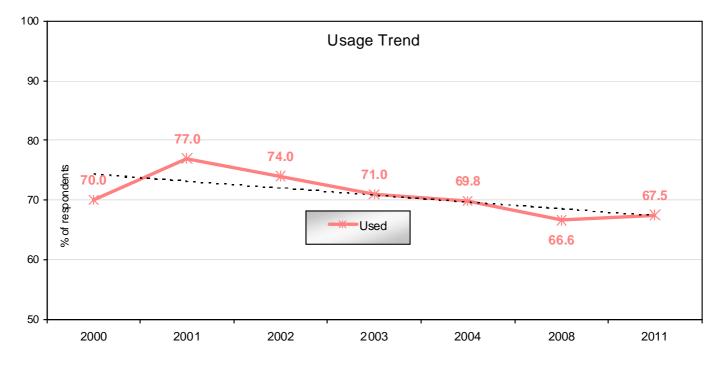
Usage of the Public Toilets was much lower in the Murupara / Galatea Ward (35%) versus 70% - 90% for the other Wards.





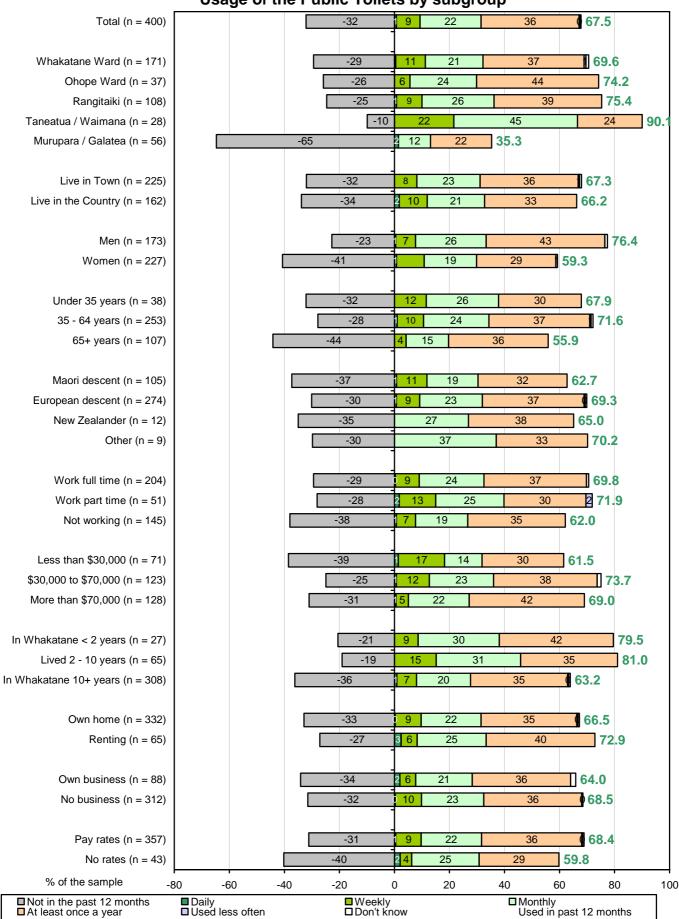
Comparing the history of Public Toilets usage shows that current usage is at the lower end of the range with 68% of respondents saying they had used the Public Toilets in the past 12 months. The chart shows the usage trend for the Public Toilets based on the percentage who had used these facilities in the past 12 months. This shows that usage at 67.5% is up 0.9 points on 2008.

Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Public Toilets among the various subgroups of interest. Respondents who were significantly **more likely** to use the Public Toilets include:

- Men (76%)
- Those aged 35 64 (72%)
- Those from the Taneatua / Waimana (90%)



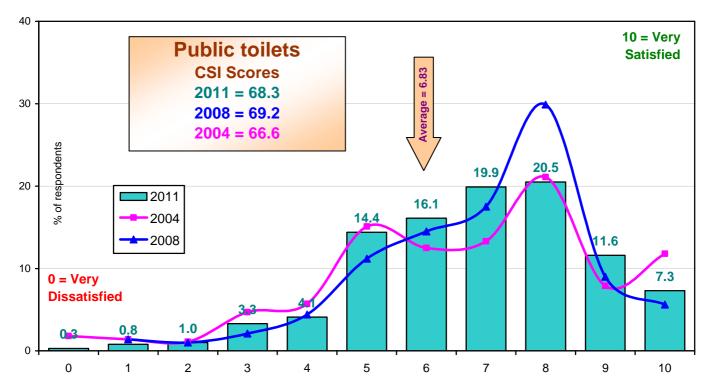
Usage of the Public Toilets by subgroup

Satisfaction with Public Toilets

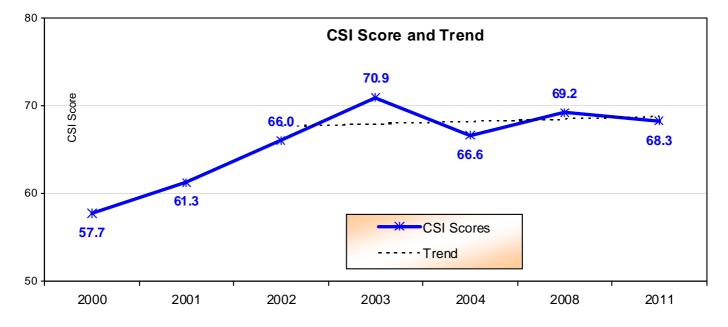
Respondents who had used the Public Toilets in the last 12 months (n=262) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents (59%) were satisfied with the Public Toilets (Scores 7 – 10), including 19% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (21%). A third of the subgroup (35%) rated the toilets with a score that was neutral (Scores 4 – 6), while only 15 respondents (6%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI score for the Public Toilets was 68.3. This is 0.9 points lower than 2008 and this still reflects that users felt there is a need for improvement with the Public Toilets.

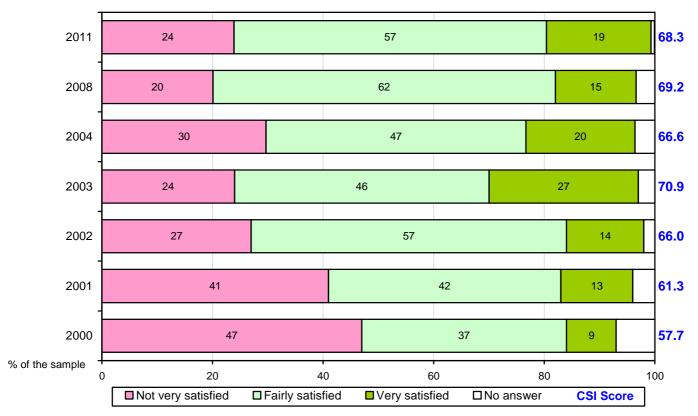


The CSI score of 68.3 is 0.9 points lower than the 2008 result. The current CSI score is on par with the trend line of recent readings.

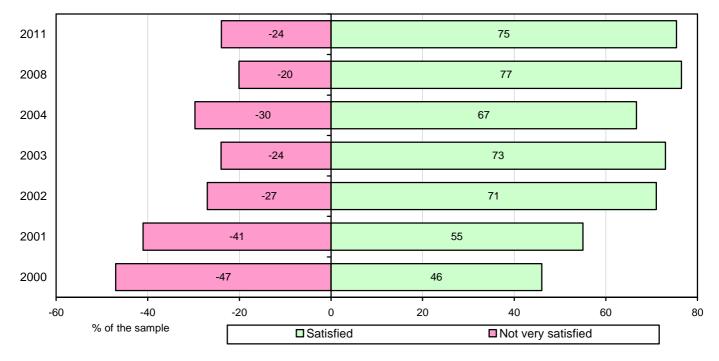


Public Toilets Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Public Toilets using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (57%) are fairly satisfied with the Public Toilets with a further 19% being very satisfied. Close to a quarter of the respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have remained at similar levels to 2008.



68.3

Total 262

Satisfaction with the Public Toilets by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with Public Toilets across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Public Toilets were:

- Those from the Taneatua / Waimana Ward (CSI score 79.1) appear more satisfied than those from the other Wards (CSI score 63.8 to 71.7).
- Respondents aged over 65 (CSI score 73.9) appear more satisfied than those from other age groups.
- Those with a household income of less than \$30,000 (CSI score 71.5) appear more satisfied than those in the higher income brackets (CSI score 65.9 – 68.8).
- Respondents who thought they received good value for their rates (CSI score 70.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 59.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 70.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 63.2)
- Those who were satisfied with the overall performance of Council (CSI score 71.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 55.6).
- The respondents who used Public Toilets weekly (CSI score 77.5) are significantly more satisfied than those who use these less often.

CSI Score		# of re	espondents	
CSI score	0 20	40	60 80 1	00
At least once per year	137		65.6	-
Monthly	86		69.6	
Weekly	35		77.5	
Satisfied with Council Overall	101		71.2	
Council Overall - Neutral	83 161		64.7	
Dissatisfied Council Overall	12		55.6	
	140		10.9	
Place to live (score 7 - 8) Place to live (score 9 - 10)	94 146		65.7 70.9	
Place to live (score 0 - 6)	21		63.2	
rales good value	02		/0.0	
Rates neither Rates good value	101 82		69.4 70.6	
Rates poor value	36		59.3	
ino rates	26		68.6	
Pay rates No rates	236		68.2	
	200		00.4	
Own business No business	54 208		67.7 68.4	
·				
Own home Renting	215 46		68.0 69.7	
\$30,000 to \$70,000 More than \$70,000	90 84		68.8 65.9	
Less than \$30,000	43		71.5	
Not working	90		71.6	
Work part time	36 90		67.9	
Work full time	136		66.5	
In Whakatane 10+ years	190		67.6	
Lived 2 - 10 years	51		68.6	
In Whakatane < 2 years	21		72.7	
Other	6		74.0	
New Zealander	7		70.2	
Maori descent European descent	66 183		70.4 67.3	
35 - 64 years 65+ years	176 60		66.9 73.9	
Under 35 years	25		66.9	
Women	135		68.5	
Men	127		68.1	
Live in the Country	108		67.6	
Live in Town	143		68.7	
Murupara / Galatea	19		64.1	
Taneatua / Waimana	25		79.1	
Ohope Ward Rangitaiki Ward	27 79		71.7 63.8	
Whakatane Ward	112		70.1	
				1

The Harbour facilities and surrounding environment in Whakatane CBD

Respondents were asked how often they used the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the past year. Note previously this was asked as the *Harbour facilities (the Port and surrounding environment)*' without reference to Whakatane CBD.

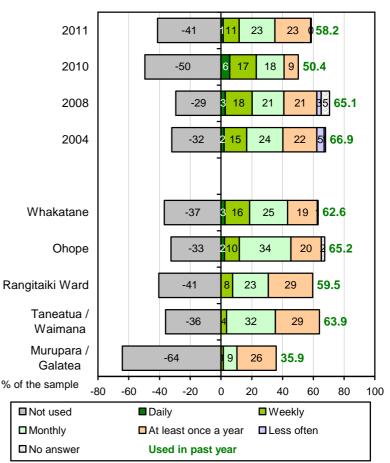
The Harbour facilities in Whakatane

Over half of the respondents (58%) had use the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the past 12 months while 40% had not used the Harbour facilities in Whakatane.

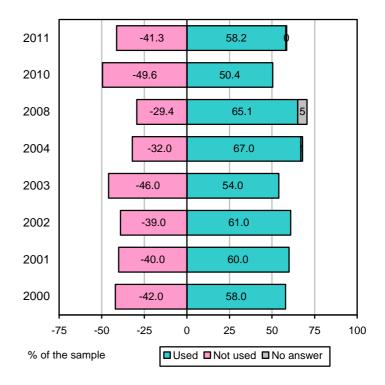
A tenth of the respondents (11%) used the Harbour facilities in Whakatane on a weekly basis while 1% used the Harbour facilities in Whakatane on a daily basis.

A quarter of the respondents (23%) used the Harbour facilities monthly while (23%) used them at least once a year. The results are similar to the previous years.

Usage of the Harbour facilities in Whakatane was lowest in the Murupara / Galatea Ward (36%) versus 60% - 65% for the other Wards.

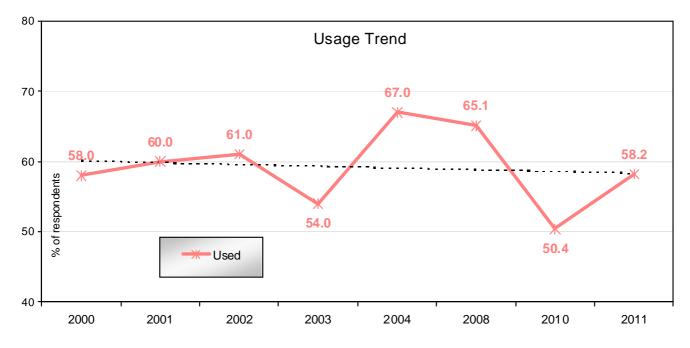


Comparing the history of the Harbour facilities in Whakatane CBD including the Port and surrounding environment usage shows that current usage is in the middle of the range with 58% of respondents saying they had used the Harbour facilities in Whakatane CBD in the past 12 months.



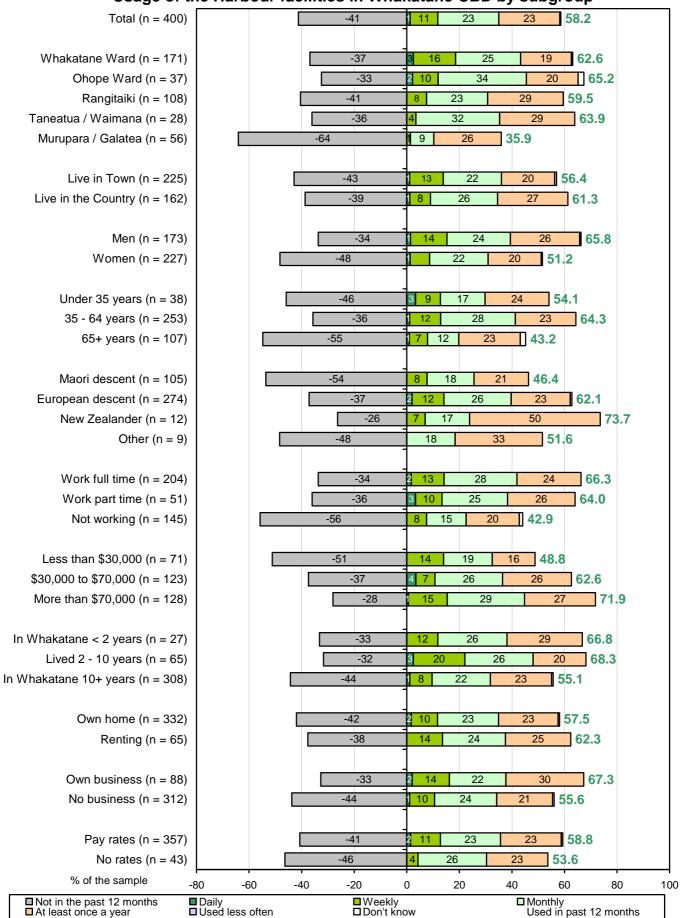
The chart shows the usage trend for the Harbour facilities in Whakatane CBD including the Port and surrounding environment based on the percentage who had used these facilities in the past 12 months. This shows that usage at 58.2% is up 8% from the partial survey in 2010 but down 7% from the 2008 result.

Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Harbour facilities in Whakatane CBD including the Port and surrounding environment among the various subgroups of interest. Respondents who were significantly **more likely** to use the Harbour facilities in Whakatane include:

- Those with a household income over \$70,000 (72%)
- Those who own or operate their own business (67%)
- Men (66%)
- Those working full time in paid employment (66%)
- Those aged 35 64 (64%)
- Those of European descent (62%)



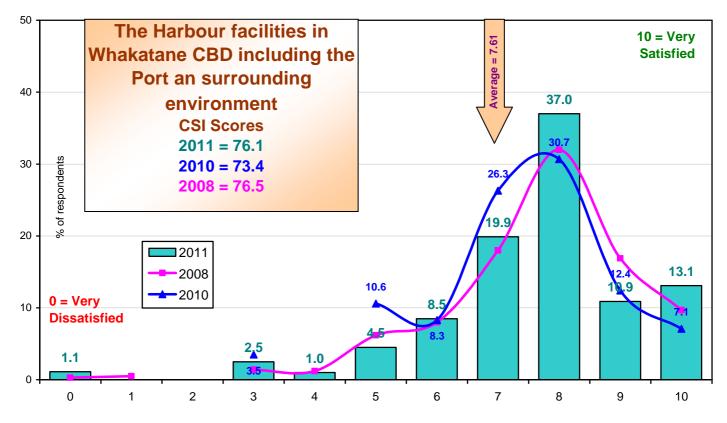
Usage of the Harbour facilities in Whakatane CBD by subgroup

Satisfaction with the Harbour facilities in Whakatane CBD

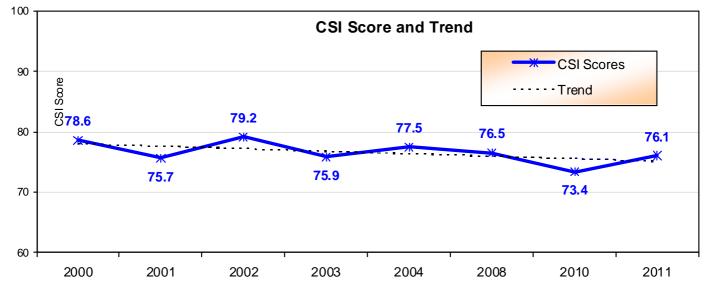
Respondents who had used the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the last 12 months (n=226) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (81%) were satisfied with the Harbour facilities in Whakatane (Scores 7 – 10), including 24% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (37%). A seventh of the subgroup (14%) rated the Harbour facilities in Whakatane with a score that was neutral (Scores 4 - 6), while only 8 respondents (4%) rated with scores that reflected dissatisfaction (Scores 0 - 3).

The CSI score for the Harbour facilities in Whakatane was 76.1, almost unchanged from 2008. This again reflects a good performance but with potential for improvement.

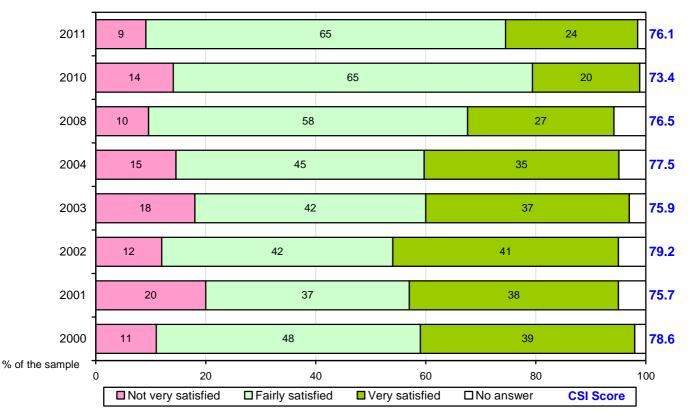




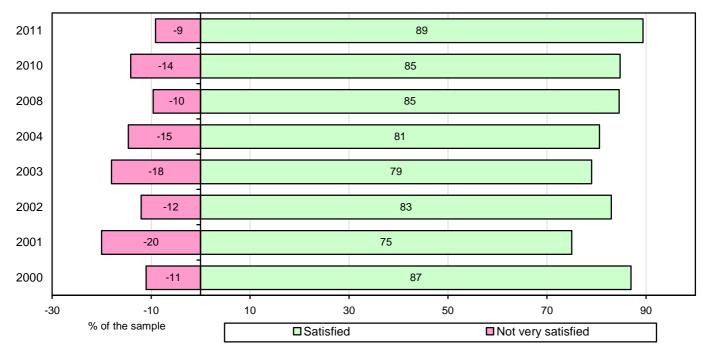


The Harbour facilities in Whakatane CBD Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Harbour facilities in Whakatane CBD including the Port and surrounding environment using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (65%) are fairly satisfied with the Harbour facilities in Whakatane with a further 24% being very satisfied. Once again, only a small proportion of respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction level remains high with more satisfied and fewer less than satisfied respondents.



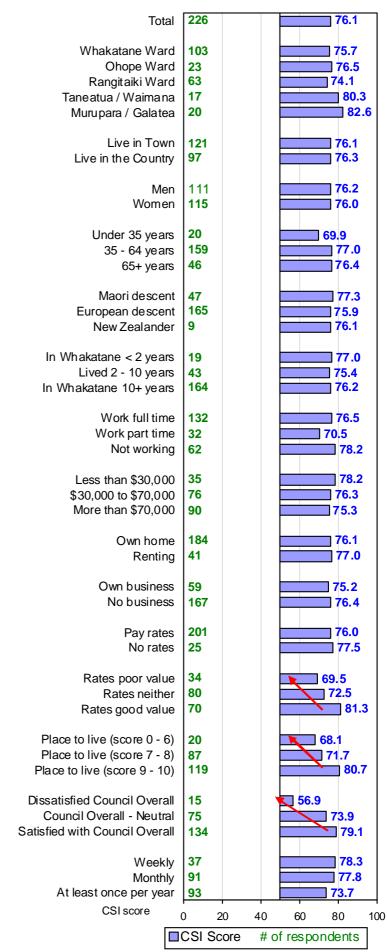
Satisfaction with the Harbour facilities in Whakatane by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with the Harbour facilities in Whakatane across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Harbour facilities in Whakatane were:

- Those from the Murupara / Galatea Ward (CSI score 82.6) appear more satisfied than those from the other Wards (CSI score 74.1 to 80.3).
- Respondents who thought they received good value for their rates (CSI score 81.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 69.5).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 80.7) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 68.1)
- Those who were satisfied with the overall performance of Council (CSI score 79.1) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 56.9).
- The respondents who used the Harbour facilities in Whakatane at least once per year (CSI score 73.7) appear slightly less satisfied than those who use them weekly (CSI score 78.3).



Boat ramps in Whakatane town

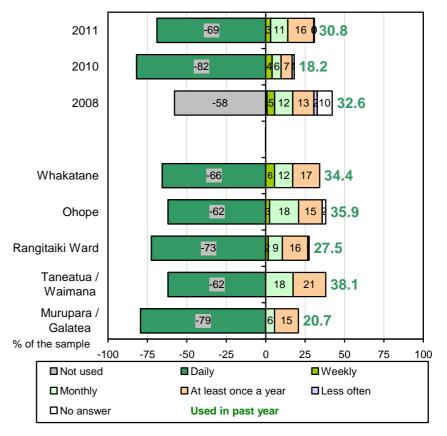
Respondents were asked how often they used the boat ramps in Whakatane town in the past year. This was asked for the first time in 2008.

Frequency of using Boat ramps in Whakatane town

Two thirds of the respondents (69%) had not used the boat ramps in Whakatane town in the past 12 months, while a third (31%) had used the boat ramps.

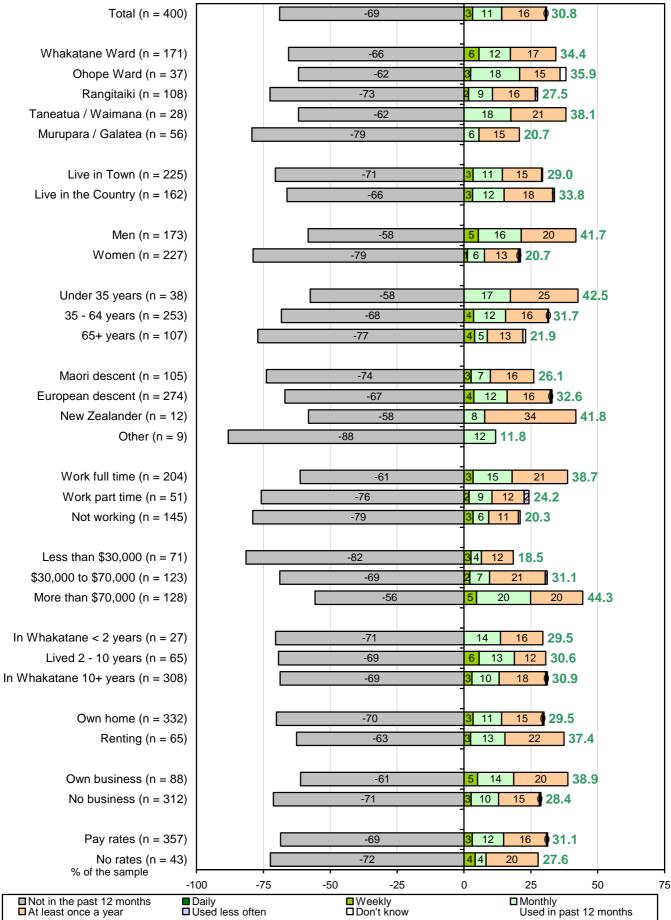
The largest group (16%) used them at least once per year. A ninth of the sample (11%) had used them on a monthly basis and 3% on a weekly basis. One respondent had used the boat ramps in Whakatane but less than once per year.

Usage of the boat ramps in Whakatane town was higher in the Ohope Ward (36%) and Taneatua / Waimana Ward (38%) versus 21% -34% for those from the other Wards.



The chart over the page compares the usage of the boat ramps in Whakatane town among the various subgroups of interest. Respondents who were significantly **more likely** to use the Boat ramps in Whakatane town include:

- Those with a household income of over \$70,000 (44%)
- Those aged under 35 (43%)
- Men (42%)
- Those who own or operate their own business (39%)
- Those working full time in paid employment (38%)
- Those from the Ohope Ward (36%) or Taneatua / Waimana Ward (38%)



Usage of the Boat ramps in Whakatane town by subgroup

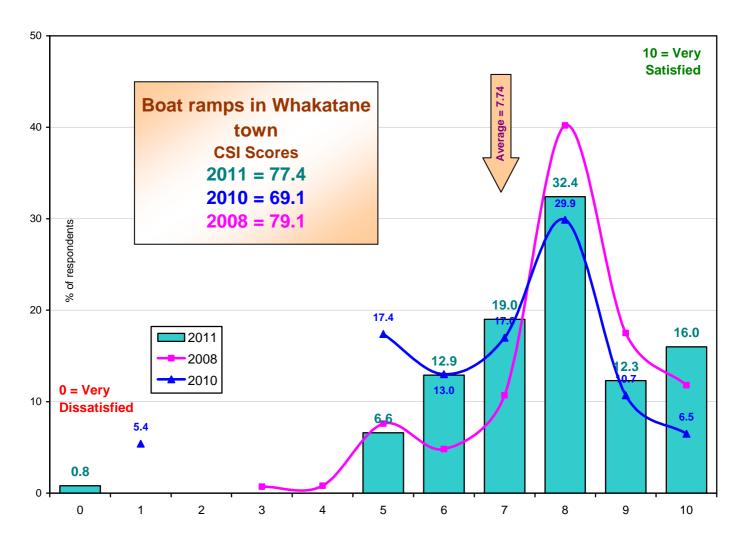
Satisfaction with the boat ramps in Whakatane town

Respondents who had used the boat ramps in Whakatane town in the last 12 months (n=116) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (80%) were satisfied with the boat ramps in Whakatane town (Scores 7 – 10). Over a quarter (28%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (32%).

A fifth of the subgroup (20%) rated the boat ramps in Whakatane town with a score that was neutral (Scores 4 - 6), and 0.8% (1 respondent) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the boat ramps in Whakatane town was 77.4. This is well up on the 2010 partial survey result but 1.7 points below the 2008 result. This CSI score again reflects a good performance.



Satisfaction with the boat ramps in Whakatane town by demographics

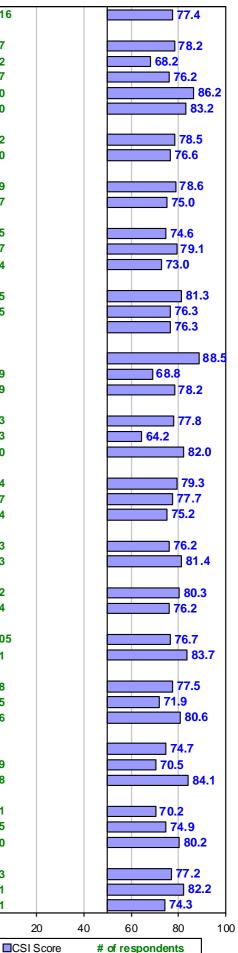
There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the boat ramps in Whakatane town across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the boat ramps in Whakatane town were:

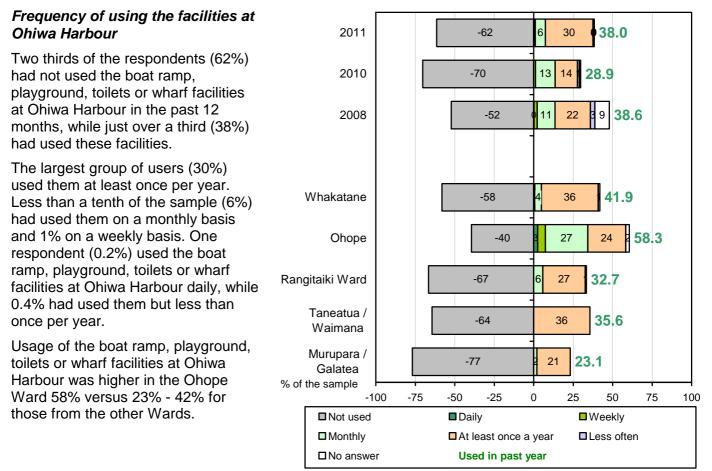
- Those from the Taneatua / Waimana Ward (CSI score 86.2) appear more satisfied than those from the other Wards (CSI score 68.2 to 83.2).
- Those with a household income of more than \$70,000 (CSI score 75.2) appear less satisfied than those in the lower income brackets (CSI score 79.3 77.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 84.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 74.7)
- Those who were satisfied with the overall performance of Council (CSI score 80.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 70.2).
- The respondents who used Boat ramps in Whakatane town monthly (CSI score 82.2) appear the most satisfied

Total	116
Whakatane Ward	57
Ohope Ward	12
Rangitaiki Ward	27
Taneatua / Waimana	10
Murupara / Galatea	10
Live in Town	62
Live in the Country	62 50
Men	69
Women	47
Under 35 years	15
35 - 64 years	77
65+ years	24
Maori descent	25
European descent	85
New Zealander	5
In Whakatane < 2 years	8
Lived 2 - 10 years	19
In Whakatane 10+ years	89
Work full time	73
Work part time	13
Not working	30
Less than \$30,000	14
\$30,000 to \$70,000	37
More than \$70,000	54
Own home	93
Renting	23
Own business	32
No business	84
Pay rates	105
No rates	11
Rates poor value	18
Rates neither	45
Rates good value	36
Place to live (score 0 - 6)	9
Place to live (score 7 - 8)	49
Place to live (score 9 - 10)	58
Dissatisfied Council Overall	11
Council Overall - Neutral	45
Satisfied with Council Overal I	60
Weekly	13
Monthly	41
At least once per year	61
CSI Score	0 20



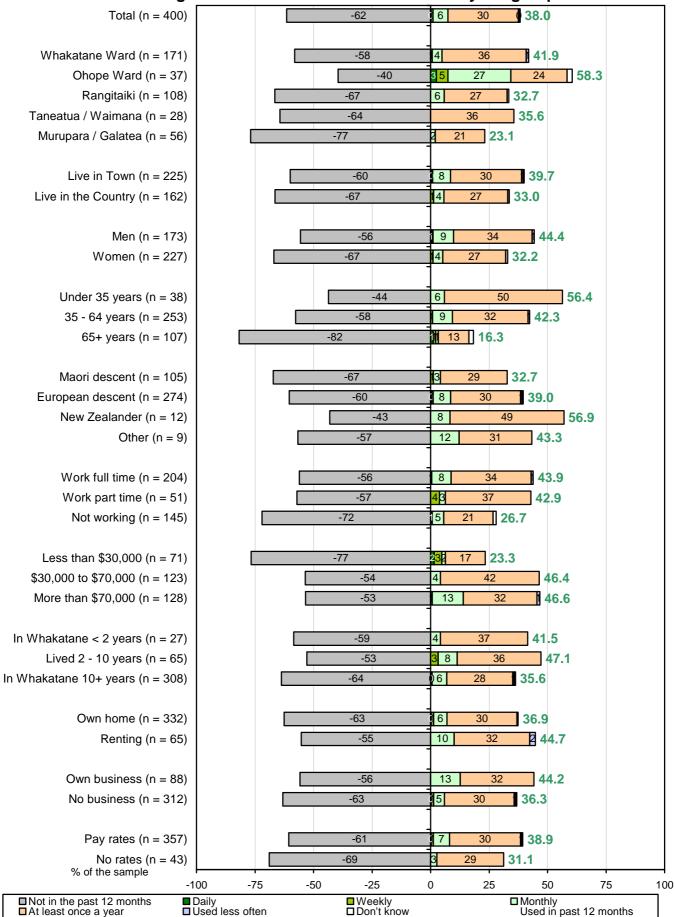
The boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour

Respondents were asked how often they used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the past year. This was asked for the first time in 2008.



The chart over the page compares the usage of the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour among the various subgroups of interest. Respondents who were significantly **more likely** to use the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour include:

- Those aged under 35 (56%)
- Men (44%)
- Those working full time (44%) in paid employment
- Those with a household income of over \$30,000 (46%-47%)
- Those from the Ohope Ward (58%)



Usage of the Facilities at Ohiwa Harbour by subgroup

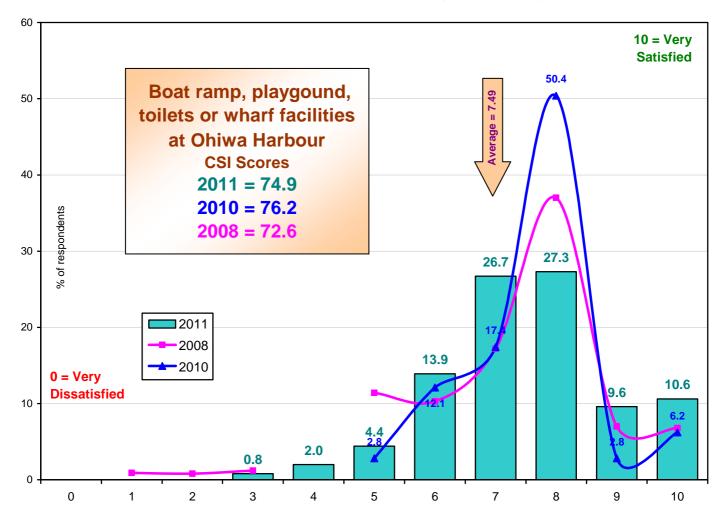
Satisfaction with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour

Respondents who had used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the last 12 months (n=138) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the subgroup (74%) were satisfied with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour (Scores 7 – 10). A fifth (20%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (27%).

A fifth of the subgroup (20%) rated the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour with a score that was neutral (Scores 4 - 6), and just one respondent (0.8%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour was 74.9. This is 1.7 points higher than 2008 but 1.3 points lower than the result from the partial survey in 2010. The current CSI score indicates a reasonable level of satisfaction but with the potential for improvement.



74.9

73.2 80.8

73.5

78.9

76.0

74.9 75.1

76.4

75.7 74.6

75.2

78.5

77.4 72.5 75.3

73.9 74.7 77.8

73.6 79.8

75.2 74.8

74.7 76.7

76.0 72.9 77.4

70.1 72.5 77.4

85.0 74.3 73.7

74.0 77.3

72.9

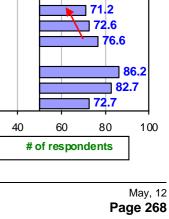
0-		Total	138	
Satisfaction with the facilities at Oniwa				
Ha	rbour by demographics	Whakatane Ward	65	
ть	are are a number of variables which	Ohope Ward	20	
	ere are a number of variables which	Rangitaiki Ward	32	
	pear to have a significant impact on	÷		
sat	tisfaction with Council services and	Taneatua / Waimana	9	
fac	cilities. The chart opposite compares	Murupara / Galatea	12	
	ese variables.			
unc		Live in Town	80	
Th	e analysis shows that there are	Live in the Country	50	
	asonable levels of satisfaction with the			
	at ramp, playground, toilets or wharf	Men	71	
		Women	67	
	cilities at Ohiwa Harbour across most of			
the	e subgroups of interest	Under 35 years	20	
Th	e variables that appear to have had the	35 - 64 years	101	
		65+ years	17	
-	eatest impact on satisfaction with the		··	
	at ramp, playground, toilets or wharf	Maori de scent	32	
fac	cilities at Ohiwa Harbour were:			
		European descent	96	
•	Those from the Ohope Ward (CSI score	New Zealander	6	
	80.8) appear more satisfied than those			
	from the other Wards (CSI score 73.2 to	In Whakatane < 2 years	11	
	78.9).	Lived 2 - 10 years	27	
	Those with a household income of less	In Whakatane 10+ years	100	
•				
	than \$30,000 (CSI score 85.0) appear	Work full time	83	
	more satisfied than those in the higher	Work part time	20	
	income brackets (CSI score 74.3 –73.7).	Not working	35	
•	Those who rated Whakatane as a place to	5		
	live with scores of 9 or 10 (CSI score 77.4)	Less than \$30,000	15	
	were significantly more satisfied than	\$30,000 to \$70,000	55	
	those who rated Whakatane as a place to	More than \$70,000	54	
	live with scores of 0 to 6 (CSI score 70.1)		54	
		Our hama		
٠	Those who were satisfied with the overall	Own home	111	
	performance of Council (CSI score 76.6)	Renting	27	
	are significantly more satisfied than those			
	who were dissatisfied with the overall	Own business	37	
	performance of Council (CSI score 71.2).	No business	101	
٠	The few respondents who used the boat	Pay rates	125	
	ramp, playground, toilets or wharf facilities	No rates	13	
	at Ohiwa Harbour once per year (CSI			
	score 72.7) appear less satisfied than	Rates poor value	19	
	those who use these more often.	Rates neither	49	
		Rates good value	46	
		Place to live (score 0 - 6)	15	
		Place to live (score 7 - 8)	50	
		Place to live (score 9 - 10)	50 73	
		FIACE IO IIVE (SCOLE 9 - 10)	13	
		Dispetiation Orace II Orace II		
		Dissatisfied Council Overall	8	
		Council Overall - Neutral	49	
		Satisfied with Council Overall	81	
		Weekly	3	
		Monthly	21	
		At least once per year	112	
		CSI Score		

CSI Score

0

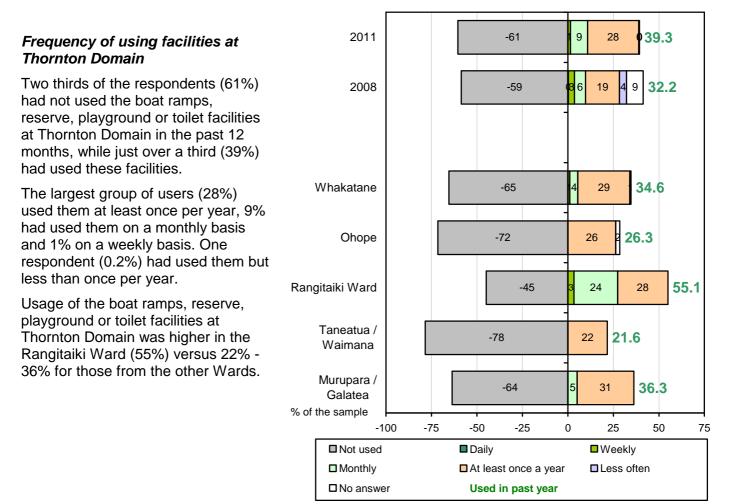
20

CSI Score



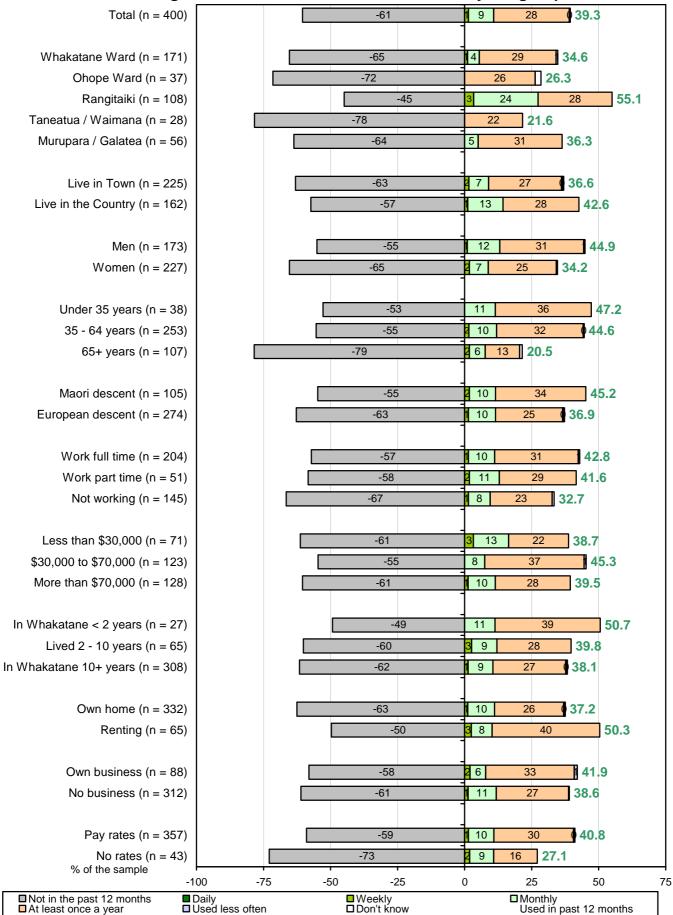
The facilities at Thornton Domain

Respondents were asked how often they used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the past year. This was asked for the first time in 2008.



The chart over the page compares the usage of the boat ramps, reserve, playground or toilet facilities at Thornton Domain among the various subgroups of interest. Respondents who were significantly **more likely** to use the boat ramps, reserve, playground or toilet facilities at Thornton Domain include:

- Those from the Rangitaiki Ward (55%)
- Those who rent (50%)
- Men (45%)
- Those aged between 35 64 years (45%) or aged under 35 (47%)
- Those of Maori descent (45%)
- Those working full time (43%) or part time (42%) in paid employment





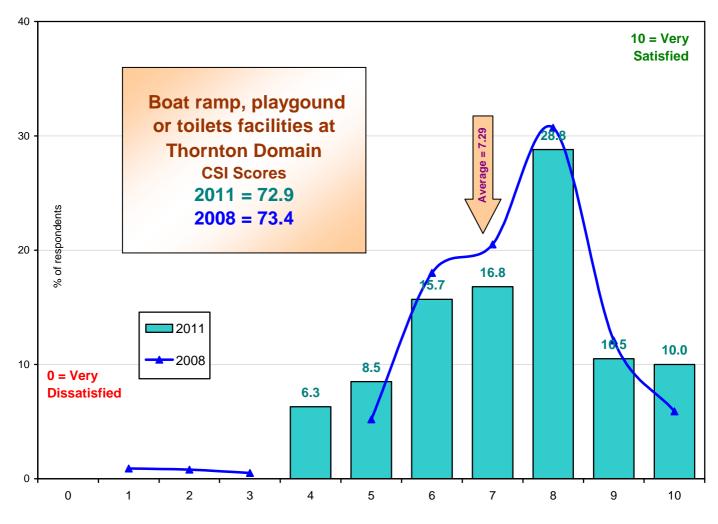
Satisfaction with the facilities at Thornton Domain

Respondents who had used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the last 12 months (n=145) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (66%) were satisfied with the boat ramps, reserve, playground or toilet facilities at Thornton Domain (Scores 7 – 10). A fifth (21%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (29%).

A third of the subgroup (31%) rated the boat ramps, reserve, playground or toilet facilities at Thornton Domain with a score that was neutral (Scores 4 - 6), while no respondents (0%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the boat ramps, reserve, playground or toilet facilities at Thornton Domain was 72.9. This is down 0.5 points from 2008 but this still indicates a good level of satisfaction but with the potential for improvement.



Satisfaction with the facilities at Thornton Domain by demographics

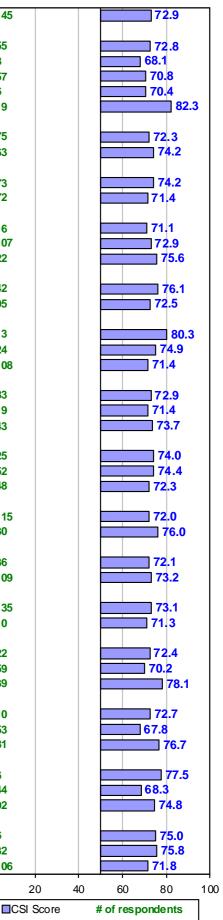
There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the boat ramps, reserve, playground or toilet facilities at Thornton Domain across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the boat ramps, reserve, playground or toilet facilities at Thornton Domain were:

- Those from the Murupara / Galatea Ward (CSI score 82.3) appear less satisfied than those from the other Wards. (CSI score 68.1 to 72.8).
- Respondents aged over 65 (CSI score 75.6) appear more satisfied than those from other age groups.
- Respondents who have lived in Whakatane for 2 years or less (CSI score 80.3) appear more satisfied than those who had lived there longer than 10 years (CSI score 71.4).
- The few respondents who used the boat ramps, reserve, playground or toilet facilities at Thornton Domain at least once per year (CSI score 71.8) appear less satisfied than those who use these weekly or monthly.

Total	145
Whakatane Ward	55
Ohope Ward	8
	-
Rangitaiki Ward	57
Taneatua / Waima na	6
Murupara / Galatea	19
Live in Town	75
Live in the Country	63
Men	73
Women	72
Under 35 years	16
35 - 64 years	107
65+ years	22
Maori descent	42
European descent	95
European descent	
In Whakatane < 2 years	13
Lived 2 - 10 years	24
-	
In Whakatane 10+ years	108
Work full time	83
Work part time	19
Not working	43
	25
Less than \$30,000	
\$30,000 to \$70,000	52
More than \$70,000	48
	445
Own home	115
Renting	30
Own business	36
No business	109
_	
Pay rates	135
No rates	10
Rates poor value	22
Rates neither	59
Rates good value	39
Place to live (score 0 - 6)	10
Place to live (score 7 - 8)	53
Place to live (score 9 - 10)	81
Dissatisfied Council Overall	6
Council Overall - Neutral	44
Satisfied with Council Overall	92
Weekly	6
Monthly	32
At least once per year	106
CSI Score	0 20
50. 000.0	
	CSI Score



Kerbside Recyclable Collection

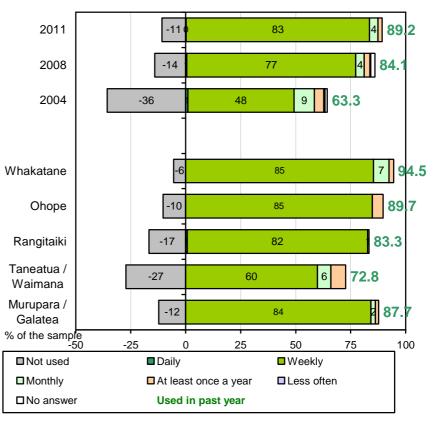
Respondents were asked how often they used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the past year. Note previously this was asked as the 'Household recycling service'.

Frequency of using Kerbside Recyclable Collection

The majority of the respondents (89%) had used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the past 12 months, while 11% had not used this.

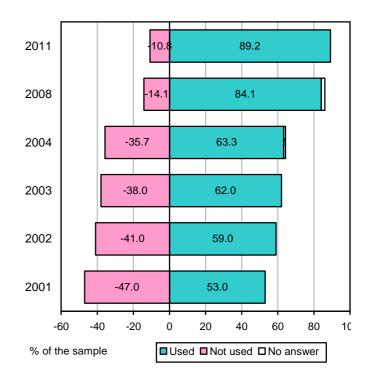
Four fifths of the sample (83%) use them on a weekly basis, 4% had used them monthly and one respondent (0.2%) had used them daily. A few (2%) used the Kerbside Recyclable Collection at least once per year.

Usage of the Kerbside Recyclable Collection was lower in the Taneatua / Waimana Ward (73%).

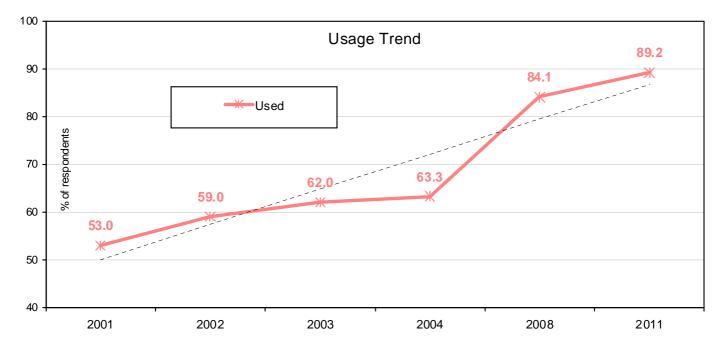


Comparing the history of the Kerbside Recyclable Collection of paper, plastic, glass and cans usage shows that current usage at 89% is up 5% from the 2008 result.

It is important to note that prior to 2004 this was asked as household recycling service.

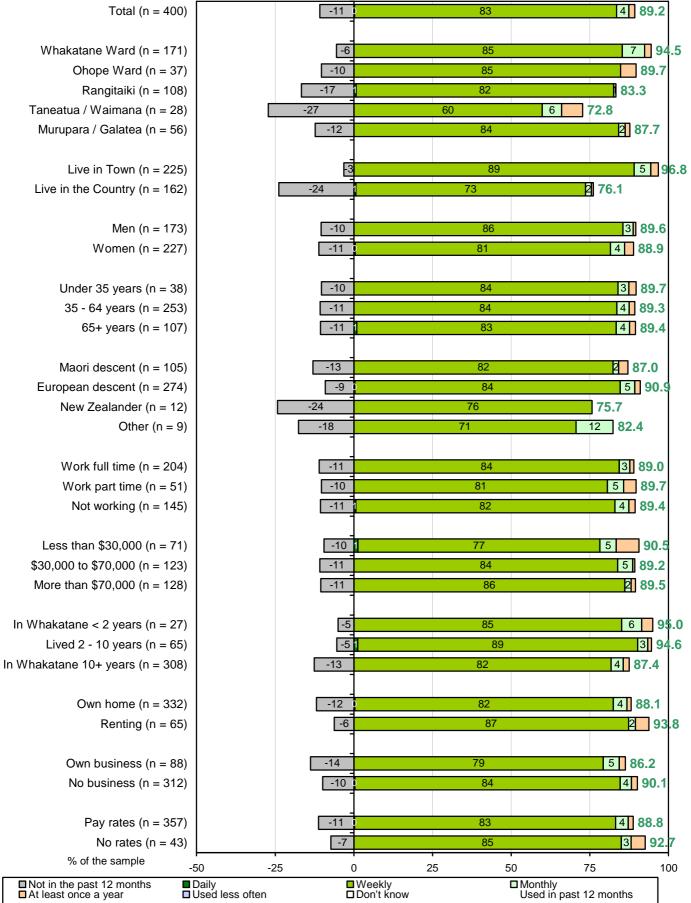


The chart shows the usage trend for the Kerbside Recyclable Collection of paper, plastic, glass and cans based on the percentage who had used these facilities in the past 12 months. Usage at 89.2% is 5.1 points higher than that recorded in 2008 and well ahead of recent history. This is the highest result recorded by this monitor. It is important to note that in the previous survey this was asked as household recycling service.



The chart over the page compares the usage of the Kerbside Recyclable Collection of paper, plastic, glass and cans among the various subgroups of interest. Respondents who were significantly **more likely** to use the Kerbside Recyclable Collection of paper, plastic, glass and cans include:

- Those living in town (97%)
- Those from the Whakatane Ward (95%)



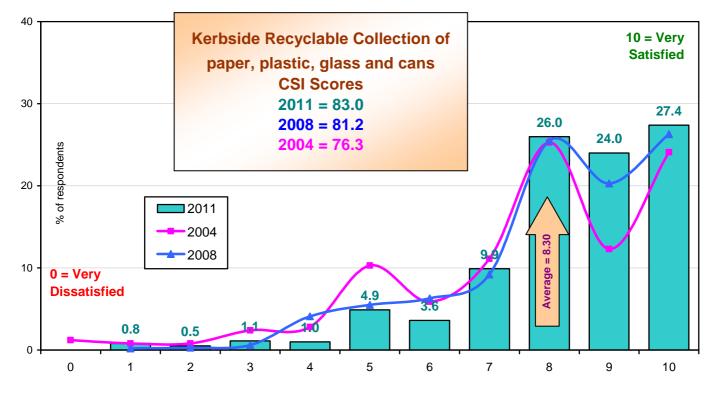
Usage of the Kerbside Recyclable Collection by subgroup

Satisfaction with the Kerbside Recyclable Collection

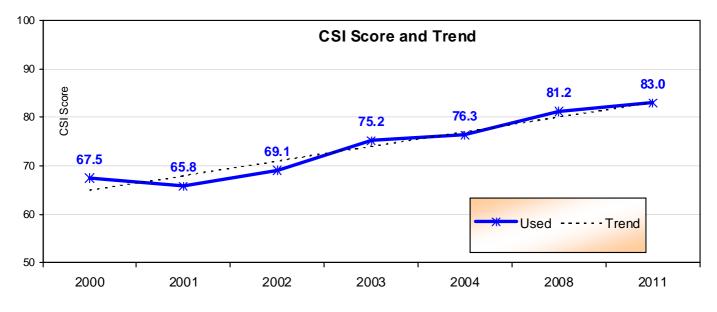
Respondents who had used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the last 12 months (n=353) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (87%) were satisfied with the Kerbside Recyclable Collection (Scores 7 – 10). Half of the users (51%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (27%). A tenth of the subgroup (10%) rated the Kerbside Recyclable Collection with a score that was neutral (Scores 4 – 6), and 8 respondents (2.3%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Kerbside Recyclable Collection was 83.0 This rates as an excellent performance.



The CSI score of 83.0 is 1.8 points higher than the 2008 result. This is the highest CSI score recorded to date and there is a clear trend of rising CSI scores since 2001.



87.0

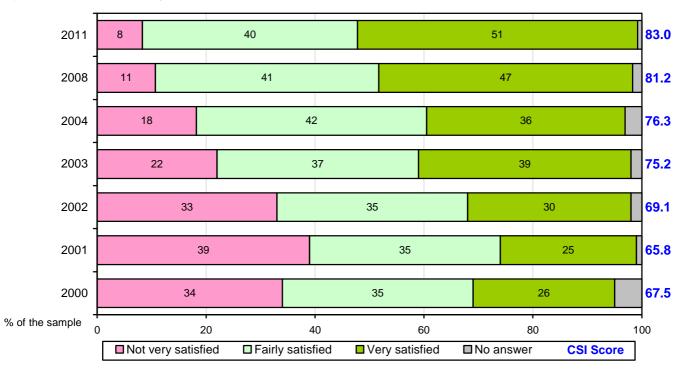
90 7

Satisfaction with Kerbside Recyclable	Total	353			83.0
Collection by demographics	Whakatane Ward	160			83.3
There are a number of variables which	Ohope Ward	33			86.1
appear to have a significant impact on	Rangitaiki Ward	90			79.7
satisfaction with Council services and	Taneatua / Waimana	21			90
facilities. The chart opposite compares	Murupara / Galatea	49			84.4
these variables.					
	Live in Town	217			83.7
The analysis shows that there are high	Live in the Country	123			81.7
levels of satisfaction with Kerbside	Mon	452			81.9
Recyclable Collection of paper, plastic,	Men Women	153 200			
glass and cans across most of the subgroups of interest	Wolliel	200			
subgroups of interest	Under 35 years	33			83.6
The variables that appear to have had the	35 - 64 years	224			81.5
greatest impact on satisfaction with	65+ years	95			87.
Kerbside Recyclable Collection of paper,					
plastic, glass and cans were:	Maori descent	91			85.8
Respondents from Rangitaiki Ward (CSI	European descent	246			82.4
score 79.7) were significantly less satisfied	In Whakatane < 2 years	25			80.4
than those from other Wards (CSI score	Lived 2 - 10 years	61		1	83.4
83.3 – 90.7).	In Whakatane 10+ years	267		1	83.1
Respondents aged over 65 (CSI score					
87.5) were significantly more satisfied than	Work full time	180			83.1
those from other age groups.	Work part time	45			77.0
Those with a household income of more	Not working	128			85.1
than \$70,000 (CSI score 81.4) appear less	Less than \$30,000				85.9
satisfied than those in the lower income	\$30,000 to \$70,000	63 109			82.7
brackets (CSI score 82.7 – 85.9).	More than \$70,000	103			81.4
 Respondents who thought they received 					
good value for their rates (CSI score 88.6)	Own home	290			82.3
were significantly more satisfied than	Renting	60			86.1
those who thought they got poor value for their rates (CSI score 74.6).					
· · · ·	Own business	75			77.8
• Those who rated Whakatane as a place to	No business	278			84.4
live with scores of 9 or 10 (CSI score 85.5) were significantly more satisfied than	Pay rates	315			82.8
those who rated Whakatane as a place to	No rates	38			84.2
live with scores of 0 to 6 (CSI score 77.0)					
Those who were satisfied with the overall	Rates poor value	47			74.6
 Prove who were satisfied with the overall performance of Council (CSI score 87.0) 	Rates neither	142			81.5
are significantly more satisfied than those	Rates good value	98			88.
who were dissatisfied with the overall					
performance of Council (CSI score 69.3).	Place to live (score 0 - 6)	31			77.0
	Place to live (score 7 - 8) Place to live (score 9 - 10)	127 193			80.6 85.5
	Flace to live (Score 9 - 10)	135			00.0
	Dissatisfied Council Overall	22		6	9.3
	Council Overall - Neutral	112			78.9
	Satisfied with Council Overall	207			87.0
	Weekly	327			83.2
	Monthly	16			79.4
	At least once per year	9		<u> </u>	80.6
	CSI Score	0 20	40	60	80 1
		CSI Score	e #0	of responde	ents

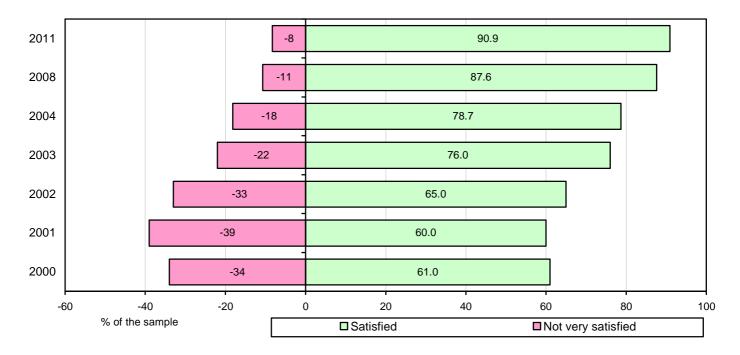
100

Kerbside Recyclable Collection Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Kerbside Recyclable Collection of paper, plastic, glass and cans using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (51%) are very satisfied with the Kerbside Recyclable Collection of paper, plastic, glass and cans with a further 40% being fairly satisfied. Only a small proportion of respondents were not very satisfied.

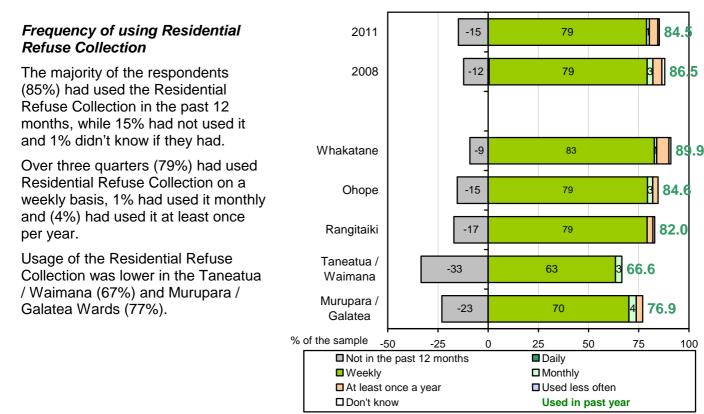


Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased this year.



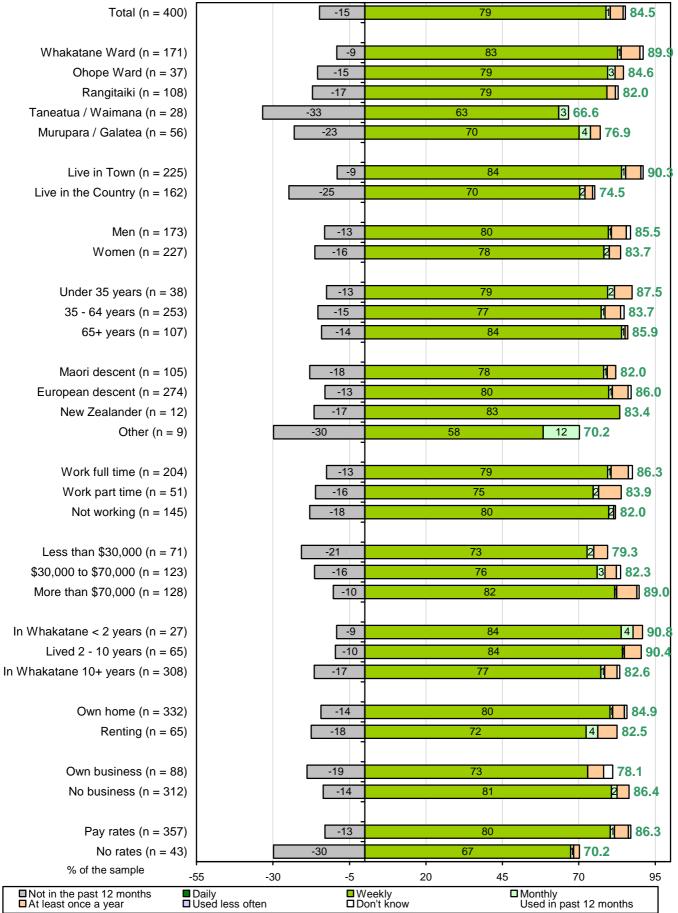
Residential Refuse Collection

Respondents were asked how often they used the Residential Refuse Collection in the past year. This was asked for the first time in 2008.



The chart over the page compares the usage of the Residential Refuse Collection among the various subgroups of interest. Respondents who were significantly **more likely** to use the Residential Refuse Collection include:

- Those from the Whakatane Ward (90%)
- Those living in town (90%)
- Those who don't own or operate their own business (86%)
- Those who pay rates (86%)



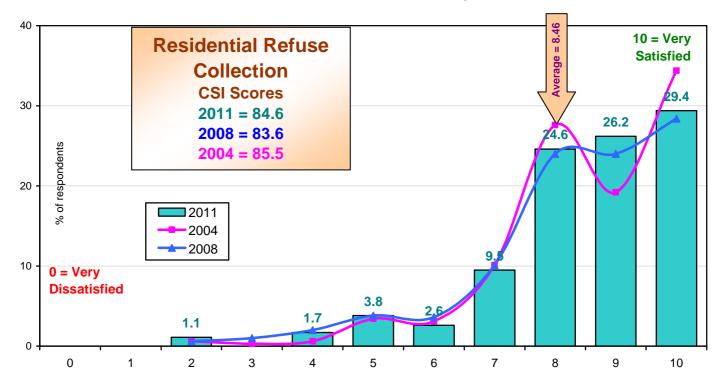
Usage of the Residential Refuse Collection by subgroup

Satisfaction with the Residential Refuse Collection

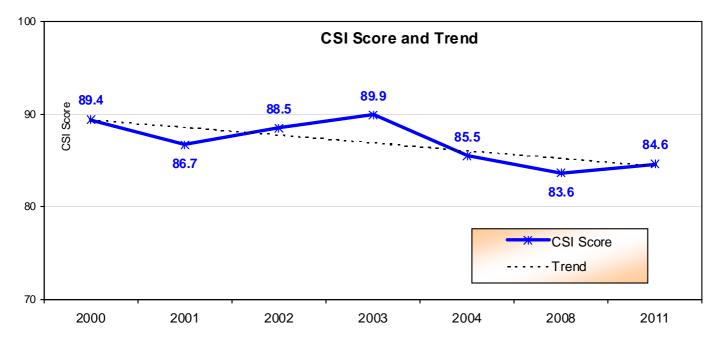
Respondents who had used the Residential Refuse Collection in the last 12 months (n=335) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The majority of the respondents in the subgroup (90%) were satisfied with the Residential Refuse Collection (Scores 7 – 10). Over half of the users (56%) rated this service with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (29%). Less than a tenth of the subgroup (8%) rated the Residential Refuse Collection with a score that was neutral (Scores 4 – 6), and 4 respondents (1.1%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Residential Refuse Collection was 84.6. This again rates as an excellent service.



The CSI score of 84.6 is 1.0 points higher than the 2008 result. This is the second lowest CSI score recorded by this monitor and there appears to be an downward trend over recent readings.



84.6

85.4 85.1

90.6

88.2

85.2

83.4

82.6

81.4

83.9

88.2

86.1

84.9

81.3

84.4

85.0

83.7

82.4

87.1

89.

83.7

82.5

84.1

87.1

82.6

85.2

84.6 85.1

83.2

87.2

88.1

77.0

79.0

80.3

81.1 88.5

84.6 87.1 84.0

86.5

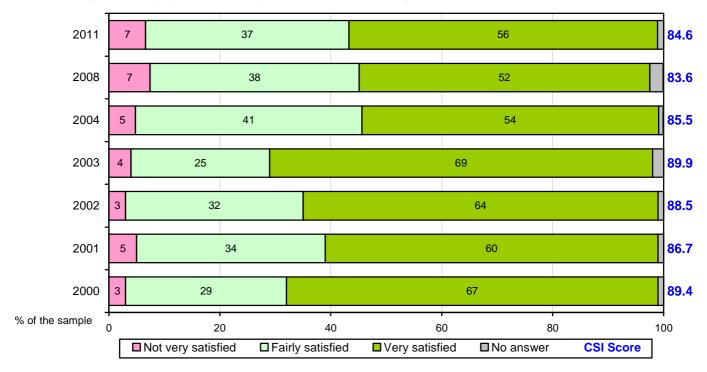
80.7

Sa	tisfaction with Residential Refuse	Total	335				
	llection by demographics						
00	nection by demographics	Whakatane Ward	154				
Th	ere are a number of variables which	Ohope Ward	31				
api	pear to have a significant impact on	Rangitaiki Ward	87				8 🚞
	isfaction with Council services and	Taneatua / Waimana	19				
	ilities. The chart opposite compares	Murupara / Galatea	44				
	se variables.						
		Live in Town	204				
Th	e analysis shows that there are high	Live in the Country	119				
lev	els of satisfaction with Residential						
Re	fuse Collection across most of the	Men	147				
sub	ogroups of interest	Women	188				
	•						
	e variables that appear to have had the	Under 35 years	32				8 📃
	eatest impact on satisfaction with	35 - 64 years	211				
Re	sidential Refuse Collection were:	65+ years	91				
•	Respondents from the Rangitaiki Ward						
•	(CSI score 80.7) were significantly less	Maori descent	85				
	satisfied than those from other Wards (CSI	European descent	234				
	score 85.1 – 90.62).						
	,	In Whakatane < 2 years	24				8
٠	Respondents aged over 65 (CSI score	Lived 2 - 10 years	58				
	88.2) were significantly more satisfied than	In Whakatane 10+ years	253				
	those from other age groups.						
•	Those who were not in paid employment	Work full time	174				
•	(CSI score 87.1) were significantly more	Work part time	42				
	satisfied than those working full or part	Not working	119				
	time.	C C					
		Less than \$30,000	55				
٠	Those with a household income under	\$30,000 to \$70,000	102				
	\$30,000 (CSI score 89.2) were	More than \$70,000	112				
	significantly more satisfied than those in						
	the higher income brackets (CSI score	Own home	279				
	82.5 – 83.71).	Renting	53				
•	Respondents who thought they received	5					
	good value for their rates (CSI score 87.2)	Own business	68				
	were significantly more satisfied than	No business	267				
	those who thought they got poor value for						
	their rates (CSI score 77.0).	Pay rates	305				
-	Those who rated Whakatane as a place to	No rates	30				
•	live with scores of 9 or 10 (CSI score 88.1)						
	were significantly more satisfied than	Rates poor value	46				77.
	those who rated Whakatane as a place to	Rates neither	131				
	live with scores of 0 to 6 (CSI score 79.0)	Rates good value	100				
		-					
•	Those who were satisfied with the overall	Place to live (score 0 - 6)	28				79
	performance of Council (CSI score 88.5)	Place to live (score 7 - 8)	113				8
	are significantly more satisfied than those	Place to live (score 9 - 10)	192				rr
	who were dissatisfied with the overall	. ,					
	performance of Council (CSI score 68.7).	Dissatisfied Council Overall	23				68.7
		Council Overall - Neutral	106				8
		Satisfied with Council Overall	195				
		Weekly	314				
		Monthly	6				
		At least once per year	15				
		CSI Sooro		+			
				20	40	60	80
			CSI	Score		# of respon	ndents

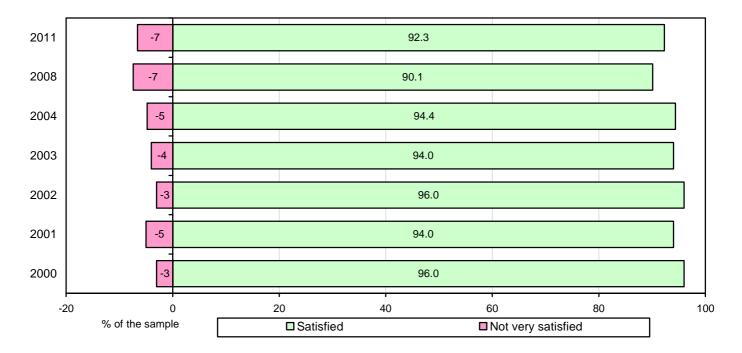
100

Residential Refuse Collection Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Residential Refuse Collection using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (56%) are very satisfied with the Residential Refuse Collection with a further 37% being fairly satisfied. Only a small proportion of respondents were not very satisfied.

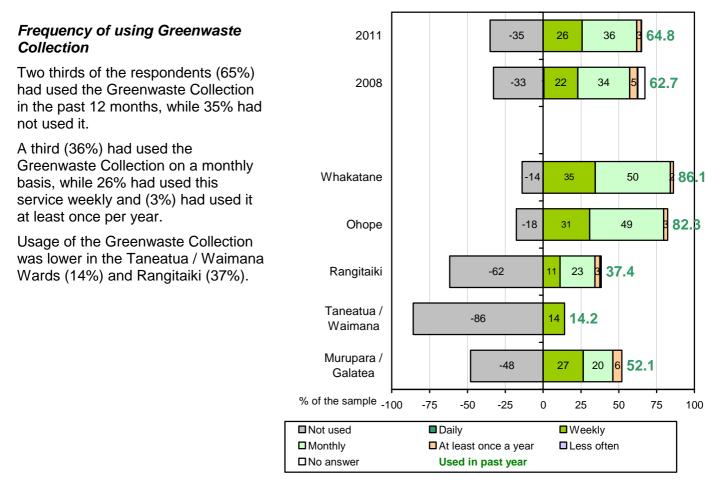


Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels are similar to 2008.



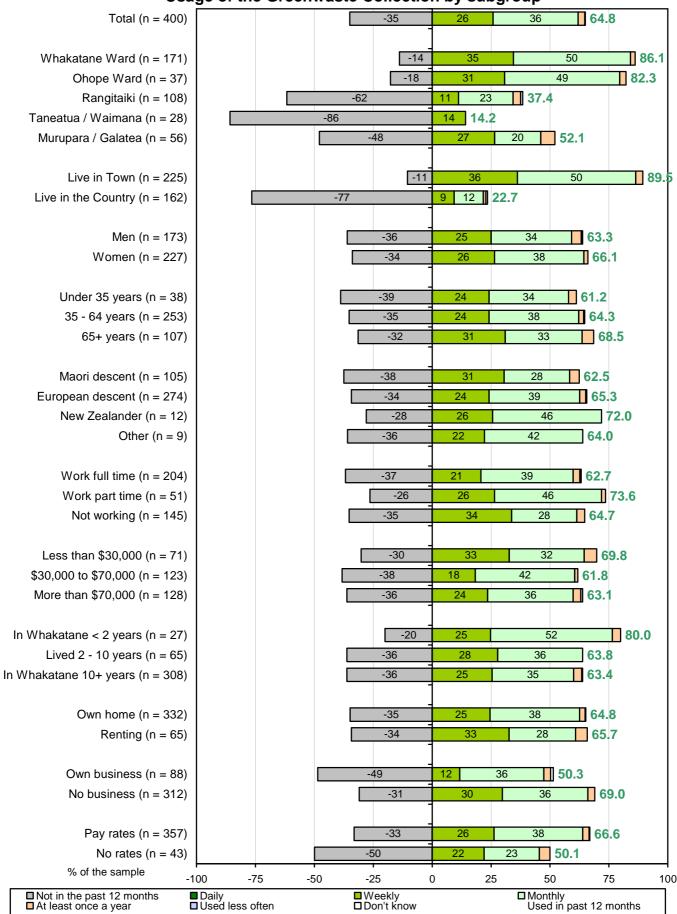
Greenwaste Collection

Respondents were asked how often they used the Greenwaste Collection in the past year. This was asked for the first time in 2008.



The chart over the page compares the usage of the Greenwaste Collection among the various subgroups of interest. Respondents who were significantly **more likely** to use the Greenwaste Collection include:

- Those living in town (90%)
- Those from the Whakatane Ward (86%) and the Ohope Ward (82%)
- Those who don't own or operate their own business (69%)



Usage of the Greenwaste Collection by subgroup

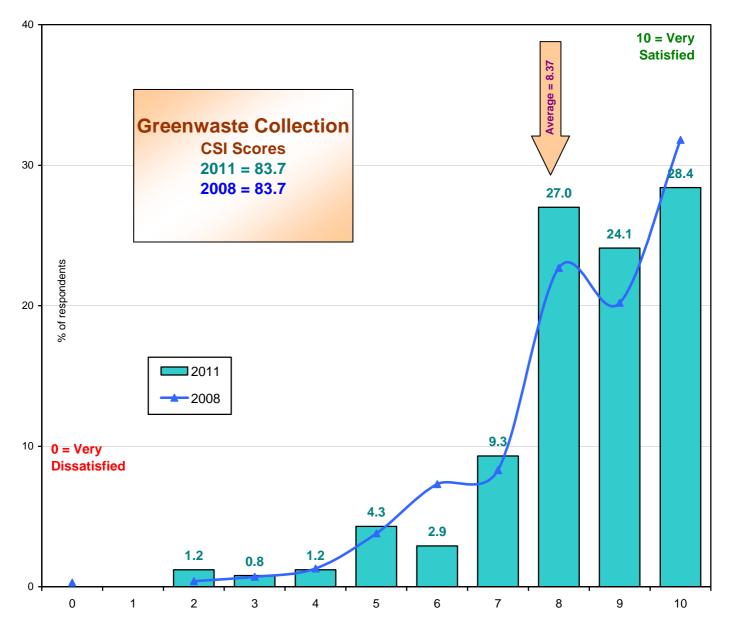
Satisfaction with the Greenwaste Collection

Respondents who had used the Greenwaste Collection in the last 12 months (n=249) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (89%) were satisfied with the Greenwaste Collection (Scores 7 – 10). Over half of the users (53%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (28%).

Less than a tenth of the subgroup (8%) rated the Greenwaste Collection with a score that was neutral (Scores 4 - 6), and 5 respondents (2.0%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the Greenwaste Collection was 83.7, unchanged from 2008. This again rates as an excellent service.



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83.7

84.5

79.3

86.9

83.6

83.9

85.1

84.1

83.4

80.6

83.3 86.4

86.5

83.4

82.5

84.7

83.7

81.7

83.4

87.1

85.6

83.6

81.9

82.4

81.5

84.2

83.8

83.5

81.4

78.9

76.9

78.4

88.

88.

87.4

85.7

82.5

81.5

80

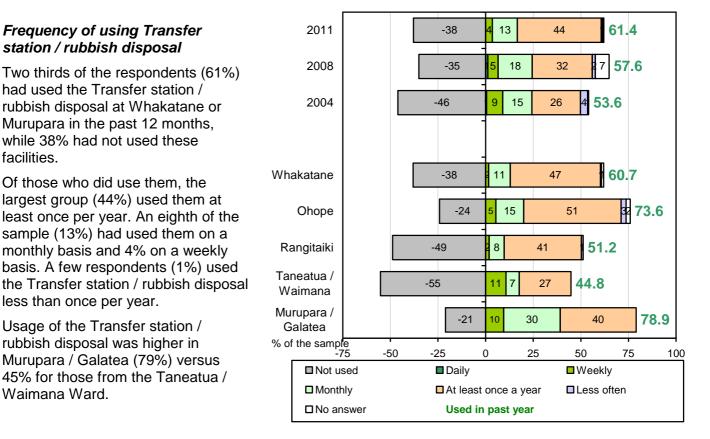
90.5

249 Total Satisfaction with Greenwaste **Collection by demographics** Whakatane Ward 147 Ohope Ward 30 There are a number of variables which Rangitaiki Ward 38 appear to have a significant impact on Taneatua / Waimana 69.0 4 satisfaction with Council services and Murupara / Galatea 30 facilities. The chart opposite compares these variables. Live in Town 201 Live in the Country 36 The analysis shows that there are high levels of satisfaction with the Greenwaste 105 Men Collection across most of the subgroups Women 144 of interest The variables that appear to have had the Under 35 years 21 greatest impact on satisfaction with the 35 - 64 years 155 65+ years 72 Greenwaste Collection were: Respondents from Taneatua / Waimana Maori de scent 62 (CSI score 69.0) were significantly less European descent 174 satisfied than those from other Wards (CSI score 79.3 - 86.9). In Whakatane < 2 years 20 Lived 2 - 10 years 39 Respondents aged over 65 (CSI score 190 In Whakatane 10+ years 86.4) were significantly more satisfied than those from other age groups. Work full time 120 Those who were not in paid employment Work part time 36 (CSI score 87.1) were significantly more 93 Not working satisfied than those working full or part time. Less than \$30,000 48 72 \$30,000 to \$70,000 Those with a household income under More than \$70.000 78 \$30,000 (CSI score 85.6) were significantly more satisfied than those in 208 the higher income brackets (CSI score Own home 81.9 - 83.6). Renting 40 Respondents who thought they received Own business 43 good value for their rates (CSI score 88.1) No business 206 were significantly more satisfied than those who thought they got poor value for Pay rates 228 their rates (CSI score 76.2). No rates 21 Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 88.3) Rates poor value 30 76.2 were significantly more satisfied than Rates neither 96 those who rated Whakatane as a place to Rates good value 82 live with scores of 0 to 6 (CSI score 74.8) Place to live (score 0 - 6) 21 74.8 Those who were satisfied with the overall Place to live (score 7 - 8) 87 performance of Council (CSI score 87.4) Place to live (score 9 - 10) 139 are significantly more satisfied than those who were dissatisfied with the overall **Dissatisfied Council Overall** 18 performance of Council (CSI score 76.9). Council Overall - Neutral 82 Respondents who used the Greenwaste Satisfied with Council Overall 143 Collection weekly (CSI score 85.7) appear more satisfied than those who use it once 100 Weekly per year (CSI score 81.5). Monthly 138 11 At least once per year CSI Score 20 40 60 0 CSI Score # of respondents

100

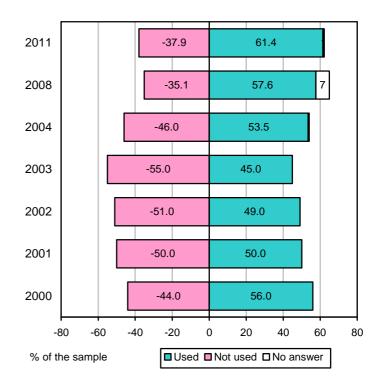
Transfer station / rubbish disposal at Whakatane or Murupara

Respondents were asked how often they used the Transfer station / rubbish disposal at Whakatane or Murupara in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

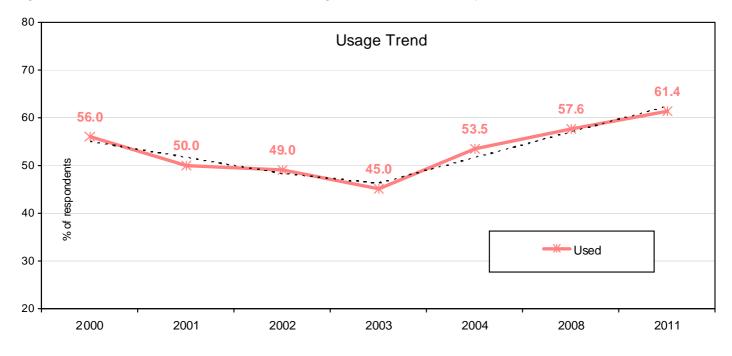


Comparing the history of the Transfer station / rubbish disposal at Whakatane or Murupara usage shows that current usage at 61% is up 4% from the 2008 result.

It is important to note that prior to 2004 this was asked as using the land fill.

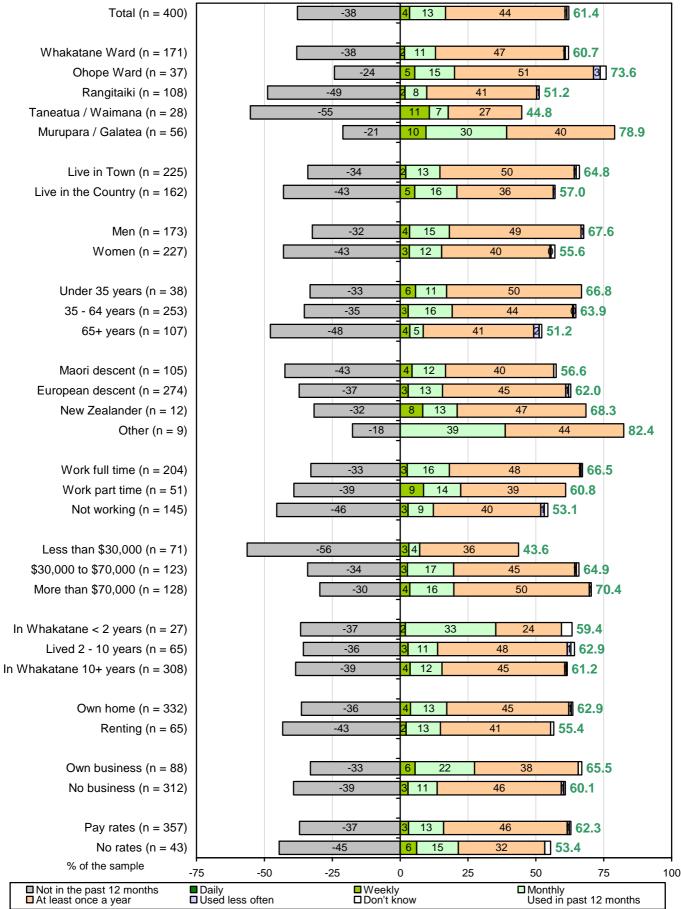


The chart shows the usage trend for the Transfer station / rubbish disposal at Whakatane or Murupara based on the percentage who had used these facilities in the past 12 months. Usage at 61% is 4 points higher than that recorded in 2008. This is the highest result recorded by this monitor.



The chart over the page compares the usage of the Transfer station / rubbish disposal at Whakatane or Murupara among the various subgroups of interest. Respondents who were significantly **more likely** to use the Transfer station / rubbish disposal at Whakatane or Murupara include:

- Those from Murupara / Galatea (79%)
- Those with a household income of over \$70,000 (70%)
- Men (68%)
- Those aged under 35 (67%)
- Those working full time (66%) in paid employment
- Those living in town (65%)



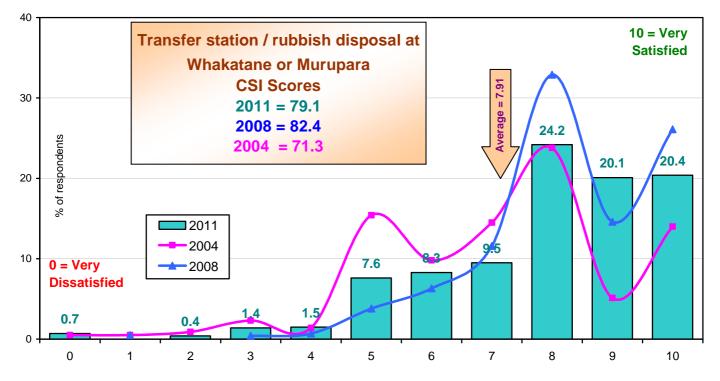
Usage of the Transfer Station / rubbish disposal by subgroup

Satisfaction with Transfer station / rubbish disposal at Whakatane or Murupara

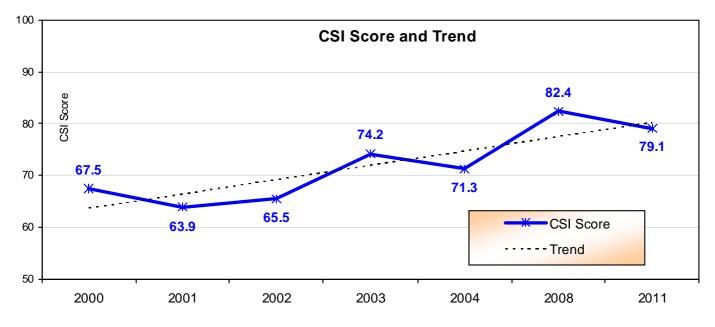
Respondents who had used Transfer station / rubbish disposal at Whakatane or Murupara in the last 12 months (n=236) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (74%) were satisfied with Transfer station / rubbish disposal (Scores 7 – 10). Over a third of the users (40%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (24%). A sixth of the subgroup (17%) rated the Transfer station / rubbish disposal with a score that was neutral (Scores 4 – 6), and 6 respondents (2.4%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Transfer station / rubbish disposal was 79.1 which rates as an excellent performance.



The CSI score of 79.1 is 3.3 points lower than the 2008 result although this is still the second highest recorded to date. There appears to be an upward trend in the CSI scores over recent readings.



79.1

79.1

81.9

78.4

77.4

75.3

81.0

79.3

80.9

83.5

77.5

78.5

81.0

78.7

81.2

82.6

80.9

79.0

80.0

79.0

79.1

79.0

74.0

70.1

68.0

77.0

84.4

82.5

82.8

84.3

81.5

78.0

80

of respondents

CSI Score

4.6

80.4

74.2

76.0

70.5

80.6

85.6

75.6

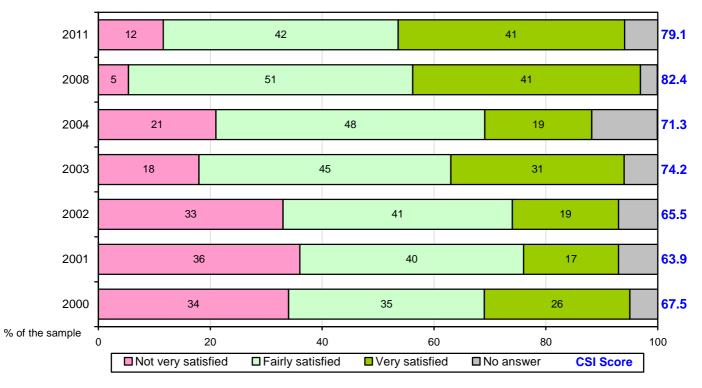
74.8

236 Total Satisfaction with Transfer station / rubbish disposal at Whakatane or Whakatane Ward 101 Murupara by demographics Ohope Ward 26 Rangitaiki Ward 52 There are a number of variables which Taneatua / Waimana 12 appear to have a significant impact on Murupara / Galatea 45 satisfaction with Council services and facilities. The chart opposite compares Live in Town 141 these variables. Live in the Country 89 The analysis shows that there are high levels of satisfaction with the Transfer Men 114 Women 122 station / rubbish disposal at Whakatane or Murupara across most of the subgroups Under 35 years 24 of interest 35 - 64 years 157 The variables that appear to have had the 54 65+ years greatest impact on satisfaction with the Transfer station / rubbish disposal at Maori descent 58 Whakatane or Murupara were: European descent 163 Respondents from Murupara / Galatea In Whakatane < 2 years 15 (CSI score 85.6) were significantly more Lived 2 - 10 years 40 satisfied than those from other Wards (CSI In Whakatane 10+ years 181 score 74.8 - 81.9). Respondents who thought they received Work full time 129 good value for their rates (CSI score 84.4) Work part time 31 were significantly more satisfied than Not working 76 those who thought they got poor value for their rates (CSI score 74.0). Less than \$30,000 30 \$30,000 to \$70,000 77 Those who rated Whakatane as a place to More than \$70,000 88 live with scores of 9 or 10 (CSI score 82.5) were significantly more satisfied than Own home 202 those who rated Whakatane as a place to Rentina 33 live with scores of 0 to 6 (CSI score 70.1) Those who were satisfied with the overall 56 Own business performance of Council (CSI score 82.8) No business 180 are significantly more satisfied than those who were dissatisfied with the overall 214 Pay rates performance of Council (CSI score 68.0). No rates 22 The respondents who used the Transfer station / rubbish disposal at Whakatane or Rates poor value 39 Murupara weekly (CSI score 84.3) appear Rates neither 89 more satisfied than those who use this Rates good value 66 less often. Place to live (score 0 - 6) 23 Place to live (score 7 - 8) 80 Place to live (score 9 - 10) 132 **Dissatisfied Council Overall** 20 Council Overall - Neutral 75 Satisfied with Council Overall 135 Weekly 16 Monthly 52 At least once per year 165 **CSI Score** 0 20 40 60

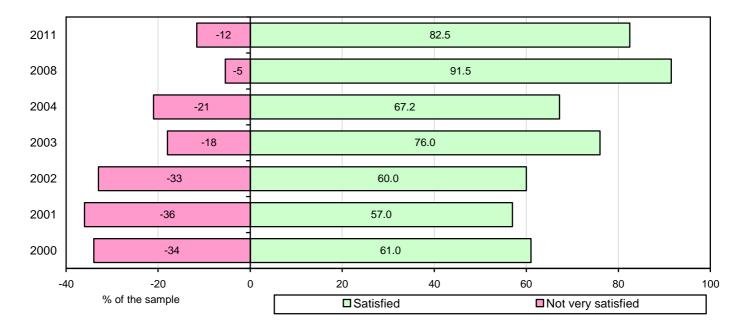
100

Transfer station / rubbish disposal at Whakatane or Murupara Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Transfer station / rubbish disposal at Whakatane or Murupara using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (42%) are fairly satisfied with the Transfer station / rubbish disposal at Whakatane or Murupara with a further 41% being very satisfied. Only a small proportion of respondents were not very satisfied.

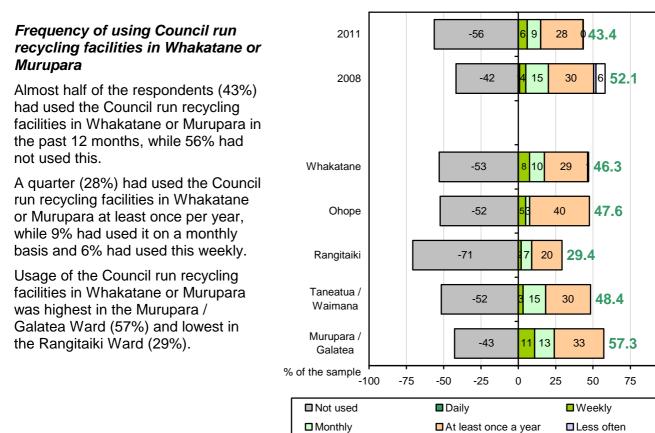


Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have decreased this year.



Council run Recycling facilities in Whakatane or Murupara

Respondents were asked how often they used the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) in the past year. This was asked for the first time this year.



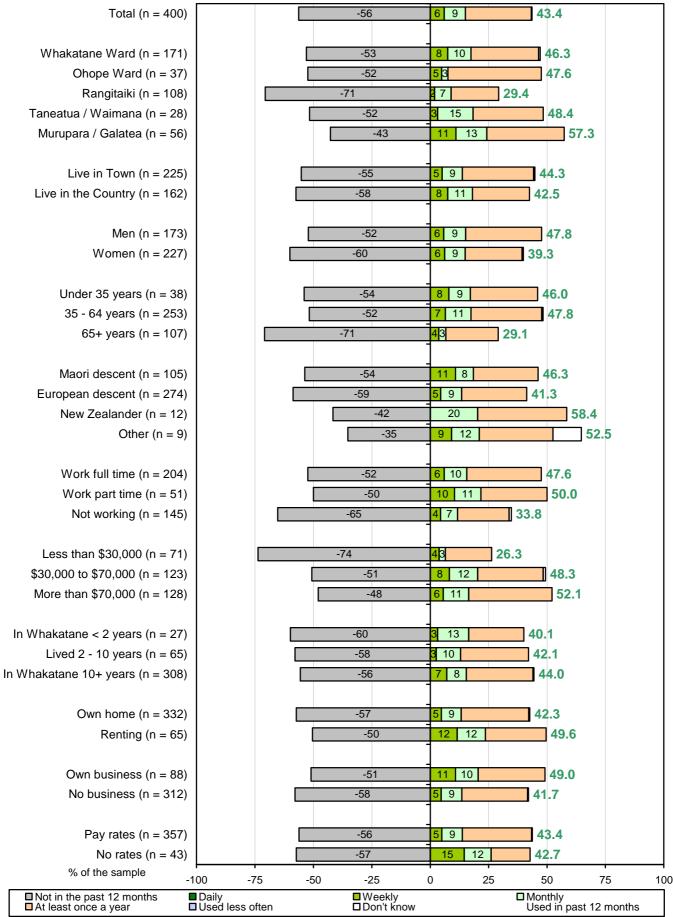
The chart over the page compares the usage of the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) among the various subgroups of interest. Respondents who were significantly **more likely** to use the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) include:

Used in past year

□ No answer

- Those from the Murupara / Galatea Ward (57%)
- Those with a household income of over \$70,000 (52%)
- Men (48%)
- Those aged between 35 64 years (48%)
- Those who are working part time in paid employment (50%)

100



Usage of the Council run Recycling Facilities by subgroup

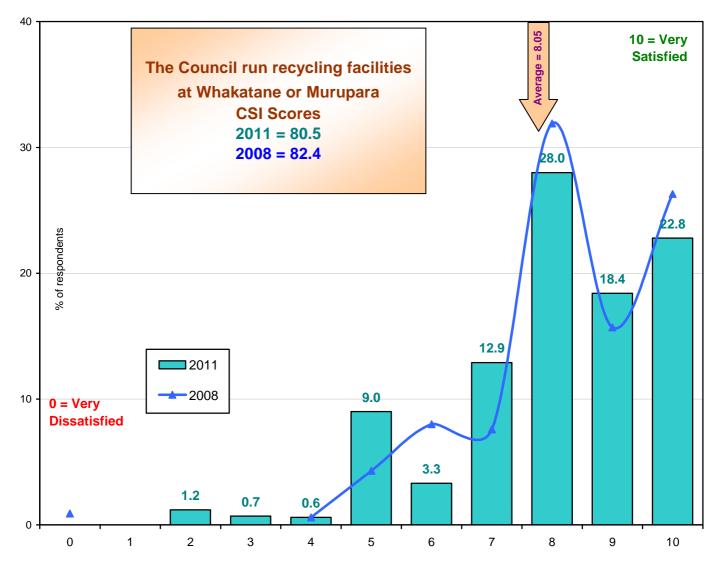
Satisfaction with the Council run recycling facilities in Whakatane or Murupara

Respondents who had used the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) in the last 12 months (n=168) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (82%) were satisfied with the Council run recycling facilities in Whakatane or Murupara (Scores 7 – 10). Two fifths of the users (41%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (28%).

An eighth of the subgroup (13%) rated the Council run recycling facilities in Whakatane or Murupara with a score that was neutral (Scores 4 - 6), and 3 respondents (1.9%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the Council run recycling facilities in Whakatane or Murupara was 80.5. This is down 1.9 points from 2008 but this still rates as an excellent service.



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80.5

79.3

79.4

79.2

82.3

79.9

81.1

79.8

78.3

78.4

82.4

81.8

79.4

79.8

79.9

82.9

83.3

79.5

80.1

70.2

68.3

67.1

60

of respondents

84.4

83.9

80.8

79.6

78.3

80.6

78.7

80

82.7

88.3

83.0

75.2

85.2

76.6

72.3

75.1

85.8

86.0

87.3

87.

75.4

Total 168 Satisfaction with Council run recycling facilities by demographics Whakatane Ward 78 Ohope Ward 17 There are a number of variables which 29 Rangitaiki Ward appear to have a significant impact on Taneatua / Waimana 13 satisfaction with Council services and Murupara / Galatea 31 facilities. The chart opposite compares these variables. Live in Town 96 The analysis shows that there are high Live in the Country 68 levels of satisfaction with the Council run 80 Men recycling facilities in Whakatane or 88 Women Murupara across most of the subgroups of interest Under 35 years 17 The variables that appear to have had the 35 - 64 years 119 greatest impact on satisfaction with the 65+ years 31 Council run recycling facilities in 48 Maori descent Whakatane or Murupara were: European descent 108 Respondents from the Murupara / Galatea Ward (CSI score 87.4) and Taneatua / In Whakatane < 2 years 11 Waimana Ward (CSI score 87.3) were Lived 2 - 10 years 26 significantly less satisfied than those from 131 In Whakatane 10+ years other Wards (CSI score 75.4 - 79.4). Work full time 95 Those with a household income over Work part time 26 \$70,000 (CSI score 75.2) were 47 Not working significantly less satisfied than those in the lower income brackets (CSI score 79.8 -Less than \$30,000 20 85.2). \$30,000 to \$70,000 60 Respondents of Maori descent (CSI score More than \$70,000 64 86.0) were significantly more satisfied than those of European descent (CSI score 137 Own home 78.4). Renting 31 Respondents who thought they received good value for their rates (CSI score 80.8) Own business 44 were significantly more satisfied than No business 124 those who thought they got poor value for their rates (CSI score 70.2). Pay rates 151 No rates 17 Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 83.0) Rates poor value 28 were significantly more satisfied than Rates neither 61 those who rated Whakatane as a place to Rates good value 46 live with scores of 0 to 6 (CSI score 68.3) Those who were satisfied with the overall Place to live (score 0 - 6) 15 performance of Council (CSI score 82.7) Place to live (score 7 - 8) 59 are significantly more satisfied than those Place to live (score 9 - 10) 93 who were dissatisfied with the overall performance of Council (CSI score 67.1). Dissatisfied Council Overall 11 Council Overall - Neutral 51 Respondents who used the Council run Satisfied with Council Overall 100 recycling facilities in Whakatane or Murupara weekly (CSI score 88.3) appear Weekly 24 more satisfied than those who use it less Monthly 37 often. At least once per year 107 **CSI Score** 20 0 40 CSI Score

100

Hazardous Waste Disposal facilities at Whakatane Recycling Park

Respondents were asked how often they used the Hazardous Waste Disposal facilities at Whakatane Recycling Park in the past year. This was asked for the first time this year.

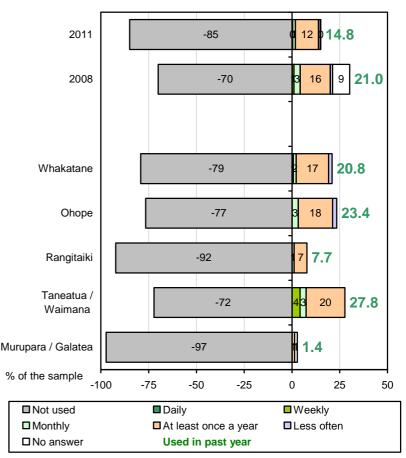
Frequency of using Hazardous Waste Disposal facilities at Whakatane Recycling Park

Only one seventh of the respondents (15%) had used the Hazardous Waste Disposal facilities in the past 12 months, while 85% had not used it.

Of those who had used Hazardous Waste Disposal facilities, the largest group (12%) had used it at least once per year, 1% on a monthly basis and 0.4% had used it weekly.

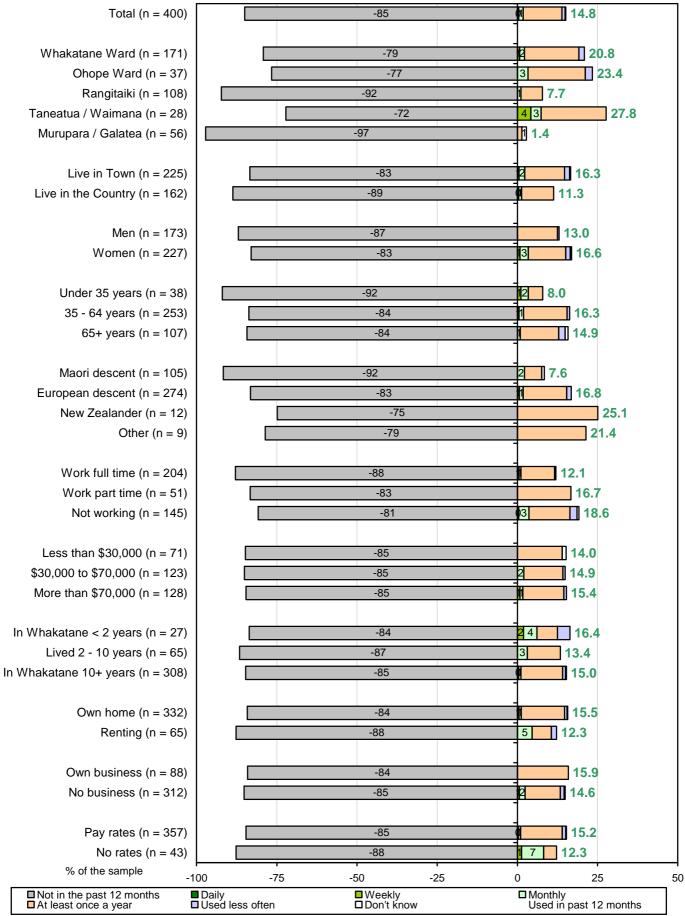
No one (0%) had used it on a daily basis.

Usage of the Hazardous Waste Disposal facilities was significantly lower in the Murupara / Galatea Ward (1%) and Rangitaiki Ward (8%).



The chart over the page compares the usage of the Hazardous Waste Disposal facilities at Whakatane Recycling Park among the various subgroups of interest. Respondents who were significantly **more likely** to use the Hazardous Waste Disposal facilities at Whakatane Recycling Park include:

- Those from the Taneatua / Waimana Ward (28%), Ohope Ward (23%) and the Whakatane Ward (21%)
- Those who describe their ethnicity as "New Zealander" or "kiwi" (25%) or "Other" (21%)



Usage of the Hazardous Waste Disposal by subgroup

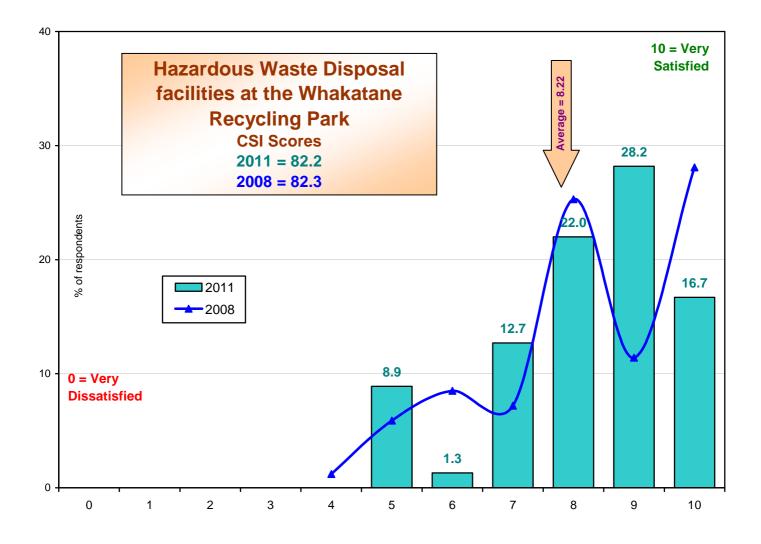
Satisfaction with the Hazardous Waste Disposal facilities at Whakatane Recycling Park

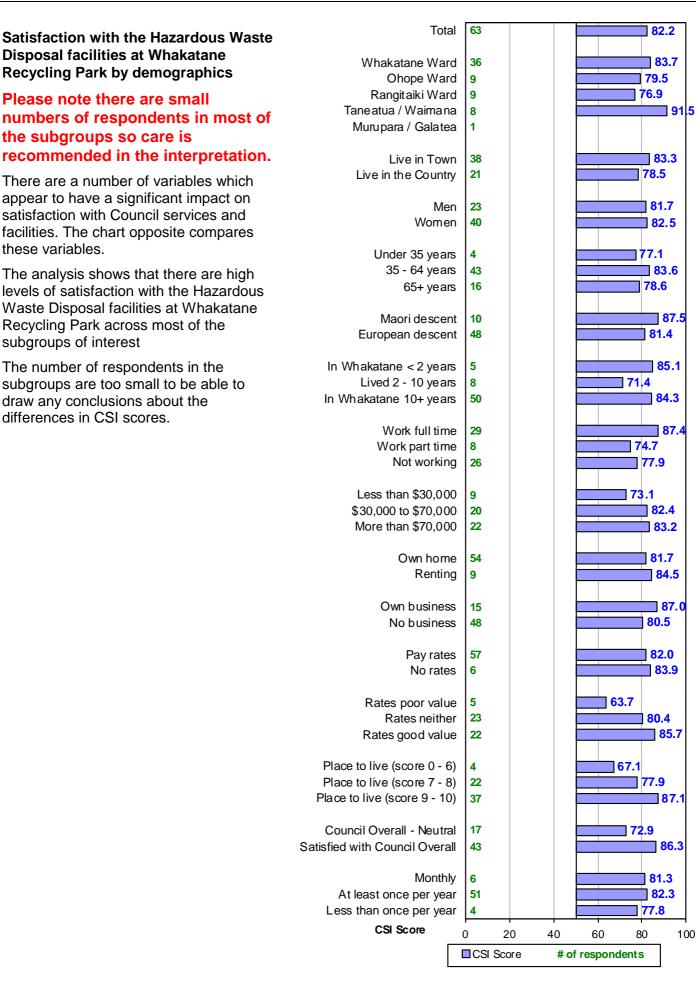
Respondents who had used the Hazardous Waste Disposal facilities at Whakatane Recycling Park in the last 12 months (n=63) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (80%) were satisfied with the Hazardous Waste Disposal facilities at Whakatane Recycling Park (Scores 7 – 10). Almost half of the users (45%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (17%).

A tenth of the subgroup (10%) rated the Hazardous Waste Disposal facilities at Whakatane Recycling Park with a score that was neutral (Scores 4 - 6), and no respondents (0%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

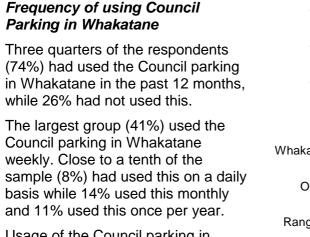
The CSI score for the Hazardous Waste Disposal facilities at Whakatane Recycling Park was 82.2 virtually unchanged from 2008. This again rates as an excellent service.



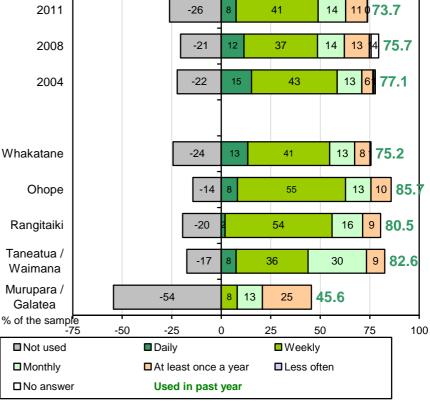


Council Parking in Whakatane

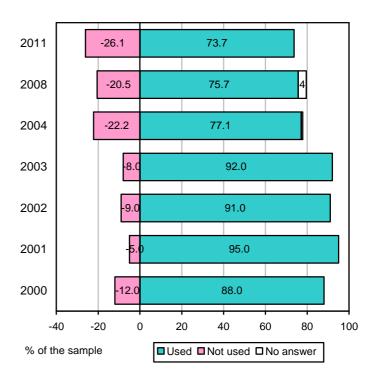
Respondents were asked how often they used the Council Parking in Whakatane in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



Usage of the Council parking in Whakatane was lower in the Murupara / Galatea Ward (46%) but ranged from 76% - 86% in the other Wards.

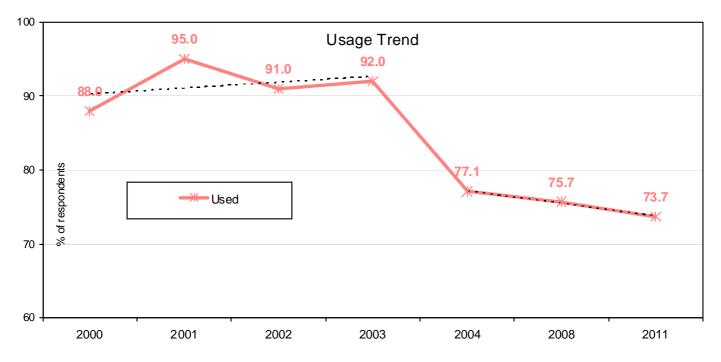


Comparing the history of Council Parking in Whakatane usage shows that current usage at 74% is down 2% from the 2008 result.



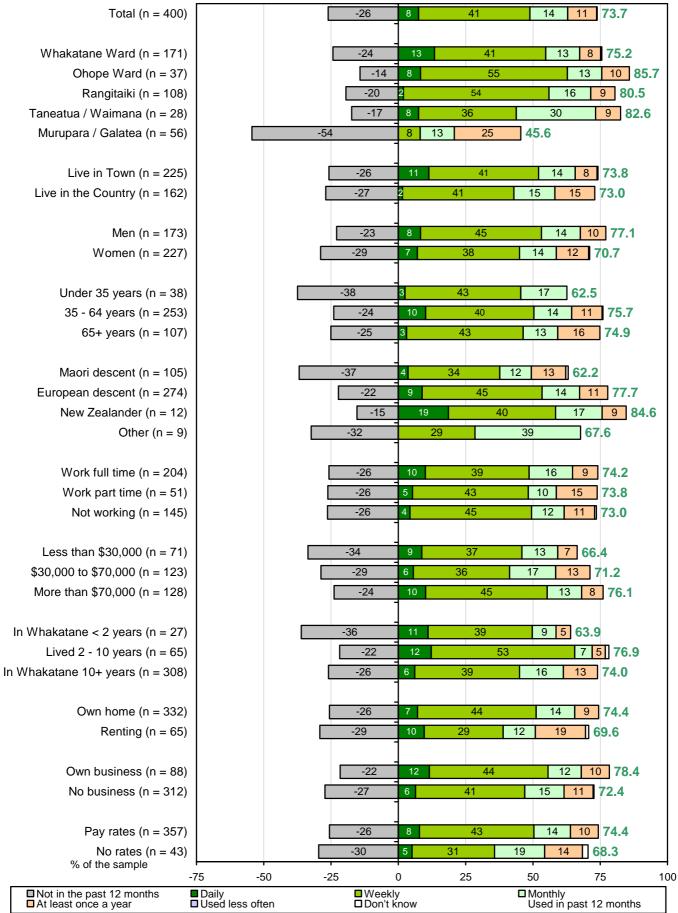
The chart shows the usage trend for Council Parking in Whakatane based on the percentage who had used these facilities in the past 12 months. Usage at 73.7% is 2.0 points lower than that recorded in 2008. This is lowest usage recorded to date.

Note: It is probable that changing the question wording from Council parking to Council parking in Whakatane in 2004 has caused the drop in usage from the 2000 – 2003 results.



The chart over the page compares the usage of the Council Parking in Whakatane among the various subgroups of interest. Respondents who were significantly **more likely** to use the Council Parking in Whakatane include:

- Those from the Ohope (86%)
- Those who described their ethnicity as "New Zealander" or Kiwi" (85%) or of European descent (78%)



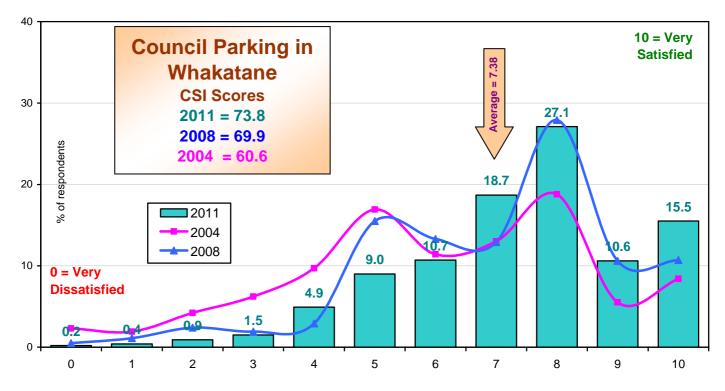
Usage of the Council Car Parks by subgroup

Satisfaction with Council parking in Whakatane

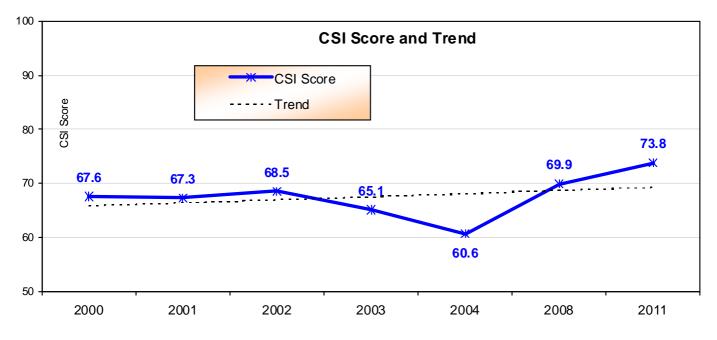
Respondents who had used Council parking in Whakatane in the last 12 months (n=294) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (72%) were satisfied with Council parking in Whakatane (Scores 7 – 10). A quarter (26%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (27%). A quarter of the subgroup (25%) rated the Council parking in Whakatane with a score that was neutral (Scores 4 – 6), and 9 respondents (3%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Council parking in Whakatane was 73.8. This is a rise of 3.9 points from 2008 and this now indicates a good level of satisfaction.



The CSI score of 73.8 is 3.9 points higher than the 2008 result. This is the highest result recorded by the monitor and the latest result is well above the trend of recent readings.



Satisfaction with Council Parking in Whakatane by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

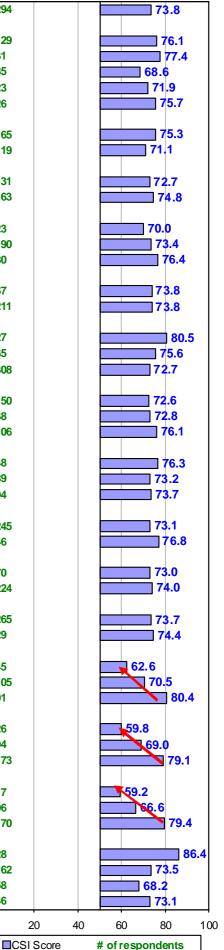
The analysis shows that there are reasonable levels of satisfaction with Council Parking in Whakatane across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with Council Parking in Whakatane were:

- Respondents from town (CSI score 75.3) are more satisfied than those from the country.
- Respondents aged over 65 (CSI score 76.4) appear more satisfied than those from other age groups.
- Respondents who have lived in Whakatane for less than two years (CSI score 80.5) appear more satisfied than those who have lived there longer (CSI score 72.7 – 75.6).
- Respondents who thought they received good value for their rates (CSI score 80.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 62.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 79.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 59.8)
- Those who were satisfied with the overall performance of Council (CSI score 79.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 59.2).
- The respondents who used Council Parking in Whakatane daily (CSI score 86.4) are significantly more satisfied than those who use these less often.

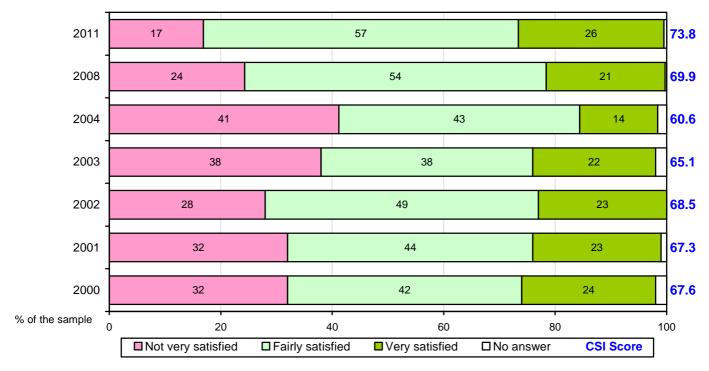
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Total294Whakatane Ward Rangitaiki Ward Rangitaiki Ward Rangitaiki Ward Rangitaiki Ward Rangitaiki Ward Rangitaiki Ward Rangitaiki Ward Rangitaiki Ward Rane atua / Waimana 23129Tane atua / Waimana Murupara / Galatea 2626Live in Town Live in the Country165Live in the Country119Men Women131Under 35 years 65+ years2335 - 64 years 65+ years19065190Maori descent European descent67Lived 2 - 10 years Lived 2 - 10 years27In Whakatane <2 years Not working150Work full time Work part time Not working38Work full time Work part time Not working166Less than \$30,000 More than \$70,00048S30,000 to \$70,000 More than \$70,00048Pay rates Renting265Own business Rates poor value Rates neither Place to live (score 0 - 6) Place to live (score 9 - 10)26Place to live (score 9 - 10)173Dissatisfied Council Overall Woekly Weekly Monthly Kat least once per year17Daily Weekly At least once per year46			
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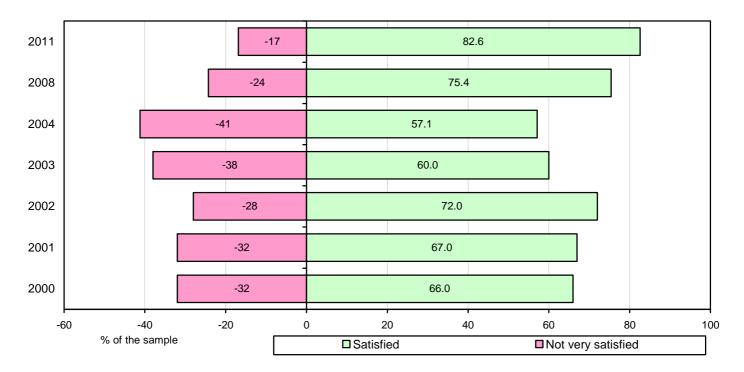


Council Parking in Whakatane Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Council Parking in Whakatane using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (57%) are fairly satisfied with the Council Parking in Whakatane with a further 26% being very satisfied. A sixth of the respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased sharply again this year.



27.4

27.1

22.8

19.3

25

Weekly

Less often

26.9

34.2

30.9

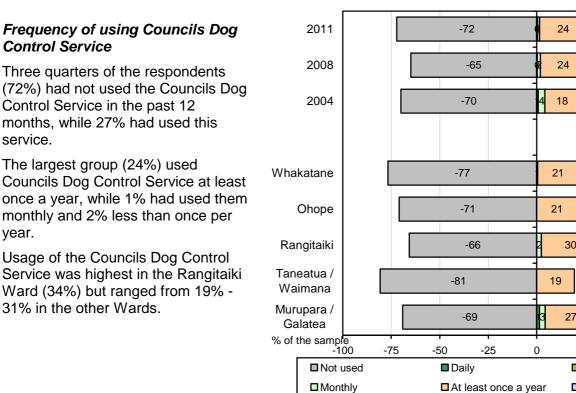
50

75

26.9

Councils Dog Control Service

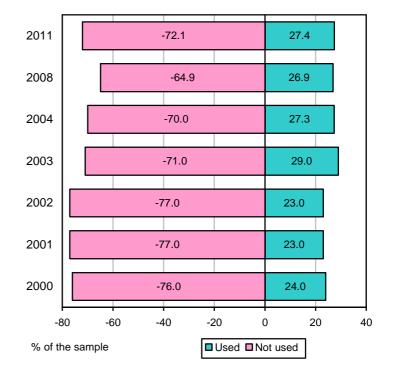
Respondents were asked how often they had contacted the Council about dogs in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



□No answer

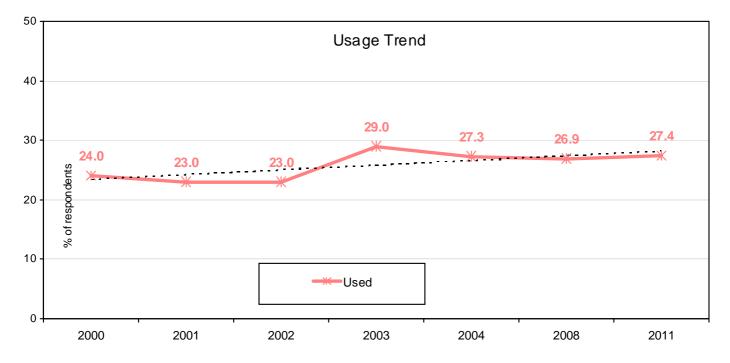
Comparing the history of Councils Dog Control Service usage shows that current usage at 27% is similar to the 2004 and 2008 result.

Once again the larger proportion of the sample has not contacted Council regarding dogs



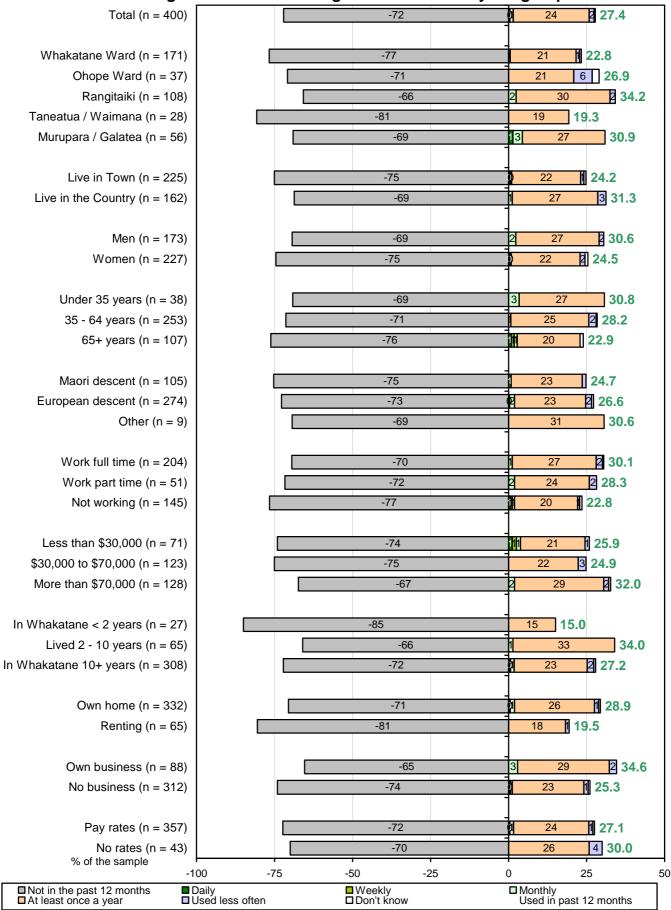
Used in past year

The chart shows the usage trend for Councils Dog Control Service based on the percentage who had used these facilities in the past 12 months. Usage at 27.4% is 0.5 points higher than that recorded in 2008 but similar to that recorded in 2004.



The chart over the page compares the usage of the Councils Dog Control Service among the various subgroups of interest. Respondents who were significantly **more likely** to use the Councils Dog Control Service include:

- Those living in the country (31%)
- Those who own or operate their own business (35%)
- Those who live in the Rangitaiki Ward (34%) or the Murupara / Galatea Ward (31%)



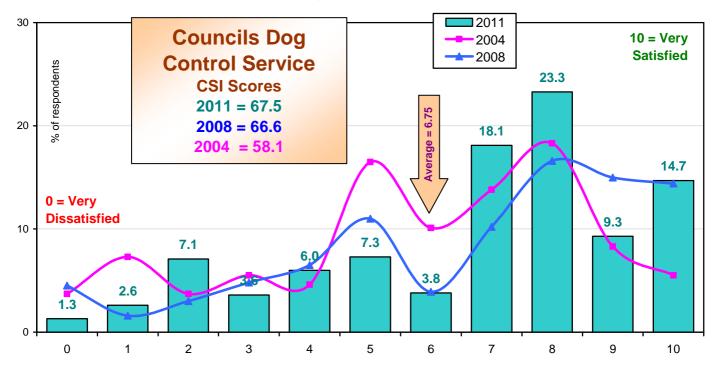
Usage of the Councils Dog Control Service by subgroup

Satisfaction with Councils Dog Control Service

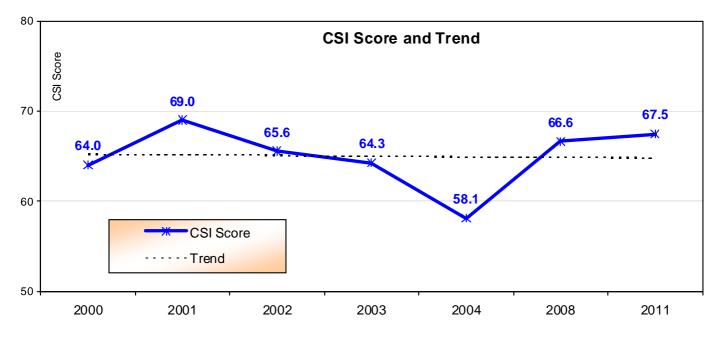
Respondents who had used Councils Dog Control Service in the last 12 months (n=105) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (65%) were satisfied with Councils Dog Control Service (Scores 7 – 10). A quarter (25%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (23%). A sixth of the subgroup (17%) rated the Councils Dog Control Service with a score that was neutral (Scores 4 – 6), and 16 respondents (15%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Councils Dog Control Service was 67.5, up 0.9 points from 2008. This again indicates fair level of satisfaction but with the need for improvement.



The CSI score of 67.5 is 0.9 points higher than the 2008 result. This is the second highest result recorded by the monitor and the latest result is well above the trend of recent readings.

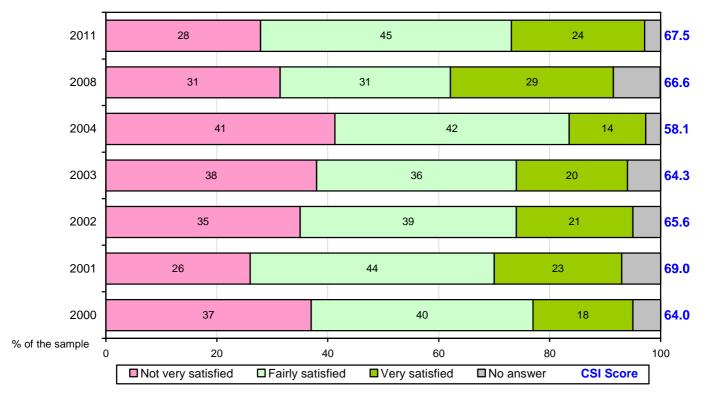


Satisfaction with Councils Dog Control	Total	105	67.5
Service by demographics	Whakatane Ward	20	71.3
Please note there are small	Ohope Ward	36 10	71.3
	Rangitaiki Ward	35	60.4
numbers of respondents in most of	Taneatua / Waimana	6	65.5
the subgroups so care is	Murupara / Galatea	18	66.3
recommended in the interpretation.	Watapata / Calatoa		
There are a number of variables which	Live in Town	51	72.0
appear to have a significant impact on	Live in the Country	49	64.3
satisfaction with Council services and			
facilities. The chart opposite compares	Men	51	67.4
these variables.	Women	54	67.6
The analysis shows that there are	Under 35 years	11	62.5
reasonable levels of satisfaction with	35 - 64 years	68	66.9
Councils Dog Control Service across most	65+ years	25	72.6
of the subgroups of interest			
The variables that appear to have had the	Maori descent	27	71.1
greatest impact on satisfaction with	European descent	68	65.8
Councils Dog Control Service were:	In Whakatane < 2 years	4	83.9
Respondents from the Ohope Ward (CSI	Lived 2 - 10 years	20	65.4
score 78.7) were more satisfied than those	In Whakatane 10+ years	81	67.2
from other Wards (CSI score $60.4 - 71.3$).	in whatalane for years		
	Work full time	59	61.3
 Respondents from town (CSI score 72.0) are more satisfied than those from the 	Work part time	13	78.2
country (CSI score 64.3).	Not working	33	76.4
	-		
Respondents aged over 65 (CSI score	Less than \$30,000	18	73.7
72.6) were significantly more satisfied than	\$30,000 to \$70,000	30	70.6
those from other age groups.	More than \$70,000	37	60.4
Respondents who have lived in			
Whakatane for less than 2 years (CSI	Own home	90	67.1
score 83.9) appear more satisfied than those who have lived there longer.	Renting	13	68.9
-	Own business	29	63.5
Those with a household income of under	No business	76	69.1
\$30,000 (CSI score 73.7) appear more			
satisfied than those in the higher income brackets (CSI score 60.4 – 70.6).	Payrates	92	67.1
	No rates	13	71.2
Respondents who thought they received			
good value for their rates (CSI score 74.4)	Rates poor value	22	53.9
were significantly more satisfied than those who thought they got poor value for	Rates neither	34	67.9
their rates (CSI score 53.9).	Rates good value	28	74.4
• Those who rated Whakatane as a place to	Place to live (score 0 - 6)		4.9
live with scores of 9 or 10 (CSI score 73.6) were significantly more satisfied than	Place to live (score 7 - 8)	31	62.7
those who rated Whakatane as a place to	Place to live (score 9 - 10)	63	73.6
live with scores of 0 to 6 (CSI score 44.9)	Council Overall - Neutral	20	60.5
· · · · · · · · · · · · · · · · · · ·	Satisfied with Council Overall	38	74.1
		60	/ 4.1
	At least once per year	93	68.4
	Less than once per year	6	79.4
			40 60 80 1
		CSI Score	# of respondents

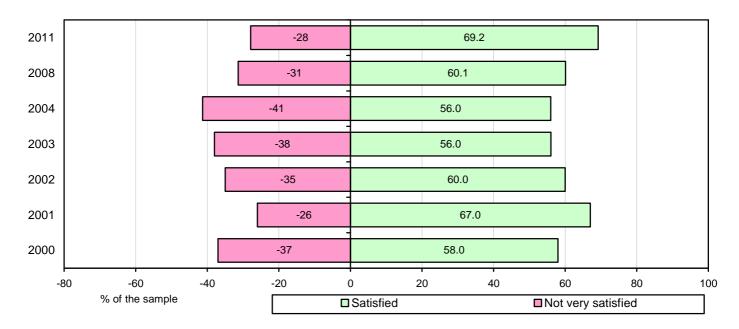
100

Councils Dog Control Service Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Councils Dog Control Service using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (45%) are fairly satisfied with the Councils Dog Control Service with a further 24% being very satisfied. A quarter of the respondents were not very satisfied.



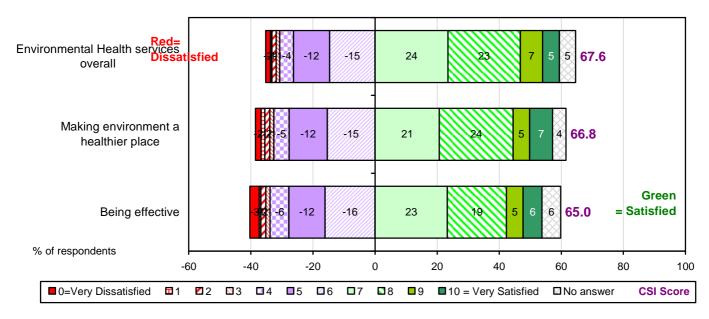
Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased again this year.



Environmental Health Services

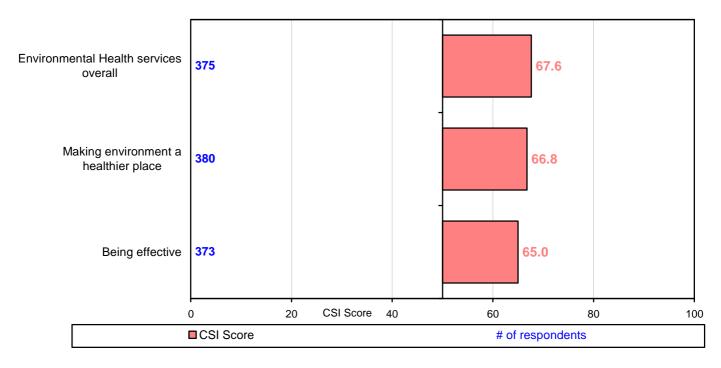
The respondents were asked 'Thinking about environmental health services, including public health, food, noise, litter and liquor licensing and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 59% for *Environmental Health services overall*' down to 54% for *Environmental Health services being effective*'. There are a small number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 4.5% for *Environmental Health services overall*' up to 6.5% for the *Environmental Health services being effective*'.



CSI scores for Environmental Health

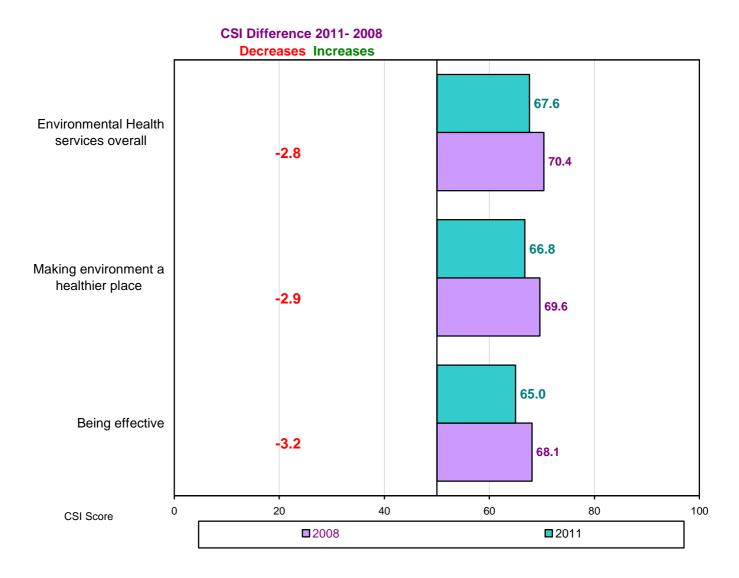
The CSI scores range from a high of 67.6 for *Environmental Health services overall* down to 65.0 for *Environmental Health services being effective*?



Environmental Health and Planning Services – Comparison with previous years

The following chart compares the CSI scores for the Environmental Health for 2011 versus 2008.

There were no increases and 3 decreases in CSI scores from 2008. The largest decrease was a fall of 3.2 points for *'the Environmental Health services being effective'* (CSI score 65.0). This was followed by a 2.9 point decrease in the factor *'Environmental Health making the environment around you a healthier place to live'* (CSI score 66.8) and then a 2.8 point decrease for the factor *'Environmental Health services overall'*.



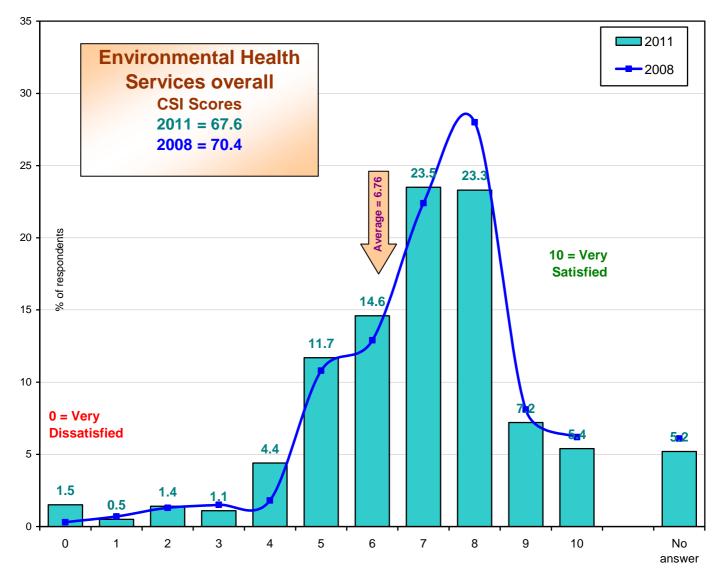
Environmental Health Services Overall

Respondents were asked to rate their satisfaction with 'the Environmental Health Services overall' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Just over half of the respondents (57%) were satisfied (Scores 7 - 10). The mode was a score of 8 (23%) and 13% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the Environmental Health Services Overall is 67.6. This is a decrease of 2.8 points from 2008 and this is once again, a score that implies there is room for improvement.



400 Total 67.6 Satisfaction with Environmental Health Services overall by demographics Whakatane Ward 171 68.2 There are a number of variables which 37 Ohope Ward 71.3 appear to have a significant impact on Rangitaiki Ward 108 65.3 satisfaction with Council services and Taneatua / Waimana 28 64.3 facilities. The chart opposite compares 56 68.4 Murupara / Galatea these variables. Live in Town 225 67.7 The analysis shows that there are Live in the Country 67.5 162 reasonably low levels of satisfaction with the Environmental Health Services overall 173 Men 67.2 across most of the subgroups of interest. Women 227 68.1 The variables that appear to have had the greatest impact on satisfaction with Under 35 years 38 71.0 Environmental Health Services overall 35 - 64 years 253 66.3 were: 65+ years 107 70.3 Those from the Taneatua / Waimana Maori descent 105 66.5 Ward (CSI score 64.3) and Rangitaiki European descent 274 68.5 Ward (CSI score 65.3) appear less satisfied than those from the other Wards In Whakatane < 2 years 27 66.2 Respondents who thought they received Lived 2 - 10 years 67.7 65 good value for their rates (CSI score 74.7) In Whakatane 10+ years 308 67.8 were significantly more satisfied than those who thought they got poor value for Work full time 204 67.4 their rates (CSI score 51.4). 62.9 Work part time 51 Those who rated Whakatane as a place to Not working 145 69.9 live with scores of 9 or 10 (CSI score 71.7) were significantly more satisfied than Less than \$30,000 71 69.2 those who rated Whakatane as a place to 68.3 \$30,000 to \$70,000 123 live with scores of 0 to 6 (CSI score 51.6) More than \$70,000 128 66.7 Those who were satisfied with the overall performance of Council (CSI score 74.0) Own home 332 65.5 are significantly more satisfied than those Renting 65 76.7 who were dissatisfied with the overall performance of Council (CSI score 40.8). 88 65.8 Own business No business 312 68.2 Pay rates 357 67.1 No rates 43 72.0 Rates poor value 62 51.4 Rates neither 150 64.5 Rates good value 111 74.7 Place to live (score 0 - 6) 38 51.6 Place to live (score 7 - 8) 140 65.7 Place to live (score 9 - 10) 220 71.7 Dissatisfied Council Overall 26 40.8 Council Overall - Neutral 126 60.5 Satisfied with Council Overall 231 74.0 CSI Score 0 20 40 60 80 100 CSI Score # of respondents

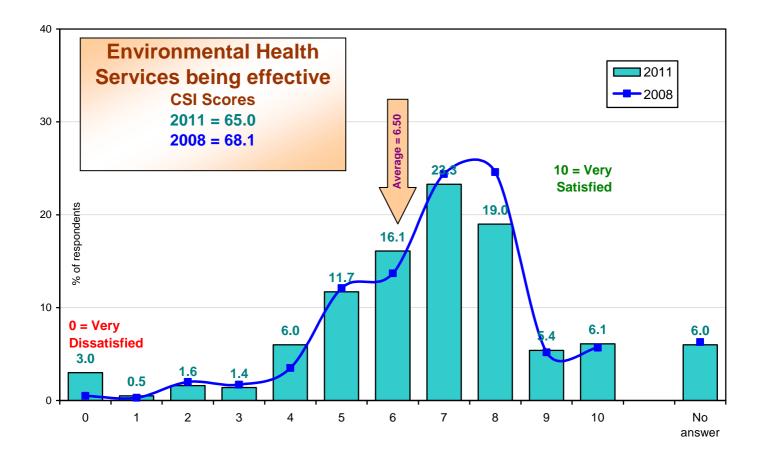
Environmental Health Services being effective

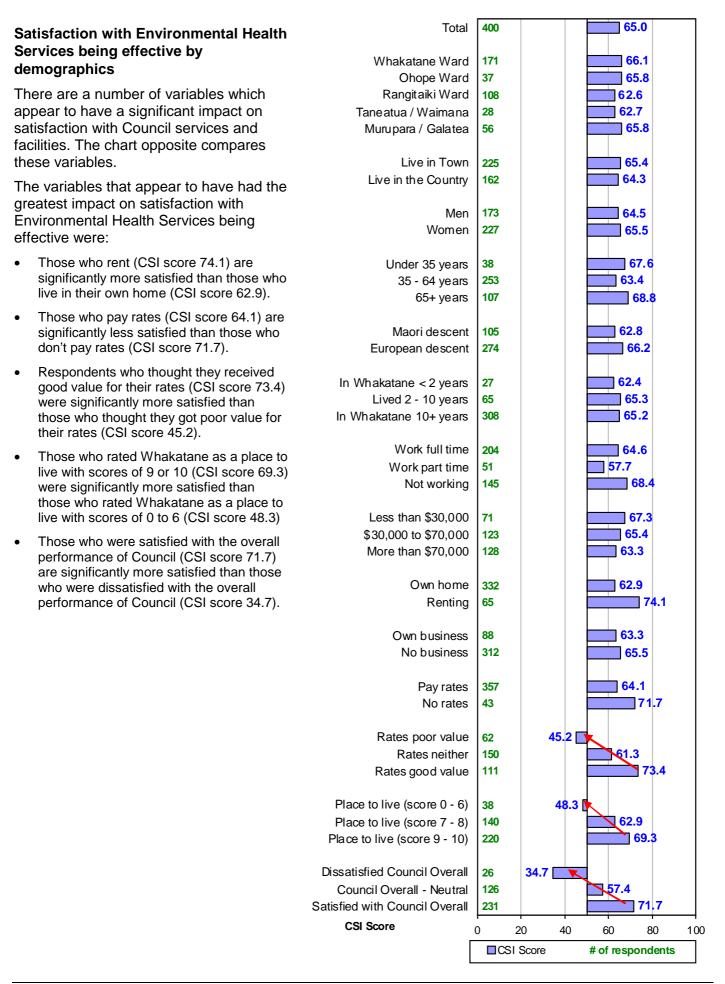
Respondents were asked to rate their satisfaction with *Environmental Health Services being effective*' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Just over half of the respondents (54%) were satisfied (Scores 7 - 10). The mode was a score of 7 (23%) and only 12% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (34%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 7% rated this with scores that reflect dissatisfaction (Scores 0 - 3). The remaining 6% did not answer this question, presumably because they did not know enough about the effectiveness of Environmental Health Services to be able to rate them.

The CSI score for Environmental Health Services being effective is 65.0. This is a decrease of 3.1 points from 2008 and is once again, a score that implies there is room for improvement.





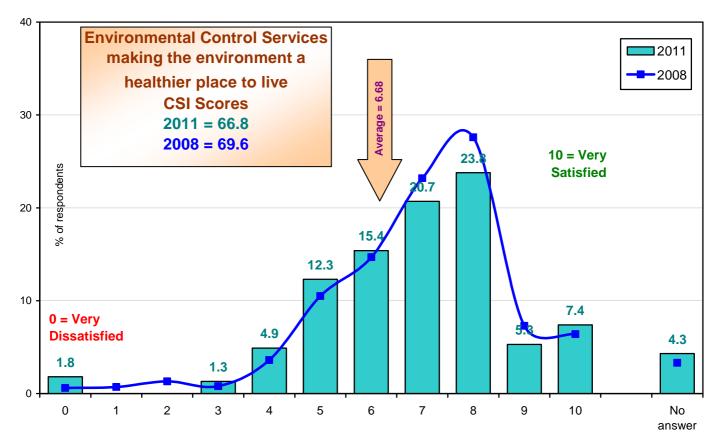
Environmental Health Services making the environment a healthier place

Respondents were asked to rate their satisfaction with *Environmental Health Services making the environment around you a healthier place to live*' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Just over half of the respondents (57%) were satisfied (Scores 7 - 10). The mode was a score of 8 (24%) and 13% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 3% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for Environmental Health Services making the environment around you a healthier place to live is 66.8. This is a decrease of 2.8 points from 2008 and once again this is a score that implies there is room for improvement.

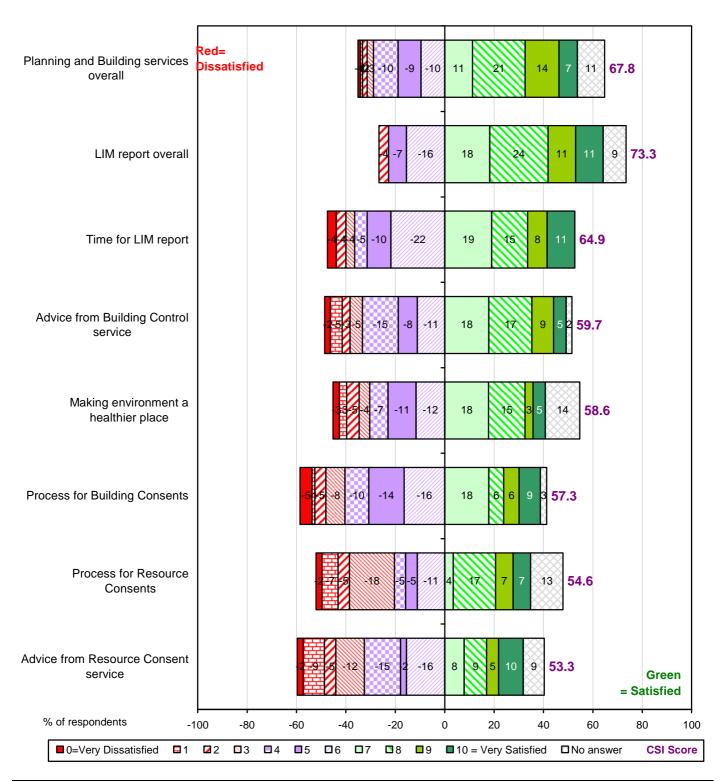


400 66.8 Total Satisfaction with Environmental Health Services making the environment Whakatane Ward 171 68.0 around you a healthier place to live by Ohope Ward 37 67.1 demographics 65.4 Rangitaiki Ward 108 There are a number of variables which Taneatua / Waimana 28 66.8 appear to have a significant impact on Murupara / Galatea 56 65.3 satisfaction with Council services and facilities. The chart opposite compares Live in Town 225 67.1 these variables. 162 Live in the Country 66.3 The variables that appear to have had the Men 173 65.7 greatest impact on satisfaction with 227 Women 67.8 **Environmental Health Services making** the environment around you a healthier Under 35 years 38 67.3 place to live were: 35 - 64 years 253 66.1 Those who rent (CSI score 73.6) are . 65+ years 107 68.8 significantly more satisfied than those who live in their own home (CSI score 65.2). l 65.4 105 Maori descent European descent 274 67.5 Those who pay rates (CSI score 66.1) are significantly less satisfied than those who don't pay rates (CSI score 72.3). In Whakatane < 2 years 27 62.1 65 67.9 Lived 2 - 10 years Respondents who thought they received In Whakatane 10+ years 308 67.0 good value for their rates (CSI score 75.0) were significantly more satisfied than those who thought they got poor value for Work full time 204 66.6 their rates (CSI score 48.8). Work part time 51 61.7 Not working 145 68.9 Those who rated Whakatane as a place to • live with scores of 9 or 10 (CSI score 71.8) Less than \$30,000 71 67.7 were significantly more satisfied than those who rated Whakatane as a place to \$30,000 to \$70,000 123 68.1 live with scores of 0 to 6 (CSI score 46.2) 65.5 128 More than \$70,000 Those who were satisfied with the overall 332 Own home 65.2 performance of Council (CSI score 73.3) Renting 65 73.6 are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 39.4). 65.5 Own business 88 No business 312 67.1 Pay rates 357 66.1 No rates 43 72.3 Rates poor value 62 48.8 Rates neither 150 63.0 111 Rates good value 75.0 46.2 38 Place to live (score 0 - 6) Place to live (score 7 - 8) 140 64.3 Place to live (score 9 - 10) 220 71.8 **Dissatisfied Council Overall** 39.4 26 Council Overall - Neutral 126 59.5 231 Satisfied with Council Overall 73.3 CSI Score 0 20 40 60 80 100 CSI Score # of respondents

Planning and Building Regulation Services

The respondents were asked 'I'm going to read out a number of aspects relating to the various services and facilities and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

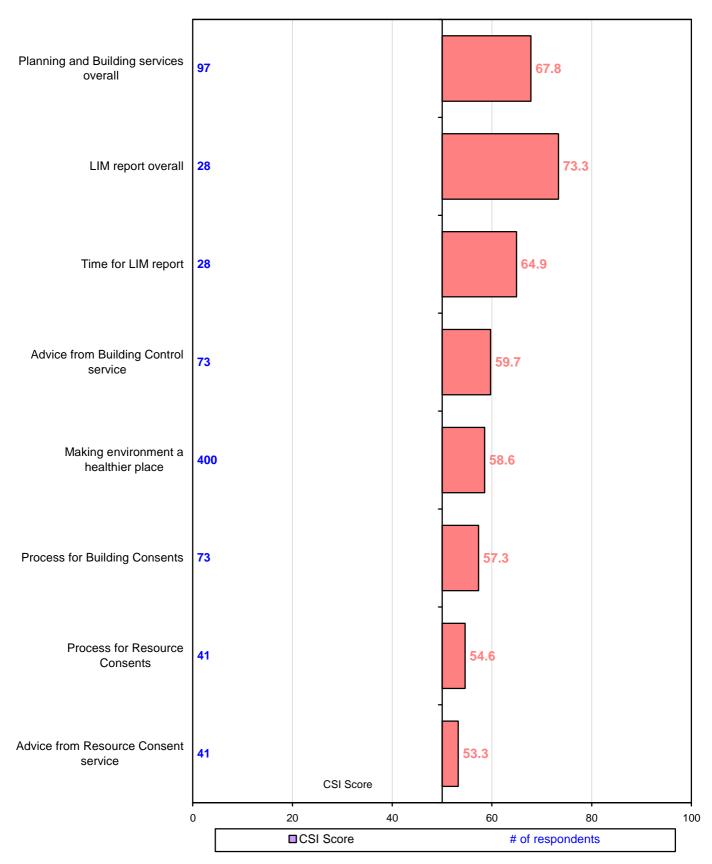
Over half of the respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 64% for *the LIM report overall*' down to just 32% for *the advice from Council's resource consent service*'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 4% for *the LIM report overall*' up to 39% for *the process Council used for your resource consent*'. The factor with the most rating with a score of 0 is *the process Council used for your building consent*' (4.8%).



CSI scores for Planning and Building Regulation Services

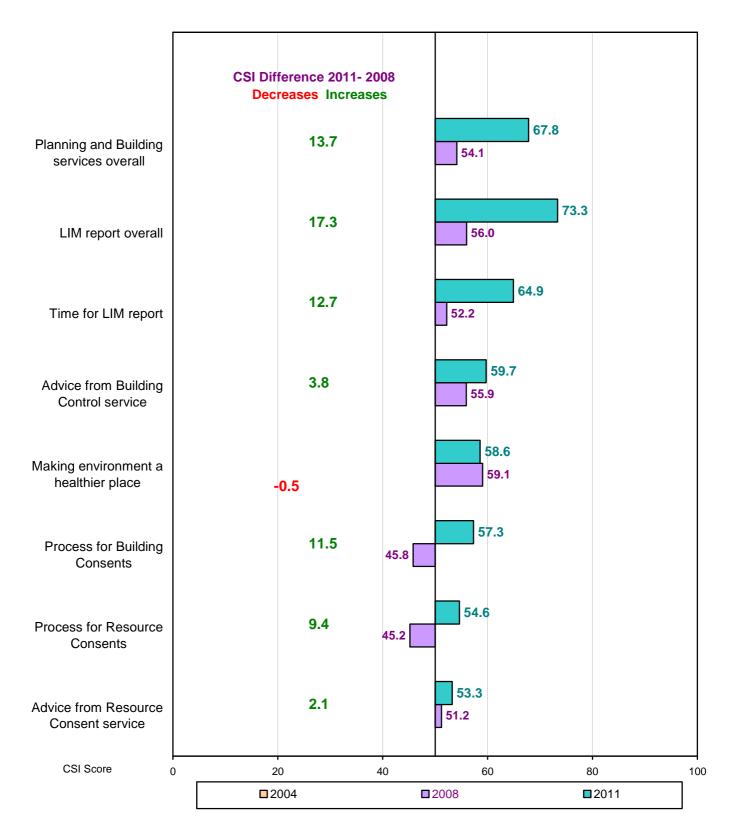
Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 73.3 for the 'LIM report overall' down to 53.3 for 'the advice from Council's resource consent service' and 54.6 for 'the process Council used for your resource consent'.



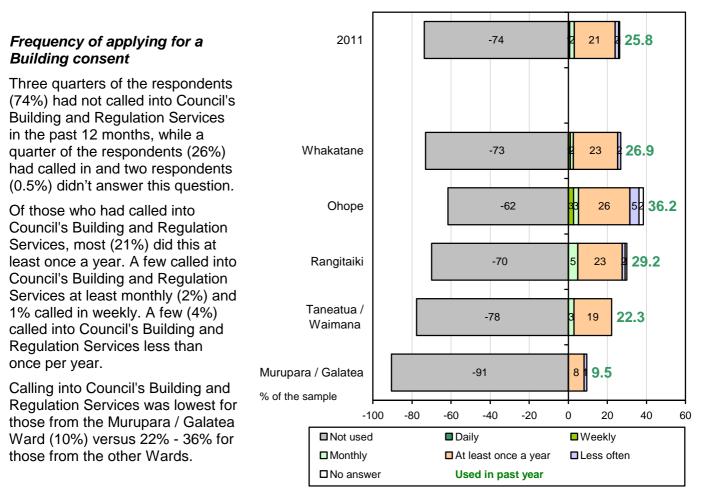
Planning and Building Regulation Services – Comparison with previous years

The following chart compares the CSI scores for the Planning and Building Regulation Services for 2011 versus 2008. There was a mix of 7 increases and 1 decrease in CSI scores from 2008. The largest increase was a rise of 17.3 points for *'the LIM report overall'* (CSI score 73.3) followed by an increase of 13.7 points for *'the Planning and Building services overall'* (CSI score 67.8) and a 12.7 point increase for *'the time taken for your LIM report'* (CSI score 64.9). The only decrease was of 0.5 points for *'Planning and Building services making the environment around you a nicer place to live'* (CSI score 58.6).



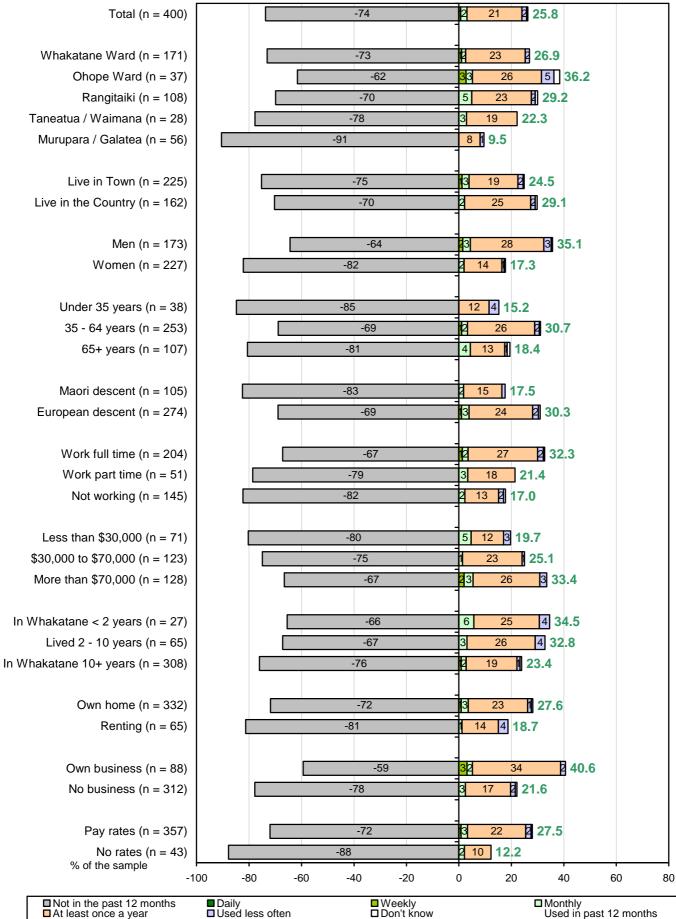
Planning and Building Regulation Services Overall

Respondents were asked how often they had called into Whakatane District Council's Building and Regulation Services in the past 12 months.



The chart over the page compares the frequency of calling into Whakatane District Council's Building and Regulation Services among the various subgroups of interest. Respondents who were significantly **more likely** to have called into Whakatane District Council's Building and Regulation Services include:

- Those who own or operate their own business (41%)
- Those from the Ohope Ward (36%)
- Men (35%)
- Those with a household income over \$70,000 p.a. (33%)
- Those working full time in paid employment (32%)
- Those aged 35 64 years old (31%)
- Those of European descent (30%)
- Those who live in their own home (28%)
- Those who pay rates (28%)



Calling into Council's Building and Regulation Services by subgroup

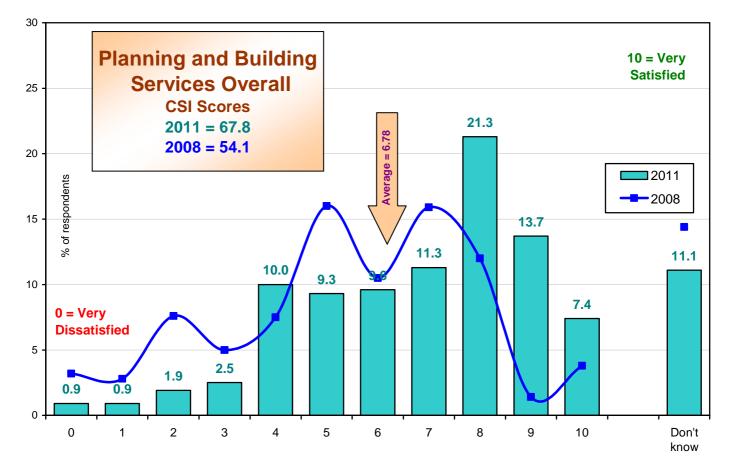
The respondents who had called into Whakatane District Council's Building and Regulation Services (n = 97) were asked to rate their satisfaction with the *'Planning and Building services overall'* using a scale where 0 is very dissatisfied to 10 being very satisfied.

Note: prior to 2011 all respondents were asked to rate 'Planning and Building services overall'.

Half of the respondents (54%) were satisfied (Scores 7 - 10). The mode was a score of 8 (21%) and a fifth of the respondents (21%) rated this with a score of 9 or 10 (exceeded expectations).

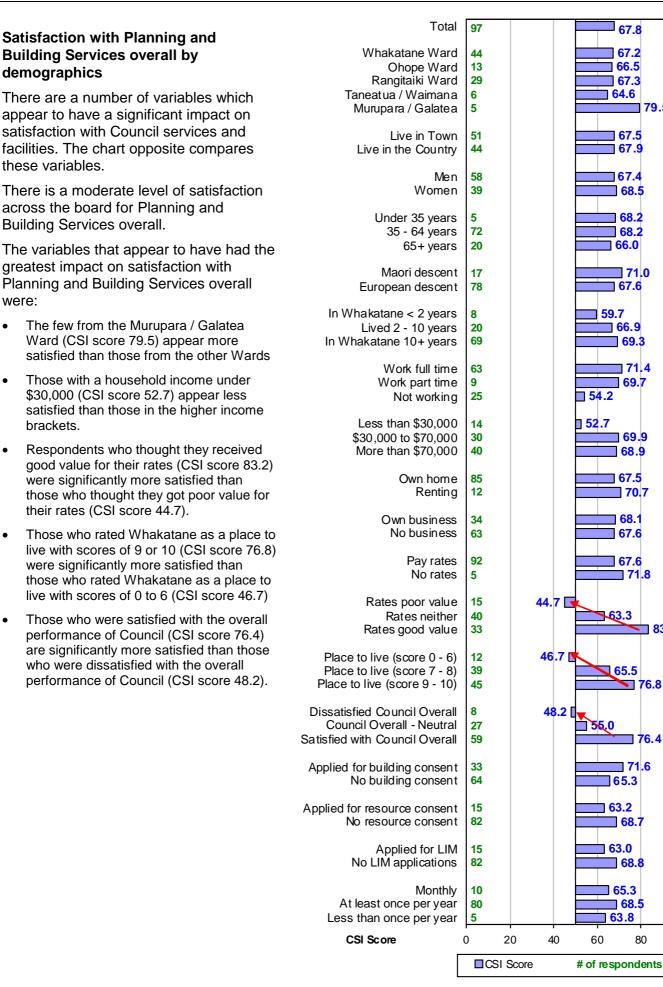
Over a quarter of the respondents (29%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 - 3). The remaining ninth of the subgroup (11%) did not answer this question, presumably because they did not have enough information to be able to rate this factor.

The CSI score for the Planning and Building services overall is 67.8. This is an increase of 13.7 points from 2008. This may reflect the change in the question to only ask those who had actually called into Whakatane District Council's Building and Regulation Services i.e. it could be those who had no dealings perceive the service as worse than it is. However, this increase could also reflect there have been improvements in this area. A CSI score of 67.8 implies there is potential for improvement.



Prepared for Whakatane District Council

79.5



100

80

83.2

76.8

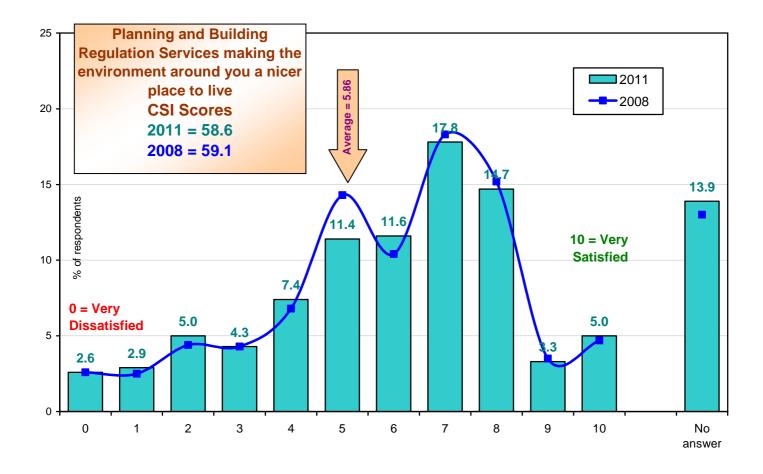
Planning and Building making the environment a nicer place to live

Respondents were asked to rate their satisfaction with 'Planning and Building Regulation Services making the environment around you a nicer place to live' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Less than half of the respondents (41%) were satisfied (Scores 7 – 10). The mode was a score of 7 (18%) and only 8% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (31%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and 15% rated this with scores that reflect dissatisfaction (Scores 0 - 3).

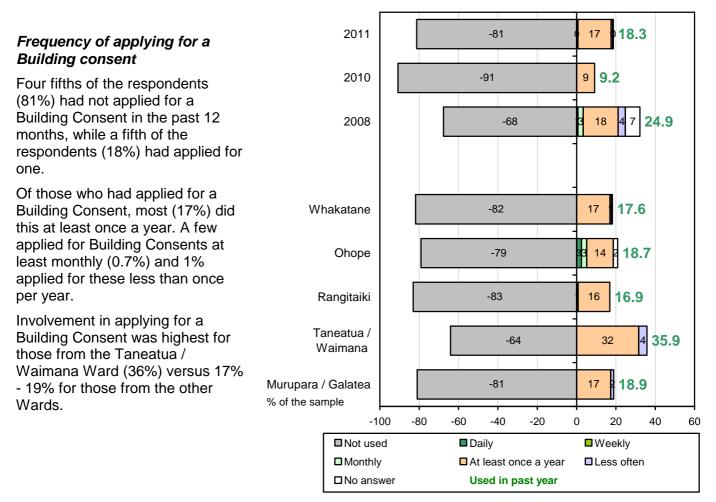
The CSI score for Planning and Building Regulation Services making the environment around you a nicer place to live is 58.6. This is down 0.5 points from 2008 and this again a score that implies there are serious issues with this service.



		Tetel	400	1	58.6
	tisfaction with Planning and	Total	400		50.0
	ilding Regulation Services making	Whakatane Ward	171		59.6
	e environment around you a nicer	Ohope Ward	37		61.5
pla	ace to live by demographics	Rangitaiki Ward	108		52.4
Th	ere are a number of variables which	Taneatua / Waimana	28		61.4
	pear to have a significant impact on	Murupara / Galatea	56		63.6
	isfaction with Council services and				
	ilities. The chart opposite compares	Live in Town	225		60.3
	ese variables.	Live in the Country	162		55.7
		,			
	e variables that appear to have had the	Men	173		57.4
	eatest impact on satisfaction with	Women	227		59.8
	anning and Building Regulation				
	rvices making the environment around	Under 35 years	38		63.7
yo	a nicer place to live were:	35 - 64 years	253		57.1
•	Those from the Rangitaiki Ward (CSI score 52.4) appear less satisfied than	65+ years	107		61.2
	those from the other Wards.	Maori descent	105		59.7
•	Those who live in town (CSI score 60.3) are significantly more satisfied than those	European descent	274		58.6
	who live in the country (CSI score 55.7).	In Whakatane < 2 years	27		54.7
•	Those who rent (CSI score 70.4) are	Lived 2 - 10 years	65		54.4
-	significantly more satisfied than those who	In Whakatane 10+ years	308		59.8
	live in their own home (CSI score 55.8).				
		Work full time	204		58.8
•	Those who pay rates (CSI score 57.3) are	Work part time	51		54.4
	significantly less satisfied than those who don't pay rates (CSI score 69.3).	Not working	145		59.7
•	Respondents who thought they received good value for their rates (CSI score 69.3)	Less than \$30,000	71		58.6
	were significantly more satisfied than	\$30,000 to \$70,000	123		61.3
	those who thought they got poor value for	More than \$70,000	128		57.8
	their rates (CSI score 39.8).				
•	Those who rated Whakatane as a place to	Own home	332		55.8
•	live with scores of 9 or 10 (CSI score 62.1) were significantly more satisfied than those who rated Whakatane as a place to	Renting	65		70.4
		Our husinger	00		50 0
		Own business	88		58.8
	live with scores of 0 to 6 (CSI score 39.2)	No business	312		0.0
•	Those who were satisfied with the overall	Pay rates	357		57.3
-	performance of Council (CSI score 66.6)	No rates	43		69.3
	are significantly more satisfied than those	no rates	43		03.3
	who were dissatisfied with the overall	Rates poor value	62	39.8	
	performance of Council (CSI score 37.4).	Rates poor value Rates neither	150	00.0	53.2
		Rates good value	111		69.3
		Tales your value	1		
		Place to live (score 0 - 6)	38	39.2	
		Place to live (score 7 - 8)	140		58.5
		Place to live (score 9 - 10)	220		62.1
		Dissatisfied Council Overall	26	37.4	
		Council Overall - Neutral	126	48.1	
		Satisfied with Council Overall	231		66.6
			 		
CSI Score				20 40	60 80 10
				core	# of respondents

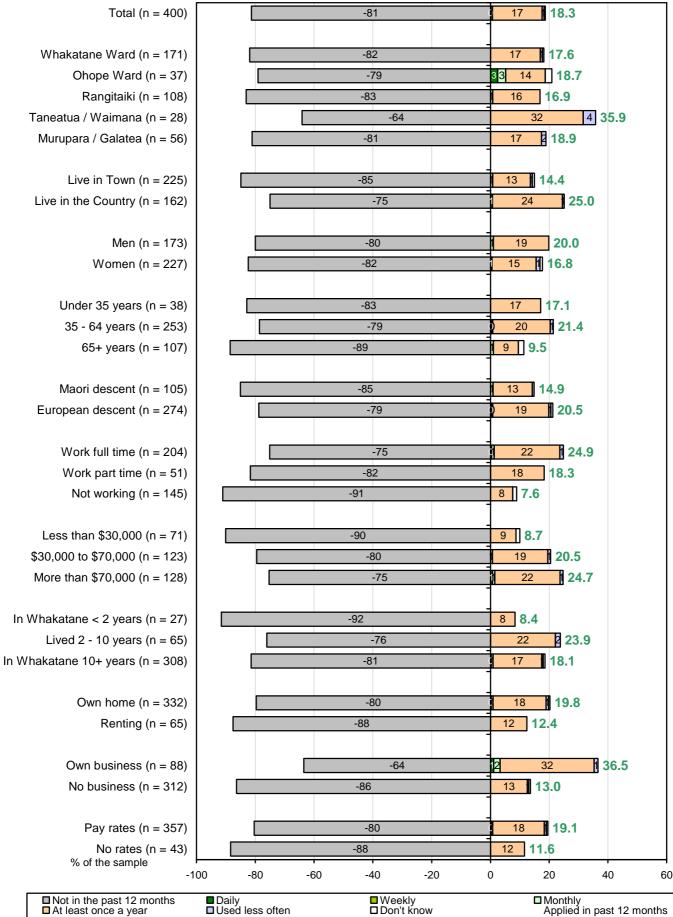
Building Consents

Respondents were asked how often they had applied for a Building Consent in the past 12 months.



The chart over the page compares the frequency of applying for a Building Consent among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a Building Consent include:

- Those who own or operate their own business (37%)
- Those from Taneatua / Waimana Ward (36%)
- Those working full time in paid employment (25%)
- Those from the country (25%)
- Those with a household income over \$70,000 p.a. (25%)
- Those aged 35 64 years old (21%)
- Those of European descent (21%)



Applying for a Building Consent by subgroup

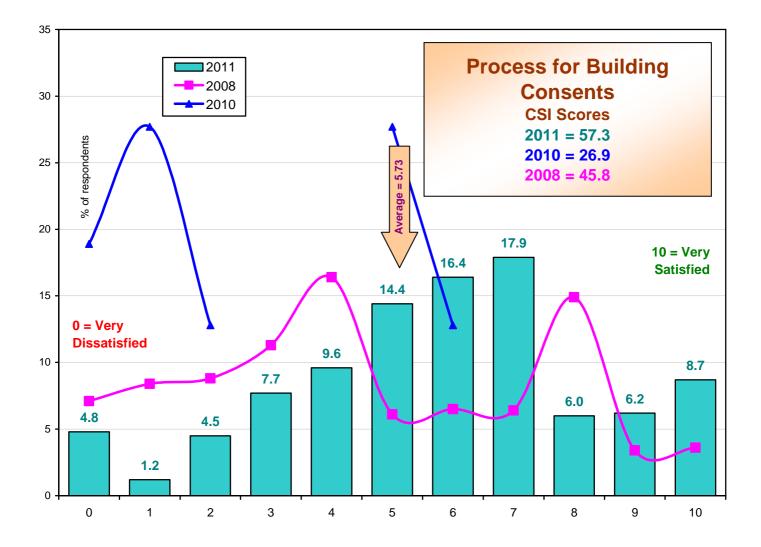
Satisfaction with the process Council used for your Building Consent

Respondents who had applied for a Building Consent in the last 12 months (n=73) were asked to rate their satisfaction with the process for Building Consents using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over a third of the respondents in the subgroup (39%) were satisfied with the process Council used for their Building Consent (Scores 7 - 10). The mode was a score of 7 (18%) and a seventh of the subgroup (15%) rated this with a score of 9 or 10 (exceeded expectations).

Over a third of the subgroup (40%) rated the process Council used for their Building Consent with a score that was neutral (Scores 4 - 6). A fifth of the subgroup (18%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the process Council used for their Building Consent was 57.3. This is a strong rise from 2010 partial survey and 11.5 points ahead of the 2008 result. However, this is still a score that implies users have a serious issue with the process.



65.0

74.6

Satisfaction with the process Council used for your Building Consent by demographics

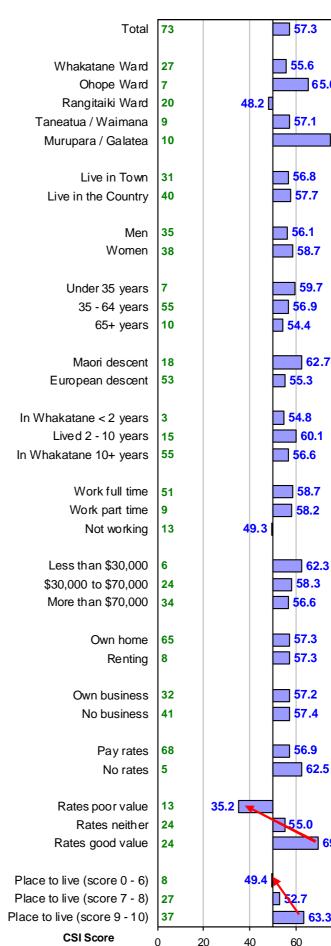
There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

The analysis shows that there are reasonably low levels of satisfaction with the process Council used for their Building Consent across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The variables that appear to have had the greatest impact on satisfaction with the process Council used for their Building Consent were:

- The few from the Murupara / Galatea Ward (CSI score 74.6) appear more satisfied than those from other Wards (CSI score 48.2 - 65.0).
- Those with a household income of more than \$70,000 (CSI score 56.6) were less satisfied than those in the lower income brackets (CSI score 58.3 - 62.3).
- Respondents who thought they received • good value for their rates (CSI score 69.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 35.2).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 63.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 49.4)



100

62.5

69.6

63.3

of respondents

CSI Score

80

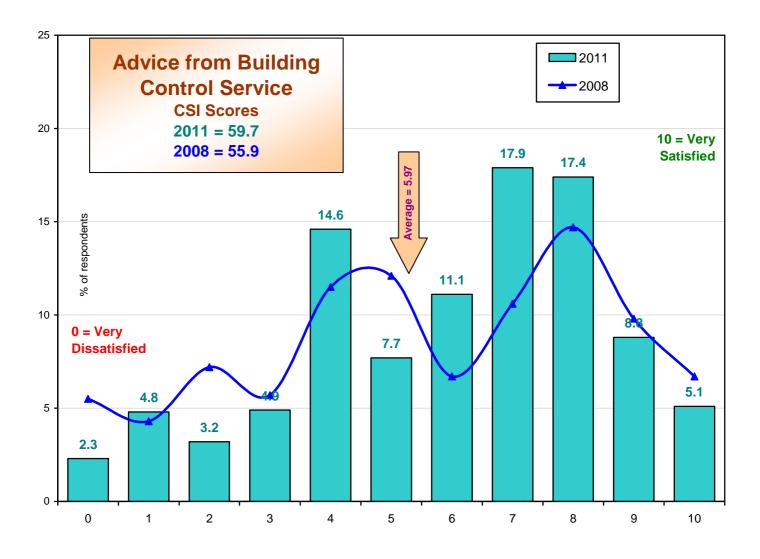
Satisfaction with the advice received from Council's Building Control Service

Respondents who had applied for a Building Consent in the last 12 months (n=73) were asked to rate their satisfaction with the 'Advice received from Council's Building Control Service' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the subgroup (49%) were satisfied (Scores 7 - 10). The mode was a score of 7 (18%) and 14% rated this with a score of 9 or 10 (exceeded expectations).

A third of the subgroup (33%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and a seventh of the respondents (15%) rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the advice received from Council's Building Control Service is 59.7. This is an increase of 1.8 points from 2008 but this is still a CSI score that implies respondents have significant issues with this service.



Satisfaction with the advice received from Council's Building Control Service by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

The analysis shows that there are very low levels of satisfaction with the advice received from Council's Building Control Service across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the advice received from Council's Building Control Service were:

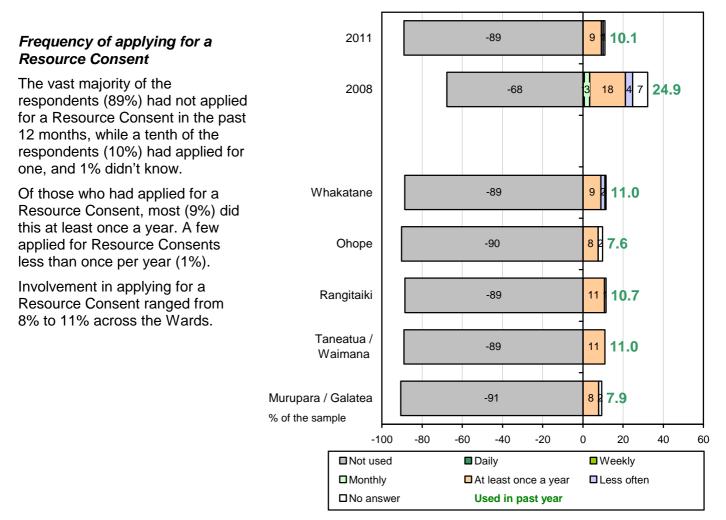
- Those from the Ohope Ward (CSI score 73.2) appear more satisfied than those from other Wards (CSI score 53.1 - 67.6).
- Respondents who thought they received good value for their rates (CSI score 68.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 44.6).

Total	73					59.7	
Whakatane Ward	27					57.9	
Ohope Ward	7						73.2
Rangitaiki Ward	20					53.1	
Taneatua / Waimana	9					58.1	
Murupara / Galatea	10					67	.6
Live in Town	31					55.4	
Live in the Country	40					63.2	
,							
Men	35					58.8	
Women	38					60.8	
Under 35 years	7					55.7	
35 - 64 years	55					59.8	
65+ years	10					60.5	
oor years	10					00.0	
Maori descent	18					58.2	
European descent	53					59.5	
European descent	100						
In Whakatane < 2 years	3					54.8	
Lived 2 - 10 years	15					60.2	
In Whakatane 10+ years	55				i	59.8	
Work full time	51					61.5	
Work part time	9					52.8	
Not working	13					56.9	
Less than \$30,000	6						73.0
\$30,000 to \$70,000	24					57.8	
More than \$70,000	34					59.6	
Own home	65					59.7	
Renting	8					60.2	
Own business	32					57.1	
No business	41					61.9	
Pay rates	68					59.1	
No rates	5					69	9.4
Rates poor value	13			44.6	5		
Rates neither	24					5.2	
Rates good value	24					68	8.8
Place to live (score 0 - 6)	8					55.6	
Place to live (score 7 - 8)	27					58.3	
Place to live (score 9 - 10)	37					63.6	
CSI Score	0	2	0	40)	60	80
	Γ	CS	I Sco	re		# of respo	ndents

100

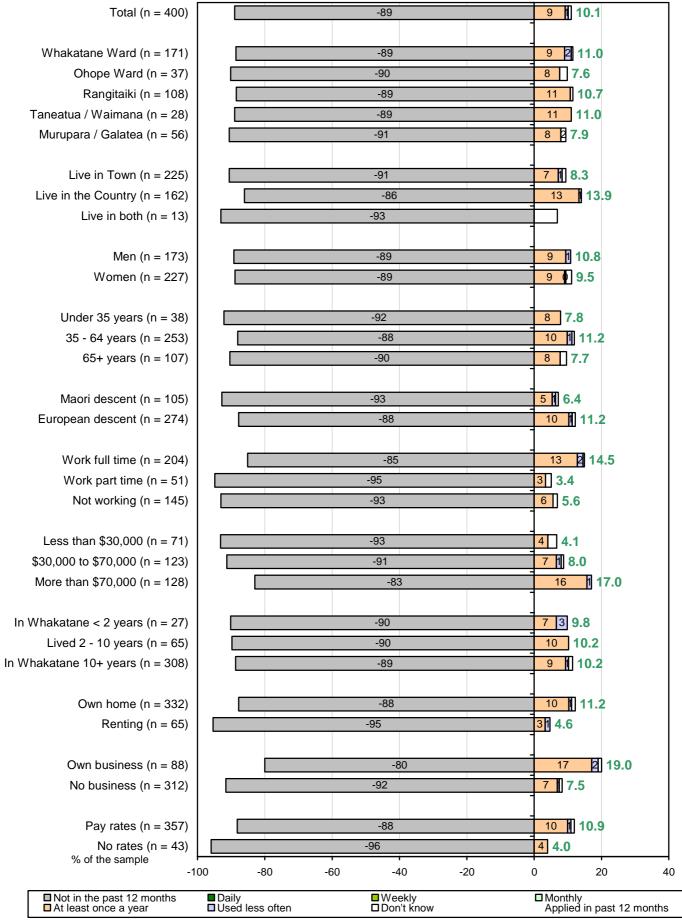
Resource Consents

Respondents were asked how often they had applied for a Resource Consent in the past 12 months.



The chart over the page compares the frequency of applying for a Resource Consent among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a Resource Consent include:

- Those who own or operate their own business (19%)
- Those with a household income over \$70,000 p.a. (17%)
- Those working full time in paid employment (15%)
- Those from the country (14%)
- Those who pay rates (11%)
- Those who live in their own home (11%)



Applying for a Resource Consent by subgroup

Satisfaction with the process Council used for your Resource Consent

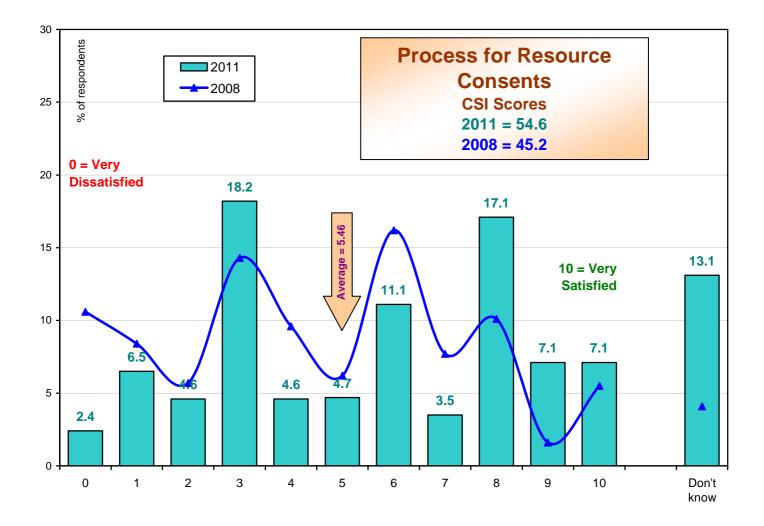
Respondents who had applied for a Resource Consent in the last 12 months (n=41) were asked to rate their satisfaction with the process for Resource Consents using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a third of the respondents in the subgroup (35%) were satisfied with the process Council used for their Resource Consent (Scores 7 – 10) but 6 respondents (14%) rated this with a score of 9 or 10 (exceeded expectations).

A fifth of the subgroup (21%) rated the process Council used for their Resource Consent with a score that was neutral (Scores 4 - 6).

A third of the respondents in the subgroup (32%) rated with scores that reflect dissatisfaction (Scores 0 - 3). The mode was a score of 3 (18%).

The CSI score for the process Council used for their Resource Consent was 54.6. This is 9.6 points higher than that recorded in 2008 but this is still a CSI score that implies users have a serious issue with the process.



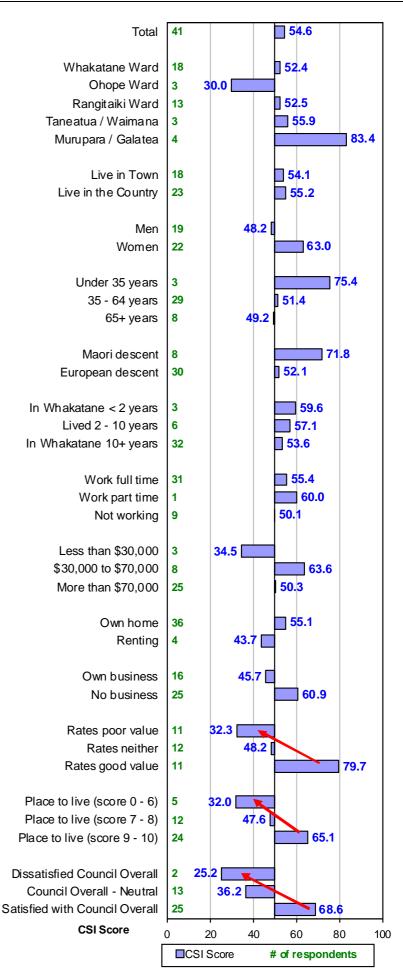
Satisfaction with the process Council used for your Resource Consent by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation

The analysis shows that there are low levels of satisfaction with the process Council used for their Resource Consent across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The numbers of users are too small to show significant differences in many of the subgroups although there appears to be a number of interesting differences. However, most CSI scores infer there are serious issues with this service.



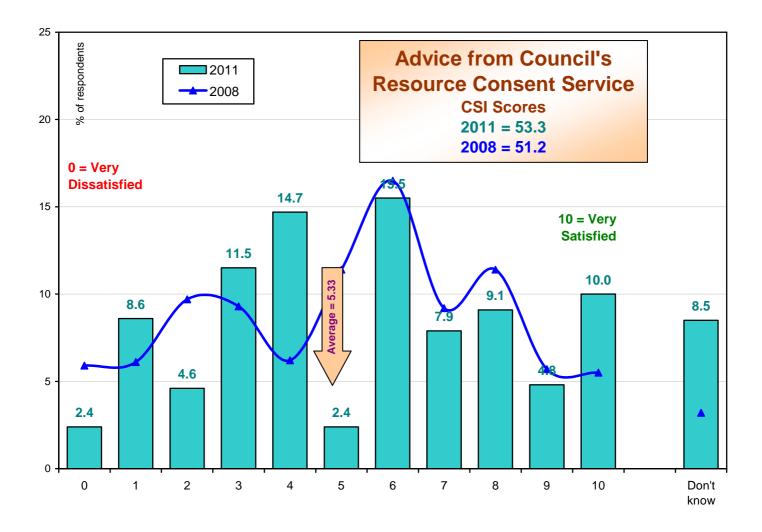
Satisfaction with the advice received from Council's Resource Consent Service

Respondents who had applied for a Resource Consent in the last 12 months (n=41) were asked to rate their satisfaction with the '*Advice received from Council's Resource Consent Service*' using a scale where 0 is very dissatisfied to 10 being very satisfied.

A third of the respondents (32%) were satisfied (Scores 7 - 10). The mode was a score of 6 (16%) and 15% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 - 6), and a quarter of the respondents (27%) rated this with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the advice received from Council's Resource Consent Service is 53.3. This is 2.1 points higher than that recorded in 2008 but this is still a CSI score that implies respondents have significant issues with this service.



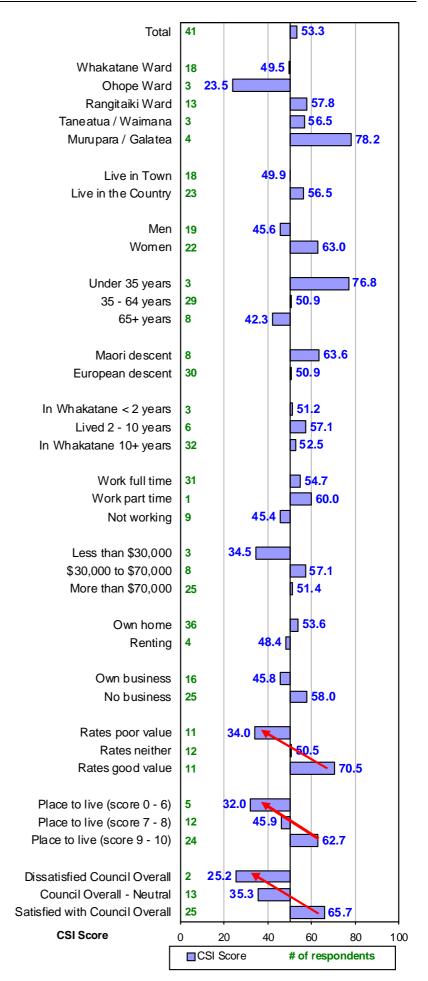
Satisfaction with the advice received from Council's Resource Consent Service by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation

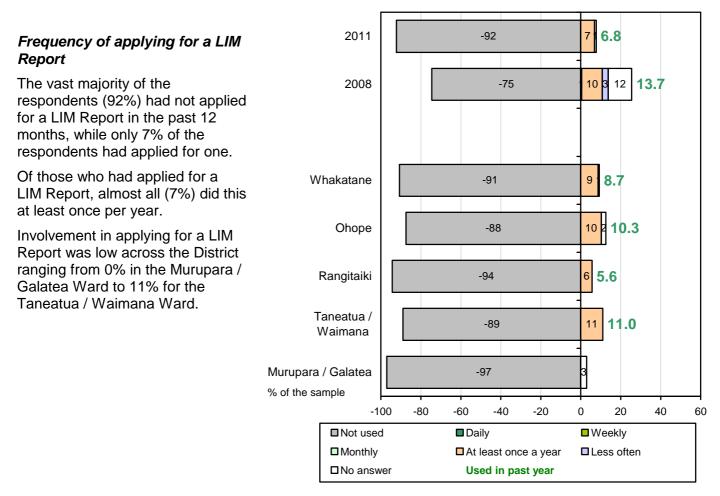
The analysis shows that there are very low levels of satisfaction with the advice received from Council's Resource Consent Service across most of the subgroups of interest.

The numbers of users are too small to show significant differences in many of the subgroups although there appears to be a number of interesting differences. However, most CSI scores infer there are serious issues with this service.



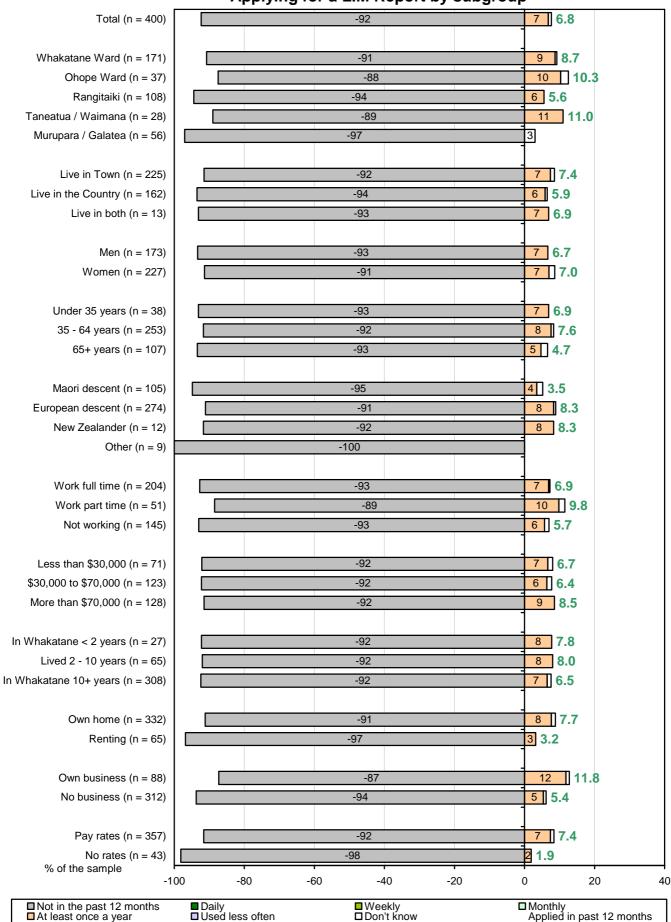
LIM Reports

Respondents were asked how often they had applied for a LIM Report in the past 12 months.



The chart over the page compares the frequency of applying for a LIM Report among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a LIM Report include:

- Those who own or operate their own business (12%)
- Those of European descent (8%)
- Those who live in their own home (8%)
- Those who pay rates (7%)



Applying for a LIM Report by subgroup

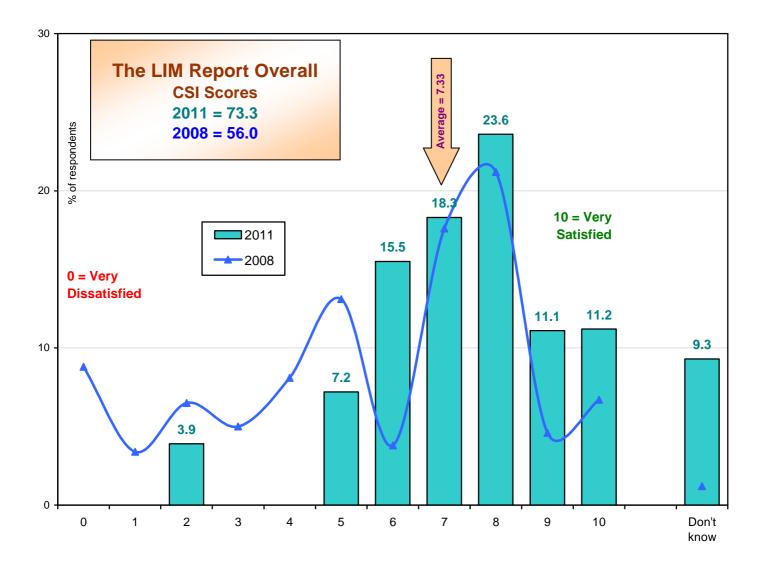
Satisfaction with the LIM Report overall

Respondents who had applied for a LIM Report in the last 12 months (n=28) were asked to rate their satisfaction with the LIM Report overall using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (64%) were satisfied with the LIM Report overall (Scores 7 – 10). A fifth of the respondents (22%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (24%).

A quarter of the subgroup (23%) rated the LIM Report overall with a score that was neutral (Scores 4 - 6). Only one respondent (4%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the LIM Report overall was 73.3. This is an increase of 17.3 points from 2008. This is now a CSI score that implies a very good performance.



73.3

71.9

83.4

69.6

67.1

71.0

69.1

76.8

77.9

73.0

78.0

75.0

77.7

77.3

77.7

76.5

72.8

67.6

82.2

77.0

74.0

76.4

73.2 76.7

69.6

80

of respondents

CSI Score

78.7

82.1

72.0

68.3

71.1

86.9

28 Total Satisfaction with the LIM Report overall by demographics Whakatane Ward 14 There are a number of variables which Ohope Ward 4 appear to have a significant impact on 7 Rangitaiki Ward satisfaction with Council services and Taneatua / Waimana 3 facilities. The chart opposite compares Murupara / Galatea 0 these variables. Please note there are small Live in Town 16 numbers of respondents in most of Live in the Country 11 the subgroups so care is recommended in the interpretation Men 12 16 Women The analysis shows that there are good levels of satisfaction with the LIM Report Under 35 years 3 65.1 overall across most of the subgroups of 35 - 64 years 20 interest. 65+ years 5 The numbers of users are too small to show significant differences in many of Maori descent 5 the subgroups although there appears to European descent 22 be a number of interesting differences. However, most CSI scores infer there are In Whakatane < 2 years 2 reasonable levels of satisfaction with this Lived 2 - 10 years 4 service. In Whakatane 10+ years 22 Work full time 16 Work part time 4 8 Not working Less than \$30,000 4 \$30,000 to \$70,000 7 More than \$70,000 66.6 13 Own home 25 Renting 3 Own business 11 17 No business 61.4 Rates poor value 5 Rates neither 11 7 Rates good value 63.2 Place to live (score 0 - 6) 3 Place to live (score 7 - 8) 9 Place to live (score 9 - 10) 16 Council Overall - Neutral 8 17 Satisfied with Council Overall CSI Score ٥ 60 20 40

100

Satisfaction with the time taken for your LIM Report

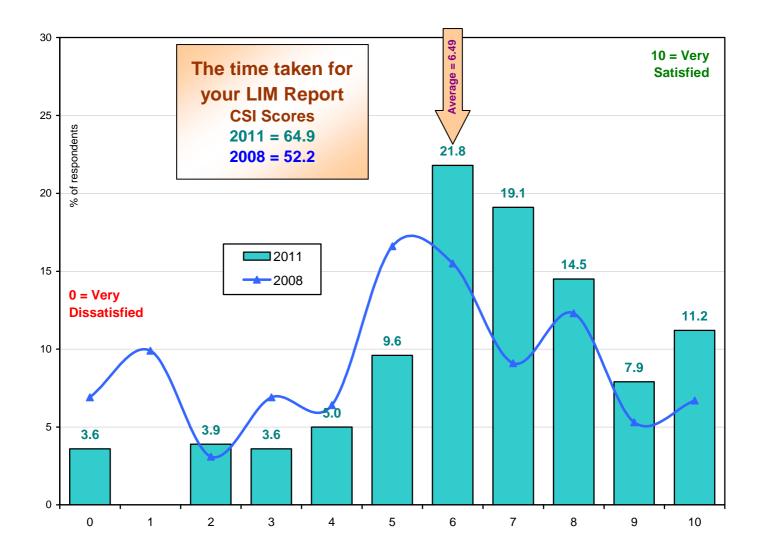
Respondents who had applied for a LIM Report in the last 12 months (n=28) were asked to rate their satisfaction with the time taken for your LIM Report using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents in the subgroup (53%) were satisfied with the time taken for their LIM Report (Scores 7 - 10). A fifth of the respondents (19%) rated this with a score of 9 or 10 (exceeded expectations).

A third of the subgroup (36%) rated the time taken for their LIM Report with a score that was neutral (Scores 4 - 6). The mode was a score of 6 (22%).

A ninth of the subgroup (11%) rated with scores that reflect dissatisfaction (Scores 0 - 3).

The CSI score for the time taken for your LIM Report was 64.9. This is an increase of 12.7 points from 2008. This is now a CSI score that reflects a fair performance but with potential for improvement.



64.9

64.4

65.1

64.4

64.3

72.0

72.6

71.5

75.0

77.8 69.2

75.8

68.5

62.6

62.3

67.2 63.0

58.4

62.3

64.7 66.8

70.9

65.7 74.0

64.0 69.0

69.5

80

58.2

of respondents

60

55.1

55.4

57.5

57.0

69.6

Satisfaction with the time taken for your LIM Report by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation

The analysis shows that there are low levels of satisfaction with the time taken for your LIM Report across most of the subgroups of interest.

The numbers of users are too small to show significant differences in many of the subgroups although there appears to be a number of interesting differences. However, most CSI scores infer there are serious issues with this service.

Total	28	
Whakatane Ward	14	
Ohope Ward	4	
Rangitaiki Ward	7	
Taneatua / Waimana	3	
Murupara / Galatea	0	
	ľ	
Live in Town	16	
Live in the Country	11	
Men	12	
Women	16	
Linder 25 voor		
Under 35 years	3	
35 - 64 years	20	
65+ years	5	
Maori descent	5	
European descent	22	
In Whakatane < 2 years	2	
Lived 2 - 10 years	4	
In Whakatane 10+ years	22	
Work full time	16	
Work part time	4	
Not working	8	
Not working		
Less than \$30,000	4	
\$30,000 to \$70,000	7	
More than \$70,000	13	
Own home	25	
Renting	3	
Own business	11	
No business	17	
Rates poor value	5	48.1
Rates neither	11	
Rates good value	7	
Place to line (see to 0	2	
Place to live (score 0 - 6)	3	
Place to live (score 7 - 8)	9	
Place to live (score 9 - 10)	16	
Council Overall - Neutral	8	
Satisfied with Council Overall	17	
	⊢ D 2	20 40



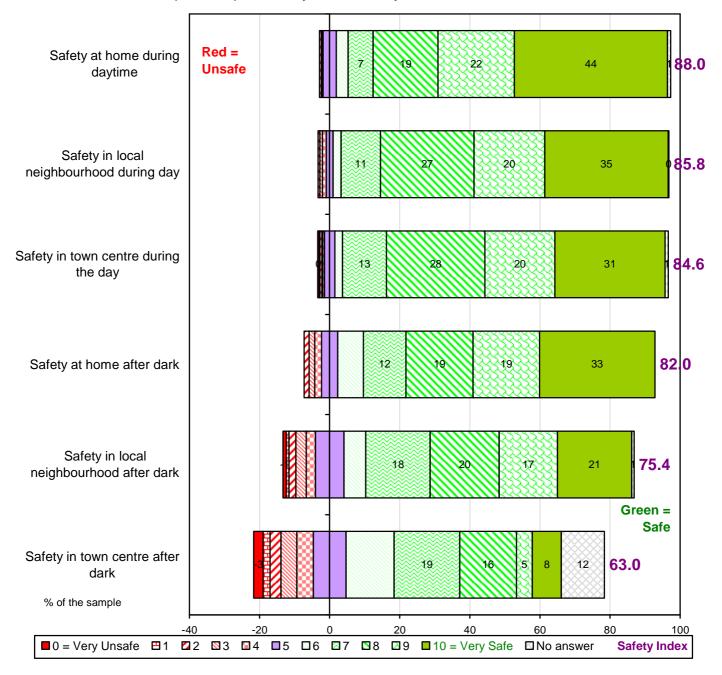
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Safety in Whakatane District

Respondents were asked the following: 'Thinking now about personal safety, and using a scale where 0 = very unsafe and 10 = very safe; how safe do you feel in <location>?'

The level of safety varies little between most of the locations. The proportion who feel safe (scores 6 - 10) ranges from 61% for the factor 'safety in your town centre after dark' up to 95.6% for 'safety in your local neighbourhood during the daytime'.

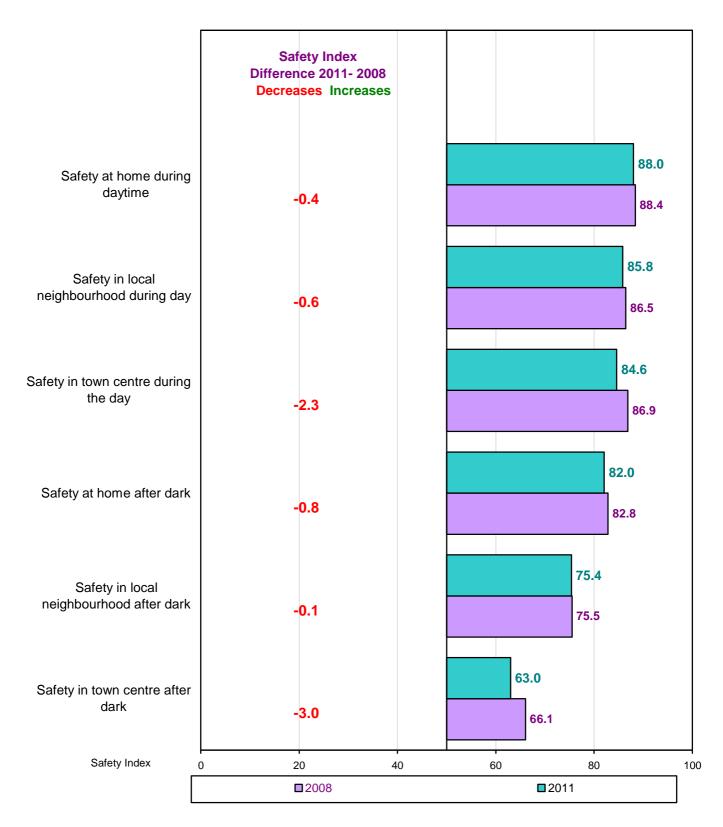
The Safety Index (The Safety Index converts each respondents answer across the Safety Scale to an index out of 100. The index is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unsafe to 10 = very safe) reflects a high level of safety for most locations but this is highest for 'Safety in your home during the daytime'. (Safety Index = 88.0) down to a modest feeling of safety for the factor 'Safety in your town centre after dark' (Safety Index = 63.0). Note: an eighth of the respondents (12%) did not answer the latter question, presumably because they had not been in their town centre after dark.



Safety index – Comparison with previous years

The following chart compares the Safety Index for the various locations for 2011 versus 2008. There were 6 decreases in the Safety Index and no increases but most moves were small. The largest decrease was of 3.0 points for 'safety in your town centre after dark' (Index 63.0) followed by a decrease of 2.3 points for 'safety in your town centre during the daytime' (Index 84.6)

It is important to remember most of these scores are very high which infers for most locations, safety is not an issue.



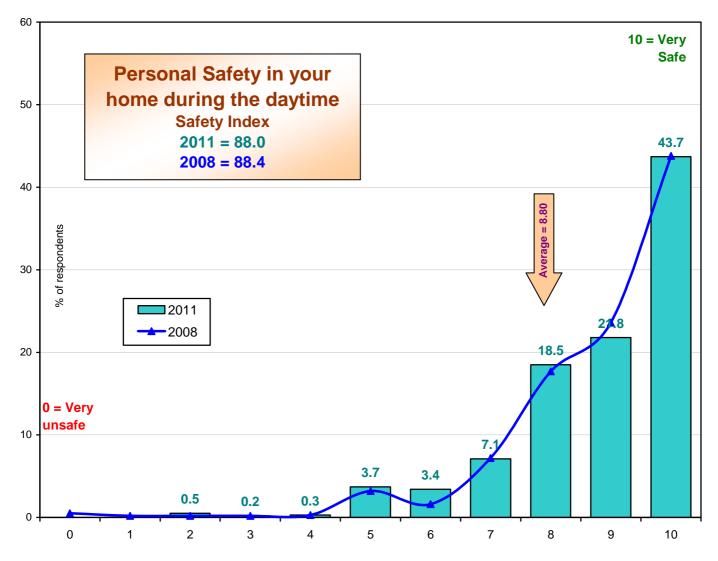
Personal Safety in your home during the daytime

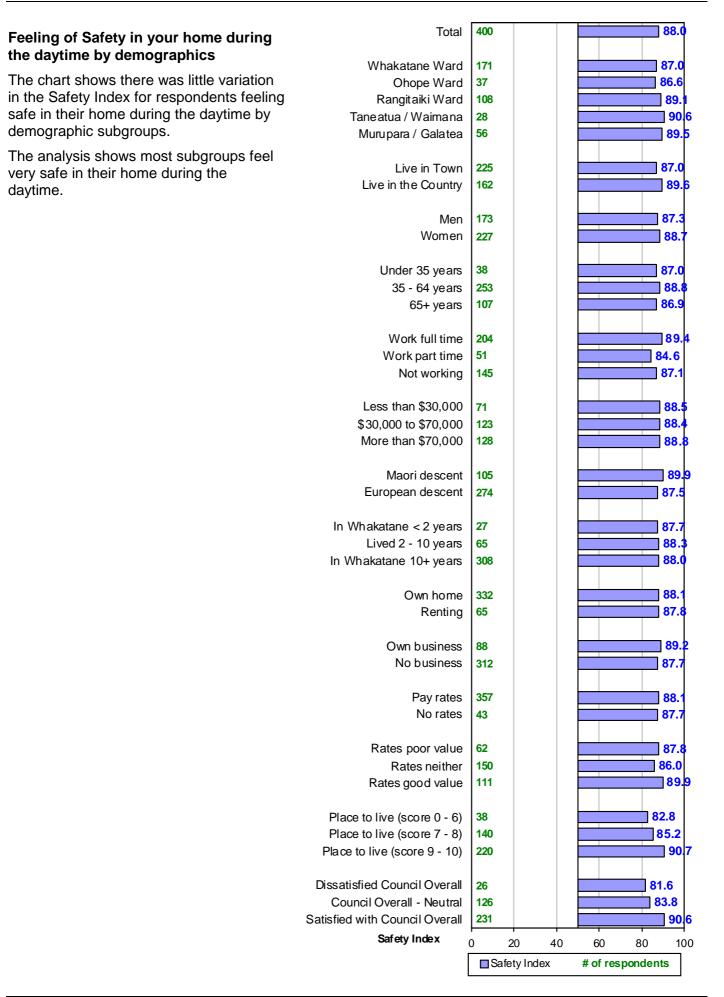
Respondents (n=400) were asked to rate how they felt about Personal Safety in their home during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (91%) felt safe in their home during the daytime (Scores 7 – 10). Two thirds of the respondents (66%) rated this with a score of 9 or 10 (very safe). The mode was a score of 10 (44%).

A few (7%) rated Personal Safety in their home during the daytime with a score that was neutral (Scores 4 - 6), and only 3 respondents (0.7%) felt unsafe (Scores 0 - 3).

The Safety Index for Personal Safety in your home during the daytime was 88.0. This infers respondents feel very safe in their home during the daytime. The profile and Index is very similar to 2008.





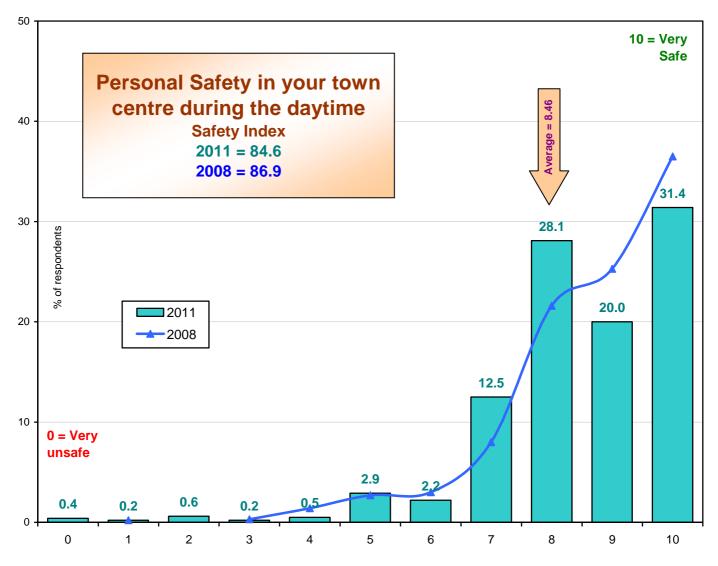
Personal Safety in your town centre during the daytime

Respondents (n=400) were asked to rate how they felt about Personal Safety in their town centre during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (92%) felt safe in their town centre during the daytime (Scores 7 – 10). Half of the respondents (51%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (31%).

A few (6%) rated Personal Safety in their town centre during the daytime with a score that was neutral (Scores 4 - 6), and only six respondents (1.5%) felt unsafe (Scores 0 - 3).

The Safety Index for Personal Safety in your town centre during the daytime was 84.6. This infers respondents feel very safe in the town centre during the daytime although the Index is down 2.3 points. The profile is similar to 2008.



•

84.6

85.6

83.1

84.4

83.2

83.1

85.4

84.8

84.4

81.3

85.6

84.1

84.8

85.1

84.0

89.

84.7

83.6

84.6

85.0

84.9

85.5

84.9

83.4

84.9

84.5

85.3

81.6

89.1

88.8

81.3

86.9

100

80.7

83.8

400 Total Feeling of Safety in your town centre during the daytime by demographics Whakatane Ward 171 The chart shows there was some variation Ohope Ward 37 in the Safety Index for respondents feeling Rangitaiki Ward 108 safe in their town centre during the Taneatua / Waimana 28 daytime by demographic subgroups. Murupara / Galatea 56 The analysis shows most subgroups feel Live in Town 225 very safe in their town centre during the Live in the Country 162 davtime. There were some other variables which Men 173 appear to have had a noticeable effect. Women 227 Respondents who thought they received Under 35 years 38 good value for their rates (Index 89.2) felt 253 35 - 64 years safer than those who thought they got poor 65+ years value for their rates (Index 81.6). 107 Those who rated Whakatane as a place to Work full time 204 live with scores of 9 or 10 (Index 88.8) felt Work part time 51 safer than those who rated Whakatane as Not working 145 a place to live with scores of 0 to 6 (Index 76.1) 71 Less than \$30,000 \$30,000 to \$70,000 123 More than \$70,000 128 105 Maori de scent European descent 274 In Whakatane < 2 years 27 Lived 2 - 10 years 65 308 In Whakatane 10+ years Own home 332 65 Renting Own business 88 312 No business Pay rates 357 43 No rates 79.0 Rates poor value 62 Rates neither 150 83.2 Rates good value 111 Place to live (score 0 - 6) 76.1 38 80.4 Place to live (score 7 - 8) 140 Place to live (score 9 - 10) 220 **Dissatisfied Council Overall** 26 78.3 Council Overall - Neutral 126 Satisfied with Council Overall 231 Safety Index 20 40 0 60 80 Safety Index # of respondents

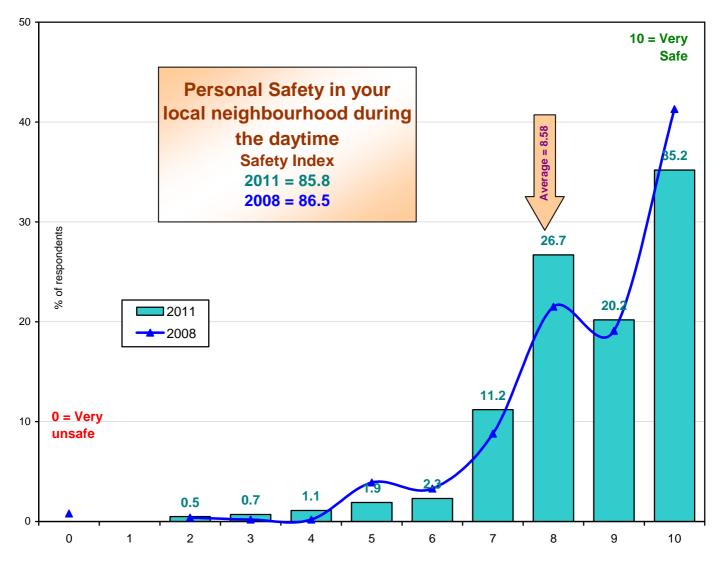
Safety in your local neighbourhood during the daytime

Respondents (n=400) were asked to rate how they felt about Personal Safety in their local neighbourhood during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (93%) felt safe in their local neighbourhood during the daytime (Scores 7 – 10). Over half of the respondents (55%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (35%).

A few (5%) rated Personal Safety in their local neighbourhood during the daytime with a score that was neutral (Scores 4 - 6), and only four respondents (1.1%) felt unsafe (Scores 0 - 3).

The Safety Index for Personal Safety in your local neighbourhood during the daytime was 85.8. This is a decrease of 0.7 points from 2008 but this still infers respondents feel very safe in their local neighbourhood during the daytime.



	T _4-1	400		85.8
Feeling of Safety in your local	Total	400		8.65
neighbourhood during the daytime by	Whakatane Ward	171		84.9
demographics	Ohope Ward	1/1 37		84.9
The chart shows there was some variation	•	108		87.4
in the Safety Index for respondents feeling	Rangitaiki Ward Taneatua / Waimana	28		85.2
safe in their local neighbourhood during	Murupara / Galatea	56		85.7
the daytime by demographic subgroups.	Mulupala / Galatea			03.7
	Live in Town	225		85.0
The analysis shows most subgroups feel	Live in the Country	162		87.4
very safe in their local neighbourhood	Live in the country			01.7
during the daytime.	Men	173		84.4
There were some other variables which	Women	227		87.2
appear to have had a noticeable effect.				
	Under 35 years	38		85.9
Respondents who thought they received	35 - 64 years	253		86.2
good value for their rates (Index 87.6) felt safer than those who thought they got poor	65+ years	107		85.1
value for their rates (Index 83.9).				
	Work full time	204		87.0
Those who rated Whakatane as a place to	Work part time	51		85.0
live with scores of 9 or 10 (Index 89.1) felt	Not working	145		84.2
safer than those who rated Whakatane as a place to live with scores of 0 to 6 (Index	J			
79.1)	Less than \$30,000	71		84.8
10.1)	\$30,000 to \$70,000	123		86.1
	More than \$70,000	128		87.4
	. ,			
	Maori de scent	105		87.5
	European descent	274		85.2
	In Whakatane < 2 years	27		88.0
	Lived 2 - 10 years	65		84.8
	In Whakatane 10+ years	308		85.9
	Own home	332		85.8
	Renting	65		86.0
	Own business	88		86.3
	No business	312		85.7
	Pay rates	357		85.9
	No rates	43		85.4
	Rates poor value	62		83.9
	Rates neither	150		84.3
	Rates good value	111		87.6
	Place to live (score 0 - 6)	38		79.1
	Place to live (score 7 - 8)	140		82.6
	Place to live (score 9 - 10)	220		89.
	Dissatisfied Council Overall	26		79.5
	Council Overall - Neutral	126		82.1
	Satisfied with Council Overall	231		88.4
	Safety Index	0 20	40 6	60 80 10
	Г	Safety Ind	lex #ofr	espondents
	L	, .		*

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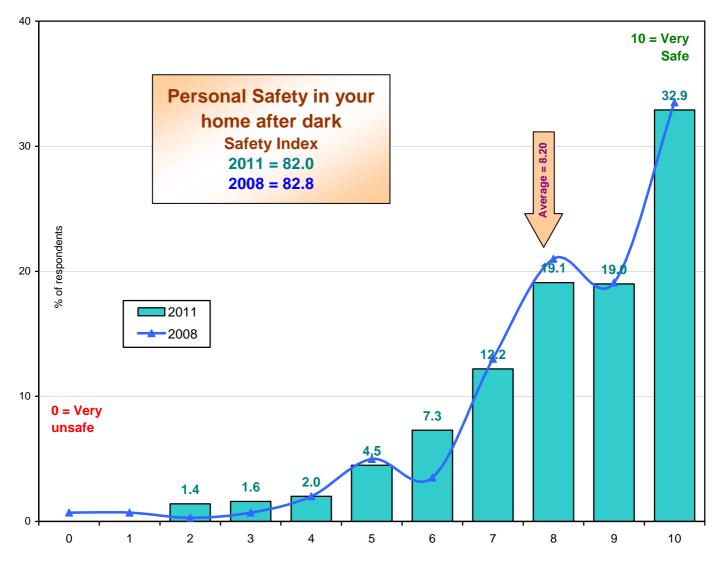
Personal Safety in your home after dark

Respondents (n=400) were asked to rate how they felt about Personal Safety in their home after dark using a scale where 0 is very unsafe to 10 being very safe.

Four fifths of the respondents (83%) felt safe in their home after dark (Scores 7 – 10). Over half of the respondents (52%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (33%).

A seventh of the respondents (14%) rated Personal Safety in their home after dark with a score that was neutral (Scores 4 - 6), and only 12 respondents (3%) felt unsafe (Scores 0 - 3).

The Safety Index for Personal Safety in your home after dark was 82.0. This infers respondents feel safe in their home after dark. The profile and Index is very similar to 2008.



Ee	aling of Safaty in your home after	Total	400			82.0
Feeling of Safety in your home after dark by demographics						
The chart shows there was some variation		Whakatane Ward Ohope Ward	171 37			83.2
in the Safety Index for respondents feeling		Rangitaiki Ward	108			81.3
safe in their home after dark by		Taneatua / Waimana	28		1	86.1
demographic subgroups.		Murupara / Galatea	56			81.4
Th	e analysis shows most subgroups feel					
	fe in their home after dark.	Live in Town	225			81.4
		Live in the Country	162			83.3
There were some other variables which						
ар	pear to have had a noticeable effect.	Men	173			81.4
٠	Those from the Ohope Ward (Index 78.2)	Women	227			82.6
	felt less safe in their home after dark than					
	those from the other Wards.	Under 35 years	38			76.1
•	Respondents who thought they received	35 - 64 years	253			83.1
	good value for their rates (Index 85.5) felt	65+ years	107			82.5
	safer than those who thought they got poor value for their rates (Index 80.6).	Work full time	204			83.1
		Work part time	51			78.7
•	Those who rated Whakatane as a place to	Not working	145		1	81.7
	live with scores of 9 or 10 (Index 86.9) felt safer than those who rated Whakatane as	Not Working				
	a place to live with scores of 0 to 6 (Index	Less than \$30,000	71			83.5
	69.0)	\$30,000 to \$70,000	123			84.1
	,	More than \$70,000	128			81.3
		Maori descent	105			83.2
		European descent	274			81.5
		In Whakatane < 2 years	27			82.0
		Lived 2 - 10 years	65			79.9
		In Whakatane 10+ years	308			82.5
		Own home	332			82.5
		Renting	65			79.9
		Ronning				
		Own business	88			82.5
		No business	312			81.9
		Pay rates	357			82.0
		No rates	43			81.9
		Datas sasturalius	60			
		Rates poor value Rates neither	62 150			80.6
		Rates good value	150			85.5
		Tales your value				03.3
		Place to live (score 0 - 6)	38			69.0
		Place to live (score 7 - 8)	140			78.0
		Place to live (score 9 - 10)	220			86.9
		Dissatisfied Council Overall	26			76.2
		Council Overall - Neutral	126			77.3
		Satisfied with Council Overall	231			84.8
		Safety Index	0 2	20 40	60	80 10
		Γ	Safety	Index	#ofres	pondents
		L				

100

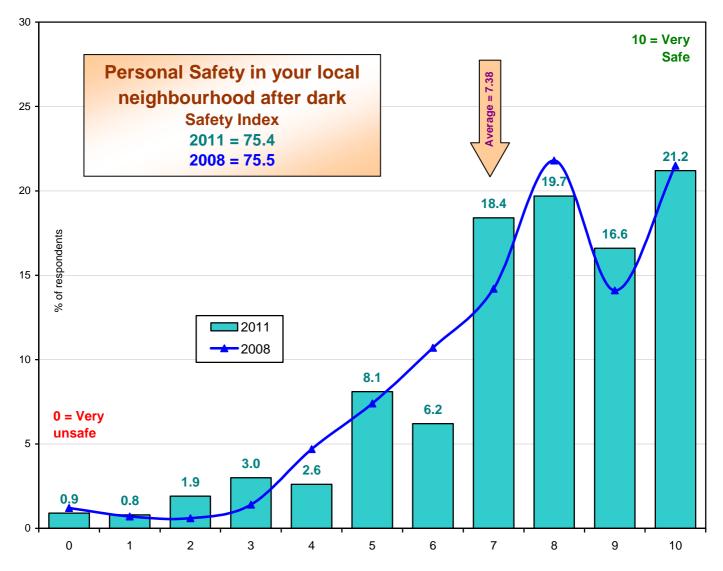
Personal Safety in your local neighbourhood after dark

Respondents (n=400) were asked to rate how they felt about Personal Safety in their local neighbourhood after dark using a scale where 0 is very unsafe to 10 being very safe.

Three quarters of the respondents (76%) felt safe in their local neighbourhood after dark (Scores 7 – 10). Over a third of the respondents (38%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (21%).

A sixth of the respondents (17%) rated Personal Safety in their local neighbourhood after dark with a score that was neutral (Scores 4 - 6), and a few respondents (7%) felt unsafe (Scores 0 - 3).

The Safety Index for Personal Safety in your local neighbourhood after dark was 75.4, virtually unchanged from 2008. This again infers respondents feel reasonably safe in their local neighbourhood after dark.



Feeling of Safety in your local	Total	400				75.4
neighbourhood after dark by		1				
demographics	Whakatane Ward	171				75.0
•	Ohope Ward	37				77.2
The chart shows there was some variation	Rangitaiki Ward	108				75.6
in the Safety Index for respondents feeling	Taneatua / Waima na	28				76.0
safe in their local neighbourhood after	Murupara / Galatea	56				74.8
dark by demographic subgroups.						
The analysis shows most subgroups feel	Live in Town	225				74.8
reasonably safe in their local	Live in the Country	162				76.8
neighbourhood after dark.						
•	Men	173				75.8
There were some other variables which	Women	227				75.0
appear to have had a noticeable effect.						
Those of Maori descent (Index 78.3)	Under 35 years	38				72.2
appear to feel safer than those of	35 - 64 years	253				76.1
European descent (Index 74.0)	65+ years	107				75.6
		_				
Those who have lived in Whakatane hotwoon 2 10 years (Index 72.0) appear	Work full time	204				76.9
between 2 – 10 years (Index 72.9) appear to feel less safe than those who have lived	Work part time	51				75.0
in Whakatane for less than 2 years or	Not working	145				72.9
more than 10 years (Index 80.5 and 75.4	Not Working	1-0				
respectively)	Less than \$30,000	71				73.8
	\$30,000 to \$70,000	123			1	75.5
• Those who rated Whakatane as a place to	More than \$70,000	123				77.4
live with scores of 9 or 10 (Index 79.0) felt safer than those who rated Whakatane as		120				//.4
a place to live with scores of 0 to 6 (Index	Maori de scent	105				70.0
63.6)						78.3
	European descent	274				74.0
		07				
	In Whakatane < 2 years	27				80.5
	Lived 2 - 10 years	65			1	72.9
	In Whakatane 10+ years	308				75.4
	Own home	332				76.2
	Renting	65				71.6
	Own business	88				78.7
	No business	312				74.4
	_	1_				
	Pay rates	357				75.5
	No rates	43				74.2
	_					
	Rates poor value	62				75.7
	Rates neither	150				72.8
	Rates good value	111				78.0
	Place to live (score 0 - 6)	38			6	
	Place to live (score 7 - 8)	140				72.7
	Place to live (score 9 - 10)	220				79.0
		1				
	Dissatisfied Council Overall	26				<mark>] 69.</mark> 8
	Council Overall - Neutral	126				72.2
	Satisfied with Council Overall	231				76.9
	Safety Index	0	20	40	60	80
	- T					
	l	D Safe	ety Index		# of resp	onuents

100

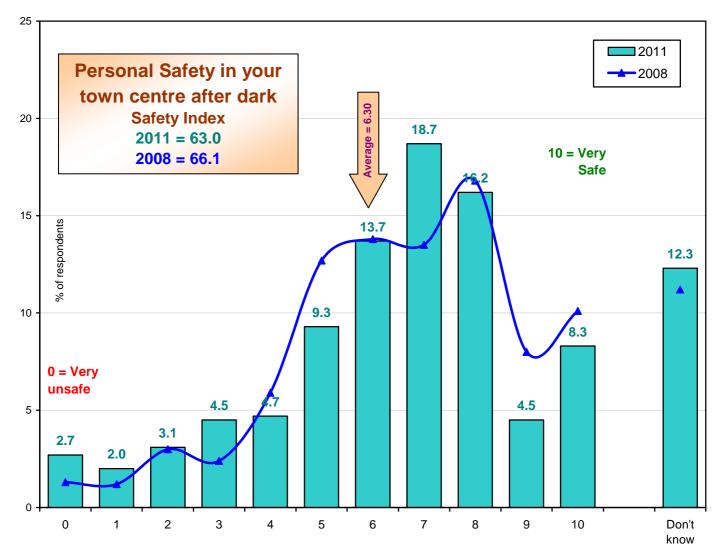
Personal Safety in your town centre after dark

Respondents (n=400) were asked to rate how they felt about Personal Safety in their town centre after dark using a scale where 0 is very unsafe to 10 being very safe.

Almost half of the respondents (48%) felt safe in their town centre after dark (Scores 7 – 10). An eighth of the respondents (13%) rated these with a score of 9 or 10 (very safe). The mode was a score of 7 (19%).

A quarter of the respondents (28%) rated Personal Safety in their town centre after dark with a score that was neutral (Scores 4 - 6), and an eighth (12%) felt unsafe, (Scores 0 - 3).

The Safety Index for Personal Safety in your town centre after dark was 63.0. This is a decrease of 3.1 points from 2008. This again infers respondents do not feel very safe in their town centre after dark.



Feeling of Safety in your town centre	Total	400	63.0
after dark by demographics			
	Whakatane Ward	171	63.7
The chart shows there was some variation		37	58.4
in the Safety Index for respondents feeling	-	108	64.4
safe in their town centre after dark by	Taneatua / Waima na	28	64.6
demographic subgroups.	Murupara / Galatea	56	61.4
The analysis shows most subgroups do			
not feel very safe in their town centre after	Live in Town	225	63.4
dark.	Live in the Country	162	63.3
There were some other variables which	Men	173	64.6
appear to have had a noticeable effect.	Women	227	61.4
	women	221	01.4
• Those from the Ohope Ward (Index 58.4)	Under 35 years	38	57.9
felt less safe in their town centre after dark	35 - 64 years	253	64.5
than those from the other Wards.	65+ years	107	62.2
Those of Maori descent (Index 68.9)			
appear to feel safer than those of	Work full time	204	62.5
European descent (Index 60.6)	Work part time	51	63.0
Respondents who thought they received	Not working	145	64.1
good value for their rates (Index 70.6) felt	i i i i i i i i i i i i i i i i i i i		
safer than those who thought they got poor	Less than \$30,000	71	68.0
value for their rates (Index 60.3).	\$30,000 to \$70,000	123	65.5
• Those who rated Whakatane as a place to	More than \$70,000	128	58.3
live with scores of 9 or 10 (Index 68.6) felt	· · · · · · · · · · · · · · · · · ·		
safer than those who rated Whakatane as	Maori de scent	105	68.9
a place to live with scores of 0 to 6 (Index	European descent	274	60.6
50.2)			
	In Whakatane < 2 years	27	63.4
	Lived 2 - 10 years	65	59.6
	In Whakatane 10+ years	308	63.8
	Own home	332	63.3
	Renting	65	61.5
	Own business	88	60.2
	No business	312	63.9
	Pay rates	357	63.0
	No rates	43	63.2
	Rates poor value	62	60.3
	Rates neither	150	56.9
	Rates good value	111	70.6
	Place to live (see $0, 0$)	38	50.2
	Place to live (score 0 - 6) Place to live (score 7 - 8)	140	57.9
	Place to live (score 9 - 10)	220	68.6
	Fiace to live (Scole 9 - 10)	220	
	Dissatisfied Council Overall	26	57.8
	Council Overall - Neutral	126	57.8
	Satisfied with Council Overall	231	66.1
	Co fativ Index		
	Safety Index	0 20 40	
		Safety Index	# of respondents
	L		

Summary Tables

Summary table – Percentage who used facility/service in the past 12 months -2000 to 2011 (Weighted data from 2004) These results are not based on a calendar year. The survey timing has varied from year to year but was undertaken in May and respondents were asked whether they had used each service / facility in the past 12 months.

								Differenc	e to 2008
Facility / Service	2000	2001	2002	2003	2004	2008	2011	Decreases	Increases
Kerbside recyclable collection		53.0	59.0	62.0	63.3	84.0	89.2		5.2
Residential refuse collection	88.0	92.0	92.0	90.0	88.7	86.5	84.5	-2.0	
Council parking in Whakatane	88.0	95.0	91.0	92.0	77.1	75.7	73.7	-2.0	
Public toilets	70.0	77.0	74.0	71.0	69.8	66.6	67.5		0.9
Parks and reserves	75.0	80.0	80.0	81.0	73.0	77.2	66.7	-10.5	
Greenwaste collection						62.7	64.8		2.1
Transfer station / rubbish disposal	56.0	50.0	49.0	45.0	53.5	57.6	61.4		3.8
Harbour facilities in Whakatane CBD	58.0	60.0	61.0	54.0	67.0	65.1	58.2	-6.9	
Library	63.0	66.0	71.0	71.0	62.0	52.0	49.3	-2.7	
Public halls	70.0	67.0	68.0	71.0	55.8	56.3	45.3	-11.0	
Council run recycling facilities						52.1	43.4	-8.7	
Sports grounds	76.0	74.0	70.0	75.0	46.2	46.0	41.9	-4.1	
Playgrounds		66.0	71.0	63.0	50.6	53.5	41.9	-11.6	
Facilities at Thornton Domain						32.2	39.3		7.1
Cemeteries						41.0	38.4	-2.6	
Facilities at Ohiwa Harbour						38.6	38.0	-0.6	
Swimming pools	43.0	36.0	51.0	61.0	50.2	42.5	35.9	-6.6	
Boat ramps in Whakatane town						32.6	30.8	-1.8	

Summary table – Percentage who used facility/service in the past 12 months -2000 to 2008 (Weighted data from 2004) These results are not based on a calendar year. The survey timing has varied from year to year but was undertaken in May and respondents were asked whether they had used each service / facility in the past 12 months.

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Differenc	e to 2008
								Decreases	Increases
Contacted Council about dogs	24.0	23.0	23.0	29.0	27.3	26.9	27.4		0.5
Museum and Gallery in Boon Street	44.0	48.0	55.0	52.0	47.6	30.2	26.3	-3.9	
Hazardous Waste Disposal facilities						21.0	14.8	-6.2	
Byways (Council's news publication)							38.4		
Visitor Information Centre							37.0		
Whakatane District Council Website							31.2		
Front desk in Whakatane Council Building						68.3	64.5	-3.8	
Phoned during business hours							56.8		
Phoned after hours							18.9		
Customer Services Centre in Murupara							10.1		
Building and Regulation Services							25.8		
Applied for a building consent						24.9	18.3	-6.6	
Applied for a resource consent						18.5	10.1	-8.4	
Applied for a LIM						13.7	6.8	-6.9	
Had contact with the Council Staff						71.7	76.9		5.2
Had contact with the Councillors or Mayor						34.5	35.6		1.1
Contacted community board member						21.8	26.5		4.7
Councils water supply	79.0	82.0	85.0	81.0	80.3	77.5	82.2		4.7
Council sewerage system	67.0	71.0	74.0	70.0	64.7	64.1	66.4		2.3

Facility / Service	Daily	Weekly	Monthly	At least once a year	Used but <1 / year	Not in past 12 months	Don't know	Used at all
Kerbside recyclable collection	0.2	83.3	3.9	1.9	, jou.	10.8		89.2
Residential refuse collection		78.9	1.4	4.2		14.8	0.7	84.5
Council parking in Whakatane	7.5	41.4	14.0	10.8		26.1	0.2	73.7
Public toilets	0.7	8.6	22.2	35.6	0.3	32.1	0.4	67.5
Parks and reserves	5.3	15.5	20.8	24.2	0.9	32.8	0.5	66.7
Greenwaste collection		25.8	36.1	2.9		35.0	0.2	64.8
Transfer station / rubbish disposal		3.5	13.2	44.0	0.7	37.9	0.7	61.4
Harbour facilities in Whakatane CBD	1.3	10.5	23.2	23.2		41.3	0.4	58.2
Library	0.3	12.9	16.0	19.1	1.0	50.7		49.3
Public halls		4.8	4.5	35.3	0.7	54.7		45.3
Council run recycling facilities		6.0	9.1	28.2		56.3	0.3	43.4
Sports grounds	0.3	16.5	9.1	15.8	0.1	57.7	0.4	41.9
Playgrounds	1.0	10.6	17.4	12.9		58.1		41.9
Facilities at Thornton Domain		1.4	9.4	28.2	0.2	60.5	0.2	39.3
Cemeteries		1.2	6.8	29.2	1.2	61.6		38.4
Facilities at Ohiwa Harbour	0.2	0.8	6.4	30.1	0.4	61.5	0.4	38.0
Swimming pools	1.4	8.8	9.5	16.0	0.2	64.1		35.9
Boat ramps in Whakatane town		3.2	10.9	16.4	0.2	69.0	0.2	30.8
Contacted Council about dogs	0.2	0.2	1.1	24.3	1.6	72.1	0.4	27.4
Museum and Gallery in Boon Street			1.7	22.3	2.3	73.7		26.3
Hazardous Waste Disposal facilities		0.4	1.4	12.1	1.0	85.0	0.2	14.8

Summary table – Frequency of using each facility or service based on the percentage of the 2008 sample (n=405) (Weighted data)

Facility / Service	Daily	Weekly	Monthly	At least once a year	Used but <1 / year	Not in past 12 months	Don't know	Used at all
Byways (Council's news publication)		1.3	16.1	20.8	0.2	60.1	1.5	38.4
Visitor Information Centre	0.5	0.4	3.1	32.5	0.4	63.0		37.0
Whakatane District Council Website	0.3	1.3	6.6	23.0		67.9	0.9	31.2
Front desk in Whakatane Council Building		0.6	8.3	53.3	2.4	35.5		64.5
Phoned during business hours	0.3	2.5	7.6	46.0	0.4	43.0	0.2	56.8
Phoned after hours		0.4	0.5	17.3	0.7	81.1		18.9
Customer Services Centre in Murupara	0.3	0.4	2.2	6.7	0.5	89.7	0.2	10.1
Building and Regulation Services		0.7	2.4	20.9	1.8	73.7	0.5	25.8
Applied for a building consent	0.2		0.5	16.9	0.7	81.3	0.4	18.3
Applied for a resource consent				9.2	0.9	89.0	0.9	10.1
Applied for a LIM				6.8		92.3	0.9	6.8
Had contact with the Council Staff	1.5	11.4	26.2	37.8		22.7	0.4	76.9
Had contact with the Councillors or Mayor	0.3	1.9	6.1	26.5	0.9	64.4		35.6
Contacted community board member	0.5	1.7	4.8	19.4	0.2	73.0	0.5	26.5

Satisfaction with Council in General (CSI score by Year) – 2000 to 2011

								Differenc	e to 2008
Facility / Service	2000	2001	2002	2003	2004	2008	2011	Decreases	Increases
Overall performance of Council	72.8	72.1	66.6	61.5	69.8	67.3	65.4	-1.8	
Elected Members of Council	59.9	64.7	64.4	62.1	64.1	61.5	61.1	-0.3	
Council staff overall	74.5	80.5	78.4	77.3	75.5	74.5	76.8		2.4
Customer Service Staff at Murupara							83.3		
Overall Front Desk Staff						75.2	78.0		2.7
Call centre during working hours							69.8		
Council call centre after hours							63.9		
Whakatane District as a place to live						86.4	84.2	-2.1	
Council's provision of information						64.2	64.3		0.2
Easy to attend meetings						48.8	62.0		13.2
Opportunities for involvement in decision making						58.5	57.5	-1.0	
Open and honest in their dealings						49.6	56.8		7.2
Good long term decisions						47.4	52.2		4.8

Satisfaction with Council provided Core Facilities and Services (CSI score by Year) – 2000 to 2011

								Differenc	e to 2008
Facility / Service	2000	2001	2002	2003	2004	2008	2011	Decreases	Increases
Roads									
Overall roads in Whakatane District						68.4	65.2	-3.2	
Adequate street lighting						71.8	69.8	-2.0	
Safety of our roads						68.4	66.3	-2.1	
Vegetation on roadsides well maintained						70.0	64.9	-5.1	
The quality of roads in the District	70.0	70.6	70.3	70.9	66.6	67.1	63.8	-3.3	
Roads being well maintained						64.1	61.5	-2.6	
Mains Water Supply									
Overall mains water supply in Whakatane						73.7	72.0	-1.7	
Reliable supply of water to home						84.4	84.1	-0.3	
Mains water pressure in your home		69.7	74.9	75.6	79.1	78.5	79.9		1.5
Price of water supplied						62.1	65.3		3.2
Quality of drinking water		69.7	74.9	75.6	71.7	66.8	64.3	-2.5	

Satisfaction with Council provided Core Facilities and Services (CSI score by Year) – 2000 to 2011

								Difference	e to 2008
Facility / Service	2000	2001	2002	2003	2004	2008	2011	Decreases	Increases
Stormwater System									
Overall stormwater systems						64.0	45.6	-18.4	
Maintenance of stormwater systems						65.1	47.5	-17.6	
Reliability of the stormwater systems						64.7	44.6	-20.1	
Wastewater and Sewerage System									
Overall wastewater	76.7	75.4	75.9	77.1	81.3	72.4	70.4	-1.9	
Reliable disposal of wastewater						76.9	73.6	-3.4	
Smells and odours from wastewater						72.6	72.9		0.3
Cost of wastewater / sewerage system						68.9	68.0	-0.9	

Satisfaction with Council provided Specific Facilities and Amenities (CSI score by Year) – 2000 to 2011

	2000	2001	2002	2003	2004	2008	2011	Differenc	
Facility / Service								Decreases	Increases
Residential refuse collection	89.4	86.7	88.5	89.9	85.5	83.6	84.6		1.0
Greenwaste Collection						83.7	83.7		0.0
Cemeteries						81.2	83.7		2.5
Kerbside Recyclable Collection	67.5	65.8	69.1	75.2	76.3	81.2	83.0		1.8
Hazardous Waste Disposal facilities						82.3	82.2	-0.2	
Council run recycling facilities						82.4	80.5	-1.9	
Library	80.5	84.2	85.3	86.8	80.8	79.4	80.0		0.6
Transfer station / rubbish disposal	67.6	67.3	68.5	65.1	71.3	82.4	79.1	-3.3	
Boat ramps in Whakatane town						79.1	77.4	-1.7	
Harbour facilities Whakatane CBD	78.6	75.7	79.2	75.9	77.5	76.5	76.1	-0.4	
Swimming pools	69.3	66.5	85.3	85.2	80.5	76.5	75.7	-0.8	
The Museum & Gallery	81.1	88.5	88.6	89.2	80.4	71.0	75.3		4.3
Parks and Reserves	79.6	78.9	78.4	81.7	80.1	75.9	74.9	-1.0	
Harbour facilities at Ohiwa Harbour	78.6	75.7	79.2	75.9	77.5	72.6	74.9		2.3
Sports grounds	78.7	79.5	82.0	82.7	76.6	77.0	74.6	-2.5	
Council Parking in Whakatane	79.6	78.9	78.4	81.7	60.6	69.9	73.8		3.9
Playgrounds	78.7	79.8	80.3	83.4	75.2	75.1	72.9	-2.3	
Facilities at Thornton Domain						73.4	72.9	-0.5	

Satisfaction with Council provided Specific Facilities and Amenities (CSI score by Year) – 2000 to 2011

								Differenc	e to 2008
Facility / Service	2000	2001	2002	2003	2004	2008	2011	Decreases	Increases
Public Halls	79.6	78.9	78.4	81.7	74.9	73.2	71.5	-1.7	
Public toilets	57.7	61.3	66.0	70.9	66.6	69.2	68.3	-0.9	
Councils Dog Control Service	64.0	69.0	65.6	64.3	58.1	66.6	67.5		0.9
Information centre staff							82.1		
Whakatane District Council website							68.8		
Byways							68.1		

Satisfaction with Environmental Health and Planning and Building Regulation Services (CSI score by Year) – 2000 to 2011

								Differenc	e to 2008
Facility / Service	2000	2001	2002	2003	2004	2008	2011	Decreases	Increases
Environmental Health services overall						70.4	67.6	-2.8	
Making environment a healthier place						69.6	66.8	-2.9	
Being effective						68.1	65.0	-3.2	
Planning and Building services overall						54.1	67.8		13.7
LIM report overall						56.0	73.3		17.3
Time for LIM report						52.2	64.9		12.7
Advice from Building Control service						55.9	59.7		3.8
Making environment a healthier place						59.1	58.6	-0.5	
Process for Building Consents						45.8	57.3		11.5
Process for Resource Consents						45.2	54.6		9.4
Advice from Resource Consent service						51.2	53.3		2.1

Summary Tables – Other Indexes Comparison to History

History of other measured statements (Index) – 2000 to 2011 The scales used vary by question. All these scales are converted to indexes out of 100.

								Difference	e to 2008
Facility / Service	2000	2001	2002	2003	2004	2008	2011	Decreases	Increases
Facilities and services deteriorated or improved						67.8	64.2	-3.6	
Value from WDC residential rates	60.3	62.4	64.7	63.9	61.0	56.1	54.1	-2.0	
Value from BOP regional rates							51.4		
Safety at home during daytime						88.4	88.0	-0.4	
Safety in local neighbourhood during day						86.5	85.8	-0.6	
Safety in town centre during the day						86.9	84.6	-2.3	
Safety at home after dark						82.8	82.0	-0.8	
Safety in local neighbourhood after dark						75.5	75.4	-0.1	
Safety in town centre after dark						66.1	63.0	-3.0	

Satisfaction with Council in General – Satisfaction scores based on the percentage of those who rated each service / facility

	# of users /	L	Jsing the s	scale whe	ere 0 is ve		sfied to 10 ating with a			ed, how sa	atisfied are	e you with	ז?	
Facility / Service	# who rated	0	1	2	3	4	5	6	7	8	9	10	Don't Know	CSI score
The overall performance of Council in the past 12 months	400	1.2	0.4	1.7	2.7	4.3	14.4	13.7	29.1	19.5	5.9	3.4	3.8	65.4
The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)	400	1.3	1.2	2.0	5.5	4.1	17.2	13.7	25.1	15.5	2.9	2.2	9.3	61.1
The overall performance of Council staff in the past 12 months	305		0.3	0.9	0.7	3.0	7.8	6.4	16.4	32.8	15.8	14.2	1.8	76.8
Overall service from the Customer Service Staff at the Murupara Customer Services Centre	41				2.1		7.1	4.1	9.1	30.1	12.9	34.6		83.3
Whakatane Front Desk Staff Overall	257	0.3	0.3	1.0	1.1	2.1	4.7	5.5	17.3	31.5	18.5	14.5	3.1	78.0
Overall service from the Council call centre during working hours	228	1.6	0.4	3.0	2.7	4.4	9.8	7.5	21.2	23.4	9.3	12.0	4.8	69.8
Overall service from the Council call centre after hours	74	3.4	2.1	3.5	8.6	5.8	14.7	5.7	10.4	14.8	12.6	14.2	4.2	63.9
Information Centre staff	147			0.6		1.3	1.2	4.0	19.6	26.8	19.4	20.0	7.3	82.1
Whakatane District Council website	120	0.8	1.4	2.2	2.3	2.9	13.0	9.8	25.6	22.1	11.2	7.3	1.5	68.8
Byways	153	0.6		2.2	3.1	2.0	10.1	16.1	24.5	22.5	7.7	4.8	6.3	68.1

Satisfaction with Council in General – Satisfaction scores based on the percentage of those who rated each service / facility

	# of users /	U	sing the s	scale whe	re 0 is ve) being ve a score of		ed, how sa	atisfied ar	e you with	1?	
Facility / Service	# who rated	0	1	2	3	4	5	6	7	8	9	10	Don't Know	CSI score
Whakatane District as a place to live	400	0.4	0.6	0.7	0.5	0.7	2.4	4.4	8.4	27.0	25.3	29.1	0.5	84.2
Council's provision of information to the community about its services, facilities, projects and plans	400	1.2		2.2	3.2	4.4	15.6	15.6	20.8	17.0	4.5	5.0	10.5	64.3
Being easy to attend meetings held by the Whakatane District Council	161	1.1	1.9	2.4	7.8	3.3	23.8	8.1	14.8	20.7	4.9	7.1	4.0	62.0
The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?	400	3.5	1.1	5.0	5.9	7.1	15.6	14.2	17.8	12.2	4.7	3.8	9.1	57.5
The Council being open and honest in their dealings with Whakatane residents	400	3.0	1.9	4.6	6.1	8.6	18.1	13.7	20.5	14.9	2.1	2.9	3.4	56.8
The Council making good long term decisions	400	4.1	3.5	6.2	6.4	10.4	16.8	13.9	19.5	8.0	1.6	2.7	6.9	52.2

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

	# of users /	U	sing the s	cale whe	re 0 is ver			being ver a score of		d, how sa	tisfied are	e you with	.?	
Facility / Service	# who rated	0	1	2	3	4	5	6	7	8	9	10	Don't Know	CSI score
Residential refuse collection	335			1.1		1.7	3.8	2.6	9.5	24.6	26.2	29.4	1.2	84.6
Greenwaste Collection	249			1.2	0.8	1.2	4.3	2.9	9.3	27.0	24.1	28.4	0.8	83.7
Cemeteries	149			1.4			3.2	3.9	9.6	34.6	20.9	25.6	0.6	83.7
Kerbside Recyclable Collection of paper, plastic, glass and cans	353		0.8	0.5	1.1	1.0	4.9	3.6	9.9	26.0	24.0	27.4	0.8	83.0
Hazardous Waste Disposal facilities at the Whakatane Recycling Park	63						8.9	1.3	12.7	22.0	28.2	16.7	10.2	82.2
Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection)	168			1.2	0.7	0.6	9.0	3.3	12.9	28.0	18.4	22.8	3.0	80.5
Library	197		0.2		1.0	1.5	9.3	8.8	7.9	28.4	16.3	24.9	1.6	80.0
Transfer station / rubbish disposal at Whakatane or Murupara	236	0.7		0.4	1.4	1.5	7.6	8.3	9.5	24.2	20.1	20.4	6.0	79.1
Boat ramps in Whakatane town	116	0.8					6.6	12.9	19.0	32.4	12.3	16.0		77.4
The Harbour facilities in Whakatane CBD including the Port and surrounding environment	226	1.1			2.5	1.0	4.5	8.5	19.9	37.0	10.9	13.1	1.5	76.1
Swimming pools	130			1.4	0.6	3.6	5.7	12.3	16.5	33.1	11.3	14.9	0.6	75.7
The Museum & Gallery	109			3.3	1.8		6.7	12.8	19.5	23.3	9.9	19.2	3.5	75.3
Parks and Reserves in the Whakatane District	260	1.3	1.1		2.1	1.5	7.6	6.3	18.2	36.4	11.0	13.4	1.1	74.9
The boat ramp; playground, toilets or wharf facilities at Ohiwa Harbour	138				0.8	2.0	4.4	13.9	26.7	27.3	9.6	10.6	4.8	74.9

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

	# of users /	U	sing the s	cale whei	re 0 is ver			being ver a score of		d, how sa	tisfied are	you with	.?	
Facility / Service	# who rated	0	1	2	3	4	5	6	7	8	9	10	Don't Know	CSI score
Sports grounds	152	0.5		0.8	0.7	2.9	7.0	8.5	25.6	30.7	12.1	10.7	0.6	74.6
Council Parking in Whakatane	294	0.2	0.4	0.9	1.5	4.9	9.0	10.7	18.7	27.1	10.6	15.5	0.6	73.8
The boat ramp, reserve, playground or toilet facilities at Thornton Domain	145					6.3	8.5	15.7	16.8	28.8	10.5	10.0	3.4	72.9
Playgrounds	156	0.6	0.7	2.5	0.7	3.5	11.2	6.0	24.6	22.8	11.6	14.8	1.0	72.9
Public Halls	179		0.7	1.6	2.6	1.6	12.6	9.0	23.7	28.3	8.3	10.4	1.1	71.5
Public toilets	262	0.3	0.8	1.0	3.3	4.1	14.4	16.1	19.9	20.5	11.6	7.3	0.6	68.3
Councils Dog Control Service	105	1.3	2.6	7.1	3.6	6.0	7.3	3.8	18.1	23.3	9.3	14.7	3.1	67.5

Satisfaction with Services and Facilities – Satisfaction scores based on the percentage of those who rated each service / facility

	# of users /	U	sing the s	cale whe	re 0 is ver		fied to 10 ating with a			d, how sa	tisfied are	e you with	.?	
Facility / Service	# who rated	0	1	2	3	4	5	6	7	8	9	10	Don't Know	CSI score
Roads														
Overall quality and maintenance of the roads in the Whakatane District	400	0.8	0.1	1.2	3.8	7.4	14.2	14.7	26.2	19.4	5.2	5.3	1.8	65.2
Having adequate street lighting	400	2.6	1.2	1.3	1.9	3.5	8.9	8.9	18.1	24.2	7.9	11.5	10.0	69.8
Safety of our roads	400	1.6	0.8	1.8	4.7	4.3	13.5	12.0	21.1	24.6	7.0	7.0	1.6	66.3
The plants and vegetation on the side of the roads being well maintained	400	1.5	1.2	5.2	4.1	4.6	10.6	13.0	20.3	25.2	7.0	6.0	1.3	64.9
The quality of roads in the District	400	1.3	1.4	1.5	4.1	8.2	15.1	14.3	22.9	20.0	4.1	6.8	0.4	63.8
The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc)	400	1.3	0.5	2.5	5.5	12.2	14.1	18.0	16.7	18.0	6.1	4.7	0.4	61.5
Mains Water Supply														
Overall quality and reliability of the mains water supply in the Whakatane District	321	1.1	1.4	0.9	2.9	2.6	10.4	9.7	14.4	29.5	11.7	12.2	3.3	72.0
Having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)	321		0.6	0.3	0.8	1.3	1.7	3.8	10.2	29.6	24.2	27.5		84.1
Having adequate mains water pressure in your home	321	0.2			1.8	2.3	2.5	8.4	16.1	30.8	14.3	23.0	0.5	79.9
The price of water supplied	321	0.8	2.6	3.1	3.3	7.1	10.2	8.3	15.8	16.3	4.0	12.2	16.4	65.3
The quality of drinking water supplied to residents homes (e.g. taste, colour, purity)	321	3.3	4.0	3.0	5.2	6.0	10.1	12.3	13.2	19.6	9.4	12.6	1.4	64.3

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

	# of users /	U	sing the s	cale wher	e 0 is ver	y dissatis % ra		being ver a score of		d, how sa	tisfied are	you with	.?	
Facility / Service	# who rated	0	1	2	3	4	5	6	7	8	9	10	Don't Know	CSI score
Wastewater and Sewerage														
Overall disposal and treatment of wastewater and sewage	254	2.0	0.8	1.0	2.4	1.4	9.3	10.6	18.9	22.0	6.3	11.9	13.4	70.4
Having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows)	254	2.3		3.1	1.4	4.0	8.4	6.3	16.4	23.9	14.2	18.2	1.8	73.6
Smells and odours from the treatment of wastewater and sewage being kept to a minimum	254	1.0	0.8	1.9	2.2	2.6	12.9	7.3	15.0	25.0	12.0	16.3	3.1	72.9
The cost of the wastewater and sewerage system	254	1.6	0.8	1.2	1.2	1.8	10.7	10.0	14.1	14.4	5.2	8.2	31.0	68.0
Stormwater System														
The overall effectiveness of the stormwater systems	400	7.6	5.4	11.6	9.4	11.4	11.3	9.8	10.8	9.2	1.2	4.1	8.3	45.6
The maintenance of the stormwater systems	400	7.1	6.1	7.1	8.2	12.2	11.7	13.5	9.4	9.2	3.0	3.0	9.4	47.5
The reliability of the stormwater systems from streets, public areas and residents homes	400	8.3	5.9	9.9	9.7	11.0	12.3	11.0	8.4	8.5	2.6	2.5	9.7	44.6

Satisfaction with Environmental Health and Planning and Building Regulation Services – Satisfaction scores based on the percentage of those who rated each service / facility

	# of users /	U	sing the s	cale whei	re 0 is ver	y dissatis % ra		being ver a score of		d, how sa	tisfied are	e you with	.?	
Facility / Service	# who rated	0	1	2	3	4	5	6	7	8	9	10	Don't Know	CSI score
Environmental Health														
The Environmental Health Services overall	400	1.5	0.5	1.4	1.1	4.4	11.7	14.6	23.5	23.3	7.2	5.4	5.2	67.6
Making the environment around you a healthier place to live	400	1.8	1.2	1.6	1.3	4.9	12.3	15.4	20.7	23.8	5.3	7.4	4.3	66.8
Being effective	400	3.0	0.5	1.6	1.4	6.0	11.7	16.1	23.3	19.0	5.4	6.1	6.0	65.0
Planning and building regulation services														
The Planning and Building services overall	97	0.9	0.9	1.9	2.5	10.0	9.3	9.6	11.3	21.3	13.7	7.4	11.1	67.8
The LIM report overall	28			3.9			7.2	15.5	18.3	23.6	11.1	11.2	9.3	73.3
The time taken for your LIM report	28	3.6		3.9	3.6	5.0	9.6	21.8	19.1	14.5	7.9	11.2		64.9
The advice received from Council's Building Control service	73	2.3	4.8	3.2	4.9	14.6	7.7	11.1	17.9	17.4	8.8	5.1	2.3	59.7
Making the environment around you a nicer place to live	400	2.6	2.9	5.0	4.3	7.4	11.4	11.6	17.8	14.7	3.3	5.0	13.9	58.6
The process Council used for your building consent	73	4.8	1.2	4.5	7.7	9.6	14.4	16.4	17.9	6.0	6.2	8.7	2.5	57.3
The process Council used for your resource consent	41	2.4	6.5	4.6	18.2	4.6	4.7	11.1	3.5	17.1	7.1	7.1	13.1	54.6
The advice received from Council's resource consent service	41	2.4	8.6	4.6	11.5	14.7	2.4	15.5	7.9	9.1	4.8	10.0	8.5	53.3

Ratings for other factors - based on the percentage of those who answered each question

	# of													
	respondents	0	1	2	3	4	5	6	7	8	9	10	Don't Know	Index
Improvements in the quality of Council facilities and services in the past 12 months	400	0.9	1.4	1.3	3.6	3.8	21.3	13.6	20.3	21.7	5.8	4.3	2.0	64.2
Safety in your home during the daytime	400			0.5	0.2	0.3	3.7	3.4	7.1	18.5	21.8	43.7	0.9	88.0
Safety in your local neighbourhood during the daytime	400			0.5	0.7	1.1	1.9	2.3	11.2	26.7	20.2	35.2	0.2	85.8
Safety in your town centre during the daytime	400	0.4	0.2	0.6	0.2	0.5	2.9	2.2	12.5	28.1	20.0	31.4	0.9	84.6
Safety in your home after dark	400			1.4	1.6	2.0	4.5	7.3	12.2	19.1	19.0	32.9		82.0
Safety in your local neighbourhood after dark	400	0.9	0.8	1.9	3.0	2.6	8.1	6.2	18.4	19.7	16.6	21.2	0.7	75.4
Safety in your town centre after dark	400	2.7	2.0	3.1	4.5	4.7	9.3	13.7	18.7	16.2	4.5	8.3	12.3	63.0

Ratings for Value from rates – based on the percentage of those who answered each question

	# of respondents							acilities, a ink you ge 6						Value Index
The value from the proportion of your residential rates that Whakatane District Council charge	352	2.6	3.0	3.1	8.1	9.9	21.1	12.6	15.2	11.8	2.7	1.7	8.3	54.1
The value from the proportion of your residential rates that the Bay Of Plenty Regional Council charge	352	3.4	1.9	6.5	7.5	9.9	16.9	13.3	13.2	7.4	2.9	1.6	15.6	51.4

Appendix

Questionnaire