

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WHAKATĀNE DISTRICT COUNCIL

MAY / JUNE 2019



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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.

Please note that unusual or one-off occurrences, such as climatic events, can affect ratings.

In general, where bases are small (<30), no comparisons have been made. For small bases, the estimates of results are not statistically reliable due to the high margins of error.

Icons used in this report made by Freepik from www.flaticon.com

A. SITUATION AND OBJECTIVES

The vision for Whakatāne District Council reads:

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

Council has engaged a variety of approaches, both to seeking public opinion and to communicating its decisions and programmes to the people resident in the area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in May/June 2014, May/June 2015, May/June 2016, June 2017, June 2018 and May/June 2019.

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

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

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 334 residents of the Whakatāne District (surveys prior to 2019 was with 300 residents).

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

Interviews were spread across the five Community Boards as follows:

Whakatāne	151
Ōhope Beach	36
Rangitāiki	83
Tāneatua	34
Murupara	30
Total	<u>334</u>

Interview Type

Interviewing was conducted mainly 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.

This year, 30 interviews were done face-to-face in the Whakatāne Ward with residents aged 18-44 years as this group, in particular, is increasingly difficult to obtain over the phone.

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

Respondent Selection

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

Call Backs

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

Sample Weighting

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

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

Survey Dates

All interviews were conducted from Friday 31 May to Sunday 16 June (excluding Queen's Birthday) 2019.

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 750 residents carried out in October/November 2018.

The Communitrak™ service provides ...

- comparisons with a national sample of 750 interviews conducted in October/November 2018 (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 October/November 2018 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 330 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 330 respondents, at a reported percentage of 50%, is plus or minus 5.4%.

Response Rate

The response rate for the 2019 Whakatāne District Council was **67%**, which is much higher than seen typically in web or mail-out surveys (often in the 5%-30% range). With a decreasing response rate there is an increasing likelihood that the sample is less and less representative of the District.

Significant Difference

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

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

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 330 respondents is 7.6%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

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

* * * * *



C. EXECUTIVE SUMMARY

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

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

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

SNAPSHOT



90% of residents are satisfied with parks and reserves.



Whilst 30% are not very satisfied with business promotion.



69% of residents say that Council provides more than enough/enough information to the community.

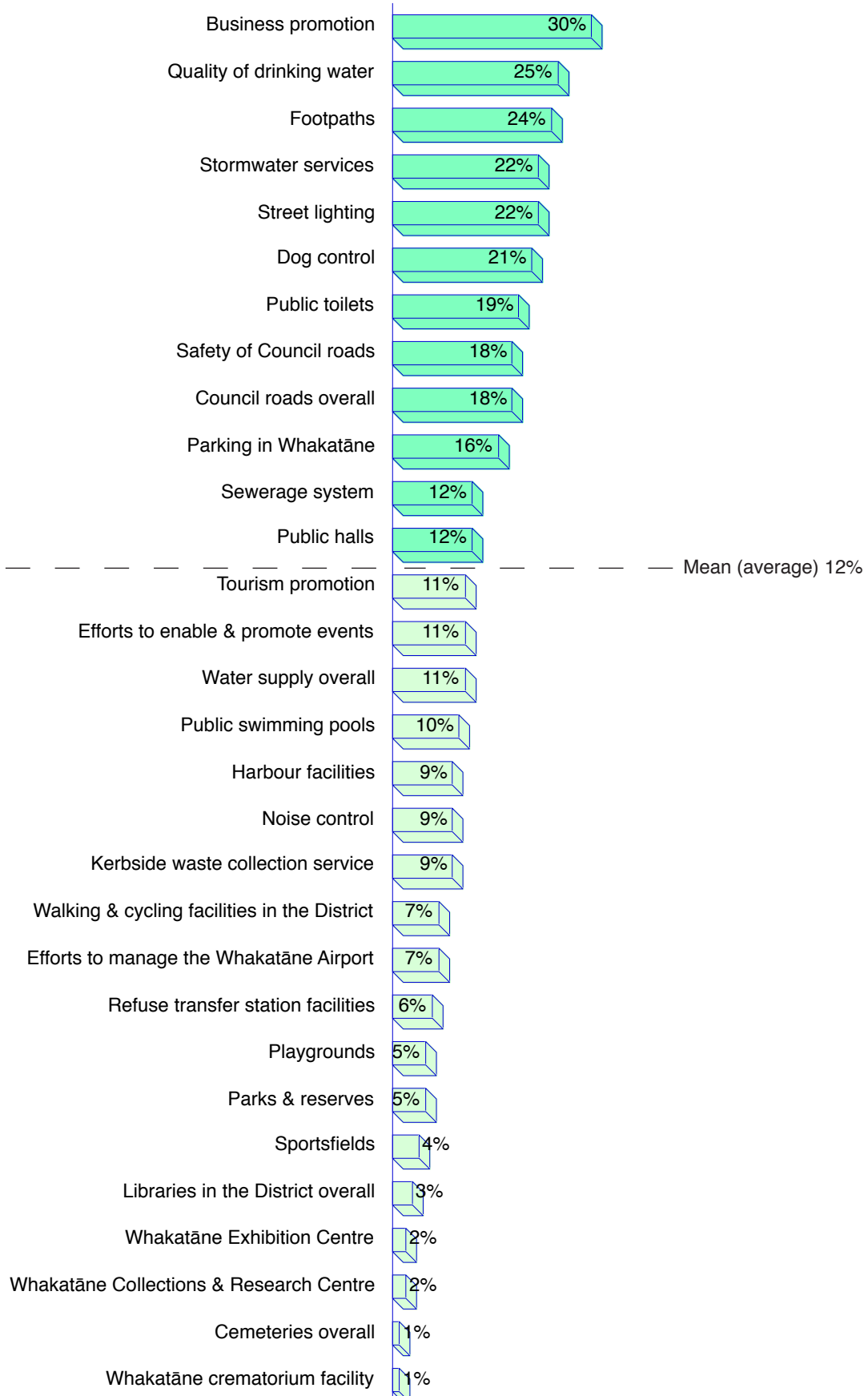


96% of residents feel Whakatāne District is definitely/mostly a safe place to live.

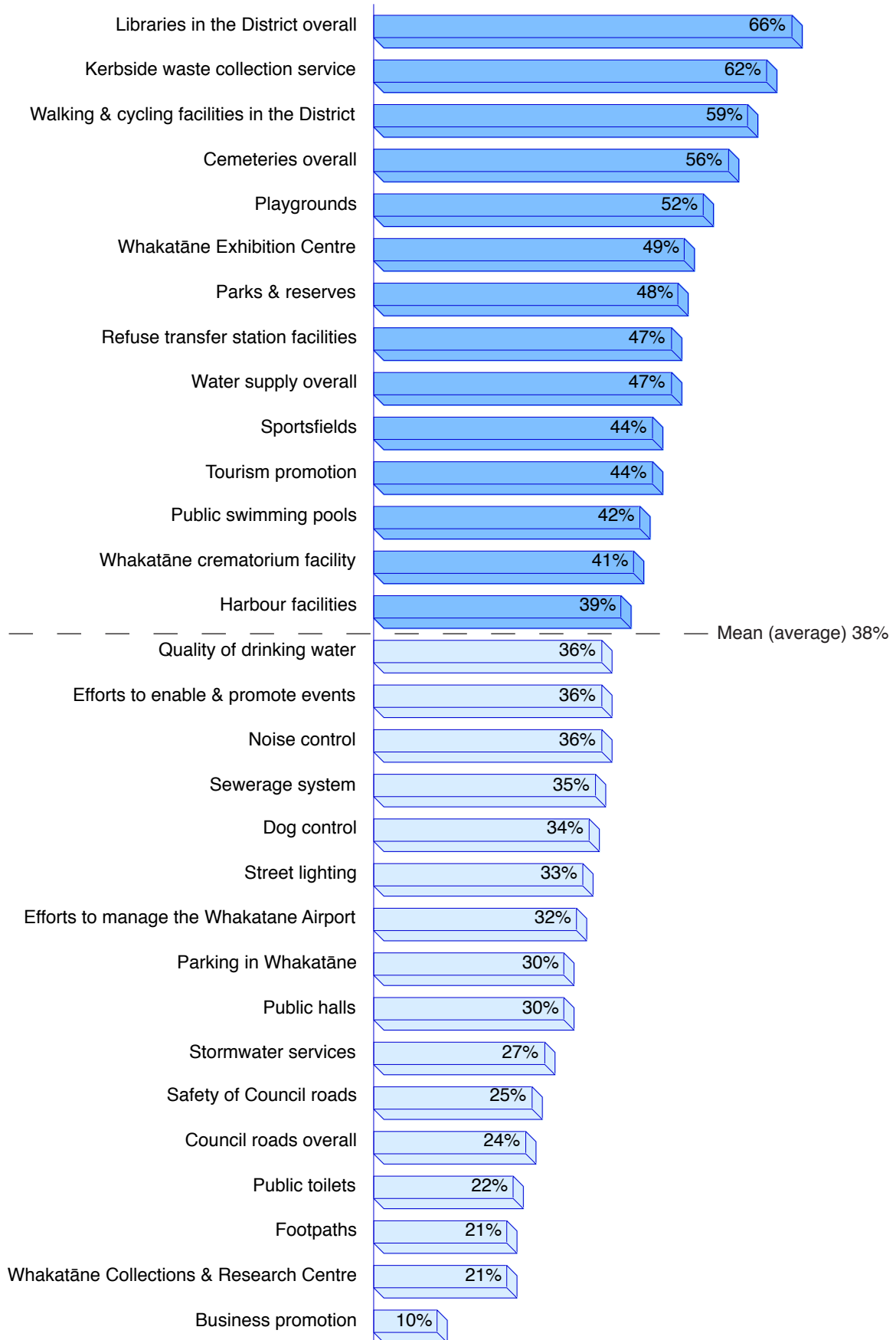
SERVICES

a. Satisfaction Measures For Council Services And Facilities

Percent Saying They Are Not Very Satisfied With ...



Very Satisfied With ...



Summary Table: Satisfaction With Services/Facilities - Comparison

	Whakatāne 2019		Whakatāne 2018	
	Very/Fairly satisfied %	Not very satisfied %	Very/Fairly satisfied %	Not very satisfied %
Parks and reserves	90 =	5 =	90	7
Walking and cycling facilities in the District	89 ↑	7 ↓	79	13
Kerbside waste collection service	88 =	9 =	91	7
Libraries in the District	83 =	3 =	81	3
Tourism promotion	83 ↑	11 ↓	71	21
Sportsfields	82 =	4 =	82	5
Playgrounds	82 =	5 =	81	7
Water supply overall	81 =	11 =	77	10
Council roads overall	81 =	18 =	86	13
Safety of Council roads	80 =	18 =	84	15
Efforts to enable and promote events	79 ↑	11 ↓	72	19
Refuse transfer station facilities	78 ↑	6 =	72	9
Harbour facilities	77 =	9 =	77	13
Parking in Whakatāne	77 =	16 =	77	21
Cemeteries overall	74 ↑	1 =	68	3
Public swimming pools	74 =	10 =	74	10
Whakatāne Exhibition Centre	72 =	2 =	73	5
Street lighting	72 =	22 =	70	22
Public halls	71 =	12 =	70	10
Noise control	70 ↑	9 =	64	8
Footpaths	70 =	24 =	75	20
Sewerage system	69 =	12 =	65	13
Efforts to manage the Whakatāne Airport	68 =	7 =	63	10
Dog control	68 =	21 =	69	22
Public toilets	65 =	19 =	64	23
Stormwater services	64 ↑	22 ↓	55	34
Quality of drinking water	64 =	25 =	62	28
Whakatāne Crematorium facility	55 =	1 =	55	3
Efforts to attract and expand business	51 =	30 =	51	29

Key: ↑ above / slightly above 2018 reading
 ↓ below / slightly below 2018 reading
 = similar / on par

NB: does not show 'don't know' readings

Overall Satisfaction with Council Services/Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know / Unable to say %
Parks and reserves	48	42	90	5	5
Walking and cycling facilities in the District	59	30	89	7	4
Kerbside waste collection service	62	26	88	9	3
Libraries in the District	66	17	83	3	14
Tourism promotion	44	39	83	11	6
Sportsfields	44	38	82	4	14
Playgrounds	52	30	82	5	13
Water supply overall	47	34	81	11	8
Council roads overall	24	57	81	18	1
Safety of Council roads	25	55	80	18	2
Efforts to enable and promote events [†]	36	43	79	11	9
Refuse transfer station facilities	47	31	78	6	16
Harbour facilities	39	38	77	9	14
Parking in Whakatāne [†]	30	47	77	16	6
Cemeteries overall	56	18	74	1	25
Public swimming pools	42	32	74	10	16
Whakatāne Exhibition Centre	49	23	72	2	26
Street lighting	33	39	72	22	6
Public halls	30	41	71	12	17
Noise control [†]	36	34	70	9	22
Footpaths [†]	21	49	70	24	5
Sewerage system	35	34	69	12	19
Efforts to manage the Whakatāne Airport	32	36	68	7	25
Dog control	34	34	68	21	11
Public toilets	22	43	65	19	16
Stormwater services	27	37	64	22	14
Quality of drinking water	36	28	64	25	11
Whakatāne crematorium facility [†]	41	14	55	1	43
Business promotion	10	41	51	30	19
Whakatāne Collections and Research Centre	21	26	47	2	51

[†] 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	211	80	16	96	1	3
Parks and reserves	281	52	42	94	5	1
Whakatāne Exhibition Centre	173	74	20	94	2	4
Whakatāne Crematorium facility	114	73	20	93	2	5
Libraries in the District overall	231	76	17	93	3	4
Refuse transfer station facilities	220	57	35	92	5	3
Playgrounds	210	61	29	90	7	3
Sportsfields	206	47	42	89	5	6
Public swimming pools	157	53	33	86	13	1
Whakatāne Collections and Research Centre	58	45	39	84	9	7
Public halls	207	35	47	82	13	5
Public toilets	242	27	47	74	20	6

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	318	64	27	91	9	-
Water supply overall	270	53	36	89	10	1
Sewerage system	232	47	41	88	9	3
Stormwater services	231	34	41	75	21	4
Quality of drinking water	270	40	32	72	26	2

Contacted Council - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Noise control	33	28	38	66	33	1
Dog control [†]	66	30	27	57	35	8

NB: for the following services/facilities only **overall** results are available (see page 11): Council roads overall, safety of roads, walking and cycling facilities, harbour facilities, street lighting, footpaths, parking in Whakatāne, tourism promotion, Council's efforts to enable and promote events, Council's efforts to manage the Whakatāne Airport and Council's efforts to attract and retain residents and business promotion.

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

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

	Whakatāne %	Peer Group %	National Average %
• business promotion	30	32	21
• stormwater services	22	17	16
• public halls	12	9	6

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

• roads	18	33	27
• parking in Whakatāne	16	35	40
• tourism promotion	11	17	14
• water supply overall	11	17	14
• refuse transfer station facilities	6	^{††} 12	^{††} 14
• Whakatāne Collections and Research Centre	2	[†] 10	[†] 5

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

• footpaths	24	27	21
• dog control	21	22	16
• public toilets	19	17	17
• sewerage system	12	7	7
• public swimming pools	10	12	7
• noise control	9	11	11
• kerbside waste collection service	9	[*] 14	[*] 11
• playgrounds	5	^{**} 4	^{**} 3
• parks and reserves	5	5	5
• sportsfields	4	^{**} 4	^{**} 3
• libraries in the District overall	3	4	3
• cemeteries overall	1	1	5

^{*} these percentages are the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2018 National Communitrak™ Survey

^{**} these percentages are the readings for sportsfields **and** playgrounds

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

^{††} these percentages are the readings for refuse disposal (ie, landfill sites)

b. Frequency Of Use - Council Services And Facilities

	Used / Visited In Last Year	
	Yes %	No %
Park and reserve	88	12
Public toilet	77	23
District library	71	29
Transfer station facility	70	30
Public playground	69	31
Public sportsfield	68	32
Public hall	64	36
Cemetery in the District	62	38
Public swimming pool	56	44
Whakatāne Exhibition Centre	52	48
Whakatāne Crematorium facility	29	71
Contacted Council about dogs	23	77
Whakatāne Collections and Research Centre	17	83
Contacted Council about noise	11	89

% read across

Parks and reserves, 88%,

Public toilets, 77% and,

District library, 71%,

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

c. Spend Emphasis On Services/Facilities

	Spend More
Business promotion	57% of all residents
Tourism promotion	36%
Footpaths	36%
Council's efforts to enable and promote events	35%
Walking and cycling facilities in the District	34%
Harbour facilities	33%
Council roads in the District	31%
Stormwater services	30%
Parking in Whakatāne	29%
Water supply	29%
Street lighting	28%
Dog control	27%
Public toilets	27%
Public swimming pools	23%
Public halls	21%
Sewerage system	19%
Whakatāne Airport	19%
Parks and reserves	14%
Playgrounds	14%
Kerbside waste collection service	13%
District libraries overall	13%
Noise control	11%
Sportsfields	9%

Spend Priority: In 2019, business promotion, stormwater services and tourism promotion are the top priorities for Council in terms of spend.

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

TOURISM

Using a 1 to 10 scale, where 1 is strongly disagree and 10 is strongly agree, residents were asked to say how much they agree with the statement: "The tourism sector has a positive impact on the community".

1 Strongly disagree %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
2	-	2	1	11	7	14	28	11	22	2

And using a scale of 1 to 10, where 1 is highly unlikely and 10 is highly likely, residents were asked to say how likely they are to recommend Whakatāne as a holiday destination to friends and family.

1 Highly unlikely %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 Highly likely %
1	-	-	1	4	6	6	19	16	46

(does not add to 100% due to rounding)

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 Whakatāne District residents have in mind a recent Council action, decision or management they **approve** of (40% in 2018). This is similar to the Peer Group Average and on par with the National Average.

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

appearance of town/beautification/improvements	6%
Council do a good job/good service	6%
parks/reserves/playgrounds/recreation areas	5%
walkways/river walks/cycleways	4%

50% of residents have in mind a recent Council action, decision or management they **disapprove** of (47% in 2018). This is on par with the Peer Group Average and above the National Average.

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

water bottling plant	7%
rates too high/increases/too high for services received	4%
roading/traffic/road safety	4%
rubbish/recycling	4%

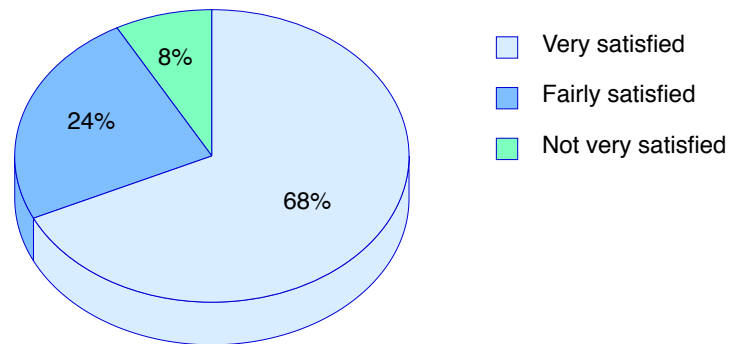
CONTACT WITH COUNCIL

20% of residents have contacted a Councillor or the Mayor in the last 12 months (23% in 2018), while 10% have contacted a member of a Community Board (10% in 2018).

60% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months (58% in 2018).

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

Contacted Customer Service Front Desk Staff In Last 12 Months[†]

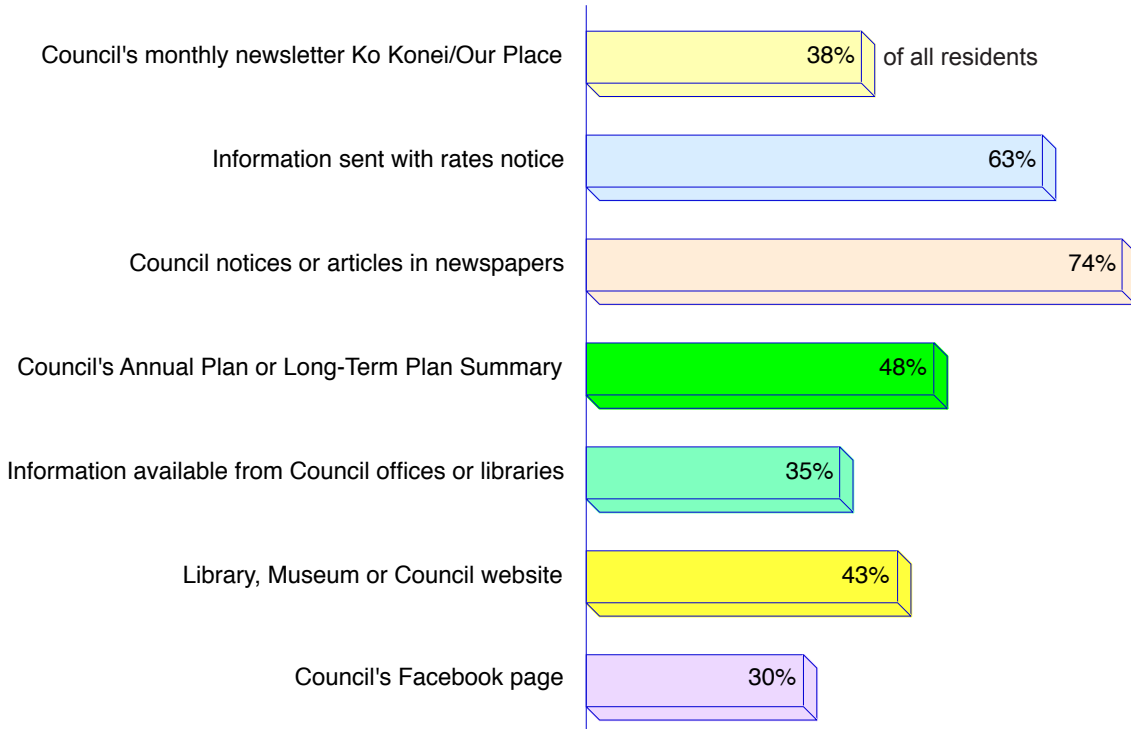


[†]Base = 206

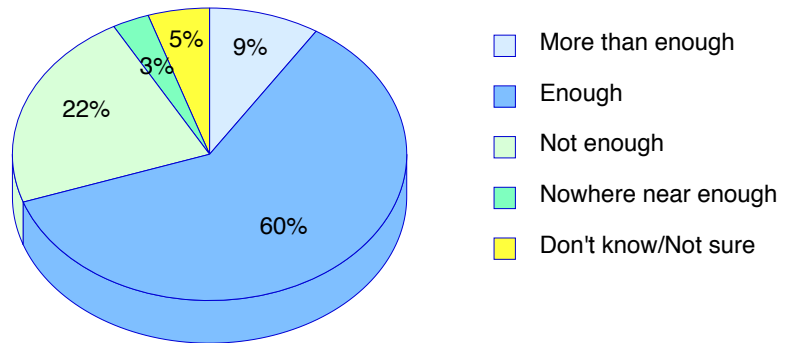
(those residents who have contacted the customer service front desk staff by phone and/or in person in last 12 months)

INFORMATION

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



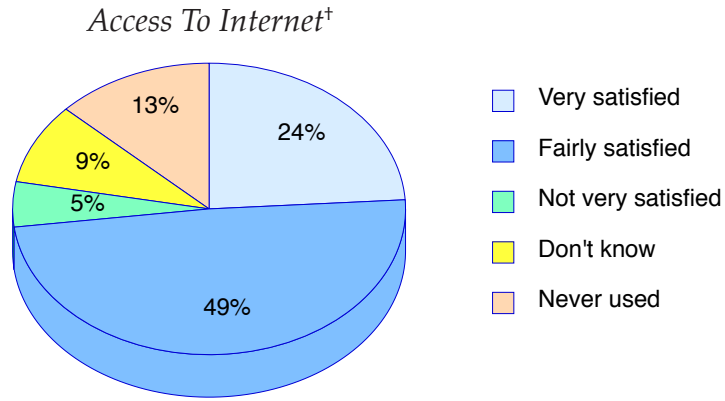
Amount Of Information That The Council Supplies To The Community Is ...



(does not add to 100% due to rounding)

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

Satisfaction With Provision Of Online Services And Information



[†]Base = 280
(88% of residents have access to the internet)

Participation In Council Community Engagement Process

In the past years residents have participated in the following community engagement processes* ...

talking to Council representative at public events	22%	of all residents
responded to a Council survey (excluding this survey)	11%	
making a formal submission online or in writing	10%	
attending a workshop or open day	8%	
participating in a user group or stakeholder forum	8%	
providing feedback on Facebook	7%	
attended a hearing	6%	
visiting Council's 'have a say' section on the website	5%	

* multiple responses allowed

61% of residents said they have not participated in any of these processes (60% in 2018).

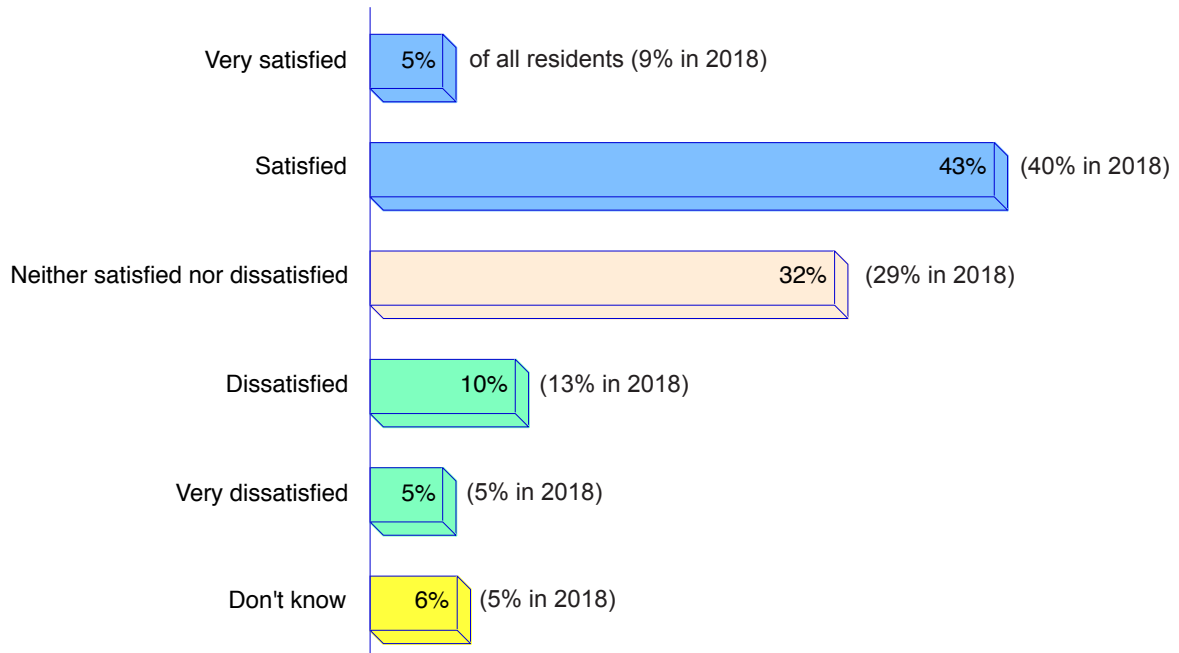
Preferred Process For Participating In Council's Decision Process

The most preferred methods are ...

online/internet/social media	18%	of all residents
public meetings/public forum/open forum	12%	
personal contact/face-to-face	11%	
postal notifications/write a letter	9%	

LOCAL ISSUES

Council Consultation And Community Involvement



(does not add to 100% due to rounding)

The very satisfied/satisfied reading (48%) is slightly above the Peer Group Average and on par with the National Average.

Perception Of Safety

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

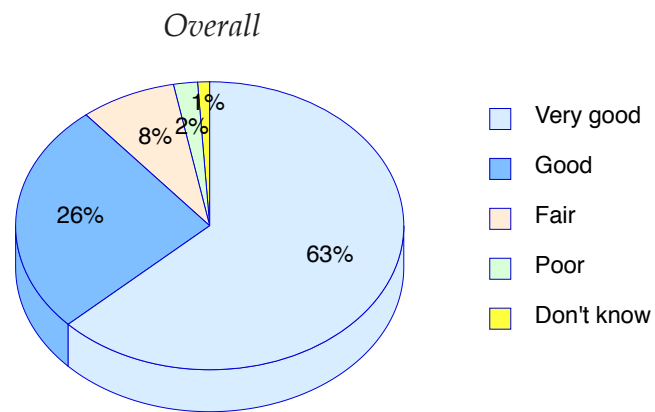
Yes definitely	32% of all residents (41% in 2018)
Yes mostly	64% (53% in 2018)
Not really	3% (5% in 2018)
Definitely not	1% (1% in 2018)
Don't know	0% (0% in 2018)

The percent saying 'Yes, definitely' (32%), is similar to the Peer Group Average and on par with the National Average.

Climate Change

69% of residents think climate change is a significant issue for the District now, while 23% say 'no' and 8% are unable to comment.

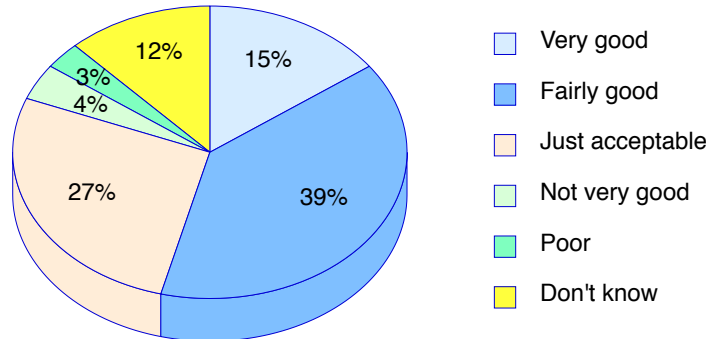
Quality Of Life



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

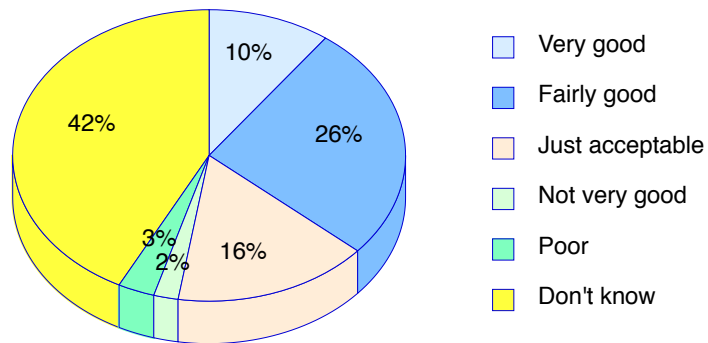
REPRESENTATION

a. Performance Rating Of The Mayor And Councillors



Whakatāne District is slightly above the Peer Group Average and on par with the National Average, in terms of rating the Mayor and Councillors' performance as **very/fairly good**.

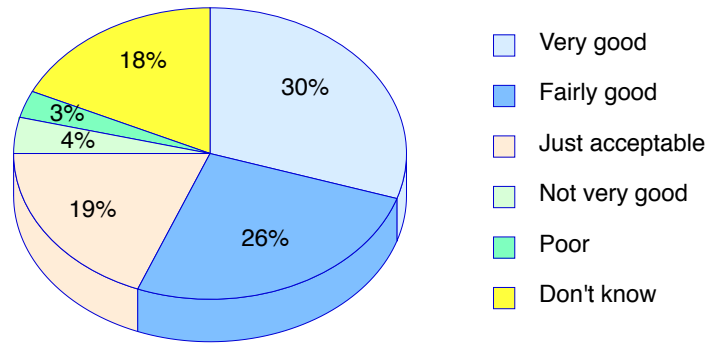
b. Performance Rating Of Community Board Members



(does not add to 100% due to rounding)

There are no comparative Peer Group and National Averages for this reading, however, the 2019 very good/fairly good reading is on par with the 2018 result.

c. Performance Rating Of The Council Staff



Whakatāne District is on par with the Peer Group Average and slightly 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 Whakatāne District Council, this Peer Group of similar Local Authorities are those comprising a provincial city or town(s), together with a rural component.

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

In this group are ...

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

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

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

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

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

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

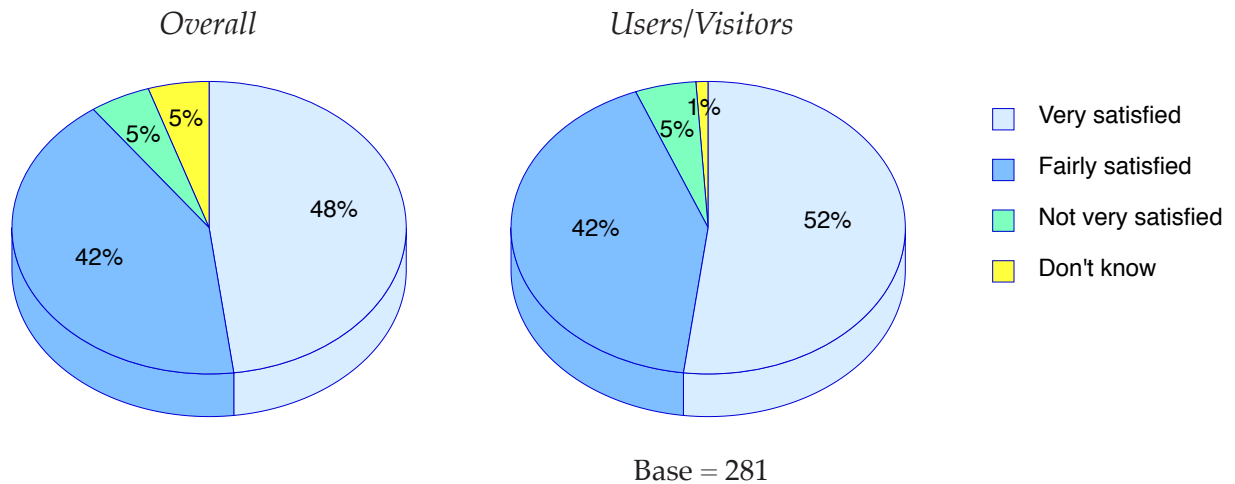


1. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

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

i. Parks And Reserves



90% of Whakatāne District residents are satisfied with their parks and reserves, including 48% who are very satisfied (40% in 2018), while 5% are not very satisfied with these facilities.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2018 result.

88% of households have used/visited parks or reserves in the last 12 months. 94% of these "users/visitors" are satisfied, with 5% not very satisfied.

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

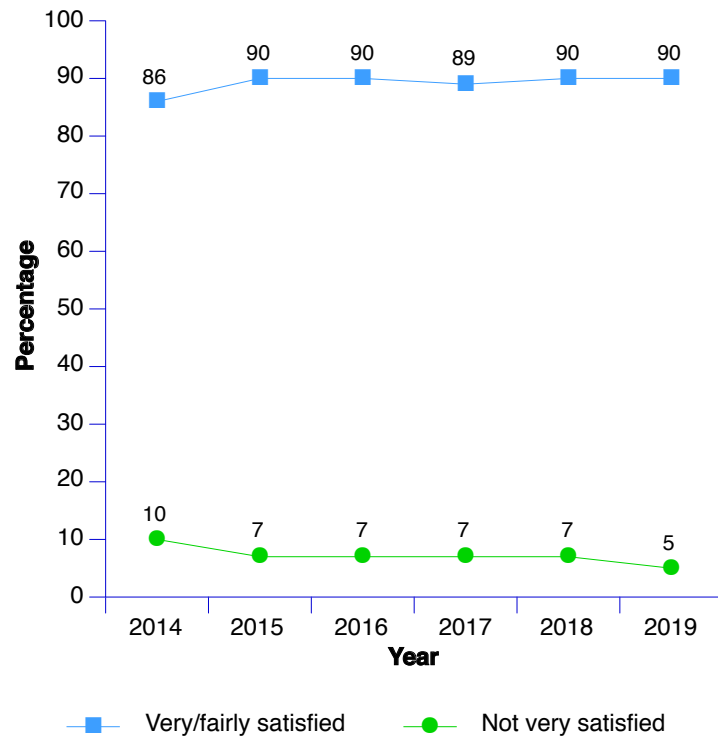
Satisfaction With Parks And Reserves

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	48	42	90	5	5
	2018	40	50	90	7	3
	2017	37	52	89	7	4
	2016 [†]	45	45	90	7	4
	2015 [†]	45	45	90	7	2
	2014	36	50	86	10	4
Users/Visitors	2019	52	42	94	5	1
	2018	42	50	92	6	2
	2017	40	52	92	6	2
	2016	49	42	91	7	2
	2015 [†]	49	45	94	6	1
	2014	39	50	89	10	1
Comparison						
Peer Group (Provincial)		61	32	93	5	2
National Average		63	31	94	5	1
Community Board						
Whakatāne [†]		56	38	94	4	1
Ōhope Beach		64	30	94	6	-
Rangitāiki		43	49	92	5	3
Tāneatua		36	49	85	10	5
Murupara		23	40	63	3	34
Area						
Urban		48	41	89	6	5
Rural [†]		48	45	93	3	5

% read across

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

Parks And Reserves

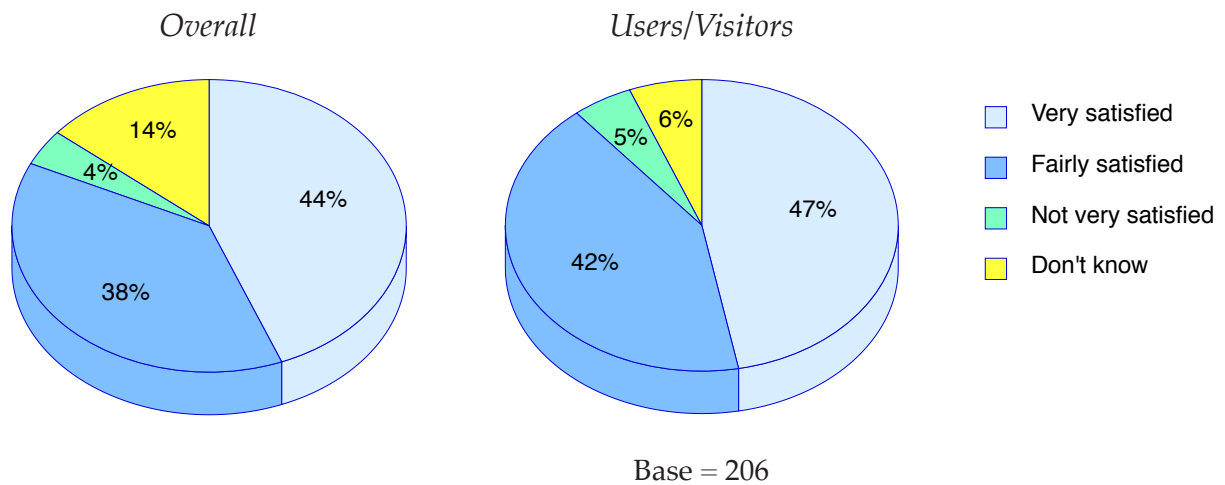


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 90%

Users/Visitors = 94%

ii. Sportsfields



82% of residents are satisfied with their local sportsfields, including 44% who are very satisfied (35% in 2018), while 4% are not very satisfied with these facilities. 14% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for **sportsfields and playgrounds** and the 2018 reading.

68% of households have used/visited a public sportsfield in the last 12 months (64% in 2018) and of these “users/visitors”, 89% are satisfied, and 5% not very satisfied.

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

Satisfaction With Sportsfields

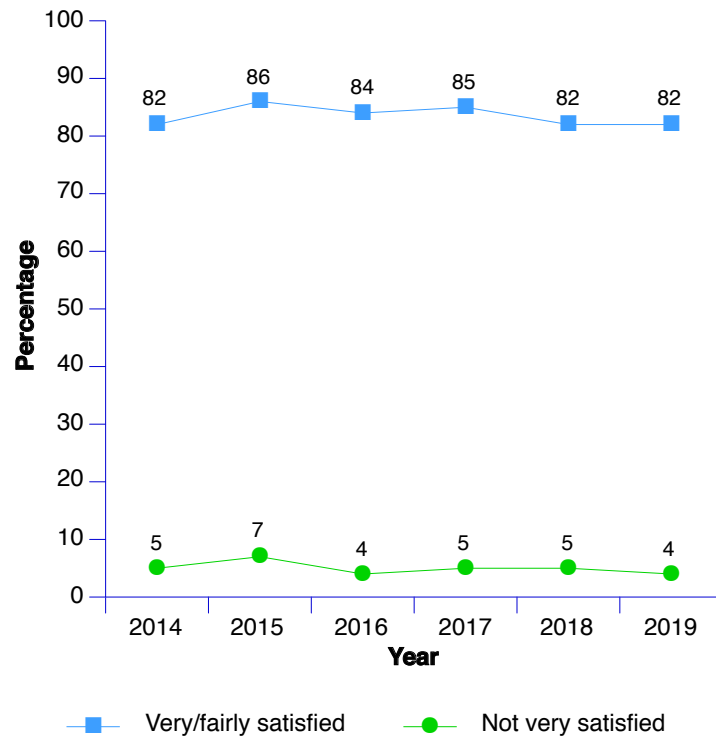
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	44	38	82	4	14
	2018	35	47	82	5	13
	2017	36	49	85	5	10
	2016	39	45	84	4	12
	2015 [†]	42	44	86	7	8
	2014	49	33	82	5	13
Users/Visitors	2019	47	42	89	5	6
	2018	39	53	92	5	3
	2017	44	46	90	7	3
	2016	44	46	90	4	6
	2015	48	43	91	7	2
	2014	40	50	90	6	4
Comparison*						
Peer Group (Provincial)		52	38	90	4	6
National Average [†]		60	32	92	3	6
Community Board						
Whakatāne		49	38	87	1	12
Ōhope Beach [†]		46	39	85	4	10
Rangitāiki [†]		39	38	77	7	17
Tāneatua		42	47	89	6	5
Murupara		41	27	68	4	28
Area						
Urban		45	38	83	4	13
Rural [†]		42	39	81	2	16

% read across

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

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

Sportsfields

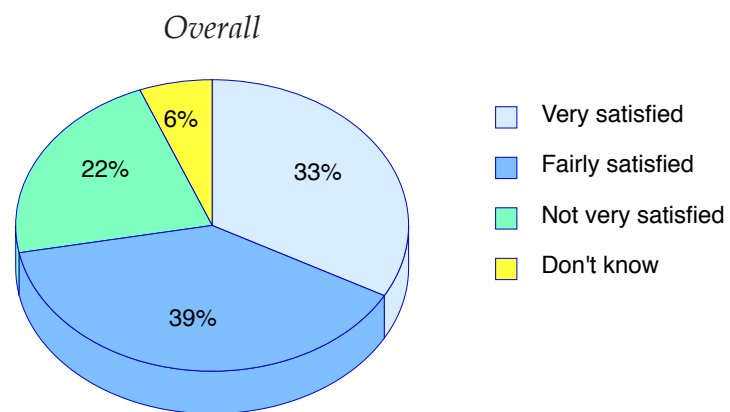


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 82%

Users / Visitors = 89%

iii. Street Lighting



72% of Whakatāne residents are satisfied with street lighting, including 33% who are very satisfied, while 22% are not very satisfied. 6% are unable to comment. These readings are similar to the 2018 results.

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

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

- Urban residents,
- NZ Māori residents,
- residents aged 18 to 44 years,
- residents with an annual household income of \$40,000 or more.

Satisfaction With Street Lighting

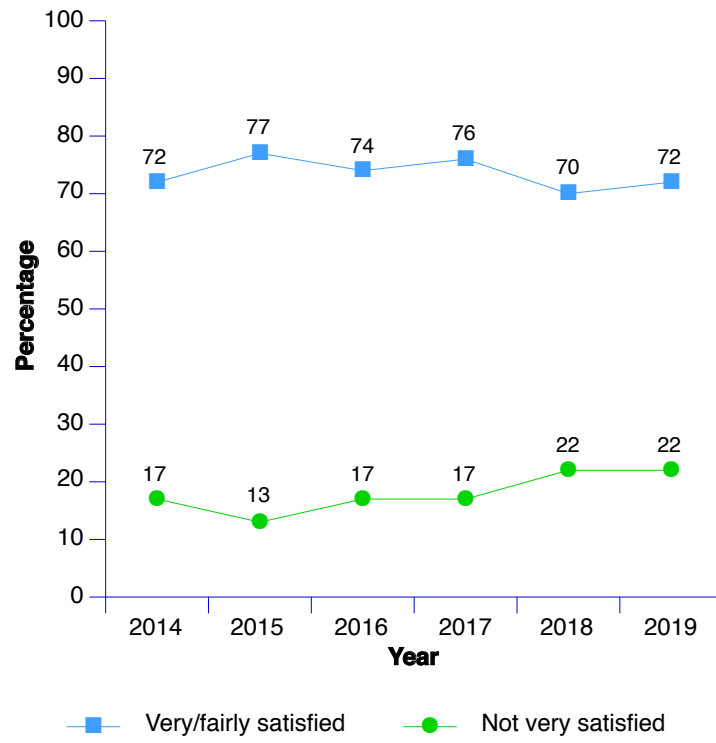
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2019	33	39	72	22	6
2018	34	36	70	22	8
2017	32	44	76	17	7
2016	34	40	74	17	9
2015	32	45	77	13	10
2014	29	43	72	17	12
Community Board					
Whakatāne	34	41	75	21	4
Ōhope Beach	24	40	64	36	-
Rangitāiki	30	41	71	17	12
Tāneatua	30	34	64	29	7
Murupara	45	23	68	24	8
Area					
Urban [†]	34	36	70	27	2
Rural	29	44	73	10	17
Ethnicity					
NZ European	32	41	73	17	10
NZ Māori	35	32	67	33	-
Age					
18-44 years	28	38	66	32	2
45-64 years [†]	31	40	71	19	9
65+ years	46	34	80	9	11
Household Income					
Less than \$40,000 pa	47	33	80	11	9
\$40,000-\$70,000 pa	31	42	73	25	2
\$70,001-\$100,000 pa	27	39	66	25	9
More than \$100,000 pa [†]	21	46	67	26	6

% read across

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

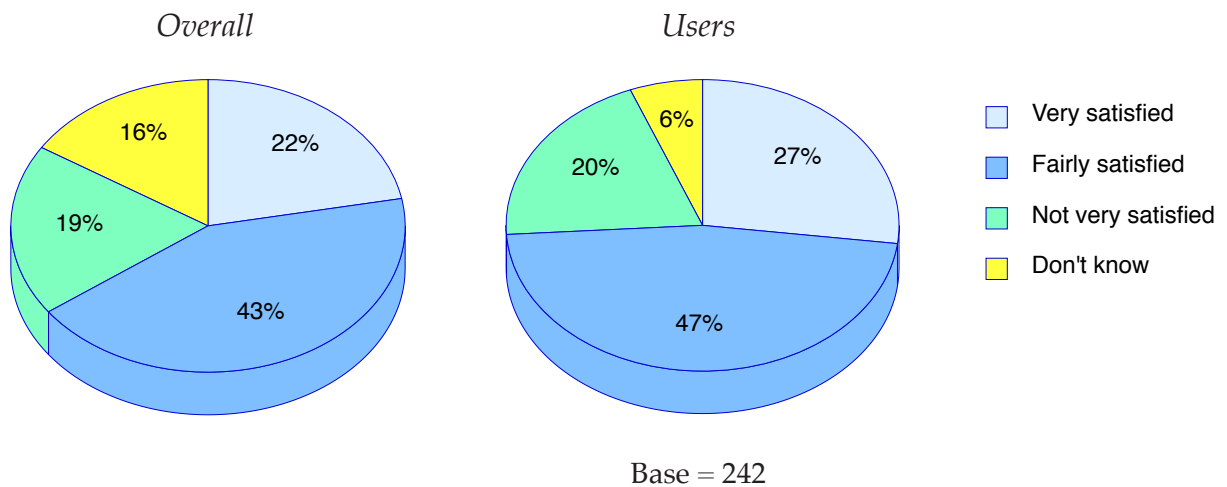
[†] does not add to 100% due to rounding

Street Lighting



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

iv. Public Toilets



65% of residents are satisfied with public toilets in the District, while 19% are not very satisfied (23% in 2018) and 16% are unable to comment (13% in 2018).

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

77% of households have used a public toilet in the last 12 months. Of these, 74% are satisfied and 20% are not very satisfied (26% in 2018).

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

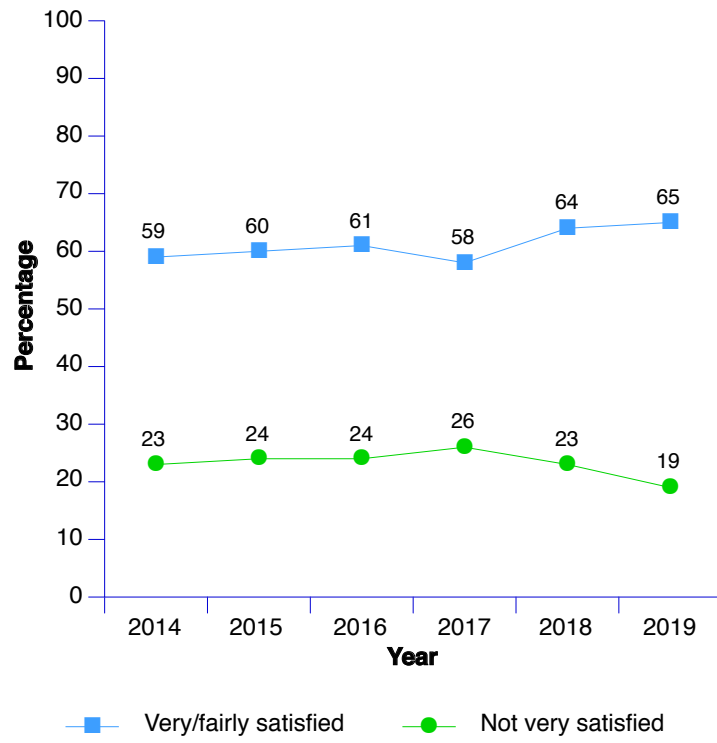
Satisfaction With Public Toilets

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	22	43	65	19	16
	2018	19	45	64	23	13
	2017	14	44	58	26	16
	2016	15	46	61	24	15
	2015 [†]	18	42	60	24	17
	2014	18	41	59	23	18
Users/Visitors	2019	27	47	74	20	6
	2018	22	50	72	26	2
	2017	18	48	66	29	5
	2016 [†]	18	54	72	25	2
	2015 [†]	21	48	69	25	5
	2014	22	49	71	24	5
Comparison[†]						
Peer Group (Provincial)		26	44	70	17	14
National Average		24	46	70	17	14
Community Board						
Whakatāne [†]		18	43	61	25	15
Ōhope Beach [†]		19	58	77	13	9
Rangitāiki		20	49	69	14	17
Tāneatua [†]		37	35	72	13	14
Murupara		38	16	54	17	29
Area						
Urban		23	42	65	19	16
Rural		20	44	64	20	16
Ratepayer?						
Ratepayer		21	42	63	20	17
Non-ratepayer [†]		34	48	82	10	9

% read across

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

Public Toilets

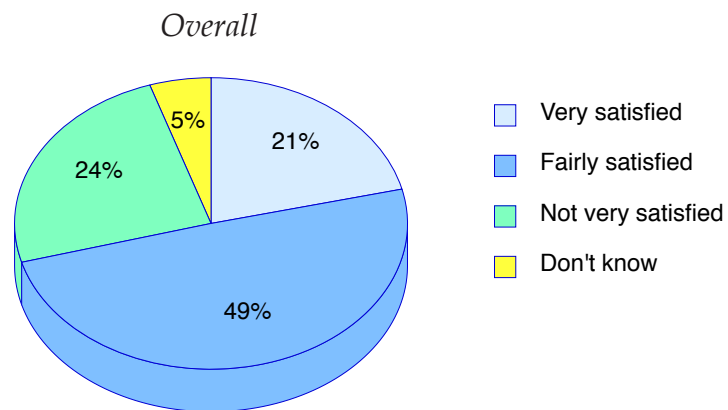


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 65%

Users = 74%

v. Footpaths



70% of Whakatāne residents are satisfied with footpaths in their District (75% in 2018), while 24% are not very satisfied (20% in 2018).

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

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

- residents aged 45 years or over,
- ratepayers.

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

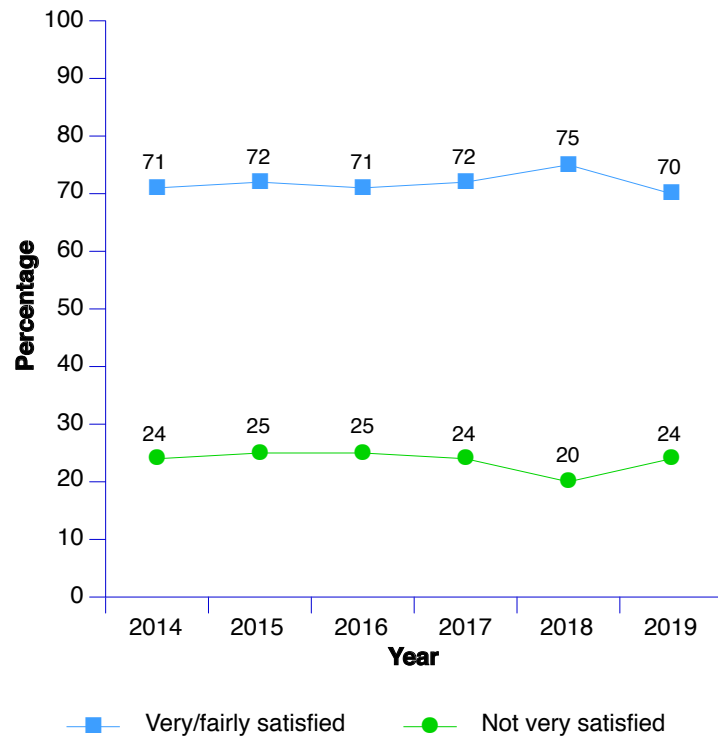
Satisfaction With Footpaths

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2019 [†]	21	49	70	24	5
2018 [†]	23	52	75	20	4
2017 [†]	20	52	72	24	5
2016	24	47	71	25	4
2015	25	47	72	25	3
2014 [†]	21	50	71	24	6
Comparison					
Peer Group (Provincial)	16	52	68	27	5
National Average	26	48	74	21	5
Community Board					
Whakatāne	24	52	76	24	-
Ōhope Beach [†]	42	43	85	16	-
Rangitāiki [†]	19	47	66	27	6
Tāneatua	13	50	63	28	9
Murupara [†]	3	49	52	19	30
Area					
Urban	21	49	70	27	3
Rural	21	51	72	18	10
Age					
18-44 years	31	49	80	15	5
45-64 years	12	54	66	27	7
65+ years	19	42	61	35	4
Ratepayer?					
Ratepayer [†]	21	50	71	26	4
Non-ratepayer	25	46	71	13	16

% read across

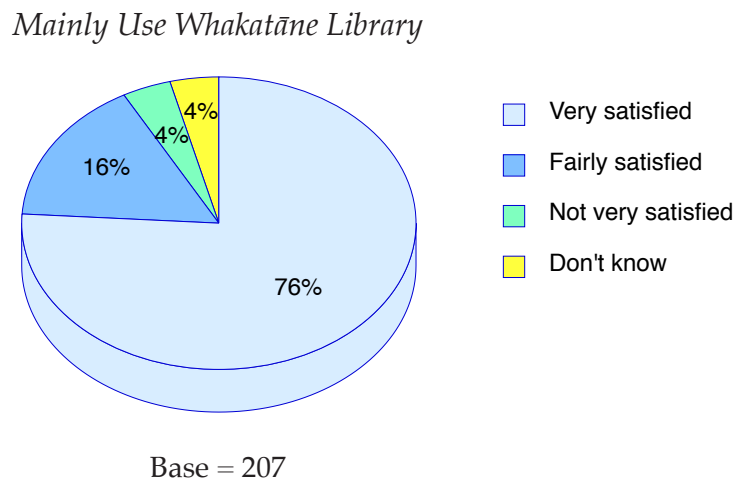
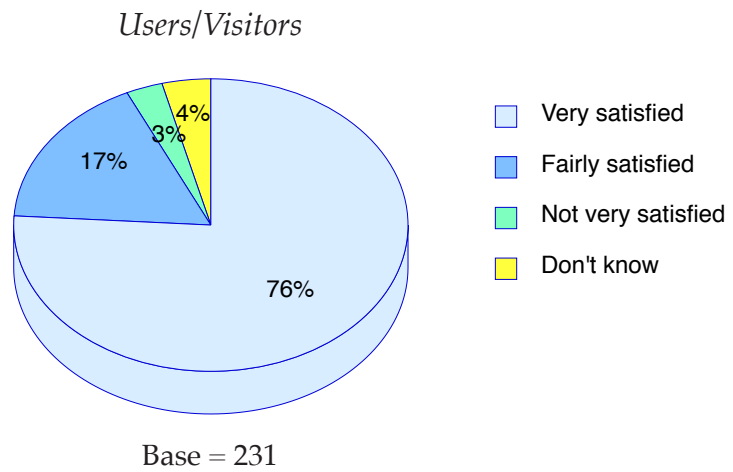
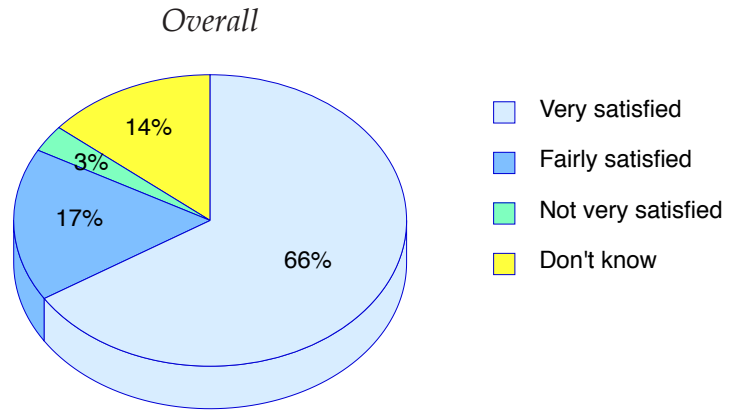
[†] does not add to 100% due to rounding

Footpaths



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

vi. Libraries In The District Overall



83% of residents are satisfied with libraries in the District overall, including 66% who are very satisfied (55% in 2018). 3% are not very satisfied and 14% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2018 reading.

71% of households have used or visited a District library in the last 12 months (69% in 2018). Of these, 93% are satisfied and 3% not very satisfied.

90% of library users / visitors have many used / visited the Whakatāne Library. Of these, 92% are satisfied and 4% not very satisfied.

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

Satisfaction With Libraries In The District Overall

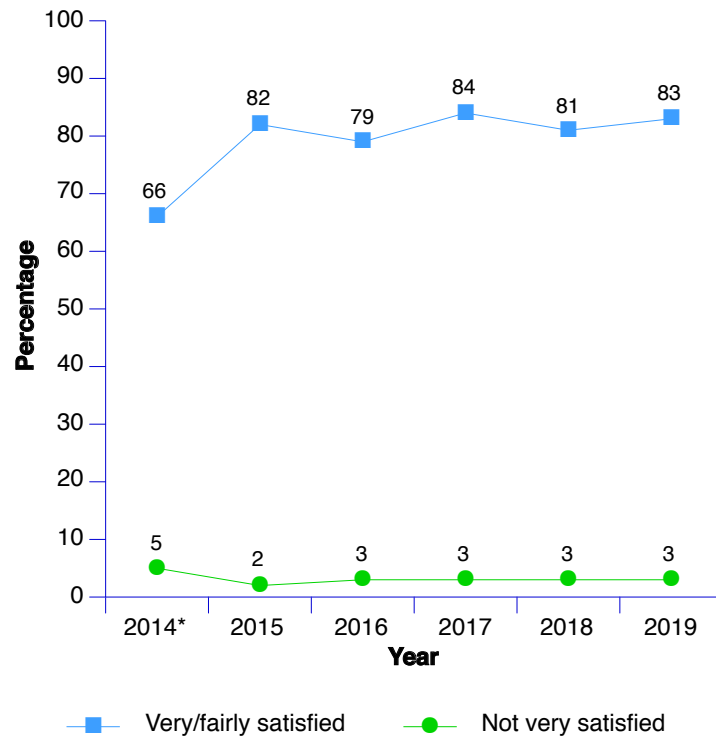
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*						
Total District	2019	66	17	83	3	14
	2018	55	26	81	3	16
	2017	51	33	84	3	13
	2016	61	18	79	3	18
	2015	58	24	82	2	16
	2014	42	24	66	5	29
Users/Visitors	2019	76	17	93	3	4
	2018	70	24	94	2	4
	2017 [†]	59	36	95	4	2
	2016	76	16	92	3	5
	2015 [†]	69	23	92	2	7
	2014	57	28	85	8	7
Whakatāne Library Users		76	16	92	4	4
Comparison						
Peer Group (Provincial) [†]		68	22	90	4	7
National Average		69	18	87	3	10
Community Board						
Whakatāne		75	11	86	4	10
Ōhope Beach		67	15	82	1	17
Rangitāiki		53	29	82	1	17
Tāneatua		55	15	70	9	21
Murupara		79	12	91	-	9
Area						
Urban		69	15	84	4	12
Rural [†]		60	21	81	-	18

% read across

* in 2014 also asked satisfaction with Library and Exhibition Centre

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

Library In The District Overall

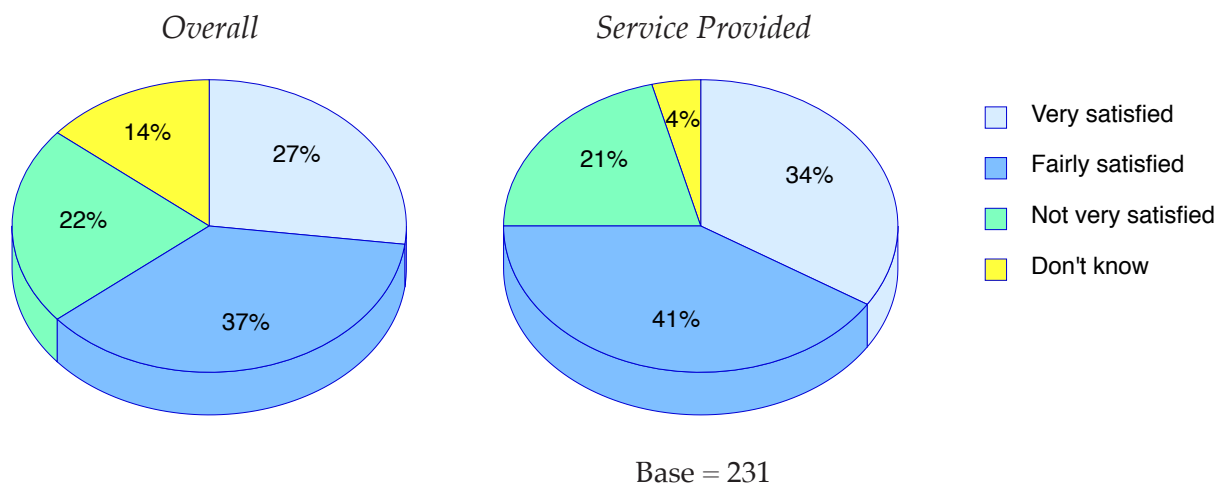


* in 2014 also asked satisfaction with Library and Exhibition Centre

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	83%
Users/Visitors	=	93%
Whakatāne Library Users/Visitors	=	92%

vii. Stormwater Services



64% of residents are satisfied with stormwater services (55% in 2018), while 22% are not very satisfied and 14% are unable to comment (11% in 2018).

The percent not very satisfied is on par with the Peer Group Average, slightly above the National Average, but 12% below the 2018 reading.

68% of residents are provided with a piped stormwater collection (60% in 2018) and, of these, 75% are satisfied (67% in 2018) and 21% are not very satisfied (30% in 2018).

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

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

Satisfaction With Stormwater Services

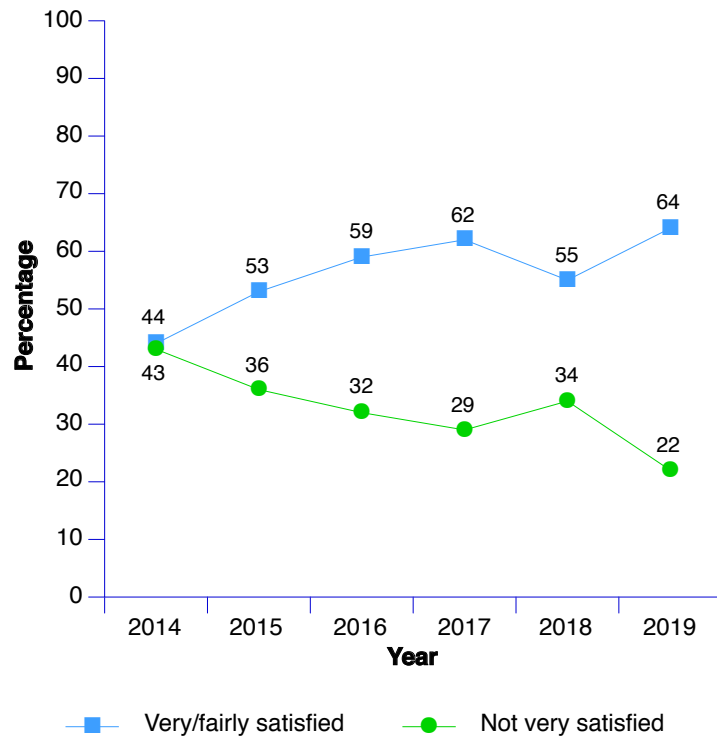
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall*						
Total District	2019	27	37	64	22	14
	2018	16	39	55	34	11
	2017 [†]	16	46	62	29	10
	2016	15	44	59	32	9
	2015	16	37	53	36	11
	2014	10	34	44	43	13
Service Provided	2019	34	41	75	21	4
	2018	20	47	67	30	3
	2017 [†]	21	53	74	26	1
	2016 [†]	20	49	69	29	3
	2015	20	41	61	36	3
	2014	14	39	53	45	2
Comparison						
Peer Group (Provincial)		29	42	71	17	12
National Average		31	41	72	16	12
Community Board						
Whakatāne		35	37	72	23	5
Ōhope Beach		49	34	83	15	2
Rangitāiki		11	41	52	23	25
Tāneatua		21	28	49	38	13
Murupara		23	42	65	3	32
Area						
Urban [†]		31	40	71	23	7
Rural		16	32	48	21	31
Ethnicity						
NZ European		26	40	66	18	16
NZ Māori		22	30	52	34	14

% read across

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

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

Stormwater Services

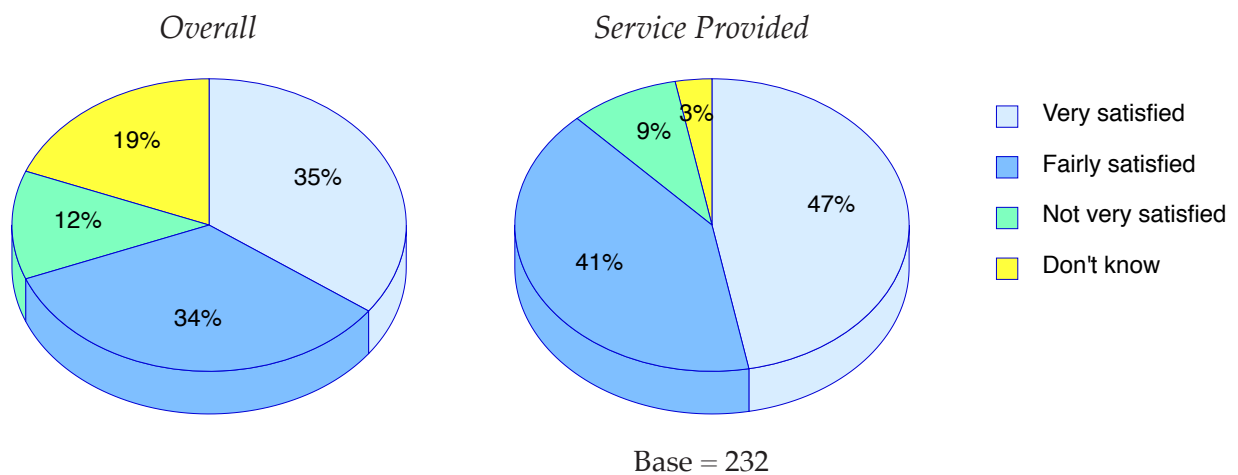


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%

Service Provided = 75%

viii. Sewerage System



69% of residents are satisfied with the District's sewerage system (65% in 2018), including 35% who are very satisfied (28% in 2018), while 12% are not very satisfied and 19% are unable to comment (22% in 2018).

The percent not very satisfied is on par with the Peer Group and the National Averages and similar to the 2018 reading.

68% of residents are provided with a sewerage system (59% in 2018). Of these, 88% are satisfied and 9% are not very satisfied.

Residents are more likely to be not very satisfied with the sewerage system are ...

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

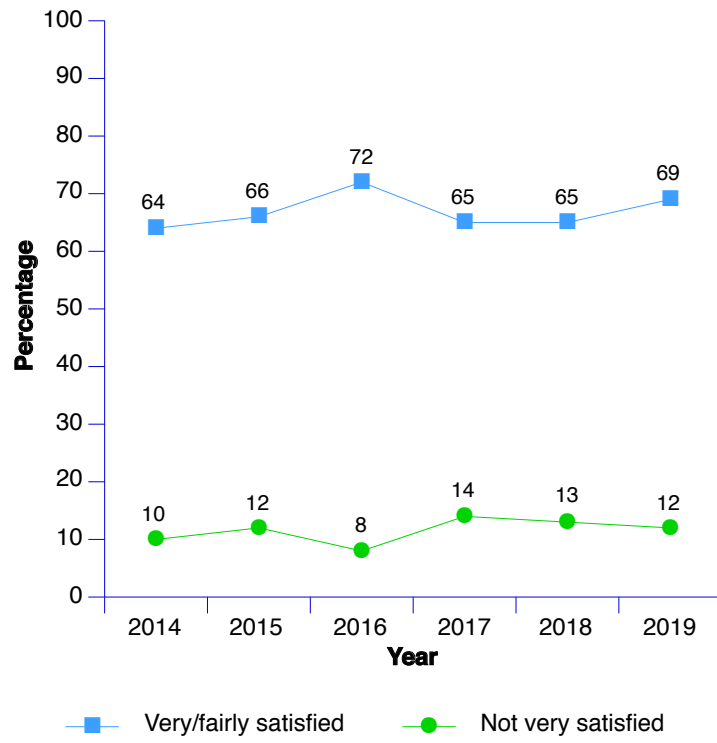
Satisfaction With Sewerage System

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	35	34	69	12	19
	2018	28	37	65	13	22
	2017	25	40	65	14	21
	2016	28	44	72	8	20
	2015	26	40	66	12	22
	2014	22	42	64	10	26
Service Provided	2019	47	41	88	9	3
	2018 [†]	40	47	87	10	4
	2017	37	49	86	13	1
	2016	39	52	91	6	3
	2015	34	49	83	12	5
	2014 [†]	34	58	92	8	1
Comparison						
Peer Group (Provincial)		37	39	76	7	17
National Average		46	34	80	7	13
Community Board						
Whakatāne		45	40	85	7	8
Ōhope Beach		68	30	98	1	1
Rangitāiki		12	27	39	26	35
Tāneatua		18	39	57	15	28
Murupara		40	26	66	-	34
Area						
Urban		45	37	82	9	9
Rural		10	26	36	20	44
Length of Residence[†]						
Lived there 10 years or less		52	36	88	3	10
Lived there more than 10 years		31	34	65	15	19

% read across

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

Sewerage System

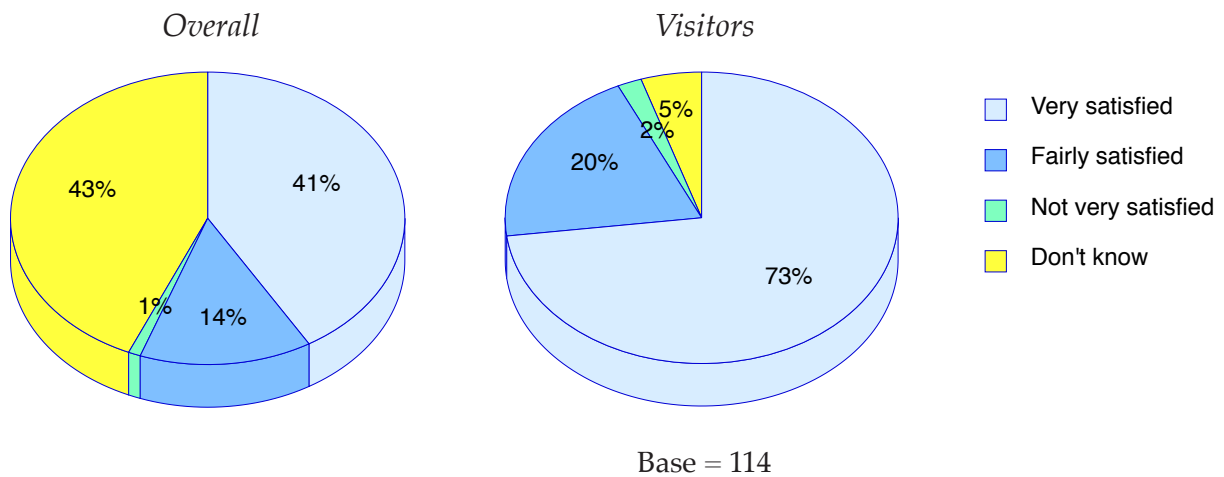


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 69%

Service Provided = 88%

ix. Whakatāne Crematorium Facility



55% of residents are satisfied with the Whakatāne Crematorium facility, including 41% who are very satisfied (33% in 2018), while 1% are not very satisfied.

A large percentage, 43%, are unable to comment and this is probably due to only 29% of residents saying they, or a member of their household, have visited the Whakatāne Crematorium facility in the last 12 months (33% in 2018). Of these 'visitors', 93% are satisfied.

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

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

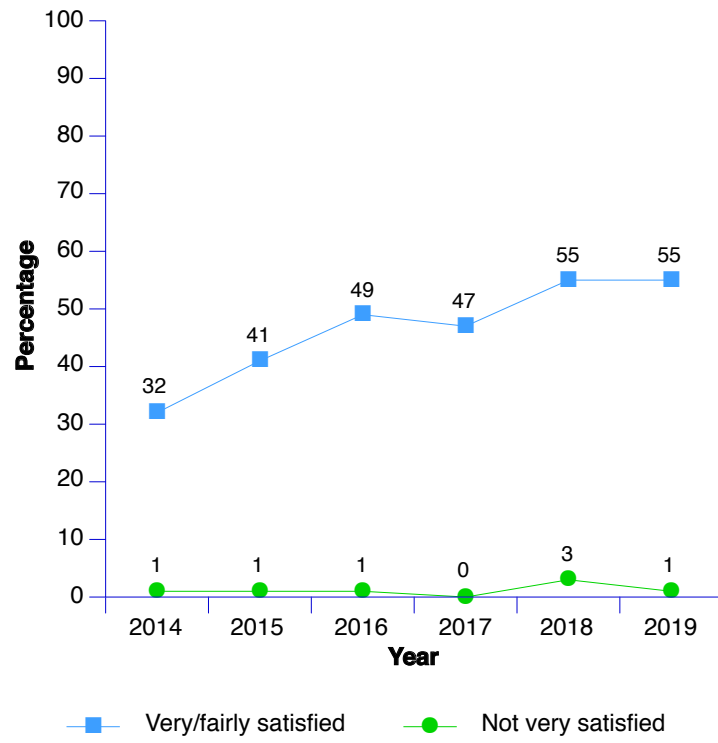
Satisfaction With Whakatāne Crematorium Facility

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019 [†]	41	14	55	1	43
	2018	33	22	55	3	42
	2017	25	22	47	-	53
	2016	30	19	49	1	50
	2015	26	15	41	1	58
	2014	17	15	32	1	67
Visitor	2019	73	20	93	2	5
	2018	66	29	95	4	1
	2017 [†]	58	34	92	-	7
	2016 [†]	66	27	93	2	6
	2015	73	17	90	1	9
	2014	64	21	85	2	13
Community Board						
Whakatāne		42	17	59	1	40
Ōhope Beach		36	18	54	1	45
Rangitāiki [†]		49	12	61	2	38
Tāneatua		50	16	66	-	34
Murupara		8	-	8	-	92
Area						
Urban		37	17	54	1	45
Rural		53	8	61	-	39

% read across

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

Whakatāne Crematorium Facility

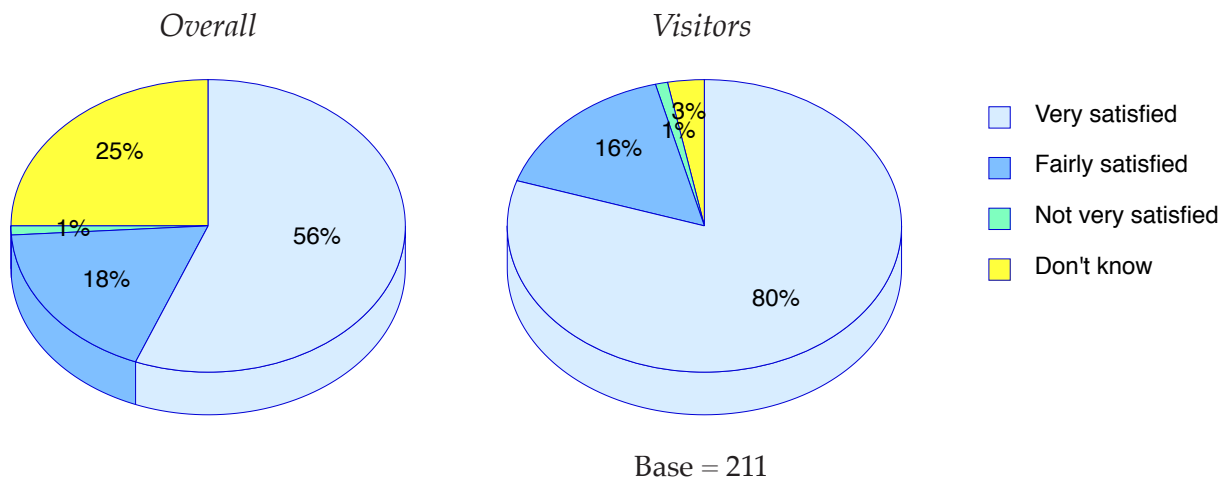


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 55%

Visitors = 93%

x. Cemeteries Overall, Including Maintenance Of Cemeteries



74% of residents are satisfied with cemeteries overall, including maintenance of a cemeteries (68% in 2018), with 56% being very satisfied (40% in 2018). 1% are not very satisfied and a large percentage 25% are unable to comment (30% in 2018).

The percent not very satisfied is similar to the Peer Group Average and the 2018 reading and on par with the National Average.

62% of households have visited a cemetery in the last 12 months, and of these 96% 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.

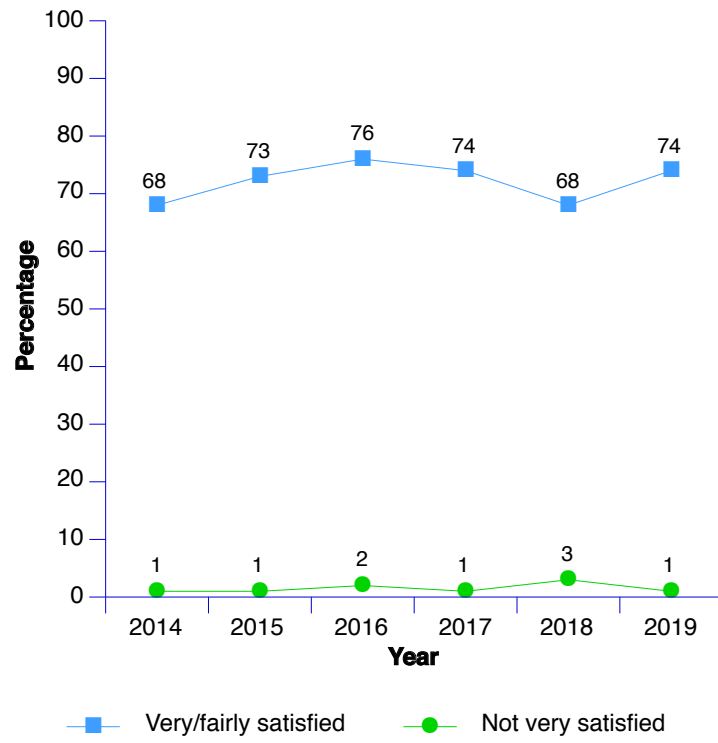
Satisfaction With Cemeteries Overall, Including Maintenance Of Cemeteries

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	56	18	74	1	25
	2018 [†]	40	28	68	3	30
	2017	43	31	74	1	25
	2016	49	27	76	2	22
	2015 [†]	47	26	73	1	27
	2014 [†]	43	25	68	1	30
Visitors	2019	80	16	96	1	3
	2018	59	33	92	2	6
	2017	60	37	97	2	1
	2016	67	29	96	2	2
	2015	59	35	94	1	5
	2014	65	25	90	2	8
Comparison						
Peer Group (Provincial)		45	31	76	1	23
National Average [†]		41	30	71	5	25
Community Board						
Whakatāne [†]		56	14	70	-	31
Ōhope Beach [†]		43	15	58	6	37
Rangitāiki		63	19	82	-	18
Tāneatua		70	18	88	1	11
Murupara		32	(37)	69	1	30
Area						
Urban [†]		52	18	70	1	(30)
Rural		(67)	18	(85)	-	15

% read across

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

Cemeteries Overall

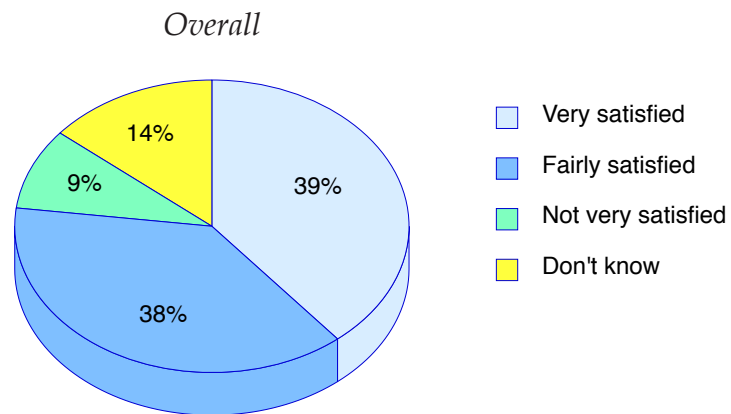


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 74%

Visitors = 96%

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



77% of residents are satisfied with harbour facilities, including 39% who are very satisfied (31% in 2018). 9% are not very satisfied and 14% are unable to comment (10% in 2018).

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is on par with the 2018 result.

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

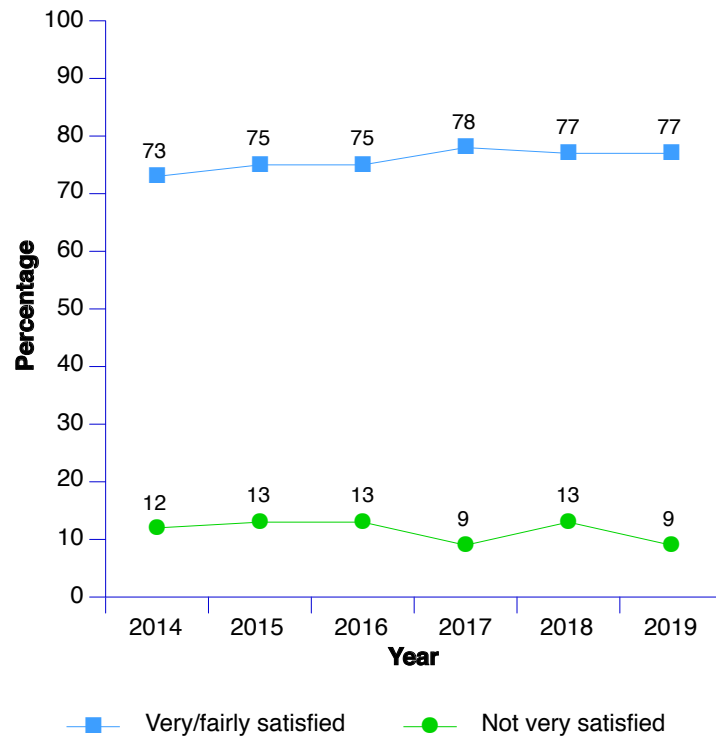
Satisfaction With Harbour Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2019	39	38	77	9	14
2018	31	46	77	13	10
2017	34	44	78	9	13
2016	33	42	75	13	12
2015	42	33	75	13	12
2014	34	39	73	12	15
Community Board					
Whakatāne	34	44	78	11	11
Ōhope Beach [†]	44	34	78	15	8
Rangitāiki [†]	42	37	79	10	10
Tāneatua [†]	45	48	93	1	7
Murupara	41	1	42	-	58
Area					
Urban	36	38	74	11	15
Rural [†]	44	39	83	6	10

% read across

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

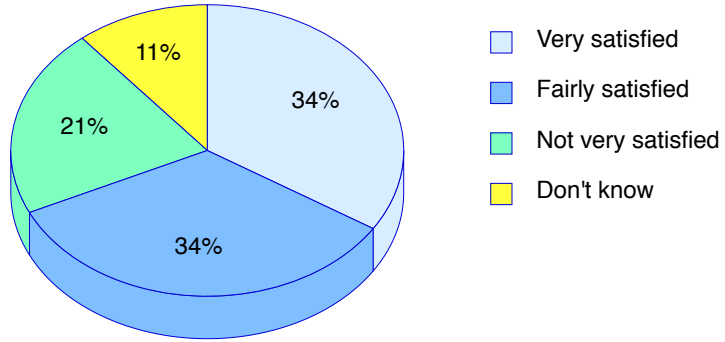
[†] does not add to 100% due to rounding

Harbour Facilities

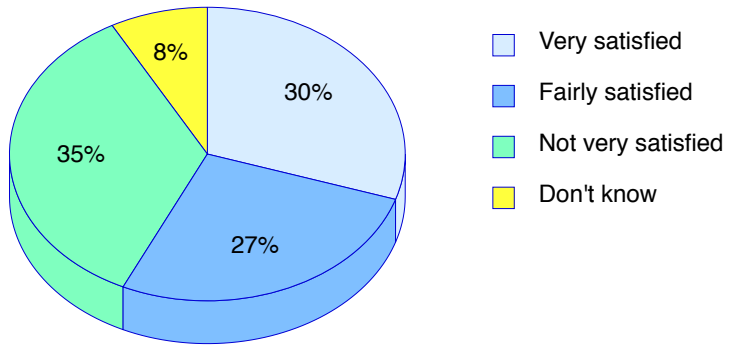
Recommended Satisfaction Measure For Reporting Purposes:
Total District = 77%

xii. Control Of Dogs

Overall

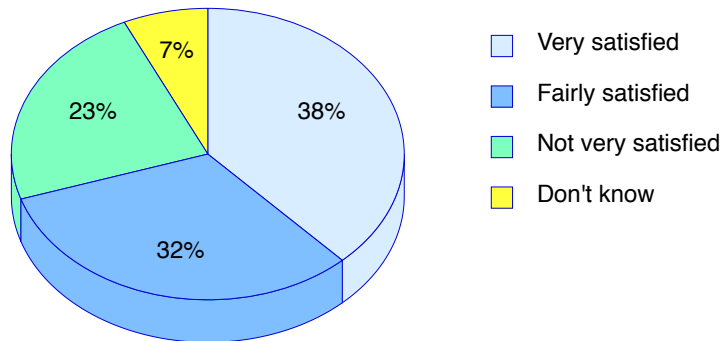


Contacted Council



Base = 66

Dog Owners



Base = 146

68% of residents express satisfaction with the dog control, while 21% are not very satisfied with this service. 11% are unable to comment. These readings are similar to the 2018 results.

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

23% of households have contacted Council regarding dog control in the last 12 months and of these, 57% are satisfied (68% in 2018), and 35% are not very satisfied (29% in 2018).

48% of households have a dog (43% in 2018), and of these 70% are satisfied and 23% 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 dog control. However, it appears that the following residents are slightly more likely to feel this way ...

- women,
- NZ Māori residents.

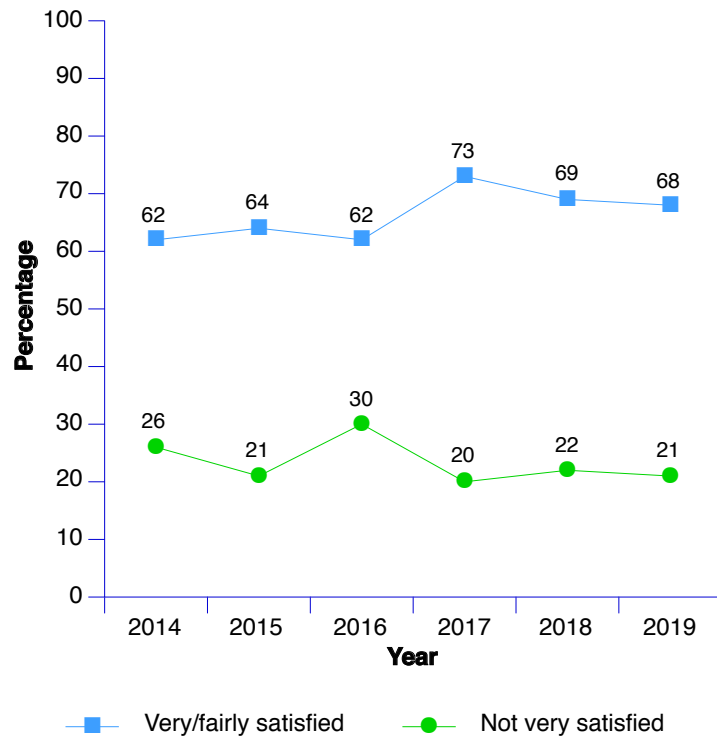
Satisfaction With Control Of Dogs

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	34	34	68	21	11
	2018 [†]	26	43	69	22	10
	2017	23	50	73	20	7
	2016	20	42	62	30	8
	2015	25	39	64	21	15
	2014 [†]	24	38	62	26	11
Contacted Council	2019	30	27	57	35	8
	2018 [†]	28	40	68	29	2
	2017 [†]	21	44	65	33	3
	2016	23	24	47	49	4
	2015	33	31	64	33	3
	2014	29	27	56	42	2
Dog Owners		38	32	70	23	7
Comparison						
Peer Group (Provincial)		36	35	71	22	7
National Average		36	38	74	16	10
Community Board						
Whakatāne [†]		29	40	69	22	10
Ōhope Beach		56	31	87	6	7
Rangitāiki [†]		44	30	74	15	12
Tāneatua		37	26	63	32	5
Murupara		10	28	38	35	27
Area						
Urban		31	36	67	21	12
Rural		44	27	71	20	9
Gender						
Male		35	36	71	17	12
Female		33	32	65	25	10
Ethnicity						
NZ European		39	32	71	18	11
NZ Māori		24	35	59	28	13

% read across

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

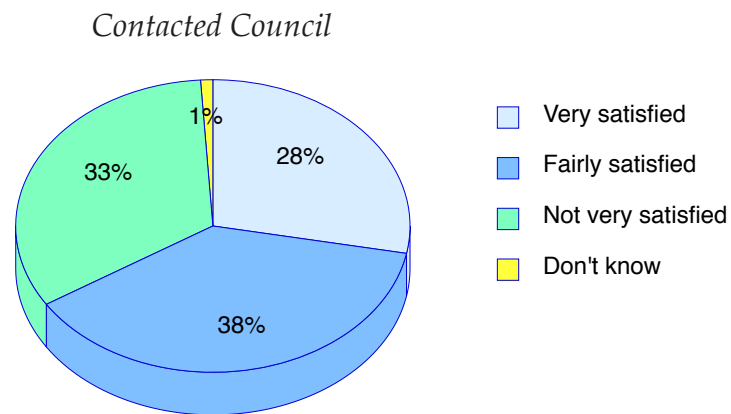
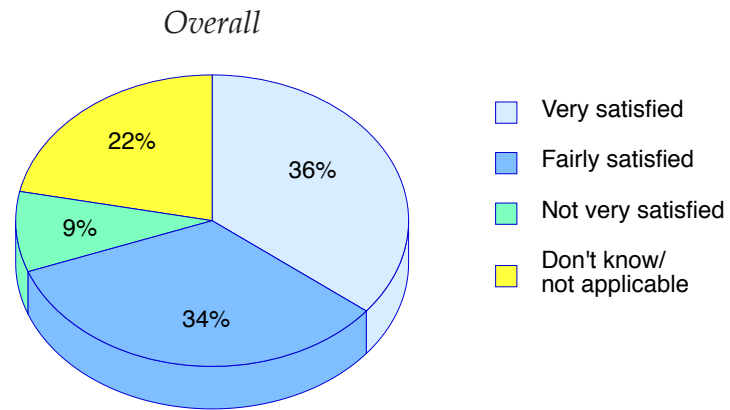
Control Of Dogs



Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	68%
Contacted Council	=	57%
Dog Owners	=	70%

xiii. Noise Control



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

70% of residents are satisfied with noise control (64% in 2018), with 36% being very satisfied (26% in 2018), while 9% are not very satisfied with this aspect of the District. A large percentage, 22%, are unable to comment (28% in 2018).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2018 reading.

11% of households have contacted the Council about noise in the last year, with 66% being satisfied with noise control and 33% being 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 noise control. However, it appears that longer term residents, those residing in the District more than 10 years are slightly more likely to feel this way, than shorter term residents.

Satisfaction With Noise Control

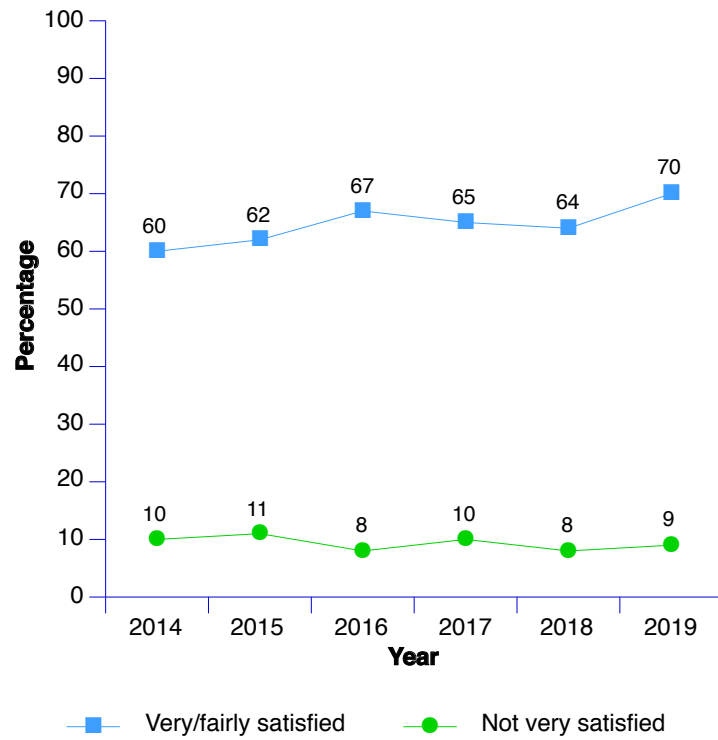
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019 [†]	36	34	70	9	22
	2018	26	38	64	8	28
	2017	21	45	66	10	24
	2016	23	44	67	8	25
	2015 [†]	25	37	62	11	28
	2014	23	37	60	10	30
Contacted Council	2019	28	38	66	33	1
	2018*	23	33	56	39	5
	2017	17	33	50	46	4
	2016 [†]	24	43	67	22	10
	2015	18	37	55	36	9
	2014**	44	25	69	32	-
Comparison						
Peer Group (Provincial)		30	47	77	11	12
National Average		37	41	78	11	11
Community Board						
Whakatāne		37	36	73	13	14
Ōhope Beach		69	17	86	1	13
Rangitāiki [†]		33	37	70	3	26
Tāneatua [†]		23	28	51	10	38
Murupara [†]		22	33	55	11	33
Area						
Urban		38	35	73	10	17
Rural		31	31	62	6	33
Length of Residence						
Lived there 10 years or less [†]		51	35	86	1	14
Lived there more than 10 years		33	35	69	11	22

% read across

* caution: small base

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

Noise Control

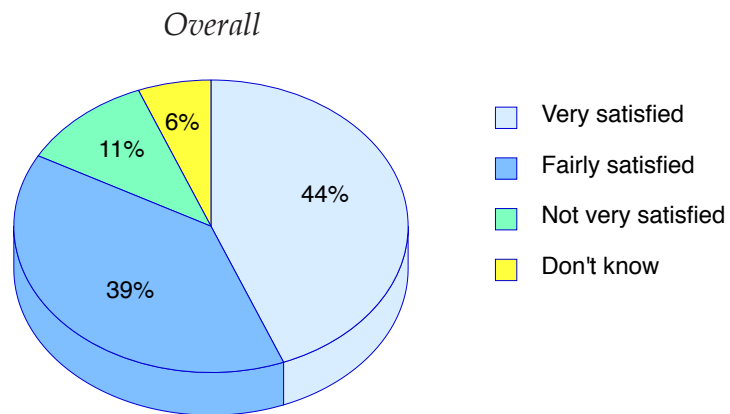


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 70%

Contacted Council = 66%

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



83% of residents are satisfied with tourism promotion (71% in 2018), including 44% who are very satisfied (29% in 2018), while 11% are not very satisfied. 6% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average, on par with the National Average and 10% below the 2018 reading.

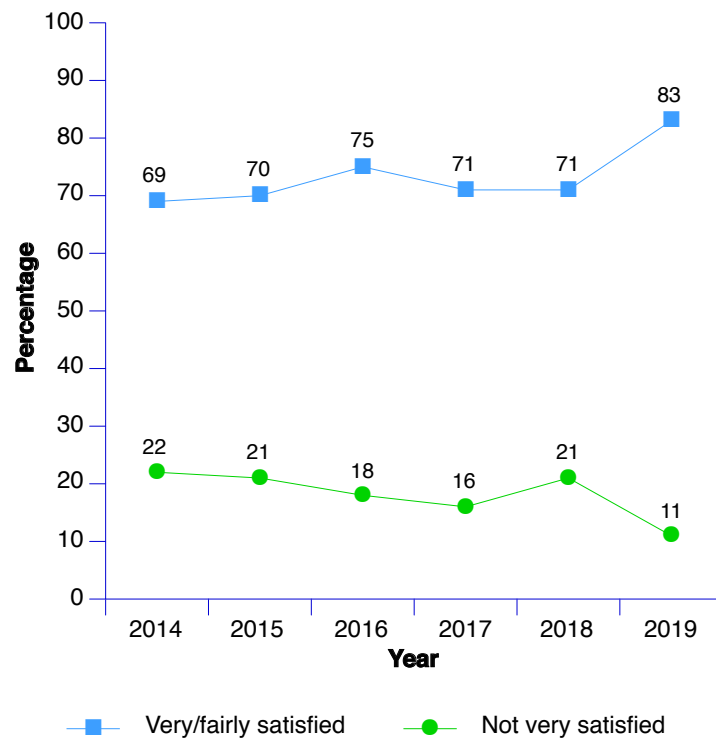
There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who are not very satisfied with tourism promotion.

Satisfaction With Tourism Promotion

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2019	44	39	83	11	6
2018	29	42	71	21	8
2017	29	42	71	16	13
2016	32	43	75	18	7
2015	29	41	70	21	9
2014	22	47	69	22	9
Comparison					
Peer Group (Provincial) [†]	37	39	76	17	8
National Average	29	40	69	14	17
Community Board					
Whakatāne [†]	43	41	84	9	6
Ōhope Beach	42	41	83	17	-
Rangitāiki	49	37	86	9	5
Tāneatua	32	45	79	14	9
Murupara	47	22	69	19	12
Area					
Urban	41	40	81	13	6
Rural	52	36	88	6	6

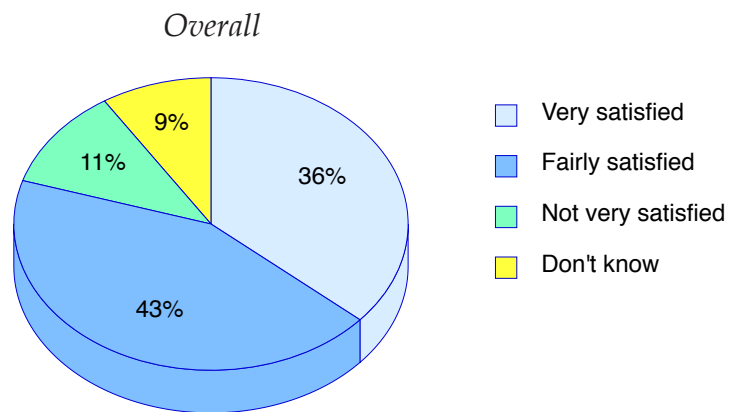
% read across

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

Tourism Promotion

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

xv. Efforts To Enable And Promote Events



79% of residents are satisfied with efforts to enable and promote events (72% in 2018), including 36% who are very satisfied (26% in 2018), while 11% are not very satisfied. 9% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is 8% below the 2018 result.

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

Satisfaction With Efforts To Enable And Promote Events

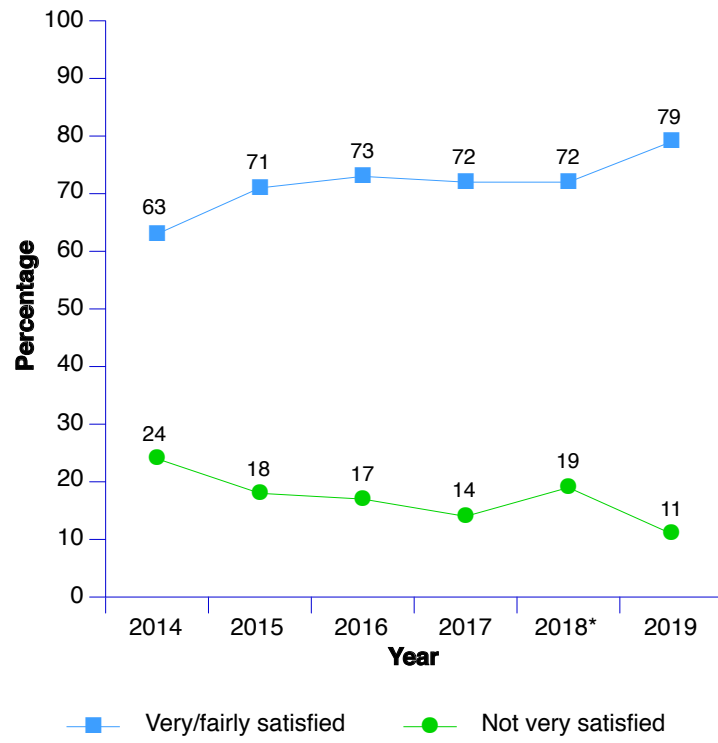
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2019 [†]	36	43	79	11	9
2018*	26	46	72	19	9
2017	26	46	72	14	14
2016	27	46	73	17	10
2015	27	44	71	18	11
2014	17	46	63	24	13
Community Board					
Whakatāne [†]	38	44	82	12	7
Ōhope Beach	46	37	83	17	-
Rangitāiki	41	41	82	9	9
Tāneatua	28	54	82	7	11
Murupara	12	40	52	16	32
Area					
Urban	36	41	77	14	9
Rural [†]	37	48	85	6	10

% read across

* readings prior to 2018 refer to "Council's efforts to enable and promote events"

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

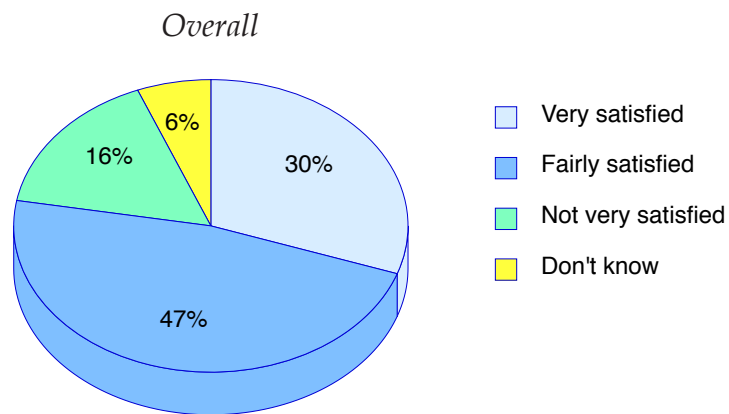
Efforts To Enable And Promote Events



* readings prior to 2018 refer to "Council's efforts to enable and promote events"

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 79%

xvi. Parking In Whakatāne



77% of residents are satisfied with Whakatāne, including 30% who are very satisfied. 16% are not very satisfied (21% in 2018) and 6% are unable to comment (2% in 2018).

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

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

However, it appears that longer term residents, those residing in the District more than 10 years are slightly more likely to feel this way, than shorter term residents.

Satisfaction With Parking In Whakatāne

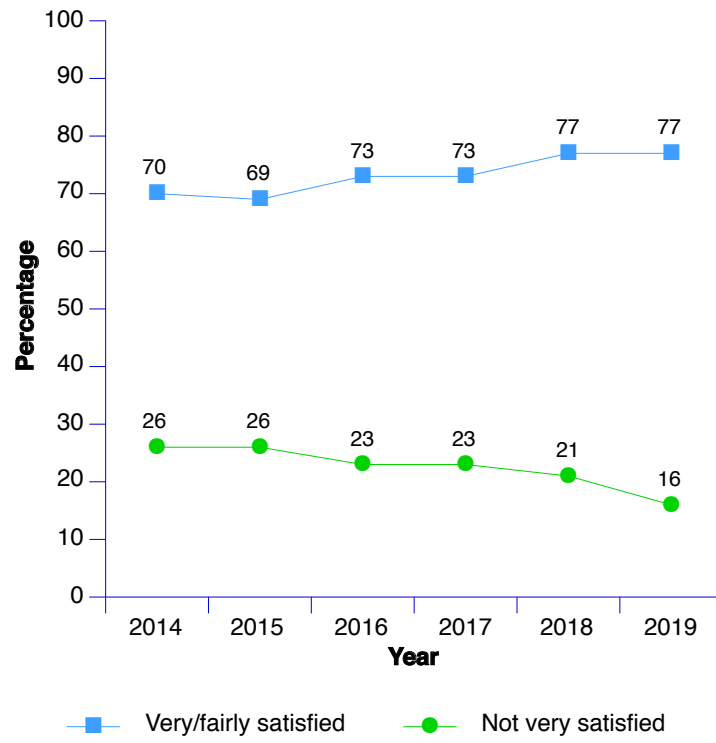
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2019 [†]	30	47	77	16	6
2018	32	45	77	21	2
2017	26	47	73	23	4
2016 [†]	30	43	73	23	3
2015 [†]	34	35	69	26	6
2014	27	43	70	26	4
Comparison*					
Peer Group (Provincial) [†]	22	41	63	35	1
National Average	22	34	56	40	4
Community Board					
Whakatāne	34	46	80	18	2
Ōhope Beach	31	58	89	10	1
Rangitāiki	29	54	83	17	-
Tāneatua	26	54	80	20	-
Murupara	19	14	33	2	65
Area					
Urban	27	47	74	17	9
Rural	37	48	85	14	1
Length of Residence					
Lived there 10 years or less	35	51	86	8	6
Lived there more than 10 years [†]	30	47	77	18	4

% read across

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

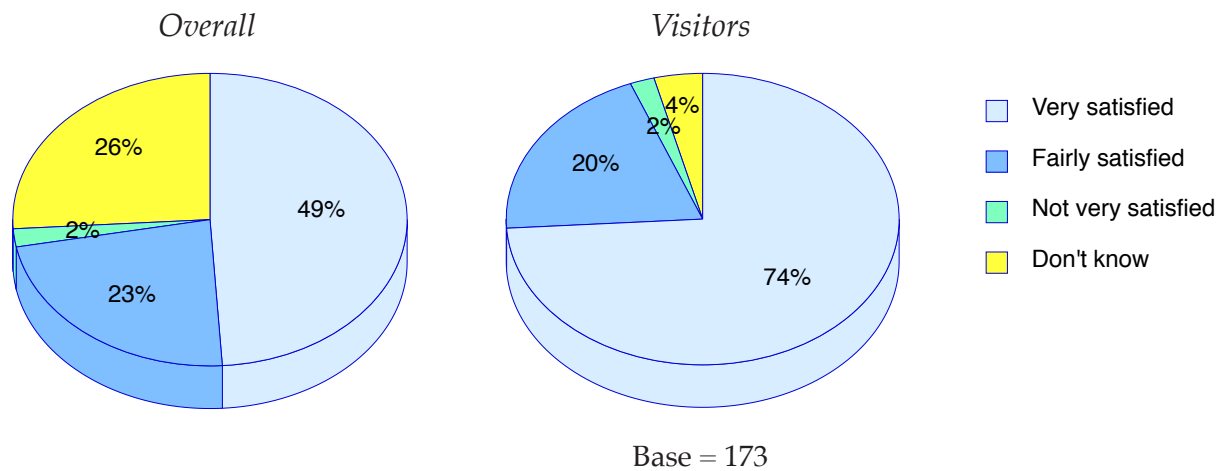
* Peer Group and National Averages refer to parking in CBD of city / town

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

Parking In Whakatāne

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

xvii. Whakatāne Exhibition Centre (this includes the galleries and museum display at LEC/Te Koputu)



72% of residents are satisfied with Whakatāne Exhibition Centre, including 49% who are very satisfied (43% in 2018), while 2% are not very satisfied.

There are no comparative Peer Group and National Averages, however, the not very satisfied is on par with the 2018 results.

A large percentage (26%) are unable to comment and this is probably due to 52% of households saying they have visited the Whakatāne Exhibition Centre in the last 12 months. Of these 'Visitors', 94% are satisfied and 2% not very satisfied.

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

Satisfaction With Whakatāne Exhibition Centre

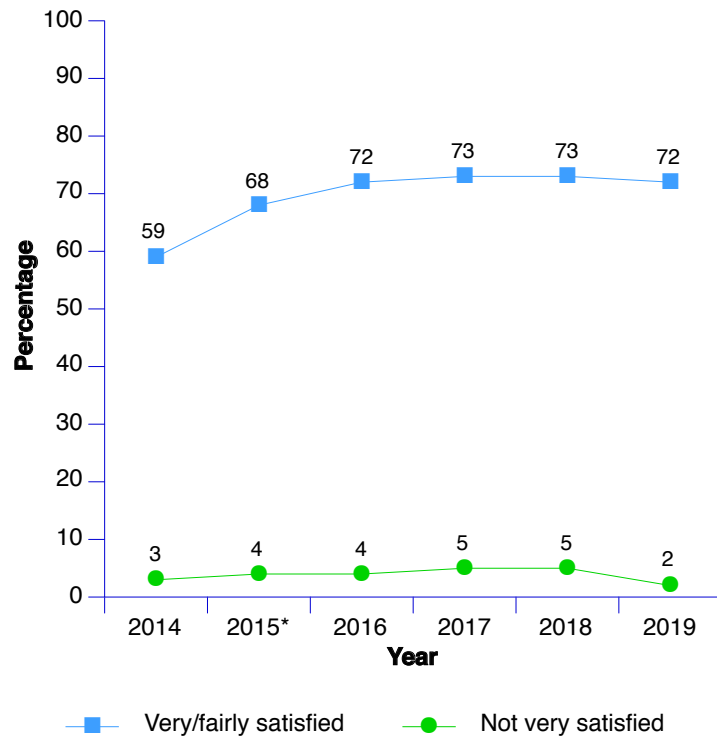
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall						
Total District	2019	49	23	72	2	26
	2018 [†]	43	30	73	5	23
	2017	43	30	73	5	22
	2016 [†]	49	23	72	4	23
	2015*	40	28	68	4	28
	2014 [†]	43	16	59	3	39
Visitors	2019	74	20	94	2	4
	2018	62	29	91	5	4
	2017	57	31	88	7	5
	2016	74	20	94	5	1
	2015	56	32	88	6	6
	2014	69	19	88	4	8
Community Board						
Whakatāne		55	24	79	3	18
Ōhope Beach [†]		71	12	83	1	15
Rangitāiki		44	23	67	1	32
Tāneatua [†]		36	28	54	5	32
Murupara		28	23	51	-	49
Area						
Urban		51	23	74	2	24
Rural		44	23	67	2	31

% read across

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

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

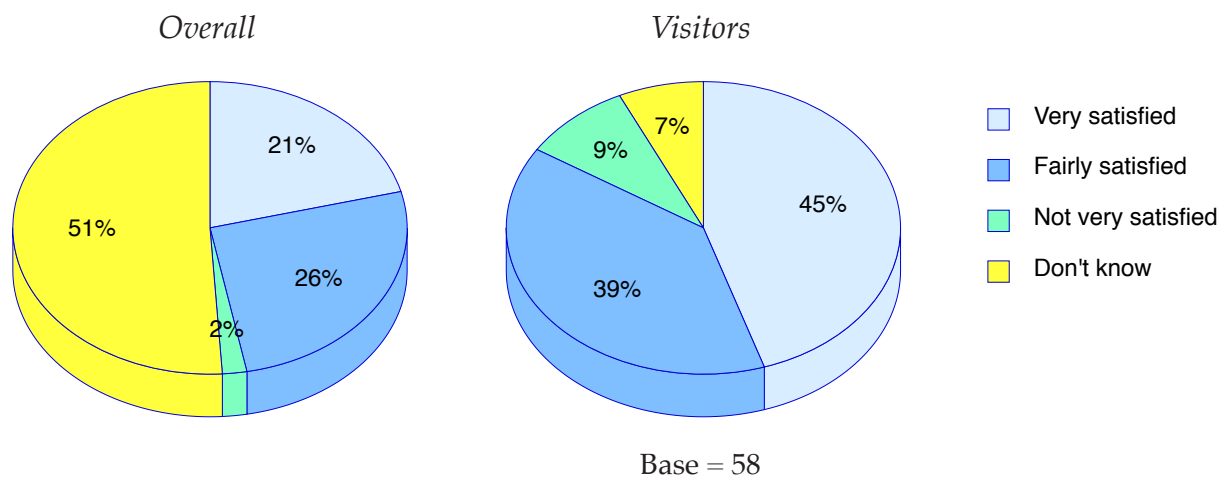
Whakatāne Exhibition Centre



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 72%
 Visitors = 94%

xviii. The Whakatāne Collections And Research Centre



47% of residents are satisfied with Whakatāne Collections and Research Centre, while 26% are not very satisfied.

A large percentage 51% are unable to comment and this is probably due to 17% of respondents, or a member of their household, having visited the centre in the last 12 months. Of these 'Visitors', 84% are satisfied and 9% not very satisfied.

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

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

Satisfaction With Whakatāne Collections And Research Centre

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall						
Total District	2019*	21	26	47	2	51
	2016 [†]	18	26	44	7	49
	2015	22	22	44	4	52
	2014 [†]	19	25	44	5	51
Visitors	2019	45	39	84	9	7
	2016	39	39	78	6	16
	2015	46	37	83	8	8
	2014	56	29	85	2	13
Comparison**						
Peer Group (Provincial) [†]		32	22	54	10	35
National Average		53	19	72	5	23
Community Board						
Whakatāne		26	24	50	3	47
Ōhope Beach		11	51	62	1	37
Rangitāiki [†]		21	22	43	3	55
Tāneatua		21	31	52	-	48
Murupara		3	22	25	-	75
Area						
Urban		18	29	47	2	51
Rural		26	21	47	3	50

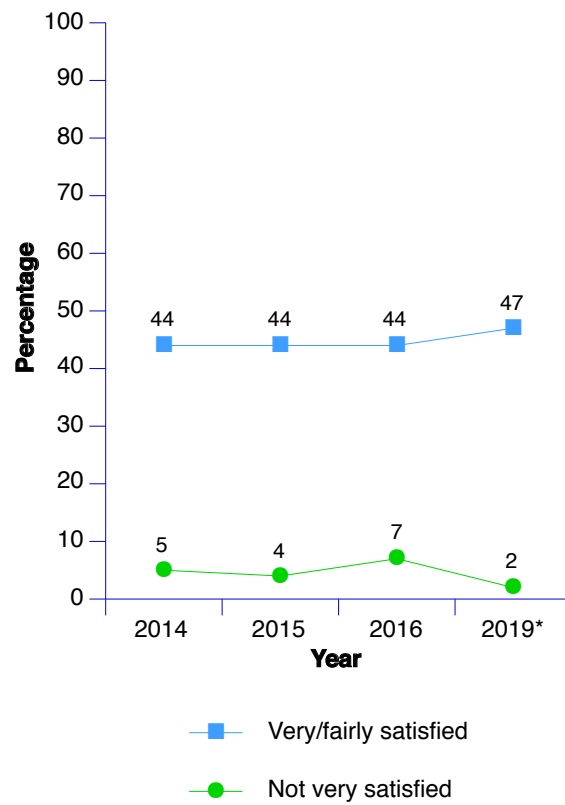
% read across

* not asked 2017-2018. Readings prior to 2016 refer to The Whakatāne Museum and Research Centre on Boon Street

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

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

Whakatāne Exhibition Centre

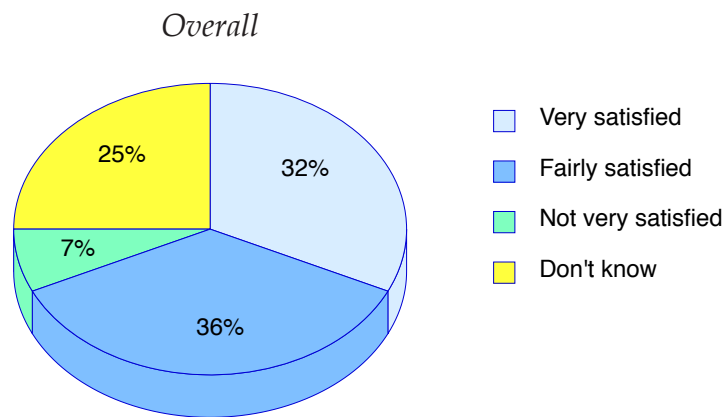


* not asked 2017-2018. Readings prior to 2016 refer to The Whakatāne Museum and Research Centre on Boon Street

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 47%
 Visitors = 84%

xix. Efforts To Manage The Whakatāne Airport



68% of residents are satisfied with efforts to manage Whakatāne Airport (63% in 2018), while 7% are not very satisfied (10% in 2018). A large percentage, 25%, are unable to comment.

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

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

Satisfaction With Efforts To Manage The Whakatāne Airport

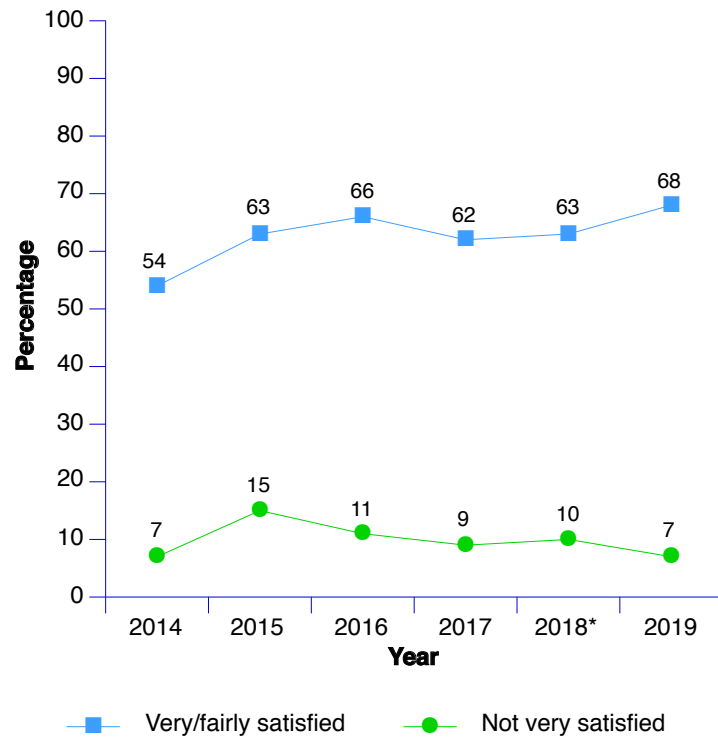
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2019	32	36	68	7	25
2018*	21	42	63	10	27
2017	17	45	62	9	29
2016 [†]	30	36	66	11	24
2015	29	34	63	15	22
2014	14	40	54	7	39
Community Board					
Whakatāne	36	42	78	7	15
Ōhope Beach	35	32	67	12	21
Rangitāiki	40	39	79	4	17
Tāneatua	17	29	46	14	40
Murupara	3	5	8	1	91
Area[†]					
Urban	29	39	68	8	25
Rural	41	29	70	4	25

% read across

* readings prior to 2018 refer to "Council's efforts to manage the Whakatāne Airport"

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

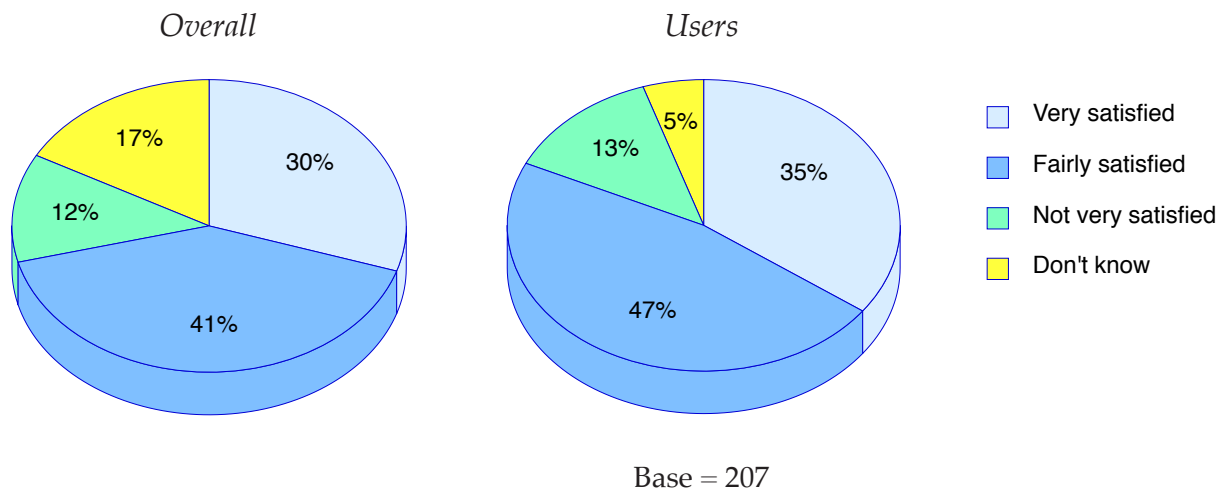
Efforts To Manage The Whakatāne Airport



* readings prior to 2018 refer to "Council's efforts to manage the Whakatāne Airport"

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

xx. Public Halls



71% of residents are satisfied with public halls, while 12% are not very satisfied. 17% are unable to comment. These readings are similar to the 2018 results.

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

64% of households have used a public hall in the last 12 months (61% in 2018). Of these residents, 82% are satisfied and 13% are not very satisfied.

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

- women,
- ratepayers.

Satisfaction With Public Halls

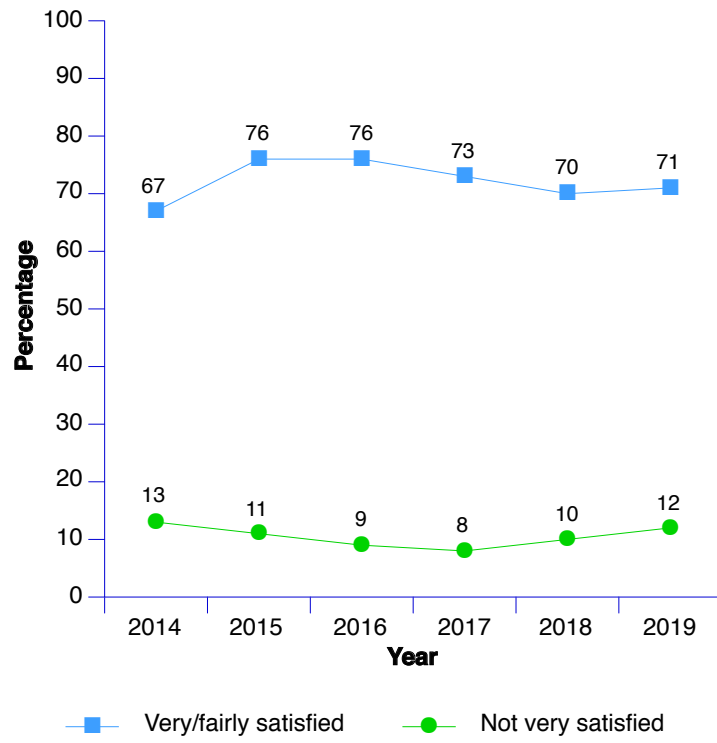
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*						
Total District	2019	30	41	71	12	17
	2018 [†]	22	48	70	10	19
	2017	24	49	73	8	19
	2016	25	51	76	9	15
	2015 [†]	27	49	76	11	14
	2014	32	35	67	13	20
Users	2019	35	47	82	13	5
	2018	31	50	81	13	6
	2017	31	53	84	9	7
	2016 [†]	30	56	86	10	5
	2015	32	51	83	13	4
	2014 [†]	37	40	77	16	6
Comparison						
Peer Group (Provincial) [†]		22	43	65	9	27
National Average		24	38	62	6	32
Community Board						
Whakatāne [†]		28	49	77	8	14
Ōhope Beach [†]		51	31	82	9	10
Rangitāiki		27	38	65	18	17
Tāneatua		29	45	74	9	17
Murupara		24	11	35	23	42
Area						
Urban		31	44	75	9	16
Rural [†]		26	33	59	21	21
Ratepayer?						
Ratepayer		31	39	70	14	16
Non-ratepayer		20	53	73	1	26

% read across

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

† does not add to 100% due to rounding

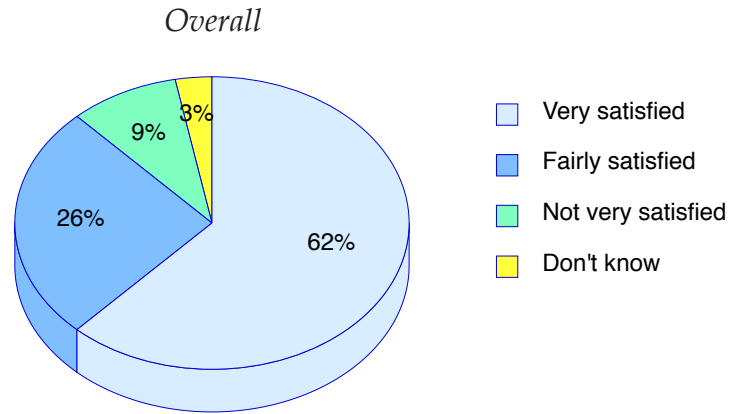
Public Halls



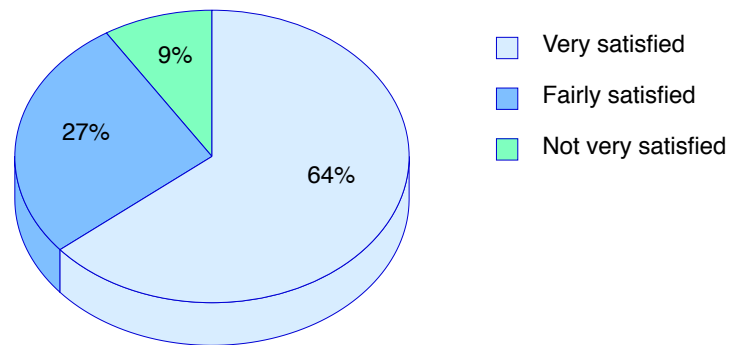
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 71%
 Users = 82%

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



Provided With A Regular Waste Collection Service



Base = 318

88% of residents are satisfied with kerbside waste collection service (91% in 2018), including 62% who are very satisfied (58% in 2018). 9% are not very satisfied and 3% are unable to comment.

The percent not very satisfied is on par with the Peer Group[†] Average and similar to the National Average[†] and the 2018 result.

96% of residents are provided with a regular waste collection service and kerbside recycling services in the last 12 months. Of these, 91% are satisfied and 9% are not very satisfied.

Non-ratepayers are more likely to be not very satisfied with kerbside waste collection service, than ratepayers.

[†] Peer Group and National Averages refer to the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2018 National Communitrak™ Survey.

Satisfaction With Kerbside Waste Collection Service

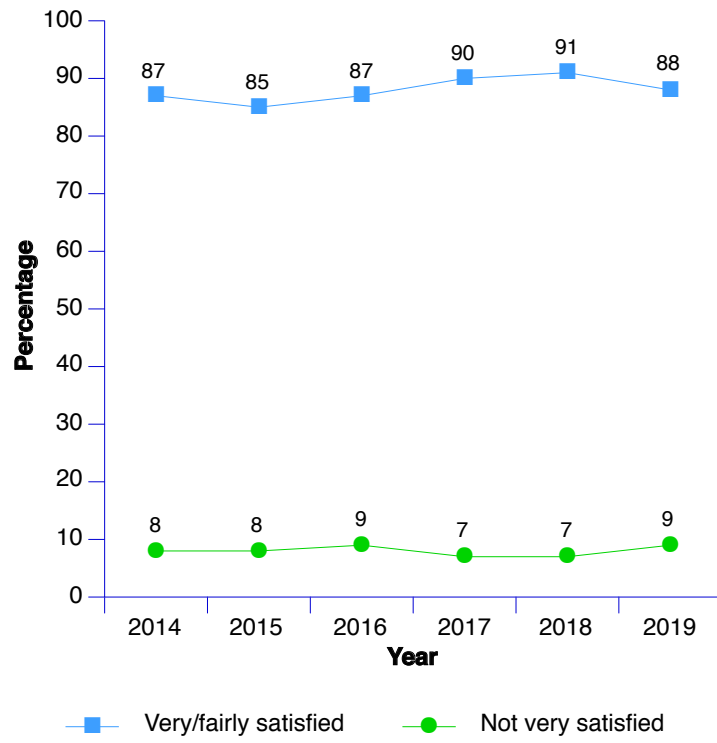
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	62	26	88	9	3
	2018	58	33	91	7	2
	2017	63	27	90	7	3
	2016	59	28	87	9	4
	2015	61	24	85	8	7
	2014	62	25	87	8	5
Service Provided	2019	64	27	91	9	-
	2018	60	33	93	6	1
	2017	67	26	93	6	1
	2016	61	28	89	9	2
	2015	64	25	89	8	3
	2014	65	26	91	7	2
Comparison*						
Peer Group (Provincial) [†]		47	36	83	14	4
National Average		52	32	84	11	5
Community Board						
Whakatāne		64	23	87	10	3
Ōhope Beach		71	22	93	7	-
Rangitāiki		53	35	88	11	1
Tāneatua [†]		41	37	78	7	16
Murupara [†]		90	9	99	-	2
Area						
Urban [†]		65	26	91	9	1
Rural		54	28	82	9	9
Ratepayer?[†]						
Ratepayer		62	28	90	7	3
Non-ratepayer		60	18	78	21	2

% read across

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

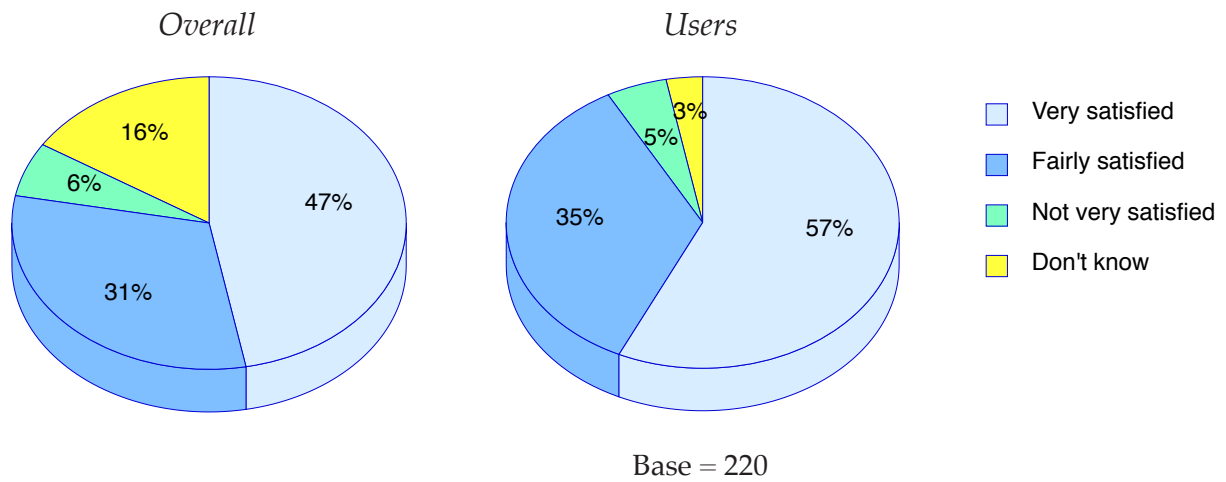
[†] does not add to 100% due to rounding

Kerbside Waste Collection Service



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 88%
 Provided With A Regular Waste Collection Service = 91%

xxii. Refuse Transfer Station Facilities



78% of residents are satisfied with the refuse transfer station facilities (72% in 2018), including 47% who are very satisfied (43% in 2018). 6% are not very satisfied (9% in 2018) with this service and 16% are unable to comment (19% in 2018).

The percent not very satisfied with refuse transfer station facilities is slightly below the Peer Group Average and below the National Average.

70% of households have used a transfer station facility in the District, in the last 12 months (63% in 2018). Of these, 92% are satisfied (85% in 2018) and 5% not very satisfied (11% in 2018).

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

Satisfaction With Refuse Transfer Station Facilities

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	47	31	78	6	16
	2018*	43	29	72	9	19
	2017	44	42	86	8	6
	2016	45	35	80	12	8
	2015	44	33	77	10	13
	2014	40	39	79	10	11
Users	2019	57	35	92	5	3
	2018	55	30	85	11	4
	2017	46	46	92	7	1
	2016	49	36	85	14	1
	2015	54	32	86	10	4
	2014	48	39	87	12	1
Comparison[◇]						
Peer Group (Provincial)		30	39	69	12	19
National Average		27	33	60	14	26
Community Board						
Whakatāne		40	40	80	8	12
Ōhope Beach [†]		33	22	55	4	40
Rangitāiki		51	21	72	7	21
Tāneatua		47	47	94	-	6
Murupara		91	5	96	-	4
Area						
Urban		45	33	78	7	15
Rural		52	26	78	4	18

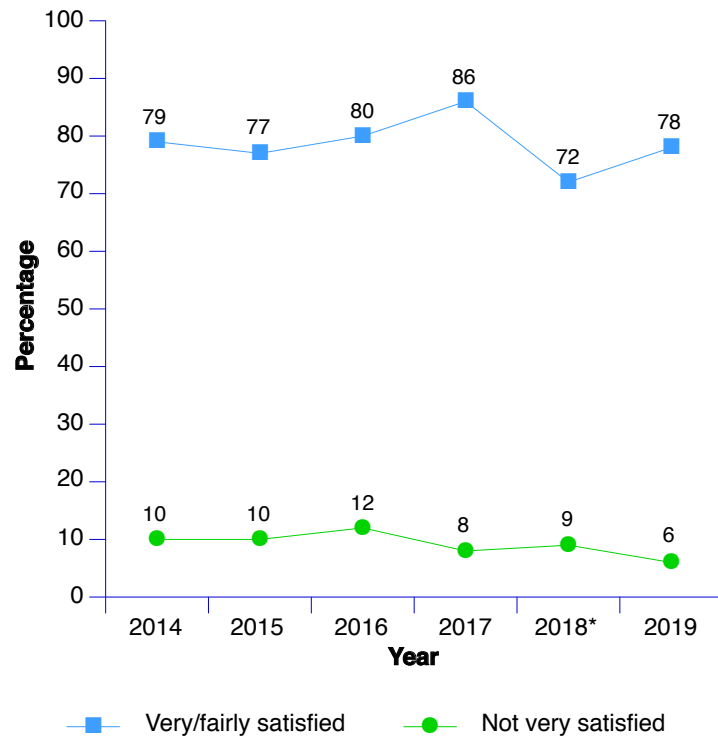
% read across

[◇] Peer Group and National Average readings refer to refuse disposal (i.e landfill sites)

* readings prior to 2018 refer to "refuse disposal, that is, transfer station facilities"

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

Refuse Transfer Station Facilities

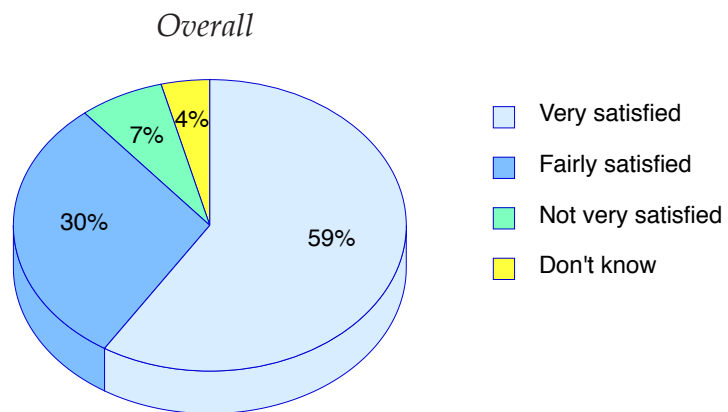


* readings prior to 2018 refer to "refuse disposal, that is, transfer station facilities"

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 78%
 Users = 92%

xxiii. Walking And Cycling Facilities In The District



89% of residents are satisfied with walking and cycling facilities in the District (79% in 2018), including 59% who are very satisfied (42% in 2018). 7% are not very satisfied and 4% are unable to comment (8% in 2018).

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is 6% below the 2018 result.

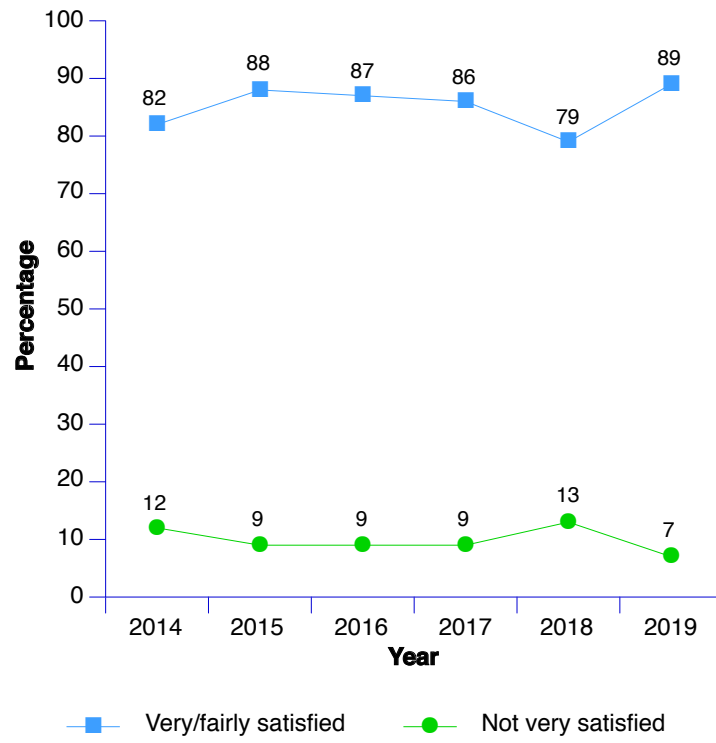
There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents not very satisfied with walking and cycling facilities in the District.

Satisfaction With Walking And Cycling Facilities In The District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2019	59	30	89	7	4
2018	42	37	79	13	8
2017	43	43	86	9	5
2016	53	34	87	9	4
2015	60	28	88	9	3
2014	52	30	82	12	6
Community Board					
Whakatāne	63	28	91	8	1
Ōhope Beach	56	35	91	8	1
Rangitāiki	56	30	86	10	4
Tāneatua	51	37	88	1	11
Murupara	61	25	86	3	11
Area					
Urban	64	26	90	7	3
Rural	46	40	86	9	5

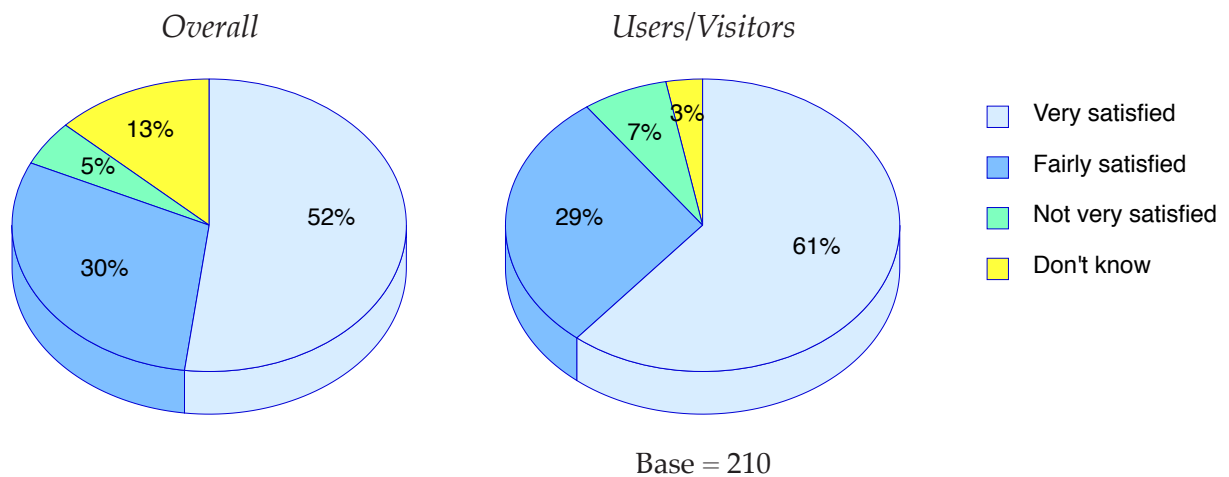
% read across

Walking And Cycling Facilities In The District



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

xxiv. Playgrounds



82% of Whakatāne District residents are satisfied with playgrounds, including 52% who are very satisfied (45% in 2018), with 5% being not very satisfied. 13% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and the National Average readings for **sportsfields and playgrounds** and similar to the 2018 result.

69% of households have used or visited a public playground in the last 12 months (66% in 2018). Of these, 90% are satisfied with these facilities and 7% are not very satisfied.

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

Satisfaction With Playgrounds

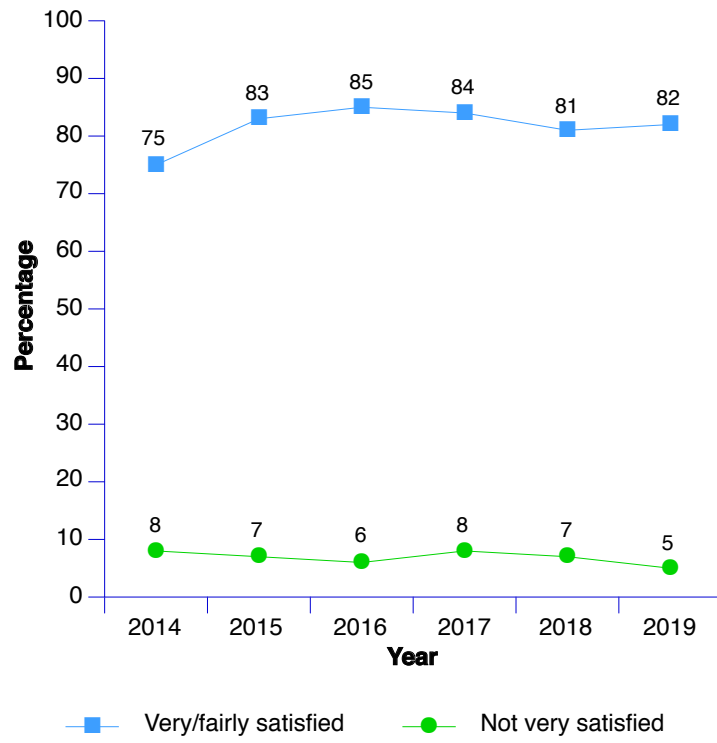
		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	52	30	82	5	13
	2018 [†]	45	36	81	7	13
	2017	43	41	84	8	8
	2016 [†]	49	36	85	6	10
	2015	54	29	83	7	10
	2014	40	35	75	8	17
Users/Visitors	2019	61	29	90	7	3
	2018	49	38	87	8	5
	2017 [†]	49	41	90	10	1
	2016	58	36	94	4	2
	2015	62	28	90	8	2
	2014	48	39	87	10	3
Comparison*						
Peer Group (Provincial)		52	38	90	4	6
National Average [†]		60	32	92	3	6
Community Board						
Whakatāne [†]		51	33	84	3	14
Ōhope Beach		60	33	93	-	7
Rangitāiki		48	25	73	10	17
Tāneatua		56	26	82	9	9
Murupara [†]		67	26	93	3	3
Area						
Urban [†]		54	32	86	4	11
Rural		49	25	74	9	17

% read across

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

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

Playgrounds

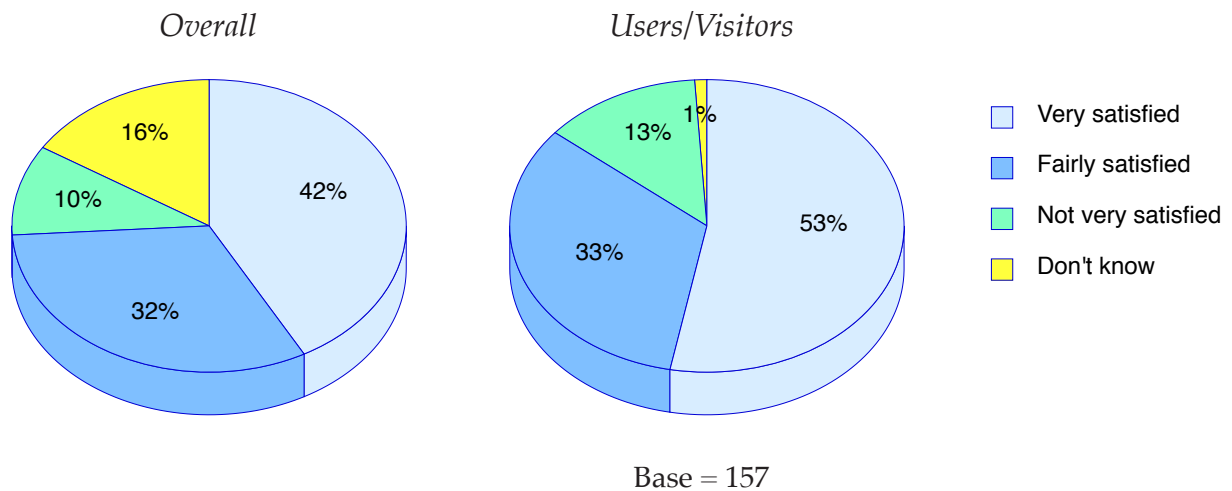


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 82%

Users/Visitors = 90%

xxv. Public Swimming Pools



74% of residents are satisfied with public swimming pools, including 42% who are very satisfied (34% in 2018), with 10% being not very satisfied. 16% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and the 2018 result and on par with the National Average.

56% of households have used/visited a public swimming pool in the District in the last 12 months (59% in 2018). Of these residents, 86% are satisfied with these facilities and 13% are not very satisfied.

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

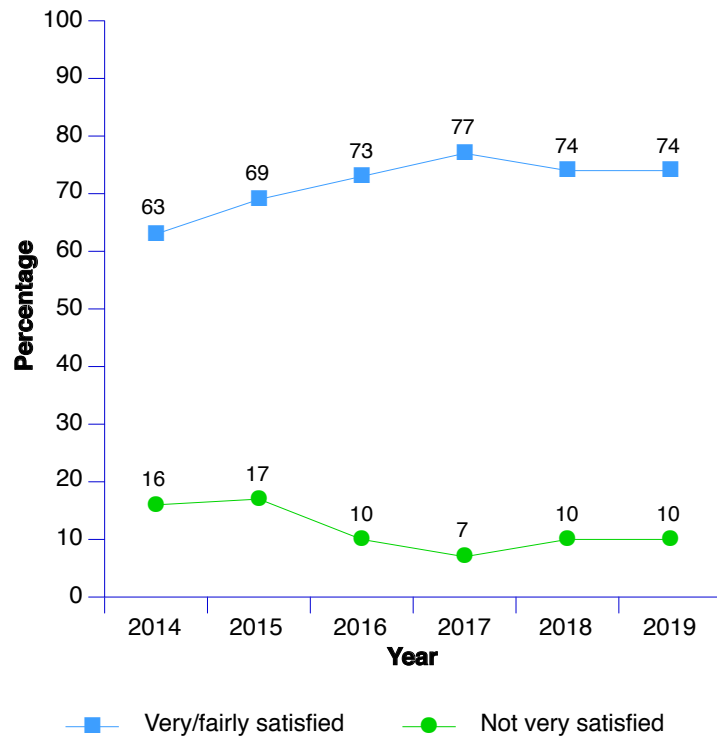
Satisfaction With Public Swimming Pools

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	42	32	74	10	16
	2018	34	40	74	10	16
	2017	35	42	77	7	16
	2016	40	33	73	10	17
	2015 [†]	32	37	69	17	15
	2014	27	36	63	16	21
Users/Visitors	2019	53	33	86	13	1
	2018	41	48	89	10	1
	2017	46	46	92	7	1
	2016 [†]	49	36	85	13	3
	2015	46	36	82	14	4
	2014	40	35	75	22	3
Comparison						
Peer Group (Provincial)		38	33	71	12	17
National Average		35	34	69	7	24
Community Board						
Whakatāne		44	30	74	9	18
Ōhope Beach		36	40	76	9	15
Rangitāiki		38	32	70	14	16
Tāneatua		40	38	78	9	13
Murupara		59	29	88	-	12
Area						
Urban		45	30	75	10	15
Rural		37	35	72	8	20

% read across

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

Public Swimming Pools



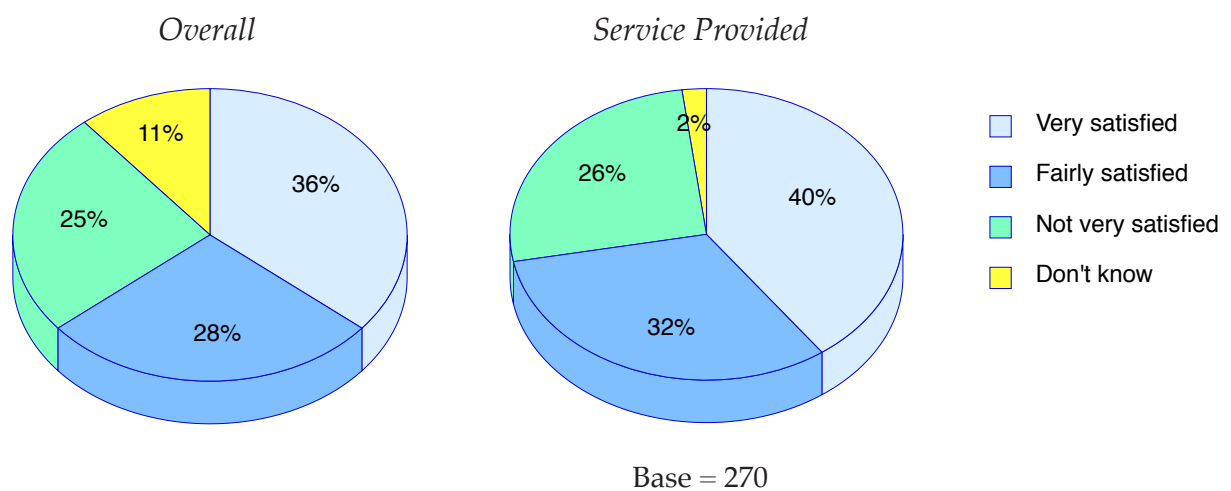
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 74%

Users/Visitors = 86%

xxvi. Water Supply

1. The Quality Of Drinking Water



64% of residents are satisfied with the quality of drinking water, including 36% who are very satisfied (28% in 2018). 25% are not very satisfied (28% in 2018) and 11% are unable to comment.

80% of residents receive a piped supply (71% in 2018). Of these, 72% are satisfied and 26% are not very satisfied.

Murupara Community Board residents are **less** likely to be not very satisfied with the quality of the drinking water, than other Community Board residents.

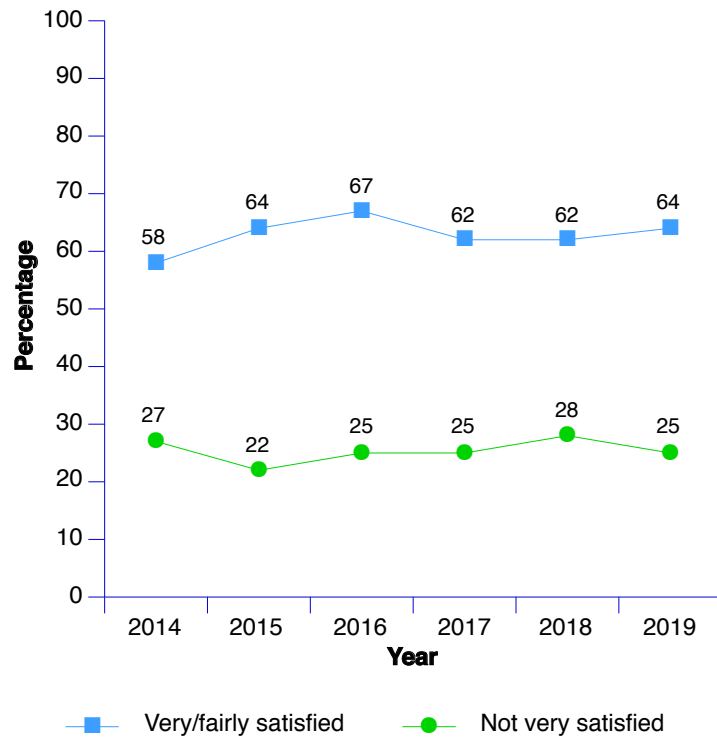
Satisfaction With Quality Of Drinking Water

		Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall						
Total District	2019	36	28	64	25	11
	2018	28	34	62	28	10
	2017	27	35	62	25	13
	2016	31	36	67	25	8
	2015	41	23	64	22	14
	2014	27	31	58	27	15
Service Provided	2019	40	32	72	26	2
	2018 [†]	32	40	72	26	1
	2017	33	39	72	26	2
	2016	30	41	71	28	1
	2015	49	27	76	22	2
	2014 [†]	32	38	70	30	1
Community Board						
Whakatāne [†]		26	41	67	27	5
Ōhope Beach		31	29	60	40	-
Rangitāiki		47	19	66	22	12
Tāneatua		32	12	44	28	28
Murupara		52	12	64	3	33
Area						
Urban		33	36	69	26	5
Rural		41	10	51	23	26

% read across

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

Quality Of Drinking Water

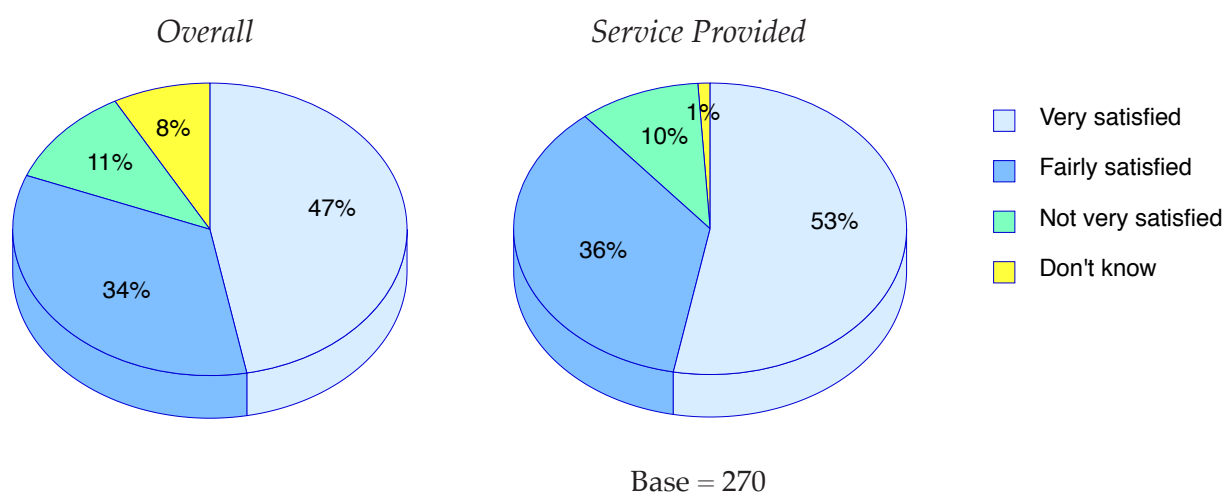


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%

Service Provided = 72%

2. Water Supply Overall



81% of residents are satisfied with water supply overall (77% in 2018), including 47% who are very satisfied (39% in 2018). 11% are not very satisfied and 8% are unable to comment (13% in 2018).

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

Of those residents provided with a piped water supply, 89% are satisfied and 10% are not very satisfied.

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

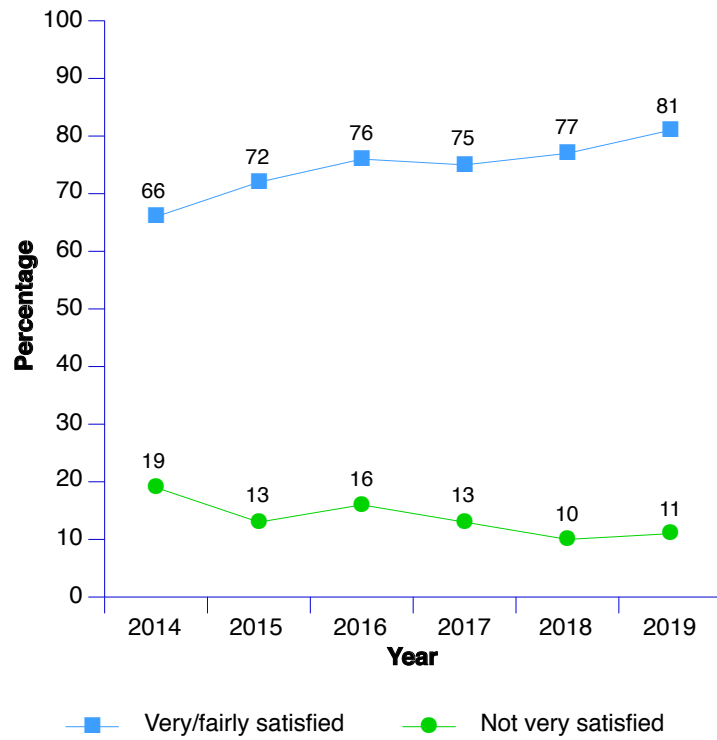
Satisfaction With Water Supply Overall

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	
Overall						
Total District	2019	47	34	81	11	8
	2018	39	38	77	10	13
	2017	32	43	75	13	12
	2016	36	40	76	16	8
	2015	44	28	72	13	15
	2014	29	37	66	19	15
Service Provided	2019	53	36	89	10	1
	2018 [†]	46	44	90	9	2
	2017	38	49	87	12	1
	2016	36	46	82	17	1
	2015	52	33	85	13	2
	2014 [†]	35	44	79	20	-
Comparison[†]						
Peer Group (Provincial)		37	37	74	17	10
National Average		46	29	75	14	10
Community Board						
Whakatāne		41	42	83	14	3
Ōhope Beach		65	23	88	12	-
Rangitāiki [†]		44	35	79	11	11
Tāneatua		32	29	61	5	34
Murupara		89	3	92	-	8
Area						
Urban		50	38	88	11	1
Rural		39	24	63	11	26

% read across

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

Water Supply Overall



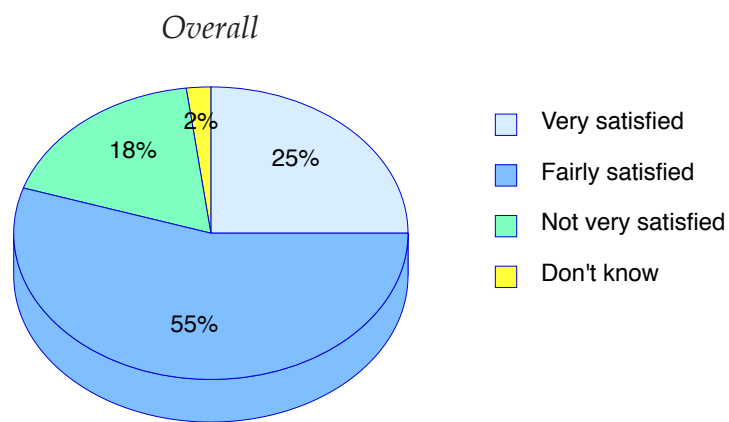
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 81%

Service Provided = 89%

xxvii. Roads (excluding State Highways 2 and 30)

1. Safety Of Council Roding



80% of residents are satisfied with the safety of Council roads (84% in 2018), including 25% who are very satisfied, while 18% are not very satisfied (15% in 2018).

Women are more likely to be not very satisfied with the safety of Council roads, than men.

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

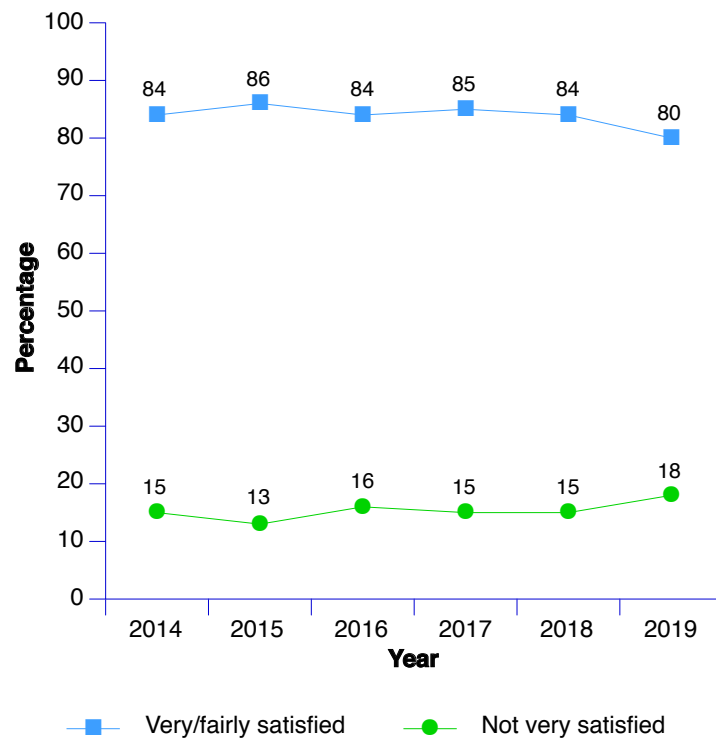
Satisfaction With Safety Of Council Roads

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall*					
Total District 2019	25	55	80	18	2
2018	26	58	84	15	1
2017	21	64	85	15	-
2016 [†]	29	55	84	16	1
2015	33	53	86	13	1
2014 [†]	25	59	84	15	-
Community Board					
Whakatāne	27	58	85	12	3
Ōhope Beach	33	45	78	22	-
Rangitāiki	12	61	73	27	-
Tāneatua	39	32	71	29	-
Murupara	31	62	93	1	6
Area					
Urban [†]	26	56	82	15	3
Rural	22	54	76	24	-
Gender					
Male	31	54	85	12	3
Female	20	56	76	23	1

% read across

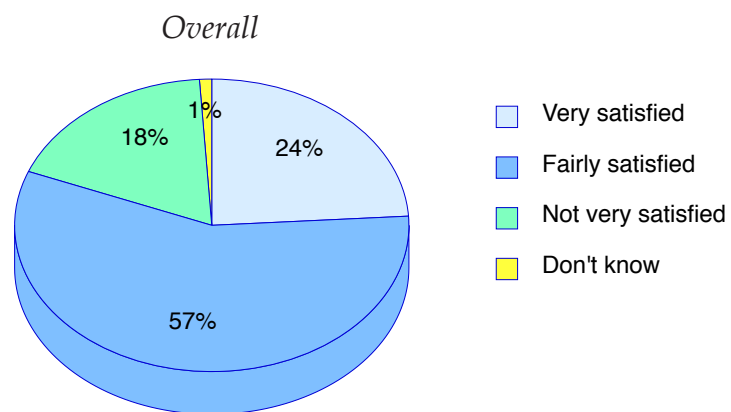
* 2013 safety of roads scores 6-10 = 74%, scores 0-5 = 22%

† does not add to 100% due to rounding

Safety Of Council Roothing

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 80%

2. Council Roads Overall



81% of residents are satisfied with Council roads overall (86% in 2018), while 18% are not very satisfied (13% in 2018).

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

Residents more likely to be not very satisfied with Council roads overall are ...

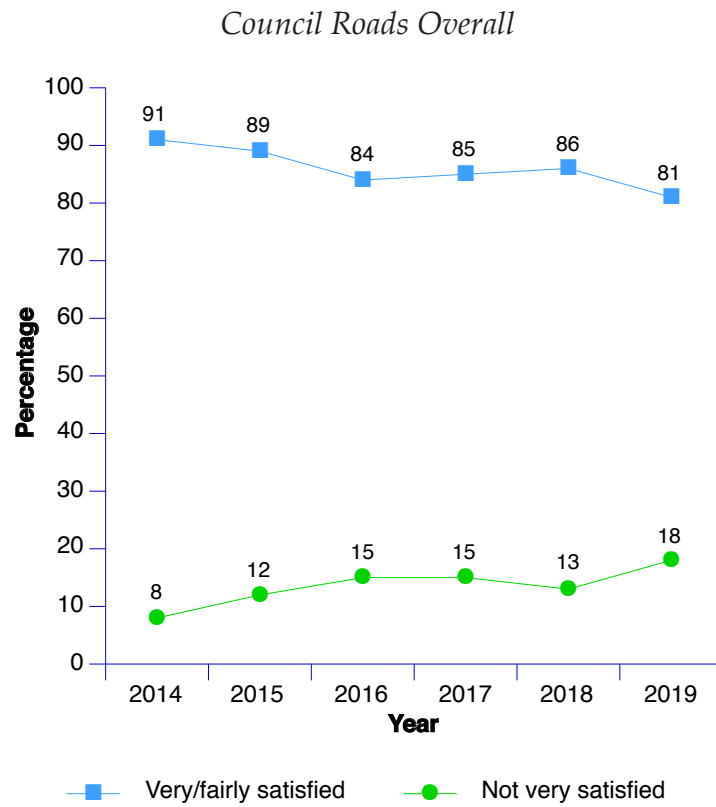
- Rural residents,
- residents aged 18 to 44 years,
- shorter term residents, than residing in the District 10 years or less.

Satisfaction With Council Roads Overall

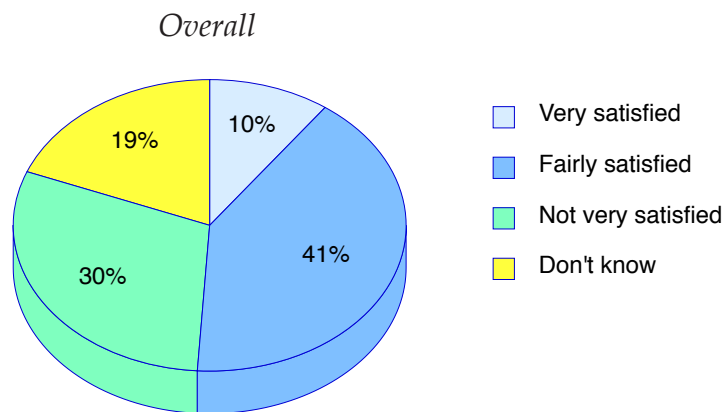
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2019	24	57	81	18	1
2018	24	62	86	13	1
2017	23	62	85	15	-
2016	23	61	84	15	1
2015 [†]	31	58	89	12	-
2014 [†]	23	68	91	8	-
Comparison					
Peer Group (Provincial)	11	55	66	33	1
National Average [†]	20	52	72	27	-
Community Board					
Whakatāne [†]	27	62	89	10	-
Ōhope Beach	28	50	78	22	-
Rangitāiki	8	58	66	34	-
Tāneatua	30	50	80	20	-
Murupara	46	44	90	1	9
Area					
Urban	27	58	85	14	1
Rural	16	55	71	29	-
Age					
18-44 years	23	50	73	27	-
45-64 years	21	63	84	14	2
65+ years	29	60	89	11	-
Length of Residence					
Lived there 10 years or less	23	48	71	29	-
Lived there more than 10 years	22	61	83	16	1

% read across

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



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 81%

xxviii. Business Promotion

51% of residents are satisfied with efforts to attract and expand business, while 30% are not very satisfied and 19% are unable to comment. These readings are similar to the 2018 results.

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

Business owners are more likely to be not very satisfied with efforts to attract and expand business, than non-business owners.

Satisfaction With Efforts To Attract And Expand Business

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Overall					
Total District 2019	10	41	51	30	19
2018*	8	43	51	29	20
2017	9	40	49	30	21
2016 [†]	13	38	51	31	19
2015	15	37	52	30	18
2014	8	28	36	37	27
Comparison					
Peer Group (Provincial) [†]	14	33	47	32	21
National Average	14	33	47	21	32
Community Board					
Whakatāne	11	43	54	31	15
Ōhope Beach [†]	24	43	67	24	8
Rangitāiki	8	48	56	27	17
Tāneatua	4	35	39	41	20
Murupara [†]	3	14	17	30	54
Area					
Urban	10	41	51	31	18
Rural [†]	10	40	50	30	21
Business Owner?					
Yes	13	36	49	38	13
No	8	44	52	26	22

% read across

* readings prior to 2018 read "Council's efforts to attract and expand business"

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

The main reasons residents are not very satisfied with efforts to attract and expand business are ...

- obstacles for business/not encouraging,
- need more new businesses/encouragement to business,
- not promoted enough/could do more/more advertising.

Summary Table:

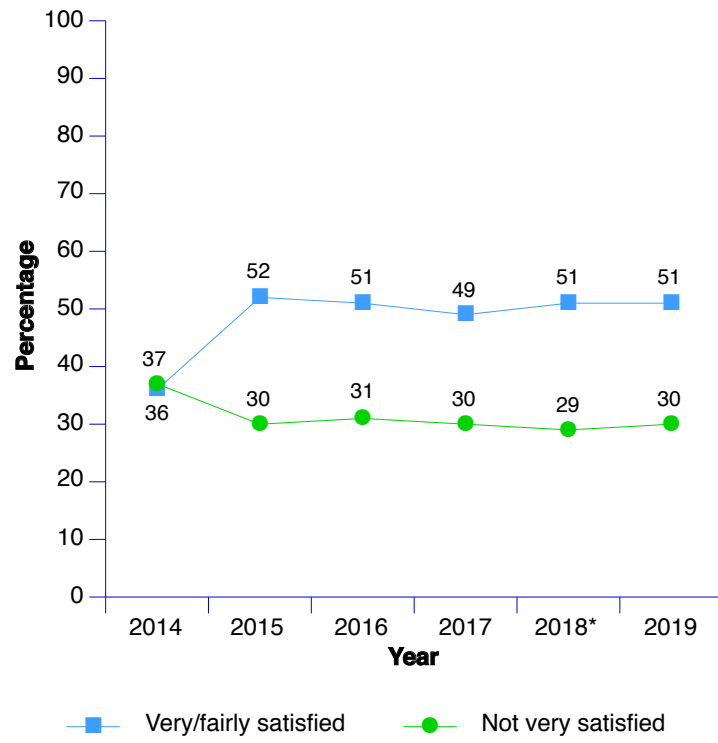
Main Reasons* Being Not Very Satisfied With Efforts To Attract And Expand Business

	Total District 2019 %	Community Board Area				
		Whaka-tāne %	Ōhope Beach %	Rangi-tāiki %	Tāne-atua %	Muru-para %
Percent Who Mention ...						
Obstacles for business/not encouraging	8	10	2	6	13	3
Need more new businesses/encouragement to business	7	4	6	10	3	12
Not promoted enough/could do more/more advertising	5	8	1	2	5	3

* multiple responses allowed

NB: no other reason mentioned by more than 3% of all residents

Efforts To Attract And Expand Business



* readings prior to 2018 read "Council's efforts to attract and expand business"

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

B. SPEND EMPHASIS ON SERVICES/FACILITIES

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

Summary Table: Spend Emphasis For Services/Facilities

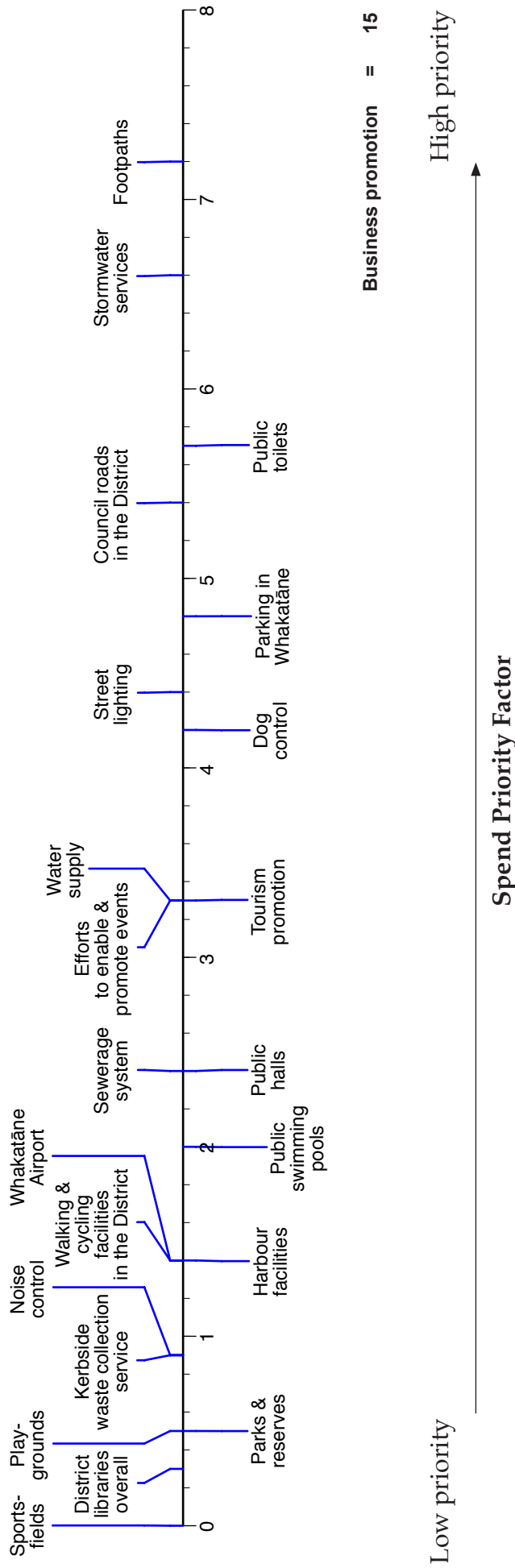
	More %	About the same %	Less %	Don't know %
Business promotion	57	32	3	8
Tourism promotion	36	55	4	5
Footpaths	36	54	5	5
Efforts to enable and promote events	35	56	2	7
Walking and cycling facilities in the District [†]	34	52	10	5
Harbour facilities including the port and the surrounding environment [†]	33	49	5	12
Council roads in the District	31	59	5	5
Stormwater services [†]	30	58	2	11
Parking in Whakatāne [†]	29	63	4	5
Water supply	29	62	1	8
Street lighting	28	67	3	2
Dog control	27	66	2	5
Public toilets [†]	27	63	2	7
Public swimming pools	23	62	7	8
Public halls	21	65	4	10
Sewerage system [†]	19	66	2	14
Whakatāne Airport	19	65	2	14
Parks and reserves	14	79	3	4
Playgrounds [†]	14	74	5	8
Kerbside waste collection service	13	82	2	3
District libraries overall	13	78	5	4
Noise control	11	76	5	8
Sportsfields	9	78	4	9

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

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

	Total District 2019 %	Community Board Area				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
Percent Who Mention ...						
Business promotion	57	63	63	55	49	39
Tourism promotion	36	45	27	28	22	37
Footpaths	36	42	24	37	34	16
Efforts to enable and promote events	35	40	40	30	24	28
Walking and cycling facilities in the District	34	42	33	30	22	21
Harbour facilities including the port and the surrounding environment	33	35	53	27	44	7
Council roads in the District	31	25	14	48	33	18
Stormwater services	30	30	21	35	43	2

C. SPEND PRIORITY FOR SERVICES/FACILITIES



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

The graph shows the priorities for spending for Council for the 23 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 2019, business promotion, footpaths and stormwater services are the top priorities for Council in terms of spend, while sportsfields, District libraries overall, playgrounds and parks and reserves are the lowest priorities in terms of spend.



2. TOURISM

A. IMPACT ON THE COMMUNITY

Using a 1 to 10 scale, where 1 is strongly disagree and 10 is strongly agree, how much do residents agree or disagree with the statement: "The tourism sector has a positive impact on the community".

	1 Strongly disagree %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 Strongly agree %	Don't know %
Total District 2019	2	-	2	1	11	7	14	28	11	22	2
Community Board											
Whakatāne	1	1	-	2	8	6	13	34	15	20	-
Ōhope Beach	-	-	-	-	3	11	14	25	8	39	-
Rangitāiki [†]	4	-	3	1	13	10	18	17	12	19	4
Tāneatua [†]	5	1	5	1	8	-	19	29	4	26	4
Murupara [†]	1	1	7	1	28	2	3	33	-	25	-
Area											
Urban	2	-	2	1	11	7	13	30	11	22	1
Rural [†]	1	-	2	1	10	7	17	23	12	23	2

% read across

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

75% of residents agree (rating 7 to 10), with the statement that the tourism sector has a positive impact on the community, while 5% disagree (rating 1 to 4).

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who agree with this statement.

B. LIKELIHOOD OF RECOMMENDING WHAKATĀNE AS A HOLIDAY DESTINATION

On a scale of 1 to 10, where 1 is highly unlikely and 10 is highly likely, residents were asked to say how likely they are to recommend Whakatāne as a holiday destination to friends and family.

	1 Highly unlikely %	2 %	3 %	4 %	5 %	6 %	7 %	8 %	9 %	10 Highly likely %
Total District 2019[†]	1	-	-	1	4	6	6	19	16	46
Community Board										
Whakatāne [†]	1	-	-	1	5	4	3	20	18	49
Ōhope Beach	-	-	-	-	-	-	1	16	26	57
Rangitāiki	2	-	-	1	4	6	9	18	13	47
Tāneatua	-	-	-	-	5	6	11	27	7	44
Murupara [†]	1	4	3	-	1	25	15	13	16	23
Area										
Urban	1	-	1	1	3	7	5	20	16	46
Rural [†]	-	-	-	-	5	5	9	17	15	48
Ratepayer?[†]										
Ratepayer	-	-	-	1	3	5	6	19	18	49
Non-ratepayer	5	-	-	2	13	18	6	22	3	30

% read across

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

87% of residents are likely (rating 7 to 10) to recommend Whakatāne as a holiday destination to friends and family, while 2% are unlikely (rating 1 to 4).

Residents more likely to recommend Whakatāne as a holiday destination (rating 7 to 10) are ...

- all Community Board residents, except Murupara Community Board residents,
- ratepayers.



3. COUNCIL POLICY AND DIRECTION

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

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

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

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

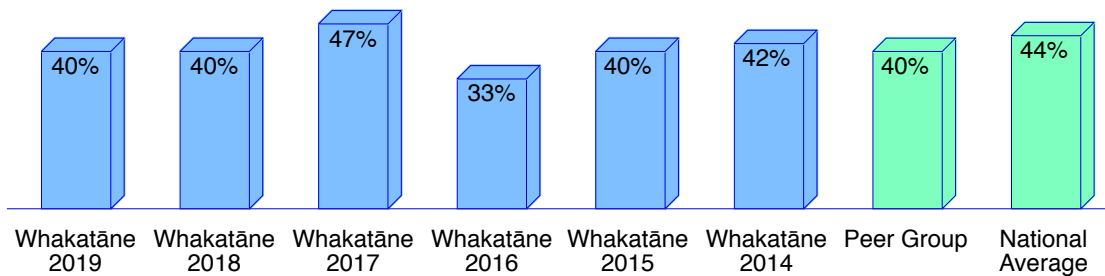
A. RECENT ACTIONS, DECISIONS OR MANAGEMENT APPROVE OF

Overall, 40% of Whakatāne District residents have in mind a recent Council action, decision or management they approve of. This reading is similar to the Peer Group Average and 2018 reading and on par with the National Average.

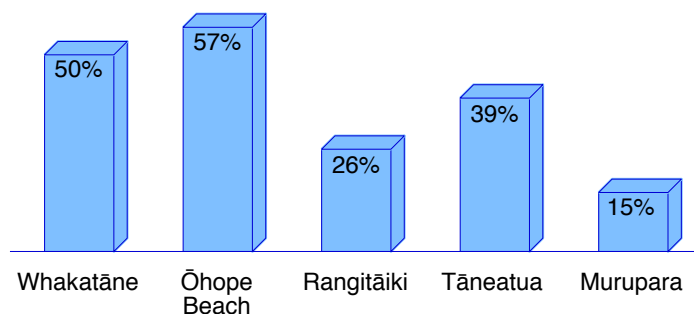
Residents more likely to have in mind an action/ decision/ management they approve of are ...

- Urban residents,
- shorter term residents, those residing in the District 10 years or less,
- residents with an annual household income of \$70,001 or more,
- business owners.

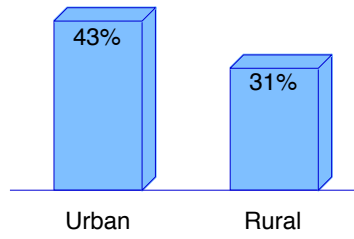
Percent Approving - Comparison



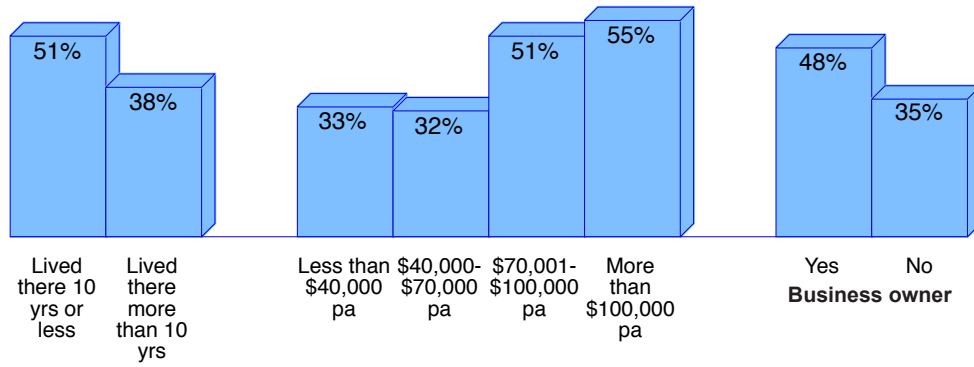
Percent Approving - By Community Board



Percent Approving - By Area



Percent Approving - Comparing Different Types Of Residents



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

- appearance of town/beautification/improvements,
- Council do a good job/good service,
- parks/reserves/playgrounds/recreation areas,
- walkways/river walks/cycleways.

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

	Total District 2019 %	Community Board Area				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
Percent Who Mention ...						
Appearance of town/beautification/ improvements*	6	8	-	6	9	-
Council do a good job/good service**	6	6	6	6	4	-
Parks/reserves/playgrounds/recreation areas [◊]	5	7	1	-	14	-
Walkways/river walks/cycleways	4	6	4	3	6	-

NB: refer to page 134

* 1% of residents mention 'appearance of town/tidying up/maintenance' as an action/decision/management they disapprove of

** 3% of residents mention 'Council performance/service' as an action/decision/management they disapprove of

[◊] 3% of residents mention 'Wairaka Park playground and pool' as an action/decision/management they disapprove of

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

- Library / Museum / airport heritage building,
- waterfront development / fund,

by 2% ...

- port / airport,
- good communication / keep us informed / involvement with community,
- promotion of area / tourism,

by 1% ...

- handling of Edgumbe floods / good response / support,
- rubbish collection / transfer station,
- swimming pool,
- improved roading / traffic,
- stormwater service.

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

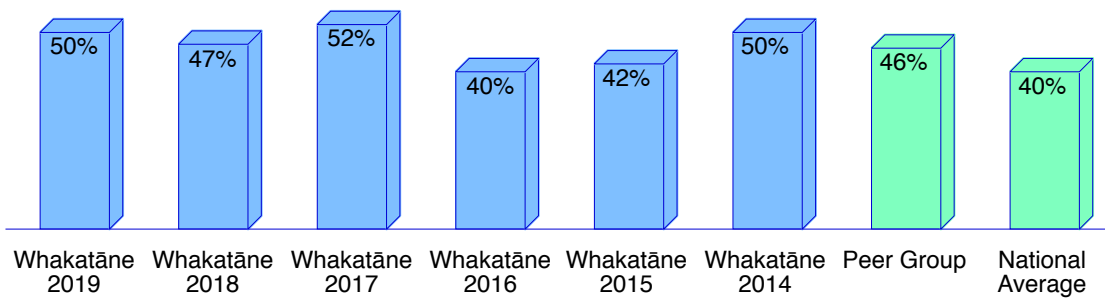
Overall, 50% of Whakatāne District residents have in mind a recent Council action, decision or management they disapprove of (47% in 2018). This is on par with the Peer Group Average and above the National Average.

Whakatāne, Rangitāiki and Tāneatua Community Board residents are **more** likely to have in mind a recent Council action, decision or management they disapprove of, than other Community Board residents.

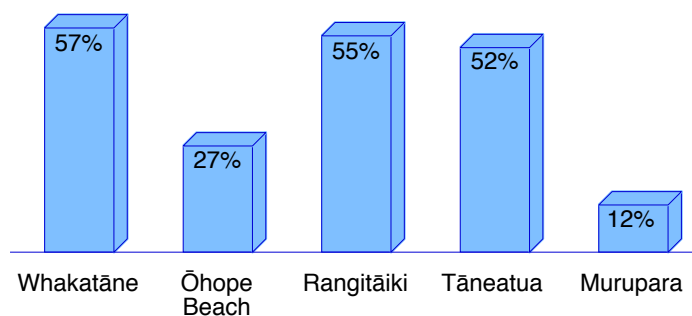
It also appears, that longer term residents, those residing in the District more than 10 years, are slightly more likely to do so, than shorter term residents.

In 2019, 49% of residents who have something they dislike or disapprove of also have something they like or approve of.

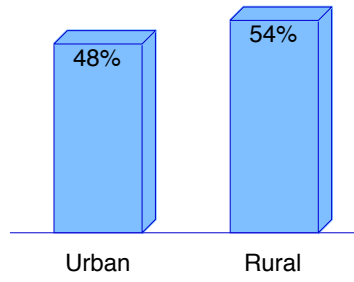
Percent Disapproving - Comparison



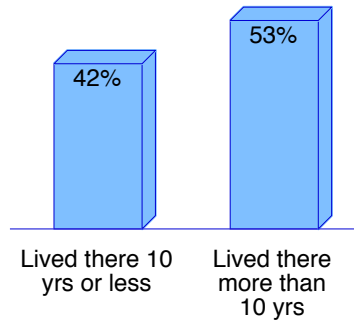
Percent Disapproving - By Community Board



Percent Disapproving - By Area



Percent Disapproving - Comparing Different Types Of Residents



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

- water bottling plant,
- rates too high/increases too high for services received,
- roading/traffic/road safety,
- rubbish recycling.

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

	Total District 2019 %	Community Board Area				
		Whaka- tāne %	Ōhope Beach %	Rangi- tāiki %	Tāne- atua %	Muru- para %
Percent Who Mention ...						
Water bottling plant	7	10	3	4	17	-
Roading/traffic/road safety*	4	4	-	9	1	3
Rates too high/ increases too high for services received	4	-	1	7	10	4
Rubbish recycling [◇]	4	5	1	4	-	-

NB: refer to page 130

* 1% of residents mention 'improved roading/traffic' as an issue they **approve** of

◇ 1% of residents mention 'rubbish collection/transfer station' as an issue they **approve** of

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

- Wairaka park playground and pool,
- Council performance/service,
- stormwater issues,
- street lighting,
- footpaths,

by 2% ...

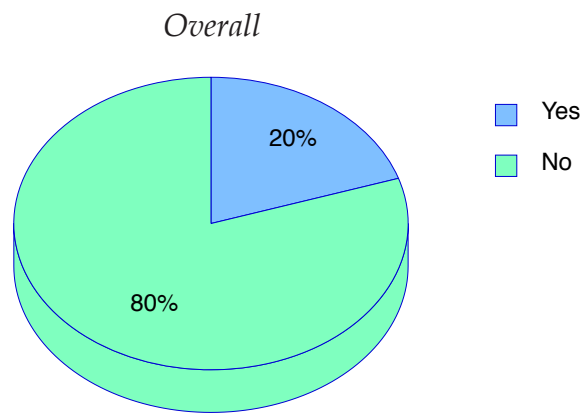
- building permits/consents,
- town planning issues/land issues/subdivisions/development,
- water supply issues,

by 1% ...

- wasting ratepayers' money/overspending,
- appearance of town/tidying up/maintenance,
- lack of communication/information/consultation/don't listen,
- Council facilities/services needed,
- parking issues,
- environmental issues,
- animal/dog control issues.



4. CONTACT WITH COUNCIL

A. CONTACTED COUNCILLOR OR MAYOR IN LAST 12 MONTHS?

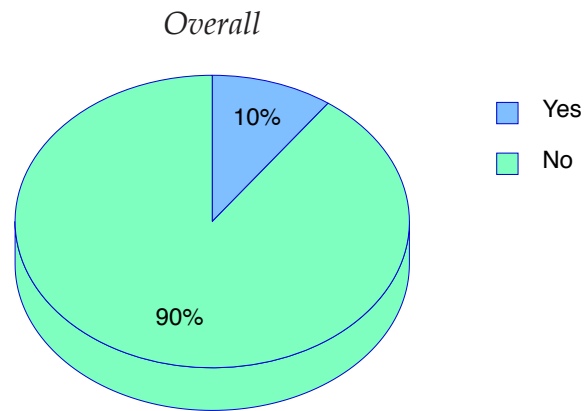
20% of Whakatāne residents say they have contacted a Councillor or the Mayor in the last 12 months (23% in 2018). This is similar to the Peer Group Average and on par with the National Average.

Ratepayers are more likely to say 'Yes', than non-ratepayers.

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

	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2019	20	80	-
2018	23	77	-
2017	26	74	-
2016	21	79	-
2015	25	75	-
2014	18	82	-
Comparison			
Peer Group (Provincial)	21	79	-
National Average	16	84	-
Community Board			
Whakatāne	22	78	-
Ōhope Beach	16	84	-
Rangitāiki	14	86	-
Tāneatua	30	70	-
Murupara	21	79	-
Area			
Urban	18	82	-
Rural	24	76	-
Ratepayer?			
Ratepayer	23	77	-
Non-ratepayer	3	97	-

% read across

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

10% of residents say they have contacted a Community Board member in the last 12 months. This is on par with the Peer Group and National Averages and similar to the 2018 reading.

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

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

	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2019	10	90	-
2018 [†]	10	89	2
2017	15	85	-
2016	10	90	-
2015	8	92	-
2014	9	90	1
Comparison*			
Peer Group (Provincial)	6	84	10
National Average	6	90	4
Community Board			
Whakatāne	6	94	-
Ōhope Beach	1	99	-
Rangitāiki [†]	12	88	1
Tāneatua	20	80	-
Murupara	18	82	-
Area			
Urban	9	91	-
Rural	10	90	-

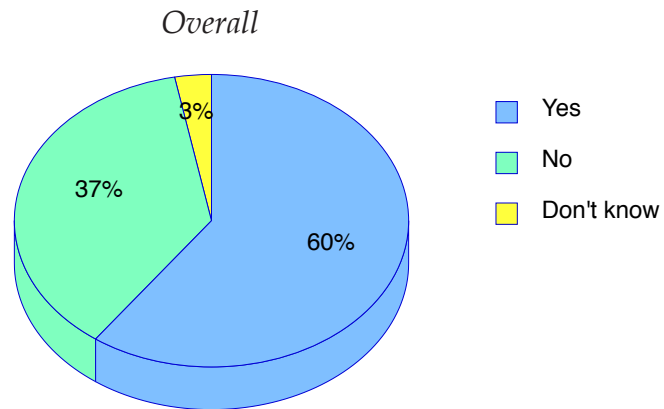
% read across

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

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

C. FRONT DESK STAFF

i. Contact?



60% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months. This is similar to the 2018 results.

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

- all Community Board residents, except Murupara Community Board residents,
- women,
- residents aged 45 years or over,
- business owners,
- ratepayers.

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

	Yes %	No %	Don't know %
Overall			
Total District 2019	60	37	3
2018	58	42	-
2017	64	36	-
2016	56	43	1
2015 [†]	62	37	1
2014 [*]	89	9	2
Community Board			
Whakatāne	63	36	1
Ōhope Beach [†]	70	23	8
Rangitāiki	59	41	-
Tāneatua	64	35	1
Murupara	32	45	23
Area			
Urban	60	36	4
Rural	60	40	-
Gender			
Male	51	45	4
Female	68	30	2
Age			
18-44 years	51	44	5
45-64 years	64	33	3
65+ years	69	30	1
Business Owner?			
Yes	72	28	-
No	54	42	4
Ratepayer?			
Ratepayer	64	35	1
Non-ratepayer	31	54	15

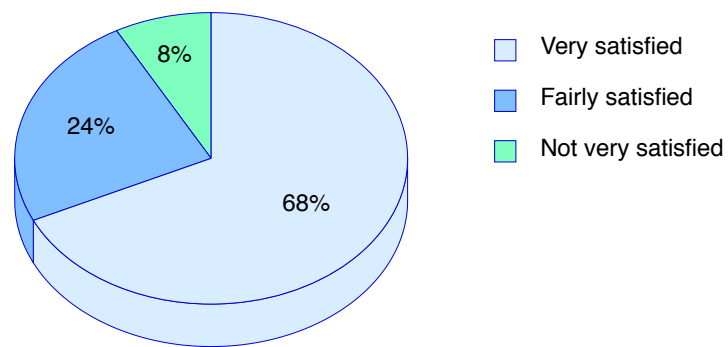
% read across

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

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

ii. Level Of Satisfaction

Contacted Customer Service Front Desk Staff In Last 12 Months



Base = 206

92% of residents who have contacted Customer Service Front Desk staff in the last 12 months are satisfied with the overall service received, including 68% who are very satisfied. These readings are similar to the 2018 results.

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

[†] those residents who have contacted Customer Service Front Desk staff in the last 12 months (N=206)

Satisfaction With Overall Service Received From Customer Services Front Desk Staff

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Contacted Customer Service Front Desk Staff					
2019 (N=206)	68	24	92	8	-
2018 [†] (N=176)	66	28	94	5	-
2017 (N=188)	62	33	95	5	-
2016 (N=168)	73	24	97	3	-
2015 (N=191)	66	26	92	8	-
2014* (N=155)	62	31	93	7	-
Community Board					
Whakatāne	70	21	91	9	-
Ōhope Beach*	73	25	98	2	-
Rangitāiki	57	34	91	10	-
Tāneatua*	74	18	92	8	-
Murupara*	95	5	100	-	-
Area					
Urban	70	23	93	7	-
Rural [†]	62	27	89	11	-

Base = 206

% read across

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

* caution: small bases

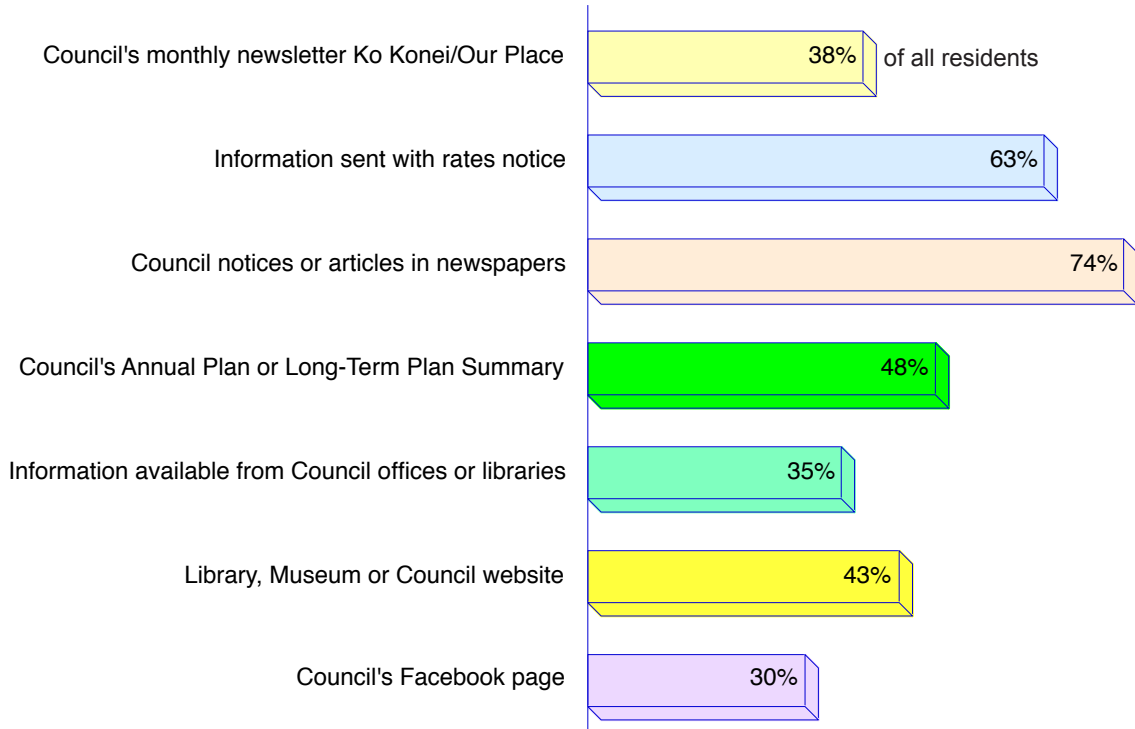
† does not add to 100% due to rounding



5. INFORMATION

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

Yes - Have Seen Or Read - 2019



74% of residents have seen or read Council notices or articles in newspapers, while 63% have seen/ read information sent with rates notices (68% in 2018) and 48% have seen/ read Council's Annual Plan or Long-Term Plan summary (55% in 2018).

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

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

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

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

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

- residents aged 45 to 64 years,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

Longer term residents, those residing in the District more than 10 years are **more** likely to have seen or read **information available from Council offices or libraries**, than shorter term residents.

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

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

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

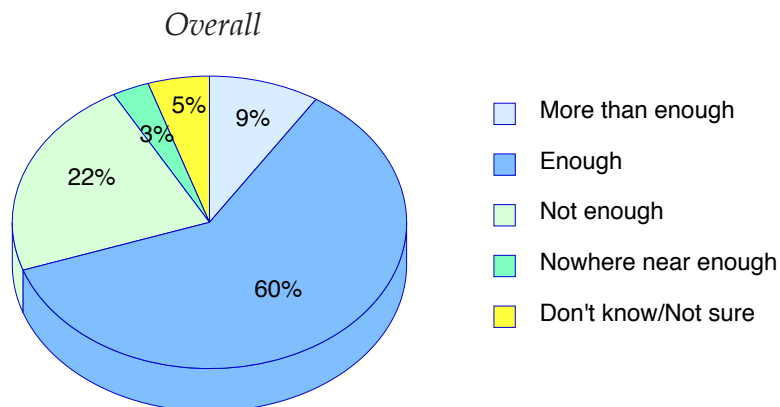
- all Community Board residents, except Murupara Community Board residents,
- residents aged 18 to 64 years,
- NZ European residents,
- residents with an annual household income of \$70,001 or more,
- ratepayers,
- business owners.

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

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

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 2019 %	Total District 2018 %	Peer Group %	National Average %	Community Board				
					Whaka-tāne %	Ōhope Beach %	Rangi-tāiki %	Tāne-atua %	Muru-para %
<i>Percent Who Mentioned ...</i>									
More than enough	9	13	8	10	10	15	7	8	8
Enough	60	55	52	50	59	44	66	50	72
Not enough	22	19	21	24	24	30	14	41	13
Nowhere near enough	3	5	17	10	3	6	4	1	4
Don't know/Not sure	5	9	2	6	4	6	9	-	3
Total	†99	†101	100	100	100	†101	100	100	100

† does not add to 100% due to rounding

69% of residents feel that there is more than enough/enough information supplied, while 25% feel there is not enough/nowhere near enough information supplied. These readings are similar to the 2018 results.

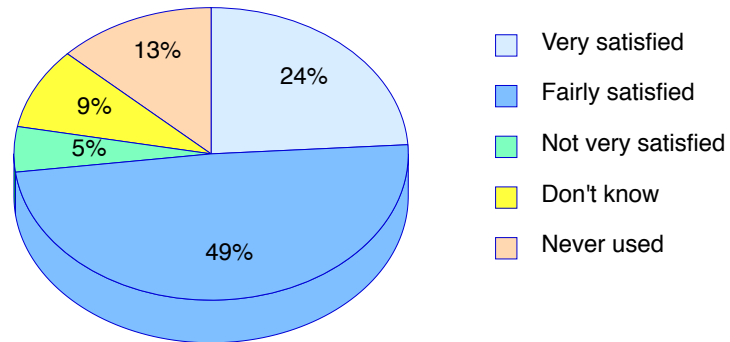
Whakatāne District residents are above the Peer Group residents and residents nationwide, in feeling there is enough/more than enough information supplied to the community.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who say there is **enough/more than enough information**.

C. ONLINE SERVICES AND INFORMATION

88% of residents have access to the internet[†] (90% in 2018).

*Satisfaction With The Provision Of Online Services And Information
Access To Internet*



[†] Base = 280

73% of residents[†] are satisfied with the provision of online services and information (64% in 2018), while 5% are not very satisfied.

13% of residents[†] say they have never used the internet for this purpose (23% in 2018).

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

The reasons residents[†] are not very satisfied are ...

- more information needed, mentioned by 54% of residents who are not very satisfied*,
- website difficult to use / confusing, 10%,
- others, 5%.

* Base = 14: caution, small base

[†] those residents who say they have accessed the internet, (N=280)

Satisfaction With Provision Of Online Services And Information

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %	Never used %
Residents Who Have Access To Internet						
2019 (Base = 280)	24	49	73	5	9	13
2018 (Base = 259) [†]	22	42	64	5	9	23
Community Board						
Whakatāne [†]	25	50	75	5	9	12
Ōhope Beach	18	65	83	-	2	15
Rangitāiki	23	45	68	5	9	18
Tāneatua	29	51	80	11	8	1
Murupara*	17	40	57	5	17	21
Area						
Urban	26	50	76	4	9	11
Rural	20	49	69	7	7	17

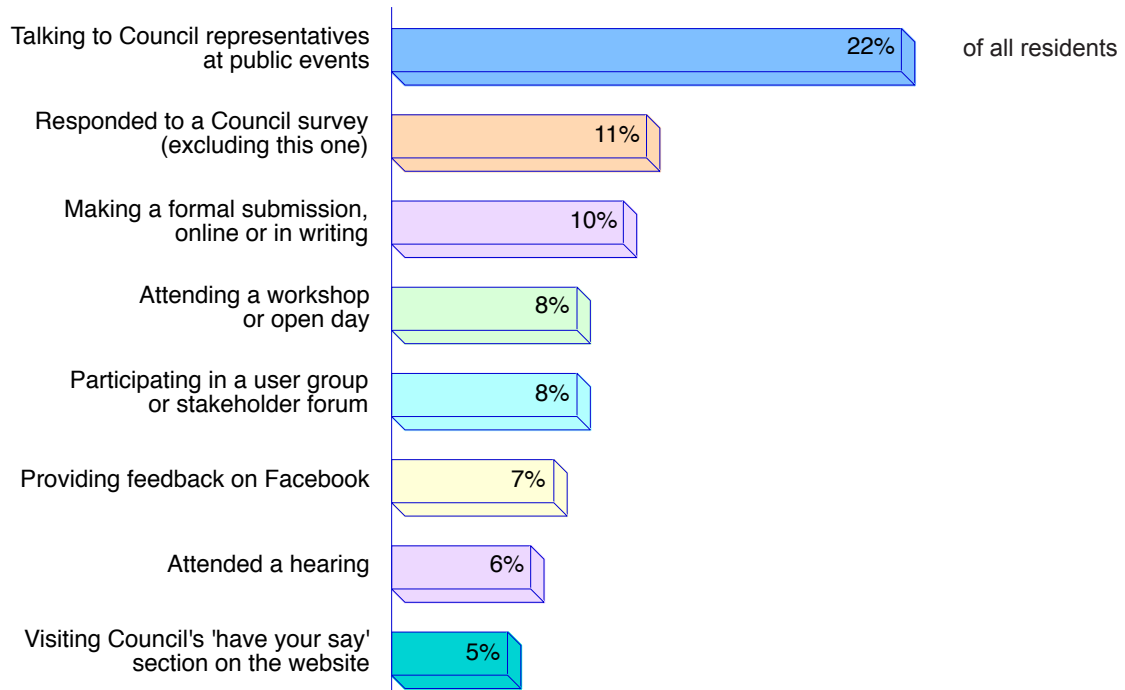
% read across

* caution: small base

[†] does not add to 100% due to rounding
(not asked prior to 2018)

D. PARTICIPATION IN COUNCIL COMMUNITY ENGAGEMENT PROCESSES

In the past year residents have participated in:



In 2019, 22% of residents said they had, in the past year, talked to a Council representative at public events, 11% had responded to a Council survey, excluding the 2019 Communitrak™ survey (15% in 2018) and 10% had made a formal submission.

Urban residents are more likely to have talked to a **Council representative**, than Rural residents.

61% of residents said they had not engaged in any of these community engagement processes in the last year (60% in 2018).

Residents more likely to say they had **not engaged** are ...

- Murupara Community Board residents,
- Rural residents.
- residents with an annual household income of \$100,000 or less,
- non-ratepayers.

Summary Table: Main Processes Residents Have Engaged In

	Talking to Council representative at public event %	Responded to Council survey (excl. this one) %	Making a formal submission %
Overall			
Total District 2019	22	11	10
2018	19	15	12
Community Board			
Whakatāne	20	13	11
Ōhope Beach	45	10	3
Rangitāiki	17	11	8
Tāneatua	32	5	19
Murupara	14	5	5
Area			
Urban	25	13	8
Rural	14	6	13

Not asked prior to 2018
Multiple responses allowed

When asked what their preferred process for participating in a Council decision process, the main methods mentioned were ...

- online / internet / social media, mentioned by 18% of all residents,
- public meeting / public forum / open forum, 12%,
- personal contact / face-to-face, 11%,
- postal notifications / write a letter, 9%.

Other methods mentioned by 6% are ...

- making a submission,

by 5% ...

- voting / referendum,

by 4% ...

- email,

by 3% ...

- survey / questionnaire,
- phone call / text,
- visit Council offices,

by 1% ...

- local media / newspaper / radio.

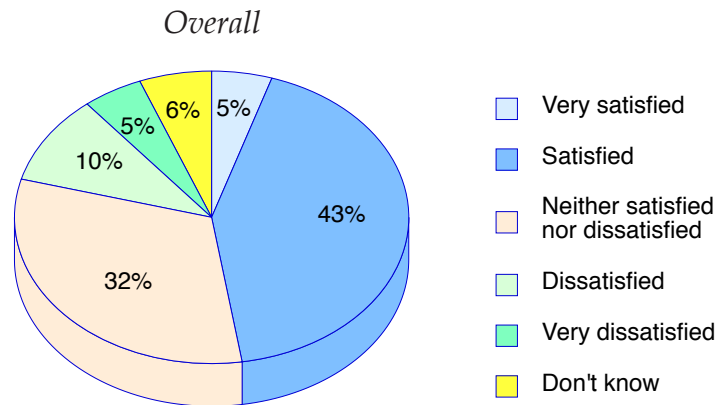
20% of residents were unable to comment.



6. LOCAL ISSUES

A. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

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



48% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes, while 15% are dissatisfied/very dissatisfied (18% in 2018). 32% are neither satisfied nor dissatisfied (29% in 2018) and 6% are unable to comment.

The very satisfied/satisfied reading (48%) is slightly above the Peer Group Average and on par with the National Average.

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

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

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

	Very satisfied / Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied / Very dissatisfied %	Don't know %
Overall*				
Total District 2019 [†]	48	32	15	6
2018 [†]	49	29	18	5
2017	39	36	19	6
2016	48	27	20	5
2015	41	29	23	7
2014 [†]	33	39	26	3
Comparison[†]				
Peer Group (Provincial)	41	32	20	6
National Average	44	29	19	7
Community Board				
Whakatāne [†]	44	38	15	4
Ōhope Beach [†]	38	45	14	2
Rangitāiki	49	26	18	7
Tāneatua [†]	46	30	11	14
Murupara	81	13	3	3
Area				
Urban	47	33	15	5
Rural	50	31	13	6
Length of Residence				
Lived there 10 years or less	35	43	14	8
Lived there more than 10 yrs	50	30	15	5
Business Owner?[†]				
Yes	41	37	16	7
No	52	30	14	5

% read across

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

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

B. PERCEPTION OF SAFETY

Is Whakatāne District Generally A Safe Place To Live?

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
Overall					
Total District 2019	32	64	3	1	-
2018	41	53	5	1	-
2017	29	64	5	1	1
2016 [†]	41	55	4	-	1
2015	40	53	5	1	1
2014	29	64	6	1	-
Comparison					
Peer Group (Provincial)	32	57	7	3	1
National Average	35	57	6	1	1
Community Board					
Whakatāne [†]	29	67	3	2	-
Ōhope Beach [†]	47	48	6	-	-
Rangitāiki	28	70	2	-	-
Tāneatua	43	47	10	-	-
Murupara [†]	35	64	1	1	-
Area					
Urban	33	63	3	1	-
Rural	30	66	4	-	-
Length of Residence					
Lived there 10 years or less	38	61	1	-	-
Lived there more than 10 years	29	66	4	1	-

% read across

* caution: small/very small bases

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

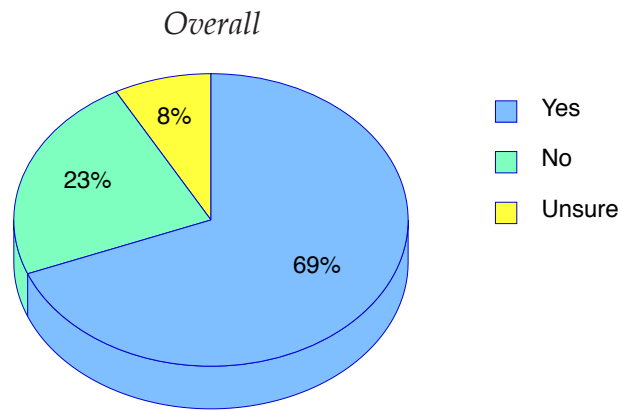
32% of residents feel that generally Whakatāne District is definitely a safe place to live (41% in 2018), 64% say it is mostly (53% in 2018), 3% of residents think the District is not really a safe place to live and 1% say it is definitely not.

The percent saying 'yes, definitely' (32%) is similar to the Peer Group Average and on par with the National Average.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who feel that Whakatāne District is **definitely** a safe place to live. However, it appears that shorter term residents, those residing in the District 10 years or less, are slightly more likely to feel this way, than longer term residents.

C. CLIMATE CHANGE

Residents were asked to say whether they think climate change is a significant issue for the District now.



69% of residents think that climate change is a significant issue for the District now, while 23% do not and 8% are unsure.

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

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

Is Climate Change A Significant Issue For District?

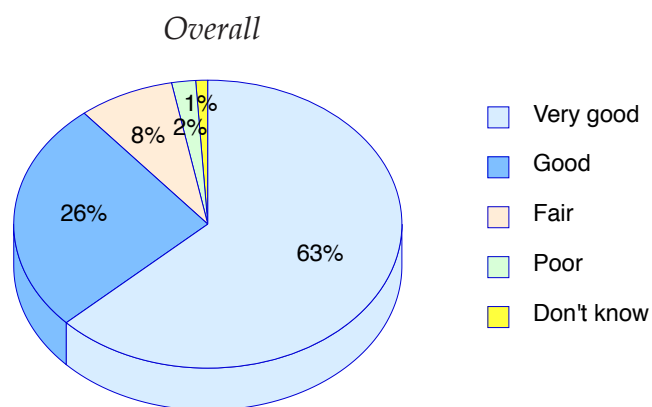
	Yes %	No %	Unsure %
Total District 2019*	69	23	8
Community Board			
Whakatāne	78	17	5
Ōhope Beach	54	43	3
Rangitāiki	67	24	9
Tāneatua	61	30	9
Murupara	53	20	27
Area			
Urban†	70	22	9
Rural	68	25	7
Gender			
Male	57	32	11
Female	80	14	6
Length of Residence			
Lived there 10 years or less	84	14	2
Lived there more than 10 years	67	25	8
Ratepayer?			
Ratepayer†	71	23	6
Non-ratepayer	56	22	22

% read across

* not asked prior to 2019

† does not add to 100% due to rounding

D. QUALITY OF LIFE



63% of residents think that, overall, the quality of life in their District is very good (60% in 2018), while 26% say it is good (30% in 2018), 8% feel it is fair and 2% say it is poor.

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

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

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

Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
Overall*					
Total District 2019	63	26	8	2	1
2018	60	30	7	3	-
2017	57	37	6	-	-
2016	67	27	5	1	-
2015	64	30	6	-	-
2014 [†]	60	32	6	1	-
Comparison					
Peer Group (Provincial)	41	43	13	3	-
National Average [†]	40	45	10	4	-
Community Board					
Whakatāne [†]	72	20	7	1	1
Ōhope Beach	68	32	-	-	-
Rangitāiki	57	31	8	4	-
Tāneatua	61	21	18	-	-
Murupara [†]	38	46	13	-	4
Area					
Urban [†]	64	24	9	2	-
Rural	61	32	6	-	1
Ethnicity					
NZ European	70	23	6	-	1
NZ Māori	53	30	13	4	-
Length of Residence					
Lived there 10 years or less	53	36	8	3	-
Lived there more than 10 years	65	25	8	1	1

% read across

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

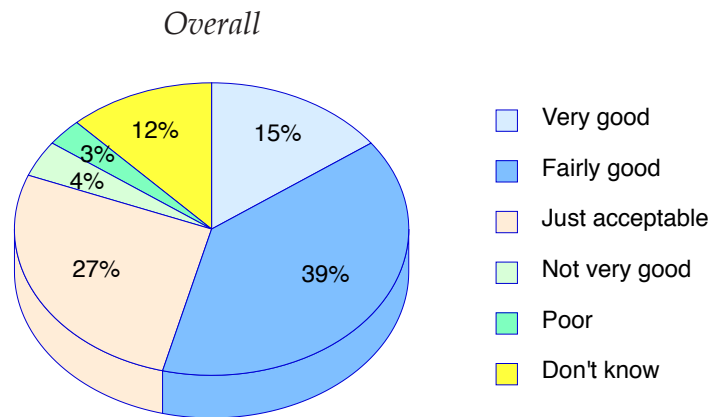
[†] does not add to 100% due to rounding



7. REPRESENTATION

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

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



54% of Whakatāne District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (49% in 2018), while 27% rate their performance as just acceptable (31% in 2018). 7% rate the performance of the Mayor and Councillors as not very good / poor (10% in 2018) and 12% are unable to comment.

Whakatāne District residents rate the performance of the Mayor and Councillors slightly above the Peer Group Average and on par with the National Average, in terms of their performance being very / fairly good.

54% 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 (47% in 2018).

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.

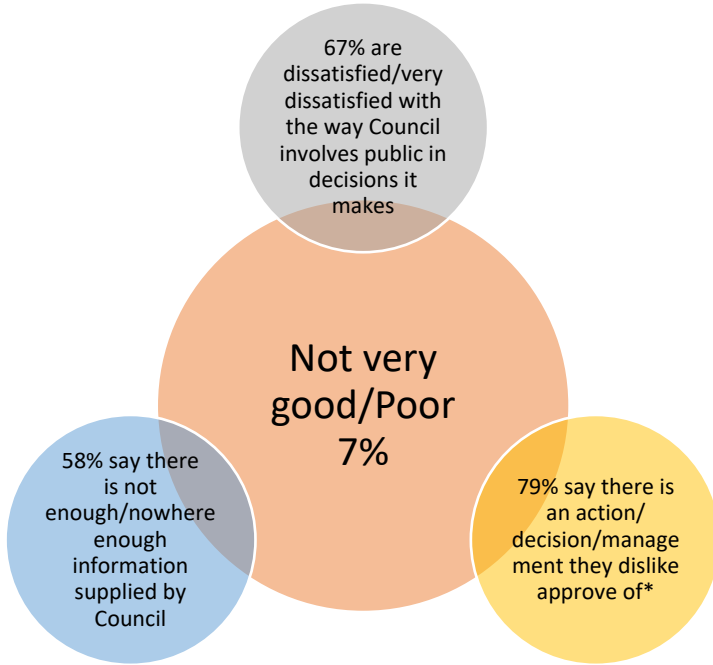
Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District 2019	54	27	7	12
2018 [†]	49	31	10	11
2017 [†]	51	28	14	8
2016	49	26	10	15
2015	40	37	12	11
2014 [†]	47	34	10	10
Contacted the Mayor/a Councillor in last 12 months (N=72)	54	29	12	5
Comparison				
Peer Group (Provincial) [†]	48	32	12	7
National Average	51	27	13	9
Community Board				
Whakatāne	60	25	8	7
Ōhope Beach	63	25	3	9
Rangitāiki [†]	51	29	7	12
Tāneatua	49	36	6	9
Murupara	30	20	7	43
Area				
Urban	53	28	7	12
Rural	57	24	7	12
Ethnicity				
NZ European	55	30	6	9
NZ Māori	44	24	9	23

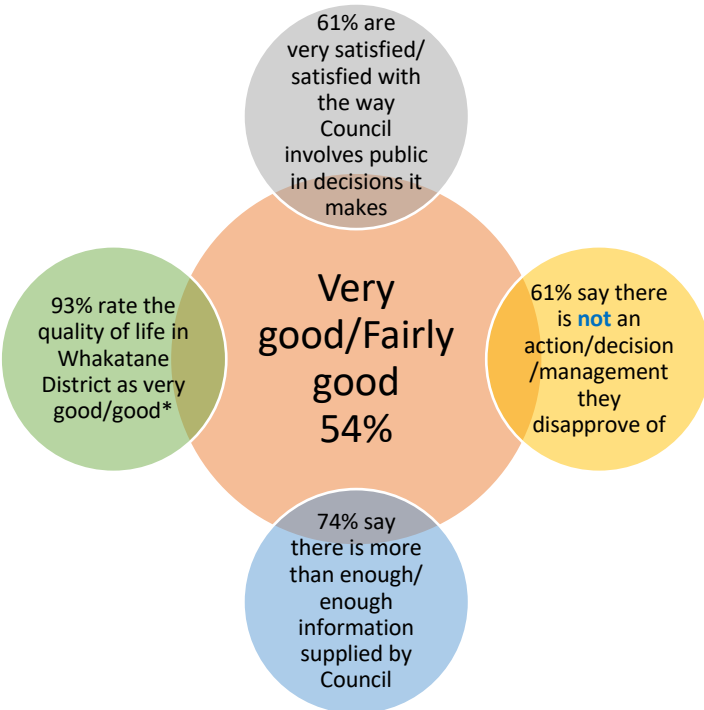
% read across

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

Comparison Between Mayor And Councillors Performance And Other Key Questions

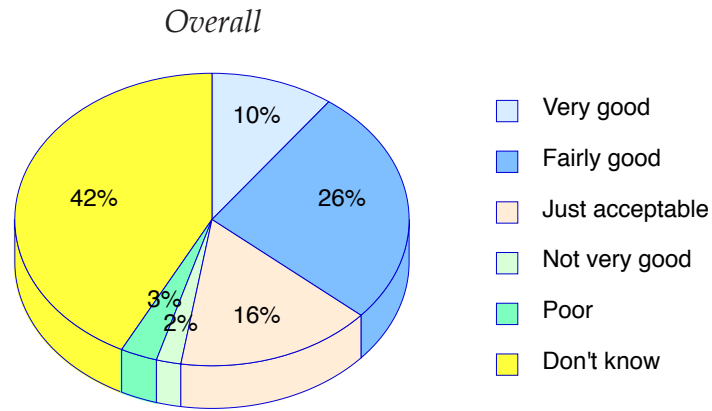


* 79% of those residents who rate the Mayor and Councillors performance as not very good/poor, say there is an action/decision management they dislike/disapprove of in last 12 months



* 93% of those residents who rate the Mayor and Councillors performance as very/fairly good, rate quality of life in Whakatāne District as very good/good, rate

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



36% of residents rate the performance of Community Board members as very or fairly good (40% in 2018), 16% rate their performance as just acceptable (20% in 2018), and 5% say it is not very good or poor. A large percentage, 42%, are unable to comment (33% in 2018).

There are no Peer Group and National Average readings.

57% of residents who have contacted a Community Board member in the last 12 months, rate their performance as very / fairly good.

Ōhope Beach and Murupara Community Board residents are **less** likely to rate the performance of the Community Board members as very / fairly good, than other Community Board residents.

It appears that longer term residents, those residing in the District more than 10 years are slightly more likely to feel this way, than shorter term residents.

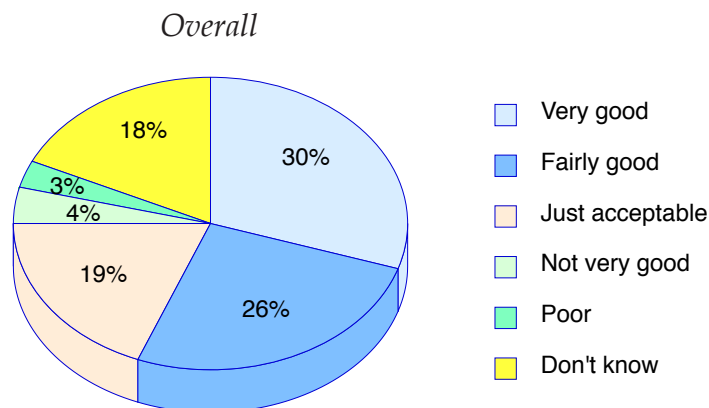
Summary Table: Performance Rating Of Community Board Members In The Last Year

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District 2019[†]	36	16	5	42
2018 [†]	40	20	6	33
2017 [†]	41	20	5	33
2016	42	14	4	40
2015 [†]	35	22	5	39
2014	39	15	4	42
Contacted Community Board member in last 12 months (N=36)	57	20	22	1
Community Board				
Whakatāne [†]	36	14	3	46
Ōhope Beach [†]	17	18	8	58
Rangitāiki [†]	45	16	5	33
Tāneatua	41	16	16	27
Murupara	18	26	7	49
Area				
Urban	34	16	5	45
Rural [†]	41	17	7	34
Length of Residence[†]				
Lived there 10 years or less	28	13	3	57
Lived there more than 10 years	39	18	7	37

% read across

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

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



56% of residents rate the performance of the Council staff as very or fairly good (61% in 2018), 19% rate their performance as just acceptable, and 7% say it is not very good / poor. 18% are unable to comment (12% in 2018).

Whakatāne District Council staff's performance is on par with staff nationwide and the 2018 reading and slightly above the 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,
- all income groups, except those with an annual household income of \$70,001 to \$100,000.

It appears that Whakatāne and Ōhope Beach Community Board residents are slightly more likely to feel this way, than other Community Board residents.

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

	Rated as ...			
	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District 2019	56	19	7	18
2018 [†]	61	19	9	12
2017	64	17	5	14
2016	62	15	3	20
2015	65	17	4	14
2014	64	16	4	16
Comparison				
Peer Group (Provincial)	52	28	8	12
National Average	49	25	9	17
Community Board				
Whakatāne	63	14	8	15
Ōhope Beach	70	13	1	16
Rangitāiki	49	26	12	13
Tāneatua	47	33	5	15
Murupara [†]	44	7	-	48
Area				
Urban	58	17	7	18
Rural [†]	51	23	10	16
Gender				
Male	49	25	7	19
Female [†]	62	13	8	16
Household Income				
Less than \$40,000 pa [†]	61	8	15	17
\$40,000-\$70,000 pa	63	19	4	14
\$70,001-\$100,000 pa	47	33	5	15
More than \$100,000 pa	62	19	8	11

% read across

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

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Community Board			
	Whakatāne	151	149
	Ōhope Beach	36	29
	Rangitāiki	83	96
	Tāneatua	34	32
	Murupara	30	28
Gender	Male	167	158
	Female	167	176
Age	18-44 years	91	137
	45-64 years	85	126
	65+ years	158	71

* 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.

* * * * *

