

**WHAKATANE DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
MAY / JUNE 2015**

# **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 2015**



**National Research Bureau Ltd  
PO Box 10118, Mt Eden, Auckland, New Zealand  
P (09) 6300 655, F (09) 6387 846, [www.nrb.co.nz](http://www.nrb.co.nz)**

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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 and May/June 2015.

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 303 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   | 131        |
| Ohope Beach | 30         |
| Rangitaiki  | 80         |
| Taneatua    | 30         |
| Murupara    | 32         |
| Total       | <u>303</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 last birthday.

## Call Backs

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

## Sample Weighting

Weightings were applied to the sample data, to reflect the actual Community Board, gender and age group proportions in the area as determined by 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 29th May to Tuesday 9th June (excluding Queen's Birthday) 2015.

## Comparison Data

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

The Communitrak™ service provides ...

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

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

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

## Comparisons With National Communitrak™ Results

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

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

## Margin Of Error

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

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

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

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

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



## Significant Difference

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

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

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

\* \* \* \* \*



## C. EXECUTIVE SUMMARY

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

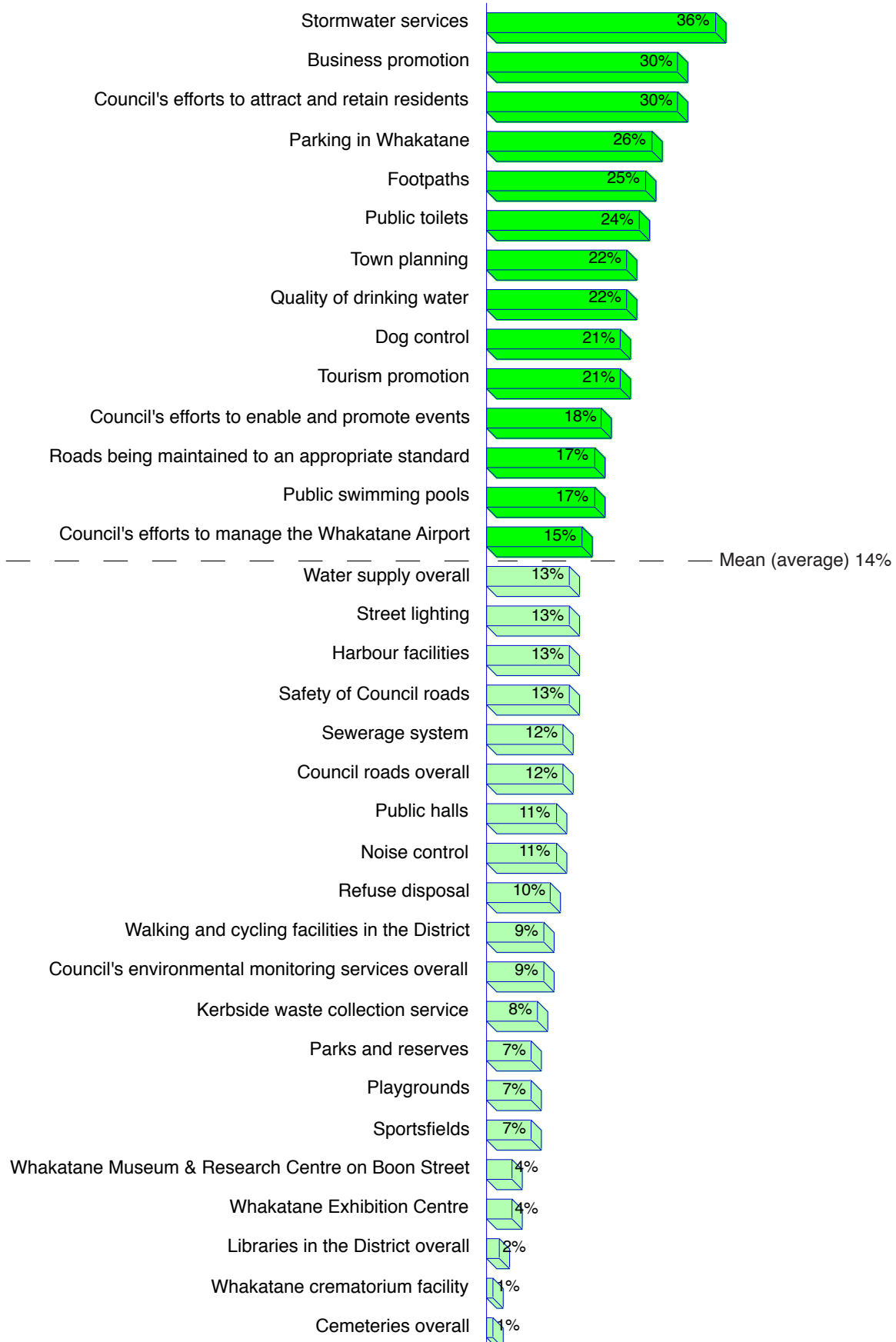
The Whakatane District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive towards its citizens.

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.

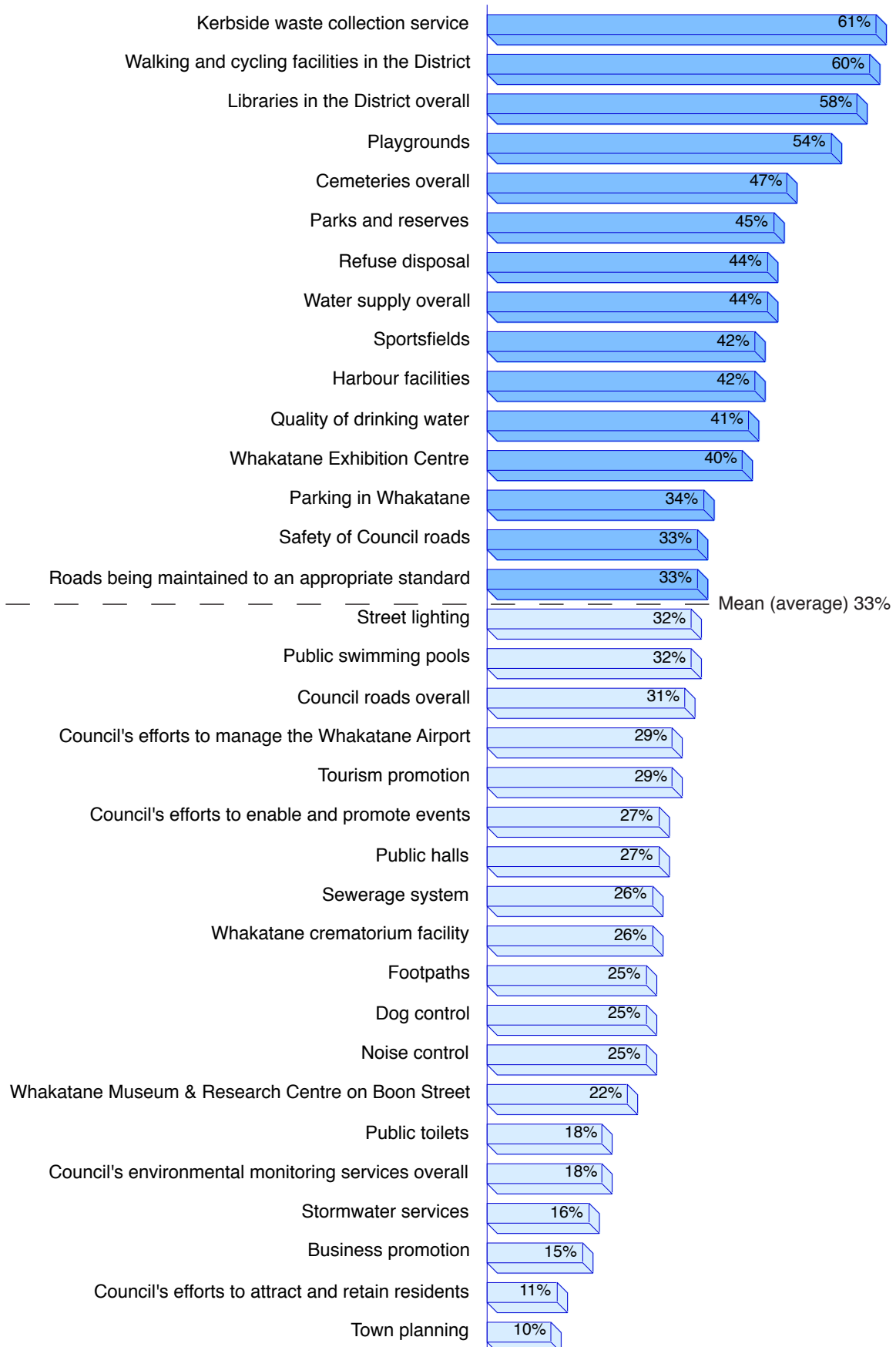
## SERVICES

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

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



## Very Satisfied With ...



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

|   | Whakatane<br>2015               |                            | Whakatane<br>2014               |                            |
|---|---------------------------------|----------------------------|---------------------------------|----------------------------|
|   | Very / fairly<br>satisfied<br>% | Not very<br>satisfied<br>% | Very / fairly<br>satisfied<br>% | Not very<br>satisfied<br>% |
| Parks and reserves                                  | 90 =                            | 7 =                        | 86                              | 10                         |
| Council roads overall                               | 89 =                            | 12 =                       | 91                              | 8                          |
| Walking and cycling facilities in the District      | 88 ↑                            | 9 =                        | 82                              | 12                         |
| Sportsfields  | 86 =                            | 7 =                        | 82                              | 5                          |
| Safety of Council roads                             | 86 =                            | 13 =                       | 84                              | 15                         |
| Kerbside waste collection service                   | 85 =                            | 8 =                        | 87                              | 8                          |
| Playgrounds   | 83 ↑                            | 7 =                        | 75                              | 8                          |
| Roads maintained to an appropriate standard         | 83 =                            | 17 =                       | 82                              | 18                         |
| Libraries in the District <sup>†</sup>              | 82 ↑                            | 2 =                        | 66                              | 5                          |
| Refuse disposal                                     | 77 =                            | 10 =                       | 79                              | 10                         |
| Street lighting                                     | 77 =                            | 13 =                       | 72                              | 17                         |
| Public halls  | 76 ↑                            | 11 =                       | 67                              | 13                         |
| Harbour facilities                                  | 75 =                            | 13 =                       | 73                              | 12                         |
| Cemeteries overall                                  | 73 =                            | 1 =                        | 68                              | 1                          |
| Water supply overall                                | 72 ↑                            | 13 ↓                       | 66                              | 19                         |
| Footpaths   | 72 =                            | 25 =                       | 71                              | 24                         |
| Council's environmental monitoring services overall | 71 =                            | 9 =                        | 68                              | 12                         |
| Council's efforts to enable and promote events      | 71 ↑                            | 18 ↓                       | 63                              | 24                         |
| Tourism promotion                                   | 70 =                            | 21 =                       | 69                              | 22                         |
| Public swimming pools                               | 69 ↑                            | 17 =                       | 63                              | 16                         |
| Parking in Whakatane                                | 69 =                            | 26 =                       | 70                              | 26                         |
| Whakatane Exhibition Centre*                        | 68 ↑                            | 4 =                        | 59                              | 3                          |
| Sewerage system                                     | 66 =                            | 12 =                       | 64                              | 10                         |
| Dog control   | 64 =                            | 21 =                       | 62                              | 26                         |
| Quality of drinking water                           | 64 ↑                            | 22 =                       | 58                              | 27                         |
| Council's efforts to manage the Whakatane Airport   | 63 ↑                            | 15 ↑                       | 54                              | 7                          |
| Noise control                                       | 62 =                            | 11 =                       | 60                              | 10                         |
| Public toilets                                      | 60 =                            | 24 =                       | 59                              | 23                         |
| Stormwater services                                 | 53 ↑                            | 36 ↓                       | 44                              | 43                         |
| Business promotion                                  | 52 ↑                            | 30 ↓                       | 36                              | 37                         |
| Council's efforts to attract and retain residents   | 51 =                            | 30 =                       | 46                              | 26                         |
| Town planning                                       | 50 ↑                            | 22 ↓                       | 42                              | 28                         |
| Whakatane Museum and Research Centre on Boon Street | 44 =                            | 4 =                        | 44                              | 5                          |
| Whakatane crematorium facility                      | 41 ↑                            | 1 =                        | 32                              | 1                          |

Key: ↑ above/slightly above 2014 reading  
 ↓ below/slightly below 2014 reading  
 = similar/on par

<sup>†</sup> in 2014 also asked satisfaction with Library and Exhibition Centre

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

NB: does not show Don't Know readings

## Overall Satisfaction with Council Services/Facilities

|  | Very satisfied<br>% | Fairly satisfied<br>% | Very/Fairly satisfied<br>% | Not very satisfied<br>% | Don't know / Unable to say<br>% |
|--|---------------------|-----------------------|----------------------------|-------------------------|---------------------------------|
| Parks and reserves <sup>†</sup>                                  | 45                  | 45                    | 90                         | 7                       | 2                               |
| Council roads overall <sup>†</sup>                               | 31                  | 58                    | 89                         | 12                      | -                               |
| Walking and cycling facilities in the District                   | 60                  | 28                    | 88                         | 9                       | 3                               |
| Sportsfields <sup>†</sup>  | 42                  | 44                    | 86                         | 7                       | 8                               |
| Safety of Council roads  | 33                  | 53                    | 86                         | 13                      | 1                               |
| Kerbside waste collection service                                | 61                  | 24                    | 85                         | 8                       | 7                               |
| Playgrounds  | 54                  | 29                    | 83                         | 7                       | 10                              |
| Roads maintained to an appropriate standard                      | 33                  | 50                    | 83                         | 17                      | -                               |
| Libraries in the District  | 58                  | 24                    | 82                         | 2                       | 16                              |
| Refuse disposal  | 44                  | 33                    | 77                         | 10                      | 13                              |
| Street lighting  | 32                  | 45                    | 77                         | 13                      | 10                              |
| Public halls <sup>†</sup>  | 27                  | 49                    | 76                         | 11                      | 14                              |
| Harbour facilities   | 42                  | 33                    | 75                         | 13                      | 12                              |
| Cemeteries overall <sup>†</sup>                                  | 47                  | 26                    | 73                         | 1                       | 27                              |
| Water supply overall   | 44                  | 28                    | 72                         | 13                      | 15                              |
| Footpaths  | 25                  | 47                    | 72                         | 25                      | 3                               |
| Council's environmental monitoring services overall <sup>†</sup> | 18                  | 53                    | 71                         | 9                       | 19                              |
| Council's efforts to enable and promote events                   | 27                  | 44                    | 71                         | 18                      | 11                              |
| Tourism promotion  | 29                  | 41                    | 70                         | 21                      | 9                               |
| Public swimming pools <sup>†</sup>                               | 32                  | 37                    | 69                         | 17                      | 15                              |
| Parking in Whakatane <sup>†</sup>                                | 34                  | 35                    | 69                         | 26                      | 6                               |
| Whakatane Exhibition Centre                                      | 40                  | 28                    | 68                         | 4                       | 28                              |
| Sewerage system  | 26                  | 40                    | 66                         | 12                      | 22                              |
| Dog control  | 25                  | 39                    | 64                         | 21                      | 15                              |
| Quality of drinking water  | 41                  | 23                    | 64                         | 22                      | 14                              |
| Council's efforts to manage the Whakatane Airport                | 29                  | 34                    | 63                         | 15                      | 22                              |
| Noise control <sup>†</sup>                                       | 25                  | 37                    | 62                         | 11                      | 28                              |
| Public toilets <sup>†</sup>                                      | 18                  | 42                    | 60                         | 24                      | 17                              |
| Stormwater services  | 16                  | 37                    | 53                         | 36                      | 11                              |
| Business promotion   | 15                  | 37                    | 52                         | 30                      | 18                              |
| Council's efforts to attract and retain residents                | 11                  | 40                    | 51                         | 30                      | 19                              |
| Town planning  | 10                  | 40                    | 50                         | 22                      | 28                              |
| Whakatane Museum and Research Centre on Boon Street              | 22                  | 22                    | 44                         | 4                       | 52                              |
| Whakatane crematorium facility                                   | 26                  | 15                    | 41                         | 1                       | 58                              |

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

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

|  | Base | Very satisfied % | Fairly satisfied % | Very/Fairly satisfied % | Not very satisfied % | Don't know % |
|--|------|------------------|--------------------|-------------------------|----------------------|--------------|
| Cemeteries overall   | 168  | 59               | 35                 | 94                      | 1                    | 5            |
| Parks and reserves <sup>†</sup>                                  | 258  | 49               | 45                 | 94                      | 6                    | 1            |
| Libraries in the District overall <sup>†</sup>                   | 226  | 69               | 23                 | 92                      | 2                    | 7            |
| Sportsfields   | 198  | 48               | 43                 | 91                      | 7                    | 2            |
| Whakatane crematorium facility                                   | 69   | 73               | 17                 | 90                      | 1                    | 9            |
| Playgrounds  | 206  | 62               | 28                 | 90                      | 8                    | 2            |
| Whakatane Exhibition Centre                                      | 167  | 56               | 32                 | 88                      | 6                    | 6            |
| Refuse disposal  | 205  | 54               | 32                 | 86                      | 10                   | 4            |
| Whakatane Museum and Research Centre on Boon Street <sup>†</sup> | 81   | 46               | 37                 | 83                      | 8                    | 8            |
| Public halls   | 200  | 32               | 51                 | 83                      | 13                   | 4            |
| Public swimming pools  | 154  | 46               | 36                 | 82                      | 14                   | 4            |
| Public toilets <sup>†</sup>                                      | 218  | 21               | 48                 | 69                      | 25                   | 5            |
| Town planning <sup>†</sup>                                       | 48   | 14               | 41                 | 55                      | 34                   | 10           |

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

|                                    | Base | Very satisfied % | Fairly satisfied % | Very/Fairly satisfied % | Not very satisfied % | Don't know % |
|------------------------------------|------|------------------|--------------------|-------------------------|----------------------|--------------|
| Kerbside waste collection services | 282  | 64               | 25                 | 89                      | 8                    | 3            |
| Water supply overall               | 242  | 52               | 33                 | 85                      | 13                   | 2            |
| Sewerage system                    | 214  | 34               | 49                 | 83                      | 12                   | 5            |
| Quality of drinking water          | 242  | 49               | 27                 | 76                      | 22                   | 2            |
| Stormwater services                | 198  | 20               | 41                 | 61                      | 36                   | 3            |

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

|                                   | Base | Very satisfied % | Fairly satisfied % | Very/Fairly satisfied % | Not very satisfied % | Don't know % |
|-----------------------------------|------|------------------|--------------------|-------------------------|----------------------|--------------|
| Environmental monitoring services | 39   | 25               | 59                 | 84                      | 16                   | -            |
| Dog control                       | 74   | 33               | 31                 | 64                      | 33                   | 3            |
| Noise control                     | 35   | 18               | 35                 | 53                      | 36                   | 9            |

NB: for the following services/facilities only **overall** results are available (see page 10): 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

<sup>†</sup> 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<br>% | Peer<br>Group<br>% | National<br>Average<br>% |
|-------------------------|----------------|--------------------|--------------------------|
| • stormwater services   | 36             | 11                 | 13                       |
| • public toilets        | 24             | 18                 | 19                       |
| • tourism promotion     | 21             | 13                 | 17                       |
| • public swimming pools | 17             | 12                 | 10                       |
| • sewerage system       | 12             | 6                  | 6                        |
| • public halls          | 11             | 4                  | 6                        |

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

|         |    |    |    |
|---------|----|----|----|
| • roads | 12 | 28 | 21 |
|---------|----|----|----|

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

|  |    |                  |                  |
|--|----|------------------|------------------|
| • business promotion                                       | 30 | 28               | 25               |
| • parking in Whakatane                                     | 26 | 25               | 31               |
| • footpaths  | 25 | 21               | 23               |
| • town planning including planning and monitoring services | 22 | <sup>††</sup> 19 | <sup>††</sup> 19 |
| • dog control  | 21 | 18               | 20               |
| • water supply overall                                     | 13 | 8                | 9                |
| • street lighting  | 13 | 9                | 11               |
| • noise control  | 11 | 11               | 11               |
| • refuse disposal  | 10 | 10               | 11               |
| • kerbside waste collection service                        | 8  | *10              | *11              |
| • playgrounds  | 7  | **4              | **4              |
| • sportsfields   | 7  | **4              | **4              |
| • parks and reserves                                       | 7  | 2                | 4                |
| • Whakatane Museum & Research Centre on Boon Street        | 4  | <sup>†</sup> 6   | <sup>†</sup> 4   |
| • libraries in the District overall                        | 2  | 2                | 2                |
| • cemeteries overall                                       | 1  | 2                | 4                |

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

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

<sup>†</sup> these percentages are the readings for museums in general

<sup>††</sup> these percentages are the readings for town planning, including planning and inspection services



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

|  | Used/Visited<br>In Last Year |         |
|--|------------------------------|---------|
|  | Yes<br>%                     | No<br>% |
| Park and reserve   | 88                           | 12      |
| Public toilet  | 77                           | 23      |
| District library   | 77                           | 23      |
| Public playground  | 73                           | 27      |
| Public sportsfield                                       | 71                           | 29      |
| Transfer station facility                                | 70                           | 30      |
| Public hall  | 68                           | 32      |
| Whakatane Exhibition Centre                              | 57                           | 43      |
| Public swimming pool                                     | 57                           | 43      |
| Cemetery in the District                                 | 53                           | 47      |
| Whakatane Museum & Research Centre<br>on Boon Street     | 25                           | 75      |
| Contacted Council about dogs                             | 24                           | 76      |
| Whakatane Crematorium facility                           | 21                           | 79      |
| Planning or monitoring services                          | 17                           | 83      |
| Contacted Council's environmental<br>monitoring services | 15                           | 85      |
| Contacted Council about noise                            | 12                           | 88      |

% read across

Parks and reserves, 88%,

Public toilets, 77% and,

District library, 77%,

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

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

|   | <b>Spend More</b>    |
|---|----------------------|
| Business promotion                                | 56% of all residents |
| Council's efforts to attract and retain residents | 49%                  |
| Tourism promotion                                 | 45%                  |
| Stormwater services                               | 42%                  |
| Council's efforts to enable and promote events    | 35%                  |
| Parking in Whakatane                              | 31%                  |
| Council roads in the District                     | 30%                  |
| Footpaths   | 30%                  |
| Public toilets                                    | 30%                  |
| Harbour facilities                                | 30%                  |
| Water supply                                      | 25%                  |
| Walking and cycling facilities in the District    | 25%                  |
| Public swimming pools                             | 23%                  |
| Street lighting                                   | 22%                  |
| Town planning                                     | 22%                  |
| Dog control                                       | 19%                  |
| Whakatane Airport                                 | 19%                  |
| Public halls                                      | 16%                  |
| Sewerage system                                   | 15%                  |
| Playgrounds                                       | 14%                  |
| Parks and reserves                                | 12%                  |
| District libraries overall                        | 11%                  |
| Kerbside waste collection service                 | 10%                  |
| Noise control                                     | 10%                  |
| Sportsfields                                      | 9%                   |

## COUNCIL POLICY AND DIRECTION

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

40% of Whakatane District residents have in mind a recent Council action, decision or management they **approve** of (42% in 2014). This is slightly below the Peer Group Average and similar to the National Average.

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

- keeping the airport/air service going, mentioned by 6% of all residents,
- appearance of town/beautification/clean and tidy, 4%,
- opening up the Strand area/redevelopment of town centre, 4%,
- Council/Community Board do a good job/good service, 4%,
- walkways/river walks, 4%.

42% of residents have in mind a recent Council action, decision or management they **disapprove** of (50% in 2014). This is on par with the Peer Group and National Averages.

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

- stormwater/flooding issues, mentioned by 6% of all residents,
- spending ratepayers' money/waste money/spend too much on themselves, 4%,
- appearance of town/beautification/tidying up, 4%.

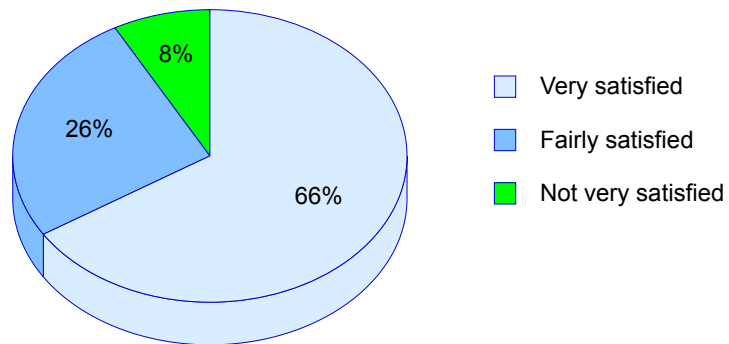
## CONTACT WITH COUNCIL

25% of residents have contacted a Councillor or the Mayor in the last 12 months (18% in 2014), while 8% have contacted a member of a Community Board (9% in 2014).

62% of residents 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

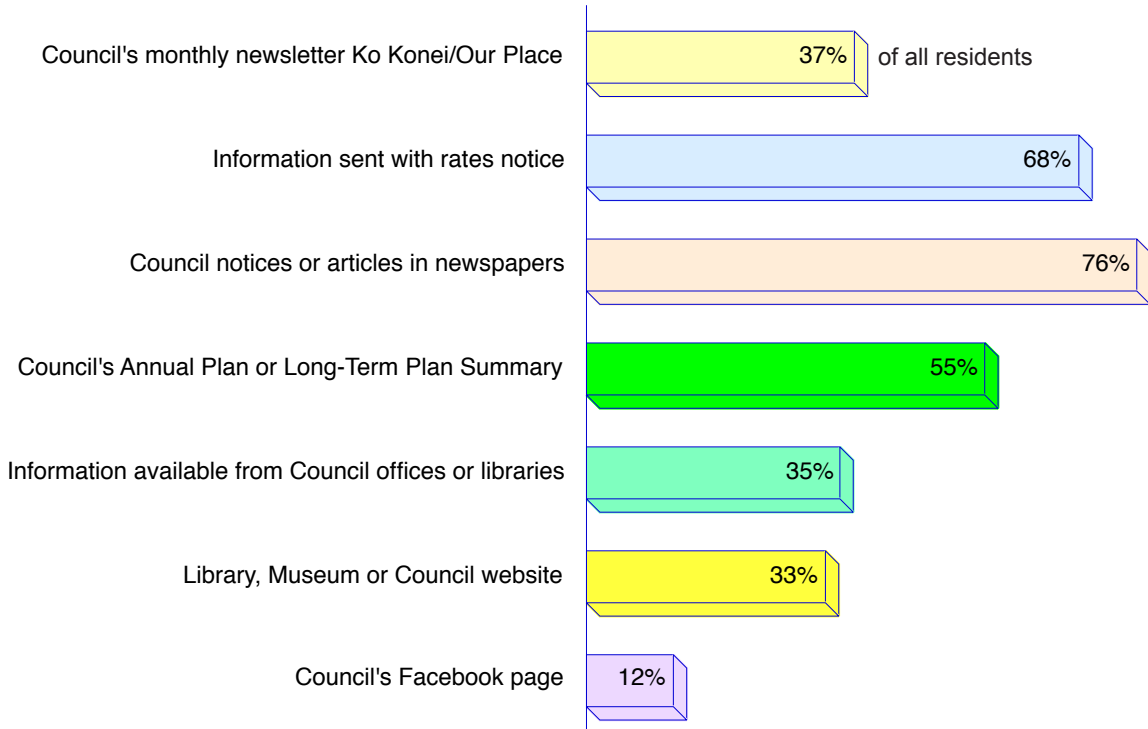
*Contacted Customer Service Front Desk Staff In Last 12 Months*



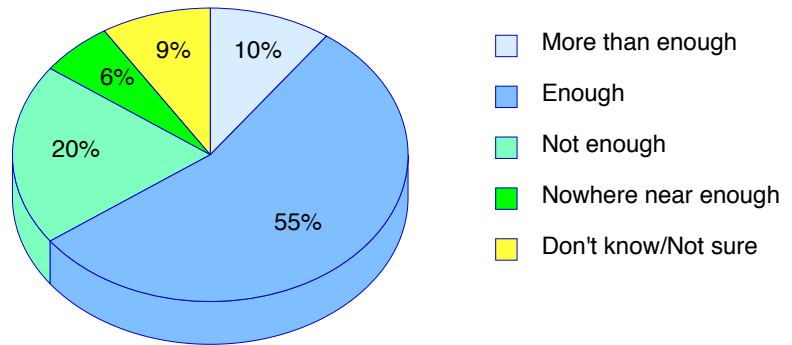
Base = 191

**INFORMATION**

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

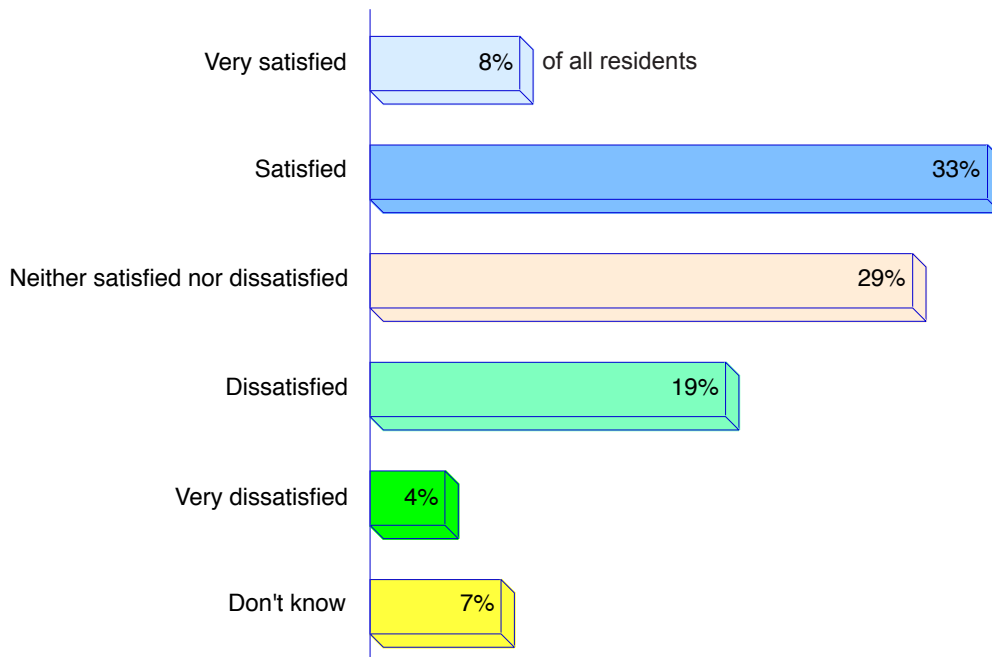


**Amount Of Information That The Council Supplies To The Community Is ...**



## LOCAL ISSUES

### Council Consultation And Community Involvement

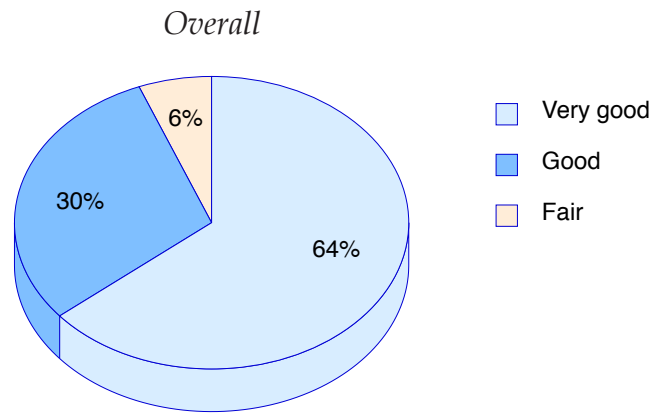


### Perception Of Safety

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

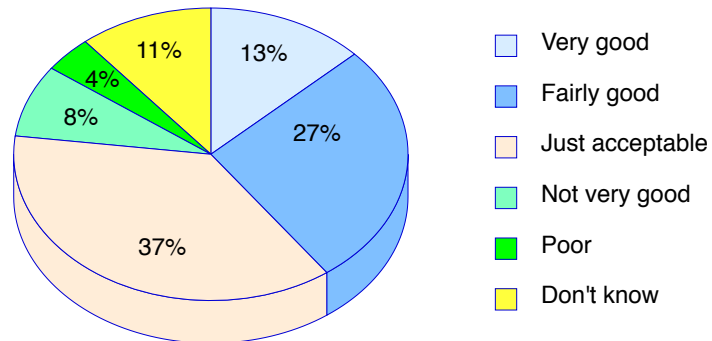
|                |                                    |
|----------------|------------------------------------|
| Yes definitely | 40% of all residents (29% in 2014) |
| Yes mostly     | 53% (64% in 2014)                  |
| Not really     | 5% (6% in 2014)                    |
| Definitely not | 1% (1% in 2014)                    |
| Don't know     | 1% (0% in 2014)                    |

## Quality Of Life



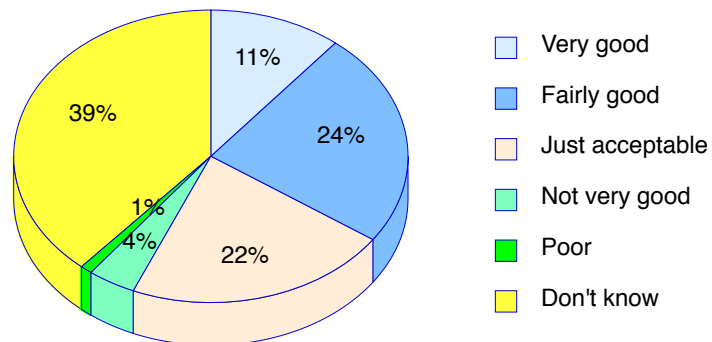
## REPRESENTATION

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



Whakatane District is below 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

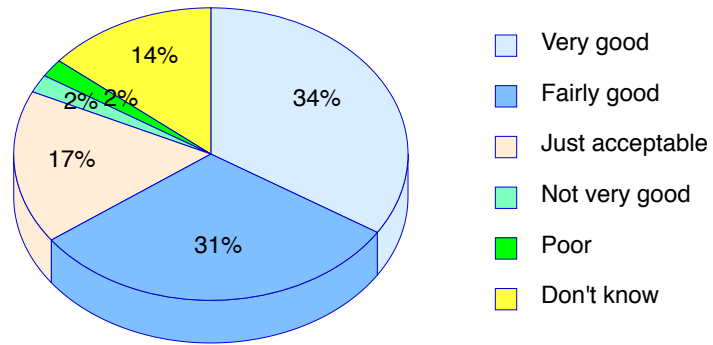


Does not add to 100% due to rounding

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 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 from 66% to 91% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

In this group are ...

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

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

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

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

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

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

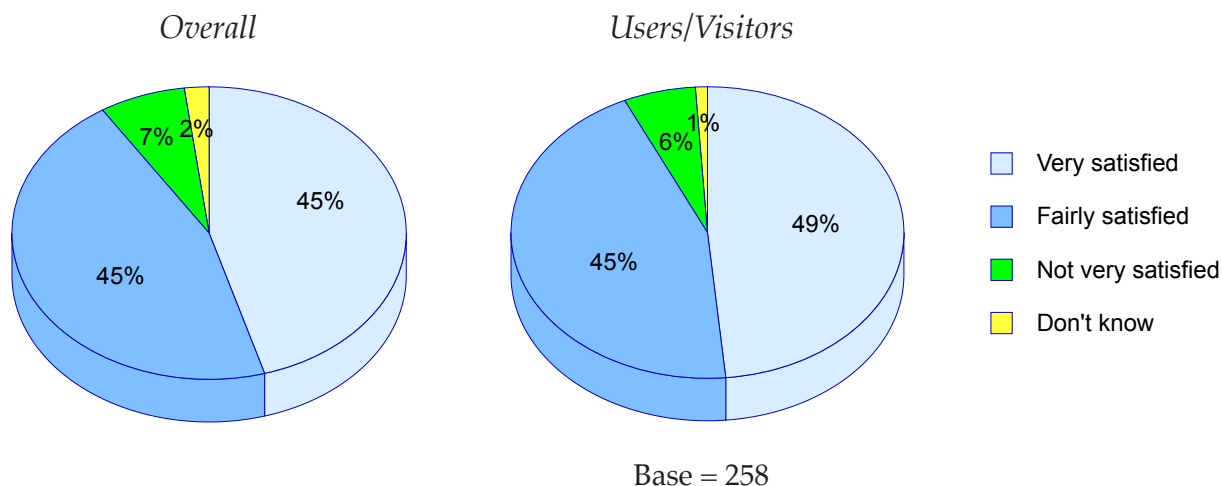


## 1. COUNCIL SERVICES/FACILITIES

## A. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

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

### i. Parks And Reserves



90% of Whakatane District residents are satisfied with their parks and reserves, including 45% who are very satisfied (36% in 2014), while 7% are not very satisfied with these facilities.

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

88% of households have used / visited parks or reserves in the last 12 months. 94% of these "users / visitors" are satisfied, with 6% not very satisfied.

Residents more likely to be not very satisfied with their parks and reserves are ...

- Murupara Community Board residents,
- NZ Maori residents

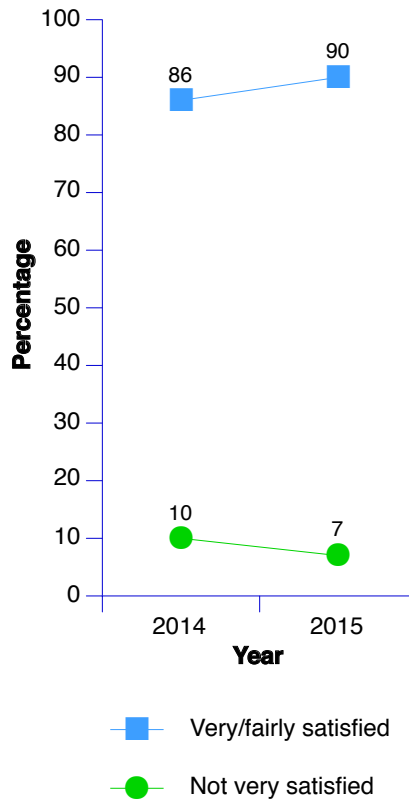
## Satisfaction With Parks And Reserves

|                                  | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                   |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup> | 45                  | 45                    | <b>90</b>                  | 7                       | 2               |
| 2014                             | 36                  | 50                    | <b>86</b>                  | 10                      | 4               |
| Users/Visitors <sup>†</sup>      | 49                  | 45                    | <b>94</b>                  | 6                       | 1               |
| <b>Comparison</b>                |                     |                       |                            |                         |                 |
| Peer Group (Provincial)          | 68                  | 26                    | <b>94</b>                  | 2                       | 4               |
| National Average                 | 62                  | 31                    | <b>93</b>                  | 4                       | 3               |
| <b>Community Board</b>           |                     |                       |                            |                         |                 |
| Whakatane                        | 48                  | 48                    | <b>96</b>                  | 4                       | -               |
| Ohope Beach                      | 65                  | 30                    | <b>95</b>                  | 3                       | 2               |
| Rangitaiki                       | 47                  | 44                    | <b>91</b>                  | 4                       | 5               |
| Taneatua                         | 37                  | 57                    | <b>94</b>                  | 3                       | 3               |
| Murupara <sup>†</sup>            | 15                  | 37                    | 52                         | 45                      | 4               |
| <b>Area<sup>†</sup></b>          |                     |                       |                            |                         |                 |
| Urban                            | 46                  | 45                    | <b>91</b>                  | 8                       | -               |
| Rural                            | 43                  | 44                    | <b>87</b>                  | 5                       | 7               |
| <b>Ethnicity</b>                 |                     |                       |                            |                         |                 |
| NZ European                      | 50                  | 43                    | 93                         | 4                       | 3               |
| NZ Maori                         | 30                  | 49                    | 79                         | 21                      | -               |

% read across

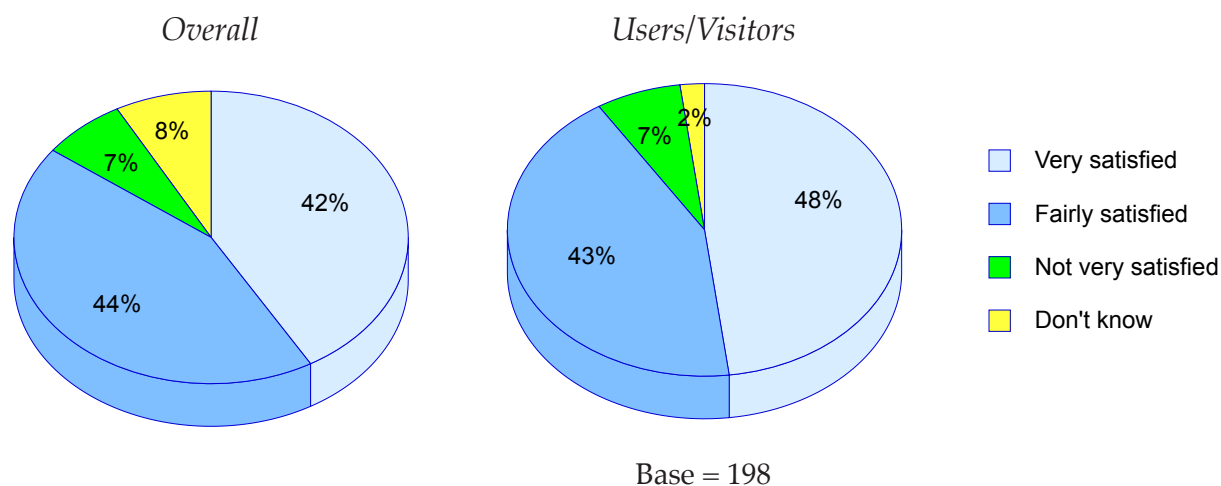
<sup>†</sup> does not add to 100% due to rounding

*Parks And Reserves*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 90%  
Users / Visitors = 94%

## ii. Sportsfields



86% of residents are satisfied with their local sportsfields (82% in 2014), including 42% who are very satisfied (49% in 2014), while 7% are not very satisfied with these facilities. 8% are unable to comment (13% in 2014).

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

71% of households have used / visited a public sportsfield in the last 12 months and of these "users / visitors", 91% are satisfied, and 7% not very satisfied.

Residents more likely to be not very satisfied with their local sportsfields are ...

- Murupara Community Board residents,
- NZ Maori residents

## Satisfaction With Sportsfields

|                                  | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                   |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup> | 42                  | 44                    | 86                         | 7                       | 8               |
| 2014                             | 49                  | 33                    | 82                         | 5                       | 13              |
| Users/Visitors <sup>†</sup>      | 48                  | 43                    | 91                         | 7                       | 2               |
| <b>Comparison*</b>               |                     |                       |                            |                         |                 |
| Peer Group (Provincial)          | 58                  | 31                    | 89                         | 4                       | 7               |
| National Average                 | 54                  | 34                    | 88                         | 4                       | 8               |
| <b>Community Board</b>           |                     |                       |                            |                         |                 |
| Whakatane                        | 49                  | 41                    | 90                         | 4                       | 6               |
| Ohope Beach                      | 32                  | 60                    | 92                         | -                       | 8               |
| Rangitaiki <sup>†</sup>          | 40                  | 43                    | 83                         | 6                       | 10              |
| Taneatua                         | 43                  | 57                    | 100                        | -                       | -               |
| Murupara                         | 15                  | 27                    | 42                         | 37                      | 21              |
| <b>Area</b>                      |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>               | 43                  | 44                    | 87                         | 7                       | 7               |
| Rural                            | 39                  | 44                    | 83                         | 7                       | 10              |
| <b>Ethnicity</b>                 |                     |                       |                            |                         |                 |
| NZ European                      | 44                  | 43                    | 87                         | 4                       | 9               |
| NZ Maori                         | 31                  | 48                    | 79                         | 16                      | 5               |

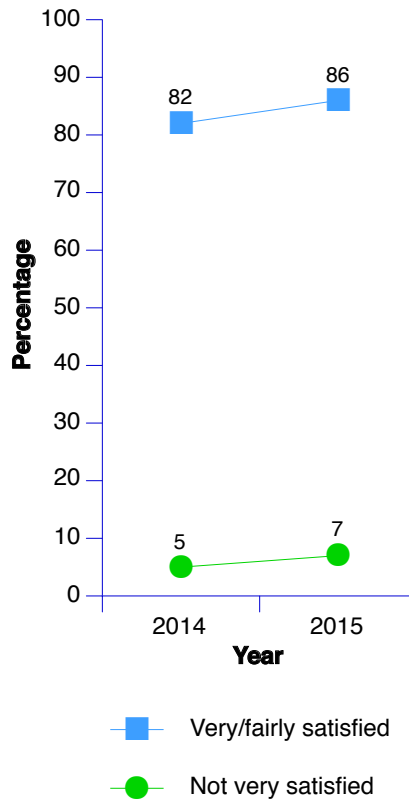
% read across

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

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

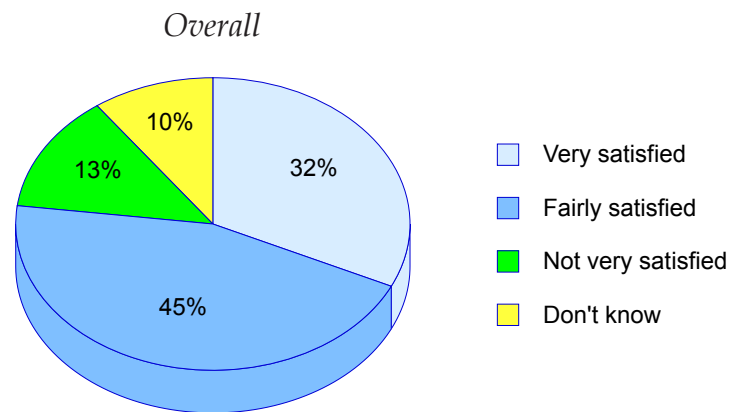


*Sportsfields*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 86%  
Users/Visitors = 91%

### iii. Street Lighting



77% of Whakatane residents are satisfied with street lighting (72% in 2014), including 32% who are very satisfied (29% in 2014), while 13% are not very satisfied (17% in 2014). 10% are unable to comment.

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

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

- Murupara Community Board residents,
- NZ Maori residents.

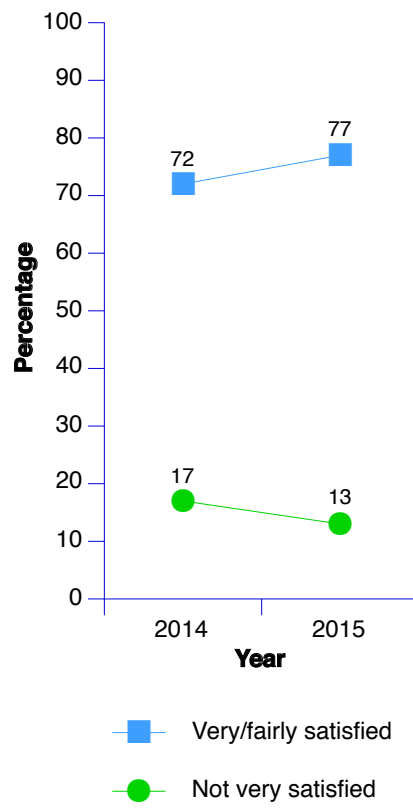
## Satisfaction With Street Lighting

|                                      | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>                      |                     |                       |                            |                         |                 |
| Total District 2015                  | 32                  | 45                    | 77                         | 13                      | 10              |
| 2014                                 | 29                  | 43                    | 72                         | 17                      | 12              |
| <b>Comparison</b>                    |                     |                       |                            |                         |                 |
| Peer Group (Provincial) <sup>†</sup> | 43                  | 39                    | 82                         | 9                       | 8               |
| National Average                     | 41                  | 43                    | 84                         | 11                      | 5               |
| <b>Community Board</b>               |                     |                       |                            |                         |                 |
| Whakatane                            | 34                  | 55                    | 89                         | 10                      | 1               |
| Ohope Beach                          | 59                  | 39                    | 98                         | 2                       | -               |
| Rangitaiki                           | 34                  | 42                    | 76                         | 9                       | 15              |
| Taneatua                             | 19                  | 30                    | 49                         | 23                      | 28              |
| Murupara                             | 1                   | 25                    | 26                         | 47                      | 27              |
| <b>Area</b>                          |                     |                       |                            |                         |                 |
| Urban                                | 34                  | 48                    | 82                         | 16                      | 2               |
| Rural                                | 25                  | 38                    | 63                         | 7                       | 30              |
| <b>Ethnicity</b>                     |                     |                       |                            |                         |                 |
| NZ European <sup>†</sup>             | 35                  | 47                    | 82                         | 7                       | 10              |
| NZ Maori                             | 16                  | 37                    | 53                         | 36                      | 11              |

% read across

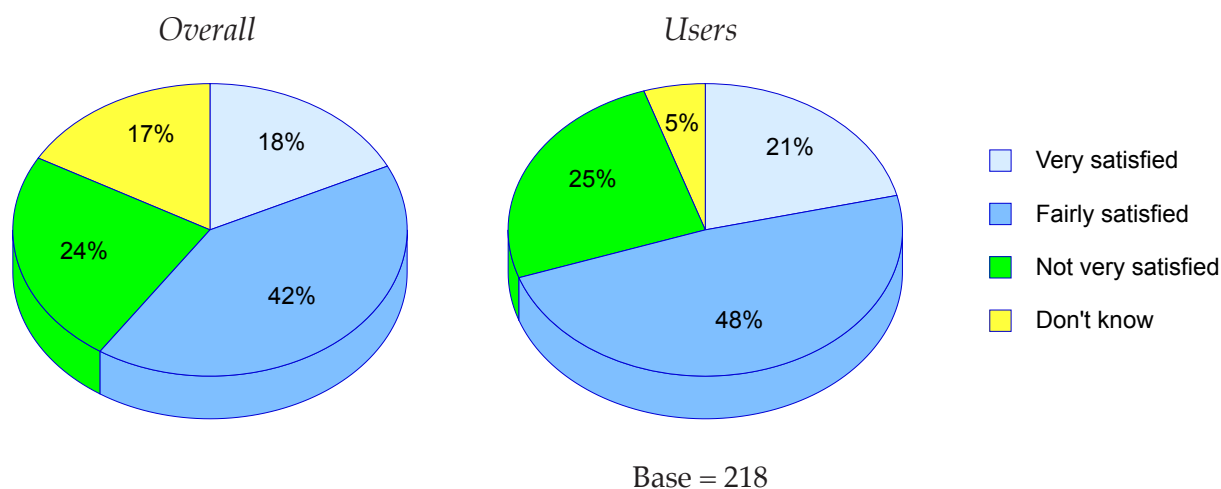
• 2013 adequate street lighting scores 6-10 = 68%, scores 0-5 = 24%

† does not add to 100% due to rounding

*Street Lighting*

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 77%

#### *iv. Public Toilets*



60% of residents are satisfied with public toilets in the District, while 24% are not very satisfied and 17% are unable to comment. These readings are similar to the 2014 results.

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

77% of households have used a public toilet in the last 12 months. Of these, 69% are satisfied and 25% are not very satisfied.

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

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

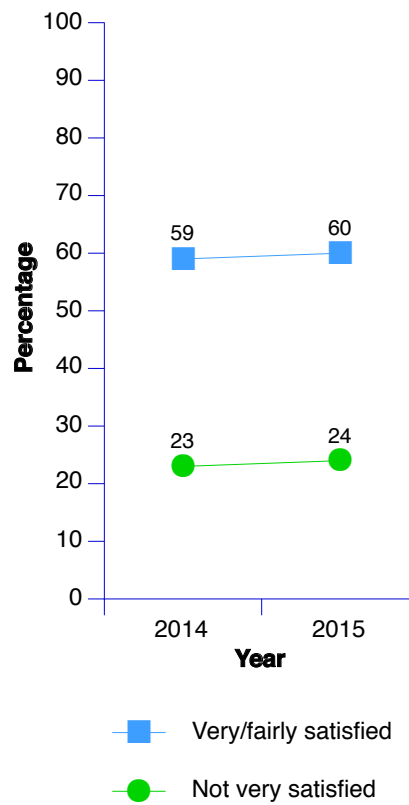
## Satisfaction With Public Toilets

|   | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|---|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                            |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup>          | 18                  | 42                    | 60                         | 24                      | 17              |
| 2014                                      | 18                  | 41                    | 59                         | 23                      | 18              |
| Users/Visitors <sup>†</sup>               | 21                  | 48                    | 69                         | 25                      | 5               |
| <b>Comparison</b>                         |                     |                       |                            |                         |                 |
| Peer Group (Provincial)                   | 24                  | 46                    | 70                         | 18                      | 12              |
| National Average                          | 22                  | 44                    | 66                         | 19                      | 15              |
| <b>Community Board</b>                    |                     |                       |                            |                         |                 |
| Whakatane                                 | 12                  | 43                    | 55                         | 21                      | 24              |
| Ohope Beach                               | 48                  | 14                    | 62                         | 26                      | 12              |
| Rangitaiki                                | 22                  | 48                    | 70                         | 22                      | 8               |
| Taneatua                                  | 17                  | 65                    | 82                         | 15                      | 3               |
| Murupara                                  | 4                   | 11                    | 15                         | 50                      | 35              |
| <b>Area</b>                               |                     |                       |                            |                         |                 |
| Urban                                     | 18                  | 37                    | 55                         | 24                      | 21              |
| Rural                                     | 17                  | 52                    | 69                         | 23                      | 8               |
| <b>Ethnicity</b>                          |                     |                       |                            |                         |                 |
| NZ European                               | 19                  | 44                    | 63                         | 20                      | 17              |
| NZ Maori                                  | 15                  | 33                    | 48                         | 37                      | 15              |
| <b>Length of Residence</b>                |                     |                       |                            |                         |                 |
| Lived there 10 years or less <sup>†</sup> | 29                  | 48                    | 77                         | 12                      | 12              |
| Lived there more than 10 years            | 16                  | 40                    | 56                         | 26                      | 18              |

% read across

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

*Public Toilets*

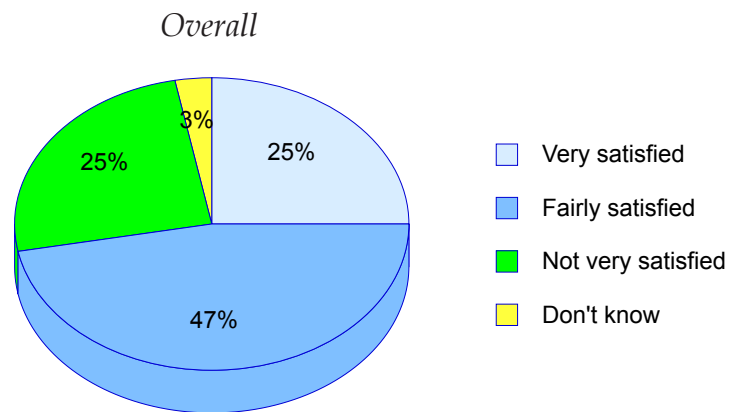


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 60%

Users = 69%

## v. Footpaths



72% of Whakatane residents are satisfied with footpaths in their District, including 25% who are very satisfied (21% in 2014), while 25% are not very satisfied.

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

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

- Whakatane and Murupara Community Board residents,
- Urban residents,
- residents aged 45 years or over, in particular those aged 65 years or over,
- residents with an annual household income of less than \$40,000.



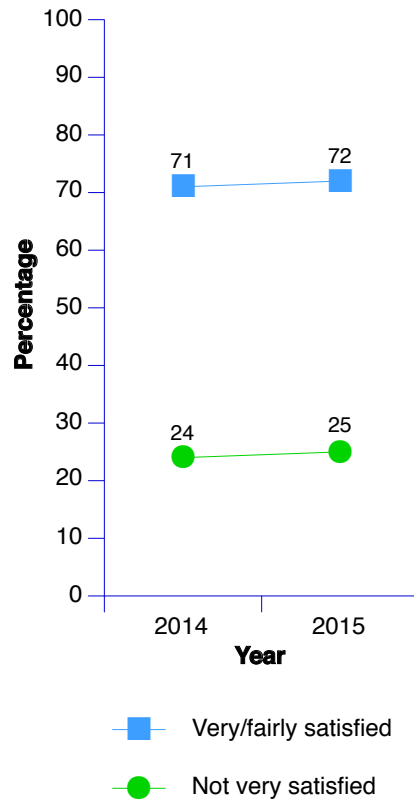
## Satisfaction With Footpaths

|                                      | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                       |                     |                       |                            |                         |                 |
| Total District 2015                  | 25                  | 47                    | 72                         | 25                      | 3               |
| 2014 <sup>†</sup>                    | 21                  | 50                    | 71                         | 24                      | 6               |
| <b>Comparison</b>                    |                     |                       |                            |                         |                 |
| Peer Group (Provincial) <sup>†</sup> | 18                  | 54                    | 72                         | 21                      | 6               |
| National Average                     | 21                  | 52                    | 73                         | 23                      | 4               |
| <b>Community Board</b>               |                     |                       |                            |                         |                 |
| Whakatane                            | 17                  | 48                    | 65                         | 35                      | -               |
| Ohope Beach                          | 36                  | 47                    | 83                         | 17                      | -               |
| Rangitaiki                           | 36                  | 47                    | 83                         | 14                      | 3               |
| Taneatua                             | 36                  | 51                    | 87                         | 11                      | 2               |
| Murupara                             | 1                   | 41                    | 42                         | 35                      | 23              |
| <b>Area</b>                          |                     |                       |                            |                         |                 |
| Urban                                | 22                  | 44                    | 66                         | 33                      | 1               |
| Rural                                | 32                  | 54                    | 86                         | 6                       | 8               |
| <b>Age</b>                           |                     |                       |                            |                         |                 |
| 18-44 years                          | 32                  | 52                    | 84                         | 13                      | 3               |
| 45-64 years                          | 19                  | 50                    | 69                         | 28                      | 3               |
| 65+ years                            | 21                  | 33                    | 54                         | 43                      | 3               |
| <b>Household Income</b>              |                     |                       |                            |                         |                 |
| Less than \$40,000 pa                | 24                  | 38                    | 62                         | 37                      | 1               |
| \$40,000-\$70,000 pa <sup>†</sup>    | 22                  | 58                    | 80                         | 18                      | 1               |
| More than \$70,000 pa <sup>†</sup>   | 24                  | 50                    | 74                         | 22                      | 5               |

% read across

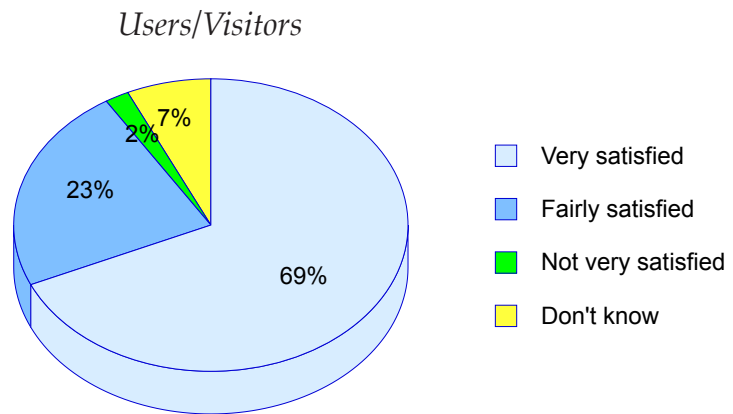
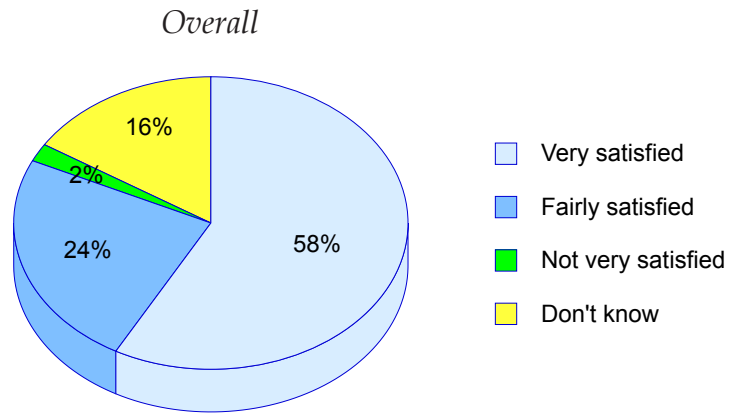
<sup>†</sup> does not add to 100% due to rounding

*Footpaths*



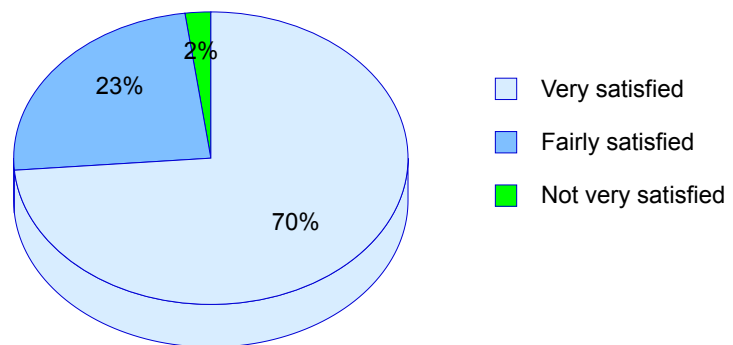
Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 72%

*vi. Libraries In The District Overall*



Base = 226

*Mainly Use Whakatane Library*



Base = 198

81% of residents are satisfied with libraries in the District overall, including 58% who are very satisfied. 2% are not very satisfied and 16% are unable to comment.

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

77% of households have used or visited a District library in the last 12 months. Of these, 92% are satisfied and 2% not very satisfied.

91% of library users/visitors have many used/visited the Whakatane Library. Of these, 93% are satisfied and 2% 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

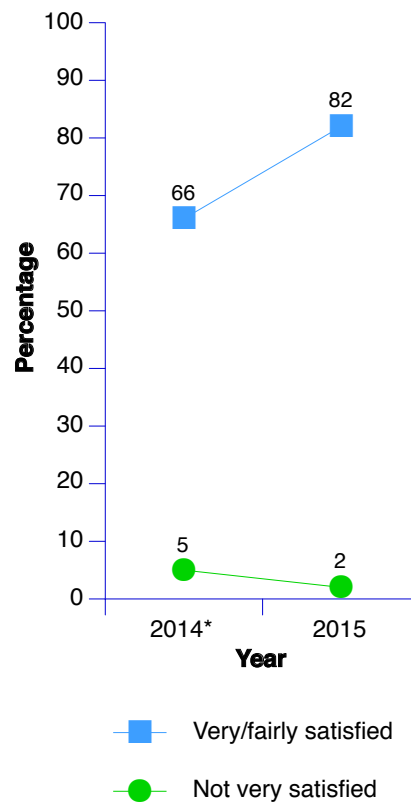
|                                      | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>                      |                     |                       |                            |                         |                 |
| Total District 2015                  | 58                  | 24                    | <b>82</b>                  | 2                       | 16              |
| 2014                                 | 42                  | 24                    | <b>66</b>                  | 5                       | 29              |
| Users/Visitors <sup>†</sup>          | 69                  | 23                    | <b>92</b>                  | 2                       | 7               |
| Whakatane Library Users <sup>†</sup> | 70                  | 23                    | <b>93</b>                  | 2                       | 6               |
| <b>Comparison</b>                    |                     |                       |                            |                         |                 |
| Peer Group (Provincial)              | 64                  | 21                    | <b>85</b>                  | 2                       | 13              |
| National Average                     | 69                  | 21                    | <b>90</b>                  | 2                       | 8               |
| <b>Community Board</b>               |                     |                       |                            |                         |                 |
| Whakatane                            | 69                  | 23                    | <b>92</b>                  | 3                       | 5               |
| Ohope Beach                          | 83                  | 10                    | <b>93</b>                  | 1                       | 6               |
| Rangitaiki                           | 42                  | 30                    | <b>72</b>                  | 1                       | 27              |
| Taneatua                             | 57                  | 18                    | <b>75</b>                  | -                       | 25              |
| Murupara                             | 31                  | 28                    | <b>59</b>                  | 2                       | 39              |
| <b>Area</b>                          |                     |                       |                            |                         |                 |
| Urban                                | 63                  | 24                    | <b>87</b>                  | 2                       | 11              |
| Rural                                | 45                  | 25                    | <b>70</b>                  | 2                       | 28              |

% read across

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

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

*Library In The District Overall*

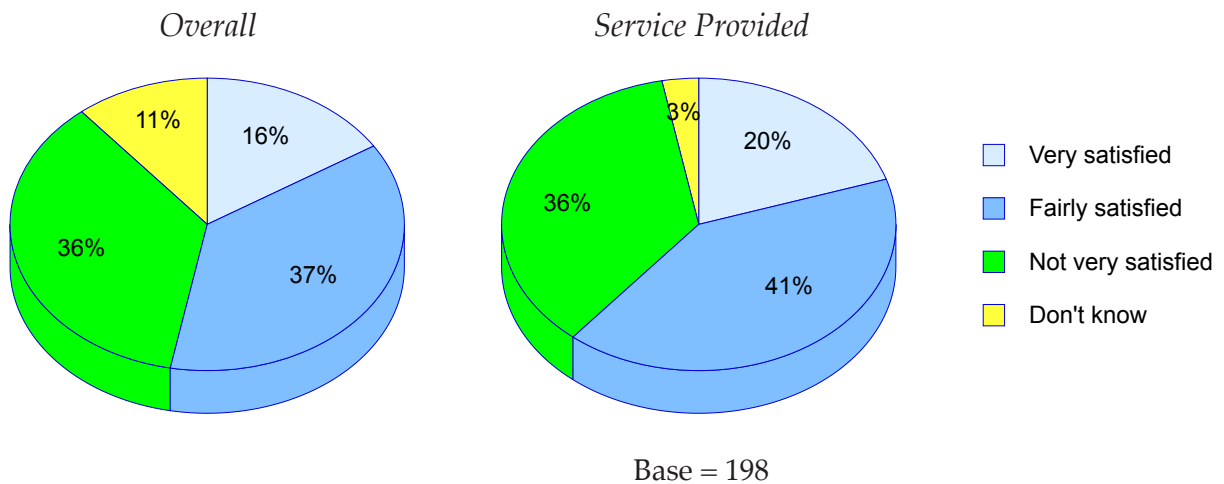


\* in 2014 also asked satisfaction with Library and Exhibition Centre

**Recommended Satisfaction Measure For Reporting Purposes:**

|                                  |   |     |
|----------------------------------|---|-----|
| Total District                   | = | 82% |
| Users/Visitors                   | = | 92% |
| Whakatane Library Users/Visitors | = | 93% |

### *vii. Stormwater Services*



53% of residents are satisfied with stormwater services (44% in 2014), while 36% are not very satisfied and 11% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages, but 7% below the 2014 reading.

63% of residents are provided with a piped stormwater collection (60% in 2014) and, of these, 61% are satisfied and 36% are not very satisfied.

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

- Urban residents,
- men.

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

## Satisfaction With Stormwater Services

|                               | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>               |                     |                       |                            |                         |                 |
| Total District 2015           | 16                  | 37                    | 53                         | 36                      | 11              |
| 2014                          | 10                  | 34                    | 44                         | 43                      | 13              |
| Service Provided              | 20                  | 41                    | 61                         | 36                      | 3               |
| <b>Comparison</b>             |                     |                       |                            |                         |                 |
| Peer Group (Provincial)       | 35                  | 38                    | 73                         | 11                      | 16              |
| National Average <sup>†</sup> | 35                  | 40                    | 75                         | 13                      | 11              |
| <b>Community Board</b>        |                     |                       |                            |                         |                 |
| Whakatane                     | 22                  | 34                    | 56                         | 42                      | 2               |
| Ohope Beach                   | 8                   | 55                    | 63                         | 37                      | -               |
| Rangitaiki                    | 14                  | 35                    | 49                         | 35                      | 16              |
| Taneatua                      | 3                   | 35                    | 38                         | 29                      | 33              |
| Murupara                      | 14                  | 47                    | 61                         | 13                      | 26              |
| <b>Area</b>                   |                     |                       |                            |                         |                 |
| Urban                         | 19                  | 39                    | 58                         | 39                      | 3               |
| Rural                         | 9                   | 33                    | 42                         | 29                      | 29              |
| <b>Gender</b>                 |                     |                       |                            |                         |                 |
| Male                          | 15                  | 34                    | 49                         | 41                      | 10              |
| Female                        | 17                  | 41                    | 58                         | 31                      | 11              |

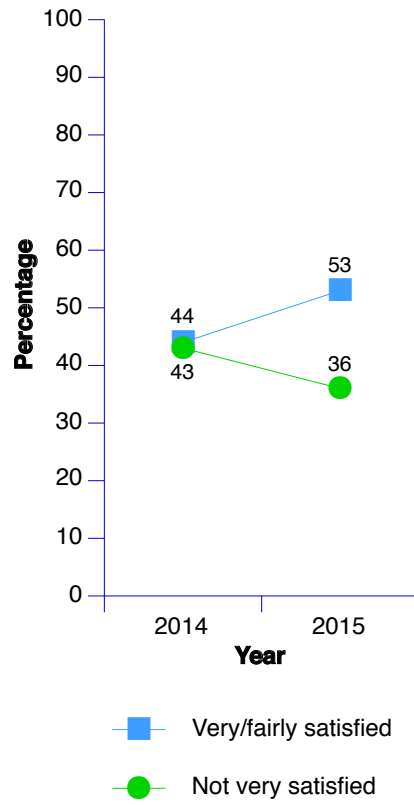
% read across

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

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

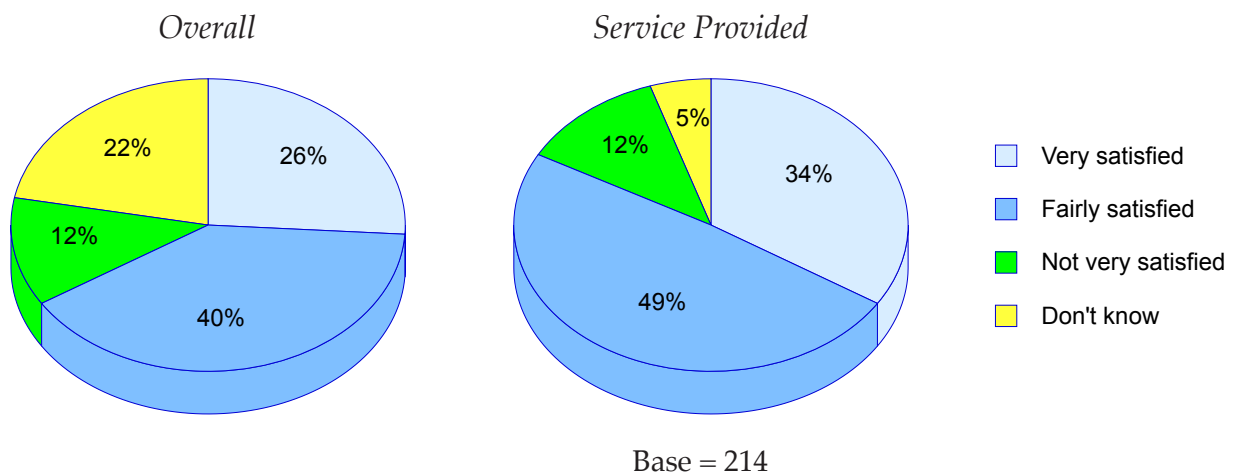


*Stormwater Services*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 53%  
Service Provided = 61%

### *viii. Sewerage System*



66% of residents are satisfied with the District's sewerage system, including 26% who are very satisfied (22% in 2014), while 12% are not very satisfied and 22% are unable to comment (26% in 2014).

The percent not very satisfied is slightly above the Peer Group and National Averages and similar to the 2014 reading.

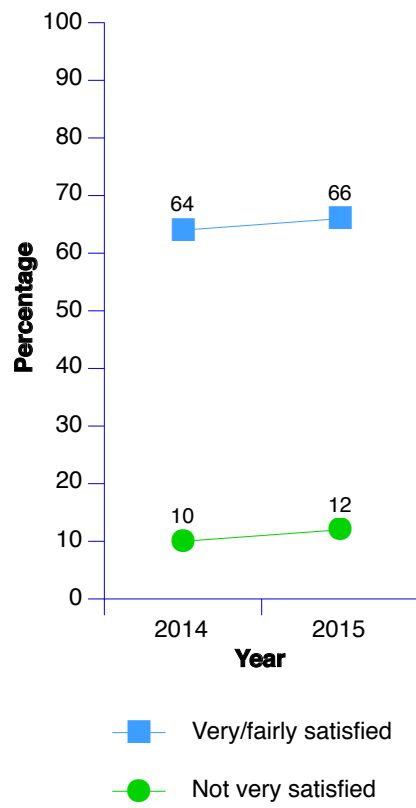
71% of residents are provided with a sewerage system (65% in 2014). Of these, 83% are satisfied (92% in 2014) and 12% are not very satisfied (8% in 2014).

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.

## Satisfaction With Sewerage System

|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 26                  | 40                    | 66                         | 12                      | 22              |
| 2014                    | 22                  | 42                    | 64                         | 10                      | 26              |
| Service Provided        | 34                  | 49                    | 83                         | 12                      | 5               |
| <b>Comparison</b>       |                     |                       |                            |                         |                 |
| Peer Group (Provincial) | 43                  | 35                    | 78                         | 6                       | 16              |
| National Average        | 51                  | 32                    | 83                         | 6                       | 11              |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane               | 32                  | 50                    | 82                         | 11                      | 7               |
| Ohope Beach             | 24                  | 72                    | 96                         | 3                       | 1               |
| Rangitaiki              | 24                  | 22                    | 46                         | 19                      | 35              |
| Taneatua                | 10                  | 22                    | 32                         | 9                       | 59              |
| Murupara                | 18                  | 39                    | 57                         | 9                       | 34              |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban                   | 32                  | 50                    | 82                         | 12                      | 6               |
| Rural                   | 11                  | 16                    | 27                         | 12                      | 61              |

% read across

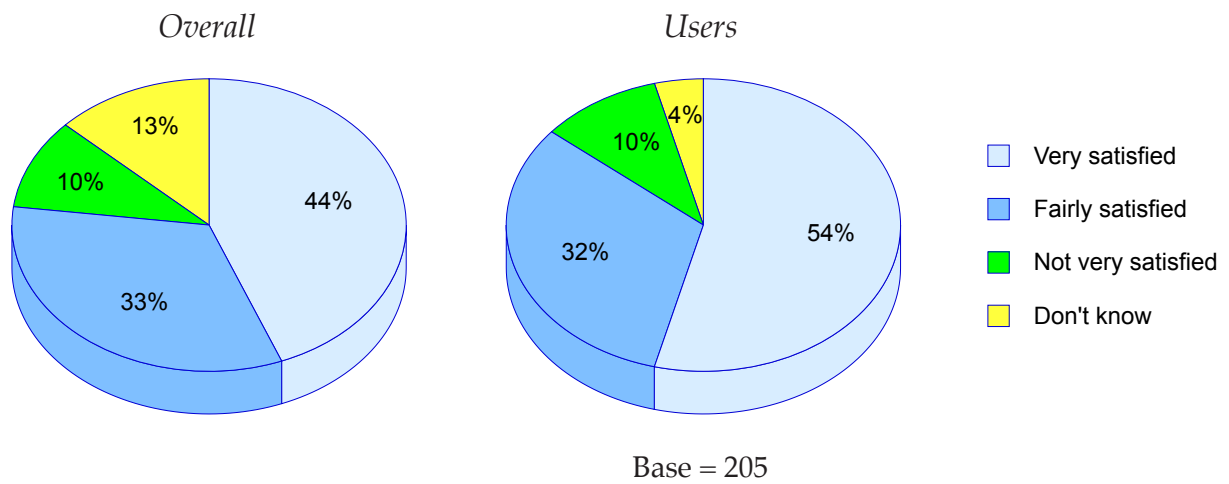
*Sewerage System*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 66%

Service Provided = 83%

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



77% of residents are satisfied with the refuse disposal, including 44% who are very satisfied (40% in 2014). 10% are not very satisfied with this service and 13% are unable to comment.

The percent not very satisfied with refuse disposal is similar to the Peer Group and National Averages and the 2014 reading.

70% of households have used a transfer station facility in the District, in the last 12 months. Of these, 86% are satisfied and 10% not very satisfied.

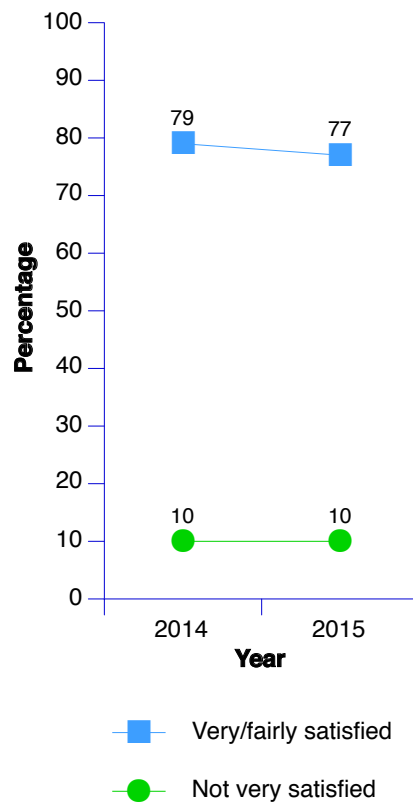
There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who are not very satisfied with refuse disposal.

## Satisfaction With Refuse Disposal

|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 44                  | 33                    | 77                         | 10                      | 13              |
| 2014                    | 40                  | 39                    | 79                         | 10                      | 11              |
| Users                   | 54                  | 32                    | 86                         | 10                      | 4               |
| <b>Comparison</b>       |                     |                       |                            |                         |                 |
| Peer Group (Provincial) | 34                  | 39                    | 73                         | 10                      | 17              |
| National Average        | 29                  | 37                    | 66                         | 11                      | 23              |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane               | 44                  | 37                    | 81                         | 9                       | 10              |
| Ohope Beach             | 50                  | 37                    | 87                         | 7                       | 6               |
| Rangitaiki <sup>†</sup> | 38                  | 32                    | 70                         | 12                      | 17              |
| Taneatua                | 26                  | 33                    | 59                         | 16                      | 25              |
| Murupara <sup>†</sup>   | 80                  | 7                     | 87                         | 6                       | 8               |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban                   | 48                  | 33                    | 81                         | 9                       | 10              |
| Rural <sup>†</sup>      | 35                  | 32                    | 67                         | 13                      | 21              |

% read across

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

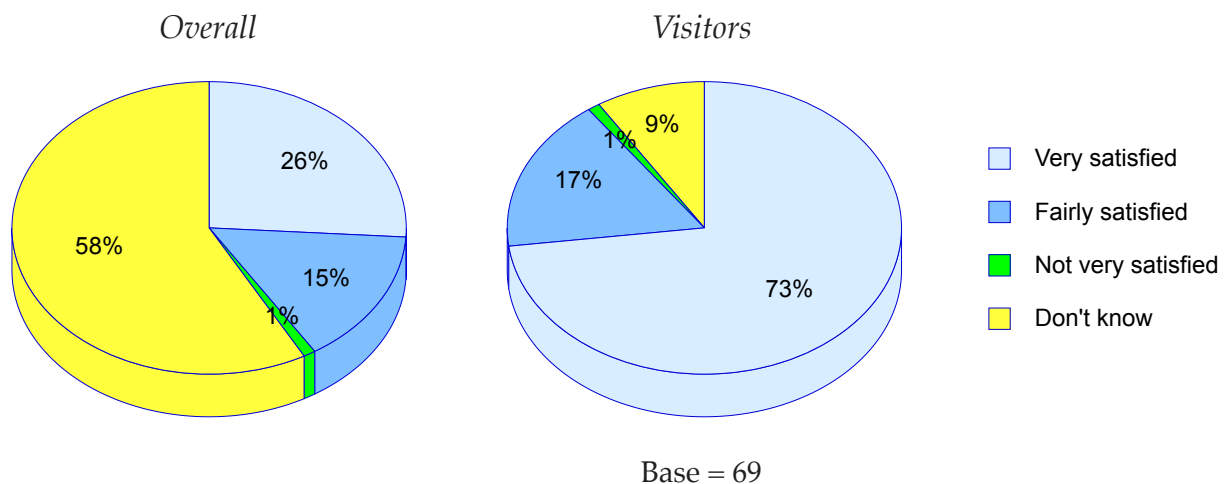
*Refuse Disposal*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 77%

Users = 86%

### x. Whakatane Crematorium Facility



41% of residents are satisfied with the Whakatane Crematorium facility (32% in 2014), while 1% are not very satisfied.

A large percentage, 58%, are unable to comment (67% in 2014) and this is probably due to only 21% of residents saying they, or a member of their household, have visited the Whakatane Crematorium facility in the last 12 months. Of these 'visitors', 90% are satisfied and 1% not very satisfied.

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

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

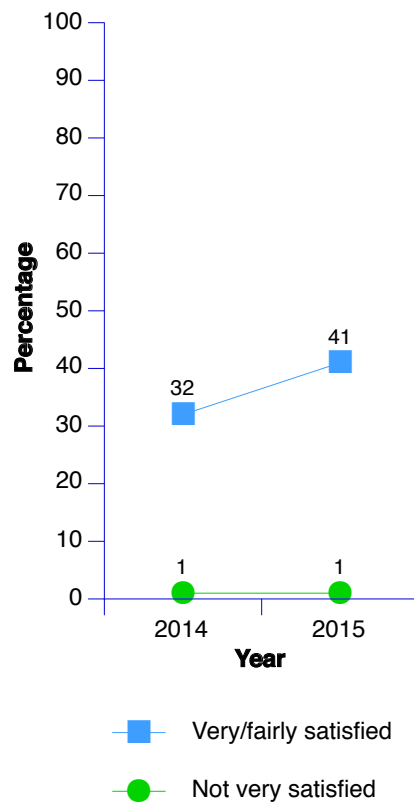


### Satisfaction With Whakatane Crematorium Facility

|                          | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>           |                     |                       |                            |                         |                 |
| Total District 2015      | 26                  | 15                    | 41                         | 1                       | 58              |
| 2014                     | 17                  | 15                    | 32                         | 1                       | 67              |
| Visitors                 | 73                  | 17                    | 90                         | 1                       | 9               |
| <b>Community Board</b>   |                     |                       |                            |                         |                 |
| Whakatane                | 27                  | 19                    | 46                         | 1                       | 53              |
| Ohope Beach <sup>†</sup> | 37                  | 12                    | 49                         | -                       | 52              |
| Rangitaiki <sup>†</sup>  | 29                  | 15                    | 44                         | 2                       | 53              |
| Taneatua                 | 22                  | 9                     | 31                         | -                       | 69              |
| Murupara                 | 2                   | 4                     | 6                          | -                       | 94              |
| <b>Area</b>              |                     |                       |                            |                         |                 |
| Urban                    | 26                  | 17                    | 43                         | 1                       | 56              |
| Rural                    | 25                  | 11                    | 36                         | 1                       | 63              |

% read across

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

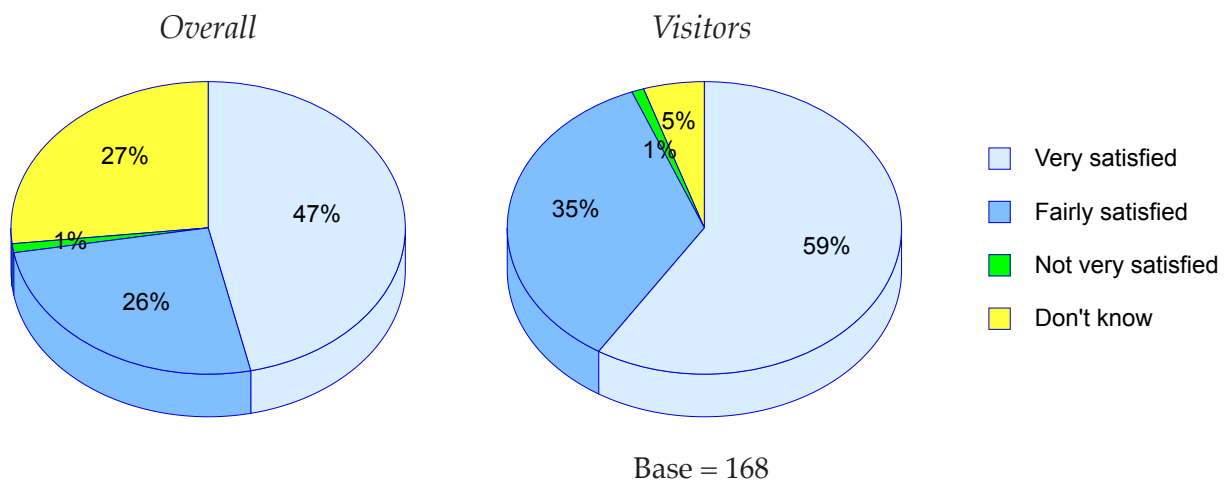
*Whakatane Crematorium Facility*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 41%

Visitors = 90%

*xi. Cemeteries Overall, Including Maintenance Of Cemeteries*



73% of residents are satisfied with cemeteries overall, including maintenance of a cemeteries (68% in 2014), with 47% being very satisfied (43% in 2014). 1% are not very satisfied and a large percentage 27% are unable to comment (30% in 2014).

The percent not very satisfied is similar to the Peer Group Average and the 2014 reading, and on par with the National Average.

53% of households have visited a cemetery in the last 12 months (56% in 2014), and of these 94% are satisfied and 1% not very satisfied.

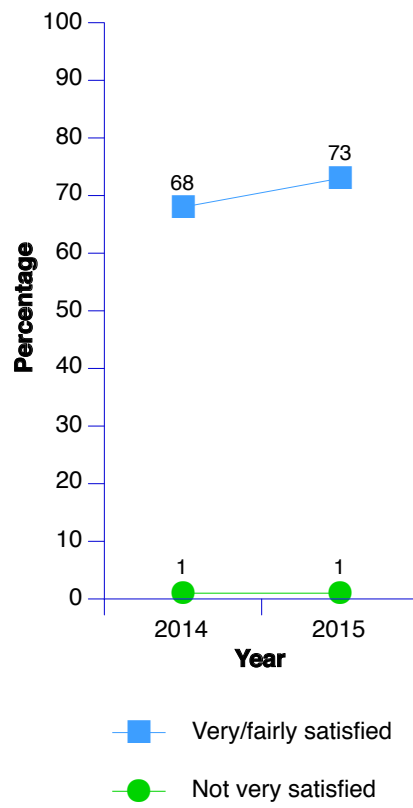
There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who are not very satisfied with cemeteries.

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

|                            | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|----------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall<sup>†</sup></b> |                     |                       |                            |                         |                 |
| Total District 2015        | 47                  | 26                    | <b>73</b>                  | 1                       | 27              |
| 2014                       | 43                  | 25                    | <b>68</b>                  | 1                       | 30              |
| Visitors                   | 59                  | 35                    | <b>94</b>                  | 1                       | 5               |
| <b>Comparison</b>          |                     |                       |                            |                         |                 |
| Peer Group (Provincial)    | 45                  | 29                    | <b>74</b>                  | 2                       | 24              |
| National Average           | 37                  | 35                    | <b>72</b>                  | 4                       | 24              |
| <b>Community Board</b>     |                     |                       |                            |                         |                 |
| Whakatane                  | 55                  | 24                    | <b>79</b>                  | -                       | 21              |
| Ohope Beach                | 31                  | 38                    | <b>69</b>                  | 3                       | 28              |
| Rangitaiki                 | 48                  | 23                    | <b>71</b>                  | -                       | 29              |
| Taneatua <sup>†</sup>      | 34                  | 27                    | <b>61</b>                  | -                       | 40              |
| Murupara                   | 25                  | 33                    | <b>58</b>                  | 4                       | 38              |
| <b>Area</b>                |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>         | 48                  | 26                    | <b>74</b>                  | 1                       | 26              |
| Rural                      | 38                  | 25                    | <b>63</b>                  | -                       | 37              |

% read across

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

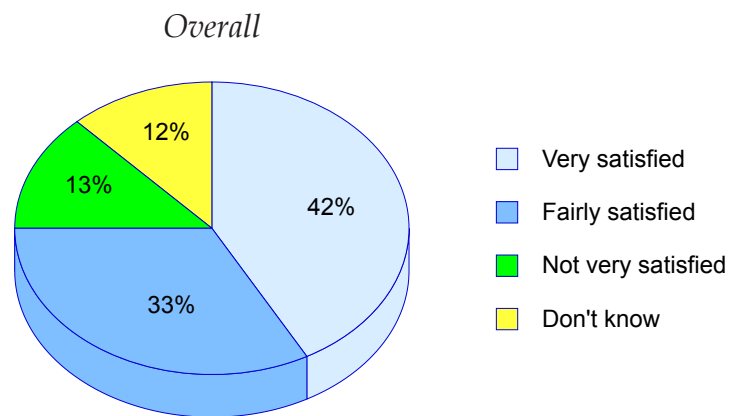
*Cemeteries Overall*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 73%

Visitors = 94%

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



75% of residents are satisfied with harbour facilities, including 42% who are very satisfied (34% in 2014). 13% are not very satisfied and 12% are unable to comment (15% in 2014).

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is similar to the 2014 result.

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

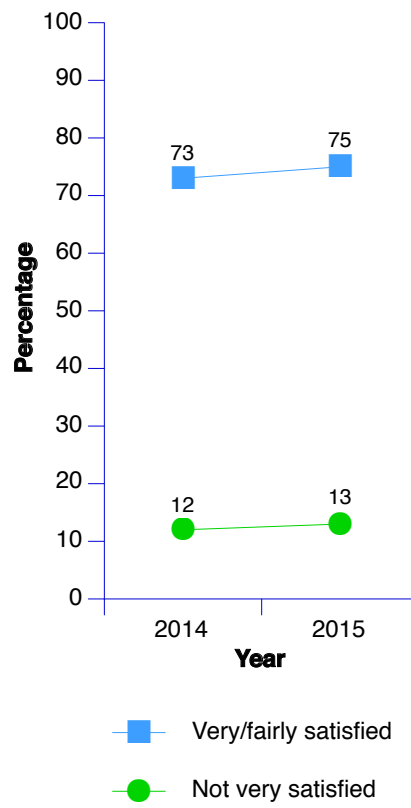
## Satisfaction With Harbour Facilities

|                        | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>        |                     |                       |                            |                         |                 |
| Total District 2015    | 42                  | 33                    | 75                         | 13                      | 12              |
| 2014                   | 34                  | 39                    | 73                         | 12                      | 15              |
| <b>Community Board</b> |                     |                       |                            |                         |                 |
| Whakatane              | 42                  | 38                    | 80                         | 14                      | 6               |
| Ohope Beach            | 56                  | 28                    | 84                         | 14                      | 2               |
| Rangitaiki             | 46                  | 26                    | 72                         | 15                      | 13              |
| Taneatua               | 41                  | 47                    | 88                         | 9                       | 3               |
| Murupara               | 14                  | 16                    | 30                         | 4                       | 66              |
| <b>Area</b>            |                     |                       |                            |                         |                 |
| Urban                  | 44                  | 32                    | 76                         | 12                      | 12              |
| Rural                  | 37                  | 36                    | 73                         | 13                      | 14              |
| <b>Gender</b>          |                     |                       |                            |                         |                 |
| Male                   | 39                  | 36                    | 75                         | 17                      | 8               |
| Female                 | 45                  | 30                    | 75                         | 8                       | 17              |

% read across

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

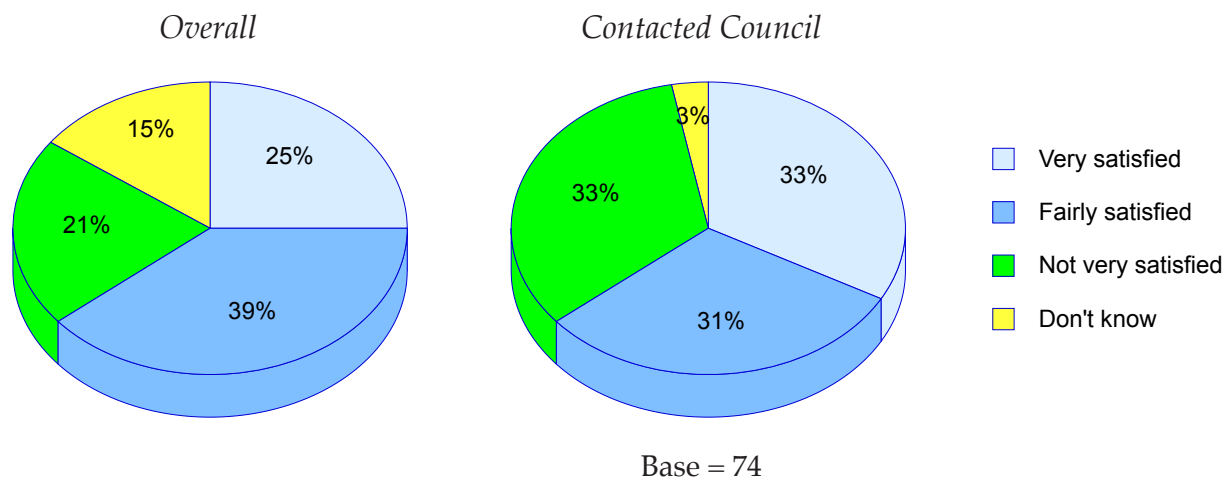
*Harbour Facilities*



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



### *xiii. Control Of Dogs*



64% of residents express satisfaction with the dog control, including 25% who are very satisfied, while 21% are not very satisfied with this service. 15% are unable to comment (11% in 2014).

The percent not very satisfied is on par with the Peer Group Average, similar to the National Average and 5% below the 2014 reading.

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

64% of residents who have contacted the Council about dog control are satisfied, and 33% are not very satisfied.

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

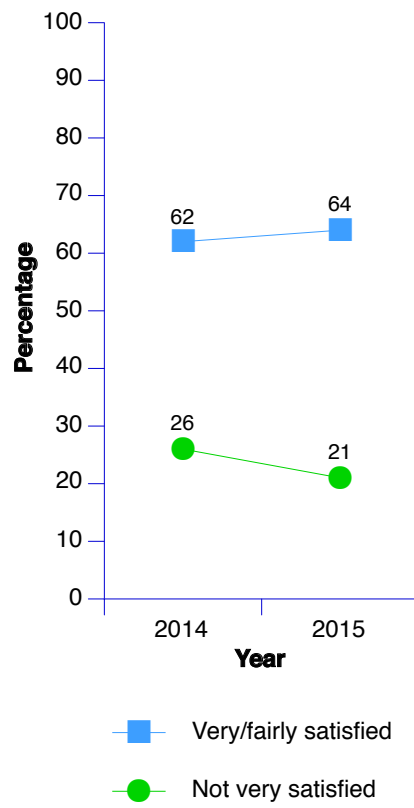
- Murupara Community Board residents,
- Urban residents,
- NZ Maori residents.

## Satisfaction With Control Of Dogs

|                              | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>               |                     |                       |                            |                         |                 |
| Total District 2015          | 25                  | 39                    | 64                         | 21                      | 15              |
| 2014 <sup>†</sup>            | 24                  | 38                    | 62                         | 26                      | 11              |
| Contacted Council            | 33                  | 31                    | 64                         | 33                      | 3               |
| <b>Comparison</b>            |                     |                       |                            |                         |                 |
| Peer Group (Provincial)      | 30                  | 43                    | 73                         | 18                      | 9               |
| National Average             | 32                  | 41                    | 73                         | 20                      | 7               |
| <b>Community Board</b>       |                     |                       |                            |                         |                 |
| Whakatane                    | 32                  | 36                    | 68                         | 18                      | 14              |
| Ohope Beach                  | 18                  | 57                    | 75                         | 21                      | 4               |
| Rangitaiki <sup>†</sup>      | 26                  | 40                    | 66                         | 13                      | 22              |
| Taneatua <sup>†</sup>        | 15                  | 47                    | 62                         | 19                      | 20              |
| Murupara                     | 6                   | 24                    | 30                         | 70                      | -               |
| <b>Area</b>                  |                     |                       |                            |                         |                 |
| Urban                        | 26                  | 38                    | 64                         | 24                      | 12              |
| Rural <sup>†</sup>           | 24                  | 41                    | 65                         | 13                      | 21              |
| <b>Ethnicity<sup>†</sup></b> |                     |                       |                            |                         |                 |
| NZ European                  | 27                  | 39                    | 66                         | 17                      | 16              |
| NZ Maori                     | 19                  | 38                    | 57                         | 36                      | 8               |

% read across

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

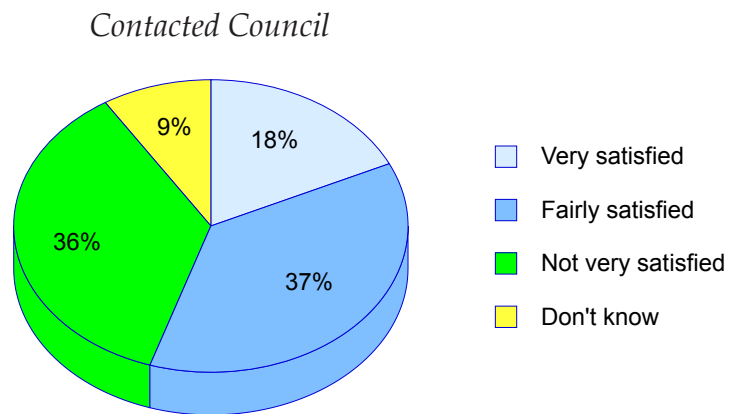
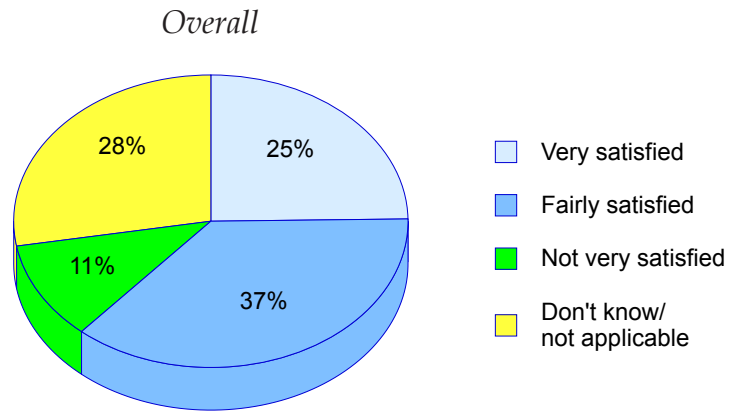
*Control Of Dogs*

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%

Contacted Council = 64%

#### *xiv. Noise Control*



Base = 35  
Margin of error  $\pm 16.6\%$

62% of residents are satisfied with noise control, including 25% who are very satisfied, while 11% are not very satisfied with this aspect of the District. A large percentage, 28%, are unable to comment. These readings are similar to the 2014 results.

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

12% of households have contacted the Council about noise in the last year (9% in 2014), with 55% being satisfied with noise control and 36% being not very satisfied.

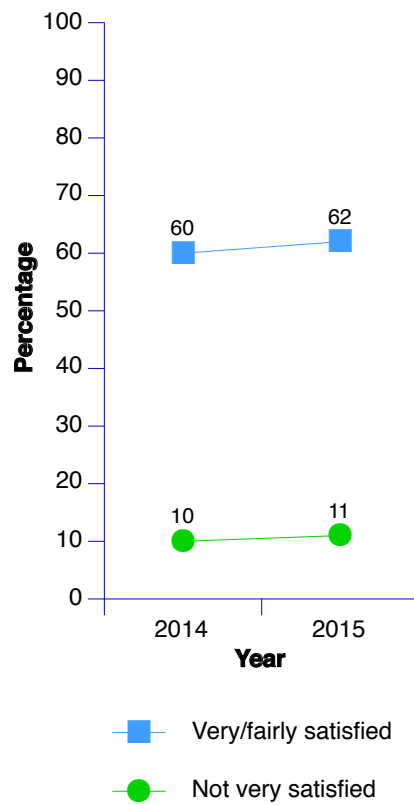
Murupara Community Board residents are more likely to be not very satisfied with noise control, than other Community Board residents.

## Satisfaction With Noise Control

|                                  | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                   |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup> | 25                  | 37                    | <b>62</b>                  | 11                      | 28              |
| 2014                             | 23                  | 37                    | <b>60</b>                  | 10                      | 30              |
| Contacted Council                | 18                  | 37                    | <b>55</b>                  | 36                      | 9               |
| <b>Comparison</b>                |                     |                       |                            |                         |                 |
| Peer Group (Provincial)          | 33                  | 38                    | <b>71</b>                  | 11                      | 18              |
| National Average                 | 36                  | 41                    | <b>77</b>                  | 11                      | 12              |
| <b>Community Board</b>           |                     |                       |                            |                         |                 |
| Whakatane                        | 29                  | 36                    | <b>65</b>                  | 11                      | 24              |
| Ohope Beach                      | 24                  | (65)                  | (89)                       | 2                       | 9               |
| Rangitaiki                       | 25                  | 33                    | <b>58</b>                  | 9                       | 33              |
| Taneatua                         | 27                  | 22                    | <b>49</b>                  | -                       | (51)            |
| Murupara                         | (1)                 | 40                    | <b>41</b>                  | (35)                    | 24              |
| <b>Area</b>                      |                     |                       |                            |                         |                 |
| Urban                            | (28)                | (41)                  | (69)                       | 13                      | 18              |
| Rural                            | 18                  | 26                    | <b>44</b>                  | 5                       | (51)            |

% read across

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

*Noise Control*

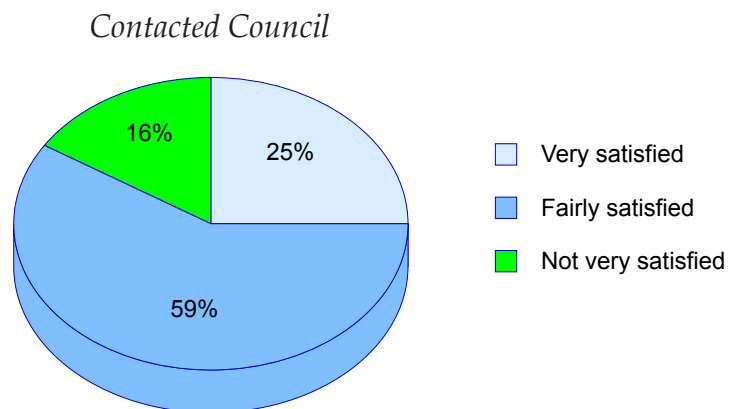
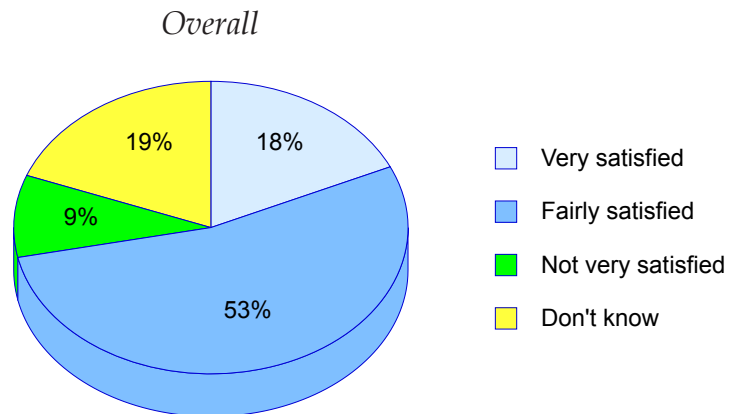
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 62%

Contacted Council = 55%

### *xv. Council's Environmental Monitoring Services Overall*

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



Base = 39

71% of residents are satisfied with Council's environmental monitoring services overall (68% in 2014), while 9% are not very satisfied (12% in 2014). 19% are unable to comment.

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

15% of households have contacted Council's monitoring services in the last 12 months. Of these, 84% are satisfied and 16% not very satisfied.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents not very satisfied with Council's environmental monitoring services overall.

### Satisfaction With Council's Environmental Monitoring Services Overall

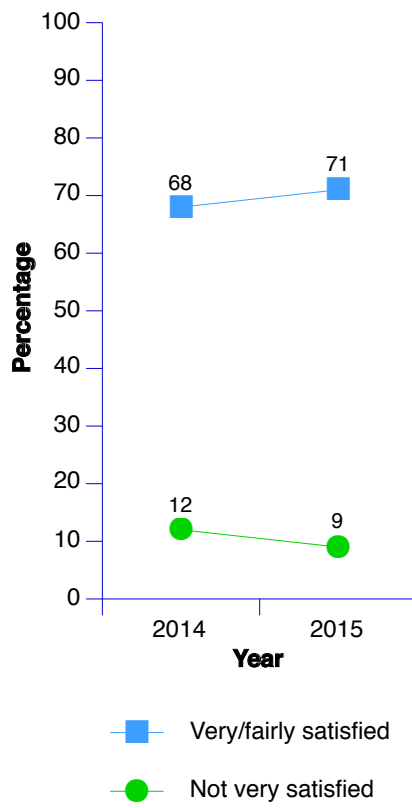
|                                  | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|----------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                   |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup> | 18                  | 53                    | <b>71</b>                  | 9                       | 19              |
| 2014                             | 16                  | 52                    | <b>68</b>                  | 12                      | 20              |
| Contacted Council                | 25                  | 59                    | <b>84</b>                  | 16                      | -               |
| <b>Community Board</b>           |                     |                       |                            |                         |                 |
| Whakatane                        | 23                  | 52                    | <b>75</b>                  | 9                       | 16              |
| Ohope Beach                      | 8                   | 70                    | <b>78</b>                  | 9                       | 13              |
| Rangitaiki                       | 16                  | 57                    | <b>73</b>                  | 9                       | 18              |
| Taneatua                         | 14                  | 41                    | <b>55</b>                  | 6                       | 39              |
| Murupara                         | 14                  | 45                    | <b>59</b>                  | 18                      | 23              |
| <b>Area</b>                      |                     |                       |                            |                         |                 |
| Urban                            | 21                  | 53                    | <b>74</b>                  | 10                      | 16              |
| Rural                            | 10                  | 54                    | <b>64</b>                  | 8                       | 28              |

% read across

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



*Council's Environmental Monitoring Services Overall*

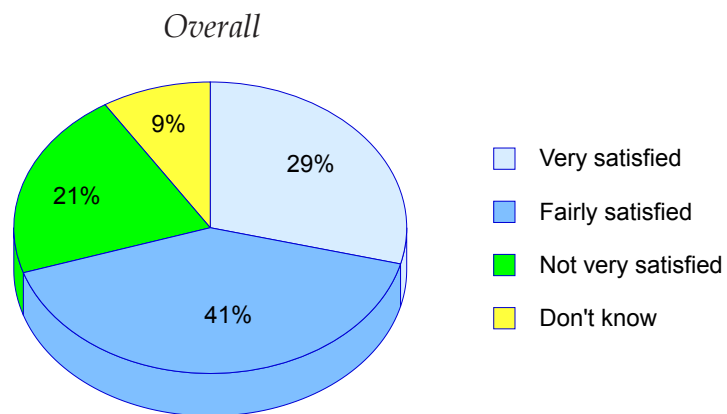


**Recommended Satisfaction Measure For Reporting Purposes:**

Total District = 71%

Contacted Council = 84%

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



70% of residents are satisfied with tourism promotion, including 29% who are very satisfied (22% in 2014), while 21% are not very satisfied. 9% are unable to comment.

The percent not very satisfied is above the Peer Group Average, on par with the National Average and similar to the 2014 result.

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

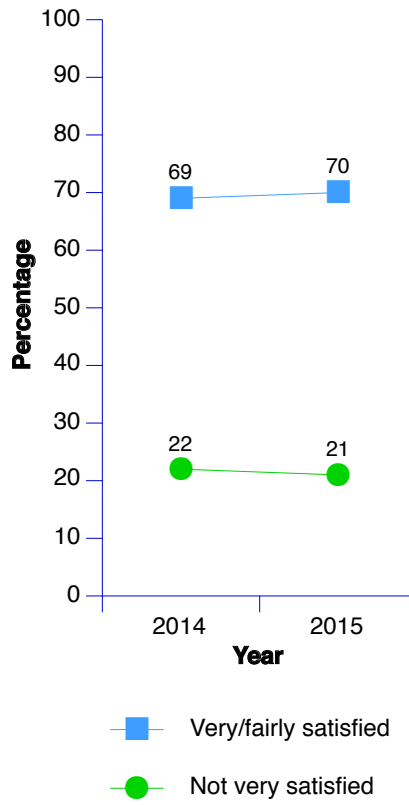
## Satisfaction With Tourism Promotion

|                               | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                |                     |                       |                            |                         |                 |
| Total District 2015           | 29                  | 41                    | 70                         | 21                      | 9               |
| 2014                          | 22                  | 47                    | 69                         | 22                      | 9               |
| <b>Comparison<sup>†</sup></b> |                     |                       |                            |                         |                 |
| Peer Group (Provincial)       | 36                  | 40                    | 76                         | 13                      | 10              |
| National Average              | 25                  | 41                    | 66                         | 17                      | 16              |
| <b>Community Board</b>        |                     |                       |                            |                         |                 |
| Whakatane <sup>†</sup>        | 29                  | 43                    | 72                         | 17                      | 10              |
| Ohope Beach                   | 17                  | 49                    | 66                         | 33                      | 1               |
| Rangitaiki                    | 38                  | 41                    | 79                         | 16                      | 5               |
| Taneatua                      | 34                  | 35                    | 69                         | 25                      | 6               |
| Murupara                      | 7                   | 27                    | 34                         | 35                      | 31              |
| <b>Area</b>                   |                     |                       |                            |                         |                 |
| Urban                         | 28                  | 40                    | 68                         | 22                      | 10              |
| Rural <sup>†</sup>            | 34                  | 42                    | 76                         | 17                      | 8               |
| <b>Gender</b>                 |                     |                       |                            |                         |                 |
| Male <sup>†</sup>             | 28                  | 37                    | 65                         | 27                      | 7               |
| Female                        | 30                  | 44                    | 74                         | 15                      | 11              |

% read across

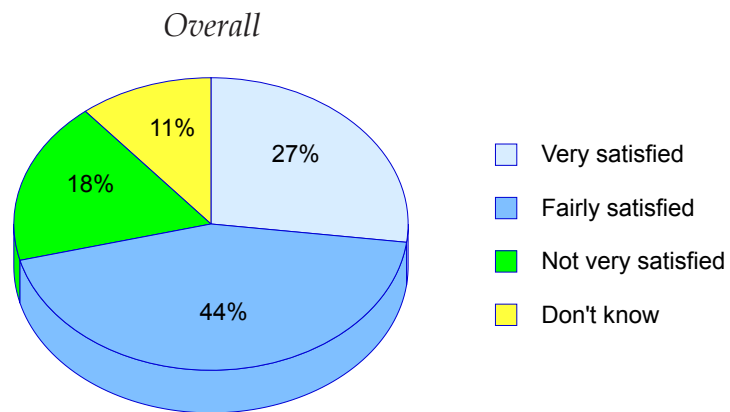
<sup>†</sup> does not add to 100% due to rounding

*Tourism Promotion*



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

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



71% of residents are satisfied with Council's efforts to enable and promote events, including 27% who are very satisfied (17% in 2014), while 18% are not very satisfied. 11% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is 6% below the 2014 result.

NZ Maori residents are more likely to be not very satisfied with Council's efforts to enable and promote events, than NZ European residents.

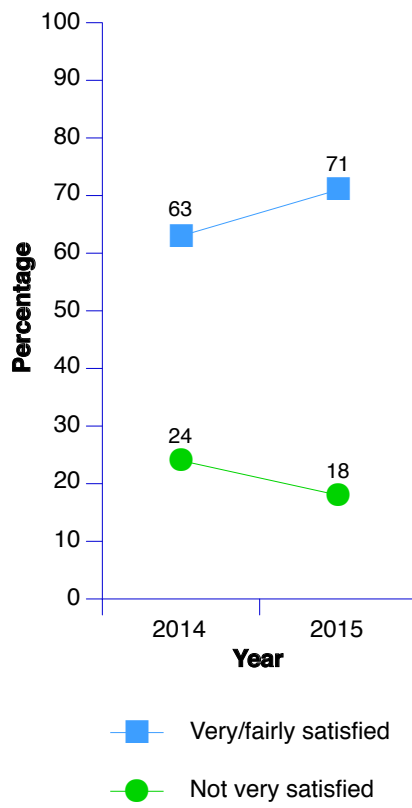
### Satisfaction With Council's Efforts To Enable And Promote Events

|                        | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>         |                     |                       |                            |                         |                 |
| Total District 2015    | 27                  | 44                    | 71                         | 18                      | 11              |
| 2014                   | 17                  | 46                    | 63                         | 24                      | 13              |
| <b>Community Board</b> |                     |                       |                            |                         |                 |
| Whakatane              | 27                  | 45                    | 72                         | 20                      | 8               |
| Ohope Beach            | 16                  | 70                    | 86                         | 11                      | 3               |
| Rangitaiki             | 37                  | 40                    | 77                         | 13                      | 10              |
| Taneatua               | 26                  | 46                    | 72                         | 22                      | 6               |
| Murupara <sup>†</sup>  | 4                   | 26                    | 30                         | 29                      | 42              |
| <b>Area</b>            |                     |                       |                            |                         |                 |
| Urban                  | 26                  | 44                    | 70                         | 20                      | 10              |
| Rural                  | 27                  | 45                    | 72                         | 14                      | 14              |
| <b>Ethnicity</b>       |                     |                       |                            |                         |                 |
| NZ European            | 31                  | 43                    | 74                         | 16                      | 10              |
| NZ Maori               | 12                  | 46                    | 58                         | 29                      | 13              |

% read across

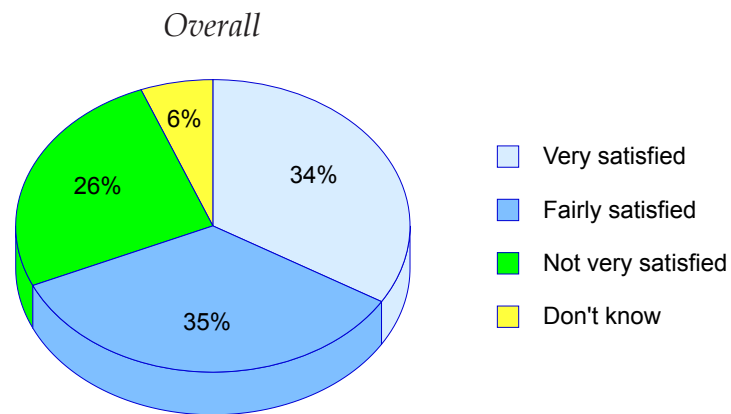
<sup>†</sup> does not add to 100% due to rounding

*Council's Efforts To Enable And Promote Events*



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

### *xviii. Parking In Whakatane*



69% of residents are satisfied with Whakatane, including 34% who are very satisfied (27% in 2014). 26% are not very satisfied and 6% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and the 2014 reading 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 not very satisfied with parking in Whakatane. However, it appears that the following residents are slightly more likely to feel this way ...

- Ohope Beach Community Board residents,
- NZ European residents.



## Satisfaction With Parking In Whakatane

|                                      | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>                      |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup>     | 34                  | 35                    | 69                         | 26                      | 6               |
| 2014                                 | 27                  | 43                    | 70                         | 26                      | 4               |
| <b>Comparison*</b>                   |                     |                       |                            |                         |                 |
| Peer Group (Provincial) <sup>†</sup> | 25                  | 47                    | 72                         | 25                      | 2               |
| National Average                     | 20                  | 44                    | 64                         | 31                      | 5               |
| <b>Community Board</b>               |                     |                       |                            |                         |                 |
| Whakatane                            | 39                  | 39                    | 78                         | 21                      | 1               |
| Ohope Beach                          | 21                  | 30                    | 51                         | 49                      | -               |
| Rangitaiki                           | 32                  | 32                    | 64                         | 33                      | 3               |
| Taneatua                             | 46                  | 31                    | 77                         | 23                      | -               |
| Murupara                             | 9                   | 27                    | 36                         | 6                       | 58              |
| <b>Area</b>                          |                     |                       |                            |                         |                 |
| Urban                                | 33                  | 36                    | 69                         | 24                      | 7               |
| Rural                                | 36                  | 32                    | 68                         | 28                      | 4               |
| <b>Ethnicity</b>                     |                     |                       |                            |                         |                 |
| NZ European                          | 36                  | 33                    | 69                         | 28                      | 3               |
| NZ Maori                             | 24                  | 43                    | 67                         | 17                      | 16              |

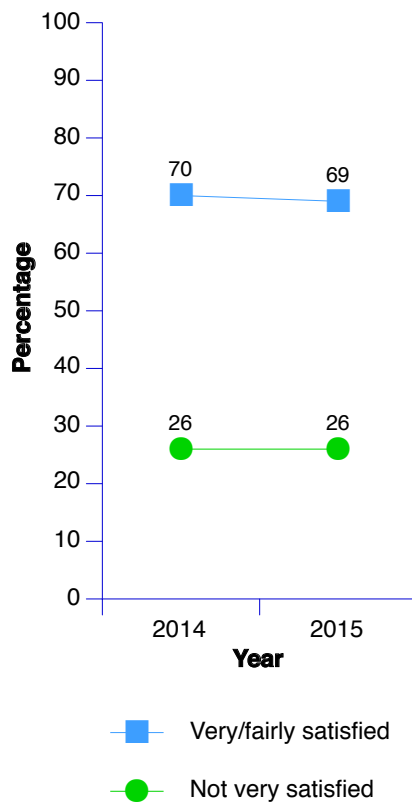
% read across

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

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

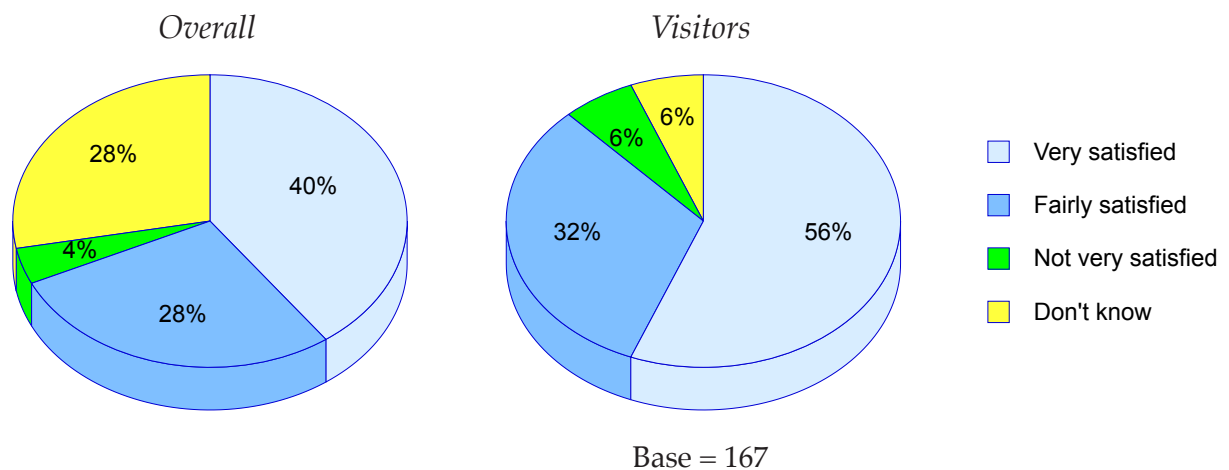
<sup>†</sup> does not add to 100% due to rounding

*Parking In Whakatane*



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

*xix. Whakatane Exhibition Centre (this includes the galleries and museum display spaces)*



68% of residents are satisfied with Whakatane Exhibition Centre (59% in 2014), including 40% who are very satisfied, while 4% are not very satisfied.

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

A large percentage (28%) are unable to comment (39% in 2014) and this is probably due to only 57% of households saying they have visited the Whakatane Exhibition Centre in the last 12 months. Of these 'Visitors', 88% are satisfied and 6% not very satisfied.

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

### Satisfaction With Whakatane Exhibition Centre

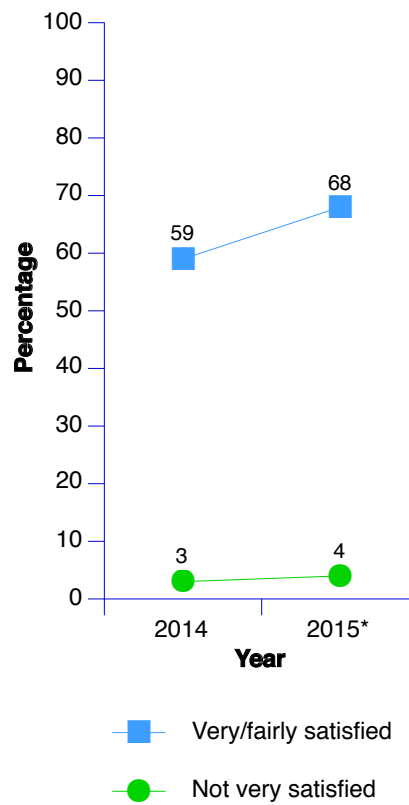
|                        | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>         |                     |                       |                            |                         |                 |
| Total District 2015*   | 40                  | 28                    | <b>68</b>                  | 4                       | 28              |
| 2014 <sup>†</sup>      | 43                  | 16                    | <b>59</b>                  | 3                       | 39              |
| Visitors               | 56                  | 32                    | <b>88</b>                  | 6                       | 6               |
| <b>Community Board</b> |                     |                       |                            |                         |                 |
| Whakatane              | 51                  | 30                    | <b>81</b>                  | 3                       | <b>16</b>       |
| Ohope Beach            | 36                  | <b>57</b>             | <b>93</b>                  | -                       | <b>7</b>        |
| Rangitaiki             | 34                  | 24                    | <b>58</b>                  | 7                       | 35              |
| Taneatua <sup>†</sup>  | 33                  | 22                    | <b>55</b>                  | 3                       | 41              |
| Murupara               | <b>14</b>           | 6                     | <b>20</b>                  | -                       | <b>80</b>       |
| <b>Area</b>            |                     |                       |                            |                         |                 |
| Urban                  | <b>44</b>           | <b>30</b>             | <b>74</b>                  | 4                       | 22              |
| Rural                  | 32                  | 21                    | <b>53</b>                  | 3                       | <b>44</b>       |

% read across

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

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

*Whakatane Exhibition Centre*



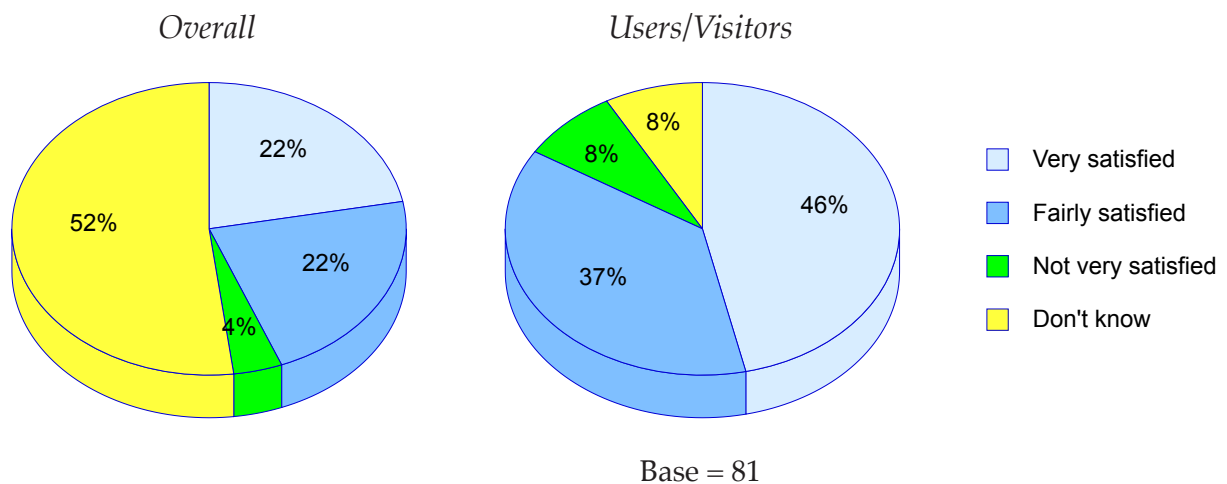
\* in 2015 residents advised that this "includes the galleries and museums display spaces"

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District = 68%

Visitors = 88%

*xx. The Whakatane Museum And Research Centre On Boon Street*



44% of residents are satisfied with the Whakatane Museum and Research Centre on Boon Street, while 4% are not very satisfied.

A large percentage 52% are unable to comment, and this is probably due to only 25% of respondents, or a member of their household, having used or visited the museum in the last 12 months. Of these 'Users / Visitors', 83% are satisfied and 8% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages for museums in general and the 2014 reading.

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 and Research Centre on Boon Street.

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

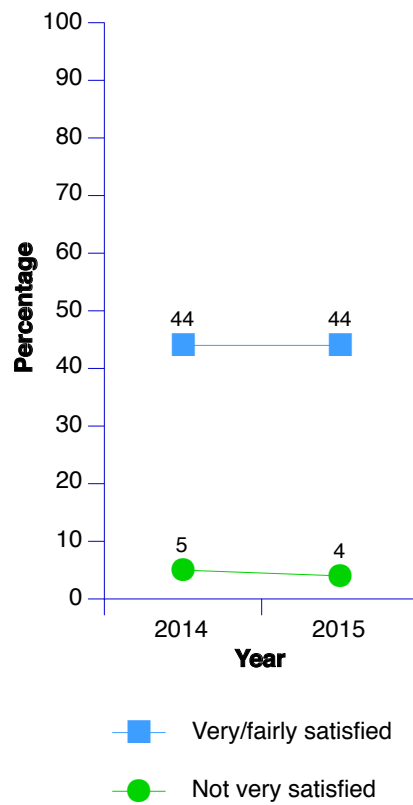
|                             | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-----------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>              |                     |                       |                            |                         |                 |
| Total District 2015         | 22                  | 22                    | 44                         | 4                       | 52              |
| 2014                        | 19                  | 25                    | 44                         | 5                       | 51              |
| Users/Visitors <sup>†</sup> | 46                  | 37                    | 83                         | 8                       | 8               |
| <b>Comparison*</b>          |                     |                       |                            |                         |                 |
| Peer Group (Provincial)     | 40                  | 20                    | 60                         | 6                       | 34              |
| National Average            | 49                  | 23                    | 72                         | 4                       | 24              |
| <b>Community Board</b>      |                     |                       |                            |                         |                 |
| Whakatane                   | 25                  | 25                    | 50                         | 8                       | 42              |
| Ohope Beach                 | 17                  | 28                    | 45                         | -                       | 54              |
| Rangitaiki                  | 24                  | 16                    | 40                         | 2                       | 58              |
| Taneatua <sup>†</sup>       | 16                  | 36                    | 52                         | 3                       | 46              |
| Murupara                    | 10                  | 5                     | 15                         | -                       | 85              |
| <b>Area</b>                 |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>          | 25                  | 23                    | 48                         | 5                       | 46              |
| Rural                       | 12                  | 21                    | 33                         | 2                       | 65              |

% read across

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

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

*The Whakatane Museum And Research Centre On Boon Street*



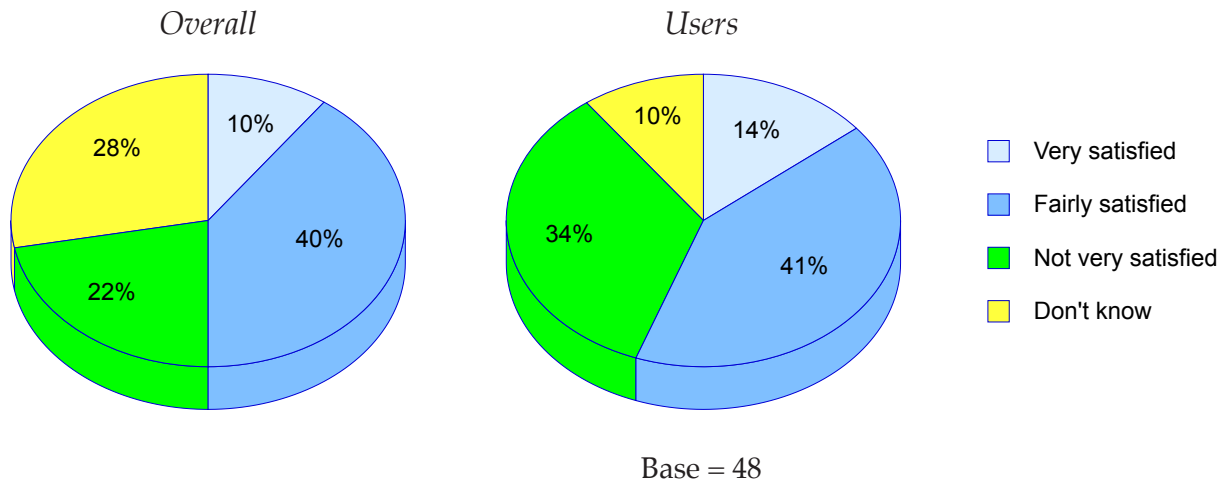
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 44%

Users/Visitors = 83%



### *xxi. Town Planning, Including Planning And Monitoring Services*



50% of residents are satisfied with town planning (42% in 2014), while 22% are not satisfied. A large percentage (28%) are unable to comment.

The percent not very satisfied is on par with the Peer Group and National Averages\* and 6% below the 2014 reading.

17% of households have used Council's planning or monitoring service, in the last 12 months. Of these 'users', 55% are satisfied and 34% 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 residents aged 45 to 64 years are slightly more likely, than other age groups, to feel this way.

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

## Satisfaction With Town Planning

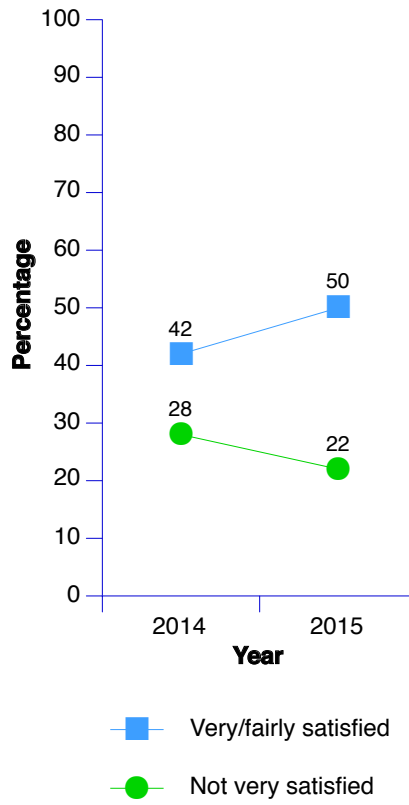
|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 10                  | 40                    | 50                         | 22                      | 28              |
| 2014                    | 7                   | 35                    | 42                         | 28                      | 30              |
| Users <sup>†</sup>      | 14                  | 41                    | 55                         | 34                      | 10              |
| <b>Comparison**</b>     |                     |                       |                            |                         |                 |
| Peer Group (Provincial) | 11                  | 43                    | 54                         | 19                      | 27              |
| National Average        | 11                  | 37                    | 48                         | 19                      | 33              |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane               | 13                  | 45                    | 58                         | 25                      | 17              |
| Ohope Beach             | 3                   | 71                    | 74                         | 12                      | 14              |
| Rangitaiki              | 7                   | 30                    | 37                         | 23                      | 40              |
| Taneatua                | 8                   | 48                    | 56                         | 12                      | 32              |
| Murupara                | 10                  | 11                    | 21                         | 28                      | 51              |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban                   | 11                  | 42                    | 53                         | 23                      | 24              |
| Rural                   | 6                   | 37                    | 43                         | 21                      | 36              |
| <b>Age</b>              |                     |                       |                            |                         |                 |
| 18-44 years             | 13                  | 45                    | 58                         | 17                      | 25              |
| 45-64 years             | 8                   | 33                    | 41                         | 30                      | 29              |
| 65+ years               | 9                   | 43                    | 52                         | 19                      | 29              |

% read across

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

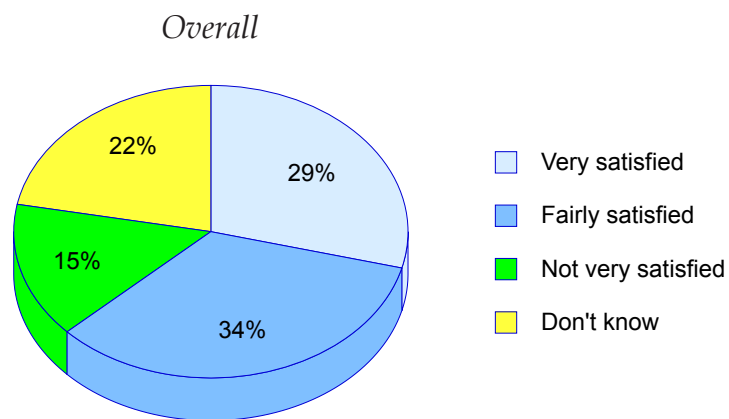
<sup>†</sup> does not add to 100% due to rounding

*Town Planning*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 50%  
Users = 55%

## *xxii. Council's Efforts To Manage The Whakatane Airport*



63% of residents are satisfied with Council's efforts to manage Whakatane Airport (54% in 2014), including 29% who are very satisfied (14% in 2014). 15% are not very satisfied and 22%, are unable to comment (39% in 2014).

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is 8% above the 2014 result.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with Council's efforts to manage the Whakatane Airport. However, it appears that Rural residents are slightly more likely, than Urban residents, to feel this way.

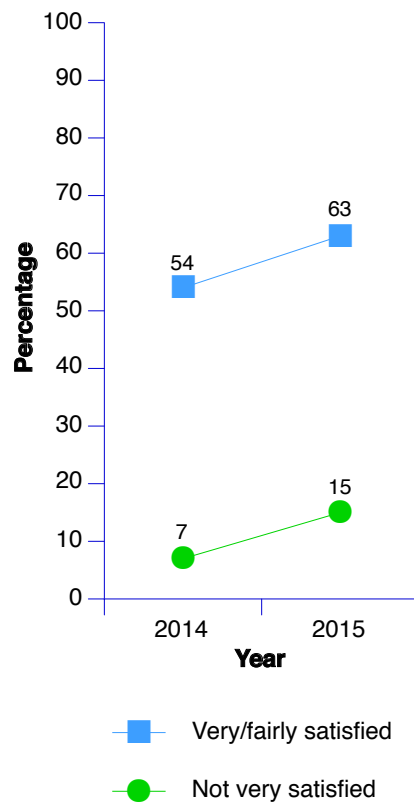
### Satisfaction With Council's Efforts To Manage The Whakatane Airport

|                          | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>           |                     |                       |                            |                         |                 |
| Total District 2015      | 29                  | 34                    | <b>63</b>                  | 15                      | 22              |
| 2014                     | 14                  | 40                    | <b>54</b>                  | 7                       | 39              |
| <b>Community Board</b>   |                     |                       |                            |                         |                 |
| Whakatane <sup>†</sup>   | 35                  | 38                    | <b>73</b>                  | 13                      | 15              |
| Ohope Beach <sup>†</sup> | 27                  | <b>62</b>             | <b>89</b>                  | 7                       | 5               |
| Rangitaiki <sup>†</sup>  | 26                  | 33                    | <b>59</b>                  | 22                      | 18              |
| Taneatua                 | 41                  | 21                    | <b>62</b>                  | 15                      | 23              |
| Murupara                 | <b>2</b>            | 4                     | <b>6</b>                   | 6                       | <b>88</b>       |
| <b>Area</b>              |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>       | 31                  | 36                    | <b>67</b>                  | 12                      | 20              |
| Rural                    | 25                  | 29                    | <b>54</b>                  | 20                      | 26              |

% read across

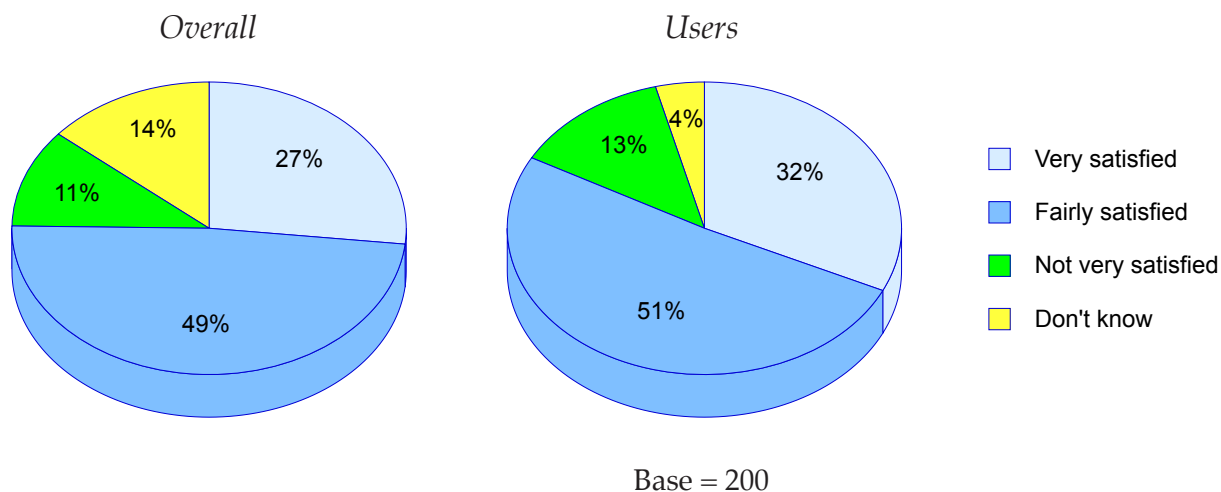
<sup>†</sup> does not add to 100% due to rounding

*Council's Efforts To Manage The Whakatane Airport*



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

### xxiii. Public Halls



76% of residents are satisfied with public halls (67% in 2014), including 27% who are very satisfied (32% in 2014). 11% are not very satisfied and 14% are unable to comment (20% in 2014).

The percent not very satisfied is slightly above the Peer Group Average, on par with the National Average and similar to the 2014 result.

68% of households have used a public hall in the last 12 months. Of these residents, 83% are satisfied and 13% are not very satisfied.

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

- Murupara Community Board residents,
- NZ Maori residents.

## Satisfaction With Public Halls

|                                      | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>                      |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup>     | 27                  | 49                    | 76                         | 11                      | 14              |
| 2014                                 | 32                  | 35                    | 67                         | 13                      | 20              |
| Users                                | 32                  | 51                    | 83                         | 13                      | 4               |
| <b>Comparison</b>                    |                     |                       |                            |                         |                 |
| Peer Group (Provincial) <sup>†</sup> | 34                  | 36                    | 70                         | 4                       | 25              |
| National Average                     | 25                  | 38                    | 63                         | 6                       | 31              |
| <b>Community Board</b>               |                     |                       |                            |                         |                 |
| Whakatane <sup>†</sup>               | 33                  | 47                    | 80                         | 8                       | 13              |
| Ohope Beach                          | 22                  | 61                    | 83                         | 4                       | 13              |
| Rangitaiki                           | 27                  | 50                    | 77                         | 9                       | 14              |
| Taneatua                             | 20                  | 59                    | 79                         | 8                       | 13              |
| Murupara <sup>†</sup>                | 13                  | 25                    | 38                         | 43                      | 20              |
| <b>Area</b>                          |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>                   | 31                  | 44                    | 75                         | 11                      | 13              |
| Rural                                | 17                  | 58                    | 75                         | 10                      | 15              |
| <b>Ethnicity</b>                     |                     |                       |                            |                         |                 |
| NZ European                          | 28                  | 50                    | 78                         | 8                       | 14              |
| NZ Maori <sup>†</sup>                | 24                  | 43                    | 67                         | 20                      | 14              |

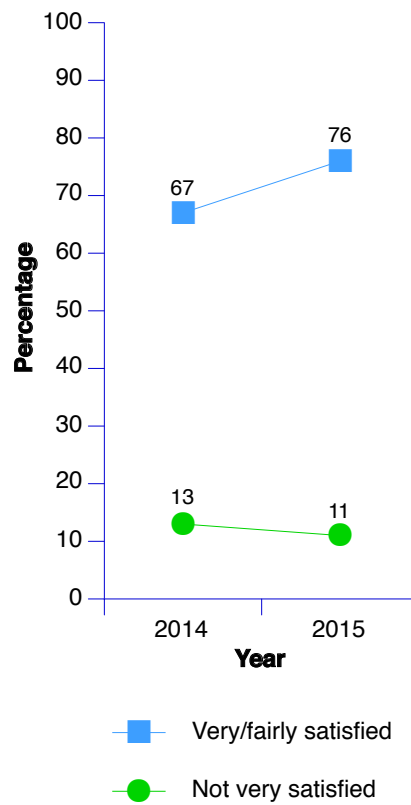
% read across

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

† does not add to 100% due to rounding



*Public Halls*

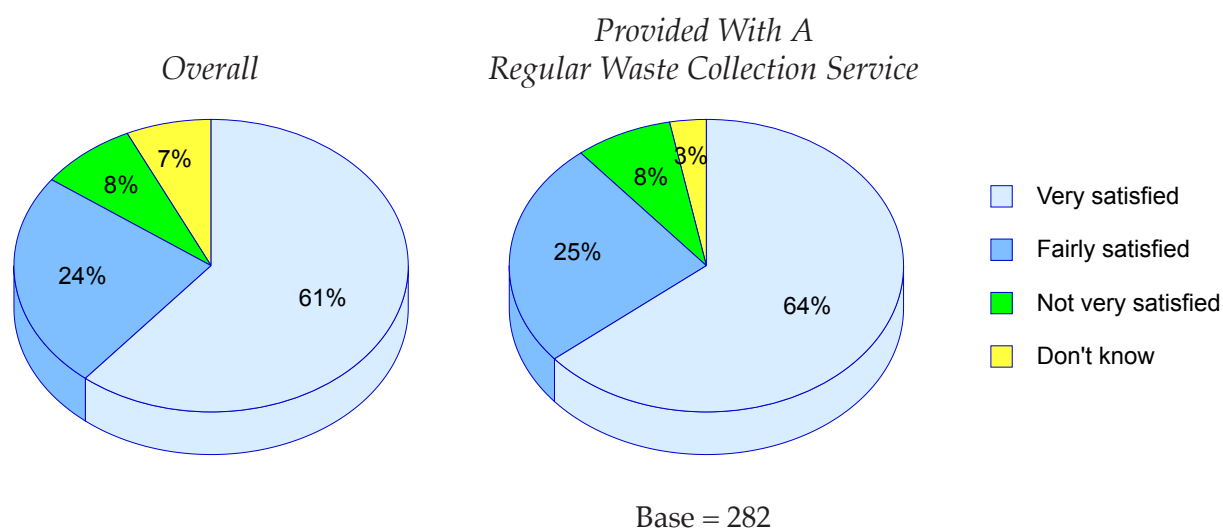


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 76%

Users = 83%

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



85% of residents are satisfied with kerbside waste collection service, including 61% who are very satisfied. 8% are not very satisfied and 7% are unable to comment. These readings are similar to the 2014 results.

The percent not very satisfied is similar to the Peer Group Average<sup>†</sup> and on par with the National Average<sup>†</sup>.

93% of residents are provided with a regular waste collection service and kerbside recycling services in the last 12 months. Of these, 89% are satisfied and 8% 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.

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

## Satisfaction With Kerbside Waste Collection Service

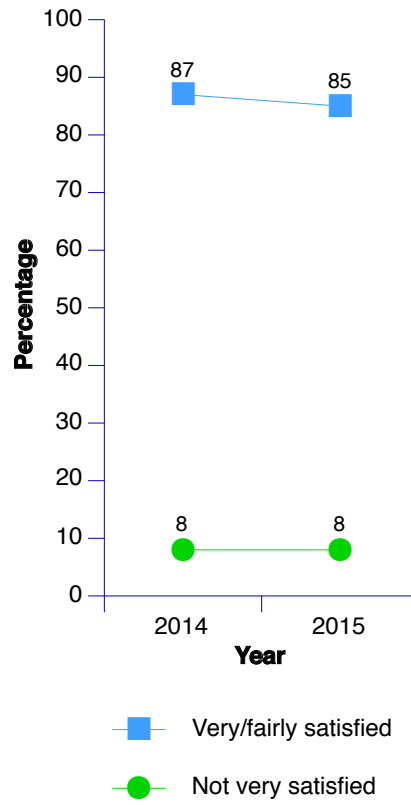
|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 61                  | 24                    | 85                         | 8                       | 7               |
| 2014                    | 62                  | 25                    | 87                         | 8                       | 5               |
| Service Provided        | 64                  | 25                    | 89                         | 8                       | 3               |
| <b>Comparison*</b>      |                     |                       |                            |                         |                 |
| Peer Group (Provincial) | 52                  | 30                    | 82                         | 10                      | 8               |
| National Average        | 56                  | 28                    | 84                         | 11                      | 5               |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane               | 68                  | 24                    | 92                         | 7                       | 1               |
| Ohope Beach             | 44                  | 51                    | 95                         | 4                       | 1               |
| Rangitaiki              | 62                  | 17                    | 79                         | 11                      | 10              |
| Taneatua                | 31                  | 24                    | 55                         | 11                      | 34              |
| Murupara                | 76                  | 20                    | 96                         | -                       | 4               |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban                   | 66                  | 25                    | 91                         | 8                       | 1               |
| Rural <sup>†</sup>      | 50                  | 21                    | 71                         | 7                       | 21              |

% read across

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

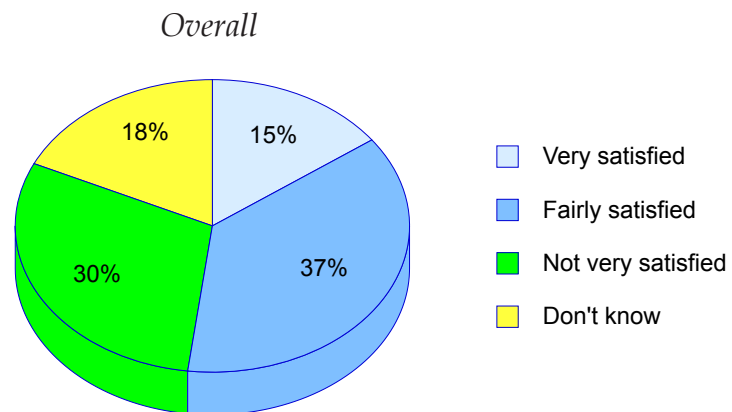
<sup>†</sup> does not add to 100% due to rounding

*Kerbside Waste Collection Service*



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 85%  
 Provided With A Regular Waste Collection Service = 89%

## *xxv. Business Promotion*



52% of residents are satisfied with business promotion (36% in 2014), while 30% are not very satisfied. 18% are unable to comment (27% in 2014).

The percent not very satisfied is similar to the Peer Group Average, on par with the National Average and 7% below the 2014 result.

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

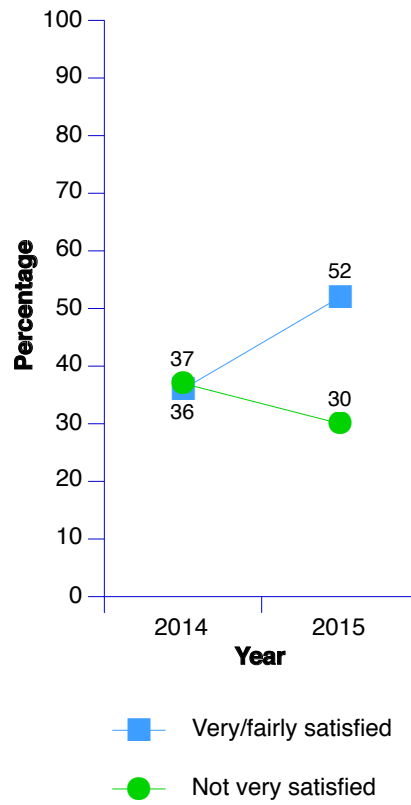
## Satisfaction With Business Promotion

|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 15                  | 37                    | 52                         | 30                      | 18              |
| 2014                    | 8                   | 28                    | 36                         | 37                      | 27              |
| <b>Comparison</b>       |                     |                       |                            |                         |                 |
| Peer Group (Provincial) | 14                  | 39                    | 53                         | 28                      | 19              |
| National Average        | 12                  | 36                    | 48                         | 25                      | 27              |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane               | 17                  | 37                    | 54                         | 30                      | 16              |
| Ohope Beach             | 6                   | 55                    | 61                         | 26                      | 13              |
| Rangitaiki              | 18                  | 41                    | 59                         | 25                      | 16              |
| Taneatua                | 12                  | 23                    | 35                         | 38                      | 27              |
| Murupara                | 4                   | 25                    | 29                         | 37                      | 34              |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>      | 15                  | 39                    | 54                         | 30                      | 17              |
| Rural                   | 15                  | 34                    | 49                         | 30                      | 21              |
| <b>Gender</b>           |                     |                       |                            |                         |                 |
| Male                    | 15                  | 33                    | 48                         | 36                      | 16              |
| Female <sup>†</sup>     | 15                  | 42                    | 57                         | 24                      | 20              |

% read across

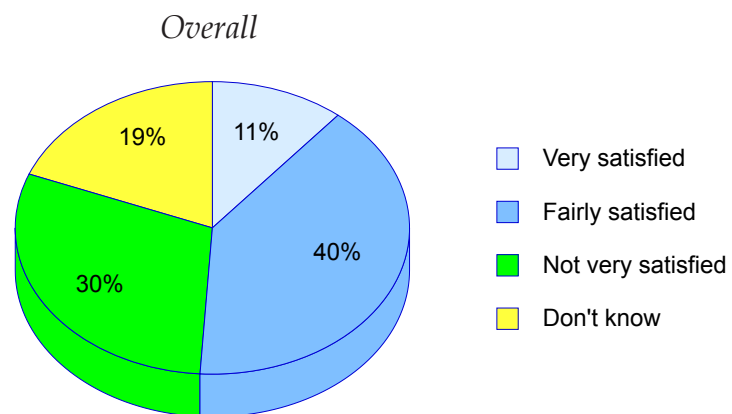
<sup>†</sup> does not add to 100% due to rounding

*Business Promotion*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 52%

### *xxvi. Council's Efforts To Attract And Retain Residents*



51% of residents overall are satisfied with Council's efforts to attract and retain residents (46% in 2014), with 30% being not very satisfied (26% in 2014). 19% are unable to comment (28% in 2014).

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

Men are **more** likely to be not very satisfied, than women.



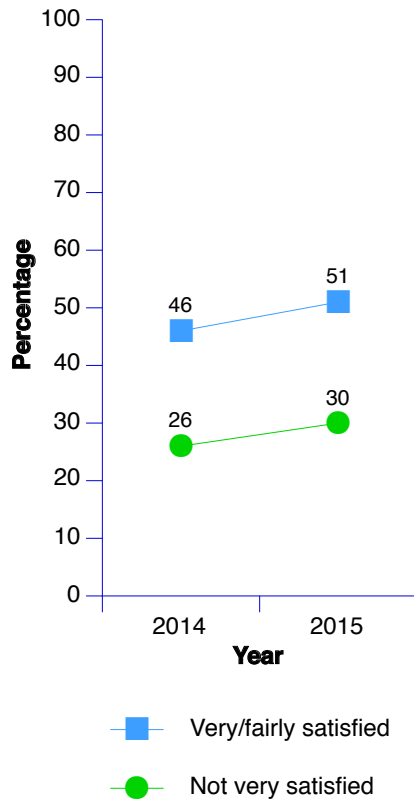
### Satisfaction With Council's Efforts To Attract And Retain Residents

|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 11                  | 40                    | 51                         | 30                      | 19              |
| 2014                    | 6                   | 40                    | 46                         | 26                      | 28              |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane               | 13                  | 39                    | 52                         | 32                      | 16              |
| Ohope Beach             | 1                   | 62                    | 63                         | 19                      | 18              |
| Rangitaiki <sup>†</sup> | 10                  | 49                    | 59                         | 27                      | 13              |
| Taneatua <sup>†</sup>   | 17                  | 18                    | 35                         | 27                      | 37              |
| Murupara                | -                   | 19                    | 19                         | 41                      | 40              |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban                   | 10                  | 41                    | 51                         | 30                      | 19              |
| Rural                   | 11                  | 39                    | 50                         | 29                      | 21              |
| <b>Gender</b>           |                     |                       |                            |                         |                 |
| Male <sup>†</sup>       | 10                  | 40                    | 50                         | 35                      | 16              |
| Female                  | 11                  | 41                    | 52                         | 25                      | 23              |

% read across

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

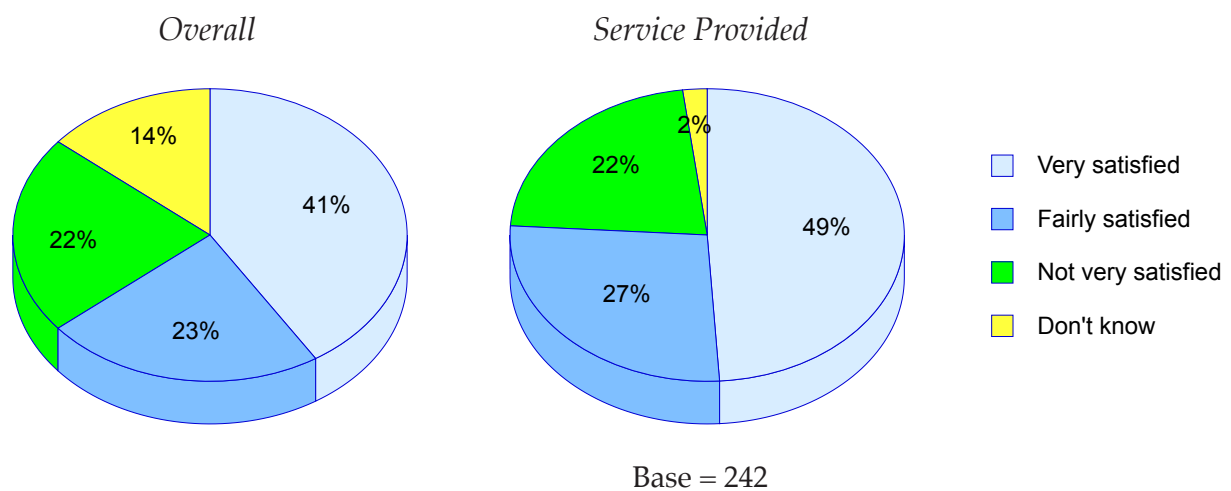
*Council's Efforts To Attract And Retain Residents*



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

## *xxvii. Water Supply*

### 1. The Quality Of Drinking Water



64% of residents are satisfied with the quality of drinking water (58% in 2014), including 41% who are very satisfied (27% in 2014). 22% are not very satisfied (27% in 2014) and 14% are unable to comment.

80% of residents receive a piped supply (77% in 2014). Of these, 76% are satisfied and 22% are not very satisfied.

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

- Ohope Beach Community Board residents,
- men.

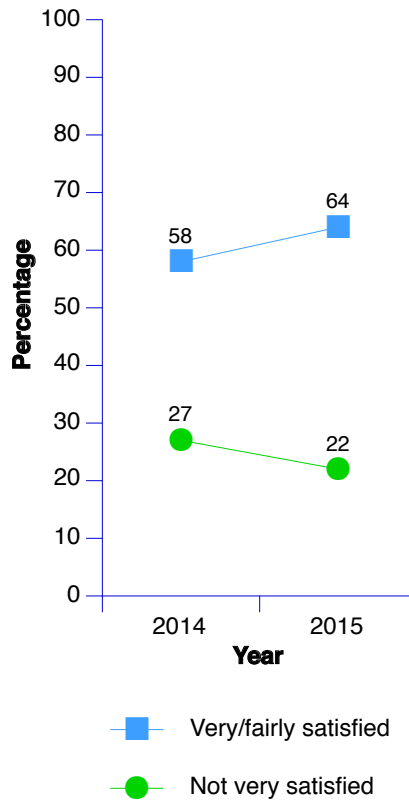
## Satisfaction With Quality Of Drinking Water

|                          | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>           |                     |                       |                            |                         |                 |
| Total District 2015      | 41                  | 23                    | <b>64</b>                  | 22                      | 14              |
| 2014                     | 27                  | 31                    | <b>58</b>                  | 27                      | 15              |
| Service Provided         | 49                  | 27                    | <b>76</b>                  | 22                      | 2               |
| <b>Community Board</b>   |                     |                       |                            |                         |                 |
| Whakatane <sup>†</sup>   | 39                  | 34                    | <b>73</b>                  | 26                      | 2               |
| Ohope Beach <sup>†</sup> | 36                  | 16                    | <b>52</b>                  | 41                      | 6               |
| Rangitaiki               | 45                  | 16                    | <b>61</b>                  | 16                      | 23              |
| Taneatua                 | 29                  | 14                    | <b>43</b>                  | 22                      | 35              |
| Murupara                 | 53                  | 14                    | <b>67</b>                  | -                       | 33              |
| <b>Area</b>              |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>       | 46                  | 29                    | <b>75</b>                  | 22                      | 2               |
| Rural                    | 27                  | 10                    | <b>37</b>                  | 20                      | 43              |
| <b>Gender</b>            |                     |                       |                            |                         |                 |
| Male                     | 36                  | 22                    | <b>58</b>                  | 29                      | 13              |
| Female                   | 45                  | 24                    | <b>69</b>                  | 16                      | 15              |

% read across

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

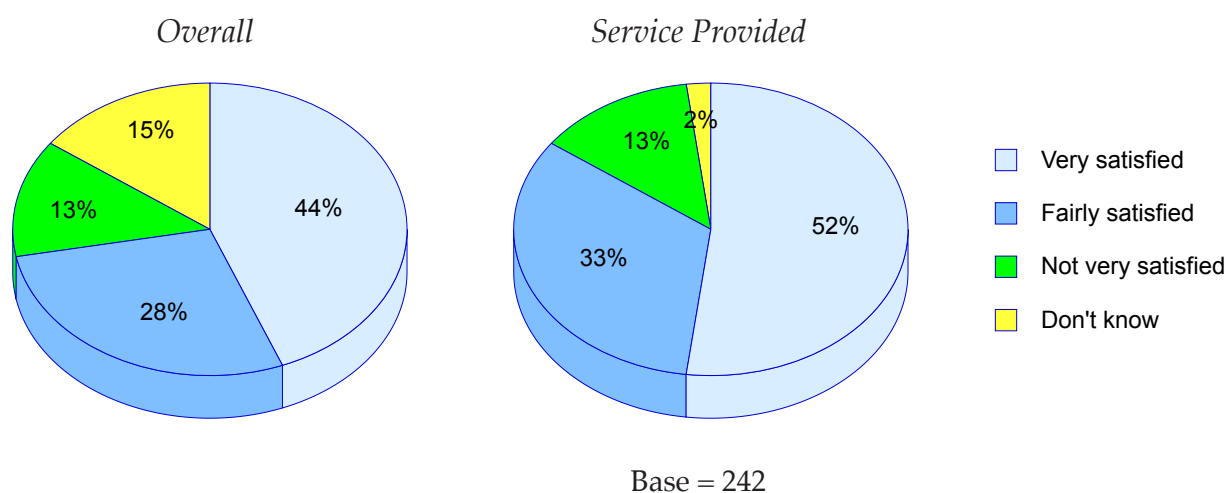
*Quality Of Drinking Water*



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%  
Service Provided = 76%

## 2. Water Supply Overall



72% of residents are satisfied with water supply overall (66% in 2014), including 44% who are very satisfied (29% in 2014). 13% are not very satisfied and 15% are unable to comment.

Whakatane District residents are on par with Peer Group counterparts and residents nationwide, with regards to the percent not very satisfied with the water supply and 6% below the 2014 reading.

Of those residents provided with a piped water supply, 85% are satisfied and 13% are not very satisfied.

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

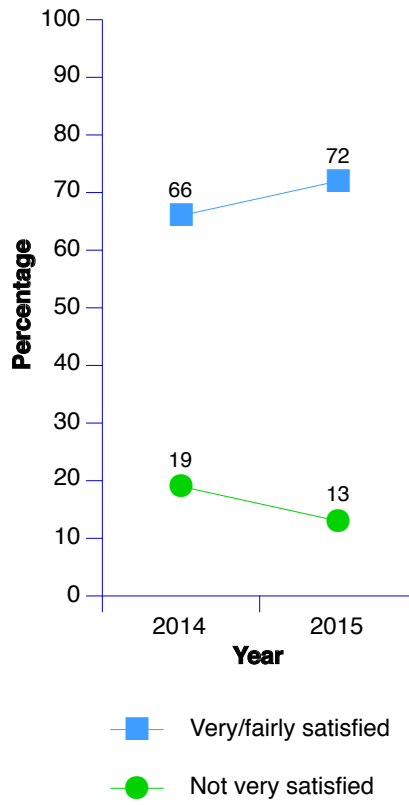
## Satisfaction With Water Supply Overall

|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 44                  | 28                    | 72                         | 13                      | 15              |
| 2014                    | 29                  | 37                    | 66                         | 19                      | 15              |
| Service Provided        | 52                  | 33                    | 85                         | 13                      | 2               |
| <b>Comparison</b>       |                     |                       |                            |                         |                 |
| Peer Group (Provincial) | 46                  | 33                    | 79                         | 8                       | 13              |
| National Average        | 48                  | 35                    | 83                         | 9                       | 8               |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane <sup>†</sup>  | 43                  | 37                    | 80                         | 18                      | 2               |
| Ohope Beach             | 56                  | 30                    | 86                         | 12                      | 2               |
| Rangitaiki              | 45                  | 21                    | 66                         | 6                       | 28              |
| Taneatua                | 27                  | 22                    | 49                         | 19                      | 32              |
| Murupara                | 53                  | 14                    | 67                         | -                       | 33              |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban                   | 50                  | 35                    | 85                         | 13                      | 2               |
| Rural                   | 29                  | 12                    | 41                         | 12                      | 47              |
| <b>Gender</b>           |                     |                       |                            |                         |                 |
| Male                    | 37                  | 32                    | 89                         | 17                      | 14              |
| Female <sup>†</sup>     | 51                  | 25                    | 76                         | 9                       | 16              |

% read across

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

*Water Supply Overall*



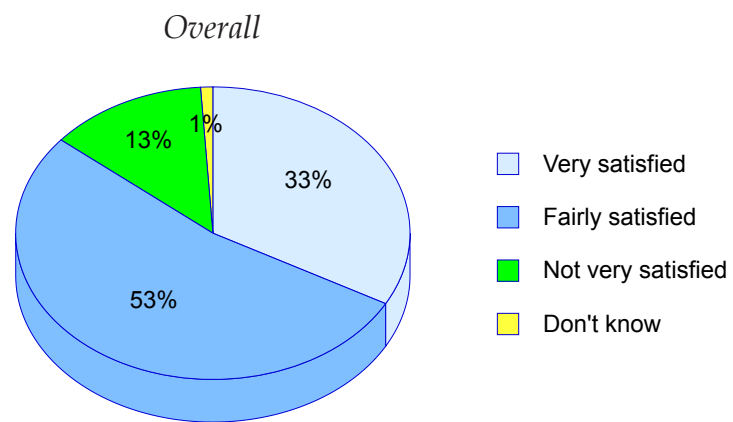
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 72%  
Service Provided = 85%



### *xxviii. Roads (excluding State Highways 2 and 30)*

#### 1. Safety Of Council Roding



86% of residents are satisfied with the safety of Council roads, including 33% who are very satisfied (25% in 2014), while 13% are not very satisfied.

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

- Rural residents,
- NZ Maori residents.

## Satisfaction With Safety Of Council Roads

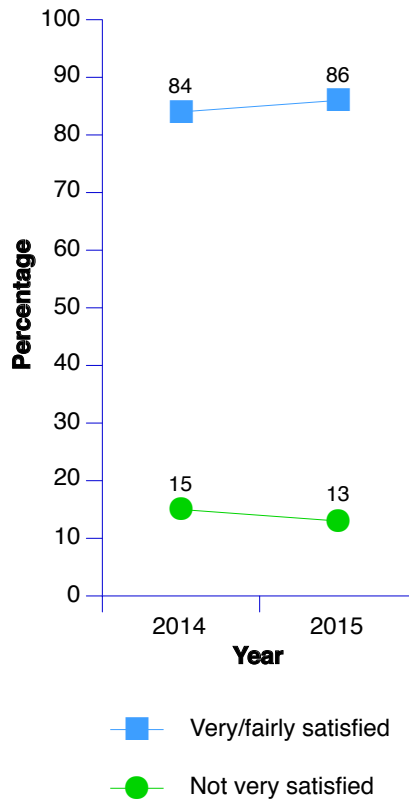
|                          | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>          |                     |                       |                            |                         |                 |
| Total District 2015      | 33                  | 53                    | <b>86</b>                  | 13                      | 1               |
| 2014 <sup>†</sup>        | 25                  | 59                    | <b>84</b>                  | 15                      | -               |
| <b>Community Board</b>   |                     |                       |                            |                         |                 |
| Whakatane                | 38                  | 52                    | <b>90</b>                  | 9                       | 1               |
| Ohope Beach <sup>†</sup> | 39                  | 55                    | <b>94</b>                  | 5                       | -               |
| Rangitaiki               | 28                  | 57                    | <b>85</b>                  | 15                      | -               |
| Taneatua                 | 25                  | 50                    | <b>75</b>                  | 25                      | -               |
| Murupara                 | 24                  | 47                    | <b>71</b>                  | 23                      | 6               |
| <b>Area</b>              |                     |                       |                            |                         |                 |
| Urban                    | 34                  | 56                    | <b>90</b>                  | 9                       | 1               |
| Rural                    | 29                  | 47                    | <b>76</b>                  | <b>24</b>               | -               |
| <b>Ethnicity</b>         |                     |                       |                            |                         |                 |
| NZ European <sup>†</sup> | <b>36</b>           | 54                    | <b>90</b>                  | 11                      | -               |
| NZ Maori                 | 24                  | 49                    | <b>73</b>                  | <b>23</b>               | 4               |

% read across

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

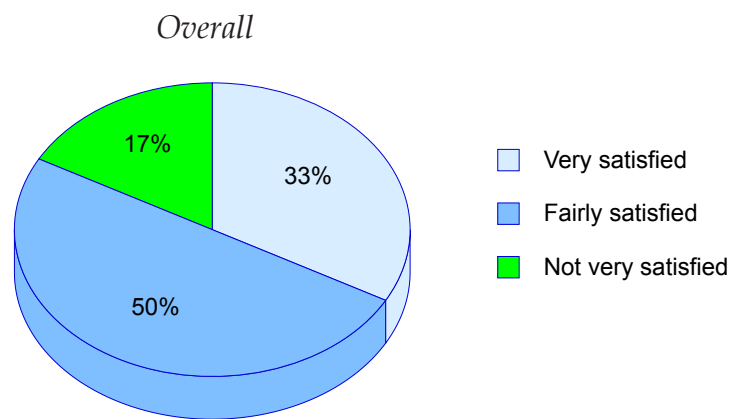
<sup>†</sup> does not add to 100% due to rounding

*Safety Of Council Roding*



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

## 2. Maintained To An Appropriate Standard?



83% of residents overall are satisfied that roads are being maintained to an appropriate standard, including 33% who are very satisfied (25% in 2014), while 17% are not very satisfied.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents very satisfied.

### Satisfaction That Roads Are Maintained To An Appropriate Standard

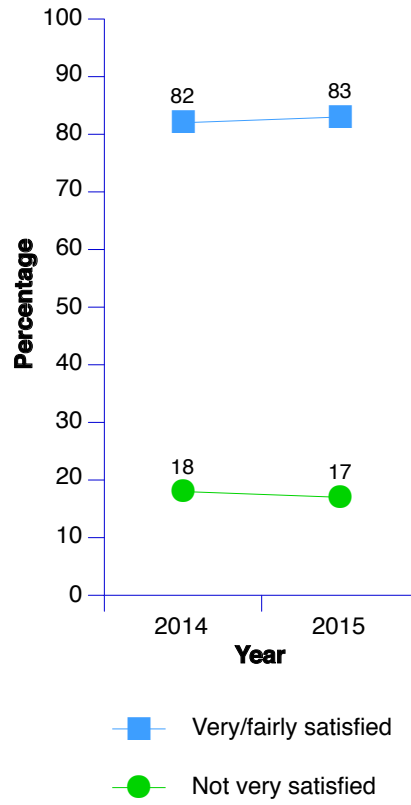
|                        | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall*</b>        |                     |                       |                            |                         |                 |
| Total District 2015    | 33                  | 50                    | <b>83</b>                  | 17                      | -               |
| 2014                   | 25                  | 57                    | <b>82</b>                  | 18                      | -               |
| <b>Community Board</b> |                     |                       |                            |                         |                 |
| Whakatane              | 36                  | 48                    | <b>84</b>                  | 15                      | 1               |
| Ohope Beach            | 38                  | 46                    | <b>84</b>                  | 16                      | -               |
| Rangitaiki             | 31                  | 52                    | <b>83</b>                  | 17                      | -               |
| Taneatua <sup>†</sup>  | 25                  | 53                    | <b>78</b>                  | 23                      | -               |
| Murupara               | 25                  | 58                    | <b>83</b>                  | 17                      | -               |
| <b>Area</b>            |                     |                       |                            |                         |                 |
| Urban <sup>†</sup>     | 34                  | 50                    | <b>84</b>                  | 15                      | -               |
| Rural                  | 29                  | 51                    | <b>80</b>                  | 20                      | -               |

% read across

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

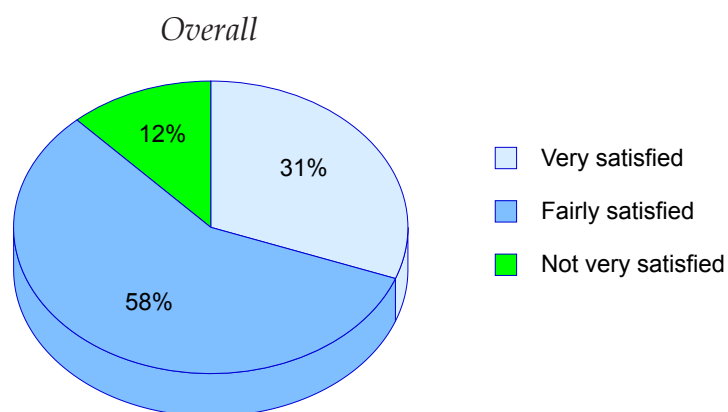
<sup>†</sup> does not add to 100% due to rounding

*Maintained To An Appropriate Standard?*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 83%

### 3. Council Roads Overall



89% of residents are satisfied with Council roads overall, including 31% who are very satisfied (23% in 2014), while 12% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages, and on par with the 2014 reading.

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

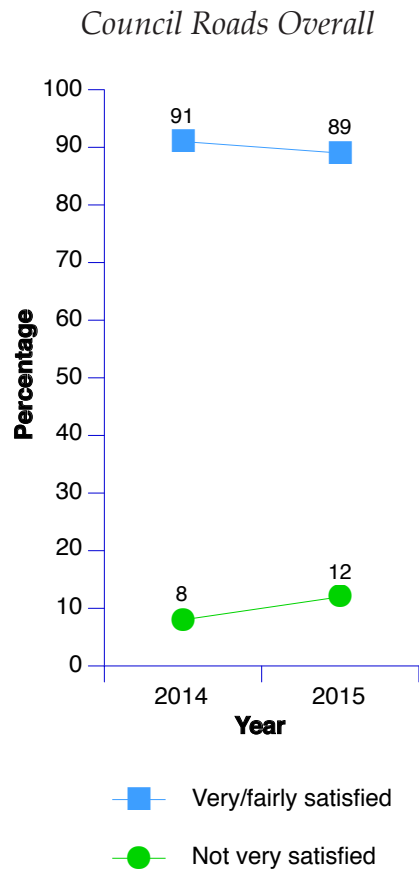
## Satisfaction With Council Roads Overall

|                            | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|----------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall<sup>†</sup></b> |                     |                       |                            |                         |                 |
| Total District 2015        | 31                  | 58                    | <b>89</b>                  | 12                      | -               |
| 2014                       | 23                  | 68                    | <b>91</b>                  | 8                       | -               |
| <b>Comparison</b>          |                     |                       |                            |                         |                 |
| Peer Group (Provincial)    | 15                  | 57                    | <b>72</b>                  | 28                      | -               |
| National Average           | 20                  | 58                    | <b>78</b>                  | 21                      | 1               |
| <b>Community Board</b>     |                     |                       |                            |                         |                 |
| Whakatane                  | 34                  | 56                    | <b>90</b>                  | 10                      | -               |
| Ohope Beach                | 39                  | 56                    | <b>95</b>                  | 5                       | -               |
| Rangitaiki                 | 27                  | 59                    | <b>86</b>                  | 14                      | -               |
| Taneatua                   | 25                  | 59                    | <b>84</b>                  | 16                      | -               |
| Murupara <sup>†</sup>      | 22                  | 64                    | <b>86</b>                  | 15                      | -               |
| <b>Area<sup>†</sup></b>    |                     |                       |                            |                         |                 |
| Urban                      | 32                  | 57                    | <b>89</b>                  | 10                      | -               |
| Rural                      | 26                  | 59                    | <b>85</b>                  | 16                      | -               |
| <b>Ethnicity</b>           |                     |                       |                            |                         |                 |
| NZ European                | 32                  | 58                    | <b>90</b>                  | 10                      | -               |
| NZ Maori <sup>†</sup>      | 22                  | 58                    | <b>80</b>                  | 19                      | -               |

% read across

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



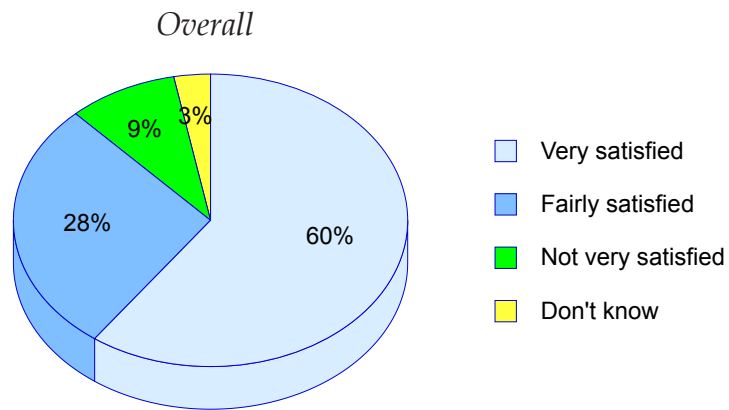


Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 89%

## 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*



88% of residents are satisfied with walking and cycling facilities in the District (82% in 2014), including 60% who are very satisfied (52% in 2014). 9% are not very satisfied and 3% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is on par with the 2014 result.

Murupara Community Board residents are more likely, than other Community Board residents, to be not very satisfied with walking and cycling facilities in the District.

### Satisfaction With Walking And Cycling Facilities In The District

|                          | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>           |                     |                       |                            |                         |                 |
| Total District 2015      | 60                  | 28                    | <b>88</b>                  | 9                       | 3               |
| 2014                     | 52                  | 30                    | <b>82</b>                  | 12                      | 6               |
| <b>Community Board</b>   |                     |                       |                            |                         |                 |
| Whakatane                | 64                  | 30                    | <b>94</b>                  | 5                       | 1               |
| Ohope Beach <sup>†</sup> | 66                  | 29                    | <b>95</b>                  | 3                       | 1               |
| Rangitaiki               | 68                  | 24                    | <b>92</b>                  | 6                       | 2               |
| Taneatua                 | 47                  | 36                    | <b>83</b>                  | 11                      | 6               |
| Murupara                 | 21                  | 23                    | <b>44</b>                  | 40                      | 16              |
| <b>Area</b>              |                     |                       |                            |                         |                 |
| Urban                    | 62                  | 27                    | <b>89</b>                  | 7                       | 4               |
| Rural <sup>†</sup>       | 57                  | 29                    | <b>86</b>                  | 11                      | 2               |

% read across

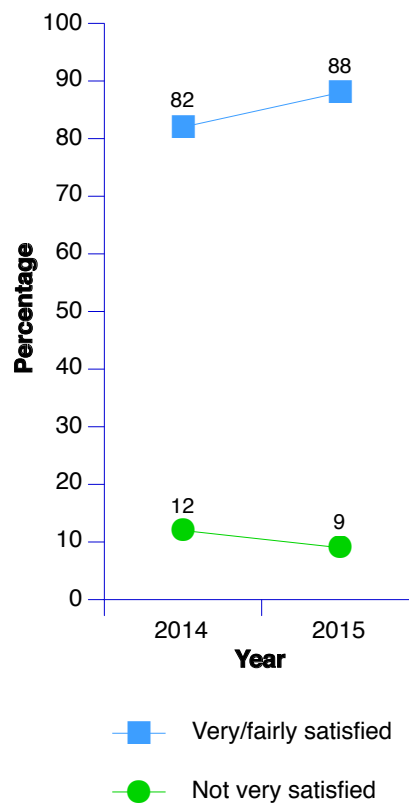
<sup>†</sup> does not add to 100% due to rounding

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, mentioned by 3% of all residents,
- don't have any (unspecified), 3%.

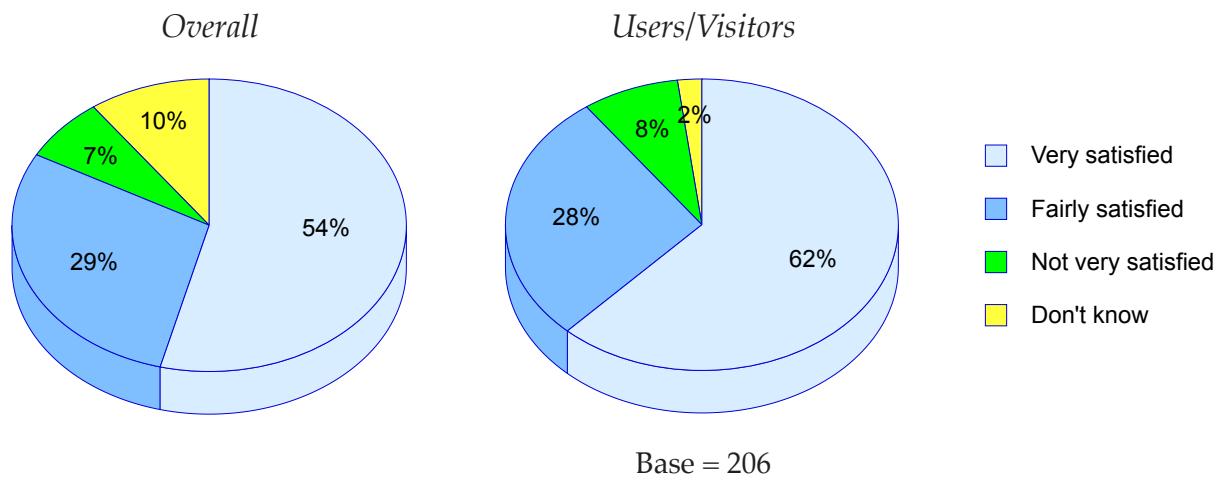
\* multiple responses allowed

*Walking And Cycling Facilities In The District*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 88%

## ii. Playgrounds



83% of Whakatane District residents are satisfied with playgrounds, including 54% who are very satisfied (40% in 2014), with 7% being very satisfied. 10% are unable to comment (17% in 2014).

The percent not very satisfied is on par with the Peer Group and National Average readings for sportsfields and playgrounds and similar to the 2014 result.

73% of households have used or visited a public playground in the last 12 months. Of these, 90% are satisfied with these facilities and 8% are not very satisfied.

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

- Murupara Community Board residents,
- NZ Maori residents.

## Satisfaction With Playgrounds

|                         | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|-------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>          |                     |                       |                            |                         |                 |
| Total District 2015     | 54                  | 29                    | 83                         | 7                       | 10              |
| 2014                    | 40                  | 35                    | 75                         | 8                       | 17              |
| Users/Visitors          | 62                  | 28                    | 90                         | 8                       | 2               |
| <b>Comparison*</b>      |                     |                       |                            |                         |                 |
| Peer Group (Provincial) | 58                  | 31                    | 89                         | 4                       | 7               |
| National Average        | 54                  | 34                    | 88                         | 4                       | 8               |
| <b>Community Board</b>  |                     |                       |                            |                         |                 |
| Whakatane               | 61                  | 25                    | 86                         | 6                       | 8               |
| Ohope Beach             | 64                  | 31                    | 95                         | -                       | 5               |
| Rangitaiki <sup>†</sup> | 55                  | 31                    | 86                         | 5                       | 10              |
| Taneatua                | 51                  | 43                    | 94                         | 3                       | 3               |
| Murupara <sup>†</sup>   | 9                   | 23                    | 32                         | 36                      | 33              |
| <b>Area</b>             |                     |                       |                            |                         |                 |
| Urban                   | 57                  | 27                    | 84                         | 8                       | 8               |
| Rural                   | 47                  | 34                    | 81                         | 6                       | 13              |
| <b>Ethnicity</b>        |                     |                       |                            |                         |                 |
| NZ European             | 59                  | 27                    | 86                         | 4                       | 10              |
| NZ Maori <sup>†</sup>   | 40                  | 34                    | 74                         | 20                      | 7               |

% read across

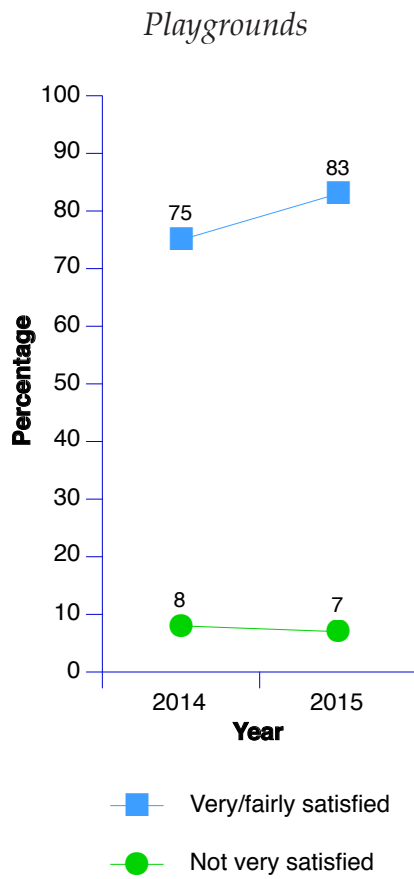
\* Peer Group and National Average readings are based on rating for sportsfields **and** playgrounds

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

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

- old/rundown/need upgrading/improving, mentioned by 4% of all residents,
- need more/better equipment, 2%.

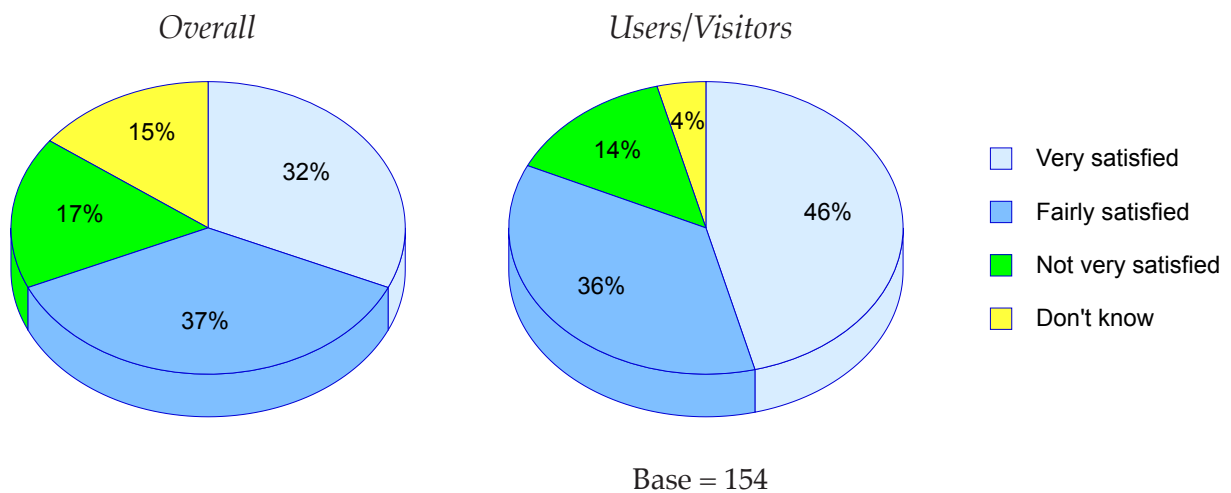
\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 83%  
 Users/Visitors = 90%

### iii. Public Swimming Pools



69% of residents are satisfied with public swimming pools (63% in 2014), including 32% who are very satisfied (27% in 2014), with 17% being not very satisfied. 15% are unable to comment (21% in 2014).

The percent not very satisfied is on par with the Peer Group Average, slightly above the National Average and similar to the 2014 result.

57% of households have used / visited a public swimming pool in the District in the last 12 months. Of these residents, 82% are satisfied with these facilities (75% in 2014) and 14% are not very satisfied (22% in 2014).

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 residents aged 45 to 64 years are slightly more likely to feel this way, than other age groups.



## Satisfaction With Public Swimming Pools

|                                      | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Overall</b>                       |                     |                       |                            |                         |                 |
| Total District 2015 <sup>†</sup>     | 32                  | 37                    | 69                         | 17                      | 15              |
| 2014                                 | 27                  | 36                    | 63                         | 16                      | 21              |
| Users/Visitors                       | 46                  | 36                    | 82                         | 14                      | 4               |
| <b>Comparison</b>                    |                     |                       |                            |                         |                 |
| Peer Group (Provincial) <sup>†</sup> | 40                  | 29                    | 69                         | 12                      | 20              |
| National Average                     | 38                  | 31                    | 69                         | 10                      | 21              |
| <b>Community Board</b>               |                     |                       |                            |                         |                 |
| Whakatane                            | 37                  | 38                    | 75                         | 15                      | 10              |
| Ohope Beach                          | 37                  | 36                    | 73                         | 12                      | 15              |
| Rangitaiki                           | 28                  | 26                    | 54                         | 24                      | 22              |
| Taneatua                             | 24                  | 49                    | 73                         | 11                      | 16              |
| Murupara                             | 22                  | 52                    | 74                         | 11                      | 15              |
| <b>Area</b>                          |                     |                       |                            |                         |                 |
| Urban                                | 35                  | 37                    | 72                         | 15                      | 13              |
| Rural                                | 24                  | 36                    | 60                         | 21                      | 19              |
| <b>Age</b>                           |                     |                       |                            |                         |                 |
| 18-44 years                          | 40                  | 38                    | 78                         | 13                      | 9               |
| 45-64 years                          | 25                  | 37                    | 62                         | 24                      | 14              |
| 65+ years                            | 28                  | 33                    | 61                         | 11                      | 28              |

% read across

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

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

- pool poorly built/poor ventilation/ongoing problems/money spent,
- chlorine smell too strong/chlorine fumes,
- poor standard/need upgrading/improving/better maintenance.

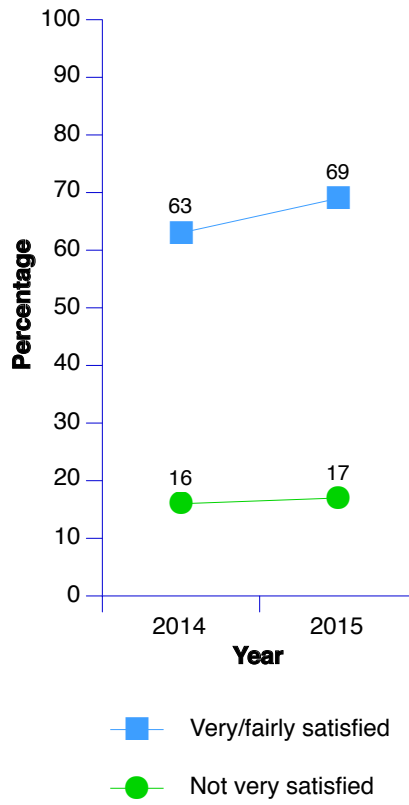
### Summary Table:

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

|   | Total<br>District<br>2015<br>% | Community Board     |                     |                      |                    |                    |
|---|--------------------------------|---------------------|---------------------|----------------------|--------------------|--------------------|
|   |                                | Whaka-<br>tane<br>% | Ohope<br>Beach<br>% | Rangi-<br>taiki<br>% | Tane-<br>atua<br>% | Muru-<br>para<br>% |
| <b>Percent Who Mention ...</b>                                      |                                |                     |                     |                      |                    |                    |
| Pool poorly built/poor ventilation/<br>ongoing problems/money spent | <b>7</b>                       | 9                   | 3                   | -                    | 3                  | -                  |
| Chlorine smell too strong/chlorine fumes                            | <b>5</b>                       | 6                   | 2                   | 6                    | 9                  | -                  |
| Poor standard/need upgrading/improving/<br>better maintenance       | <b>4</b>                       | 3                   | 3                   | 5                    | 3                  | 1                  |

\* multiple responses allowed

*Public Swimming Pools*



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 69%

Users/Visitors = 82%

### 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**

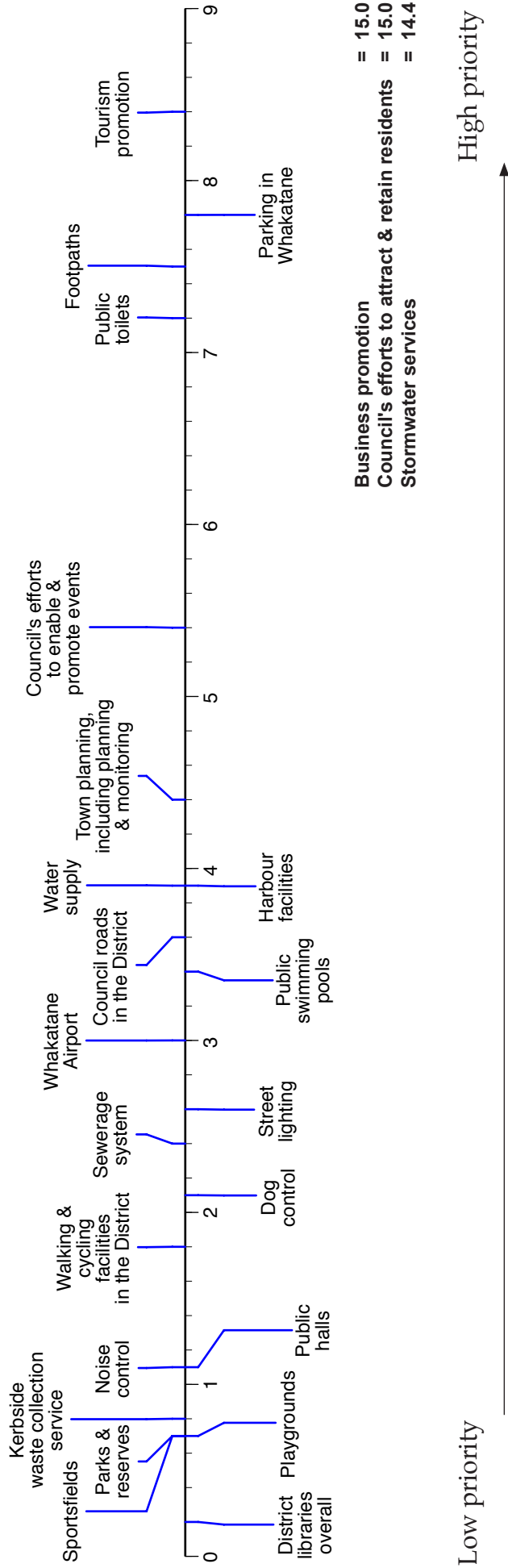
|   | More<br>% | About<br>the<br>Same<br>% | Less<br>% | Don't<br>Know<br>% |
|---|-----------|---------------------------|-----------|--------------------|
| Business promotion  | 56        | 33                        | 5         | 6                  |
| Council's efforts to attract and retain residents <sup>†</sup>        | 49        | 38                        | 6         | 8                  |
| Tourism promotion <sup>†</sup>  | 45        | 45                        | 6         | 5                  |
| Stormwater services   | 42        | 48                        | 1         | 9                  |
| Council's efforts to enable and promote events                        | 35        | 57                        | 4         | 4                  |
| Parking in Whakatane  | 31        | 57                        | 7         | 5                  |
| Council roads in the District <sup>†</sup>                            | 30        | 65                        | 4         | 2                  |
| Footpaths <sup>†</sup>  | 30        | 64                        | 3         | 4                  |
| Public toilets  | 30        | 61                        | 2         | 7                  |
| Harbour facilities including the port and the surrounding environment | 30        | 55                        | 5         | 10                 |
| Water supply  | 25        | 64                        | 2         | 9                  |
| Walking and cycling facilities in the District                        | 25        | 64                        | 8         | 3                  |
| Public swimming pools <sup>†</sup>                                    | 23        | 64                        | 7         | 7                  |
| Street lighting   | 22        | 70                        | 1         | 7                  |
| Town planning including planning and monitoring services              | 22        | 50                        | 10        | 18                 |
| Dog control   | 19        | 65                        | 7         | 9                  |
| Whakatane Airport   | 19        | 62                        | 4         | 15                 |
| Public halls  | 16        | 74                        | 3         | 7                  |
| Sewerage system   | 15        | 71                        | 1         | 13                 |
| Playgrounds <sup>†</sup>  | 14        | 79                        | 2         | 6                  |
| Parks and reserves  | 12        | 85                        | 2         | 1                  |
| District libraries overall  | 11        | 76                        | 5         | 8                  |
| Kerbside waste collection service                                     | 10        | 84                        | 2         | 4                  |
| Noise control   | 10        | 69                        | 6         | 15                 |
| Sportsfields <sup>†</sup>   | 9         | 81                        | 4         | 5                  |

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

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

|   | Total District 2015 % | Community Board |               |              |            |            |
|---|-----------------------|-----------------|---------------|--------------|------------|------------|
|   |                       | Whakatane %     | Ohope Beach % | Rangitaiki % | Tanetaua % | Murupara % |
| <b>Percent Who Mention ...</b>                    |                       |                 |               |              |            |            |
| Business promotion                                | 56                    | 54              | 59            | 58           | 46         | 63         |
| Council's efforts to attract and retain residents | 49                    | 48              | 54            | 51           | 33         | 60         |
| Tourism promotion                                 | 45                    | 45              | 55            | 40           | 32         | 57         |
| Stormwater services                               | 42                    | 42              | 63            | 40           | 51         | 8          |
| Council's efforts to enable and promote events    | 35                    | 37              | 43            | 31           | 26         | 35         |
| Parking in Whakatane                              | 31                    | 25              | 52            | 46           | 23         | 1          |
| Council roads in the District                     | 30                    | 31              | 17            | 34           | 31         | 17         |
| Footpaths   | 30                    | 40              | 21            | 19           | 23         | 30         |
| Public toilets                                    | 30                    | 23              | 24            | 33           | 32         | 55         |
| Harbour facility                                  | 30                    | 29              | 41            | 35           | 27         | 9          |

**D. SPEND PRIORITY FOR SERVICES/FACILITIES**



**Spend Priority Factor**  
 (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 2015, business promotion, Council's efforts to attract and retain residents, stormwater services and tourism promotion are the top priorities for Council in terms of spend, while District libraries overall, sportsfields, playgrounds and parks and reserves are the lowest priorities in terms of spend.



## 2. COUNCIL POLICY AND DIRECTION

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

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

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

This was asked in order to gauge the level of support 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.

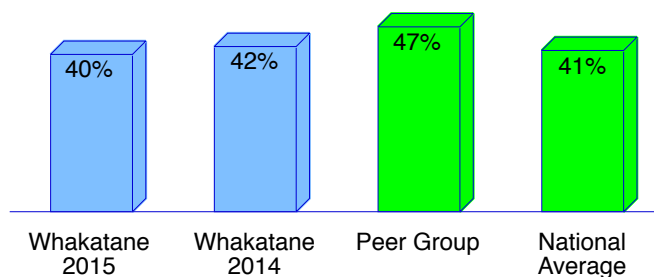
**A. RECENT ACTIONS, DECISIONS OR MANAGEMENT APPROVE OF**

Overall, 40% of Whakatane District residents have in mind a recent Council action, decision or management they approve of. This reading is slightly below the Peer Group Average and similar to the National Average and the 2014 reading.

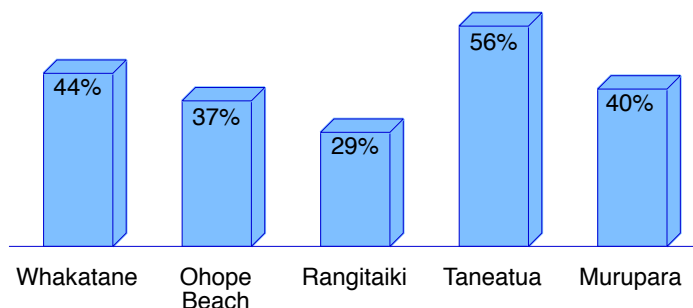
There are no notable differences between Community Board residents and socio-economic groups in terms of those residents who have in mind an action / decision / management they approve of. However, it appears that the following residents are slightly more likely to feel this way ...

- Rural residents,
- residents aged 45 to 64 years,
- residents with an annual household income of \$40,000 or more,
- longer term residents, those living in the District more than 10 years.

*Percent Approving - Comparison*

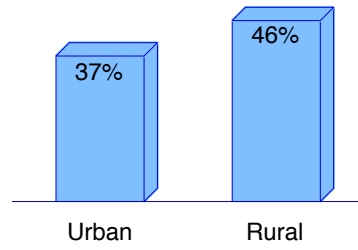


*Percent Approving - By Community Board*

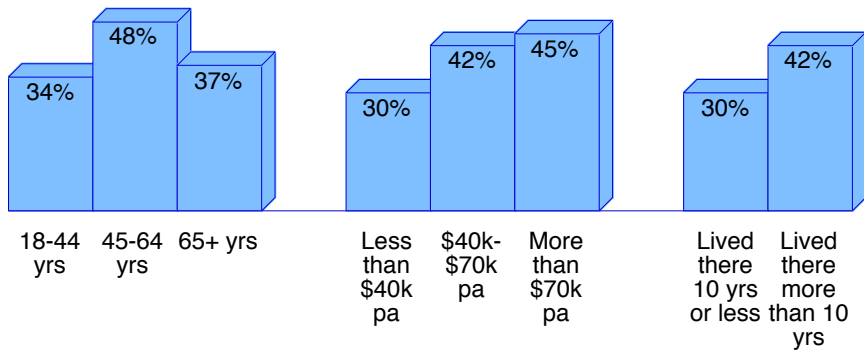




*Percent Approving - By Area*



*Percent Approving - Comparing Different Types Of Residents*



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

- keeping the airport/air service going,
- appearance of town/beautification/clean and tidy,
- opening up the Strand area/redevelopment of town centre,
- Council/Community Board do a good job/good service,
- walkways/river walks.

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

|   | Total<br>District<br>2015<br>% | Community Board     |                     |                      |                    |                    |
|---|--------------------------------|---------------------|---------------------|----------------------|--------------------|--------------------|
|   |                                | Whaka-<br>tane<br>% | Ohope<br>Beach<br>% | Rangi-<br>taiki<br>% | Tane-<br>atua<br>% | Muru-<br>para<br>% |
| <b>Percent Who Mention ...</b>                                      |                                |                     |                     |                      |                    |                    |
| Keeping the airport/air service going                               | <b>6</b>                       | 7                   | 6                   | 4                    | 15                 | -                  |
| Appearance of town/beautification/<br>clean and tidy                | <b>4</b>                       | 5                   | 3                   | 4                    | 9                  | -                  |
| Opening up the Strand area/<br>redevelopment of town centre         | <b>4</b>                       | 4                   | -                   | 5                    | 7                  | -                  |
| Council/Community Board do a good job/<br>good service <sup>†</sup> | <b>4</b>                       | 1                   | 18                  | 3                    | -                  | 12                 |
| Walkways/river walks  | <b>4</b>                       | 6                   | 3                   | 1                    | -                  | 6                  |

NB: refer to page 137

<sup>†</sup> 1% of residents mention 'Council performance' as an issue they **disapprove** of

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

- good communication/keep us informed/involvement with community,

by 2% ...

- harbour upkeep/improvement around Heads,
- Anzac Day commemorations,
- Library/Exhibition Centre,
- good financial management/held rates at a reasonable level,
- parks/reserves/sportsgrounds/playgrounds,

by 1% ...

- improved roading/roading issues,
- stormwater/flooding,
- cycling facilities,
- promotion of area/tourism,
- dog control,
- rubbish disposal.

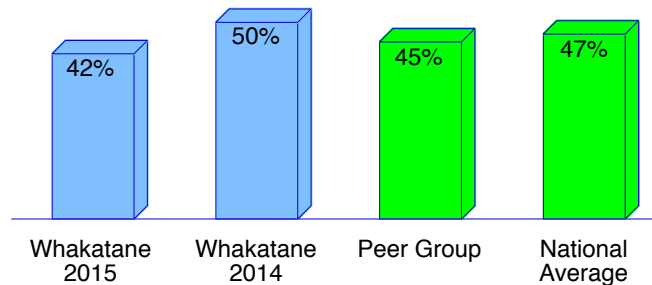
## B. RECENT COUNCIL ACTIONS, DECISIONS OR MANAGEMENT RESIDENTS DISAPPROVE OF

Overall, 42% of Whakatane District residents have in mind a recent Council action, decision or management they disapprove of (50% in 2014). This is on par with the Peer Group and National Averages.

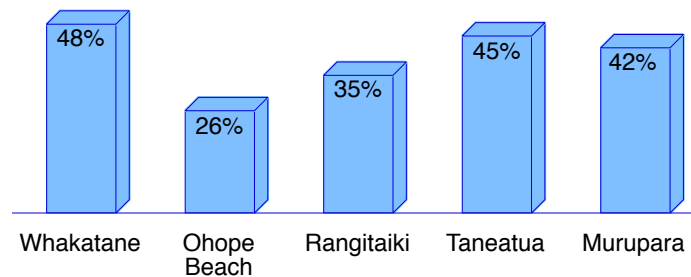
Residents **more** likely to have in mind a recent Council action, decision or management they disapprove are ...

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

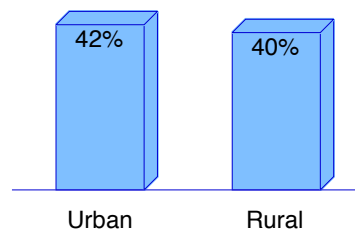
*Percent Disapproving - Comparison*



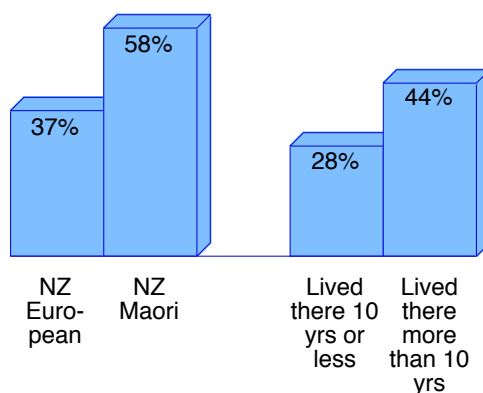
*Percent Disapproving - By Community Board*



*Percent Disapproving - By Area*



*Percent Disapproving - Comparing Different Types Of Residents*



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

- stormwater/flooding issues,
- spending ratepayers' money/waste money/spend too much on themselves,
- appearance of town/beautification/tidying up.

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

|   | Total District 2015 % | Community Board |               |              |            |            |
|---|-----------------------|-----------------|---------------|--------------|------------|------------|
|   |                       | Whakataane %    | Ohope Beach % | Rangitaiki % | Tanetaua % | Murupara % |
| <b>Percent Who Mention ...</b>  |                       |                 |               |              |            |            |
| Stormwater/flooding issues*   | 6                     | 8               | -             | 5            | 6          | -          |
| Spending ratepayers' money/waste money/spend too much on themselves <sup>††</sup> | 4                     | 6               | 3             | 3            | 3          | -          |
| Appearance of town/beautification/tidying up <sup>†</sup>                         | 4                     | 4               | 1             | 6            | -          | 2          |

NB: refer to page 134

\* 1% of residents mention 'stormwater/flooding' as an issue they **approve** of

<sup>†</sup> 4% of residents mention 'appearance of town/beautification/clean and tidy' as an issue they **approve** of

<sup>††</sup> 2% of residents mention 'good financial management/held rates at a reasonable level' as an issue they **approve** of

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

- roading / traffic issues,
- rates too high / increases / too high for services received,
- rubbish collection / disposal / charges,
- sewerage issues,
- demolishing buildings for the Gap,

by 2% ...

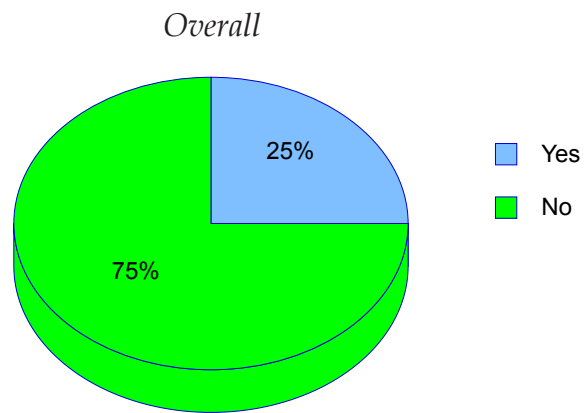
- town planning issues / subdivision / zoning / development,
- housing / sale of housing / lack of affordable housing / rentals,
- water supply issues,
- need to encourage / expand / support business,

by 1% ...

- building / consent process / inspections / cost,
- Council performance,
- lack of footpaths / poorly maintained,
- lack of progress with retirement village,
- street lighting,
- lack of communication / information / consultation / don't listen,
- animal / dog control issues,
- public toilets,
- environmental issues.



### 3. CONTACT WITH COUNCIL

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

25% of Whakatane residents say they have contacted a Councillor or the Mayor in the last 12 months (18% in 2014). This is on par with the Peer Group and National Averages.

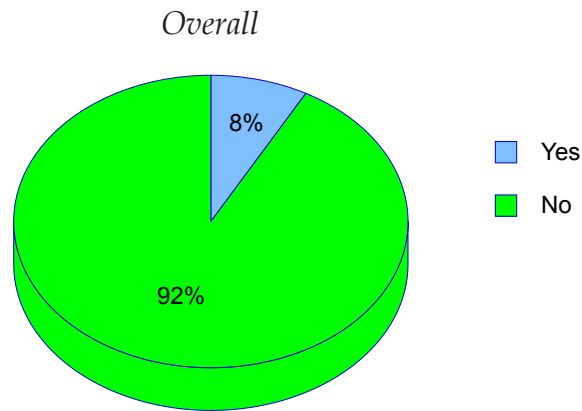
Ohope Beach Community Board residents are more likely to say 'Yes', than other Community Board residents.



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

|                         | Contacted? |         |             |
|-------------------------|------------|---------|-------------|
|                         | Yes<br>%   | No<br>% | Unsure<br>% |
| <b>Overall</b>          |            |         |             |
| Total District 2015     | 25         | 75      | -           |
| 2014                    | 18         | 82      | -           |
| <b>Comparison</b>       |            |         |             |
| Peer Group (Provincial) | 20         | 80      | -           |
| National Average        | 20         | 80      | -           |
| <b>Community Board</b>  |            |         |             |
| Whakatane               | 28         | 72      | -           |
| Ohope Beach             | 51         | 49      | -           |
| Rangitaiki              | 18         | 82      | -           |
| Taneatua                | 15         | 85      | -           |
| Murupara                | 15         | 85      | -           |
| <b>Area</b>             |            |         |             |
| Urban                   | 27         | 73      | -           |
| Rural                   | 19         | 81      | -           |

% read across

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

8% of residents say they have contacted a Community Board member in the last 12 months. This is similar to the Peer Group and National Averages.

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. However, it appears that NZ Maori residents are slightly more likely to do so, than NZ European residents.

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

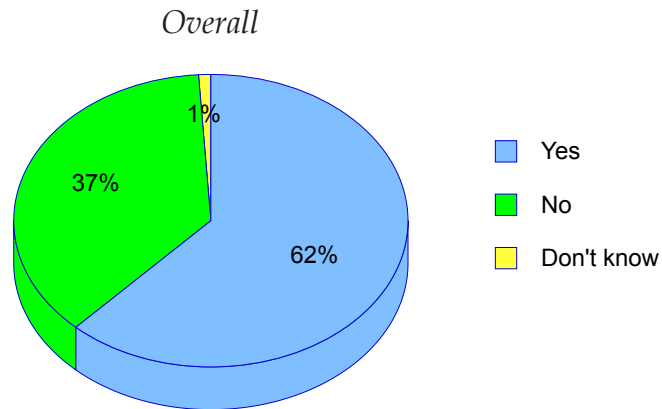
|                         | Contacted? |         |             |
|-------------------------|------------|---------|-------------|
|                         | Yes<br>%   | No<br>% | Unsure<br>% |
| <b>Overall</b>          |            |         |             |
| Total District 2015     | 8          | 92      | -           |
| 2014                    | 9          | 90      | 1           |
| <b>Comparison*</b>      |            |         |             |
| Peer Group (Provincial) | 8          | 74      | 18          |
| National Average        | 8          | 83      | 9           |
| <b>Community Board</b>  |            |         |             |
| Whakatane               | 8          | 92      | -           |
| Ohope Beach             | 5          | 95      | -           |
| Rangitaiki              | 6          | 94      | -           |
| Taneatua                | 8          | 92      | -           |
| Murupara                | 17         | 82      | 1           |
| <b>Area</b>             |            |         |             |
| Urban                   | 8          | 92      | -           |
| Rural                   | 8          | 92      | -           |
| <b>Ethnicity</b>        |            |         |             |
| NZ European             | 6          | 94      | -           |
| NZ Maori                | 16         | 84      | -           |

% read across

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

## C. FRONT DESK STAFF

### i. Contact?



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

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

- all Community Board residents, except Ohope Beach Community Board residents,
- residents with an annual household income of \$40,000 to \$70,000.

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

|                         |                       | Yes<br>% | No<br>% | Don't Know<br>% |
|-------------------------|-----------------------|----------|---------|-----------------|
| <b>Overall</b>          | 2015 <sup>†</sup>     | 62       | 37      | 1               |
|                         | 2014 <sup>*</sup>     | 89       | 9       | 2               |
| <b>Community Board</b>  |                       |          |         |                 |
|                         | Whakatane             | 66       | 33      | 1               |
|                         | Ohope Beach           | 87       | 13      | -               |
|                         | Rangitaiki            | 59       | 41      | -               |
|                         | Taneatua              | 51       | 49      | -               |
|                         | Murupara              | 43       | 57      | -               |
| <b>Area</b>             |                       |          |         |                 |
|                         | Urban                 | 64       | 35      | 1               |
|                         | Rural                 | 57       | 43      | -               |
| <b>Household Income</b> |                       |          |         |                 |
|                         | Less than \$40,000 pa | 73       | 26      | 1               |
|                         | \$40,000-\$70,000 pa  | 53       | 47      | -               |
|                         | More than \$70,000 pa | 66       | 33      | 1               |

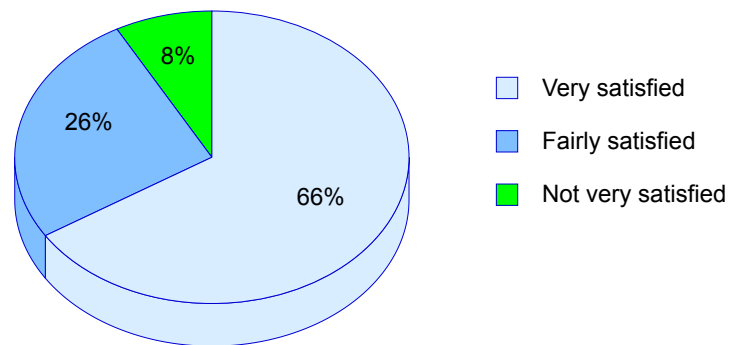
% read across

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

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

## ii. *Level Of Satisfaction*

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



Base = 191

92% of residents who have contacted Customer Service Front Desk staff in the last 12 months, are satisfied with the overall service received, including 66% who are very satisfied (62% in 2014).

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

### **Suggested Improvements**

The main suggested improvements\* to service are ...

- faster / more efficient service, mentioned by 2% of residents<sup>†</sup> who are not very satisfied,
- knowledgeable staff, 2%,
- be more helpful / interested / listen, 2%.

\* multiple responses allowed

<sup>†</sup> those residents who have contacted Customer Service Front Desk staff in the last 12 months (N=191)

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

|  | Very Satisfied<br>% | Fairly Satisfied<br>% | Very/Fairly Satisfied<br>% | Not Very Satisfied<br>% | Don't Know<br>% |
|--|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <b>Contacted Customer Service Front Desk Staff</b> |                     |                       |                            |                         |                 |
| 2015 (N=191)                                       | 66                  | 26                    | <b>92</b>                  | 8                       | -               |
| 2014* (N=155)                                      | 62                  | 31                    | <b>93</b>                  | 7                       | -               |
| <b>Community Board</b>                             |                     |                       |                            |                         |                 |
| Whakatane  | 67                  | 24                    | <b>91</b>                  | 9                       | -               |
| Ohope Beach*                                       | 81                  | 17                    | <b>98</b>                  | 2                       | -               |
| Rangitaiki   | 57                  | 38                    | <b>95</b>                  | 5                       | -               |
| Taneatua*  | 60                  | 29                    | <b>89</b>                  | 11                      | -               |
| Murupara*  | 68                  | 14                    | <b>82</b>                  | 18                      | -               |
| <b>Area</b>  |                     |                       |                            |                         |                 |
| Urban  | 68                  | 23                    | <b>91</b>                  | 9                       | -               |
| Rural  | 58                  | 36                    | <b>94</b>                  | 6                       | -               |

Base = 191

% read across

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

\* caution: small bases

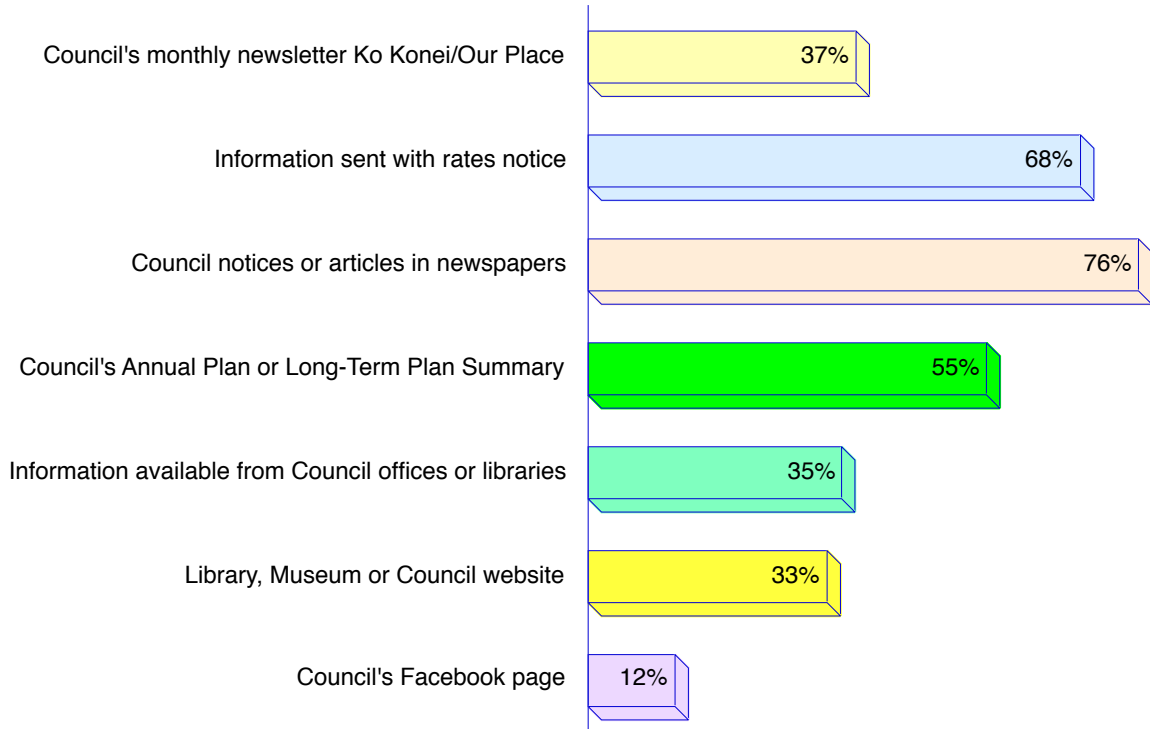


## 4. INFORMATION



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

*Yes - Have Seen Or Read - 2015*



76% of residents have seen or read Council notices or articles in newspapers (72% in 2014), while 68% have seen/read information sent with rates notices and 55% have seen/read Council's Annual Plan or Long-Term Plan summary (60% in 2014).

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

- all Community Board residents, except Murupara Community Board residents,
- shorter term residents, those residing in the District 10 years or less.

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

- all Community Board residents, except Ohope Beach Community Board residents,
- residents aged 45 years or over,
- longer term residents, those residing in the District more than 10 years.

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

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

Urban residents are more likely to have seen or read **information available from Council offices or library**, than Rural residents.

Residents more likely to have seen or read **Council's Annual Plan or Long-Term Plan Summary** are ...

- all Community Board residents, except Murupara Community Board residents,
- residents aged 45 years or over,
- NZ European residents.

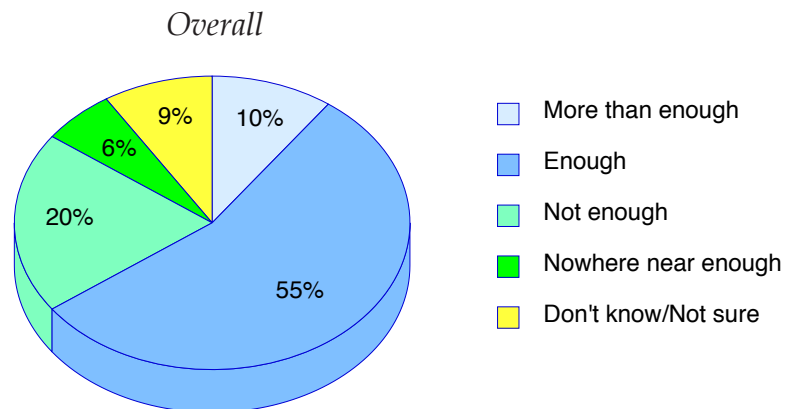
Residents **more** likely to have seen or read the **Library, Museum or Council website** are ...

- all Community Board residents, except Murupara Community Board residents,
- residents aged 18 to 44 years,
- residents with an annual household income of more than \$70,000.

There are no notable differences between Community Boards and between socio-economic groups in terms of those residents who have seen or read **Council's Facebook page**. However, it appears that Urban residents are slightly more likely to have seen or read **Council's Facebook page**, than Rural residents.

## 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 2015 % | Total District 2014 % | Peer Group % | National Average % | Community Board |               |               |             |             |  |
|----------------------------------|-----------------------|-----------------------|--------------|--------------------|-----------------|---------------|---------------|-------------|-------------|--|
|                                  |                       |                       |              |                    | Whaka-tane %    | Ohope Beach % | Rangi-taiki % | Tane-atua % | Muru-para % |  |
| <i>Percent Who Mentioned ...</i> |                       |                       |              |                    |                 |               |               |             |             |  |
| More than enough                 | 10                    | 9                     | 9            | 8                  | 13              | 8             | 7             | 9           | 4           |  |
| Enough                           | 55                    | 62                    | 60           | 54                 | 50              | 80            | 59            | 54          | 42          |  |
| Not enough                       | 20                    | 17                    | 20           | 26                 | 23              | 10            | 22            | 16          | 12          |  |
| Nowhere near enough              | 6                     | 6                     | 6            | 9                  | 7               | -             | -             | 6           | 24          |  |
| Don't know/Not sure              | 9                     | 5                     | 4            | 4                  | 6               | 2             | 12            | 15          | 19          |  |
| Total                            | 100                   | +99                   | +99          | +101               | +99             | 100           | 100           | 100         | +101        |  |

+ does not add to 100% due to rounding

65% of residents feel that there is more than enough/enough information supplied (71% in 2014), while 26% feel there is not enough/nowhere near enough information supplied (23% in 2014).

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

Residents more likely to say there is **enough/more than enough information** are ...

- Ohope Beach Community Board residents,
- residents aged 65 years or over
- NZ European residents.

### **Suggested Improvements**

The main suggestions\* as to how the information could be improved are ...

- better/more communication/information, mentioned by 29% of residents who said the information Council supplies to the community is not enough/nowhere near enough,
- more newsletters/written material delivered to residents, 16%,
- be more open/transparent, 15%,
- more use of internet/website/Facebook, 13%,
- more use of newspapers, 10%,
- more consultation before decisions are made, 10%.

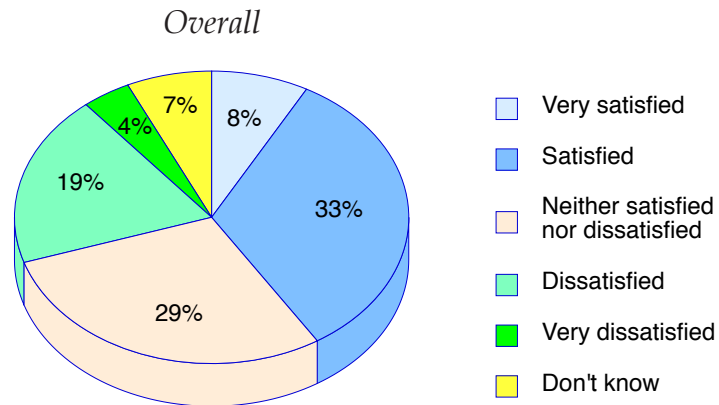
\* multiple responses allowed



## 5. LOCAL ISSUES

## A. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

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



41% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes (33% in 2014), while 23% are dissatisfied/very dissatisfied. 29% are neither satisfied nor dissatisfied (39% in 2014) and 7% are unable to comment (3% in 2014).

The very satisfied/satisfied reading (41%) is slightly below the Peer Group Average and similar to the National Average.

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

- Ohope Beach Community Board residents,
- 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 /<br>satisfied<br>% | Neither satisfied,<br>nor dissatisfied<br>% | Dissatisfied /<br>very dissatisfied<br>% | Don't<br>know<br>% |
|----------------------------|------------------------------------|---|--|--------------------|
| <b>Overall*</b>            |                                    |   |  |                    |
| Total District <b>2015</b> | <b>41</b>                          | <b>29</b>                                   | <b>23</b>                                | <b>7</b>           |
| 2014 <sup>†</sup>          | 33                                 | 39  | 26                                       | 3                  |
| <b>Comparison</b>          |                                    |   |  |                    |
| Peer Group (Provincial)    | 48                                 | 33  | 16                                       | 3                  |
| National Average           | 41                                 | 35  | 21                                       | 3                  |
| <b>Community Board</b>     |                                    |   |  |                    |
| Whakatane                  | 40                                 | 30  | 28                                       | 2                  |
| Ohope Beach                | 68                                 | 18  | 10                                       | 4                  |
| Rangitaiki                 | 34                                 | 31  | 25                                       | 10                 |
| Taneatua                   | 46                                 | 22  | 15                                       | 17                 |
| Murupara                   | 36                                 | 31  | 15                                       | 18                 |
| <b>Area<sup>†</sup></b>    |                                    |   |  |                    |
| Urban                      | 44                                 | 27  | 23                                       | 7                  |
| Rural                      | 34                                 | 33  | 25                                       | 9                  |
| <b>Age</b>                 |                                    |   |  |                    |
| 18-44 years                | 36                                 | 34  | 19                                       | 11                 |
| 45-64 years                | 38                                 | 27  | 30                                       | 5                  |
| 65+ years                  | 56                                 | 21  | 19                                       | 4                  |

% read across

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

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

## B. PERCEPTION OF SAFETY

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

|                               | Yes,<br>definitely<br>% | Yes,<br>mostly<br>% | Not<br>really<br>% | No,<br>definitely not<br>% | Don't<br>know<br>% |
|-------------------------------|-------------------------|---------------------|--------------------|----------------------------|--------------------|
| <b>Overall</b>                |                         |                     |                    |                            |                    |
| Total District <b>2015</b>    | <b>40</b>               | <b>53</b>           | <b>5</b>           | <b>1</b>                   | <b>1</b>           |
| 2014                          | 29                      | 64                  | 6                  | 1                          | -                  |
| <b>Comparison</b>             |                         |                     |                    |                            |                    |
| Peer Group (Provincial)       | 36                      | 56                  | 6                  | 1                          | 1                  |
| National Average <sup>†</sup> | 37                      | 55                  | 7                  | 1                          | 1                  |
| <b>Community Board</b>        |                         |                     |                    |                            |                    |
| Whakatane <sup>†</sup>        | 35                      | 56                  | 4                  | 2                          | 2                  |
| Ohope Beach                   | 47                      | 49                  | 4                  | -                          | -                  |
| Rangitaiki <sup>†</sup>       | 48                      | 50                  | 3                  | -                          | -                  |
| Taneatua                      | 45                      | 52                  | 3                  | -                          | -                  |
| Murupara <sup>†</sup>         | 27                      | 48                  | 20                 | -                          | 5                  |
| <b>Area</b>                   |                         |                     |                    |                            |                    |
| Urban <sup>†</sup>            | 40                      | 53                  | 5                  | 1                          | 2                  |
| Rural                         | 40                      | 53                  | 7                  | -                          | -                  |
| <b>Age</b>                    |                         |                     |                    |                            |                    |
| 18-44 years                   | ↓ 28                    | ↑ 65                | 6                  | 1                          | -                  |
| 45-64 years                   | 43                      | 50                  | 4                  | -                          | 3                  |
| 65+ years                     | ↓ 59                    | ↑ 34                | 5                  | 1                          | 1                  |
| <b>Length of Residence</b>    |                         |                     |                    |                            |                    |
| Lived there 10 years or less  | 29                      | 70                  | 1                  | -                          | -                  |
| Lived there more than 10 yrs  | 42                      | 50                  | 6                  | 1                          | 1                  |

% read across

\* caution: small/very small bases

† does not add to 100% due to rounding



40% of residents feel that generally Whakatane District is definitely a safe place to live (29% in 2014), 53% say it is mostly (64% in 2014), 5% 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' (40%) is on par with the Peer Group and National Averages.

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

- residents aged 45 years or over, in particular those aged 65 or over,
- longer term residents, those residing in the District more than 10 years.

It is also noted the Murupara Community Board residents are slightly more likely to feel Whakatane District is **not really** a safe place to live, than other Community Board residents.

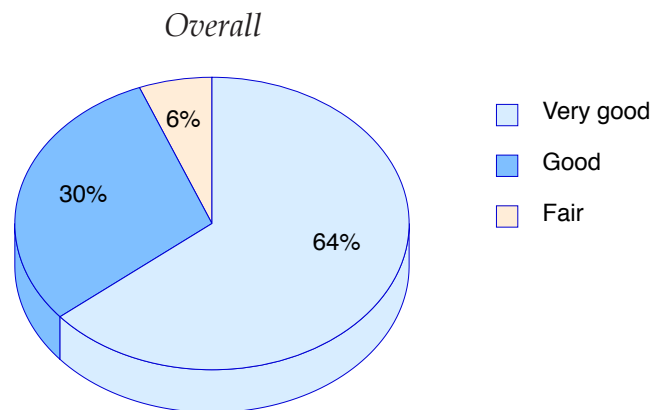
The main reasons residents think Whakatane District isn't generally a safe place to live are ...

- gang problems, mentioned by 28% of residents who feel Whakatane is not really / definitely not a safe place to live<sup>†</sup>,
- too much crime / attacks / burglaries, 25%,
- unsafe neighbourhood, 23%,
- need more policing / security, 17%.

Base = 18<sup>†</sup>

<sup>†</sup> caution: small base

## C. QUALITY OF LIFE



64% of residents think that, overall, the quality of life in their District is very good (60% in 2014), while 30% say it is good and 6% feel it is fair.

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 ...

- all Community Board residents, except Taneatua and Murupara Community Board residents,
- Urban residents,
- NZ European residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000.

## Rating The Quality Of Life In The District

|                                    | Very good<br>% | Good<br>% | Fair<br>% | Poor<br>% | Don't know<br>% |
|------------------------------------|----------------|-----------|-----------|-----------|-----------------|
| <b>Overall*</b>                    |                |           |           |           |                 |
| Total District <b>2015</b>         | <b>64</b>      | <b>30</b> | <b>6</b>  | <b>-</b>  | <b>-</b>        |
| 2014 <sup>†</sup>                  | 60             | 32        | 6         | 1         | -               |
| <b>Comparison</b>                  |                |           |           |           |                 |
| Peer Group (Provincial)            | 46             | 45        | 8         | -         | 1               |
| National Average                   | 39             | 47        | 12        | 2         | -               |
| <b>Community Board</b>             |                |           |           |           |                 |
| Whakatane                          | 64             | 35        | 1         | -         | -               |
| Ohope Beach                        | 86             | 14        | -         | -         | -               |
| Rangitaiki                         | 70             | 22        | 8         | -         | -               |
| Taneatua                           | 46             | 34        | 20        | -         | -               |
| Murupara                           | 33             | 51        | 16        | -         | -               |
| <b>Area<sup>†</sup></b>            |                |           |           |           |                 |
| Urban                              | 68             | 30        | 3         | -         | -               |
| Rural                              | 53             | 33        | 15        | -         | -               |
| <b>Ethnicity</b>                   |                |           |           |           |                 |
| NZ European                        | 68             | 29        | 3         | -         | -               |
| NZ Maori                           | 49             | 35        | 16        | -         | -               |
| <b>Household Income</b>            |                |           |           |           |                 |
| Less than \$40,000 pa <sup>†</sup> | 62             | 36        | 3         | -         | -               |
| \$40,000-\$70,000 pa               | 49             | 41        | 10        | -         | -               |
| More than \$70,000 pa <sup>†</sup> | 69             | 27        | 5         | -         | -               |

% read across

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

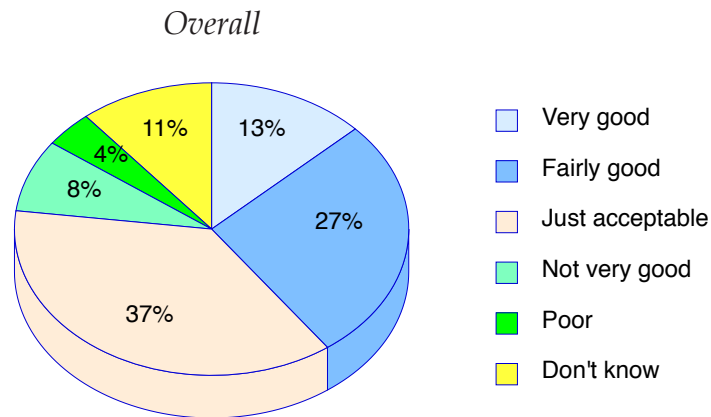
<sup>†</sup> does not add to 100% due to rounding



## 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



40% of Whakatane District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (47% in 2014), while 37% rate their performance as just acceptable. 12% rate the performance of the Mayor and Councillors as not very good / poor and 11% are unable to comment.

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

44% 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 (38% in 2014).

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

- all Community Board residents, except Murupara Community Board residents,
- NZ European residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000.

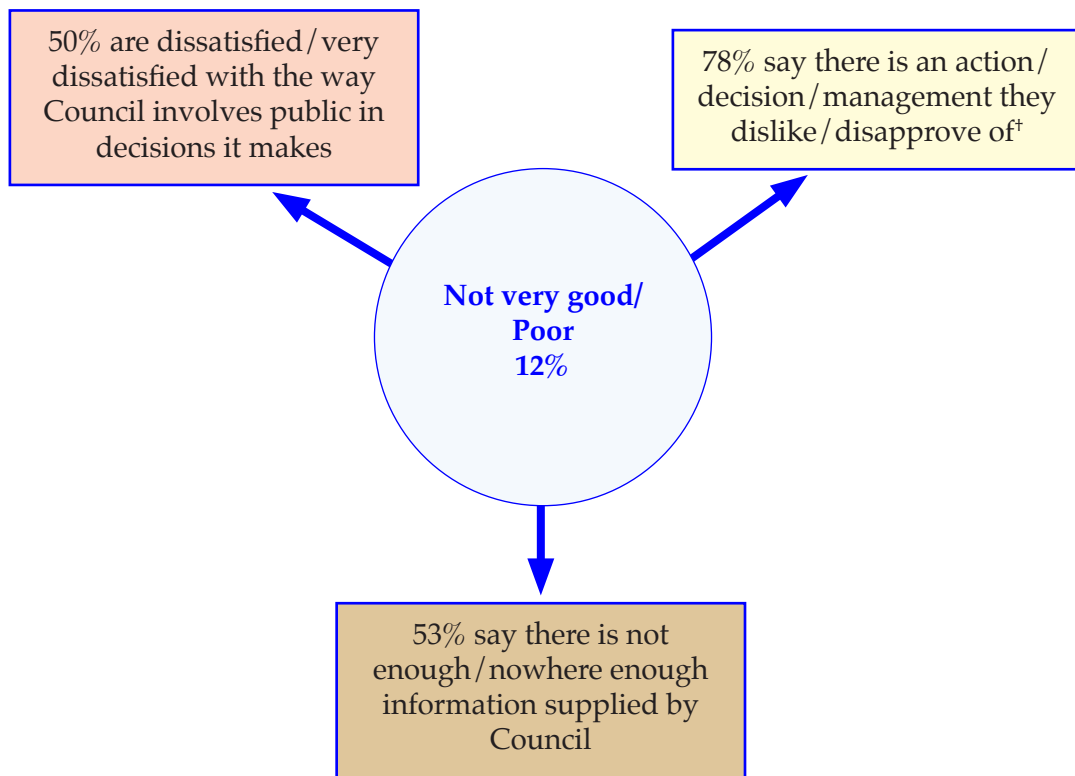
**Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year**

|  | Rated as ...                   |                         |                            |                    |
|--|--------------------------------|-------------------------|----------------------------|--------------------|
|  | Very good/<br>fairly good<br>% | Just<br>acceptable<br>% | Not very<br>good/poor<br>% | Don't<br>know<br>% |
| <b>Overall</b>   |                                |                         |                            |                    |
| Total District <b>2015</b>                                   | <b>40</b>                      | <b>37</b>               | <b>12</b>                  | <b>11</b>          |
| 2014 <sup>†</sup>  | 47                             | 34                      | 10                         | 10                 |
| Contacted the Mayor/a Councillor<br>in last 12 months (N=73) | 44                             | 35                      | 17                         | 4                  |
| <b>Comparison</b>  |                                |                         |                            |                    |
| Peer Group (Provincial) <sup>†</sup>                         | 63                             | 23                      | 9                          | 6                  |
| National Average   | 49                             | 30                      | 16                         | 5                  |
| <b>Community Board</b>                                       |                                |                         |                            |                    |
| Whakatane  | 44                             | 35                      | 13                         | 8                  |
| Ohope Beach  | 49                             | 34                      | 8                          | 9                  |
| Rangitaiki <sup>†</sup>                                      | 38                             | 39                      | 12                         | 12                 |
| Taneatua <sup>†</sup>  | 43                             | 35                      | 12                         | 11                 |
| Murupara   | 12                             | 53                      | 14                         | 21                 |
| <b>Area</b>  |                                |                         |                            |                    |
| Urban <sup>†</sup>   | 39                             | 38                      | 11                         | 11                 |
| Rural  | 41                             | 35                      | 14                         | 10                 |
| <b>Ethnicity</b>   |                                |                         |                            |                    |
| NZ European  | 46                             | 34                      | 11                         | 9                  |
| NZ Maori   | 18                             | 50                      | 16                         | 16                 |
| <b>Household Income</b>                                      |                                |                         |                            |                    |
| Less than \$40,000 pa <sup>†</sup>                           | 40                             | 38                      | 12                         | 11                 |
| \$40,000-\$70,000 pa   | 26                             | 51                      | 7                          | 16                 |
| More than \$70,000 pa <sup>†</sup>                           | 46                             | 32                      | 15                         | 8                  |

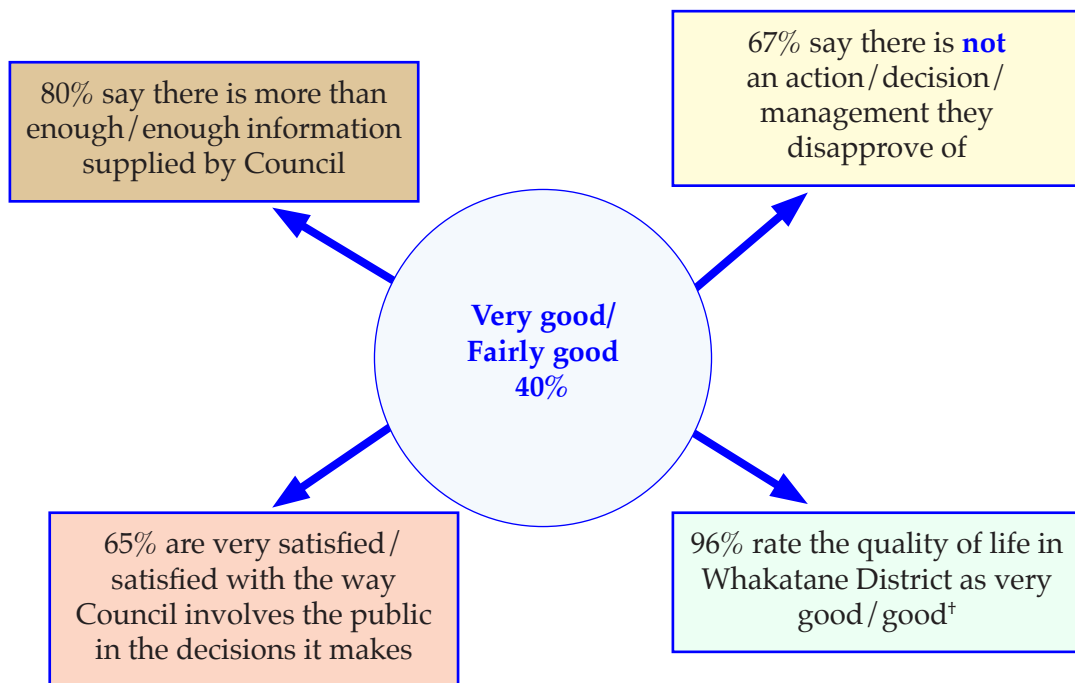
% read across

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

Comparison Between Mayor And Councillors Performance And Other Key Questions

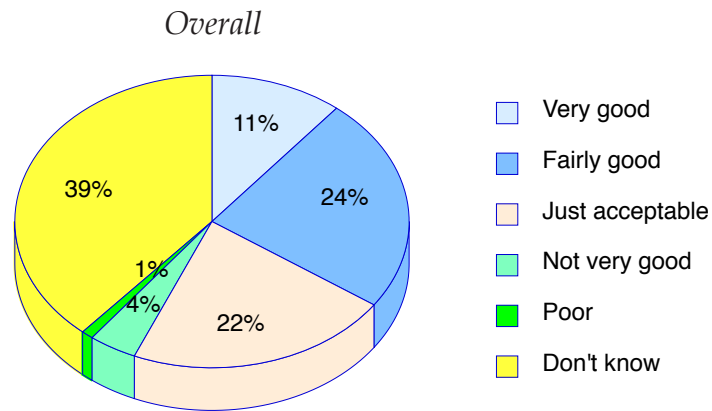


<sup>†</sup> 78% of residents who rate Mayor and Councillors performance as not very good/poor, say there is an action/decision management they dislike/disapprove of in last 12 months



<sup>†</sup> 96% of residents who rate Mayor and Councillors performance as very/fairly good, rate the quality of life in Whakatane District as very good/good  
NB: no residents rated the quality of life as 'poor'

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



35% of residents rate the performance of Community Board members as very or fairly good (39% in 2014), 22% rate their performance as just acceptable (15% in 2014), and 5% say it is not very good or poor. A large percentage, 39%, are unable to comment (42% in 2014).

There are no Peer Group and National Average readings.

71% 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).

Women are more likely to rate the performance of the Community Board members as very / fairly good, than men.



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

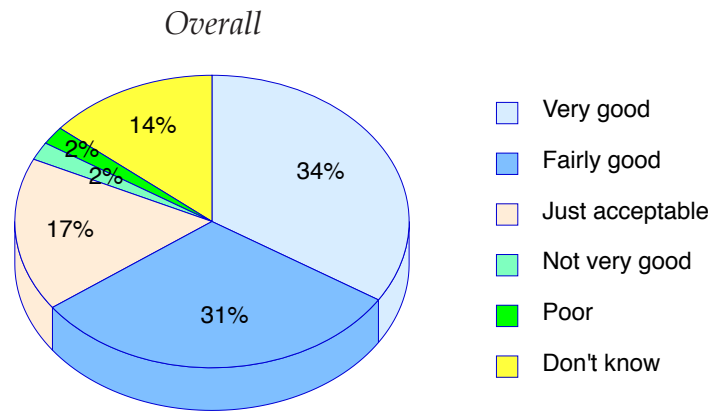
|  | Rated as ...                   |                         |                            |                    |
|--|--------------------------------|-------------------------|----------------------------|--------------------|
|  | Very good/<br>fairly good<br>% | Just<br>acceptable<br>% | Not very<br>good/poor<br>% | Don't<br>know<br>% |
| <b>Overall</b>   |                                |                         |                            |                    |
| Total District <b>2015</b> <sup>†</sup>                                    | <b>35</b>                      | <b>22</b>               | <b>5</b>                   | <b>39</b>          |
| 2014   | 39                             | 15                      | 4                          | 42                 |
| Contacted Community Board member<br>in last 12 months (N=25*) <sup>†</sup> | 71                             | 9                       | 2                          | 17                 |
| <b>Community Board</b>   |                                |                         |                            |                    |
| Whakatane  | 32                             | 19                      | 6                          | 43                 |
| Ohope Beach <sup>†</sup>   | 46                             | 10                      | 3                          | 42                 |
| Rangitaiki   | 33                             | 29                      | 3                          | 35                 |
| Taneatua <sup>†</sup>  | 31                             | 27                      | 6                          | 37                 |
| Murupara   | 42                             | 22                      | 8                          | 28                 |
| <b>Area</b>  |                                |                         |                            |                    |
| Urban  | 35                             | 21                      | 6                          | 38                 |
| Rural  | 32                             | 25                      | 3                          | 40                 |
| <b>Gender</b>  |                                |                         |                            |                    |
| Male   | 24                             | 25                      | 6                          | (45)               |
| Female   | (44)                           | 19                      | 4                          | 33                 |

% read across

\* caution: small base

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

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



65% of residents rate the performance of the Council staff as very or fairly good, 17% rate their performance as just acceptable, and 4% say it is not very good or poor. 14% are unable to comment. These readings are similar to the 2014 results.

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 ...

- women,
- NZ European residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000,
- 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/<br>fairly good<br>% | Just<br>acceptable<br>% | Not very<br>good/poor<br>% | Don't<br>know<br>% |
| <b>Overall</b>                              |                                |                         |                            |                    |
| Total District <b>2015</b>                  | <b>65</b>                      | <b>17</b>               | <b>4</b>                   | <b>14</b>          |
| 2014  | 64                             | 16                      | 4                          | 16                 |
| <b>Comparison</b>                           |                                |                         |                            |                    |
| Peer Group (Provincial) <sup>†</sup>        | 62                             | 20                      | 6                          | 11                 |
| National Average                            | 51                             | 22                      | 12                         | 15                 |
| <b>Community Board</b>                      |                                |                         |                            |                    |
| Whakatane                                   | 63                             | 21                      | 6                          | 10                 |
| Ohope Beach <sup>†</sup>                    | 76                             | 12                      | 4                          | 7                  |
| Rangitaiki                                  | 69                             | 16                      | 1                          | 14                 |
| Taneatua                                    | 54                             | 16                      | 3                          | 27                 |
| Murupara                                    | 65                             | 8                       | 4                          | 23                 |
| <b>Area</b>                                 |                                |                         |                            |                    |
| Urban                                       | 64                             | 20                      | 5                          | 11                 |
| Rural                                       | 67                             | 12                      | 2                          | 19                 |
| <b>Gender</b>                               |                                |                         |                            |                    |
| Male <sup>†</sup>                           | 57                             | 24                      | 6                          | 14                 |
| Female                                      | 72                             | 11                      | 3                          | 14                 |
| <b>Ethnicity</b>                            |                                |                         |                            |                    |
| NZ European                                 | 67                             | 17                      | 4                          | 12                 |
| NZ Maori                                    | 56                             | 18                      | 4                          | 22                 |
| <b>Household Income</b>                     |                                |                         |                            |                    |
| Less than \$40,000 pa                       | 75                             | 13                      | 6                          | 6                  |
| \$40,000-\$70,000 pa <sup>†</sup>           | 52                             | 27                      | 4                          | 18                 |
| More than \$70,000 pa                       | 69                             | 16                      | 3                          | 12                 |
| <b>Length of Residence</b>                  |                                |                         |                            |                    |
| Lived there 10 years or less                | 76                             | 10                      | 3                          | 11                 |
| Lived there more than 10 years <sup>†</sup> | 63                             | 19                      | 4                          | 14                 |

% read across

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

## E. APPENDIX

### Base by Sub-sample

|                        |             | Actual<br>respondents<br>interviewed | *Expected numbers<br>according to<br>population<br>distribution |
|------------------------|-------------|--------------------------------------|---|
| <b>Community Board</b> |             |                                      |   |
|                        | Whakatane   | 131                                  | 135   |
|                        | Ohope Beach | 30                                   | 26  |
|                        | Rangitaiki  | 80                                   | 87  |
|                        | Taneatua    | 30                                   | 29  |
|                        | Murupara    | 32                                   | 26  |
| <b>Gender</b>          | Male        | 149                                  | 143   |
|                        | Female      | 154                                  | 160   |
| <b>Age</b>             | 18-44 years | 81                                   | 124   |
|                        | 45-64 years | 114                                  | 114   |
|                        | 65+ years   | 108                                  | 65  |

\* 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.

\* \* \* \* \*