



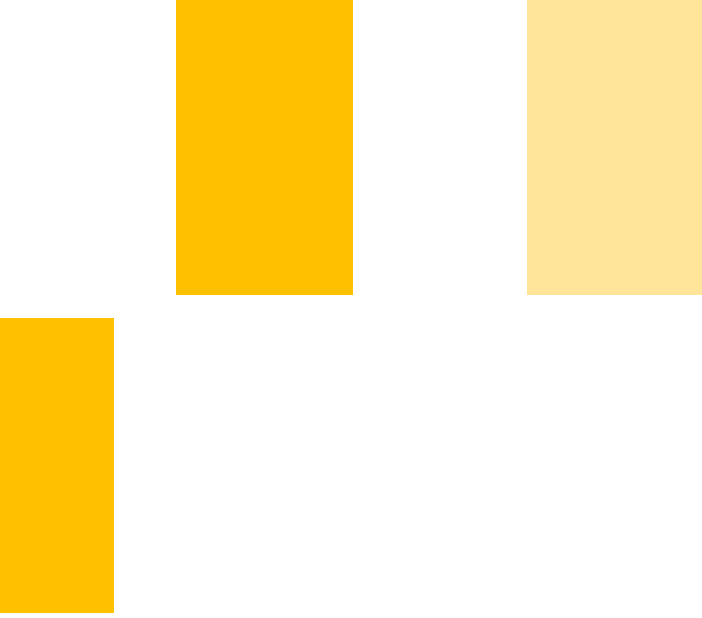
Whakatāne District Council

SIL Research | Resident Survey 2019-20

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OCTOBER 2020



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EXECUTIVE SUMMARY

The purpose of this research was to consultatively engage with Whakatāne District's residents to determine levels of satisfaction and perceptions of Council's services, communications and management to identify opportunities for improvement.

Research was conducted between 6 August and 7 September 2020. A total of n=300 surveys were used in the final analysis. In 2020, the survey methodology was reviewed and adjusted, which may, in part, explain greater variations in the results compared to historical data. In addition, other contextual factors may have had an impact.

By the end of March 2020, the national lockdown was announced by the New Zealand Government as a response to the COVID-19 outbreak (Alert Level 4 in New Zealand's epidemic response process). The 2020 survey was conducted after the lockdown but during the subsequent Alert Level 1 and Level 2. The COVID-19 pandemic and lockdown are likely to have affected public sentiment to some degree. COVID-19 has had a major impact on people's lives, and some Council services (especially attendance of public facilities) may have been rated lower as a result (e.g. many Council facilities were closed throughout lockdown). COVID-19, and a volcanic eruption occurring at Whakaari/White Island, disrupted Council business and service delivery.

The main findings were as follows:

1. Overall, 70% of residents were satisfied with services received from the Whakatāne District Council (above the New Zealand Benchmarking Survey result of 59%).
2. Supporting these overall perceptions, 26 out of 29 (90%) Council services rated by Whakatāne District residents achieved satisfaction of 60% or above.
3. On average, the three top-rated individual services in 2020 were public libraries (95%, average rating 8.4 out of 10), Whakatāne crematorium facility (90%, average rating 8.5 out of 10) and Whakatāne Exhibition Centre (89%, on average 8.2 out of 10).
4. Almost two-thirds of residents (64%) stated they had contact with the Council in the past 12 months (60% of these residents were satisfied with this contact).
5. 1-in-5 (20%) residents had contacted a Community Board Member (81% were satisfied with this contact), and 58% had contacted the customer service front desk (79% were satisfied with this contact).
6. 76% of residents '*somewhat*' or '*strongly agreed*' that the Whakatāne District is generally a safe place to live.
7. Half of residents (51%) reported taking part in community engagement of some kind; talking to Council representatives at public events was the top cited activity.
8. In 2020, '*Social media*' was the most preferred method of Council communication; 54% of residents preferred this method. However, traditional media (e.g. newspaper, radio) remained important.
9. Overall, 49% of residents were satisfied with Council's communication and consultation with the public.
10. Satisfaction with Council's leadership was 52% in 2020; similar to 50% across New Zealand overall.
11. 55% of residents provided ratings of 6 or above for Council's overall management of day-to-day business.
12. Two areas in 2020 represented the greatest improvement potential: roads and footpaths. Other areas that could positively impact on perceptions of WDC's overall performance were communication and community engagement ('*keep people informed*' and '*listen to and act on the needs of the people*'), leadership of Mayor and councillors, gaining trust to make good spending decisions, increasing skills and expertise to manage community affairs, and value for money. In addition, residents considered business promotion and water supply the two areas most in need of more Council spending.



METHODOLOGY

BACKGROUND AND OBJECTIVES

As a part of the consultation process, Whakatāne District Council (WDC) has commissioned a Resident Satisfaction Survey every year.

The purpose of this research was to consultatively engage with Whakatāne District’s residents to determine levels of satisfaction and perceptions of Council’s services, communications and management, to identify opportunities for improvement.

QUESTIONNAIRE AND PROJECT SPECIFICS

SIL Research, together with the Whakatāne District Council (WDC), developed a Resident Survey questionnaire. The initial drafting was based on research previously carried out for WDC.

The questionnaire was reviewed and tested prior to full-scale data collection to ensure the survey was fit for purpose.

The initial research design included n=600 responses collected over two time periods (late-Autumn and Winter 2020). However, in February 2020, the first cases of a new strain of coronavirus (COVID-19) were reported in New Zealand. By the end of March 2020, the national lockdown was announced by the New Zealand Government as a response to the COVID-19 outbreak (Alert Level 4 in New Zealand’s epidemic response process).

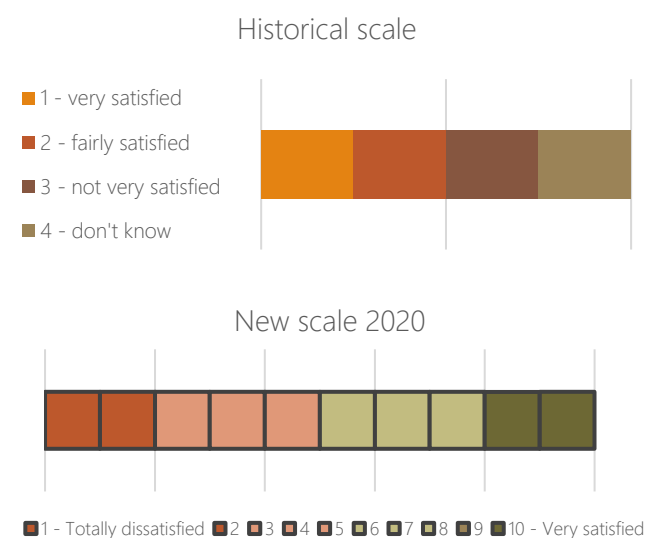
Due to the pandemic outbreak, the survey design was reviewed, and data collection was postponed till August-September 2020.

MAIN CHANGES

In 2020, the Resident Survey was conducted by SIL Research.

SIL used a multi-layered sampling technique to ensure a proportional spread of respondents from each of four electoral wards, by age and gender distribution.

In 2020, ratings scales were updated from the historical 1-4 scale to a 1-10 scale, which provides more nuanced and robust options for residents to express their views.



The historical 1-4 scale had no options for 'dissatisfied' responses, whereas the new 1-10 scale provided a wide and balanced range of response options. A less balanced scale can result in higher aggregated scores (when 'positive' options are combined) compared to a more balanced scale.

Historically, data was collected predominantly by telephone. The 2020 survey introduced a mixed method approach (including telephone, social media, online and postal methods).

DATA COLLECTION

Research was conducted between 06 August and 07 September 2020. Multiple data collection methods were utilised to ensure residents were well-represented. A mixed-methods approach included:

(1) Telephone survey. Respondents were randomly selected from the publicly available telephone directories within specified territorial units;

(2) Social media (available via SIL Research social media platforms, such as Facebook). The invitation advertisement was randomly promoted to District residents within specified territorial units;

(3) Postal survey. 400 survey forms were sent to randomly selected Whakatāne District households within specified territorial units.

A total of n=300 surveys were used in the final analysis.

DATA ANALYSIS

Surveys were conducted proportional to the population in each of Whakatāne District's wards.

Table 1 Responses by ward (unweighted)

	Number of responses	Population %
Galatea - Murupara	24	8%
Rangitāiki	79	27%
Tāneatua - Waimana	30	10%
Whakatāne - Ōhope	167	55%

Responses were also statistically weighted (post-stratification) to reflect the gender, age and ethnicity group proportions as determined by the

Statistics New Zealand 2018 Census. The main analysis was conducted on age groups 18 years or older.

SIL Research ensured quality control during the fieldwork period. In addition, a quality control check was performed using follow-up calls across randomly selected respondents (10% of those who agreed to the follow up) to verify the key responses.

Further checks included, but were not limited to, removal of incomplete responses and responses coming from outside of Whakatāne District.

The main resident groups analysed in this report were: ward, age, gender, ethnicity, home ownership and tenure. During the analysis stage of this report, two sets of statistical testing were employed while reviewing data findings. Chi-square tests were used when comparing group results in tables, and ANOVA tests were used when comparing statement averages across groups. The threshold for reporting any statistically significant differences was a p-value of 0.05. Where differences were outside this threshold (less than 95%), no comments were made; where differences were within this threshold, comments have been made within the context of their practical relevance to WDC.

Overall results are reported with a margin of error at a 95% confidence level.

Table 2 Margin of error

Responses n=	Reported percentages	
	50%	80% or 20%
300	±5.6	±4.5
200	±6.9	±5.5
100	±9.8	±7.8

The maximum likely error margin occurs when a reported percentage is close to 50%.

NOTES ON REPORTING

Comparative data prior to 2020 is indicative only; data collection methods before 2020 (including response scales) differ significantly from current methods.

Due to rounding, figures with percentages may not add to 100%. Reported percentages were calculated on actual results not rounded values.

The term '*Resident*' has been used to represent respondents who participated in the survey. Where results are reported by sub-groups of residents, estimates of results may not be statistically reliable due to the high margins of error (small sample sizes).

Overall '*satisfaction*' percentages presented in this report are aggregated 6-10 responses on a 1-10 scale. Satisfaction percentages will differ from mean scores (average ratings). Satisfaction percentages are calculated on positive ratings only, whereas mean scores provide an average of all ratings provided across the whole scale. Mean scores were calculated on responses excluding '*Don't know*'.

Satisfaction with Council services and facilities is reported in two ways:

- Total satisfaction percentage for the District (all responses), and
- Satisfaction percentages for '*Users/Visitors*' or '*Generally aware*' (e.g. residents who had visited/used specific Council services/facilities or knew enough to provide a rating).

Note that historical data is shown for '*Users/Visitors*' or '*Generally aware*' responses only.

R² is a measure based on regression analysis of results over time. It was applied to the historical and current aggregated satisfaction ratings. In summary, the closer the R² number to '1', the more likely a trend towards an increase or decrease in performance ratings.

BENCHMARKING

SIL Research conducts a representative National survey of Councils* to establish a series of benchmarks across a range of Council services. This allows Whakatāne District Council to compare their survey results against a National average.

The National survey data is collected throughout the year so that annual results can be presented without seasonal bias. The benchmarking results in this report are based on n=400 responses collected during summer 2019-20 and winter 2020. The data is collected using a 1-10 scale; satisfaction percentages are aggregated 6-10 ratings.

Benchmarking results are reported at 95% confidence level +/- 4-5%.

*Excludes Auckland, Wellington, Christchurch and Dunedin

In 2020, ratings scales were updated from the historical 1-4 scale to a 1-10 scale, which provides more robust options for residents to express their views and allows for a direct comparison with SIL's New Zealand Benchmarking Survey averages. Also, 2020 survey methodology varied, which explains greater variation in the results compared to historical data.





























Environmental factors

When reading this report, it is important to note that factors such as the timing of unusual or one-off events can affect the ratings that residents give, particularly if they occur close to the time when the survey data is being gathered.

Factors that may have influenced public perception of the Council's performance in 2019-2020 include:

1. The COVID-19 pandemic and lockdown are likely to have affected public sentiment. COVID-19 has had a major impact on people's lives and some Council services may have been scored lower due to people's feelings of uncertainty about the future.
2. COVID-19 significantly disrupted Council business and service delivery. The COVID-19 pandemic and lockdown are likely to have affected residents' ability to visit public facilities and attend events. Many Council facilities were closed throughout lockdown; swimming pools, libraries, halls, playgrounds, park benches, transfer station, rubbish collection, etc. were all closed/on-hold.
3. A volcanic eruption occurred at Whakaari/White Island on the 9th of December 2019. Council worked closely with the New Zealand Police and National Emergency Management to coordinate the multi-agency response and recovery operations. This event had a substantial economic impact for retailers and the local tourism sector. In addition, it disrupted Council business and service delivery.
4. In the period between May and July 2020, there were at least 5 serious crashes (e.g. in Nukuhou, Lake Rotoma, White Pine Bush Road, Galatea, and Te Teko Road) with 4 of these being fatal. This could have affected residents' ratings for roads and road safety.

Satisfaction at a glance – services users/visitors

			
Libraries	Crematorium facility	Exhibition Centre	Sports fields
WDC 2020: 95% / 8.4	WDC 2020: 90% / 8.5	WDC 2020: 89% / 8.2	WDC 2020: 88% / 7.5
WDC 2019: 93%	WDC 2019: 93%	WDC 2019: 94%	WDC 2019: 89%
NZB 2020: 79% / 7.5	NZB 2020: n/a	NZB 2020: n/a	NZB 2020: 77% / 7.3
			
Parks or reserves	Waste collection service	Refuse transfer station	Playgrounds
WDC 2020: 87% / 7.6	WDC 2020: 87% / 8.0	WDC 2020: 84% / 7.3	WDC 2020: 82% / 7.2
WDC 2019: 94%	WDC 2019: 91%	WDC 2019: 92%	WDC 2019: 90%
NZB 2020: 79% / 7.2	NZB 2020: 57% / 5.9	NZB 2020: n/a	NZB 2020: n/a
			
Cemeteries	Walking and cycling	Public halls	Sewerage
WDC 2020: 80% / 8.0	WDC 2020: 80% / 7.1	WDC 2020: 78% / 6.9	WDC 2020: 76% / 7.6
WDC 2019: 96%	WDC 2019: 93%	WDC 2019: 82%	WDC 2019: 88%
NZB 2020: 75% / 7.3	NZB 2020: 62% / 6.4	NZB 2020: n/a	NZB 2020: 69% / 6.7
			
Street lighting	Swimming pools	Water*	Harbour
WDC 2020: 75% / 6.9	WDC 2020: 74% / 6.8	WDC 2020: 71% / 6.9	WDC 2020: 72% / 6.5
WDC 2019: 77%	WDC 2019: 86%	WDC 2019: 81%	WDC 2019: 90%
NZB 2020: 70% / 6.9	NZB 2020: 63% / 6.4	NZB 2020: 64% / 6.5	NZB 2020: n/a
			
Stormwater	Parking	Tourism promotion	Promote events
WDC 2020: 67% / 6.9	WDC 2020: 66% / 6.6	WDC 2020: 65% / 6.3	WDC 2020: 65% / 6.2
WDC 2019: 75%	WDC 2019: 83%	WDC 2019: 88%	WDC 2019: 88%
NZB 2020: 58% / 6.0	NZB 2020: 52% / 5.6	NZB 2020: n/a	NZB 2020: n/a
			
Footpaths	Public toilets	Museum&Research	Roads overall
WDC 2020: 64% / 6.2	WDC 2020: 64% / 6.3	WDC 2020: 61% / 7.1	WDC 2020: 60% / 6.1
WDC 2019: 74%	WDC 2019: 74%	WDC 2019: 84%	WDC 2019: 82%
NZB 2020: 53% / 5.7	NZB 2020: 58% / 6.0	NZB 2020: n/a	NZB 2020: 45% / 5.1
			
Business promotion	Dog control	Noise control**	Overall satisfaction
WDC 2020: 59% / 6.1	WDC 2020: 58% / 5.8	WDC 2020: 31% / 4.9	WDC 2020: 70% / 6.4
WDC 2019: 63%	WDC 2019: 57%	WDC 2019: 66%	WDC 2019: n/a
NZB 2020: n/a	NZB 2020: 61% / 6.4	NZB 2020: n/a	NZB 2020: 59% / 5.8





NZB – SIL's New Zealand Benchmarking Survey

WDC 2019 – WDC's historical results (1-3 scale, service users only)












WDC 2020 – WDC's present results (1-10 scale, service users only)

* Average water supply and water quality

** Small sample size

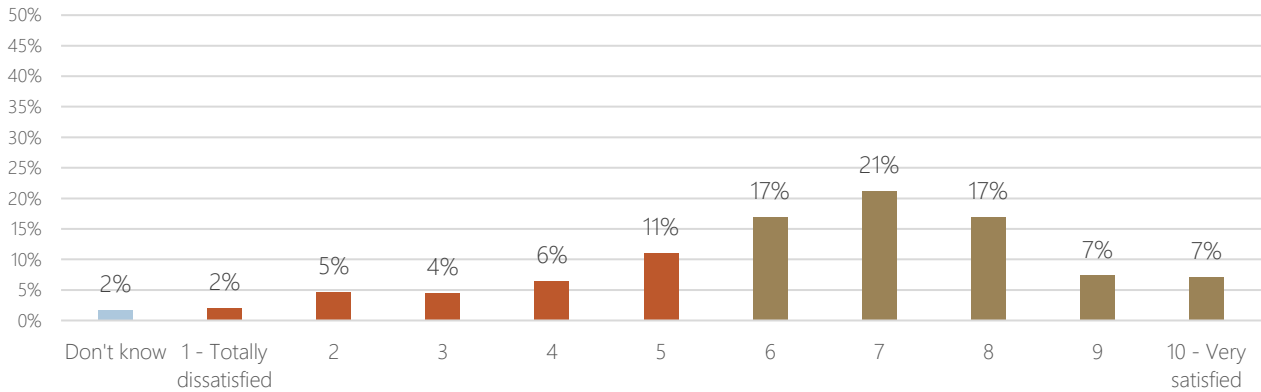
-  - Good performance (70% and above)
-  - Services with positive performance (less than 70% but equal or more than 50%)
-  - Services for improvement
-  - Overall performance indicators

Satisfaction at a glance (continued)

 Managers and staff doing a good job WDC 2020: 58% / 6.0 WDC 2019: 56% NZB 2020: 51% / 5.6	 Working with other councils where relevant WDC 2020: 57% / 5.9 WDC 2019: n/a NZB 2020: 53% / 5.7	 Leadership of Mayor WDC 2020: 57% / 6.0 WDC 2019: n/a NZB 2020: 53% / 5.6	 Makes it easy to for people to transact with Council WDC 2020: 56% / 5.9 WDC 2019: n/a NZB 2020: n/a
 Makes it easy for people to interact and engage with them WDC 2020: 53% / 5.8 WDC 2019: n/a NZB 2020: 55% / 5.7	 Skills and expertise to manage community affairs WDC 2020: 53% / 5.6 WDC 2019: n/a NZB 2020: 50% / 5.5	 Keeps people informed WDC 2020: 52% / 5.7 WDC 2019: n/a NZB 2020: 56% / 5.8	 Provides sufficient opportunities for people to have their say WDC 2020: 52% / 5.7 WDC 2019: n/a NZB 2020: 55% / 5.8
 Leadership of Councillors WDC 2020: 51% / 5.5 WDC 2019: n/a NZB 2020: 49% / 5.4	 Efficiency and effectiveness WDC 2020: 50% / 5.4 WDC 2019: n/a NZB 2020: 47% / 5.2	 Strategies for developing prosperity and wellbeing WDC 2020: 49% / 5.6 WDC 2019: n/a NZB 2020: 49% / 5.4	 Continual performance improvement WDC 2020: 47% / 5.5 WDC 2019: n/a NZB 2020: 47% / 5.3
 Managing finances well WDC 2020: 43% / 5.1 WDC 2019: n/a NZB 2020: 40% / 5.0	 Value for money WDC 2020: 43% / 5.1 WDC 2019: n/a NZB 2020: 41% / 4.9	 Trust to make good spending decisions WDC 2020: 42% / 4.9 WDC 2019: n/a NZB 2020: 40% / 4.7	 Listens and acts on the needs of the people WDC 2020: 38% / 4.9 WDC 2019: n/a NZB 2020: 44% / 5.0
 Overall performance in managing day-to-day business WDC 2020: 55% / 5.8 WDC 2019: n/a NZB 2020: 50% / 5.4	 Overall performance in terms of communication WDC 2020: 49% / 5.5 WDC 2019: 48% NZB 2020: 54% / 5.5	 Overall performance in terms of leadership (Mayor and Councillors) WDC 2020: 52% / 5.7 WDC 2019: 54% NZB 2020: 50% / 5.4	

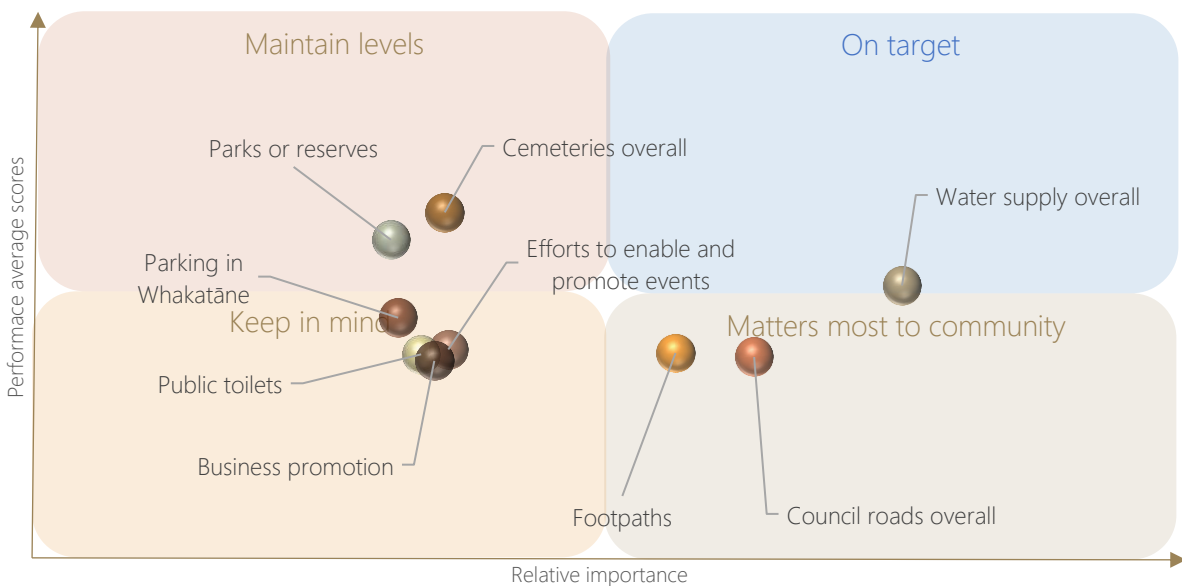
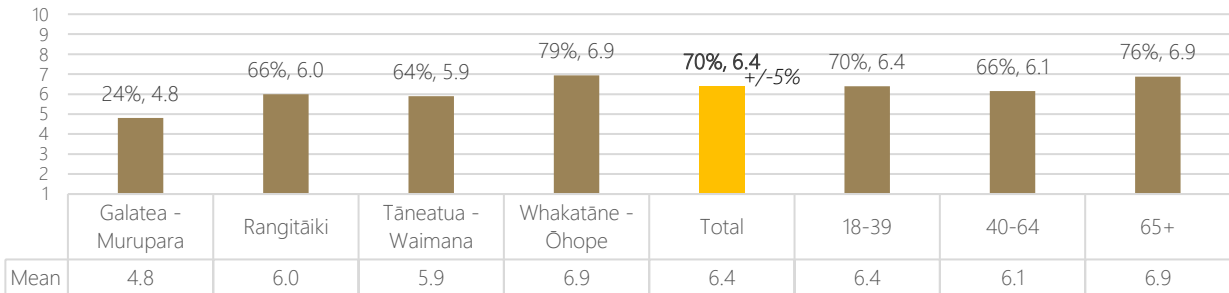
OVERALL SATISFACTION WITH THE COUNCIL

Overall satisfaction with services received from the Whakatāne District Council



- In 2020, 7-in-10 residents (70%) were satisfied with overall services received from the Whakatāne District Council (on average rating 6.4 out of 10).
- Satisfaction differed significantly by area; fewer residents from Galatea-Murupara ward were satisfied with Council's services.
- Out of all services surveyed, 9 showed a statistically significant contribution towards overall satisfaction.
- Assessing relative importance against measured performance of these 9 services, roads and footpaths represented the largest improvement potential.

Overall satisfaction by ward and age (% satisfied and average scores)



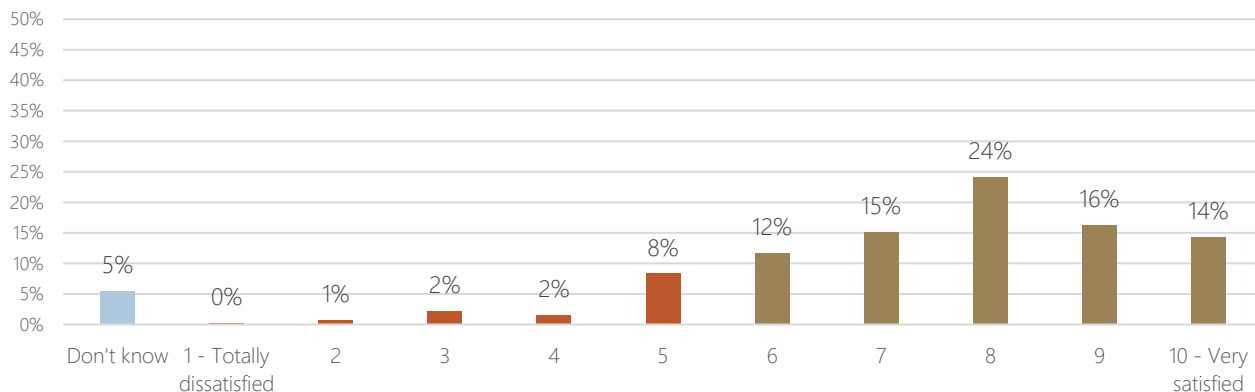
"State Highway 30 is the worst highway in the BOP. We know it's NZTA but push to fix the death trap. Please."

"A lot of our roads are in poor condition and in particular McAlister Street..."

*"Footpaths need upgrading"
"footpaths & roading eg. Repairs"*

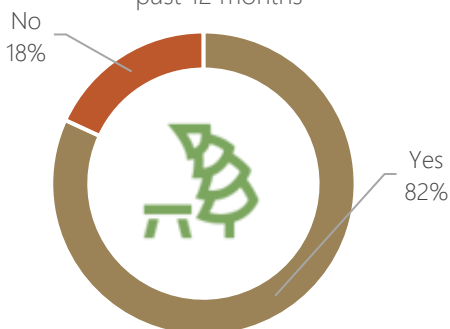
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Parks and reserves

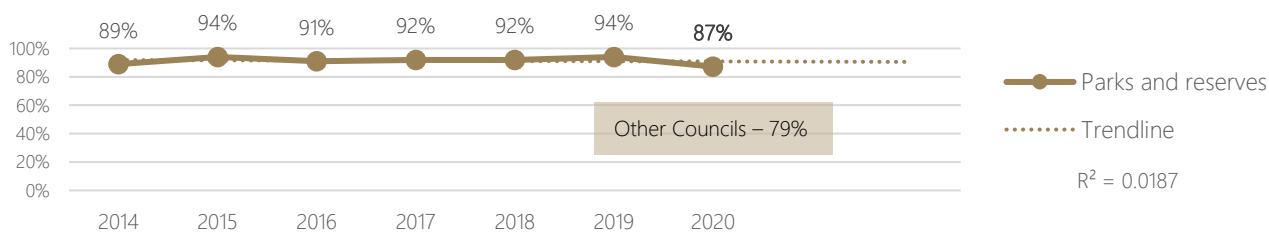
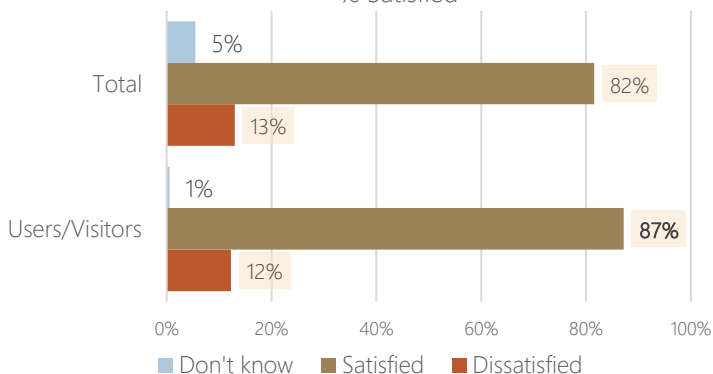


- In 2020, 82% of residents stated they had visited parks or reserves in the past 12 months (88% in 2019).
- 87% of these residents were satisfied with their parks or reserves (94% in 2019).
- There were no significant differences between wards or residents' demographic groups.
- There have been no noticeable differences over time in satisfaction related to parks and reserves among visitors.

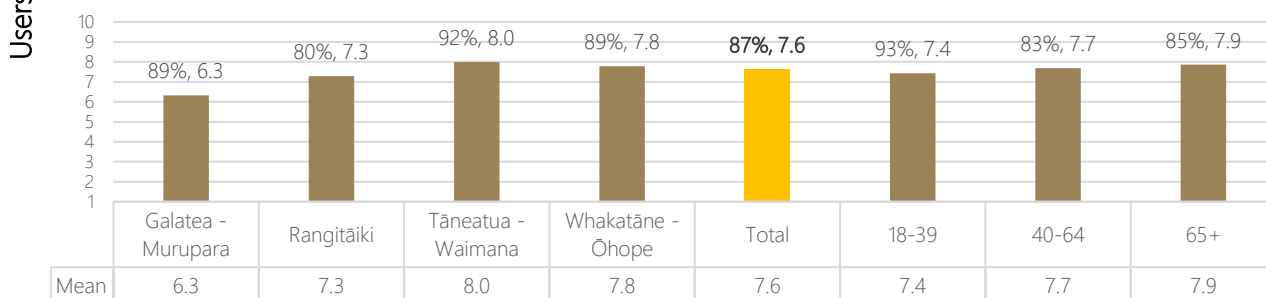
Have visited parks and reserves in the past 12 months



% Satisfied



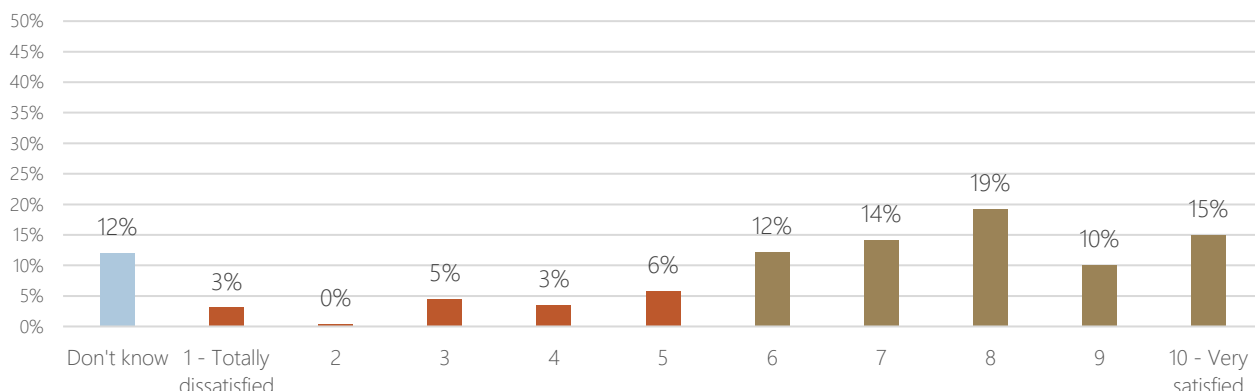
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

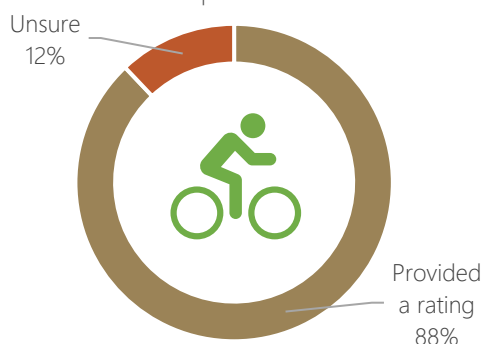
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Walking and cycling facilities in the District

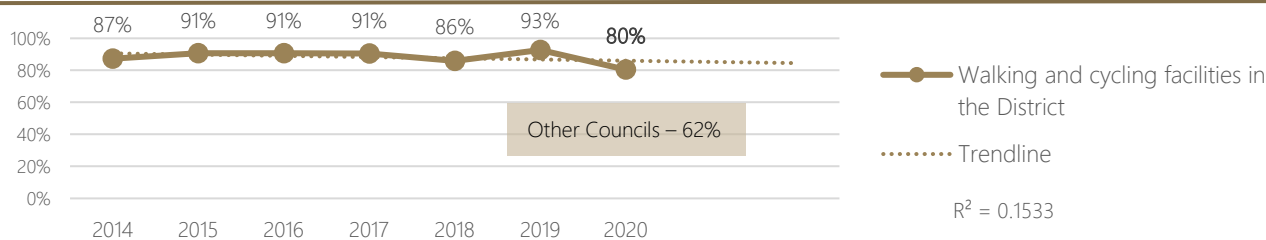
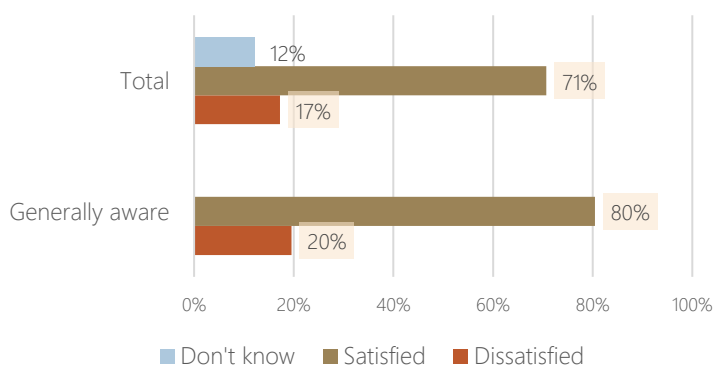


- Overall, 80% of residents who provided a rating were satisfied with walking and cycling facilities in the District (on average 7.1 out of 10).
- Although the 2020 result was down compared to 2019 (93%), it was similar to the 2018 survey.
- Younger residents aged 18-39 were less satisfied with the provision of walking and cycling facilities in the District (on average 6.6 out of 10).
- Noticeably, fewer Galatea-Murupara residents were satisfied with walking and cycling facilities.

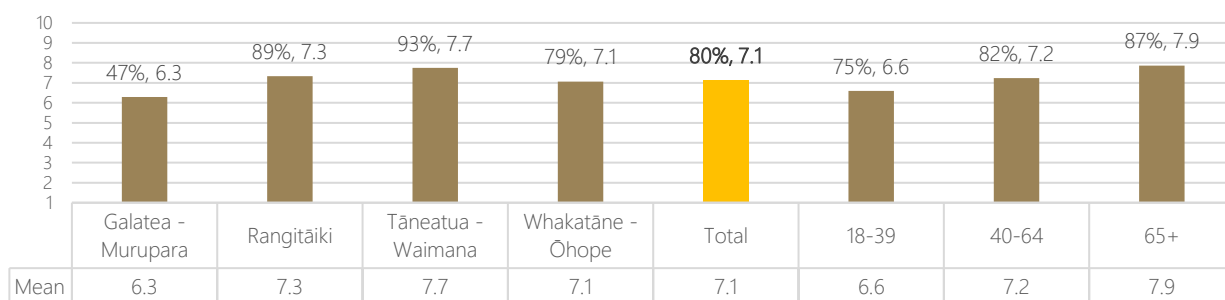
Aware about walking and cycling facilities in the past 12 months



% Satisfied



Overall satisfaction by ward and age (% satisfied and average scores)

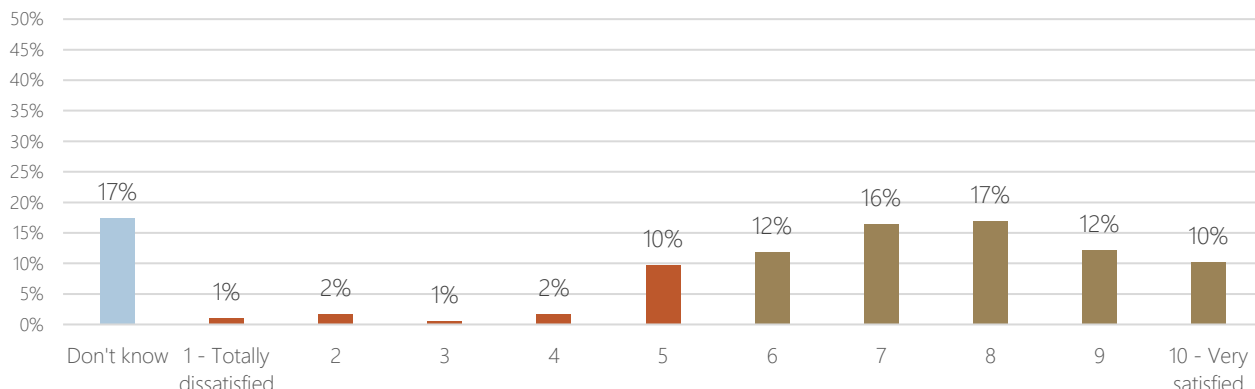


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Generally aware only

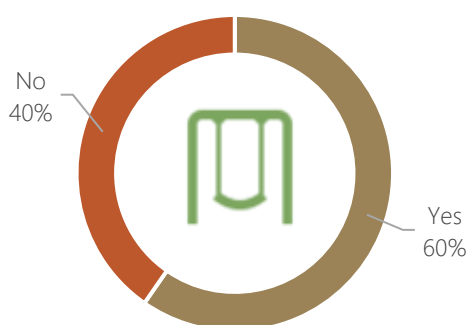
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Playgrounds

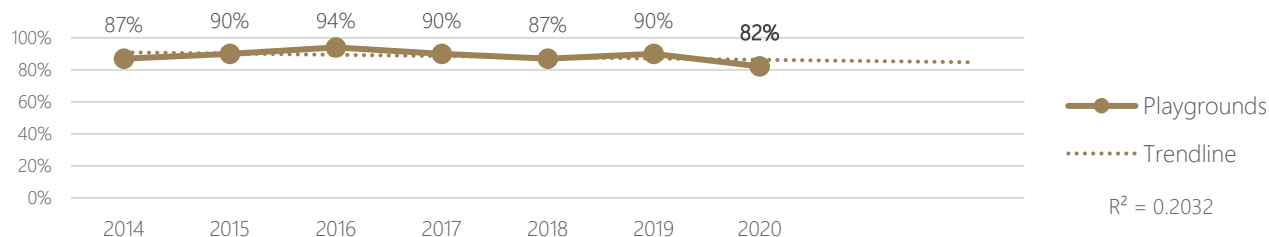
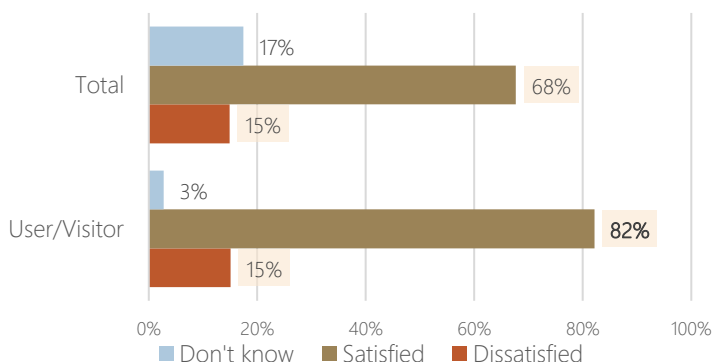


- In 2020, 60% of residents stated they had visited a playground (similar to 69% in 2019).
- 82% of these residents were satisfied with playgrounds in the District (90% in 2019).
- Fewer residents from Galatea-Murupara ward were satisfied with their playgrounds, although the small sample size should be taken into account.
- Māori residents, on average, provided lower ratings in relation to playgrounds.

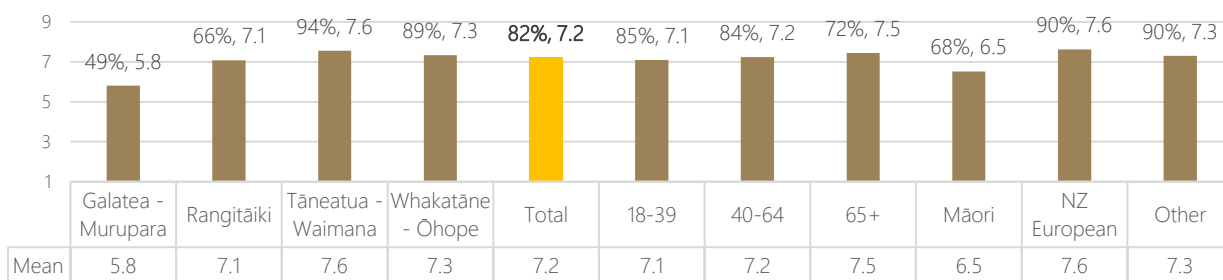
Have visited playgrounds in the past 12 months



% Satisfied



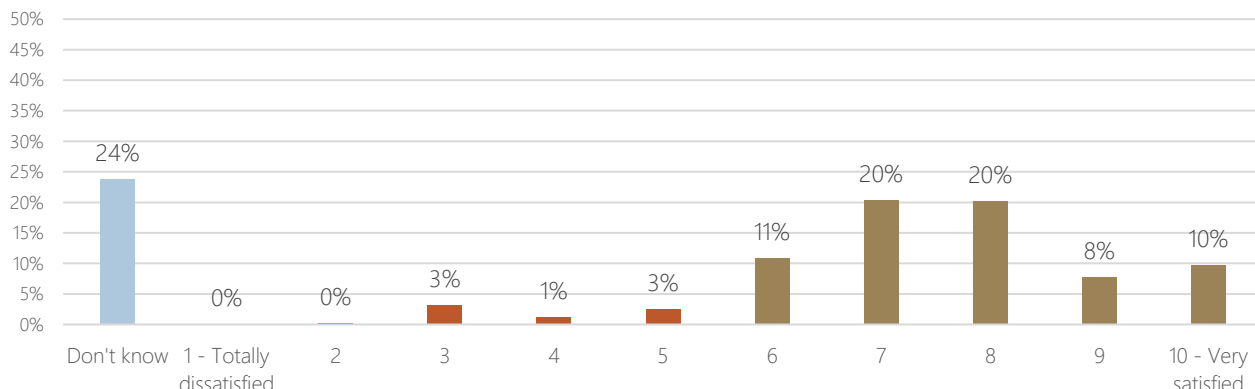
Overall satisfaction by ward, age and ethnicity (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

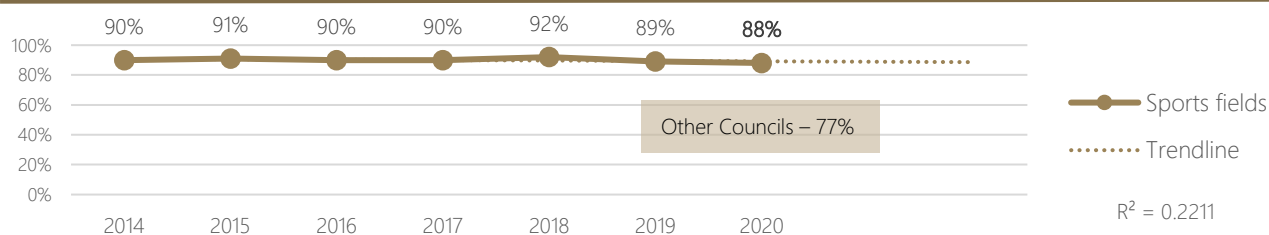
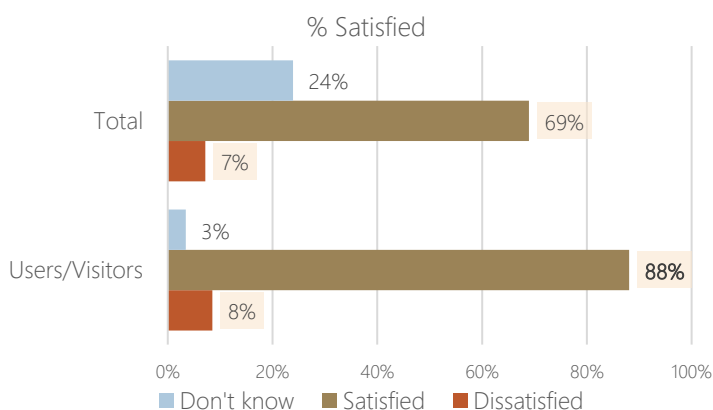
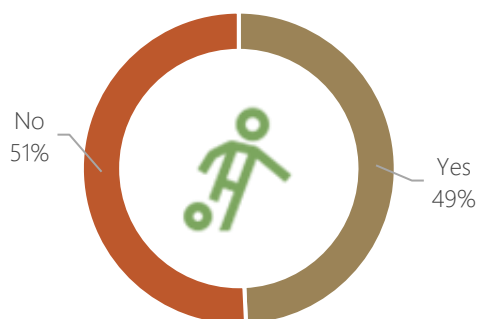
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Sports fields

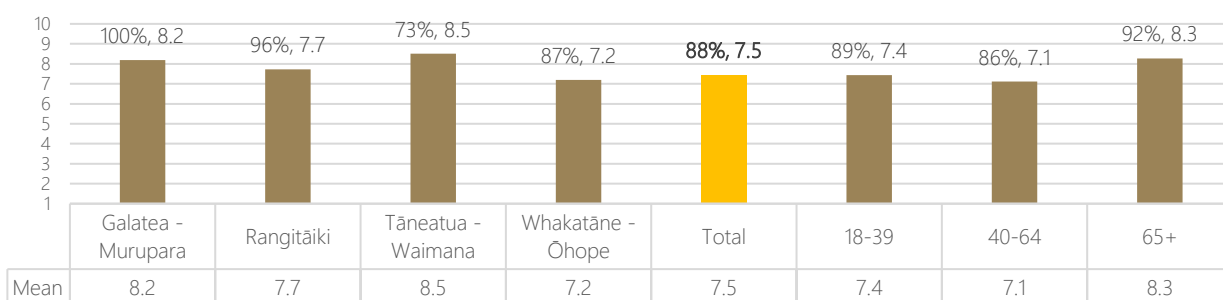


- In 2020, half of residents (49%) reported visiting sports fields in the past 12 months (down compared to 68% in 2019). However, sports field usage could have been affected by COVID-19 restrictions.
- Satisfaction with sport fields has remained consistently high in 2020 (88%) compared to earlier survey years.
- With statistical significance, residents from Galatea-Murupara (8.2) and Tāneatua-Waimana (8.5), and residents aged 65+ (8.3), tended to provide higher average ratings in relation to sports fields.

Have visited sports fields in the past 12 months



Overall satisfaction by ward and age (% satisfied and average scores)

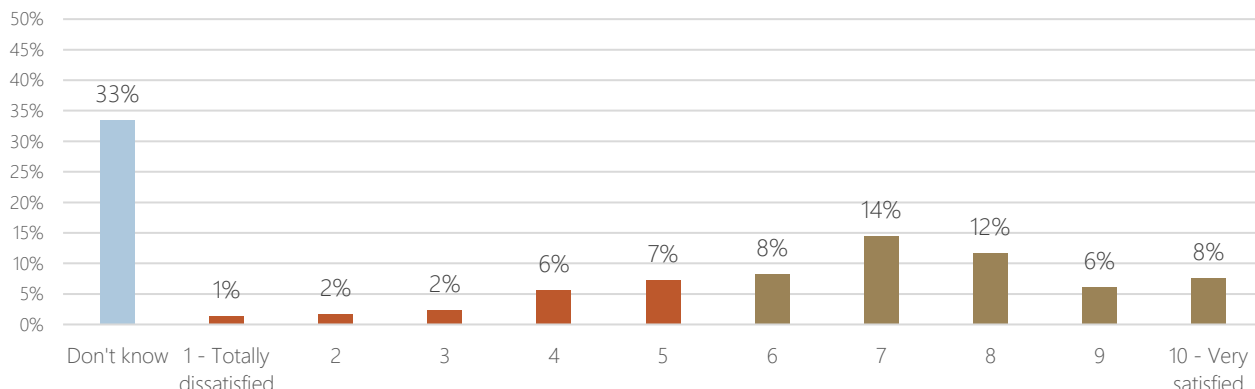


Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

Note: some changes in 2020 as a result of differences in scale, data collection methods and analysis

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public swimming pools

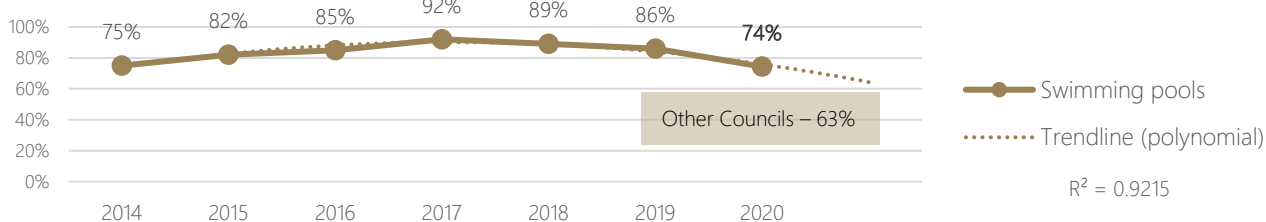
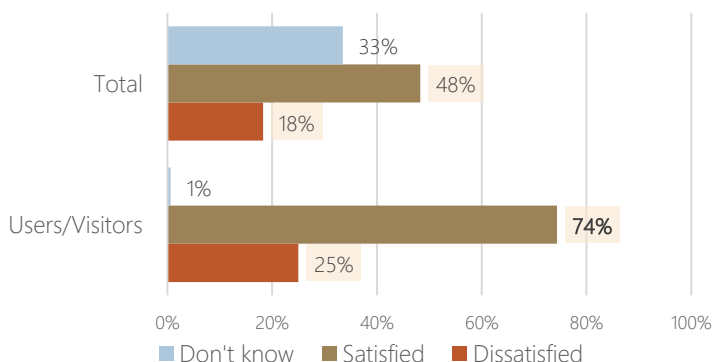


- In 2020, 45% of residents reported using public swimming pools in the past 12 months (down compared to 56% in 2019). Similar to sports fields, usage of these facilities could have been affected by COVID-19.
- 74% of swimming pool visitors were satisfied with these facilities.
- There has been no linear trend over time but rather a polynomial curve, rising through to 2017 and declining thereafter.
- Satisfaction with swimming pools changed with age; younger residents were, on average, the least satisfied (6.2 out of 10).

Have visited swimming pools in the past 12 months

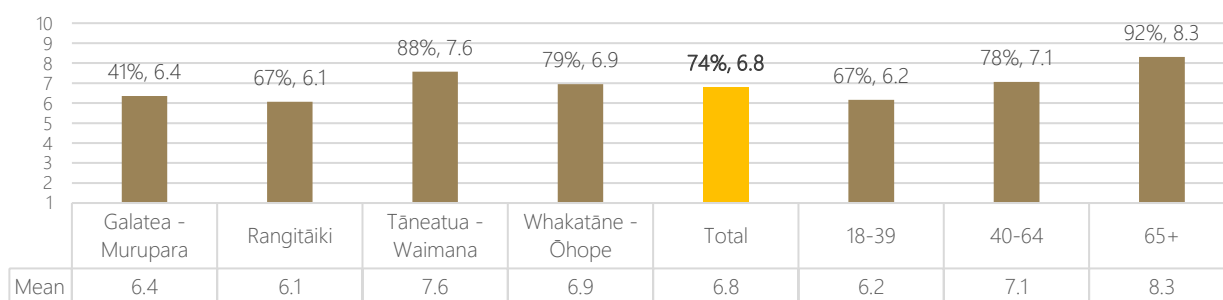


% Satisfied



Overall satisfaction by ward and age (% satisfied and average scores)

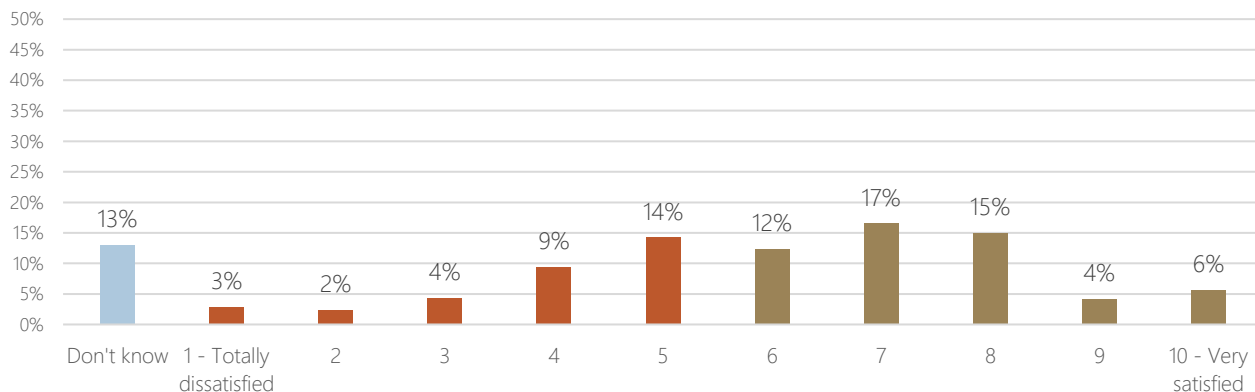
Users/Visitors only



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

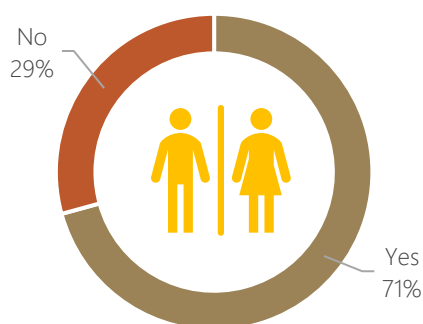
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public toilets

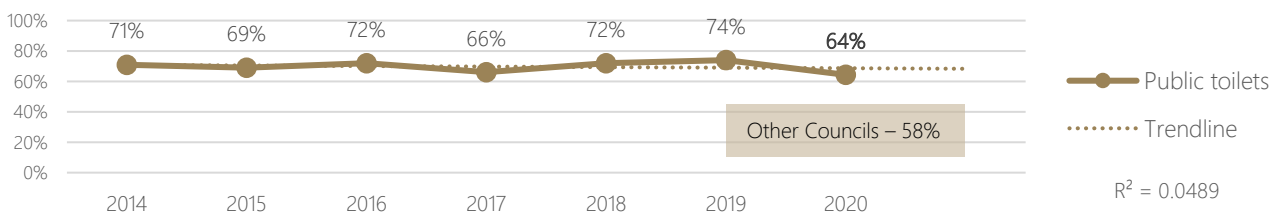
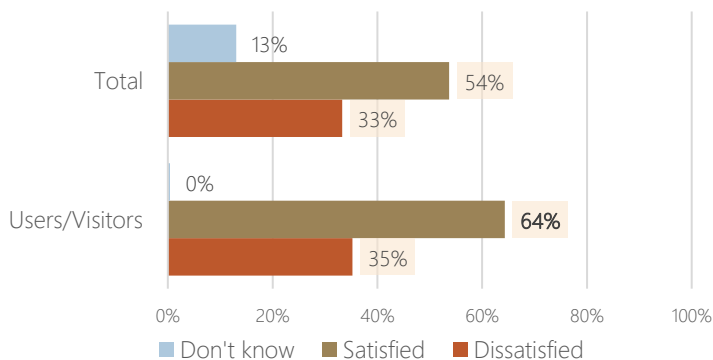


- 7-in-10 residents (71%) reported using a public toilet in the District in the past 12 months (similar to 77% in 2019).
- Around two-thirds (64%) of these residents were satisfied with public toilets. This result was down compared to 2019 (74%) but on par with the historical average.
- There were no significant differences between wards or residents' demographic groups.

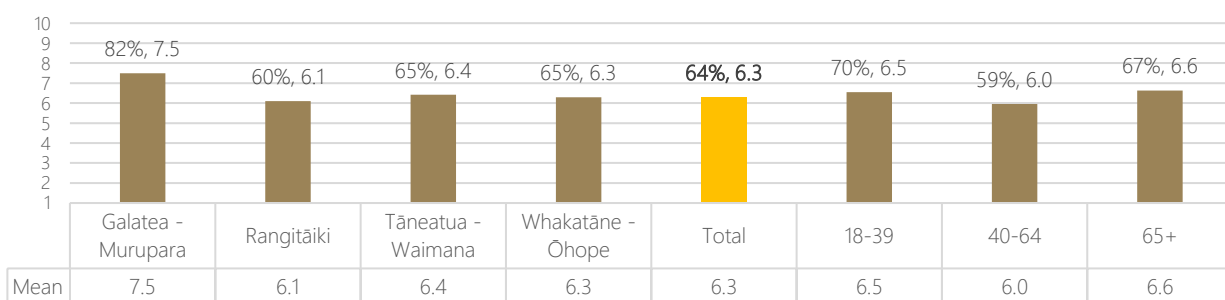
Have used public toilets in the past 12 months



% Satisfied



Overall satisfaction by ward and age (% satisfied and average scores)

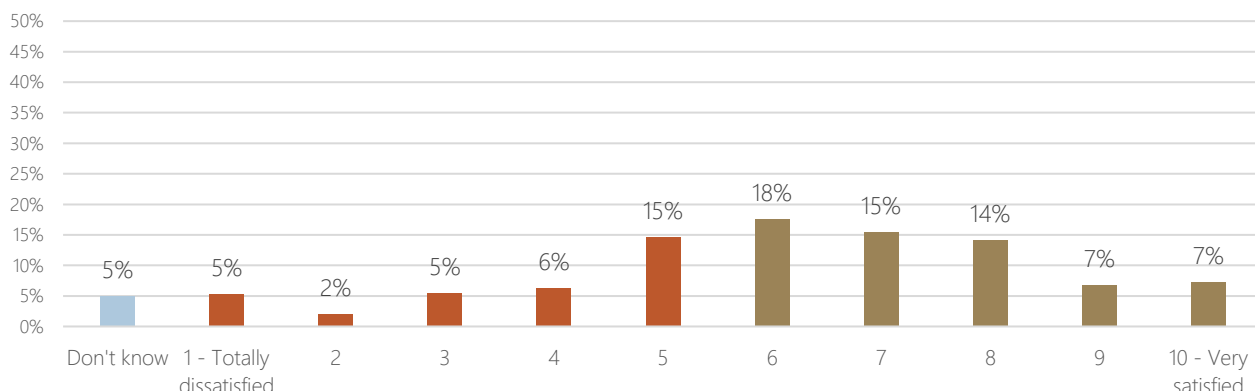


Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

Users/Visitors only

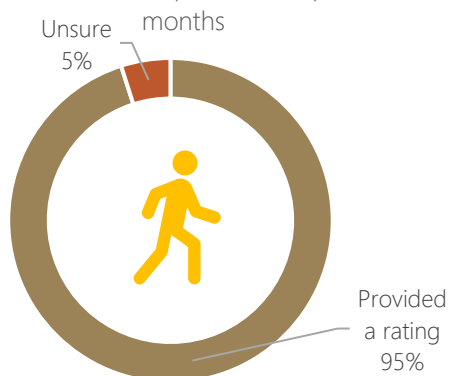
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Footpaths

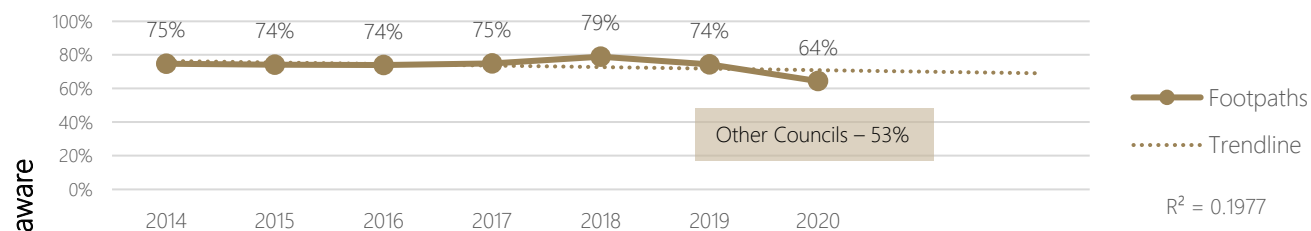
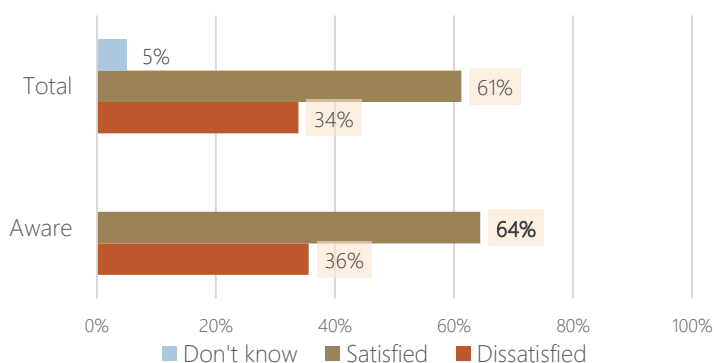


- 64% of residents who provided a rating were satisfied with footpaths in the District. This was below the result reported in 2019 (74%).
- Galatea-Murupara residents were significantly less satisfied (on average 4.4 out of 10) with footpaths.
- Ratings for footpaths made a significant contribution to overall satisfaction with Council's performance.
- In addition, 34% of residents suggested footpaths as an area for the Council to spend more (41% in Whakatāne-Ōhope).

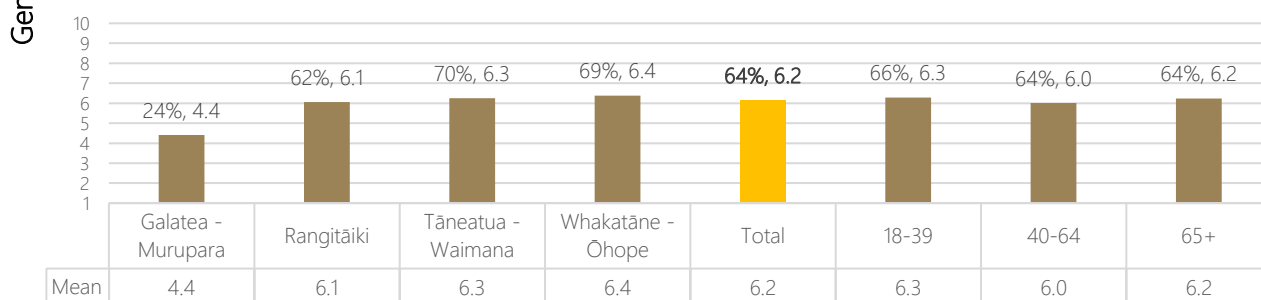
Aware about footpaths in the past 12 months



% Satisfied



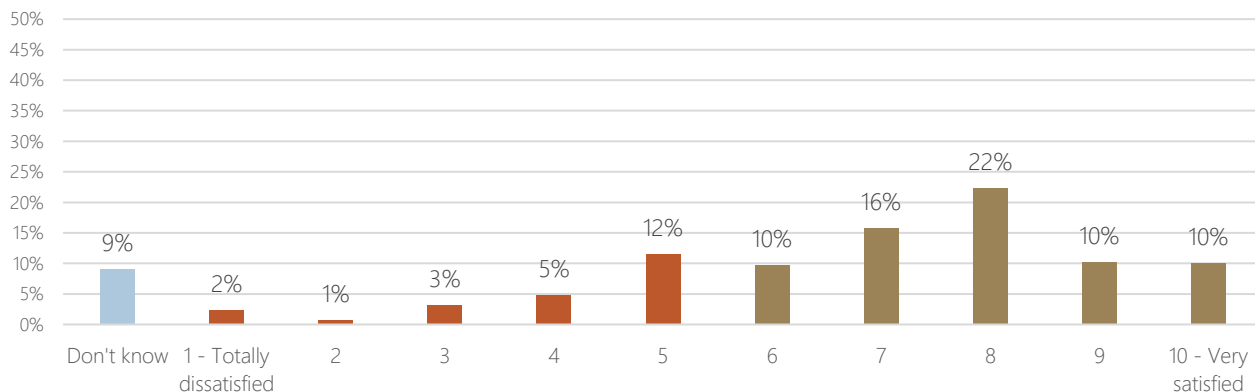
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

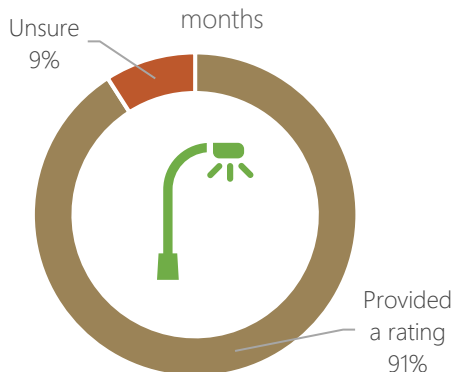
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Street lighting

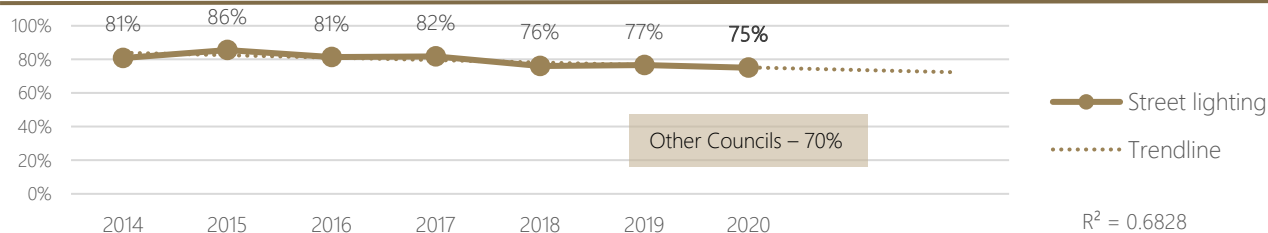
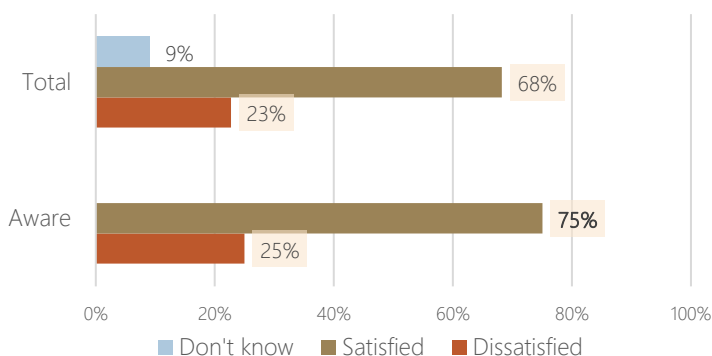


- 75% of residents who provided a rating were satisfied with street lighting.
- Satisfaction with street lighting was on par with the 2019 results (77%).
- There were no significant differences between wards or residents' demographic groups.

Aware about street lighting in the past 12 months

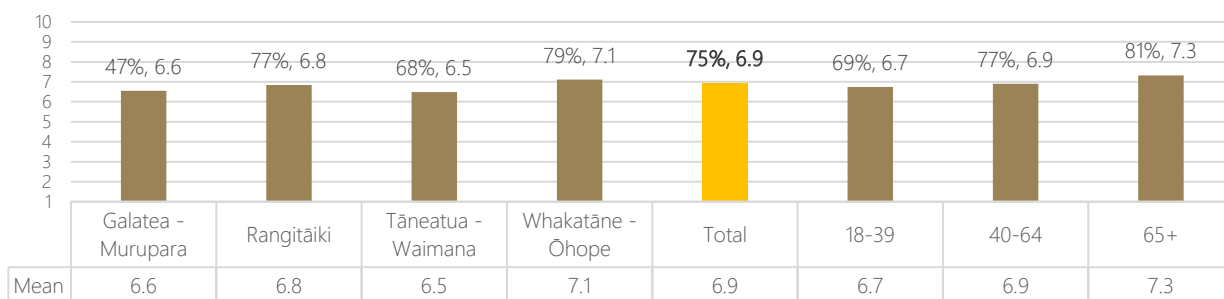


% Satisfied



Generally aware

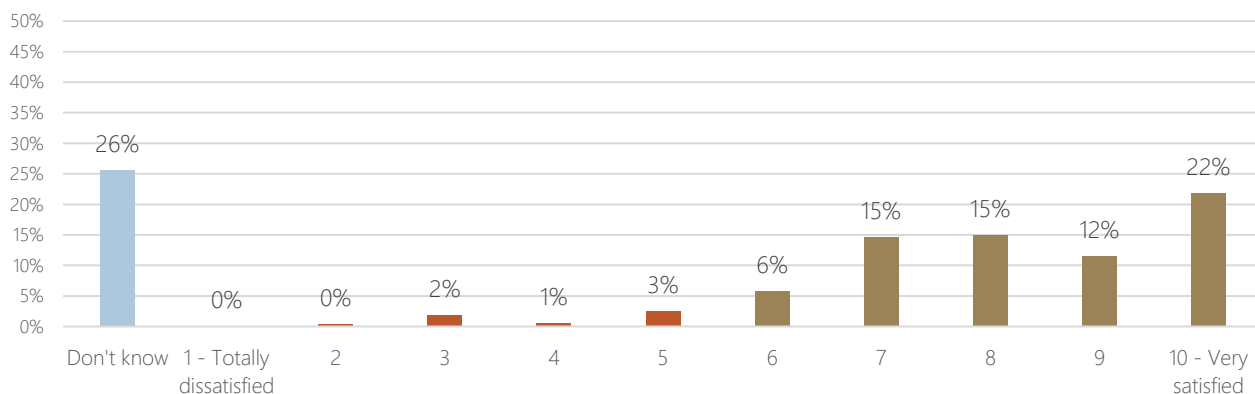
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Libraries in the District

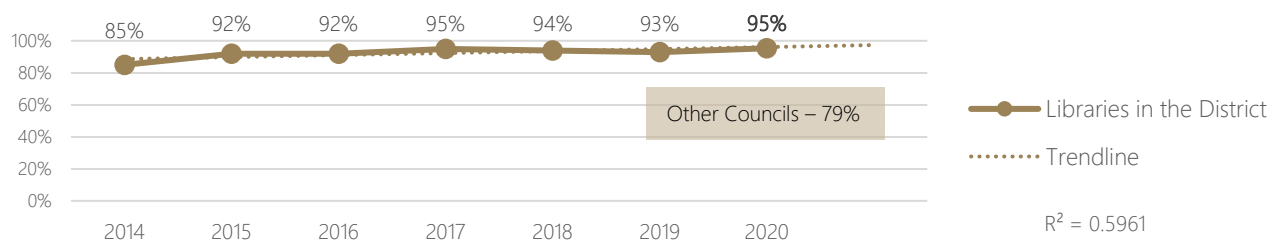
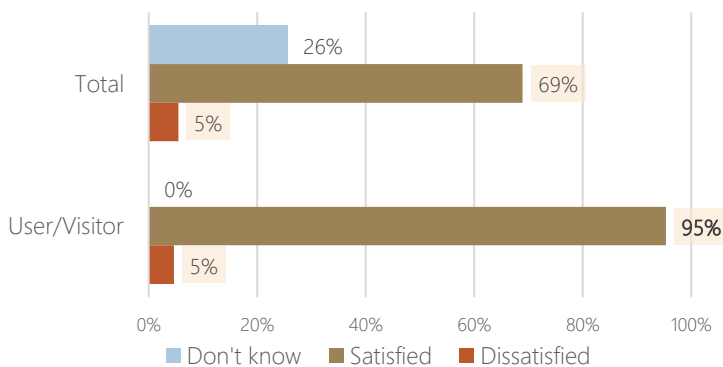


- Half of residents (50%) reported visiting District libraries in the past 12 months (down compared to 71% in 2019).
- The majority of residents who visited libraries were satisfied with this service (95%).
- Of all services measured in 2020, public libraries achieved the highest satisfaction – and on par with 2019 (93%).
- Satisfaction levels were similar between wards or residents' demographic groups.

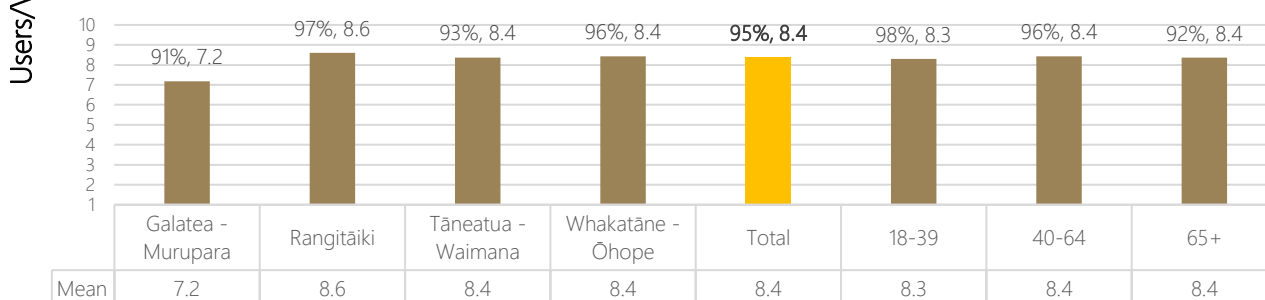
Have visited library in the past 12 months



% Satisfied



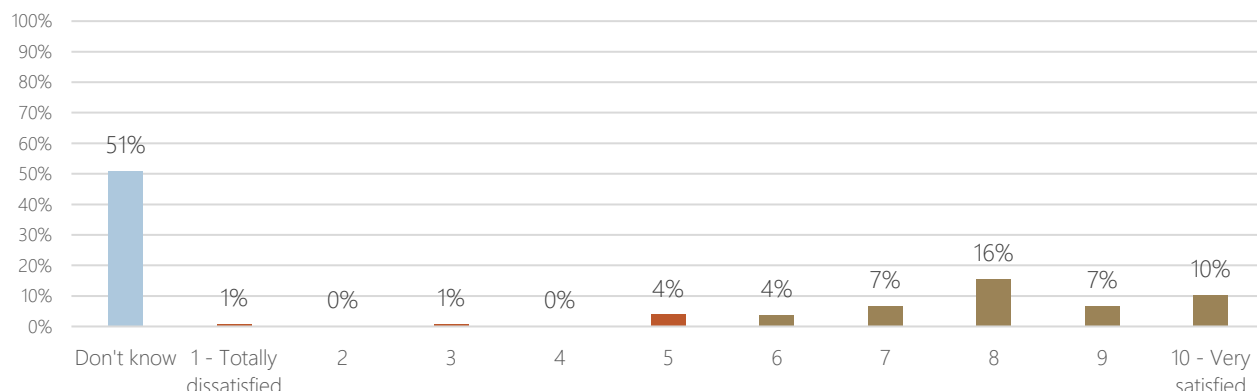
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Whakatāne Exhibition Centre

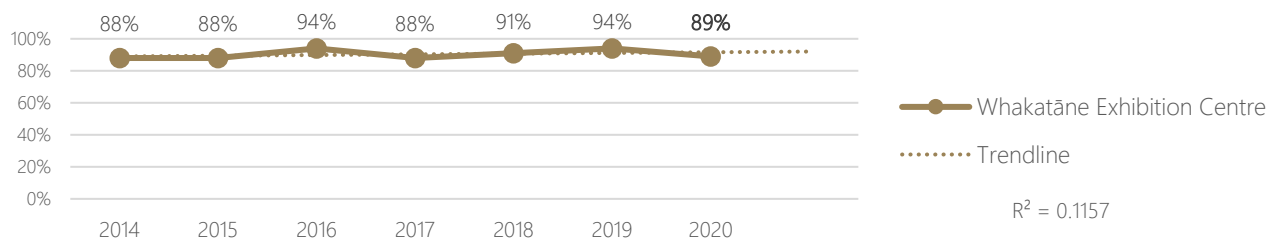
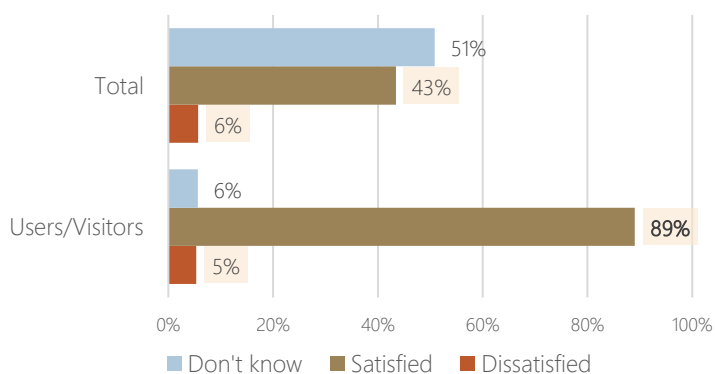


- A large percentage (51%) of residents were unable to comment about the Whakatāne Exhibition Centre (e.g. 'Don't know' responses).
- This corresponded with the lower number of residents who reported visiting this facility (26%, down compared to 52% in 2019).
- Nevertheless, 89% of residents who had visited the Whakatāne Exhibition Centre were satisfied. This result was similar to 2019.
- There were no significant differences between wards or residents' demographic groups.

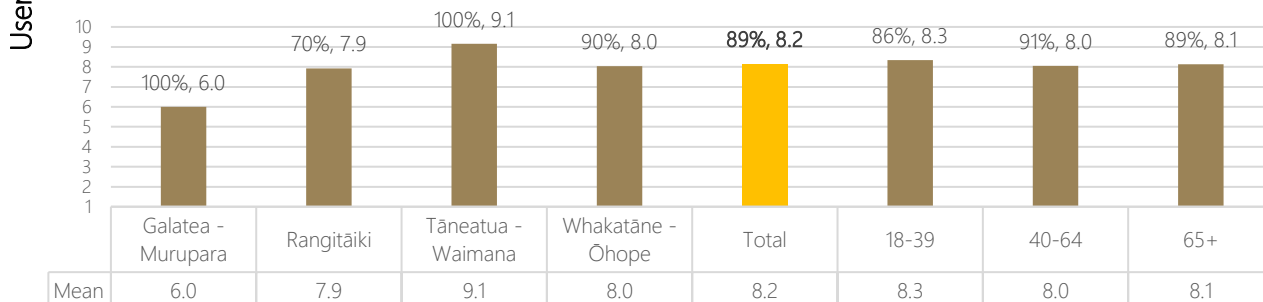
Have visited Exhibition Centre in the past 12 months



% Satisfied



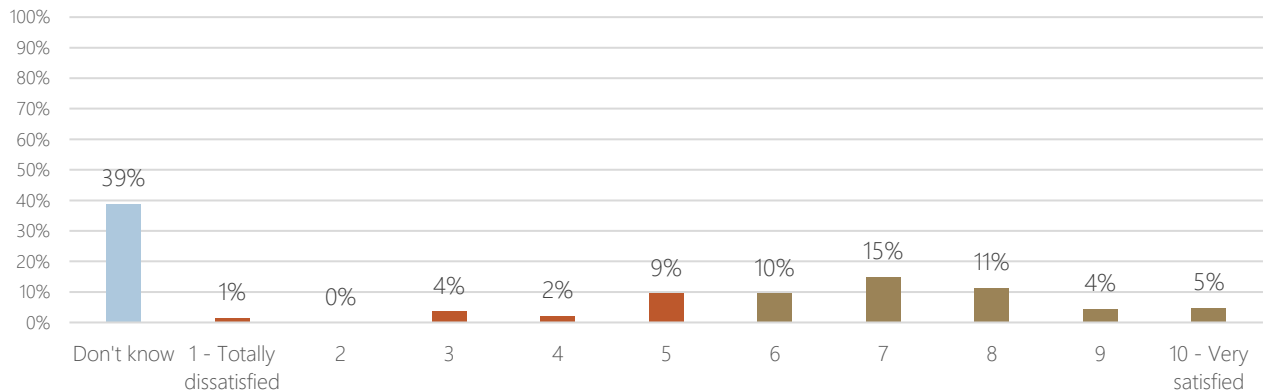
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Public halls

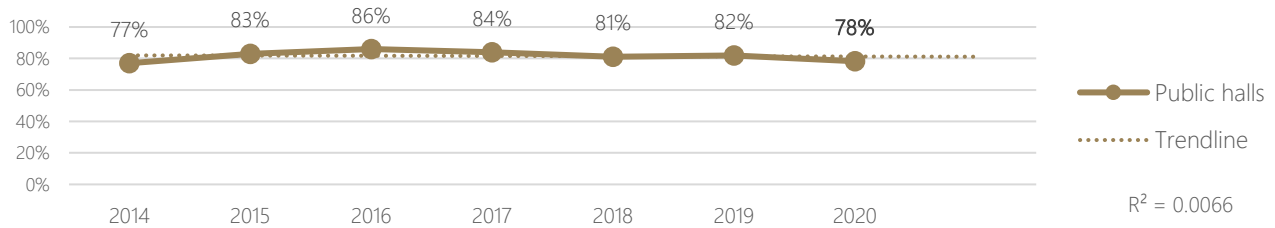
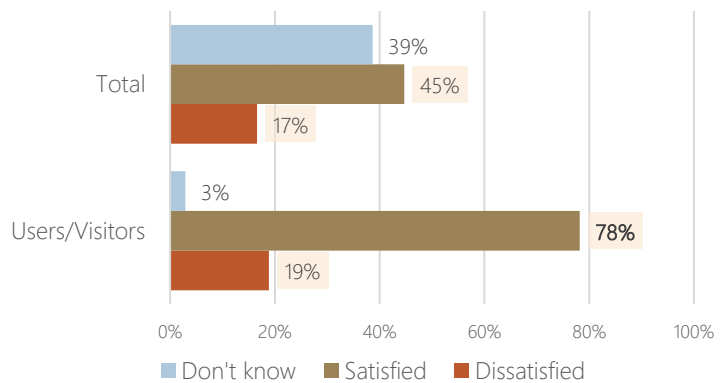


- As with the Whakatāne Exhibition Centre, fewer residents could rate public halls in the district; just 36% reported visiting one in the past 12 months (down compared to 64% in 2019).
- However, 78% of residents who had visited public halls were satisfied with these facilities (similar to 2019).
- Older residents (65+) were more likely to be satisfied with these facilities.

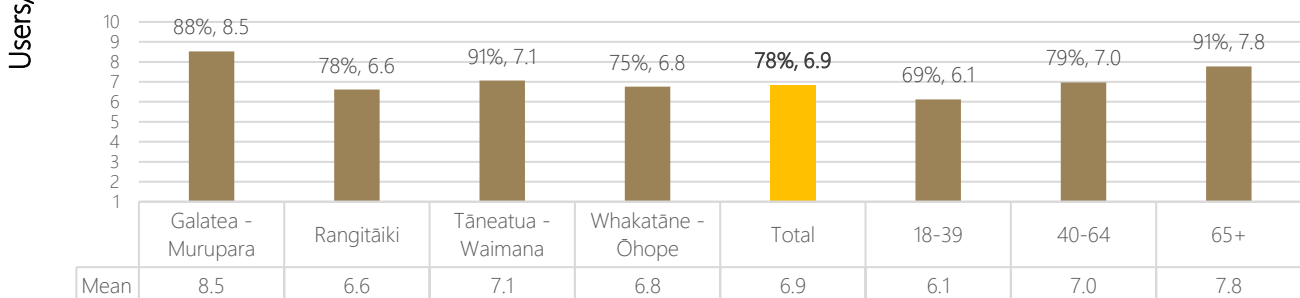
Have visited public halls in the past 12 months



% Satisfied



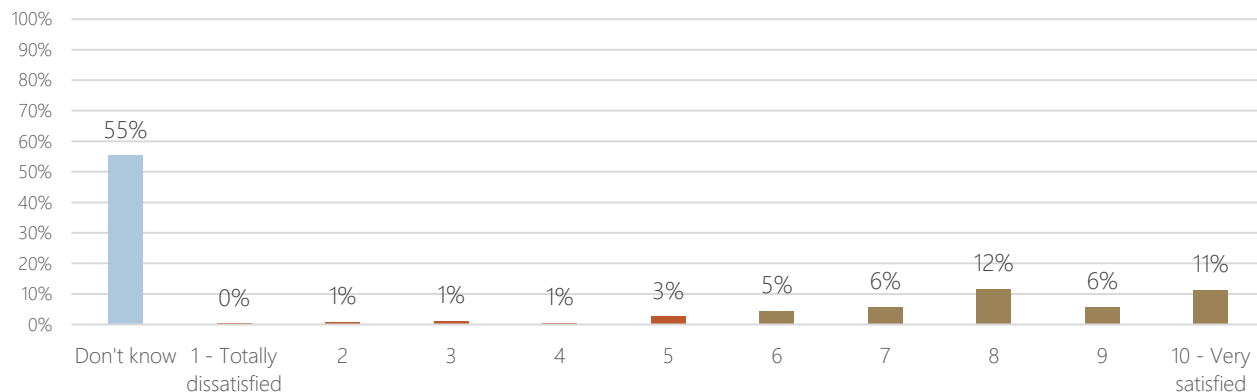
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

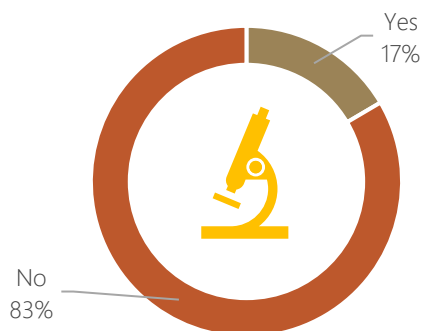
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Whakatāne Museum and Research Centre

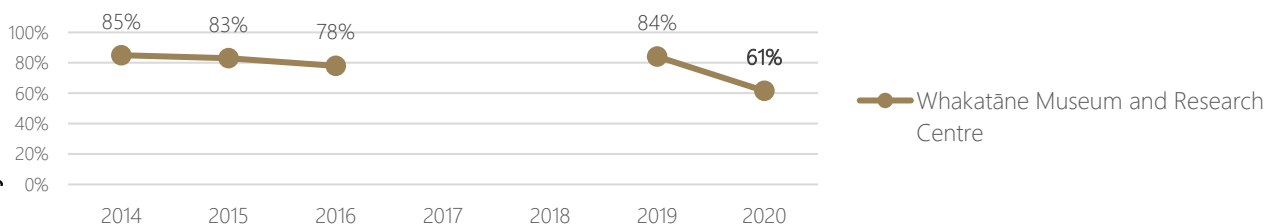
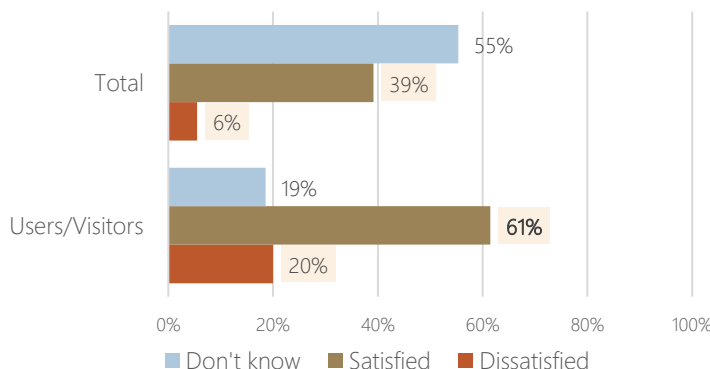


- Overall, only 1-in-5 residents (17%) reported visiting Whakatāne Museum and Research Centre (similar to 17% in 2019).
- 61% of these visitors were satisfied with this facility; however, a greater margin of error should be taken into account.
- There were no significant differences between wards or residents' demographic groups.

Have visited Museum and Research Centre in the past 12 months

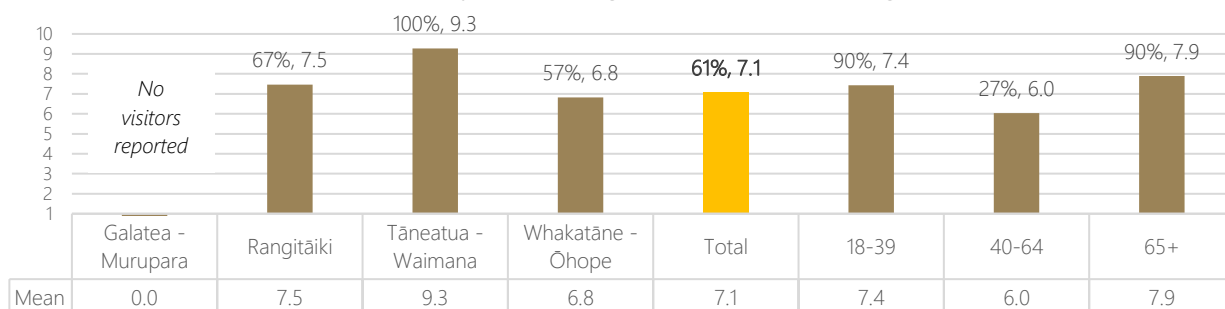


% Satisfied



Users/Visitors only

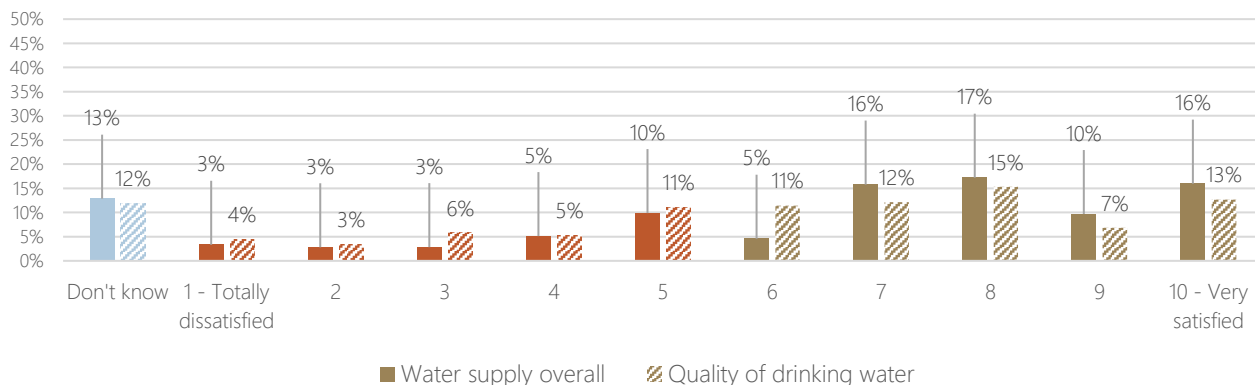
Overall satisfaction by ward and age (% satisfied and average scores)



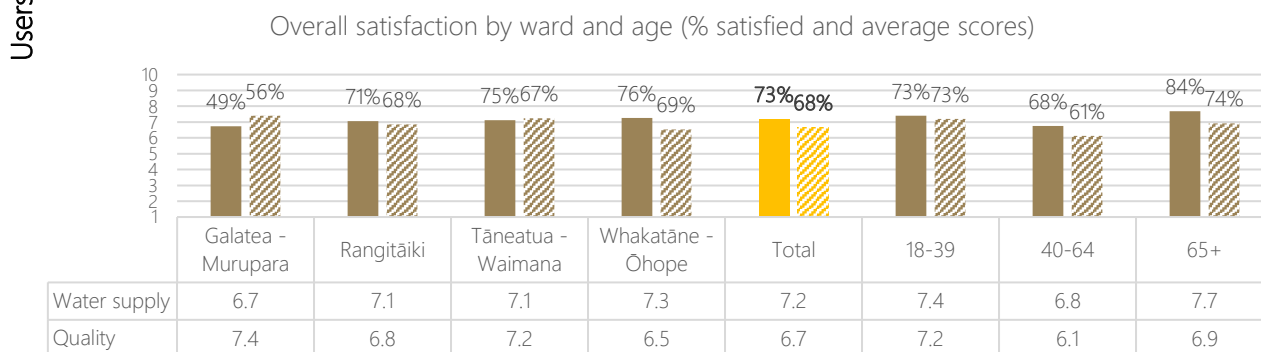
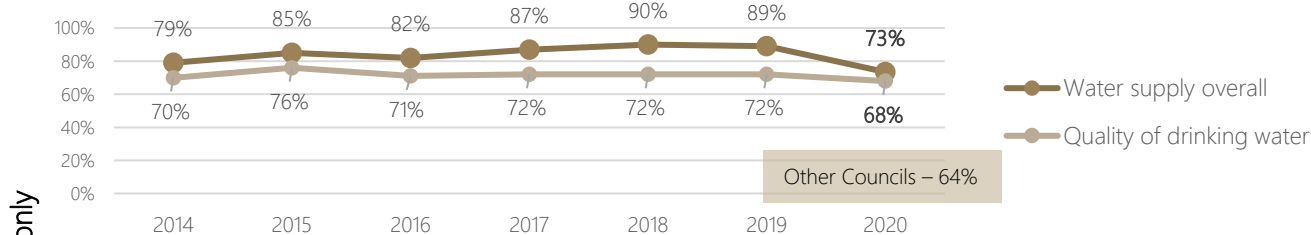
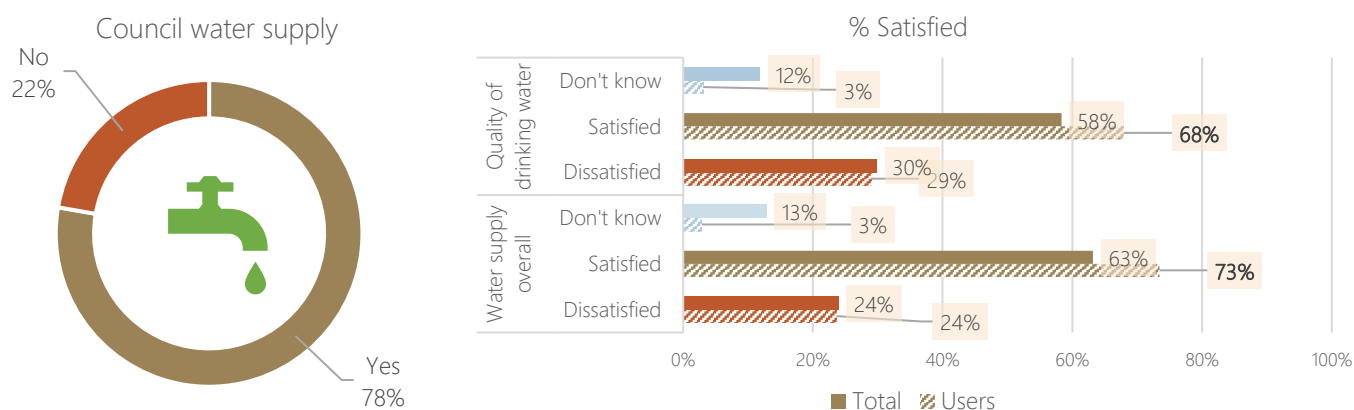
Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Water supply and quality of drinking water



- 78% of residents reported being connected to Council’s water supply in 2020 (similar to 81% in 2019).
- Of those residents on Council’s water provision, 73% were satisfied with the supply overall and 68% were satisfied with quality of their drinking water.
- There were no significant differences between wards or residents’ demographic groups.
- Although satisfaction with water quality has been consistent over time, satisfaction with water supply was down compared to 2019 (89%).

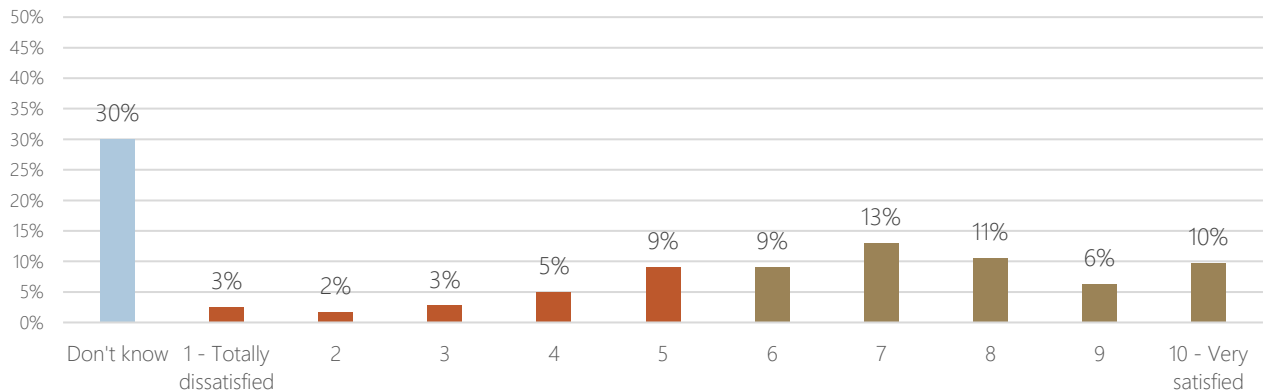


Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

Note: some changes in 2020 as a result of differences in scale, data collection methods and analysis

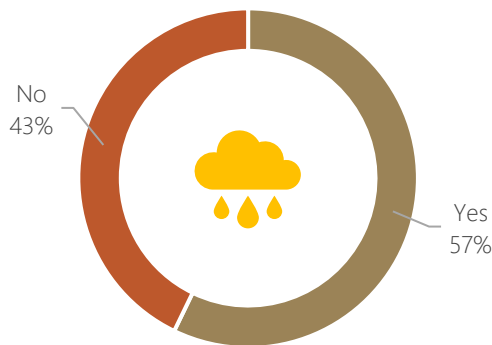
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Stormwater service

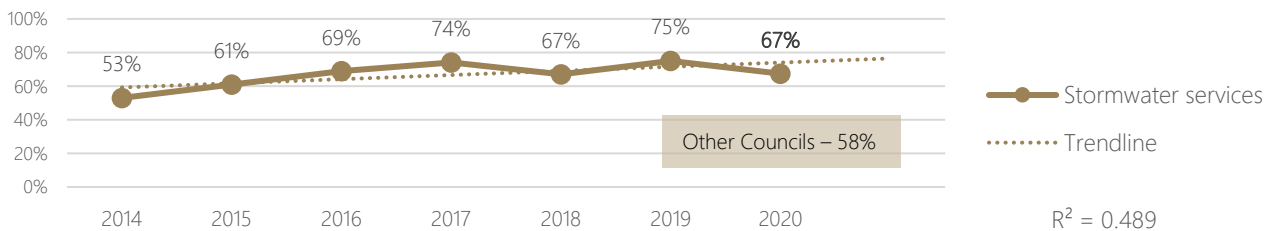
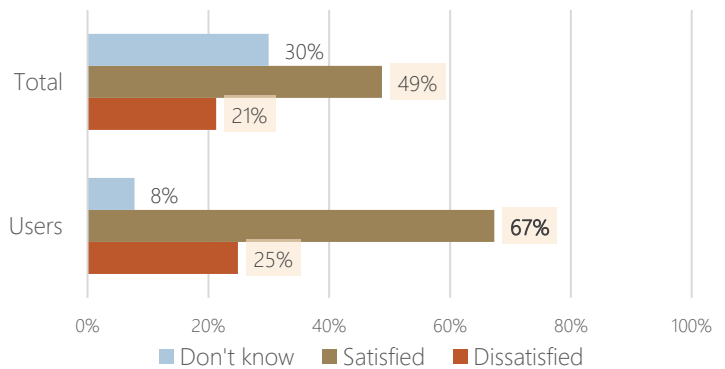


- In 2020, 57% of surveyed residents stated they were on Council's stormwater service network, and 67% of these residents were satisfied with this service.
- Although this satisfaction level was below the 2019 result (75%), it was similar to 2018 (67%).
- On average, residents with a rented property (7.6) were more likely to provide higher ratings than home-owners.
- No significant differences were recorded by ward.

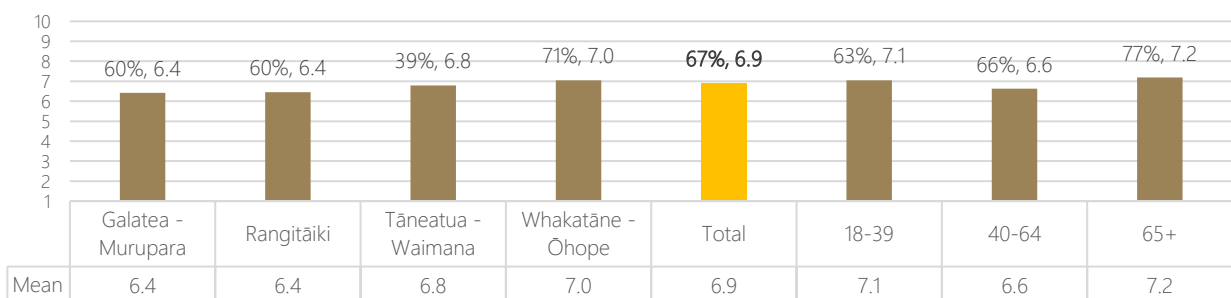
Council stormwater service supply



% Satisfied



Overall satisfaction by ward and age (% satisfied and average scores)

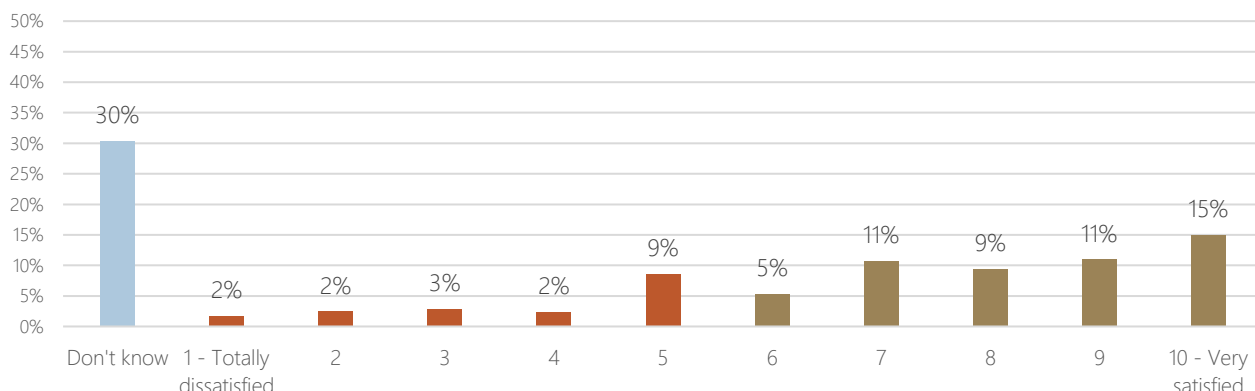


Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

Users only

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Sewerage system

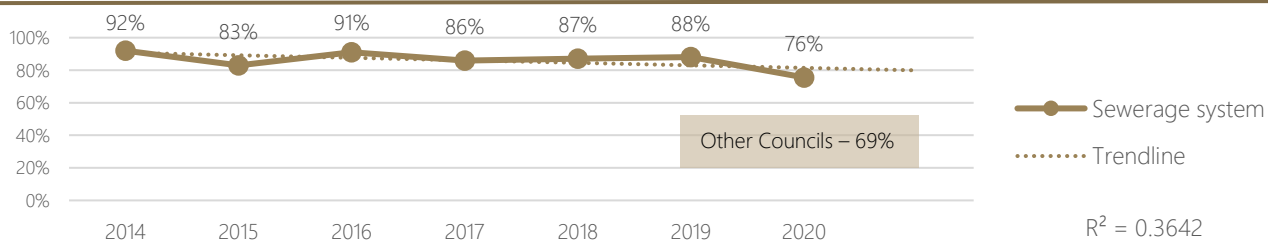
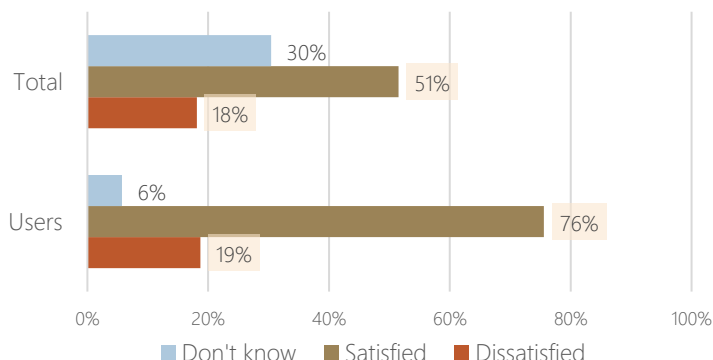


- Similar to stormwater, 56% of surveyed residents reported being provided with sewerage services (68% in 2019).
- 76% of these residents were satisfied with the sewerage system.
- Residents from Galatea-Murupara (6.3) and Tāneatua-Waimana (6.8) wards provided lower ratings, on average, compared to the other two wards.

Council sewerage system supply

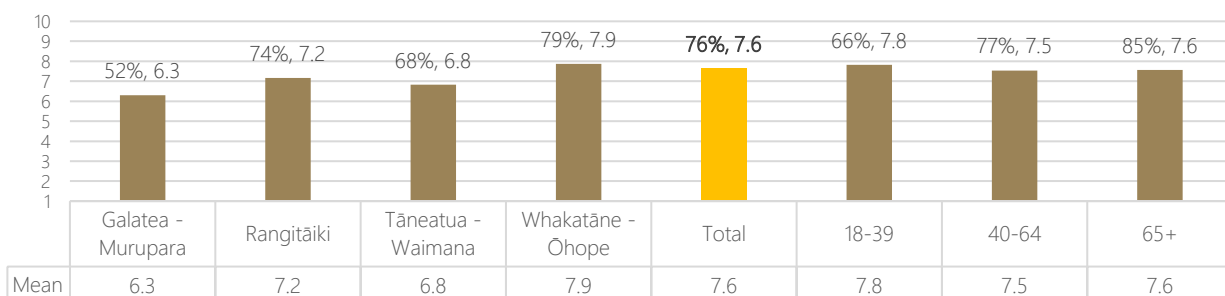


% Satisfied



Users only

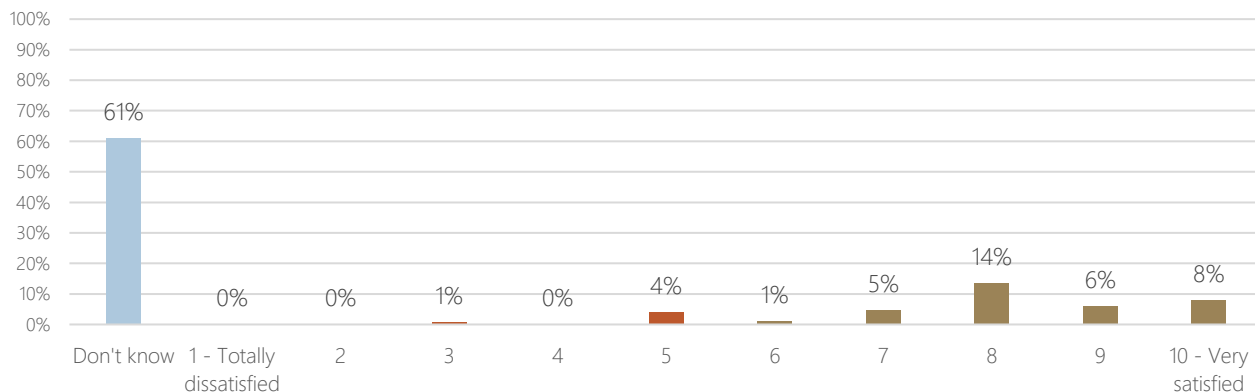
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

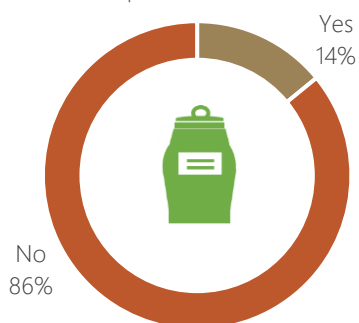
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Whakatāne crematorium facility

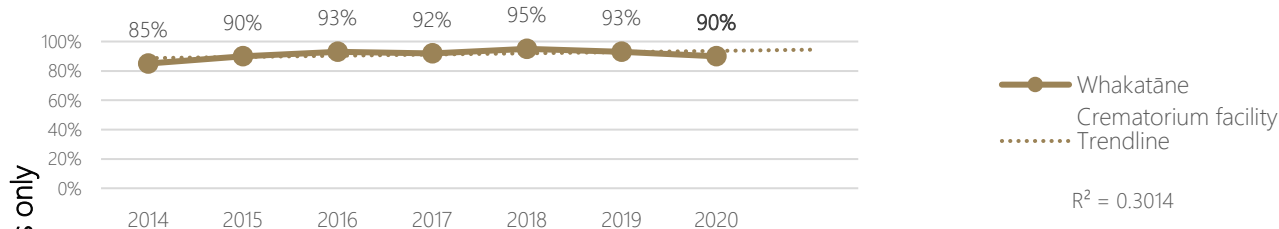
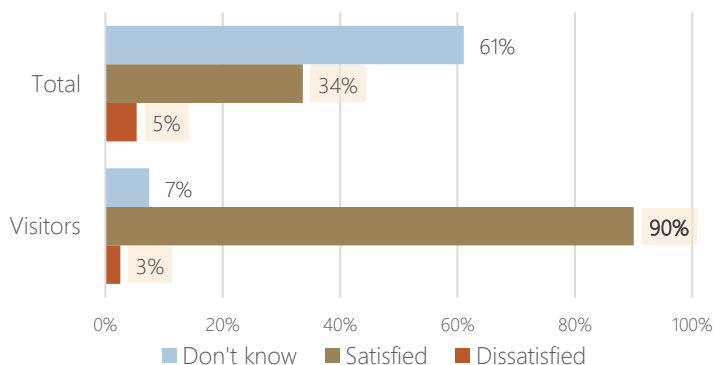


- 6-in-10 residents were unfamiliar with the Whakatāne crematorium facility in 2020 (43% in 2019).
- Only 14% of residents reported visiting the crematorium in Whakatāne District (29% in 2019), and 90% of these residents were satisfied with this facility (similar to 93% in 2019).
- There were no significant differences between wards or residents' demographic groups.

Have visited crematorium facility in the past 12 months

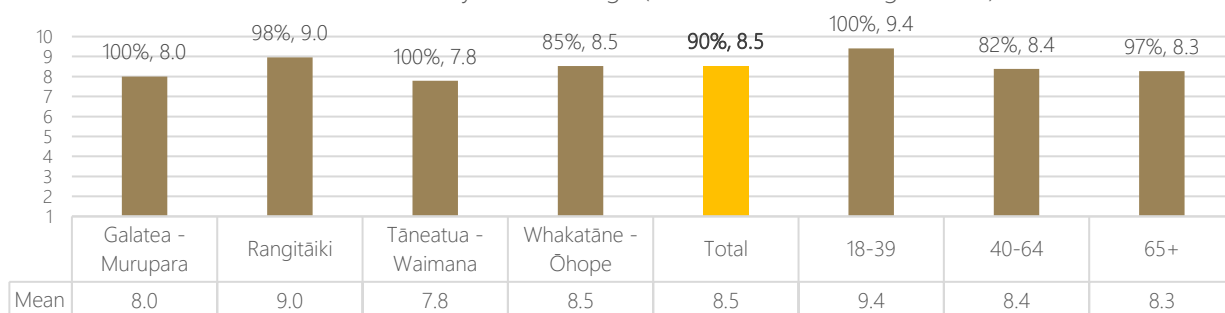


% Satisfied



Users/Visitors only

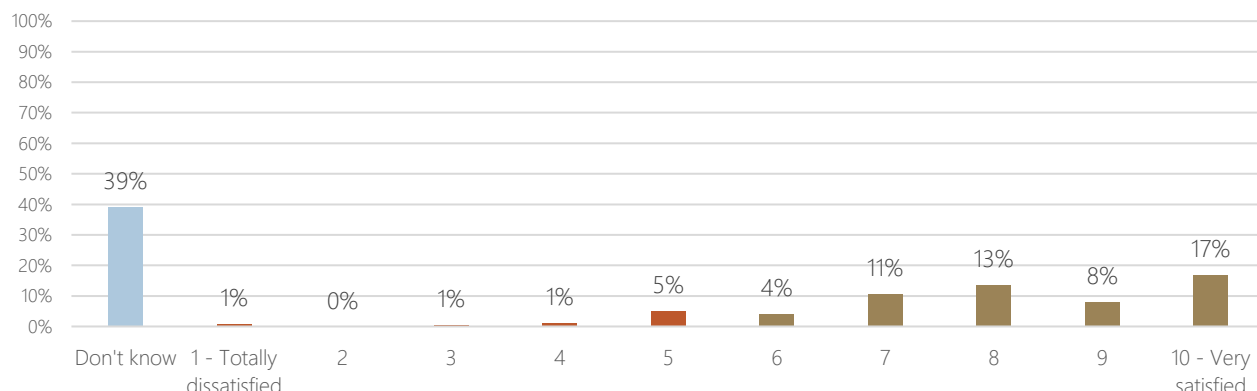
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

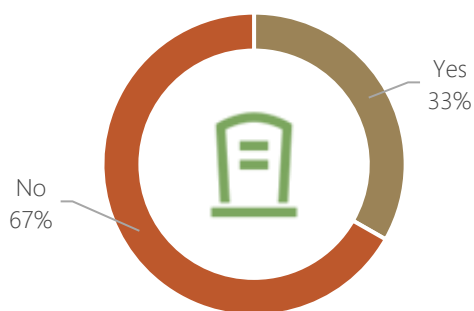
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Cemeteries overall

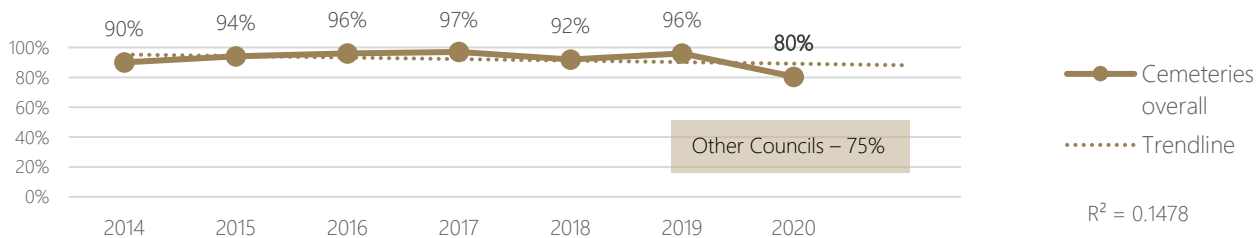
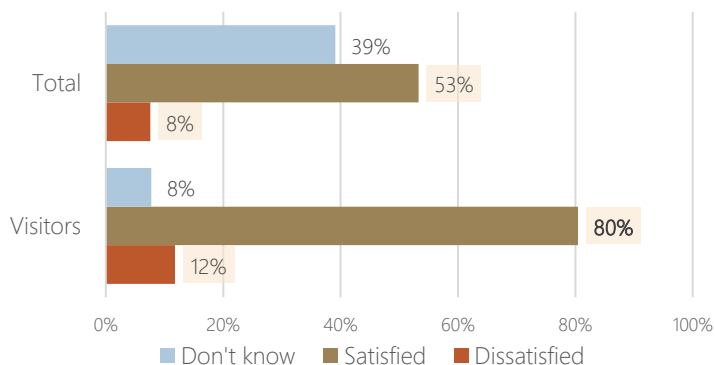


- In 2020, one-third of residents (33%) reported visiting a cemetery in the District in the past 12 months (62% in 2019).
- 80% of these residents were satisfied with cemeteries overall (down compared to 96% in 2019).
- With statistical significance, residents from Galatea-Murupara ward tended to provide lower ratings (5.5 out of 10), on average, compared to the rest of the District.

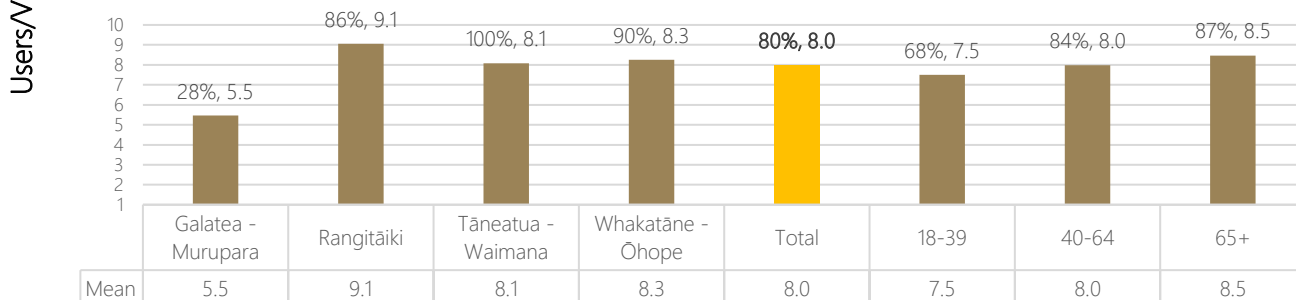
Have visited cemeteries in the past 12 months



% Satisfied



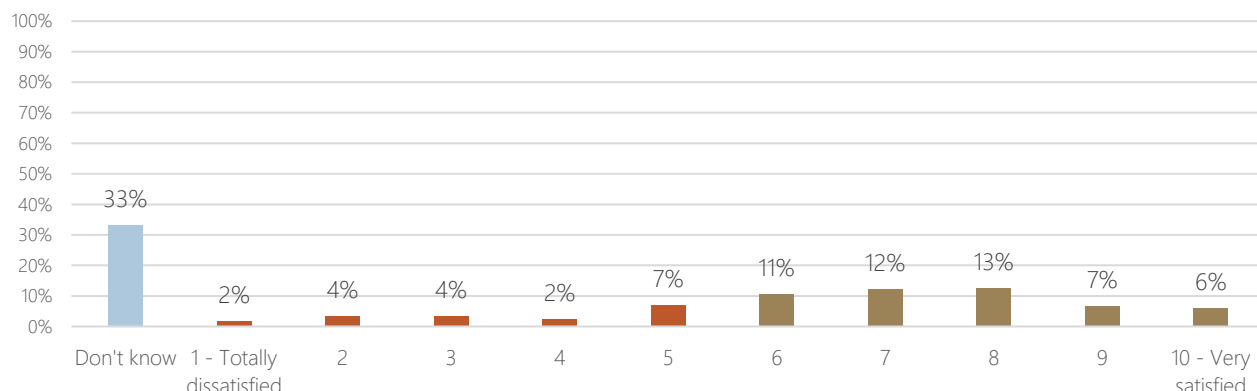
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

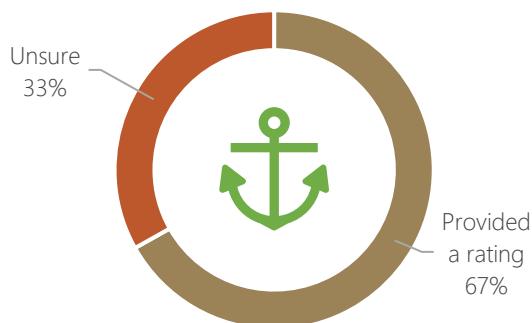
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Harbour facilities

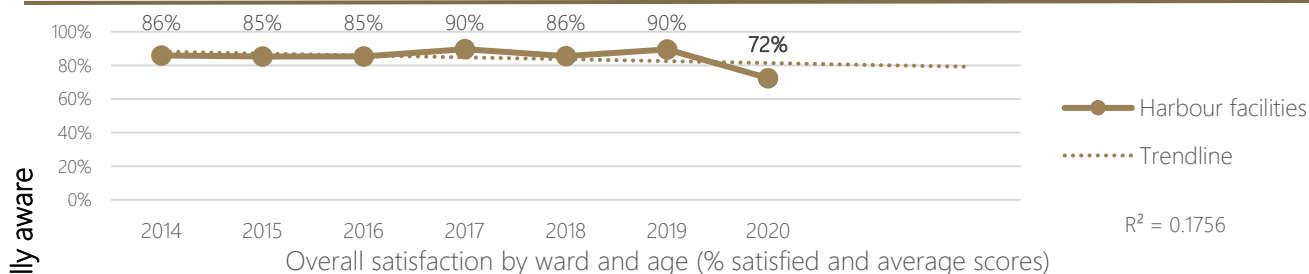
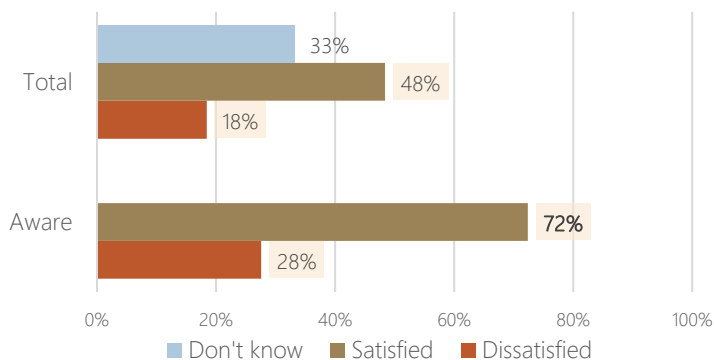


- In 2020, one-third of residents were unsure about harbour facilities in the District, with only 67% providing a rating.
- 72% of residents who were generally aware of harbour facilities were satisfied (down compared to 90% in 2019).
- Residents who had lived longer in the District (2 years and above) were more likely to provide higher ratings (6.9 out of 10).
- Male residents tended to provide lower ratings (6.1), on average, compared to female residents (7.0).
- Residents from Whakatāne-Ōhope ward were more likely to name harbour facilities as an area where Council could spend more (40%).

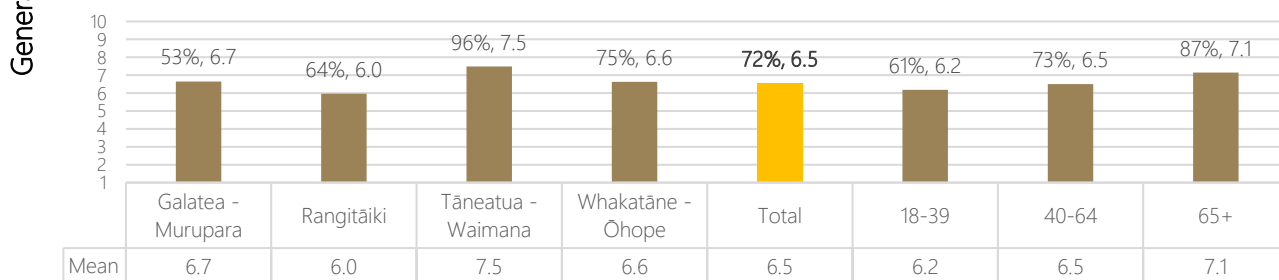
Aware of harbour facilities in the past 12 months



% Satisfied



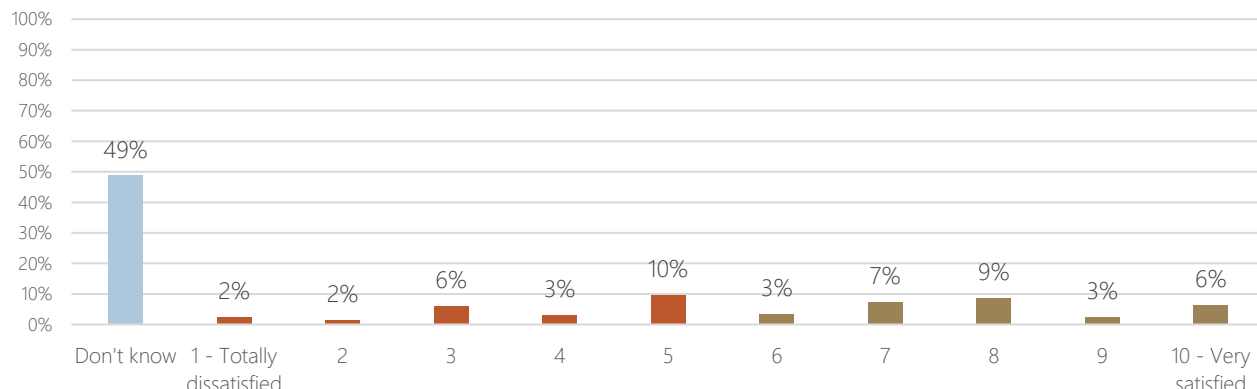
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

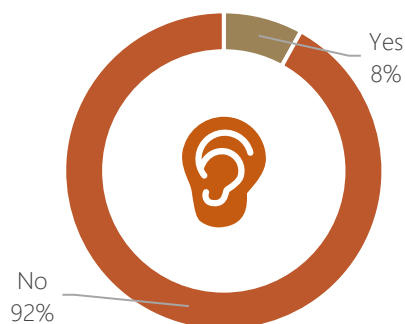
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Noise control

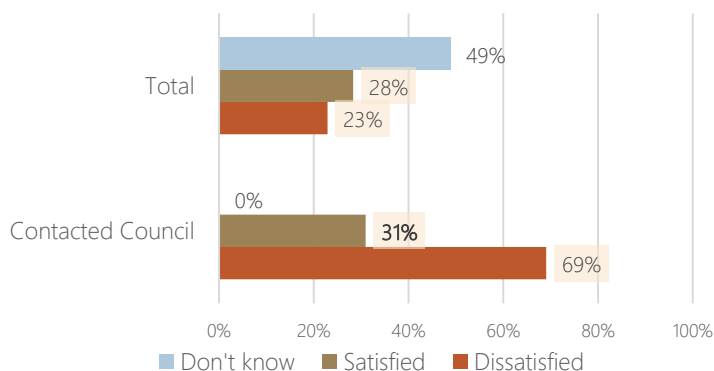


- Historically, the number of residents contacting the Council about noise have been low. In 2020, just 8% of residents contacted the Council about noise control (similar to 11% in 2019).
- 31% of these residents were satisfied with the noise control. Although this result was below 66% in 2019, a greater margin of error is expected with lower sample sizes.
- There were no noticeable differences between wards or residents' demographic groups.

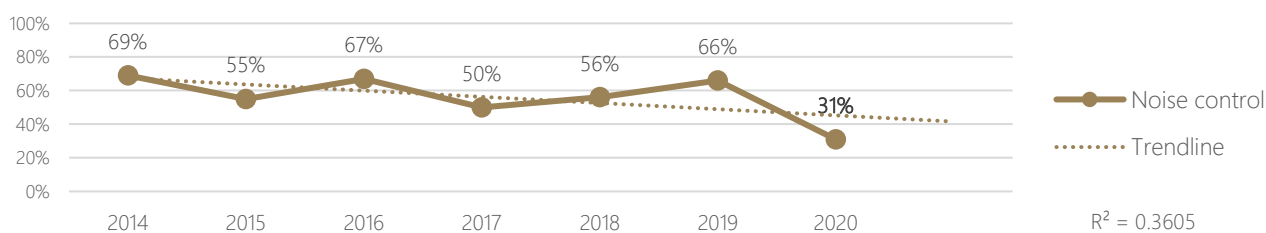
Have contacted Council about noise in the past 12 months



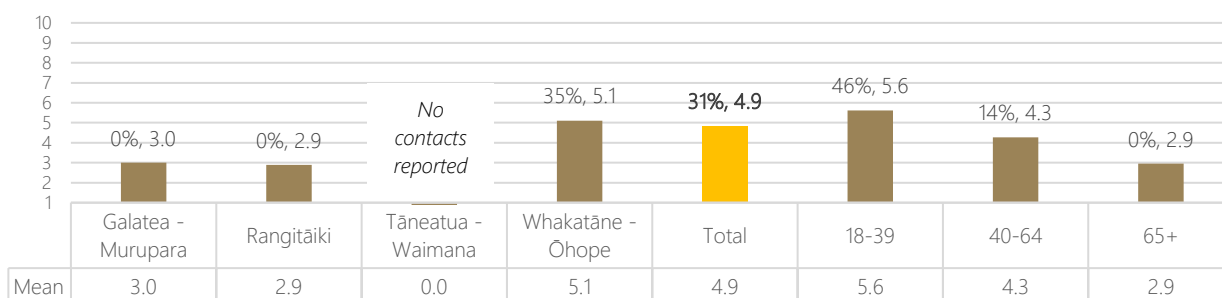
% Satisfied



Contacted Council only



Overall satisfaction by ward and age (% satisfied and average scores)

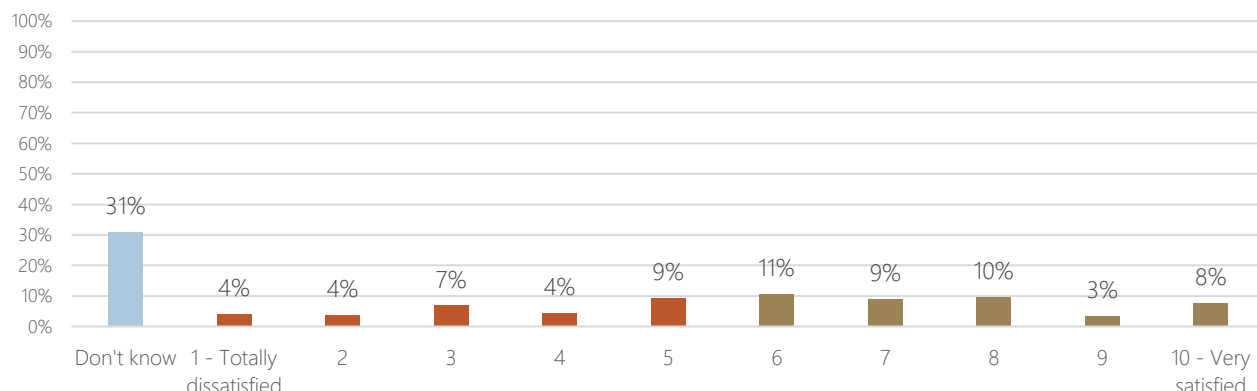


Note: some changes in 2020 as a result of differences in scale, data collection methods and analysis

n=300 (contacted Council n=24). NOTE: small sample size (contacted Council), the margin of error is +/- 18.5%.

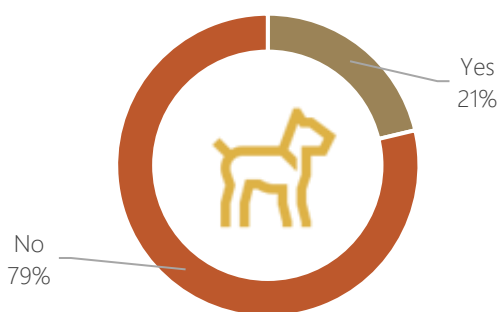
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Dog control

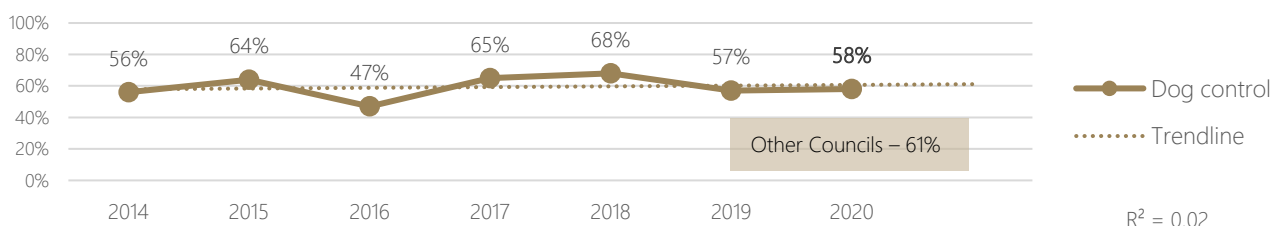
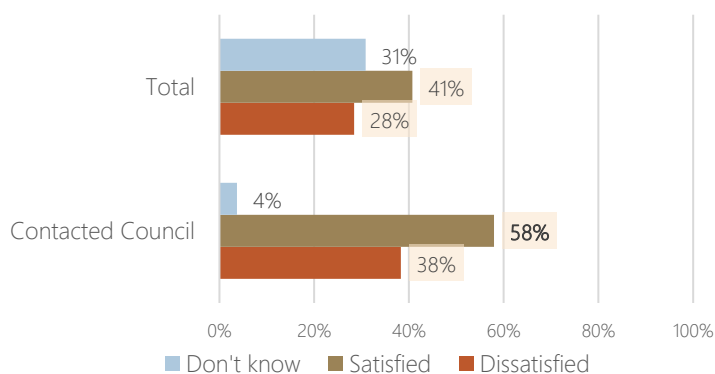


- In 2020, 1-in-5 residents (21%) reported contacting the Council about dogs in the past 12 months (similar to 23% in 2019).
- 58% of residents who reported contacting the Council about dogs were satisfied with this service (similar to 57% in 2019).
- There were no significant differences between wards or residents' demographic groups.

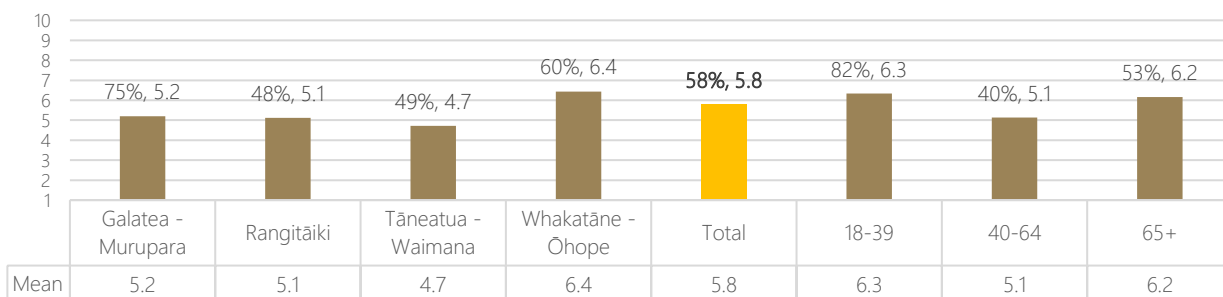
Have contacted Council about dogs in the past 12 months



% Satisfied



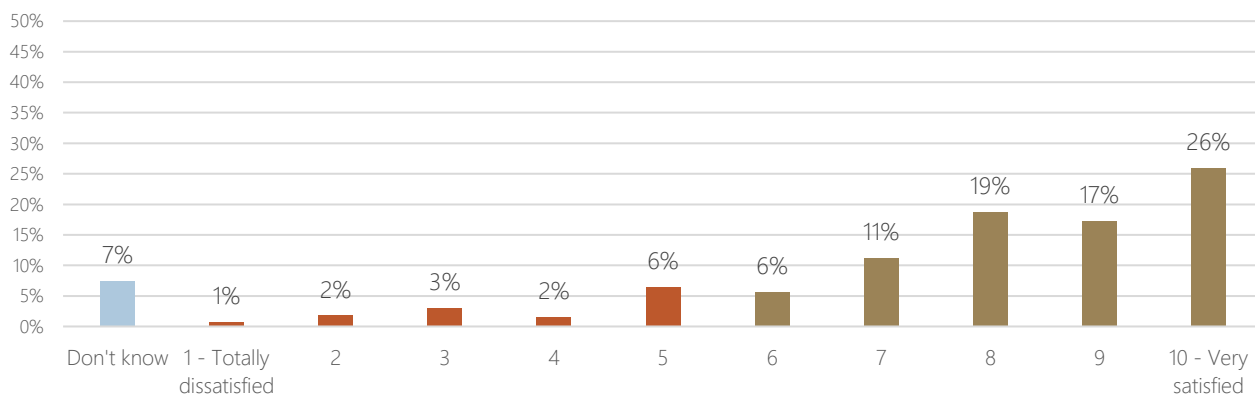
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

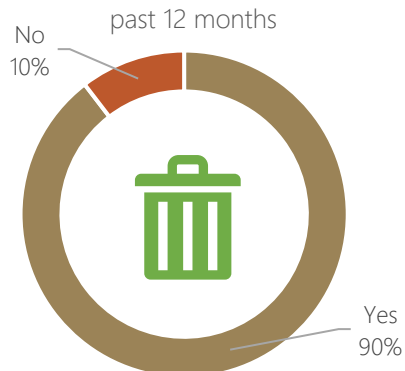
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Kerbside waste collection service

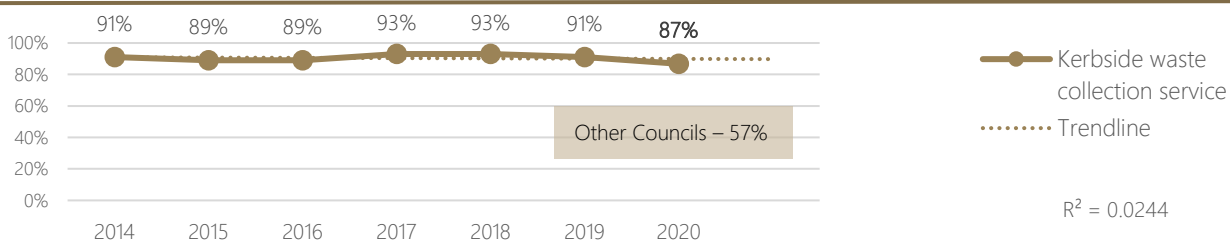
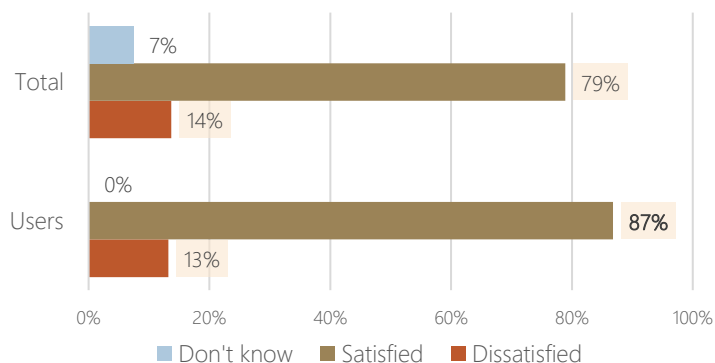


- The majority of surveyed residents (90%) reported receiving regular kerbside waste collection (similar to 96% in 2019).
- 87% of these residents were satisfied with this service (similar to 91% in 2019).
- On average, residents from Whakatāne-Ōhope (8.3) ward, and older residents aged 65+ (8.6), were more likely to provide higher ratings.

Have used waste collection service in the past 12 months

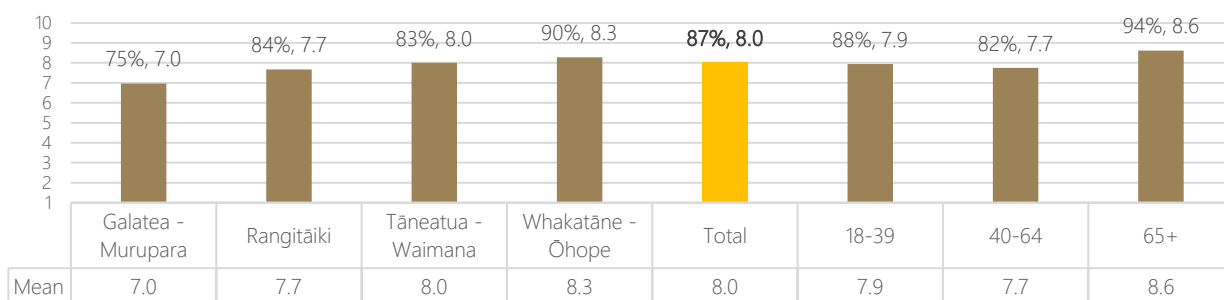


% Satisfied



Users only

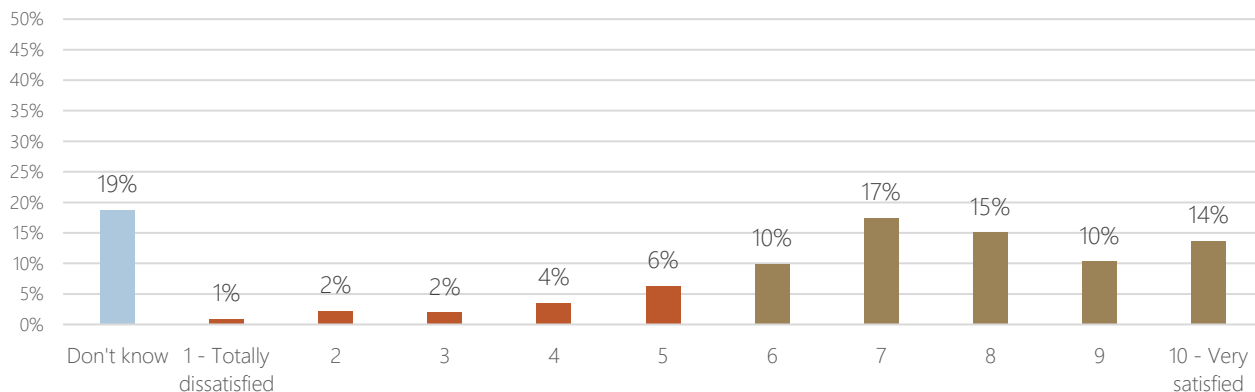
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Refuse transfer station facilities

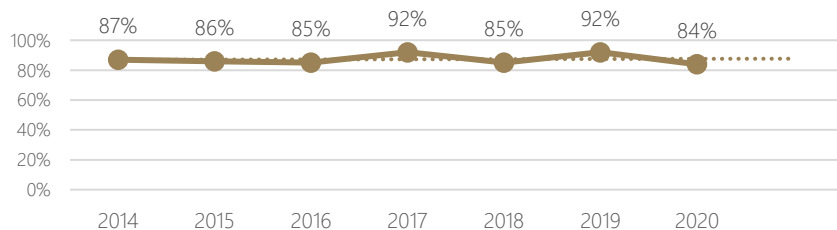
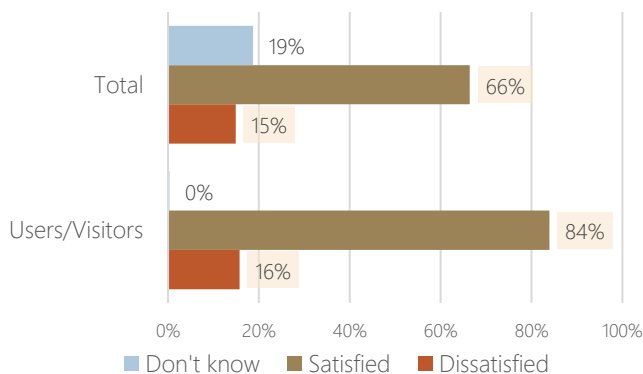


- In 2020, 61% of residents reported using the refuse transfer station facilities in the District (70% in 2019).
- 84% of residents who had used the facility were satisfied with it. Although this satisfaction was lower compared to 2019 (92%), it was still on par with the historical tracking average.
- On average, residents from Whakatāne-Ōhope (7.6) and Galatea-Murupara (7.6) ward tended to provide higher ratings.

Have used refuse transfer station facilities in the past 12 months



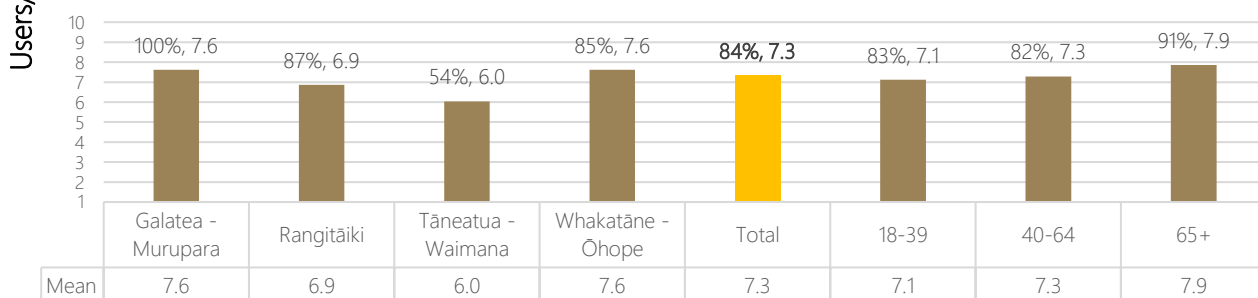
% Satisfied



● Refuse transfer station facilities
 Trendline

R² = 0.004

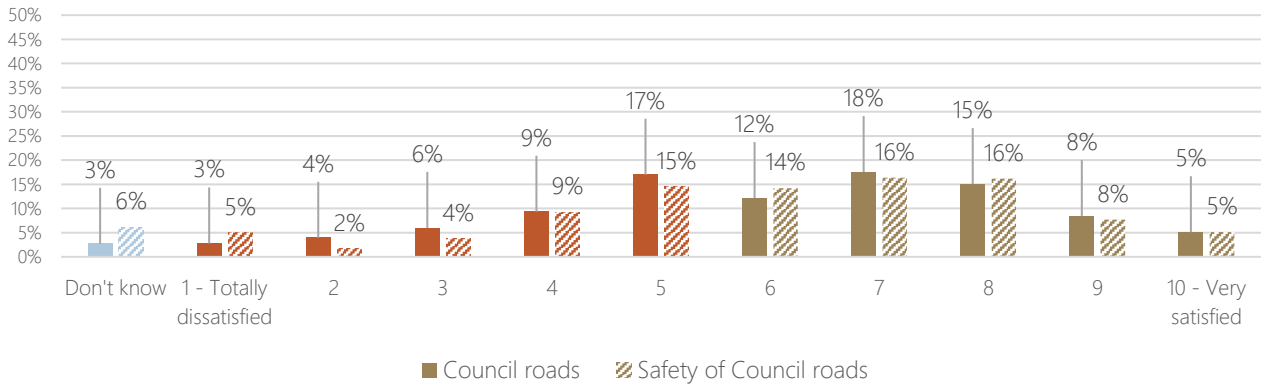
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

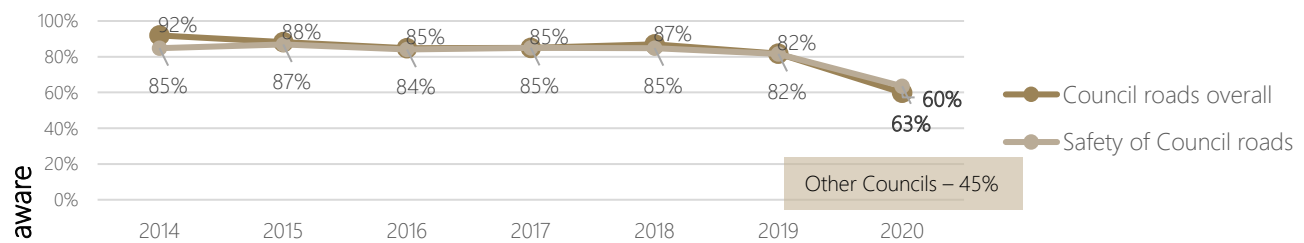
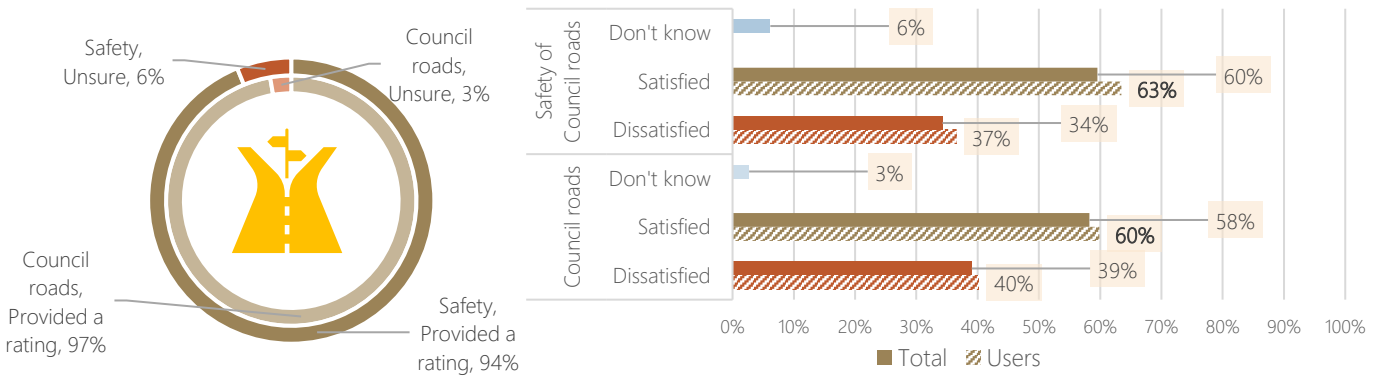
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Council roads overall and safety of Council roads

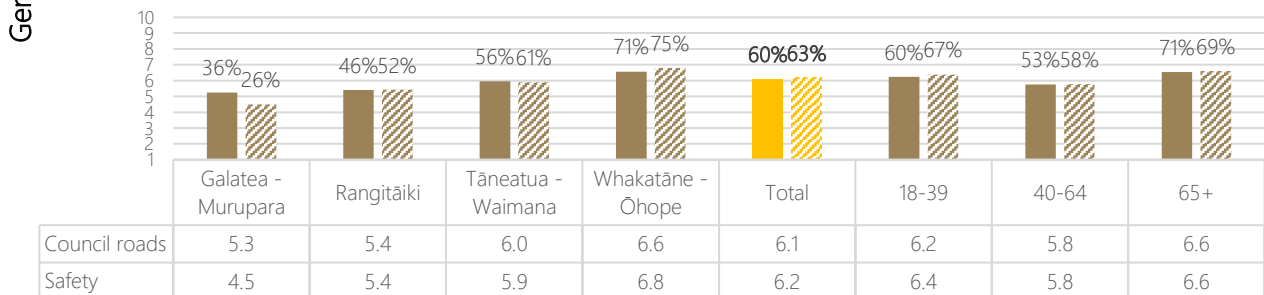


- Overall, satisfaction with Council roads (60%) and safety of these roads (63%) was lower in 2020 compared to 82% in 2019.
- On average, residents outside of Whakatāne-Ōhope ward were less satisfied with roads providing lower ratings.
- As with footpaths, roads made a significant contribution to overall satisfaction with Council's performance, and represented greater improvement potential.
- It was the third most mentioned spending priority in 2020 (39%).

Aware about roads in the past 12 months



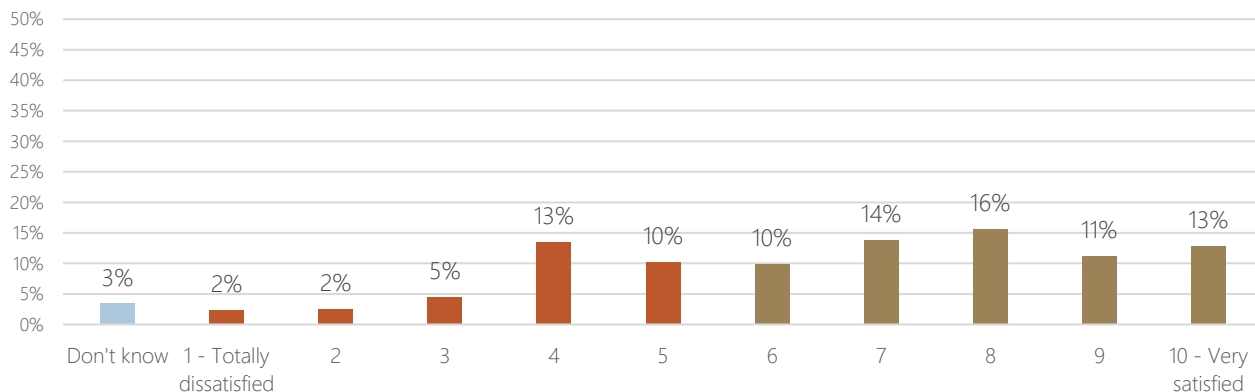
Overall satisfaction by ward and age (% satisfied and average scores)



Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

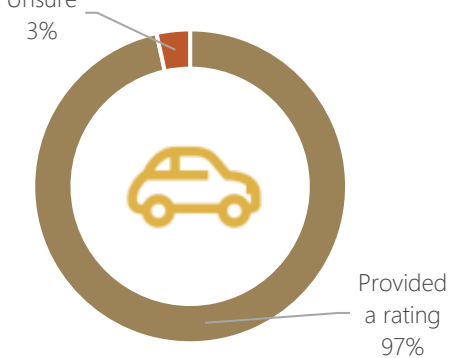
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Parking in Whakatāne

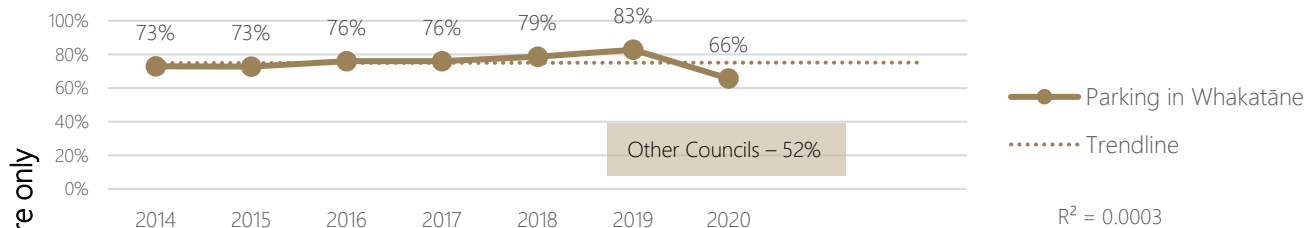
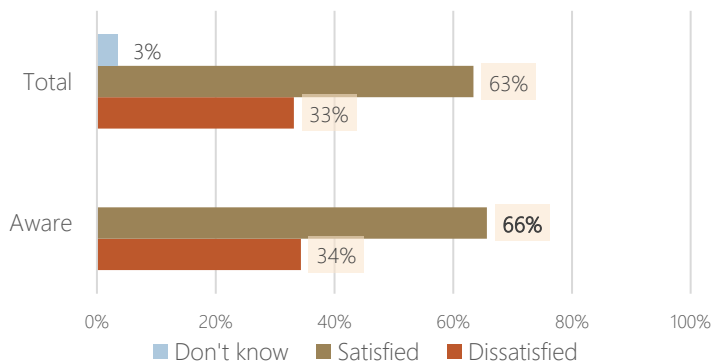


- In 2020, satisfaction with parking in Whakatāne District (66%) was down compared to 2019 results (83%).
- On average, residents from Whakatāne-Ōhope ward (7.0) provided the highest ratings, whereas fewer Galatea-Murupara residents (5.3) were satisfied with parking in their area.

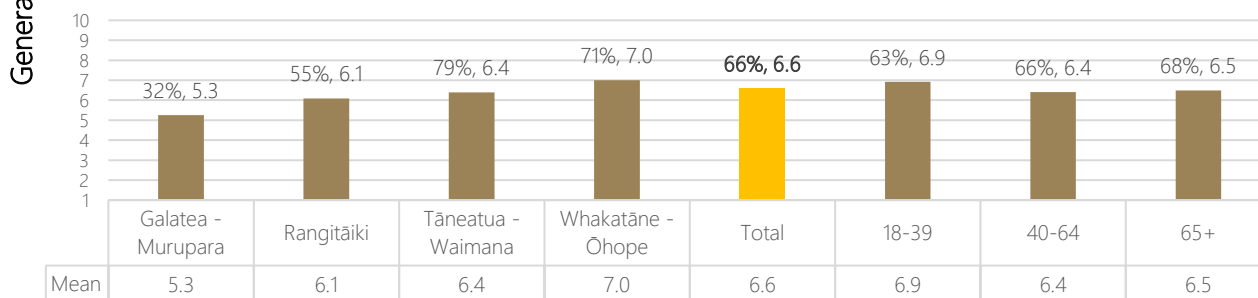
Aware about parking in the past 12 months



% Satisfied



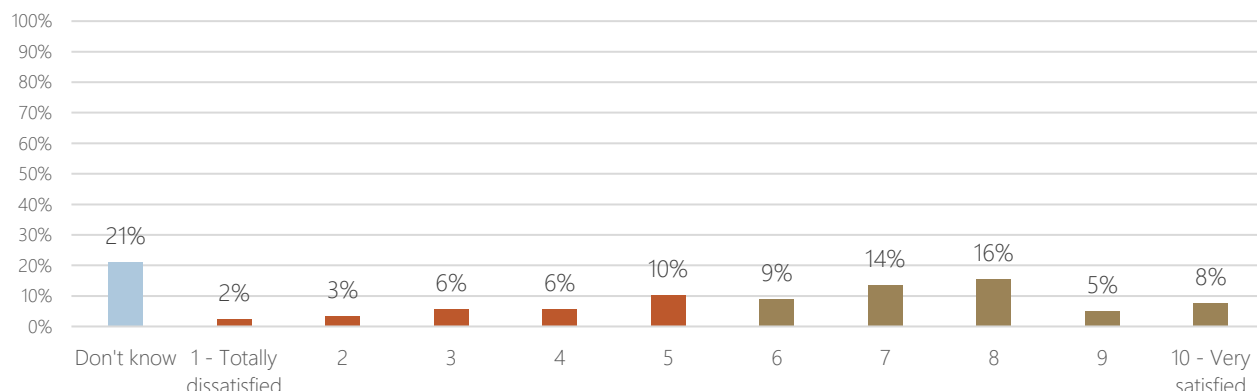
Overall satisfaction by ward and age (% satisfied and average scores)



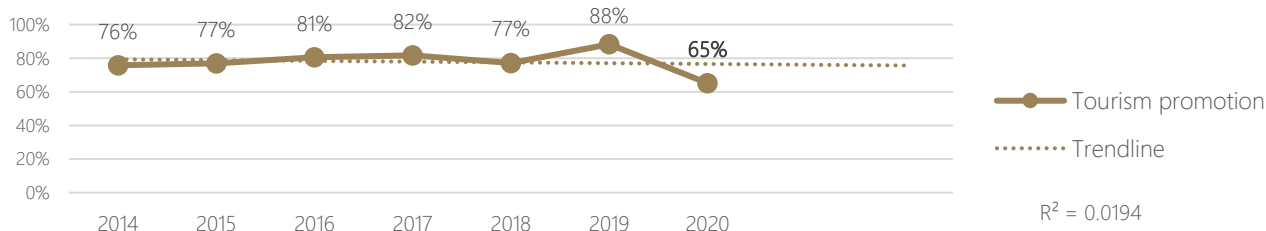
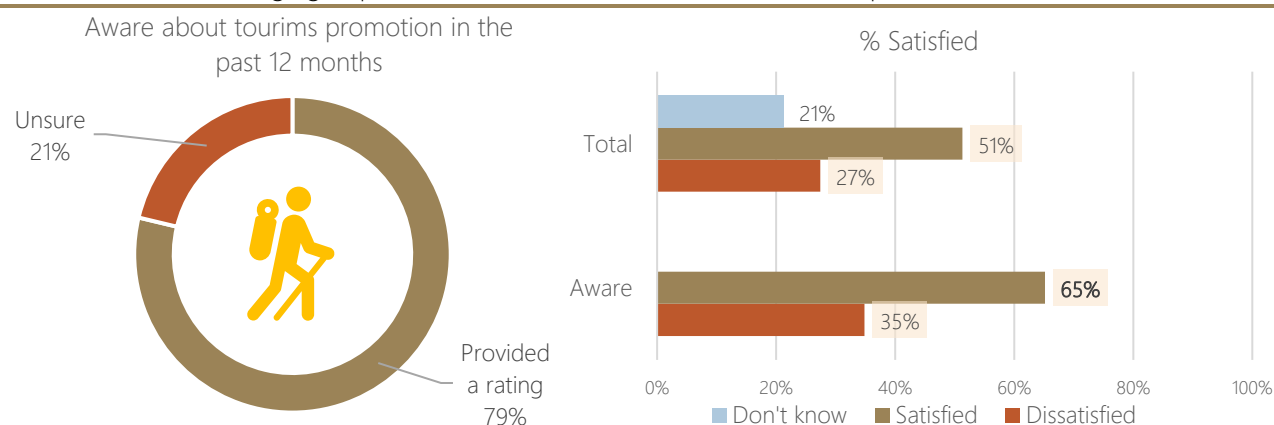
Note: small sample sizes within groups, estimates of results may not be statistically reliable due to the high margins of error

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Tourism promotion

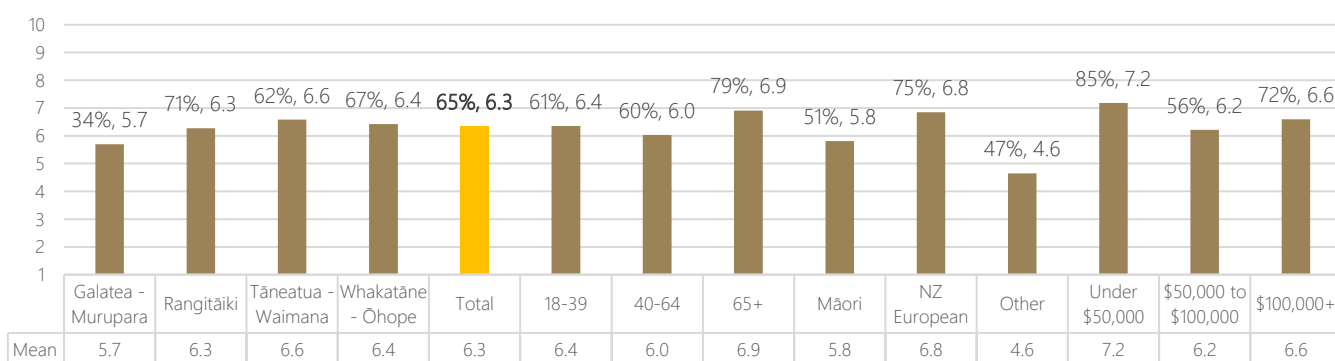


- In 2020, 79% of residents provided a rating in relation to Council's support of tourism promotion, and two-thirds of these residents were satisfied with this (65%).
- This result was down compared to 88% in 2019.
- There were no significant differences between wards or residents' age groups.
- Residents with an aggregated income under \$50,000, and NZ European, were more likely to provide higher ratings.
- Perceptions of tourism promotion may have been affected by the national lockdown (and subsequent New Zealand restriction) and the 2019 Whakaari / White Island eruption.



Generally aware only

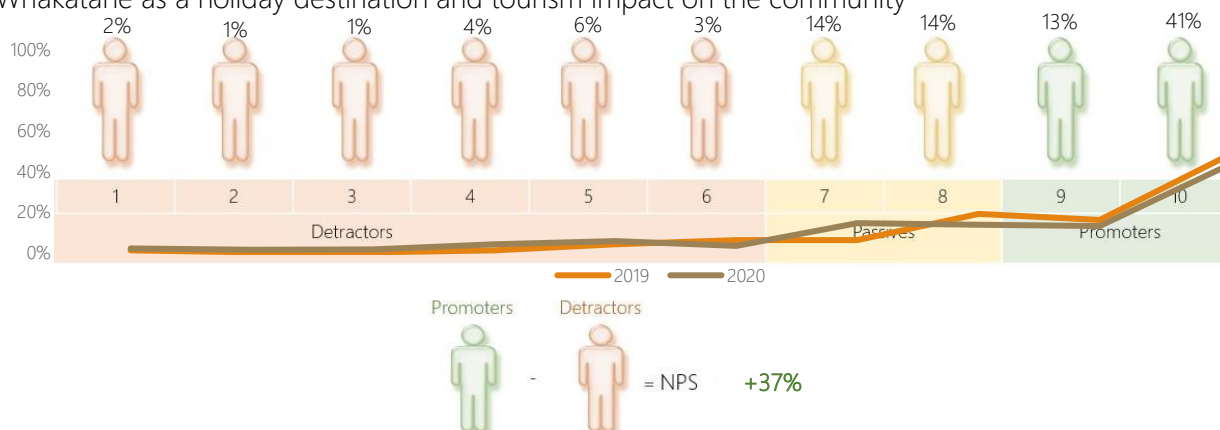
Overall satisfaction by ward, age, ethnicity and income (% satisfied and average scores)



Note: some changes in 2020 as a result of differences in scale, data collection methods and analysis

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Whakatāne as a holiday destination and tourism impact on the community



- Overall, residents were very likely to recommend Whakatāne District as a holiday destination; more than half (54%) of provided ratings were top scores of 9 and 10. The anecdotal NPS* was highly positive at +37%, which was greater than recommendation for the Whakatāne District as a place to live (+0.3%).
- Residents from Tāneatua-Waimana and Whakatāne-Ōhope wards were more likely to provide positive (6 and above) ratings.
- 79% of residents in the Whakatāne District believed that tourism has a positive impact on the community (similar to 82% in 2019).

The tourism sector has a positive impact on the community

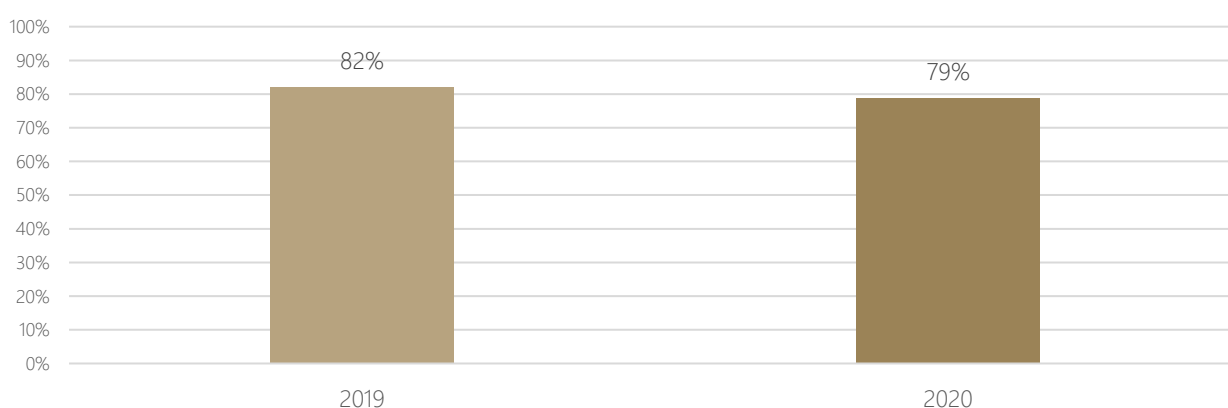
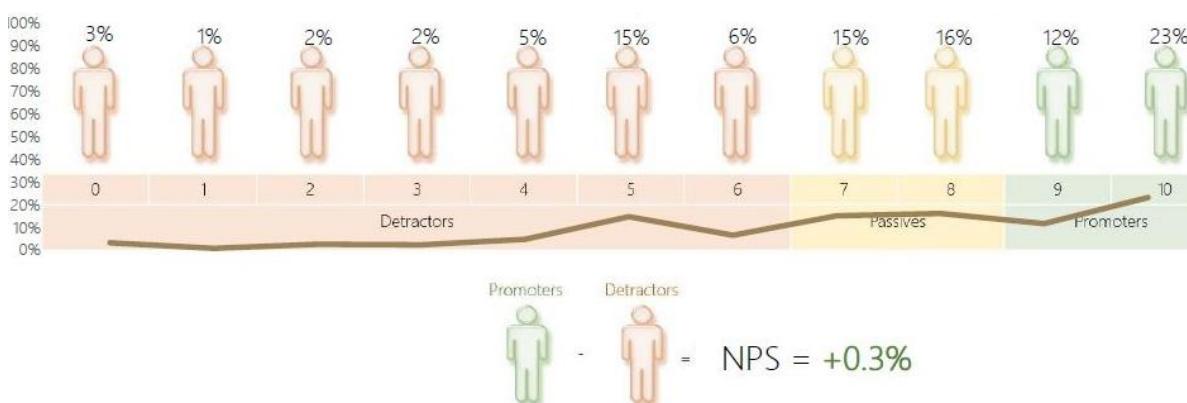


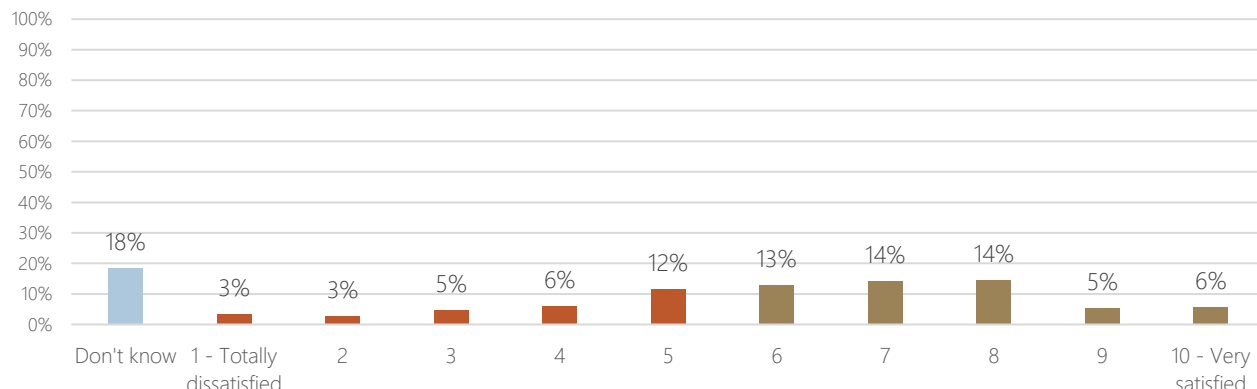
Figure 1 Anecdotal comparison to the 2020 Wellbeing Survey

Likelihood of recommending the Whakatāne District as a place to live



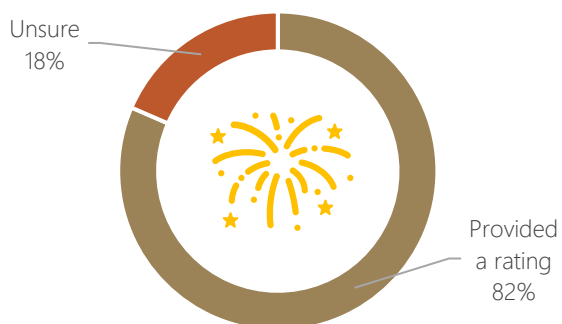
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Efforts to enable and promote events

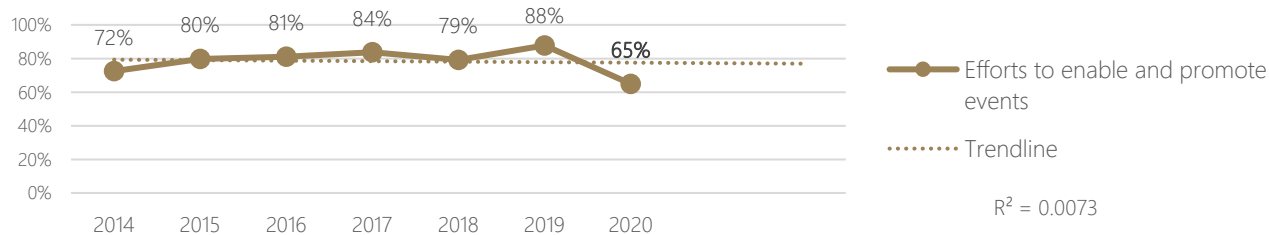
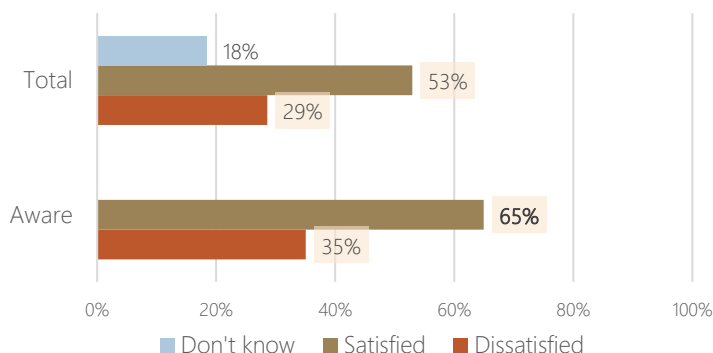


- In 2020, 82% of residents provided a rating in relation to Council's efforts to enable and promote events, and 18% were unsure.
- Two-thirds of residents (65%) who provided a rating were satisfied with this activity (88% in 2019).
- Residents from Tāneatua-Waimana (6.4) and Whakatāne-Ōhope (6.5) wards were more likely to feel positive about Council's efforts to enable and promote events. Māori residents, on average, provided lower ratings.
- Perceptions of event promotion may have been affected by the national lockdown and subsequent restrictions on large gatherings and event.

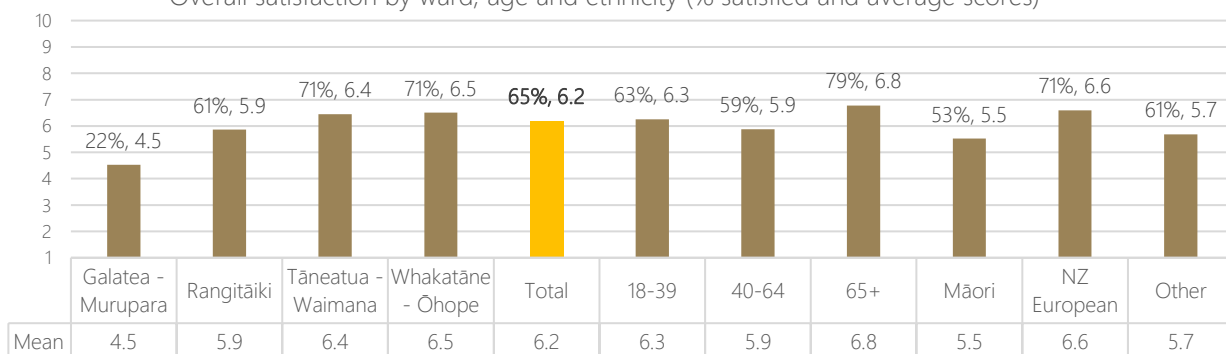
Aware about events promotion in the past 12 months



% Satisfied



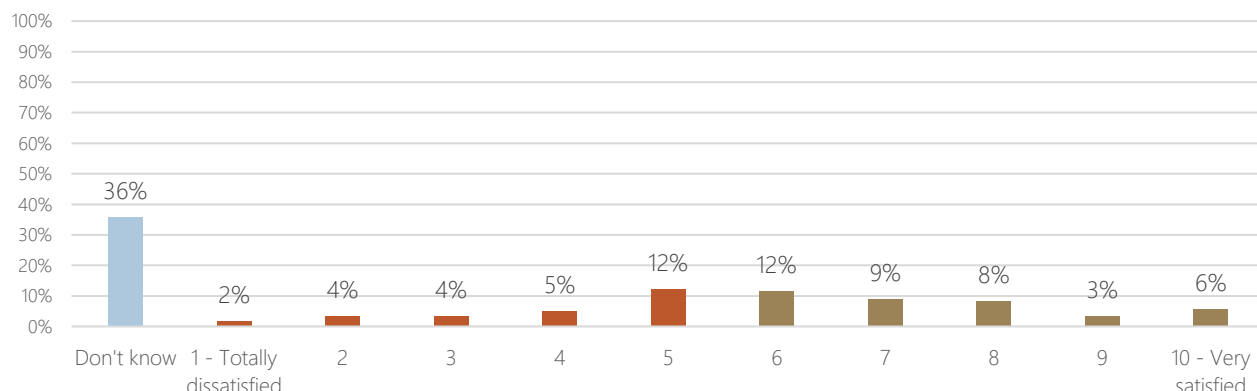
Overall satisfaction by ward, age and ethnicity (% satisfied and average scores)



Note: some changes in 2020 as a result of differences in scale, data collection methods and analysis

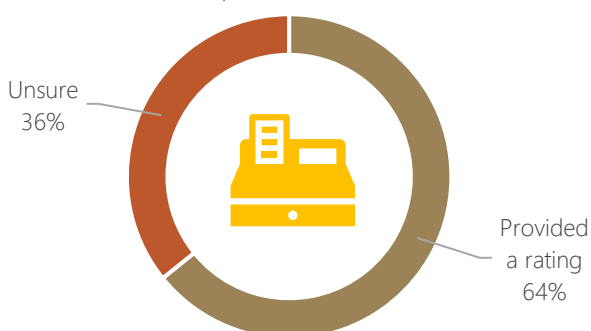
SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Business promotion

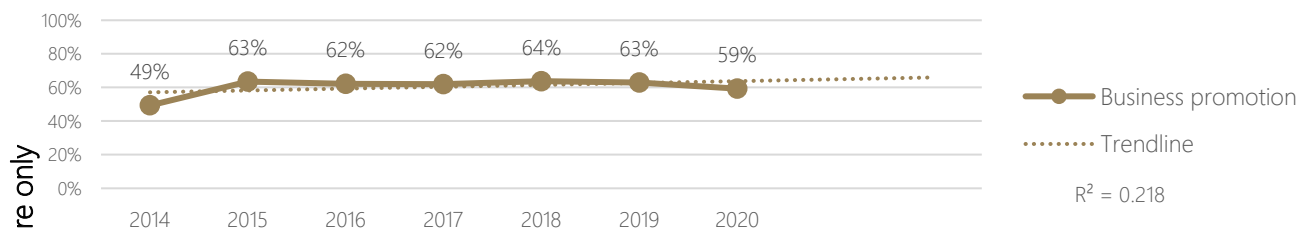
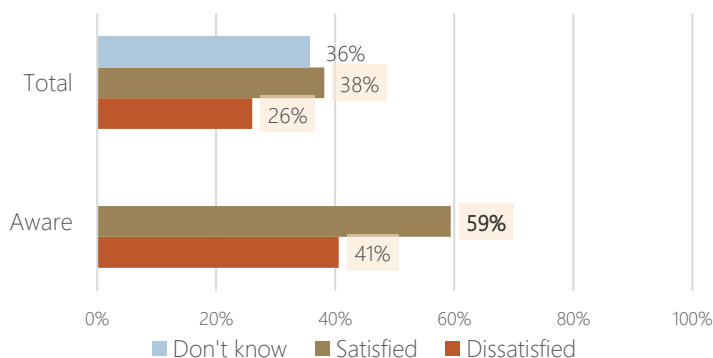


- Overall, around one-third of residents were unfamiliar with Council's actions to promote businesses in the District (36%).
- 59% of residents who provided a rating were satisfied with Council's efforts to attract and expand businesses (similar to 63% in 2019).
- Older residents aged 65+, residents with an aggregated income \$50,000 and under, and NZ European, were more likely to provide higher ratings.
- This was the service area residents considered most in need of more Council spending.

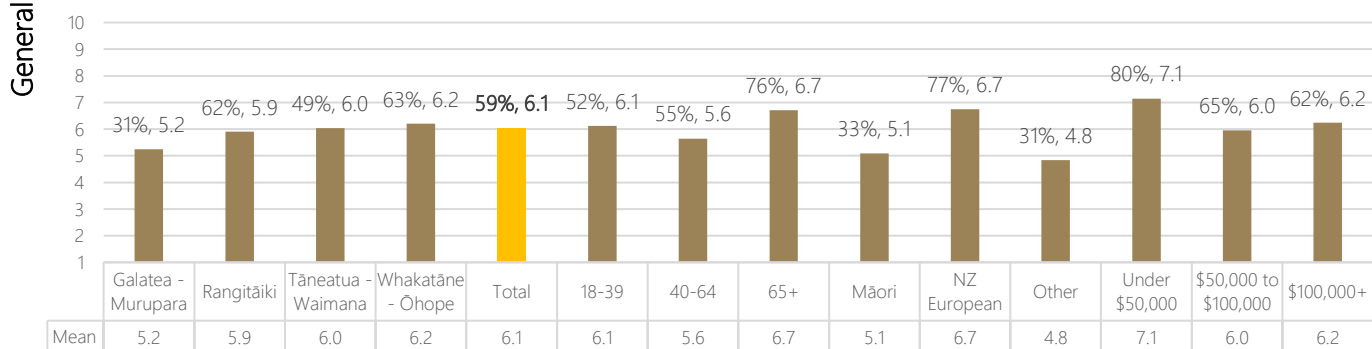
Aware about business promotion in the past 12 months



% Satisfied



Overall satisfaction by ward, age, ethnicity and income (% satisfied and average scores)

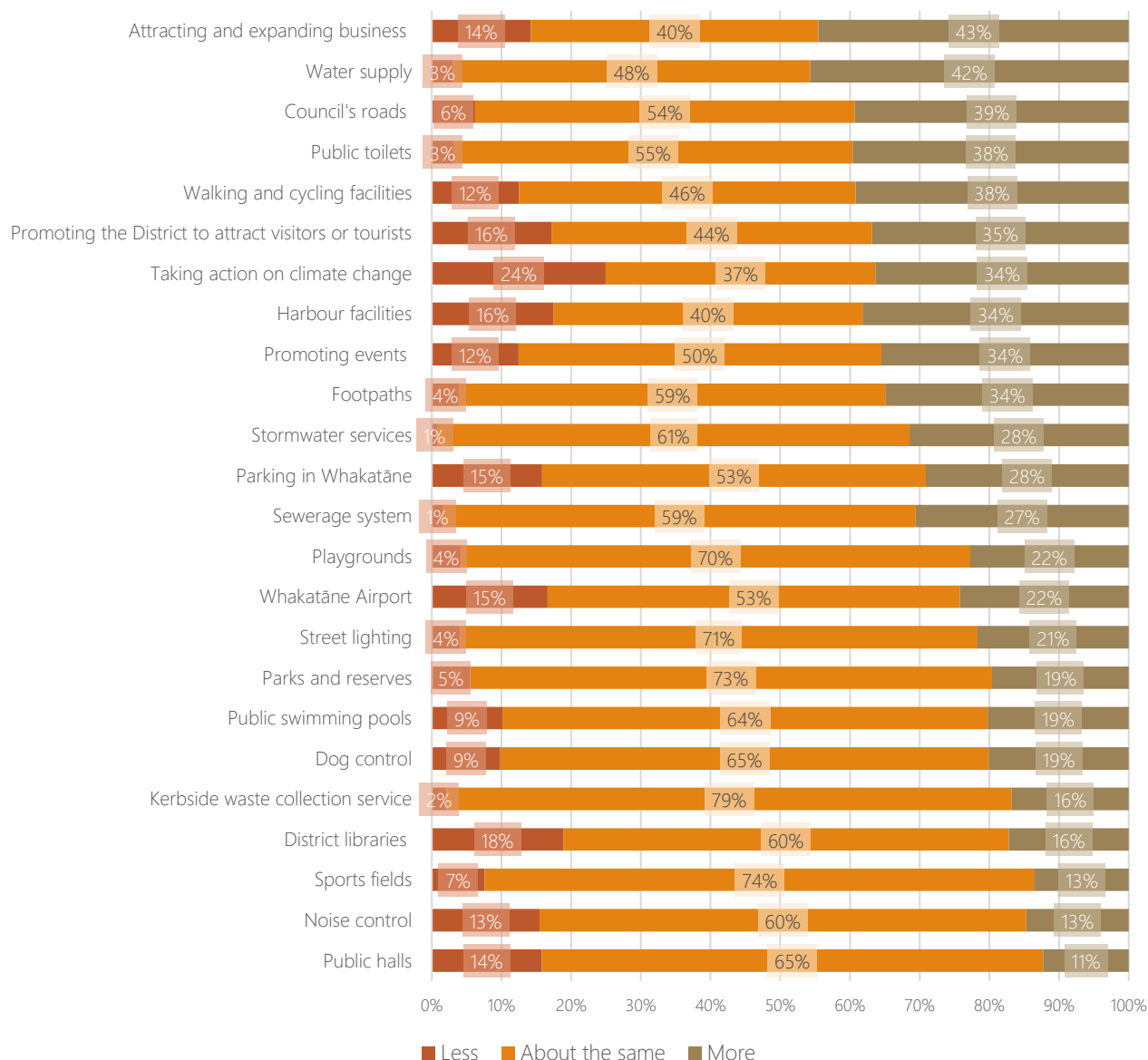


Note: some changes in 2020 as a result of differences in scale, data collection methods and analysis

n=295 (aware n=190).

SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

Spending priorities

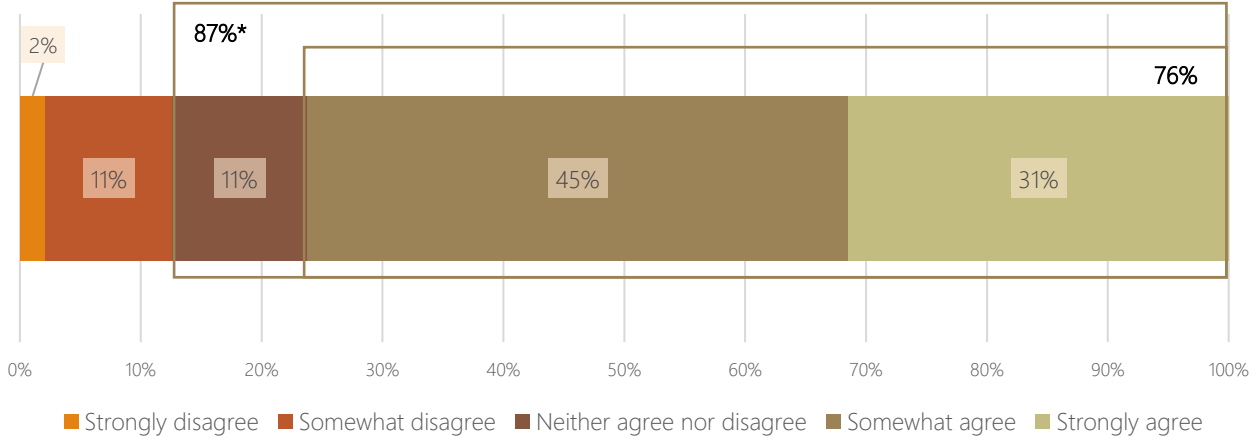


- In 2020, residents were asked which services/facilities they would like to see more, about the same or less Council funds spent.
- The top-two identified areas for more spending were business promotion (43% said 'more') and water supply (42%), followed closely by roads (39%), toilets (38%), and walking and cycling facilities (38%).
- An additional n=101 residents provided 'Other' suggestions, the most mentioned being 'Roads/Bridge/Infrastructure', at 30%.
- Residents from Galatea-Murupara (44%), Rangitāiki (48%) and Tāneatua-Waimana (49%) wards were more likely to name roads as an area where Council could spend more.
- Street lighting (43%), dog control (41%) and noise control (36%) were considered greater spending priorities in Galatea-Murupara ward.
- One-quarter of residents (24%) stated that 'Taking action on climate change' should receive less Council's investment. However, 34% believed this needs more funding.

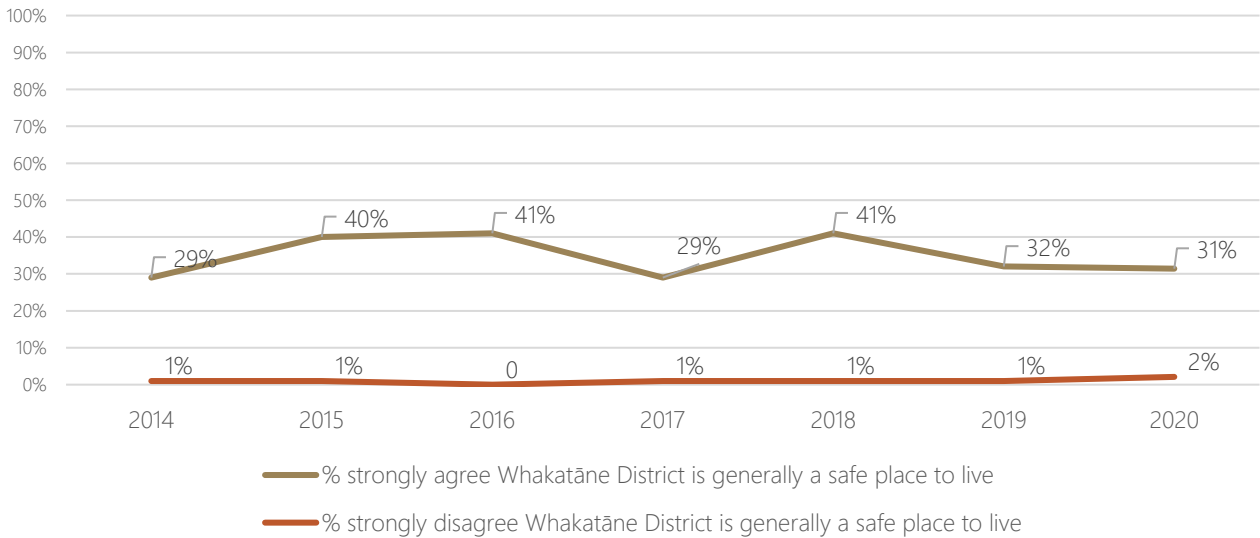
SAFETY

Perception of safety in the District

Overall, I feel Whakatāne District is generally a safe place to live



- Overall, 87% of residents felt that the Whakatāne District is generally a safe place to live, to some extent; 31% strongly agreed they feel safe (32% in 2019).
- Only 2% of residents strongly disagreed this was a safe place to live (1% in 2019).
- The perceptions of safety varied by ward and age.
- Older residents aged 65+ were more likely to agree the District is a safe place to live (85%).
- Fewer Galatea-Murupara residents (6%) found it unsafe to live.

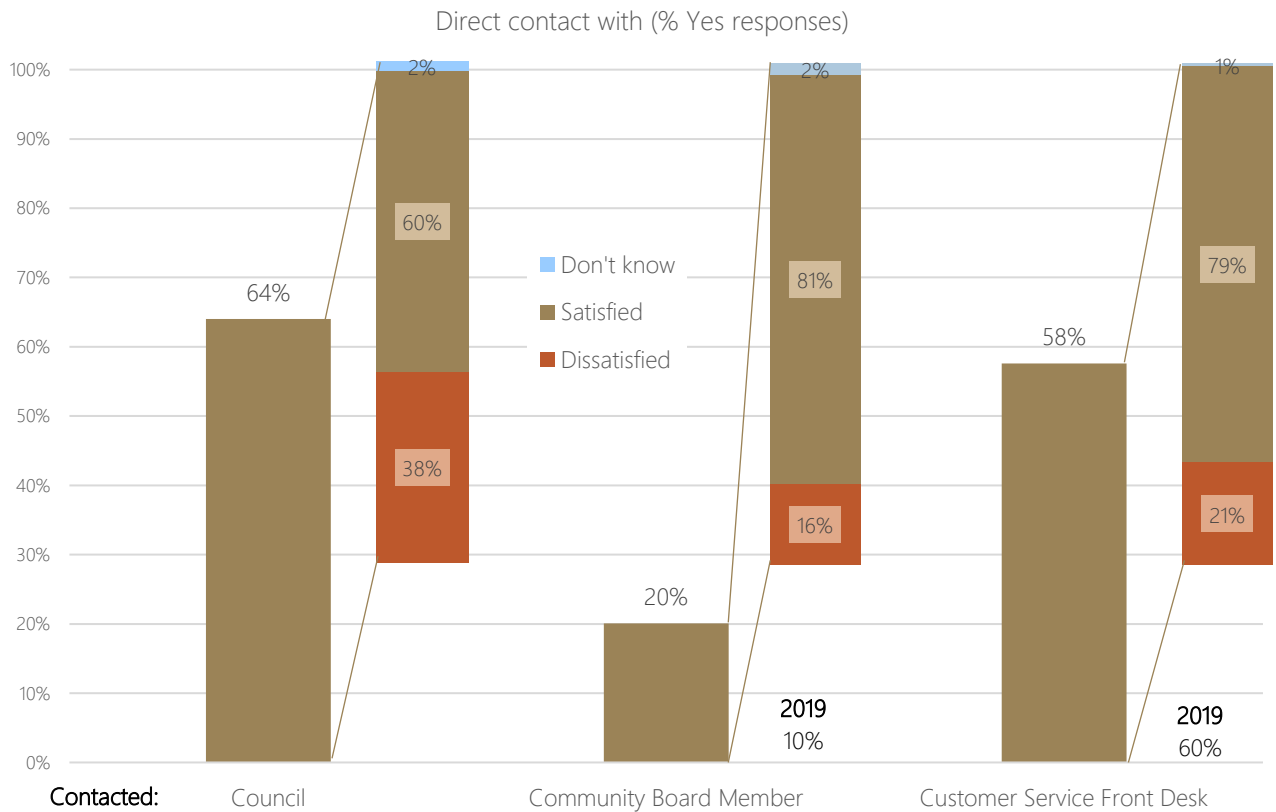


Ward	%Disagree	%In the middle	%Agree
Galatea - Murupara	6%	25%	69%
Rangitāiki	16%	17%	67%
Tāneatua - Waimana	12%	3%	86%
Whakatāne - Ōhope	12%	8%	80%

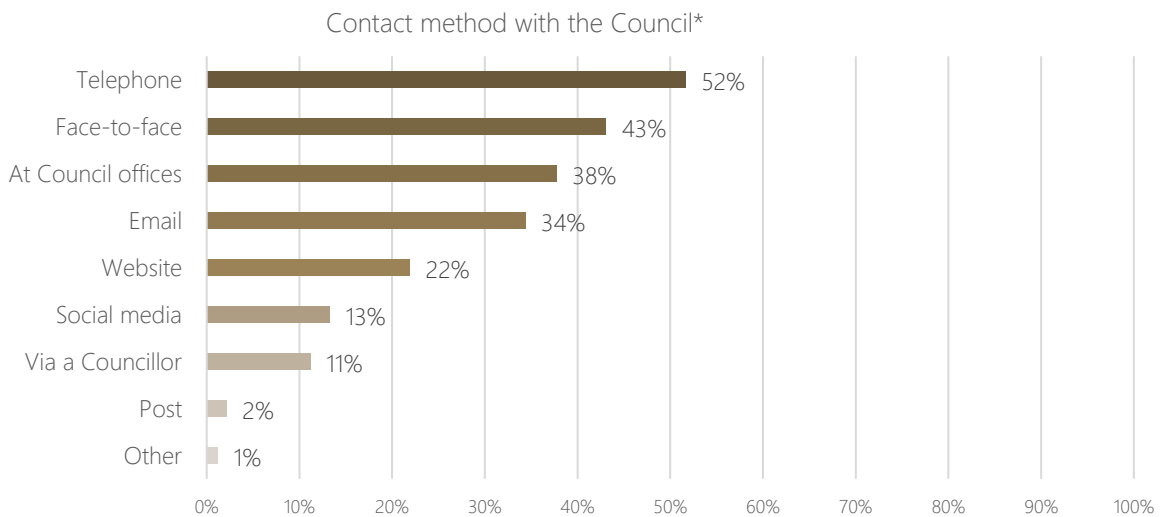
Age	%Disagree	%In the middle	%Agree
18-39	19%	6%	75%
40-64	10%	18%	73%
65+	9%	6%	85%

CONTACT WITH COUNCIL

Contacted the Council, a community board member or customer service front desk in the past 12 months

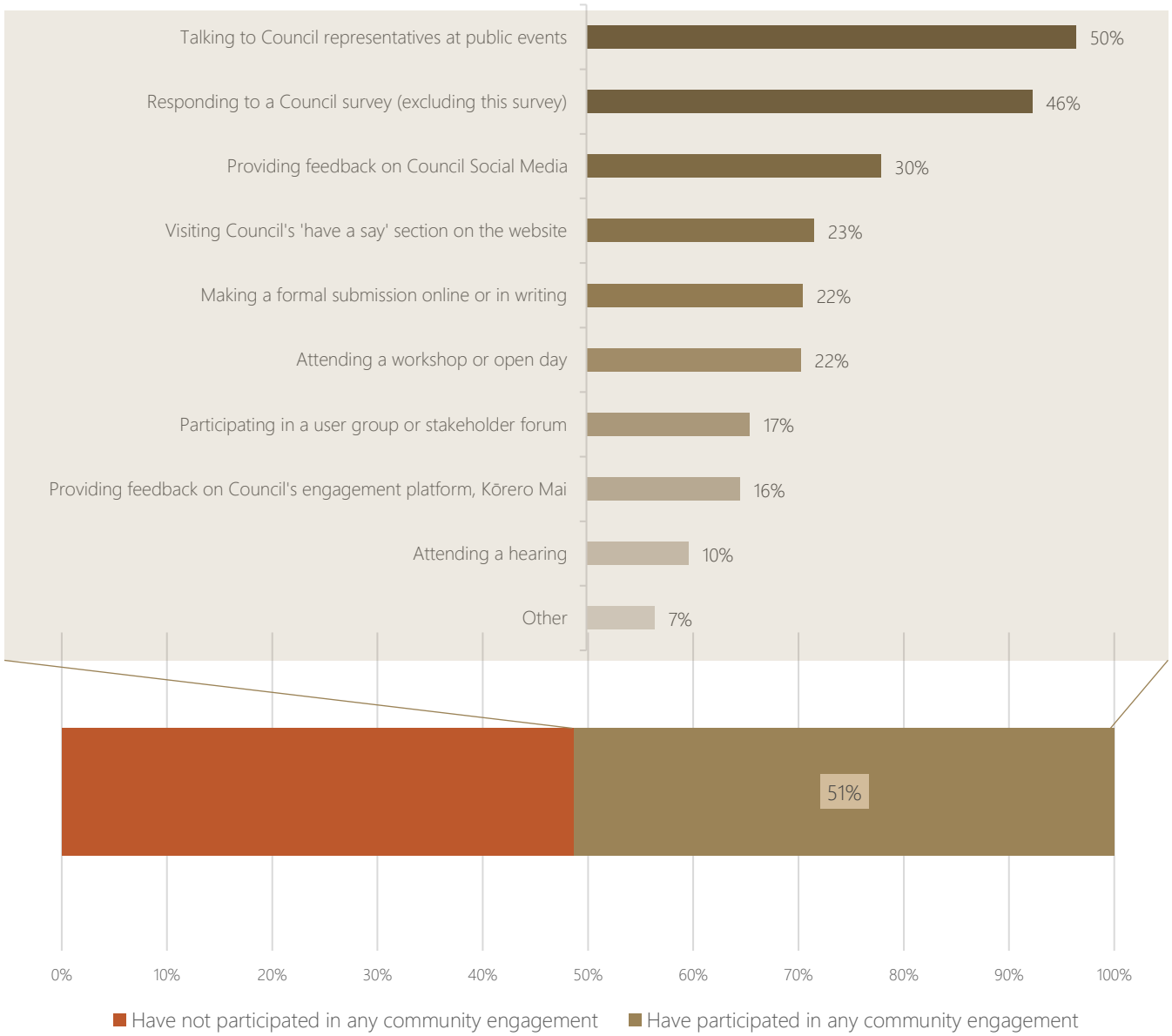


- Overall, almost two-thirds of residents (64%) stated they had contacted the Council in the past 12 months. The top-two contact methods were 'Telephone' (52%) and 'Face-to-face' (43%).
- Homeowners were more likely to contact the Council (67%) than were renters (37%). Younger residents (18-39) preferred to contact the Council by email (55%).
- 60% of residents who had contacted the Council were satisfied with this contact. Whakatāne-Ōhope residents were most likely to be satisfied (68%)
- 20% of residents reported contacting a Community Board Member (10% in 2019), and 58% had contacted the customer service front desk (60% in 2019).
- Tāneatua-Waimana residents were more likely to contact a Community Board Member (49%), and Whakatāne-Ōhope residents (65%) were more likely to contact customer services.
- 8-in-10 residents were satisfied with their contact with a Board Member (81%) and customer service (79%).



COMMUNICATION AND COMMUNITY ENGAGEMENT

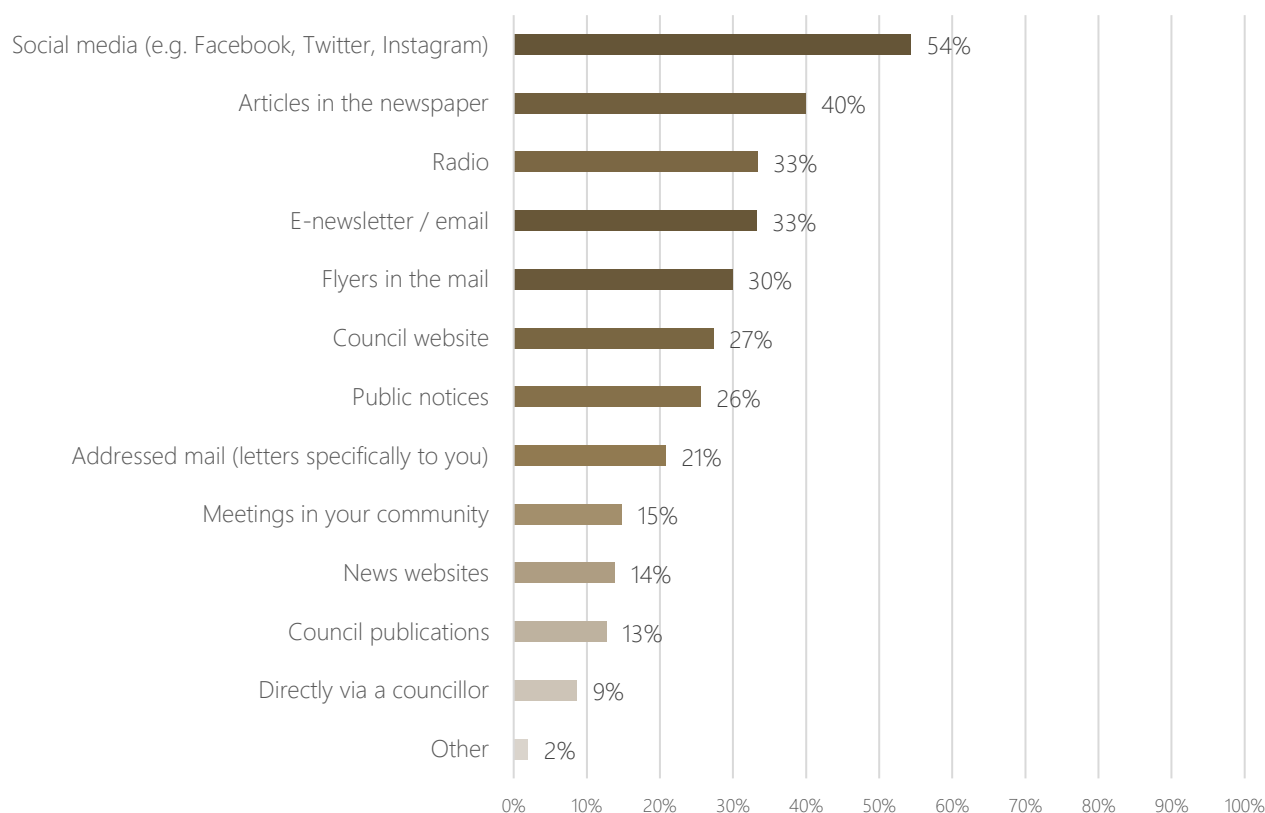
Community engagement



- Overall, half of residents (51%) reported taking part in community engagement of some kind.
- 5-in-10 residents reported talking to Council representatives at public events (50%) or responding to a Council survey (46%). The same two processes were most mentioned in 2019.
- 49% of residents stated they had not engaged in any Council processes in the past 12 months; this percentage was greater amongst older residents (65+).

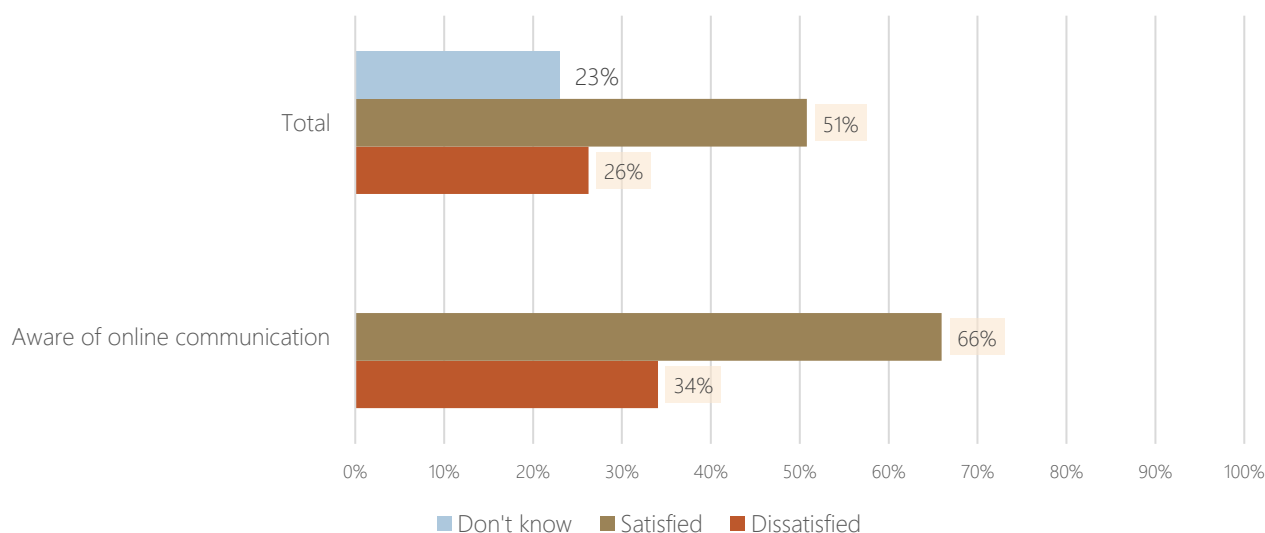
COMMUNICATION AND COMMUNITY ENGAGEMENT

Preferred method of communication



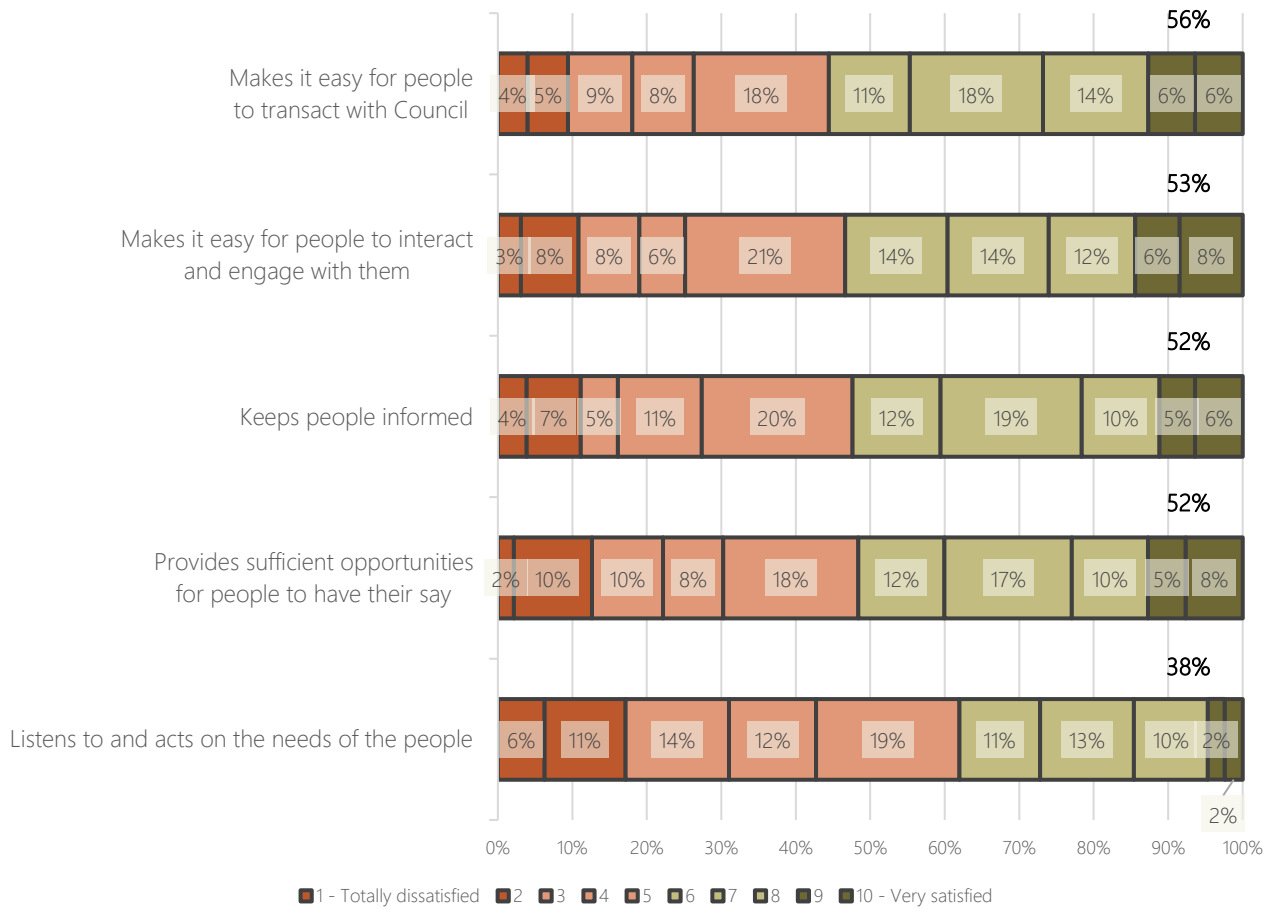
- In 2020, 'Social media' was the top cited method of Council communication; 54% of residents preferred this method.
- This was by far the preferred method (81%) amongst younger residents (18-39).
- Residents aged 65+ preferred traditional media including 'Articles in the newspaper' (59%) and 'Flyers' (42%).
- 66% of residents who had been aware of online communications from Council were satisfied with provision of online services and information (73% in 2019).
- Younger residents, and residents from Whakatāne – Ōhope, were more likely to be satisfied with online services.

How satisfied or dissatisfied are you with provision of online services and information?



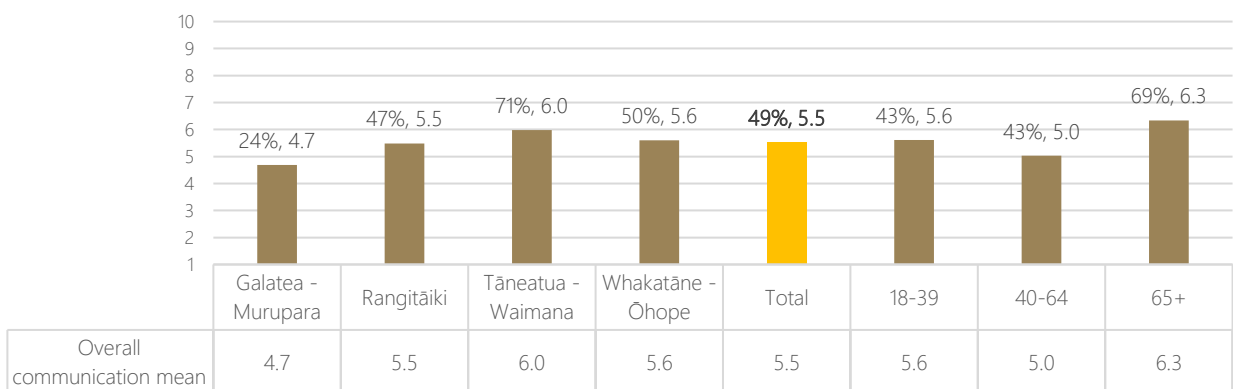
COMMUNICATION

Communication with residents



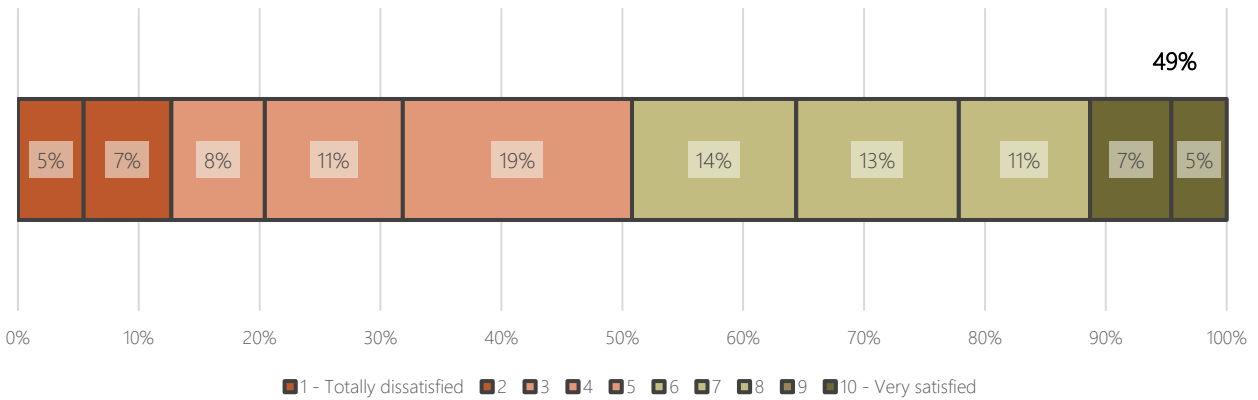
- In 2020, residents were asked to provide their feedback about Council’s communication with residents and ratepayers.
- About 6-in-10 residents (56%) were satisfied with ‘Makes it easy for people to transact with Council’.
- Whakatāne-Ōhope residents provided higher ratings for ‘Makes it easy for people to transact with Council’.
- On average, residents aged 40-64 were the least satisfied with Council’s communication across all 5 statements.
- The lowest satisfaction overall was recorded for ‘Listens to and acts on the needs of the people’ (38%).

Overall satisfaction by ward and age (% satisfied and average scores)

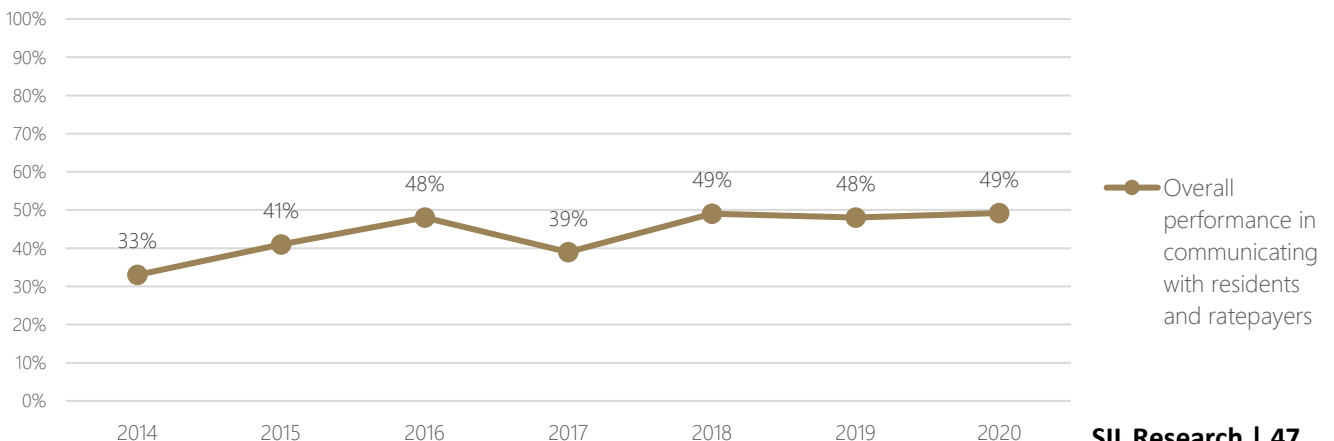
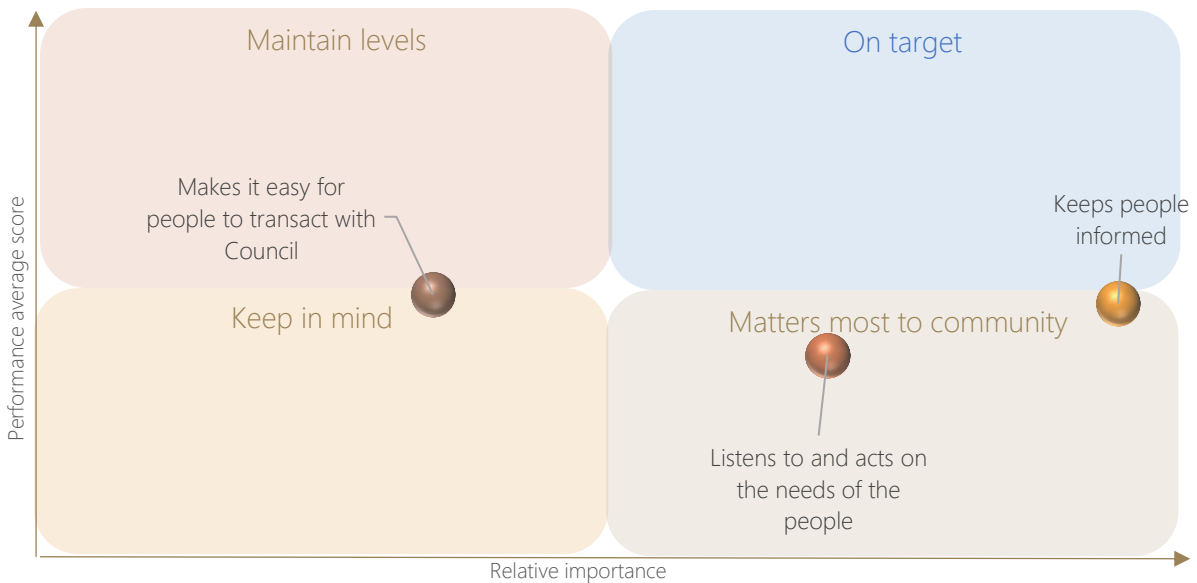


COMMUNICATION

Overall satisfaction with performance in communicating with residents and ratepayers

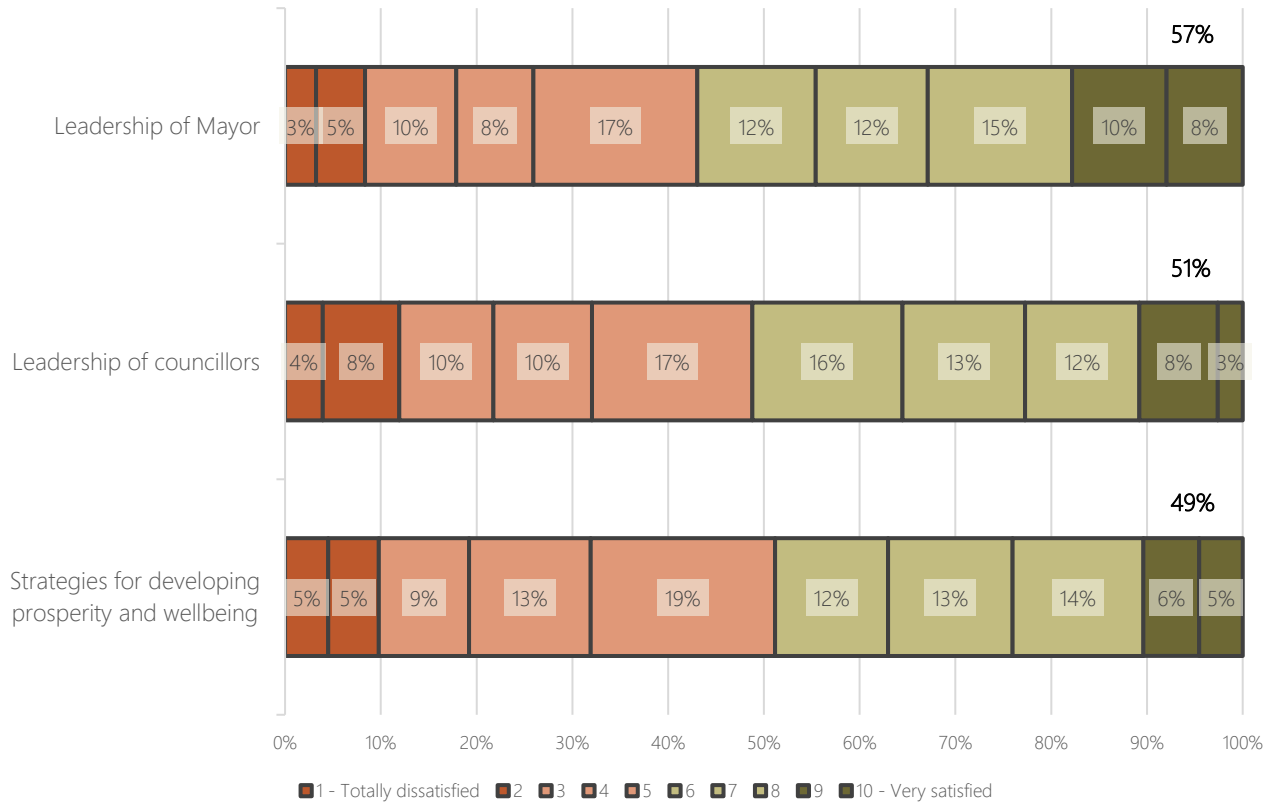


- Overall, 49% of residents were satisfied with Council’s performance in communication and consultation with the public (48% in 2019).
- Three statements relating to communication provided a significant contribution towards overall satisfaction.
- Two of these statements exhibited higher relative importance (*‘Keeps people informed’* and *‘Listens to and acts on the needs of the people’*). Both areas would benefit from further improvement to increase resident performance ratings.



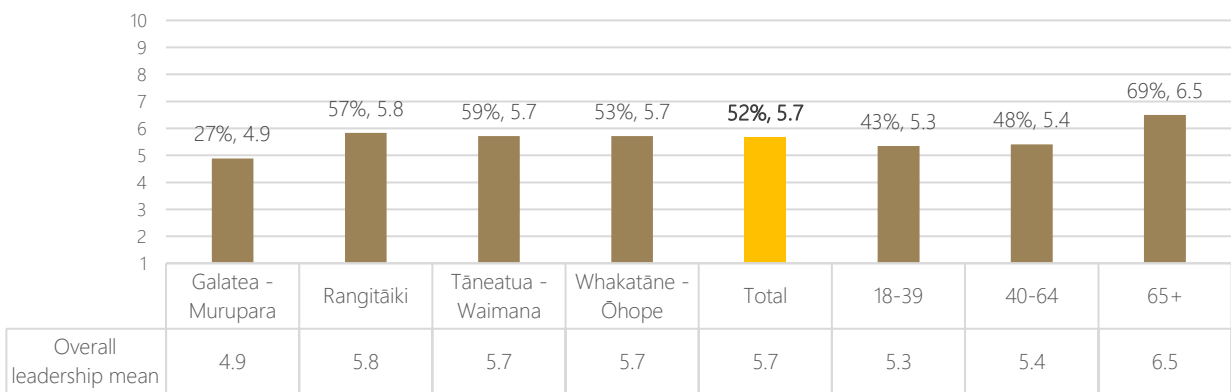
COUNCIL LEADERSHIP

Performance in terms of Council leadership



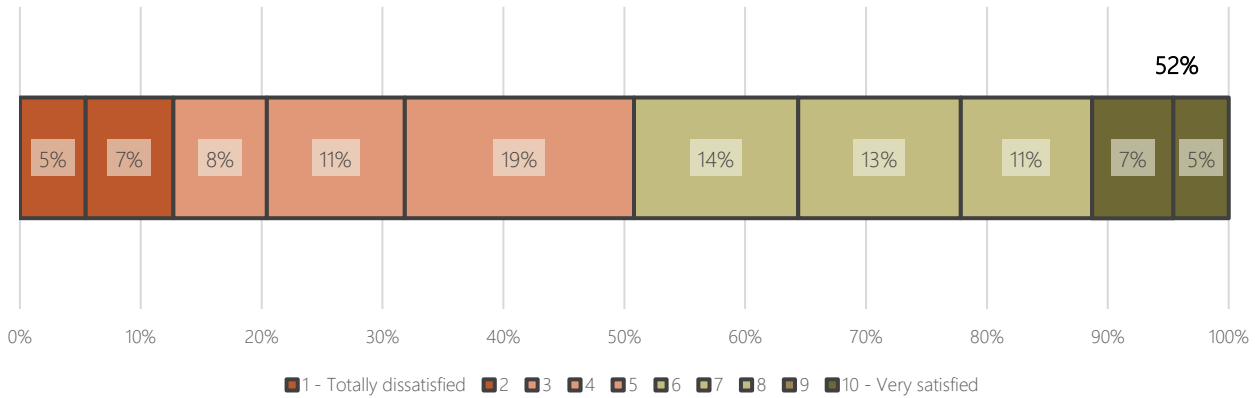
- In 2020, around 5-in-10 residents were satisfied with leadership of the Mayor (57%) and Councillors (51%), and strategies for developing prosperity and wellbeing (49%).
- On average, older residents (65+) provided higher ratings across all three statements.

Overall satisfaction by ward and age (% satisfied and average scores)

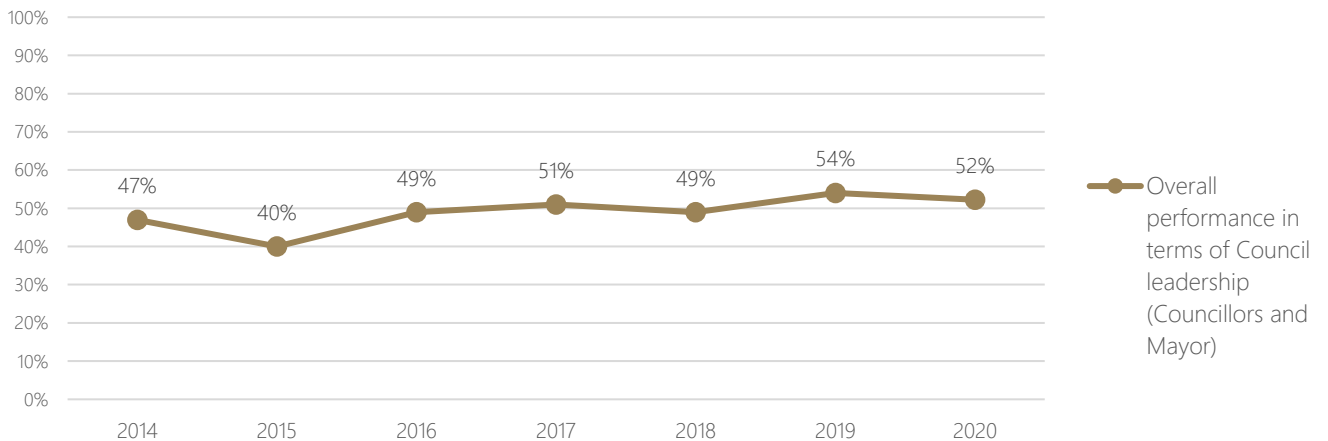
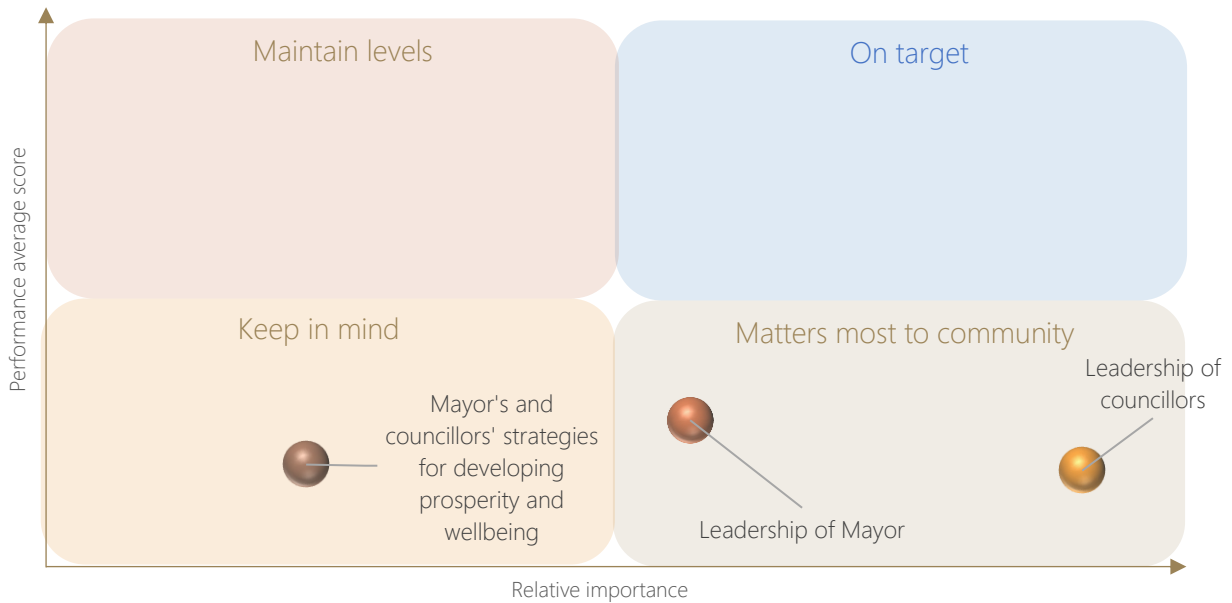


COUNCIL LEADERSHIP

Overall satisfaction with Council leadership

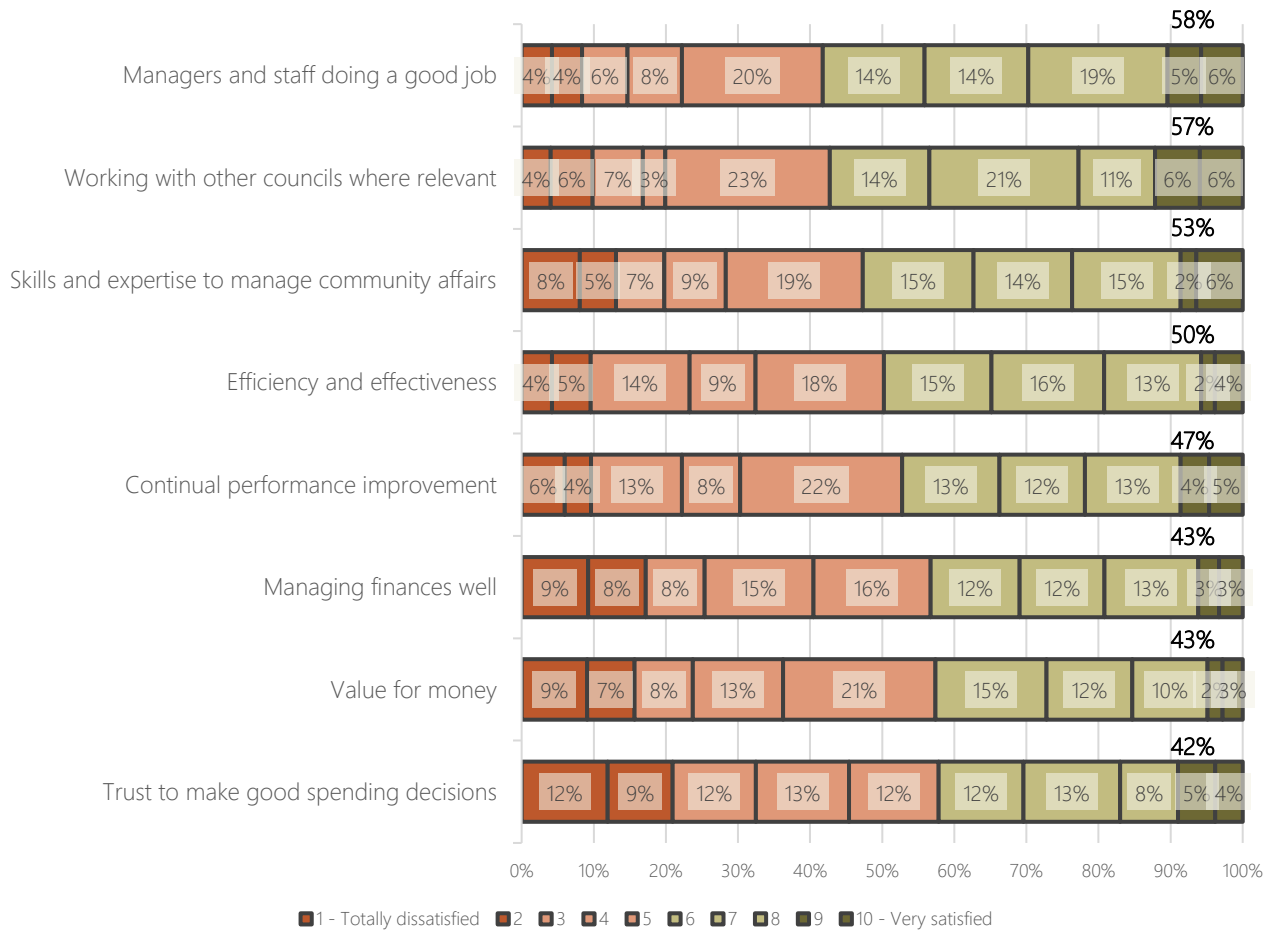


- Overall, satisfaction with Council’s leadership was 52% in 2020; this has been consistent over time (54% in 2019).
- Residents aged 65+ were significantly more satisfied with Council leadership.
- Leadership of Councillors and Mayor had higher relative importance and could benefit from further improvement to increase resident perceptions of performance.



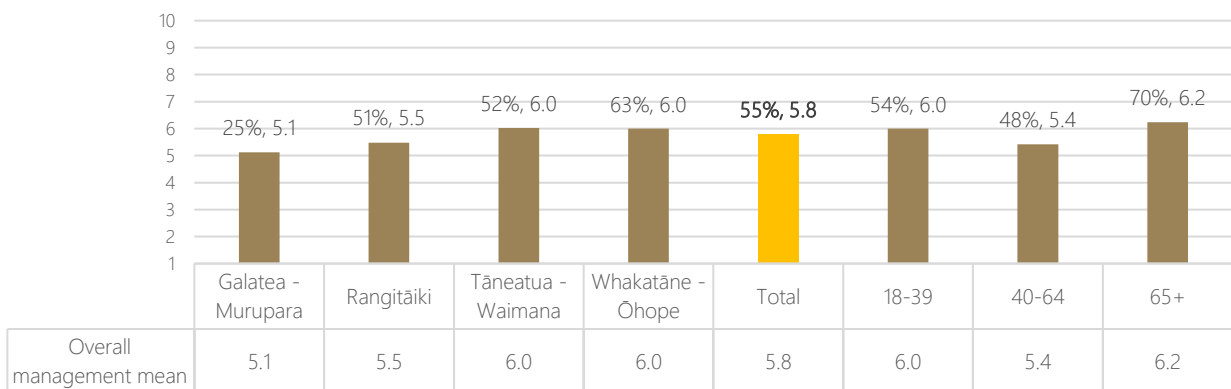
MANAGEMENT

Managing day-to-day business



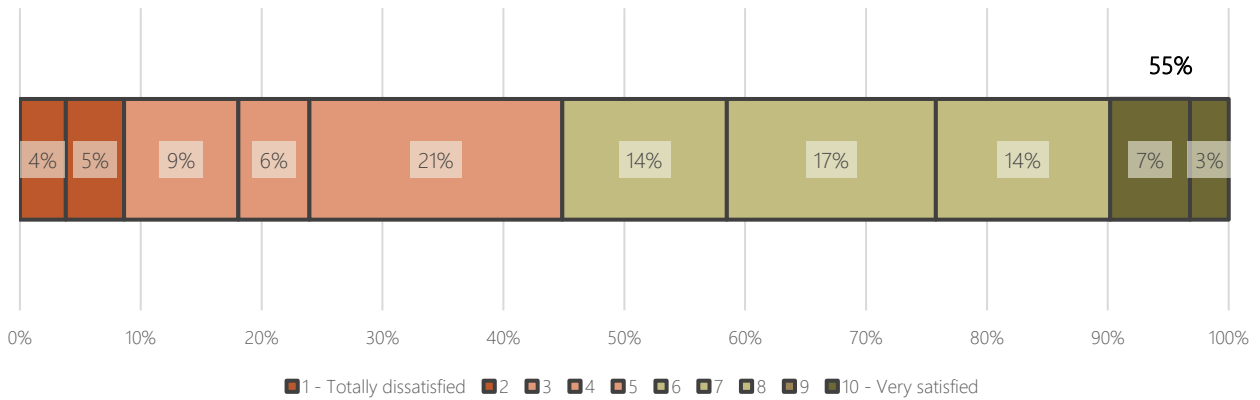
- Residents were most satisfied with managers and staff doing a good job; 58% rated this 6 or above (56% in 2019).
- Concurrently, fewer residents trusted WDC's financial management, particularly to make good spending decisions (42%).
- On average, older residents (65+) provided higher ratings of trust to make good spending decisions.
- Residents aged 40-64 were the least satisfied with 'Managers and staff doing a good job'.

Overall satisfaction by ward and age (% satisfied and average scores)

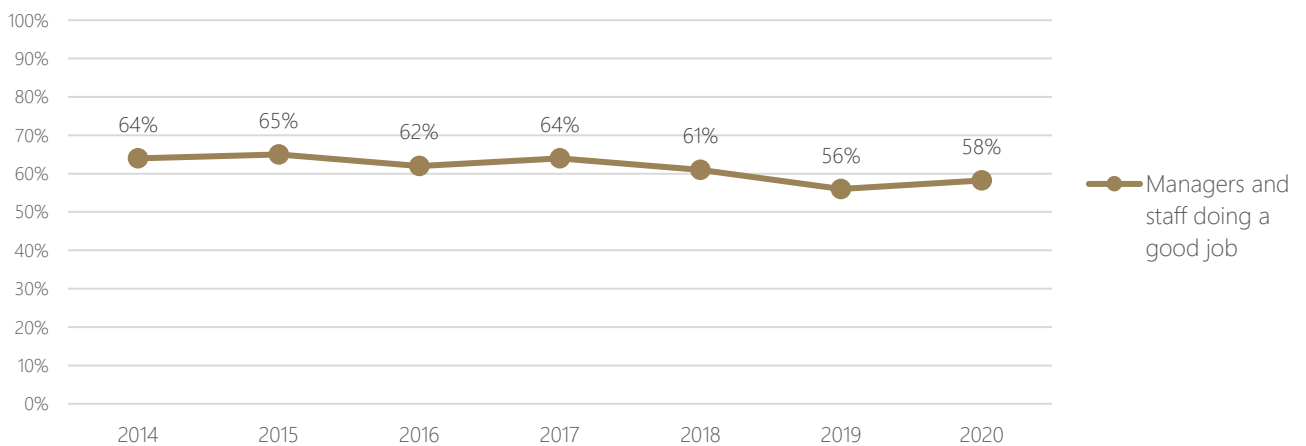
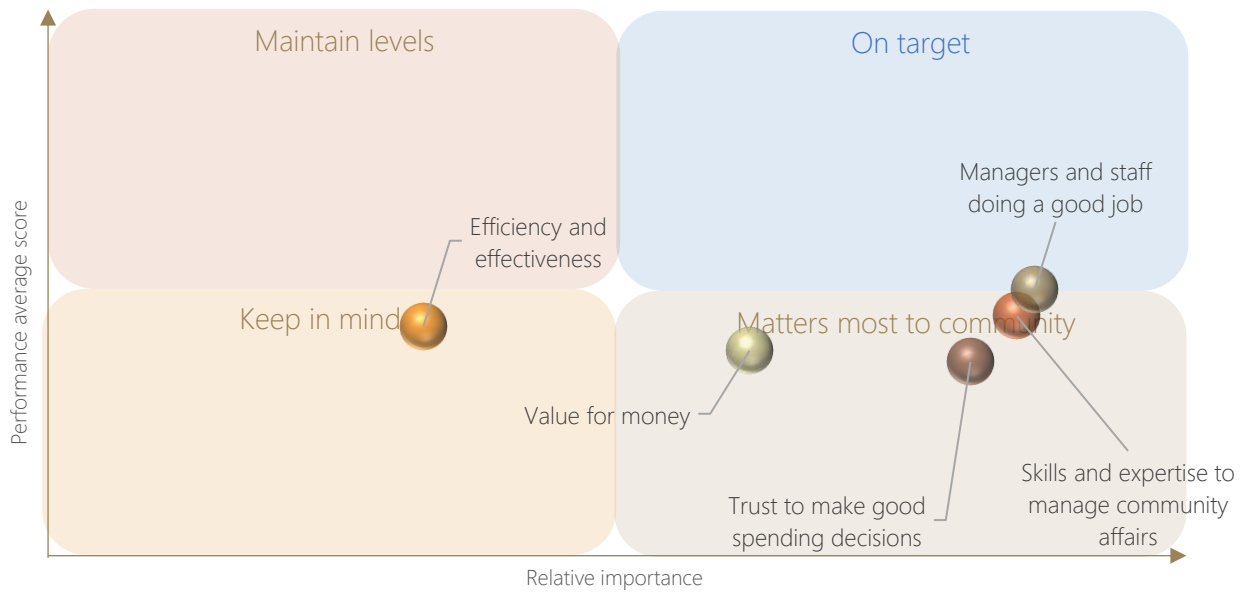


MANAGEMENT

Overall satisfaction with performance in managing day-to-day business

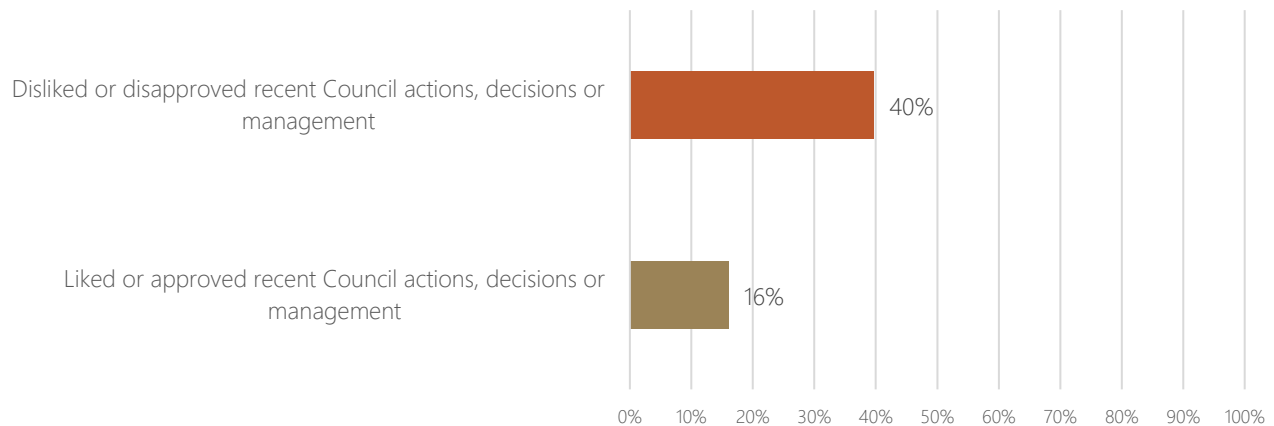


- 55% of residents provided high ratings (6 or above) for Council's overall management of day-to-day business.
- Residents aged between 40 and 64 were significantly less satisfied with this performance.
- Gaining trust to make good spending decisions, increasing skills and expertise to manage community affairs, and value for money, could improve residents' overall satisfaction.

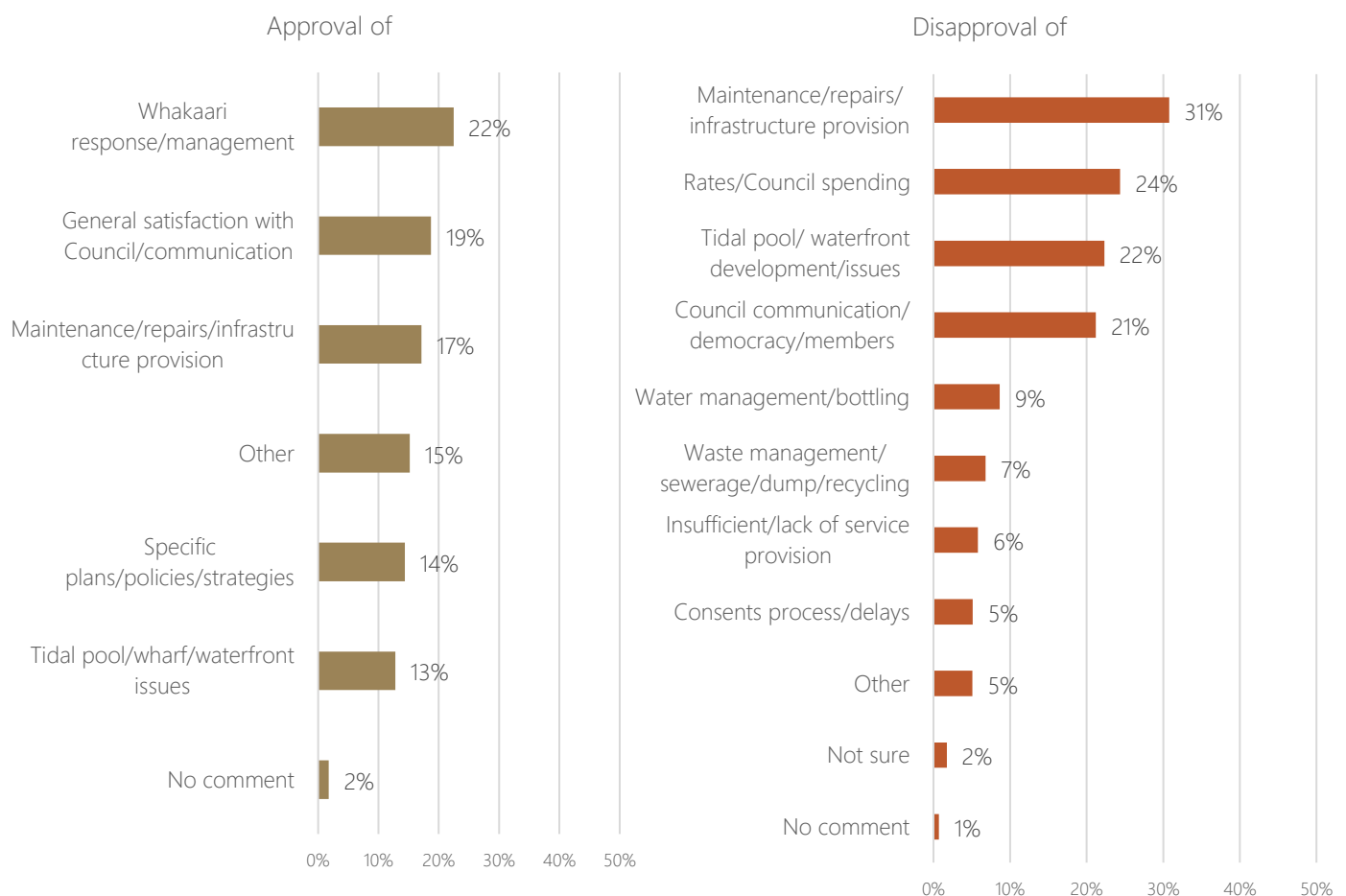


POLICY AND DIRECTION

Council policy and direction approval or disapproval



- Overall, 16% of residents recalled a recent Council action, decision, or management experience they approved of (40% in 2019).
- The main action that residents approved of was the 'Whakaari response/management' (22%).
- More residents aged 65+ liked or approved recent Council's action (27%).
- 40% of residents recalled a recent action, decision, or management experience they disapproved of (50% in 2019).
- More residents from Whakatāne-Ōhope and Rangitāiki wards disapproved of Council actions.



APPENDIX

Survey participants

	Frequency	Percent
18-39	96	32
40-64	133	44
65+	71	24
Total	300	100

	Frequency	Percent
Female	155	52
Male	144	48
Other	1	0
Total	300	100

	Frequency	Percent
Other	246	82
Owned	35	12
Rented	8	3
I'd rather not say	11	4
Total	300	100

	Frequency	Percent
Other	3	1
\$20,000 or less	9	3
\$20,001-\$30,000	16	5
\$30,001-\$50,000	35	12
\$50,001-\$70,000	35	12
\$70,001-\$100,000	48	16
\$100,001 or more	83	28
I'd rather not say	72	24
Total	300	100

	Frequency	Percent*
New Zealand European	213	72
Māori	101	34
Pacific people	6	2
Asian	4	1
Middle Eastern, Latin American or African	4	1
Other	9	3
New Zealander/Kiwi	7	2
Total	294	100

* Multiple response question

Survey results comparison between 2019 and 2020 (total and users*)

Services	2019 Total	2020 Total	2019 Users	2020 Users
Parks or reserves	90%	82%	94%	87%
Walking and cycling facilities in the District	89%	71%	93%	80%
Playgrounds	82%	68%	90%	82%
Sports fields	82%	69%	89%	88%
Public swimming pools	74%	48%	86%	74%
Whakatāne Exhibition Centre	72%	43%	94%	89%
Public halls	71%	45%	82%	78%
Public toilets	65%	54%	74%	64%
Whakatāne Museum and Research Centre	47%	39%	84%	61%
Libraries in the District	83%	69%	93%	95%
Harbour facilities	77%	48%	90%	72%
Whakatāne crematorium facility	55%	34%	93%	90%
Cemeteries overall	74%	53%	96%	80%
Kerbside waste collection service	88%	79%	91%	87%
Refuse transfer station facilities	78%	66%	92%	84%
Water supply overall	81%	63%	89%	73%
Quality of drinking water	64%	58%	72%	68%
Stormwater services	64%	49%	75%	67%
Sewerage system	69%	51%	88%	76%
Council roads overall	81%	58%	82%	60%
Safety of Council roads	80%	60%	82%	63%
Parking in Whakatāne	77%	63%	83%	66%
Street lighting	72%	68%	77%	75%
Footpaths	70%	61%	74%	64%
Noise control	70%	28%	66%	31%
Dog control	68%	41%	57%	58%
Tourism promotion	83%	51%	88%	65%
Efforts to enable and promote events	79%	53%	88%	65%
Business promotion	51%	38%	63%	59%

*The term 'user' refers to a resident who either used/visited Council's service/ facility or was generally aware of it.