

**WHAKATANE DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY / JUNE 2014**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WHAKATANE DISTRICT COUNCIL

MAY / JUNE 2014



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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.

A. SITUATION AND OBJECTIVES

The vision for Whakatane 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.

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 Whakatane District.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 300 residents of the Whakatane 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:

Whakatane	130
Ohope Beach	30
Rangitaiki	81
Taneatua	30
Murupara	29
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 Whakatane District Council's geographical boundaries.

Respondent Selection

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

Call Backs

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

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Community Board, gender and age group proportions in the area as determined by the 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 Whakatane 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 30th May to Tuesday 10th June (excluding Queen's Birthday) 2014.

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all of New Zealand as a whole (National Average) and with similarly constituted Local Authorities (Peer Group Average), through a National Survey of 1,003 residents carried out in November 2012.

The Communitrak™ service provides ...

- comparisons with a national sample of 1,003 interviews conducted in November 2012 (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 2006 Census data.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2012 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 300 residents:

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

Margin Of Error

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

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

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

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

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

Significant Difference

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

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

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

* * * * *



C. EXECUTIVE SUMMARY

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

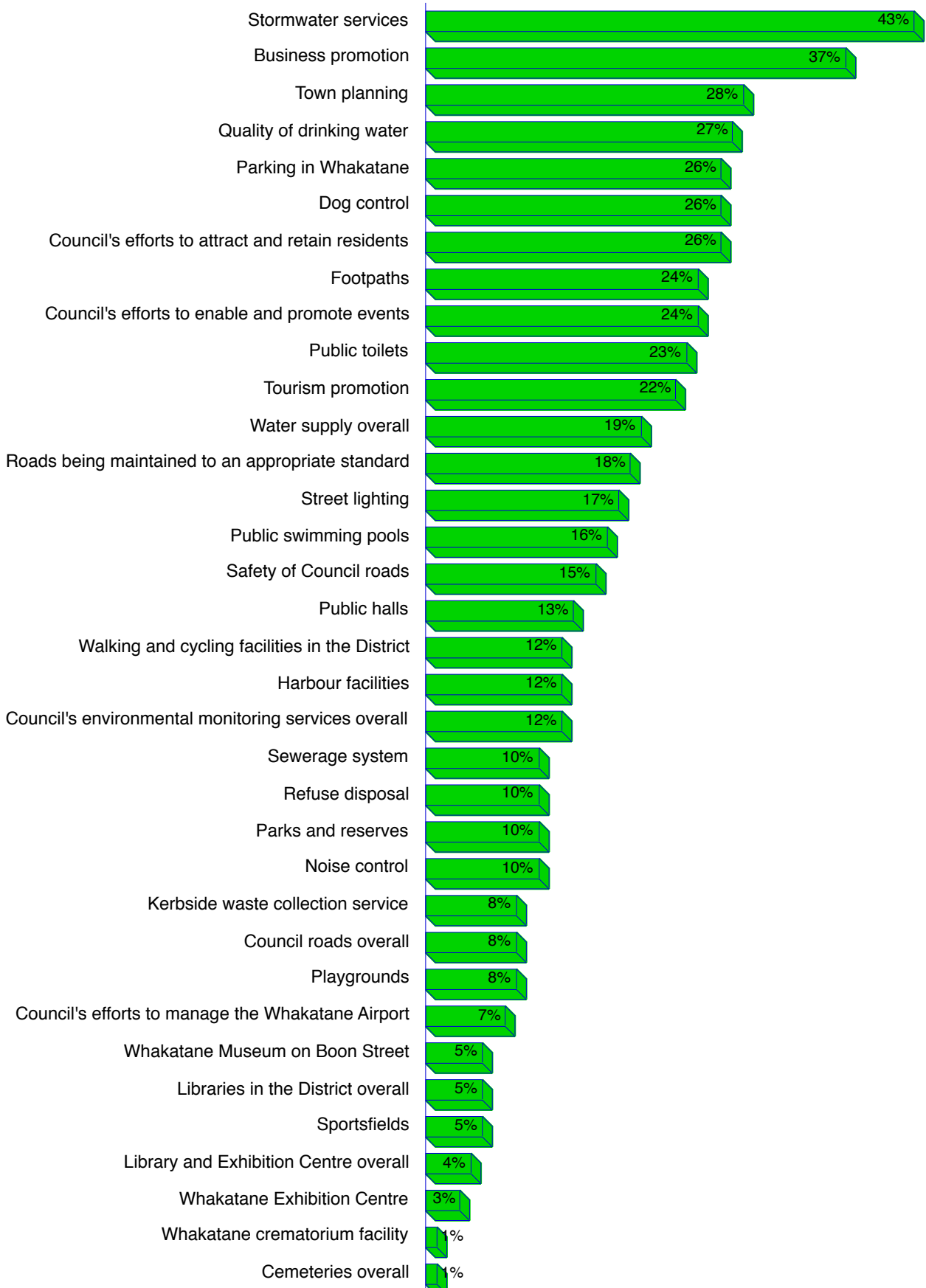
The Whakatane District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive towards its citizens.

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.

SERVICES

a. Satisfaction Measures For Council Services And Facilities

Percent Saying They Are Not Very Satisfied With ...



Overall Satisfaction with Council Services/Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know / Unable to say %
Council roads overall [†]	23	68	91	8	-
Kerbside waste collection service	62	25	87	8	5
Parks and reserves	36	50	86	10	4
Safety of roads [†]	25	59	84	15	-
Walking and cycling facilities in the District	52	30	82	12	6
Sportsfields	33	49	82	5	13
Roads maintained to an appropriate standard	25	57	82	18	-
Refuse disposal	40	39	79	10	11
Playgrounds	40	35	75	8	17
Harbour facilities	34	39	73	12	15
Street lighting [†]	29	43	72	17	12
Footpaths [†]	21	50	71	24	6
Parking in Whakatane	27	43	70	26	4
Tourism promotion	22	47	69	22	9
Council's environmental monitoring services overall	16	52	68	12	20
Cemeteries overall [†]	43	25	68	1	30
Library and Exhibition Centre [†]	51	17	68	4	29
Public halls	32	35	67	13	20
Libraries in the District overall	42	24	66	5	29
Water supply overall	29	37	66	19	15
Sewerage system	22	42	64	10	26
Public swimming pools	27	36	63	16	21
Council's efforts to enable and promote events	17	46	63	24	13
Dog control [†]	24	38	62	26	11
Noise control	23	37	60	10	30
Whakatane Exhibition Centre [†]	43	16	59	3	39
Public toilets	18	41	59	23	18
Quality of drinking water	27	31	58	27	15
Council's efforts to manage the Whakatane Airport	14	40	54	7	39
Council's efforts to attract and retain residents	6	40	46	26	28
Whakatane Museum on Boon Street	19	25	44	5	51
Stormwater services	10	34	44	43	13
Town planning	7	35	42	28	30
Business promotion	8	28	36	37	27
Whakatane crematorium facility	17	15	32	1	67

[†] 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 %
Library and Exhibition Centre	196	71	19	90	5	5
Cemeteries overall	173	65	25	90	2	8
Sportsfields	208	40	50	90	6	4
Parks and reserves	254	39	50	89	10	1
Whakatane Exhibition Centre	168	69	19	88	4	8
Refuse disposal	215	48	39	87	12	1
Playgrounds	202	48	39	87	10	3
Whakatane crematorium facility	54	64	21	85	2	13
Whakatane Museum on Boon Street	80	56	29	85	2	13
Libraries in the District overall	146	57	28	85	8	7
Public halls [†]	199	37	40	77	16	6
Public swimming pools	149	40	35	75	22	3
Public toilets	224	22	49	71	24	5
Town planning	54	13	25	38	48	14

Service Provided - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Sewerage system [†]	198	34	58	92	8	1
Kerbside waste collection services	283	65	26	91	7	2
Water supply overall [†]	233	35	44	79	20	-
Quality of drinking water [†]	233	32	38	70	30	1
Stormwater services	181	14	39	53	45	2

Contacted Council - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Environmental monitoring services**	28	16	56	72	18	11
Noise control**	26	44	25	69	32	-
Dog control	73	29	27	56	42	2

NB: for the following services/facilities only **overall** results are available (see page 8): Council roads overall, safety of roads, roads maintained to an appropriate standard, walking and cycling facilities, harbour facilities, street lighting, footpaths, parking in Whakatane, tourism promotion, Council's efforts to enable and promote events, Council's efforts to manage the Whakatane Airport, Council's efforts to attract and retain residents and business promotion.

* caution: small base

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

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

	Whakatane %	Peer Group %	National Average %
• stormwater services	43	13	14
• business promotion	37	26	23
• town planning including planning and monitoring services	28	^{††} 21	^{††} 24
• dog control	26	20	18
• tourism promotion	22	18	15
• water supply overall	19	10	11
• street lighting	17	14	10
• public swimming pools	16	10	10
• public halls	13	5	5
• parks and reserves	10	4	2

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

• roads	8	26	33
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The comparison for the following show Whakatane **on par with/similar to** the Peer Group and/or the National Averages for ...

• parking in Whakatane	26	27	31
• footpaths	24	24	21
• public toilets	23	18	18
• refuse disposal	10	15	12
• sewerage system	10	8	9
• noise control	10	11	11
• playgrounds	8	^{**} 3	^{**} 4
• kerbside waste collection service	8	[*] 13	[*] 10
• sportsfields	5	^{**} 3	^{**} 4
• Whakatane Museum on Boon Street	5	[†] 3	[†] 3
• libraries in the District overall	5	2	3
• Library and Exhibition Centre overall	4	[•] 2	[•] 3
• cemeteries overall	1	3	5

* these percentages are the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2012 National Communitrak™ Survey

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

[†] these percentages are the readings for museums in general

^{††} these percentages are the readings for town planning, including planning and inspection services

[•] these percentages are the readings for public libraries only

Whakatane Library And Exhibition Centre

Weekend opening hours ...

Should be decreased	5% of all residents
Are about right	63%
Should be increased	16%
Don't know	16%

b. Frequency Of Use - Council Services And Facilities

	Used/Visited In Last Year	
	Yes %	No %
Park and reserve	87	13
Public toilet	76	24
Public sportsfield	73	27
Transfer station facility	72	28
Public playground	71	29
Public hall	68	32
Library and Exhibition Centre	65	35
Whakatane Exhibition Centre	56	44
Public swimming pool	56	44
Cemetery in the District	56	44
District library	49	51
Whakatane Museum in Boon Street	27	73
Contacted Council about dogs	25	75
Planning or monitoring services	18	82
Whakatane Crematorium facility	18	82
Contacted Council about noise	9	91
Contacted Council's environmental monitoring services	9	91

% read across

Parks and reserves, 87%, and,

Public toilets, 76%,

... 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	59% of all residents
Stormwater services	50%
Council's efforts to attract and retain residents	46%
Tourism promotion	45%
Council's efforts to enable and promote events	36%
Water supply	35%
Footpaths	31%
Parking in Whakatane	31%
Harbour facilities	30%
Walking and cycling facilities in the District	29%
Public toilets	28%
Council roads in the District	26%
Street lighting	24%
Town planning	23%
Dog control	22%
Playgrounds	18%
Sewerage system	16%
Public halls	16%
Whakatane Airport	14%
Parks and reserves	13%
Public swimming pools	13%
Kerbside waste collection service	11%
Noise control	9%
Sportsfields	8%
District libraries overall	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.

42% of Whakatane District residents have in mind a recent Council action, decision or management they **approve** of. This is on par with the Peer Group Average and similar to the National Average.

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

- appearance of town/beautification/clean and tidy, mentioned by 6% of all residents,
- walkways/river walks, 6%,
- good communication/keep us informed/involved with community, 5%,
- Council/Mayor do a good job, 5%.

50% of residents have in mind a recent Council action, decision or management they **disapprove** of. This is similar to the Peer Group and National Averages.

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

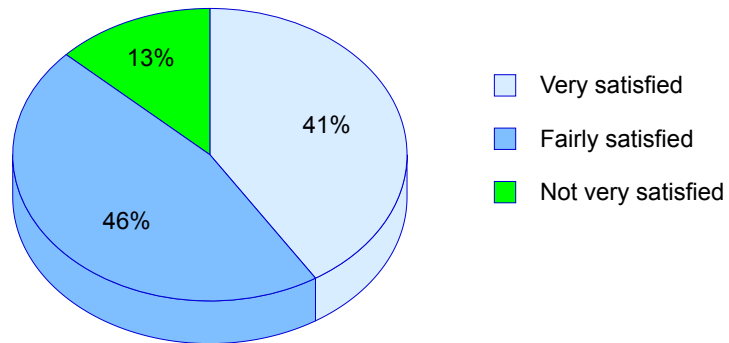
- stormwater/flooding issues, mentioned by 9% of all residents,
- development of Piripai, 7%,
- lack of communication/consultation/don't listen, 5%,
- spending ratepayers' money/wasting money/spend too much, 5%.

CONTACT WITH COUNCIL

18% of residents have contacted a Councillor or the Mayor in the last 12 months, while 9% have contacted a member of a Community Board.

47% have contacted the Council offices in the last 12 months by phone, while 36% have contacted them in person, 6% in writing and 8% by email.

Satisfaction With The Overall Service Received When Contacted The Council Offices

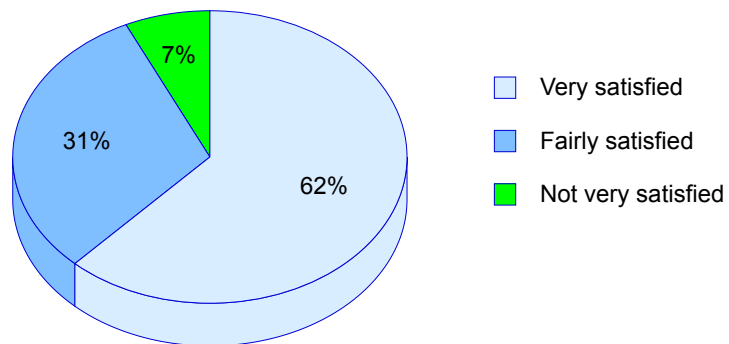


Base = 177

89% of residents who have contacted Council, have contacted the customer service front desk staff by phone and/or in person, in the last 12 months.

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

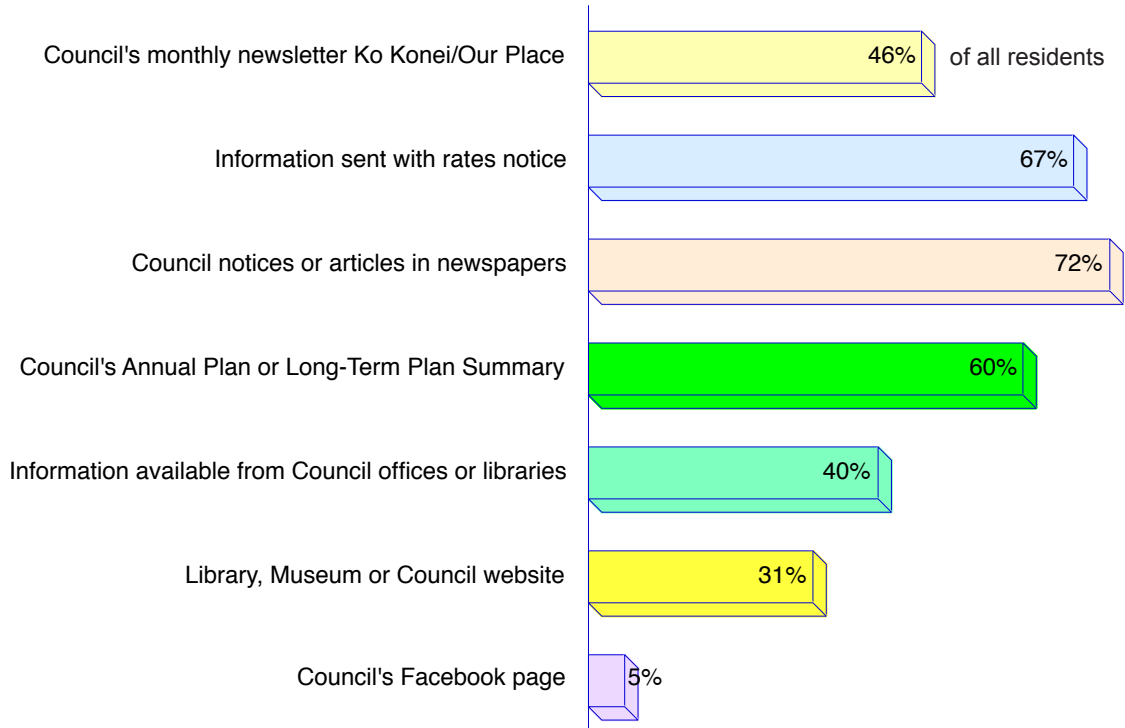
Contacted Customer Front Desk Staff In Last 12 Months



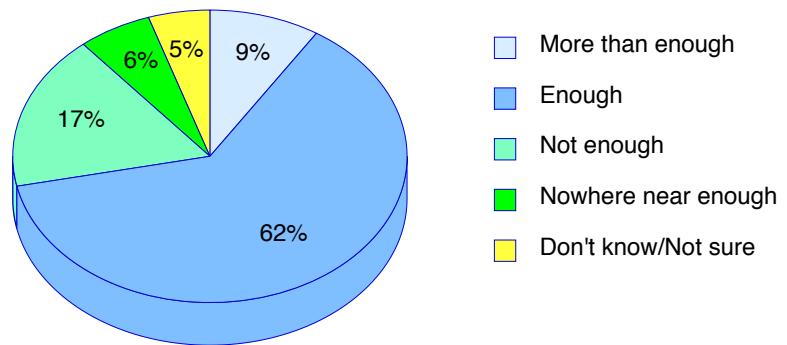
Base = 155

INFORMATION

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



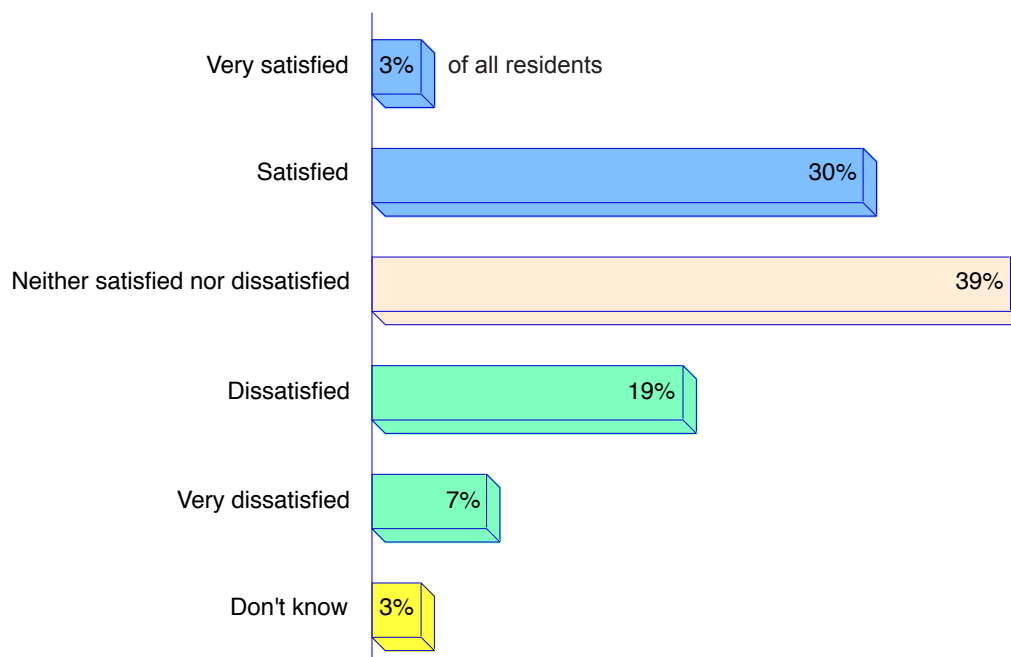
Amount Of Information That The Council Supplies To The Community Is ...



(does not add to 100% due to rounding)

LOCAL ISSUES

Council Consultation And Community Involvement



(does not add to 100% due to rounding)

The very satisfied/satisfied reading (33%) is below the Peer Group Average and on par with the National Average.

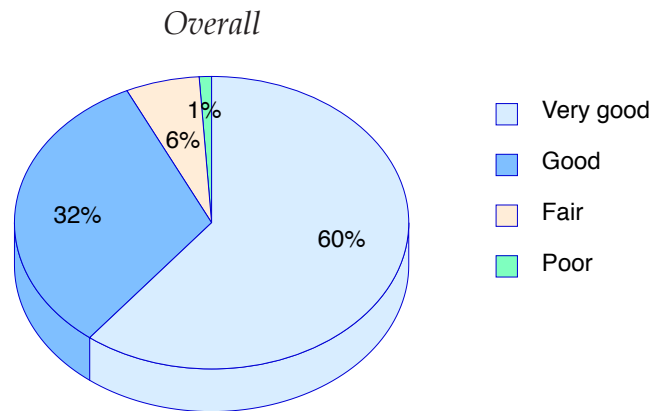
Perception Of Safety

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

Yes definitely	29% of all residents
Yes mostly	64%
Not really	6%
Definitely not	1%

The percent saying 'Yes, definitely' is on par with the Peer Group Average and slightly below the National Average.

Quality Of Life

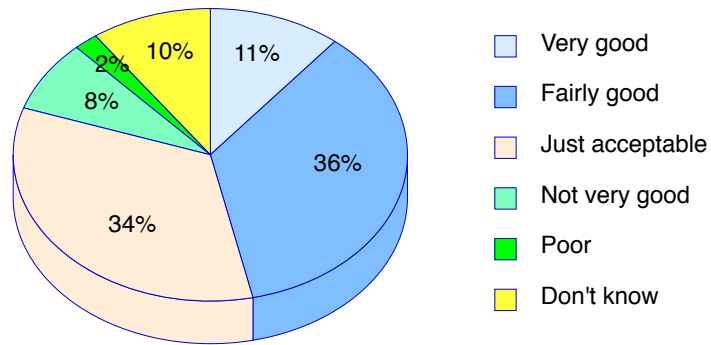


(does not add to 100% due to rounding)

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

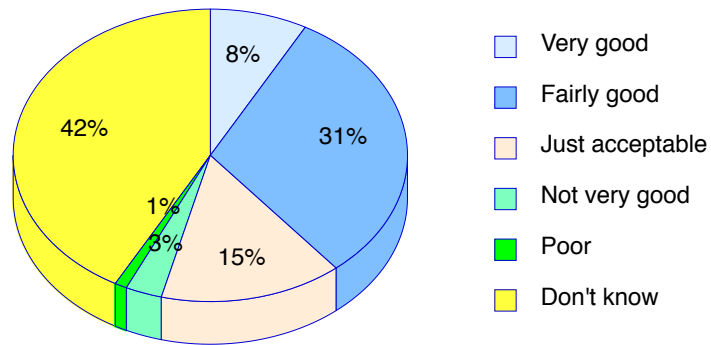
REPRESENTATION

a. Performance Rating Of The Mayor And Councillors



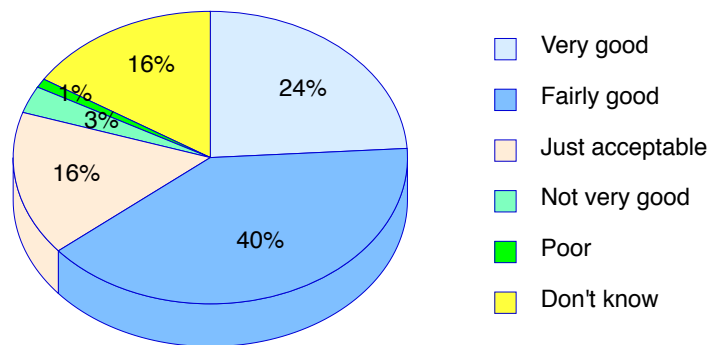
Whakatane District is similar to the Peer Group and National Averages, in terms of rating the Mayor and Councillors' performance as **very/fairly good**.

b. Performance Rating Of Community Board Members



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

c. Performance Rating Of The Council Staff



Whakatane District is on par with the Peer Group Average and above the National Average, 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 Average of similar Local Authorities.

For Whakatane 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 between 68% and 91% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2006 Census data.

In this group are ...

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 District Council
 South Waikato District Council
 Taupo District Council
 Timaru District Council
 Waikato District Council
 Waimakariri 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

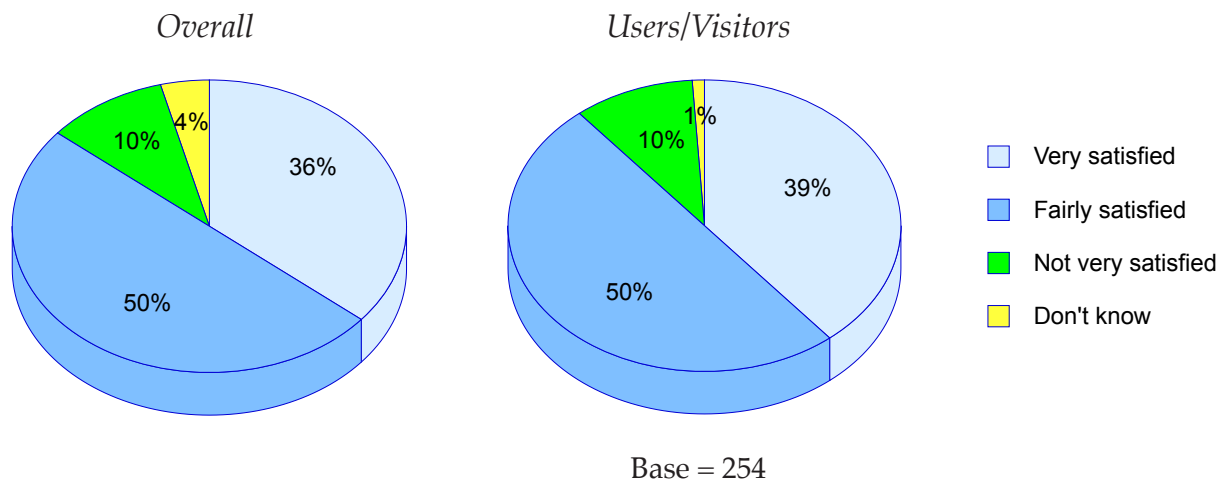


1. Council Services/Facilities

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



86% of Whakatane District residents are satisfied with their parks and reserves, including 36% who are very satisfied, while 10% are not very satisfied with these facilities.

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

87% of households have used/visited parks or reserves in the last 12 months. 89% of these "users/visitors" are satisfied, with 10% not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups in terms of those not very satisfied with their parks and reserves. However, it appears that Murupara Community Board residents are slightly more likely to feel this way, than other Community Board residents (caution required as base is small N=29).

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	86%
Users/Visitors	=	89%

Satisfaction With Parks And Reserves

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	36	50	86	10	4
Users/Visitors*	39	50	89	10	1
Comparison					
Peer Group (Provincial)	60	33	93	4	3
National Average	60	36	96	2	2
Community Board					
Whakatane	47	45	92	6	2
Ohope Beach [†]	35	47	82	14	5
Rangitaiki	31	54	85	10	5
Taneatua	30	57	87	7	6
Murupara*	4	55	59	30	11
Area					
Urban	38	54	92	8	-
Rural [†]	35	49	84	10	5

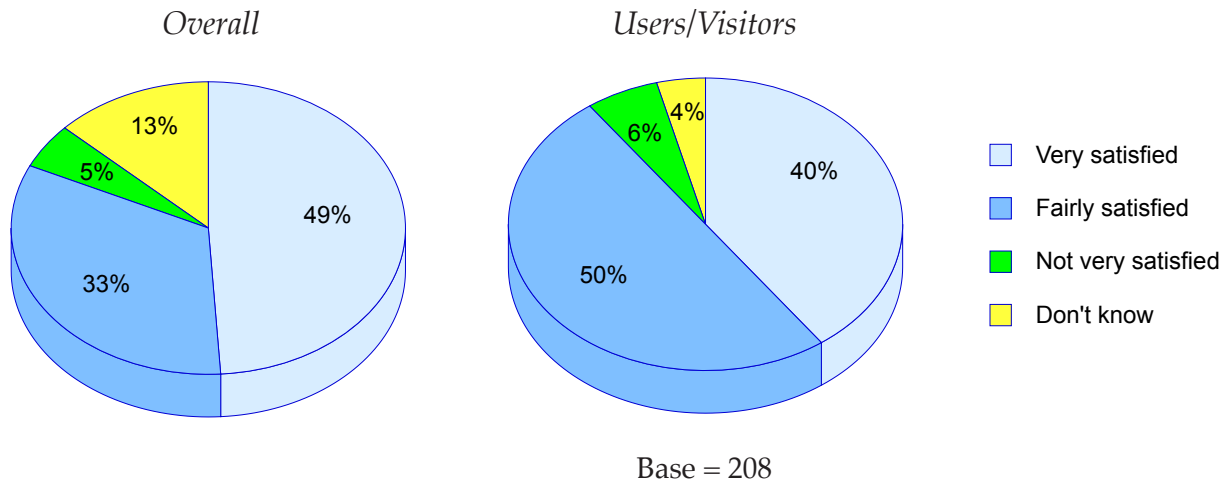
% read across

• 2013 scores 6-10 = 89%, scores 0-5 = 11%

* caution: small base N=29

† does not add to 100% due to rounding

ii. Sportsfields



82% of residents are satisfied with their local sportsfields, including 49% who are very satisfied, while 5% are not very satisfied with these facilities. 13% are unable to comment.

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

73% of households have used / visited a public sportsfield in the last 12 months and of these “users / visitors”, 90% are satisfied, and 6% not very satisfied.

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

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	82%
Users / Visitors	=	90%

Satisfaction With Sportsfields

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	49	33	82	5	13
Users/Visitors [†] *	40	50	90	6	4
Comparison ^{**}					
Peer Group (Provincial)	53	37	90	3	7
National Average	52	38	90	4	6
Community Board					
Whakatane	40	43	83	4	13
Ohope Beach	45	37	82	-	18
Rangitaiki [†]	22	57	79	5	17
Taneatua	48	48	96	-	4
Murupara [*]	7	70	77	17	6
Area					
Urban [†]	37	45	82	6	13
Rural	25	59	84	2	14

% read across

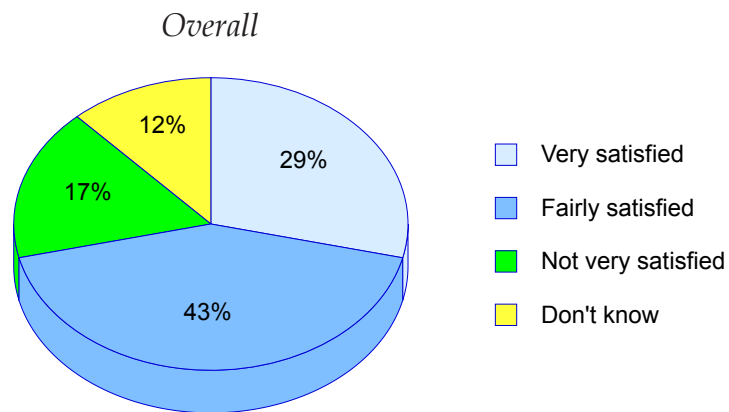
• 2013 scores 6-10 = 89%, scores 0-5 = 10%

* caution: small base N=29

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

† does not add to 100% due to rounding

iii. Street Lighting



72% of Whakatane residents are satisfied with street lighting, including 29% who are very satisfied, while 17% are not very satisfied. 12% are unable to comment.

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

Murupara Community Board residents appear to be more likely to be not very satisfied with street lighting, than other Community Board residents (caution required as the base is small N=29).

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

Satisfaction With Street Lighting

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014*	29	43	72	17	12
Comparison					
Peer Group (Provincial)	39	41	80	14	6
National Average	43	43	86	10	4
Community Board					
Whakatane	44	44	88	10	2
Ohope Beach	53	35	88	12	-
Rangitaiki†	11	48	59	18	22
Taneatua	9	44	53	12	35
Murupara*	11	23	33	54	13

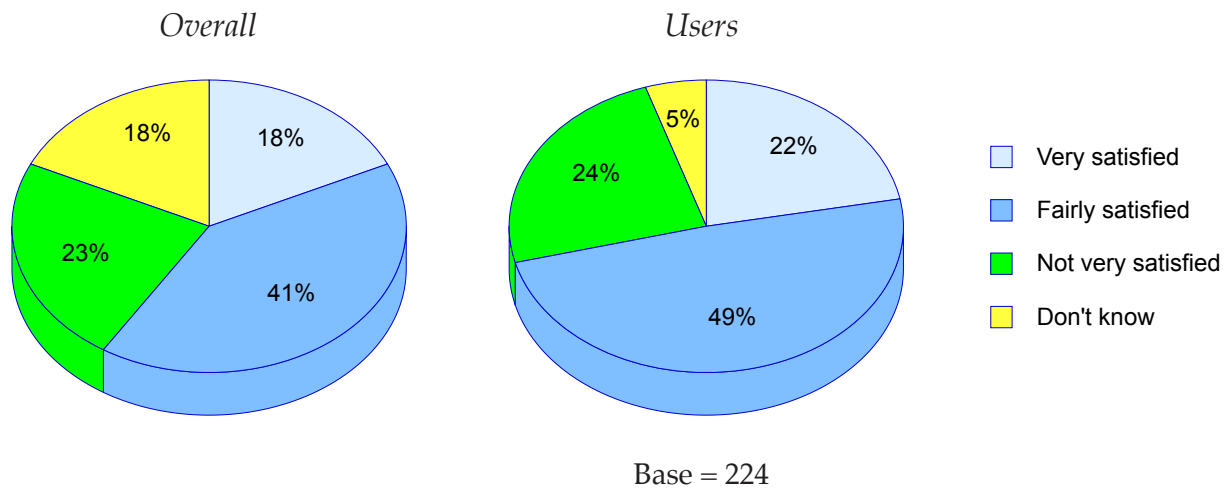
% read across

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

* caution: small base N=29

† does not add to 100% due to rounding

iv. Public Toilets



59% of residents are satisfied with public toilets in the District. 23% are not very satisfied and 18% are unable to comment.

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

76% of households have used a public toilet in the last 12 months. Of these, 71% are satisfied and 24% are not very satisfied.

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

- Murupara Community Board residents (caution required as base is small N=29),
- women.

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 59%
Users = 71%

Satisfaction With Public Toilets

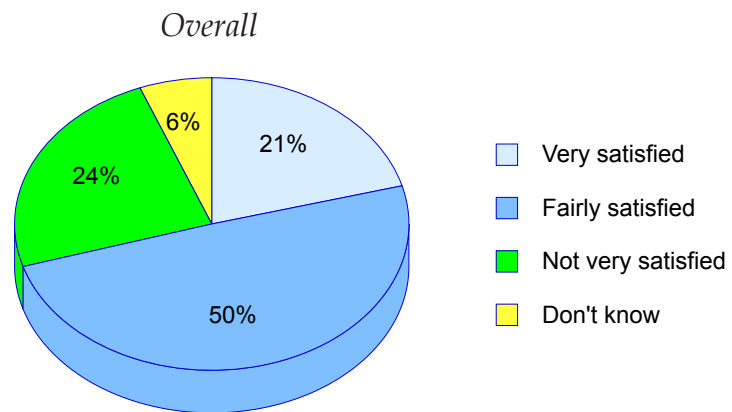
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	18	41	59	23	18
Users/Visitors*	22	49	71	24	5
Comparison					
Peer Group (Provincial)	25	44	69	18	13
National Average	23	46	69	18	13
Community Board					
Whakatane	19	41	60	18	22
Ohope Beach	30	53	83	13	4
Rangitaiki	17	42	59	25	16
Taneatua	18	53	71	16	13
Murupara*	2	13	15	56	29
Area					
Urban	20	37	57	24	19
Rural	13	50	63	19	18
Gender					
Male	17	46	63	17	20
Female	18	38	56	27	17

% read across

• 2013 scores 6-10 = 79%, scores 0-5 = 21%

* caution: small base N=29

v. Footpaths



71% of Whakatane residents are satisfied with footpaths in their District, while 24% are not very satisfied.

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

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

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

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

Satisfaction With Footpaths

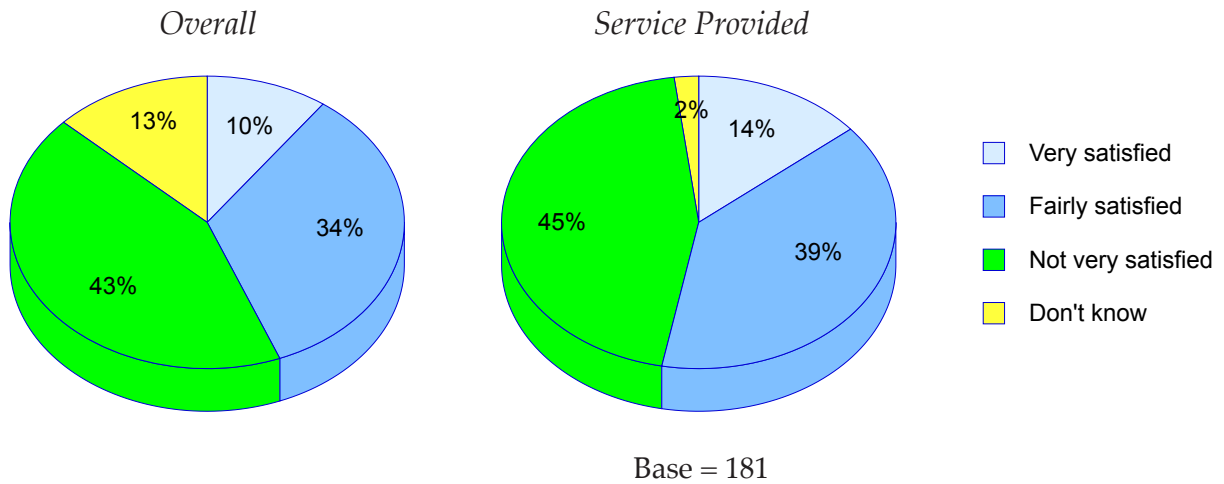
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	21	50	71	24	6
Comparison					
Peer Group (Provincial)	19	52	71	24	5
National Average	28	46	74	21	5
Community Board					
Whakatane	26	50	76	24	-
Ohope Beach [†]	38	41	79	19	3
Rangitaiki [†]	10	50	60	24	15
Taneatua	28	53	81	9	10
Murupara*	5	52	57	41	2
Area					
Urban	23	48	71	28	1
Rural	16	54	70	14	16
Gender					
Male	24	55	79	17	4
Female [†]	18	46	64	30	7
Ethnicity					
NZ European	19	47	66	28	6
NZ Maori	21	57	78	16	6

% read across

* caution: small base N=29

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

vi. *Stormwater Services*



44% of residents are satisfied with stormwater services, while 43% are not very satisfied and 13% are unable to comment.

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

60% of residents are provided with a piped stormwater collection and, of these, 53% are satisfied and 45% are not very satisfied.

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

- all Community Board residents, except Murupara Community Board residents (caution required as base for Murupara Community Board residents is small N=29),
- Urban residents,
- NZ European residents.

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	44%
Service Provided	=	53%

Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014*	10	34	44	43	13
Service Provided	14	39	53	45	2
Comparison					
Peer Group (Provincial)	31	44	75	13	12
National Average	30	43	73	14	13
Community Board					
Whakatane	12	36	48	49	3
Ohope Beach	18	29	47	49	4
Rangitaiki	2	33	35	38	27
Taneatua	15	9	24	47	29
Murupara*	12	58	70	13	17
Area					
Urban†	12	38	50	48	3
Rural	6	26	32	31	37
Ethnicity					
NZ European†	8	30	38	49	14
NZ Maori	17	47	64	25	11

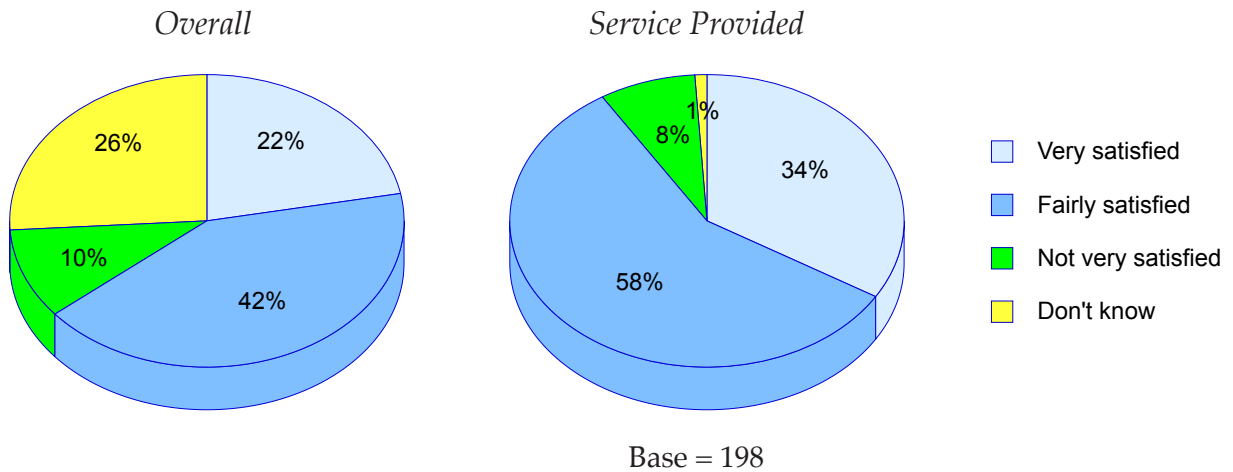
% read across

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

* caution: small base N=29

† does not add to 100% due to rounding

vii. Sewerage System



64% of residents are satisfied with the District's sewerage system, while 10% are not very satisfied and 26% are unable to comment.

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

65% of residents are provided with a sewerage system. Of these, 92% are satisfied and 8% are 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 the sewerage system.

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	64%
Service Provided	=	92%

Satisfaction With Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	22	42	64	10	26
Service Provided**	34	58	92	8	1
Comparison					
Peer Group (Provincial)	44	30	74	8	18
National Average	45	30	75	9	16
Community Board					
Whakatane†	32	56	88	7	4
Ohope Beach	38	52	90	5	5
Rangitaiki†	11	22	33	15	53
Taneatua	7	18	25	13	62
Murupara*	11	57	68	8	24
Area					
Urban	31	55	86	10	4
Rural†	3	16	19	10	72

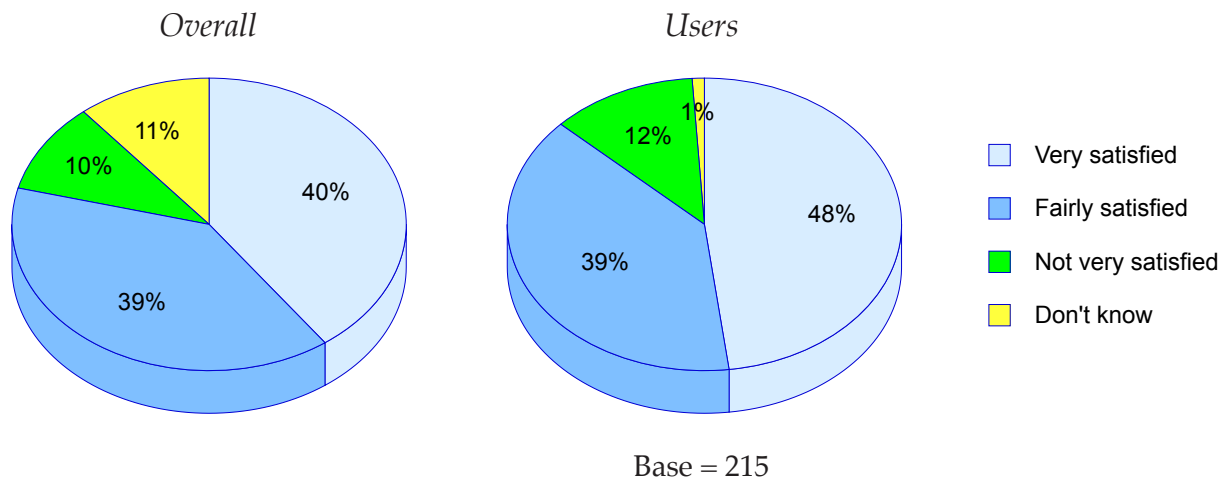
% read across

• 2013 overall treatment and disposal of sewage scores 6-10 = 92%, scores 0-5 = 7%

* caution: small base N=29

† does not add to 100% due to rounding

viii. Refuse Disposal, That Is, Transfer Station Facilities



79% of residents are satisfied with the refuse disposal, including 40% who are very satisfied. 10% are not very satisfied with this service and 11% are unable to comment.

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

72% of households have used a transfer station facility in the District, in the last 12 months. Of these, 87% are satisfied and 12% 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 refuse disposal. However, it appears that Rural residents are slightly more likely to feel this way, than Urban residents.

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 79%
Users = 87%

Satisfaction With Refuse Disposal

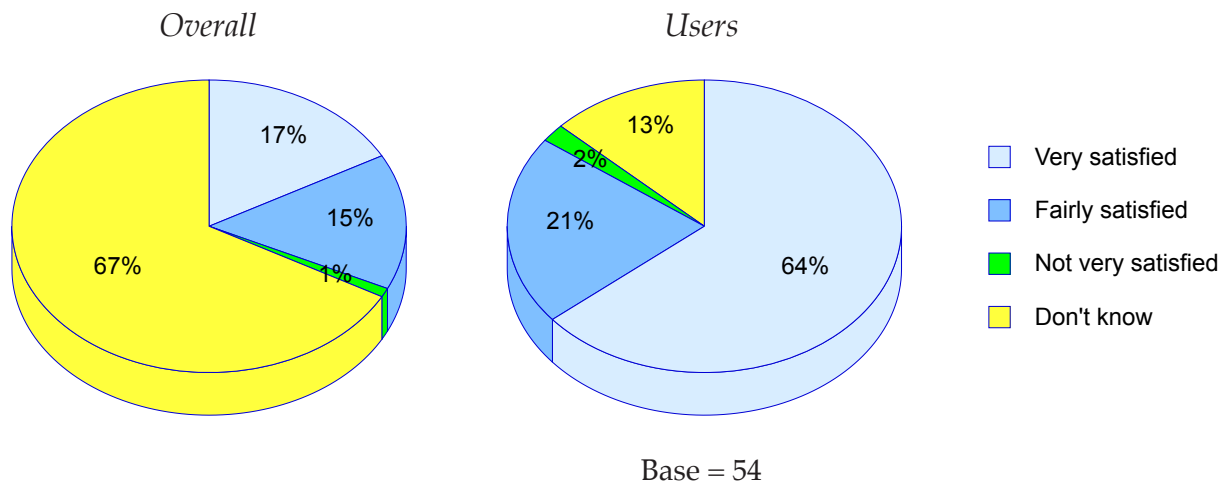
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	40	39	79	10	11
Users	48	39	87	12	1
Comparison					
Peer Group (Provincial)	31	38	69	15	16
National Average	26	39	65	12	23
Community Board					
Whakatane	40	47	87	6	7
Ohope Beach [†]	65	19	84	15	-
Rangitaiki	32	38	70	10	20
Taneatua	35	24	59	25	16
Murupara*	53	36	89	3	8
Area					
Urban	44	41	85	7	8
Rural [†]	32	34	66	16	19

% read across

* caution: small base N=29

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

ix. *Whakatane Crematorium Facility*



32% of residents are satisfied with the Whakatane Crematorium facility, while 1% are not very satisfied.

A large percentage, 67%, are unable to comment and this is probably due to only 18% of residents saying they, or a member of their household, have used the Whakatane Crematorium facility in the last 12 months. Of these 'users', 85% are satisfied and 2% not very satisfied.

There are no comparative Peer Group and National Average readings for this facility.

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 Whakatane Crematorium facility.

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 32%
Users = 85%

Satisfaction With Whakatane Crematorium Facility

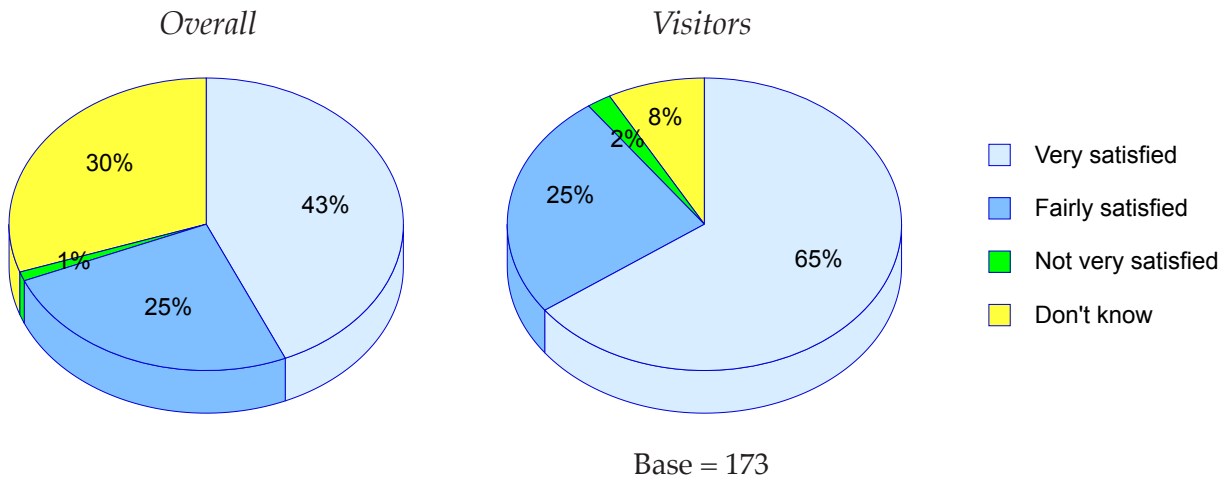
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	17	15	32	1	67
Users	64	21	85	2	13
Community Board					
Whakatane [†]	19	16	35	3	63
Ohope Beach	30	16	46	-	54
Rangitaiki [†]	14	18	32	-	67
Taneatua	23	6	29	-	71
Murupara*	2	5	7	-	93

% read across

* caution: small base N=29

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

x. Cemeteries Overall, Including Maintenance Of Cemeteries



68% of residents are satisfied with cemeteries overall, including maintenance of a cemeteries, with 43% being very satisfied. 1% are not very satisfied and a large percentage 30% are unable to comment.

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

56% of households have visited a cemetery in the last 12 months, and of these 90% 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.

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 68%
 Users = 90%

Satisfaction With Cemeteries Overall, Including Maintenance Of Cemeteries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	43	25	68	1	30
Visitors*	65	25	90	2	8
Comparison					
Peer Group (Provincial)	43	32	75	3	22
National Average	36	33	69	5	26
Community Board					
Whakatane	48	24	72	-	28
Ohope Beach	49	30	79	-	21
Rangitaiki	41	21	62	-	38
Taneatua	47	24	71	1	28
Murupara*	13	45	58	13	29
Area					
Urban	46	24	70	1	29
Rural	37	27	64	3	33

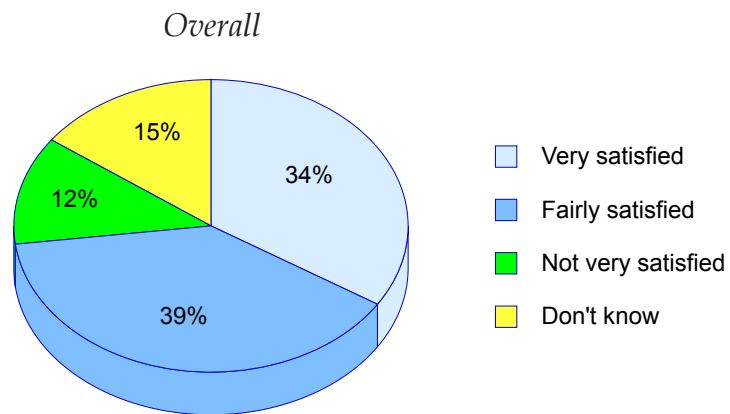
% read across

• 2013 reading relates to cemeteries and crematorium. In 2014 these were asked separately. 2013 scores 6-10 = 96%, scores 0-5 = 1%

* caution: small base N=29

† does not add to 100% due to rounding

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



73% of residents are satisfied with harbour facilities, including 34% who are very satisfied. 12% are not very satisfied and 15% are unable to comment.

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

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

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

Satisfaction With Harbour Facilities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2014	34	39	73	12	15
Community Board					
Whakatane [†]	39	40	79	12	10
Ohope Beach	52	32	84	11	5
Rangitaiki	29	42	71	12	17
Taneatua	29	40	69	18	13
Murupara*	14	31	45	6	49
Area					
Urban	40	35	75	12	13
Rural [†]	22	47	69	13	19
Gender					
Male [†]	29	48	77	16	8
Female	39	31	70	8	22

% read across

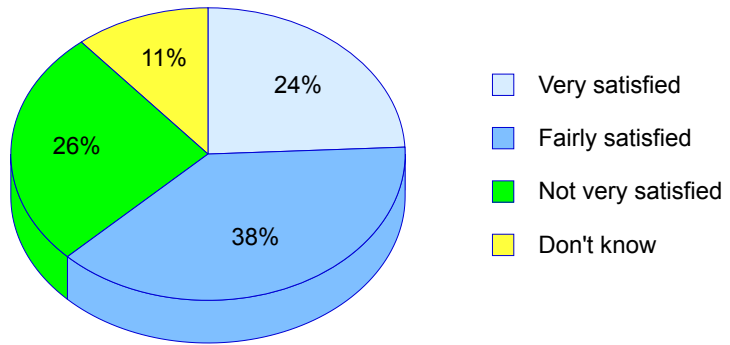
• 2013 harbour facilities Whakatane CBD (users) scores 6-10 = 93%, scores 0-5 = 6%

* caution: small base N=29

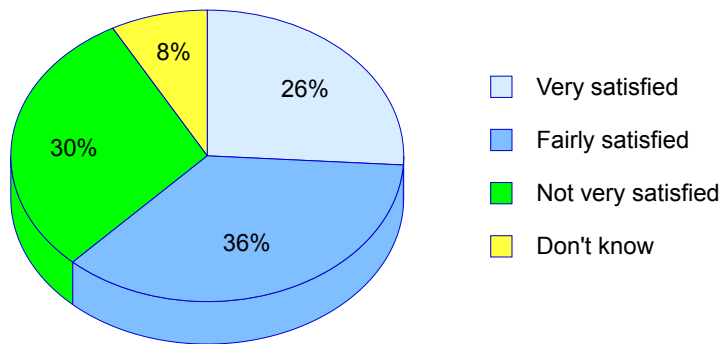
[†] does not add to 100% due to rounding

xii. Control Of Dogs

Overall

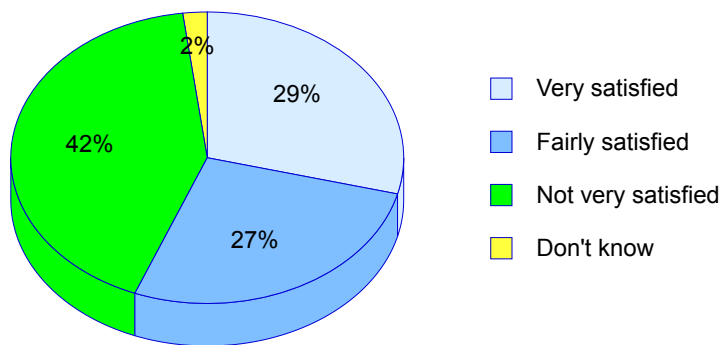


Dog Owners



Base = 145

Contacted Council



Base = 73

62% of residents express satisfaction with the dog control, while 26% are not very satisfied with this service and 11% are unable to comment.

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

25% of households have contacted Council regarding dog control in the last 12 months, while 51% are dog owners.

56% of residents who have contacted the Council about dog control are satisfied, while 42% are not very satisfied.

62% of dog owners are satisfied, and 30% are not very satisfied.

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

- Taneatua and Murupara Community Board residents (caution required as the base for Murupara Community Board residents is small N=29),
- women,
- NZ Maori residents.

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	62%
Dog Owners	=	62%
Contacted Council	=	56%

Satisfaction With Control Of Dogs

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	24	38	62	26	11
Dog Owners	26	36	62	30	8
Contacted Council*	29	27	56	42	2
Comparison					
Peer Group (Provincial)	29	45	74	20	6
National Average	32	44	76	18	6
Community Board					
Whakatane	30	40	70	22	8
Ohope Beach [†]	41	34	75	10	16
Rangitaiki	25	43	68	14	18
Taneatua	1	39	40	53	7
Murupara*	1	15	16	79	5
Area					
Urban	29	38	67	25	8
Rural	16	38	54	29	17
Gender					
Male	20	47	67	21	12
Female	29	30	59	31	10
Ethnicity					
NZ European	28	42	70	19	11
NZ Maori [†]	16	30	46	44	11

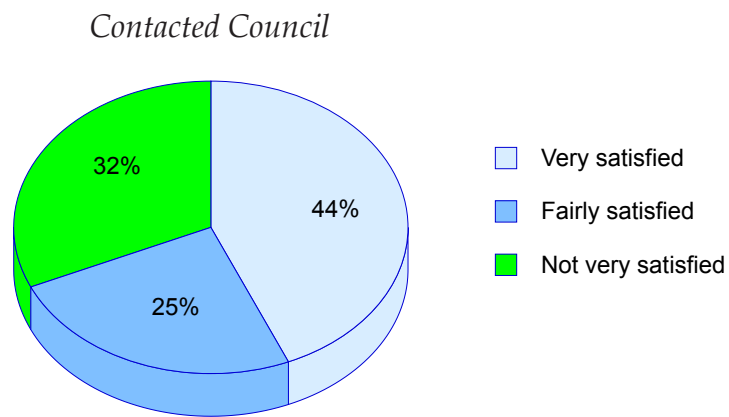
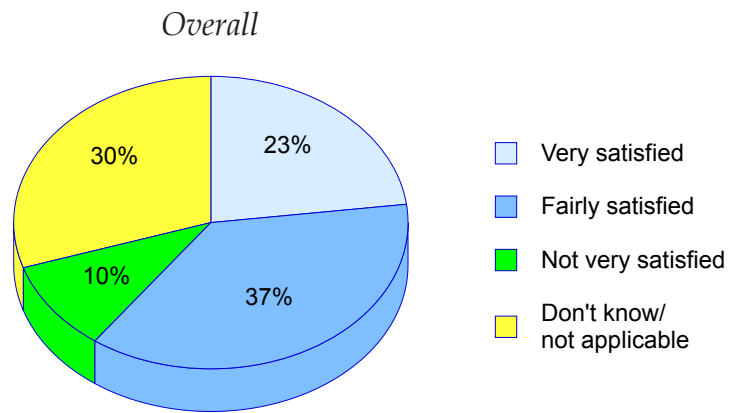
% read across

• 2013 Council's Dog Council Service scores 6-10 = 72%, scores 0-5 = 26%

* caution: small base N=29

† does not add to 100% due to rounding

xiii. Noise Control



Base = 26*
 Margin of error ±12.9%
 * caution: small base

60% of residents are satisfied with noise control, while 10% are not very satisfied with this aspect of the District. A large percentage, 30%, are unable to comment.

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

9% of households have contacted the Council about noise in the last year, with 69% being satisfied with noise control and 32% being not very satisfied.

Murupara Community Board residents appear to be more likely to be not very satisfied with noise control, than other Community Board residents (caution required as the base for Murupara Community Board residents is small N=29).

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 60%
Contacted Council	= 69%

Satisfaction With Noise Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	23	37	60	10	30
Contacted Council**†	44	25	69	32	-
Comparison					
Peer Group (Provincial)	32	43	75	11	14
National Average	31	47	78	11	11
Community Board					
Whakatane	32	43	75	11	14
Ohope Beach	47	20	67	-	33
Rangitaiki	13	41	54	3	43
Taneatua	11	23	34	-	66
Murupara*	1	31	32	48	20
Area					
Urban	29	42	71	11	18
Rural	9	29	38	7	55

% read across

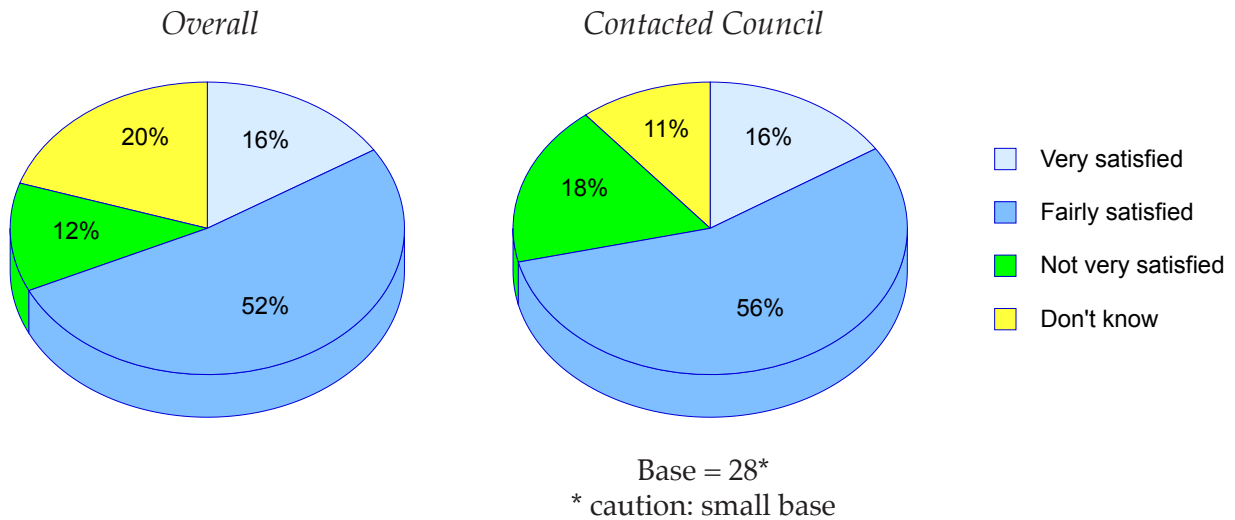
* caution: small base N=29

** caution: small base

† does not add to 100% due to rounding

xiv. Council's Environmental Monitoring Services Overall

This includes public health, food, noise control, litter and liquor licensing.



68% of residents are satisfied with Council's environmental monitoring services overall, while 12% are not very satisfied. 20% are unable to comment.

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

9% of households have contacted Council's monitoring services in the last 12 months. Of these, 72% are satisfied and 18% not very satisfied.

It appears that Murupara Community Board residents are more likely to be not very satisfied with Council's environmental monitoring services overall, than other Community Board residents (caution required as the base for Murupara Community Board residents is small N=29).

It also appears that NZ Maori are slightly more likely, than NZ European residents, to feel this way.

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 68%
Contacted Council	= 72%

Satisfaction With Council's Environmental Monitoring Services Overall

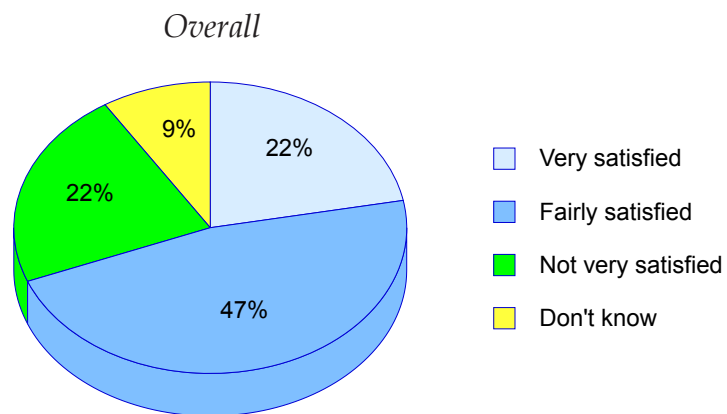
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	16	52	68	12	20
Contacted Council†	16	56	72	18	11
Community Board					
Whakatane	18	52	70	13	17
Ohope Beach	18	59	77	3	20
Rangitaiki	11	56	67	9	24
Taneatua	20	44	64	6	30
Murupara*	11	47	58	32	10
Area					
Urban†	19	54	73	12	16
Rural	10	50	60	12	28
Ethnicity					
NZ European	17	53	70	9	21
NZ Maori	13	53	66	20	14

% read across

* caution: small base N=29

† does not add to 100% due to rounding

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



69% of residents are satisfied with tourism promotion, while 22% are not very satisfied. 9% are unable to comment.

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

Men are more likely, than women, to be not very satisfied with tourism promotion.

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

Satisfaction With Tourism Promotion

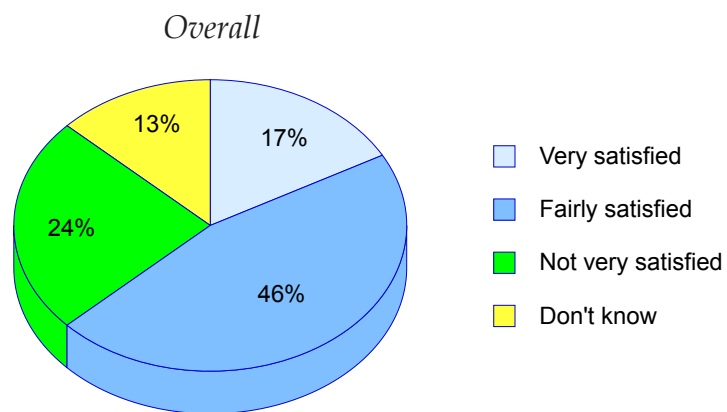
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	22	47	69	22	9
Comparison					
Peer Group (Provincial)	30	43	73	18	9
National Average	27	47	74	15	11
Community Board					
Whakatane	28	43	71	21	8
Ohope Beach	27	38	65	31	4
Rangitaiki [†]	22	52	74	18	7
Taneatua	12	57	69	14	17
Murupara*	1	42	43	44	13
Area					
Urban	25	45	70	22	10
Rural	17	50	67	22	9
Gender					
Male	17	48	65	27	8
Female	27	46	73	17	10

% read across

* caution: small base N=29

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

xvi. Council's Efforts To Enable And Promote Events



63% of residents are satisfied with Council's efforts to enable and promote events, while 24% are not very satisfied. 13% are unable to comment.

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

Residents more likely to be not very satisfied with Council's efforts to enable and promote events are ...

- Murupara Community Board residents (caution required as the base for Murupara Community Board residents is small N=29),
- residents aged 18 to 44 years.

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 63%

Satisfaction With Council's Efforts To Enable And Promote Events

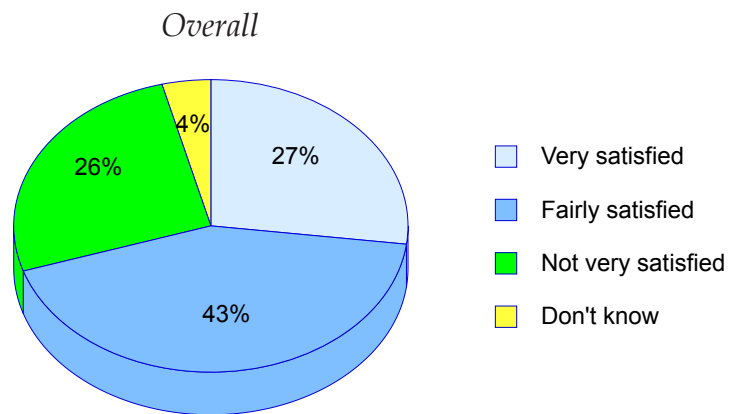
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	17	46	63	24	13
Community Board					
Whakatane	18	49	67	21	12
Ohope Beach [†]	30	50	80	19	2
Rangitaiki [†]	12	45	57	23	19
Taneatua	19	50	69	25	6
Murupara*	5	31	36	46	18
Area					
Urban [†]	17	48	65	23	13
Rural	16	44	60	26	14
Age					
18-44 years [†]	13	43	56	32	11
45-64 years	15	52	67	20	13
65+ years	24	43	67	16	17

% read across

* caution: small base N=29

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

xvii. Parking In Whakatane



70% of residents are satisfied with Whakatane, including 27% who are very satisfied. 26% are not very satisfied and 4% are unable to comment.

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

Women are more likely to be not very satisfied with Whakatane, than men. It also appears that Rural residents are slightly more likely than Urban residents, to feel this way.

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 70%

Satisfaction With Parking In Whakatane

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014*	27	43	70	26	4
Comparison**					
Peer Group (Provincial)	29	41	70	27	3
National Average	24	39	63	31	6
Community Board					
Whakatane	28	46	74	25	1
Ohope Beach	(48)	49	(97)	3	-
Rangitaiki	23	39	62	37	1
Taneatua†	24	45	69	29	3
Murupara*	12	39	51	11	(38)
Area					
Urban	(32)	42	(74)	23	3
Rural†	15	47	62	31	6
Gender					
Male†	(32)	47	(79)	20	2
Female	22	41	63	(31)	6

% read across

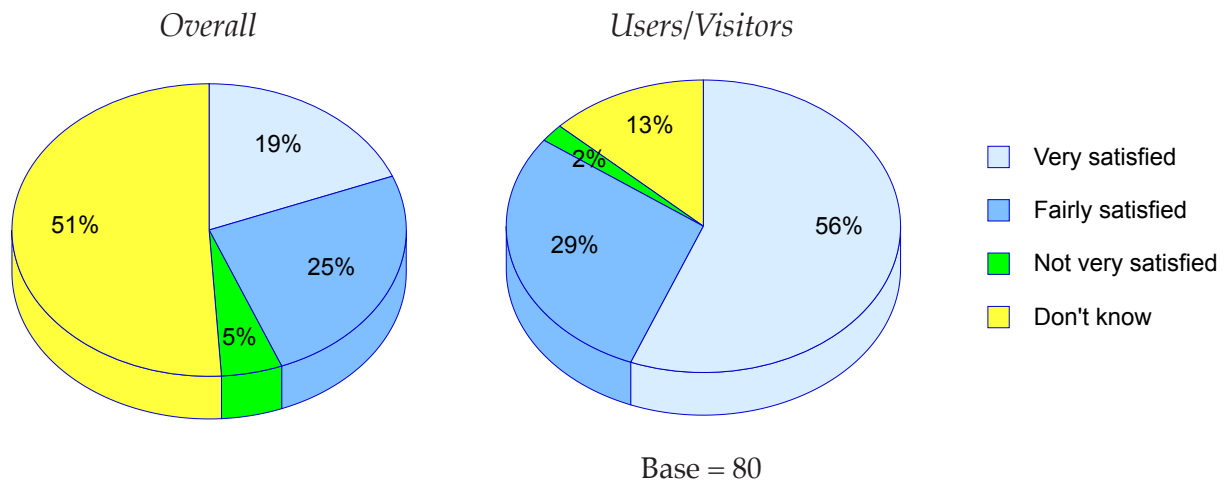
* 2013 reading relates to 'users' satisfaction scores 6-10 = 81%, scores 0-5 = 19%

* caution: small base N=29

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

† does not add to 100% due to rounding

xviii. The Whakatane Museum On Boon Street



44% of residents are satisfied with the Whakatane Museum on Boon Street, while 5% are not very satisfied.

A large percentage 51% are unable to comment, and this is probably due to only 27% of respondents, or a member of their household, having used or visited the museum in the last 12 months. Of these 'Users/Visitors', 85% are satisfied and 2% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages for museums in general.

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

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 44%
Users/Visitors = 85%

Satisfaction With The Whakatane Museum On Boon Street

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	19	25	44	5	51
Users/Visitors	56	29	85	2	13
Comparison**					
Peer Group (Provincial)	42	22	64	3	33
National Average	50	22	72	3	25
Community Board					
Whakatane	19	30	49	8	43
Ohope Beach	36	26	62	3	35
Rangitaiki [†]	16	19	35	3	61
Taneatua [†]	21	35	56	5	40
Murupara*	6	10	16	-	84
Area					
Urban [†]	23	26	49	6	46
Rural	10	25	35	3	62

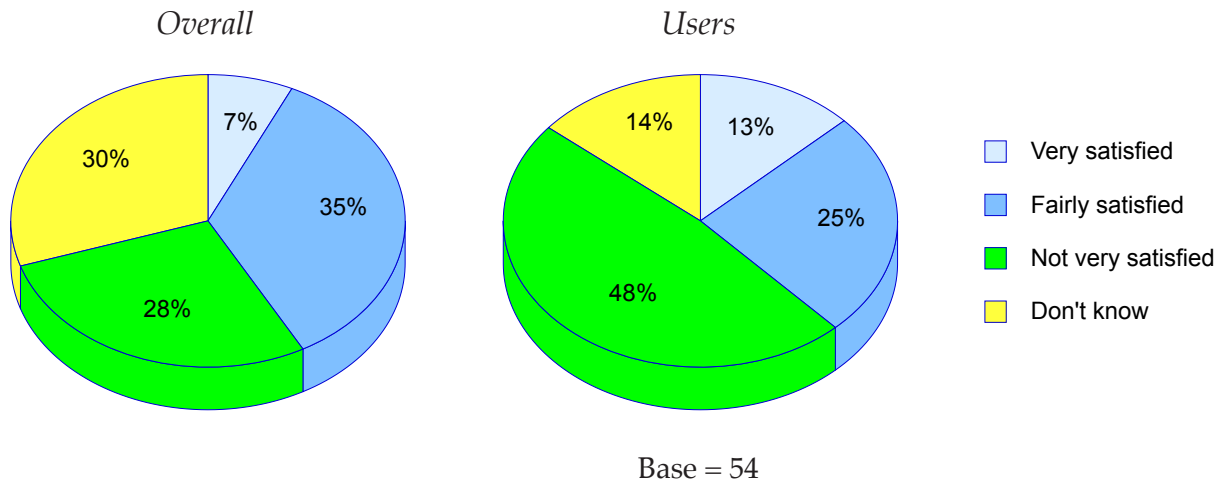
% read across

* caution: small base N=29

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

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

xix. Town Planning, Including Planning And Monitoring Services



42% of residents are satisfied with town planning, while 28% are not satisfied. A large percentage (30%) are unable to comment.

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

18% of households have used Council's planning or monitoring service, in the last 12 months. Of these 'Users', 38% are satisfied and 48% 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 town planning. However, it appears that Rural residents are slightly more likely, than Urban residents, to feel this way.

* Peer Group and National Averages refer to readings for town planning, including planning and inspection services

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 42%
 Users = 38%

Satisfaction With Town Planning

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	7	35	42	28	30
Users	13	25	38	48	14
Comparison**					
Peer Group (Provincial) [†]	14	40	54	21	26
National Average	10	40	50	24	26
Community Board					
Whakatane	12	39	51	26	23
Ohope Beach	11	35	46	28	26
Rangitaiki	3	35	38	36	26
Taneatua	3	20	23	23	54
Murupara*	-	33	33	14	53
Area					
Urban [†]	10	38	48	26	27
Rural	2	30	32	33	35

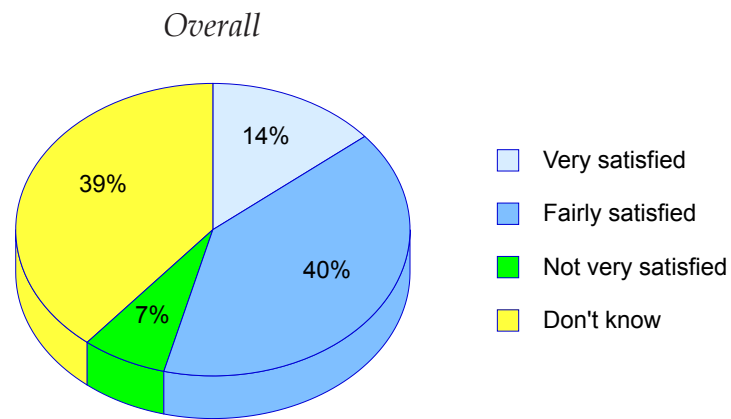
% read across

* caution: small base N=29

** Peer Group and National Averages refer to ratings for town planning, including planning and inspection services

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

xx. Council's Efforts To Manage The Whakatane Airport



54% of residents are satisfied with Council's efforts to manage Whakatane Airport, while 7% are not very satisfied. A large percentage, 39%, are unable to comment.

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

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 Whakatane Airport.

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

Satisfaction With Council's Efforts To Manage The Whakatane Airport

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	14	40	54	7	39
Community Board					
Whakatane [†]	19	45	64	7	30
Ohope Beach [†]	31	17	48	10	41
Rangitaiki	6	50	56	8	36
Taneatua	12	32	54	6	50
Murupara*	-	18	18	-	82
Area					
Urban	18	40	58	6	36
Rural [†]	5	41	46	8	45

% read across

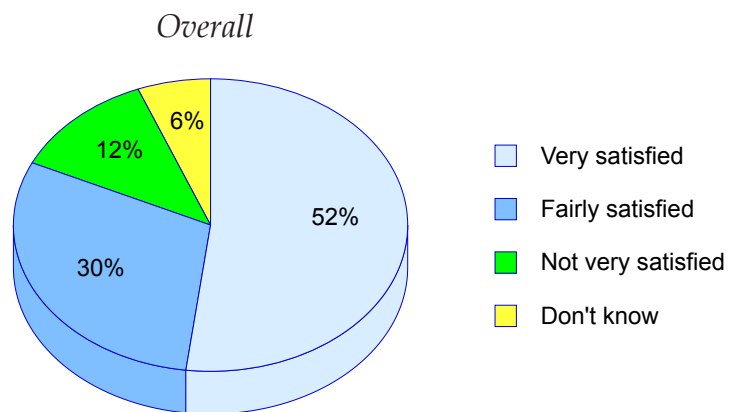
* caution: small base N=29

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

b. Satisfaction With Council Services And Facilities - With Reasons For Dissatisfaction

Residents were read out six Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service or facility. Those residents not very satisfied were asked to say why they feel this way.

i. Walking And Cycling Facilities In The District



82% of residents are satisfied with walking and cycling facilities in the District, including 52% who are very satisfied. 12% are not very satisfied and 6% are unable to comment.

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

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with walking and cycling facilities. However, it appears that Murupara Community Board residents are slightly more likely, than other Community Board residents to feel this way (caution required as the base for Murupara Community Board residents is small, N=29).

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 2014	52	30	82	12	6
Community Board					
Whakatane	67	25	92	7	1
Ohope Beach [†]	52	34	87	14	-
Rangitaiki	36	34	70	15	15
Taneatua [†]	51	29	80	12	9
Murupara*	25	36	61	32	7
Area					
Urban	58	29	87	11	2
Rural	39	32	71	16	13

% read across

* caution: small base N=29

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

The main reasons residents are not very satisfied with walking and cycling facilities in the District are ...

- not enough cycling facilities/need more/encourage cycling,
- not enough walkways/walking facilities/need more,
- cycle tracks too narrow/not much room/unsafe for cyclists,
- cycleways/walkways could be improved

Summary Table: Main Reasons* For Being Not Very Satisfied With Walking And Cycling Facilities In The District

	Total District 2014 %	Community Board				
		Whaka- tane %	Ohope Beach %	Rangi- taiki %	Tane- atua %	Muru- para* %
Percent Who Mention ...						
Not enough cycling facilities/need more/ encourage cycling	3	1	2	5	7	-
Not enough walkways/walking facilities/ need more	2	2	9	3	-	-
Cycle tracks too narrow/not much room/ unsafe for cyclists	2	2	3	2	-	-
Cycleways/walkways could be improved	2	-	2	3	5	-

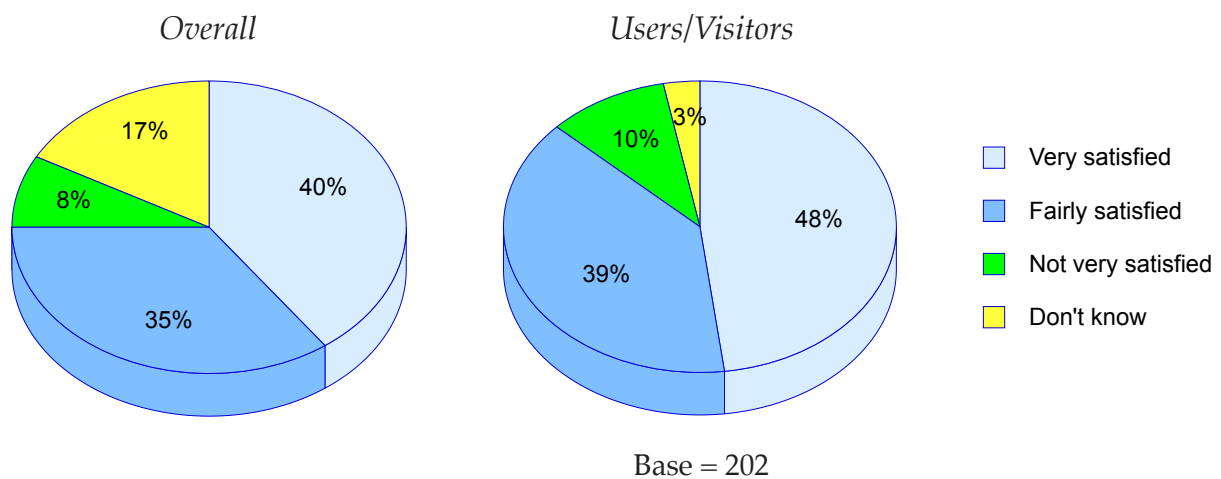
* multiple responses allowed

• caution: small base

NB: 13% of Murupara Community Board residents said they don't have any (no other Community Board resident gave this reason)

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 82%

ii. Playgrounds



75% of Whakatane District residents are satisfied with playgrounds, including 40% who are very satisfied, with 8% being very satisfied. 17% are unable to comment.

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

71% of households have used or visited a public playground in the last 12 months. Of these, 87% are satisfied with these facilities and 10% 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 playgrounds.

Satisfaction With Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	40	35	75	8	17
Users/Visitors*	48	39	87	10	3
Comparison**					
Peer Group (Provincial)	53	37	90	3	7
National Average	52	38	90	4	6
Community Board					
Whakatane	54	29	83	3	14
Ohope Beach	60	24	84	9	7
Rangitaiki	23	39	62	11	27
Taneatua	36	52	88	-	12
Murupara*	11	41	52	25	23
Area					
Urban	47	32	79	8	13
Rural	26	40	66	7	27

% read across

• 2013 scores 6-10 = 82%, scores 0-5 = 18%

* caution: small base N=29

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

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with playgrounds are ...

- old / rundown / need upgrading / improving, mentioned by 4% of all residents,
- lack of maintenance, 3%,
- no playgrounds / not enough / need more, 2%.

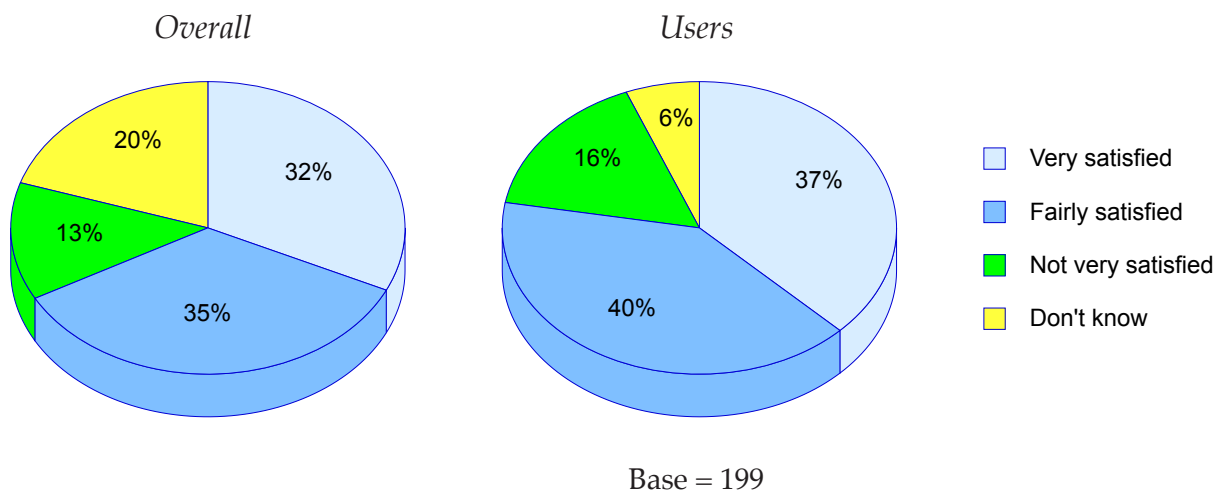
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 75%

Users / Visitors = 87%

iii. Public Halls



67% of residents are satisfied with public halls, including 32% who are very satisfied, with 13% being not very satisfied. 20% are unable to comment.

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

68% of households have used a public hall in the last 12 months. Of these residents, 77% are satisfied and 16% are not very satisfied.

It appears that Murupara Community Board residents are more likely to be not very satisfied with public halls, than other Community Board residents (caution required as the base for Murupara Community Board residents is small, N=29).

Satisfaction With Public Halls

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2014	32	35	67	13	20
Users [†]	37	40	77	16	6
Comparison					
Peer Group (Provincial)	26	42	68	5	27
National Average [†]	25	41	66	5	30
Community Board					
Whakatane [†]	43	34	77	10	14
Ohope Beach [†]	42	19	61	9	29
Rangitaiki	20	40	60	11	29
Taneatua	26	46	72	16	12
Murupara**	11	32	43	41	17
Area					
Urban	39	33	72	11	17
Rural	16	40	56	17	27

% read across

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

* caution: small base N=29

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

The main reasons residents are not very satisfied with public halls are ...

- old/outdated/need upgrading/improvements/need better facilities,
- lack of upkeep/need maintenance,
- no public halls/not enough/need more.

Summary Table: Main Reasons* For Being Not Very Satisfied With Public Halls

	Total District 2014 %	Community Board				
		Whaka- tane %	Ohope Beach %	Rangi- taiki %	Tane- atua %	Muru- para* %
Percent Who Mention ...						
Old/outdated/need upgrading/ improvements/need better facilities	8	8	9	5	16	8
Lack of upkeep/need maintenance	2	1	-	4	-	10
No public hall/not enough/need more	2	2	-	-	-	8

* multiple responses allowed

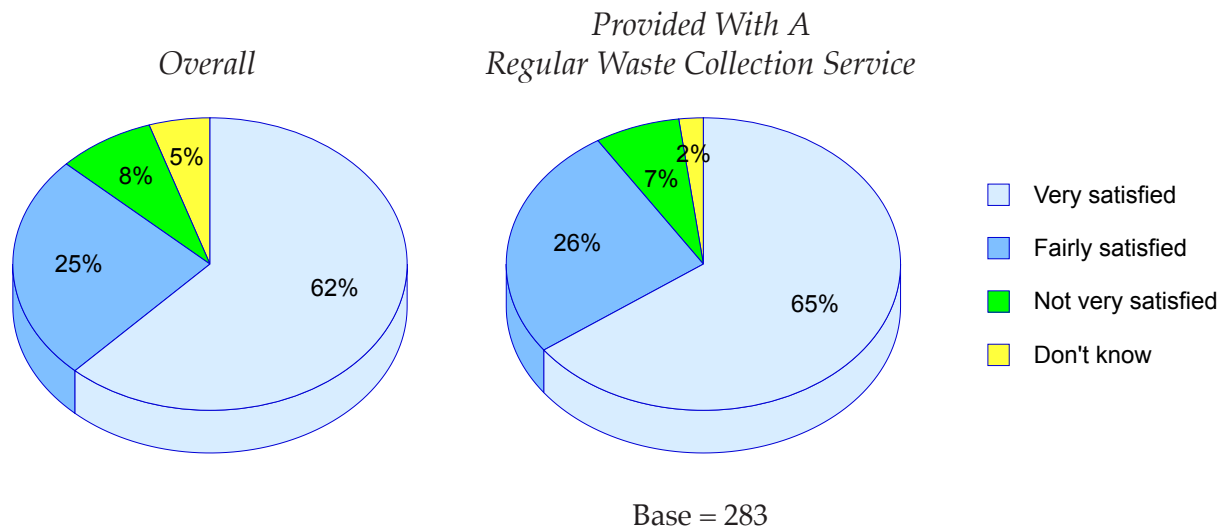
• caution: small base

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 67%

Users = 77%

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



87% of residents are satisfied with kerbside waste collection service, including 62% who are very satisfied. 8% are not very satisfied and 5% are unable to comment.

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

94% of residents are provided with a regular waste collection service and kerbside recycling services in the last 12 months. Of these, 91% are satisfied and 7% 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 playgrounds.

[†] Peer Group and National Averages refer to the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2012 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 2014	62	25	87	8	5
Service Provided*	65	26	91	7	2
Comparison**					
Peer Group (Provincial)†	52	27	79	13	9
National Average	55	28	83	10	7
Community Board					
Whakatane	67	27	94	5	1
Ohope Beach	85	13	98	2	-
Rangitaiki	55	25	80	12	8
Taneatua	36	28	64	12	24
Murupara*	63	27	90	8	2
Area					
Urban	71	23	94	6	-
Rural	43	30	73	12	15

% read across

• 2013 averaged readings for kerbside green waste collection, residential refuse collection and kerbside recyclable collection as these were asked separately scores 6-10 = 93%, scores 0-5 = 6%

* caution: small base N=29

** Peer Group and National Averages refer to the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2012 National Communitrak™ Survey

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with kerbside waste collection service are ...

- recycling issues/ extend range of recyclables, mentioned by 2% of all residents,
- rubbish not always collected, 2%,
- poor service from contractors/leave rubbish behind, 2%.

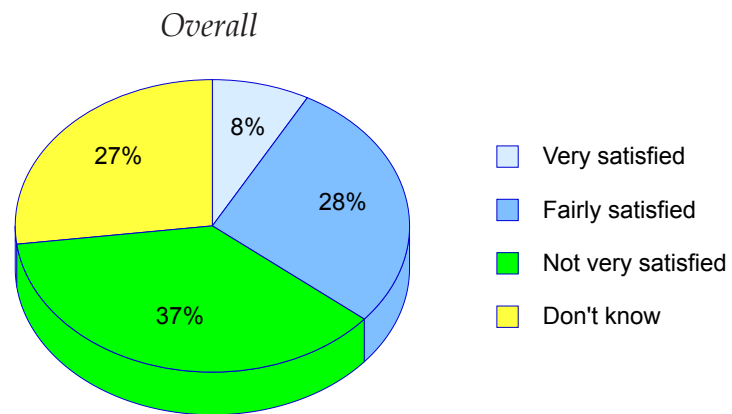
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 87%

Provided With A Regular Waste Collection Service = 91%

v. Business Promotion



36% of residents are satisfied with business promotion, while 37% are not very satisfied. 27% are unable to comment.

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

Residents aged 65 years or over are **less** likely to be not very satisfied with business promotion, than other age groups.

Satisfaction With Business Promotion

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	8	28	36	37	27
Comparison					
Peer Group (Provincial)	13	36	49	26	25
National Average	13	32	45	23	32
Community Board					
Whakatane	10	31	41	33	26
Ohope Beach	14	36	50	31	19
Rangitaiki [†]	7	27	34	41	26
Taneatua [†]	5	23	28	40	31
Murupara*	1	15	16	51	33
Area					
Urban	9	29	38	37	25
Rural [†]	6	26	32	38	29
Age					
18-44 years	7	27	34	41	25
45-64 years	7	27	34	42	24
65+ years [†]	13	32	45	22	32

% read across

* caution: small base N=29

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

The main reasons residents are not very satisfied with business promotion are ...

- make it difficult/ too much red tape/ restrictions/ high cost of consents,
- don't attract/ promote/ encourage business/ need to encourage/ support business,
- not much effort being made/ could do more/ more proactive,
- poor Council performance/ financial management.

Summary Table: Main Reasons* For Being Not Very Satisfied With Business Promotion

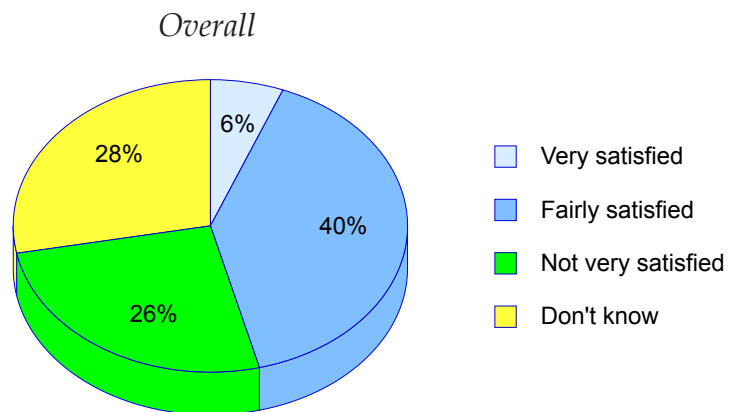
	Total District 2014 %	Community Board				
		Whaka-tane %	Ohope Beach %	Rangi-taiki %	Tane-atua %	Muru-para* %
Percent Who Mention ...						
Make it difficult/ too much red tape/ restrictions/ high cost of consents	8	7	8	8	5	12
Don't attract/ promote/ encourage business/ need to encourage/ support business	6	6	6	5	8	5
Not much effort being made/ could do more/ more proactive	5	2	2	7	12	12
Poor Council performance/ financial management	5	5	9	5	1	5

* multiple responses allowed

• caution: small base

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 36%

vi. Council's Efforts To Attract And Retain Residents



46% of residents overall are satisfied with Council's efforts to attract and retain residents, with 26% being not very satisfied. 28% are unable to comment.

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

Urban residents are **more** likely to be not very satisfied, than Rural residents.

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 2014	6	40	46	26	28
Community Board					
Whakatane	8	41	49	28	23
Ohope Beach	9	70	79	15	6
Rangitaiki	3	39	42	25	33
Taneatua [†]	3	37	40	21	40
Murupara*	6	17	23	29	48
Area					
Urban	7	42	49	29	22
Rural	3	37	40	18	42

% read across

* caution: small base N=29

† does not add to 100% due to rounding

The main reasons residents are not very satisfied with Council's efforts to attract and retain residents are ...

- lack of employment/jobs,
- no effort being made/not enough effort,
- lack of business development/need more industry,
- not attracting young people/nothing to keep young people,
- poor Council performance.

Summary Table: Main Reasons* For Being Not Very Satisfied With Council's Efforts To Attract And Retain Residents

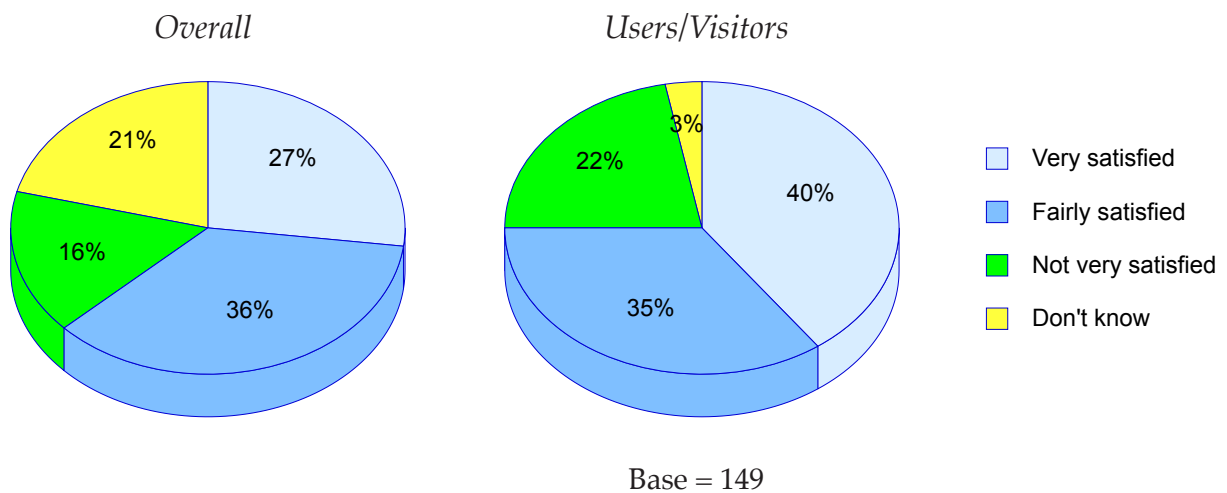
	Total District 2014 %	Community Board				
		Whakataane %	Ohope Beach %	Rangitaiki %	Taneatua %	Murupara* %
Percent Who Mention ...						
Lack of employment/jobs	5	8	-	3	8	6
No effort being made/not enough effort	5	5	-	5	-	17
Lack of business development/need more industry	5	5	4	5	8	-
Not attracting young people/nothing to keep young people	4	7	4	-	8	-
Poor Council performance	4	4	2	6	-	5

* multiple responses allowed

• caution: small base

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 46%

vii. Public Swimming Pools



63% of residents are satisfied with public swimming pools, including 27% who are very satisfied, with 16% being not very satisfied. 21% are unable to comment.

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

56% of households have used/visited a public swimming pool in the District in the last 12 months. Of these residents, 75% are satisfied with these facilities and 22% are not very satisfied.

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

Satisfaction With Public Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	27	36	63	16	21
Users/Visitors*	40	35	75	22	3
Comparison					
Peer Group (Provincial)	48	23	71	10	19
National Average	34	30	64	10	26
Community Board					
Whakatane	30	43	73	13	14
Ohope Beach	35	28	63	12	25
Rangitaiki	18	33	51	15	34
Taneatua	35	26	61	24	15
Murupara*	31	23	54	28	18
Area					
Urban	30	41	71	13	16
Rural	22	23	45	22	33

% read across

• 2013 scores 6-10 = 84%, scores 0-5 = 16%

* caution: small base N=29

The main reasons residents are not very satisfied with public swimming pools are ...

- pool poorly built/money spent to repair/rectify problems,
- management/staff issues,
- dirty/not very clean/could be cleaner,
- too expensive.

Summary Table:

Main Reasons* For Being Not Very Satisfied With Public Swimming Pools

	Total District 2014 %	Community Board				
		Whaka- tane %	Ohope Beach %	Rangi- taiki %	Tane- atua %	Muru- para* %
Percent Who Mention ...						
Pool poorly built/money spent to repair/ rectify problems	4	2	2	7	12	-
Management/staff issues	4	1	4	4	3	21
Dirty/not very clean/could be cleaner	4	2	8	5	1	5
Too expensive	3	3	-	3	7	3

* multiple responses allowed

• caution: small base

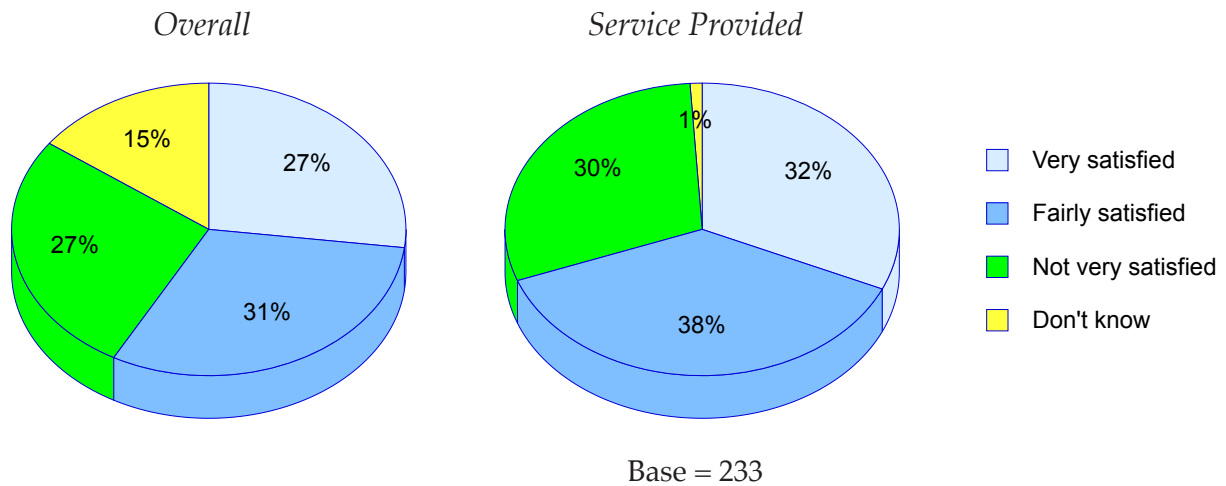
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 63%

Users/Visitors = 75%

viii. Water Supply

1. The Quality Of Drinking Water



58% of residents are satisfied with the quality of drinking water, including 27% who are very satisfied. 27% are not very satisfied and 15% are unable to comment.

77% of residents receive a piped supply. Of these, 70% are satisfied and 30% are not very satisfied.

Residents more likely to be not very satisfied with the quality of drinking water are ...

- Whakatane, Ohope Beach and Taneatua Community Board residents (caution required as the base for Murupara Community Board residents is small N=29),
- women,
- shorter term residents, those residing in the District 10 years or less.

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 58%
Service Provided	= 70%

Satisfaction With Quality Of Drinking Water

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	27	31	58	27	15
Service Provided*†	32	38	70	30	1
Community Board					
Whakatane†	16	47	63	35	1
Ohope Beach	26	35	61	39	-
Rangitaiki	38	19	57	16	27
Taneatua†	19	11	30	34	37
Murupara*	62	6	68	1	31
Area					
Urban	30	39	69	30	1
Rural	22	14	36	21	43
Gender					
Male	26	34	60	21	19
Female†	28	28	56	32	11
Length of Residence†					
Lived there 10 years or less	18	37	55	38	8
Lived there more than 10 years	29	30	59	24	16

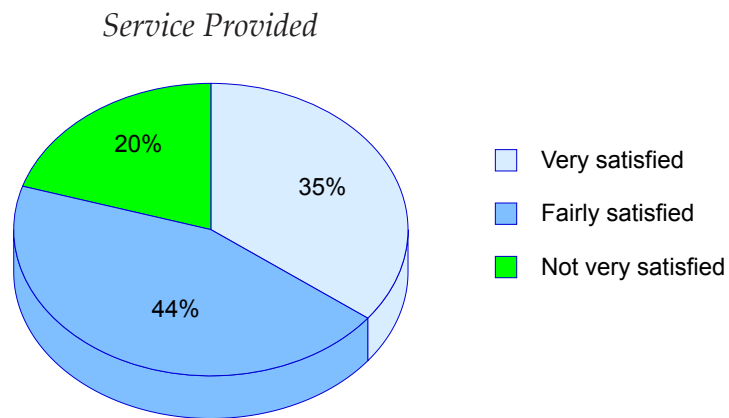
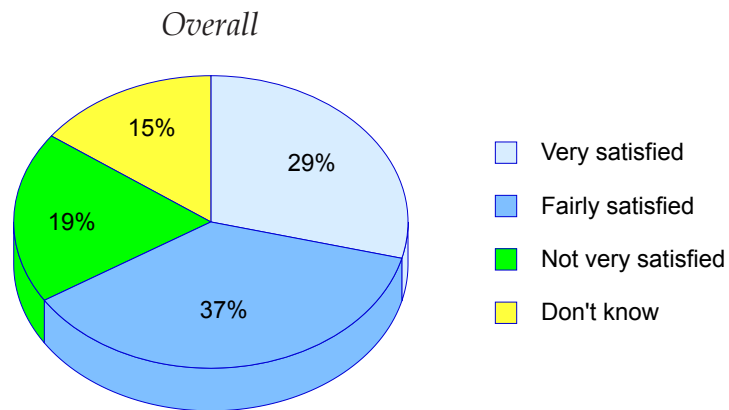
% read across

• 2013 scores 6-10 = 73%, scores 0-5 = 26%

* caution: small base N=29

† does not add to 100% due to rounding

2. Water Supply Overall



Base = 233

66% of residents are satisfied with water supply overall, including 29% who are very satisfied. 19% are not very satisfied and 15% are unable to comment.

Whakatane District residents are above their Peer Group counterparts and residents nationwide, with regards to the percent not very satisfied with the water supply.

Of these residents provided with a piped water supply, 79% are satisfied and 20% 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. However, it appears that the following residents are **slightly less** likely to feel this way ...

- Murupara Community Board residents (caution required as the base for Murupara Community Board residents is small, N=29),
- NZ Maori residents.

Satisfaction With Water Supply Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	29	37	66	19	15
Service Provided [†] *	35	44	79	20	-
Comparison					
Peer Group (Provincial)	47	29	76	10	14
National Average	47	30	77	11	12
Community Board					
Whakatane [†]	25	51	76	21	2
Ohope Beach	26	45	71	29	-
Rangitaiki	29	30	59	17	24
Taneatua	24	10	34	19	47
Murupara*	62	7	69	-	31
Area					
Urban	34	46	80	19	1
Rural [†]	18	17	35	19	45
Ethnicity					
NZ European	26	38	64	20	16
NZ Maori	43	36	79	9	12

% read across

• 2013 overall mains water supply scores 6-10 = 83%, scores 0-5 = 9%

* caution: small base N=29

The main reasons residents are not very satisfied with water supply overall are ...

- bad taste,
- salty taste,
- chlorine/fluoride/chemicals,
- poor quality/undrinkable/needs improving.

Summary Table:

Main Reasons* For Being Not Very Satisfied With Water Supply Overall

	Total District 2014 %	Community Board				
		Whaka- tane %	Ohope Beach %	Rangi- taiki %	Tane- atua %	Muru- para* %
Percent Who Mention ...						
Bad taste	5	7	8	2	6	-
Salty taste	5	6	2	2	12	-
Chlorine/fluoride/chemicals	4	3	11	5	5	-
Poor quality/undrinkable/needs improving	3	3	-	3	9	-

* multiple responses allowed

• caution: small base

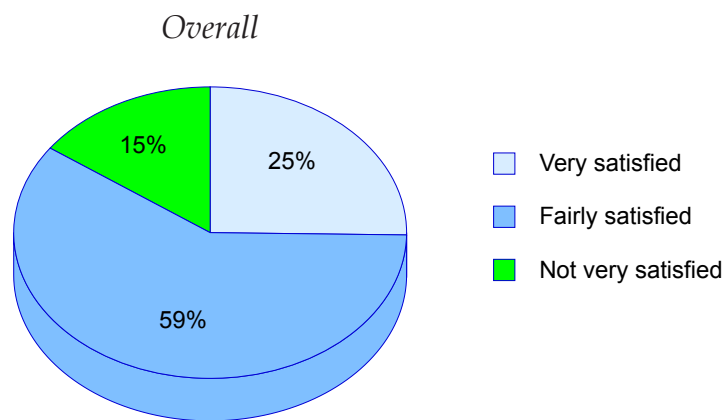
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 66%

Service Provided = 79%

ix. Roads (excluding State Highways 2 and 30)

1. Safety Of Council Roding



84% of residents are satisfied with the safety of Council roads, including 25% who are very satisfied, while 15% are not very satisfied.

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

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

Satisfaction With Safety Of Council Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	25	59	84	15	-
Community Board					
Whakatane [†]	31	63	94	6	1
Ohope Beach	39	54	93	7	-
Rangitaiki	15	55	70	30	-
Taneatua [†]	23	55	78	23	-
Murupara ^{*†}	23	64	87	14	-
Area					
Urban	30	62	92	7	1
Rural [†]	16	52	68	33	-

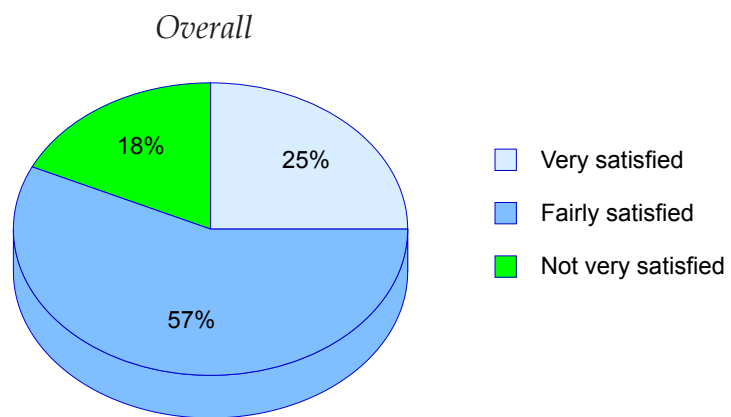
% read across

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

* caution: small base N=29

† does not add to 100% due to rounding

2. Maintained To An Appropriate Standard?



82% of residents overall are satisfied that roads are being maintained to an appropriate standard, including 25% who are very satisfied, while 18% are not very satisfied.

Rural residents are **more** likely to be not very satisfied, than Urban residents.

Satisfaction That Roads Are Maintained To An Appropriate Standard

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014*	25	57	82	18	-
Community Board					
Whakatane†	30	58	88	12	1
Ohope Beach	32	47	79	21	-
Rangitaiki†	11	64	75	26	-
Taneatua	24	49	73	27	-
Murupara*	37	54	91	9	-
Area					
Urban	30	58	88	12	-
Rural	13	56	69	31	-

% read across

* 2013 roads being well maintained scores 6-10 = 74%, scores 0-5 = 26%

* caution: small base N=29

† does not add to 100% due to rounding

The main reasons residents are not very satisfied that roads are being maintained to an appropriate standard are ...

- poor condition/need maintenance/attention,
- poor quality of work/materials used/patching,
- uneven/potholes,
- gravel roads/problems with dust/lack metal/need sealing,
- heavy vehicle usage/damage roads.

Summary Table: Main Reasons* For Being Not Very Satisfied That Roads Are Being Maintained To An Appropriate Standard

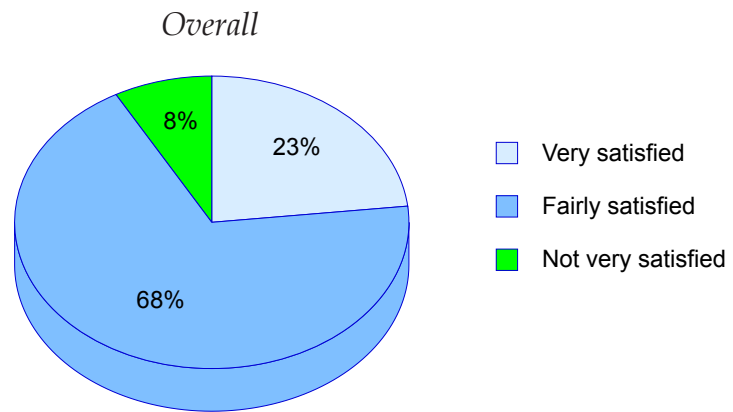
	Total District 2014 %	Community Board				
		Whakataane %	Ohope Beach %	Rangitaiki %	Taneatua %	Muru-para* %
Percent Who Mention ...						
Poor condition/need maintenance/attention	8	5	8	9	22	9
Poor quality of work/materials used/patching	7	4	19	7	15	-
Uneven/potholes	5	3	2	7	11	-
Gravel roads/problems with dust/lack metal/need sealing	3	1	2	7	7	-
Heavy vehicle usage/damage roads	3	-	-	7	6	-

* multiple responses allowed

• caution: small base

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 82%

3. Council Roads Overall



91% of residents are satisfied with Council roads overall, while 8% are not very satisfied.

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.

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

Satisfaction With Council Roads Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	23	68	91	8	-
Comparison					
Peer Group (Provincial)	18	55	73	26	1
National Average	25	51	76	23	1
Community Board					
Whakatane [†]	28	67	95	4	1
Ohope Beach	39	59	98	2	-
Rangitaiki	8	76	84	16	-
Taneatua [†]	22	62	84	16	-
Murupara* [†]	32	65	97	3	-
Area					
Urban	29	67	96	4	-
Rural	11	71	82	18	-

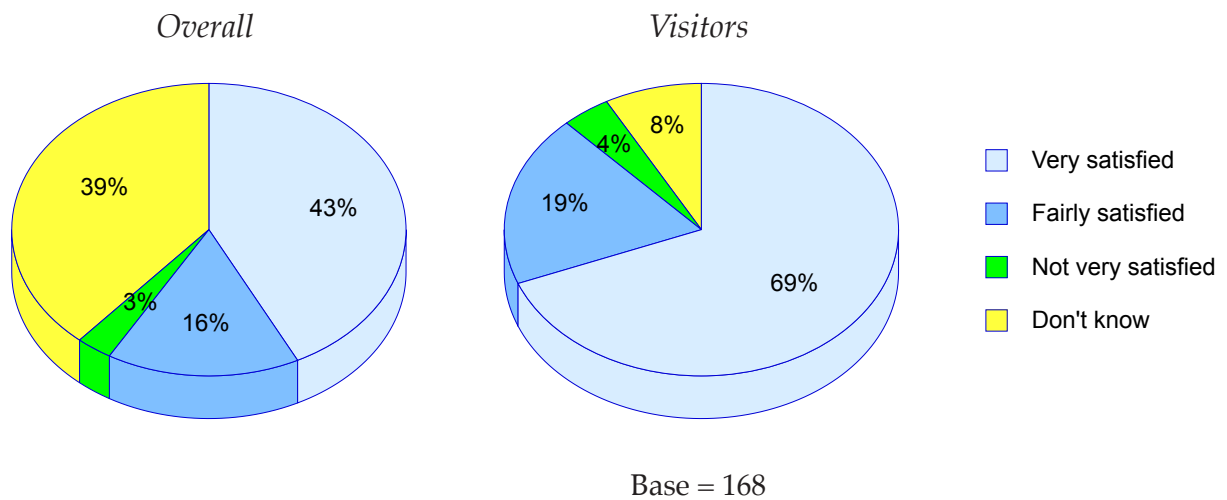
% read across

* caution: small base N=29

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

x. Libraries And Exhibition Centre

1. Whakatane Exhibition Centre



59% of residents are satisfied with Whakatane Exhibition Centre, including 43% who are very satisfied, while 3% are not very satisfied.

A large percentage (39%) are unable to comment and this is probably due to only 56% of households saying they have visited the Whakatane Exhibition Centre in the last 12 months. Of these 'Visitors', 88% are satisfied and 4% not very satisfied.

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

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 59%
Visitors = 88%

Satisfaction With Whakatane Exhibition Centre

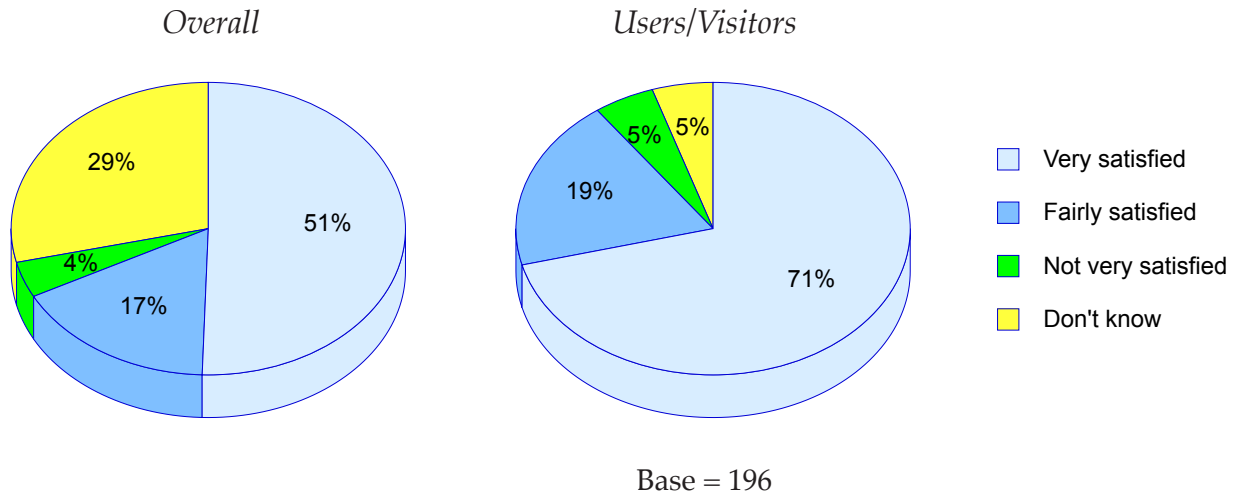
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	43	16	59	3	39
Visitors	69	19	88	4	8
Community Board					
Whakatane	55	15	70	3	27
Ohope Beach	55	20	75	-	25
Rangitaiki	34	18	52	4	44
Taneatua	38	13	51	-	49
Murupara*	9	7	16	-	84
Area					
Urban	50	15	65	2	33
Rural	28	17	45	4	51

% read across

* caution: small base N=29

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

2. The Library And Exhibition Centre Overall



68% of residents are satisfied with the Library and Exhibition Centre overall, including 51% who are very satisfied. 4% are not very satisfied and, a large percentage, 29% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Average readings for public libraries.

65% of households have used or visited the Library and Exhibition Centre in the last 12 months. Of these, 90% are satisfied and 5% not very satisfied.

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

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	68%
Users/Visitors	=	90%

Satisfaction With The Library And Exhibition Centre

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	51	17	68	4	29
Users/Visitors*	71	19	90	5	5
Comparison**					
Peer Group (Provincial)	70	19	89	2	9
National Average	64	23	87	3	10
Community Board					
Whakatane	65	16	81	4	15
Ohope Beach	63	22	85	2	13
Rangitaiki	37	22	59	5	36
Taneatua [†]	44	17	61	-	40
Murupara** [†]	17	2	19	3	77
Area					
Urban	58	16	74	3	23
Rural	35	19	54	5	41

% read across

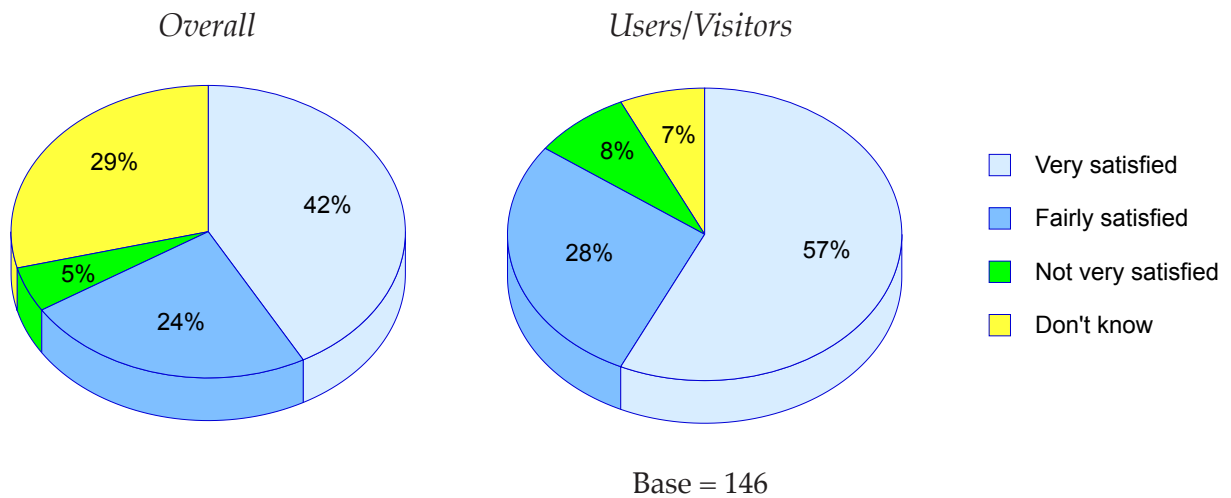
• 2013 scores 6-10 = 95%, scores 0-5 = 5%

* caution: small base N=29

** the Peer Group and National Average rating refers to readings for public libraries only

† does not add to 100% due to rounding

3. Libraries In The District Overall



66% of residents are satisfied with libraries in the District overall, including 42% who are very satisfied. 5% are not very satisfied and, a large percentage (29%) are unable to comment.

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

49% of households have used or visited a District library in the last 12 months. Of these, 85% are satisfied and 8% 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.

Satisfaction With Libraries In The District Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	42	24	66	5	29
Users/Visitors	57	28	85	8	7
Comparison					
Peer Group (Provincial)	70	19	89	2	9
National Average	64	23	87	3	10
Community Board					
Whakatane [†]	48	22	70	5	24
Ohope Beach	57	22	79	7	14
Rangitaiki [†]	29	30	59	6	36
Taneatua	37	26	63	-	37
Murupara [*]	42	15	57	10	33
Area					
Urban	47	25	72	6	22
Rural	30	23	53	5	42

% read across

* caution: small base N=29

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

The main reasons* residents are not very satisfied with libraries in the District overall are ...

- not enough books / poor selection / old / limited resources, mentioned by 3% of all residents,
- spend too much on it / not necessary, 1%.

* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

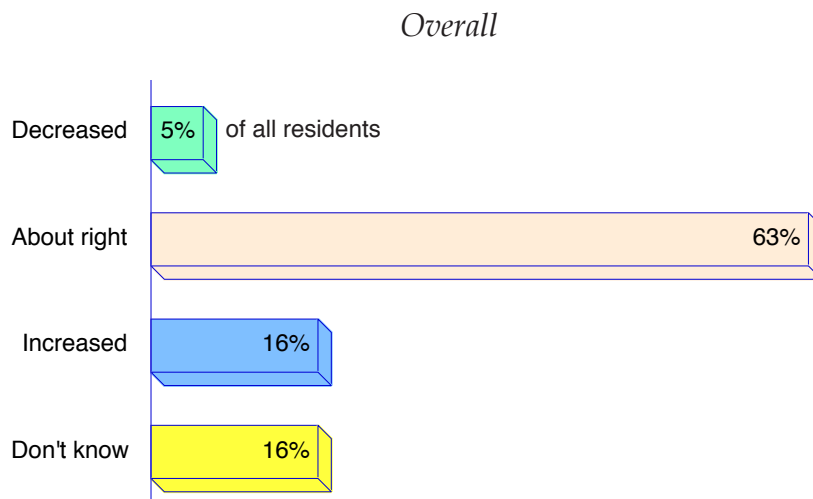
Total District = 66%

Users/Visitors = 85%

4. Weekend Opening Hours

The Whakatane Library and Exhibition Centre is open from 10am to 2pm on Saturdays and Sundays.

Residents were asked whether these hours should be decreased, are about right or should be increased.



63% of residents think the current weekend opening hours of the Whakatane Library and Exhibition Centre are about right, while 16% would like to see them increased and 5% feel they should be decreased. 16% are unable to comment.

Users/visitors to the Whakatane Library and Exhibition Centre are more likely to say the hours are about right (72%), than residents overall.

Residents more likely to feel the hours should be **increased** are ...

- residents aged 18 to 44 years,
- shorter term residents, those residing in the District 10 years or less.

Summary Table: Weekend Opening Hours

	Should They Be ...			
	Decreased %	About right %	Increased %	Don't know %
Overall				
Total District 2014	5	63	16	16
Users/Visitors (Base = 196)	5	72	18	5
Community Board				
Whakatane	3	72	17	8
Ohope Beach	3	75	17	5
Rangitaiki	7	56	15	22
Taneatua	15	54	8	23
Murupara*	1	34	17	48
Area				
Urban	3	66	17	14
Rural†	10	56	13	22
Age				
18-44 years	6	58	23	13
45-64 years†	3	69	11	16
65+ years	7	61	8	24
Length of Residence				
Lived there 10 years or less	7	60	28	5
Lived there more than 10 years	5	63	13	19

% read across

* caution: small base N=29

† does not add to 100% due to rounding

c. 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	59	30	3	8
Stormwater services	50	37	2	11
Council's efforts to attract and retain residents	46	42	3	9
Tourism promotion	45	46	3	6
Council's efforts to enable and promote events	36	57	2	5
Water supply	35	53	3	9
Footpaths	31	58	4	7
Parking in Whakatane	31	62	5	2
Harbour facilities including the port and the surrounding environment [†]	30	53	4	12
Walking and cycling facilities in the District [†]	29	57	10	3
Public toilets [†]	28	63	2	8
Council roads, excluding State Highway	26	67	5	2
Street lighting	24	66	2	8
Town planning including planning and monitoring services	23	48	8	21
Dog control	22	67	4	7
Playgrounds	18	74	1	7
Sewerage system	16	64	3	17
Public halls	16	70	4	10
Whakatane Airport	14	65	1	20
Parks and reserves	13	82	2	3
Public swimming pools [†]	13	68	6	14
Kerbside waste collection service	11	84	1	4
Noise control	9	76	2	13
Sportsfields [†]	8	83	3	7
District libraries overall	7	77	6	10

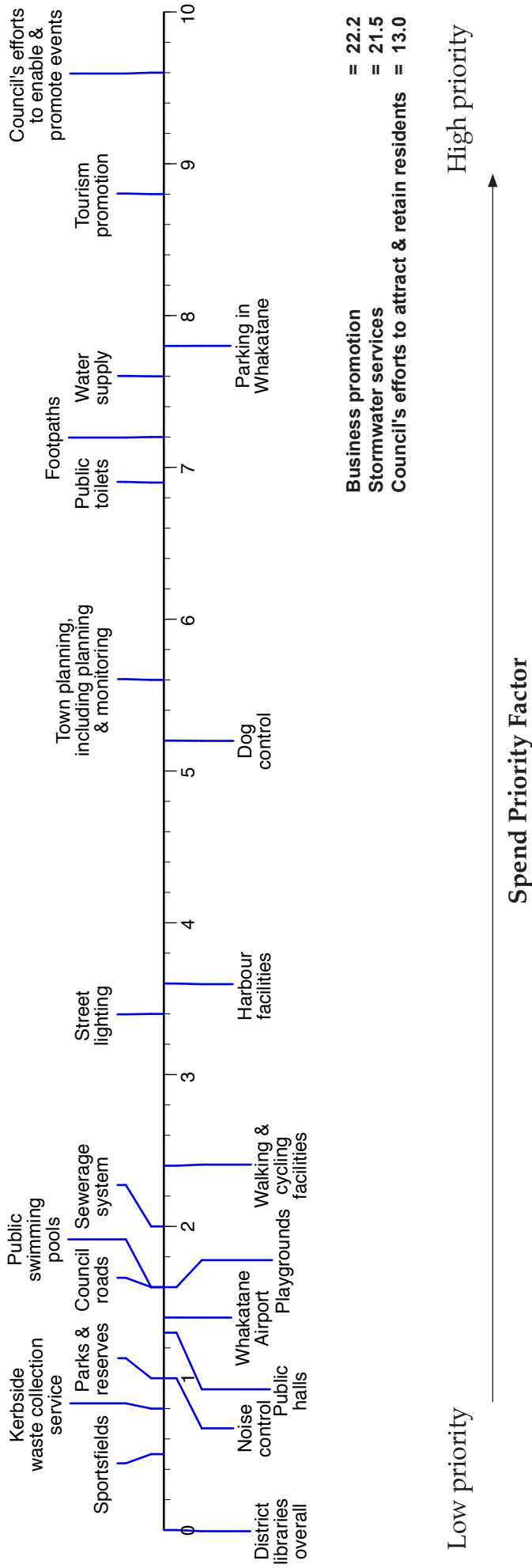
[†] does not add to 100% due to rounding

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

	Total District 2014 %	Community Board				
		Whakatane %	Ohope Beach %	Rangitaiki %	Tanetaua %	Muru-para* %
Percent Who Mention ...						
Business promotion	59	54	54	68	48	72
Stormwater services	50	65	48	37	51	8
Council's efforts to attract and retain residents	46	48	44	36	38	78
Tourism promotion	45	43	48	44	35	67
Council's efforts to enable and promote events	36	38	32	36	20	51
Water supply	35	45	46	27	34	6
Footpaths	31	30	35	31	22	42
Parking in Whakatane	31	31	10	43	32	11
Harbour facility	30	32	32	34	19	22

* caution: small base

d. 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 2014, business promotion, stormwater services, Council's efforts to attract and retain residents and efforts to enable and promote events are the top priorities for Council in terms of spend, while District libraries overall, sportsfields and kerbside waste collection service 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.

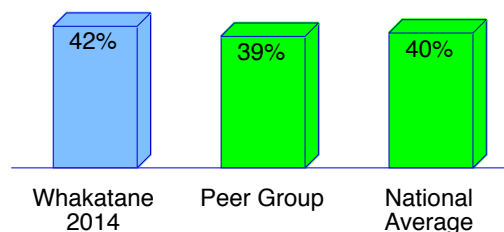
This was asked in order to gauge the level of support Whakatane District residents had for Council's actions and decisions. "Support" is a mixture of agreement with the activity or decision, and/or whether District residents have been adequately informed of the proposed action/decision/management.

a. Recent Actions, Decisions Or Management Approve Of

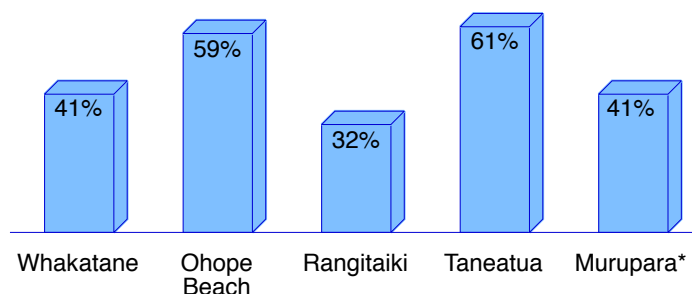
Overall, 42% of Whakatane District residents have in mind a recent Council action, decision or management they approve of. This reading is on par with the Peer Group Average and similar to the National Average.

Ohope Beach and Taneatua Community Board residents are more likely to have in mind an action/decision/management they approve of, than other Community Board residents (caution required as base for Murupara Community Board residents is small, N=29).

Percent Approving - Comparison

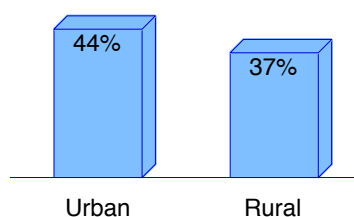


Percent Approving - By Community Board



* caution: small base

Percent Approving - By Area



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

- appearance of town/beautification/clean and tidy,
- walkways/river walks,
- good communication/keep us informed/involvement with community,
- Council/Mayor do a good job.

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

	Total District 2014 %	Community Board				
		Whaka-tane %	Ohope Beach %	Rangi-taiki %	Tane-atua %	Muru-para* %
Percent Who Mention ...						
Appearance of town/beautification/clean and tidy	6	6	5	4	12	4
Walkways/river walks	6	8	6	6	1	-
Good communication/keep us informed/involvement with community	5	4	10	3	-	22
Council/Mayor do a good job [†]	5	4	7	3	3	4

NB: refer to page 114

* caution: small base

[†] 4% of residents mention 'Council performance/attitude' as an issue they **disapprove** of

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

- Library/Exhibition Centre,
- opening up the Strand area/redevelopment of main street,

by 3% ...

- promotion of area/tourism,
- parks/reserves/sportsgrounds/playgrounds,
- Piripai development/retirement village/marina development,

by 2% ...

- cycling facilities,
- sewerage system,
- improved roading/roading issues,

by 1% ...

- harbour upkeep/efforts to deal with harbour entrance.

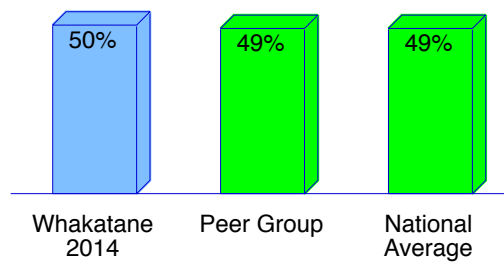
b. Recent Council Actions, Decisions Or Management Residents Disapprove Of

Overall, 50% of Whakatane District residents have in mind a recent Council action, decision or management they disapprove of. This is similar to the Peer Group and National Averages.

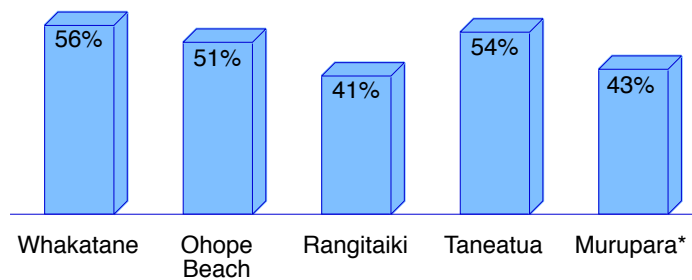
Residents **less** likely to have in mind a recent Council action, decision or management they disapprove are ...

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

Percent Disapproving - Comparison

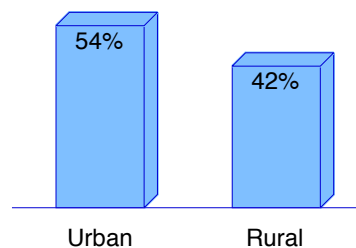


Percent Disapproving - By Community Board

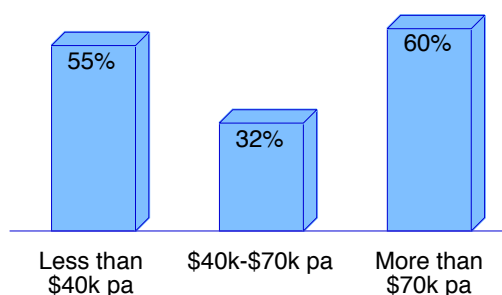


* caution: small base

Percent Disapproving - By Area



Percent Disapproving - Comparing Different Types Of Residents



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

- stormwater/flooding issues,
- development at Piripai,
- lack of communication/consultation/don't listen,
- spending ratepayers' money/wasting money/spend too much.

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

	Total District 2014 %	Community Board				
		Whakataane %	Ohope Beach %	Rangitaiki %	Taneatua %	Muru-para* %
Percent Who Mention ...						
Stormwater/flooding issues	9	14	7	7	-	-
Development at Piripai [†]	7	9	13	4	6	5
Lack of communication/consultation/don't listen ^{††}	5	6	9	5	1	-
Spending ratepayers' money/wasting money/spend too much	5	5	-	3	6	11

NB: refer to page 111

* caution: small base

[†] 3% of residents mention 'Piripai development/retirement village/marina development' as an issue they **approve** of

^{††} 5% of residents mention 'good communication/keep us informed/involvement with community' as an issue they **approve** of

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

- environmental issues,
- marina development/location,
- Council performance/attitude,

by 3% ...

- animal/dog control issues,
- demolished shops to put walkway through/unnecessary,

by 2% ...

- handling of sale of land in Ohope,
- building/consent process/cost,
- rubbish collection/disposal/charges,

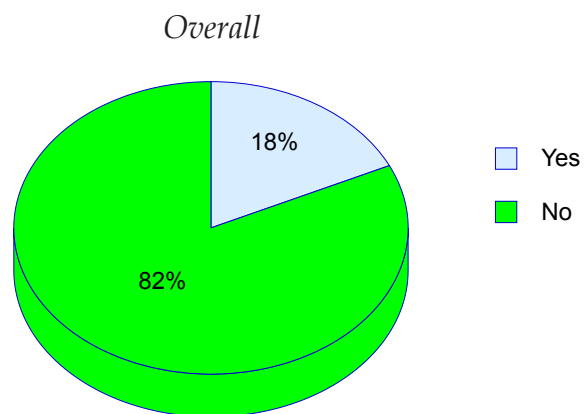
by 1% ...

- roading/traffic issues,
- rates too high/increase in rates,
- sewerage issues,
- swimming pool.



3. Contact With Council

a. Contacted Councillor Or Mayor In Last 12 Months?



18% of Whakatane residents say they have contacted a Councillor or the Mayor in the last 12 months. This is similar to the Peer Group and National Averages.

NZ European residents are more likely to say 'Yes', than NZ Maori residents.

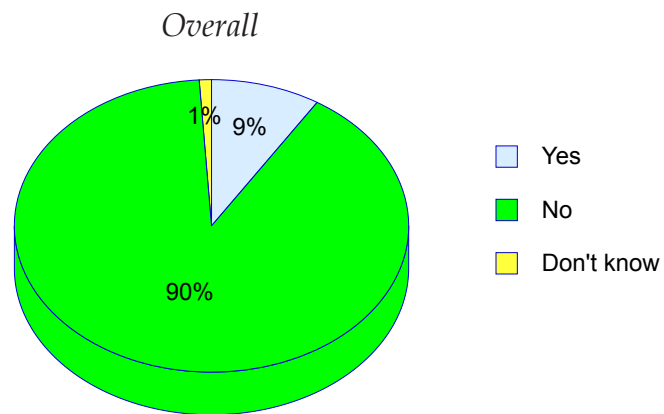
Have Residents Contacted A Councillor Or Mayor In The Last 12 Months?

	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2014	18	82	-
Comparison			
Peer Group (Provincial)	18	82	-
National Average	18	82	-
Community Board			
Whakatane	15	84	1
Ohope Beach	28	72	-
Rangitaiki	19	81	-
Taneatua [†]	19	82	-
Murupara*	22	78	-
Area			
Urban	18	82	-
Rural	19	81	-
Ethnicity			
NZ European	22	78	-
NZ Maori	8	91	1

% read across

* caution: small base N=29

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

b. Contacted A Community Board Member In The Last 12 Months?

9% of residents say they have contacted a Community Board member in the last 12 months. This is slightly above the Peer Group Average and similar to the National Average.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who have contacted a Community Board member.

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

	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2014	9	90	1
Comparison			
Peer Group (Provincial) [†]	3	77	19
National Average	9	84	7
Community Board			
Whakatane	2	96	2
Ohope Beach	8	92	-
Rangitaiki [†]	10	88	1
Taneatua	11	89	-
Murupara*	39	61	-
Area			
Urban	7	91	2
Rural	12	87	1

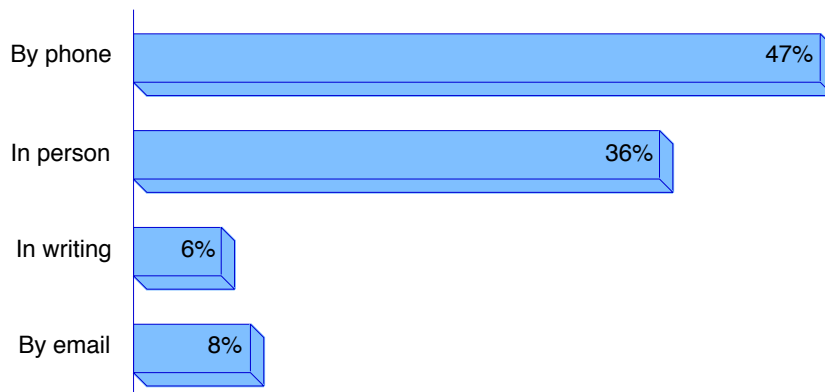
% read across

* caution: small base N=29

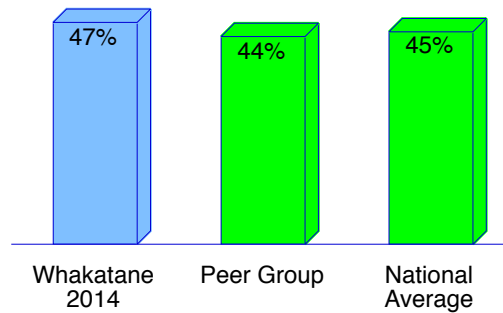
[†] does not add to 100% due to rounding

c. Levels Of Contact

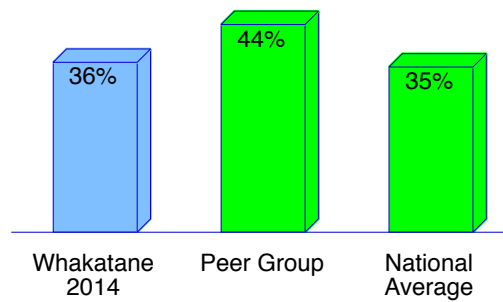
2014 - Yes, Have Contacted Council Offices ...



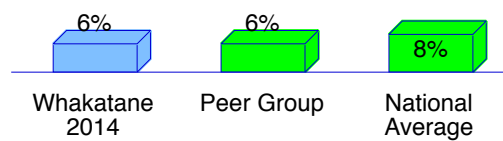
Percent Saying 'Yes - By Phone' - Comparison



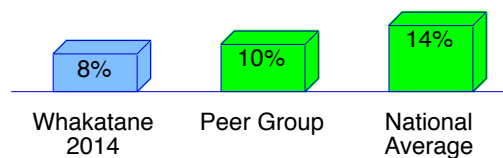
Percent Saying 'Yes - In Person' - Comparison



Percent Saying 'Yes - In Writing' - Comparison



Percent Saying 'Yes - By Email' - Comparison



47% of residents have contacted Council offices by phone in the last year, while 36% visited a Council office in person. 6% contacted Council in writing and 8% have contacted Council offices by email.

Residents are on par with like residents and similar to residents nationwide to say they have contacted Council offices by phone.

Residents are less likely to say they visited in person, than like residents, and similar to residents nationwide in this respect.

Whakatane District residents are similar to the Peer Group and National Averages, in terms of contacting Council in writing and similar to the Peer Group Average and on par with the National Average with regards to contacting Council by email.

Residents more likely to contact Council **by phone** are ...

- Rural residents,
- NZ European residents.

It also appears that Ohope Beach, Rangitaiki and Taneatua Community Board residents[†] are slightly more likely to do so, than other Community Board residents[†].

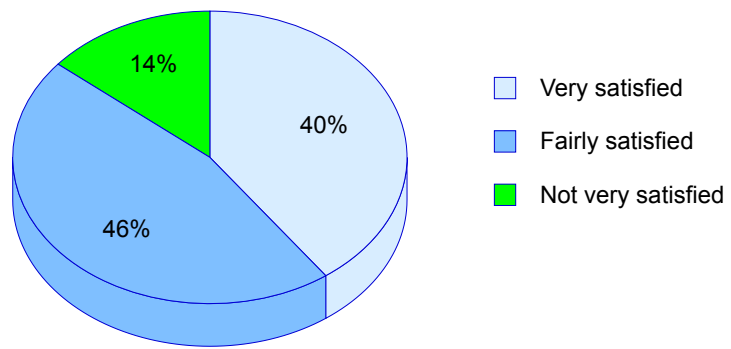
Residents more likely to visit a Council office **in person** are ...

- Taneatua Community Board residents[†],
- Rural residents.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents who have contacted Council offices in **writing** and by **email**.

[†] caution required as base for Murupara Community Board residents, is small N=29

d. Satisfaction When Contacting The Council Offices By Phone



Base = 136

Satisfaction When Contacting Council Offices By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Office By Phone					
2014	40	46	86	14	-
Comparison					
Peer Group (Provincial)	50	36	86	14	-
National Average	40	42	82	18	-
Community Board					
Whakatane	35	53	88	12	-
Ohope Beach*	49	38	87	13	-
Rangitaiki	38	49	87	13	-
Taneatua*	37	37	74	26	-
Murupara*	77	24	100	-	-
Area					
Urban	44	47	91	9	-
Rural†	33	45	78	21	-

Base = 136

% read across

* caution: small/very small bases

† does not add to 100% due to rounding

86% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 40% who are very satisfied, while 14% are not very satisfied.

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

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

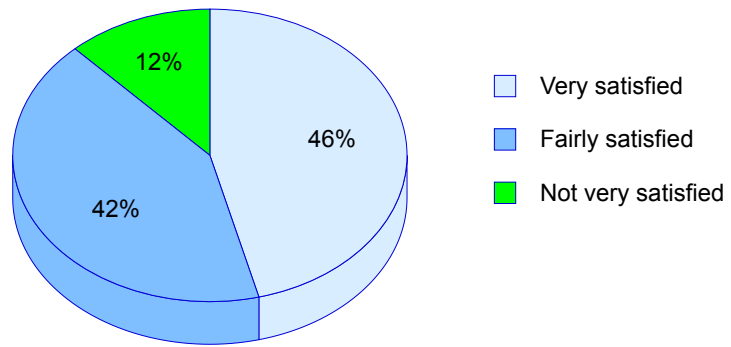
[†] those residents who have contacted the Council offices by phone (N = 136)

The main reasons* residents contacting Council Offices by phone are not very satisfied are ...

- poor attitude / unhelpful / not interested / fobbed off, mentioned by 5% of residents contacting Council by phone (6 respondents),
- slow / inefficient service, 4% (6 respondents),
- hard to get answers, 2% (3 respondents).

* multiple responses allowed

e. Satisfaction When Contacting The Council Offices In Person



Base = 109

Satisfaction When Contacting Council Offices In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Office In Person					
2014	46	42	88	12	-
Comparison					
Peer Group (Provincial)	57	35	92	8	-
National Average	53	35	88	12	-
Community Board					
Whakatane	48	43	91	9	-
Ohope Beach*	53	47	100	-	-
Rangitaiki	35	52	87	13	-
Taneatua*	48	28	76	24	-
Murupara*	73	13	86	14	-
Area					
Urban	57	33	90	10	-
Rural	26	57	83	17	-

Base = 109

% read across

* caution: small/very small bases

88% of residents contacting a Council office in person in the last 12 months are satisfied, including 46% who are very satisfied.

The percent not very satisfied (12%) is similar to the Peer Group and National Averages.

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

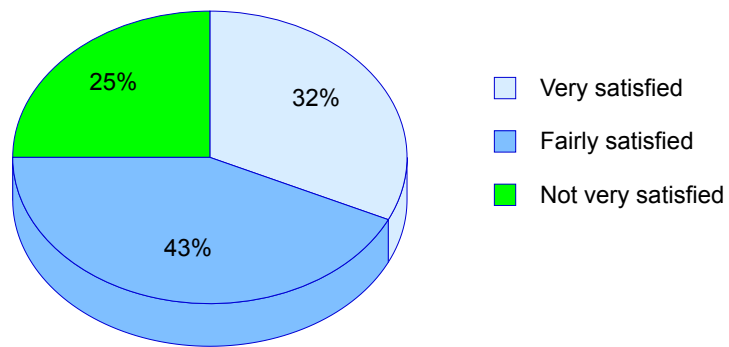
[†] those residents who have contacted the Council offices by phone (N = 109)

The main reasons* residents contacting a Council office in person are not very satisfied are ...

- poor/inefficient service, mentioned by 5% of residents who contacted a Council office in person (6 respondents),
- unfriendly/unapproachable, 2% (2 respondents).

* multiple responses allowed

f. Satisfaction When Contacting The Council Offices In Writing



Base = 20[†]
Margin of error $\pm 21.9\%$
[†] caution: small base

75% of residents contacting the Council offices in writing in the last 12 months are satisfied and 25% are not very satisfied. Caution required as the base is small (N = 20).

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

As the bases for all Community Boards and socio-economic groups are small/very small, no comparisons have been made.

Satisfaction When Contacting Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Office In Writing 2014	32	43	75	25	-
Comparison					
Peer Group (Provincial)	21	52	73	27	-
National Average	26	39	65	34	1
Community Board*					
Whakatane	50	39	89	11	-
Ohope Beach	-	-	-	100	-
Rangitaiki	51	49	100	-	-
Taneatua	-	50	50	50	-
Murupara	28	72	100	-	-

Base = 20*

% read across

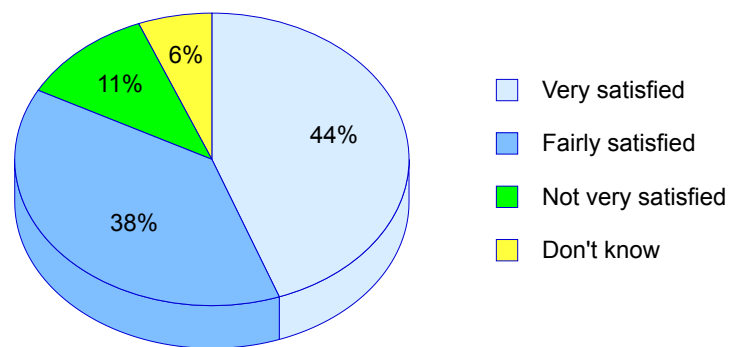
* caution: small/very small bases

The reasons* residents contacting Council Offices in writing are not very satisfied are ...

- poor/slow response/don't hear back, mentioned by 9% of residents contacting Council Offices in writing (2 respondents),
- others, 16% (3 respondents).

* multiple responses allowed

g. Satisfaction When Contacting The Council Offices By Email



Base = 23[†]
 Margin of error $\pm 20.4\%$
[†] caution: small base

82% of residents contacting the Council offices by email in the last 12 months are satisfied, while 11% are not very satisfied. Caution required as the base is small, N=23.

The percent not very satisfied appears to be on par with the Peer Group and National Averages.

As the bases for all Community Boards and socio-economic groups are small/very small, no comparisons have been made.

Satisfaction When Contacting Council Offices By Email

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Office By Email					
2014 [†]	44	38	82	11	6
Comparison					
Peer Group (Provincial) [†]	40	39	79	20	2
National Average	38	40	78	22	-
Community Board*					
Whakatane [†]	46	41	87	14	-
Ohope Beach	42	18	60	40	-
Rangitaiki	63	37	100	-	-
Taneatua	-	53	53	-	47
Murupara	-	-	100	-	-

Base = 23*

% read across

* caution: small/very small bases

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

The reasons* residents contacting Council Offices in writing are not very satisfied are ...

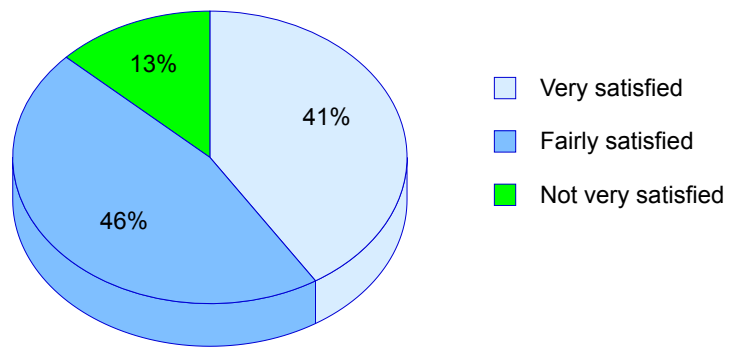
"Had no reply, but not surprised."

"They miss the point, after 10 days of non-result I was passed onto someone else and they put it into the too hard basket."

"Not happy with the way it was handled."

* multiple responses allowed

h. Satisfaction With Service Received When Contacted Council



Base = 177

Of the 59% residents who contacted the Council offices by phone, in person, in writing and/or by email in the last 12 months, 87% are satisfied, including 41% who are very satisfied, with 13% being not very satisfied.

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

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 Council in the last 12 months (N=177)

Satisfaction When Contacting Council

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council					
2014 *	41	46	87	13	-
Comparison					
Peer Group (Provincial) [†]	42	46	88	13	-
National Average	41	41	82	17	1
Community Board					
Whakatane	39	50	89	11	-
Ohope Beach*	48	40	88	12	-
Rangitaiki	39	51	90	10	-
Taneatua*	47	33	80	20	-
Murupara*	44	29	73	27	-
Area					
Urban	46	44	89	11	-
Rural	34	49	83	17	-

Base = 177

% read across

* 2013 reading Council staff overall performance (Base = 227) scores 6-10 = 87%, scores 0-5 = 10%

* caution: small bases

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

Recommended Satisfaction Measure For Reporting Purposes:

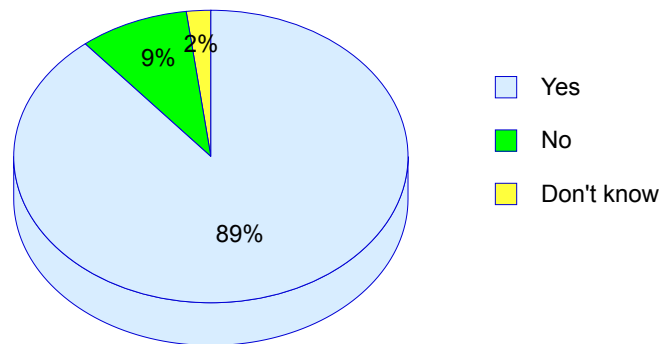
Contacted Council In The Last 12 Months	=	87%
Contacted By Phone	=	86%
Contacted In Person	=	88%
Contacted In Writing	=	*75%
Contacted By Email	=	*82%

* caution: small bases

i. Front Desk Staff

i. Contact?

Contacted Council In Last 12 Months



Base = 177

89% of residents who have contacted Council in the last 12 months, have contacted the customer service front desk staff by phone and/or in person, in the last 12 months.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents[†] who have contacted the customer service front desk staff.

[†] those residents who have contacted Council in the last 12 months (N=177)

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

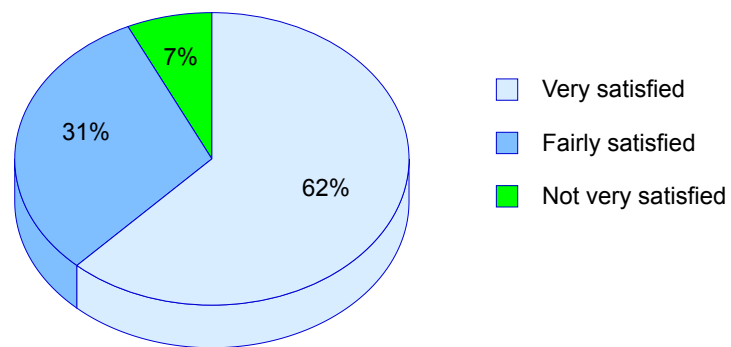
	Contacted Customer Service Front Desk Staff In Last 12 Months		
	Yes %	No %	Don't Know %
Contacted Council In Last 12 Months			
2014	89	9	2
Community Board			
Whakatane	85	9	6
Ohope Beach*	92	8	-
Rangitaiki	91	9	-
Taneatua**	92	9	-
Murupara*	91	10	-
Area			
Urban	86	10	4
Rural	93	7	-

Base = 177

% read across

* caution: small bases

† does not add to 100% due to rounding

*ii. Level Of Satisfaction**Contacted Customer Service Front Desk Staff In Last 12 Months*

Base = 155

93% 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.

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=155)

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					
2014*	62	31	93	7	-
Community Board*					
Whakatane	65	33	98	2	-
Ohope Beach*	72	20	92	8	-
Rangitaiki	62	30	92	8	-
Taneatua*	62	34	96	4	-
Murupara*	38	35	73	27	-
Area					
Urban	68	31	99	1	-
Rural	53	32	85	15	-

Base = 155

% read across

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

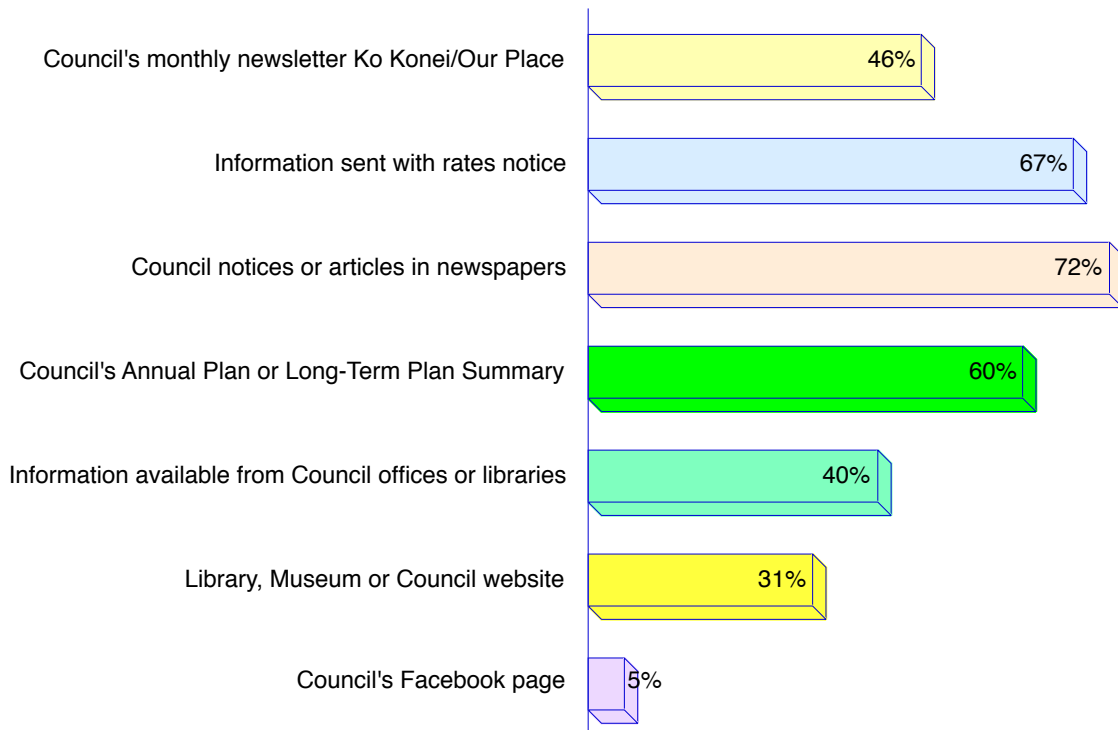
* caution: small bases



4. Information

a. Types Of Published Information Residents Have Seen Or Read In The Last 12 Months

Yes - Have Seen Or Read - 2014



72% of residents have seen or read Council notices or articles in newspapers, while 67% have seen/read information sent with rates notices and 60% have seen/read Council's Annual Plan or Long-Term Plan summary.

NZ European residents are more likely to have seen or read **Council notices or articles in newspapers**, than NZ Maori residents.

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

- residents with an annual household income of more than \$70,000,
- 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 more likely to have seen or read **Council's Annual Plan or Long-Term Plan Summary** are ...

- Rural residents,
- NZ European residents.

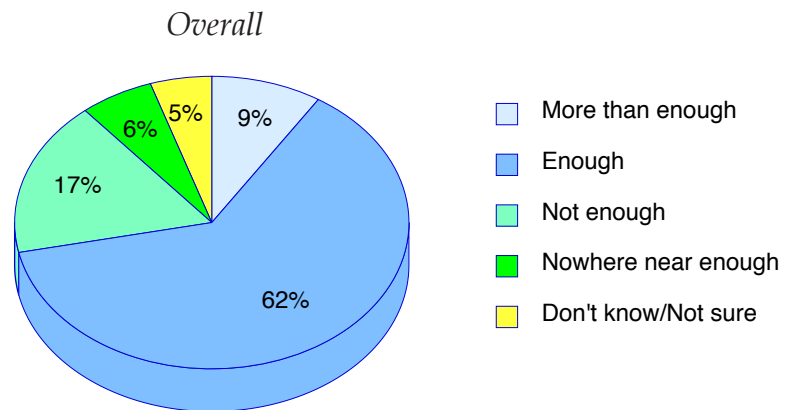
Residents with an annual household income of less than \$40,000 are **less** likely to have seen or read the **Library, Museum or Council website**, than other income groups.

Shorter term residents, those residing in the District 10 years or less are **more** likely to have seen or read the **Council's Facebook page**, than longer term residents.

There are no notable differences between Community Boards and between socio-economic groups in terms of those residents who have seen or read **information available from Council offices or libraries**.

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 2014 %	Peer Group %	National Average %	Community Board				
				Whaka-tane %	Ohope Beach %	Rangi-taiki %	Tane-atua %	Muru-para* %
Percent Who Mentioned ...								
More than enough	9 71	5 65	10 66	10	15	8	12	3
Enough	62	60	56	62	61	66	57	55
Not enough	17 23	22 30	23 30	17	16	18	10	30
Nowhere near enough	6	8	7	5	2	6	8	12
Don't know/Not sure	5	5	4	7	7	2	12	-
Total	+99	100	100	+101	+101	100	+99	100

* caution: small base

† does not add to 100% due to rounding

2013 provision of adequate information to community scores 6-10 = 70%, scores 0-5 = 24%

71% of residents feel that there is more than enough/enough information supplied, while 23% feel there is not enough/nowhere near enough information supplied.

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

There are no notable differences between Community Boards and between socio-economic groups in terms of those residents who say there is **enough/more than enough information**. However, it appears that the following residents are slightly more likely to feel this way ...

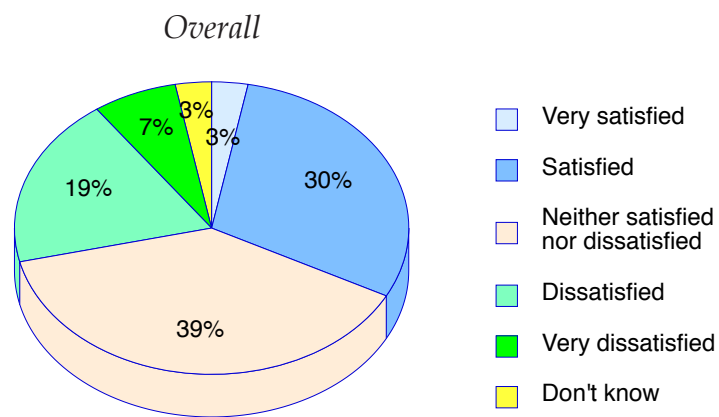
- NZ European residents,
- residents with an annual household income of more than \$70,000.



5. Local Issues

a. Council Consultation And Community Involvement

Satisfaction With The Way Council Consults The Public In The Decisions It Makes:



33% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes, while 26% are dissatisfied/very dissatisfied. 39% are neither satisfied nor dissatisfied and 3% are unable to comment.

The very satisfied/satisfied reading (33%) is below the Peer Group Average and on par with the National Average.

There are no notable differences between Community Board residents and between socio-economic groups in terms of those residents who are very satisfied/satisfied. However, it appears that the following residents are slightly more likely to feel this way ...

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

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 2014*†	33	39	26	3
Comparison				
Peer Group (Provincial)	41	30	25	4
National Average	38	35	23	4
Community Board*				
Whakatane	37	36	24	3
Ohope Beach†	39	43	17	2
Rangitaiki	27	43	27	3
Taneatua	33	35	24	8
Murupara*†	24	39	38	-
Area				
Urban	35	37	25	3
Rural	26	44	26	4
Age				
18-44 years†	31	41	25	4
45-64 years†	30	44	24	3
65+ years	41	27	29	3

% read across

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

* caution: small bases

† does not add to 100% due to rounding

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

- better / more communication / information / information in papers, etc, mentioned by 22% of residents who are dissatisfied / very dissatisfied with the way Council involves the public in the decisions it makes,
- need to listen to people, 21%,
- more public meetings / open forums, 17%,
- more personal contact / phone call / visit, 12%,
- decisions already made, 8%,
- not involved in decision making process / more effort to involve us, 7%,
- better / more consultation, 7%.

Base = 76

* multiple responses allowed

b. Perception Of Safety

Is Whakatane District Generally A Safe Place To Live?

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
Overall					
Total District 2014	29	64	6	1	-
Comparison					
Peer Group (Provincial) [†]	33	57	8	1	-
National Average	36	53	7	3	1
Community Board					
Whakatane	31	64	5	-	-
Ohope Beach	22	78	-	-	-
Rangitaiki	23	66	10	1	-
Taneatua [†]	34	56	6	5	-
Murupara**	39	54	3	3	-
Area					
Urban	29	64	6	1	-
Rural [†]	29	64	6	2	-
Gender[†]					
Male	35	61	3	-	-
Female	23	67	9	2	-
Ethnicity[†]					
NZ European	24	68	8	1	-
NZ Maori	38	60	1	2	-
Length of Residence[†]					
Lived there 10 years or less	17	76	6	2	-
Lived there more than 10 years	31	61	6	1	-

% read across

* caution: small/very small bases

† does not add to 100% due to rounding

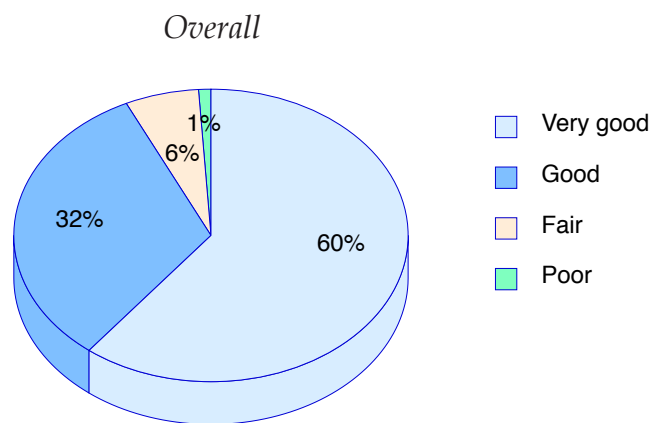
29% of residents feel that generally Whakatane District is definitely a safe place to live, 64% say it is mostly, 6% of residents think the District is not really a safe place to live and 1% say it is definitely not a safe place to live.

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

Residents more likely to feel that Whakatane District is **definitely** a safe place to live are ...

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

c. Quality Of Life



60% of residents think that, overall, the quality of life in their District is very good, while 32% say it is good, 6% feel it is fair and 1% think it is poor.

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

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

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

Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
Overall					
Total District 2014 [†]	60	32	6	1	-
Comparison					
Peer Group (Provincial)	42	43	12	3	-
National Average	38	43	16	2	1
Community Board					
Whakatane	59	35	6	-	-
Ohope Beach [†]	68	27	4	-	-
Rangitaiki	60	34	5	-	1
Taneatua [†]	56	32	6	5	-
Murupara*	68	17	6	9	-
Area					
Urban	58	34	6	2	-
Rural [†]	66	29	5	1	-
Gender					
Male [†]	66	29	6	-	-
Female	55	36	6	2	1
Household Income					
Less than \$40,000 pa	45	44	5	4	2
\$40,000-\$70,000 pa [†]	65	27	7	2	-
More than \$70,000 pa	64	31	5	-	-

% read across

* caution: small / very small bases

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

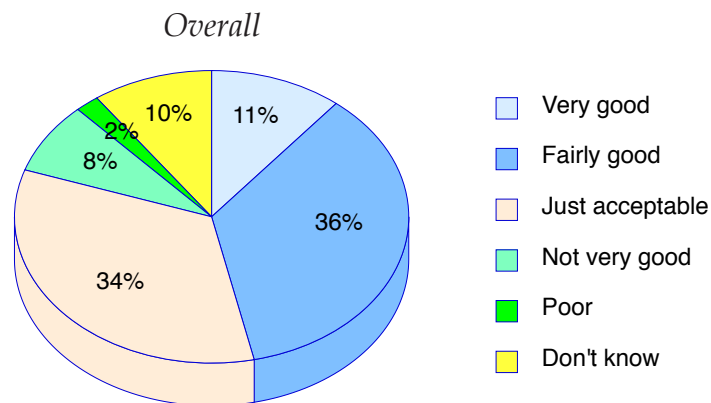
2013 rating Whakatane as a place to live scores 6-10 = 93%, scores 0-5 = 7%



6. Representation

The success of democracy in the Whakatane 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



47% of Whakatane District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good, while 34% rate their performance as just acceptable. 10% rate the performance of the Mayor and Councillors as not very good/poor and 10% are unable to comment.

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

38% 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 ...

- Ohope Beach Community Board residents (caution required as the base for Murupara Community Board residents is small, N=29),
- Urban residents,
- residents aged 18 to 44 years or 65 years or over.

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 2014 [†]	47	34	10	10
Contacted the Mayor/a Councillor in last 12 months (N=57)	38	42	16	4
Comparison				
Peer Group (Provincial)	47	31	16	6
National Average	46	33	15	6
Community Board				
Whakatane [†]	50	30	12	9
Ohope Beach	79	19	-	2
Rangitaiki	38	36	11	15
Taneatua	35	37	12	16
Murupara*	36	53	3	8
Area				
Urban [†]	53	30	10	8
Rural	33	42	9	16
Age				
18-44 years	53	26	9	12
45-64 years	36	46	8	10
65+ years	52	26	13	9

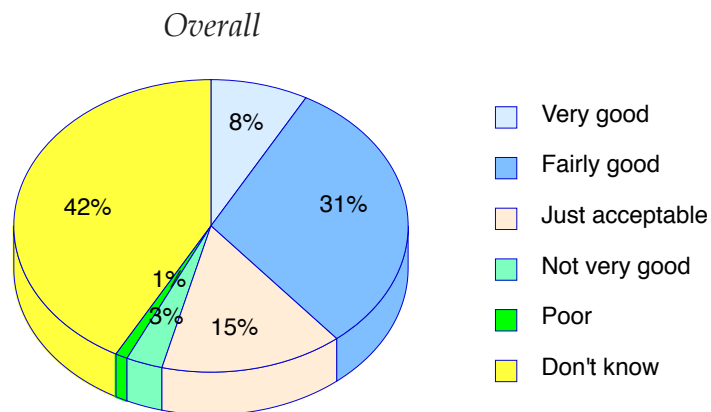
% read across

* caution: small base

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

2013 performance of elected members scores 6-10 = 60%, scores 0-5 = 30%

b. Performance Rating Of Community Board Members In The Last Year



39% of residents rate the performance of Community Board members as very or fairly good, 15% rate their performance as just acceptable, and 4% say it is not very good or poor. A large percentage, 42%, are unable to comment.

There are no Peer Group and National Average readings for this result.

60% of residents who have contacted a Community Board member in the last 12 months, rate their performance as very/fairly good (caution required as base is small).

There are no notable differences between Community Board residents and between socio-economic groups in terms of those residents who rate the performance of the Community Board members as very/fairly good. However, it appears that residents aged 18 to 44 years are slightly more likely to do so, than other age groups.

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

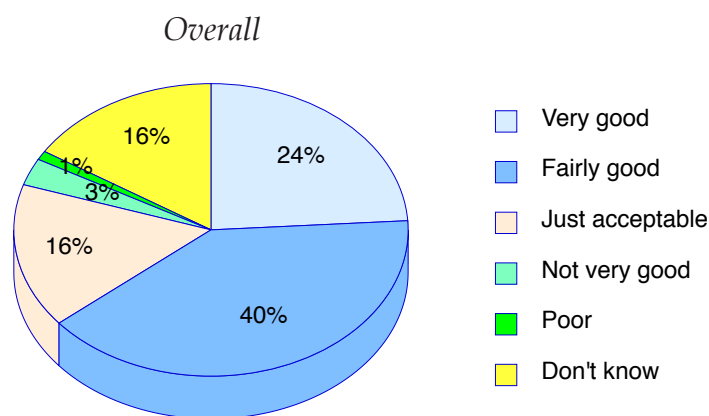
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2014	39	15	4	42
Contacted Community Board member in last 12 months (N=29*)	60	26	5	9
Community Board				
Whakatane	33	14	5	48
Ohope Beach	39	10	4	47
Rangitaiki	41	13	4	42
Taneatua [†]	51	12	2	36
Murupara*	50	32	1	17
Area				
Urban	38	16	4	42
Rural [†]	41	13	4	43
Age				
18-44 years	47	9	4	40
45-64 years	31	21	5	43
65+ years	38	15	1	46

% read across

* caution: small base

[†] 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, 16% rate their performance as just acceptable, and 4% say it is not very good or poor. 16% are unable to comment.

Whakatane District Council staff's performance is above staff nationwide and on par with Peer Group Councils' staff, 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 ...

- Urban residents,
- 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 2014	64	16	4	16
Comparison				
Peer Group (Provincial)	60	22	10	8
National Average	52	25	12	11
Community Board				
Whakatane [†]	72	10	3	16
Ohope Beach	66	16	2	16
Rangitaiki	55	24	6	15
Taneatua [†]	72	15	2	10
Murupara ^{**}	41	28	5	27
Area				
Urban	69	13	3	15
Rural	53	24	6	17
Length of Residence				
Lived there 10 years or less	74	17	3	6
Lived there more than 10 years	62	16	4	18

% read across

* caution: small base

† 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			
	Whakatane	130	134
	Ohope Beach	30	26
	Rangitaiki	81	87
	Taneatua	30	29
	Murupara	29	25
Gender	Male	149	142
	Female	151	158
Age	18-44 years	87	123
	45-64 years	118	113
	65+ years	95	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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