

**WHAKATĀNE DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
MAY / JUNE 2016**



# **COMMUNITRAK™ SURVEY**

## **PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION**

**PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:**

**WHAKATĀNE DISTRICT COUNCIL**

**MAY / JUNE 2016**



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**NB: Please note the following explanations for this report:**

Figures that are comparably lower than percentages for other respondent types.

Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made.

For small bases, the estimates of results are not statistically reliable due to the high margins of error.

Icons used in this report made by Freepik from [www.flaticon.com](http://www.flaticon.com)





## A. SITUATION AND OBJECTIVES

The vision for Whakatāne District Council reads:

To be known as the place of choice for people to live, work or play.

Council has engaged a variety of approaches, both to seeking public opinion and to communicating its decisions and programmes to the people resident in the area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in May/June 2014, May/June 2015 and May/June 2016.

Communitrak™ determines how well Council is performing in terms of services / facilities offered and representation given to its citizens.

The advantages and benefits are that Council has the National Average and Peer Group Average comparisons against which, where applicable, they can analyse perceived performance in Whakatāne District.

\* \* \* \* \*

## B. COMMUNITRAK™ SPECIFICATIONS

### Sample Size

This Communitrak™ survey was conducted with 300 residents of the Whakatāne District.

The survey is framed on the basis of the Community Boards, as the elected representatives are associated with a particular Community Board.

Interviews were spread across the five Community Boards as follows:

Whakatāne	131
Ōhope Beach	31
Rangitāiki	78
Tāneatua	30
Murupara	30
Total	<u>300</u>

### Interview Type

All interviewing was conducted by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

### Sample Selection

The white pages of the telephone directory were used as the sample source, with every "xth" number being selected; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to Community Board. Sample sizes for each Community Board were predetermined to ensure a sufficient number of respondents within each Community Board, so that analysis could be conducted on a Community Board-by-Community Board basis.

A target of interviewing 90 residents aged 18 to 44 years was also set.

Households were screened to ensure they fell within the Whakatāne District Council's geographical boundaries.

### Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man/woman normally resident in the household, aged 18 years or over, who had the next birthday.

## Call Backs

Three call backs, ie, four calls in all, were made to a residence before the number was replaced in the sample. Call backs were made on a different day or, in the case of a weekend, during a different time period, ie, at least four hours later.

## Sample Weighting

Weightings were applied to the sample data, to reflect the actual Community Board, gender and age group proportions in the area as determined by Statistics New Zealand 2013 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Whakatāne District. Bases for subsamples are shown in the Appendix.

Where we specify a "base", we are referring to the actual number of respondents interviewed.

## Survey Dates

All interviews were conducted from Friday 27th May to Wednesday 8th July (excluding Queen's Birthday) 2016.

## Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all of New Zealand as a whole (National Average) and with similarly constituted Local Authorities (Peer Group Average), through a National Survey of 1,003 residents carried out in November 2014.

The Communitrak™ service provides ...

- comparisons with a national sample of 1,003 interviews conducted in November 2014 (the National Average),
- comparisons with other provincial Council norms (the Peer Group Average).

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group, and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2013 Census data.

## Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2014 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 300 residents:

above/below	±8% or more
slightly above/below	±6% to 7%
on par with	±3% to 5%
similar to	±1% to 2%

## Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
450	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 300 respondents, at a reported percentage of 50%, is plus or minus 6%.

## Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

Sample Size	Midpoint				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	6%	6%	6%	5%	4%
450	7%	7%	6%	6%	4%
400	7%	7%	6%	6%	4%
300	8%	8%	7%	6%	5%
200	10%	10%	9%	8%	6%

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 300 respondents is 8%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

\* \* \* \* \*





## C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of Whakatāne District Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

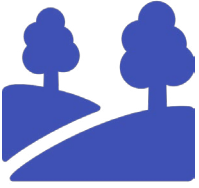
The Whakatāne District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive towards its citizens.

Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities, to Local Authorities on average throughout New Zealand.





## SNAPSHOT



**90% of residents are satisfied with the District's parks and reserves.**



**Whilst 32% are not very satisfied with stormwater services.**



**72% of residents say that Council provides more than enough/enough information to the community.**

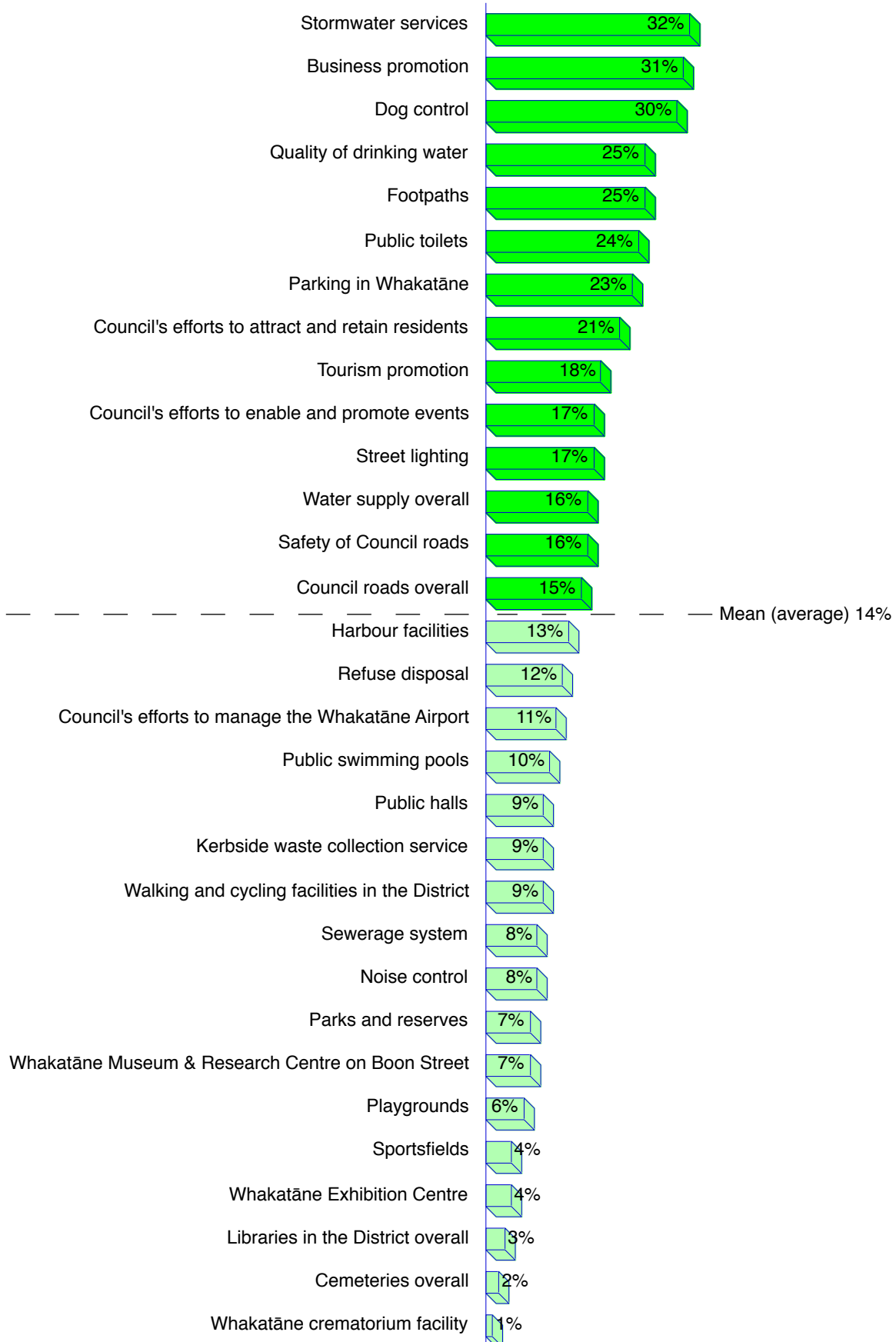


**96% of residents feel Whakatāne District is definitely/mostly a safe place to live.**

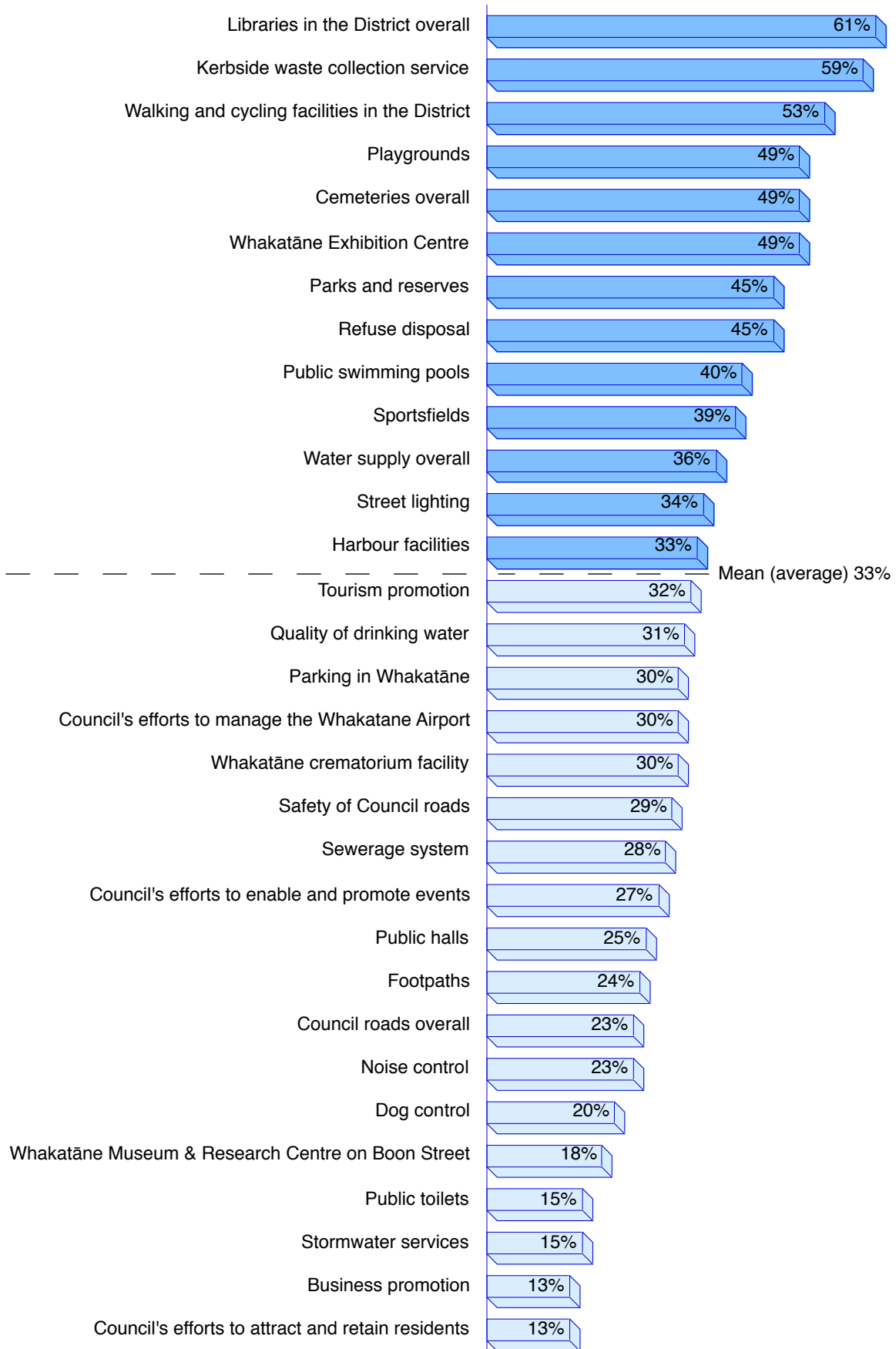
## SERVICES

### a. Satisfaction Measures For Council Services And Facilities

#### Percent Saying They Are Not Very Satisfied With ...



Very Satisfied With ...



## Summary Table: Satisfaction With Services/Facilities - Comparison

	Whakatāne 2016		Whakatāne 2015	
	Very/Fairly satisfied %	Not very satisfied %	Very/Fairly satisfied %	Not very satisfied %
Parks and reserves	90 =	7 =	90	7
Walking and cycling facilities in the District	87 =	9 =	88	9
Kerbside waste collection service	87 =	9 =	85	8
Playgrounds	85 =	6 =	83	7
Sportsfields	84 =	4 =	86	7
Council roads overall	84 =	15 =	89	12
Safety of Council roads	84 =	16 =	86	13
Refuse disposal	80 =	12 =	77	10
Libraries in the District <sup>†</sup>	79 =	3 =	82	2
Cemeteries overall	76 =	2 =	73	1
Public halls	76 =	9 =	76	11
Water supply overall	76 =	16 =	72	13
Harbour facilities	75 =	13 =	75	13
Tourism promotion	75 =	18 =	70	21
Street lighting	74 =	17 =	77	13
Public swimming pools	73 =	10 ↓	69	17
Council's efforts to enable and promote events	73 =	17 =	71	18
Parking in Whakatāne	73 =	23 =	69	26
Whakatāne Exhibition Centre*	72 =	4 =	68	4
Sewerage system	72 ↑	8 =	66	12
Footpaths	71 =	25 =	72	25
Noise control	67 =	8 =	62	11
Quality of drinking water	67 =	25 =	64	22
Council's efforts to manage the Whakatāne Airport	66 =	11 =	63	15
Dog control	62 =	30 ↑	64	21
Public toilets	61 =	24 =	60	24
Stormwater services	59 ↑	32 =	53	36
Council's efforts to attract and retain residents	57 ↑	21 ↓	51	30
Business promotion	51 =	31 =	52	30
Whakatāne crematorium facility	49 ↑	1 =	41	1
Whakatāne Museum and Research Centre on Boon Street	44 =	7 =	44	4

Key: ↑ above/slightly above 2015 reading  
 ↓ below/slightly below 2015 reading  
 = similar/on par

\* in 2015 residents advised that this "includes the galleries and museum display spaces"  
 NB: does not show Don't Know readings

## Overall Satisfaction with Council Services/Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know / Unable to say %
Parks and reserves <sup>†</sup>	45	45	90	7	4
Walking and cycling facilities in the District	53	34	87	9	4
Kerbside waste collection service	59	28	87	9	4
Playgrounds <sup>†</sup>	49	36	85	6	10
Sportsfields	39	45	84	4	12
Council roads overall	23	61	84	15	1
Safety of Council roads <sup>†</sup>	29	55	84	16	1
Refuse disposal	45	35	80	12	8
Libraries in the District	61	18	79	3	18
Cemeteries overall	49	27	76	2	22
Public halls	25	51	76	9	15
Water supply overall	36	40	76	16	8
Harbour facilities	33	42	75	13	12
Tourism promotion	32	43	75	18	7
Street lighting	34	40	74	17	9
Public swimming pools	40	33	73	10	17
Council's efforts to enable and promote events	27	46	73	17	10
Parking in Whakatāne <sup>†</sup>	30	43	73	23	3
Whakatāne Exhibition Centre <sup>†</sup>	49	23	72	4	23
Sewerage system	28	44	72	8	20
Footpaths	24	47	71	25	4
Noise control	23	44	67	8	25
Quality of drinking water	31	36	67	25	8
Council's efforts to manage the Whakatāne Airport <sup>†</sup>	30	36	66	11	24
Dog control	20	42	62	30	8
Public toilets	15	46	61	24	15
Stormwater services	15	44	59	32	9
Council's efforts to attract and retain residents	13	44	57	21	22
Business promotion <sup>†</sup>	13	38	51	31	19
Whakatāne crematorium facility	30	19	49	1	50
Whakatāne Museum and Research Centre on Boon Street	18	26	44	7	49

<sup>†</sup> does not add to 100% due to rounding



### User/Visitor Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Cemeteries overall	187	67	29	96	2	2
Playgrounds	188	58	36	94	4	2
Whakatāne Exhibition Centre	167	74	20	94	5	1
Whakatāne crematorium facility <sup>†</sup>	80	66	27	93	2	6
Libraries in the District overall	206	76	16	92	3	5
Parks and reserves <sup>†</sup>	254	49	42	91	7	2
Sportsfields	205	44	46	90	4	6
Public halls <sup>†</sup>	190	30	56	86	10	5
Public swimming pools <sup>†</sup>	143	49	36	85	13	3
Refuse disposal	204	49	36	85	14	1
Whakatāne Museum and Research Centre on Boon Street	73	39	39	78	6	16
Public toilets <sup>†</sup>	211	18	54	72	25	2

### Service Provided - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Sewerage system	203	39	52	91	6	3
Kerbside waste collection services	282	61	28	89	9	2
Water supply overall <sup>†</sup>	241	36	46	82	17	2
Quality of drinking water	241	30	41	71	28	1
Stormwater services <sup>†</sup>	191	20	49	69	29	3

### Contacted Council - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Noise control <sup>†</sup>	33	24	43	67	22	10
Dog control	82	23	24	47	49	4

NB: for the following services/facilities only **overall** results are available (see page 10): Council roads overall, safety of roads, walking and cycling facilities, harbour facilities, street lighting, footpaths, parking in Whakatāne, tourism promotion, Council's efforts to enable and promote events, Council's efforts to manage the Whakatāne Airport, Council's efforts to attract and retain residents and business promotion.

\* caution: small base

† does not add to 100% due to rounding





The percent not very satisfied in Whakatāne District is **higher/slightly higher** than the Peer Group and/or National Averages for ...

	Whakatāne %	Peer Group %	National Average %
• stormwater services	32	11	13
• business promotion	31	28	25
• dog control	30	18	20
• public toilets	24	18	19
• street lighting	17	9	11
• water supply overall	16	8	9

The percent not very satisfied in Whakatāne District is **lower** than the Peer Group and National Averages for ...

• parking in Whakatāne	23	25	31
• roads	15	28	21

The comparison for the following show Whakatāne **on par with/similar to** the Peer Group and/or the National Averages for ...

• footpaths	25	21	23
• tourism promotion	18	13	17
• refuse disposal	12	10	11
• public swimming pools	10	12	10
• kerbside waste collection service	9	*10	*11
• public halls	9	4	6
• sewerage system	8	6	6
• noise control	8	11	11
• parks and reserves	7	2	4
• Whakatāne Museum & Research Centre on Boon Street	7	†6	†4
• playgrounds	6	**4	**4
• sportsfields	4	**4	**4
• libraries in the District overall	3	2	2
• cemeteries overall	2	2	4

\* these percentages are the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2014 National Communitrak™ Survey

\*\* these percentages are the readings for sportsfields **and** playgrounds

† these percentages are the readings for museums in general

## b. Frequency Of Use - Council Services And Facilities

	Used/Visited In Last Year	
	Yes %	No %
Park and reserve	86	14
Public sportsfield	72	28
Public toilet	71	29
District library	70	30
Transfer station facility	70	30
Public playground	65	35
Public hall	65	35
Cemetery in the District	62	38
Whakatāne Exhibition Centre	56	44
Public swimming pool	53	47
Contacted Council about dogs	28	72
Whakatāne Crematorium facility	27	73
Whakatāne Museum & Research Centre on Boon Street	25	75
Contacted Council about noise	11	89

% read across

Parks and reserves, 86%,

Public sportsfields, 72% and,

Public toilets, 71%,

... are the facilities or services surveyed which have been most frequently used by residents or other members of their household, in the last year.

**c. Spend Emphasis On Services/Facilities**

	<b>Spend More</b>
Business promotion	61% of all residents
Tourism promotion	48%
Council's efforts to attract and retain residents	43%
Harbour facilities	43%
Council's efforts to enable and promote events	37%
Footpaths	37%
Public toilets	37%
Stormwater services	36%
Council roads in the District	35%
Dog control	34%
Water supply	32%
Walking and cycling facilities in the District	32%
Street lighting	28%
Parking in Whakatāne	27%
Whakatāne Airport	19%
Public halls	19%
Public swimming pools	19%
Playgrounds	16%
Sewerage system	15%
Parks and reserves	13%
Kerbside waste collection service	10%
Noise control	10%
District libraries overall	9%
Sportsfields	9%

## COUNCIL POLICY AND DIRECTION

It is important for Council to understand where public sentiment presently lies in terms of Council policy and direction. Council is, of course, not forced to adopt the most “popular” policies or direction. Rather, through understanding where people’s opinions and attitudes lie, Council is able to embark on information, education, persuasion or communication strategies on particular topics if it is felt necessary to **lead** the public to fulfil Council’s legitimate community leadership role.

33% of Whakatāne District residents have in mind a recent Council action, decision or management they **approve** of (40% in 2015). This is below the Peer Group and National Averages.

The main actions/decisions/management mentioned are ...

appearance of town/beautification/clean and tidy	5%
improved roading/footpaths	4%
parks/reserves/playgrounds/recreation areas	3%
Council do a good job/good service	3%

40% of residents have in mind a recent Council action, decision or management they **disapprove** of (42% in 2015). This is on par with the Peer Group Average and slightly below the National Average.

The main actions/decisions/management mentioned are ...

handling of fluoridation issue	8%
lack of communication/information/consultation/don't listen	4%
roading/traffic issues	4%
Council performance/service	4%
animal/dog control issues	4%
rates too high/increases in rates/too high for services received	3%

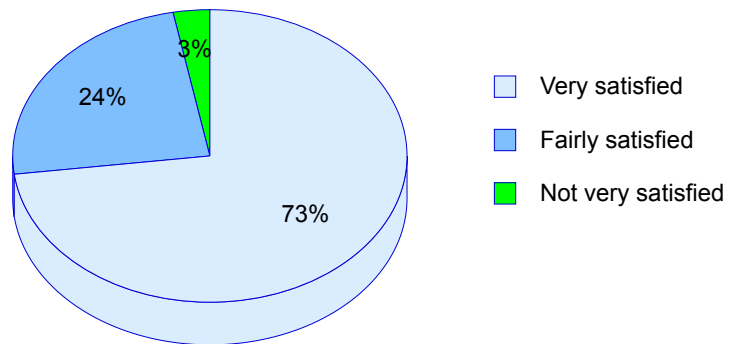
## CONTACT WITH COUNCIL

21% of residents have contacted a Councillor or the Mayor in the last 12 months (25% in 2015), while 10% have contacted a member of a Community Board (8% in 2015).

56% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months (62% in 2015).

### Satisfaction With The Overall Service Received From Customer Service Front Desk Staff

*Contacted Customer Service Front Desk Staff In Last 12 Months*

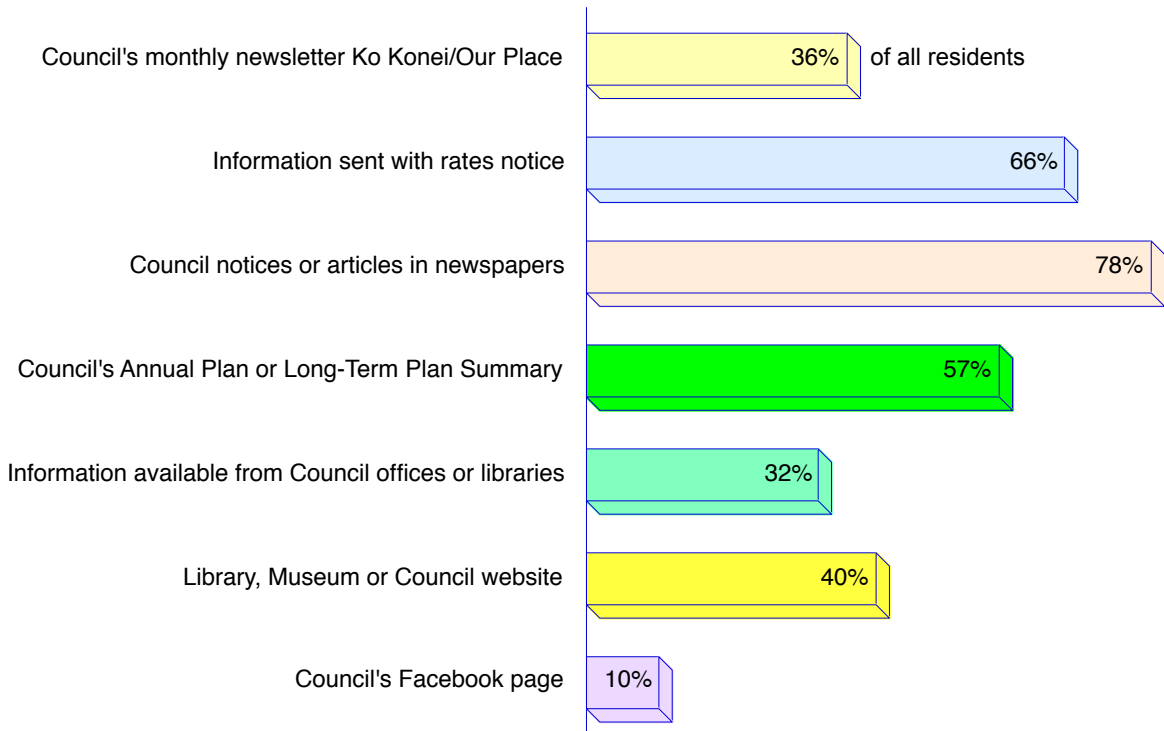


Base = 168

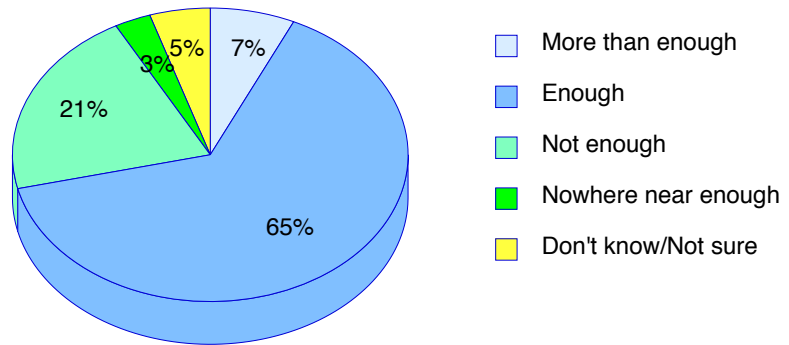


**INFORMATION**

**In The Last 12 Months, Residents Have Seen/Read ...**



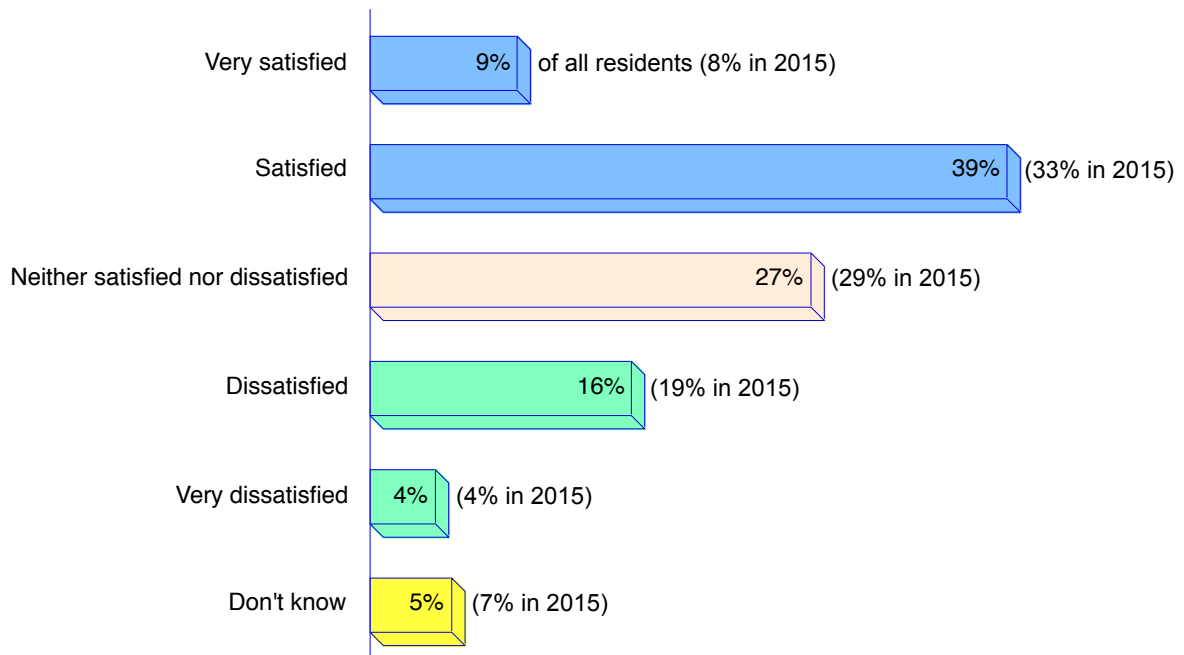
**Amount Of Information That The Council Supplies To The Community Is ...**



(does not add to 100% due to rounding)

## LOCAL ISSUES

### Council Consultation And Community Involvement



### Perception Of Safety

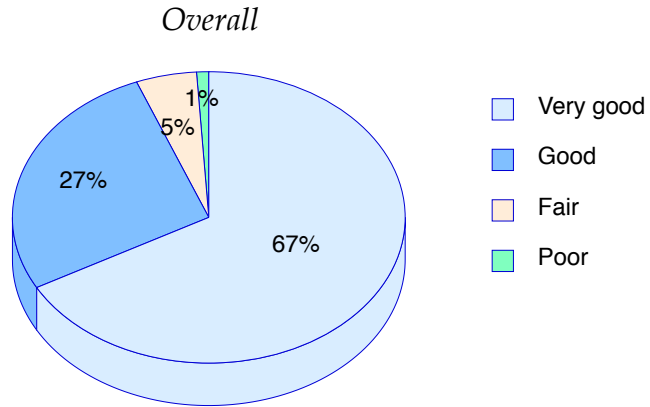
Do residents feel Whakatāne District is generally a safe place to live?

Yes definitely	41% of all residents
Yes mostly	55%
Not really	4%
Definitely not	0%
Don't know	1%

(does not add to 100% due to rounding)

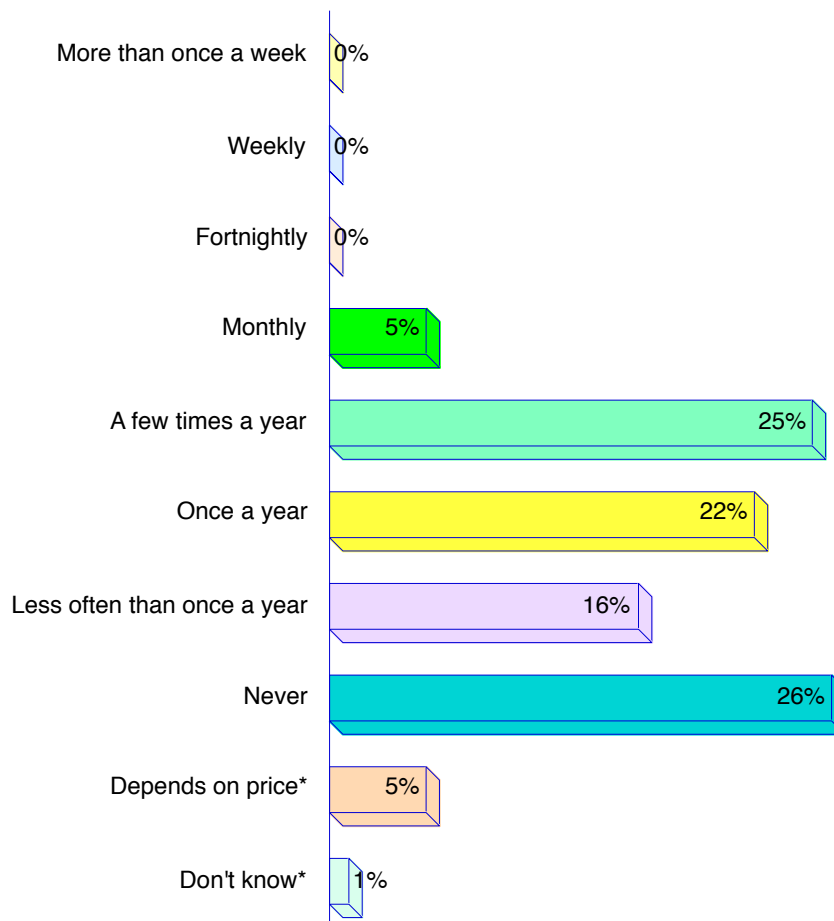


## Quality Of Life



## Flights To Wellington

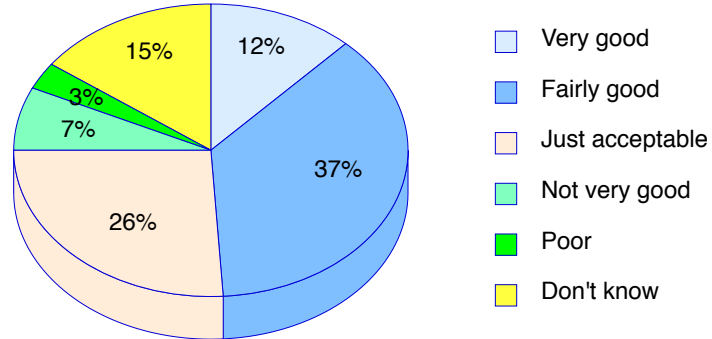
If passenger flights were provided between Whakatāne and Wellington, how often would residents use this service?



\* options not read out

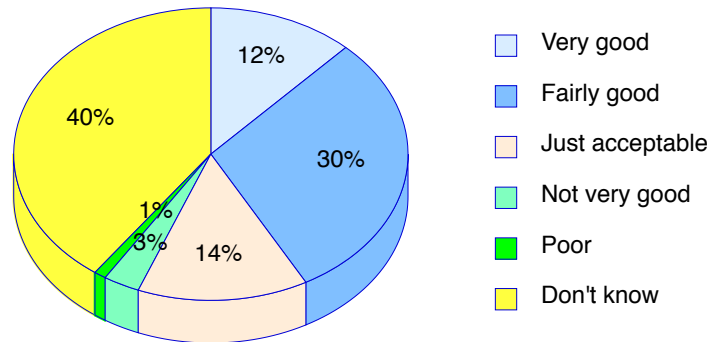
**REPRESENTATION**

**a. Performance Rating Of The Mayor And Councillors**



Whakatāne District is below the Peer Group Average and similar to the National Average, in terms of rating the Mayor and Councillors' performance as **very/fairly good**, and 9% above the 2015 reading.

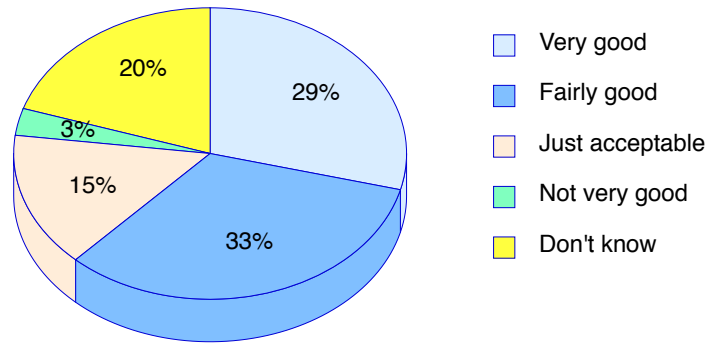
**b. Performance Rating Of Community Board Members**



Does not add to 100% due to rounding

There are no comparative Peer Group and National Averages for this reading, however, the 2016 very good/fairly good reading is 7% above the 2015 result.

c. Performance Rating Of The Council Staff



Whakatāne District is similar to the Peer Group Average, above the National Average and on par with the 2015 reading, in terms of rating the performance of Council staff as **very/fairly good**.

\* \* \* \* \*



## D. MAIN FINDINGS

Throughout this Communitrak™ report, comparisons are made with the National Average of Local Authorities and with a Peer Group of similar Local Authorities.

For Whakatāne District Council, this Peer Group of similar Local Authorities are those comprising a provincial city or town(s), together with a rural component.

NRB has defined the **Provincial Peer Group** as those Territorial Authorities where from 66% to 91% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

In this group are ...

Ashburton District Council  
 Gisborne District Council  
 Gore District Council  
 Grey District Council  
 Hastings District Council  
 Horowhenua District Council  
 Marlborough District Council  
 Masterton District Council  
 New Plymouth District Council

Queenstown Lakes District Council  
 Rotorua Lakes Council  
 South Waikato District Council  
 Taupo District Council  
 Thames Coromandel District Council  
 Timaru District Council  
 Waipa District Council  
 Whangarei District Council

The population density in all these Council areas is relatively similar.

2013 survey not conducted by NRB. In 2013 respondents were asked to rank their level of satisfaction from 0-10, with 0 being very dissatisfied and 10 being very satisfied.

To allow comparison between the two surveys the following analogy has been made:

Very satisfied / fairly satisfied = 6-10  
 Not very satisfied = 0-5



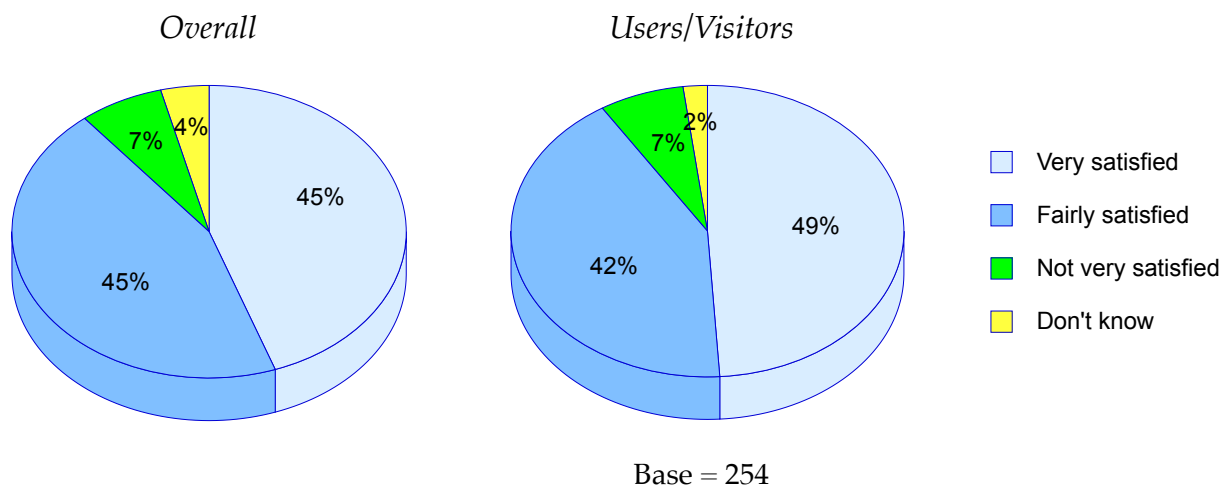


## 1. COUNCIL SERVICES/FACILITIES

## A. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service or facility.

### i. Parks And Reserves



90% of Whakatāne District residents are satisfied with their parks and reserves, including 45% who are very satisfied, while 7% are not very satisfied with these facilities. These readings are similar to the 2015 results.

The percent not very satisfied is on par with the Peer Group and National Averages.

86% of households have used / visited parks or reserves in the last 12 months. 91% of these "users / visitors" are satisfied, with 7% not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with their parks and reserves. However, it appears that NZ Māori residents are slightly more likely to feel this way, than NZ European residents.



## Satisfaction With Parks And Reserves

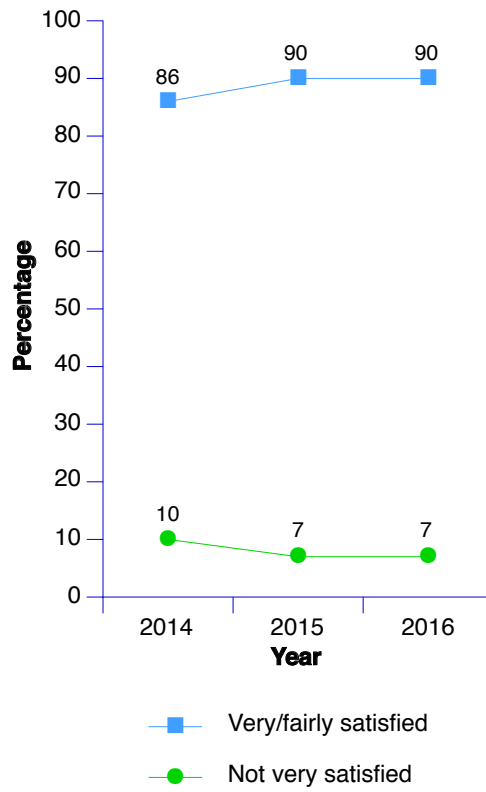
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016 <sup>†</sup>	45	45	<b>90</b>	7	4
	2015 <sup>†</sup>	45	45	<b>90</b>	7	2
	2014	36	50	<b>86</b>	10	4
Users/Visitors	2016	49	42	<b>91</b>	7	2
	2015 <sup>†</sup>	49	45	<b>94</b>	6	1
	2014	39	50	<b>89</b>	10	1
<b>Comparison</b>						
Peer Group (Provincial)		68	26	<b>94</b>	2	4
National Average		62	31	<b>93</b>	4	3
<b>Community Board</b>						
Whakatāne		56	40	<b>96</b>	3	1
Ōhope Beach <sup>†</sup>		74	19	<b>93</b>	4	2
Rangitāiki		24	55	<b>79</b>	12	9
Tāneatua <sup>†</sup>		55	37	<b>92</b>	7	-
Murupara <sup>†</sup>		17	69	<b>86</b>	7	8
<b>Area</b>						
Urban		48	44	<b>92</b>	6	2
Rural		36	47	<b>83</b>	9	8
<b>Ethnicity</b>						
NZ European <sup>†</sup>		49	42	<b>91</b>	4	4
NZ Māori		32	51	<b>83</b>	15	2

% read across

<sup>†</sup> does not add to 100% due to rounding

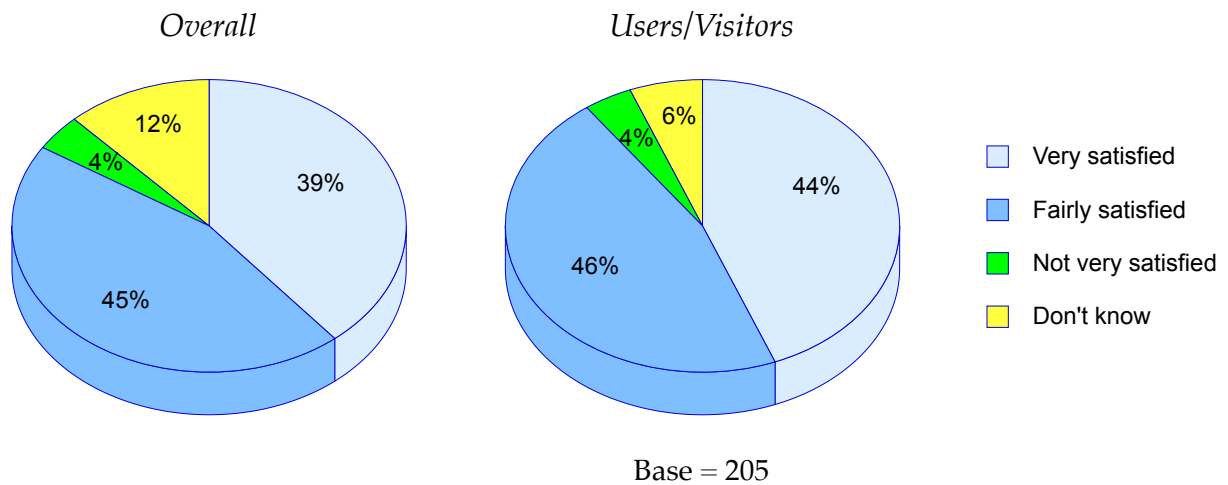


*Parks And Reserves*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 90%  
 Users/Visitors = 91%

## ii. Sportsfields



84% of residents are satisfied with their local sportsfields, including 39% who are very satisfied (42% in 2015), while 4% are not very satisfied with these facilities. 12% are unable to comment (8% in 2015).

The percent not very satisfied is similar to the Peer Group and National Averages for **sportsfields and playgrounds**.

72% of households have used/visited a public sportsfield in the last 12 months and of these "users/visitors", 90% are satisfied, and 4% not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with their local sportsfields.

## Satisfaction With Sportsfields

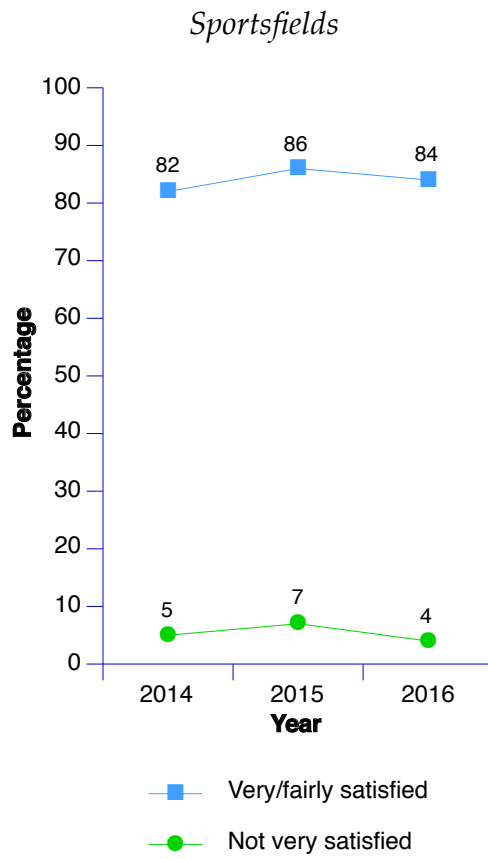
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>						
Total District	2016	39	45	<b>84</b>	4	12
	2015 <sup>†</sup>	42	44	<b>86</b>	7	8
	2014	49	33	<b>82</b>	5	13
Users/Visitors	2016	44	46	<b>90</b>	4	6
	2015	48	43	<b>91</b>	7	2
	2014	40	50	<b>90</b>	6	4
<b>Comparison*</b>						
Peer Group (Provincial)		58	31	<b>89</b>	4	7
National Average		54	34	<b>88</b>	4	8
<b>Community Board</b>						
Whakatāne <sup>†</sup>		50	38	<b>88</b>	5	8
Ōhope Beach		42	45	<b>87</b>	2	11
Rangitāiki		29	52	<b>81</b>	3	16
Tāneatua <sup>†</sup>		44	45	<b>89</b>	3	9
Murupara		14	59	<b>73</b>	8	19
<b>Area</b>						
Urban <sup>†</sup>		41	46	<b>87</b>	5	9
Rural		36	43	<b>79</b>	2	19

% read across

\* these figures are based on the ratings of sportsfields **and** playgrounds

<sup>†</sup> does not add to 100% due to rounding



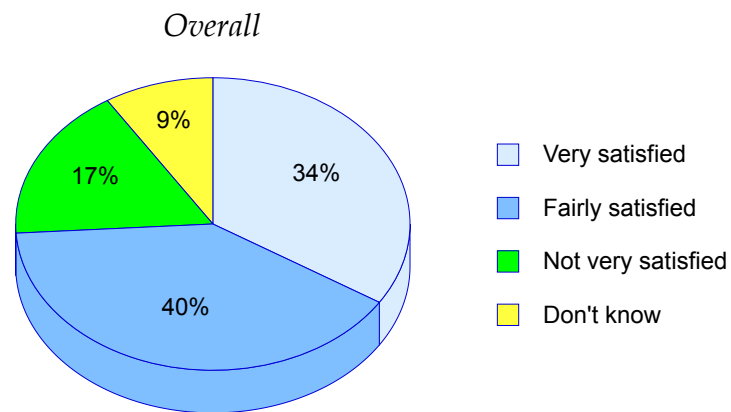


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 84%

Users/Visitors = 90%

### *iii. Street Lighting*



74% of Whakatāne residents are satisfied with street lighting (77% in 2015), including 34% who are very satisfied, while 17% are not very satisfied (13% in 2015). 9% are unable to comment.

The percent not very satisfied is above the Peer Group Average and slightly above the National Average.

NZ Māori residents are more likely to be not very satisfied with street lighting, than NZ European residents.



## Satisfaction With Street Lighting

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2016	34	40	74	17	9
2015	32	45	77	13	10
2014	29	43	72	17	12
<b>Comparison</b>					
Peer Group (Provincial) <sup>†</sup>	43	39	82	9	8
National Average	41	43	84	11	5
<b>Community Board</b>					
Whakatāne	48	37	85	14	1
Ōhope Beach	72	23	95	5	-
Rangitāiki	17	48	65	22	13
Tāneatua	14	49	63	28	9
Murupara	4	38	42	15	43
<b>Area<sup>†</sup></b>					
Urban	41	38	79	18	2
Rural	18	46	64	13	24
<b>Ethnicity</b>					
NZ European	37	43	80	10	10
NZ Māori	23	42	65	33	2

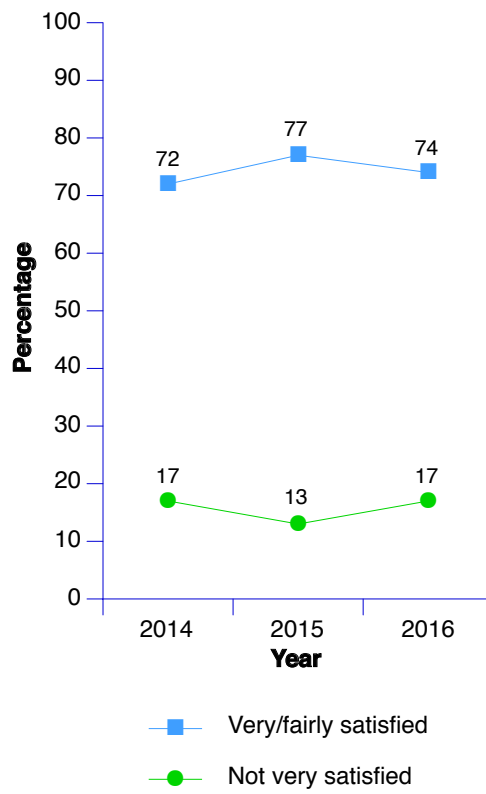
% read across

\* 2013 adequate street lighting scores 6-10 = 68%, scores 0-5 = 24%

<sup>†</sup> does not add to 100% due to rounding

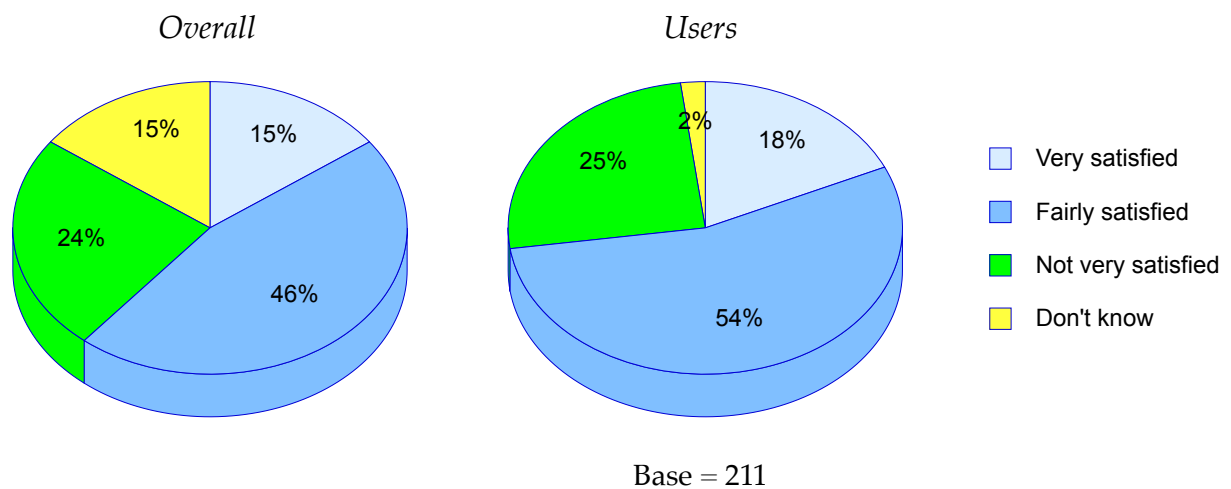


*Street Lighting*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 74%

#### *iv. Public Toilets*



61% of residents are satisfied with public toilets in the District, while 24% are not very satisfied and 15% are unable to comment. These readings are similar to the 2015 results.

The percent not very satisfied is slightly above the Peer Group Average and on par with the National Average.

71% of households have used a public toilet in the last 12 months (77% in 2015). Of these, 72% are satisfied and 25% are not very satisfied.

Residents more likely to be not very satisfied with public toilets are ...

- Murupara Community Board residents,
- Rural residents,
- longer term residents, those residing in the District more than 10 years.

## Satisfaction With Public Toilets

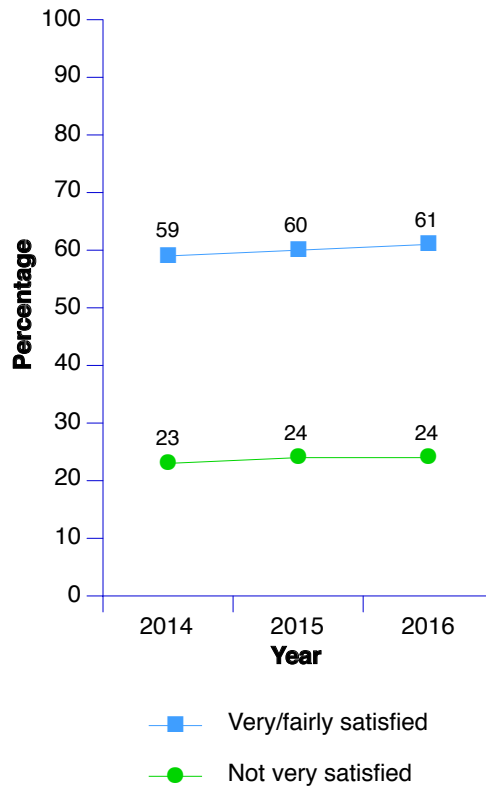
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016	15	46	<b>61</b>	24	15
	2015 <sup>†</sup>	18	42	<b>60</b>	24	17
	2014	18	41	<b>59</b>	23	18
Users/Visitors	2016 <sup>†</sup>	18	54	<b>72</b>	25	2
	2015 <sup>†</sup>	21	48	<b>69</b>	25	5
	2014	22	49	<b>71</b>	24	5
<b>Comparison</b>						
Peer Group (Provincial)		24	46	<b>70</b>	18	12
National Average		22	44	<b>66</b>	19	15
<b>Community Board</b>						
Whakatāne <sup>†</sup>		15	47	<b>62</b>	20	17
Ōhope Beach		25	59	<b>84</b>	11	5
Rangitāiki		16	48	<b>64</b>	24	12
Tāneatua		14	37	<b>51</b>	33	16
Murupara		7	22	<b>29</b>	<b>52</b>	19
<b>Area</b>						
Urban		16	48	<b>64</b>	21	15
Rural		13	40	<b>53</b>	<b>33</b>	14
<b>Length of Residence</b>						
Lived there 10 years or less <sup>†</sup>		13	<b>60</b>	<b>73</b>	15	13
Lived there more than 10 years		16	43	<b>59</b>	<b>26</b>	15

% read across

<sup>†</sup> does not add to 100% due to rounding



*Public Toilets*

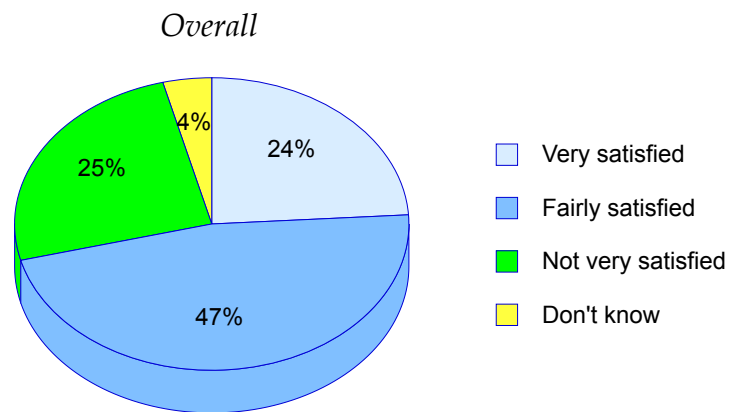


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 61%

Users = 72%

## v. Footpaths



71% of Whakatāne residents are satisfied with footpaths in their District, including 24% who are very satisfied, while 25% are not very satisfied. These readings are similar to the 2015 results.

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average.

Residents more likely to be not very satisfied with footpaths are ...

- Urban residents,
- longer term residents, those residing in the District more than 10 years.

It appears that Tāneatua Community Board residents are **slightly less** likely to feel this way, than other Community Board residents.



## Satisfaction With Footpaths

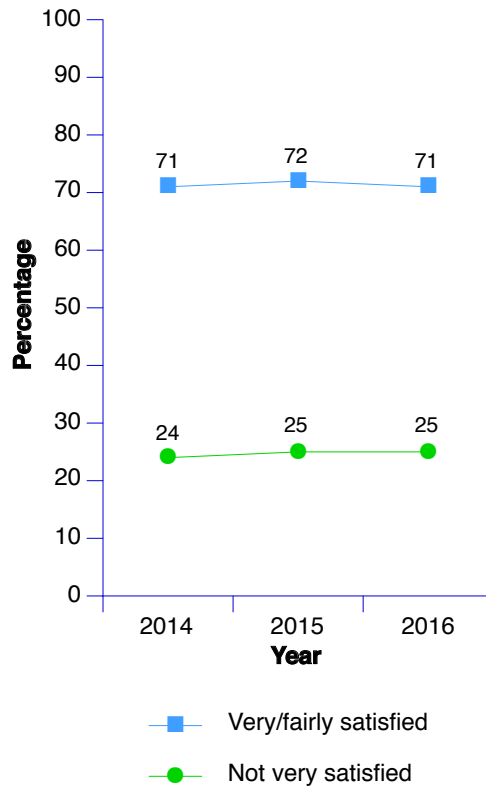
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2016	24	47	71	25	4
2015	25	47	72	25	3
2014 <sup>†</sup>	21	50	71	24	6
<b>Comparison</b>					
Peer Group (Provincial) <sup>†</sup>	18	54	72	21	6
National Average	21	52	73	23	4
<b>Community Board</b>					
Whakatāne	25	52	77	21	2
Ōhope Beach	35	30	65	35	-
Rangitāiki	19	39	58	35	7
Tāneatua	33	55	88	4	8
Murupara	20	52	72	20	8
<b>Area</b>					
Urban	23	46	69	29	2
Rural	27	50	77	14	9
<b>Length of Residence</b>					
Lived there 10 years or less	35	46	81	15	4
Lived there more than 10 years	22	47	69	27	4

% read across

<sup>†</sup> does not add to 100% due to rounding



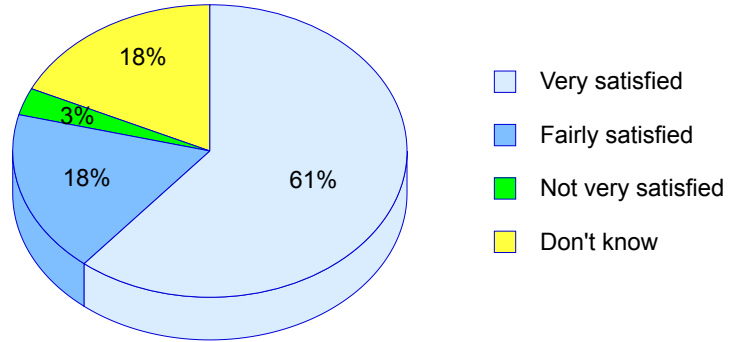
*Footpaths*



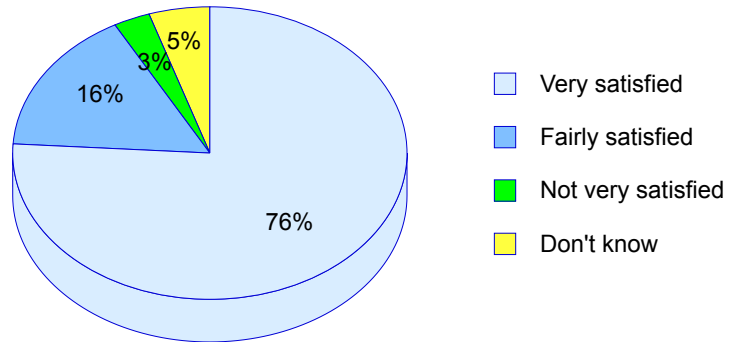
Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 71%

*vi. Libraries In The District Overall*

*Overall*

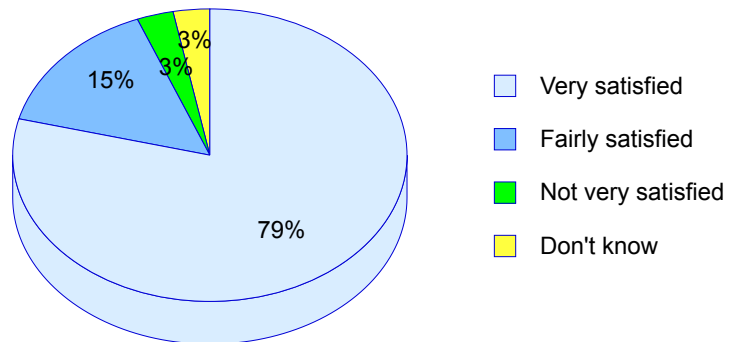


*Users/Visitors*



Base = 206

*Mainly Use Whakatāne Library*



Base = 181

79% of residents are satisfied with libraries in the District overall (82% in 2015), including 61% who are very satisfied (58% in 2015). 3% are not very satisfied and 18% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2015 reading.

70% of households have used or visited a District library in the last 12 months (77% in 2015). Of these, 92% are satisfied and 3% not very satisfied.

90% of library users / visitors have many used / visited the Whakatāne Library. Of these, 94% are satisfied and 3% not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with public libraries. However, it appears that Rural residents are slightly more likely to feel this way, than Urban residents.

### Satisfaction With Libraries In The District Overall

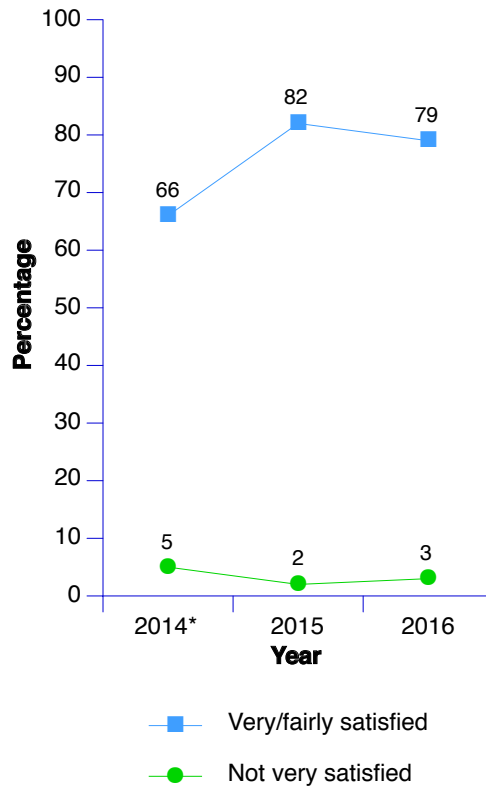
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall*</b>						
Total District	2016	61	18	79	3	18
	2015	58	24	82	2	16
	2014	42	24	66	5	29
Users/Visitors	2016	76	16	92	3	5
	2015 <sup>†</sup>	69	23	92	2	7
	2014	57	28	85	8	7
Whakatāne Library Users		79	15	94	3	3
<b>Comparison</b>						
Peer Group (Provincial)		64	21	85	2	13
National Average		69	21	90	2	8
<b>Community Board</b>						
Whakatāne <sup>†</sup>		76	13	89	1	11
Ōhope Beach <sup>†</sup>		66	23	89	2	10
Rangitāiki		47	23	70	3	27
Tāneatua <sup>†</sup>		51	11	62	12	25
Murupara <sup>†</sup>		28	37	65	9	27
<b>Area</b>						
Urban		67	18	85	1	14
Rural		45	18	63	9	28

% read across

\* in 2014 also asked satisfaction with Library and Exhibition Centre

<sup>†</sup> does not add to 100% due to rounding

*Library In The District Overall*

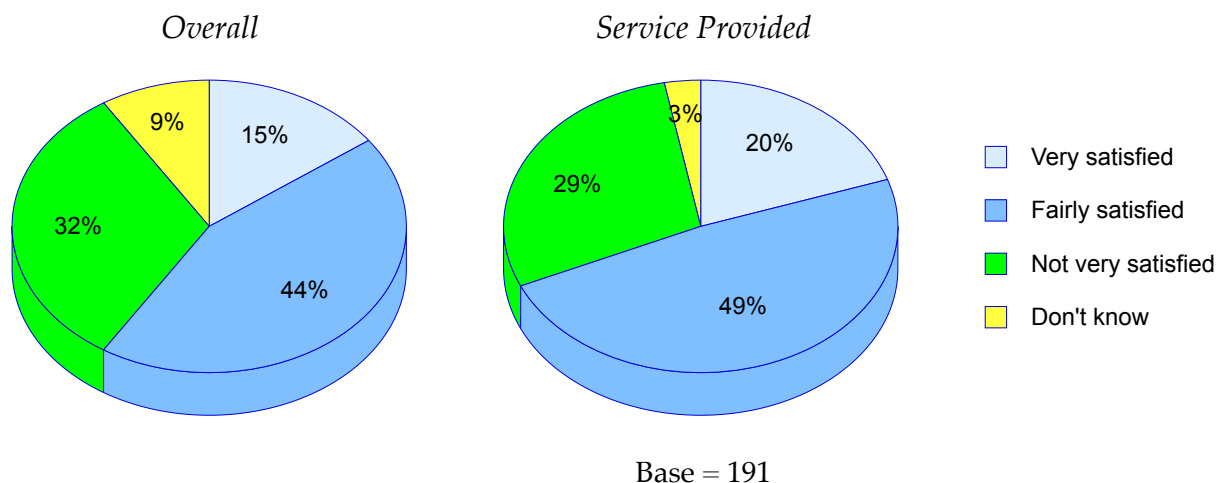


\* in 2014 also asked satisfaction with Library and Exhibition Centre

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District	=	79%
Users/Visitors	=	92%
Whakatāne Library Users/Visitors	=	94%

### *vii. Stormwater Services*



59% of residents are satisfied with stormwater services (53% in 2015), while 32% are not very satisfied and 9% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages, and on par with the 2015 reading.

63% of residents are provided with a piped stormwater collection and, of these, 69% are satisfied (61% in 2015) and 29% are not very satisfied (36% in 2015).

There are no notable differences between Community Boards and socio-economic groups, in terms of those residents not very satisfied with stormwater services. However, it appears that the following residents are slightly more likely to feel this way ...

- Rangitāiki Community Board residents,
- NZ Māori residents,
- residents aged 18 to 64 years.



## Satisfaction With Stormwater Services

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall*</b>						
Total District	2016	15	44	59	32	9
	2015	16	37	53	36	11
	2014	10	34	44	43	13
Service Provided	2016 <sup>†</sup>	20	49	69	29	3
	2015	20	41	61	36	3
	2014	14	39	53	45	2
<b>Comparison</b>						
Peer Group (Provincial)		35	38	73	11	16
National Average <sup>†</sup>		35	40	75	13	11
<b>Community Board</b>						
Whakatāne		18	53	71	27	2
Ōhope Beach		23	60	83	15	2
Rangitāiki		14	23	37	49	14
Tāneatua		7	51	58	34	8
Murupara		-	45	45	17	39
<b>Area</b>						
Urban		17	48	65	32	3
Rural		9	34	43	34	23
<b>Ethnicity</b>						
NZ European		15	45	60	29	11
NZ Māori		14	44	58	40	2
<b>Age</b>						
18-44 years		13	49	62	33	5
45-64 years		12	42	54	37	9
65+ years		23	39	62	22	16

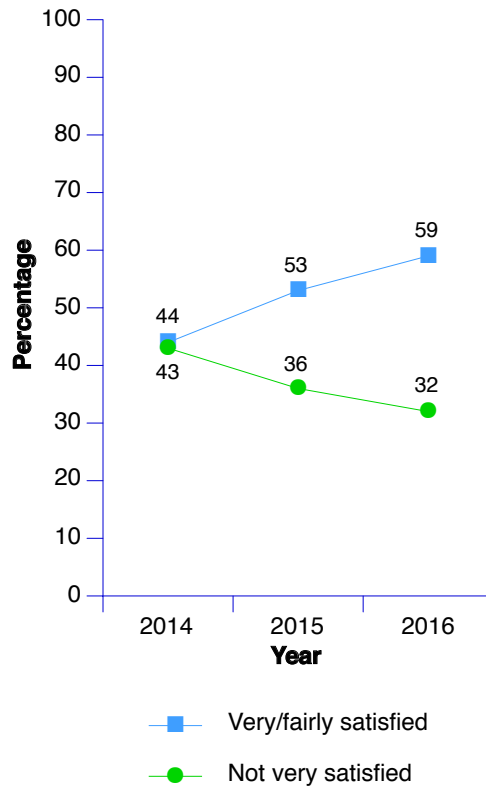
% read across

\* 2013 scores 6-10 = 50%, scores 0-5 = 32%

† does not add to 100% due to rounding

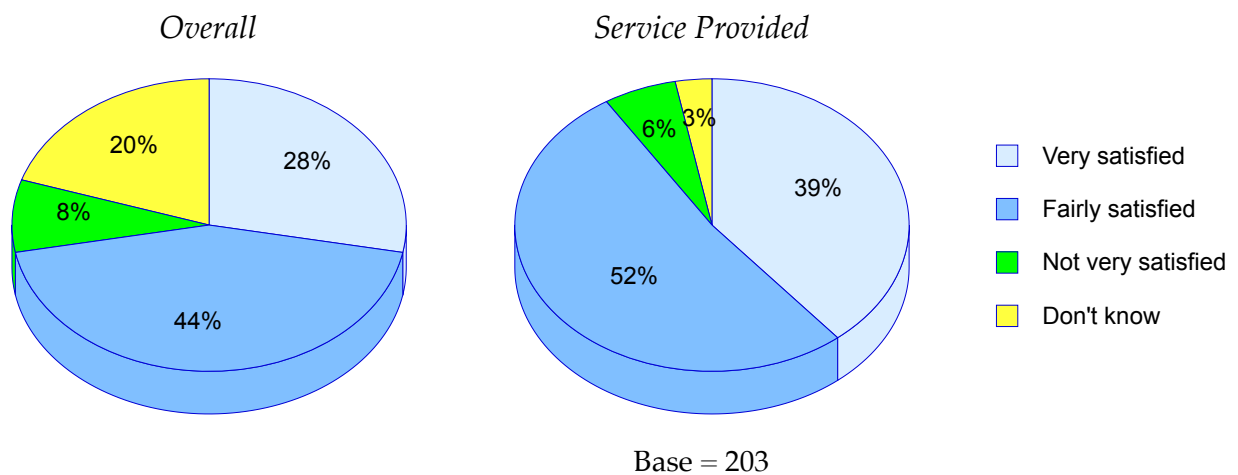


*Stormwater Services*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 59%  
 Service Provided = 69%

### *viii. Sewerage System*



72% of residents are satisfied with the District's sewerage system (66% in 2015), including 28% who are very satisfied, while 8% are not very satisfied and 20% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and on par with the 2015 reading.

67% of residents are provided with a sewerage system (71% in 2015). Of these, 91% are satisfied (83% in 2015) and 6% are not very satisfied (12% in 2015).

Rangitāiki Community Board residents are more likely to be not very satisfied with the sewerage system, than other Community Board residents. It also appears that NZ Māori residents are slightly more likely to feel this way, than NZ European residents.

## Satisfaction With Sewerage System

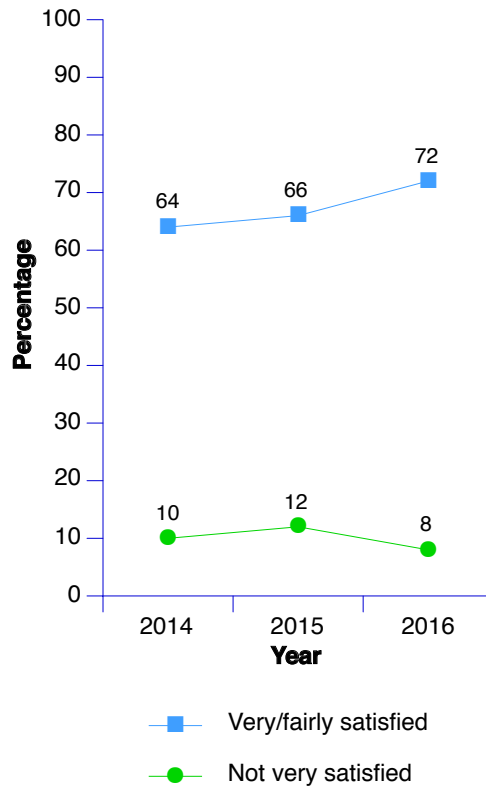
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016	28	44	72	8	20
	2015	26	40	66	12	22
	2014	22	42	64	10	26
Service Provided	2016	39	52	91	6	3
	2015	34	49	83	12	5
	2014 <sup>†</sup>	34	58	92	8	1
<b>Comparison</b>						
Peer Group (Provincial)		43	35	78	6	16
National Average		51	32	83	6	11
<b>Community Board</b>						
Whakatāne		38	53	91	3	6
Ōhope Beach		49	49	98	-	2
Rangitāiki		17	31	48	21	31
Tāneatua		19	49	68	-	32
Murupara		5	35	40	-	60
<b>Area</b>						
Urban		36	50	86	8	6
Rural		10	31	41	7	52
<b>Ethnicity</b>						
NZ European		29	43	72	6	22
NZ Māori <sup>†</sup>		27	45	72	17	12

% read across

<sup>†</sup> does not add to 100% due to rounding

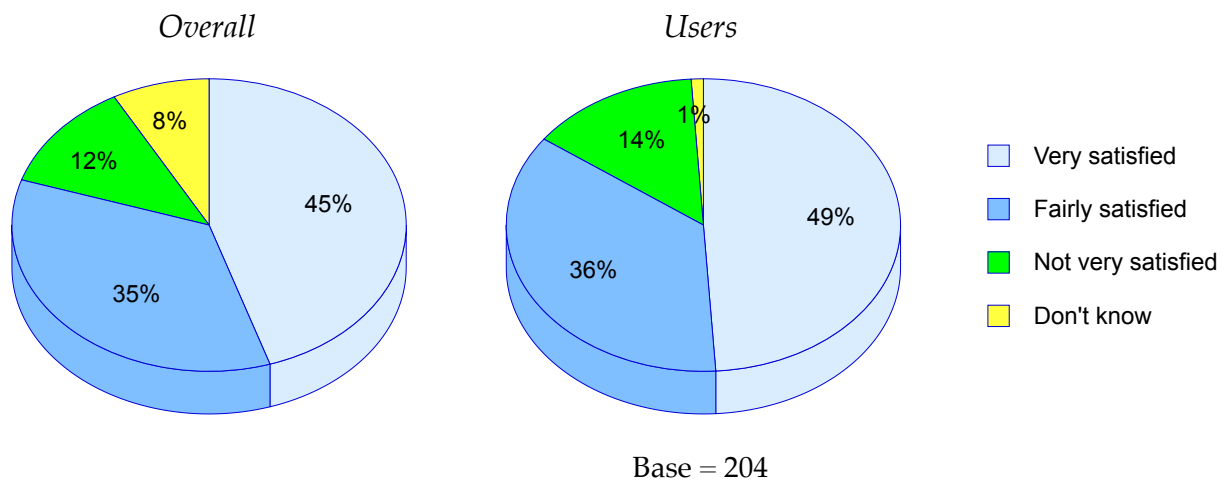


*Sewerage System*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 72%  
 Service Provided = 91%

*ix. Refuse Disposal, That Is, Transfer Station Facilities*



80% of residents are satisfied with the refuse disposal (77% in 2015), including 45% who are very satisfied. 12% are not very satisfied with this service and 8% are unable to comment (13% in 2015).

The percent not very satisfied with refuse disposal is similar to the Peer Group and National Averages and the 2015 reading.

70% of households have used a transfer station facility in the District, in the last 12 months. Of these, 85% are satisfied and 14% not very satisfied.

Women are more likely to be not very satisfied with refuse disposal, than men.



## Satisfaction With Refuse Disposal

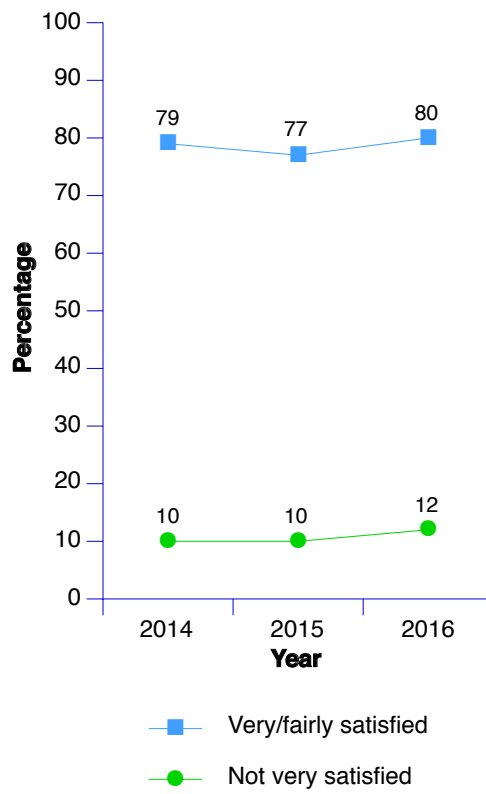
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>						
Total District	2016	45	35	80	12	8
	2015	44	33	77	10	13
	2014	40	39	79	10	11
Users	2016	49	36	85	14	1
	2015	54	32	86	10	4
	2014	48	39	87	12	1
<b>Comparison</b>						
Peer Group (Provincial)		34	39	73	10	17
National Average		29	37	66	11	23
<b>Community Board</b>						
Whakatāne		48	35	83	12	5
Ōhope Beach		51	32	83	9	8
Rangitāiki		32	38	70	13	17
Tāneatua <sup>†</sup>		55	28	83	15	1
Murupara		56	36	92	4	4
<b>Area</b>						
Urban <sup>†</sup>		47	35	82	10	9
Rural		41	36	77	16	7
<b>Gender</b>						
Male		46	40	86	7	7
Female <sup>†</sup>		44	30	74	16	9

% read across

<sup>†</sup> does not add to 100% due to rounding



*Refuse Disposal*

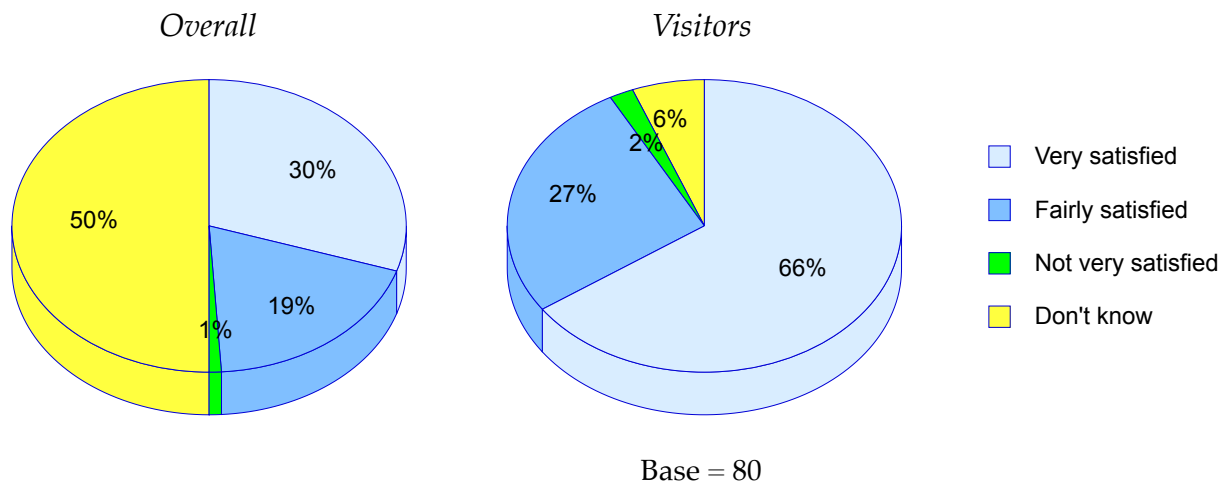


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 80%

Users = 85%

### x. Whakatāne Crematorium Facility



49% of residents are satisfied with the Whakatāne Crematorium facility (41% in 2015), while 1% are not very satisfied.

A large percentage, 50%, are unable to comment (58% in 2015) and this is probably due to only 27% of residents saying they, or a member of their household, have visited the Whakatāne Crematorium facility in the last 12 months (21% in 2015). Of these 'visitors', 93% are satisfied and 2% not very satisfied.

There are no comparative Peer Group and National Average readings for this facility, however the not very satisfied reading is similar to last year's findings.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who are not very satisfied with Whakatāne Crematorium facility.

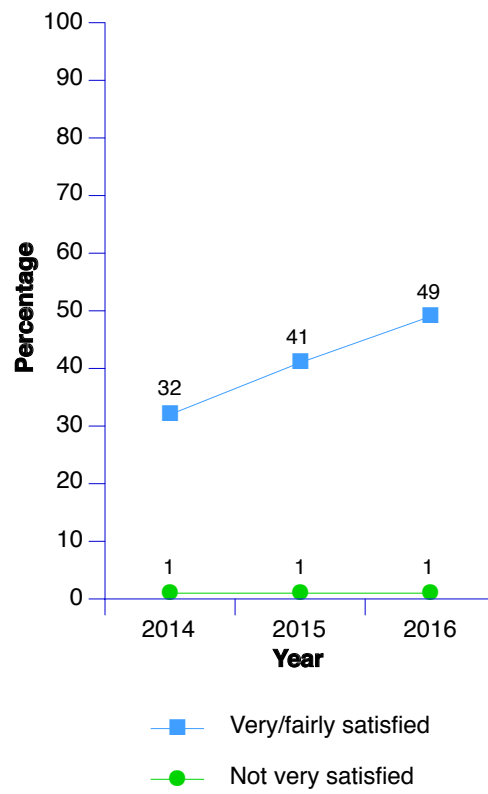
### Satisfaction With Whakatāne Crematorium Facility

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>						
Total District	2016	30	19	49	1	50
	2015	26	15	41	1	58
	2014	17	15	32	1	67
Visitor	2016 <sup>†</sup>	66	27	93	2	6
	2015	73	17	90	1	9
	2014	64	21	85	2	13
<b>Community Board</b>						
Whakatāne		31	19	50	1	49
Ōhope Beach		23	33	56	-	44
Rangitāiki <sup>†</sup>		34	20	54	2	43
Tāneatua <sup>†</sup>		33	14	47	3	51
Murupara		8	4	12	-	88
<b>Area</b>						
Urban		30	18	48	1	51
Rural		30	20	50	2	48

% read across

<sup>†</sup> does not add to 100% due to rounding



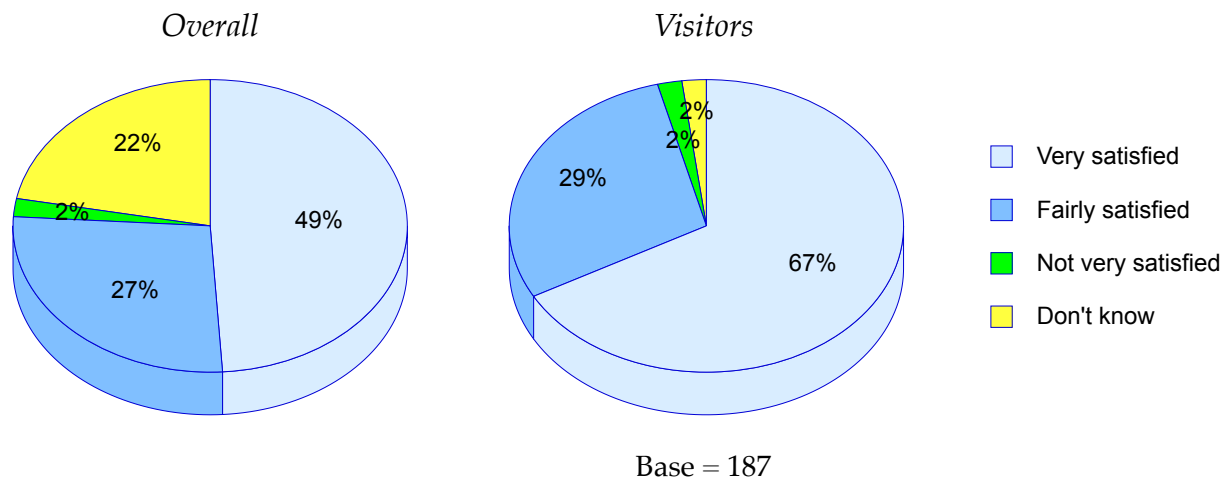
*Whakatāne Crematorium Facility*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 49%

Visitors = 93%

*xi. Cemeteries Overall, Including Maintenance Of Cemeteries*



76% of residents are satisfied with cemeteries overall, including maintenance of a cemeteries (73% in 2015), with 49% being very satisfied. 2% are not very satisfied and a large percentage 22% are unable to comment (27% in 2015).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2015 reading.

62% of households have visited a cemetery in the last 12 months (53% in 2015), and of these 96% are satisfied and 2% not very satisfied.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who are not very satisfied with cemeteries.



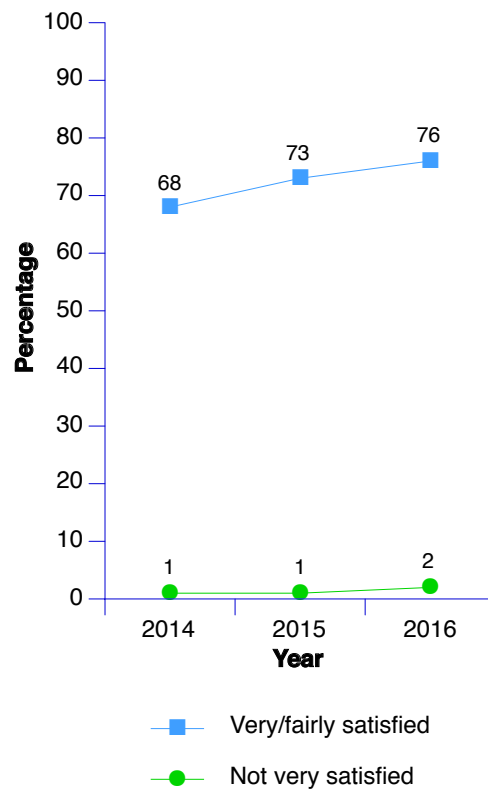
### Satisfaction With Cemeteries Overall, Including Maintenance Of Cemeteries

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>						
Total District	2016	49	27	76	2	22
	2015 <sup>†</sup>	47	26	73	1	27
	2014 <sup>†</sup>	43	25	68	1	30
Visitors	2016	67	29	96	2	2
	2015	59	35	94	1	5
	2014	65	25	90	2	8
<b>Comparison</b>						
Peer Group (Provincial)		45	29	74	2	24
National Average		37	35	72	4	24
<b>Community Board</b>						
Whakatāne		50	25	75	3	22
Ōhope Beach		52	23	75	-	25
Rangitāiki		50	31	81	2	17
Tāneatua <sup>†</sup>		59	23	82	-	19
Murupara		33	33	66	-	34
<b>Area</b>						
Urban		50	25	75	3	22
Rural		47	31	78	-	22

% read across

<sup>†</sup> does not add to 100% due to rounding



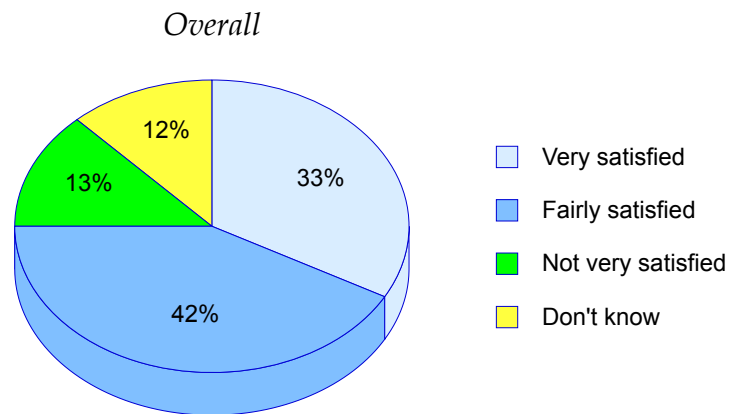
*Cemeteries Overall*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 76%

Visitors = 96%

*xii. Harbour Facilities, Including The Port And The Surrounding Environment*



75% of residents are satisfied with harbour facilities, including 33% who are very satisfied (42% in 2015). 13% are not very satisfied and 12% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is similar to the 2015 result.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with harbour facilities.

## Satisfaction With Harbour Facilities

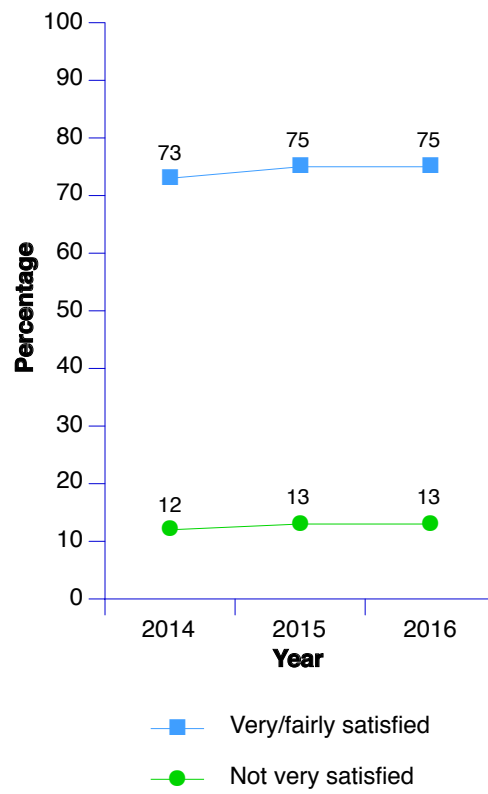
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2016	33	42	75	13	12
2015	42	33	75	13	12
2014	34	39	73	12	15
<b>Community Board</b>					
Whakatāne	33	43	76	15	9
Ōhope Beach	63	22	85	15	-
Rangitāiki†	28	48	76	18	7
Tāneatua†	32	45	77	3	21
Murupara	25	33	58	-	42
<b>Area</b>					
Urban	34	40	74	15	11
Rural	32	46	78	9	13

% read across

\* 2013 harbour facilities Whakatāne CBD (users) scores 6-10 = 93%, scores 0-5 = 6%

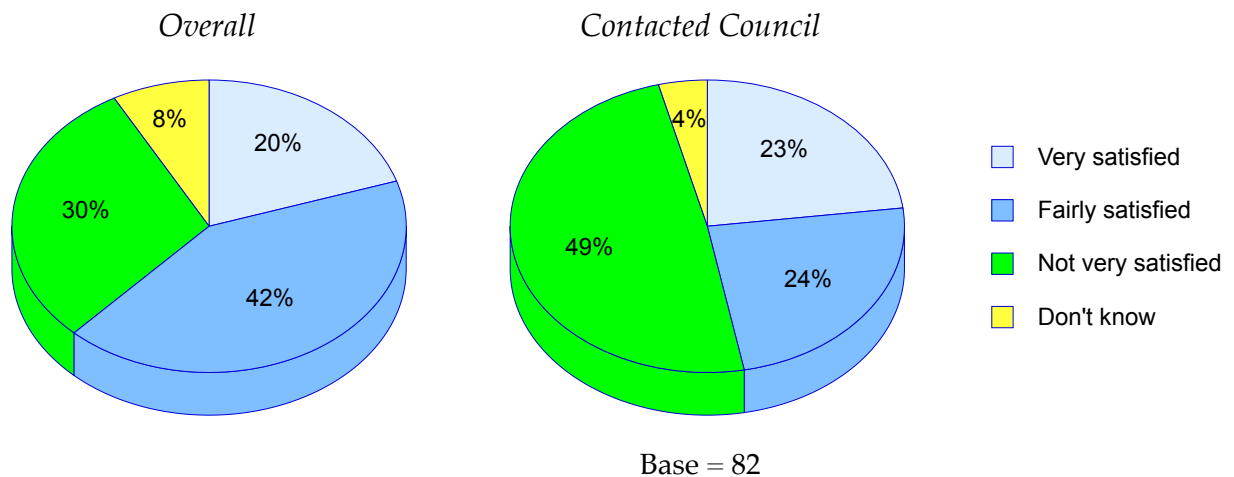
† does not add to 100% due to rounding



*Harbour Facilities*

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 75%

### *xiii. Control Of Dogs*



62% of residents express satisfaction with the dog control, while 30% are not very satisfied with this service. 8% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages and 9% above the 2015 reading.

28% of households have contacted Council regarding dog control in the last 12 months (24% in 2015).

47% of residents who have contacted the Council about dog control are satisfied (64% in 2015), and 49% are not very satisfied (33% in 2015).

Residents more likely to be not very satisfied with dog control are ...

- Murupara Community Board residents,
- Urban residents,
- NZ Māori residents.



## Satisfaction With Control Of Dogs

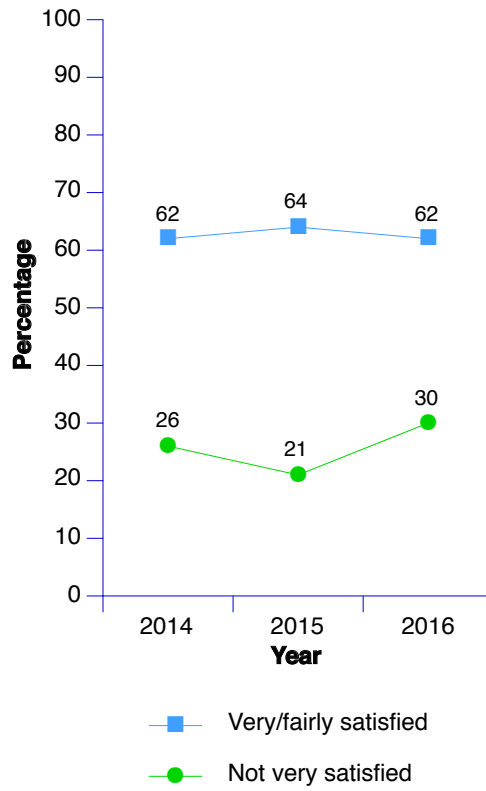
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>						
Total District	2016	20	42	62	30	8
	2015	25	39	64	21	15
	2014 <sup>†</sup>	24	38	62	26	11
Contacted Council	2016	23	24	47	49	4
	2015	33	31	64	33	3
	2014	29	27	56	42	2
<b>Comparison</b>						
Peer Group (Provincial)		30	43	73	18	9
National Average		32	41	73	20	7
<b>Community Board</b>						
Whakatāne <sup>†</sup>		23	42	65	31	3
Ōhope Beach		24	33	57	30	13
Rangitāiki		21	45	66	18	16
Tāneatua <sup>†</sup>		8	56	64	32	6
Murupara		5	23	28	64	8
<b>Area</b>						
Urban		21	40	61	34	5
Rural		17	45	62	20	18
<b>Ethnicity</b>						
NZ European		23	42	65	25	10
NZ Māori		10	36	46	49	5

% read across

<sup>†</sup> does not add to 100% due to rounding



*Control Of Dogs*

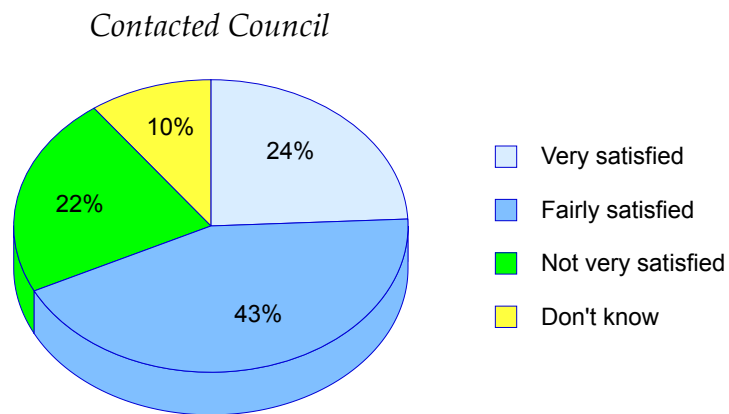
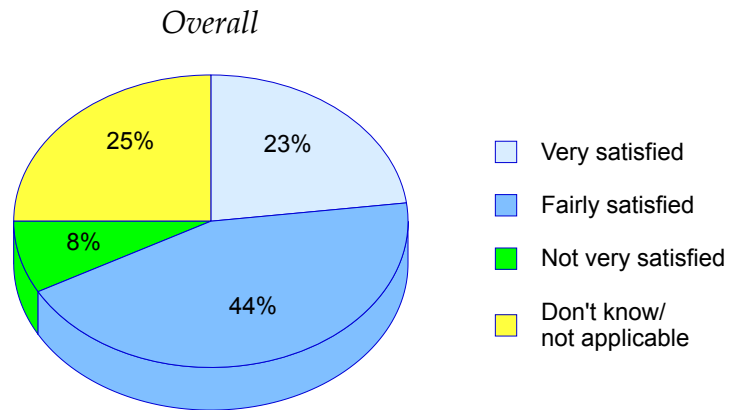


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 62%

Contacted Council = 47%

#### *xiv. Noise Control*



Base = 33  
Margin of error  $\pm 17.1\%$

67% of residents are satisfied with noise control (62% in 2015), while 8% are not very satisfied with this aspect of the District. A large percentage, 25%, are unable to comment (28% in 2015).

The percent not very satisfied is on par with the Peer Group and National Averages and the 2015 reading.

11% of households have contacted the Council about noise in the last year, with 67% being satisfied with noise control (55% in 2015) and 22% being not very satisfied (36% in 2015).

Urban residents are more likely to be not very satisfied with noise control, than Rural residents.

## Satisfaction With Noise Control

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>						
Total District	2016	23	44	67	8	25
	2015 <sup>†</sup>	25	37	62	11	28
	2014	23	37	60	10	30
Contacted Council	2016 <sup>†</sup>	24	43	67	22	10
	2015	18	37	55	36	9
	2014 <sup>**</sup>	44	25	69	32	-
<b>Comparison</b>						
Peer Group (Provincial)		33	38	71	11	18
National Average		36	41	77	11	12
<b>Community Board</b>						
Whakatāne		27	45	72	9	19
Ōhope Beach		45	31	86	5	19
Rangitāiki		14	45	59	9	32
Tāneatua		22	49	71	6	23
Murupara		8	42	50	12	38
<b>Area</b>						
Urban		28	43	71	11	18
Rural <sup>†</sup>		11	47	58	1	40

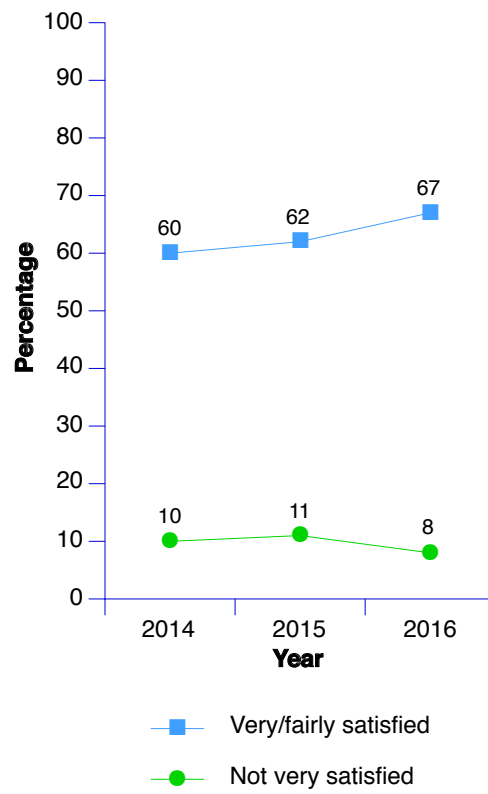
% read across

\* caution: small base

† does not add to 100% due to rounding



Noise Control

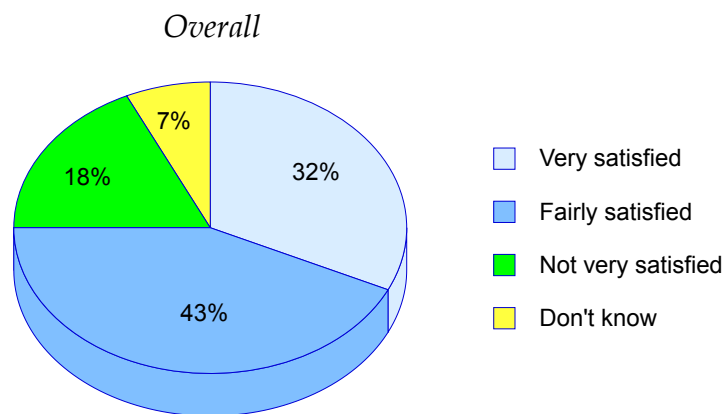


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 67%

Contacted Council = 67%

*xv. Tourism Promotion (efforts Council makes to attract visitors or tourists to the area)*



75% of residents are satisfied with tourism promotion (70% in 2015), including 32% who are very satisfied (29% in 2015), while 18% are not very satisfied. 7% are unable to comment.

The percent not very satisfied is on par with the Peer Group Average and the 2015 reading and similar to the National Average.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with tourism promotion. However, it appears that Murupara Community Board residents are slightly more likely to feel this way, than other Community Board residents.



## Satisfaction With Tourism Promotion

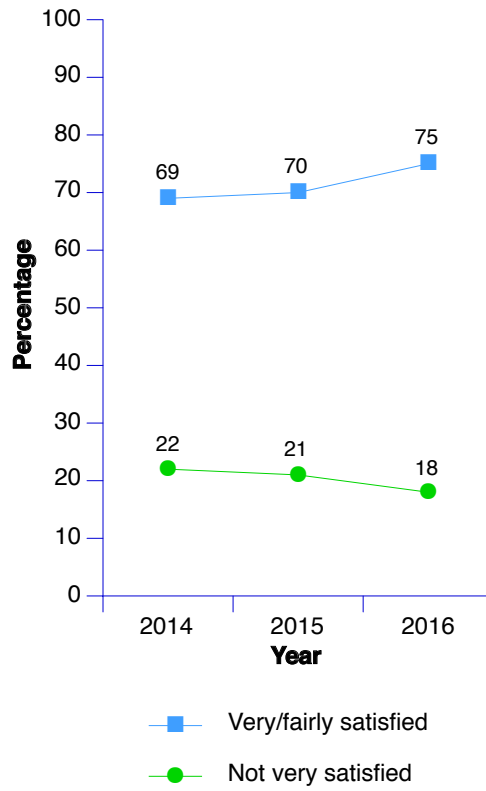
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2016	32	43	75	18	7
2015	29	41	70	21	9
2014	22	47	69	22	9
<b>Comparison<sup>†</sup></b>					
Peer Group (Provincial)	36	40	76	13	10
National Average	25	41	66	17	16
<b>Community Board</b>					
Whakatāne <sup>†</sup>	38	41	79	16	5
Ōhope Beach	37	54	91	6	3
Rangitāiki	26	46	72	19	9
Tāneatua	37	41	78	17	5
Murupara	13	30	43	35	22
<b>Area</b>					
Urban	37	40	77	16	7
Rural <sup>†</sup>	22	49	71	21	9

% read across

<sup>†</sup> does not add to 100% due to rounding

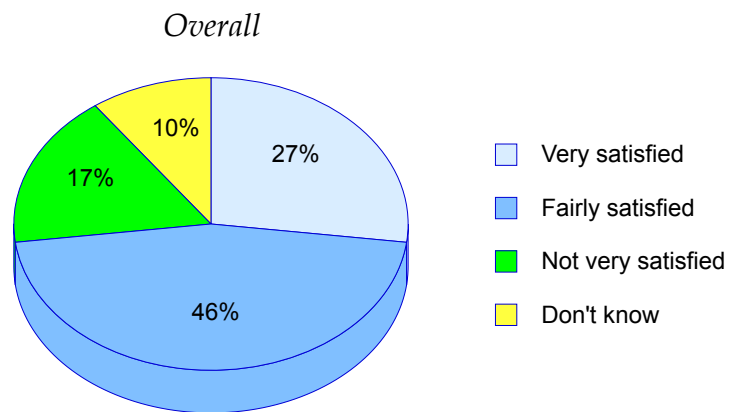


*Tourism Promotion*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 75%

### *xvi. Council's Efforts To Enable And Promote Events*



73% of residents are satisfied with Council's efforts to enable and promote events, including 27% who are very satisfied, while 17% are not very satisfied. 10% are unable to comment. These readings are similar to last year's results.

There are no comparative Peer Group and National Averages for this reading.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents not very satisfied with Council's efforts to enable and promote events. However, it appears that NZ Māori residents are slightly more likely to feel this way, than NZ European residents.

### Satisfaction With Council's Efforts To Enable And Promote Events

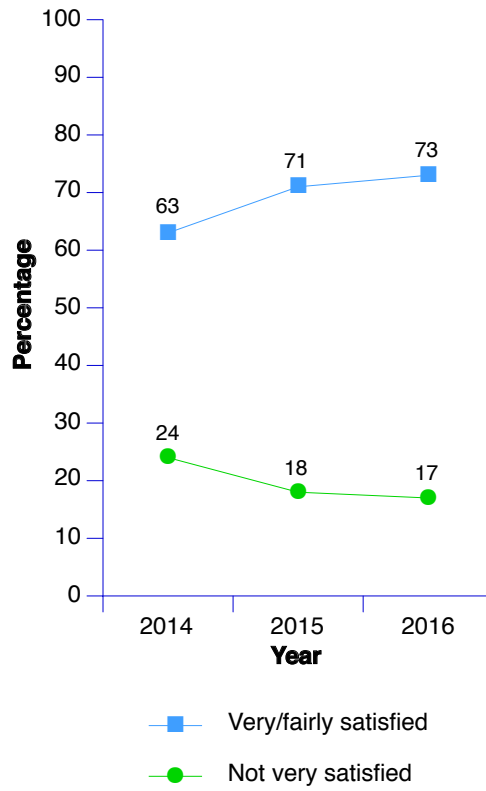
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2016	27	46	73	17	10
2015	27	44	71	18	11
2014	17	46	63	24	13
<b>Community Board</b>					
Whakatāne	32	50	82	12	6
Ōhope Beach	31	56	87	9	4
Rangitāiki <sup>†</sup>	21	42	63	25	11
Tāneatua <sup>†</sup>	25	41	66	17	18
Murupara	13	41	54	25	21
<b>Area</b>					
Urban	28	47	75	16	9
Rural	23	44	67	21	12
<b>Ethnicity</b>					
NZ European	30	47	77	15	8
NZ Māori <sup>†</sup>	16	44	60	26	15

% read across

<sup>†</sup> does not add to 100% due to rounding

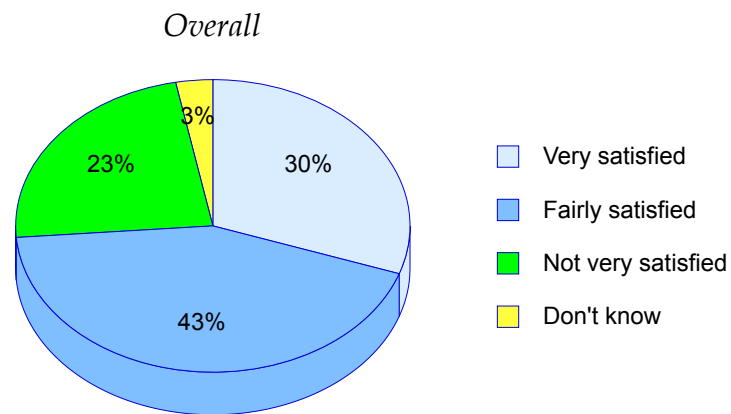


*Council's Efforts To Enable And Promote Events*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 73%

### *xvii. Parking In Whakatāne*



73% of residents are satisfied with Whakatāne (69% in 2015), including 30% who are very satisfied (34% in 2015). 23% are not very satisfied and 3% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average, on par with the 2015 reading and below the National Average.

NZ Māori residents are more likely to be not very satisfied with parking in Whakatāne, than NZ European residents. It also appears that Rural residents are slightly more likely to feel this way, than Urban residents.



## Satisfaction With Parking In Whakatāne

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2016 <sup>†</sup>	30	43	73	23	3
2015 <sup>†</sup>	34	35	69	26	6
2014	27	43	70	26	4
<b>Comparison*</b>					
Peer Group (Provincial) <sup>†</sup>	25	47	72	25	2
National Average	20	44	64	31	5
<b>Community Board</b>					
Whakatāne	31	45	76	23	1
Ōhope Beach	53	35	88	12	-
Rangitāiki <sup>†</sup>	28	42	70	30	1
Tāneatua	25	43	68	24	8
Murupara	16	51	67	14	19
<b>Area</b>					
Urban <sup>†</sup>	34	43	77	21	3
Rural	22	45	67	29	4
<b>Ethnicity</b>					
NZ European	30	47	77	20	3
NZ Māori	36	27	63	33	4

% read across

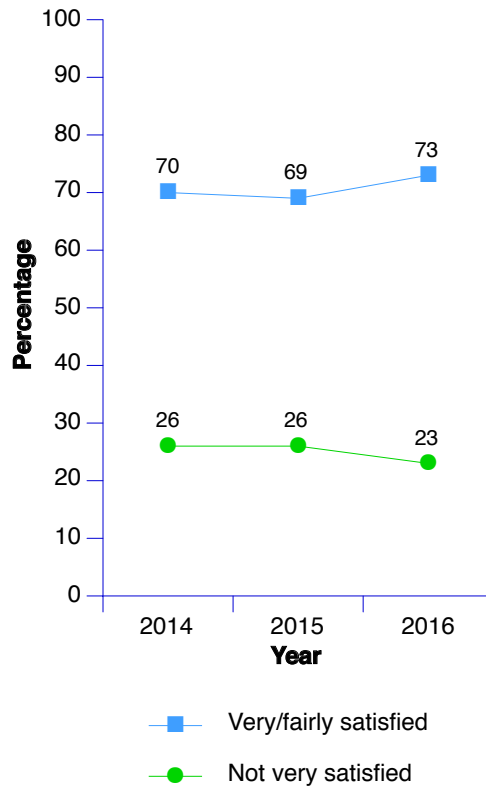
• 2013 reading relates to 'users' satisfaction scores 6-10 = 81%, scores 0-5 = 19%

\* Peer Group and National Averages refer to parking in CBD of city / town

<sup>†</sup> does not add to 100% due to rounding

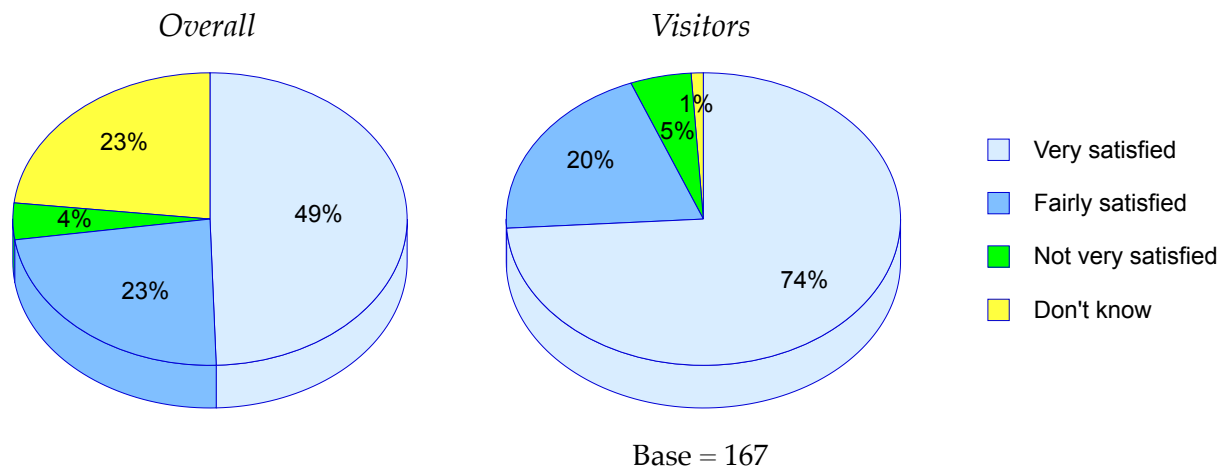


*Parking In Whakatāne*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 73%

*xviii. Whakatāne Exhibition Centre (this includes the galleries and museum display spaces)*



72% of residents are satisfied with Whakatāne Exhibition Centre (68% in 2015), including 49% who are very satisfied (40% in 2015), while 4% are not very satisfied.

There are no comparative Peer Group and National Averages, however the not very satisfied reading is similar to last year's result.

A large percentage (23%) are unable to comment (28% in 2015) and this is probably due to 56% of households saying they have visited the Whakatāne Exhibition Centre in the last 12 months. Of these 'Visitors', 94% are satisfied and 5% not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with Whakatāne Exhibition Centre.

## Satisfaction With Whakatāne Exhibition Centre

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District					
2016 <sup>†</sup>	49	23	72	4	23
2015*	40	28	68	4	28
2014 <sup>†</sup>	43	16	59	3	39
Visitors					
2016	74	20	94	5	1
2015	56	32	88	6	6
2014	69	19	88	4	8
<b>Community Board</b>					
Whakatāne	57	24	81	4	15
Ōhope Beach	69	17	86	-	14
Rangitāiki	45	27	72	4	24
Tāneatua <sup>†</sup>	41	17	58	16	27
Murupara	13	19	32	-	68
<b>Area</b>					
Urban <sup>†</sup>	54	23	77	3	19
Rural	36	23	59	8	33

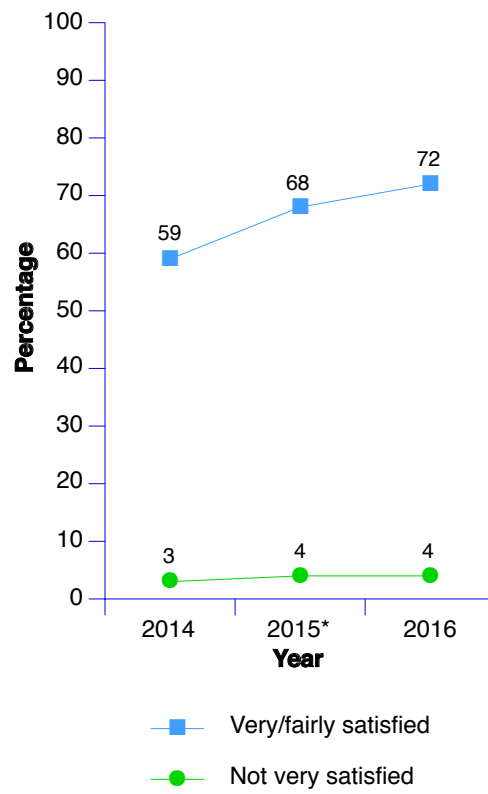
% read across

\* in 2015 residents advised that this "includes the galleries and museums display spaces"

<sup>†</sup> does not add to 100% due to rounding



*Whakatāne Exhibition Centre*



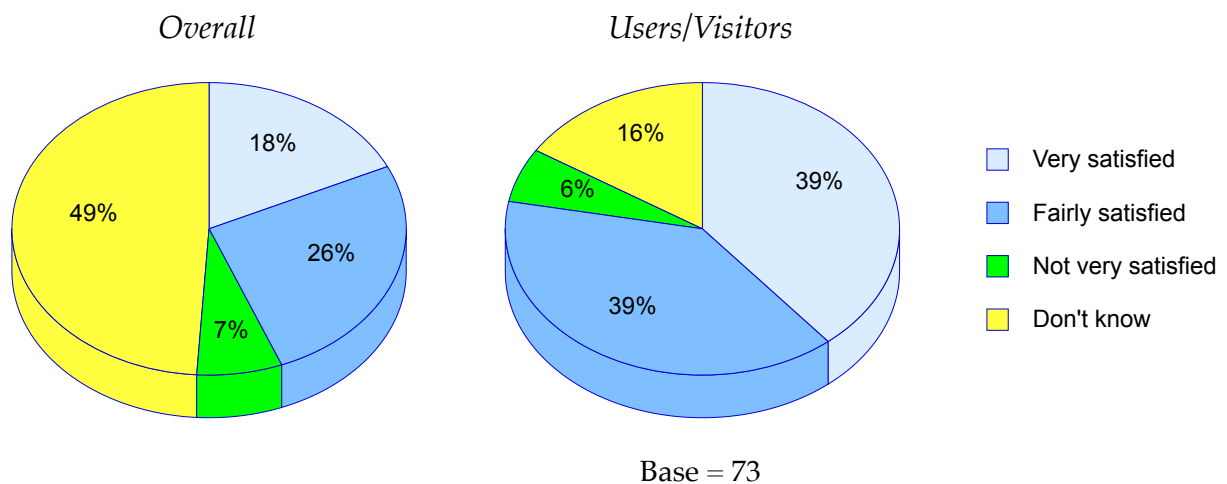
\* in 2015 residents advised that this "includes the galleries and museums display spaces"

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 72%

Visitors = 94%

*xix. The Whakatāne Museum And Research Centre On Boon Street*



44% of residents are satisfied with the Whakatāne Museum and Research Centre on Boon Street, while 7% are not very satisfied (4% in 2015).

A large percentage 49% are unable to comment, and this is probably due to only 25% of respondents, or a member of their household, having used or visited the museum in the last 12 months. Of these 'Users / Visitors', 78% are satisfied and 6% are not very satisfied.

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average for **museums in general**.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with the Whakatāne Museum and Research Centre on Boon Street.



### Satisfaction With The Whakatāne Museum And Research Centre On Boon Street

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016	18	26	<b>44</b>	7	49
	2015	22	22	<b>44</b>	4	52
	2014	19	25	<b>44</b>	5	51
Users/Visitors	2016	39	39	<b>78</b>	6	16
	2015 <sup>†</sup>	46	37	<b>83</b>	8	8
	2014	56	29	<b>85</b>	2	13
<b>Comparison*</b>						
Peer Group (Provincial)		40	20	<b>60</b>	6	34
National Average		49	23	<b>72</b>	4	24
<b>Community Board</b>						
Whakatāne		20	29	<b>49</b>	6	45
Ōhope Beach		19	30	<b>49</b>	9	42
Rangitāiki		20	27	<b>47</b>	6	47
Tāneatua		10	17	<b>27</b>	15	58
Murupara		5	15	<b>20</b>	-	(80)
<b>Area<sup>†</sup></b>						
Urban		19	27	<b>46</b>	6	47
Rural		14	25	<b>39</b>	8	54

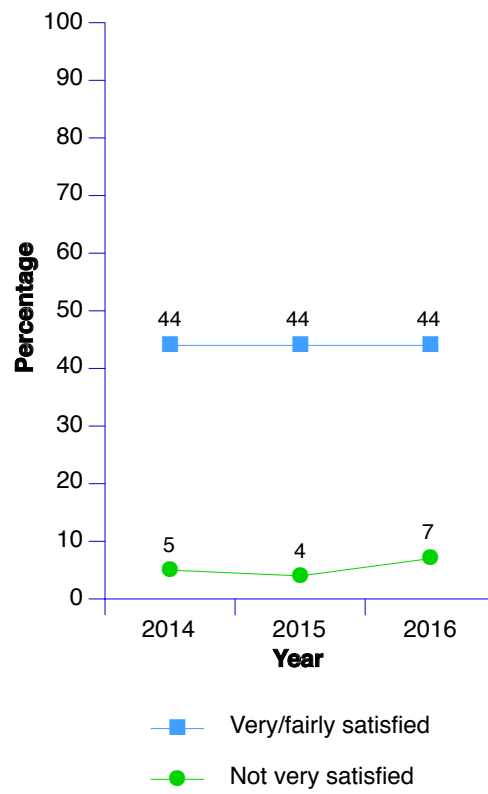
% read across

\* Peer Group and National Averages refer to ratings for museums in general

† does not add to 100% due to rounding



*The Whakatāne Museum And Research Centre On Boon Street*

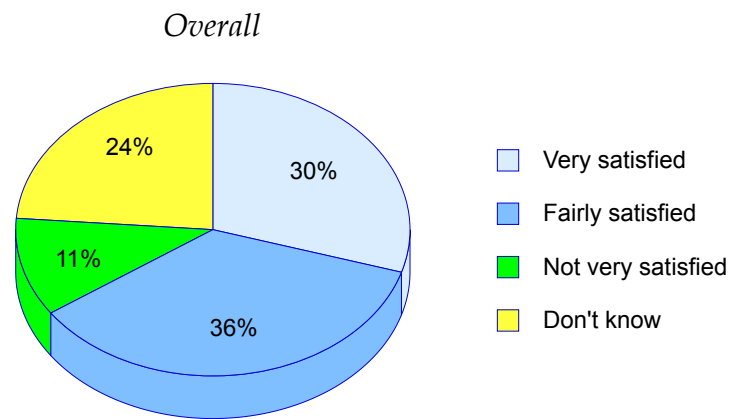


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 44%

Users/Visitors = 78%

## *xx. Council's Efforts To Manage The Whakatāne Airport*



66% of residents are satisfied with Council's efforts to manage Whakatāne Airport (63% in 2015), including 30% who are very satisfied. 11% are not very satisfied and 24%, are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is on par with the 2015 result.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with Council's efforts to manage the Whakatāne Airport.

### Satisfaction With Council's Efforts To Manage The Whakatāne Airport

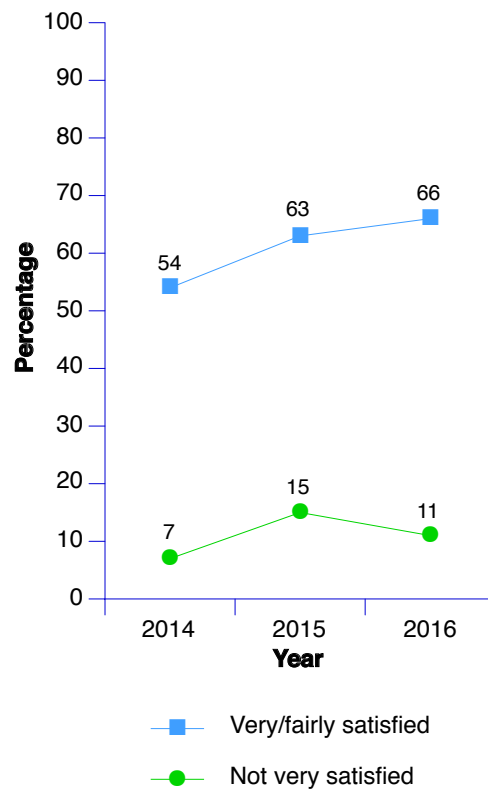
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2016 <sup>†</sup>	30	36	66	11	24
2015	29	34	63	15	22
2014	14	40	54	7	39
<b>Community Board</b>					
Whakatāne	38	36	74	7	19
Ōhope Beach	37	25	62	21	17
Rangitāiki <sup>†</sup>	26	40	66	14	21
Tāneatua	16	48	64	12	24
Murupara	13	18	31	5	64
<b>Area</b>					
Urban	32	36	68	9	23
Rural	25	35	60	15	25

% read across

<sup>†</sup> does not add to 100% due to rounding

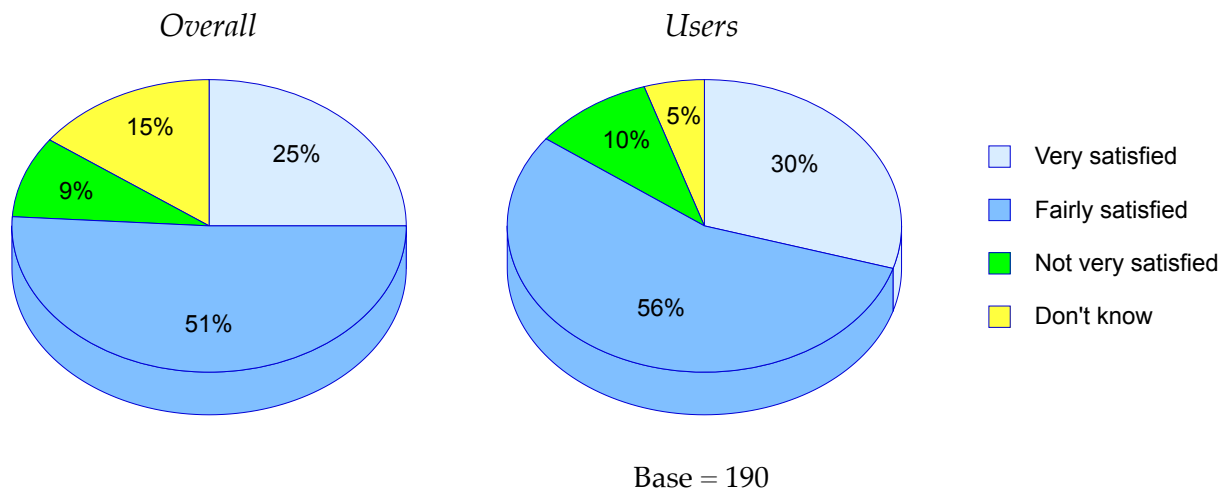


*Council's Efforts To Manage The Whakatāne Airport*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 66%

### *xxi. Public Halls*



76% of residents are satisfied with public halls, including 25% who are very satisfied. 9% are not very satisfied and 15% are unable to comment. These readings are similar to the 2015 results.

The percent not very satisfied is on par with the Peer Group and National Averages.

65% of households have used a public hall in the last 12 months (68% in 2015). Of these residents, 86% are satisfied and 10% are not very satisfied.

Murupara Community Board residents are more likely to be not very satisfied with public halls, than other Community Board residents.



## Satisfaction With Public Halls

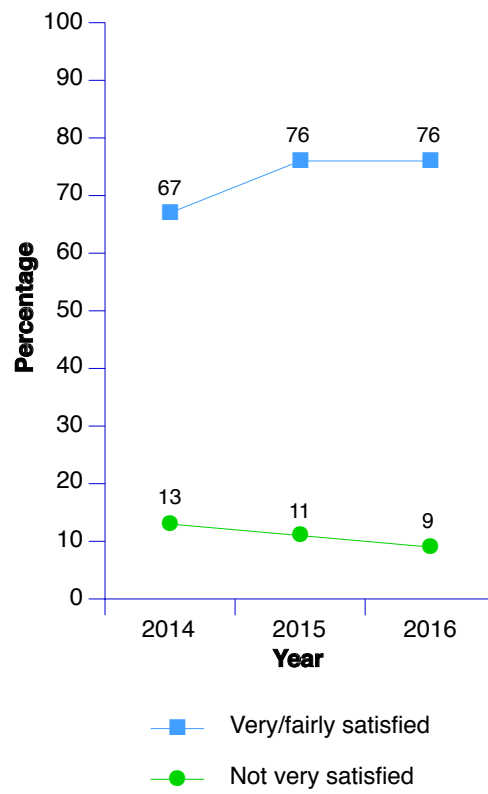
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>						
Total District	2016	25	51	76	9	15
	2015 <sup>†</sup>	27	49	76	11	14
	2014	32	35	67	13	20
Users	2016 <sup>†</sup>	30	56	86	10	5
	2015	32	51	83	13	4
	2014 <sup>†</sup>	37	40	77	16	6
<b>Comparison</b>						
Peer Group (Provincial) <sup>†</sup>		34	36	70	4	25
National Average		25	38	63	6	31
<b>Community Board</b>						
Whakatāne		30	50	80	8	12
Ōhope Beach		47	35	82	5	13
Rangitāiki		17	58	75	10	15
Tāneatua		14	63	77	-	23
Murupara		12	38	50	30	20
<b>Area</b>						
Urban		27	50	77	9	14
Rural		18	55	73	10	17

% read across

\* 2013 scores 6-10 = 79%, scores 0-5 = 18%

<sup>†</sup> does not add to 100% due to rounding



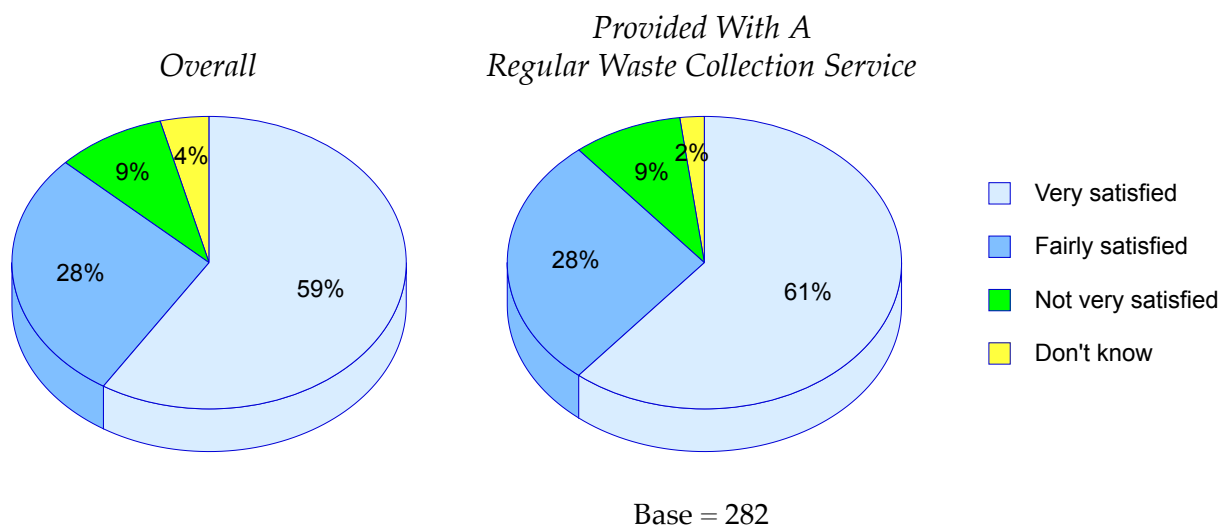
*Public Halls*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 76%

Users = 86%

*xxii. Kerbside Waste Collection Service (this includes rubbish, recycling and green waste)*



87% of residents are satisfied with kerbside waste collection service, including 59% who are very satisfied. 9% are not very satisfied and 4% are unable to comment. These readings are similar to/on par with the 2015 results.

The percent not very satisfied is similar to the Peer Group<sup>†</sup> and National Averages<sup>†</sup>.

95% of residents are provided with a regular waste collection service and kerbside recycling services in the last 12 months. Of these, 89% are satisfied and 9% are not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with kerbside waste collection service.

<sup>†</sup> Peer Group and National Averages refer to the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2014 National Communitrak™ Survey.

## Satisfaction With Kerbside Waste Collection Service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016	59	28	87	9	4
	2015	61	24	85	8	7
	2014	62	25	87	8	5
Service Provided	2016	61	28	89	9	2
	2015	64	25	89	8	3
	2014	65	26	91	7	2
<b>Comparison*</b>						
Peer Group (Provincial)		52	30	82	10	8
National Average		56	28	84	11	5
<b>Community Board</b>						
Whakatāne <sup>†</sup>		69	22	91	9	1
Ōhope Beach		83	15	98	2	-
Rangitāiki		42	38	80	12	8
Tāneatua <sup>†</sup>		41	30	71	15	13
Murupara		59	37	96	4	-
<b>Area</b>						
Urban		66	26	92	8	-
Rural <sup>†</sup>		43	31	74	13	12

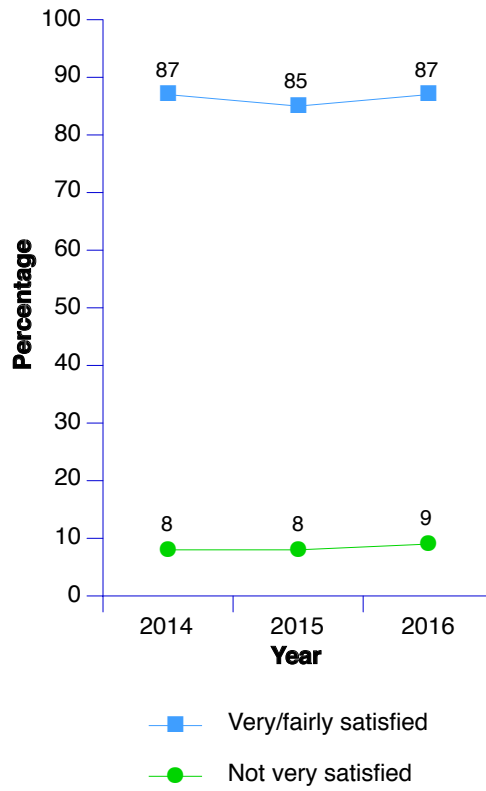
% read across

\* Peer Group and National Averages refer to the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2014 National Communitrak™ Survey

<sup>†</sup> does not add to 100% due to rounding

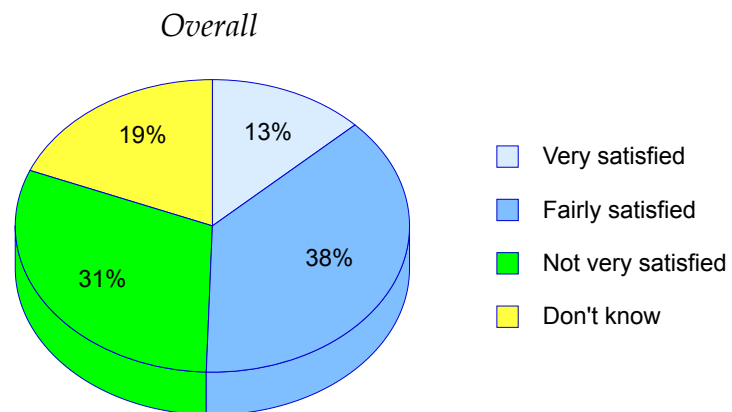


*Kerbside Waste Collection Service*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 87%  
 Provided With A Regular Waste Collection Service = 89%

### *xxiii. Business Promotion*



51% of residents are satisfied with business promotion, while 31% are not very satisfied. 19% are unable to comment. These readings are similar to the 2015 results.

The percent not very satisfied is on par with the Peer Group Average and slightly above the National Average.

Residents **more** likely to be not very satisfied with business promotion are ...

- all Community Board residents, except Ōhope Beach Community Board residents,
- NZ Māori residents,
- residents aged 18 to 64 years.



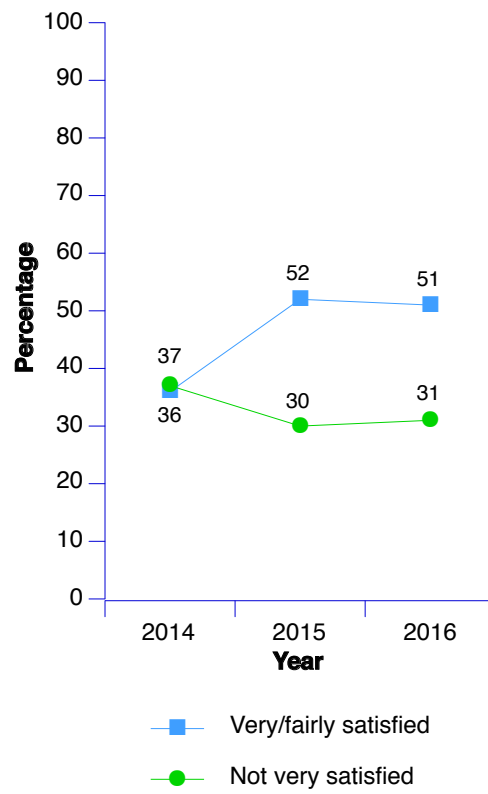
## Satisfaction With Business Promotion

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2016 <sup>†</sup>	13	38	51	31	19
2015	15	37	52	30	18
2014	8	28	36	37	27
<b>Comparison</b>					
Peer Group (Provincial)	14	39	53	28	19
National Average	12	36	48	25	27
<b>Community Board</b>					
Whakatāne	13	42	55	29	16
Ōhope Beach	17	49	66	10	24
Rangitāiki <sup>†</sup>	12	34	46	39	16
Tāneatua	16	34	50	28	22
Murupara	8	21	29	40	31
<b>Area</b>					
Urban <sup>†</sup>	12	40	52	29	18
Rural	13	32	45	35	20
<b>Ethnicity</b>					
NZ European <sup>†</sup>	15	38	53	26	20
NZ Māori	5	36	41	45	14
<b>Age</b>					
18-44 years	6	47	53	36	11
45-64 years	21	29	54	32	18
65+ years <sup>†</sup>	11	37	48	18	35

% read across

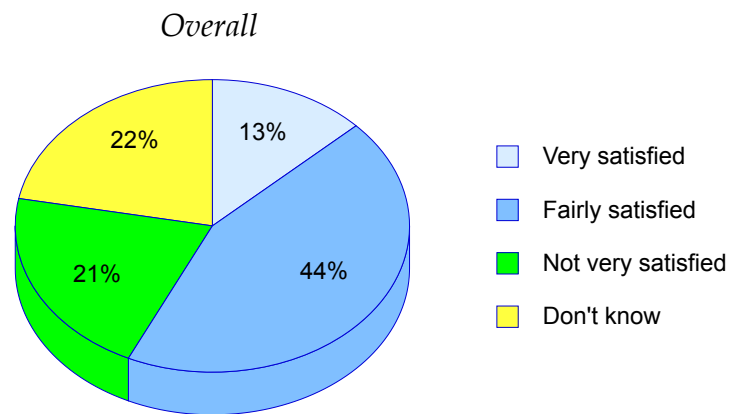
<sup>†</sup> does not add to 100% due to rounding



*Business Promotion*

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 51%

*xxiv. Council's Efforts To Attract And Retain Residents*



57% of residents overall are satisfied with Council's efforts to attract and retain residents (51% in 2015), with 21% being not very satisfied. 22% are unable to comment (19% in 2015).

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is 9% below the 2015 result.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents not very satisfied. However, it appears that residents with an annual household income of less than \$40,000 are slightly **less** likely to feel this way, than other income groups.

### Satisfaction With Council's Efforts To Attract And Retain Residents

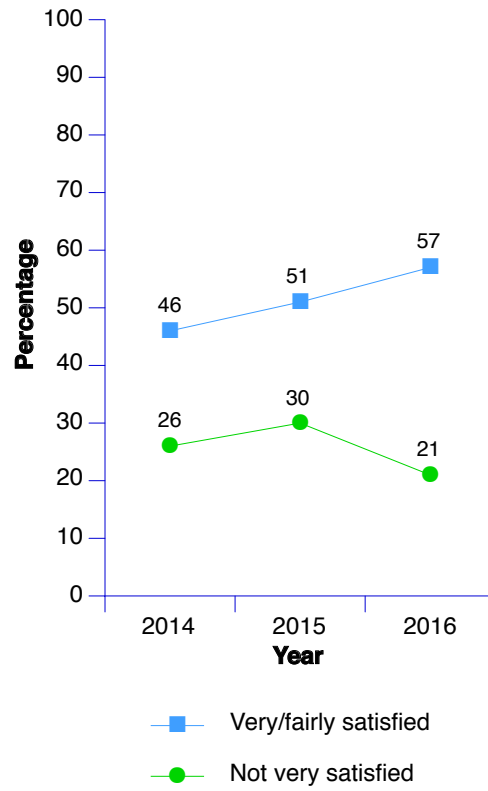
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2016	13	44	57	21	22
2015	11	40	51	30	19
2014	6	40	46	26	28
<b>Community Board</b>					
Whakatāne <sup>†</sup>	11	50	61	21	17
Ōhope Beach	22	52	74	4	22
Rangitāiki	14	36	60	26	24
Tāneatua <sup>†</sup>	13	54	67	12	22
Murupara	9	20	29	33	38
<b>Area</b>					
Urban	13	46	59	21	20
Rural	12	39	51	22	27
<b>Household Income</b>					
Less than \$40,000 pa	17	43	60	9	31
\$40,000-\$70,000 pa <sup>†</sup>	13	46	59	20	22
More than \$70,000 pa <sup>†</sup>	11	46	57	28	14

% read across

<sup>†</sup> does not add to 100% due to rounding

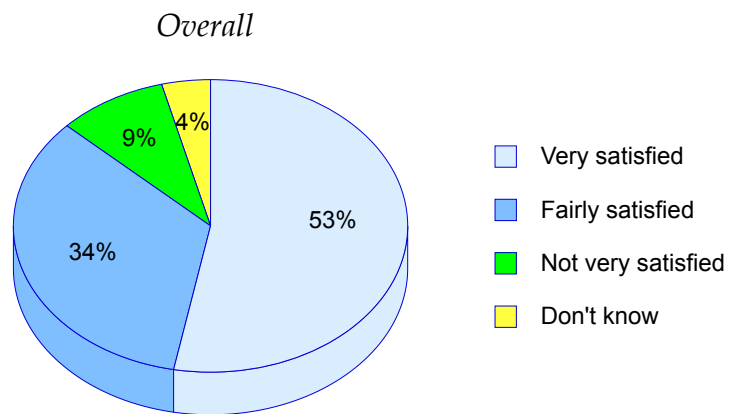


*Council's Efforts To Attract And Retain Residents*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 57%

### *xxv. Walking And Cycling Facilities In The District*



87% of residents are satisfied with walking and cycling facilities in the District, including 53% who are very satisfied (60% in 2015). 9% are not very satisfied and 4% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is similar to the 2015 result.

NZ Māori residents are more likely, than NZ European residents, to be not very satisfied with walking and cycling facilities in the District.



## Satisfaction With Walking And Cycling Facilities In The District

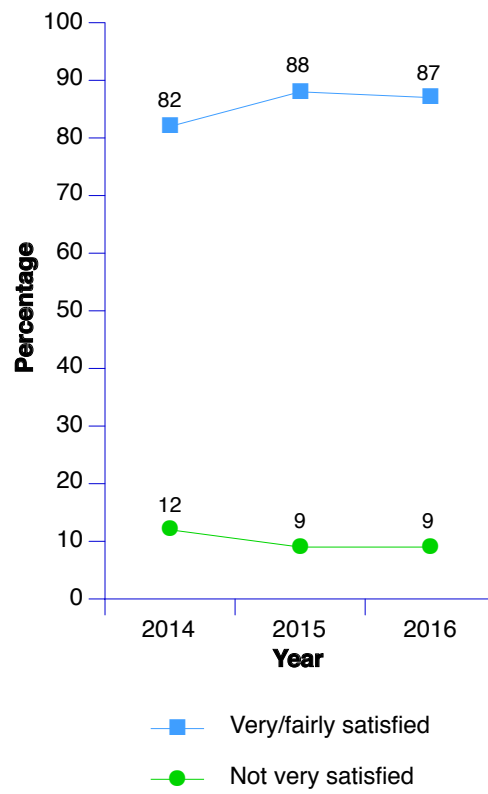
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2016	53	34	87	9	4
2015	60	28	88	9	3
2014	52	30	82	12	6
<b>Community Board</b>					
Whakatāne <sup>†</sup>	65	28	93	6	2
Ōhope Beach	57	39	96	4	-
Rangitāiki <sup>†</sup>	45	38	83	13	5
Tāneatua <sup>†</sup>	59	23	82	19	-
Murupara	14	59	73	9	18
<b>Area</b>					
Urban <sup>†</sup>	57	31	88	8	3
Rural	44	40	84	11	5
<b>Ethnicity</b>					
NZ European <sup>†</sup>	58	33	91	7	3
NZ Māori	41	36	77	19	4

% read across

<sup>†</sup> does not add to 100% due to rounding

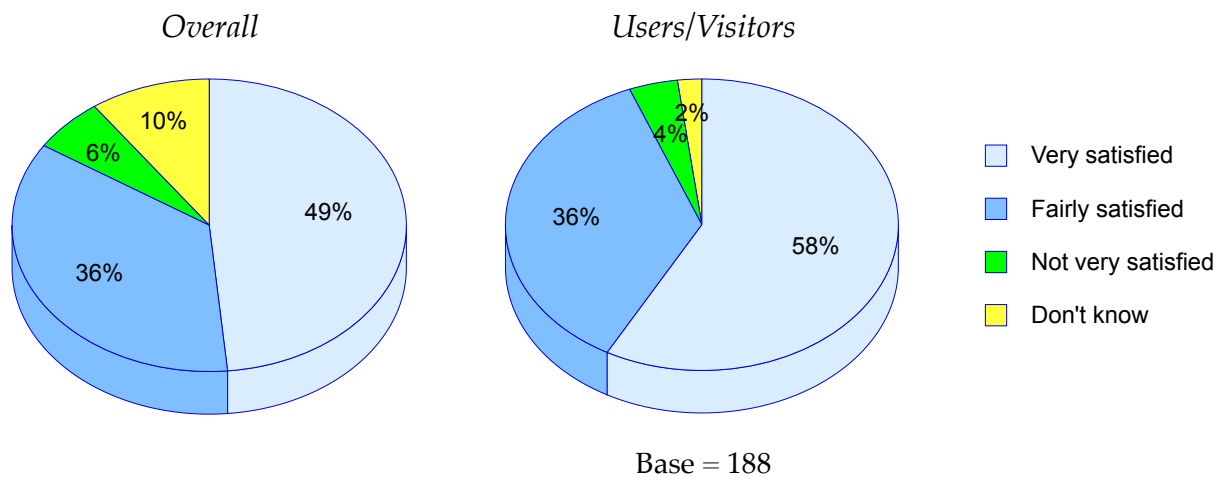


*Walking And Cycling Facilities In The District*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 87%

## xxvi. Playgrounds



85% of Whakatāne District residents are satisfied with playgrounds, including 49% who are very satisfied (54% in 2015), with 6% being not very satisfied. 10% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Average readings for **sportsfields and playgrounds** and the 2015 result.

65% of households have used or visited a public playground in the last 12 months (73% in 2015). Of these, 94% are satisfied with these facilities and 4% are not very satisfied.

NZ Māori residents are more likely to be not very satisfied with playgrounds, than NZ European residents.

## Satisfaction With Playgrounds

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>						
Total District	2016 <sup>†</sup>	49	36	85	6	10
	2015	54	29	83	7	10
	2014	40	35	75	8	17
Users/Visitors	2016	58	36	94	4	2
	2015	62	28	90	8	2
	2014	48	39	87	10	3
<b>Comparison*</b>						
Peer Group (Provincial)		58	31	89	4	7
National Average		54	34	88	4	8
<b>Community Board</b>						
Whakatāne		59	29	88	1	11
Ōhope Beach <sup>†</sup>		64	28	92	2	7
Rangitāiki		32	43	75	15	10
Tāneatua		60	28	88	-	12
Murupara <sup>†</sup>		24	62	86	7	6
<b>Area</b>						
Urban		54	32	86	5	9
Rural		35	46	81	6	13
<b>Ethnicity</b>						
NZ European		50	36	86	3	11
NZ Māori <sup>†</sup>		45	32	77	15	7

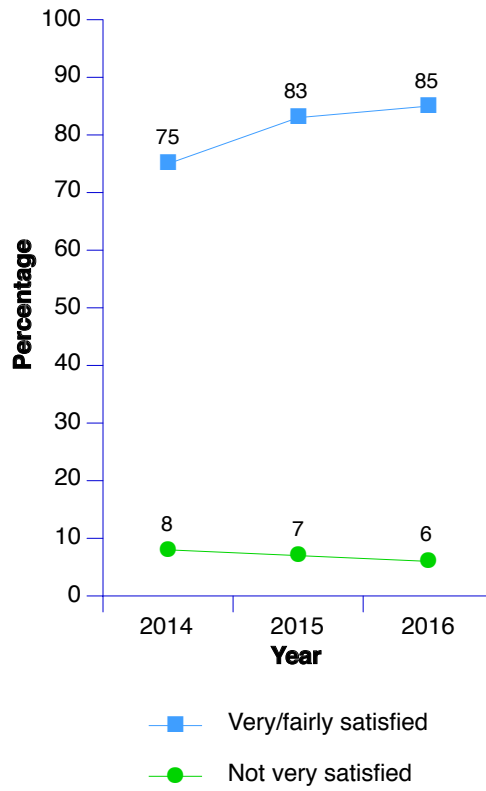
% read across

\* Peer Group and National Average readings are based on rating for sportsfields **and** playgrounds

<sup>†</sup> does not add to 100% due to rounding



*Playgrounds*

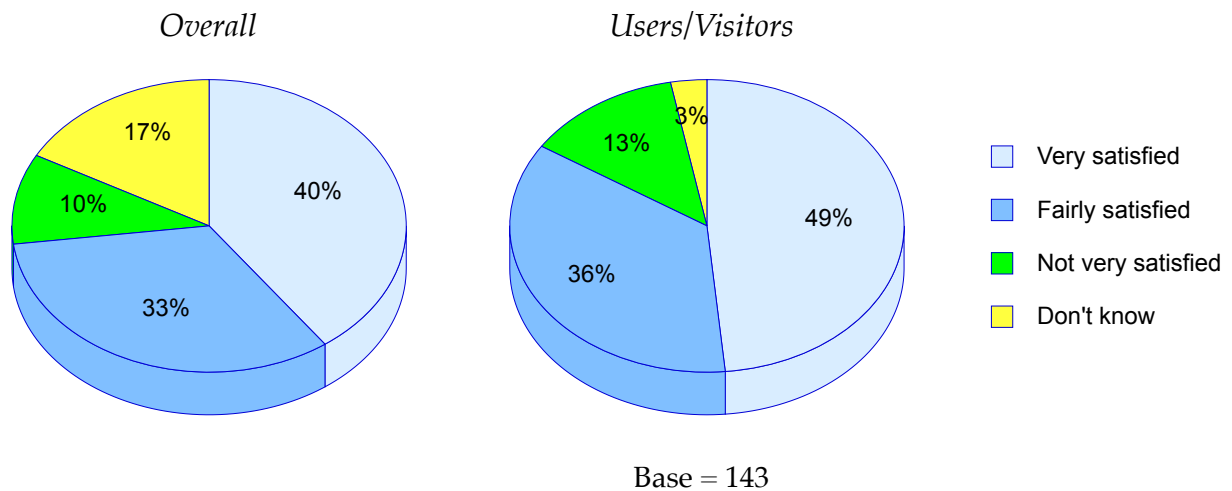


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 85%

Users/Visitors = 94%

## xxvii. Public Swimming Pools



73% of residents are satisfied with public swimming pools (69% in 2015), including 40% who are very satisfied (32% in 2015), with 10% being not very satisfied. 17% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and 7% below the 2015 result.

53% of households have used/visited a public swimming pool in the District in the last 12 months (57% in 2015). Of these residents, 85% are satisfied with these facilities and 13% are not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with public swimming pools.



## Satisfaction With Public Swimming Pools

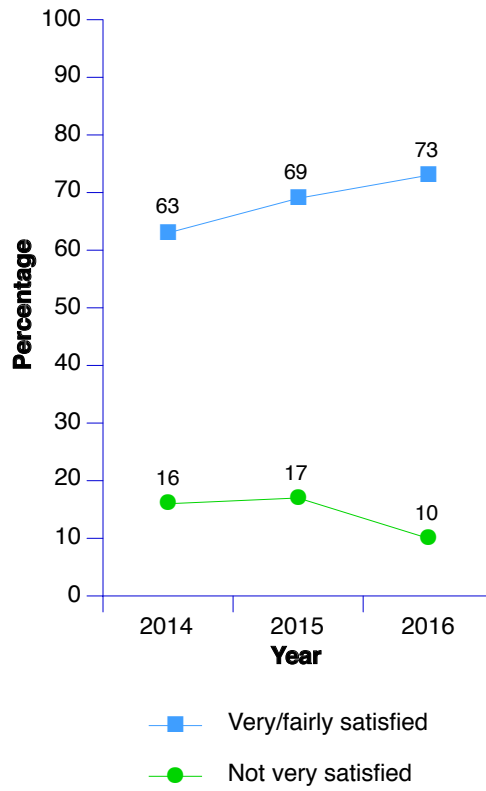
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016	40	33	<b>73</b>	10	17
	2015 <sup>†</sup>	32	37	<b>69</b>	17	15
	2014	27	36	<b>63</b>	16	21
Users/Visitors	2016 <sup>†</sup>	49	36	<b>85</b>	13	3
	2015	46	36	<b>82</b>	14	4
	2014	40	35	<b>75</b>	22	3
<b>Comparison</b>						
Peer Group (Provincial) <sup>†</sup>		40	29	<b>69</b>	12	20
National Average		38	31	<b>69</b>	10	21
<b>Community Board</b>						
Whakatāne <sup>†</sup>		54	27	<b>81</b>	10	10
Ōhope Beach		51	33	<b>84</b>	4	12
Rangitāiki		24	33	<b>57</b>	10	33
Tāneatua		38	32	<b>70</b>	12	18
Murupara		12	<b>62</b>	<b>74</b>	14	12
<b>Area</b>						
Urban		<b>44</b>	31	<b>75</b>	11	14
Rural		31	36	<b>67</b>	9	<b>24</b>

% read across

<sup>†</sup> does not add to 100% due to rounding



*Public Swimming Pools*



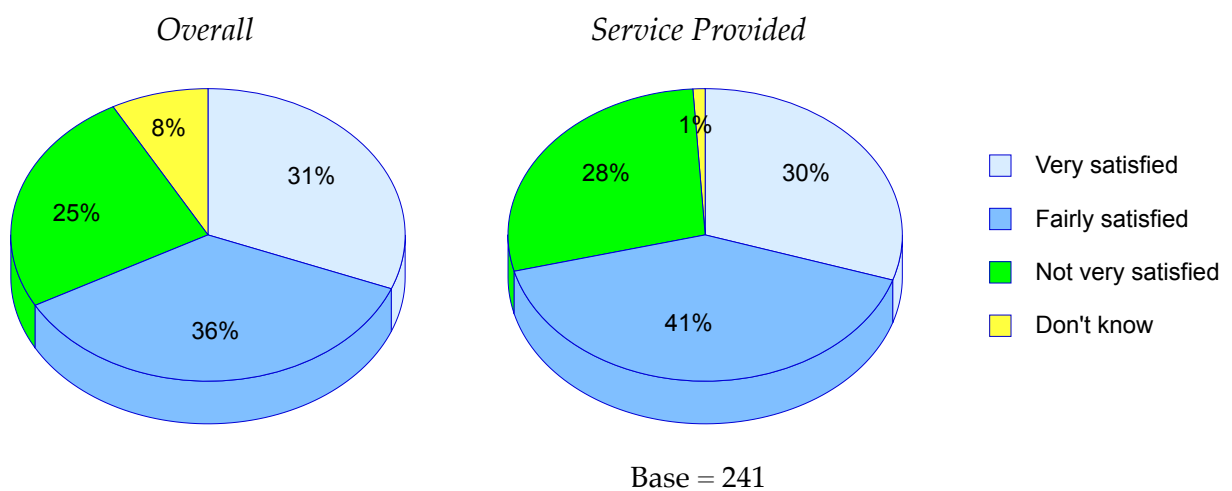
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 73%

Users/Visitors = 85%

### xxviii. Water Supply

#### 1. The Quality Of Drinking Water



67% of residents are satisfied with the quality of drinking water (64% in 2015), including 31% who are very satisfied (41% in 2015). 25% are not very satisfied (22% in 2015) and 18% are unable to comment (14% in 2015).

80% of residents receive a piped supply. Of these, 71% are satisfied (76% in 2015) and 28% are not very satisfied (22% in 2015).

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with the quality of the drinking water. However, it appears that Murupara Community Board residents are **slightly less** likely, than other Community Board residents, to feel this way.

## Satisfaction With Quality Of Drinking Water

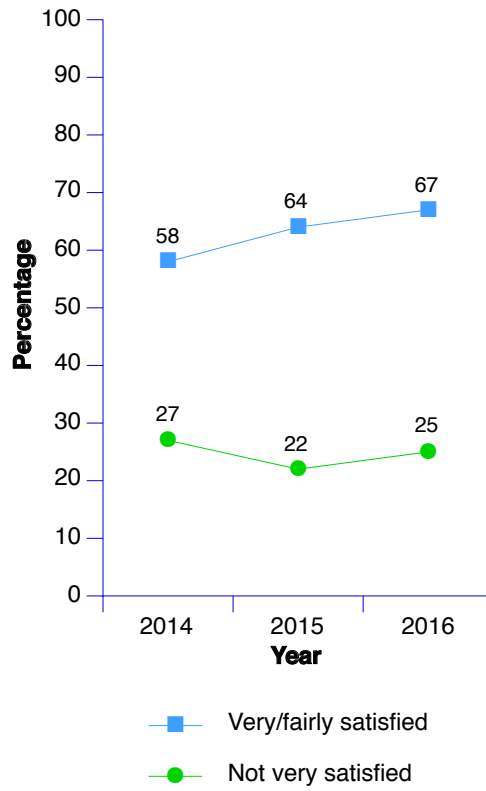
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016	31	36	<b>67</b>	25	8
	2015	41	23	<b>64</b>	22	14
	2014	27	31	<b>58</b>	27	15
Service Provided	2016	30	41	<b>71</b>	28	1
	2015	49	27	<b>76</b>	22	2
	2014 <sup>†</sup>	32	38	<b>70</b>	30	1
<b>Community Board</b>						
Whakatāne		15	51	<b>66</b>	32	2
Ōhope Beach <sup>†</sup>		41	41	<b>82</b>	19	-
Rangitāiki <sup>†</sup>		39	25	<b>64</b>	28	8
Tāneatua		50	14	<b>64</b>	15	21
Murupara		60	13	<b>73</b>	-	27
<b>Area</b>						
Urban		29	42	<b>71</b>	27	2
Rural		37	20	<b>57</b>	21	22

% read across

<sup>†</sup> does not add to 100% due to rounding

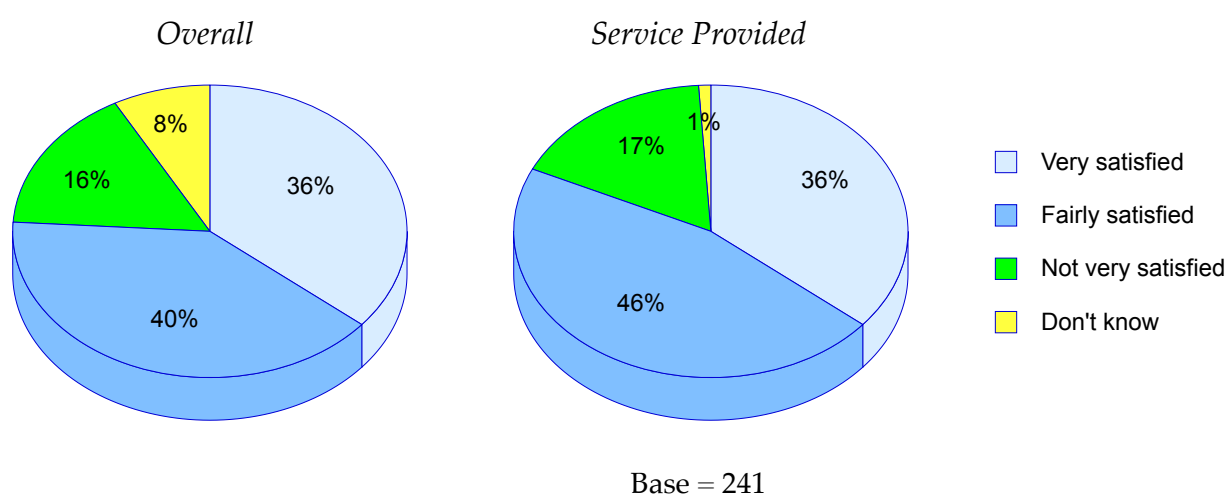


*Quality Of Drinking Water*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 67%  
Service Provided = 71%

## 2. Water Supply Overall



76% of residents are satisfied with water supply overall (72% in 2015), including 36% who are very satisfied (44% in 2015). 16% are not very satisfied and 8% are unable to comment (15% in 2015).

Whakatāne District residents are above Peer Group counterparts and slightly above residents nationwide, with regards to the percent not very satisfied with the water supply and on par with the 2015 reading.

Of those residents provided with a piped water supply, 82% are satisfied and 17% are not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with water supply.



## Satisfaction With Water Supply Overall

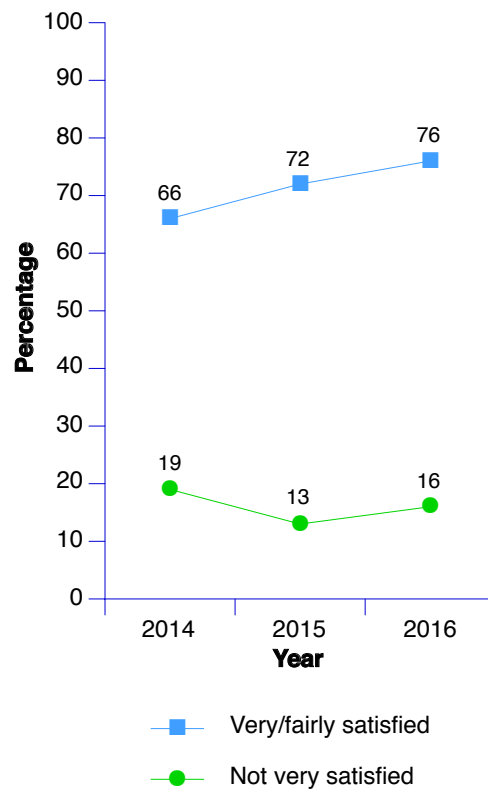
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
<b>Overall</b>						
Total District	2016	36	40	76	16	8
	2015	44	28	72	13	15
	2014	29	37	66	19	15
Service Provided	2016	36	46	82	17	1
	2015	52	33	85	13	2
	2014 <sup>†</sup>	35	44	79	20	-
<b>Comparison</b>						
Peer Group (Provincial)		46	33	79	8	13
National Average		48	35	83	9	8
<b>Community Board</b>						
Whakatāne		29	53	82	17	1
Ōhope Beach <sup>†</sup>		40	49	89	12	-
Rangitāiki		34	37	71	23	6
Tāneatua <sup>†</sup>		48	13	61	1	37
Murupara		54	13	67	11	22
<b>Area</b>						
Urban		36	46	82	16	2
Rural		34	26	60	18	22

% read across

<sup>†</sup> does not add to 100% due to rounding



### Water Supply Overall



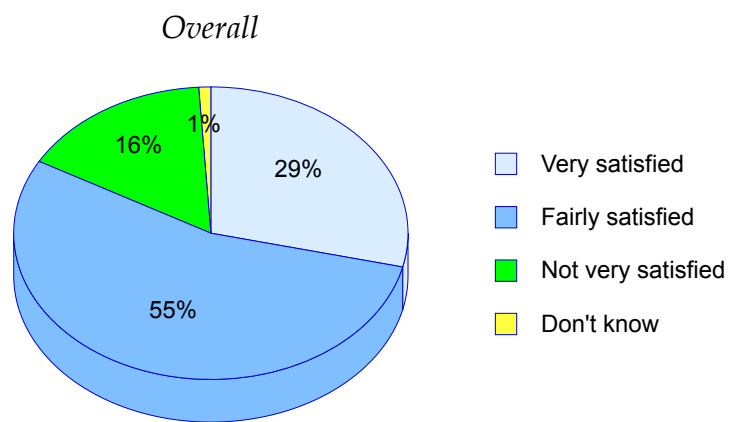
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 76%

Service Provided = 82%

*xxix. Roads (excluding State Highways 2 and 30)*

1. Safety Of Council Roding



84% of residents are satisfied with the safety of Council roads, including 29% who are very satisfied (33% in 2015), while 16% are not very satisfied (13% in 2015).

Rural residents are more likely to be not very satisfied with the safety of Council roads, than Urban residents.

### Satisfaction With Safety Of Council Roads

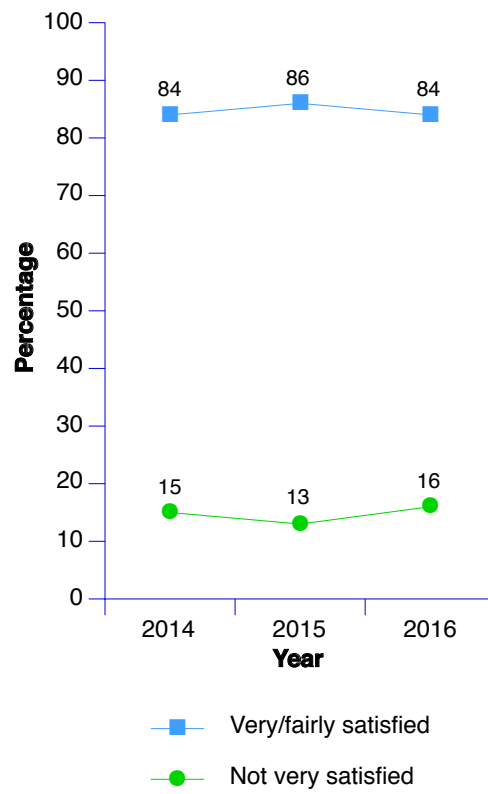
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2016 <sup>†</sup>	29	55	84	16	1
2015	33	53	86	13	1
2014 <sup>†</sup>	25	59	84	15	-
<b>Community Board</b>					
Whakatāne	33	57	90	10	-
Ōhope Beach	26	63	89	11	-
Rangitāiki	21	54	75	24	1
Tāneatua	40	39	79	21	-
Murupara	21	61	82	14	4
<b>Area</b>					
Urban	30	58	88	11	1
Rural	25	49	74	26	-

% read across

\* 2013 safety of roads scores 6-10 = 74%, scores 0-5 = 22%

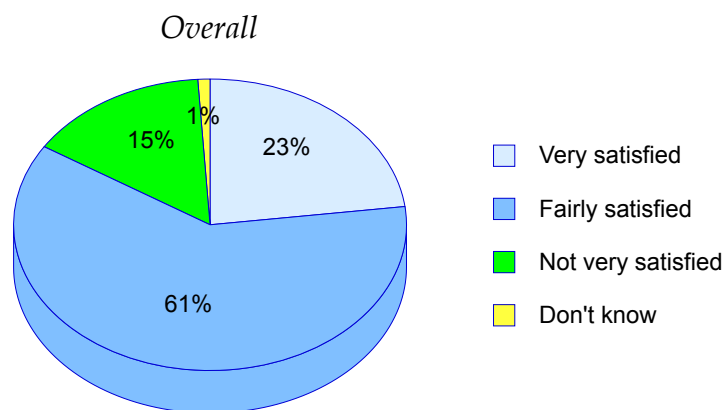
<sup>†</sup> does not add to 100% due to rounding



*Safety Of Council Rooding*

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 84%

## 2. Council Roads Overall



84% of residents are satisfied with Council roads overall (89% in 2015), while 15% are not very satisfied.

The percent not very satisfied is below the Peer Group Average, slightly below the National Average, and on par with the 2015 reading.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with roads overall.



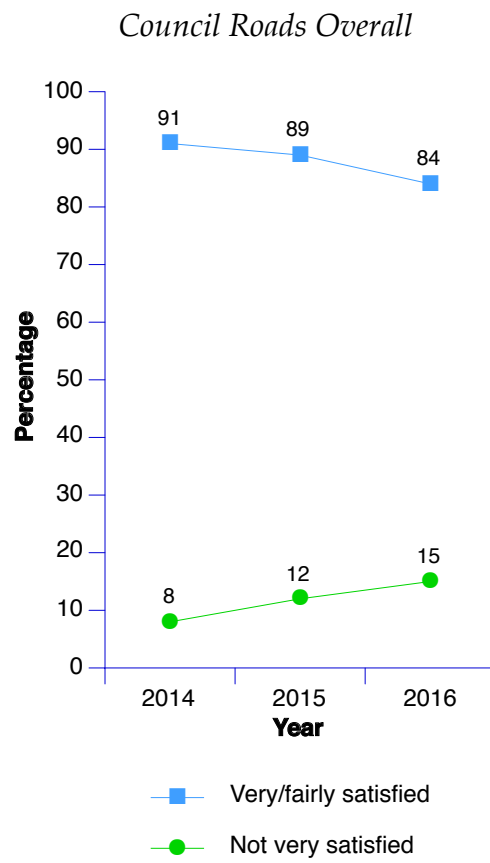
## Satisfaction With Council Roads Overall

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall<sup>†</sup></b>					
Total District 2016	23	61	<b>84</b>	15	1
2015	31	58	<b>89</b>	12	-
2014	23	68	<b>91</b>	8	-
<b>Comparison</b>					
Peer Group (Provincial)	15	57	<b>72</b>	28	-
National Average	20	58	<b>78</b>	21	1
<b>Community Board</b>					
Whakatāne <sup>†</sup>	27	61	<b>88</b>	13	-
Ōhope Beach	31	53	<b>84</b>	16	-
Rangitāiki <sup>†</sup>	16	61	<b>77</b>	22	2
Tāneatua	33	46	<b>79</b>	21	-
Murupara <sup>†</sup>	12	87	<b>99</b>	-	-
<b>Area</b>					
Urban	26	60	<b>86</b>	13	1
Rural	17	63	<b>80</b>	20	-

% read across

<sup>†</sup> does not add to 100% due to rounding





Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 84%

## B. SPEND EMPHASIS ON SERVICES/FACILITIES

Residents were asked if they would like to see more, about the same or less spent on each of these services/ facilities, given that more cannot be spent on everything without increasing rates and/or user charges.

**Summary Table: Spend Emphasis For Services/Facilities**

	More %	About the same %	Less %	Don't know %
Business promotion <sup>†</sup>	61	30	1	7
Tourism promotion	48	45	1	6
Council's efforts to attract and retain residents <sup>†</sup>	43	49	2	7
Harbour facilities including the port and the surrounding environment <sup>†</sup>	43	47	2	9
Council's efforts to enable and promote events <sup>†</sup>	37	57	2	5
Footpaths	37	55	3	5
Public toilets	37	52	1	10
Stormwater services <sup>†</sup>	36	55	-	10
Council roads in the District <sup>†</sup>	35	61	3	2
Dog control <sup>†</sup>	34	60	2	5
Water supply	32	59	1	8
Walking and cycling facilities in the District	32	59	5	4
Street lighting	28	66	-	6
Parking in Whakatāne <sup>†</sup>	27	67	2	3
Whakatāne Airport	19	66	3	12
Public halls <sup>†</sup>	19	66	7	9
Public swimming pools <sup>†</sup>	19	66	2	12
Playgrounds	16	77	-	7
Sewerage system	15	71	1	13
Parks and reserves	13	84	1	2
Kerbside waste collection service <sup>†</sup>	10	87	2	2
Noise control	10	77	2	11
District libraries overall <sup>†</sup>	9	79	2	11
Sportsfields	9	84	1	6

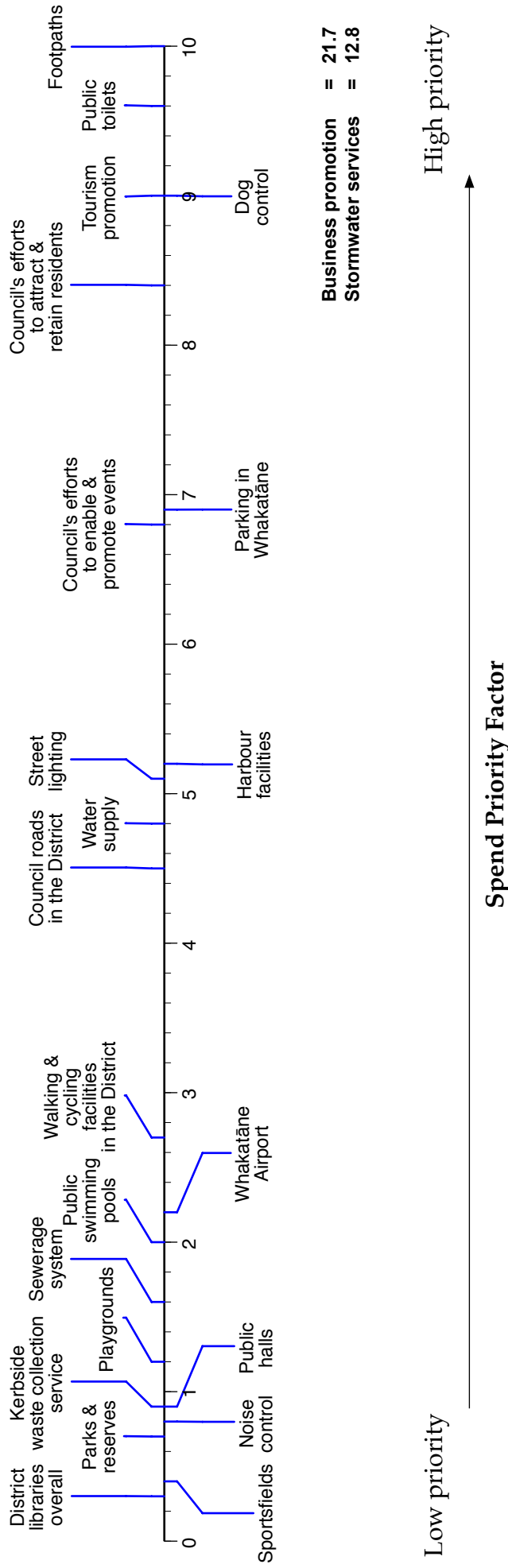
<sup>†</sup> does not add to 100% due to rounding

**Summary Table: Ten Services/Facilities With The Highest "Spend More" Readings**

	Total District 2016 %	Community Board				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
<b>Percent Who Mention ...</b>						
Business promotion	<b>61</b>	66	78	59	45	49
Tourism promotion	<b>48</b>	53	48	45	39	37
Council's efforts to attract and retain residents	<b>43</b>	46	41	37	49	34
Harbour facilities	<b>43</b>	47	63	44	21	16
Council's efforts to enable and promote events	<b>37</b>	35	34	35	44	46
Footpaths	<b>37</b>	42	42	34	23	36
Public toilets	<b>37</b>	35	30	33	51	52
Stormwater services	<b>36</b>	32	38	50	33	11
Council roads in the District	<b>35</b>	29	26	37	50	47
Dog control	<b>34</b>	30	35	28	41	60



## C. SPEND PRIORITY FOR SERVICES/FACILITIES



(Spend priority = mean spend x percentage not very satisfied).

The graph shows the priorities for spending for Council for the 24 services /facilities where **both** the mean spend and not very satisfied readings are available.

The spend priority factor is gained by multiplying the mean spend (where spend more = +1, spend about the same = 0 and spend less = -1) by the percentage not very satisfied.

In 2016, business promotion, stormwater services and footpaths are the top priorities for Council in terms of spend, while District libraries overall, sportsfields and parks and reserves are the lowest priorities in terms of spend.







## 2. COUNCIL POLICY AND DIRECTION

It is important for Council to understand where public sentiment presently lies in terms of Council policy and direction. Council is, of course, not forced to adopt the most "popular" policies or direction, rather by understanding where people's opinions and attitudes currently lie, Council is able to embark on information, education, persuasion or communication strategies on particular topics if it is felt necessary to lead the public to fulfil Council's legitimate community leadership role.

Residents were asked whether there is any recent Council action, decision or management that they ...

- like or approve of,
- dislike or disapprove of.

This was asked in order to gauge the level of support Whakatāne District residents had for Council's actions and decisions. "Support" is a mixture of agreement with the activity or decision, and/or whether District residents have been adequately informed of the proposed action/decision/management.

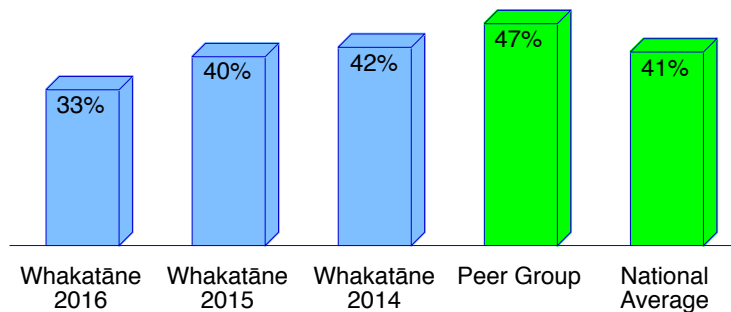
**A. RECENT ACTIONS, DECISIONS OR MANAGEMENT APPROVE OF**

Overall, 33% of Whakatāne District residents have in mind a recent Council action, decision or management they approve of. This reading is below the Peer Group and National Averages and 7% below the 2015 reading.

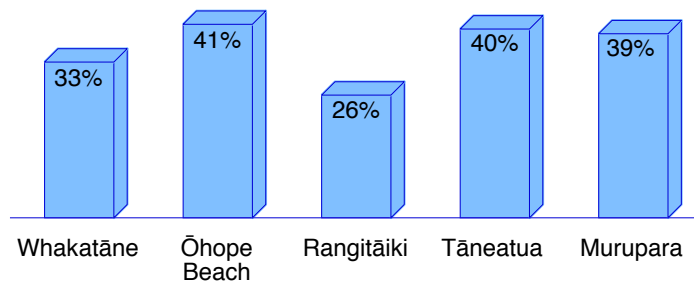
NZ European residents are more likely to have in mind an action/decision/management they approve of, than NZ Māori residents.

It appears that Rural residents are slightly more likely to do so, than Urban residents.

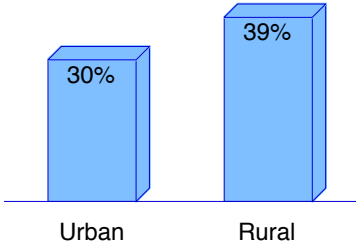
*Percent Approving - Comparison*



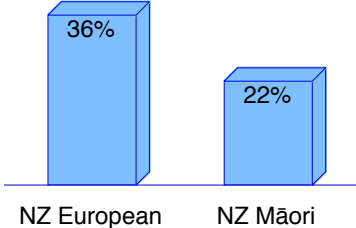
*Percent Approving - By Community Board*



*Percent Approving - By Area*



*Percent Approving - Comparing Different Types Of Residents*



Main actions/decisions/management residents approve of are ...

- appearance of town/beautification/clean and tidy,
- improved roading/footpaths,
- parks/reserves/playgrounds/recreation areas,
- Council do a good job/good service.

### Summary Table: Main Actions/Decisions/Management Residents Approve Of

	Total District 2016 %	Community Board				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
<b>Percent Who Mention ...</b>						
Appearance of town/beautification/ clean and tidy <sup>†</sup>	<b>5</b>	2	2	8	12	8
Improved roading/footpaths	<b>4</b>	4	-	4	8	-
Parks/reserves/playgrounds/recreation areas	<b>3</b>	3	2	1	1	16
Council do a good job/good service	<b>3</b>	2	2	3	3	10

NB: refer to page 128

<sup>†</sup> 2% of residents mention 'appearance of town/beautification/tidy up/maintenance' as an issue they **disapprove** of

Other actions / decisions / management finding approval amongst 2% of residents is / are ...

- environmental issues / flood prevention,
- good communication / keep us informed / involvement with community,
- keep the air service going,
- Library / Exhibition Centre,
- development of town centre,
- events,
- harbour upkeep / improvement around Heads,
- promotion of area / tourism,
- stormwater service,

by 1% ...

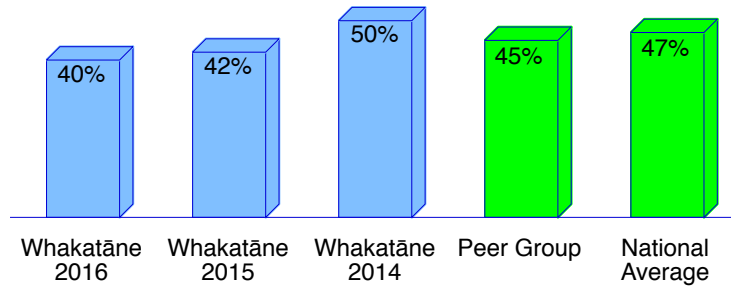
- encouraging business to the district,
- encouraging residential growth,
- walkways / river walks,
- dog park,
- fluoride in water supply.

**B. RECENT COUNCIL ACTIONS, DECISIONS OR MANAGEMENT RESIDENTS DISAPPROVE OF**

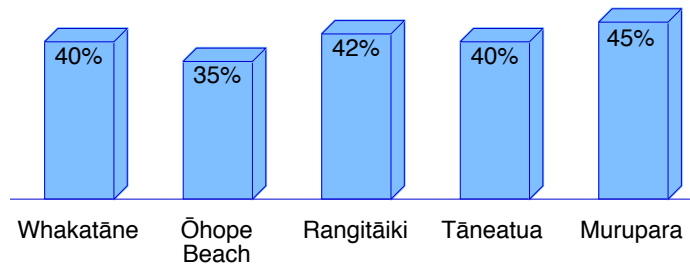
Overall, 40% of Whakatāne District residents have in mind a recent Council action, decision or management they disapprove of. This is on par with the Peer Group Average and slightly below the National Average.

Residents aged 45 to 64 years are **more** likely to have in mind a recent Council action, decision or management they disapprove, than other age groups.

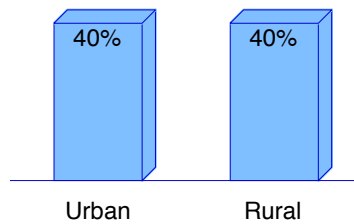
*Percent Disapproving - Comparison*



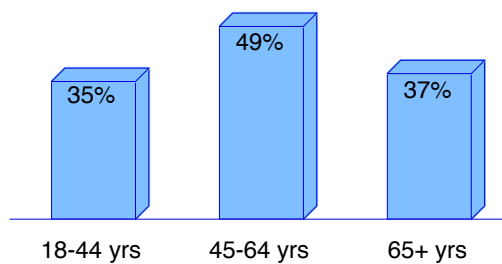
*Percent Disapproving - By Community Board*



*Percent Disapproving - By Area*



*Percent Disapproving - Comparing Different Types Of Residents*



Main actions/decisions/management residents disapprove of are ...

- handling of fluoridation issue,
- lack of communication/information/consultation/don't listen,
- roading/traffic issues,
- Council performance/service,
- animal/dog control issues,
- rates too high/increases in rates/too high for services received.

### Summary Table: Main Actions/Decisions/Management Disapprove Of\*

	Total District 2016 %	Community Board				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
<b>Percent Who Mention ...</b>						
Handling of fluoridation issue*	8	12	7	4	5	-
Lack of communication/information/ consultation/don't listen <sup>†</sup>	4	6	-	5	4	-
Roading/traffic issues**	4	5	-	5	8	-
Council performance/service <sup>††</sup>	4	7	2	2	-	-
Animal/dog control issues	4	3	2	1	-	22
Rates too high/increases in rates/ too high for services received	3	2	-	7	1	5

NB: refer to page 125

\* 1% of residents mention 'fluoride in water supply' as an issue they **approve** of

† 2% of residents mention 'good communication/keep us informed/involvement with community' as an issue they **approve** of

\*\* 4% of residents mention 'improved roading' as an issue they **approve** of

†† 3% of residents mention 'Council do a good job/good service' as an issue they **approve** of





Other actions/decisions/management finding disapproval amongst 2% of residents are ...

- water supply issues (excluding fluoridation issue),
- town planning issues/land availability/subdivision/development,
- appearance of town/beautification/tidying up/maintenance,
- building permits/consents/inspections/cost,
- areas neglected/not spending in our area,
- harbour management,
- environmental issues,

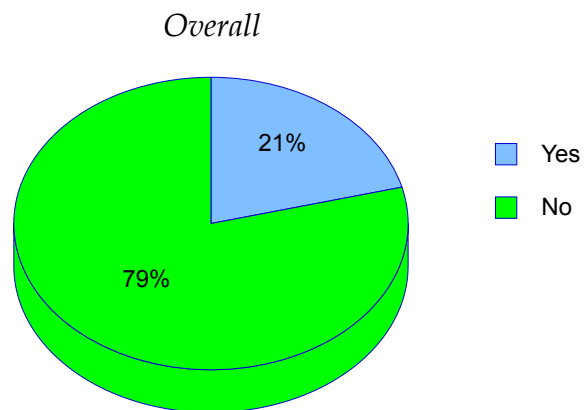
by 1% ...

- stormwater/flooding issues,
- spending ratepayers' money/spend too much on themselves,
- Marina development,
- rubbish collection/disposal/charges,
- removal of Ohope Community Board,
- too many liquor outlets,
- public toilets.





### 3. CONTACT WITH COUNCIL

**A. CONTACTED COUNCILLOR OR MAYOR IN LAST 12 MONTHS?**

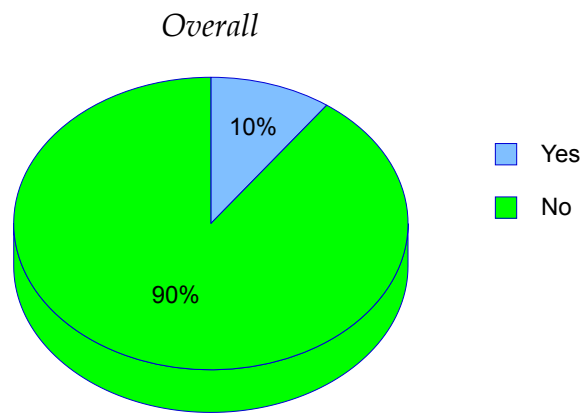
21% of Whakatāne residents say they have contacted a Councillor or the Mayor in the last 12 months (25% in 2015). This is similar to the Peer Group and National Averages.

Longer term residents, those residing in the District more than 10 years, are more likely to say 'Yes', than shorter term residents.

### Have Residents Contacted A Councillor Or Mayor In The Last 12 Months?

	Contacted?		
	Yes %	No %	Unsure %
<b>Overall</b>			
Total District <b>2016</b>	<b>21</b>	<b>79</b>	-
2015	25	75	-
2014	18	82	-
<b>Comparison</b>			
Peer Group (Provincial)	20	80	-
National Average	20	80	-
<b>Community Board</b>			
Whakatāne	21	79	-
Ōhope Beach	30	70	-
Rangitāiki	22	78	-
Tāneatua	16	84	-
Murupara	15	85	-
<b>Area</b>			
Urban	22	78	-
Rural	20	80	-
<b>Length of Residence</b>			
Lived there 10 years or less	11	89	-
Lived there more than 10 years	23	77	-

% read across

**B. CONTACTED A COMMUNITY BOARD MEMBER IN THE LAST 12 MONTHS?**

10% of residents say they have contacted a Community Board member in the last 12 months. This is similar to the Peer Group and National Averages and the 2015 reading.

NZ Māori residents are more likely to contact a Community Board member, than NZ European residents.

### Have Residents Contacted A Community Board Member In The Last 12 Months?

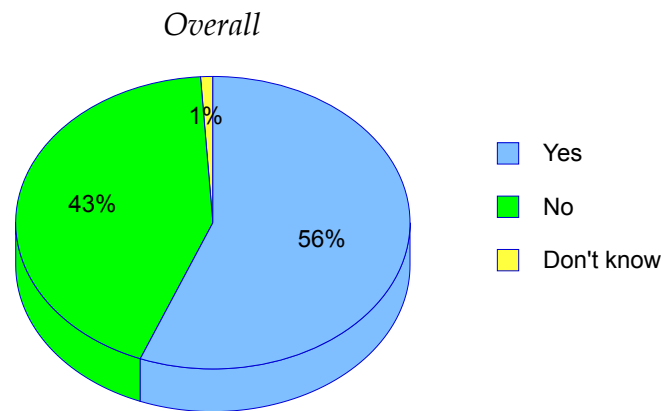
	Contacted?		
	Yes %	No %	Unsure %
<b>Overall</b>			
Total District <b>2016</b>	<b>10</b>	<b>90</b>	-
2015	8	92	-
2014	9	90	1
<b>Comparison*</b>			
Peer Group (Provincial)	8	74	18
National Average	8	83	9
<b>Community Board</b>			
Whakatāne	7	92	1
Ōhope Beach	11	89	-
Rangitāiki	12	88	-
Tāneatua	11	89	-
Murupara	11	89	-
<b>Area</b>			
Urban	10	90	-
Rural	10	90	-
<b>Ethnicity</b>			
NZ European	7	93	-
NZ Māori	20	80	-

% read across

\* note some Councils do not have any Community Boards, hence the higher 'Don't Know' readings

## c. FRONT DESK STAFF

### i. Contact?



56% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months (62% in 2015).

Residents **less** likely to say 'Yes' are ...

- Murupara Community Board residents,
- NZ Māori residents,
- residents aged 18 to 44 years or 65 years or over,
- residents with an annual household income of \$40,000 to \$70,000.



**Summary Table: Contacted Customer Service Front Desk In The Last 12 Months?**

	Yes %	No %	Don't know %
<b>Overall</b>			
Total District <b>2016</b>	<b>56</b>	<b>43</b>	<b>1</b>
2015 <sup>†</sup>	62	37	1
2014 <sup>*</sup>	89	9	2
<b>Community Board</b>			
Whakatāne	60	40	-
Ōhope Beach	63	37	-
Rangitāiki	55	41	4
Tāneatua	57	42	1
Murupara	25	75	-
<b>Area</b>			
Urban	58	41	1
Rural	51	47	2
<b>Ethnicity</b>			
NZ European	58	41	1
NZ Māori	41	56	3
<b>Age</b>			
18-44 years	48	51	1
45-64 years	67	32	1
65+ years	50	48	2
<b>Household Income</b>			
Less than \$40,000 pa	60	40	-
\$40,000-\$70,000 pa	47	53	-
More than \$70,000 pa	60	38	2

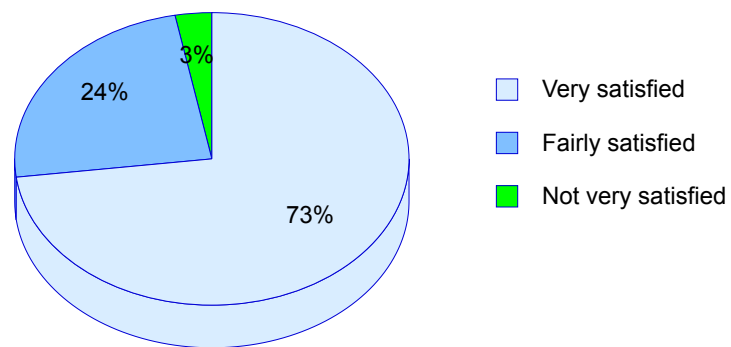
% read across

\* 2014 readings related to residents who had contacted Council in last 12 months, N=177

† does not add to 100% due to rounding

## ii. Level Of Satisfaction

*Contacted Customer Service Front Desk Staff In Last 12 Months*



Base = 168

97% of residents who have contacted Customer Service Front Desk staff in the last 12 months, are satisfied with the overall service received (92% in 2015), including 73% who are very satisfied (66% in 2015).

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents<sup>†</sup> who are not very satisfied.

\* multiple responses allowed

<sup>†</sup> those residents who have contacted Customer Service Front Desk staff in the last 12 months (N=168)

### Satisfaction With Overall Service Received From Customer Services Front Desk Staff

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Contacted Customer Service Front Desk Staff</b>					
2016 (N=168)	73	24	97	3	-
2015 (N=191)	66	26	92	8	-
2014* (N=155)	62	31	93	7	-
<b>Community Board</b>					
Whakatāne <sup>†</sup>	75	23	98	3	-
Ōhope Beach*	94	6	100	-	-
Rangitāiki	65	31	96	4	-
Tāneatua*	71	24	95	5	-
Murupara*	65	31	96	4	-
<b>Area</b>					
Urban	75	22	97	3	-
Rural	66	29	95	5	-

Base = 168

% read across

• 2013 reading overall front desk staff (Base = 186) scores 6-10 = 90%, scores 0-5 = 9%

\* caution: small bases

† does not add to 100% due to rounding

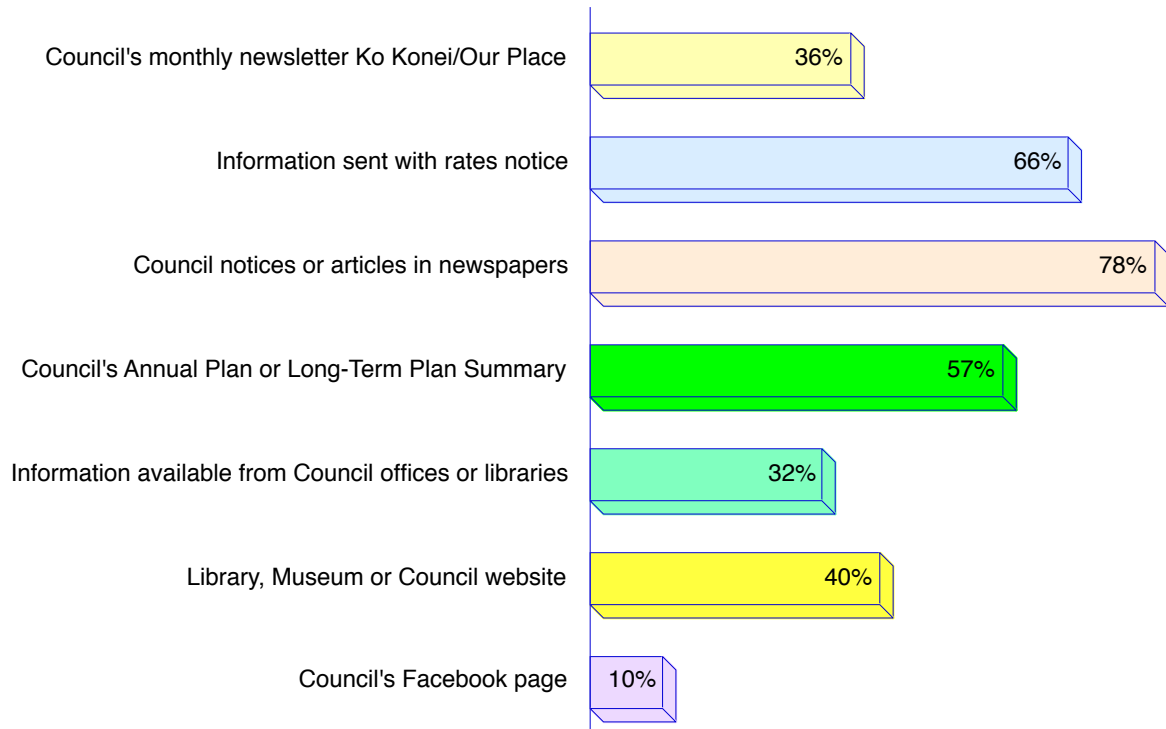




## 4. INFORMATION

**A. TYPES OF PUBLISHED INFORMATION RESIDENTS HAVE SEEN OR READ IN THE LAST 12 MONTHS**

*Yes - Have Seen Or Read - 2016*



78% of residents have seen or read Council notices or articles in newspapers, while 66% have seen/ read information sent with rates notices and 57% have seen/read Council's Annual Plan or Long-Term Plan summary. These readings are similar to the 2015 results.

Residents more likely to have seen or read **Council notices or articles in newspapers** are ...

- NZ European residents,
- residents aged 45 years or over.

Residents more likely to have seen or read the **information sent with the rates notice** are ...

- all Community Board residents, except Tāneatua and Murupara Community Board residents,
- Urban residents,
- NZ European residents.

Residents more likely to have seen or read the **Council monthly newsletter - Ko Konei/ Our Place** are ...

- Urban residents,
- NZ European residents,
- residents aged 45 years or over,
- longer term residents, those residing in the District more than 10 years.

Residents aged 18 to 44 years are **less** likely to have seen or read **information available from Council offices or library**, than other age groups.

Women are more likely to have seen or read **Council's Annual Plan or Long-Term Plan Summary**, than men.

Residents **more** likely to have seen or read the **Library, Museum or Council website** are ...

- Urban residents,
- women,
- residents aged 18 to 64 years,
- residents with an annual household income of more than \$70,000.

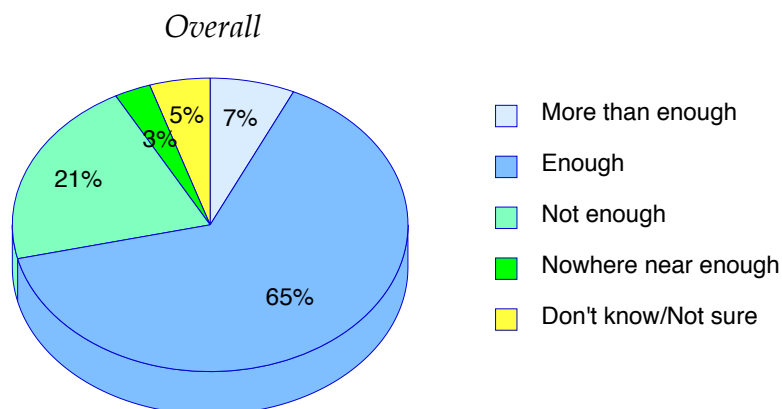
There are no notable differences between Community Boards and between socio-economic groups in terms of those residents who have seen or read **Council's Facebook page**.





## B. THE SUFFICIENCY OF THE INFORMATION SUPPLIED

All residents were asked whether they considered the information supplied by Council to be sufficient.



### Summary Table: Comparisons

	Total District 2016 %	Total District 2015 %	Peer Group %	National Average %	Community Board				
					Whakatāne %	Ōhope Beach %	Rangitāiki %	Tāneatua %	Murupara %
<i>Percent Who Mentioned ...</i>									
More than enough	7	10	9	8	4	7	10	15	-
Enough	65	65	60	54	73	77	54	48	62
Not enough	21	20	20	26	16	7	28	23	33
Nowhere near enough	3	6	6	9	2	2	6	-	-
Don't know/Not sure	5	9	4	4	5	7	2	14	5
Total	<sup>†</sup> 101	100	<sup>†</sup> 99	<sup>†</sup> 101	100	100	100	100	100

<sup>†</sup> does not add to 100% due to rounding

72% of residents feel that there is more than enough/enough information supplied (65% in 2015), while 24% feel there is not enough/nowhere near enough information supplied.

Whakatāne District residents are on par with Peer Group residents and above residents nationwide, in feeling there is enough/more than enough information supplied to the community.

NZ European residents are more likely to say there is **enough/more than enough information**, than NZ Māori residents.

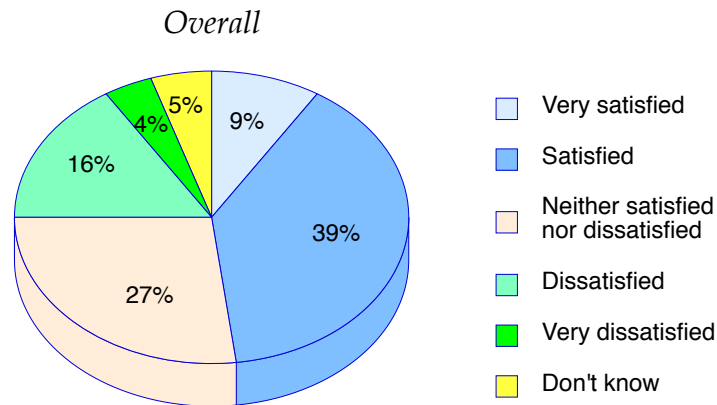




## 5. LOCAL ISSUES

## A. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

### i. Satisfaction With The Way Council Consults The Public In The Decisions It Makes



48% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes (41% in 2015), while 20% are dissatisfied/very dissatisfied (23% in 2015). 27% are neither satisfied nor dissatisfied and 5% are unable to comment.

The very satisfied/satisfied reading (48%) is similar to the Peer Group Average and slightly above the National Average.

Residents more likely to be very satisfied/satisfied are ...

- NZ European residents,
- longer term residents, those residing in the District more than 10 years.

The main suggestions\* as to how Council could improve the way it involves the public in decision making are ...

- listen to residents, mentioned by 23% of residents who are dissatisfied/very dissatisfied<sup>†</sup>,
- more public meetings/forums, 21%,
- more involvement with public/take an active interest in the area, 15%,
- better/more communication/information, 14%,
- more consultation before decisions are made/surveys/referendums, 14%.

<sup>†</sup>N=60

\* multiple responses allowed

### Summary Table: Level Of Satisfaction With The Way Council Consults The Public In The Decisions It Makes

	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<b>Overall*</b>				
Total District <b>2016</b>	<b>48</b>	<b>27</b>	<b>20</b>	<b>5</b>
2015	41	29	23	7
2014 <sup>†</sup>	33	39	26	3
<b>Comparison</b>				
Peer Group (Provincial)	48	33	16	3
National Average	41	35	21	3
<b>Community Board</b>				
Whakatāne	50	26	19	5
Ōhope Beach	42	30	22	6
Rangitāiki <sup>†</sup>	45	30	22	2
Tāneatua	53	12	21	14
Murupara	40	34	19	7
<b>Area</b>				
Urban	48	26	22	4
Rural <sup>†</sup>	46	30	17	8
<b>Ethnicity<sup>†</sup></b>				
NZ European	51	26	17	5
NZ Māori	39	32	25	5
<b>Length of Residence</b>				
Lived there 10 years or less	33	37	23	7
Lived there more than 10 yrs	50	25	20	5

% read across

• 2013 opportunities for involvement in decision making scores 6-10 = 58%, scores 0-5 = 34%

<sup>†</sup> does not add to 100% due to rounding

## B. PERCEPTION OF SAFETY

### Is Whakatāne District Generally A Safe Place To Live?

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
<b>Overall</b>					
Total District 2016 <sup>†</sup>	41	55	4	-	1
2015	40	53	5	1	1
2014	29	64	6	1	-
<b>Comparison</b>					
Peer Group (Provincial)	36	56	6	1	1
National Average <sup>†</sup>	37	55	7	1	1
<b>Community Board</b>					
Whakatāne <sup>†</sup>	39	54	7	-	1
Ōhope Beach	42	56	2	-	-
Rangitāiki	44	52	2	1	1
Tāneatua	33	64	3	-	-
Murupara	48	52	-	-	-
<b>Area</b>					
Urban	42	53	5	-	-
Rural	38	59	2	-	1
<b>Ethnicity</b>					
NZ European	37	58	5	-	-
NZ Māori	51	46	3	-	-

% read across

\* caution: small/very small bases

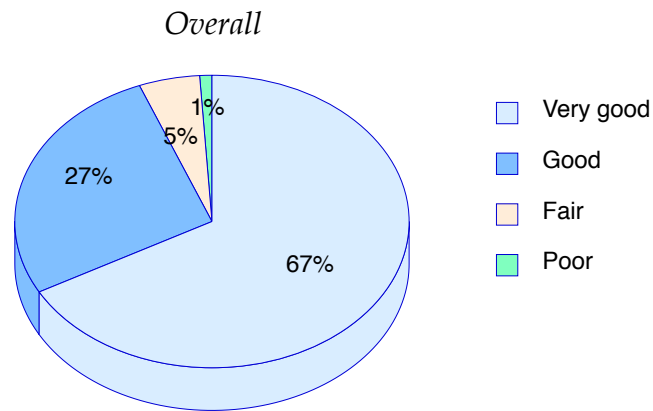
† does not add to 100% due to rounding

41% of residents feel that generally Whakatāne District is definitely a safe place to live, 55% say it is mostly, 4% of residents think the District is not really a safe place to live and 1% are unable to comment.

The percent saying 'yes, definitely' (41%) is on par with the Peer Group and National Averages and similar to the 2015 reading.

NZ Māori residents are more likely to feel that Whakatāne District is **definitely** a safe place to live, than NZ European residents.

## C. QUALITY OF LIFE



67% of residents think that, overall, the quality of life in their District is very good (64% in 2015), while 27% say it is good (30% in 2015), 5% feel it is fair and 1% say it is poor.

Whakatāne District residents are above Peer Group residents and residents nationwide, in rating the quality of life in their District as **very good**.

Residents more likely to feel the quality of life is **very good** are ...

- Urban residents,
- residents with an annual household income of \$40,000 or more.

It appears that Tāneatua Community Board residents are **slightly less** likely to feel this way, than other Community Board residents.



## Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
<b>Overall*</b>					
Total District <b>2016</b>	<b>67</b>	<b>27</b>	<b>5</b>	<b>1</b>	<b>-</b>
2015	64	30	6	-	-
2014 <sup>†</sup>	60	32	6	1	-
<b>Comparison</b>					
Peer Group (Provincial)	46	45	8	-	1
National Average	39	47	12	2	-
<b>Community Board</b>					
Whakatāne	72	22	4	2	-
Ōhope Beach	63	35	-	-	2
Rangitāiki <sup>†</sup>	68	28	3	-	-
Tāneatua	46	33	21	-	-
Murupara	62	37	1	-	-
<b>Area</b>					
Urban <sup>†</sup>	70	24	3	2	-
Rural	59	33	8	-	-
<b>Household Income</b>					
Less than \$40,000 pa	49	38	13	-	-
\$40,000-\$70,000 pa	71	24	2	2	1
More than \$70,000 pa	71	24	4	1	-

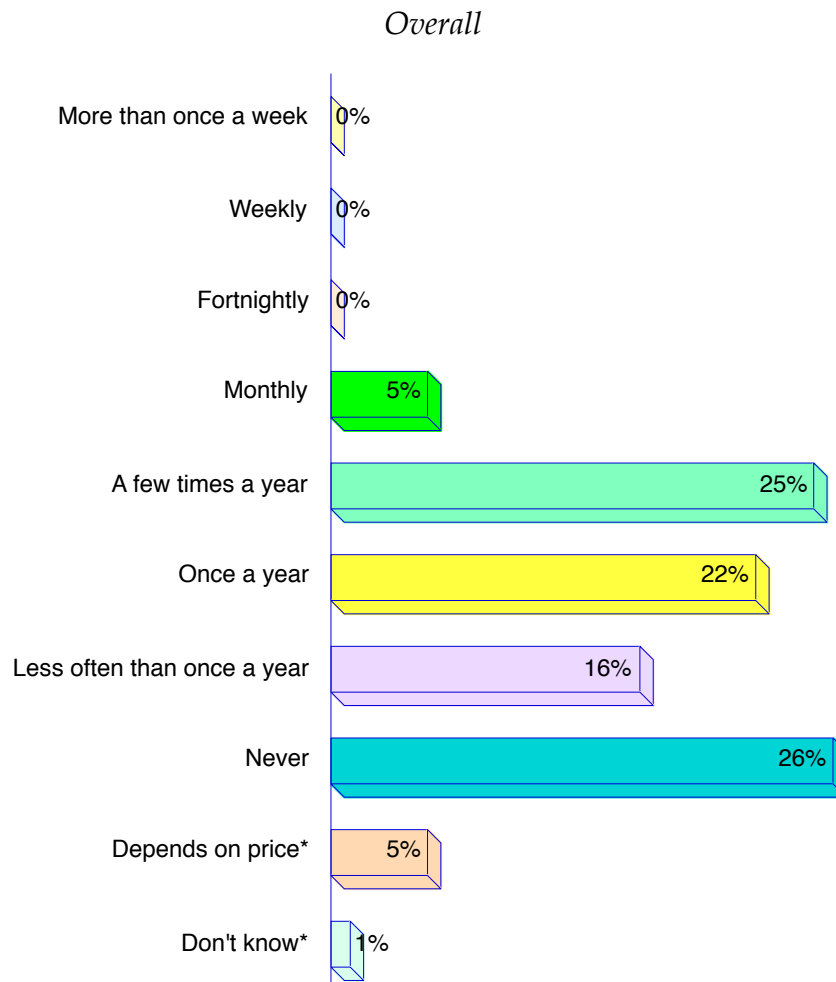
% read across

\* 2013 rating Whakatāne as a place to live scores 6-10 = 93%, scores 0-5 = 7%

<sup>†</sup> does not add to 100% due to rounding

## D. FLIGHT USAGE

Residents were asked if, in principle, flights from Whakatāne to Wellington were available, how often would they use the service:



\* options not read out

25% of residents say that if flights from Whakatāne to Wellington were available they would use it a few times a year, while 22% say they would use it once a year. 26% of residents say they would never use these flights.

Residents with an annual household income of less than \$40,000 are **less** likely to use this flight service, **a few times a year**, than other income groups.

It appears that Ōhope Community Board residents are **slightly more** likely, to do so, than other Community Board residents.

### Summary Table: Frequency Of Use

	More than once a year %	Weekly %	Fort-nightly %	Monthly %	A few times a year %	Once a year %	Less often %	Never %	Depends on price %	Don't know %
<b>Overall</b>										
Total District 2016	-	-	-	5	25	22	16	26	5	1
<b>Community Board</b>										
Whakatāne	-	-	-	3	25	19	21	26	5	1
Ōhope Beach <sup>†</sup>	-	-	-	2	42	30	6	14	5	-
Rangitāiki	-	1	-	6	23	26	11	25	5	3
Tāneatua	-	-	-	12	25	23	17	15	8	-
Murupara	-	-	-	4	16	8	14	58	-	-
<b>Area</b>										
Urban	-	-	-	4	26	21	16	25	6	2
Rural	-	1	-	5	22	23	16	30	3	-
<b>Household Income</b>										
Less than \$40,000 pa	-	1	-	-	13	10	17	51	2	6
\$40,000-\$70,000 pa	-	-	-	5	27	17	18	30	3	-
More than \$70,000 pa <sup>†</sup>	-	-	-	6	29	26	15	17	7	1

% read across

<sup>†</sup> does not add to 100% due to rounding

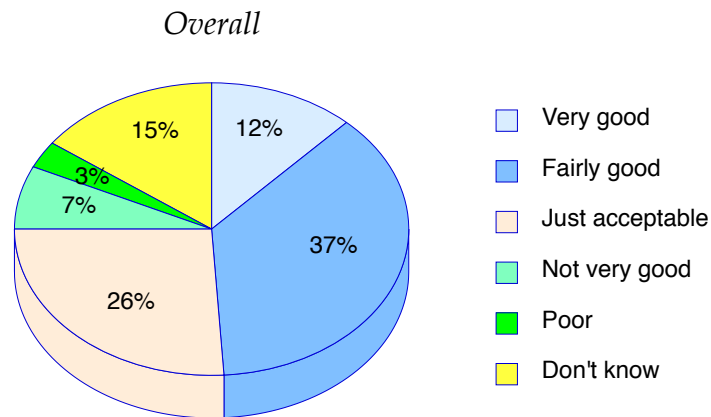




## 6. REPRESENTATION

The success of democracy in the Whakatāne District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult it is to have their views heard. It is understood that people's perceptions can be based either on personal experience or on hearsay.

## A. PERFORMANCE RATING OF THE MAYOR AND COUNCILLORS IN THE LAST YEAR



49% of Whakatāne District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (40% in 2015), while 26% rate their performance as just acceptable (37% in 2015). 10% rate the performance of the Mayor and Councillors as not very good/poor and 15% are unable to comment (11% in 2015).

Whakatāne District residents rate the performance of the Mayor and Councillors below the Peer Group Average and similar to the National Average, in terms of their performance being very / fairly good.

40% of those who have contacted a Councillor or the Mayor in the last year, rate the performance of the Mayor and Councillors as very or fairly good (44% in 2015).

Residents with an annual household income of less than \$40,000 are **less** likely to rate the performance of the Mayor and Councillors over the past year as very / fairly good, than other income groups.

**Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year**

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
<b>Overall</b>				
Total District <b>2016</b>	<b>49</b>	<b>26</b>	<b>10</b>	<b>15</b>
2015	40	37	12	11
2014 <sup>†</sup>	47	34	10	10
Contacted the Mayor / a Councillor in last 12 months (N=68) <sup>†</sup>	40	37	20	4
<b>Comparison</b>				
Peer Group (Provincial) <sup>†</sup>	63	23	9	6
National Average	49	30	16	5
<b>Community Board</b>				
Whakatāne	56	27	7	10
Ōhope Beach	56	35	2	7
Rangitāiki <sup>†</sup>	40	30	16	15
Tāneatua <sup>†</sup>	44	17	12	28
Murupara	40	14	12	34
<b>Area</b>				
Urban	50	28	10	12
Rural <sup>†</sup>	46	23	11	21
<b>Household Income</b>				
Less than \$40,000 pa	34	38	5	23
\$40,000-\$70,000 pa <sup>†</sup>	54	23	10	12
More than \$70,000 pa	52	26	12	10

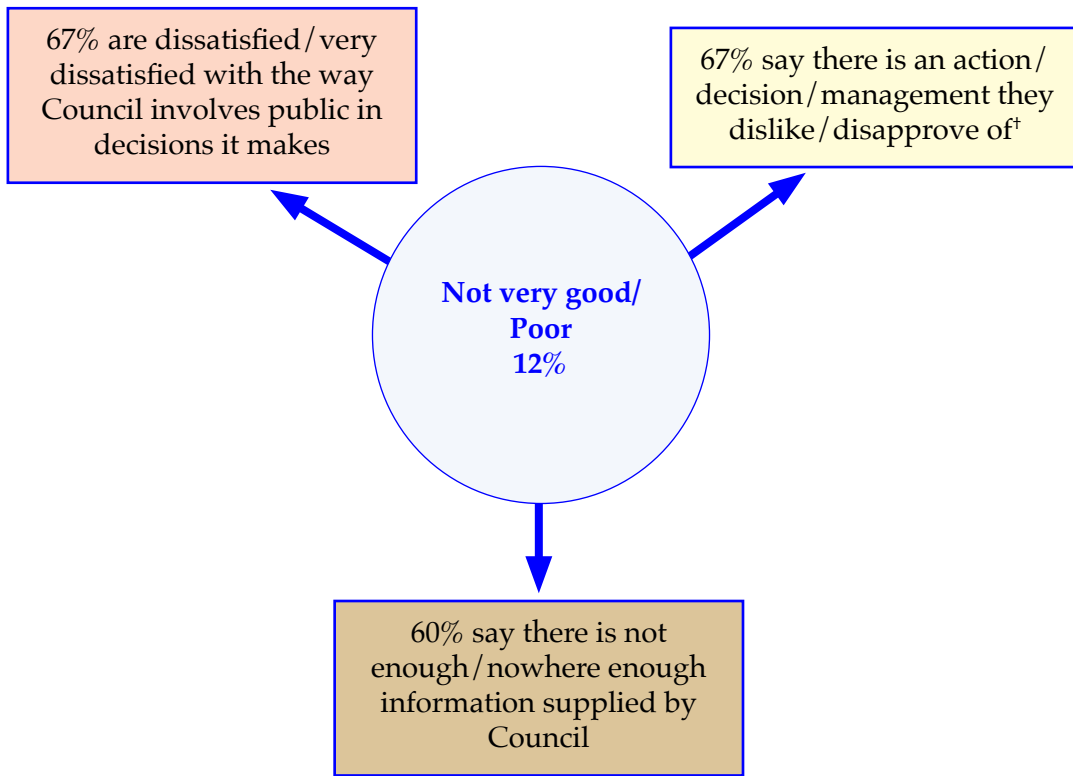
% read across

<sup>†</sup> does not add to 100% due to rounding

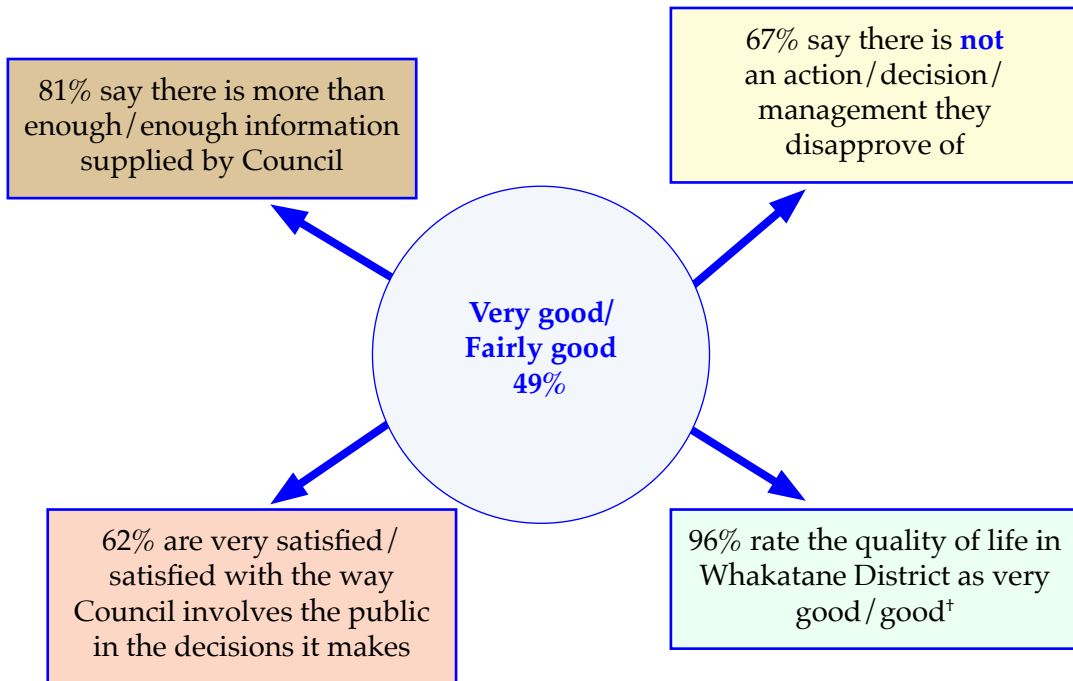




**Comparison Between Mayor And Councillors Performance And Other Key Questions**

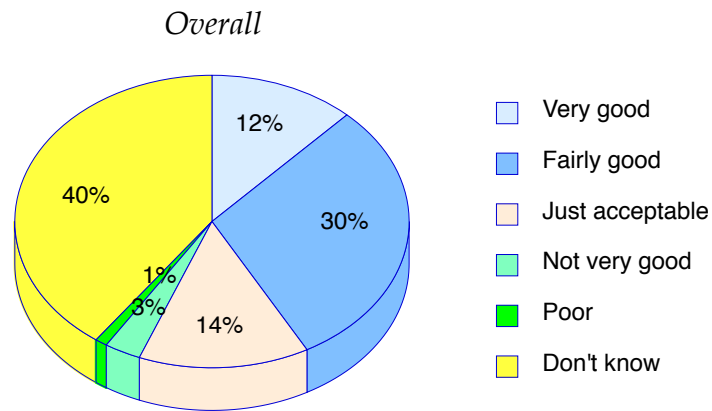


<sup>†</sup> 67% of residents who rate Mayor and Councillors performance as not very good/poor, say there is an action/decision management they dislike/disapprove of in last 12 months



<sup>†</sup> 96% of residents who rate Mayor and Councillors performance as very/fairly good, rate the quality of life in Whakatāne District as very good/good

## B. PERFORMANCE RATING OF COMMUNITY BOARD MEMBERS IN THE LAST YEAR



42% of residents rate the performance of Community Board members as very or fairly good (35% in 2015), 14% rate their performance as just acceptable (22% in 2015), and 4% say it is not very good or poor. A large percentage, 40%, are unable to comment.

There are no Peer Group and National Average readings.

72% of residents who have contacted a Community Board member in the last 12 months, rate their performance as very/fairly good.

Residents more likely to rate the performance of the Community Board members as very/fairly good are ...

- Rural residents,
- men,
- residents with an annual household income of \$40,000 to \$70,000.

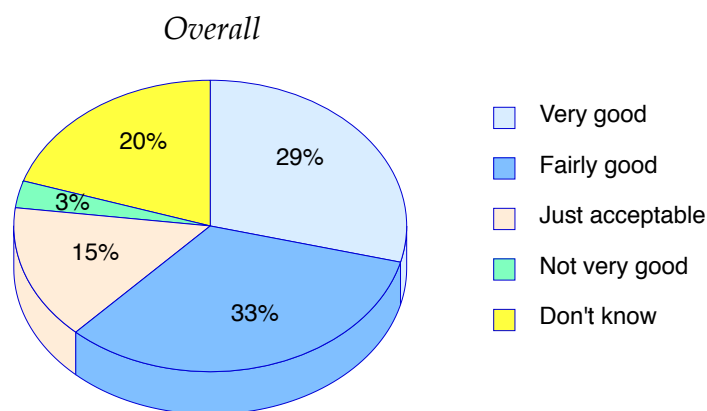
**Summary Table: Performance Rating Of Community Board Members In The Last Year**

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
<b>Overall</b>				
Total District <b>2016</b>	<b>42</b>	<b>14</b>	<b>4</b>	<b>40</b>
2015 <sup>†</sup>	35	22	5	39
2014	39	15	4	42
Contacted Community Board member in last 12 months (N=31)	72	10	11	7
<b>Community Board</b>				
Whakatāne	36	15	4	45
Ōhope Beach <sup>†</sup>	29	32	6	32
Rangitāiki	47	9	6	38
Tāneatua	54	7	1	38
Murupara	50	21	-	29
<b>Area</b>				
Urban	38	16	5	41
Rural <sup>†</sup>	50	11	2	38
<b>Gender</b>				
Male	48	13	2	37
Female	36	16	5	43
<b>Household Income</b>				
Less than \$40,000 pa <sup>†</sup>	36	15	5	45
\$40,000-\$70,000 pa	55	9	5	31
More than \$70,000 pa	39	17	4	40

% read across

<sup>†</sup> does not add to 100% due to rounding

### C. PERFORMANCE RATING OF THE COUNCIL STAFF IN THE LAST YEAR



62% of residents rate the performance of the Council staff as very or fairly good (65% in 2015), 15% rate their performance as just acceptable, and 3% say it is not very good. 20% are unable to comment (14% in 2015).

Whakatāne District Council staff's performance is above staff nationwide, similar to Peer Group Councils' staff, and on par with the 2015 reading, in terms of it being rated very / fairly good.

Residents more likely to rate the performance of Council staff over the past year as very / fairly good are ...

- all Community Board residents, except Murupara Community Board residents,
- Urban residents,
- women,
- NZ European residents.

### Summary Table: Performance Rating Of The Council Staff In The Last Year

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
<b>Overall</b>				
Total District <b>2016</b>	<b>62</b>	<b>15</b>	<b>3</b>	<b>20</b>
2015	65	17	4	14
2014	64	16	4	16
<b>Comparison</b>				
Peer Group (Provincial) <sup>†</sup>	62	20	6	11
National Average	51	22	12	15
<b>Community Board</b>				
Whakatāne	68	12	3	17
Ōhope Beach	66	29	-	5
Rangitāiki <sup>†</sup>	65	11	6	17
Tāneatua <sup>†</sup>	52	20	3	26
Murupara	29	17	1	53
<b>Area</b>				
Urban	68	12	2	18
Rural	48	21	7	24
<b>Gender</b>				
Male	56	20	5	19
Female	67	10	3	20
<b>Ethnicity</b>				
NZ European	64	12	5	19
NZ Māori	51	25	1	23

% read across

<sup>†</sup> does not add to 100% due to rounding

\* \* \* \* \*



## E. APPENDIX

### Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Community Board</b>			
	Whakatāne	131	134
	Ōhope Beach	31	26
	Rangitāiki	78	87
	Tāneatua	30	29
	Murupara	30	25
<b>Gender</b>	Male	153	142
	Female	147	158
<b>Age</b>	18-44 years	83	123
	45-64 years	103	113
	65+ years	114	64

\* Interviews are intentionally conducted proportional to the population in each Community Board. Post stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please see also pages 2 to 4 regarding quotas and weighting for this survey.

\* \* \* \* \*

