

Whakatane District Council

Annual Residents Survey 2012

A summary of the findings of the Annual Residents Survey
2012 and the Development and Compliance Survey 2012

11 September 2012

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Methodology

Annual Residents Survey

The Annual Residents Survey is a general survey of Whakatane District Residents covering the community's views on a wide range of Council services. The surveying was followed a telephone interview format and was conducted by Digipoll, a leading CATI (computer aided telephone interviewing) company in New Zealand. Respondents were selected using DigiPoll's telephone sampling system developed specifically for New Zealand conditions which gives a random sample of the entire population that have telephones. Interviews were undertaken in the latter part of June and early July 2012. The response rate for the district wide survey was 45%. 300 interviews were completed and distributed between the wards on a population pro rata basis.

Analysis and reporting was conducted on behalf of the Council by International Research Consultants (IRC). This Summarised report has been produced by the Whakatane District Council based on analysis conducted by IRC.

Development and Compliance Survey

This was a targeted survey aimed at customers who have used the services of the Development and Compliance Unit of the Whakatane District Council in the past 12 months. The questionnaire followed a postal survey format and was mailed out in mid July 2012 with returns coming in till the project was closed in mid August 2012. In total, 500 questionnaires were distributed and 80 were returned by close off date. This gives a response rate of 16%.

Analysis and reporting was conducted on behalf of the Council by International Research Consultants (IRC). This Summarised report has been produced by the Whakatane District Council based on analysis conducted by IRC.

Measurement Scales and Indexes

Both the Annual Residents Survey and the Development and Compliance Survey present findings as a CSI score. This essential represents average satisfaction score of respondents. The surveys asks respondents to rank their level of satisfaction from 1-10, if the average score provided by respondents is say 7.7 then the CSI score is 77.

This should not be mistaken for the proportion of respondents whom are satisfied, which is a common reporting style for this type of survey. The following table shows how CSI scores relate to the individual satisfaction scores.

Customer Satisfaction Index (CSI) Score

Satisfaction scale	Example of interpretation	
10 → Very Satisfied	<p>→ The average rating provided for the 'overall performance of Council' was 6.66 out of 10, providing a CSI score of 66.6 out of 100. The mode (most common score provided) was 7.</p>	59% of respondents scored the 'overall performance of Council' as 7 out of 10 or higher.
9		
8		
7		
6		32% of respondents scored the 'overall performance of Council' as 4-6 out of 10.
5 → Neutral		
4		
3		5% of respondents scored the 'overall performance of Council' as 3 out of 10 or lower.
2		
1		
0 → Very Dissatisfied		

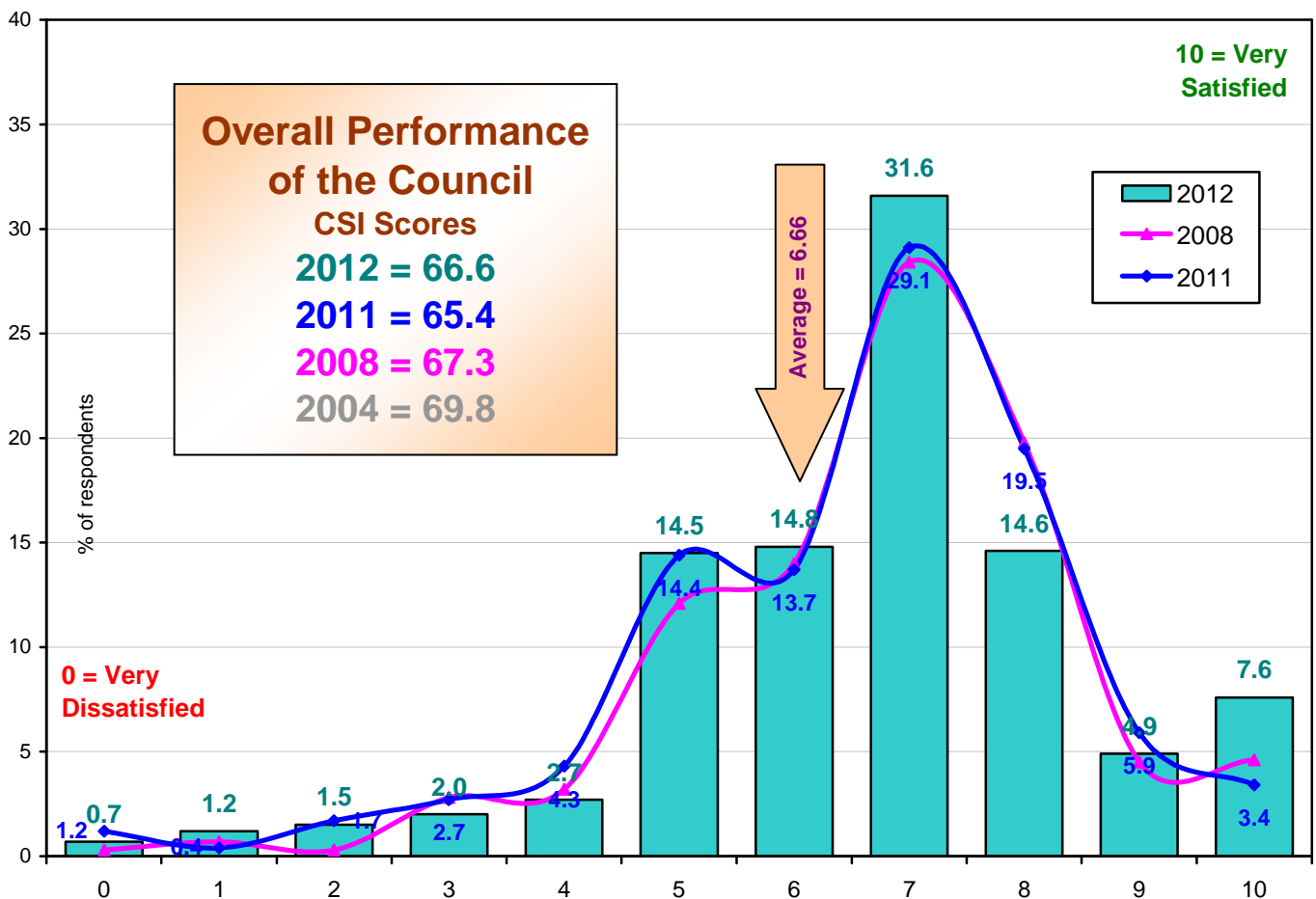
Satisfaction with the overall Performance of Council

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

Over half of the respondents (59%) were satisfied with 'the **Overall Performance** of Council in the past 12 months' (scores of 7 – 10). An eighth of the respondents (12.5%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (32% versus 29% in 2011). A third of the respondents (32%) rated 'the **Overall Performance** of Council' with a score that was neutral (scores 4 – 6). Only a few respondents (5.4%) were actually dissatisfied with the Overall Performance of Council (Scores 0 – 3). The results are very similar to the previous readings.

The Customer Satisfaction Index (CSI scores)^①, (a weighted score across the satisfaction scale) is used to reflect respondent satisfaction with the various facilities and services provided by Council. The CSI score for 'the **Overall Performance** of Council in the past 12 months' was 66.6, 1.2 points higher than the 65.4 recorded in 2011 and 0.7 points lower than the 67.3 recorded in 2008. The current CSI score of 66.6 rates as a fair performance but needing improvement.



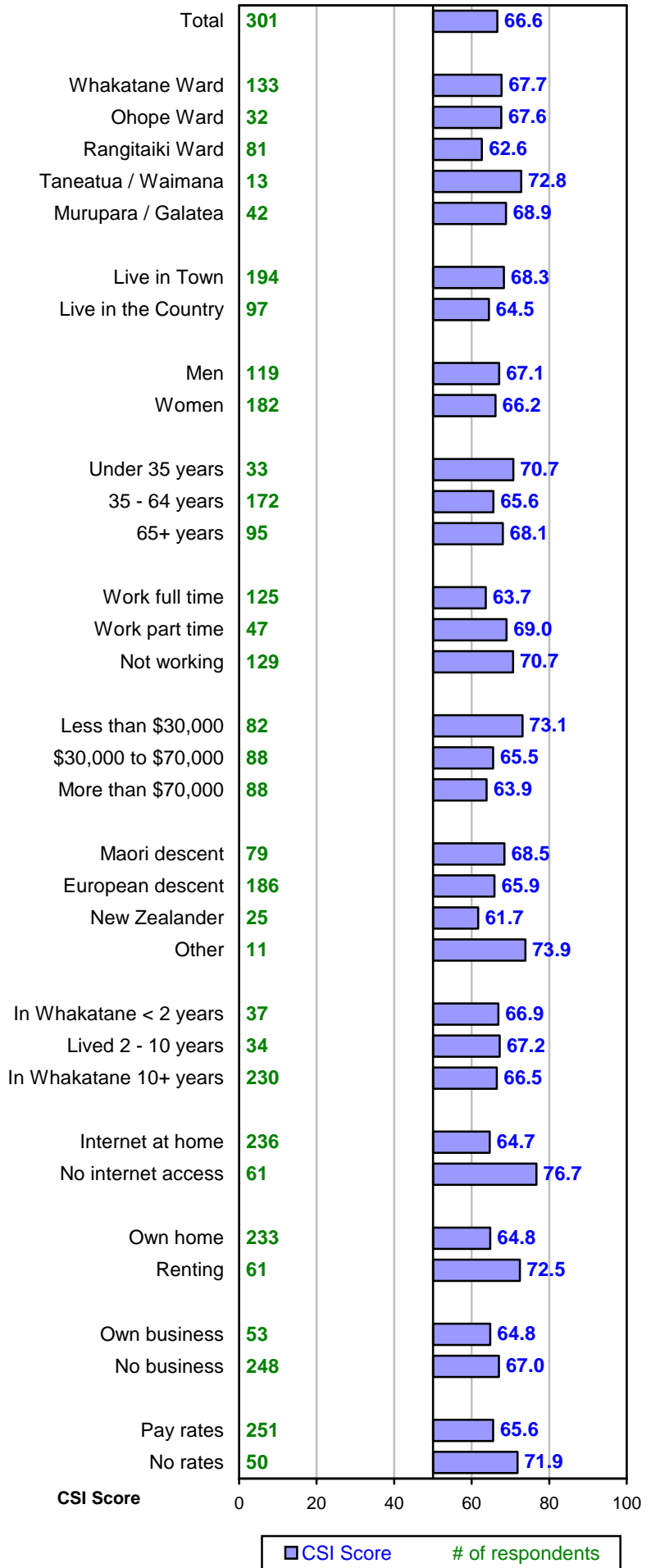
Satisfaction with the Overall Performance of Council by demographics

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

Most of the subgroups rate the Overall Performance of Council with scores that infer they have some issues.

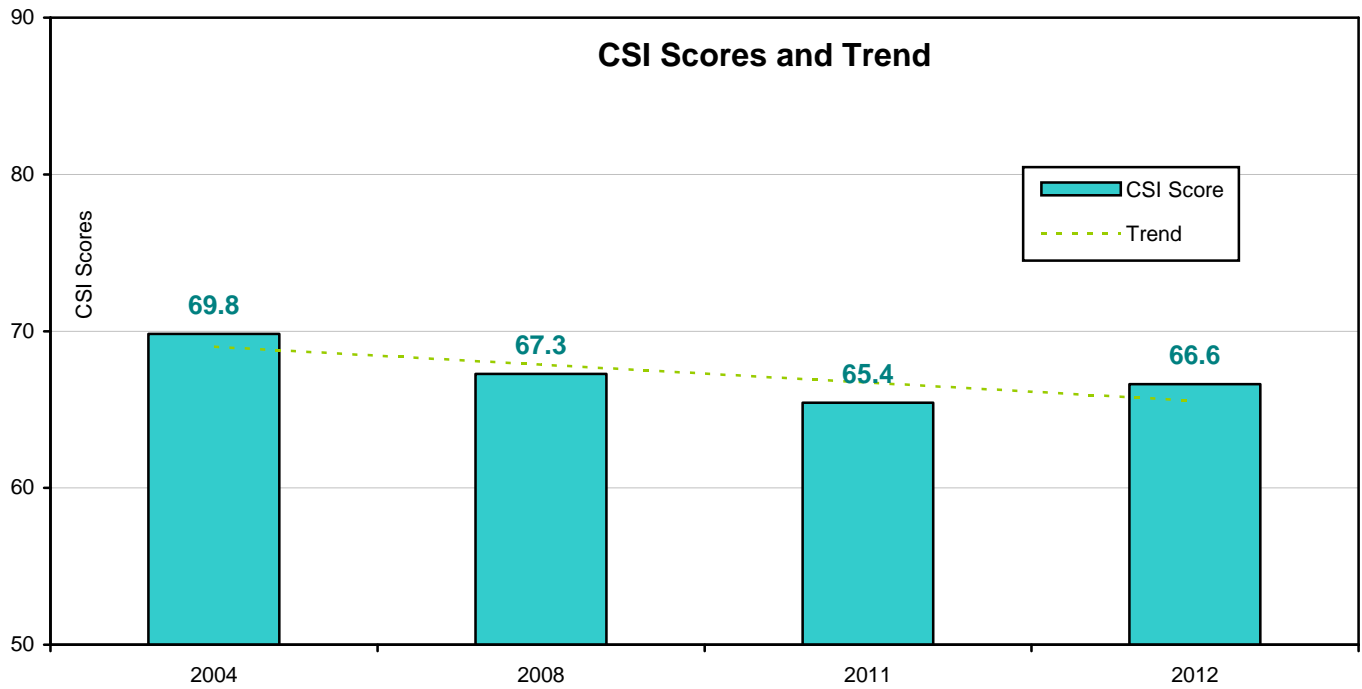
The variables that appear to have had the greatest impact on satisfaction with the overall performance of Whakatane District Council were:

- Those from Taneatua / Waimana Ward (CSI score 68.9) are the most satisfied while those from the Rangitaiki Ward appear the least satisfied (CSI score 62.6).
- Those who live in Town (CSI score 68.3) are more satisfied than those who live in the Country (CSI score 64.5)
- Those aged under 35 are the most satisfied (CSI score 70.7) versus CSI scores from 65.6 to 68.1 for the other age brackets. Note generally the older the respondent the higher the level of satisfaction.
- Those with a household income over \$70,000 (CSI score 63.9) are less satisfied than those in the lower income brackets (CSI score 65.5 and 73.1).
- Those who own their own home are significantly less satisfied than those who don't (CSI score 64.8 and 72.5) respectively.
- Those who pay rates are significantly less satisfied than those who don't (CSI score 65.6 and 71.9) respectively.



Overall Satisfaction CSI score Trends

The following chart shows the trend in the CSI scores for the past four readings. The CSI score of 66.6 is 1.2 points higher than that recorded in 2011. The CSI scores have varied only 4.4 points since 2004.



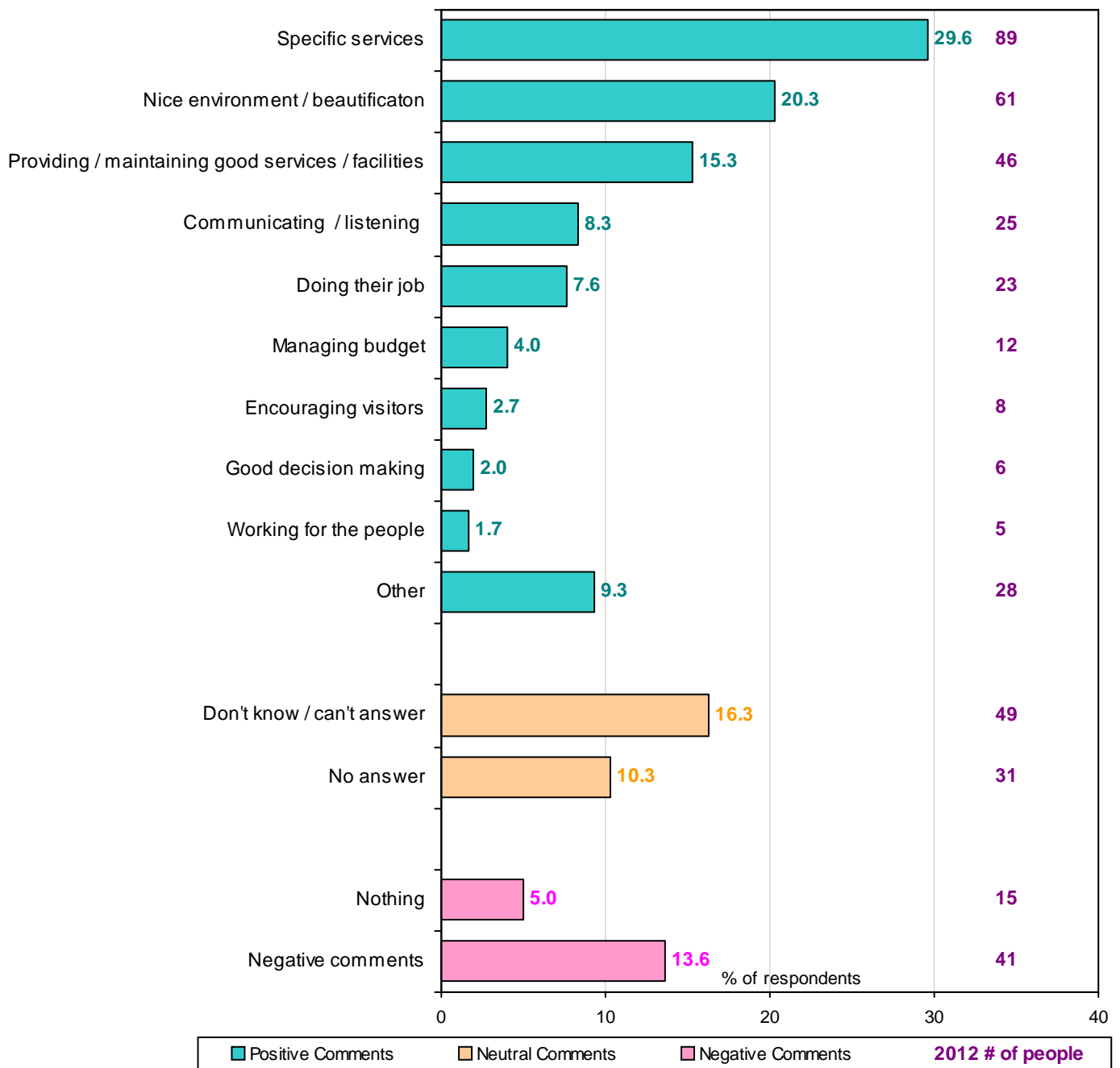
What do you think the Council is doing well

The respondents were asked 'What do you think the Council is doing well?' This question was asked as an open question with the answers grouped together for analysis purposes.

The main comments evolved around specific services (30%), the nice environment / beautification (20%) and providing or maintaining good services and facilities (15%). A smaller subgroup of respondents mentioned they did well at communicating or listening (8%), doing their job well (8%) or managing the budget (4%). There were a variety of other comments offered by small numbers of respondents.

A sixth of the sample (16%) did not know what Council was doing well and a further 10% did not answer this question.

A small group of respondents (5%) said Council did nothing well and an eighth of the respondents (14%) made negative comments when asked what they thought Council was doing well. However many of these people also offered a positive comment.



Satisfaction with Elected Members of Council

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

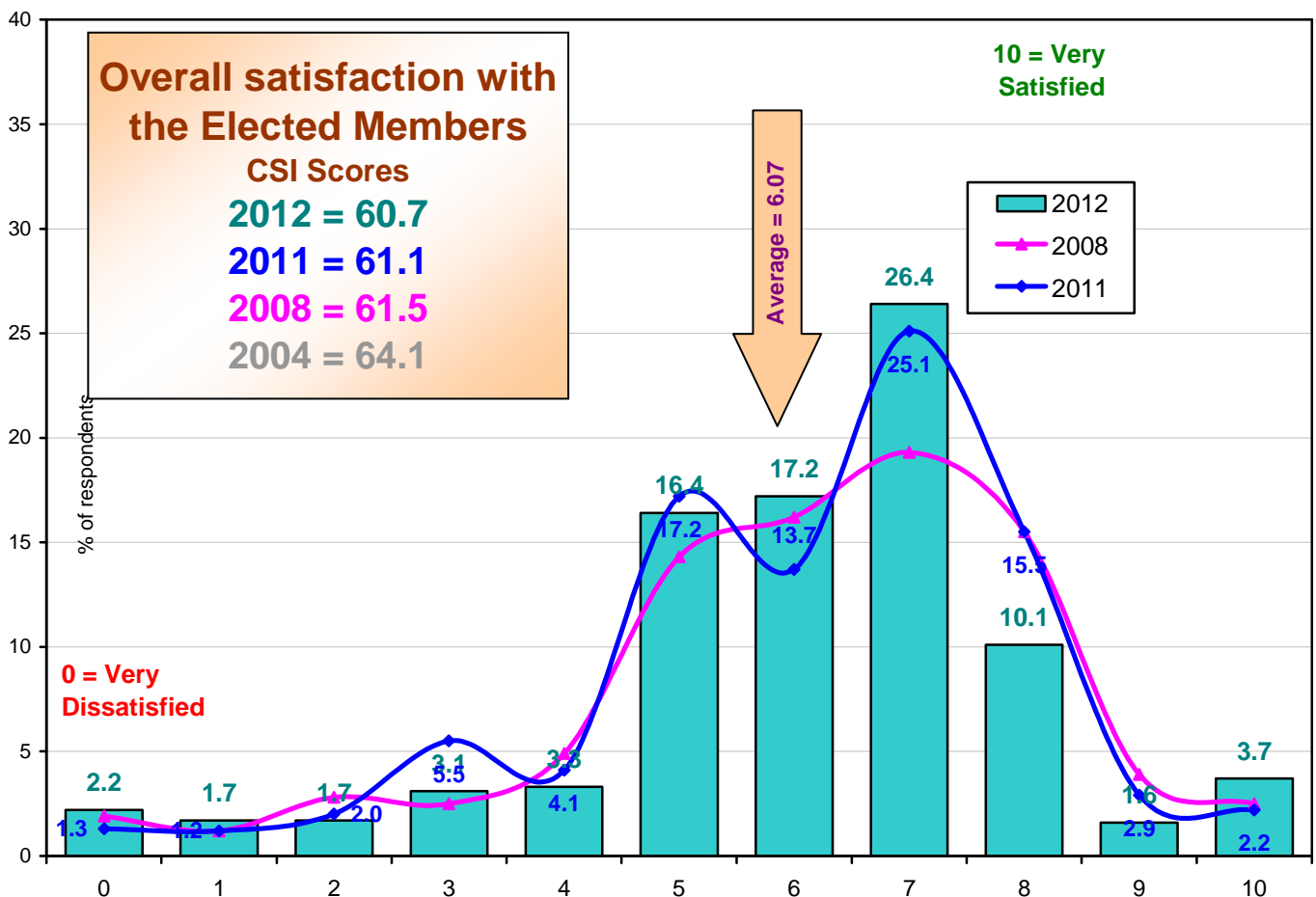
Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors)?'

An eighth of the respondents (12%) did not answer this question, presumably because they did not know enough about the Elected Members to offer a rating.

Less than half of the respondents (42%) were satisfied with 'the overall performance of the Elected Members of Council in the past 12 months' (scores of 7 – 10). Less than a tenth of the respondents (5.3%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (26%). Over a third of the respondents (37%) rated 'the overall performance of the Elected Members of Council' with a score that was neutral (scores 4 – 6). A tenth of the respondents (9%) were actually dissatisfied with the Elected Members (Scores 0 – 3).

The CSI score for 'the overall performance of the Elected Members of Council in the past 12 months' was 60.7. This is 0.4 points lower than the CSI score of 61.1 recorded in 2011. A CSI score of 60.7 implies that some respondents have issues with the Elected Members of Council.



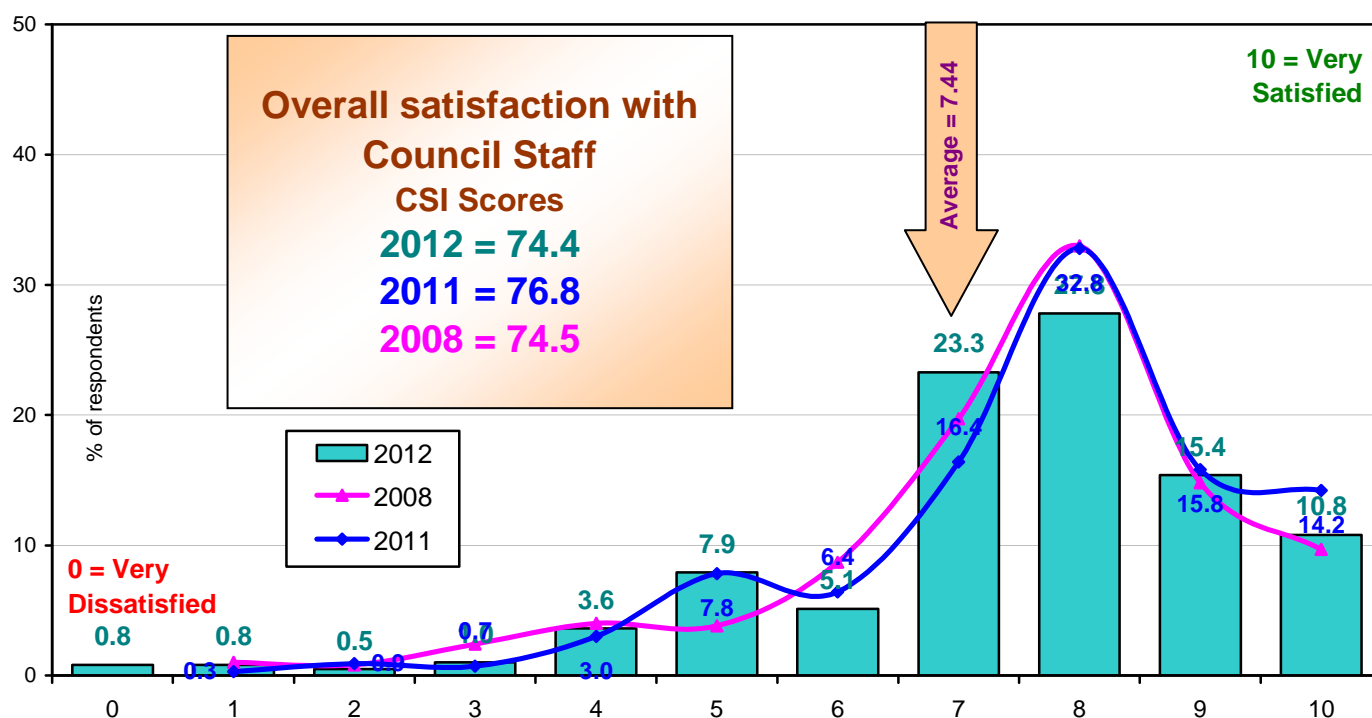
Satisfaction with Council Staff

Respondents who had some interaction with the Council Staff (n = 218) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Three quarters of the respondents who had dealings with Council Staff (77%) were satisfied with the overall performance of the staff, (Scores 7 – 10). The mode was a score of 8 (28%) and 26% rated the service with a score of 9 or 10 (exceeded expectations).

A sixth of those who had dealings with Council Staff (17%) rated this as neutral (Scores 4 – 6) while seven respondents (3.2%) were actually dissatisfied.

The CSI score was 74.4, down 2.2 points from 2011 but similar to the 2008 result. The CSI score rates as a very good performance.



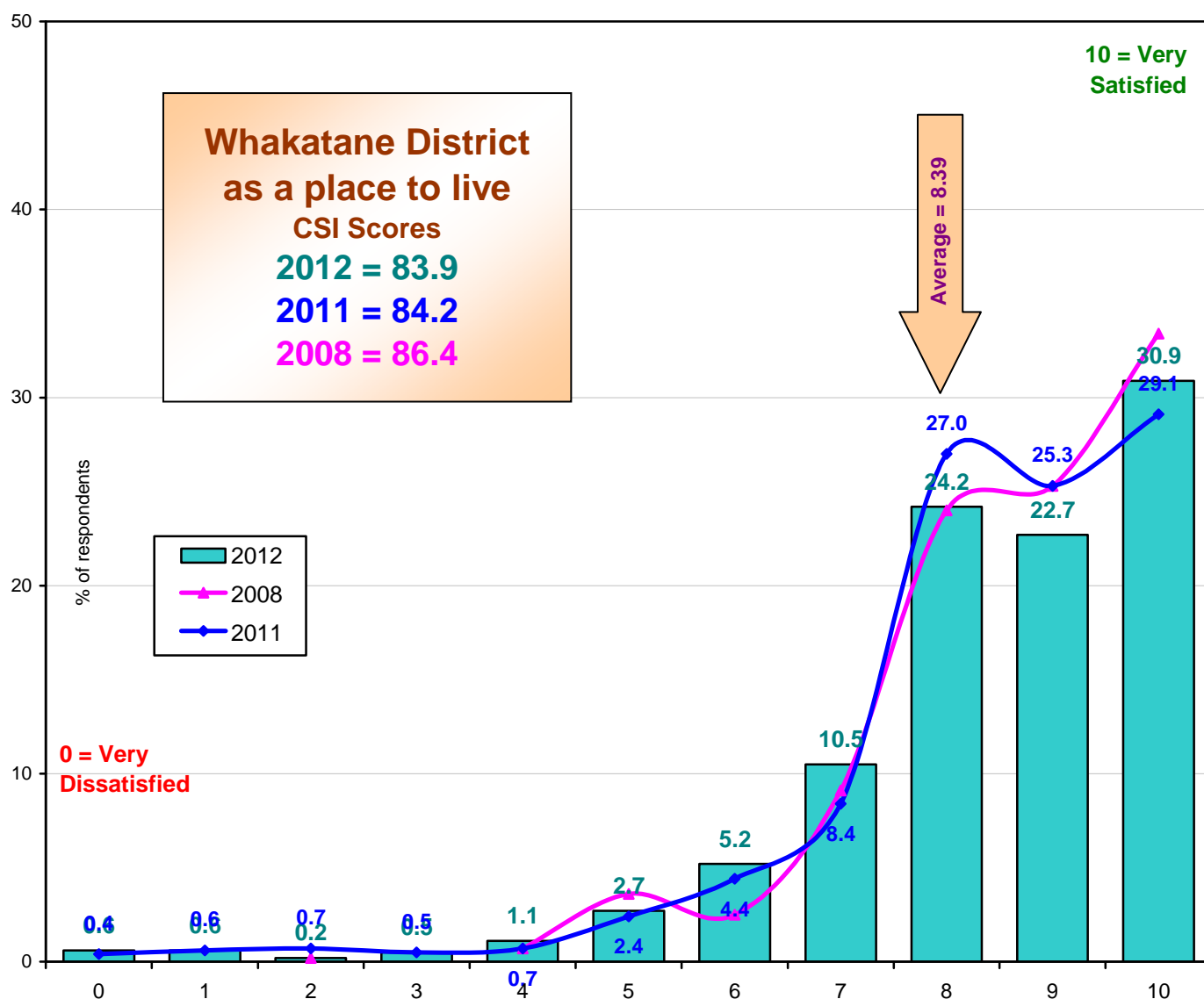
Satisfaction with Whakatane as a place to live

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

The vast majority of the respondents (88%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (31%) and 54% rated this with a score of 9 or 10 (exceeded expectations).

Only six respondents (1.9%) were dissatisfied with Whakatane District as a place to live (scores 0 – 3) while 9% rated this as neutral (Scores 4 to 6). The remaining two respondents (0.8%) did not answer this question.

The CSI score is 83.9, which is 0.3 points lower than the 84.2 recorded last year. The current CSI score infers respondents are very satisfied with Whakatane District as a place to live.



Satisfaction with Council's provision of information

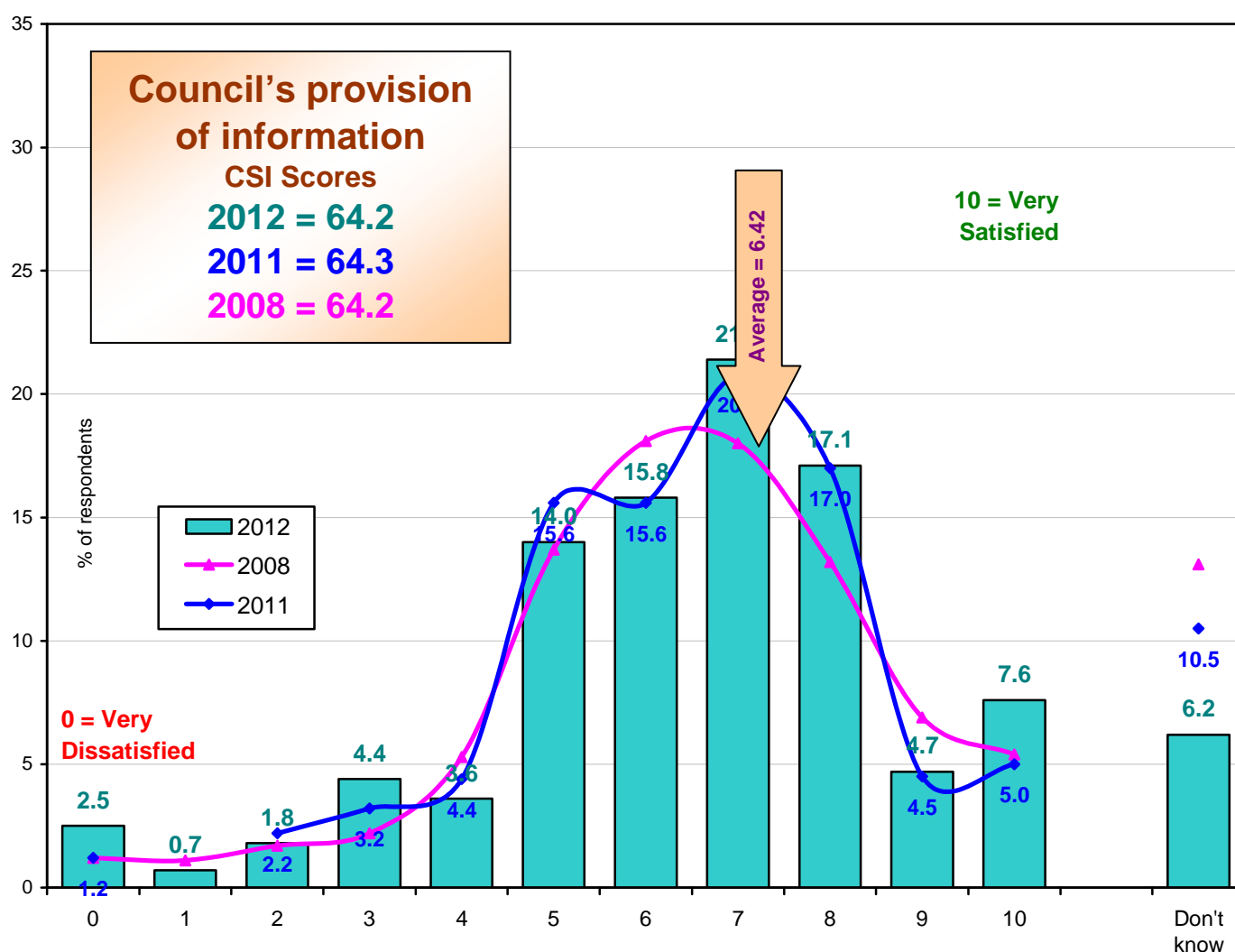
The respondents were asked 'Council tries to ensure that it provides adequate information to the community about its services, facilities, projects and plans. Using the same scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate Council's provision of this type of information?'

A number of the respondents (6%) did not answer this question, presumably because they did not know enough about Council provision of information to be able to rate this factor.

Half of the respondents (51%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. An eighth of the respondents (12.3%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (21%).

A tenth of the respondents (10%) were dissatisfied with the Council providing this type of information (scores 0 – 3) while a third (33%) rated this as neutral (Scores 4 – 6). The profile is very similar to previous years.

The CSI score is 64.2, virtually unchanged from last year. The CSI score rates as a fair performance with the need for improvement. This again implies some respondents have issues with the Council providing adequate information to the community about its services, facilities, projects and plans.



Satisfaction with Opportunities for involvement in decision making

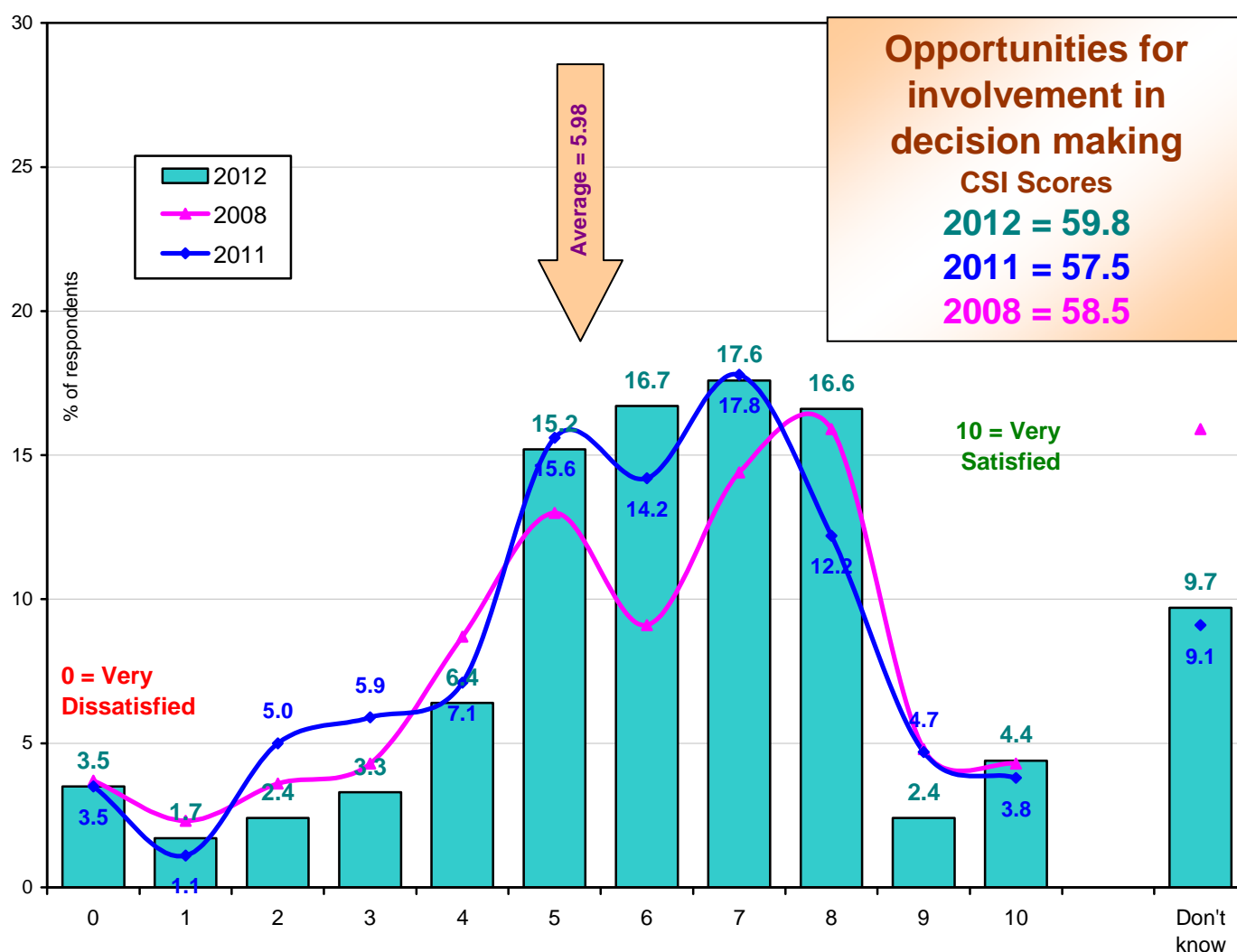
The respondents were asked the following 'Council tries to ensure that the community has meaningful input into decision making on significant Council projects, processes and policy. Using a scale where 0 = very dissatisfied and 10 = very satisfied, how would you rate the opportunities Council provides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

A tenth of the respondents (10%) did not answer this question, presumably because they did not know enough about the opportunities Council provided for community involvement in decision making to be able to rate this factor.

Over a third of the respondents (41%) were satisfied with Council providing good opportunities for community involvement in decision making (Scores 7 – 10). The mode was a score of 7 (18%) and 6.8% rated this with a score of 9 or 10 (exceeded expectations).

A ninth of the respondents (11%) were dissatisfied with the opportunities for community involvement in decision making Council provided (scores 0 – 3) while 38% rated this as neutral (Scores 4 to 6).

The CSI score is 59.8, up 2.3 points from the 2011 result. The CSI score for the community involvement in Council decision making rates as needing significant improvement.



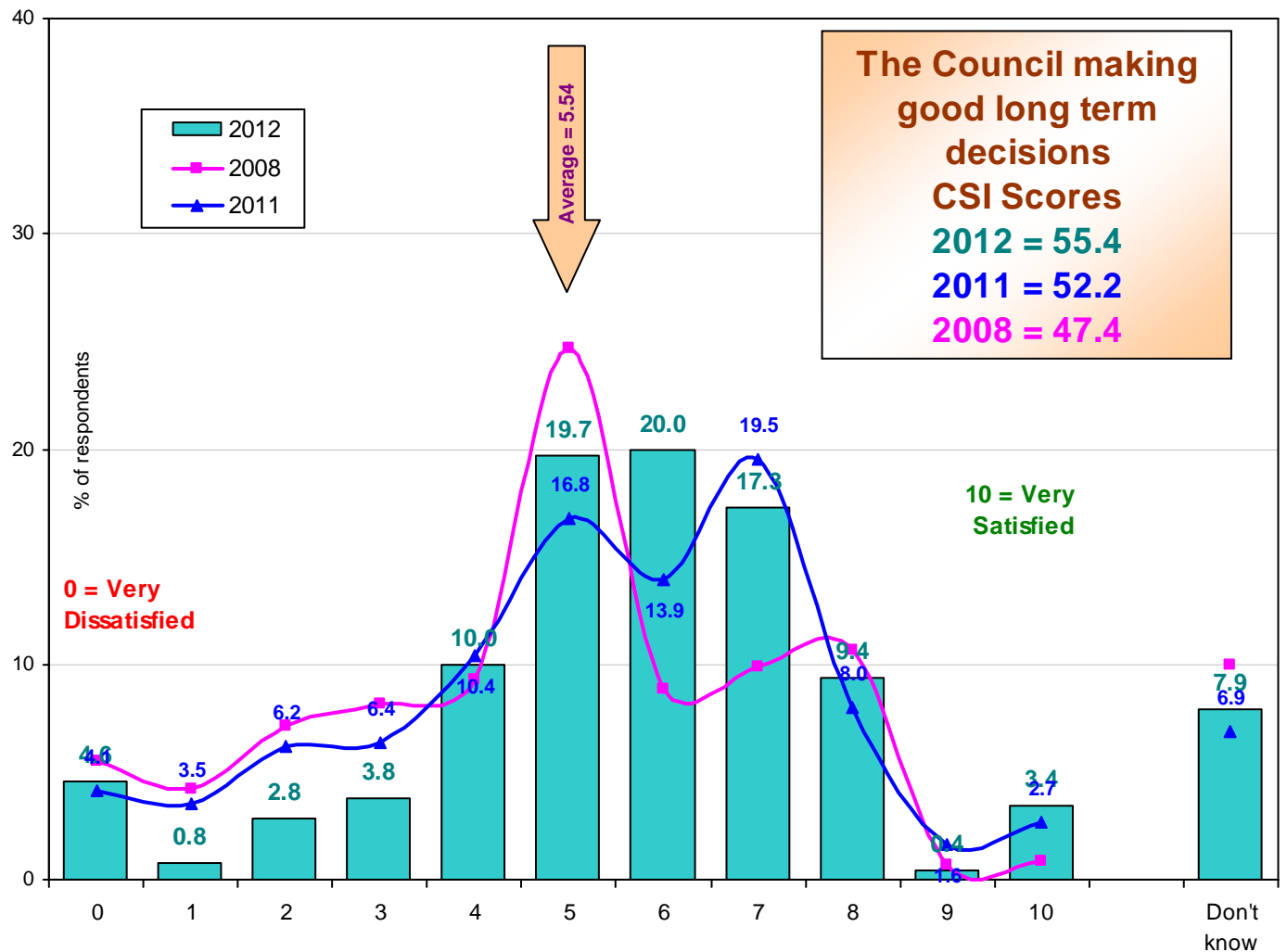
The Council making good long term decisions

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

A third of the respondents (31%) were satisfied with 'The Council making good long term decisions' (Scores 7 – 10). The mode was a score of 6 (20%). Only a few respondents (3.8%) rated this with a score of 9 or 10 (exceeded expectations).

Half of the respondents (50%) were neutral (Scores 4 – 6). An eighth of the respondents (12%) were dissatisfied with the Council making good long term decisions (Scores 0 – 3). The remaining 8% did not answer this question, presumably because the respondent did not know enough about Council's long term decision making to give a rating.

The CSI score for 'The Council making good long term decisions' is 55.4. This is 2.8 points higher than the 52.2 recorded in 2011. The CSI score of 55.4 rates as needing significant improvement.



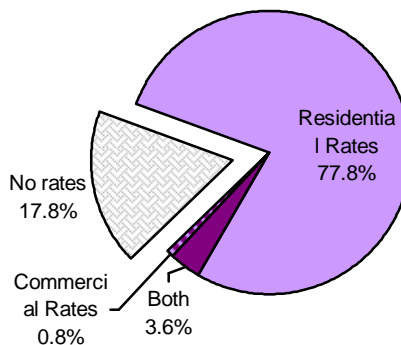
Value for Whakatane District Council rates

Payment of Rates to Council

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

The vast majority of the respondents (81%) said they paid residential rates, including 4% who paid both residential and commercial rates. Two respondents (0.8%) paid only commercial rates.

A sixth of the sample (18%) said they did not pay rates.



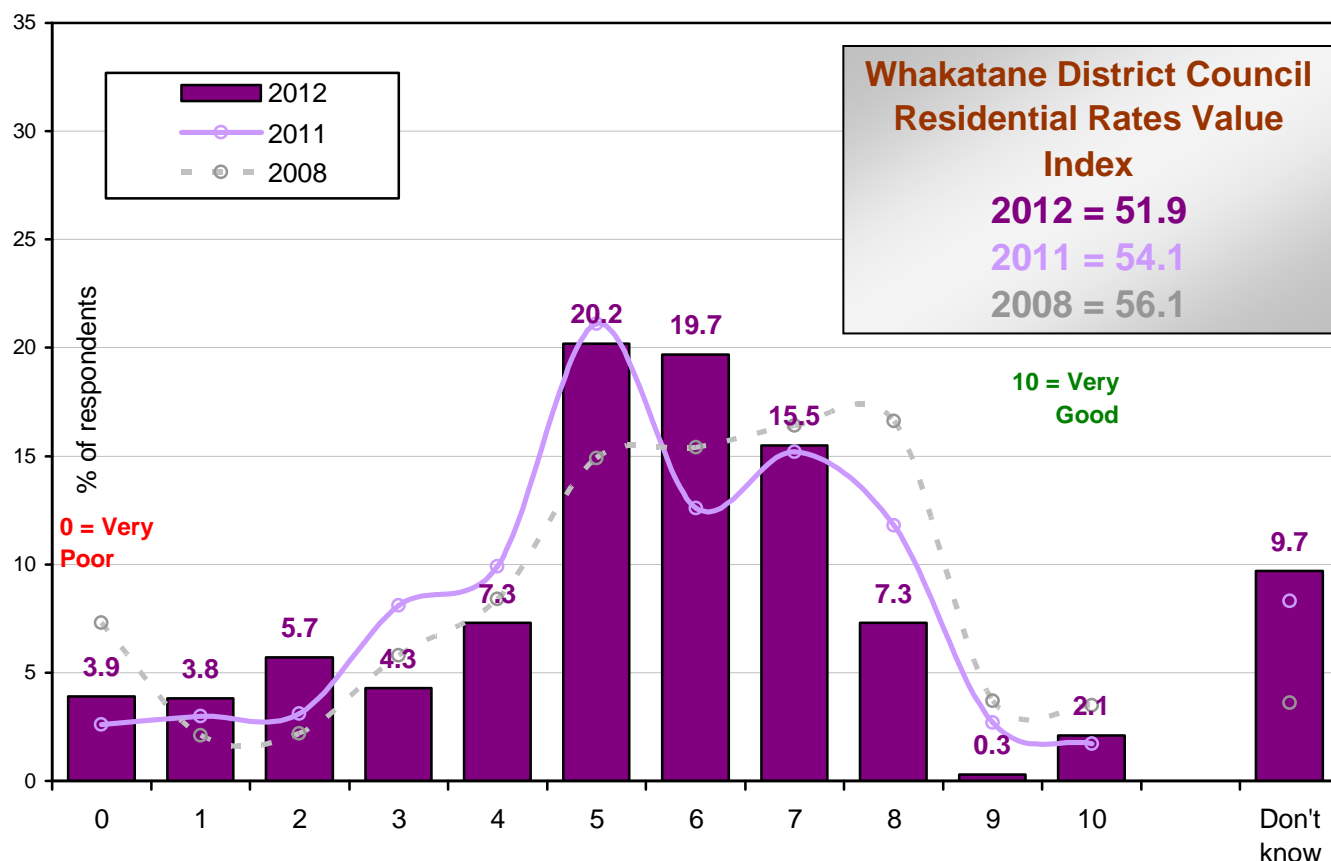
Value for rates

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

A quarter of the respondents (25%) who paid residential rates (n = 248) thought they received good value for the proportion of their residential rates that Whakatane District Council charge (Scores 7 – 10), but only 2% rated the value for money with a score of 9 or 10. The mode was a score of 5, unchanged from 2011.

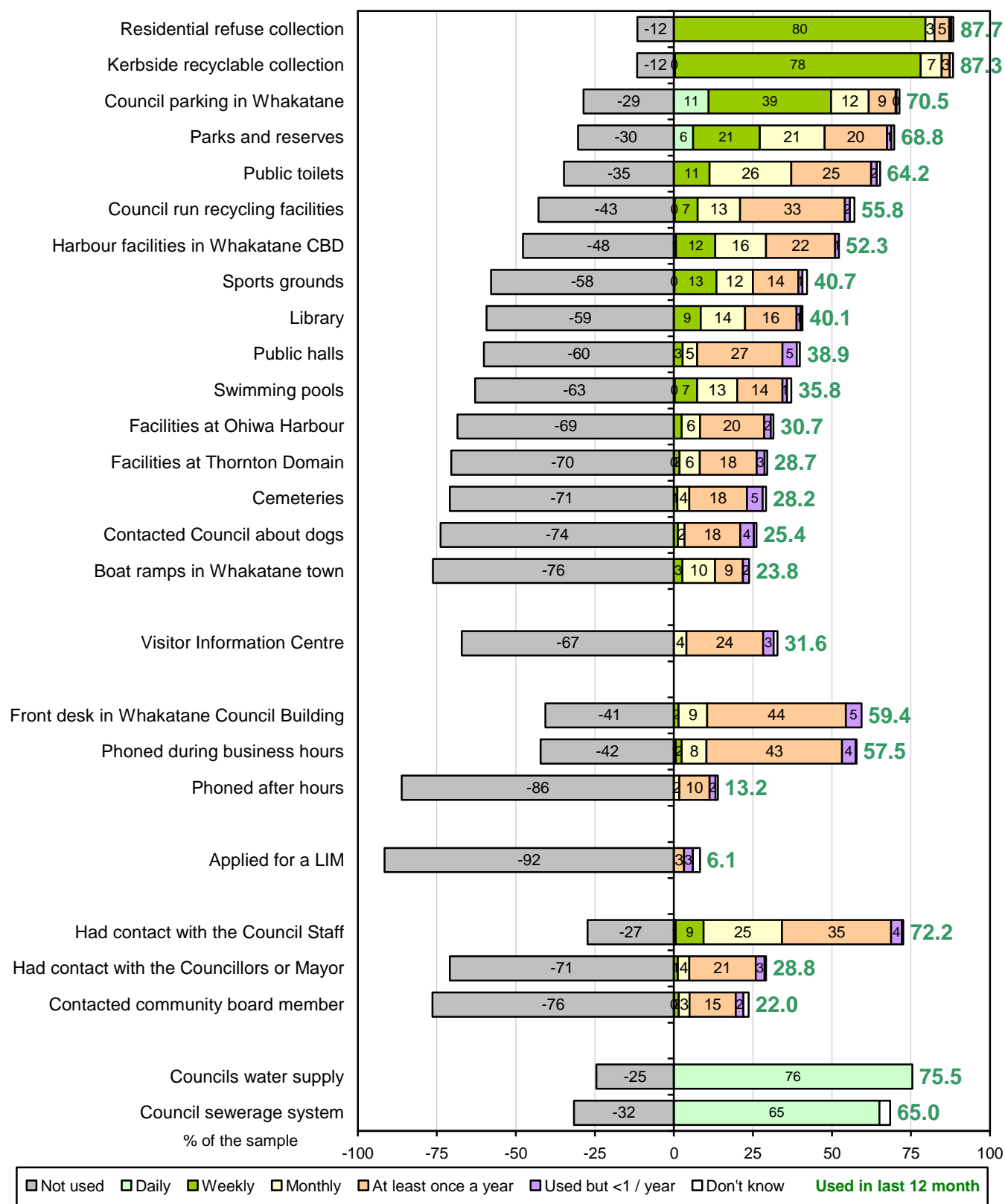
A sixth of those who paid residential rates (18%) thought they received poor value (Scores 0 – 3) while close to half (47%) rated the value of WDC residential rates as neutral (Scores 4 – 6). A tenth of the respondents (10%) did not answer this question, presumably because they did not know enough to rate the value of their Whakatane District Council charge.

The Value Index is 51.9, which implies on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 2.2 points from 2011 when the index was 54.1 and down 9.1 points from 2004 when the index was 61.0.



Usage of Council Services and Facilities

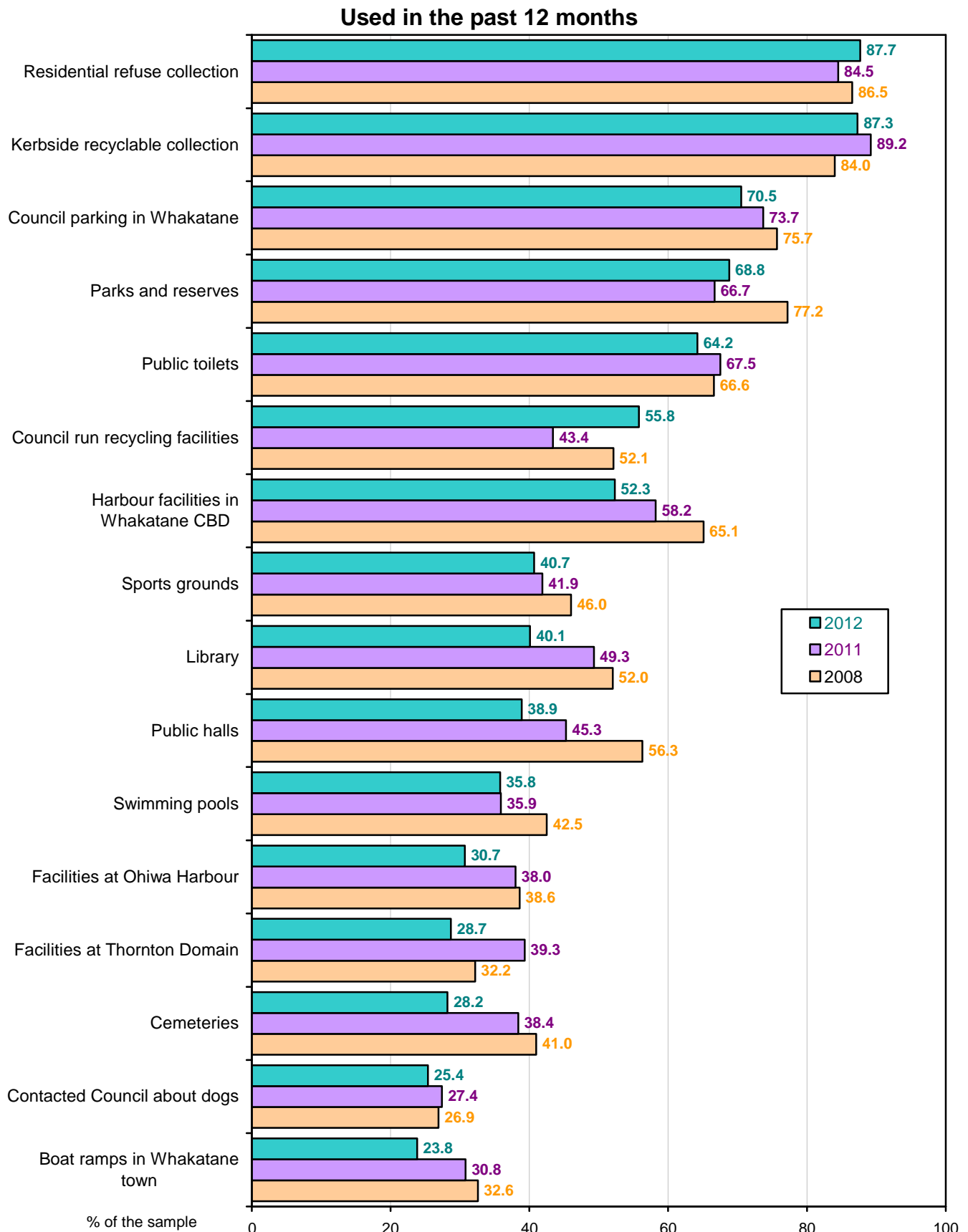
Respondents were asked how often they had used Council provided services or facilities in the past year¹. Some of the services like the Residential Refuse Collection (88%), Kerbside Recyclable collection (87%), and Council Water supply (76%), were used by the vast majority of respondents. Other facilities like the applying for a LIM (6%) were used by a small proportion of the sample.



¹ Note that certain Council provided services and facilities were not included in the 'usage' part of the questionnaire as asking usage was not appropriate e.g. for storm water, wastewater and sewerage systems and roads.

History of Usage of various Services and Facilities

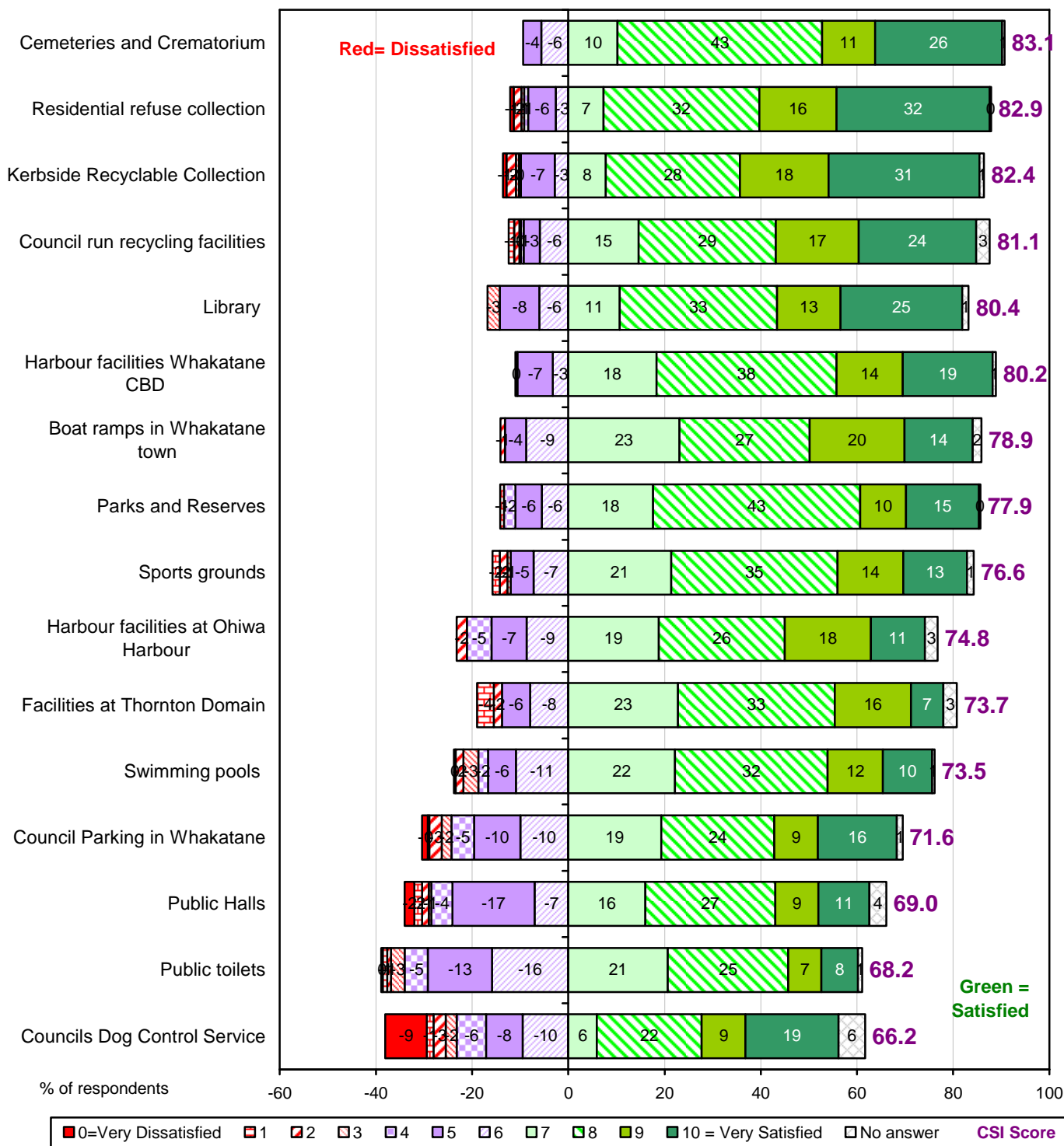
The following chart compares the percentage of respondents using each facility or service in the past 12 months for 2012 against the percentage who used these in the 2011 and 2008 surveys. Similar to previous years, there is some variation in usage but this is possibly due to many variables e.g. the weather or economy, changing behaviour, changes in the availability of the facilities or variances in the sample.



Satisfaction with Council Services and Facilities

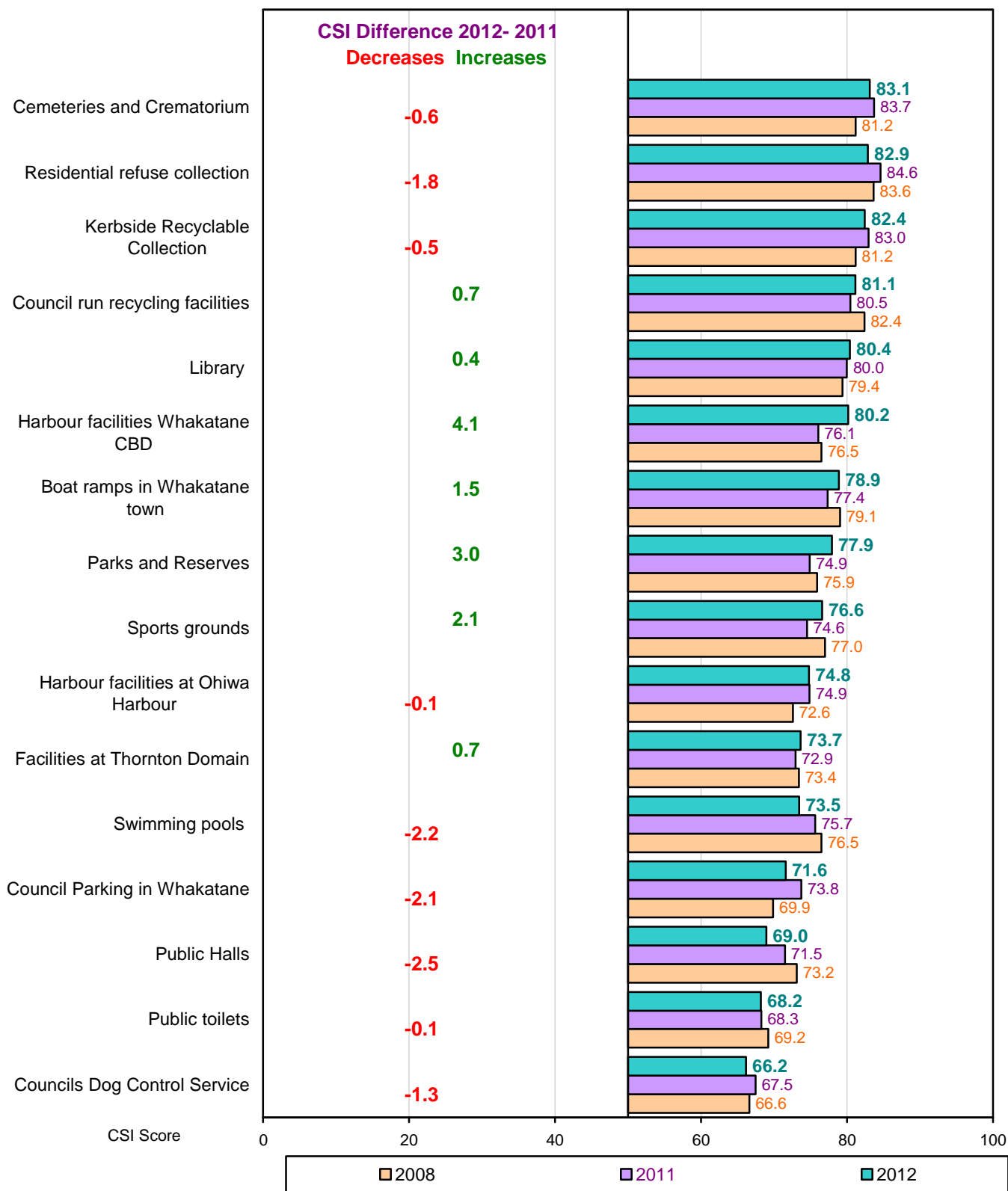
The respondents were asked 'I'm going to read out a list of facilities / amenities within the Whakatane area you have used as well as a range of others that Council provides. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 90% for the 'Cemeteries and Crematorium' down to 56% for 'Councils Dog Control Service'. There are also a number of respondents who are less than satisfied with each factor (scores 0 – 6). This ranges from 9% for the 'Cemeteries and Crematorium' up to 39% for the 'Public Toilets'. The factor with the most respondents rating with a score of 10 was the 'Residential Refuse Collection' (32%) while the factor with the most rating with a score of 0 to 3 is 'Councils Dog Control Service' (15%).



CSI Scores Services and Facilities– Comparison with previous years

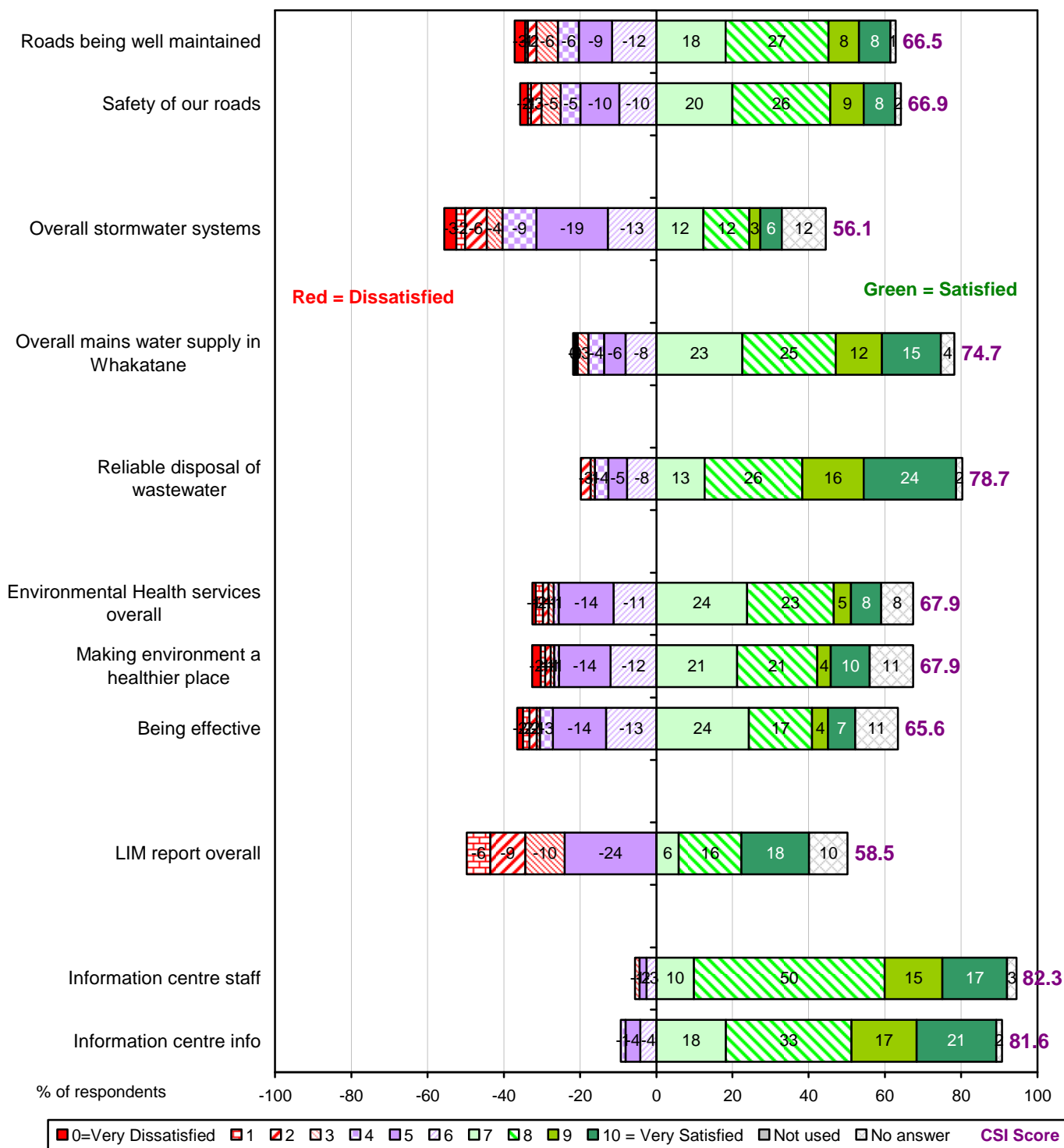
The following chart compares the CSI scores for 2012 versus 2011 and 2008 for the Facilities & Amenities. The facilities rated the highest in previous years are once again rated the highest for 2012. There was a mix of 7 increases and 9 decreases in CSI scores from 2011 but many changes were small. The largest increase was a rise of 4.1 points for *'the Harbour facilities in Whakatane including the port and surrounding environment'* (CSI score 80.2) followed by a rise of 3.0 points for *'the parks and reserves in the Whakatane District'* (CSI score 77.9). The largest decrease was of 2.5 points for the *'Public Halls'* (CSI score 69.0) followed by a fall of 2.2 points for *'the Swimming Pools'* (CSI score 73.5).



Satisfaction with Council Services and Facilities II

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

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 92% for 'the overall service from the staff at the information centre' down to 33% for 'the overall effectiveness of the stormwater systems'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 0% for 'the quality of information provided from the information centre' up to 26% for the 'the LIM report overall'. The factor with the most respondents rating with a score of 10 was 'having reliable disposal of wastewater and sewage' (24%) while the factor with the most rating with a score of 0 is for the 'overall effectiveness of the stormwater systems' (3.1%).



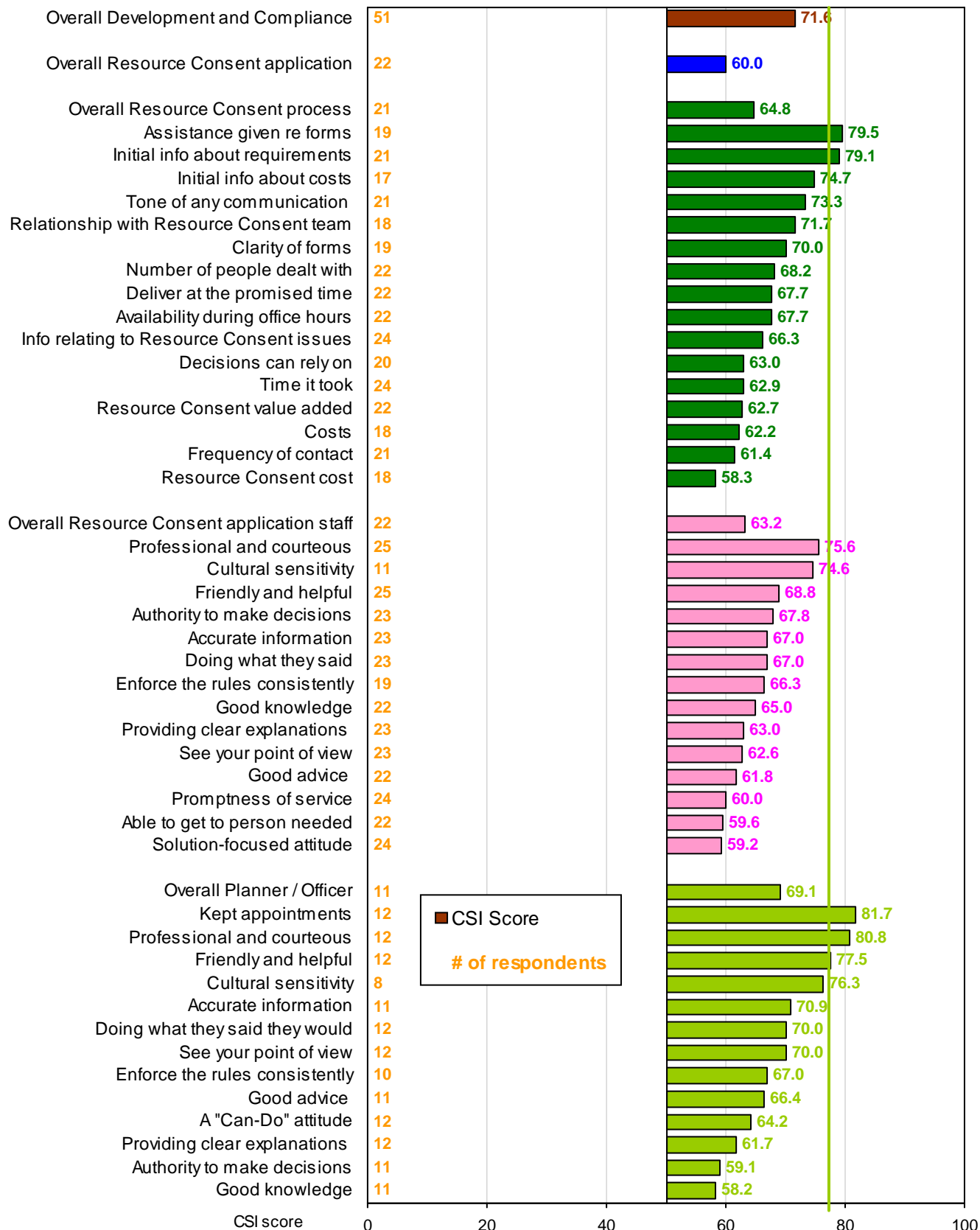
CSI Scores for the Services & Facilities– Comparison with previous years

The following chart compares the CSI scores for the Services & Facilities for 2012 versus 2011 and 2008. There was a mix of 9 increases and 1 decrease in CSI scores from 2011 but many were small. The largest increase was a rise of 10.5 points for *'the overall effectiveness of the stormwater systems'* (CSI score 56.1) followed by an increase of 5.1 points for *'the reliable disposal of wastewater and sewage'* (CSI score 78.7). The only decrease was of 14.8 points for *'the LIM report overall'* (CSI score 58.5).



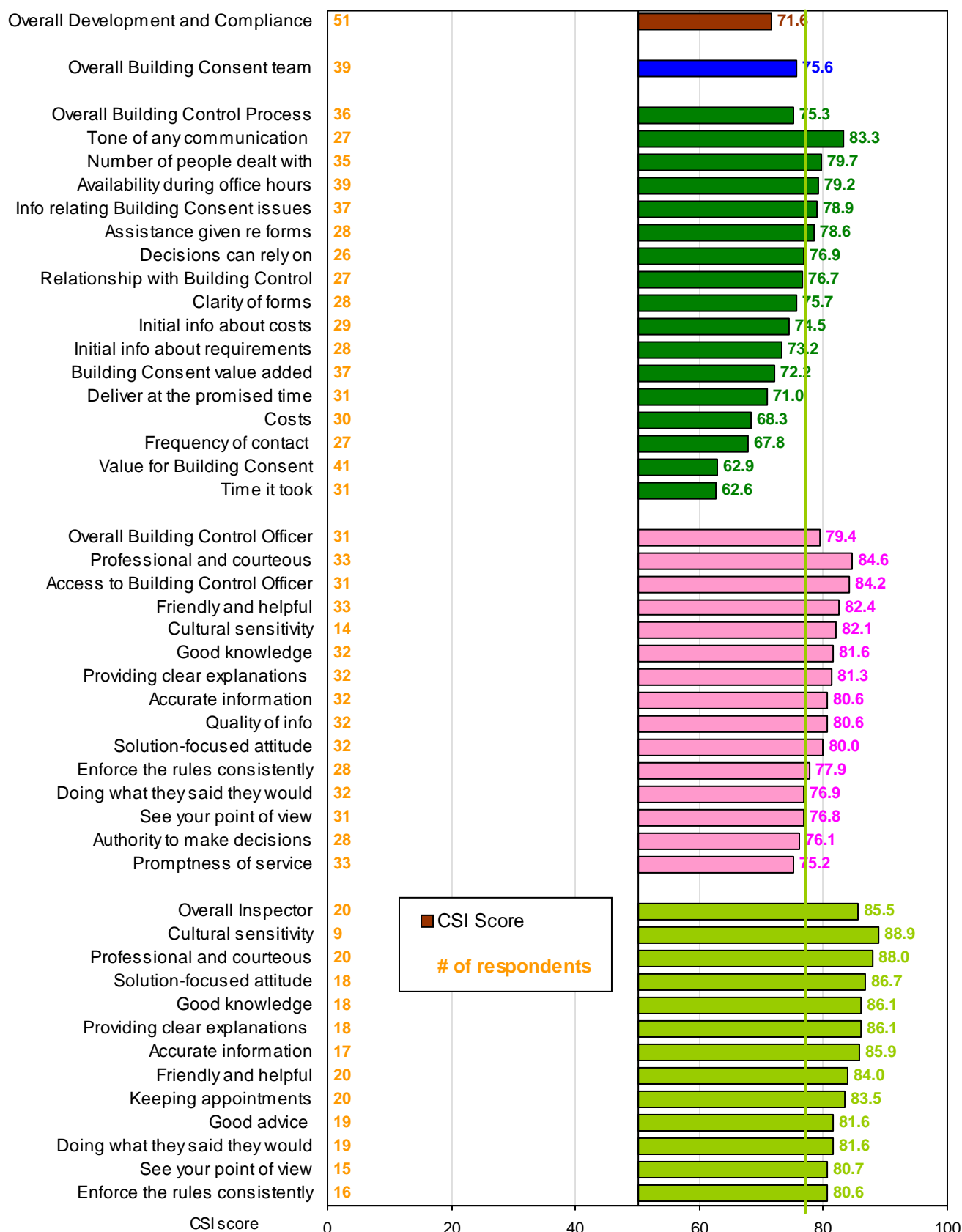
Resource Consents (from separate postal survey)

The CSI scores, for the Resource Consents factors which were measured, range from a low of 58.2 for satisfaction with the Planner / Planning Monitoring Officer 'having a good knowledge about the topics you need advice or information on' to a high of 81.7 for the Planner / Planning Monitoring Officer factor 'the way appointments with you were kept'. A few of the CSI scores reflect an excellent performance (CSI scores above 77) while a few rate as needing significant improvement (CSI Scores of 61 or below).



Building Consents (from separate postal survey)

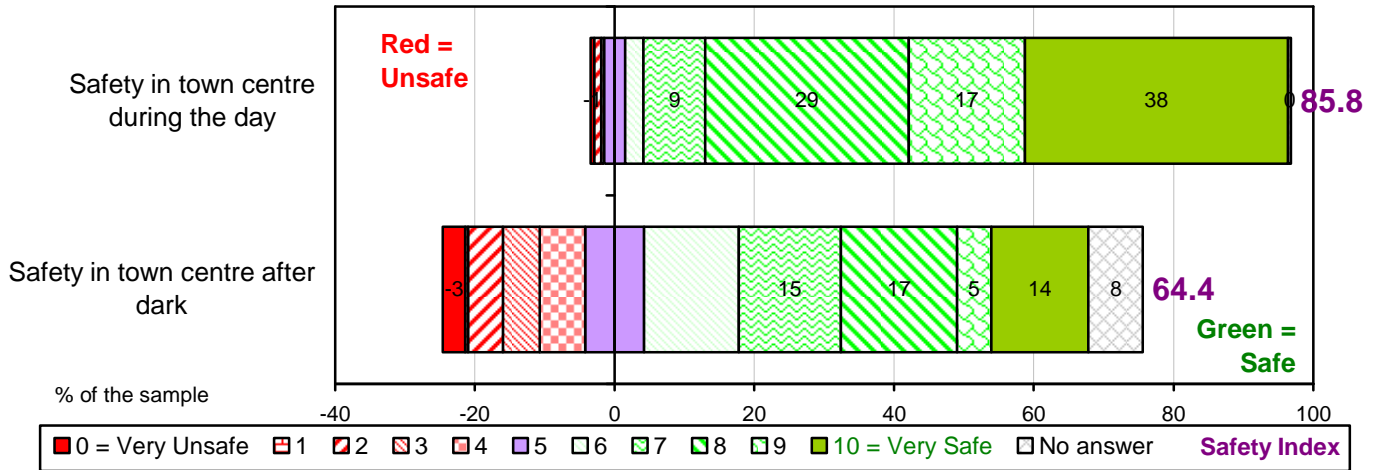
The CSI scores, for the Building Consent factors which were measured, range from a low of 62.6 for satisfaction with the Building Control Process factor the *'time it took Council to do what was required'* to a high of 88.9 for the Building Control Officer On-Site factor *'their cultural sensitivity'*. Most of the CSI scores reflect an excellent performance (CSI scores above 77) while a couple rate as fair but needing improvement (CSI Scores of 62 to 67).



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

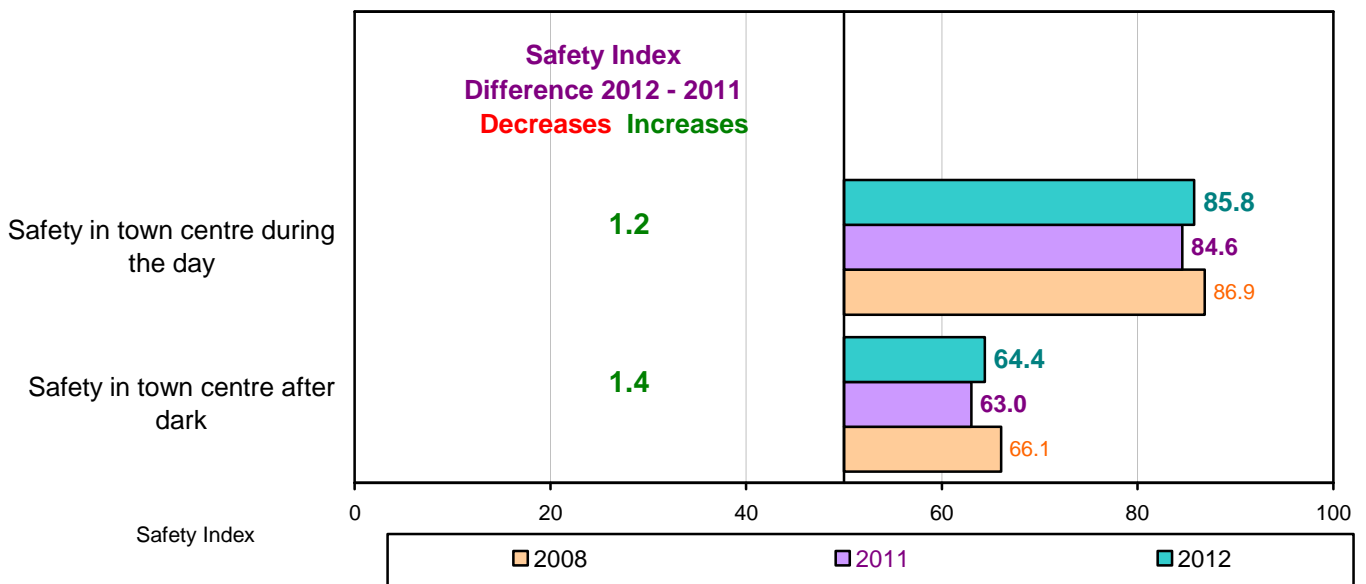
The level of safety varies little between most of the locations. The proportion who feel safe (scores 6 – 10) ranges from 64% for the factor 'safety in your town centre after dark' up to 95% for 'your town centre during the day time'.

The Safety Index² reflects a high level of safety for most locations but this is highest for 'your town centre during the day time'. (Safety Index = 85.8) down to a modest feeling of safety for the factor 'Safety in your town centre after dark' (Safety Index = 64.4). Note: a tenth of the respondents (8%) did not answer the latter question, presumably because they had not been in their town centre after dark.



Safety index – Comparison with previous years

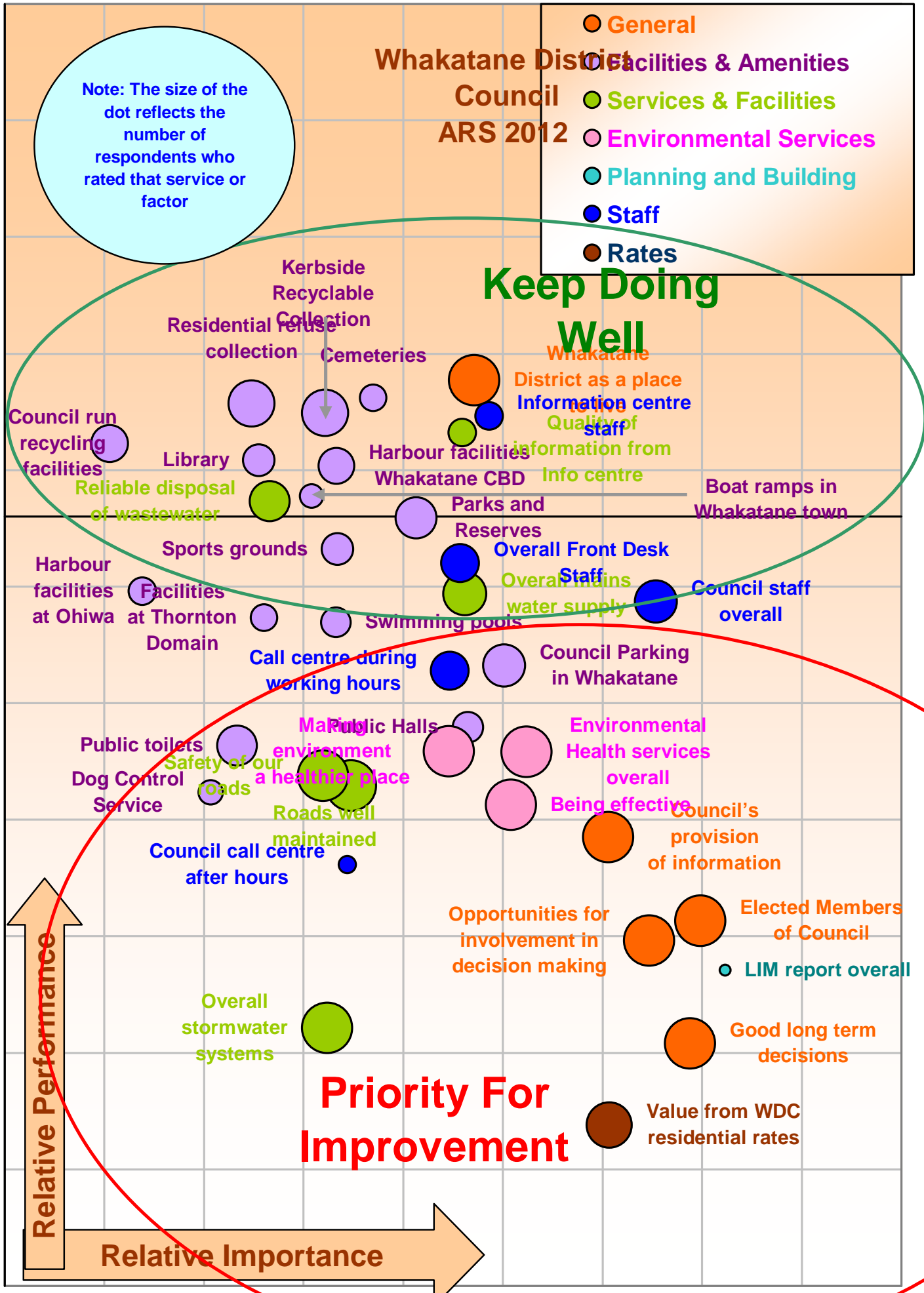
The following chart compares the Safety Index for the various locations for 2012 versus 2011. There were 2 increases in the Safety Index and no decreases but both moves were small. The largest increase was of 1.4 points for 'safety in your town centre after dark' (Index 64.4) followed by an increase of 1.2 points for 'safety in your town centre during the daytime' (Index 85.8)



² The Safety Index converts each respondents answer across the Safety Scale to an index out of 100. The index is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unsafe to 10 = very safe)

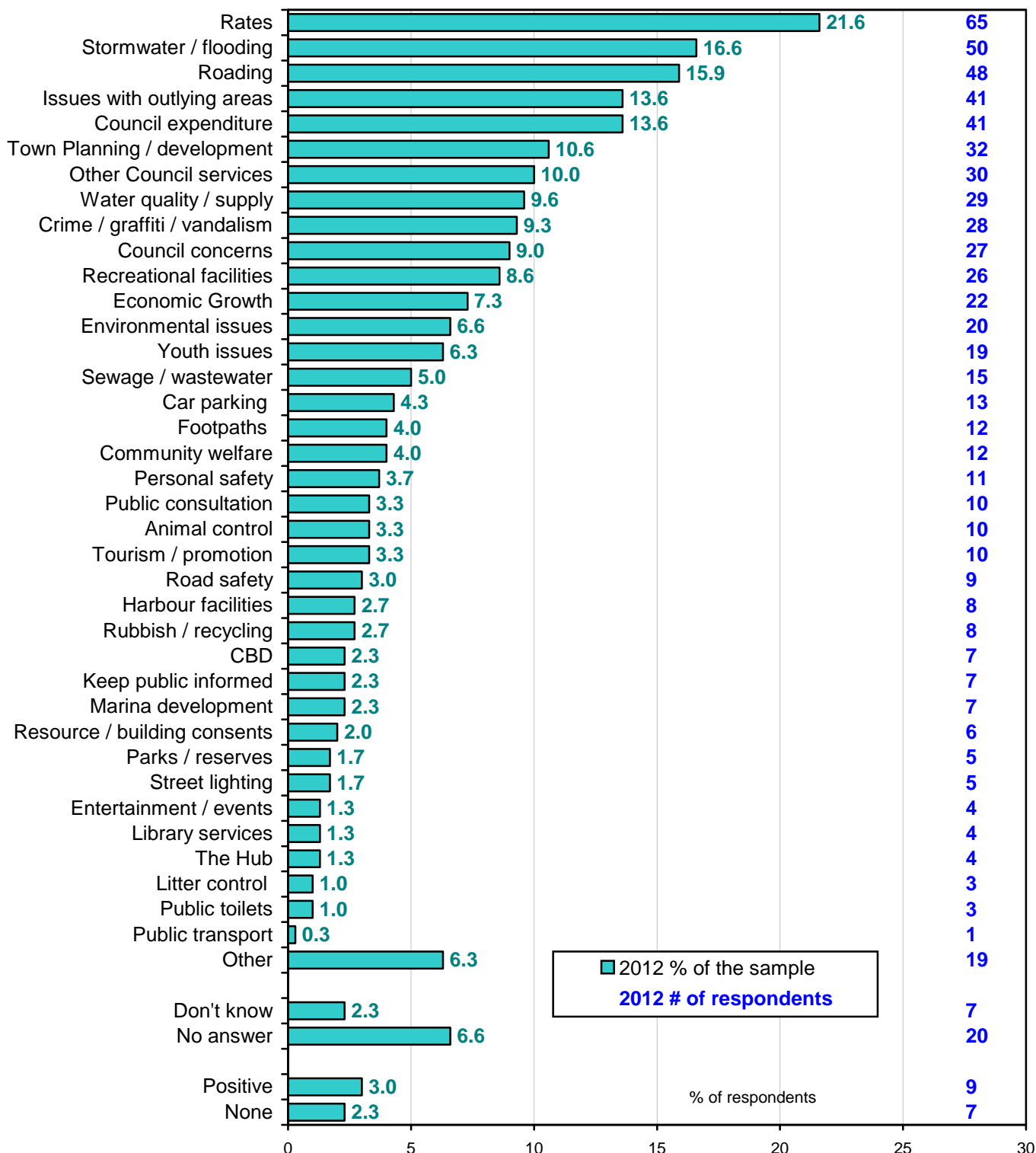
Factors influencing Overall Satisfaction with Council

The following chart (over page) plots the satisfaction rating for each service and facility against the influence that factor has on the satisfaction with the overall performance of Council in the past year. This is based on the correlation between the individual ratings and the overall satisfaction. It is important to remember that this map is based on a mathematical calculation and it is critical that common sense is applied to these mathematical conclusions. Generally the verbatim comments reflect the issues of the respondents; therefore these should be read first to fully understand what is most important. The chart shows that while some factors were rated with high levels of satisfaction, many of the most influential factors were rated relatively lower.



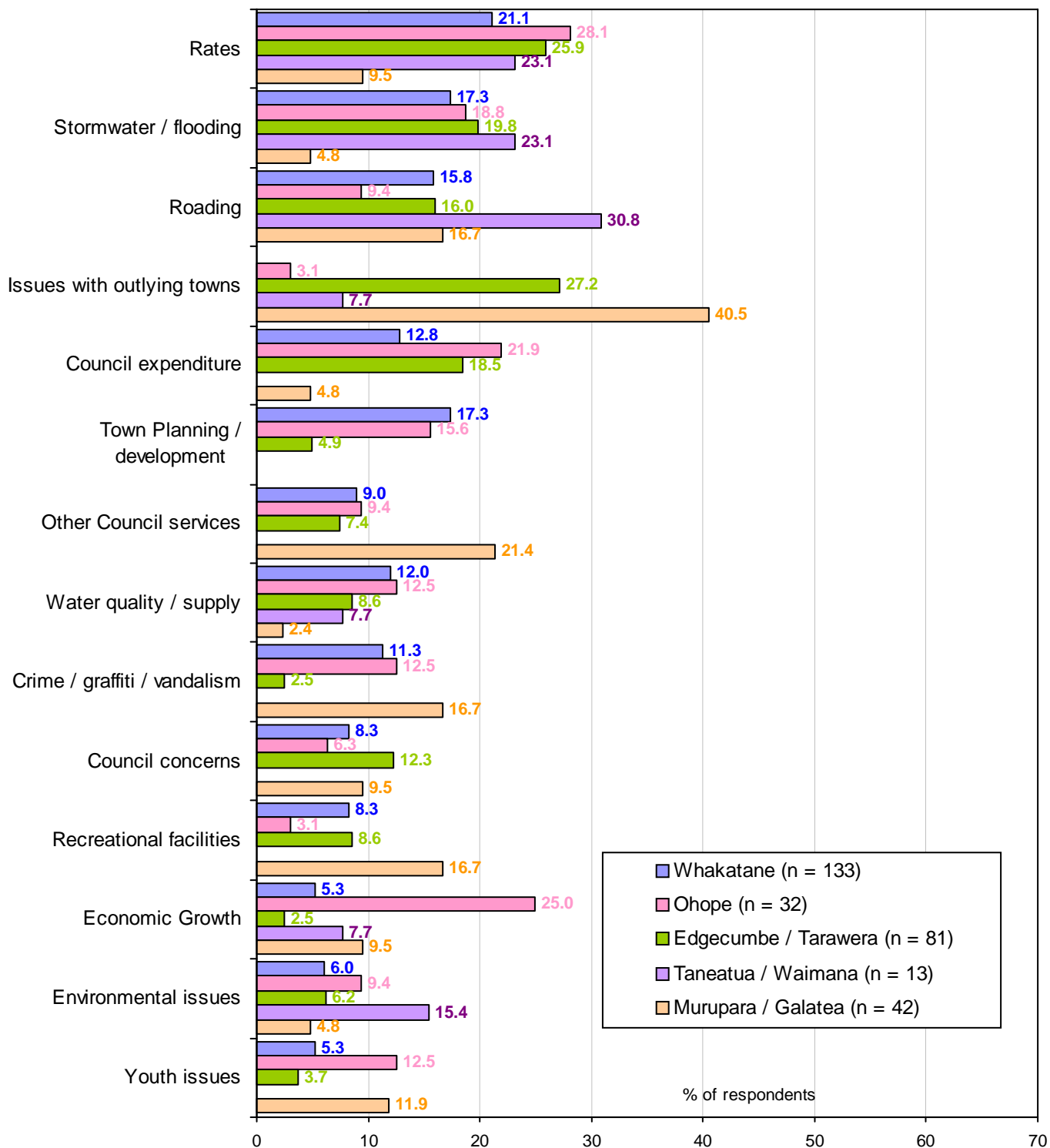
Most important issues Council should be looking at

Respondents were asked 'What, in your opinion, are the three main issues that Council should be looking at?' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering rates concerns (22%) then stormwater or flooding (17%), and roading issues (16%). These were followed with concerns with Council expenditure (14%), issues with outlying towns (14%), concerns with town planning / development (11%), concerns with "other" Council Services (10%), and concerns with water quality (10%). There was also a wide range of other issues mentioned by smaller numbers of respondents.



Most important issues Council should be looking at by Ward

Respondents were asked 'What, in your opinion, are the three main issues that Council should be looking at?' The following three charts compare the main issues by Ward. Rates are an issue with over a fifth of the respondents from each Ward except Murupara / Galatea (10%). Stormwater or flooding is an issue with close to a fifth of the respondents from each Ward except Murupara / Galatea (5%). Roothing appears a much bigger issue for Taneatua / Waimana (31%) versus 9% for Ohope. As would be expected, the issues with the outlying towns do not impact Whakatane or Ohope but this is a big issue for Murupara / Galatea (41%). A number of the other main issues appear to be mentioned by only one or two Wards.



Free camping

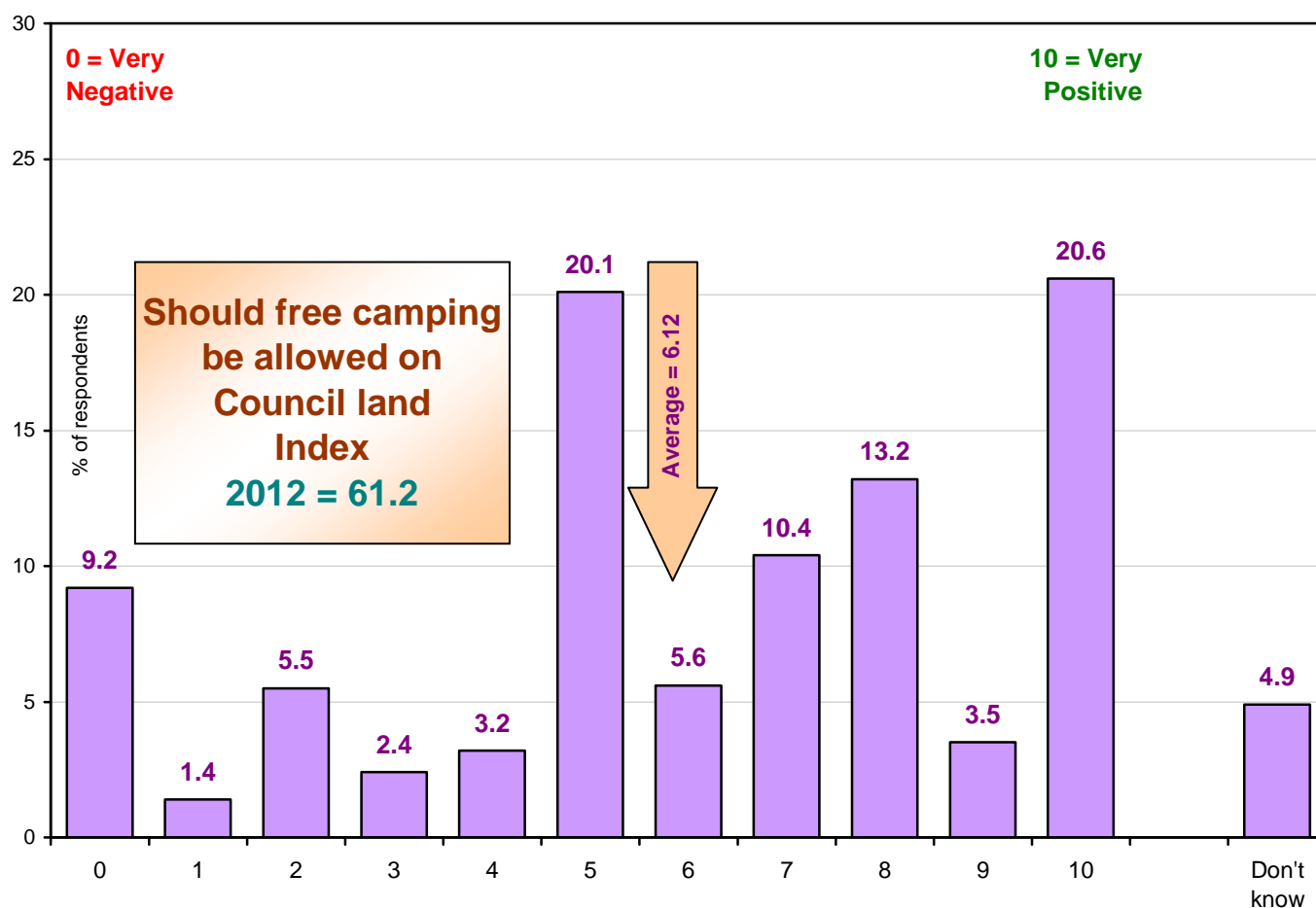
The respondents were asked 'We would like to know your opinion about whether free camping in a tent, caravan, campervan, house truck, car or other motor vehicle should be allowed on Council land in the Whakatane District. Using a scale from 0 being very negative to 10 being very positive, how do you feel about this?'

Almost half of the respondents (48%) were positive about 'allowing free camping in a tent, caravan, campervan, house truck, car or other motor vehicle on Council land' (scores of 7 – 10).

The mode was a very positive score of 10 (21%) while 20% rated this as neutral with a score of 5 (neither positive or negative) and a tenth of the respondents were very negative (score of 0).

A quarter of the respondents (29%) rated 'allowing free camping on Council land' with a score that was neutral (scores 4 – 6). A fifth of the respondents (19%) were actually negative with 'allowing free camping on Council land' (Scores 0 – 3).

The Index³, (a weighted score across the scale) for 'allowing free camping on Council land' was 61.2. The Index of 61.2 implies that on average, the respondents are only slightly positive towards the idea of 'allowing free camping on Council land'.



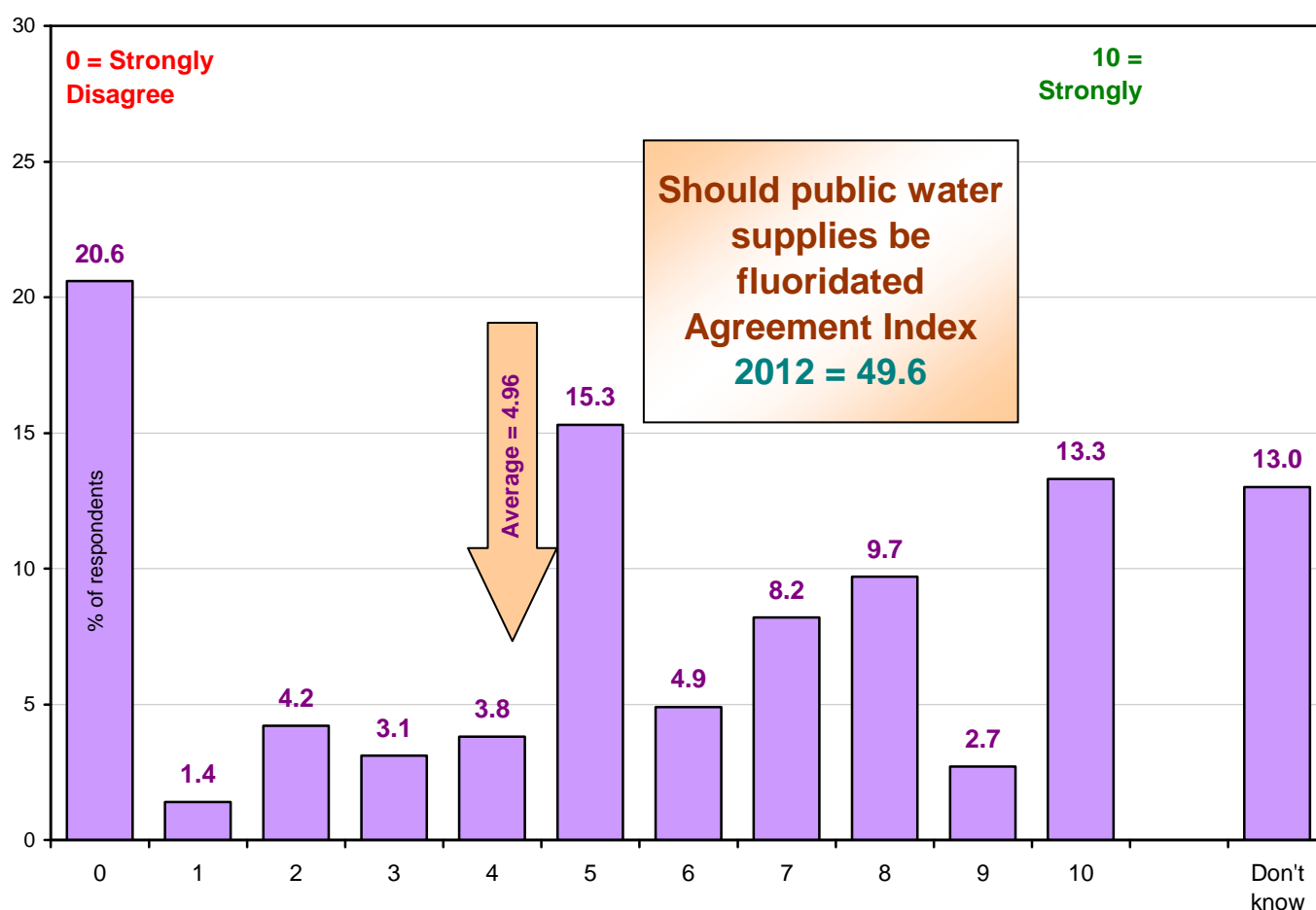
³ The Index converts each respondents answer across the scale to a score out of 100. The Index is 10 times the average score based on the 11 point satisfaction scale (0 = very negative to 10 = very positive)

Fluoride in water

The respondents were asked 'The Council is in the process of considering whether or not our water supplies should be fluoridated. Using the scale where 0 = Strongly Disagree and 10 is Strongly Agree can you please tell if you agree or disagree that the public water supplies should be fluoridated?'

Just over a third of the respondents (39%) agreed 'that the public water supplies should be fluoridated' (scores of 6 – 10). Conversely a third of the respondents (33%) disagreed 'that the public water supplies should be fluoridated' (scores of 0 – 4). A seventh of the respondents (15%) were neutral (score of 5) and the remaining 13% did not answer this question. The mode (21%) was a score of 0 (strongly disagree) while an eighth of the respondents strongly agreed (score of 10).

The Agreement Index⁴, (a weighted score across the scale) for the statement 'that the public water supplies should be fluoridated' was 49.6. The Agreement Index of 49.6 implies that on average the respondents neither agree nor disagree that the public water supplies should be fluoridated.



⁴ The Agreement Index converts each respondents answer across the scale to a score out of 100. The Agreement Index is 10 times the average score based on the 11 point satisfaction scale (0 = strongly disagree to 10 = strongly agree)

Encouraging Economic Development

The respondents were asked 'Do you think the Council should be more active in encouraging economic development for the District?'

Over four fifths of the respondents (83%) felt the Council should be more active in encouraging economic development for the District. Only a sixth of the respondents (17%) said Council should not be more active in encouraging economic development

There are a number of variables which appear to have a significant impact on the proportion of respondents who said 'the Council should be more active in encouraging economic development for the District'. The chart opposite compares these variables.

The majority of all the measured subgroups felt Council should be more active in encouraging economic development for the District but there are a few exceptions.

The variables that appear to have had the greatest impact on the proportion of respondents who said 'the Council should be more active in encouraging economic development for the District' were:

- Those from Taneatua / Waimana Ward were the least likely to say the Council should be more active in encouraging economic development for the District (57%) versus 78% - 85% for the other Wards.
- Respondents who described their ethnicity as New Zealanders or Kiwi were the least likely to say the Council should be more active in encouraging economic development for the District (70%) versus 85% for those of European descent.
- Respondents who were not in paid employment were the least likely to say the Council should be more active in encouraging economic development for the District (76%) versus 86% for those working full time.

