

Whakatane District Council Annual Residents Survey 2008

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Prepared for the
Whakatane District Council



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Background and Objectives

The Whakatane District in the Eastern Bay of Plenty is one of the most diversely beautiful areas in New Zealand. Sandy beaches are predominant along the 54 kilometres of coastline. The total area of the district covers 433,000ha or 4,442km².

The district has a population of 32,814. The largest urban area Whakatane, with a population of 15,024, is the major service and administrative centre for the Eastern Bay of Plenty.

Nearby Ohope has a population of 2,760. Other settlements include Murupara (1,959), Edgecumbe (1,668), Taneatua (753), Matata (666), Waimana (654), Te Teko (630), and remaining rural areas (8,706).

40% of the population is Maori and their culture and language is strong and vibrant.



Background

In support of the Whakatane District Council's long term planning processes (such as the Long Term Council Community Plan and Asset Management Plans), the Council has developed a number of performance measures and levels of service against which it can measure and manage priorities. The Council now has a need to form a baseline of current data about (perceptions of) its performance.

The Customer Survey (perception survey) will provide information on the community's views of Council performance, particularly in regard to key activities. It is intended that the survey provide information for service levels, performance measures and targets in the Council's Long-term Council Community Plan (LTCCP), Asset Management Plans and Activity Plans.

The overall goal of the project is to gain an understanding of the community's experiences and perceptions of the level of service the Council is currently providing and the levels of service the community is willing to pay for.

Objectives

The primary objectives of the survey are:

1. To design a survey to return required information on the key performance measures based on the Council's findings of their LTCCP. This includes
 - a) Designing a questionnaire, developing an appropriate methodology and completing an agreed number of interviews.
 - b) Provide a report on the data derived from the survey. The Whakatane Council require benchmarking data to allow the Council to measure its performance against other Councils (preferably similar sized Councils).

International Research Consultants are not able to provide detailed benchmarking. We currently do a number of Annual Residents Surveys for other Local Bodies but not all Local Bodies do these on an annual basis. We are aware there is less commonality when it comes to the measures defined in the LTCCP.

We have undertaken an analysis of the surveys taken by most of the large Councils and few have a common approach making comparisons meaningless. We are aware some companies offer a standard tracking service to many Councils (Whakatane used to participate) but our clients have found the general approach was less cost effective than undertaking research that specifically fitted their needs.

We have found that most of the benefit in Residents Surveys comes from comparing with previous years' results.

We envision that at least some of the measures included in the previous Annual Residents Survey will still be relevant with this current project. We would incorporate all relevant history into this analysis to allow Council to identify any significant improvements or new issues.

2. To provide advice on the structure and implementation of the Council's future ongoing Customer Surveys.
 - a. International Research Consultants have developed a wide range of individual surveys to measure customer satisfaction with specific Council services e.g. dog control, noise complainants, liquor licensing, libraries, swimming pools, museums and sports facilities etc. These small scale projects are developed to fit the budgetary constraints of each unit. Most projects involve Council staff recruiting respondents or mailing out questionnaires. IRC develop the methodology and questionnaire then complete the analysis and reports. The number of projects varies from Council to Council. We will work with the Whakatane District Council to identify and prioritise individual projects.

Methodology

DigiPoll, who is the leading CATI (computer aided telephone interviewing) company in New Zealand, handled all the interviewing.

Interviewers were briefed in the conduct of the survey, and were subject to a quality check on their interviews as a matter of course. Interviewers did not pressurise respondents in any way. People who did not wish to take part in the survey, were politely thanked for their time, and not contacted again.

Interviews were undertaken in the latter part of November 2008. Respondents were selected using DigiPoll's telephone sampling system developed specifically for New Zealand conditions which gives a random sample of the entire population that have telephones.

The response rate for the district wide survey was 46%. The 400 interviews were distributed between the five wards as requested by the Council.

	2003	2004 Actual	Quota	2008 Actual
Whakatane	181	181	183	184
Ohope	41	40	34	34
Edgecumbe/Tarawera	102	105	101	102
Taneatua/Waimana	39	35	42	46
Murupara/Galatea	42	39	40	39
Total	405	400	400	405

The following table shows the maximum margin of error for the overall sample, the Ward sample and for smaller subgroups, at two different confidence levels, 95% and 90%

SAMPLE SIZE	MAXIMUM MARGIN OF ERROR	
	AT 95% CONFIDENCE	AT 90% CONFIDENCE
400	± 4.83%	± 4.07%
150	± 7.78%	± 6.72%
50	±13.85%	±11.66%

Measurement Scales and Indexes

The measurement scale changed in the 2004 reading to give the respondent greater flexibility in rating the service factors and facilities. The scale was designed to ensure that we are able to compare the level of satisfaction with the scores that have been given historically using a 3 point scale. The current 11 point scale allows us to do this while also giving the respondent opportunities to define nuances in satisfaction levels.

Important Note: The rating scale changed from a 3 point scale used prior to 2004 to an 11 point scale. Previously the satisfaction rating was very satisfied, fairly satisfied and not very satisfied.

Now the rating scale is 11 points ranging from 0 being very dissatisfied to 10 being very satisfied.

Customer Satisfaction Index

One of the important additions we included in the previous reading was the use of a Customer Satisfaction Index (CSI) to compare results. Historically the major focus was mainly on those who rated each service with very satisfied, fairly satisfied or not very satisfied. This 3 point scale gave little chance for comparison.

The use of a CSI score allows us to measure movements across the range as often it is better to move individuals from a lower rating to a higher rating e.g. from a score of 7 to 8 than trying to satisfy the last few dissatisfied respondents. The CSI score gives a more thorough comparison tool for monitoring change and allows meaningful comparisons between subgroups. We believe it is critical to look at the overall picture within each service and a Customer Satisfaction Index allows us to do this.

To allow meaningful comparisons, the relevant history from before 2004 has been converted to a CSI score. However, in this case this is less than an ideal fit and our best estimate only. CSI scores convert each respondents answer across the scale to an index out of 100. However the three point scale used previously is not balanced so the conversion to an index is arbitrary. We have used the following conversion where Very Satisfied = 100, Fairly Satisfied = 70, and Not Very Satisfied = 40. Therefore a perfect CSI score is 100 points while the worst possible is zero and any CSI score above 50 is positive.

Satisfaction	CSI Index
Very Satisfied	100
Fairly Satisfied	70
Not Very Satisfied	40

With the change to the 11 point scale it is simple to calculate a Customer Satisfaction Index. This is 10 times the average e.g. if the average score was 8.1 out of 10 then the CSI score is 81. The following table shows how CSI scores relate to the individual satisfaction scores.

This also shows how the new range compares to the range used prior to 2004.

Old Scale	CSI	CSI	New Scale
Very Satisfied	100	100	Very Satisfied 10
		90	9
		80	8
Fairly Satisfied	70	70	7
		60	6
		50	Neutral 5
		40	4
		30	3
		20	2
		10	1
Not very satisfied	40	0	Very Dissatisfied 0

The CSI is comparable to that used before but this 11 point scale covers a greater range which allows for finer differentiation.

In the commercial arena a benchmark Customer Satisfaction Index (CSI Score) of 85 reflects truly excellent customer service. It could be argued that respondents do not have the same choices available with 'Council services' e.g. they cannot change suppliers if they are dissatisfied and therefore more dissatisfied "ratepayers" remain as users. However, the benchmark for excellence still provides a good guideline for interpreting the results as the standards provided should match what respondents expect from the market e.g. customers expect the same customer service from Council staff as they would get in a café or shoe shop or from a drainage contractor.

A number of Councils already use CSI scores. Some Councils have defined what is an acceptable CSI score (performance level) for their environment. The following is an extract from another Council and this defines how they use the CSI to set their Corporate Standards for Customer Satisfaction. As mentioned in 2004, we strongly recommend that Whakatane develop their own framework for interpreting their CSI scores.

Customer Choice (Elective Services)	Performance Index	No Customer Choice (Non Elective Services / Internal)
84 or higher	Exceptional performance	79 or higher
82 – 83	Excellent service	77 to 78
78 – 81	Very good service	73 to 76
73 – 77	Good service, but with potential for improvement	68 to 72
67 – 72	Fair: Needs improvement	62 to 67
66 or lower	Needs significant improvement	61 or lower

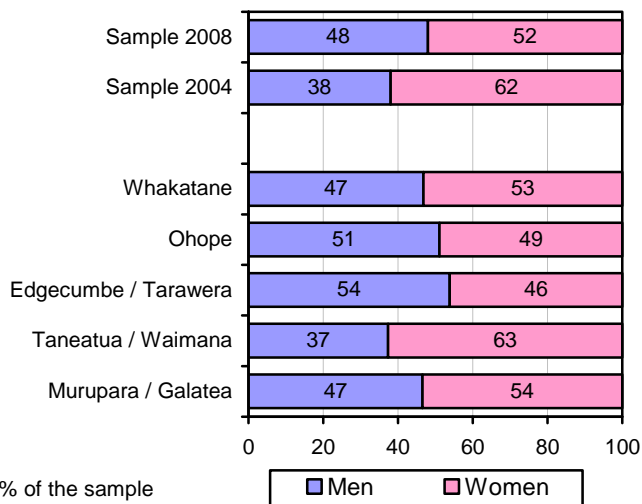
Sample Profile

Gender

The gender split is as expected with slightly more women than men in the sample, (52% versus 48% for men).

There are more women than men as more men opted out of this survey.

Ohope and Edgecumbe / Tarawera had a higher proportion of male respondents, (51% and 54% respectively) while there were a significantly higher proportion of female respondents from Taneatua / Waimana.



Age

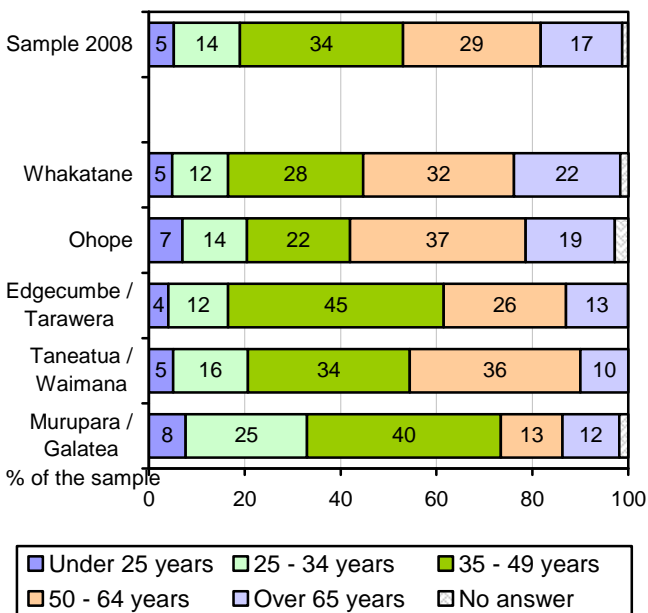
A third of the respondents (34%) were aged 35 - 49 years while a further 29% were aged 50 - 64 years and 17% were aged over 65 years.

A seventh of the sample (14%) were aged 25 - 34 years while 5% were under 25 years.

The remaining five respondents (1%) did not answer this question.

Edgecumbe / Tarawera and Murupara / Galatea had a higher proportion of respondents in the 35 - 49 year age group, (45% and 40% respectively).

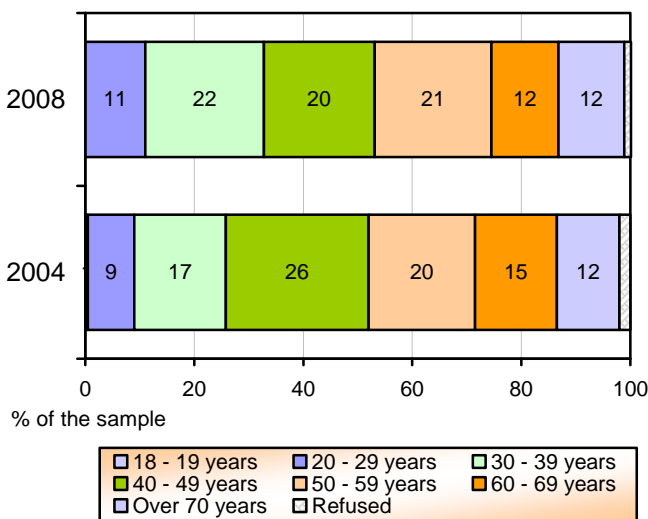
The following chart compares the old range of age brackets with that of the previous year.



Age

The largest age segment of the sample was the 30 – 59 year age group, 63% followed by the over 60 age group, (24%) and 11% in the under 30 age group.

The largest individual age segments are those aged 30 – 39 (22%) and those aged 50 – 59 with 21% of the sample. This was followed by 20% in the 40 – 49 age group and 12% in the 60 – 69 age bracket and over 70 years age bracket.



Ethnicity

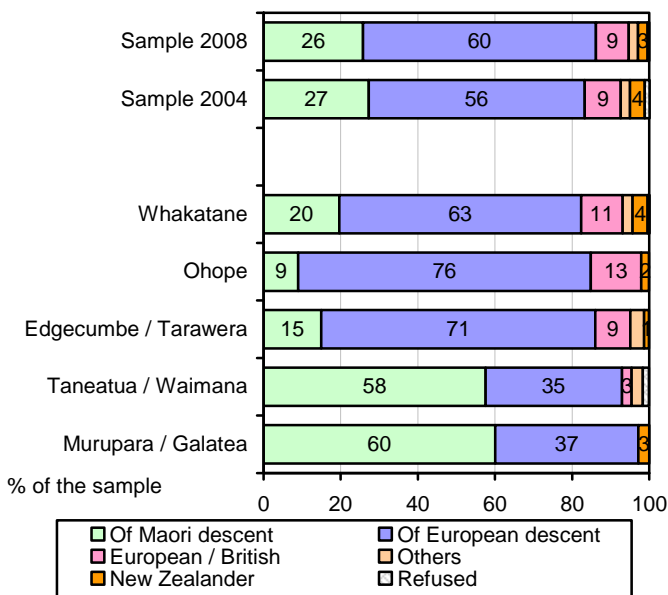
The chart opposite highlights the ethnic mix of the respondents.

Three fifths of the sample, (60%) are New Zealanders of European descent with a further 9% being either European or British.

The second largest grouping was those of Maori descent which accounted for 26% of the sample.

There was a small proportion of other ethnic groups being mentioned, (2%). A number of the respondents, 3% classified themselves only as New Zealanders.

As expected, there are significant differences in the ethnic mix by Ward of this sample.

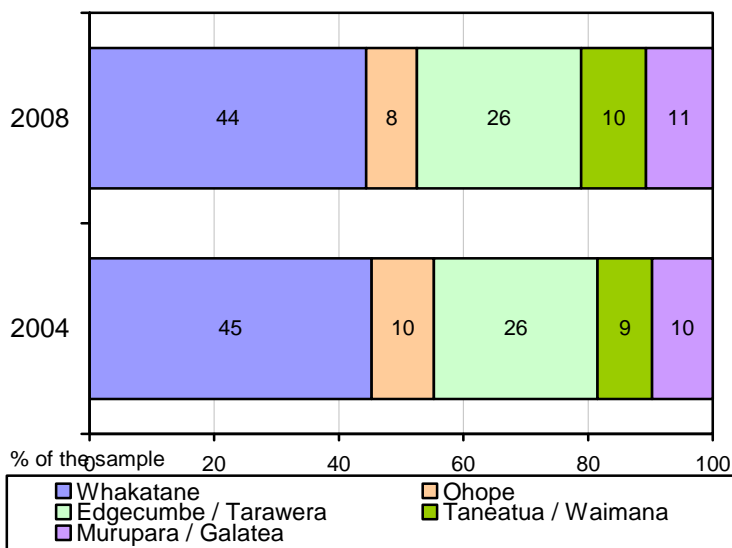


Ward Located In

Based on the Ward split, almost half of the sample (44%) were from the Whakatane Ward, while 26% were from the Edgecumbe / Tarawera and 8% were from the Murupara / Galatea.

A tenth of the sample (10%) were from the Taneatua / Waimana Ward and 8% were from Ohope.

This is similar to the 2004 results.

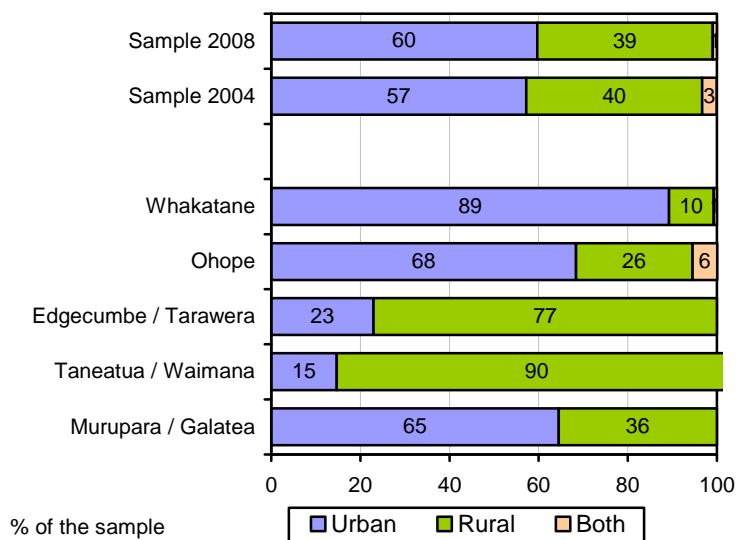


Rural or Urban

Three fifths of the sample, (60%) said they lived in the town.

Two fifths of the sample, (39%) were based in the country areas of the district.

As expected, most of the respondents from the Whakatane Ward are from the town, (89%) but this drops to just 15% for the respondents from Taneatua / Waimana.



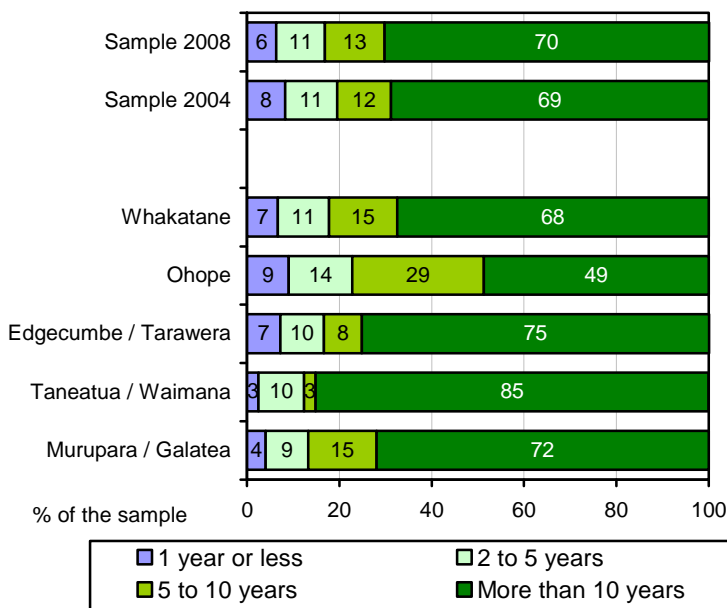
Length of time in Whakatane District

Over two thirds of the respondents, (70%) had lived in the Whakatane District for over 10 years.

A further 13% had lived in the district for 5 to 10 years while 11% had lived in the district for 2 to 5 years.

A small proportion of the sample, (6%) had been in the district for one year or less.

This is similar to the 2004 results.

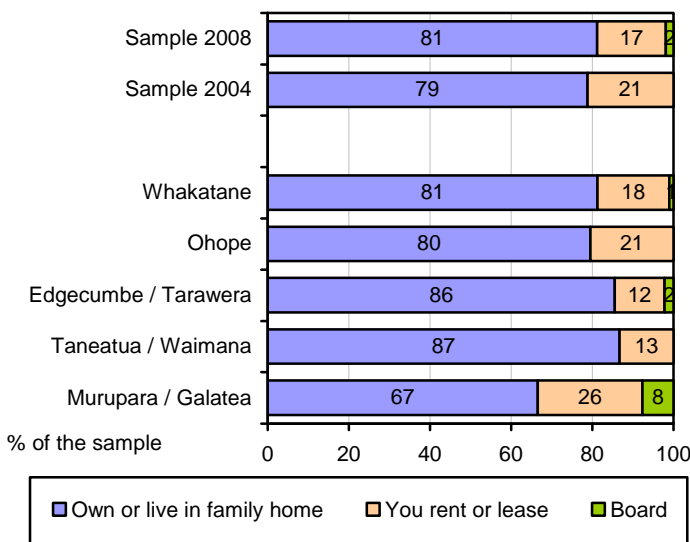


Home Ownership

Four fifths of the sample, (81%) were owners or live in family homes.

The other sixth of the sample, (17%) said they rented or leased where they lived while 2% were boarders.

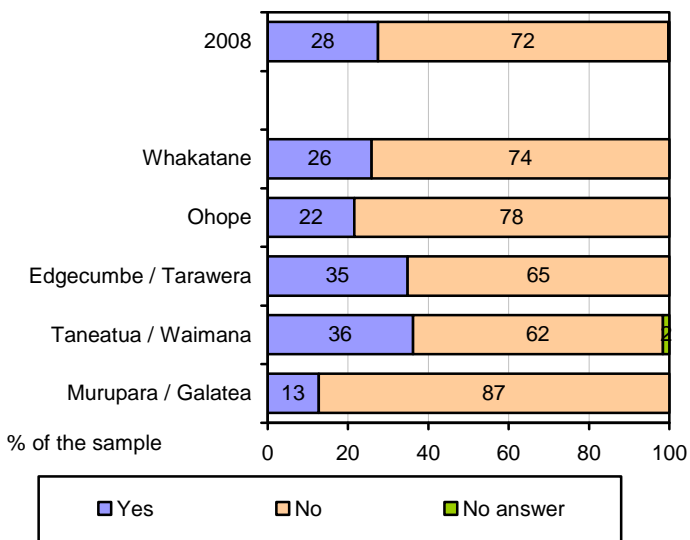
There was a larger proportion from the Murupara / Galatea area that rented or leased.



Operate own business in Whakatane

Over a quarter of respondents (28%) owned or operated their own business in the Whakatane District.

Edgecumbe / Tarawera and Taneatua / Waimana had a higher proportion of respondents who owned or operated their own business, (35% and 36% respectively).



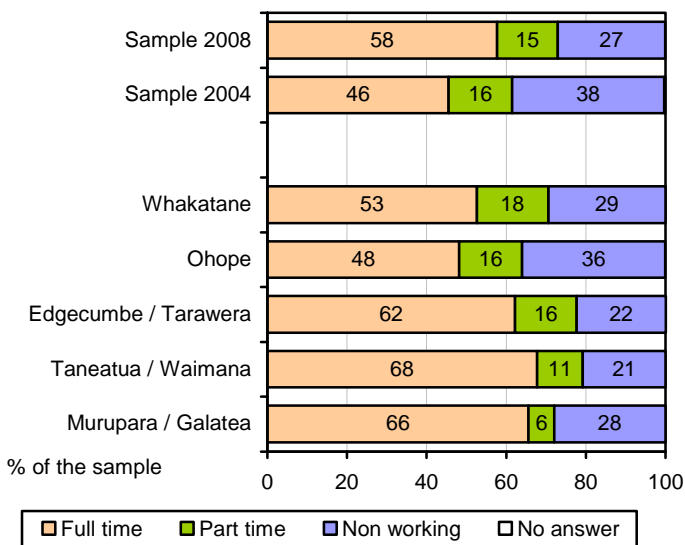
Work Status

Over half the sample were working full time, 58%.

Men were far more likely to be working full time, (62% versus 38% for women).

A further 15% were in part time work and a quarter of the sample, (27%) was not working.

There is limited difference between the Wards in the proportion who are working full time. However there appears to be more respondents who are not working in Ohope 36%.

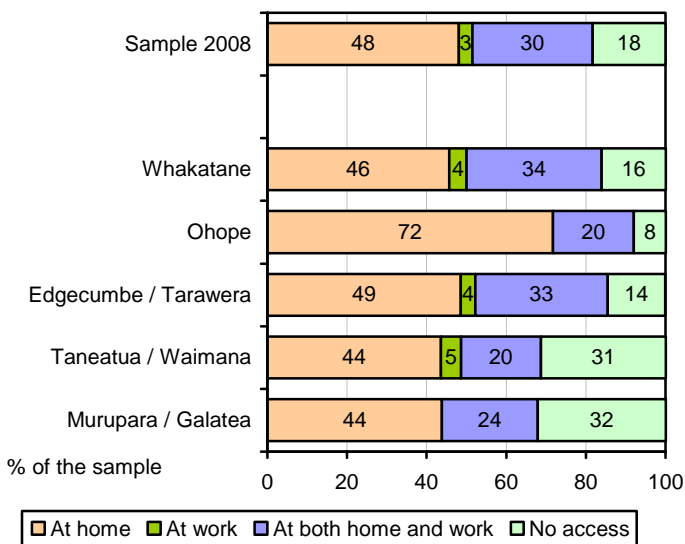


Internet Access

Almost half of the respondents (48%) had access to the internet at home, while 30% had access at home and at work. A further 3% had access to the internet at work.

Almost a fifth of the sample (18%) had no access to the internet.

There is limited difference between the wards in the proportion who have the internet at home. However there appears to be more respondents who have access to the internet at home in Ohope (72%).



Household Income

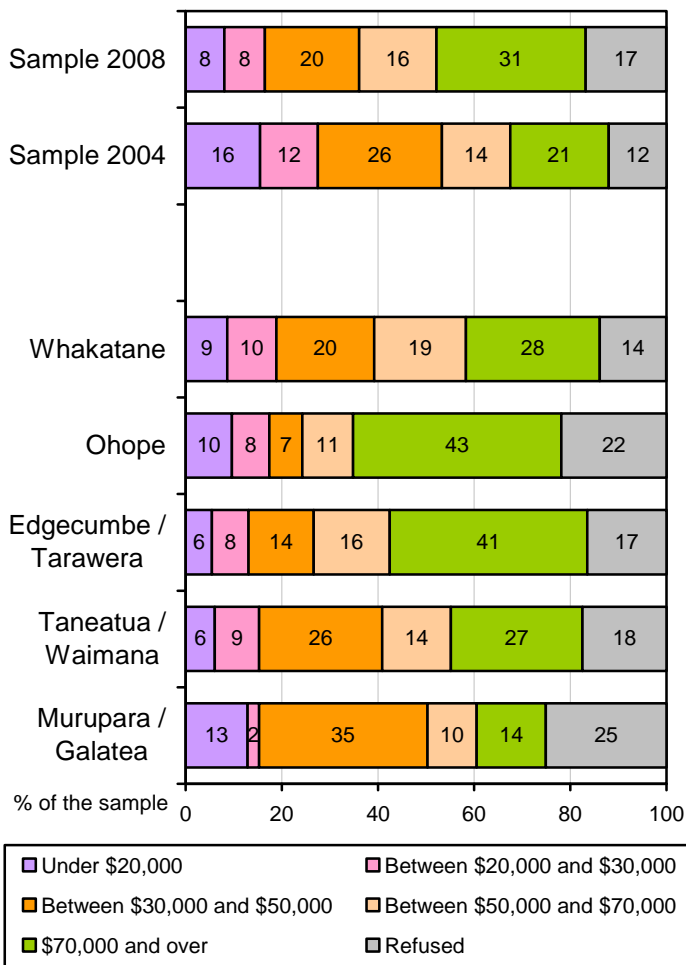
There is a fairly even spread of respondents across the different levels of household income. However a sixth of the sample, (17%) declined to give their income.

A third of the sample (31%) had a household income of over \$70,000.

At the other end of the scale, a sixth of the sample (16%) had a household income of less than \$30,000. The remaining 36% had an income between \$30,000 and \$70,000.

The respondents from Ohope are significantly more likely to be from the upper end of the household income range. An eighth (13%) of the Murupara / Galatea respondents had a household income of less than \$20,000.

There is a greater proportion of respondent in the \$70,000 plus category this year versus 2004 but that probably reflects incomes, especially dairy farmers incomes, have risen over the past 4 years.

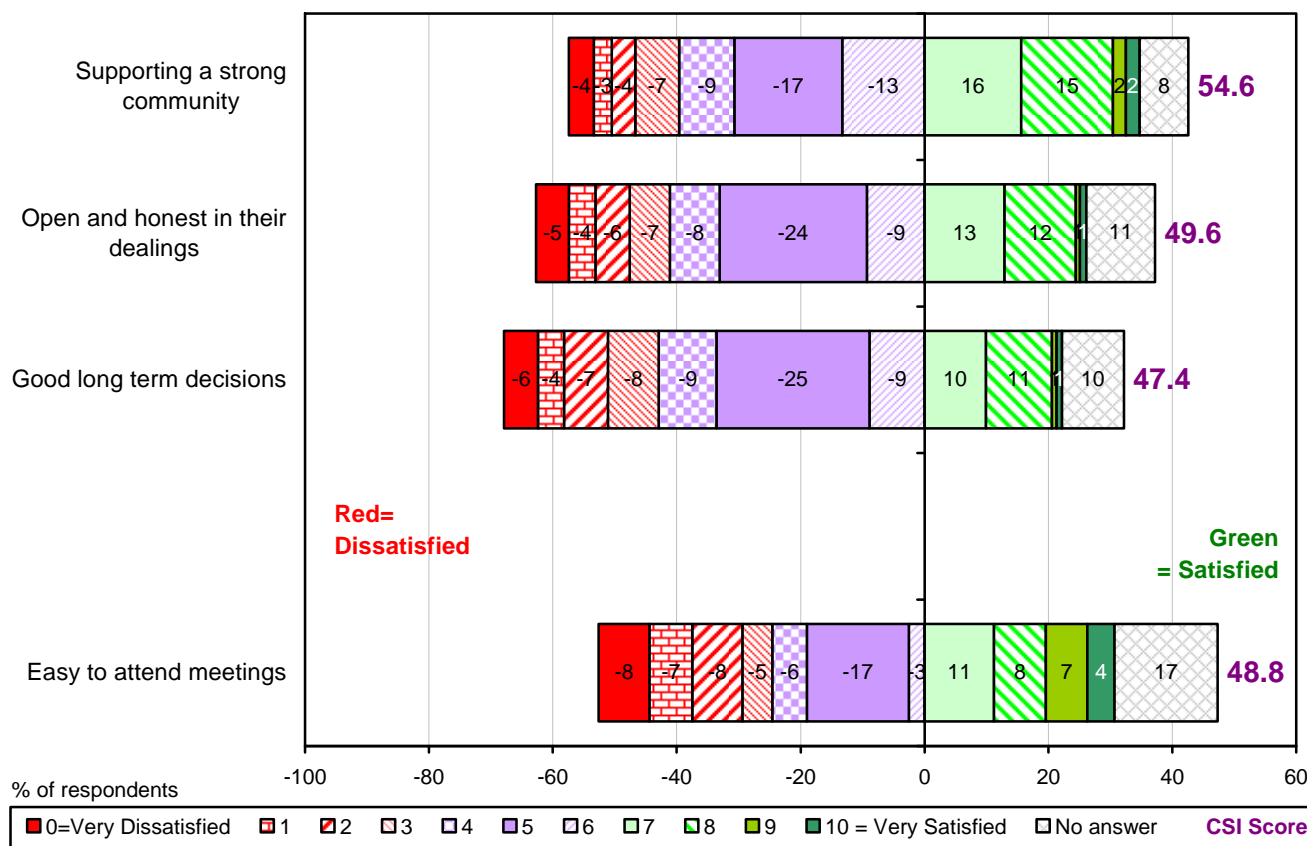


Executive Summary

Satisfaction with General aspects of the Council

The respondents were read out three different statements and for each they were asked how satisfied they were using the scale where 0 is very dissatisfied to 10 being very satisfied. The respondents who were interested in attending Council meetings (n = 129) were asked to rate how easy it was to attend meetings.

Only a minority are satisfied (scores 7 – 10) with each of these statements. This ranges from just 22% being satisfied with the factor ‘The Council making good long term decisions’ up to 35% who were satisfied with the factor ‘The Council supporting a strong community’. Conversely, a significant proportion of respondents were dissatisfied with each factor (scores 0 – 3). This ranged from 18% for the factor ‘The Council supporting a strong community’ up to 28% for the factor ‘Being easy to attend meetings held by the Whakatane District Council’. A significant proportion of respondents (25% - 43%) rated each factor as neutral (scores 4 – 6).



The CSI Scores for all factors are very low, which infers that respondents have some serious issues with these. The CSI scores range from 54.6 for the factor ‘The Council supporting a strong community’ down to a CSI score of 47.4 for the factor ‘The Council making good long term decisions’.

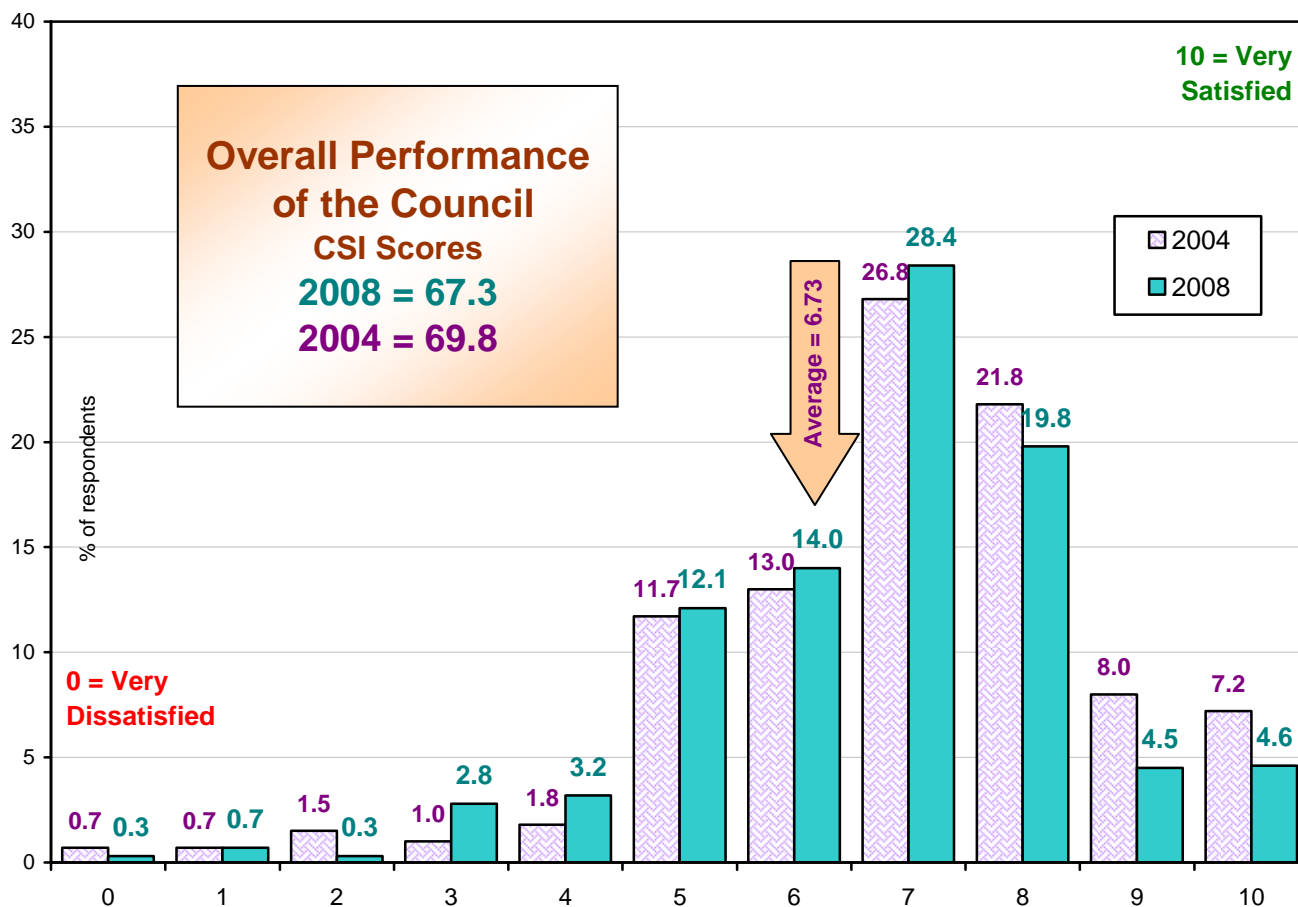
The Overall Performance of Council in the past 12 months

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

Over half of the respondents (57%) were satisfied with ‘the **Overall Performance** of Council in the past 12 months’ (scores of 7 – 10). However, only 37 respondents (9.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (28% versus 27% in 2004). Over a quarter of the respondents (29%) rated ‘the **Overall Performance** of Council’ with a score that was neutral (scores 4 – 6). Only a few respondents (4.1%) were actually dissatisfied with the Overall Performance of Council (Scores 0 – 3).

The Customer Satisfaction Index (CSI scores) is used to reflect respondent satisfaction with the various facilities and services provided by Council. *(The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average individual score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied).* The CSI score for ‘the **Overall Performance** of Council in the past 12 months’ was 67.3, 2.5 points lower than the 69.8 recorded in 2004. The CSI score of 67.3 again implies the respondents have some serious issues with Council.



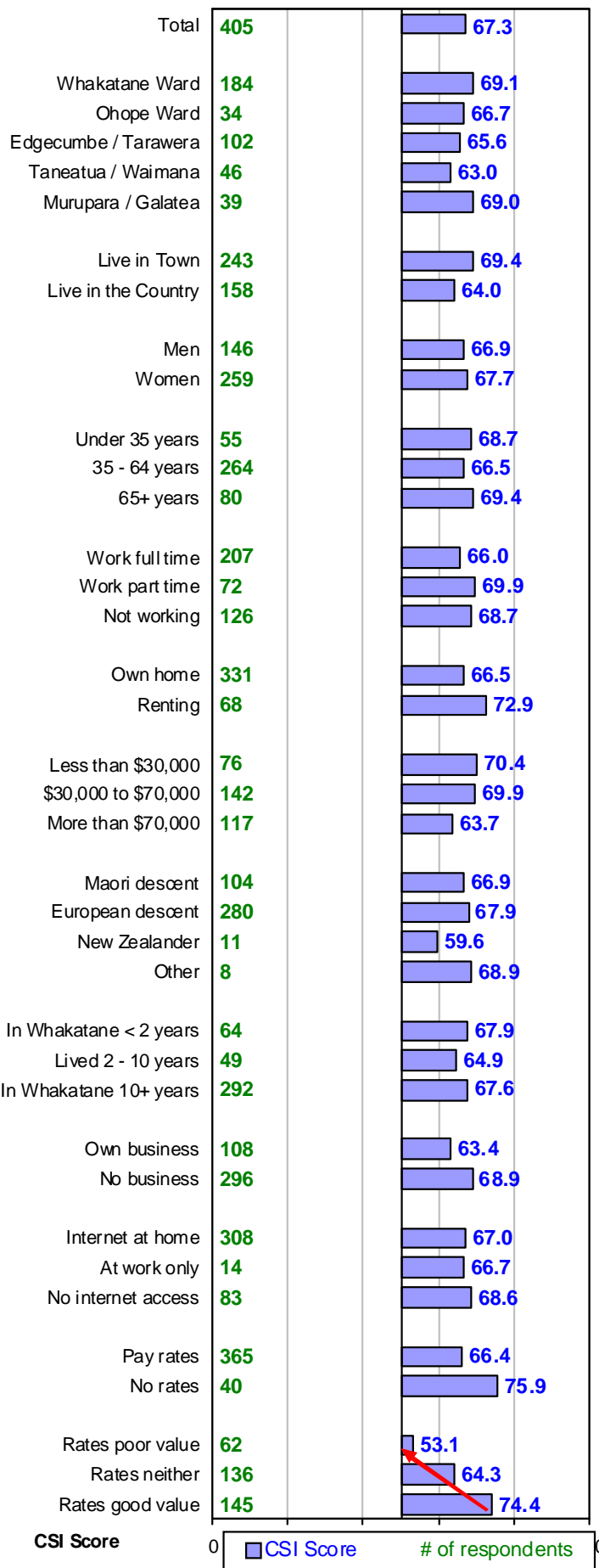
Satisfaction with the Overall Performance of Council by demographics

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

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

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

- Those from the Whakatane Ward (CSI Score 69.1) and Murupara / Galatea (CSI Score 69.0) are the most satisfied while those from the Taneatua / Waimana Ward appear the least satisfied (CSI Score 63.0).
- Those who live in Town (CSI Score 69.4) are more satisfied than those who live in the Country (CSI Score 64.0)
- Those aged over 65 are the most satisfied (CSI Score 69.4) versus CSI scores from 66.5 to 68.7 for the other age brackets. Note generally the older the respondent the higher the level of satisfaction.
- Those with a household income over \$70,000 (CSI Score 63.7) are less satisfied than those in the lower income brackets (CSI Score 69.9 and 70.4).
- Those who own their own home are less satisfied than those who don't (CSI Score 66.5 and 72.9 respectively).
- Those who pay rates are less satisfied than those who don't (CSI Score 66.4 and 75.9 respectively).
- Respondents who thought they received good value for their rates (CSI Score 74.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 53.1). This again raises the question, is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.



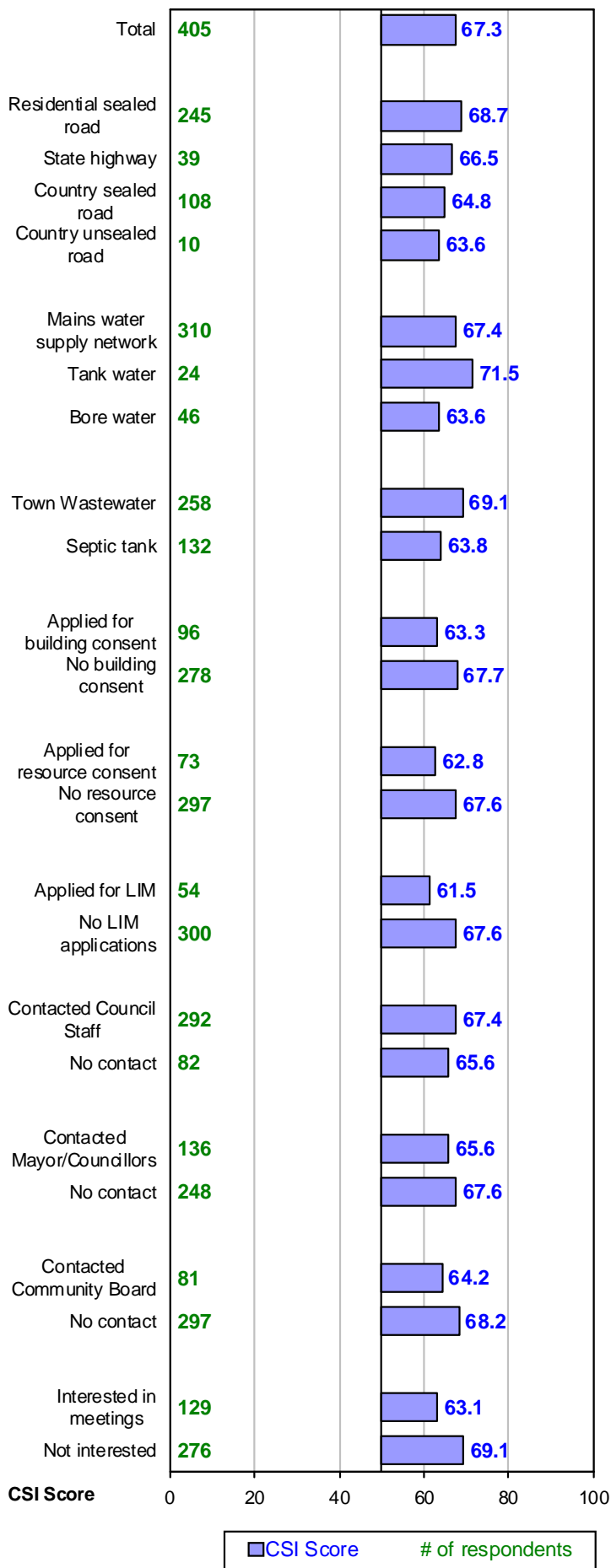
Satisfaction with the Overall Performance of Council by services

The type of road the respondent lives beside, and the type of water supply and wastewater system at the respondent's home, had a significant impact on the level of satisfaction with the overall performance of Council.

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

The chart opposite compares these variables.

- Those living on residential sealed roads tend to be the most satisfied (CSI Score 68.7) versus a CSI Score of 63.6 for those on unsealed country roads.
- Those connected to the mains water supply system tend to be less satisfied (CSI Score 67.4) than the few on tank water (CSI Score 71.5). Those on bore water are the least satisfied this year (CSI Score 63.6).
- Those connected to the mains wastewater and sewerage system tend to be more satisfied (CSI Score 69.1) versus a CSI Score of 63.8 for those on a septic tank.
- Those who have applied for a building consent (CSI Score 63.3) are less satisfied than those who have not (CSI Score of 67.7).
- Those who have applied for a resource consent (CSI Score 62.8) are less satisfied than those who have not (CSI Score of 67.6).
- Those who have applied for a LIM (CSI Score 61.5) are less satisfied than those who have not (CSI Score of 67.6).
- Contact or not with the Elected Members or Council staff has less impact of the respondents satisfaction with the overall performance of Council.
- Those who are interested in attending Council meetings (CSI Score 63.1) are less satisfied than those who are not interested (CSI Score of 69.1).



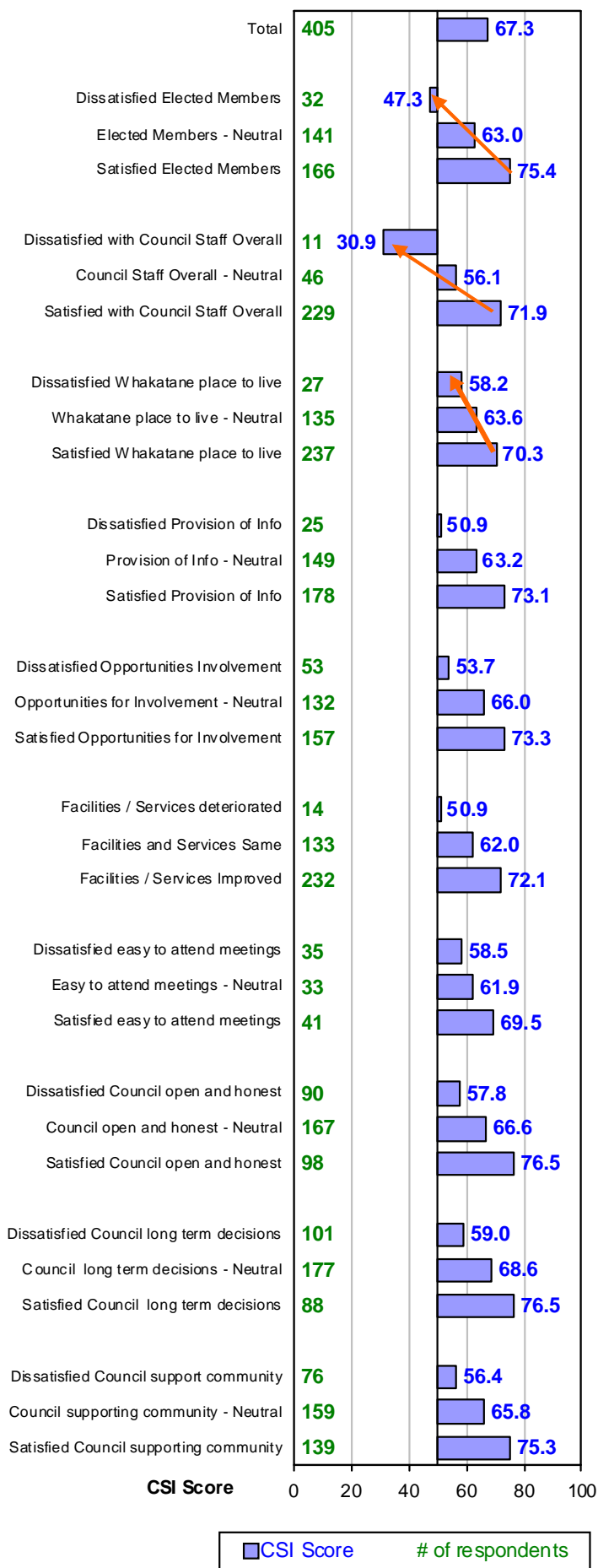
Satisfaction with the Overall Performance of Council by Attitudes

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

It appears that the way the respondent rates the overall performance of Council is related to how they think the Council has performed in a number of specific areas.

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

- Those who were satisfied with the Elected Members (CSI Score 75.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Elected Members (CSI Score 47.3).
- Those who were satisfied with the Staff overall (CSI Score 71.9) are significantly more satisfied with the overall performance of Council than the few who were dissatisfied with the Council Staff (CSI Score 30.9).
- Those who were satisfied with Whakatane as a place to live (CSI Score 70.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with Whakatane as a place to live (CSI Score 58.2).
- Those who were satisfied with the Council's provision of information (CSI Score 73.1) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI Score 50.9).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI Score 73.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI Score 53.7).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI Score 76.5) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI Score 57.8).

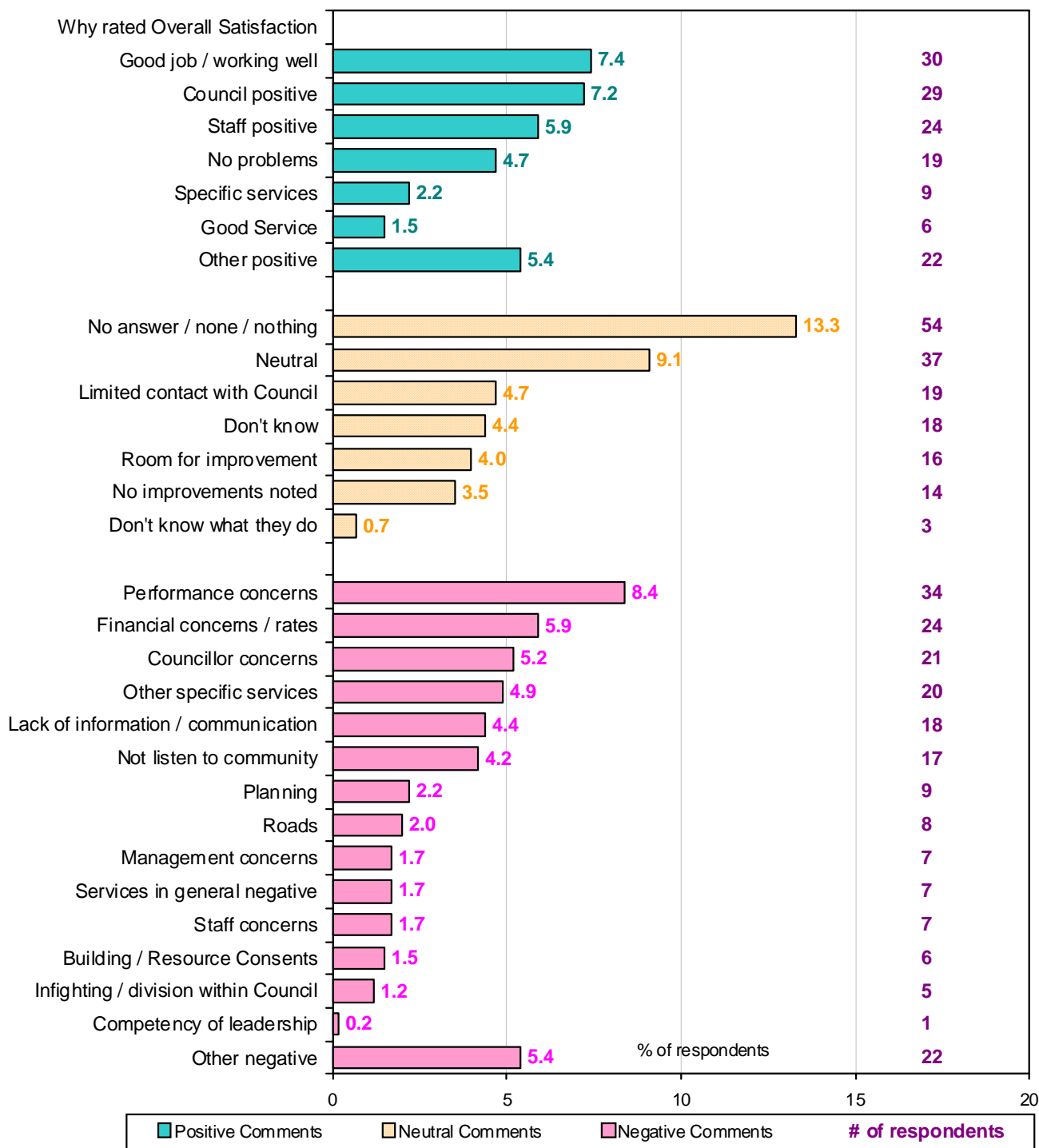


Overall Satisfaction: Reasons for feeling this way

The respondents were asked why they rated the overall performance of Council the way they did. This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with some respondents offering positive reasons for giving a high score while others offered reasons for giving a lower score.

The main positive comments evolved around positive comments that Council was doing a good job or working well for the District (7.4%), or positive comments about the Council (7.2%) or the staff (5.9%).

The main negative comments had to do with concerns about the performance of Council (8.4%), concerns about the rates or other financial concerns (5.9%), or concerns with the Councillors (5.2%).



The Elected Members of Council in the past 12 months

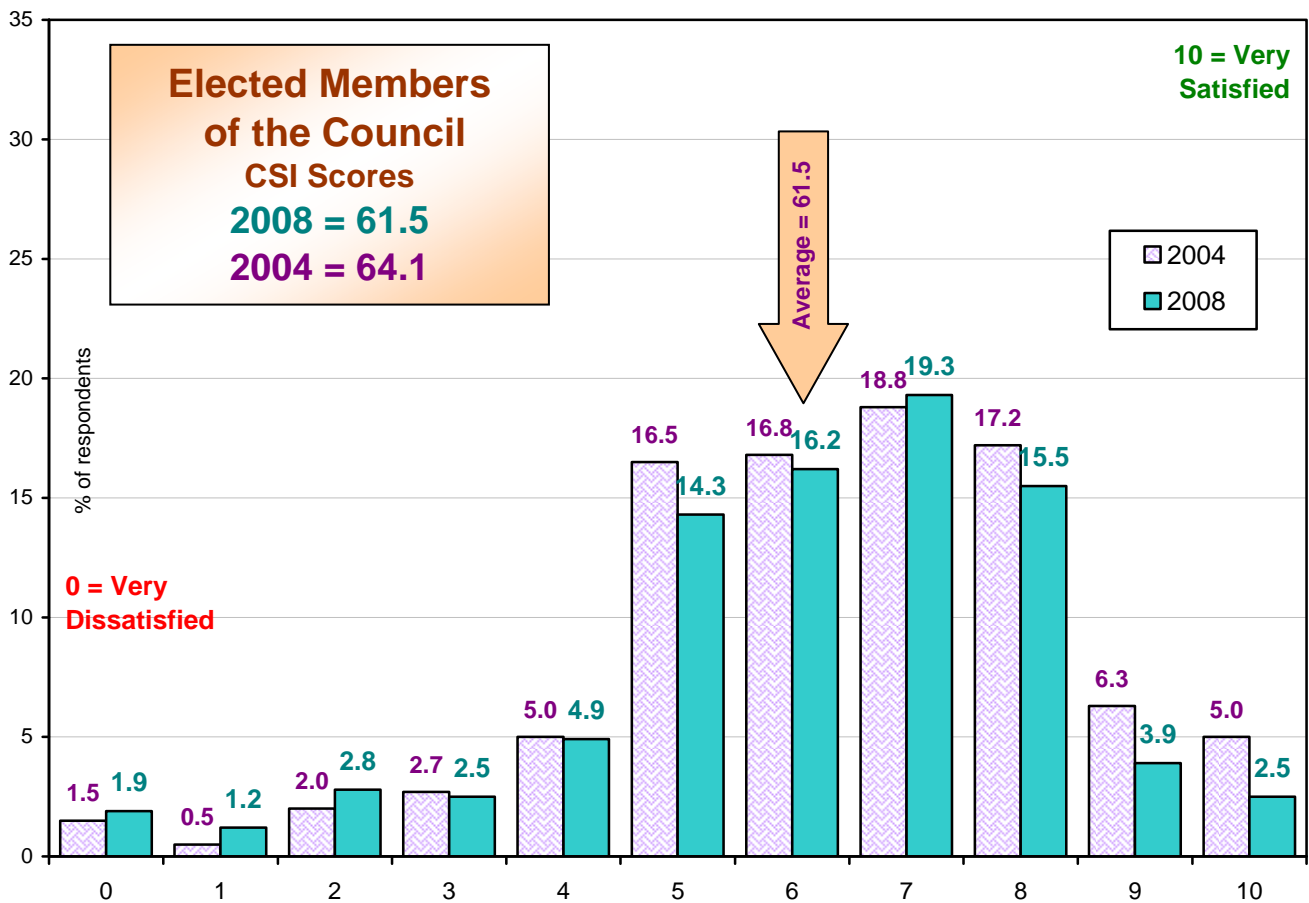
The respondents were asked 'Council is made up of two main groups – the Elected Members (the Councillors and Mayor) and secondly the staff of Council that provide the various services and manage the various facilities.

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

Less than half of the respondents (41%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 – 10). However, only 26 respondents (6.4%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (19%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 – 6). Close to a tenth of the respondents (8.3%) were actually dissatisfied with the Elected Members (Scores 0 – 3).

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.5. This is 2.6 points lower than the CSI score of 64.1 recorded in 2004. A CSI score of 61.5 implies that respondents have some serious issues with the **Elected Members** of Council.



Council Staff

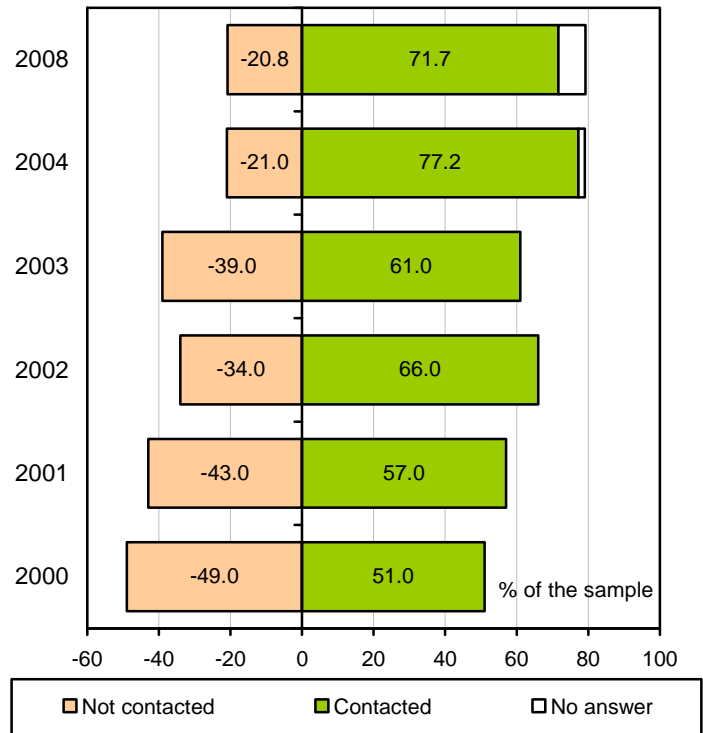
Dealing with Council Staff

The respondents were asked 'Thinking now about the staff at all Council facilities including the Libraries, the Museum and Art Gallery, as well as staff in the main Council office; how often have you made contact with Council staff over the past year?'

Three quarters of the respondents (72%) had some contact with Council staff during the previous year. This is down about 5% on the 2004 result although the proportion who said they had no contact is unchanged.

Most people contacted Council at least once per year (32%) while 27% contacted monthly and 11% weekly.

A fifth of all respondents (21%) had no contact with Council staff during the past twelve months.



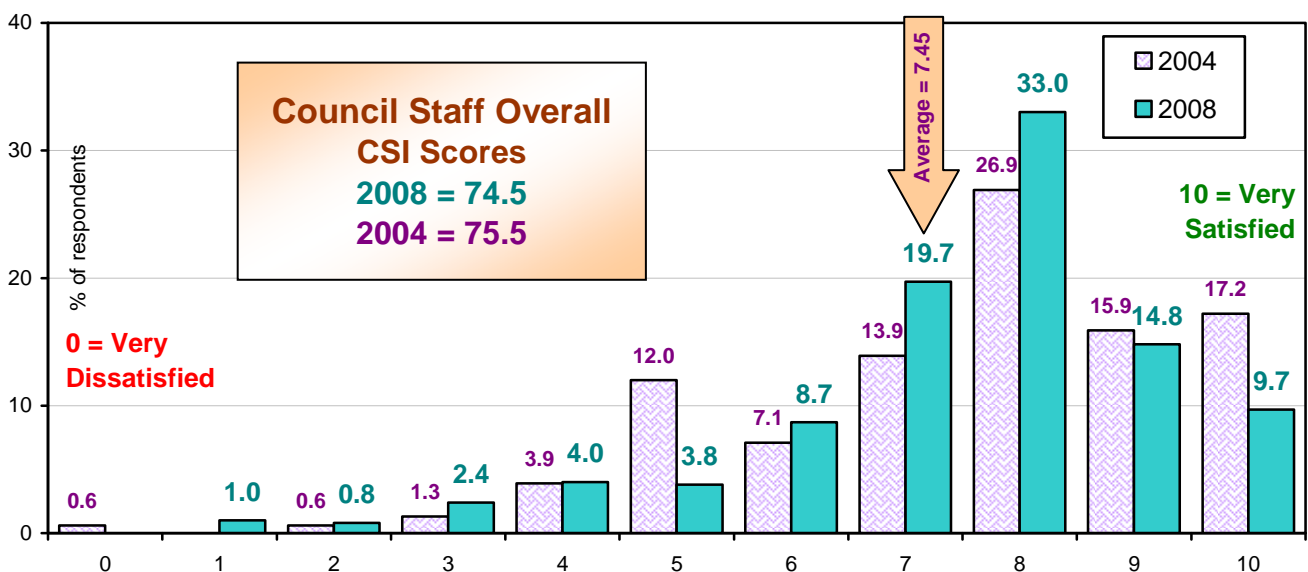
Satisfaction with Council Staff

Respondents who had some interaction with the Council Staff (n = 292) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Three quarters of the respondents who had dealings with Council Staff (77%) were satisfied with the overall performance of staff, (Scores 7 – 10). The mode was a score of 8 (33%) and 25% rated the service with a score of 9 or 10 (exceeded expectations).

A sixth of those who had dealings with Council Staff (17%) rated this as neutral (Scores 4 – 6) while 12 respondents (4.2%) were actually dissatisfied.

The CSI Score was 74.5, down 1.0 points from 2004. However, the CSI score infers there is potential for improvement.



Overall Satisfaction versus the Staff and Elected Members

The overall satisfaction was asked using three questions covering satisfaction with the Elected Members, then Council Staff and lastly the Overall Performance of Council. This was asked as follows:

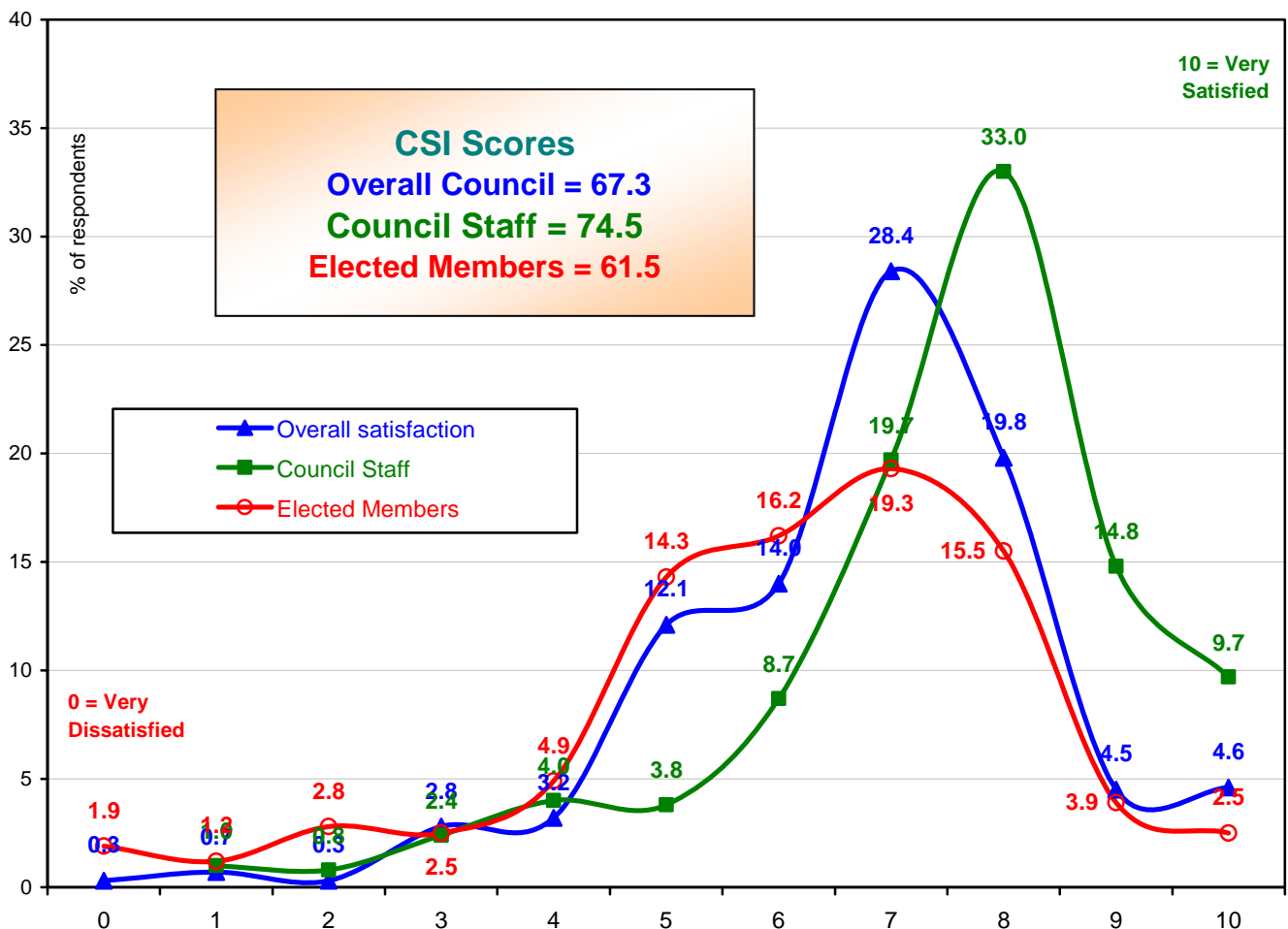
Staff Question: 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Elected Members question: Respondents were then asked 'Council is made up of two main groups – the Elected Members (the Councillors and Mayor) and secondly the staff of Council that provide the various services and manage the various facilities. Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors)?'

Overall Council Question: Finally respondents were asked 'Thinking not only about the Elected Members and Council staff but also the services and facilities the Council provides and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council in the past 12 months?'

Respondents were most satisfied with the Council Staff with a CSI score of 74.5. A quarter of the respondents (25%) were very satisfied (scores of 9 and 10) while 33% rated their satisfaction with a score of 8.

By comparison, the CSI Score was 61.5 for the Elected Members. Only 26 respondents (6.4%) were very satisfied (scores of 9 and 10) while 16% rated their satisfaction with a score of 8. By contrast, the CSI Score was 67.3 for the Overall Performance of Council.



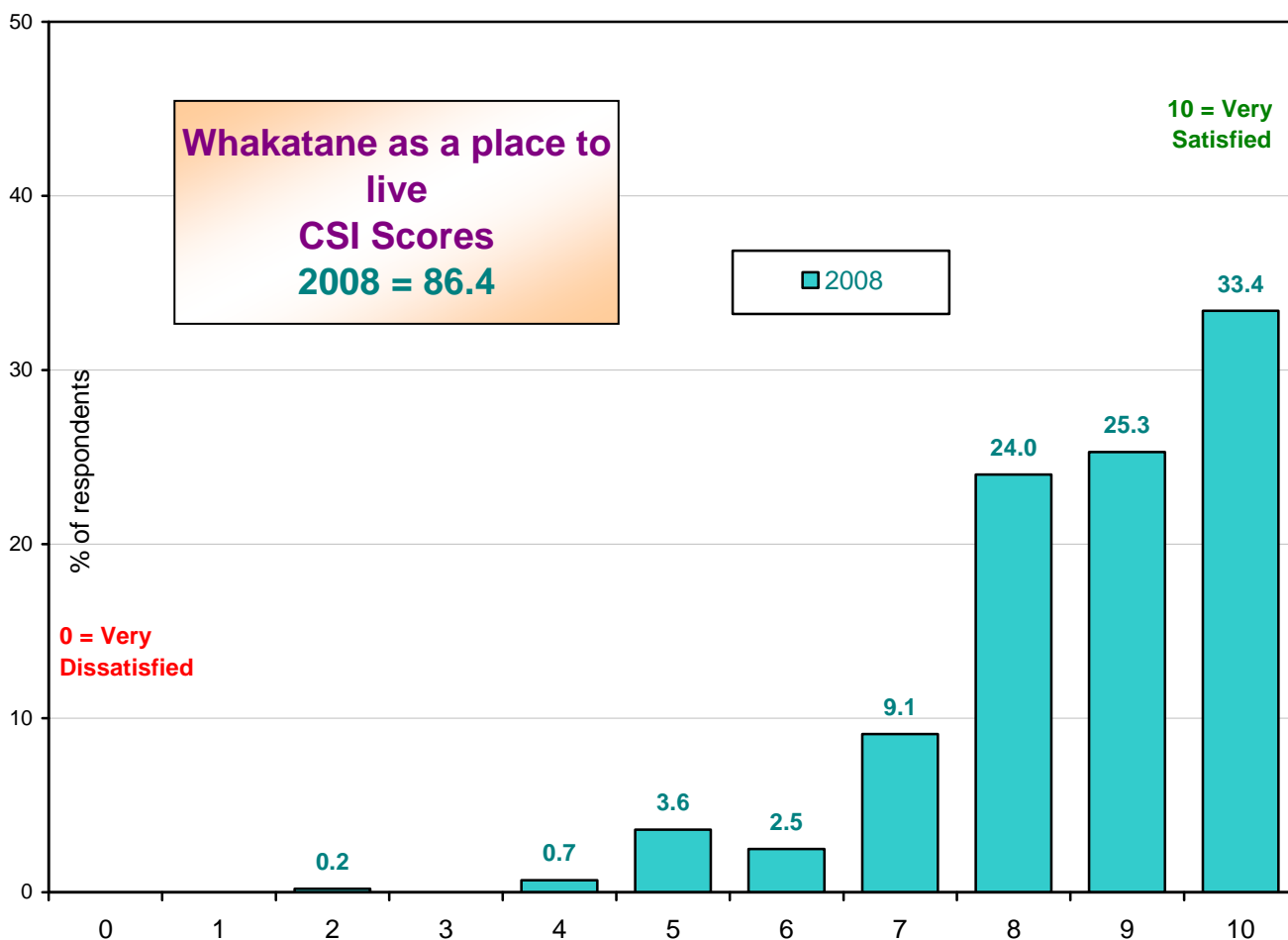
Whakatane as a place to live

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

The vast majority of the respondents (92%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (33%) and 59% rated this with a score of 9 or 10 (exceeded expectations).

Only one respondent (0.2%) was dissatisfied with Whakatane District as a place to live (scores 0 – 3) while 7% rated this as neutral (Scores 4 to 6). The remaining 5 respondents (1.2%) did not answer this question.

The CSI Score is 86.4, which infers respondents are very satisfied with Whakatane District as a place to live.



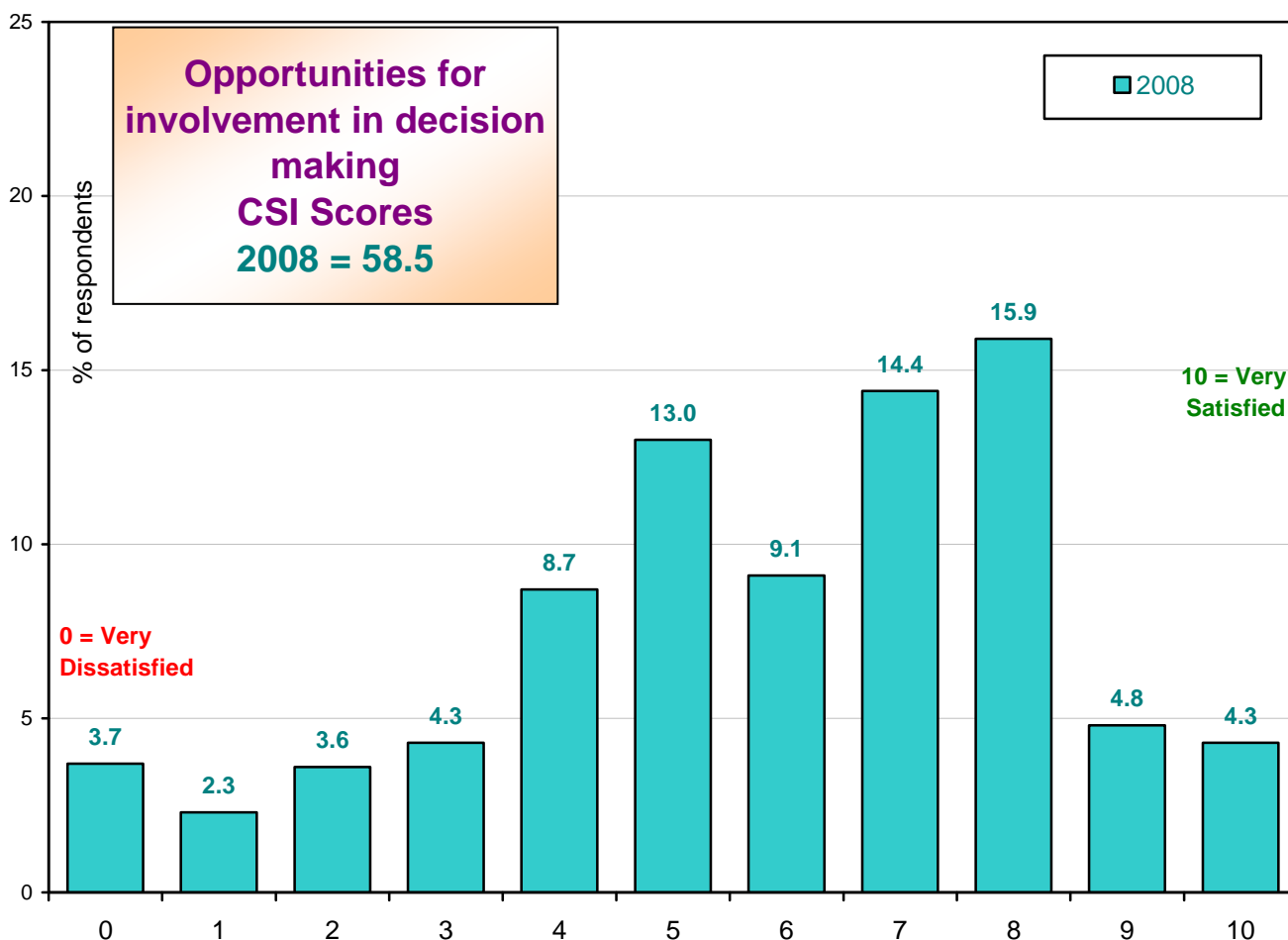
Opportunities for involvement in decision making

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

Just over a third of the respondents (39%) were satisfied with Council providing good opportunities for community involvement in decision making (Scores 7 – 10). The mode was a score of 8 (16%) but just 9.1% rated this with a score of 9 or 10 (exceeded expectations).

A seventh of the respondents (14%) were dissatisfied with the opportunities for community involvement in decision making Council provided (scores 0 – 3) while 31% rated this as neutral (Scores 4 to 6). The remaining 16% did not answer this question.

The CSI Score is 58.5, which infers respondents have some issues with the opportunities they have for community involvement in Council decision making.



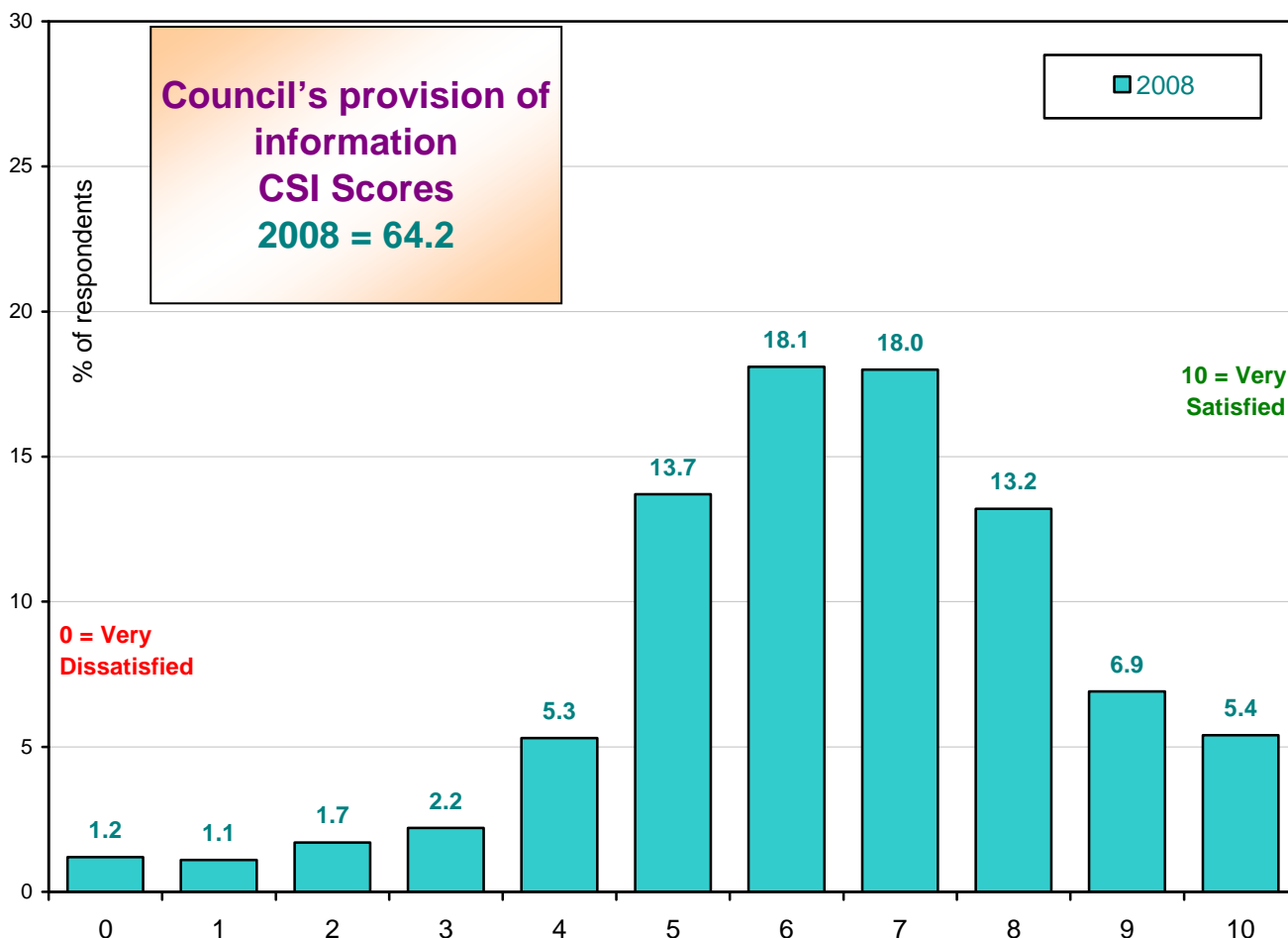
Council’s provision of information

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

Almost half of the respondents (44%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. An eighth of the respondents (12.3%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 6 (18%).

Only a few respondents (6.2%) were dissatisfied with the Council providing this type of information (scores 0 – 3) while 37% rated this as neutral (Scores 4 – 6). The remaining 13% did not answer this question.

The CSI Score is 64.2, which infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.



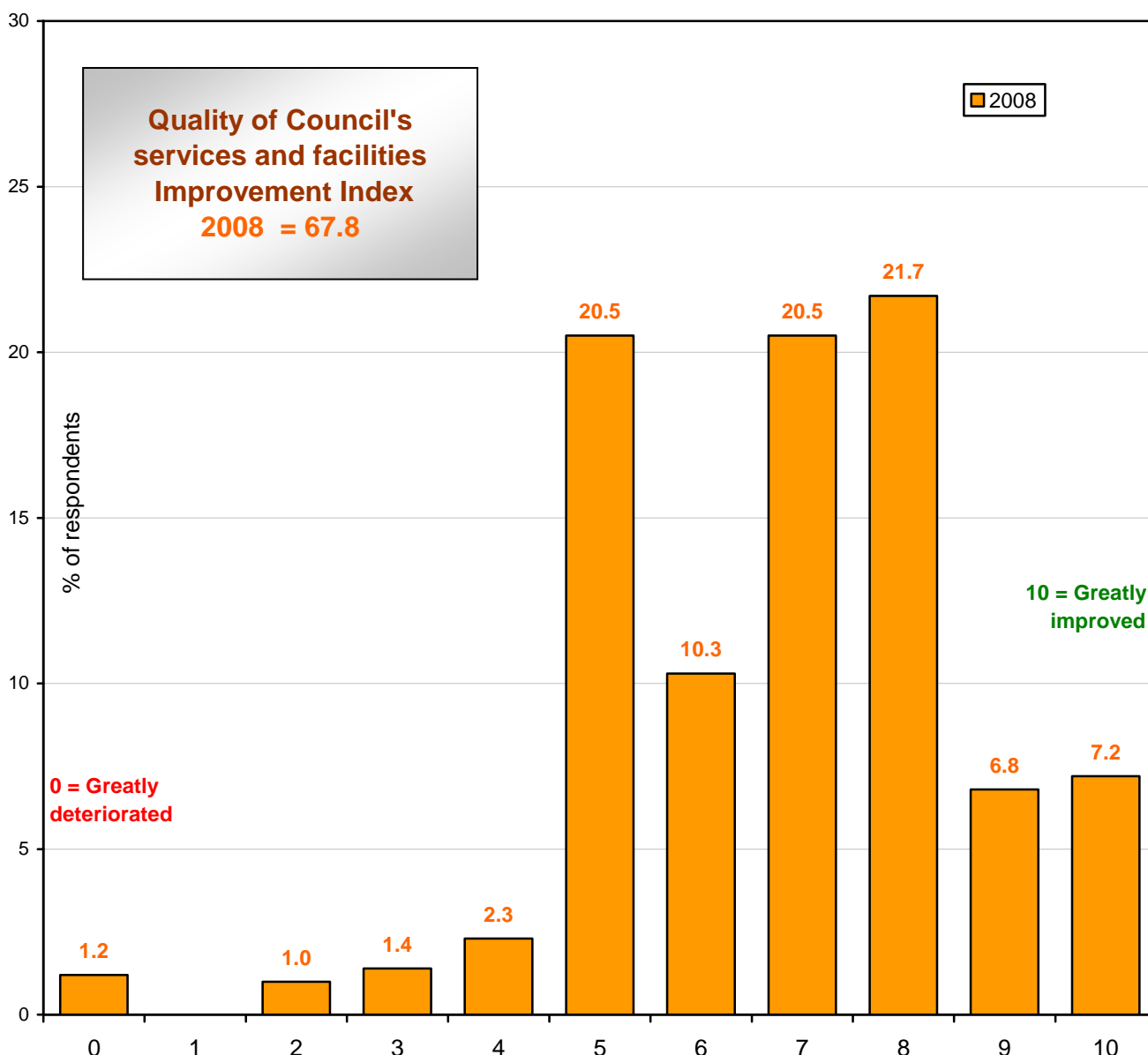
Quality of Council facilities and services

Respondents were asked 'and using a 10 point scale where 0 = greatly deteriorated and 10 = greatly improved, overall how would you rate the quality of Council facilities and services in the past 12 months'.

Over half of the respondents, (56%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 7% rated this with a score of 10 (greatly improved). Only fourteen respondents (3.6%) felt the quality had deteriorated (Scores 0 – 3) and only 5 respondents (1.2%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 67.8.

It is important to note that an Improvement Index of 51 or more represents an improvement upon the previous year.

With the Index being well above 50 this year, this infers that the respondents believe the quality of Council facilities and services have improved from last year.

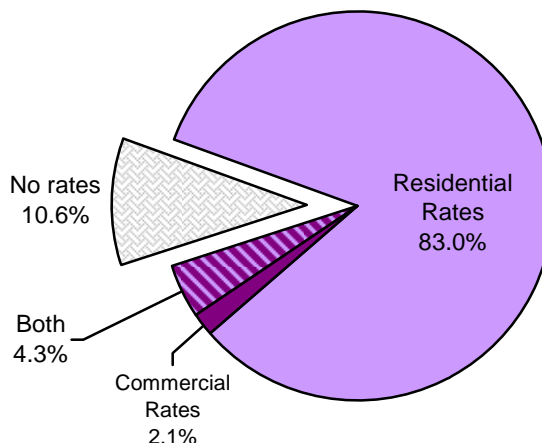


Payment of Rates to Council

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

The vast majority of the respondents (87%) said they paid residential rates, including 4% who paid both residential and commercial rates. Eight respondents (2.1%) paid only commercial rates.

A ninth of the sample (11%) said they did not pay rates.

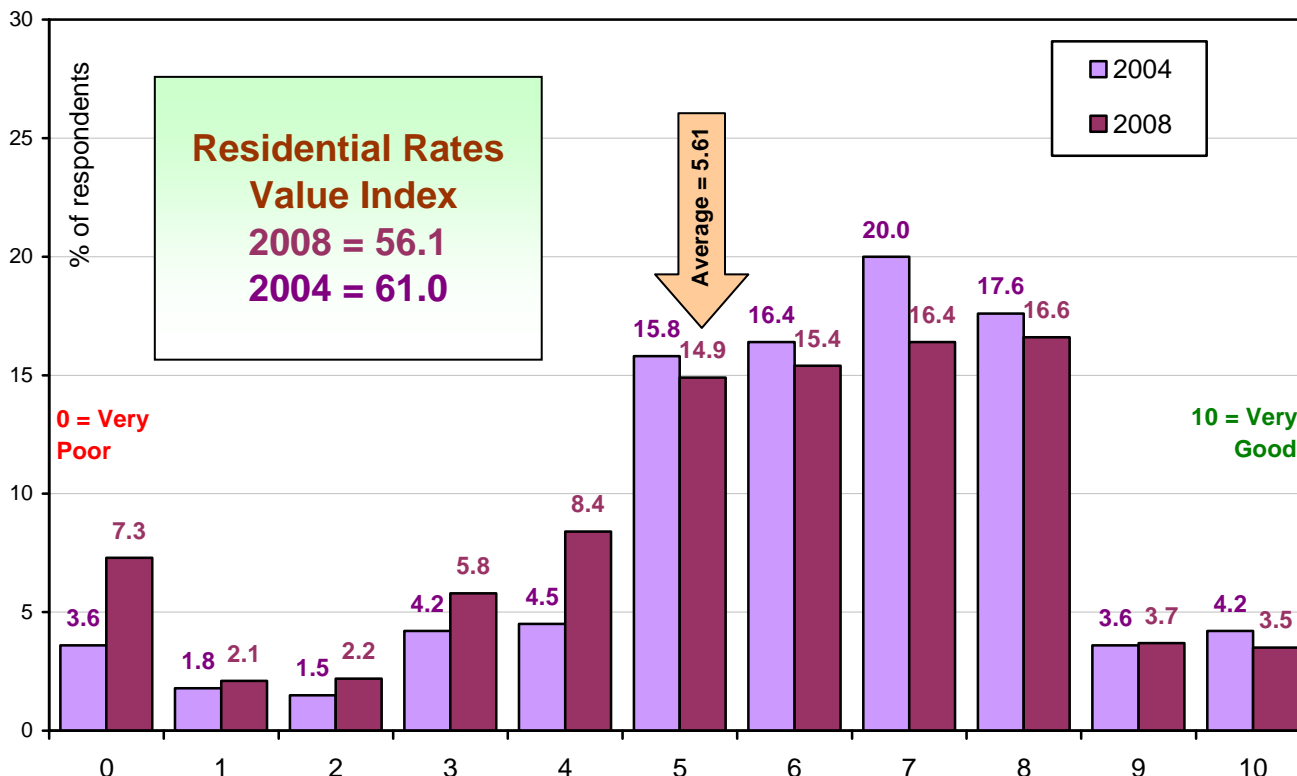


Value from Residential Rates

Those that did pay residential rates were then asked *‘thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, overall, what value do you think you get from residential rates?’*

Over a third (40%) of the respondents who paid residential rates (n = 357) thought they received good value for their residential rates (Scores 7 – 10), but only 7% rated the value for money with a score of 9 or 10. The mode was a score of 8, versus 7 in 2004.

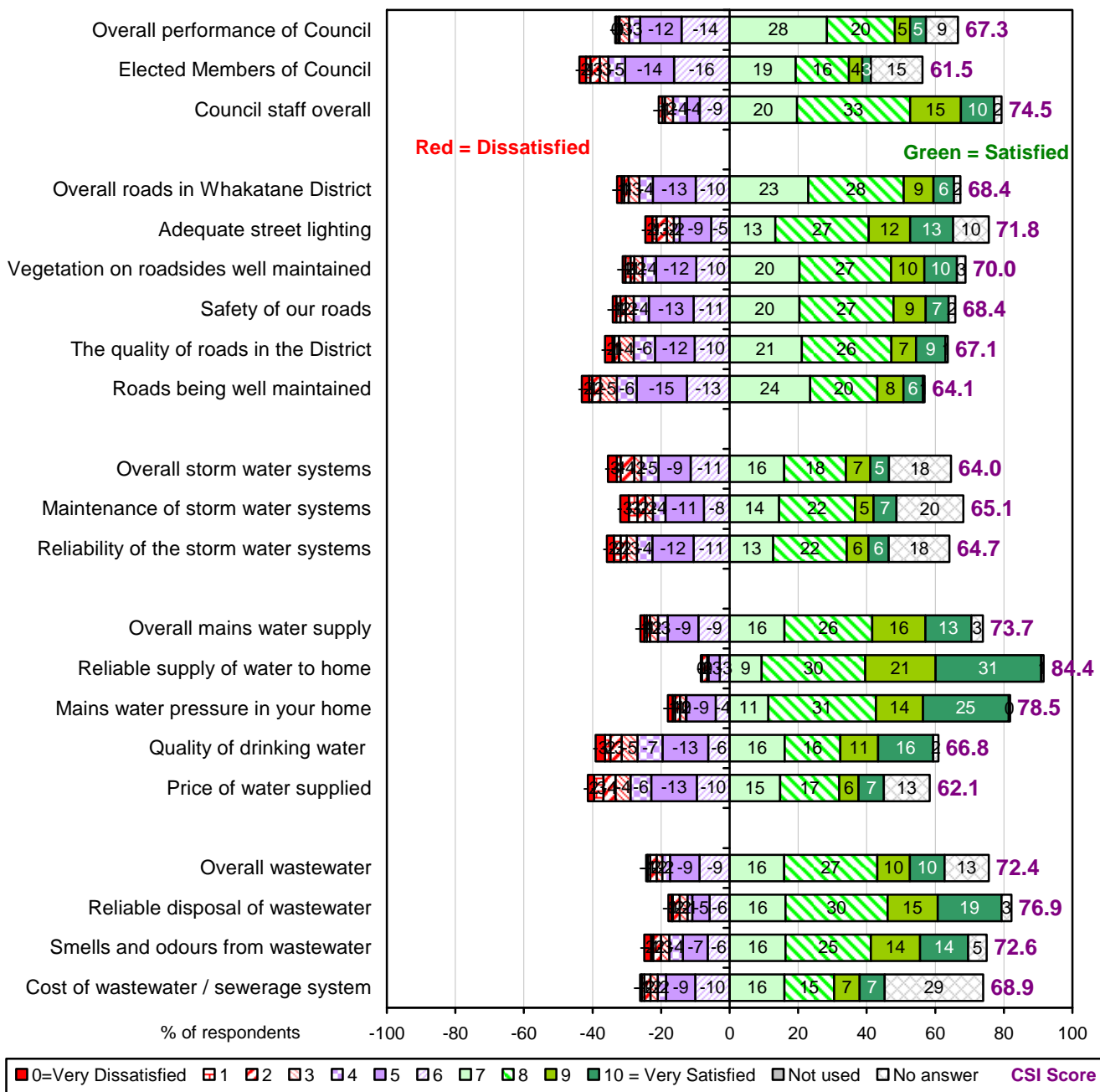
A fifth of those who paid residential rates (18%) thought they received poor value (Scores 0 – 3) while a third (39%) rated the value of residential rates as neutral (Scores 4 – 6). The Value Index is 56.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 4.9 points from 2004 when the index was 61.0.



Satisfaction with Core Council Services and Facilities

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

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 45% for 'the price of water supplied' and 'the cost of the wastewater and sewerage system'. There are also a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 2% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' up to 13% for the 'price of water supplied'. The factor with the most respondents rating with a score of 10 was 'having a reliable supply of water to home' (31%) while the factor with the most rating with a score of 0 is for the 'quality of drinking water' (2.7%).



CSI Scores by Council Services and Facilities

Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 84.4 for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 62.1 for 'the price of water supplied'.



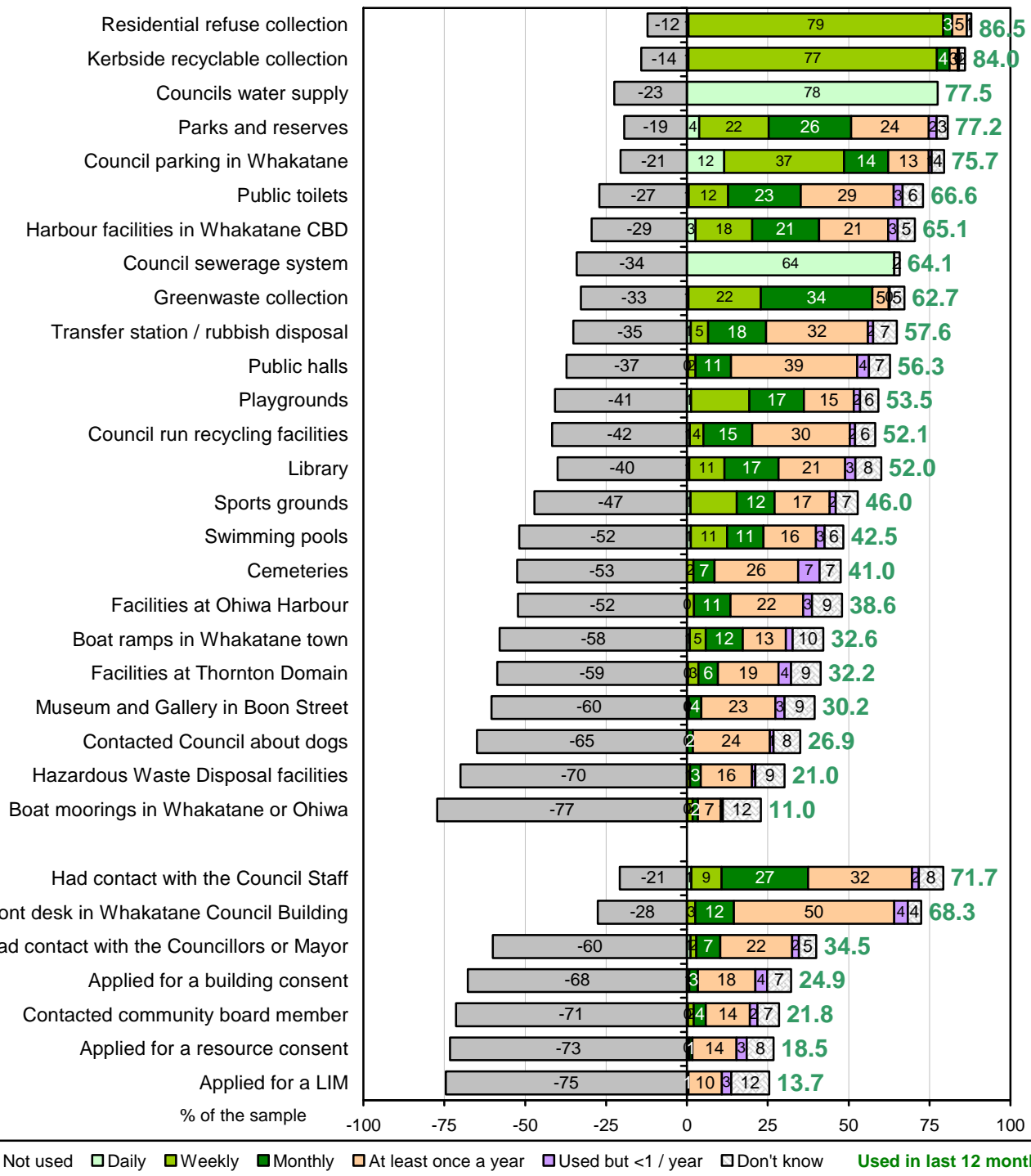
CSI Scores for the Services & Facilities– Comparison with previous years

The following chart compares the CSI scores for the Services & Facilities for 2008 versus 2004 and 2003. Most factors were not included in the previous rounds of this survey. There was a mix of 1 increase and 3 decreases in CSI scores from 2004 but most were small.



Usage of Council Services and Facilities

Respondents were asked how often they had used Council provided services or facilities in the past year. Some of the services like the Residential Refuse Collection (86%), Kerbside Recyclable collection (84%), and Council Water supply (78%), were used by the vast majority of respondents. Other facilities like the Boat Moorings (11%) or applying for a LIM (14%) were used by a small proportion of the sample.

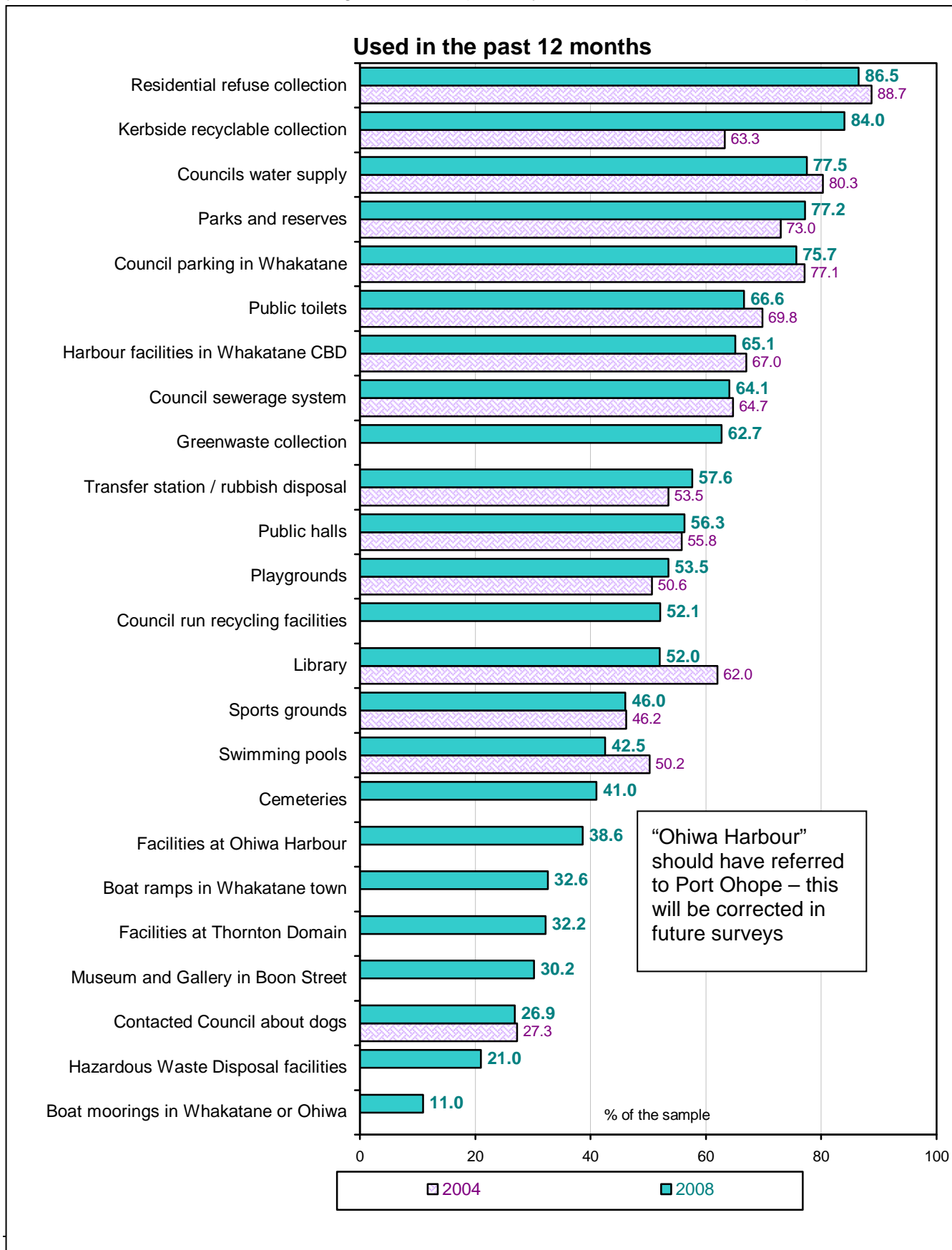


Erratum

Respondents were asked about Boat Moorings. These are owned by Environment Bay of Plenty. This error will be corrected in future surveys.

Comparison to history of usage of various Facilities and Services

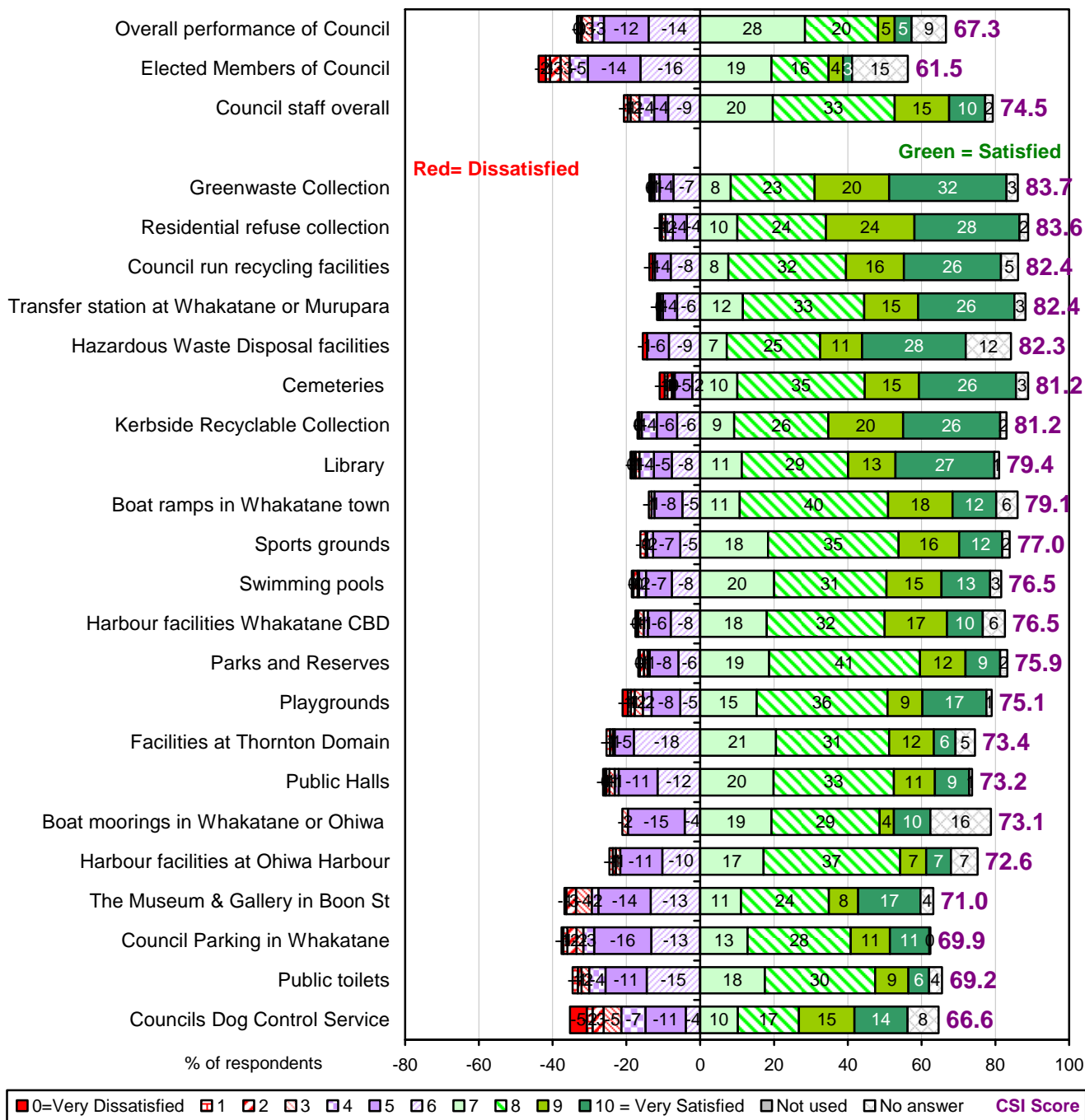
The following chart compares the percentage of respondents using each facility or service in the past 12 months for 2008 against the percentage who used these in the 2004 survey. Similar to previous years, there is some variation in usage but this is possibly due to variances in the sample.



Satisfaction with Specific Council Facilities and Services

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

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 87% for the 'Residential refuse collection' down to just 56% for 'Councils Dog Control Service'. There are also a number of respondents who are less than satisfied with each factor (scores 0 – 6). This ranges from 11% for the 'Residential refuse collection' and 'Cemeteries' up to 38% for 'Council Parking in Whakatane'. The factor with the most respondents rating with a score of 10 was 'Greenwaste Collection' while the factor with the most rating with a score of 0 is 'Councils Dog Control Service' (4.5%).

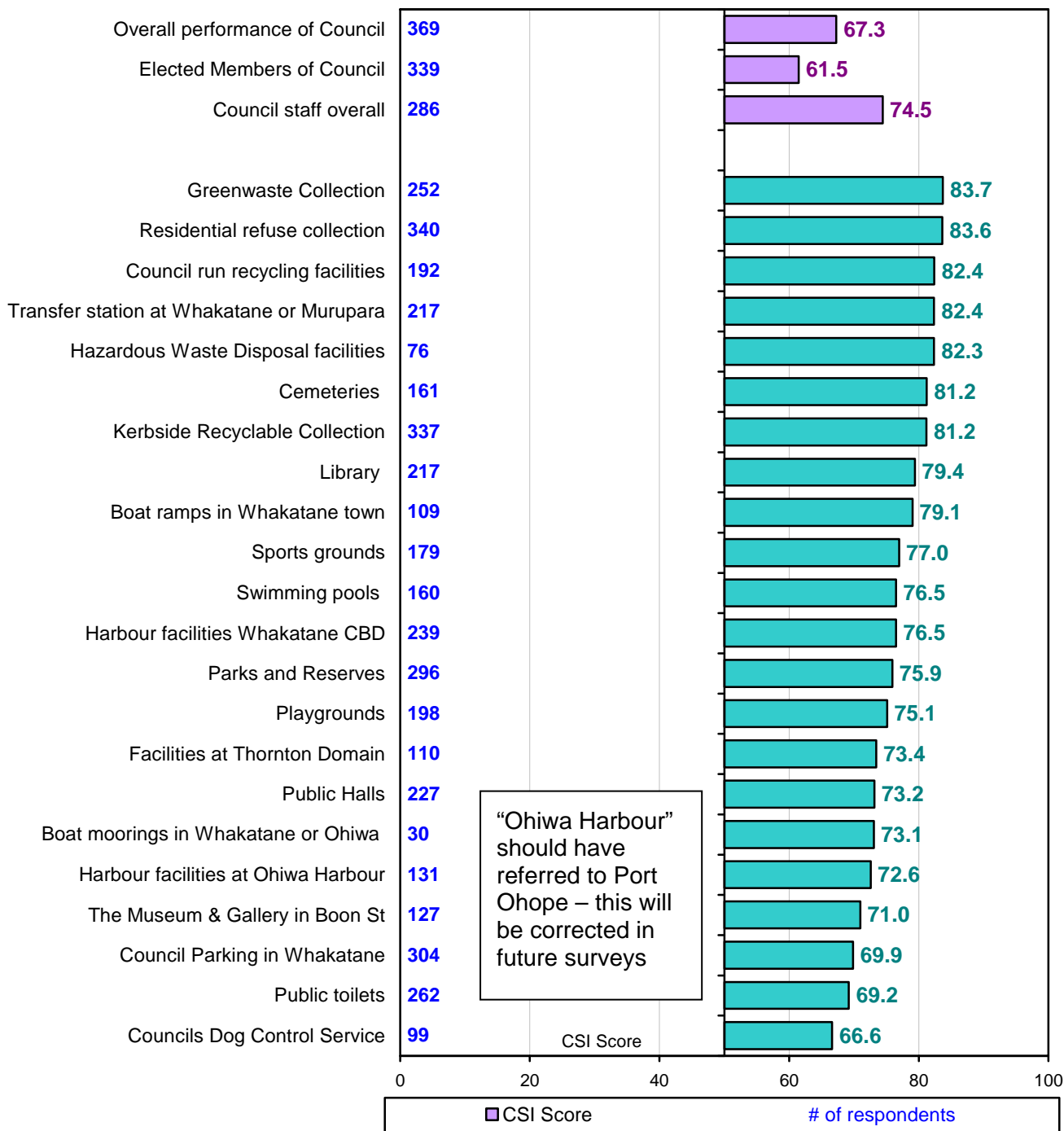


CSI Scores by Council Facilities and Services

The Customer Satisfaction Index (CSI scores) , (a weighted score across the satisfaction scale) is used to reflect respondent satisfaction with the various facilities and services provided by Council.

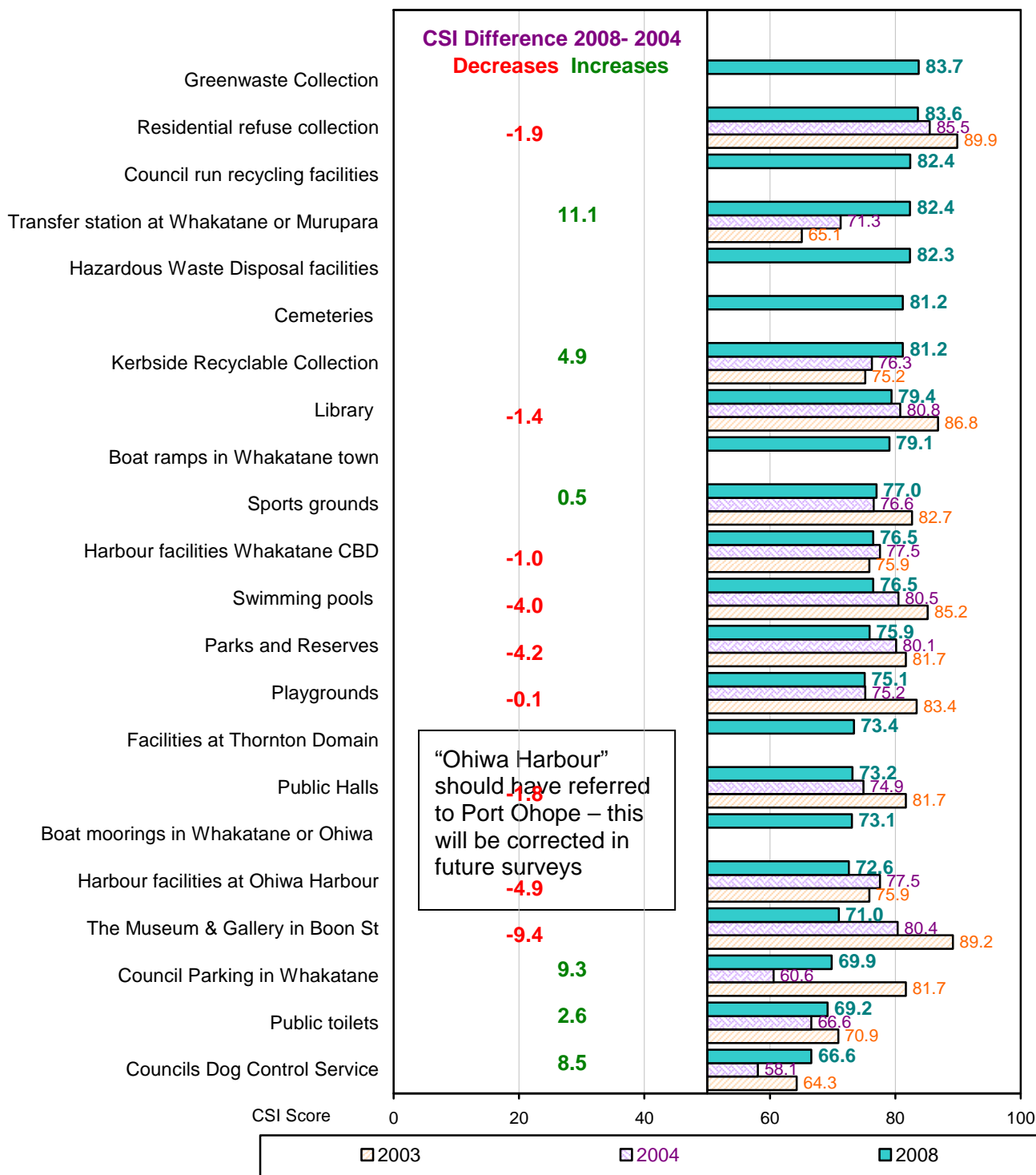
Note: Each facility and service is only rated only by those who had used that facility or service in the past 12 months.

The CSI scores range from a high of 83.7 for the 'Greenwaste Collection' and 83.6 for the 'Residential refuse collection' down to 66.6 for 'Councils Dog Control Service'. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.



CSI Scores Facilities & Amenities – Comparison with previous years

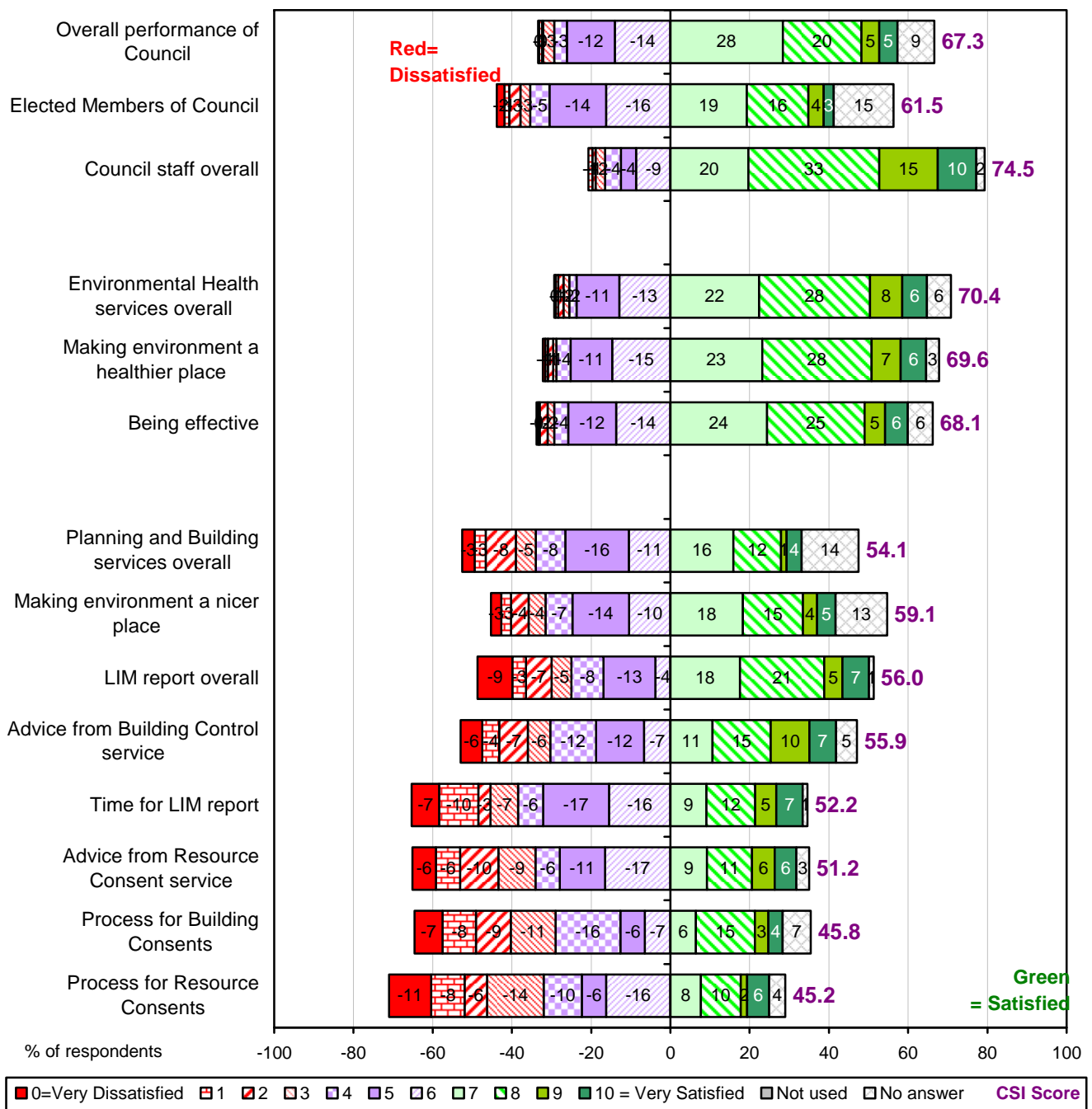
The following chart compares the CSI scores for 2008 versus 2004 and 2003 for the Facilities & Amenities. The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 6 increases and 9 decreases in CSI scores from 2004 but most changes were small. The largest increase was a rise of 11.1 points for the 'Transfer station / rubbish disposal at Whakatane or Murupara' (CSI Score 82.4) but this was asked as 'Council run Land fills' in 2004. The largest decrease was of 9.4 points for the 'Museum & Gallery in Boon St' (CSI Score 71.0). Note: in 2004 the Museum (CSI Score 80.4) and Art Gallery (CSI Score 81.2) were asked separately.



Satisfaction with Environmental Health and Planning Services

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

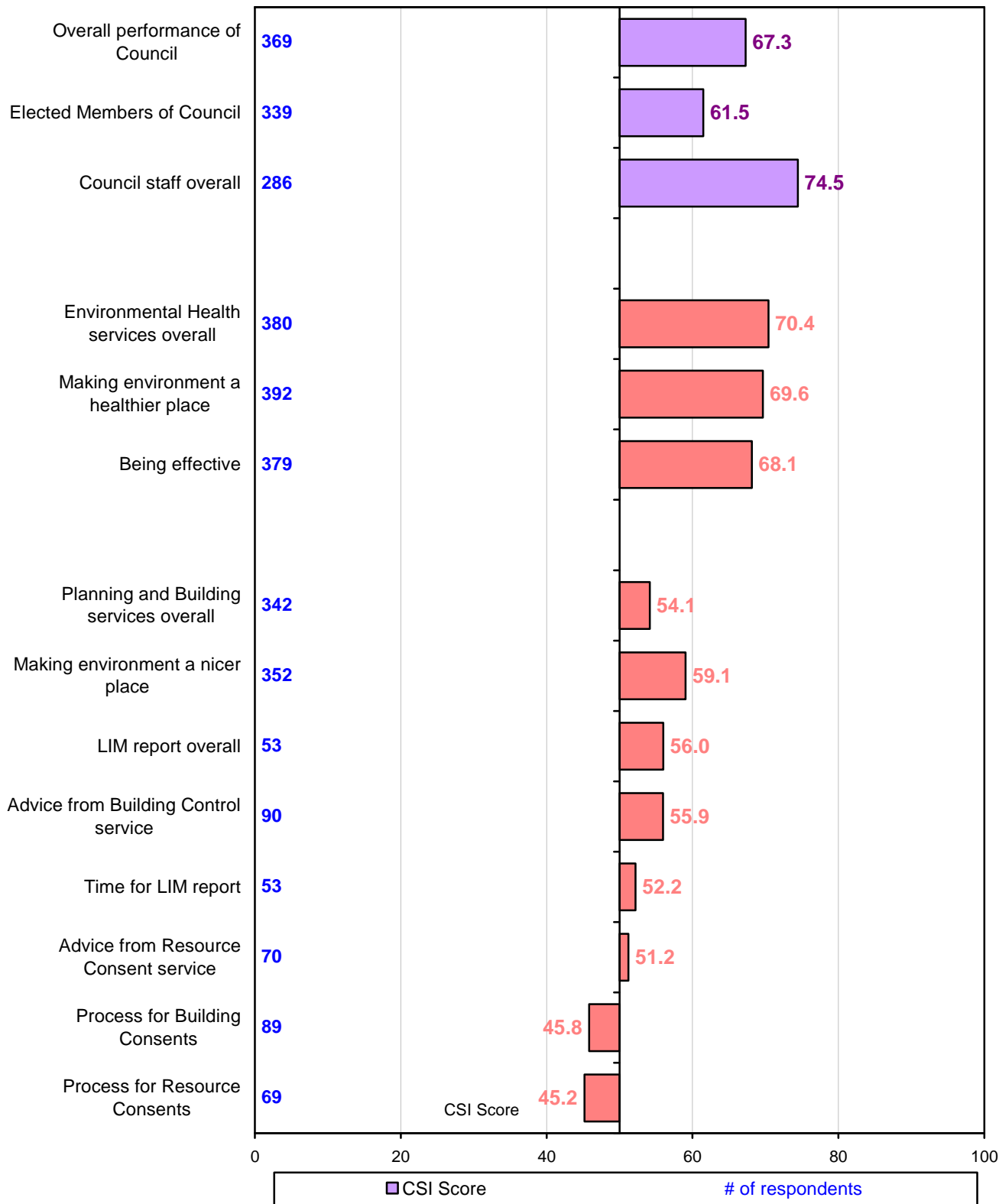
Only a minority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 65% for 'Environmental Health services overall' and 'Environmental Health services making the environment around you a healthier place to live' down to just 25% for 'the process Council used for your Resource Consent'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 3% for 'Environmental Health services making the environment around you a healthier place to live' up to 39% for 'the process Council used for your resource consent'. The factor with the most rating with a score of 0 is for 'the process Council used for your resource consent' (10.6%).



CSI Scores for Environmental Health and Planning Services

Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 70.4 for the 'Environmental Health services overall' down to just 45.2 for 'the process Council used for your resource consent' and 45.8 for 'the process Council used for your building consent'.

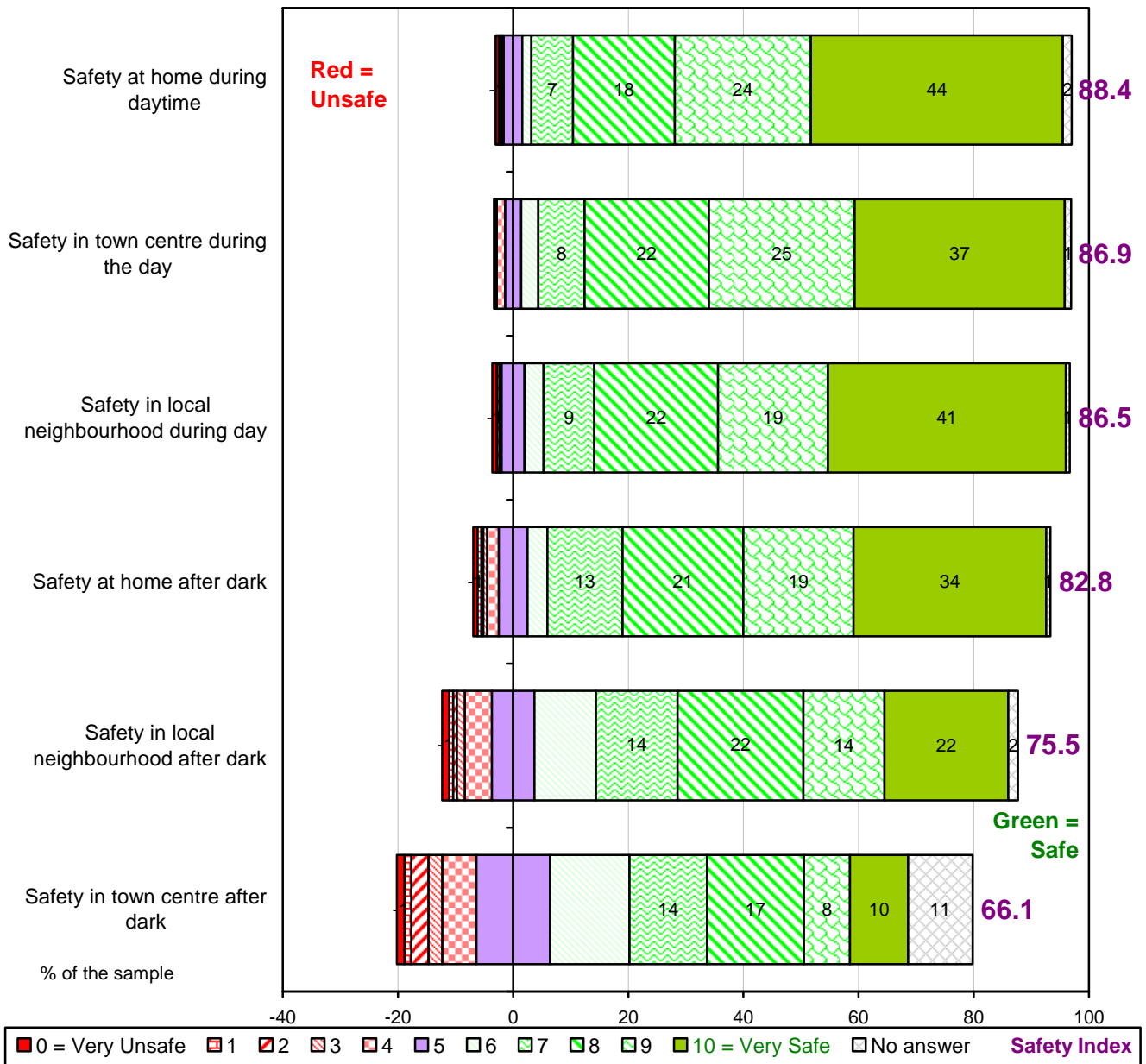


Safety in Whakatane District

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

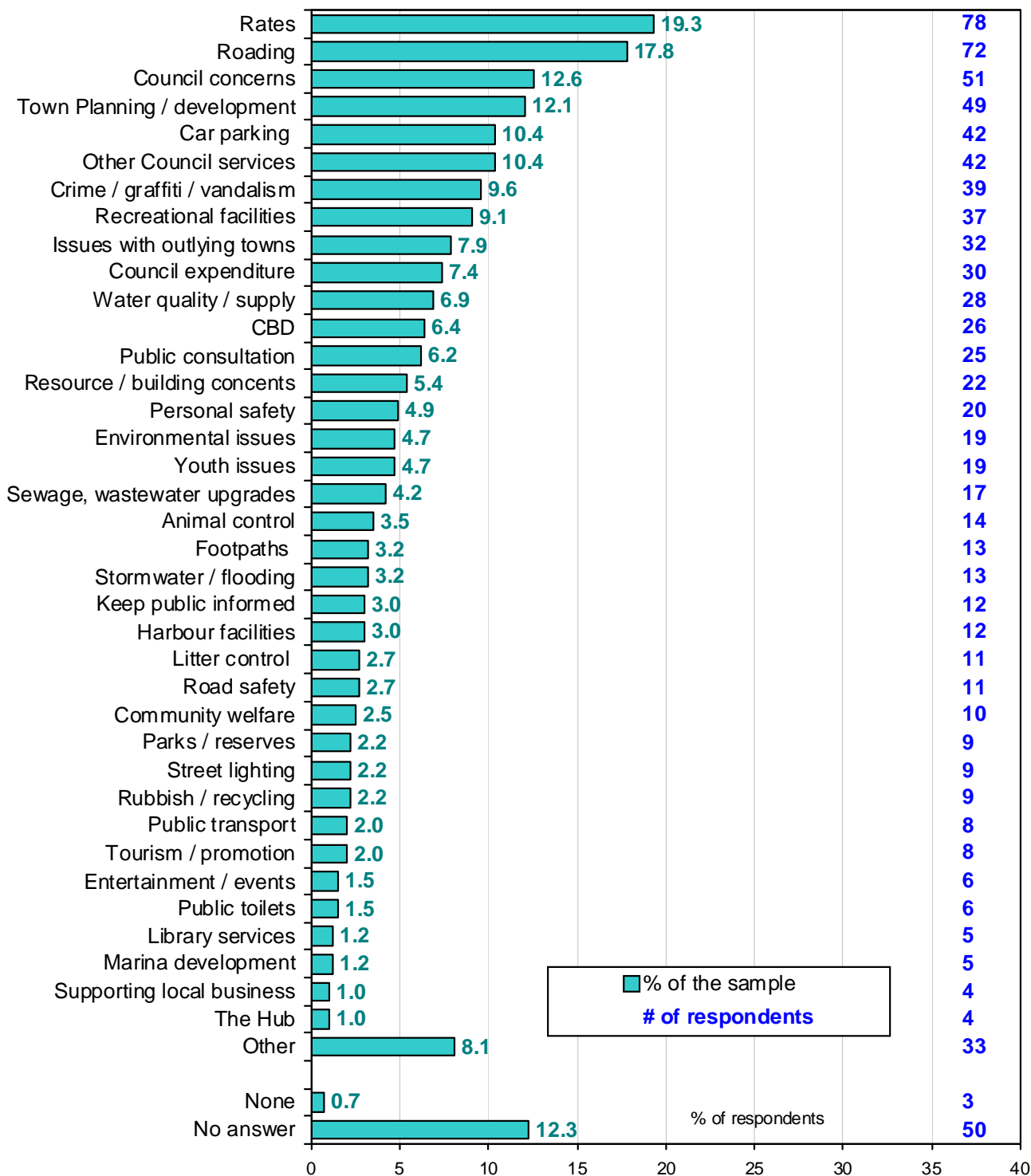
The level of Safety varies only little between the various locations. The proportion who feel safe (scores 6 – 10) ranges from 62% for the factor ‘Safety in your town centre after dark’ up to 94.4% for ‘Safety in your town centre during the daytime’.

The Safety Index ranges from high level of Safety for most factors but this is highest for ‘Safety in your home during the daytime’. (Safety Index = 88.4) down to a modest feeling of safety for the factor ‘Safety in your town centre after dark’ (Safety Index = 66.1). (The Safety Index converts each respondents answer across the Safety Scale to an index out of 100. The index is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unsafe to 10 = very safe). Note: a ninth of the respondents (11%) did not answer the latter question, presumably because they had not been in their town centre after dark.



Most important issues Council should be looking at

Respondents were asked 'what, in your opinion, are the three main issues that Council should be looking at?' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering rates concerns (19%) then roading issues (18%). These were followed with Council concerns (12%), town planning issues (12%), concerns with the car parking (10%), concerns with Council Services (10%) and crime (10%). There was also a wide range of other issues mentioned by small numbers of respondents.



Factors influencing Overall Satisfaction with Council

The following chart plots the satisfaction rating for each service and facility against the influence that factor has on the satisfaction with the overall performance of Council in the past year. This is based on the correlation between the individual ratings and the overall satisfaction. It is important to remember that this map is based on a mathematical calculation and it is critical that common sense is applied to these mathematical conclusions. Generally the verbatim comments reflect the issues of the respondents; therefore these should be read first to fully understand what is most important.

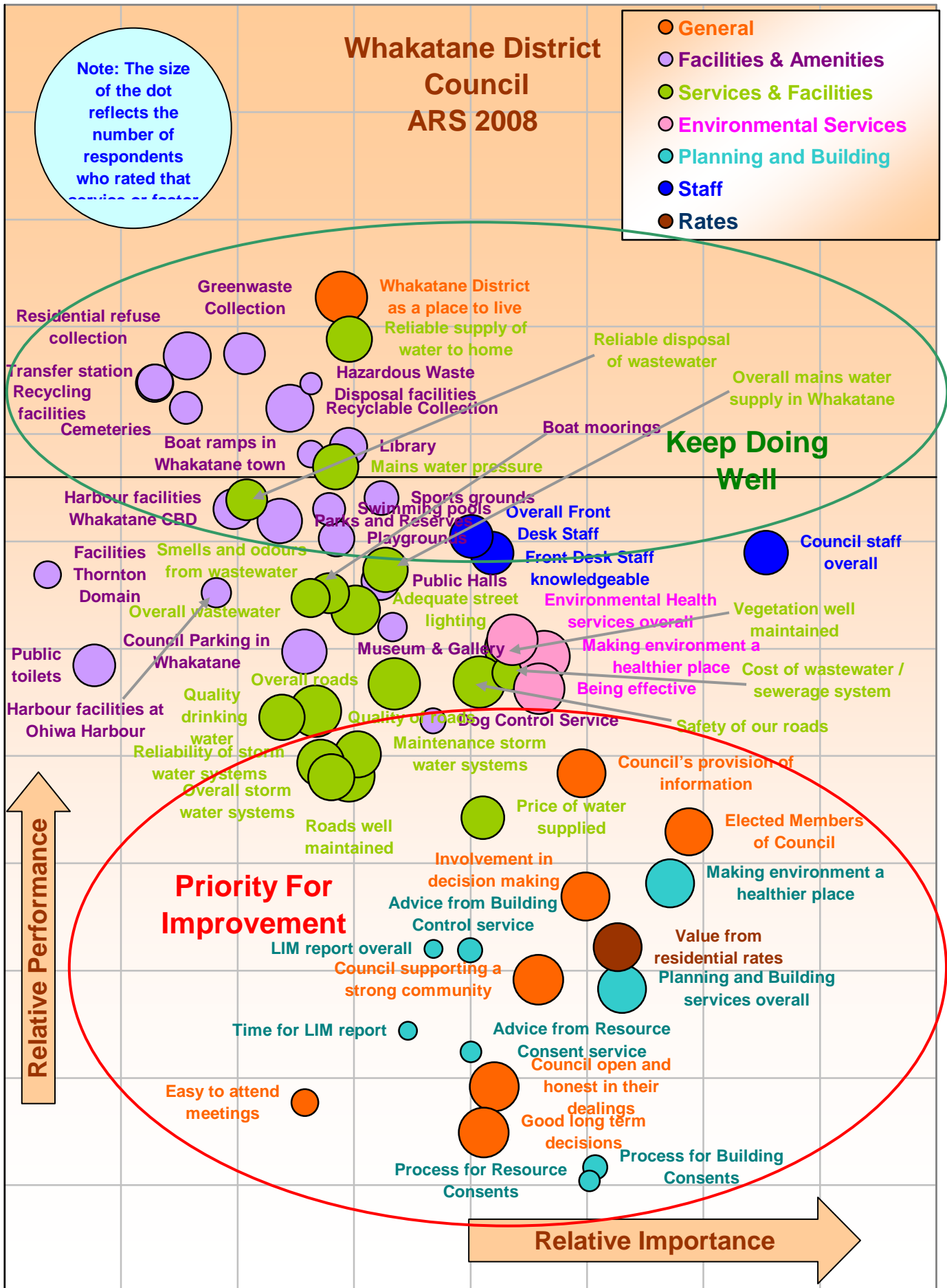
The chart shows that while some factors were rated with high levels of satisfaction, many of the most influential factors were rated relatively lower. The list below highlights which factors were most influential on the overall satisfaction of respondents and which factors should be priorities for improvement. (Note: these are colour coded to match the chart and the size of the dot reflects the number of respondents who rated that factor)

The most influential factors on the overall satisfaction of the respondents were (ranked in declining order of significance):

- **The overall performance of Council staff in the past 12 months (Overall: CSI Score = 74.5)**
- **The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (Overall: CSI Score = 61.5)**
- **Making the environment around you a nicer place to live (Planning and Building: CSI Score = 59.1)**
- **The Planning and Building services overall (Planning and Building: CSI Score = 54.1)**
- **The value from residential rates (Rates: CSI Score = 56.1)**
- **The process Council used for your building consent (Planning and Building: CSI Score = 45.8)**
- **The process Council used for your resource consent (Planning and Building: CSI Score = 45.2)**
- **The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc) (General: CSI Score = 58.5)**
- **Council's provision of information to the community about its services, facilities, projects and plans (General: CSI Score = 64.2)**
- **Improvements in the quality of Council facilities and services in the past 12 months (General: CSI Score = 67.8)**
- **Making the environment around you a healthier place to live (Environmental Services: CSI Score = 69.6)**
- **Being effective (Environmental Services: CSI Score = 68.1)**
- **The Council supporting a strong community (General: CSI Score = 54.6)**
- **The environmental health services overall (Environmental Services: CSI Score = 70.4)**
- **The plants and vegetation on the side of the roads being well maintained (Services & Facilities: CSI Score = 70.0)**
- **The cost of the wastewater and sewerage system (Services & Facilities: CSI Score = 68.9)**
- **The Council being open and honest in their dealings with Whakatane residents (General: CSI Score = 49.6)**

The factors identified as priority for improvement were:

- **The process Council used for your resource consent (Planning and Building: CSI Score = 45.2)**
- **The process Council used for your building consent (Planning and Building: CSI Score = 45.8)**
- **The Council making good long term decisions (General: CSI Score = 47.4)**
- **Being easy to attend meetings held by the Whakatane District Council (General: CSI Score = 48.8)**
- **The Council being open and honest in their dealings with Whakatane residents (General: CSI Score = 49.6)**
- **The advice received from Council's Resource Consent Service (Planning and Building: CSI Score = 51.2)**
- **The time taken for your LIM report (Planning and Building: CSI Score = 52.2)**
- **The Planning and Building services overall (Planning and Building: CSI Score = 54.1)**
- **The Council supporting a strong community (General: CSI Score = 54.6)**
- **The advice received from Council's Building Control Service (Planning and Building: CSI Score = 55.9)**
- **The LIM report overall (Planning and Building: CSI Score = 56.0)**
- **The value from residential rates (Rates: CSI Score = 56.1)**
- **The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)? (General: CSI Score = 58.5)**
- **Making the environment around you a nicer place to live (Planning and Building: CSI Score = 59.1)**
- **The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (Overall: CSI Score = 61.5)**
- **The price of water supplied (Services & Facilities: CSI Score = 62.1)**
- **The overall effectiveness of the storm water systems (Services & Facilities: CSI Score = 64.0)**
- **The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc) (Services & Facilities: CSI Score = 64.1)**
- **Council's provision of information to the community about its services, facilities, projects and plans (General: CSI Score = 64.2)**
- **The reliability of the storm water systems from streets, public areas and residents homes (Services & Facilities: CSI Score = 64.7)**
- **The maintenance of the storm water systems (Services & Facilities: CSI Score = 65.1)**
- **Councils Dog Control Service (Facilities & Amenities: CSI Score = 66.6)**



Conclusions & Recommendations

Core Services and Facilities (refer page 117-176)

Nearly two thirds of the sample (60%) live beside a Residential Sealed Road. A tenth of the sample (10%) lived on a State Highway but close to half of these respondents lived in town. A quarter of the sample (27%) lived beside a Country Sealed Road while 3% live beside a Country Unsealed Road.

Three quarters of the sample (77%) are on the mains water supply network and a few (1%) had both mains and tank water. A ninth of the sample, (11%) were on bore water while 5% were on tank water. A number of respondents (6%) indicated they had other sources of water but they were not asked to specify what this was.

Almost two thirds of the sample (63%) were connected to the wastewater and sewage pipeline network. A third of the sample, (33%) were on Septic tank while 2% had both the pipeline network and septic tank. A few respondents (1%) indicated they had other disposal systems.

Satisfaction with Core Services and Facilities (refer page 117)

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* down to 45% for *'the price of water supplied'* and *'the cost of the wastewater and sewerage system'*. There are also a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 2% for *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* up to 13% for the *'price of water supplied'*. The factor with the most respondents rating with a score of 10 was *'having a reliable supply of water to home'* (31%) while the factor with the most rating with a score of 0 is for the *'quality of drinking water'* (2.7%).

The CSI scores range from a high of 84.4 *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* down to 62.1 for *'the price of water supplied'*. Most factors were not included in the previous rounds of this survey. There was a mix of 1 increase and 3 decreases in CSI scores from 2004 but most were small.

The level of satisfaction with the overall quality and maintenance of the roads in the Whakatane District is dependent on the type of road the respondent lives on. Those living on Residential Sealed Roads are significantly more satisfied than those who live on Country Roads or State Highways. Those who live on Unsealed Country Roads are significantly more likely to be dissatisfied with the roads. The mode is 8 for Residential Sealed Roads, 5 for State Highways, 8 for Sealed Country Roads and 8 for Unsealed Country Roads.

The analysis shows that there are reasonably high levels of satisfaction with the overall quality and reliability of the Mains water supply in the Whakatane District across most of the subgroups of interest.

The analysis shows that there are reasonably good levels of satisfaction with the overall disposal and treatment of wastewater and sewage across most of the subgroups of interest. Those from the Taneatua / Waimana Ward (CSI Score 62.5) appear less satisfied than those from the other Wards

The analysis shows that there are reasonably fair levels of satisfaction with the overall effectiveness of the stormwater systems across most of the subgroups of interest. Those from the Edgecumbe / Tarawera Ward (CSI Score 48.6) are less satisfied than those from the other Wards.

Usage of specific facilities and services (refer page 177)

Some of the services like the Residential Refuse Collection (86%), Kerbside Recyclable collection (84%), and Council Water supply (78%), were used by the vast majority of respondents. Other facilities like the Boat Moorings (11%) or applying for a LIM (14%) were used by a small proportion of the sample. Similar to previous years, there is some variation in usage but this is possibly due to variances in the sample.

Erratum

Respondents were asked about Boat Moorings. These are owned by Environment Bay of Plenty. This error will be corrected in future surveys.

Satisfaction with Service and Facilities (refer page 180)

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 87% for the '*Residential refuse collection*' down to just 56% for '*Councils Dog Control Service*'. There are also a number of respondents who are less than satisfied with each factor (scores 0 – 6). This ranges from 11% for the '*Residential refuse collection*' and '*Cemeteries*' up to 38% for '*Council Parking in Whakatane*'. The factor with the most respondents rating with a score of 10 was '*Greenwaste Collection*' while the factor with the most rating with a score of 0 is '*Councils Dog Control Service*' (4.5%).

The CSI scores range from a high of 83.7 for the '*Greenwaste Collection*' and 83.6 for the '*Residential refuse collection*' down to 66.6 for '*Councils Dog Control Service*'. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.

The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 6 increases and 9 decreases in CSI scores from 2004 but most changes were small. The largest increase was a rise of 11.1 points for the '*Transfer station / rubbish disposal at Whakatane or Murupara*' (CSI Score 82.4) but this was asked as '*Council run Land fills*' in 2004. The largest decrease was of 9.4 points for the '*Museum & Gallery in Boon St*' (CSI Score 71.0). Note: in 2004 the Museum (CSI Score 80.4) and Art Gallery (CSI Score 81.2) were asked separately.

Satisfaction with Environmental Health and Planning Services (refer page 337)

Only a quarter of the respondents (25%) had applied for a Building Consent in the past 12 months. Of those who had applied for a Building Consent, most (18%) did this at least once. A few applied for Building Consents at least monthly (3%) and 4% applied for these less than once per year.

A fifth of the respondents (19%) had applied for a Resource Consent in the past 12 months. Of those who had applied for a Resource Consent, most (15%) did this at least once. A few applied for Resource Consents at least monthly (2%) and 3% applied for these less than once per year.

Three quarters of the respondents (75%) had not applied for a LIM Report in the past 12 months, while a seventh of the respondents (14%) had applied for one, and 12% didn't know. Of those who had applied for a LIM Report, most (10%) did this at least once per year. Two respondents (0.5%) applied for LIM Report at least monthly and 3% applied for these less than once per year.

Only a minority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 65% for '*Environmental Health services overall*' and '*Environmental Health services making the environment around you a healthier place to live*' down to just 25% for '*the process Council used for your Resource Consent*'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 3% for '*Environmental Health services making the environment around you a healthier place to live*' up to 39% for '*the process Council used for your Resource Consent*'.

The factor with the most rating with a score of 0 is *'the process Council used for your Resource Consent'* (10.6%). The CSI scores range from a high of 70.4 for the *'Environmental Health services overall'* down to just 45.2 for *'the process Council used for your Resource Consent'* and 45.8 for *'the process Council used for your Building Consent'*.

Overall Satisfaction (refer to page 55)

Over half of the respondents (57%) were satisfied with *'the Overall Performance of Council in the past 12 months'* (scores of 7 – 10). However, only 37 respondents (9.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded. The mode was a score of 7 (28% versus 27% in 2004). Over a third of the respondents (29%) rated *'the Overall Performance of Council'* with a score that was neutral (scores 4 – 6). Only a few respondents (4.1%) were actually dissatisfied with the Overall Performance of Council (Scores 0 – 3).

The CSI score for *'the Overall Performance of Council in the past 12 months'* was 67.3, 2.5 points lower than the 69.8 recorded in 2004. The CSI score of 67.3 again implies the respondents have some serious issues with Council.

Most of the subgroups rate the Overall Performance of Council with scores that infer they have some issues. The variables that appear to have had the greatest impact on satisfaction with the overall performance of Whakatane District Council were:

- Those from the Whakatane Ward (CSI Score 69.1) and Murupara / Galatea (CSI Score 69.0) are the most satisfied while those from the Taneatua / Waimana Ward appear the least satisfied (CSI Score 63.0).
- Those who live in Town (CSI Score 69.4) are more satisfied than those who live in the Country (CSI Score 64.0)
- Those aged over 65 are the most satisfied (CSI Score 69.4) versus CSI scores from 66.5 to 68.7 for the other age brackets. Note generally the older the respondent the higher the level of satisfaction.
- Those with a household income over \$70,000 (CSI Score 63.7) are less satisfied than those in the lower income brackets (CSI Score 69.9 and 70.4).
- Those who own their own home are less satisfied than those who don't (CSI Score 66.5 and 72.9) respectively.
- Those who pay rates are less satisfied than those who don't (CSI Score 66.4 and 75.9) respectively.
- Respondents who thought they received good value for their rates (CSI Score 74.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 53.1). This again raises the question, is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.
- Those living on residential sealed roads tend to be the most satisfied (CSI Score 68.7) versus a CSI Score of 63.6 for those on unsealed country roads.
- Those connected to the mains water supply system tend to be less satisfied (CSI Score 67.4) than the few on tank water (CSI Score 71.5). Those on bore water are the least satisfied this year (CSI Score 63.6).
- Those who have applied for a LIM (CSI Score 61.5) are less satisfied than those who have not (CSI Score of 67.6).
- Those who are interested in attending Council meetings (CSI Score 63.1) are less satisfied than those who are not interested (CSI Score of 69.1).
- Those who were satisfied with the Elected Members (CSI Score 75.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Elected Members (CSI Score 47.3).

- Those who were satisfied with Whakatane as a place to live (CSI Score 70.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with Whakatane as a place to live (CSI Score 58.2).
- Those who were satisfied with the Council's provision of information (CSI Score 73.1) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI Score 50.9).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI Score 73.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI Score 53.7).

Overall Satisfaction: Reasons for feeling this way (refer to page 60)

The respondents were asked why they rated the overall performance of Council the way they did. There was a range of responses, with some respondents offering positive reasons for giving a high score while others offered reasons for giving a lower score. The main positive comments evolved around Council doing a good job or working well for the District (7.4%), or positive comments about the Council (7.2%) or the staff (5.9%).

The main negative comments had to do with concerns about the performance of Council (8.4%), concerns about the rates or other financial concerns (5.9%), or concerns with the Councillors (5.2%).

Elected Members (refer to page 61)

Less than half of the respondents (41%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 – 10). However, only 26 respondents (6.4%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (19%). A third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 – 6). Close to a tenth of the respondents (8.3%) were actually dissatisfied with the Elected Members (Scores 0 – 3).

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.5. This is 2.6 points lower than the CSI score of 64.1 recorded in 2004. A CSI score of 61.5 implies that respondents have some serious issues with the **Elected Members** of Council.

Whakatane as a place to live (refer to page 75)

The vast majority of the respondents (92%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (33%) and 59% rated this with a score of 9 or 10 (exceeded expectations). Only one respondent (0.2%) was dissatisfied with Whakatane District as a place to live (scores 0 – 3) while 7% rated this as neutral (Scores 4 to 6). The remaining 5 respondents (1.2%) did not answer this question. The CSI Score is 86.4, which infers respondents are very satisfied with Whakatane District as a place to live.

Value for Residential Rates (refer to page 108)

The vast majority of the respondents (87%) said they paid residential rates, including 4% who paid both residential and commercial rates. Eight respondents (2.1%) paid only commercial rates. A ninth of the sample (11%) said they did not pay rates.

Over a third (40%) of the respondents who paid residential rates (n = 357) thought they received good value for their residential rates (Scores 7 – 10), but only 7% rated the value for money with a score of 9 or 10. The mode was a score of 8, versus 7 in 2004.

A fifth of those who paid residential rates (18%) thought they received poor value (Scores 0 – 3) while a third (39%) rated the value of residential rates as neutral (Scores 4 – 6). The Value Index is 56.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 4.9 points from 2004 when the index was 61.0.

The analysis shows there is a direct relationship between value for rates and satisfaction with the overall performance of Council. Those who rated the overall performance of Council with a score of 10 (Very Satisfied; n = 13) rate the value from rates with a Value index of 65.1. Conversely, those who rate the overall performance of Council with a score of 2 or less (Very dissatisfied; n = 7) rate the value from rates with a Value index of just 19.5. It appears the more satisfied the respondent is with the overall performance of Council, the higher the perceived value from rates.

Those who rated the Value from Rates with a score of 10 (Good Value; n = 13) rate the overall performance of Council with a CSI Score of 81.2. Conversely, those who rate the Value from Rates with a score of 0 (Poor Value; n = 25) rate the overall performance of Council with a CSI Score of just 54.7. It appears the higher the perceived value from rates, the more satisfied the respondent is with the overall performance of Council.

Quality of Facilities and Services (refer to page 89)

Over half of the respondents, (56%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 7% rated this with a score of 10 (greatly improved). Only fourteen respondents (3.6%) felt the quality had deteriorated (Scores 0 – 3) and only 5 respondents (1.2%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 67.8. **It is important to note that an Improvement Index of 51 or more represents an improvement upon the previous year.** With the Index being well above 50 this year, this infers that the respondents believe the quality of Council facilities and services have improved from last year.

Council's provision of information (refer to page 83)

Almost half of the respondents (44%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. An eighth of the respondents (12.3%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 6 (18%).

Only a few respondents (6.2%) were dissatisfied with the Council providing this type of information (scores 0 – 3) while 37% rated this as neutral (Scores 4 – 6). The remaining 13% did not answer this question. The CSI Score is 64.2, which infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.

The satisfaction with Council's provision of information has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who are satisfied with Council's provision of information (n=178) tend to rate all facilities and services significantly higher than those who are dissatisfied with Council's provision of information (n=25).

Main Issues (refer to page 113)

Respondents were asked 'what, in your opinion, are the three main issues that Council should be looking at?' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering rates concerns (19%) then roading issues (18%). These were followed with Council concerns (12%), town planning issues (12%), concerns with the car parking (10%), concerns with Council Services (10%) and crime (10%). There was also a wide range of other issues mentioned by small numbers of respondents.

Rates is a issue with close to a fifth of the respondents from each Ward. Roading appears a much bigger issue for Taneatua / Waimana (33%) versus 12% for Whakatane and 8% for Murupara / Galatea. Crime is a much bigger issue for Murupara / Galatea (36%) versus 6% to 9% for the other Wards. As would be expected the issues with the outlying towns does not impact Whakatane or Ohope.

Personal Safety (15%) and animal control (15%) appear a much bigger issue for Murupara / Galatea. The sewerage / wastewater upgrades are a bigger issue for those from Edgecumbe / Tarawera (10%) and also Taneatua / Waimana (7%) but this is not an issue in the other Wards. Stormwater or flooding is a bigger issue for those from Edgecumbe / Tarawera (7%) and also Taneatua / Waimana (4%).

Safety in Whakatane (refer to page 369)

The level of Safety varies only little between the various locations and times of day. The proportion who feel safe (scores 6 – 10) ranges from 62% for the factor 'Safety in your town centre after dark' up to 94.4% for 'Safety in your town centre during the daytime'.

The Safety Index (*The Safety Index converts each respondents answer across the Safety Scale to an index out of 100. The index is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unsafe to 10 = very safe)*) ranges from high level of Safety for most factors but this is highest for 'Safety in your home during the daytime'. (Safety Index = 88.4) down to a modest feeling of safety for the factor 'Safety in your town centre after dark' (Safety Index = 66.1). Note: a ninth of the respondents (11%) did not answer the latter question, presumably because they had not been in their town centre after dark.

Overall Summary

The results for 2008 are similar to 2004 with a mix of rises and falls in the level of satisfaction but once again the CSI scores reflect there are still significant opportunities for improvement. There are clear concerns held by some respondents with the value for residential rates. Secondly, those who live outside of the Whakatane and Ohope Wards and those in rural areas are significantly less satisfied. Users of a few specific services e.g. LIM's resource consents and building consents are also not very satisfied with the service that is provided. It also seems that many residents have issues with the provision of information or the opportunities to get involved in Council decision making.

The verbatim comments also tend to reflect that respondents have expectations for more than is being supplied. This means that either Council needs to find a way of delivering what the residents of Whakatane District are expecting or they need to find more effective means of managing the expectations of the residents.

The overall analysis shows that there are a few specific areas that Council should focus on to improve the level of satisfaction with the overall service. These include:

- **The process Council used for your resource consent (Planning and Building: CSI Score = 45.2)**
- **The process Council used for your building consent (Planning and Building: CSI Score = 45.8)**
- **The Council making good long term decisions (General: CSI Score = 47.4)**
- **Being easy to attend meetings held by the Whakatane District Council (General: CSI Score = 48.8)**

- **The Council being open and honest in their dealings with Whakatane residents (General: CSI Score = 49.6)**
- **The advice received from Council's Resource Consent Service (Planning and Building: CSI Score = 51.2)**
- **The time taken for your LIM report (Planning and Building: CSI Score = 52.2)**
- **The Planning and Building services overall (Planning and Building: CSI Score = 54.1)**
- **The Council supporting a strong community (General: CSI Score = 54.6)**
- **The advice received from Council's Building Control Service (Planning and Building: CSI Score = 55.9)**
- **The LIM report overall (Planning and Building: CSI Score = 56.0)**
- **The value from residential rates (Rates: CSI Score = 56.1)**
- **The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)? (General: CSI Score = 58.5)**
- **Making the environment around you a nicer place to live (Planning and Building: CSI Score = 59.1)**
- **The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (Overall: CSI Score = 61.5)**
- **The price of water supplied (Services & Facilities: CSI Score = 62.1)**
- **The overall effectiveness of the storm water systems (Services & Facilities: CSI Score = 64.0)**
- **The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc) (Services & Facilities: CSI Score = 64.1)**
- **Council's provision of information to the community about its services, facilities, projects and plans (General: CSI Score = 64.2)**
- **The reliability of the storm water systems from streets, public areas and residents homes (Services & Facilities: CSI Score = 64.7)**
- **The maintenance of the storm water systems (Services & Facilities: CSI Score = 65.1)**
- **Councils Dog Control Service (Facilities & Amenities: CSI Score = 66.6)**

The 2008 results show that once again, significant proportions of the respondents are very satisfied with most of the services and facilities the Council provides but there are also significant proportions who are less than satisfied with the current level of service.

Focusing on the areas outlined above will help to ensure a greater proportion of residents are satisfied in the future.

Main Findings

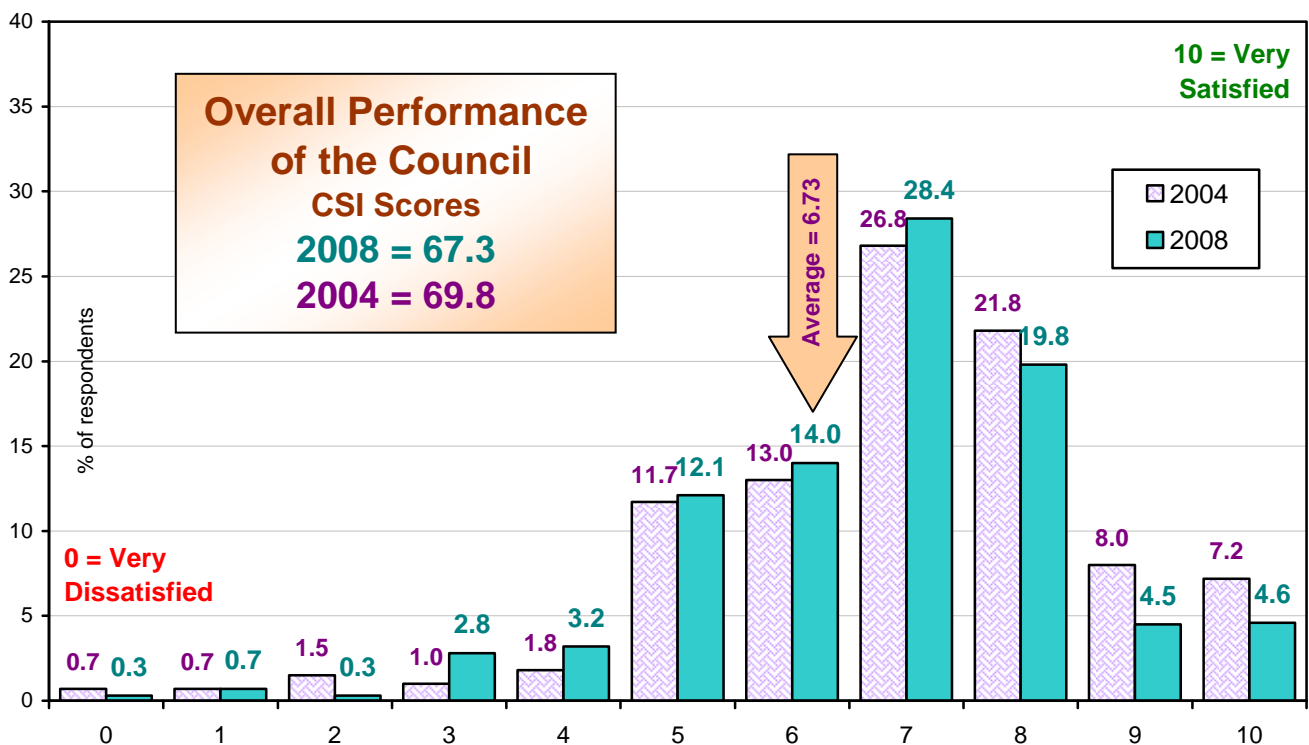
The Overall Performance of Council in the past 12 months

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

Over half of the respondents (57%) were satisfied with 'the **Overall Performance** of Council in the past 12 months' (scores of 7 – 10). However, only 37 respondents (9.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (28% versus 27% in 2004). Over a quarter of the respondents (29%) rated 'the **Overall Performance** of Council' with a score that was neutral (scores 4 – 6). Only a few respondents (4.1%) were actually dissatisfied with the Overall Performance of Council (Scores 0 – 3).

The Customer Satisfaction Index (CSI scores) is used to reflect respondent satisfaction with the various facilities and services provided by Council. (The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average individual score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied). The CSI score for 'the **Overall Performance** of Council in the past 12 months' was 67.3, 2.5 points lower than the 69.8 recorded in 2004. The CSI score of 67.3 again implies the respondents have some serious issues with Council.



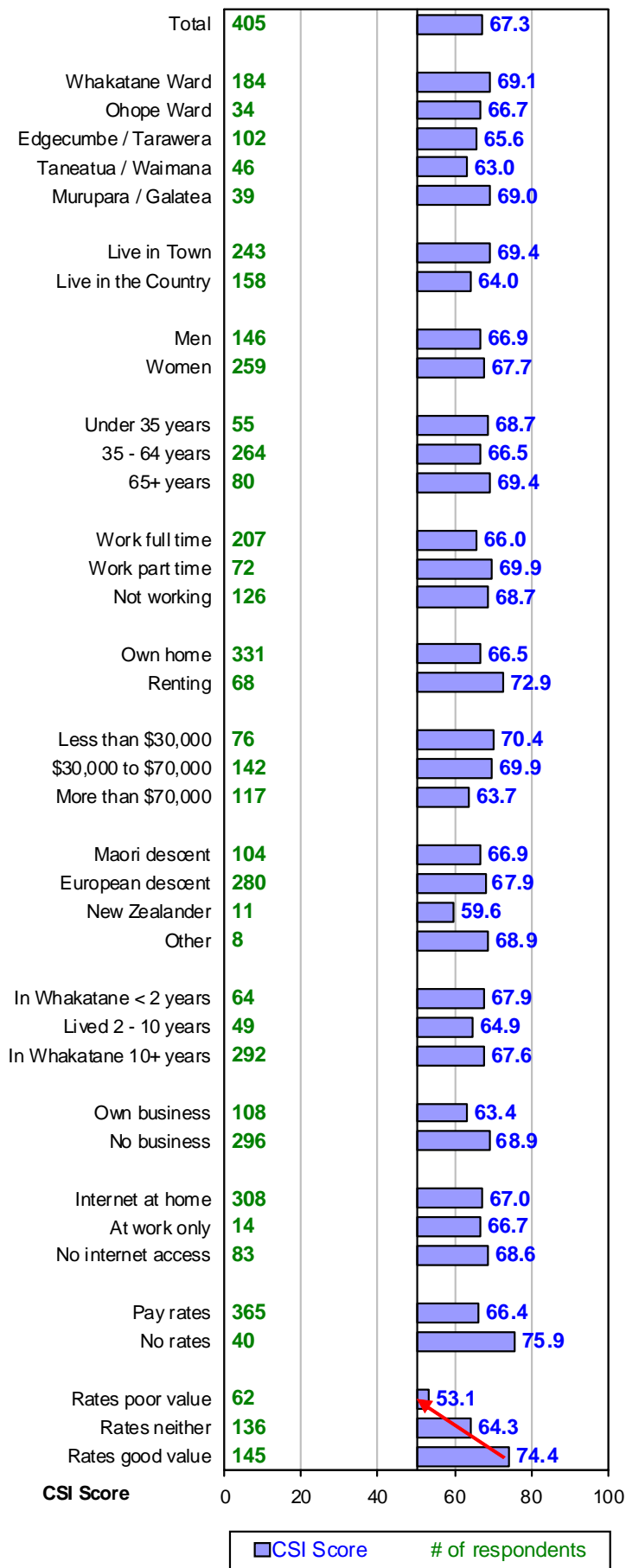
Satisfaction with the Overall Performance of Council by demographics

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

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

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

- Those from the Whakatane Ward (CSI Score 69.1) and Murupara / Galatea (CSI Score 69.0) are the most satisfied while those from the Taneatua / Waimana Ward appear the least satisfied (CSI Score 63.0).
- Those who live in Town (CSI Score 69.4) are more satisfied than those who live in the Country (CSI Score 64.0)
- Those aged over 65 are the most satisfied (CSI Score 69.4) versus CSI scores from 66.5 to 68.7 for the other age brackets. Note generally the older the respondent the higher the level of satisfaction.
- Those with a household income over \$70,000 (CSI Score 63.7) are less satisfied than those in the lower income brackets (CSI Score 69.9 and 70.4).
- Those who own their own home are less satisfied than those who don't (CSI Score 66.5 and 72.9) respectively.
- Those who pay rates are less satisfied than those who don't (CSI Score 66.4 and 75.9) respectively.
- Respondents who thought they received good value for their rates (CSI Score 74.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 53.1). This again raises the question, is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.



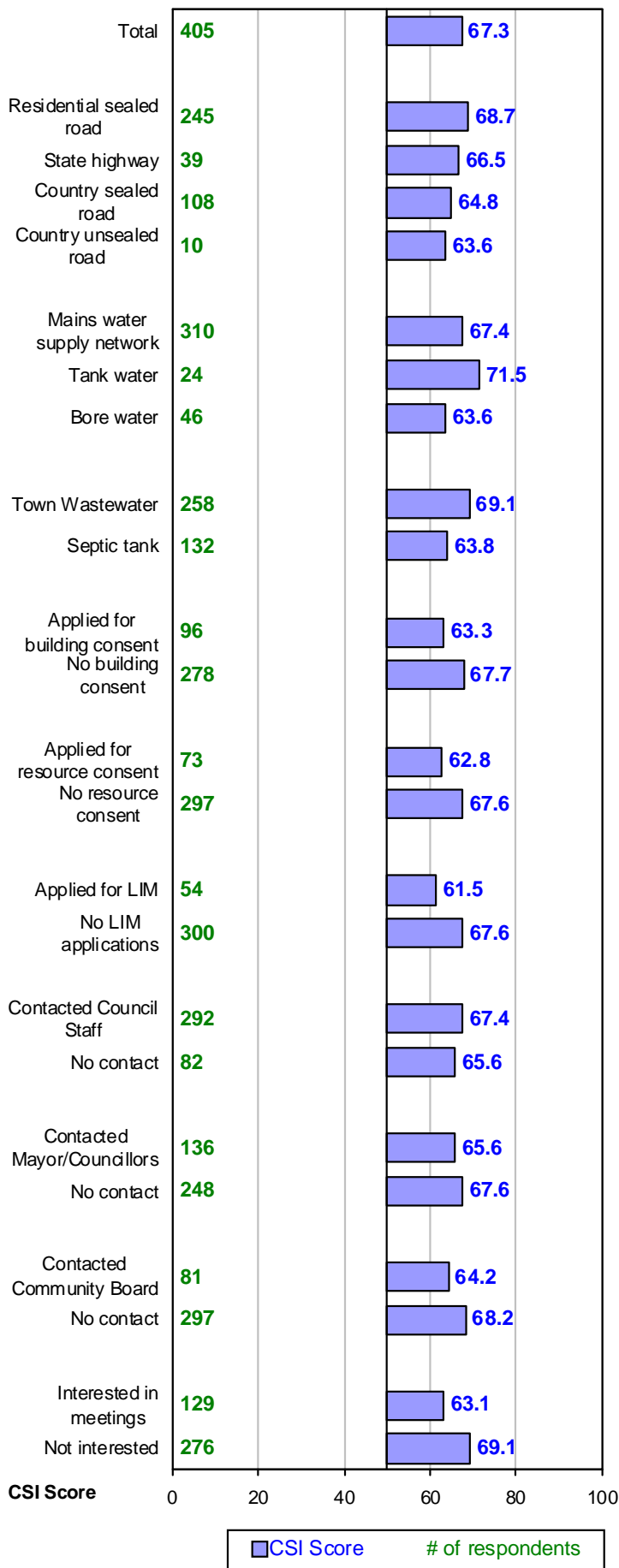
Satisfaction with the Overall Performance of Council by services

The type of road the respondent lives beside, and the type of water supply and wastewater system at the respondent's home, had a significant impact on the level of satisfaction with the overall performance of Council.

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

The chart opposite compares these variables.

- Those living on residential sealed roads tend to be the most satisfied (CSI Score 68.7) versus a CSI Score of 63.6 for those on unsealed country roads.
- Those connected to the mains water supply system tend to be less satisfied (CSI Score 67.4) than the few on tank water (CSI Score 71.5). Those on bore water are the least satisfied this year (CSI Score 63.6).
- Those connected to the mains wastewater and sewerage system tend to be more satisfied (CSI Score 69.1) versus a CSI Score of 63.8 for those on a septic tank.
- Those who have applied for a Building Consent (CSI Score 63.3) are less satisfied than those who have not (CSI Score of 67.7).
- Those who have applied for a Resource Consent (CSI Score 62.8) are less satisfied than those who have not (CSI Score of 67.6).
- Those who have applied for a LIM (CSI Score 61.5) are less satisfied than those who have not (CSI Score of 67.6).
- Contact or not with the Elected Members or Council staff has less impact of the respondents satisfaction with the overall performance of Council.
- Those who are interested in attending Council meetings (CSI Score 63.1) are less satisfied than those who are not interested (CSI Score of 69.1).



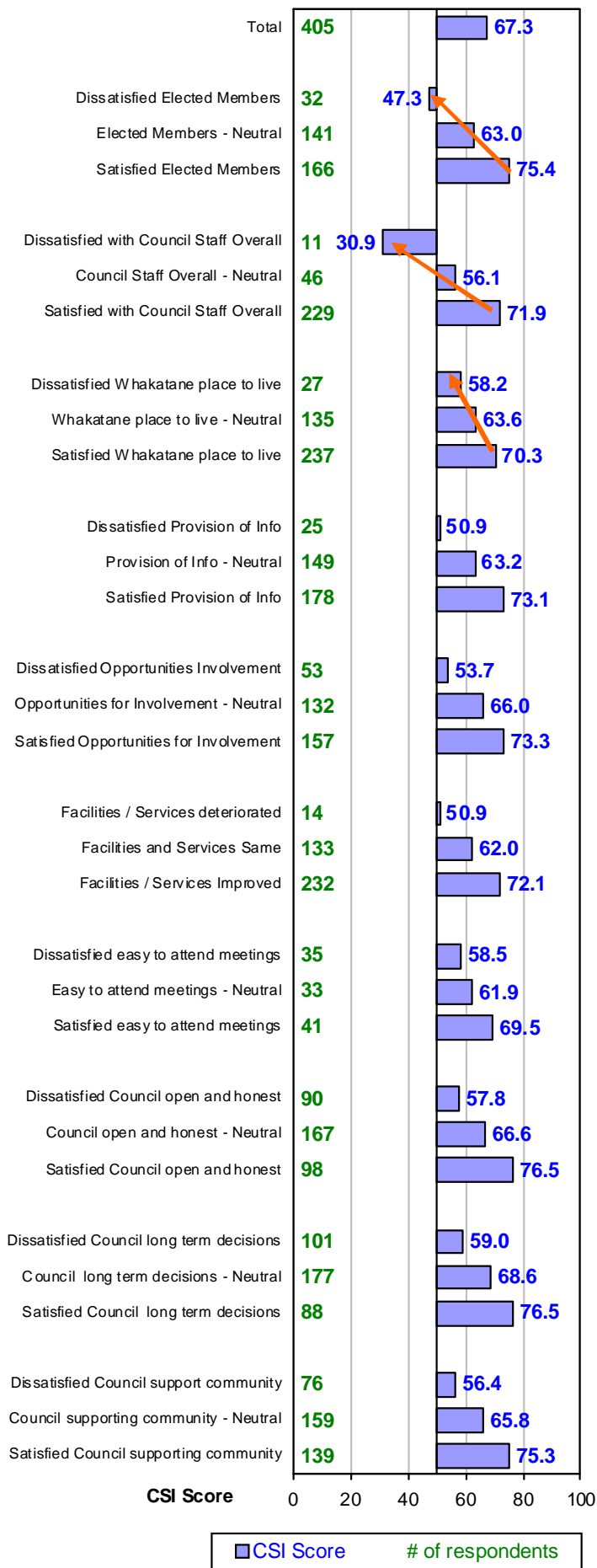
Satisfaction with the Overall Performance of Council by Attitudes

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

It appears that the way the respondent rates the overall performance of Council is related to how they think the Council has performed in a number of specific areas.

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

- Those who were satisfied with the Elected Members (CSI Score 75.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Elected Members (CSI Score 47.3).
- Those who were satisfied with the Staff overall (CSI Score 71.9) are significantly more satisfied with the overall performance of Council than the few who were dissatisfied with the Council Staff (CSI Score 30.9).
- Those who were satisfied with Whakatane as a place to live (CSI Score 70.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with Whakatane as a place to live (CSI Score 58.2).
- Those who were satisfied with the Council's provision of information (CSI Score 73.1) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI Score 50.9).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI Score 73.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI Score 53.7).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI Score 76.5) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI Score 57.8).

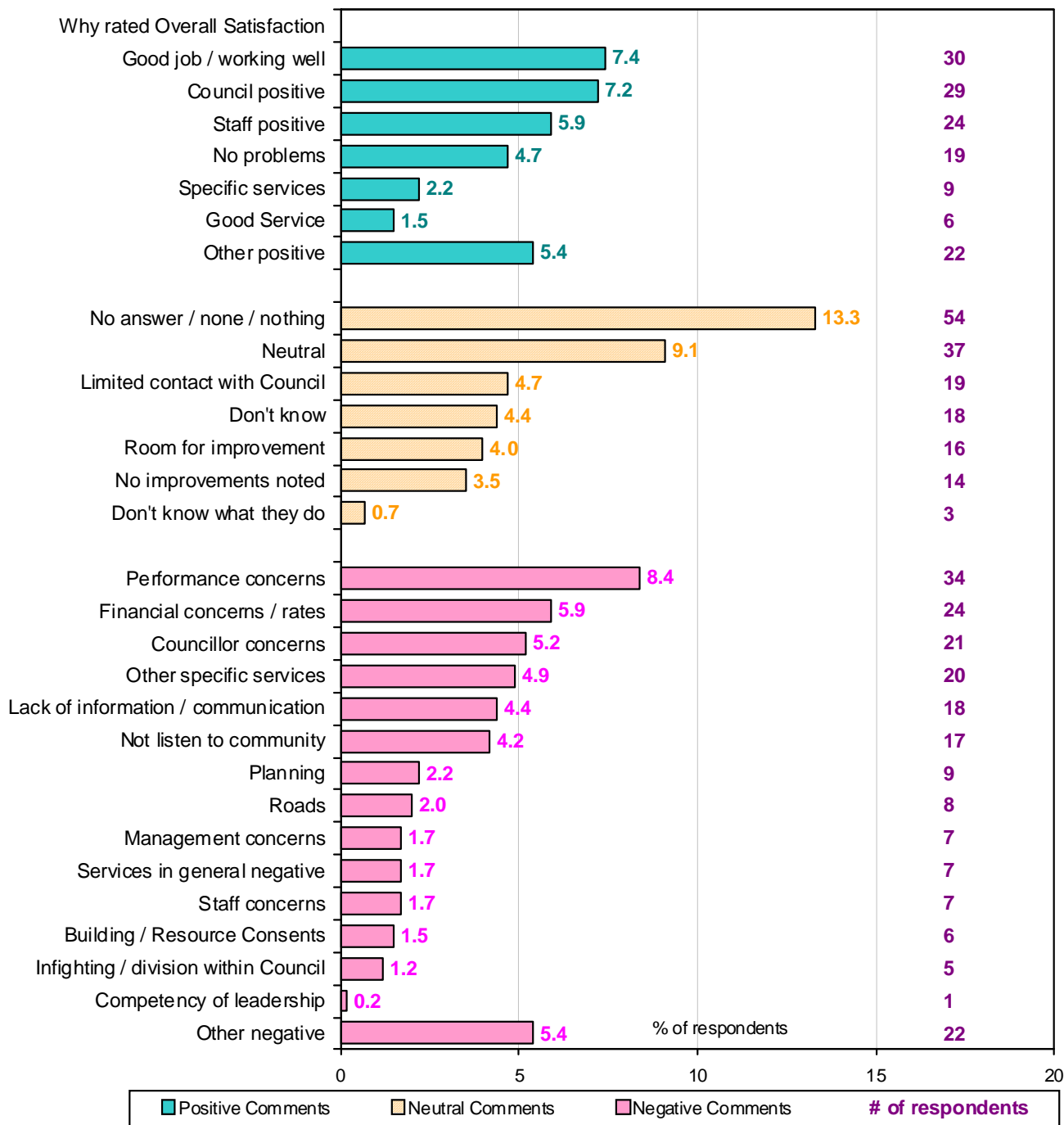


Overall Satisfaction: Reasons for feeling this way

The respondents were asked why they rated the overall performance of Council the way they did. This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses, with some respondents offering positive reasons for giving a high score while others offered reasons for giving a lower score.

The main positive comments evolved around positive comments that Council was doing a good job or working well for the District (7.4%), or positive comments about the Council (7.2%) or the staff (5.9%).

The main negative comments had to do with concerns about the performance of Council (8.4%), concerns about the rates or other financial concerns (5.9%), or concerns with the Councillors (5.2%).



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

The Elected Members of Council in the past 12 months

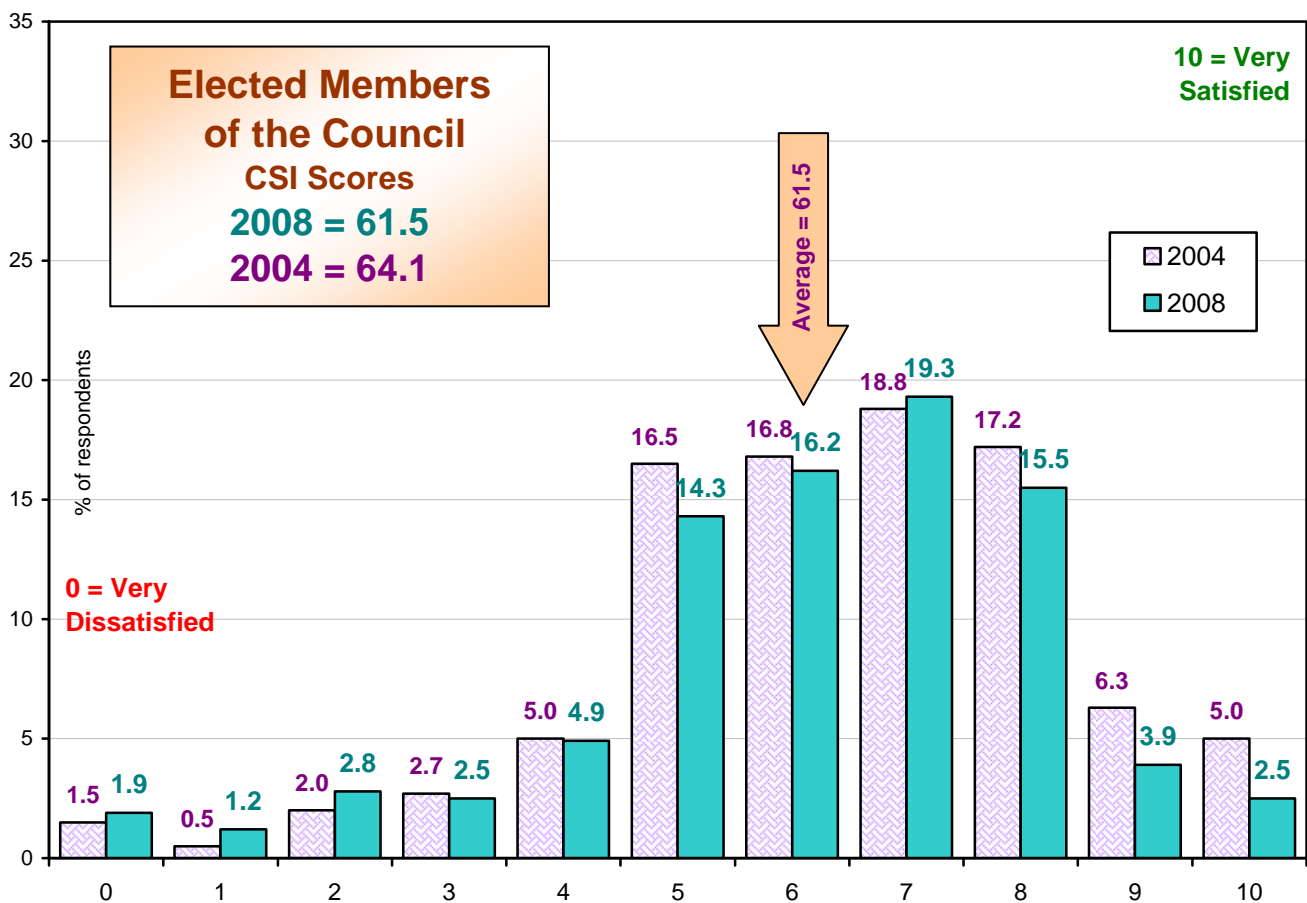
The respondents were asked 'Council is made up of two main groups – the Elected Members (the Councillors and Mayor) and secondly the staff of Council that provide the various services and manage the various facilities.

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

Less than half of the respondents (41%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 – 10). Only 26 respondents (6.4%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (19%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 – 6). Close to a tenth of the respondents (8.3%) were actually dissatisfied with the Elected Members (Scores 0 – 3).

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.5. This is 2.6 points lower than the CSI score of 64.1 recorded in 2004. A CSI score of 61.5 implies that respondents have some serious issues with the **Elected Members** of Council.



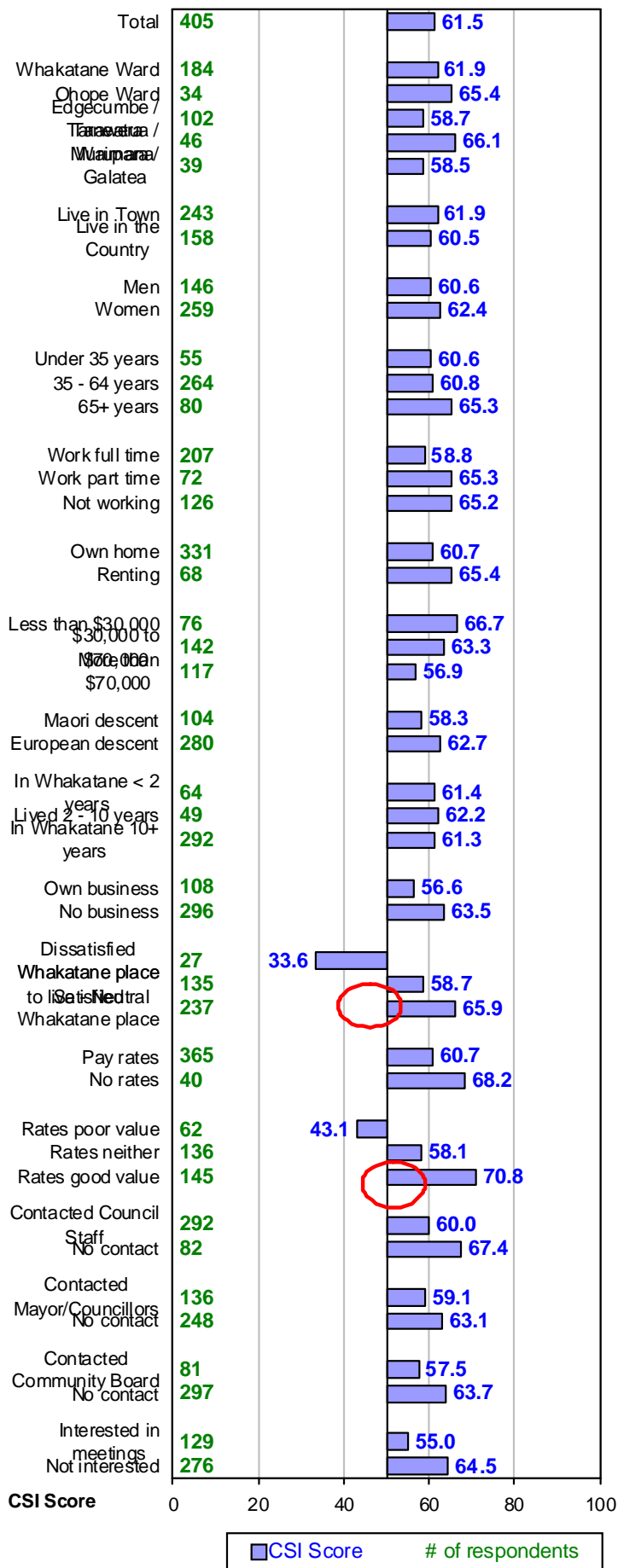
Satisfaction with the Elected Members of Council by demographics

There are a number of variables which appear to have a significant impact on the respondents satisfaction with the Elected Members. The chart opposite compares these variables.

Most of the subgroups rate the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors and Community Boards) with scores that infer they have some issues.

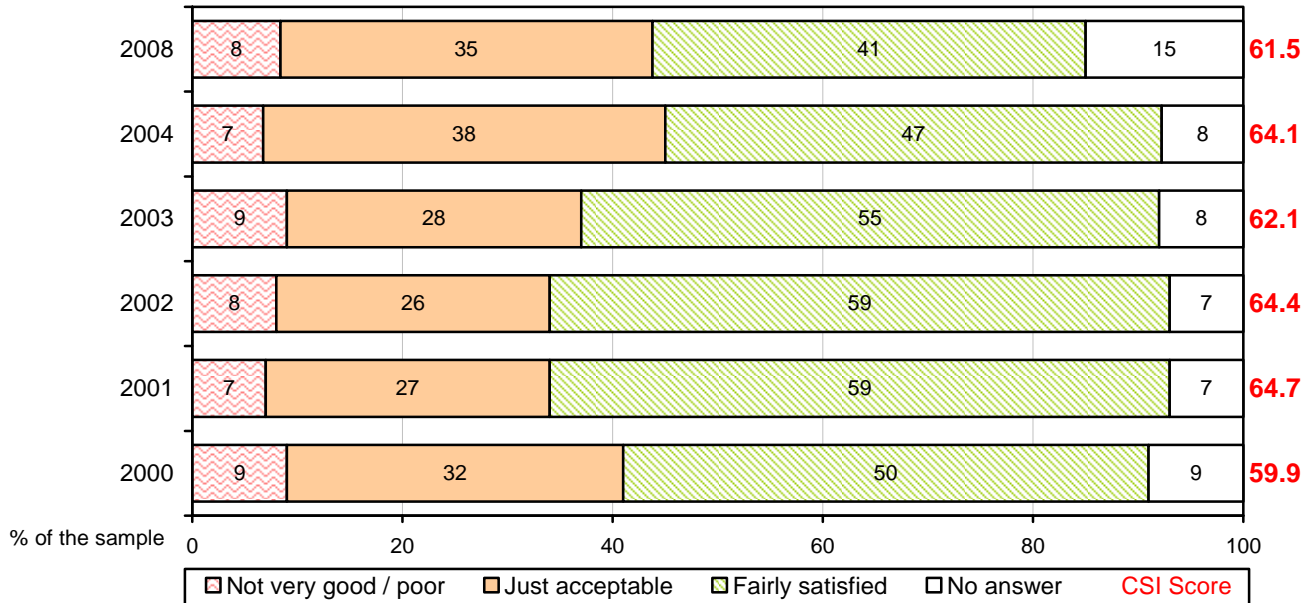
The variables that appear to have had the greatest impact on satisfaction with the overall performance of the Elected Members of Council were:

- Respondents who thought they received good value for their rates (CSI Score 70.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 43.1).
- Those from the Murupara / Galatea and Edgcombe / Tarawera (CSI Score 58.5 and 58.7 respectively) appear less satisfied than those from the other Wards (CSI Score 66.1 - 61.9).
- Those with a household income under \$30,000 (CSI Score 66.7) are more satisfied than those in the higher income brackets (CSI Score 63.3 and 56.9).
- Those who own their own home are less satisfied than those who are renting (CSI Score 60.7 and 65.4) respectively.
- Those who pay rates are less satisfied than those who don't (CSI Score 60.7 and 68.2) respectively.
- Those who are satisfied with Whakatane as a place to live (CSI Score 65.9) were significantly more satisfied than those who were dissatisfied with Whakatane as a place to live(CSI Score 33.6)
- Those who had no contact with Council Staff (CSI Score 67.4) appear more satisfied than those who had contact with Council Staff(CSI Score 60.0)
- Those who were interested in meetings (CSI Score 55.0) appear less satisfied than those who were not interested in meetings(CSI Score 64.5)

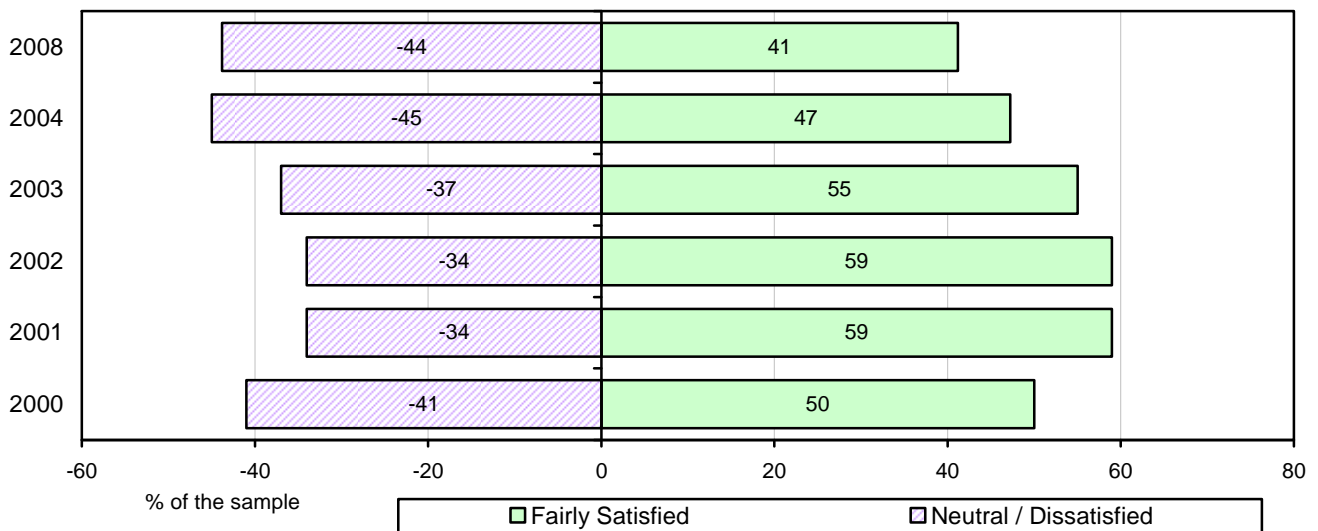


Elected Members Satisfaction Comparison with History

The following chart compares the history of satisfaction with the overall performance of the Elected Members using the previous 3 point scale and an estimated CSI score for each year. *The current 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied) has been fitted to the old 3 point scale on the basis that satisfaction scores of 7 to 10 = Fairly Satisfied, scores from 4 to 6 = Just Acceptable and scores from 0 – 3 = Not Very Good / Poor.* This shows that the largest group of respondents, 41% are fairly satisfied with the Elected Members. Over a third of the sample (35%) thought their performance was just acceptable and 8% rated the performance as poor. The CSI score is down from the 2004 result.



Comparing the proportion of respondents who were fairly satisfied versus those who are less than satisfied shows that there are fewer satisfied and a similar number of neutral / dissatisfied respondents this year when compared with 2004.



The Overall Performance of Elected Members – Why less than satisfied

The respondents were asked ‘Council is made up of two main groups – the Elected Members (the Councillors, Mayor and Community Boards) and secondly the staff of Council that provide the various services and manage the various facilities. Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards). Those who rated with a score of 5 or less (not satisfied) were asked why they rated the overall performance of the Elected Members of Council the way they did (n= 109).

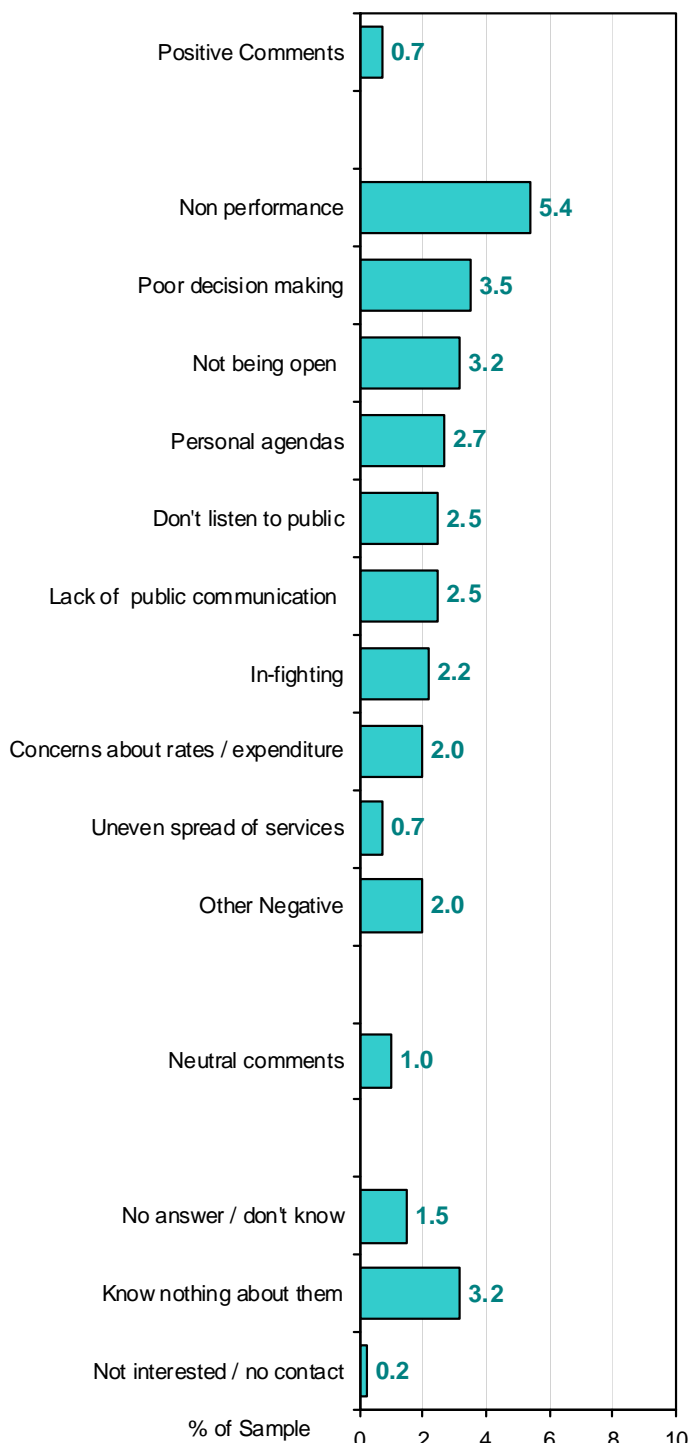
This question was asked as an open question with the answers grouped together for analysis purposes.

The most common theme was about issues in relation to non performance. This was mentioned by 22 respondents (5.4% of the sample but 20% of those who were not satisfied).

Poor decision making was mentioned by 14 respondents (3.5% of the sample) while not being open was mentioned 3.2%.

A few mentioned personal agendas (2.7%), not listening to the public (2.5%), lack of communication (2.5%) or political infighting (2.2%).

There was also a range of other suggestions.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

Council Staff

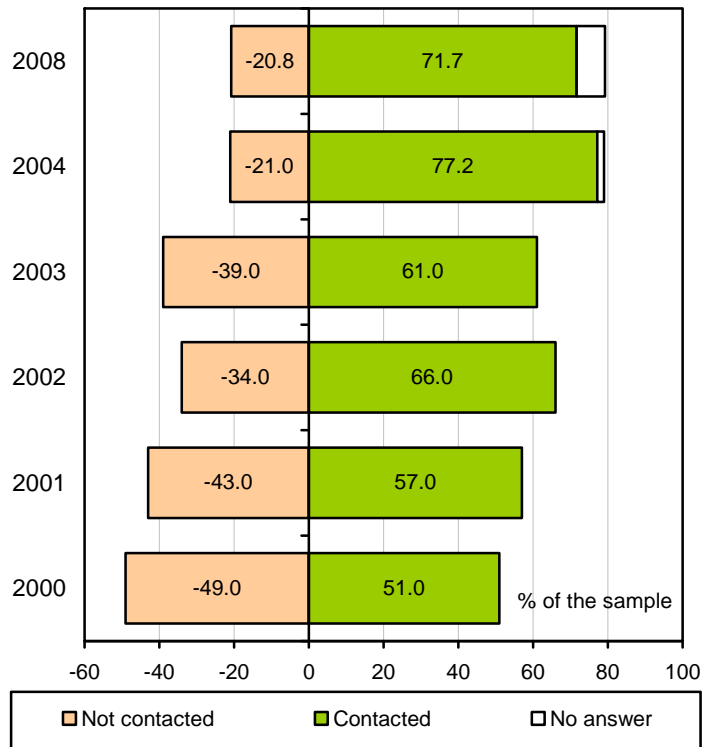
Dealing with Council Staff

The respondents were asked 'Thinking now about the staff at all Council facilities including the Libraries, the Museum and Art Gallery, as well as staff in the main Council office; how often have you made contact with Council staff over the past year?'

Three quarters of the respondents (72%) had some contact with Council staff during the previous year. This is down about 5% on the 2004 result although the proportion who said they had no contact is unchanged.

Most people contacted Council at least once per year (32%) while 27% contacted monthly and 9% weekly.

A fifth of all respondents (21%) had no contact with Council staff during the past twelve months.



Frequency of contact with Council Staff

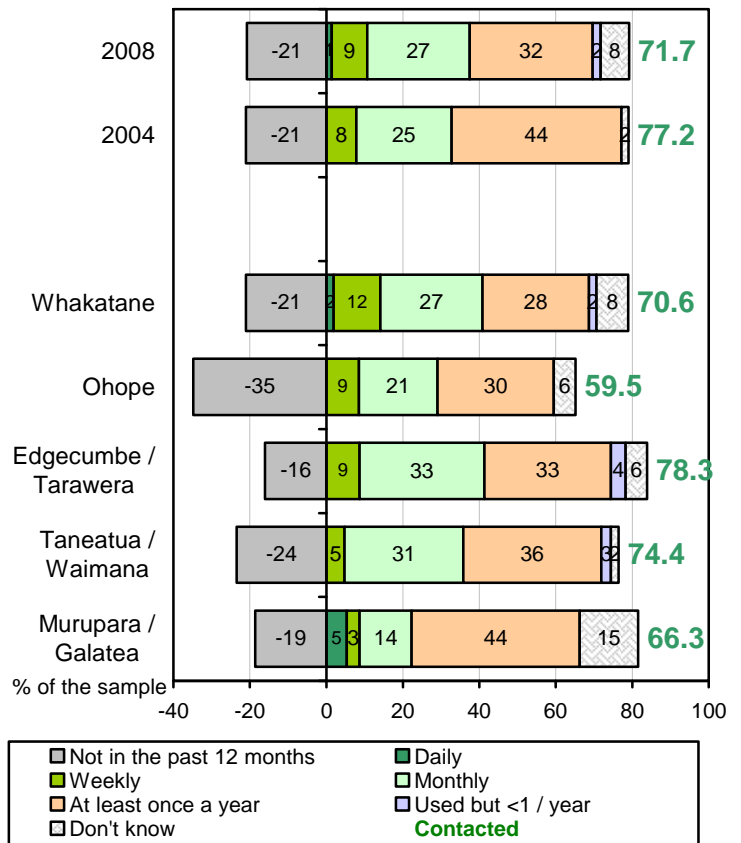
The respondents were asked 'How often have you made contact with Council Staff over the past year?'

Almost three quarters of the respondents (72%) had made contact with Council Staff in the past 12 months.

A third (32%) had made contact with Council Staff at least once per year while 27% had contact monthly, 9% weekly and six respondents (1.4%) daily. A few (2%) had contact by less than once per year.

A fifth of the respondents (21%) had had no contact with Council Staff in the past 12 months and 8% did not know.

Contact with Council Staff was lowest in the Ohope Ward (60%) versus 78 - 66% for the other Wards.

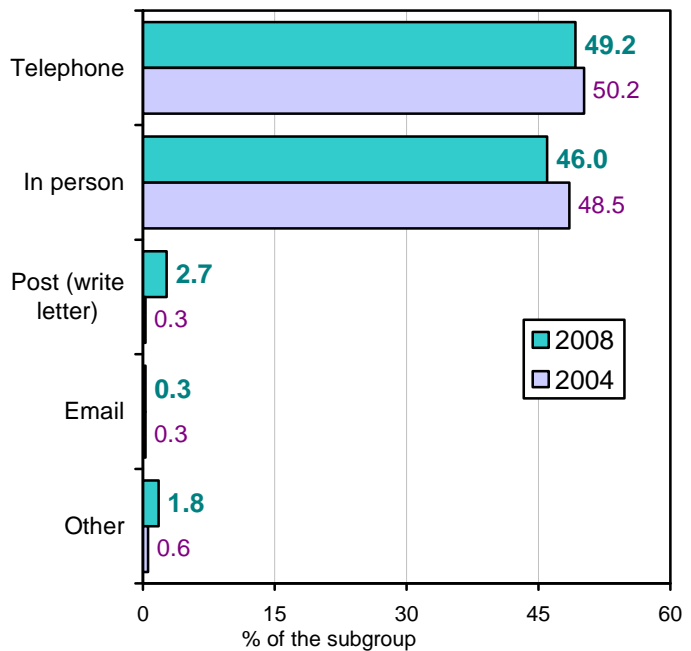


How contacted

Respondents who had contacted the Whakatane District Council (n = 292) were asked how this contact was made.

Half of the respondents, (49%) said they normally contacted the Whakatane District Council by telephone. A further 46% said they made contact in person and 3% made contact by post (write letter).

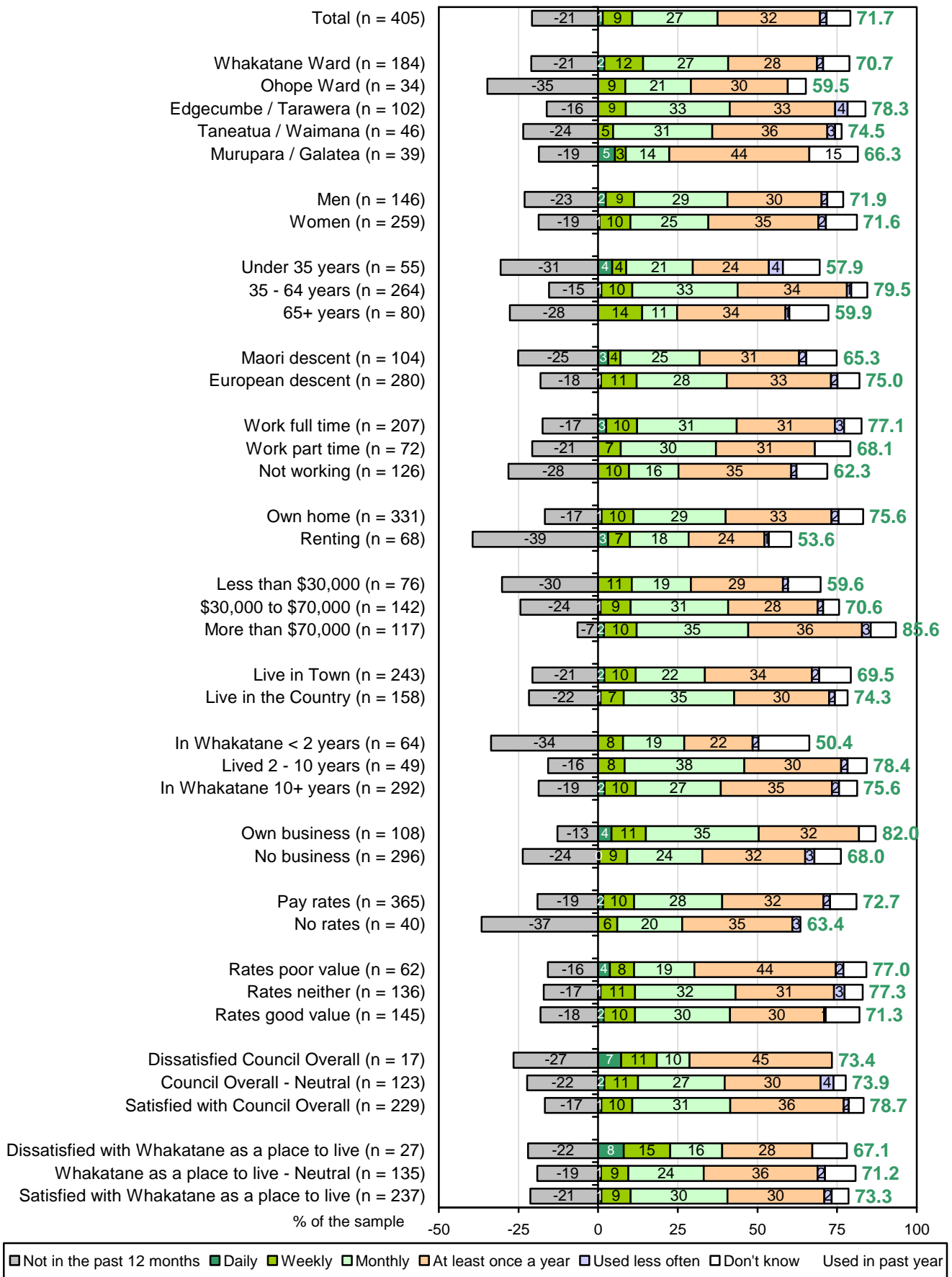
One respondent said they normally made contact by email and five respondents (1.8%) said they used other ways to contact Council.



The chart over the page compares the level of staff contact among the various subgroups of interest. The subgroups that were significantly **more likely** to have had **contact** with **Council staff** over the last 12 months included those:

- Those in the 35 -64 age group (80% of the subgroup)
- Those in full time paid employment (77% of the subgroup)
- Those with a total annual household income over \$70,000 (86% of the subgroup)
- Who own their own home, (76% of the subgroup)
- Those who own or operate their own business (82% of the subgroup)
- Those from the Edgecumbe / Tarawera Ward (78% of the subgroup)
- Those of European descent (75% of the subgroup)
- Those who pay rates (73% of the subgroup)

Contact with Council Staff by subgroup



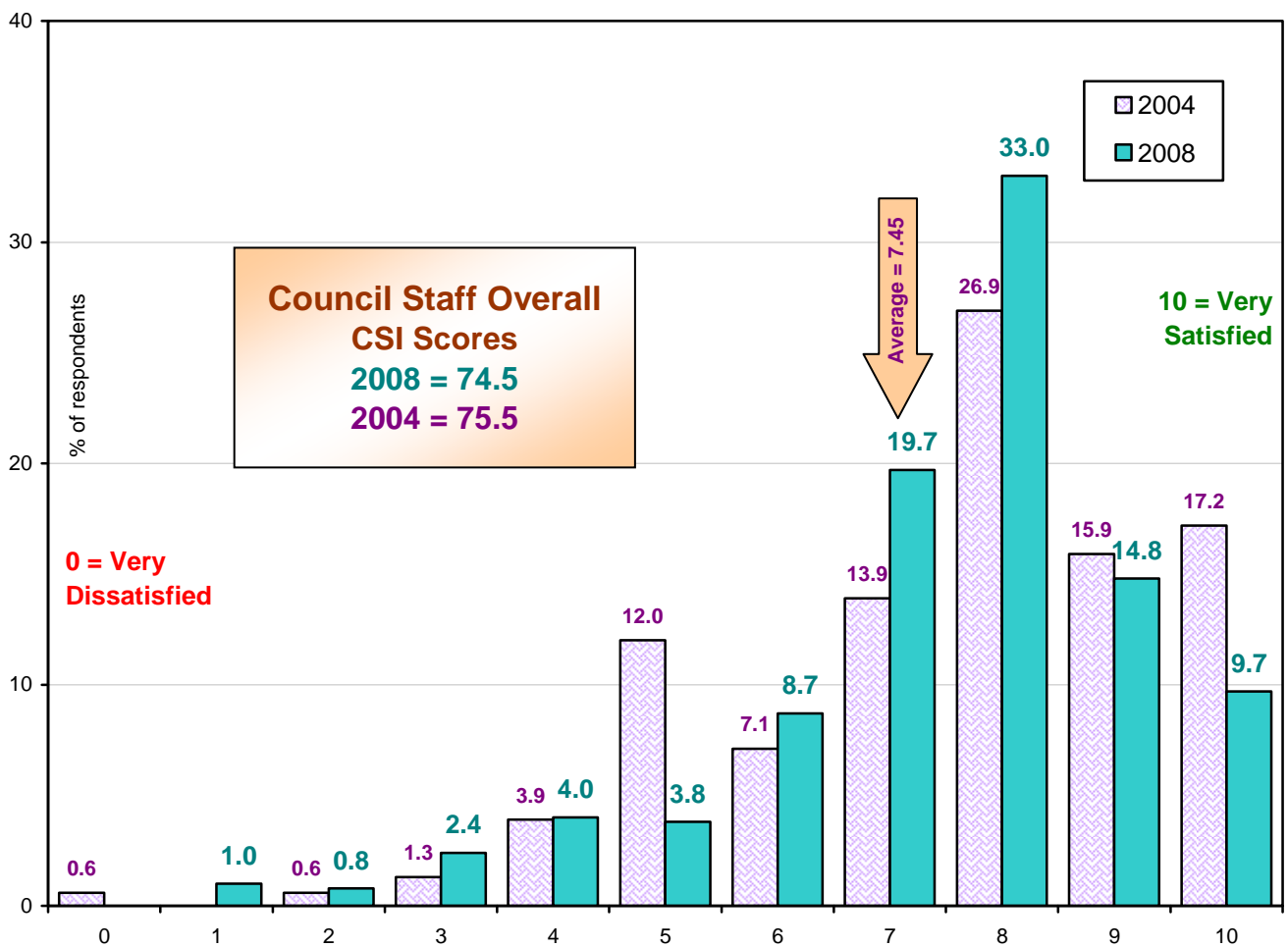
Satisfaction with Council Staff

Respondents who had some interaction with the Council Staff (n = 292) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Three quarters of the respondents who had dealings with Council Staff (77%) were satisfied with the overall performance of staff, (Scores 7 – 10). The mode was a score of 8 (33%) and 25% rated the service with a score of 9 or 10 (exceeded expectations).

A sixth of those who had dealings with Council Staff (17%) rated this as neutral (Scores 4 – 6) while 12 respondents (4.2%) were actually dissatisfied.

The CSI Score was 74.5, down 1.0 points from 2004. However, the CSI score infers there is potential for improvement.



Overall Satisfaction versus the Staff and Elected Members

The overall satisfaction was asked using three questions covering satisfaction with the Elected Members, then Council Staff and lastly the Overall Performance of Council. This was asked as follows:

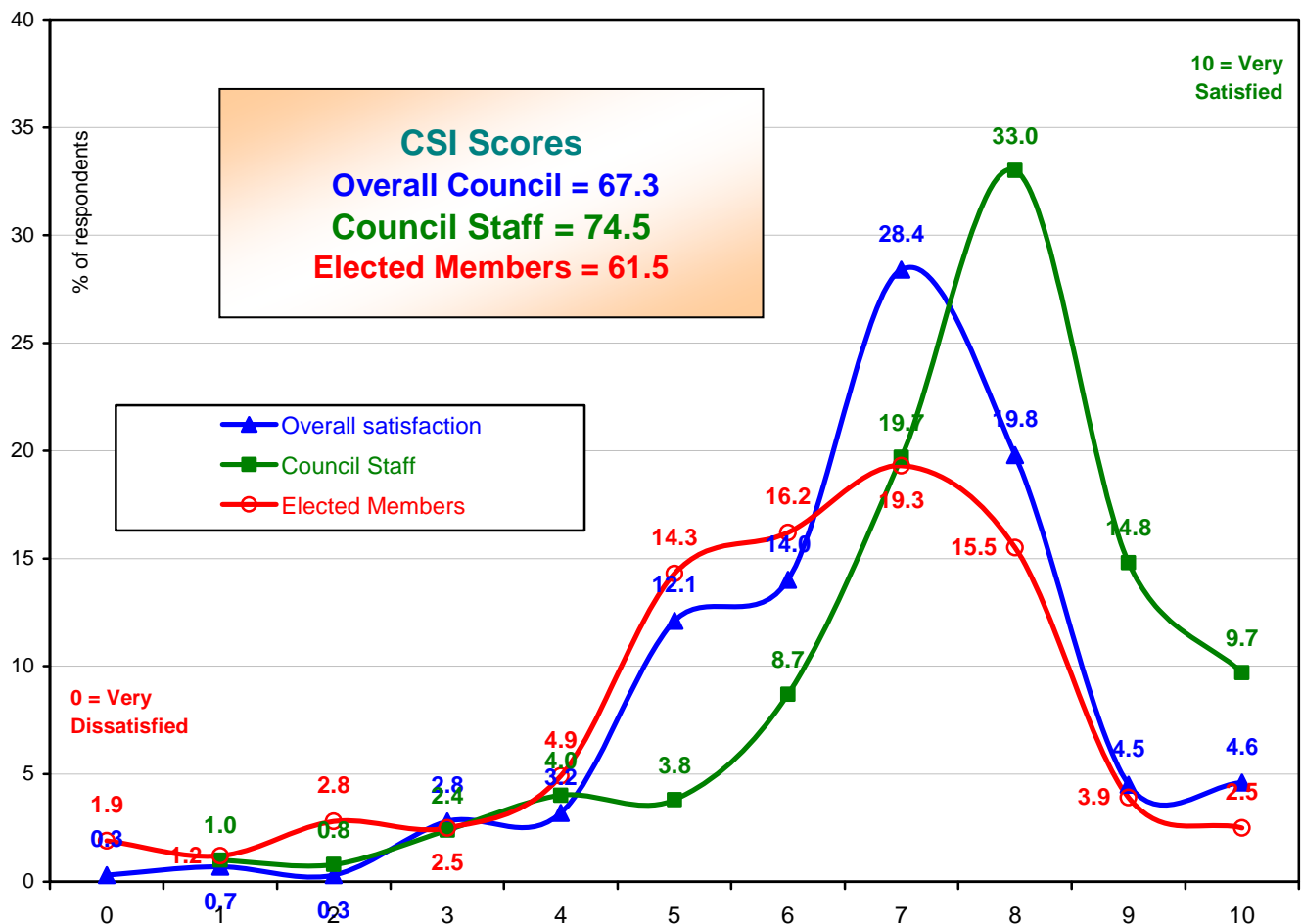
Staff Question: 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Elected Members question: Respondents were then asked 'Council is made up of two main groups – the Elected Members (the Councillors and Mayor) and secondly the staff of Council that provide the various services and manage the various facilities. Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors)?'

Overall Council Question: Finally respondents were asked 'Thinking not only about the Elected Members and Council staff but also the services and facilities the Council provides and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council in the past 12 months?'

Respondents were most satisfied with the Council Staff with a CSI score of 74.5. A quarter of the respondents (25%) were very satisfied (scores of 9 and 10) while 33% rated their satisfaction with a score of 8.

By comparison, the CSI Score was 61.5 for the Elected Members. Only 26 respondents (6.4%) were very satisfied (scores of 9 and 10) while 16% rated their satisfaction with a score of 8. By contrast, the CSI Score was 67.3 for the Overall Performance of Council.



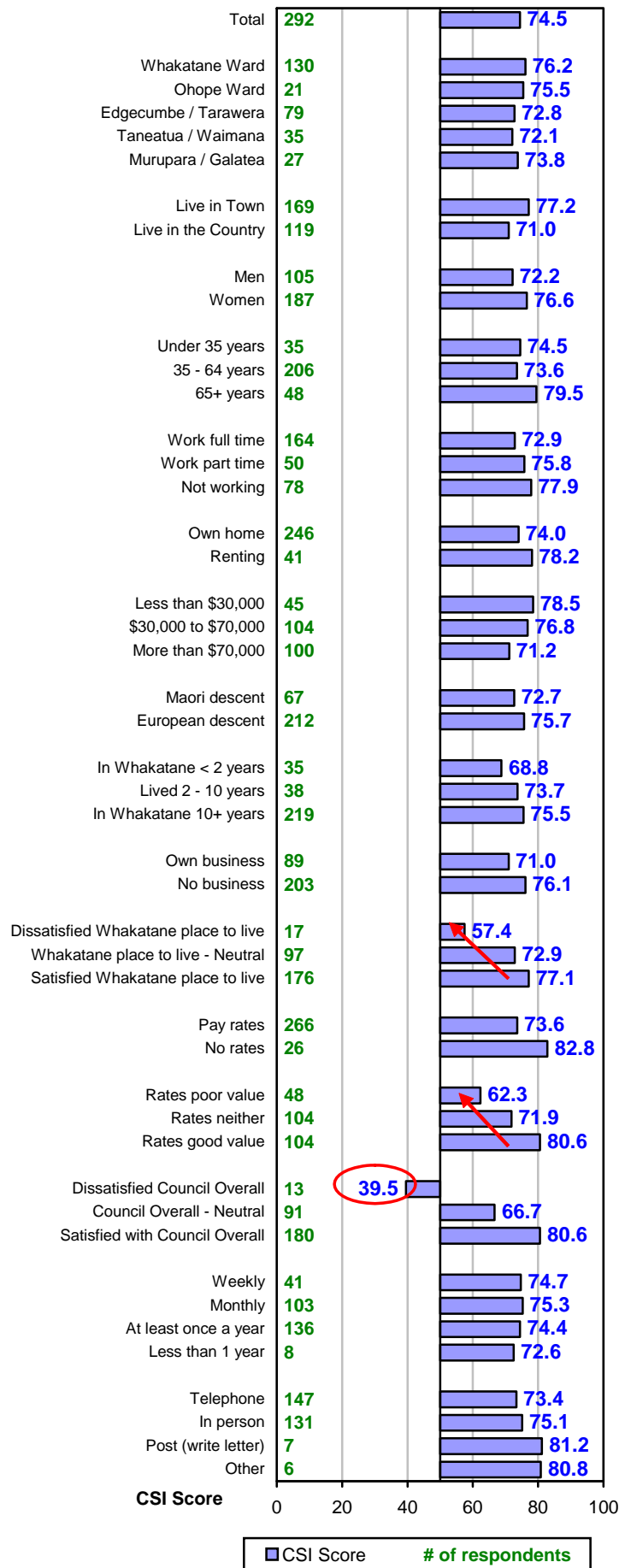
Satisfaction with the Overall Performance of Council Staff by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the Overall Performance of Council Staff across most of the subgroups of interest.

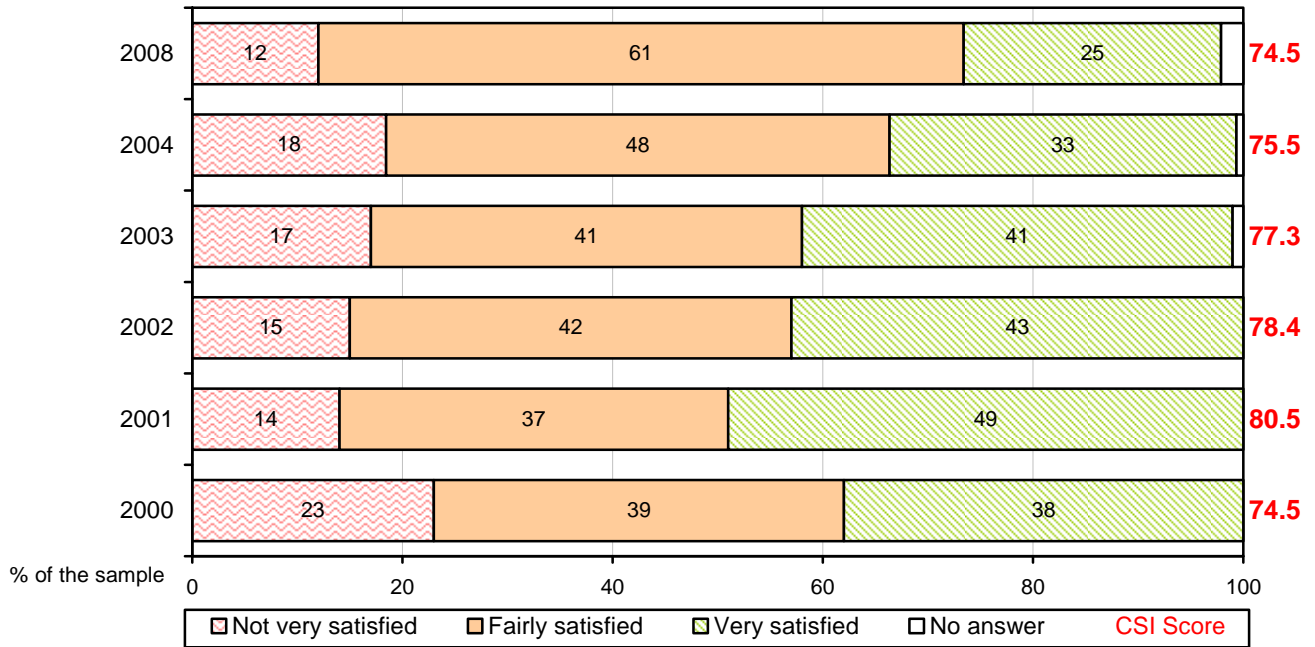
The variables that appear to have had the greatest impact on satisfaction with the Overall Performance of Council Staff were:

- Those who contact the Council Staff by telephone (CSI score 73.4) appear less satisfied than those who contact in person, by post or other means (CSI Score 80.8 - 75.1).
- Respondents who thought they received good value for their rates (CSI Score 80.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 62.3).
- Those aged over 65 (CSI Score 79.5) appear more satisfied than those from the other age brackets.
- Those who lived in Town (CSI Score 77.2) appear more satisfied than those who live in the Country.
- Women (CSI Score 76.6) appear more satisfied than Men (CSI Score 72.2).
- Those with a household income over \$70,000 (CSI Score 71.2) appear less satisfied than those in the lower income brackets
- Those who own or operate their own business (CSI Score 71.0) appear less satisfied than those who don't own or operate their own business.
- Ratepayers (CSI Score 73.6) were significantly less satisfied than those who don't pay rates (CSI Score 82.8).
- Those who were satisfied with the overall performance of Council (CSI Score 80.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 39.5).

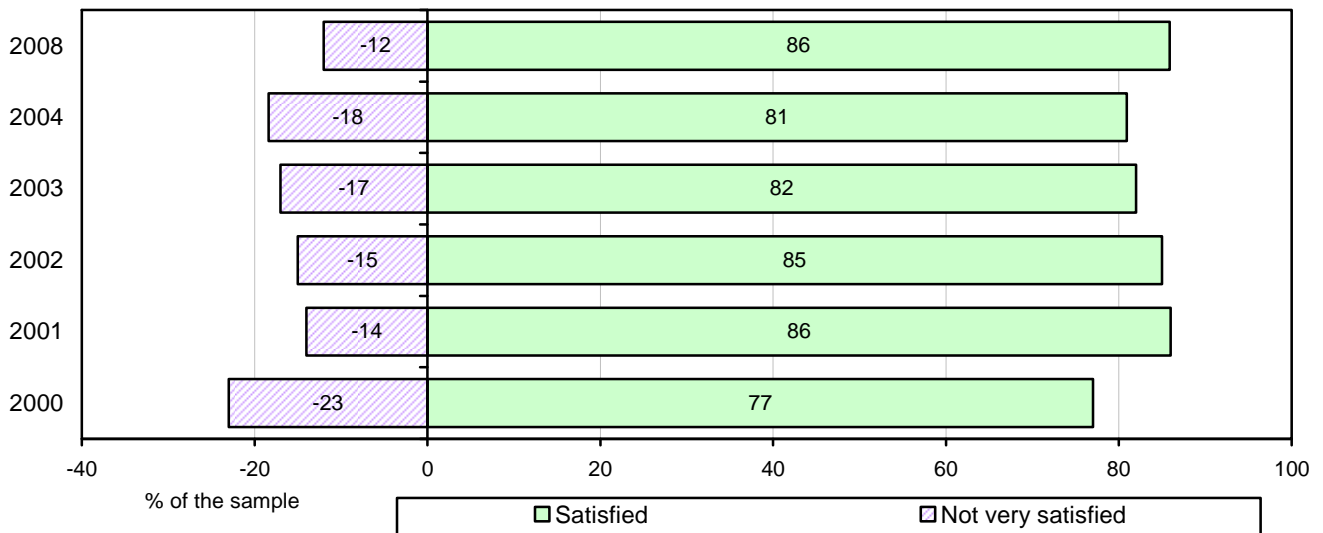


Council Staff Satisfaction Comparison with History

The following chart compares the history of satisfaction with the overall performance of Council staff using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of respondents who had contact with the staff, (61%) are fairly satisfied with the service from staff with a further 25% being very satisfied. An eighth of the respondents, (12%) were not very satisfied. The CSI score is 1 point lower than 2004.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are a higher proportion of satisfied and a lower proportion of not very satisfied respondents this year when compared with 2004.



The Overall Performance of Council Staff – Why less than satisfied

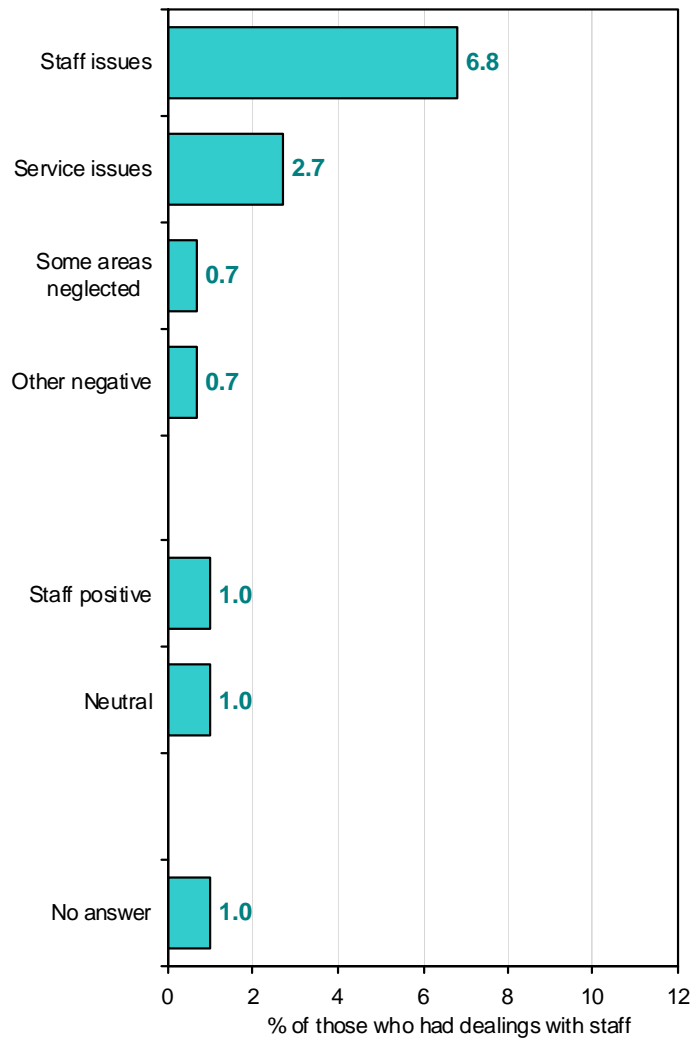
The respondents who had dealings with staff in the past 12 months (n = 292) were asked 'thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months'. Those who rated with a score of 5 or less (not satisfied) were asked why they rated the overall performance of Council staff the way they did (n= 34).

This question was asked as an open question with the answers grouped together for analysis purposes.

The most common theme was about issues the respondents had with Council staff mentioned by 20 respondents (6.8% of the subgroup who had dealings with staff).

Service issues were mentioned by 8 respondents (2.7% of the subgroup).

There was also a range of other suggestions.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

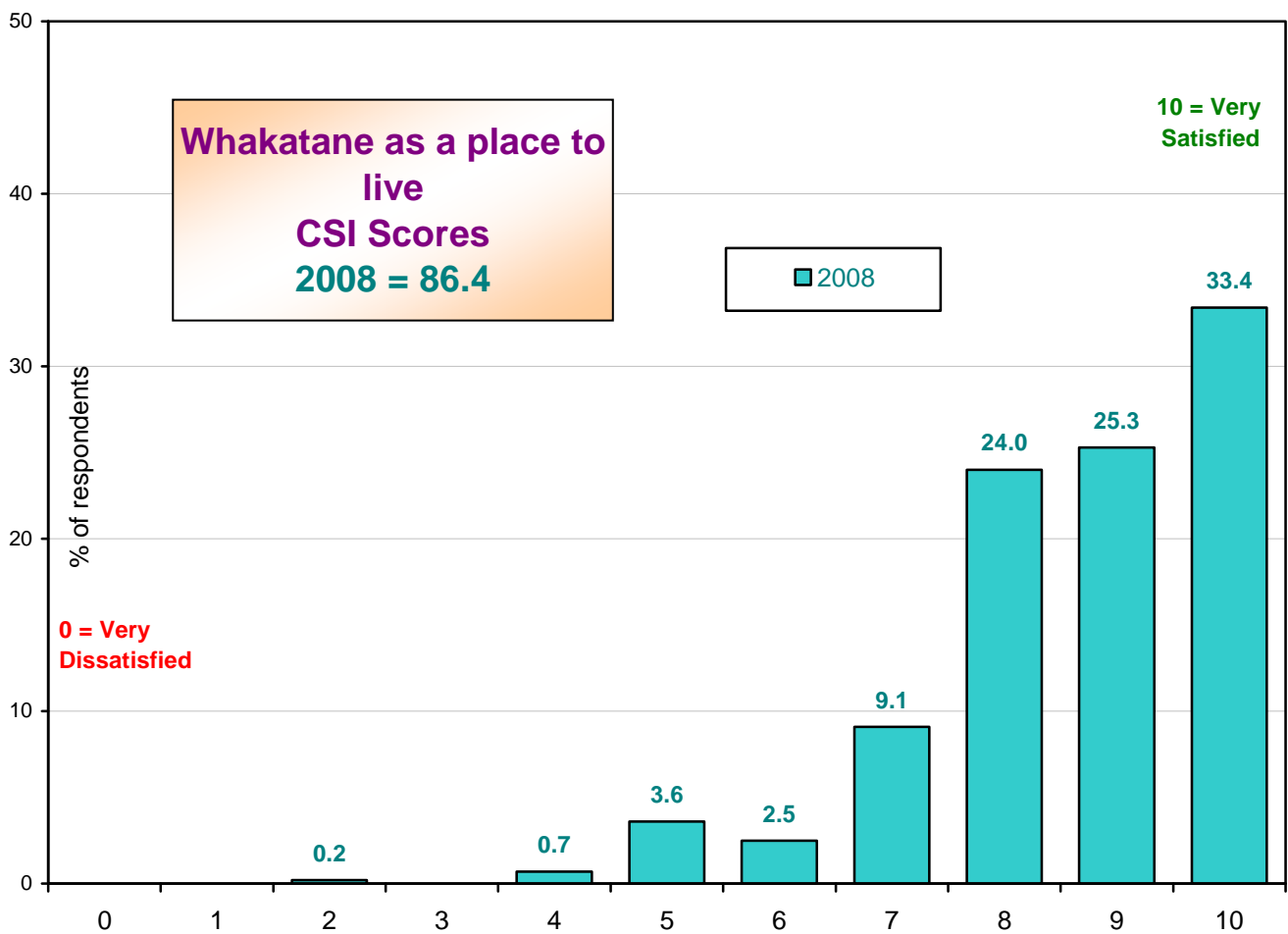
Whakatane as a place to live

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

The vast majority of the respondents (92%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (33%) and 59% rated this with a score of 9 or 10 (exceeded expectations).

Only one respondent (0.2%) was dissatisfied with Whakatane District as a place to live (scores 0 – 3) while 7% rated this as neutral (Scores 4 to 6). The remaining 5 respondents (1.2%) did not answer this question.

The CSI Score is 86.4, which infers respondents are very satisfied with Whakatane District as a place to live.



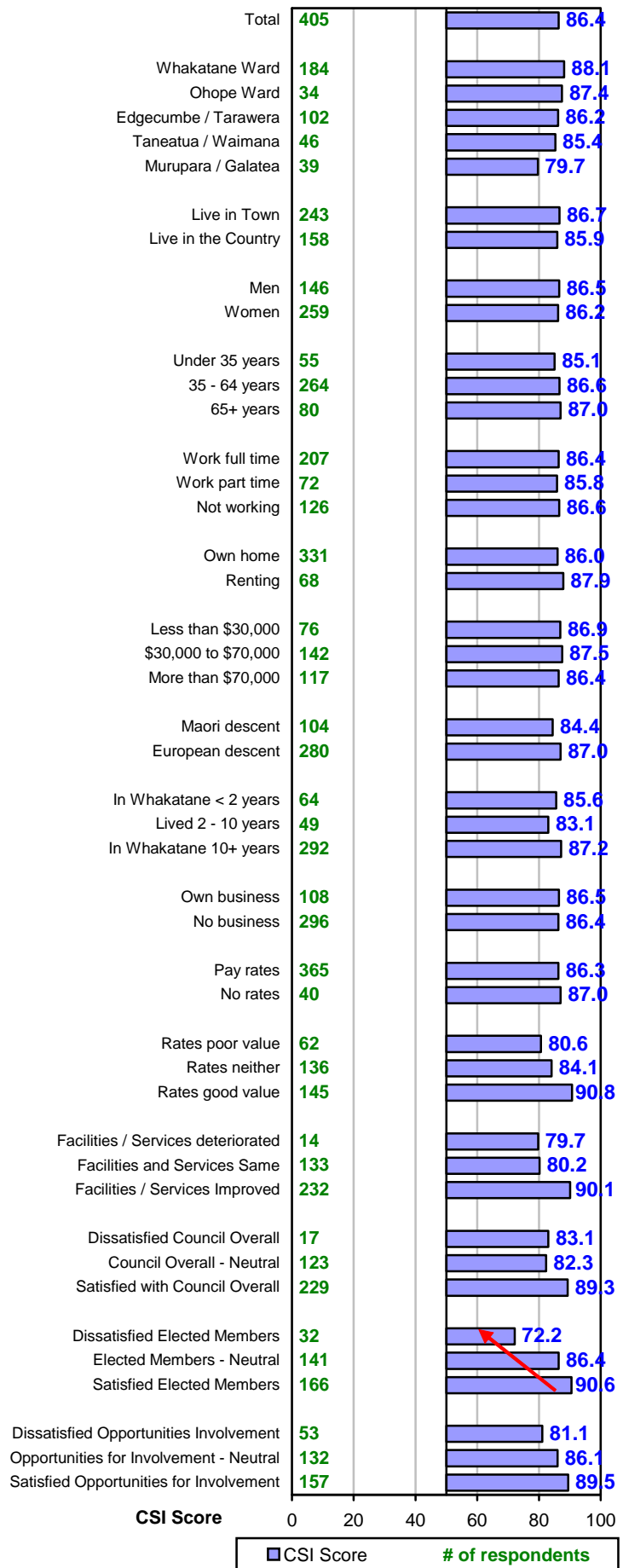
Satisfaction with Whakatane District as a place to live by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are very high levels of satisfaction with Whakatane District as a place to live across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with Whakatane District as a place to live were:

- Respondents who thought they received good value for their rates (CSI Score 90.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 80.6).
- Those from the Murupara / Galatea Ward (CSI Score 79.7) appear less satisfied than those from the other Wards
- Those who thought that the facilities and services had improved (CSI Score 90.1) are significantly more satisfied than those who thought that the facilities and services had deteriorated (CSI Score 79.7)
- Those who were satisfied with the overall performance of Council (CSI Score 89.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 83.1).
- Those who were satisfied with the Elected Members (CSI Score 90.6) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 72.2).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 89.5) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 81.1).



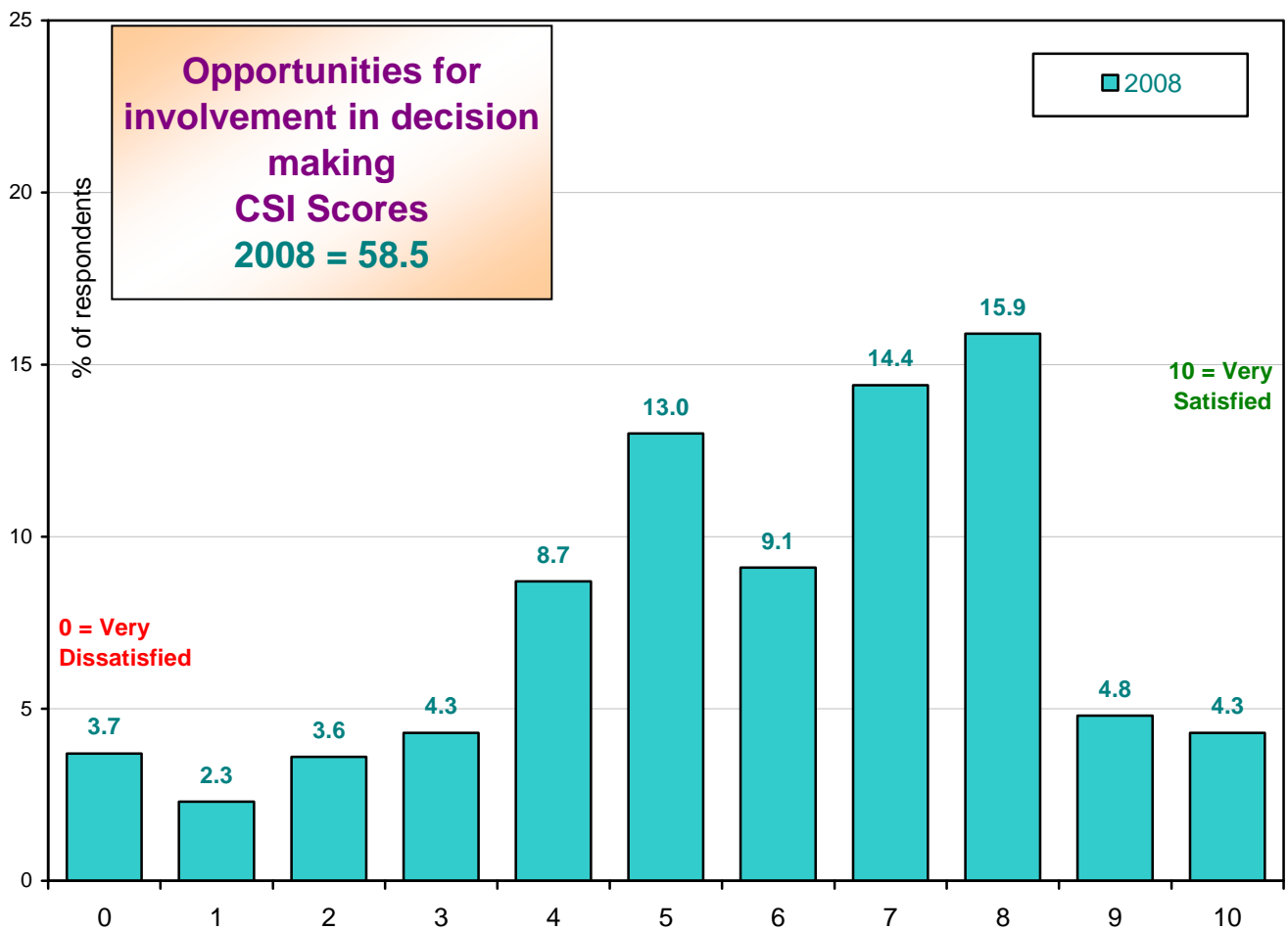
Opportunities for involvement in decision making

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

Just over a third of the respondents (39%) were satisfied with Council providing good opportunities for community involvement in decision making (Scores 7 – 10). The mode was a score of 8 (16%) but just 9.1% rated this with a score of 9 or 10 (exceeded expectations).

A seventh of the respondents (14%) were dissatisfied with the opportunities for community involvement in decision making Council provided (scores 0 – 3) while 31% rated this as neutral (Scores 4 to 6). The remaining 16% did not answer this question.

The CSI Score is 58.5, which infers respondents have some issues with the opportunities they have for community involvement in Council decision making.



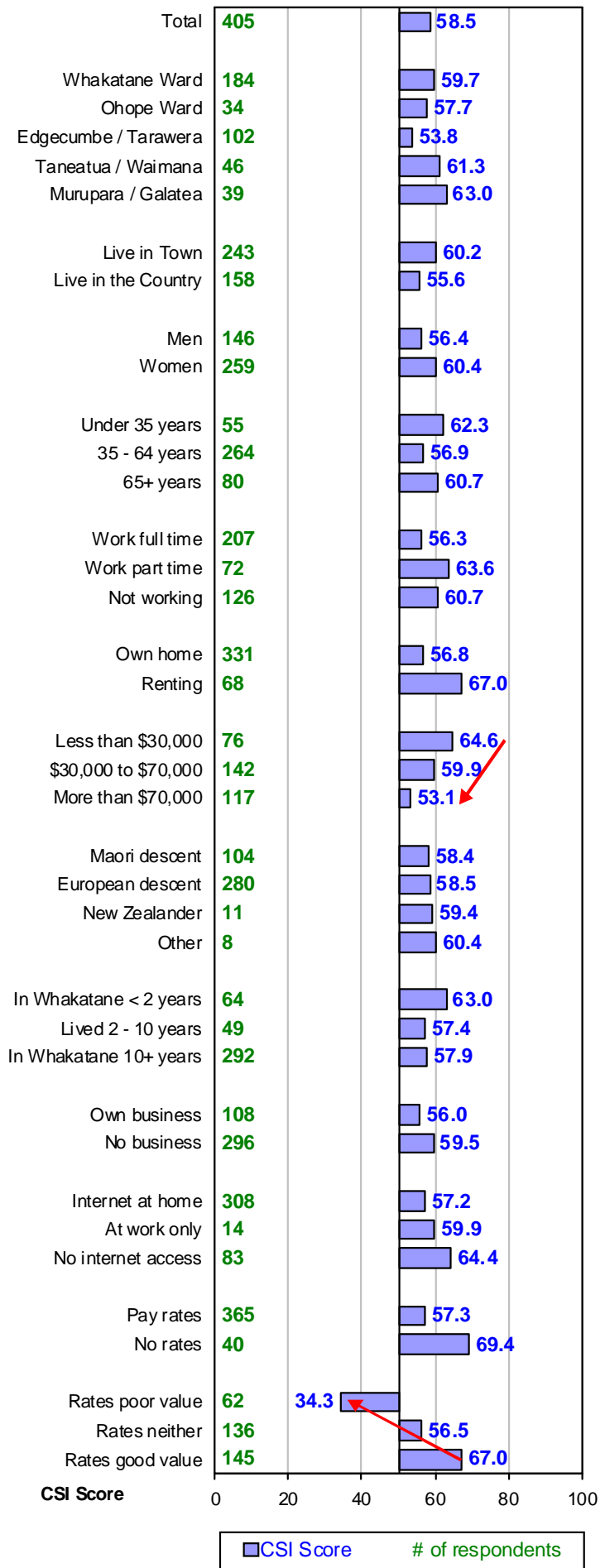
Satisfaction with the opportunities for involvement in decision making by demographics

There are a number of variables which appear to have a significant impact on satisfaction with the opportunities for involvement in decision making. The chart opposite compares these variables.

Most of the subgroups rate the opportunities for involvement in decision making with scores that infer they have some issues.

The variables that appear to have had the greatest impact on satisfaction with the opportunities for involvement in decision making were:

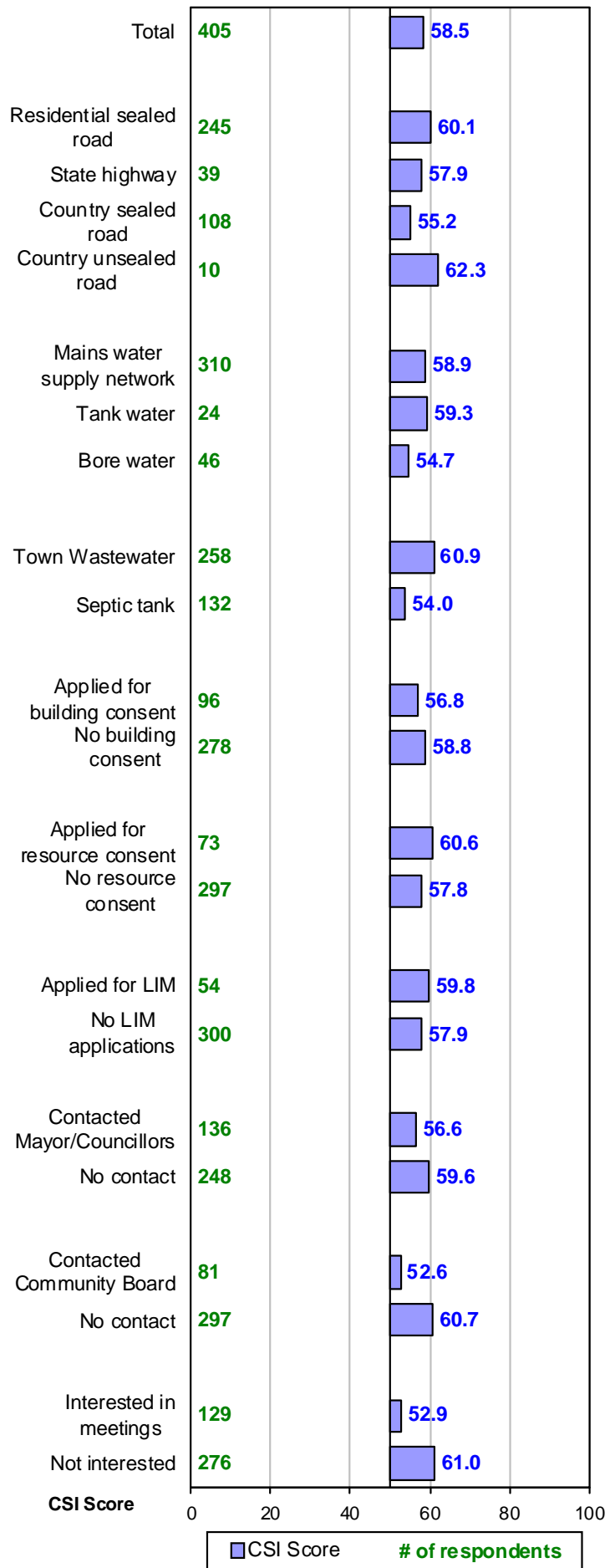
- Those from the Edgecumbe / Tarawera Ward appear the least satisfied (CSI Score 53.8) versus CSI scores from 57.7 to 63.0 for the other Wards.
- Those who own their own home are less satisfied with opportunities for involvement in decision making than those who don't (CSI Score 56.8 and 67.0 respectively).
- Those with a household income under \$30,000 (CSI Score 64.6) are more satisfied with opportunities for involvement in decision making than those in the higher income brackets (CSI Score 59.9 and 53.1).
- Those who pay rates are significantly less satisfied with the opportunities for involvement in decision making than those who don't (CSI Score 69.4 and 57.3 respectively).
- Respondents who thought they received good value for their rates (CSI Score 67.0) were significantly more satisfied with opportunities for involvement in decision making than those who thought they got poor value for their rates (CSI Score 34.3).



Satisfaction with the Opportunities for involvement in decision making by services

The type of road the respondent lives beside, and the type of water supply and wastewater system at the respondent's home, had little impact on the level of satisfaction with the opportunities for involvement in decision making.

All of the subgroups rate the opportunities for involvement in decision making with scores that infer they have some issues.



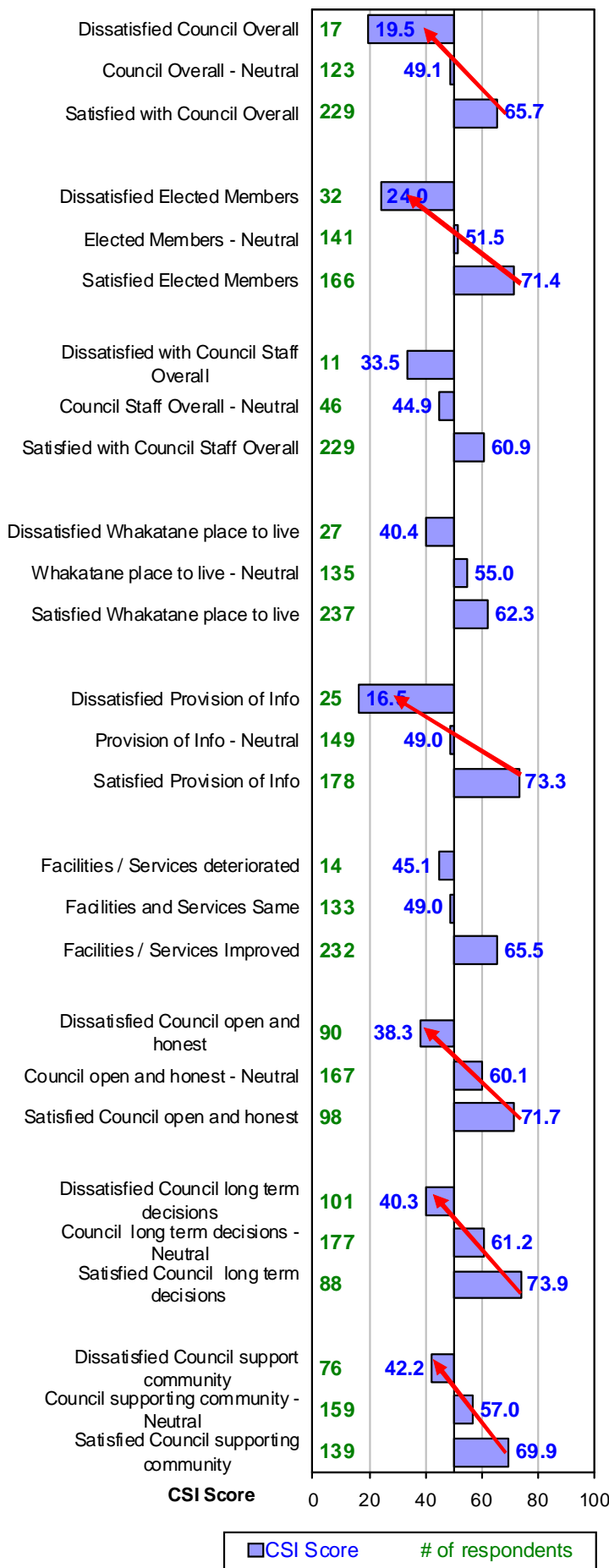
Satisfaction with the Opportunities for involvement in decision making by Attitudes

There are a number of other questions which appear to have a significant impact on the satisfaction with the opportunities for involvement in decision making. The chart opposite compares these variables.

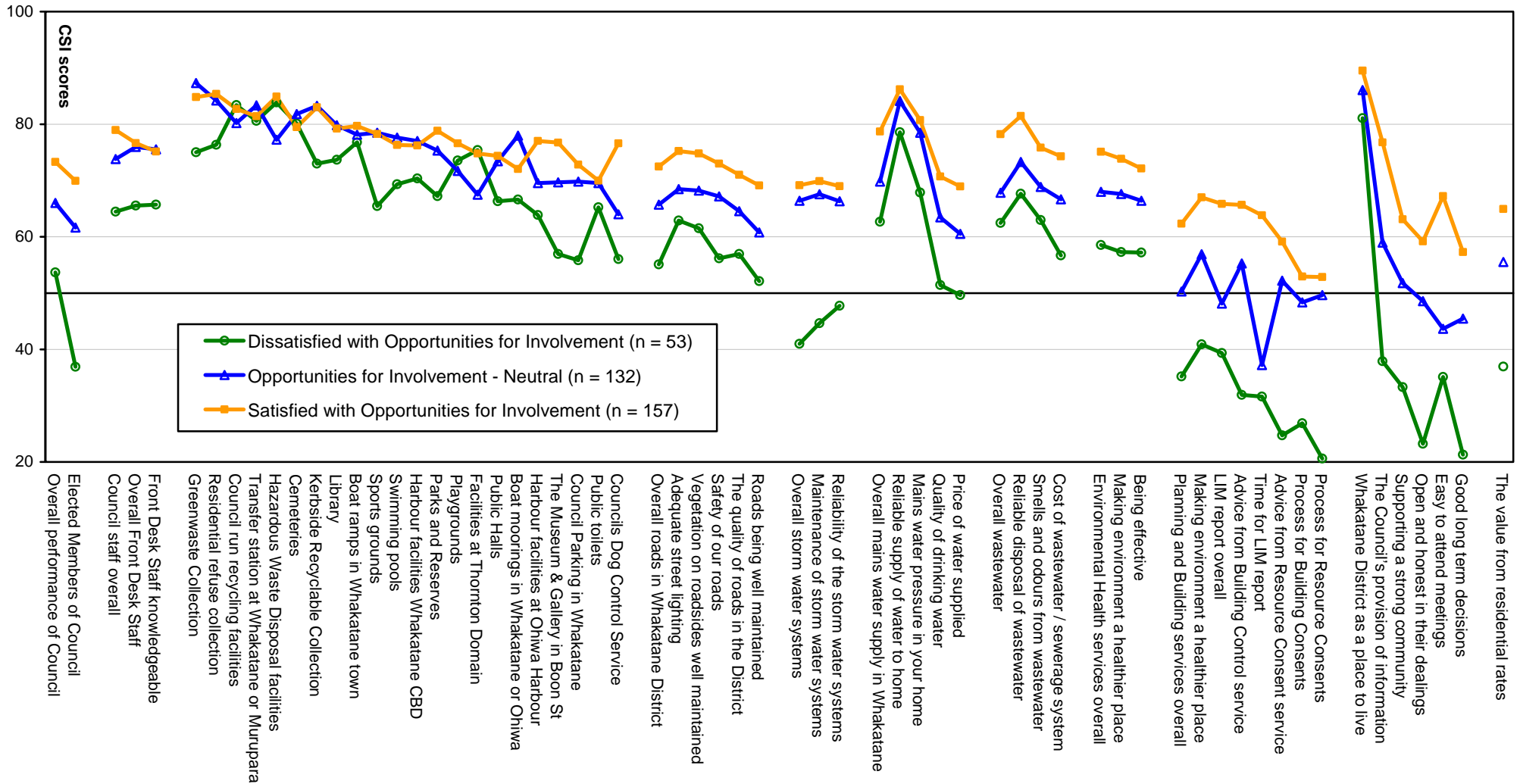
It appears that the way the respondent rates the opportunities for involvement in decision making is related to how they think the Council has performed in a number of specific areas.

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

- Those who were satisfied with the Overall Performance of Council are significantly more satisfied (CSI Score 65.7) with the opportunities for involvement in decision making than those who were dissatisfied with the Overall Performance of Council (CSI Score 19.5).
- Those who were satisfied with the Elected Members (CSI Score 71.4) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Elected Members (CSI Score 24.0).
- Those who were satisfied with Council's provision of information (CSI Score 73.3) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with Council's provision of information (CSI Score 16.5).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI Score 71.7) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with Council's provision of information (CSI Score 16.5).
- Those who were satisfied with the Council long term decisions (CSI Score 73.9) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Council long term decisions (CSI Score 40.3).
- Those who were satisfied with the Council supporting community (CSI Score 69.9) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Council supporting community (CSI Score 42.2).



The chart compares the effect that satisfaction with the opportunities for involvement in decision making has on the respondents' satisfaction with all Council provided facilities and services. The satisfaction with the opportunities for involvement in decision making has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who are satisfied with the opportunities for involvement in decision making (n=157) tend to rate all facilities and services significantly higher than those who are dissatisfied with the opportunities for involvement in decision making (n=53).



Opportunities for involvement in decision making – why less than satisfied

The respondents who were not satisfied (scores 0 – 5) with the opportunities for involvement in decision making (n= 142) were asked ‘Why do you feel this way?’

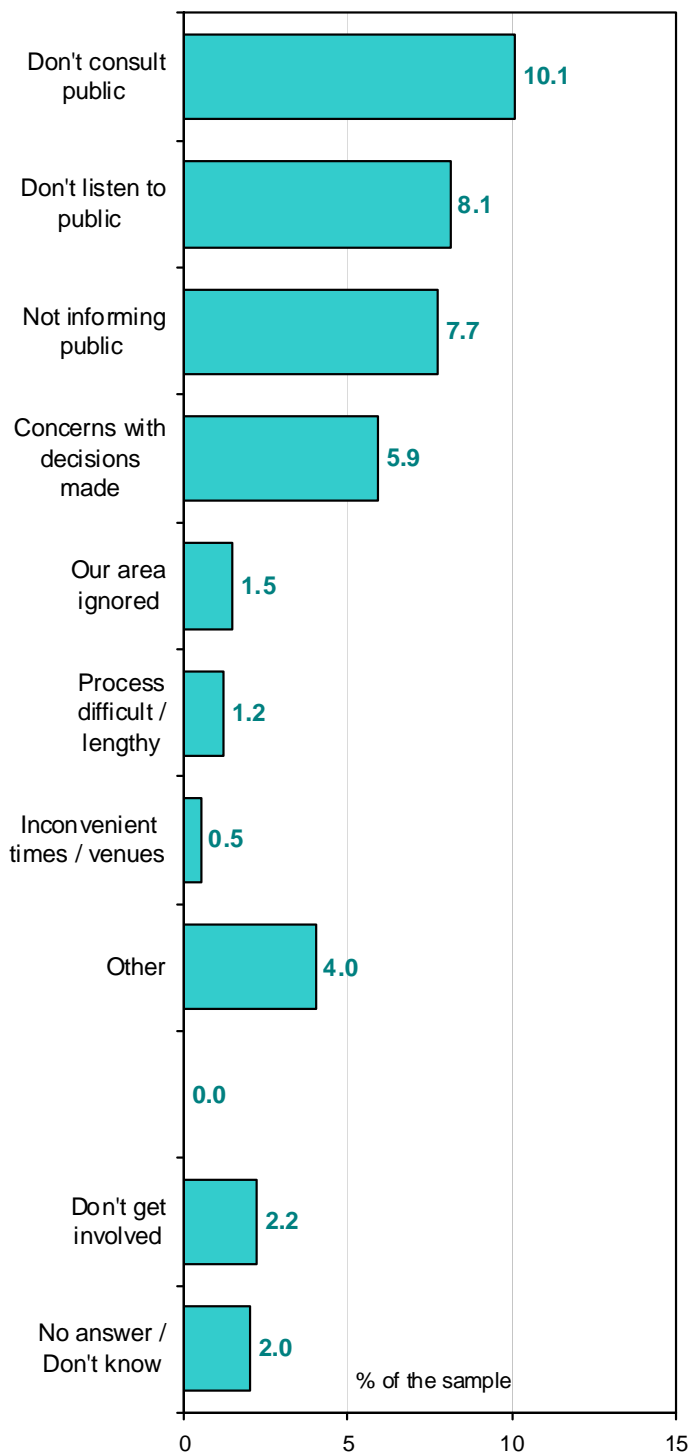
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a range of comments offered by those who were less than satisfied with the opportunities Council provides for community involvement in decision making.

The main comments included...

- Feeling they do not consult the public mentioned by 10% of the total sample (29% of those who are less than satisfied)
- Do not listen to public opinion (8% of the sample)
- The feeling that Council were not informing the public enough, mentioned by 8% of the sample

There was a range of other comments. Others mentioned they were not interested / don't get involved (2%) or did not answer this question (2%).



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

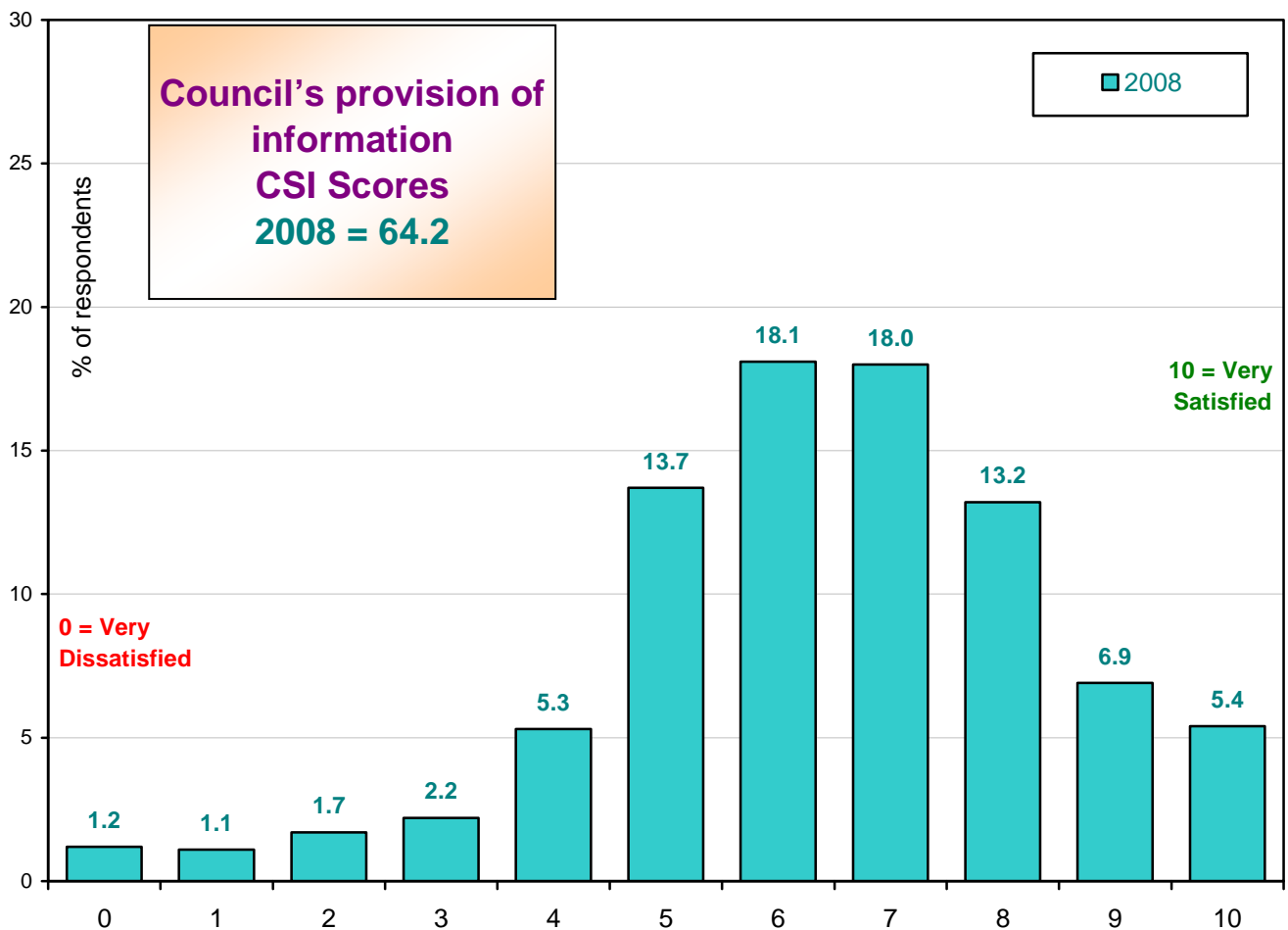
Council’s provision of information

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

Almost half of the respondents (44%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. An eighth of the respondents (12.3%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 6 (18%).

Only a few respondents (6.2%) were dissatisfied with the Council providing this type of information (scores 0 – 3) while 37% rated this as neutral (Scores 4 – 6). The remaining 13% did not answer this question.

The CSI Score is 64.2, which infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.



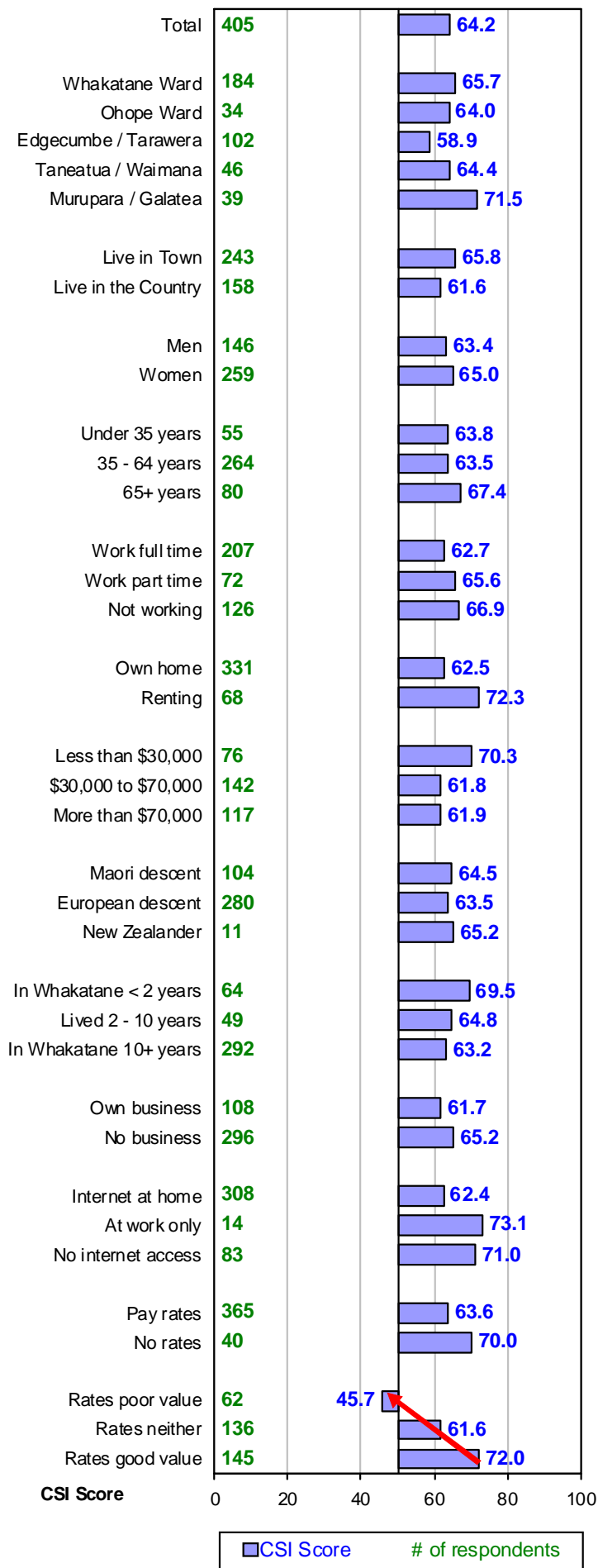
Satisfaction with the Council's provision of information by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council's provision of information. The chart opposite compares these variables.

Most of the subgroups rate the Council's provision of information with scores that infer they have some issues.

The variables that appear to have had the greatest impact on satisfaction with Council's provision of information were:

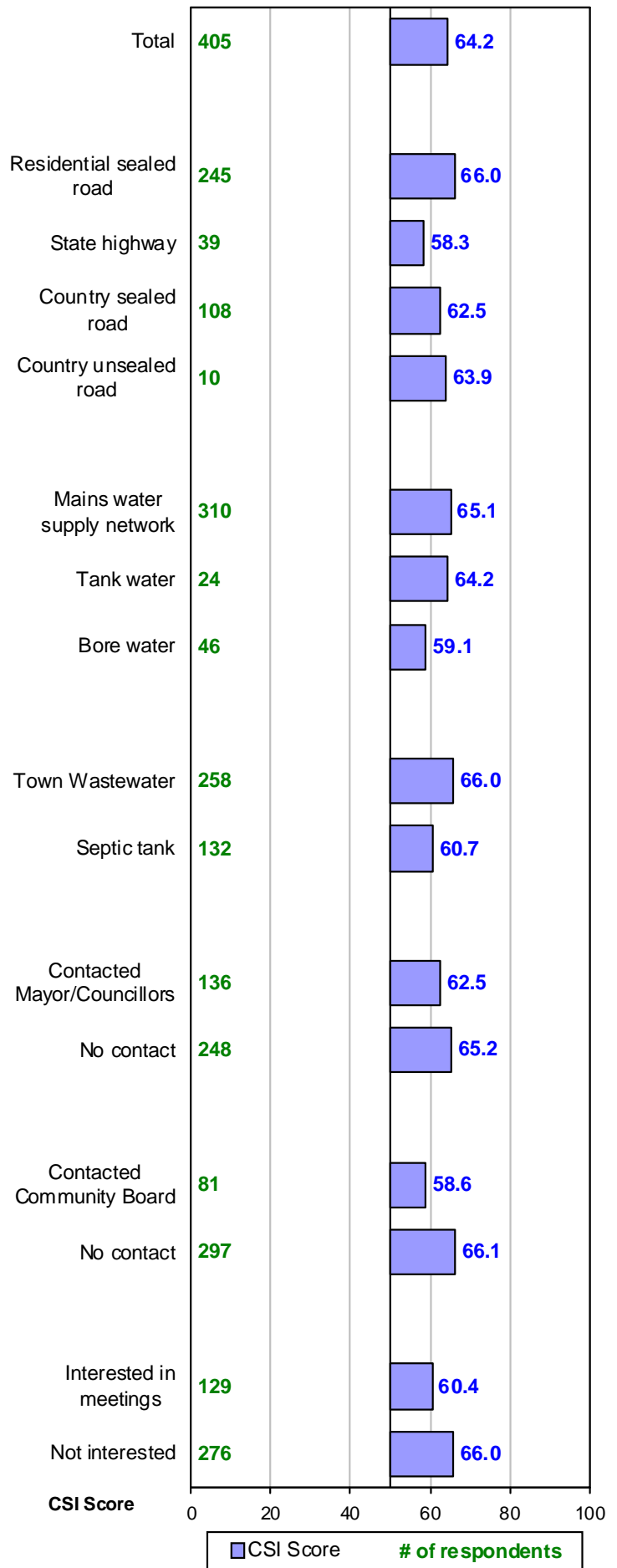
- Those from the Edgecumbe / Tarawera Ward appear the least satisfied (CSI Score 58.9) versus CSI scores from 64.0 to 71.5 for the other Wards.
- Those with a household income under \$30,000 (CSI Score 70.3) are more satisfied with Council's provision of information than those in the higher income brackets (CSI Score 61.8 and 61.9).
- Those who own their own home are less satisfied with Council's provision of information than those who don't (CSI Score 62.5 and 72.3) respectively.
- Those who pay rates are less satisfied with Council's provision of information than those who don't (CSI Score 63.6 and 70.0) respectively.
- Respondents who thought they received good value for their rates (CSI Score 72.0) were significantly more satisfied with Council's provision of information than those who thought they got poor value for their rates (CSI Score 45.7).



Satisfaction with the Council's provision of information by services

The type of road the respondent lives beside, and the type of water supply and wastewater system at the respondent's home, had little impact on the level of satisfaction with Council's provision of information.

All of the subgroups rate the Council's provision of information with scores that infer they have some issues.



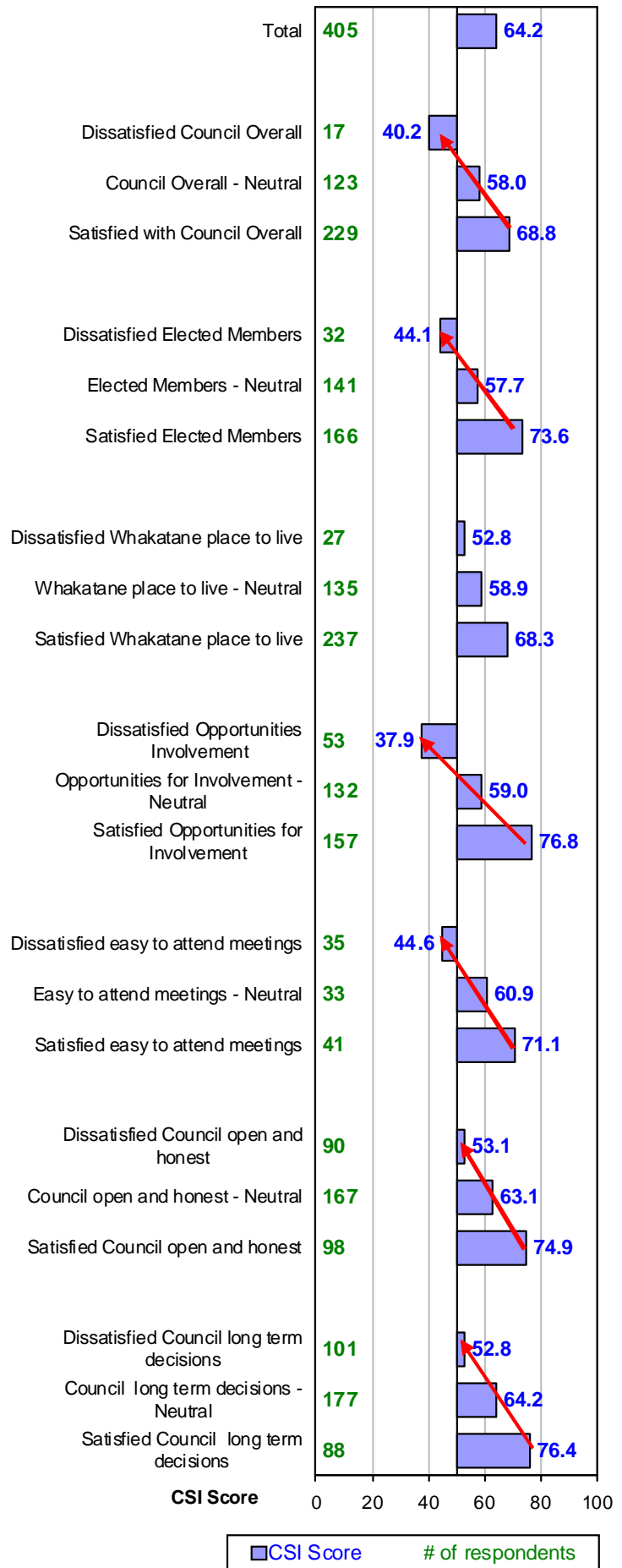
Satisfaction with the Council's provision of information by Attitudes

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

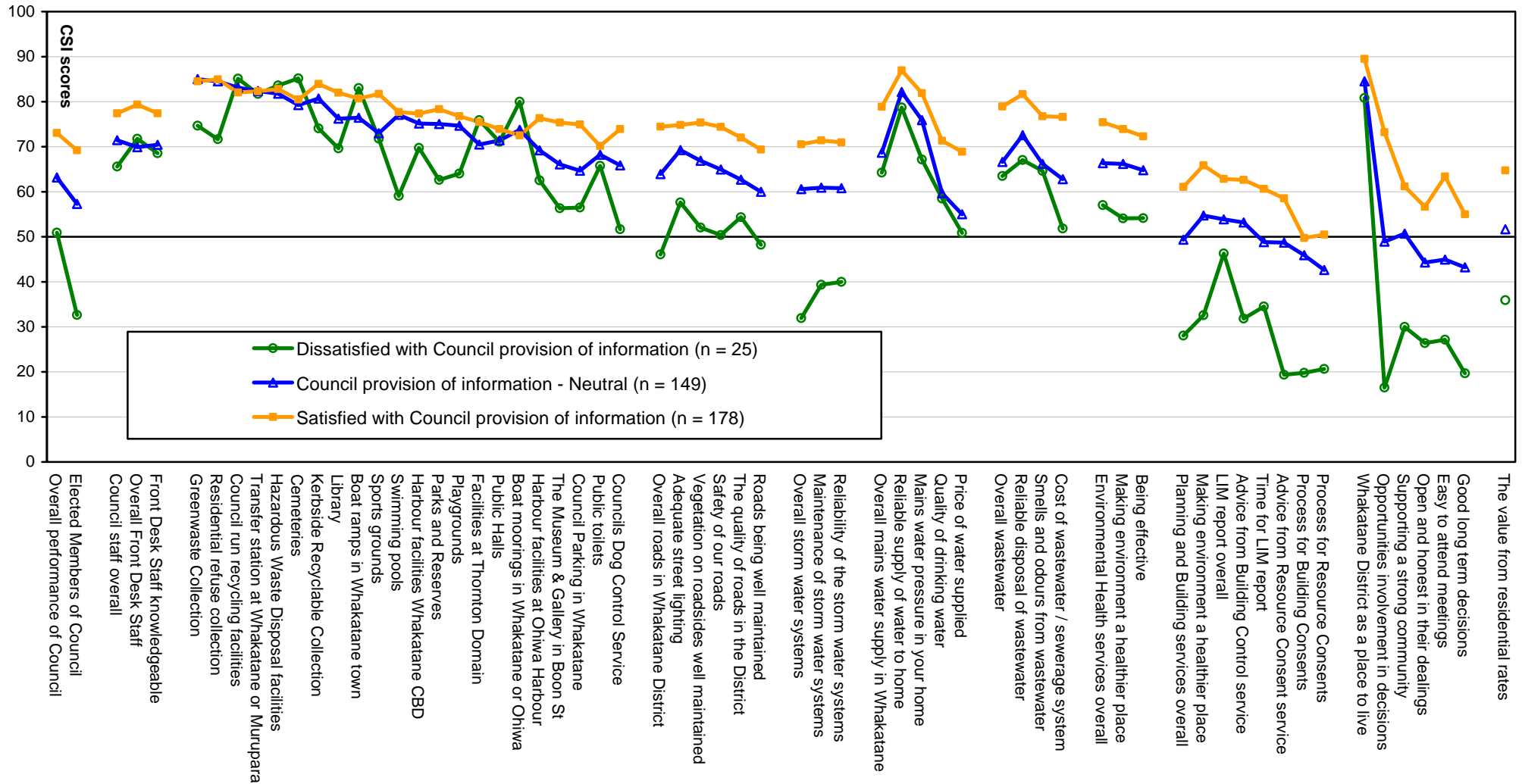
It appears that the way the respondent rates the Council's provision of information is related to how they think the Council has performed in a number of specific areas.

The variables that appear to have had the greatest impact on satisfaction with Council's provision of information were:

- Those who were satisfied with the Overall Performance of Council are significantly more satisfied (CSI Score 68.8) with the Council's provision of information than those who were dissatisfied with the Overall Performance of Council (CSI Score 40.2).
- Those who were satisfied with the Elected Members (CSI Score 73.6) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Elected Members (CSI Score 44.1).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI Score 76.8) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI Score 37.9).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI Score 74.9) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI Score 53.1).



The chart compares the effect that satisfaction with Council's provision of information has on the respondents' satisfaction with all Council provided facilities and services. The satisfaction with Council's provision of information has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who are satisfied with Council's provision of information (n=178) tend to rate all facilities and services significantly higher than those who are dissatisfied with Council's provision of information (n=25).



What could the Council do to make sure you get the information you need

The respondents who were not satisfied (scores 0 – 5) with the Council’s provision of information (n= 101) were asked ‘What could the Council do to make sure you get the information you need’

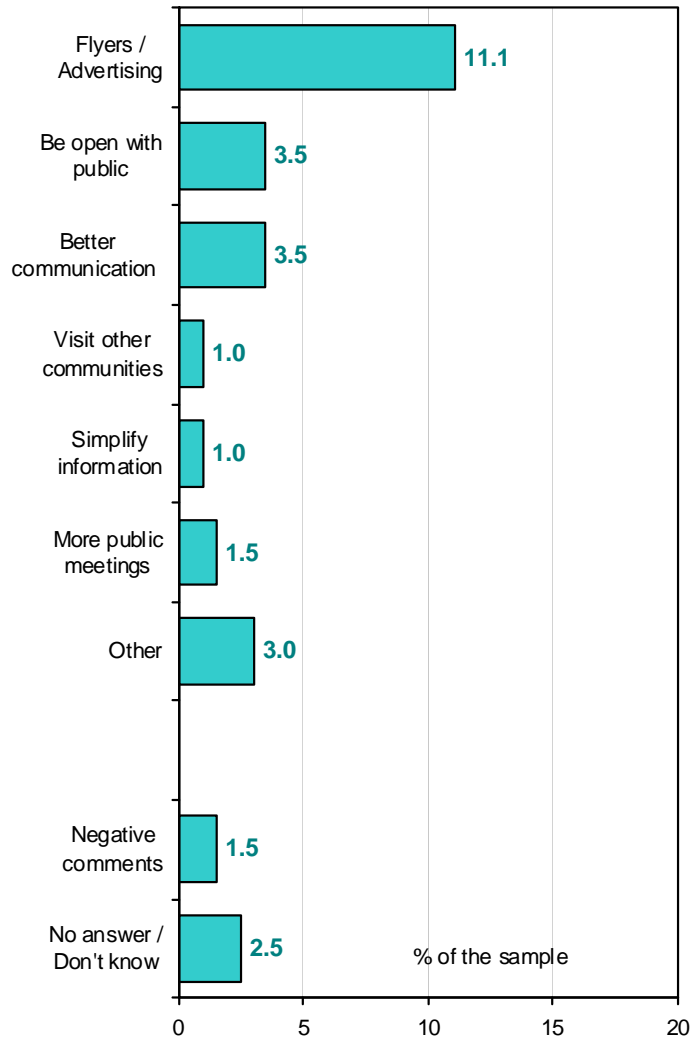
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a range of comments offered by those who were less than satisfied with Council’s provision of information.

The main comments included...

- Advertising or flyers mentioned by 11% of the total sample (45% of those who are less than satisfied)
- Being more open with the public (3.5% of the sample)
- Better communication, mentioned by 3.5% of the sample

There was a range of other comments.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

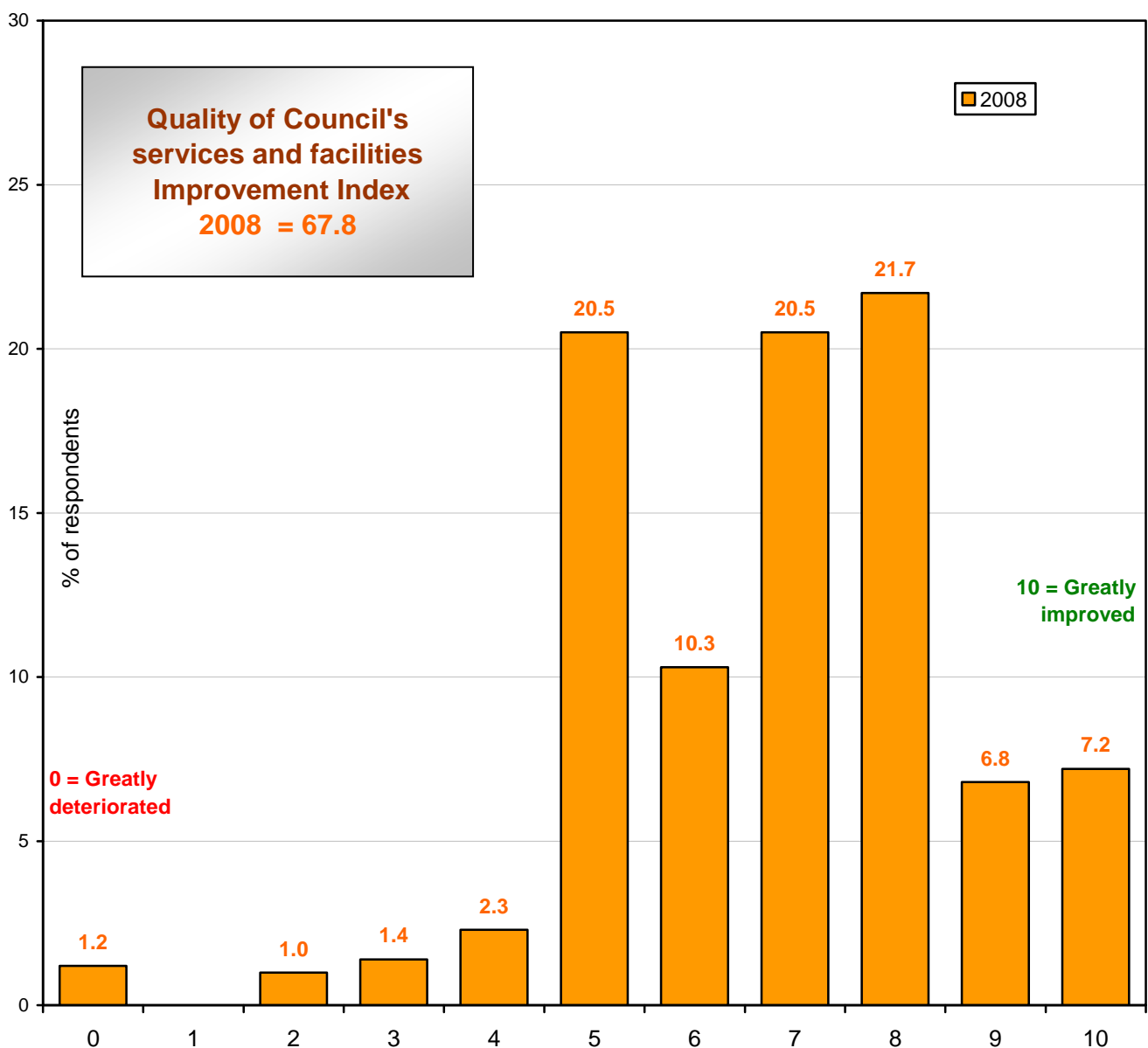
Quality of Council facilities and services

Respondents were asked 'and using a 10 point scale where 0 = greatly deteriorated and 10 = greatly improved, overall how would you rate the quality of Council facilities and services in the past 12 months'.

Over half of the respondents, (56%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 7% rated this with a score of 10 (greatly improved). Only fourteen respondents (3.6%) felt the quality had deteriorated (Scores 0 – 3) and only 5 respondents (1.2%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 67.8.

It is important to note that an Improvement Index of 51 or more represents an improvement upon the previous year.

With the Index being well above 50 this year, this infers that the respondents believe the quality of Council facilities and services have improved from last year.

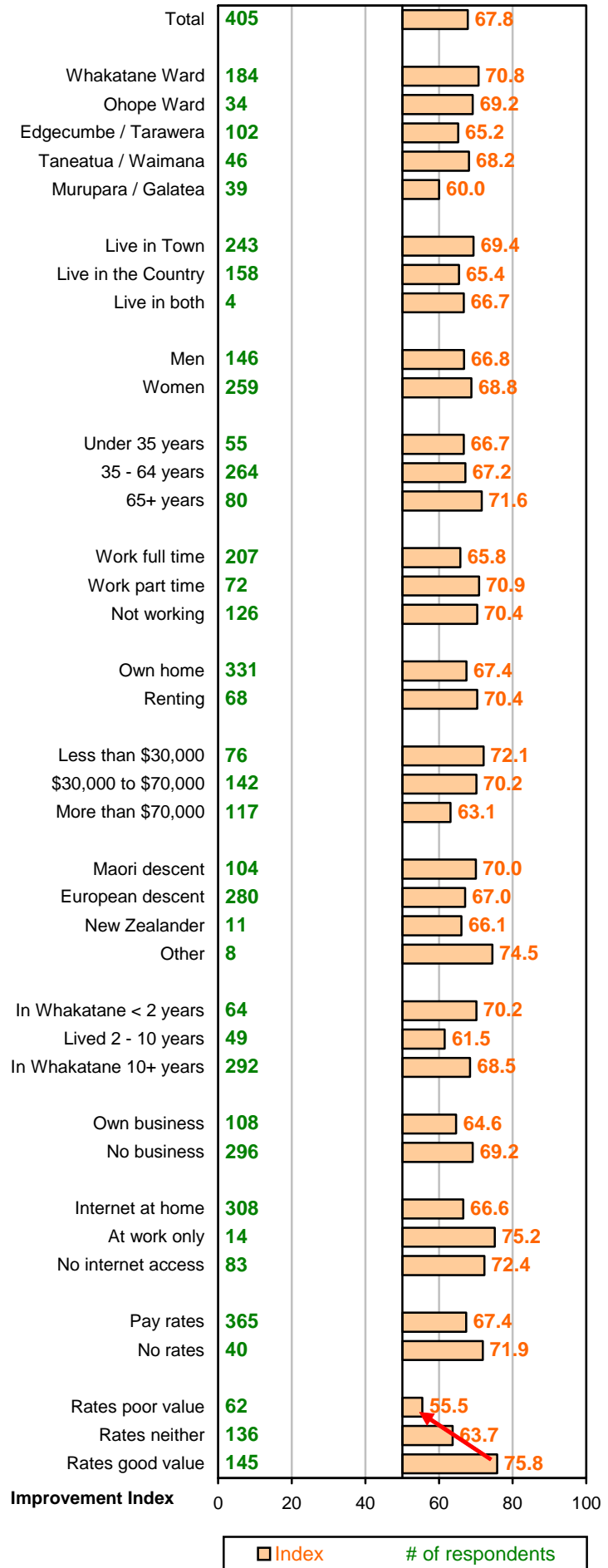


Quality Improvement by demographics

There was limited variation in proportion of those who felt the quality of Council facilities and services had improved in the past year by the demographic subgroups. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on how the respondent rates whether the quality of Council facilities and services had improved in the past year are:

- Respondents from the Whakatane Ward appear more likely to think the quality had improved (QII 70.8) versus a QII score of 69.2 – 60.0 for those from the other Wards.
- Household income has a noticeable impact with those from the lowest income stream appearing most likely to think the quality had improved (QII 72.1).
- Respondents who rent appear more likely to think the quality had improved (QII 70.4) versus a QII score of 67.4 for those who live in their own home.
- Those who thought they received good value from their rates were significantly more likely to think the quality of facilities and services had improved (QII 75.8) versus 63.7 for those who thought the value of rates was neutral and 55.5 for those who thought the value of rates was poor.
- Those who did not own or operate their own business were more likely to think the quality of facilities and services had improved (QII 69.2) versus 64.6 for those who owned or operated their own business.

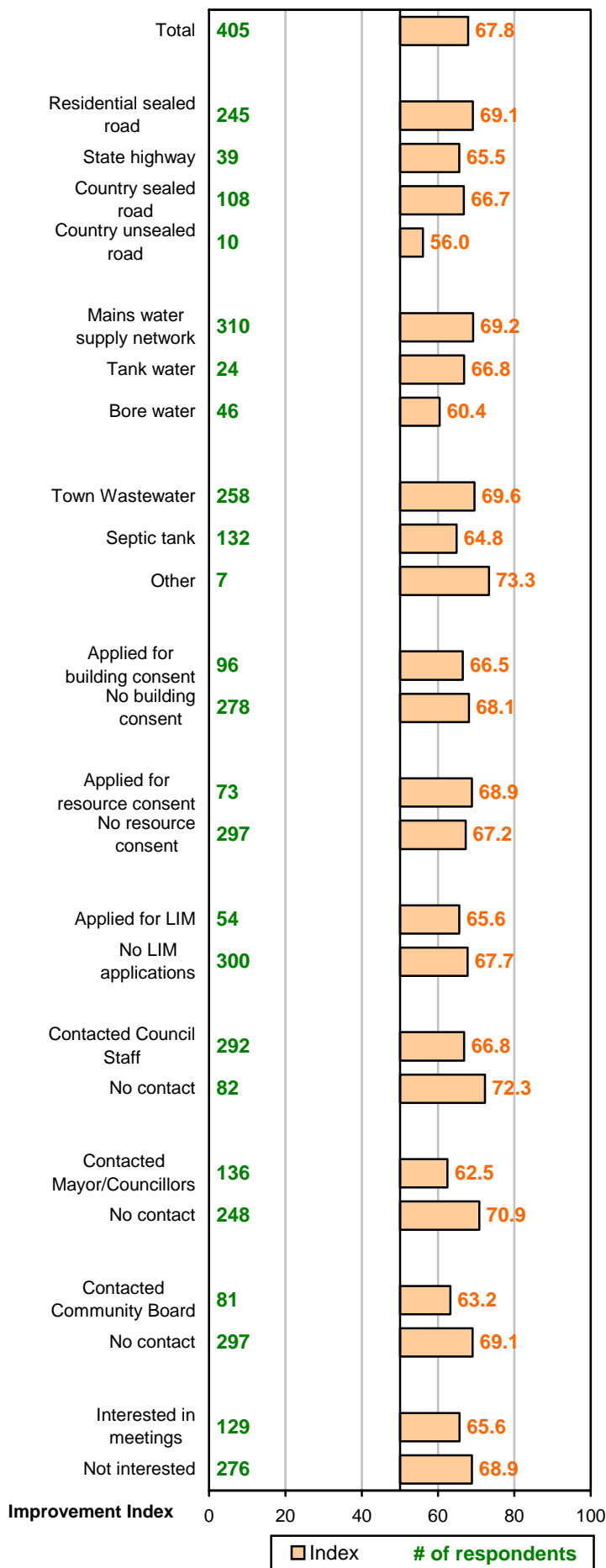


Quality Improvement by services

The type of road the respondent lives beside, and the type of water supply and wastewater system at the respondent's home, had limited impact on whether the respondent felt the quality of Council facilities and services had improved in the past year or not.

The variables that appear to have had the greatest impact on how the respondent rates whether the quality of Council facilities and services had improved in the past year are:

- Respondents who live beside residential sealed roads appear more likely to think the quality had improved (QII 69.1) versus a QII score of 66.7 – 56.0 for those who lived on other types of roads.
- Those who were on the Council's main water supply network appear most likely to think the quality had improved (QII 69.2 versus those on tank water QII 66.8 or those on bore water QII 73.3).
- Those who were on the wastewater and sewage pipeline network were more likely to think the quality had improved (QII 69.6) versus those who were on septic tanks (QII 64.8).
- Those who had had no contact with the Mayor or Councillors were more likely to think the quality had improved (QII 70.9) versus those who had had contact with Mayor or Councillors (QII 62.5).

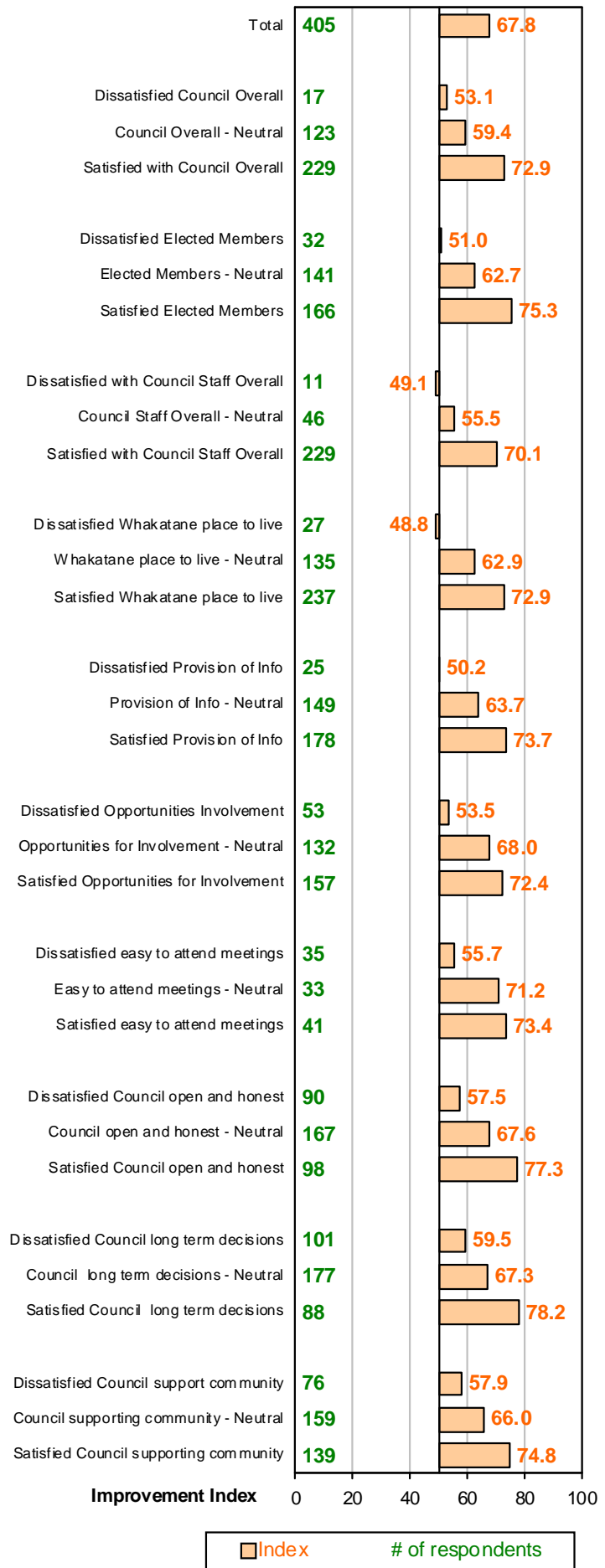


Satisfaction with Quality Improvement by Attitudes

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

The variables that appear to have had the greatest impact on how the respondent rates whether the quality of Council facilities and services had improved in the past year are:

- Respondents who were satisfied with the overall performance of Council were significantly more likely to think the quality of facilities and services had improved (QII 72.9), versus 53.1 for the few who were dissatisfied with the overall performance of Council.
- Respondents who were satisfied with the overall performance of the Elected Members were significantly more likely to think the quality of facilities and services had improved (QII 75.3), versus 51.0 for those who were dissatisfied with the overall performance of the Elected Members
- Respondents who were satisfied with the overall performance of the Council Staff were significantly more likely to think the quality of facilities and services had improved (QII 70.1), versus 49.1 for those who were dissatisfied with the overall performance of the Council Staff.
- Those who were satisfied with the Council's provision of information (CSI Score 73.7) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI Score 50.2).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI Score 72.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI Score 53.5).



Why felt Facilities and Services had not improved

Respondents were asked ‘And using a 10 point scale where 0 = greatly deteriorated and 10 = greatly improved, overall how would you rate the quality of Council facilities and services in the past 12 months’ The respondents who rated the above question at 5 or less were asked ‘Why do you feel this way’.

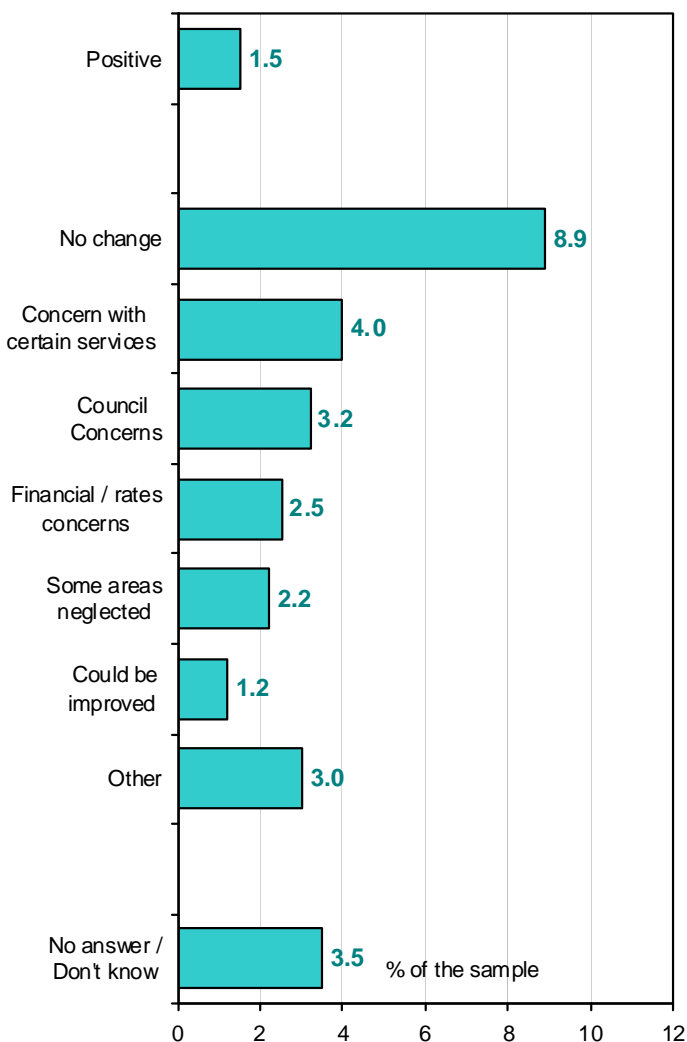
This question was asked as an open question with the answers grouped together for analysis purposes.

There was a wide range of comments offered by those who felt the quality of Council services and facilities had not improved.

The main suggestions included...

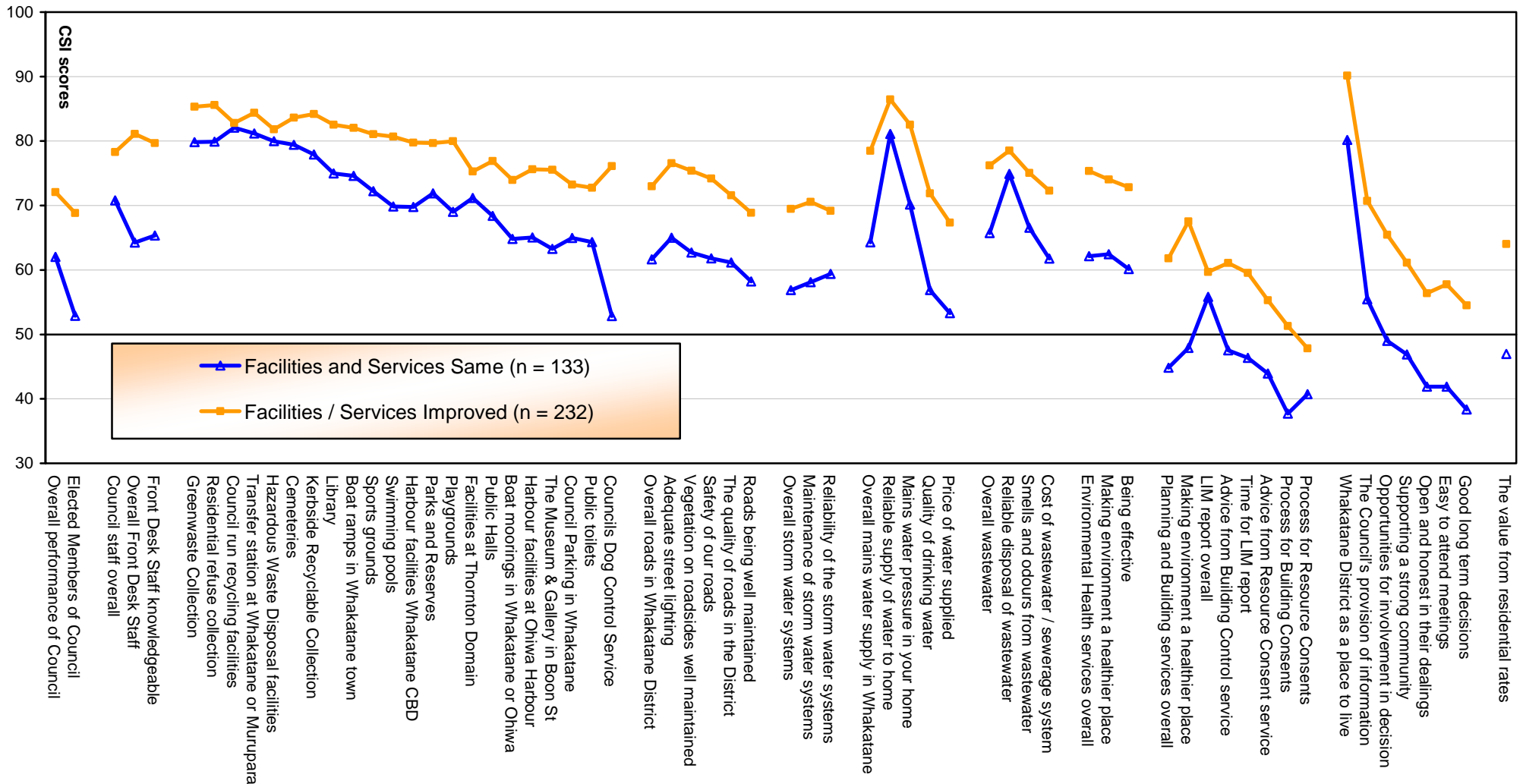
- No change, everything is much the same (8.9% of sample but 36% of those who felt things had not improved);
- Concern with specific services (4.0% of the sample);
- Concern with Council (3% of the sample);
- Rates or financial concerns (2.5%)
- Feeling their area was neglected (2%)

There was a range of other suggestions.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

The chart compares the effect that the respondents rating for whether the facilities or services has improved or not on their satisfaction with all Council provided facilities and services. Since only 14 respondents felt that the facilities or services were worse than the previous year these are excluded from this analysis. The respondents who felt that the facilities or services had improved in the past 12 months (n = 232) rated all factors significantly higher than those who felt things has stayed the same (n = 133). Some of the largest differences are in the rating for rates, the opportunities for involvement in decision making, the provision of information, dog control and the Elected Members.



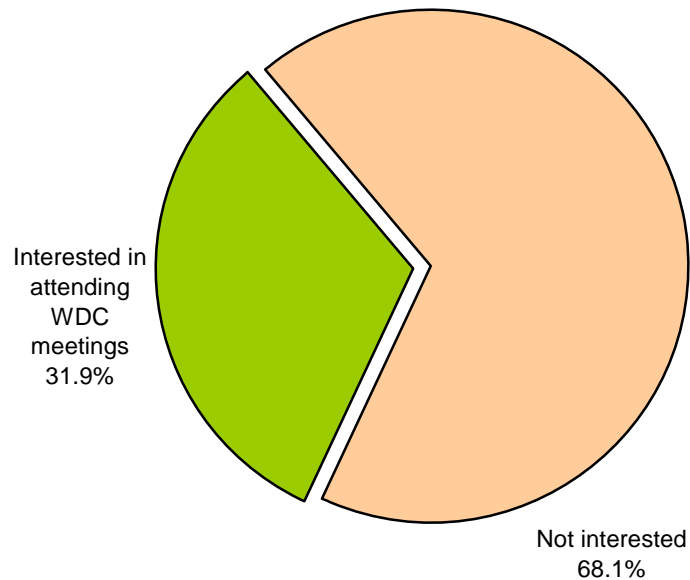
Democratic Process

Interest in Attending Meetings

Respondents were asked 'are you interested in attending meetings held by Whakatane District Council'.

Only a third of the respondents (32%) were interested in attending meetings held by the Whakatane District Council.

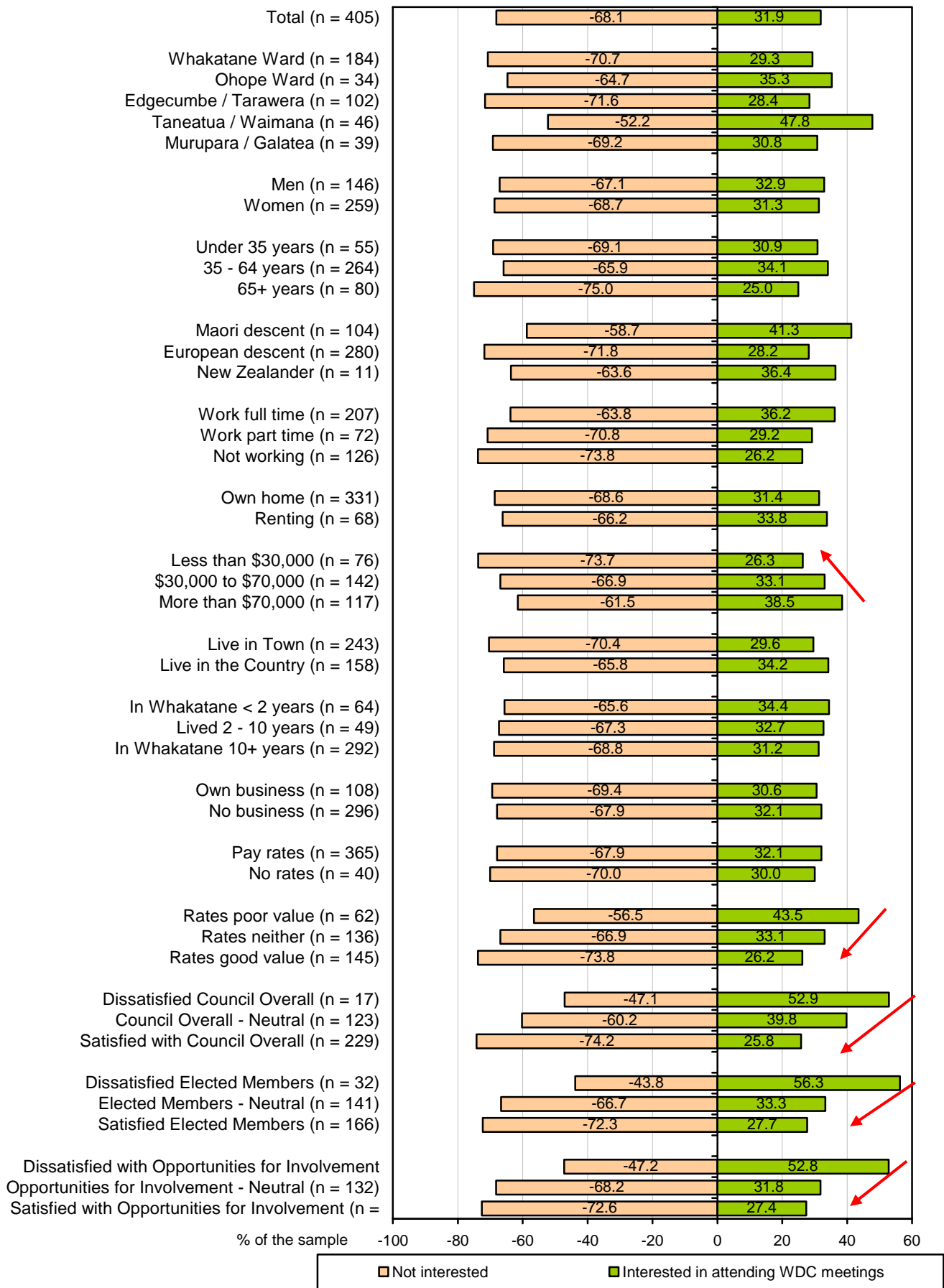
Two thirds of the sample (68%) were not interested in attending meetings.



The chart over the page compares the proportion of the various subgroups of interest that were interested in attending meetings held by the Whakatane District Council. Respondents who were significantly **more likely** to be interested in attending meetings held by the Whakatane District Council include:

- Those with a household income over \$70,000 (39% of the sample) versus 26% for those with a household income under \$30,000
- Those from the Taneatua - Waimana Ward (48%) versus 28% for those from the Edgecumbe - Tarawera Ward
- Those of Maori descent (41%) versus 28% for those of European descent
- Respondents who thought they received poor value for their rates (44%) versus 26% for those who thought they got good value for their rates.
- Those who were dissatisfied with the overall performance of Council (53%) versus 26% for those who were satisfied with the overall performance of Council
- Those who were dissatisfied with the Elected Members (56%) versus 28% for those who were satisfied with the Elected Members
- Those who were dissatisfied with the opportunities Council provides for community involvement in decision making (53%) versus 27% for those who were satisfied with the opportunities Council provides for community involvement in decision making

Interest in attending meetings held by WDC by subgroup



Being easy to attend meetings held by the Whakatane District Council

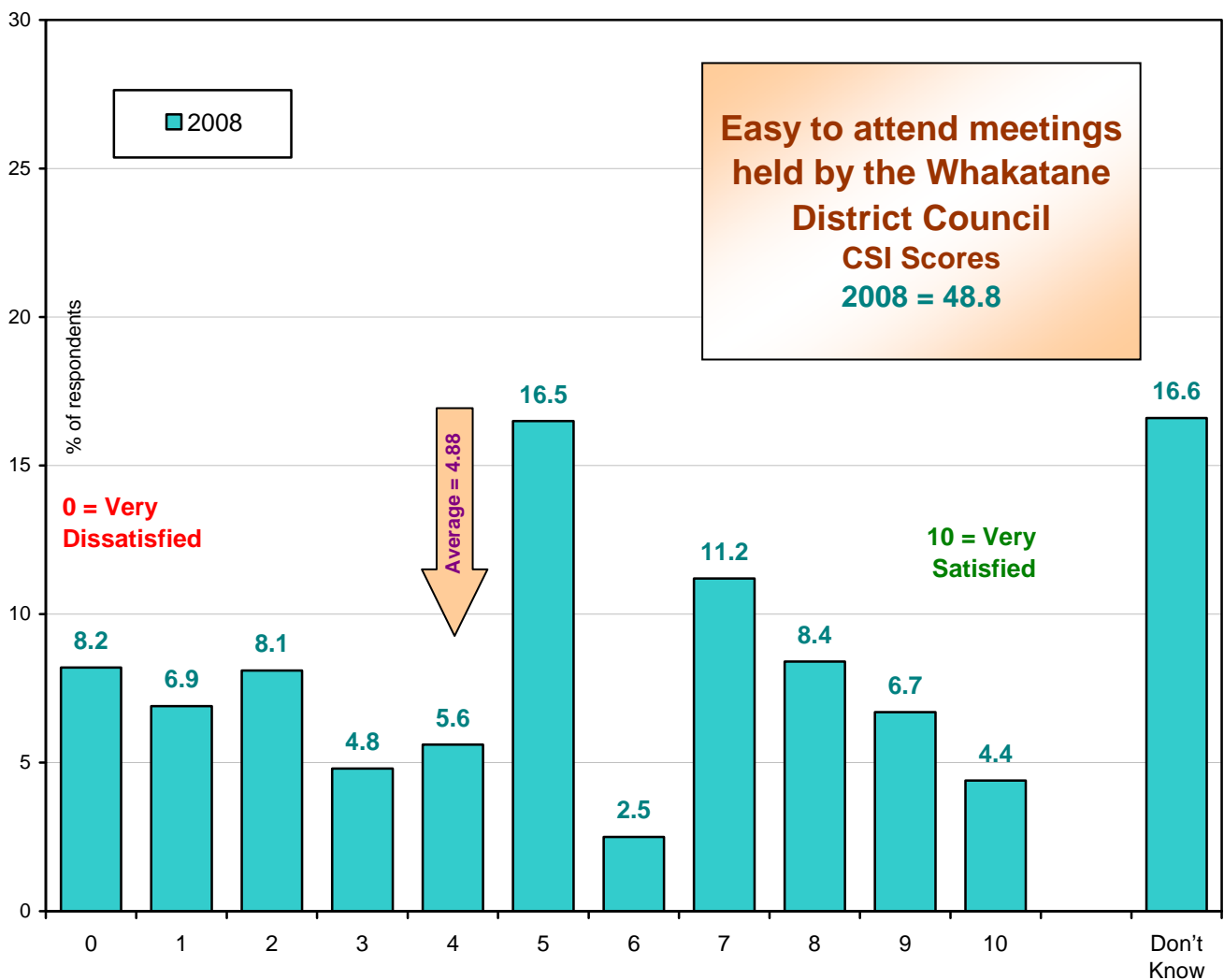
Respondents who were interested in attending meetings (n = 129) were then asked 'And using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with it being easy to attend meetings held by the Whakatane District Council?'

A third of the respondents (31%) were satisfied with it being easy to attend meetings, (Scores 7 – 10). The mode was a score of 5 (17%) and only 11% rated this with a score of 9 or 10 (exceeded expectations).

A quarter of the respondents (25%) rated their satisfaction with a neutral score (Scores 4 – 6). Over a quarter of the respondents (28%) rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The remaining 17% did not answer this question.

The CSI Score for it being easy for people to attend meetings was 48.8, which infers respondents have serious issues with the perceived ease which they can attend meetings.



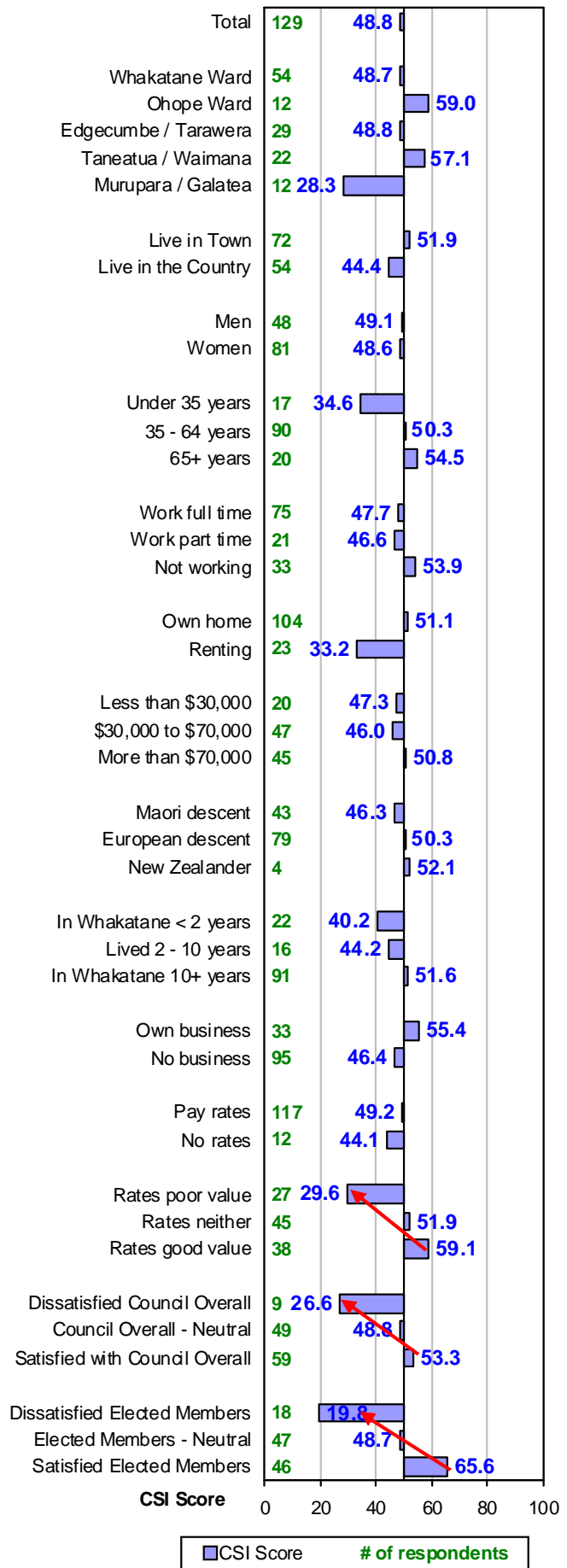
Satisfaction with it being easy to attend meetings by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that most subgroups are not satisfied with it being easy to attend meetings held by the Whakatane District Council.

The variables that appear to have had the greatest impact on satisfaction with it being easy to attend meetings were:

- Those from the Murupara / Galatea Ward (CSI Score 28.3) are less satisfied than those from the other Wards
- Respondents aged over 65 (CSI Score 54.5) appear slightly more satisfied than those from other age groups.
- Those who are renting (CSI Score 33.2) are less satisfied than those who own their own home.
- Respondents who thought they received good value for their rates (CSI Score 59.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 29.6).
- Respondents who were satisfied with the overall performance of Council (CSI Score 53.3) were significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI Score 26.6).
- Respondents who were satisfied with the Elected Members (CSI Score 65.6) were significantly more satisfied than those who were dissatisfied with the Elected Members (CSI Score 19.8).



**Easy of Attending Meetings –
Suggestions for Improvement**

The respondents who were less than satisfied (scores 0 – 6) with it being easy to attend meetings held by the Whakatane District Council (n= 83) were asked ‘What would make it easier for you to attend meetings held by the Whakatane District Council?’

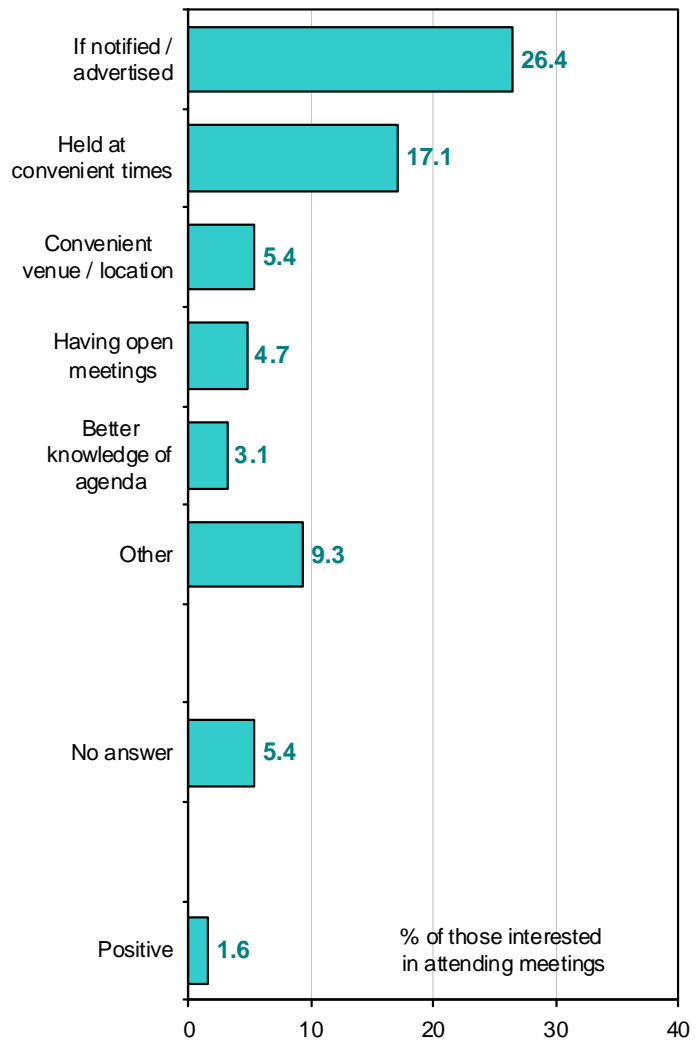
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a range of comments offered by those who were less than satisfied with it being easy to attend meetings held by the Whakatane District Council.

The main suggestions included...

- Notifying people or advertising meetings (26% of those interested in attending meetings);
- Holding meetings at convenient times (17% of those interested in attending meetings);
- Holding meetings in convenient locations (5%);
- Having open meetings (5%)

There was also a range of other suggestions.

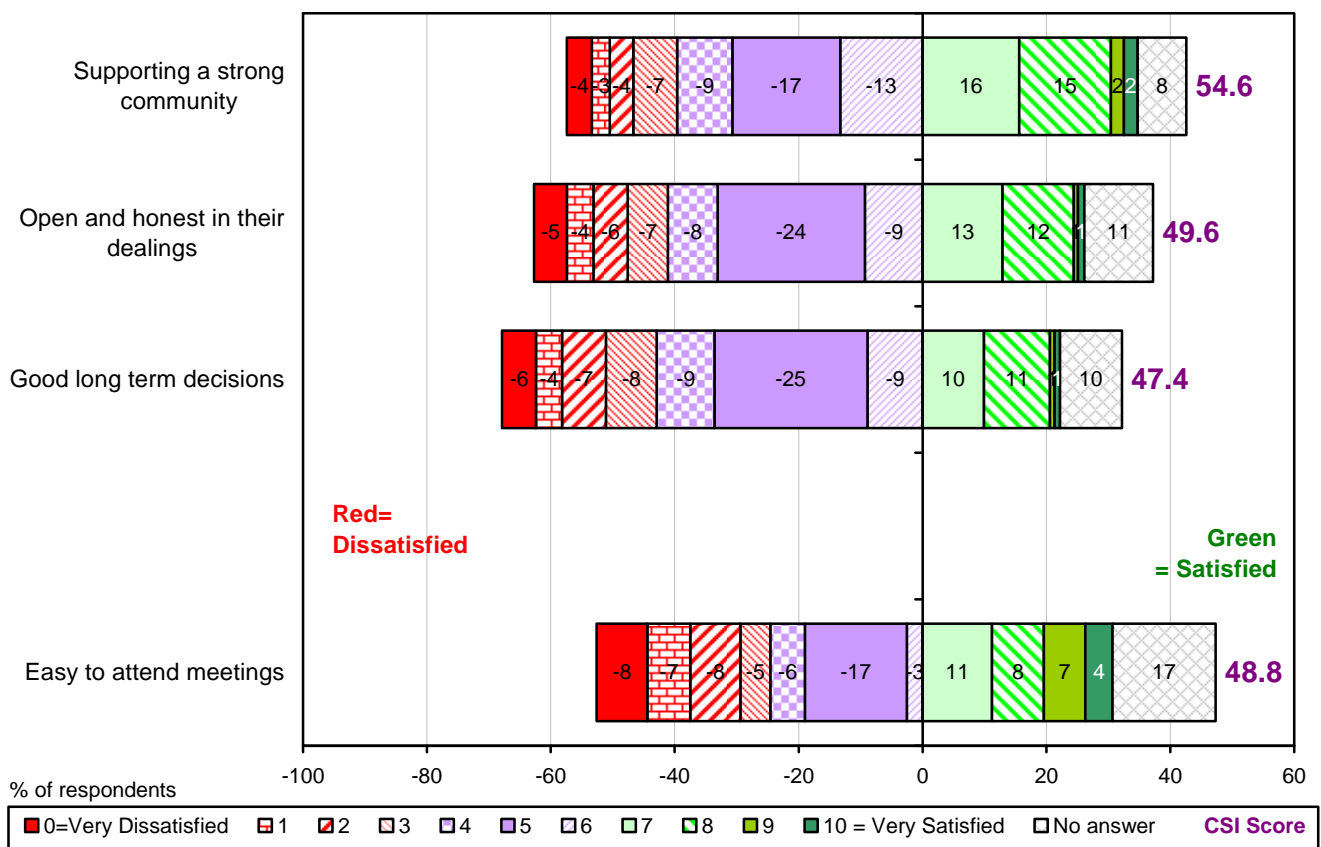


(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

Satisfaction with General aspects of the Council

The respondents were read out three different statements and for each they were asked how satisfied they were using the scale where 0 is very dissatisfied to 10 being very satisfied. The respondents who were interested in attending Council meetings (n = 129) were asked to rate how easy it was to attend meetings.

Only a minority are satisfied (scores 7 – 10) with each of these statements. This ranges from just 22% being satisfied with the factor 'The Council making good long term decisions' up to 35% who were satisfied with the factor 'The Council supporting a strong community'. Conversely, a significant proportion of respondents were dissatisfied with each factor (scores 0 – 3). This ranged from 18% for the factor 'The Council supporting a strong community' up to 28% for the factor 'Being easy to attend meetings held by the Whakatane District Council'. A significant proportion of respondents (25% - 43%) rated each factor as neutral (scores 4 – 6).

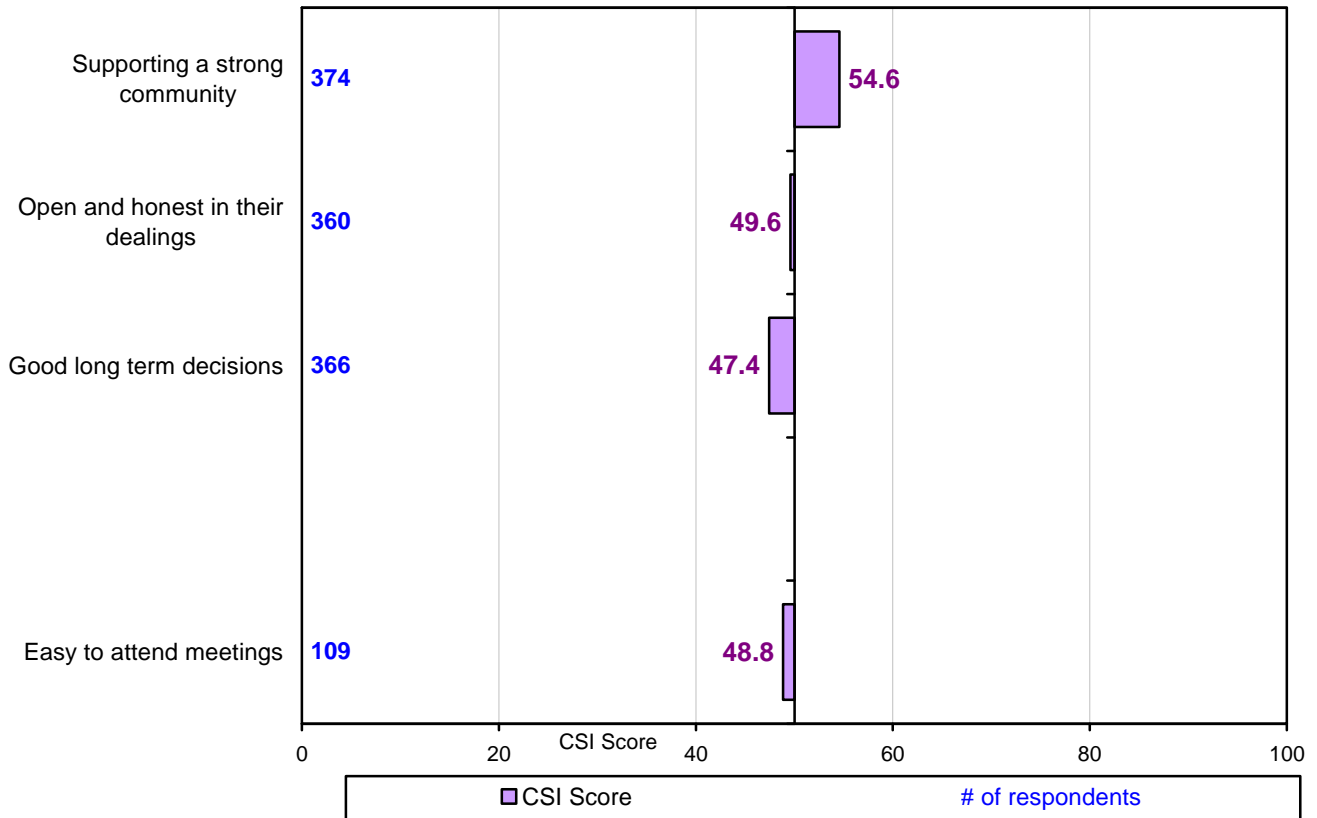


The CSI Scores for all factors are very low, which infers that respondents have some serious issues with these. The CSI scores range from 54.6 for the factor 'The Council supporting a strong community' down to a CSI score of 47.4 for the factor 'The Council making good long term decisions'.

General Factors - CSI Scores by factor

CSI scores, (a weighted score across the satisfaction scale) are used to reflect respondent satisfaction with the various facilities and services provided by Council.

The CSI Scores for all factors are very low, which infers that respondents have some serious issues with these. The CSI scores range from 54.6 for the factor 'The Council supporting a strong community' down to a CSI score of 47.4 for the factor 'The Council making good long term decisions'.

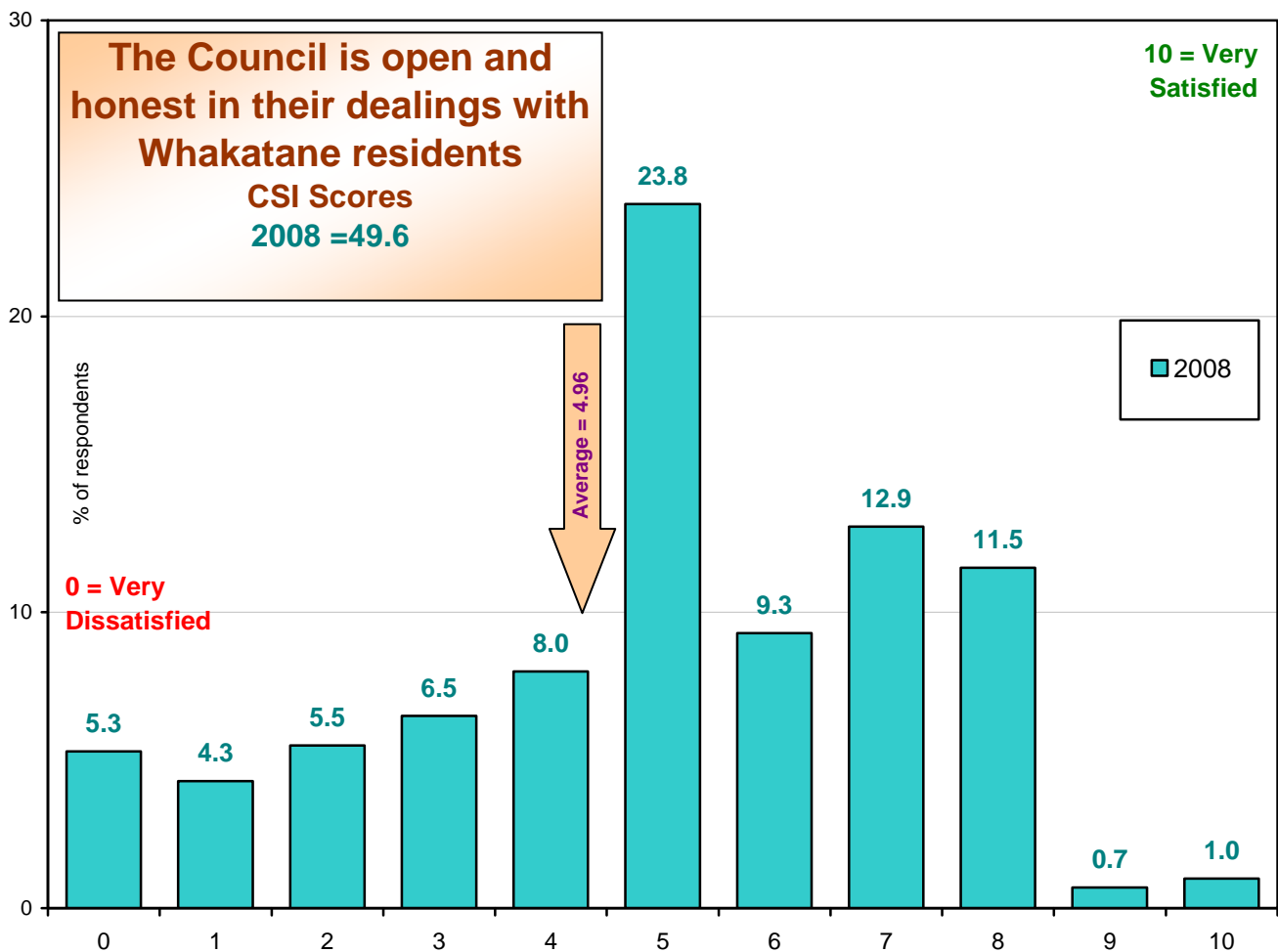


The Council is open and honest in their dealings with Whakatane residents

Respondents were asked, 'Thinking about the Whakatane District Council and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the Council being open and honest in their dealings with Whakatane residents?'

A quarter of the respondents (26%) were satisfied with 'The Council being open and honest in their dealings with Whakatane residents' (Scores 7 – 10). The mode was a score of 5 (24%) and only 7 respondents (1.7%) rated this with a score of 9 or 10 (exceeded expectations). Two fifths of the respondents (41%) were neutral (Scores 4 – 6). A fifth of the respondents (22%) were dissatisfied with 'The Council being open and honest in their dealings with Whakatane residents' (Scores 0 – 3).

The CSI Score for 'The Council being open and honest in their dealings with Whakatane residents' is 49.6. This shows that respondents have serious issues with this statement.



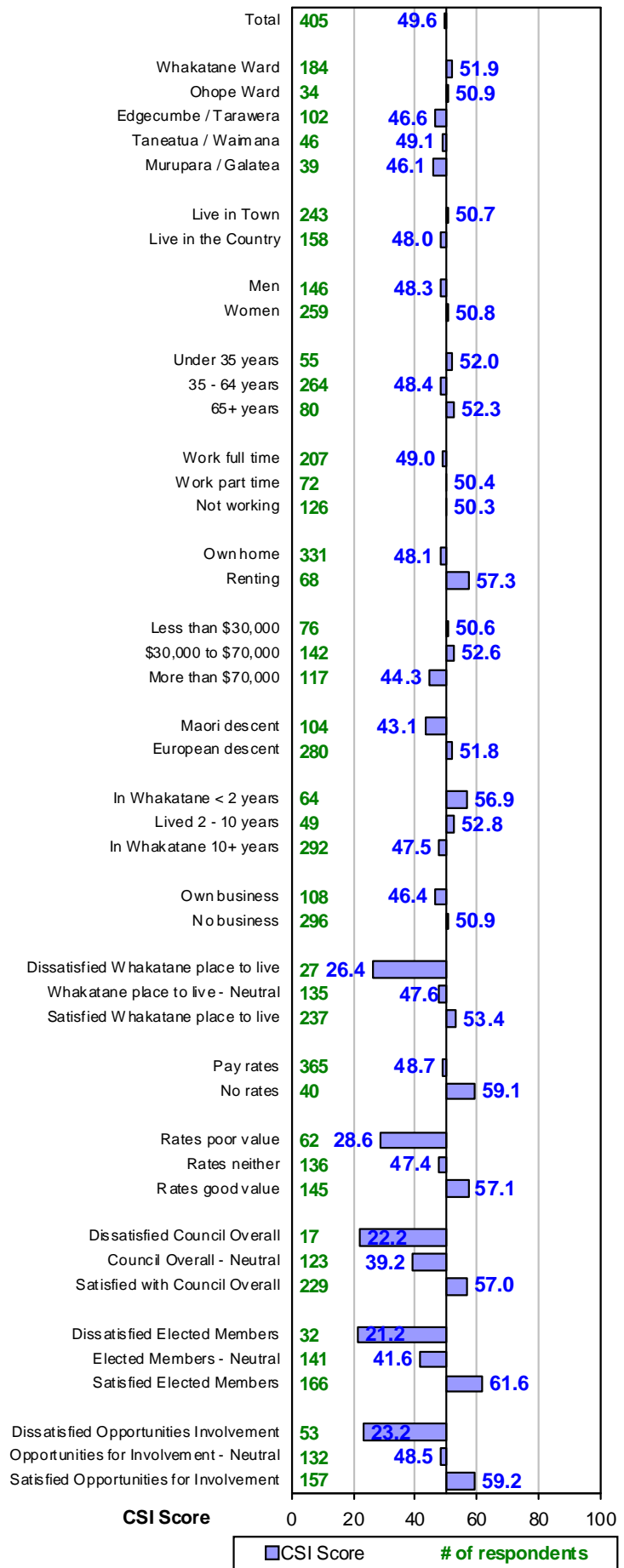
Satisfaction with 'The Council being open and honest in their dealings with Whakatane residents' by demographics

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

Most of subgroups rate the Council being open and honest in their dealings with Whakatane residents with scores that infer they have some issues.

The variables that appear to have had the greatest impact on the level of satisfaction with the Council being open and honest in their dealings with Whakatane residents were:

- Respondents who thought they received good value for their rates (CSI Score 57.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 28.6).
- Those from the Whakatane and Ohope Wards are the least likely to be dissatisfied with this statement and this reflects in a higher CSI Score (CSI Score 51.9 and 50.9 respectively).
- Those who live in town (CSI Score 50.7) appear more satisfied than those who live in the Country (CSI Score 48.0).
- Those who were satisfied with Whakatane as a place to live (CSI Score 53.4) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI Score 26.4)
- Those who were satisfied with the overall performance of Council (CSI Score 57.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 22.2).
- Those who were satisfied with the Elected Members (CSI Score 61.6) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement in decision making (CSI Score 59.2) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 23.2).

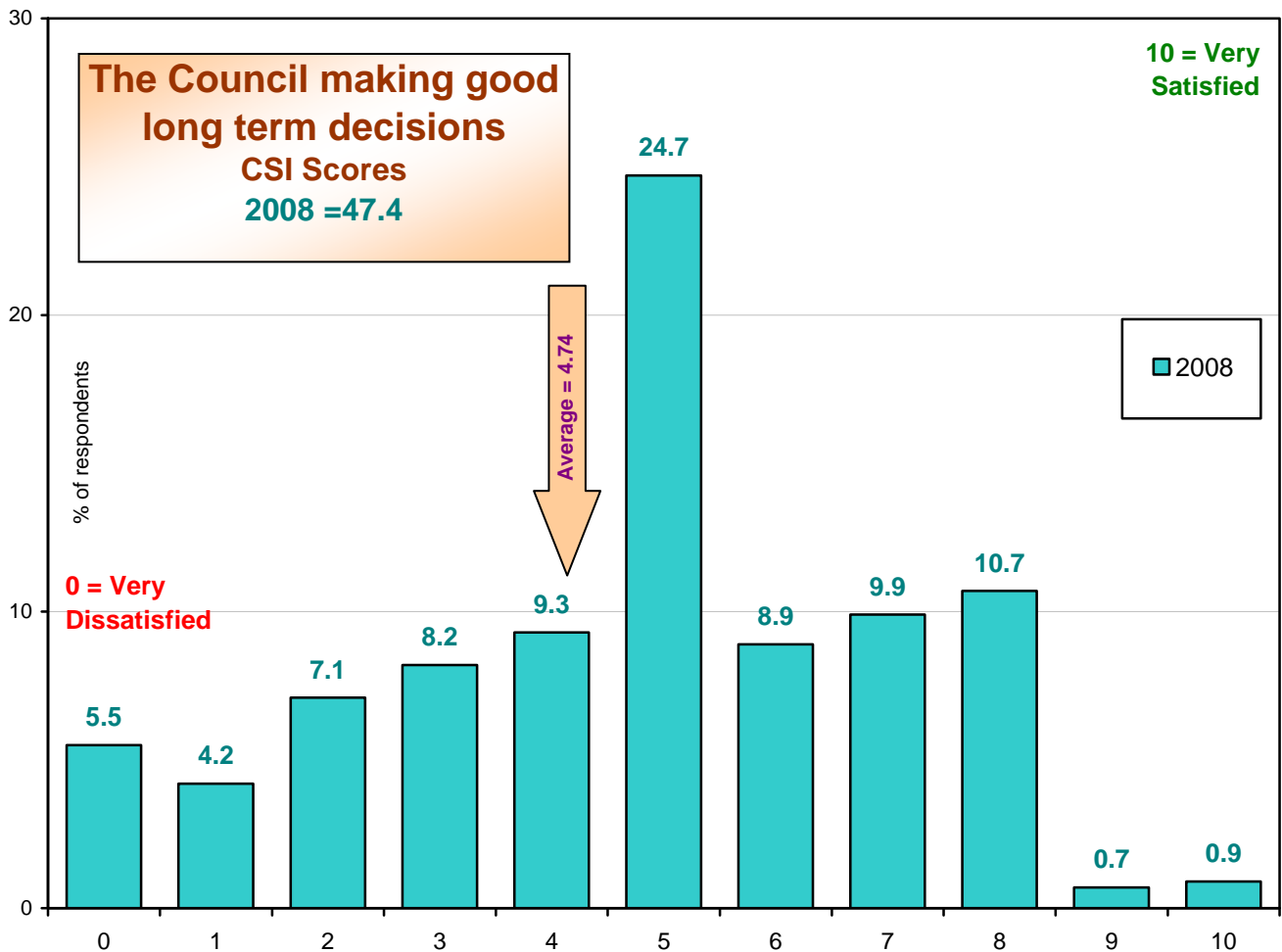


The Council making good long term decisions

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

A fifth of the respondents (22%) were satisfied with 'The Council making good long term decisions' (Scores 7 – 10). The mode was a score of 5 (25%) and only 7 respondents (1.6%) rated this with a score of 9 or 10 (exceeded expectations). Two fifths of the respondents (43%) were neutral (Scores 4 – 6). A quarter of the respondents (25%) were dissatisfied with 'The Council making good long term decisions' (Scores 0 – 3).

The CSI Score for 'The Council making good long term decisions' is 47.4. This shows that respondents have serious issues with this statement.



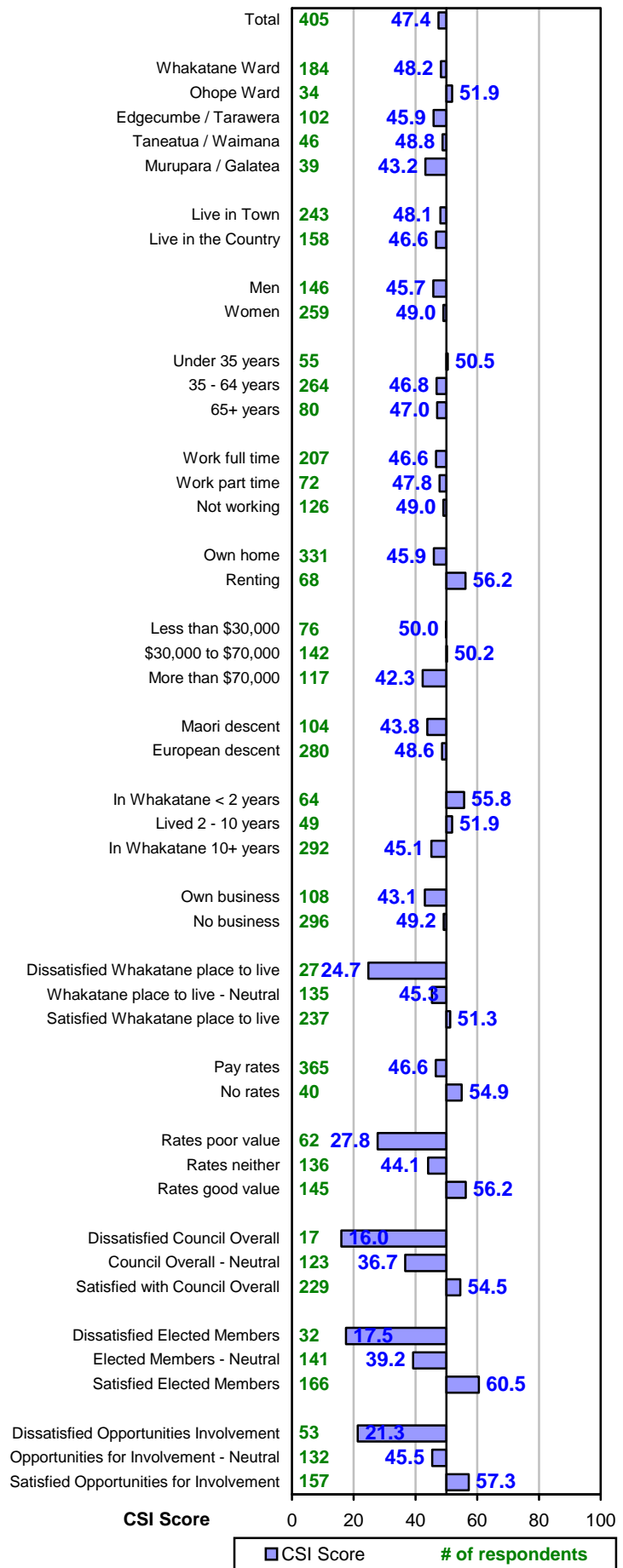
Satisfaction with 'The Council making good long term decisions' by demographics

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

Most of the subgroups rate the Council making good long term decisions with scores that infer they have some issues.

The variables that appear to have had the greatest impact on the level of satisfaction with the Council making good long term decisions were:

- Respondents who thought they received good value for their rates (CSI Score 56.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 27.8).
- Those from the Ohope Ward are the least likely to be dissatisfied with this statement and this reflects in a higher CSI Score (CSI Score 51.9).
- Those aged under 35 years (CSI Score 50.5) appear more satisfied than those in the older age brackets.
- Ratepayers (CSI Score 46.6) appear less satisfied than those who don't pay rates (CSI Score 54.9).
- Those who were satisfied with Whakatane as a place to live (CSI Score 51.3) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI Score 24.7)
- Those who were satisfied with the overall performance of Council (CSI Score 54.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 16.0).
- Those who were satisfied with the Elected Members (CSI Score 60.5) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 17.5).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 57.3) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 21.3).

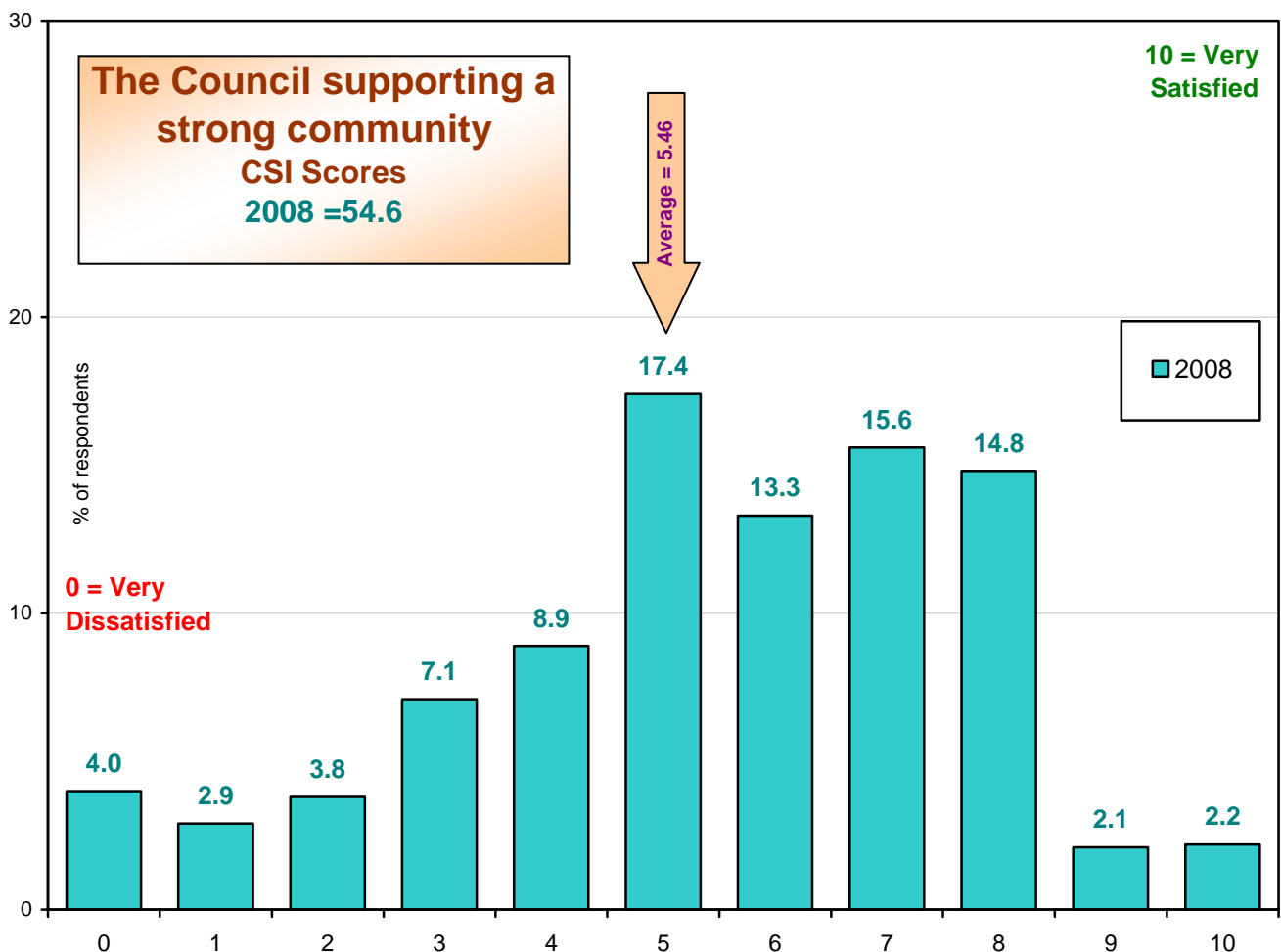


The Council supporting a strong community

Respondents were asked, 'Thinking about the Whakatane District Council and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with The Council supporting a strong community?'

A third of the respondents (35%) were satisfied with 'The Council supporting a strong community' (Scores 7 – 10). The mode was a score of 5 (17%) and only 18 respondents (4%) rated this with a score of 9 or 10 (exceeded expectations). One fifth of the respondents (40%) were neutral (Scores 4 – 6). A fifth of the respondents (18%) were dissatisfied with 'The Council supporting a strong community' (Scores 0 – 3).

The CSI Score for 'The Council supporting a strong community' is 54.6. This shows that respondents have serious issues with this statement.



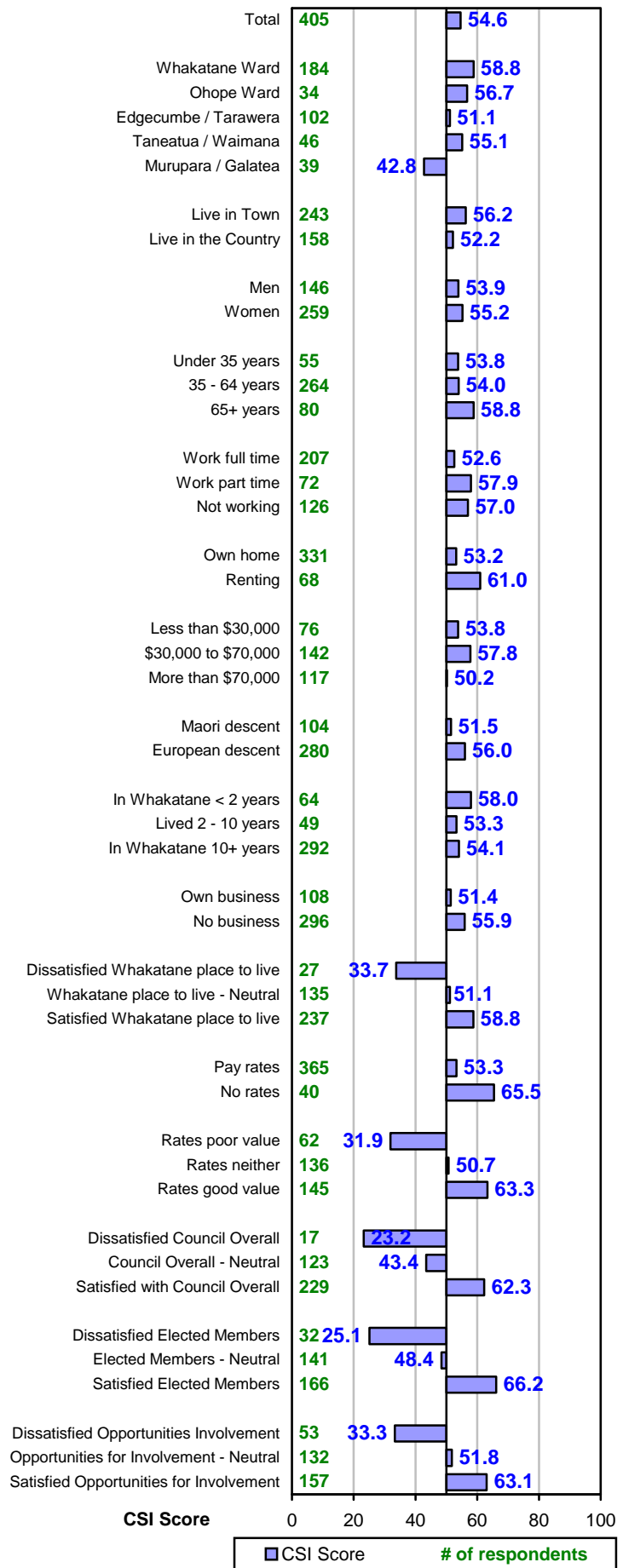
Satisfaction with ‘The Council supporting a strong community’ by demographics

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

Most of subgroups rate the Council supporting a strong community with scores that infer they have some issues.

The variables that appear to have had the greatest impact on the level of satisfaction with the Council supporting a strong community were:

- Respondents who thought they received good value for their rates (CSI Score 63.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 31.9).
- Those from the Murupara / Galatea Ward are the most likely to be dissatisfied with this statement and this reflects in a lower CSI Score (CSI Score 42.8).
- Those who are renting (CSI Score 61.0) appear more satisfied than homeowners.
- Ratepayers (CSI Score 53.3) appear less satisfied than those who don't pay rates (CSI Score 65.5).
- Those who were satisfied with Whakatane as a place to live (CSI Score 58.8) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI Score 33.7)
- Those who were satisfied with the overall performance of Council (CSI Score 62.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 23.2).
- Those who were satisfied with the Elected Members (CSI Score 66.2) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 25.1).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 63.1) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 33.3).

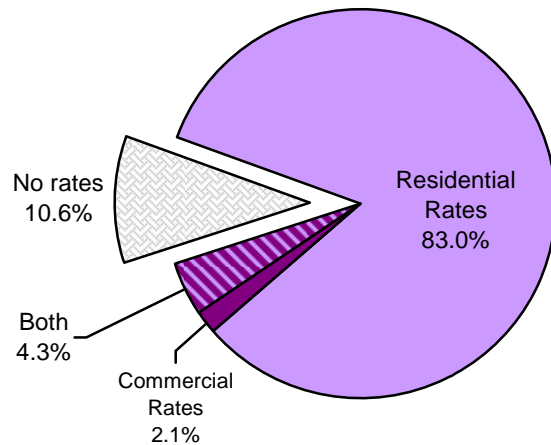


Payment of Rates to Council

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

The vast majority of the respondents (87%) said they paid residential rates, including 4% who paid both residential and commercial rates. Eight respondents (2.1%) paid only commercial rates.

A ninth of the sample (11%) said they did not pay rates.

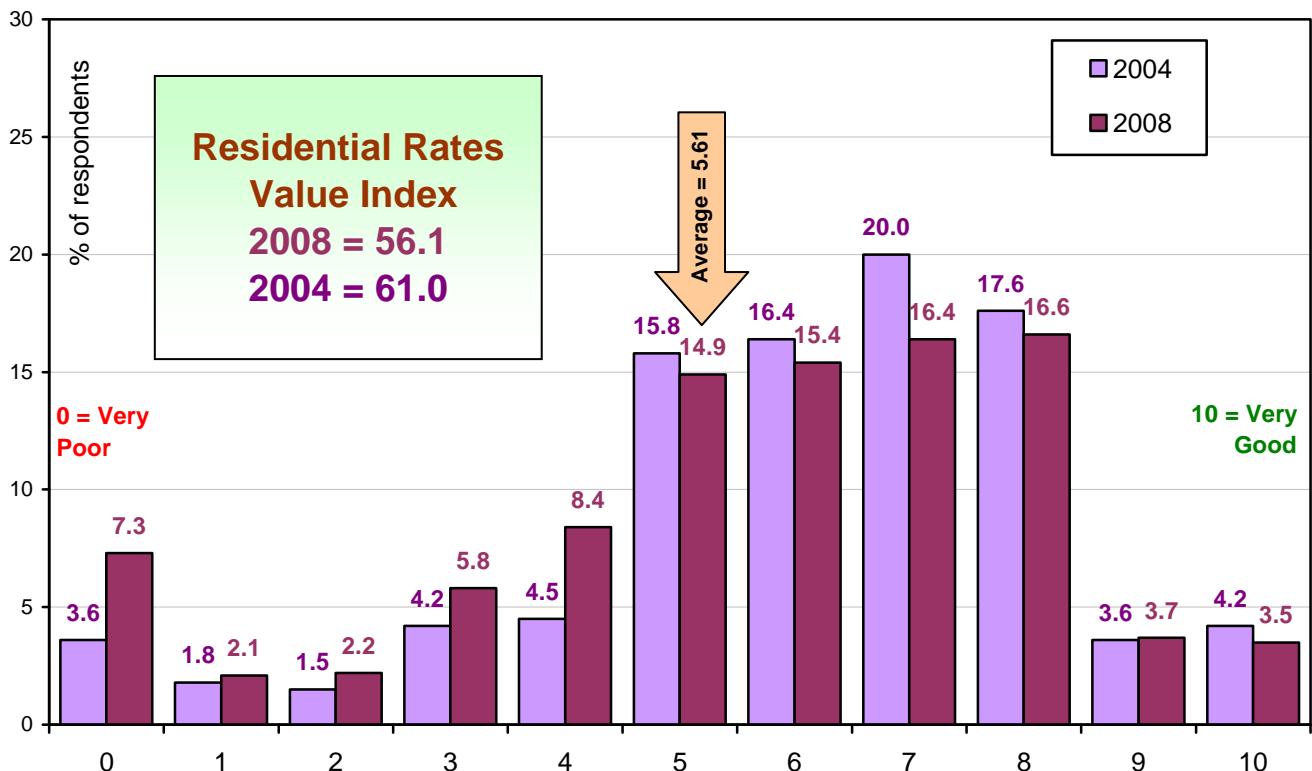


Value from Residential Rates

Those that did pay residential rates were then asked *‘thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, overall, what value do you think you get from residential rates?’*

Over a third (40%) of the respondents who paid residential rates (n = 357) thought they received good value for their residential rates (Scores 7 – 10), but only 7% rated the value for money with a score of 9 or 10. The mode was a score of 8, versus 7 in 2004.

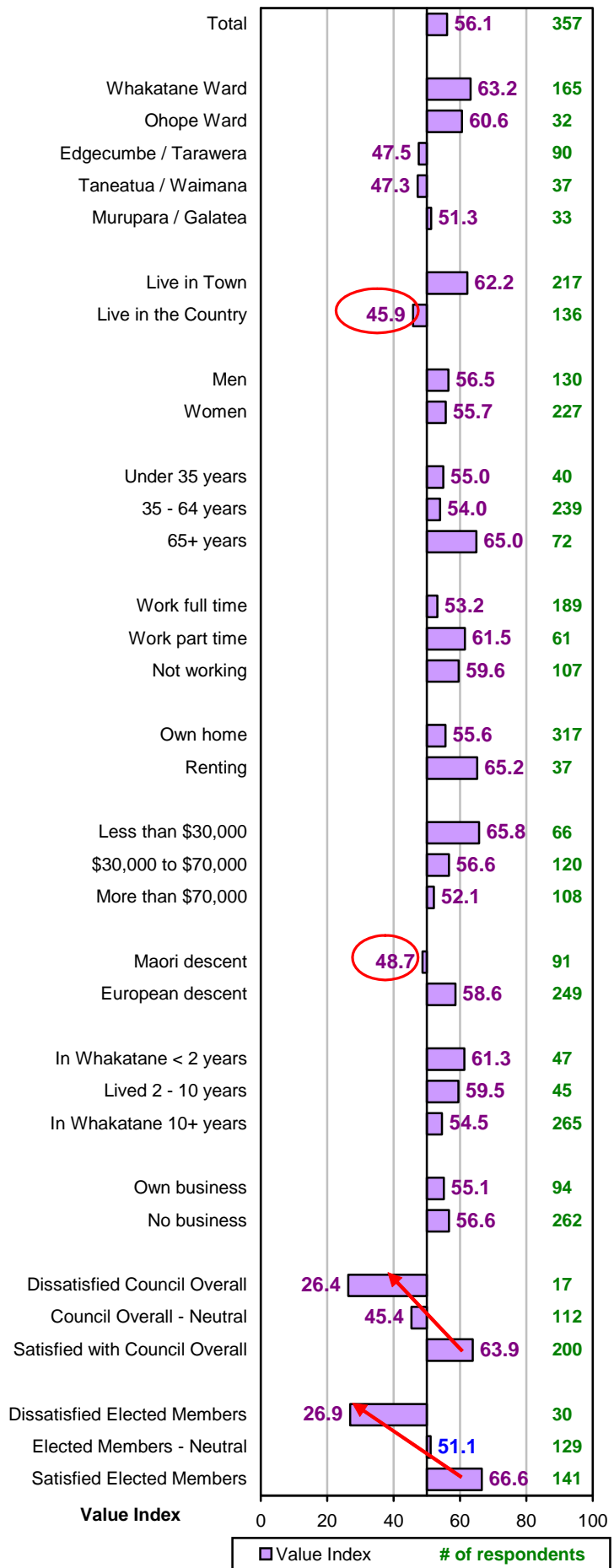
A fifth of those who paid residential rates (18%) thought they received poor value (Scores 0 – 3) while a third (39%) rated the value of residential rates as neutral (Scores 4 – 6). The Value Index is 56.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 4.9 points from 2004 when the index was 61.0.



Value from Rates by demographics

The variables that appear to have the greatest impact on satisfaction with the value from rates were:

- Those from the Whakatane Ward (Value Index 63.2) and Ohope Ward (Value Index 60.6) rate the value from rates significantly higher than those from the other Wards.
- Those who live in the Town (Value Index 62.2) rate the value from rates significantly higher than those who live in the Country (Value Index 45.9)
- Respondents who were satisfied with Council overall (Value Index 63.9) rate the value from rates significantly higher than those who were dissatisfied with Council overall (Value Index 26.4). This raises the question is it value for rates that drives satisfaction with Council or is it satisfaction with Council that drives value for rates.
- In a similar vein, respondents who were satisfied with the Elected Members overall (Value Index 66.6) rate the value from rates significantly higher than those who were dissatisfied with the Elected Members overall (Value Index 26.9).
- Those aged over 65 (Value Index 65.0) rate the value from rates significantly higher than those in the other age brackets.
- Those with a household income under \$30,000 (Value Index 65.8) rate the value from rates significantly higher than those in the higher income brackets.
- Those in full time paid employment (Value Index 53.2) rate the value from rates lower than those working part time or those not in paid employment.
- Those renting (Value Index 65.2) rate the value from rates significantly higher than homeowners.
- Those of European descent (Value Index 58.6) rate the value from rates significantly higher than those of Maori descent.
- Those who have lived in Whakatane for more than 10 years (Value Index 54.5) rate the value from rates lower than those who have lived in Whakatane for less than 10 years.

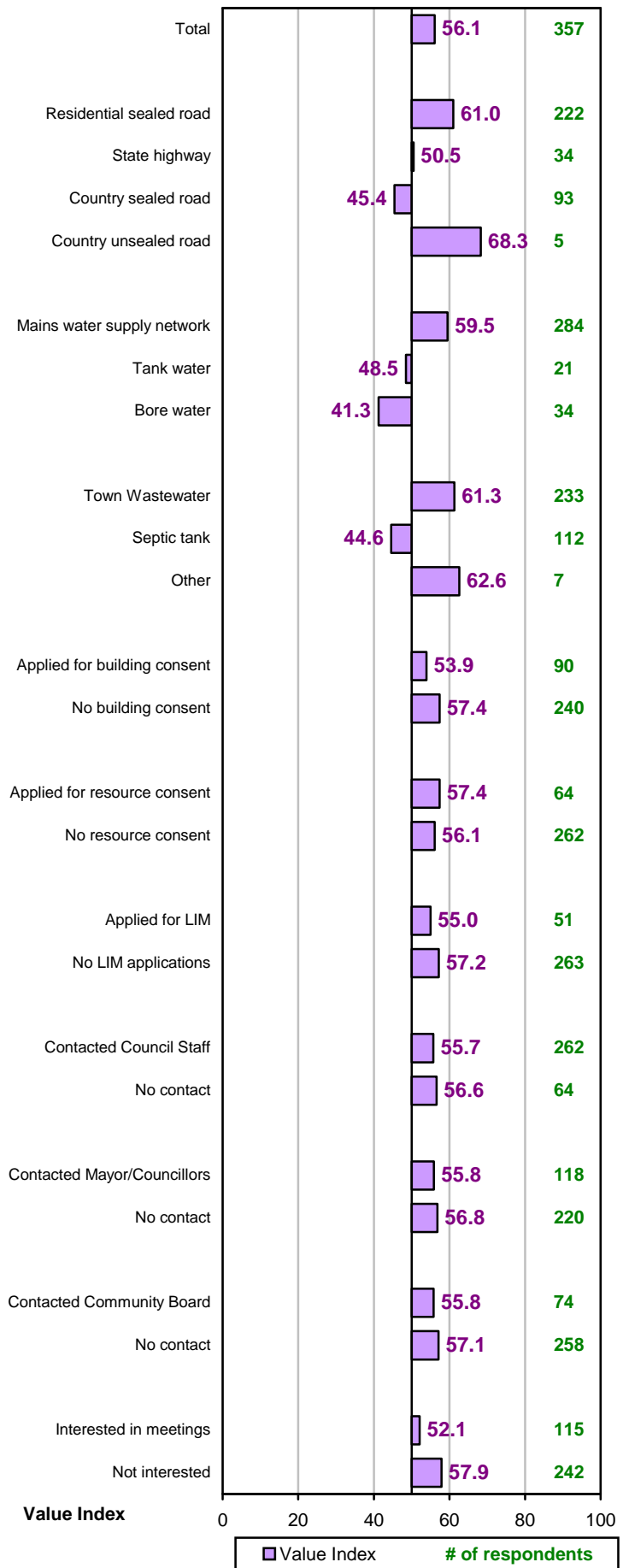


Value from Rates by Services

The services the respondent gets has a significant impact on the perceived value from rates. However, it is important to note that all the scores are low, inferring that all respondents, even those in town, have some issues with the value from rates

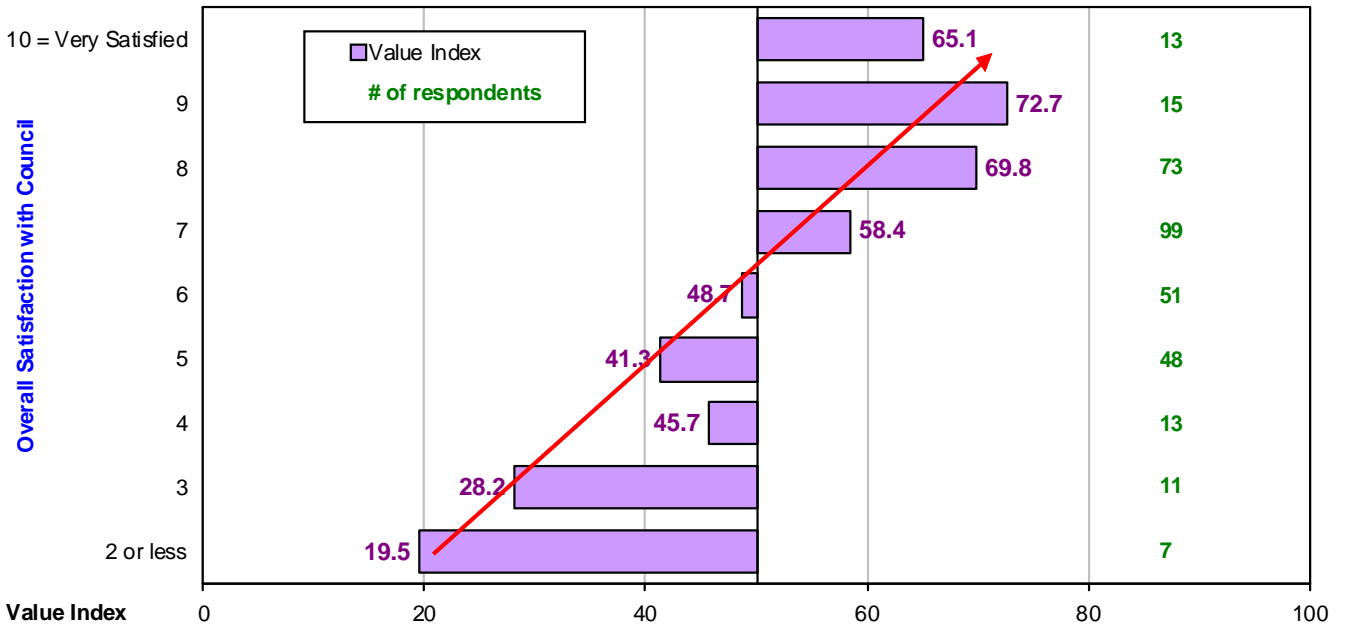
The variables that appear to have had the greatest impact on satisfaction with the value from rates were:

- Those who live on sealed country roads (Value Index 45.4) and those who live on State Highways (Value Index 50.5) are significantly less satisfied with the value from rates than those who live on sealed residential roads (Value Index 61.0) or unsealed country roads (Value Index 68.3)
- Those on the mains water supply network (Value Index 59.5) are significantly more satisfied with the value from rates than those on tank water only (Value Index 48.5) or bore water (Value Index 41.3).
- Those on septic tank (Value Index 44.6) are significantly less satisfied with the value from rates than those on the wastewater and sewerage pipeline network (Value Index 61.3).
- Those who applied for a building consent (Value Index 53.9) appear less satisfied with the value from rates than those who did not apply for a building consent (Value Index 57.4).
- Those who were interested in attending meetings held by the Whakatane District Council (Value Index 52.1) appear less satisfied with the value from rates than those who were not interested in attending meetings (Value Index 57.9).



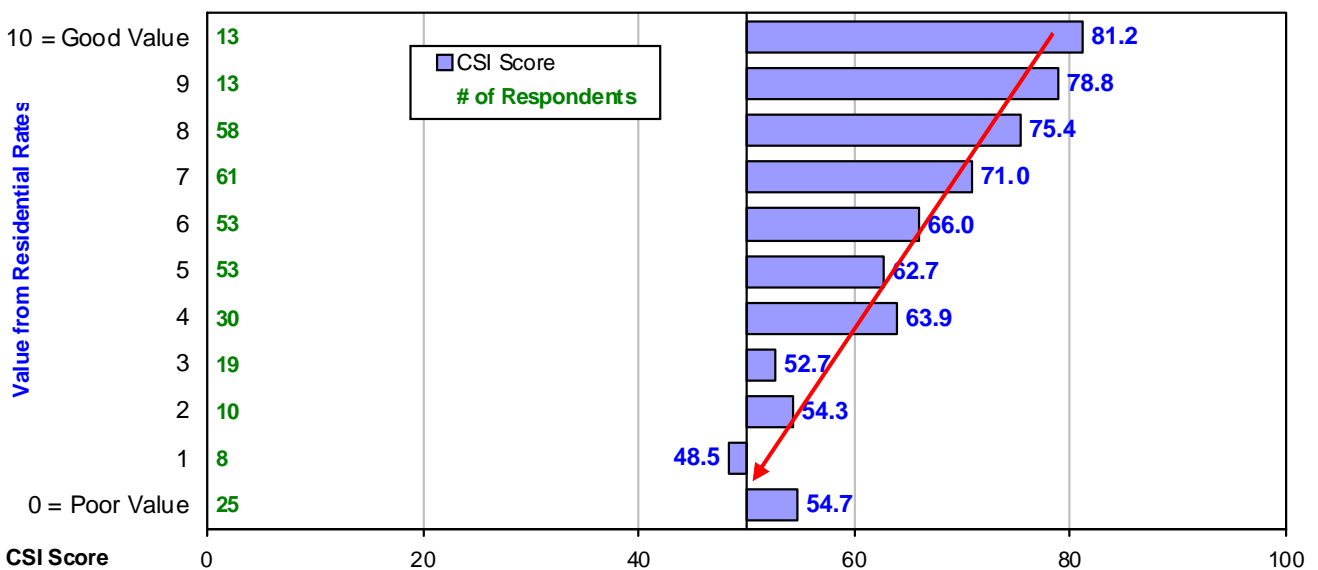
Value from Rates by Overall Satisfaction

The following chart shows there is a direct relationship between value for rates and satisfaction with the overall performance of Council. Those who rated the overall performance of Council with a score of 10 (Very Satisfied; n = 13) rate the value from rates with a Value index of 65.1. Conversely, those who rate the overall performance of Council with a score of 2 or less (Very dissatisfied; n = 7) rate the value from rates with a Value index of just 19.5. It appears the more satisfied the respondent is with the overall performance of Council, the higher the perceived value from rates.



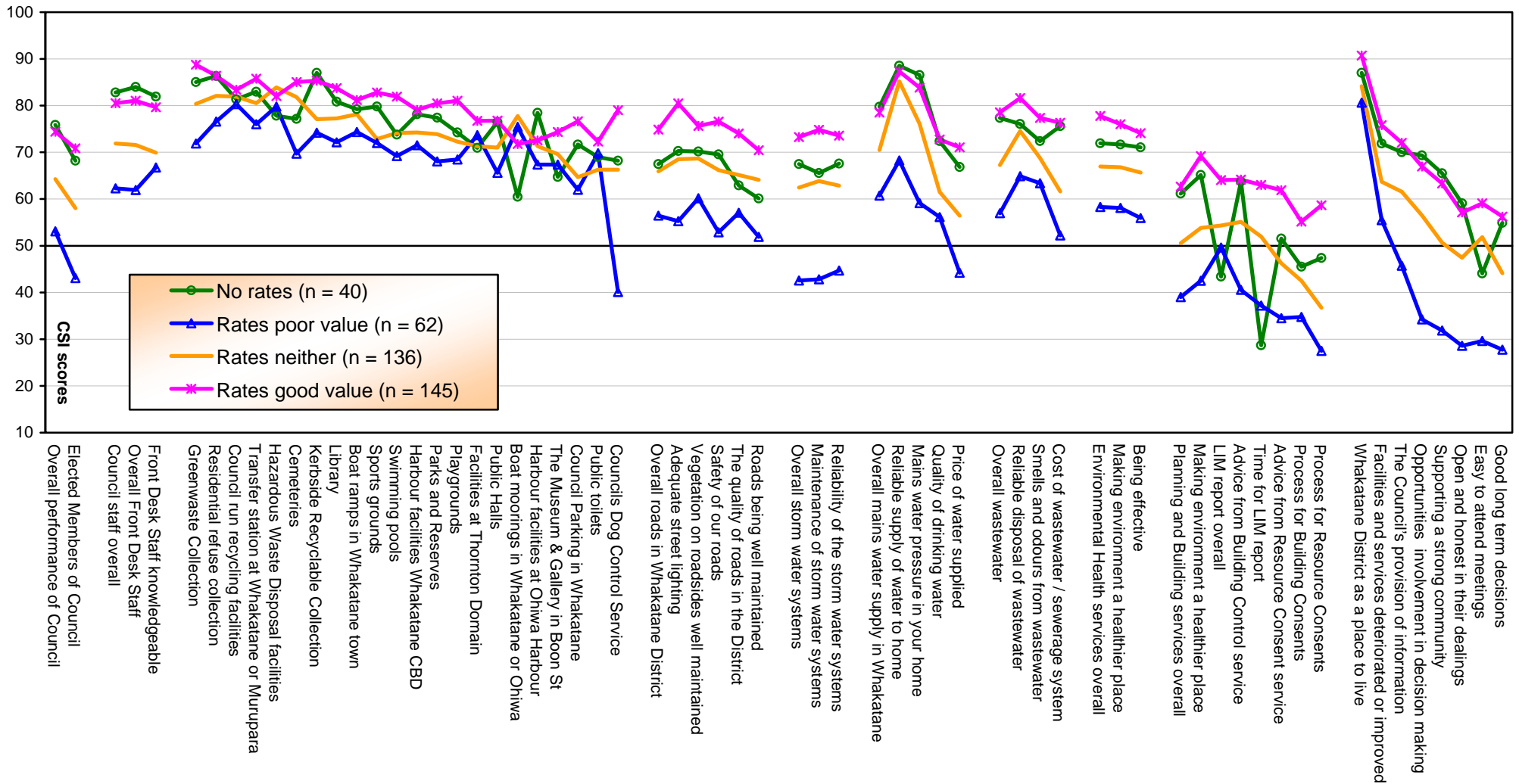
Overall Satisfaction by Value from Rates

The following chart shows there is also a direct relationship between satisfaction with the overall performance of Council and Value for Rates. Those who rated the Value from Rates with a score of 10 (Good Value; n = 13) rate the overall performance of Council with a CSI Score of 81.2. Conversely, those who rate the Value from Rates with a score of 0 (Poor Value; n = 25) rate the overall performance of Council with a CSI Score of just 54.7. It appears the higher the perceived value from rates, the more satisfied the respondent is with the overall performance of Council.



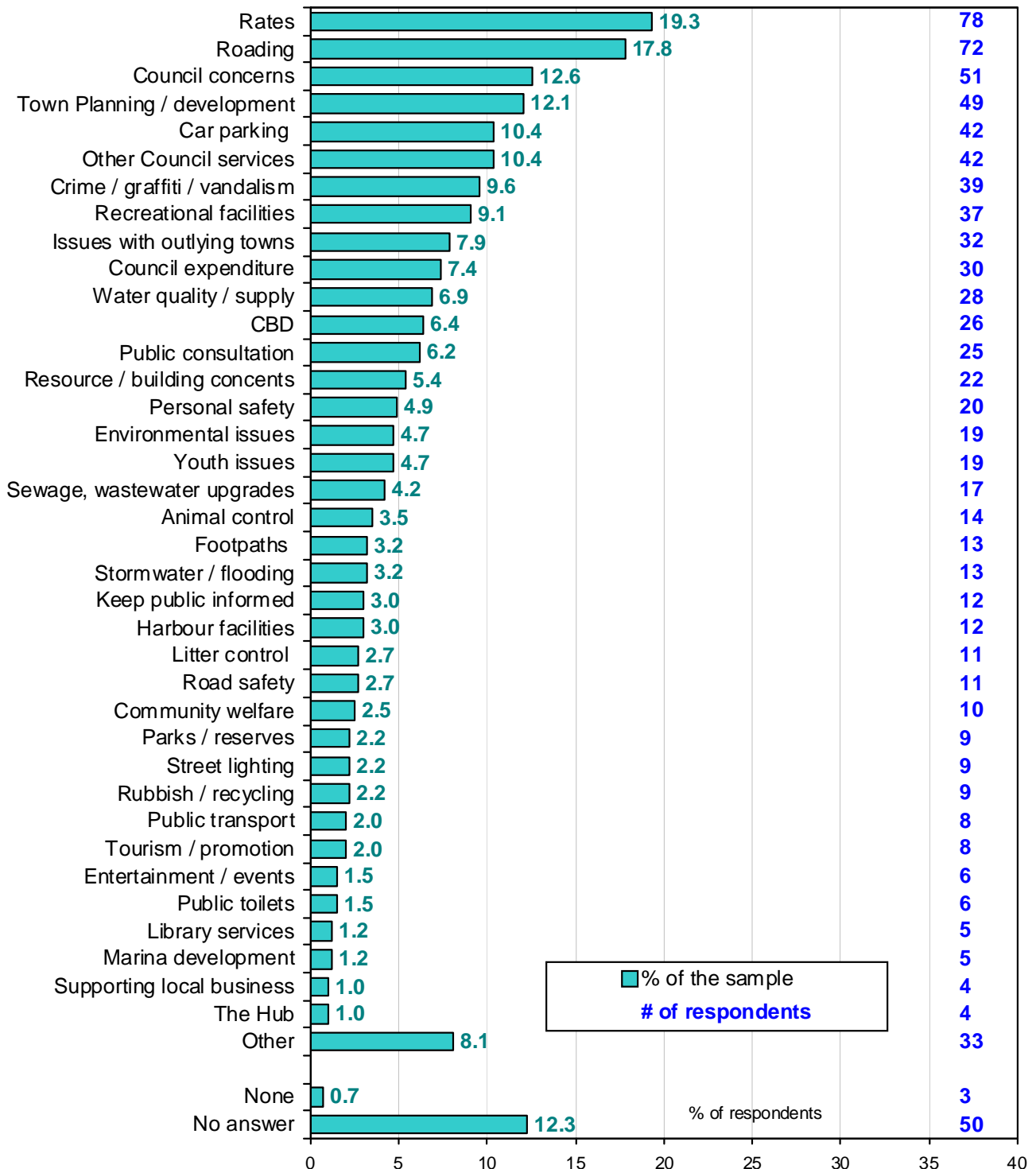
This raises the question is it value from rates that is driving satisfaction or satisfaction that is driving the perceived value. The analysis infers that both situations are affecting the results.

The chart compares the effect that satisfaction with the value for residential rates has on the respondents' satisfaction with all Council provided facilities and services. The perceived value of rates has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who do not pay rates or who think they get good value from their rates tend to rate all facilities and services higher than those who don't think they get good value from rates. Those who think they get poor value from rates (n=86) appear to be more concerned with some of the basic infrastructure problems (e.g. stormwater, roads, water, and wastewater) and also the general Council factors (like the provision of information and ease of attending meetings).



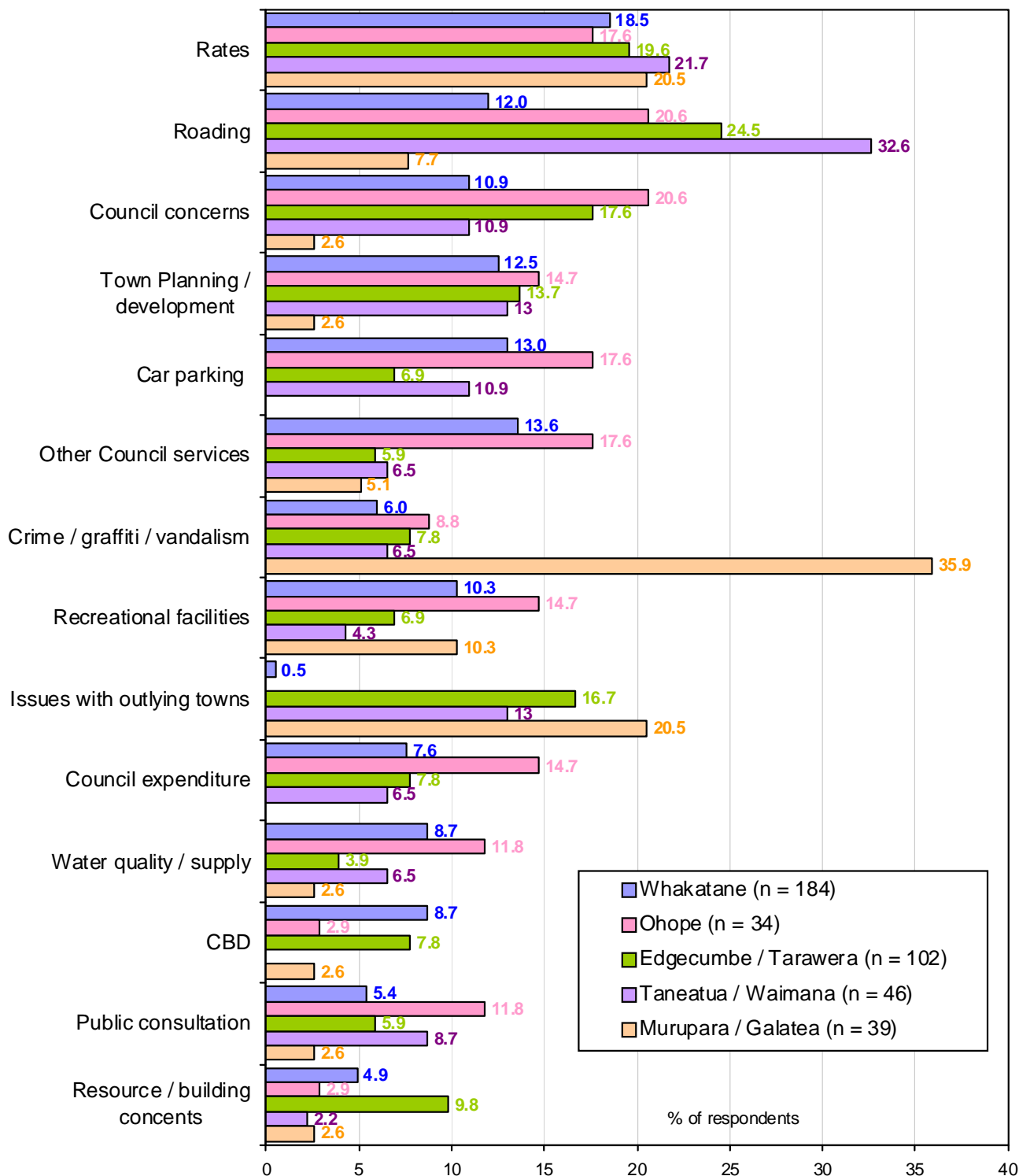
Most important issues Council should be looking at

Respondents were asked 'what, in your opinion, are the three main issues that Council should be looking at?' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering rates concerns (19%) then roading issues (18%). These were followed with Council concerns (12%), town planning issues (12%), concerns with the car parking (10%), concerns with Council Services (10%) and crime (10%). There was also a wide range of other issues mentioned by small numbers of respondents.

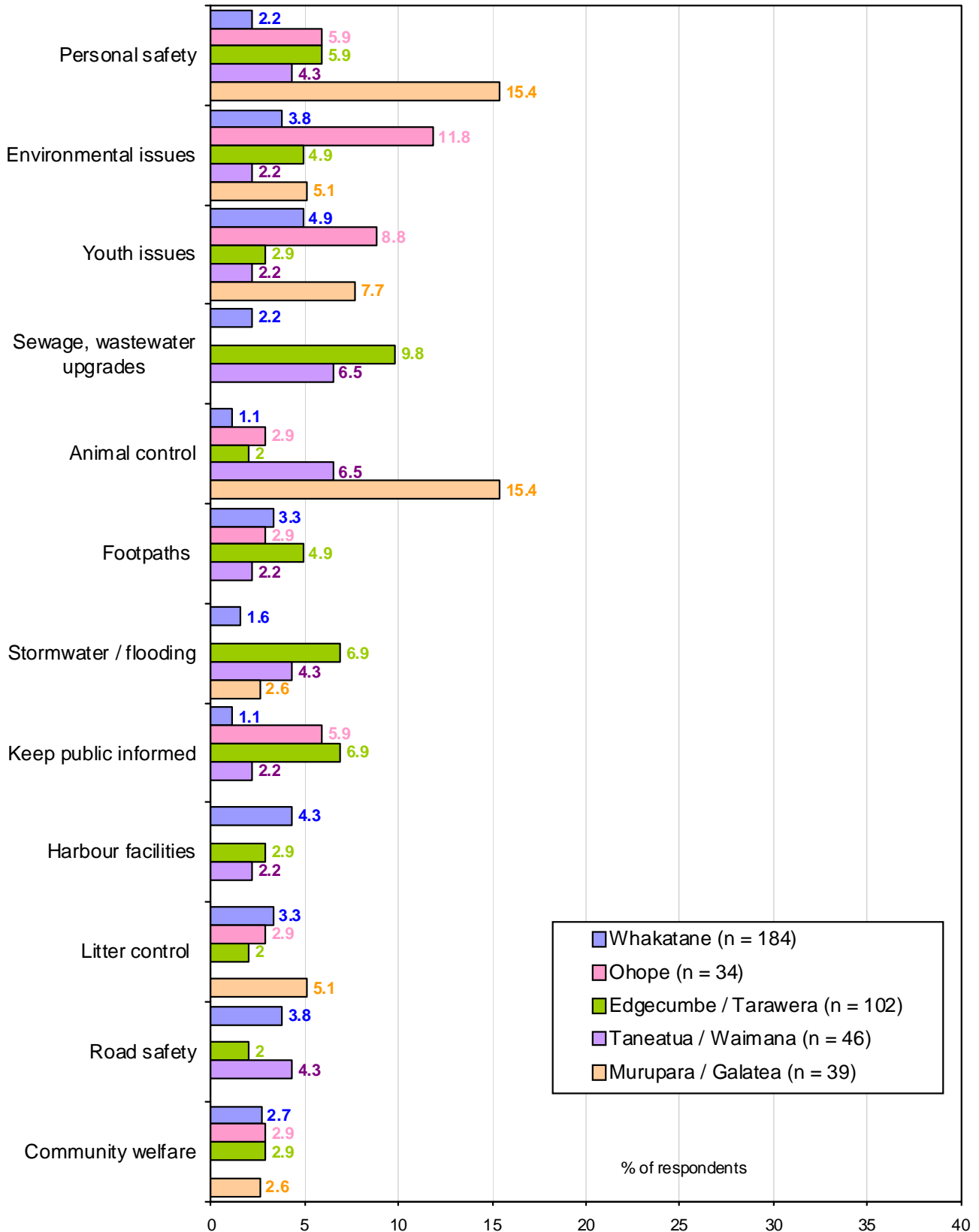


Most important issues Council should be looking at by Ward

Respondents were asked 'what, in your opinion, are the three main issues that Council should be looking at?' The following three charts compare the main issues by Ward. Rates is an issue with close to a fifth of the respondents from each Ward. Roothing appears a much bigger issue for Taneatua / Waimana (33%) versus 12% for Whakatane and 8% for Murupara / Galatea. Crime is a much bigger issue for Murupara / Galatea (36%) versus 6% to 9% for the other Wards. As would be expected, the issues with the outlying towns does not impact Whakatane or Ohope.

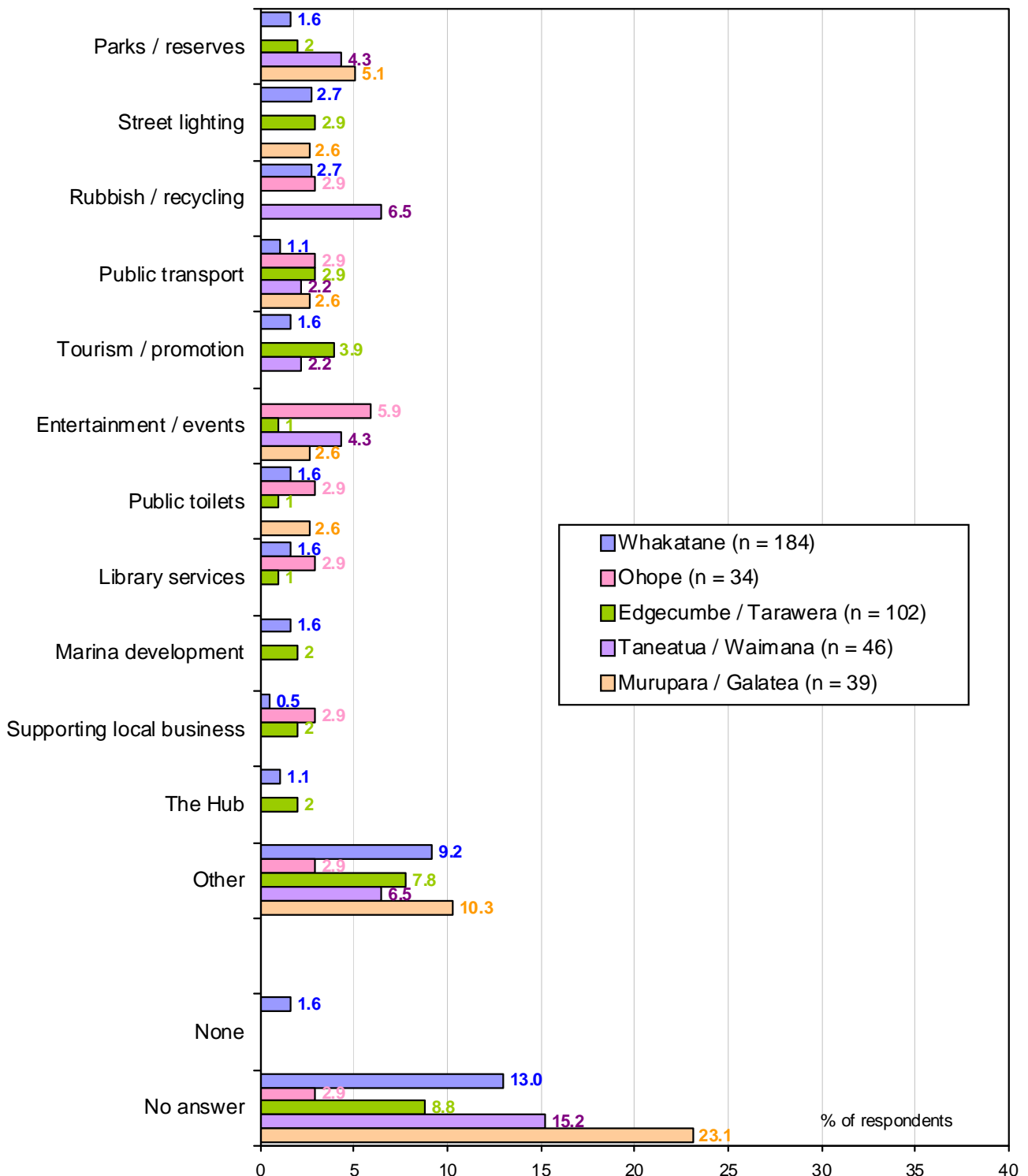


Personal Safety (15%) and animal control (15%) appear a much bigger issue for Murupara / Galatea. The sewerage / wastewater upgrades are a bigger issue for those from Edgecumbe / Tarawera (10%) and also Taneatua / Waimana (7%) but this is not an issue in the other Wards. Stormwater or flooding is a bigger issue for those from Edgecumbe / Tarawera (7%) and also Taneatua / Waimana (4%).



Only small numbers of respondents mentioned some issues and it is not possible to tell if these are localised issues or not. It looks like rubbish or recycling is a slightly bigger issue for Taneatua / Waimana (7%)

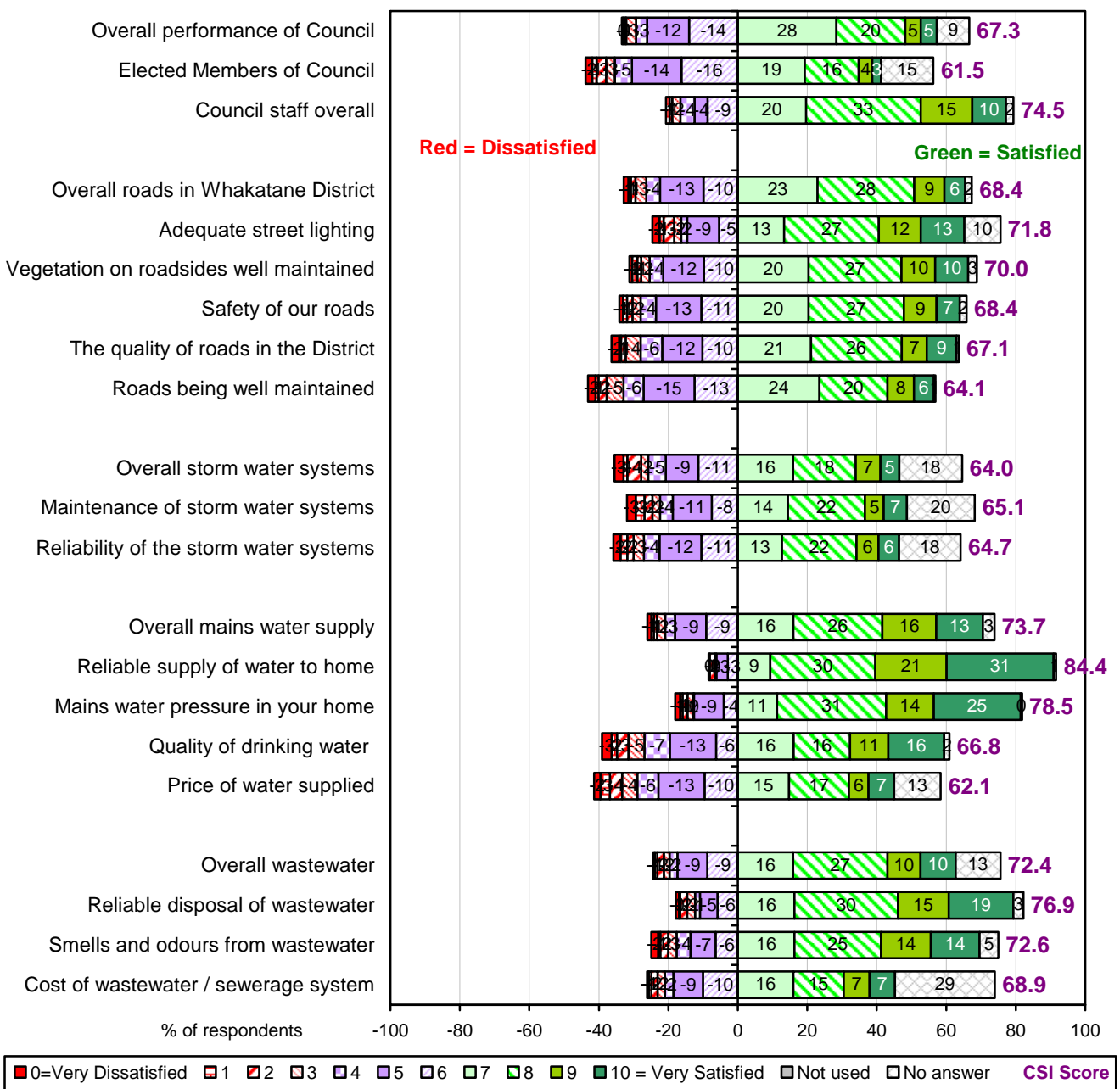
It appears that a higher proportion of respondents from Murupara / Galatea did not answer this question (23%) versus 3% for Ohope and 9% to 15% for those from other Wards. This could infer that a higher proportion of those from Murupara / Galatea do not have any major issues



Satisfaction with Council Core Services and Facilities

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

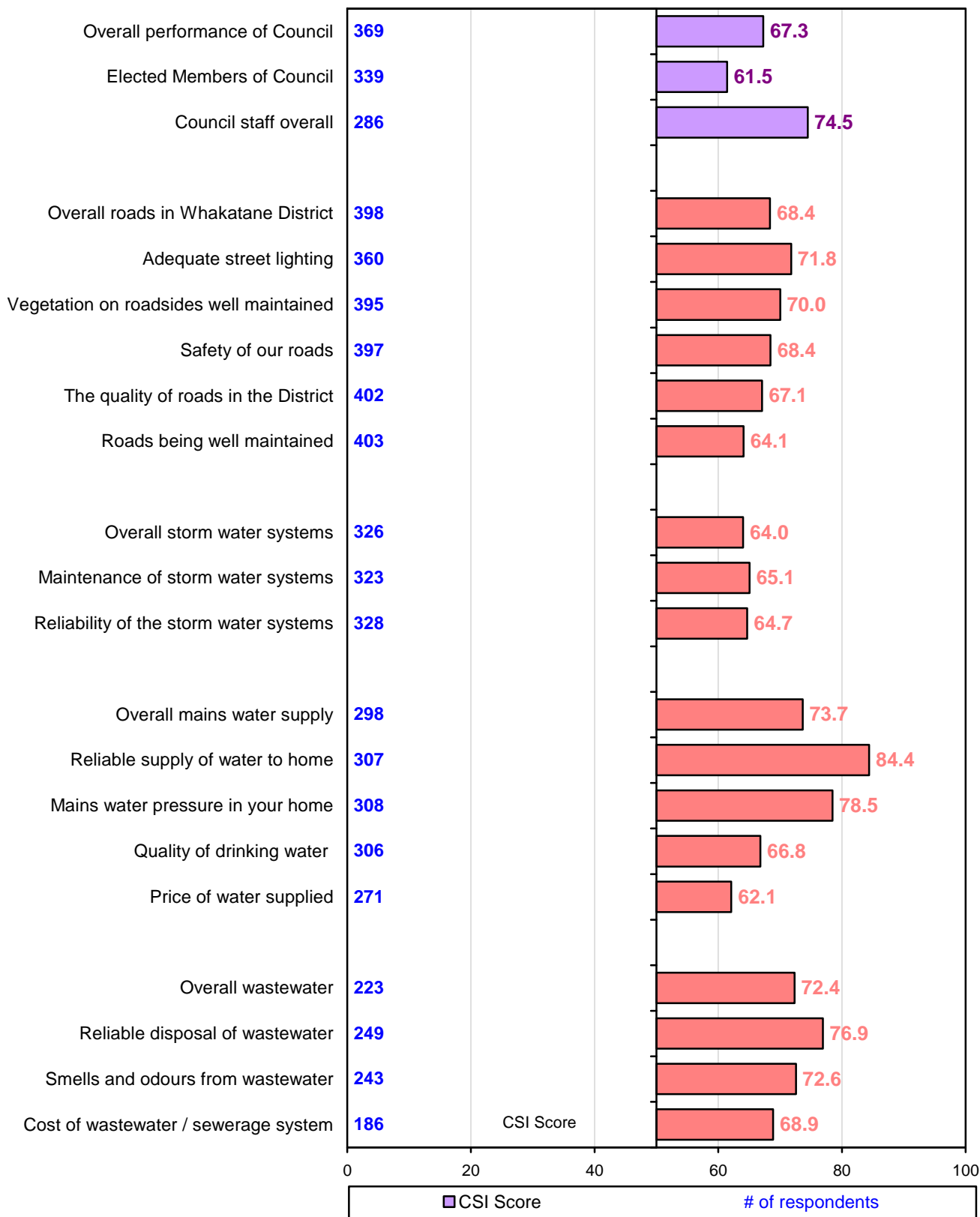
The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 45% for 'the price of water supplied' and 'the cost of the wastewater and sewerage system'. There are also a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 2% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' up to 13% for the 'price of water supplied'. The factor with the most respondents rating with a score of 10 was 'having a reliable supply of water to home' (31%) while the factor with the most rating with a score of 0 is the 'quality of drinking water' (2.7%).



CSI Scores by Council Services and Facilities

Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 84.4 for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 62.1 for 'the price of water supplied'.



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

The following chart compares the CSI scores for the Services & Facilities for 2008 versus 2004 and 2003. Most factors were not included in the previous rounds of this survey. There was a mix of 1 increase and 3 decreases in CSI scores from 2004 but most were small.



Roads

Type of Road

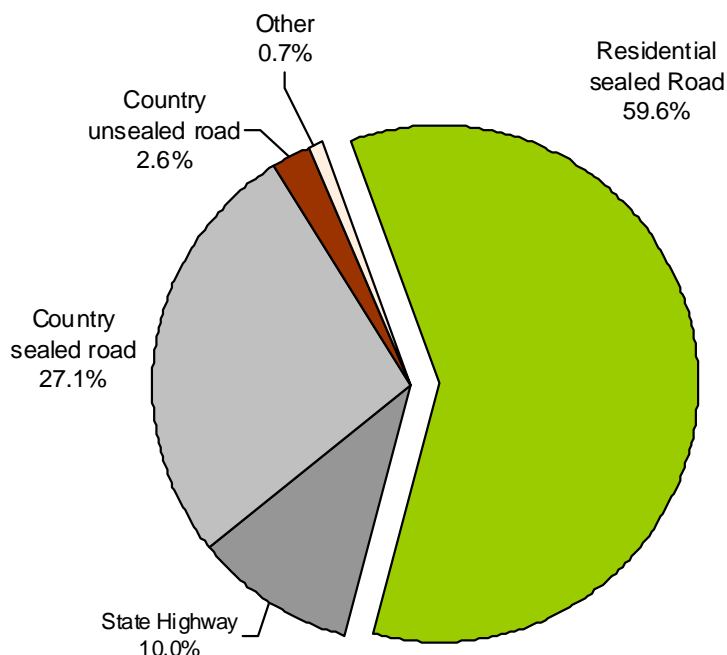
Respondents were asked to indicate which type of road they currently live beside.

Nearly two thirds of the sample (60%) live beside a Residential Sealed Road.

A tenth of the sample (10%) lived on a State Highway but close to half of these respondents lived in town.

A quarter of the sample (27%) lived beside a Country Sealed Road while 3% live beside a Country Unsealed Road.

A few (1%) lived beside other types of road.



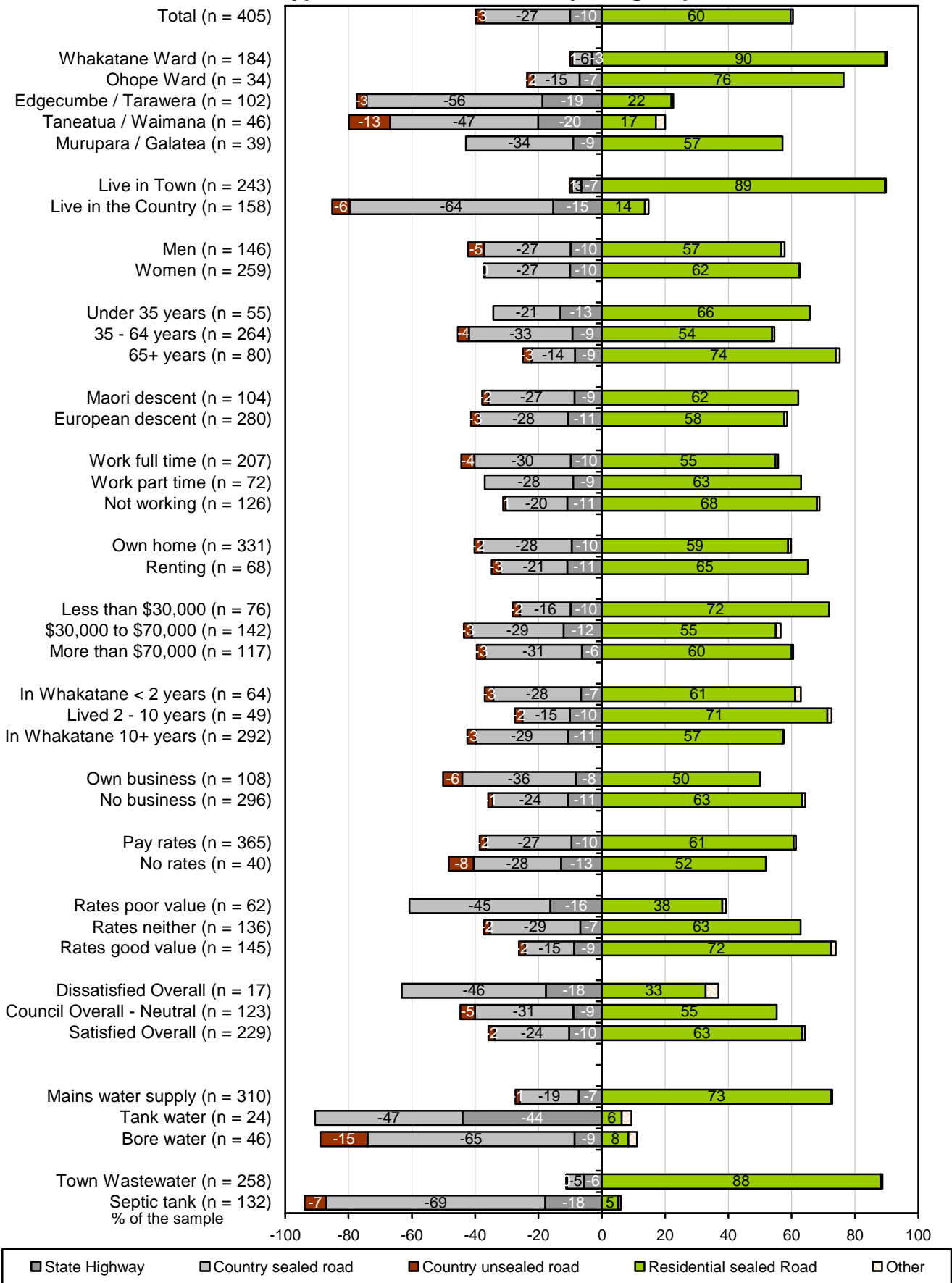
The charts on the next page shows the proportion of each subgroup that lived on each type of road. Respondents who were significantly **more likely** to live beside a Country Unsealed Road included:

- Those on bore water (15% of the subgroup)
- Those from the Taneatua / Waimana Ward (13% of the subgroup)
- Those on septic water (7% of the subgroup)
- Those who live in the Country (6% of the subgroup)
- Those who operate their own business (6% of the subgroup)
- Men (5% of the subgroup)
- Those who work full time (4% of the subgroup)

Respondents who were significantly **more likely** to live beside a Residential Sealed Road included:

- Those from the Whakatane Ward (90% of the subgroup) or Ohope Ward (76%)
- Those who live in Town (89% of the subgroup)
- Those on the wastewater and sewage pipeline network water (88% of the subgroup)
- Those on mains water supply (73% of the subgroup)
- Those aged over 65 years (74% of the subgroup)
- Those with a total annual household income under \$30,000 (72% of the subgroup)
- Those who thought they got good value for their rates (72% of the subgroup)
- Those who do not operate their own business (63% of the subgroup)

Type of Road live beside by subgroup

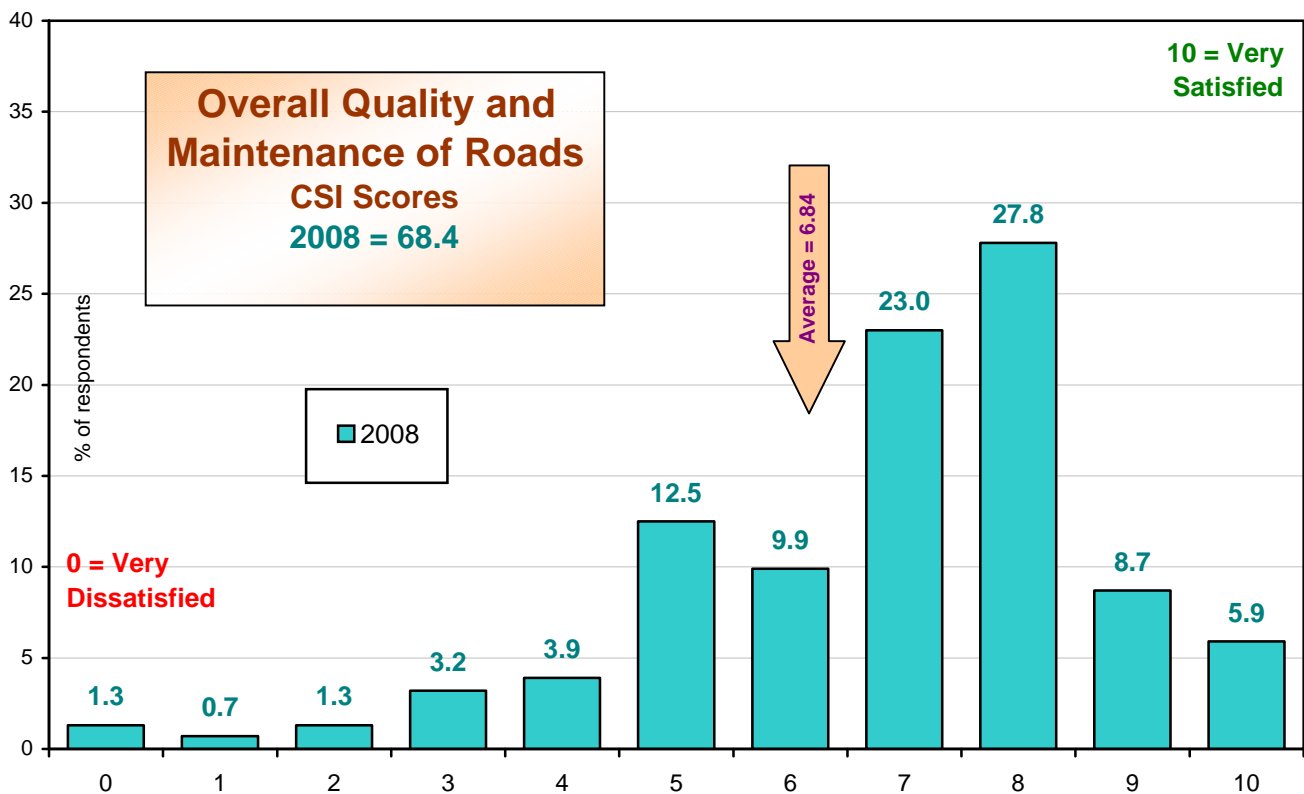


Satisfaction with the Overall Quality and Maintenance of Roads

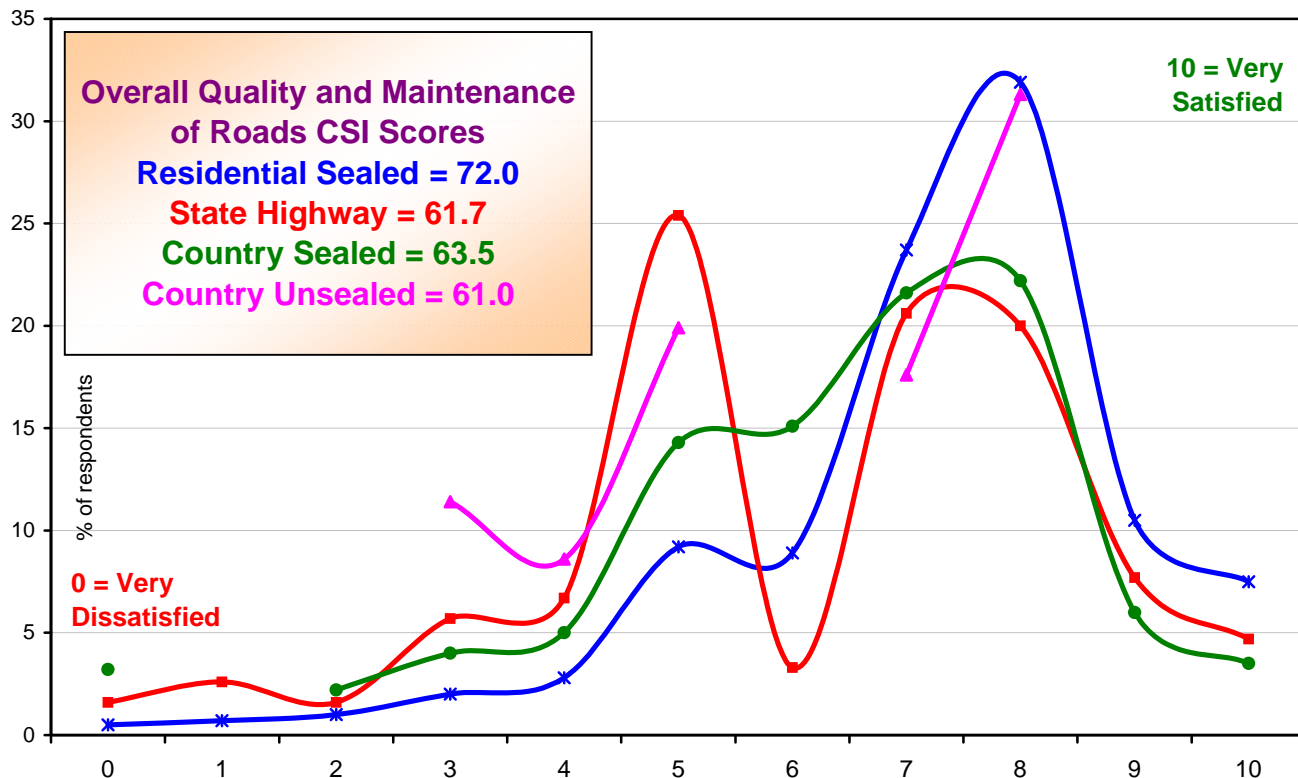
Respondents were asked to rate their satisfaction with the overall quality and maintenance of the roads in the Whakatane District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (65%) were satisfied with the overall quality and maintenance of the roads in the Whakatane District, (Scores 7 – 10). A seventh (15%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 8 (28%). A quarter of the respondents (26%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 7% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the overall quality and maintenance of the roads in the Whakatane District was 68.4. This is a good score but with potential for improvement.



The level of satisfaction with the overall quality and maintenance of the roads in the Whakatane District is dependent on the type of road the respondent lives on. Those living on Residential Sealed Roads are significantly more satisfied than those who live on Country Roads or State Highways. Those who live on Unsealed Country Roads are significantly more likely to be dissatisfied with the roads. The mode is 8 for Residential Sealed Roads, 5 for State Highways, 8 for Sealed Country Roads and 8 for Unsealed Country Roads.



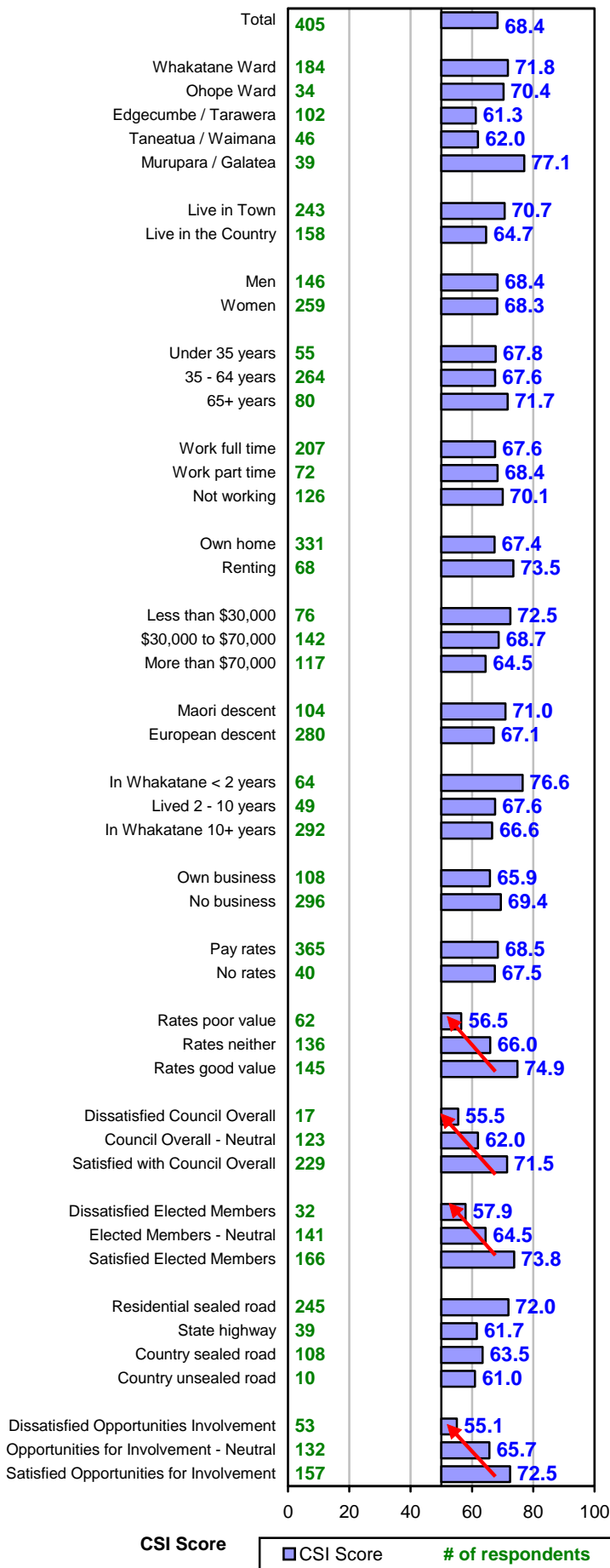
Satisfaction with Overall Quality and Maintenance of Roads in the Whakatane District by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the overall quality and maintenance of the roads across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the overall quality and maintenance of the roads were:

- Respondents who thought they received good value for their rates (CSI Score 74.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 56.5).
- Those who lived on Residential Sealed Roads (CSI Score 72.0) were significantly more satisfied than those who lived on Country Unsealed Roads (CSI Score 61.0).
- Those who live in the Country (CSI Score 64.7) are less satisfied than those who live in Town (CSI Score 70.7)
- Those from the Murupara / Galatea Ward (CSI Score 77.1) are significantly more satisfied than those from the other Wards
- Those in the over 65 age group (CSI Score 71.7) appear more satisfied than those in the other age groups (CSI Score 67.8 – 67.6)
- Those with a household income of less than \$30,000 (CSI Score 72.5) appear more satisfied than those in the higher income brackets.
- Those who were satisfied with the overall performance of Council (CSI Score 71.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 55.5).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 72.5) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 55.1).

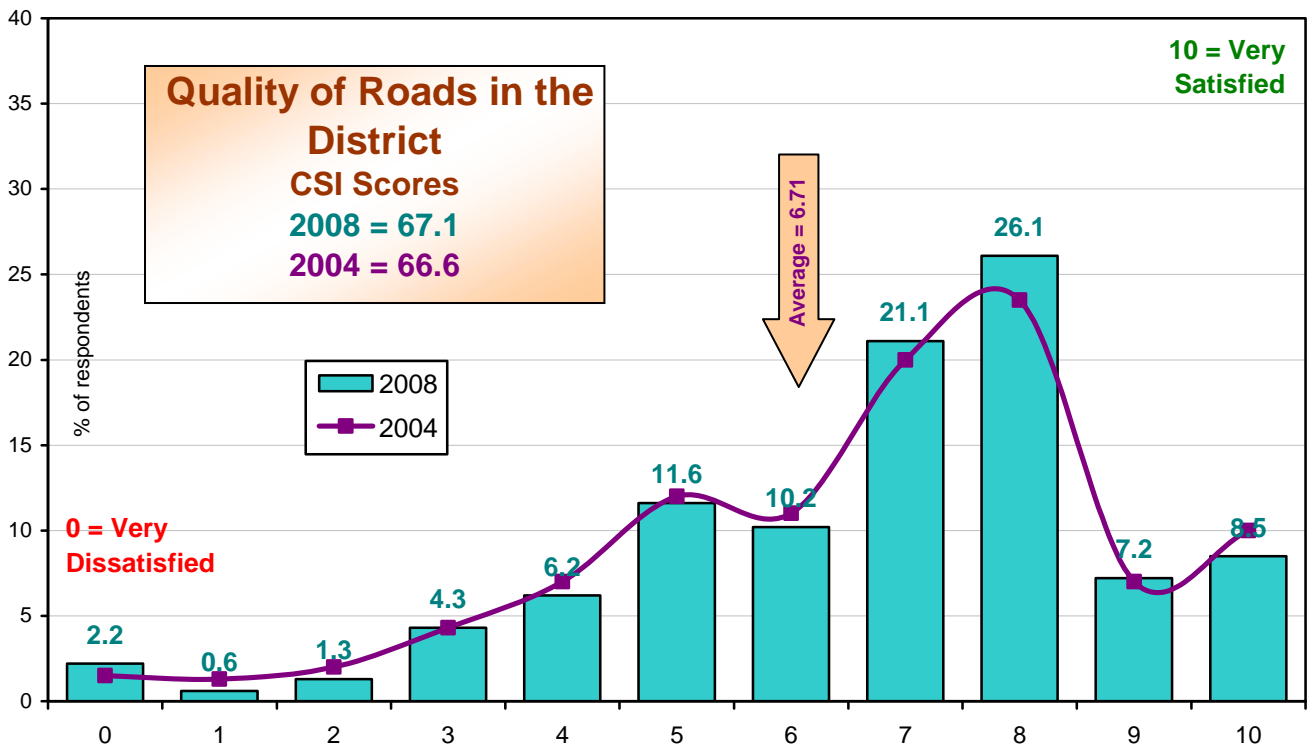


Satisfaction with the Quality of Roads in the District

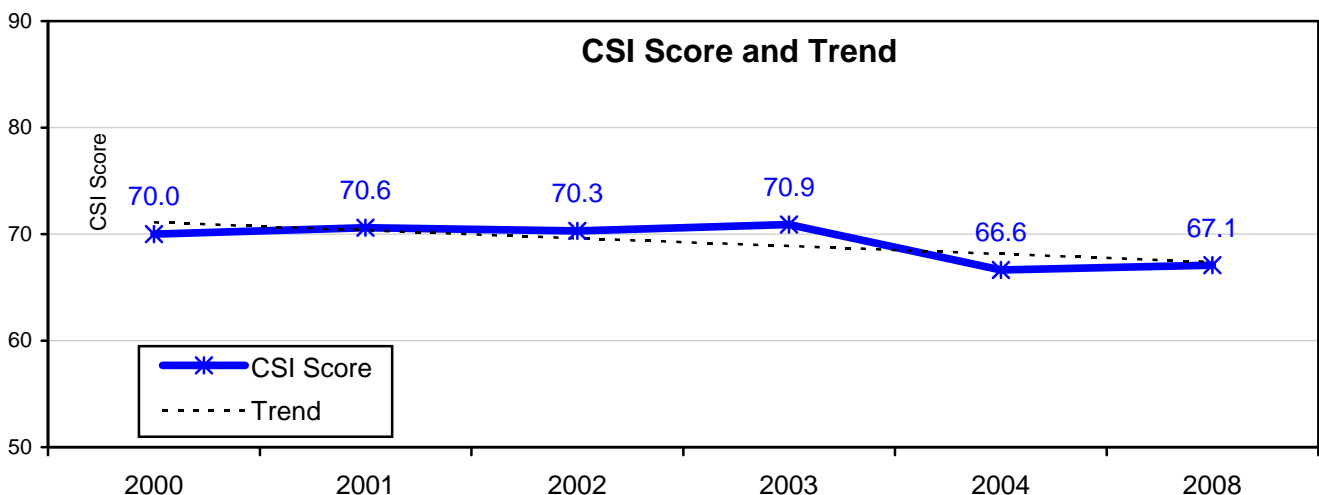
Respondents were asked to rate their satisfaction with the quality of roads in the District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (63%) were satisfied with the quality of roads in the District, (Scores 7 – 10). A sixth (16%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 8 (26%). Over a quarter of the respondents (28%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 8% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Quality of roads in the District was 67.1. This is a good score but with potential for improvement.



The CSI Score of 67.1 is 0.5 points higher than the 2004 results but below the historic CSI Scores.



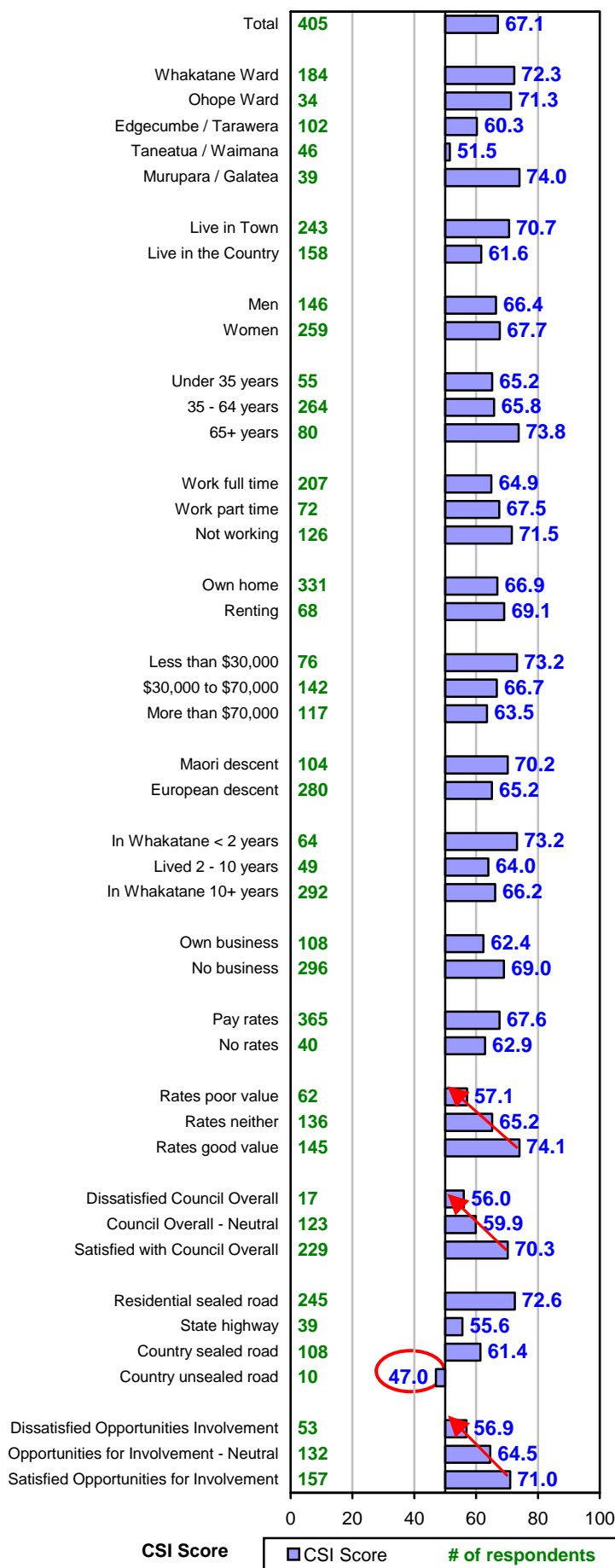
Satisfaction with Quality of Roads in the District by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the quality of roads in the district across most of the subgroups of interest.

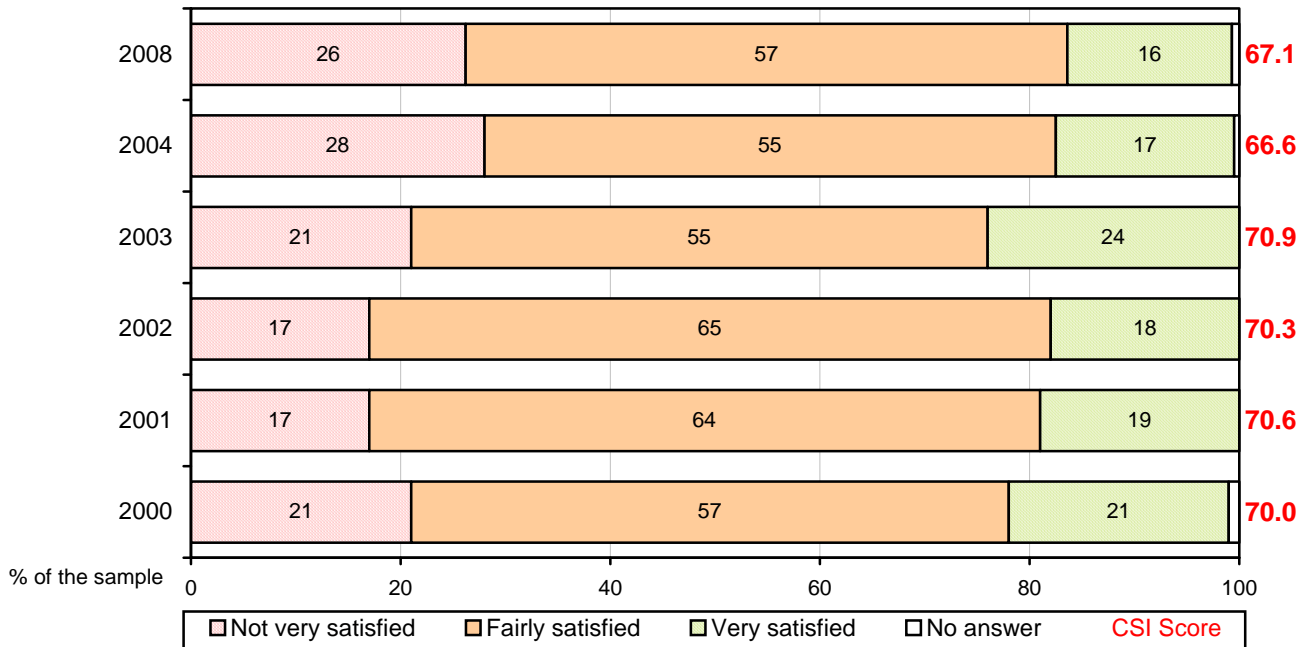
The variables that appear to have had the greatest impact on satisfaction with the quality of roads in the district were:

- Respondents who thought they received good value for their rates (CSI Score 74.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 57.1).
- Those who lived on Residential Sealed Roads (CSI Score 72.6) were significantly more satisfied than those who lived on Country Unsealed Roads (CSI Score 47.0).
- Those who live in the Country (CSI Score 61.6) are significantly less satisfied than those who live in Town (CSI Score 70.7)
- Those from the Taneatua / Waimana Ward (CSI Score 51.5) and Edgecumbe / Tarawera Ward (CSI Score 60.3) are significantly less satisfied than those from the other Wards
- Those in the over 65 age group (CSI Score 73.8) appear more satisfied than those in the other age groups (CSI Score 65.2 – 65.8)
- Those with a household income of under \$30,000 (CSI Score 73.2) appear more satisfied than those in the higher income brackets.
- Those who own or operate their own business (CSI Score 62.4) appear less satisfied than those who do not own or operate their own business (CSI score 69.0).
- Those who were satisfied with the overall performance of Council (CSI Score 70.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 56.0).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 71.0) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 56.9).

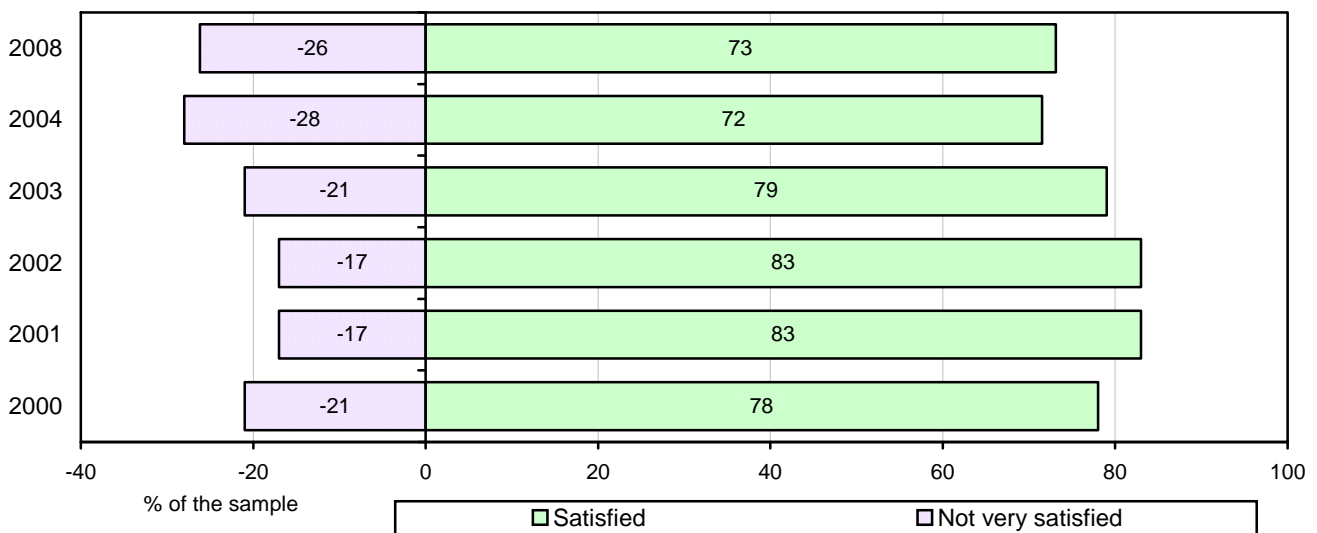


Quality of the roads Satisfaction Comparison with History

The following chart compares the history of satisfaction with the quality of the roads using the previous 3 point scale and an estimated CSI score for each year. This shows that 16% are very satisfied with the quality of the roads with a further 57% being fairly satisfied. However, a quarter of the sample, 26% of respondents were not very satisfied with the roads. The CSI score is the second lowest in recent years but this could be due to the changed scales used for measuring satisfaction.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are more satisfied and less not very satisfied respondents this year.

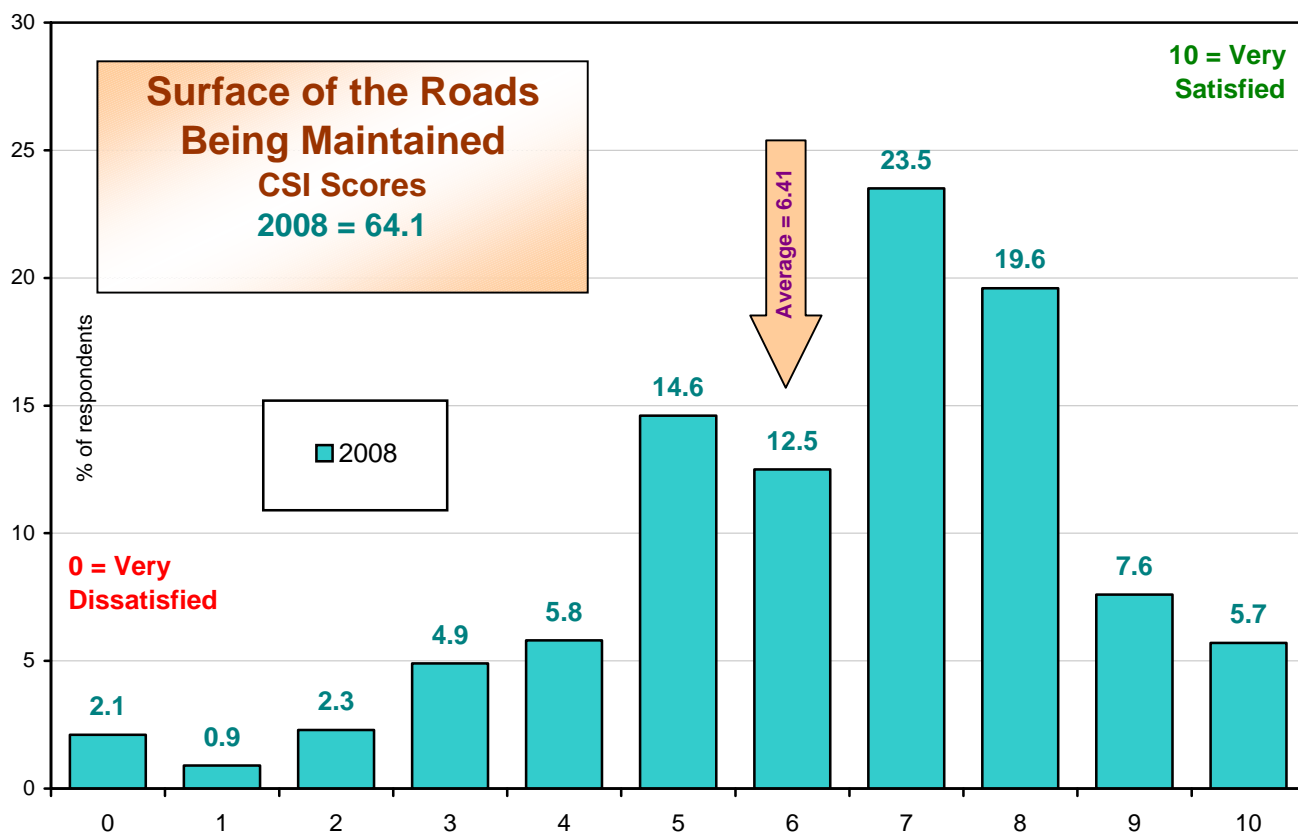


Satisfaction with the Surface of the Roads Being Maintained

Respondents were asked to rate their satisfaction with the surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc), using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the sample (56%) were satisfied with the surface of the roads being maintained, (Scores 7 – 10), however, only 13% rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (24%). A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 – 6). A tenth of the respondents (10%) were dissatisfied (Scores 0 – 3).

The CSI Score for satisfaction with the surface of the roads being maintained was 64.1. This indicates respondents have some concerns about the maintenance of roads.



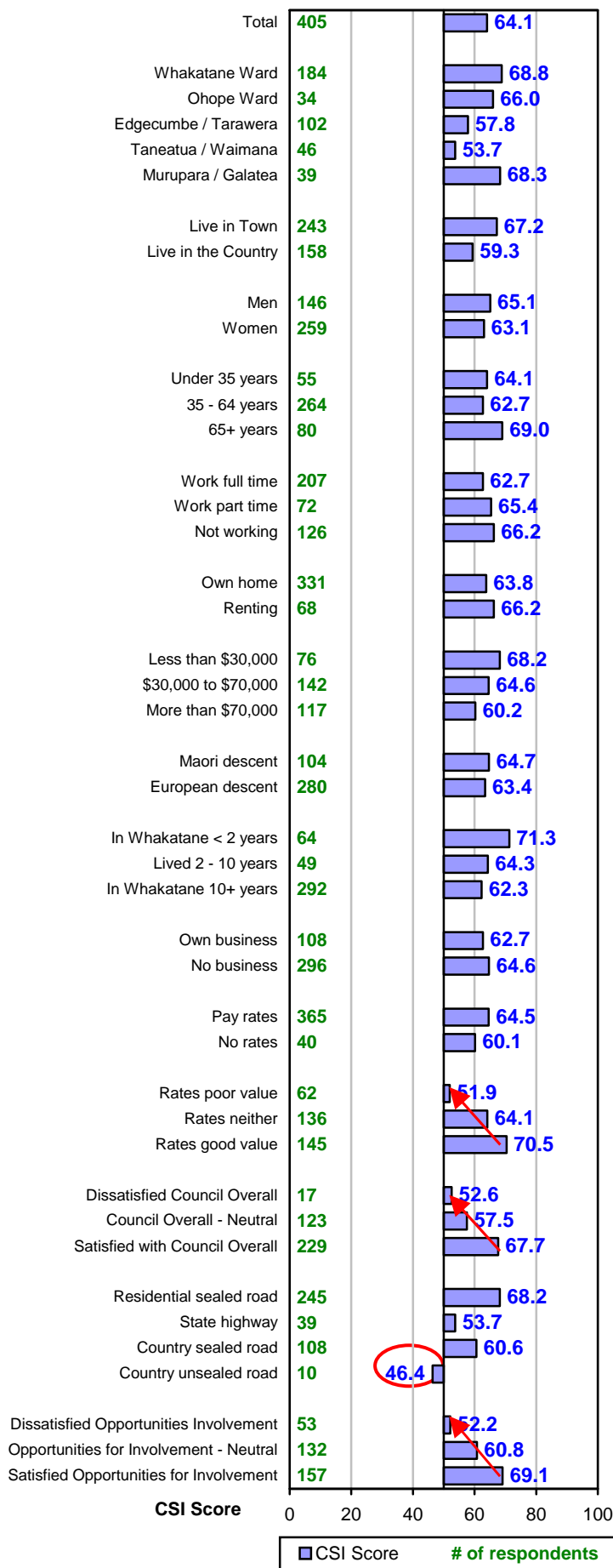
Satisfaction with the surface of the roads being maintained by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the surface of the roads being maintained across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the surface of the roads being maintained were:

- Respondents who thought they received good value for their rates (CSI Score 70.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 51.9).
- Those who lived on Residential Sealed Roads (CSI Score 68.2) were significantly more satisfied than those who lived on Country Unsealed Roads (CSI Score 46.4).
- Those from the Taneatua / Waimana Ward (CSI Score 53.7) and Edgecumbe / Tarawera Ward (CSI Score 57.8) are significantly less satisfied than those from the other Wards
- Those who live in the Country (CSI Score 59.3) are significantly less satisfied than those who live in Town (CSI Score 67.2)
- Those in the over 65 age group (CSI Score 69.0) appear more satisfied than those in the other age groups
- Those who have lived in Whakatane for less than 2 years (CSI Score 71.3) appear more satisfied than those who have lived in Whakatane longer.
- Those who were satisfied with the overall performance of Council (CSI Score 67.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 52.6).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 69.1) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 52.2).

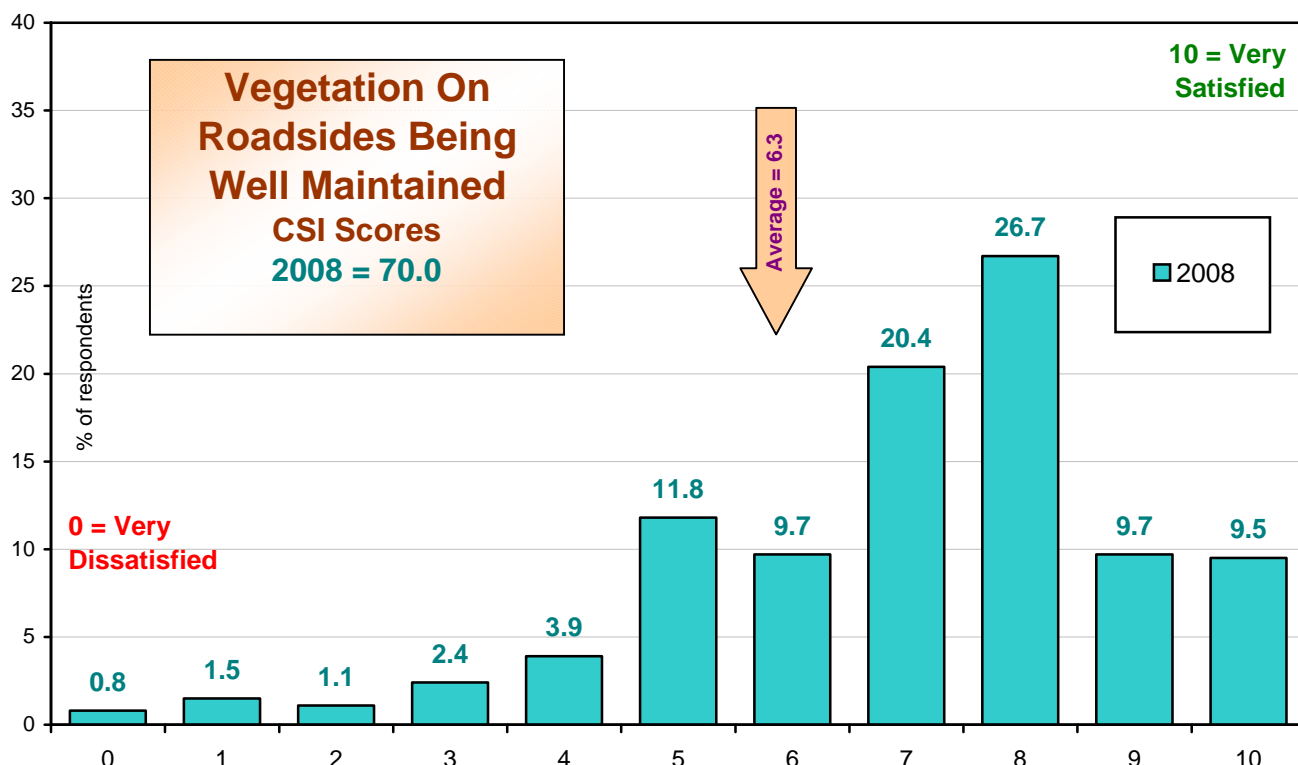


Satisfaction with Vegetation on Roadsides Being Well Maintained

Respondents were asked to rate their satisfaction with the plants and vegetation on the side of the roads being well maintained, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (66%) were satisfied with the plants and vegetation on the side of the roads being well maintained, (Scores 7 – 10), including 19% who rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (26.7%). A quarter of the respondents (26%) rated their satisfaction with a score that was neutral (Scores 4 – 6) and 6% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for plants and vegetation on the side of the roads being well maintained was 70.0. This is a good score but with potential for improvement.



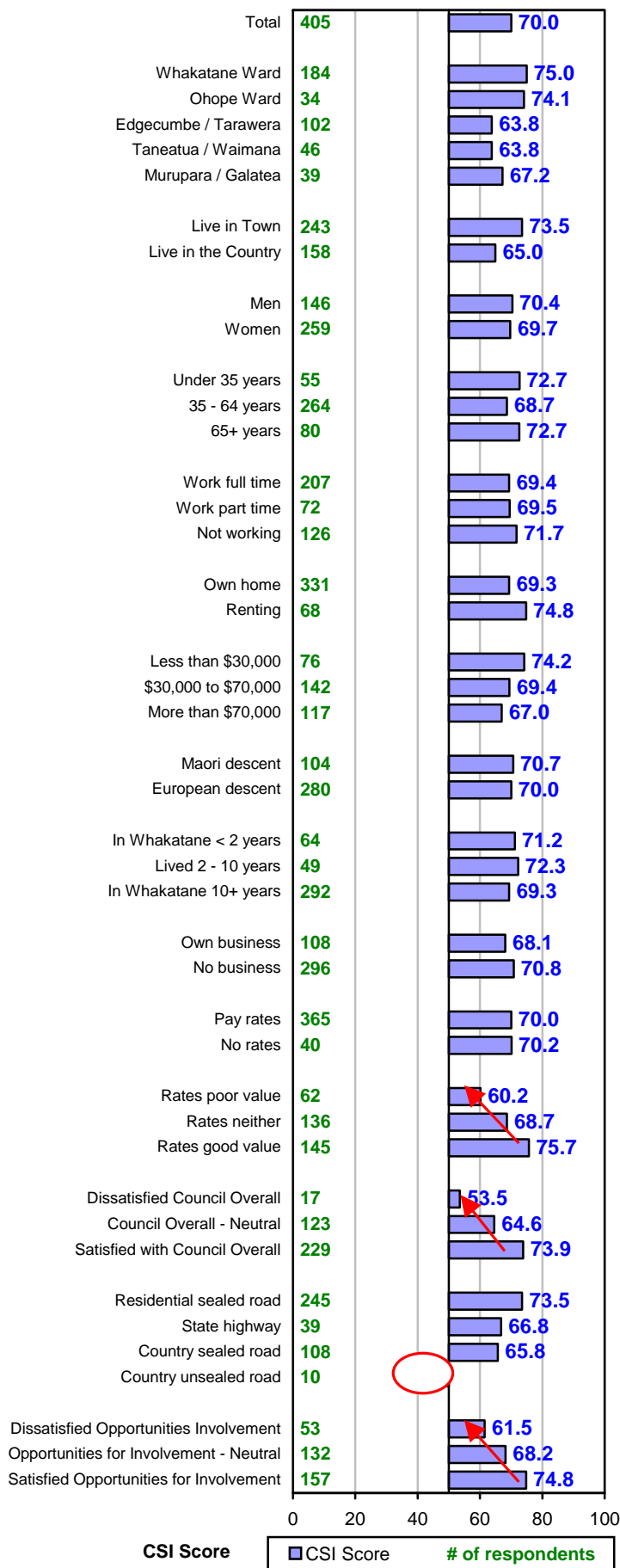
Satisfaction with the plants and vegetation on the side of the roads being well maintained by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the plants and vegetation on the sides of the roads being well maintained across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the plants and vegetation on the sides of the roads being well maintained were:

- Respondents who thought they received good value for their rates (CSI Score 75.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 60.2).
- Those who lived on Residential Sealed Roads (CSI Score 73.5) were significantly more satisfied than those who lived on Country Unsealed Roads (CSI Score 49.5).
- Those from the Whakatane Ward (CSI Score 75.0) and the Ohope Ward (CSI Score 74.1) are significantly more satisfied than those from the other Wards
- Those who live in the Country (CSI Score 65.0) are significantly less satisfied than those who live in Town (CSI Score 73.5)
- Homeowners (CSI Score 69.3) appear less satisfied than those who are renting (CSI Score 74.8).
- Those with a household income of under \$30,000 (CSI Score 74.2) appear more satisfied than those in the higher income brackets.
- Those who were satisfied with the overall performance of Council (CSI Score 73.9) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 53.5).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 74.8) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 61.5).

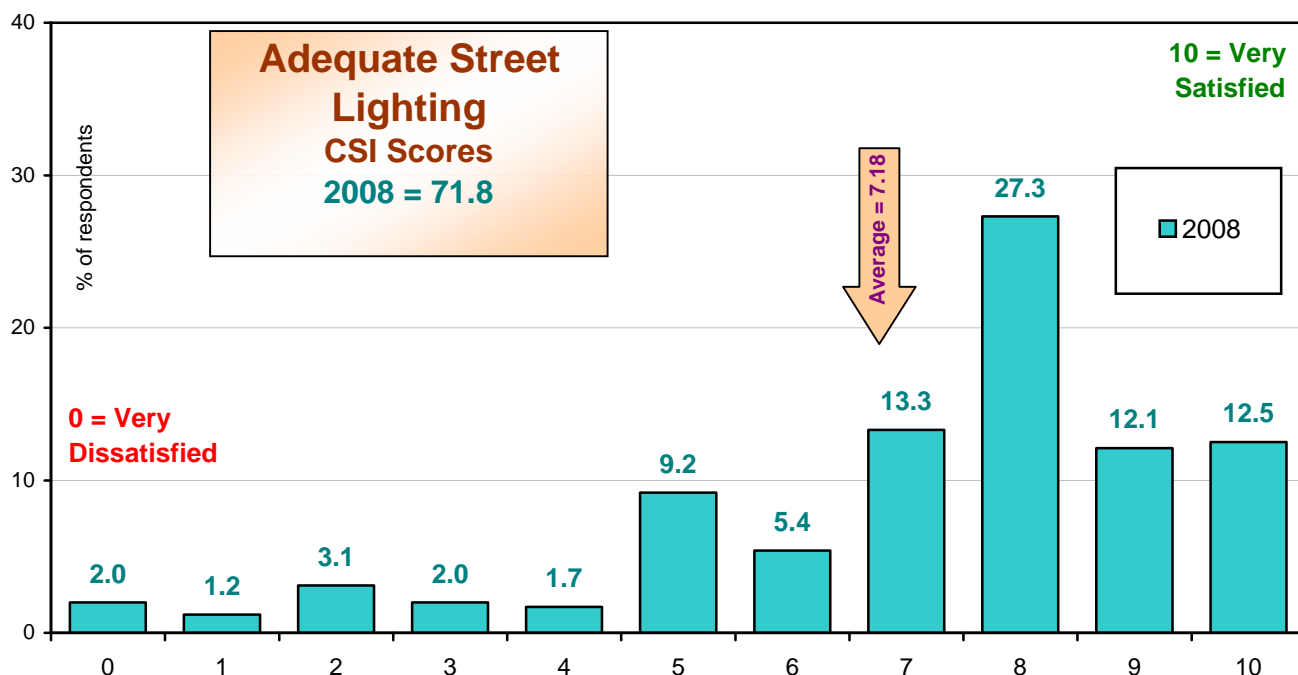


Satisfaction with Having Adequate Street Lighting

Respondents were asked to rate their satisfaction with having adequate street lighting, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (65%) were satisfied with having adequate street lighting, (Scores 7 – 10), and 25% rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (27%). A sixth of the respondents (16%) rated their satisfaction with a score that was neutral (Scores 4 – 6) while 8% rated with scores that reflect dissatisfaction (Scores 0 – 3). A tenth of the sample (10%) did not answer this question but this rises to 26% in rural areas.

The CSI Score for having adequate street lighting was 71.8. This is a good score but with potential for improvement.



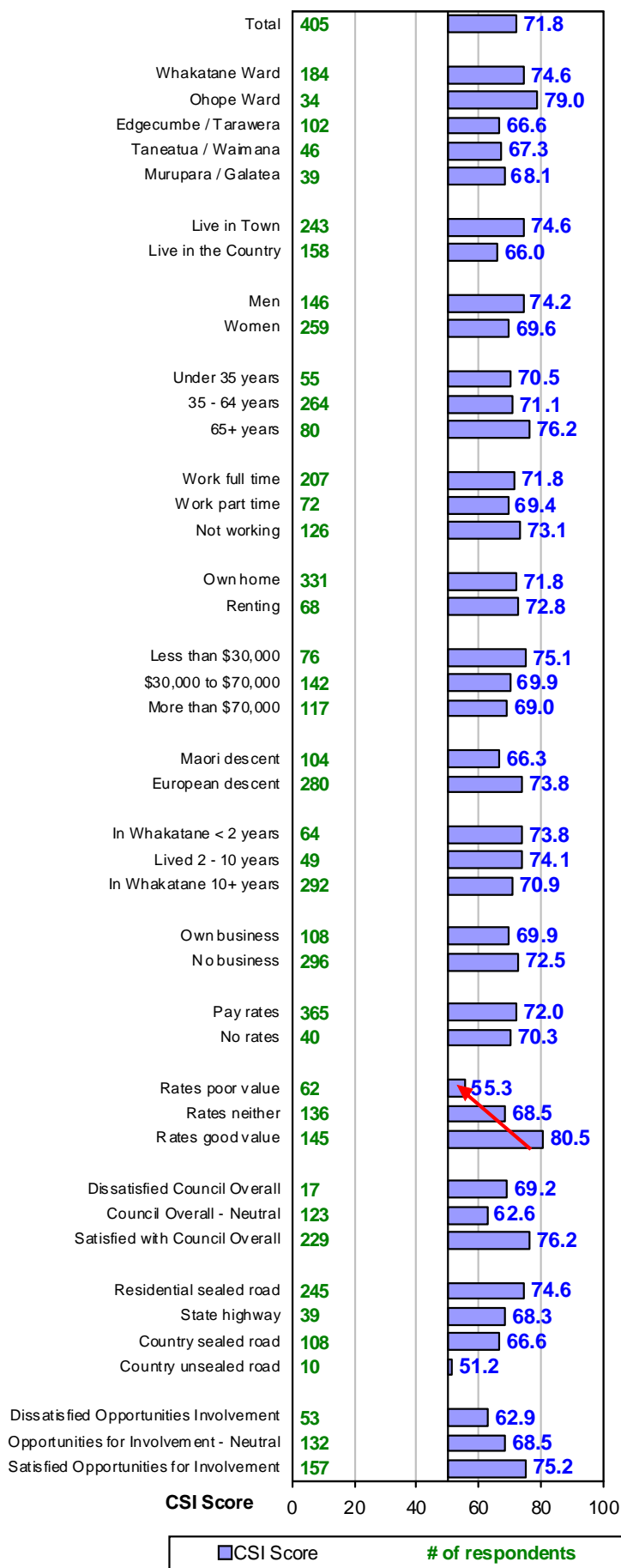
Satisfaction with Having Adequate Street Lighting by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with having adequate street lighting across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with having adequate street lighting were:

- Respondents who thought they received good value for their rates (CSI Score 80.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 55.3).
- Those who lived on Residential Sealed Roads (CSI Score 74.6) were significantly more satisfied than those who lived on Country Unsealed Roads (CSI Score 51.2).
- Those from the Ohope Ward (CSI Score 79.0) appear more satisfied than those from the other Wards.
- Those who live in the Country (CSI Score 66.0) are significantly less satisfied than those who live in Town (CSI Score 74.6)
- Men (CSI Score 74.2) appear more satisfied than Women (CSI Score 69.6)
- Those in the over 65 age group (CSI Score 76.2) are significantly more satisfied than those who are in the younger age group.
- Those with a total annual household income of less than \$30,000 (CSI Score 75.1) are more satisfied than those in the other income brackets.
- Those of European descent (CSI Score 73.8) appear more satisfied than those of Maori descent (CSI Score 66.3)
- Those who were satisfied with the overall performance of Council (CSI Score 76.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 62.9).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 75.2) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 62.9).

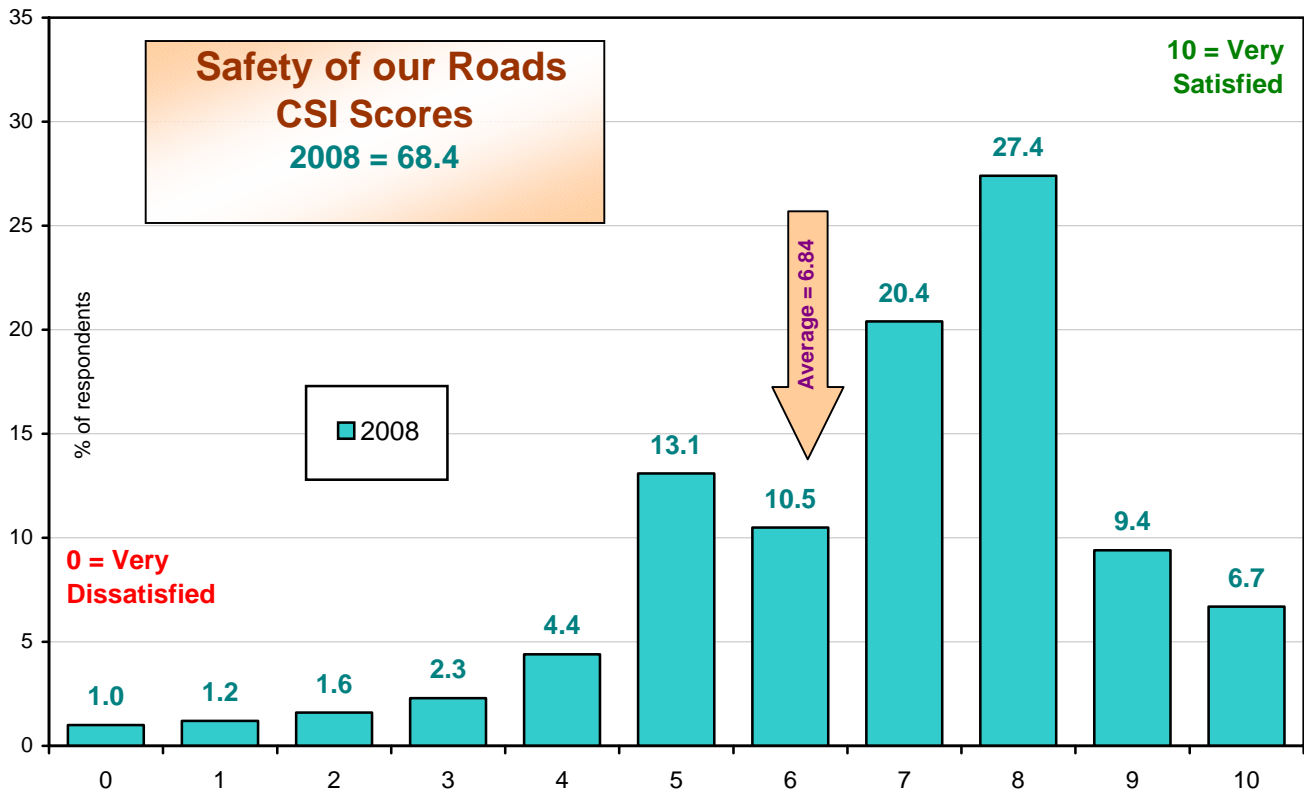


Satisfaction with the Safety of our roads

Respondents were asked to rate their satisfaction with the Safety of our roads, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (64%) were satisfied with the Safety of our roads, (Scores 7 – 10). A sixth (16%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 8 (27%). Over a quarter of the respondents (28%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 6% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Safety of our roads was 68.4. This is a good score but with potential for improvement.



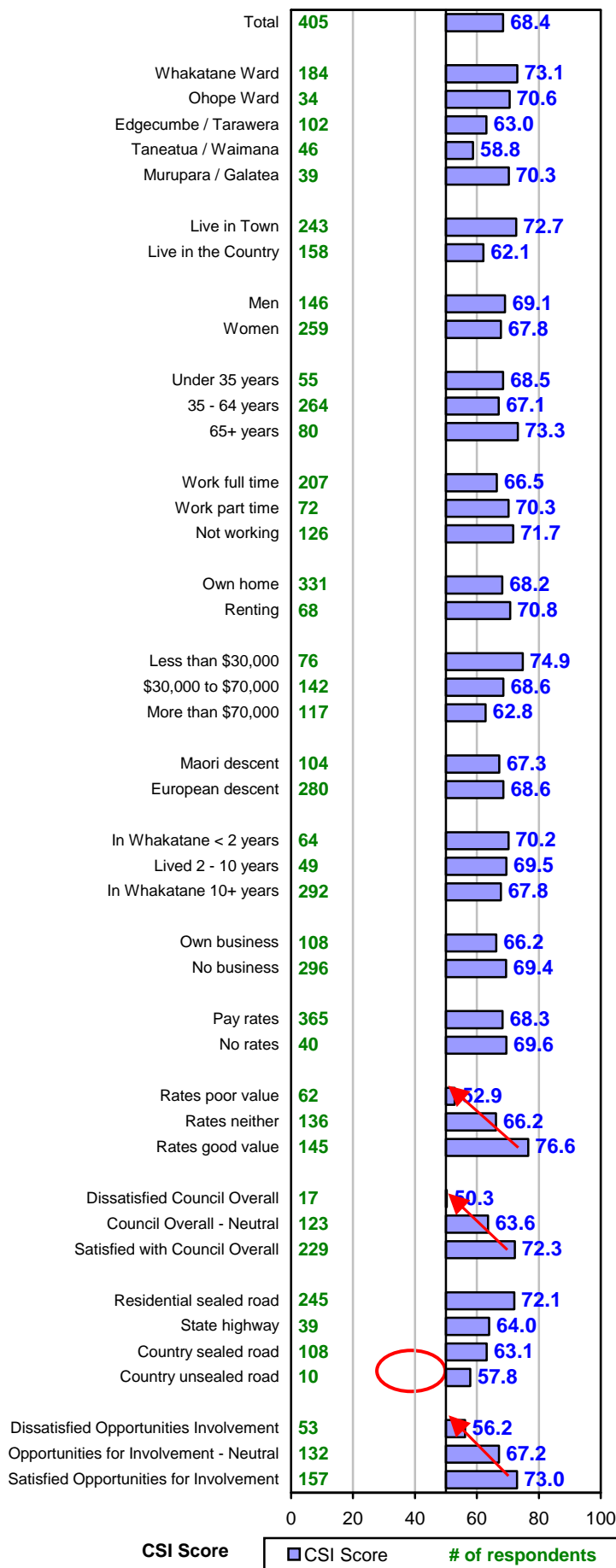
Satisfaction with Safety of our Roads by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the Safety of our roads across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the quality of roads in the district were:

- Respondents who thought they received good value for their rates (CSI Score 76.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 52.9).
- Those who lived on Residential Sealed Roads (CSI Score 72.1) were significantly more satisfied than those who lived on Country Unsealed Roads (CSI Score 57.8).
- Those who live in the Country (CSI Score 62.1) are significantly less satisfied than those who live in Town (CSI Score 72.7)
- Those from the Taneatua / Waimana Ward (CSI Score 58.8) and Edgecumbe / Tarawera Ward (CSI Score 63.0) are significantly less satisfied than those from the other Wards
- Those in the over 65 age group (CSI Score 73.3) appear more satisfied than those in the other age groups (CSI Score 68.5 – 67.1)
- Those with a household income of under \$30,000 (CSI Score 74.9) appear more satisfied than those in the higher income brackets.
- Those who were satisfied with the overall performance of Council (CSI Score 72.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 50.3).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 73.0) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 56.2).



Water

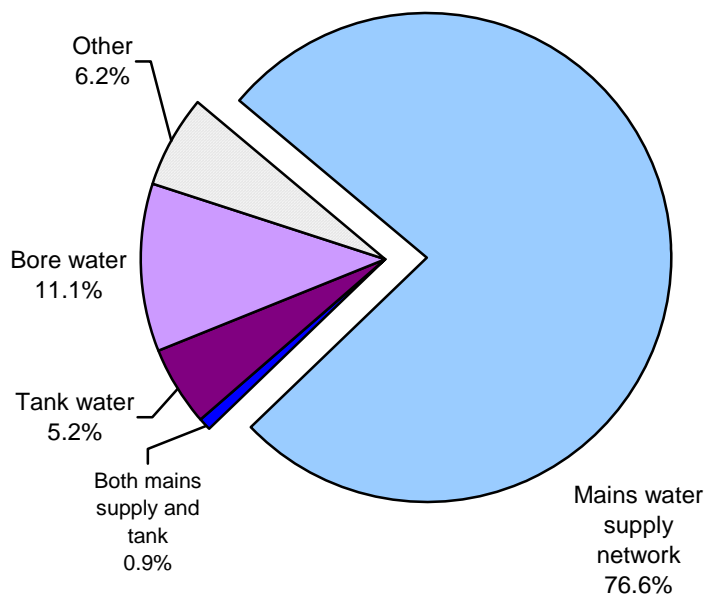
Source of Water At Home

Respondents were asked to indicate where their supply of water to their home came from.

Three quarters of the sample (77%) are on the mains water supply network and a few (1%) had both mains and tank water.

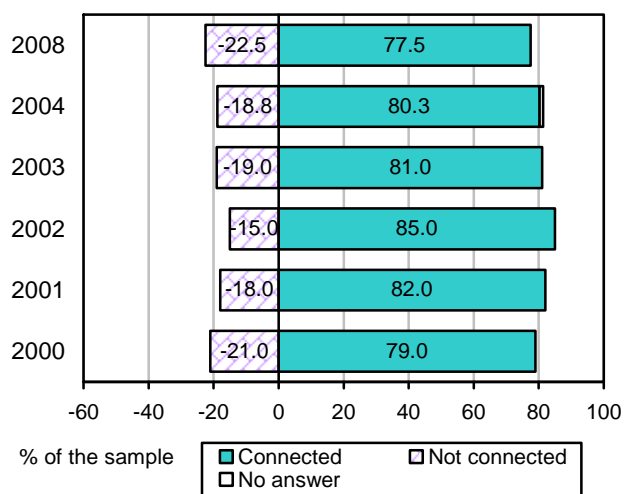
A ninth of the sample, (11%) were on bore water while 5% were on tank water.

A number of respondents (6%) indicated they had other sources of water but they were not asked to specify what this was.



Comparing the results with recent history shows a decrease in the number of respondents who are connected to the District Council's water supply.

The minor variation in usage could reflect the fact that 6% of respondents used other means of water supply.



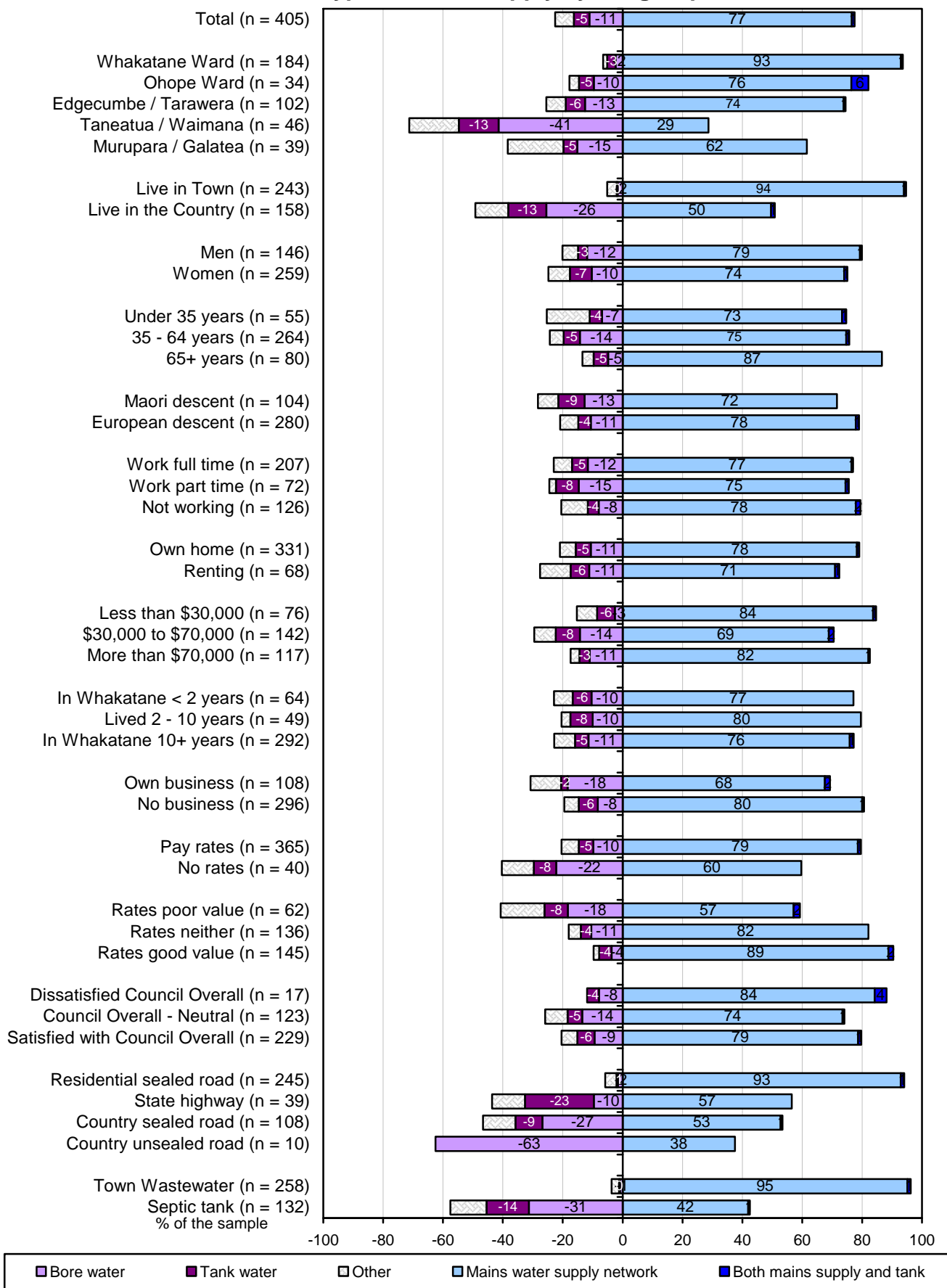
The chart on the next page shows the proportion of each subgroup that used each type of water to their home. Respondents who were significantly **more likely** to be on the Mains water supply network include:

- Those on the wastewater and sewage pipeline network water (95% of the subgroup)
- Those who live in town (94% of the subgroup)
- Those on residential sealed roads (93% of the subgroup)
- Those from the Whakatane Ward (93% of the subgroup)
- Those who thought they got good value for their rates (89% of the subgroup)
- Those aged 65 years or older (87% of the subgroup)
- Those who do not operate their own business (80% of the subgroup)

Respondents who were significantly **more likely** to be on Bore Water include:

- Those from the Taneatua / Waimana Ward (41% of the subgroup)
- Those who live in the Country (26% of the subgroup)
- Those who operate their own business (18% of the subgroup)
- Those aged 35 – 64 years (14% of the subgroup)
- Those on septic water (31% of the subgroup)

Type of Water Supply by subgroup

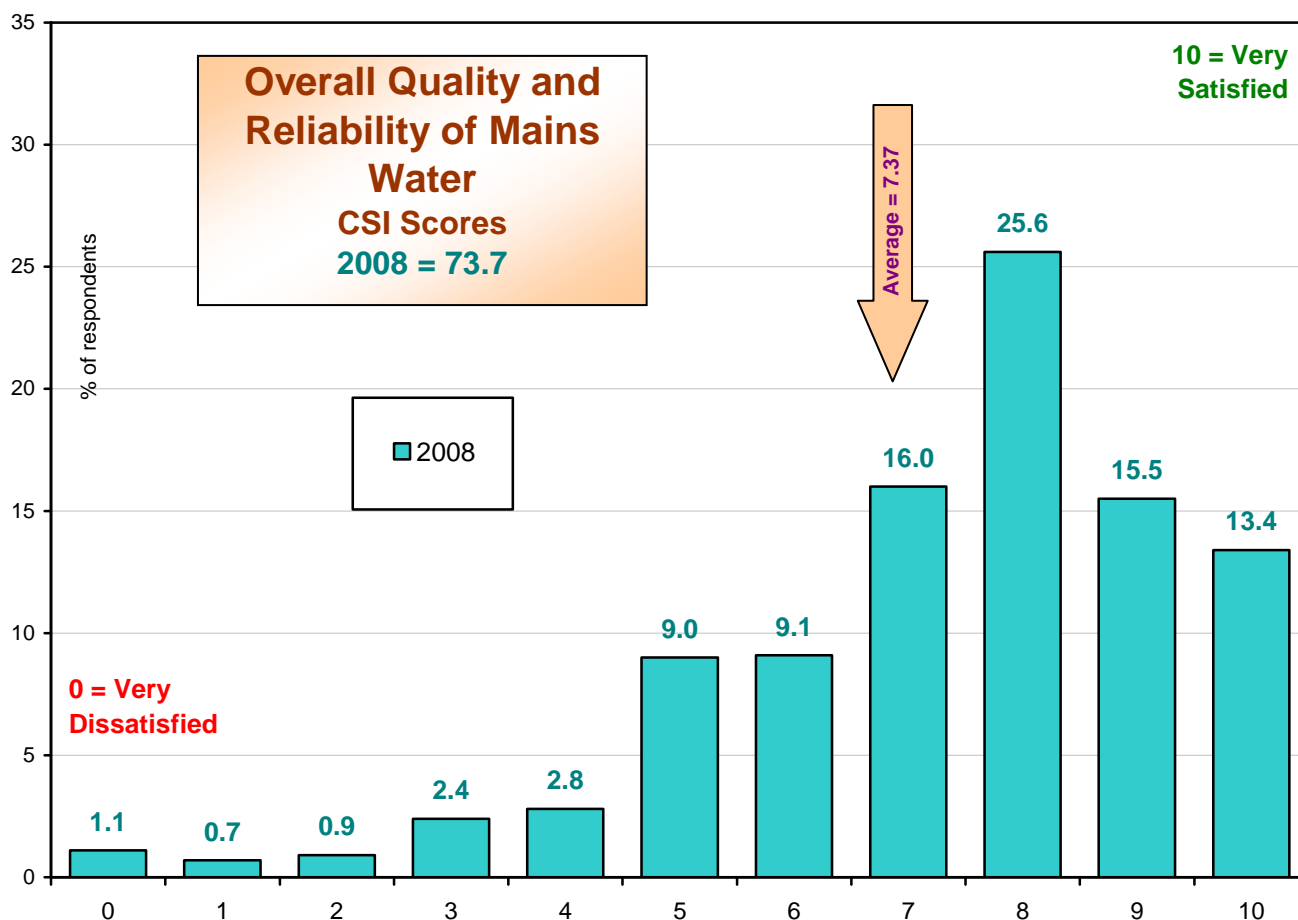


Satisfaction with the Overall Quality and Reliability of the Mains Water

Respondents who were connected to the Mains water supply (n = 310) were asked to rate their satisfaction with the overall quality and reliability of the Mains water supply in the Whakatane District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost three quarters of the respondents (71%) were satisfied with the overall quality and reliability of the Mains water in Whakatane, (Scores 7 – 10), including 29% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (26%). A fifth of the respondents (21%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 5% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for satisfaction with the overall quality and reliability of the Mains water in the Whakatane District was 73.7. This score shows a very good level of satisfaction.



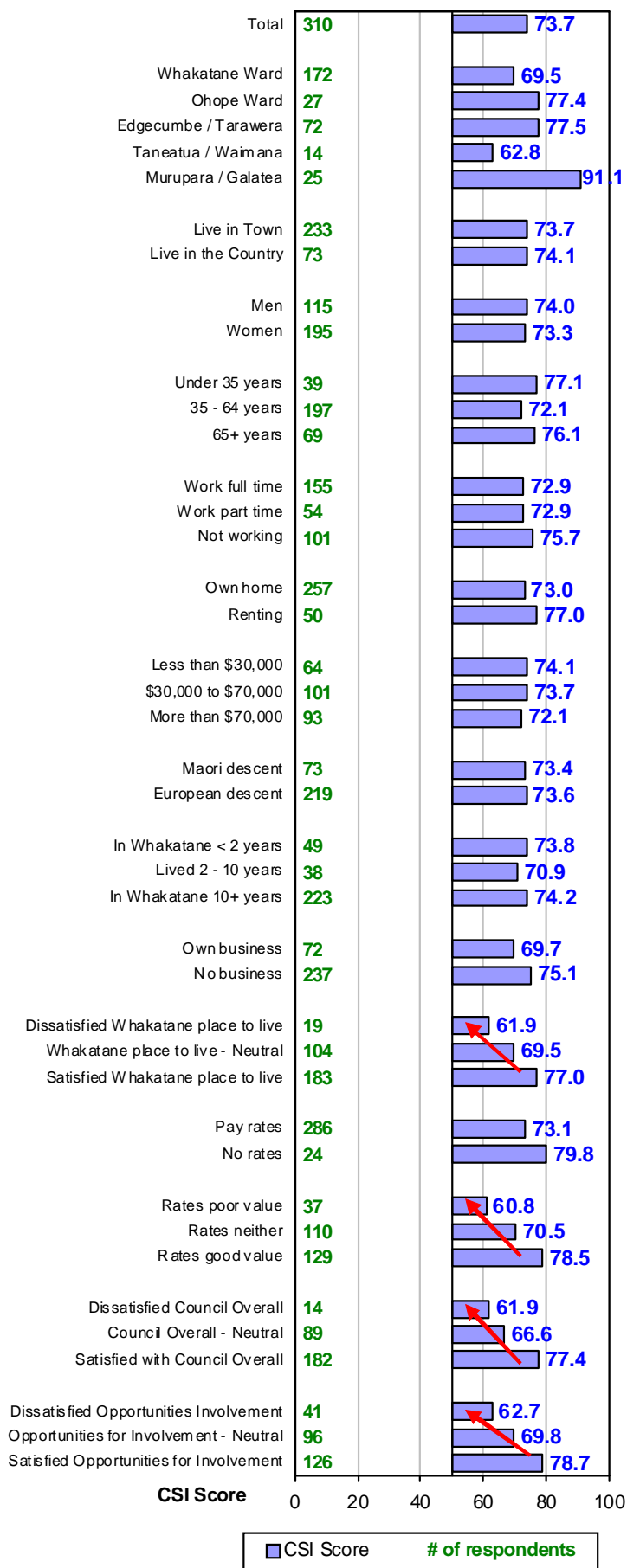
Satisfaction with the Mains Water Supply by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with the overall quality and reliability of the Mains water supply in the Whakatane District across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the overall quality and reliability of the Mains water supply in the Whakatane District were:

- Respondents who thought they received good value for their rates (CSI Score 78.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 60.8).
- Those from the Murupara / Galatea Ward (CSI Score 91.1) are significantly more satisfied than those from the other Wards.
- Those aged between 35 - 64 years (CSI Score 72.1) appear less satisfied than those from other age groups.
- Those who are satisfied with Whakatane as a place to live (CSI Score 77.0) are significantly more satisfied than those who are dissatisfied with Whakatane as a place to live (CSI Score 61.9).
- Those who were satisfied with the overall performance of Council (CSI Score 77.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 61.9).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 78.7) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 62.7).

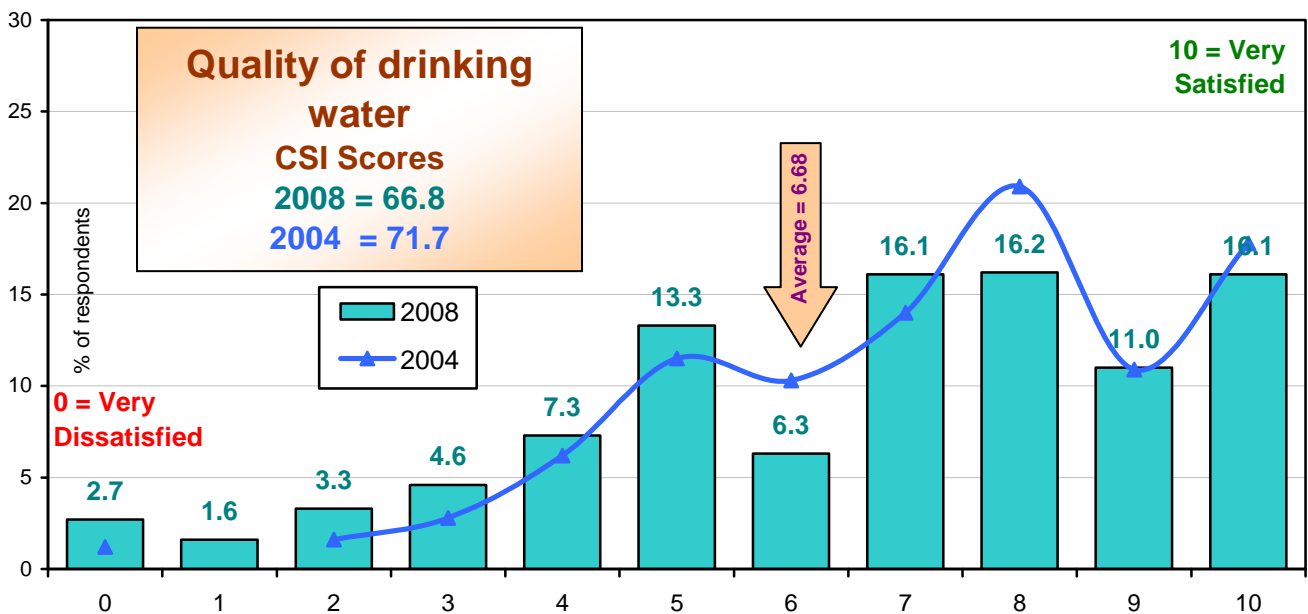


Satisfaction with the quality of drinking water supplied to residents homes

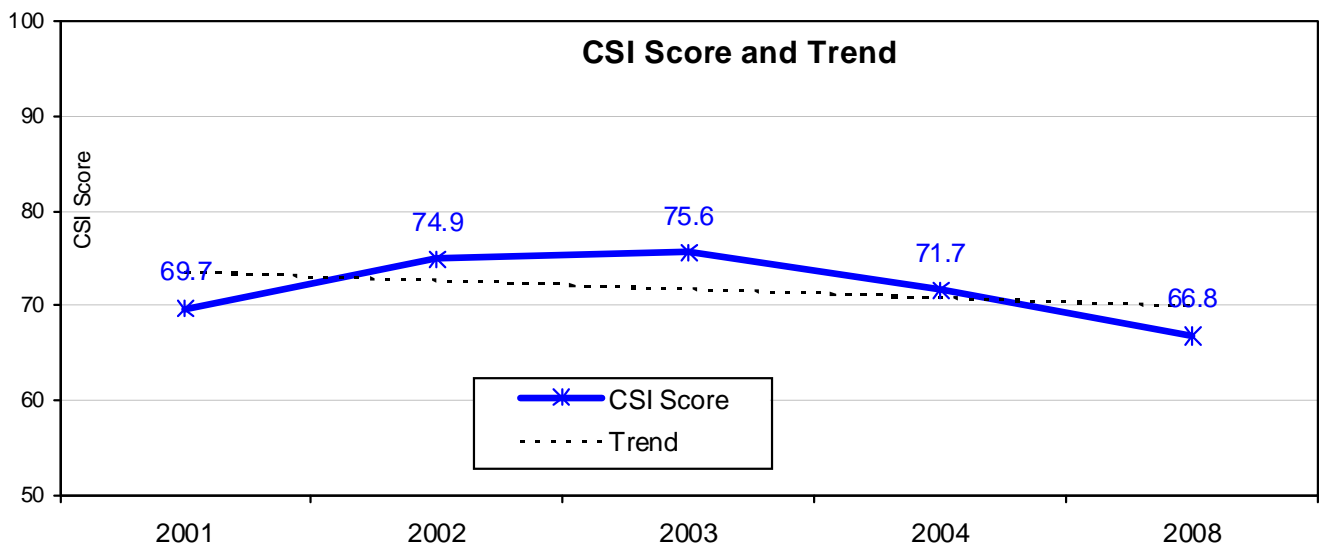
Respondents who were connected to the Mains water supply (n = 310) were asked to rate their satisfaction with the quality of drinking water supplied to residents homes (e.g. taste, colour, purity), using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three fifths of the respondents (60%) were satisfied with the quality of drinking water supplied to residents homes, (Scores 7 – 10), and 21% rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7/8/10 (16%). Over a quarter of the respondents (27%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 12% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the quality of drinking water supplied to resident’s homes was 66.8. This score show a fair level of satisfaction, but with potential for improvement.



The CSI Score for the quality of drinking water supplied to resident’s homes is 66.8, down 4.9 points from the 2004 result. This is the lowest CSI score recorded by this monitor and is below the current trend line.



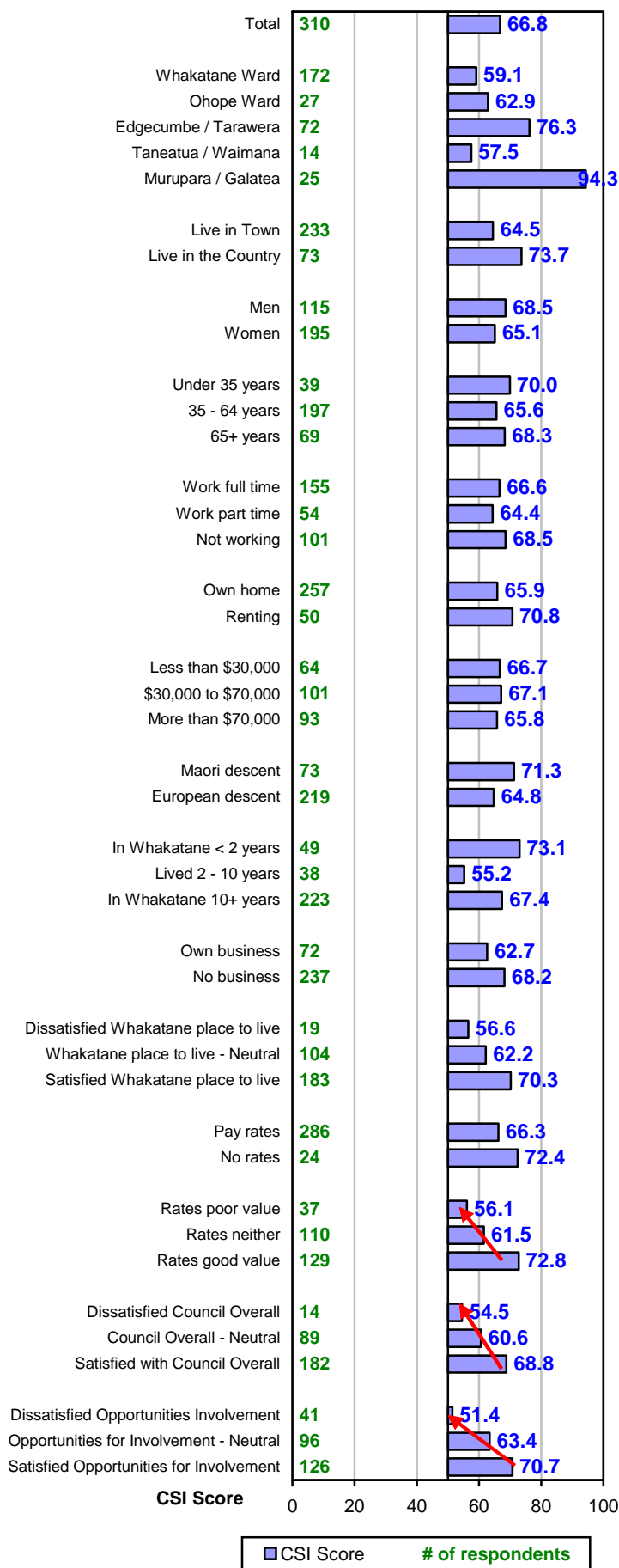
Satisfaction with the quality of drinking water supplied to homes by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the quality of drinking water supplied to resident's homes across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the quality of drinking water supplied to residents homes (e.g. taste, colour, purity) were:

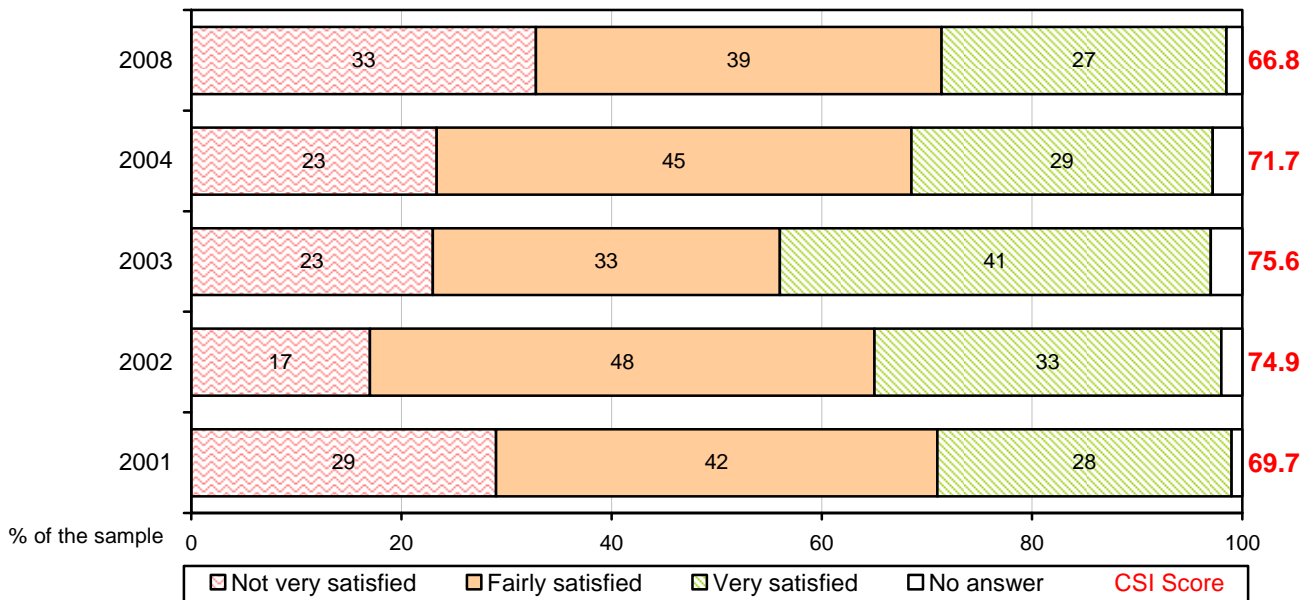
- Respondents who thought they received good value for their rates (CSI Score 72.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 56.1).
- Those who live in the Country (CSI Score 73.7) are significantly more satisfied than those who live in the Town (CSI Score 64.5)
- Those from the Murupara / Galatea Ward (CSI Score 94.3) are significantly more satisfied than those from the other Wards.
- Homeowners (CSI Score 65.9) appear less satisfied than those who are renting (CSI Score 70.8).
- Those of Maori descent (CSI Score 71.3) are significantly more satisfied than those of European descent (CSI score 64.8).
- Those who were satisfied with Whakatane as a place to live (CSI Score 70.3) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI score 56.6).
- Those who were satisfied with the overall performance of Council (CSI Score 68.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 54.5).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 70.7) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI



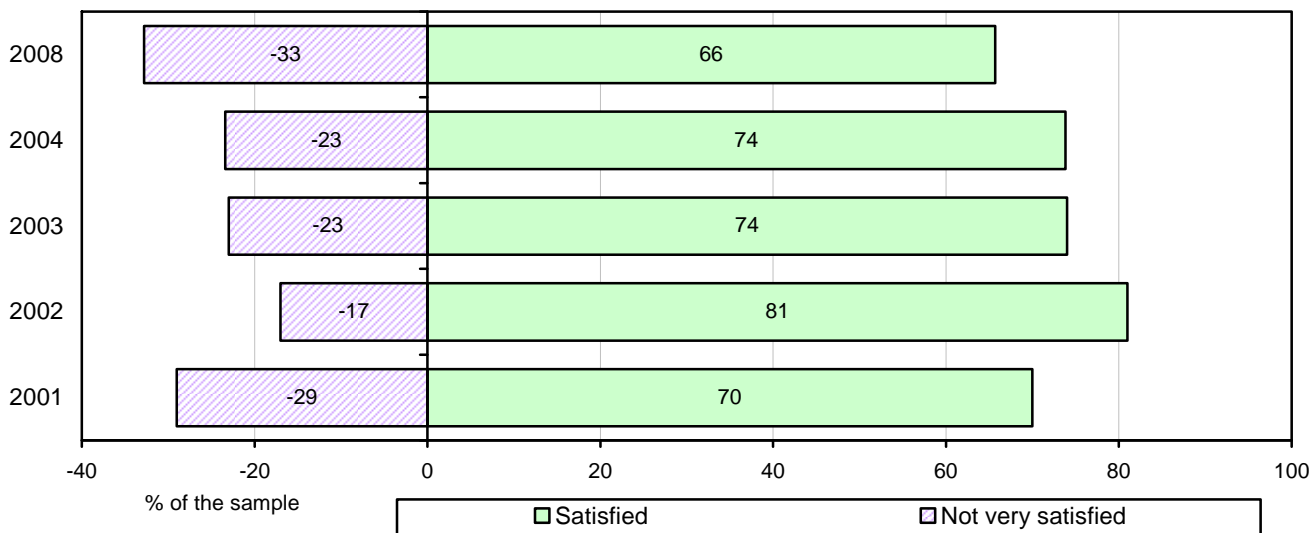
score 51.4).

Water Quality Satisfaction Comparison with History

The following chart compares the history of satisfaction with the water quality using the previous 3 point scale and an estimated CSI score for each year. This shows that 27% are very satisfied with the water quality with a further 39% being fairly satisfied. However, a third of the respondents (33%) connected to the water supply were not very satisfied. The CSI score is 4.9 points lower than the 2004 result.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there is a larger proportion of respondents who are not very satisfied with the quality of the water supply.

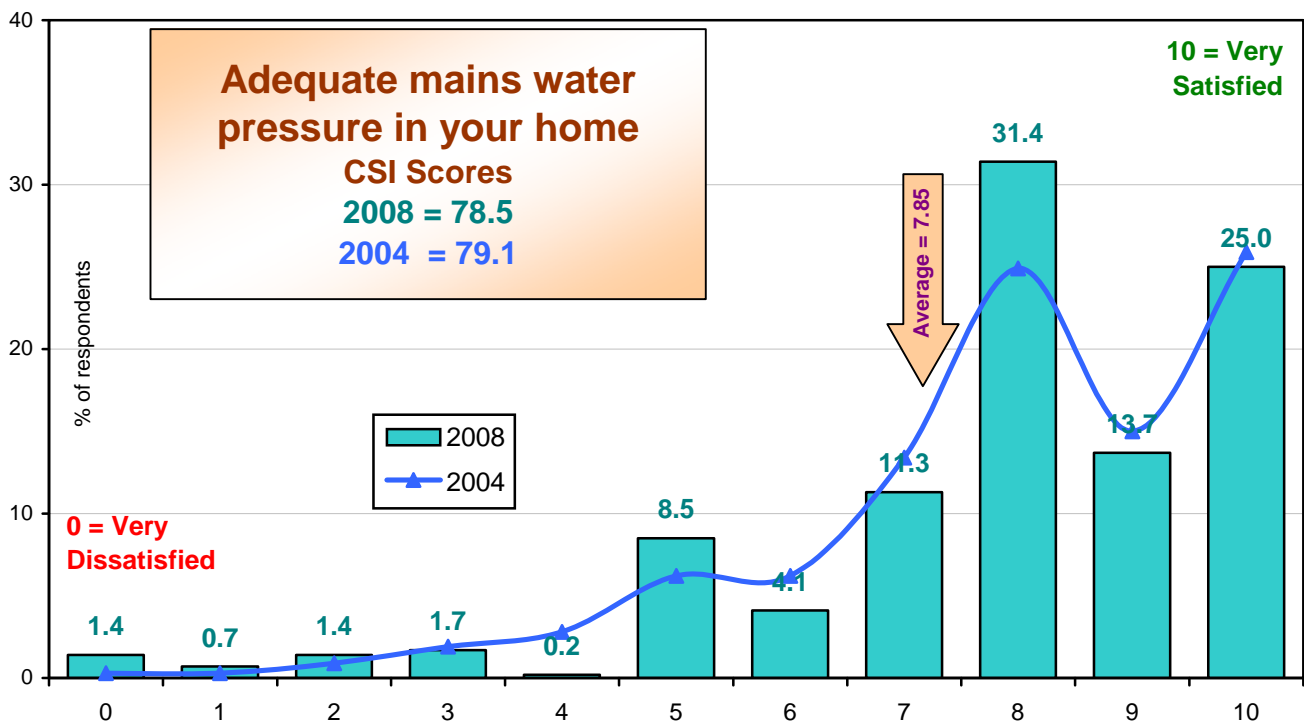


Satisfaction with having adequate mains water pressure in your home

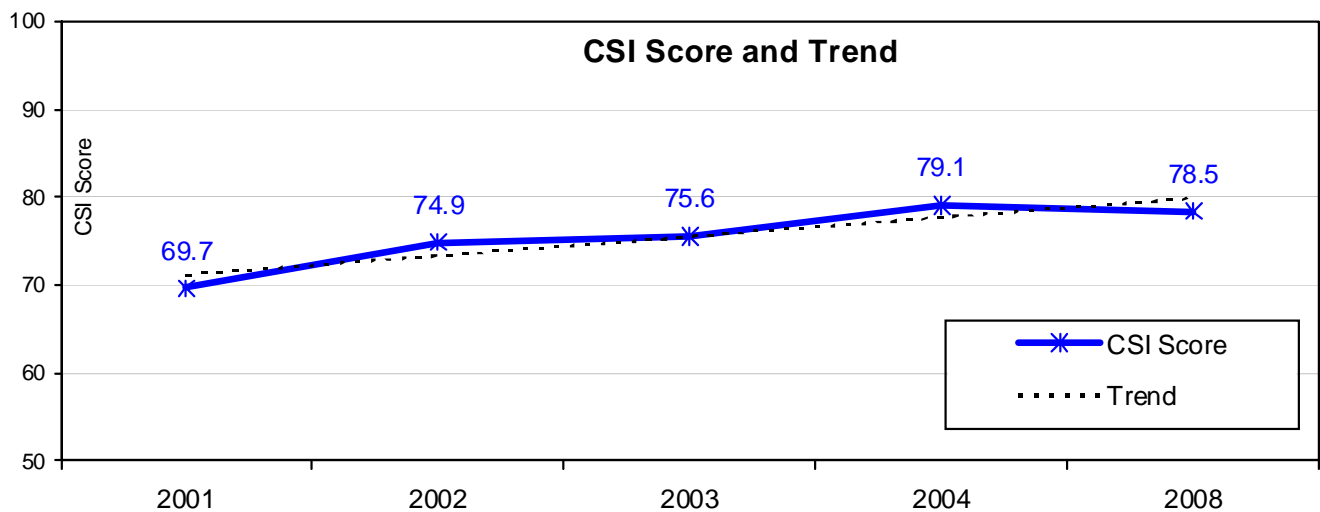
Respondents who were connected to the mains water supply (n = 310) were asked to rate their satisfaction with having adequate mains water pressure in their home, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the sample (82%) were satisfied with having adequate mains water pressure in their home, (Scores 7 – 10), including 39% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%). An eighth of the respondents (13%) rated their satisfaction with a score that was neutral (Scores 4 – 6), while 5% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for having adequate mains water pressure in your home was 78.5. This score show an excellent level of satisfaction.



The CSI Score of 78.5 is down 0.6 points from the 2004 results. This is the second highest result recorded by this monitor.



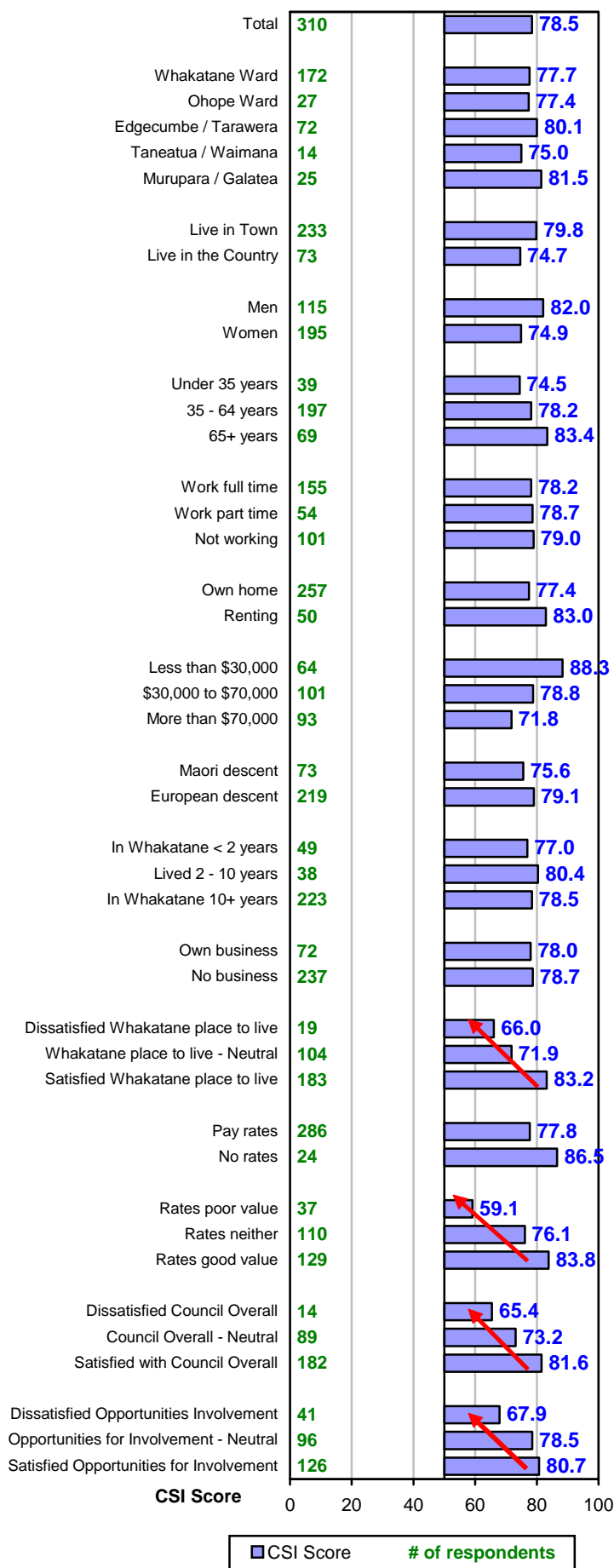
Satisfaction with having adequate mains water pressure in your home by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with having adequate mains water pressure in your home across most of the subgroups of interest.

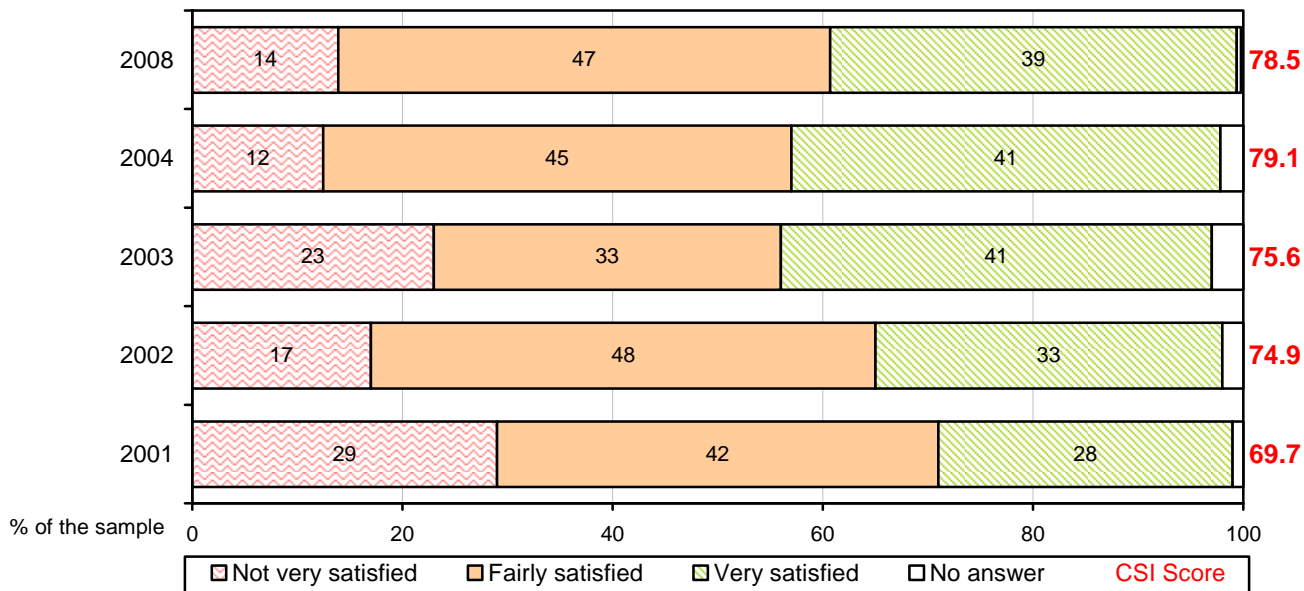
The variables that appear to have had the greatest impact on satisfaction with having adequate mains water pressure in your home were:

- Respondents who thought they received good value for their rates (CSI Score 83.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 59.1).
- Those from the Murupara / Galatea Ward (CSI Score 81.5) and the Edgecumbe / Tarawera Ward (CSI Score 80.1) are more satisfied than those from the other Wards
- Those who live in the Town (CSI Score 79.8) are significantly more satisfied than those who live in the Country.
- Men (CSI Score 82.0) appear more satisfied than Women (CSI Score 74.9).
- Those aged over 65 years (CSI Score 83.4) appear more satisfied than those in the younger age brackets.
- Homeowners (CSI Score 77.4) appear less satisfied than those who are renting (CSI Score 83.0).
- Those with a household income of under \$30,000 (CSI Score 88.3) appear more satisfied than those in the higher income brackets.
- Those who were satisfied with Whakatane as a place to live (CSI Score 83.2) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI score 66.0).
- Those who were satisfied with the overall performance of Council (CSI Score 81.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 65.4).

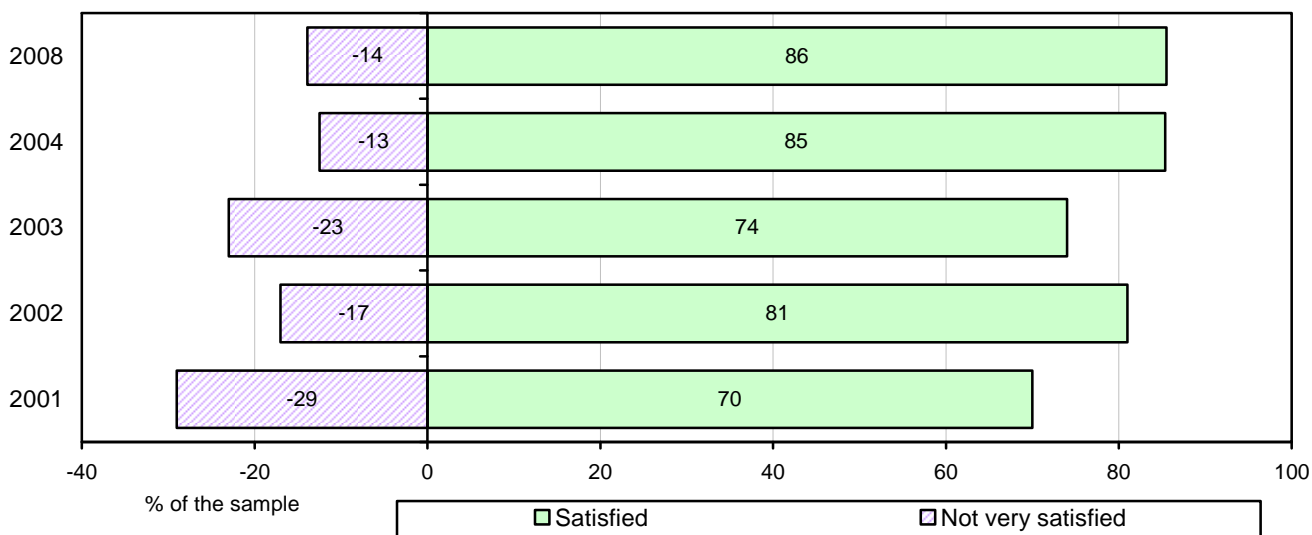


Water supply Satisfaction Comparison with History

The following chart compares the history of satisfaction with the water pressure using the previous 3 point scale and an estimated CSI score for each year. This shows that 39% are very satisfied with the water pressure with a further 47% being fairly satisfied. Only a small proportion, (14% of respondents) were not very satisfied. The CSI score is 0.6 points lower than the 2004 result.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are more satisfied and less not very satisfied respondents this year.

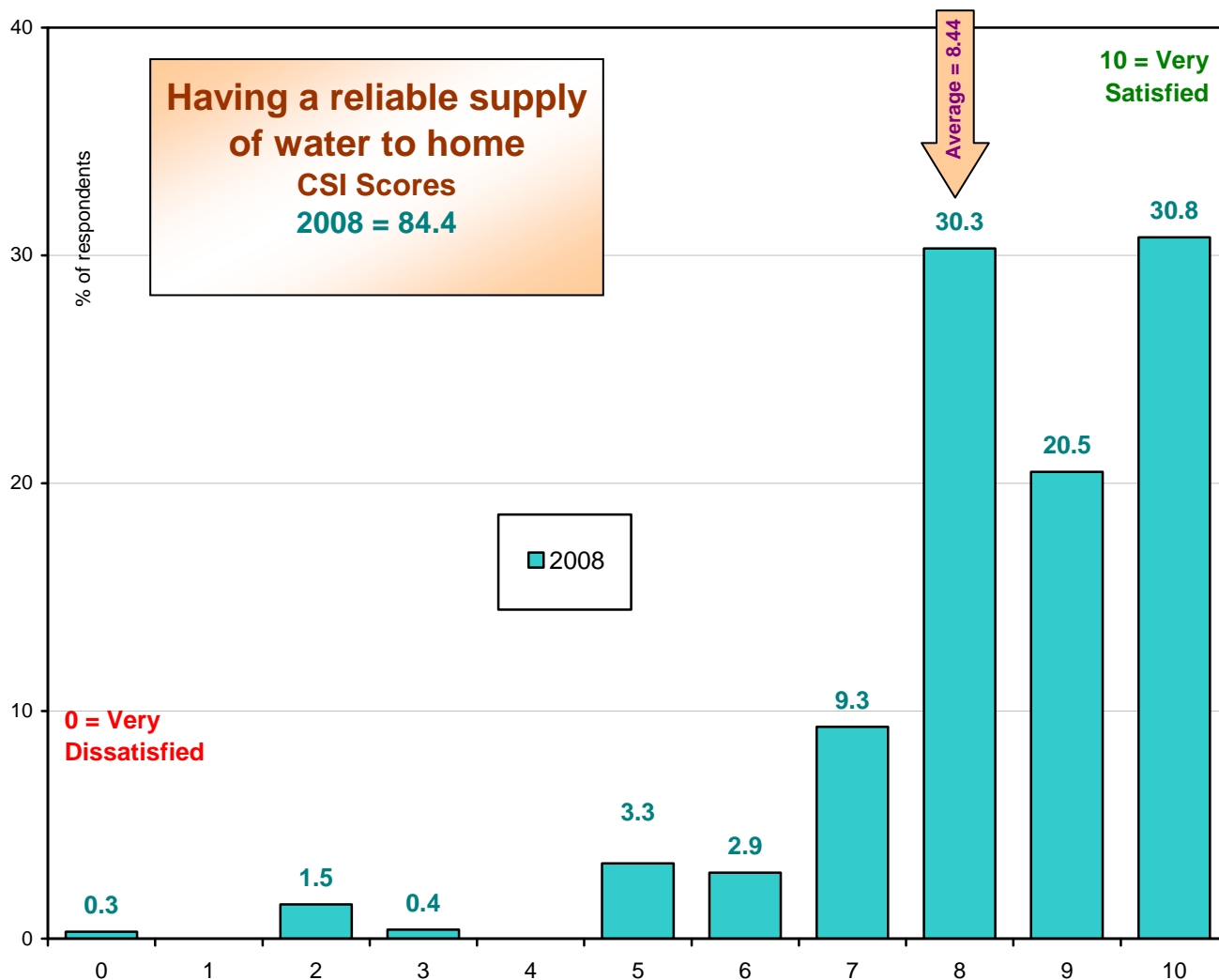


Satisfaction with having a reliable supply of water to home

Respondents who were connected to the mains water supply (n = 310) were asked to rate their satisfaction with having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply), using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents (91%) were satisfied with having a reliable supply of water to home, (Scores 7 – 10). The mode was a score of 10 (31%) and 51% rated with a score of 9 or 10 (exceeded expectations). A few respondents (6%) rated their satisfaction with a score that was neutral (Scores 4 – 6) and only 2.2% were dissatisfied (Scores 0 – 3).

The CSI Score for having a reliable supply of water to home was 84.4. This score shows an exceptional level of satisfaction.



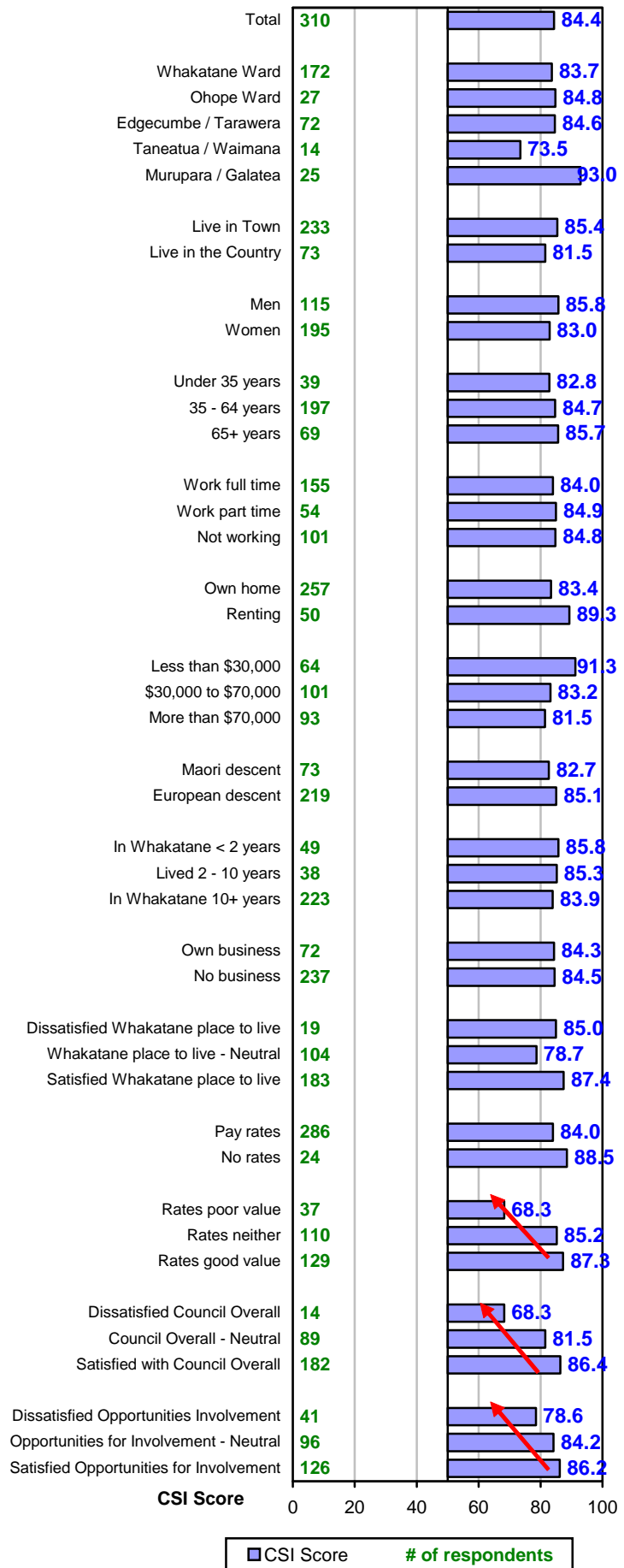
Satisfaction with having a reliable supply of water to home by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with having a reliable supply of water to home across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply) were:

- Respondents who thought they received good value for their rates (CSI Score 87.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 68.3).
- Those from the Murupara / Galatea Ward (CSI Score 93.0) are significantly more satisfied than those from the other Wards
- Those who live in the Town (CSI Score 85.4) appear more satisfied than those who live in the Country.
- Homeowners (CSI Score 83.4) appear less satisfied than those who are renting (CSI Score 89.3).
- Those with a household income of under \$30,000 (CSI Score 91.3) are significantly more satisfied than those in the higher income brackets.
- Those who were satisfied with the overall performance of Council (CSI Score 86.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 68.3).

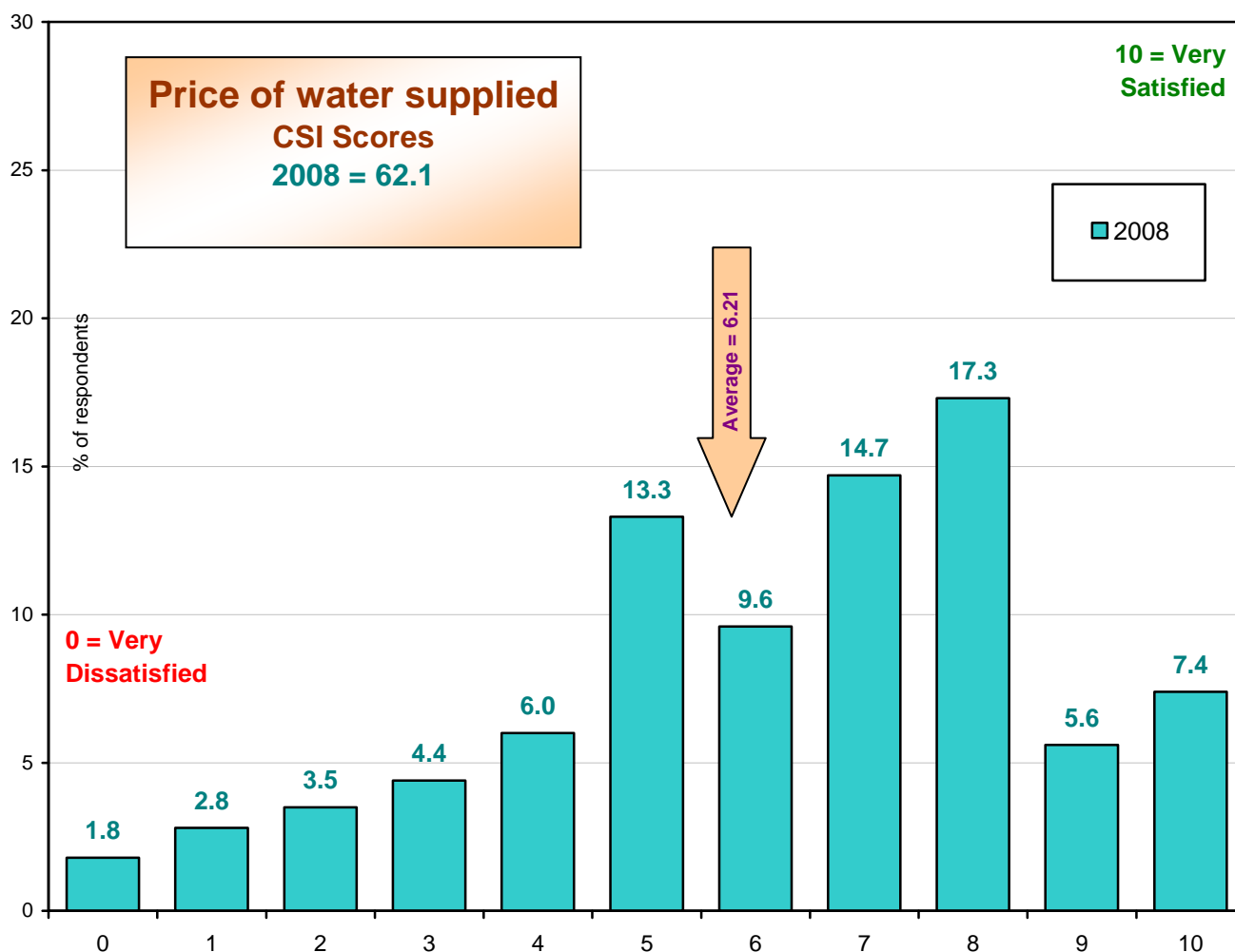


Satisfaction with the Price of water supplied

Respondents who were connected to the mains water supply (n = 310) were asked to rate their satisfaction with the price of water supplied, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost half of the respondents (45%) were satisfied with the price of the water supplied, (Scores 7 – 10), and 13% rated this with a score of 9 or 10. The mode was a score of 8 (17%). Almost a third of the respondents (29%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 13% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for satisfaction with the price of water supplied was 62.1. This score show a fair level of satisfaction, but with potential for improvement.



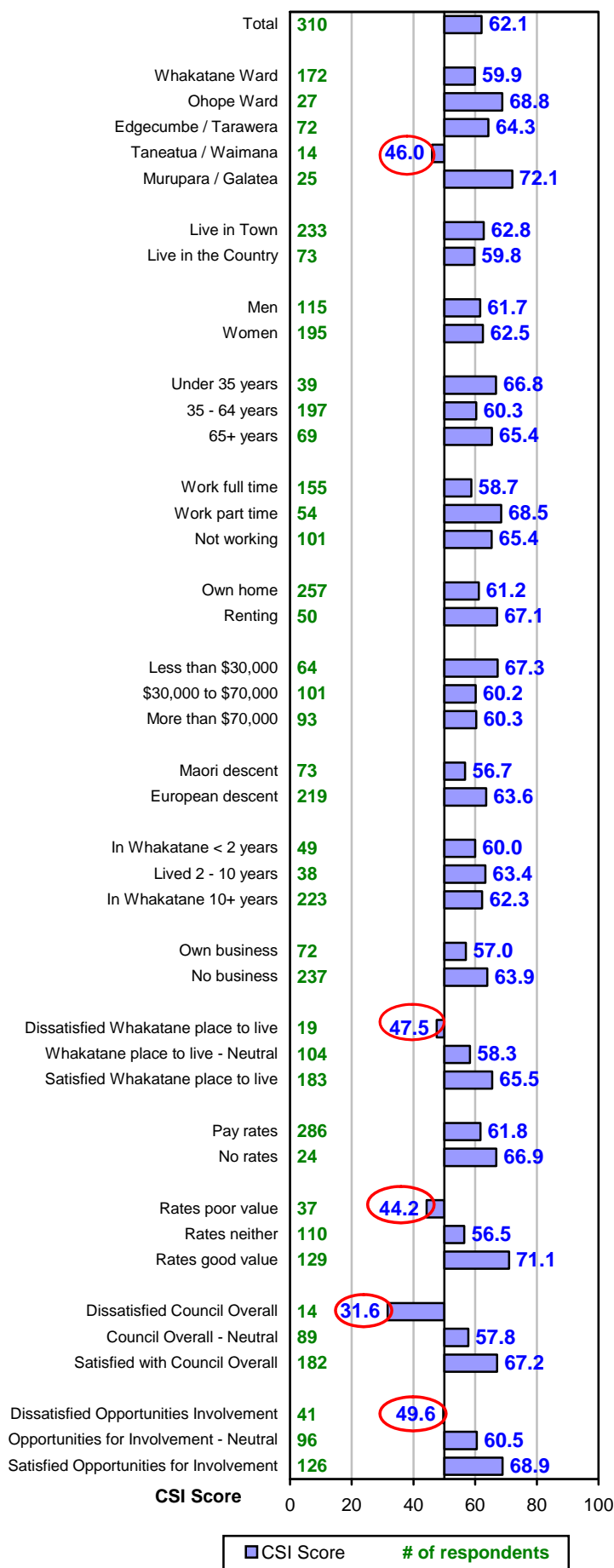
Satisfaction with the Price of water supplied by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the Price of water supplied across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Price of water supplied were:

- Respondents who thought they received good value for their rates (CSI Score 71.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 44.2).
- Those from the Murupara / Galatea Ward (CSI Score 72.1) appear more satisfied than those from the other Wards
- Those who live in the Town (CSI Score 62.8) are significantly more satisfied than those who live in the Country.
- Those aged between 35 - 64 years (CSI Score 60.3) appear less satisfied than those in the other age brackets.
- Those working full time (CSI Score 58.7) appear less satisfied than those working part time or those not in paid employment
- Those with a household income of under \$30,000 (CSI Score 67.3) appear more satisfied than those in the higher income brackets.
- Those who were satisfied with Whakatane as a place to live (CSI Score 65.5) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI score 47.5).
- Those who were satisfied with the overall performance of Council (CSI Score 67.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 31.6).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 68.9) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI



score 49.6).

Wastewater

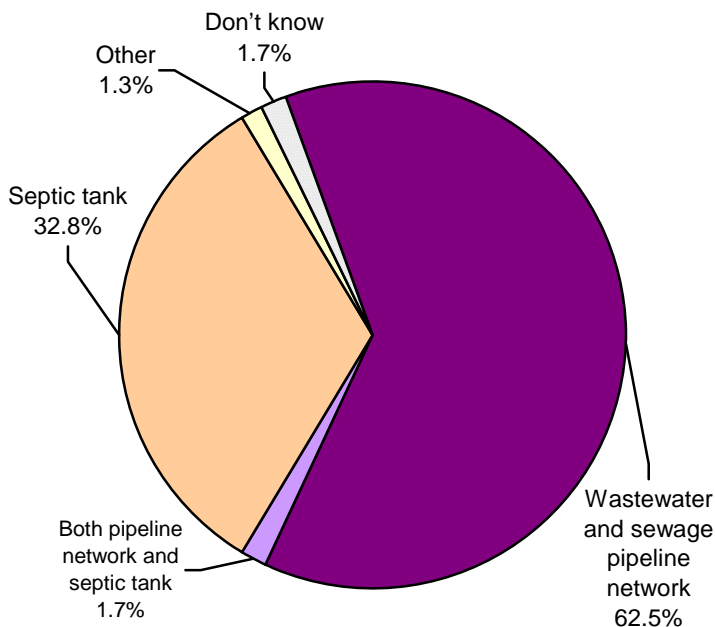
Type of Wastewater Disposal

Respondents were asked 'which of the following describes the way in which the wastewater and sewage from your home is disposed of'.

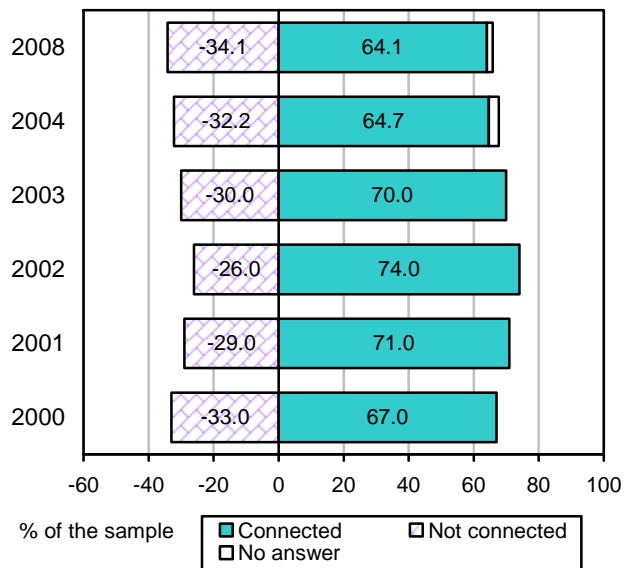
Almost two thirds of the sample (63%) were connected to the wastewater and sewage pipeline network.

A third of the sample, (33%) were on Septic tank while 2% had both the pipeline network and septic tank.

A few respondents (1%) indicated they had other disposal systems.



Comparing the results to recent history shows a similar proportion of respondents are connected to the District Council's sewerage system although this is slightly lower than the 2004 reading.



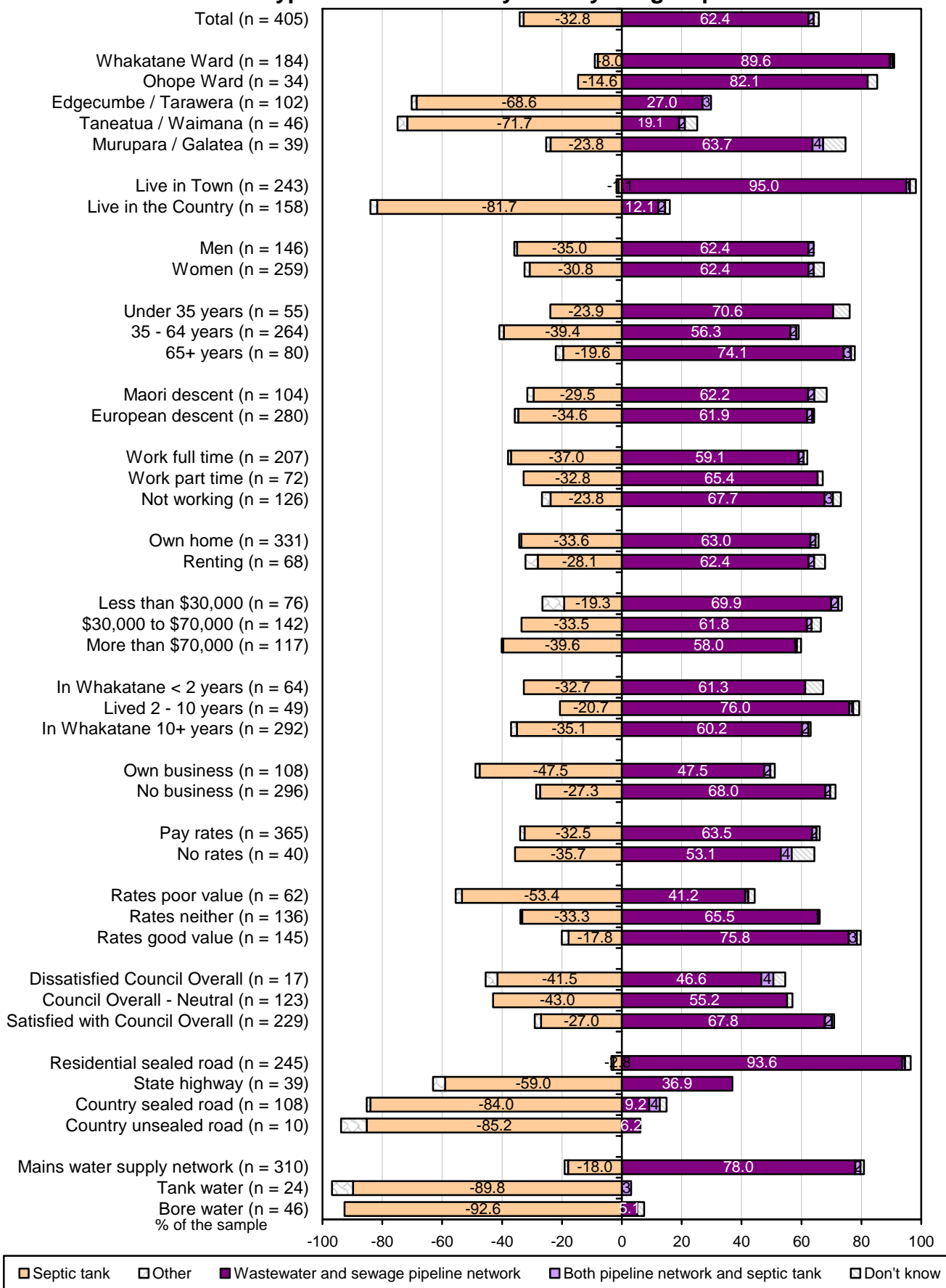
The chart on the next page shows the proportion of each subgroup that used each type of wastewater and sewerage system. Respondents who were significantly **more likely** to be on the wastewater and sewage pipeline network include:

- Those who live in town (95% of the subgroup)
- Those on residential sealed roads (94% of the subgroup)
- Those from the Whakatane Ward (90% of the subgroup) or Ohope Ward (82%)
- Those on the mains water supply (78% of the subgroup)
- Those who thought they got good value for their rates (76% of the subgroup)
- Those aged 65 years or older (74% of the subgroup)
- Those who do not operate their own business (68% of the subgroup)

Respondents who were significantly **more likely** to be on a Septic Tank include:

- Those who live in the Country (82% of the subgroup)
- Those who operate their own business (48% of the subgroup)
- Those aged 35 - 64 years (39% of the subgroup)
- Those who work full time (37% of the subgroup)
- Those from the Taneatua / Waimana Ward (72% of the subgroup) or the Edgecumbe / Tarawera Ward (69% of the subgroup)
- Those on rural sealed roads (84% of the subgroup) or on rural unsealed roads (85% of the subgroup)
- Those on bore water (93% of the subgroup)
- Those who thought they got poor value for their rates (53% of the subgroup)

Type of Wastewater System by subgroup

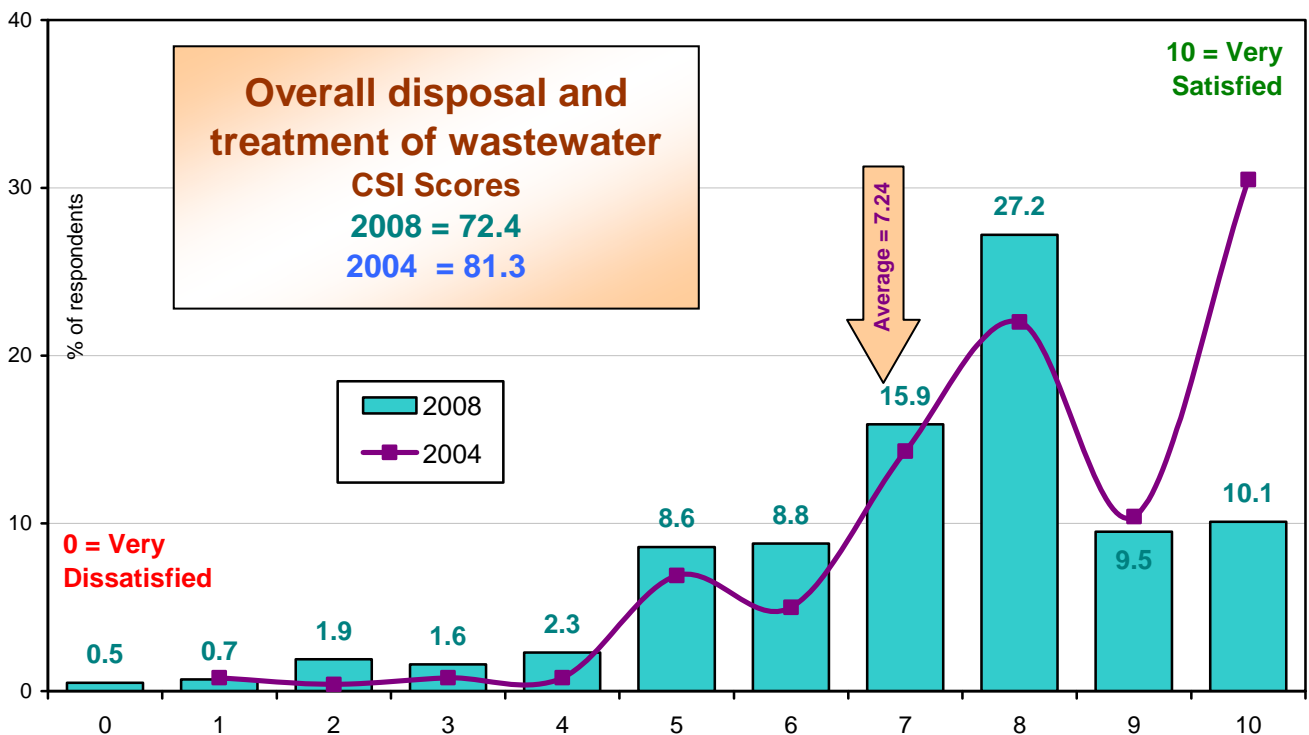


Satisfaction with the Overall disposal and treatment of wastewater

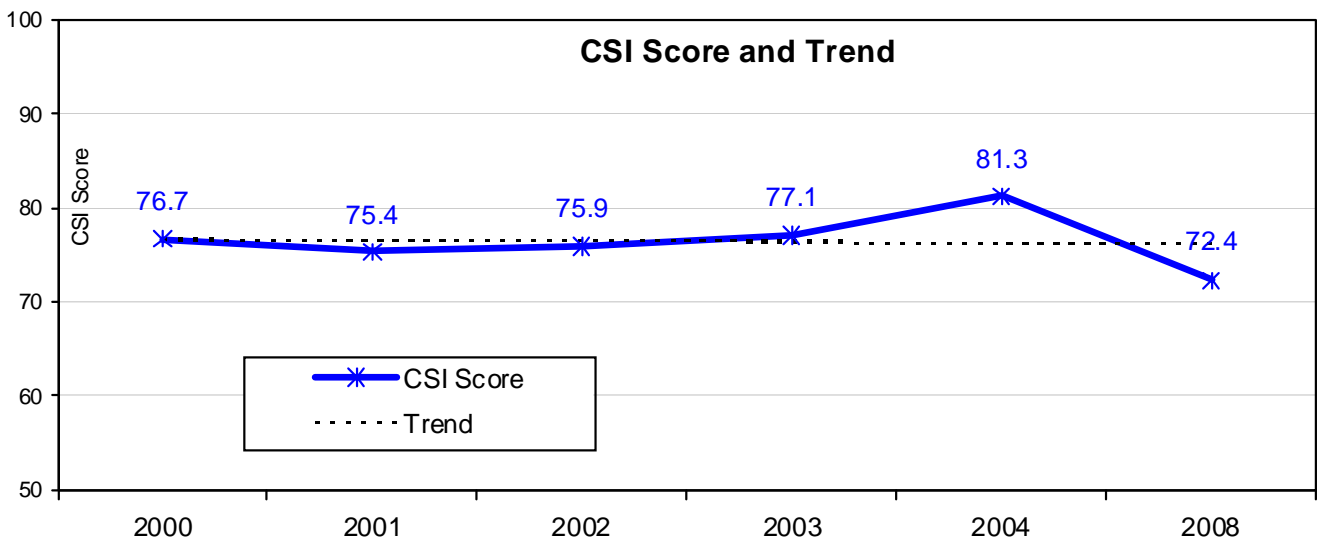
Respondents who were connected to the wastewater and sewage pipeline network (n = 258) were asked to rate their satisfaction with the overall disposal and treatment of wastewater and sewage, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (63%) were satisfied with the overall disposal and treatment of wastewater and sewage, (Scores 7 – 10), including 20% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (27%). A fifth of the respondents (20%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 5% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the overall disposal and treatment of wastewater and sewage was 72.4. This score show a good level of satisfaction, but with potential for improvement.



The CSI Score of 72.4 is down 8.9 points from the 2004 results and below the historic CSI Scores.



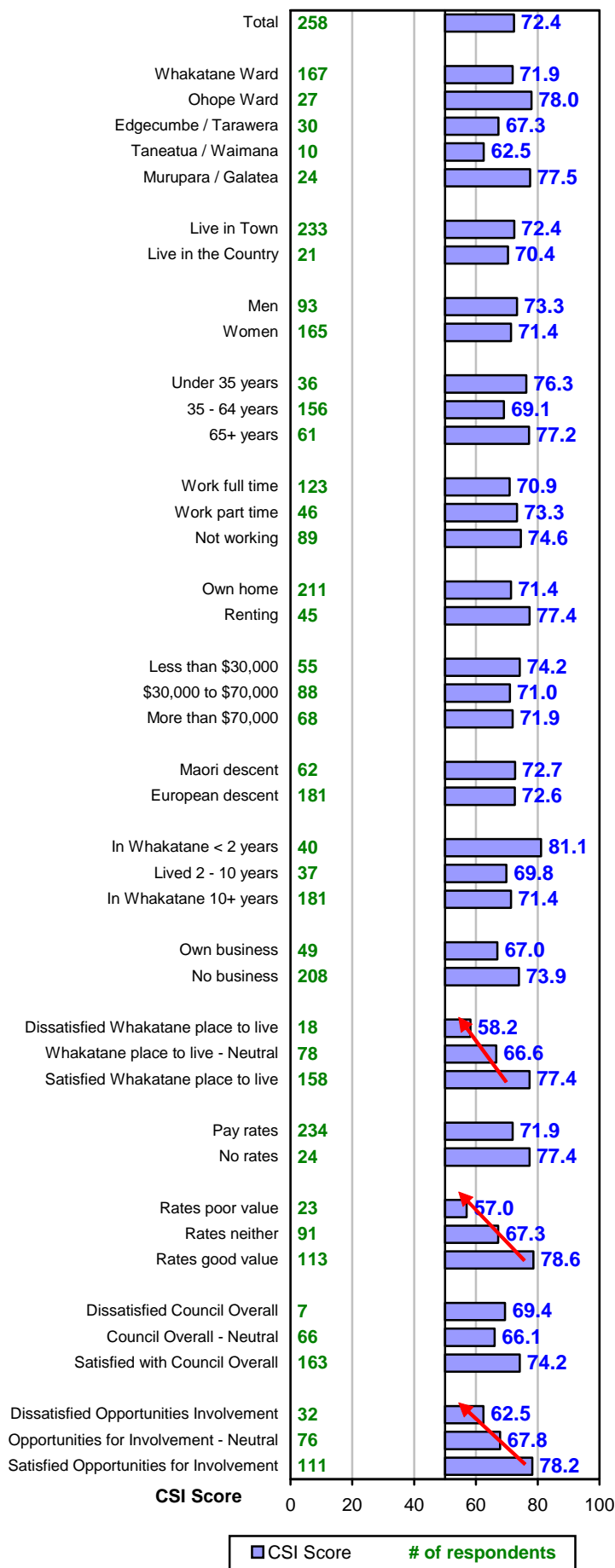
Satisfaction with the overall disposal and treatment of wastewater and sewage by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the overall disposal and treatment of wastewater and sewage across most of the subgroups of interest.

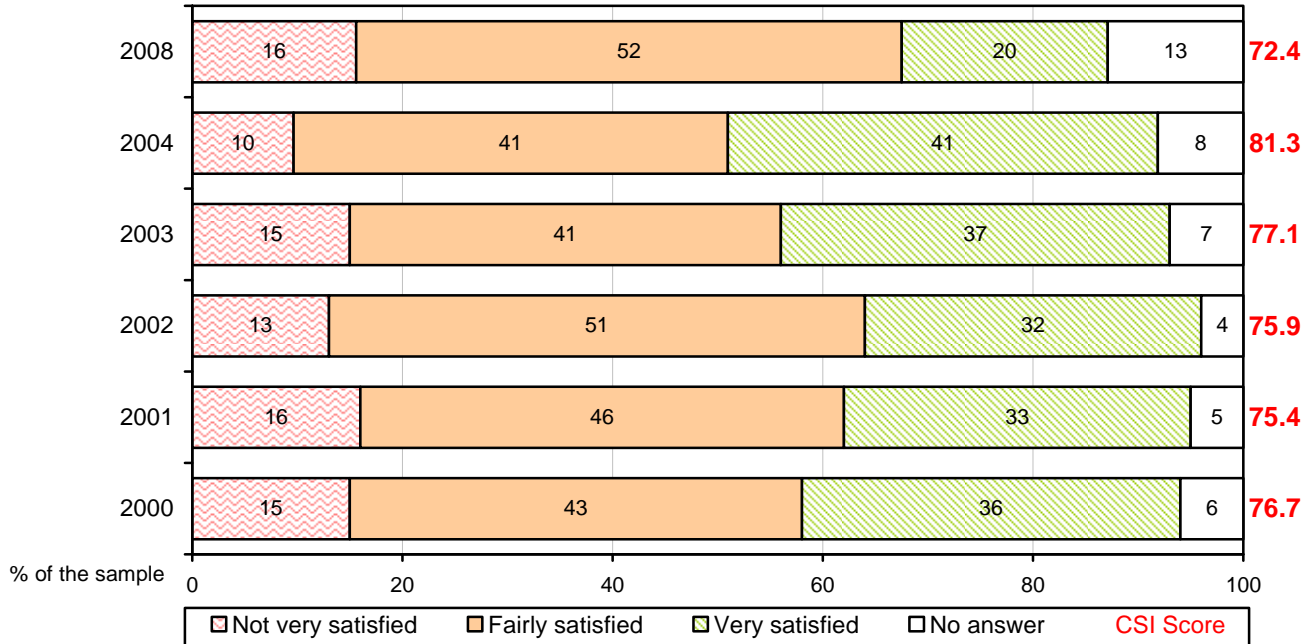
The variables that appear to have had the greatest impact on satisfaction with the overall disposal and treatment of wastewater and sewage were:

- Respondents who thought they received good value for their rates (CSI Score 78.6) appeared more satisfied than those who thought they got poor value for their rates (CSI Score 57.0).
- Those from the Taneatua / Waimana Ward (CSI Score 62.5) appear less satisfied than those from the other Wards
- Those aged between 35 - 64 years (CSI Score 69.1) appear less satisfied than those in the other age brackets.
- Those who have lived in Whakatane for less than 2 years (CSI Score 81.1) are significantly more satisfied than those who have lived in Whakatane longer.
- Those who were satisfied with Whakatane as a place to live (CSI Score 77.4) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI score 58.2).
- Those who were satisfied with the overall performance of Council (CSI Score 74.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 69.4).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 78.2) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 62.5).

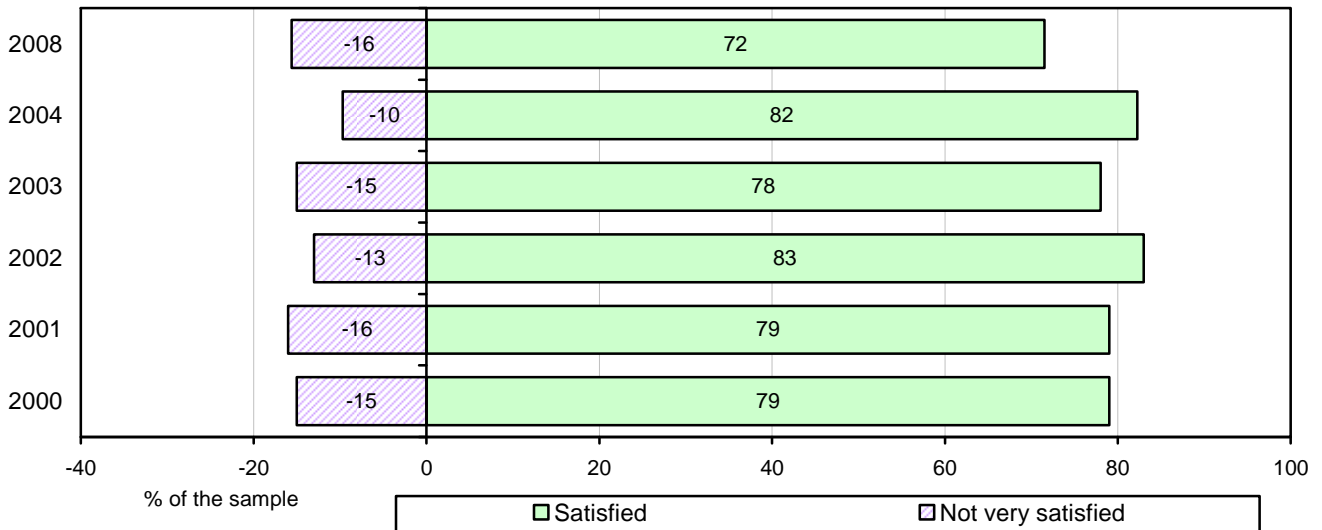


Sewerage system Satisfaction Comparison with History

The following chart compares the history of satisfaction with the sewerage system using the previous 3 point scale and an estimated CSI score for each year. This shows that 20% are very satisfied with the sewerage system with a further 52% being fairly satisfied. Only a small proportion, 16% of respondents were not very satisfied. The CSI score is lower than the 2004 result.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are less satisfied and more not very satisfied respondents this year.

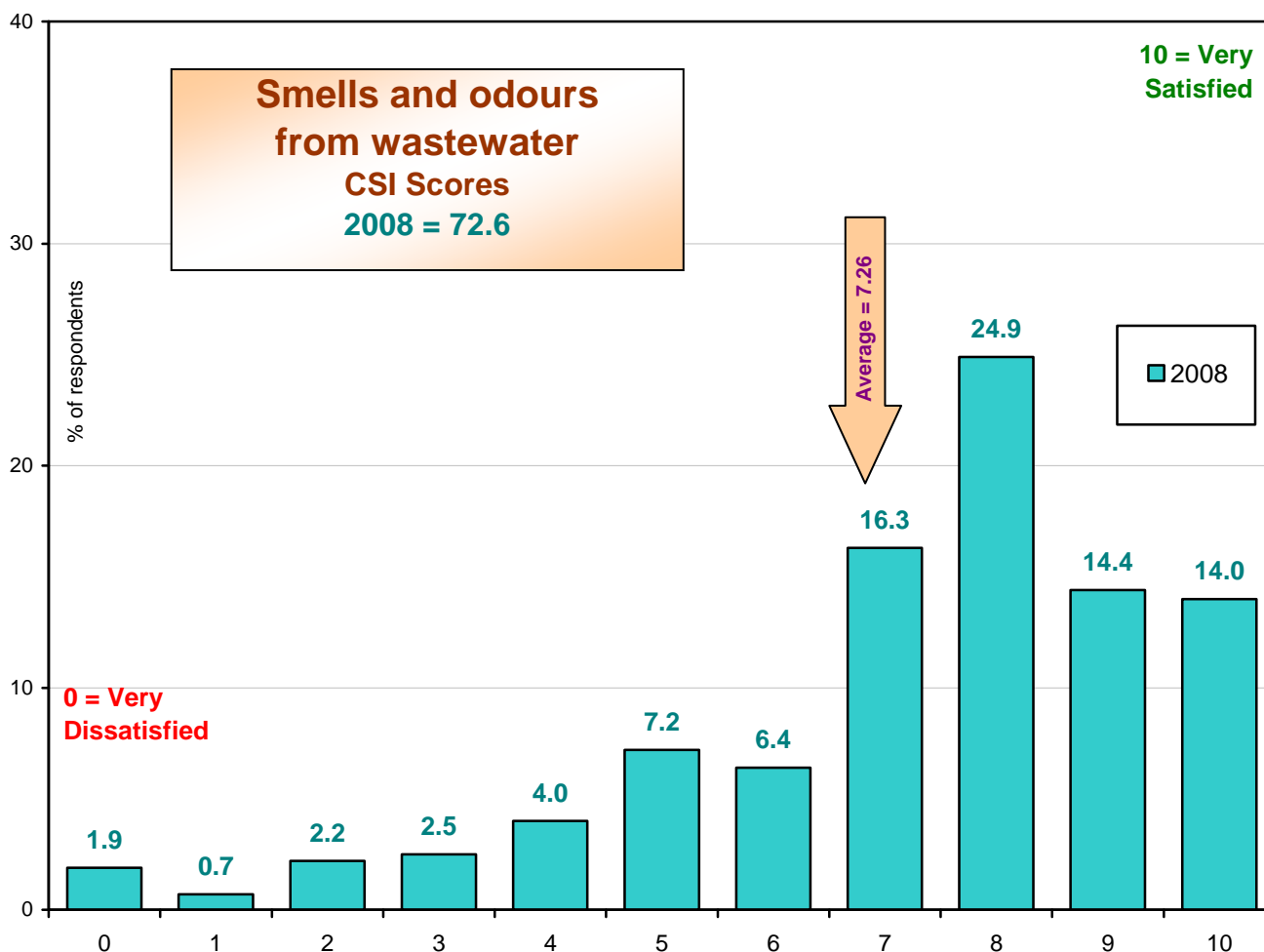


Satisfaction with smells and odours from wastewater

Respondents who were connected to the wastewater and sewage pipeline network (n = 258) were asked to rate their satisfaction with the smells and odours from the treatment of wastewater and sewage being kept to a minimum, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost three quarters of the respondents (70%) were satisfied with the smells and odours being kept to a minimum, (Scores 7 – 10), including 28% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (25%). A fifth of the respondents (18%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 7% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the smells from the treatment of wastewater being kept to a minimum was 72.6. This score show a very good level of satisfaction.



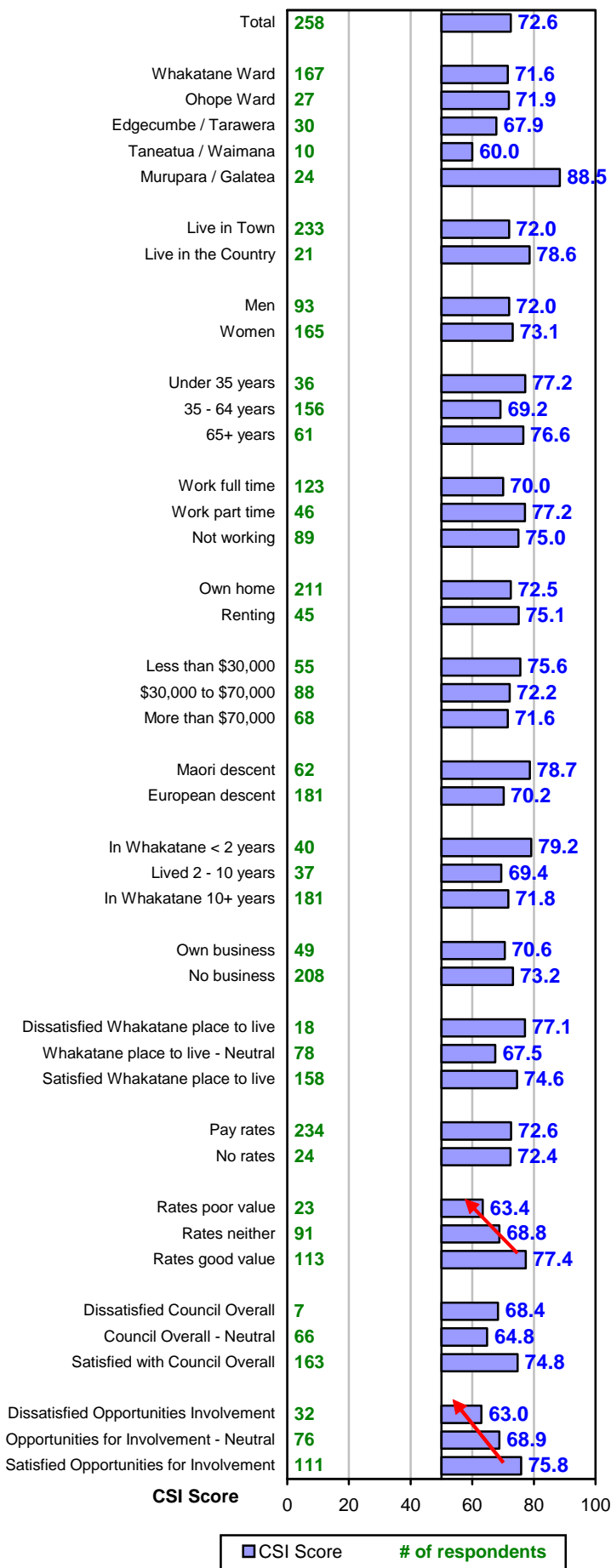
Satisfaction with the smells and odours from the treatment of wastewater and sewage are kept to a minimum by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the smells and odours from the treatment of wastewater and sewage being kept to a minimum across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the smells and odours from the treatment of wastewater and sewage being kept to a minimum were:

- Respondents who thought they received good value for their rates (CSI Score 77.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 63.4).
- Those from the Murupara / Galatea Ward (CSI Score 88.5) are significantly more satisfied than those from the other Wards
- Those who live in the Town (CSI Score 72.0) appear less satisfied than those who live in the Country.
- Those aged between 35 - 64 years (CSI Score 69.2) appear less satisfied than those in the other age brackets.
- Those of Maori descent (CSI Score 78.7) appear more satisfied than those of European descent (CSI Score 70.2).
- Those who were satisfied with the overall performance of Council (CSI Score 74.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 68.4).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 75.8) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 63.0).

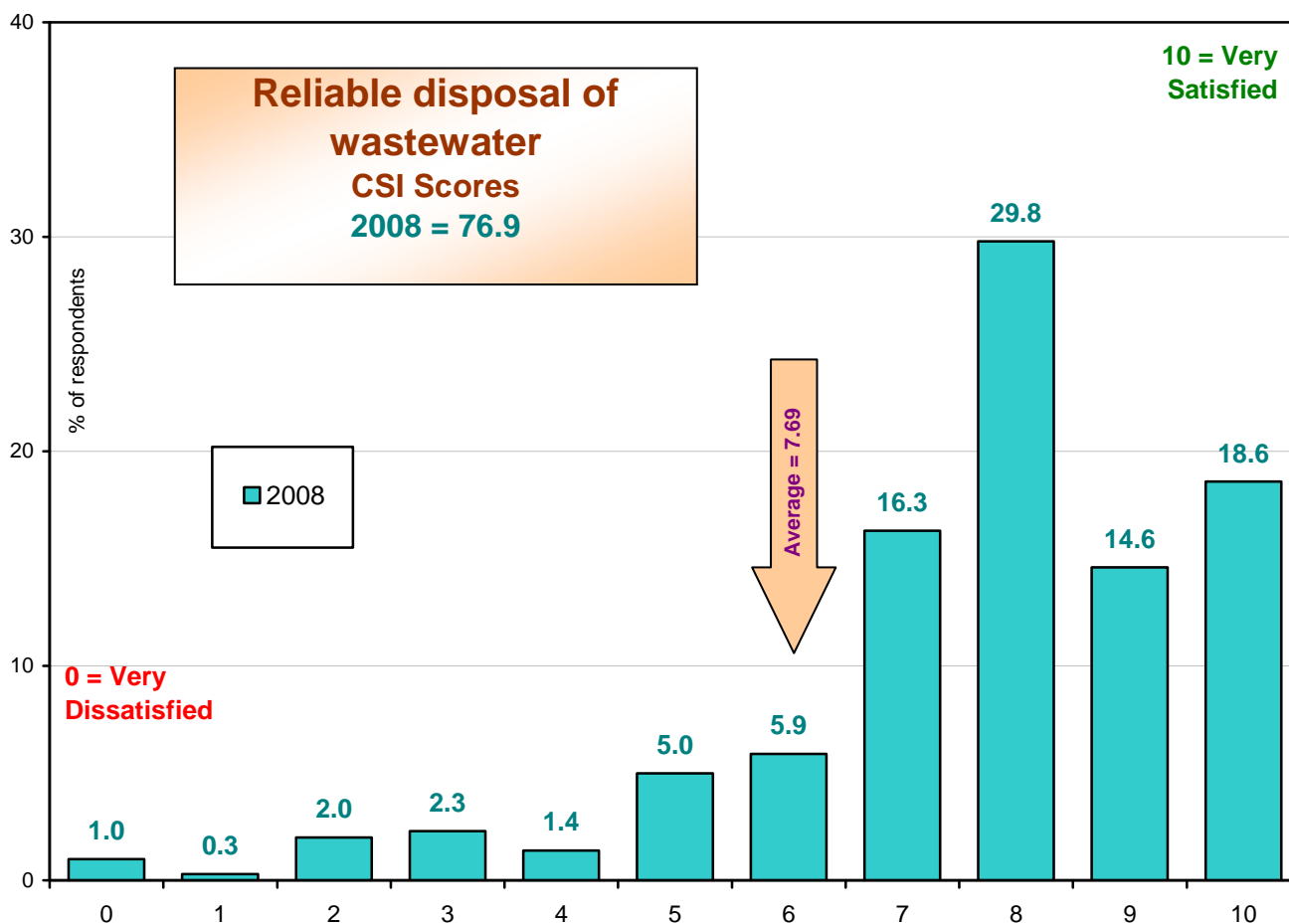


Satisfaction with having a reliable disposal of wastewater and sewage

Respondents who were connected to the wastewater and sewage pipeline network (n = 258) were asked to rate their satisfaction with having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows), using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (79%) were satisfied the disposal of wastewater and sewage was reliable, (Scores 7 – 10). The mode was a score of 8 (30%) and 33% rated this with a score of 9 or 10 (exceeded expectations). An eighth of the respondents (12%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and only 6% were dissatisfied (Scores 0 – 3).

The CSI Score for the reliable disposal of wastewater and sewage was 76.9. This score shows a very good level of satisfaction.



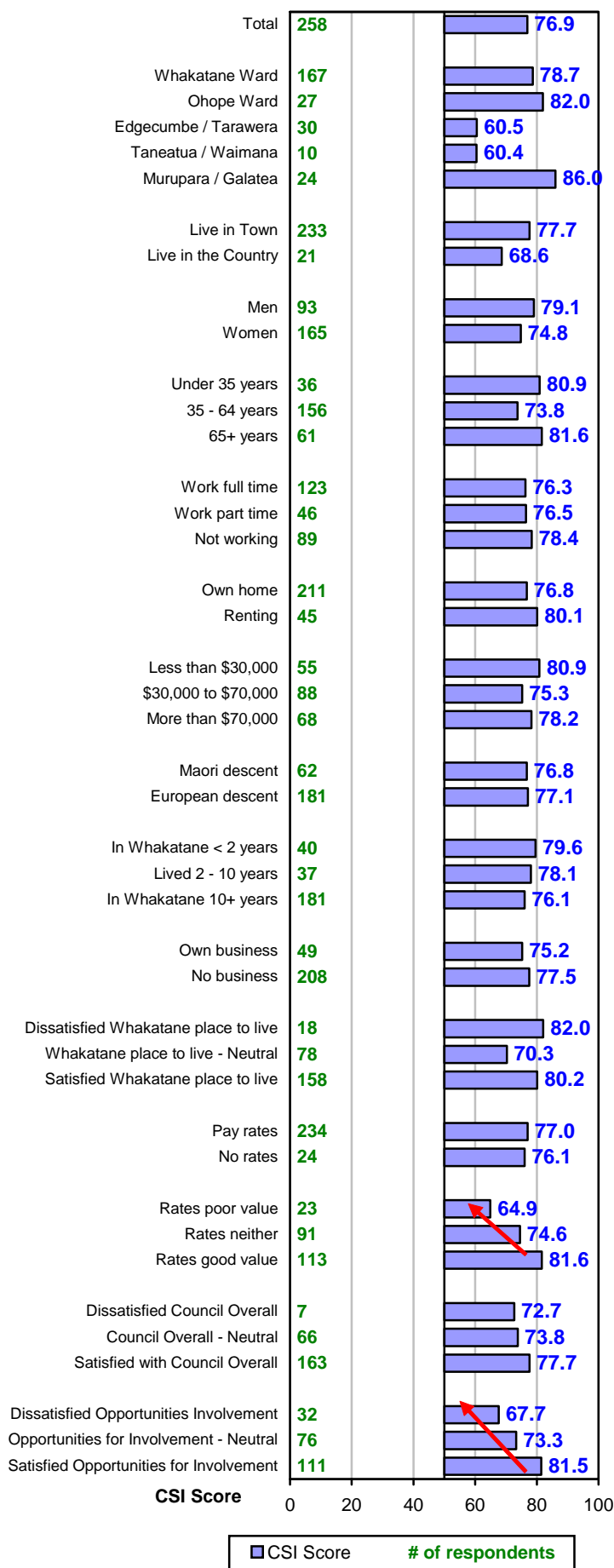
Satisfaction with the disposal of wastewater and sewage being reliable by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with having reliable disposal of wastewater and sewage across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows) were:

- Respondents who thought they received good value for their rates (CSI Score 81.6) appear more satisfied than those who thought they got poor value for their rates (CSI Score 64.9).
- Those from the Taneatua / Waimana Ward (CSI Score 60.4) and the Edgecumbe / Tarawera Ward (CSI Score 60.5) appear less satisfied than those from the other Wards
- Those who live in the Town (CSI Score 77.7) appear more satisfied than those who live in the Country (CSI Score 68.6)
- Those aged between 35 - 64 years (CSI Score 73.8) appear less satisfied than those in the other age brackets.
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 81.5) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 67.7).

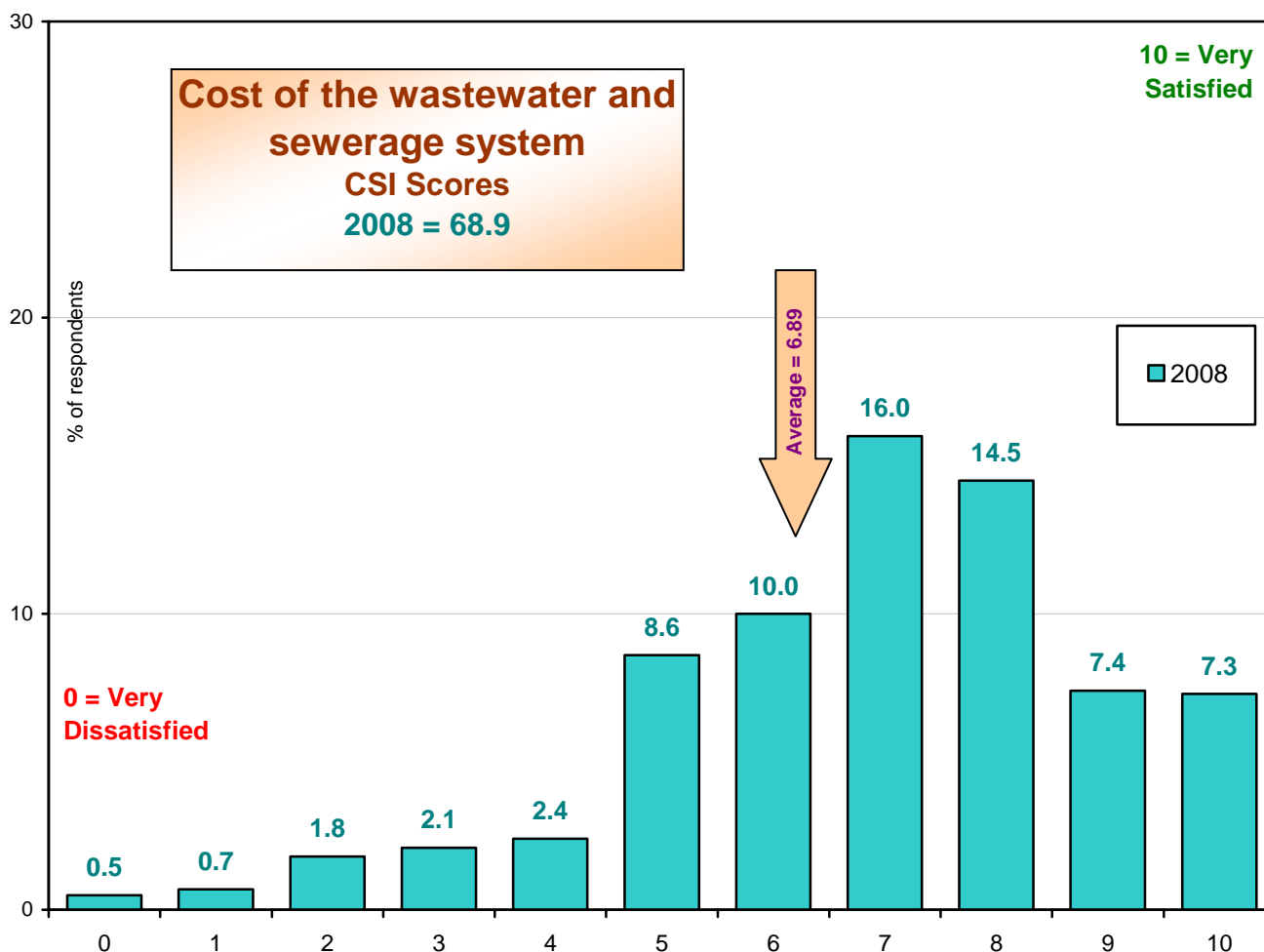


Satisfaction with the cost of the wastewater and sewerage system

Respondents who were connected to the wastewater and sewage pipeline network (n = 258) were asked to rate their satisfaction with the cost of the wastewater and sewerage system, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost half of the respondents (45%) were satisfied with the cost of the wastewater and sewerage system, (Scores 7 – 10), including 15% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (16%). A fifth of the respondents (21%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 5% rated this with scores that reflect dissatisfaction (Scores 0 – 3). Over half of the respondents (29%) did not know.

The CSI Score for the cost of the wastewater and sewerage system was 68.9. This score shows a good level of satisfaction, but with potential for improvement.



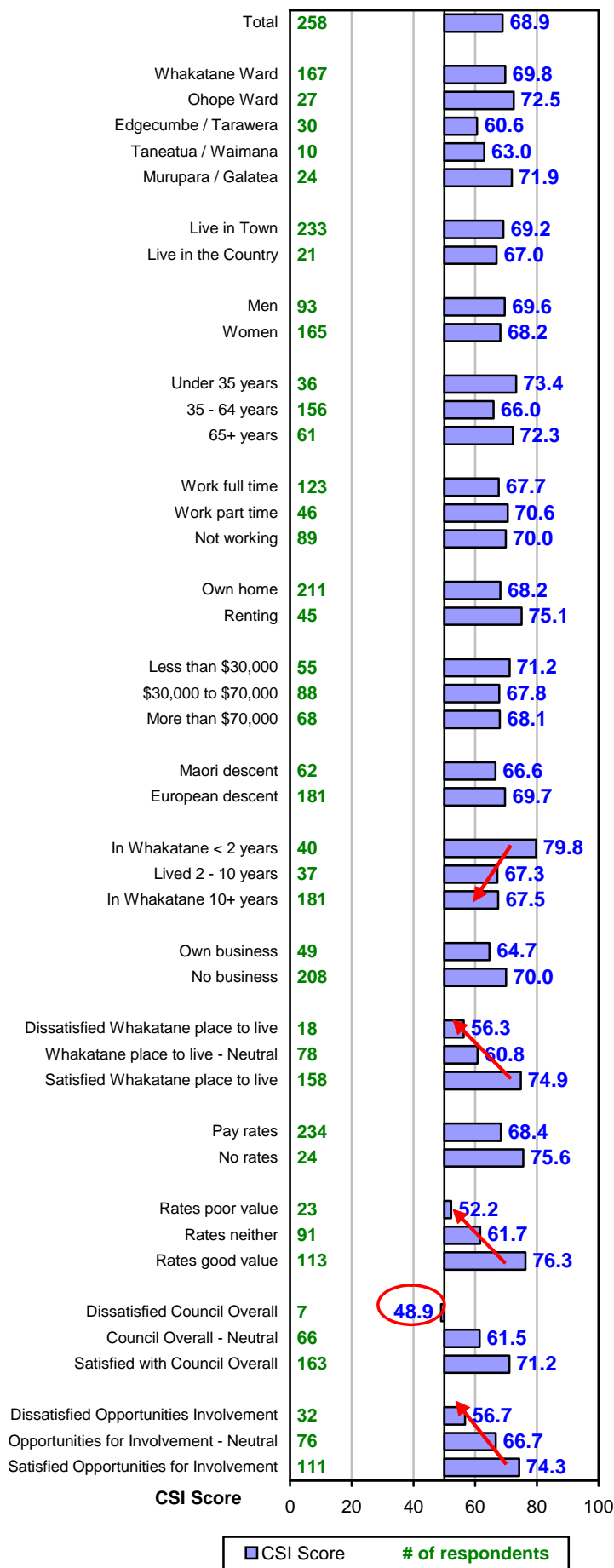
Satisfaction with the cost of the wastewater and sewerage system by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the cost of the wastewater and sewerage system across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the cost of the wastewater and sewerage system were:

- Respondents who thought they received good value for their rates (CSI Score 76.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 52.2).
- Those from the Edgecumbe / Tarawera Ward (CSI Score 60.6) and the Taneatua / Waimana Ward (CSI Score 63.0) appear less satisfied than those from the other Wards
- Those aged between 35 - 64 years (CSI Score 66.0) appear less satisfied than those in the other age brackets.
- Those who are renting (CSI Score 75.1) appear more satisfied than homeowners.
- Those who had lived in Whakatane for less than 2 years (CSI Score 79.8) are significantly more satisfied than those who have lived in Whakatane longer.
- Those who were satisfied with Whakatane as a place to live (CSI Score 74.9) are significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI score 56.3).
- Those who were satisfied with the overall performance of Council (CSI Score 71.2) are significantly more satisfied than the few who were dissatisfied with the overall performance of Council (CSI score 48.9).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 74.3) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI



score 56.7).

Stormwater

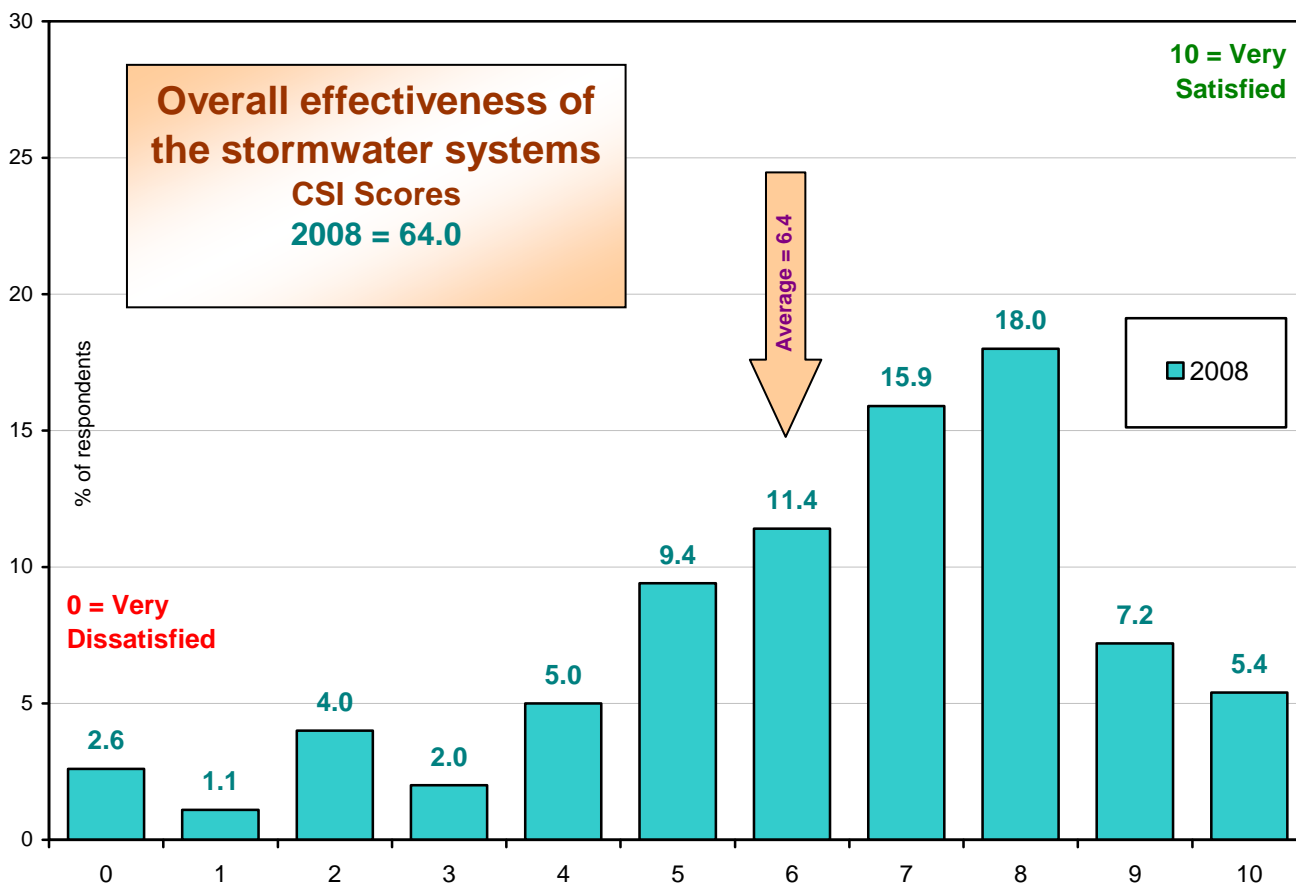
Satisfaction with the overall effectiveness of the stormwater systems

Respondents were asked to rate their satisfaction with the overall effectiveness of the stormwater systems, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost half of the respondents (47%) were satisfied with the overall effectiveness of the stormwater systems (Scores 7 – 10). The mode was a score of 8 (18%) and 13% rated this with a score of 9 or 10 (exceeded expectations).

A quarter of the respondents (26%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 10% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the overall effectiveness of the stormwater systems was 64.0, a score that implies respondents are expecting something better.



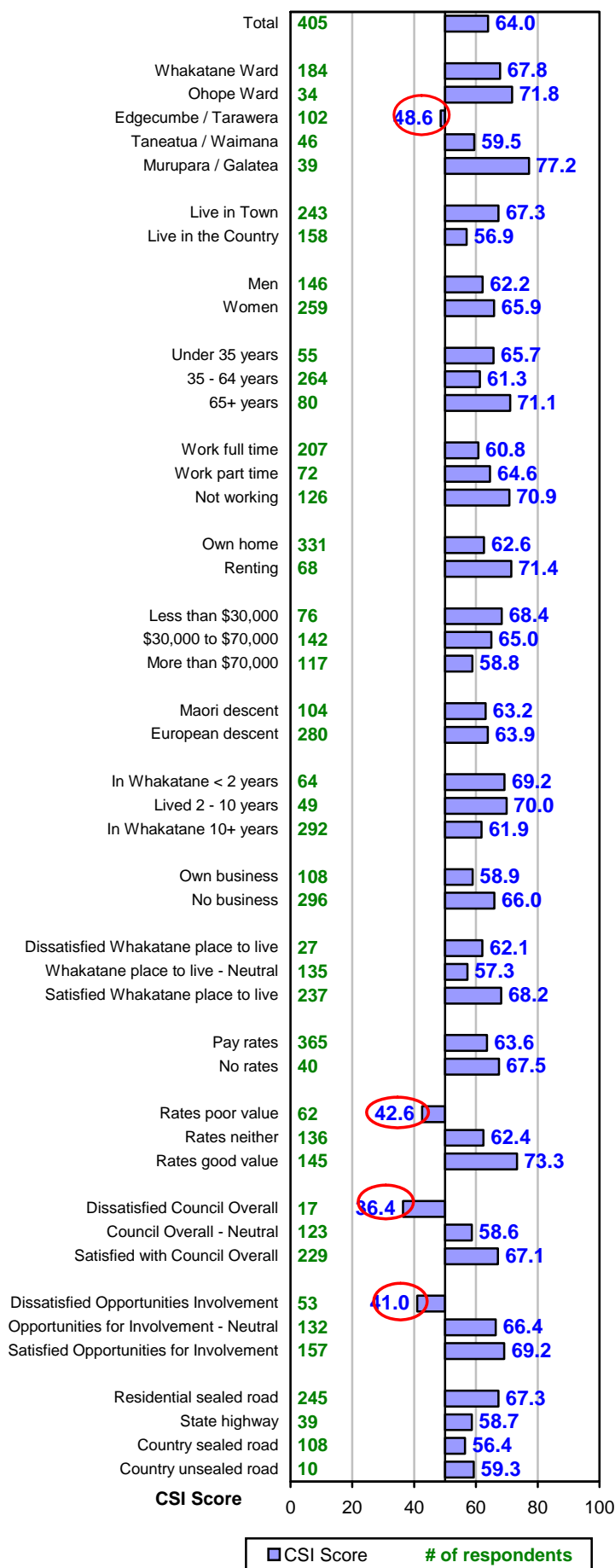
Satisfaction with the overall effectiveness of the stormwater systems by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably fair levels of satisfaction with the overall effectiveness of the stormwater systems across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the overall effectiveness of the stormwater systems were:

- Respondents who thought they received good value for their rates (CSI Score 73.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 42.6).
- Those from the Edgecumbe / Tarawera Ward (CSI Score 48.6) are less satisfied than those from the other Wards
- Those who live in Town (CSI Score 67.3) are significantly more satisfied than those who live in the Country.
- Those aged between 35 - 64 years (CSI Score 61.3) appear less satisfied than those in the other age brackets.
- Homeowners (CSI Score 62.6) are less satisfied than those who are renting (CSI Score 71.4).
- Those who live on Residential Sealed Roads (CSI Score 67.3) are significantly more satisfied than those who live on State Highways or Country Roads (CSI score 56.4 - 59.3).
- Those who were satisfied with the overall performance of Council (CSI Score 67.1) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 36.4).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 69.2) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 41.0).



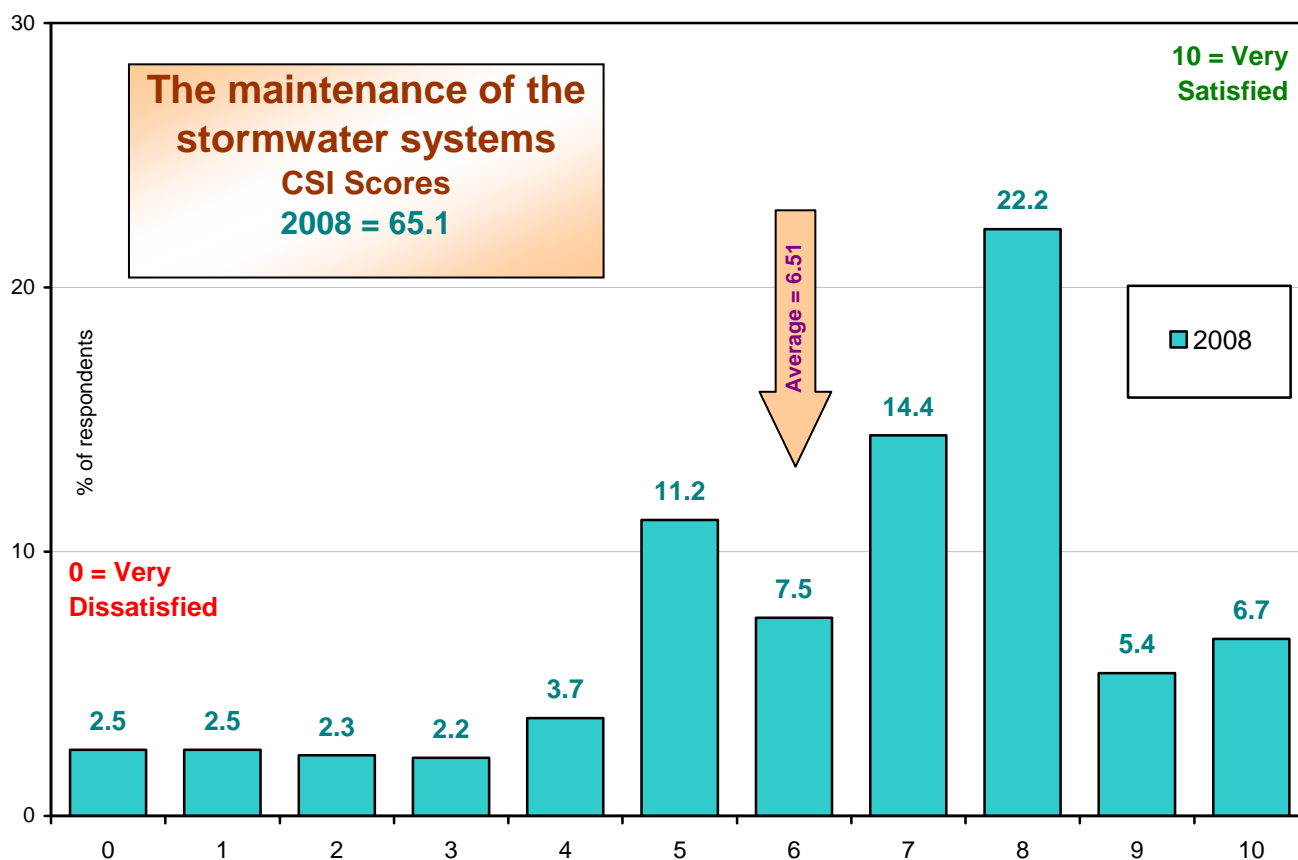
Satisfaction with the maintenance of the stormwater systems

Respondents were asked to rate their satisfaction with the maintenance of the stormwater systems, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents (49%) were satisfied with the maintenance of the stormwater systems (Scores 7 – 10). The mode was a score of 8 (22%) and 12% rated this with a score of 9 or 10 (exceeded expectations).

Over a fifth of the respondents (22%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 9% rated this with scores that reflect dissatisfaction (Scores 0 – 3). The remaining 20% did not answer this question.

The CSI Score for the maintenance of the stormwater systems was 65.1, a score that implies there is potential for improvement.



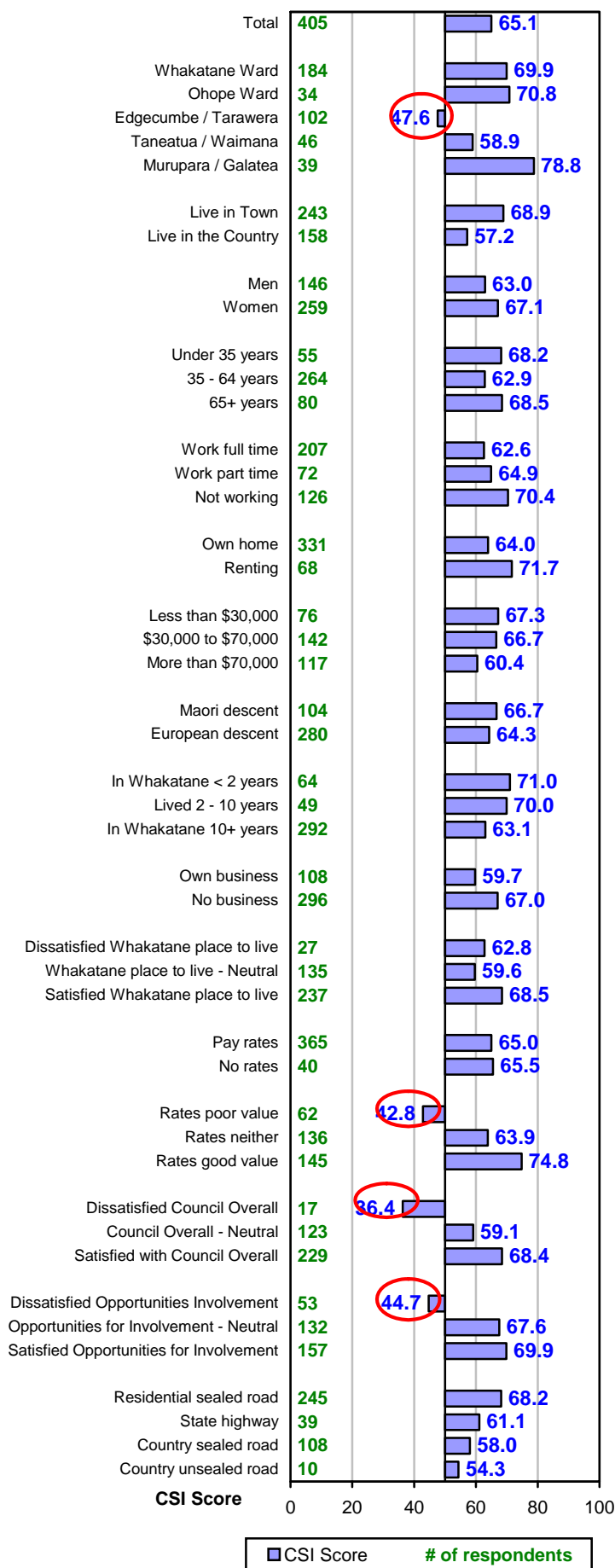
Satisfaction with maintenance of the stormwater systems by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the maintenance of the stormwater systems across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the maintenance of the stormwater systems were:

- Respondents who thought they received good value for their rates (CSI Score 74.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 42.8).
- Those from the Edgecumbe / Tarawera Ward (CSI Score 47.6) appear less satisfied than those from the other Wards
- Those who live in the Country (CSI Score 57.2) are significantly less satisfied than those who live in Town (CSI Score 68.9)
- Those with a total annual household income of over \$70,000 (CSI Score 60.4) appear less satisfied than those in the lower income brackets.
- Those aged between 35 - 64 years (CSI Score 62.9) appear less satisfied than those in the other age brackets.
- Homeowners (CSI Score 64.0) are less satisfied than those who are renting (CSI Score 71.7).
- Those who have lived in Whakatane for more than 10 years (CSI Score 63.1) are significantly less satisfied than those who have lived there for less than 10 years.
- Those who live on Residential Sealed Roads (CSI Score 68.2) are significantly more satisfied than those who live on State Highways or Country Roads (CSI score 54.3 - 61.1).
- Those who were satisfied with the overall performance of Council (CSI Score 68.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 36.4).



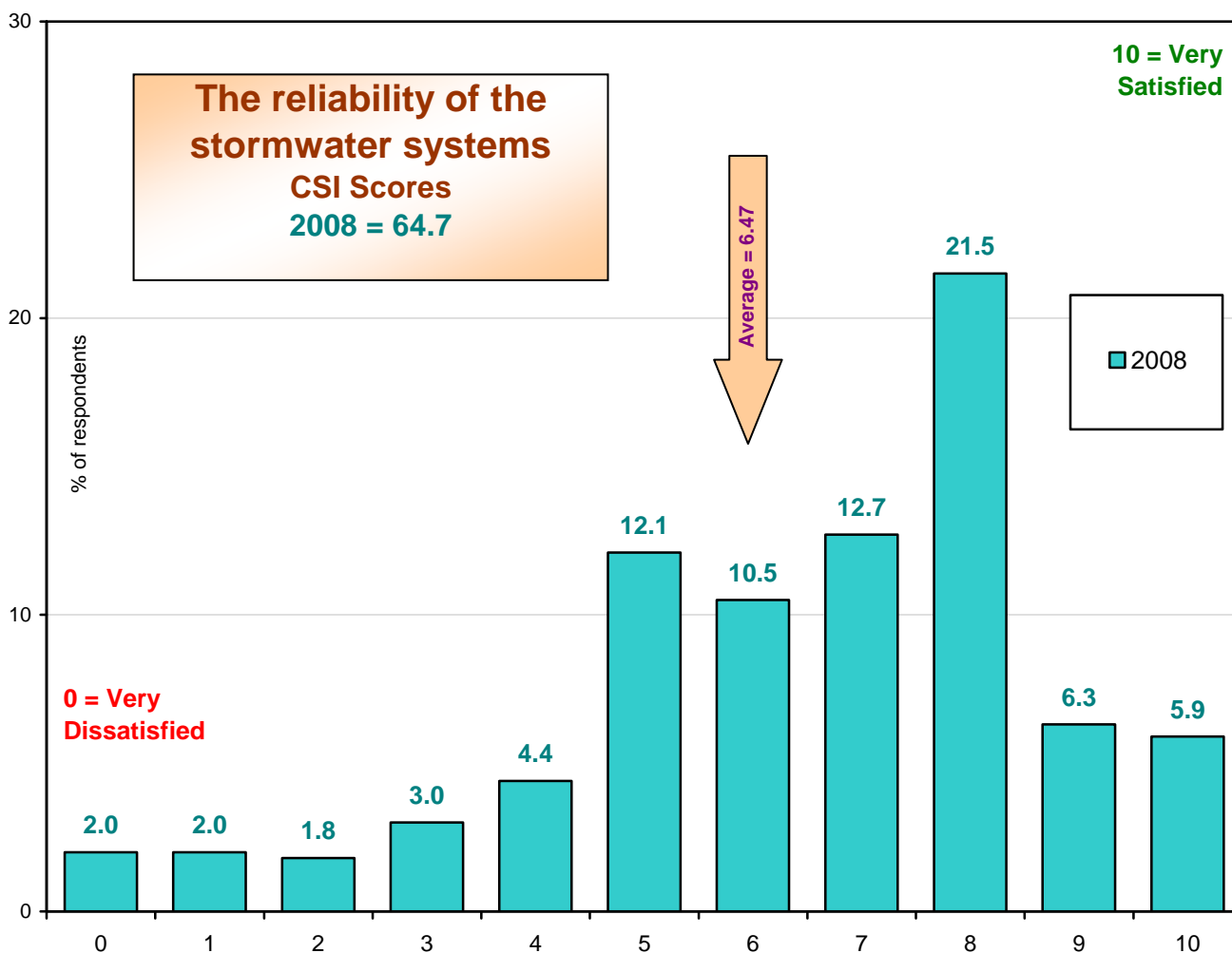
Satisfaction with the reliability of the stormwater systems

Respondents were asked to rate their satisfaction with the reliability of the stormwater systems from streets, public areas and residents homes, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost half of the respondents (46%) were satisfied with the reliability of the stormwater systems (Scores 7 – 10). The mode was a score of 8 (22%) and 12% rated this with a score of 9 or 10 (exceeded expectations).

Over a quarter of the respondents (27%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 9% rated this with scores that reflect dissatisfaction (Scores 0 – 3). The remaining 18% did not answer this question.

The CSI Score for the reliability of the stormwater systems from streets, public areas and resident’s homes was 64.7, a score that implies there is room for improvement.



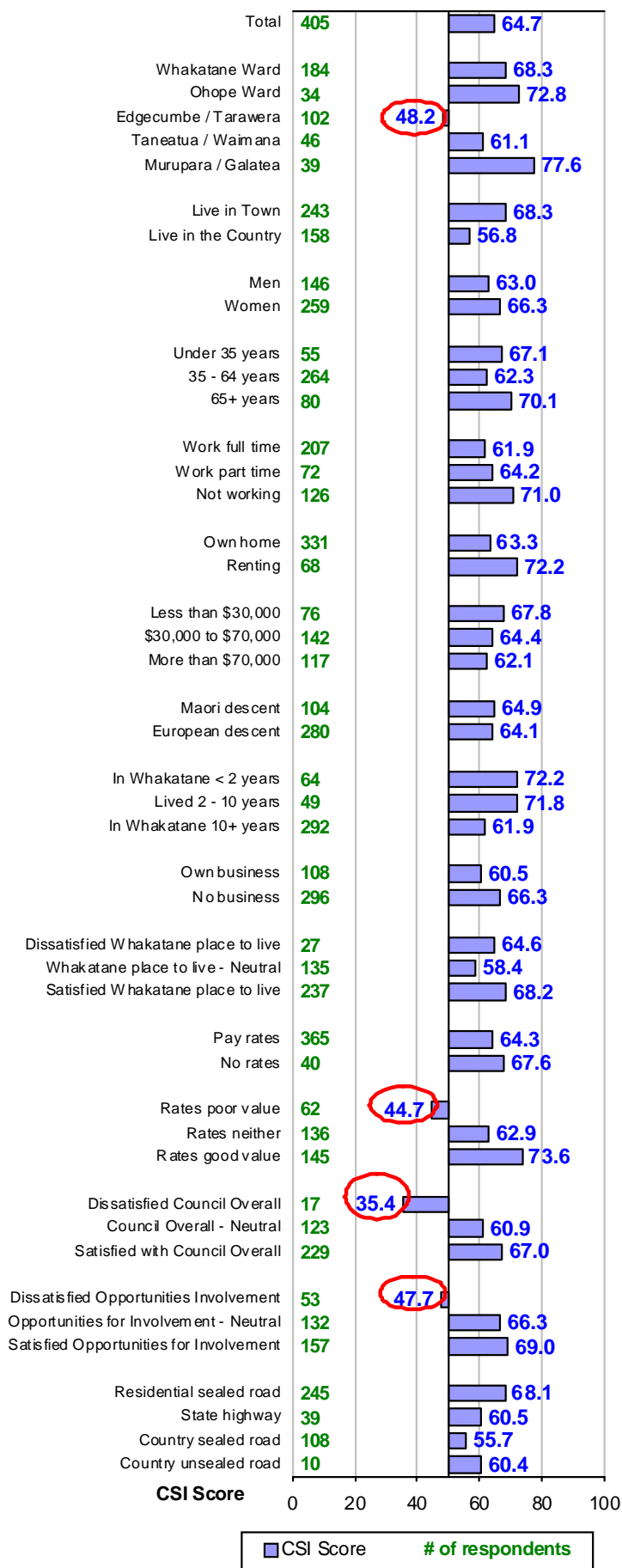
Satisfaction with the reliability of the stormwater systems by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the reliability of the stormwater systems from streets, public areas and residents homes across most of the subgroups of interest.

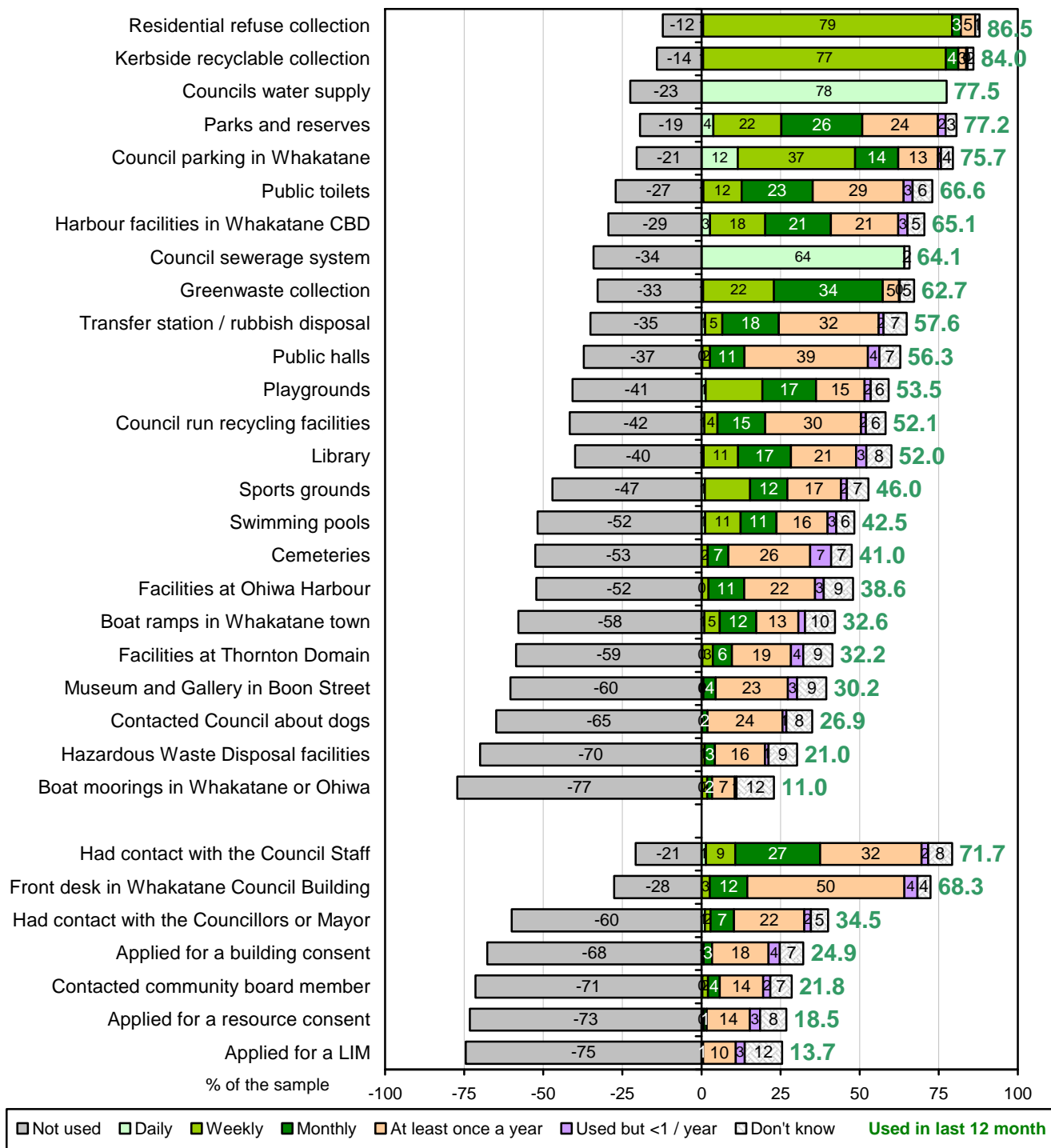
The variables that appear to have had the greatest impact on satisfaction with the reliability of the stormwater systems from streets, public areas and residents homes were:

- Respondents who thought they received good value for their rates (CSI Score 73.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 44.7).
- Those from the Edgecumbe / Tarawera Ward (CSI Score 48.2) are significantly less satisfied than those from other Wards
- Those who live in the Country (CSI Score 56.8) are significantly less satisfied than those who live in Town (CSI Score 68.3).
- Those who own their own home are less satisfied than those who are renting (CSI Score 63.3 and 72.2) respectively.
- Those who have lived in Whakatane for more than 10 years (CSI Score 61.9) appear less satisfied than those who have lived there for less than 10 years.
- Those who live on Residential Sealed Roads (CSI Score 68.1) are significantly more satisfied than those who live on State Highways or Country Roads.
- Those who were satisfied with the overall performance of Council (CSI Score 67.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 35.4).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 69.0) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 47.7).



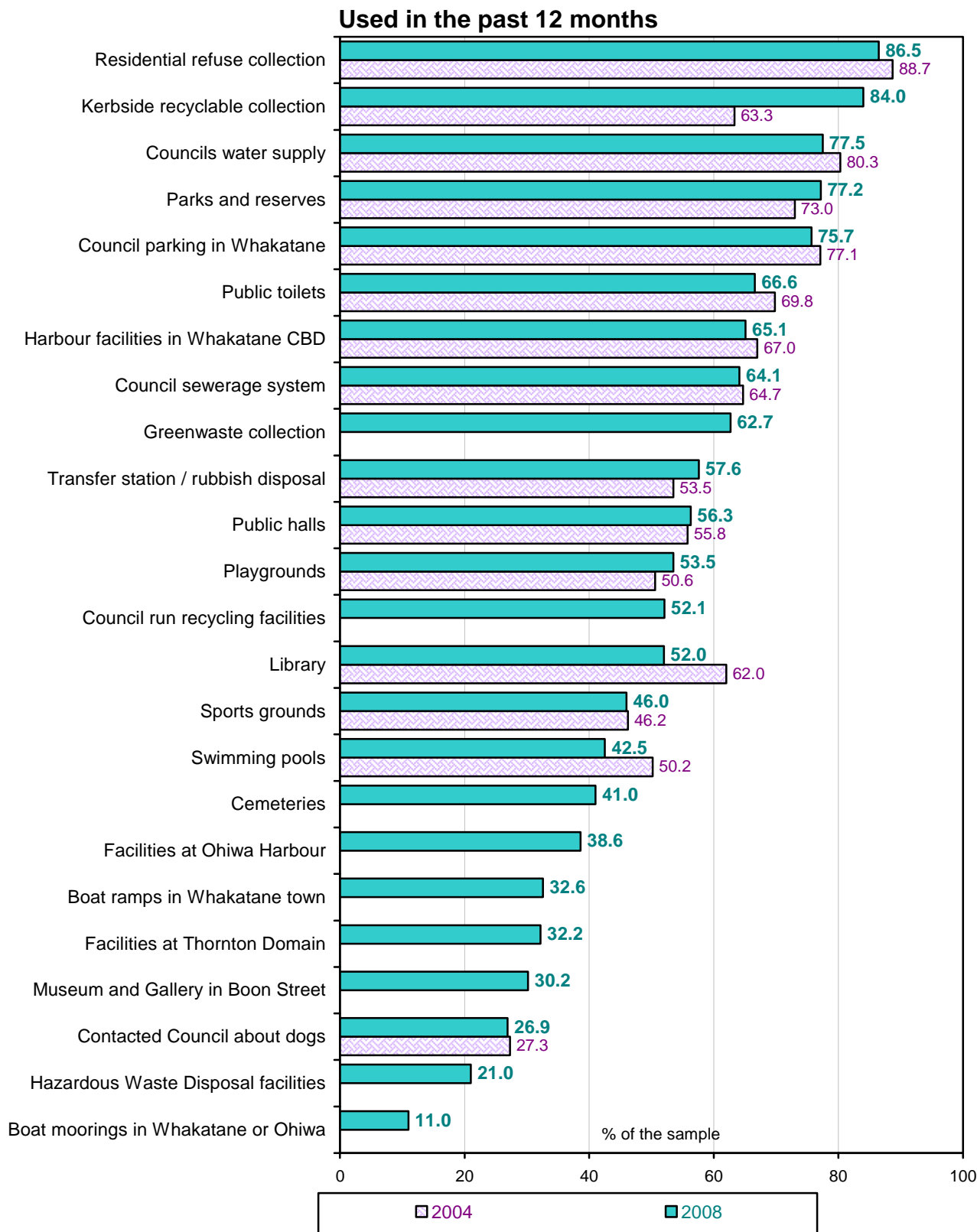
Usage of Specific Council Services and Facilities

Respondents were asked how often they had used Council provided services or facilities in the past year. Some of the services like the Residential Refuse Collection (86%), Kerbside Recyclable collection (84%), and Council Water supply (78%), were used by the vast majority of respondents. Other facilities like the Boat Moorings (11%) or applying for a LIM (14%) were used by a small proportion of the sample.



History of Usage of various Facilities and Services

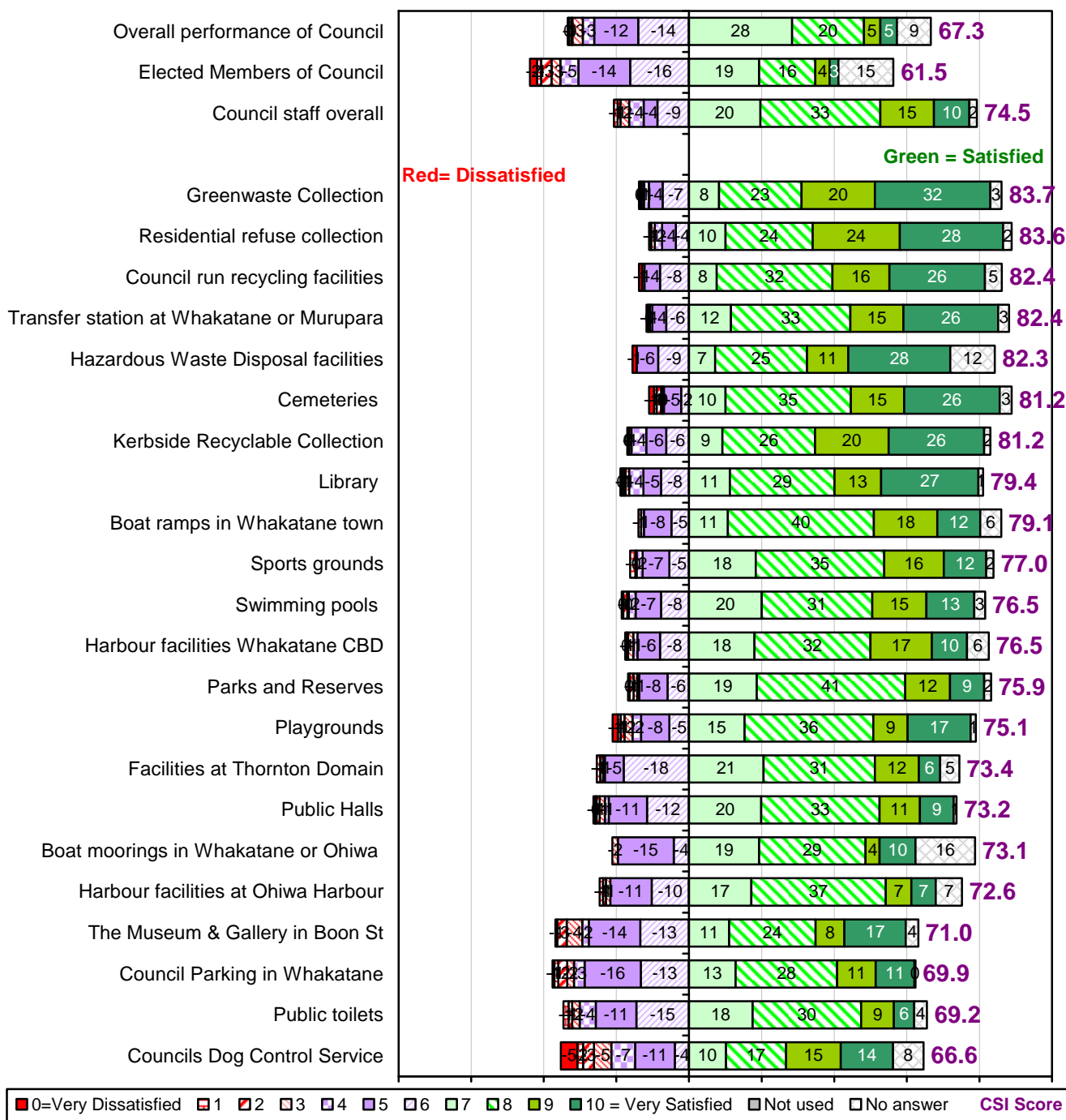
The following chart compares the percentage of respondents using each facility or service in the past 12 months for 2008 against the percentage who used these in the 2004 survey. Similar to previous years, there is some variation in usage but this is possibly due to variances in the sample.



Satisfaction with Specific Council Facilities and Services

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

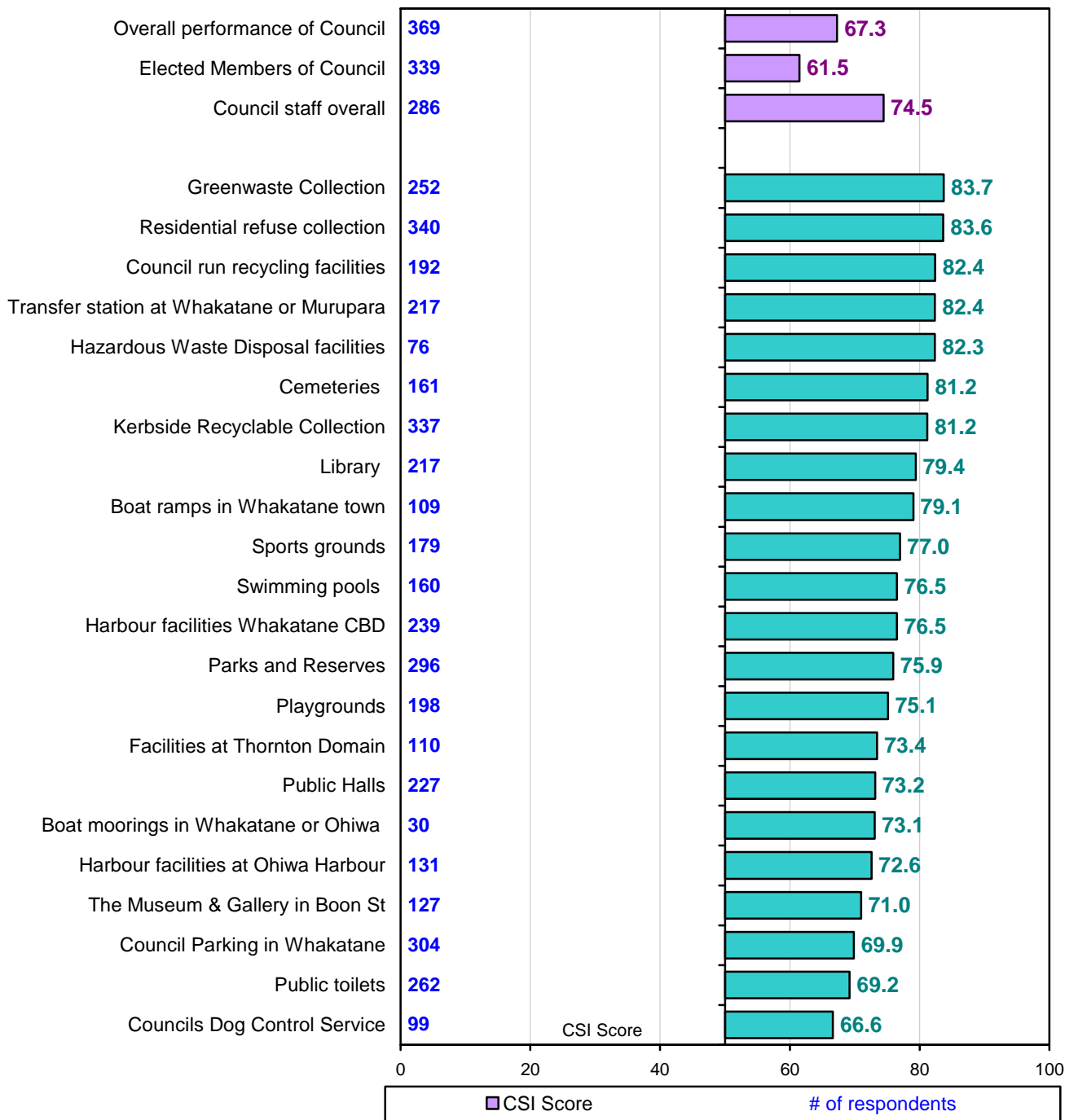
The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 87% for the 'Residential refuse collection' down to just 56% for 'Councils Dog Control Service'. There are also a number of respondents who are less than satisfied with each factor (scores 0 – 6). This ranges from 11% for the 'Residential refuse collection' and 'Cemeteries' up to 38% for 'Council Parking in Whakatane'. The factor with the most respondents rating with a score of 10 was 'Greenwaste Collection' while the factor with the most rating with a score of 0 is 'Councils Dog Control Service' (4.5%).



CSI Scores by Council Facilities and Services

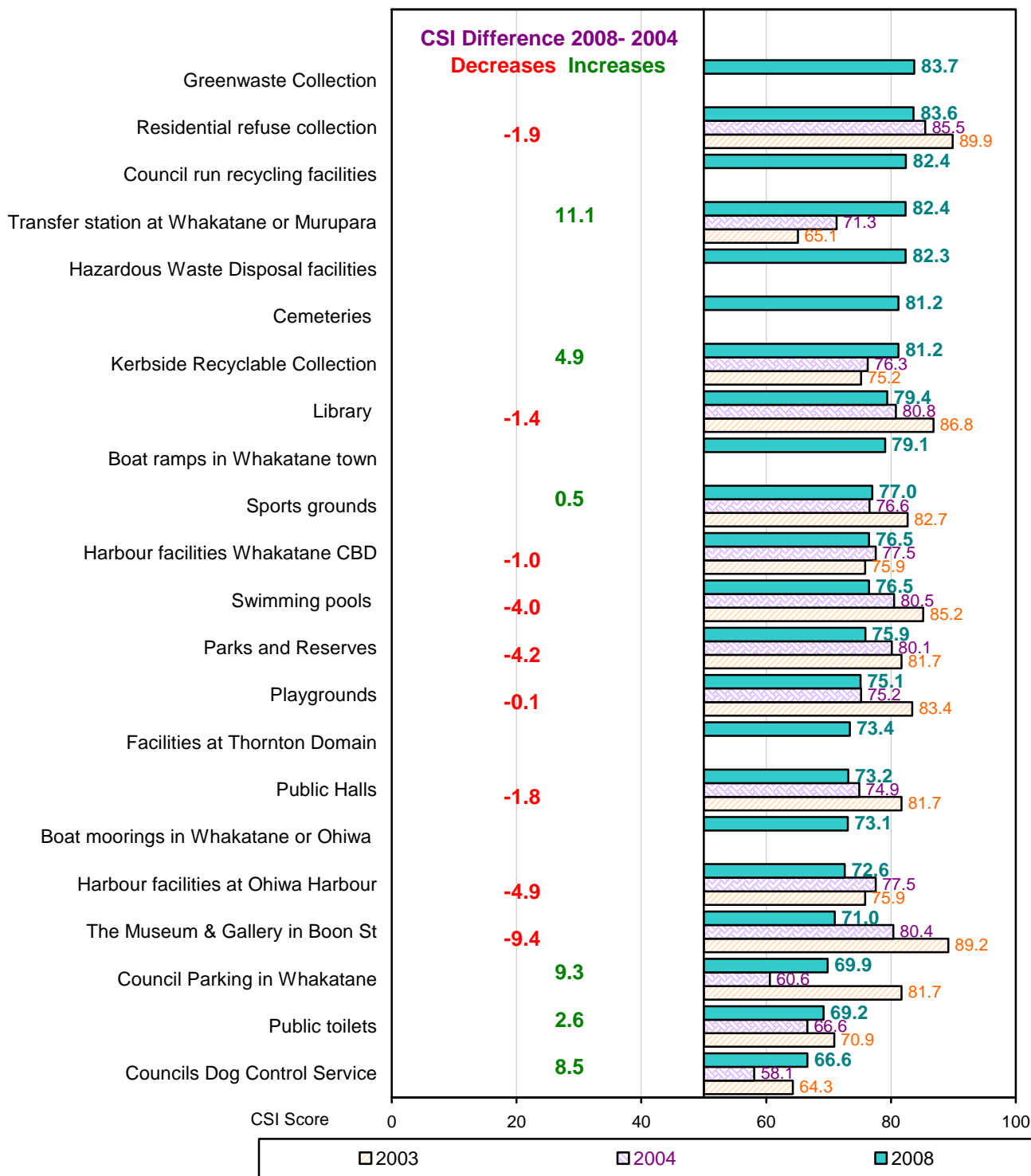
Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 83.7 for the 'Greenwaste Collection' and 83.6 for the 'Residential refuse collection' down to 66.6 for 'Councils Dog Control Service'. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.



CSI Scores Facilities & Amenities – Comparison with previous years

The following chart compares the CSI scores for 2008 versus 2004 and 2003 for the Facilities & Amenities. The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 6 increases and 9 decreases in CSI scores from 2004 but most changes were small. The largest increase was a rise of 11.1 points for the 'Transfer station / rubbish disposal at Whakatane or Murupara' (CSI Score 82.4) but this was asked as 'Council run Land fills' in 2004. The largest decrease was of 9.4 points for the 'Museum & Gallery in Boon St' (CSI Score 71.0). Note: in 2004 the Museum (CSI Score 80.4) and Art Gallery (CSI Score 81.2) were asked separately.



Library Service

Respondents were asked how often they used the library service in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using the Library

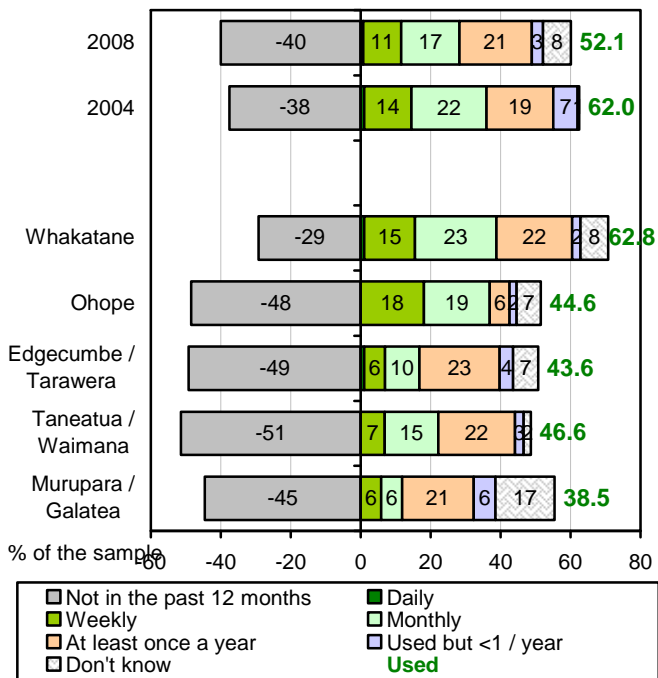
Just over half (52%) of respondents had use the Library in the past 12 months while two fifths (40%), had not used the Library and 8% didn't know.

A tenth of the respondents (11%) used the Library on a weekly basis while 1% used the Library on a daily basis.

A sixth of the respondents (17%) used the Library monthly while a fifth of the respondents (21%) used the Library at least once a year and 3% used the Library less often.

The results are similar to the previous years.

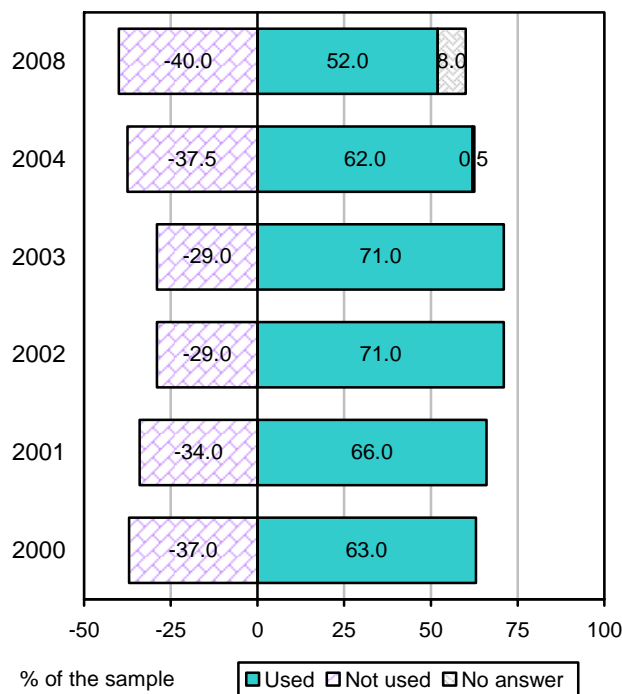
Usage of the Library was higher in the Whakatane Ward (63% versus 47 - 39% for the other Wards).



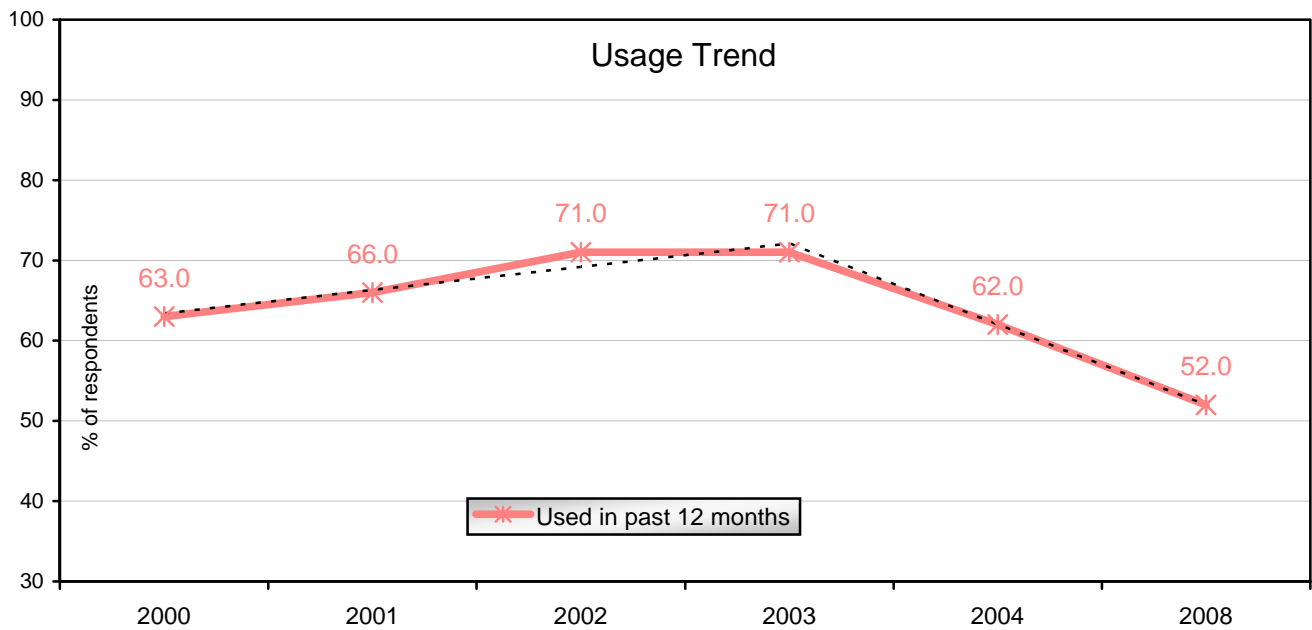
Comparing the history of library usage shows that current usage is at the lower end of the range with 52% of respondents saying they had used the library in the past 12 months.

The variation in usage could reflect the change in the sampling process used in 2004. The historical process of using the white pages for sample generation tends to understate the proportion of new residents in the area (people who are less likely to have used any facility). This sampling process uses random number generation therefore giving all residents on the telephone an equal chance of being included and this could account for the reduction in usage.

However, regardless of the changes it appears that over half of the respondents used the library in the past year.



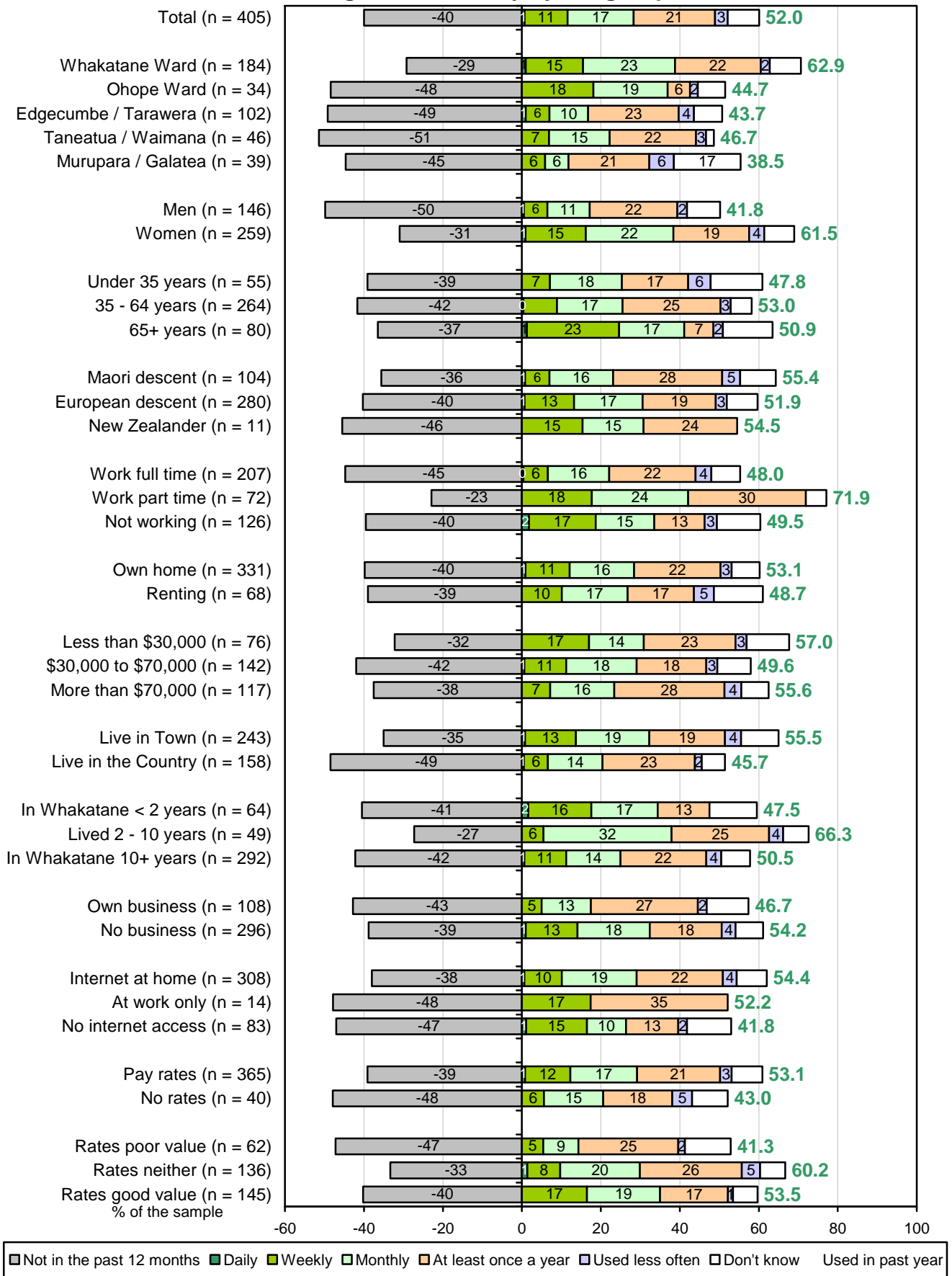
The chart shows the usage trend for the Library based on the percentage who had personally used these facilities in the past 12 months. This shows that usage at 52.0% is down 10 points on 2004. This is the lowest usage result recorded by this monitor. The variation in usage could reflect the change in the sampling process used in 2004



The chart over the page compares the usage of the Library among the various subgroups of interest. Respondents who were significantly **more likely** to use the Libraries include:

- Those from the Whakatane Ward (63%)
- Women (62%)
- Those working part time in paid employment (72%)
- Those who live in town (56%)
- Those who have lived in the Whakatane District between 2 - 10 years (66%)

Usage of the Library by subgroup



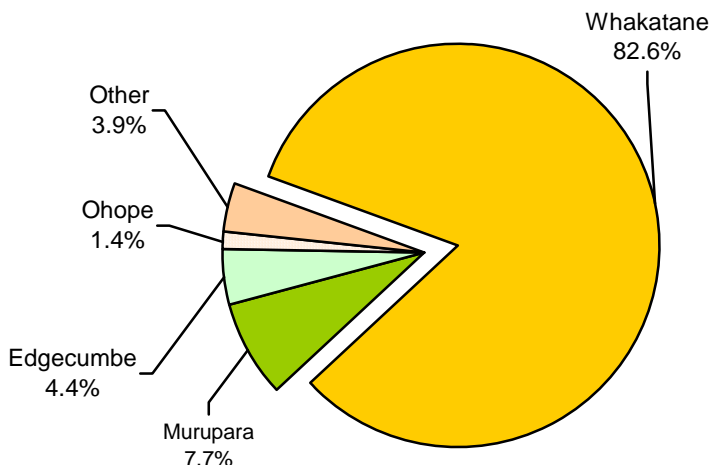
Library used most

Respondents were asked which Library they had used most often in the past 12 months

The largest group of respondents (83%) had used the Whakatane Library the most in the past 12 months. Less than a tenth 8% had used the Murupara Library the most in the past 12 months.

A few of the respondents (4.4%) used the Edgecumbe Library, 3 respondents (1.4%) had used the Ohope Library and 3.9% said they had used other libraries.

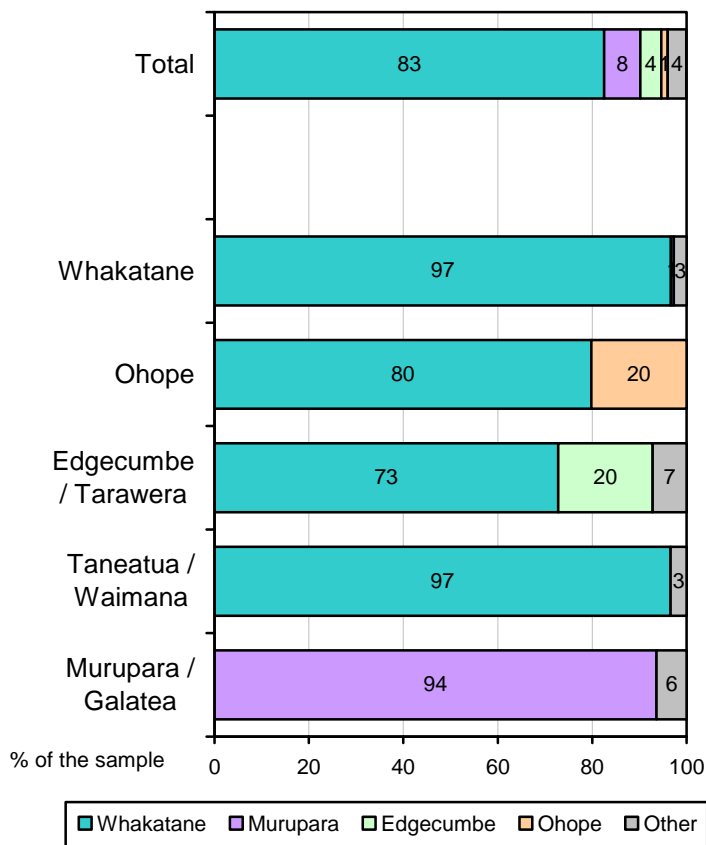
The others included a few who did not use any library as their main library, one each who mentioned the Hospital library, Opotiki, Otakari and Pikatahi.



Library used most by Ward

The Whakatane Library was used the most by respondents from the Ohope Ward (80%), the Whakatane and Taneatua / Waimana Wards (97%) and the Edgecumbe / Tarawera Ward (73%).

The Murupara Library was mostly used by respondents from the Murupara / Galatea Ward (94%) and one respondent (6%) who said they used other Libraries most often.

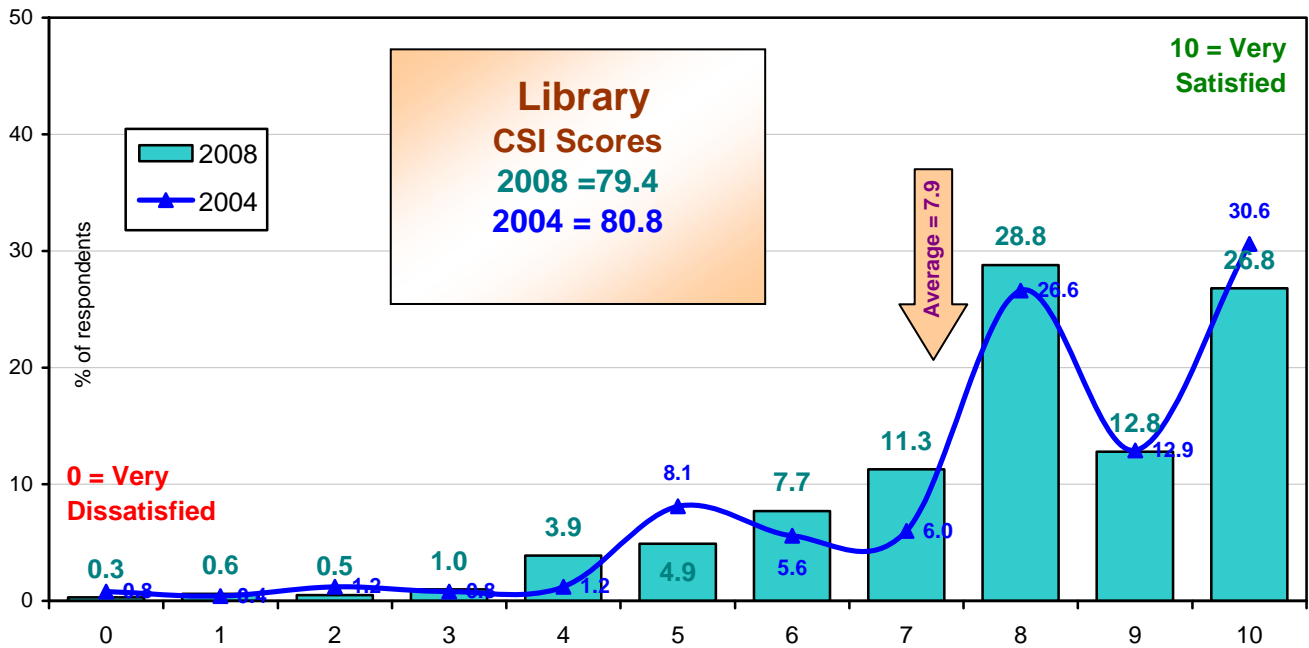


Satisfaction with Library

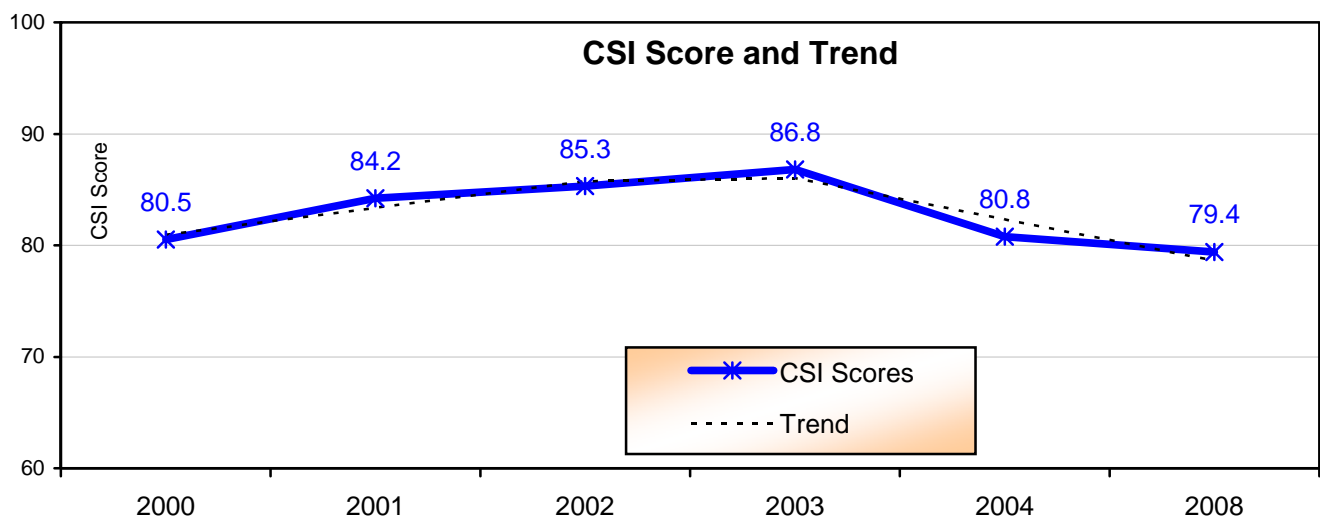
Respondents who had used the Library in Whakatane in the last 12 months (n=221) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (80%) were satisfied with the Library (Scores 7 – 10), including 40% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (29%). A sixth of the subgroup (17%) rated the Library with a score that was neutral (Scores 4 – 6), while only 5 respondents (2.5%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI Score for the Library was 79.4, which reflects that users feel the Library is providing a very good service.

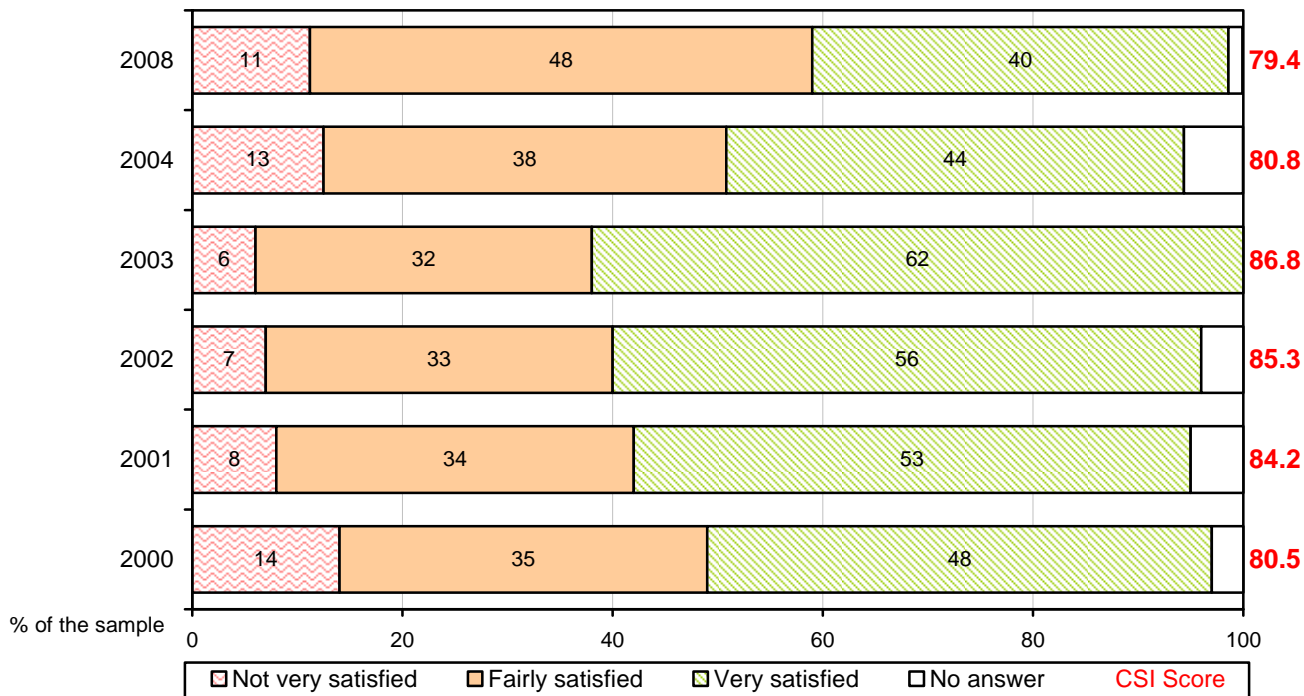


The CSI Score of 79.4 is 1.4 points lower than the 2004 results. It appears that there is a downward trend in CSI Scores at present.

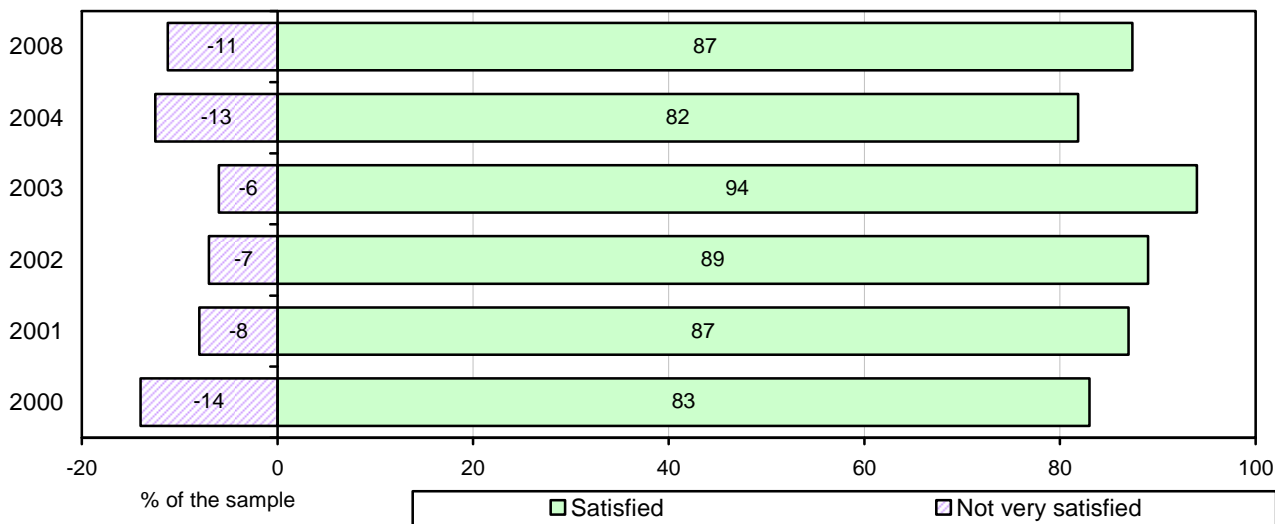


Library Satisfaction Comparison with History

The following chart compares the history of satisfaction with the library using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, 48% are fairly satisfied with the Library with a further 40% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is 1.4 points lower than 2004.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased this year.

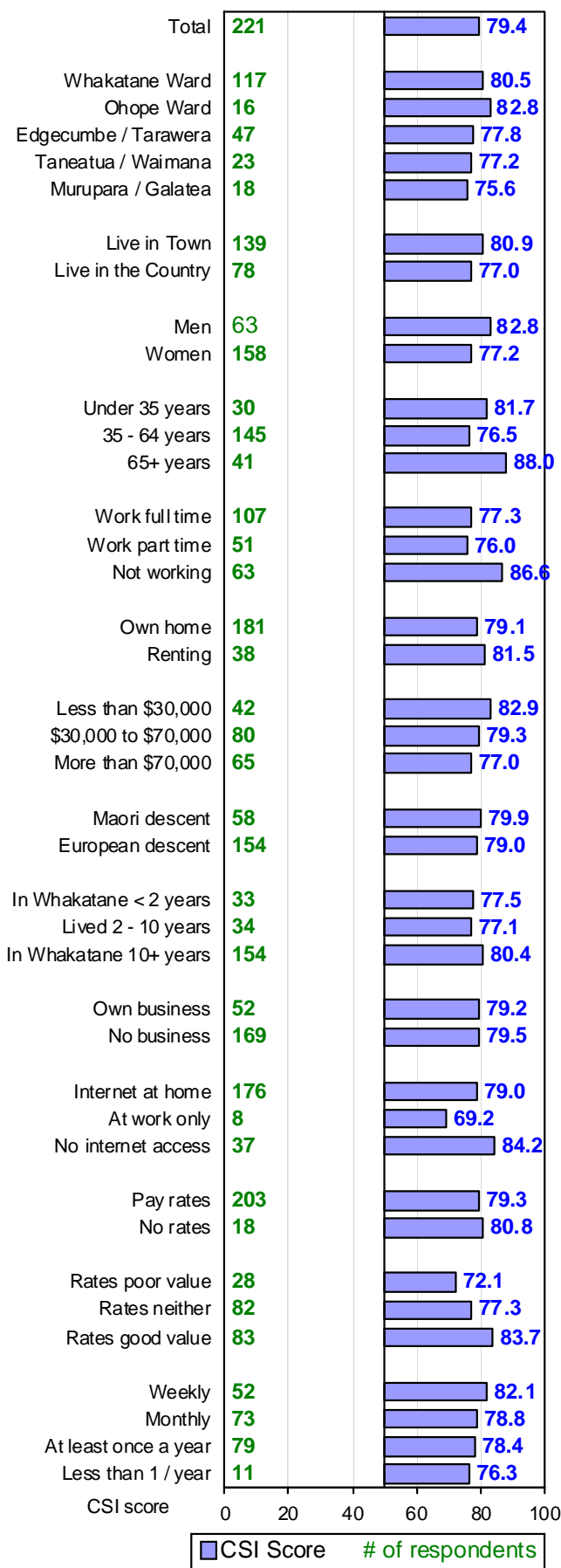


Satisfaction with the Library by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on satisfaction with the Library were:

- Those who had visited the Library on a weekly basis (CSI Score 82.1) appear more satisfied than those who visited the Library less often (CSI Score 78.8 to 76.3).
- Those from the Ohope and Whakatane Wards (CSI Score 52.8 and 80.5) were more satisfied than those from the other Wards (CSI Score 75.6 to 77.8).
- Those who lived in Town (CSI Score 80.9) were more satisfied than those who lived in the Country (CSI Score 77.0).
- Men (CSI Score 82.8) were more satisfied than women (CSI Score 77.2).
- Those aged 35 - 64 (CSI Score 76.5) were less satisfied than those over 65 (CSI Score 88.0) and those aged under 35 (CSI Score 81.7).
- Those not in paid employment (CSI Score 86.6) were significantly more satisfied than those in full time employment (CSI Score 77.3) or those working part time (CSI Score 76.0).
- Those with a household income of more than \$70,000 (CSI Score 77.0) were less satisfied than those from the lower income brackets (CSI Score 82.9 to 79.3).
- Respondents who thought they received good value for their rates (CSI Score 83.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 72.1).



Why less than satisfied with the Local Libraries

The respondents who were less than satisfied (scores 0 – 7) with the Libraries (n= 68) were asked ‘Why are you not totally satisfied with the Libraries’

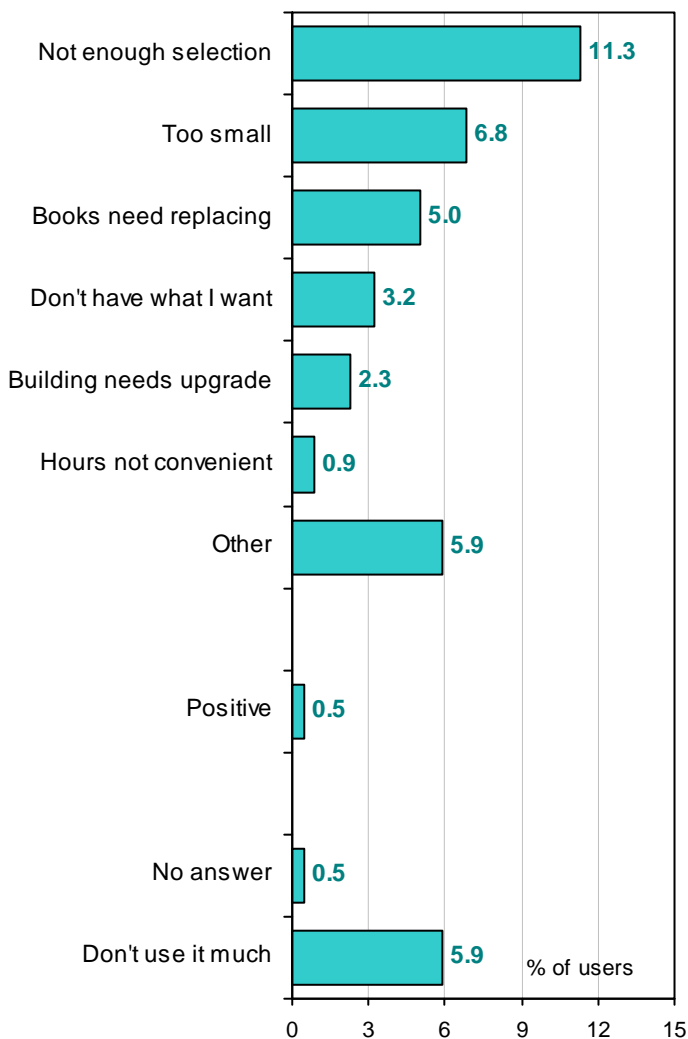
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a range of comments offered by those who were less than satisfied with the Local Libraries.

The main comments included...

- Not enough selection mentioned by 11% of the Library users (37% of those who are less than satisfied)
- Too small (7% of the users)
- Books need replacing, (mentioned by 5% of the users).

There was a range of other comments.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

The Museum & Gallery in Boon Street

Respondents were asked how often they had visited the Museum & Gallery in Boon Street in the past year. The wording for this question has changed from that used historically with the Museum and Gallery combined into one question where historically these were asked as two separate questions.

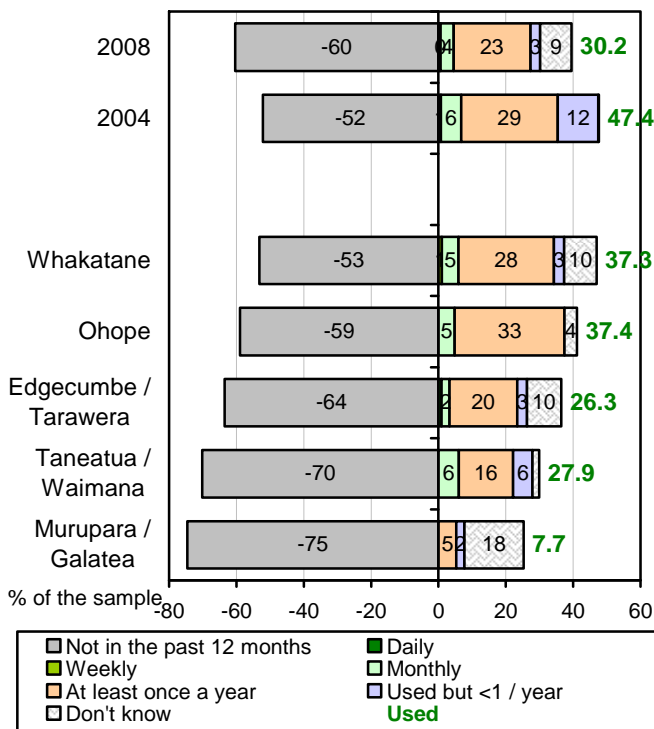
Frequency of using the Museum & Gallery in Boon Street

Three fifths (60%) of respondents had not visited the Museum & Gallery in Boon Street in the past 12 months while almost a third (30%) had visited the Museum & Gallery in Boon Street and 9% didn't know.

Almost a quarter of the respondents (23%) visited the Museum & Gallery in Boon Street at least once a year, 3% had visited less often and 16 respondents (4%) had visited monthly.

Only one respondent (0.2%) had visited on daily basis and two respondents (0.4%) had visited weekly.

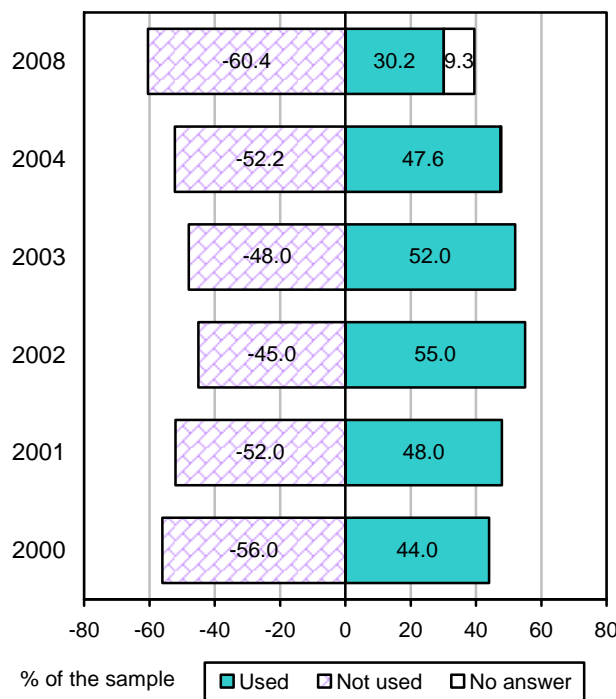
Only 8% from the Murupara / Galatea Ward visited the Museum & Gallery in Boon Street versus 26 - 37% for the other Wards.



Comparing the history of Museum & Gallery in Boon Street usage shows that current usage is down 17.4% from the 2004 result.

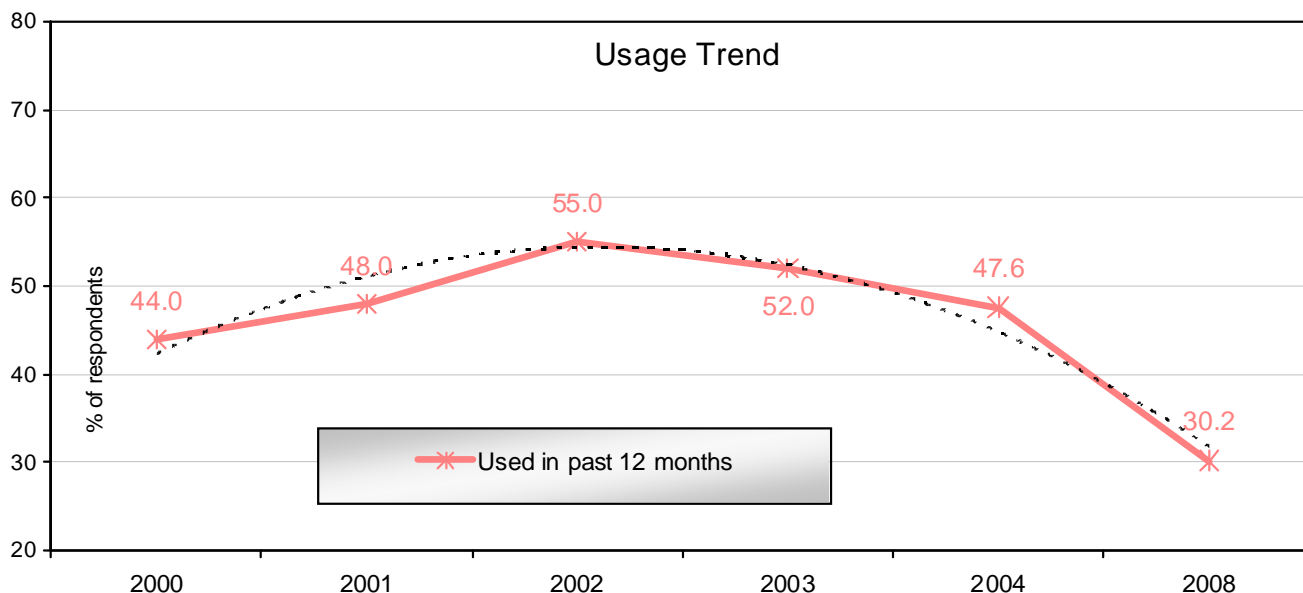
Only a third of the respondents had visited the Museum & Gallery in Boon Street in the past 12 months.

The variation in usage could reflect the change made this year of combining the Museum with the Gallery in Boon Street.



The chart shows the usage trend for the Museum & Gallery in Boon Street based on the percentage who had used these facilities in the past 12 months. The wording for this question has changed from that used historically with the Museum and Gallery combined into one question where historically these were asked as two separate questions.

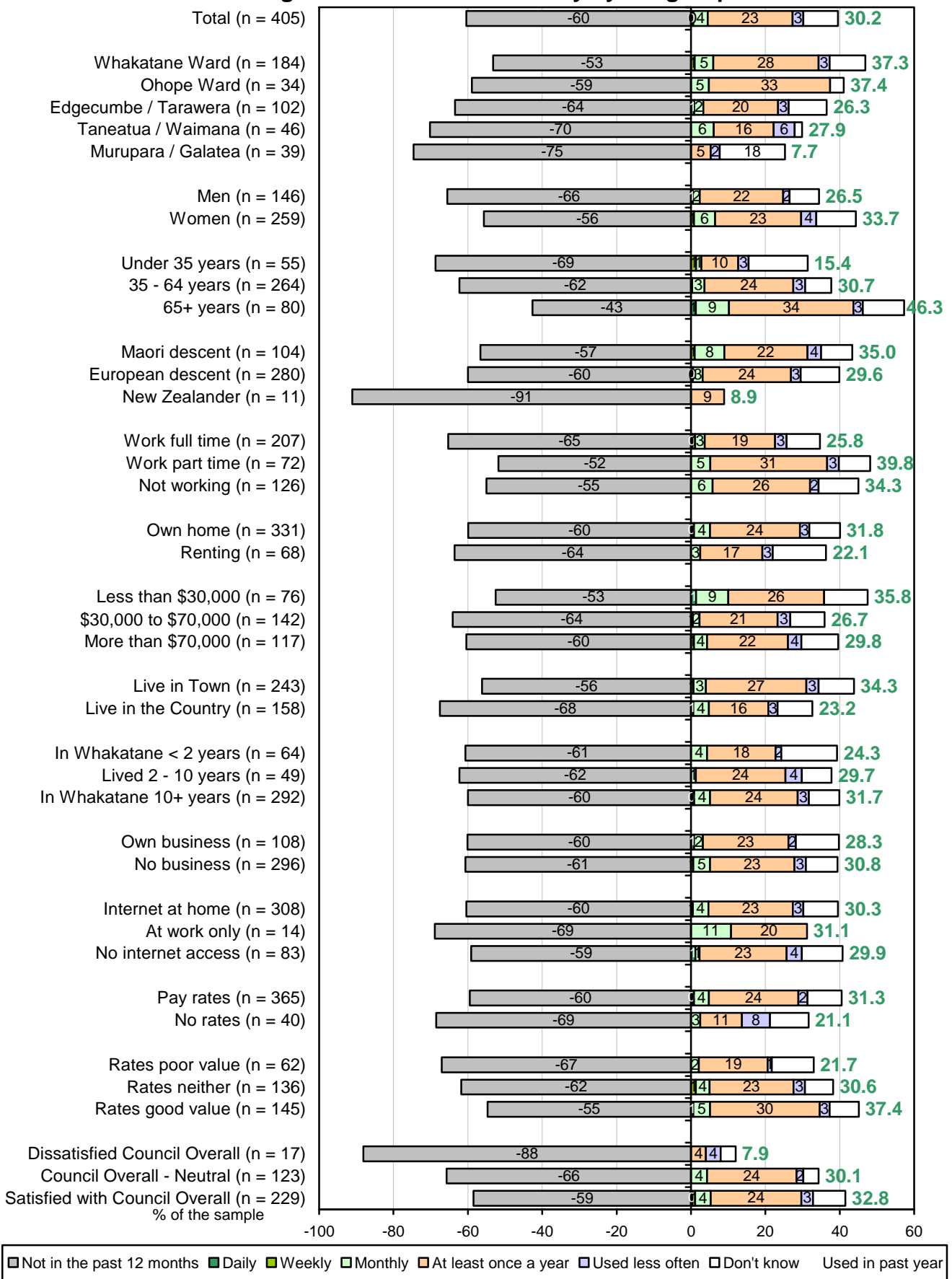
Usage at 30.2% is 17.4 points lower than the 2004 result and is the lowest result recorded to date. This may reflect the change in the question structure although combining the Museum and Gallery should have resulted in a higher usage result rather than lower usage.



The chart over the page compares the usage of the Museum & Gallery in Boon Street among the various subgroups of interest. Respondents who were significantly **more likely** to use the Museum & Gallery include:

- Those aged over 65 years old (46%)
- Those working part time in paid employment (40%)
- Those from the Whakatane Ward (37%)
- Women (34%)
- Those who live in town (34%)

Usage of the Museum & Gallery by subgroup

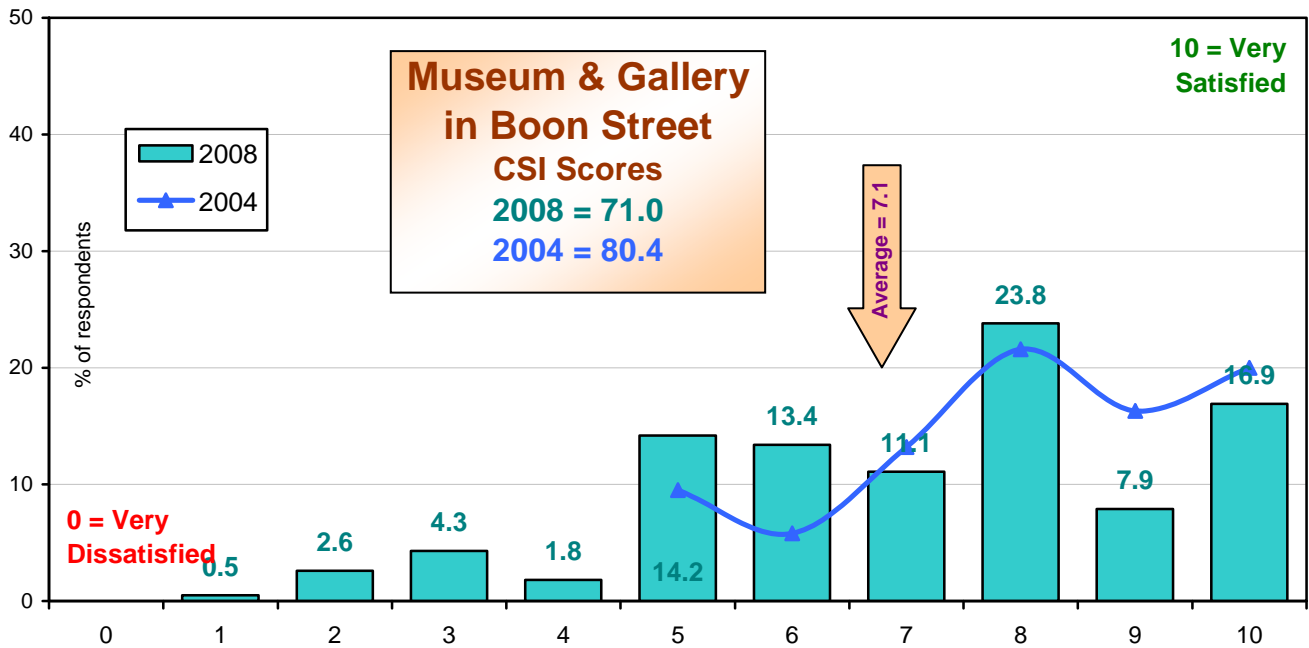


Satisfaction with the Museum & Gallery in Boon Street

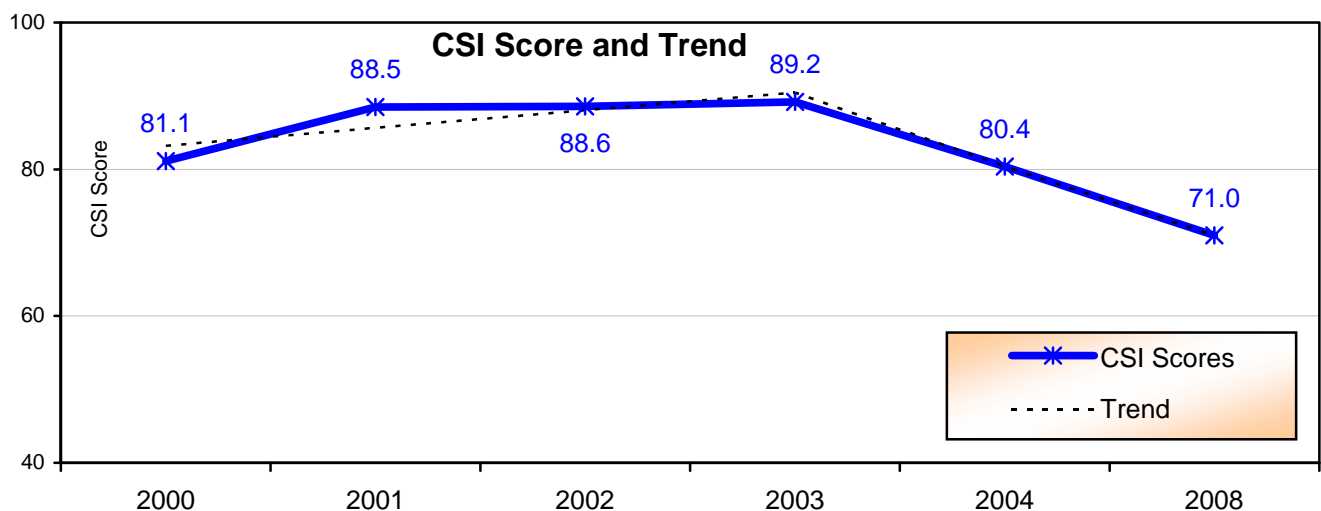
Respondents who had used the Museum & Gallery in Boon Street in the last 12 months (n=130) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three fifths of the users (60%) were satisfied with the Museum & Gallery in Boon Street (Scores 7 – 10), including 25% who rated with scores of 9 or 10 (exceeded expectations). The mode was a score of 8 (24%). Over a quarter of the subgroup (29%) rated the Museum & Gallery in Boon Street with a score that was neutral (Scores 4 – 6), and 9 respondents (8%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Museum & Gallery in Boon Street was 71.0, indicating that most users feel the Museum & Gallery in Boon Street are providing a fair service, but with room for improvement.



The CSI Score of 71.0 is 9.4 points lower than the 2004 results. This could be the result of the Museum and Gallery in Boon Street having been combined this year

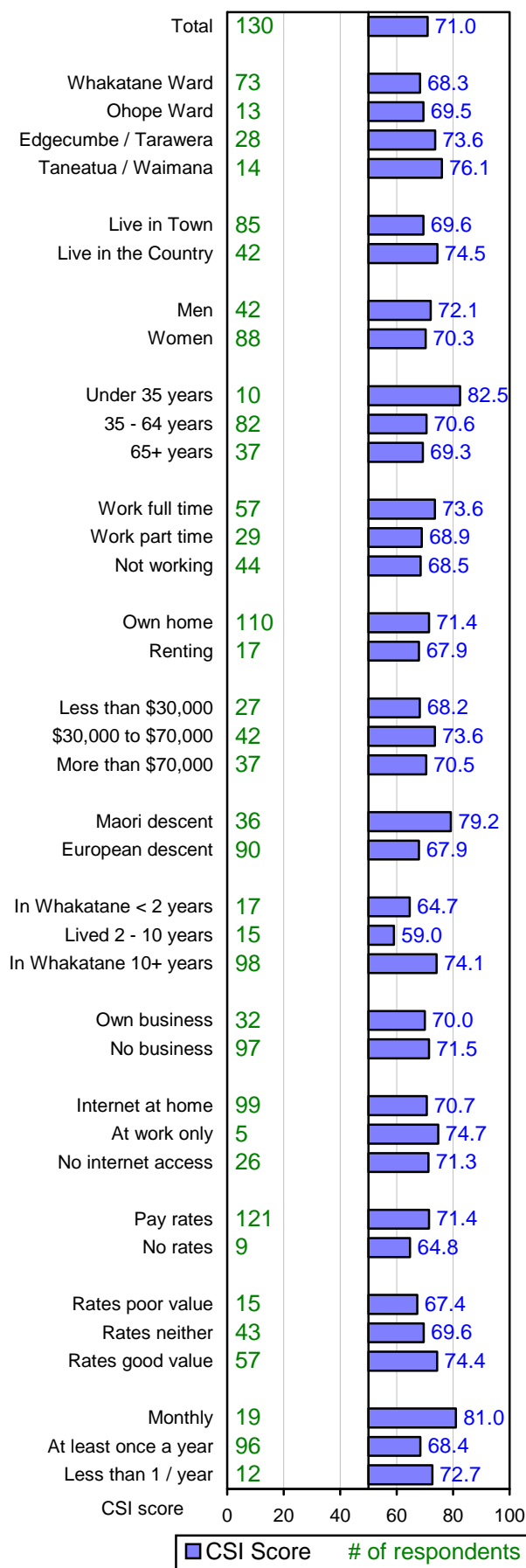


Museum & Gallery in Boon Street Satisfaction by Demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

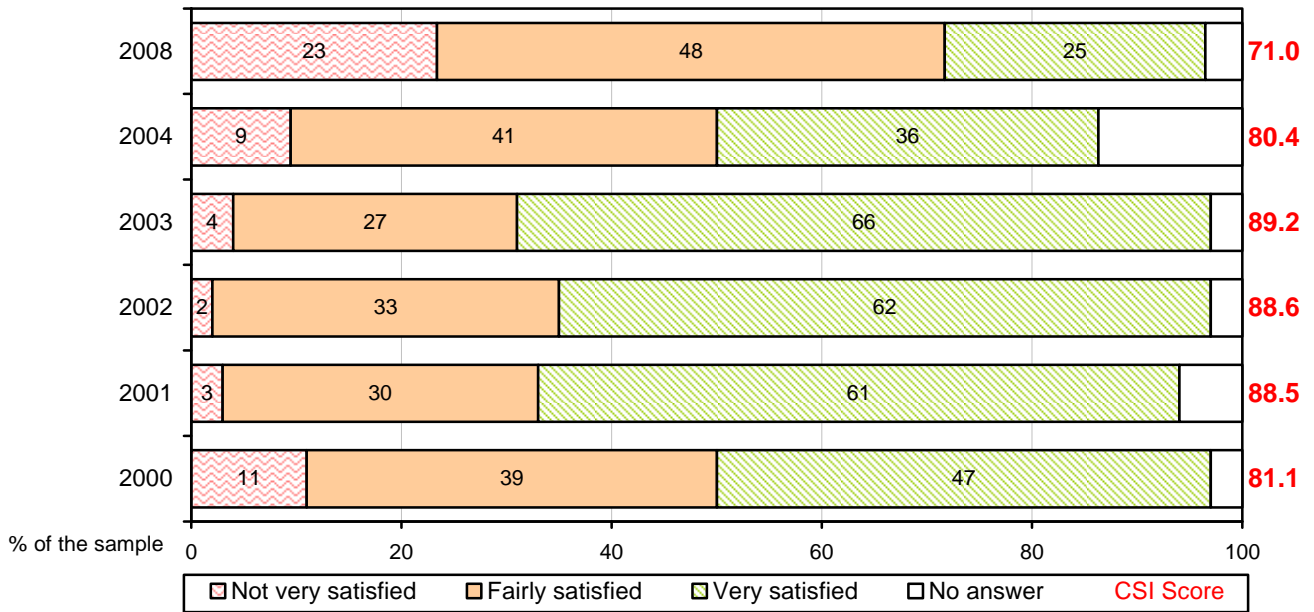
The variables that appear to have had the greatest impact on satisfaction with the Museum and Gallery in Boon Street were:

- Those from the Whakatane and Ohope Wards (CSI Score 68.3 and 69.5) were less satisfied than those from the other Wards (CSI Score 76.1 to 73.6).
- Respondents who thought they received good value for their rates (CSI Score 74.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 67.4).
- Those who lived in Town (CSI Score 69.6) were less satisfied than those who lived in the Country (CSI Score 74.5).
- Those aged under 35 (CSI Score 82.5) were significantly more satisfied than those aged 35 - 64 (CSI Score 70.6) and those aged over 65 (CSI Score 69.3).
- Those of Maori descent (CSI Score 79.2) were more satisfied than those of European descent (CSI Score 67.9).
- Those who had lived in Whakatane for ten years or more (CSI Score 74.1) were more satisfied than those who had lived there for under ten years (CSI Score 59.0 - 64.7).
- Those who had visited the Museum and Gallery on a monthly basis (CSI Score 81.0) appear more satisfied than those who visited the Museum & Gallery less often (CSI Score 68.4 to 72.7).

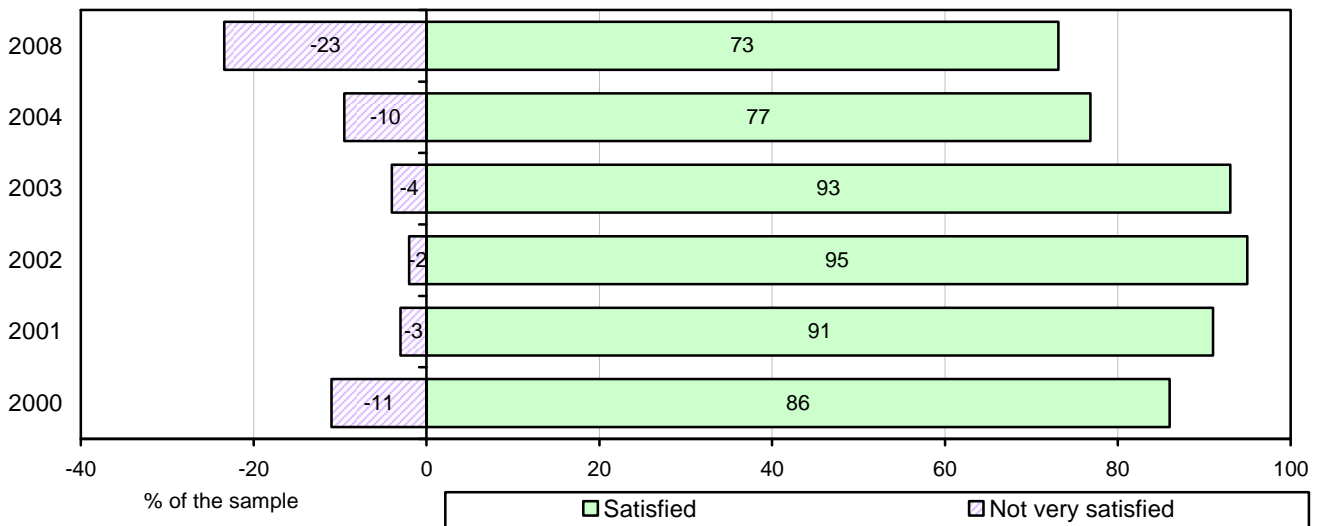


Museum Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Museum & Gallery in Boon Street using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of visitors, (48%) are fairly satisfied with the Museum & Gallery in Boon Street with a further 25% being very satisfied. A quarter of respondents (23%) were not very satisfied. The CSI score is lower than recent years but this could be due to the changed scales used for measuring satisfaction or that the Museum and Gallery have been combined this year.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have decreased this year. This may be a result of the fact that the Museum and Gallery have been combined this year



Public halls

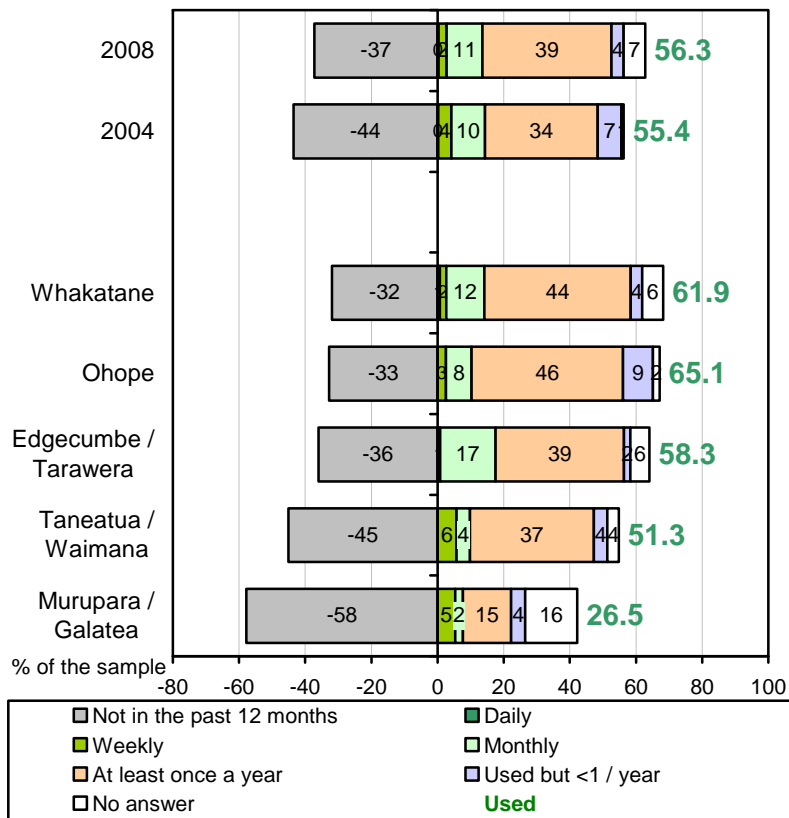
Respondents were asked how often they used the Public Halls in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using Halls

Over a third of the respondents (37%) had not used the Halls in the past 12 months, while 7% didn't know.

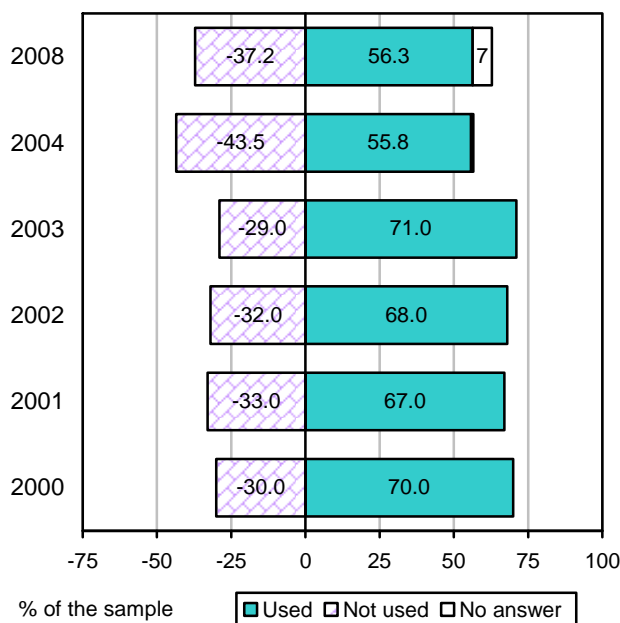
Of those who did use them, over a third (39%) had used them at least once per year. A ninth of the sample (11%) had used them on a monthly basis and 2% on a weekly basis. One respondent (0.3%) used the Halls daily, while 4% had used them but less than once per year.

Usage of the Public Halls was higher in the Ohope and Whakatane Ward 65% and 62% respectively versus 27% for those from the Murupara / Galatea ward.

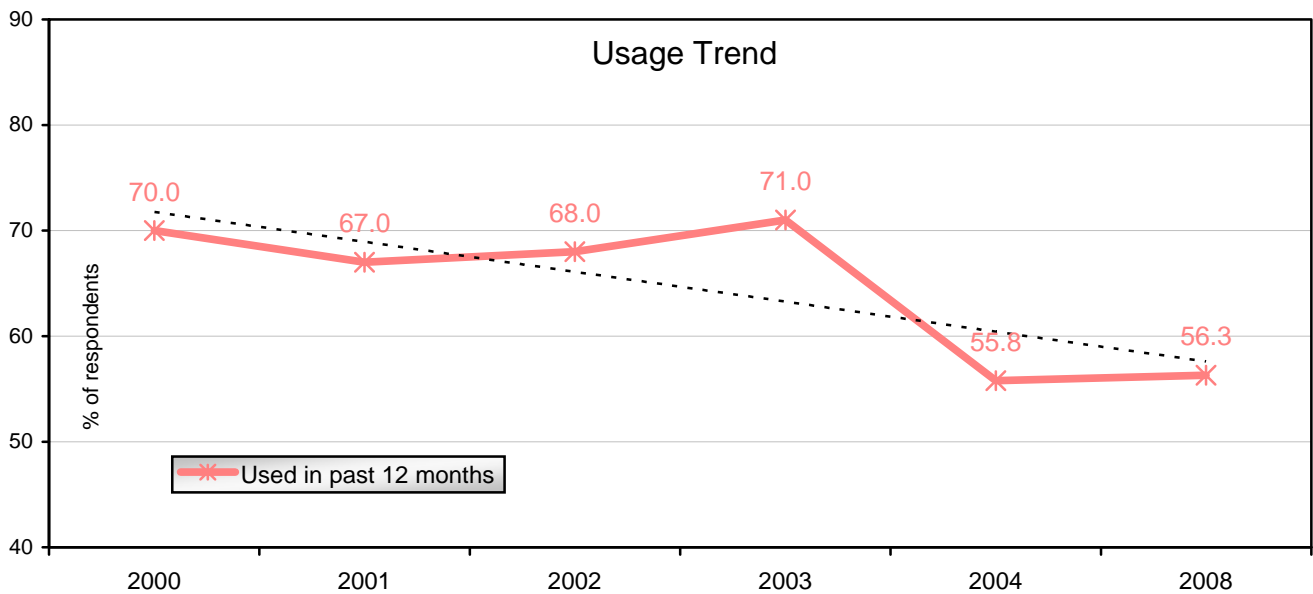


Comparing the history of Public Hall usage shows that current usage of 56% is similar to the last reports usage.

Twenty six respondents (7%) did not know or did not answer this question this year.



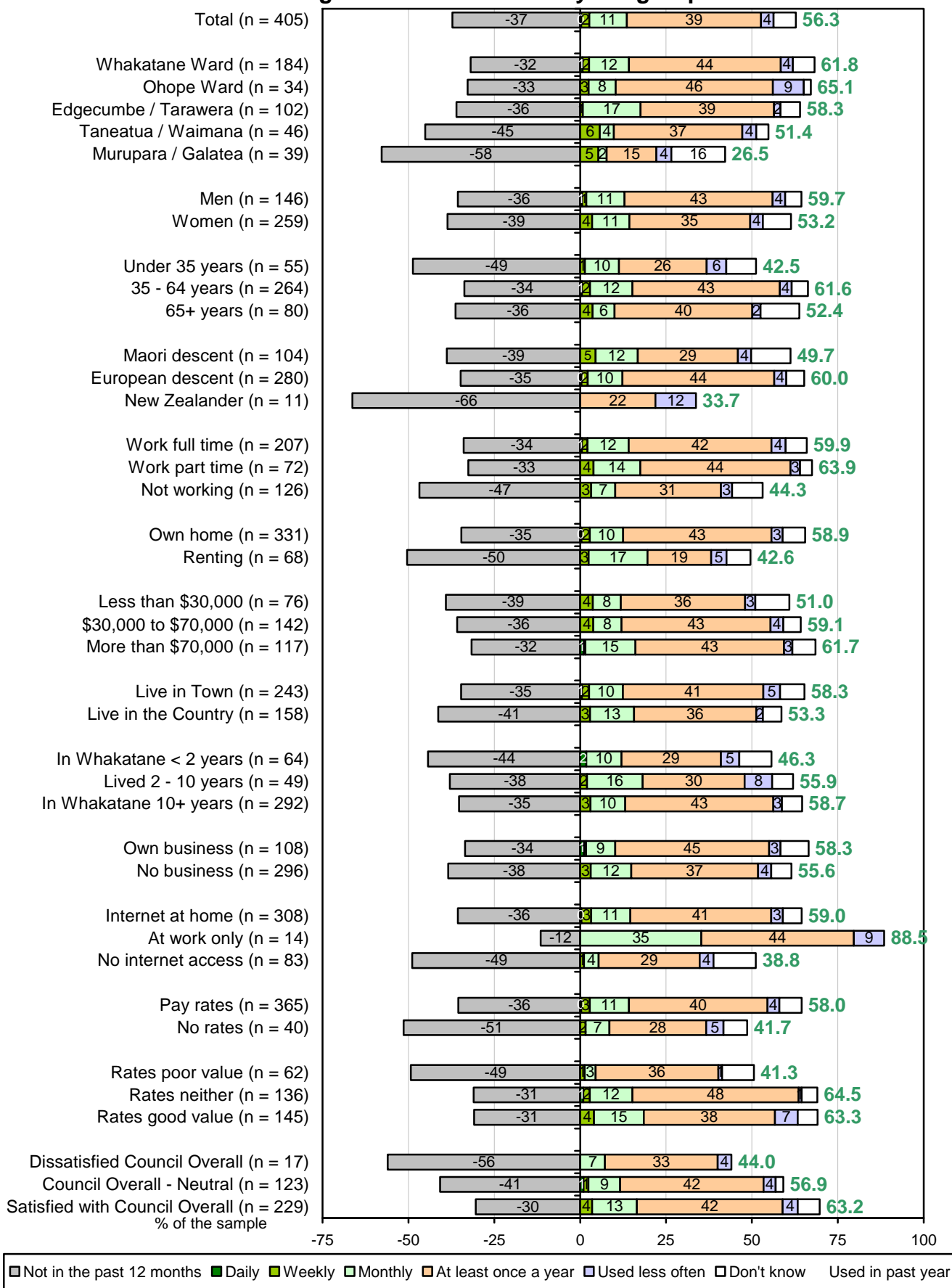
The chart shows the usage trend for Public Halls based on the percentage who had used these facilities in the past 12 months. Usage at 56% is 0.5 points higher than that recorded in 2004.



The chart over the page compares the usage of the Public Halls among the various subgroups of interest. Respondents who were significantly **more likely** to use the Public Halls include:

- Those from the Whakatane Ward (62%) or Ohope Ward (65%)
- Those working full time (60%) or part time (64%) in paid employment
- Those of European descent (60%)
- Those aged 35 - 64 (62%)
- Those who own their own home (59%)
- Those who have lived in the Whakatane District for more than 10 years (59%)

Usage of the Public Halls by subgroup

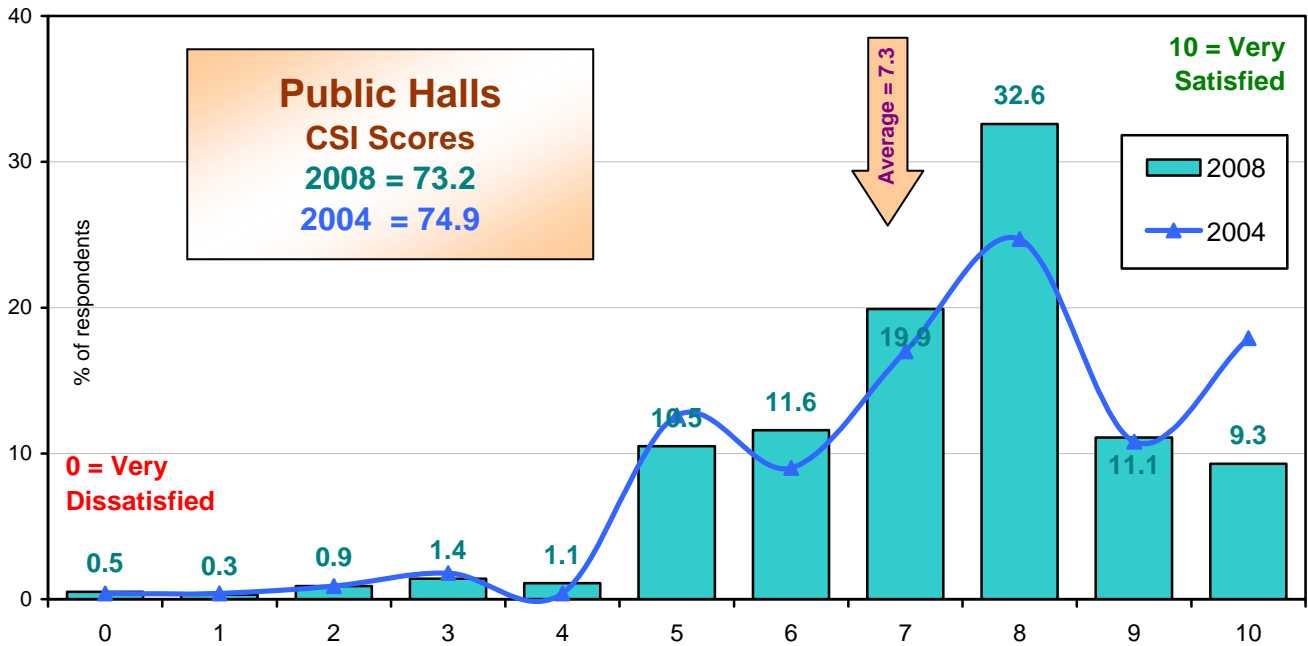


Satisfaction with Public Halls

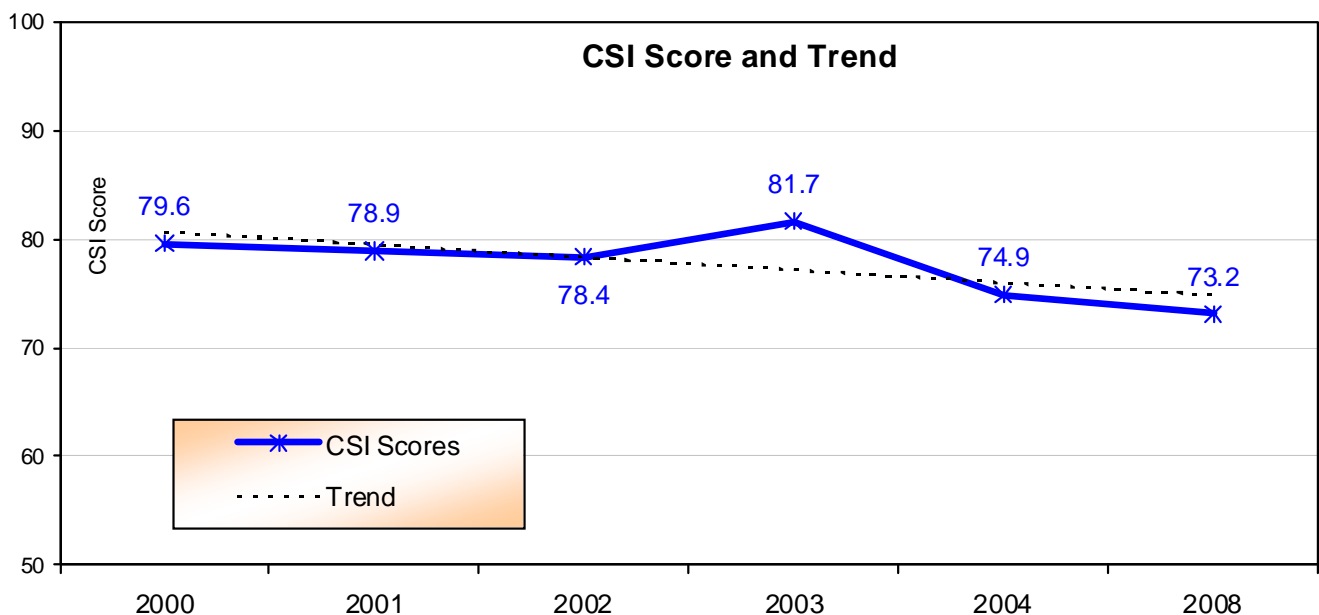
Respondents who had used Public Halls in the last 12 months (n=229) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost three quarters of the respondents in the subgroup (73%) were satisfied with Public Halls (Scores 7 – 10). A fifth (20%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (33%). A quarter of the subgroup (23%) rated Public Halls with a score that was neutral (Scores 4 – 6), and 3% (7 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Public Halls was 73.2. This indicates a good level of satisfaction but with the potential for improvement.



The CSI Score of 73.2 is 1.7 points lower than the 2004 result and there appears to be a slight downward trend.



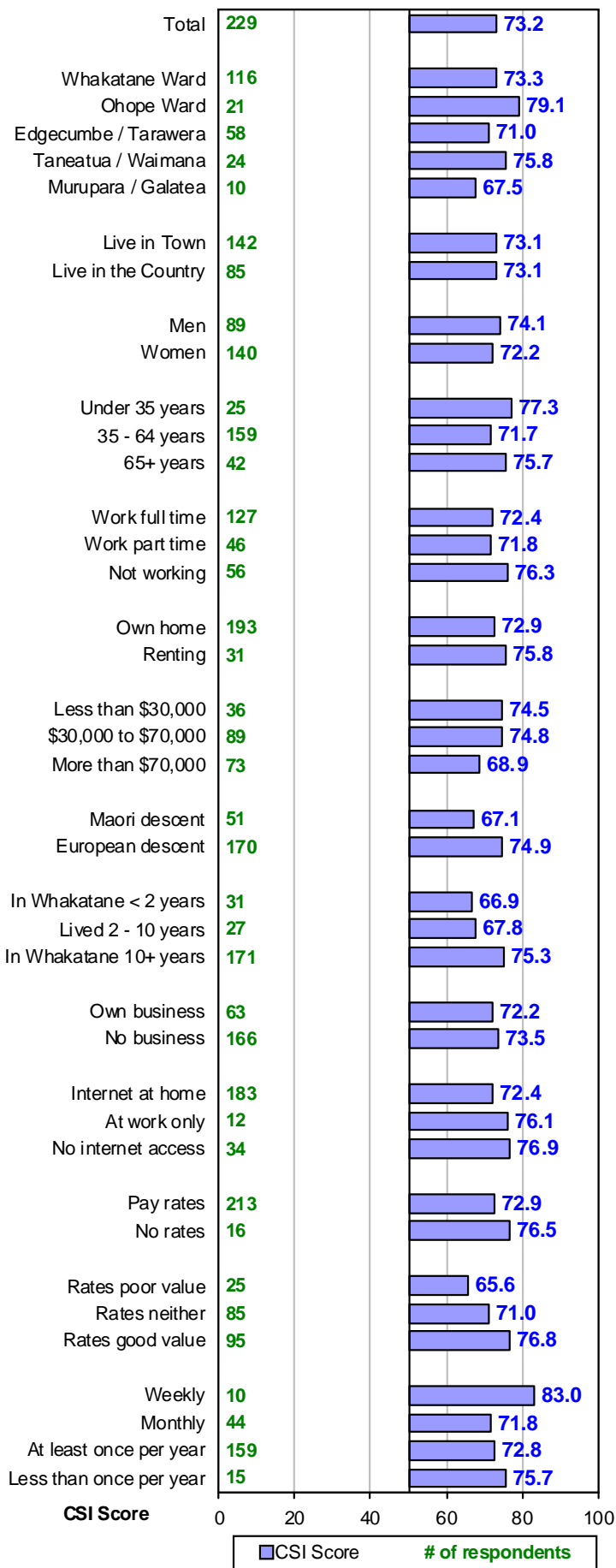
Satisfaction with Public Halls by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with Public Halls across most of the subgroups of interest

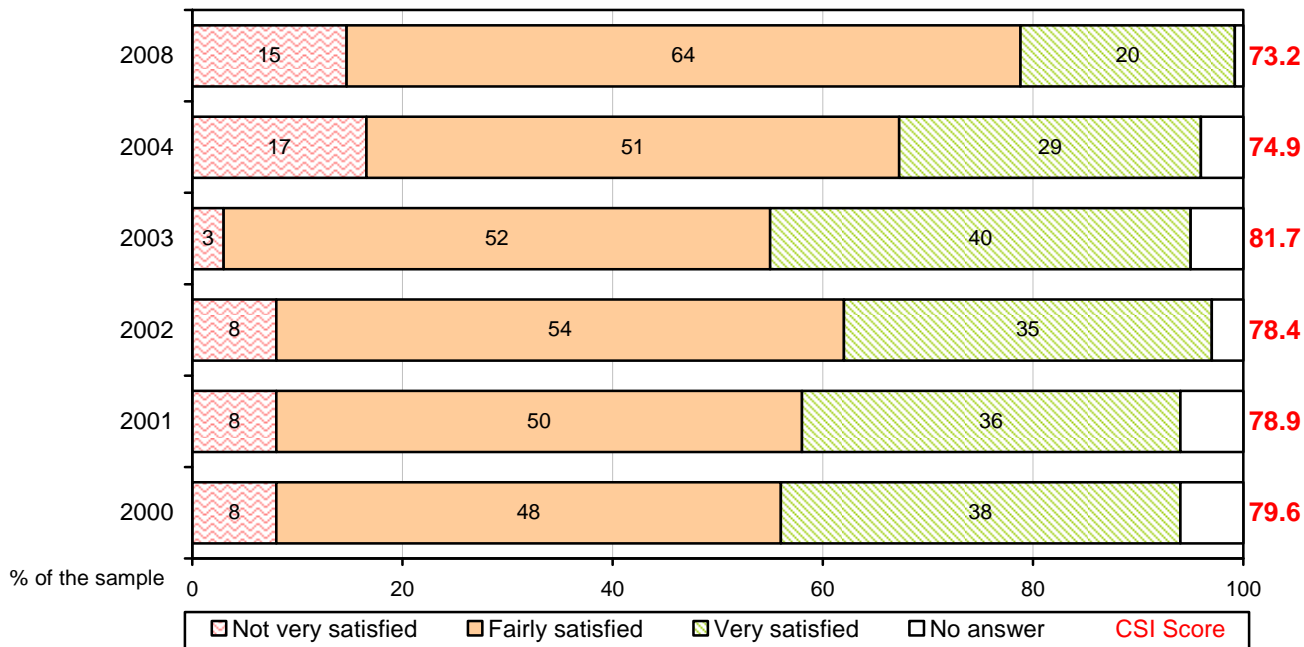
The variables that appear to have had the greatest impact on satisfaction with Public Halls were:

- Those from the Ohope Ward (CSI Score 79.1) appear more satisfied than those from other Wards (CSI Score 67.5 - 75.8).
- The few respondents who used Public Halls weekly (CSI Score 83.0) appear more satisfied than those who use these less frequently
- Respondents who thought they received good value for their rates (CSI Score 76.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 65.6).
- Women (CSI Score 72.2) appear less satisfied than men (CSI Score 74.1).
- Those who are not in paid employment (CSI Score 76.3) appear more satisfied than those working part time or those working full time (CSI Score 71.8 and 72.4 respectively)
- Respondents aged between 35 - 64 (CSI Score 71.7) appear less satisfied than those from other age groups.
- Those with a household income of more than \$70,000 (CSI Score 68.9) appear less satisfied than those in the lower income brackets (CSI Score 74.8 - 74.5).
- Those of Maori descent (CSI Score 67.1) were significantly less satisfied than those of European descent (CSI Score 74.9)
- Those who have lived in Whakatane for ten years or more (CSI Score 75.3) were more satisfied than those who had lived there for under ten years (CSI Score 66.9 - 67.8)

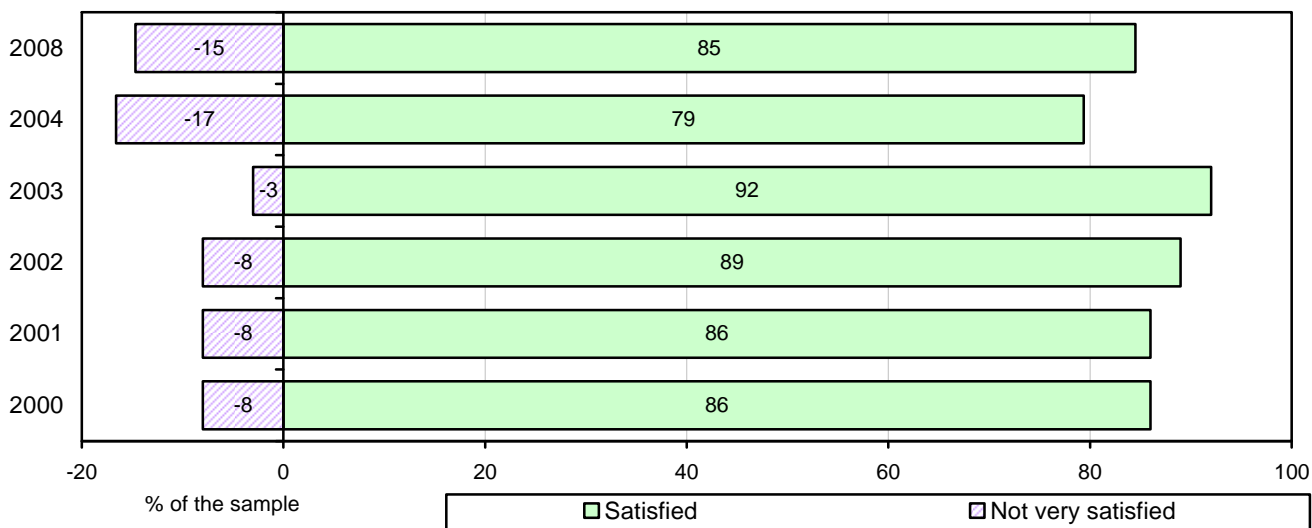


Public Halls Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Public Halls using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, 64% are fairly satisfied with the Public Halls with a further 20% being very satisfied. Only a small proportion of respondents were not very satisfied. The CSI score is lower than recent years but this could be due to the increased range in the scale.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased this year.



Playgrounds

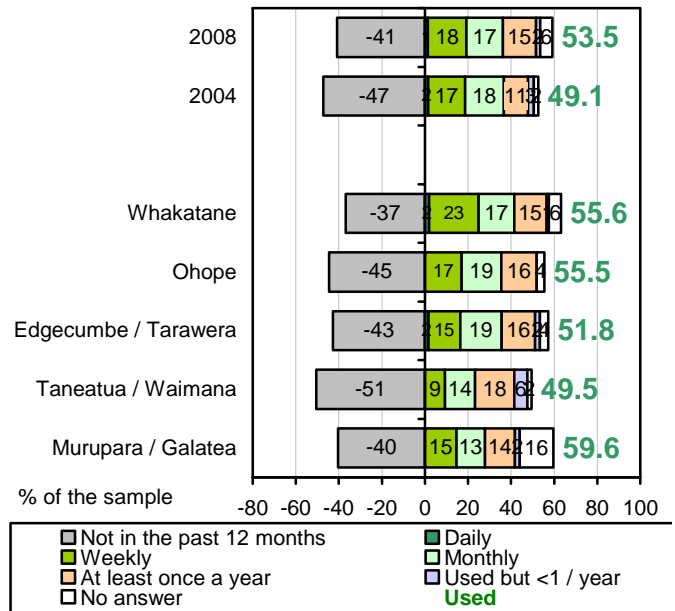
Respondents were asked how often they used the Playgrounds in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using the Playgrounds

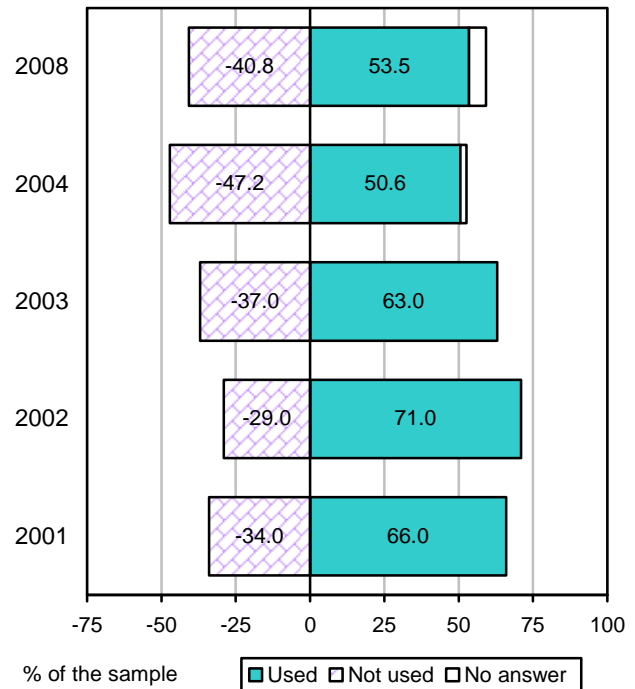
Over half of the respondents (54%) had used the playgrounds in the past 12 months. At the other end of the range, 41% said they had not used the Playgrounds and 6% did not know.

Just under a fifth of the sample, 18% said they used the Playgrounds on at least a weekly basis with a further 17% stating they used these at least monthly and 15% at least once a year.

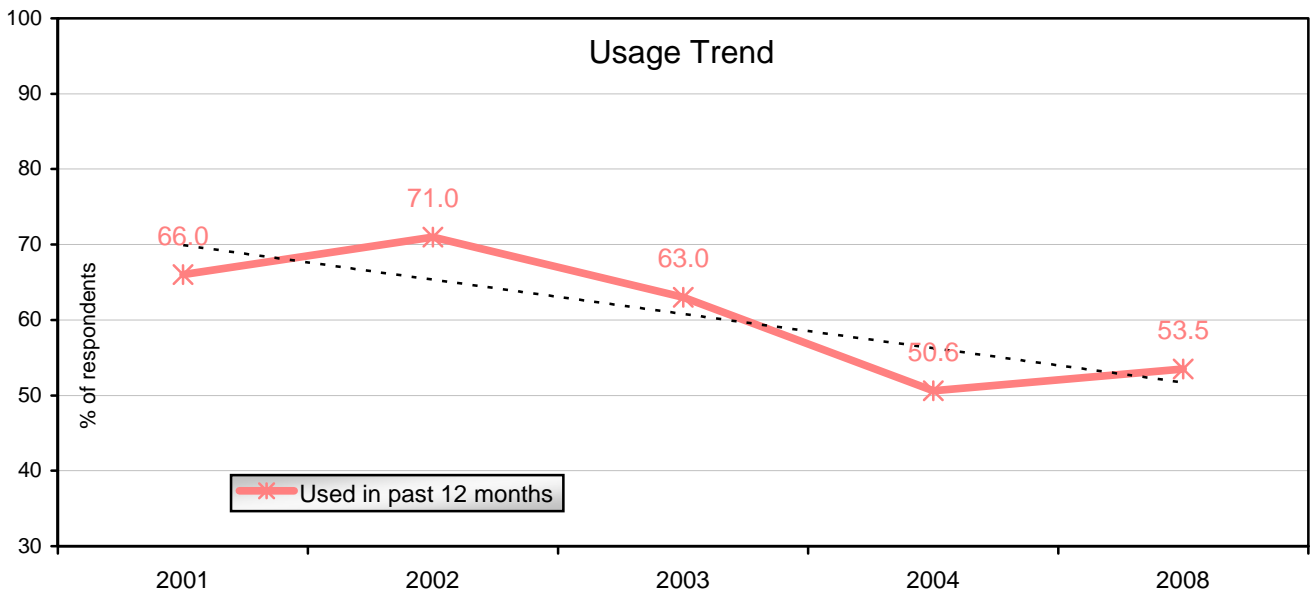
There is very little difference with usage of the Playgrounds by wards.



Comparing the history of Playground usage shows that current usage is 2.9 points higher than the 51% recorded in 2004.



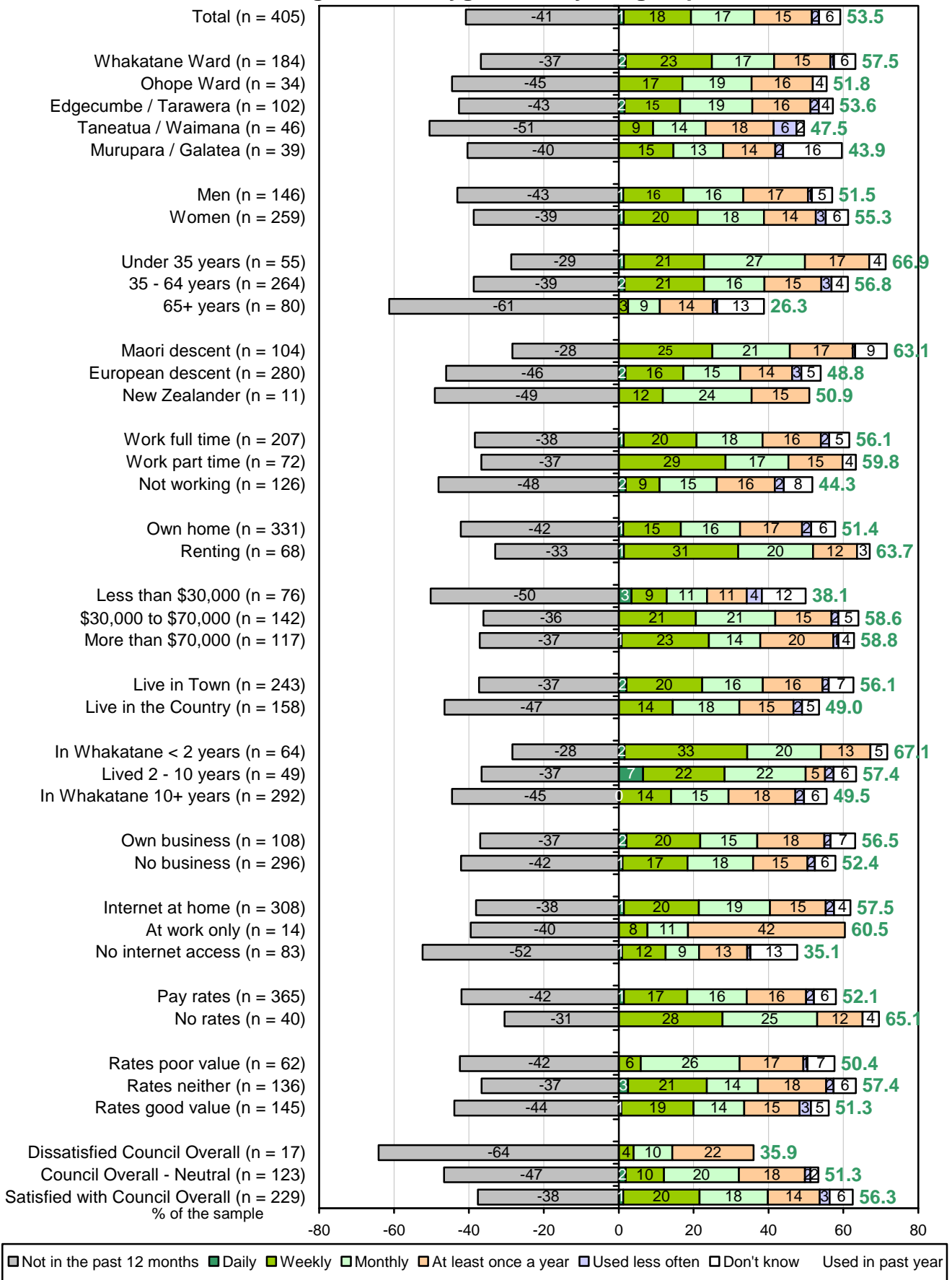
The chart shows the usage trend for the Playgrounds based on the percentage who had personally used these facilities in the past 12 months. Usage at 53.5% is 2.9 points up from the 50.6% recorded in 2004. This is on par with the current trend line.



The chart over the page compares the usage of the Playgrounds among the various subgroups of interest. Respondents who were significantly **more likely** to use the Playgrounds include:

- Those aged under 35 years of age (67%)
- Those who have lived in the Whakatane District less than 2 years (67%)
- Those who rent (64%)
- Those of Maori descent (63%)

Usage of the Playgrounds by subgroup

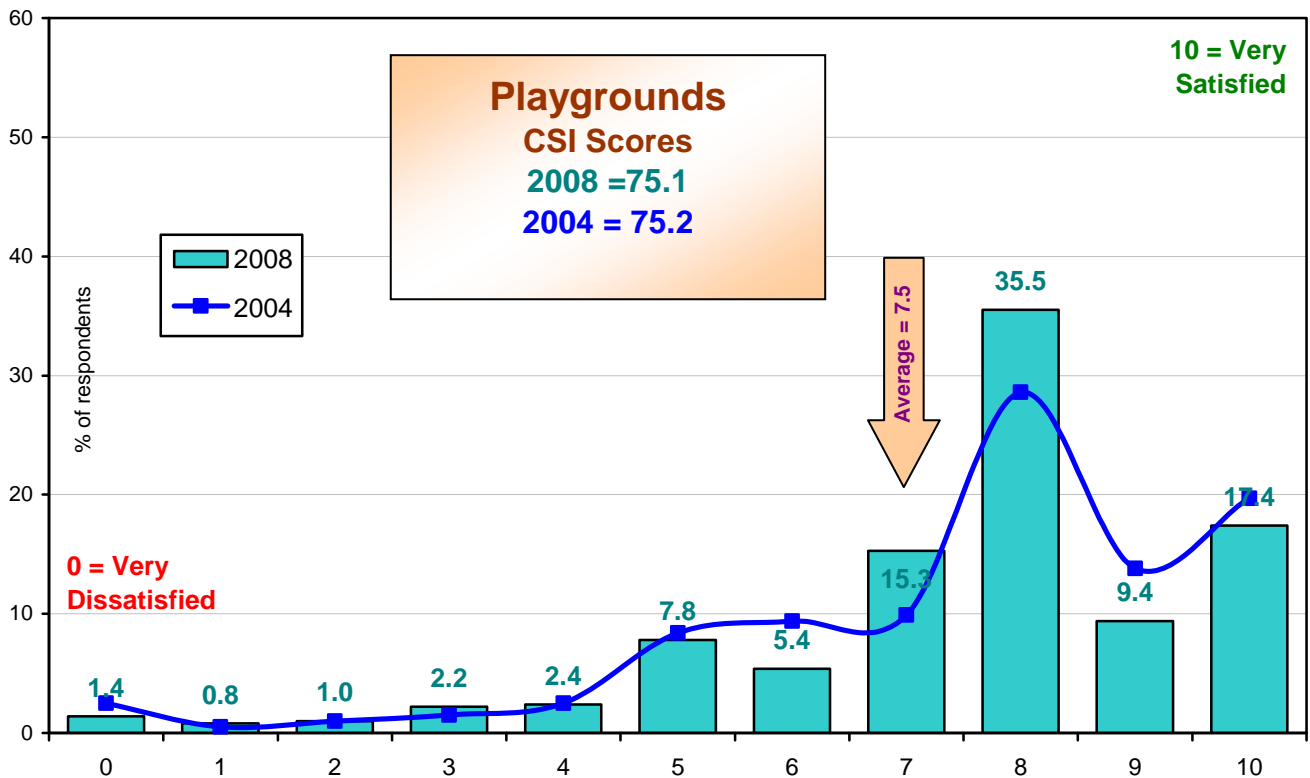


Satisfaction with Playgrounds

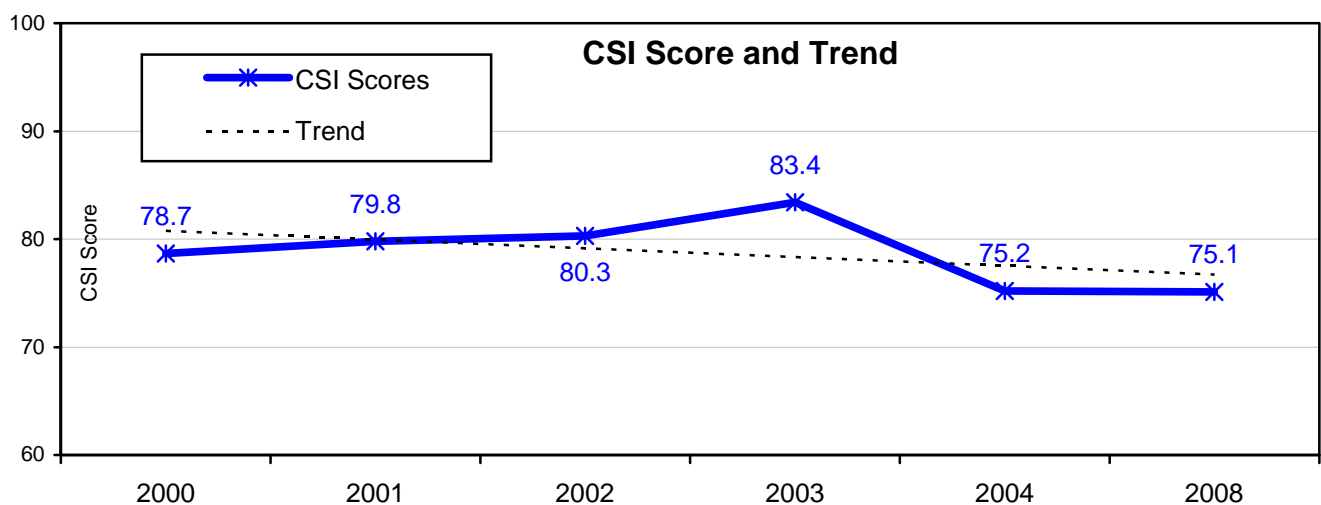
Respondents who had used the Playgrounds in the last 12 months (n=202) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over three quarters of the respondents in the subgroup (78%) were satisfied with Playgrounds (Scores 7 – 10). This includes 27% who rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (36%). A sixth of the subgroup (16%) rated the Playgrounds with a score that was neutral (Scores 4 – 6), while 5% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Playgrounds was 75.1, indicating good level of satisfaction with the Playgrounds.



The CSI Score for Playgrounds is virtually unchanged from 2004 with a CSI Score of 75.1.



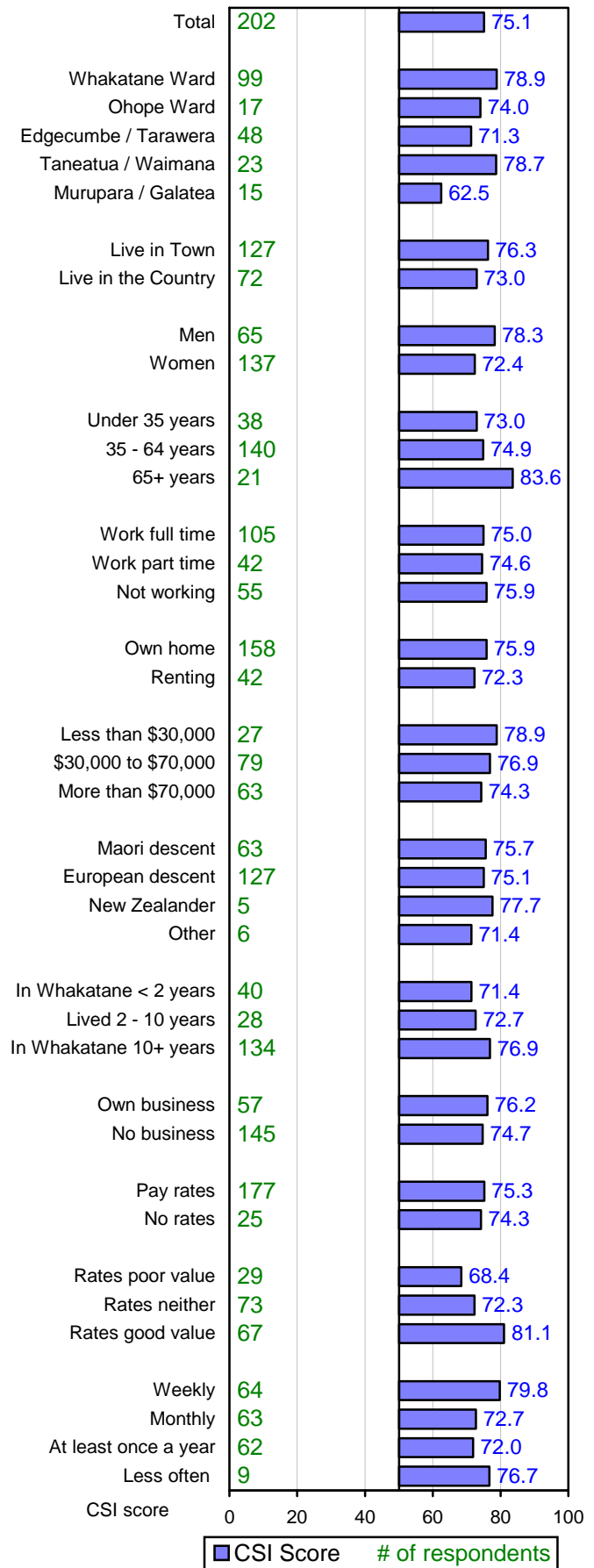
Satisfaction with the Playgrounds by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably good levels of satisfaction with the Playgrounds, across most of the subgroups of interest.

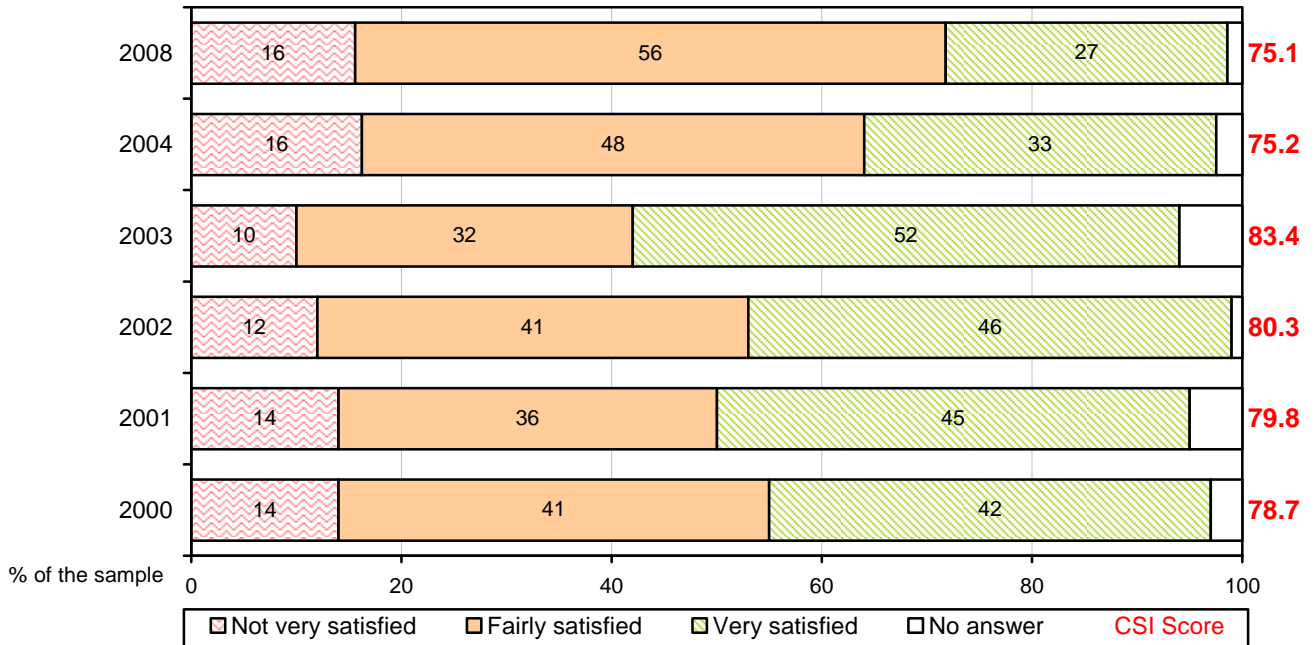
The variables that appear to have had the greatest impact on satisfaction with the Playgrounds were:

- Those who use the Playgrounds weekly (CSI Score 79.8) appear more satisfied than those who use these less frequently
- Respondents who thought they received good value for their rates (CSI Score 81.1) appear more satisfied than those who thought they received poor value for their rates (CSI Score 68.4)
- Those from the Whakatane and Taneatua / Waimana Wards (CSI Score 78.9 and 78.7) were more satisfied than those from the other Wards (CSI Score 62.5 - 74.0).
- Men (CSI Score 78.3) appear more satisfied women (CSI Score 72.4)
- Those aged over 65 (CSI Score 83.6) were significantly more satisfied than those aged 35 - 64 (CSI Score 74.9) and those aged under 35 (CSI Score 73.0).
- Those who have lived in Whakatane for ten years or more (CSI Score 76.9) were more satisfied than those who had lived there for under ten years (CSI Score 71.4 - 72.7)

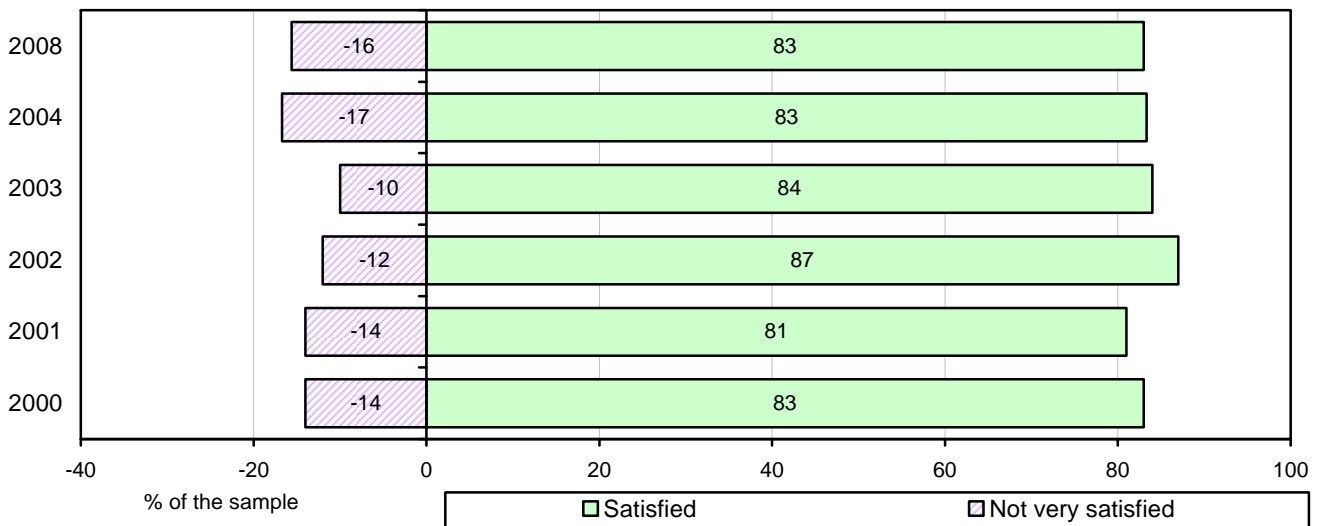


Playgrounds Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Playgrounds using the previous 3 point scale and an estimated CSI score for each year. This shows that over to half of the users, (56%) are fairly satisfied with the Playgrounds with a further 27% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is lower than 2004 but comparable with the CSI score of 2000 - 2001.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that levels of those not very satisfied is almost unchanged since 2004.



Front desk in the Council Building in Whakatane

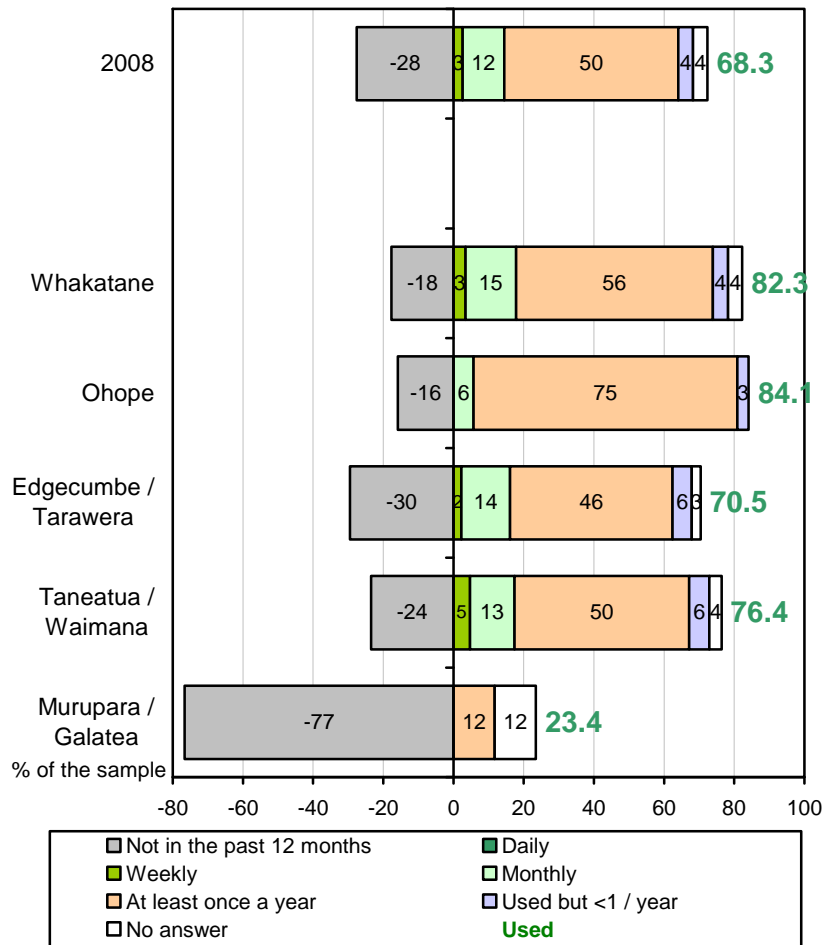
Respondents were asked how often they had called into Front desk in the Council Building in Whakatane in the past 12 months.

Frequency of using the Front desk

Over a third of the respondents (68%) had used the Front desk in the Council building in Whakatane in the past 12 months, while a quarter of the respondents (28%) had not used, and 4% didn't know.

Of those who did use them, half (50%) had used them at least once per year. An eighth of the sample (12%) had used them on a monthly basis and 3% on a weekly basis. No respondents (0%) used the Front desk daily, while 4% had used it less than once per year.

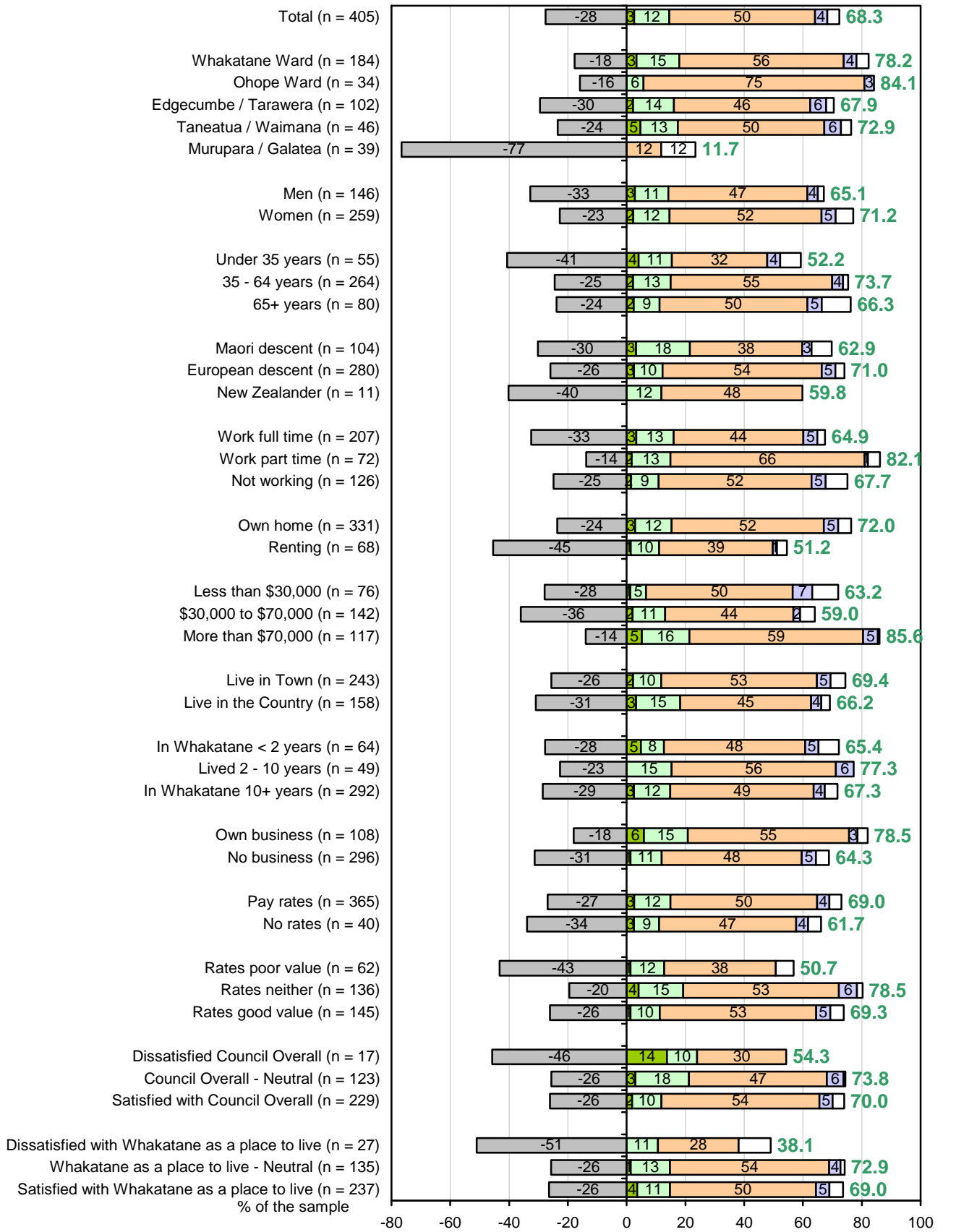
Usage of the Front desk in the Council Building in Whakatane was lowest for those from the Murupara / Galatea Ward (23% versus 70.5 - 84.1% for those from the other Wards).



The chart over the page compares the usage of the Front desk in the Council building in Whakatane among the various subgroups of interest. Respondents who were significantly **more likely** to use the Front desk in the Council building in Whakatane include:

- Those with a household income over \$70,000 p.a. (86%)
- Those from the Whakatane Ward (78%) or Ohope (84%)
- Those working part time in paid employment (82%)
- Those who own or operate their own business (78%)
- Those who have lived in the Whakatane District between 2 - 10 years (77%)
- Those aged 35 – 64 years old (74%)
- Those who live in their own home (72%)
- Women (71%)

Usage of the Front desk by subgroup



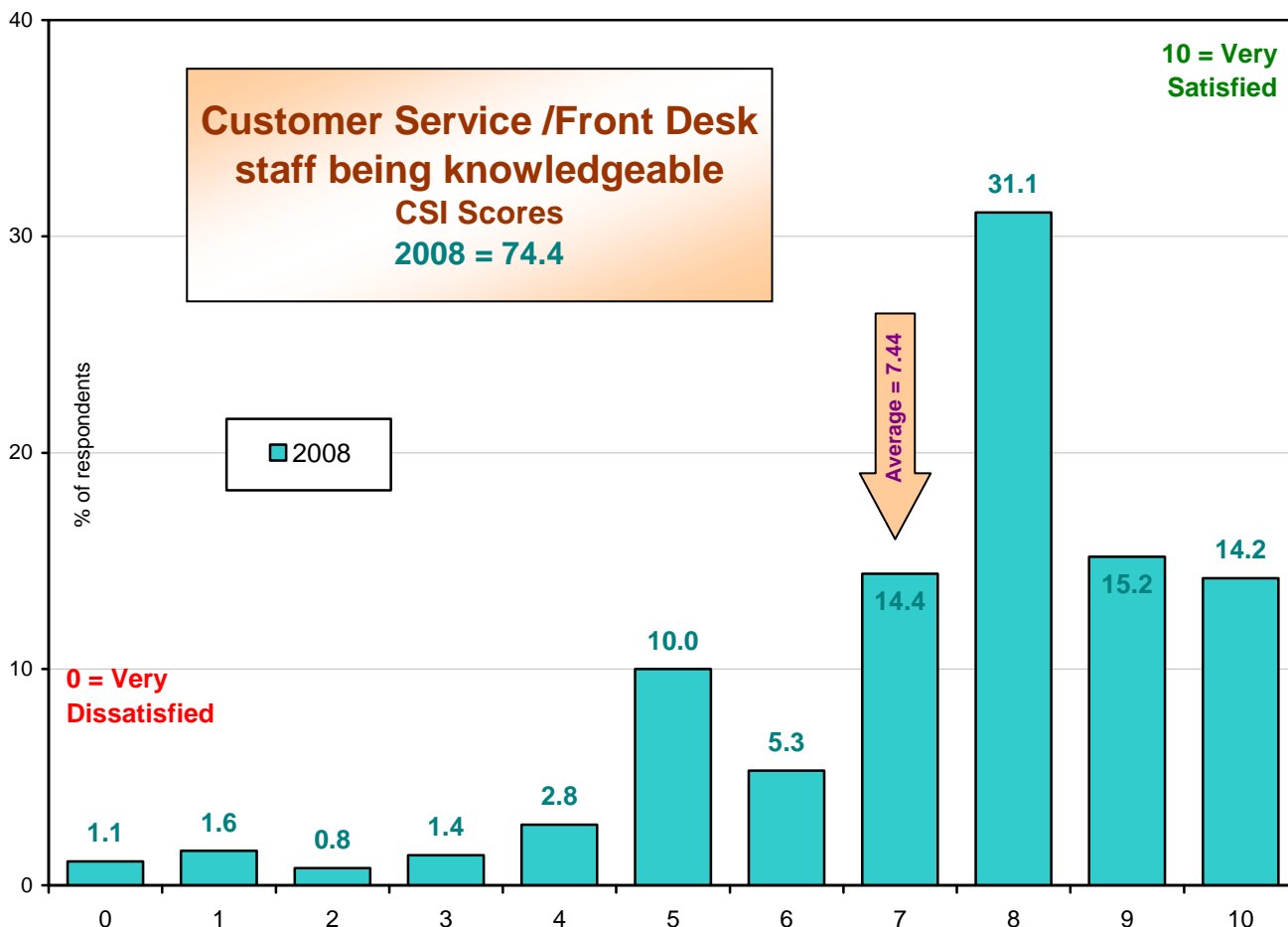
Not in the past 12 months
 Daily
 Weekly
 Monthly
 At least once a year
 Used less often
 Don't know
 Used in past year

Satisfaction with the Customer Service / Front desk staff at the Council being knowledgeable

Respondents who had used Front desk in the Council Building in Whakatane in the last 12 months (n=285) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (75%) were satisfied with the Customer service / Front desk staff at the Council being knowledgeable (Scores 7 – 10). Over a quarter (29%) of the users rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%). Almost a fifth of the subgroup (18%) rated the Customer service / Front desk staff at the Council being knowledgeable with a score that was neutral (Scores 4 – 6), and 5% (14 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Customer service / Front desk staff at the Council being knowledgeable was 74.4. This indicates a good level of satisfaction but with the potential for improvement.



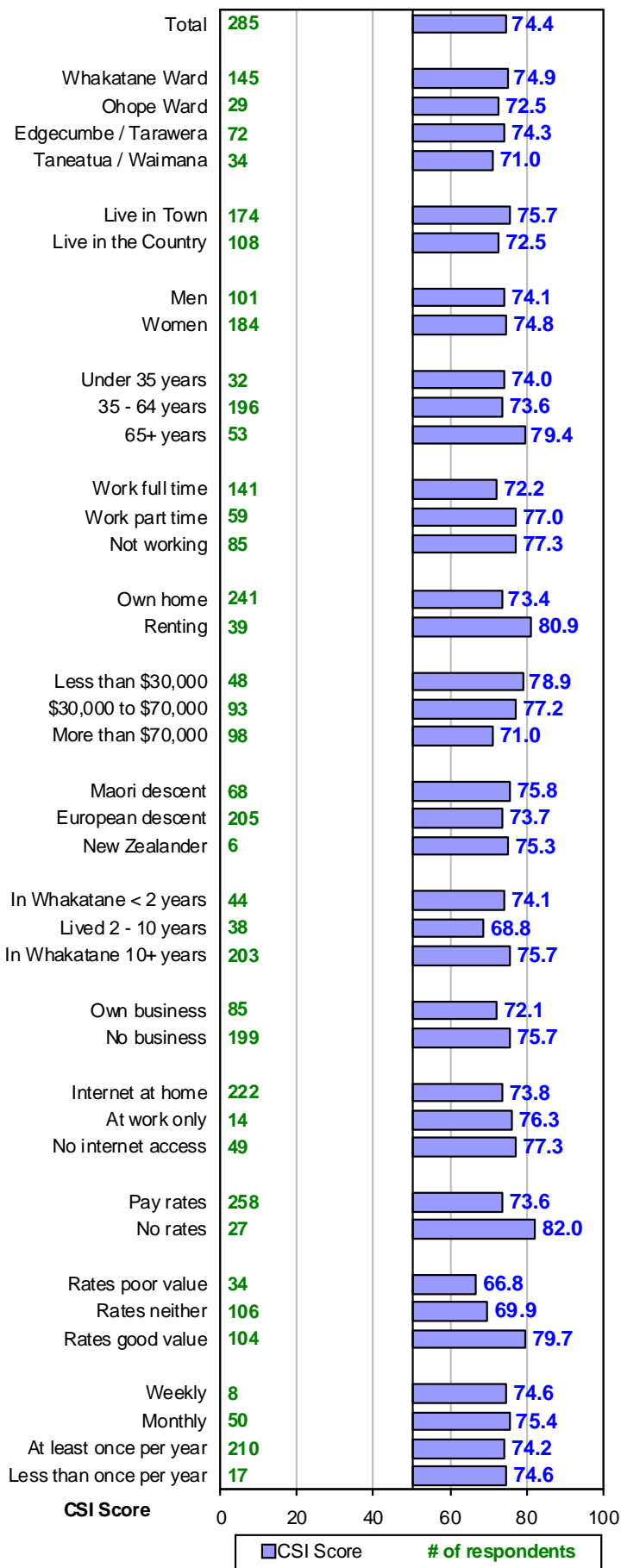
Satisfaction with the Customer Service / Front desk staff at the Council being knowledgeable by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the Customer Service / Front desk staff at the Council being knowledgeable across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the Customer Service / Front desk staff at the Council being knowledgeable were:

- Respondents who thought they received good value for their rates (CSI Score 79.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 66.8).
- Those who are working full time (CSI Score 72.2) were less satisfied than those working part time or those not in paid employment (CSI Score 77.0 and 77.3 respectively)
- Respondents aged over 65 years (CSI Score 79.4) were significantly more satisfied than those in the younger age groups.
- Those with a household income of more than \$70,000 (CSI Score 71.0) were less satisfied than those in the lower income brackets (CSI Score 78.9 - 77.2).
- Those who have lived in Whakatane for ten years or more (CSI Score 75.7) were more satisfied than those who had lived there for under ten years (CSI Score 68.8 - 74.1)

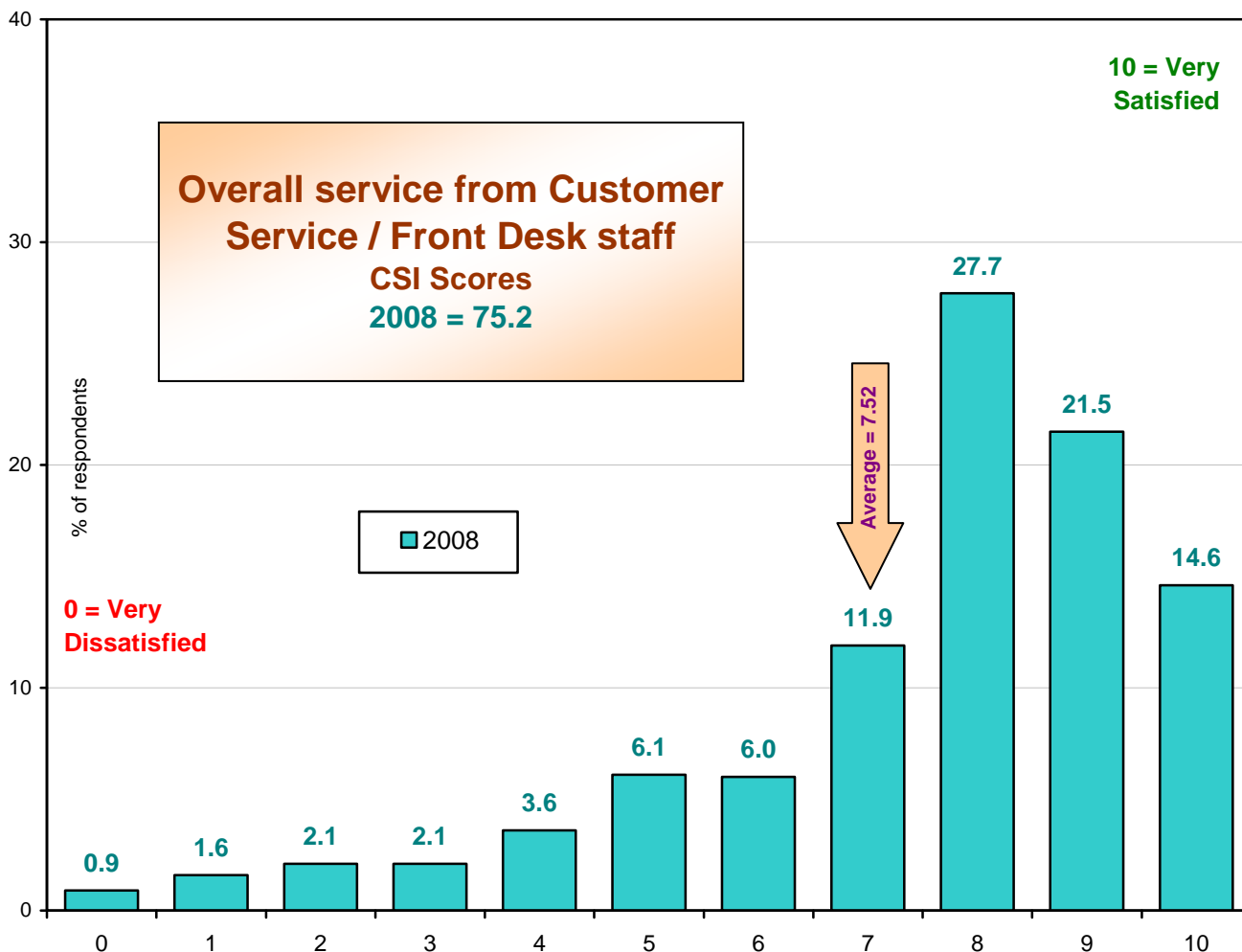


Satisfaction with the Overall service from the Customer Service / Front Desk staff

Respondents who had used Front desk in the Council Building in Whakatane in the last 12 months (n=285) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (76%) were satisfied with the Overall service from the Customer Service / Front Desk staff (Scores 7 – 10). Over a third (36%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (28%). A sixth of the subgroup (16%) rated the Overall service from the Customer Service / Front Desk staff with a score that was neutral (Scores 4 – 6), and 7% (18 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Overall service from the Customer Service / Front Desk staff was 75.2. This indicates a good level of satisfaction but with the potential for improvement.



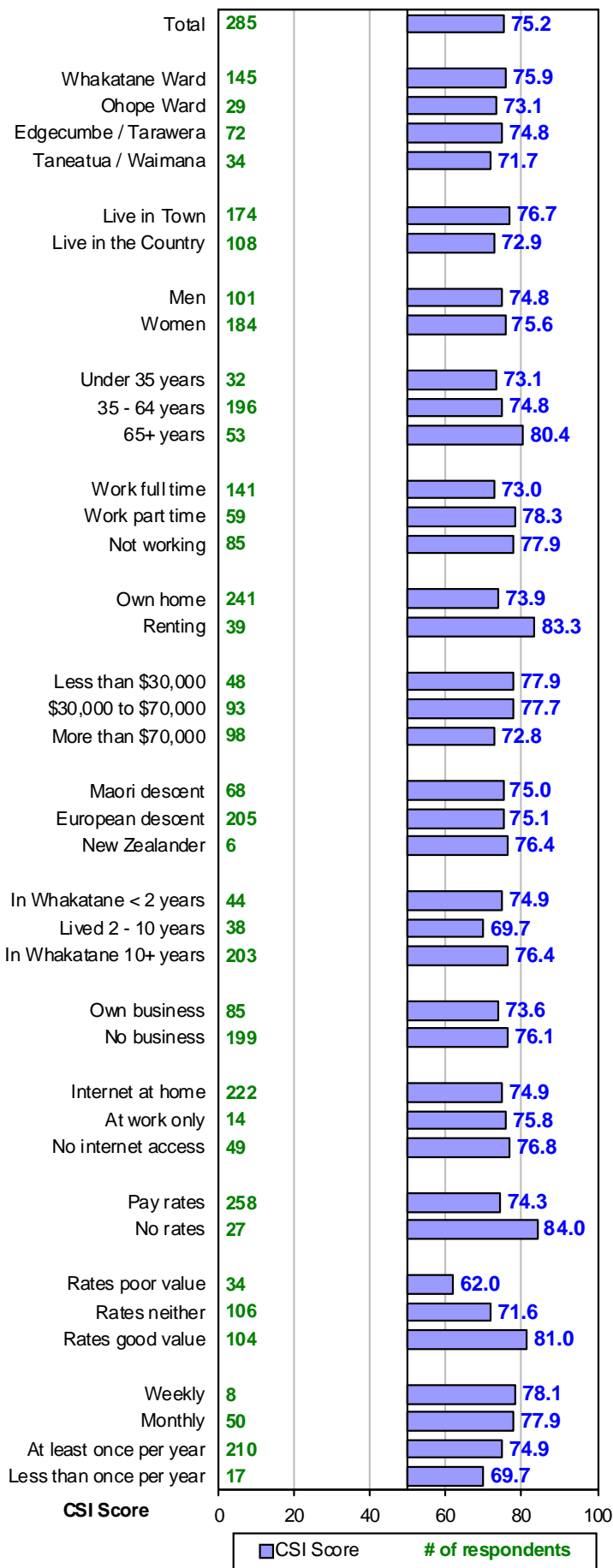
Satisfaction with the Overall service from the Customer Service / Front Desk staff by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the Overall service from the Customer Service / Front Desk staff across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the Overall service from the Customer Service / Front Desk staff were:

- Those from the Taneatua / Waimana Ward (CSI Score 71.7) appear less satisfied than those from other Wards (CSI Score 75.9 – 73.1).
- Those who called into the front desk weekly (CSI Score 78.1) appear more satisfied than those who use this less frequently
- Respondents who thought they received good value for their rates (CSI Score 81.0) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 62.0).
- Those who are working full time (CSI Score 73.0) were less satisfied than those working part time or those not in paid employment (CSI Score 77.9 and 78.3 respectively)
- Respondents aged over 65 years (CSI Score 80.4) were significantly more satisfied than those in the younger age groups.
- Those who were renting (CSI Score 83.3) were significantly more satisfied than those who owned their own homes (CSI Score 73.9)
- Those with a household income of more than \$70,000 (CSI Score 72.8) were less satisfied than those in the lower income brackets (CSI Score 77.7 - 77.9).
- Those who have lived in Whakatane for ten years or more (CSI Score 76.4) were more satisfied than those who had lived there for under ten years (CSI Score 69.7 - 74.9)



Sports grounds

Respondents were asked how often they had used the Sports grounds in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using the Library

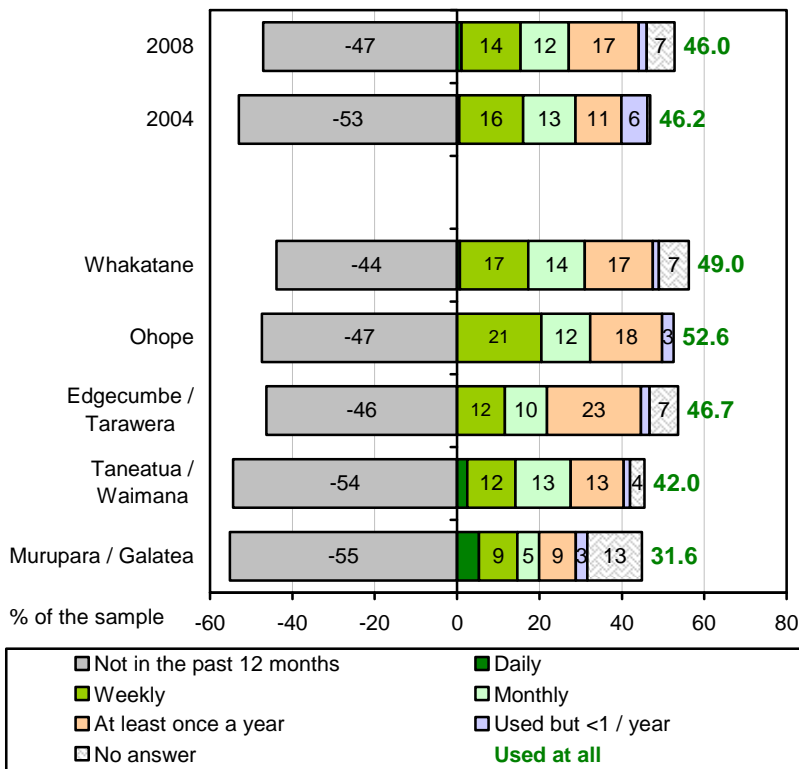
Under half (46%) of respondents had use the Sports grounds in the past 12 months while half (47%), had not used the Sports grounds and 7% did not answer.

A seventh of the respondents (14%) used the Sports grounds on a weekly basis while 1% used the Sports grounds on a daily basis.

An eighth of the respondents (12%) used them monthly while a sixth of the respondents (17%) used the Sports grounds at least once a year and 2% used the Sports grounds less often.

The results are similar to the previous years.

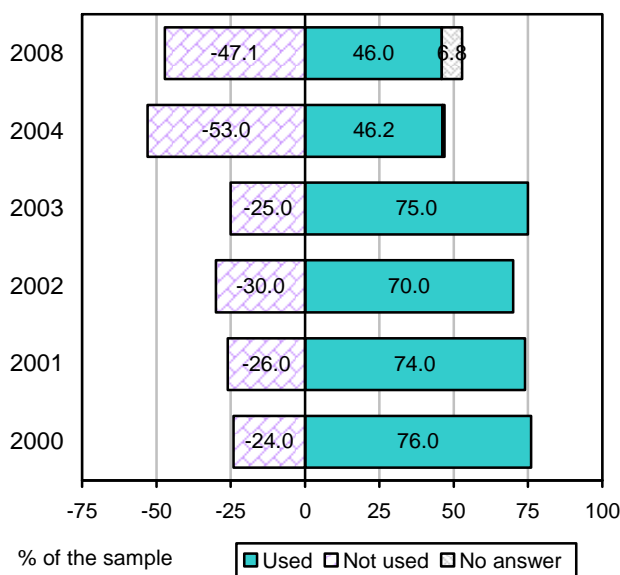
Usage of Sports grounds seem to be slightly higher in the Ohope Ward 53% versus 49 - 32% for the other Wards.



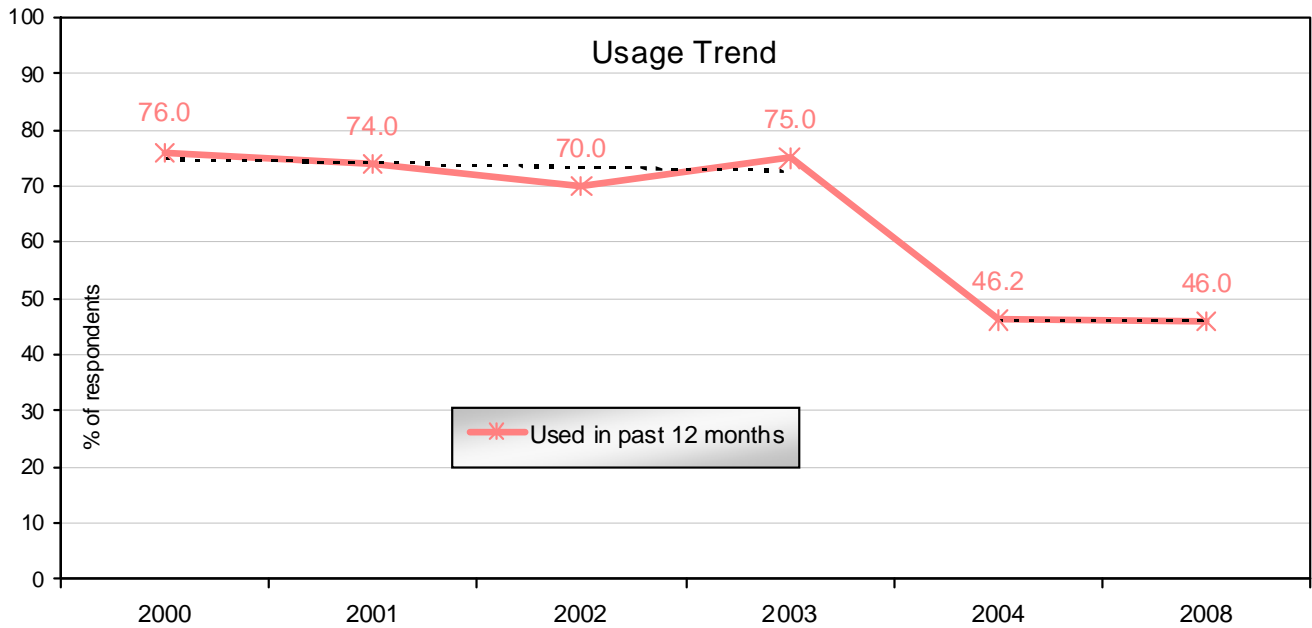
The question was changed this reading from used or visited to be based on usage only.

Comparing the history of Sports ground usage shows that current usage is at the lower end of the range with 46% of respondents saying they had used a Sports ground in the past 12 months.

The variation to pre 2004 could reflect a change in either the question or the methodology.



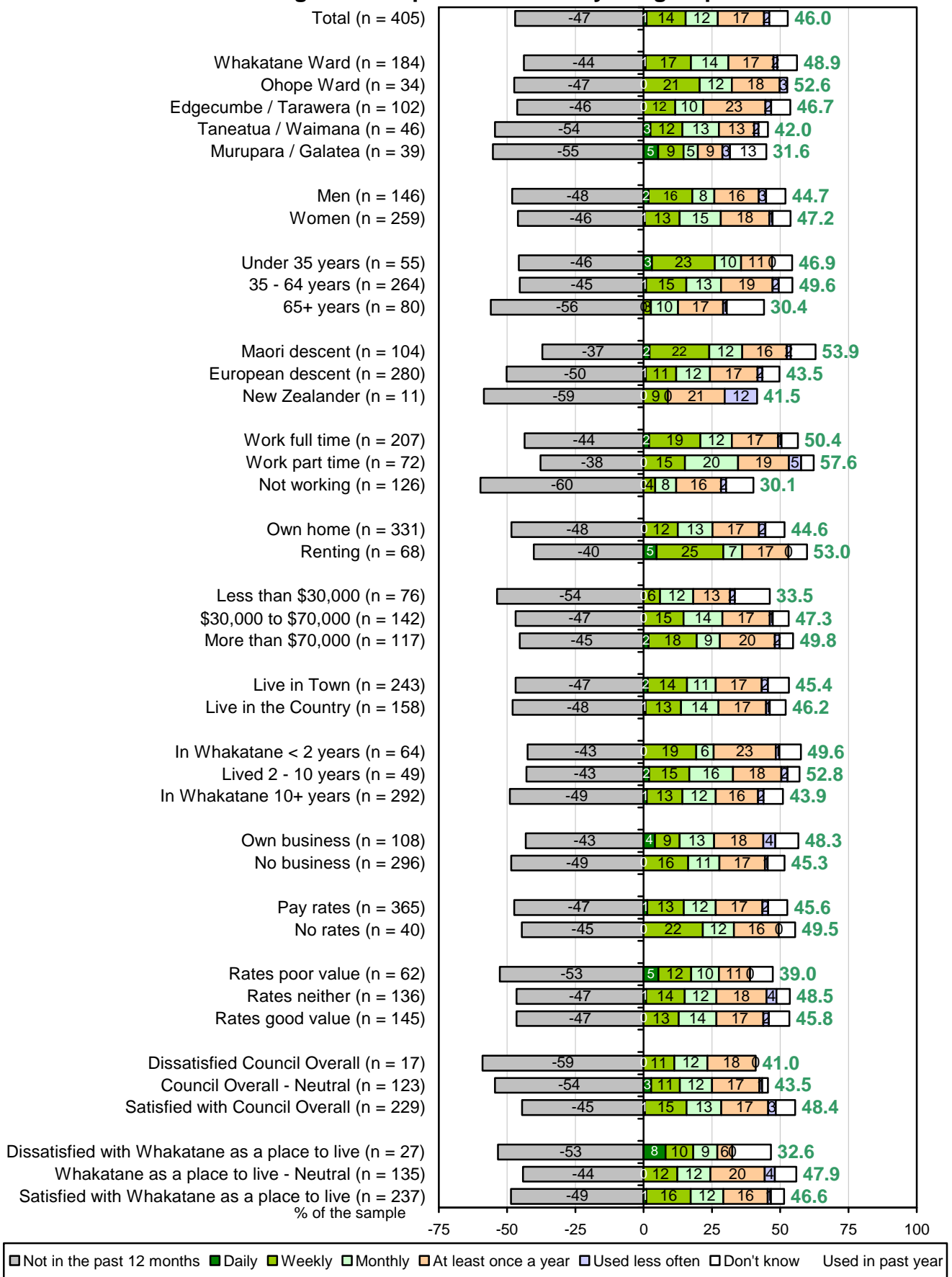
The chart shows the usage trend for the Sports grounds based on the percentage who had personally used these facilities in the past 12 months. This shows that usage at 46.0% is down 0.2 points on 2004. This is the lowest usage result recorded by this monitor. The variation in usage could reflect the change in the sampling process used in 2004



The chart over the page compares the usage of the Sports grounds among the various subgroups of interest. Respondents who were significantly **more likely** to use the Sports grounds include:

- Those working part time in paid employment (58%)
- Those of Maori descent (54%)
- Those who are renting (53%)
- Those with a household income over \$70,000 p.a. (50%)
- Those aged 35 – 64 years old (50%)

Usage of the Sports Grounds by subgroup

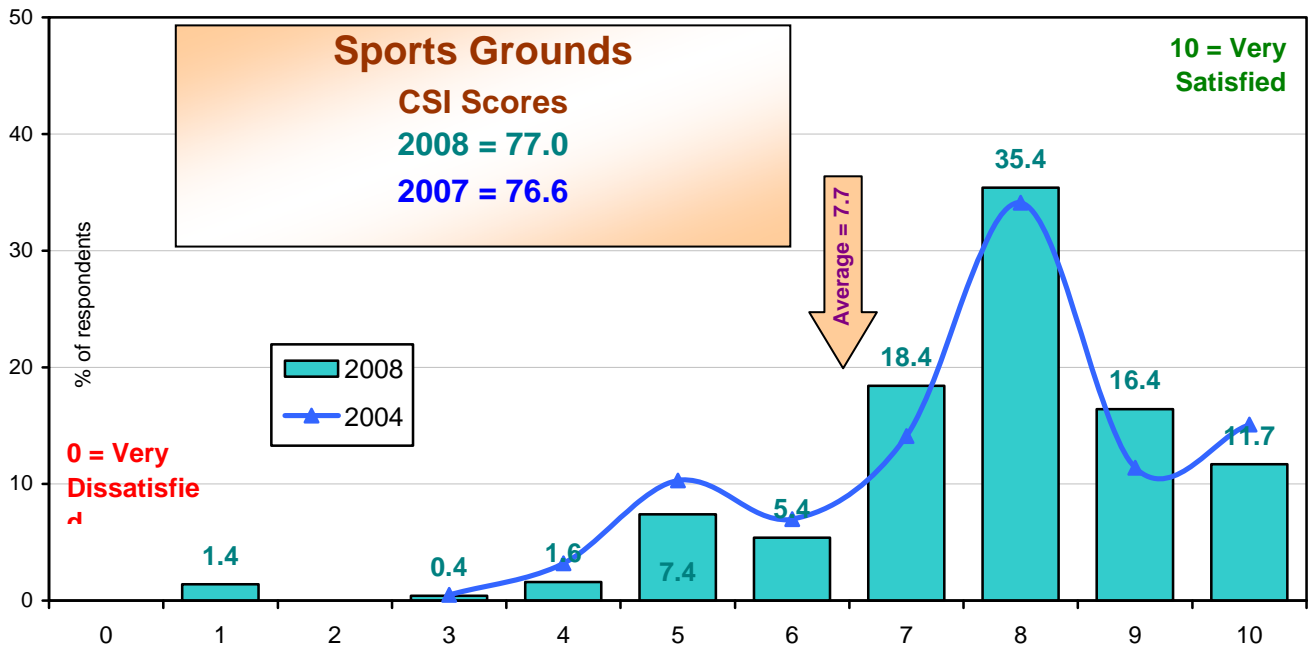


Satisfaction with Sports Grounds

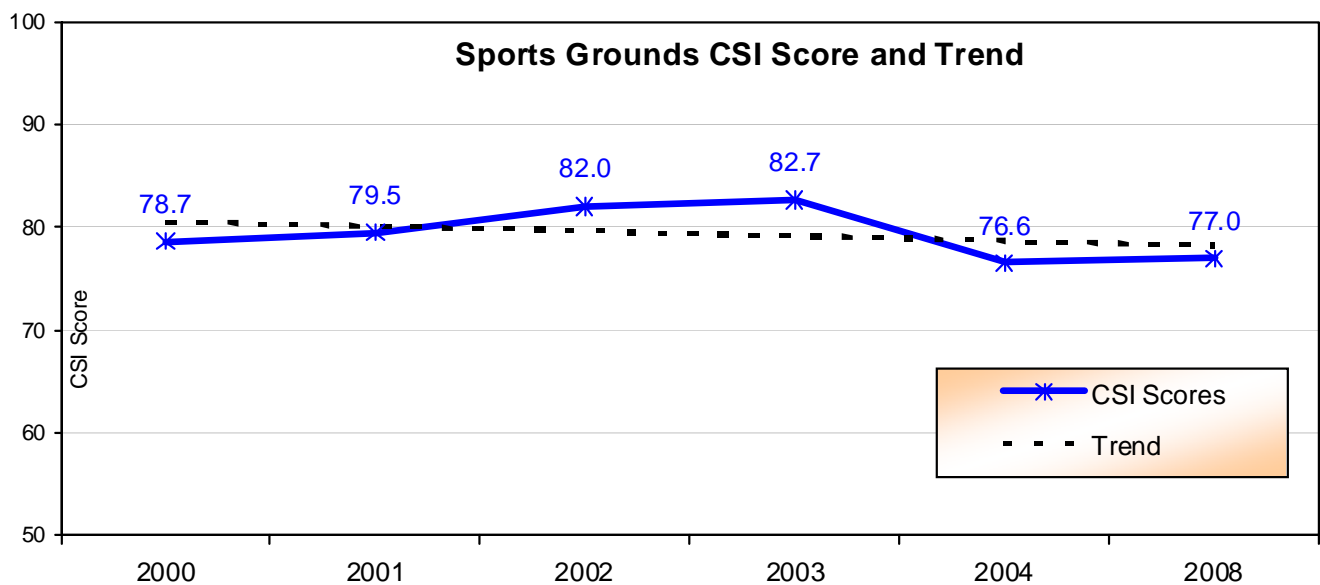
Respondents who had used the Sports grounds in the last 12 months (n=184) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the users (82%) were satisfied with the Sports grounds (Scores 7 – 10). Over a quarter of the subgroup (28%) rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (35%).

A seventh of the subgroup (14%) rated the Sports grounds with a score that was neutral (Scores 4 – 6), while 2% (3 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3). The CSI Score for the Sports grounds was 77.0, up 0.4 points from 2004.



The CSI Score of 77.0 is virtually unchanged from the 2004 results but again well below the high of 82.7 recorded in 2003.



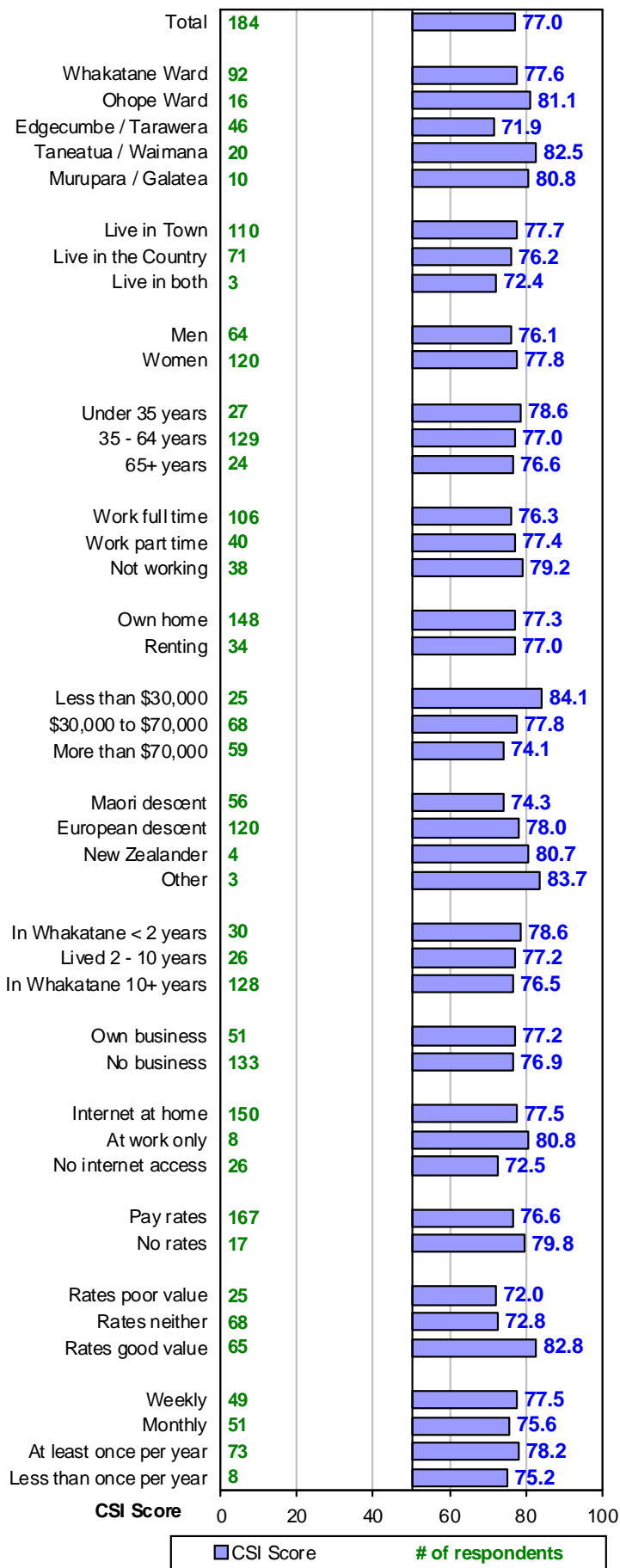
Satisfaction with Sports Grounds by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with the Sports grounds across most of the subgroups of interest.

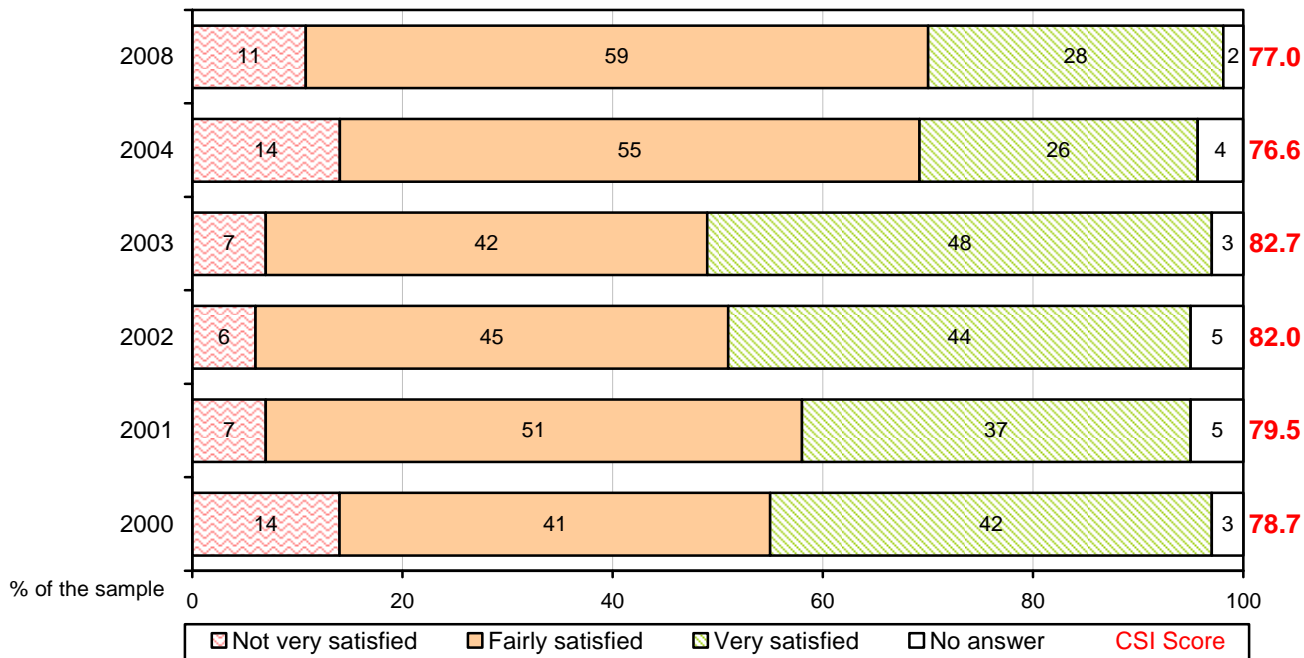
The variables that appear to have had the greatest impact on satisfaction with the Sports grounds were:

- Those from the Edgecumbe / Tarawera Ward (CSI Score 71.9) were significantly less satisfied than those from other Wards (CSI Score 77.6 - 82.5).
- Those with a household income under \$30,000 (CSI Score 84.1) appear more satisfied than those in the higher income brackets (CSI Score 74.1 - 77.8).
- Those of Maori descent (CSI Score 74.3) appear less satisfied than those from other ethnic groups (CSI Score 78.0 - 83.7).
- Respondents who thought they received good value for their rates (CSI Score 82.8) appear more satisfied than those who thought they got poor value for their rates (CSI Score 72.0).

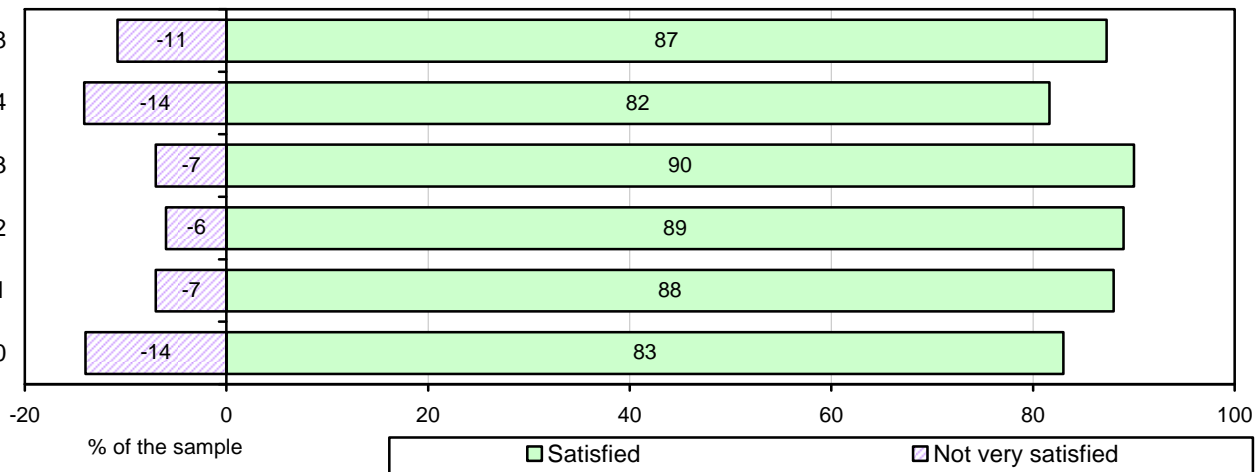


Sports grounds Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Sports grounds using the previous 3 point scale and an estimated CSI score for each year. This shows that over half of the users, (59%) are fairly satisfied with the Sports grounds with a further 28% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is 0.4 points higher than last year.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased this year. This could reflect there have been some changes with the Sports grounds this year.



Preferred field for Improvements

The respondents who were less than satisfied (scores 0 – 6) with the Sports grounds (n= 29) were asked 'If you could get one Sports ground improved, which would that be'

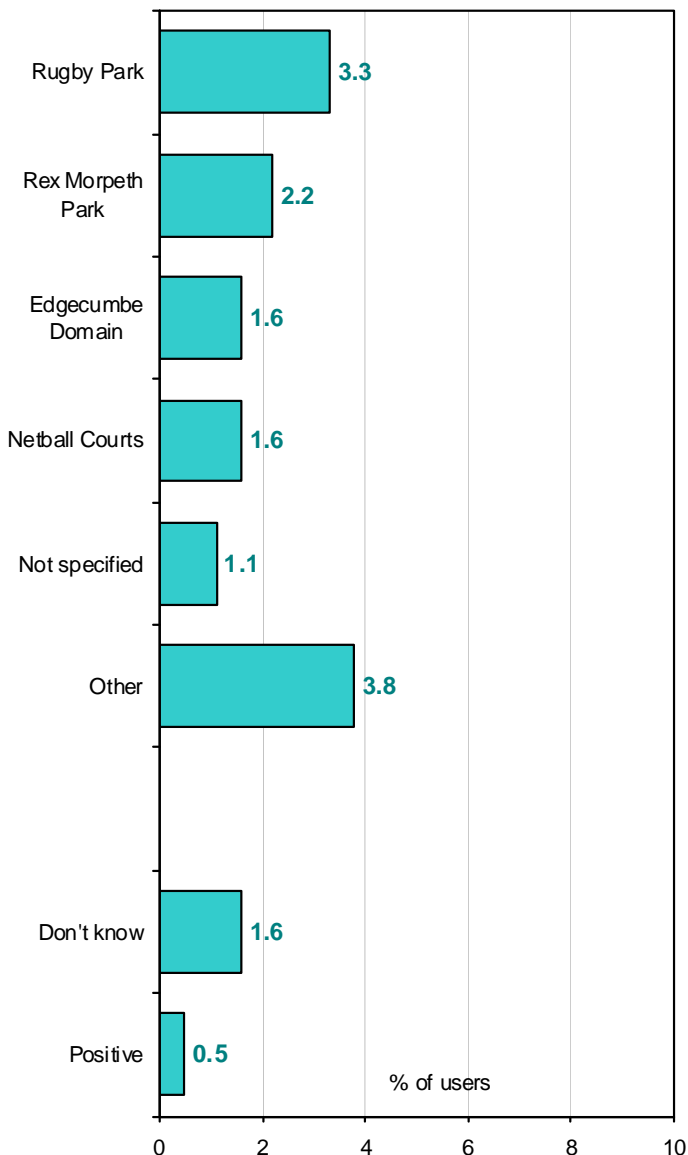
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a range of grounds that could be improved suggested by those who were less than satisfied with the Sports grounds.

The main grounds suggested included:

- Rugby Park (3% of sport ground users)
- Rex Morpeth Park (2%)
- Edgecumbe Domain (2%)
- Netball Courts (2%)

There was a range of other suggestions.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

Cemeteries

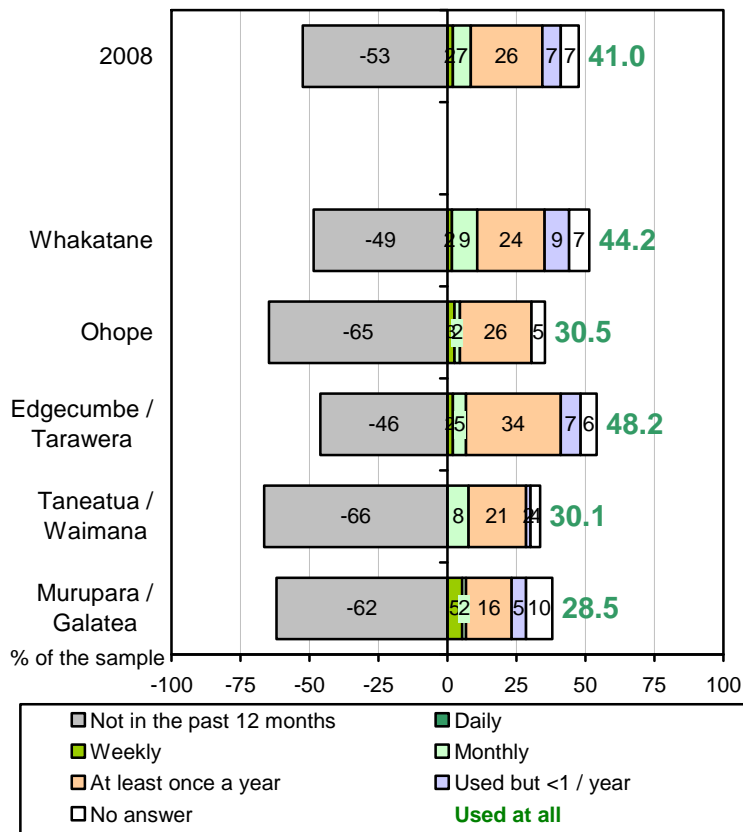
Respondents were asked how often they used the Cemeteries in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using Cemeteries

Over half of the respondents (53%) had not used the Cemeteries in the past 12 months, while 7% didn't know.

Of those who did use them, a quarter (26%) had used them at least once per year. A few respondents (7%) had used them on a monthly basis and 2% on a weekly basis. A few respondents (7%) used the Cemeteries less than once per year.

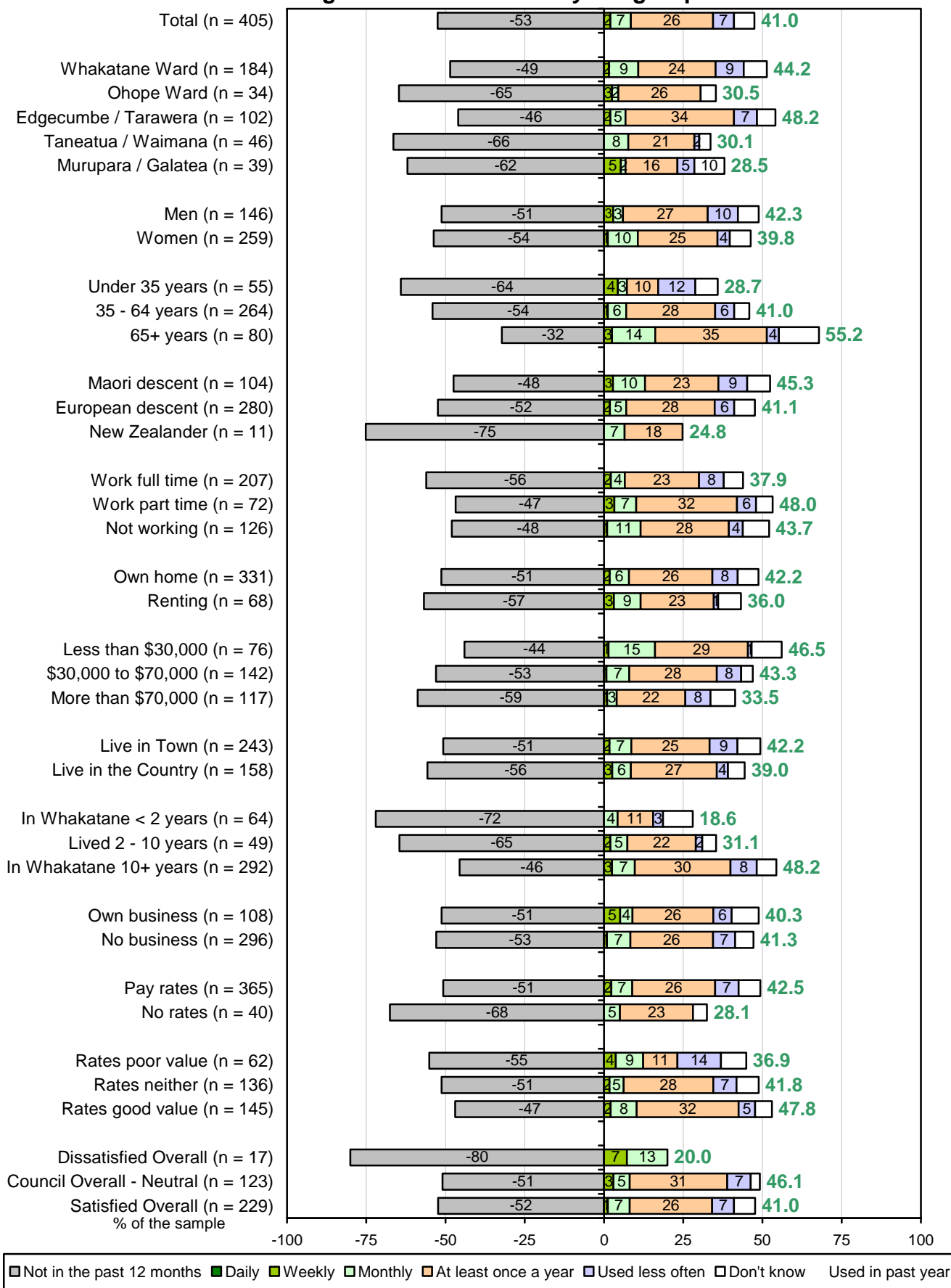
Usage of the Cemeteries was higher in the Edgecumbe / Tarawera and Whakatane Wards (48% and 44% respectively) versus 29% - 31% for those from the other Wards.



The chart over the page compares the usage of the Cemeteries among the various subgroups of interest. Respondents who were significantly **more likely** to use the Cemeteries include:

- Those aged over 65 years old (55%)
- Those from the Edgecumbe / Tarawera Ward (48%)
- Those who have been in the Whakatane District for over 10 years (48%)
- Those with a household income under \$30,000 p.a. (47%)

Usage of the Cemeteries by subgroup

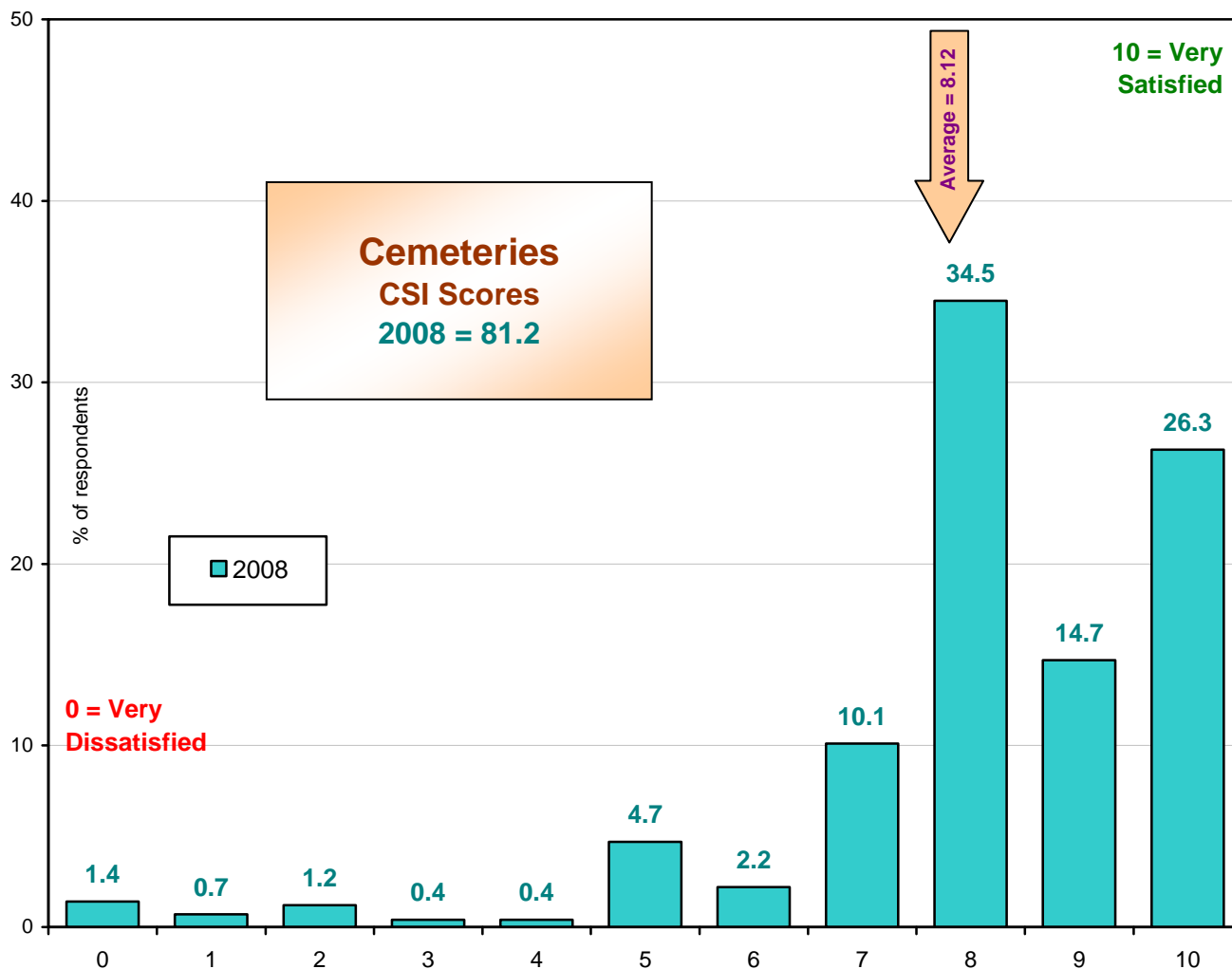


Satisfaction with Cemeteries

Respondents who had used Cemeteries in the last 12 months (n=166) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (86%) were satisfied with Cemeteries (Scores 7 – 10). Over a third (40%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (35%). Less than a tenth of the subgroup (7%) rated Cemeteries with a score that was neutral (Scores 4 – 6), and only 6 respondents (4%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Cemeteries was 81.2 which rates as an excellent performance.



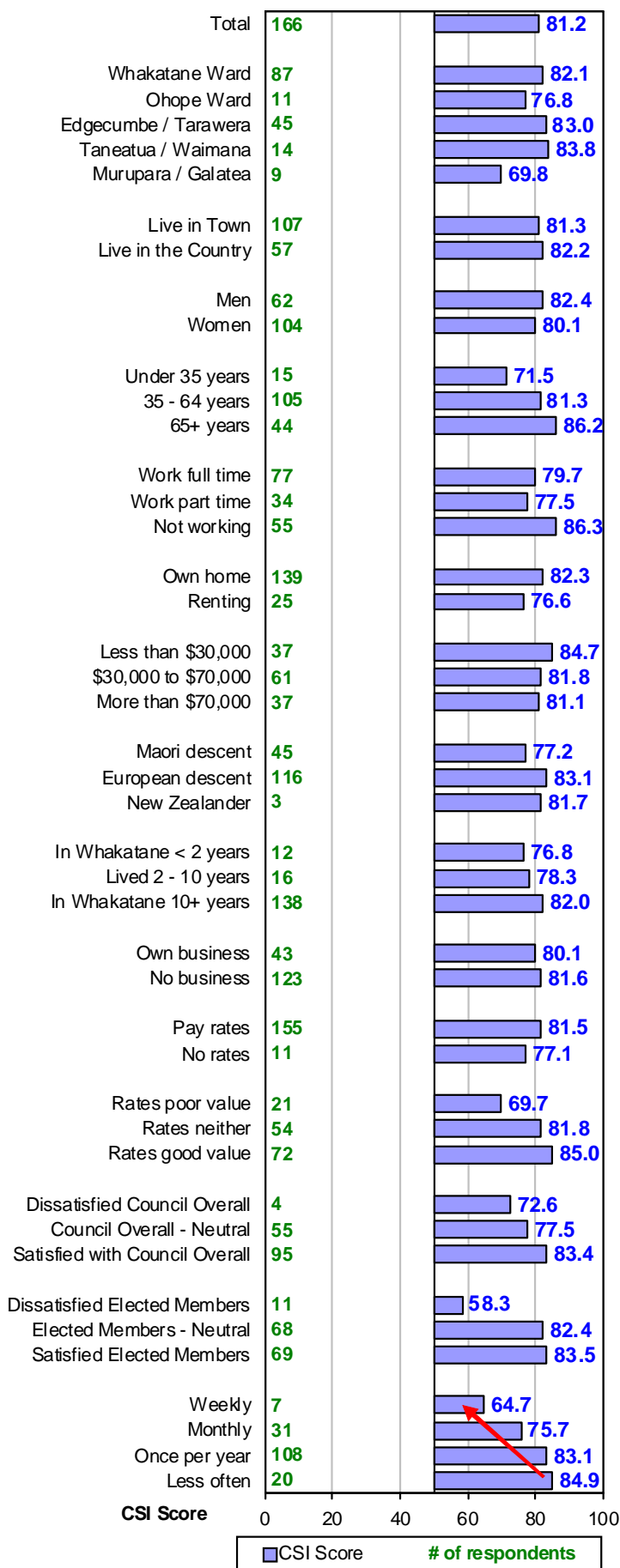
Satisfaction with Cemeteries by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are high levels of satisfaction with the Cemeteries across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with Cemeteries were:

- Those aged over 65 (CSI Score 86.2) appear more satisfied than those in the younger age brackets (CSI Score 71.5 - 81.3)
- The few respondents who used Cemeteries weekly (CSI Score 64.7) appear less satisfied than those who use these less frequently
- Respondents who thought they received good value for their rates (CSI Score 85.0) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 69.7).
- Those who are not in paid employment (CSI Score 86.3) appear more satisfied than those working part time or those working full time (CSI Score 77.5 and 79.7 respectively)
- Those of Maori descent (CSI Score 77.2) appear less satisfied than those of European descent (CSI Score 83.1)
- Those who have lived in Whakatane for 10 years or more (CSI Score 82.0) were more satisfied than those who had lived there for < 10 years (CSI Score 76.8 – 78.3)



Swimming Pools

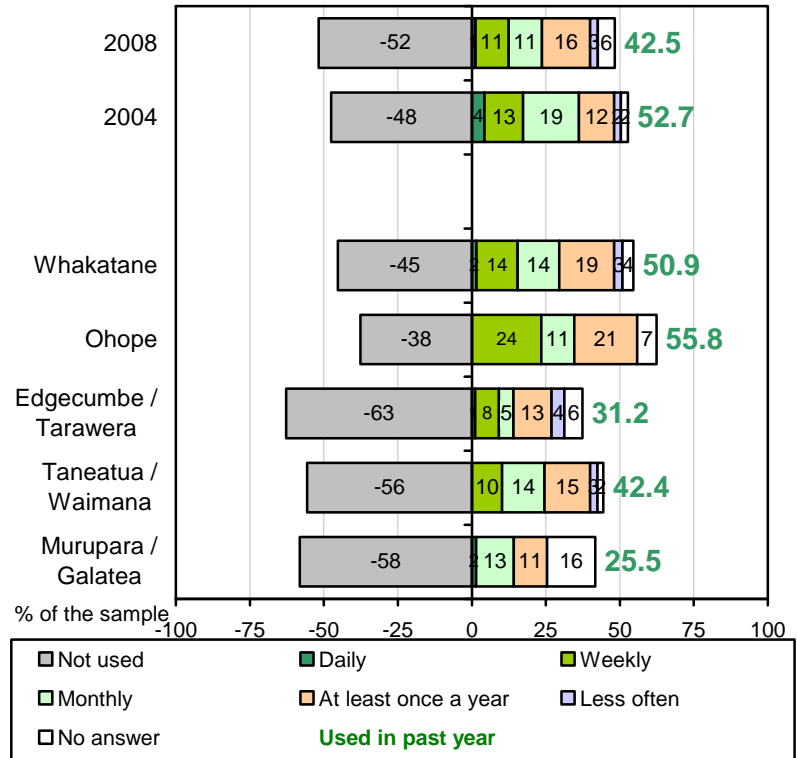
Respondents were asked how often they used the Swimming Pools in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using Swimming Pools

Over half of the respondents (52%) had not used the Swimming Pools in the past 12 months, while 6% didn't know.

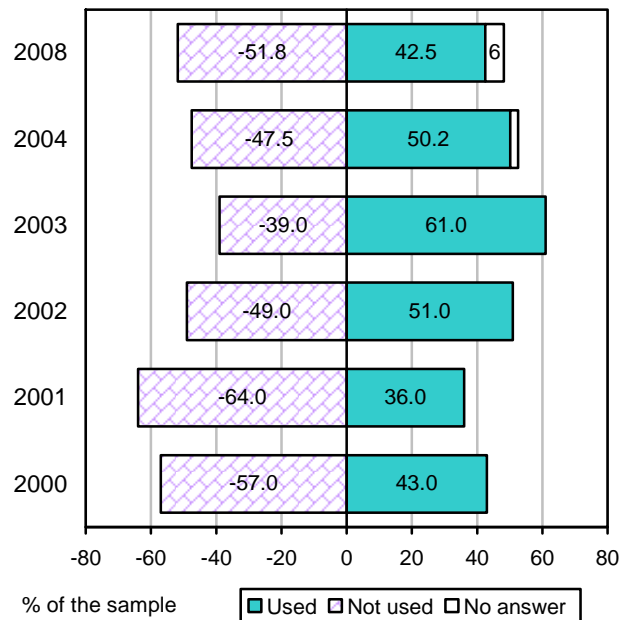
Of those who did use them, the largest group (16%) used them at least once per year. A ninth of the sample (11%) had used them on a monthly basis and 11% on a weekly basis. Five respondents (1%) used the Swimming Pools daily, while 3% had used them but on a less than once per year.

Usage of the Swimming Pools was higher in the Ohope and Whakatane Ward (56% and 51% respectively) versus 26% for those from the Murupara / Galatea ward.

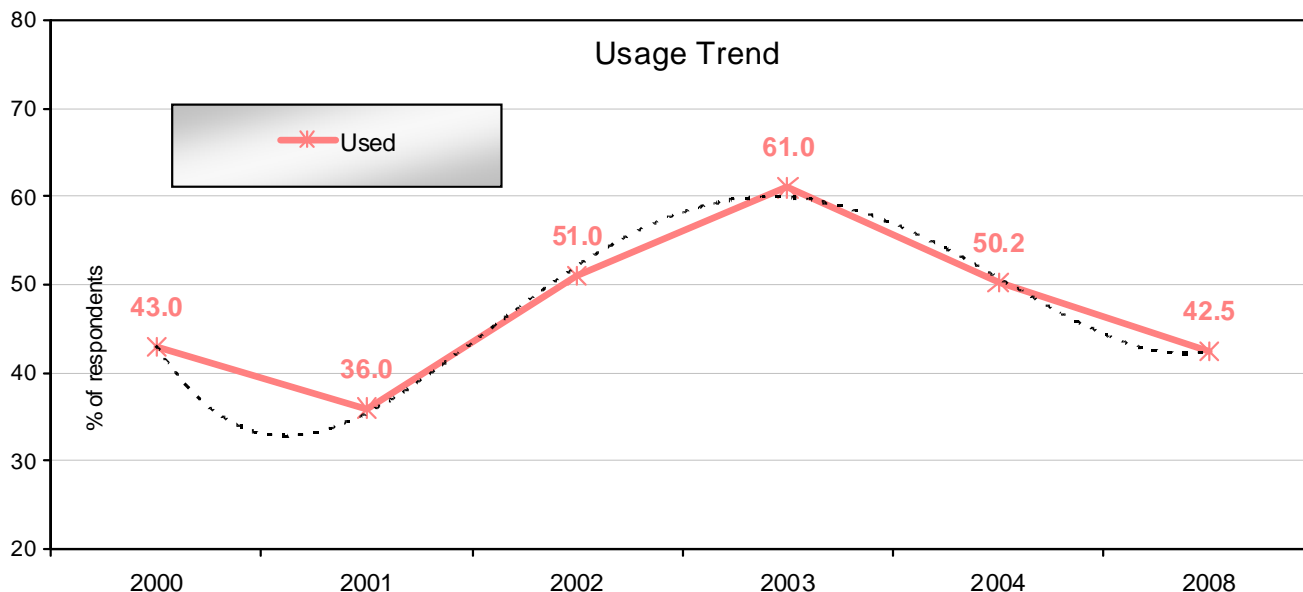


Comparing the history of Swimming Pools usage shows that current usage at 43% is down 8% from the 2004 result.

Twenty three respondents (6%) did not know or did not answer this question this year.



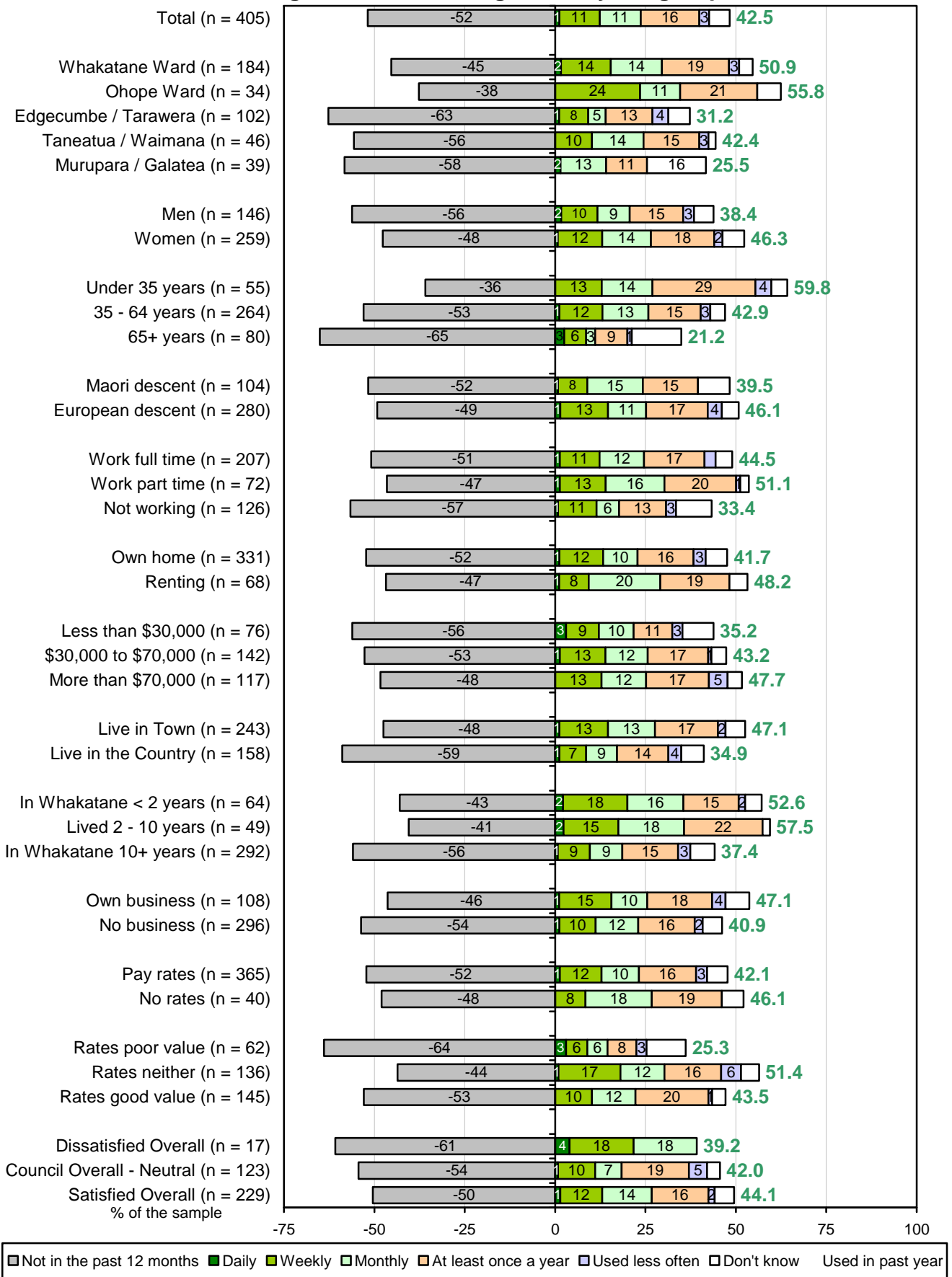
The chart shows the usage trend for Swimming Pools based on the percentage who had used these facilities in the past 12 months. Usage at 43% is 7.7 points lower than that recorded in 2004. This is the lowest result since 2001.



The chart over the page compares the usage of the Swimming Pools among the various subgroups of interest. Respondents who were significantly **more likely** to use the Swimming Pools include:

- Those aged under 35 (60%)
- Those who have lived in the Whakatane District for 2 - 10 years (58%)
- Those from the Whakatane Ward (51%) or Ohope Ward (56%)
- Those working full time (46%) or part time (51%) in paid employment
- Those living in town (47%)
- Those of European descent (46%)

Usage of the Swimming Pools by subgroup

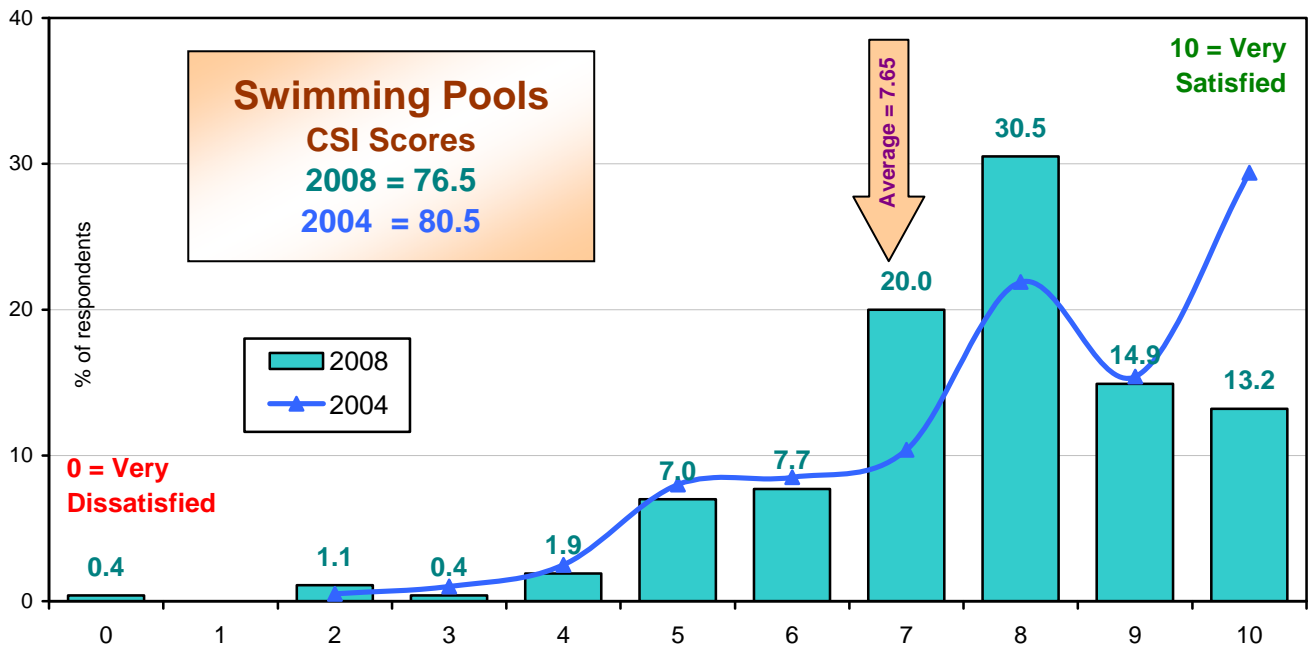


Satisfaction with Swimming Pools

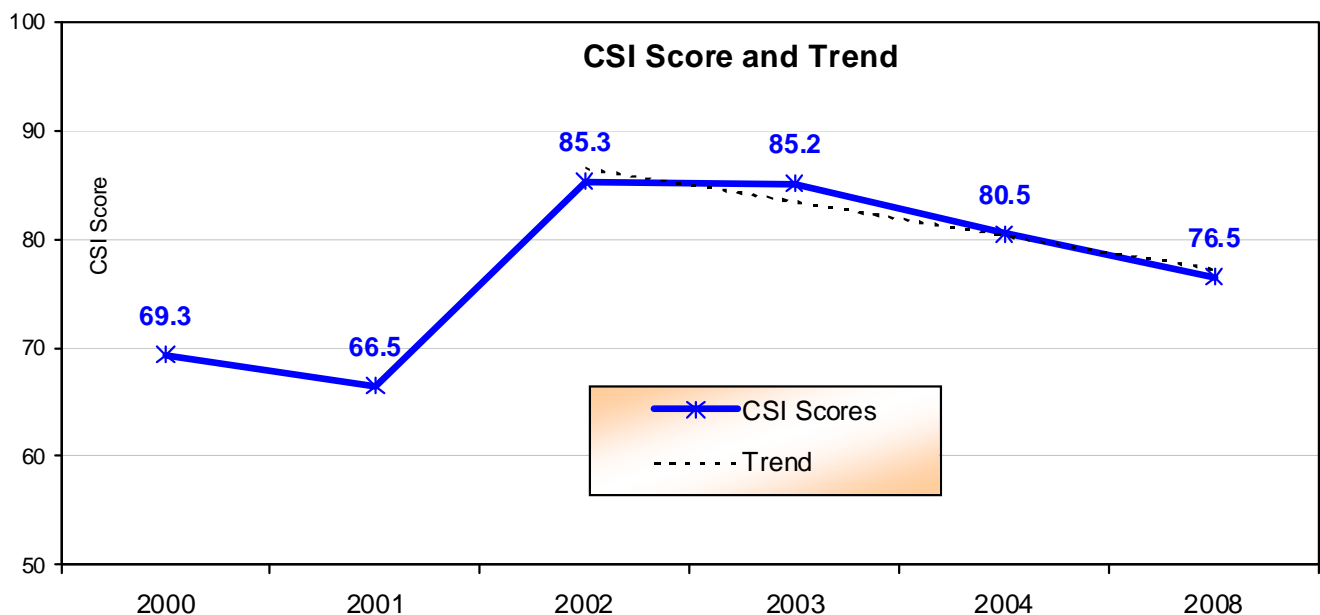
Respondents who had used Swimming Pools in the last 12 months (n=165) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (79%) were satisfied with Swimming Pools (Scores 7 – 10). A quarter (28%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%). A sixth of the subgroup (17%) rated the Swimming Pools with a score that was neutral (Scores 4 – 6), and 2% (3 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Swimming Pools was 76.5. This indicates a good level of satisfaction but with the potential for improvement.



The CSI Score of 76.5 is 4.0 points lower than the 2004 result and there appears to be a downward trend over recent readings.



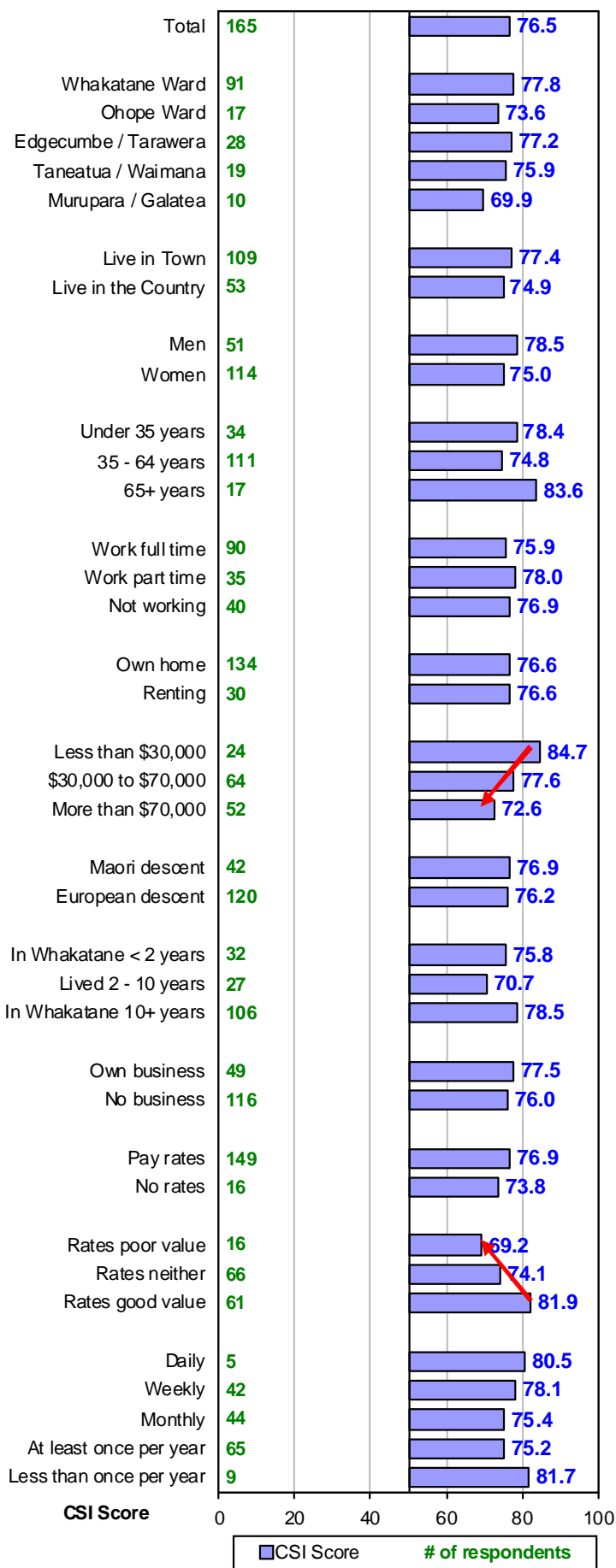
Satisfaction with Swimming Pools by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with Swimming Pools across most of the subgroups of interest

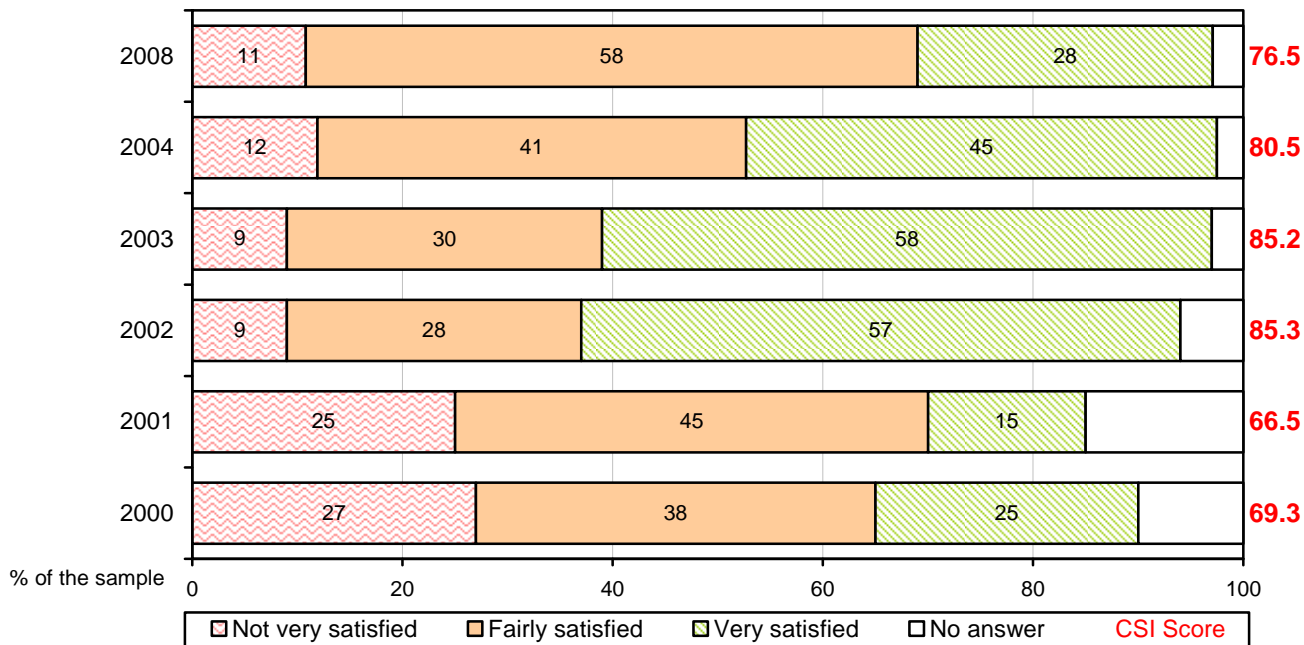
The variables that appear to have had the greatest impact on satisfaction with Swimming Pools were:

- The few respondents who used Swimming Pools daily (CSI Score 80.5) appear more satisfied than those who use these monthly or once per year
- Respondents who thought they received good value for their rates (CSI Score 81.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 69.2).
- Respondents aged over 65 (CSI Score 83.6) appear more satisfied than those from other age groups.
- Those with a household income of more than \$70,000 (CSI Score 72.6) appear less satisfied than those in the lower income brackets (CSI Score 84.7 – 77.6).

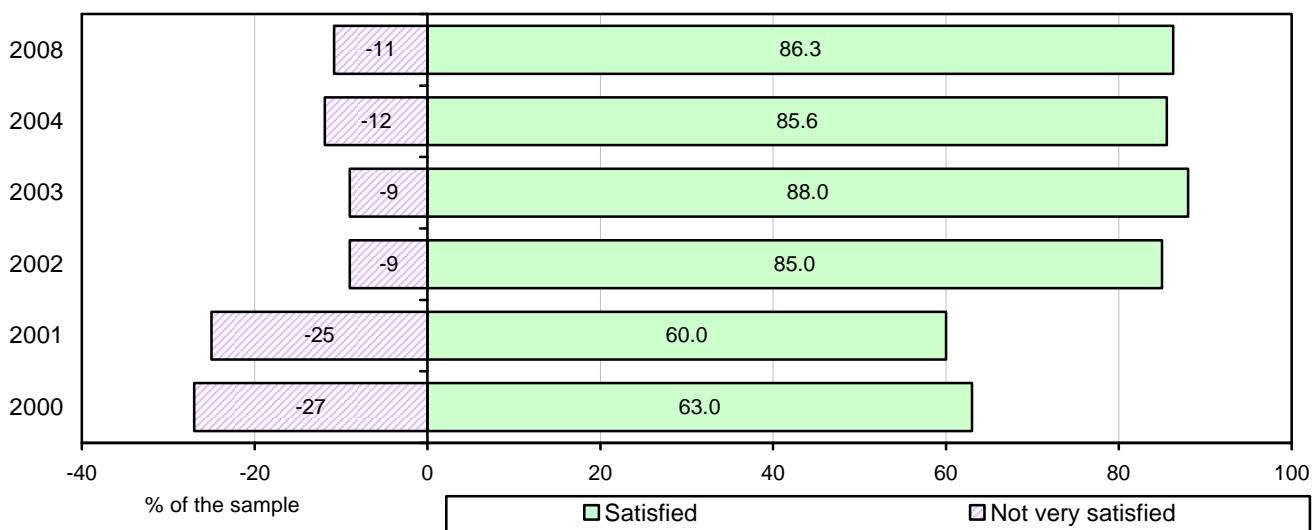


Swimming Pools Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Swimming Pools using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (58%) are fairly satisfied with the Swimming Pools with a further 28% being very satisfied. Only a small proportion of respondents were not very satisfied. The CSI score is lower than recent years.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased marginally this year.



Why less than satisfied with the Swimming Pools

The respondents who were less than satisfied (scores 0 – 7) with the Swimming Pools (n= 63) were asked ‘Why are you not totally satisfied with the Swimming Pools’

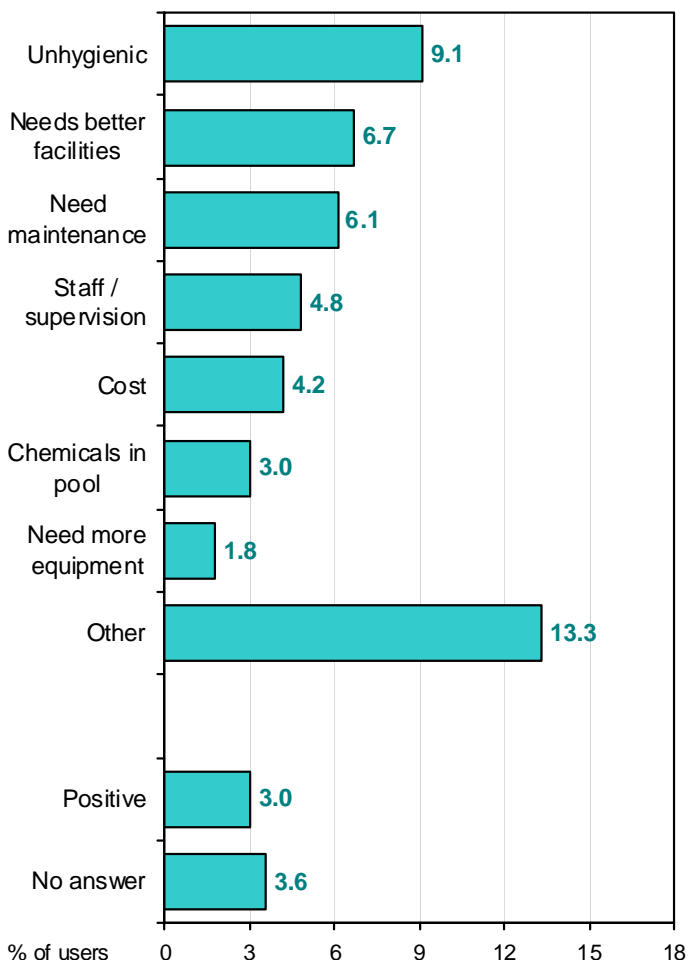
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a wide range of comments offered by those who were less than satisfied with the Swimming Pools.

The main suggestions included...

- Unhygienic (9% of the users)
- Need better facilities (7%)
- Need maintenance (6%)
- Staff supervision (5%)
- Costs (4%)

There was also a range of other suggestions.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

Transfer station / rubbish disposal at Whakatane or Murupara

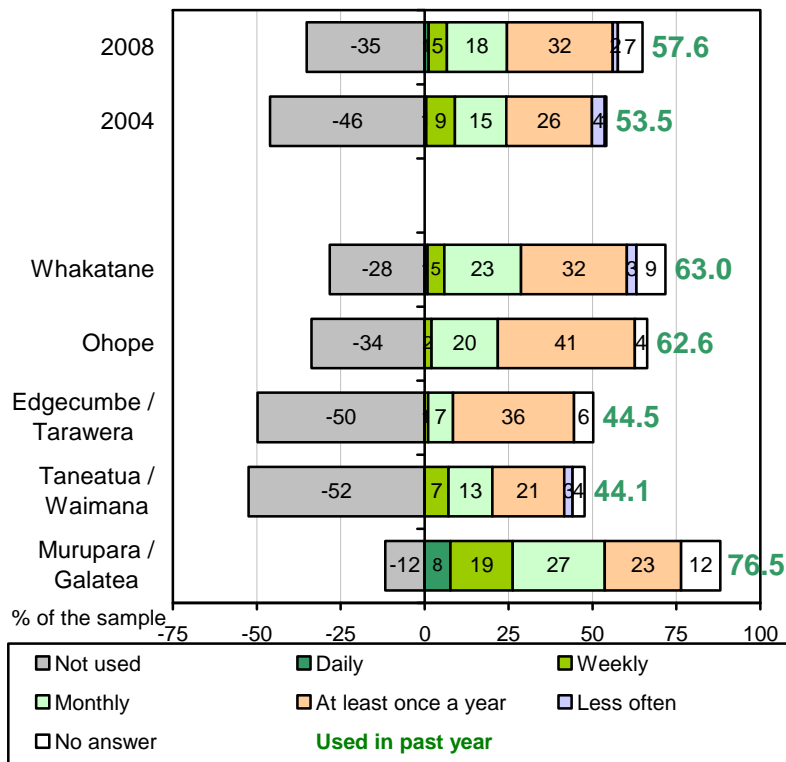
Respondents were asked how often they used the Transfer station / rubbish disposal at Whakatane or Murupara in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using Transfer station / rubbish disposal

A third of the respondents (35%) had not used the Transfer station / rubbish disposal at Whakatane or Murupara in the past 12 months, while 7% didn't know if they had.

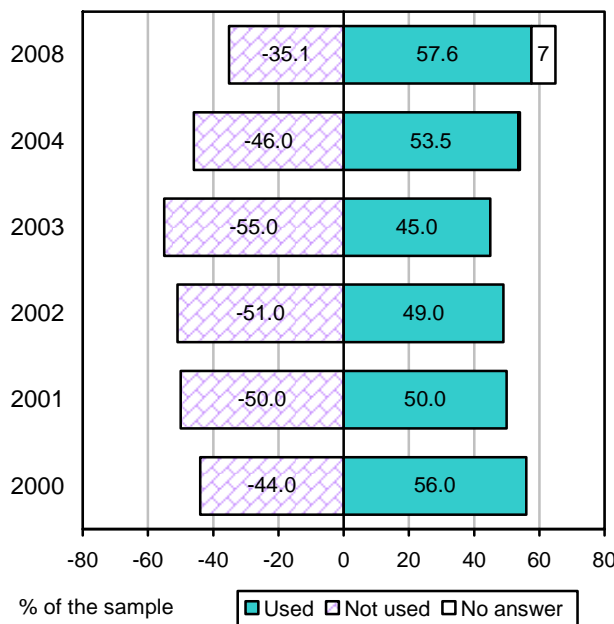
Of those who did use them, the largest group (32%) used them at least once per year. A fifth of the sample (18%) had used them on a monthly basis and 5% on a weekly basis. A few respondents (2%) used the Transfer station / rubbish disposal less than once per year.

Usage of the Transfer station / rubbish disposal was higher in Murupara / Galatea (77%) versus 44% for those from the Taneatua / Waimana ward.

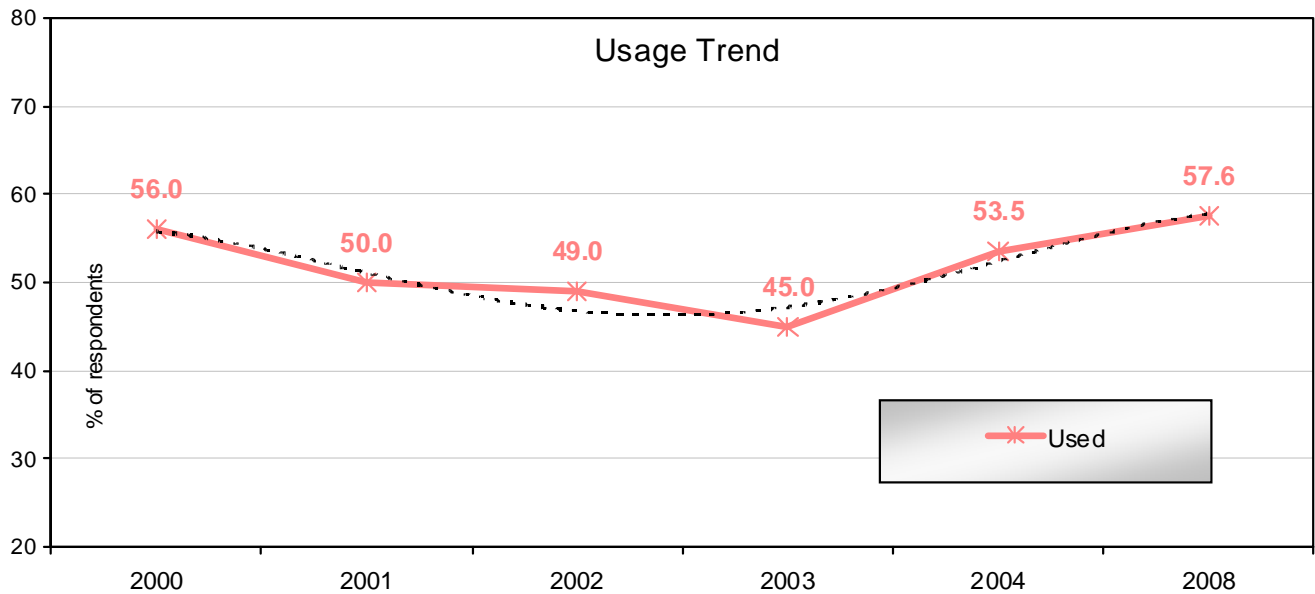


Comparing the history of the Transfer station / rubbish disposal at Whakatane or Murupara usage shows that current usage at 58% is up 4% from the 2004 result.

It is important to note that in the previous survey this was asked as using the land fill.



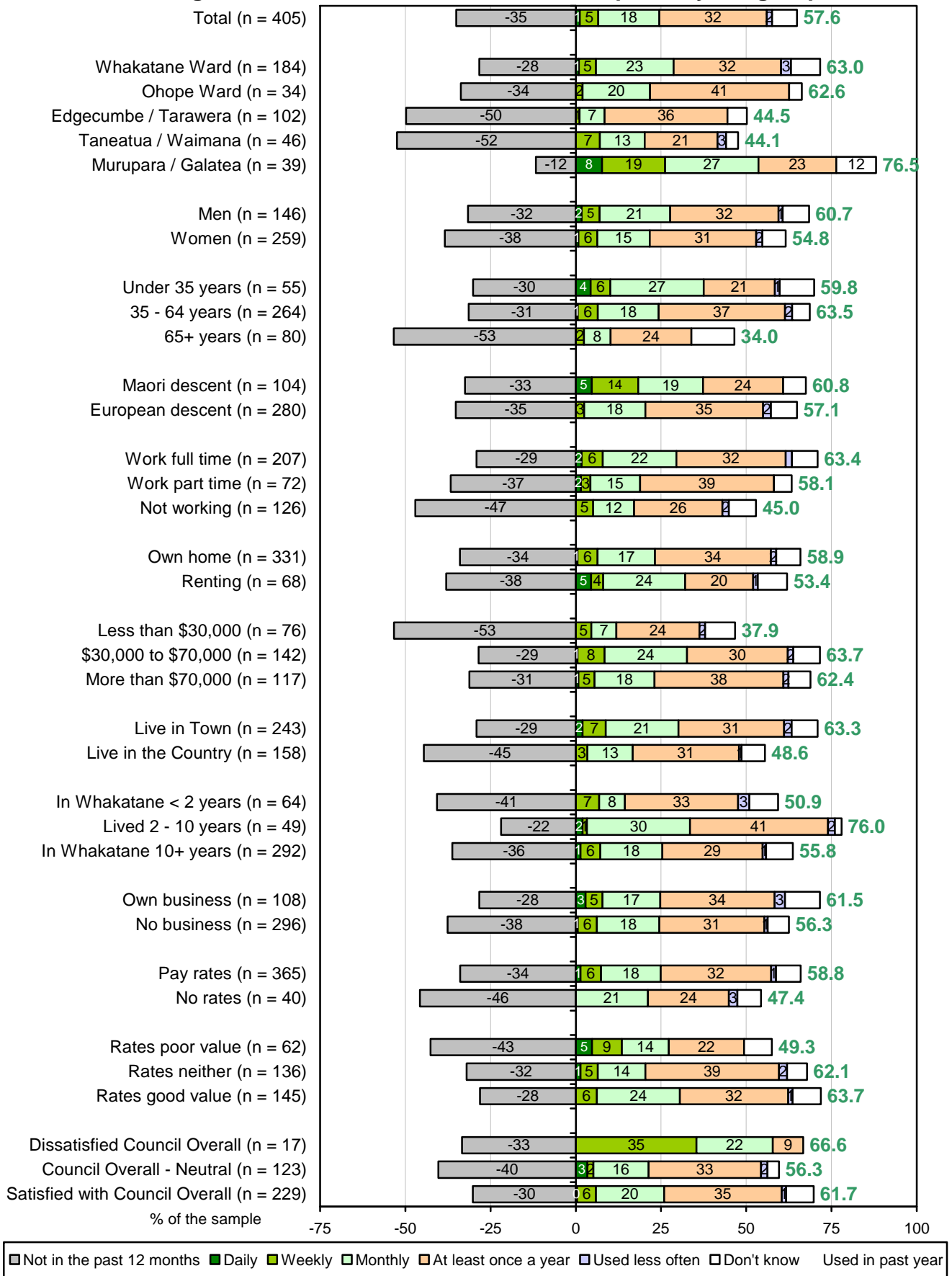
The chart shows the usage trend for the Transfer station / rubbish disposal at Whakatane or Murupara based on the percentage who had used these facilities in the past 12 months. Usage at 58% is 4 points higher than that recorded in 2004. This is the highest result recorded by this monitor.



The chart over the page compares the usage of the Transfer station / rubbish disposal at Whakatane or Murupara among the various subgroups of interest. Respondents who were significantly **more likely** to use the Transfer station / rubbish disposal at Whakatane or Murupara include:

- Those from the Whakatane Ward (63%) or Murupara / Galatea (77%)
- Those who have lived in the Whakatane District for 2 - 10 years (76%)
- Those aged 35 – 64 (64%)
- Those working full time (63%) in paid employment
- Those living in town (63%)
- Those with a household income over \$30,000 (62% - 64%)

Usage of the Transfer Station / rubbish disposal by subgroup

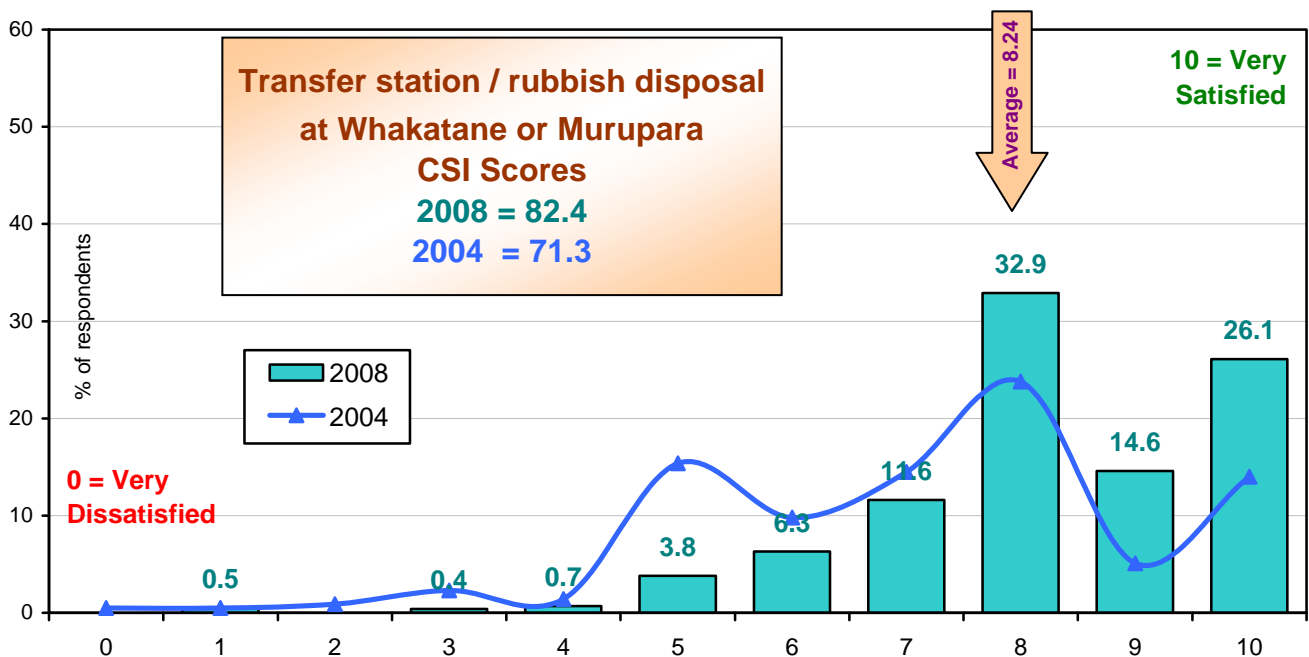


Satisfaction with Transfer station / rubbish disposal at Whakatane or Murupara

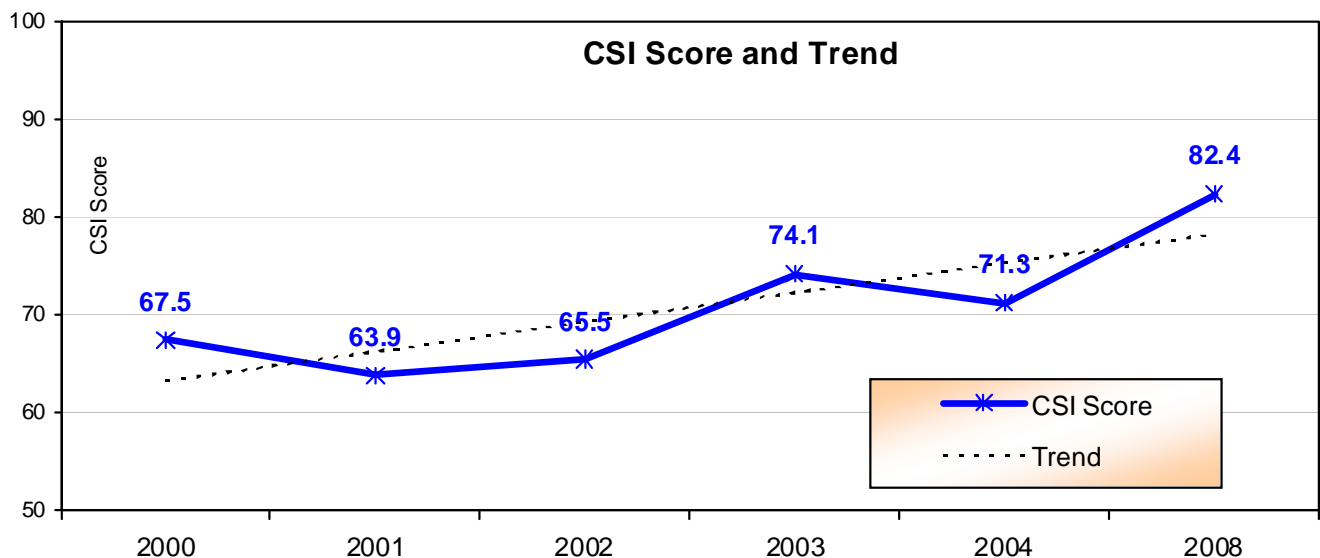
Respondents who had used Transfer station / rubbish disposal at Whakatane or Murupara in the last 12 months (n=224) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over four fifths of the respondents in the subgroup (85%) were satisfied with Transfer station / rubbish disposal (Scores 7 – 10). Over a third of the users (41%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (33%). A ninth of the subgroup (11%) rated the Transfer station / rubbish disposal with a score that was neutral (Scores 4 – 6), and 2 respondents (0.8%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Transfer station / rubbish disposal was 82.4. This rates as an excellent performance.



The CSI Score of 82.4 is 11 points higher than the 2004 result. There appears to be an upward trend over recent readings.



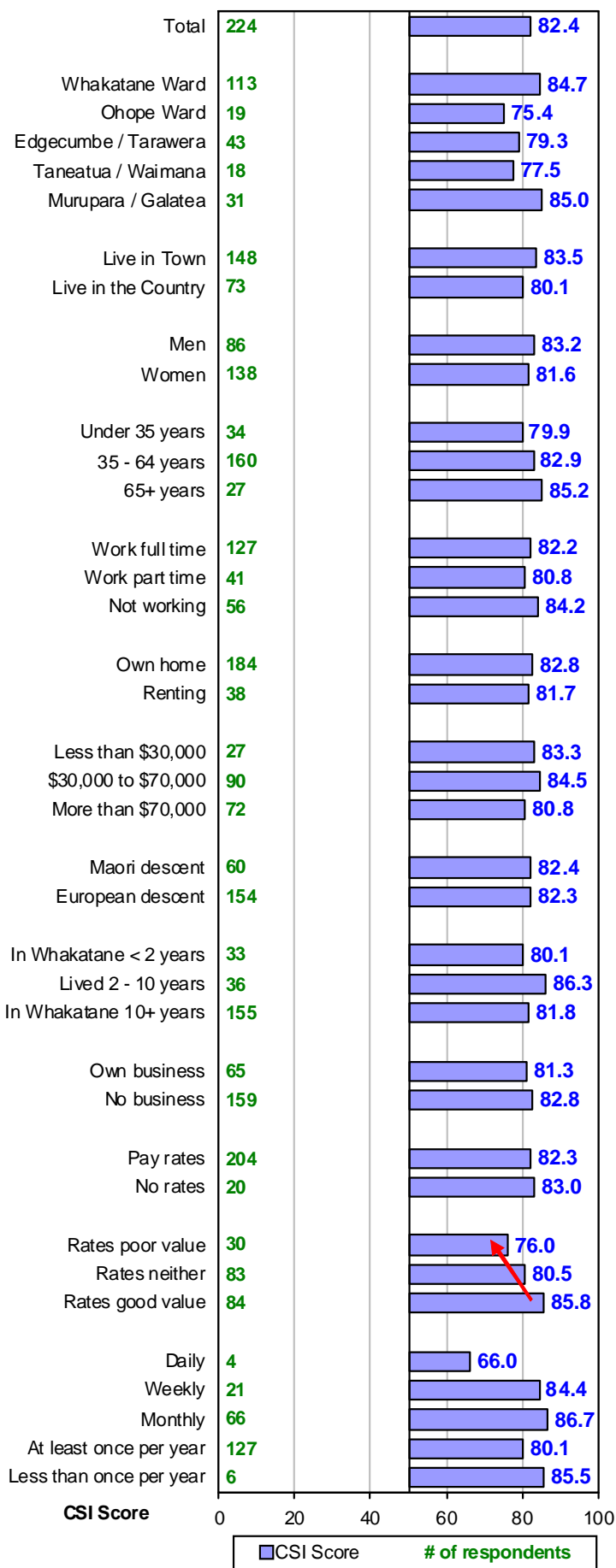
Satisfaction with Transfer station / rubbish disposal at Whakatane or Murupara by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are high levels of satisfaction with the Transfer station / rubbish disposal at Whakatane or Murupara across most of the subgroups of interest

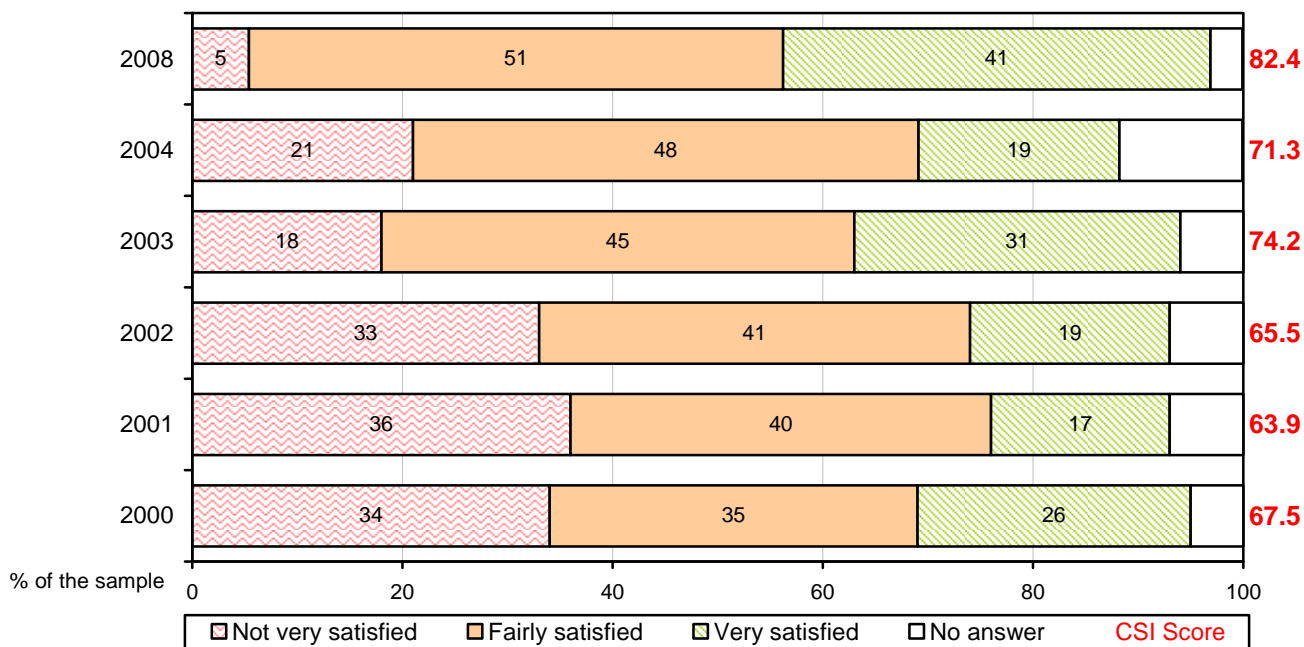
The variables that appear to have had the greatest impact on satisfaction with the Transfer station / rubbish disposal at Whakatane or Murupara were:

- Respondents from Whakatane (CSI Score 84.7) or Murupara / Galatea (CSI Score 85.0) were significantly more satisfied than those from other Wards (CSI Score 75.4 – 79.3).
- The few respondents who used the Transfer station / rubbish disposal at Whakatane or Murupara daily (CSI Score 66.0) appear less satisfied than those who use these less often.
- Respondents who thought they received good value for their rates (CSI Score 85.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 76.0).
- Respondents aged over 65 (CSI Score 85.2) appear more satisfied than those from other age groups.

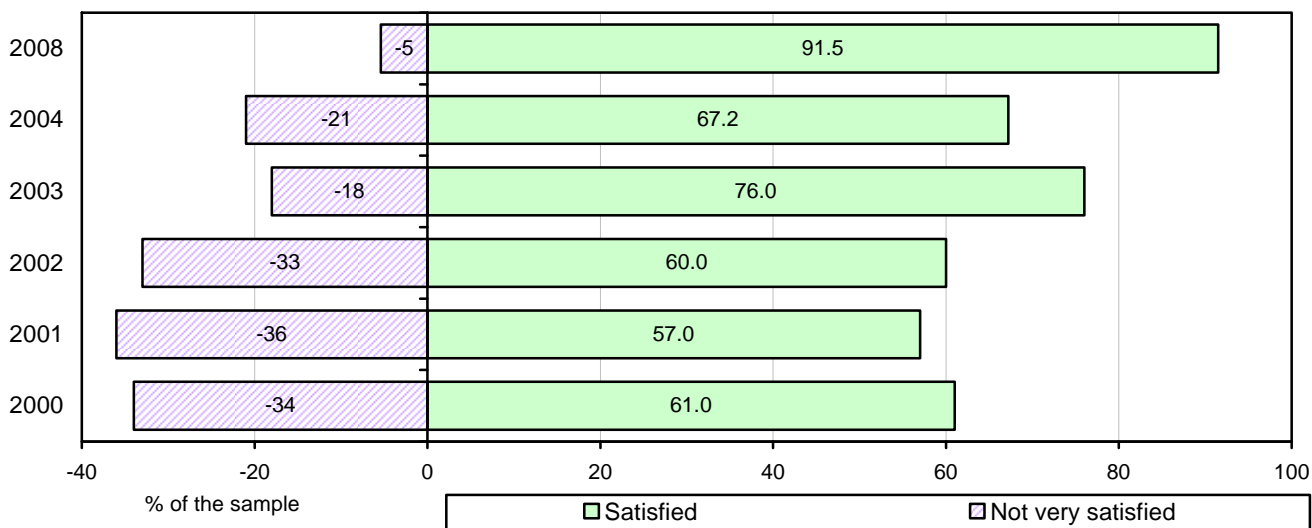


Transfer station / rubbish disposal at Whakatane or Murupara Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Transfer station / rubbish disposal at Whakatane or Murupara using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (51%) are fairly satisfied with the Transfer station / rubbish disposal at Whakatane or Murupara with a further 41% being very satisfied. Only a small proportion of respondents were not very satisfied. The CSI score is higher than recent years.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased this year.



Council Parking in Whakatane

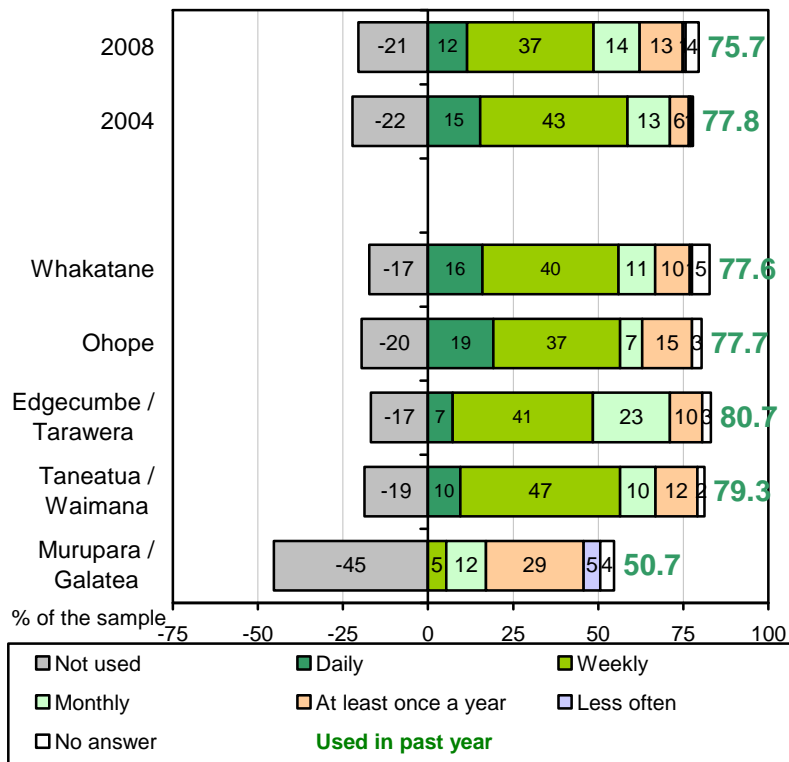
Respondents were asked how often they used the Council Parking in Whakatane in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using Council Parking in Whakatane

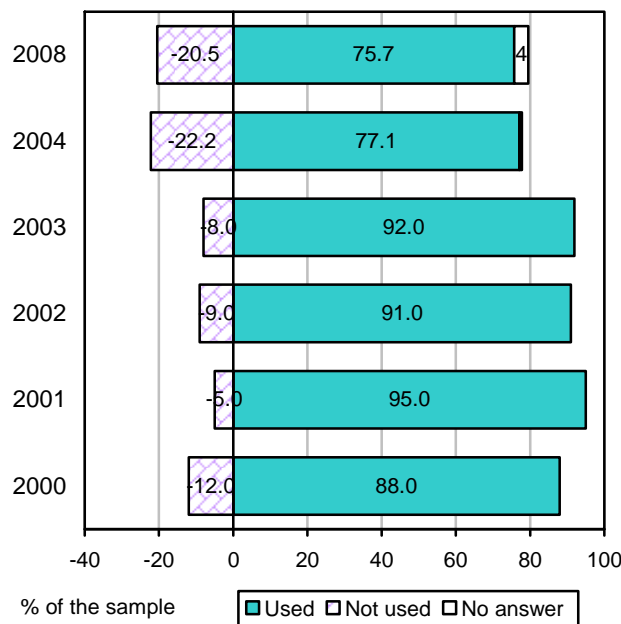
Of those who did use the Council Parking in Whakatane in the past 12 months the largest group (37%) used them weekly. An eighth of the sample (12%) had used them on a daily basis. A seventh of the respondents (14%) used the Council Parking in Whakatane monthly while 13% used these and 1% used them less than once per year basis.

A fifth of the respondents (21%) had not used the Council Parking in Whakatane in the past 12 months, while 4% didn't know.

Usage of the Council Parking in Whakatane was lower in the Murupara / Galatea Ward (51%) but ranged from 78% - 81% in the other Wards.

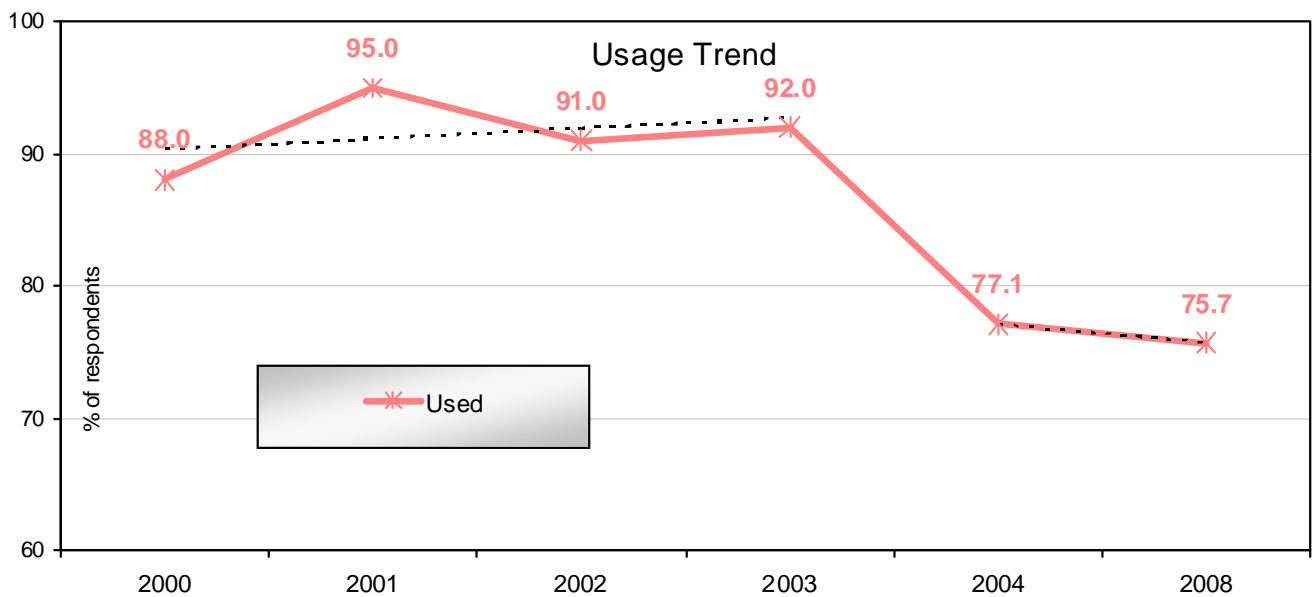


Comparing the history of Council Parking in Whakatane usage shows that current usage at 76% is down 1% from the 2004 result.



The chart shows the usage trend for Council Parking in Whakatane based on the percentage who had used these facilities in the past 12 months. Usage at 76% is 1.4 points lower than that recorded in

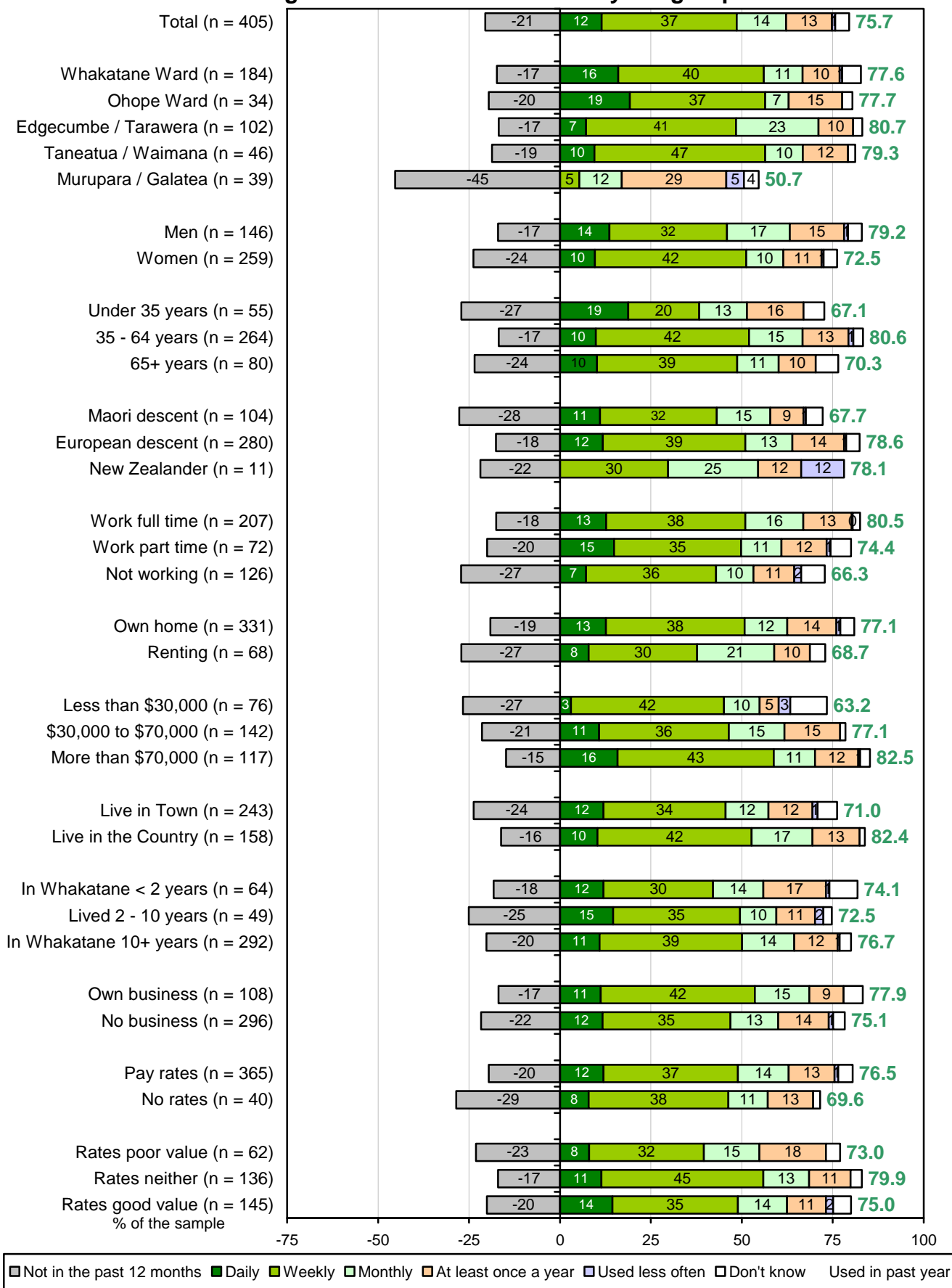
2004. It is probable that a change in the survey (e.g. changing the question from Council parking to Council parking in Whakatane) has caused the drop in usage from the 2000 – 2003 results.



The chart over the page compares the usage of the Council Parking in Whakatane among the various subgroups of interest. Respondents who were significantly **more likely** to use the Council Parking in Whakatane include:

- Those aged 35 - 64 (81%)
- Those working full time (81%) in paid employment
- Those with a household income over \$70,000 (83%)
- Those living in the country (82%)
- Those of European descent (79%)

Usage of the Council Car Parks by subgroup

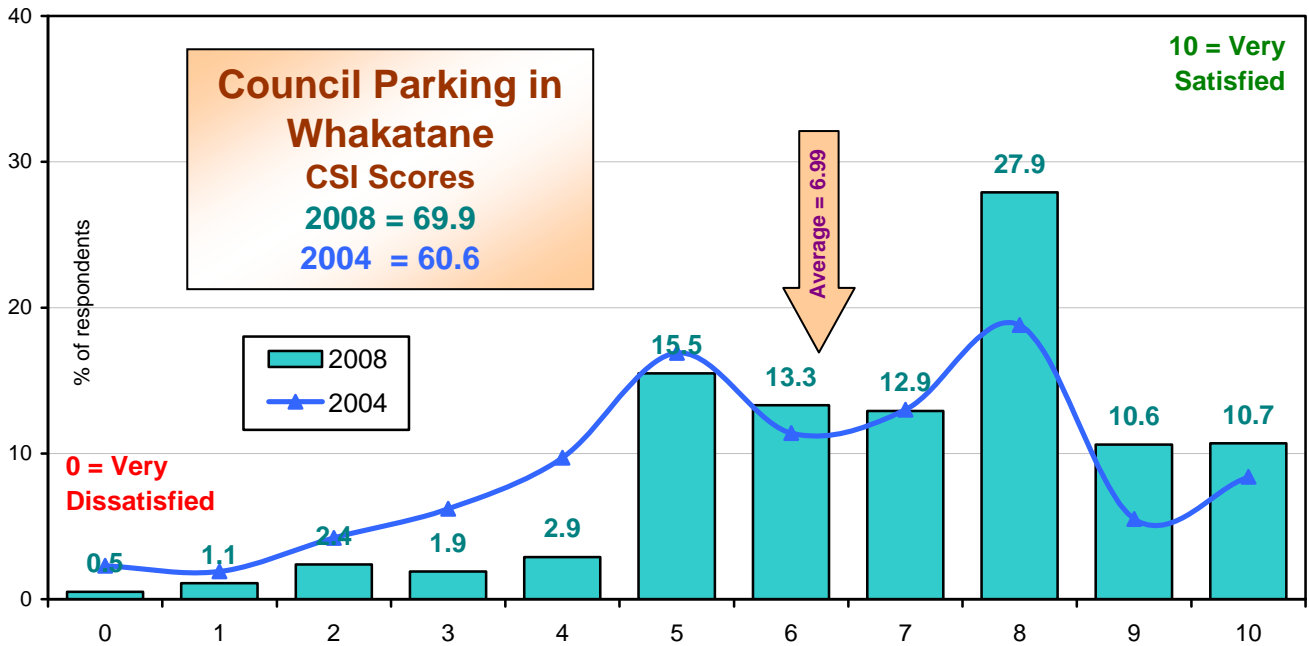


Satisfaction with Council Parking in Whakatane

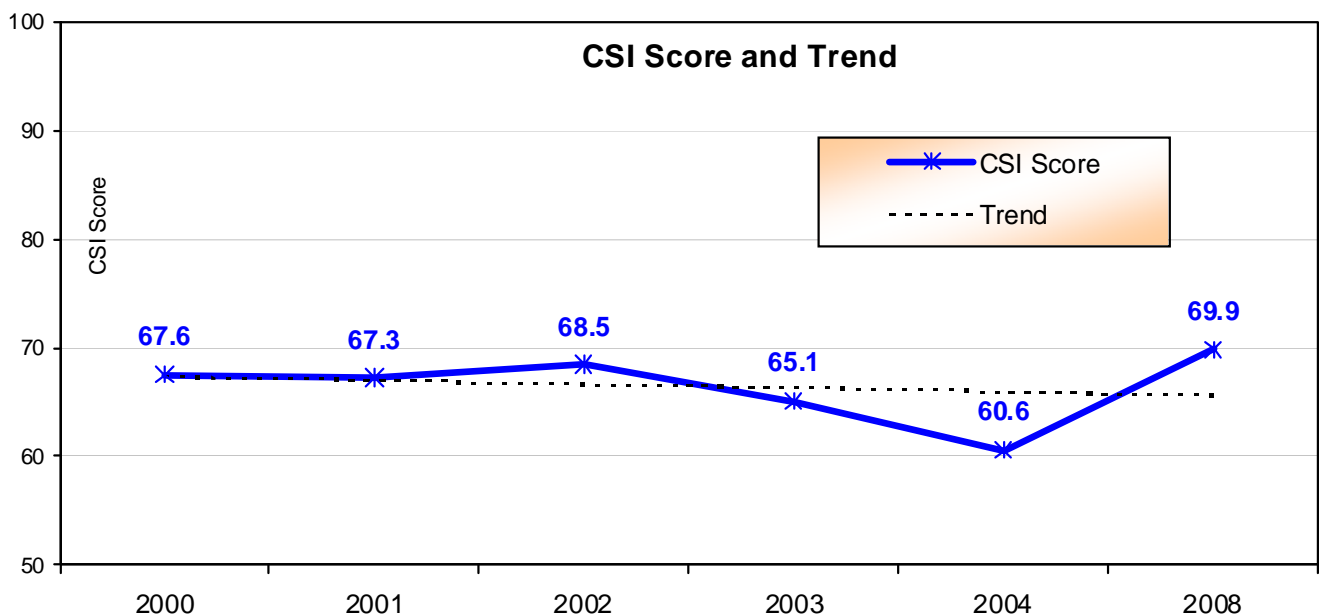
Respondents who had used Council Parking in Whakatane in the last 12 months (n=305) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (62%) were satisfied with Council Parking in Whakatane (Scores 7 – 10). A fifth (21%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (28%). A third of the subgroup (32%) rated the Council Parking in Whakatane with a score that was neutral (Scores 4 – 6), and 6% (18 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Council Parking in Whakatane was 69.9. This indicates a reasonable level of satisfaction but with the potential for improvement.



The CSI Score of 69.9 is 9.3 points higher than the 2004 result. This is the highest result recorded by the monitor and the latest result is well above the trend of recent readings.



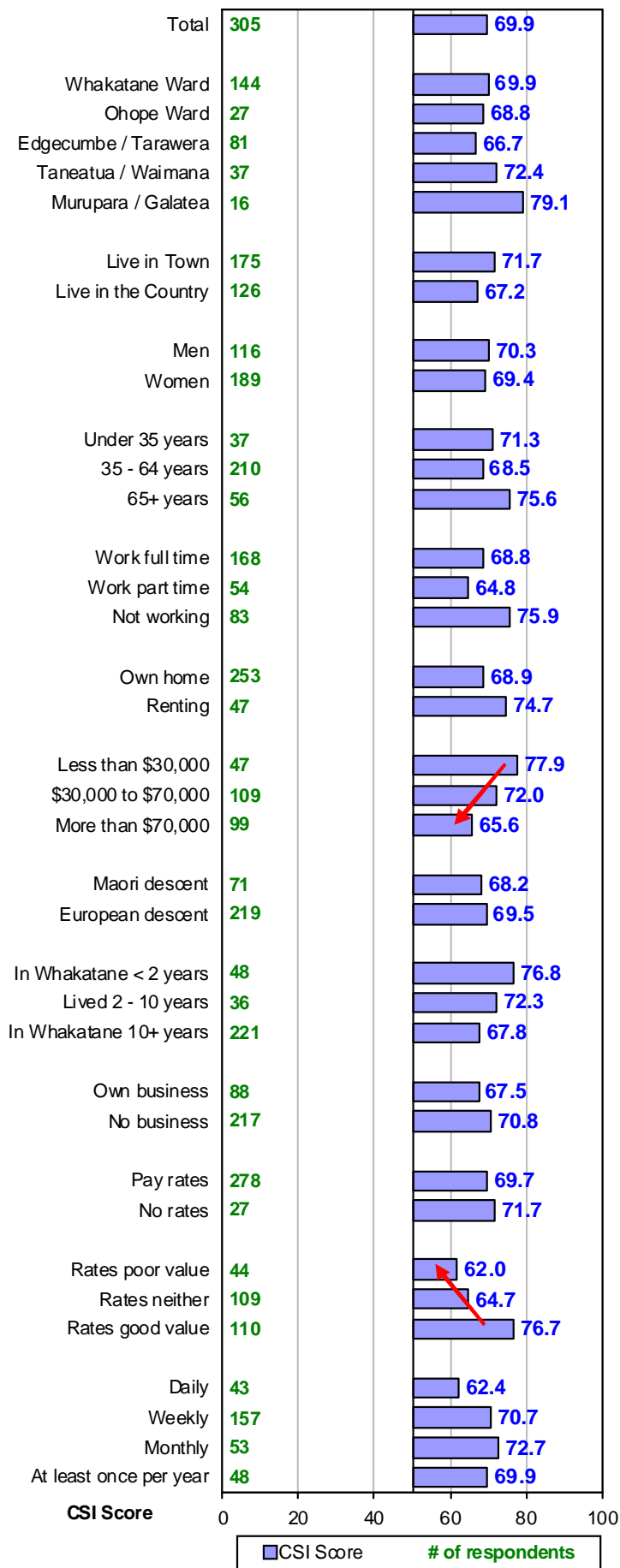
Satisfaction with Council Parking in Whakatane by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with Council Parking in Whakatane across most of the subgroups of interest

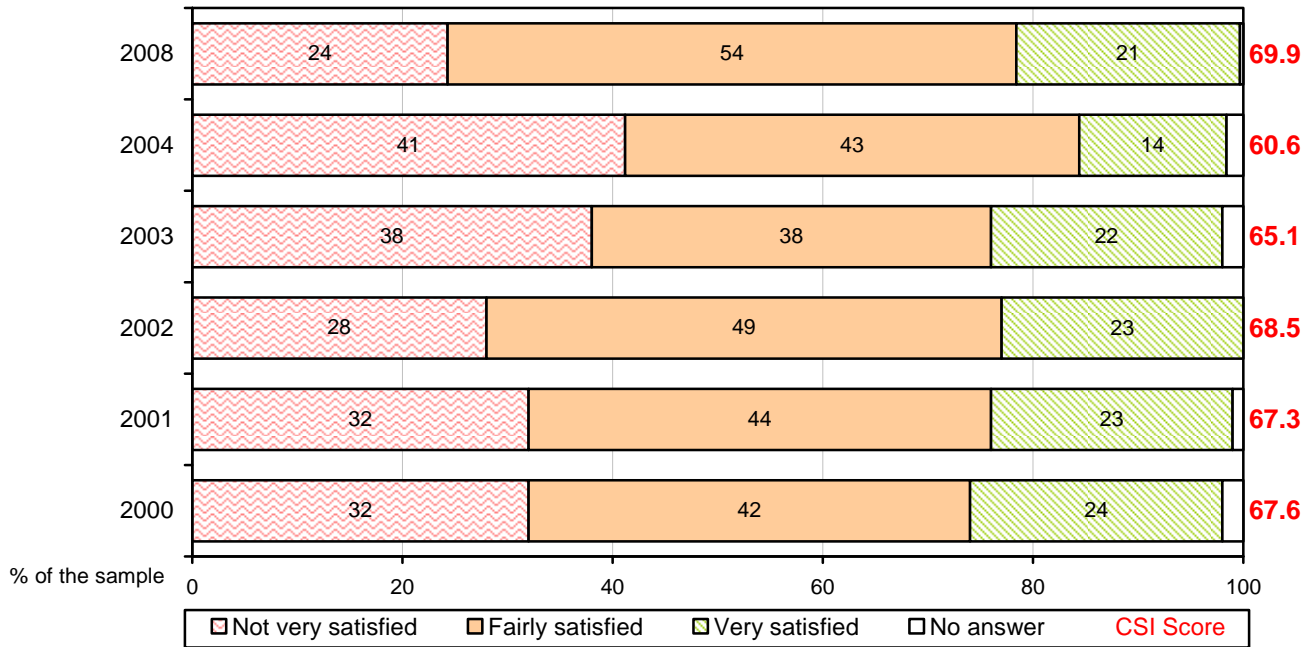
The variables that appear to have had the greatest impact on satisfaction with Council Parking in Whakatane were:

- The respondents who used Council Parking in Whakatane daily (CSI Score 62.4) are significantly less satisfied than those who use these more often
- Respondents from town (CSI Score 71.7) are more satisfied than those from the country.
- Respondents aged over 65 (CSI Score 75.6) appear more satisfied than those from other age groups.
- Those with a household income of more than \$70,000 (CSI Score 65.6) appear less satisfied than those in the lower income brackets (CSI Score 77.9 - 72.0).
- Respondents who are not in paid employment (CSI Score 75.9) are more satisfied than those who are in paid employment
- Respondents who were renting (CSI Score 74.7) appear more satisfied than those who own their own home
- Respondents who thought they received good value for their rates (CSI Score 76.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 62.0).

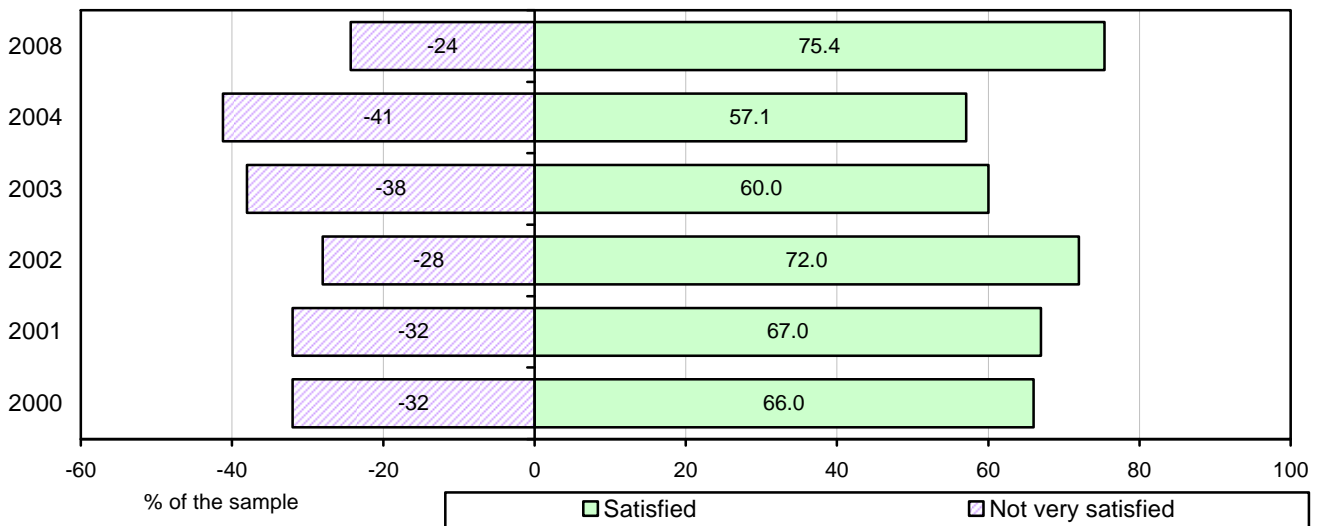


Council Parking in Whakatane Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Council Parking in Whakatane using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (54%) are fairly satisfied with the Council Parking in Whakatane with a further 21% being very satisfied. A quarter of the respondents were not very satisfied. The CSI score is higher than recent years.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased sharply again this year.



Why less than satisfied with the Council Parking in Whakatane

The respondents who were less than satisfied (scores 0 – 6) with the Council Parking in Whakatane (n= 113) were asked ‘Why are you not totally satisfied with the Council Parking in Whakatane’

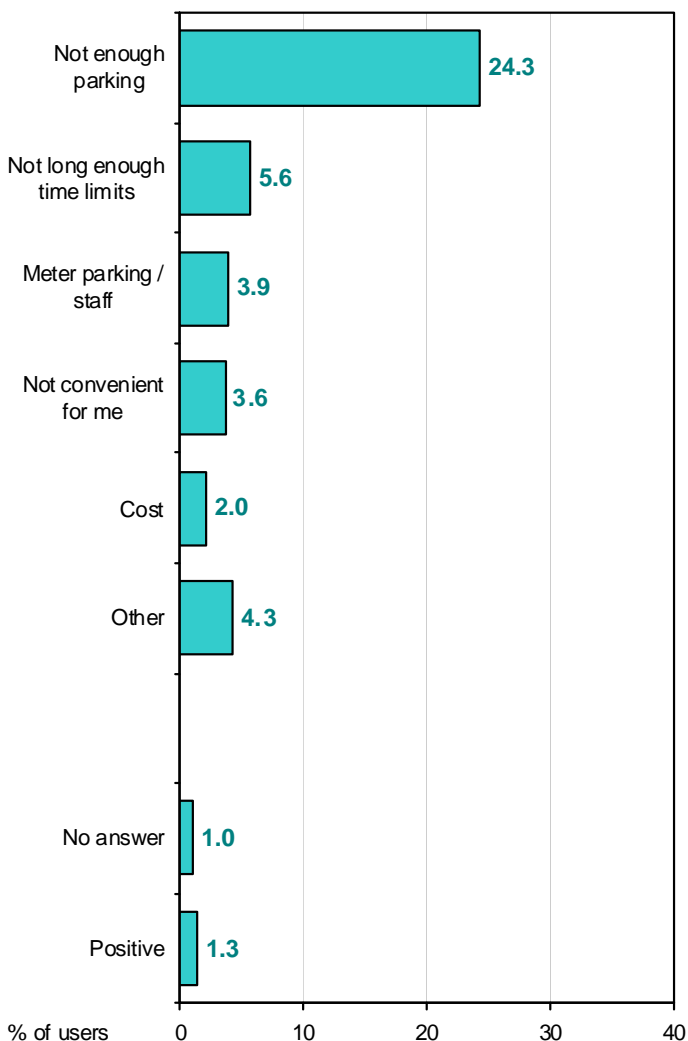
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

There was a wide range of comments offered by those who were less than satisfied with the Council Parking in Whakatane.

The main comments included:

- No enough parking (24%)
- Not long enough time limits (6%)
- Meter parking issues (4%)
- Not being convenient (4%)
- Cost (2%)

There was also a few other suggestions.



(The full set of verbatim comments is included in the WDS ARS 2008 Verbatim Comments report)

Parks and Reserves in the Whakatane District

Respondents were asked how often they used the Parks and Reserves in the Whakatane District in the past year. Note previously this was asked as the 'Parks and Reserves' without reference to the district.

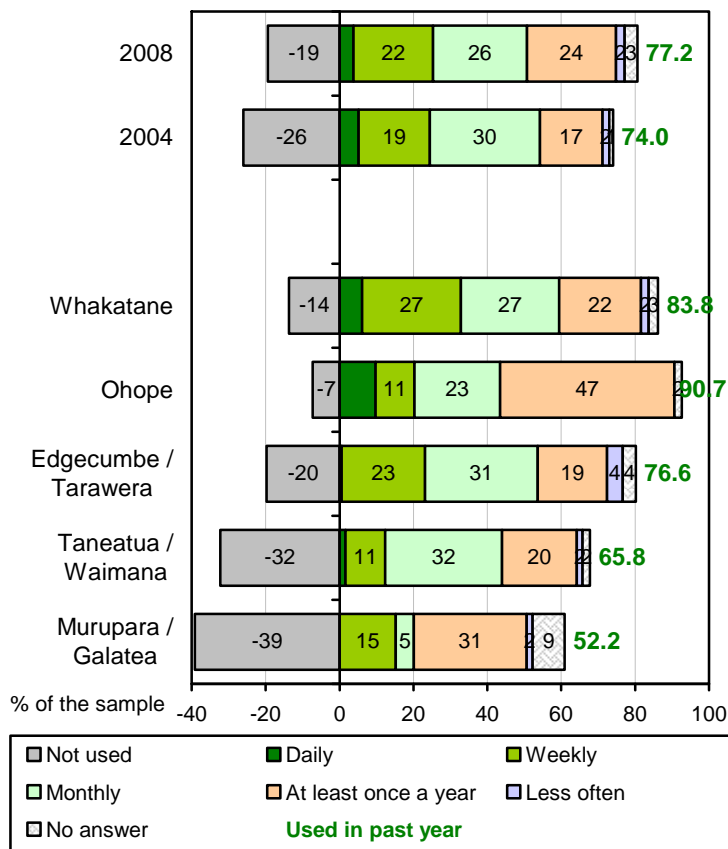
Frequency of using the Parks and Reserves

Three quarters of the respondents (77%) had use the Parks and Reserves in the Whakatane District in the past 12 months while one fifth (19%), had not used the Parks and Reserves in the Whakatane District and 3% didn't know.

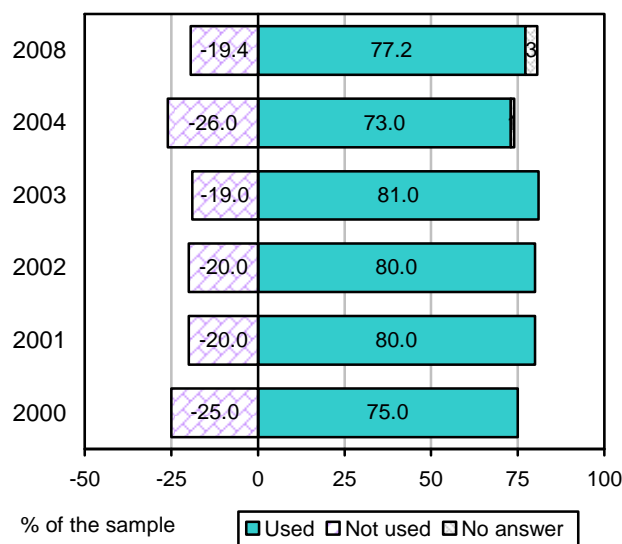
A fifth of the respondents (22%) used the Parks and Reserves in the Whakatane District on a weekly basis while 4% used the Parks and Reserves in the Whakatane District on a daily basis.

A quarter of the respondents (26%) used the Parks and Reserves in the Whakatane District monthly while a quarter (24%) used them at least once a year and 2% used the Parks and Reserves less often. The results are similar to the previous years.

Usage of the Parks and Reserves was higher in the Ohope Ward (91%) and Whakatane Ward (84%) versus 52% - 77% for the other Wards.

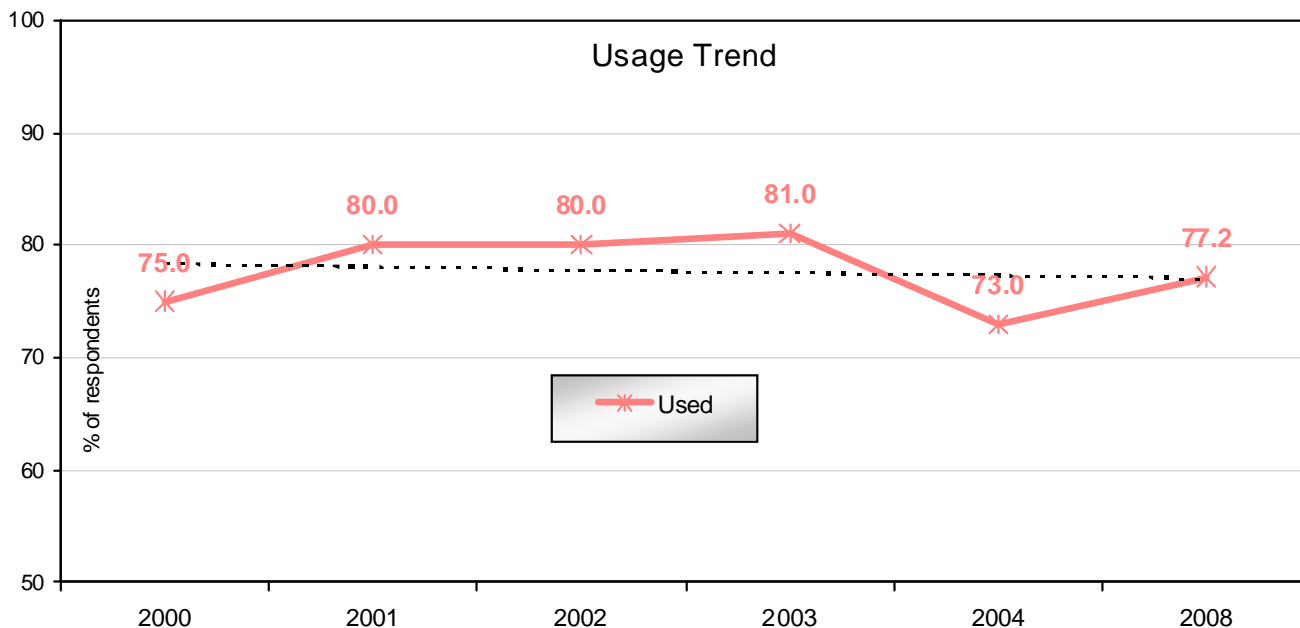


Comparing the history of Parks and Reserves in the Whakatane District usage shows that current usage is in the middle of the range with 77% of respondents saying they had used the Parks and Reserves in the Whakatane District in the past 12 months.



The chart shows the usage trend for the Parks and Reserves in the Whakatane District based on the percentage who had used these facilities in the past 12 months. This shows that usage at 77.2% is up 4 points on 2004.

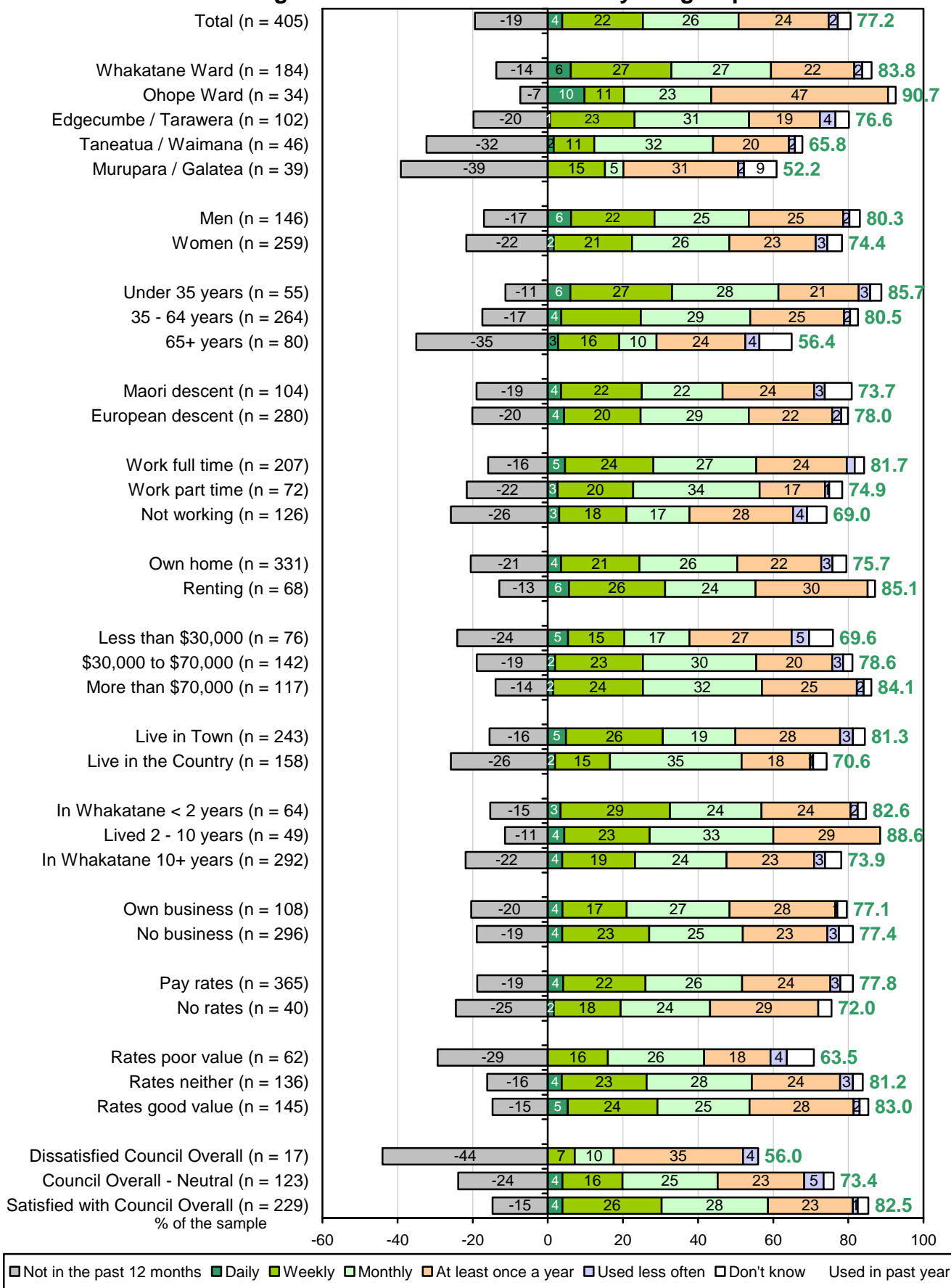
Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Parks and Reserves in the Whakatane District among the various subgroups of interest. Respondents who were significantly **more likely** to use the Parks and Reserves include:

- Those who have lived in the Whakatane District between 2 - 10 years (89%)
- Those aged 35 - 64 (81%) or under 35 (86%)
- Those from the Ohope (91%) or Whakatane Ward (84%)
- Those who are satisfied with the overall performance of Council (83%)
- Those working full time in paid employment (82%)
- Those with a household income over \$70,000 (84%)
- Those who are renting (85%)
- Those living in the town (81%)
- Those of European descent (78%)

Usage of the Parks and Reserves by subgroup

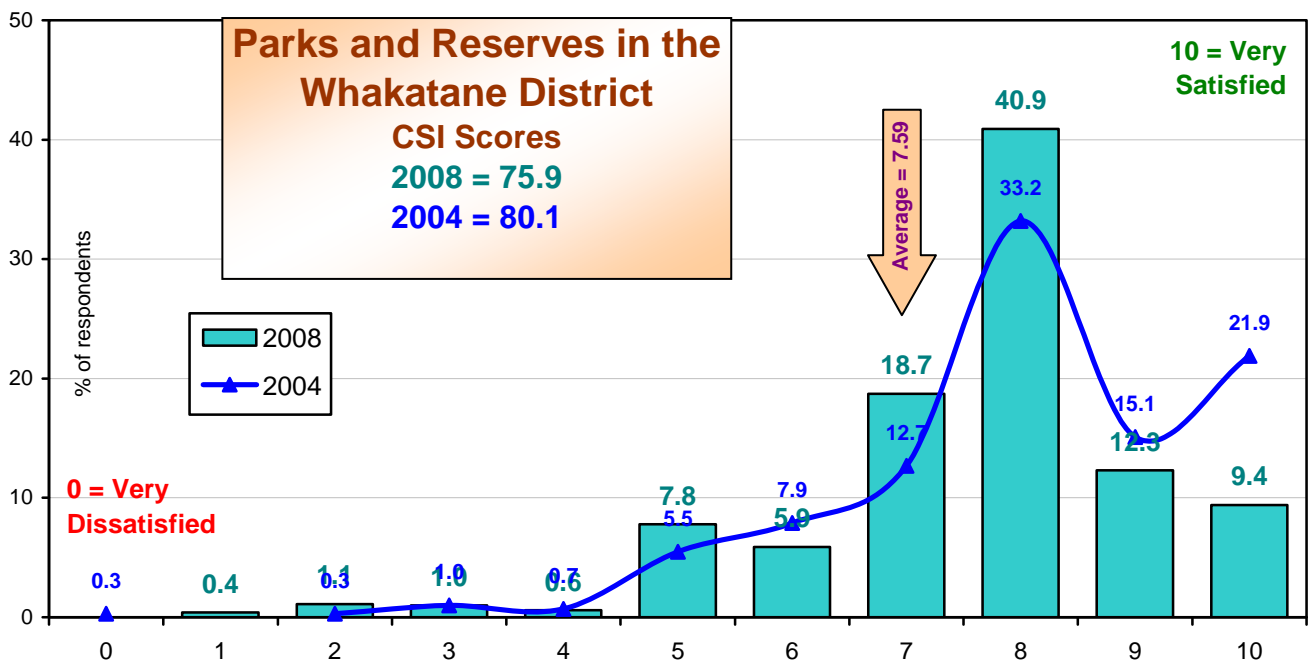


Satisfaction with Parks and Reserves in the Whakatane District

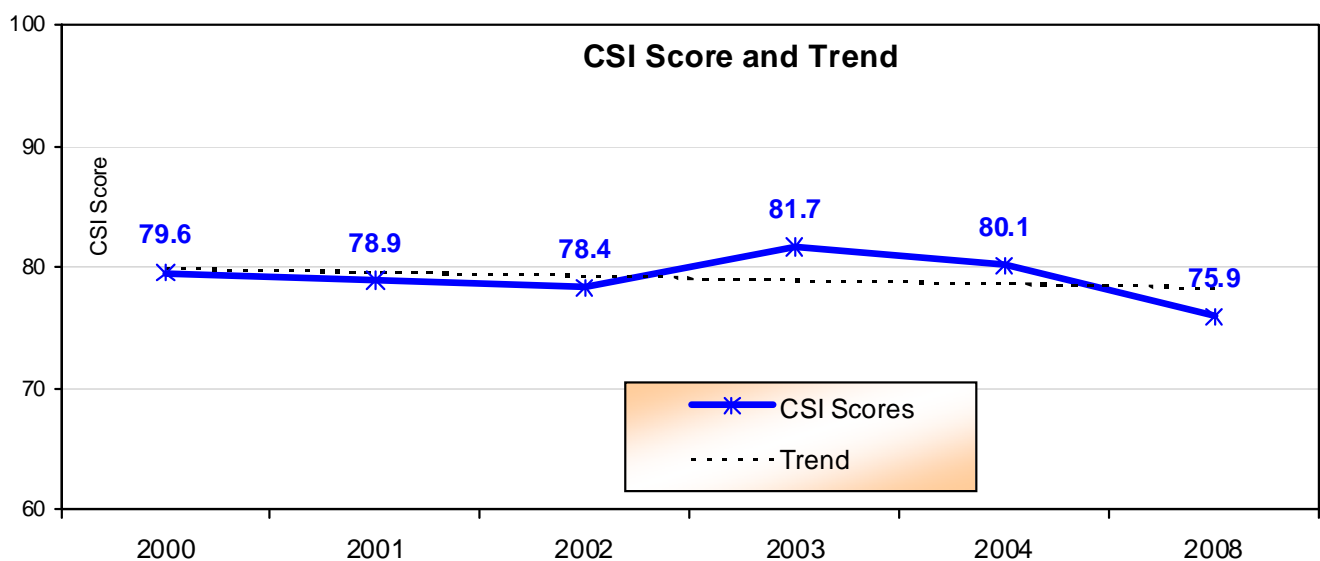
Respondents who had used the Parks and Reserves in the Whakatane District in the last 12 months (n=300) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (81%) were satisfied with the Parks and Reserves in the Whakatane District (Scores 7 – 10), including 21% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (41%). A seventh of the subgroup (14%) rated the Parks and Reserves in the Whakatane District with a score that was neutral (Scores 4 – 6), while only 8 respondents (2.6%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI Score for the Parks and Reserves in the Whakatane District was 75.9, which reflects that users are satisfied with the Parks and Reserves in the District.

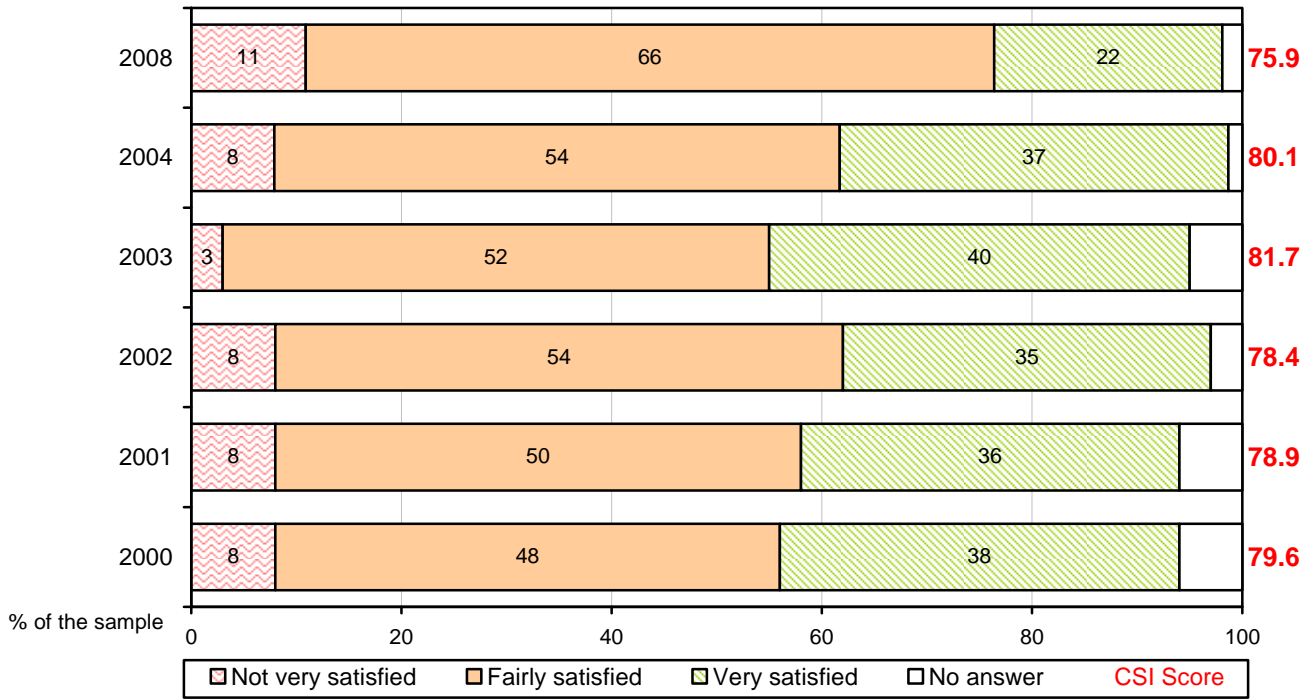


The CSI Score of 75.9 is 4.2 points lower than the 2004 result and is the lowest recorded by this monitor.

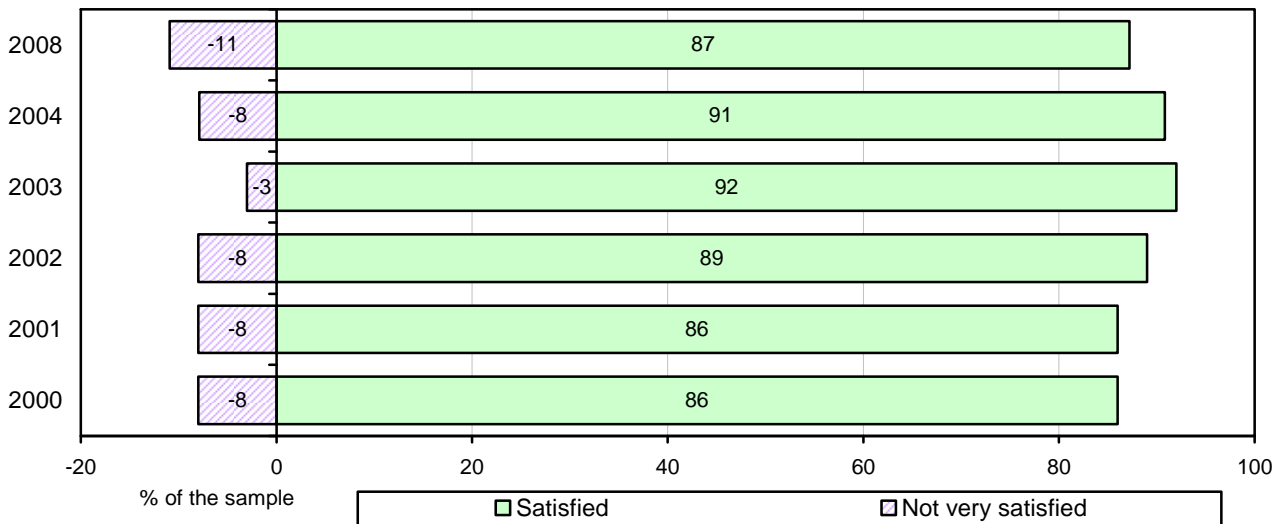


Parks and Reserves in the Whakatane District Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Parks and Reserves in the Whakatane District using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (66%) are fairly satisfied with the Parks and Reserves in the Whakatane District with a further 22% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is 4.2 points lower than 2004.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction level remains high but this has decreased slightly this year.



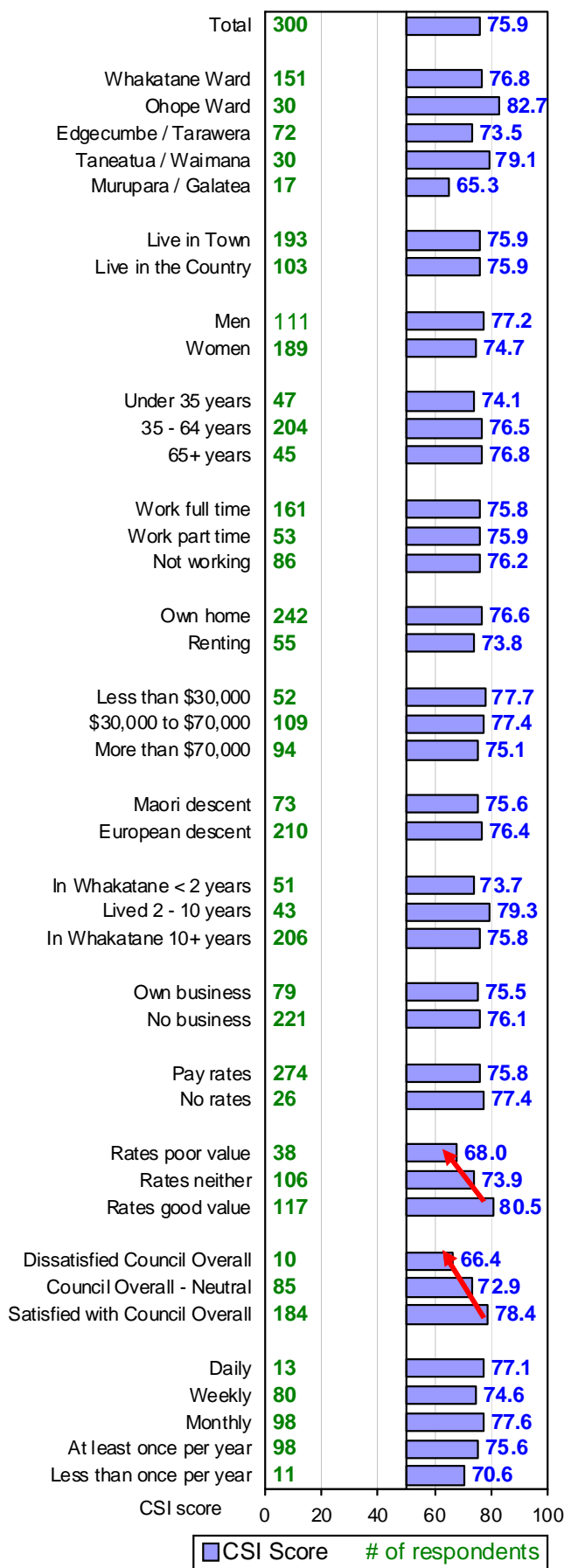
Satisfaction with the Parks and Reserves in the Whakatane District by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with Parks and Reserves in the Whakatane District across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Parks and Reserves in the Whakatane District were:

- Those from the Murupara / Galatea Ward (CSI Score 65.3) appear less satisfied than those from the other Wards (CSI Score 73.5 to 82.7).
- Respondents who thought they received good value for their rates (CSI Score 80.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 68.0).



Public Toilets

Respondents were asked how often they used the Public Toilets in the past year.

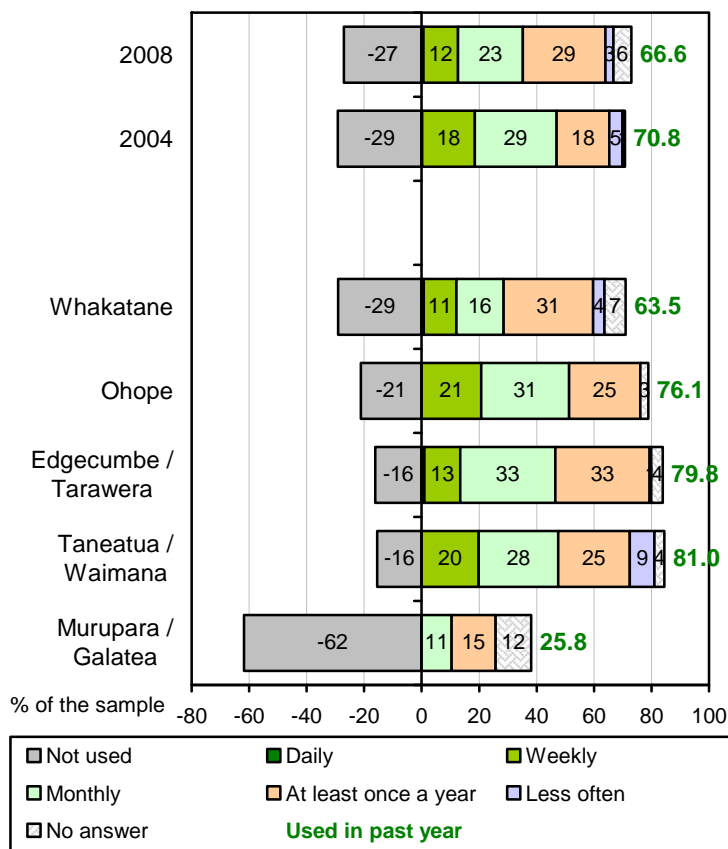
Frequency of using the Public Toilets

Two thirds of the respondents (67%) had use the Public Toilets in the past 12 months while over a quarter (27%), had not used the Public Toilets and 6% didn't know.

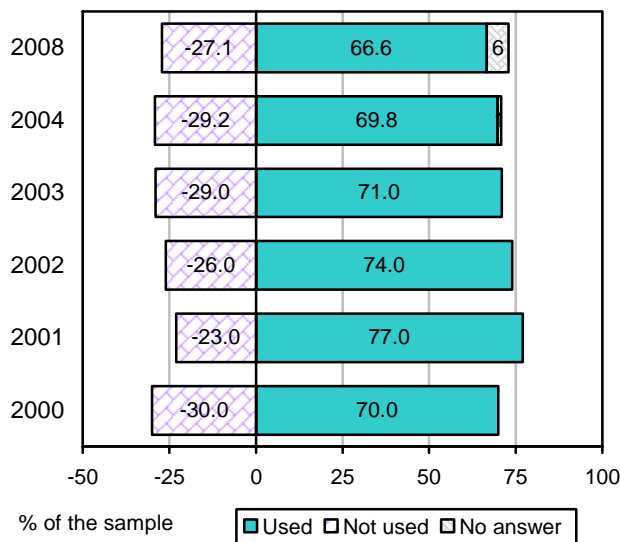
Almost a third of the respondents (29%) used the Public Toilets at least once a year while 23% used them on a monthly basis.

An eighth of the respondents (12%) used the Public Toilets on a weekly basis, 3% less often and only two respondents (1%) used them daily.

Usage of the Public Toilets was much lower in the Murupara / Galatea Ward (26%) versus 64% - 81% for the other Wards.

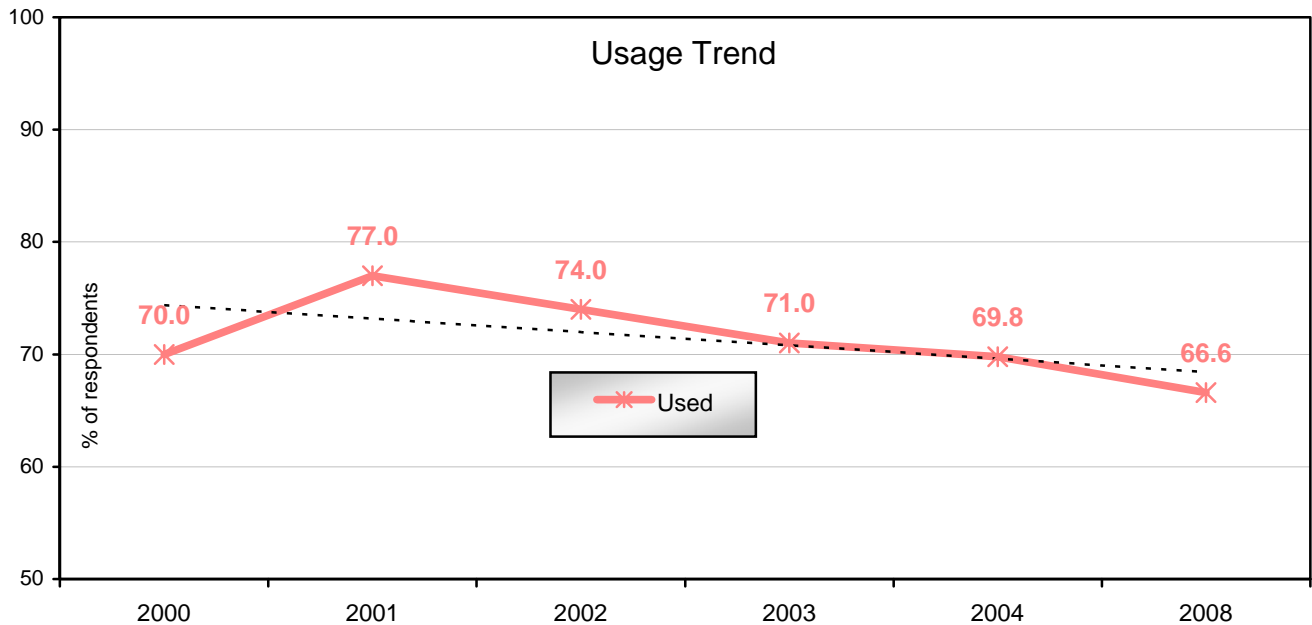


Comparing the history of Public Toilets usage shows that current usage is in the middle of the range with 67% of respondents saying they had used the Public Toilets in the past 12 months.



The chart shows the usage trend for the Public Toilets based on the percentage who had used these facilities in the past 12 months. This shows that usage at 66.6% is down 3.2 points on 2004.

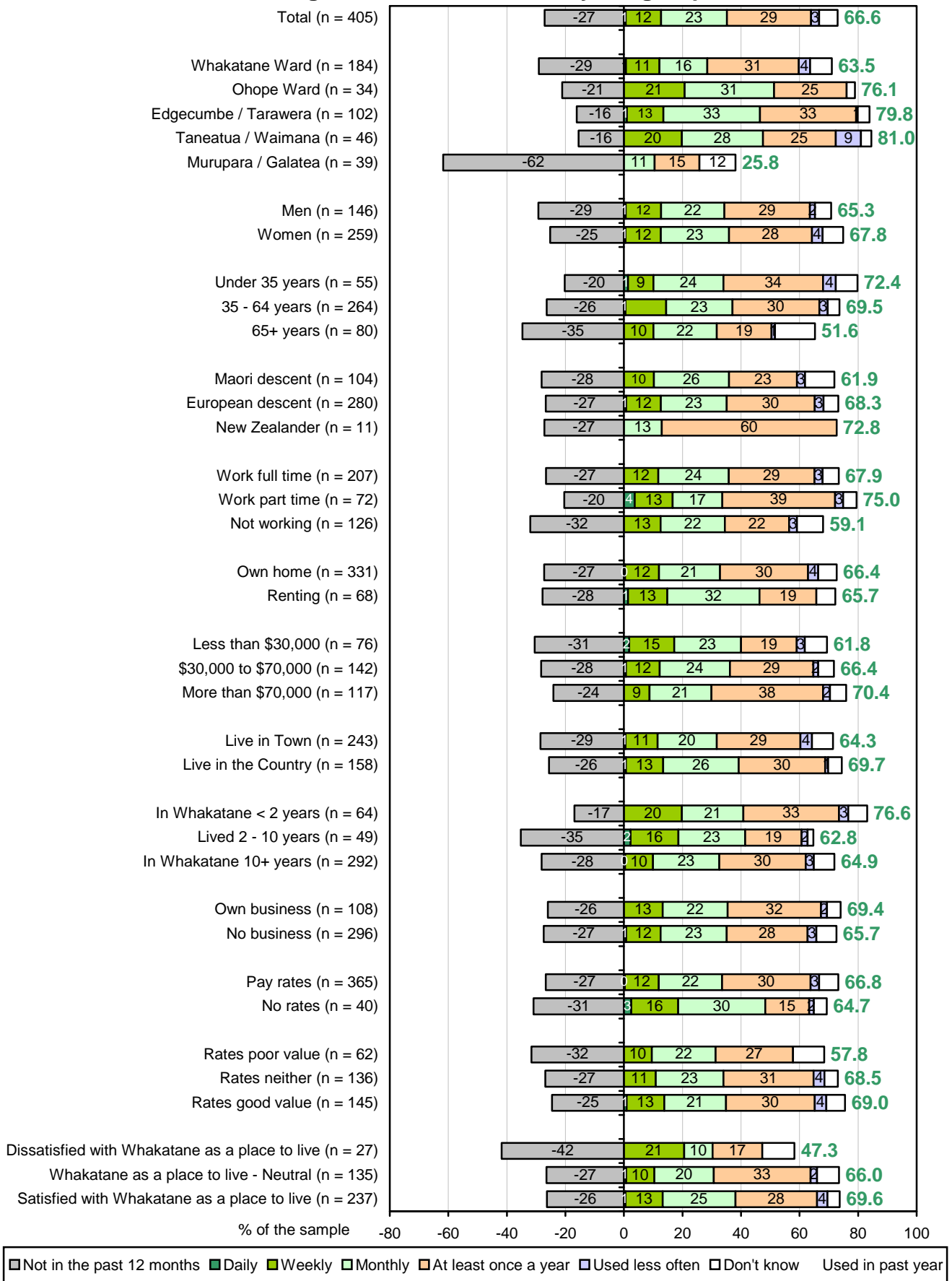
Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Public Toilets among the various subgroups of interest. Respondents who were significantly **more likely** to use the Public Toilets include:

- Those who have lived in the Whakatane District between 0 - 2 years (77%)
- Those aged 34 years or under (72%)
- Those from the Taneatua / Waimana (81%) or Edgecumbe / Tarawera Ward (80%)
- Those who are satisfied with Whakatane as a place to live (70%)
- Those working part time in paid employment (75%)

Usage of the Public Toilets by subgroup

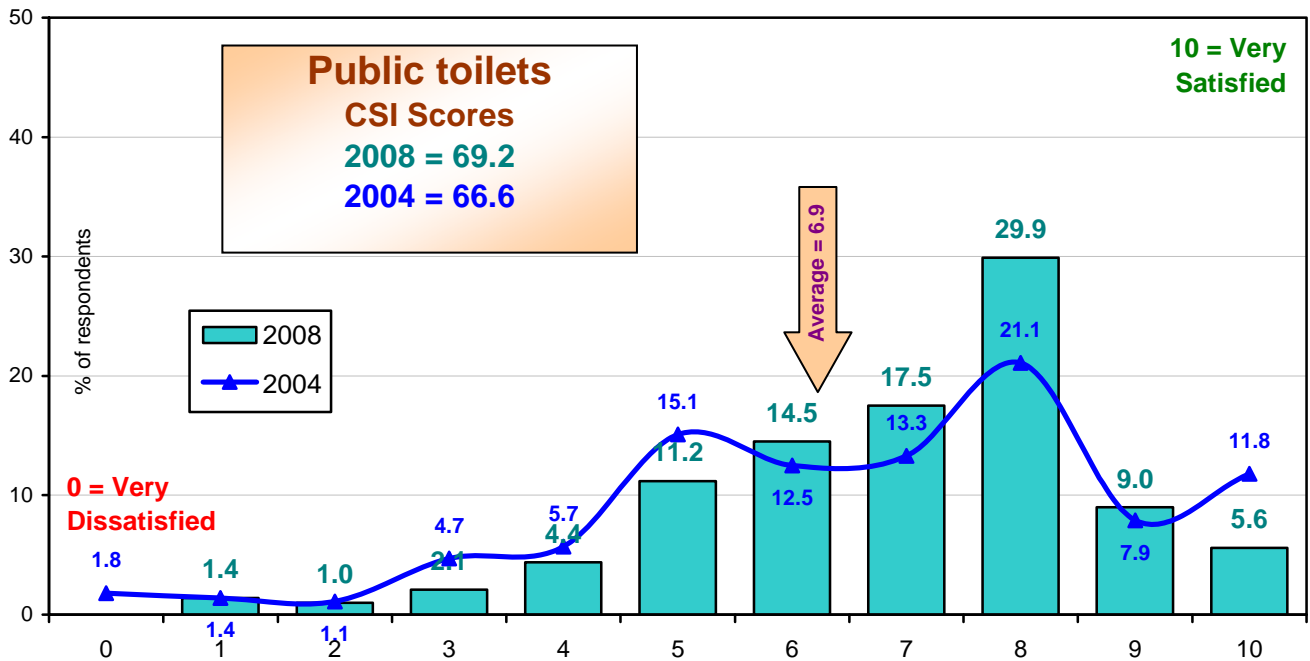


Satisfaction with Public Toilets

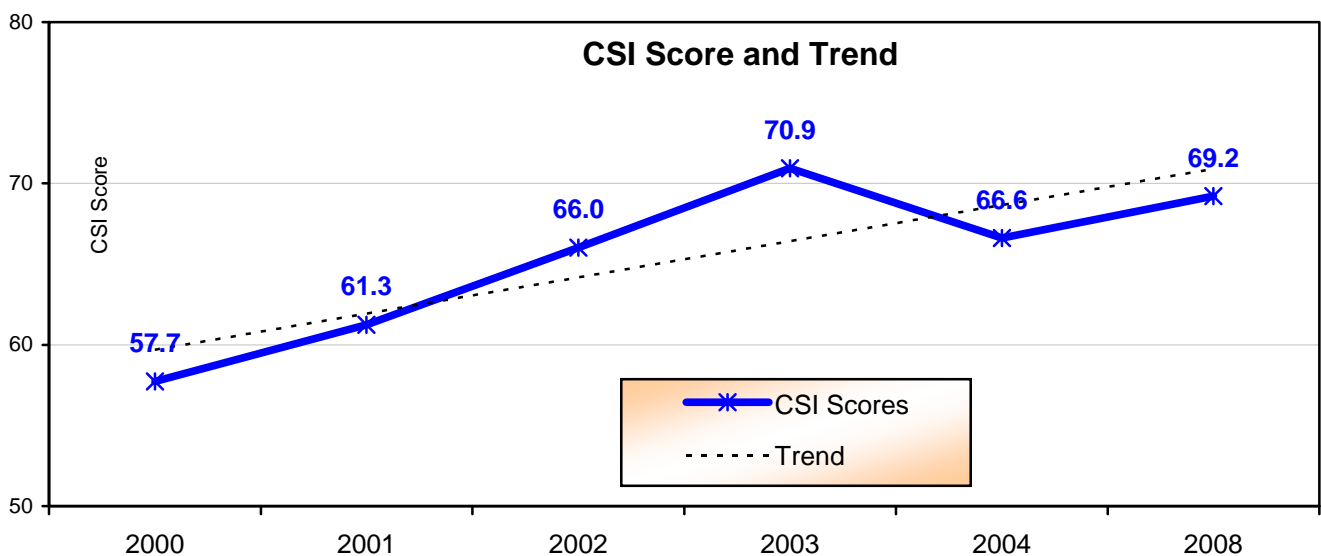
Respondents who had used the Public Toilets in the last 12 months (n=268) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost two thirds of the respondents (62%) were satisfied with the Public Toilets (Scores 7 – 10), including 16% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (30%). A third of the subgroup (30%) rated the Public Toilets with a score that was neutral (Scores 4 – 6), while only 12 respondents (5%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI Score for the Public Toilets was 69.2, which reflects that users are satisfied but felt there was need for improvement with the Public Toilets.

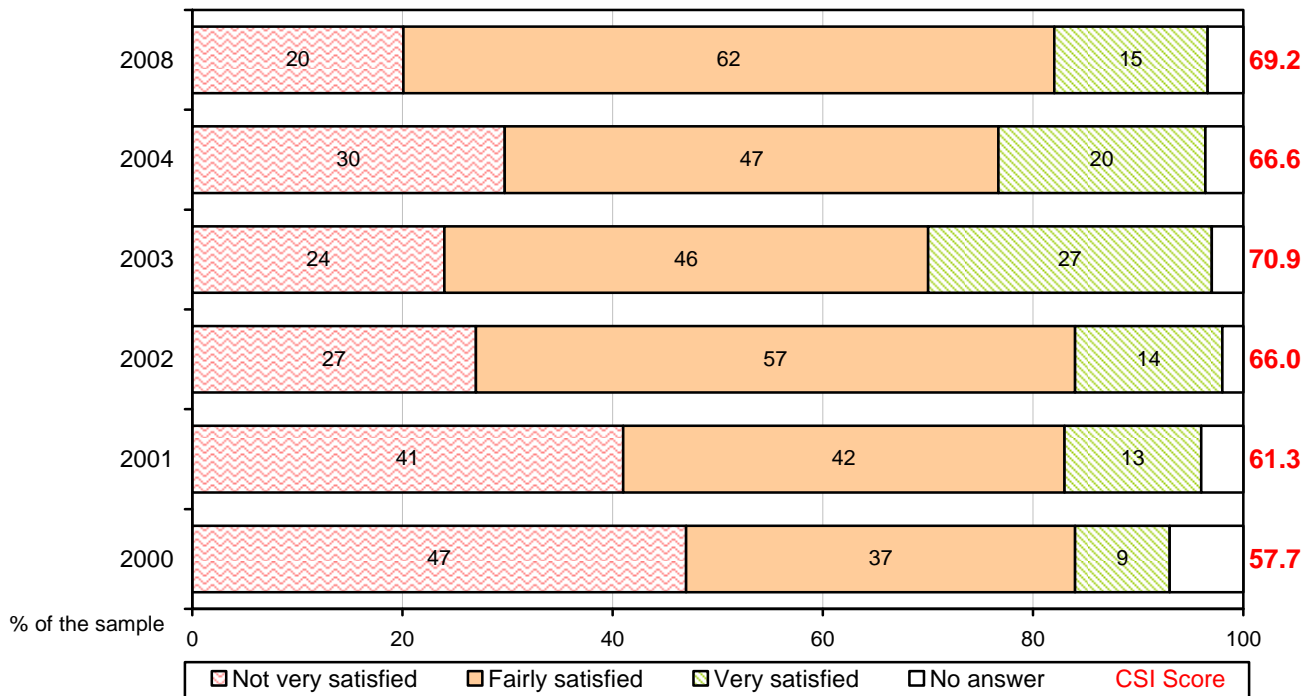


The CSI Score of 69.2 is 2.6 points higher than the 2004 result and is the second to highest score recorded by this monitor.

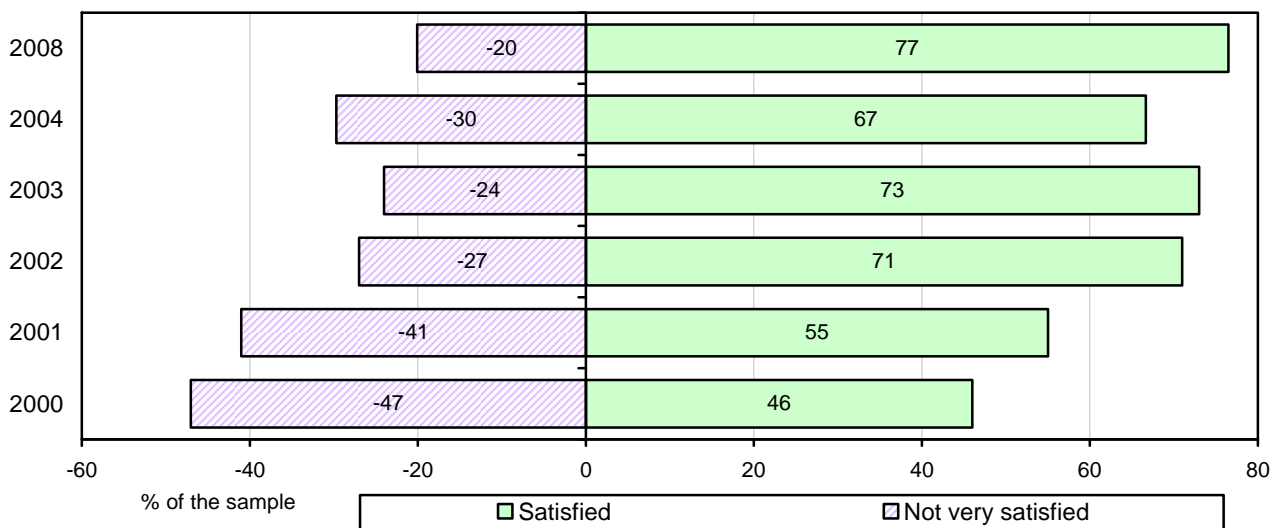


Public Toilets Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Public Toilets using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (62%) are fairly satisfied with the Public Toilets with a further 15% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is 2.6 points higher than 2004.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction level remains high.



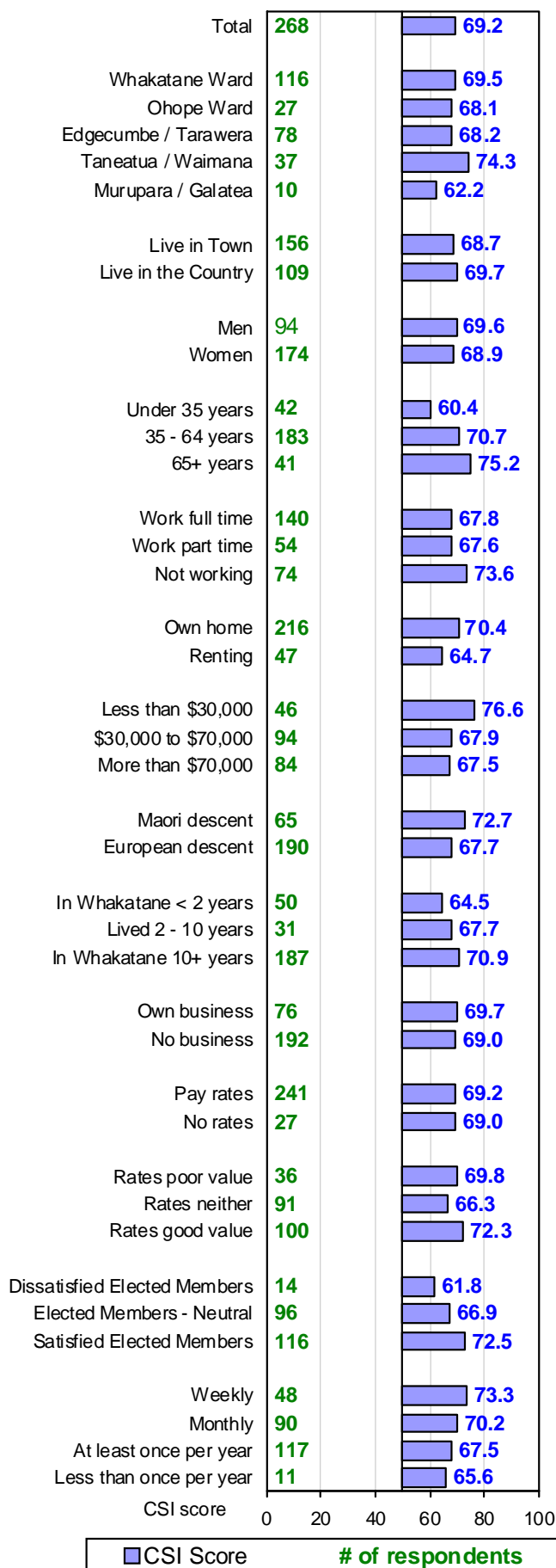
Satisfaction with the Public Toilets by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with Public Toilets across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Public Toilets were:

- The respondents who used Public Toilets weekly (CSI Score 73.3) are significantly more satisfied than those who use these less often.
- Those from the Murupara / Galatea Ward (CSI Score 62.2) appear less satisfied than those from the other Wards (CSI Score 68.1 to 74.3).
- Respondents who thought they received good value for their rates (CSI Score 72.3) appear more satisfied than those who thought they got poor value for their rates (CSI Score 69.8).
- Respondents aged under 35 (CSI Score 60.4) appear less satisfied than those from other age groups.
- Those with a household income of less than \$30,000 (CSI Score 76.6) appear more satisfied than those in the higher income brackets (CSI Score 67.9 - 67.5).
- Respondents who are not in paid employment (CSI Score 73.6) are more satisfied than those who are in paid employment
- Respondents who were renting (CSI Score 64.7) appear less satisfied than those who own their own home
- Those who are satisfied with the Elected Members (CSI Score 72.5) are significantly more satisfied than those who were dissatisfied.



The Harbour facilities and surrounding environment in Whakatane CBD

Respondents were asked how often they used the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the past year. Note previously this was asked as the 'Harbour facilities (the Port and surrounding environment)' without reference to Whakatane CBD.

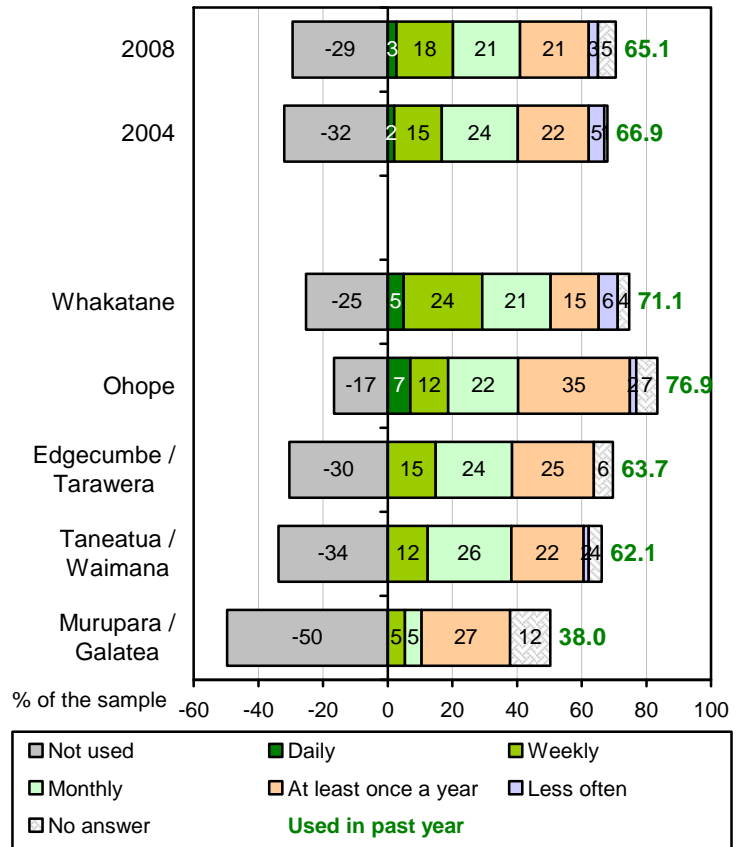
The Harbour facilities in Whakatane

Two thirds of the respondents (65%) had use the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the past 12 months while over a quarter (29%), had not used the Harbour facilities in Whakatane in the Whakatane District and 5% didn't know.

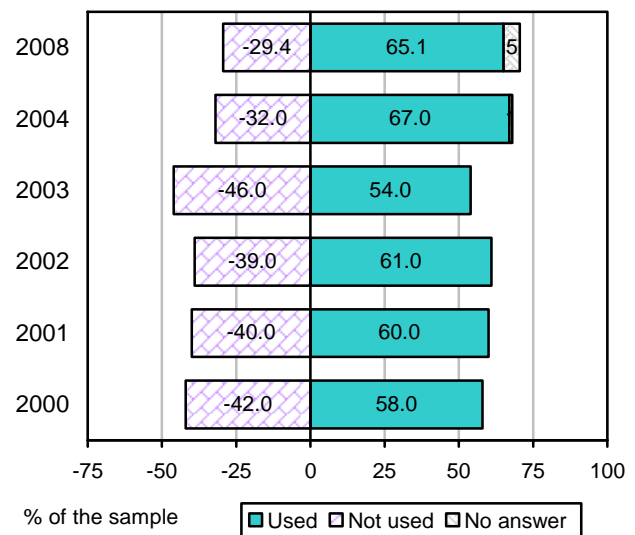
Almost a fifth of the respondents (18%) used the Harbour facilities in Whakatane on a weekly basis while 3% used the Harbour facilities in Whakatane on a daily basis.

A fifth of the respondents (21%) used the Harbour facilities in monthly while (21%) used them at least once a year and 3% used the Harbour facilities in Whakatane less often. The results are similar to the previous years.

Usage of the Harbour facilities in Whakatane was higher in the Ohope Ward (77%) and Whakatane Ward (71%) versus 38% - 64% for the other Wards.

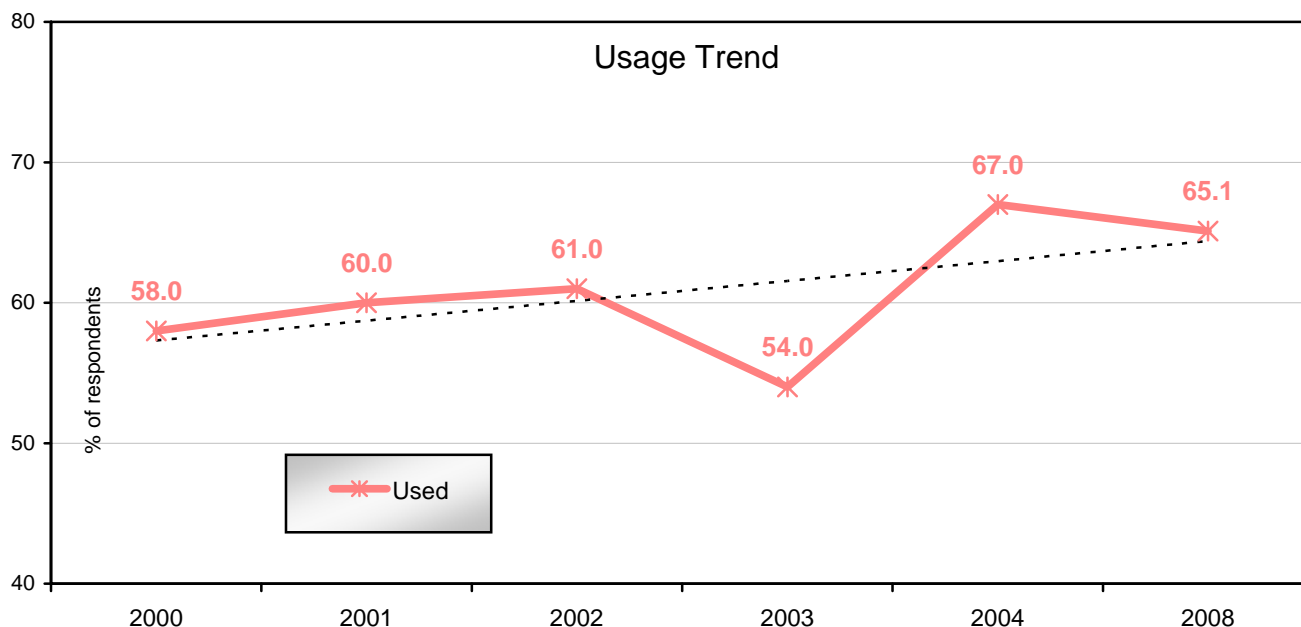


Comparing the history of the Harbour facilities in Whakatane CBD including the Port and surrounding environment usage shows that current usage is in the middle of the range with 65% of respondents saying they had used the Harbour facilities in Whakatane CBD in the past 12 months.



The chart shows the usage trend for the Harbour facilities in Whakatane CBD including the Port and surrounding environment based on the percentage who had used these facilities in the past 12 months. This shows that usage at 65.1% is down 1.9 points on 2004.

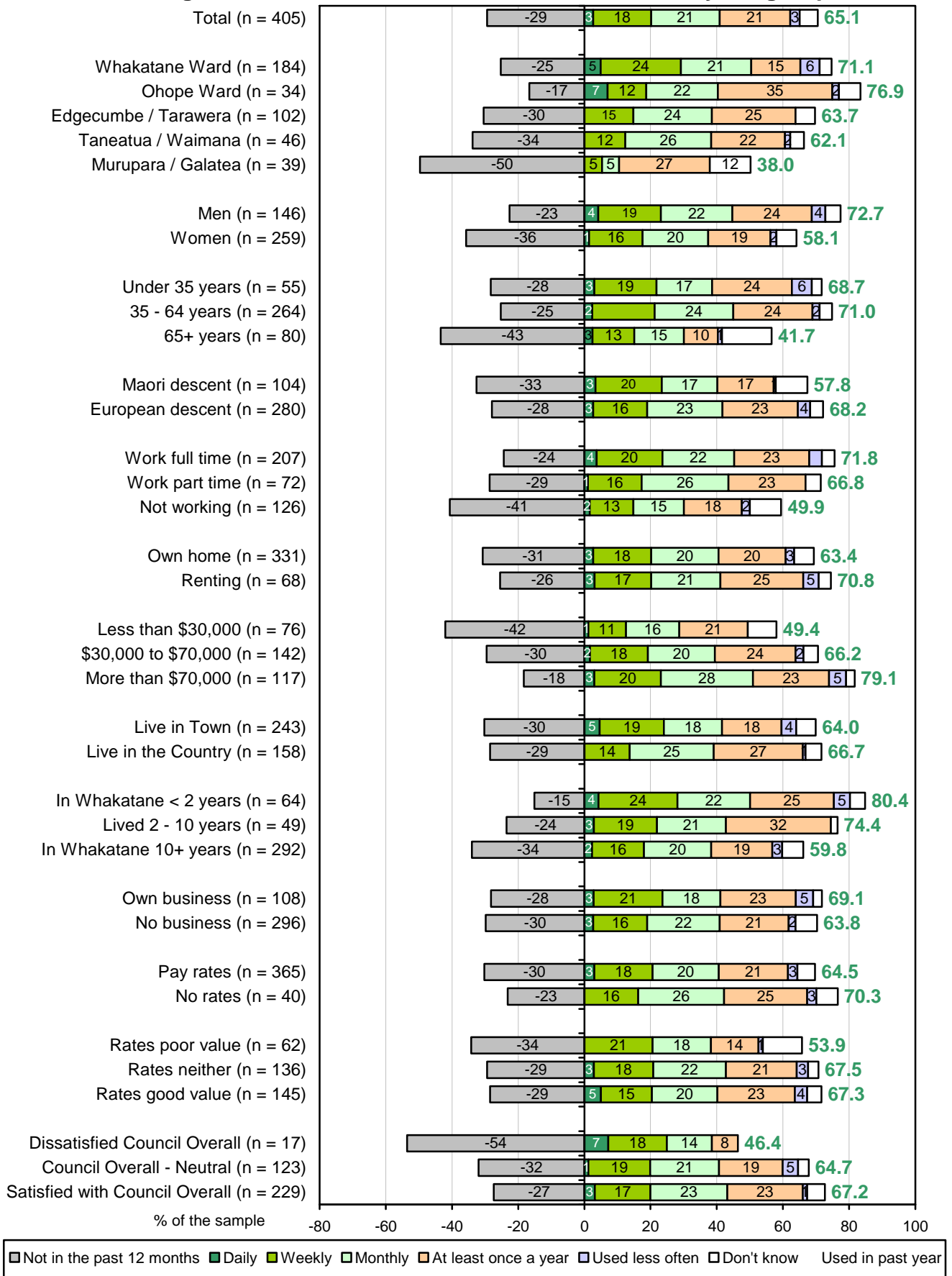
Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Harbour facilities in Whakatane CBD including the Port and surrounding environment among the various subgroups of interest. Respondents who were significantly **more likely** to use the Harbour facilities in Whakatane include:

- Those who have lived in the Whakatane District between 0 - 2 years (80%)
- Men (73%)
- Those aged 35 - 64 (71%) or under 35 (69%)
- Those from the Ohope (77%) or Whakatane Ward (71%)
- Those who are satisfied with the overall performance of Council (67%)
- Those working full time in paid employment (72%)
- Those with a household income over \$70,000 (79%)
- Those of European descent (68%)

Usage of the Harbour facilities in Whakatane CBD by subgroup

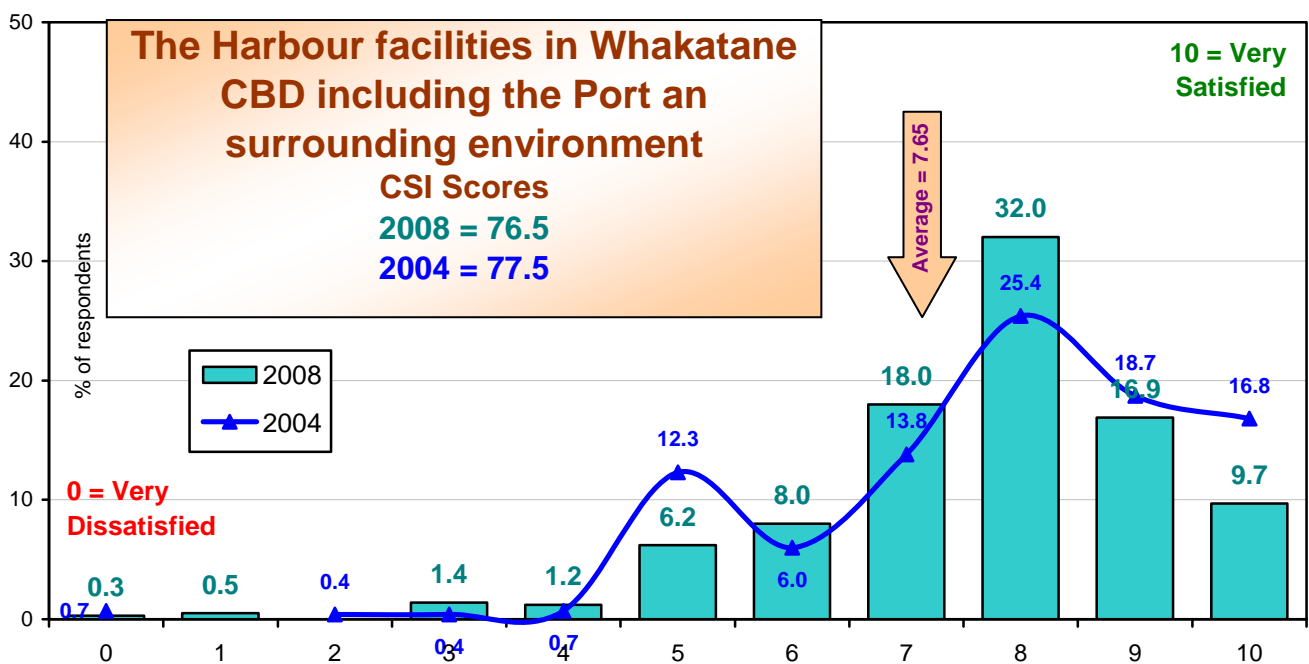


Satisfaction with the Harbour facilities in Whakatane CBD

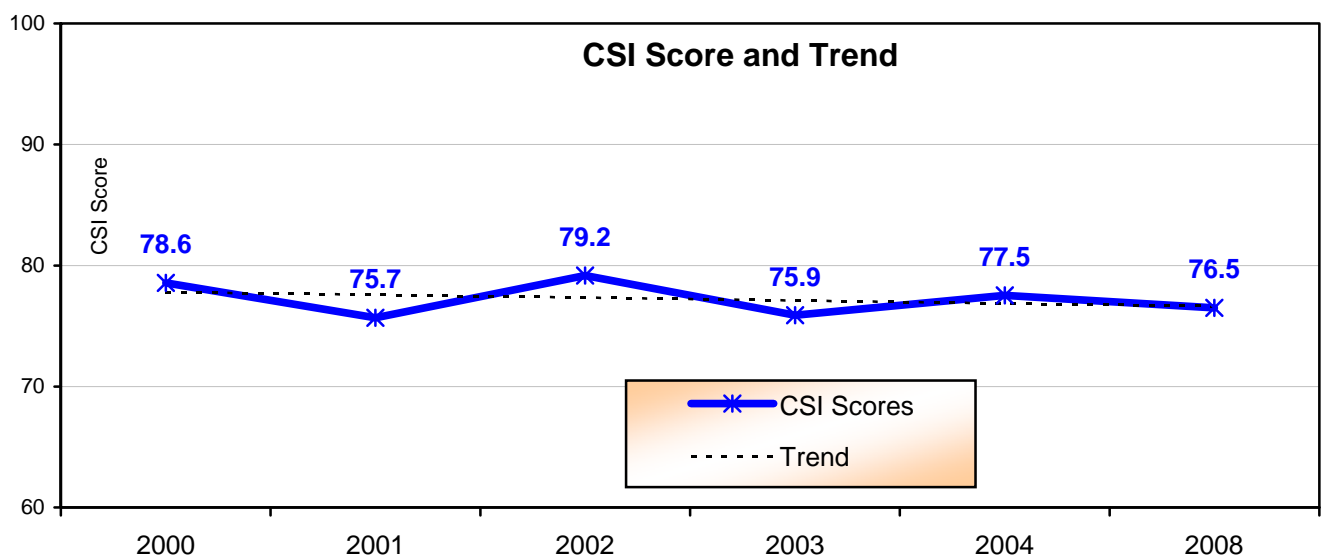
Respondents who had used the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the last 12 months (n=253) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents (77%) were satisfied with the Harbour facilities in Whakatane (Scores 7 – 10), including 27% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (32%). A seventh of the subgroup (15%) rated the Harbour facilities in Whakatane with a score that was neutral (Scores 4 – 6), while only 5 respondents (2.1%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI Score for the Harbour facilities in Whakatane was 76.5, which reflects that users are satisfied with the Harbour facilities in Whakatane.

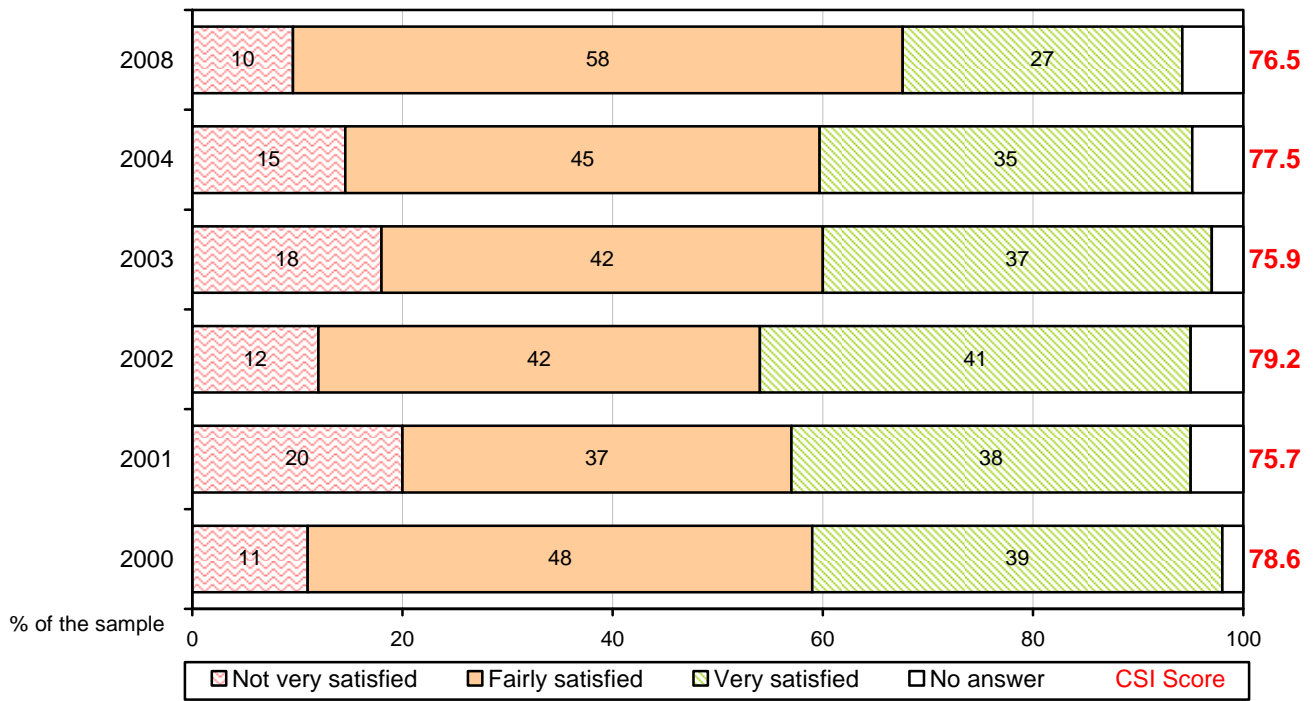


The CSI Score of 76.5 is 1.0 points lower than the 2004 result but is on par with the current trend line.

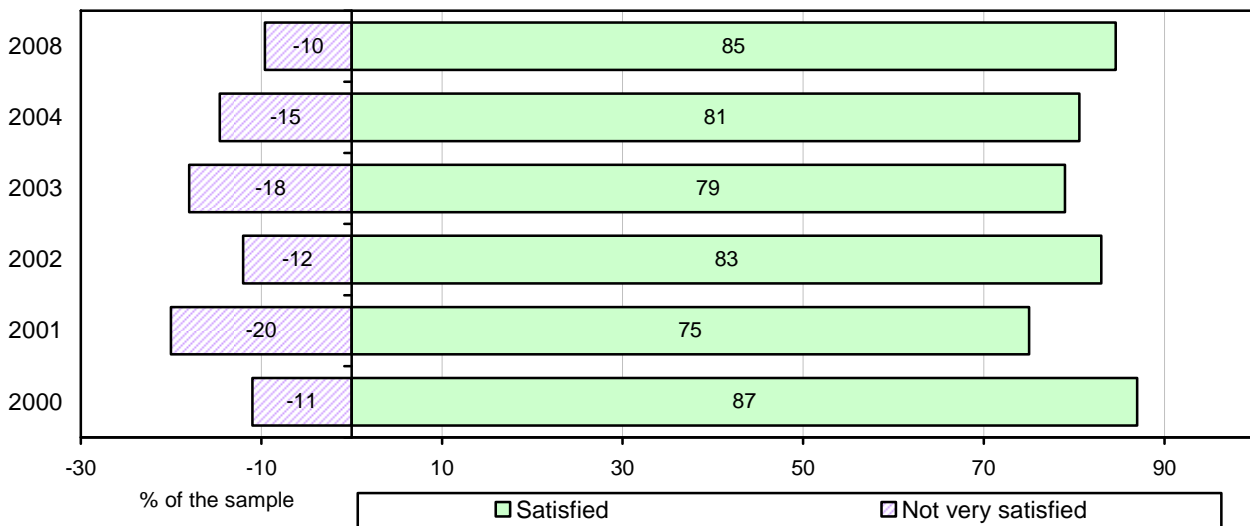


The Harbour facilities in Whakatane CBD Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Harbour facilities in Whakatane CBD including the Port and surrounding environment using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (58%) are fairly satisfied with the Harbour facilities in Whakatane with a further 27% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is 1.0 points lower than 2004.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction level remains high.



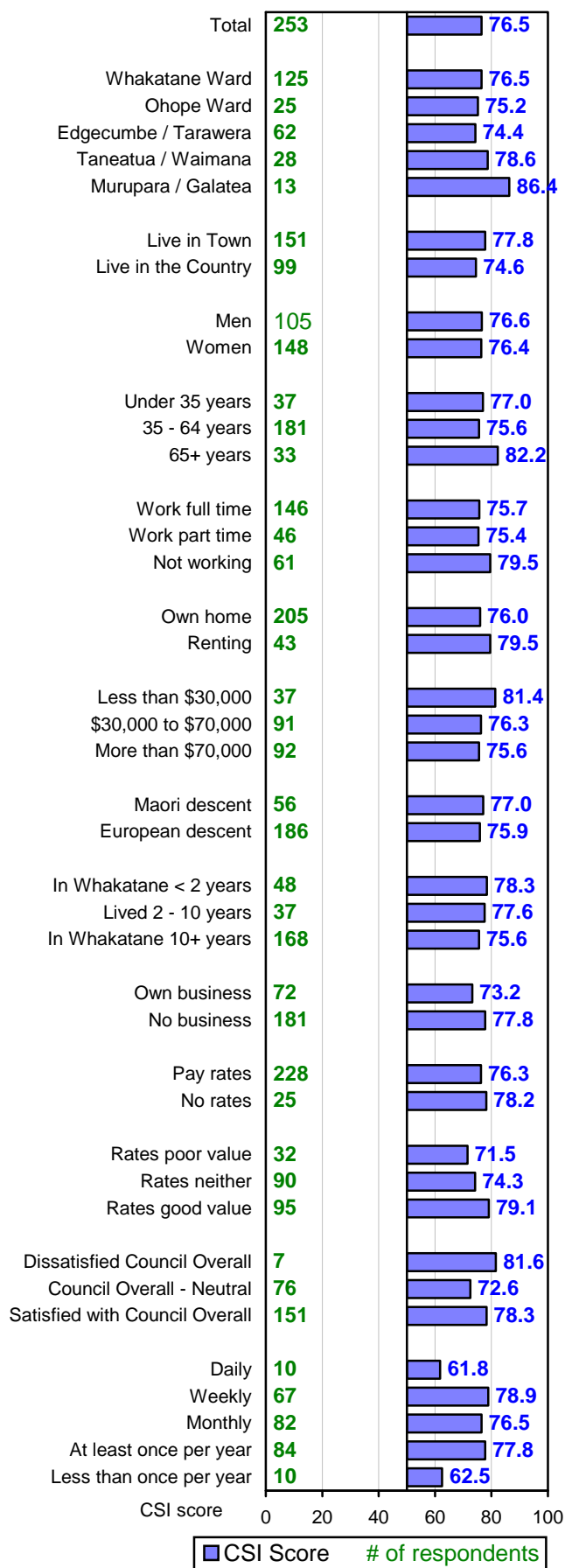
Satisfaction with the Harbour facilities in Whakatane by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably high levels of satisfaction with The Harbour facilities in Whakatane across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Harbour facilities in Whakatane were:

- The respondents who used the Harbour facilities in Whakatane weekly (CSI Score 78.9) appear more satisfied than the few who use them daily (CSI Score 61.8) or those who use them less often.
- Those from the Murupara / Galatea Ward (CSI Score 86.4) appear more satisfied than those from the other Wards (CSI Score 74.4 to 78.6).
- Respondents who thought they received good value for their rates (CSI Score 79.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 71.5).
- Respondents aged over 65 (CSI Score 82.2) appear more satisfied than those from other age groups.
- Those with a household income of less than \$30,000 (CSI Score 81.4) appear more satisfied than those in the higher income brackets (CSI Score 75.6 - 76.3).



Boat ramps in Whakatane town

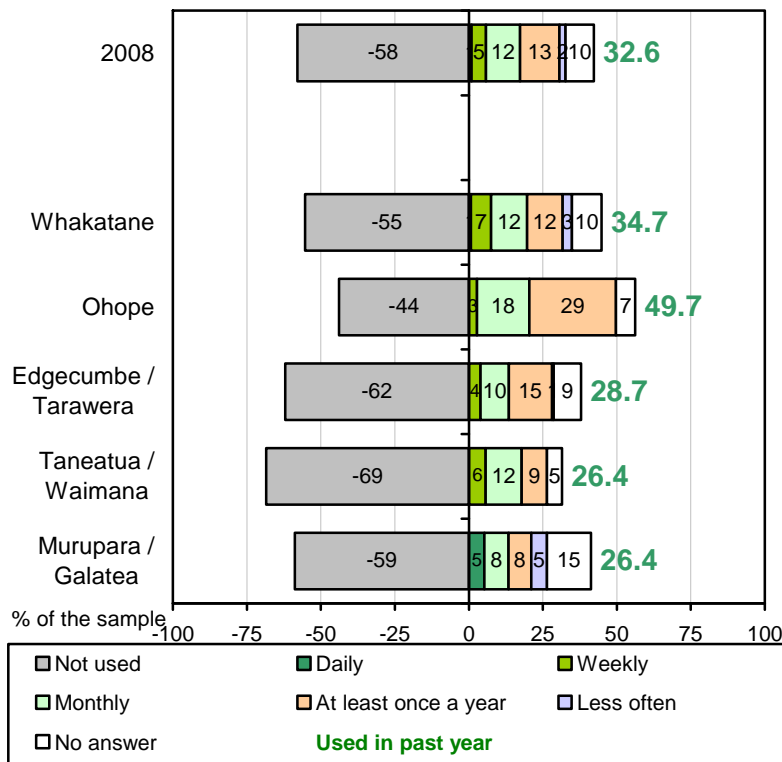
Respondents were asked how often they used the Boat ramps in Whakatane town in the past year. This was asked for the first time this year.

Frequency of using Boat ramps in Whakatane town

Over half of the respondents (58%) had not used the Boat ramps in Whakatane town in the past 12 months, while 10% didn't know.

Of those who did use them, the largest group (13%) used them at least once per year. An eighth of the sample (12%) had used them on a monthly basis and 5% on a weekly basis. Four respondents (1%) used the Boat ramps in Whakatane town daily, while 2% had used them but less than once per year.

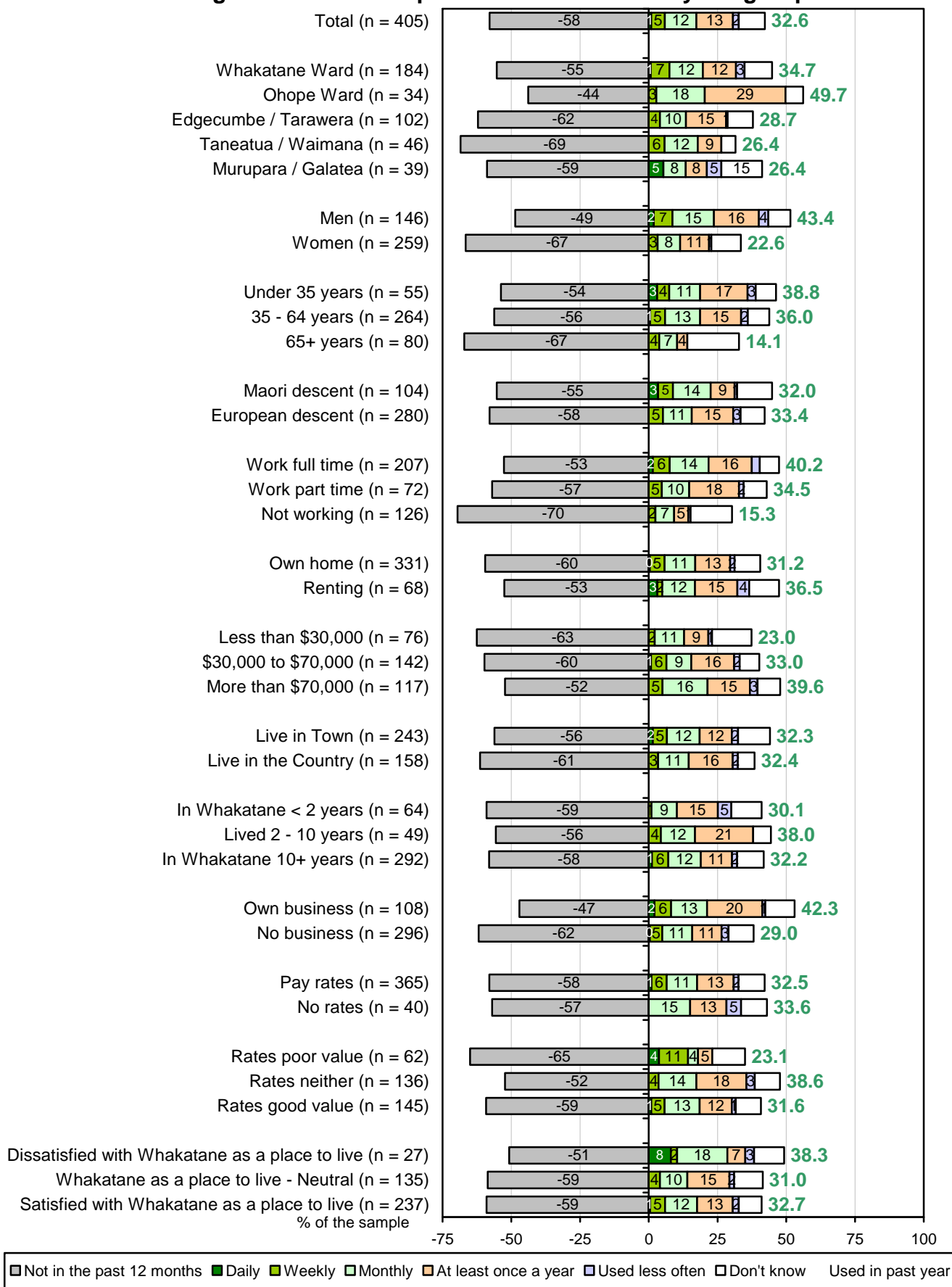
Usage of the Boat ramps in Whakatane town was higher in the Ohope Ward (50%) versus 26% - 35% for those from the other Wards.



The chart over the page compares the usage of the Boat ramps in Whakatane town among the various subgroups of interest. Respondents who were significantly **more likely** to use the Boat ramps in Whakatane town include:

- Those aged under 35 (39%)
- Men (43%)
- Those from the Ohope Ward (50%)
- Those working full time (40%) in paid employment
- Those with a household income of over \$70,000 (40%)
- Those who own or operate their own business (42%)

Usage of the Boat ramps in Whakatane town by subgroup

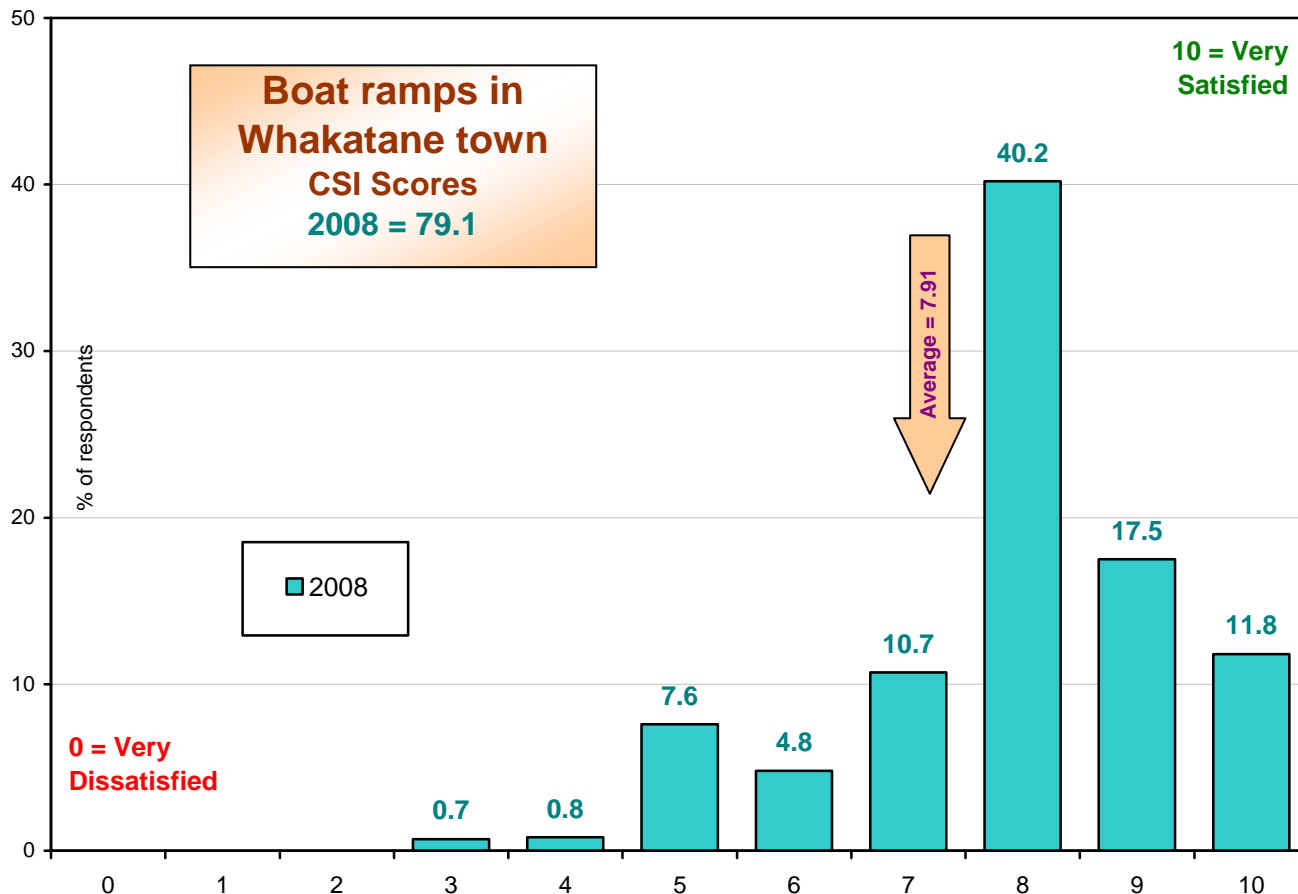


Satisfaction with Boat ramps in Whakatane town

Respondents who had used Boat ramps in Whakatane town in the last 12 months (n=115) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (80%) were satisfied with Boat ramps in Whakatane town (Scores 7 – 10). Over a quarter (29%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (40%). An eighth of the subgroup (13%) rated the Boat ramps in Whakatane town with a score that was neutral (Scores 4 – 6), and 0.7% (1 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Boat ramps in Whakatane town was 79.1. This indicates a very good level of satisfaction.



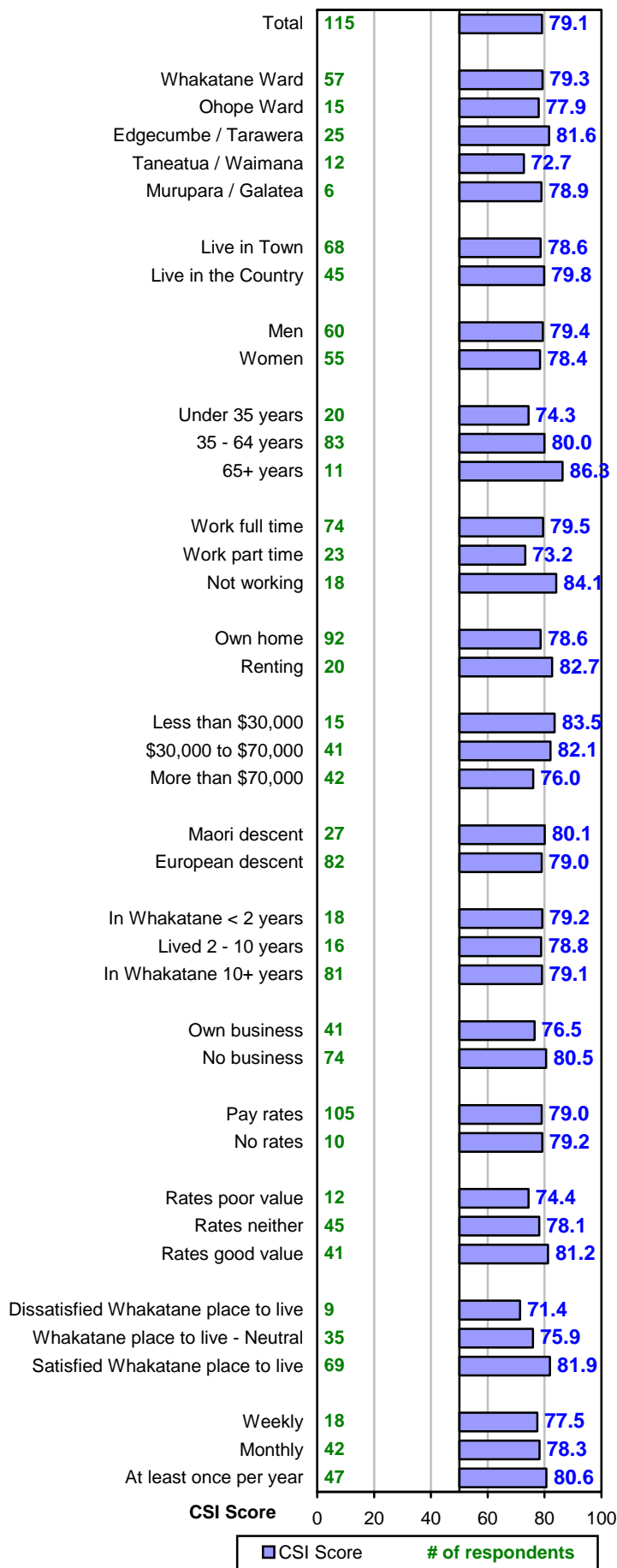
Satisfaction with Boat ramps in Whakatane town by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with Boat ramps in Whakatane town across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with Boat ramps in Whakatane town were:

- The few respondents who used Boat ramps in Whakatane town weekly (CSI Score 77.5) appear less satisfied than those who use these monthly or once per year
- Those from the Taneatua / Waimana Ward (CSI Score 72.7) appear more satisfied than those from the other Wards (CSI Score 77.9 to 81.6).
- Respondents who thought they received good value for their rates (CSI Score 81.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 74.4).
- Respondents aged over 65 (CSI Score 86.3) appear more satisfied than those from other age groups.
- Those with a household income of more than \$70,000 (CSI Score 76.0) appear less satisfied than those in the lower income brackets (CSI Score 83.5 – 82.1).
- Those who were satisfied with Whakatane as a place to live (CSI Score 81.9) were significantly more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI Score 71.4).



The boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour

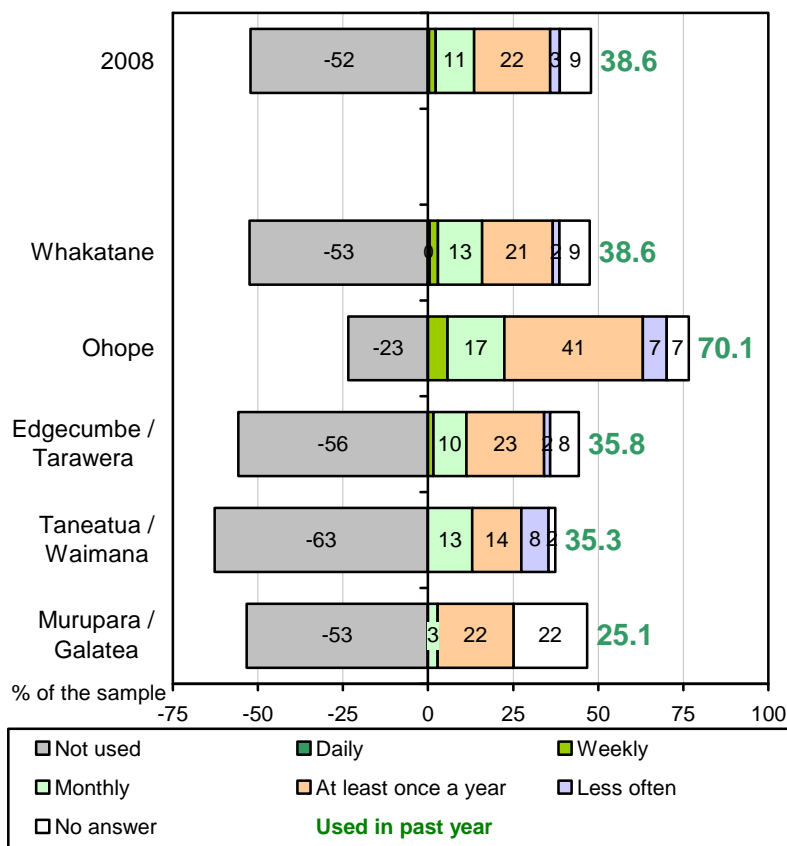
Respondents were asked how often they used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the past year. This was asked for the first time this year.

Frequency of using the facilities at Ohiwa Harbour

Over half of the respondents (52%) had not used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the past 12 months, while 9% didn't know.

Of those who did use them, the largest group (22%) used them at least once per year. A ninth of the sample (11%) had used them on a monthly basis and 2% on a weekly basis. One respondent (0.2%) used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour daily, while 3% had used them but less than once per year.

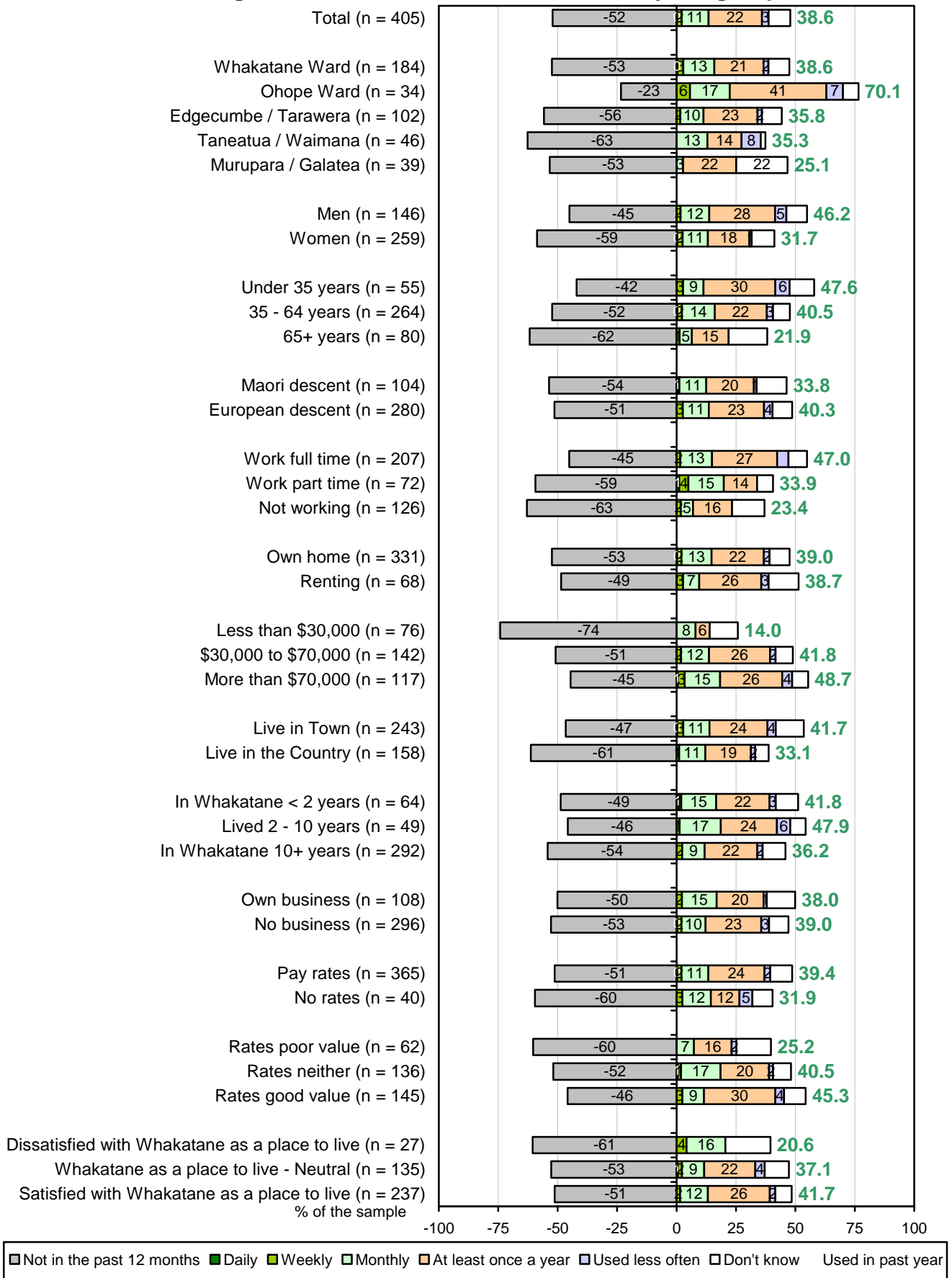
Usage of the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour was higher in the Ohope Ward 70% versus 25% - 39% for those from the other Wards.



The chart over the page compares the usage of the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour among the various subgroups of interest. Respondents who were significantly **more likely** to use the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour include:

- Those aged under 35 (48%)
- Men (46%)
- Those from the Ohope Ward (70%)
- Those working full time (47%) in paid employment
- Those with a household income of over \$70,000 (49%)
- Those who live in town (42%)
- Those who were satisfied with Whakatane as a place to live (42%)

Usage of the Facilities at Ohiwa Harbour by subgroup

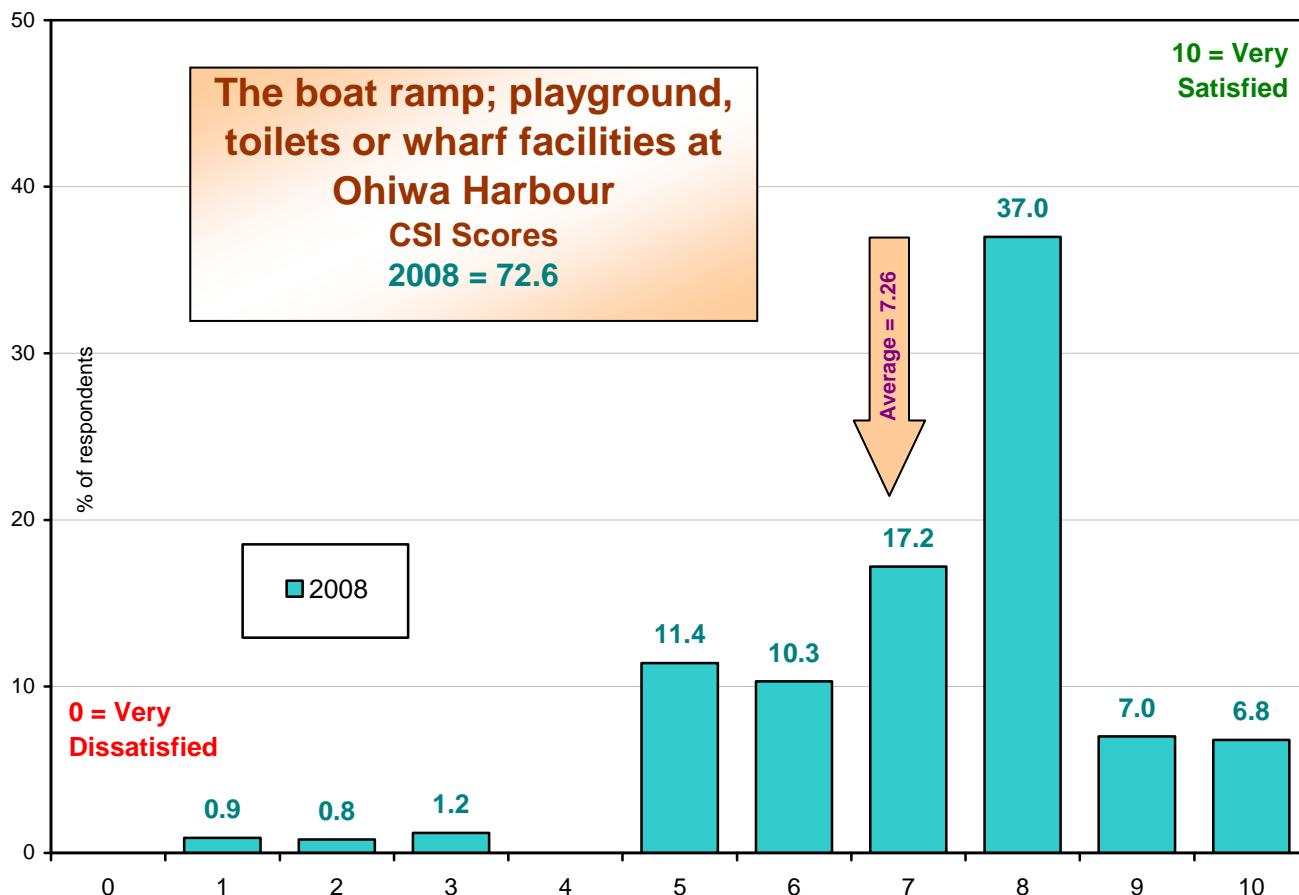


Satisfaction with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour

Respondents who had used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the last 12 months (n=141) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (68%) were satisfied with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour (Scores 7 – 10). A seventh (14%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (37%). A fifth of the subgroup (22%) rated the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour with a score that was neutral (Scores 4 – 6), and 3% (5 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour was 72.6. This indicates a reasonable level of satisfaction but with the potential for improvement.



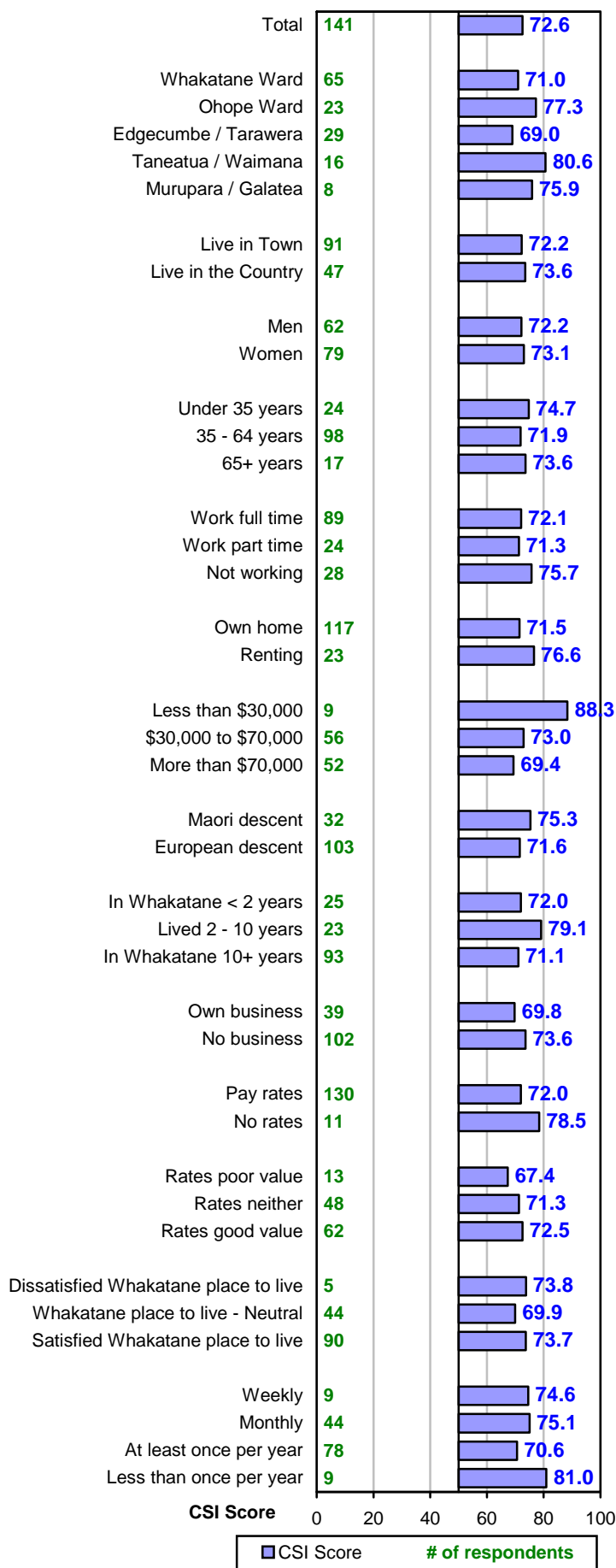
Satisfaction with the facilities at Ohiwa Harbour by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour were:

- The few respondents who used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour less than once per year (CSI Score 81.0) appear more satisfied than those who use these more often.
- Those from the Taneatua / Waimana Ward (CSI Score 80.6) appear more satisfied than those from the other Wards (CSI Score 69.0 to 77.3).
- Those with a household income of more than \$70,000 (CSI Score 69.4) appear less satisfied than those in the lower income brackets (CSI Score 88.3 –73.0).
- Those who have lived in Whakatane for 2 - 10 years (CSI Score 79.1) appear more satisfied than those who have lived there under 2 years (CSI Score 72.0) or more than 10 years (CSI Score 71.1).



The facilities at Thornton Domain

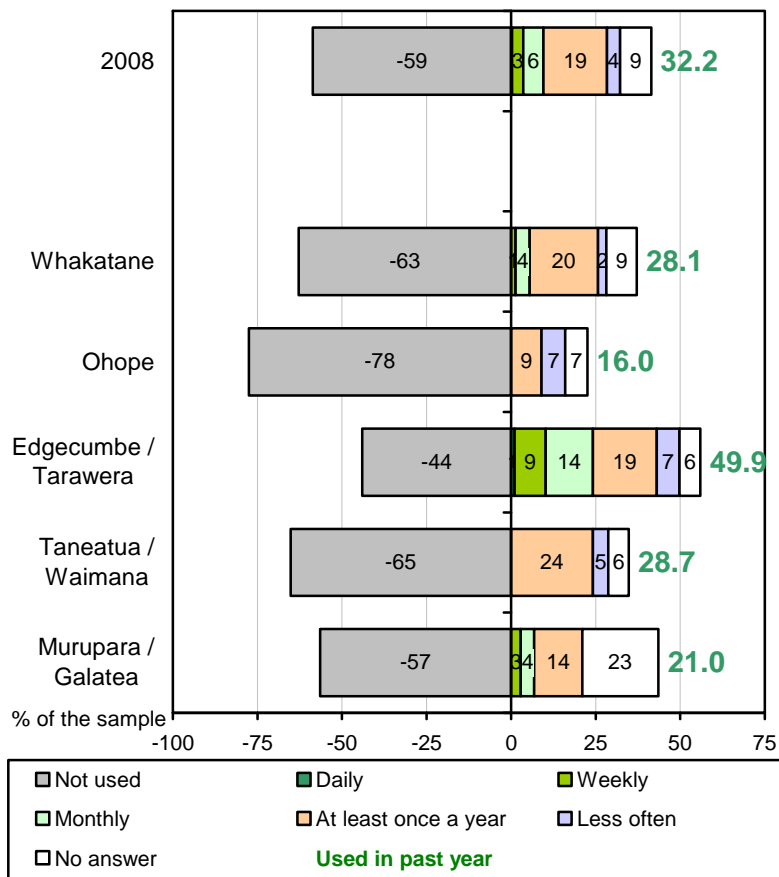
Respondents were asked how often they used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the past year. This was asked for the first time this year.

Frequency of using facilities at Thornton Domain

Over half of the respondents (59%) had not used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the past 12 months, while 9% didn't know.

Of those who did use them, the largest group (19%) used them at least once per year, 6% had used them on a monthly basis and 3% on a weekly basis. One respondent (0.3%) used the boat ramps, reserve, playground or toilet facilities at Thornton Domain daily, while 4% had used them but less than once per year.

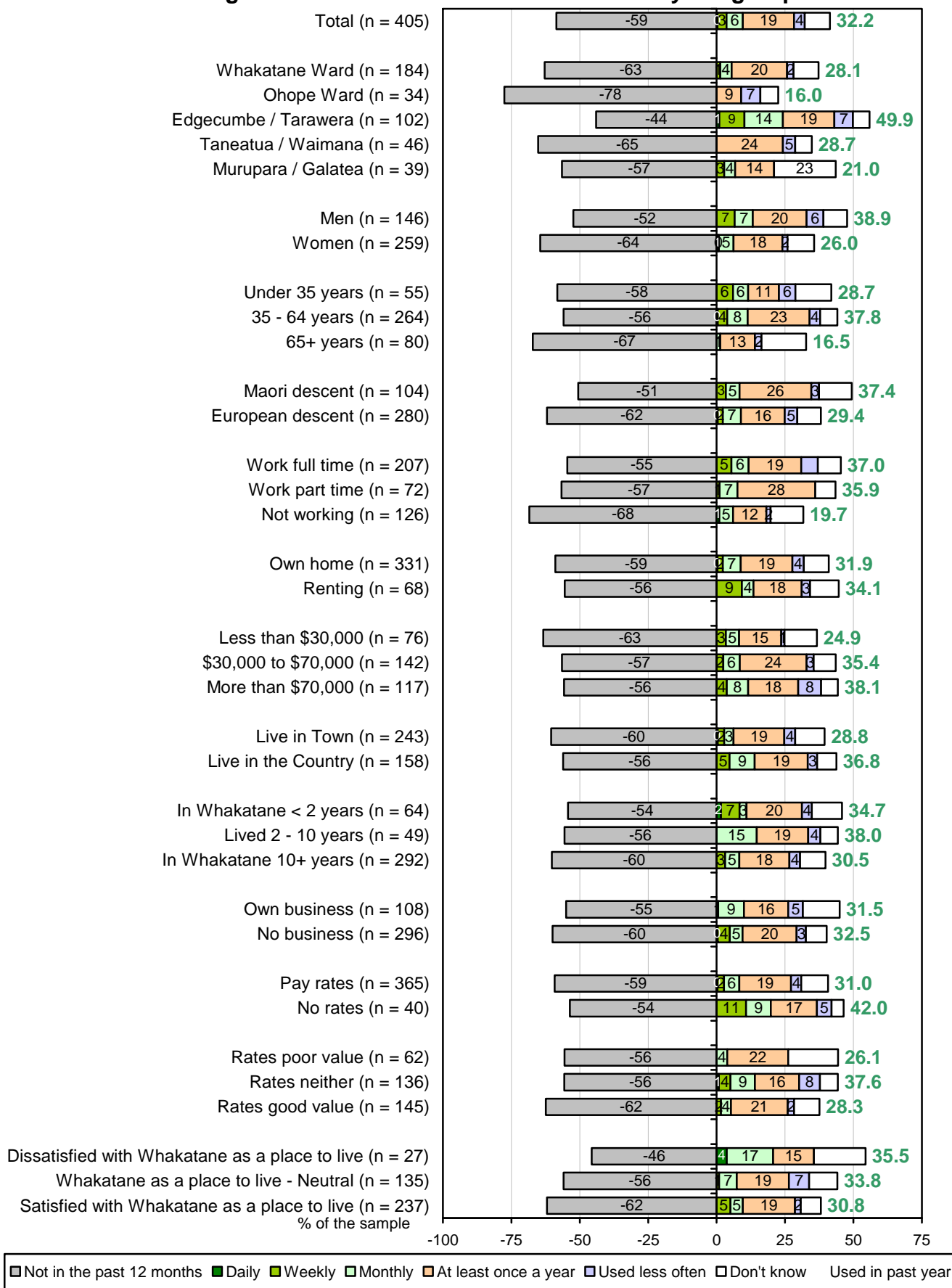
Usage of the boat ramps, reserve, playground or toilet facilities at Thornton Domain was higher in the Edgecumbe / Tarawera Ward (50%) versus 16% - 29% for those from the other Wards.



The chart over the page compares the usage of the boat ramps, reserve, playground or toilet facilities at Thornton Domain among the various subgroups of interest. Respondents who were significantly **more likely** to use the boat ramps, reserve, playground or toilet facilities at Thornton Domain include:

- Those from the Edgecumbe / Tarawera Ward (50%)
- Those aged between 35 - 64 years (38%)
- Men (39%)
- Those working full time (37%) or part time (36%) in paid employment
- Those with a household income of over \$70,000 (38%)
- Those of Maori descent (37%)

Usage of the facilities at Thornton Domain by subgroup

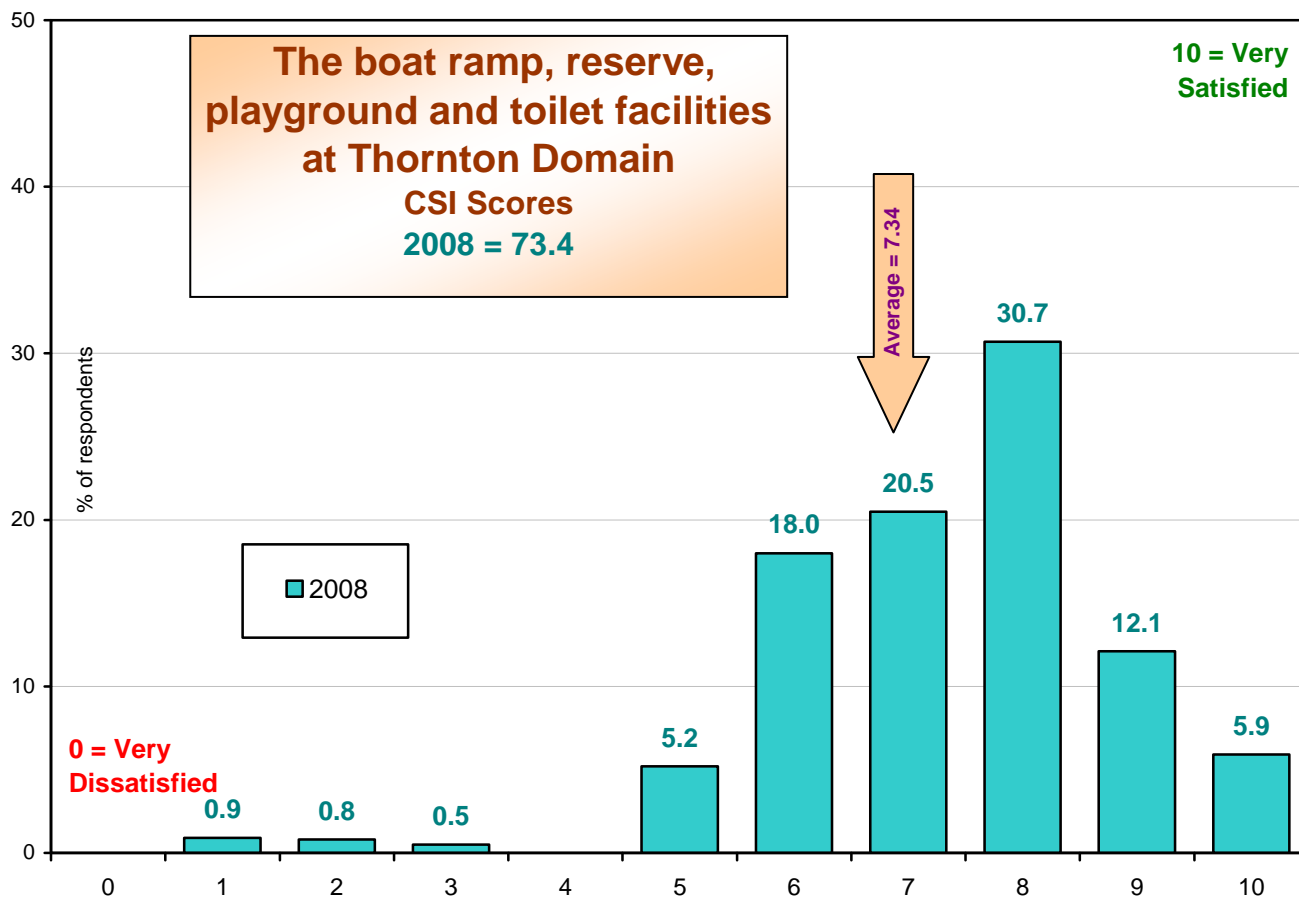


Satisfaction with the facilities at Thornton Domain

Respondents who had used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the last 12 months (n=117) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (69%) were satisfied with the boat ramps, reserve, playground or toilet facilities at Thornton Domain (Scores 7 – 10). Almost a fifth (18%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%). A quarter of the subgroup (23%) rated the boat ramps, reserve, playground or toilet facilities at Thornton Domain with a score that was neutral (Scores 4 – 6), and 2% (3 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the boat ramps, reserve, playground or toilet facilities at Thornton Domain was 73.4. This indicates a good level of satisfaction but with the potential for improvement.



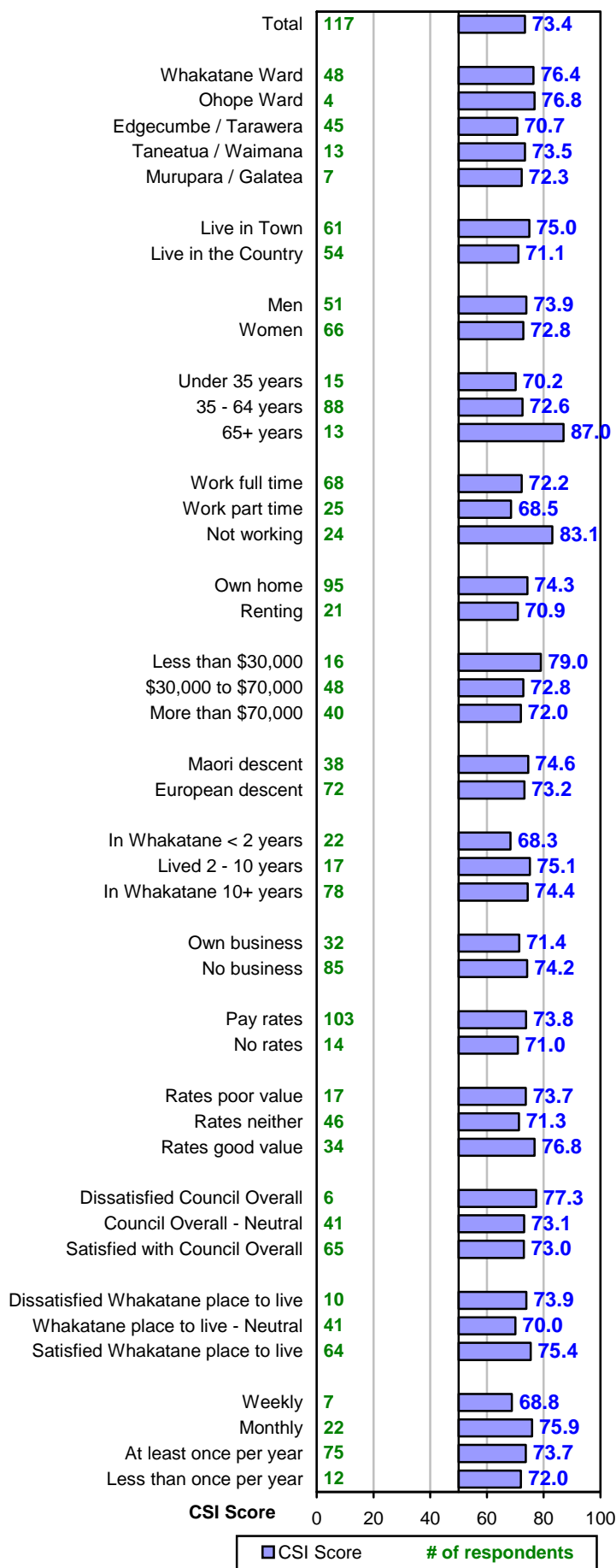
Satisfaction with the facilities at Thornton Domain by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with the boat ramps, reserve, playground or toilet facilities at Thornton Domain across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the boat ramps, reserve, playground or toilet facilities at Thornton Domain were:

- The few respondents who used the boat ramps, reserve, playground or toilet facilities at Thornton Domain weekly (CSI Score 68.8) appear less satisfied than those who use these monthly or at least once per year
- Those from the Edgecumbe / Tarawera Ward (CSI Score 70.7) appear less satisfied than those from the other Wards. (CSI Score 72.3 to 76.8).
- Respondents who thought they received good value for their rates (CSI Score 76.8) were more satisfied than those who thought they got poor value for their rates (CSI Score 73.7).
- Respondents aged over 65 (CSI Score 87.0) appear more satisfied than those from other age groups.
- Those with a household income of more than \$70,000 (CSI Score 72.0) appear less satisfied than those in the lower income brackets (CSI Score 72.8 – 79.0).



Boat moorings in Whakatane or Ohiwa

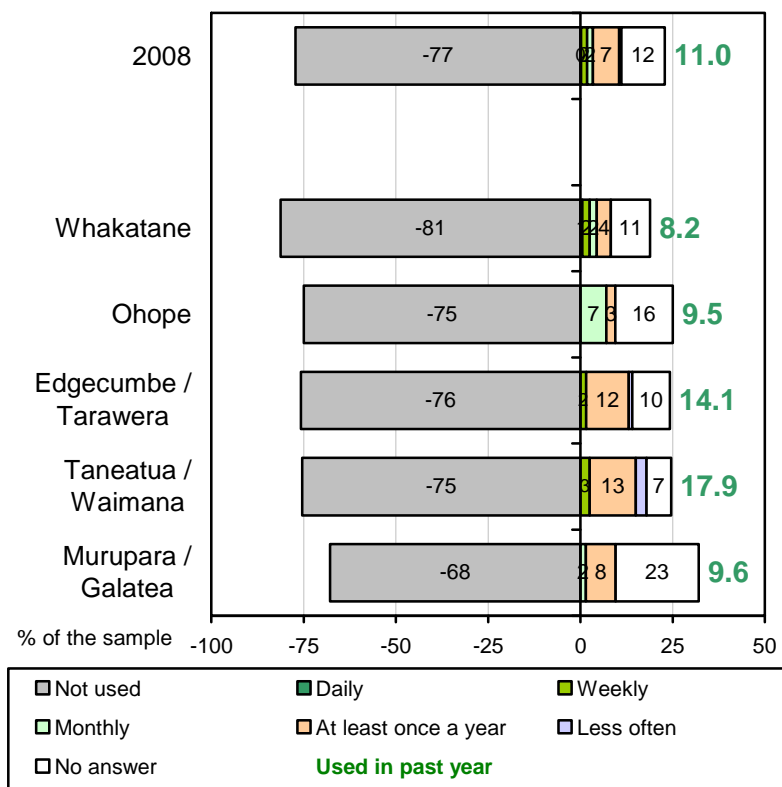
Respondents were asked how often they used the Boat moorings in Whakatane or Ohiwa in the past year. This was asked for the first time this year.

Frequency of using Boat moorings in Whakatane or Ohiwa

Three quarters of the respondents (77%) had not used the Boat moorings in Whakatane or Ohiwa in the past 12 months, while 12% didn't know.

Of those who did use them, the largest group (7%) used them at least once per year. A few respondents (2%) had used them on a monthly basis and 2% on a weekly basis. One respondent (0.2%) used the Boat moorings in Whakatane or Ohiwa daily, while 0.6% had used them but less than once per year.

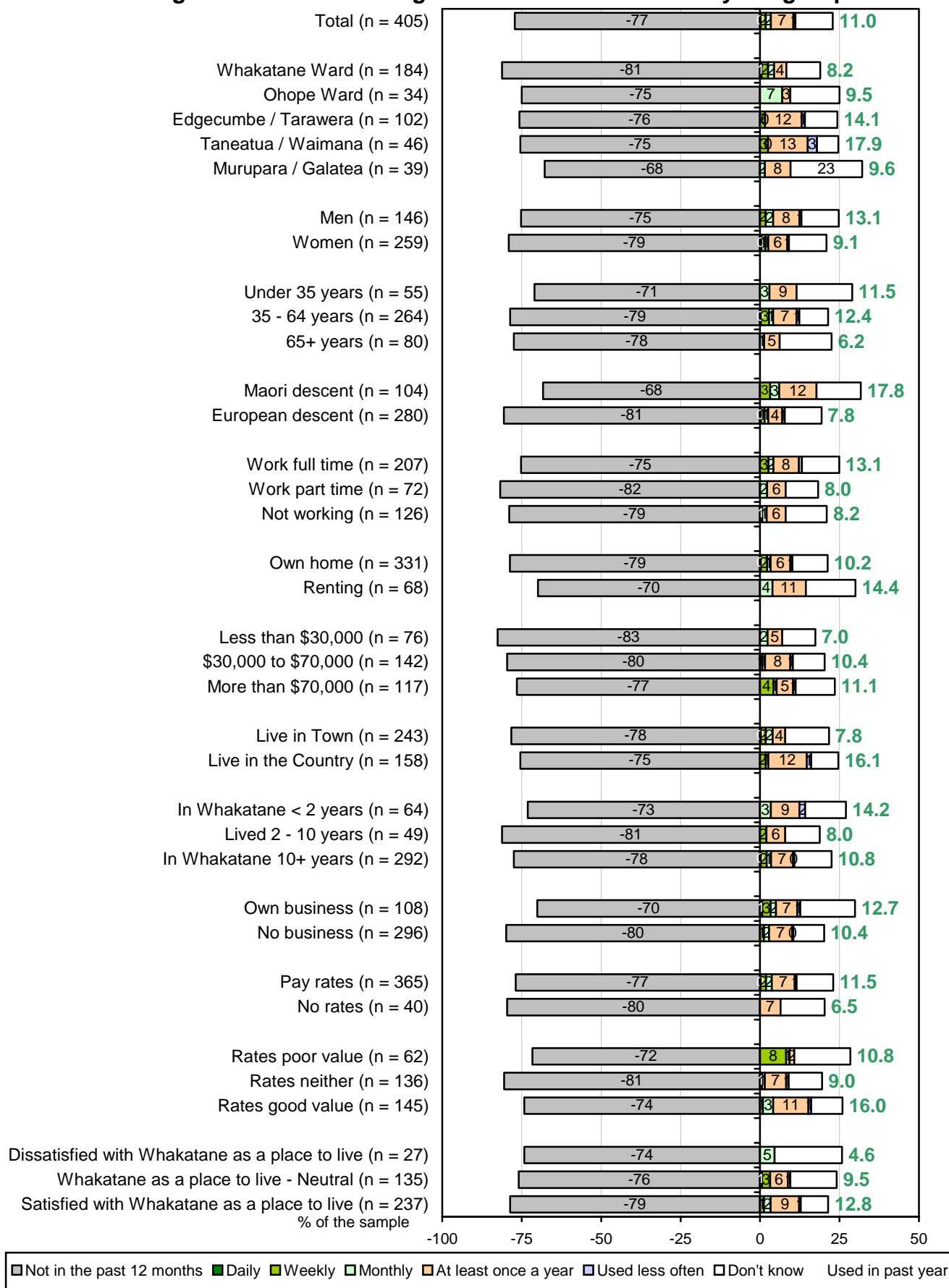
Usage of the Boat moorings in Whakatane or Ohiwa was highest in the Taneatua / Waimana Ward 18% versus 8% - 14% for those from the other Wards.



The chart over the page compares the usage of the Boat moorings in Whakatane or Ohiwa among the various subgroups of interest. Respondents who were significantly **more likely** to use the Boat moorings in Whakatane or Ohiwa include:

- Those from the Taneatua / Waimana Ward (18%)
- Men (13%)
- Those who live in the country (16%)
- Those working full time (13%) in paid employment
- Those who thought they received good value for their rates (16%)

Usage of the Boat moorings in Whakatane or Ohiwa by subgroup

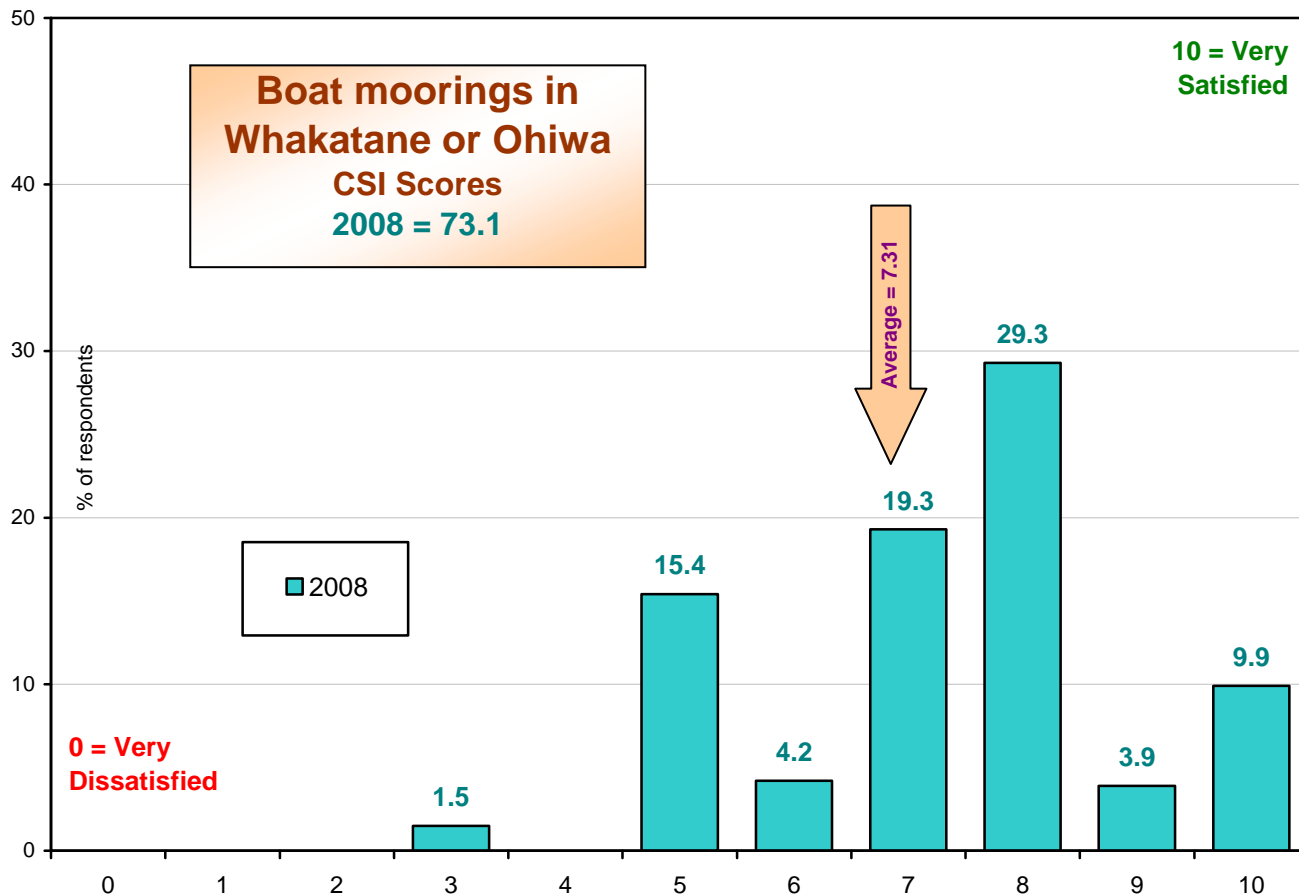


Satisfaction with Boat moorings in Whakatane or Ohiwa

Respondents who had used Boat moorings in Whakatane or Ohiwa in the last 12 months (n=38) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (63%) were satisfied with Boat moorings in Whakatane or Ohiwa (Scores 7 – 10). A seventh (14%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (29%). A fifth of the subgroup (20%) rated the Boat moorings in Whakatane or Ohiwa with a score that was neutral (Scores 4 – 6), and 1.5% (1 respondent) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Boat moorings in Whakatane or Ohiwa was 73.1. This indicates a good level of satisfaction with the potential for improvement.



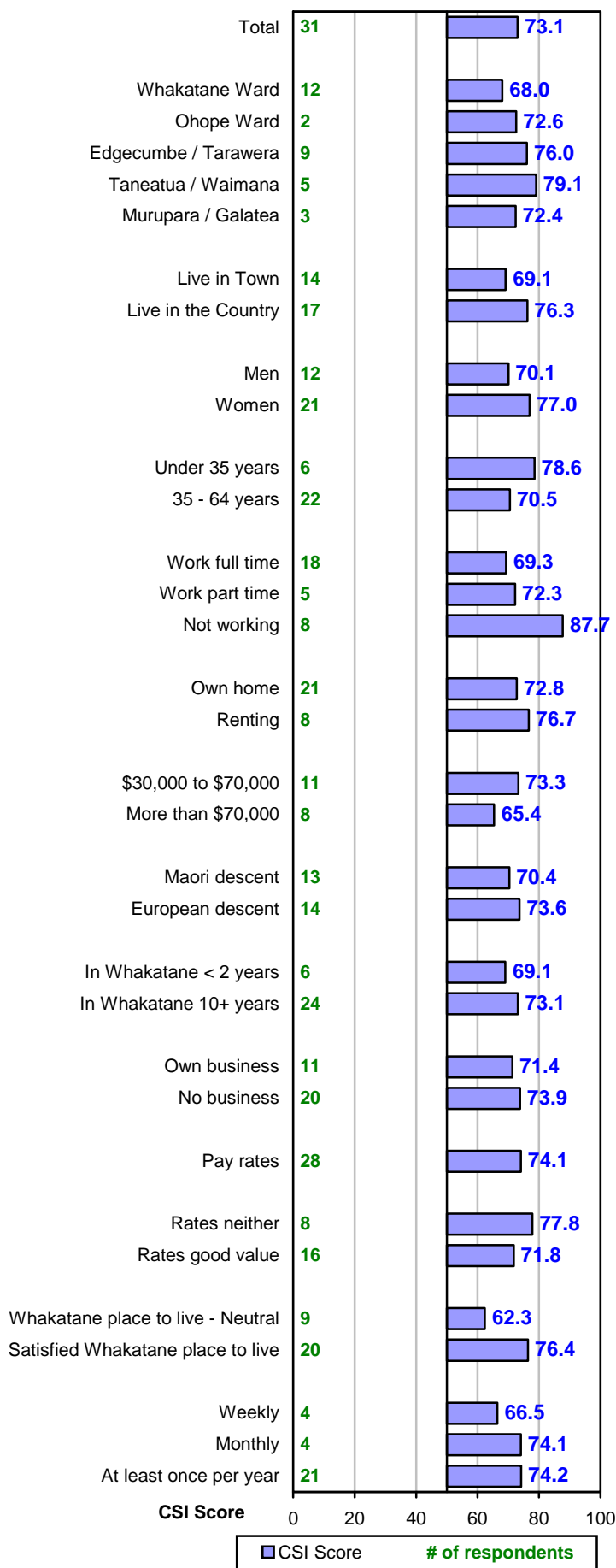
Satisfaction with Boat moorings in Whakatane or Ohiwa by demographics

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with Boat moorings in Whakatane or Ohiwa across most of the subgroups of interest

The number of respondents in the subgroups are too small to be able to draw any conclusions about the differences in CSI scores.



Kerbside Recyclable Collection

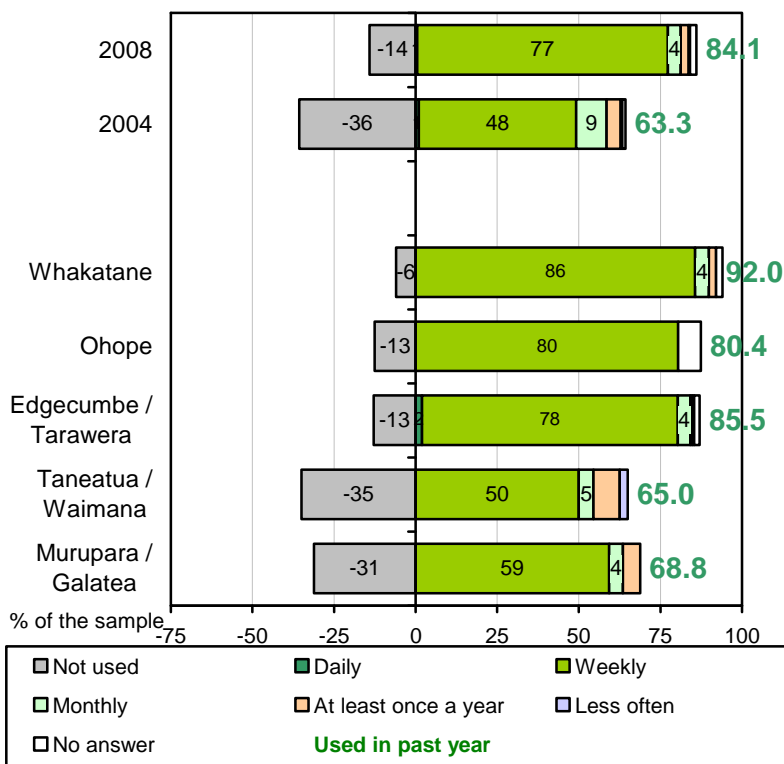
Respondents were asked how often they used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the past year. Note previously this was asked as the 'Household recycling service'.

Frequency of using Kerbside Recyclable Collection

The majority of the respondents (84%) had used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the past 12 months, while 14% had not used and 2% didn't know if they had used.

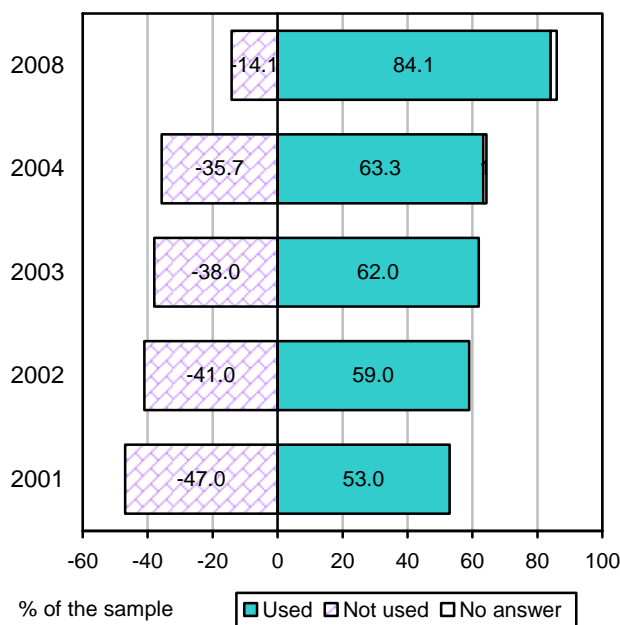
Three quarters (77%) of those who did use them used them on a weekly basis, 4% had used them monthly and one respondent (0.5%) had used them daily. A few (3%) used the Kerbside Recyclable Collection at least once per year and two respondents (0.4%) used them less than once per year.

Usage of the Kerbside Recyclable Collection was lower in the Taneatua / Waimana Ward (65%) and Murupara / Galatea Ward. (69%).

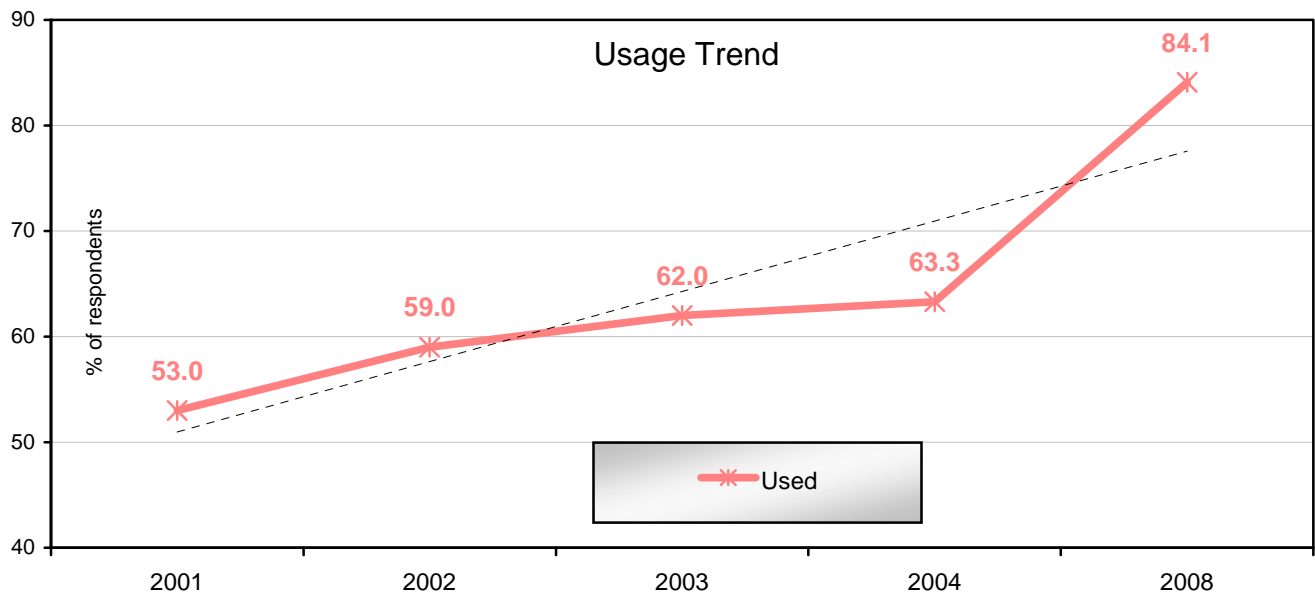


Comparing the history of Kerbside Recyclable Collection of paper, plastic, glass and cans usage shows that current usage at 84% is up 20.8% from the 2004 result.

It is important to note that in the previous survey this was asked as household recycling service.



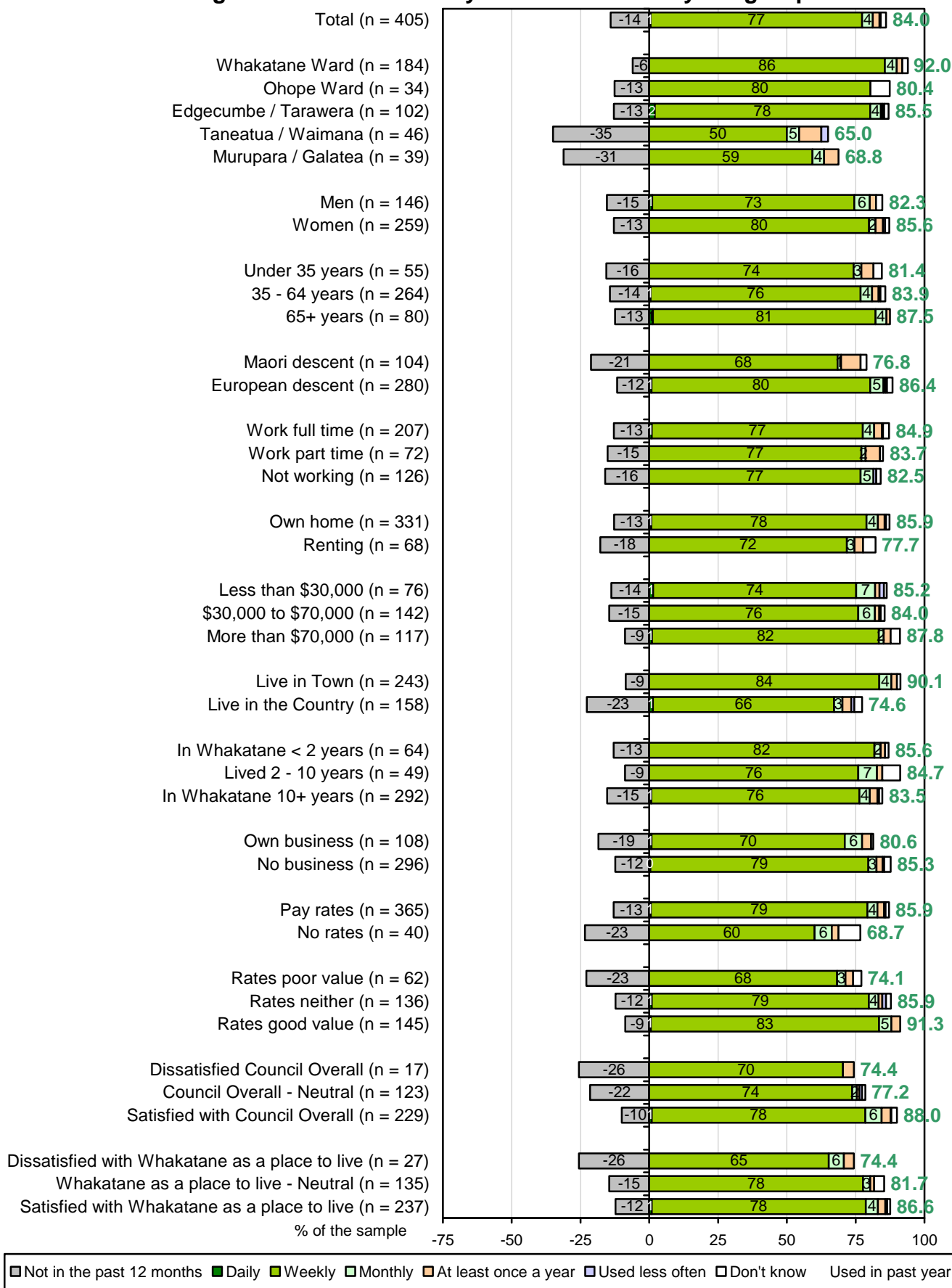
The chart shows the usage trend for Kerbside Recyclable Collection of paper, plastic, glass and cans based on the percentage who had used these facilities in the past 12 months. Usage at 84.1% is 20.8 points higher than that recorded in 2004. This is the highest result recorded by this monitor. It is important to note that in the previous survey this was asked as household recycling service.



The chart over the page compares the usage of the Kerbside Recyclable Collection of paper, plastic, glass and cans among the various subgroups of interest. Respondents who were significantly **more likely** to use the Kerbside Recyclable Collection of paper, plastic, glass and cans include:

- Those from the Whakatane Ward (92%)
- Those who were satisfied with Whakatane as a place to live (87%)
- Those of European descent (86%)
- Those who own their own homes (86%)
- Those living in town (90%)
- Those who thought they received good value for rates (91%)

Usage of the Kerbside Recyclable Collection by subgroup

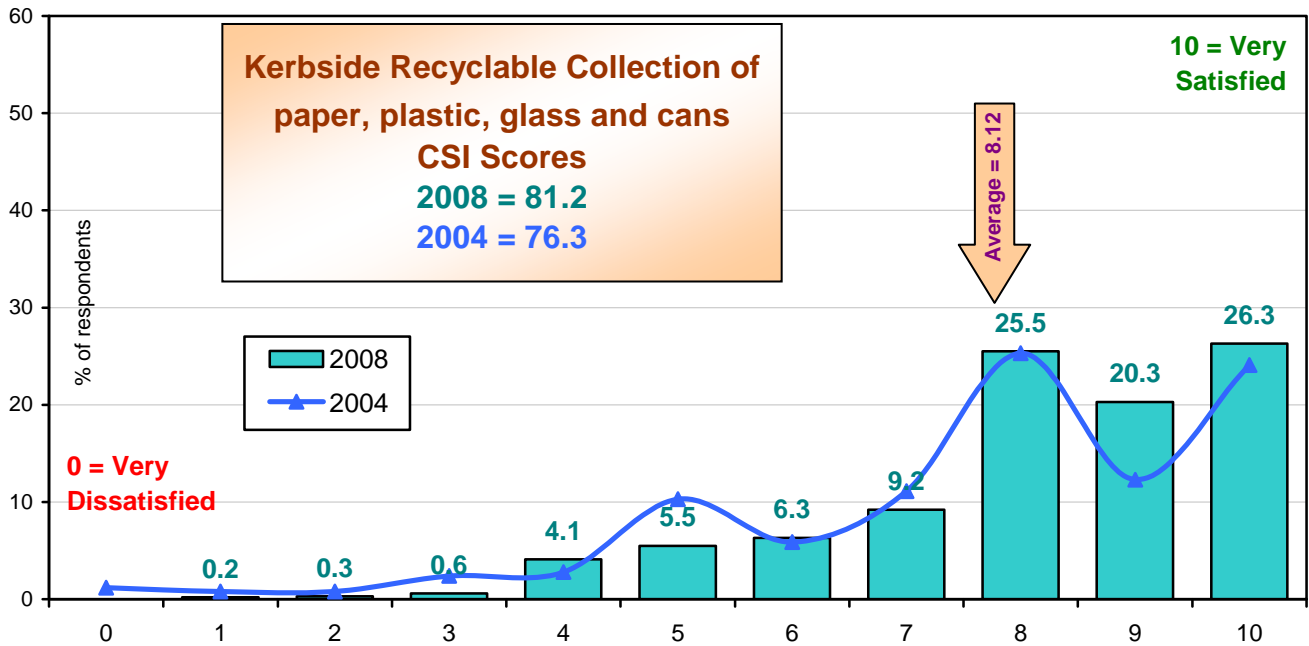


Satisfaction with Kerbside Recyclable Collection

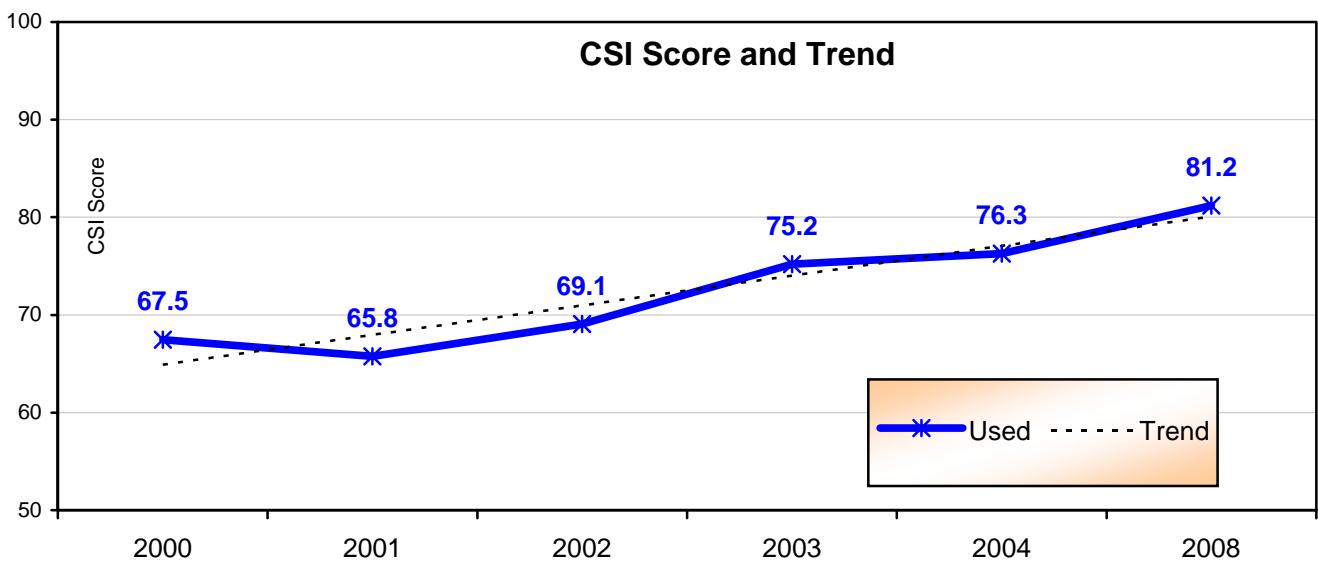
Respondents who had used Kerbside Recyclable Collection of paper, plastic, glass and cans in the last 12 months (n=342) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (81%) were satisfied with Kerbside Recyclable Collection (Scores 7 – 10). Almost half of the users (47%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (26%). A sixth of the subgroup (16%) rated the Kerbside Recyclable Collection with a score that was neutral (Scores 4 – 6), and 4 respondents (1%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Kerbside Recyclable Collection was 81.2. This rates as a very good performance.



The CSI Score of 81.2 is 4.9 points higher than the 2004 result. There appears to be an upward trend over recent readings.



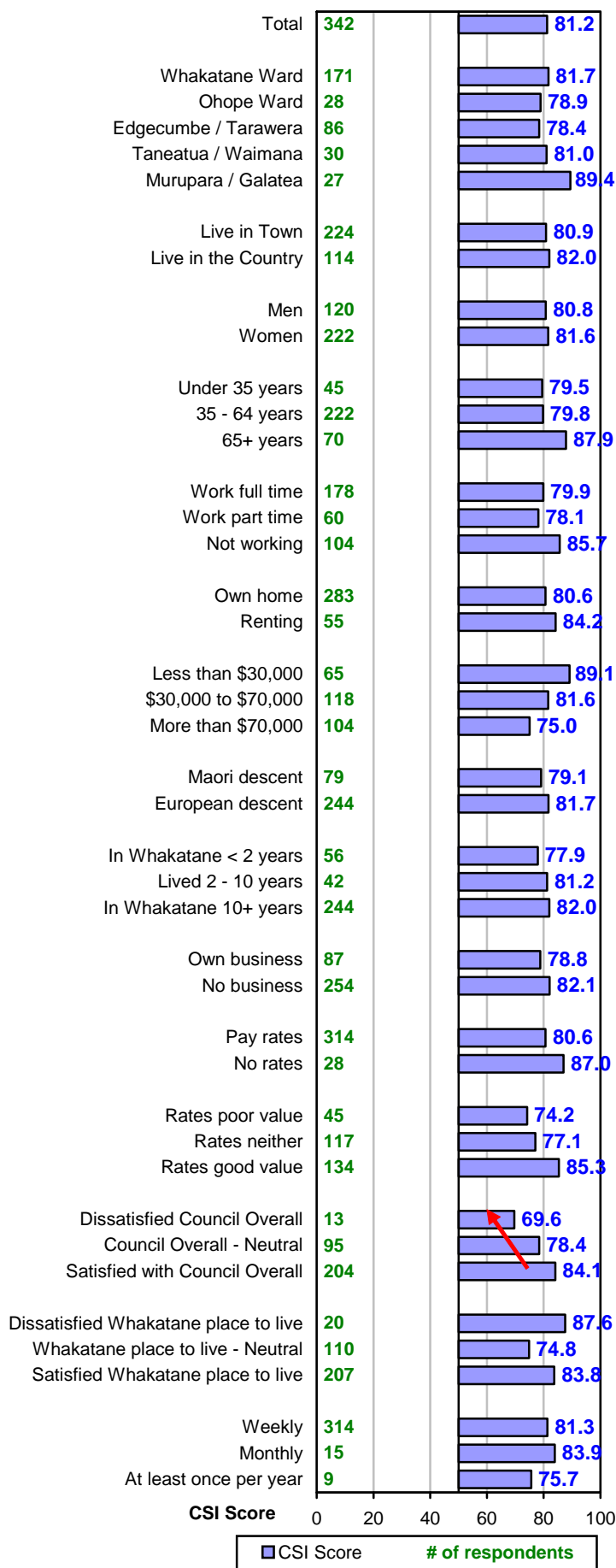
Satisfaction with Kerbside Recyclable Collection by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are high levels of satisfaction with Kerbside Recyclable Collection of paper, plastic, glass and cans across most of the subgroups of interest

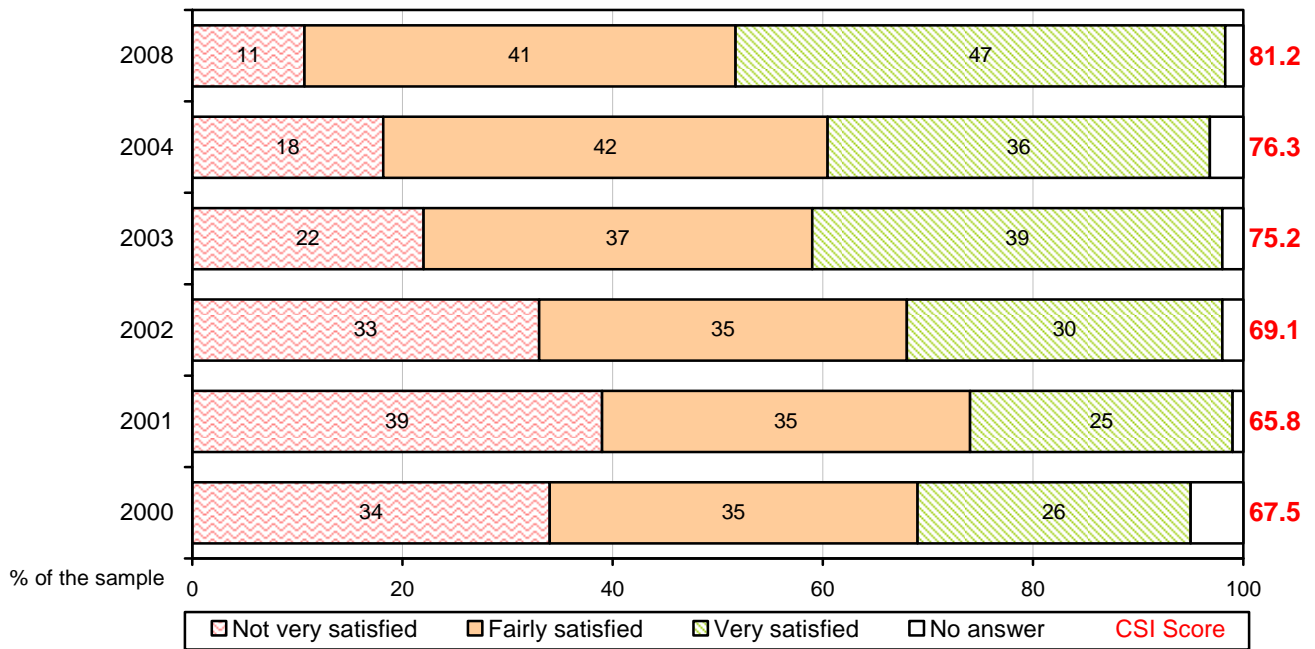
The variables that appear to have had the greatest impact on satisfaction with Kerbside Recyclable Collection of paper, plastic, glass and cans were:

- Respondents from Murupara / Galatea (CSI Score 89.4) were significantly more satisfied than those from other Wards (CSI Score 78.4 – 81.7).
- Respondents who thought they received good value for their rates (CSI Score 85.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 74.2).
- Respondents aged over 65 (CSI Score 87.9) were significantly more satisfied than those from other age groups.
- Those who were not in paid employment (CSI Score 85.7) were significantly more satisfied than those working full or part time.
- Those with a household income of more than \$70,000 (CSI Score 75.0) appear less satisfied than those in the lower income brackets (CSI Score 89.1 - 81.6).
- Those who were satisfied with the Council overall (CSI Score 84.1) were significantly more satisfied than those who were dissatisfied with the Council overall (CSI Score 69.6).

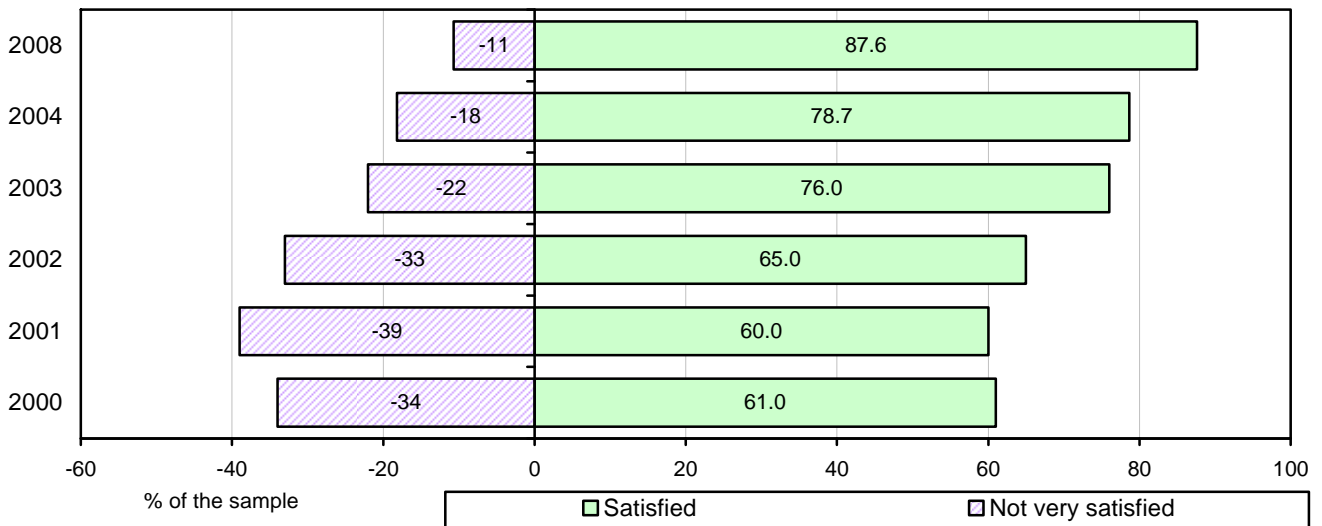


Kerbside Recyclable Collection Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Kerbside Recyclable Collection of paper, plastic, glass and cans using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (47%) are very satisfied with the Kerbside Recyclable Collection of paper, plastic, glass and cans with a further 41% being fairly satisfied. Only a small proportion of respondents were not very satisfied. The CSI score is higher than recent years.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased this year.



Residential Refuse Collection

Respondents were asked how often they used the Residential Refuse Collection in the past year. This was asked for the first time this year.

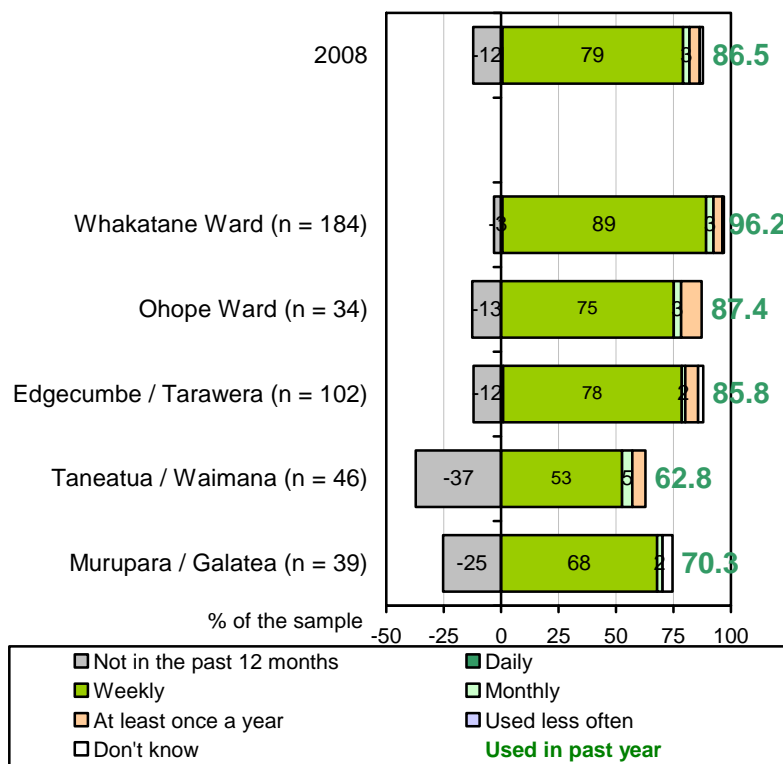
Frequency of using Residential Refuse Collection

The majority of the respondents (87%) had used the Residential Refuse Collection in the past 12 months, while 12% had not used it and 1% didn't know if they had.

Over three quarters (79%) had used Residential Refuse Collection on a weekly basis, 3% had used them monthly and (5%) had used it at least once per year.

Only two respondents (0.5%) had used Residential Refuse Collection on a daily basis.

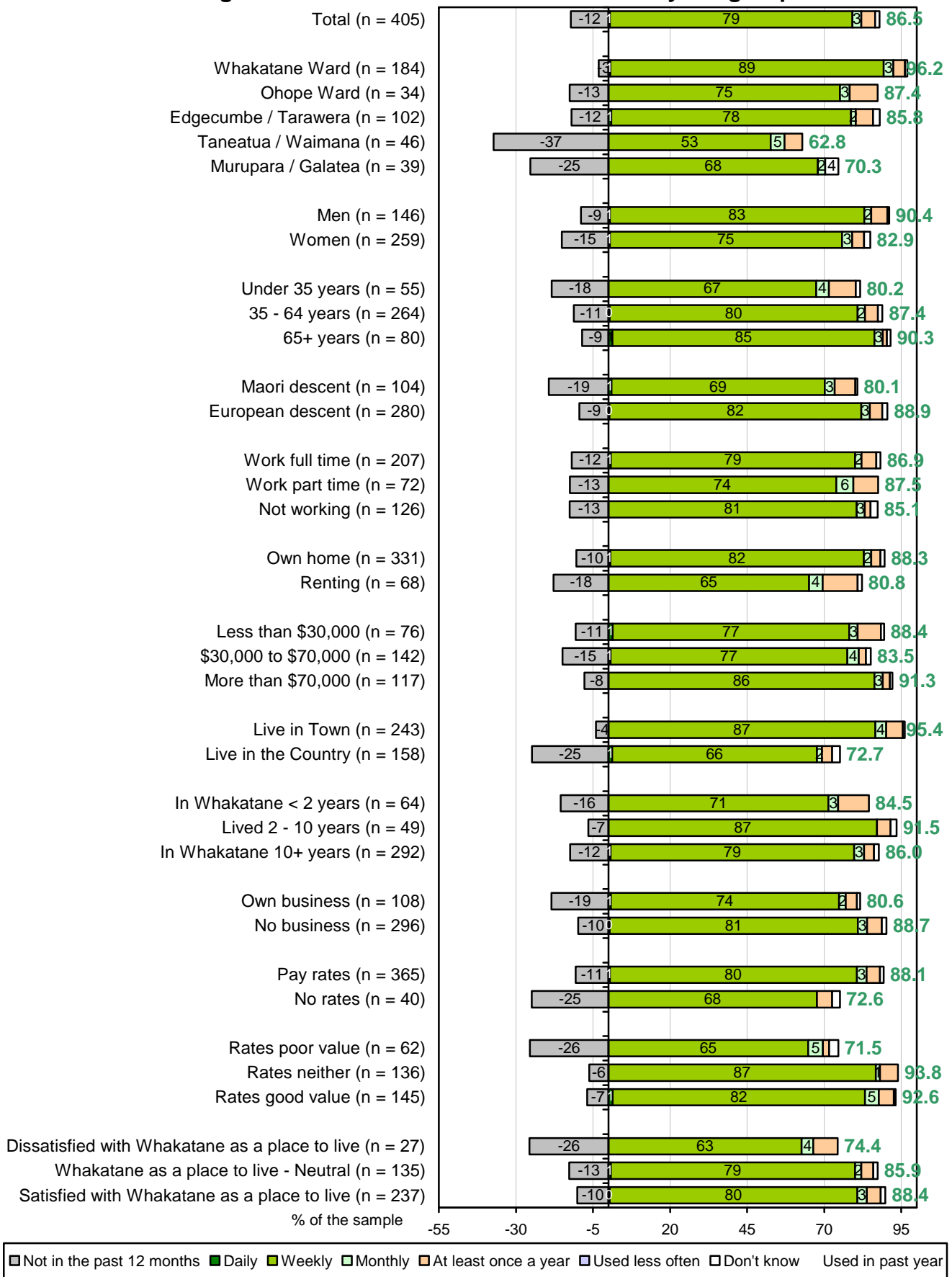
Usage of the Residential Refuse Collection was lower in the Taneatua / Waimana (63%) and Murupara / Galatea wards (70%).



The chart over the page compares the usage of the Residential Refuse Collection among the various subgroups of interest. Respondents who were significantly **more likely** to use the Residential Refuse Collection include:

- Those from the Whakatane Ward (96%)
- Those who were satisfied with Whakatane as a place to live (88%)
- Men (90%)
- Those of European descent (89%)
- Those who own their own homes (88%)
- Those with an income of over \$70,000 (91%)
- Those living in town (95%)
- Those who don't own or operate their own business (89%)
- Those who pay rates (88%)

Usage of the Residential Refuse Collection by subgroup

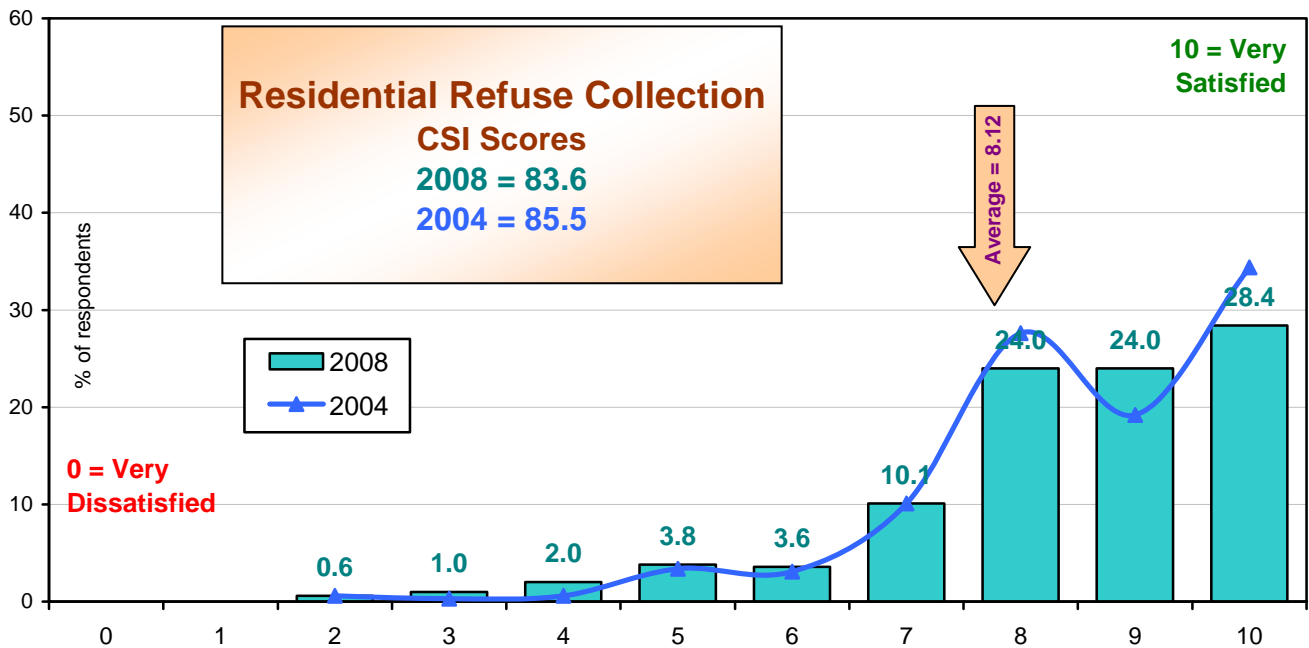


Satisfaction with Residential Refuse Collection

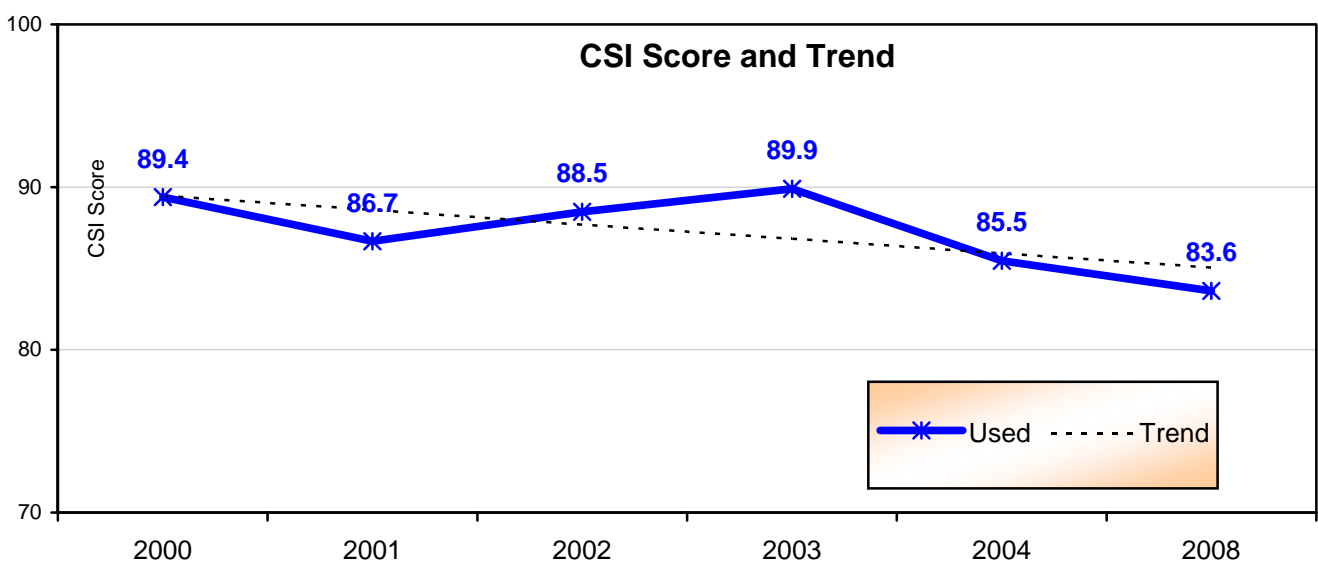
Respondents who had used Residential Refuse Collection in the last 12 months (n=347) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The majority of the respondents in the subgroup (87%) were satisfied with Residential Refuse Collection (Scores 7 – 10). Over half of the users (52%) rated this service with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (28%). A tenth of the subgroup (9%) rated the Residential Refuse Collection with a score that was neutral (Scores 4 – 6), and 6 respondents (1.6%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Residential Refuse Collection was 83.6. This rates as an excellent service.



The CSI Score of 83.6 is 1.9 points lower than the 2004 result. There appears to be an downward trend over recent readings.



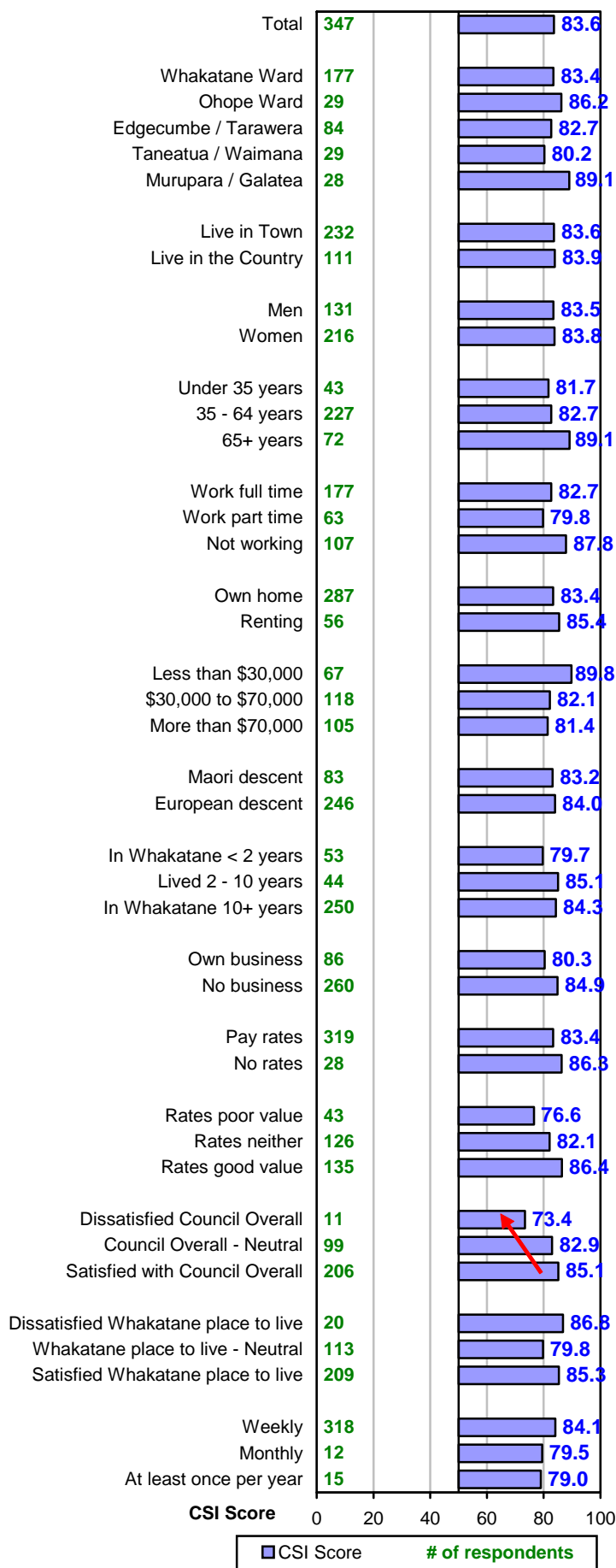
Satisfaction with Residential Refuse Collection by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are high levels of satisfaction with Residential Refuse Collection across most of the subgroups of interest

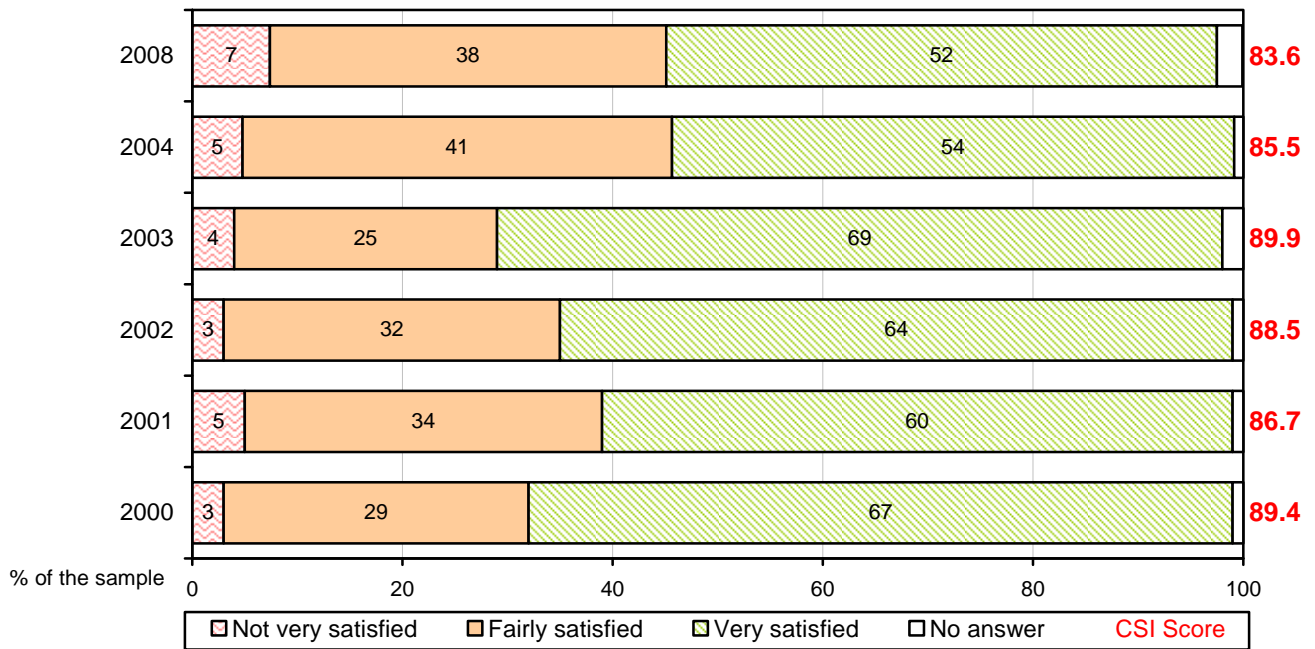
The variables that appear to have had the greatest impact on satisfaction with Residential Refuse Collection were:

- Respondents from Murupara / Galatea (CSI Score 89.1) were significantly more satisfied than those from other Wards (CSI Score 86.2 – 80.2).
- Respondents who used the Residential Refuse Collection weekly (CSI Score 84.1) appear more satisfied than those who use this monthly or once per year
- Respondents who thought they received good value for their rates (CSI Score 86.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 76.6).
- Respondents aged over 65 (CSI Score 89.1) were significantly more satisfied than those from other age groups.
- Those who were not in paid employment (CSI Score 87.8) were significantly more satisfied than those working full or part time.
- Those with a household income under \$30,000 (CSI Score 89.8) were significantly more satisfied than those in the higher income brackets (CSI Score 81.2 - 82.1).
- Those who were satisfied with the Council overall (CSI Score 85.1) were significantly more satisfied than those who were dissatisfied with the Council overall (CSI Score 73.4).

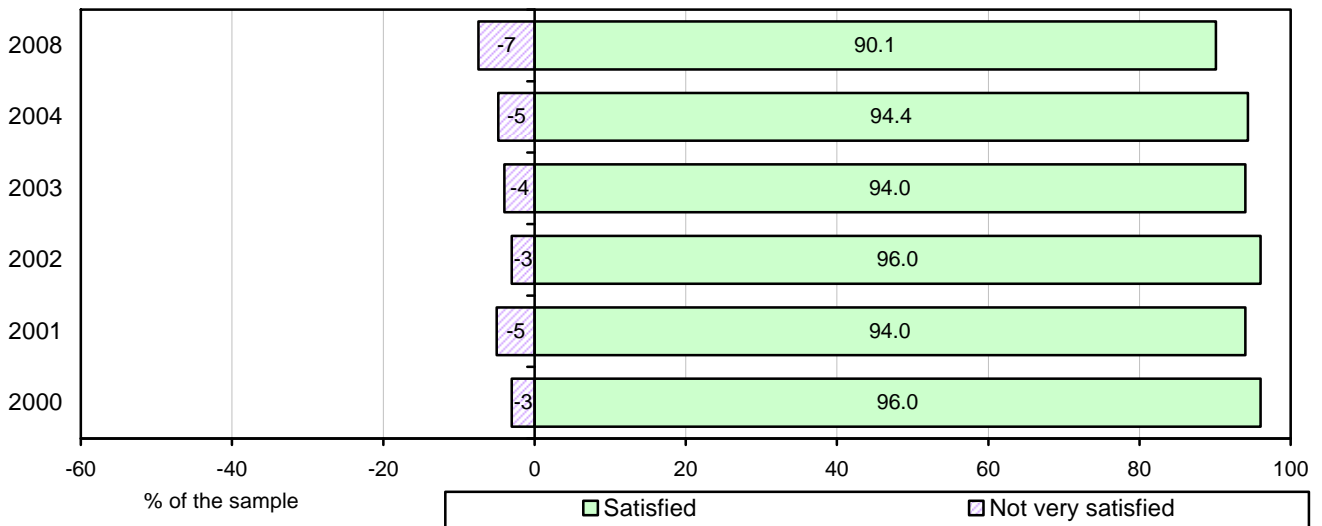


Residential Refuse Collection Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Residential Refuse Collection using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (52%) are very satisfied with the Residential Refuse Collection with a further 38% being fairly satisfied. Only a small proportion of respondents were not very satisfied. The CSI score is lower than recent years.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have decreased this year.



Greenwaste Collection

Respondents were asked how often they used the Greenwaste Collection in the past year. This was asked for the first time this year.

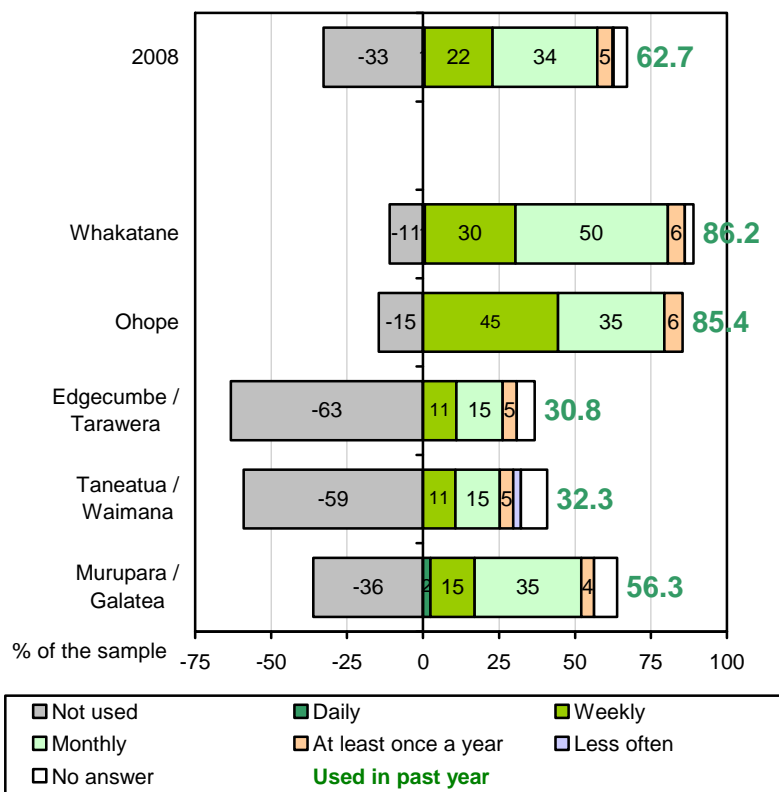
Frequency of using Greenwaste Collection

Almost two thirds of the respondents (63%) had used the Greenwaste Collection in the past 12 months, while 33% had not used it and 5% didn't know if they had.

A third (34%) had used Greenwaste Collection on a monthly basis, (22%) had used this service weekly and (5%) had used it at least once per year.

Only two respondents (0.5%) had used Greenwaste Collection on a daily basis and one respondent had use this less than once per year.

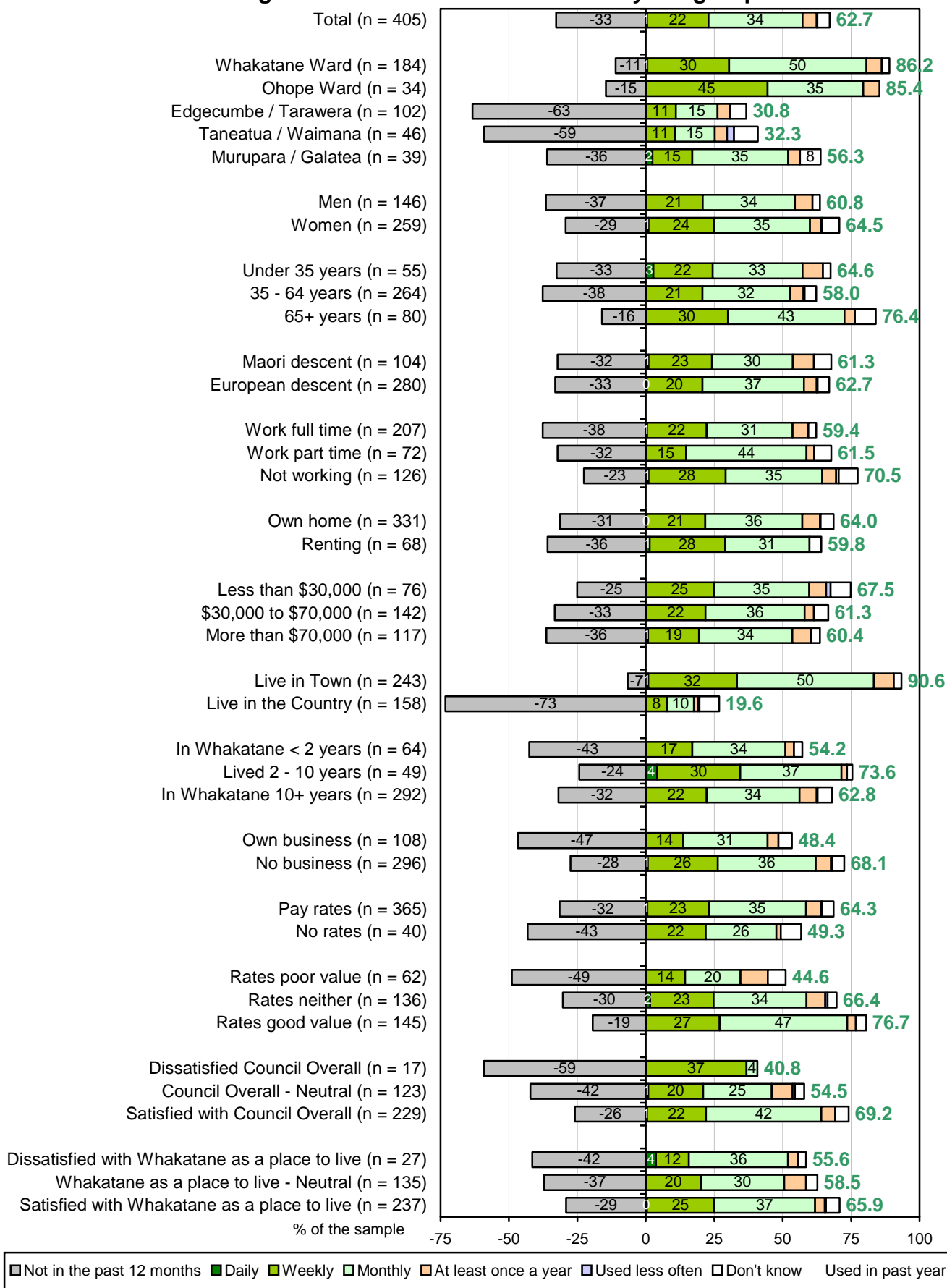
Usage of the Greenwaste Collection was lower in the Edgecumbe / Tarawera (31%) and Taneatua / Waimana Wards (32%).



The chart over the page compares the usage of the Greenwaste Collection among the various subgroups of interest. Respondents who were significantly **more likely** to use the Greenwaste Collection include:

- Those from the Whakatane Ward (86%) and the Ohope Ward (85%)
- Those aged over 65 years (76%)
- Those who are not working in paid employment (71%)
- Those living in town (91%)
- Those who don't own or operate their own business (68%)
- Those who thought they received good value for their rates (77%)

Usage of the Greenwaste Collection by subgroup

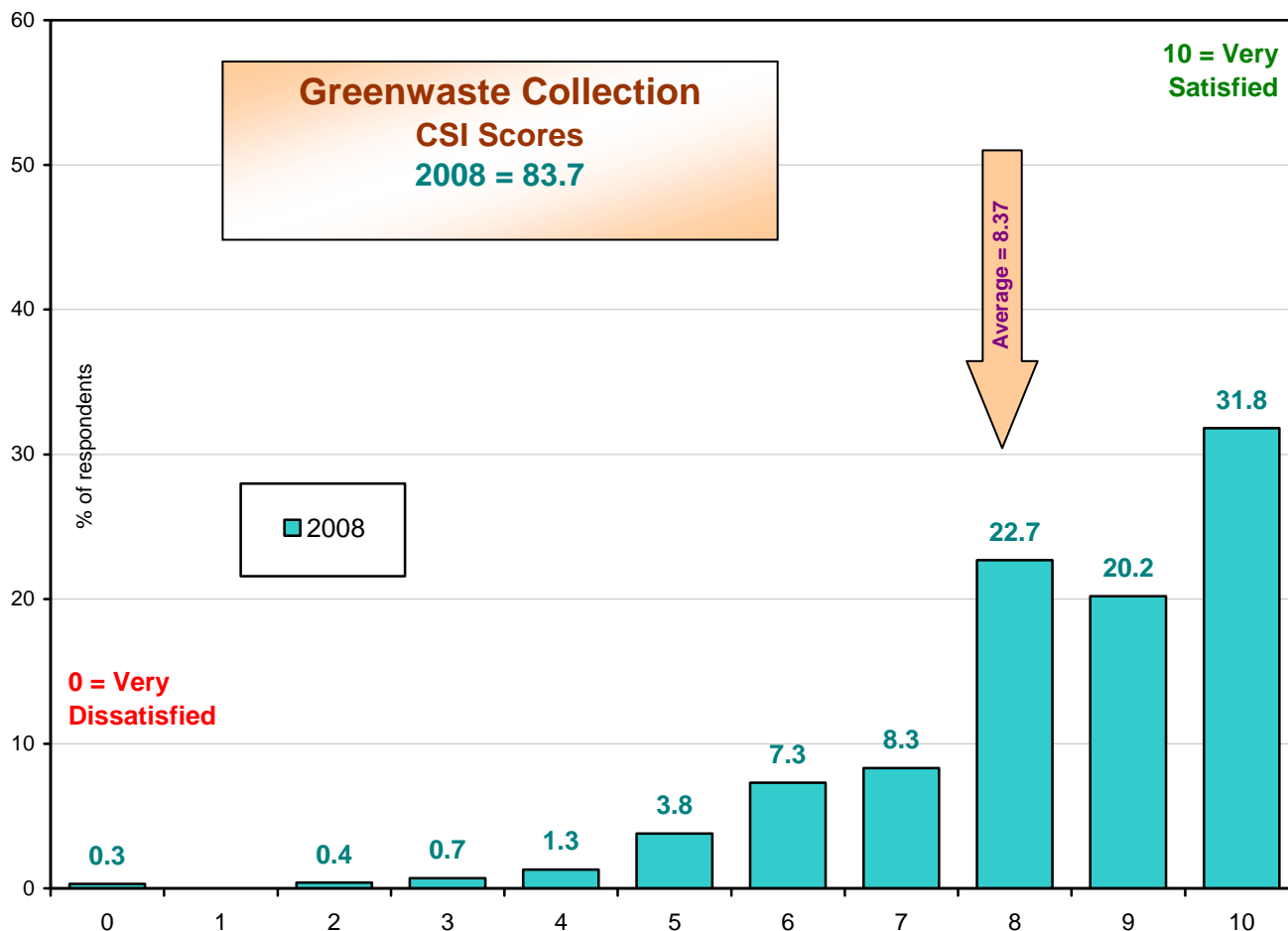


Satisfaction with Greenwaste Collection

Respondents who had used Greenwaste Collection in the last 12 months (n=258) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The majority of the respondents in the subgroup (83%) were satisfied with Greenwaste Collection (Scores 7 – 10). Over half of the users (52%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (32%). An eighth of the subgroup (13%) rated the Greenwaste Collection with a score that was neutral (Scores 4 – 6), and 3 respondents (1.4%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Greenwaste Collection was 83.7. This rates as an excellent service.



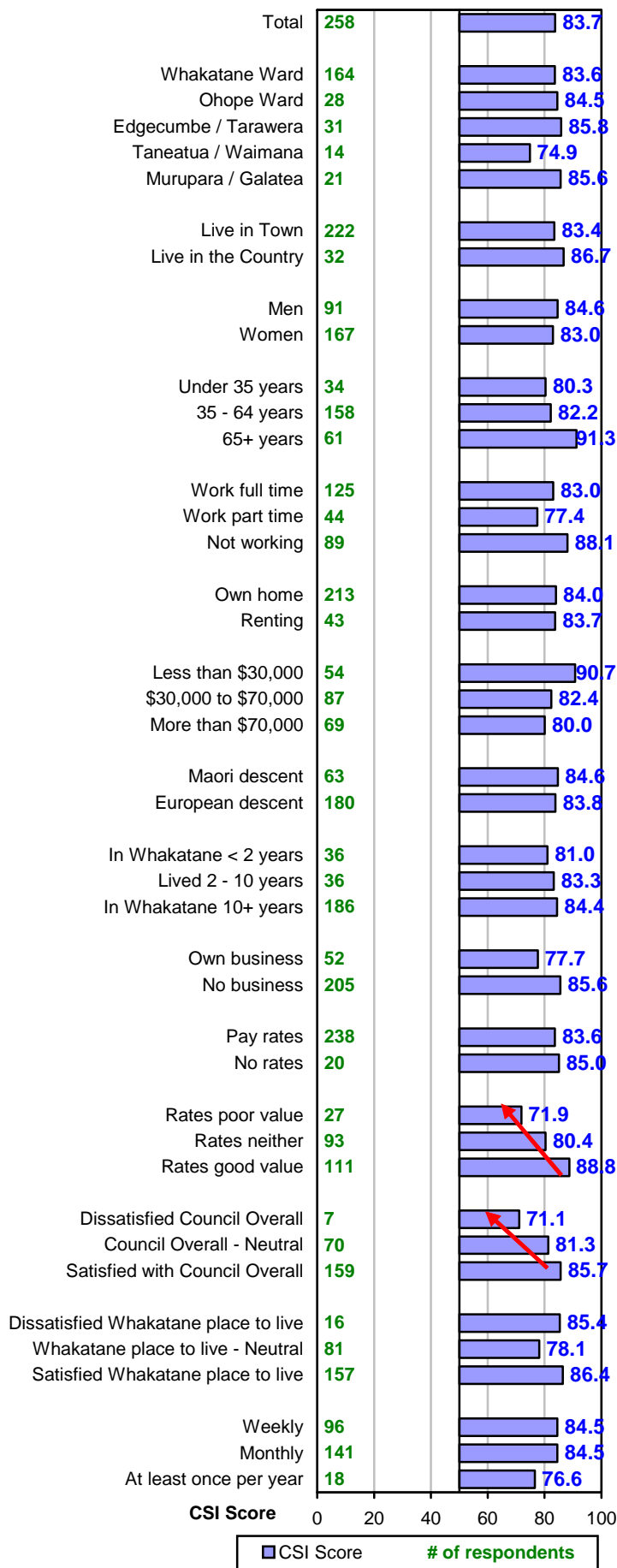
Satisfaction with Greenwaste Collection by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are high levels of satisfaction with Greenwaste Collection across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with Greenwaste Collection were:

- Respondents from Taneatua / Waimana (CSI Score 74.9) were significantly less satisfied than those from other Wards (CSI Score 85.8 – 83.6).
- Respondents who used the Greenwaste Collection weekly and monthly (CSI Score 84.5) appear more satisfied than those who use it once per year (CSI Score 76.6).
- Respondents who thought they received good value for their rates (CSI Score 88.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 71.9).
- Respondents aged over 65 (CSI Score 91.3) were significantly more satisfied than those from other age groups.
- Those who were not in paid employment (CSI Score 88.1) were significantly more satisfied than those working full or part time.
- Those with a household income under \$30,000 (CSI Score 90.7) were significantly more satisfied than those in the higher income brackets (CSI Score 80.0 - 82.4).
- Those who were satisfied with the Council overall (CSI Score 85.7) were significantly more satisfied than those who were dissatisfied with the Council overall (CSI Score 71.1).



Council run recycling facilities in Whakatane or Murupara

Respondents were asked how often they used the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) in the past year. This was asked for the first time this year.

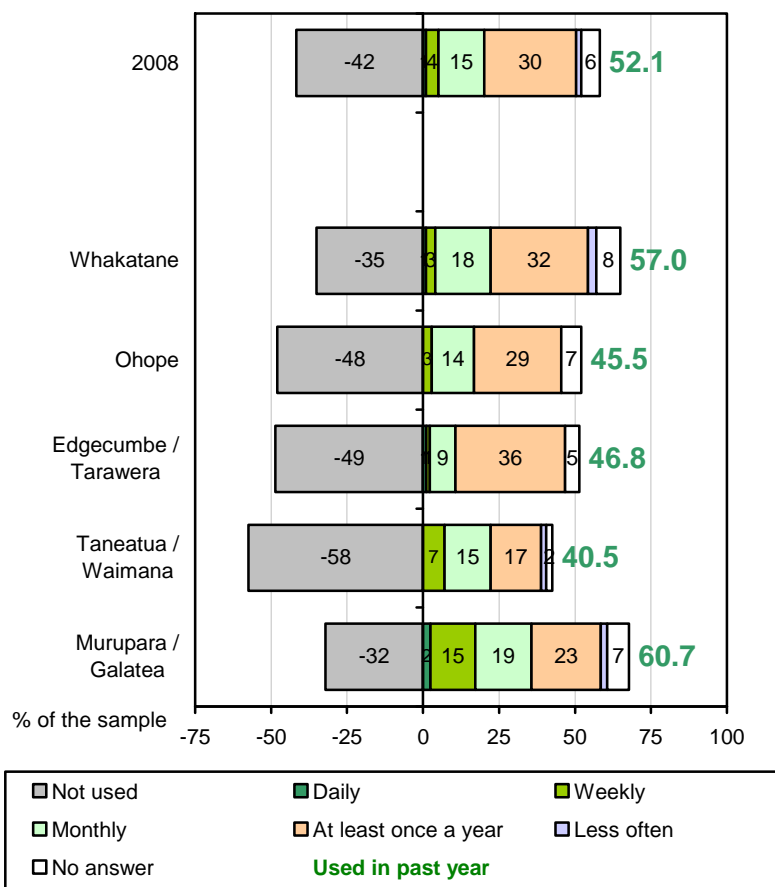
Frequency of using Council run recycling facilities in Whakatane or Murupara

Over half of the respondents (52%) had used the Council run recycling facilities in Whakatane or Murupara in the past 12 months, while 42% had not used this and 6% didn't know if they had.

A third (30%) had used Council run recycling facilities in Whakatane or Murupara at least once per year, (15%) had used it on a monthly basis and (4%) had used this weekly.

Only four respondents (0.9%) had used Council run recycling facilities in Whakatane or Murupara on a daily basis and six respondents (1.6%) had use them less than once per year.

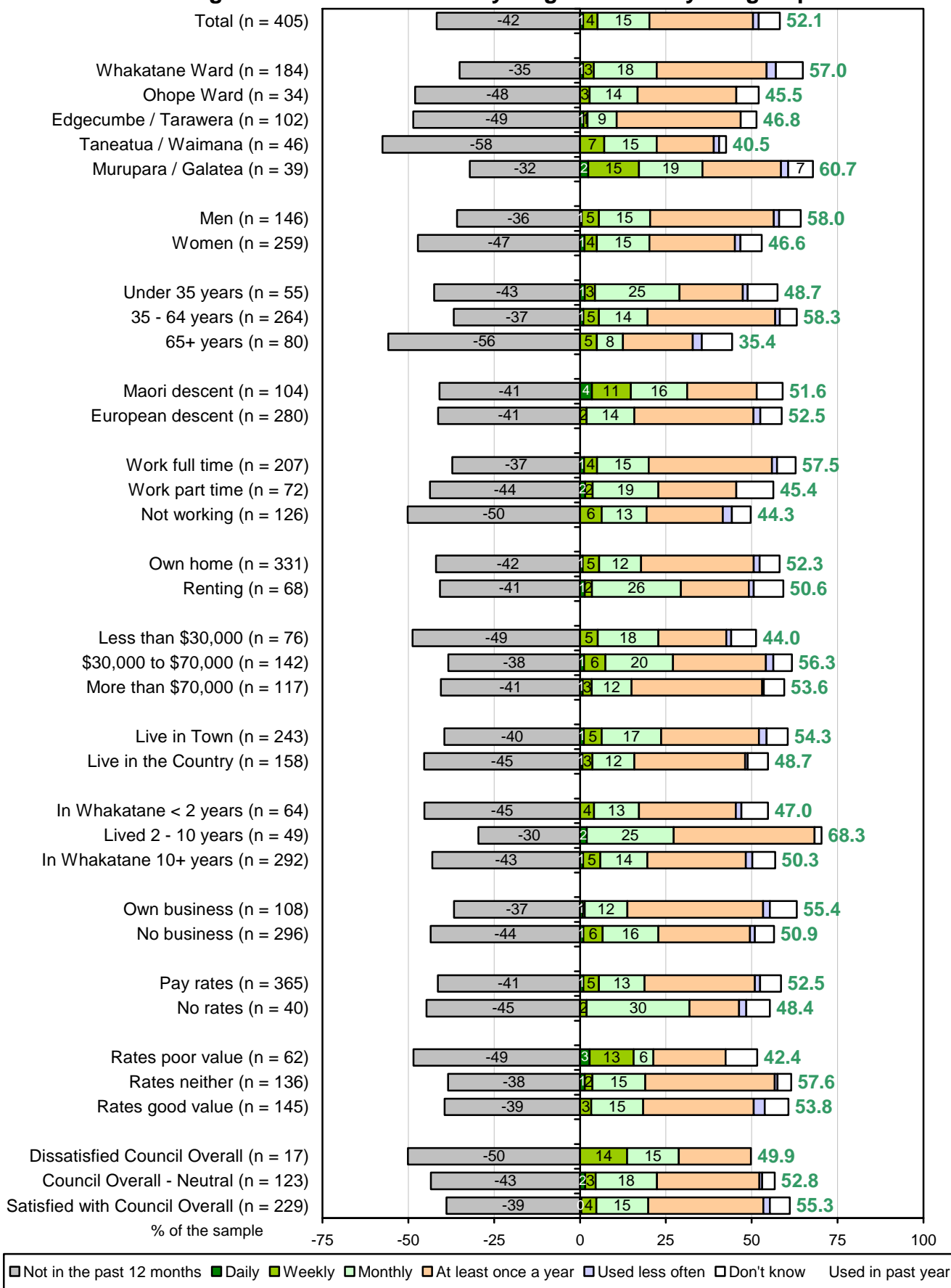
Usage of the Council run recycling facilities in Whakatane or Murupara was highest in the Murupara / Galatea Ward (61%) and Whakatane Ward (57%).



The chart over the page compares the usage of the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) among the various subgroups of interest. Respondents who were significantly **more likely** to use the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) include:

- Those from the Murupara / Galatea Ward (61%) and the Whakatane Ward (57%)
- Men (58%)
- Those aged between 35 - 64 years (58%)
- Those who are working full time in paid employment (58%)
- Those who have lived in Whakatane for 2 - 10 years (68%)
- Those who were satisfied with Council overall (55%)

Usage of the Council run Recycling Facilities by subgroup

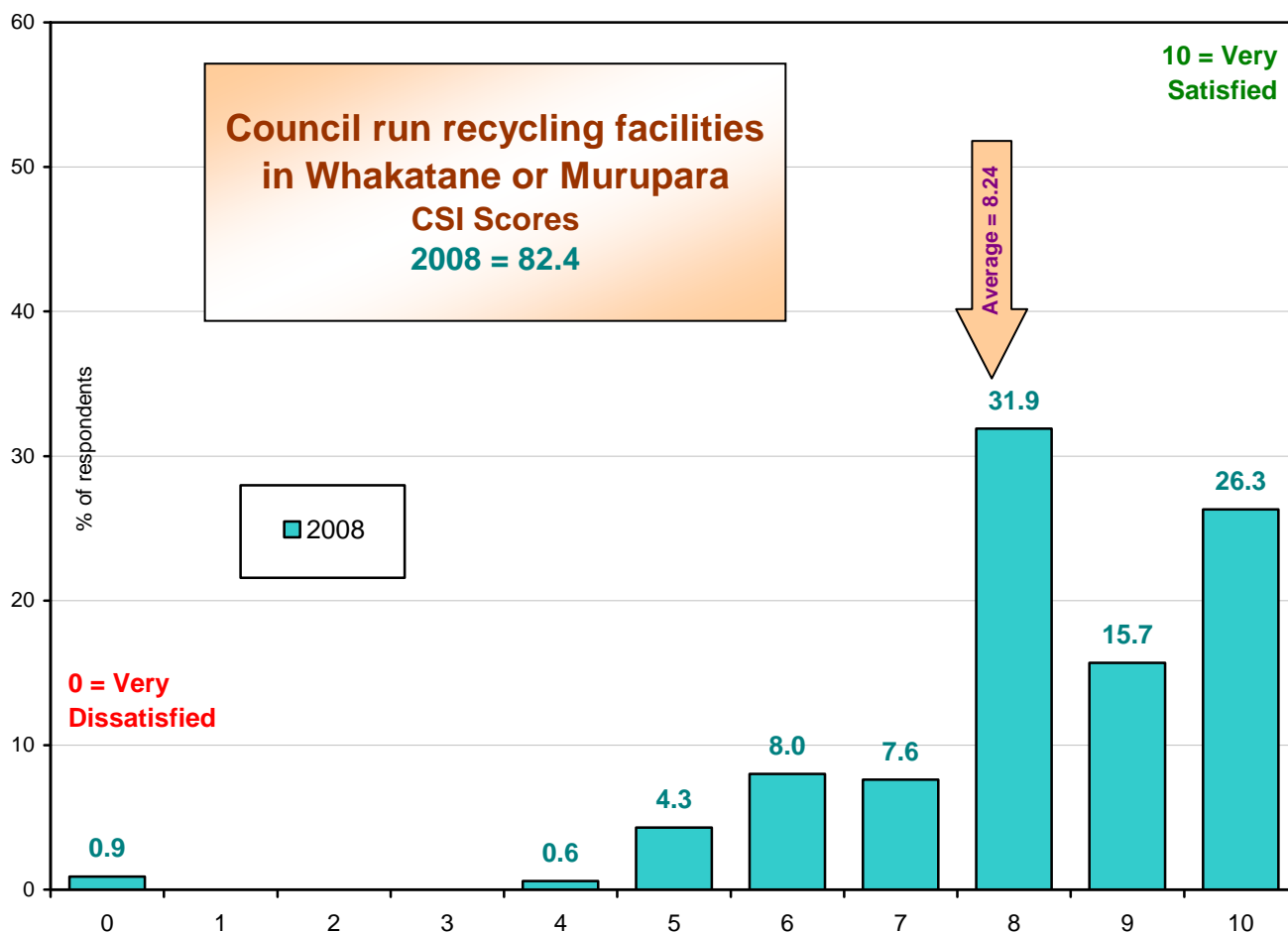


Satisfaction with Council run recycling facilities in Whakatane or Murupara

Respondents who had used Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) in the last 12 months (n=201) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (82%) were satisfied with Council run recycling facilities in Whakatane or Murupara (Scores 7 – 10). Two fifths of the users (42%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (32%). An eighth of the subgroup (13%) rated the Council run recycling facilities in Whakatane or Murupara with a score that was neutral (Scores 4 – 6), and 2 respondents (0.9%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) was 82.4. This rates as an excellent service.



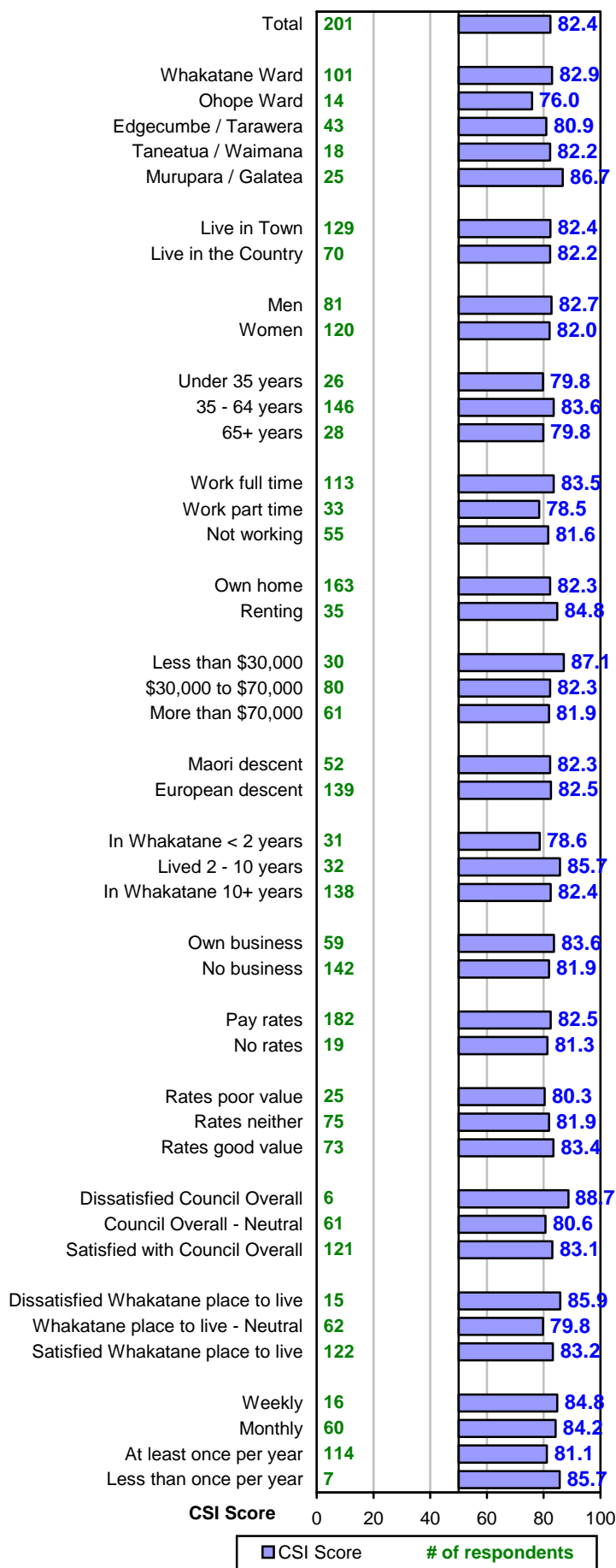
Satisfaction with Council run recycling facilities by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are high levels of satisfaction with Council run recycling facilities in Whakatane or Murupara across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with Council run recycling facilities in Whakatane or Murupara were:

- Respondents from the Ohope Ward (CSI Score 76.0) were significantly less satisfied than those from other Wards (CSI Score 86.7 – 80.9).
- Respondents who used the Council run recycling facilities in Whakatane or Murupara at least once per year and monthly (CSI Score 81.1) appear less satisfied than those who use it weekly or monthly or less than once per year.
- Those with a household income under \$30,000 (CSI Score 87.1) were significantly more satisfied than those in the higher income brackets (CSI Score 81.9 - 82.3).



Hazardous Waste Disposal facilities at Whakatane Recycling Park

Respondents were asked how often they used the Hazardous Waste Disposal facilities at Whakatane Recycling Park in the past year. This was asked for the first time this year.

Frequency of using Hazardous Waste Disposal facilities at Whakatane Recycling Park

Only one fifth of the respondents (21%) had used the Hazardous Waste Disposal facilities in the past 12 months, while 70% had not used it and 9% didn't know if they had.

Of those who had used Hazardous Waste Disposal facilities, the largest group (16%) had used it at least once per year, 3% on a monthly basis and 1% had used it weekly.

Only four respondents (1%) had used Hazardous Waste Disposal facilities less than once per year. No one (0%) had used it on a daily basis.

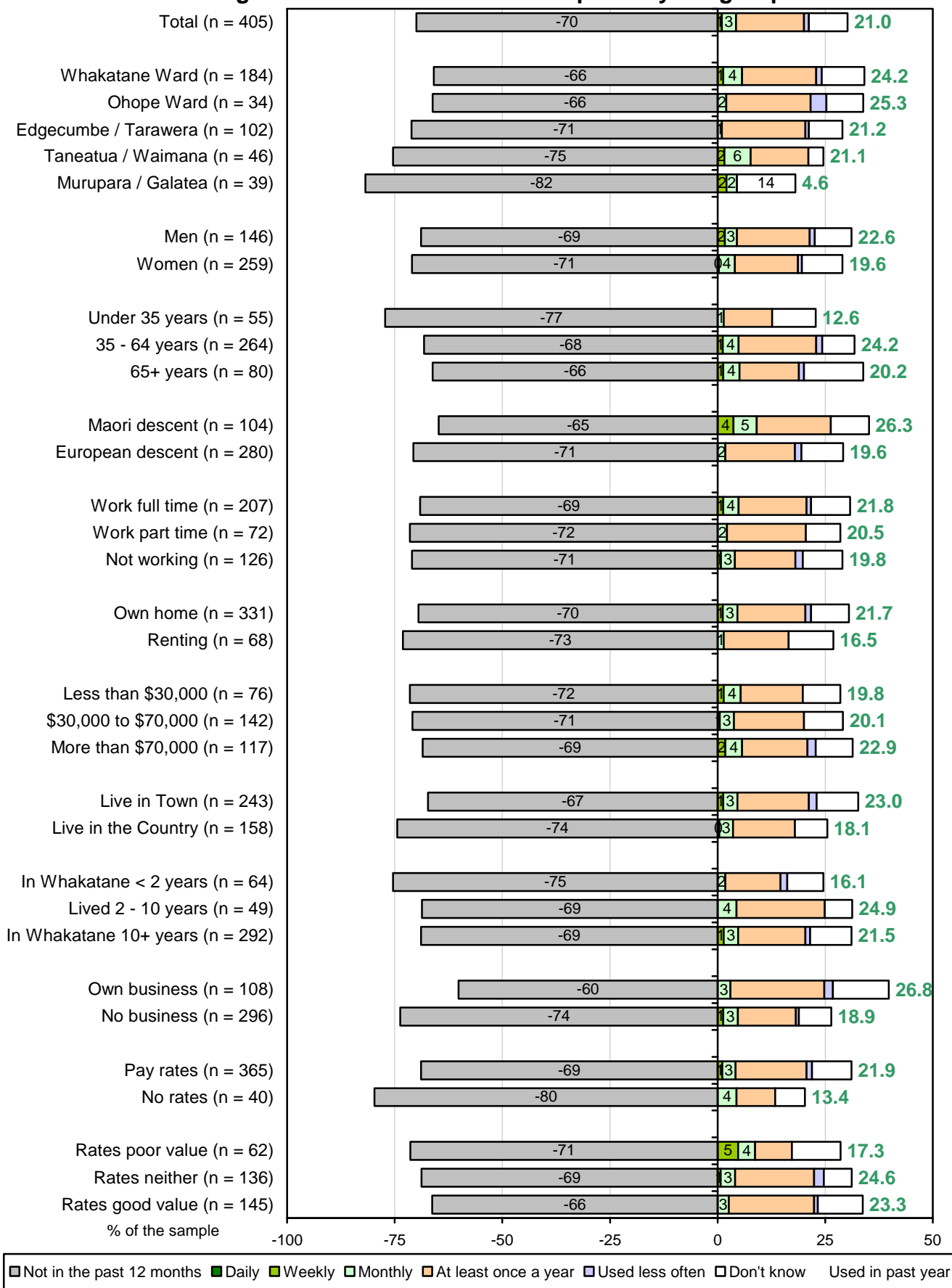
Usage of the Hazardous Waste Disposal facilities was significantly lower in the Murupara / Galatea Ward (4.6%).



The chart over the page compares the usage of the Hazardous Waste Disposal facilities at Whakatane Recycling Park among the various subgroups of interest. Respondents who were significantly **more likely** to use the Hazardous Waste Disposal facilities at Whakatane Recycling Park include:

- Those from the Ohope Ward (25%) and the Whakatane Ward (24%)
- Those aged between 34 - 64 years (24%)
- Those of Maori descent (26%)
- Those living in town (23%)
- Those who own or operate their own business (27%)
- Those who pay rates (22%)

Usage of the Hazardous Waste Disposal by subgroup



Satisfaction with Hazardous Waste Disposal facilities at Whakatane Recycling Park

Respondents who had used Hazardous Waste Disposal facilities at Whakatane Recycling Park in the last 12 months (n=86) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost three quarters of the respondents in the subgroup (72%) were satisfied with Hazardous Waste Disposal facilities at Whakatane Recycling Park (Scores 7 – 10). Two fifths of the users (40%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (28%). A sixth of the subgroup (16%) rated the Hazardous Waste Disposal facilities at Whakatane Recycling Park with a score that was neutral (Scores 4 – 6), and no respondents (0%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Hazardous Waste Disposal facilities at Whakatane Recycling Park was 82.3. This rates as an excellent service.



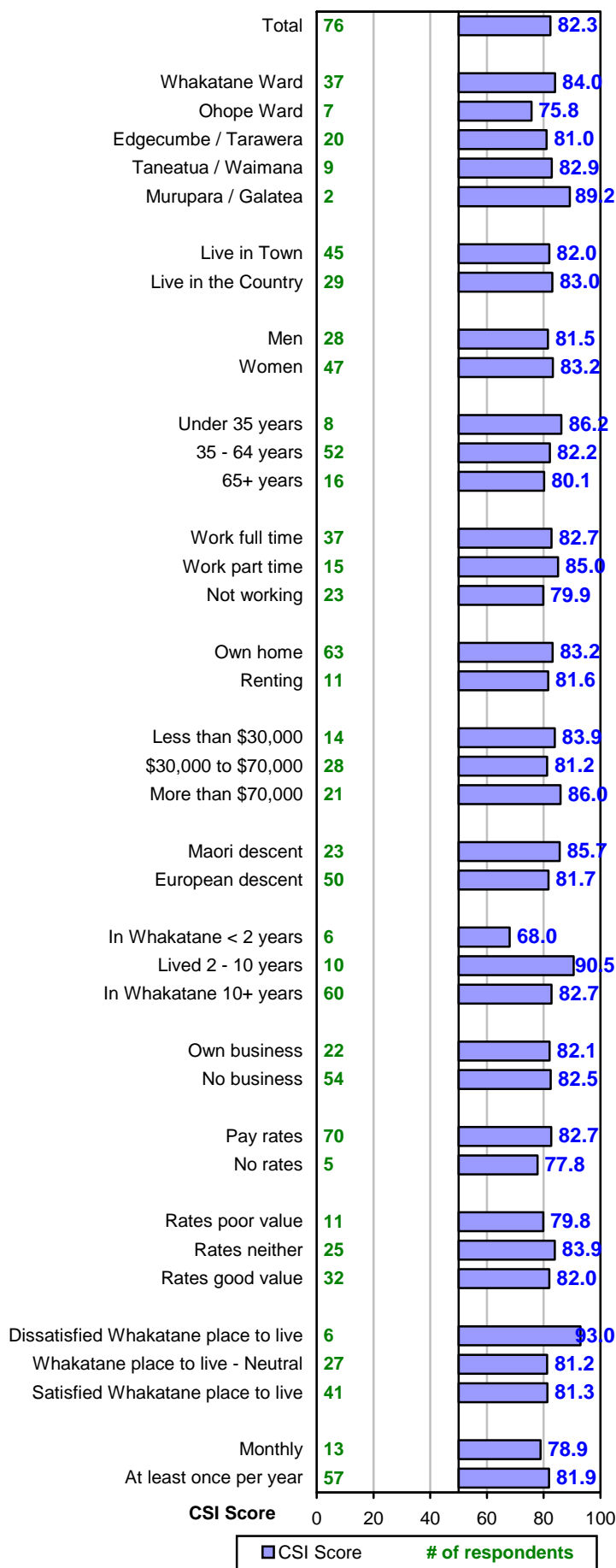
Satisfaction with Hazardous Waste Disposal facilities at Whakatane Recycling Park by demographics

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are high levels of satisfaction with Hazardous Waste Disposal facilities at Whakatane Recycling Park across most of the subgroups of interest

The number of respondents in the subgroups are too small to be able to draw any conclusions about the differences in CSI scores:



Councils Dog Control Service

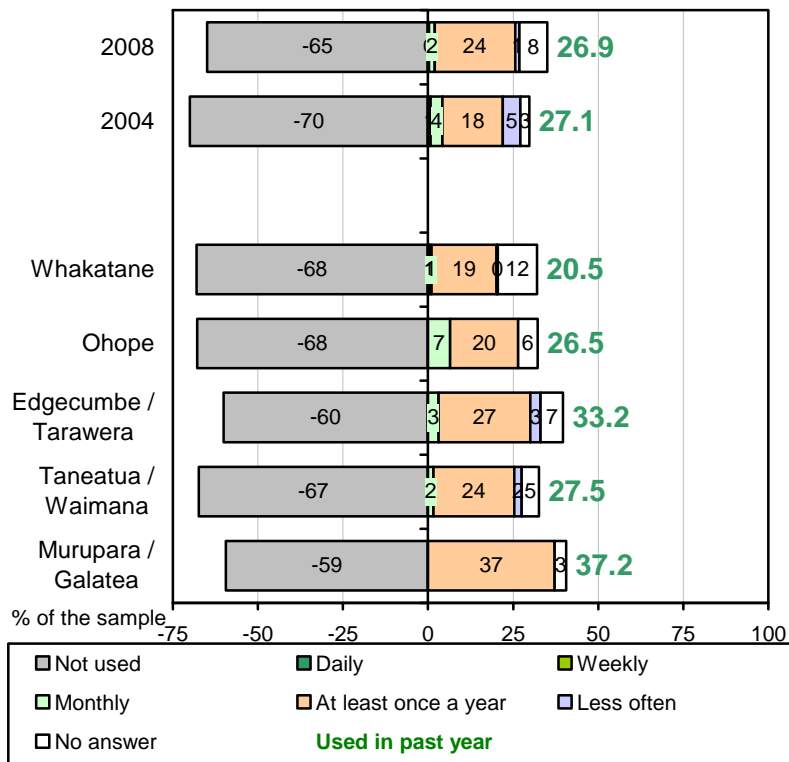
Respondents were asked how often they had contacted the Council about dogs in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Frequency of using Councils Dog Control Service

Two thirds of the respondents (65%) had not used the Councils Dog Control Service in the past 12 months, while 8% didn't know.

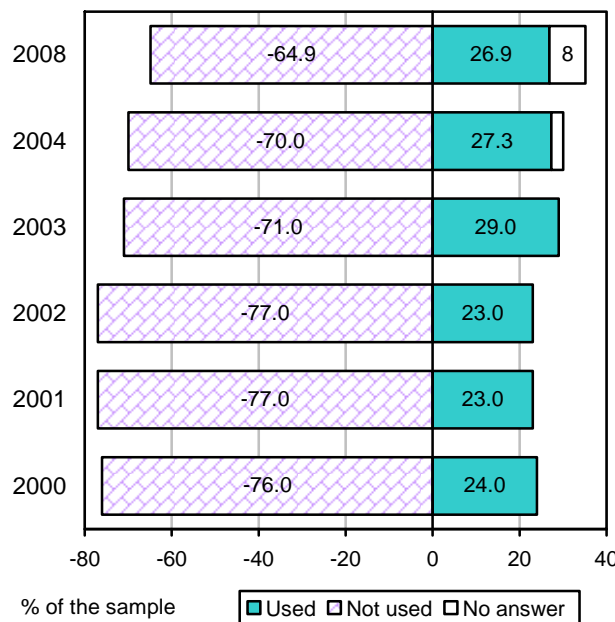
Of those who did use the Councils Dog Control Service in the past 12 months, the largest group (24%) used them at least once a year, while (2%) had used them monthly and (1%) less than once per year. No one had used the Councils Dog Control Service weekly while one respondent (0.2%) used them on a daily basis.

Usage of the Councils Dog Control Service was highest in the Murupara / Galatea Ward (37%) but ranged from 21% - 33% in the other Wards.

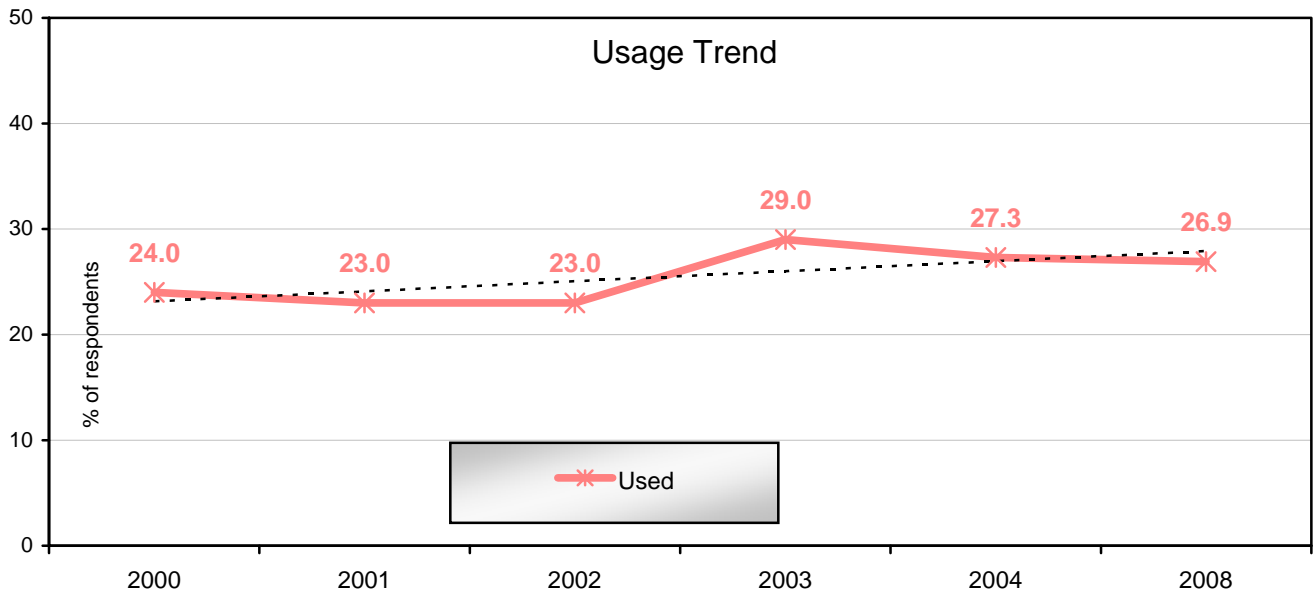


Comparing the history of Councils Dog Control Service usage shows that current usage at 27% is similar to the 2004 result.

Once again the larger proportion of the sample has not contacted Council regarding dogs



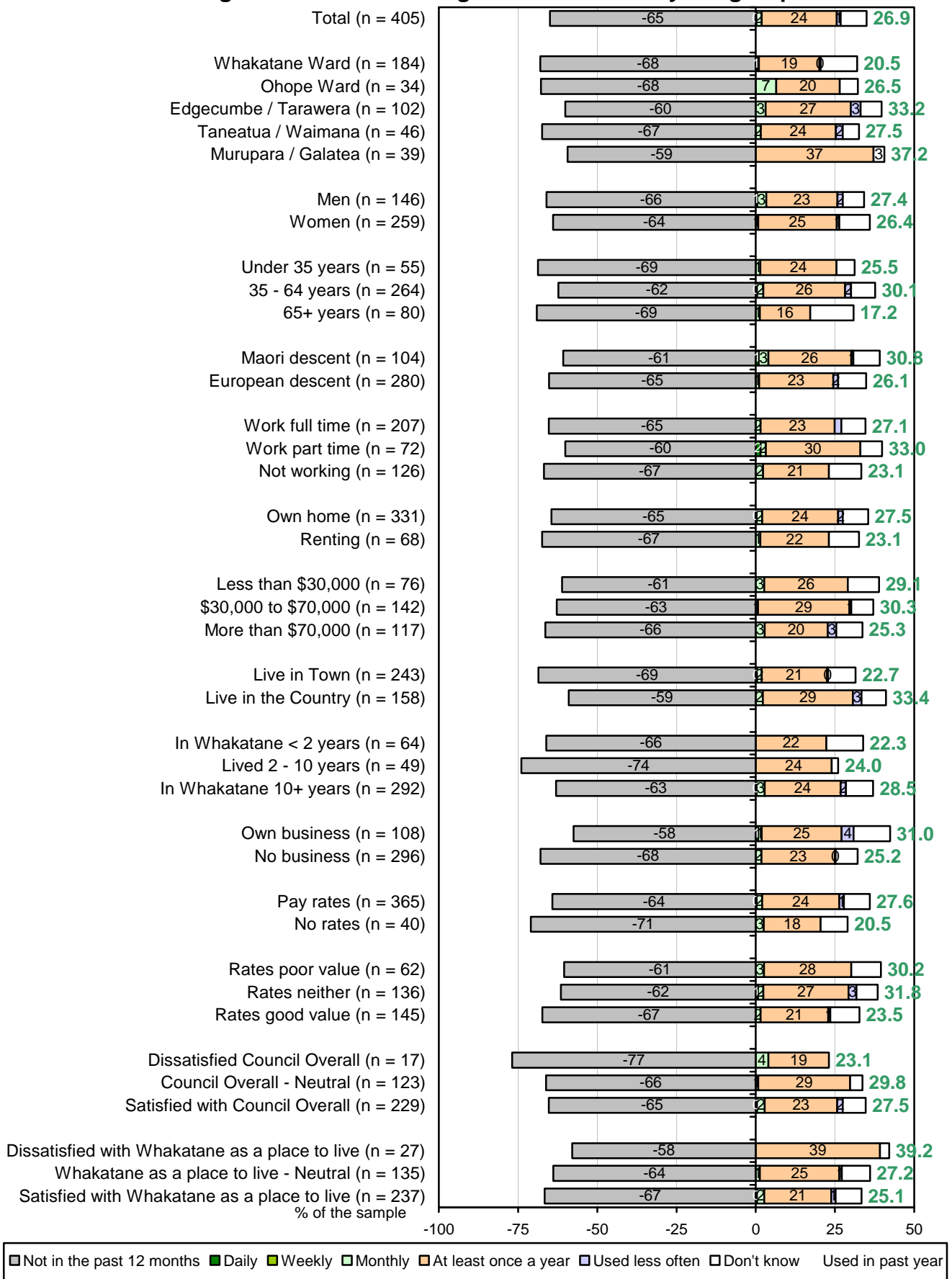
The chart shows the usage trend for Councils Dog Control Service based on the percentage who had used these facilities in the past 12 months. Usage at 26.9% is 0.4 points lower than that recorded in 2004.



The chart over the page compares the usage of the Councils Dog Control Service among the various subgroups of interest. Respondents who were significantly **more likely** to use the Councils Dog Control Service include:

- Those who live in the Murupara / Galatea Ward (37%) or the Edgecumbe / Tarawera Ward (33%)
- Those aged 35 - 64 (30%)
- Those living in the country (33%)
- Those who own or operate their own business (31%)
- Those who have lived in Whakatane for 10 years or more (29%)

Usage of the Councils Dog Control Service by subgroup

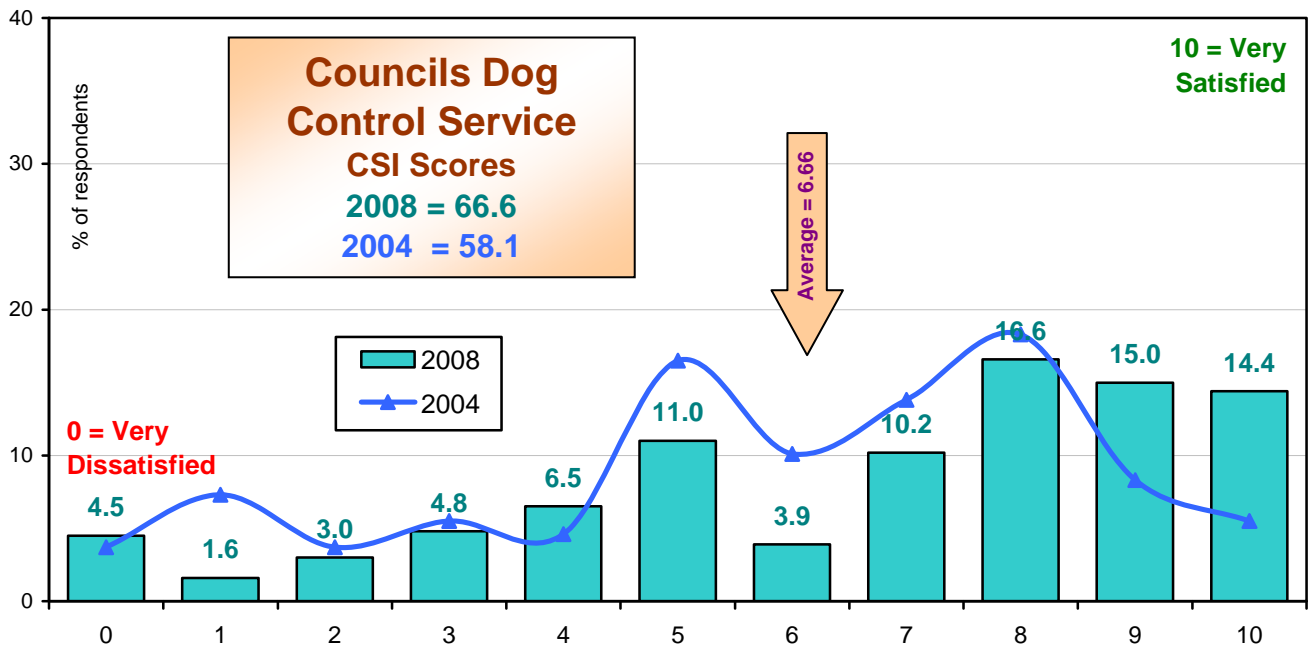


Satisfaction with Councils Dog Control Service

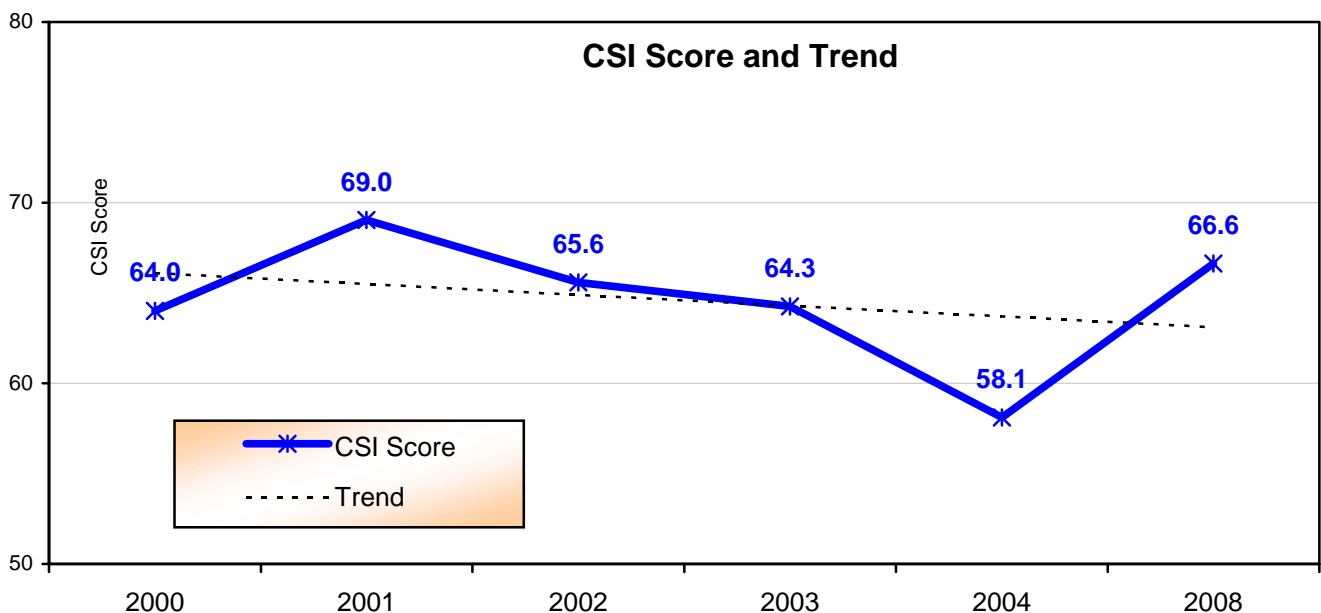
Respondents who had used Councils Dog Control Service in the last 12 months (n=109) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents in the subgroup (56%) were satisfied with Councils Dog Control Service (Scores 7 – 10). Over a quarter (29%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (17%). A fifth of the subgroup (21%) rated the Councils Dog Control Service with a score that was neutral (Scores 4 – 6), and 14% (15 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Councils Dog Control Service was 66.6. This indicates a reasonable level of satisfaction but with the potential for improvement.



The CSI Score of 66.6 is 8.5 points higher than the 2004 result. This is the second highest result recorded by the monitor and the latest result is well above the trend of recent readings.



Satisfaction with Councils Dog Control Service by demographics

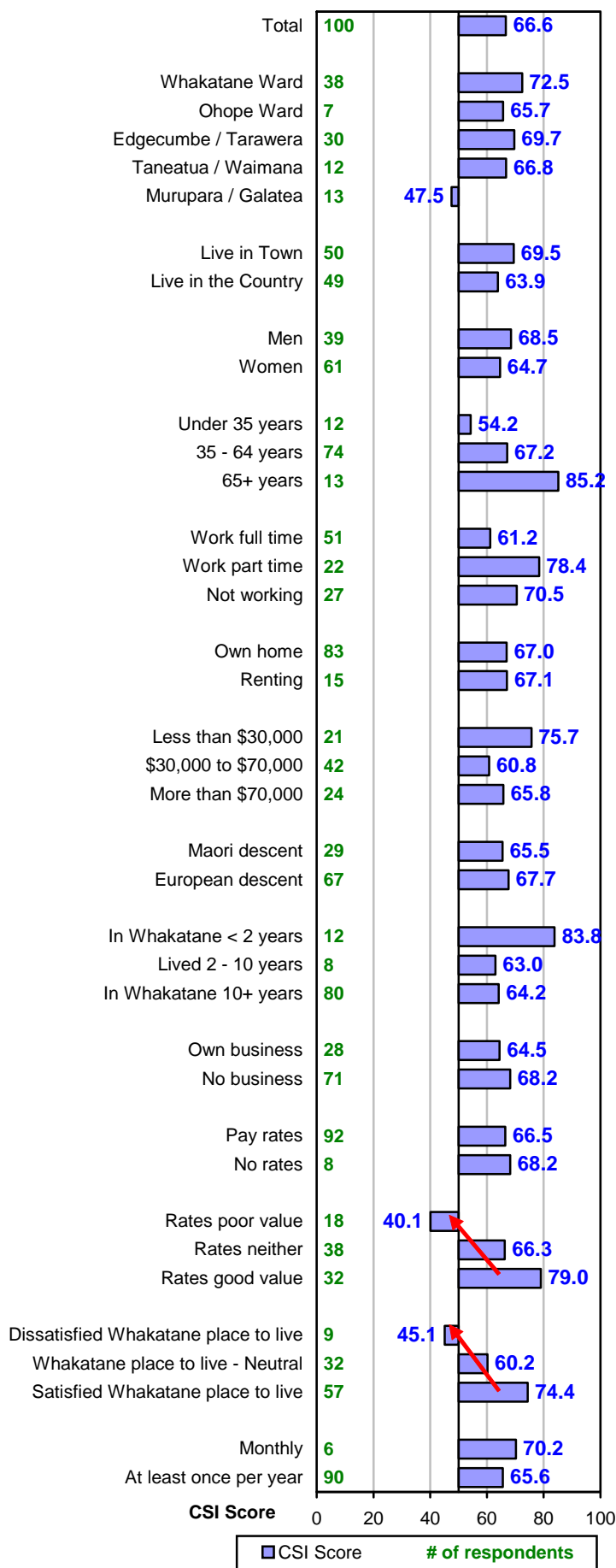
Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonable levels of satisfaction with Councils Dog Control Service across most of the subgroups of interest

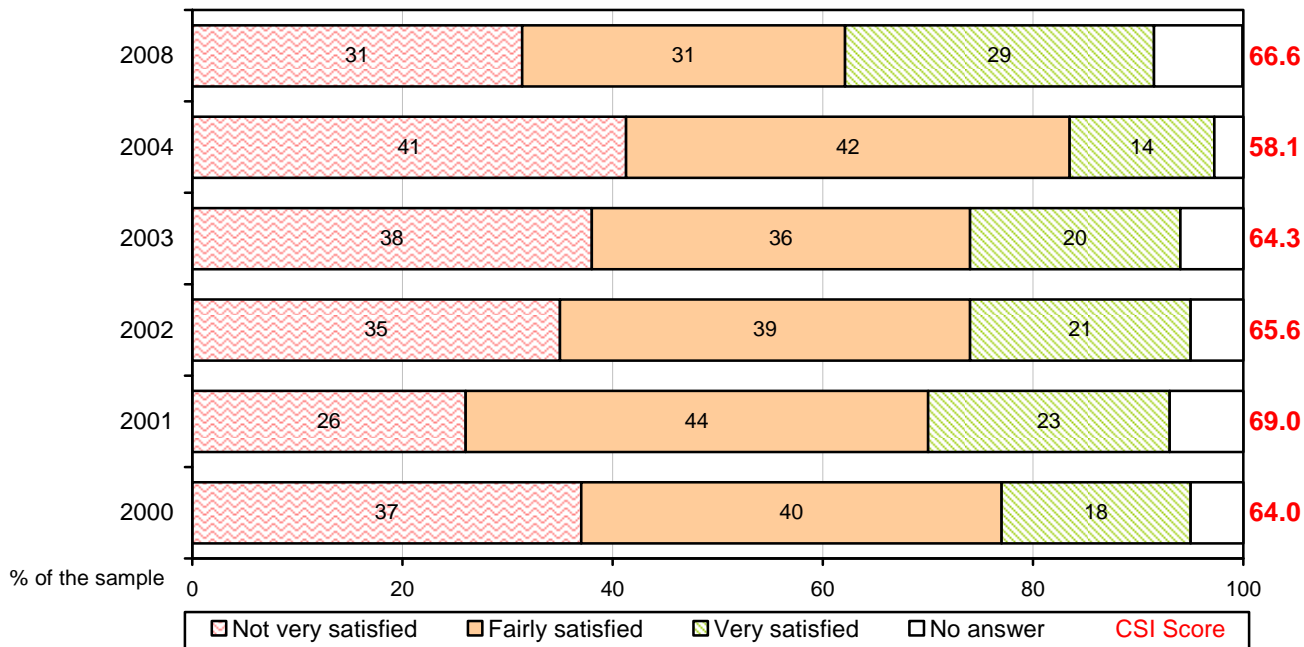
The variables that appear to have had the greatest impact on satisfaction with Councils Dog Control Service were:

- The respondents who used Councils Dog Control Service monthly (CSI Score 70.2) appear more satisfied than those who use it at least once per year (CSI Score 65.6)
- Respondents from the Murupara / Galatea Ward (CSI Score 47.5) were significantly less satisfied than those from other Wards (CSI Score 72.5 – 65.7).
- Respondents from town (CSI Score 69.5) are more satisfied than those from the country (CSI Score 63.9).
- Respondents aged over 65 (CSI Score 85.2) were significantly more satisfied than those from other age groups.
- Those with a household income of more under \$30,000 (CSI Score 75.7) appear more satisfied than those in the higher income brackets (CSI Score 60.8 - 65.8).
- Respondents who are working full time in paid employment (CSI Score 61.2) appear less satisfied than those who are working part time or not working in paid employment.
- Respondents who have lived in Whakatane for less than 2 years (CSI Score 83.8) appear more satisfied than those who have lived there longer.
- Respondents who thought they received good value for their rates (CSI Score 79.0) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 40.1).



Councils Dog Control Service Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Councils Dog Control Service using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (31%) are fairly satisfied with the Councils Dog Control Service with a further 29% being very satisfied. A third of the respondents were not very satisfied. The CSI score is the second highest recorded by this monitor.



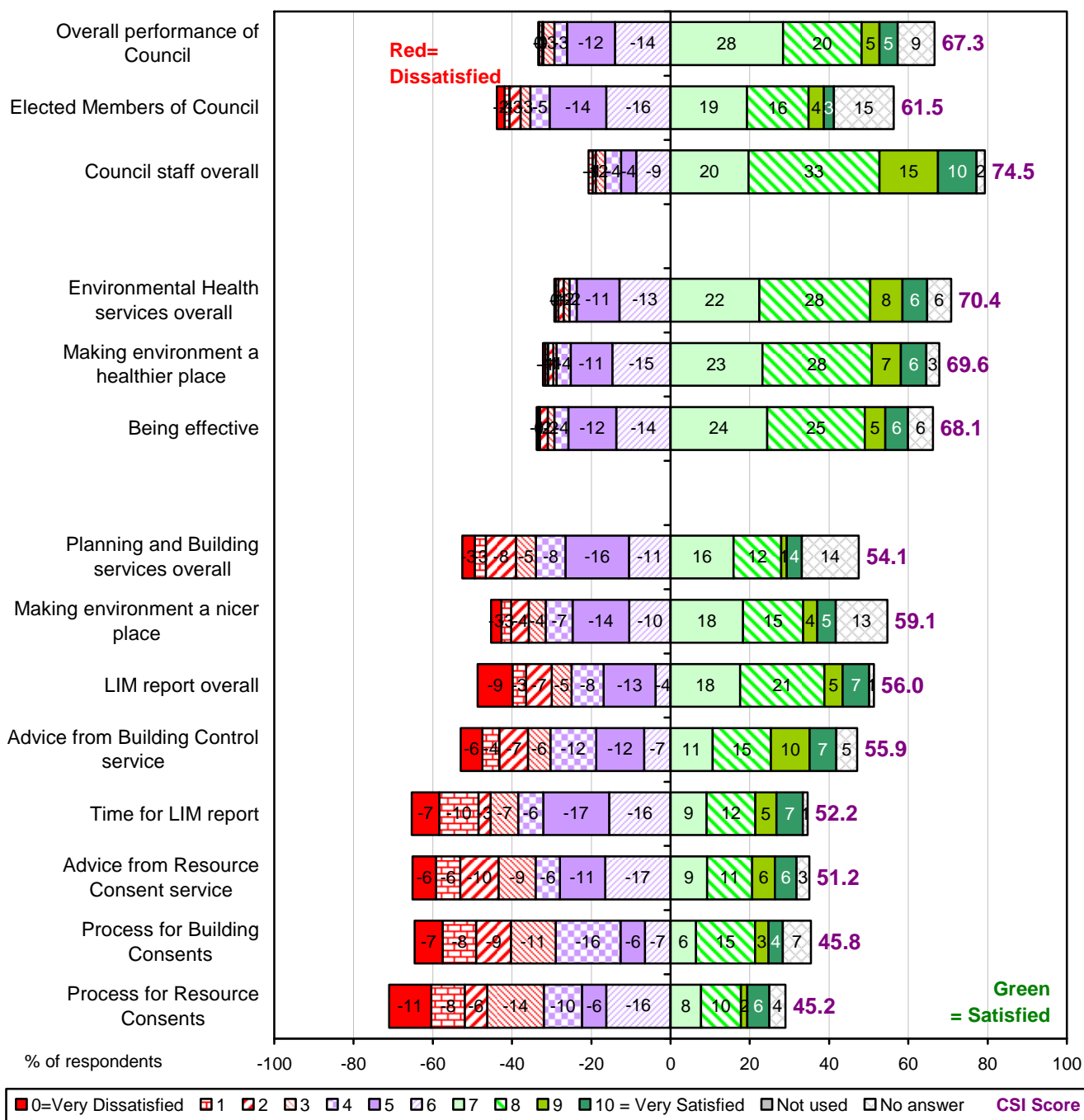
Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased again this year.



Satisfaction with Environmental Health and Planning Services

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

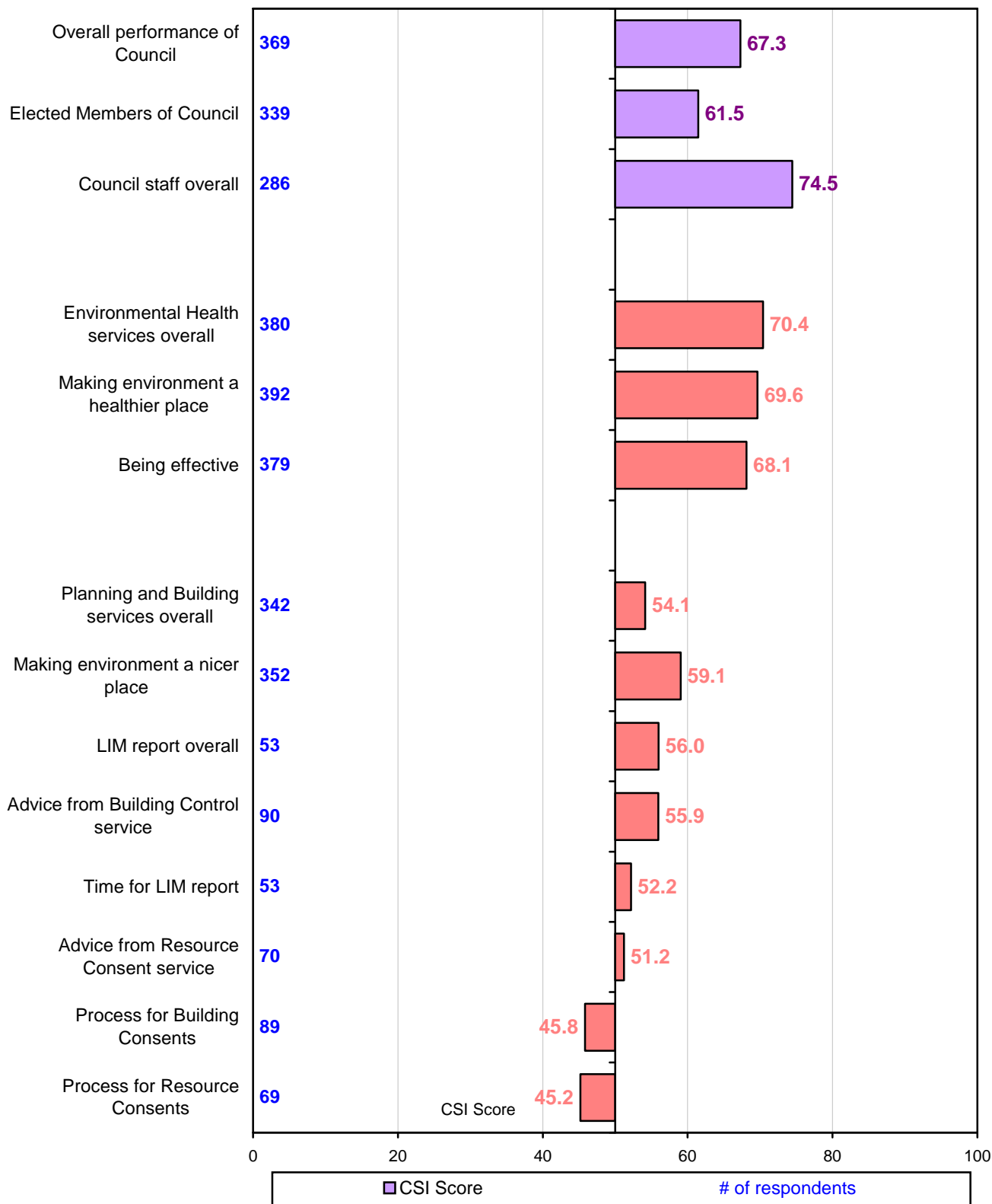
Only a minority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 65% for 'Environmental Health services overall' and 'Environmental Health services making the environment around you a healthier place to live' down to just 25% for 'the process Council used for your Resource Consent'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 3% for 'Environmental Health services making the environment around you a healthier place to live' up to 39% for 'the process Council used for your Resource Consent'. The factor with the most rating with a score of 0 is for 'the process Council used for your Resource Consent' (10.6%).



CSI Scores for Environmental Health and Planning Services

Note: Most facilities are rated only by those who had used that facility in the past 12 months.

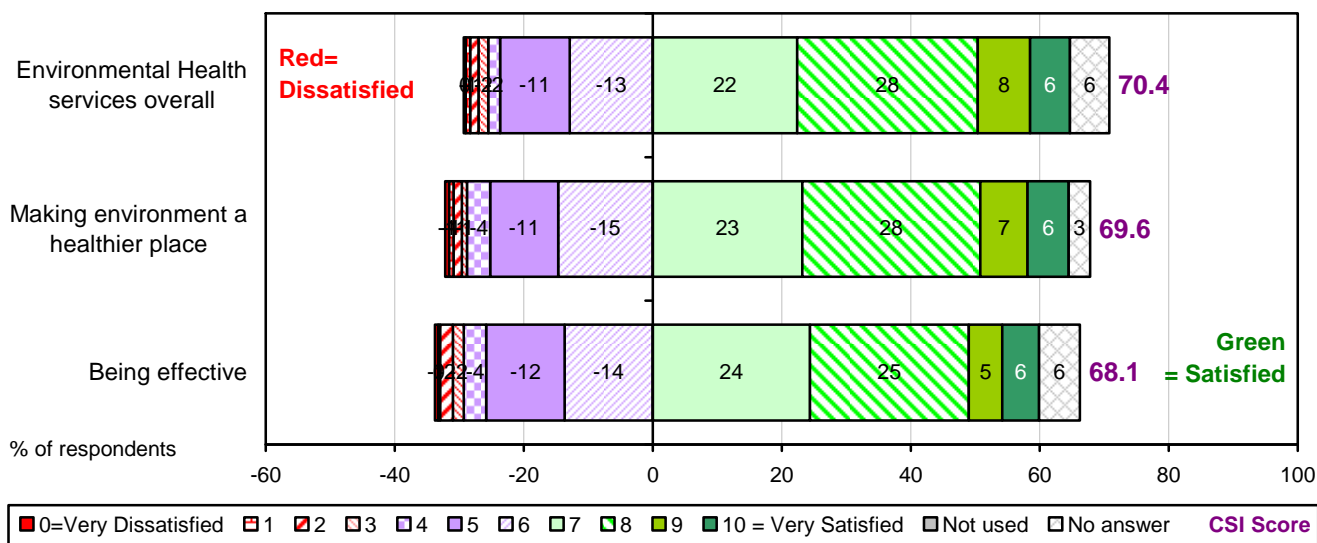
The CSI scores range from a high of 70.4 for the 'Environmental Health services overall' down to just 45.2 for 'the process Council used for your Resource Consent' and 45.8 for 'the process Council used for your Building Consent'.



Environmental Health Services

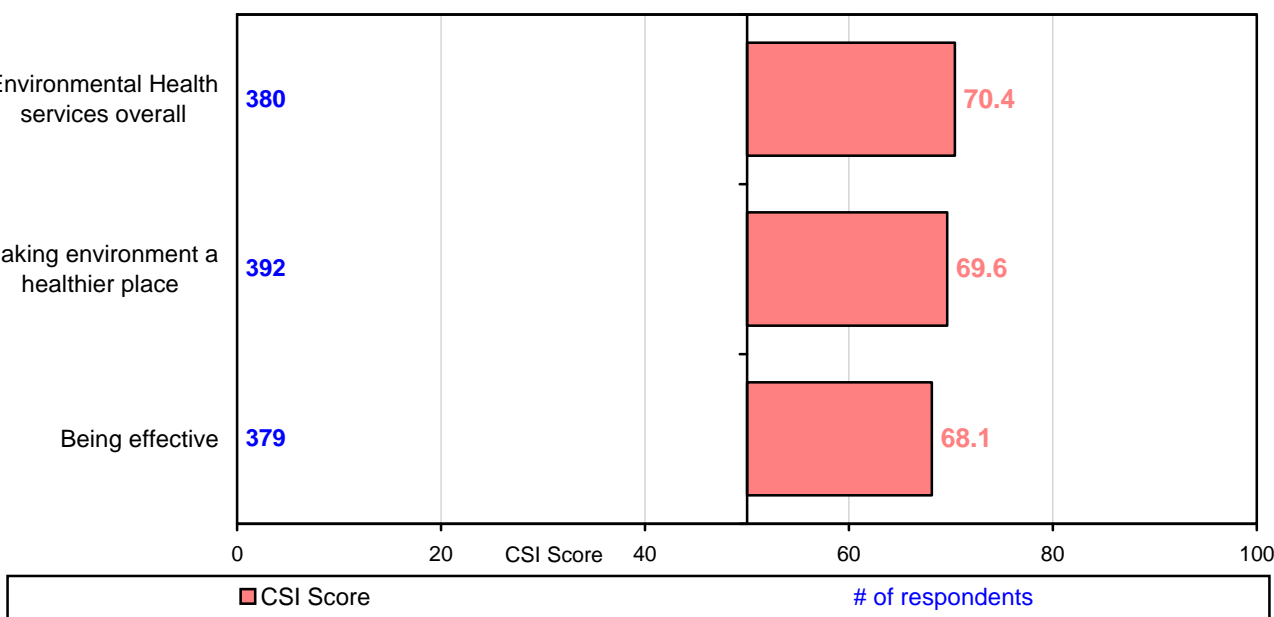
The respondents were asked 'Thinking about environmental health services, including public health, food, noise, litter and liquor licensing and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 65% for 'Environmental Health services making the environment around you a healthier place to live' and 'Environmental Health services overall' down to 60% for 'Environmental Health services being effective'. There are a small number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 3.5% for 'Environmental Health services making the environment around you a healthier place to live' up to 4.4% for the 'Environmental Health services being effective'.



CSI Scores for Environmental Health

The CSI scores range from a high of 70.4 'Environmental Health services overall' down to 68.1 for 'Environmental Health services being effective'.



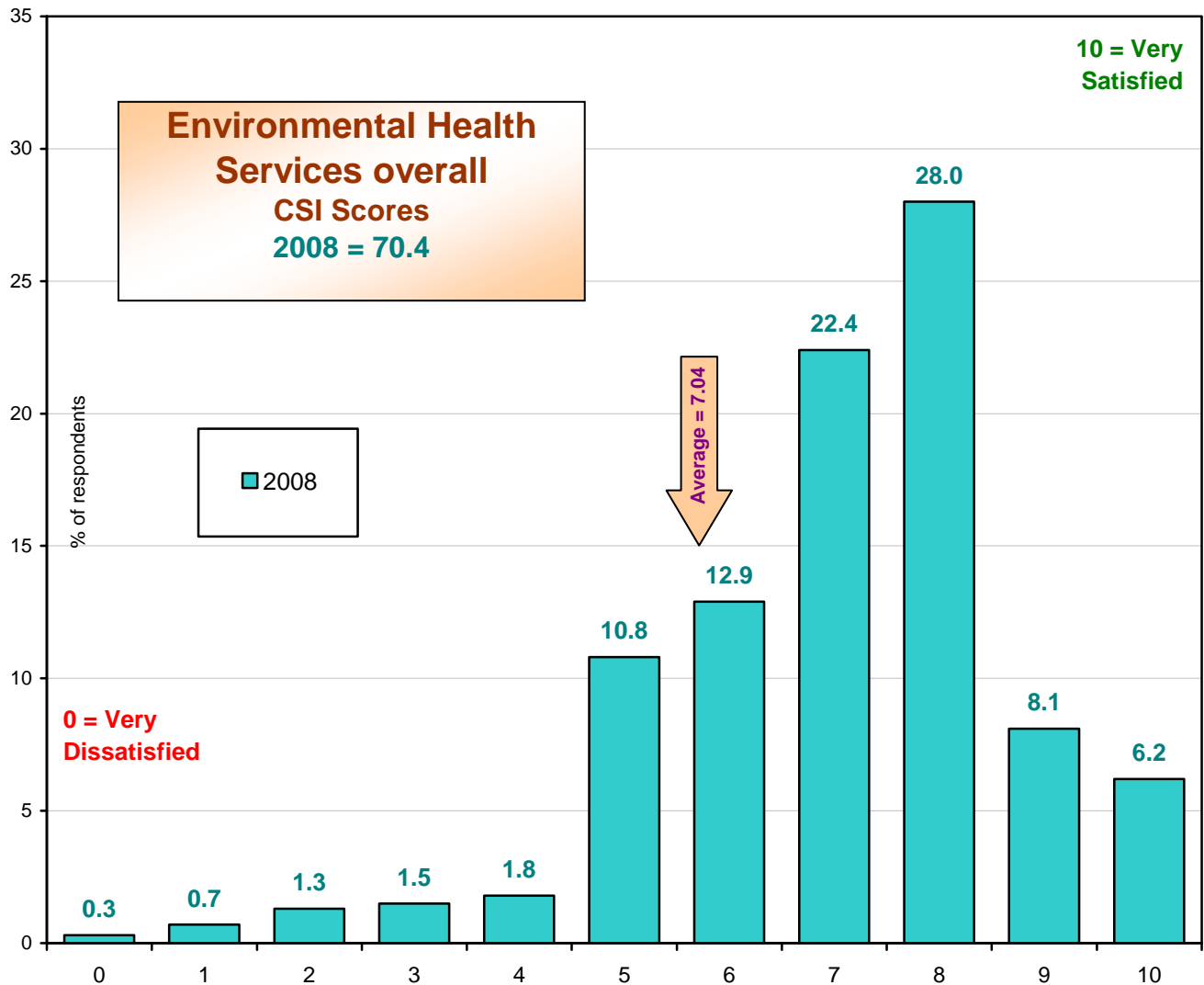
Environmental Health Services Overall

Respondents were asked to rate their satisfaction with 'the Environmental Health Services overall' using a scale where 0 is very dissatisfied to 10 being very satisfied

Two thirds of the respondents (65%) were satisfied (Scores 7 – 10). The mode was a score of 8 (28%) and 14% rated this with a score of 9 or 10 (exceeded expectations).

A quarter of the respondents (26%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and only 4% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Environmental Health Services Overall is 70.4, a score that implies there is room for improvement.



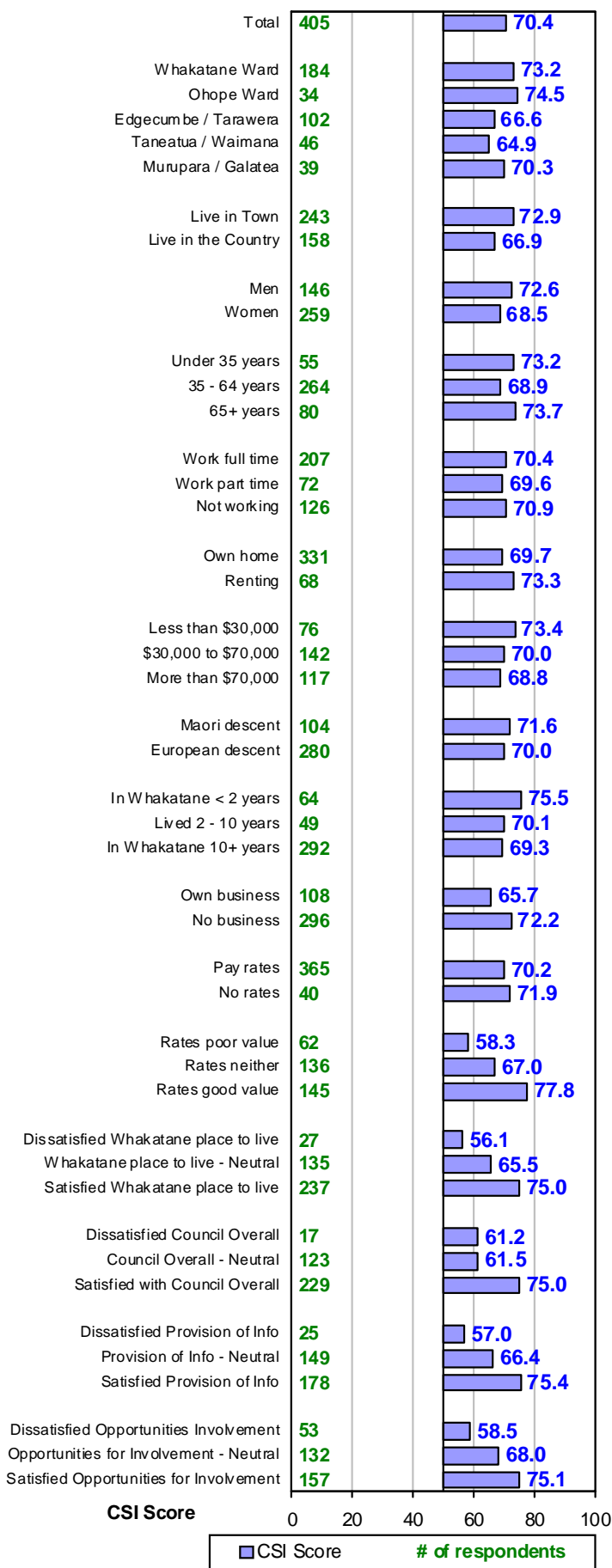
Satisfaction with Environmental Health Services overall by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are reasonably low levels of satisfaction with the Environmental Health Services overall across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with Environmental Health Services overall were:

- Respondents who thought they received good value for their rates (CSI Score 77.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 58.3).
- Those from the Taneatua / Waimana Ward (CSI Score 64.9) and Edgecumbe / Tarawera Ward (CSI Score 66.6) appear less satisfied than those from the other Wards
- Men (CSI Score 72.6) were more satisfied than women (CSI Score 68.5)
- Those who have lived in Whakatane for less than 2 years (CSI Score 75.5) are more satisfied than those who have lived there longer.
- Those who lived in town (CSI Score 72.9) were more satisfied than those who lived in the country (CSI Score 66.9)
- Those who were satisfied with the overall performance of Council (CSI Score 75.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 61.2).
- Those who were satisfied with Council's provision of information (CSI Score 75.4) are significantly more satisfied than those who were dissatisfied with Council's provision of information (CSI score 57.0).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 75.1) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 58.5).

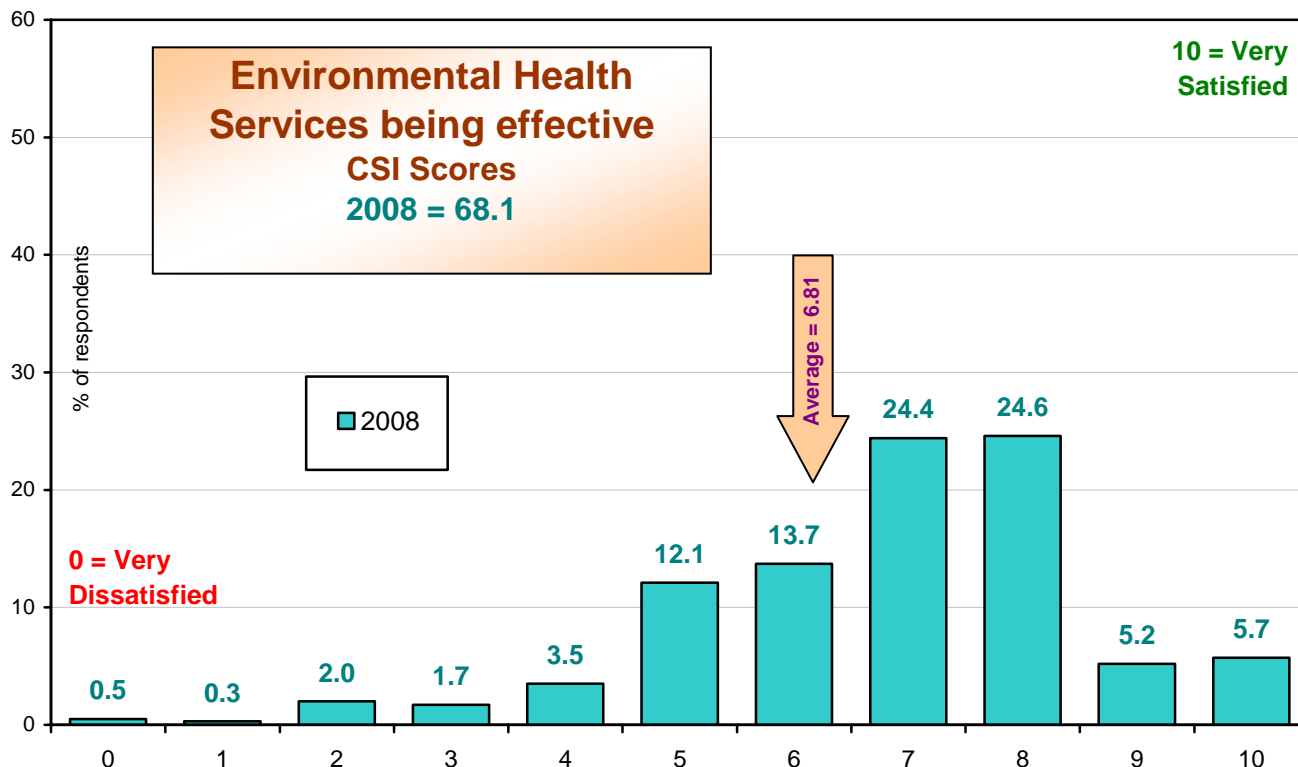


Environmental Health Services being effective

Respondents were asked to rate their satisfaction with 'Environmental Health Services being effective' using a scale where 0 is very dissatisfied to 10 being very satisfied

Three fifths of the respondents (60%) were satisfied (Scores 7 – 10). The mode was a score of 8 (24.6%) and only 11% rated this with a score of 9 or 10 (exceeded expectations). Over half of the respondents (29%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and only 4% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Environmental Health Services being effective is 68.1, a score that implies there is room for improvement.

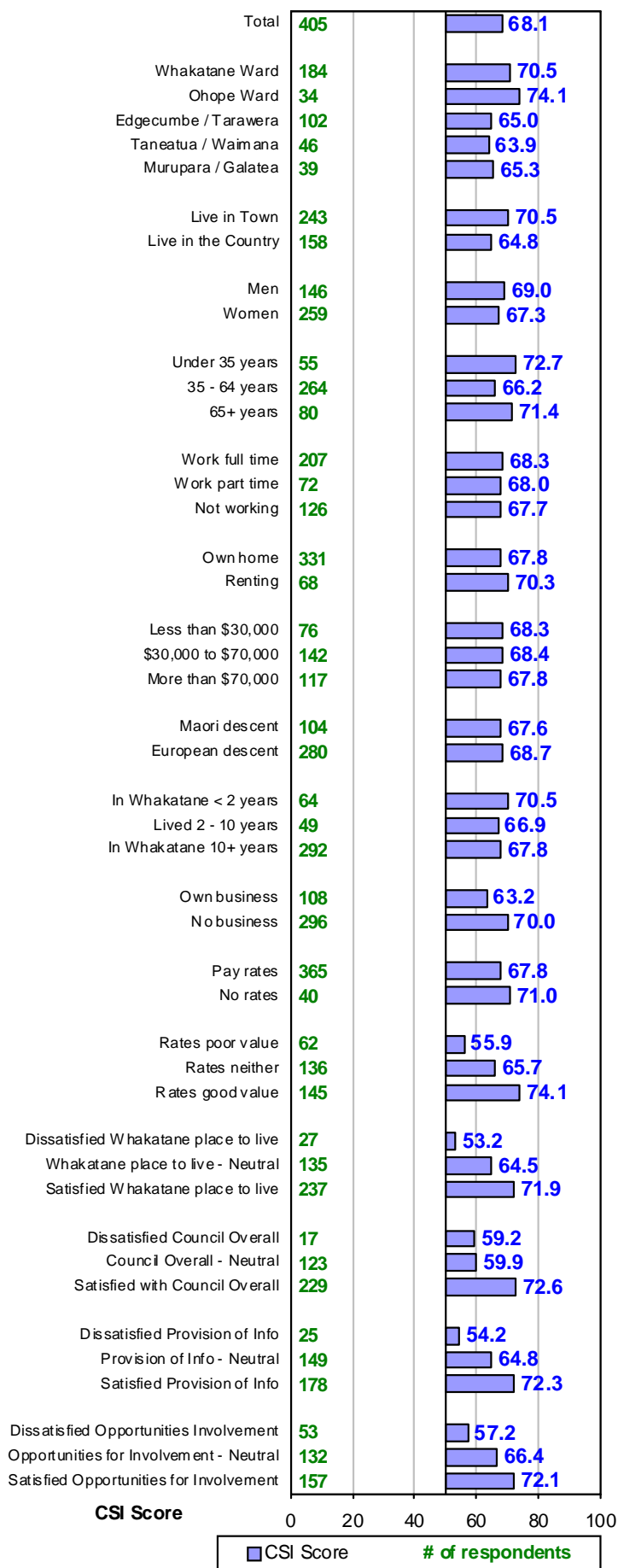


Satisfaction with Environmental Health Services being effective by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on satisfaction with Environmental Health Services being effective were:

- Respondents who thought they received good value for their rates (CSI Score 74.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 55.9).
- Those from the Ohope Ward (CSI Score 74.1) and Whakatane Ward (CSI Score 70.5) appear more satisfied than those from the other Wards
- Men (CSI Score 69.0) appear slightly more satisfied than women (CSI Score 67.3).
- Those who live in town (CSI Score 70.5) appear more satisfied than those who live in the country (CSI Score 64.8).
- Those who are satisfied with Whakatane as a place to live (CSI Score 71.9) appear more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI Score 53.2).
- Those who were satisfied with the overall performance of Council (CSI Score 72.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 59.2).
- Those who were satisfied with Council's provision of information (CSI Score 72.3) are significantly more satisfied than those who were dissatisfied with Council's provision of information (CSI score 54.2).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 72.1) are significantly more satisfied than those who are dissatisfied with the opportunities Council provide for community involvement (CSI score 57.2).

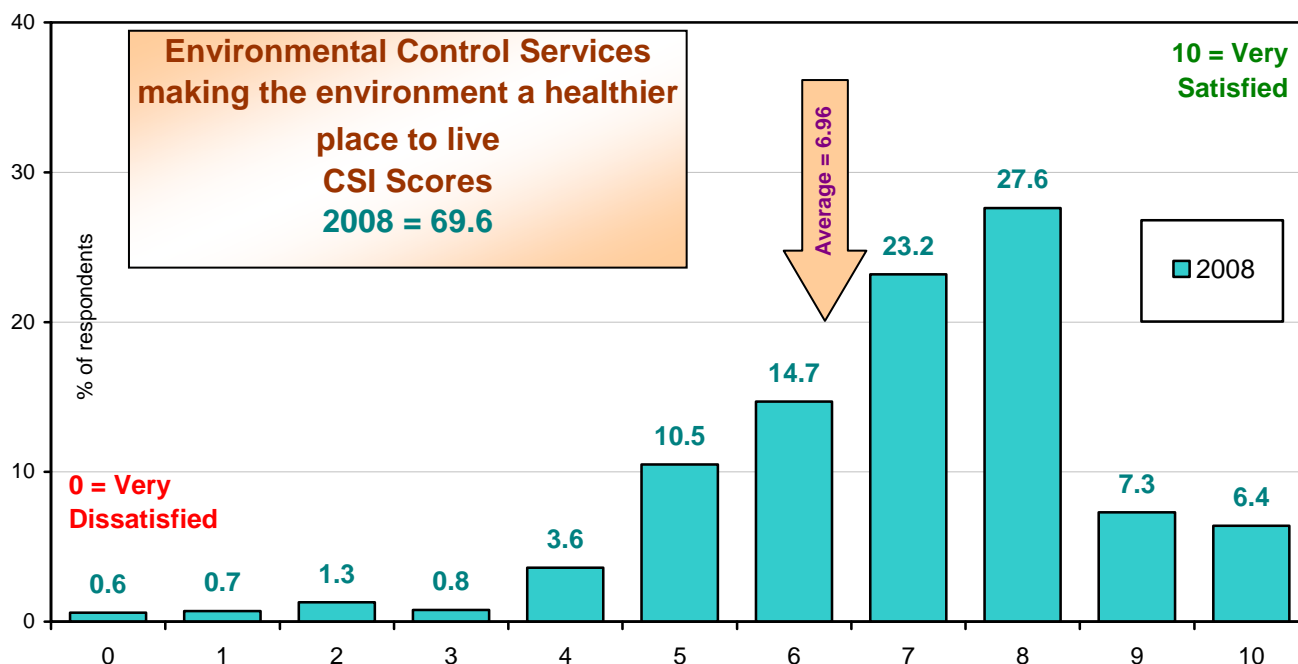


Environmental Health Services making the environment a healthier place

Respondents were asked to rate their satisfaction with 'Environmental Health Services making the environment around you a healthier place to live' using a scale where 0 is very dissatisfied to 10 being very satisfied

Two thirds of the respondents (65%) were satisfied (Scores 7 – 10). The mode was a score of 8 (28%) and 14% rated this with a score of 9 or 10 (exceeded expectations). A third of the respondents (29%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and only 4% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Environmental Health Services making the environment around you a healthier place to live is 69.6, a score that implies there is room for improvement.

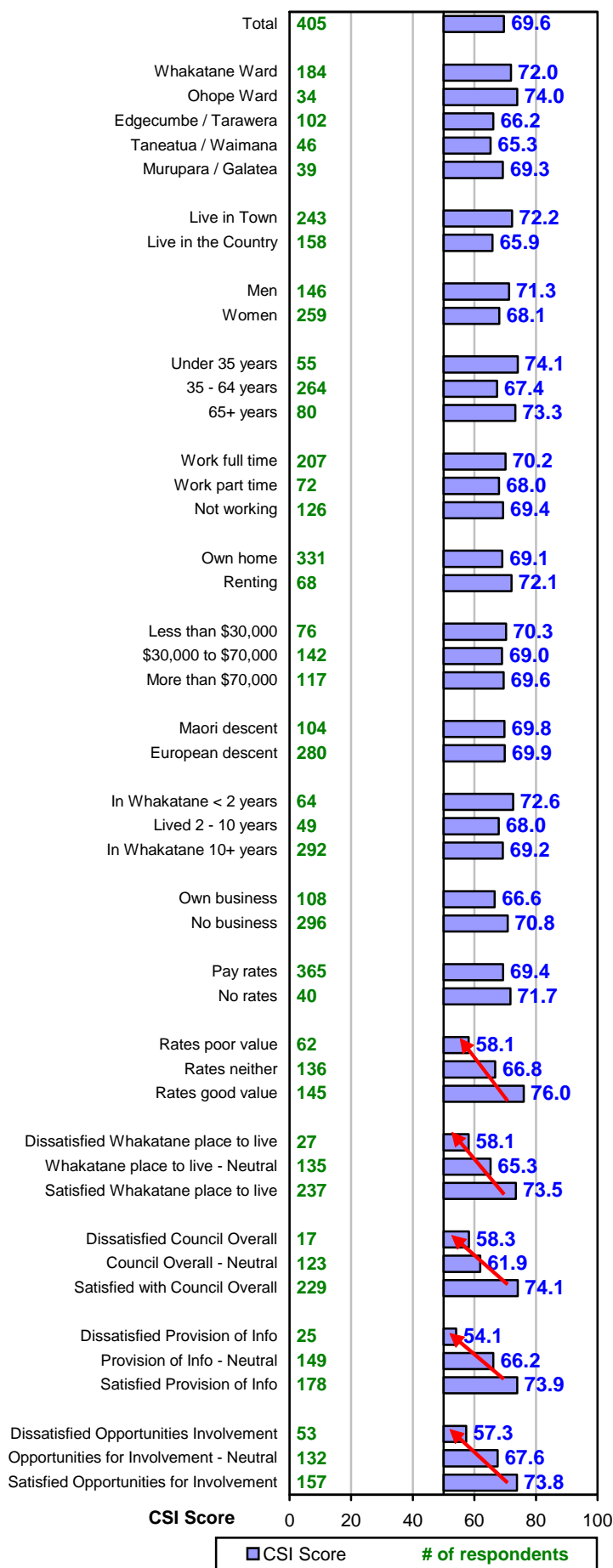


Satisfaction with Environmental Health Services making the environment around you a healthier place to live by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on satisfaction with Environmental Health Services making the environment around you a healthier place to live were:

- Respondents who thought they received good value for their rates (CSI Score 76.0) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 58.1).
- Men (CSI Score 71.3) appear more satisfied than women (CSI Score 68.1).
- Those from the Ohope Ward (CSI Score 74.0) and Whakatane Ward (CSI Score 72.0) appear more satisfied than those from the other Wards
- Those who live in town (CSI Score 72.2) appear more satisfied than those who live in the country (CSI Score 65.9).
- Respondents aged between 35 - 64 (CSI Score 67.4) appear less satisfied than those from other age groups.
- Those who are satisfied with Whakatane as a place to live (CSI Score 73.5) appear more satisfied than those who were dissatisfied with Whakatane as a place to live (CSI Score 58.1).
- Those who were satisfied with the overall performance of Council (CSI Score 74.1) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 58.3).
- Those who were satisfied with Council's provision of information (CSI Score 73.9) are significantly more satisfied than those who were dissatisfied with Council's provision of information (CSI score 54.1).
- Those who were satisfied with the opportunities Council provide for community involvement in decision making (CSI Score 73.8) are significantly more satisfied than those who are dissatisfied with the opportunities (CSI

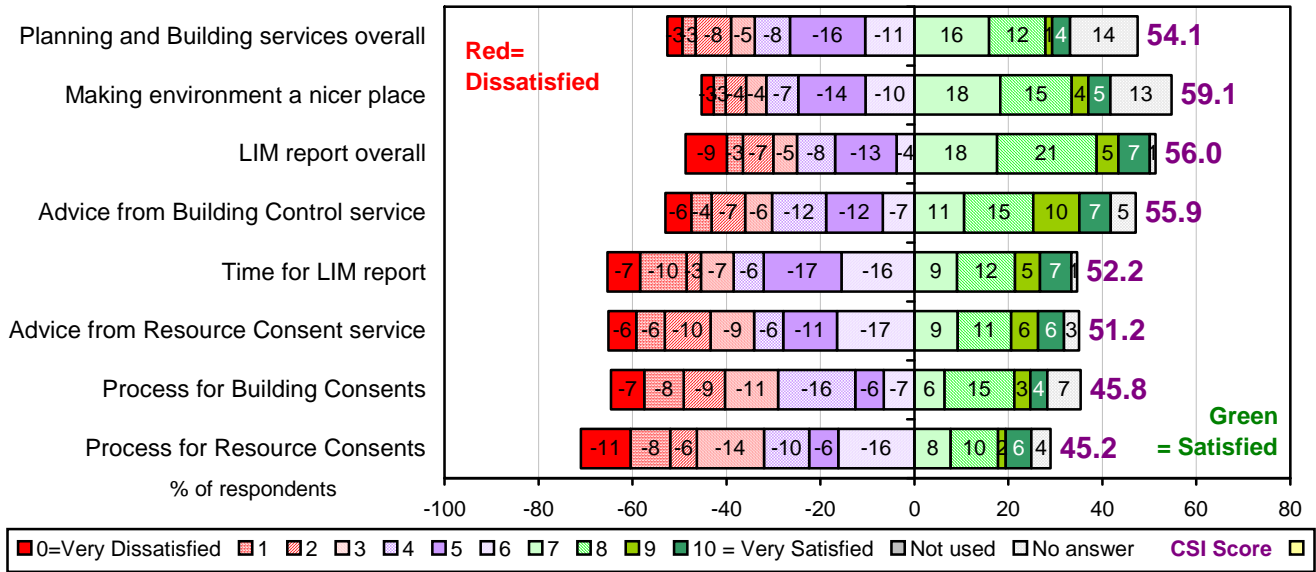


score 57.3).

Planning and Building Regulation Services

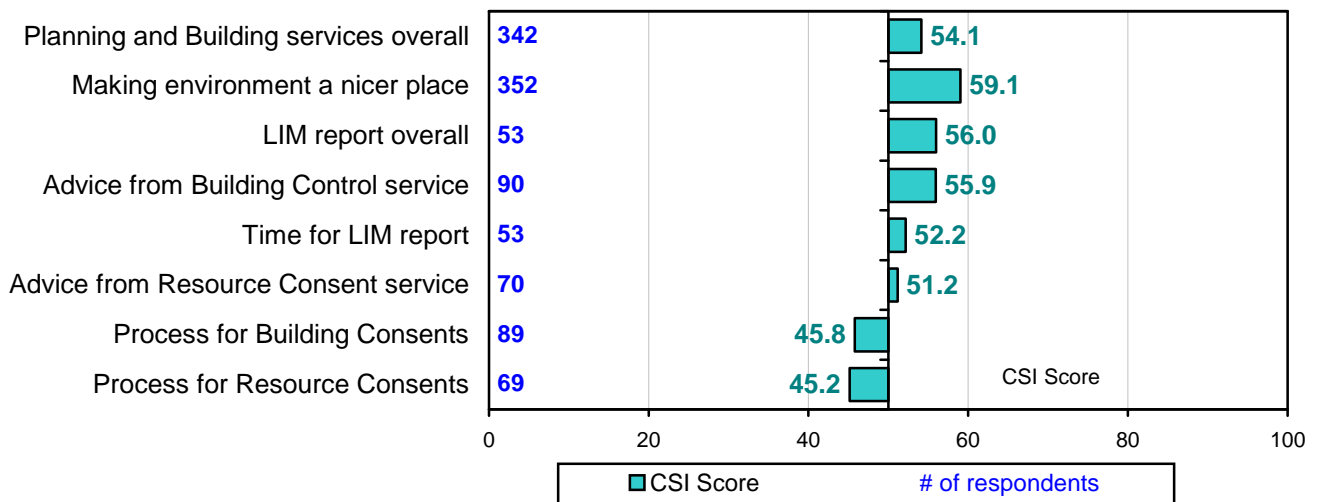
The respondents were asked 'Thinking about Planning and Building Regulation Services, and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with? <factor>'

Only a minority of respondents rated each factor with scores that reflected satisfaction (scores 7 – 10). This ranged from 50% for the 'LIM report overall' down to just 25% for 'the process Council used for your Resource Consent'. The majority of respondents are less than satisfied with each factor (scores 0 – 6). This ranges from 45% for 'making the environment around you a nicer place to live' up to 71% for 'the process Council used for your resource consent'. The factor with the most respondents rating with a score of 0 is 'The process Council used for your resource consent' (11%).



CSI Scores by factor

The CSI Score , (a weighted score across the satisfaction scale) is used to reflect respondent satisfaction with the various facilities and services provided by Council. The CSI Scores range from a high of 59.1 'Making the environment around you a nicer place to live' down to just 45.2 for 'The process Council used for your resource consent' and 45.8 for 'The process Council used for your building consent'.



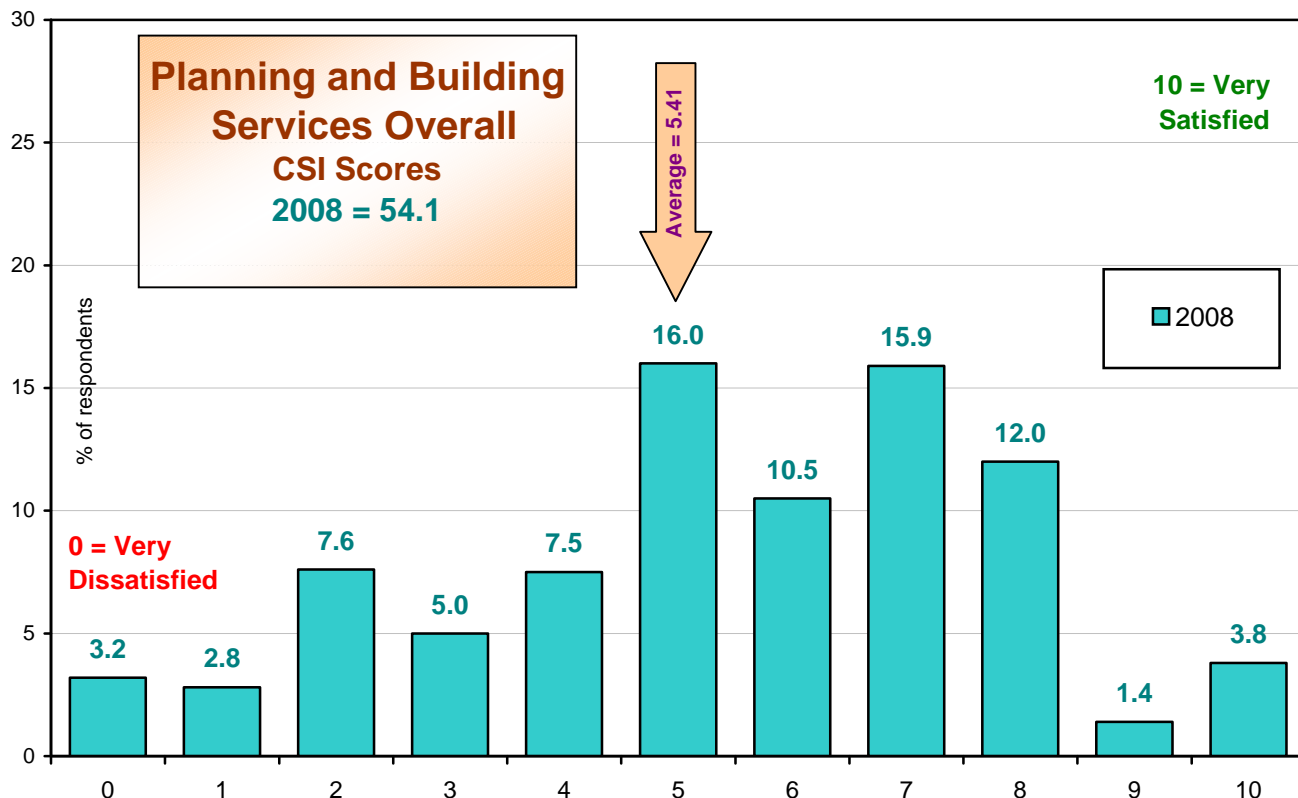
Planning and Building Regulation Services Overall

Respondents were asked to rate their satisfaction with the 'Planning and Building services overall' using a scale where 0 is very dissatisfied to 10 being very satisfied

Only a third of the respondents (33%) were satisfied (Scores 7 – 10). The mode was a score of 5 and 7 (16%) and only 5% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (34%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 19% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the Planning and Building services overall is 54.1, a score that implies respondents have some significant issues.



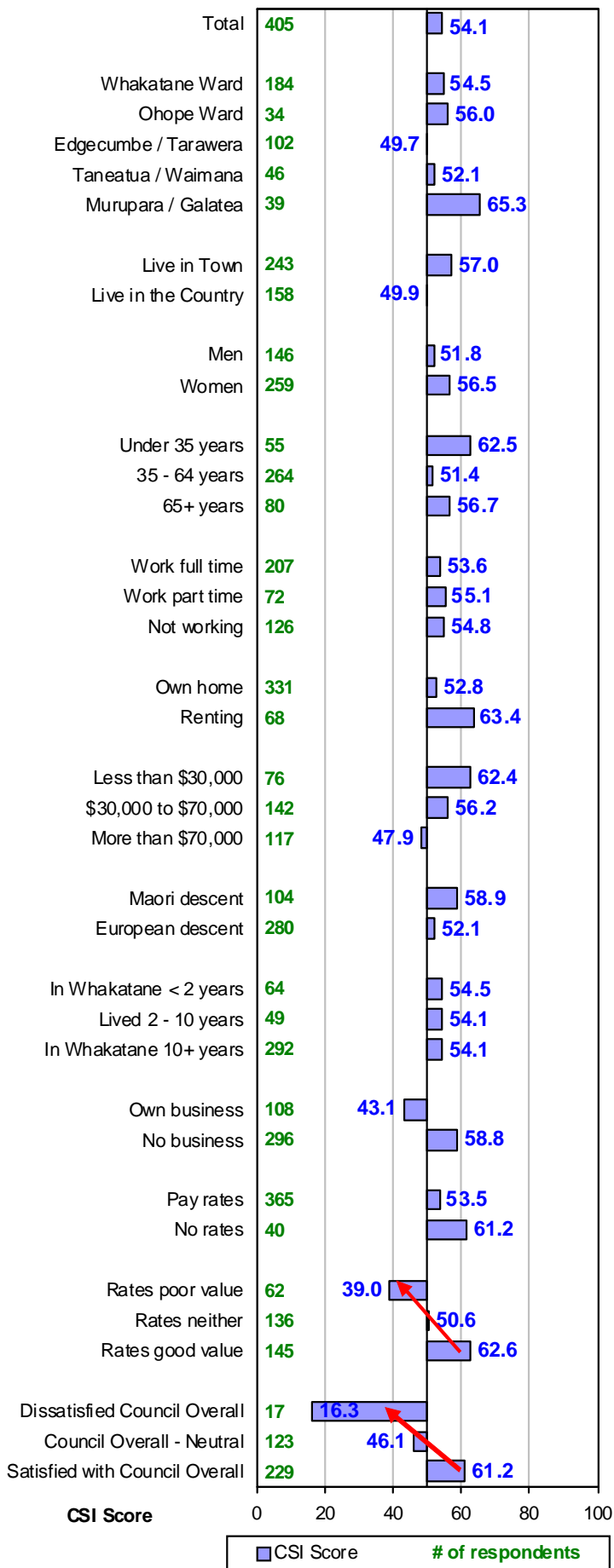
Satisfaction with Planning and Building Services overall by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

There is a very low level of satisfaction across the board for Planning and Building Services overall.

The variables that appear to have had the greatest impact on satisfaction with Planning and Building Services overall were:

- Respondents who thought they received good value for their rates (CSI Score 62.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 39.0).
- Those from the Edgecumbe / Tarawera Ward (CSI Score 49.7) appear less satisfied than those from the other Wards
- Those who live in town (CSI Score 57.0) are significantly more satisfied than those who live in the country (CSI Score 49.9).
- Those under 35 years (CSI Score 62.5) are significantly more satisfied than those from other age brackets.
- Those renting (CSI Score 63.4) are significantly more satisfied than those who own their own home (CSI Score 52.8).
- Those with a household income of over \$70,000 (CSI Score 47.9) appear less satisfied than those in the lower income brackets.
- Those who own or operate their own business (CSI Score 43.1) appear less satisfied than those who don't own or operate their own business.
- Those of Maori descent (CSI Score 58.9) appear more satisfied than those of European descent.
- Those who were satisfied with the overall performance of Council (CSI Score 61.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 16.3).

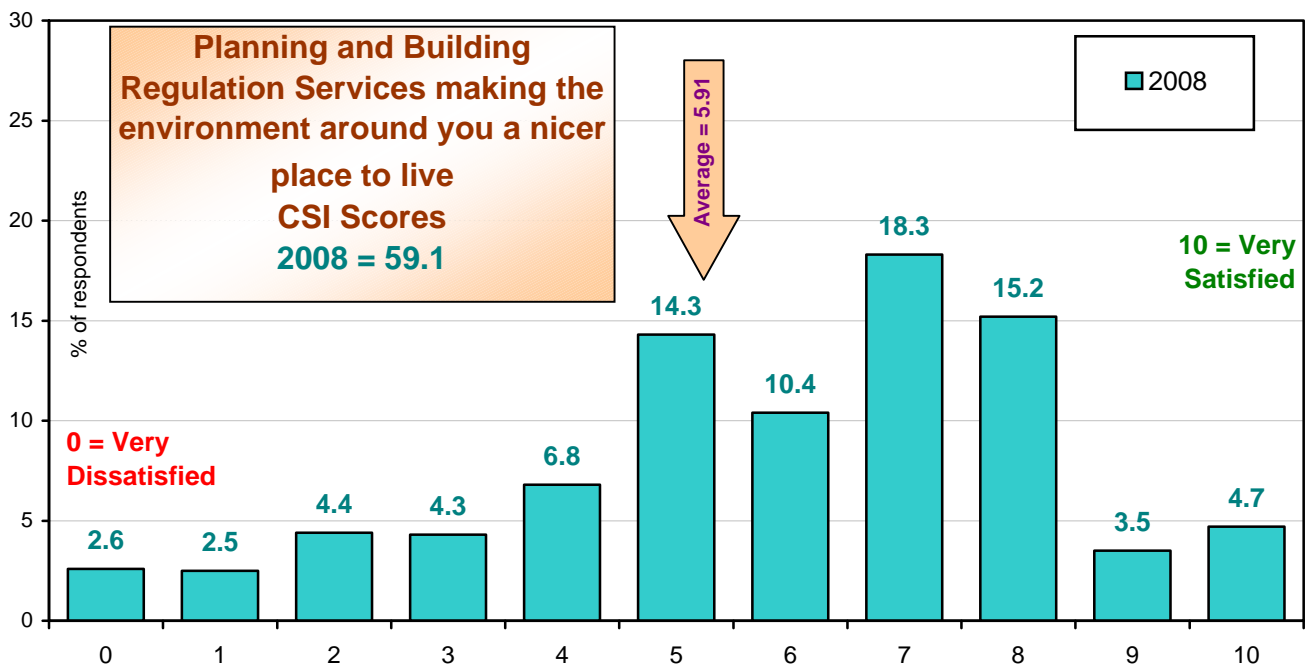


Planning and Building making the environment a nicer place to live

Respondents were asked to rate their satisfaction with 'Planning and Building Regulation Services making the environment around you a nicer place to live' using a scale where 0 is very dissatisfied to 10 being very satisfied

Two fifths of the respondents (42%) were satisfied (Scores 7 – 10). The mode was a score of 7 (18%) and only 8% rated this with a score of 9 or 10 (exceeded expectations). A third of the respondents (32%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 14% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for Planning and Building Regulation Services making the environment around you a nicer place to live is 59.1, a score that implies there are serious issues with this service.

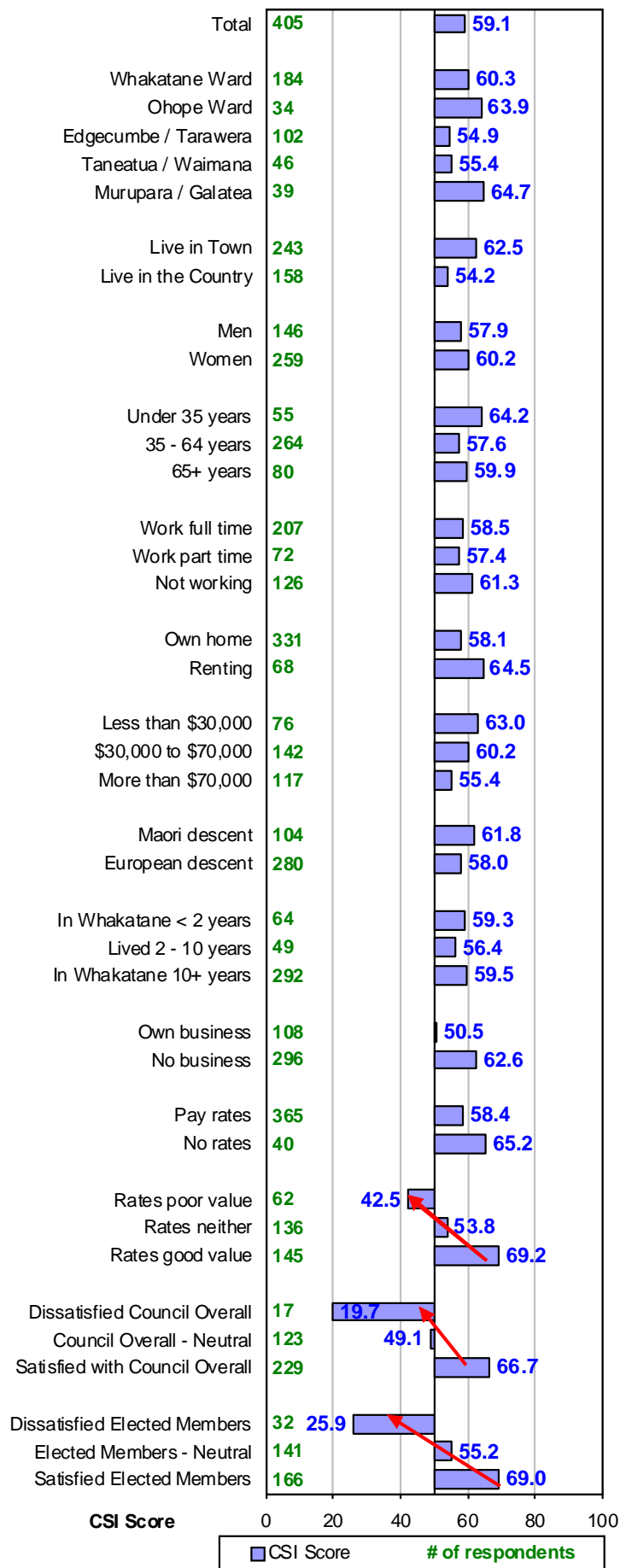


Satisfaction with Planning and Building Regulation Services making the environment around you a nicer place to live by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The variables that appear to have had the greatest impact on satisfaction with Planning and Building Regulation Services making the environment around you a nicer place to live were:

- Respondents who thought they received good value for their rates (CSI Score 69.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 42.5).
- Those from the Edgecumbe / Tarawera Ward (CSI Score 54.9) and Taneatua / Waimana Ward (CSI Score 55.4) appear less satisfied than those from the other Wards.
- Those who live in town (CSI Score 62.5) are significantly more satisfied than those who live in the country (CSI Score 54.2).
- Those renting (CSI Score 64.5) are significantly more satisfied than those who own their own home (CSI Score 58.1).
- Those under 35 years (CSI Score 64.2) are significantly more satisfied than those from other age brackets.
- Those who own or operate their own business (CSI Score 50.5) appear less satisfied than those who don't own or operate their own business.
- Those who were satisfied with the overall performance of Council (CSI Score 66.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 19.7).
- Those who were satisfied with the Elected Members (CSI Score 69.0) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 25.9).



Building Consents

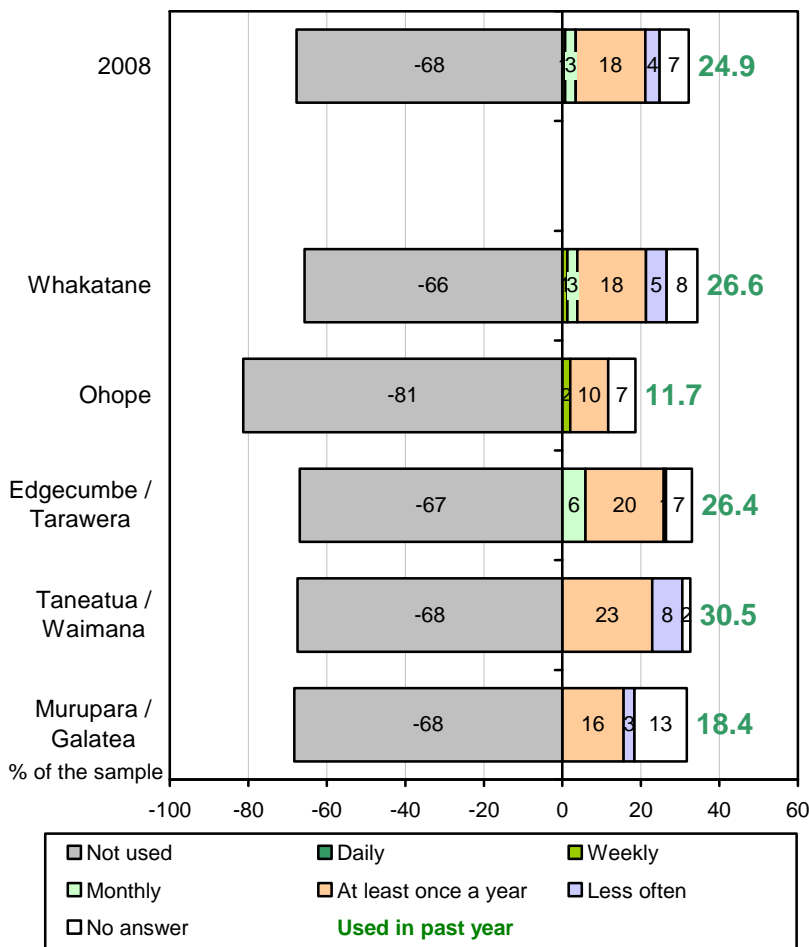
Respondents were asked how often they had applied for a Building Consent in the past 12 months.

Frequency of applying for a Building consent

Over two thirds of the respondents (68%) had not applied for a Building Consent in the past 12 months, while a quarter of the respondents (25%) had applied for one, and 7% didn't know.

Of those who had applied for a Building Consent, most (18%) did this at least once a year. A few applied for Building Consents at least monthly (3%) and 4% applied for these less than once per year.

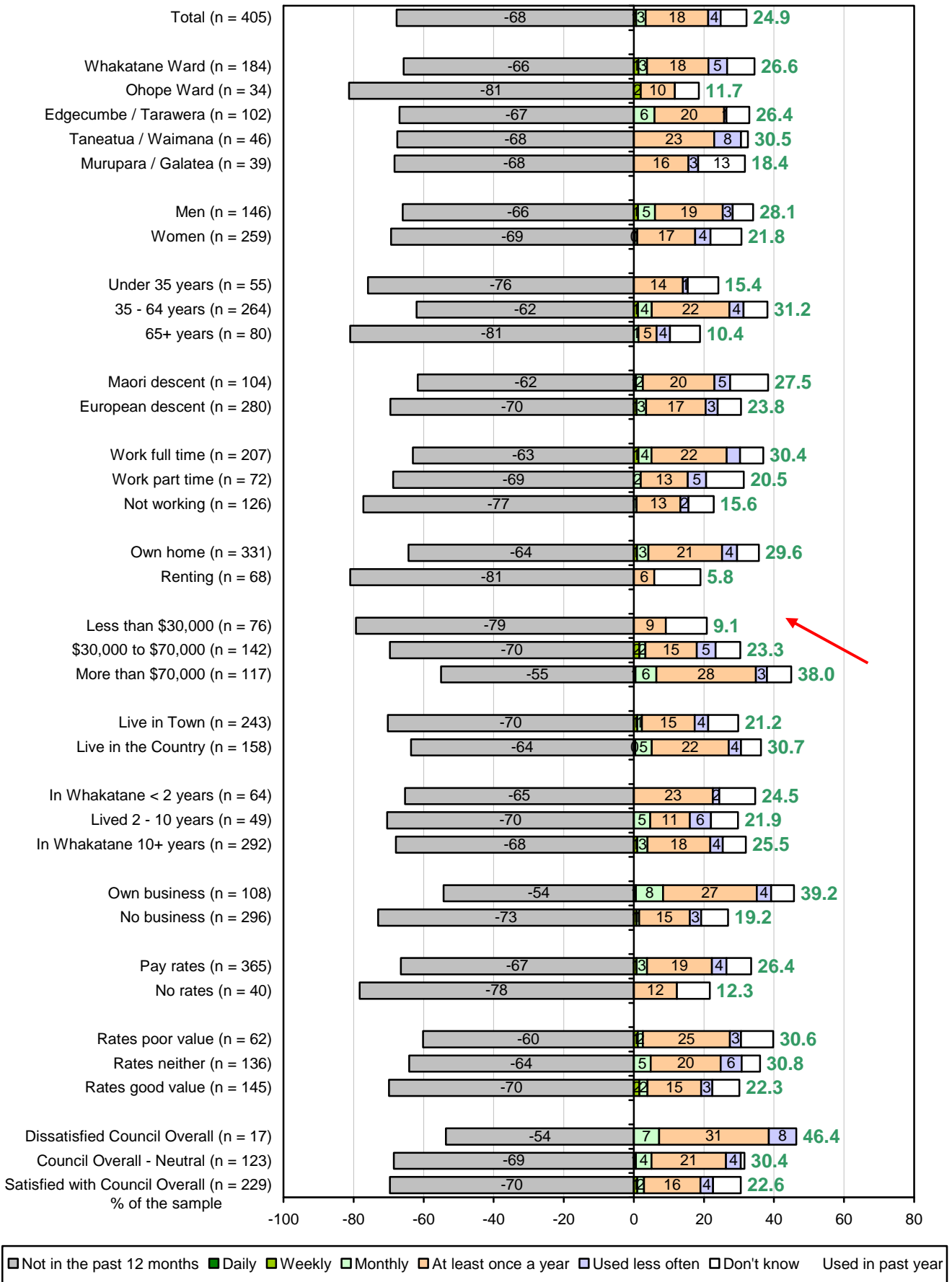
Involvement in applying for a Building Consent was lowest for those from the Ohope Ward (12%) versus 18% - 31% for those from the other Wards.



The chart over the page compares the frequency of applying for a Building Consent among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a Building Consent include:

- Those dissatisfied with Council overall (46%)
- Those who own or operate their own business (39%)
- Those with a household income over \$70,000 p.a. (38%)
- Those aged 35 – 64 years old (31%)
- Those from the country (31%)
- Those working full time in paid employment (30%)
- Those who live in their own home (30%)

Applying for a Building Consent by subgroup



Satisfaction with the process Council used for your Building Consent

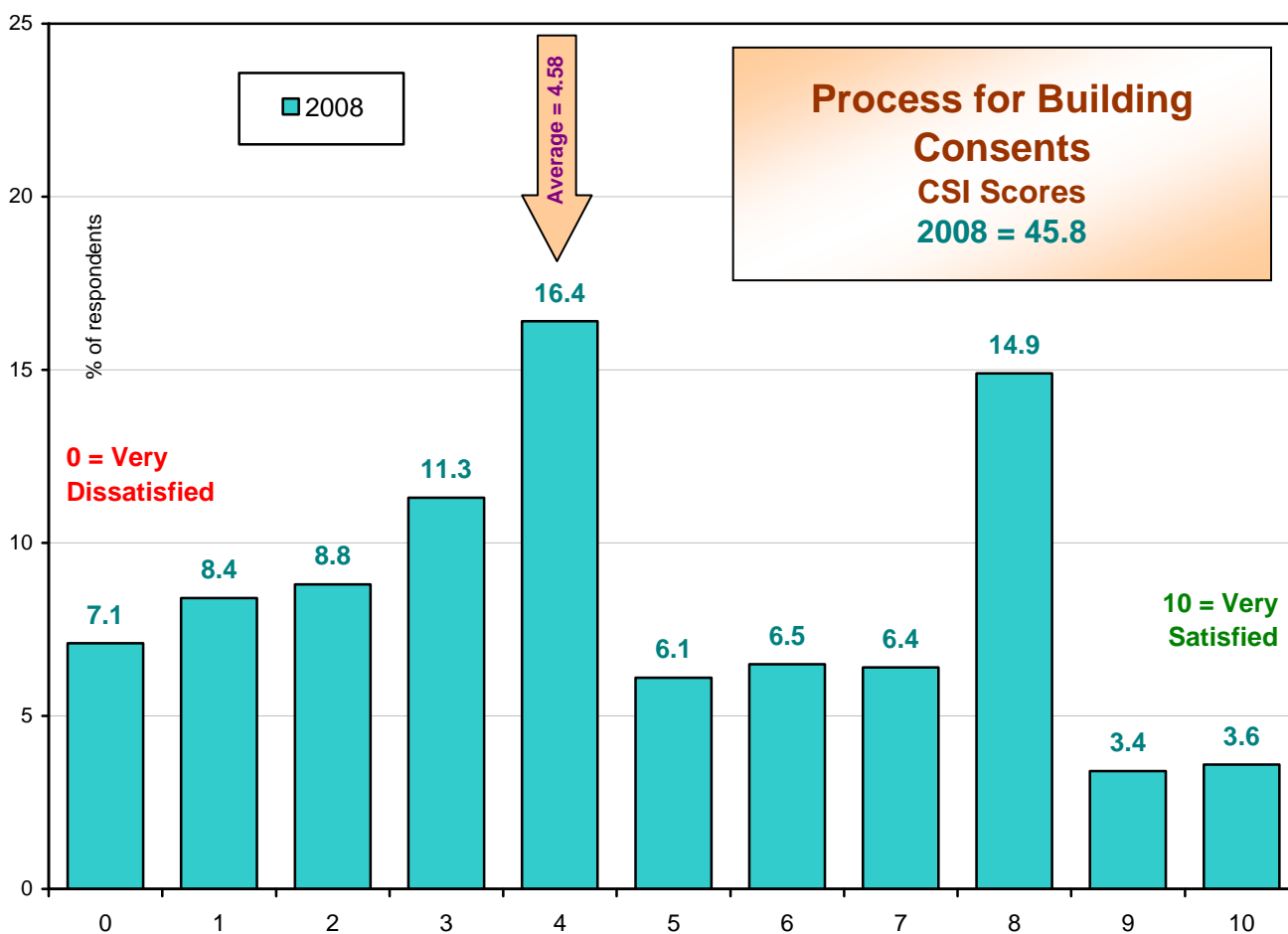
Respondents who had applied for a Building Consent in the last 12 months (n=96) were asked to rate their satisfaction with the process for Building Consents using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a quarter of the respondents in the subgroup (28%) were satisfied with the process Council used for their Building Consent (Scores 7 – 10). Only 7 respondents (7%) rated this with a score of 9 or 10 (exceeded expectations).

The mode was a score of 4 (16%). A quarter of the subgroup (29%) rated the process Council used for their Building Consent with a score that was neutral (Scores 4 – 6).

The largest group (36%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the process Council used for their Building Consent was 45.8. This is a score that implies users have a serious issue with the process.



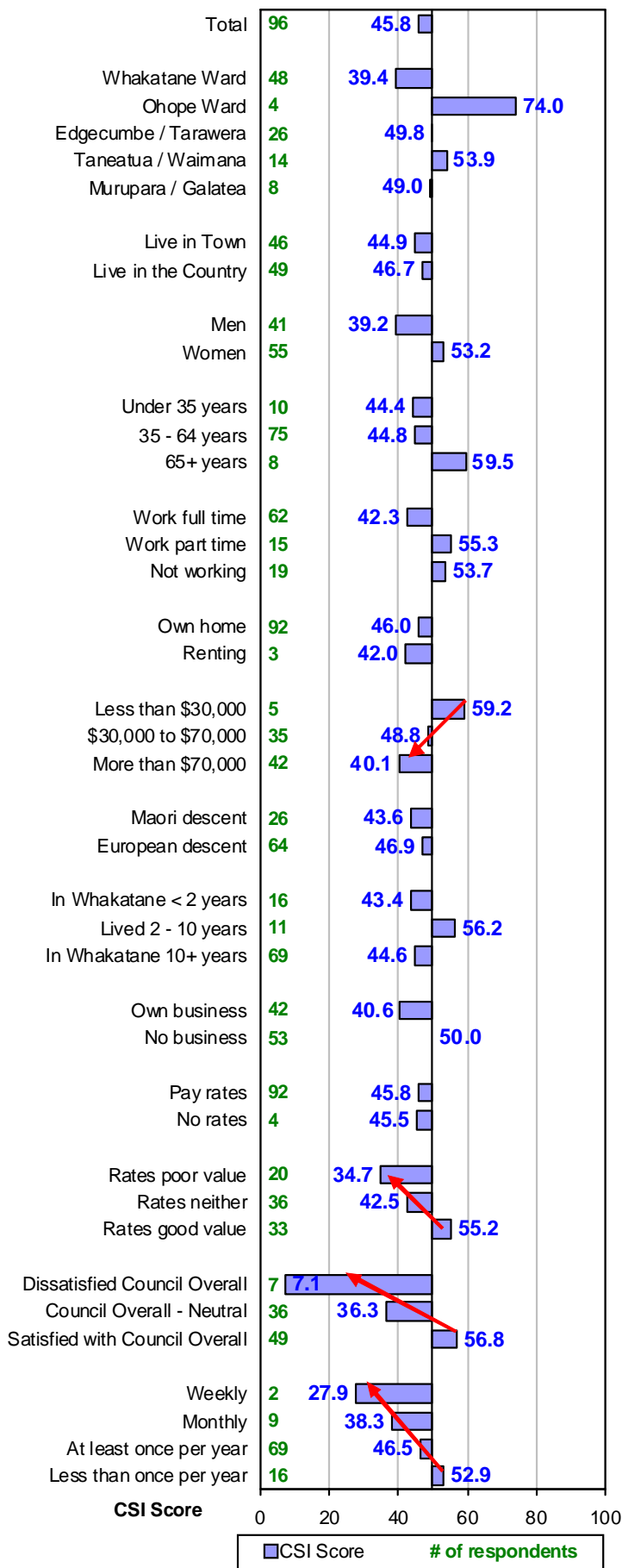
Satisfaction with the process Council used for your Building Consent by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are low levels of satisfaction with the process Council used for their Building Consent across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The variables that appear to have had the greatest impact on satisfaction with the process Council used for their Building Consent were:

- The more often a person is involved in a Building Consent application, the lower the level of satisfaction
- The few from the Ohope Ward (CSI Score 74.0) appear more satisfied than those from other Wards (CSI Score 39.4 – 53.95).
- Men (CSI Score 39.2) were significantly less satisfied than women (CSI Score 53.2).
- Those who are working full time (CSI Score 42.3) were less satisfied than those working part time or those not in paid employment (CSI Score 55.3 and 53.7 respectively)
- Those with a household income of more than \$70,000 (CSI Score 40.1) were less satisfied than those in the lower income brackets (CSI Score 48.8 – 59.2).
- Respondents who thought they received good value for their rates (CSI Score 55.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 34.7).



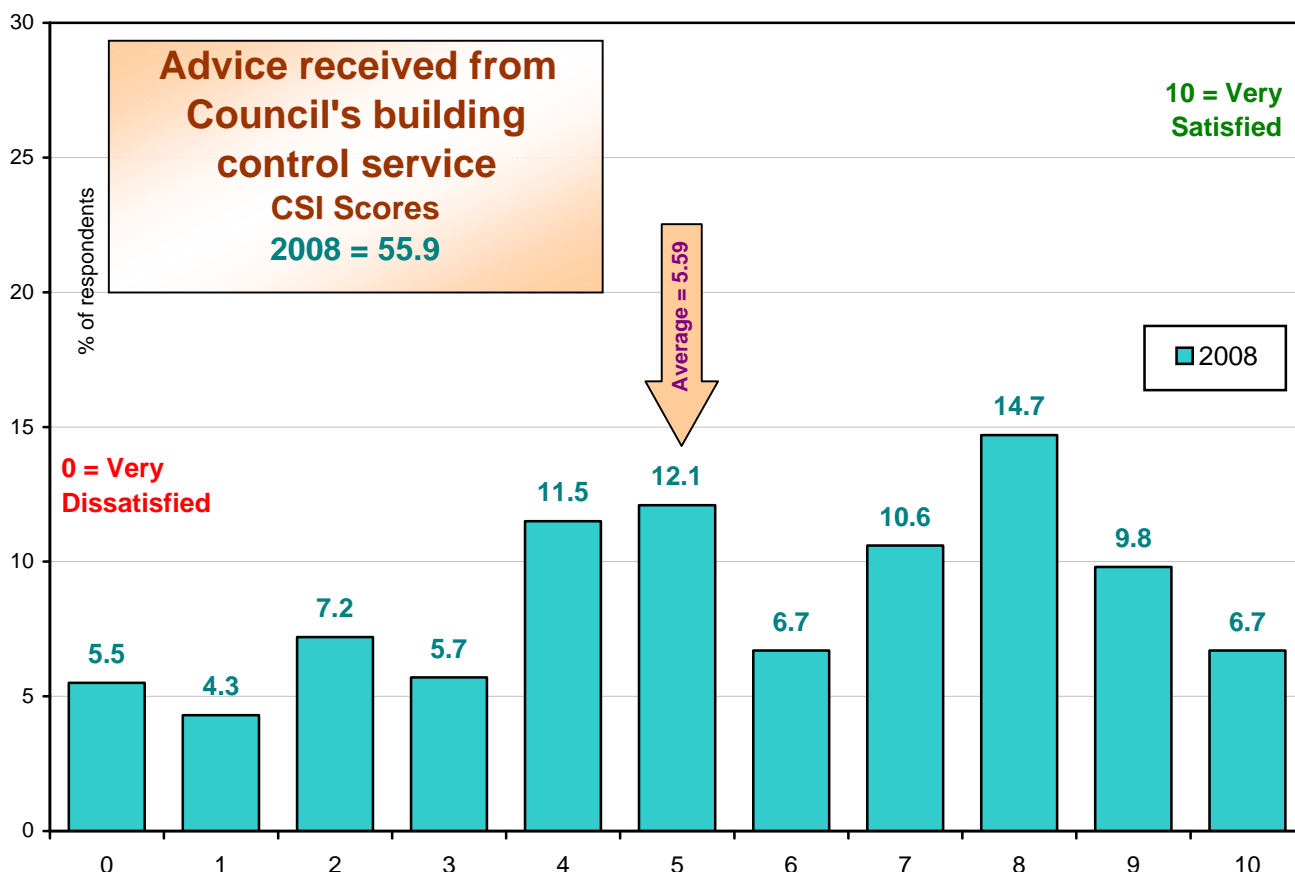
Satisfaction with the advice received from Council’s Building Control Service

Respondents were asked to rate their satisfaction with the ‘Advice received from Council’s Building Control Service’ using a scale where 0 is very dissatisfied to 10 being very satisfied

Two fifths of the respondents (42%) were satisfied (Scores 7 – 10). The mode was a score of 8 (15%) and 17% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (30%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and a quarter of the respondents (23%) rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the advice received from Council’s Building Control Service is 55.9, a score that implies respondents have significant issues with this service.



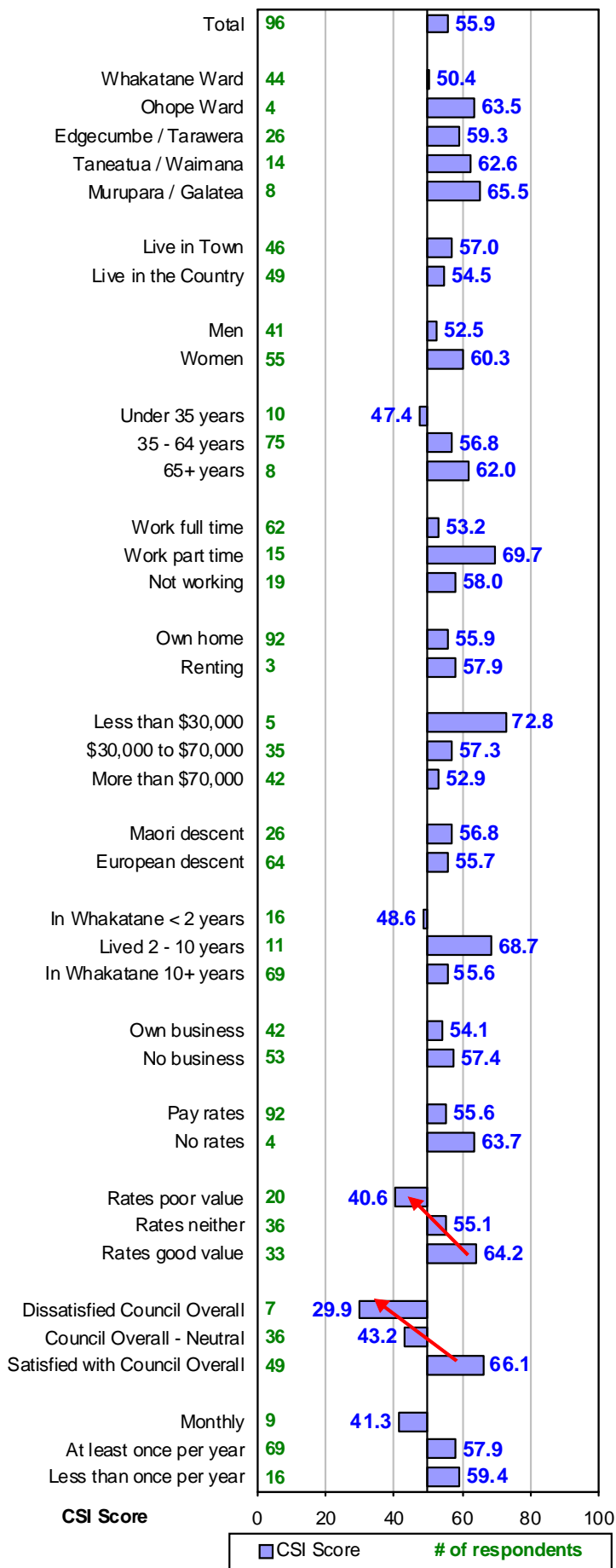
Satisfaction with the advice received from Council’s Building Control Service by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are very low levels of satisfaction with the advice received from Council’s Building Control Service across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the advice received from Council’s Building Control Service were:

- The more often a person is involved in a Building Consent application, the lower the level of satisfaction
- Those from the Whakatane Ward (CSI Score 50.4) appear less satisfied than those from other Wards (CSI Score 59.3 – 65.5).
- Men (CSI Score 52.5) were significantly less satisfied than women (CSI Score 60.3).
- Those with a household income of more than \$70,000 (CSI Score 52.9) were less satisfied than those in the lower income brackets (CSI Score 57.3 – 72.8).
- Respondents who thought they received good value for their rates (CSI Score 64.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 40.6).
- Those who were satisfied with the overall performance of Council (CSI Score 66.1) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 29.9).



Resource Consents

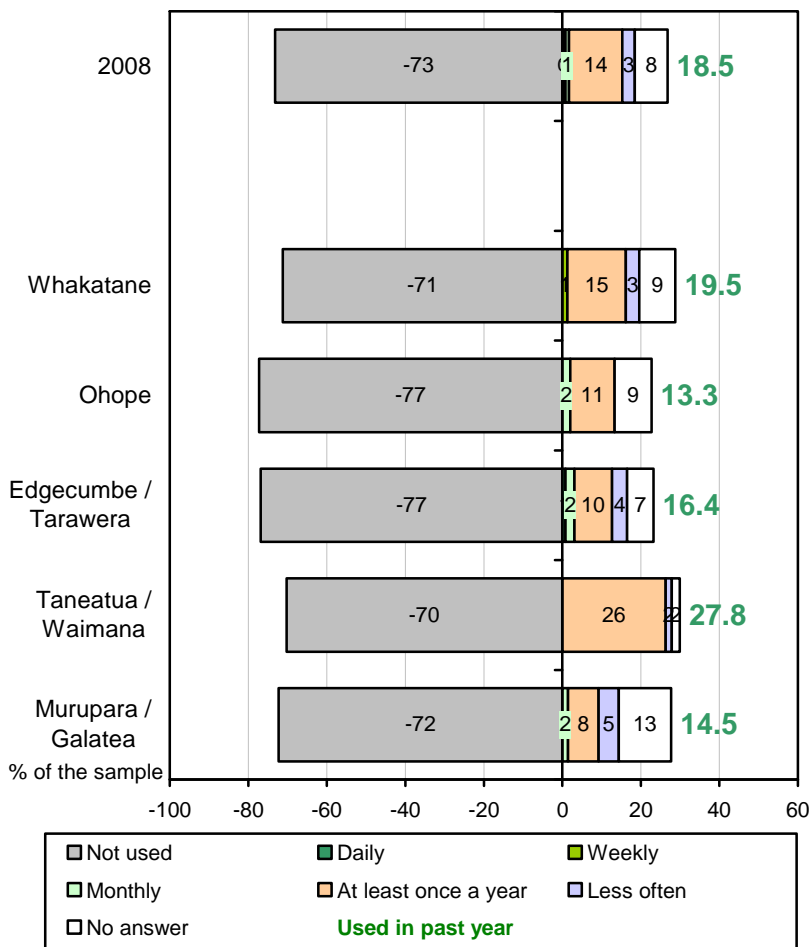
Respondents were asked how often they had applied for a Resource Consent in the past 12 months.

Frequency of applying for a Resource Consent

Three quarters of the respondents (73%) had not applied for a Resource Consent in the past 12 months, while a fifth of the respondents (19%) had applied for one, and 8% didn't know.

Of those who had applied for a Resource Consent, most (15%) did this at least once a year. A few applied for Resource Consents monthly (2%) and 3% applied for these less than once per year.

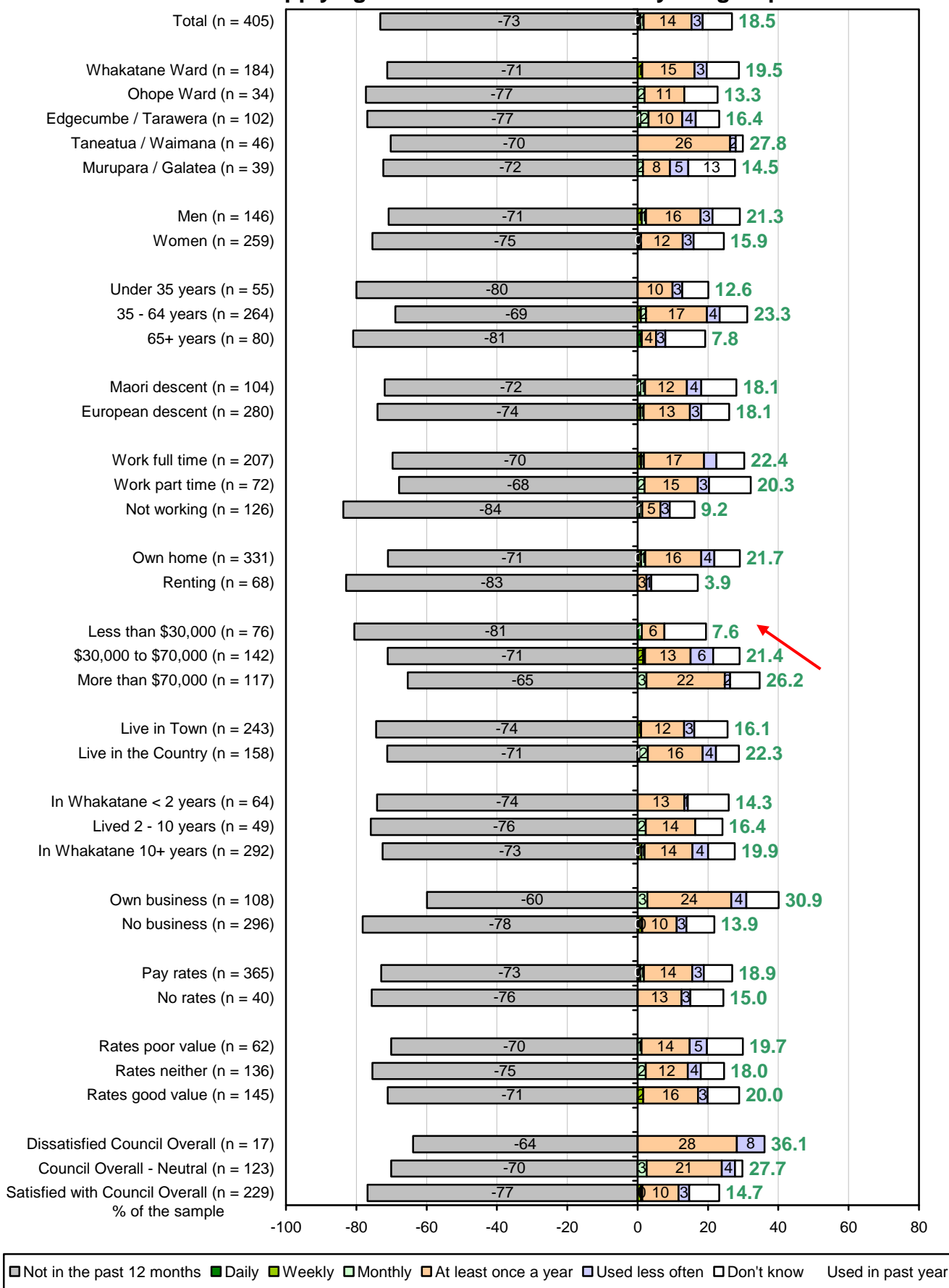
Involvement in applying for a Resource Consent was highest for those from the Taneatua / Waimana Ward (28%) versus 13% - 20% for those from the other Wards.



The chart over the page compares the frequency of applying for a Resource Consent among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a Resource Consent include:

- Those dissatisfied with Council overall (36%)
- Those who own or operate their own business (31%)
- Those with a household income over \$70,000 p.a. (26%)
- Those aged 35 – 64 years old (23%)
- Those working full time in paid employment (22%)
- Those who live in their own home (22%)

Applying for a Resource Consent by subgroup



Satisfaction with the process Council used for your Resource Consent

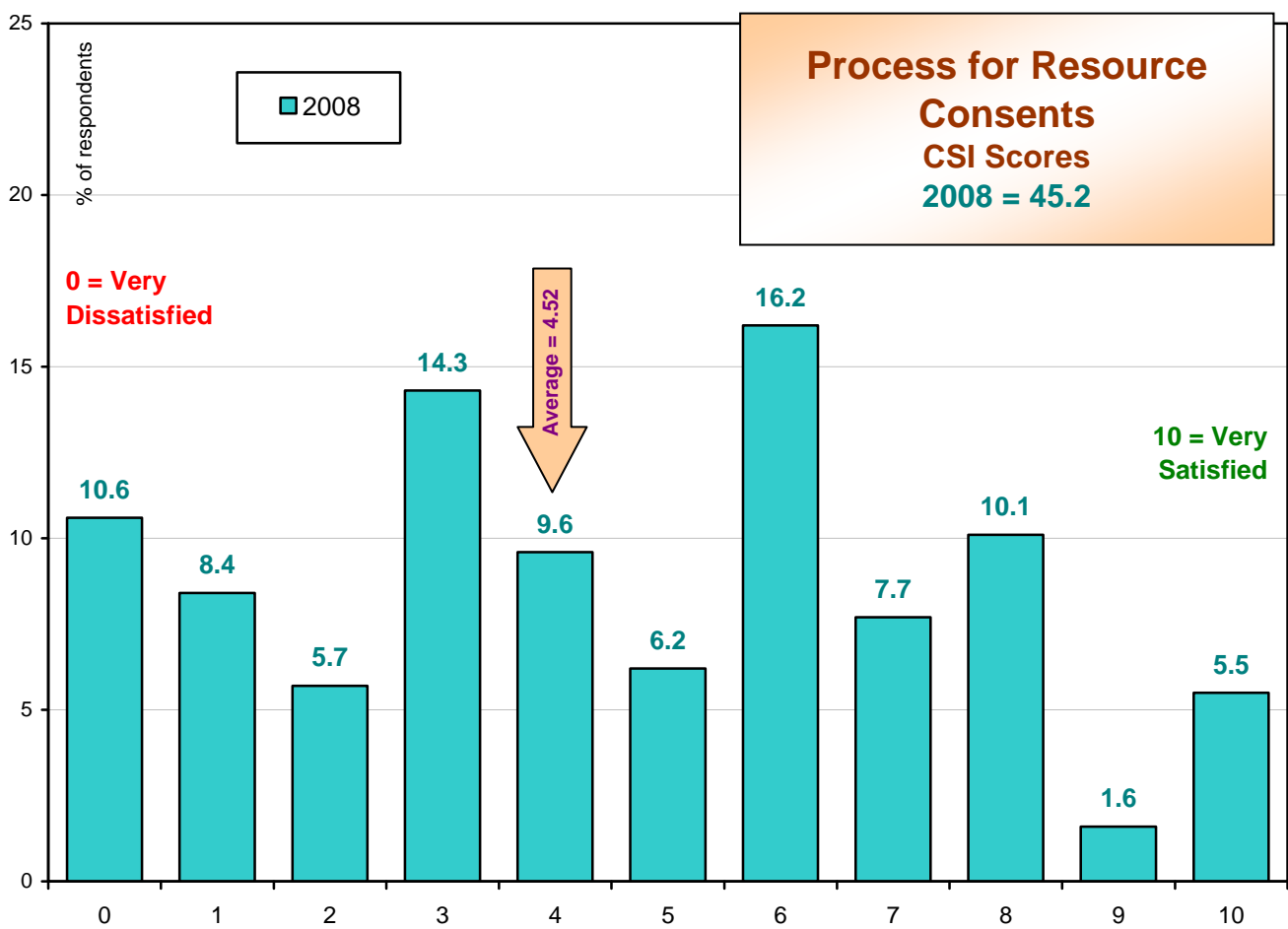
Respondents who had applied for a Resource Consent in the last 12 months (n=73) were asked to rate their satisfaction with the process for Resource Consents using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a quarter of the respondents in the subgroup (25%) were satisfied with the process Council used for their Resource Consent (Scores 7 – 10). Only 5 respondents (7%) rated this with a score of 9 or 10 (exceeded expectations).

The mode was a score of 6 (16%). A third of the subgroup (32%) rated the process Council used for their Resource Consent with a score that was neutral (Scores 4 – 6).

The largest group (39%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the process Council used for their Resource Consent was 45.2. This is a score that implies users have a serious issue with the process.



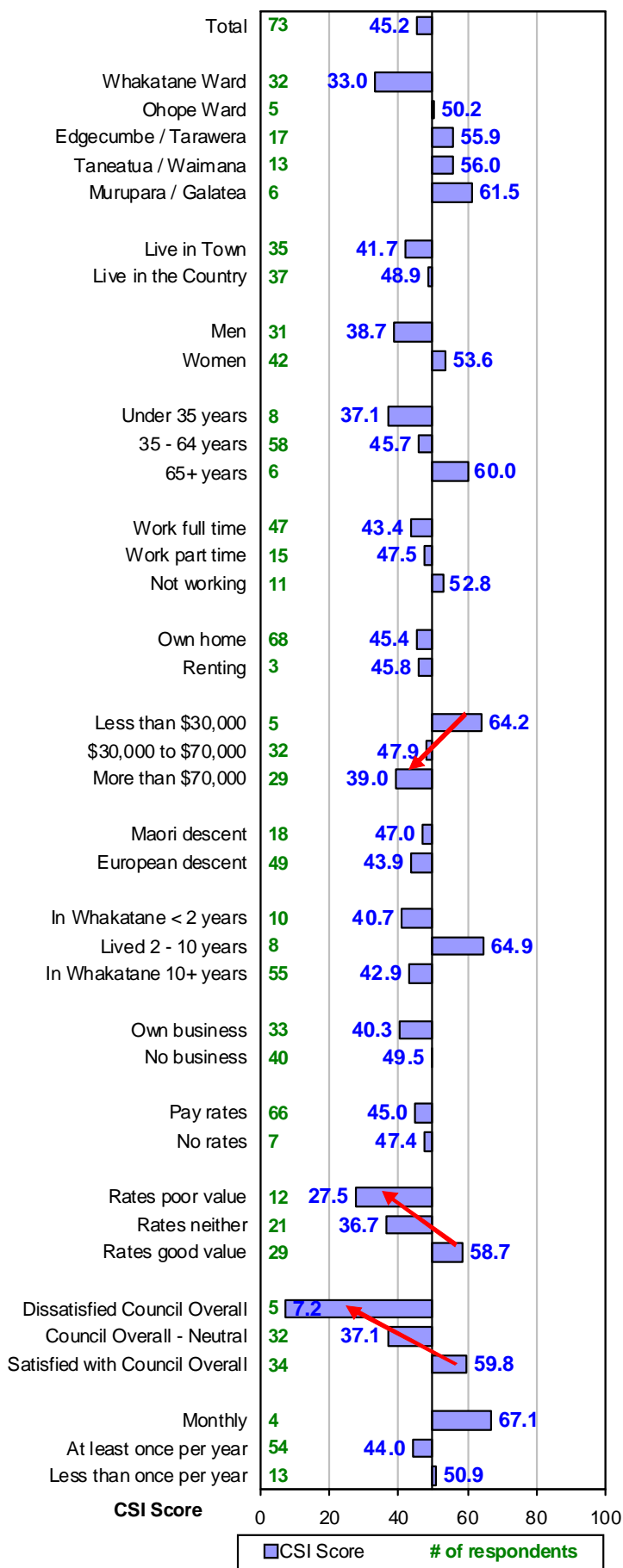
Satisfaction with the process Council used for your Resource Consent by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are low levels of satisfaction with the process Council used for their Resource Consent across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The variables that appear to have had the greatest impact on satisfaction with the process Council used for their Resource Consent were:

- The few that applied for a Resource Consent monthly appear the most satisfied (CSI Score 67.1)
- Those from the Whakatane Ward (CSI Score 33.0) appear less satisfied than those from other Wards (CSI Score 50.2 – 61.5).
- Men (CSI Score 38.7) were significantly less satisfied than women (CSI Score 53.6).
- Those with a household income of more than \$70,000 (CSI Score 39.0) were less satisfied than those in the lower income brackets (CSI Score 47.9 – 64.2).
- Respondents who thought they received good value for their rates (CSI Score 58.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 27.5).



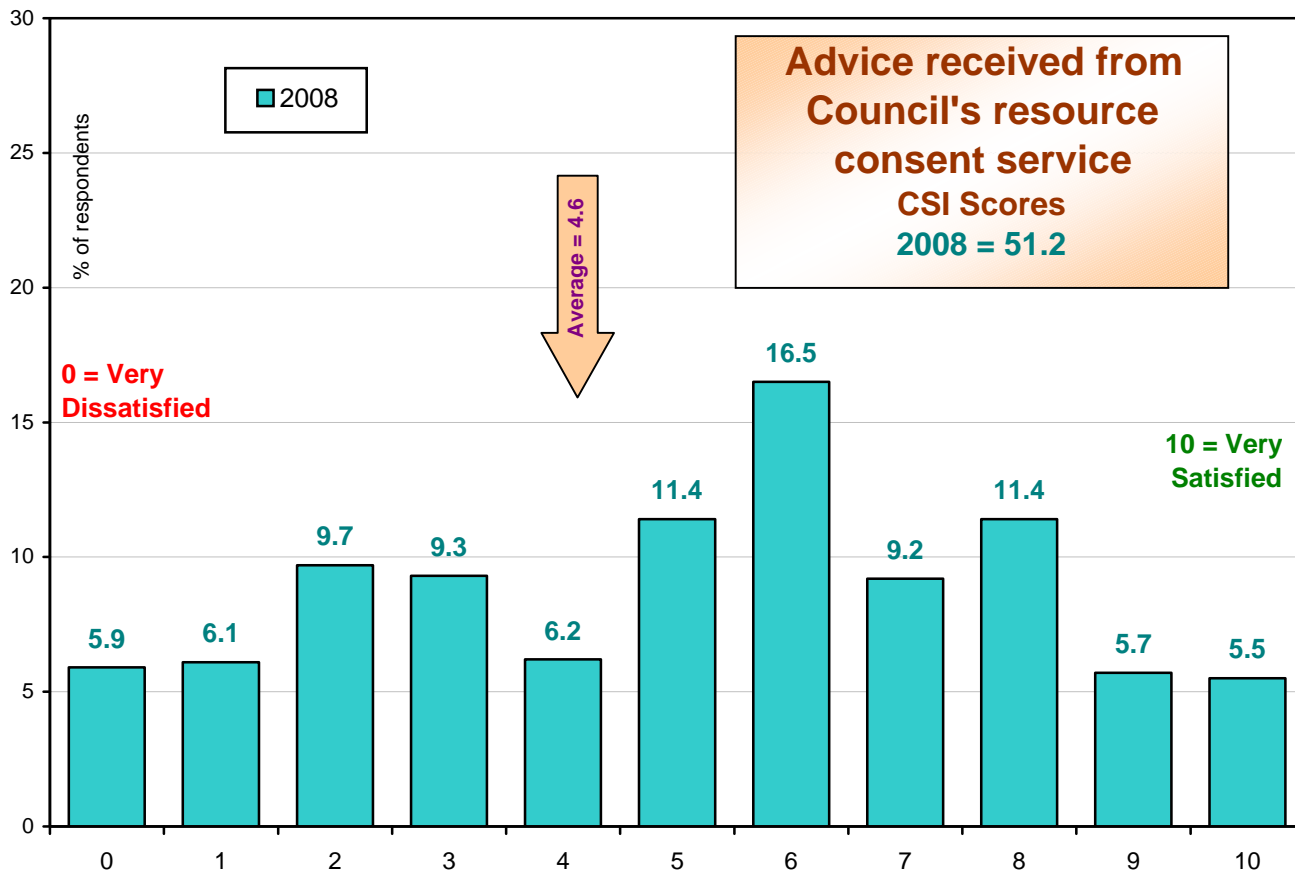
Satisfaction with the advice received from Council’s Resource Consent Service

Respondents were asked to rate their satisfaction with the ‘Advice received from Council’s Resource Consent Service’ using a scale where 0 is very dissatisfied to 10 being very satisfied

A third of the respondents (32%) were satisfied (Scores 7 – 10). The mode was a score of 6 (17%) and 11% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (34%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and a third of the respondents (31%) rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the advice received from Council’s Resource Consent Service is 51.2, a score that implies respondents have significant issues with this service.



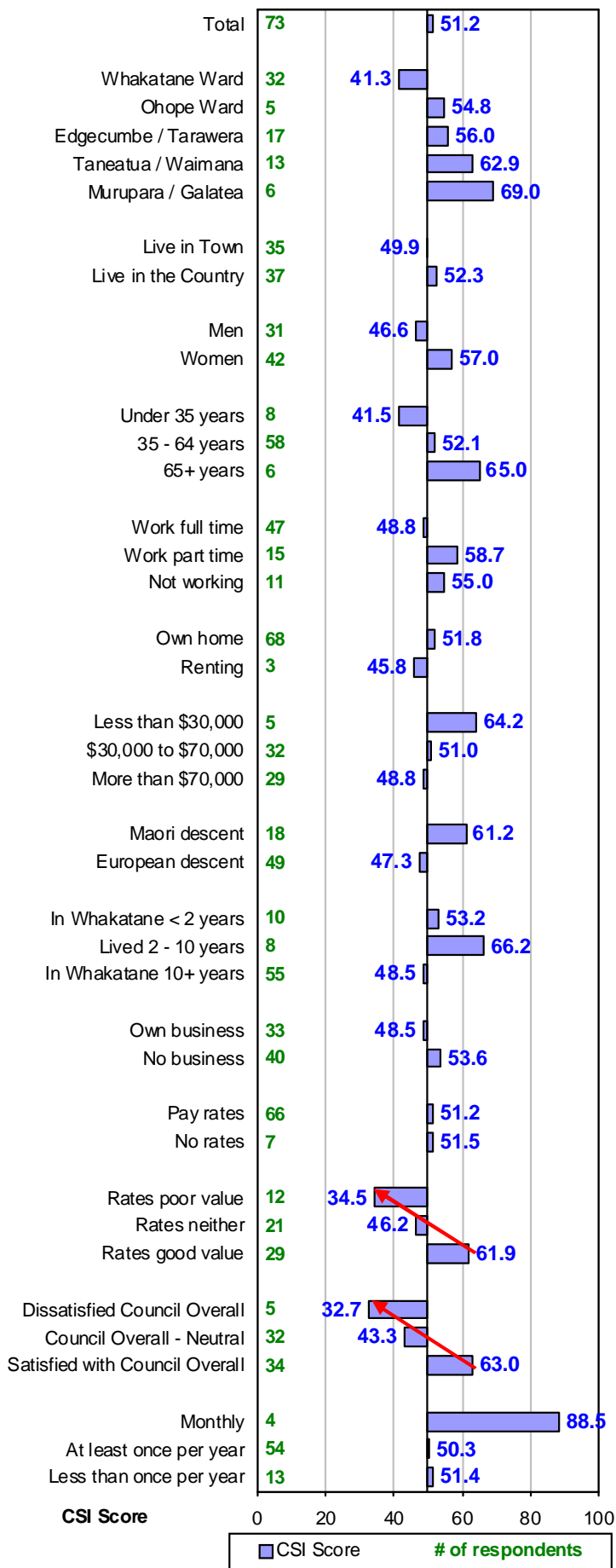
Satisfaction with the advice received from Council’s Resource Consent Service by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are very low levels of satisfaction with the advice received from Council’s Resource Consent Service across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the advice received from Council’s Resource Consent Service were:

- The few that applied for a Resource Consent monthly appear the most satisfied (CSI Score 88.5)
- Those from the Whakatane Ward (CSI Score 41.3) appear less satisfied than those from other Wards (CSI Score 54.8 – 69.0).
- Men (CSI Score 46.6) were significantly less satisfied than women (CSI Score 57.0).
- Those with a household income of more than \$70,000 (CSI Score 48.8) were less satisfied than those in the lower income brackets (CSI Score 51.0 – 64.2).
- Respondents who thought they received good value for their rates (CSI Score 61.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 34.5).
- Those who were satisfied with the overall performance of Council (CSI Score 63.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 32.7).



LIM Reports

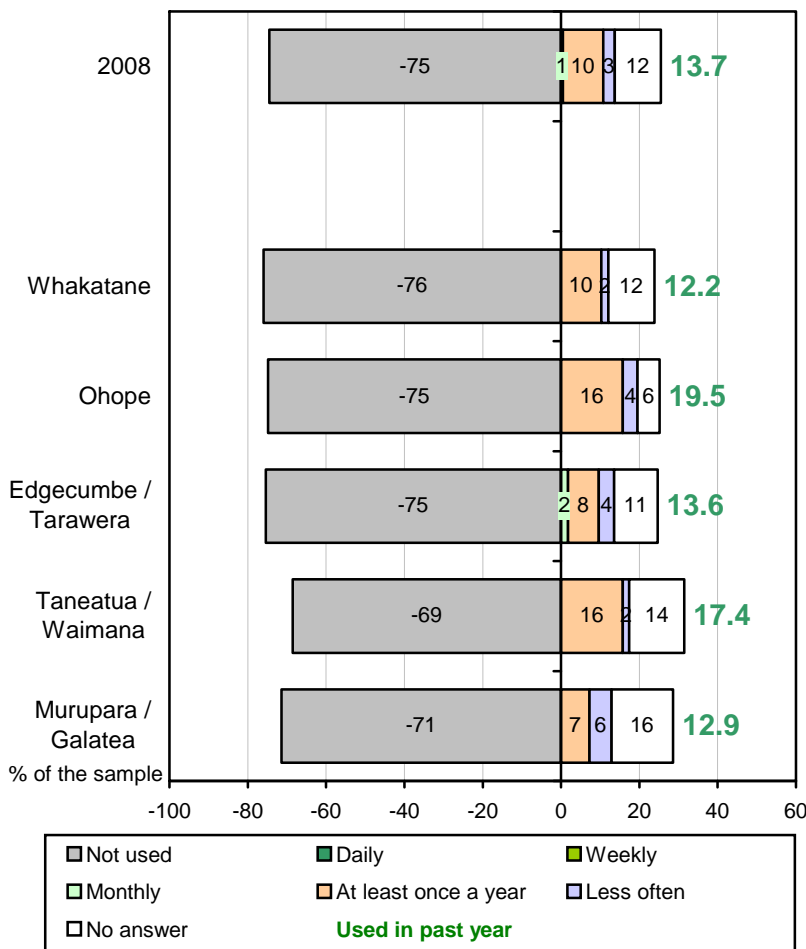
Respondents were asked how often they had applied for a LIM Report in the past 12 months.

Frequency of applying for a LIM Report

Three quarters of the respondents (75%) had not applied for a LIM Report in the past 12 months, while a seventh of the respondents (14%) had applied for one, and 12% didn't know.

Of those who had applied for a LIM Report, most (10%) did this at least once per year. Two respondents (0.5%) applied for LIM Report monthly and 3% applied for these less than once per year.

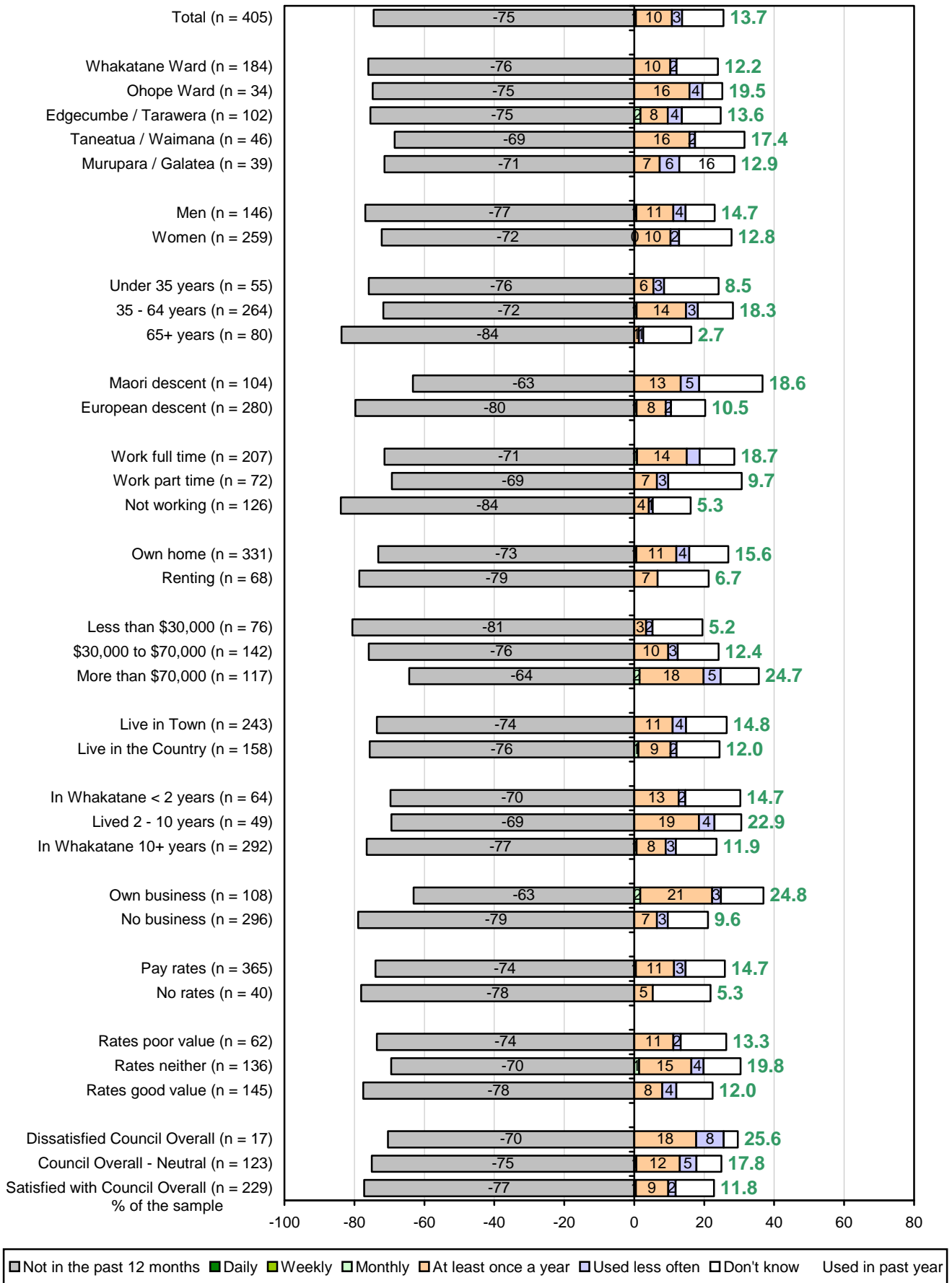
Involvement in applying for a LIM Report was highest for those from the Ohope Ward (20%) versus 12% - 17% for those from the other Wards.



The chart over the page compares the frequency of applying for a LIM Report among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a LIM Report include:

- Those dissatisfied with Council overall (26%)
- Those who pay rates (15%)
- Those who own or operate their own business (25%)
- Those with a household income over \$70,000 p.a. (25%)
- Those aged 35 – 64 years old (18%)
- Those working full time in paid employment (19%)
- Those who live in their own home (16%)
- Those of Maori descent (19%)

Applying for a LIM Report by subgroup



Satisfaction with the LIM Report overall

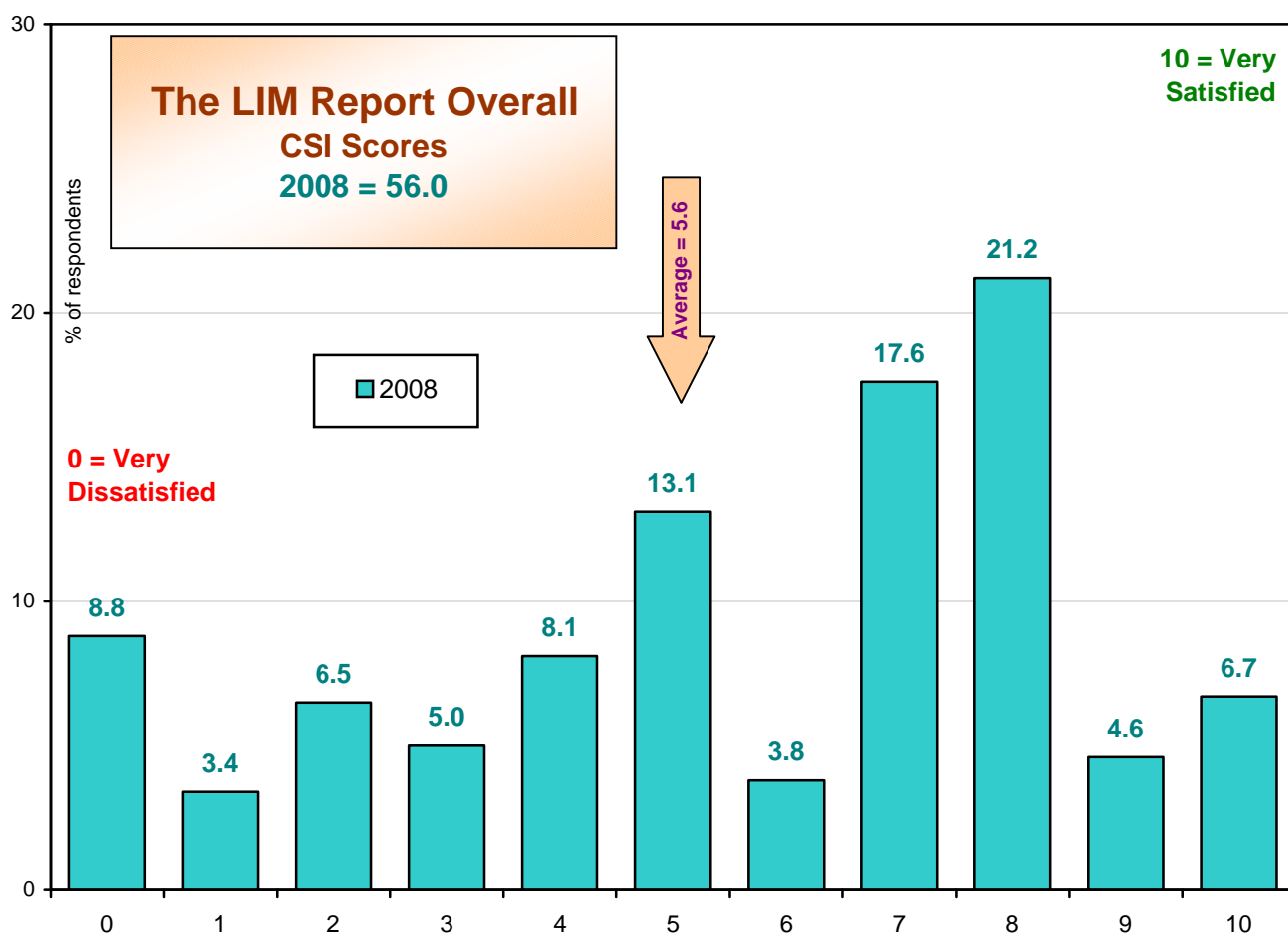
Respondents who had applied for a LIM Report in the last 12 months (n=54) were asked to rate their satisfaction with the LIM Report overall using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents in the subgroup (50%) were satisfied with the LIM Report overall (Scores 7 – 10). Only 7 respondents (11%) rated this with a score of 9 or 10 (exceeded expectations).

The mode was a score of 8 (21%). A quarter of the subgroup (25%) rated the LIM Report overall with a score that was neutral (Scores 4 – 6).

A quarter of the subgroup (24%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the LIM Report overall was 56.0. This is a score that implies users have a serious issue with the process.



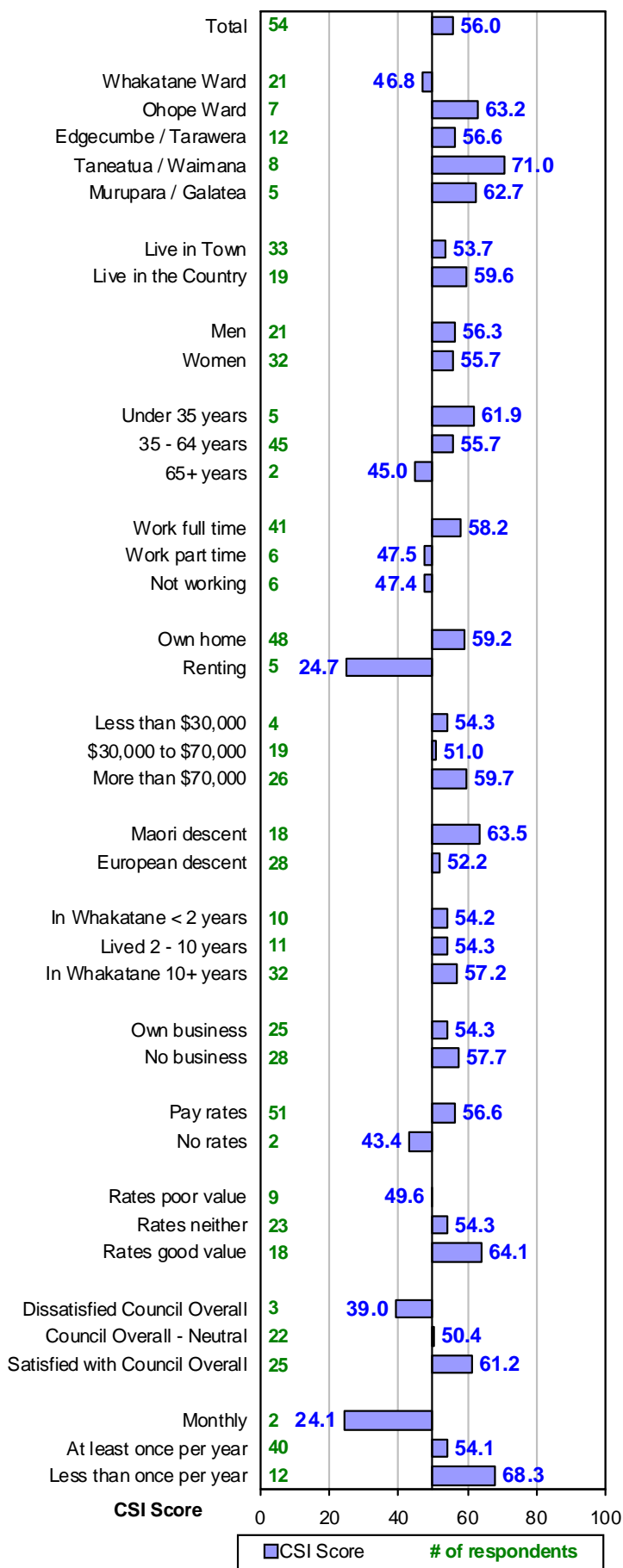
Satisfaction with the LIM Report overall by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are low levels of satisfaction with the LIM Report overall across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The variables that appear to have had the greatest impact on satisfaction with the LIM Report overall were:

- The more often a person is involved in a LIM Report application, the lower the level of satisfaction
- The few from the Taneatua / Waimana Ward (CSI Score 71.0) appear more satisfied than those from other Wards (CSI Score 46.8 – 63.2).
- Those who are working full time (CSI Score 58.2) were significantly more satisfied than those working part time or those not in paid employment (CSI Score 47.5 and 47.4 respectively).
- Homeowners (CSI Score 59.2) were significantly more satisfied than the few who were renting (CSI Score 24.7).
- Those with a household income of more than \$70,000 (CSI Score 59.7) were significantly more satisfied than those in the lower income brackets (CSI Score 51.0 – 54.3).
- Respondents who thought they received good value for their rates (CSI Score 64.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 49.6).



Satisfaction with the time taken for your LIM Report

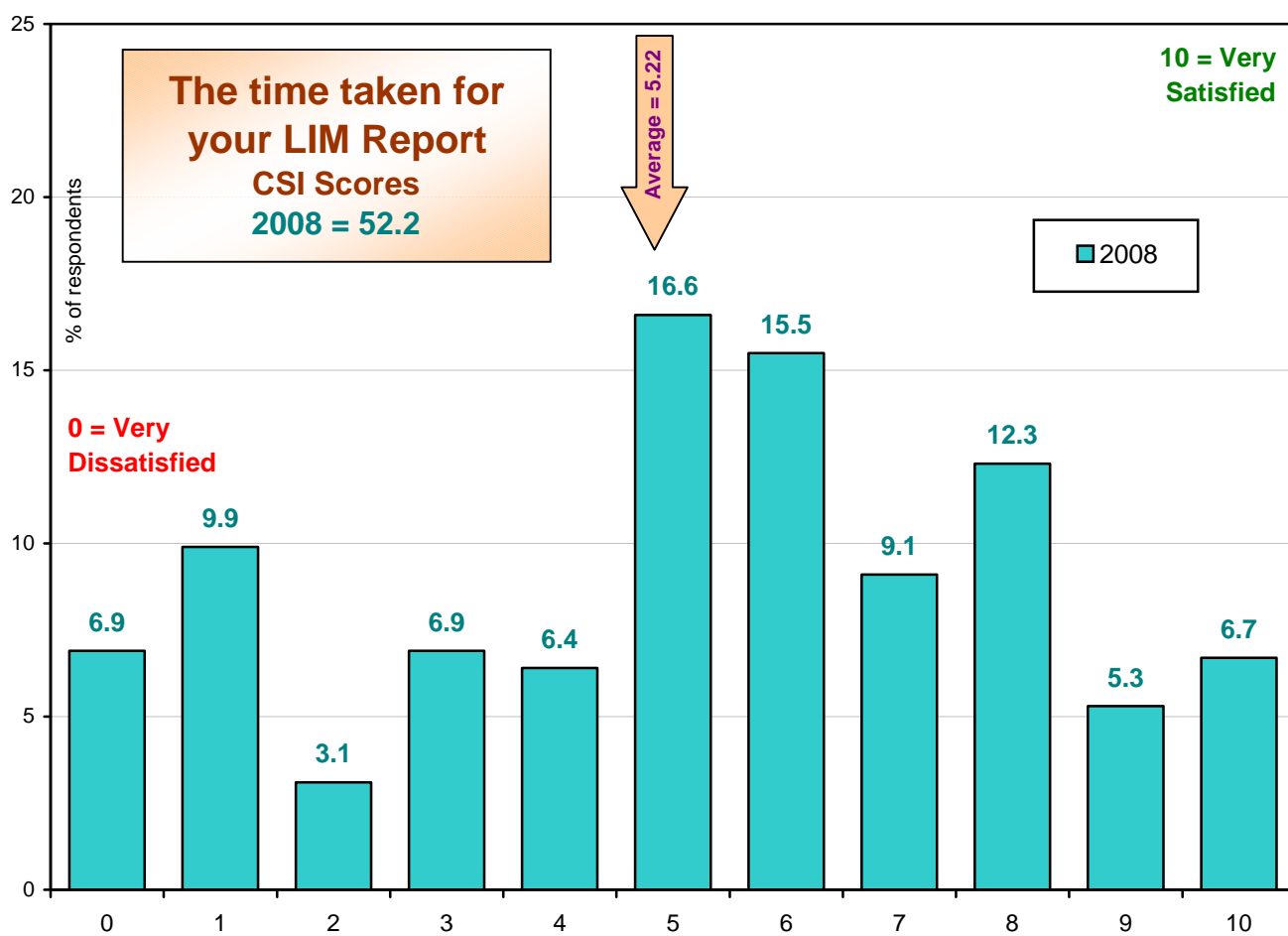
Respondents who had applied for a LIM Report in the last 12 months (n=54) were asked to rate their satisfaction with the time taken for your LIM Report using a scale where 0 is very dissatisfied to 10 being very satisfied.

A third of the respondents in the subgroup (33%) were satisfied with the time taken for their LIM Report (Scores 7 – 10). Only 7 respondents (11%) rated this with a score of 9 or 10 (exceeded expectations).

The mode was a score of 5 (17%). Over a third of the subgroup (39%) rated the time taken for their LIM Report with a score that was neutral (Scores 4 – 6).

A quarter of the subgroup (27%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI Score for the time taken for your LIM Report was 52.2. This is a score that implies users have serious issues with the time taken.



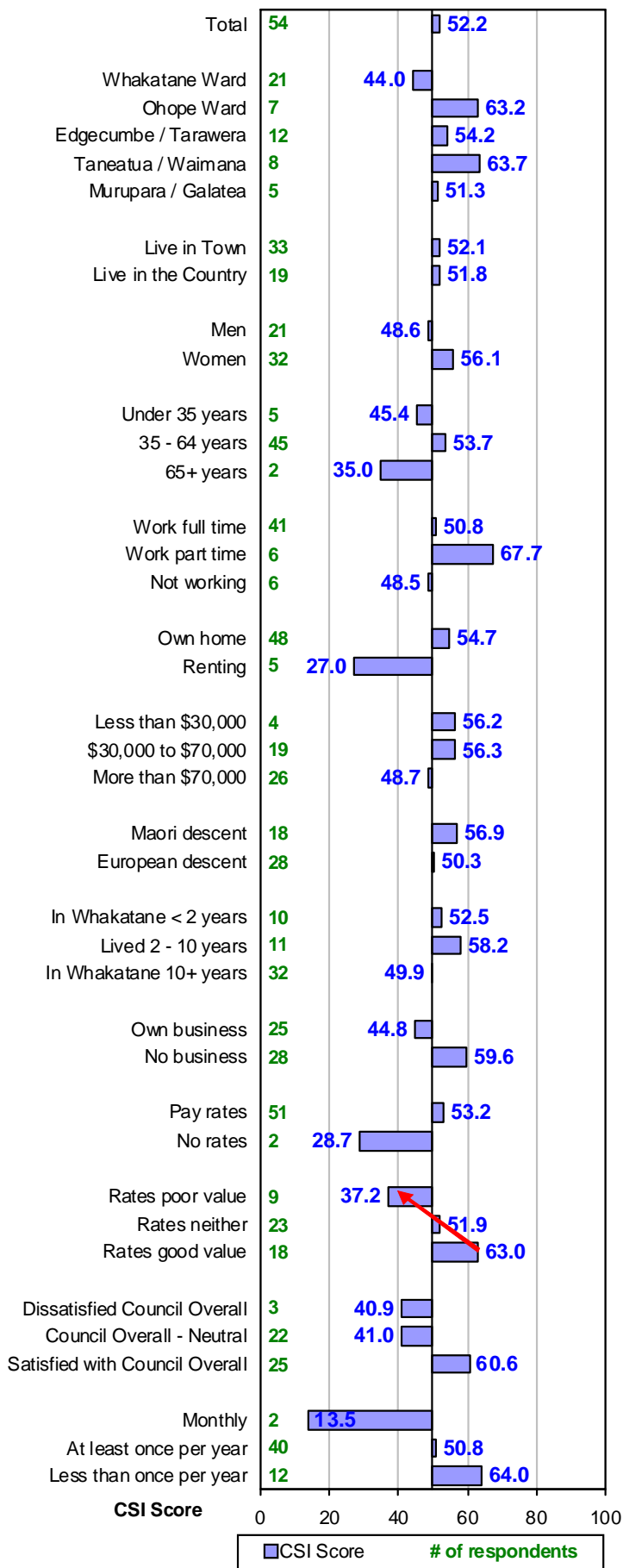
Satisfaction with the time taken for your LIM Report by demographics

There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

The analysis shows that there are low levels of satisfaction with the time taken for your LIM Report across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The variables that appear to have had the greatest impact on satisfaction with the time taken for their LIM Report were:

- The more often a person is involved in a LIM Report application, the lower the level of satisfaction
- Those with a household income of more than \$70,000 (CSI Score 48.7) appear less satisfied than those in the lower income brackets (CSI Score 56.2 – 56.3).
- Respondents who thought they received good value for their rates (CSI Score 63.0) were significantly more satisfied than those who thought they got poor value for their rates (CSI Score 37.2).

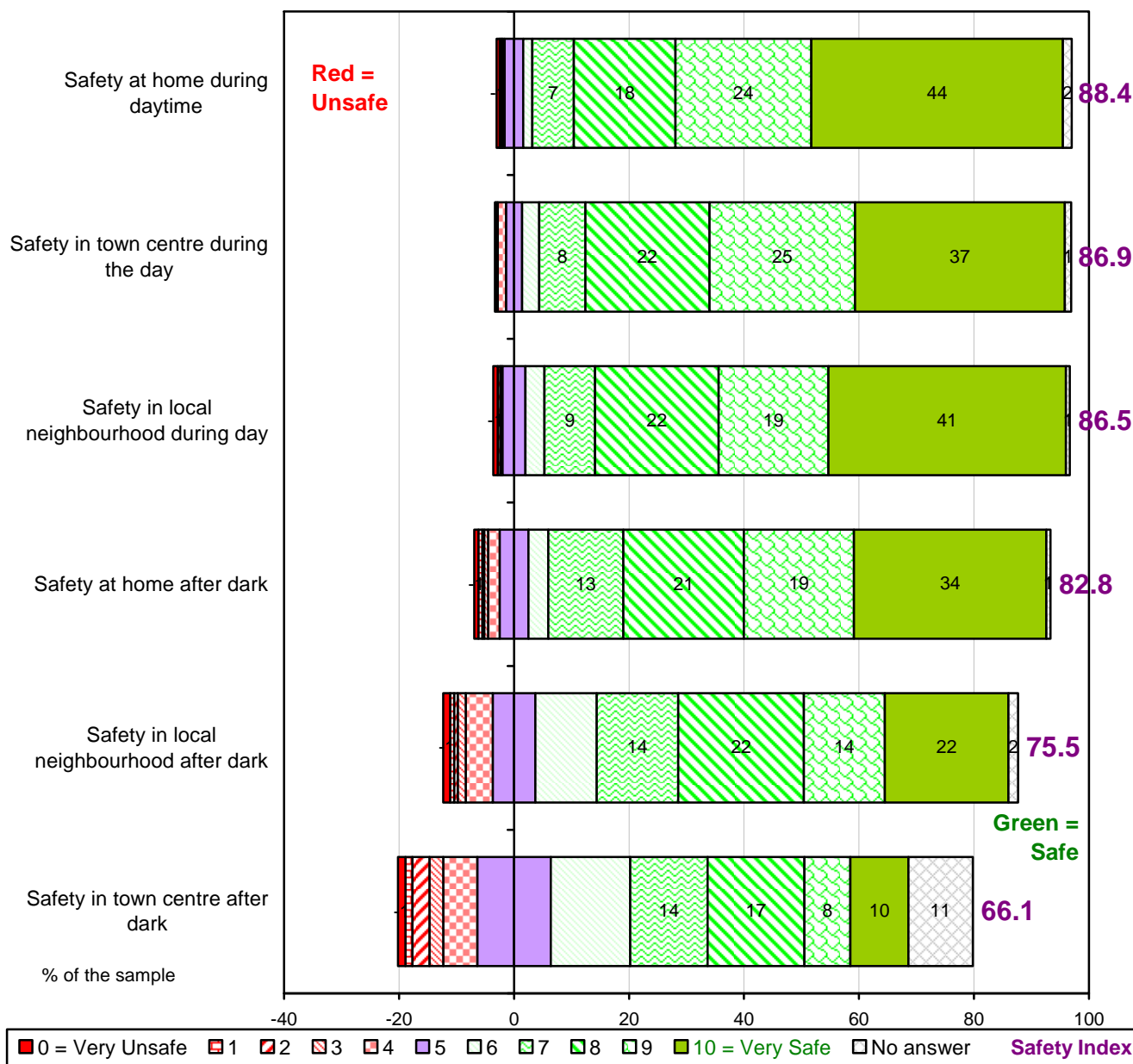


Safety in Whakatane District

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

The level of Safety varies only little between the various locations and times of day. The proportion who feel safe (scores 6 – 10) ranges from 62% for the factor ‘Safety in your town centre after dark’ up to 94.4% for ‘Safety in your town centre during the daytime’.

The Safety Index ranges from high level of Safety for most factors but this is highest for ‘Safety in your home during the daytime’. (Safety Index = 88.4) down to a modest feeling of safety for the factor ‘Safety in your town centre after dark’ (Safety Index = 66.1). (The Safety Index converts each respondents answer across the Safety Scale to an index out of 100. The index is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unsafe to 10 = very safe). Note: a ninth of the respondents (11%) did not answer the latter question, presumably because they had not been in their town centre after dark.

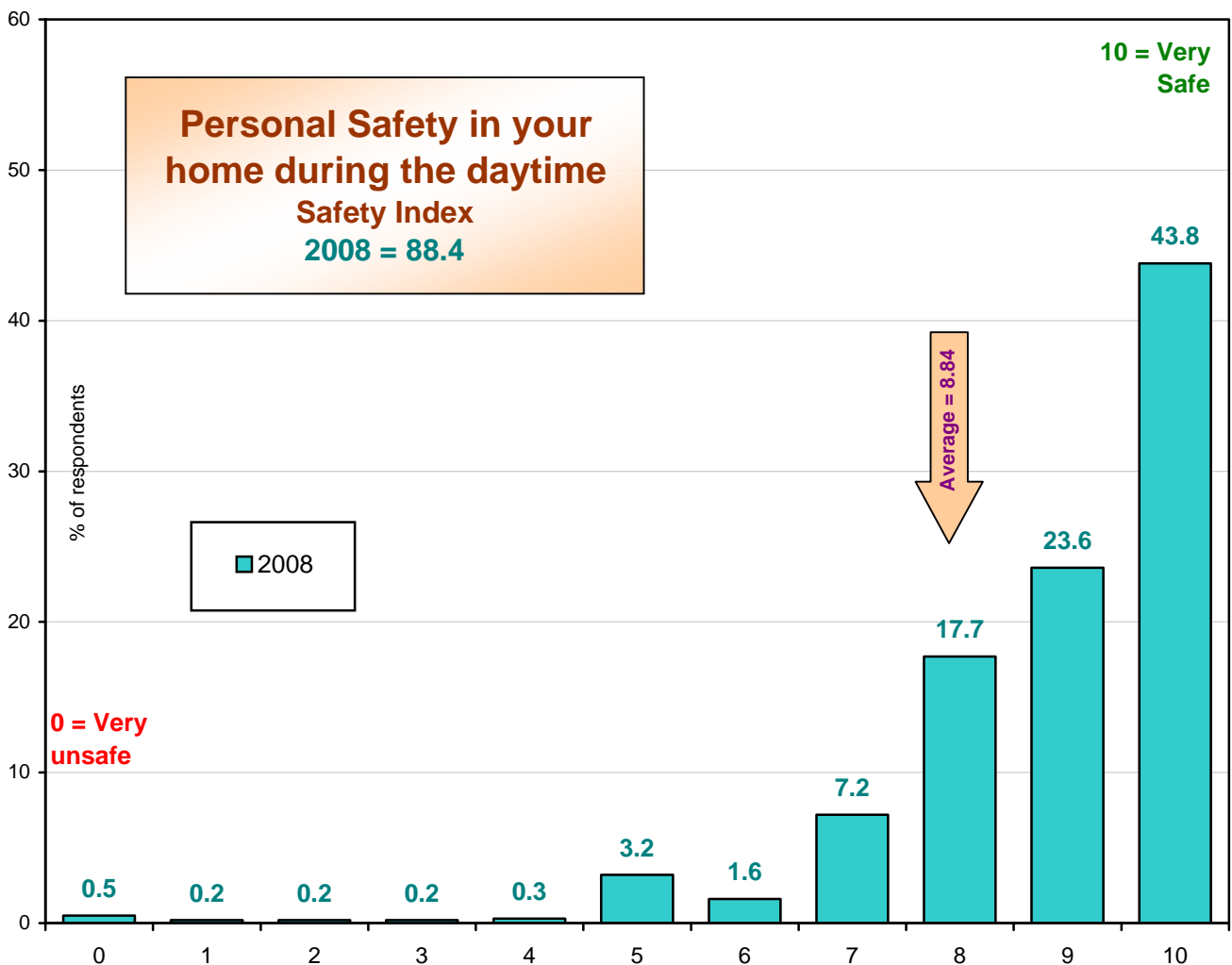


Personal Safety in your home during the daytime

Respondents (n=405) were asked to rate how safe they felt about Personal Safety in their home during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (92%) felt safe with Personal Safety in their home during the daytime (Scores 7 – 10). Two thirds of the users (67%) rated this with a score of 9 or 10 (very safe). The mode was a score of 10 (44%). A few (5%) rated Personal Safety in their home during the daytime with a score that was neutral (Scores 4 – 6), and only 4 respondents (1%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your home during the daytime was 88.4. This infers respondents feel very safe in their home during the daytime.



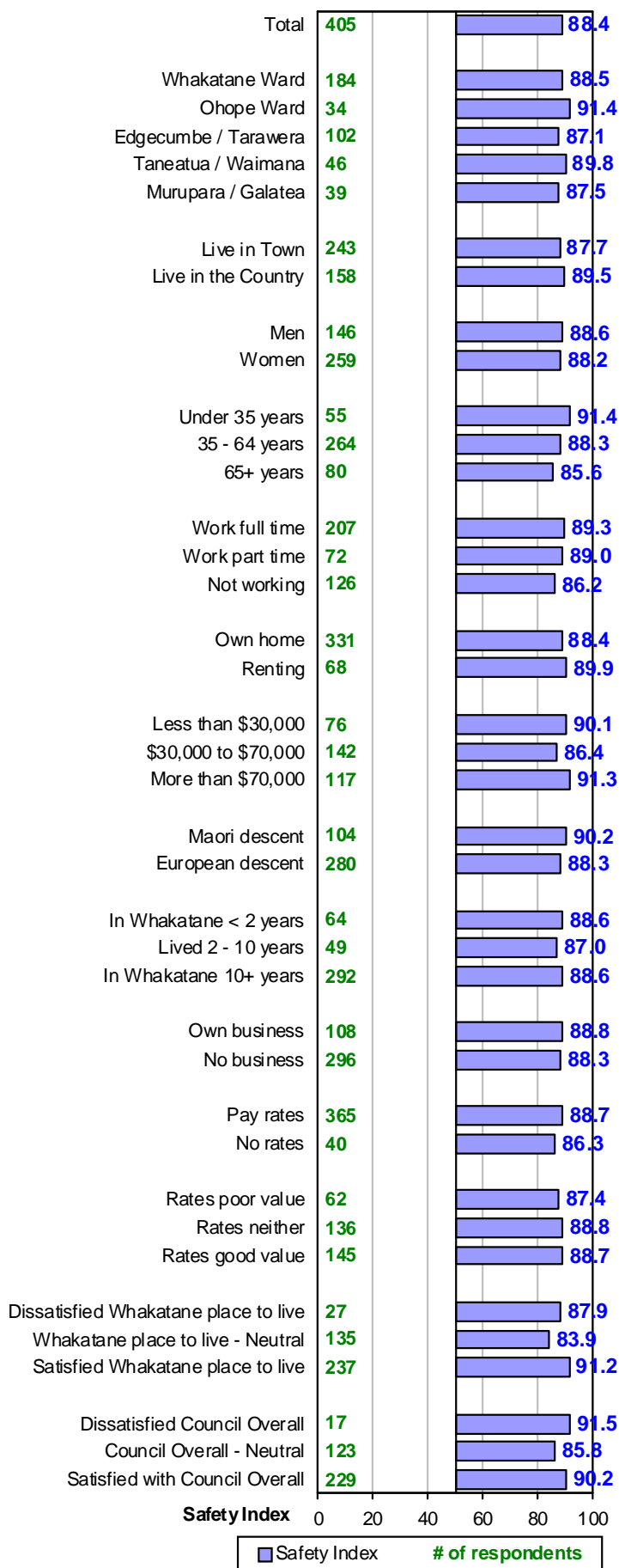
Feeling of Safety in your home during the daytime by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their home during the daytime by demographic sub groups.

The analysis shows most subgroups feel very safe in their home during the daytime.

There were some other variables which appear to have had a noticeable effect.

- Those aged over 65 (Index 85.6) felt less safe than those in the younger age brackets (Index 91.4 – 88.3)
- Those who are not in paid employment (Index 86.2) appear to feel less safe than those working part time or those working full time (Index 89.0 and 89.3 respectively)
- Those of Maori descent (Index 90.2) appear to feel safer than those of European descent (Index 88.3)

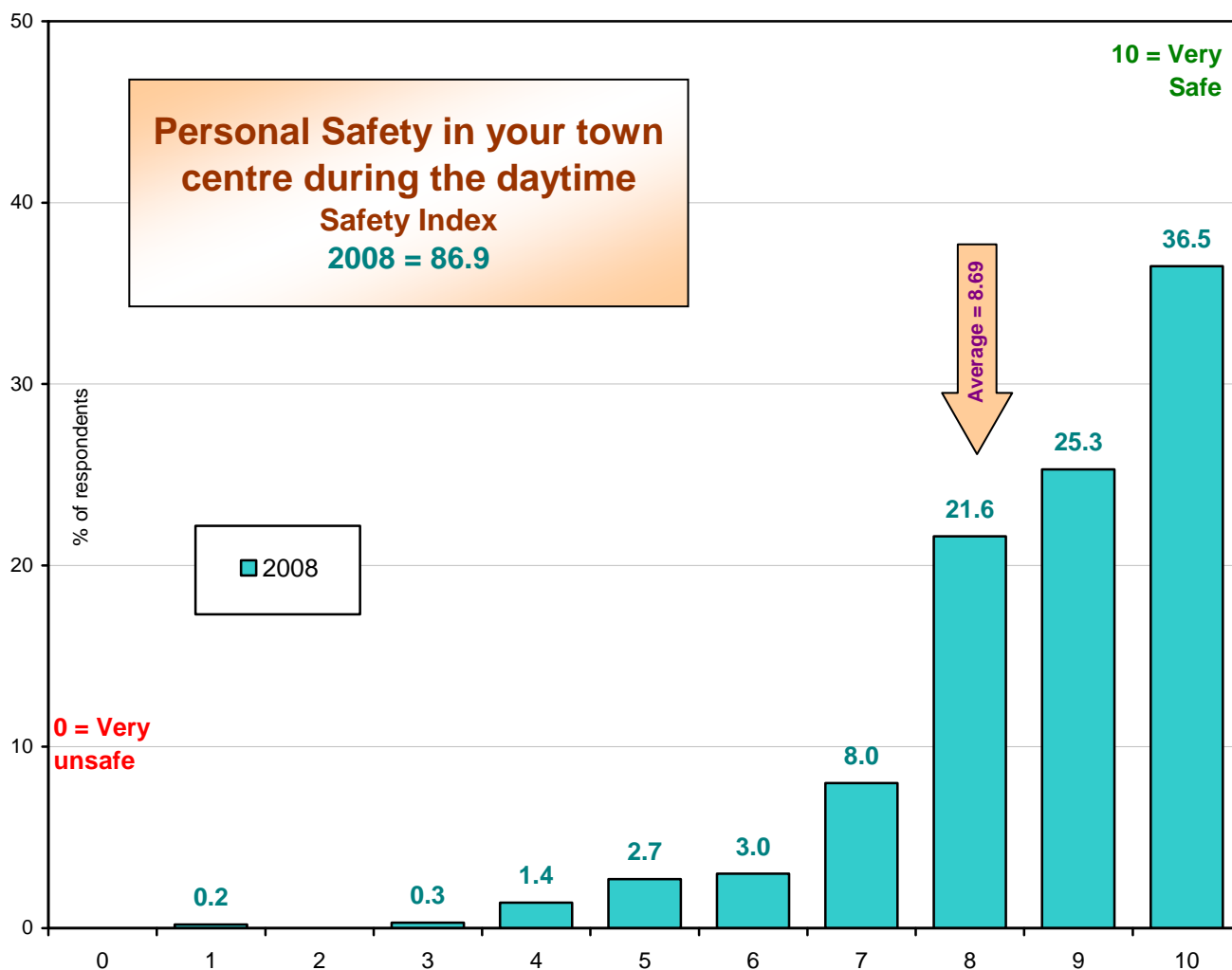


Personal Safety in your town centre during the daytime

Respondents (n=405) were asked to rate how safe they felt about Personal Safety in their town centre during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (91%) felt safe with Personal Safety in their town centre during the daytime (Scores 7 – 10). Two thirds of the users (62%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (37%). A few (7%) rated Personal Safety in their town centre during the daytime with a score that was neutral (Scores 4 – 6), and only 2 respondents (0.5%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your town centre during the daytime was 86.9. This infers respondents feel very safe in the town centre during the daytime.



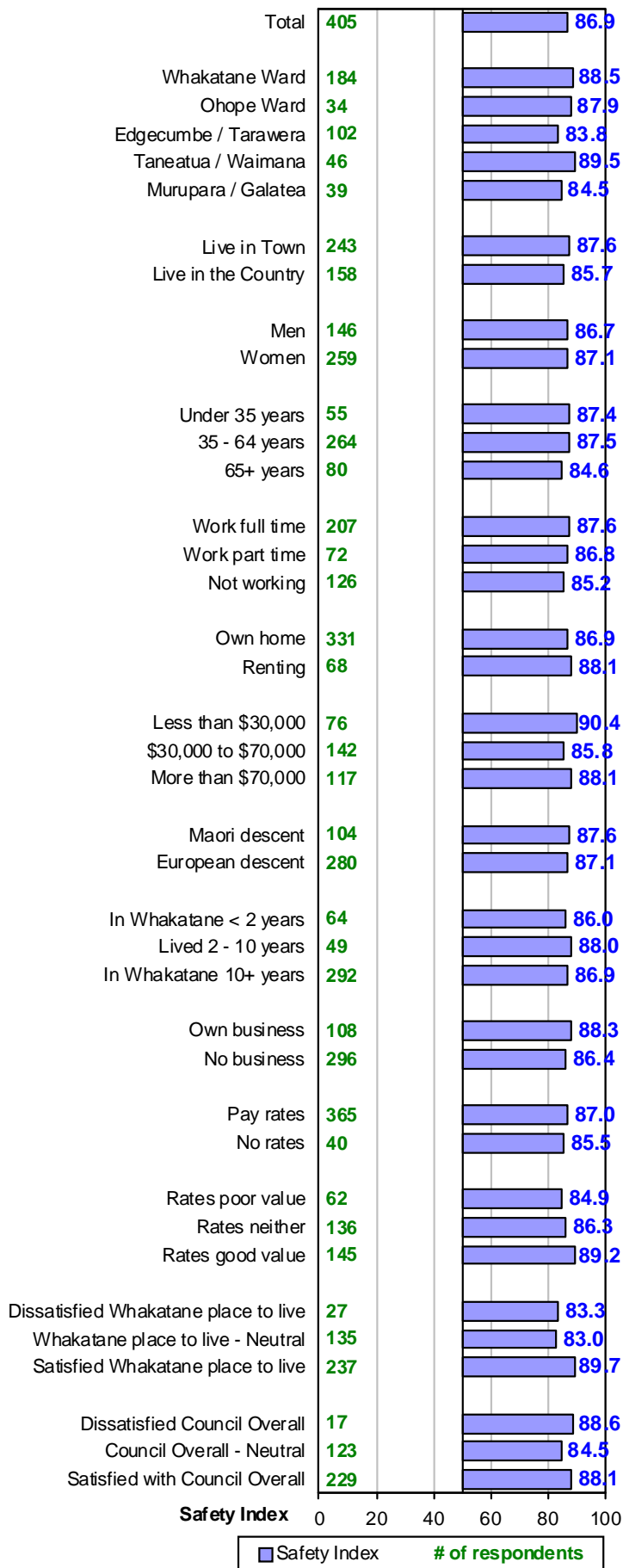
Feeling of Safety in your town centre during the daytime by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their town centre during the daytime by demographic sub groups.

The analysis shows most subgroups feel very safe in their town centre during the daytime.

There were some other variables which appear to have had a noticeable effect.

- Respondents who thought they received good value for their rates (Index 89.2) felt safer than those who thought they got poor value for their rates (Index 84.9).
- Those from the Edgecumbe / Tarawera Ward (Index 83.8) and Murupara / Galatea Ward (Index 84.5) felt less safe in their town centre during the daytime than those from the other Wards.
- Those who lived in the Country (Index 85.7) felt less safe than those who lived in Town (Index 87.6).
- Those aged over 65 (Index 84.6) felt less safe than those in the younger age brackets (Index 87.5 – 87.4)
- Those who are not in paid employment (Index 85.2) appear to feel less safe than those working part time or those working full time (Index 86.8 and 87.6 respectively).

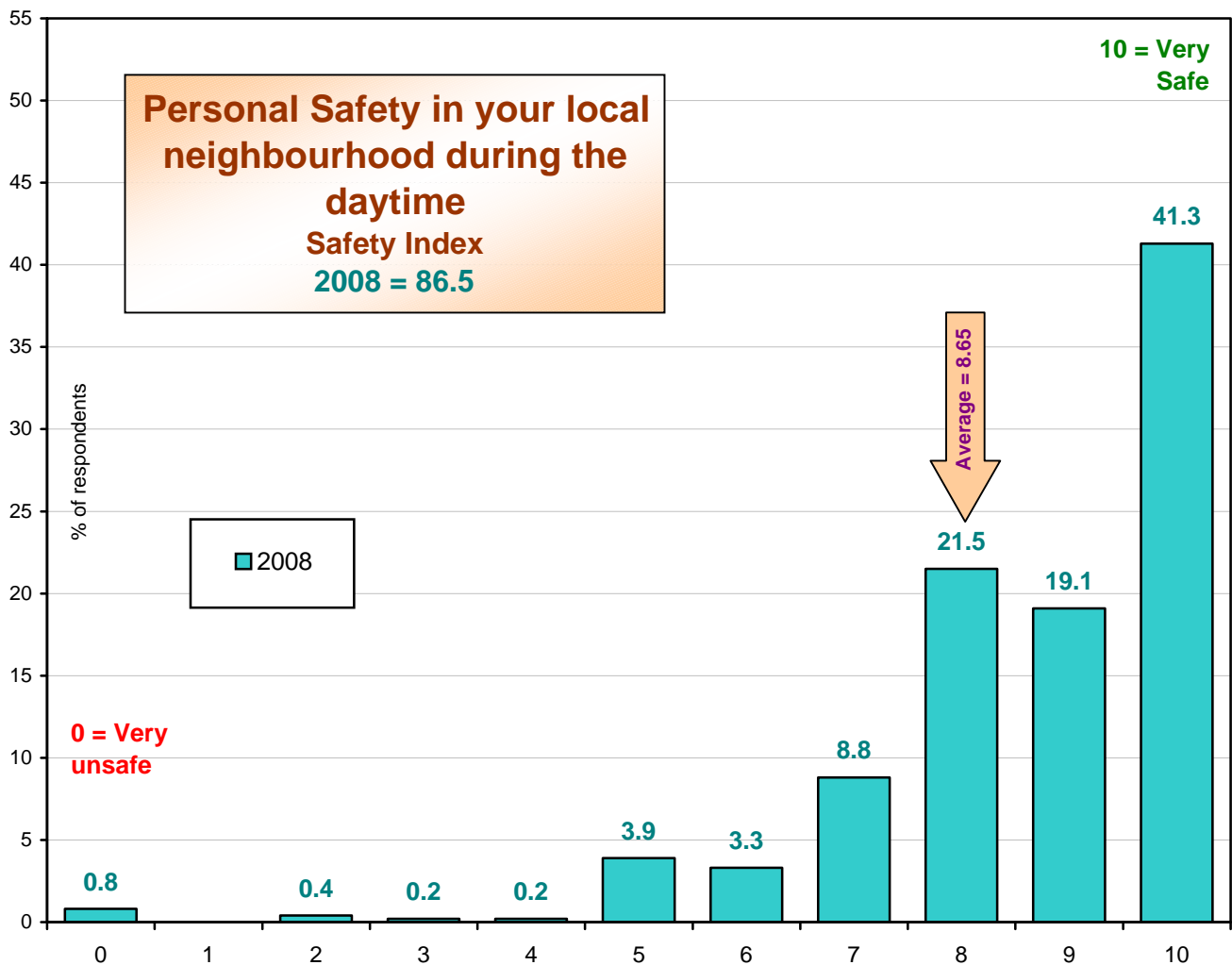


Safety in your local neighbourhood during the daytime

Respondents (n=405) were asked to rate how safe they felt about Personal Safety in their local neighbourhood during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (91%) felt safe with Personal Safety in their local neighbourhood during the daytime (Scores 7 – 10). Three fifths of the users (60%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (41%). A few (7%) rated Personal Safety in their local neighbourhood during the daytime with a score that was neutral (Scores 4 – 6), and only 5 respondents (1%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your local neighbourhood during the daytime was 86.5. This infers respondents feel very safe in their local neighbourhood during the daytime.



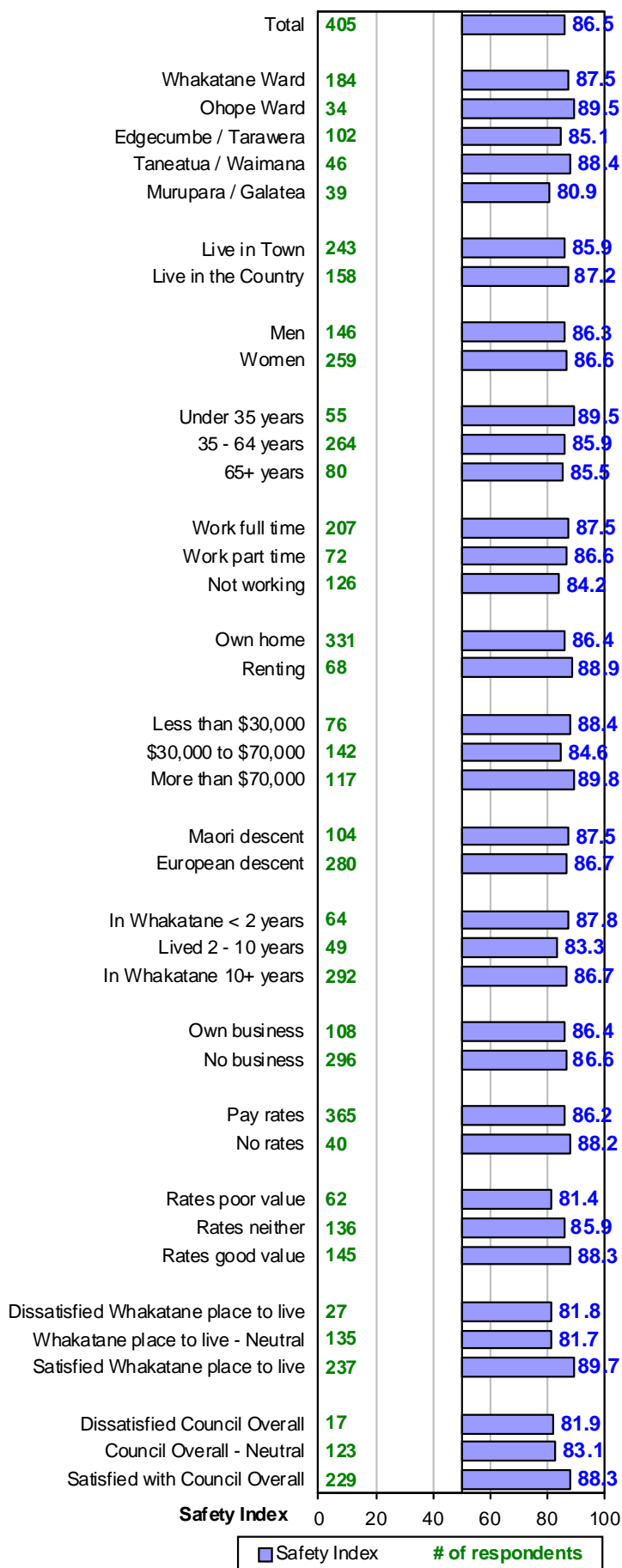
Feeling of Safety in your local neighbourhood during the daytime by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their local neighbourhood during the daytime by demographic sub groups.

The analysis shows most subgroups feel very safe in their local neighbourhood during the daytime.

There were some other variables which appear to have had a noticeable effect.

- Respondents who thought they received good value for their rates (Index 88.3) felt safer than those who thought they got poor value for their rates (Index 86.2).
- Those from the Murupara / Galatea Ward (Index 80.9) and Edgecumbe / Tarawera Ward (Index 85.1) felt less safe in their local neighbourhood during the daytime than those from the other Wards.
- Those aged under 35 (Index 89.5) felt safer than those in the older age brackets (Index 85.9 – 85.5)
- Those who are not in paid employment (Index 84.2) appear to feel less safe than those working part time or those working full time (Index 86.6 and 87.5 respectively)

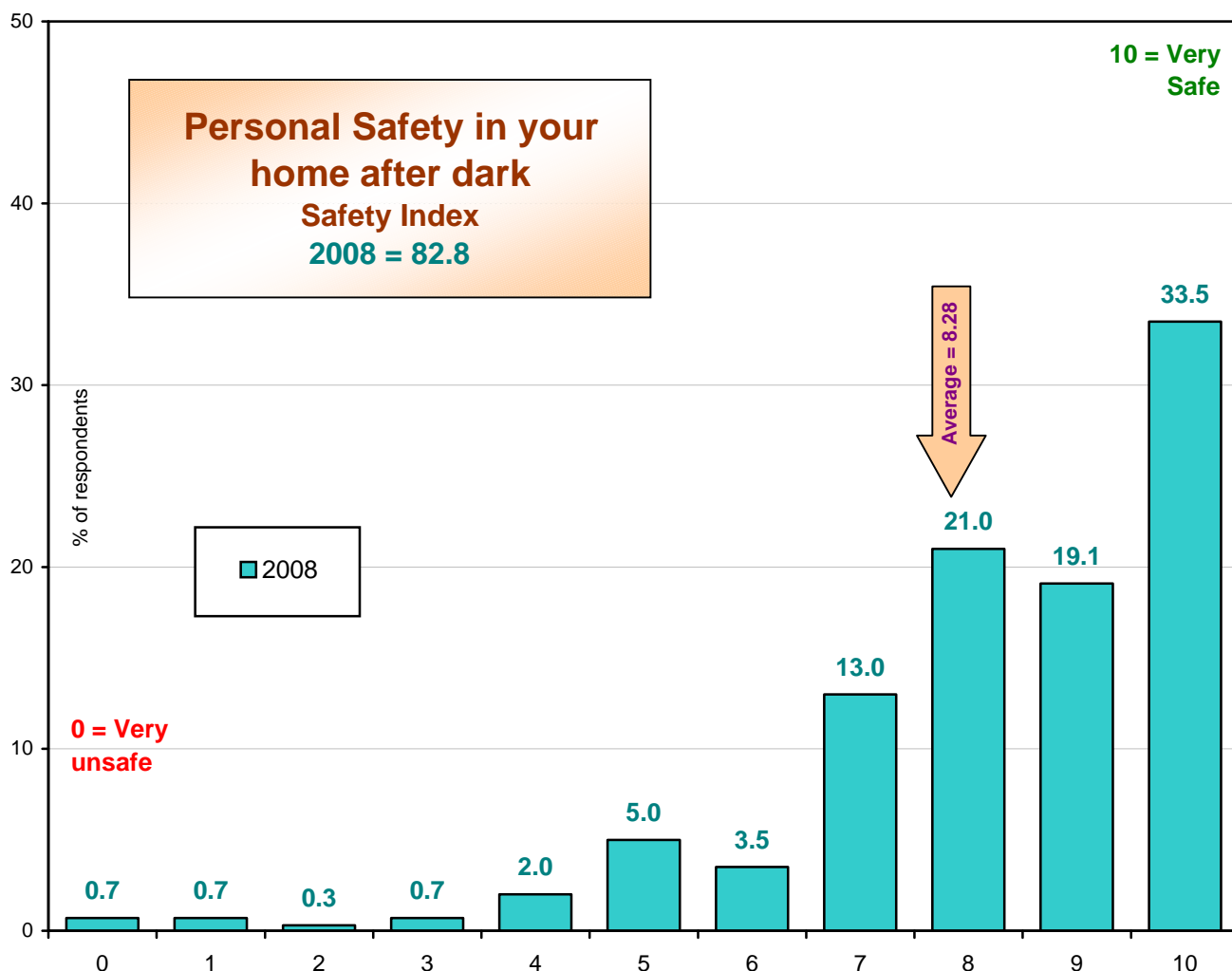


Personal Safety in your home after dark

Respondents (n=405) were asked to rate how safe they felt about Personal Safety in their home after dark using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (87%) felt safe with Personal Safety in their home after dark (Scores 7 – 10). Over half of the users (53%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (34%). A tenth of the respondents (10%) rated Personal Safety in their home after dark with a score that was neutral (Scores 4 – 6), and only 9 respondents (2%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your home after dark was 82.8. This infers respondents feel safe in their home after dark.



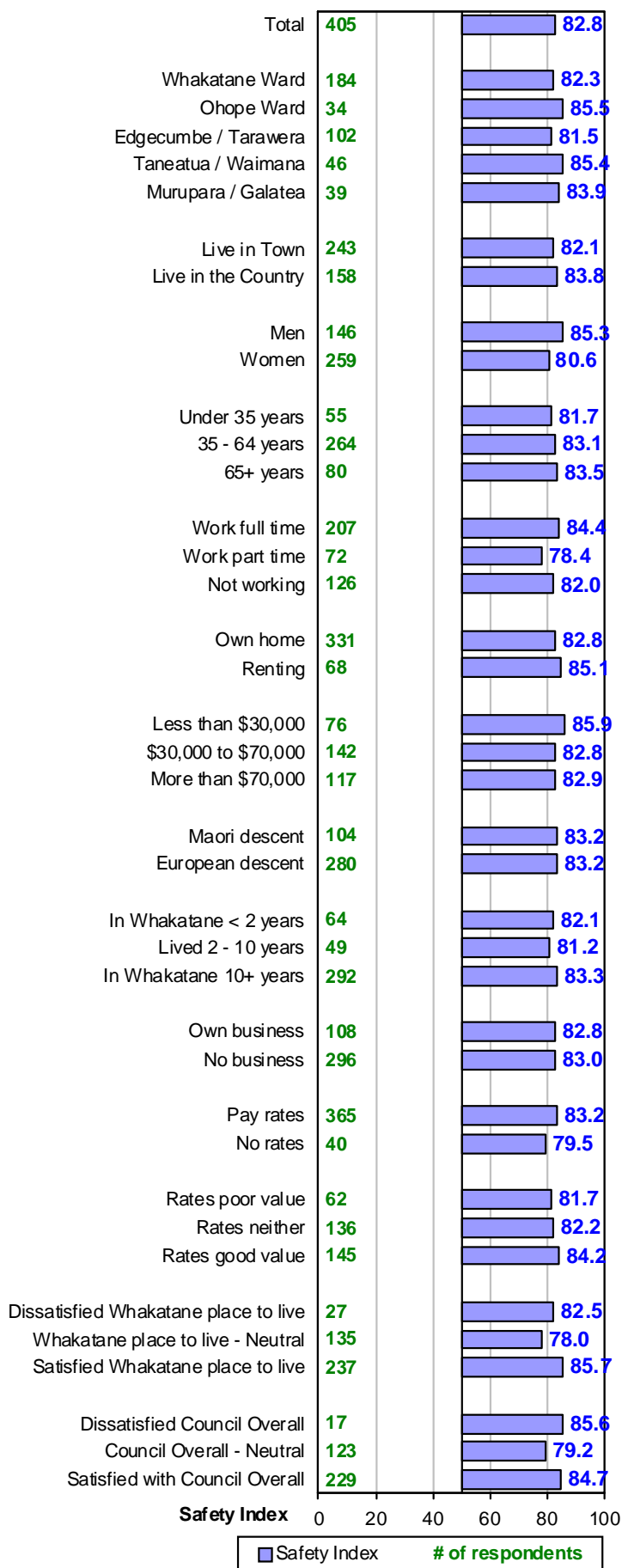
Feeling of Safety in your home after dark by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their home after dark by demographic sub groups.

The analysis shows most subgroups feel safe in their home after dark.

There were some other variables which appear to have had a noticeable effect.

- Those from the Edgecumbe / Tarawera Ward (Index 81.5) felt less safe in their home after dark than those from the other Wards.
- Women (Index 80.6) felt less safe in their home after dark than Men (Index 85.3)
- Those who are working part time (Index 78.4) appear to feel less safe than those not in paid employment or those working full time (Index 82.0 and 84.4 respectively)

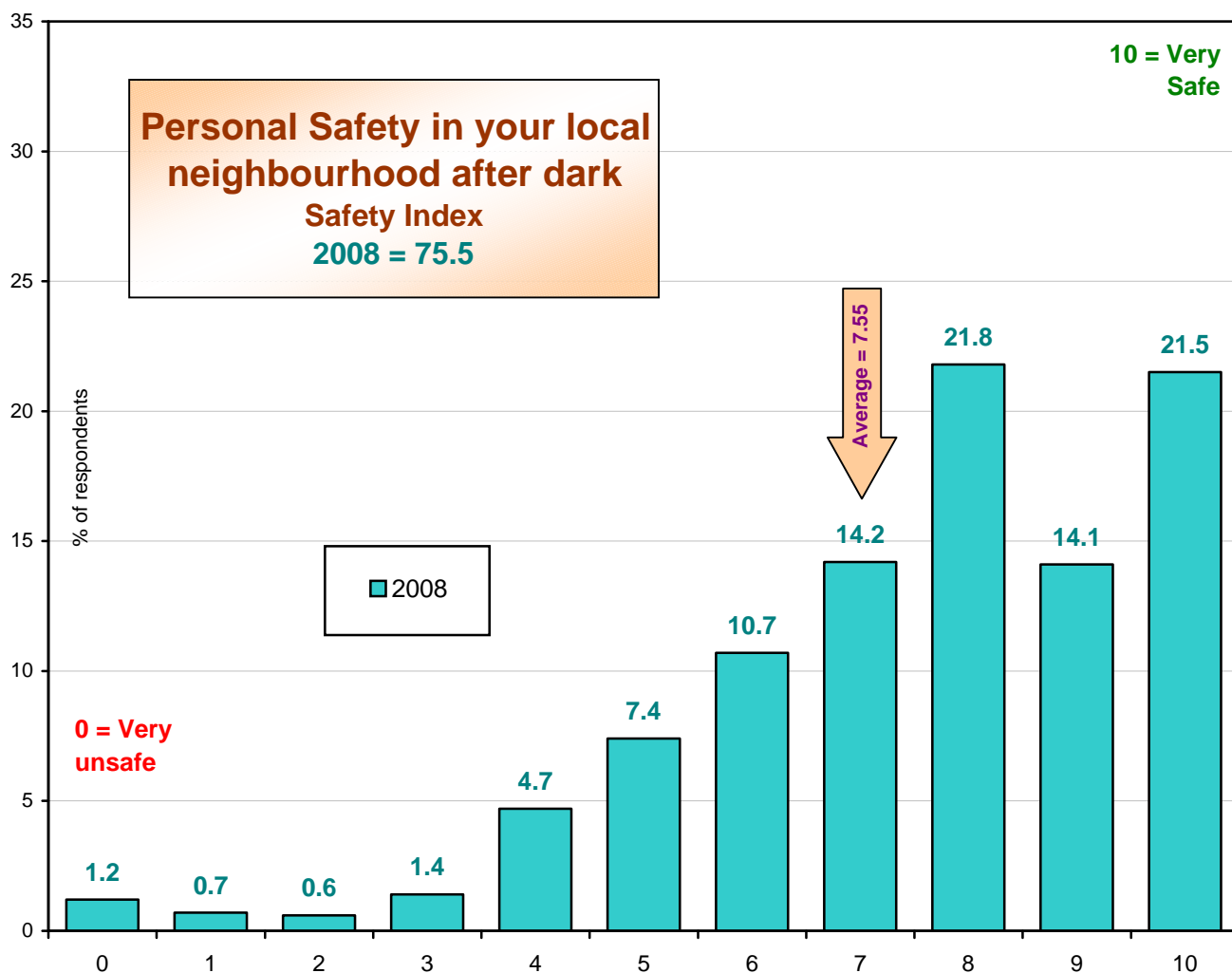


Personal Safety in your local neighbourhood after dark

Respondents (n=405) were asked to rate how safe they felt about Personal Safety in their local neighbourhood after dark using a scale where 0 is very unsafe to 10 being very safe.

Three quarters of the respondents (72%) felt safe with Personal Safety in their local neighbourhood after dark (Scores 7 – 10). Over a third of the users (36%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 and 8 (22%). Almost a quarter (23%) rated Personal Safety in their local neighbourhood after dark with a score that was neutral (Scores 4 – 6), and 15 respondents (4%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your local neighbourhood after dark was 75.5. This infers respondents feel reasonably safe in their local neighbourhood after dark.



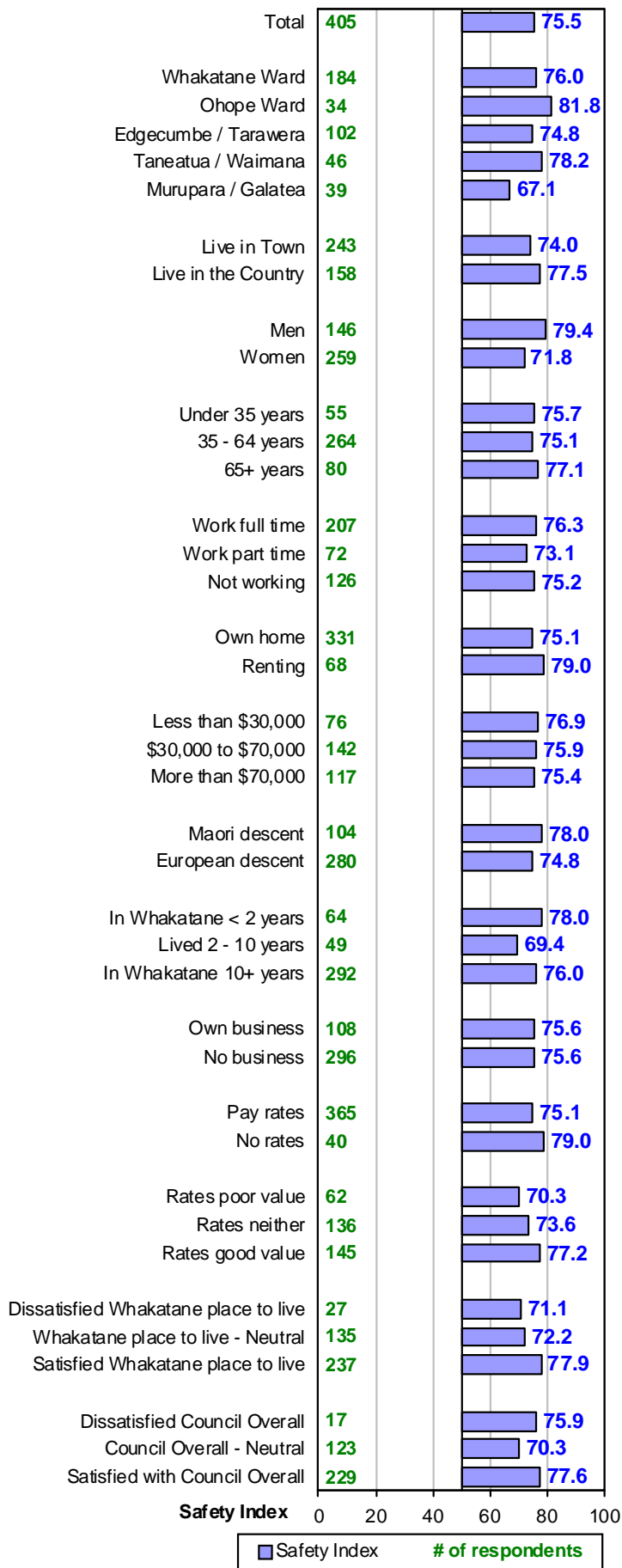
Feeling of Safety in your local neighbourhood after dark by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their local neighbourhood after dark by demographic sub groups.

The analysis shows most subgroups feel reasonably safe in their local neighbourhood after dark.

There were some other variables which appear to have had a noticeable effect.

- Respondents who thought they received good value for their rates (Index 77.2) felt safer than those who thought they got poor value for their rates (Index 70.3).
- Those from the Murupara / Galatea Ward (Index 67.1) and Edgecumbe / Tarawera Ward (Index 74.8) felt less safe in their local neighbourhood after dark than those from the other Wards.
- Women (Index 71.8) felt less safe in their local neighbourhood after dark than Men (Index 85.3)
- Those who have lived in Whakatane between 2 – 10 years (Index 69.4) appear to feel less safe than those who have lived in Whakatane for less than 2 years or more than 10 years (Index 78.0 and 76.0 respectively)
- Those who were satisfied with Whakatane as a place to live (Index 77.9) felt safer than those who were dissatisfied with Whakatane as a place to live (Index 71.1).

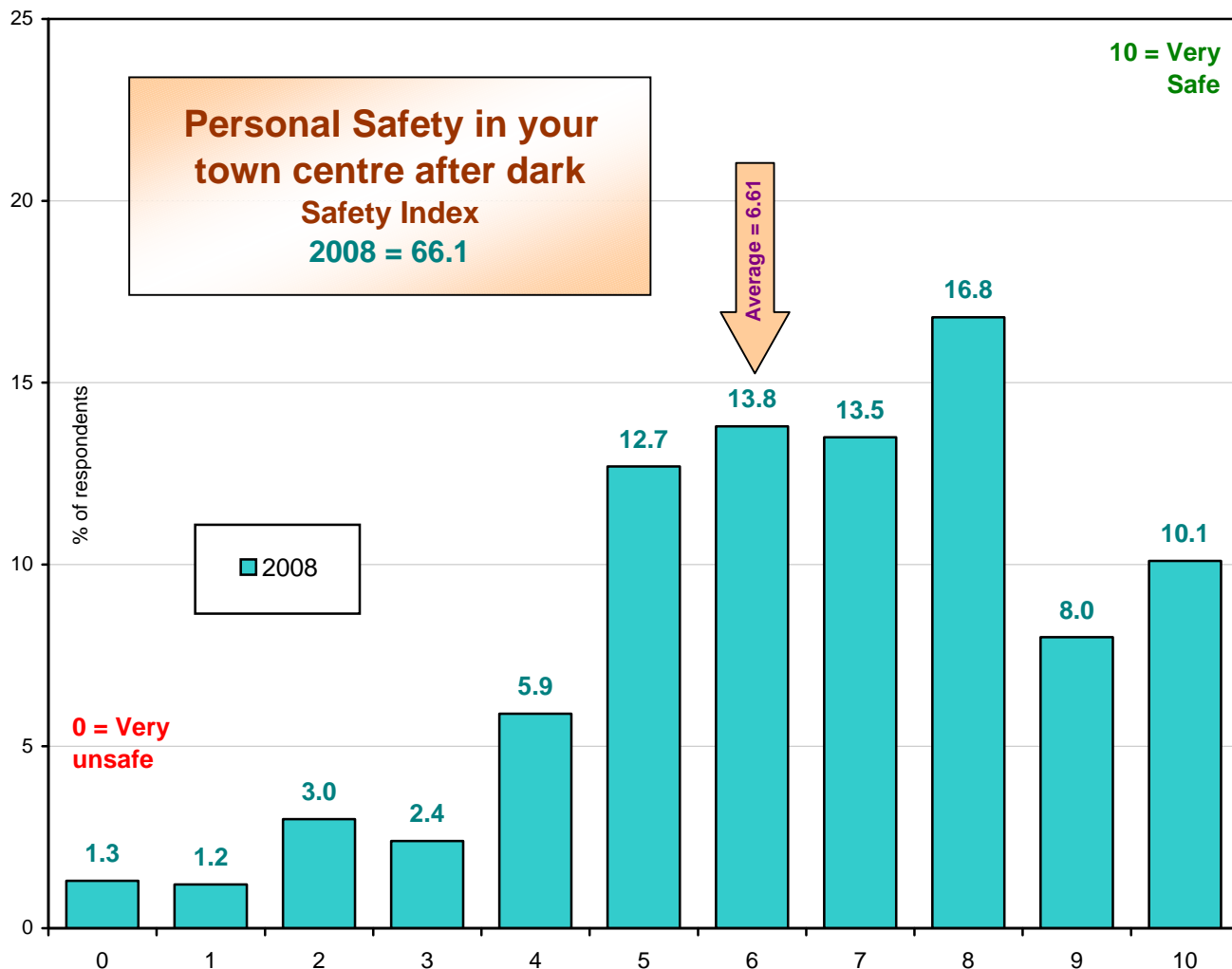


Personal Safety in your town centre after dark

Respondents (n=405) were asked to rate how safe they felt about Personal Safety in their town centre after dark using a scale where 0 is very unsafe to 10 being very safe.

Almost half of the respondents (48%) felt safe with Personal Safety in their town centre after dark (Scores 7 – 10). A fifth of the users (18%) rated these with a score of 9 or 10 (very safe). The mode was a score of 8 (17%). A third (32%) rated Personal Safety in their town centre after dark with a score that was neutral (Scores 4 – 6), and (8%) felt unsafe, (Scores 0 – 3).

The Safety Index for Personal Safety in your town centre after dark was 66.1. This infers respondents do not feel very safe in their town centre after dark.



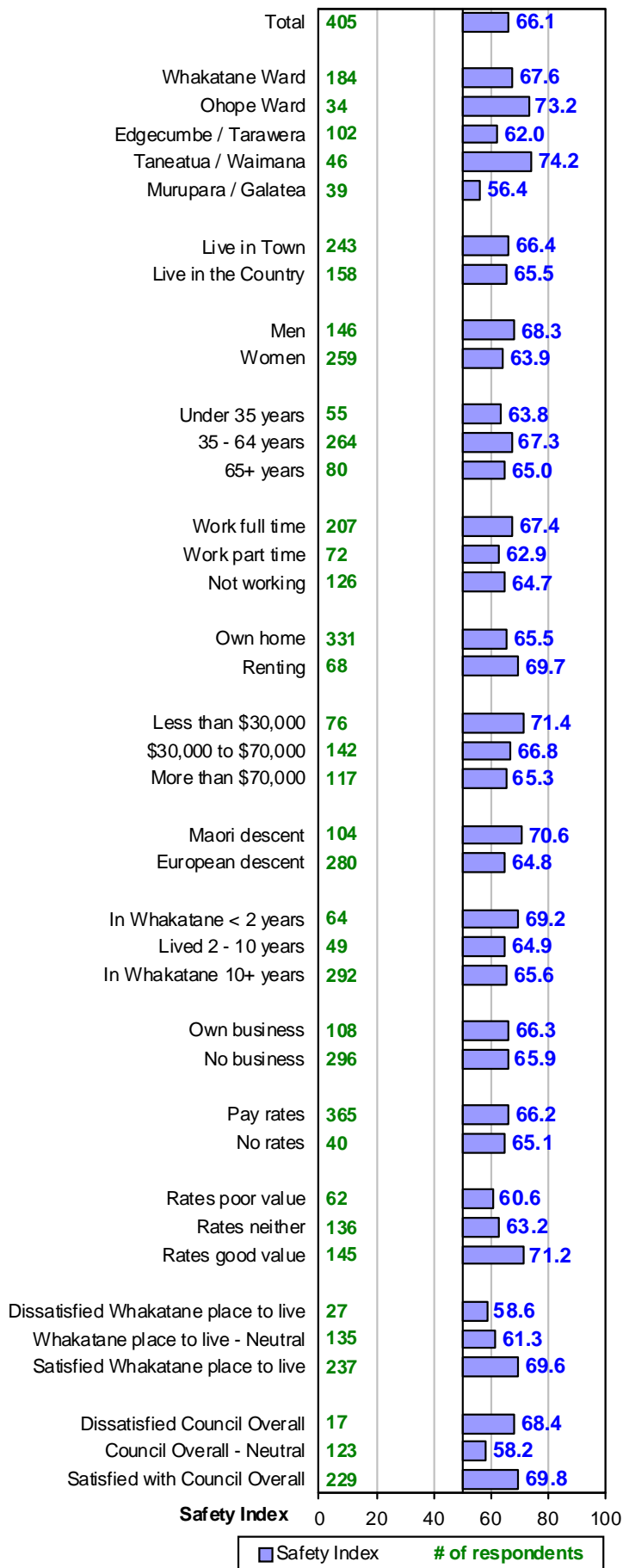
Feeling of Safety in your town centre after dark by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their town centre after dark by demographic sub groups.

The analysis shows most subgroups do not feel very safe in their town centre after dark.

There were some other variables which appear to have had a noticeable effect.

- Respondents who thought they received good value for their rates (Index 71.2) felt safer than those who thought they got poor value for their rates (Index 60.6).
- Those from the Murupara / Galatea Ward (Index 56.4) and Edgecumbe / Tarawera Ward (Index 62.0) felt less safe in their town centre after dark than those from the other Wards.
- Women (Index 63.9) felt less safe in their town centre after dark than Men (Index 68.3)
- Those who have lived in Whakatane for less than 2 years (Index 69.2) appear to feel safer than those who have lived in Whakatane for between 2 – 10 years or more than 10 years (Index 64.9 and 65.6 respectively)
- Those who were satisfied with Whakatane as a place to live (Index 69.6) felt safer than those who were dissatisfied with Whakatane as a place to live (Index 58.6).
- Those of Maori descent (Index 70.6) appear to feel safer than those of European descent (Index 64.8)



Summary Tables

Summary table – Percentage who used facility/service in the past 12 months -2000 to 2008 (Weighted data from 2004) These results are not based on a calendar year. The survey timing has varied from year to year but was undertaken in May and respondents were asked whether they had used each service / facility in the past 12 months.

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
Residential refuse collection	88.0	92.0	92.0	90.0	88.7	86.5	-2.2	
Kerbside recyclable collection		53.0	59.0	62.0	63.3	84.0		20.7
Councils water supply	79.0	82.0	85.0	81.0	80.3	77.5	-2.8	
Parks and reserves	75.0	80.0	80.0	81.0	73.0	77.2		4.2
Council parking in Whakatane	88.0	95.0	91.0	92.0	77.1	75.7	-1.4	
Public toilets	70.0	77.0	74.0	71.0	69.8	66.6	-3.2	
Harbour facilities in Whakatane CBD	58.0	60.0	61.0	54.0	67.0	65.1	-1.9	
Council sewerage system	67.0	71.0	74.0	70.0	64.7	64.1	-0.6	
Greenwaste collection						62.7		
Transfer station / rubbish disposal	56.0	50.0	49.0	45.0	53.5	57.6		4.1
Public halls	70.0	67.0	68.0	71.0	55.8	56.3		0.5
Playgrounds		66.0	71.0	63.0	50.6	53.5		2.9
Council run recycling facilities						52.1		
Library	63.0	66.0	71.0	71.0	62.0	52.0	-10.0	
Sports grounds	76.0	74.0	70.0	75.0	46.2	46.0	-0.2	
Swimming pools	43.0	36.0	51.0	61.0	50.2	42.5	-7.7	
Cemeteries						41.0		

Summary table – Percentage who used facility/service in the past 12 months -2000 to 2008 (Weighted data from 2004) These results are not based on a calendar year. The survey timing has varied from year to year but was undertaken in May and respondents were asked whether they had used each service / facility in the past 12 months.

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
Facilities at Ohiwa Harbour						38.6		
Boat ramps in Whakatane town						32.6		
Facilities at Thornton Domain						32.2		
Museum and Gallery in Boon Street	44.0	48.0	55.0	52.0	47.6	30.2	-17.4	
Contacted Council about dogs	24.0	23.0	23.0	29.0	27.3	26.9	-0.4	
Hazardous Waste Disposal facilities						21.0		
Had contact with the Council Staff						71.7		
Front desk in Whakatane Council Building						68.3		
Had contact with the Councillors or Mayor						34.5		
Applied for a building consent						24.9		
Contacted community board member						21.8		
Applied for a resource consent						18.5		
Applied for a LIM						13.7		

Summary table – Frequency of using each facility or service based on the percentage of the 2008 sample (n=405) (Weighted data)

Facility / Service	Daily	Weekly	Monthly	At least once a year	Used but <1 / year	Not in past 12 months	Don't know	Used at all
Residential refuse collection	0.5	78.7	2.8	4.5		12.2	1.4	86.5
Kerbside recyclable collection	0.5	76.8	3.9	2.5	0.4	14.1	1.9	84.0
Councils water supply								77.5
Parks and reserves	3.8	21.5	25.5	24.0	2.4	19.4	3.4	77.2
Council parking in Whakatane	11.5	37.1	13.6	12.6	0.9	20.5	3.8	75.7
Public toilets	0.6	12.1	22.5	28.7	2.8	27.1	6.3	66.6
Harbour facilities in Whakatane CBD	2.7	17.5	20.7	21.3	2.9	29.4	5.4	65.1
Council sewerage system							1.7	64.1
Greenwaste collection	0.5	22.4	34.4	5.1	0.3	32.8	4.5	62.7
Transfer station / rubbish disposal	1.2	5.4	17.9	31.5	1.6	35.1	7.3	57.6
Public halls	0.3	2.4	10.9	39.0	3.7	37.2	6.5	56.3
Playgrounds	1.3	18.0	16.9	15.4	1.9	40.8	5.7	53.5
Council run recycling facilities	0.9	4.2	15.1	30.2	1.6	41.7	6.2	52.1
Library	0.7	10.9	16.7	20.6	3.2	40.0	8.0	52.0
Sports grounds	1.1	14.3	11.7	17.0	1.9	47.1	6.8	46.0
Swimming pools	1.2	11.2	11.3	16.2	2.7	51.8	5.7	42.5
Cemeteries		2.0	6.5	25.9	6.6	52.5	6.5	41.0
Facilities at Ohiwa Harbour	0.2	2.0	11.3	22.4	2.8	52.2	9.2	38.6
Boat ramps in Whakatane town	0.9	4.9	11.5	13.3	2.1	57.9	9.5	32.6
Facilities at Thornton Domain	0.3	3.3	6.0	18.7	3.9	58.6	9.2	32.2
Museum and Gallery in Boon Street	0.2	0.4	3.9	22.8	2.9	60.4	9.3	30.2
Contacted Council about dogs	0.2		1.7	23.7	1.2	64.9	8.2	26.9

Summary table – Frequency of using each facility or service based on the percentage of the 2008 sample (n=405) (Weighted data)

Facility / Service	Daily	Weekly	Monthly	At least once a year	Used but <1 / year	Not in past 12 months	Don't know	Used at all
Hazardous Waste Disposal facilities		1.0	3.3	15.8	1.1	70.0	9.0	21.0
Boat moorings in Whakatane or Ohiwa	0.2	1.6	1.6	7.1	0.6	77.2	11.8	11.0
Had contact with the Council Staff	1.4	9.3	26.8	32.1	2.1	20.8	7.5	71.7
Front desk in Whakatane Council Building		2.6	11.9	49.6	4.2	27.6	4.1	68.3
Had contact with the Councillors or Mayor	1.1	1.8	7.4	22.2	2.1	60.0	5.4	34.5
Contacted community board member	0.3	1.8	3.7	13.7	2.3	71.4	6.7	21.8
Applied for a building consent		0.7	2.7	17.8	3.6	67.7	7.4	24.9
Applied for a resource consent	0.2	0.6	0.9	13.6	3.2	73.2	8.3	18.5
Applied for a LIM			0.5	10.3	2.9	74.5	11.8	13.7

Satisfaction with Council in General (CSI Score by Year) – 2000 to 2008

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
The overall performance of Council in the past 12 months	72.8	72.1	66.6	61.5	69.8	67.3	-2.6	
The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)	59.9	64.7	64.4	62.1	64.1	61.5	-2.6	
The overall service from Front Desk Staff						75.2		
The overall performance of Council staff in the past 12 months	74.5	80.5	78.4	77.3	75.5	74.5	-1.0	
Front Desk Staff being knowledgeable						74.4		
Whakatane District as a place to live						86.4		
Council's provision of information to the community about its services, facilities, projects and plans						64.2		
The opportunities Council provides for community involvement in decision making						58.5		
The Council supporting a strong community						54.6		
The Council being open and honest in their dealings with Whakatane residents						49.6		
Being easy to attend meetings held by the Whakatane District Council						48.8		
The Council making good long term decisions						47.4		

Satisfaction with Council provided Core Facilities and Services (CSI Score by Year) – 2000 to 2008

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
Roads								
Overall quality and maintenance of the roads in the Whakatane District						68.4		
Having adequate street lighting						71.8		
The plants and vegetation on the side of the roads being well maintained						70.0		
Safety of our roads						68.4		
The quality of roads in the District	70.0	70.6	70.3	70.9	66.6	67.1		0.5
The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc)						64.1		
Mains Water Supply								
Overall quality and reliability of the mains water supply in the Whakatane District						73.7		
Having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)						84.4		
Having adequate mains water pressure in your home		69.7	74.9	75.6	79.1	78.5	-0.6	
The quality of drinking water supplied to residents homes (e.g. taste, colour, purity)		69.7	74.9	75.6	71.7	66.8	-4.9	
The price of water supplied						62.1		

Satisfaction with Council provided Core Facilities and Services (CSI Score by Year) – 2000 to 2008

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
Wastewater and Sewerage System								
Overall disposal and treatment of wastewater and sewage	76.7	75.4	75.9	77.1	81.3	72.4	-8.9	
Having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows)						76.9		
Smells and odours from the treatment of wastewater and sewage being kept to a minimum						72.6		
The cost of the wastewater and sewerage system						68.9		
Stormwater System								
The overall effectiveness of the storm water systems						64.0		
The maintenance of the storm water systems						65.1		
The reliability of the storm water systems from streets, public areas and residents homes						64.7		

Satisfaction with Council provided Specific Facilities and Amenities (CSI Score by Year) – 2000 to 2008

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
Greenwaste Collection						83.7		
Residential refuse collection	89.4	86.7	88.5	89.9	85.5	83.6	-1.9	
Council run recycling facilities in Whakatane or Murupara						82.4		
Transfer station / rubbish disposal at Whakatane or Murupara	67.6	67.3	68.5	65.1	71.3	82.4		11.1
Hazardous Waste Disposal facilities at the Whakatane Recycling Park						82.3		
Cemeteries						81.2		
Kerbside Recyclable Collection of paper, plastic, glass and cans	67.5	65.8	69.1	75.2	76.3	81.2		4.9
Library	80.5	84.2	85.3	86.8	80.8	79.4	-1.4	
Boat ramps in Whakatane town						79.1		
Sports grounds	78.7	79.5	82.0	82.7	76.6	77.0		0.5
The Harbour facilities in Whakatane CBD including the Port and surrounding environment	78.6	75.7	79.2	75.9	77.5	76.5	-1.0	
Swimming pools	69.3	66.5	85.3	85.2	80.5	76.5	-4.0	
Parks and Reserves in the Whakatane District	79.6	78.9	78.4	81.7	80.1	75.9	-4.2	
Playgrounds	78.7	79.8	80.3	83.4	75.2	75.1	-0.1	
The boat ramp, reserve, playground or toilet facilities at Thornton Domain						73.4		
Public Halls	79.6	78.9	78.4	81.7	74.9	73.2	-1.8	

Satisfaction with Council provided Specific Facilities and Amenities (CSI Score by Year) – 2000 to 2008

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
Boat moorings in Whakatane or Ohiwa						73.1		
The boat ramp; playground, toilets or wharf facilities at Ohiwa Harbour	78.6	75.7	79.2	75.9	77.5	72.6	-4.9	
The Museum & Gallery in Boon St	81.1	88.5	88.6	89.2	80.4	71.0	-9.4	
Council Parking in Whakatane	79.6	78.9	78.4	81.7	60.6	69.9		9.3
Public toilets	57.7	61.3	66.0	70.9	66.6	69.2		2.6
Councils Dog Control Service	64.0	69.0	65.6	64.3	58.1	66.6		8.5

Satisfaction with Environmental Health and Planning and Building Regulation Services (CSI Score by Year) – 2000 to 2008

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Increases
The environmental health services overall						70.4		
Making the environment around you a healthier place to live						69.6		
Being effective						68.1		
Making the environment around you a nicer place to live						59.1		
The LIM report overall						56.0		
The advice received from Council's Building Control Service						55.9		
The Planning and Building services overall						54.1		
The time taken for your LIM report						52.2		
The advice received from Council's Resource Consent Service						51.2		
The process Council used for your building consent						45.8		
The process Council used for your resource consent						45.2		

Summary Tables – Other Indexes Comparison to History

History of other measured statements (Index) – 2000 to 2008 *The scales used vary by question. All these scales are converted to indexes out of 100.*

Facility / Service	2000	2001	2002	2003	2004	2008	Difference to 2004	
							Decreases	Decreases
Improvements in the quality of Council facilities and services in the past 12 months						67.8		
Safety in your home during the daytime						88.4		
Safety in your town centre during the daytime						86.9		
Safety in your local neighbourhood during the daytime						86.5		
Safety in your home after dark						82.8		
Safety in your local neighbourhood after dark						75.5		
Safety in your town centre after dark						66.1		
Safety in your home during the daytime						88.4		

Satisfaction with Council in General – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with? % rating with a score of <?>												CSI Score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
The overall performance of Council in the past 12 months	405	0.3	0.7	0.3	2.8	3.2	12.1	14.0	28.4	19.8	4.5	4.6	9.3	67.3
The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)	405	1.9	1.2	2.8	2.5	4.9	14.3	16.2	19.3	15.5	3.9	2.5	15.1	61.5
The overall performance of Council staff in the past 12 months	292		1.0	0.8	2.4	4.0	3.8	8.7	19.7	33.0	14.8	9.7	2.1	74.5
Front Desk Staff being knowledgeable	285	1.1	1.6	0.8	1.4	2.8	10.0	5.3	14.4	31.1	15.2	14.2	2.0	74.4
The overall service from Front Desk Staff	285	0.9	1.6	2.1	2.1	3.6	6.1	6.0	11.9	27.7	21.5	14.6	2.1	75.2
Whakatane District as a place to live	405			0.2		0.7	3.6	2.5	9.1	24.0	25.3	33.4	1.2	86.4
Council's provision of information to the community about its services, facilities, projects and plans	405	1.2	1.1	1.7	2.2	5.3	13.7	18.1	18.0	13.2	6.9	5.4	13.1	64.2

Satisfaction with Council in General – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with? % rating with a score of <?>											CSI Score	
		0	1	2	3	4	5	6	7	8	9	10		Don't Know
The opportunities Council provides for community involvement in decision making	405	3.7	2.3	3.6	4.3	8.7	13.0	9.1	14.4	15.9	4.8	4.3	15.9	58.5
The Council supporting a strong community	405	4.0	2.9	3.8	7.1	8.9	17.4	13.3	15.6	14.8	2.1	2.2	7.9	54.6
The Council being open and honest in their dealings with Whakatane residents	405	5.3	4.3	5.5	6.5	8.0	23.8	9.3	12.9	11.5	0.7	1.0	11.1	49.6
Being easy to attend meetings held by the Whakatane District Council	129	8.2	6.9	8.1	4.8	5.6	16.5	2.5	11.2	8.4	6.7	4.4	16.6	48.8
The Council making good long term decisions	405	5.5	4.2	7.1	8.2	9.3	24.7	8.9	9.9	10.7	0.7	0.9	10.0	47.4

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI Score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Greenwaste Collection	258	0.3		0.4	0.7	1.3	3.8	7.3	8.3	22.7	20.2	31.8	3.1	83.7
Residential refuse collection	347			0.6	1.0	2.0	3.8	3.6	10.1	24.0	24.0	28.4	2.4	83.6
Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection)	201	0.9				0.6	4.3	8.0	7.6	31.9	15.7	26.3	4.7	82.4
Transfer station / rubbish disposal at Whakatane or Murupara	224		0.5		0.4	0.7	3.8	6.3	11.6	32.9	14.6	26.1	3.0	82.4
Hazardous Waste Disposal facilities at the Whakatane Recycling Park	86	1.2					5.9	8.5	7.2	25.3	11.4	28.1	12.2	82.3
Cemeteries	166	1.4	0.7	1.2	0.4	0.4	4.7	2.2	10.1	34.5	14.7	26.3	3.3	81.2
Kerbside Recyclable Collection of paper, plastic, glass and cans	342		0.2	0.3	0.6	4.1	5.5	6.3	9.2	25.5	20.3	26.3	1.7	81.2
Library	221	0.3	0.6	0.5	1.0	3.9	4.9	7.7	11.3	28.8	12.8	26.8	1.3	79.4
Boat ramps in Whakatane town	115				0.7	0.8	7.6	4.8	10.7	40.2	17.5	11.8	5.8	79.1
Sports grounds	184		1.4		0.4	1.6	7.4	5.4	18.4	35.4	16.4	11.7	2.0	77.0
Swimming pools	165	0.4		1.1	0.4	1.9	7.0	7.7	20.0	30.5	14.9	13.2	3.0	76.5
The Harbour facilities in Whakatane CBD including the Port and surrounding environment	253	0.3	0.5		1.4	1.2	6.2	8.0	18.0	32.0	16.9	9.7	6.0	76.5
Parks and Reserves in the Whakatane District	300		0.4	1.1	1.0	0.6	7.8	5.9	18.7	40.9	12.3	9.4	1.9	75.9
Playgrounds	202	1.4	0.8	1.0	2.2	2.4	7.8	5.4	15.3	35.5	9.4	17.4	1.4	75.1

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI Score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
The boat ramp, reserve, playground or toilet facilities at Thornton Domain	117		0.9	0.8	0.5		5.2	18.0	20.5	30.7	12.1	5.9	5.3	73.4
Public Halls	229	0.5	0.3	0.9	1.4	1.1	10.5	11.6	19.9	32.6	11.1	9.3	0.8	73.2
Boat moorings in Whakatane or Ohiwa	38				1.5		15.4	4.2	19.3	29.3	3.9	9.9	16.4	73.1
The boat ramp; playground, toilets or wharf facilities at Ohiwa Harbour	141		0.9	0.8	1.2		11.4	10.3	17.2	37.0	7.0	6.8	7.2	72.6
The Museum & Gallery in Boon St	130		0.5	2.6	4.3	1.8	14.2	13.4	11.1	23.8	7.9	16.9	3.5	71.0
Council Parking in Whakatane	305	0.5	1.1	2.4	1.9	2.9	15.5	13.3	12.9	27.9	10.6	10.7	0.3	69.9
Public toilets	268		1.4	1.0	2.1	4.4	11.2	14.5	17.5	29.9	9.0	5.6	3.5	69.2
Councils Dog Control Service	109	4.5	1.6	3.0	4.8	6.5	11.0	3.9	10.2	16.6	15.0	14.4	8.4	66.6

Satisfaction with Services and Facilities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI Score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Roads														
Overall quality and maintenance of the roads in the Whakatane District	405	1.3	0.7	1.3	3.2	3.9	12.5	9.9	23.0	27.8	8.7	5.9	1.9	68.4
Having adequate street lighting	405	2.0	1.2	3.1	2.0	1.7	9.2	5.4	13.3	27.3	12.1	12.5	10.4	71.8
The plants and vegetation on the side of the roads being well maintained	405	0.8	1.5	1.1	2.4	3.9	11.8	9.7	20.4	26.7	9.7	9.5	2.5	70.0
Safety of our roads	405	1.0	1.2	1.6	2.3	4.4	13.1	10.5	20.4	27.4	9.4	6.7	1.9	68.4
The quality of roads in the District	405	2.2	0.6	1.3	4.3	6.2	11.6	10.2	21.1	26.1	7.2	8.5	0.7	67.1
The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc)	405	2.1	0.9	2.3	4.9	5.8	14.6	12.5	23.5	19.6	7.6	5.7	0.5	64.1
Mains Water Supply														
Overall quality and reliability of the mains water supply in the Whakatane District	310	1.1	0.7	0.9	2.4	2.8	9.0	9.1	16.0	25.6	15.5	13.4	3.4	73.7
Having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)	310	0.3		1.5	0.4		3.3	2.9	9.3	30.3	20.5	30.8	0.7	84.4
Having adequate mains water pressure in your home	310	1.4	0.7	1.4	1.7	0.2	8.5	4.1	11.3	31.4	13.7	25.0	0.4	78.5
The quality of drinking water supplied to residents homes (e.g. taste, colour, purity)	310	2.7	1.6	3.3	4.6	7.3	13.3	6.3	16.1	16.2	11.0	16.1	1.5	66.8
The price of water supplied	310	1.8	2.8	3.5	4.4	6.0	13.3	9.6	14.7	17.3	5.6	7.4	13.4	62.1

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>											CSI Score	
		0	1	2	3	4	5	6	7	8	9	10		Don't Know
Wastewater and Sewerage														
Overall disposal and treatment of wastewater and sewage	258	0.5	0.7	1.9	1.6	2.3	8.6	8.8	15.9	27.2	9.5	10.1	12.9	72.4
Having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows)	258	1.0	0.3	2.0	2.3	1.4	5.0	5.9	16.3	29.8	14.6	18.6	2.9	76.9
Smells and odours from the treatment of wastewater and sewage being kept to a minimum	258	1.9	0.7	2.2	2.5	4.0	7.2	6.4	16.3	24.9	14.4	14.0	5.4	72.6
The cost of the wastewater and sewerage system	258	0.5	0.7	1.8	2.1	2.4	8.6	10.0	16.0	14.5	7.4	7.3	28.8	68.9
Stormwater System														
The overall effectiveness of the storm water systems	405	2.6	1.1	4.0	2.0	5.0	9.4	11.4	15.9	18.0	7.2	5.4	18.1	64.0
The maintenance of the storm water systems	405	2.5	2.5	2.3	2.2	3.7	11.2	7.5	14.4	22.2	5.4	6.7	19.5	65.1
The reliability of the storm water systems from streets, public areas and residents homes	405	2.0	2.0	1.8	3.0	4.4	12.1	10.5	12.7	21.5	6.3	5.9	17.7	64.7

Satisfaction with Environmental Health and Planning and Building Regulation Services – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI Score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Environmental Health														
The environmental health services overall	405	0.3	0.7	1.3	1.5	1.8	10.8	12.9	22.4	28.0	8.1	6.2	6.1	70.4
Making the environment around you a healthier place to live	405	0.6	0.7	1.3	0.8	3.6	10.5	14.7	23.2	27.6	7.3	6.4	3.3	69.6
Being effective	405	0.5	0.3	2.0	1.7	3.5	12.1	13.7	24.4	24.6	5.2	5.7	6.3	68.1
Planning and building regulation services														
The Planning and Building services overall	405	3.2	2.8	7.6	5.0	7.5	16.0	10.5	15.9	12.0	1.4	3.8	14.4	54.1
Making the environment around you a nicer place to live	405	2.6	2.5	4.4	4.3	6.8	14.3	10.4	18.3	15.2	3.5	4.7	13.0	59.1
The LIM report overall	54	8.8	3.4	6.5	5.0	8.1	13.1	3.8	17.6	21.2	4.6	6.7	1.2	56.0
The advice received from Council's Building Control Service	96	5.5	4.3	7.2	5.7	11.5	12.1	6.7	10.6	14.7	9.8	6.7	5.3	55.9
The time taken for your LIM report	54	6.9	9.9	3.1	6.9	6.4	16.6	15.5	9.1	12.3	5.3	6.7	1.2	52.2
The advice received from Council's Resource Consent Service	73	5.9	6.1	9.7	9.3	6.2	11.4	16.5	9.2	11.4	5.7	5.5	3.2	51.2
The process Council used for your building consent	96	7.1	8.4	8.8	11.3	16.4	6.1	6.5	6.4	14.9	3.4	3.6	7.1	45.8
The process Council used for your resource consent	73	10.6	8.4	5.7	14.3	9.6	6.2	16.2	7.7	10.1	1.6	5.5	4.1	45.2

Ratings for other factors – based on the percentage of those who answered each question


	# of respondents	0	1	2	3	4	5	6	7	8	9	10	Don't Know	Index
Improvements in the quality of Council facilities and services in the past 12 months	405	1.2		1.0	1.4	2.3	20.5	10.3	20.5	21.7	6.8	7.2	7.0	67.8
Safety at home during daytime	405	0.5	0.2	0.2	0.2	0.3	3.2	1.6	7.2	17.7	23.6	43.8	1.5	88.4
Safety in town centre during the day	405		0.2		0.3	1.4	2.7	3.0	8.0	21.6	25.3	36.5	1.1	86.9
Safety in local neighbourhood during day	405	0.8		0.4	0.2	0.2	3.9	3.3	8.8	21.5	19.1	41.3	0.7	86.5
Safety at home after dark	405	0.7	0.7	0.3	0.7	2.0	5.0	3.5	13.0	21.0	19.1	33.5	0.7	82.8
Safety in local neighbourhood after dark	405	1.2	0.7	0.6	1.4	4.7	7.4	10.7	14.2	21.8	14.1	21.5	1.7	75.5

Ratings for Value from rates – based on the percentage of those who answered each question

	# of respondents	Thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, overall, what value do you think you get from your residential rates? (% rating)												Value Index
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
The value from residential rates	357	7.3	2.1	2.2	5.8	8.4	14.9	15.4	16.4	16.6	3.7	3.5	3.6	56.1

Appendix

Questionnaire

 <p>INTERNATIONAL RESEARCH CONSULTANTS <small>LT</small> STRATEGIC PLANNING & BRAND SOLUTIONS</p>	<p>JOB NUMBER 0810917</p>	<p>OCTOBER 30 FINAL</p>
<p>JOB DESCRIPTION: WHAKATANE DISTRICT COUNCIL 2008 RESIDENTS SURVEY</p>		

Hello, I'm from DigiPoll and we are calling on behalf of the Whakatane District Council.

May I speak to a person in the house who is at least 18 years old and whose birthday comes next?

The Whakatane District Council have commissioned us to carry out a survey of residents of the District to seek opinions on a number of Council provided services and facilities. This information will help your Council to understand the issues which are important to you and other people of the Whakatane District.

The interview will take about 15 - 20 minutes.

Can we talk now?

QB Do you live in the Whakatane District?

Yes -----1 → **CONTINUE**

No-----2 → **THANK AND TERMINATE**

QC Are you a Council employee or an elected representative of the Whakatane District Council?

Yes -----1 → **THANK AND TERMINATE**

No-----2 → **CONTINUE**

REINTRODUCE IF NECESSARY:
INTERVIEWER RECORD START TIME

GENERAL COUNCIL

Q1. Thinking about the Whakatane District Council and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with ...? **(CIRCLE ONE ONLY)**

		Very Dissatisfied											Neutral											Very Satisfied											Don't Know
		0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	DK
A	The Council being open and honest in their dealings with Whakatane residents	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
B	The Council making good long term decisions	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99
C	The Council supporting a strong community	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	0	1	2	3	4	5	6	7	8	9	10	99

Q2 Are you interested in attending meetings held by Whakatane District Council? **(IF YES, THEN Q3)**
 Yes ----- 1 No ----- 2 **Go to Q5**

Q3 And using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with it being easy to attend meetings held by the Whakatane District Council? **(CIRCLE ONE ONLY).**

Very Dissatisfied				Neutral							Very Satisfied			Don't know
0	1	2	3	4	5	6	7	8	9	10	99			

Q4 **IF Q3 RATED AT 7 OR LESS**, then ask; What would make it easier for you to attend meetings held by the Whakatane District Council

Q5 I'm going to read out a list of different services and facilities. For each one, please tell me how often you've used that service or facility in the past 12 months.

	Facility / Service	Daily	Weekly	Monthly	At least once in last 12 months	Used but less than once in last 12 months	Not used in past 12 months	No Answer
A	Library	1	2	3	4	5	6	7
B	The Museum & Gallery in Boon St	1	2	3	4	5	6	7
C	Public Halls	1	2	3	4	5	6	7
D	Playgrounds	1	2	3	4	5	6	7
E	Called into the front desk in the Council Building in Whakatane	1	2	3	4	5	6	7

Q6. (PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES USED IN THE PAST YEAR (CODES 1-5 IN Q5. ASK Q6 E AND F IF Q5E = 1 - 5))

I'm going to read out a list of different services and facilities you have used and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with ...?

		Very Dissatisfied											Neutral		Very Satisfied		Don't Know DK
		0											3		10		
		0	1	2	3	4	5	6	7	8	9	10	3	10			
A	Library	0	1	2	3	4	5	6	7	8	9	10	3	10	99		
B	The Museum & Gallery in Boon St	0	1	2	3	4	5	6	7	8	9	10	3	10	99		
C	Public Halls	0	1	2	3	4	5	6	7	8	9	10	3	10	99		
D	Playgrounds	0	1	2	3	4	5	6	7	8	9	10	3	10	99		
E	The Customer Service / Front Desk Staff being knowledgeable	0	1	2	3	4	5	6	7	8	9	10	3	10	99		
F	The overall service from the Customer Service / Front Desk Staff	0	1	2	3	4	5	6	7	8	9	10	3	10	99		

Q7. (PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES IF RATED AS LOWER THAN ????)

	<Facility / Service>	Question to ask
A	Library ASKED IF SS IS LESS THAN 8	Why are you not totally satisfied with the Library
B	The Museum & Gallery	Not asked this year
C	Public Halls ASKED IF SS IS LESS THAN 7	If you could get one Public Hall improved, which would that be?
D	Playgrounds	Not asked this year
E	The Customer Service / Front Desk Staff being knowledgeable	Not asked this year
F	The overall service from the Customer Service / Front Desk Staff	Not asked this year

IF RESPONDENT HAS VISITED A LIBRARY (Q5A 1 - 5) GO TO Q8 OTHERWISE SKIP TO Q9

Q8 Which library have you used most often in the past 12 months?

Whakatane----- 1 Murupara-----2
 Edgecumbe----- 3 Ohope-----4
 Other (specify) _____-----9

Q9 I'm going to read out a list of services and facilities in the Whakatane District. For each one, please tell me how often you've used that service or facility in the past 12 months.

	Facility / Service	Daily	Weekly	Monthly	At least once in last 12 months	Used but less than once in last 12 months	Not used in past 12 months	No Answer
G	Parks and Reserves in the Whakatane District	1	2	3	4	5	6	7
H	Cemeteries	1	2	3	4	5	6	7

I	Public toilets	1	2	3	4	5	6	7
J	Swimming pools	1	2	3	4	5	6	7
K	The Harbour facilities in Whakatane CBD including the Port and surrounding environment	1	2	3	4	5	6	7
L	Boat ramps in Whakatane town	1	2	3	4	5	6	7

Q9 continued I'm going to read out a list of services and facilities in the Whakatane District. For each one, please tell me how often you've used that service or facility in the past 12 months.

	Facility / Service	Daily	Weekly	Monthly	At least once in last 12 months	Used but less than once in last 12 months	Not used in past 12 months	No Answer
M	The boat ramp; playground, toilets or wharf facilities at Ohiwa Harbour	1	2	3	4	5	6	7
N	The boat ramp, reserve, playground and toilet facilities at Thornton Domain	1	2	3	4	5	6	7
O	Boat moorings in Whakatane or Ohiwa	1	2	3	4	5	6	7
P	Sports grounds	1	2	3	4	5	6	7
Q	Kerbside Recyclable Collection of paper, plastic, glass and cans	1	2	3	4	5	6	7
R	Residential refuse collection	1	2	3	4	5	6	7
S	Greenwaste Collection	1	2	3	4	5	6	7
T	Transfer station / rubbish disposal at Whakatane or Murupara	1	2	3	4	5	6	7
U	Council run recycling facilities in Whakatane and Murupara (this is not the kerbside collection)	1	2	3	4	5	6	7
V	Hazardous Waste Disposal facilities at the Whakatane Recycling Park	1	2	3	4	5	6	7
W	Parking in Whakatane	1	2	3	4	5	6	7
X	Contacted the Council about dogs	1	2	3	4	5	6	7

Q10. **(PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES USED IN THE PAST YEAR (CODES 1-5 IN Q9))** I'm going to read out a list of different services and facilities you have used and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with ...? **(CIRCLE ONE ONLY)**

	Facility / Service	Very Dissatisfied										Neutral		Very Satisfied		Don't Know DK
		0	1	2	3	4	5	6	7	8	9	10	99			
G	Parks and Reserves in the Whakatane District	0	1	2	3	4	5	6	7	8	9	10	99			

H	Cemeteries	0	1	2	3	4	5	6	7	8	9	10	99
I	Public toilets	0	1	2	3	4	5	6	7	8	9	10	99
J	Swimming pools	0	1	2	3	4	5	6	7	8	9	10	99
K	The Harbour facilities in Whakatane CBD including the Port and surrounding environment	0	1	2	3	4	5	6	7	8	9	10	99
L	Boat ramps in Whakatane	0	1	2	3	4	5	6	7	8	9	10	99
M	The boat ramp; playground, toilets and wharf facilities at Ohiwa Harbour	0	1	2	3	4	5	6	7	8	9	10	99
N	The boat ramp, reserve, playground and toilet facilities at Thornton Domain	0	1	2	3	4	5	6	7	8	9	10	99
O	Boat moorings in Whakatane or Ohiwa	0	1	2	3	4	5	6	7	8	9	10	99
P	Sports grounds	0	1	2	3	4	5	6	7	8	9	10	99

Q10 continued. **(PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES USED IN THE PAST YEAR (CODES 1-5 IN Q9)**
 I'm going to read out a list of different services and facilities you have used and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with ...? **(CIRCLE ONE ONLY)**

		Very Dissatisfied										Neutral		Very Satisfied		Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK			
Q	Kerbside Recyclable Collection of paper, plastic, glass and cans	0	1	2	3	4	5	6	7	8	9	10	99			
R	Residential refuse collection	0	1	2	3	4	5	6	7	8	9	10	99			
S	Greenwaste Collection	0	1	2	3	4	5	6	7	8	9	10	99			
T	Transfer station / rubbish disposal at Whakatane and Murupara	0	1	2	3	4	5	6	7	8	9	10	99			
U	Council run recycling facilities in Whakatane and Murupara	0	1	2	3	4	5	6	7	8	9	10	99			
V	Hazardous Waste Disposal facilities at the Whakatane Recycling Park	0	1	2	3	4	5	6	7	8	9	10	99			
W	Parking in Whakatane	0	1	2	3	4	5	6	7	8	9	10	99			
X	Councils Dog Control Service	0	1	2	3	4	5	6	7	8	9	10	99			

Q11. **(PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES IF RATED AS LOWER THAN ???>)**

IF ANY RATED LOWER THAN (VARIES BY QUESTION) – OTHER WISE SKIP?

	<Facility / Service>	Question to ask
G	Parks and Reserves in the Whakatane District	Not asked this year
H	Cemeteries ASKED IF SS IS LESS THAN 8	Why are you not totally satisfied with the Cemeteries?
I	Public toilets	Not asked this year
J	Swimming pools ASKED IF SS IS LESS THAN 8	Why are you not totally satisfied with the Swimming Pools?
K	The Harbour facilities in Whakatane CBD including the Port and surrounding environment	Not asked this year
L	Boat ramps in Whakatane	Not asked this year

M	The boat ramp; playground toilets and wharf facilities at Ohiwa Harbour	Not asked this year
N	The boat ramp, reserve, playground and toilet facilities at Thornton Domain	Not asked this year
O	Boat moorings in Whakatane and Ohiwa	Not asked this year
P	Sports grounds ASKED IF SS IS LESS THAN 7	If you could get one Sports ground improved, which would that be?
Q	Kerbside Recyclable Collection of paper, plastic, glass and cans	Not asked this year
R	Residential refuse collection	Not asked this year
S	Greenwaste Collection	Not asked this year
T	Transfer station / rubbish disposal at Whakatane and Murupara ASKED IF SS IS LESS THAN 7	Why are you not totally satisfied with the Transfer station / rubbish disposal?
U	Council run recycling facilities in Whakatane and Murupara	Not asked this year
V	Hazardous Waste Disposal facilities at the Whakatane Recycling Park	Not asked this year
W	Council parking in Whakatane ASKED IF SS IS LESS THAN 7	Why are you not totally satisfied with the Council parking in Whakatane?
X	Councils Dog Control Service	Not asked this year

SERVICES AND FACILITIES

Q12 Which of the following types of road do you currently live beside (i.e. the road outside your door or gate)?

- Residential sealed road----- 1
- Country sealed road----- 2
- Country unsealed road----- 3
- State Highway----- 4
- Other ----- 5

Q13 Which of the following describes where the supply of water to your home comes from?

- Council mains water supply network ----- 1
- Tank water ----- 2
- Both Council mains supply and tank water ----- 3
- Bore water ----- 4
- Other ----- 5

Q14 Which of the following describes the way in which the wastewater and sewage from your home is disposed of?

- Wastewater and sewage pipeline network----- 1
- Septic tank ----- 2
- Both pipeline network and septic tank ----- 3
- Other ----- 4
- Don't know ----- 5

(PROGRAMME WRITTEN TO ONLY ASK FOR THOSE SERVICES USED OR THOSE WHICH ARE NOT USAGE DRIVEN)

FOR THE ROAD QUESTIONS (Q15A – Q15F) ASK ALL RESPONDENTS

FOR THE WATER RELATED QUESTIONS (Q15J- Q15N) ONLY ASK OF THOSE WHO ANSWER Q13 AS 1 OR 3.

FOR THE WASTE WATER , (Q15O- Q15R ONLY ASK OF THOSE WHO ANSWER Q14 AS 1 OR 3.

FOR THE STORM WATER QUESTIONS (Q15G – Q15I) ASK ALL RESPONDENTS

Q15. I'm going to read out a number of aspects relating to the various services and facilities and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with ...?
(CIRCLE ONE ONLY)

		Very Dissatisfied										Neutral		Very Satisfied		Don't Know DK
		0	1	2	3	4	5	6	7	8	9	10	9	10		
A	The quality of roads in the District	0	1	2	3	4	5	6	7	8	9	10	99			
B	The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc)	0	1	2	3	4	5	6	7	8	9	10	99			
C	The plants and vegetation on the side of the roads being well maintained	0	1	2	3	4	5	6	7	8	9	10	99			
D	Having adequate street lighting	0	1	2	3	4	5	6	7	8	9	10	99			
E	Safety of our roads	0	1	2	3	4	5	6	7	8	9	10	99			
F	Overall quality and maintenance of the roads in the Whakatane District	0	1	2	3	4	5	6	7	8	9	10	99			
G	The maintenance of the storm water systems	0	1	2	3	4	5	6	7	8	9	10	99			
H	The reliability of the storm water systems from streets, public areas and residents homes	0	1	2	3	4	5	6	7	8	9	10	99			
I	The overall effectiveness of the storm water systems	0	1	2	3	4	5	6	7	8	9	10	99			
J	The quality of drinking water supplied to residents homes (e.g. taste, colour, purity)	0	1	2	3	4	5	6	7	8	9	10	99			
K	Having adequate mains water pressure in your home	0	1	2	3	4	5	6	7	8	9	10	99			
L	Having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)	0	1	2	3	4	5	6	7	8	9	10	99			
M	The price of water supplied	0	1	2	3	4	5	6	7	8	9	10	99			
N	Overall quality and reliability of the mains water supply in the Whakatane District	0	1	2	3	4	5	6	7	8	9	10	99			
O	Smells and odours from the treatment of wastewater and sewage being kept to a minimum	0	1	2	3	4	5	6	7	8	9	10	99			
P	Having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows)	0	1	2	3	4	5	6	7	8	9	10	99			
Q	The cost of the wastewater and sewerage system	0	1	2	3	4	5	6	7	8	9	10	99			
R	Overall disposal and treatment of wastewater and sewage	0	1	2	3	4	5	6	7	8	9	10	99			

ENVIRONMENTAL HEALTH SERVICES

Q16 Thinking about environmental health services, including public health, food, noise, litter and liquor licensing and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with environmental health services? **(CIRCLE ONE ONLY).**

		Very Dissatisfied										Very Satisfied		Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK	
A	Making the environment around you a healthier place to live	0	1	2	3	4	5	6	7	8	9	10	99	
B	Being effective	0	1	2	3	4	5	6	7	8	9	10	99	
C	The environmental health services overall	0	1	2	3	4	5	6	7	8	9	10	99	

PLANNING AND BUILDING REGULATION SERVICES

Q17 Thinking about planning and building regulation services, and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with planning and building regulation services? **(CIRCLE ONE ONLY).**

		Very Dissatisfied										Very Satisfied		Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK	
A	Making the environment around you a nicer place to live	0	1	2	3	4	5	6	7	8	9	10	99	
B	The Planning and Building services overall	0	1	2	3	4	5	6	7	8	9	10	99	

Q18 How often have you been involved in <service> in the past 12 months.

	Facility / Service	Daily	Weekly	Monthly	At least once in last 12 months	Used but less than once in last 12 months	Not used in past 12 months	No Answer
A	Applying for a building consent	1	2	3	4	5	6	7
B	Applying for a resource consent	1	2	3	4	5	6	7
C	Applying for a LIM report	1	2	3	4	5	6	7
							IF ALL Q18 A, B AND C = 6 OR 7 GO TO Q21	

**IF Q18A = 1 – 5 ASK Q19 A & B
AND IF Q18B = 1 – 5 ASK Q19 C & D
AND IF Q18C = 1 – 5 ASK Q19 E & F**

Q19. **(IF USED IN THE PAST YEAR)** Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with ...? **(CIRCLE ONE ONLY)**

		Very Dissatisfied										Very Satisfied		Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK	
A	The advice received from Council's building control service	0	1	2	3	4	5	6	7	8	9	10	99	
B	The process Council used for your	0	1	2	3	4	5	6	7	8	9	10	99	

	building consent												
C	The advice received from Council's resource consent service	0	1	2	3	4	5	6	7	8	9	10	99
D	The process Council used for your resource consent	0	1	2	3	4	5	6	7	8	9	10	99
E	The time taken for your LIM report	0	1	2	3	4	5	6	7	8	9	10	99
F	The LIM report overall	0	1	2	3	4	5	6	7	8	9	10	99

Q20a **IF Q19B RATED AT 6 OR LESS** Why are you not totally satisfied with the process Council used for your building consent?

Q20b **IF Q19D RATED AT 6 OR LESS** Why are you not totally satisfied with the process Council used for your resource consent?

Q21 Thinking now about personal safety, and using a scale where 0 = very unsafe and 10 = very safe; how safe do you feel:

		Very Unsafe										Very Safe	Don't Know
		0	1	2	3	4	5	6	7	8	9	10	DK
A	In your home during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
B	In your home after dark	0	1	2	3	4	5	6	7	8	9	10	99
C	In your local neighbourhood during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
D	In your local neighbourhood after dark	0	1	2	3	4	5	6	7	8	9	10	99
E	In your town centre during the daytime	0	1	2	3	4	5	6	7	8	9	10	99
F	In your town centre after dark	0	1	2	3	4	5	6	7	8	9	10	99

Q22 Council tries to ensure that the community has meaningful input into decision making on significant Council projects, processes and policy. Using a scale where 0 = very dissatisfied and 10 = very satisfied, how would you rate the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?

Very Dissatisfied				Neutral						Very Satisfied		Don't know
0	1	2	3	4	5	6	7	8	9	10	99	
IF 5 OR LESS ↴						IF MORE THAN 5 GO TO Q24				GO TO Q24		

Q23 **IF Q22 RATED AT 5 OR LESS** Why do you feel this way?

Q24 Council tries to ensure that it provides adequate information to the community about its services, facilities, projects and plans. Using the same scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate Council's provision of this type of information?

Very	Very	Don't
------	------	-------

Dissatisfied			Neutral					Satisfied			know
0	1	2	3	4	5	6	7	8	9	10	99

Q25 **IF Q24 RATED AT 5 OR LESS** What could the Council do to make sure you get the information you need?

Q26 Does your household pay residential or commercial rates to Whakatane District Council?

- Residential Rates ----- 1
- Commercial Rates (Business rates)-----2 **→Go to Q28**
- Both-----3
- No rates -----4 **→Go to Q28**

Q27 Thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, overall, what value do you think you get from your residential rates?

Very Poor			Neutral					Very Good			Don't know
0	1	2	3	4	5	6	7	8	9	10	99

Q28 Using the scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate the Whakatane District as a place to live?

Very Dissatisfied			Neutral					Very Satisfied			Don't know
0	1	2	3	4	5	6	7	8	9	10	99

Q29 And using a 10 point scale where 0 = greatly deteriorated and 10 = greatly improved, overall how would you rate the quality of Council facilities and services in the past 12 months:

Greatly Deteriorated			Neutral					Greatly improved			Don't know
0	1	2	3	4	5	6	7	8	9	10	99
IF 5 OR LESS ↷						IF MORE THAN 5 GO TO Q31					GO TO Q31

Q30 **IF Q29 RATED AT 5 OR LESS** Why do you feel this way?

Q31 How often have you had contact with the Mayor or Councillors in the past 12 months?

- Daily ----- 1
- Weekly ----- 2
- Monthly ----- 3
- At least once in last 12 months ----- 4
- Contacted but less than once in last 12 months ----- 5
- Not had any contact in past 12 months ----- 6
- No Answer ----- 7

Q32 How often have you had contact with a member of your community board in the past 12 months?

- Daily ----- 1
- Weekly ----- 2
- Monthly ----- 3
- At least once in last 12 months ----- 4
- Contacted but less than once in last 12 months ----- 5
- Not had any contact in past 12 months ----- 6
- No Answer ----- 7

Q33 Council is made up of two main groups – the elected members (the Councillors, Mayor and Community Boards) and secondly the staff of Council that provide the various services and manage the various facilities.

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

Very Dissatisfied		Neutral				Very Satisfied		Don't know			
0	1	2	3	4	5	6	7	8	9	10	99
IF 5 OR LESS ↗						IF MORE THAN 5 Go TO Q35				Go TO Q35	

Q34 Why do you feel this way?

Q35 Thinking now about the staff at all Council facilities including the Libraries, the Museum, and Art Gallery, as well as staff in the main Council office; how often have you made contact with Council staff over the past year?

- Daily ----- 1
- Weekly ----- 2
- Monthly ----- 3
- At least once in last 12 months ----- 4
- Contacted but less than once in last 12 months ----- 5
- Not had any contact in past 12 months ----- 6 **Go TO Q39**
- No Answer ----- 7 **Go TO Q39**

Q36 How do you normally contact the Council?

- Telephone----- 1
- Email----- 3
- Other----- 5
- In person----- 2
- Post (write letter)----- 4

Q37 Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?

Very Dissatisfied	Neutral										Very Satisfied	Don't know
0	1	2	3	4	5	6	7	8	9	10	99	
IF 5 OR LESS ↗					IF MORE THAN 5 Go TO Q39					Go TO Q39		

Q38 Why do you feel this way?

Q39 Thinking not only about the elected members and Council staff but also the services and facilities the Council provides and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council in the past 12 months

Very Dissatisfied	Neutral										Very Satisfied	Don't know
0	1	2	3	4	5	6	7	8	9	10	99	

Q40 Why do you feel this way?

Q41 What in your opinion, are the three main issues that Council should be looking at?

(PLEASE PROBE FULLY IDENTIFYING THE ACTUAL ISSUE E.G. IF ROAD CONGESTION FIND OUT WHAT ROADS, TIMES OF DAY ETC)

Q42 Finally, we wish to obtain some information about people participating in the survey to make sure we get a representative cross section of the community.
Can you tell me what year you were born?

RECORD YEAR _____

DO NOT READ OUT Refused-----9

Q43 What type of accommodation do you have? **(CIRCLE ONE ONLY)**

- Own or live in family home ----- 1
- Rent or lease ----- 2

Board ----- 3

Other (SPECIFY) ----- 4

Q44 Do you own or operate your own business in the Whakatane District?

Yes ----- 1

No----- 2

DO NOT READ OUT Refused-----6

Q45 Interviewer circle

Man ----- 1

Woman ----- 2

Q46 Do you live in town or in the country?

Town----- 1

Country

2Both 3

Q47 Which ward or area do you live in? **IF RESPONDENT DOES NOT KNOW ASK THEM WHICH TOWN THEY LIVE CLOSEST TO**

Whakatane	1
Edgecumbe/Tarawera	3
Murupara / Galatea	5
Q55Don't know	7

Ohope	2
Taneatua / Waimana	4
Other (specify)	6

Q48 How long have you lived in the Whakatane District? (READ OUT AND CIRCLE ONE ONLY)

1 year or less----- 1

2 to 5 years ----- 2

5 to 10 years ----- 3

More than 10 years----- 4

Q49 Do you currently work in paid employment, either full time or part time?

Full time ----- 1

Part Time-----2 Non working-3

- Q50 WHICH ETHNIC GROUP OR GROUP'S BEST DESCRIBE YOU? **(CIRCLE ONE OR MORE)**
- NZ of Maori descent ----- 1
 - European / British ----- 3
 - Cook Island Maori ----- 5
 - Niuean ----- 7
 - Asian ----- 9
 - Others (specify) _____ -----11
 - NZ of European descent ----- 2
 - Samoan ----- 4
 - Tongan ----- 6
 - Other Pacific Islander ----- 8
 - Indian -----10

- Q51 Do you have ready access to the internet (i.e. is it accessible at home or work)? **(CIRCLE ONE)**
- At home ----- 1
 - At work ----- 2
 - At both home and work ----- 3
 - No access ----- 4

- Q52 Can you tell me which of those categories best matches the total annual income of your whole household before tax? **(READ OUT AGAIN IF NECESSARY, CIRCLE ONE)**
- Less than \$20,000 ----- 1
 - \$20,000 to \$30,000 ----- 2
 - \$30,000 to \$40,000 ----- 3
 - \$40,000 to \$50,000 ----- 4
 - \$50,000 to \$70,000 ----- 5
 - \$70,000 to \$100,000 ----- 6
 - More than \$100,000 ----- 7

DO NOT READ OUT: REFUSED ----- 9

Thank you very much for your time. The information that you gave us will be used to help the Whakatane District Council improve the services they provide to the people of the District.

If you have any questions about this research, you are welcome to ring our office, on 07 834-7655. My name is Xxx, and the company name is Digipoll Ltd. **(REPEAT IF NECESSARY)**

RECORD END TIME HERE:

RECORD DURATION TIME HERE: