

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WHAKATĀNE DISTRICT COUNCIL

JUNE 2017



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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

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, May/June 2016 and June 2017.

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	30
Rangitāiki	79
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 last 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 2 June to Wednesday 13 June (excluding Queen's Birthday) 2017.

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 1,000 residents carried out in July 2016.

The Communitrak™ service provides ...

- comparisons with a national sample of 1,000 interviews conducted in July 2016 (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 July 2016 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%.

Response Rate

The response rate for the 2017 Whakatāne District Council was **63%**, which is much higher than seen typically in web or mail-out surveys (often in the 5%-30% range). With a decreasing response rate there is an increasing likelihood that the sample is less and less representative of the District.

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%.

Please note that while the Communitrak™ survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.

* * * * *



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 kerbside waste collection services.



Whilst 30% are not very satisfied with business promotion.



70% of residents say that Council provides more than enough/enough information to the community.

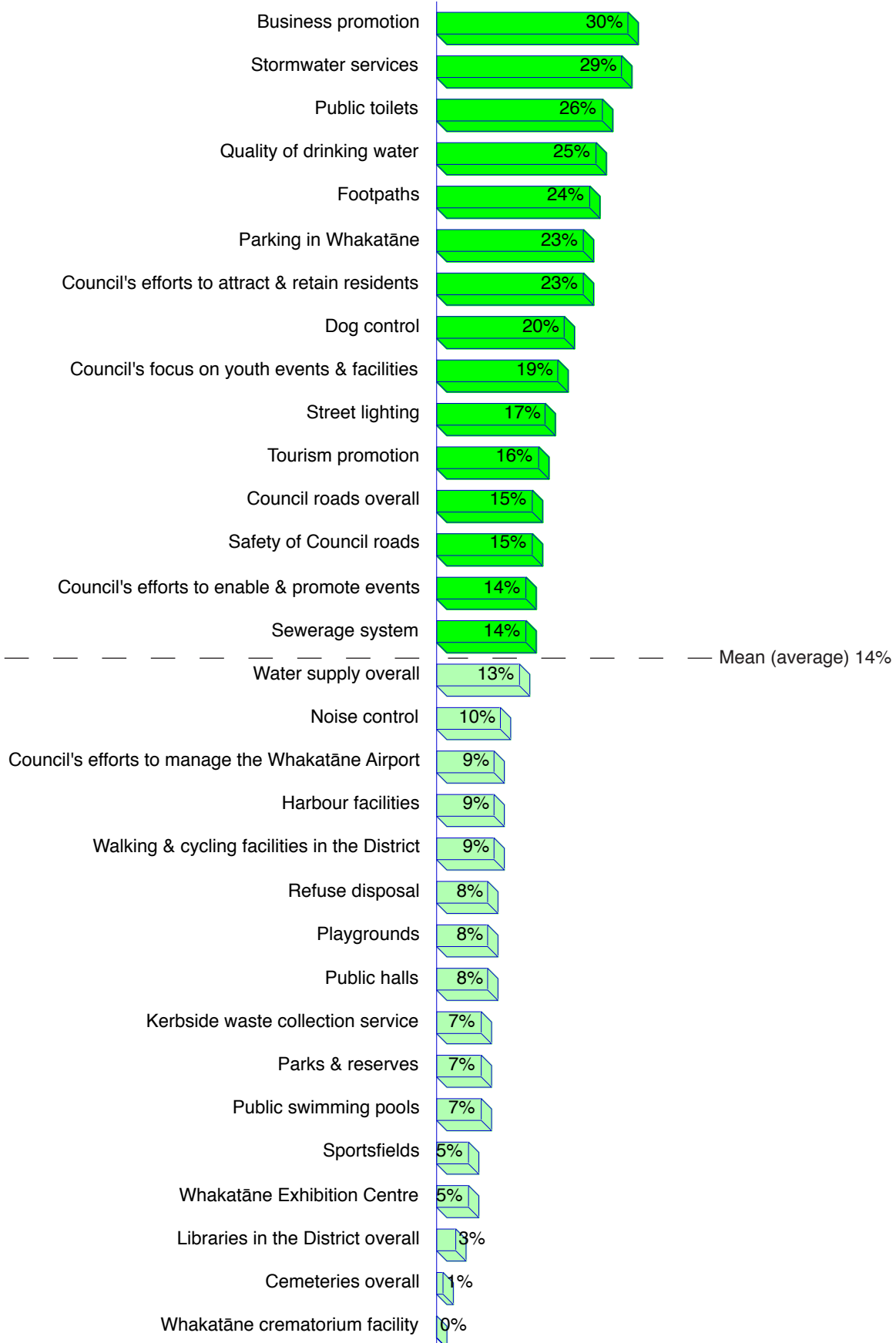


93% of residents feel Whakatāne District is definitely/mostly a safe place to live.

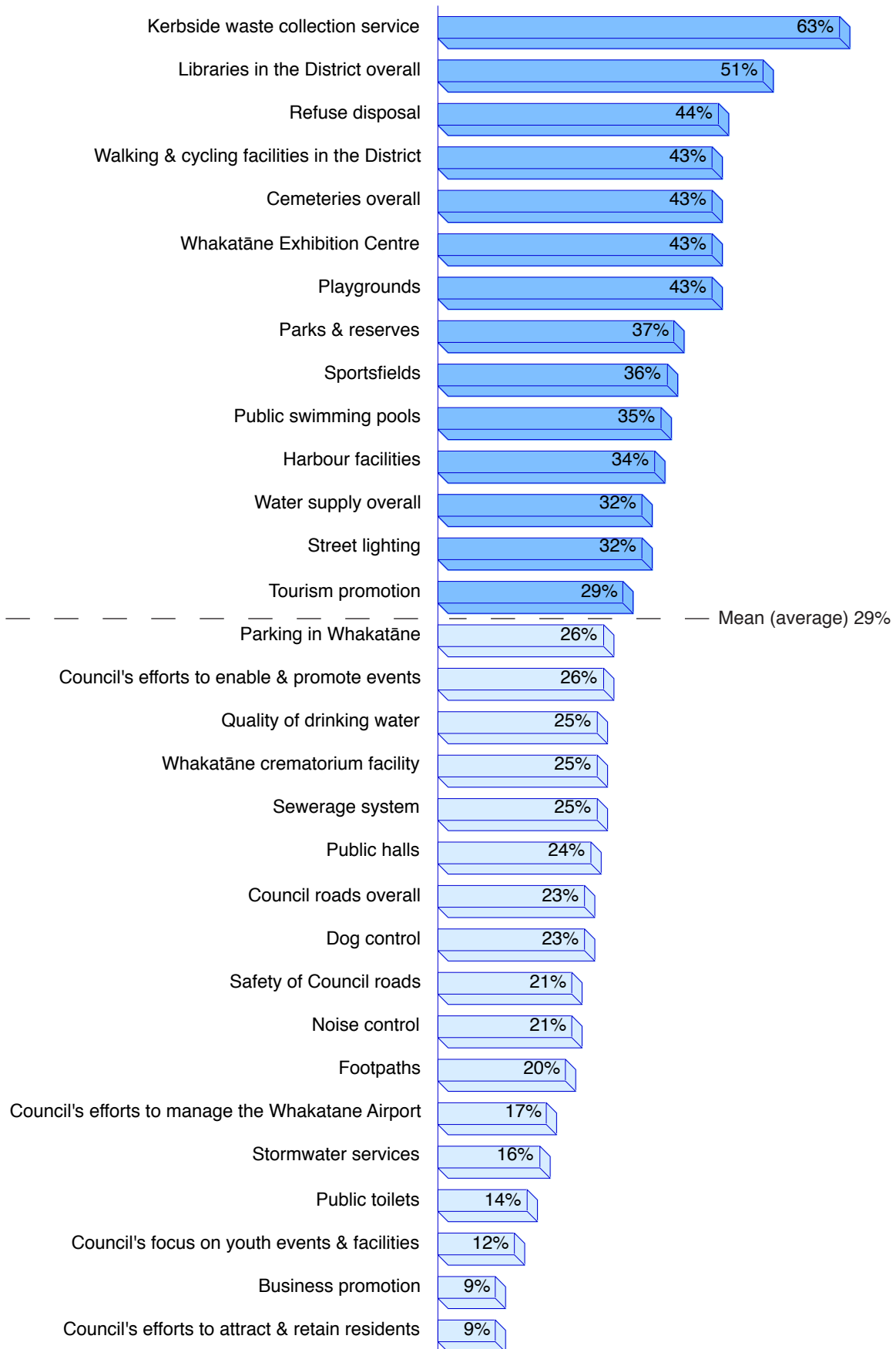
SERVICES

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 2017		Whakatāne 2016	
	Very/Fairly satisfied %	Not very satisfied %	Very/Fairly satisfied %	Not very satisfied %
Kerbside waste collection service	90 =	7 =	87	9
Parks & reserves	89 =	7 =	90 =	7
Refuse disposal	86 ↑	8 =	80	12
Walking & cycling facilities in the District	86 =	9 =	87	9
Sportsfields	85 =	5 =	84	4
Council roads overall	85 =	15 =	84	15
Safety of Council roads	85 =	15 =	84	16
Libraries in the District	84 =	3 =	79	3
Playgrounds	84 =	8 =	85	6
Harbour facilities	78 =	9 =	75	13
Public swimming pools	77 =	7 =	73	10
Street lighting	76 =	17 =	74	17
Water supply overall	75 =	13 =	76	16
Cemeteries overall	74 =	1 =	76	2
Whakatāne Exhibition Centre	73 =	5 =	72	4
Public halls	73 =	8 =	76	9
Parking in Whakatāne	73 =	23 =	73	23
Dog control	73 ↑	20 ↓	62	30
Council's efforts to enable & promote events	72 =	14 =	73	17
Footpaths	72 =	24 =	71	25
Tourism promotion	71 =	16 =	75	18
Noise control	66 =	10 =	67	8
Sewerage system	65 ↓	14 ↑	72	8
Council's efforts to manage the Whakatāne Airport	62 =	9 =	66	11
Quality of drinking water	62 =	25 =	67	25
Stormwater services	62 =	29 =	59	32
Public toilets	58 =	26 =	61	24
Council's efforts to attract & retain residents	54 =	23 =	57	21
Business promotion	49 =	30 =	51	31
Whakatāne Crematorium facility	47 =	- =	49	1

Key: ↑ above/slightly above 2016 reading
 ↓ below/slightly below 2016 reading
 = similar/on par

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 %
Kerbside waste collection service	63	27	90	7	3
Parks and reserves	37	52	89	7	4
Refuse disposal	44	42	86	8	6
Walking & cycling facilities in the District	43	43	86	9	5
Sportsfields	36	49	85	5	10
Council roads overall	23	62	85	15	-
Safety of Council roads	21	64	85	15	-
Libraries in the District	51	33	84	3	13
Playgrounds	43	41	84	8	8
Harbour facilities	34	44	78	9	13
Public swimming pools	35	42	77	7	16
Street lighting	32	44	76	17	7
Water supply overall	32	43	75	13	12
Cemeteries overall	43	31	74	1	25
Whakatāne Exhibition Centre	43	30	73	5	22
Public halls	24	49	73	8	19
Parking in Whakatāne	26	47	73	23	4
Dog control	23	50	73	20	7
Council's efforts to enable & promote events	26	46	72	14	14
Footpaths [†]	20	52	72	24	5
Tourism promotion	29	42	71	16	13
Noise control	21	45	66	10	24
Sewerage system	25	40	65	14	21
Council's efforts to manage the Whakatāne Airport	17	45	62	9	29
Quality of drinking water	27	35	62	25	13
Stormwater services [†]	16	46	62	29	10
Public toilets	14	44	58	26	16
Council's efforts to attract & retain residents [†]	9	45	54	23	24
Council's focus on youth events & facilities	12	41	53	19	28
Business promotion	9	40	49	30	21
Whakatāne Crematorium facility	25	22	47	-	53

[†] 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	168	60	37	97	2	1
Libraries in the District overall [†]	200	59	36	95	4	2
Whakatāne Crematorium facility [†]	78	58	34	92	-	7
Parks and reserves [†]	242	40	52	92	6	2
Public swimming pools	129	46	46	92	7	1
Refuse disposal	193	46	46	92	7	1
Sportsfields	168	44	46	90	7	3
Playgrounds [†]	188	49	41	90	10	1
Whakatāne Exhibition Centre	166	57	31	88	7	5
Public halls	183	31	53	84	9	7
Public toilets	222	18	48	66	29	5

Service Provided - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Kerbside waste collection services	277	67	26	93	6	1
Water supply overall	227	38	49	87	12	1
Sewerage system	189	37	49	86	13	1
Stormwater services [†]	184	21	53	74	26	1
Quality of drinking water	227	33	39	72	26	2

Contacted Council - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Dog control [†]	74	21	44	65	33	3
Noise control	31	17	33	50	46	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 and Council's efforts to attract and retain residents and business promotion.

[†] 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 %
• business promotion	30	28	24
• stormwater services	29	16	14
• public toilets	26	19	17
• sewerage system	14	7	6

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

• parking in Whakatāne	23	31	42
• roads	15	31	25
• refuse disposal	8	18	17

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

• footpaths	24	25	23
• dog control	20	23	19
• street lighting	17	14	14
• tourism promotion	16	14	16
• water supply overall	13	11	9
• noise control	10	5	10
• public halls	8	5	7
• playgrounds	8	**6	**5
• public swimming pools	7	9	8
• kerbside waste collection service	7	*12	*12
• parks and reserves	7	2	4
• sportsfields	5	**6	**5
• libraries in the District overall	3	1	3
• cemeteries overall	1	2	4

* these percentages are the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2016 National Community™ Survey

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

b. Frequency Of Use - Council Services And Facilities

	Used/Visited In Last Year	
	Yes %	No %
Park and reserve	87	13
Public toilet	79	21
Public playground	74	26
District library	72	28
Transfer station facility	70	30
Public hall	67	33
Public sportsfield	64	36
Whakatāne Exhibition Centre	56	44
Cemetery in the District	55	45
Public swimming pool	53	47
Contacted Council about dogs	28	72
Whakatāne Crematorium facility	26	74
Contacted Council about noise	11	89

% read across

Parks and reserves, 87%,

Public toilets, 79% (71% in 2016) and,

Public playgrounds, 74% (65% in 2016),

... 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

	Spend More
Business promotion	51% of all residents
Council's focus on youth events and activities	44%
Tourism promotion	41%
Public toilets	40%
Council's efforts to enable and promote events	38%
Stormwater services	37%
Council's efforts to attract and retain residents	37%
Footpaths	35%
Water supply	35%
Council roads in the District	34%
Parking in Whakatāne	32%
Harbour facilities	30%
Walking and cycling facilities in the District	29%
Dog control	28%
Whakatāne Airport	25%
Street lighting	20%
Sewerage system	20%
Playgrounds	19%
Public halls	16%
Parks and reserves	15%
Public swimming pools	13%
Noise control	10%
District libraries overall	9%
Kerbside waste collection service	7%
Sportsfields	7%

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.

47% of Whakatāne District residents have in mind a recent Council action, decision or management they **approve** of (33% in 2016). This is similar to the Peer Group and National Averages.

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

handling of Edgecumbe floods/good response/support	21%
good communication/keep us informed/ involvement with community	7%
parks/reserves/playgrounds/recreation areas	5%

52% of residents have in mind a recent Council action, decision or management they **disapprove** of (40% in 2016). This is similar to the Peer Group Average and slightly below the National Average.

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

poor handling of Edgecumbe floods	12%
roading/traffic/footpaths	8%
water supply issues	5%
rates too high/increases/too high for services received	4%
town planning issues/land issues/subdivisions/development	4%
lack of communication/information/consultation/don't listen	4%

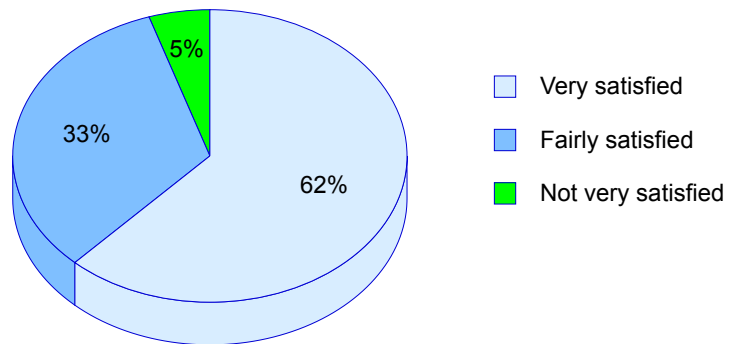
CONTACT WITH COUNCIL

26% of residents have contacted a Councillor or the Mayor in the last 12 months (21% in 2016), while 15% have contacted a member of a Community Board (10% in 2016).

64% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months (56% in 2016).

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

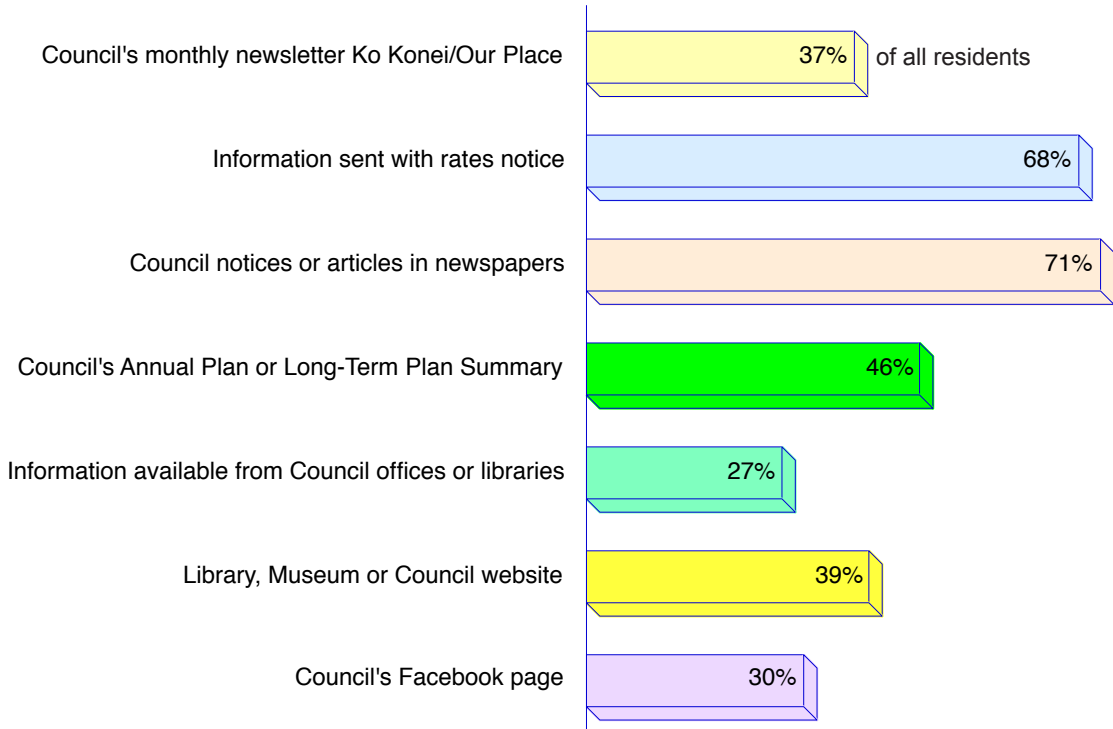
Contacted Customer Service Front Desk Staff In Last 12 Months



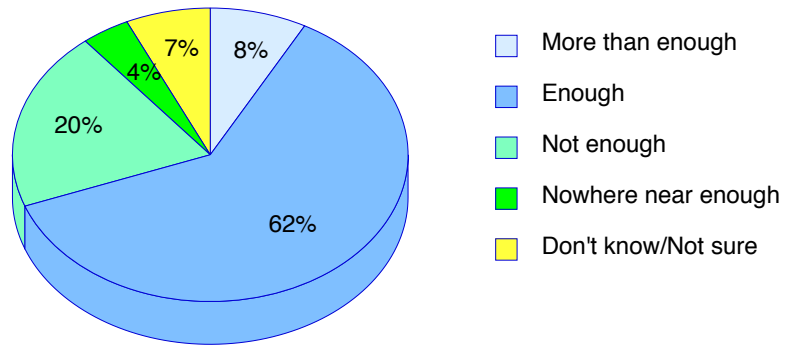
Base = 188

INFORMATION

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



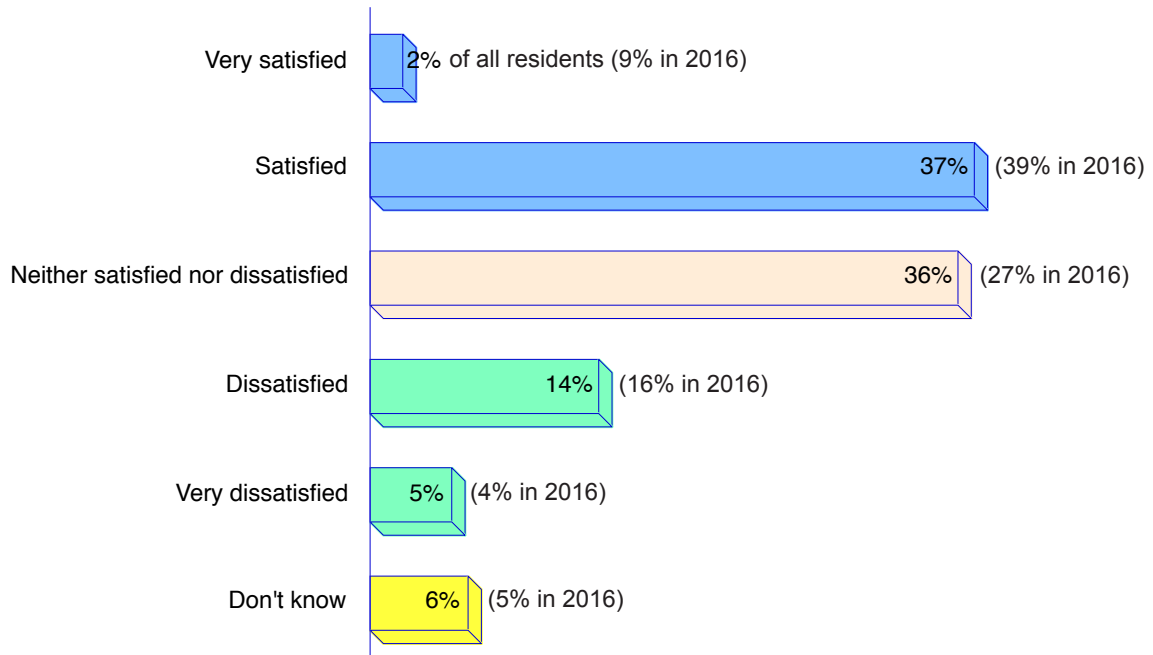
Amount Of Information That The Council Supplies To The Community Is ...



(does not add to 100% due to rounding)

LOCAL ISSUES

Council Consultation And Community Involvement

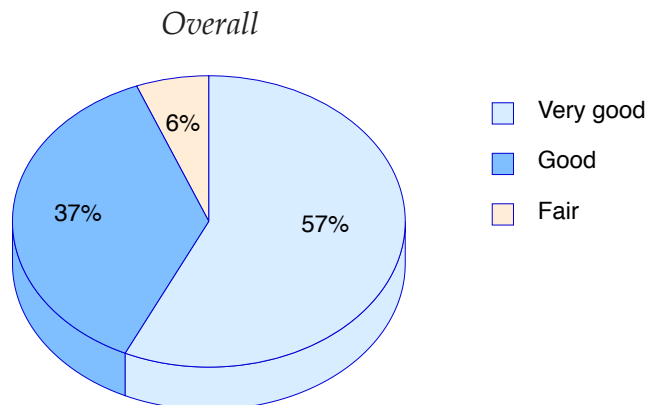


Perception Of Safety

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

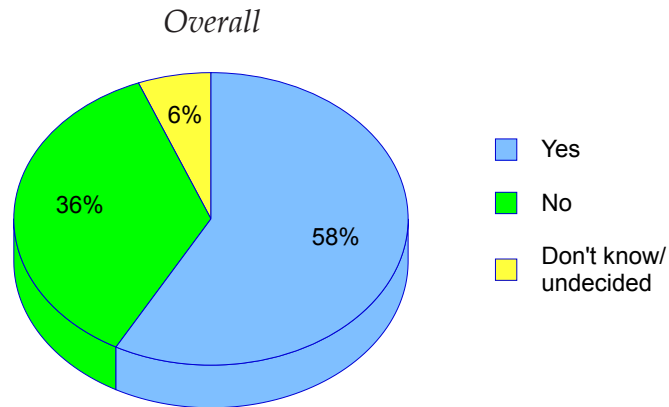
Yes definitely	29% of all residents (41% in 2016)
Yes mostly	64% (55% in 2016)
Not really	5% (4% in 2016)
Definitely not	1% (0% in 2016)
Don't know	1% (1% in 2016)

Quality Of Life

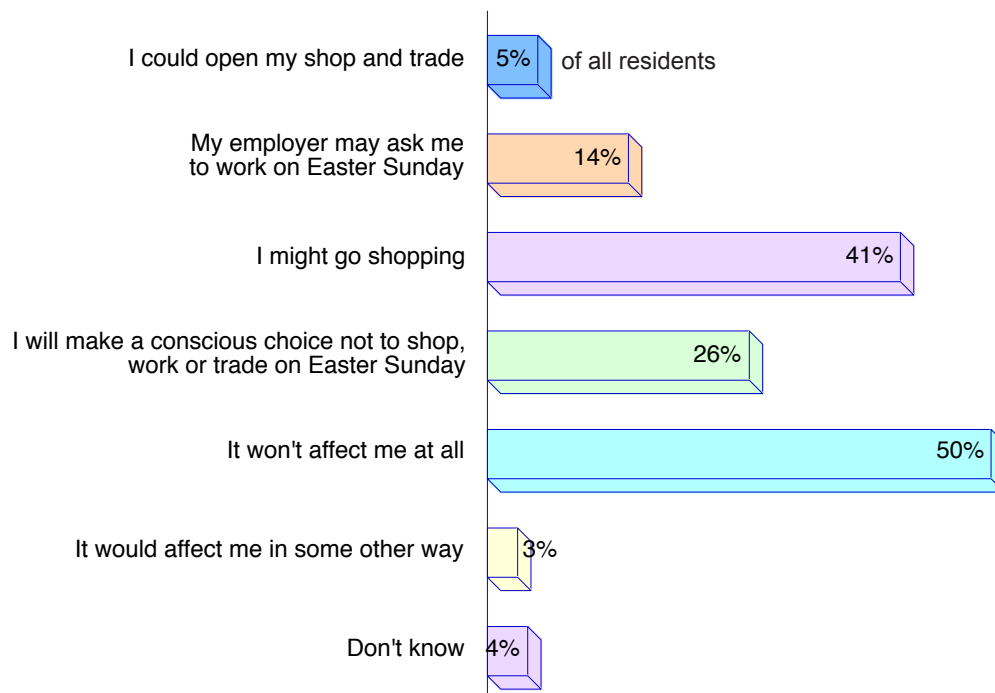


EASTER SUNDAY TRADING

Should Shops In Whakatāne District Be Allowed To Trade On Easter Sunday?

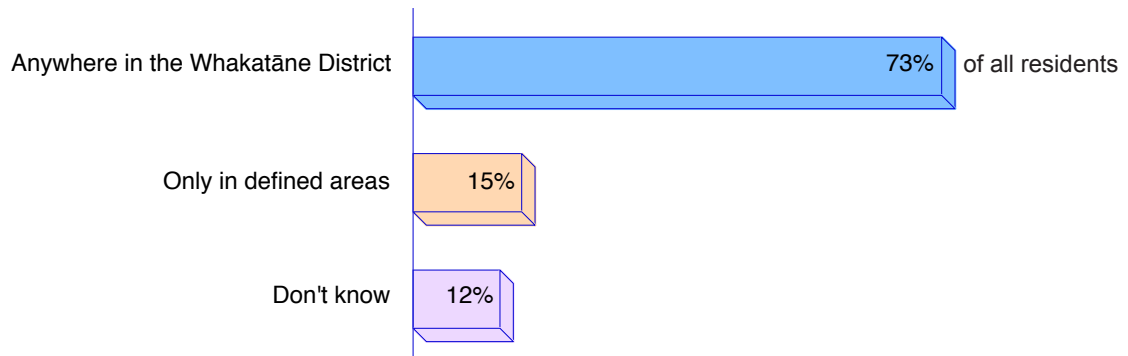


How* Would You Be Affected If Shops Did Open?



* (multiple responses allowed)

Should Trading Be Allowed Anywhere Or Only In Defined Areas?



Main specific locations[†] mentioned ...

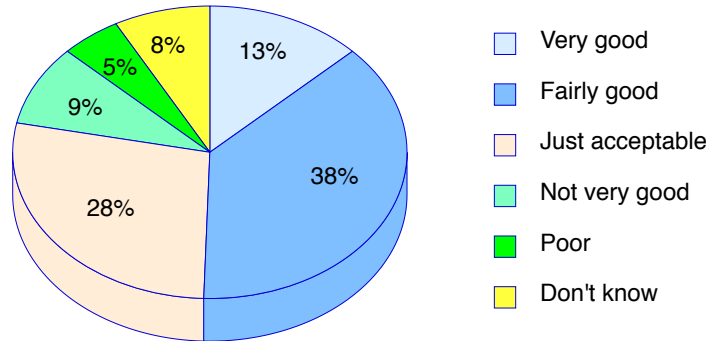
- CBD/main shopping areas, 35% of residents*,
- tourist areas/Ohope, 20%.

* Base = 45 (residents who said trading should be allowed in defined areas only)

[†] multiple responses allowed

REPRESENTATION

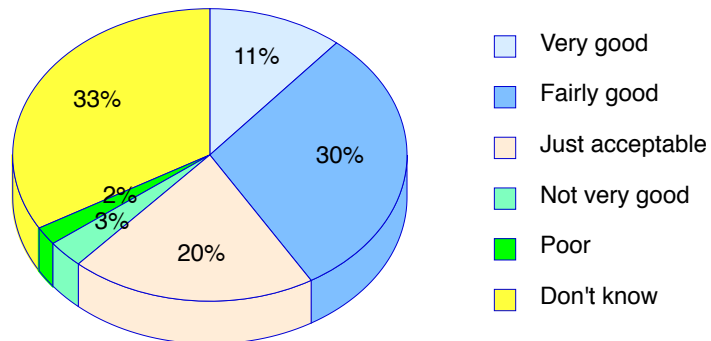
a. Performance Rating Of The Mayor And Councillors



Does not add to 100% due to rounding

Whakatāne District is similar to the Peer Group and National Averages, in terms of rating the Mayor and Councillors' performance as **very/fairly good**, and similar to the 2016 reading.

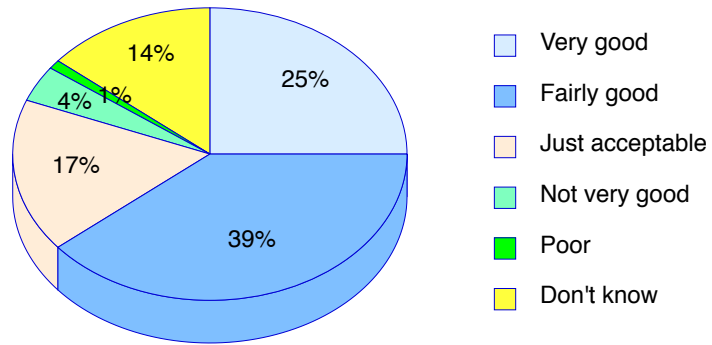
b. Performance Rating Of Community Board Members



Does not add to 100% due to rounding

There are no comparative Peer Group and National Averages for this reading, however, the 2017 very good/fairly good reading is similar to the 2016 result.

c. Performance Rating Of The Council Staff



Whakatāne District is similar to the Peer Group Average, slightly above the National Average and similar to the 2016 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

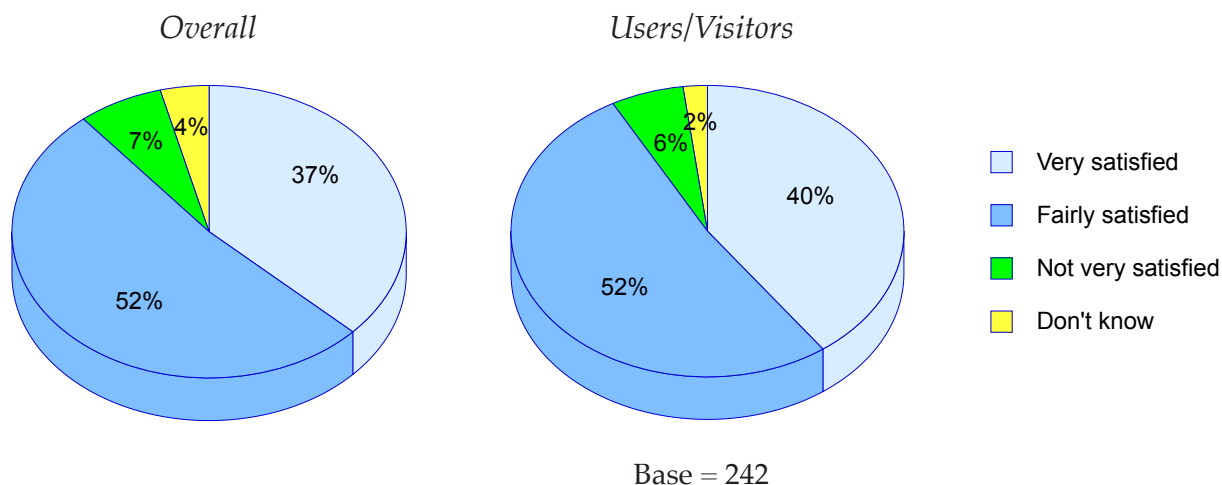


1. COUNCIL SERVICES/FACILITIES

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



89% of Whakatāne District residents are satisfied with their parks and reserves, including 37% who are very satisfied (45% in 2016), while 7% are not very satisfied with these facilities.

The percent not very satisfied is on par with the Peer Group and National Averages and similar to the 2016 result.

87% of households have used/visited parks or reserves in the last 12 months. 92% of these “users/visitors” are satisfied, with 6% 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.

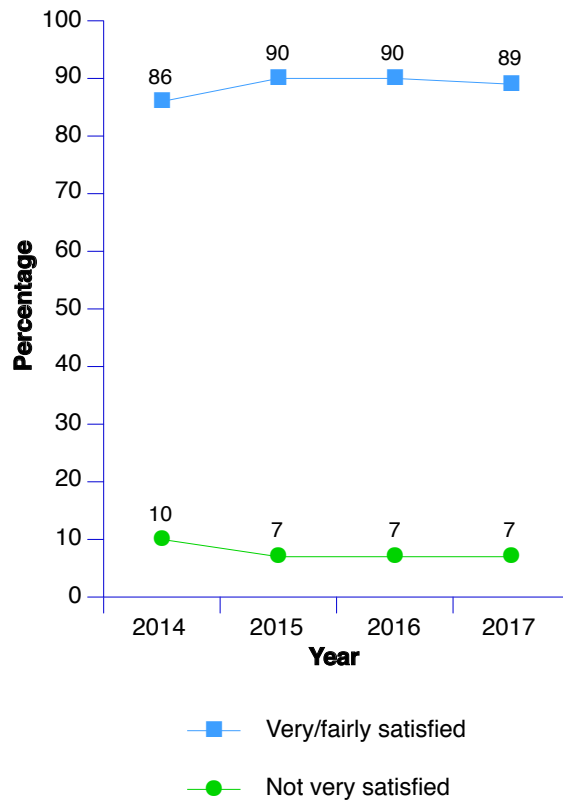
Satisfaction With Parks And Reserves

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall						
Total District	2017	37	52	89	7	4
	2016 [†]	45	45	90	7	4
	2015 [†]	45	45	90	7	2
	2014	36	50	86	10	4
Users/Visitors	2017	40	52	92	6	2
	2016	49	42	91	7	2
	2015 [†]	49	45	94	6	1
	2014	39	50	89	10	1
Comparison						
Peer Group (Provincial)		67	28	95	2	3
National Average [†]		59	34	93	4	2
Community Board						
Whakatāne		50	48	98	2	-
Ōhope Beach [†]		47	48	95	2	4
Rangitāiki		22	58	80	12	8
Tāneatua [†]		43	52	95	5	1
Murupara		7	62	69	20	11
Area						
Urban		44	49	93	6	1
Rural		26	58	84	8	8
Ethnicity						
NZ European [†]		40	53	93	5	2
NZ Māori		28	51	79	15	6

% read across

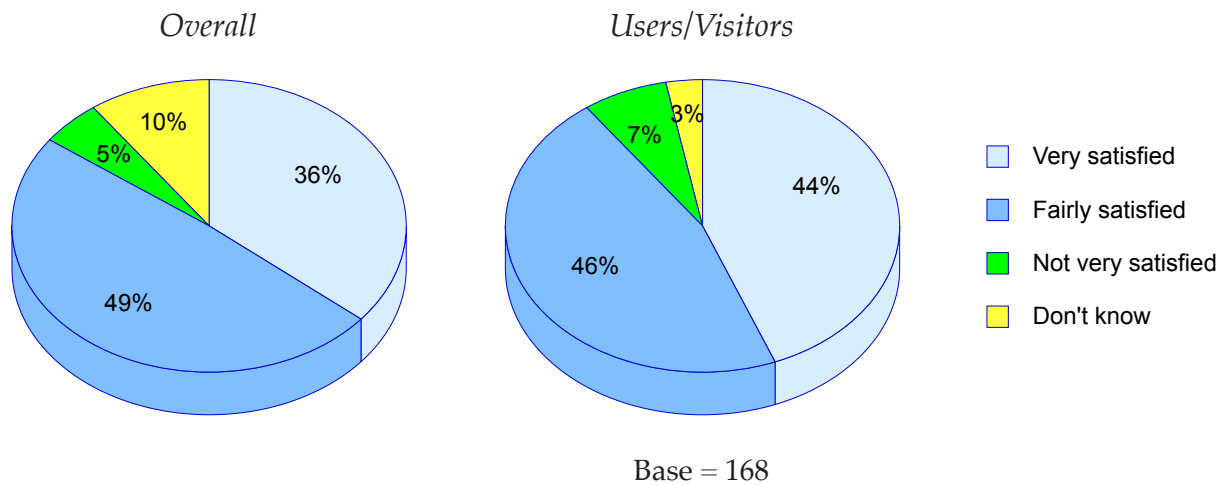
[†] does not add to 100% due to rounding

Parks And Reserves



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 89%
 Users / Visitors = 92%

ii. Sportsfields



85% of residents are satisfied with their local sportsfields, including 36% who are very satisfied (39% in 2016), while 5% are not very satisfied with these facilities. 10% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for **sportsfields and playgrounds** and the 2016 reading.

64% of households have used / visited a public sportsfield in the last 12 months (72% in 2016) and of these “users / visitors”, 90% are satisfied, and 7% not very satisfied.

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

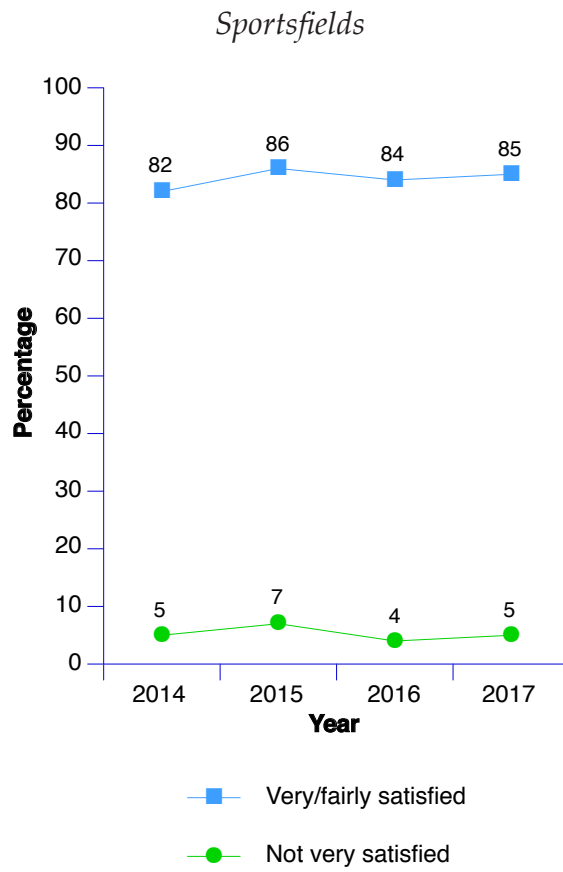
Satisfaction With Sportsfields

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	36	49	85	5	10
	2016	39	45	84	4	12
	2015 [†]	42	44	86	7	8
	2014	49	33	82	5	13
Users/Visitors	2017	44	46	90	7	3
	2016	44	46	90	4	6
	2015	48	43	91	7	2
	2014	40	50	90	6	4
Comparison*						
Peer Group (Provincial) [†]		59	28	87	6	8
National Average		56	32	88	5	7
Community Board						
Whakatāne		46	44	90	3	7
Ōhope Beach		35	52	87	9	4
Rangitāiki		29	49	78	5	17
Tāneatua		38	53	91	1	8
Murupara		9	66	75	14	11
Area						
Urban		41	44	85	6	9
Rural		27	57	84	3	13
Ethnicity[†]						
NZ European		38	50	88	3	10
NZ Māori		24	54	78	15	8

% read across

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

[†] does not add to 100% due to rounding

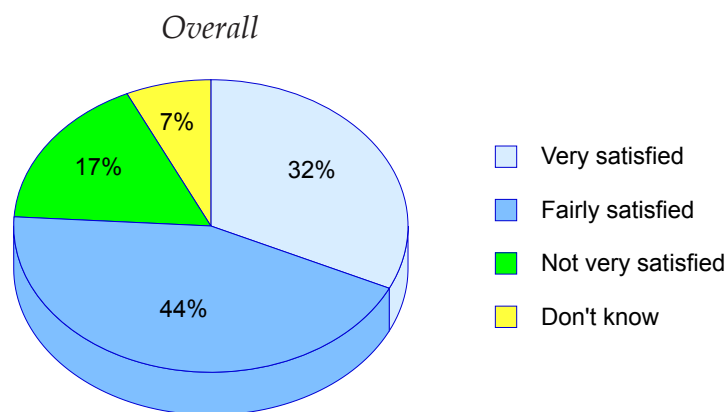


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 85%

Users/Visitors = 90%

iii. Street Lighting



76% of Whakatāne residents are satisfied with street lighting, including 32% who are very satisfied, while 17% are not very satisfied. 7% are unable to comment. These readings are similar to the 2016 results.

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

Residents more likely to be not very satisfied with street lighting are ...

- NZ Māori residents,
- residents aged 18 to 64 years.

It also appears that Murupara Community Board residents are slightly more likely to feel this way, than other Community Board residents.

Satisfaction With Street Lighting

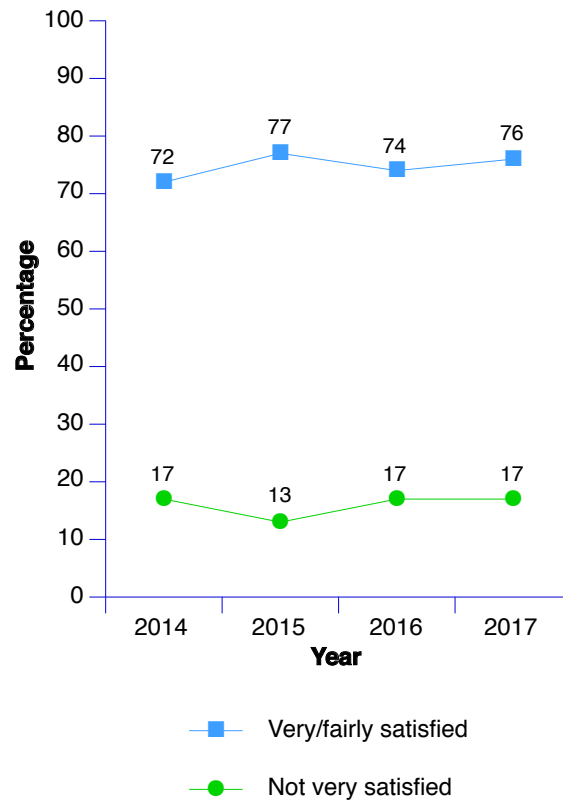
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2017	32	44	76	17	7
2016	34	40	74	17	9
2015	32	45	77	13	10
2014	29	43	72	17	12
Comparison					
Peer Group (Provincial)	39	37	76	14	10
National Average [†]	39	42	81	14	6
Community Board					
Whakatāne	45	41	86	14	-
Ōhope Beach	36	48	84	16	-
Rangitāiki	20	51	71	13	16
Tāneatua	27	37	64	22	14
Murupara [†]	2	42	44	38	17
Area					
Urban	39	42	81	19	-
Rural	19	48	67	13	20
Ethnicity					
NZ European	37	45	82	11	7
NZ Māori [†]	16	46	62	33	6
Age					
18-44 years	25	46	71	23	6
45-64 years	33	42	75	17	8
65+ years	44	43	87	5	8

% read across

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

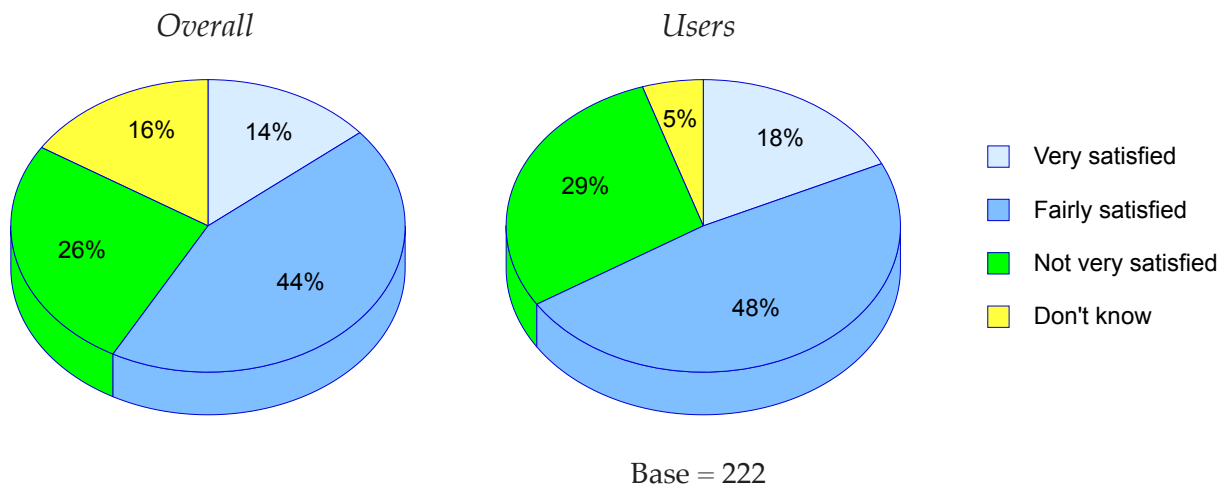
[†] does not add to 100% due to rounding

Street Lighting



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 76%

iv. Public Toilets



58% of residents are satisfied with public toilets in the District (61% in 2016), while 26% are not very satisfied and 16% are unable to comment.

The percent not very satisfied is slightly above the Peer Group Average, above the National Average and similar to the 2016 reading.

79% of households have used a public toilet in the last 12 months (71% in 2016). Of these, 66% are satisfied (72% in 2016) and 29% are not very satisfied (25% in 2016).

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

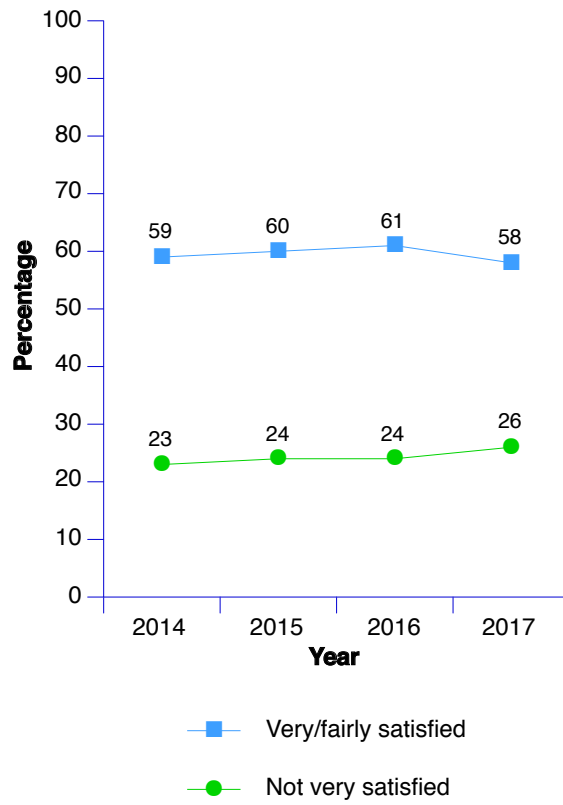
Satisfaction With Public Toilets

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	14	44	58	26	16
	2016	15	46	61	24	15
	2015 [†]	18	42	60	24	17
	2014	18	41	59	23	18
Users/Visitors	2017	18	48	66	29	5
	2016 [†]	18	54	72	25	2
	2015 [†]	21	48	69	25	5
	2014	22	49	71	24	5
Comparison						
Peer Group (Provincial)		32	37	69	19	12
National Average		26	41	67	17	16
Community Board						
Whakatāne		17	43	60	22	18
Ōhope Beach [†]		12	38	50	30	19
Rangitāiki [†]		12	48	60	31	10
Tāneatua		25	38	63	21	16
Murupara [†]		-	44	44	35	20
Area						
Urban		14	44	58	26	16
Rural [†]		15	43	58	27	16

% read across

[†] does not add to 100% due to rounding

Public Toilets

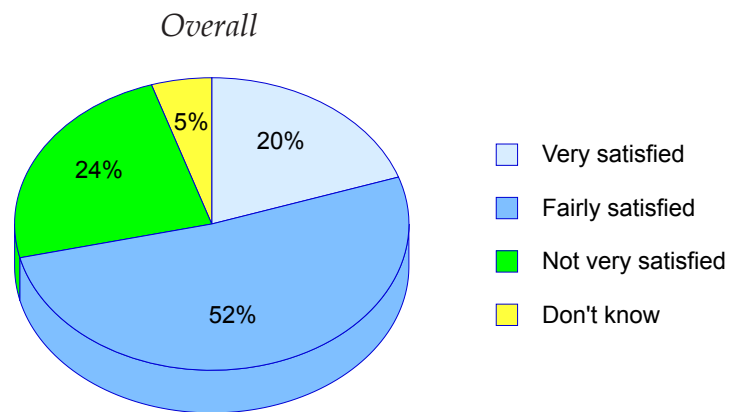


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 58%

Users = 66%

v. Footpaths



72% of Whakatāne residents are satisfied with footpaths in their District, including 20% who are very satisfied (24% in 2016), while 24% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2016 reading.

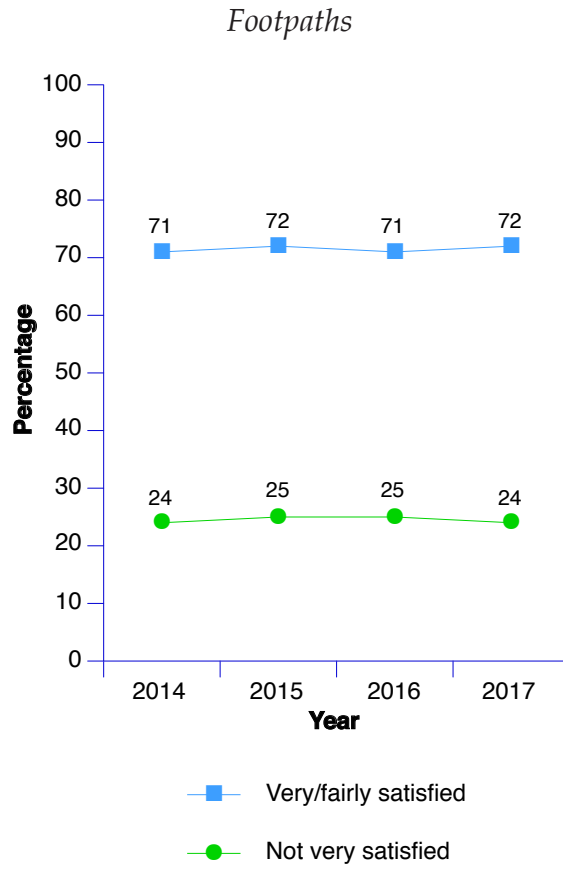
Residents aged 18 to 44 years are **less** likely to be not very satisfied with footpaths, than other age groups.

Satisfaction With Footpaths

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017 [†]	20	52	72	24	5
2016	24	47	71	25	4
2015	25	47	72	25	3
2014 [†]	21	50	71	24	6
Comparison					
Peer Group (Provincial)	20	47	67	25	8
National Average	23	49	72	23	5
Community Board					
Whakatāne	25	50	75	25	-
Ōhope Beach	21	55	76	24	-
Rangitāiki [†]	13	51	64	26	9
Tāneatua	26	49	75	20	5
Murupara	4	60	64	17	19
Area					
Urban	23	51	74	26	-
Rural	14	53	67	20	13
Age					
18-44 years	20	58	78	16	6
45-64 years	20	47	67	29	4
65+ years	18	48	66	31	3

% read across

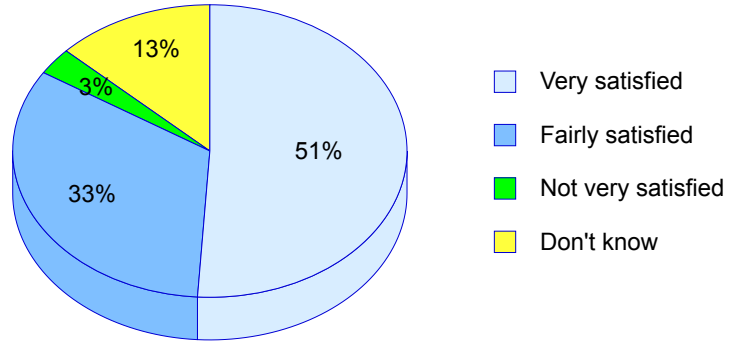
[†] does not add to 100% due to rounding



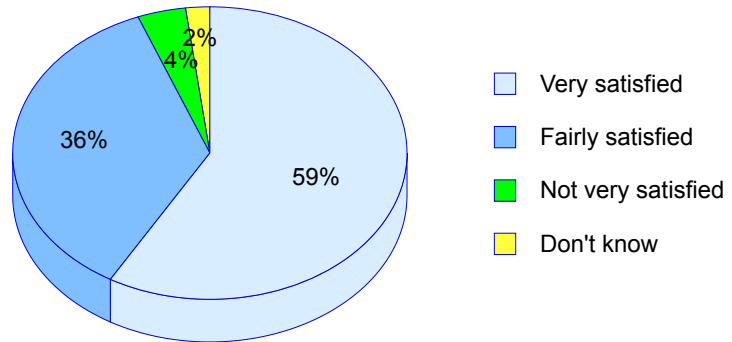
Recommended Satisfaction Measure For Reporting Purposes:
Total District = 72%

vi. Libraries In The District Overall

Overall

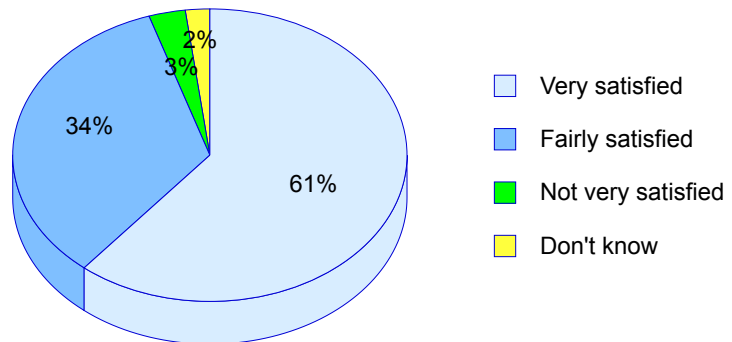


Users/Visitors



Base = 200

Mainly Use Whakatāne Library



Base = 179

84% of residents are satisfied with libraries in the District overall (79% in 2016), including 51% who are very satisfied (61% in 2016). 3% are not very satisfied and 13% are unable to comment (18% in 2016).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2016 reading.

72% of households have used or visited a District library in the last 12 months. Of these, 95% are satisfied and 3% not very satisfied.

91% of library users / visitors have many used / visited the Whakatāne Library. Of these, 95% 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 shorter term residents, those residing in the District 10 years or less, are slightly more likely to feel this way, than longer term residents.

Satisfaction With Libraries In The District Overall

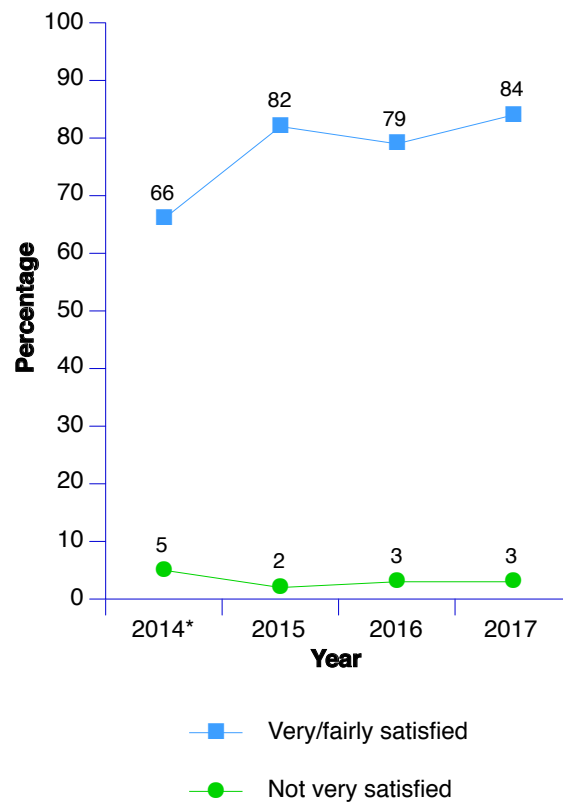
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*						
Total District	2017	51	33	84	3	13
	2016	61	18	79	3	18
	2015	58	24	82	2	16
	2014	42	24	66	5	29
Users/Visitors	2017 [†]	59	36	95	4	2
	2016	76	16	92	3	5
	2015 [†]	69	23	92	2	7
	2014	57	28	85	8	7
Whakatāne Library Users		61	34	95	3	2
Comparison						
Peer Group (Provincial)		69	17	86	1	13
National Average		69	17	86	3	11
Community Board						
Whakatāne [†]		62	28	90	2	9
Ōhope Beach		61	22	83	-	17
Rangitāiki		45	34	79	5	16
Tāneatua		42	45	87	4	9
Murupara		14	52	66	8	26
Area						
Urban		59	30	89	2	9
Rural		38	38	76	5	19
Length of Residence						
Lived there 10 years or less [†]		51	31	82	11	7
Lived there more than 10 years		51	33	84	2	14

% read across

* in 2014 also asked satisfaction with Library and Exhibition Centre

[†] does not add to 100% due to rounding

Library In The District Overall

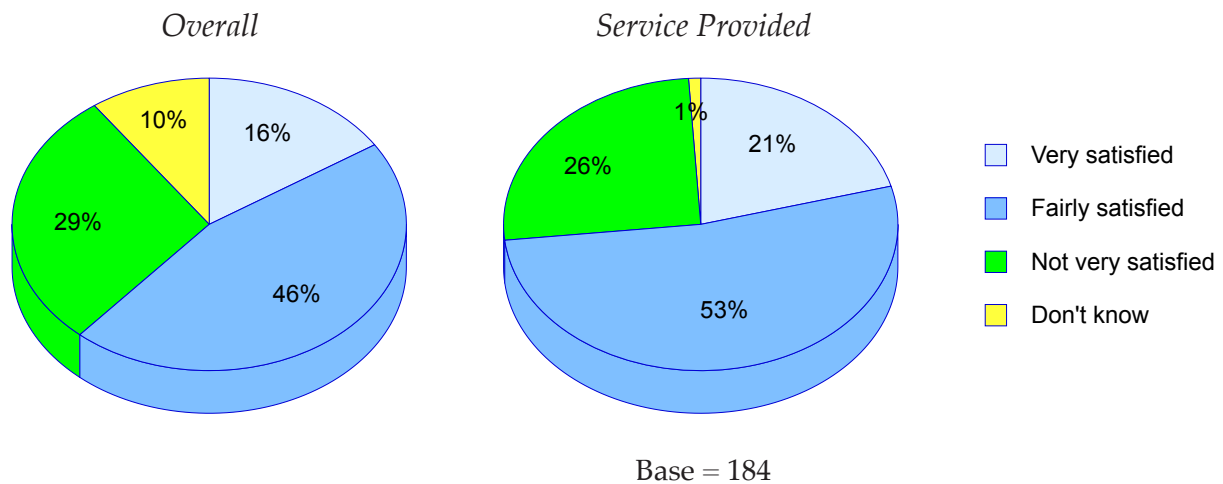


* in 2014 also asked satisfaction with Library and Exhibition Centre

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	84%
Users/Visitors	=	95%
Whakatāne Library Users/Visitors	=	95%

vii. Stormwater Services



62% of residents are satisfied with stormwater services (59% in 2016), while 29% are not very satisfied and 10% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages, and on par with the 2016 reading.

59% of residents are provided with a piped stormwater collection (63% in 2016) and, of these, 74% are satisfied (69% in 2016) and 26% are not very satisfied.

Residents more likely to be not very satisfied with stormwater services are ...

- NZ Māori residents,
- residents with an annual household income of more than \$70,000.

It also appears that Rangitāiki Community Board residents are slightly more likely to feel this way, than other Community Board residents.

Satisfaction With Stormwater Services

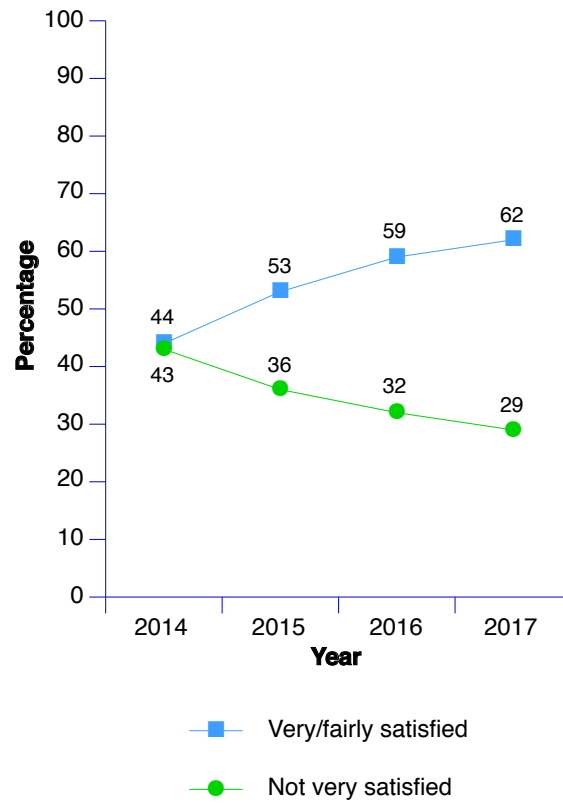
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall*						
Total District	2017 [†]	16	46	62	29	10
	2016	15	44	59	32	9
	2015	16	37	53	36	11
	2014	10	34	44	43	13
Service Provided	2017 [†]	21	53	74	26	1
	2016 [†]	20	49	69	29	3
	2015	20	41	61	36	3
	2014	14	39	53	45	2
Comparison						
Peer Group (Provincial)		37	32	69	16	15
National Average		36	39	75	14	11
Community Board						
Whakatāne		(29)	51	80	20	-
Ōhope Beach		11	67	78	19	3
Rangitāiki		1	32	33	45	22
Tāneatua		11	40	51	29	20
Murupara		4	59	63	23	14
Area						
Urban		(21)	(51)	(72)	28	-
Rural		5	39	44	30	(26)
Ethnicity						
NZ European		18	49	(67)	23	10
NZ Māori		8	42	50	(42)	8
Household Income						
Less than \$40,000 pa		15	61	76	14	10
\$40,000-\$70,000 pa		11	53	64	24	12
More than \$70,000 pa		16	40	56	(37)	7

% read across

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

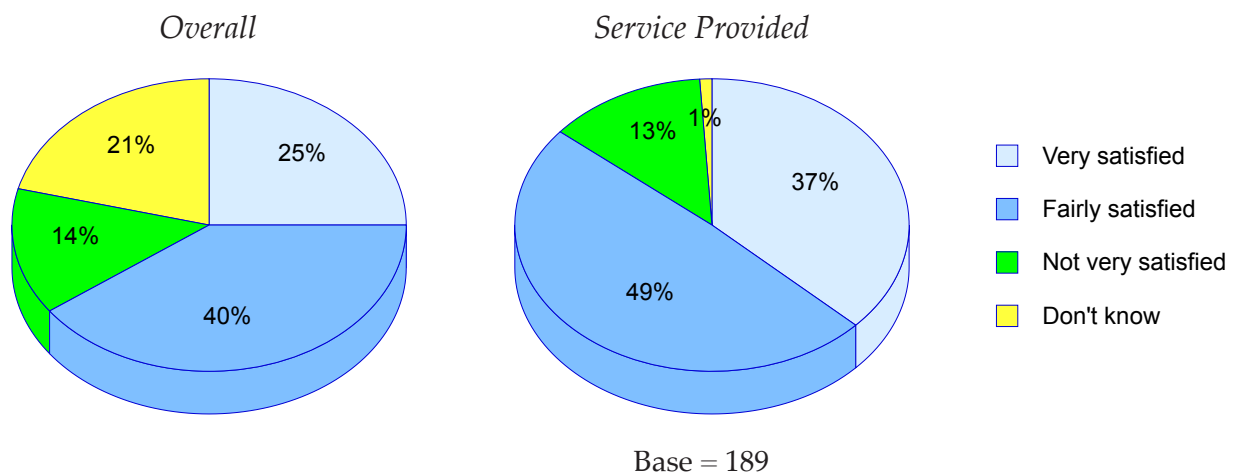
† does not add to 100% due to rounding

Stormwater Services



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 62%
 Service Provided = 74%

viii. Sewerage System



65% of residents are satisfied with the District's sewerage system (72% in 2016), including 25% who are very satisfied (28% in 2016), while 14% are not very satisfied and 21% are unable to comment.

The percent not very satisfied is slightly above the Peer Group Average, above the National Average and 6% above the 2016 reading.

62% of residents are provided with a sewerage system (67% in 2016). Of these, 86% are satisfied (91% in 2016) and 13% are not very satisfied (6% in 2016).

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

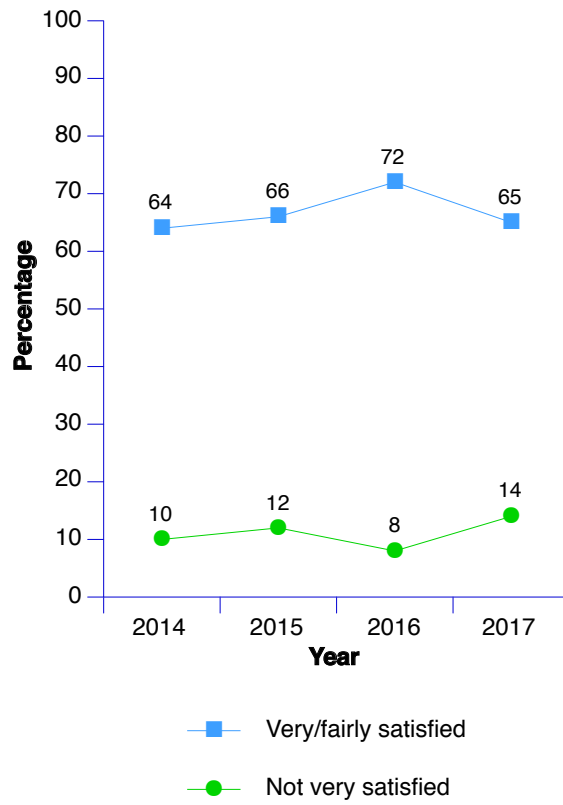
Satisfaction With Sewerage System

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District	25	40	65	14	21
2017	25	40	65	14	21
2016	28	44	72	8	20
2015	26	40	66	12	22
2014	22	42	64	10	26
Service Provided	37	49	86	13	1
2017	37	49	86	13	1
2016	39	52	91	6	3
2015	34	49	83	12	5
2014 [†]	34	58	92	8	1
Comparison					
Peer Group (Provincial)	46	26	72	7	21
National Average	48	33	81	6	13
Community Board					
Whakatāne	41	47	88	11	1
Ōhope Beach	49	44	93	7	-
Rangitāiki	2	30	32	20	48
Tāneatua [†]	20	17	37	19	45
Murupara [†]	6	61	67	4	30
Area					
Urban	37	45	82	14	4
Rural	6	31	37	13	50
Ethnicity					
NZ European	29	39	68	10	22
NZ Māori [†]	16	40	56	31	14

% read across

[†] does not add to 100% due to rounding

Sewerage System

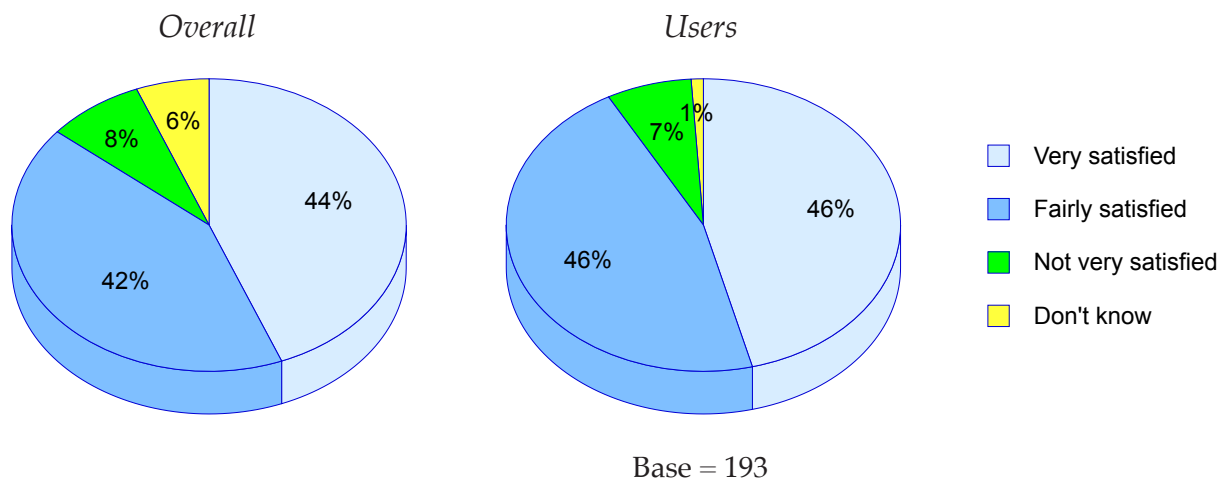


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 65%

Service Provided = 86%

ix. Refuse Disposal, That Is, Transfer Station Facilities



86% of residents are satisfied with the refuse disposal (80% in 2016), including 44% who are very satisfied. 8% are not very satisfied with this service (12% in 2016) and 6% are unable to comment.

The percent not very satisfied with refuse disposal is below the Peer Group and National Averages.

70% of households have used a transfer station facility in the District, in the last 12 months. Of these, 92% are satisfied (85% in 2016) and 7% not very satisfied (14% in 2016).

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

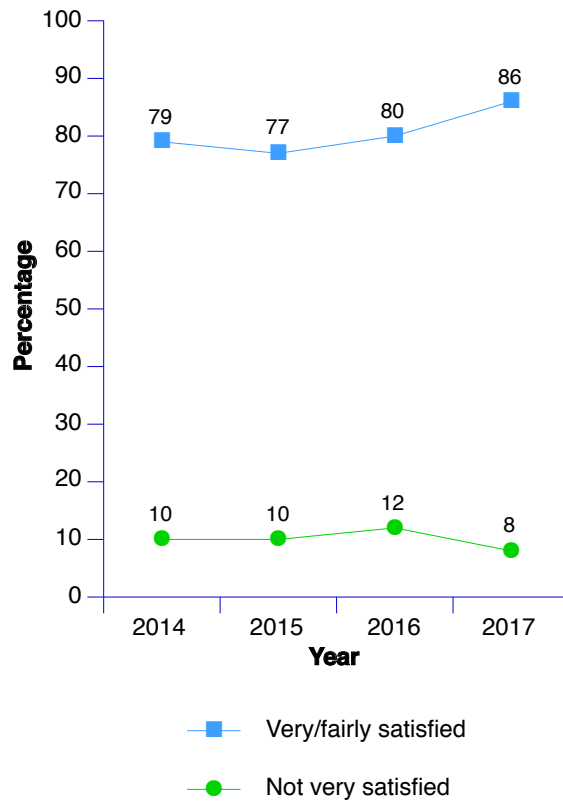
Satisfaction With Refuse Disposal

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	44	42	86	8	6
	2016	45	35	80	12	8
	2015	44	33	77	10	13
	2014	40	39	79	10	11
Users	2017	46	46	92	7	1
	2016	49	36	85	14	1
	2015	54	32	86	10	4
	2014	48	39	87	12	1
Comparison						
Peer Group (Provincial)		29	32	61	18	21
National Average		31	33	64	17	19
Community Board						
Whakatāne		46	44	90	4	6
Ōhope Beach		63	32	95	-	5
Rangitāiki		44	40	84	11	5
Tāneatua		38	45	83	14	3
Murupara		18	49	67	19	14
Area						
Urban [†]		46	42	88	6	5
Rural		39	43	82	11	7

% read across

[†] does not add to 100% due to rounding

Refuse Disposal

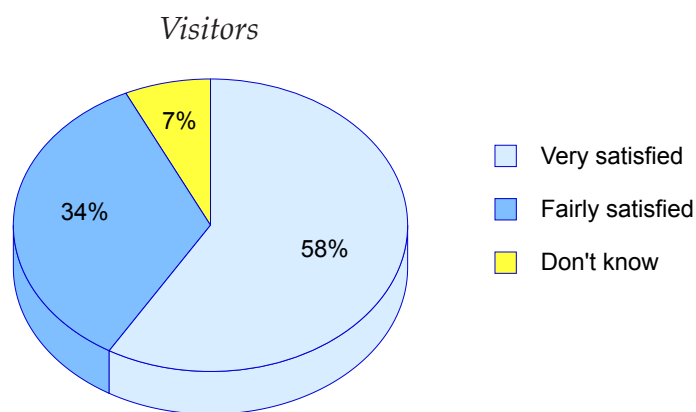
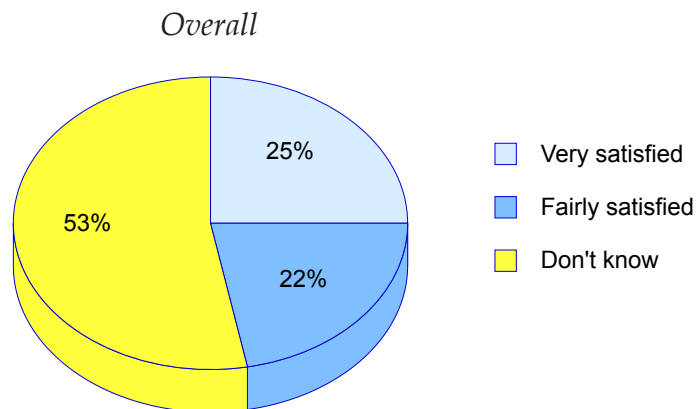


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 86%

Users = 92%

x. Whakatāne Crematorium Facility



Base = 78

47% of residents are satisfied with the Whakatāne Crematorium facility, including 25% who are very satisfied (30% in 2016).

A large percentage, 53%, are unable to comment and this is probably due to only 26% of residents saying they, or a member of their household, have visited the Whakatāne Crematorium facility in the last 12 months. Of these 'visitors', 92% are 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.

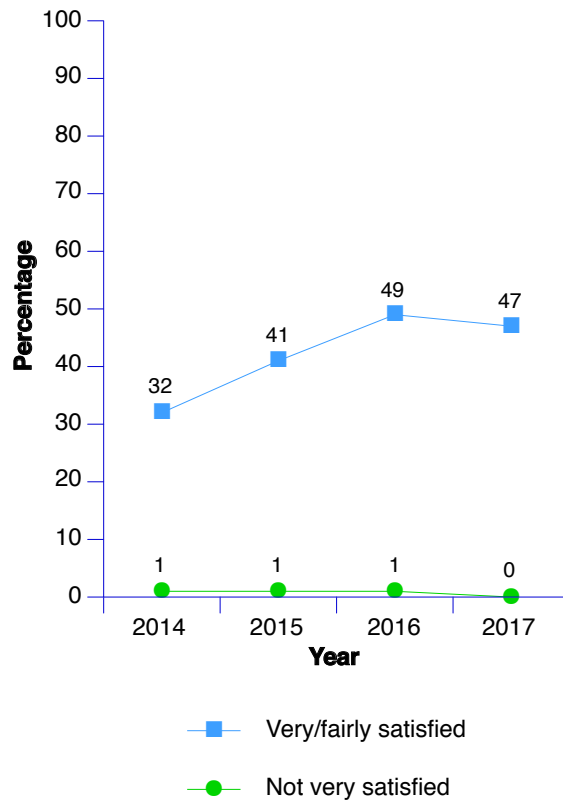
Satisfaction With Whakatāne Crematorium Facility

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	25	22	47	-	53
	2016	30	19	49	1	50
	2015	26	15	41	1	58
	2014	17	15	32	1	67
Visitor	2017 [†]	58	34	92	-	7
	2016 [†]	66	27	93	2	6
	2015	73	17	90	1	9
	2014	64	21	85	2	13
Community Board						
Whakatāne [†]		26	22	46	1	52
Ōhope Beach		43	32	75	-	25
Rangitāiki		20	22	42	-	58
Tāneatua		40	25	65	-	35
Murupara		-	12	12	-	88
Area						
Urban		26	20	46	-	54
Rural		23	25	48	-	52

% read across

[†] does not add to 100% due to rounding

Whakatāne Crematorium Facility

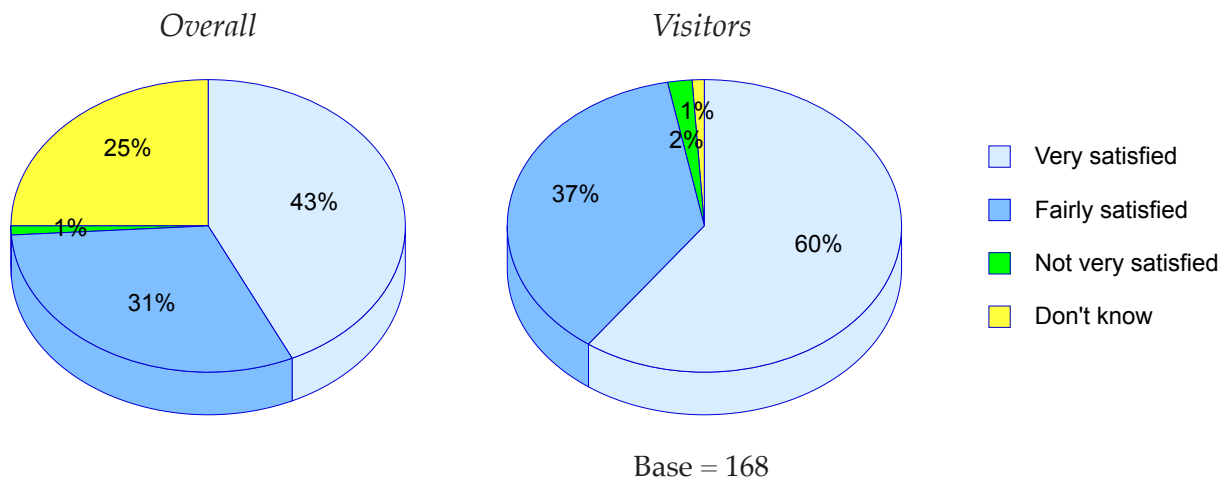


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 47%

Visitors = 92%

xi. Cemeteries Overall, Including Maintenance Of Cemeteries



74% of residents are satisfied with cemeteries overall, including maintenance of a cemetery, with 43% being very satisfied (49% in 2016). 1% are not very satisfied and a large percentage 25% are unable to comment (22% in 2016).

The percent not very satisfied is similar to the Peer Group Average and the 2016 reading and on par with the National Average.

55% of households have visited a cemetery in the last 12 months (62% in 2016), and of these 97% 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.

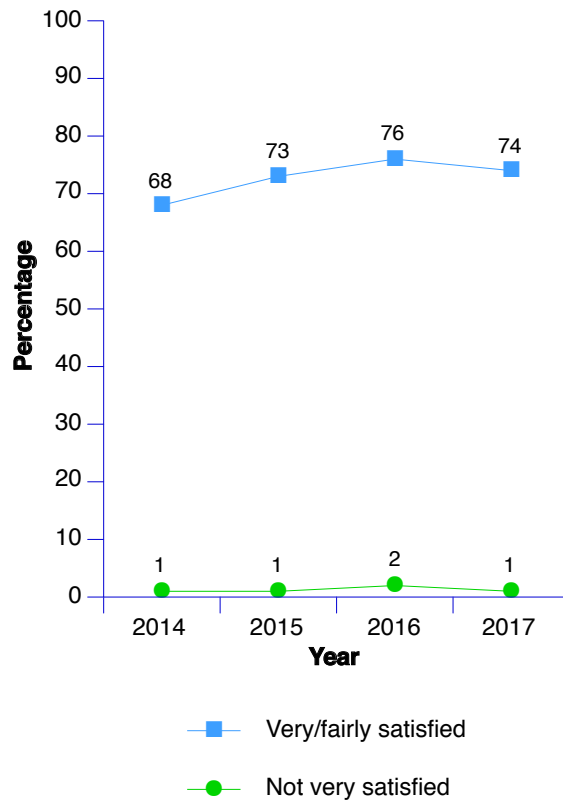
Satisfaction With Cemeteries Overall, Including Maintenance Of Cemeteries

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall						
Total District	2017	43	31	74	1	25
	2016	49	27	76	2	22
	2015 [†]	47	26	73	1	27
	2014 [†]	43	25	68	1	30
Visitors	2017	60	37	97	2	1
	2016	67	29	96	2	2
	2015	59	35	94	1	5
	2014	65	25	90	2	8
Comparison						
Peer Group (Provincial)		57	26	83	2	15
National Average [†]		41	30	71	4	24
Community Board						
Whakatāne		52	28	80	1	19
Ōhope Beach		44	34	78	-	22
Rangitāiki		33	30	63	1	36
Tāneatua [†]		57	32	89	-	12
Murupara		10	44	54	4	42
Area						
Urban [†]		47	29	76	-	23
Rural		35	33	68	3	29

% read across

[†] does not add to 100% due to rounding

Cemeteries Overall

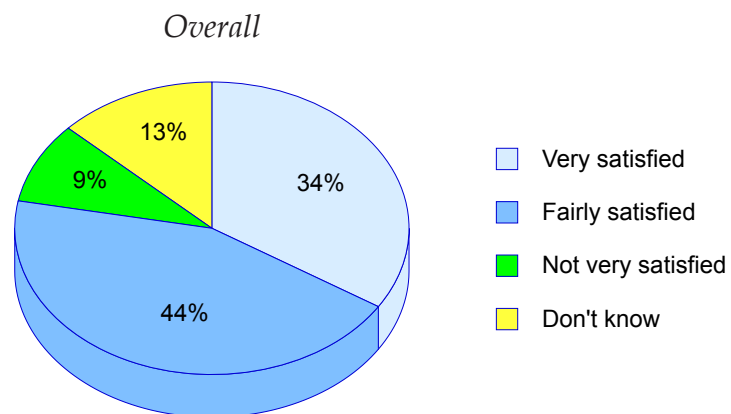


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 74%

Visitors = 97%

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



78% of residents are satisfied with harbour facilities (75% in 2016), including 34% who are very satisfied. 9% are not very satisfied and 13% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is on par with the 2016 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.

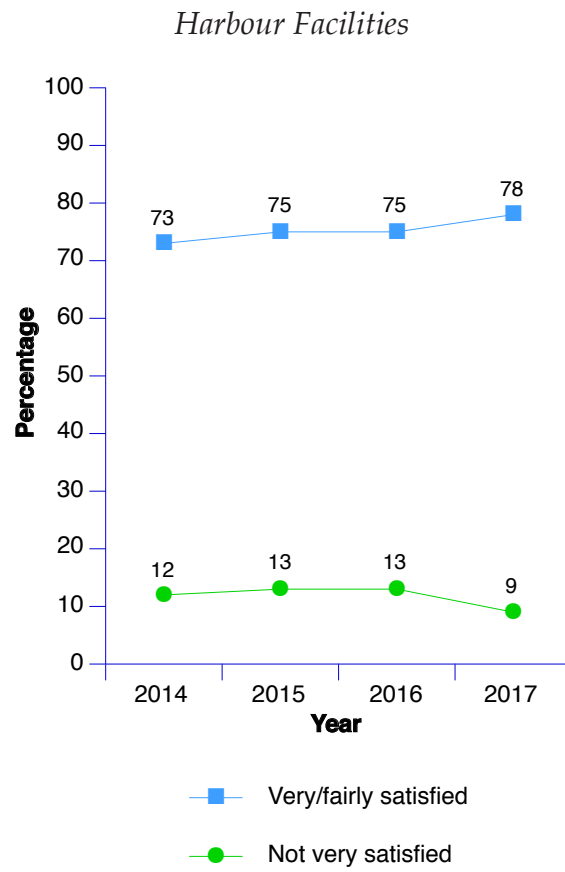
Satisfaction With Harbour Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2017	34	44	78	9	13
2016	33	42	75	13	12
2015	42	33	75	13	12
2014	34	39	73	12	15
Community Board					
Whakatāne [†]	37	42	79	8	14
Ōhope Beach [†]	50	43	93	5	1
Rangitāiki	24	53	77	13	10
Tāneatua	49	41	90	6	4
Murupara [†]	15	32	47	10	44
Area					
Urban	34	43	77	9	14
Rural	32	47	79	9	12

% read across

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

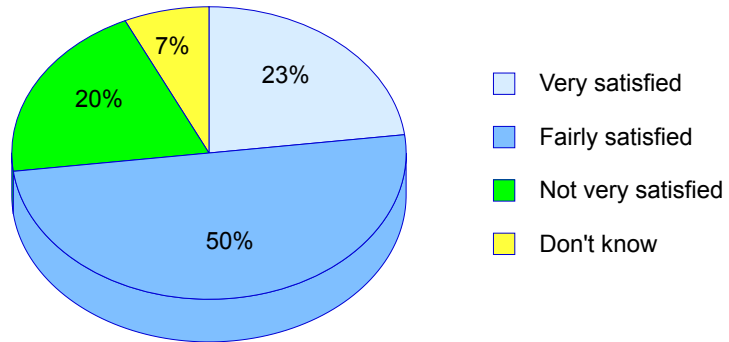
† does not add to 100% due to rounding



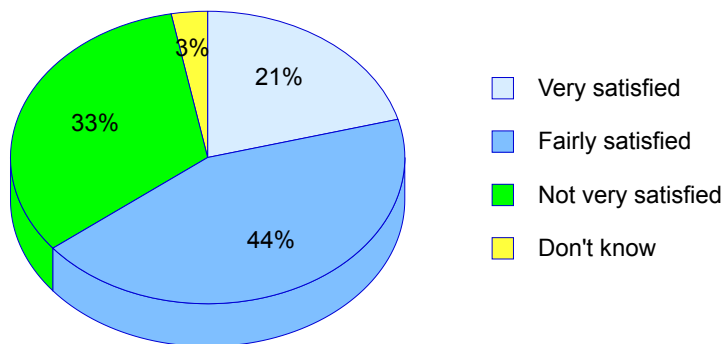
Recommended Satisfaction Measure For Reporting Purposes:
Total District = 78%

xiii. Control Of Dogs

Overall

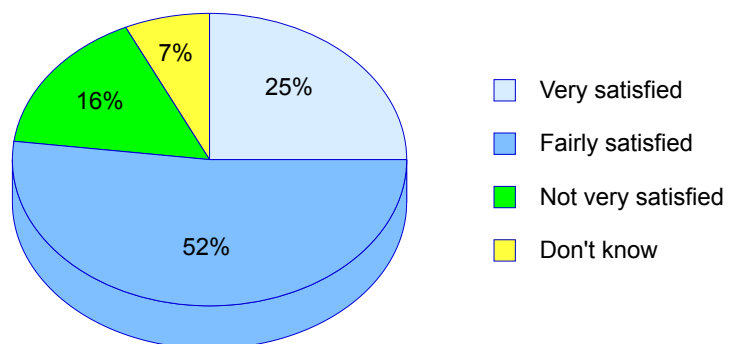


Contacted Council



Base = 74

Dog Owners



Base = 119

73% of residents express satisfaction with the dog control (62% in 2016), while 20% are not very satisfied with this service. 7% are unable to comment.

The percent not very satisfied is on par with the Peer Group Average, similar to the National Average and 10% below the 2016 reading.

28% of households have contacted Council regarding dog control in the last 12 months and of these, 65% are satisfied (47% in 2016), and 33% are not very satisfied (49% in 2016).

44% of households have a dog, and of these 77% are satisfied and 16% not very satisfied.

Tāneatua Community Board residents are more likely to be not very satisfied with dog control, than other Community Board residents.

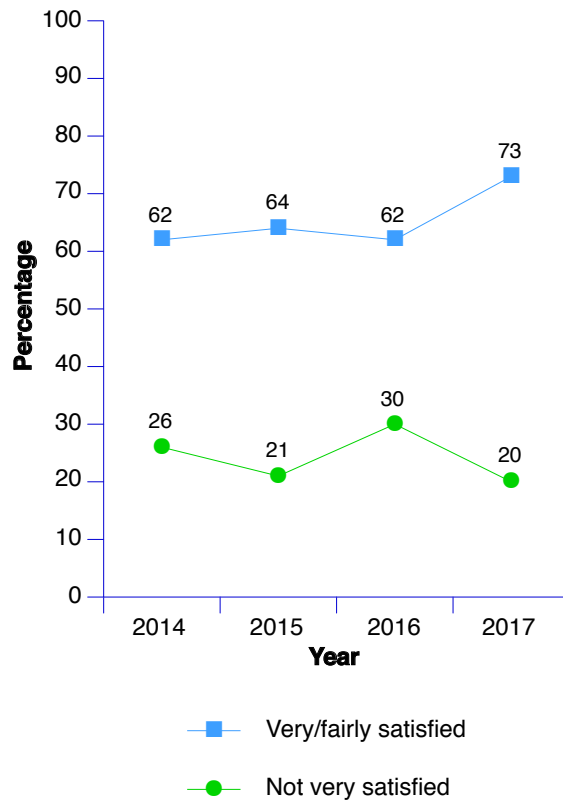
Satisfaction With Control Of Dogs

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	23	50	73	20	7
	2016	20	42	62	30	8
	2015	25	39	64	21	15
	2014 [†]	24	38	62	26	11
Contacted Council	2017 [†]	21	44	65	33	3
	2016	23	24	47	49	4
	2015	33	31	64	33	3
	2014	29	27	56	42	2
Dog Owners		25	52	77	16	7
Comparison						
Peer Group (Provincial) [†]		28	42	70	23	6
National Average		32	41	73	19	8
Community Board						
Whakatāne		27	51	78	19	3
Ōhope Beach [†]		25	58	83	15	3
Rangitāiki		19	51	70	16	14
Tāneatua		19	37	56	38	6
Murupara [†]		16	54	70	17	13
Area						
Urban		25	52	77	21	2
Rural [†]		19	48	67	17	15

% read across

[†] does not add to 100% due to rounding

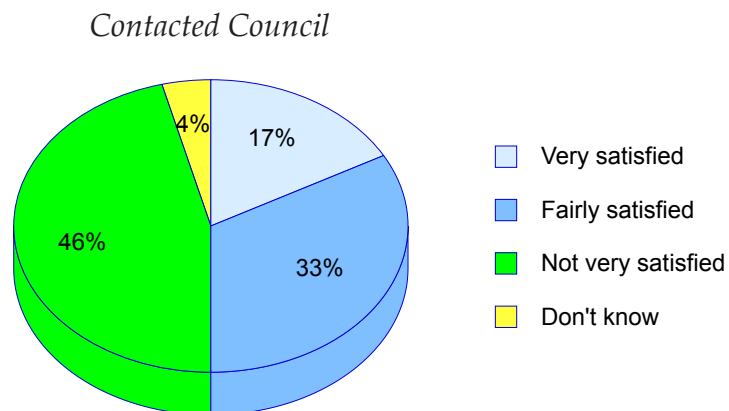
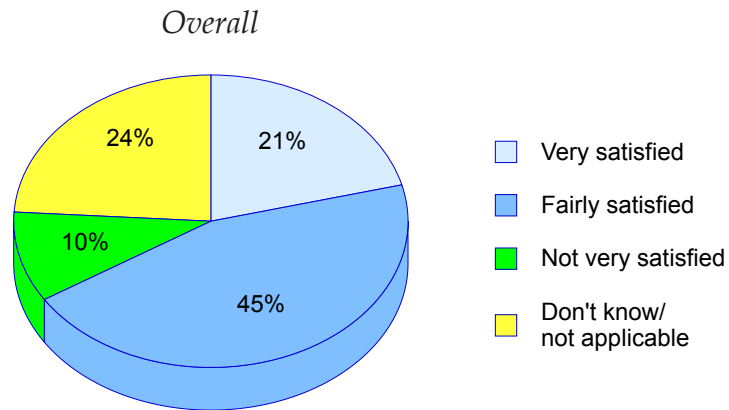
Control Of Dogs



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	73%
Contacted Council	=	65%
Dog Owners	=	77%

xiv. Noise Control



Base = 31
Margin of error $\pm 17.6\%$

66% of residents are satisfied with noise control, while 10% are not very satisfied with this aspect of the District. A large percentage, 24%, are unable to comment. These readings are similar to the 2016 results.

The percent not very satisfied is on par with the Peer Group Average, and similar to the National Average and the 2016 reading.

11% of households have contacted the Council about noise in the last year, with 50% being satisfied with noise control (67% in 2016) and 46% being not very satisfied (22% in 2016).

Shorter term residents, those residing in the District 10 years or less, are more likely to be not very satisfied with noise control, than longer term residents. It also shows that Murupara Community Board residents are slightly more likely to feel this way, than other Community Board residents.

Satisfaction With Noise Control

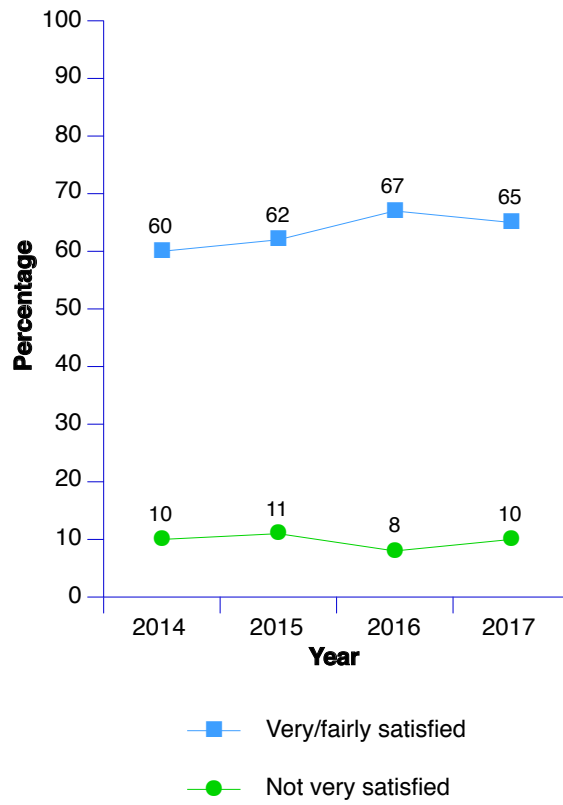
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	21	45	66	10	24
	2016	23	44	67	8	25
	2015 [†]	25	37	62	11	28
	2014	23	37	60	10	30
Contacted Council	2017	17	33	50	46	4
	2016 [†]	24	43	67	22	10
	2015	18	37	55	36	9
	2014 ^{**}	44	25	69	32	-
Comparison						
Peer Group (Provincial)		34	43	77	5	18
National Average [†]		36	43	79	10	12
Community Board						
Whakatāne [†]		30	43	73	10	18
Ōhope Beach [†]		22	55	77	3	21
Rangitāiki		11	47	58	7	35
Tāneatua [†]		25	36	61	14	26
Murupara [†]		-	57	57	28	16
Area						
Urban		26	45	71	12	17
Rural		11	47	58	7	35
Length of Residence						
Lived there 10 years or less		20	48	68	20	12
Lived there more than 10 years		21	45	66	8	26

% read across

* caution: small base

† does not add to 100% due to rounding

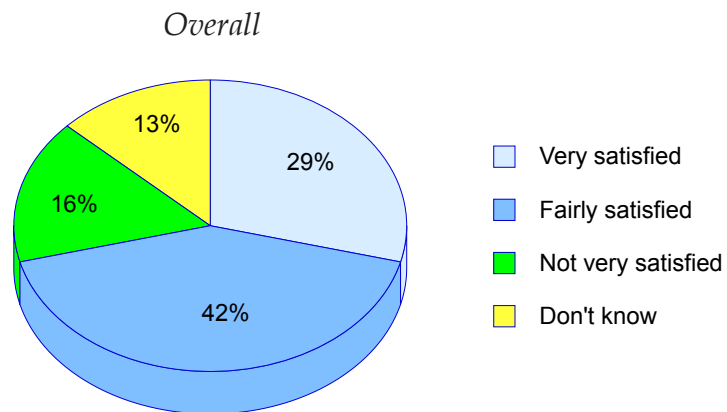
Noise Control



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 66%
 Contacted Council = 50%

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



71% of residents are satisfied with tourism promotion (75% in 2016), including 29% who are very satisfied (32% in 2016), while 16% are not very satisfied. 13% are unable to comment (7% in 2016).

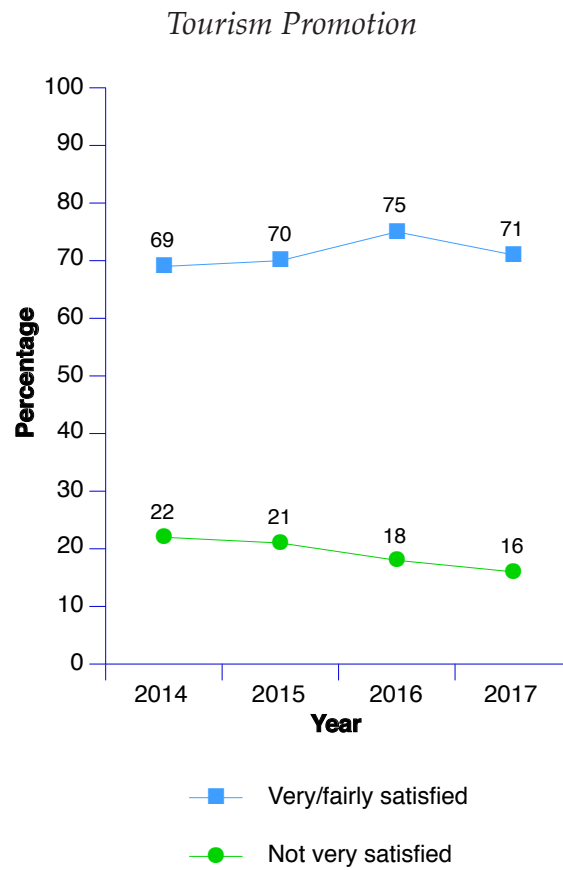
The percent not very satisfied is similar to the Peer Group and National Averages and the 2016 reading.

Shorter term residents, those residing in the District 10 years or less, are more likely to be not very satisfied with tourism promotion, than longer term residents.

Satisfaction With Tourism Promotion

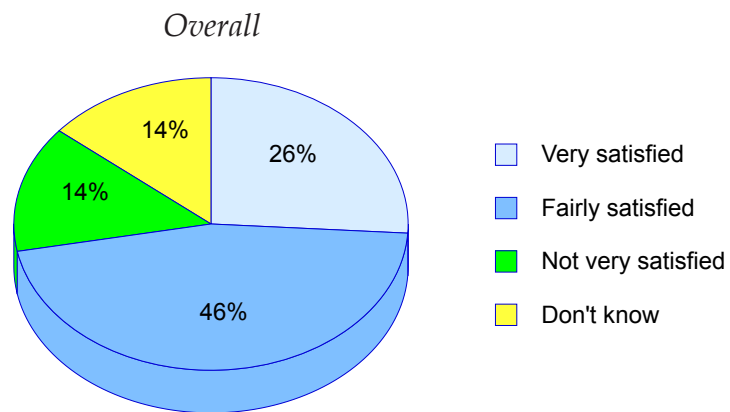
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	29	42	71	16	13
2016	32	43	75	18	7
2015	29	41	70	21	9
2014	22	47	69	22	9
Comparison					
Peer Group (Provincial)	40	38	78	14	8
National Average	28	38	66	16	18
Community Board					
Whakatāne	35	40	75	17	8
Ōhope Beach	26	62	88	5	7
Rangitāiki	25	46	71	13	16
Tāneatua	26	28	54	22	24
Murupara	10	33	43	31	26
Area					
Urban	30	43	73	17	10
Rural	26	40	66	14	20
Length of Residence					
Lived there 10 years or less	36	23	59	28	13
Lived there more than 10 years	27	46	73	14	13

% read across



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

xvi. Council's Efforts To Enable And Promote Events



72% of residents are satisfied with Council's efforts to enable and promote events, including 26% who are very satisfied, while 14% are not very satisfied (17% in 2016). 14% are unable to comment (10% in 2016).

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.

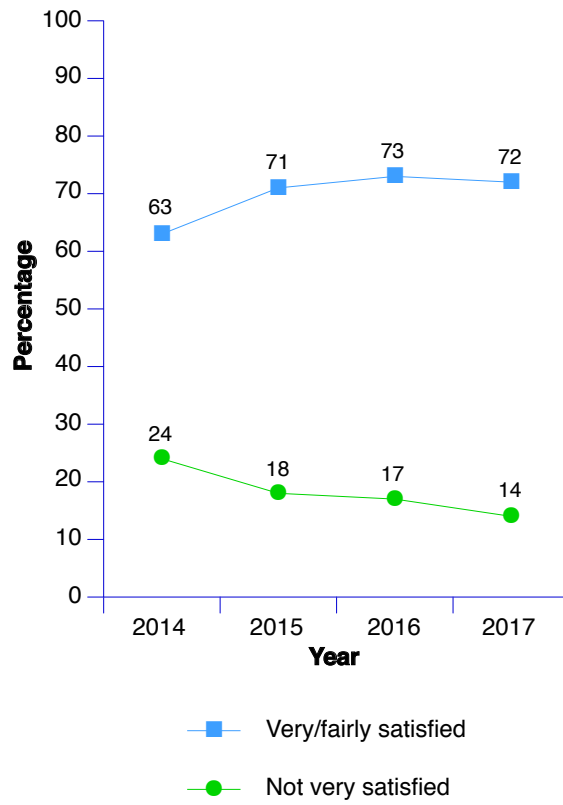
Satisfaction With Council's Efforts To Enable And Promote Events

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	26	46	72	14	14
2016	27	46	73	17	10
2015	27	44	71	18	11
2014	17	46	63	24	13
Community Board					
Whakatāne	30	46	76	15	9
Ōhope Beach	30	32	62	25	13
Rangitāiki	23	54	77	7	16
Tāneatua [†]	27	38	65	18	18
Murupara	12	39	51	25	24
Area					
Urban	28	47	75	16	9
Rural	23	45	68	11	21

% read across

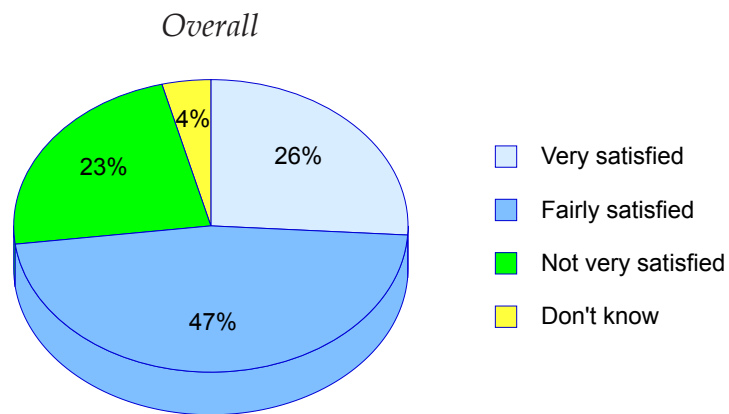
[†] does not add to 100% due to rounding

Council's Efforts To Enable And Promote Events



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

xvii. Parking In Whakatāne



73% of residents are satisfied with Whakatāne, including 26% who are very satisfied (30% in 2016). 23% are not very satisfied and 4% are unable to comment.

The percent not very satisfied is below the Peer Group and National Averages and similar to the 2016 result.

Rural residents are more likely to be not very satisfied with parking in Whakatāne, than Urban residents.

Satisfaction With Parking In Whakatāne

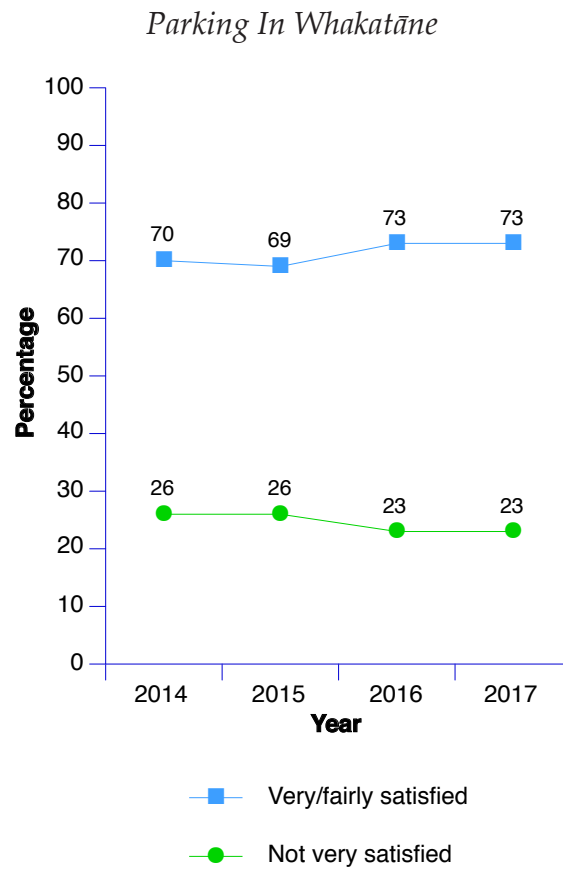
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2017	26	47	73	23	4
2016 [†]	30	43	73	23	3
2015 [†]	34	35	69	26	6
2014	27	43	70	26	4
Comparison*					
Peer Group (Provincial)	31	37	68	31	1
National Average	19	35	54	42	4
Community Board					
Whakatāne	27	49	76	23	1
Ōhope Beach	28	59	87	13	-
Rangitāiki	27	45	72	27	1
Tāneatua	30	42	72	27	1
Murupara	5	42	47	19	34
Area					
Urban [†]	25	52	77	19	3
Rural	27	39	66	29	5

% read across

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

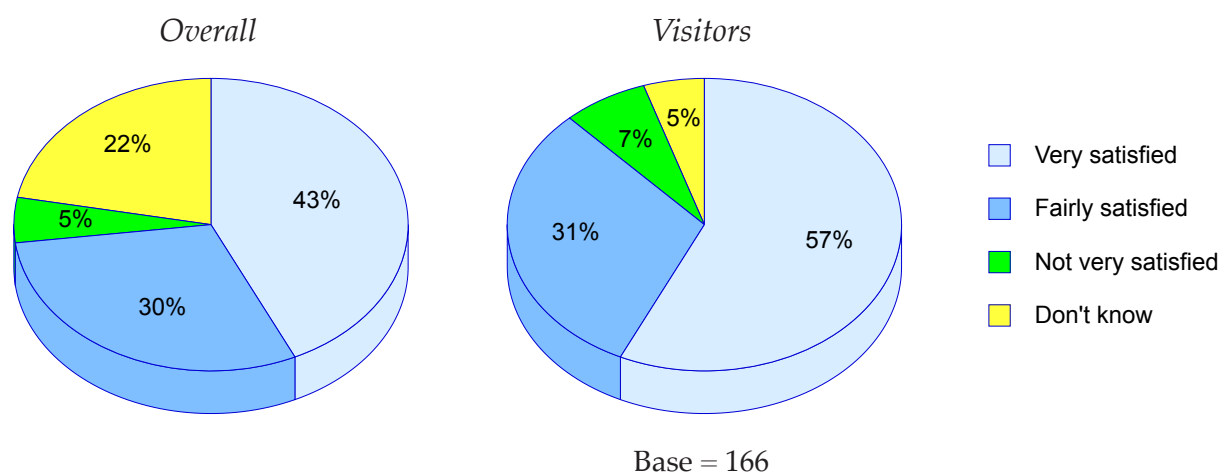
* Peer Group and National Averages refer to parking in CBD of city / town

[†] does not add to 100% due to rounding



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

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



73% of residents are satisfied with Whakatāne Exhibition Centre, including 43% who are very satisfied (49% in 2016), while 5% 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 (22%) are unable to comment 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', 88% are satisfied (94% in 2016) and 7% not very satisfied.

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

Satisfaction With Whakatāne Exhibition Centre

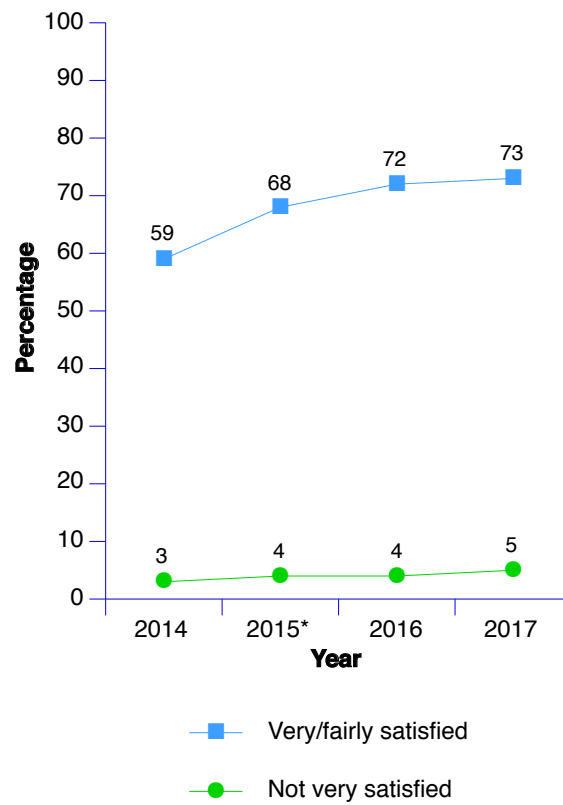
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	43	30	73	5	22
	2016 [†]	49	23	72	4	23
	2015*	40	28	68	4	28
	2014 [†]	43	16	59	3	39
Visitors	2017	57	31	88	7	5
	2016	74	20	94	5	1
	2015	56	32	88	6	6
	2014	69	19	88	4	8
Community Board						
Whakatāne [†]		43	36	79	7	15
Ōhope Beach		72	8	80	4	16
Rangitāiki [†]		43	28	71	4	24
Tāneatua [†]		50	31	81	3	15
Murupara		8	21	29	-	71
Area						
Urban [†]		47	28	76	4	20
Rural		36	32	68	5	27

% read across

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

[†] does not add to 100% due to rounding

Whakatāne Exhibition Centre



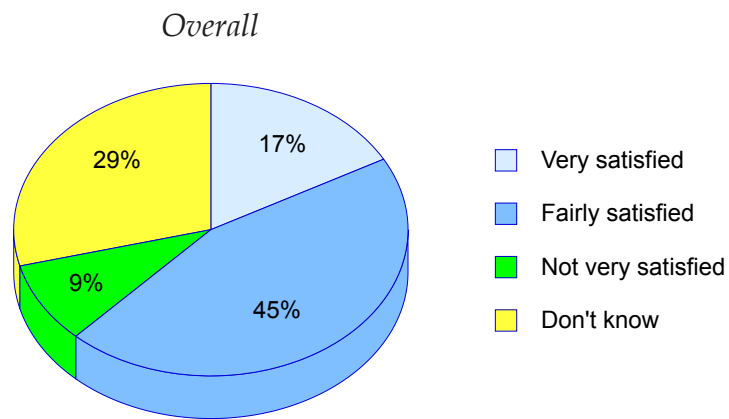
* in 2015 residents advised that this "includes the galleries and museums display spaces"

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 73%

Visitors = 88%

xix. Council's Efforts To Manage The Whakatāne Airport



62% of residents are satisfied with Council's efforts to manage Whakatāne Airport (66% in 2016), while 9% are not very satisfied. A large percentage, 29%, are unable to comment (24% in 2016).

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is similar to the 2016 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.

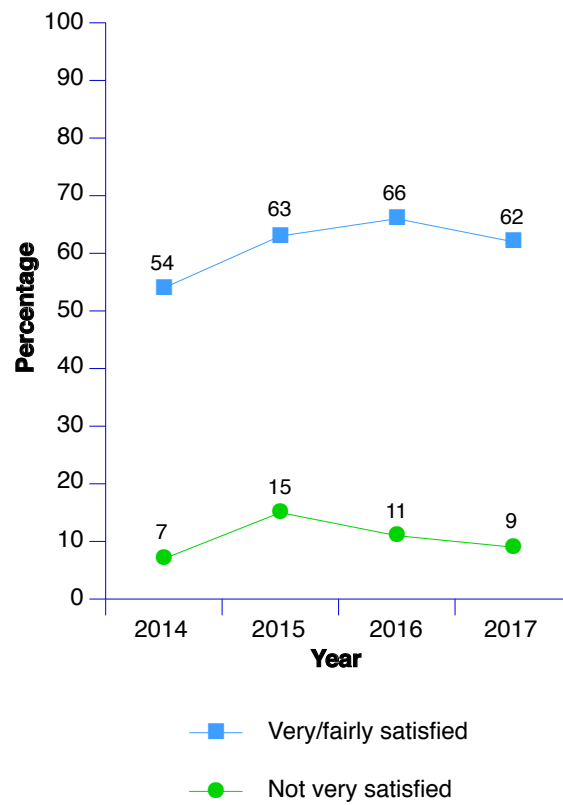
Satisfaction With Council's Efforts To Manage The Whakatāne Airport

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	17	45	62	9	29
2016 [†]	30	36	66	11	24
2015	29	34	63	15	22
2014	14	40	54	7	39
Community Board					
Whakatāne [†]	21	52	73	10	18
Ōhope Beach [†]	20	27	47	7	45
Rangitāiki [†]	15	45	60	9	32
Tāneatua	21	51	72	12	16
Murupara	-	22	22	4	74
Area					
Urban	19	46	65	8	27
Rural [†]	14	43	57	11	31

% read across

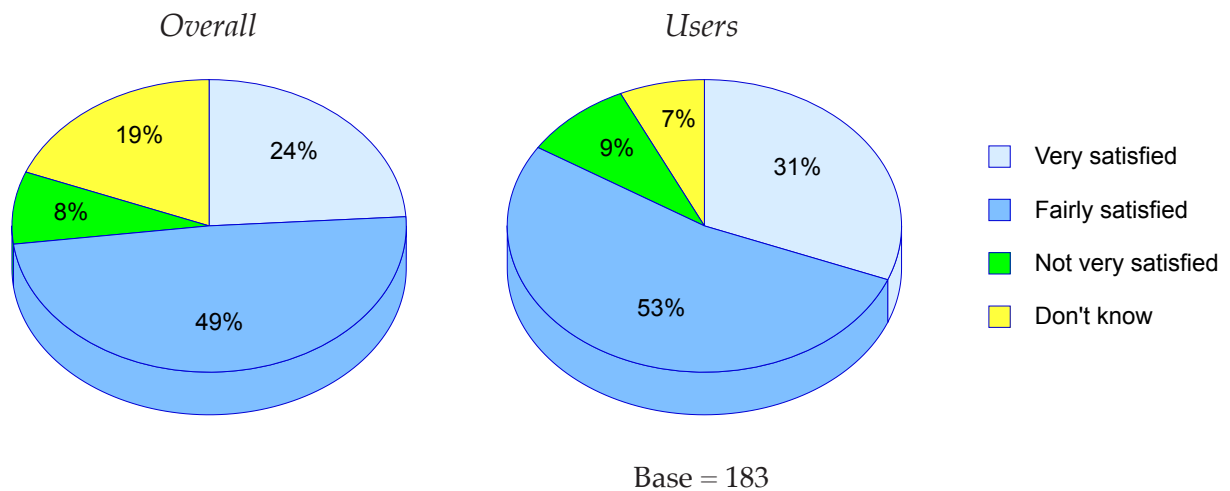
[†] does not add to 100% due to rounding

Council's Efforts To Manage The Whakatāne Airport



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 62%

xx. Public Halls



73% of residents are satisfied with public halls (76% in 2016), while 8% are not very satisfied. 19% are unable to comment (15% in 2016).

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and the 2016 reading.

67% of households have used a public hall in the last 12 months. Of these residents, 84% are satisfied and 9% are not very satisfied.

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

Satisfaction With Public Halls

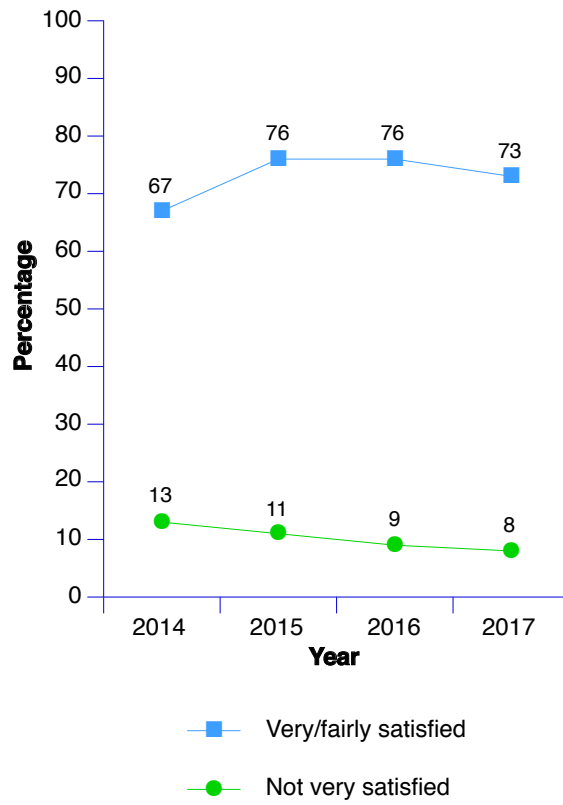
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall*						
Total District	2017	24	49	73	8	19
	2016	25	51	76	9	15
	2015 [†]	27	49	76	11	14
	2014	32	35	67	13	20
Users	2017	31	53	84	9	7
	2016 [†]	30	56	86	10	5
	2015	32	51	83	13	4
	2014 [†]	37	40	77	16	6
Comparison						
Peer Group (Provincial)		28	39	67	5	28
National Average		25	37	62	7	31
Community Board						
Whakatāne		29	50	79	6	15
Ōhope Beach [†]		28	47	75	12	12
Rangitāiki		22	52	74	7	19
Tāneatua		25	48	73	10	17
Murupara		4	42	46	8	46
Area						
Urban		27	50	77	6	17
Rural		20	48	68	10	22

% read across

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

[†] does not add to 100% due to rounding

Public Halls

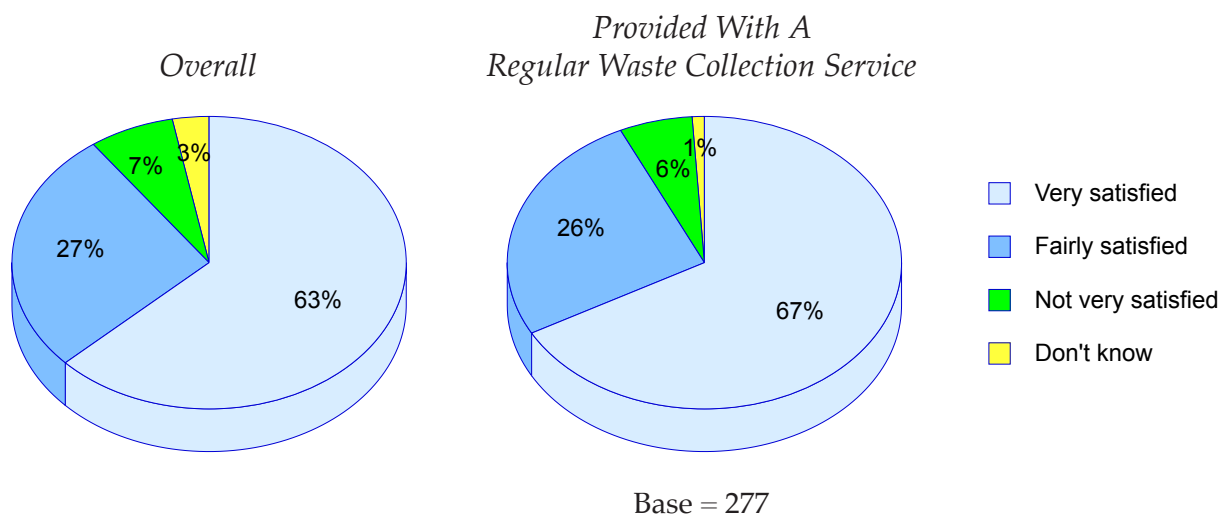


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 73%

Users = 84%

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



90% of residents are satisfied with kerbside waste collection service, including 63% who are very satisfied (59% in 2016). 7% are not very satisfied and 3% are unable to comment.

The percent not very satisfied is on par with the Peer Group[†] and National Averages[†] and similar to the 2016 result.

93% of residents are provided with a regular waste collection service and kerbside recycling services in the last 12 months. Of these, 93% are satisfied (89% in 2016) and 6% 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.

[†] Peer Group and National Averages refer to the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2016 National Communitrak™ Survey.

Satisfaction With Kerbside Waste Collection Service

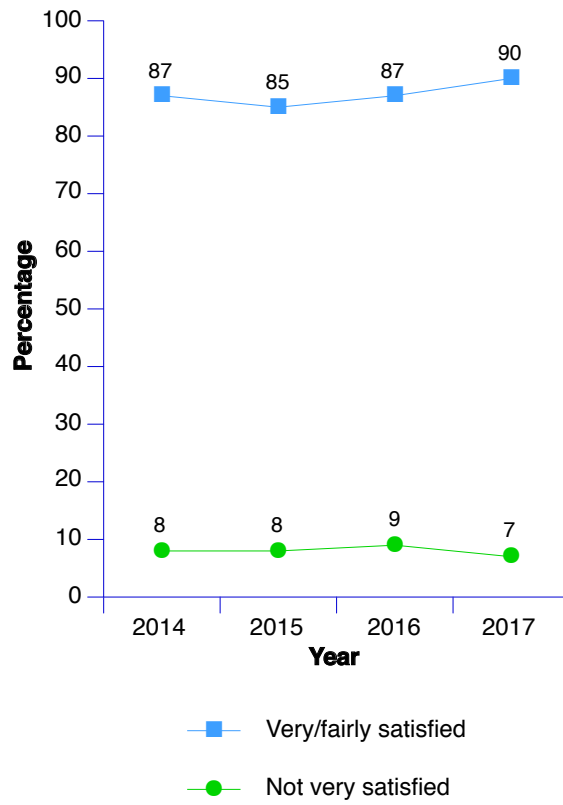
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District					
2017	63	27	90	7	3
2016	59	28	87	9	4
2015	61	24	85	8	7
2014	62	25	87	8	5
Service Provided					
2017	67	26	93	6	1
2016	61	28	89	9	2
2015	64	25	89	8	3
2014	65	26	91	7	2
Comparison*					
Peer Group (Provincial)	59	20	79	12	9
National Average [†]	53	28	81	12	8
Community Board					
Whakatāne	74	24	98	2	-
Ōhope Beach	82	17	99	1	-
Rangitāiki	57	27	84	9	7
Tāneatua	38	36	74	22	4
Murupara	39	40	79	10	11
Area					
Urban [†]	74	22	96	3	-
Rural	44	35	79	12	9

% read across

* Peer Group and National Averages refer to the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2016 National Communitrak™ Survey

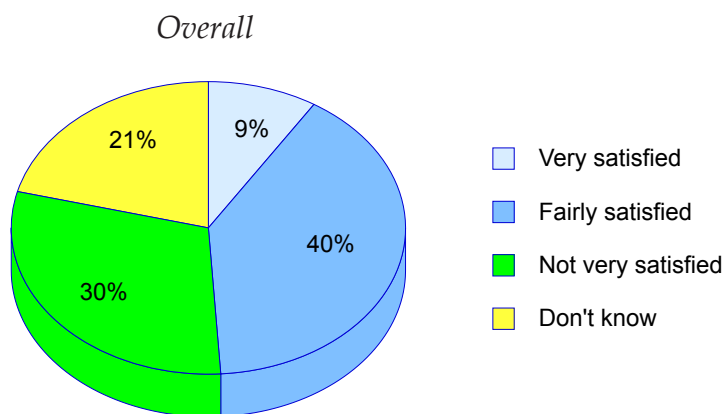
[†] does not add to 100% due to rounding

Kerbside Waste Collection Service



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 90%
 Provided With A Regular Waste Collection Service = 93%

xxii. Business Promotion



49% of residents are satisfied with business promotion, while 30% are not very satisfied and 21% are unable to comment. These readings are similar to the 2016 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 ...

- longer term residents, those residing in the District more than 10 years,
- residents with an annual household income of more than \$70,000.

It also appears that Rural residents are slightly more likely to feel this way, than Urban residents.

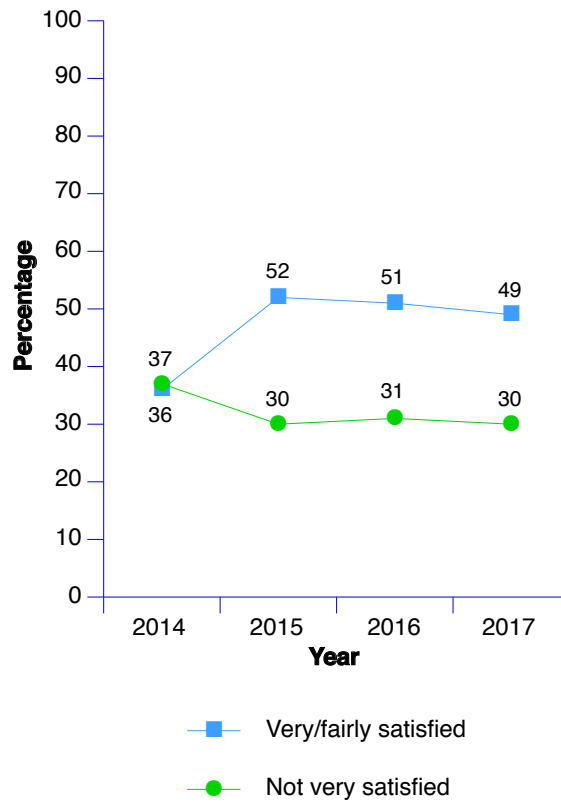
Satisfaction With Business Promotion

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	9	40	49	30	21
2016 [†]	13	38	51	31	19
2015	15	37	52	30	18
2014	8	28	36	37	27
Comparison					
Peer Group (Provincial) [†]	18	36	54	28	19
National Average	13	34	47	24	29
Community Board					
Whakatāne	11	49	60	24	16
Ōhope Beach	6	41	47	27	26
Rangitāiki	7	34	41	36	23
Tāneatua	10	36	46	27	27
Murupara [†]	4	14	18	48	35
Area[†]					
Urban	10	45	55	27	19
Rural	6	32	38	35	26
Length of Residence					
Lived there 10 years or less [†]	14	39	53	18	28
Lived there more than 10 years	8	40	48	32	20
Household Income					
Less than \$40,000 pa	13	35	48	12	40
\$40,000-\$70,000 pa	4	52	56	22	22
More than \$70,000 pa	9	38	47	39	14

% read across

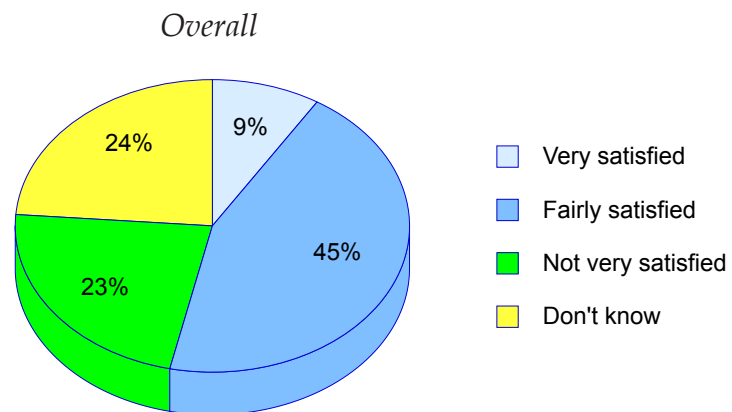
[†] does not add to 100% due to rounding

Business Promotion



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 49%

xxiii. Council's Efforts To Attract And Retain Residents



54% of residents overall are satisfied with Council's efforts to attract and retain residents (57% in 2016), with 23% being not very satisfied. 24% 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 2016 result.

Residents with an annual household income of less than \$40,000 are **less** likely to feel not very satisfied, than other income groups.

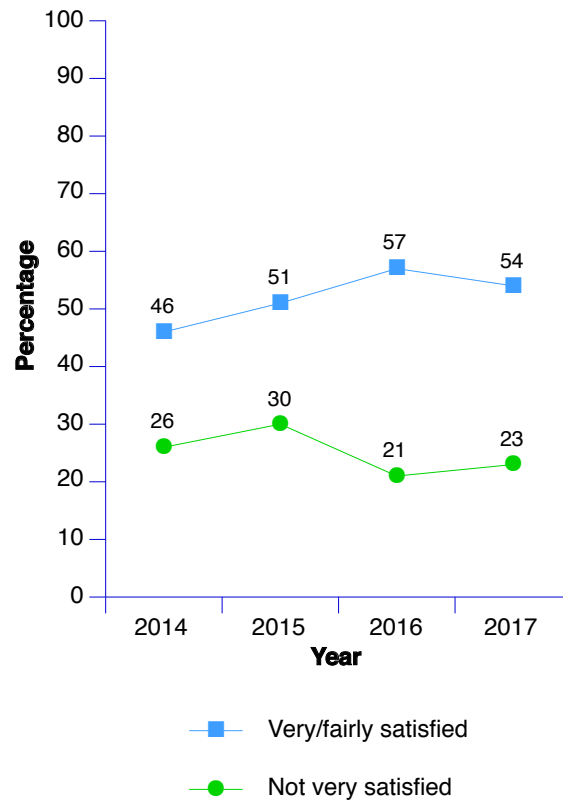
Satisfaction With Council's Efforts To Attract And Retain Residents

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017 [†]	9	45	54	23	24
2016	13	44	57	21	22
2015	11	40	51	30	19
2014	6	40	46	26	28
Community Board					
Whakatāne	11	50	61	18	21
Ōhope Beach	6	51	57	18	25
Rangitāiki [†]	8	47	55	26	20
Tāneatua [†]	6	37	43	26	32
Murupara [†]	6	15	21	38	42
Area					
Urban	9	47	56	22	22
Rural	8	41	49	25	26
Household Income					
Less than \$40,000 pa	14	37	51	8	41
\$40,000-\$70,000 pa [†]	3	49	52	24	24
More than \$70,000 pa [†]	8	47	55	28	17

% read across

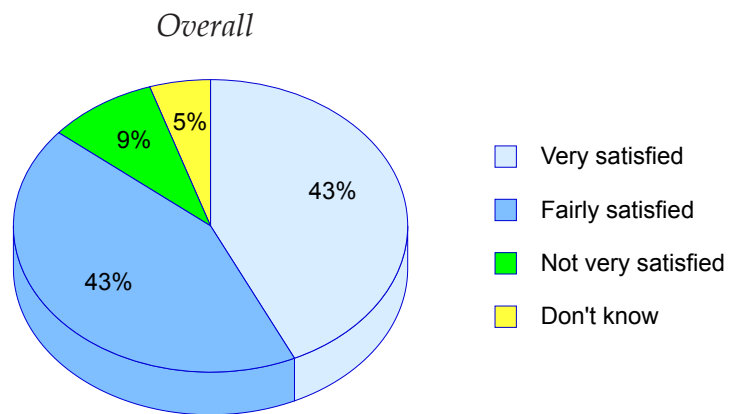
[†] does not add to 100% due to rounding

Council's Efforts To Attract And Retain Residents



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 54%

xxiv. Walking And Cycling Facilities In The District



86% of residents are satisfied with walking and cycling facilities in the District, including 43% who are very satisfied (53% in 2016). 9% are not very satisfied and 5% 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 2016 result.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents not very satisfied with walking and cycling facilities in the District.

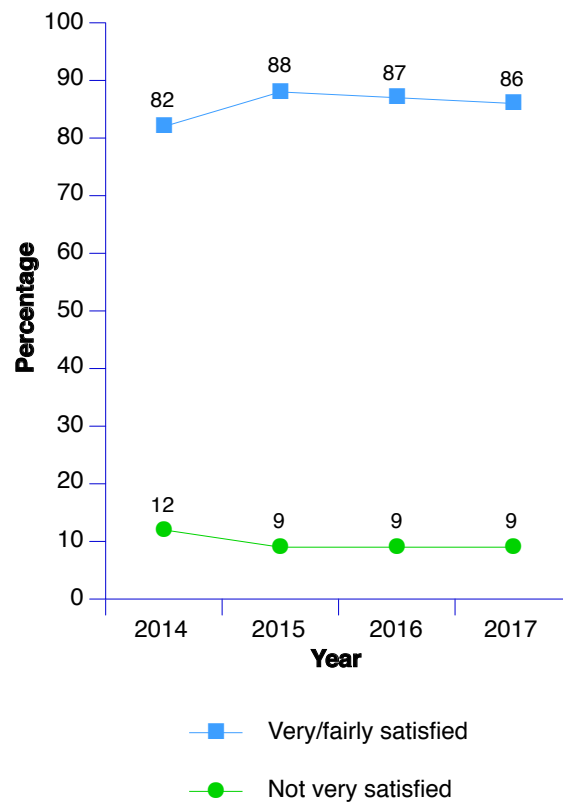
Satisfaction With Walking And Cycling Facilities In The District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	43	43	86	9	5
2016	53	34	87	9	4
2015	60	28	88	9	3
2014	52	30	82	12	6
Community Board					
Whakatāne	55	39	94	5	1
Ōhope Beach [†]	43	38	81	20	-
Rangitāiki	38	49	87	8	5
Tāneatua [†]	33	45	78	19	4
Murupara	11	48	59	11	30
Area					
Urban	48	41	89	8	3
Rural	35	48	83	10	7

% read across

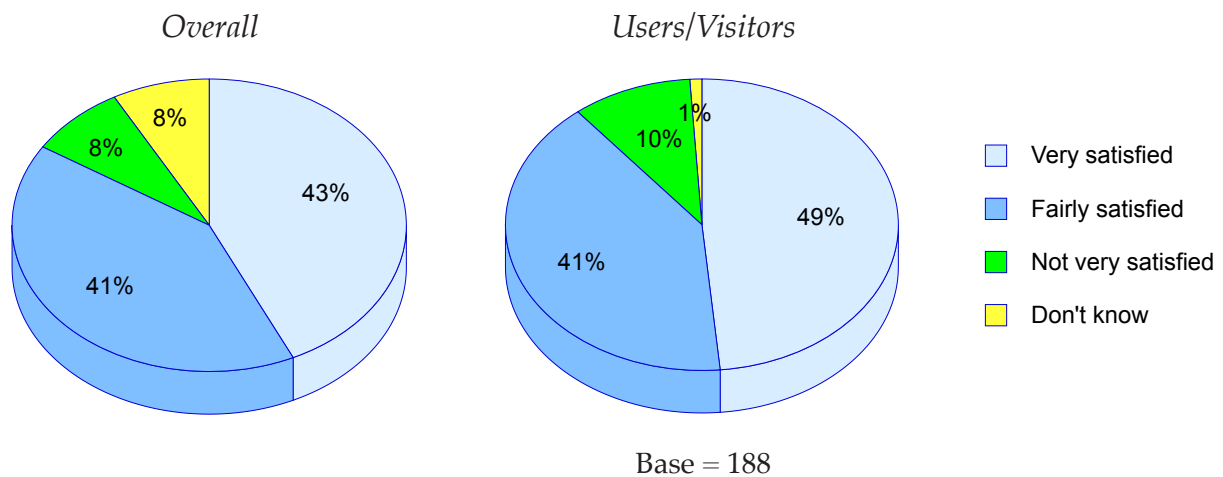
[†] does not add to 100% due to rounding

Walking And Cycling Facilities In The District



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 86%

xxv. Playgrounds



84% of Whakatāne District residents are satisfied with playgrounds, including 43% who are very satisfied (49% in 2016), with 8% being not very satisfied. 8% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average readings for **sportsfields and playgrounds** and similar to the 2016 result.

74% of households have used or visited a public playground in the last 12 months (65% in 2016). Of these, 94% are satisfied with these facilities and 4% are not very satisfied.

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

Satisfaction With Playgrounds

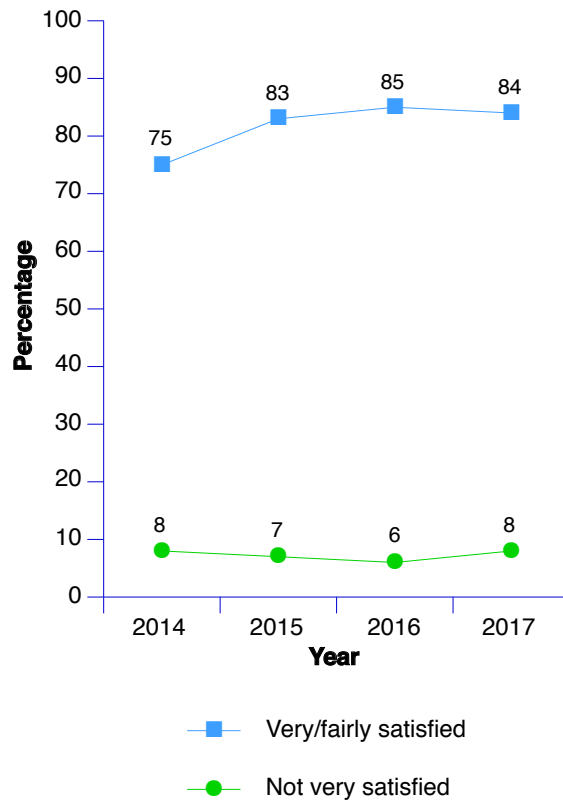
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall						
Total District	2017	43	41	84	8	8
	2016 [†]	49	36	85	6	10
	2015	54	29	83	7	10
	2014	40	35	75	8	17
Users/Visitors	2017 [†]	49	41	90	10	1
	2016	58	36	94	4	2
	2015	62	28	90	8	2
	2014	48	39	87	10	3
Comparison*						
Peer Group (Provincial) [†]		59	28	87	6	8
National Average		56	32	88	5	7
Community Board						
Whakatāne		52	35	87	5	8
Ōhope Beach		61	37	98	1	1
Rangitāiki [†]		34	47	81	10	10
Tāneatua		36	45	81	14	5
Murupara		18	45	63	23	14
Area						
Urban		48	36	84	9	7
Rural		34	49	83	7	10

% read across

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

[†] does not add to 100% due to rounding

Playgrounds

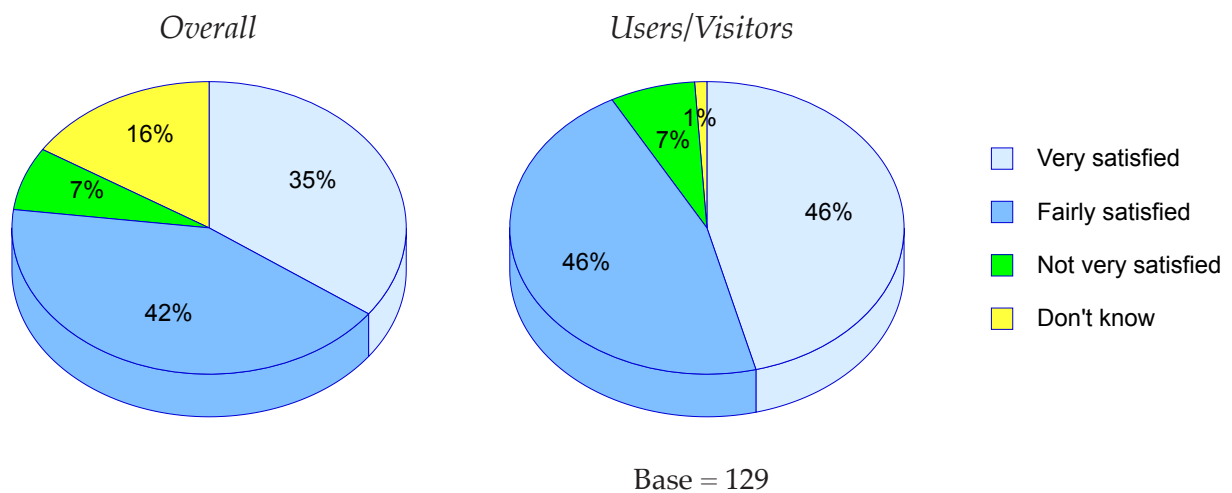


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 84%

Users/Visitors = 90%

xxvi. Public Swimming Pools



77% of residents are satisfied with public swimming pools (73% in 2016), including 35% who are very satisfied (40% in 2016), with 7% being not very satisfied. 16% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and on par with the 2016 result.

53% of households have used/visited a public swimming pool in the District in the last 12 months. Of these residents, 92% are satisfied with these facilities (85% in 2016) and 7% are not very satisfied (13% in 2016).

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

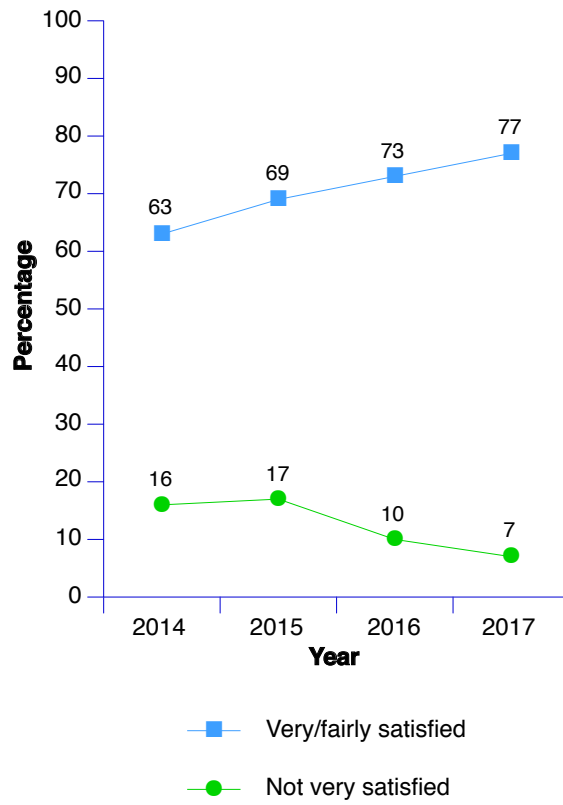
Satisfaction With Public Swimming Pools

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2017	35	42	77	7	16
	2016	40	33	73	10	17
	2015 [†]	32	37	69	17	15
	2014	27	36	63	16	21
Users/Visitors	2017	46	46	92	7	1
	2016 [†]	49	36	85	13	3
	2015	46	36	82	14	4
	2014	40	35	75	22	3
Comparison						
Peer Group (Provincial)		43	28	71	9	20
National Average		38	30	68	8	24
Community Board						
Whakatāne		38	45	83	6	11
Ōhope Beach		49	30	79	8	13
Rangitāiki		27	35	62	12	26
Tāneatua		43	50	93	1	6
Murupara [†]		26	52	78	4	17
Area						
Urban		38	43	81	6	13
Rural [†]		31	40	71	8	20

% read across

[†] does not add to 100% due to rounding

Public Swimming Pools

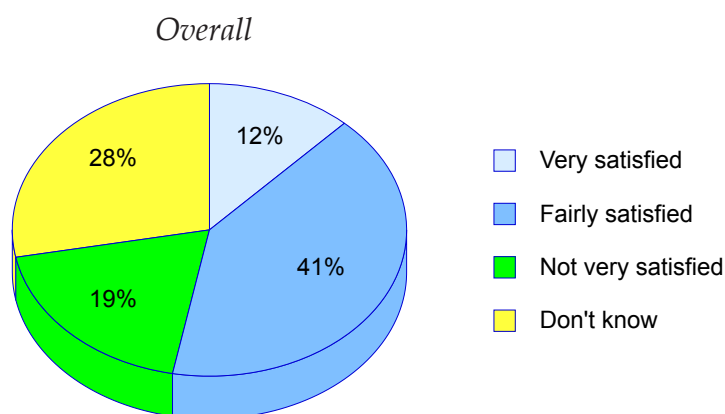


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 77%

Users/Visitors = 92%

xxvii. Council's Focus On Youth Events And Facilities



53% of residents are satisfied with Council's focus on youth events and facilities, while 19% are not very satisfied. A large percentage, 28% are unable to comment.

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 focus on youth events and facilities. However, it appears that the following residents are slightly more likely to feel this way ...

- Urban area residents,
- residents aged 18 to 64 years,
- NZ Māori residents,
- shorter term residents, those residing in the District 10 years or less.

Satisfaction With Council's Focus On Youth Events And Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2017	12	41	53	19	28
Community Board					
Whakatāne	13	39	52	18	30
Ōhope Beach	11	33	44	23	33
Rangitāiki	8	45	53	19	28
Tāneatua	23	51	74	11	15
Murupara [†]	10	40	50	24	26
Area					
Urban [†]	14	36	50	22	29
Rural	9	51	60	14	26
Age					
18-44 years [†]	11	45	56	26	17
45-64 years [†]	12	40	52	17	32
65+ years	15	36	51	8	41
Ethnicity					
NZ European	11	42	53	16	31
NZ Māori [†]	18	39	57	25	18
Length of Residence					
Lived there 10 years or less [†]	18	40	58	27	15
Lived there more than 10 years	11	41	52	17	31

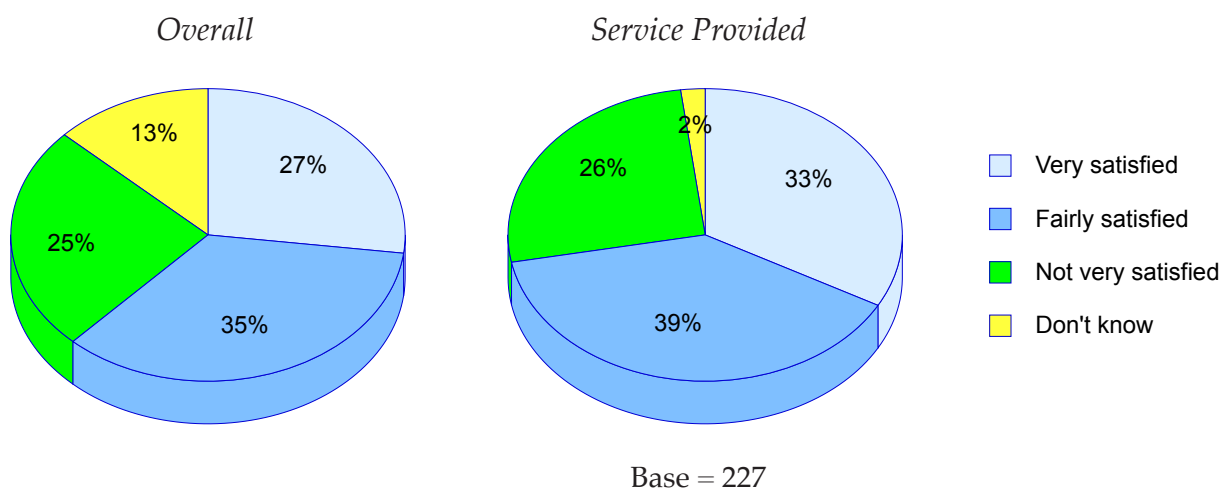
% read across

[†] does not add to 100% due to rounding

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 53%

xxviii. Water Supply

1. The Quality Of Drinking Water



62% of residents are satisfied with the quality of drinking water (67% in 2016), including 27% who are very satisfied (31% in 2016). 25% are not very satisfied and 13% are unable to comment (8% in 2016).

75% of residents receive a piped supply (80% in 2016). Of these, 72% are satisfied and 26% are not very satisfied.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents not very satisfied with the quality of the drinking water. However, it appears that longer term residents, those residing in the District more than 10 years, are **slightly more** likely, than shorter term residents, to feel this way.

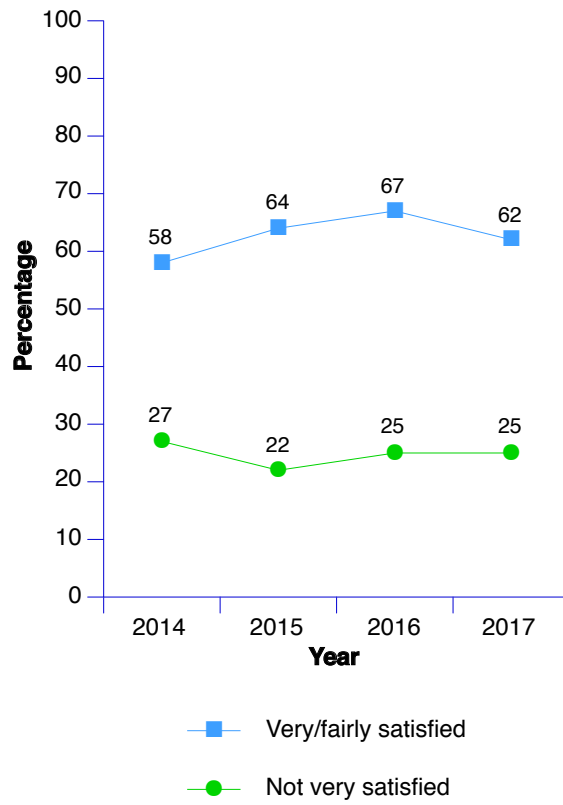
Satisfaction With Quality Of Drinking Water

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District	27	35	62	25	13
2016	31	36	67	25	8
2015	41	23	64	22	14
2014	27	31	58	27	15
Service Provided	33	39	72	26	2
2016	30	41	71	28	1
2015	49	27	76	22	2
2014 [†]	32	38	70	30	1
Community Board					
Whakatāne	25	(50)	(75)	25	-
Ōhope Beach	28	25	53	43	4
Rangitāiki	21	22	43	31	26
Tāneatua [†]	26	29	55	12	34
Murupara	(58)	20	(78)	3	19
Area					
Urban	(32)	(41)	(73)	26	1
Rural [†]	18	24	42	23	(34)
Length of Residence					
Lived there 10 years or less [†]	26	(47)	(73)	16	11
Lived there more than 10 years	27	33	60	27	13

% read across

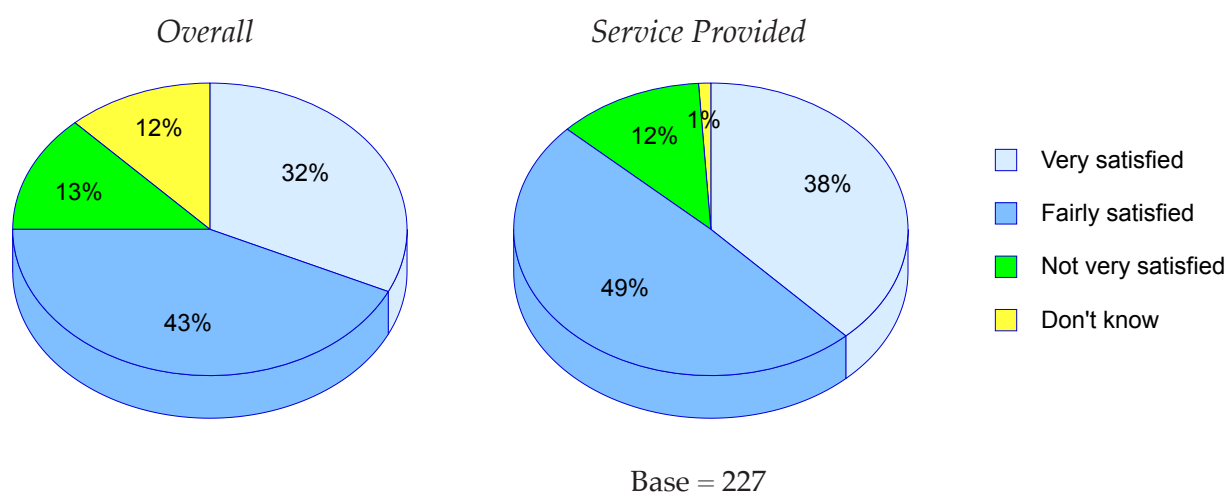
[†] does not add to 100% due to rounding

Quality Of Drinking Water



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 62%
Service Provided = 72%

2. Water Supply Overall



75% of residents are satisfied with water supply overall, including 32% who are very satisfied (36% in 2016). 13% are not very satisfied (16% in 2016) and 12% are unable to comment (8% in 2016).

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

Of those residents provided with a piped water supply, 87% are satisfied and 12% 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.

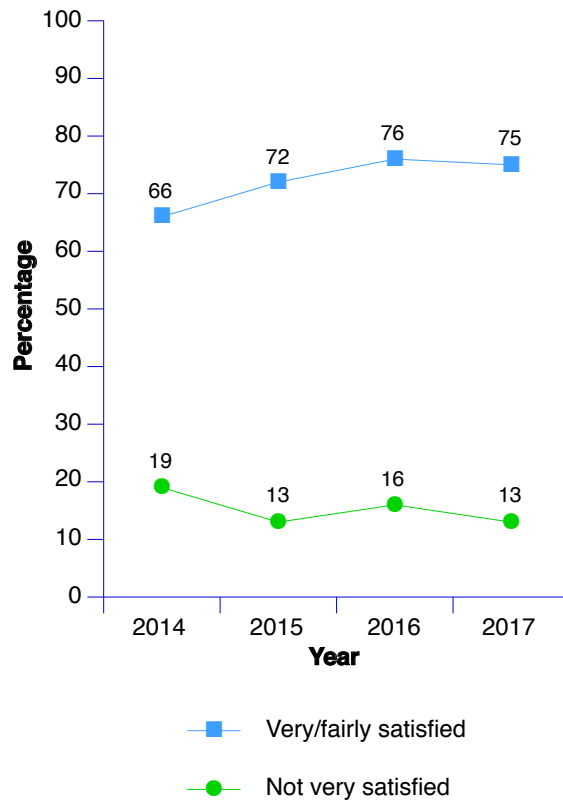
Satisfaction With Water Supply Overall

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall						
Total District	2017	32	43	75	13	12
	2016	36	40	76	16	8
	2015	44	28	72	13	15
	2014	29	37	66	19	15
Service Provided	2017	38	49	87	12	1
	2016	36	46	82	17	1
	2015	52	33	85	13	2
	2014 [†]	35	44	79	20	-
Comparison						
Peer Group (Provincial) [†]		47	27	74	11	16
National Average		50	31	81	9	10
Community Board						
Whakatāne		30	58	88	12	-
Ōhope Beach [†]		37	46	83	18	-
Rangitāiki		30	27	57	20	23
Tāneatua [†]		30	30	60	5	34
Murupara		46	36	82	-	18
Area						
Urban		38	50	88	12	-
Rural		22	31	53	15	32

% read across

[†] does not add to 100% due to rounding

Water Supply Overall

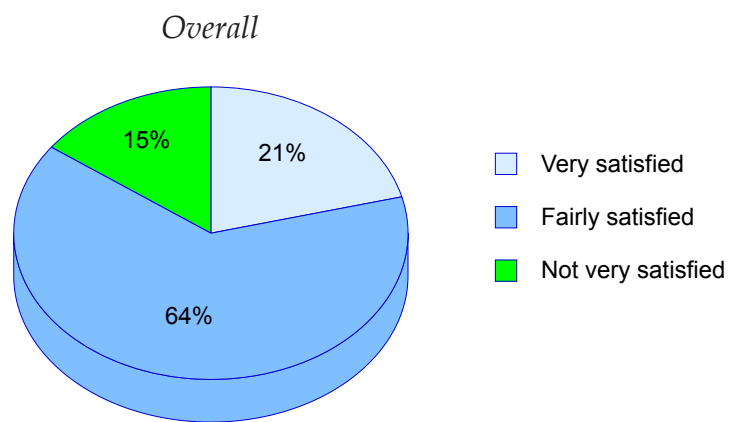


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 75%
Service Provided = 87%

xxix. Roads (excluding State Highways 2 and 30)

1. Safety Of Council Roding



85% of residents are satisfied with the safety of Council roads, while 15% are not very satisfied. These readings are similar to the 2016 results.

Residents more likely to be not very satisfied with the safety of Council roads are ...

- Tāneatua Community Board residents,
- Rural residents.

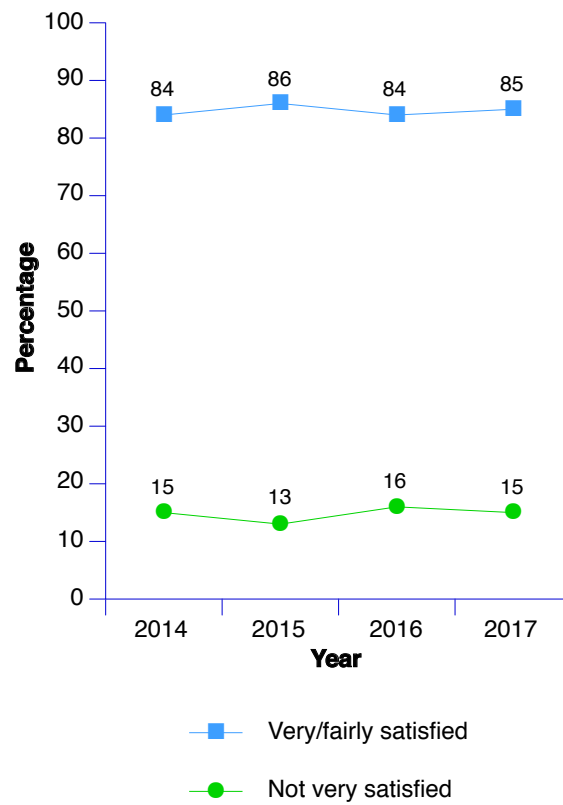
Satisfaction With Safety Of Council Roads

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2017	21	64	85	15	-
2016 [†]	29	55	84	16	1
2015	33	53	86	13	1
2014 [†]	25	59	84	15	-
Community Board					
Whakatāne	28	62	90	9	1
Ōhope Beach [†]	20	67	87	12	-
Rangitāiki	18	69	87	13	-
Tāneatua [†]	11	46	57	44	-
Murupara	11	69	80	20	-
Area					
Urban	25	65	90	10	-
Rural	15	61	76	24	-

% read across

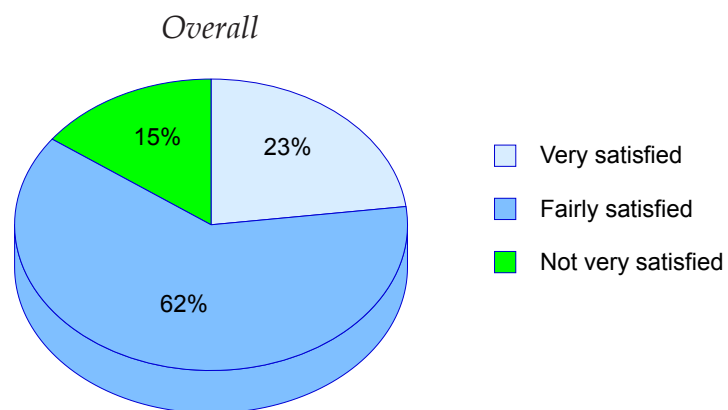
• 2013 safety of roads scores 6-10 = 74%, scores 0-5 = 22%

† does not add to 100% due to rounding

Safety Of Council Roding

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 85%

2. Council Roads Overall



85% of residents are satisfied with Council roads overall, while 15% are not very satisfied. These readings are similar to the 2016 results.

The percent not very satisfied is below the Peer Group and National Averages.

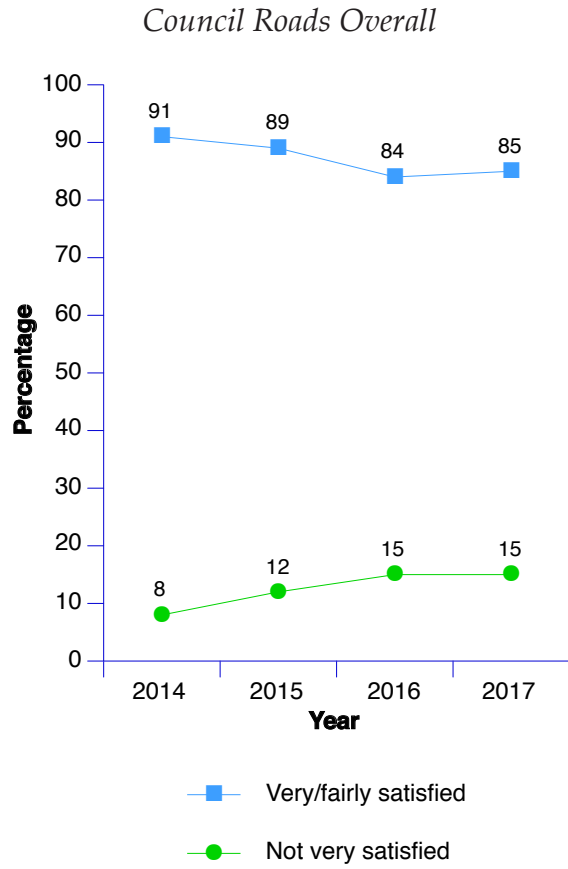
Rural residents are more likely to be not very satisfied with Council roads overall, than Urban residents. It also appears that Tāneatua Community Board residents are slightly more likely to feel this way, than other Community Board residents.

Satisfaction With Council Roads Overall

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall[†]					
Total District 2017	23	62	85	15	-
2016	23	61	84	15	1
2015	31	58	89	12	-
2014	23	68	91	8	-
Comparison					
Peer Group (Provincial)	20	49	69	31	-
National Average	21	54	75	25	-
Community Board					
Whakatāne	35	57	92	8	-
Ōhope Beach [†]	18	70	88	13	-
Rangitāiki	14	69	83	17	-
Tāneatua	13	52	65	35	-
Murupara [†]	8	73	81	18	-
Area					
Urban	30	61	91	9	-
Rural [†]	12	65	77	24	-

% read across

[†] does not add to 100% due to rounding



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 85%

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

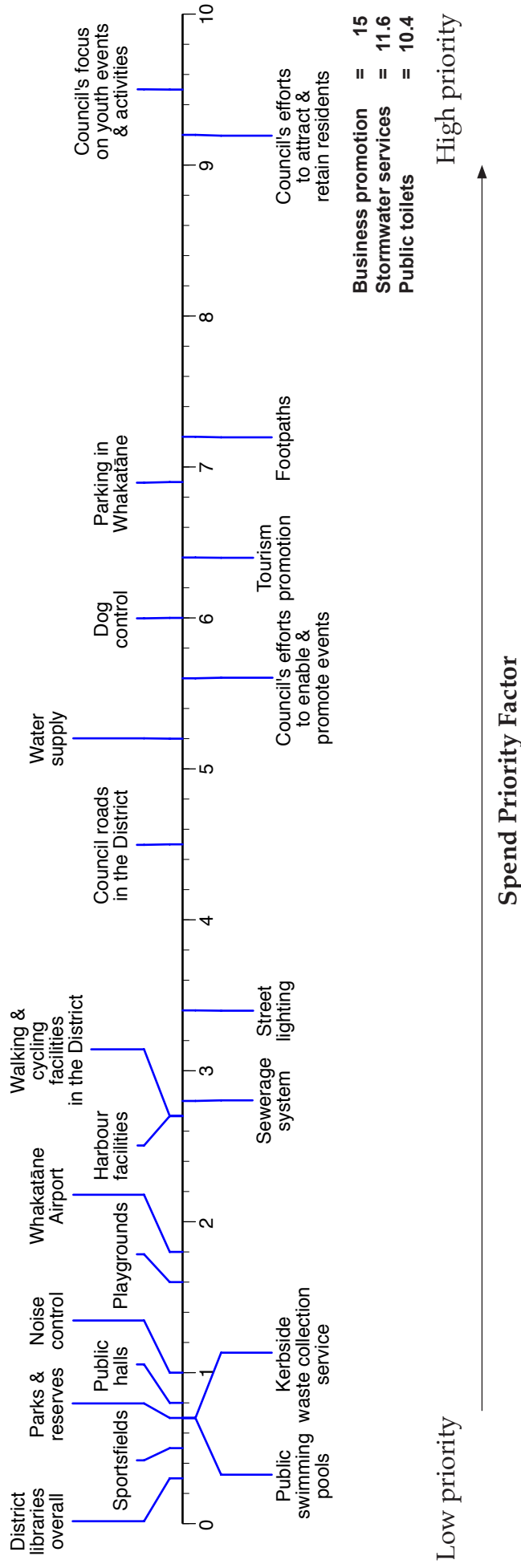
	More %	About the same %	Less %	Don't know %
Business promotion	51	38	3	8
Council's focus on youth events & activities	44	43	3	10
Tourism promotion	41	49	4	6
Public toilets	40	50	1	9
Council's efforts to enable & promote events [†]	38	54	3	6
Stormwater services [†]	37	56	-	8
Council's efforts to attract & retain residents [†]	37	52	4	8
Footpaths	35	57	4	4
Water supply	35	57	1	7
Council roads in the District	34	64	1	1
Parking in Whakatāne	32	62	2	4
Harbour facilities including the port & the surrounding environment	30	60	3	7
Walking & cycling facilities in the District [†]	29	63	4	5
Dog control	28	65	3	4
Whakatāne Airport	25	57	4	14
Street lighting	20	72	3	5
Sewerage system	20	65	-	15
Playgrounds	19	73	2	6
Public halls	16	71	3	10
Parks & reserves [†]	15	80	3	3
Public swimming pools [†]	13	77	4	5
Noise control [†]	10	74	5	12
District libraries overall	9	83	3	5
Kerbside waste collection service [†]	7	89	1	2
Sportsfields	7	84	2	7

[†] does not add to 100% due to rounding

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

	Total District 2017 %	Community Board				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
Percent Who Mention ...						
Business promotion	51	51	57	52	35	61
Council's focus on youth events & activities	44	46	59	37	50	32
Tourism promotion	41	39	48	40	28	60
Public toilets	40	34	48	43	46	46
Council's efforts to enable & promote events	38	39	45	33	31	47
Stormwater services	37	35	43	44	34	18
Council's efforts to attract & retain residents	37	34	45	37	32	45
Footpaths	35	36	40	33	24	37
Water supply	35	37	29	41	33	10
Council roads in the District	34	31	29	35	53	35

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 25 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 2017, business promotion, stormwater services and public toilets are the top priorities for Council in terms of spend, while District libraries overall and sportsfields 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.

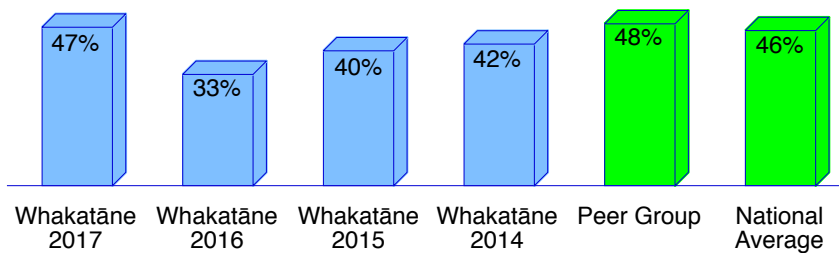
A. RECENT ACTIONS, DECISIONS OR MANAGEMENT APPROVE OF

Overall, 47% of Whakatāne District residents have in mind a recent Council action, decision or management they approve of. This reading is similar to the Peer Group and National Averages and 14% above the 2016 reading.

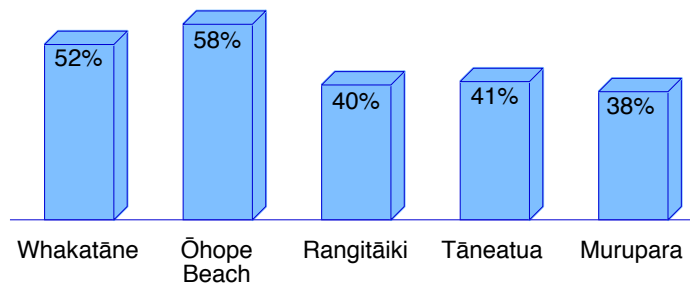
Residents more likely to have in mind an action/decision/management they approve of are ...

- Urban residents,
- shorter term residents, those residing in the District 10 years or less.

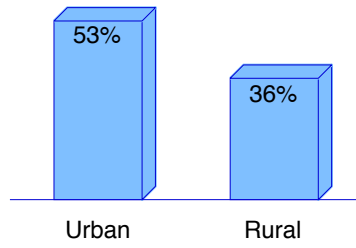
Percent Approving - Comparison



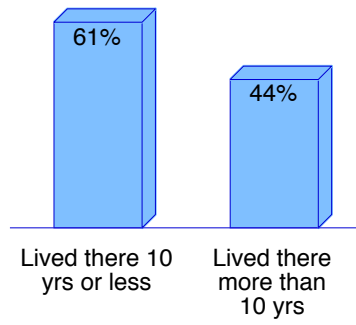
Percent Approving - By Community Board



Percent Approving - By Area



Percent Approving - Comparing Different Types Of Residents



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

- handling of Edgecumbe floods/good response/support,
- good communication/keep us informed/involvement with community,
- parks/reserves/playgrounds/recreation areas.

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

	Total District 2017 %	Community Board				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
Percent Who Mention ...						
Handling of Edgecumbe floods/ good response/support	21	20	33	21	22	14
Good communication/keep us informed/ involvement with community	7	6	14	8	4	9
Parks/reserves/playgrounds/recreation areas	5	8	1	3	8	-

NB: refer to page 129

Other actions/decisions/management finding approval amongst 4% of residents is/are ...

- appearance of town/beautification/improvements,
- positive comments about Mayor,
- improved roading/footpaths/traffic,

by 2% ...

- Council do a good job/good service,
- promotion of area/tourism,
- Library/Museum,
- stormwater service,

by 1% ...

- events,
- environmental issues/flood prevention,
- walkways/river walks.

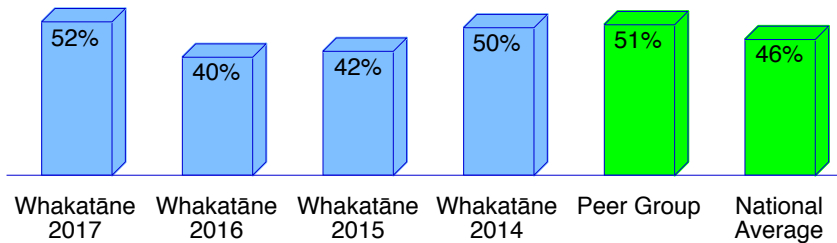
B. RECENT COUNCIL ACTIONS, DECISIONS OR MANAGEMENT RESIDENTS DISAPPROVE OF

Overall, 52% of Whakatāne District residents have in mind a recent Council action, decision or management they disapprove of (40% in 2016). This is similar to the Peer Group Average and slightly above the National Average.

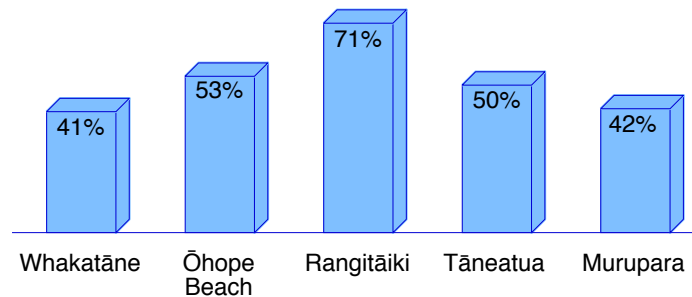
Residents **more** likely to have in mind a recent Council action, decision or management they disapprove are ...

- Rangitāiki Community Board residents,
- Rural residents,
- residents aged 45-64 years,
- longer term residents, those residing in the District more than 10 years.

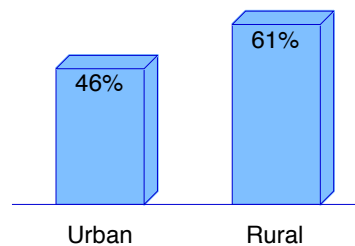
Percent Disapproving - Comparison



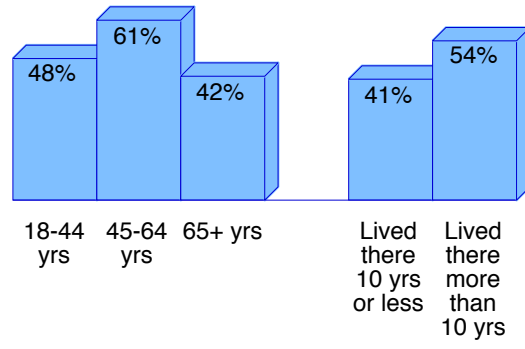
Percent Disapproving - By Community Board



Percent Disapproving - By Area



Percent Disapproving - Comparing Different Types Of Residents



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

- poor handling of Edgcumbe floods,
- roading/traffic/footpaths,
- water supply issues,
- rates too high/increases in rates/too high for services received,
- town planning issues/land issues/subdivisions/development,
- lack of communication/information/consultation/don't listen.

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

	Total District 2017 %	Community Board				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
Percent Who Mention ...						
Poor handling of Edgcumbe floods*	12	10	11	24	-	-
Roading/traffic/footpaths**	8	4	-	6	35	6
Water supply issues	5	5	10	6	-	-
Rates too high/increases in rates/ too high for services received	4	3	20	2	7	-
Town planning issues/land issues/ subdivisions/development	4	4	-	3	-	16
Lack of communication/information/ consultation/don't listen†	4	1	4	9	4	-

NB: refer to page 126

* 21% of residents mention 'handling of Edgcumbe floods/good response/support' as an issue they **approve** of

† 7% of residents mention 'good communication/keep us informed/involvement with community' as an issue they **approve** of

** 4% of residents mention 'improved roading/footpaths/traffic' as an issue they **approve** of

Other actions/decisions/management finding disapproval amongst 3% of residents are ...

- wasting ratepayers' money,
- areas neglected/not spending in our area,
- negative comments about Mayor,

by 2% ...

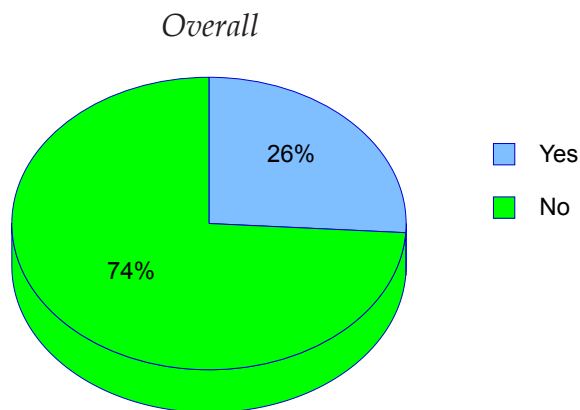
- parking issues,
- environmental issues,
- Council performance/service,
- water supply issues (excluding fluoridation issue),
- appearance of town/tidying up/maintenance,

by 1% ...

- stormwater issues,
- harbour management/wharf issues,
- animal/dog control issues,
- building permits/consents,
- public toilets.



3. CONTACT WITH COUNCIL

A. CONTACTED COUNCILLOR OR MAYOR IN LAST 12 MONTHS?

26% of Whakatāne residents say they have contacted a Councillor or the Mayor in the last 12 months (21% in 2016). This is similar to the Peer Group Average and slightly above the National Average.

Residents more likely to say 'Yes' are ...

- men,
- NZ Māori residents.

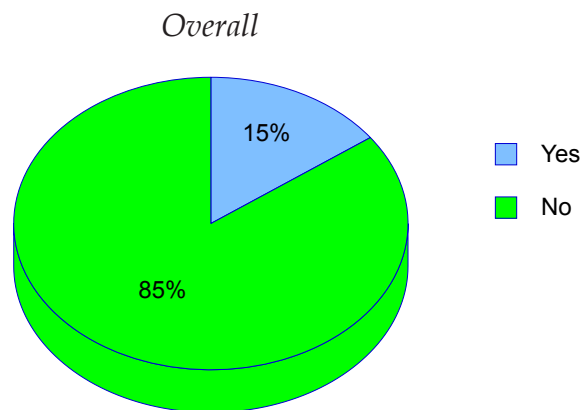
It also appears that Rural residents are slightly more likely to have done so, than Urban residents.

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

	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2017	26	74	-
2016	21	79	-
2015	25	75	-
2014	18	82	-
Comparison			
Peer Group (Provincial)	27	73	-
National Average [†]	20	81	-
Community Board			
Whakatāne	20	80	-
Ōhope Beach	42	58	-
Rangitāiki	25	75	-
Tāneatua	30	67	3
Murupara	35	65	-
Area			
Urban [†]	22	78	1
Rural	31	68	-
Gender			
Male	33	67	-
Female	19	80	1
Ethnicity			
NZ European	22	78	-
NZ Māori	36	64	-

% read across

[†] does not add to 100% due to rounding

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

15% of residents say they have contacted a Community Board member in the last 12 months (10% in 2016). This is above the Peer Group and National Averages.

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

It also appears that the following residents are slightly more likely to feel this way ...

- Murupara Community Board residents,
- Rural residents.

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

	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2017	15	85	-
2016	10	90	-
2015	8	92	-
2014	9	90	1
Comparison*			
Peer Group (Provincial)	7	74	19
National Average [†]	7	80	12
Community Board			
Whakatāne	7	93	-
Ōhope Beach	6	94	-
Rangitāiki	20	80	-
Tāneatua	24	76	-
Murupara	38	60	2
Area			
Urban	12	88	-
Rural [†]	20	79	-
Ethnicity			
NZ European	10	90	-
NZ Māori	29	71	-

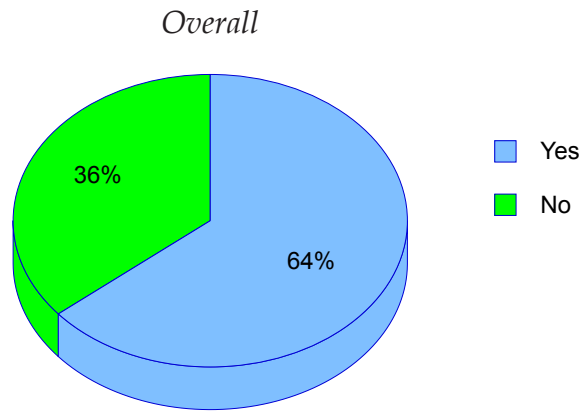
% read across

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

[†] does not add to 100% due to rounding

C. FRONT DESK STAFF

i. Contact?



64% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months (56% in 2016).

There are no notable differences between Community Board residents and between socio-economic groups in terms of those residents who say 'Yes'.

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

	Yes %	No %	Don't know %
Overall			
Total District 2017	64	36	-
2016	56	43	1
2015 [†]	62	37	1
2014 [*]	89	9	2
Community Board			
Whakatāne	60	40	-
Ōhope Beach	73	27	-
Rangitāiki	60	39	1
Tāneatua	75	25	-
Murupara [†]	70	28	-
Area			
Urban [†]	65	34	-
Rural	60	39	1

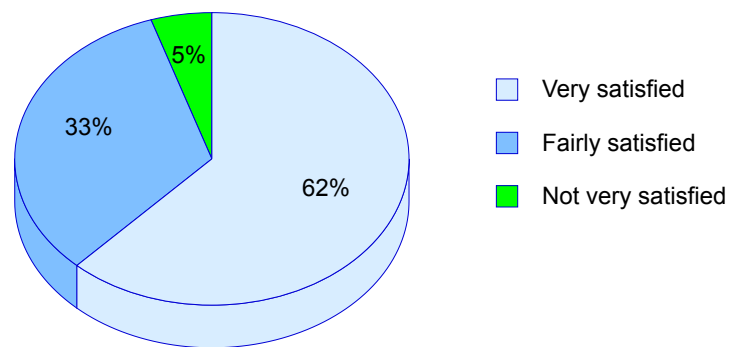
% read across

* 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 = 188

95% of residents who have contacted Customer Service Front Desk staff in the last 12 months are satisfied with the overall service received, including 62% who are very satisfied (73% in 2016).

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

[†] those residents who have contacted Customer Service Front Desk staff in the last 12 months (N=188)

Satisfaction With Overall Service Received From Customer Services Front Desk Staff

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Customer Service Front Desk Staff					
2017 (N=188)	62	33	95	5	-
2016 (N=168)	73	24	97	3	-
2015 (N=191)	66	26	92	8	-
2014* (N=155)	62	31	93	7	-
Community Board					
Whakatāne	63	33	96	4	-
Ōhope Beach*	56	42	98	2	-
Rangitāiki	57	40	97	3	-
Tāneatua**	79	15	94	7	-
Murupara**	60	28	88	13	-
Area					
Urban†	63	33	96	5	-
Rural	62	33	95	5	-

Base = 188

% read across

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

* caution: small bases

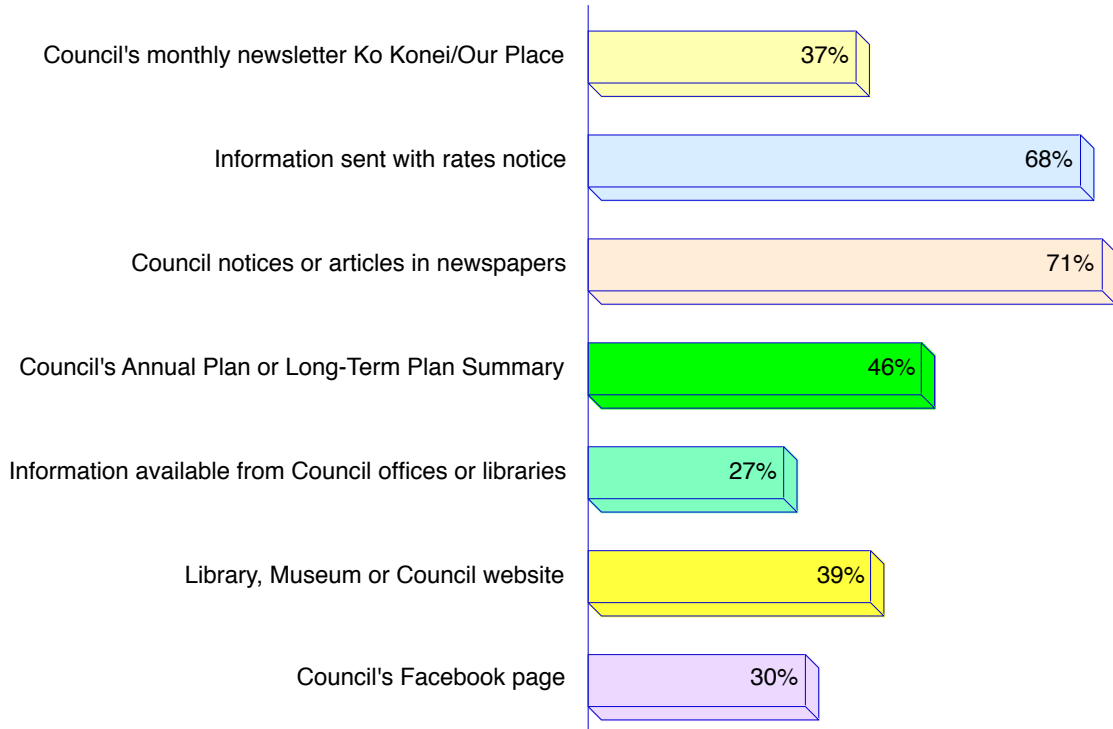
† does not add to 100% due to rounding



4. INFORMATION

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

Yes - Have Seen Or Read - 2017



71% of residents have seen or read Council notices or articles in newspapers (78% in 2016), while 68% have seen/read information sent with rates notices and 46% have seen/read Council's Annual Plan or Long-Term Plan summary (57% in 2016).

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

- Urban residents,
- residents aged 65 years or over.

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

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

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

- residents aged 45 years or over,
- longer term residents, those residing in the District more than 10 years,
- residents with an annual household income of \$40,000 to \$70,000.

NZ Māori residents are more likely to have seen or read **information available from Council offices or library**, than NZ European residents.

Residents aged 18 to 44 years are **less** likely to have seen or read **Council's Annual Plan or Long-Term Plan Summary**, than other age groups.

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

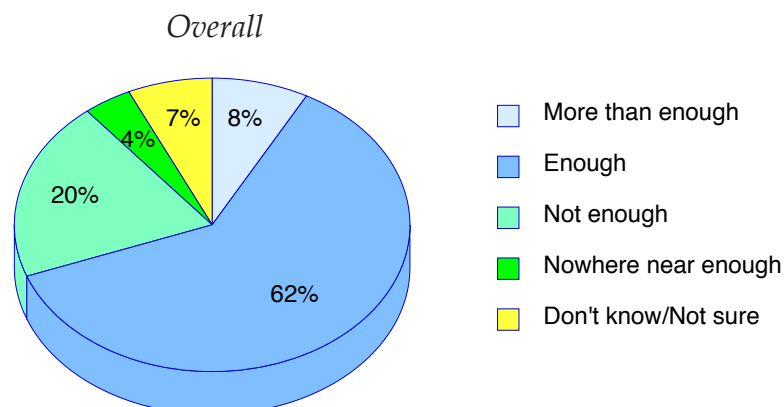
- all Community Board residents, except Murupara Community Board residents,
- Urban residents,
- women,
- residents aged 18 to 64 years, in particular those aged 18 to 44 years,
- residents with an annual household income of more than \$70,000,
- shorter term residents, those residing in the District 10 years or less.

Residents more likely to have seen or read **Council's Facebook page** are ...

- Urban residents,
- women,
- residents aged 18 to 64 years, in particular those aged 18 to 44 years.

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 2017 %	Total District 2016 %	Peer Group %	National Average %	Community Board				
					Whakatāne %	Ōhope Beach %	Rangitāiki %	Tāneatua %	Murupara %
Percent Who Mentioned ...									
More than enough	8 70	7 72	10 63	9 66	9	11	8	3	3
Enough	62	65	53	57	68	48	62	60	43
Not enough	20 24	21 24	24 35	23 31	14	28	21	29	33
Nowhere near enough	4	3	11	8	4	2	2	3	10
Don't know/Not sure	7	5	2	3	5	10	7	5	11
Total	[†] 101	[†] 101	100	100	100	[†] 99	100	100	100

[†] does not add to 100% due to rounding

70% of residents feel that there is more than enough/enough information supplied, while 24% feel there is not enough/nowhere near enough information supplied. These readings are similar to the 2016 results.

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

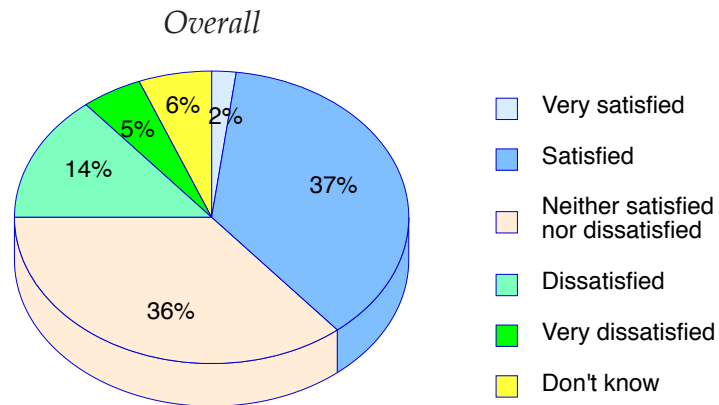
NZ European residents are more likely to say there is **enough/more than enough information**, than NZ Māori residents.



5. LOCAL ISSUES

A. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

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



39% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes (48% in 2016), while 19% are dissatisfied/very dissatisfied. 36% are neither satisfied nor dissatisfied (27% in 2016) and 6% are unable to comment.

The very satisfied/satisfied reading (39%) is below the Peer Group Average and slightly below the National Average.

Residents aged 65 years or over are more likely to be very satisfied/satisfied, than other age groups.

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[†],
- better/more communication/information, 17%,
- more consultation before decisions are made/surveys/referendums, 15%,
- be more open/transparent/honest, 15%,
- more involvement with public/take an active interest in the area, 13%.

[†]N=56

* 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 %
Overall*				
Total District 2017	39	36	19	6
2016	48	27	20	5
2015	41	29	23	7
2014 [†]	33	39	26	3
Comparison				
Peer Group (Provincial)	47	29	20	4
National Average	45	28	22	5
Community Board				
Whakatāne [†]	44	39	12	6
Ōhope Beach	39	33	19	9
Rangitāiki	38	29	29	4
Tāneatua	26	46	20	8
Murupara	35	35	23	7
Area				
Urban	41	37	16	6
Rural [†]	36	34	23	7
Age				
18-44 years	37	36	18	9
45-64 years [†]	36	42	21	2
65+ years [†]	49	26	18	8

% read across

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

[†] 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 %
Overall					
Total District 2017	29	64	5	1	1
2016 [†]	41	55	4	-	1
2015	40	53	5	1	1
2014	29	64	6	1	-
Comparison					
Peer Group (Provincial) [†]	40	53	6	1	1
National Average	36	54	7	2	1
Community Board					
Whakatāne	30	68	2	-	-
Ōhope Beach	28	47	23	-	2
Rangitāiki	27	68	4	1	-
Tāneatua	33	57	7	3	-
Murupara	29	54	4	3	10
Area					
Urban	31	63	94	4	1
Rural [†]	26	65	91	7	1
Ethnicity					
NZ European	25	67	7	1	-
NZ Māori	49	45	-	1	5

% read across

* caution: small/very small bases

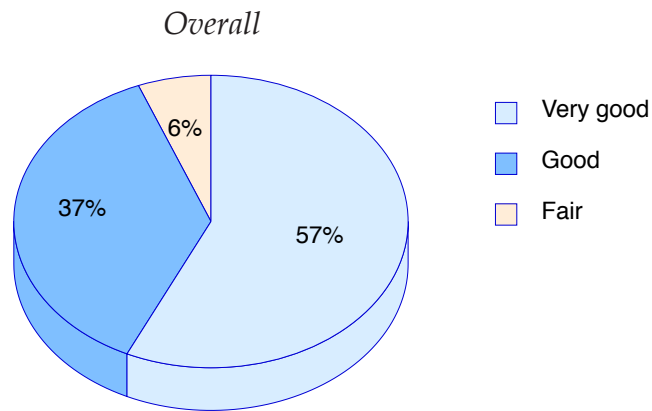
[†] does not add to 100% due to rounding

29% of residents feel that generally Whakatāne District is definitely a safe place to live (41% in 2016), 64% say it is mostly (55% in 2016), 5% of residents think the District is not really a safe place to live and 1% are unable to comment.

The percent saying 'yes, definitely' (29%) is below the Peer Group Average and slightly below the National Average.

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



57% of residents think that, overall, the quality of life in their District is very good (67% in 2016), while 37% say it is good (27% in 2016), 6% feel it is fair.

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

Urban residents are more likely to feel the quality of life is **very good**, than Rural residents.

It appears that Tāneatua and Murupara 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 %
Overall*					
Total District 2017	57	37	6	-	-
2016	67	27	5	1	-
2015	64	30	6	-	-
2014 [†]	60	32	6	1	-
Comparison					
Peer Group (Provincial)	49	38	10	3	-
National Average [†]	41	43	14	2	1
Community Board					
Whakatāne	65	32	3	-	-
Ōhope Beach	54	39	7	-	-
Rangitāiki	60	36	4	-	-
Tāneatua [†]	35	46	20	-	-
Murupara	38	55	6	-	1
Area					
Urban	61	35	4	-	-
Rural	51	40	9	-	-

% read across

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

[†] does not add to 100% due to rounding

D. EASTER SUNDAY TRADING

The Government has given local Councils the power to decide whether to allow shops to open on Easter Sunday from 2017. If Councils decide to allow Easter Sunday trading, shop employees have the right to refuse to work on Easter Sunday without giving a reason to their employers.

i. Should Shops In The Whakatāne District Be Allowed To Trade On Easter Sunday?

	Yes %	No %	Don't know/ Undecided %
Overall			
Total District 2017	58	36	6
Community Board			
Whakatāne	58	36	6
Ōhope Beach	46	45	9
Rangitāiki [†]	54	41	6
Tāneatua	70	29	1
Murupara	72	20	8
Area			
Urban	58	36	6
Rural	58	36	6
Household Income			
Less than \$40,000 pa	53	40	7
\$40,000-\$70,000 pa	45	43	12
More than \$70,000 pa	67	31	2
Business Owner?*			
Yes	62	34	4
No	56	37	7

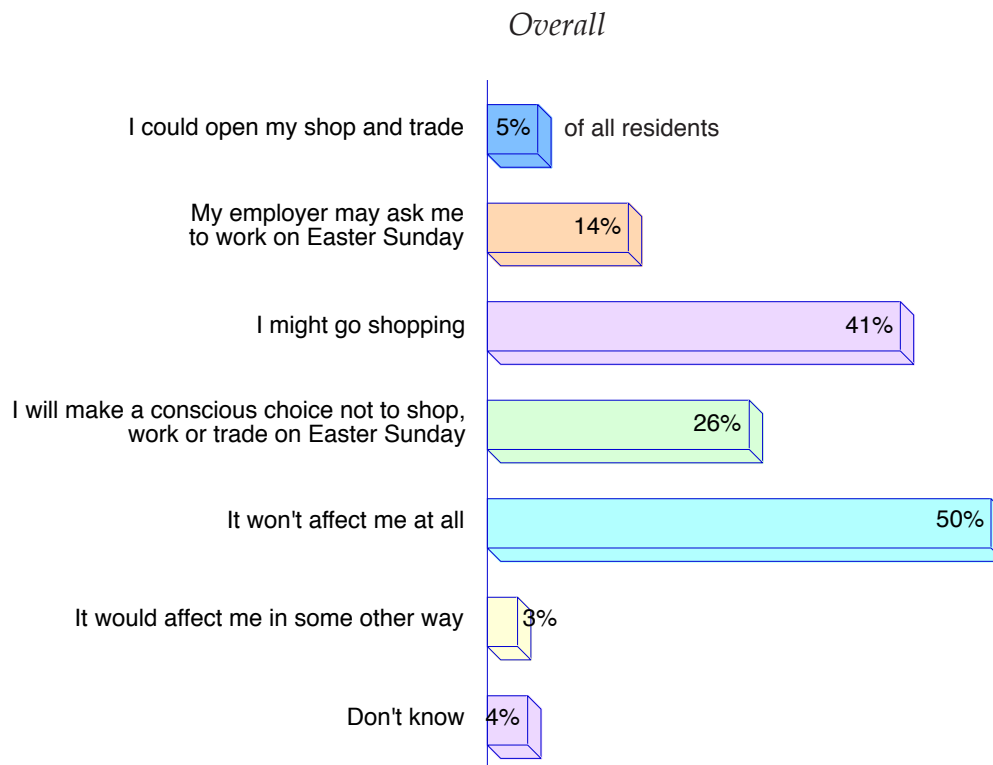
% read across

* see page 158-160 for profile

† does not add to 100% due to rounding

58% of residents think shops in the Whakatāne District should be allowed to trade on Easter Sunday, while 36% do not.

Residents with an annual household income of more than \$70,000 are more likely to say 'Yes', than other income groups.

ii. How Would Residents Be Affected If Shops Could Trade?

(multiple responses allowed)

	I could open my shop and trade %	My employer may ask me to work on Easter Sunday %	I might go shopping %	I will make a conscious choice not to ... %	It won't affect me %	Other %	Don't know %
Overall*							
Total District 2017	5	14	41	26	50	3	4
Community Board							
Whakatāne	4	13	43	27	48	5	1
Ōhope Beach	-	18	30	15	67	-	2
Rangitāiki	7	10	32	30	53	2	4
Tāneatua	5	12	49	30	55	-	3
Murupara	9	26	61	10	27	4	24
Area							
Urban	4	15	45	26	48	5	2
Rural	8	12	34	25	53	1	8
Gender							
Male	7	14	35	19	52	3	5
Female	4	14	46	31	48	3	4
Age							
18-44 years	5	20	43	24	45	4	5
45-64 years	7	12	39	21	55	3	4
65+ years	3	5	41	36	50	2	4
Length of Residence							
Lived there 10 years or less	4	21	58	28	36	3	5
Lived there more than 10 years	5	12	38	25	53	3	4
Should shops in Whakatāne District be allowed to trade on Easter Sunday							
Yes	7	14	66	7	55	2	1
No	3	13	4	58	39	6	6

% read across

* multiple responses allowed

50% of residents said they would not be affected at all, if shops could trade on Easter Sunday in the District, while 41% said they might go shopping and 26% said they would make a conscious choice not to shop, work or trade*.

Residents more likely to say they **would not be affected** at all are ...

- all Community Board residents, except Murupara Community Board residents,
- longer term residents, those residing in the District more than 10 years,
- residents who say shops in Whakatāne District should be allowed to trade on Easter Sunday.

Residents more likely to say they **might go shopping** are ...

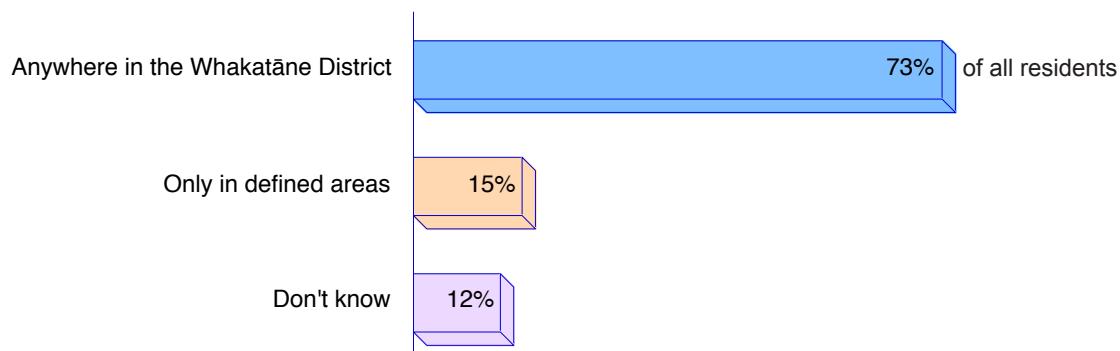
- Urban residents,
- women,
- shorter term residents, those residing in the District 10 years or less,
- residents who say shops in Whakatāne District should be allowed to trade on Easter Sunday.

Residents more likely to say they will make a **conscious choice not to shop, work or trade** are ...

- women,
- residents aged 65 years or over,
- residents who say shops in Whakatāne District should **not** be allowed to trade on Easter Sunday.

* multiple responses allowed

iii. If Easter Sunday Trading Was Allowed, Should Trading Be Allowed Anywhere Or Only In Defined Areas?



Summary Table

	Anywhere in Whakatāne District %	Only in defined areas %	Don't know %
Overall			
Total District 2017	73	15	12
Community Board			
Whakatāne	72	16	12
Ōhope Beach	62	23	15
Rangitāiki [†]	77	11	12
Tāneatua	73	23	4
Murupara	77	6	17
Area			
Urban	74	16	10
Rural	70	14	16
Age			
18-44 years	67	19	14
45-64 years	84	11	5
65+ years	65	16	19
Should shops be allowed to trade on Easter Sunday?			
Yes	94	4	2
No	39	34	27

% read across

[†] does not add to 100% due to rounding

73% of residents say that if Easter Sunday trading was allowed it should be allowed anywhere in the District, while 15% say it should be allowed only in defined areas.

Residents more likely to say trading should be allowed **anywhere** are ...

- residents aged 45 to 64 years,
- those residing who say shops should be allowed to trade on Easter Sunday.

The main specific locations* mentioned are ...

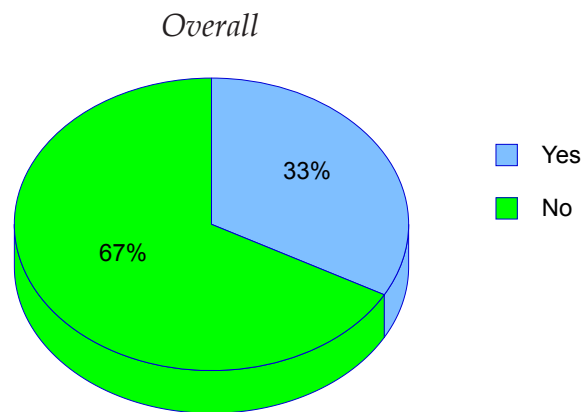
- CBD/main shopping areas, 35% of residents*,
- tourist areas/Ohope, 20%.

Base = 45 (residents who said trading should be allowed in defined areas only)

* multiple responses allowed

iv. Business Owner Profile

Residents were asked "Do you own or operate a business in the District? This includes being self-employed, or owning or operating a farm?"



Summary Table

	Yes %	No %
Overall		
Total District 2017	33	67
Community Board		
Whakatāne	18	82
Ōhope Beach	44	56
Rangitāiki [†]	53	47
Tāneatua	42	58
Murupara	29	71
Area		
Urban	19	81
Rural	58	42
Gender		
Male	39	61
Female	28	72
Age		
18-44 years	33	67
45-64 years	42	58
65+ years	19	81
Ethnicity		
NZ European	36	64
NZ Māori	20	80
Household Income		
Less than \$40,000 pa	↓ 11	↑ 89
\$40,000-\$70,000 pa	↓ 25	↑ 75
More than \$70,000 pa	↓ 46	↑ 54
Length of Residence		
Lived there 10 years or less	23	77
Lived there more than 10 years	36	64

% read across

[†] does not add to 100% due to rounding

Residents more likely to say they own or operate a business in the District are ...

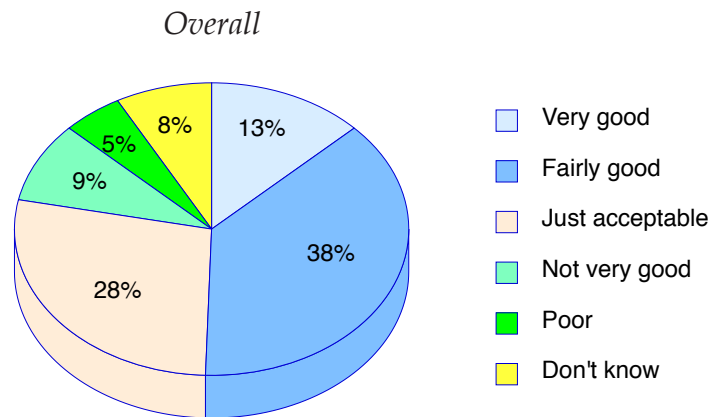
- Rural residents,
- men,
- residents aged 18 to 64 years,
- NZ European residents,
- residents with an annual household income of \$40,000 or more, in particular, those with an annual household income of more than \$70,000,
- longer term residents, those residing in the District more than 10 years.



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



51% of Whakatāne District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good, while 28% rate their performance as just acceptable. 14% rate the performance of the Mayor and Councillors as not very good/poor (10% in 2016) and 8% are unable to comment (15% in 2016).

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

43% 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.

Residents **more** likely to rate the performance of the Mayor and Councillors over the past year as very/fairly good are ...

- Urban residents,
- women,
- NZ European residents.

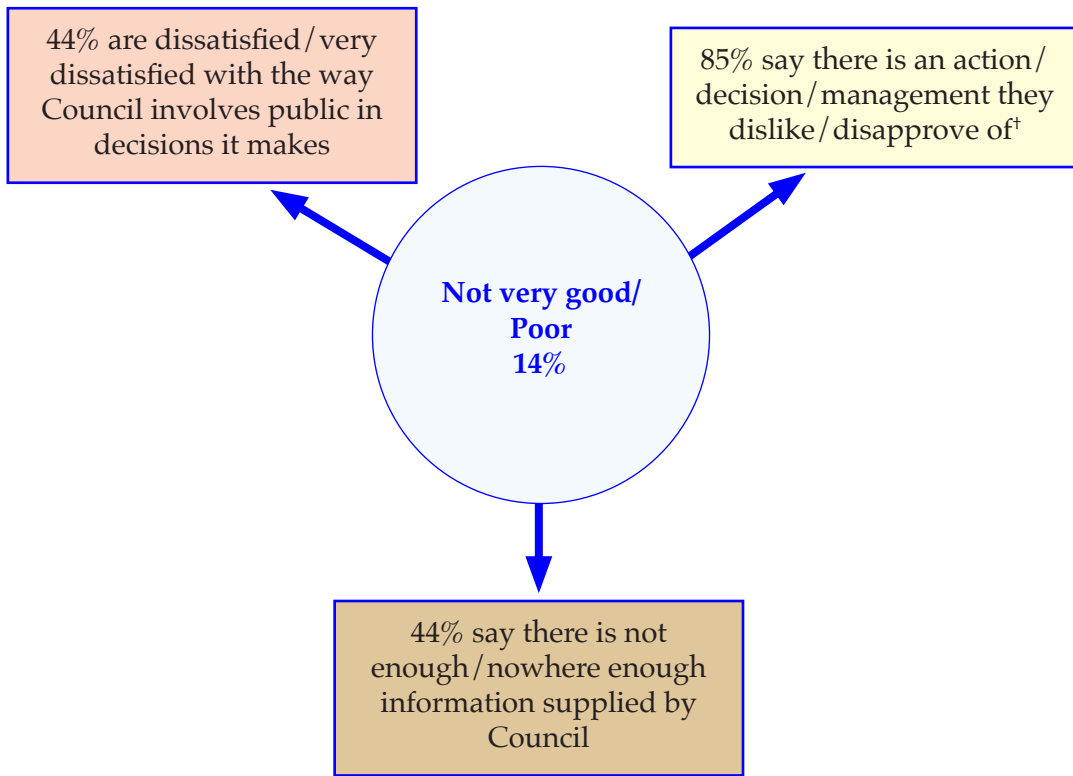
Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District 2017[†]	51	28	14	8
2016	49	26	10	15
2015	40	37	12	11
2014 [†]	47	34	10	10
Contacted the Mayor/a Councillor in last 12 months (N=82)	43	35	17	5
Comparison				
Peer Group (Provincial)	53	22	18	7
National Average	49	27	17	7
Community Board				
Whakatāne	63	21	10	6
Ōhope Beach	51	20	19	10
Rangitāiki	40	35	19	6
Tāneatua [†]	39	42	13	7
Murupara [†]	30	34	14	21
Area[†]				
Urban	57	23	12	7
Rural	38	37	16	8
Gender				
Male	43	36	13	8
Female	57	21	15	7
Ethnicity				
NZ European	56	25	12	7
NZ Māori [†]	32	37	19	11

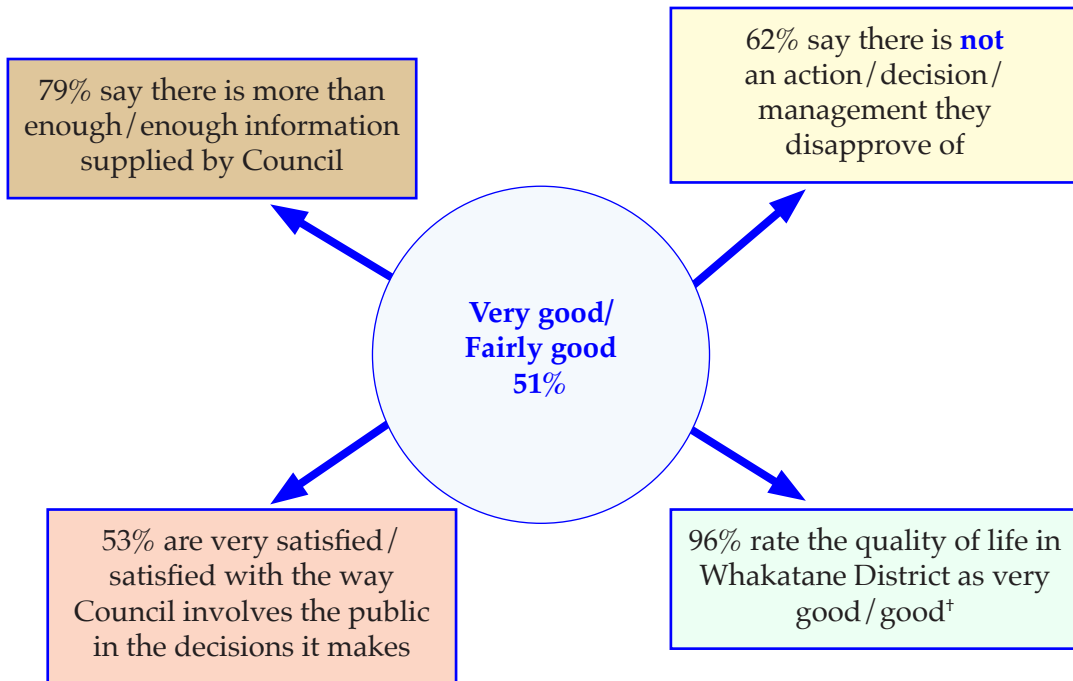
% read across

[†] does not add to 100% due to rounding

Comparison Between Mayor And Councillors Performance And Other Key Questions

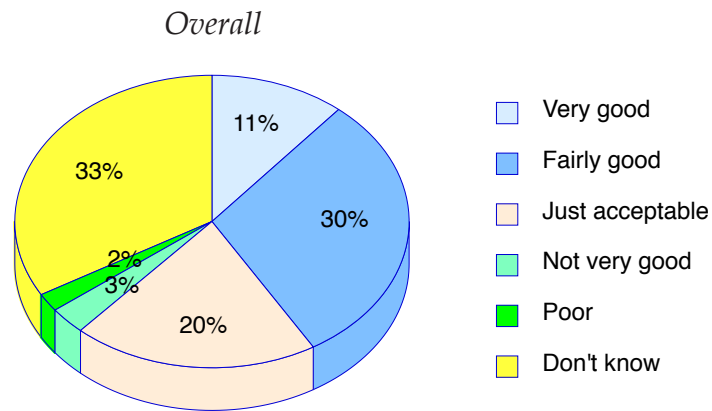


[†] 85% of residents who rate Mayor and Councillors performance as not very good/poor, say there is an action/decision management they dislike/disapprove of in last 12 months



[†] 96% of residents who rate Mayor and Councillors performance as very/fairly good, rate the quality of life in Whakatane District as very good/good

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



41% of residents rate the performance of Community Board members as very or fairly good, 20% rate their performance as just acceptable (14% in 2016), and 5% say it is not very good or poor. A large percentage, 33%, are unable to comment (40% in 2016).

There are no Peer Group and National Average readings.

56% of residents who have contacted a Community Board member in the last 12 months, rate their performance as very / fairly good (72% in 2016).

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

- women,
- NZ Māori residents,
- shorter term residents, those residing in the District 10 years or less.

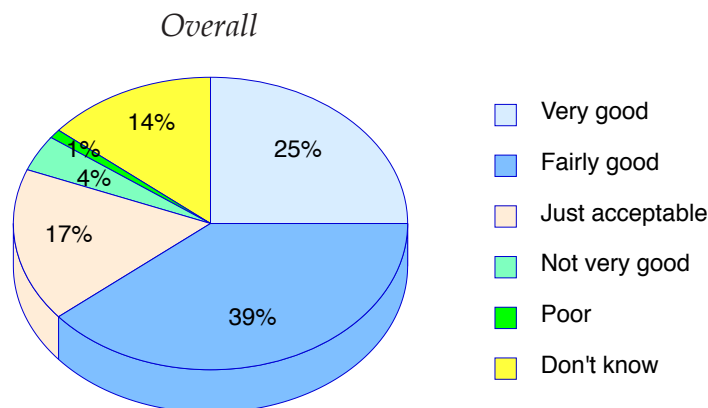
Summary Table: Performance Rating Of Community Board Members In The Last Year

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District 2017[†]	41	20	5	33
2016	42	14	4	40
2015 [†]	35	22	5	39
2014	39	15	4	42
Contacted Community Board member in last 12 months (N=47)	56	33	8	3
Community Board				
Whakatāne	38	17	3	42
Ōhope Beach	45	5	17	33
Rangitāiki	42	30	5	23
Tāneatua	45	17	10	28
Murupara	42	24	8	26
Area				
Urban	43	16	5	36
Rural [†]	38	(28)	7	28
Gender				
Male [†]	31	(27)	7	34
Female	(50)	14	4	32
Ethnicity				
NZ European [†]	40	19	4	(36)
NZ Māori	(52)	14	10	24
Length of Residence[†]				
Lived there 10 years or less	(53)	16	2	30
Lived there more than 10 years	39	21	6	33

% read across

[†] does not add to 100% due to rounding

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



64% of residents rate the performance of the Council staff as very or fairly good, 17% rate their performance as just acceptable, and 5% say it is not very good / poor. 14% are unable to comment (20% in 2016).

Whakatāne District Council staff's performance is slightly above staff nationwide and similar to Peer Group Councils' staff and the 2016 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 Rangitāiki Community Board residents,
- Urban residents,
- women,
- shorter term residents, those residing in the District 10 years or less.

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 %
Overall				
Total District 2017	64	17	5	14
2016	62	15	3	20
2015	65	17	4	14
2014	64	16	4	16
Comparison				
Peer Group (Provincial)	63	18	11	8
National Average [†]	57	21	10	11
Community Board				
Whakatāne	72	10	4	14
Ōhope Beach	66	13	5	16
Rangitāiki [†]	46	29	7	19
Tāneatua	72	22	3	3
Murupara [†]	69	16	7	9
Area				
Urban	69	13	4	14
Rural [†]	53	26	6	14
Gender				
Male	56	24	6	14
Female [†]	71	12	4	14
Length of Residence				
Lived there 10 years or less [†]	75	7	3	16
Lived there more than 10 years	61	20	6	13

% read across

[†] does not add to 100% due to rounding

E. APPENDIX

Base by Sub-sample

	Actual respondents interviewed	*Expected numbers according to population distribution
Community Board		
Whakatāne	131	134
Ōhope Beach	30	26
Rangitāiki	79	87
Tāneatua	30	29
Murupara	30	25
Gender		
Male	149	142
Female	151	158
Age		
18-44 years	85	123
45-64 years	87	113
65+ years	128	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.

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