

# Whakatane District Council Annual Residents Survey 2004

June 2003

Prepared for the  
**Whakatane District Council**



Field work by **DigiPoll Ltd**  
Analysis by **International Research Consultants Ltd**

Phone: (09) 424 0516  
Fax: (09)-424 0581  
email: [John@internationalresearch.co.nz](mailto:John@internationalresearch.co.nz)

PO Box 354  
Silverdale  
Auckland,

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# Background

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## Background

The Whakatane District Council has a population of 32,814 residents (2001 Census) living in the 5 wards of the district.

## Objectives

The primary objective of the survey was to assess the level of satisfaction with Council services using a satisfaction scale. Where appropriate only users of each service were asked relevant questions. Respondents were also asked about their views on several topical issues.

# 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 April 2004. 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 56%. The 400 interviews were distributed between the five wards as requested by the Council.

	2003	Requested	2004 Actual
Whakatane	181	180	181
Ohope	41	40	40
Edgecumbe/Tarawera	102	105	105
Taneatua/Waimana	39	35	35
Murupara/Galatea	42	40	39
<b>Total</b>	<b>405</b>	<b>400</b>	<b>400</b>

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%

The measurement scale has been changed this reading to give the respondent greater flexibility in rating the service factors and facilities. The scale is 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 new 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 has changed from a 3 point scale used before 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 include in this reading is 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 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 = 0. 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. For the purposes of calculating a Satisfaction Index the results of such questions are presented as a weighted average (a score out of 100) with the following weights applied....

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 can not 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.

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

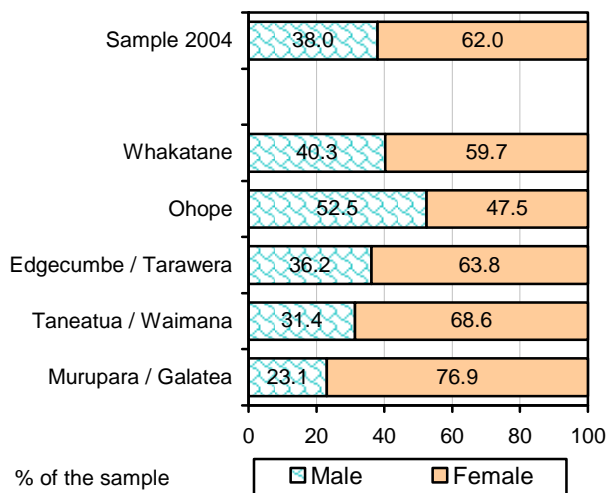
# Sample Profile

## Gender

The gender split is as expected with slightly more women than men in the sample, 62% vs. 38% for men.

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

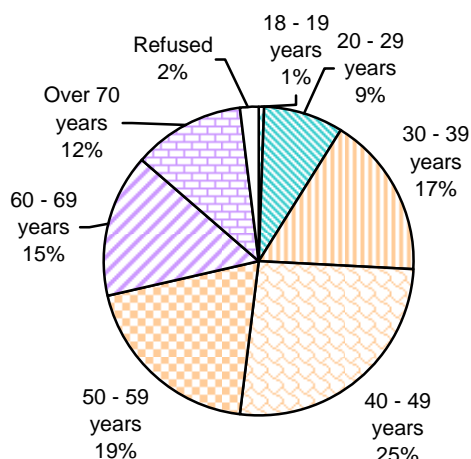
Ohope had a higher proportion of male respondents, 53% while there were a significantly higher proportion of female respondents from Murupara / Galatea.



## Age

The largest age segment of the sample was the 30 – 59 year age group, 61% followed by the over 60 age group, 27% and 10% in the under 30 age group.

The largest individual age segments are those aged 40 – 49 (25%) and those aged 50 – 59 with 19% of the sample. This was followed by 17% in the 30 – 39 age group and 15% in the 60 – 69 age bracket.



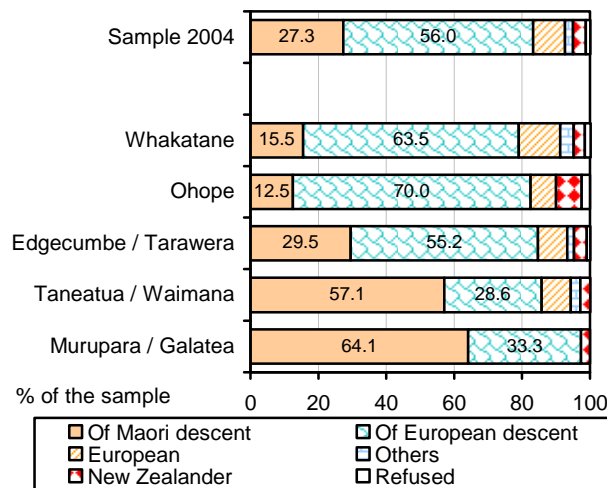
## Ethnicity

The chart opposite highlights the ethnic mix of the respondents.

Over half of the sample, 56% is New Zealanders of European descent with a further 9% being either European or from the British Isles.

The second largest grouping was those of Maori descent which accounted for 27% of the sample.

There was a small proportion of other ethnic groups being mentioned, 2%. A number of the respondents, 4% classified themselves only as New Zealanders.



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

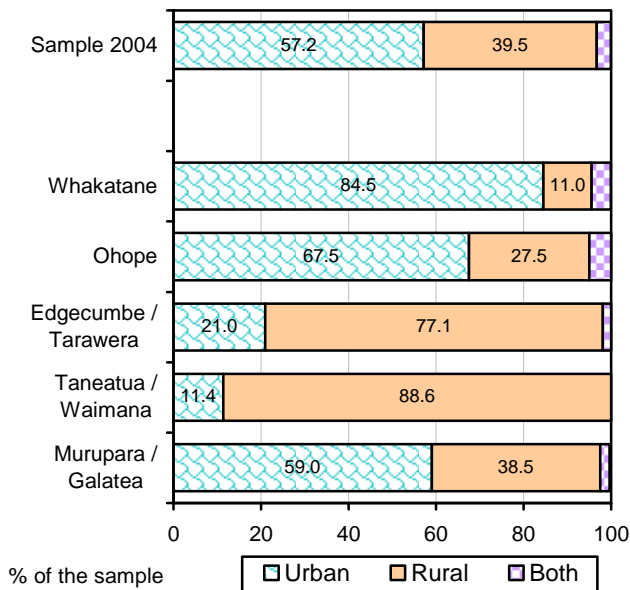


**Rural or Urban**

Over half of the sample, 57% said they lived in the town.

Over a third of the sample, 40% was based in the country areas of the district.

As expected most of the respondents from the Whakatane ward are from the town, 85% but this drops to just 11% for the respondents from Taneatua / Waimana.

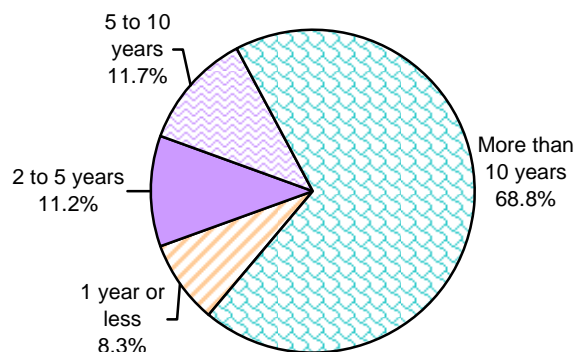


**Length of time in Whakatane District**

Two thirds of the respondents, 69% had lived in the Whakatane District for over 10 years.

A further 12% 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, 8% had been in the district for one year or less.

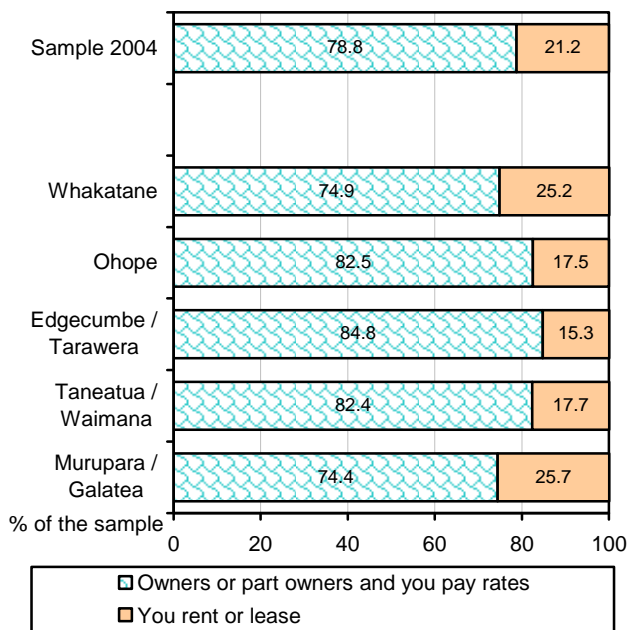


**Home Ownership**

In total over three quarter of the sample, 79% were owners or part owners of their home and paid rates.

The other fifth of the sample, 21% said they rented or leased where they lived.

There is limited difference in home ownership across the respondents from the different wards which make up the sample.



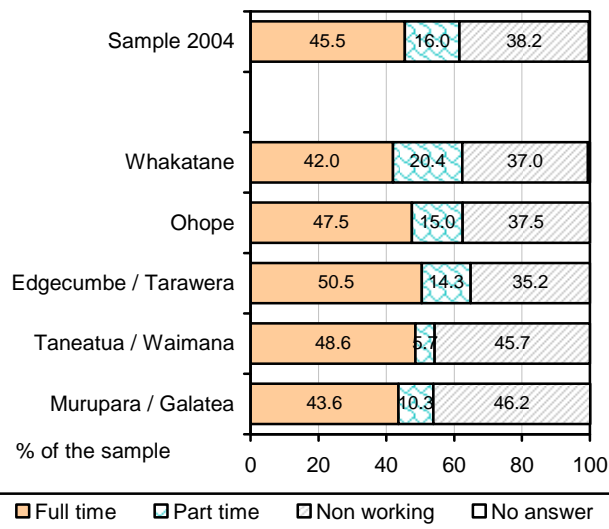
### Work Status

Just less than half the sample was currently working full time, 46%.

Men were far more likely to be working full time, 59% versus 37% for women.

A further 16% were in part time work and a third of the sample, 38% 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 Taneatua / Waimana and Murupara / Galatea (both 46% versus 37% in Whakatane.)



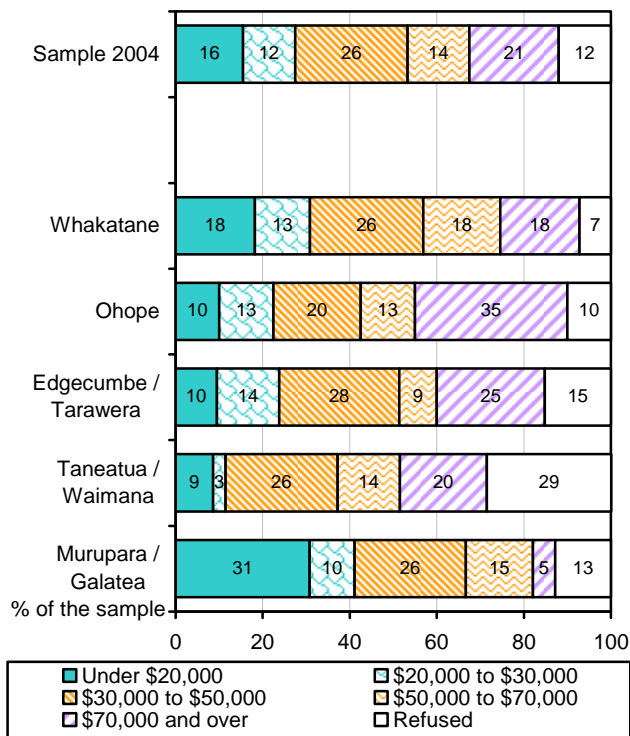
### Household Income

There is a fairly even spread of respondents across the different levels of household income. However an eighth of the sample, 12% declined to give their income.

A fifth of the sample (21%) had a household income of over \$77,000.

At the other end of the scale a quarter of the sample (28%) had a household income of less than \$30,000. The remaining 40% had an income between \$30,000 and \$70,000.

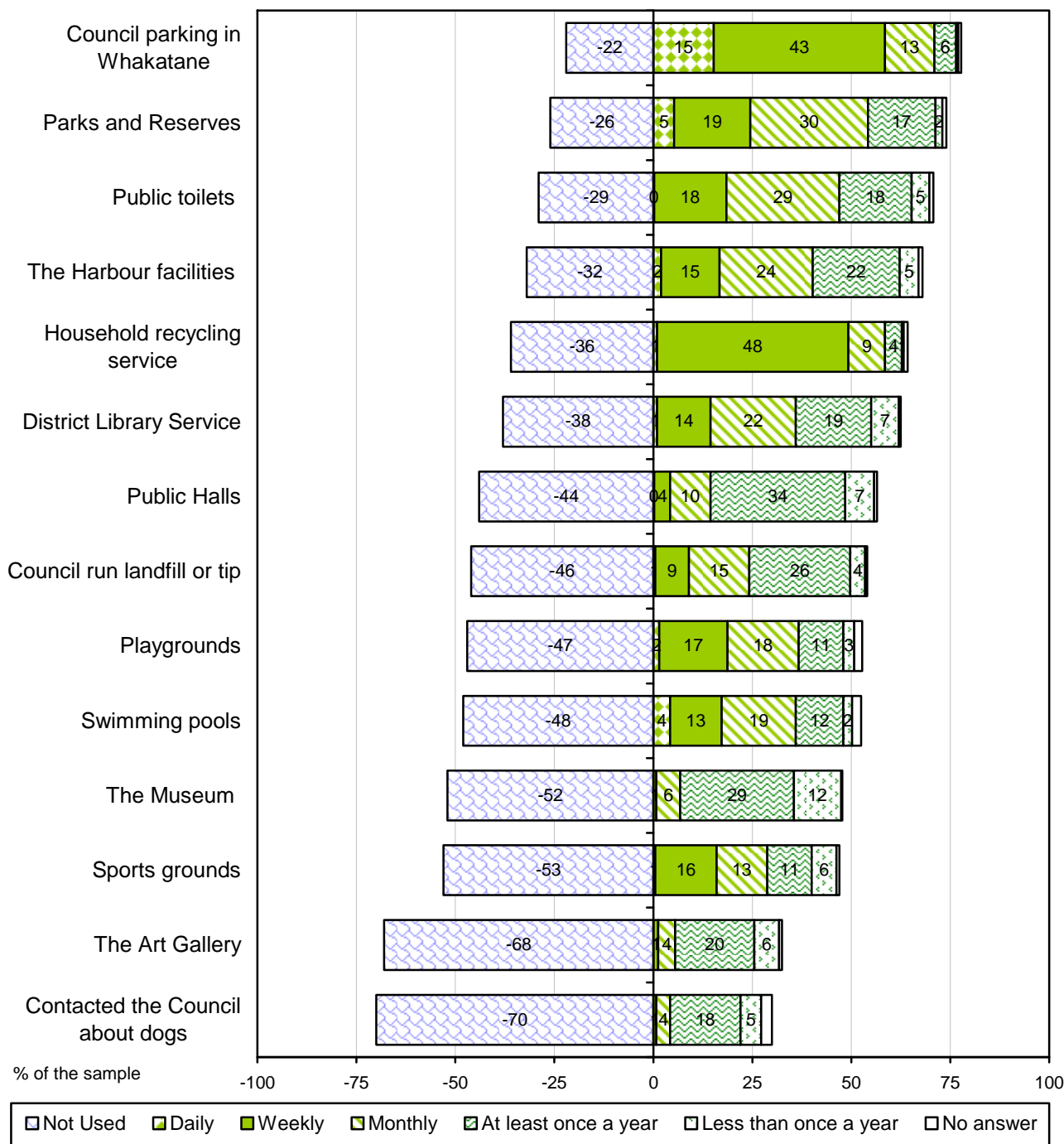
The respondents from Ohope are significantly more likely to be from the upper end of the household income range. A third of the Murupara / Galatea respondents had a household income of less than \$20,000.



# Executive Summary

## Usage of various Facilities and Services

The following chart compares the level of usage of the various facilities and services included in the annual resident's survey. This chart highlights that fact that some facilities and services are used by a far greater proportion of respondents than others. Three quarters of all respondents had used Council parking in Whakatane, 77% but only 27% of all respondents had contacted Council about dogs.

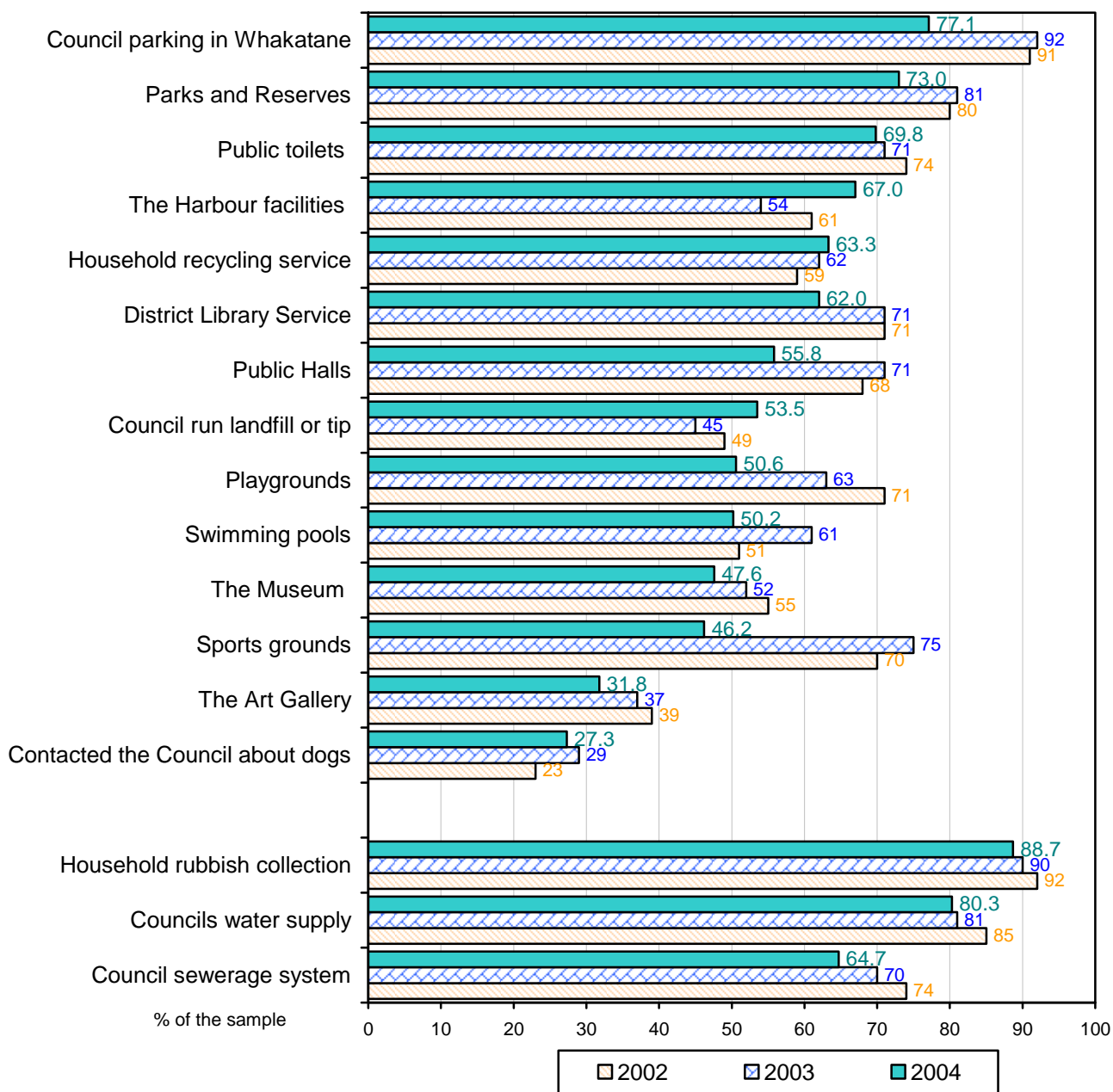


**Usage comparisons to history**

The following chart compares the level of usage for 2004 versus historical levels. There are some reasonable swings in the level of usage by year but this could be caused partly by the changes in the questionnaire. For the public halls and sports grounds the question was only asked in regard to usage in the 2004 questionnaire where historically this was asked as used or visited.

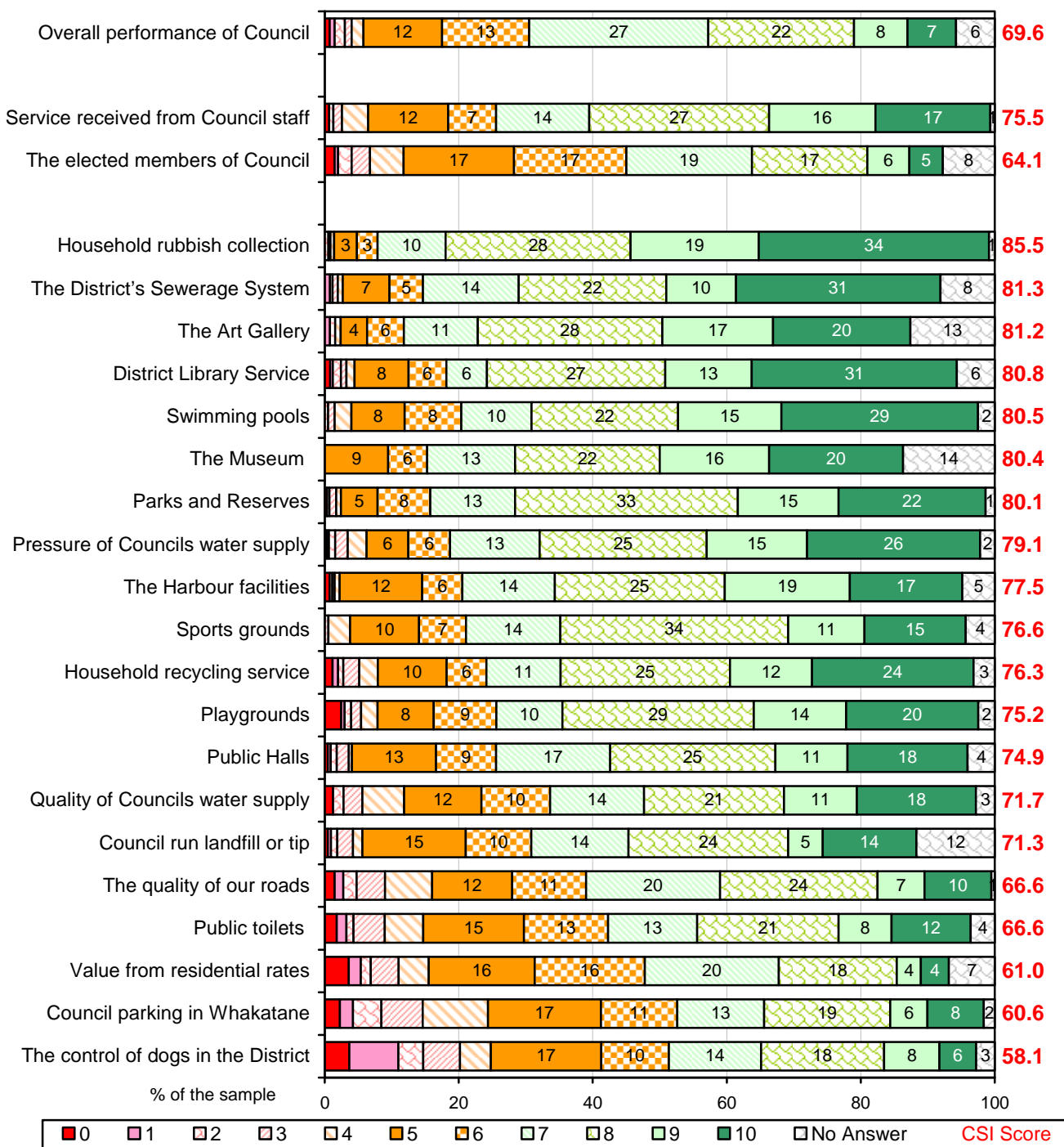
The other cause of the variation in usage could be the change in the sampling process used this year. The historical process of using the white pages for sample generation tends to understate the proportion of new residents in the area (people who are less likely to have used any facility). The 2004 sampling process used 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 minor variations caused by the changed research methodology the results show that some facilities like the Council run car parking in Whakatane and the parks and reserves are used by a large proportion of the population while other services like contacting the Council about dog control and the Art Gallery are used by a smaller proportion of the population.



## Satisfaction Ratings

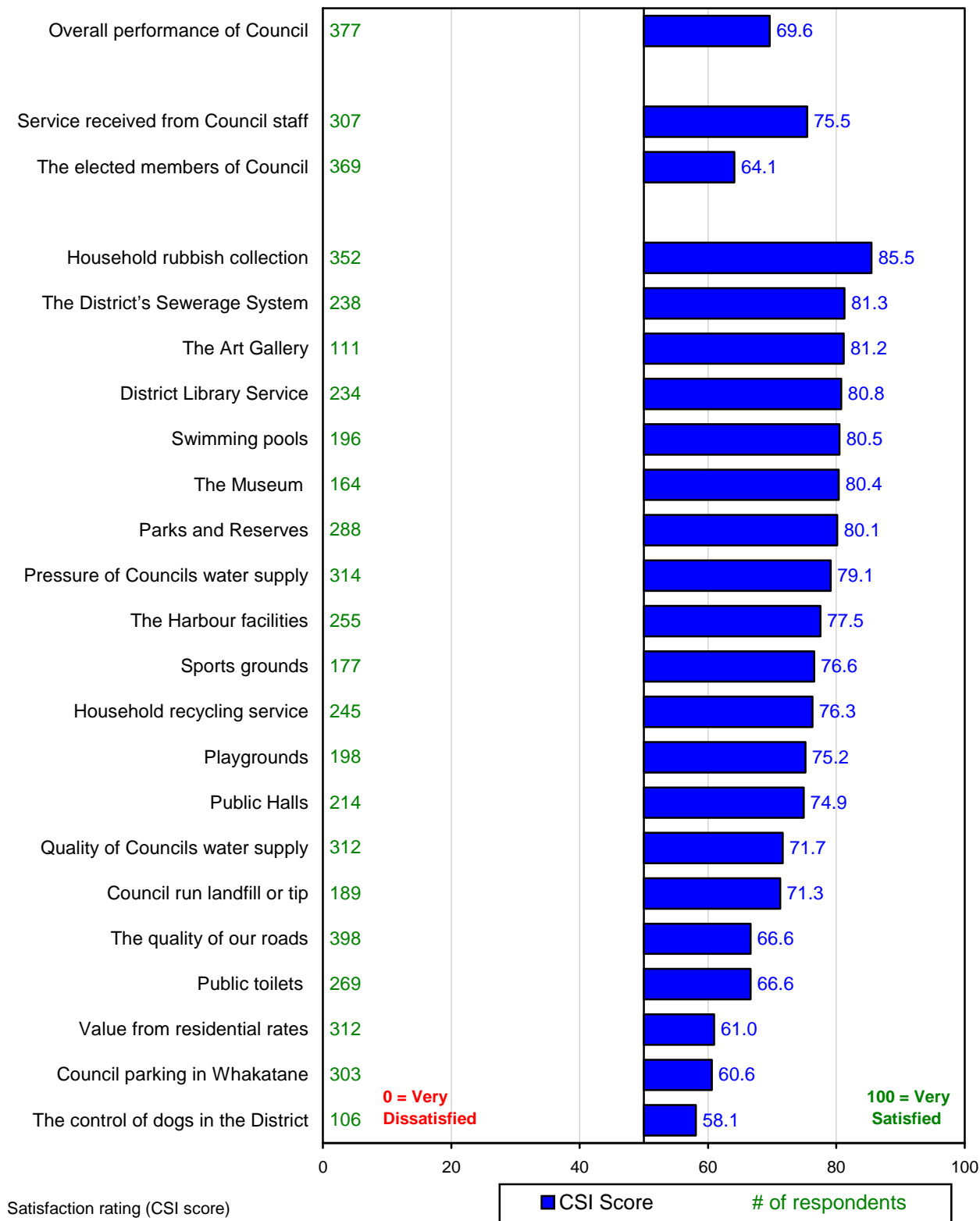
The questionnaire measured the satisfaction level for a range of specific facilities and services using a scale from 0 being very dissatisfied to 10 being very satisfied. The following chart shows the results of these questions along with the Customer Satisfaction Index <sup>1</sup> (a weighted score across the satisfaction scale) for each factor. There are many respondents who rated each of these factors with a score of 10 out of 10 although there are a very small proportion of respondents who rated some of these factors with scores that reflect serious dissatisfaction. However there are a few facilities and services like Council parking in Whakatane and the control of dogs in the district that have a reasonable proportion of dissatisfied respondents.



<sup>1</sup> Satisfaction ratings convert each respondents answer across the satisfaction scale to an index out of 100 (10\* the individual score)

**CSI Scores by factor**

The following chart compares the CSI for each of the satisfaction ratings for factors. This highlights that a few of these services are rated with scores that reflect high levels of satisfaction while others reflect a need for improvement. The CSI ratings range from a high of 85.5 for the household rubbish collection to a low of 58.0 for the 'control of dogs in the district'.

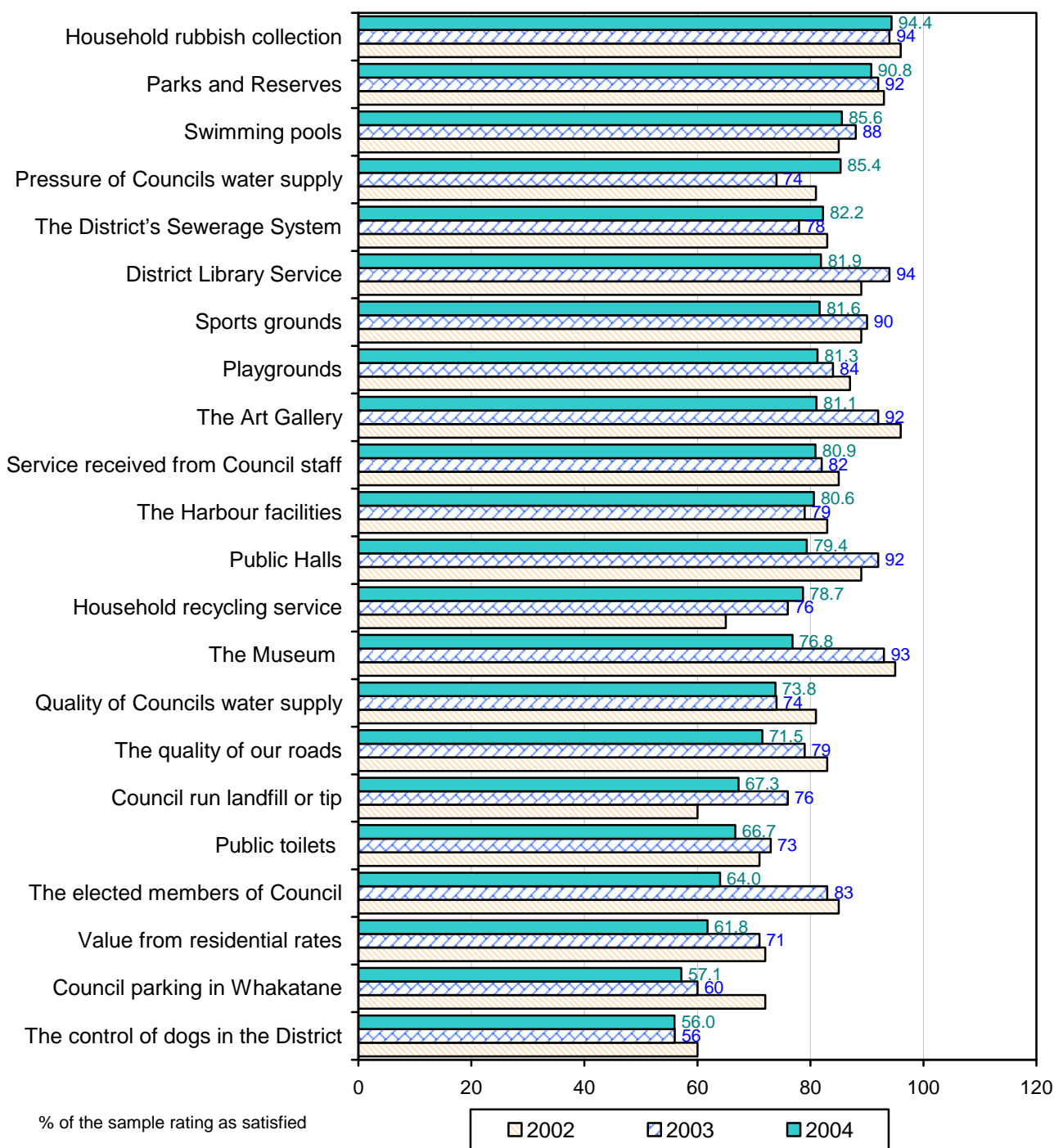


**Percent who rated as satisfied**

Much of the variation in the chart is caused by the changed scales. This year respondents have an option of a neutral score and this has resulted in a more realistic reflection of the levels of satisfaction.

Historically the responses were compared based on the percentage of respondents who rated each service or facility as fairly or very satisfied. To allow comparisons we have amalgamated the percentage who have rated each factor as positive (scores from 6 to 10 on the 10 point satisfaction scale). The chart shows that generally the level of satisfaction is similar to that reported in the last reading. Most importantly this shows the majority of respondents are satisfied with each service provided.

The household rubbish collection has the highest proportion of satisfied respondents, 94% while the control of dogs in the district again has the lowest proportion, 56%.



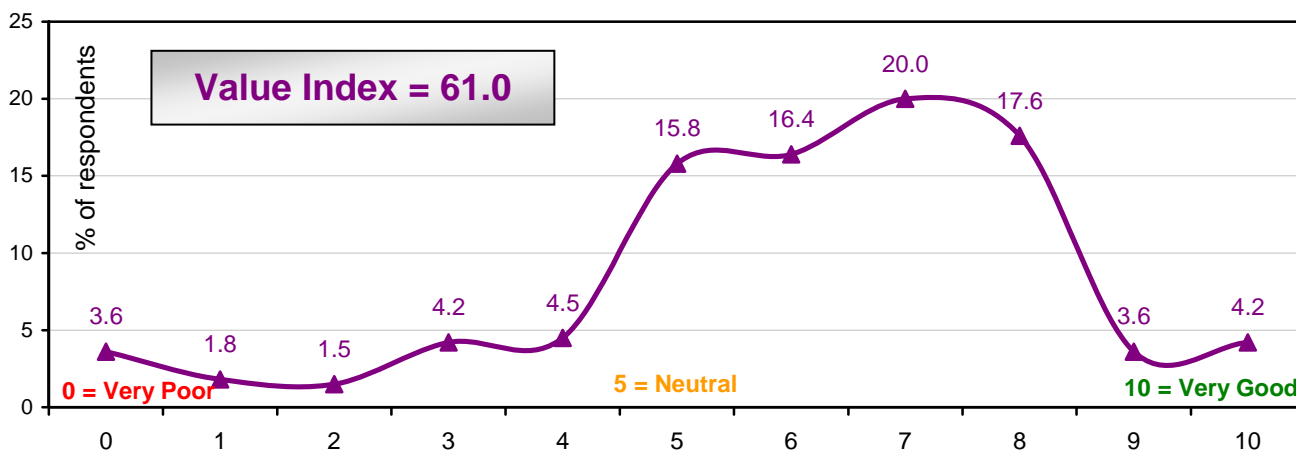
### Value from rates

Respondents were asked "Do you pay rates to the Whakatane District Council." Over four fifths of the respondents, 84% said they paid rates to the Whakatane District Council. A sixth of the sample said they did not pay rates.

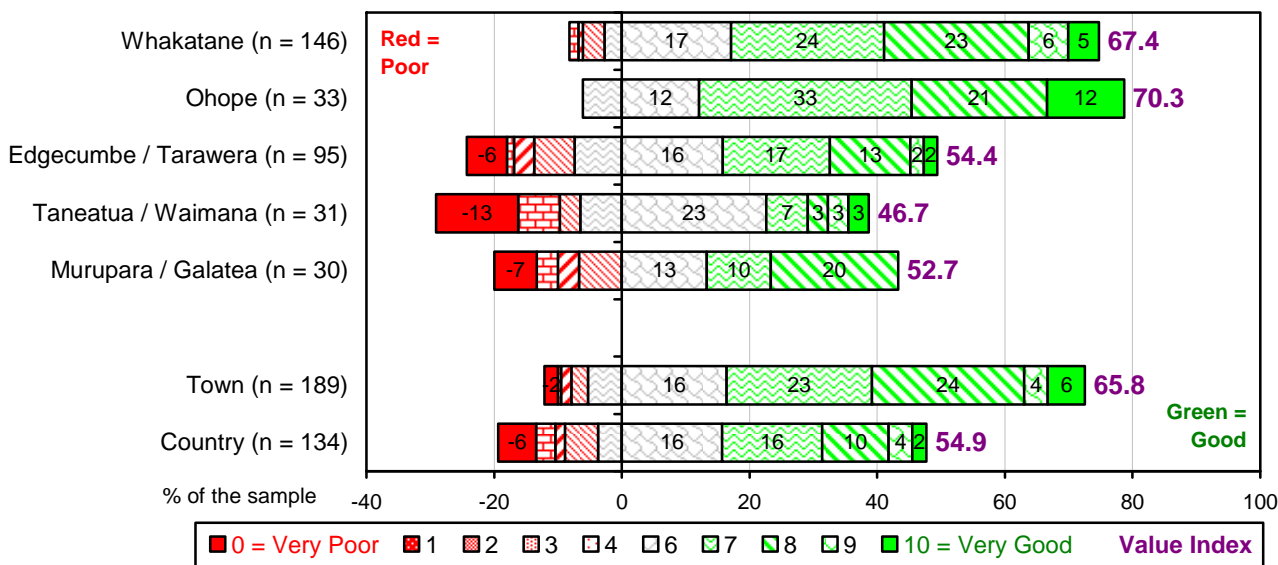
The respondents who did pay rates were then asked the following 'thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, overall, what value do you think you get from residential rates. .

The majority of respondents rate the value they get for their residential rates positively. Just under half of the respondents, 45% thought they had good value (scores of 7 – 10) including 4% who rated the value from rates with a score of 10 out of 10. A further 4% rated this at nine while a fifth of the sample, 18% rated the value from rates a very credible 8.

A third of the sample, 37% were neutral (scores 4 – 6) while 37 respondents (11%), were actually dissatisfied. The Value Index was 61.0, a score which shows that on average respondents think they get good value for their rates.



Respondents from Whakatane and Ohope were most likely to think they received good value from their rates. Conversely a higher proportion of respondents from Taneatua / Waimana, Edgecumbe / Tarawera and Murupara / Galatea thought they got poor value from their rates. The respondents from the urban areas rated the value from their rates much higher than those from the rural areas.

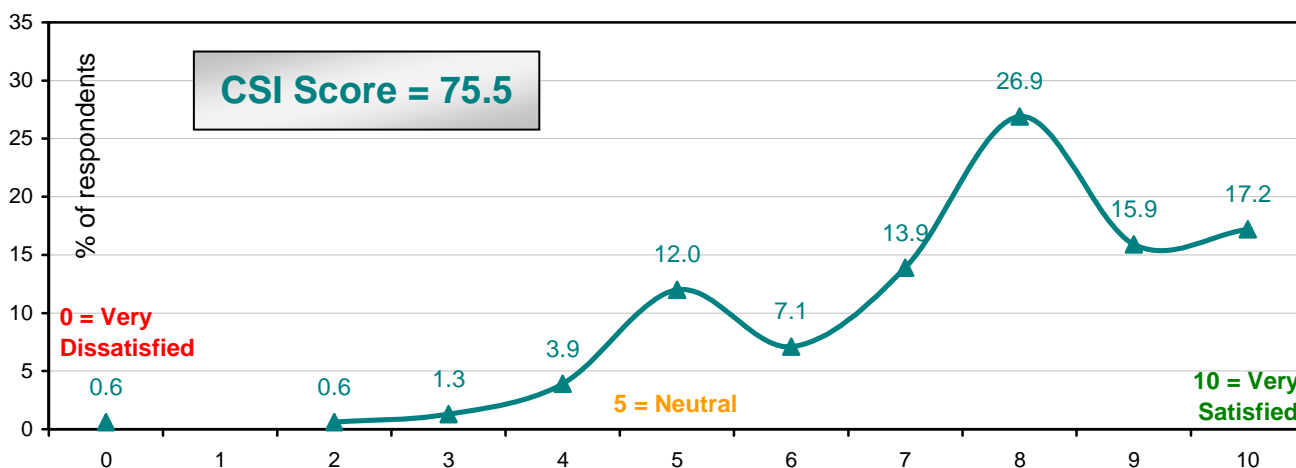




### Council Staff –satisfaction with service

Three quarters of the sample, 77% said they contacted the Council offices at least once in the past 12 months. Most of these respondents had made contact on a 6 monthly (31%) or monthly (25%) basis. A fifth of the sample, 21% of the respondents said they never contacted the Council offices.

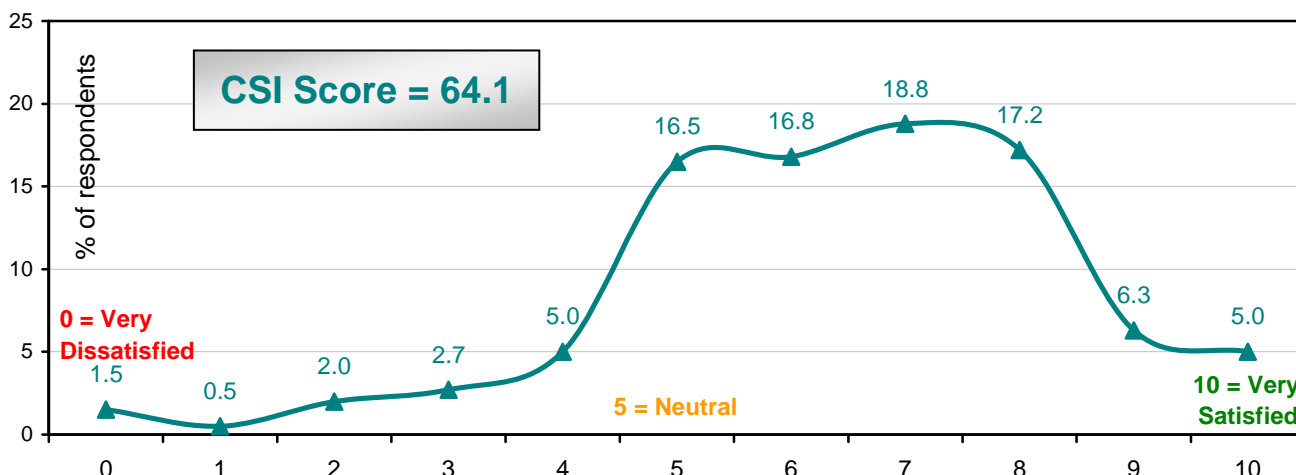
Respondents who had contact with the Council staff in the past year were asked how satisfied they were with the service received from Council staff, using a scale from 0 being very dissatisfied to 10 being very satisfied. The majority of those who had contact with the Council staff rate their overall satisfaction with the staff positively. Just under three quarters of these respondents, 74% were satisfied (scores of 7 – 10). Almost a quarter of the sub group, 23% of those who had contact with the Council staff were neutral (scores 4 – 6) while 8 respondents (3%), were actually dissatisfied. The Customer Satisfaction Index was 75.5, a score that shows very good levels of satisfaction.



### Elected Members – satisfaction

Respondents were asked “Council is made up of two main groups – the elected members (the Councillors and Mayor) and secondly the management and staff of Council that provide the various services and manage the various facilities. Overall taking everything that has happened in the past year and 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 (e.g. the Mayor and Councillors)?”

The majority of the respondents rate their satisfaction with the overall performance of the elected members of Council in the past year positively. Just under half of the respondents, 47% were satisfied (scores of 7 – 10). Over a third of the respondents, 38% rated the elected members of Council as neutral (scores 4 – 6) while 27 respondents (7%), were actually dissatisfied. The Customer Satisfaction Index was 64.1, a score that shows good levels of satisfaction.

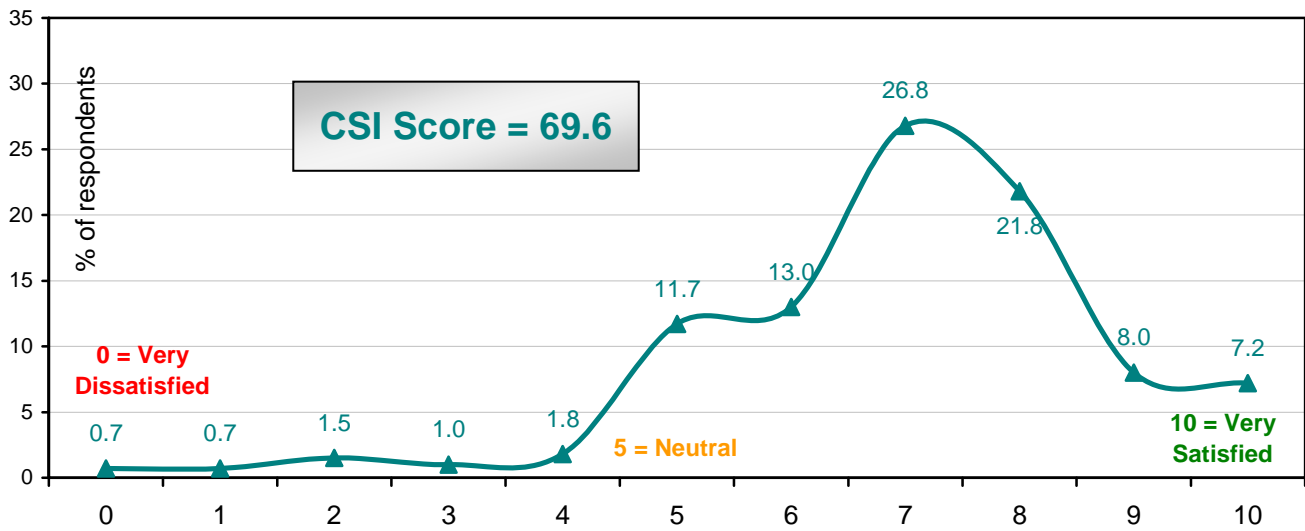


## Overall Satisfaction

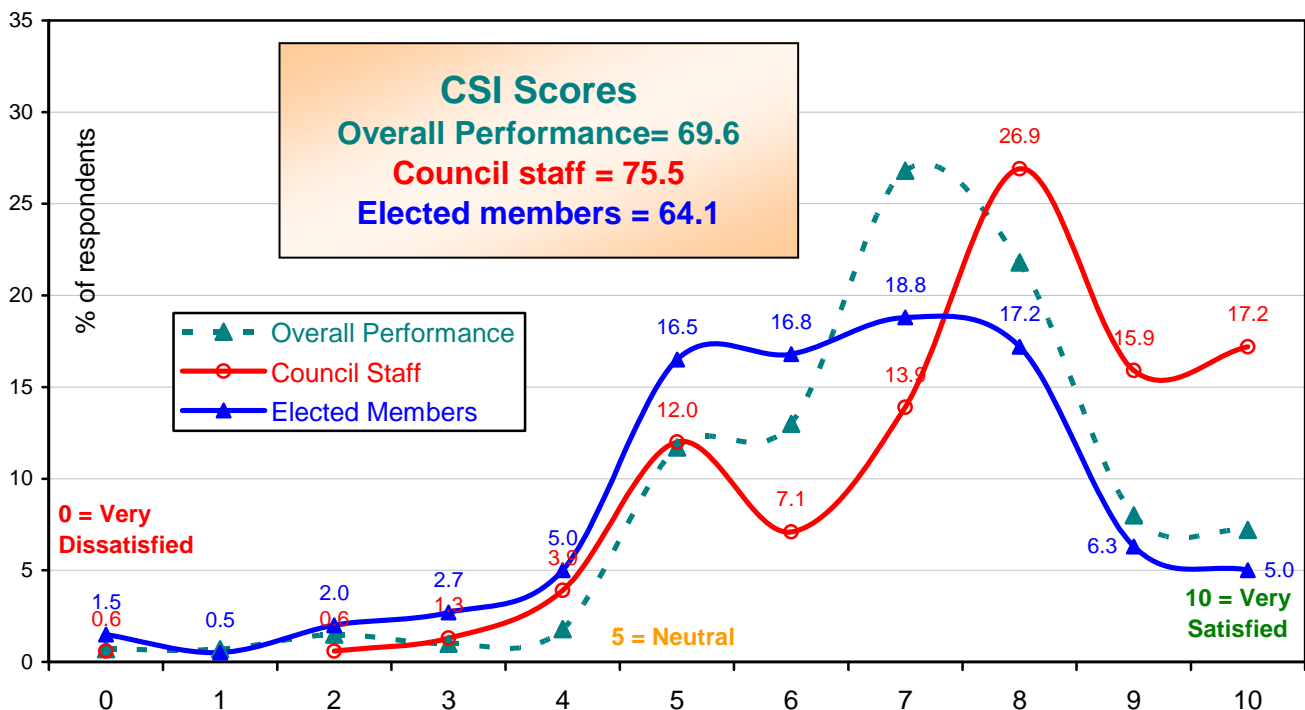
Respondents were asked how satisfied they were with the overall performance of Council in the past year, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of respondents rated their satisfaction with the overall performance of Council positively. Almost two thirds of the sample, 64% was satisfied (scores of 7 – 10) although only 7% rated the service with a score of 10 out of 10 with a further 8% rating the overall service at 9 while 22% rated them a very credible 8.

A quarter of the sample, 27% was neutral (scores 4 – 6) and 16 respondents (4%) were actually dissatisfied. The CSI score was 69.6, a score that implies good service, but with potential for improvement based on the CSI interpretations used by other Councils.



The following chart shows that Council staff are rated with a higher CSI score than the overall performance. Their CSI score of 75.5 reflects very good service based on the CSI interpretations used by other Councils. By contrast the CSI score of 64.1 for elected members is much lower.

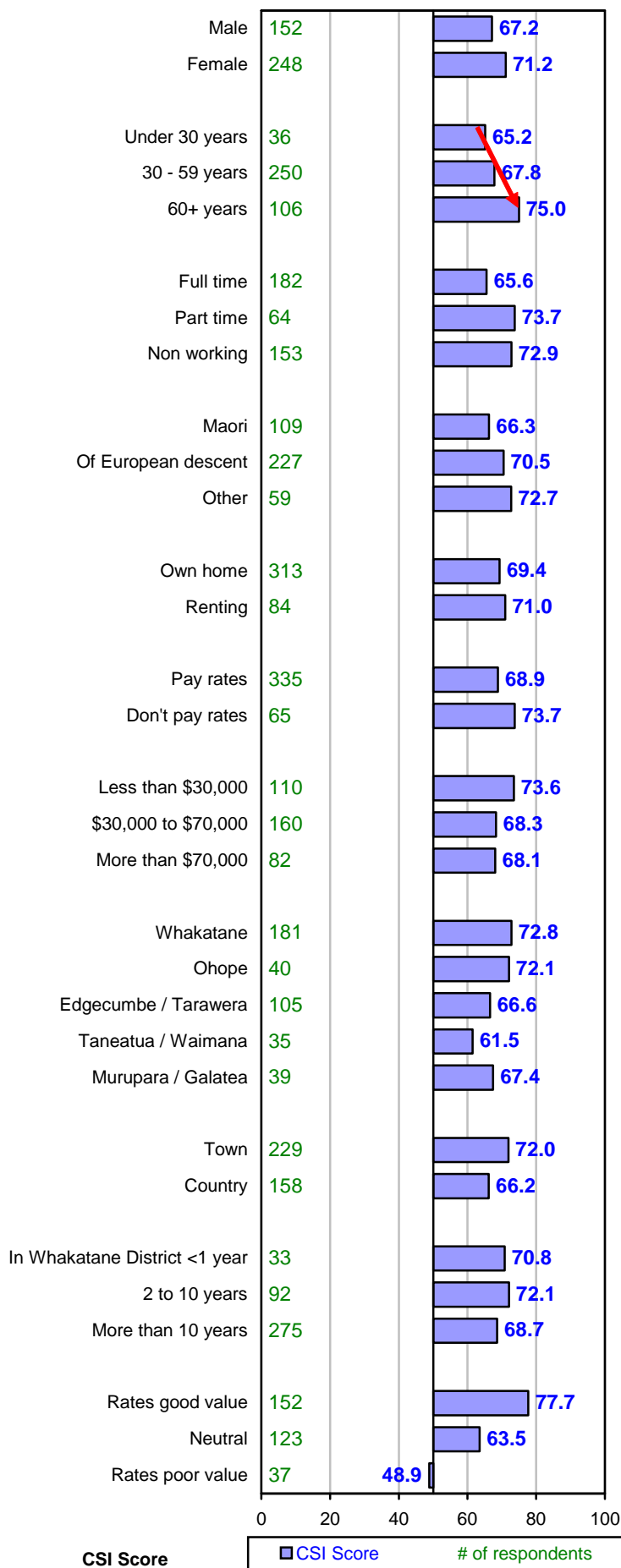


**Overall Satisfaction with the performance of Council**

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

The comparison of the various sub groups highlights the following:

- Women are slightly more satisfied than men, (CSI 71.2 vs. 67.2).
- Respondents aged over 60 (CSI 75.0) appear much more satisfied than those aged 30 – 60 (CSI 67.8) or those aged under 30, (CSI 65.2)
- Those who work full time are less satisfied than those who work part time or are non-working.
- Respondents of Maori descent are less satisfied (CSI 66.3) than those of European descent (CSI 70.5)
- Respondents who pay rates (CSI 68.9) are less satisfied than those who do not pay rates, CSI 73.7.
- The higher the household income the lower the CSI score.
- Respondents from Whakatane are the most satisfied and this is lowest in the Taneatua / Waimana and Edgecumbe / Tarawera wards.
- Respondents from the rural sector are significantly less satisfied than those from the town.
- Those who have been in the Whakatane District for more than 10 years are slightly less satisfied.
- Respondents who think they get good value for their rates are significantly more satisfied than those who do not think they get good value for their rates, CSI 77.7 and 48.9 respectively. This raises the question is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.



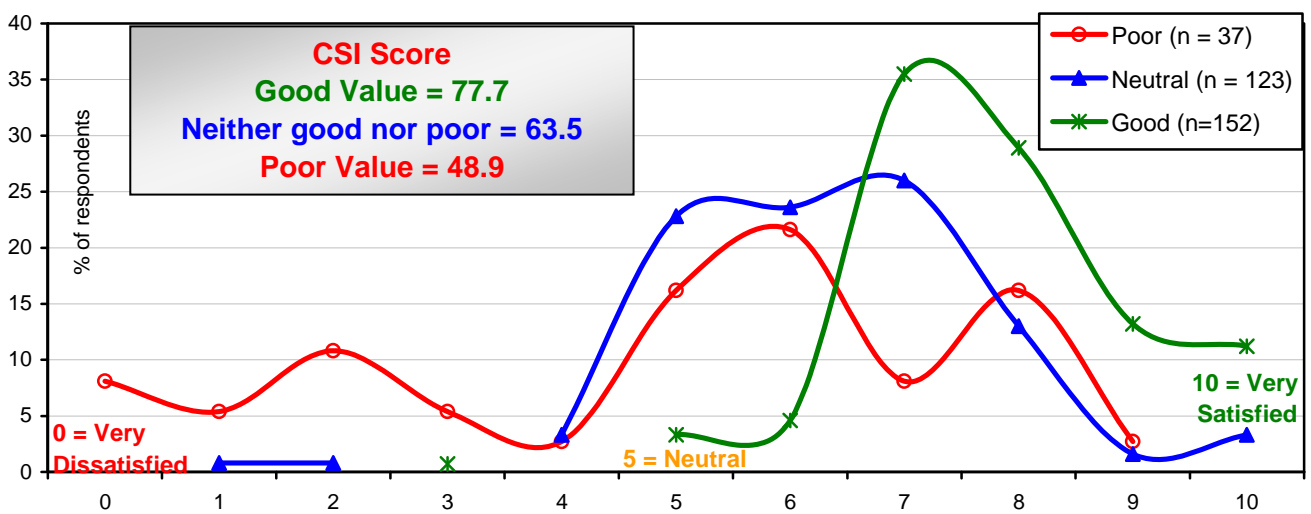
### Overall Satisfaction versus Value from Rates

The following chart compares the level of satisfaction for those who thought the value they got from residential rates was good versus those who thought the value was neither good nor poor and those who thought the value they got from residential rates was poor.

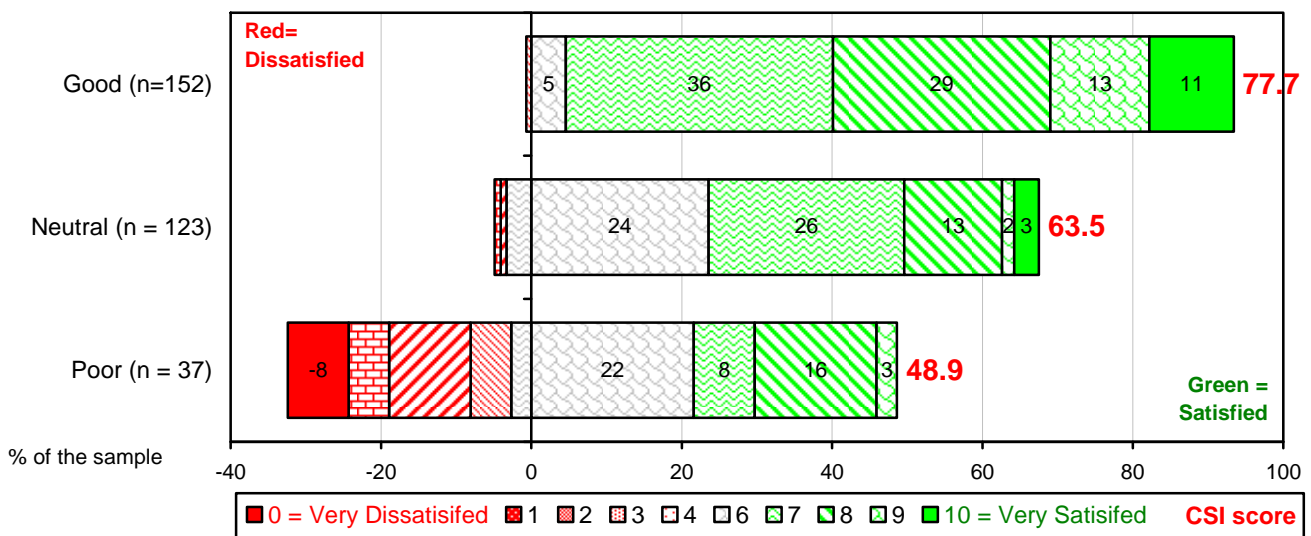
This shows that generally those who thought they got good value from their rates were significantly more satisfied with the overall performance and this reflects in the CSI score of 78. By contrast those who thought the value of their rates was neither poor nor good were far less satisfied overall. The CSI of 64 suggests there is greater concern among this group.

As would be expected those who thought they got poor value from their rates were significantly less satisfied with the overall performance and this reflects in the CSI score of 49.

This suggests that it is the perceived value of the rates which is driving the respondent's satisfaction level with the services and facilities that Council provides.



Comparing the same data using a bar chart shows the significant majority of respondents who think they get good value from their rates were satisfied with the overall performance of Council, 89%. This drops to 45% for those who rated the value for money for their rates as neutral. By contrast only a quarter of respondents who did not think they got good value from their rates were satisfied with the overall performance of Council, 27%.



**Satisfaction with individual facilities and services versus value from rates**

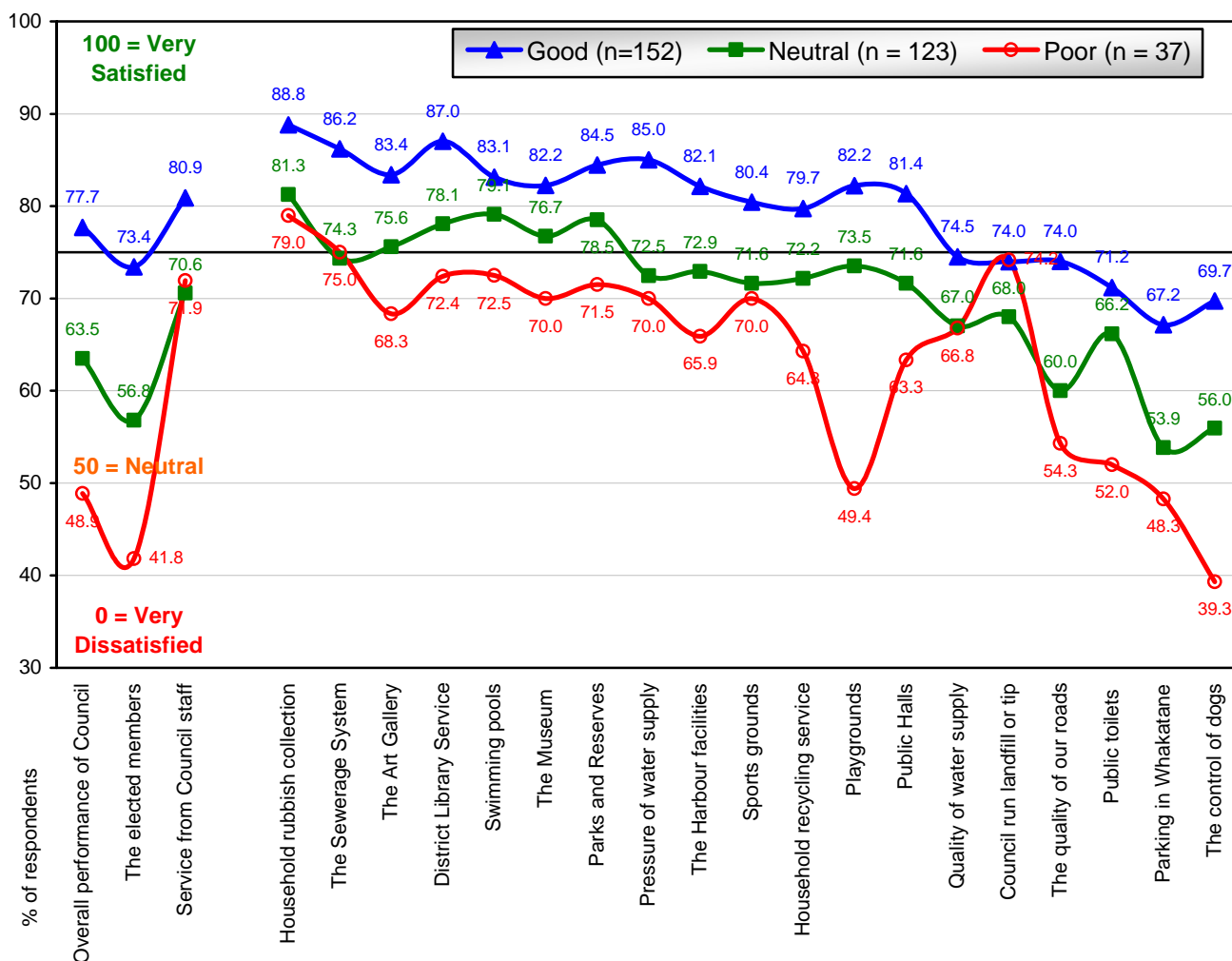
The following chart compares the level of satisfaction with each of the facilities and services measured in this questionnaire based on whether the respondent thought the value they got from residential rates was good versus those who thought the value was neither good nor poor and those who thought the value they got from residential rates was poor.

This shows that generally those who thought they got good value from their rates were significantly more satisfied with the performance of virtually every service and facility. Most of their CSI scores reflect reasonable to high levels of satisfaction.

By contrast those who thought the value of their rates was neither poor nor good were far less satisfied with most attributes. While this group rates some of the factors with CSI ratings that reflect high levels of satisfaction many of the others reflect there is some serious concern among this group.

Those who thought they got poor value from their rates were significantly less satisfied with most of the facilities and service and this reflects in the CSI scores with most of these in the 40 – 72 range – levels that reflect serious issues.

Once again this tends to suggest that it is the perceived ‘value’ of the rates which is driving the respondent’s satisfaction level with the services and facilities that Council provides.

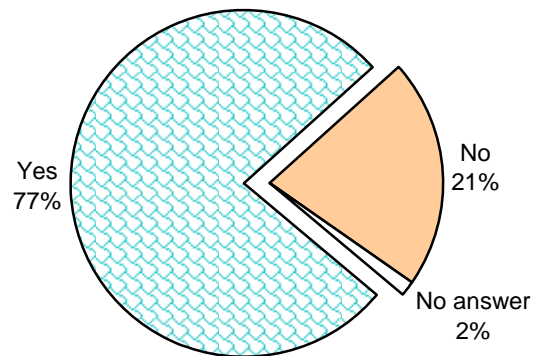


### Television Advertisement

Respondents were asked *“have you seen the advertisement on TV about Whakatane this year.”*

Over three quarters of the respondents, 77% recalled seeing the advertisement for Whakatane on television.

A fifth of the respondents, 21% did not recall the advert. The remaining 2% did not answer this question.

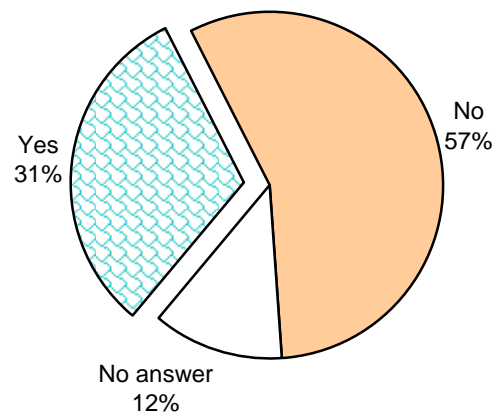


### Christmas Card

Respondents were asked *“did you or someone in your household send out the Whakatane Christmas card that was included with the October rates invoice.”*

Just under a third of the respondents, 31% said they sent out the Whakatane Christmas card this year.

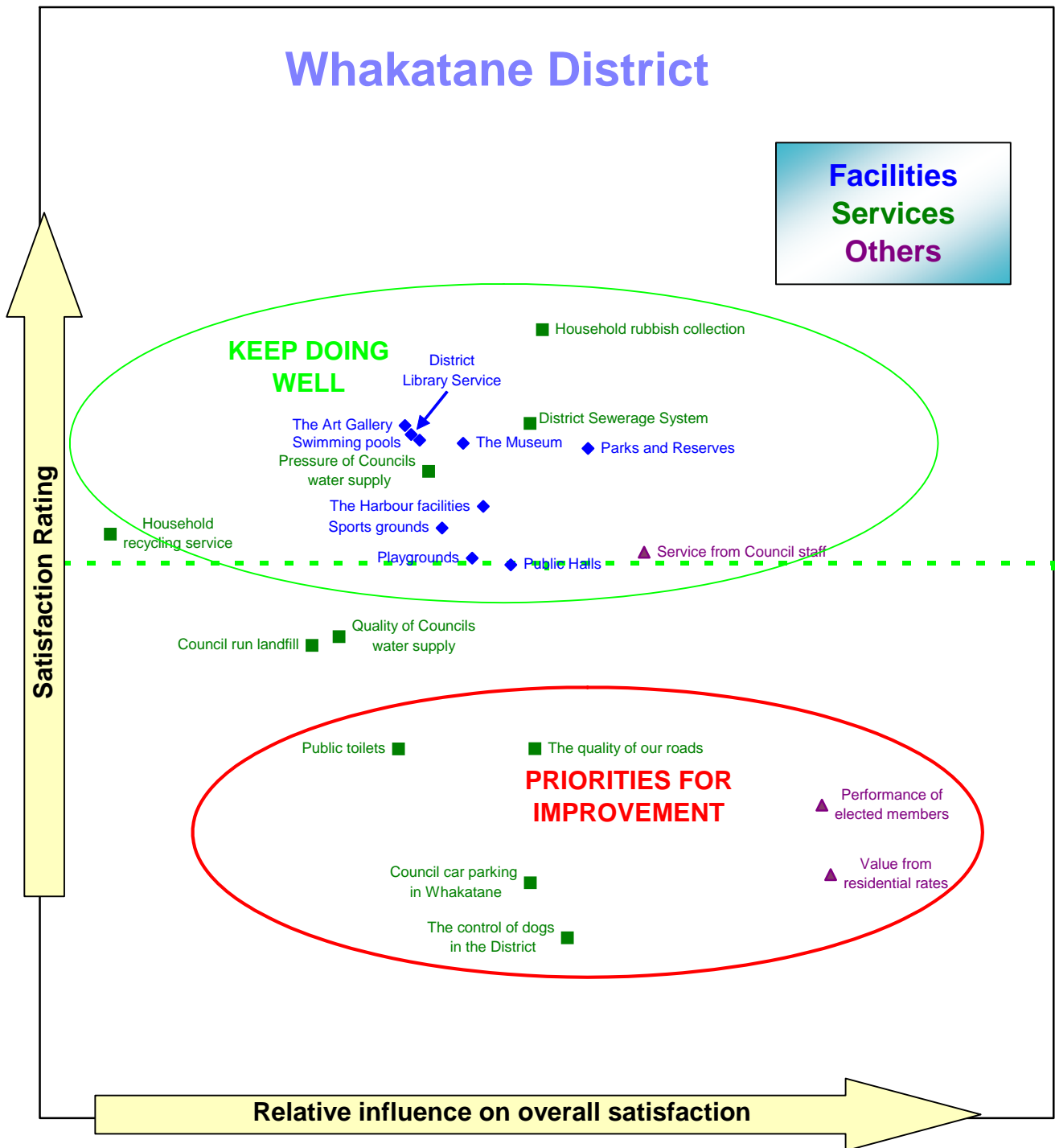
The larger proportion, just over half the sample said they did not send this out, 57%. The other eighth of the respondents did not answer this question.



## Factors influencing satisfaction – Overall Performance

The following chart plots the satisfaction rating for each service factor against the influence that factor has on the overall satisfaction rating for the Council. This is based on the correlation between the individual ratings and overall satisfaction.

The chart shows that while some factors are rated with high levels of satisfaction many of the most influential factors are rated relatively lower. The tables on the following page highlight which factors are most influential on the overall satisfaction and which factors should be the priorities for improvement.



The most influential factors on the satisfaction with the Overall Performance of the Council are...

- Value from residential rates
- The overall performance of the elected members of Council in the past year
- The service received from Council staff
- Parks and Reserves
- The control of dogs in the District
- Household rubbish collection
- The quality of our roads
- Council parking in Whakatane
- The District's Sewerage System

The factors identified as priority for improvement are...

- The control of dogs in the District
- Council parking in Whakatane
- Value from residential rates
- The overall performance of the elected members of Council in the past year
- Public toilets
- The quality of our roads



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## Conclusions & Recommendations

This report sets out the results of the 400 telephone interviews included in the 2004 Annual Residents' Survey undertaken for the Whakatane District Council.

The core of this research is consistent with projects undertaken in the past although there has been some change in the scales that are used, changing from a 3 point satisfaction scale to an 11 point scale to allow us to detect the nuances in the level of satisfaction between the different services. The wording of a few questions has been modified, such as qualifying 'used in the past year', to reflect best practises. These changes may have a slight impact on the results but the detailed analysis suggests these changes have not had any detrimental effect and these changes will hopefully give the Council far greater insight into these findings.

Most of the individual services were again rated with high levels of satisfaction this year and many of the results reflect truly excellent customer service. The level of satisfaction was highest with the household rubbish collection, the districts sewerage system, the Art Gallery and the district libraries. However there are a few facilities and services which need to be addressed as the lower levels of satisfaction suggest there are some serious issues. The control of dogs in the district and Council car parking in Whakatane are clearly issues which need to be addressed.

It appears that many respondents' expectations are different to the service that is delivered and therefore there is a need to either manage the expectation levels down to what is deliverable or to increase the delivery of service to match the expectation.

The satisfaction level with the overall performance of Council is measured for the first time this reading. While the majority of respondents are satisfied with the 'overall performance of Council in the past year', a third of the respondents rated the performance as less than satisfactory. The Customer Satisfaction Index <sup>2</sup> (a CSI score is a weighted index across the satisfaction scale) for the overall performance is 69.6. This is a score that suggests that overall the Council is giving good service, but there is potential for improvement.

It appears that the respondents' perception of the value for money they get for their rates has a significant impact on how they view the services that Council provides. It appears that rural based respondents have greater concerns with the value from rates and therefore with the overall performance of Council. Therefore it could be worthwhile focusing on the 'value for rates' to improve the respondents overall satisfaction whether this is by education, to change perceptions, or changing priorities to meet respondents' expectations.

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<sup>2</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section

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# Main Findings

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## Satisfaction with Council Services

Respondents were asked whether they used a range of different facilities and services provided by the Whakatane District Council. Respondents who had used each facility or service in the past year were asked how satisfied they were with that facility or service using a scale where 0 is very dissatisfied to 10 being very satisfied. Any respondent that was dissatisfied with a facility or service (rated at less than 5) was asked why they were not satisfied. The services that were included were:

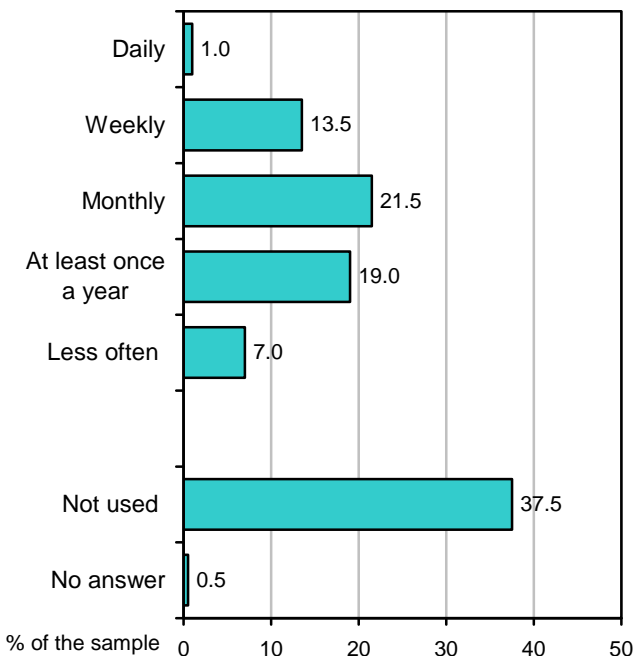
1. District Library Service
2. Sports grounds
3. Playgrounds
4. Swimming pools
5. Public Halls
6. Parks and Reserves
7. The Museum
8. The Art Gallery
9. The Harbour facilities (the Port and surrounding environment)
10. Public toilets
11. Household recycling service
12. Council run landfill or tip
13. Council parking in Whakatane
14. Council dog control
15. The District's Sewerage System (i.e. drainage and treatment of toilet & wash water) (asked if Whakatane District Council provides these services to your household)
16. Household rubbish collection (asked if Whakatane District Council provides these services to your household)
17. Water supply (asked if Whakatane District Council provides these services to your household)
18. The quality of our roads (usage was not asked)

## District Library Service

Respondents were asked how often they used the library service in the past year<sup>3</sup>. The wording for this question has changed from that used historically 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.

Just over a seventh of the sample, 14.5% said they used the District library on a weekly basis with a further 22% stating they used this at least monthly.

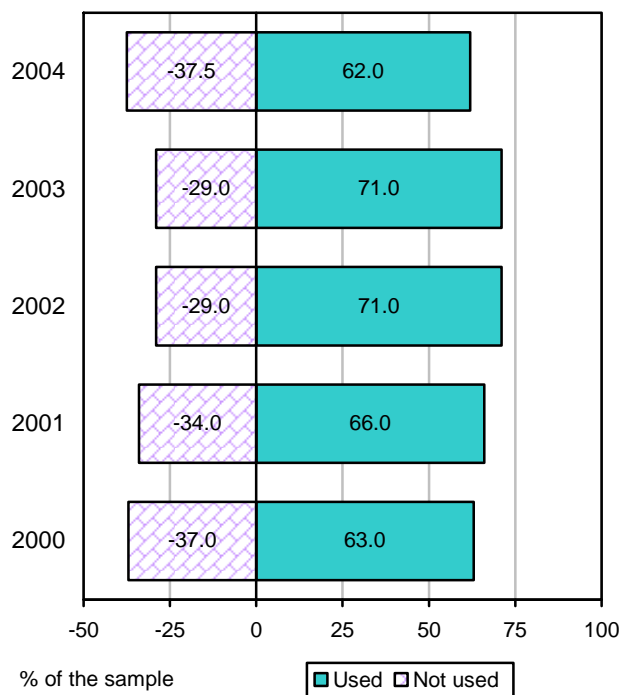
At the other end of the range a third of all respondents, 38% said they never used the District Library.



Comparing the history of library usage shows that current usage is at the lower end of the range with 62% of respondents saying they had used the library in the past 12 months.

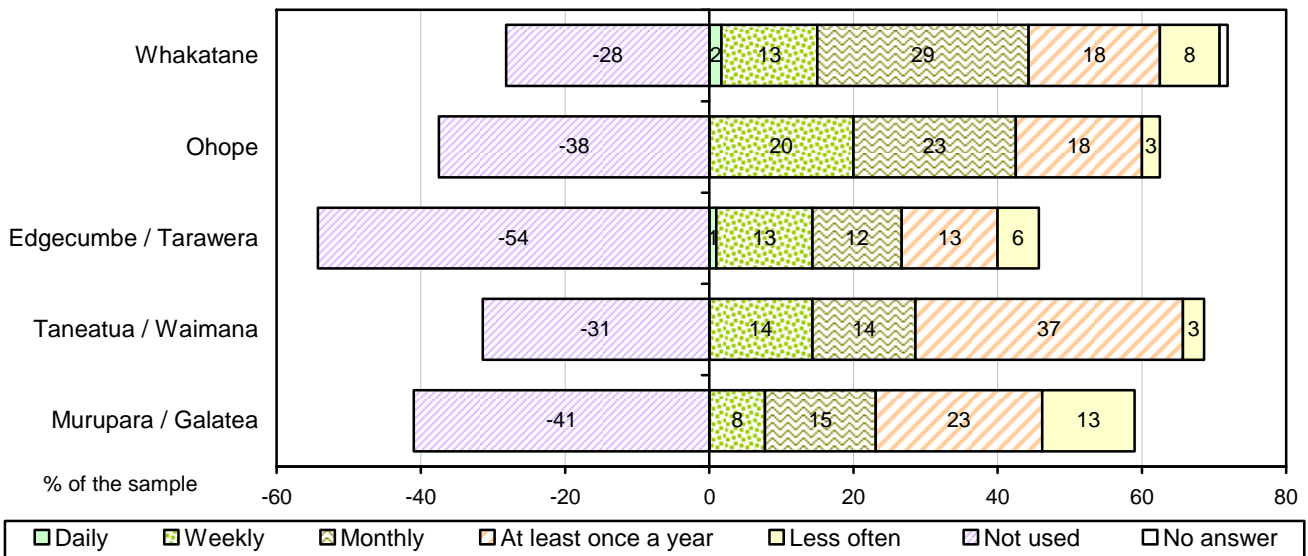
The variation in usage could reflect the change in the sampling process used this year. The historical process of using the white pages for sample generation tends to understate the proportion of new residents in the area (people who are less likely to have used any facility). This sampling process uses 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 (48% of respondents who had been in the district less than 1 year had not been to the library).

However, regardless of the changes it appears that close to two thirds of the respondents used the District library in the past year.

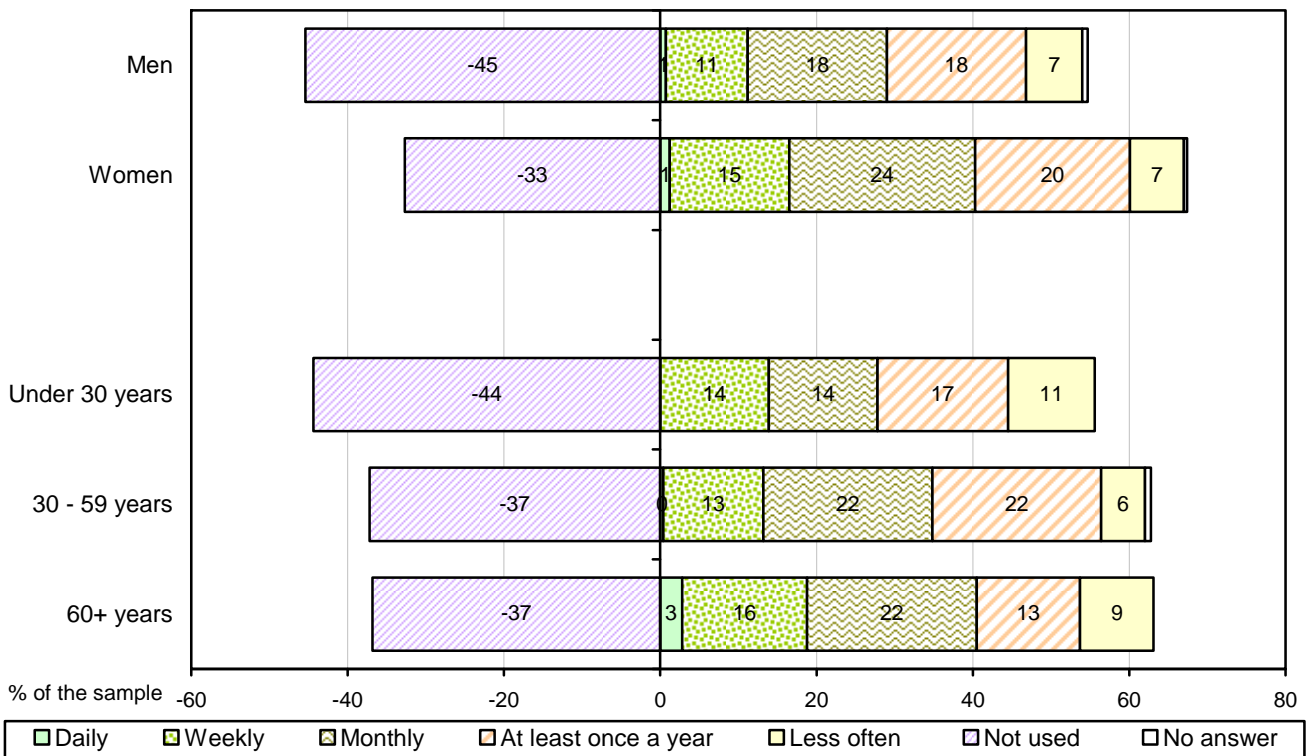


<sup>3</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

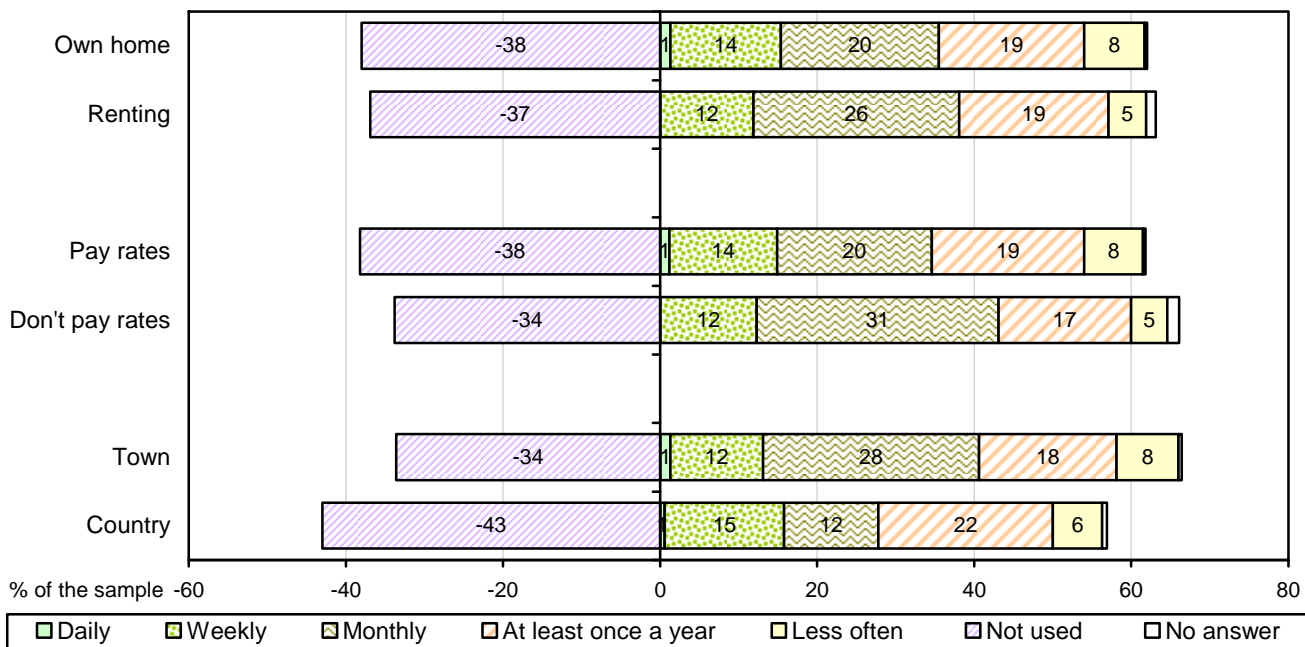
There are some significant variations between the areas with Whakatane based respondents significantly more likely to use the District library on a monthly basis, 29% while respondents from Edgecumbe / Tarawera are significantly more likely not to have used this service, 54%.



There is a significant difference in the proportions that use the library based on gender with women being significantly more likely to have used the library, 67% versus 55% for men. In a similar vein those aged under 30 are less likely to have used the library, 56% versus 62% for those aged 30 to 59 and 63% for those aged over 60.



Those respondents who own their own home are no more likely to use the District library, 62% than those who are renting, 62%. Those who live in the country are significantly more likely not to have used the District library in the past year, 43% versus 34% for those who live in town.



The subgroups that were significantly **more likely** to use the library on a weekly basis included:

- Those working part time, 23% of the subgroup (95% confidence level).
- With a household income under \$33,000, 21% of the subgroup (95% confidence level).

Those significantly **more likely NOT** to have used the District Library in the past year included:

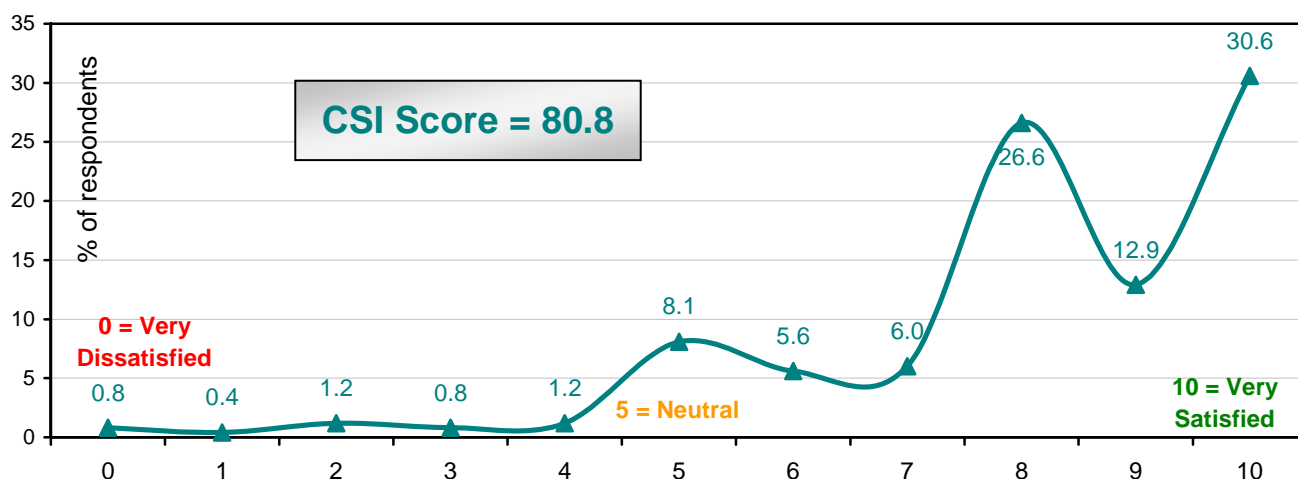
- Those from the Edgecumbe / Tarawera Ward, 54% of the subgroup (99% confidence level).
- Men, 45% of the subgroup (95% confidence level).
- Those working full time, 43% (95% confidence level).
- Those living in the country, 43% of the subgroup (90% confidence level).

## District Library – User satisfaction

The respondents who had used the library in the past year were asked how satisfied they were with the library, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of Library users rate their overall satisfaction with the library positively. Just over three quarters of the users, 76% were satisfied (scores of 7 – 10) including 31% who rated the District Library with a score of 10 out of 10. A further 13% rated this at nine while a third of the users, 27% rated the library a very credible 8.

A sixth of the sub group, 15% of the users were neutral (scores 4 – 6) while 8 respondents, 3% of users were actually dissatisfied. The Customer Satisfaction Index<sup>4</sup> (CSI is a weighted score across the satisfaction scale) was 80.8, a score that shows excellent levels of satisfaction.



Only 8 library users (3%) rated their satisfaction with the District Library at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this service. It is interesting to note from the verbatim comments of these respondents that it appears there is no common reason for respondents being less than satisfied. These respondents commented: (SS = satisfaction score)

*'Putting charges on books and the lighting is very poor'* (SS = 0)

*'Because they don't have what I need'* (SS = 0)

*'I don't like that we should have to pay a \$5 annual fee and we pay rates and really we shouldn't have to'* (SS = 1)

*'The books are too old and need to be updated (non-fiction books)'* (SS = 2)

*'Poor collection of books, too small a place, no place to sit down and read, not enough of selection of what I read. Non fiction, very limited'* (SS = 2)

*'Antiquated; in comparison with Manukau City (lived here previously). Computer systems haven't been updated; difficult to find records, not user friendly'* (SS = 2)

*'I went in there to look for something and couldn't find it. Very hard to find what you're looking for'* (SS = 3)

*'Because it's so out dated. They need to update stuff for the kids and they need to improve technology'* (SS = 3)

*'They pull you out of the library system if you do not go within a certain time, which is stupid. It should be a lifetime membership'* (SS = 4)

*'It gets full around by the parking areas, I am for ever waiting for some one to move'* (SS = 4)

*'All of the Maori books are reference books and you can't take them out, and there aren't many at that. Not enough books'* (SS = 4)

<sup>4</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section

**Library Satisfaction by Demographics**

The chart opposite compares the CSI scores by the various sub groups of interest. On average the CSI score was 80.8 for the library. There are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level is similar in four of the wards but this is significantly lower for the respondents from Murupara / Galatea.

There is no significant difference in the level of satisfaction level between the genders.

There is a noticeable trend in the overall satisfaction by age. The older a respondent, the more satisfied they appear. This is partially caused by older people being easier to please. A third of those aged over 60 were very satisfied, 39% versus 28% for those aged 30 – 59 and 25% for those aged under 30.

It also appears that ethnicity has some impact on overall satisfaction. Those of European descent rate this with a CSI of 84.4 while those of Maori descent rate this with a CSI of 74.5.

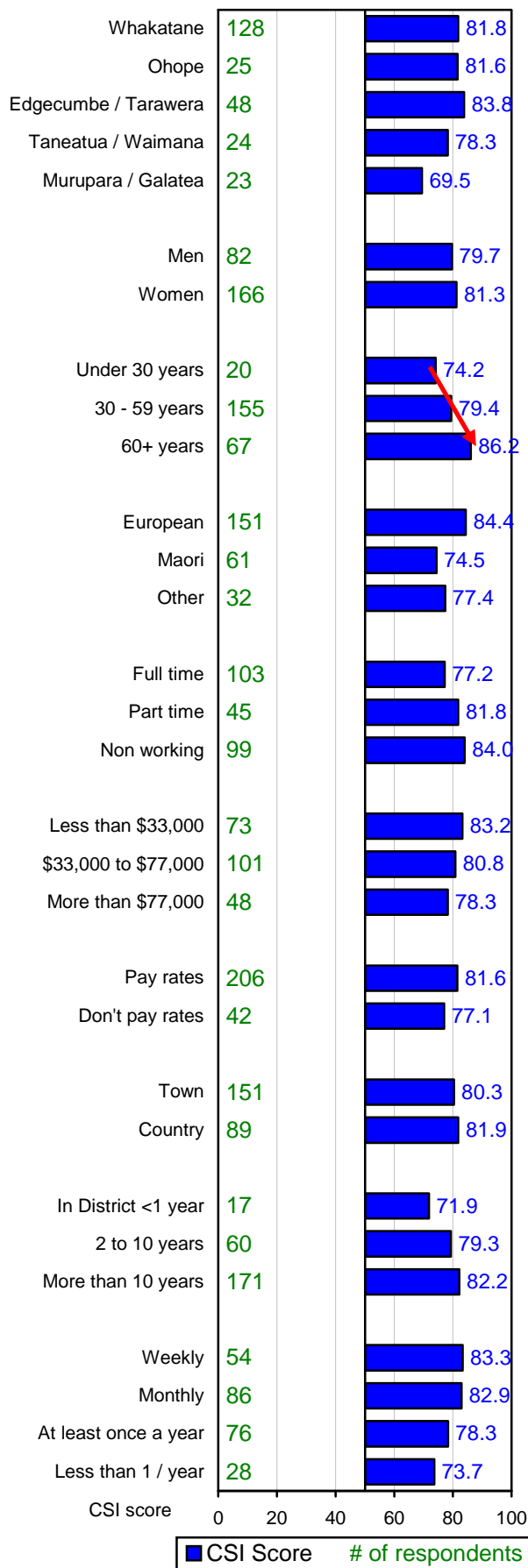
Household income appears to have a small effect on satisfaction with the library with respondents from all income streams showing high levels of satisfaction.

Those who pay rates are more satisfied with the library than those who do not pay rates.

It is interesting that those from the rural areas rate the library slightly higher than those from the urban areas.

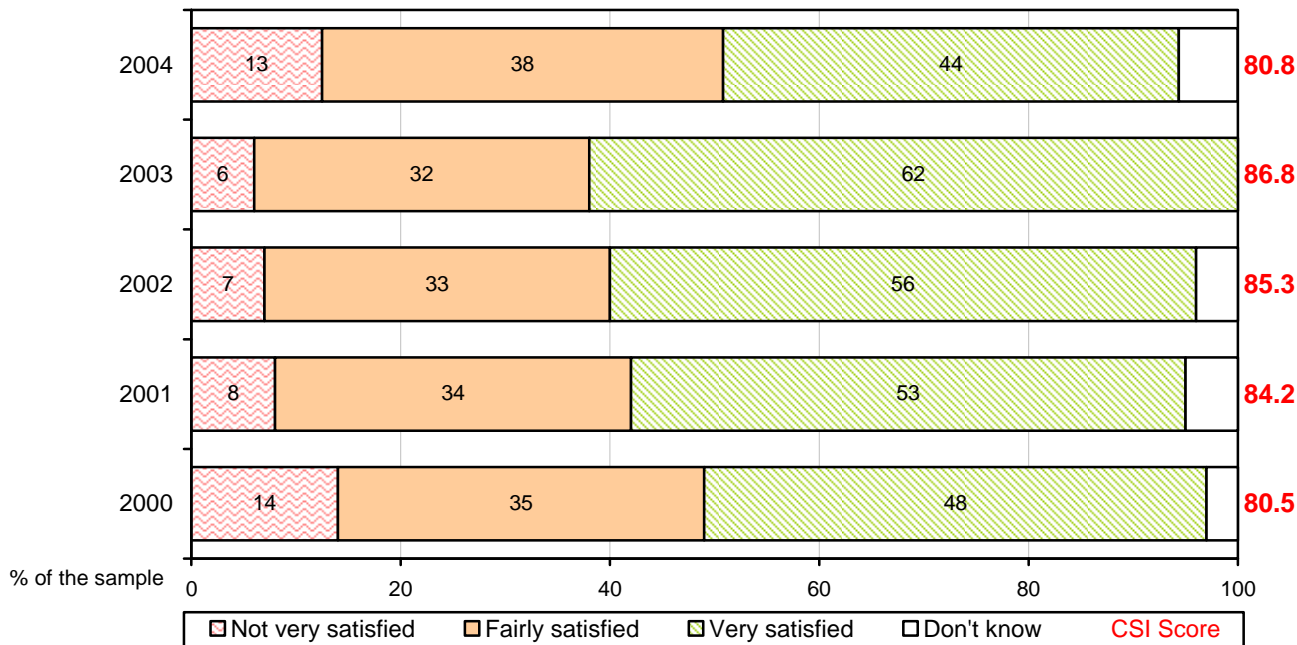
There is a significant difference in the level of satisfaction based on the frequency of using the library. Those who use the library on a weekly basis rate this with a CSI 83.3 while those who visit the least often rated with a CSI of 73.7. This raises the question are they using the library less because they are not satisfied with the service provided.

Overall, the CSI scores show that overall the library is providing excellent service and most users are satisfied with this service.

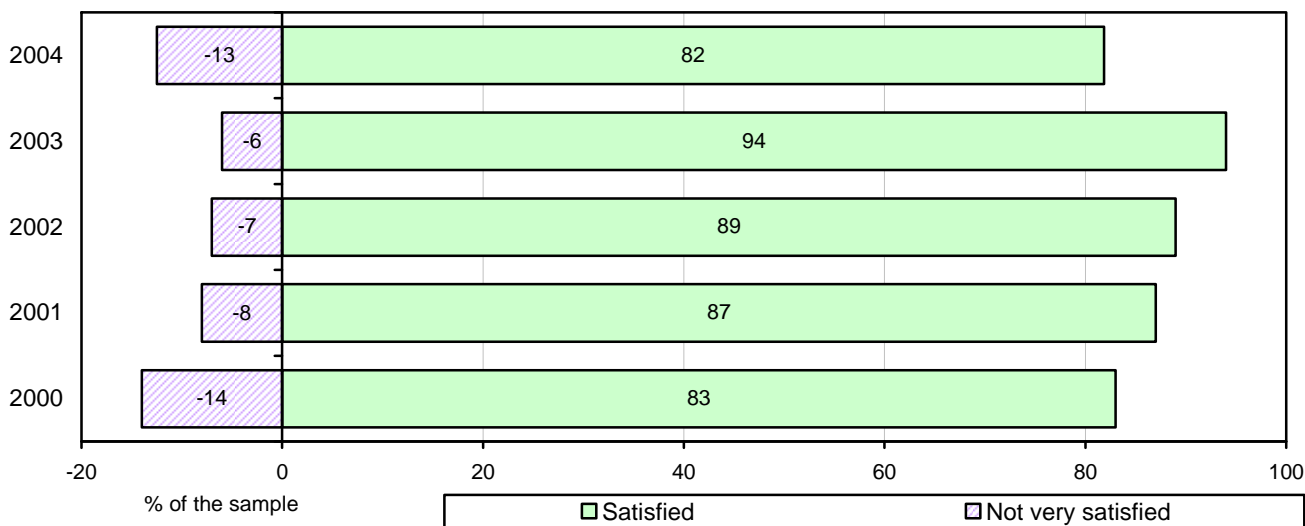


**Library Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the library using the previous 3 point scale<sup>5</sup> and an estimated CSI score<sup>6</sup> for each year. This shows that the largest group of users, 44% are very satisfied with the District Library with a further 38% being fairly satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is lower than recent years but comparable with the CSI score of 2000.



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 changed scale but this also could reflect there has been an issue with the library service this year.



<sup>5</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

<sup>6</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

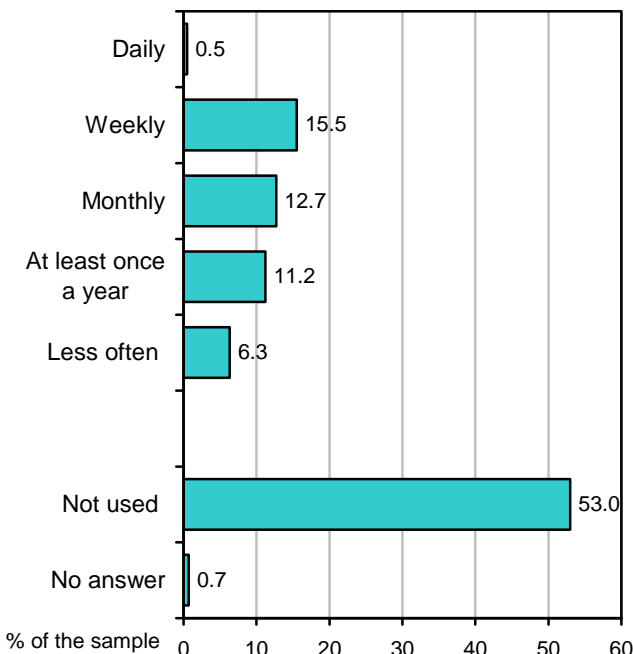


## Sports grounds

Respondents were asked how often they had used the sports grounds in the past year<sup>7</sup>. The wording for this question has changed from that used historically 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.

A sixth of the sample, 16% said they used the Sports Grounds on a weekly basis with a further 13% stating they used this at least monthly.

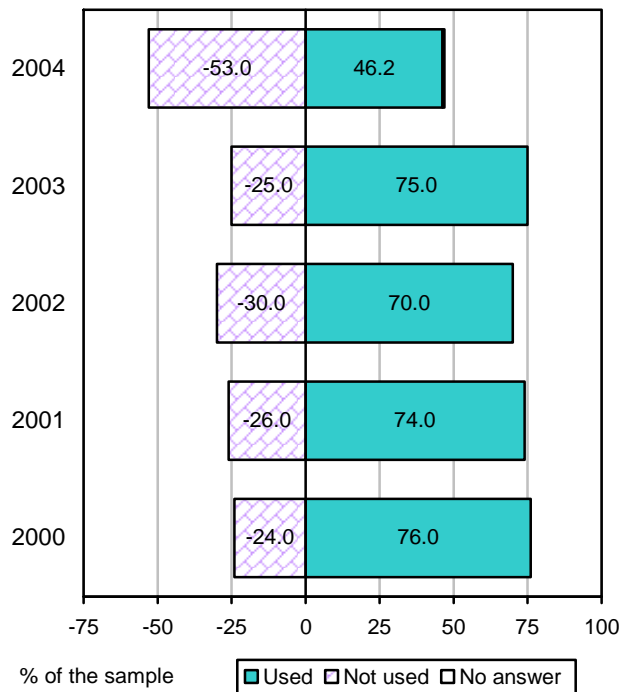
At the other end of the range over half of all respondents, 53% said they never used the Sports Grounds.



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

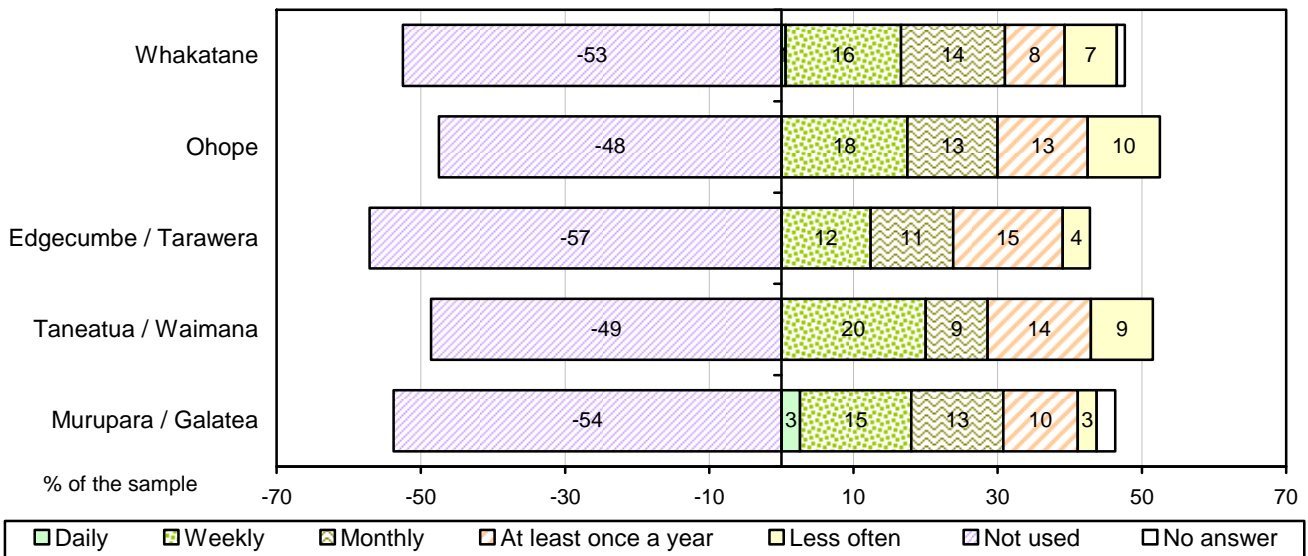
Comparing the history of sports ground usage shows that current usage is at the lower end of the range with 46% of respondents saying they had used a sports ground in the past 12 months.

However this is probably a direct result of asking only those who have used a sports ground to respond.

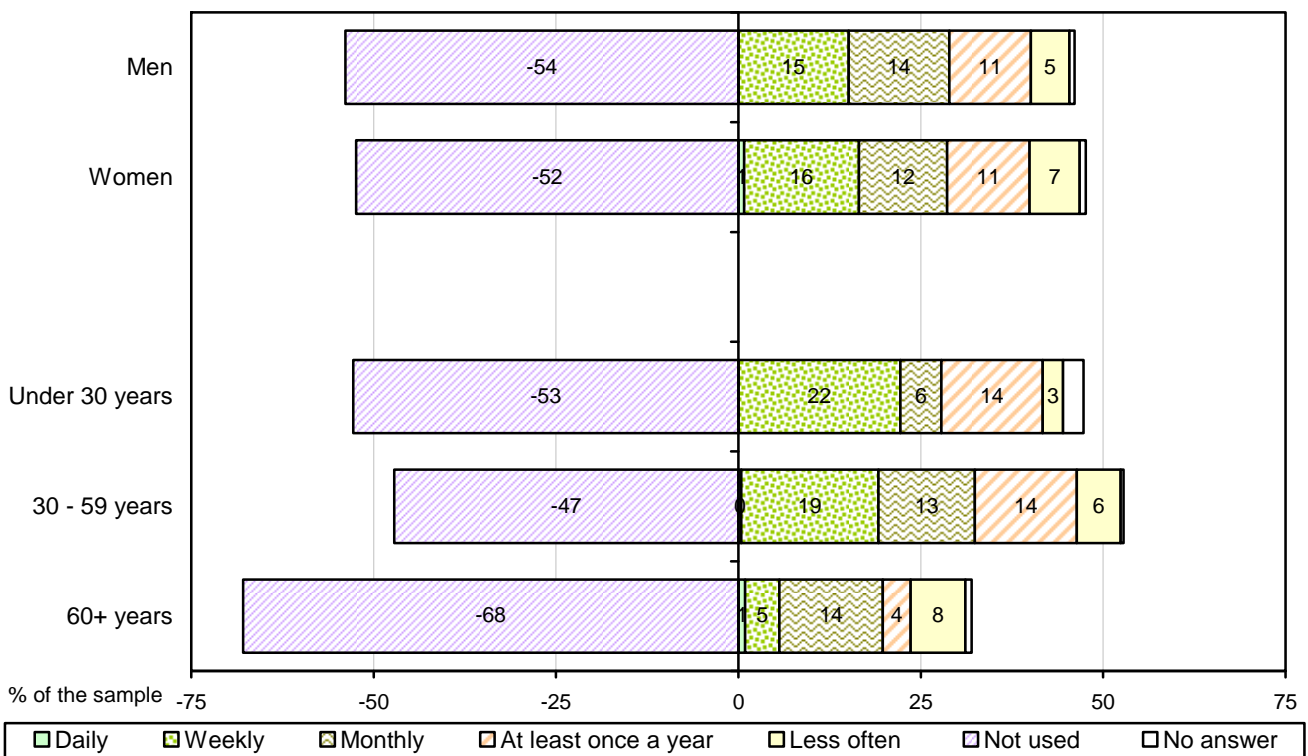


<sup>7</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

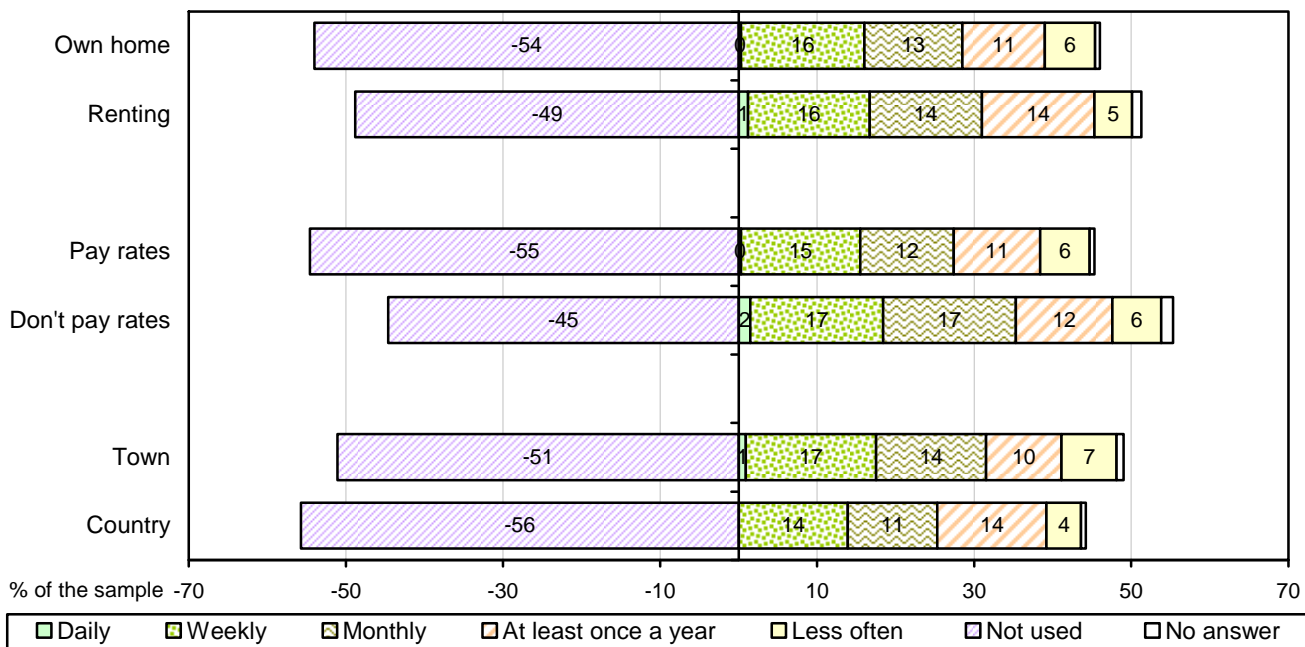
There are some minor variations in usage between the areas with Ohope and Taneatua / Waimana based respondents slightly more likely to use Sports Grounds, while respondents from Edgecumbe / Tarawera are more likely not to have used this facility, 57%.



There is little difference in the proportions that use the sports grounds based on gender. However, as expected there is a significant difference by age of respondents. Those aged over 60 are less likely to have used the sports grounds, 68% versus 47% for those aged 30 to 59 and 53% for those aged under 30.



Those respondents who own their own home are less likely to use the Sports grounds, 45% than those who are renting, 50%. Those who live in the country are slightly less likely to have used the Sports grounds in the past year, 44% versus 48% for those who live in town.



The subgroups that were significantly **more likely** to use the sports grounds on a weekly basis included:

- Aged 30 - 59 years, 19% of the subgroup (95% confidence level)
- Those working part time, 23% of the subgroup (90% confidence level).

Those significantly **more likely NOT** to have used the sports grounds in the past year included:

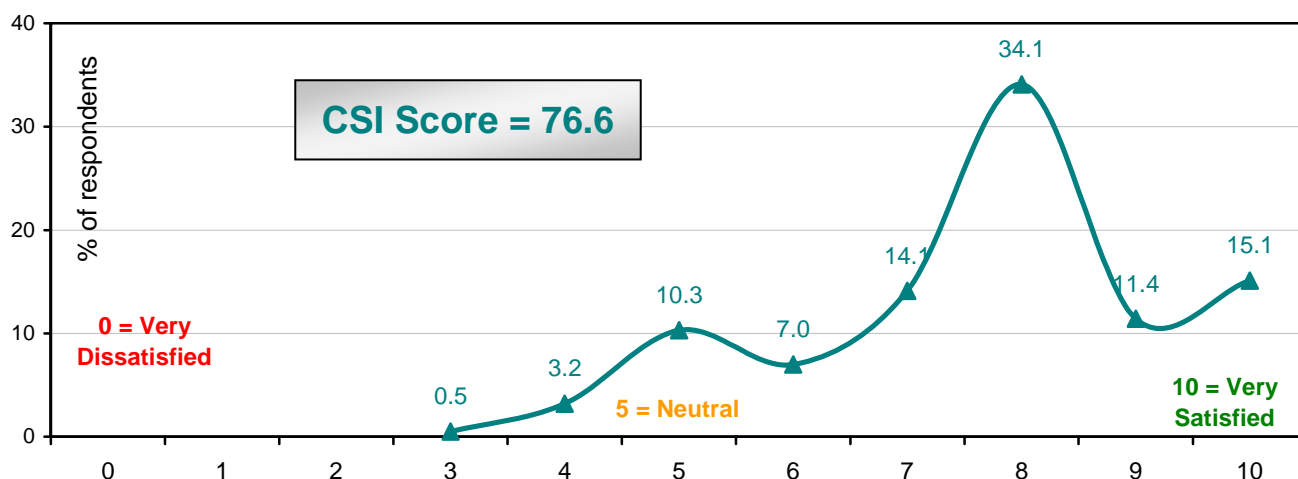
- Aged 60 years or more, 68% of the subgroup (99% confidence level)
- Those not working, 62% (99% confidence level).
- Those living in the district for less than 1 year, 70% of the subgroup (95% confidence level).

## Sports Grounds – User satisfaction

The respondents who had used the sports grounds in the past year were asked how satisfied they were with the sports grounds, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of sports ground users rate their overall satisfaction with the sports grounds positively. Just on three quarters of the users, 75% were satisfied (scores of 7 – 10) including 15% who rated the sports grounds with a score of 10 out of 10. A further 11% rated this at nine while a third of the users, 34% rated the sports grounds a very credible 8.

A fifth of the sub group, 21% of the users were neutral (scores 4 – 6) while 1 respondent, 0.5% of users was actually dissatisfied. The Customer Satisfaction Index was 76.6, a score that shows very good levels of satisfaction.



Only 7 sports ground users (4%) rated their satisfaction with the sports grounds at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility. These respondents commented: (SS = satisfaction score)

*'Hockey not supported enough, no appropriate facilities, therefore not supporting the sport or bringing money to the district. Have to travel to Rotorua' (SS = 3)*

*'I'd like to see one put up in town here (there's only one at the school).  
We have no one field that can be used for many sports' (SS = 4)*

*'No soccer fields' (SS = 4)*

*'Not happy with hygiene of public toilets' (SS = 4)*

*'The vandalism' (SS = 4)*

*'There is only one in Murupara, and it is not well maintained' (SS = 4)*

*'Too water logged and not enough public toilets around them' (SS = 4)*

### Sports grounds Satisfaction by Demographics

The chart opposite compares the CSI scores for the sports grounds by the various sub groups of interest. On average the CSI score was 76.6 for the sports grounds. There are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level is similar in four of the wards but this is significantly lower for the respondents from Murupara / Galatea.

There is no significant difference in the level of satisfaction level between the genders.

The older respondents are the most satisfied. The CSI score is 83 for those aged over 60 versus 75 for those aged 30 – 59 and 78 for those aged under 30.

It also appears that ethnicity has some impact on overall satisfaction with those of European descent rating this with a CSI of 77.9 while those of Maori descent rate this with a CSI of 75.8.

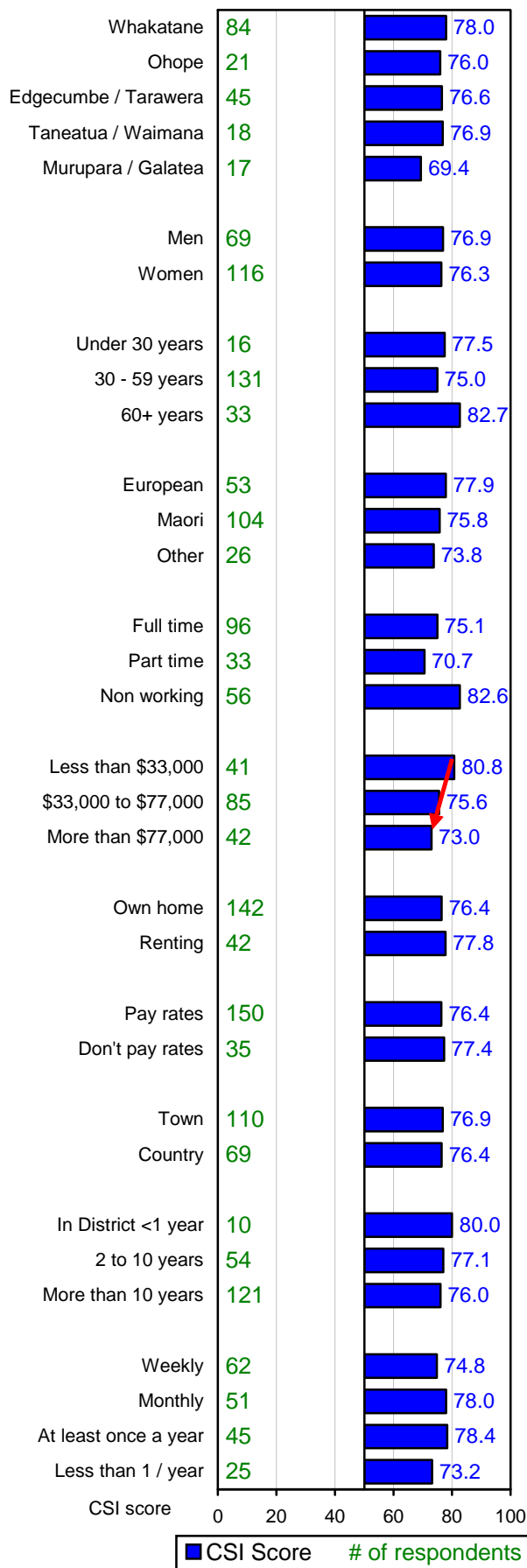
Household income appears to have a noticeable effect on satisfaction with the sports grounds with respondents from the high income streams showing lower levels of satisfaction.

Those who pay rates are marginally less satisfied with the sports grounds than those who do not pay rates.

Those from the rural areas rate the sports grounds similar to those from the urban areas.

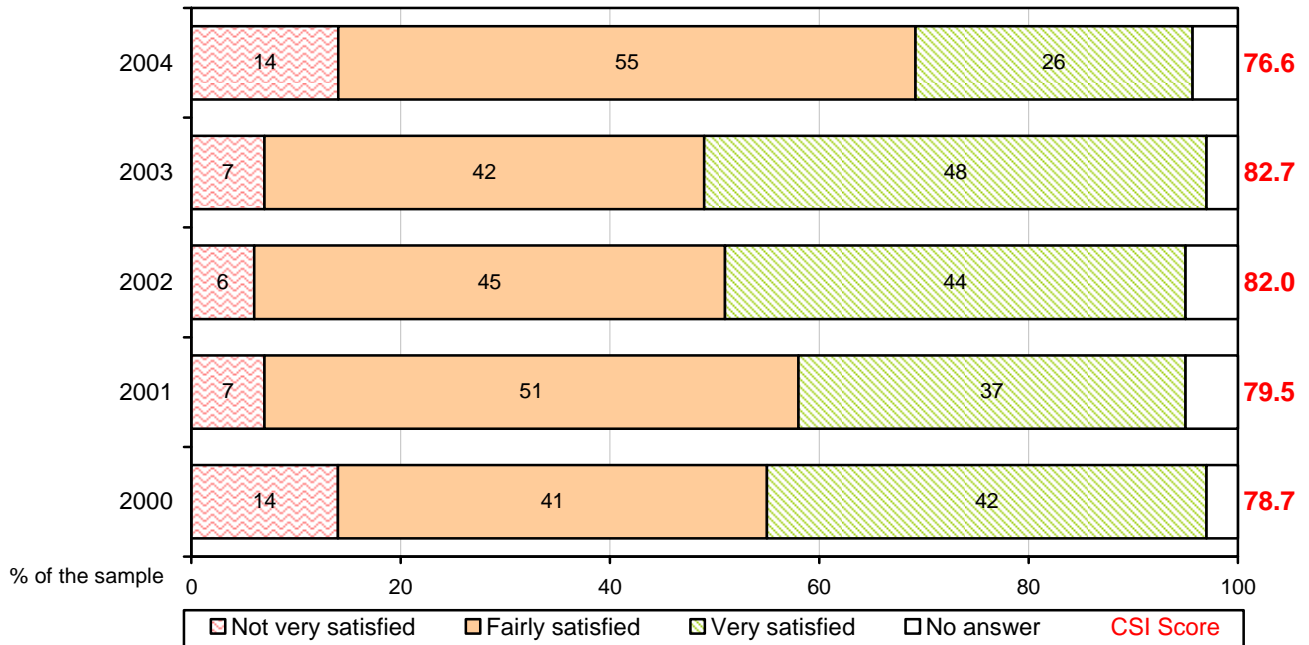
There is a slight difference in the level of satisfaction based on the frequency of using the sports grounds. Those who use the sports grounds on a weekly basis rate this with a CSI 74.8 while those who visit the least often rated with a CSI of 73.2.

Overall, the CSI scores show that the sports grounds are providing very good facilities and most users are satisfied with these facilities however most CSI scores imply there are opportunities for improvement.

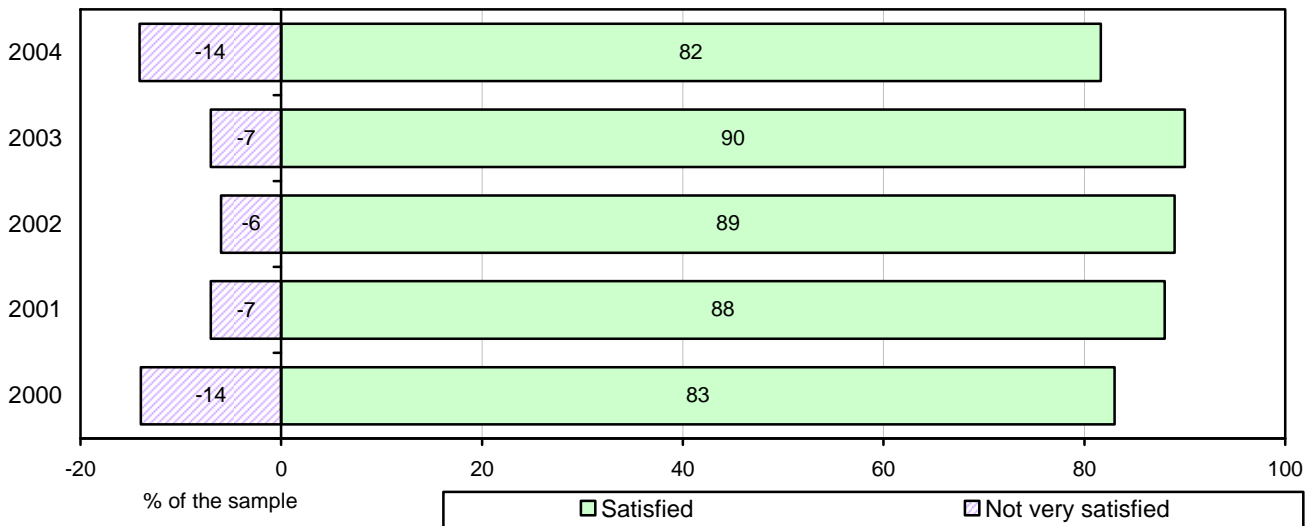


**Sports grounds Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the sports grounds using the previous 3 point scale<sup>8</sup> and an estimated CSI score<sup>9</sup> for each year. This shows that over half of the users, 55% are fairly satisfied with the sports grounds with a further 26% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is lower than last year 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 satisfaction levels have decreased this year. This may be a result of the changed scale but this also could reflect there has been an issue with the sports grounds this year.



<sup>8</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

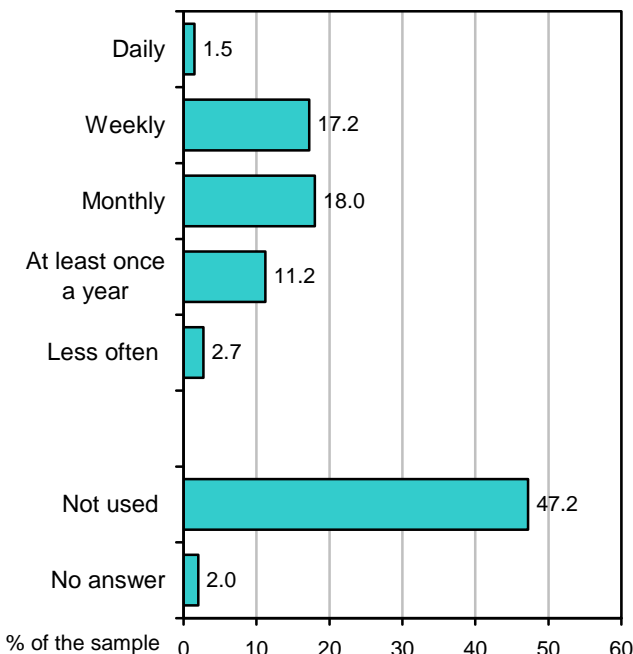
<sup>9</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Playgrounds

Respondents were asked how often they used the playgrounds in the past year<sup>10</sup>. The wording for this question has changed from that used historically 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.

Just under a fifth of the sample, 18.7% said they used the playgrounds on at least a weekly basis with a further 18% stating they used this at least monthly.

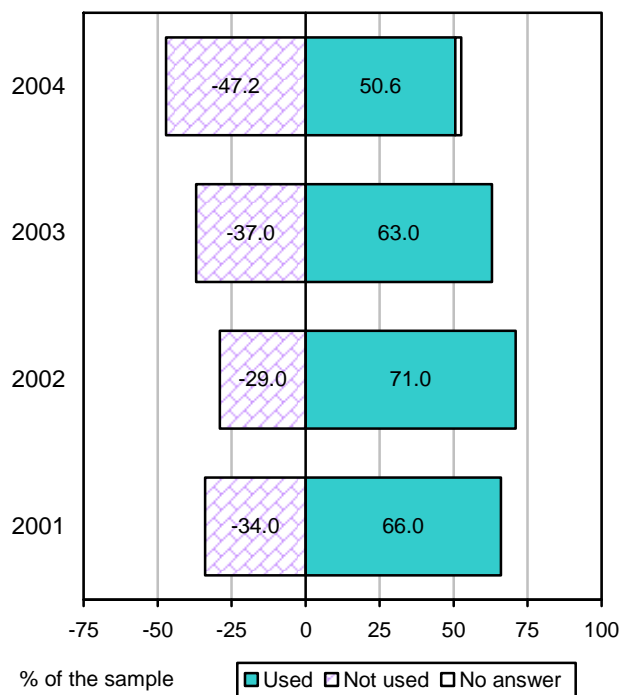
At the other end of the range almost half of all respondents, 47% said they had not used the playgrounds in the past 12 months.



Comparing the history of playground usage shows that current usage is at the lower end of the range with 51% of respondents saying they had used the playgrounds in the past 12 months.

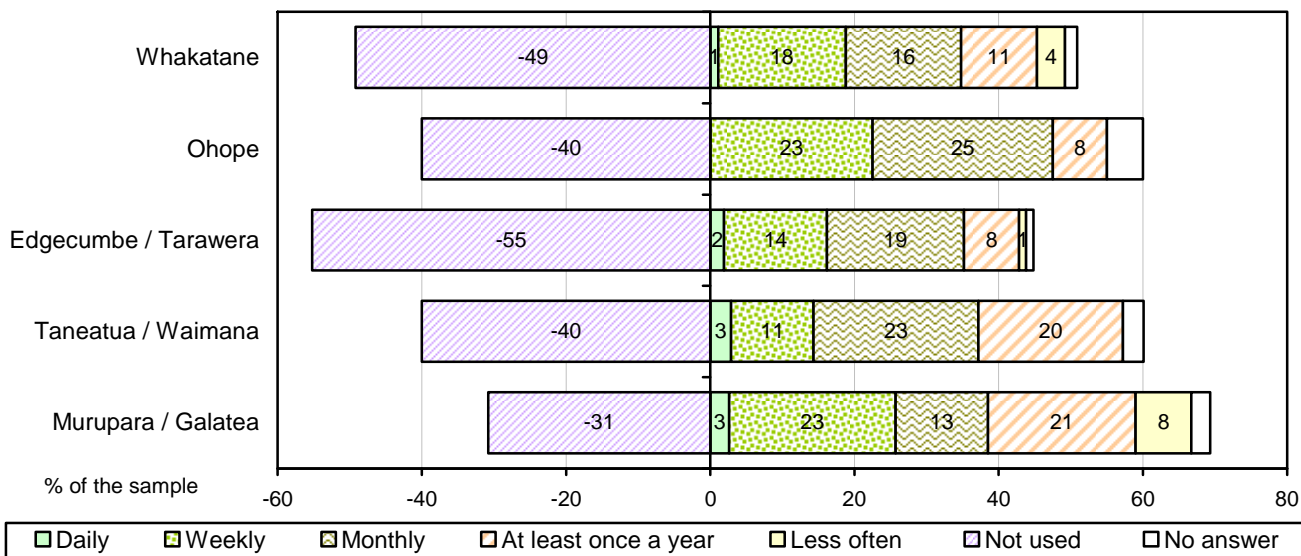
However this is probably a direct result of asking only those who have used a playground to respond versus asking if respondents had used or visited a playground in previous years.

Regardless of the changes it appears that half of the respondents used the playgrounds in the past year.

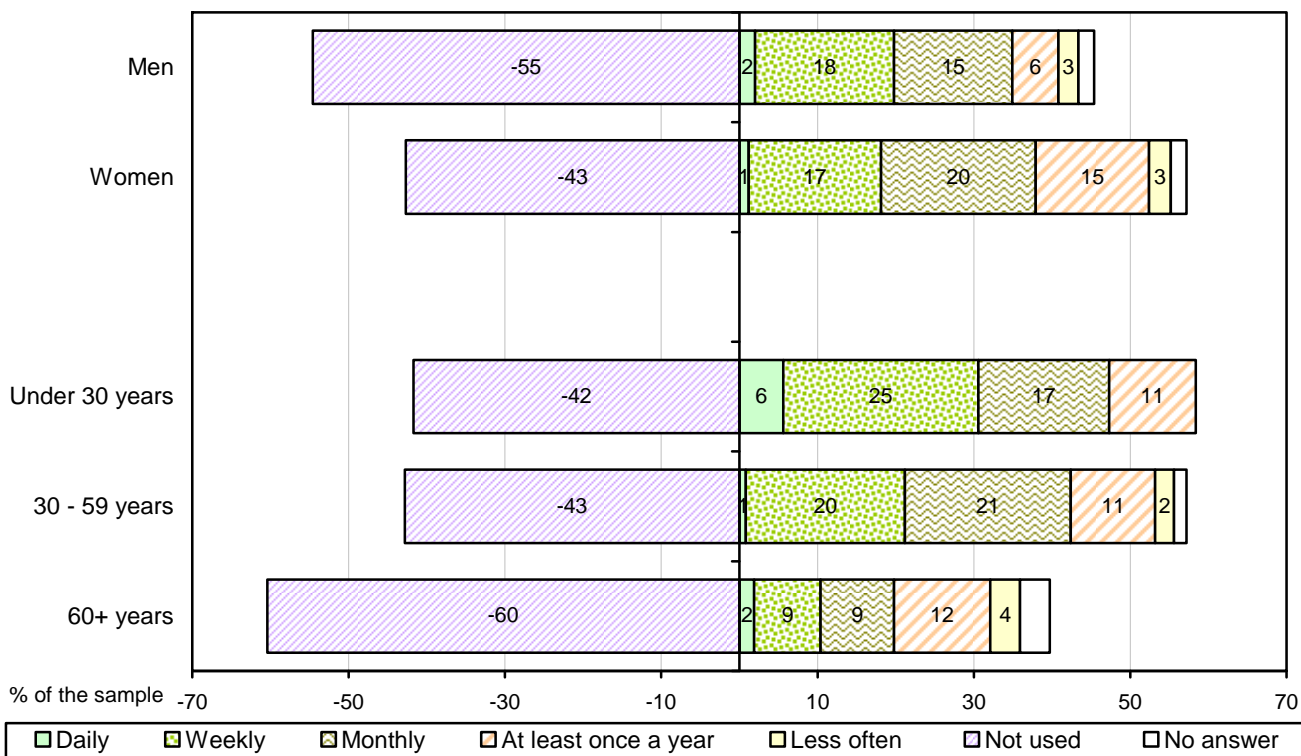


<sup>10</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

There are some significant variations between the areas with Ohope based respondents more likely to use the playgrounds on at least a monthly basis, 48% while respondents from Edgecumbe / Tarawera are significantly more likely not to have used this facility, 55%.

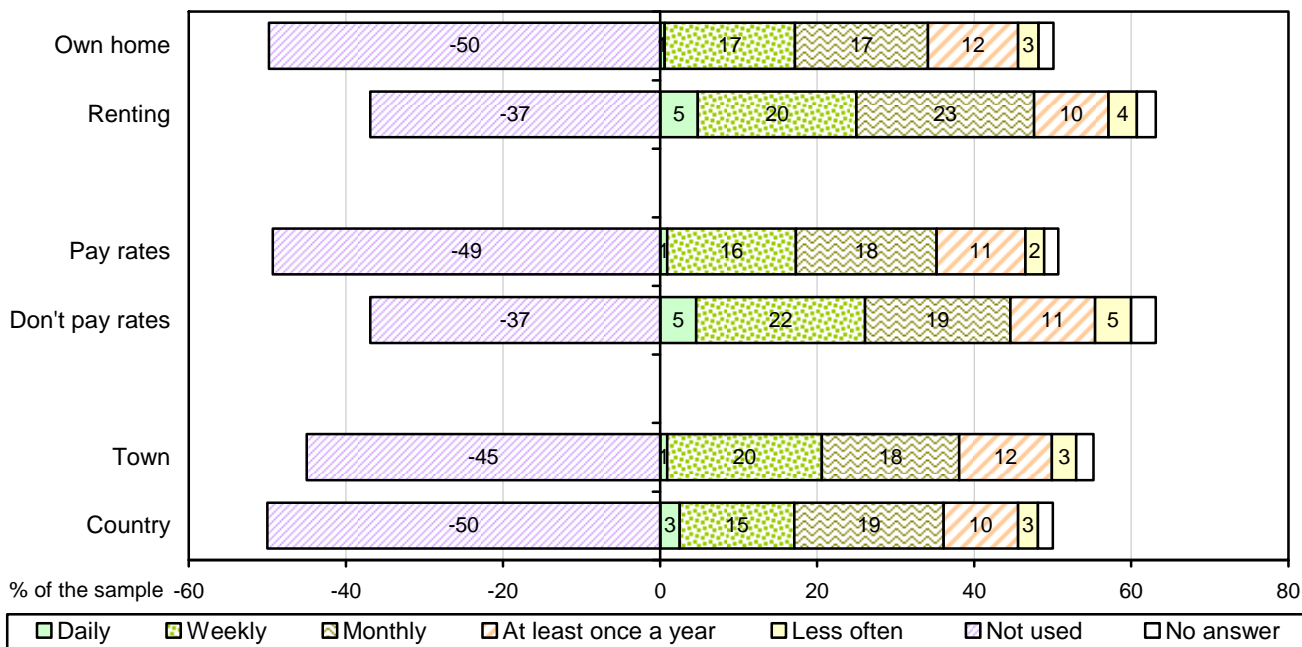


There is a significant difference in the proportions that use the playgrounds based on gender with women being significantly more likely to have used the playgrounds, 55% versus 42% for men. In a similar vein those aged under 30 are more likely to have used the playgrounds, 58% versus 55% for those aged 30 to 59 and 36% for those aged over 60.





The respondents who are renting are more likely to use the playgrounds, 61% than those who own their own home, 48%. Those who live in the country are less likely to have used the playgrounds in the past year, 48% versus 53% for those who live in town.



The subgroups that were significantly **more likely** to use the playgrounds on a weekly basis included:

- Aged 30 - 59 years, 20% of the subgroup (95% confidence level)
- Those working part time, 25% of the subgroup (90% confidence level).

Those significantly **more likely NOT** to have used the playgrounds in the past year included:

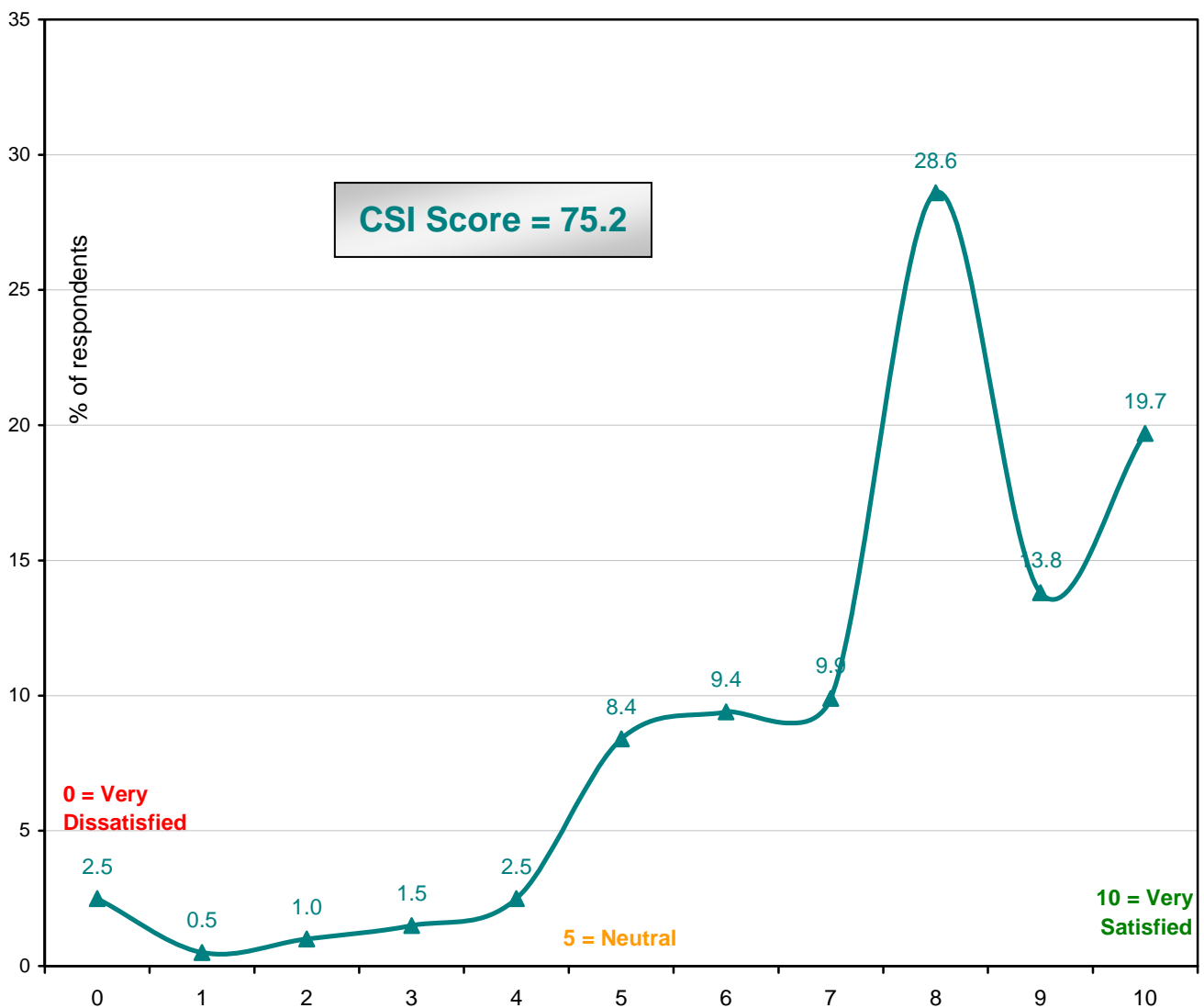
- Those from other ethnic groups, 66% of the subgroup (99% confidence level).
- Aged 60+ years, 60% of the subgroup (99% confidence level)
- Men, 55% of the subgroup (95% confidence level)
- Those from the Edgecumbe / Tarawera Ward, 55% of the subgroup (90% confidence level).
- Those who live in their own home, 50% (95% confidence level).

## Playgrounds – User satisfaction

The respondents who had used the playgrounds in the past year were asked how satisfied they were with the playgrounds, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of playground users rate their overall satisfaction with the playgrounds positively. Just under three quarters of the users, 72% were satisfied (scores of 7 – 10) including 20% who rated the playgrounds with a score of 10 out of 10. A further 14% rated this at nine while over a quarter of the users, 29% rated the playgrounds a very credible 8.

A fifth of the sub group, 20% of the users were neutral (scores 4 – 6) while 11 respondents, 5% of users were actually dissatisfied. The Customer Satisfaction Index was 75.2, a score that shows very good levels of satisfaction.



Only 16 playground users (8%) rated their satisfaction with the playgrounds at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility. It is interesting to note from the verbatim comments of these respondents that it appears there is no common reason for respondents being less than satisfied.

These respondents commented: (SS = satisfaction score)

### **Edgecumbe / Tarawera**

*'They're crap. The Edgecumbe playgrounds are not up to standard. They are heaps worse than the Whakatane playgrounds'* (SS = 0)

*'Because there is no access for wheelchairs to the playgrounds'* (SS = 3)

*'The ones in Edgecumbe are poorly designed and not kept up to date or safe'* (SS = 4)

### **Murupara / Galatea**

*'Because it's not even a playground there just 2 swings and a slide'* (SS = 0)

*'Some of the equipment at the playground needs to be updated'* (SS = 0)

*'Ours aren't up to par with the ones in the other districts- we just have the swings and monkey-bars'* (SS = 1)

*'My baby had an accident there when she was four and where she fell the ground wasn't cushioned and she suffered severe brain damage (about 75%). They cushioned the ground about a year after the accident'* (SS = 2)

*'The last time I used the playground there was broken glass around'* (SS = 3)

*'Because they are not very good, no fences, surrounded by a road and always rubbish lying around, glass etc'* (SS = 4)

*'Close to the local hotels'* (SS = 4)

*'Too small'* (SS = 4)

*'Vandalism'* (SS = 4)

### **Taneatua / Waimana**

*'I'd like to see one put up in town here (there's only one at the school). We have to go to Whakatane for public playgrounds. Everything in my area is privately owned'* (SS = 0)

### **Whakatane**

*'All we have is a dome climbing thing, and two swings. More bark that make it look like a playground, and just a small slide. Very barren looking playground. Lots of children tie their horses up on the bar and take off elsewhere'* (SS = 3)

*'There is no funding'* (SS = 0)

*'They have been vandalised and they have not been repaired. Everything's always broken'* (SS = 2)

**Playgrounds Satisfaction by Demographics**

The chart opposite compares the CSI scores for the playgrounds by the various sub groups of interest. On average the CSI score was 75.2 for the playgrounds. There are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level is similar in three of the wards but this is noticeably lower for the respondents from Murupara / Galatea, CSI score of 54.0.

There is no significant difference in the level of satisfaction level between the genders.

There is a noticeable trend in the overall satisfaction by age, the older a respondent, the more satisfied they appear. This is partially caused by older people being easier to please. The CSI score is 81 for those aged over 60 versus 74 for those aged 30 – 59 and 70 for those aged under 30.

It also appears that ethnicity has some impact on overall satisfaction. Those of European descent rate this with a CSI of 79.0 while those of Maori descent rate this with a CSI of 66.6.

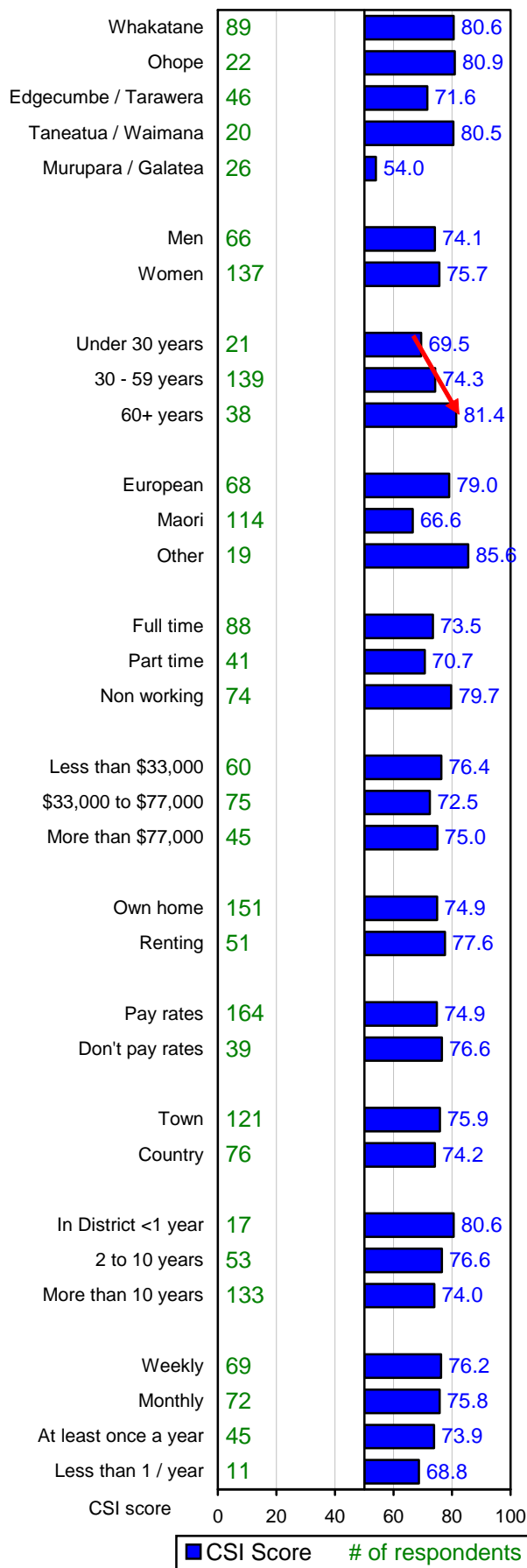
Household income appears to have little effect on satisfaction with the playgrounds with respondents from all income streams showing reasonable levels of satisfaction.

Those who pay rates are slightly less satisfied with the playgrounds than those who do not pay rates.

Those from the rural areas rate the playgrounds slightly lower than those from the urban areas.

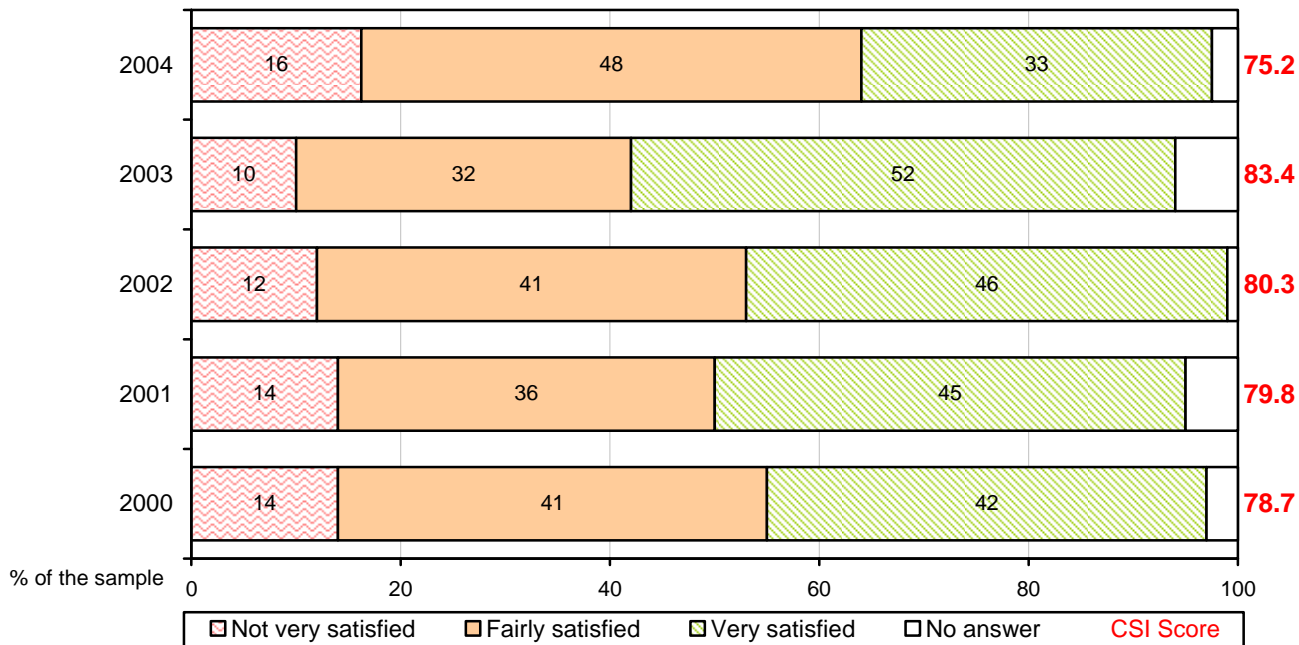
There is a noticeable difference in the level of satisfaction based on the frequency of using the playgrounds. Those who use the playgrounds on a weekly basis rate this with a CSI 76 while those who visit the least often rated with a CSI of 69. This raises the question are they using the playgrounds less because they are not satisfied with the facility provided.

Overall, the CSI scores show that overall the playgrounds are providing very good facilities and most users are satisfied with these facilities however most CSI scores imply there are opportunities for improvement.

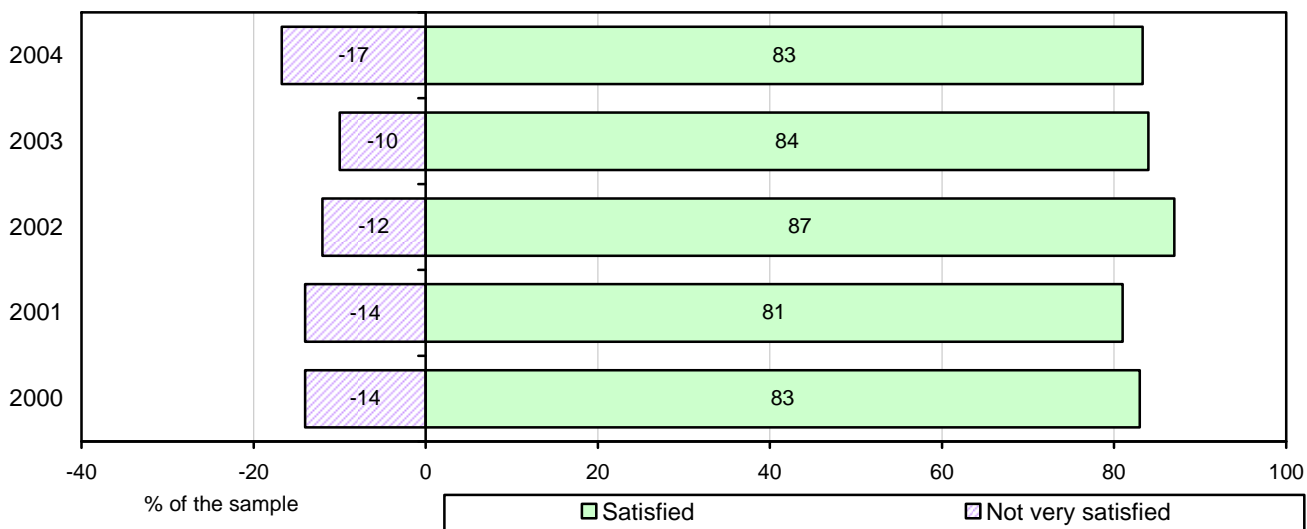


**Playgrounds Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the playgrounds using the previous 3 point scale<sup>11</sup> and an estimated CSI score<sup>12</sup> for each year. This shows that close to half of the users, 48% are fairly satisfied with the playgrounds with a further 33% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is lower than last year 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 has increased this year. This may be a result of the changed scale but this also could reflect there has been a bigger issue with the playgrounds this year.



<sup>11</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

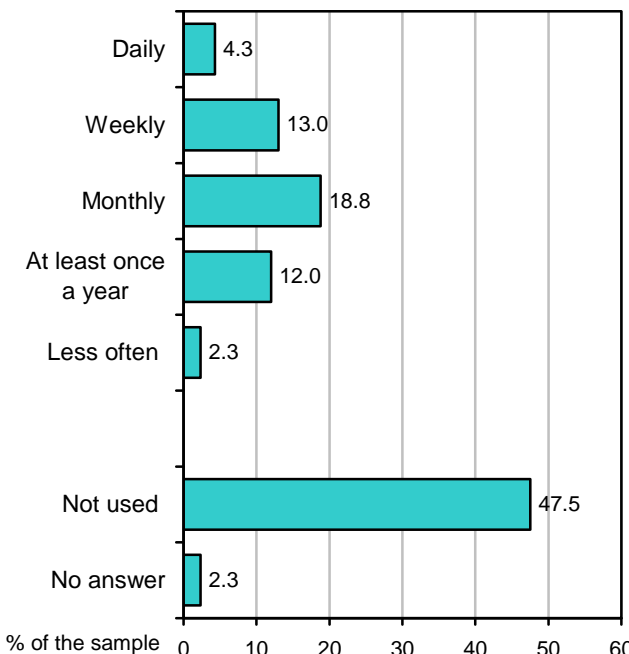
<sup>12</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Swimming pools

Respondents were asked how often they used the swimming pools in the past year<sup>13</sup>. The wording for this question has changed from that used historically 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.

Just over a seventh of the sample, 17.3% said they used the swimming pools on at least a weekly basis with a further 19% stating they used this at least monthly.

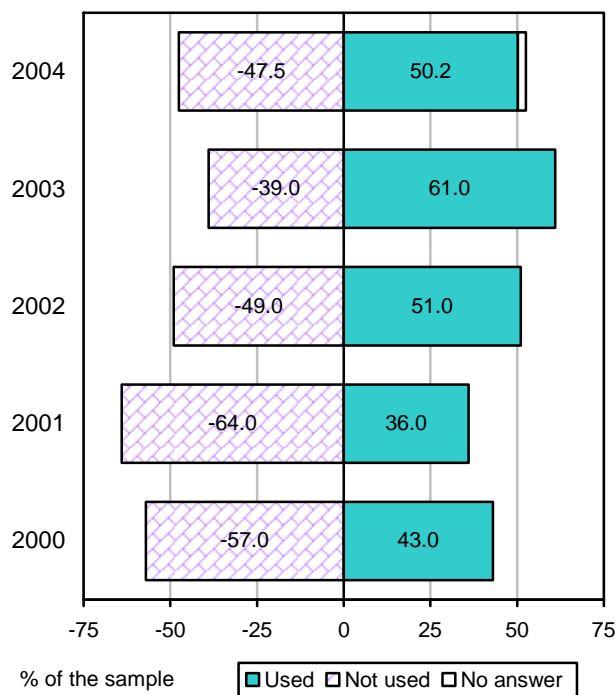
At the other end of the range half of all respondents, 48% said they had not used the swimming pools in the past 12 months.



Comparing the history of swimming pools usage shows that current usage is at the higher end of the range with 50% of respondents saying they had used the swimming pools in the past 12 months.

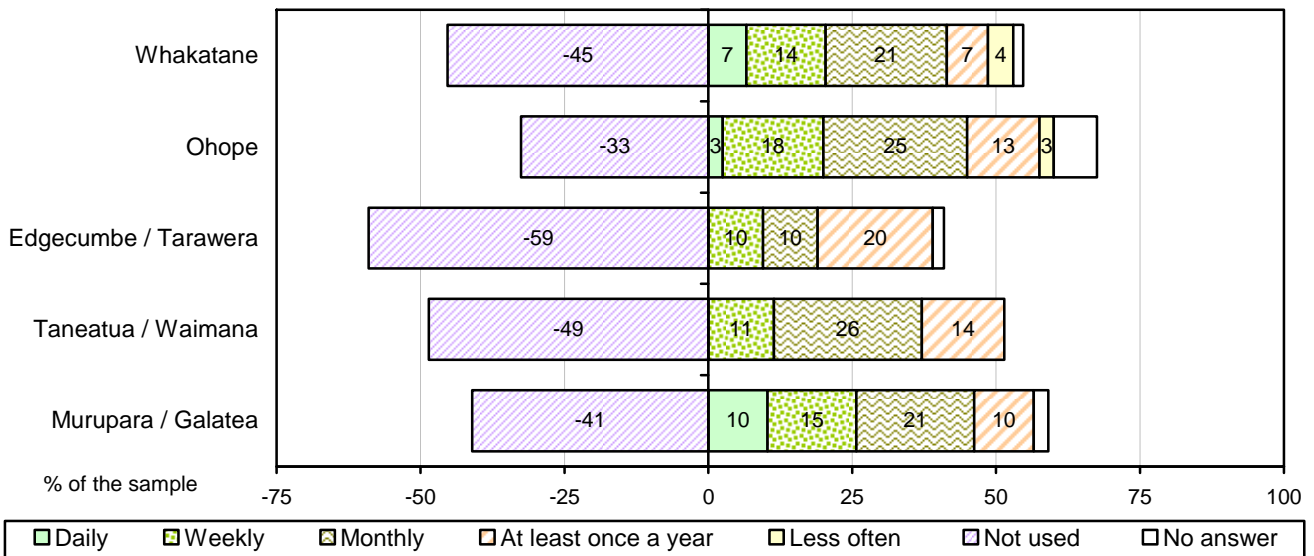
This variation could reflect the change in the sampling process used this year.

However, regardless of the changes it appears that close to half of the respondents used the swimming pools in the past year.

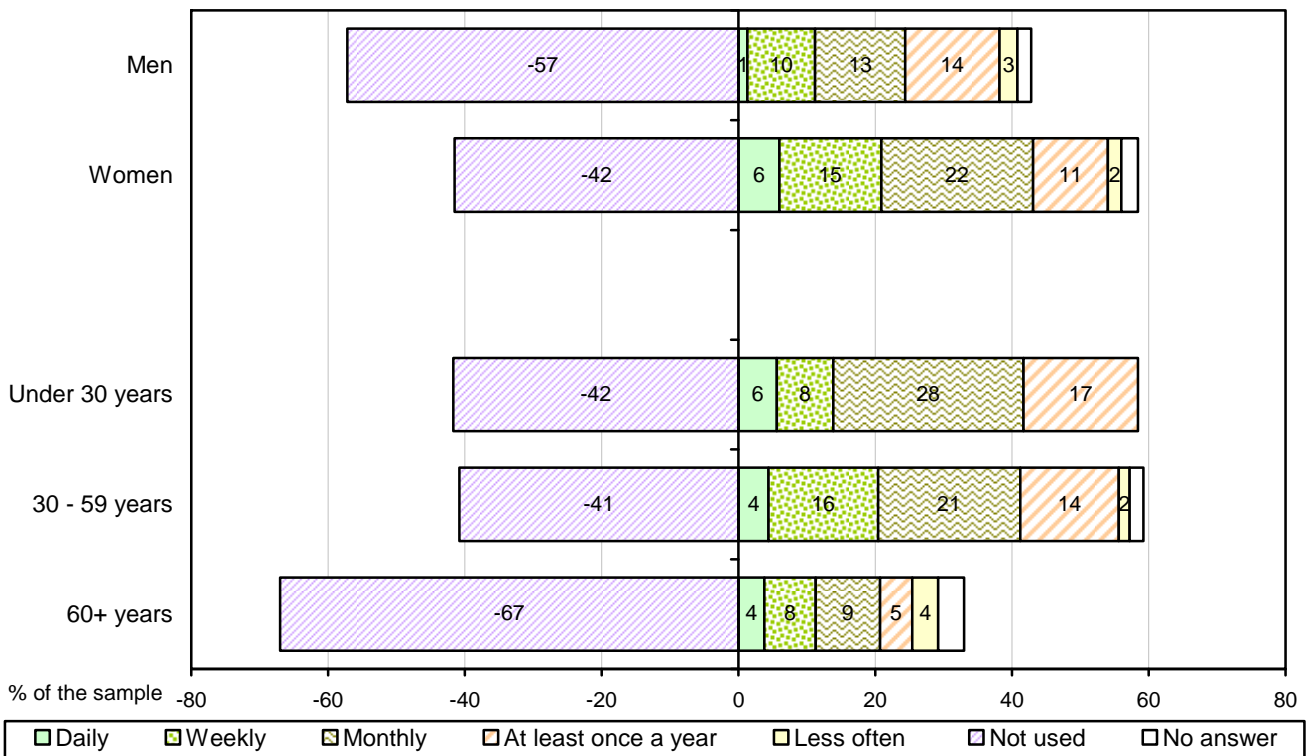


<sup>13</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

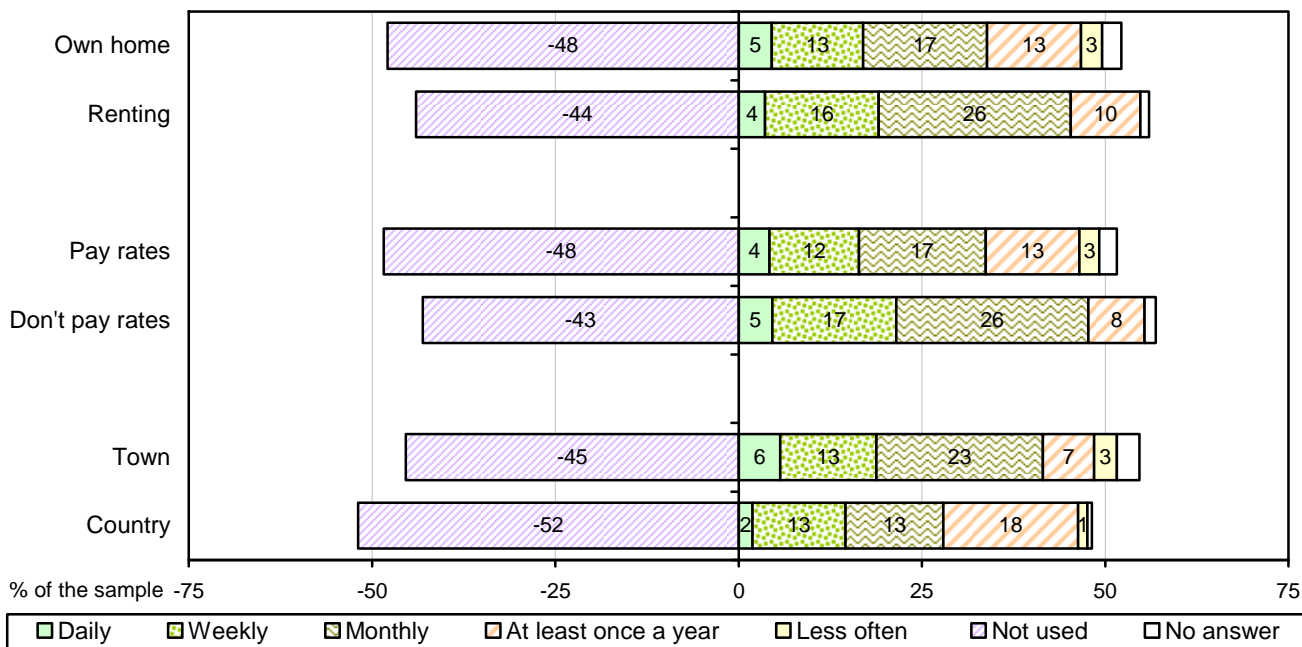
There are some significant variations between the areas with Ohope based respondents significantly more likely to use the swimming pools, 60% while respondents from Edgecumbe / Tarawera are significantly more likely not to have used this facility, 59%.



There is a significant difference in the proportions that use the swimming pools based on gender with women being significantly more likely to have used the pools, 56% versus 41% for men. In a similar vein those aged over 60 are less likely to have used the swimming pools, 29% versus 57% for those aged 30 to 59 and 58% for those aged under 30.



Those respondents who are renting are slightly more likely to use the swimming pools, 55% than those who own their own home, 49%. Those who live in the country are significantly more likely not to have used the swimming pools in the past year, 52% versus 45% for those who live in town.



The subgroups that were significantly **more likely** to use the swimming pools on a weekly basis included:

- Those working part time, 23% of the subgroup (99% confidence level).
- Aged 30 - 59 years, 16% of the subgroup (95% confidence level)

Those significantly **more likely NOT** to have used the swimming pools in the past year included:

- Aged 60+ years, 67% of the subgroup (99% confidence level)
- Those not working, 58% (99% confidence level).
- Those from the Edgecumbe / Tarawera Ward, 59% of the subgroup (99% confidence level).
- Men, 57% of the subgroup (99% confidence level)
- Those from other ethnic groups, 58% of the subgroup (90% confidence level)
- Those who think they get poor value from their rates, 62% of the subgroup (90% confidence level)

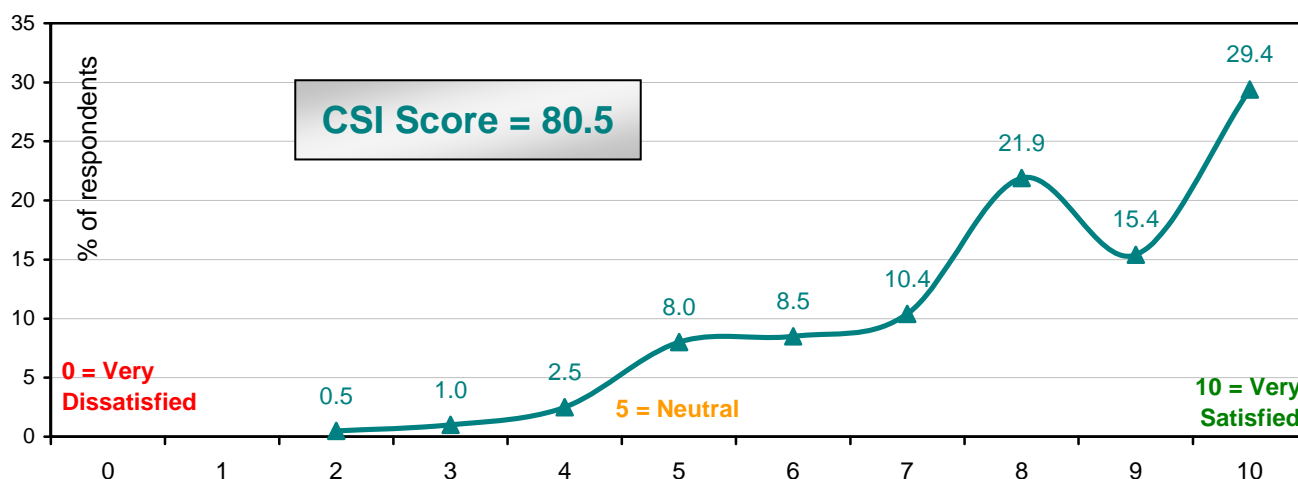


## Swimming pools – User satisfaction

The respondents who had used the swimming pools in the past year were asked how satisfied they were with the pools, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of swimming pool users rate their overall satisfaction with the swimming pools positively. Just over three quarters of the users, 77% were satisfied (scores of 7 – 10) including 29% who rated the swimming pools with a score of 10 out of 10. A further 15% rated this at nine while a third of the users, 22% rated the swimming pools a very credible 8.

A fifth of the sub group, 19% of the users were neutral (scores 4 – 6) while 3 respondents, 1.5% of users were actually dissatisfied. The Customer Satisfaction Index was 80.5, a score that shows excellent levels of satisfaction.



Only 8 swimming pools users (3%) rated their satisfaction with the swimming pools at less than 5 on the 11 point scale. These respondents commented: (SS = satisfaction score)

### **Murupara / Galatea**

*'Public pool is not heated' (SS = 2)*

*'They're cold and dirty ' (SS = 3)*

### **Taneatua / Waimana**

*'Every time we take our kids there they cut their toes' (SS = 4)*

### **Whakatane**

*'The level of chlorine is too high, it is almost to the point of irritating' (SS = 3)*

*'The pool products smell is over powering. At 5.30pm there are no lanes to swim in as they have hired out the pools to others, e.g. aerobics, diving. They hire the whole pool out so there is no room. The showers are poor too' (SS = 4)*

*'Tiles came off, closures, staff not helpful ' (SS = 4)*

*'They should leave the outdoor pool open for public use as there is not enough room for lane swimming. Also, there should be a green refuse for garden rubbish disposal' (SS = 4)*

*'Needs to have higher standard of cleanliness, should have a grounds man there regularly' (SS = 4)*

**Swimming pools Satisfaction by Demographics**

The chart opposite compares the CSI scores for the swimming pools by the various sub groups of interest. On average the CSI score was 80.5 for the swimming pools. There are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level is similar in four of the wards but this is much lower for the respondents from Murupara / Galatea, CSI score 70.0.

There is no significant difference in the level of satisfaction level between the genders.

The younger respondents appear to be less satisfied with the swimming pools. The CSI score is 74 for those aged under 30 versus 82 for those aged 30 – 59 and 80 for those aged over 60.

It also appears that ethnicity has little impact on the overall satisfaction. Those of European descent rate this with a CSI of 82 while those of Maori descent rate this with a CSI of 80.0.

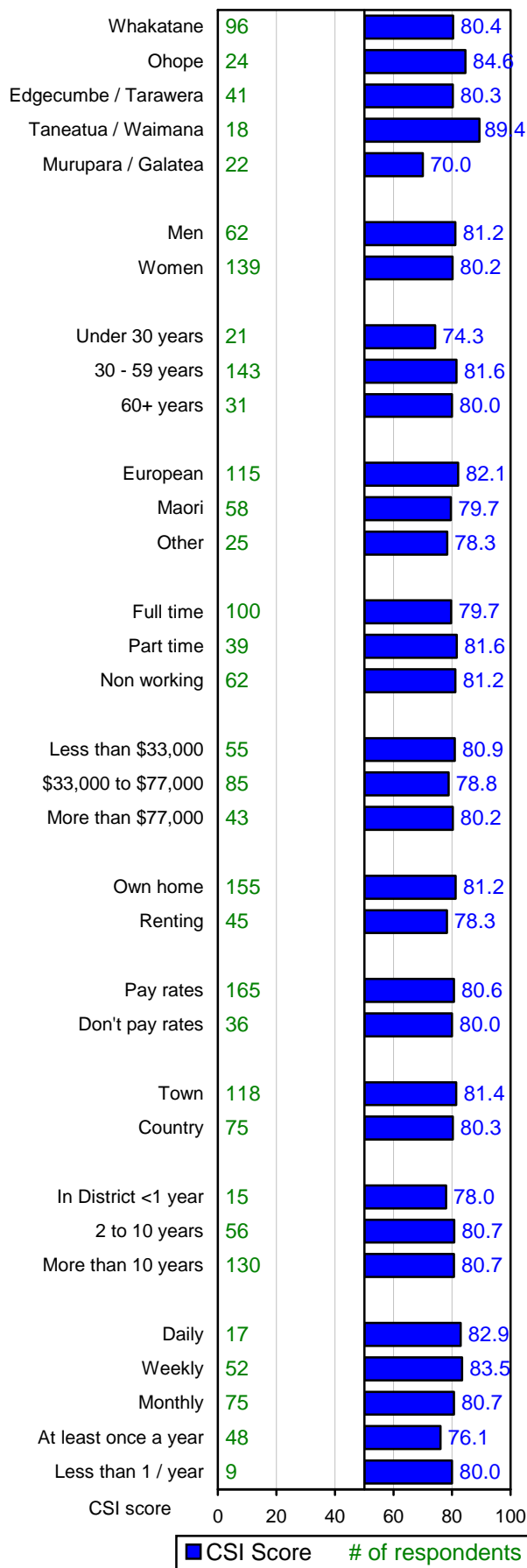
Household income appears to have little effect on satisfaction with the swimming pools with respondents from all income streams showing high levels of satisfaction.

Those who live in their own home are slightly more satisfied with the swimming pools than those who are renting.

Those from the rural areas rate the swimming pools marginally lower than those from the urban areas.

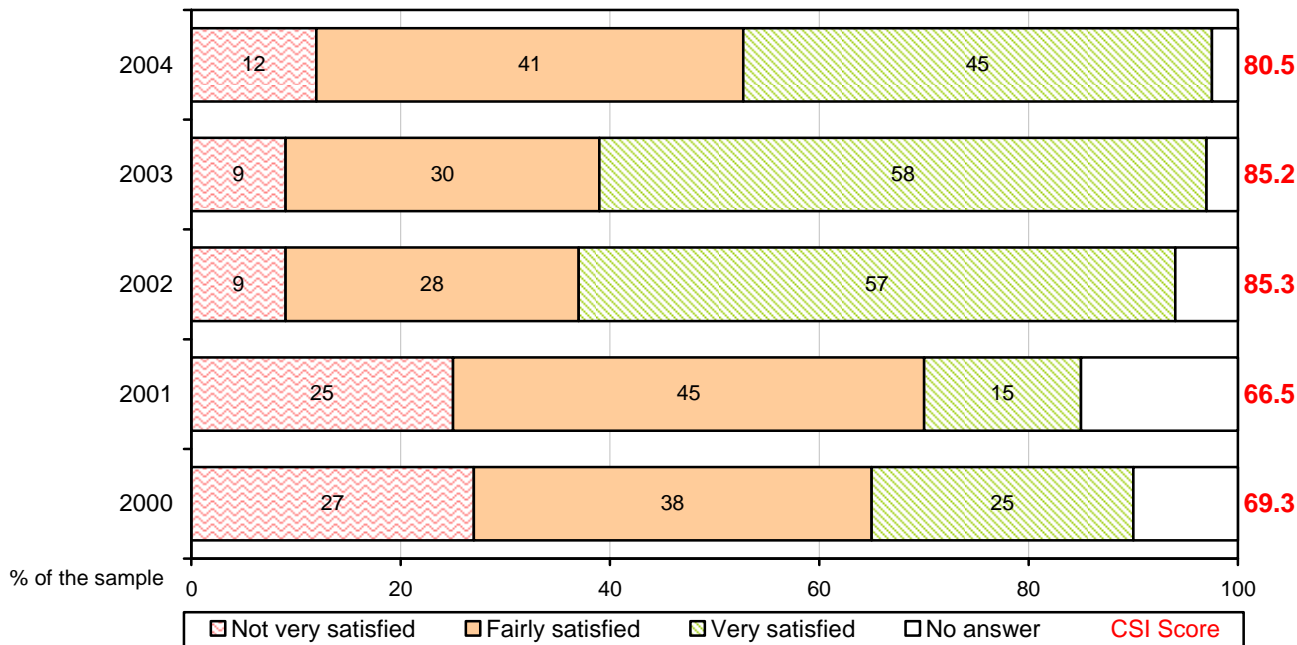
There is a noticeable difference in the level of satisfaction based on the frequency of using the swimming pools. Those who use the swimming pools on a daily basis rate this with a CSI score of 83 while those who visit the least often rated with a CSI of 80.

Overall, the CSI scores show that users of the swimming pools are very satisfied with this facility.

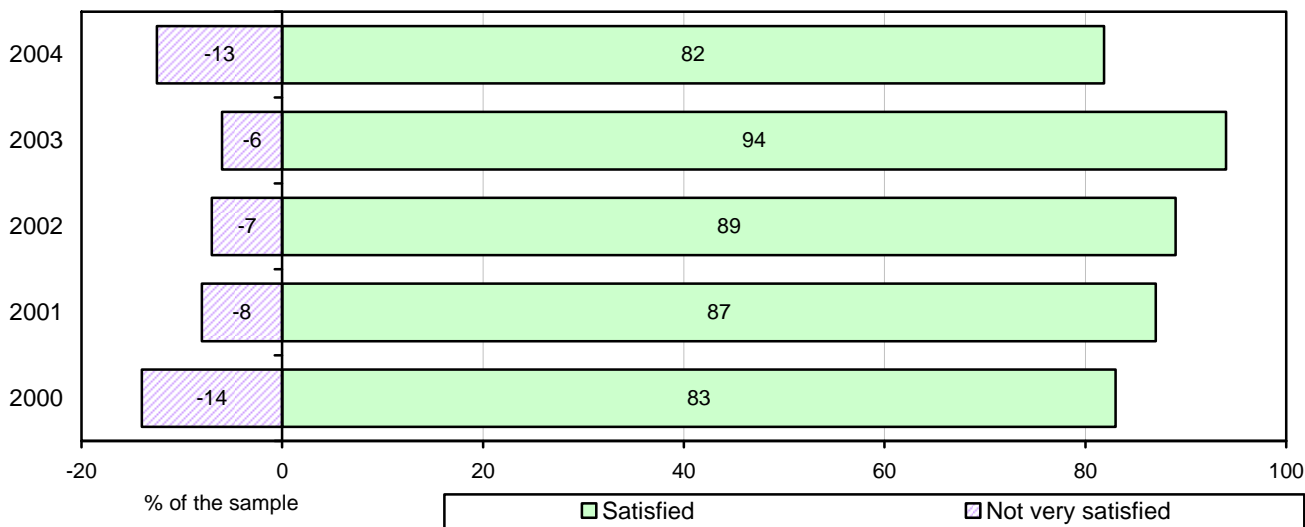


**Swimming pools Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the swimming pools using the previous 3 point scale<sup>14</sup> and an estimated CSI score <sup>15</sup> for each year. This shows that the largest group of users, 45% are very satisfied with the swimming pools with a further 41% being fairly satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is lower than recent years but this could be caused by the change in scales used.



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 changed scale but this also could reflect there has been a minor issue with the swimming pools this year.



<sup>14</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

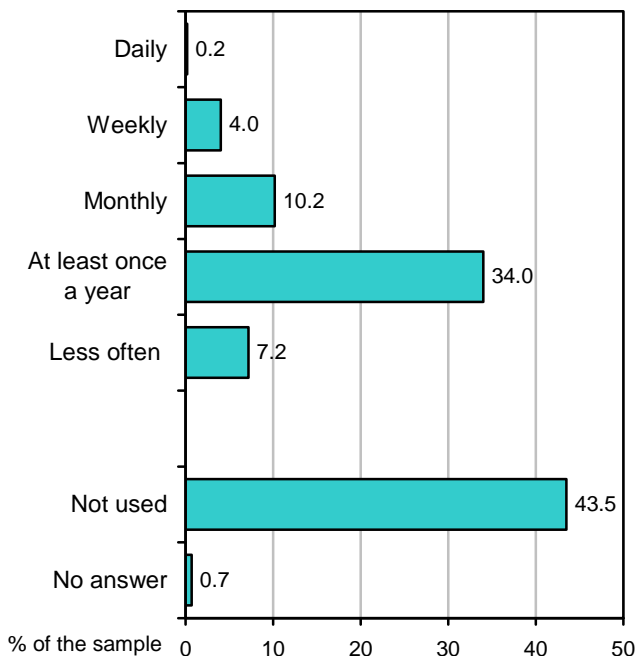
<sup>15</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Public halls

Respondents were asked how often they used the public halls in the past year<sup>16</sup>. The wording for this question has changed from that used historically 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.

Just over a seventh of the sample, 14.4% said they used the public halls at least on a monthly basis with a further 34% stating they used these at least once per year.

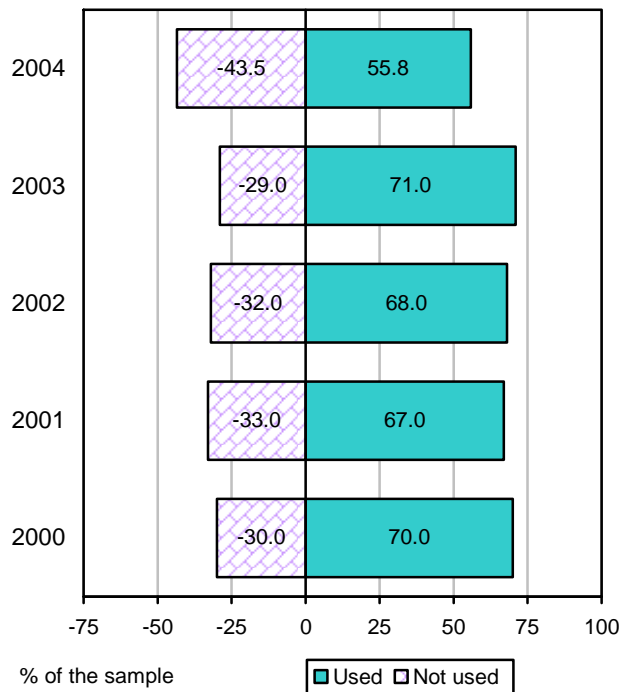
At the other end of the range almost half of the respondents, 44% said they never used the public halls.



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

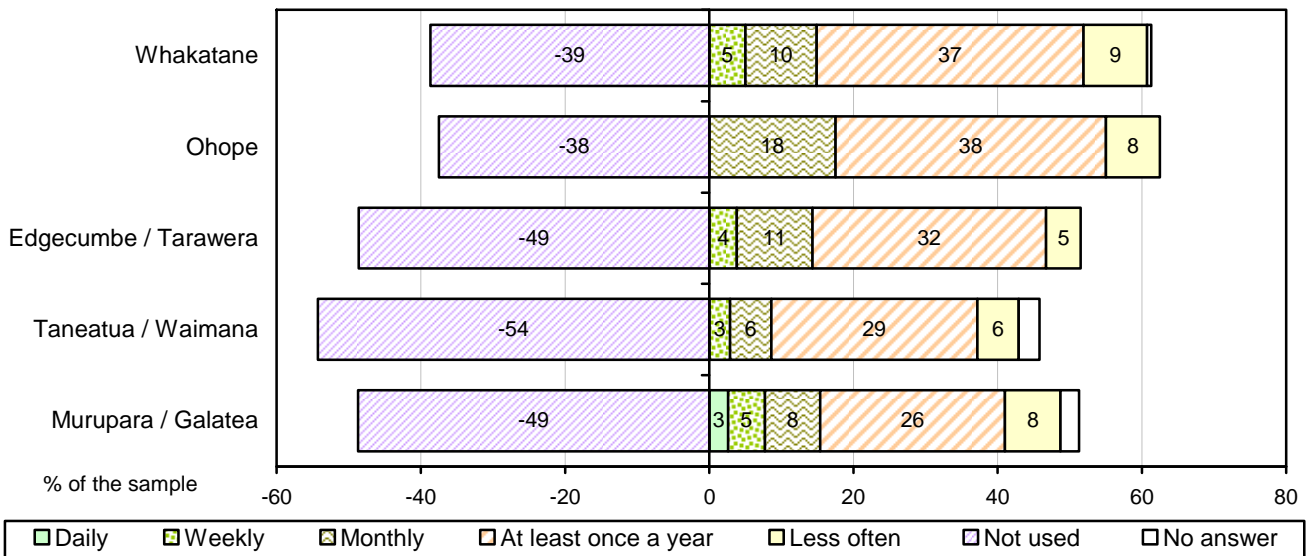
Comparing the history of public hall usage shows that current usage is at the lower end of the range with 56% of respondents saying they had used a public hall in the past 12 months.

However this reduction is probably a direct result of asking only those who have used a public hall to respond.

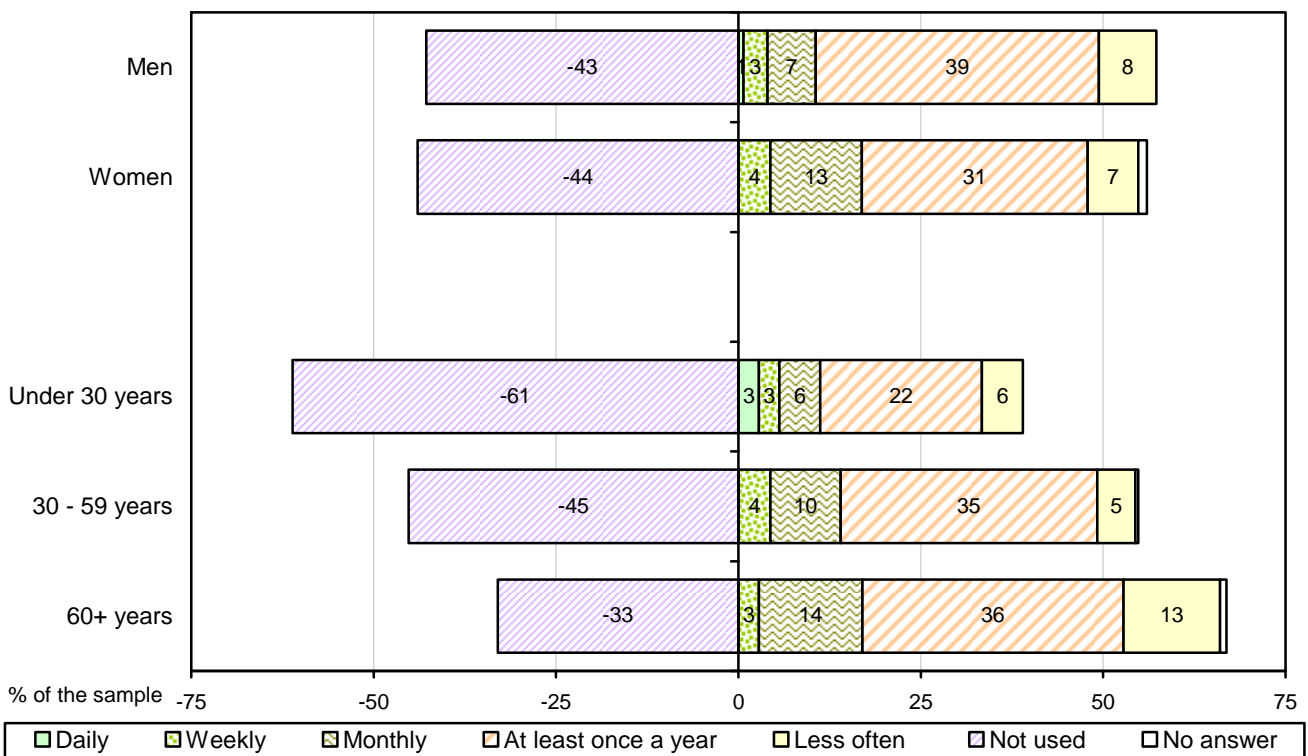


<sup>16</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

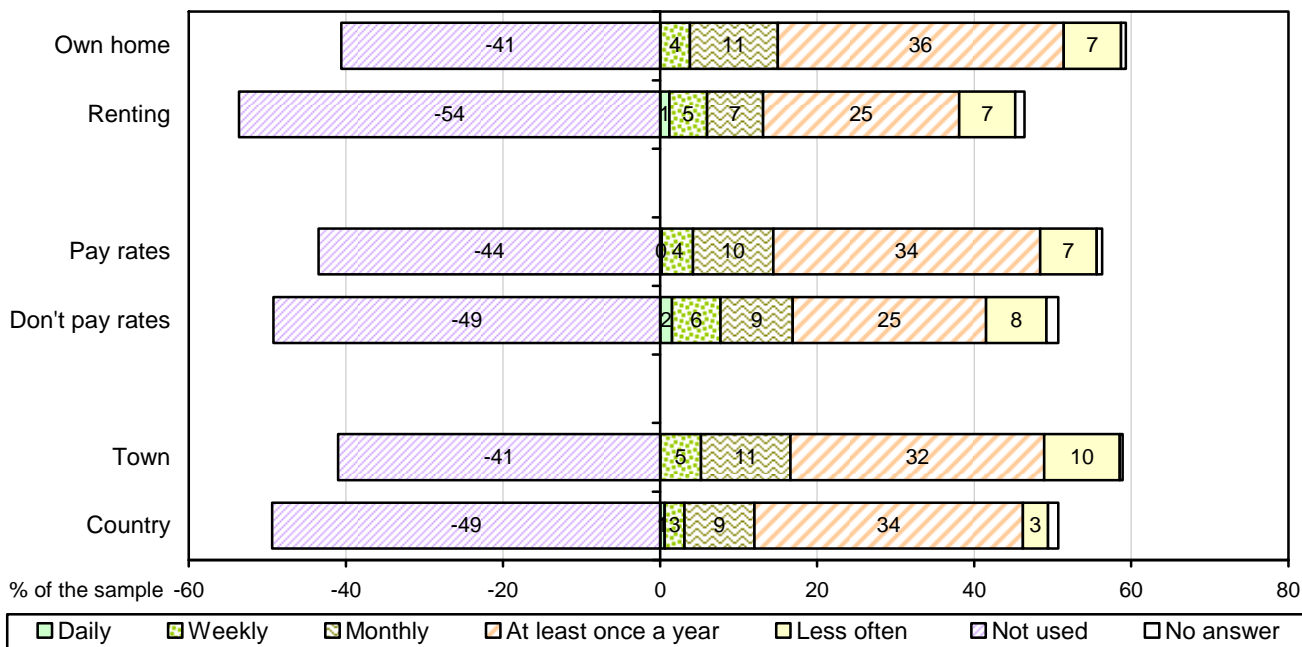
There are some significant variations between the areas with Ohope based respondents more likely to use the public halls on a monthly basis, 18% while respondents from Taneatua / Waimana are significantly more likely not to have used this facility, 54%.



There is little difference in the proportions that use the public halls based on gender although women are more likely to have used the public halls on a more regular basis than men. Those aged under 30 are less likely to have used the public halls, 39% versus 54% for those aged 30 to 59 and 66% for those aged over 60.



Those respondents who own their own home are no more likely to use the public halls, 62% than those who are renting, 62%. Those who live in the country are significantly more likely not to have used the public halls in the past year, 49% versus 41% for those who live in town.



The subgroups that were significantly **more likely** to use the public halls on a monthly basis included:

- Women, 16.9% of the subgroup (90% confidence level).
- Those of European descent, 16.3% of the subgroup (90% confidence level).

Those significantly **more likely NOT** to have used the public halls in the past year included:

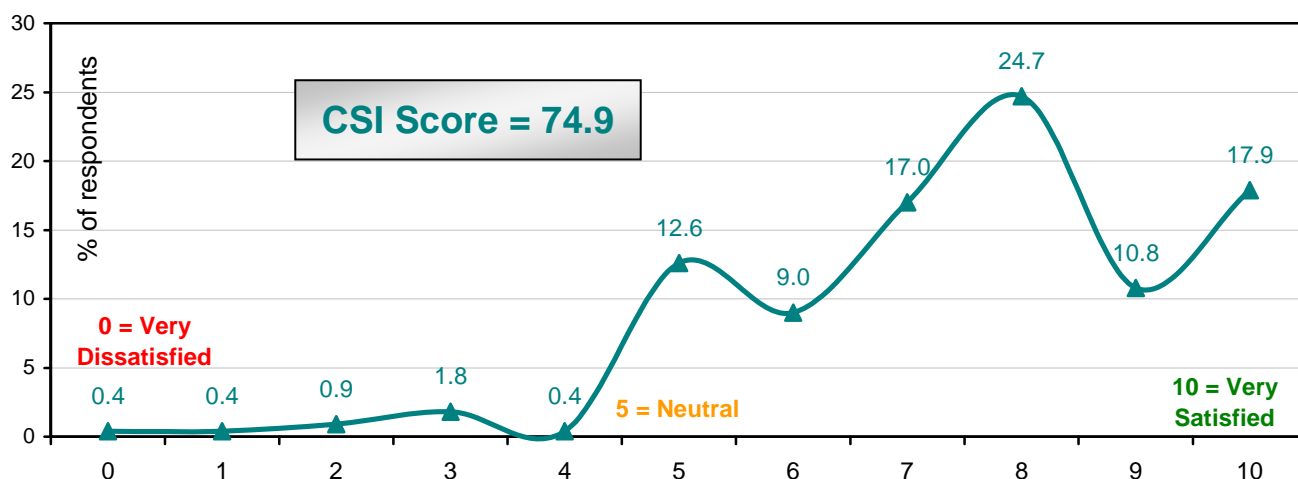
- Those of Maori descent, 60% of the subgroup (99% confidence level).
- Those who have been in the district for less than 1 year, 64% of the subgroup (95% confidence level).
- Aged under 30 years, 61% of the subgroup (95% confidence level)
- Those who are renting, 54% (95% confidence level).

## Public halls – User satisfaction

The respondents who had used the public halls in the past year were asked how satisfied they were with the public halls, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of public hall users rate their overall satisfaction with the halls positively. Just under three quarters of the users, 70% were satisfied (scores of 7 – 10) including 18% who rated the public halls with a score of 10 out of 10. A further 11% rated this at nine while a quarter of the users, 25% rated the public halls a very credible 8.

A fifth of the sub group, 22% of the users were neutral (scores 4 – 6) while 8 respondents, 4% of users were actually dissatisfied. The Customer Satisfaction Index was 74.9, a score that shows very good levels of satisfaction.



Only 8 public halls users (3%) rated their satisfaction with the public halls at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility. These respondents commented: (SS = satisfaction score)

### Murupara / Galatea

*'It's way too old, and it's dirty as and unhygienic' (SS = 0)*

*'Too dear to hire' (SS = 2)*

*'The public in Murupara is expensive to hire and there is not a lot in it' (SS = 3)*

*'The hireage, if the kids need to use it to keep occupied during the day, we have to pay about two hundred dollars to hire it. We can not afford that' (SS = 3)*

### Edgecumbe / Tarawera

*'Its predominantly used for housie, and not much room for younger children to play around in, like table tennis. Not used often other than housie' (SS = 1)*

*'I don't think they put a lot of work into them' (SS = 3)*

*'They are getting old and worn' (SS = 3)*

*'Need one stadium big enough for sports and performances. Would also like that the results from this survey be summed up and published for public view' (SS = 4)*

### Whakatane

*'Well I don't go there very often so I'm making a generalisation' (SS = 2)*

**Public halls Satisfaction by Demographics**

The chart opposite compares the CSI scores for the public halls by the various sub groups of interest. On average the CSI score was 74.9 for the public halls but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with Ohope respondents rating the public halls with a CSI score of 83 while the respondents from Murupara / Galatea rated this with a CSI score of 62.

There is no significant difference in the level of satisfaction level between the genders.

There is a noticeable trend in the overall satisfaction by age. The older a respondent, the more satisfied they appear. This is partially caused by older people being easier to please. A quarter of those aged over 60 were very satisfied, 27% versus 14% for those aged 30 – 59 and 14% for those aged under 30.

Ethnicity has some impact on satisfaction with the halls. Those of European descent rate this with a CSI of 77 while those of Maori descent rate this with a CSI of 69.

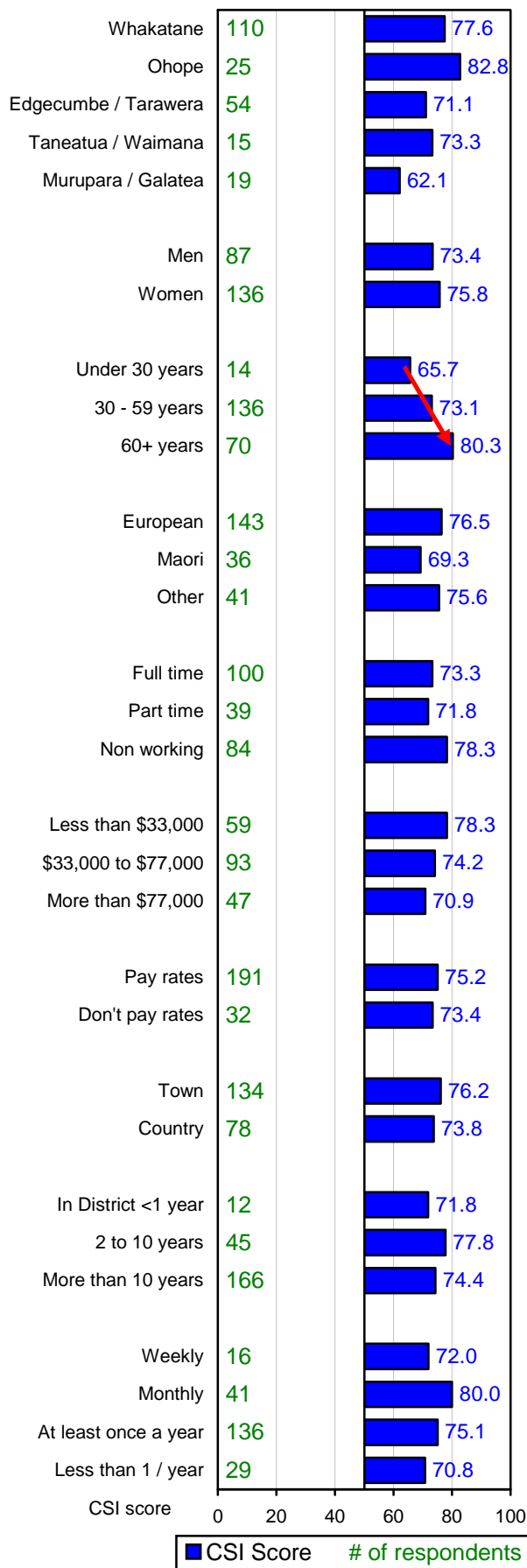
Household income appears to have an effect on satisfaction with the public halls with respondents from lower income streams being more satisfied than those from higher income households.

Those who pay rates are marginally more satisfied with the public halls than those who do not pay rates.

Those from the urban areas rate the public halls slightly higher than those from the rural areas.

There is a significant difference in the level of satisfaction based on the frequency of using the public halls. Those who use the public halls on a monthly basis rate the halls with a CSI 80 while those who visit weekly rated this with a CSI of 72 and those who visit less than 1 per year rate this with a CSI score of 71.

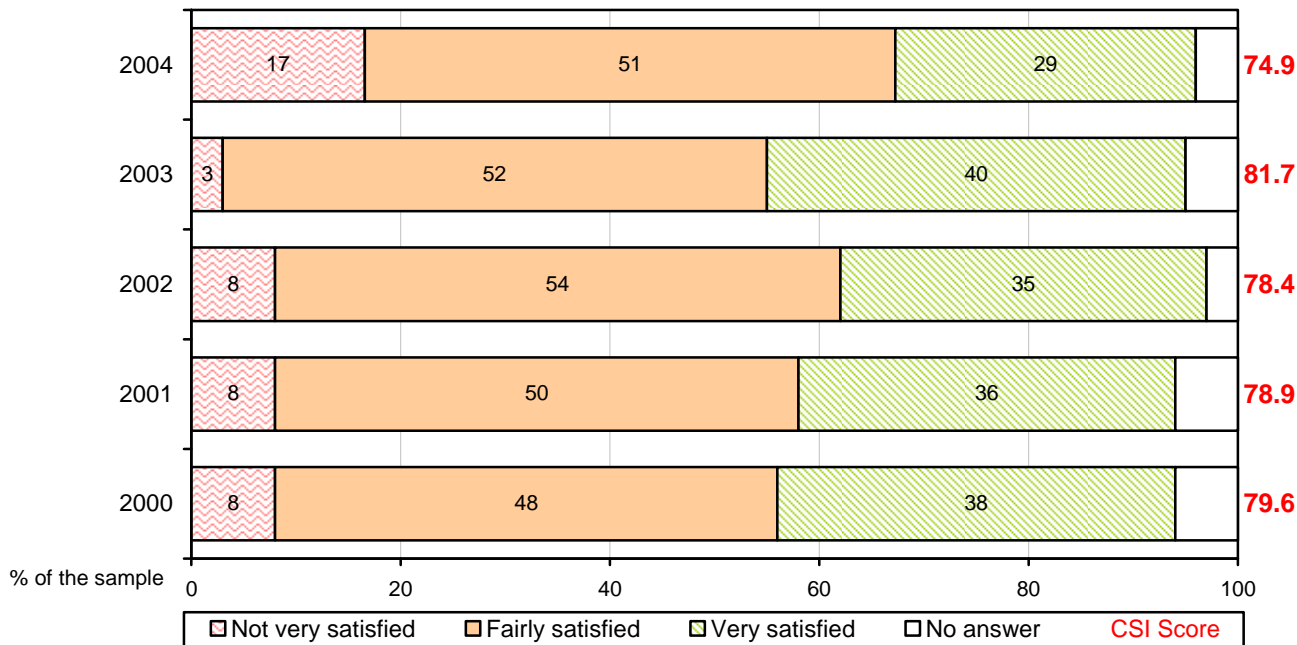
Overall, the CSI scores show that respondents are satisfied with the public halls however many of the CSI scores imply there are opportunities for improvement.



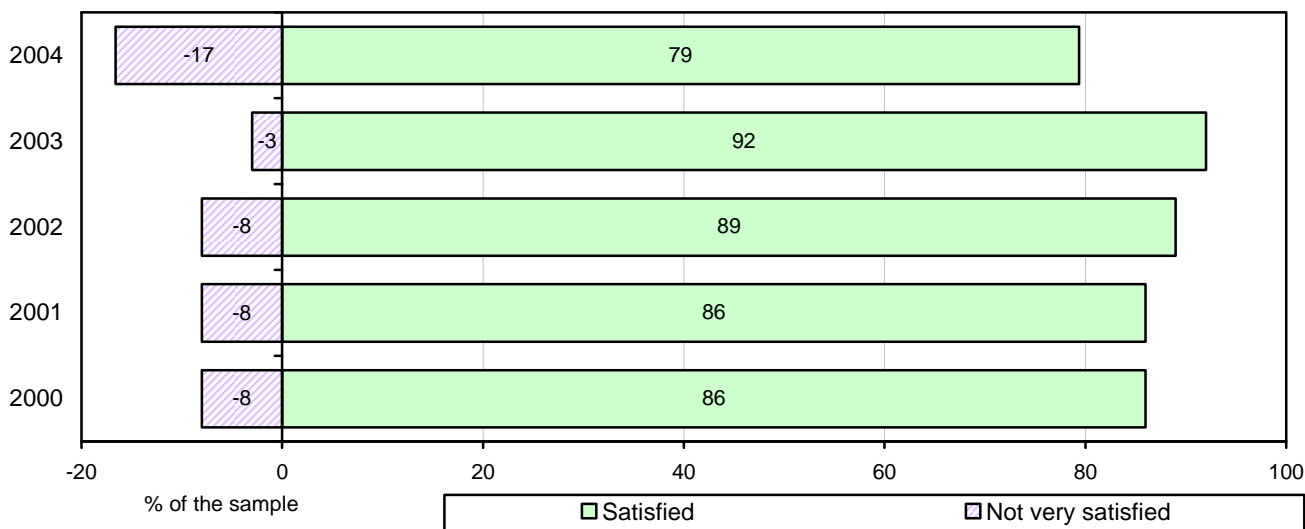


**Public Halls Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the public halls using the previous 3 point scale<sup>17</sup> and an estimated CSI score <sup>18</sup> for each year. This shows that the largest group of users, 51% are fairly satisfied with the public halls with a further 29% 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 decreased this year. This may be a result of the changed scale, as most of these respondents (14% rate the public halls as neutral).



<sup>17</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

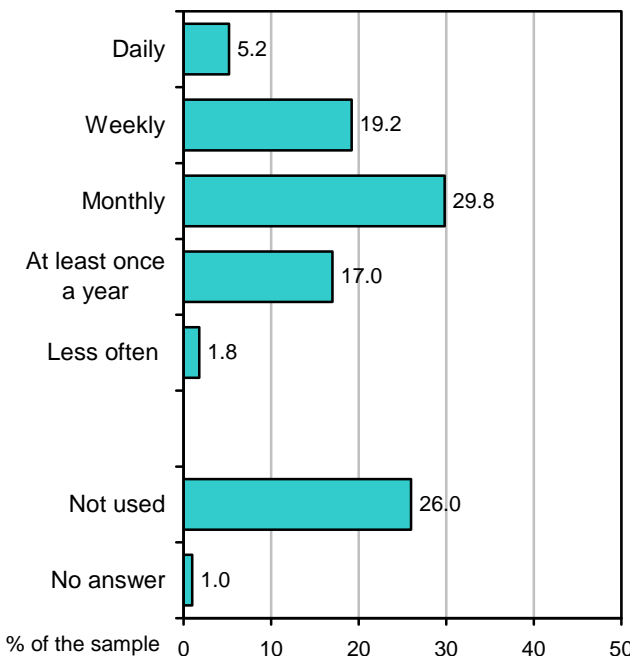
<sup>18</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Parks and reserves

Respondents were asked how often they had used the parks and reserves in the past year<sup>19</sup>. The wording for this question has changed from that used historically with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used or visited in the past 12 months' without a frequency consideration.

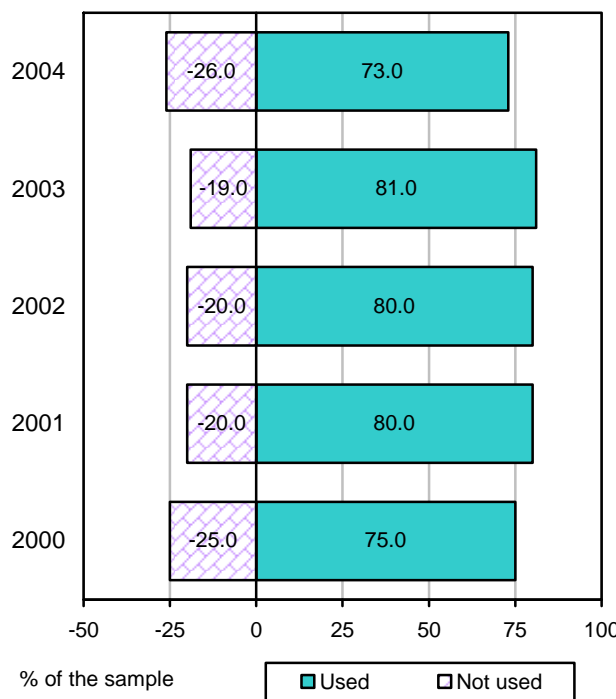
Just under a quarter of the sample, 24.4% said they used the parks and reserves at least on a weekly basis with a further 30% stating they used these at least once per month.

At the other end of the range a quarter of the respondents, 26% said they never used the parks and reserves.



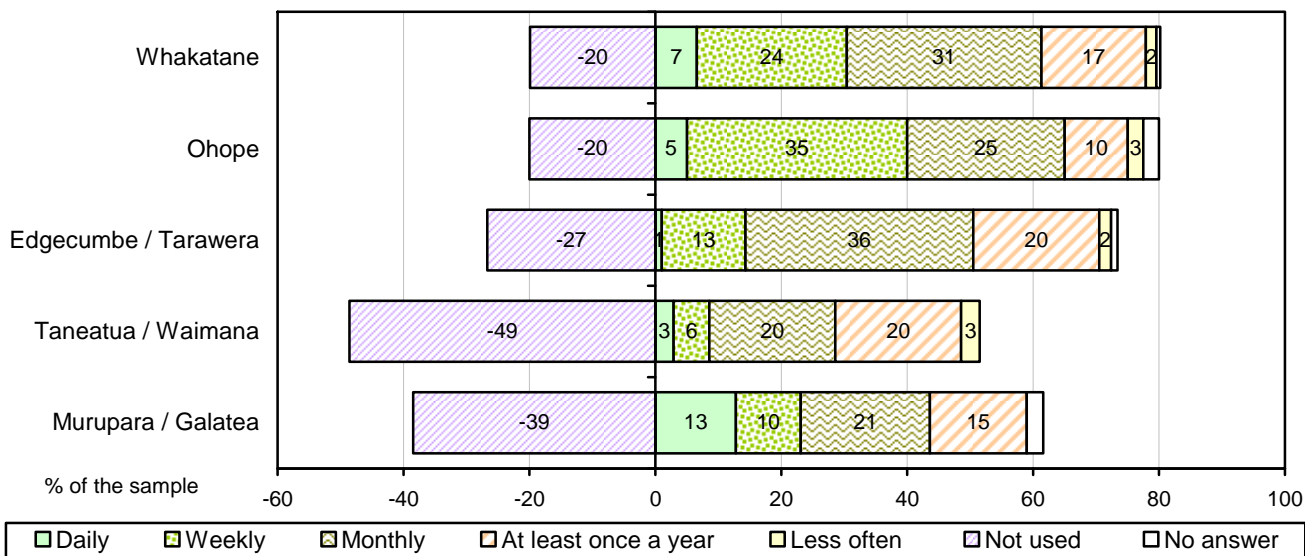
Comparing the history of parks and reserve usage shows that current usage is at the lower end of the range with 73% of respondents saying they had used the parks and reserves in the past 12 months.

However this still shows that the vast majority of respondents have used the parks and reserves in the past 12 months.

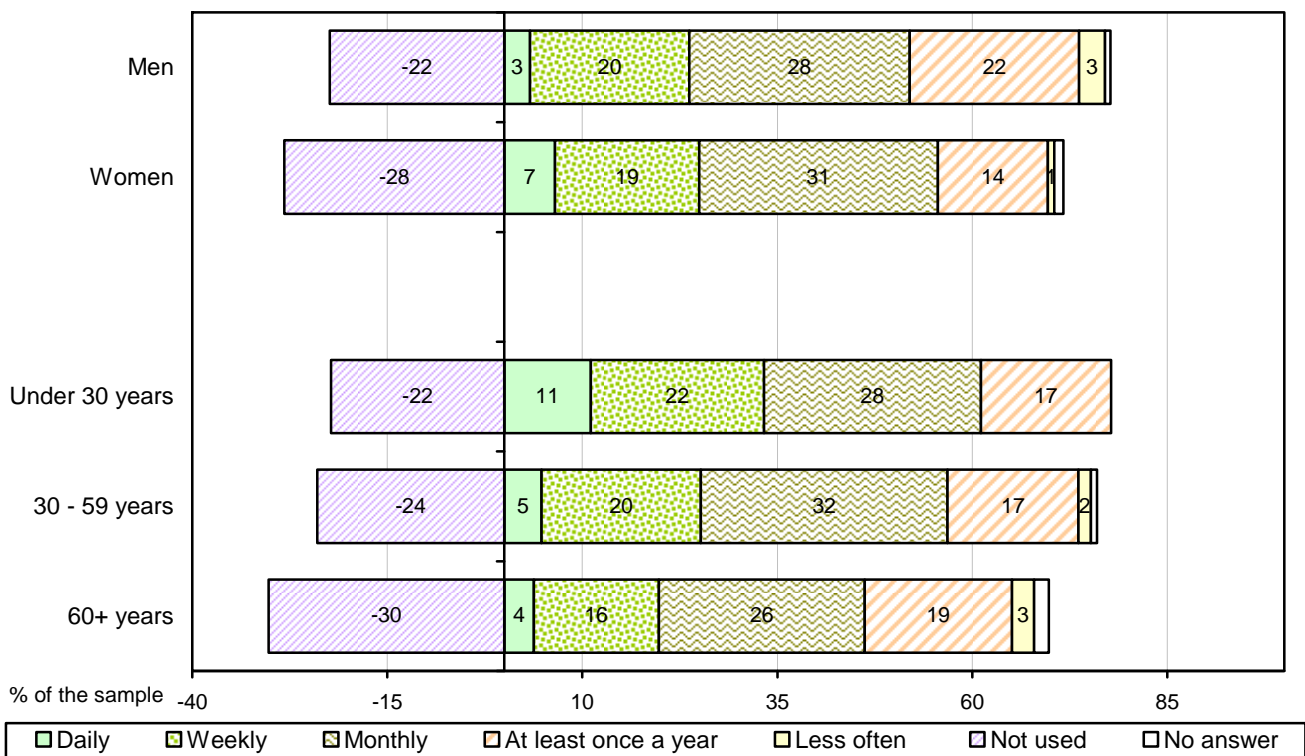


<sup>19</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

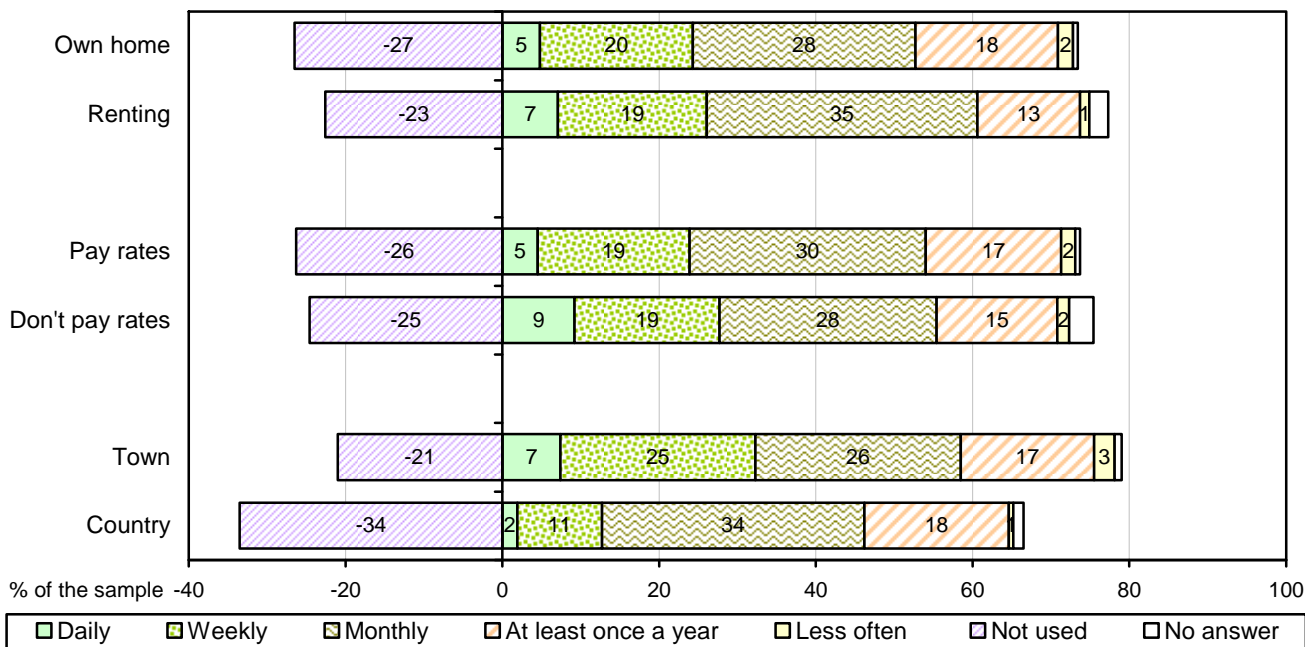
There are some significant variations between the areas with Whakatane and Ohope based respondents more likely to use the parks and reserves at least on a monthly basis, while respondents from Taneatua / Waimana are significantly more likely not to have used this facility, 49%.



There are some differences in the proportions that use the parks and reserves based on gender. Women appear more likely to use the parks on a daily basis although more men have used the parks and reserves at all. Those aged under 30 are more likely to have used the parks and reserves, 78% versus 75% for those aged 30 to 59 and 68% for those aged over 60.



Those respondents who are renting are more likely to use the parks and reserves, 75% than those who live in their own home, 73%. Those who live in the country are significantly more likely not to have used the parks and reserves in the past year, 34% versus 21% for those who live in town.



The subgroups that were significantly **more likely** to use the parks and reserves on a weekly basis included:

- Those working part time, 28% or non working, 29% of the subgroup (95% confidence level).
- Those living in town, 32% (95% confidence level).
- Those from the Ohope Ward, 40% of the subgroup (99% confidence level) or from the Whakatane Ward, 30% of the subgroup (95% confidence level)..

Those significantly **more likely NOT** to have used the Parks and reserves in the past year included:

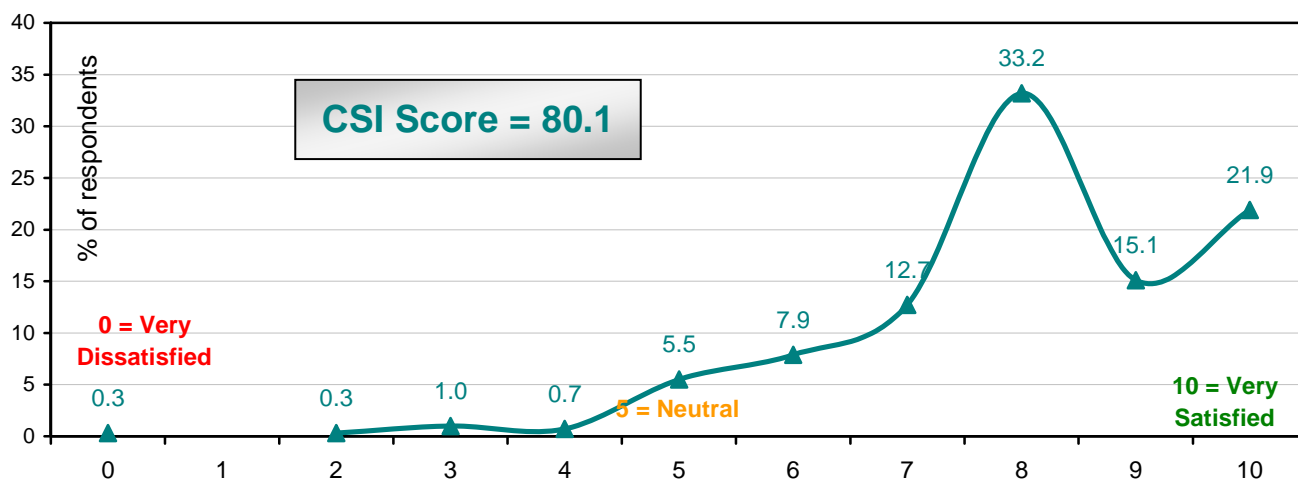
- Those from the Taneatua / Waimana Ward, 49% of the subgroup (99% confidence level).
- Those living in the country, 34% (99% confidence level).
- Those of Maori descent, 33% of the subgroup (95% confidence level).
- Those not working, 31% (90% confidence level).

## Parks and reserves – User satisfaction

The respondents who had used the Parks and reserves in the past year were asked how satisfied they were with the Parks and reserves, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of public hall users rate their overall satisfaction with the reserves positively. Just over four fifths of the users, 83% were satisfied (scores of 7 – 10) including 22% who rated the Parks and reserves with a score of 10 out of 10. A further 15% rated this at nine while a third of the users, 33% rated the parks and reserves a very credible 8.

A sixth of the sub group, 14% of the users were neutral (scores 4 – 6) while 5 respondents, 2% of users were actually dissatisfied. The Customer Satisfaction Index was 80.1, a score that shows excellent levels of satisfaction.



Only 7 parks and reserves users (2.4%) rated their satisfaction with the parks and reserves at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility. These respondents commented: (SS = satisfaction score)

### **Murupara / Galatea**

*'There are none' (SS = 0)*

*'Too basic; in Murupara are just grounds with two poles in the middle for football. Hardly used. No goal posts' (SS = 2)*

*'Don't have any' (SS = 3)*

### **Taneatua / Waimana**

*'Not much of a playground' (SS = 4)*

### **Edgecumbe / Tarawera**

*'Cause the children are not safe there any more, broken beer bottles are everywhere, so I'm not happy about those places. The older ones have ruined it for the younger children' (SS = 3)*

*'The local parks and reserves are not nice' (SS = 3)*

### **Whakatane**

*'They are not as tidy as they could be' (SS = 4)*

**Parks and reserves Satisfaction by Demographics**

The chart opposite compares the CSI scores for the parks and reserves by the various sub groups of interest. On average the CSI score was 80.1 for the parks and reserves but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with Ohope respondents rating the parks and reserves with a CSI score of 88 while the respondents from Murupara / Galatea rated this with a CSI score of 71.

There is no difference in the level of satisfaction level between the genders.

There is a noticeable trend in the overall satisfaction by age. The older a respondent, the more satisfied they appear. This is partially caused by older people being easier to please. The CSI score for those aged over 60 was 84 versus 71 for those aged under 30.

Ethnicity has some impact on satisfaction with the reserves. Those of European descent rate this with a CSI of 81 while those of Maori descent rate this with a CSI of 75.

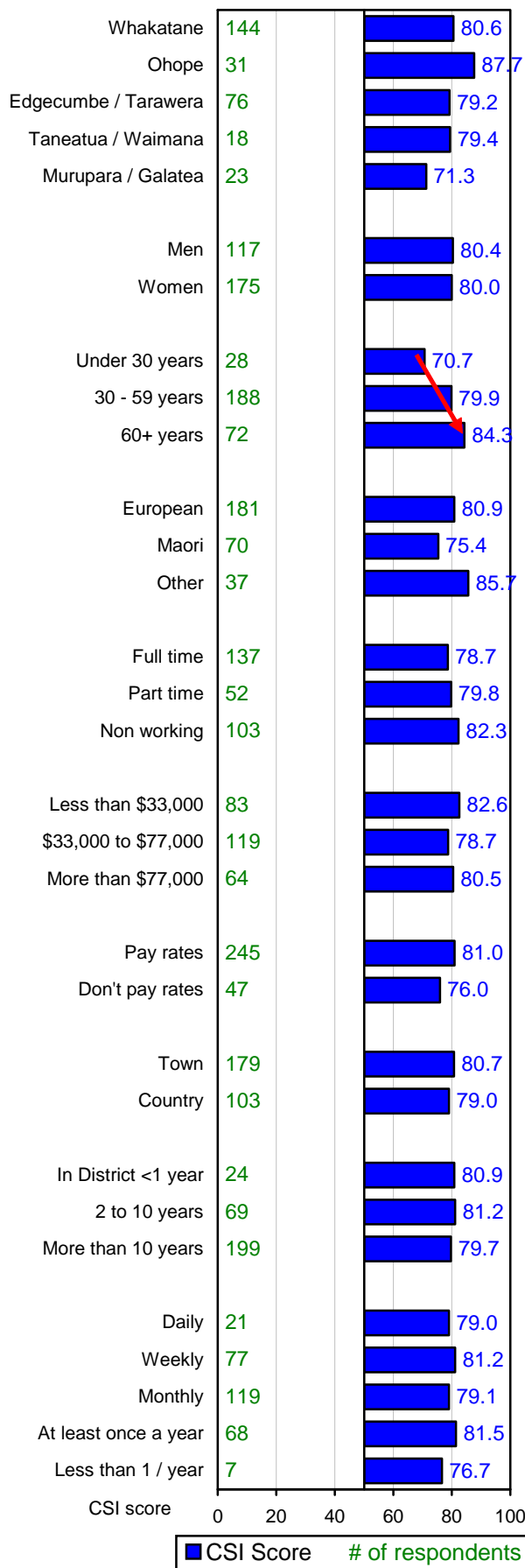
Household income appears to have little impact on satisfaction with the parks and reserves.

Those who pay rates are more satisfied with the parks and reserves than those who do not pay rates.

Those from the urban areas rate the parks and reserves marginally higher than those from the rural areas.

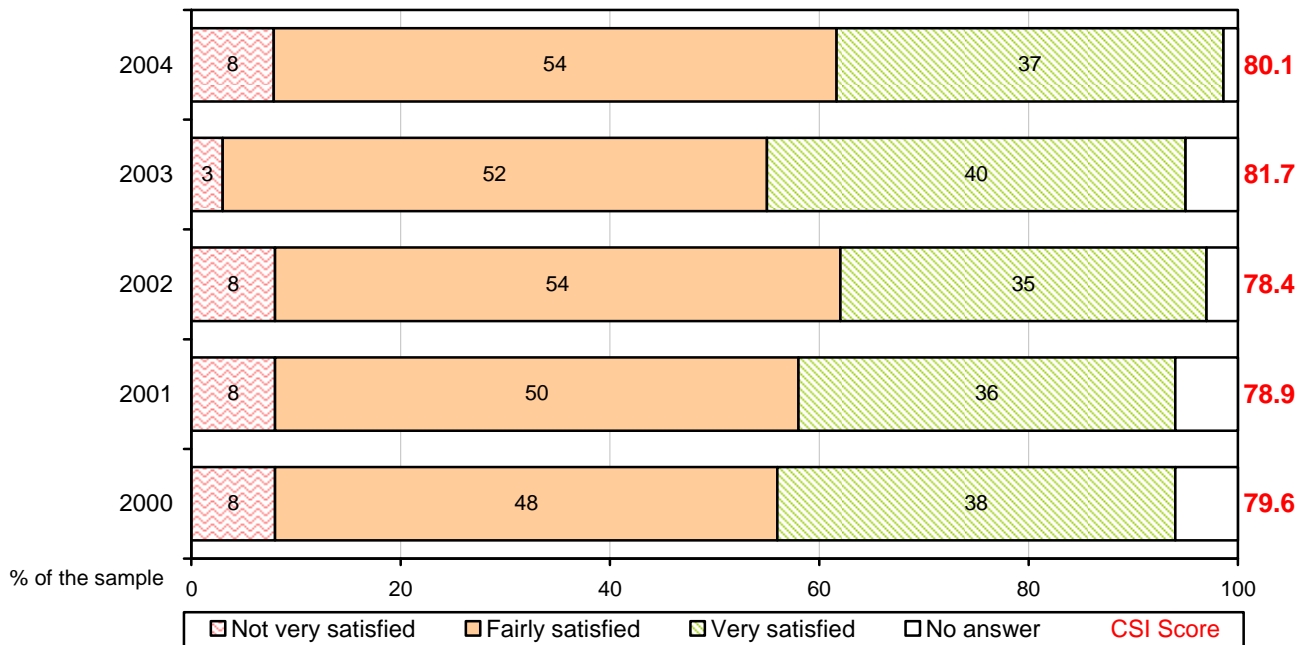
There is little difference in the level of satisfaction based on the frequency of using the parks and reserves.

Overall, the CSI scores show that the respondents are very satisfied with the parks and reserves.

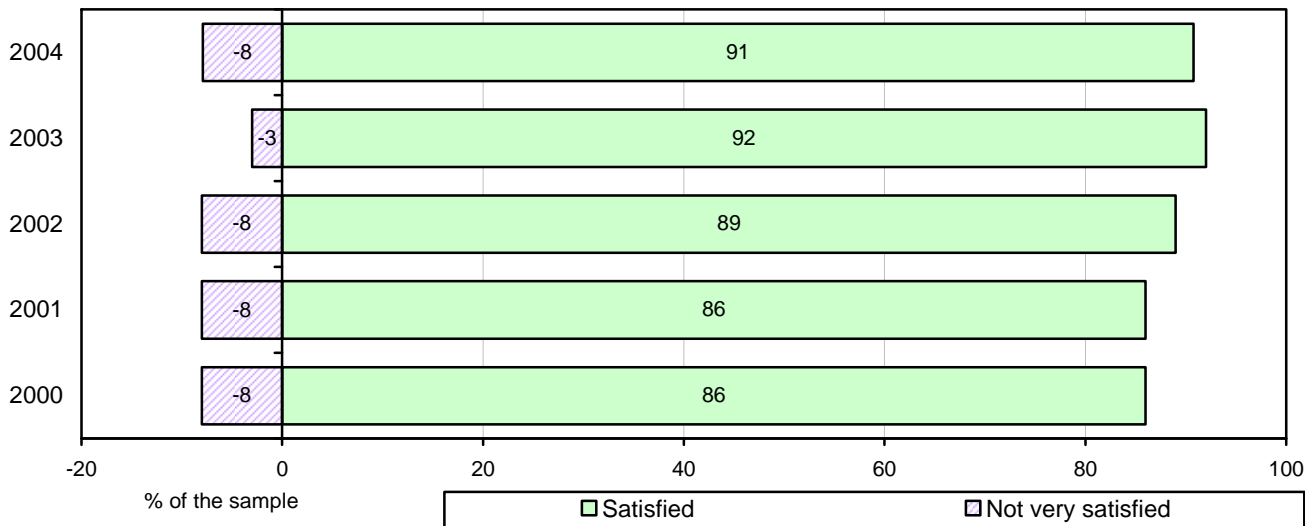


**Parks and reserves Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the parks and reserves using the previous 3 point scale<sup>20</sup> and an estimated CSI score <sup>21</sup> for each year. This shows that the largest group of users, 54% are fairly satisfied with the parks and reserves with a further 37% being very satisfied. Only a small proportion of respondents were not very satisfied. The CSI score is slightly lower than 2003 score but this is similar to previous years.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have remained constant this year. The vast majority of users are satisfied with the parks and reserves.



<sup>20</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

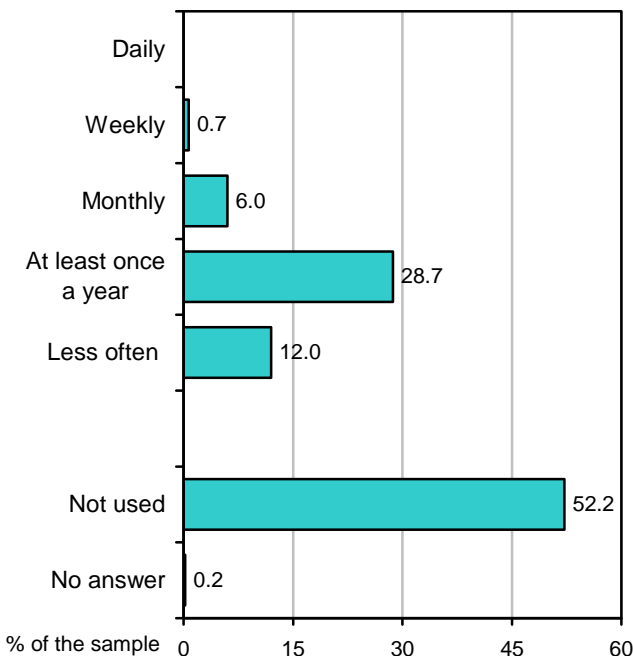
<sup>21</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## The Museum

Respondents were asked how often they had visited the Museum in the past year<sup>22</sup>. The wording for this question has changed from that used historically 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.

Just over a third of the sample, 35.4% said they had visited the Museum at least once per year with a further 12% stating they visited less often.

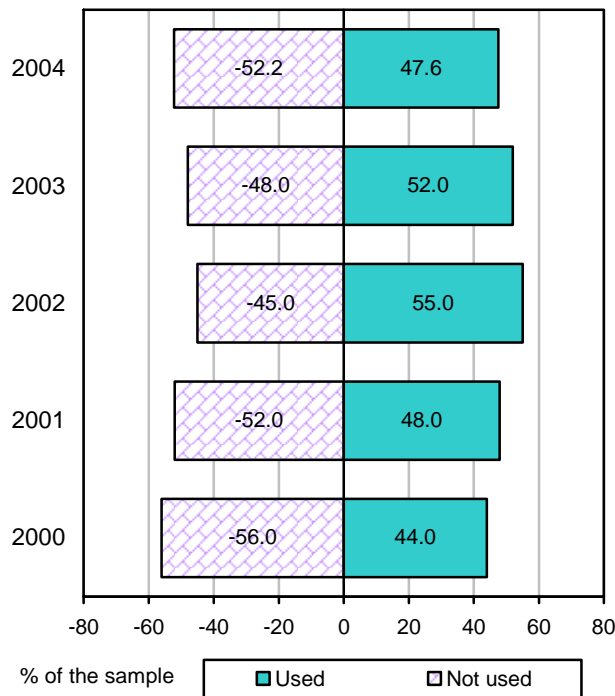
At the other end of the range over half of the respondents, 52% said they never visited the Museum.



Comparing the history of museum usage shows that current usage is at similar levels to recent history.

Once again close to half of the respondents had visited the museum in the past 12 months.

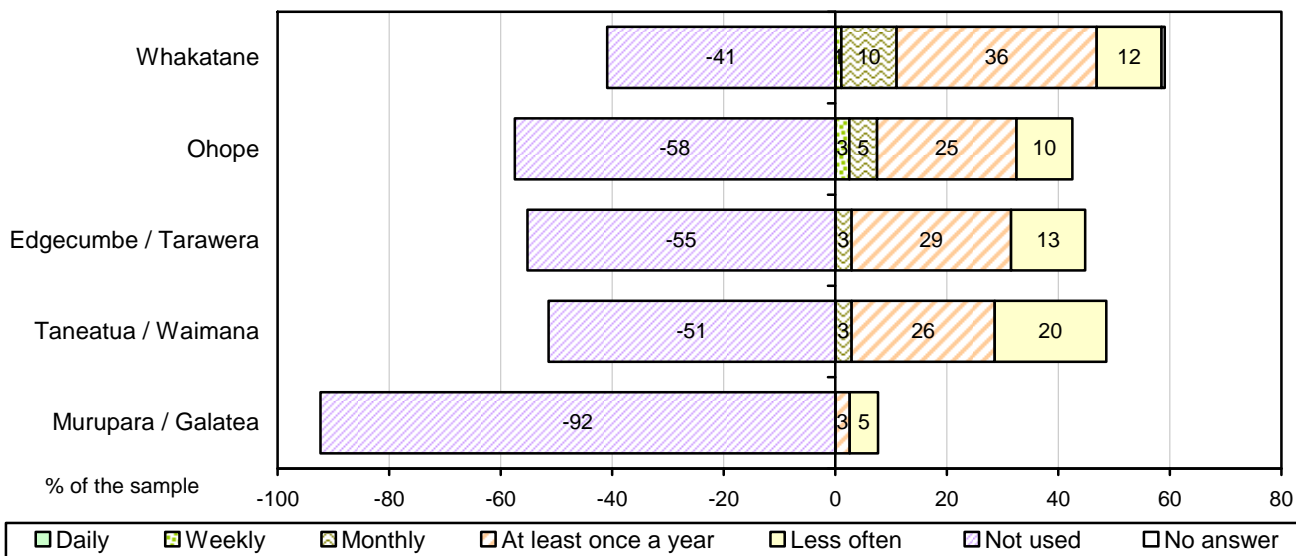
The variation in usage could reflect the change in the sampling process used this year. The historical process of using the white pages for sample generation tends to understate the proportion of new residents in the area (people who are less likely to have used any facility). This sampling process uses 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 (75% of respondents who had been in the district less than 1 year had not been to the museum).



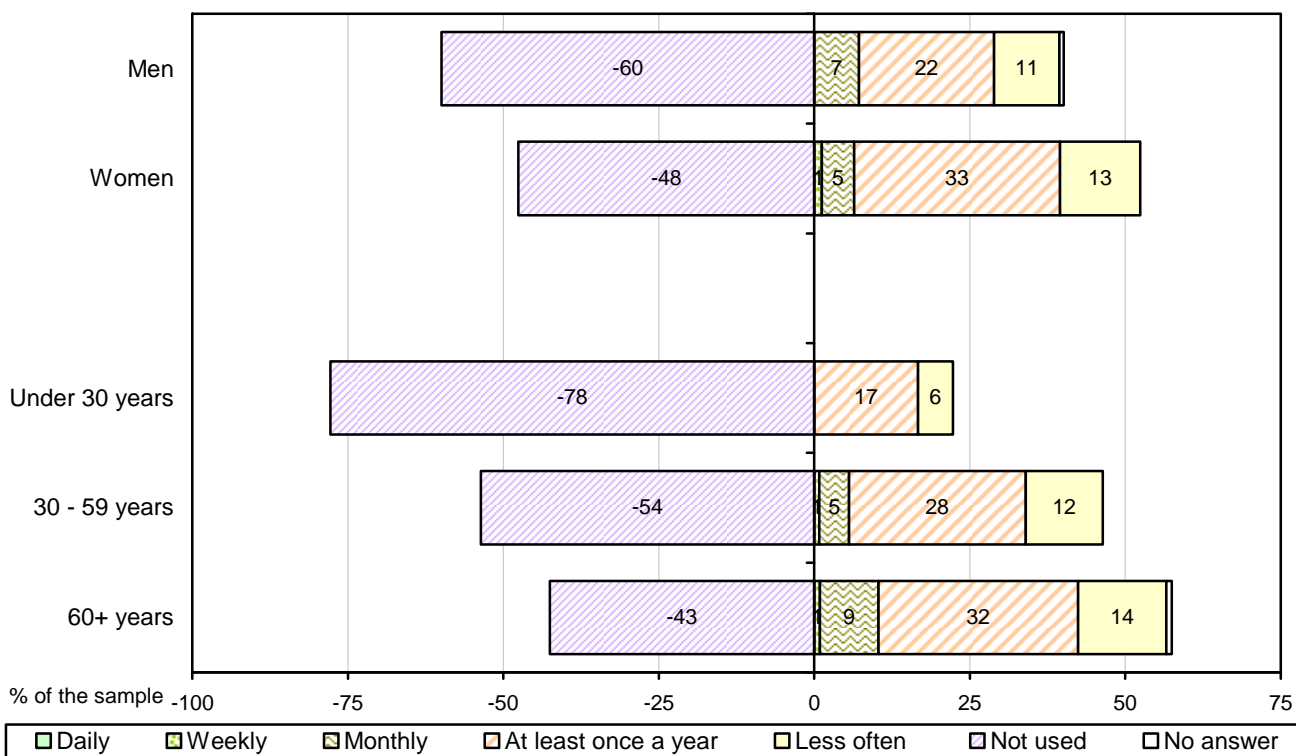
<sup>22</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.



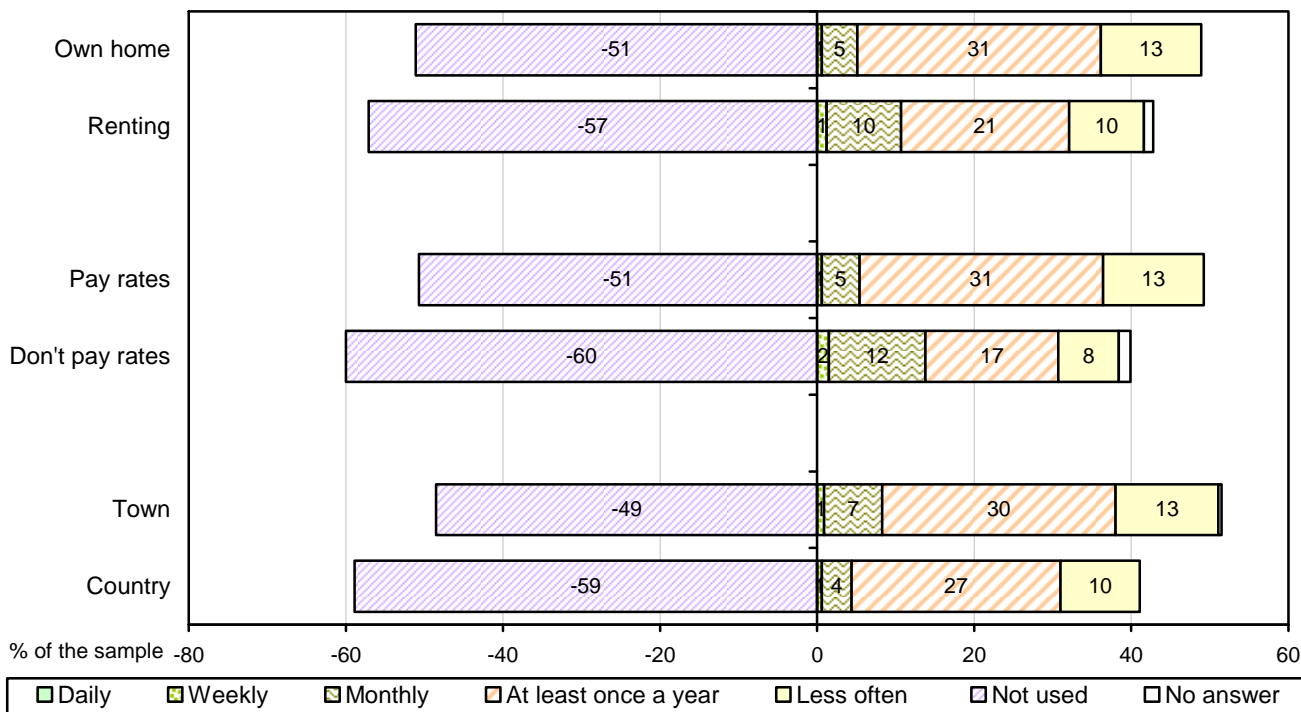
There are some significant variations between the areas with Whakatane based respondents more likely to visit the Museum, 59% while respondents from Murupara / Galatea are significantly more likely not to have used this facility, 92%.



Women are significantly more likely to have used the museums than men, 52% and 39% respectively. Those aged under 30 are less likely to have used the museums, 22% versus 46% for those aged 30 to 59 and 56% for those aged over 60.



Those respondents who live in their own home are more likely to visit the museum, 49% than those who are renting, 42%. Those who live in the country are significantly more likely to not have visited the museum in the past year, 59% versus 49% for those who live in town.



The subgroups that were significantly **more likely** to use the museums on a monthly basis included:

- Those from the Whakatane Ward, 12% of the subgroup (99% confidence level).
- Those who are not working, 12% (99% confidence level).
- Those who do not pay rates, 14% (95% confidence level).
- Aged 60+ years, 10% of the subgroup (90% confidence level)

Those significantly **more likely NOT** to have used the Museums in the past year included:

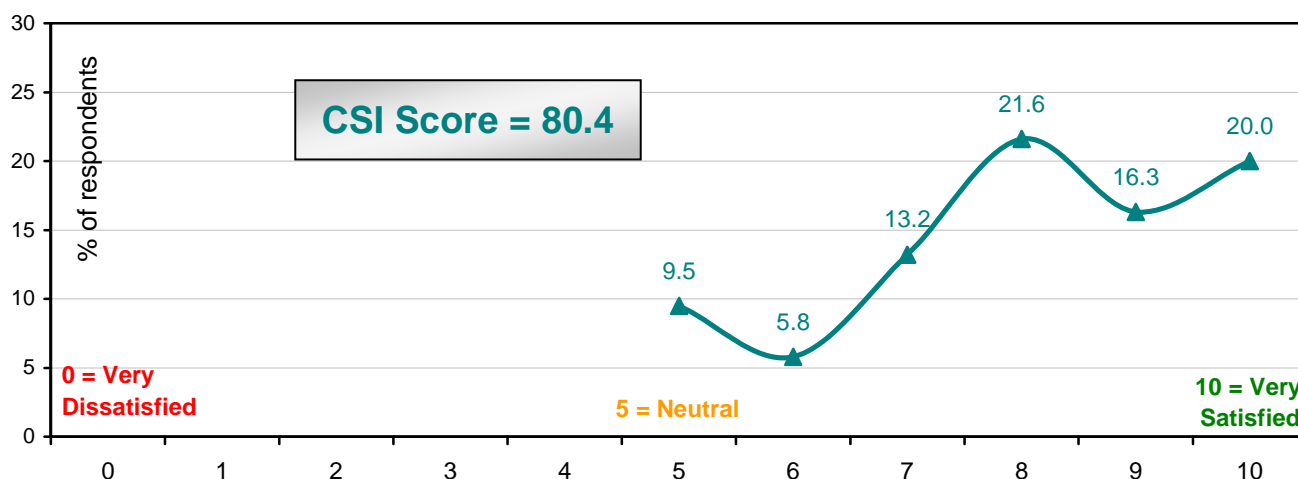
- Those from the Murupara / Galatea Ward, 92% of the subgroup (99% confidence level).
- Aged under 30 years, 78% of the subgroup (99% confidence level)
- Those who have been in the district for less than 1 year, 76% of the subgroup (99% confidence level).
- Men, 60% of the subgroup (95% confidence level)
- Those working full time, 60% of the subgroup (99% confidence level).

### Museum – User satisfaction

The respondents who had used the museums in the past year were asked how satisfied they were with the museums, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of museum users rate their overall satisfaction with the museums positively. Just under three quarters of the users, 71% were satisfied (scores of 7 – 10) including 20% who rated the museum with a score of 10 out of 10. A further 16% rated this at nine while a fifth of the visitors, 22% rated the museum a very credible 8.

A seventh of the sub group, 15% of the visitors were neutral (scores 4 – 6) while no respondents, were actually dissatisfied. The Customer Satisfaction Index was 80.4, a score that shows excellent levels of satisfaction.



No respondents rated their satisfaction with the museum at less than 5 on the 11 point scale so none were asked why they were not satisfied with this facility.

**Museum Satisfaction by Demographics**

The chart opposite compares the CSI scores for the museum by the various sub groups of interest. On average the CSI score was 80.4 for the museum but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with 4 of the 5 wards rating this with a CSI score close to 80. The few respondents from Murupara / Galatea rated this with a CSI score of 50.

Women are significantly more satisfied than men with the museum and this reflects in their CSI score of 82 versus 77 for men.

The respondents aged over 60 are significantly more satisfied than those aged under 60. The CSI score for those aged over 60 was 87 versus 78 for those aged 30 – 59 and 77 for those aged under 30.

Ethnicity has little impact on satisfaction with the museum.

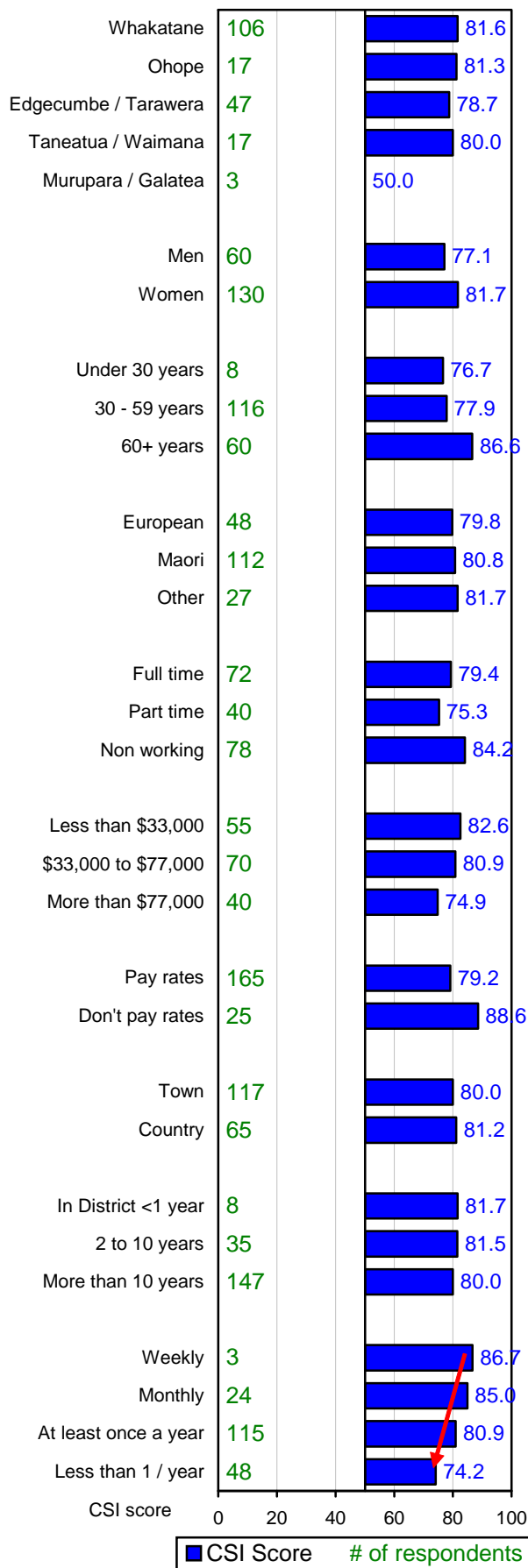
Household income appears to have an effect on satisfaction with the museum with respondents from lower income streams being more satisfied than those from higher income households.

Those who do not pay rates are more satisfied with the museum than those who do pay rates.

Those from the urban areas rate the museum slightly higher than those from the rural areas.

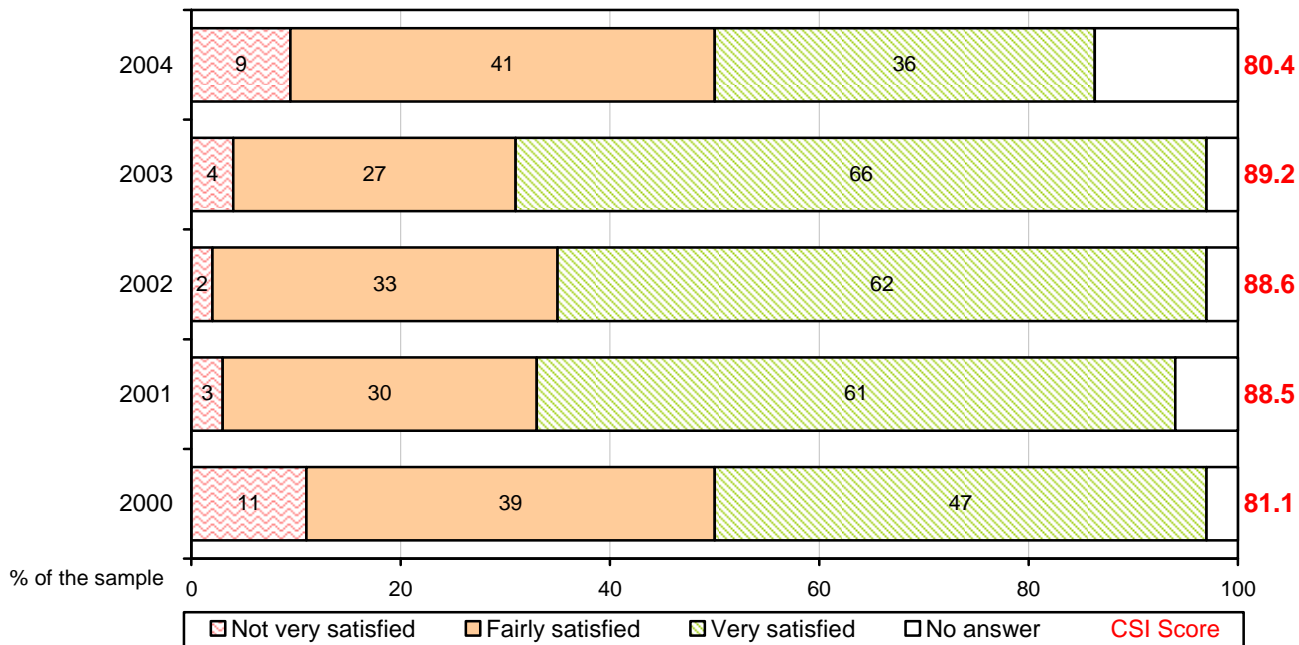
There is a significant difference in the level of satisfaction based on the frequency of visiting the museum. Those who visit the museum on a monthly basis rate the museum with a CSI score of 85 while those who visit less than once per year rate this with a CSI score of 74. This raises the question is it satisfaction that is restricting their frequency of visiting.

Overall, the CSI scores show that the respondents are very satisfied with the museum.

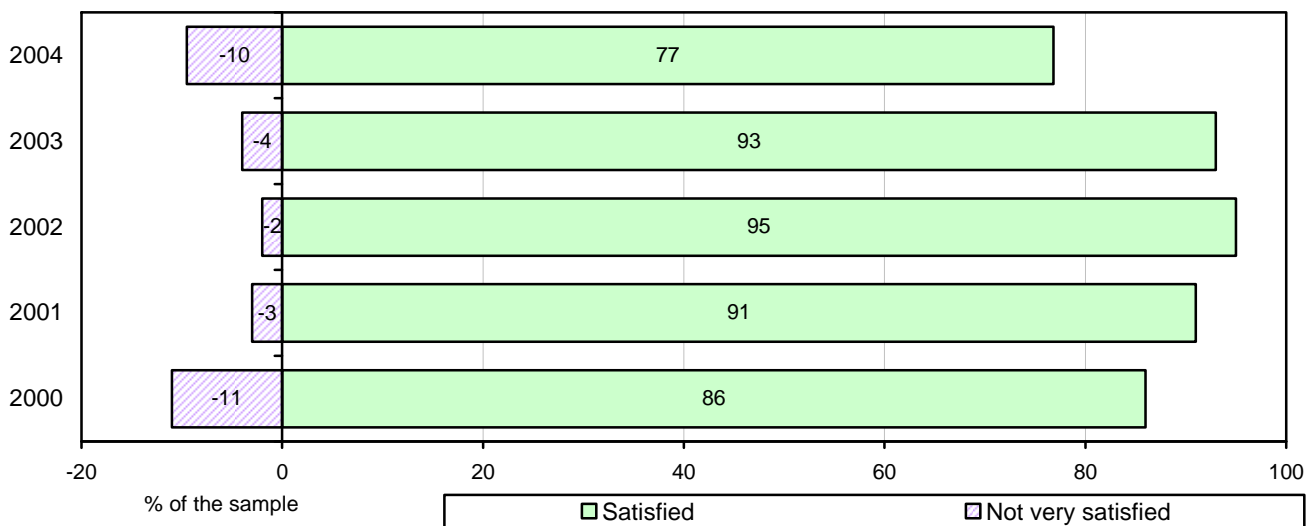


**Museum Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the museums using the previous 3 point scale<sup>23</sup> and an estimated CSI score <sup>24</sup> for each year. This shows that the largest group of visitors, 41% are fairly satisfied with the museum with a further 36% 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 changed scales used for measuring satisfaction.



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 changed scale, as all of these less than satisfied respondents (10%) rate the museum as neutral.



<sup>23</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

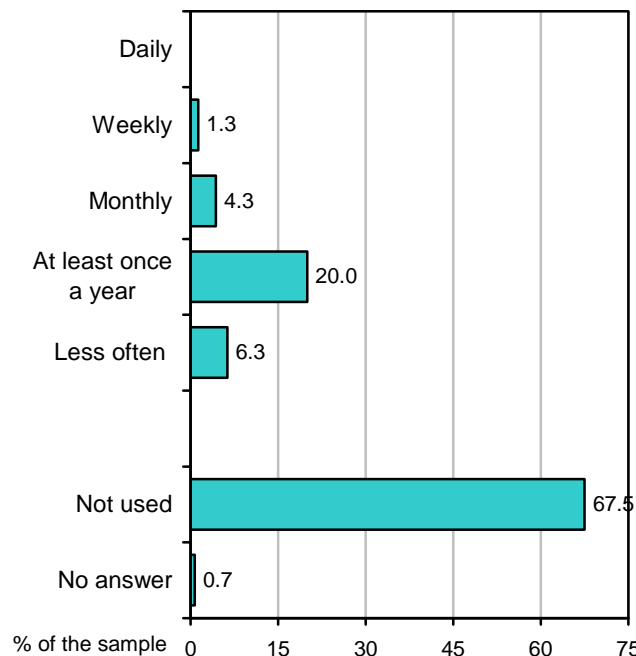
<sup>24</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## The Art Gallery

Respondents were asked how often they had visited the art gallery in the past year<sup>25</sup>. The wording for this question has changed from that used historically with respondents asked 'how often they have used this facility in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

Just under a third of the sample, 31.8% said they had visited the art gallery at least once in the past 12 months.

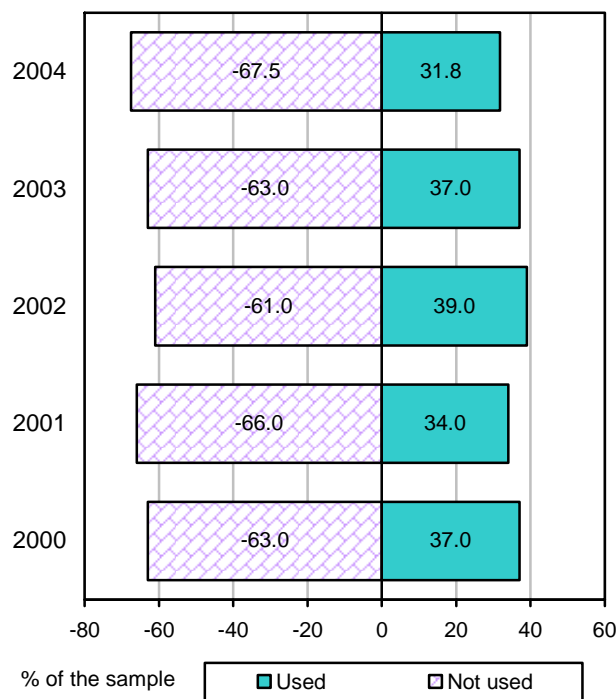
At the other end of the range over two thirds of the respondents, 68% said they never visited the art gallery.



Comparing the history of art gallery usage shows that current usage is down slightly when compared to recent history.

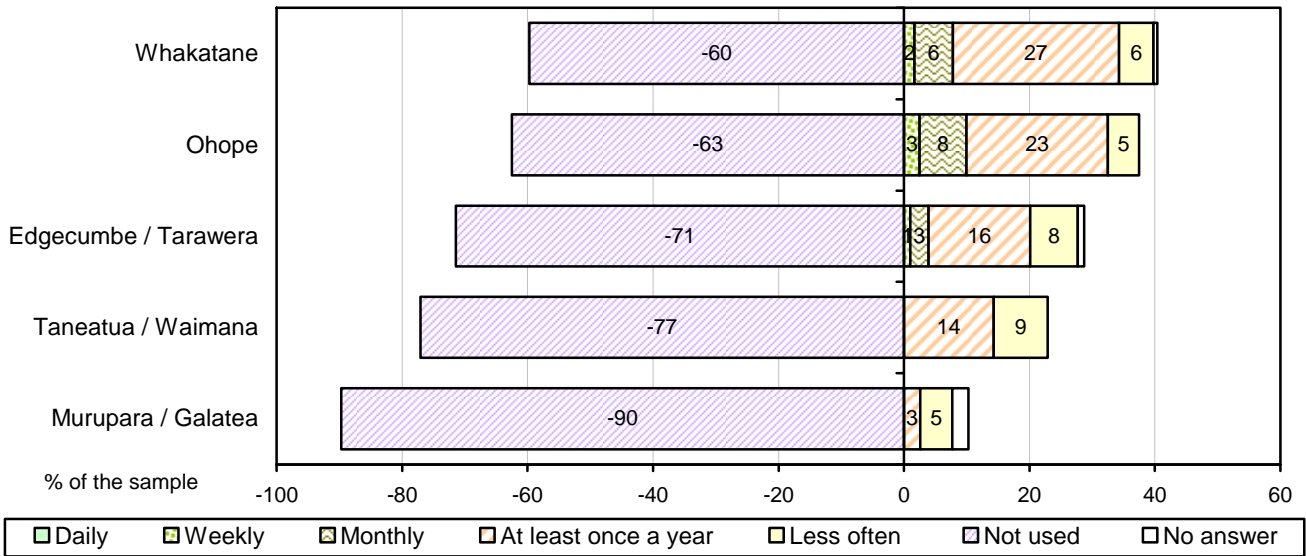
Although once again close to a third of the respondents had visited the art gallery in the past 12 months.

The variation in usage could reflect the change in the sampling process used this year. 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 (e.g. 79% of respondents who had been in the district less than 1 year had not been to the art gallery).

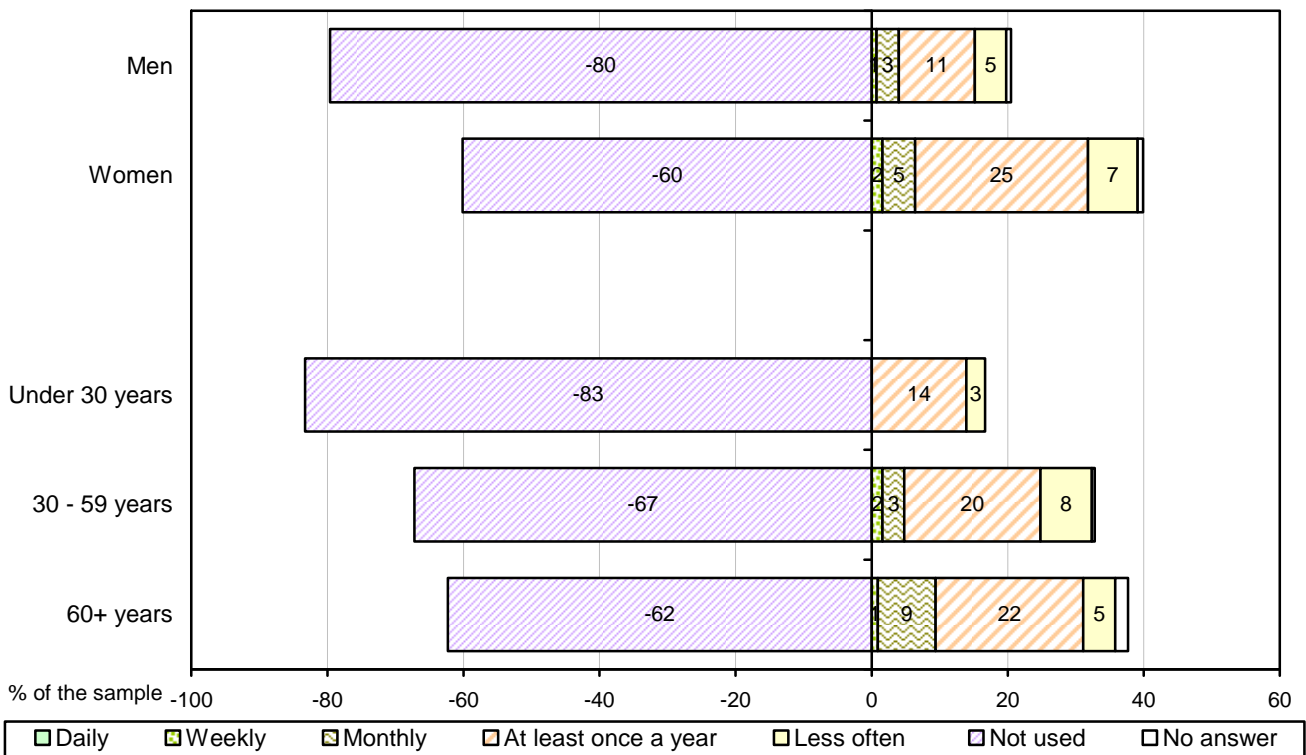


<sup>25</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

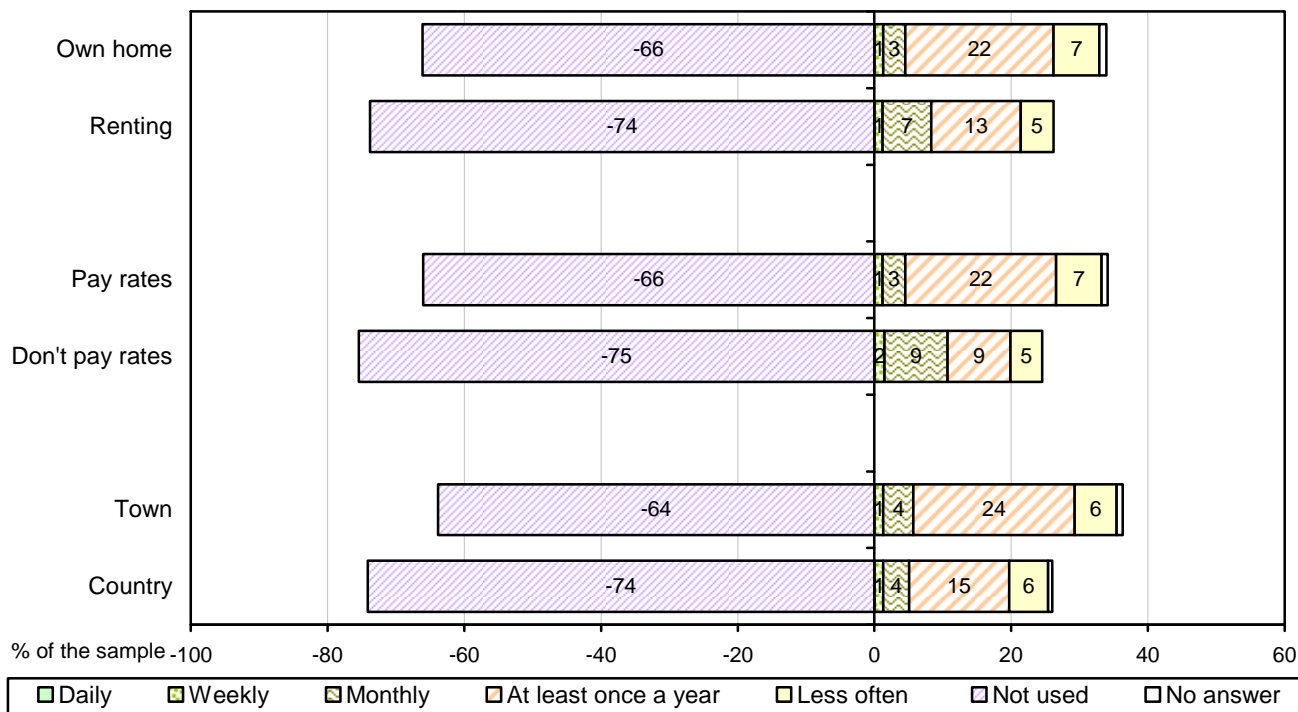
There are some significant variations between the wards with Whakatane (40%) and Ohope (38%) based respondents more likely to visit the Art gallery, while respondents from Murupara / Galatea are significantly more likely to not have visited this facility, 90%.



Women are significantly more likely, than men, to have visited the art gallery, 39% and 20% respectively. Those aged under 30 are less likely to have visited the art gallery, 17% versus 32% for those aged 30 to 59 and 36% for those aged over 60.



Those respondents who live in their own home are more likely to visit the art gallery, 33% than those who are renting, 26%. Those who live in the country are significantly more likely to not have visited the art gallery in the past year, 74% versus 64% for those who live in town.



The subgroups that were significantly **more likely** to have visited the art gallery at least once per year included:

- Women, 32% of the subgroup (99% confidence level)
- Aged 60+ years, 31% of the subgroup (95% confidence level)
- Those from the Whakatane Ward, 34% of the subgroup (99% confidence level).

Those significantly **more likely NOT** to have used the Art gallery in the past year included:

- Those from the Murupara / Galatea Ward, 90% of the subgroup (99% confidence level).
- Aged under 30 years, 83% of the subgroup (95% confidence level)
- Men, 80% of the subgroup (99% confidence level)
- Those of Maori descent, 76% of the subgroup (95% confidence level).
- Those who live in the country, 74% of the subgroup (95% confidence level).
- Those working full time, 74% of the subgroup (99% confidence level).

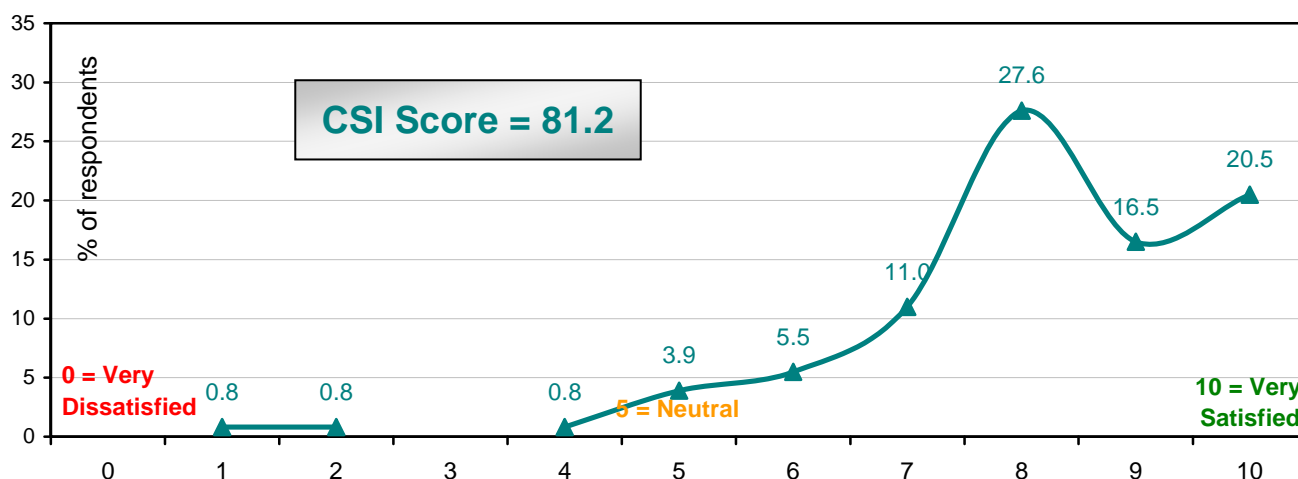


### Art Gallery – User satisfaction

The respondents who had used the art gallery in the past year were asked how satisfied they were with the art gallery, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of art gallery visitors rate their overall satisfaction with the art gallery positively. Three quarters of the users, 76% were satisfied (scores of 7 – 10) including 21% who rated the art gallery with a score of 10 out of 10. A further 17% rated this at nine while a quarter of the visitors, 28% rated the art gallery a very credible 8.

A tenth of the sub group, 10% of the visitors were neutral (scores 4 – 6) while 2 respondents (1.6%), were actually dissatisfied. The Customer Satisfaction Index was 81.2, a score that shows excellent levels of satisfaction.



Only 3 art gallery visitors (2.4%) rated their satisfaction with the art gallery at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility. These respondents commented: (SS = satisfaction score)

#### Edgecumbe / Tarawera

*'Don't go there very often, ' (SS = 4)*

*'Only been there once' (SS = 4)*

*'They don't encourage local artists often enough' (SS = 3)*

**Art gallery Satisfaction by Demographics**

The chart opposite compares the CSI scores for the art gallery by the various sub groups of interest. On average the CSI score was 81.2 for the art gallery but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with 3 of the 5 wards rating this with a CSI scores above 82. The few visitors from Murupara / Galatea rated this with a CSI score of 65.

Women are significantly more satisfied than men with the art gallery and this reflects in their CSI score of 82 versus 77 for men.

Age appears to have little bearing on the level of satisfaction with the art gallery. The CSI score for those aged over 60 was 85 versus 80 for those aged 30 – 59 and 84 for those aged under 30.

Ethnicity has little impact on satisfaction with the art gallery.

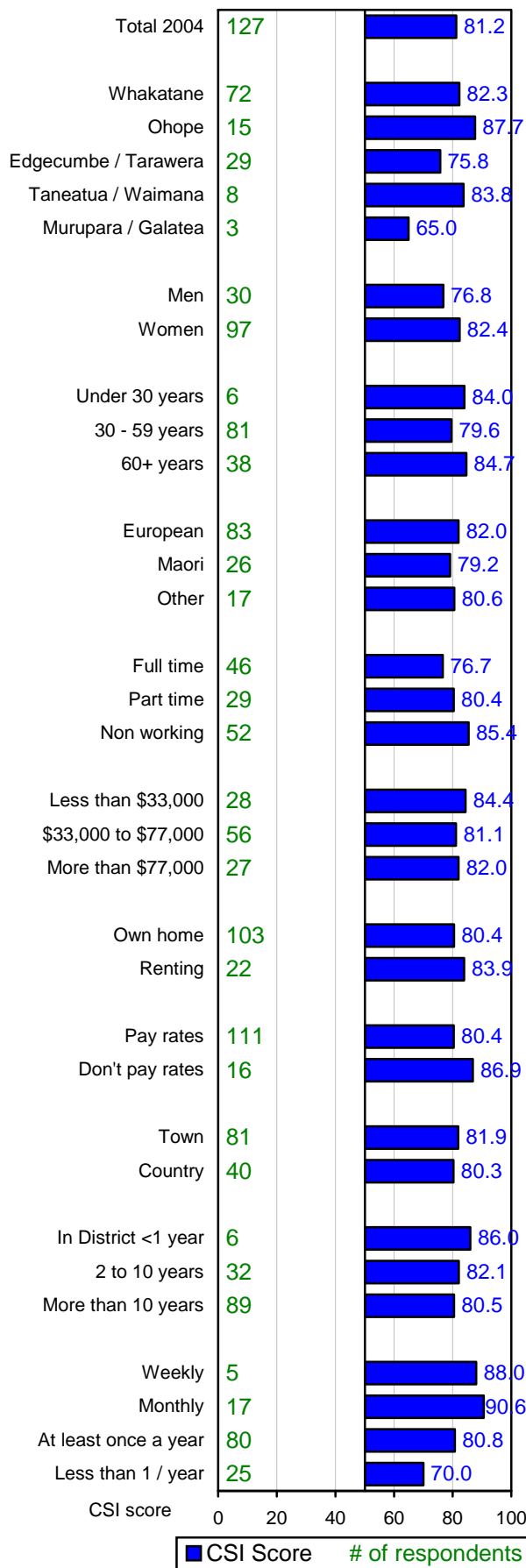
Household income appears to have little effect on satisfaction with the art gallery with respondents from all income streams being very satisfied.

Those who do not pay rates are more satisfied with the art gallery than those who do pay rates.

Visitors from the urban areas rate the art gallery marginally higher than those from the rural areas.

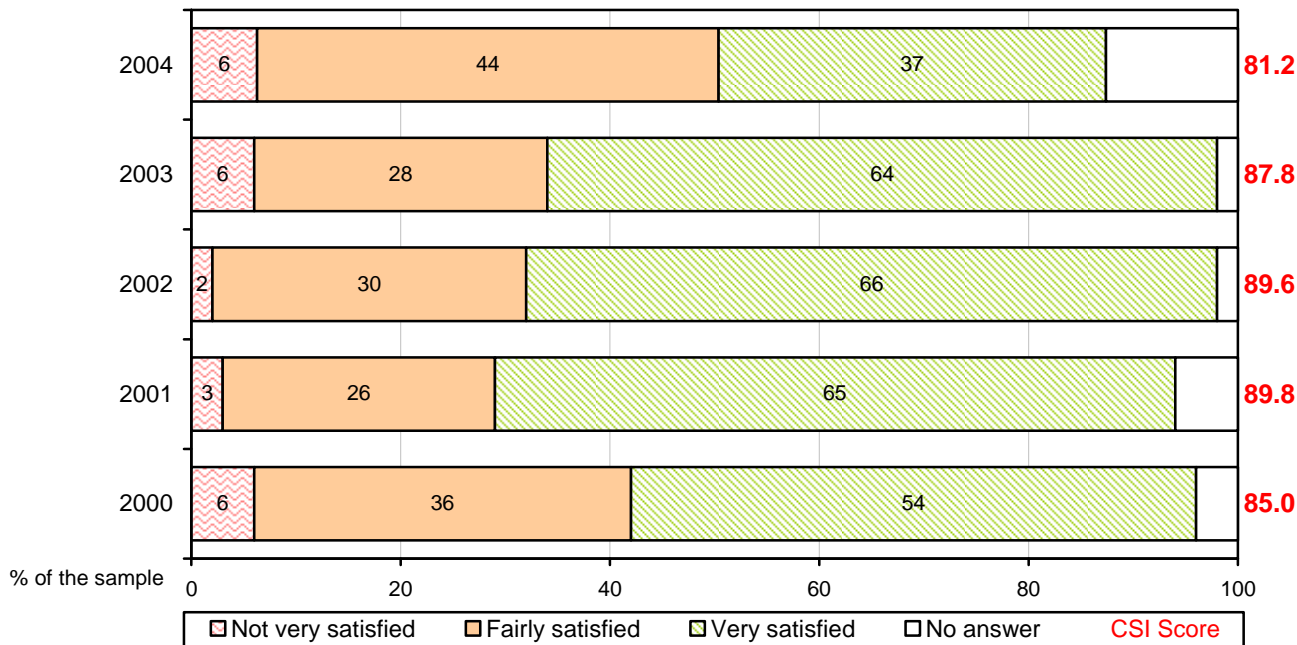
There is a significant difference in the level of satisfaction based on the frequency of visiting the art gallery. Those who visit the art gallery on a monthly basis rate the art gallery with a CSI score of 91 while those who visit less than once per year rate this with a CSI score of 70. This suggests that those who enjoy the art gallery visit more frequently.

Overall, the CSI scores show that most of the respondents are very satisfied with the art gallery.

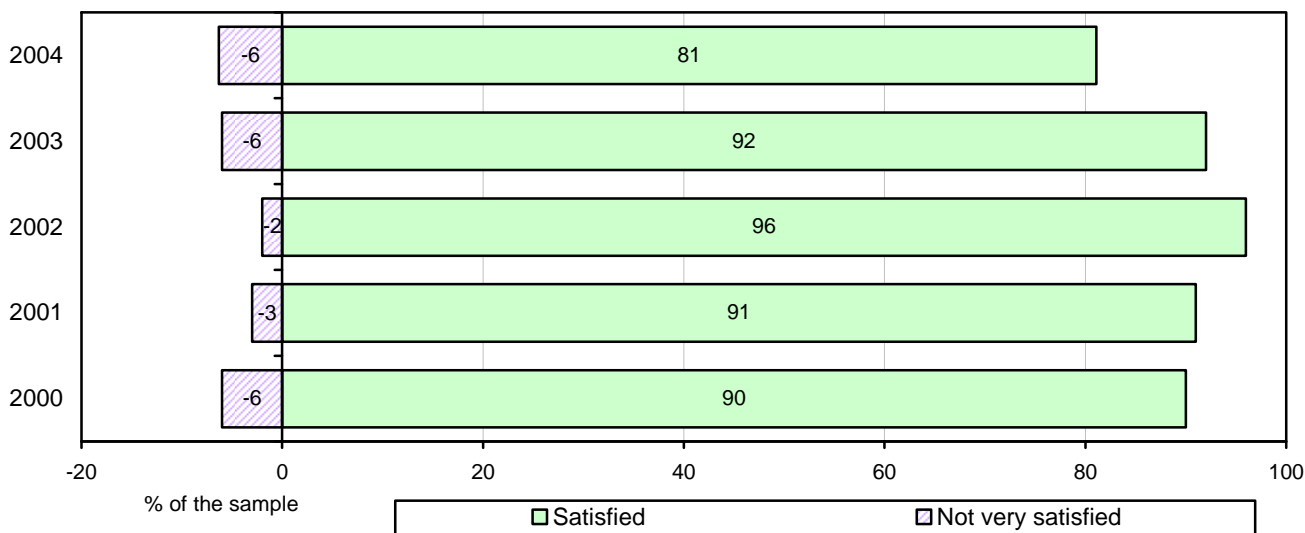


**Art gallery Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the art gallery using the previous 3 point scale<sup>26</sup> and an estimated CSI score <sup>27</sup> for each year. This shows that the largest group of visitors, 44% are fairly satisfied with the art gallery with a further 37% 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 changed scales used for measuring satisfaction.



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 changed scale, as most of these less than satisfied respondents (4%) rate the art gallery as neutral.



<sup>26</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

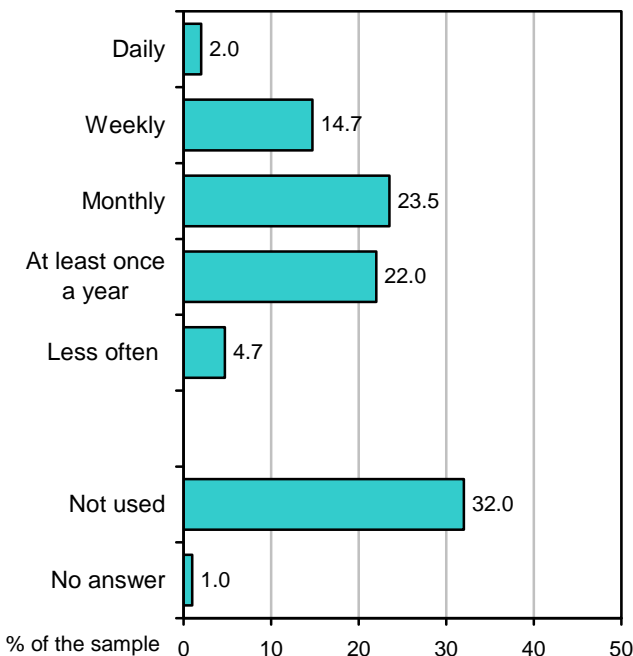
<sup>27</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

### The Harbour Facilities

Respondents were asked how often they had used the harbour facilities (the Port and surrounding environment) in the past year<sup>28</sup>. The wording for this question has changed from that used historically 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.

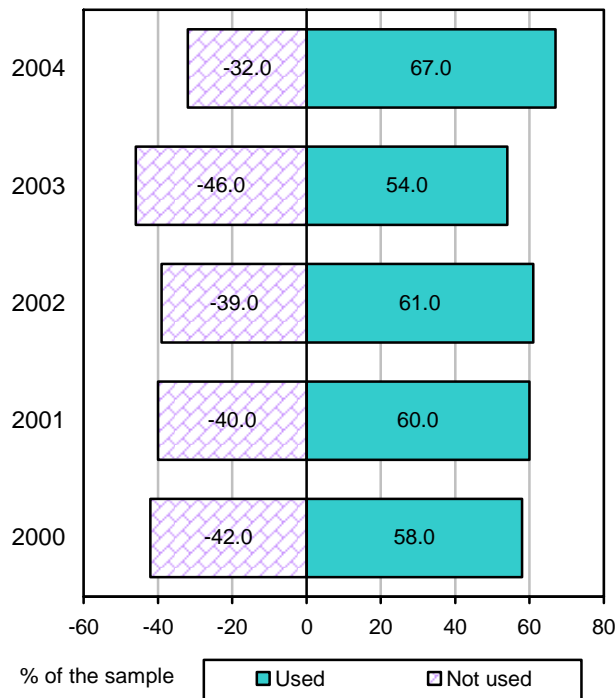
Two thirds of the sample, 67% said they used the harbour facilities at least once in the past 12 months.

The other third of the respondents, 32% said they not used the harbour facilities in the past 12 months.



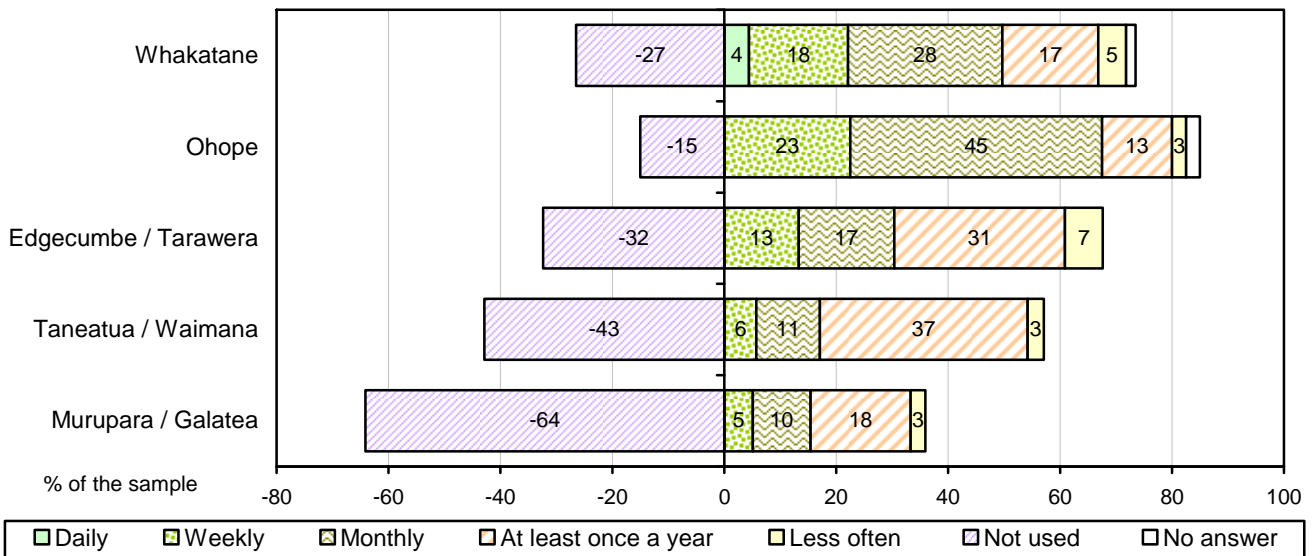
Comparing the history of harbour facilities usage shows that current usage is up slightly when compared to recent history.

Two thirds of the respondents had used the harbour facilities in the past 12 months.

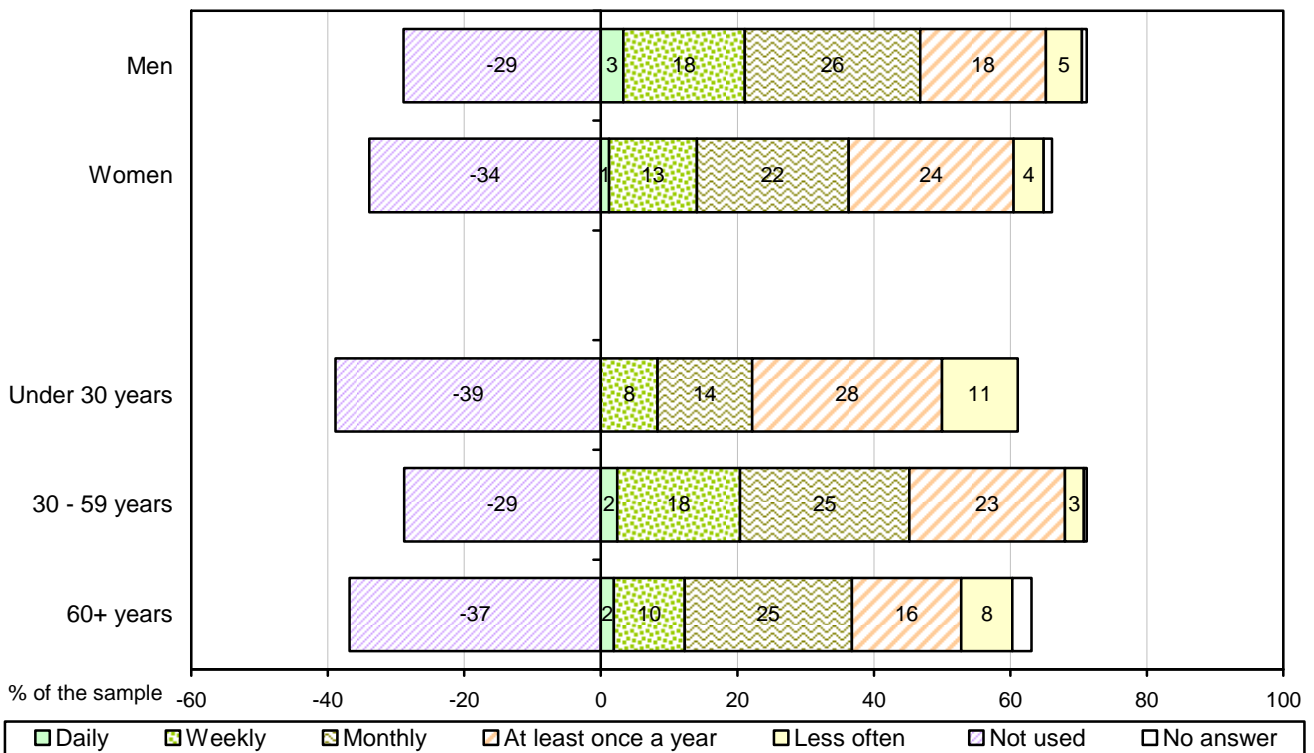


<sup>28</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

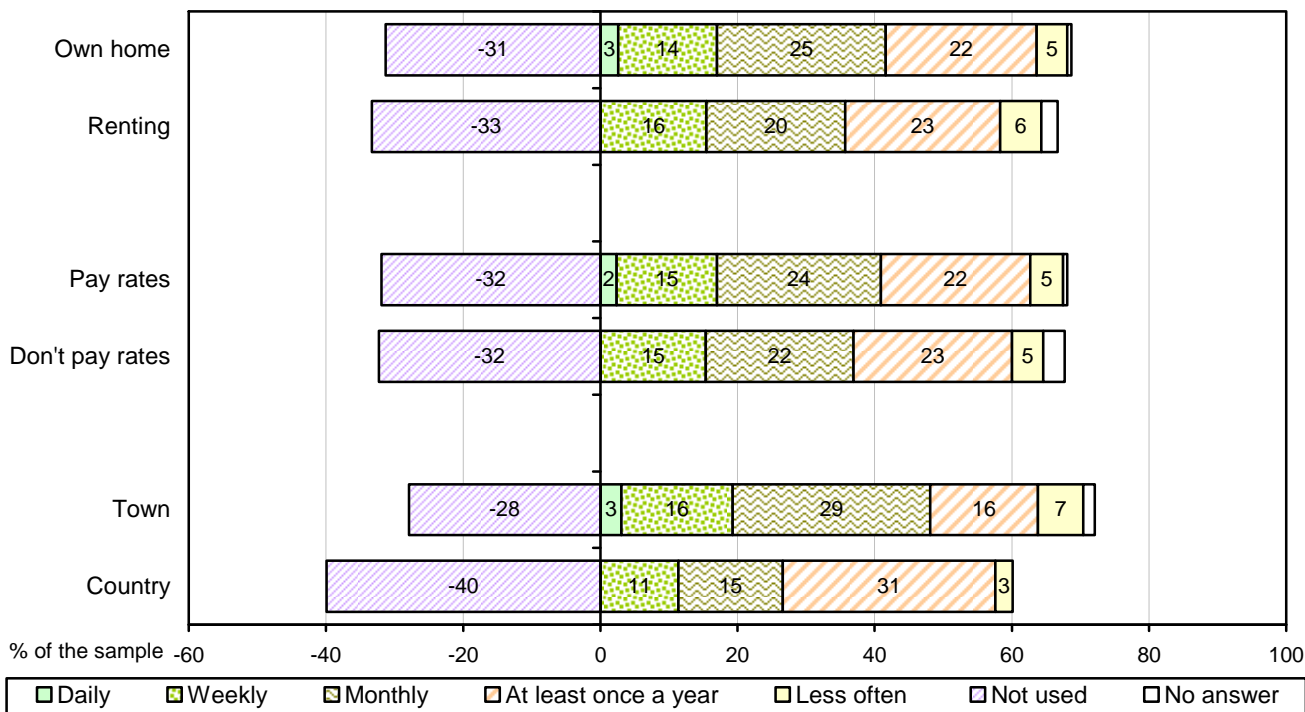
There are some significant variations between the wards with Ohope based respondents more likely to visit the Harbour facilities (82%), while respondents from Murupara / Galatea are significantly more likely not to have used this facility, 64%.



Men are slightly more likely, than women, to have used the harbour facilities, 70% and 65% respectively. Those aged 30 to 59 are most likely to have used the harbour facilities, 71% versus 61% for those aged under 30 and 60% for those aged over 60.



Those respondents who live in their own home are marginally more likely to use the harbour facilities, 33% than those who are renting, 26%. Those who live in the country are significantly more likely not to have used the harbour facilities in the past year, 40% versus 28% for those who live in town.



The subgroups that were significantly **more likely** to have used the harbour facilities at least weekly included:

- Aged 30 - 59 years, 20% of the subgroup (95% confidence level)

Those significantly **more likely NOT** to have used the Harbour facilities in the past year included:

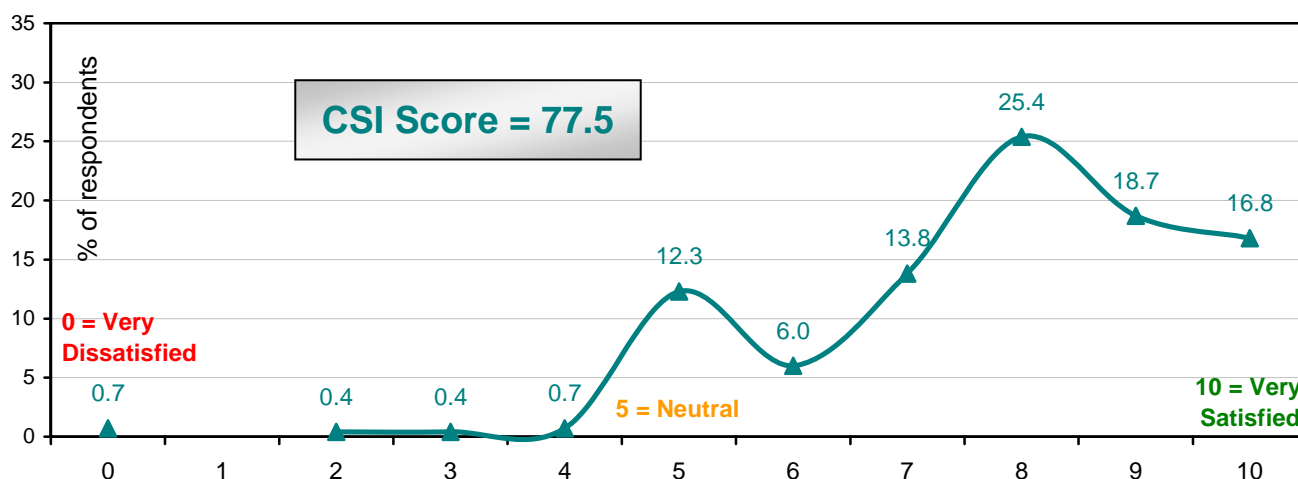
- Those from the Murupara / Galatea Ward, 64% of the subgroup (99% confidence level).
- Those of Maori descent, 48% of the subgroup (99% confidence level).
- Those who live in the country, 40% of the subgroup (99% confidence level).
- Those not working, 38% of the subgroup (95% confidence level).

## Harbour facilities – User satisfaction

The respondents who had used the harbour facilities in the past year were asked how satisfied they were with the harbour facilities, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of harbour facilities users rate their overall satisfaction with the harbour facilities positively. Three quarters of the users, 75% were satisfied (scores of 7 – 10) including 17% who rated the harbour facilities with a score of 10 out of 10. A further 19% rated this at nine while a quarter of the users, 25% rated the harbour facilities a very credible 8.

A fifth of the sub group, 19% of the users were neutral (scores 4 – 6) while 4 respondents (1.5%), were actually dissatisfied. The Customer Satisfaction Index was 77.5, a score that shows very good levels of satisfaction.



Only 6 users of the harbour facilities (2.2%) rated their satisfaction with the harbour facilities at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility. These respondents commented: (SS = satisfaction score)

### Whakatane

*'The river should be dredged more' (SS = 1)*

*'I don't think we make enough of the harbour that we have' (SS = 3)*

### Ohope

*'Because they won't do anything about the entrance -you can't get in and out of it very often' (SS = 3)*

*'Better facilities needed. Has more potential' (SS = 4)*

### Murupara / Galatea

*'I don't use them' (SS = 3)*

### Edgecumbe / Tarawera

*'Well I don't have a boat so I can't really judge' (SS = 3)*

**Harbour facilities Satisfaction by Demographics**

The chart opposite compares the CSI scores for the harbour facilities by the various sub groups of interest. On average the CSI score was 77.5 for the harbour facilities but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies slightly by ward with all wards rating this with a CSI scores between 74 and 80.

Women are marginally more satisfied than men with the harbour facilities.

Age appears to have some bearing on the level of satisfaction with the harbour facilities. The CSI score for those aged over 60 was 79 versus 78 for those aged 30 – 59 and 74 for those aged under 30.

Ethnicity has little impact on satisfaction with the harbour facilities.

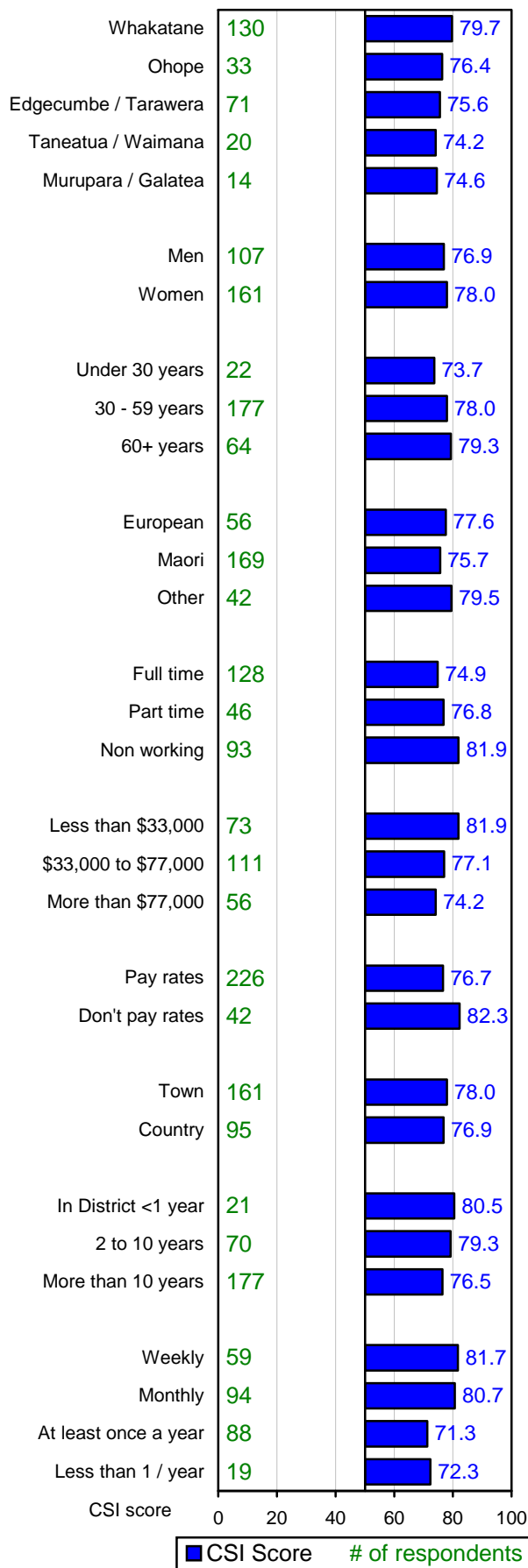
Household income appears to have some effect on satisfaction with the harbour facilities with respondents from the higher income households being less satisfied.

Those who do not pay rates are more satisfied with the harbour facilities than those who do pay rates.

Users from the urban areas rate the harbour facilities marginally higher than those from the rural areas.

There is a significant difference in the level of satisfaction based on the frequency of using the harbour facilities. Those who use the harbour facilities on a weekly or monthly basis rate the harbour facilities with a CSI score of 81 - 82 while those who visit less than often rate this with a CSI score of 71 - 72.

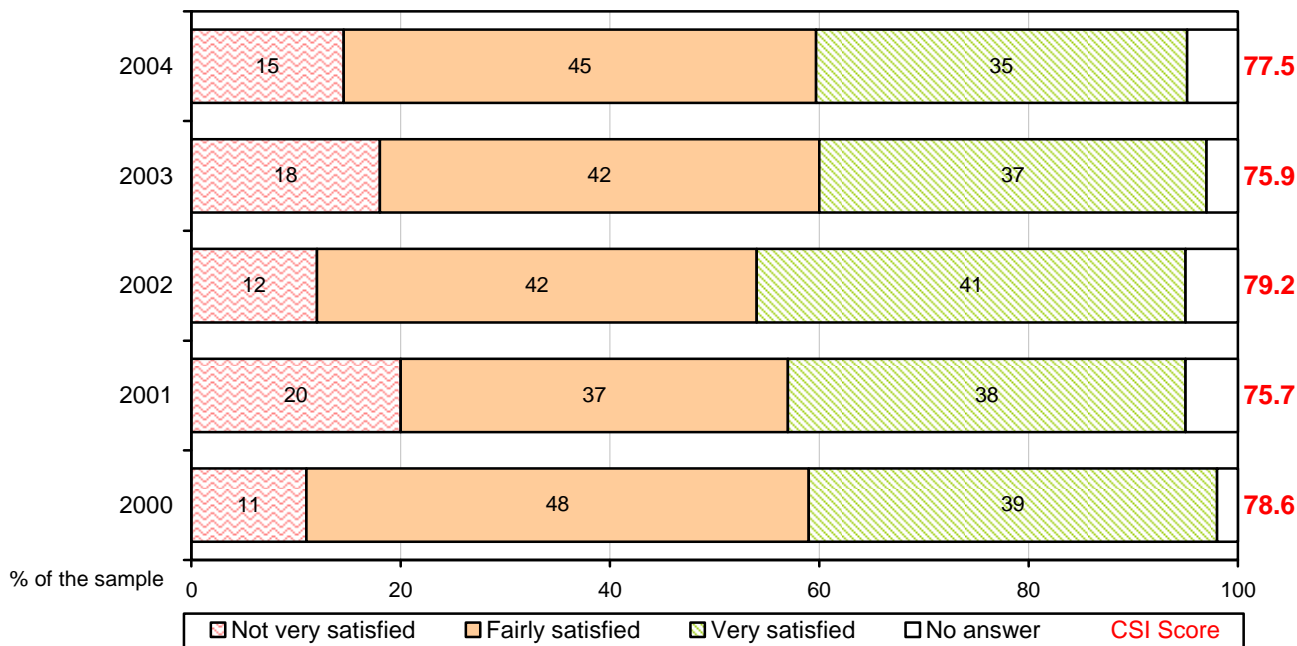
Overall, the CSI scores show that most of the respondents are very satisfied with the harbour facilities.



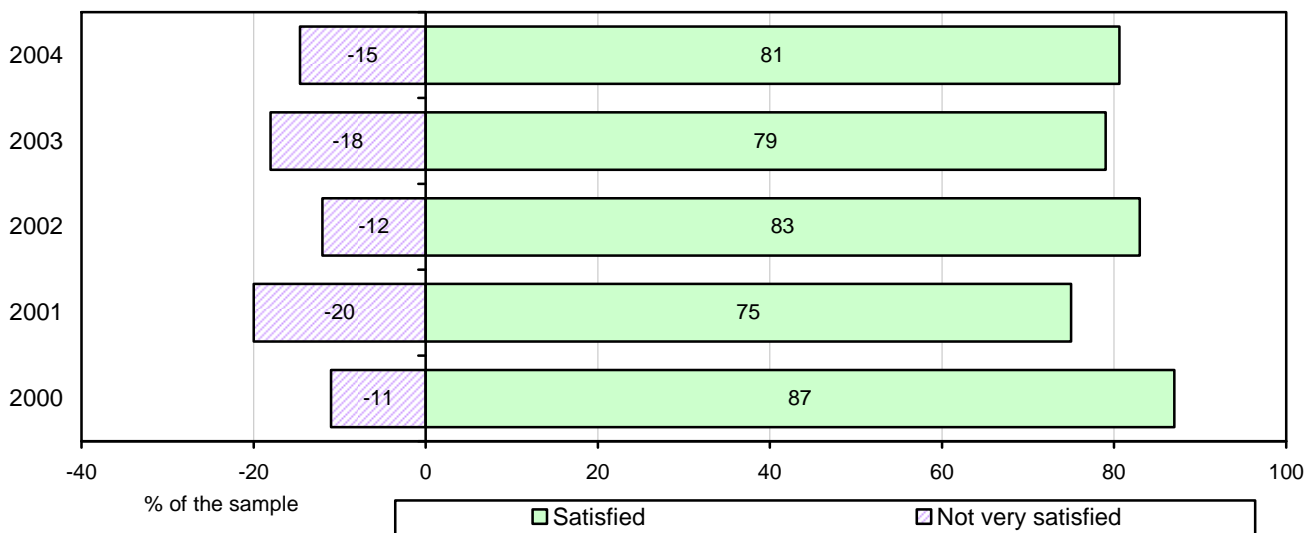


**Harbour facilities Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the harbour facilities using the previous 3 point scale<sup>29</sup> and an estimated CSI score <sup>30</sup> for each year. This shows that the largest group of users, 45% are fairly satisfied with the harbour facilities with a further 35% being very satisfied. Only a small proportion of respondents were not very satisfied. The CSI score is similar to 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.



<sup>29</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

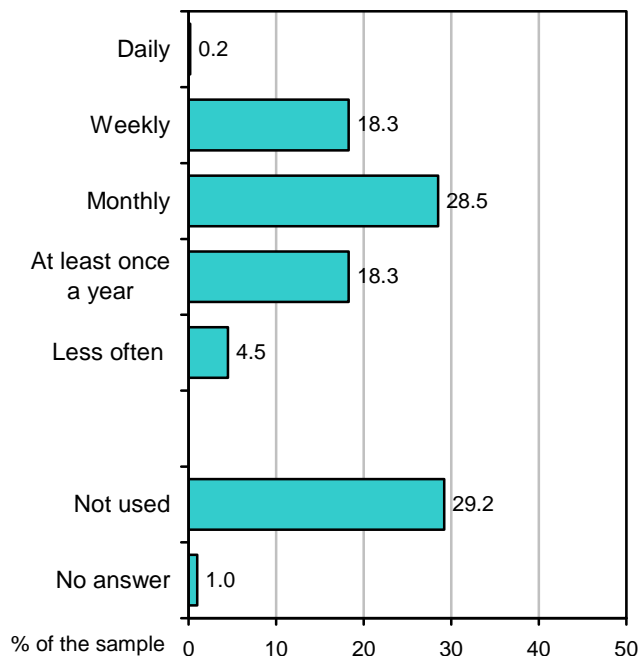
<sup>30</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## The Public Toilets

Respondents were asked how often they had used the public toilets in the past year<sup>31</sup>. The wording for this question has changed from that used historically 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.

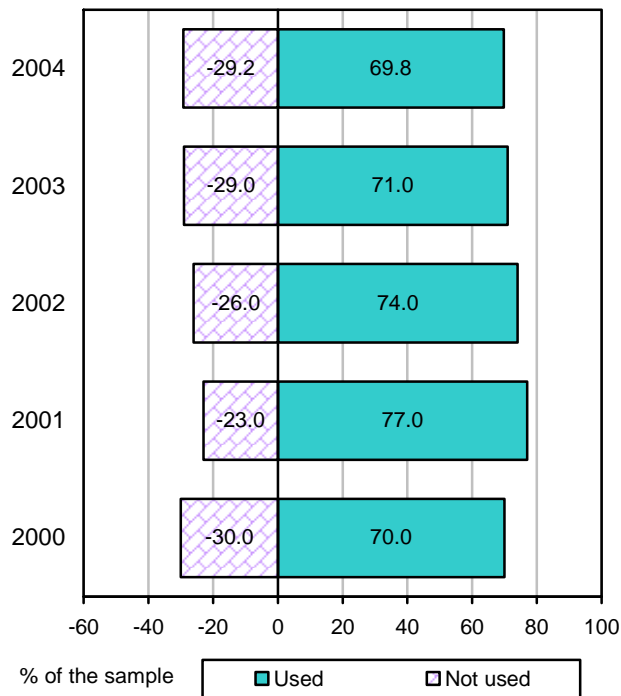
Two thirds of the sample, 70% said they used the public toilets at least once in the past 12 months.

The other third of the respondents, 29% said they never used the public toilets.



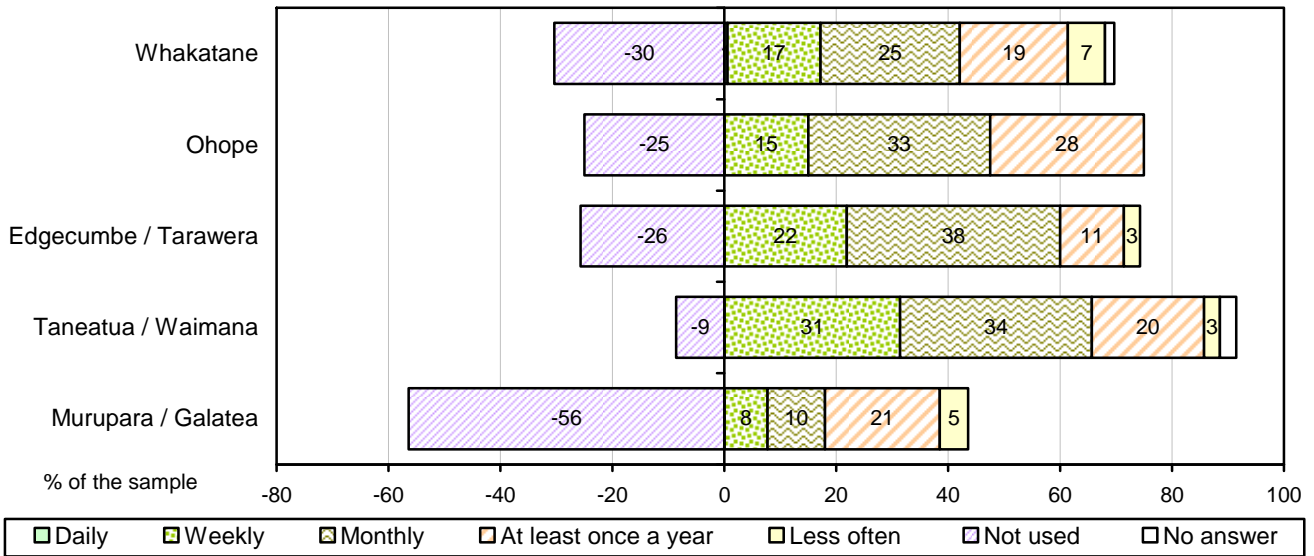
Comparing the history of public toilets usage shows that current usage is at similar levels to recent history.

Over two thirds of the respondents had used the public toilets in the past 12 months.

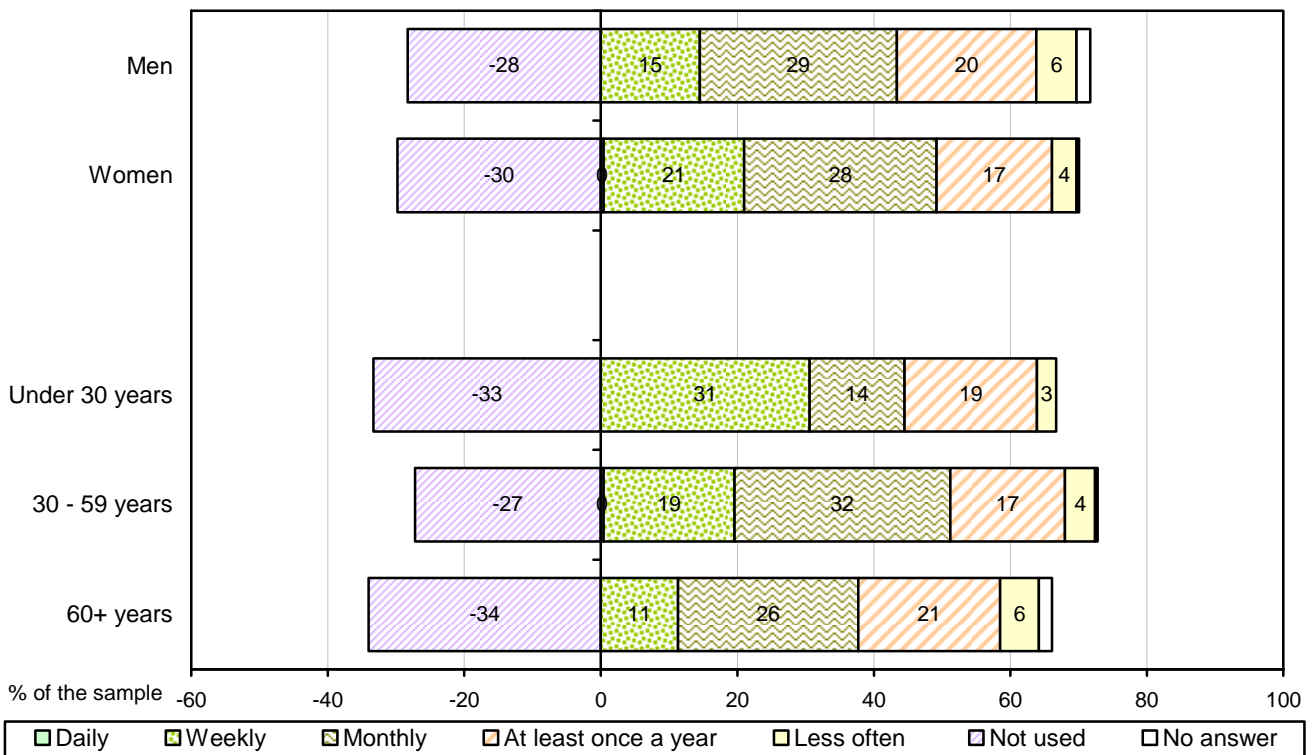


<sup>31</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

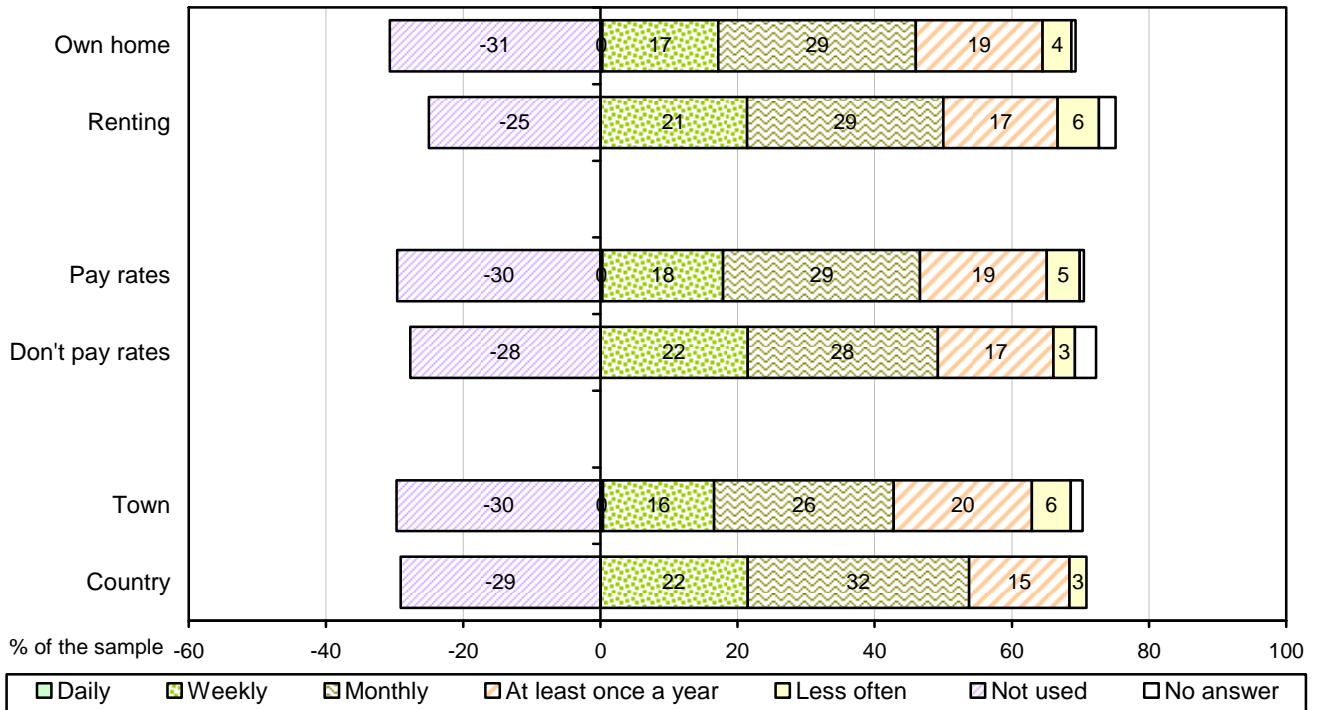
There are some significant variations between the wards with Taneatua / Waimana based respondents more likely to use the public toilets (88%), while respondents from Murupara / Galatea are significantly more likely not to have used these facilities, 56%.



Men are no more or less likely, than women, to have used the public toilets, both 70%. Those aged 30 to 59 are most likely to have used the public toilets, 72% versus 67% for those aged under 30 and 64% for those aged over 60.



Those respondents who are renting are more likely to use the public toilets, 73% than those who live in their own home, 69%. Those who live in the country are more likely to have used the public toilets at least monthly, 54% versus 42% for those who live in town.



Those significantly **more likely NOT** to have used the public toilets in the past year included:

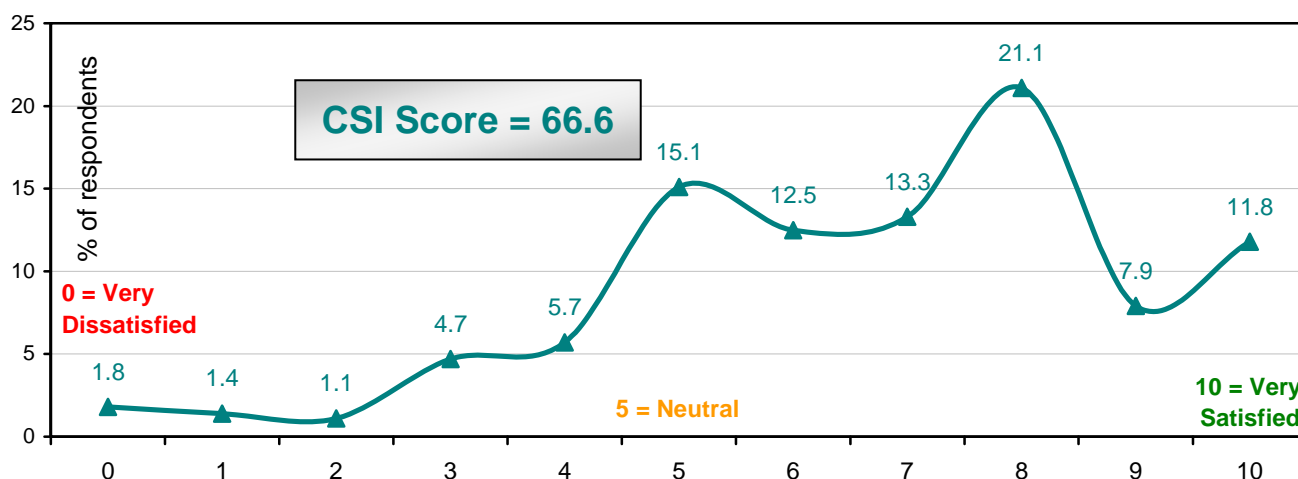
- Those from the Murupara / Galatea Ward, 56% of the subgroup (99% confidence level).

## Public toilets – User satisfaction

The respondents who had used the public toilets in the past year were asked how satisfied they were with the public toilets, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of public toilet users rate their overall satisfaction with the public toilets positively. Just over half of the users, 54% were satisfied (scores of 7 – 10) including 12% who rated the public toilets with a score of 10 out of 10. A further 8% rated these at nine while a fifth of the users, 21% rated the public toilets a very credible 8.

A third of the sub group, 33% of the users were neutral (scores 4 – 6) while 25 respondents (9%), were actually dissatisfied. The Customer Satisfaction Index was 66.6, a score that reflects respondents have some serious concerns with the public toilets.



In total 41 public toilet users (16.7%) rated their satisfaction with the public toilets at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility and the main theme revolved around the cleanliness of these facilities but there were also a range of other comments. These respondents commented: (SS = satisfaction score)

### Whakatane

*'Because they built a chicken coup of a toilet at the boat ramp in the harbour. It is a disgrace. There are two toilets, the floors are always wet, it is smelly. For the number of people who use it, at the boat ramp, it is a very busy place. They have not given thought to the number of people who use it. The design is ridiculous'* (SS = 4)

*'They smell before you approach them, and delinquents, graffiti'* (SS = 1)

*'Too dirty. If urinals were the same as the ones in the council building that would be better'* (SS = 1)

*'Because they are dirty '* (SS = 2)

*'They were very unclean, did not have soap. A bit of graffiti, the stalls did not lock, pretty grubby'* (SS = 2)

*'Don't like using public toilets'* (SS = 3)

*'I'm scared, don't like using public toilets'* (SS = 3)

*'Not enough of them'* (SS = 3)

*'Not graded enough, some are really old, not looked after, vandalism'* (SS = 3)

*'Some times they are really disgusting and dirty'* (SS = 3)

*'The public toilets are ok but they need to be cleaned regularly. Twice daily mainly and the toilets are locked a lot'* (SS = 3)

*'They are old, graffiti, not very safe - have no security'* (SS = 3)

*'Very messy'* (SS = 3)

*'Because of hygiene' (SS = 4)*

*'Conditions' (SS = 4)*

*'General cleanliness' (SS = 4)*

*'Not enough, need to get more' (SS = 4)*

*'One in Kopeopeo is near shops; no privacy. Car park opposite. People can see others using the toilet. This would be a problem if door was faulty or accidentally opened' (SS = 4)*

*'They are very dirty, not cleaned often enough' (SS = 4)*

*'Toilets are abused and dirty, need to be looked after more' (SS = 4)*

### **Ohope**

*'General cleanliness, not up to the standard you feel comfortable with' (SS = 4)*

### **Taneatua / Waimana**

*'Because they are not clean all the time' (SS = 0)*

*'Sometimes they are really dirty and toilet paper and soap are not supplied' (SS = 0)*

*'Need another couple of toilets in town' (SS = 4)*

*'They are pretty scungy and scabby. They need to be modernised, with a good paint job, would bring them up 100%' (SS = 4)*

### **Murupara / Galatea**

*'There is one in Murupara, and it is not very privately located' (SS = 1)*

*'Shady, unhygienic, people's fault' (SS = 2)*

*'I travel around a lot and a lot of them are very disgusting' (SS = 4)*

*'We have only one toilet in Murupara that people use, and it is disgusting. It is one of the automatic cleaning type and there is never enough paper' (SS = 4)*

### **Edgecumbe / Tarawera**

*'There's hardly any in the town, way out of the way, need to build more' (SS = 0)*

*'There's only one, and no one knows where it is, cause it's not signposted and it's not looked after' (SS = 0)*

*'There are not enough of them. We need more of them. They are not clean as well' (SS = 3)*

*'There just are not enough of them. The ones we use which are on Boon Street are not very nice. Dirty toilets, not flushed, water every where. Sinks do not work properly' (SS = 3)*

*'When I go into them the first thing I see is graffiti and they aren't very clean, with paper and waste on the floor. There is no hot water for hand washing, and the hand dryers often aren't working. Some of the automatic toilets don't work so you can't close the door and use the toilets' (SS = 3)*

*'The worst one is the one on Boon Street, the same street as the Gallery and Museum. They are not clean. Probably the people who use them do not leave them clean' (SS = 4)*

*'There isn't enough of them' (SS = 4)*

*'They are very much below standard. The ones that I go are honestly not very good at all. But they are the only ones we've got to go to' (SS = 4)*

*'Filthy! No lights on the inside. In the Edgecumbe toilets there are no lights inside, and can't see inside even during the day. Just dark and dank and very scary. Need proper toilet facilities' (SS = 1)*

*'Because they are dirty and yuck. Need a good clean up' (SS = 3)*

*'Some are quite grotty. They have self cleaning toilets. It is unhygienic' (SS = 3)*

**Public toilets Satisfaction by Demographics**

The chart opposite compares the CSI scores for the public toilets by the various sub groups of interest. On average the CSI score was 66.6 for the public toilets but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with Ohope respondents being significantly more satisfied compared to the other 4 wards.

There is no significant difference in the level of satisfaction between the genders.

Age appears to have some bearing on the level of satisfaction with the public toilets. The CSI score for those aged over 60 was 77 versus 65 for those aged 30 – 59 and 55 for those aged under 30.

Ethnicity has little impact on satisfaction with the public toilets.

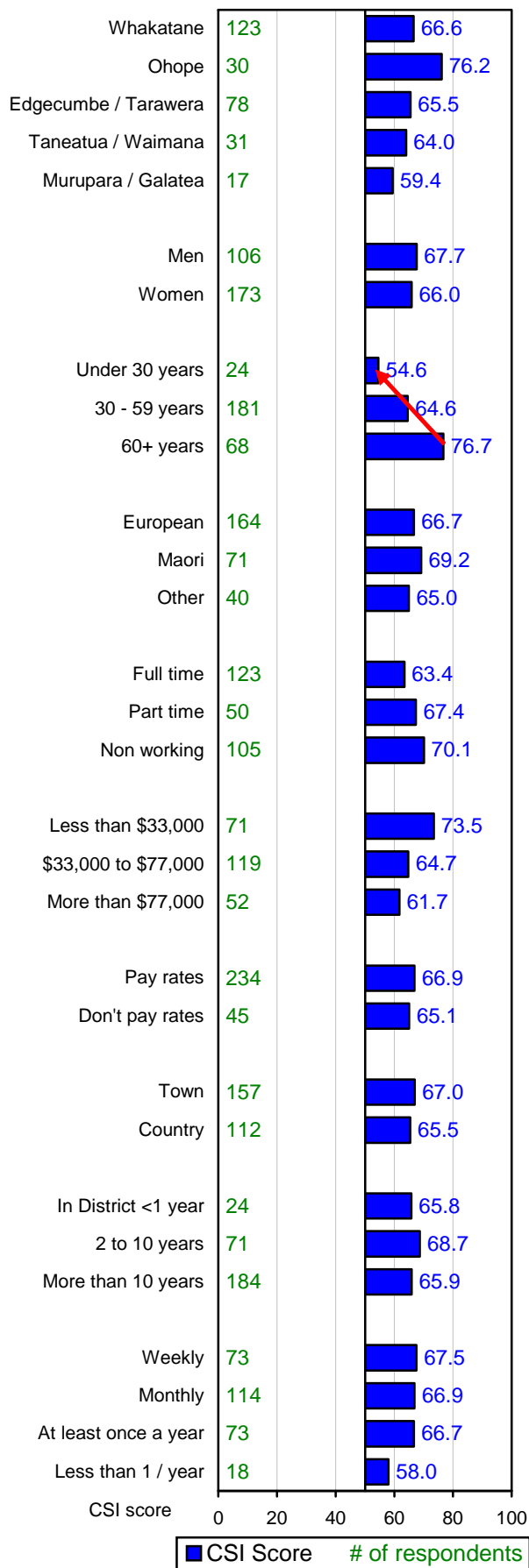
Household income appears to have a noticeable effect on satisfaction with the public toilets with respondents from the higher income households being less satisfied.

Those who do pay rates are marginally more satisfied with the public toilets than those who do not pay rates.

Users from the urban areas rate the public toilets marginally lower than those from the rural areas.

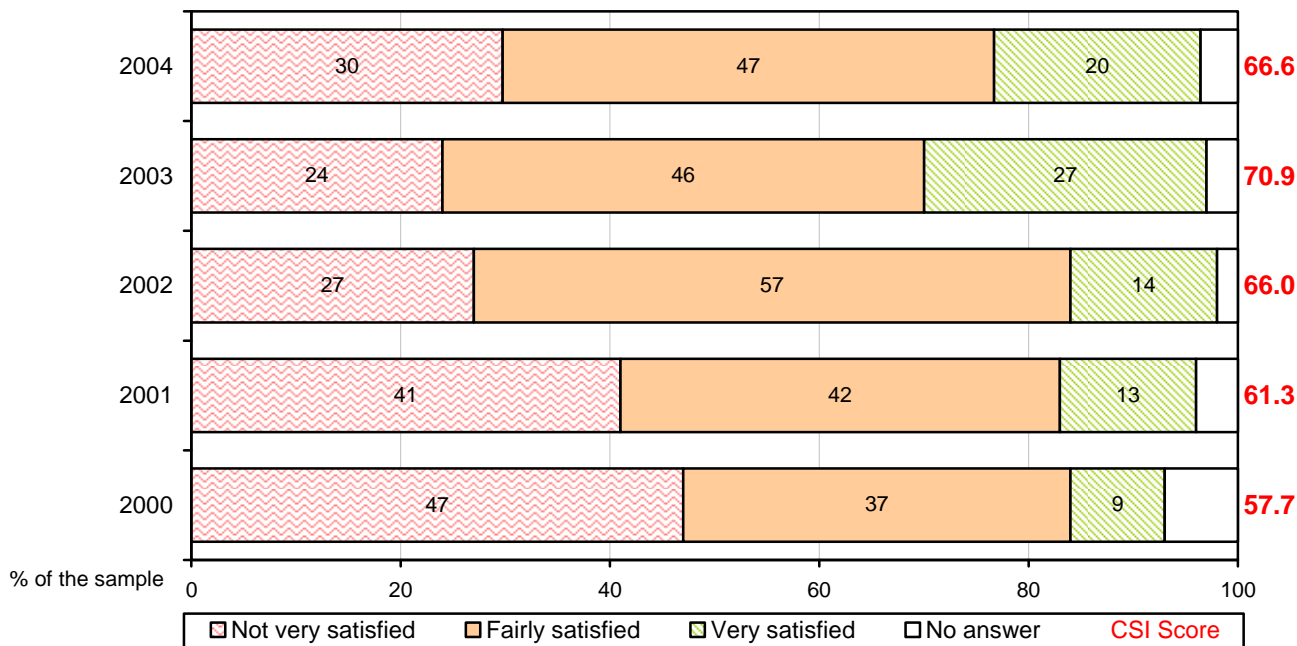
There is a significant difference in the level of satisfaction based on the frequency of using the public toilets. Those who use the public toilets at least once a year rate the public toilets with a CSI score of 67 - 68 while those who visit less often rate this with a CSI score of 58.

Overall, the CSI scores show that most of the respondents have some concerns about the public toilets and there are opportunities for improvement.

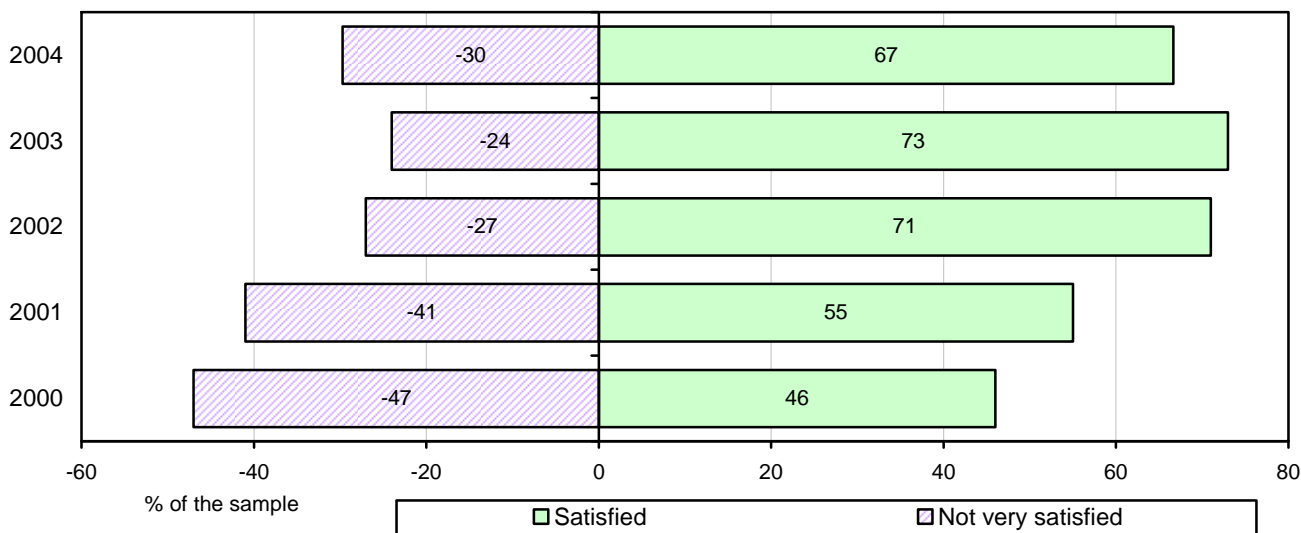


**Public toilets Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the public toilets using the previous 3 point scale<sup>32</sup> and an estimated CSI score <sup>33</sup> for each year. This shows that the largest group of users, 47% are fairly satisfied with the public toilets with a further 20% being very satisfied. However a third of the public toilet users were not very satisfied. The CSI score is similar to recent years.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that fewer toilet users are satisfied this year but this could simply reflect the changed scales.



<sup>32</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

<sup>33</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

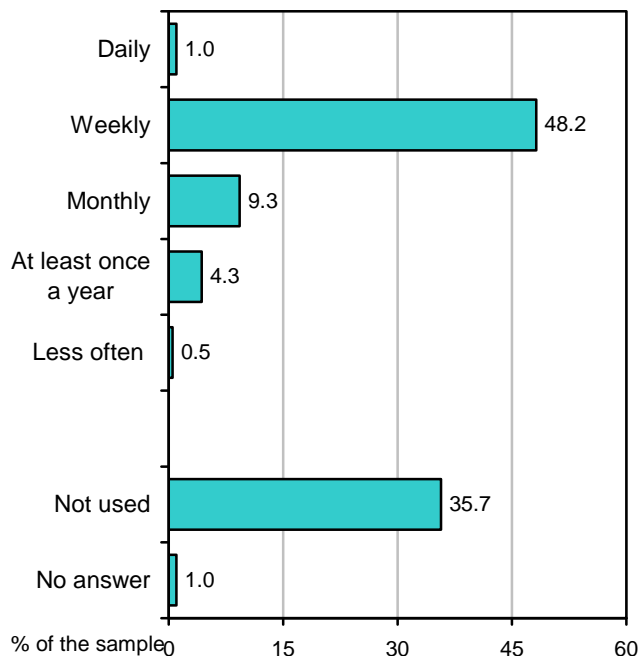


## Household recycling service

Respondents were asked how often they had used the household recycling service in the past year<sup>34</sup>. The wording for this question has changed from that used historically with respondents asked 'how often they have used this service in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.

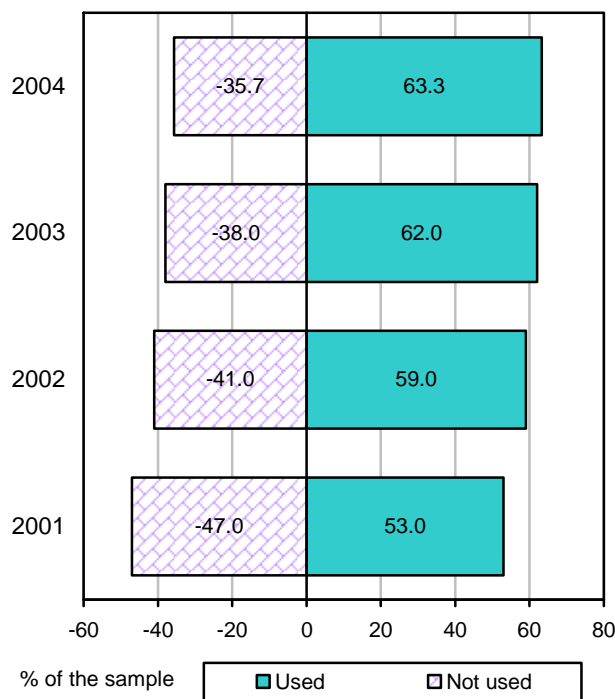
Almost half of the sample, 48% said they used the household recycling service weekly with another 9% saying they used this monthly.

Just over a third of the respondents, 36% said they never used the household recycling service.



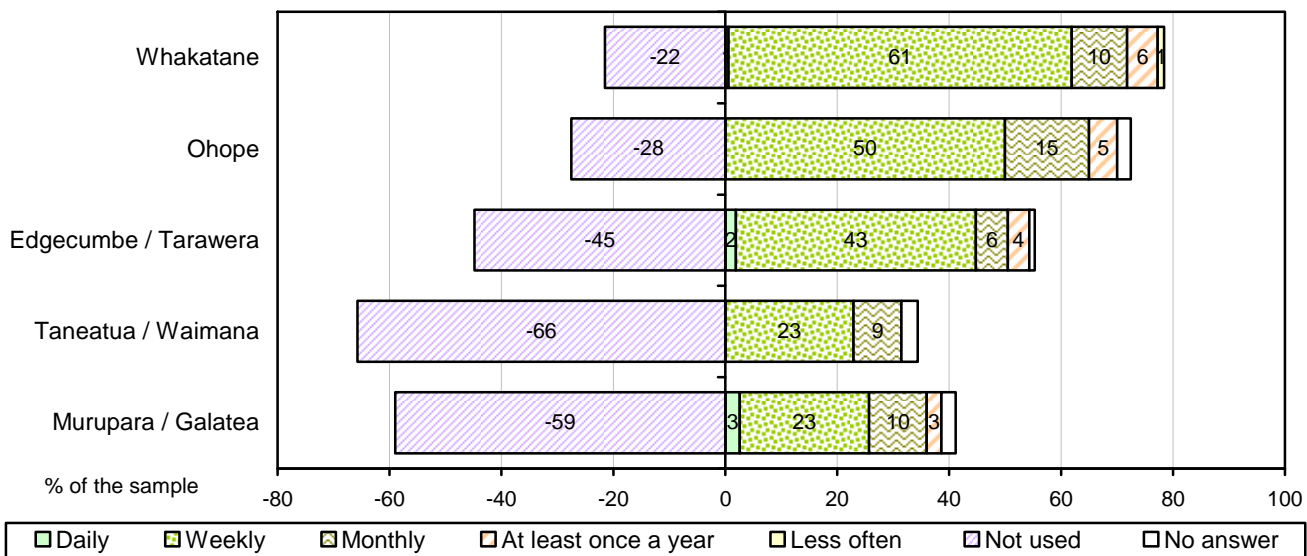
Comparing the history of usage of the household recycling service shows that usage is continuing to grow with almost two thirds of respondents using this service.

A third of the respondents had not used the household recycling service in the past 12 months.

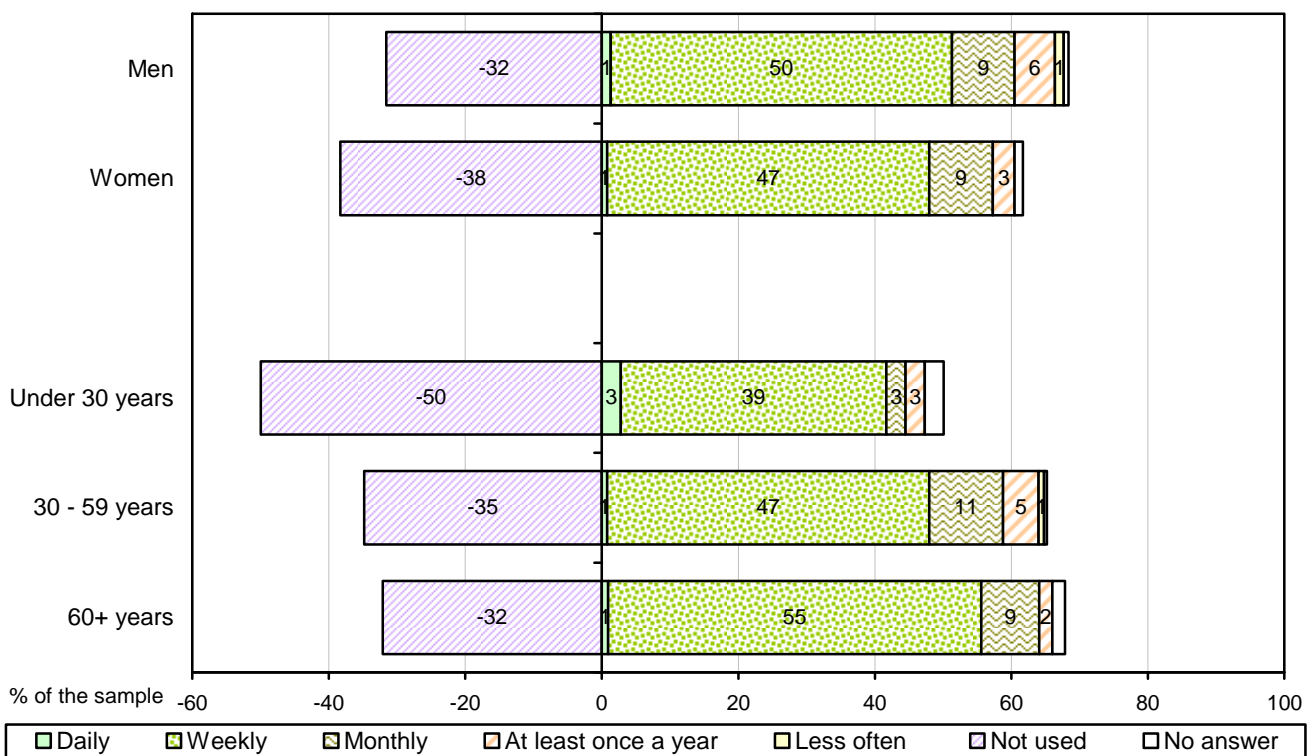


<sup>34</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

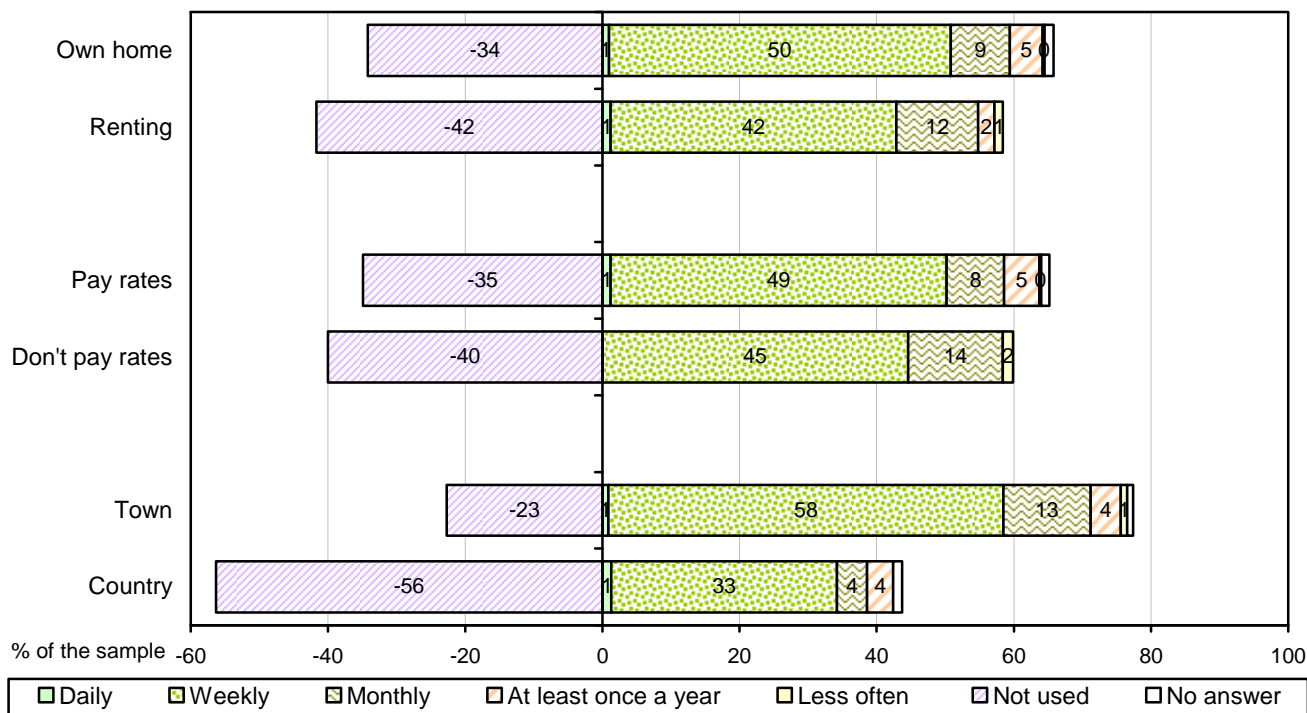
There are some significant variations between the wards with Whakatane based respondents more likely to use the household recycling service (78%), while respondents from Taneatua / Waimana are significantly more likely not to have used this facility, 66%.



Men are slightly more likely, than women, to have used the household recycling service, 68% and 60% respectively. Those aged under 30 are the least likely to have used the household recycling service, 48% versus 65% for those aged 30 to 59 and 66% for those aged over 60.



Those respondents who live in their own home are more likely to use the household recycling service, 64% than those who are renting, 58%. Those who live in the country are significantly more likely not to have used the household recycling service in the past year, 56% versus 23% for those who live in town.



The subgroups that were significantly **more likely** to have used the household recycling service weekly included:

- Those from the Whakatane Ward, 61% of the subgroup (99% confidence level).
- Those of European descent, 53% of the subgroup (99% confidence level).
- Those who live in town, 58% of the subgroup (99% confidence level).

Those significantly **more likely NOT** to have used the Household recycling service in the past year included:

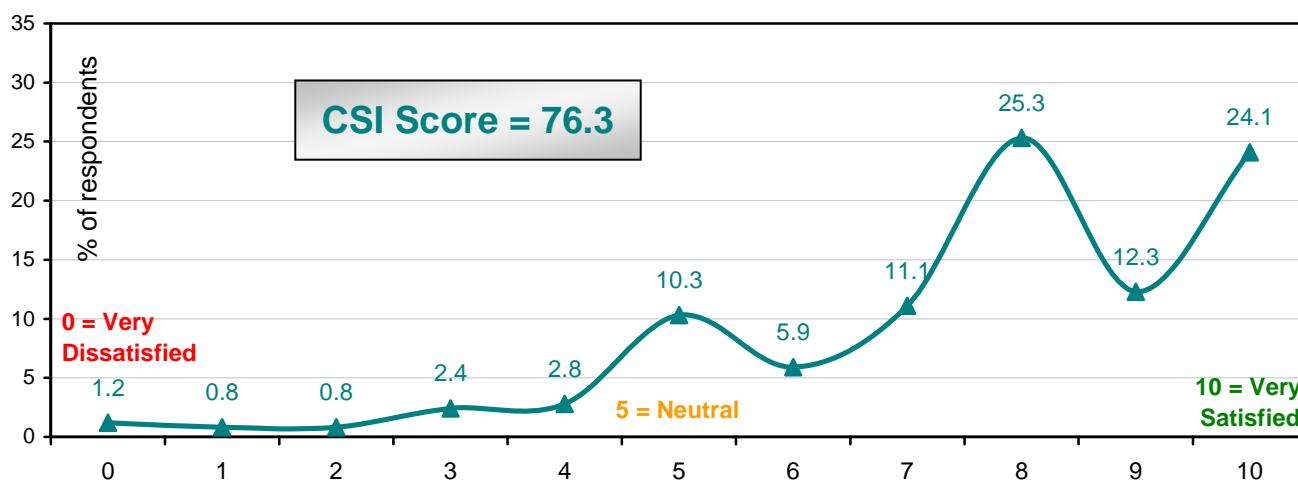
- Those who live in the country, 56% of the subgroup (99% confidence level).
- Those from the Taneatua / Waimana Ward, 66% of the subgroup, those from the Murupara / Galatea Ward, 59% and those from Edgecumbe / Tarawera Ward, 45% (99% confidence level).
- Those of Maori descent, 55% of the subgroup (99% confidence level).

## Household recycling service – User satisfaction

The respondents who had used the household recycling service in the past year were asked how satisfied they were with the household recycling service, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of household recycling service users rate their overall satisfaction with the household recycling service positively. Three quarters of the users, 73% were satisfied (scores of 7 – 10) including 24% who rated the household recycling service with a score of 10 out of 10. A further 12% rated this at nine while a quarter of the users, 25% rated the household recycling service a very credible 8.

A fifth of the sub group, 19% of the users were neutral (scores 4 – 6) while 13 respondents (5%), were actually dissatisfied. The Customer Satisfaction Index was 76.3, a score that shows very good levels of satisfaction.



In total 20 users of the household recycling service (7.9%) rated their satisfaction with the household recycling service at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this service. These respondents commented: (SS = satisfaction score)

### Whakatane

*'There are no bins, I do not think it is running properly yet. It needs to include more things, other than paper and bottles. We have not got anything for plastics yet'* (SS = 0)

*'Basically there are no bins provided and there is no real recycling service. Really it's all up to us to sort it out and it's a bit of a hassle'* (SS = 1)

*'Bottles have been left behind'* (SS = 1)

*'Because they don't recycle any of the plastics'* (SS = 2)

*'They pay lip service to the broad spectrum of recycling. The only thing they will take is paper, cardboard, food, cans and glass bottles. Will not take any other form of glass other than beverage bottles. It is tokenism'* (SS = 2)

*'They don't take plastic bottles, only milk bottles. Nowhere to dump plastic bottles at all'* (SS = 3)

*'Inconsistent. They say they supply this and that, and only happy to do it once a month, rather it be once a week'* (SS = 3)

*'It's not comprehensive enough, provide bins. Be more on to it'* (SS = 3)

*'Because the people who pick up the recycle stuff don't pick up properly. It is always lagging behind'* (SS = 3)

*'There is no room for plastic recycling' (SS = 4)*

*'Public relations' (SS = 4)*

*'I don't think they have made it easy enough for people to recycle, they implemented the scheme that they said they were going to' (SS = 4)*

*'I just wish they would take more stuff than they do, like plastics. They do not take the plastics' (SS = 4)*

*'Won't collect our plastics; we put them out, but they are just left' (SS = 4)*

*'Because I don't use it often enough' (SS = 4)*

### **Taneatua / Waimana**

*'Doesn't seem to be out in the rural areas' (SS = 0)*

*'Not handy at all, quite out of the way' (SS = 3)*

### **Edgecumbe / Tarawera**

*'We don't have any information to see what we can recycle' (SS = 0)*

*'Only collect glass' (SS = 4)*

*'These do not actually exist. I put my plastics and paper out but they are never taken, or just thrown in with the rest of the rubbish' (SS = 3)*

**Household recycling service Satisfaction by Demographics**

The chart opposite compares the CSI scores for the household recycling service by the various sub groups of interest. On average the CSI score was 76.3 for the household recycling service but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with Taneatua / Waimana rating this with a CSI score of 61 while the other wards rated this with CSI scores between 76 and 80.

Women are significantly more satisfied than men with the household recycling service.

Age appears to have some bearing on the level of satisfaction with the household recycling service. The CSI score for those aged over 60 was 83 versus 74 for those aged 30 – 59 and 73 for those aged under 30.

Ethnicity has little impact on satisfaction with the household recycling service.

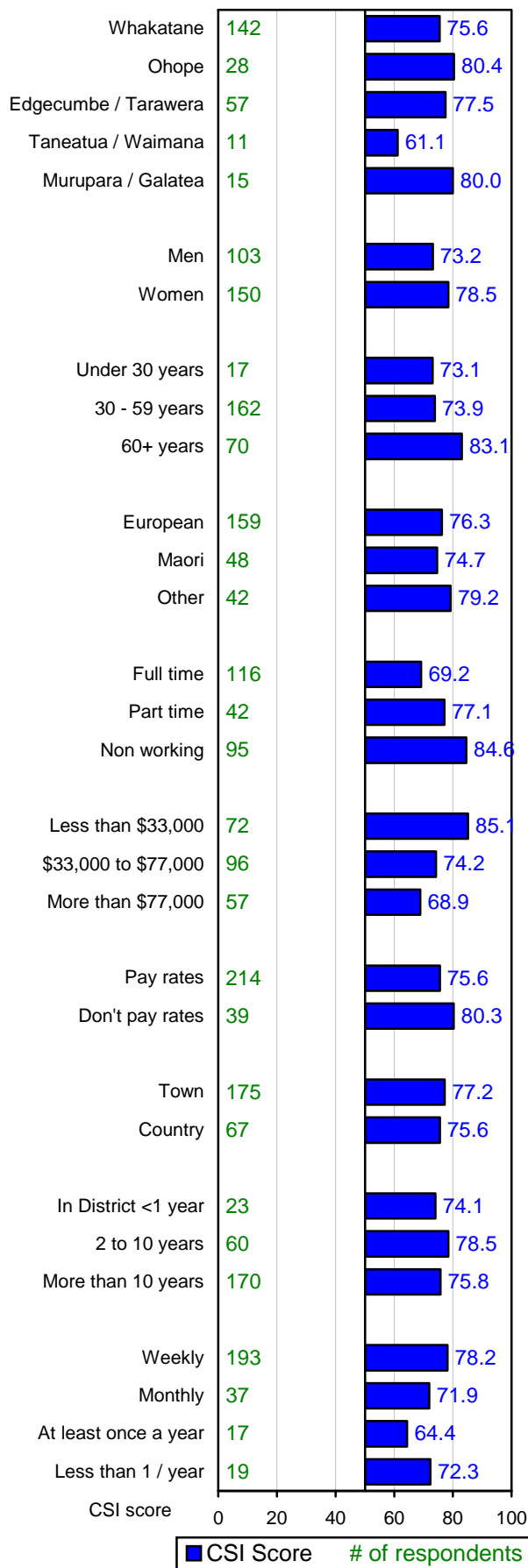
Household income appears to have some effect on satisfaction with the household recycling service with respondents from the higher income households being significantly less satisfied.

Those who do not pay rates are more satisfied with the household recycling service than those who do pay rates.

Users from the urban areas rate the household recycling service marginally higher than those from the rural areas.

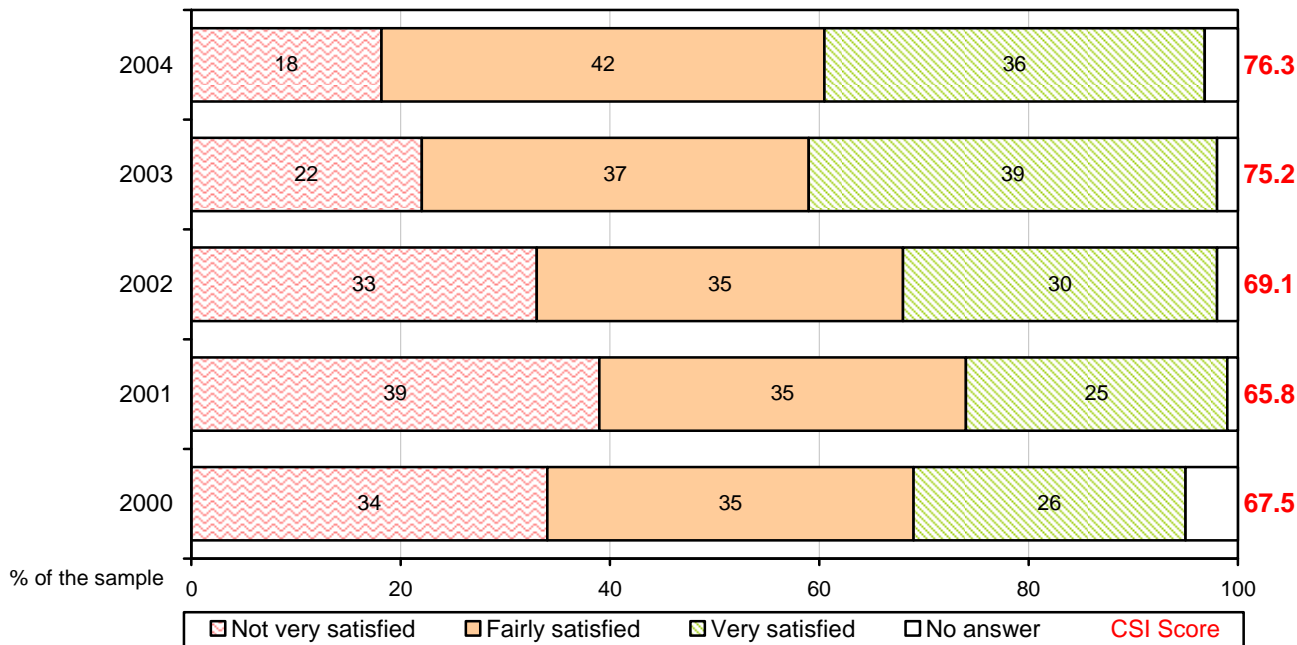
There is a significant difference in the level of satisfaction based on the frequency of using the household recycling service. Those who use the household recycling service on a weekly basis rate the household recycling service with a CSI score of 78 while those who use this at least once per year rate this with a CSI score of 64.

Overall, the CSI scores show that most of the respondents are very satisfied with the household recycling service.

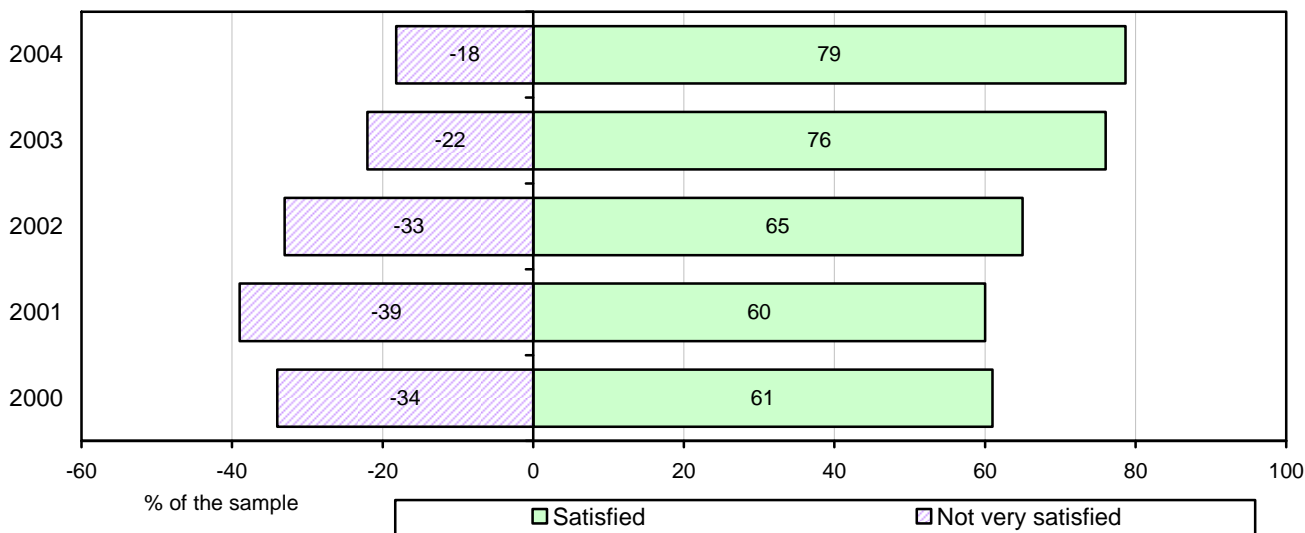


**Household recycling service Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the household recycling service using the previous 3 point scale<sup>35</sup> and an estimated CSI score <sup>36</sup> for each year. This shows that the largest group of users, 42% are fairly satisfied with the household recycling service with a further 36% 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.



<sup>35</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

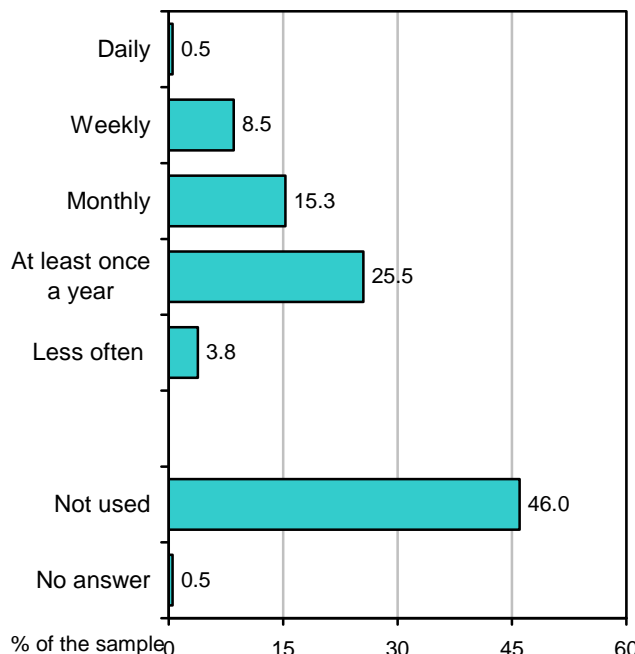
<sup>36</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

### Council run land fill

Respondents were asked how often they had used the Council run landfill in the past year<sup>37</sup>. The wording for this question has changed from that used historically 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.

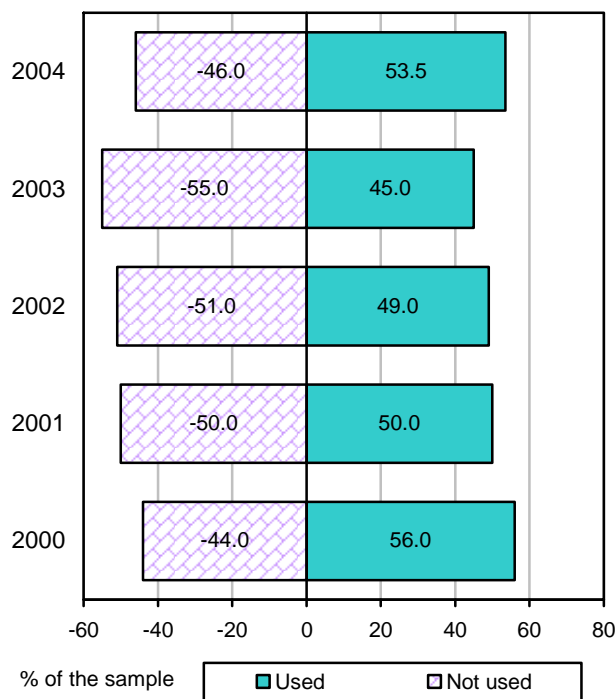
Just over half of the sample, 53% said they used the Council run landfill at least once in the past 12 months but for most this was used less than monthly.

Just under half of the respondents, 46% said they never used the Council run landfill.



Comparing the history of usage of the Council run landfill shows that usage is slightly higher than recent years with just over half of the respondents using this service.

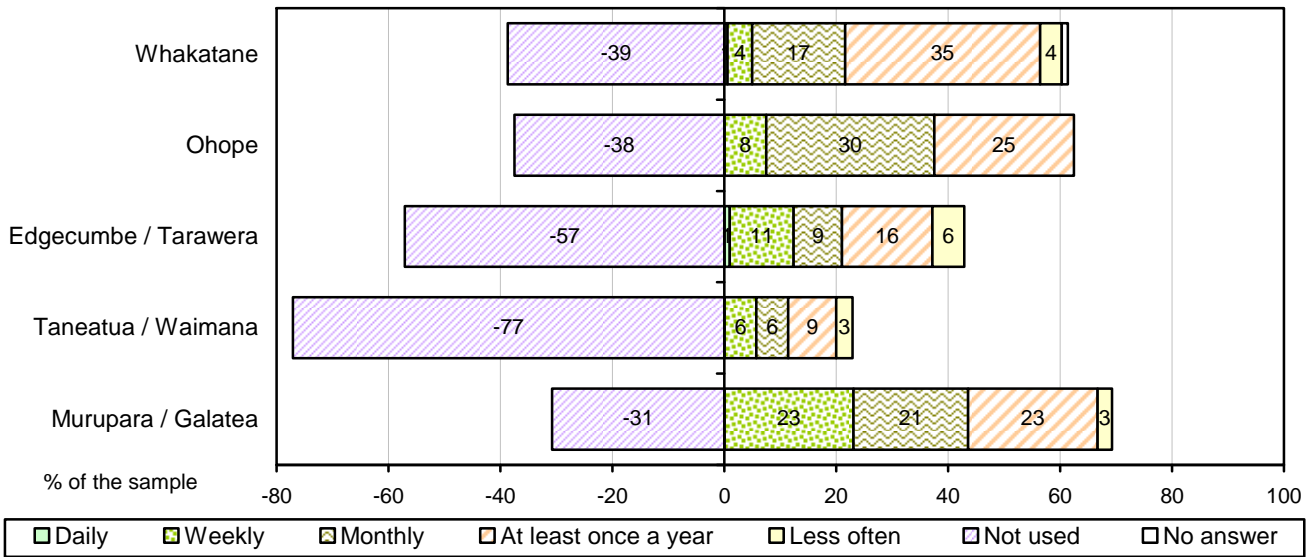
Almost half of the respondents had not used the Council run landfill in the past 12 months.



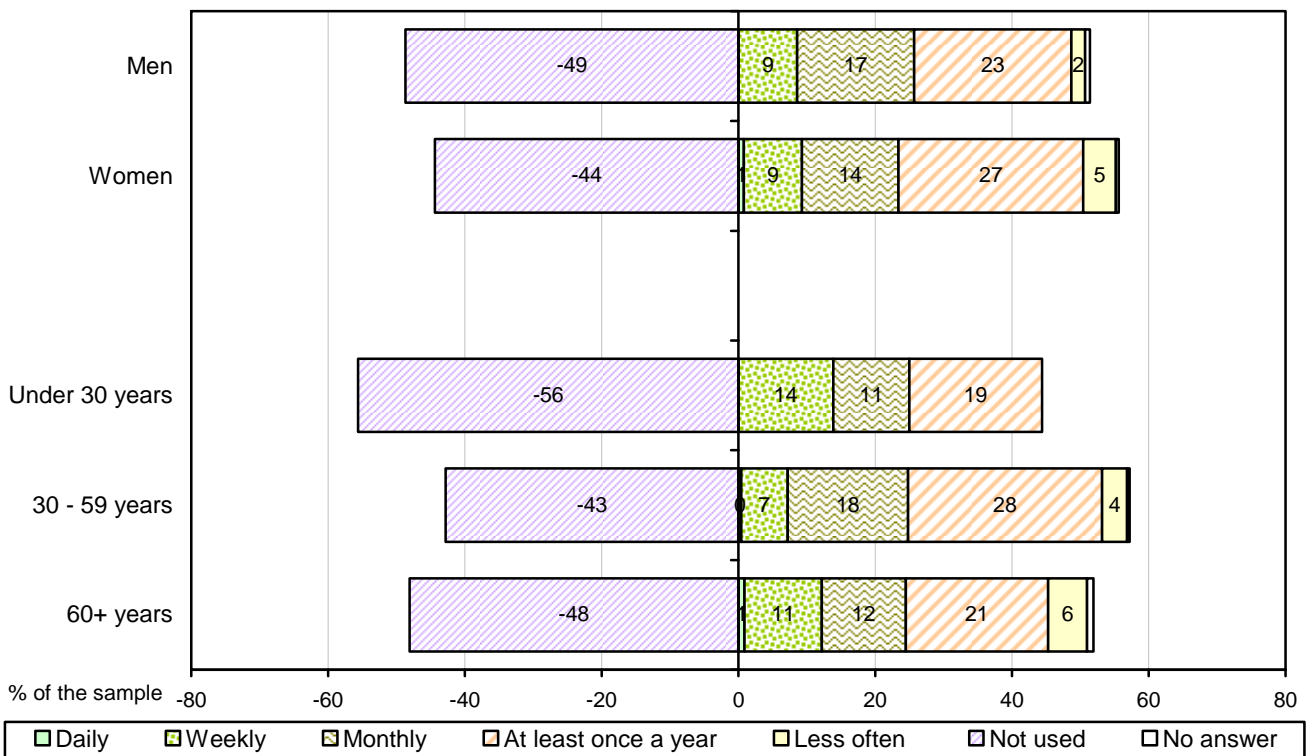
<sup>37</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.



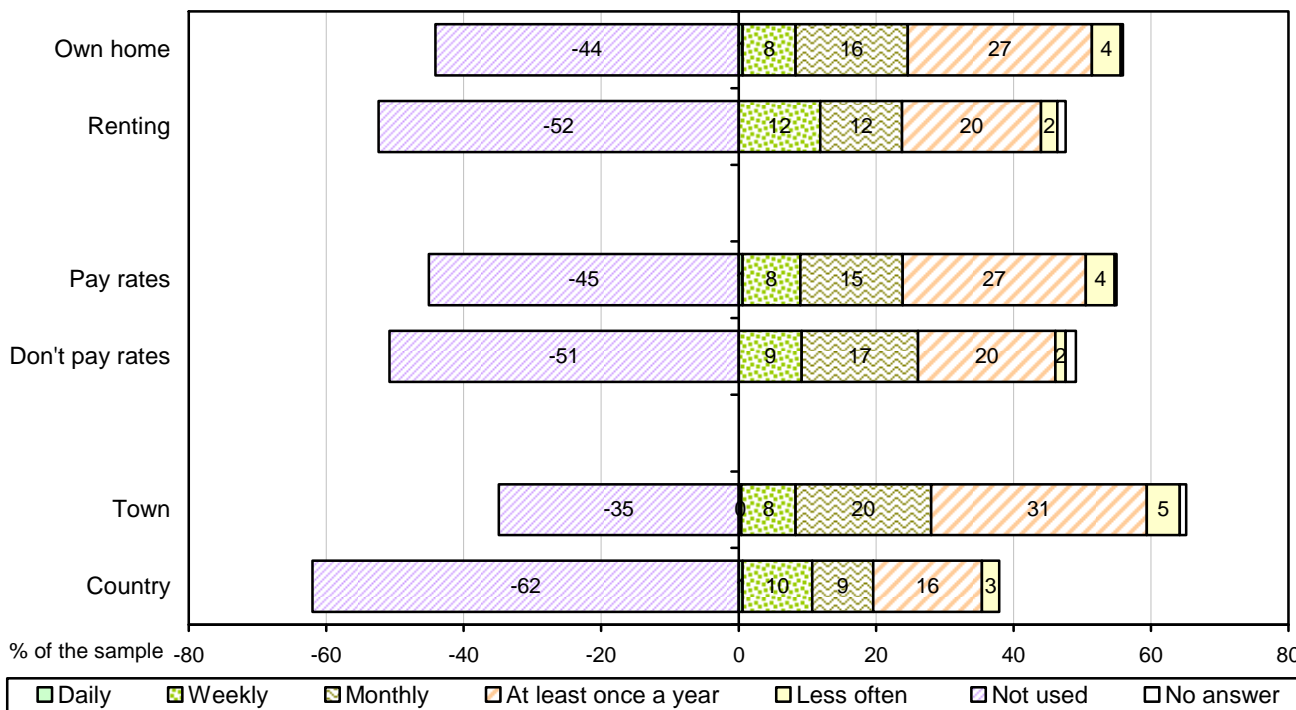
There are some significant variations between the wards with respondents from Taneatua / Waimana being significantly more likely not to have used this facility, 77%.



Women are slightly more likely, than men, to have used the Council run landfill at all, 55% and 51% respectively. Those aged under 30 are the least likely to have used the Council run landfill, 44% versus 57% for those aged 30 to 59 and 50% for those aged over 60.



Those respondents who live in their own home are more likely to use the Council run landfill, 56% than those who are renting, 46%. Those who live in the country are significantly more likely not to have used the Council run landfill in the past year, 62% versus 35% for those who live in town.



The subgroups that were significantly **more likely** to have used the Council run landfill weekly included:

- Those from the Murupara / Galatea Ward, 23% (99% confidence level).
- Those not working, 13% of the subgroup (99% confidence level).
- Those with a household income under \$33,000, 16% of the subgroup (99% confidence level).
- Those of Maori descent, 14% of the subgroup (95% confidence level).

Those significantly **more likely NOT** to have used the Council run landfill in the past year included:

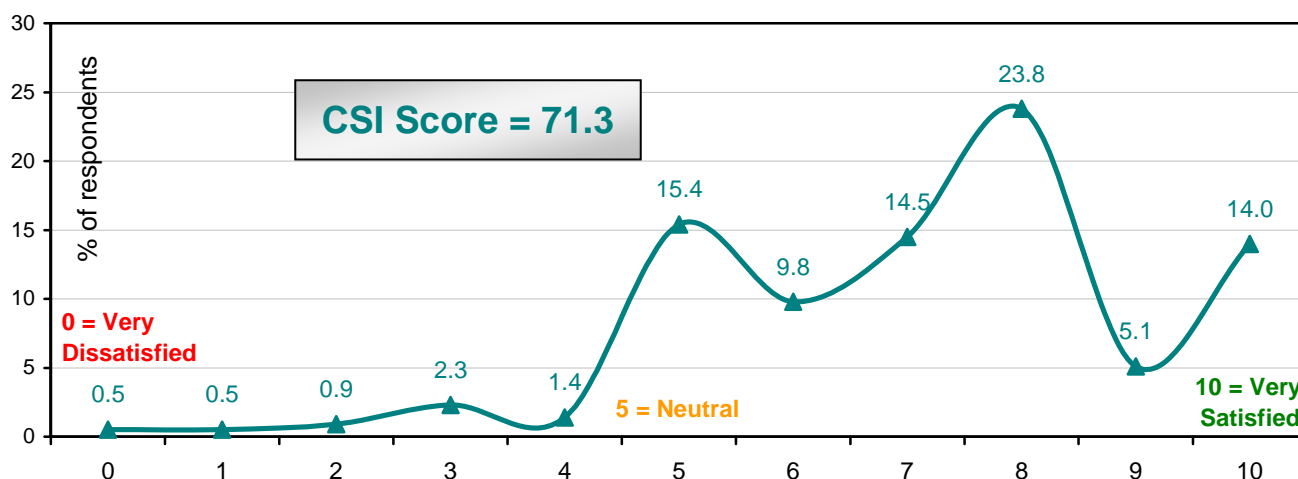
- Those who live in the country, 62% of the subgroup (99% confidence level).
- Those from the Taneatua / Waimana Ward, 77% of the subgroup, and those from the Edgecumbe / Tarawera Ward, 57% of the subgroup (99% confidence level).

## Council run Landfill – User satisfaction

Respondents who had used the landfill in the past year were asked how satisfied they were with the Council run landfill, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of Council run landfill users rate their overall satisfaction with the Council run landfill positively. Over half of the users, 58% were satisfied (scores of 7 – 10) including 14% who rated the Council run landfill with a score of 10 out of 10. A further 5% rated this at nine while a quarter of the users, 24% rated the Council run landfill a very credible 8.

A quarter of the sub group, 27% of the users were neutral (scores 4 – 6) while 9 respondents (4%), were actually dissatisfied. The Customer Satisfaction Index was 71.3, a score that shows good levels of satisfaction.



In total 12 users of the Council run landfill (5.6%) rated their satisfaction with the Council run landfill at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this service. These respondents commented: (SS = satisfaction score)

### Whakatane

*'I find it a disgusting place and I don't think things are sorted out good enough for recycling' (SS = 0)*

*'Too expensive. They say they recycle, and they don't' (SS = 1)*

*'Doesn't have adequate signposting; difficult to locate different areas. Also difficult to access. E.g. recycling area is too small. Too expensive to use. (In comparison to Manukau City)' (SS = 2)*

*'Personnel managing it' (SS = 2)*

*'They should encourage people to go to the tip with green waste. If you have a trailer larger than six by four, they charge you an extra fifteen dollars, where they should be encouraging people to do that, take your green waste to the tip' (SS = 3)*

*'Barely acceptable' (SS = 3)*

*'Because you have to pay' (SS = 3)*

*'I don't think you should have to pay to dump your green waste. You should have vouchers per year. This is for rate payers' (SS = 3)*

*'Think that it costs too much, which encourages people to dump their rubbish over their banks behind their houses. Have to stop and put this there, then carry on! It's awful muddy during wet weather' (SS = 3)*

*'Rude staff' (SS = 4)*

*'Too expensive' (SS = 4)*

### Edgecumbe / Tarawera

*'It sucks that you have to pay so much, even if it's stuff that will decompose, you still have to pay' (SS = 4)*

**Council run landfill Satisfaction by Demographics**

The chart opposite compares the CSI scores for the Council run landfill by the various sub groups of interest. On average the CSI score was 71.3 for the Council run landfill but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with Whakatane based respondents rating this with a CSI score of 66 while the other wards rated this with CSI scores between 74 and 81.

Men are slightly more satisfied than women with the Council run landfill.

The CSI score for those aged over 60 was 79 versus 69 for those aged 30 – 59 and 71 for those aged under 30.

Respondents of European descent are less satisfied with the Council run landfill than those from other ethnic groups.

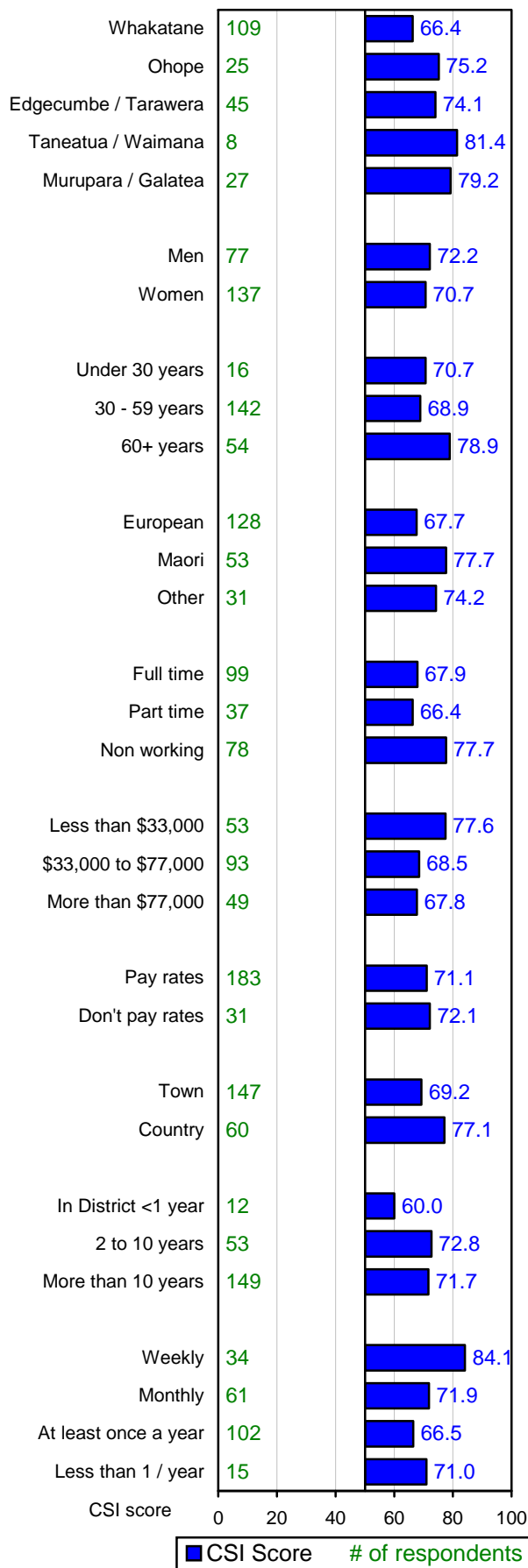
Household income appears to have some effect on satisfaction with the Council run landfill with respondents from the lower income households being significantly more satisfied.

Those who do not pay rates are marginally more satisfied with the Council run landfill than those who do pay rates.

Users from the urban areas rate the Council run landfill much lower than those from the rural areas.

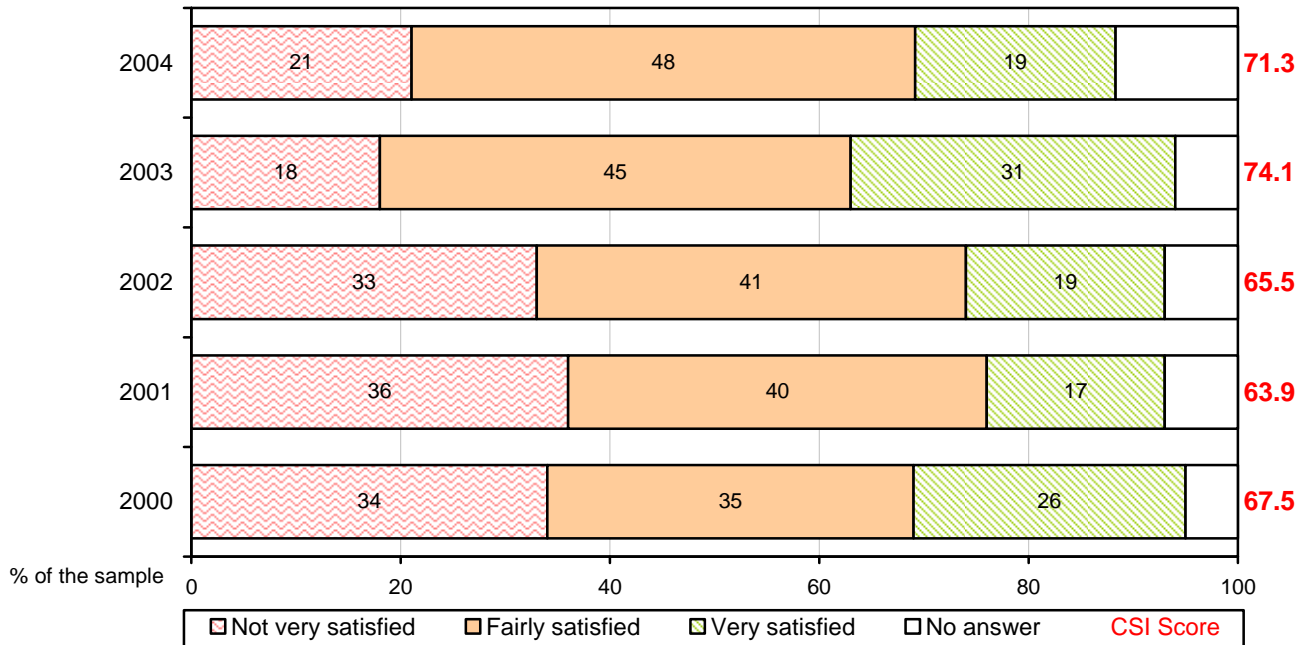
There is a significant difference in the level of satisfaction based on the frequency of using the Council run landfill. Those who use the Council run landfill on a weekly basis rate the Council run landfill with a CSI score of 84 while those who use this at least once per year rate this with a CSI score of 67.

Overall, the CSI scores show that most of the respondents are satisfied with the Council run landfill. However the CSI scores also imply there are opportunities for improvement.

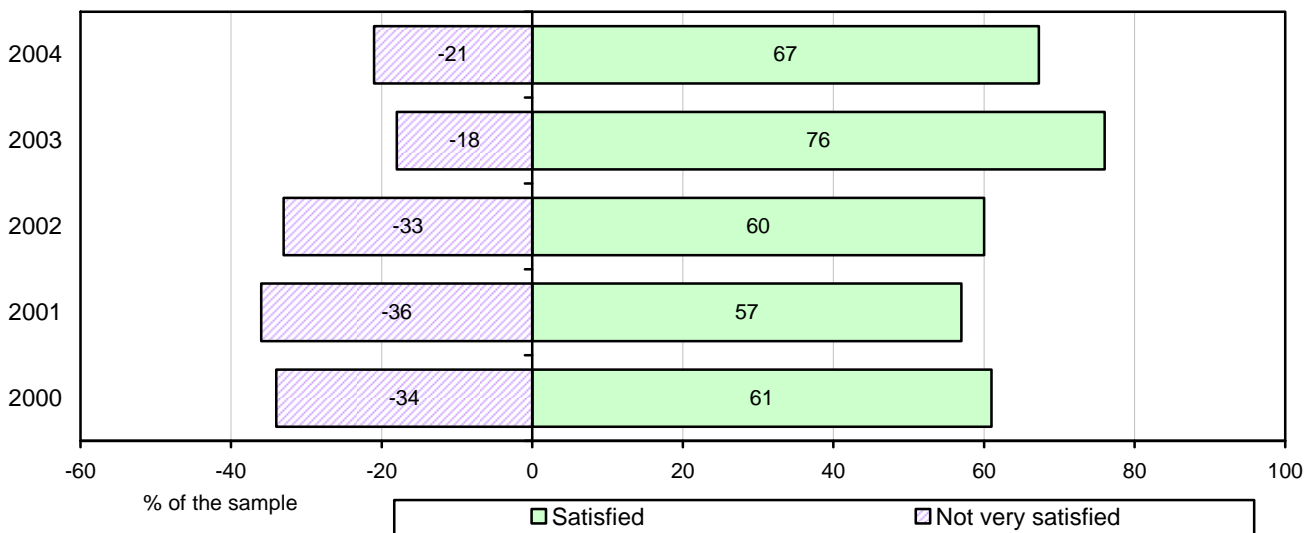


**Council run landfill Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the Council run landfill using the previous 3 point scale<sup>38</sup> and an estimated CSI score<sup>39</sup> for each year. This shows that the largest group of users, 48% are fairly satisfied with the Council run landfill with a further 19% being very satisfied. A fifth of the respondents were not very satisfied. The CSI score is lower than last year but higher than the years before 2003.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are fewer satisfied respondents this year.



<sup>38</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

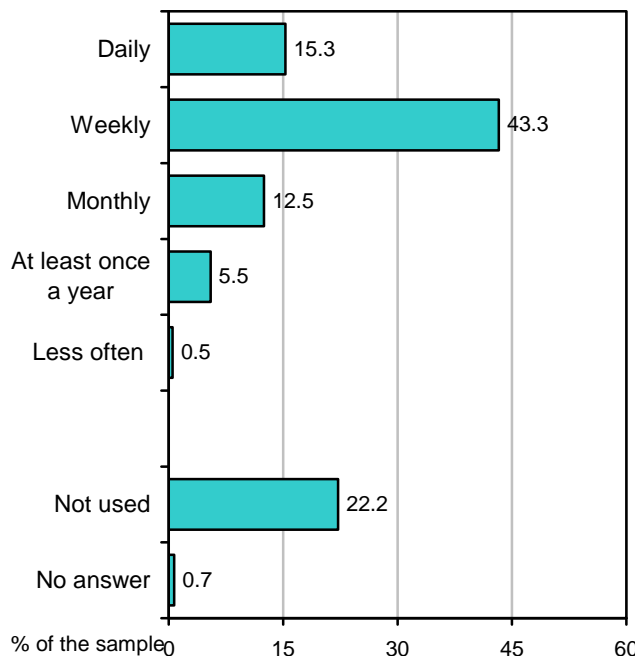
<sup>39</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

### Council Car Parks

Respondents were asked how often they had used the Council car parks in the past year<sup>40</sup>. The wording for this question has changed from that used historically 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.

Just over three quarters of the sample, 77% said they used the Council car parks at least once in the past 12 months. Over half of the respondents used this facility at least weekly.

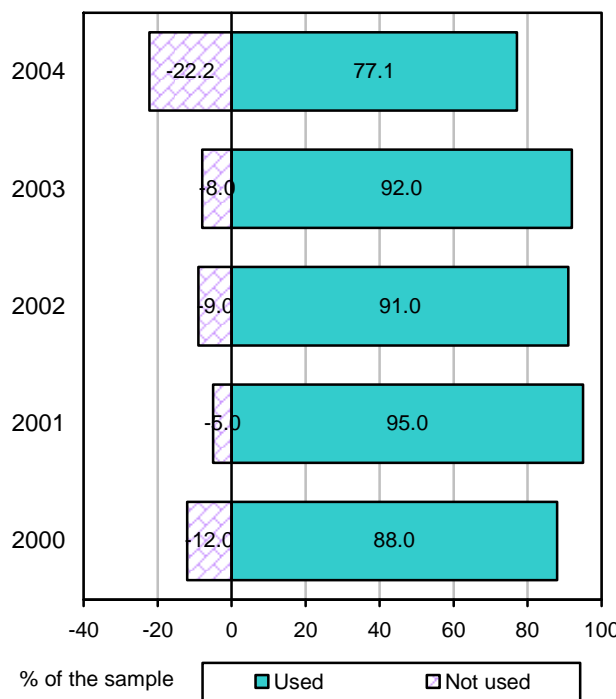
Just over a fifth of the respondents, 22% said they never used the Council car parks.



Comparing the history of usage of the Council car parks shows that usage is lower than recent years with just over three quarters of the respondents using this facility.

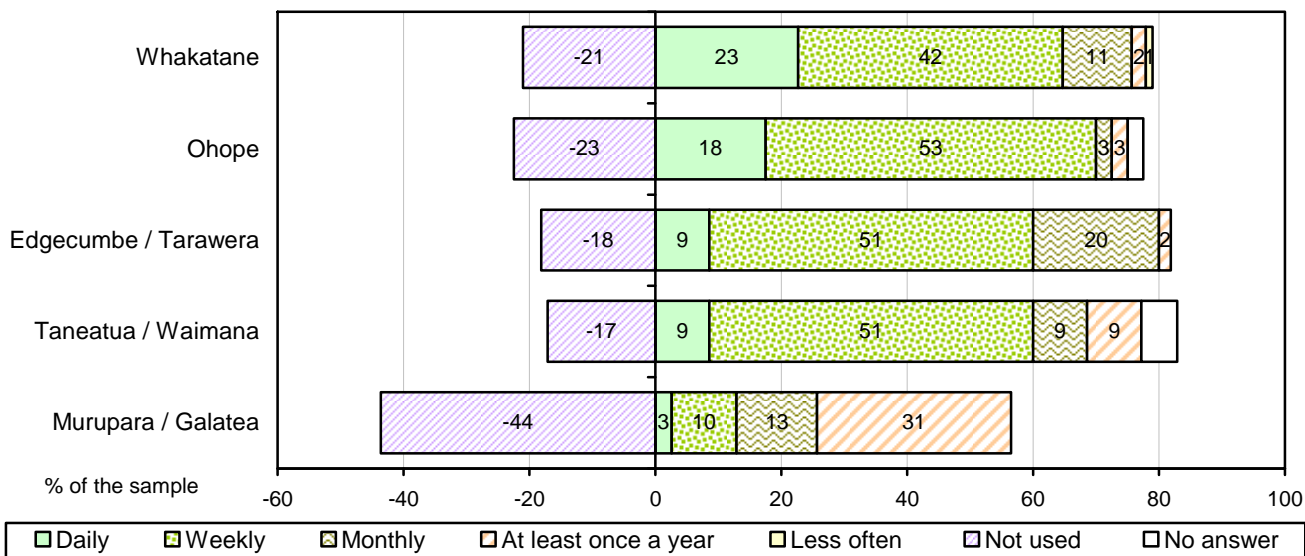
The variation in usage could reflect the change in the sampling process used this year. The historical process of using the white pages for sample generation tends to understate the proportion of young people in the area (new phone listings). This sampling process uses random number generation therefore giving all residents on the telephone an equal chance of being included and this could account for the reduction in usage (31% of respondents aged under 30 had not used the Council car parks).

However, regardless of the changes it appears that the majority of the respondents had used the car parks in the past year.

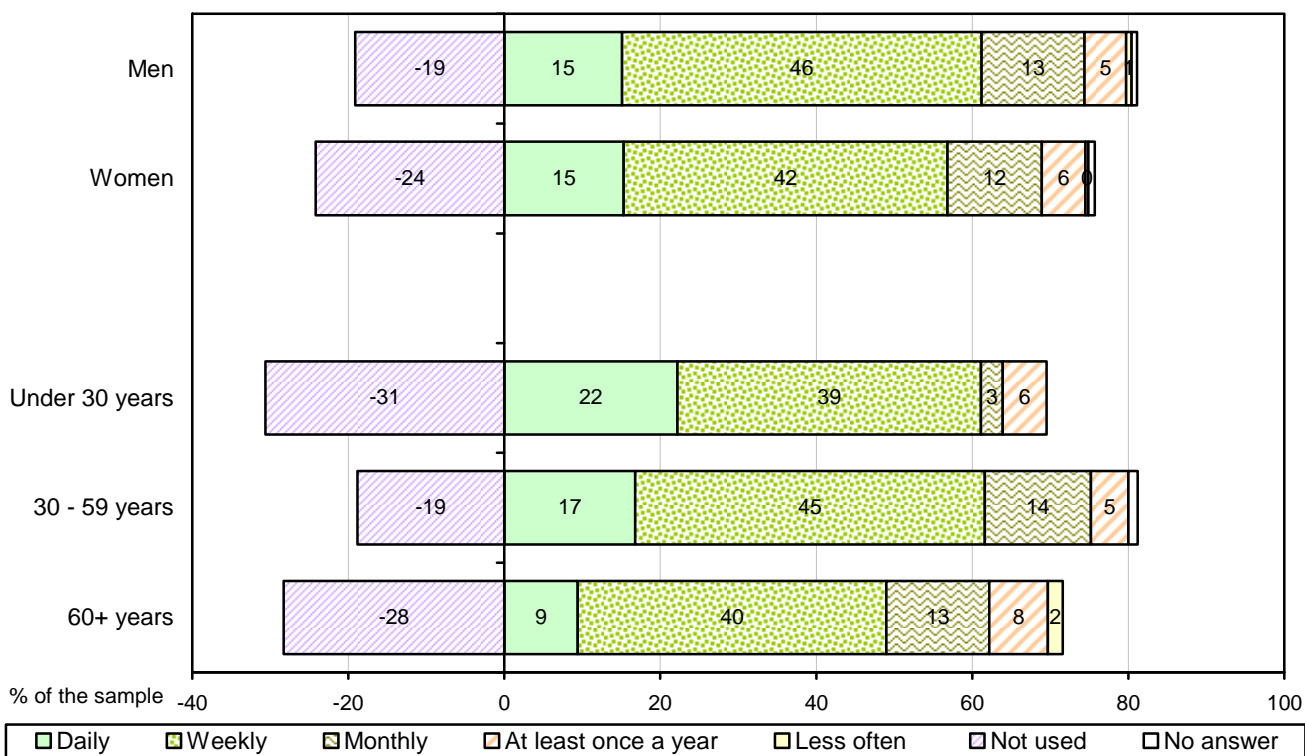


<sup>40</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

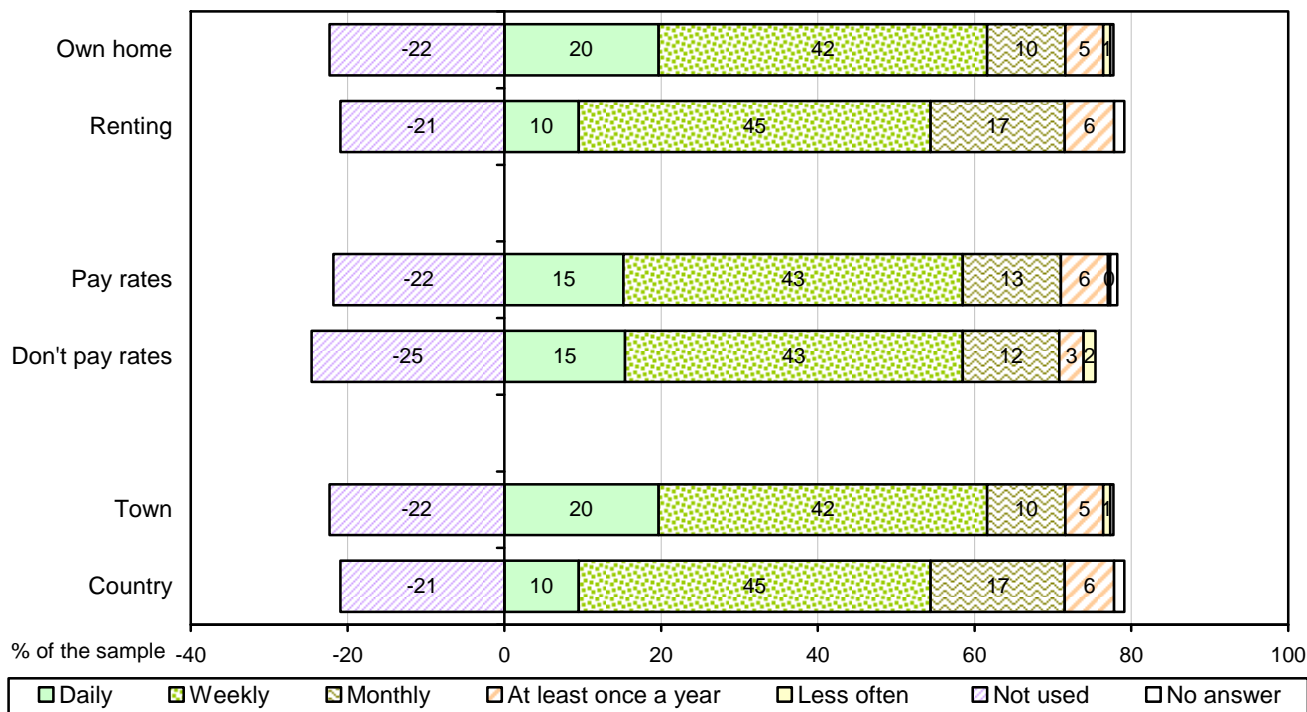
There are some significant variations between the wards with respondents from Murupara / Galatea being significantly more likely not to have used this facility, 44%. As would be expected, Whakatane residents are the most likely to use Council car parks on a daily basis.



Men are slightly more likely, than women, to have used the Council car parks, 80% and 75% respectively. Those aged under 30 are the least likely to have used the Council car parks, 69% versus 80% for those aged 30 to 59 and 72% for those aged over 60.



Those respondents who live in their own home are more likely to use the Council car parks at least weekly, 62% than those who are renting, 55%. Those who live in the country are no more or less likely to have used the Council car parks in the past year, 77% versus 78% for those who live in town.



The subgroups that were significantly **more likely** to have used the Council car parks daily included:

- Those working part time, 27% of the subgroup (99% confidence level).
- Those from the Whakatane Ward, 23% (99% confidence level).
- Those with a household income between \$33,000 and \$70,000, 21% of the subgroup (99% confidence level).
- Those who live in town, 20% of the subgroup (99% confidence level).

Those significantly **more likely NOT** to have used the Council car parks in the past year included:

- Those from the Murupara / Galatea Ward, 44% of the subgroup (99% confidence level).
- Those of Maori descent, 34% of the subgroup (95% confidence level).
- Those with a household income under \$33,000, 35% of the subgroup (99% confidence level).
- Those not working, 29% of the subgroup (95% confidence level).
- Aged over 60 years, 28% of the subgroup (95% confidence level)

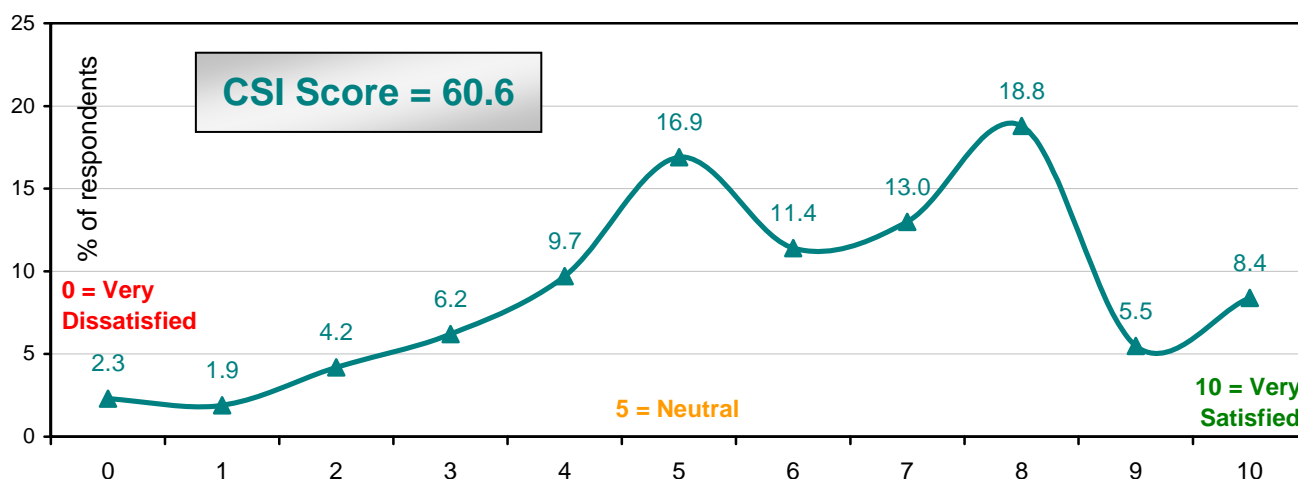


### Council car parks – User satisfaction

Respondents who had used the Council car parks in the past year were asked how satisfied they were with the Council car parks, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of Council car park users rate their overall satisfaction with the Council car parks positively. However less than half of the users, 46% were satisfied (scores of 7 – 10) and only 8% rated the Council car parks with a score of 10 out of 10. A further 6% rated this at nine while a fifth of the users, 19% rated the Council car parks a very credible 8.

Over a third of the sub group, 38% of the users were neutral (scores 4 – 6) while 45 respondents (15%), were actually dissatisfied. The Customer Satisfaction Index was 60.6, a score that shows good levels of satisfaction but indicates some serious concerns.



In total 75 users of the Council car parks (24.3%) rated their satisfaction with the Council car parks at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this facility. Most people commented on the shortage of parking but there were also a few other themes which included comments like: (SS = satisfaction score)

#### Whakatane

*'I work in town and I have had a parking ticket like once a week for the last month and I find it ridiculous cause I have to shift my car several times during the day. And when I complained about this I was told I was the only one to have complained about this'* (SS = 0)

*'Not enough parking'* (SS = 0)

*'Not enough parking. And the parking that is available, the time limits aren't long enough. In my job I drive a van for disabled persons company, and there are few, disabled parking, and the ones that are there, are often taken with people that don't have the displayed disabled parking card'* (SS = 0)

*'The parking is just not very good. It isn't to my satisfaction because there are a lack of parks'* (SS = 0)

*'With upgrading they have lost heaps of parking'* (SS = 0)

*'Not enough parking for people in town; too many people during the week (working hours). After 9:30 am, cannot find a park. Restrictions on parking are too severe; maximum time is 1 hr'* (SS = 1)

*'Not enough, too many restricted parking, not enough all day parking for workers. Have to park miles away from offices, more all day parks. Very congested roads due to parking'* (SS = 1)

*'There is hardly any. There is not enough around'* (SS = 1)

*'Very, very poor, sometimes just not enough parking'* (SS = 1)

*'Because there's very little'* (SS = 2)

*'Not enough, and can't park for long enough anywhere'* (SS = 2)

*'Shortage of parks' (SS = 2)*

*'There is not enough parking and what is around is restricted, and there is no security and safe place to park' (SS = 2)*

*'There is not enough parking, and the roads are too narrow' (SS = 2)*

*'Timing too short, not enough' (SS = 2)*

*'Too congested' (SS = 2)*

*'Totally insufficient and they have a lack of disabled parks. I have not been able to visit my bank personally because of the lack of disabled parks. One disability park outside Total Health, Ridiculous' (SS = 2)*

*'Because there's not enough of it. They've got too many pretty trees and not enough parks' (SS = 3)*

*'Hard to find parking, council meters, not happy with money generating schemes' (SS = 3)*

*'I think that there is lack of parking' (SS = 3)*

*'Is impossible to get a park' (SS = 3)*

*'Not enough, more free parking, more parking time at the Strand, or possibly a parking building' (SS = 3)*

*'There is no long time parking for people who work there and it is very congested' (SS = 3)*

*'There is not enough parking' (SS = 3)*

*'Because I am annoyed by the number of parking spaces swallowed up for trees.*

*I am annoyed by the number of shop workers that play musical parks all day. That has been acknowledged, but nothing has been done about it' (SS = 4)*

*'Because in our CBD we are quite a busy little area and they don't have enough all day parking and they have too much limited parking. The balance is wrong' (SS = 4)*

*'Because it is dangerous. Majority of parking is in semi-suburban area. A lot of younger workers have to walk past skate park of poorly lit areas' (SS = 4)*

*'Inadequate at the pool, over summer there is not enough in town as well - but probably not much they can do in town' (SS = 4)*

*'Not enough of it, when there is it costs too much, not enough invalids parking' (SS = 4)*

*'Not enough of it. Movies - they take about 2 hours and your parking has run out, not well lit at night' (SS = 4)*

*'Not enough parking in Whakatane; especially in town' (SS = 4)*

*'There is not enough of it. When you are getting on in years you can not walk as far' (SS = 4)*

*'There wasn't enough parking. There needs to be something done' (SS = 4)*

*'Town is getting very busy, difficult to get park close to where you want to be' (SS = 4)*

*'We haven't got enough parking, I guess there's a difference between how it operates, and whether there's parking or not. But it is a problem, especially at Christmas time' (SS = 4)*

## **Ohope**

*'Diagonal parking can't get in and out' (SS = 0)*

*'Inadequate parking. Never enough' (SS = 2)*

*'Need more parking' (SS = 3)*

## **Edgecumbe / Tarawera**

*'Try getting a park, they had a good car park, they built a supermarket there, so you have to park away from the shopping area to then get to the Strand. If it is raining, you're wet. I would rather shop in Tauranga or Rotorua' (SS = 0)*

*'There simply isn't enough' (SS = 1)*

*'Congested, also the availability of car parks and time restrictions' (SS = 2)*

*'Not happy with disabled parking. Non disabled are using parking for disabled' (SS = 2)*

*'Not enough' (SS = 3)*

*'There is less of it. They have reduced the number of parks and made many of them ticket holders only' (SS = 3)*

*'There is not enough of it at times and restrictions too tight' (SS = 3)*

*'There isn't enough parks for the cars' (SS = 3)*

*'You can never find a park in Whakatane. There have been so many' break ins' in designated parks that people don't use them' (SS = 3)*

*'Because there is never enough of it. Need more parking' (SS = 4)*

*'I only go to town once a week; I never try to park while I'm in there. Its hard driving in, hard driving out. Never find a park, unless you go in after 6 at night, then you can always find a park. Shops are open until 8 pm, so it's not bad' (SS = 4)*

*'It's really hard to get a park. And the new park is to far away especially considering I am elderly' (SS = 4)*

*'Not enough in peak times' (SS = 4)*

*'Not enough parking' (SS = 4)*

*'Not enough parking areas, have to park in the 150 min and then I have to shift it at lunch time because I often start after nine am, and then there is no parking after then' (SS = 4)*

*'There is not enough parking in some areas' (SS = 4)*

*'There needs to be more' (SS = 4)*

*'There's not enough' (SS = 4)*

*'There's not enough and I don't like the 2 Gestapo's that roam the street' (SS = 2)*

*'Because there is not enough of it close to shops' (SS = 3)*

*'There is nowhere near enough parking spaces. They have taken so many out for buildings and transforming the Strand itself, it means people have to go park anywhere you can find a park. There are pay bins, people are not electing to go there any more, because they have put the cost up. The whole system is a shambles' (SS = 3)*

*'Well trying to find parking at peak times is pretty rugged' (SS = 3)*

*'It's too narrow and the parking is too congested' (SS = 4)*

### **Taneatua / Waimana**

*'Not enough parking at all' (SS = 1)*

*'Not enough' (SS = 3)*

*'There is a great shortage. It looks lovely but very not practical' (SS = 3)*

*'Not enough parking' (SS = 4)*

*'On Wednesday, Thursday and Friday, you can't get a park at lunchtime. Too much building going on; upgrade building, downgrade parking' (SS = 4)*

*'You have got to walk a long way for parking and there's not enough space and they are always full' (SS = 4)*

*'There is not enough of it, and the new parking they made, is not safe to leave your car there, and it is miles away from anywhere, and they reduced the size of the free all-day parking' (SS = 2)*

*'Because there is not enough of it' (SS = 4)*

### **Murupara / Galatea**

*'Not enough by shops' (SS = 3)*

*'Finding parking area around bank in business area is difficult; normally have to park out of way and walk back. Can't control all of the traffic that flows through there. Seems like they are trying to make it a pedestrian only area' (SS = 4)*

*'In Murupara there are not enough parking spaces' (SS = 4)*

*'Not enough of it' (SS = 4)*

*'There are not enough parking spaces ' (SS = 4)*

**Council car parks Satisfaction by Demographics**

The chart opposite compares the CSI scores for the Council car parks by the various sub groups of interest. On average the CSI score was 60.6 for the Council car parks but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with Ohope based respondents rating this with a CSI score of 70 while respondents from Taneatua / Waimana rated this with CSI score of 54.

Men are no more satisfied than women with the Council car parks.

The CSI score for those aged over 60 was 66 versus 59 for those aged 30 – 59 and 59 for those aged under 30.

Respondents of European descent are more satisfied with the Council car parks than those from Maori descent.

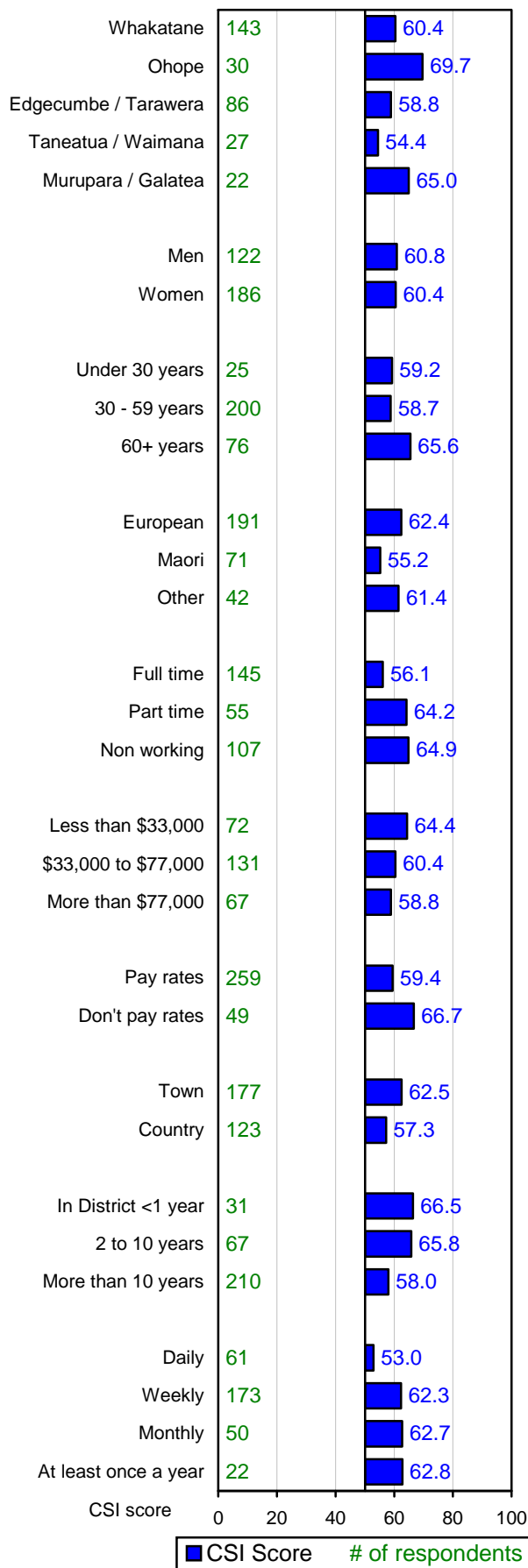
Household income appears to have some effect on satisfaction with the Council car parks with respondents from the lower income households being significantly more satisfied.

Those who do not pay rates are more satisfied with the Council car parks than those who do pay rates.

Users from the urban areas rate the Council car parks much higher than those from the rural areas.

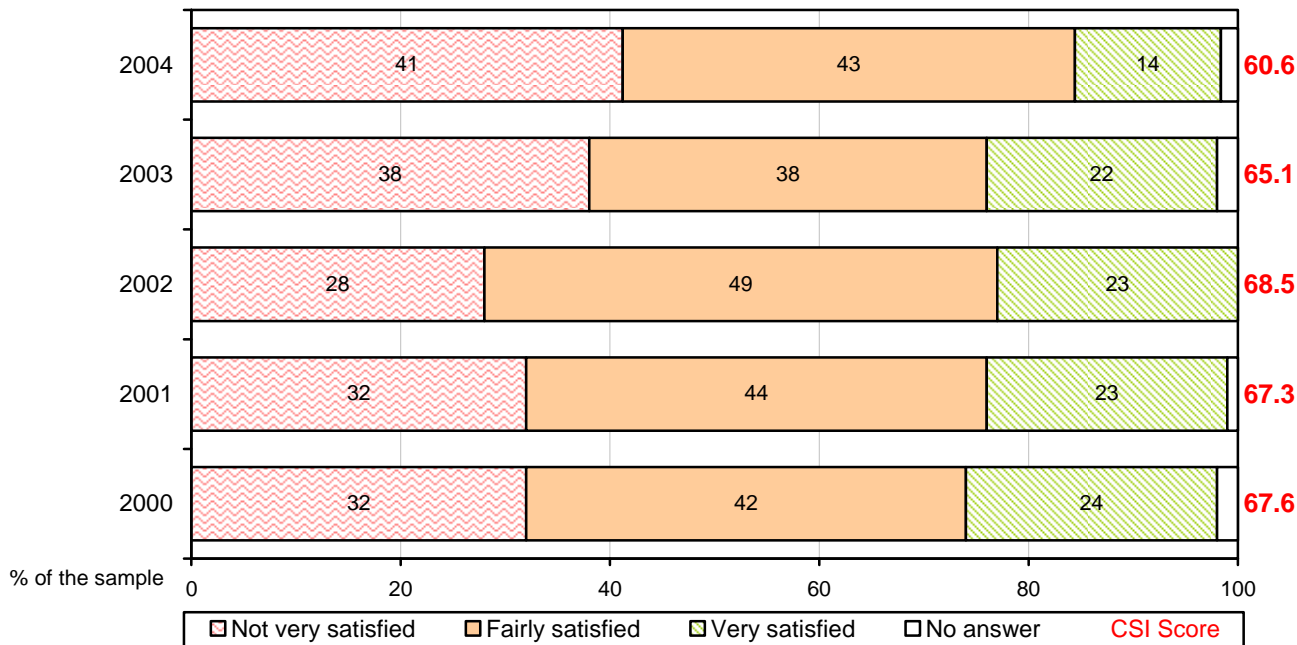
There is a significant difference in the level of satisfaction based on the frequency of using the Council car parks. Those who use the Council car parks on a daily basis rate these with a CSI score of 53 while those who use these less often rate the car parks with a CSI score of 62 - 63.

Overall, the CSI scores show that most of the respondents are modestly satisfied with the Council car parks. However the CSI scores also imply there are opportunities for improvement.

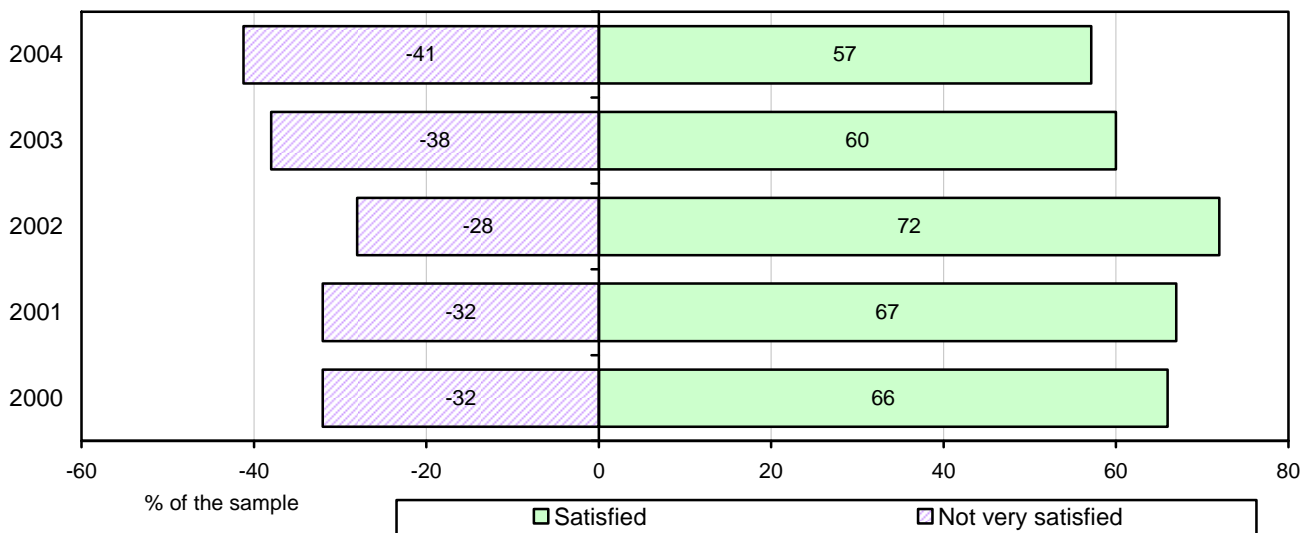


**Council car parks Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the Council car parks using the previous 3 point scale<sup>41</sup> and an estimated CSI score<sup>42</sup> for each year. This shows that the largest group of users, 43% are fairly satisfied with the Council car parks with a further 14% being very satisfied. However, a significant 41% of the respondents were not very satisfied. The CSI score is lower than recent years but that could be caused by the changed scale.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are fewer satisfied and more dissatisfied respondents this year.



<sup>41</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

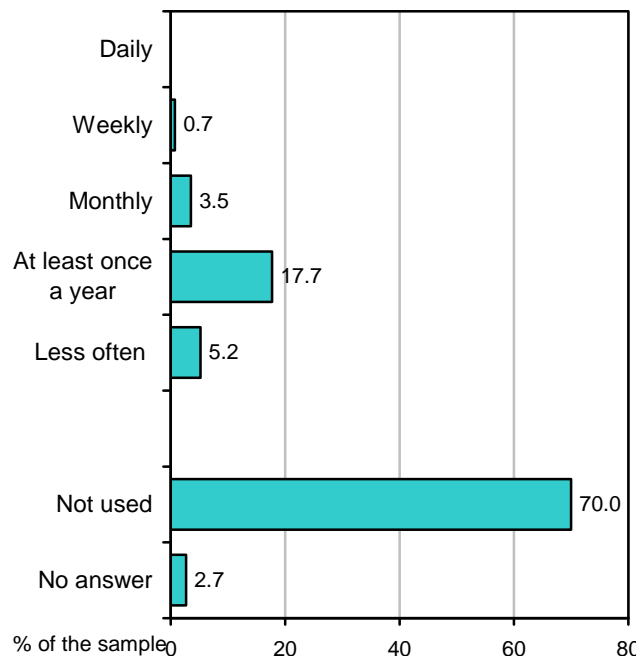
<sup>42</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Dog control

Respondents were asked how often they had contacted the Council about dog control in the past year<sup>43</sup>. The wording for this question has changed from that used historically 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.

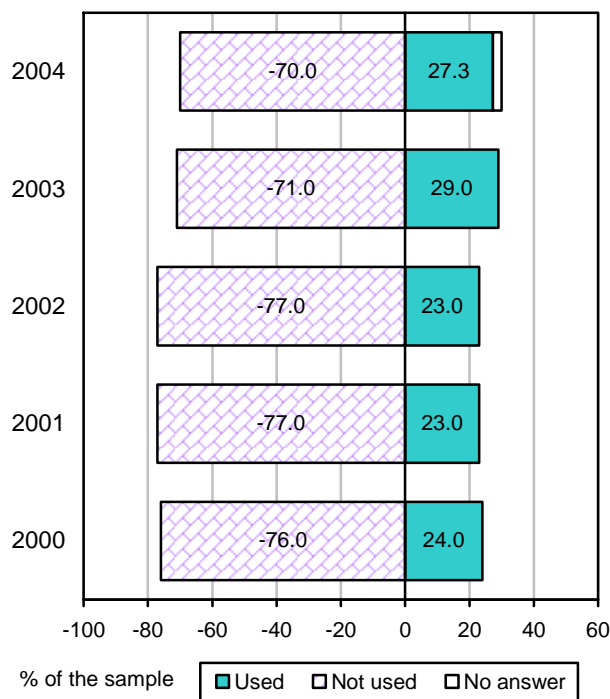
Just over a quarter of the sample, 27% said they contacted the Council about dogs at least once in the past 12 months. Most of these respondents had made contact on an infrequent basis.

The majority, 70% of the respondents said they never contacted the Council about dogs.



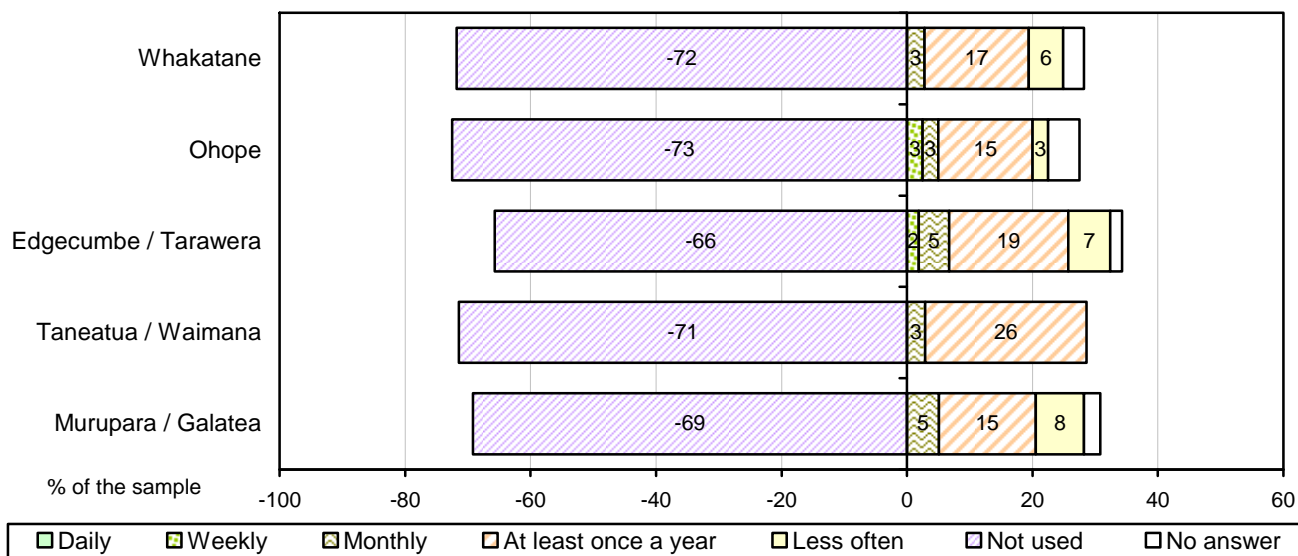
Comparing the history of contacting the Council about dogs shows that this is similar to recent years with just over a quarter of the respondents contacting the Council.

Once again the larger proportion of the sample has not contacted Council regarding dogs.

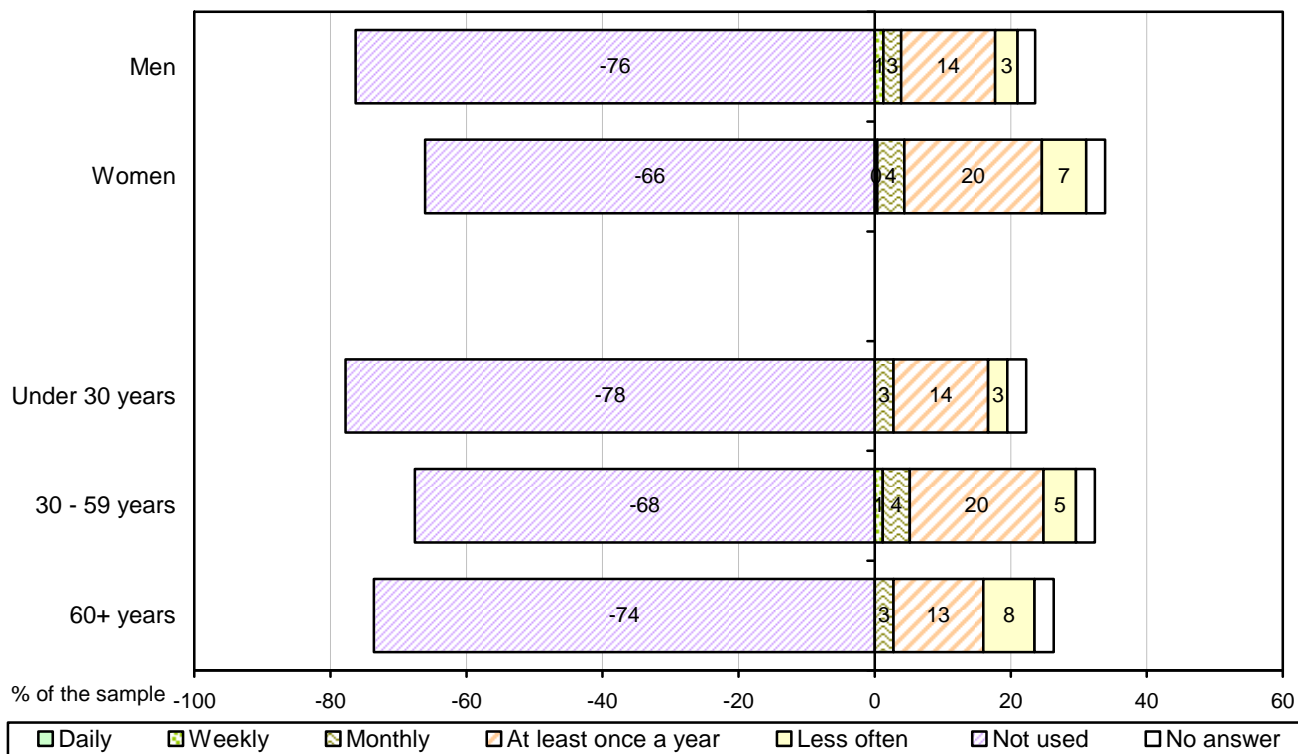


<sup>43</sup> The scale used for measuring frequency of usage in the past 12 months was daily, weekly, monthly, at least once a year or less often. Less often refers to people who used within the past 12 months but who use less than once per year e.g. I went to the museum yesterday but have not been for 5 years. This category also includes those who have used for the first time in the past 12 months.

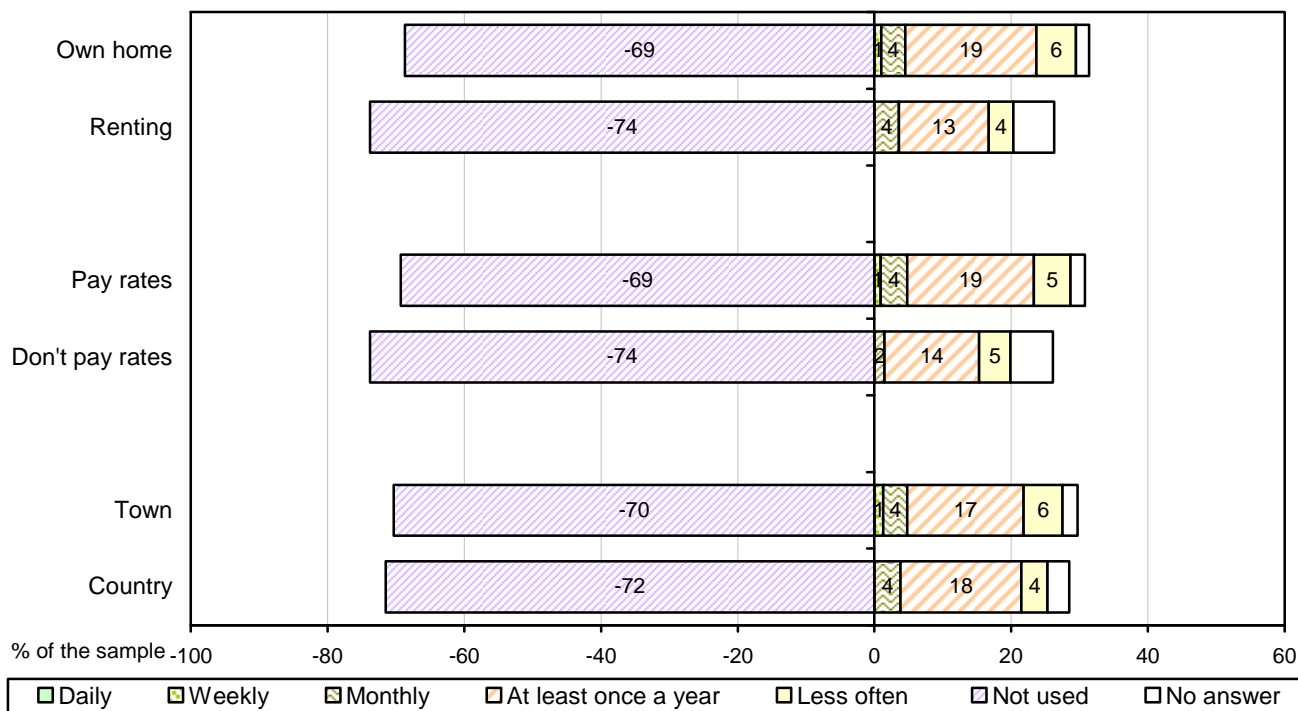
There are some minor variations between the wards with respondents from Edgecumbe / Tarawera being more likely to have contacted the Council about dogs, 32%.



Women are significantly more likely, than men, to have contacted the Council about dogs at all, 31% and 21% respectively. Those aged under 30 are the most likely not to have contacted the Council about dogs, 78% versus 68% for those aged 30 to 59 and 74% for those aged over 60.



Those respondents who live in their own home are more likely to have contacted the Council about dogs at all, 29% than those who are renting, 20%. Those who live in the country are only slightly less likely to have contacted the Council about dogs in the past year, 25% versus 28% for those who live in town.



The subgroups that were significantly **more likely** to have contacted the Council about dogs monthly included:

- Those with a household income over \$70,000, 7% of the subgroup (95% confidence level).
- Those of Maori descent, 6% of the subgroup (90% confidence level).

Those significantly **more likely NOT** to have contacted the Council about dogs in the past year included:

- Men, 76% of the subgroup (95% confidence level).
- Those with a household income under \$33,000, 77% of the subgroup (90% confidence level).

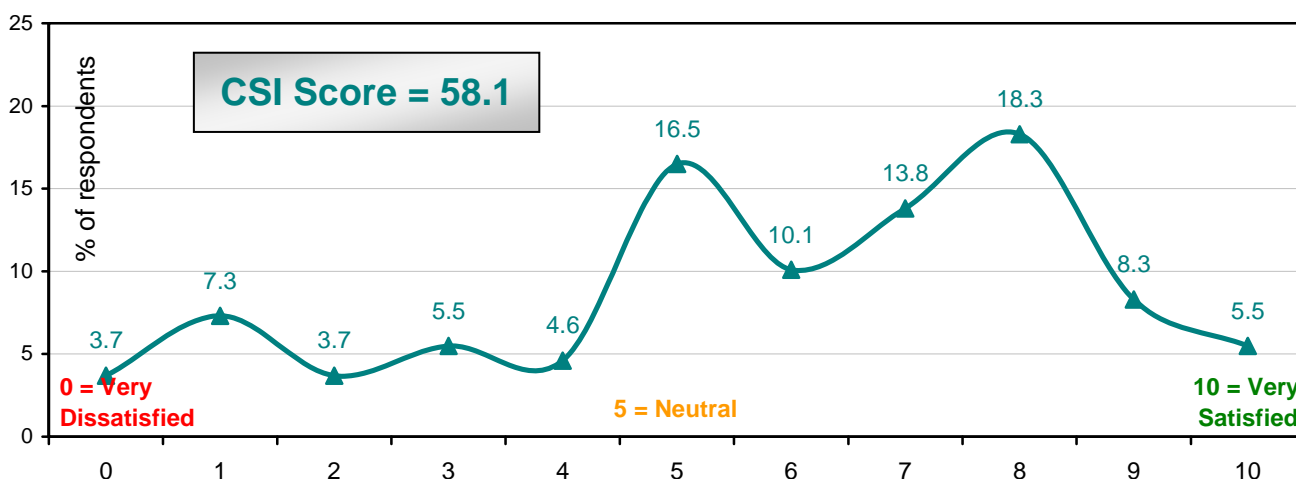


### Council dog control – User satisfaction

Respondents who had contacted the Council about dogs in the past year were asked how satisfied they were with Council actions, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of those who contacted the Council about dogs rate their overall satisfaction with the Council dog control positively. However less than half of the users, 46% were satisfied (scores of 7 – 10). Only 6% rated the Council dog control with a score of 10 out of 10 while a further 8% rated this at nine and a fifth of the users, 18% rated the Council dog control a very credible 8.

Almost a third of the sub group, 31% of those who contacted the Council about dogs were neutral (scores 4 – 6) while 22 respondents (20%), were actually dissatisfied. The Customer Satisfaction Index was 58.1, a score that shows good levels of satisfaction but indicates some serious concerns.



In total 27 of those who contacted the Council about dogs (24.8%) rated their satisfaction with the Council dog control at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this service. Most people commented on the number of roaming dogs but there were also a few other themes which included comments like: (SS = satisfaction score)

#### Whakatane

*'It is a joke; there is one rule for European, one rule for Maori. They do not register their dogs, pay registration' (SS = 1)*

*'Dogs roaming freely in our area, and have rung and made complaints' (SS = 1)*

*'I have reported dog attacks and I don't feel safe walking my dogs because there are always loose dogs that attack' (SS = 2)*

*'Because there are still a lot of roaming dogs and dogs that are not leashed' (SS = 3)*

*'There are always dogs on the loose' (SS = 3)*

*'Too many dogs and not enough controllers' (SS = 3)*

*'Because there is not enough owner education. Dozens of dogs, bitches. Owners don't have enough education on how to care for their dogs. They are left tied up over the weekends with no food / water and they bark because they are bored. I suggest leaflets (once or twice a year) to remind on how to care for dogs, because they are dependent on how owners care for them' (SS = 4)*

*'Quite often there are dogs roaming, pooping in gardens' (SS = 4)*

*'We have complained about a dog that is neglected and it barks all day. The council has told them they must get rid of it but it's been a month and still nothing has happened' (SS = 4)*

#### Ohope

*'The noise of the dogs at night' (SS = 3)*

**Edgecumbe / Tarawera**

*'Cost of paying for uncared for dogs, whose owners don't look after them. Not actually the stray dogs. Anyone who registers dogs, doesn't get anything for the money! Very angry, system not working good. Have many rural friends as well who have had problems too' (SS = 0)*

*'I call about once a week about the dogs. They roam the streets and go around killing other animals such as chickens and cats. Nothing is never really done to stop this, just a dog catcher that gives the dogs back to the owners, and then the dogs are free to roam again' (SS = 1)*

*'They're not monitored and no one polices it' (SS = 2)*

*'I have phoned up the council and so have others but the dogs still run loose, even in the day time, and they use the sections to relieve themselves on' (SS = 3)*

*'There are lots of stray dogs' (SS = 4)*

*'I live on a street where there are lots of dogs, but when the pound comes, there's not a dog in sight! Lots of strays' (SS = 1)*

*'There's just too many. I don't think they do their job' (SS = 1)*

**Taneatua / Waimana**

*'I'm not happy with the whole system of the Council, you have to pay registration and you don't get anything in return for the dog. You are not allowed to take your dog anywhere. When I went to the Council to pay for my dog, I had to back pay for dogs I never had. I had to pay a whole year's worth of registration, plus a fine for a dog I never had' (SS = 1)*

*'They're not controlled' (SS = 1)*

*'The control is very poor' (SS = 2)*

*'People believe council should have nothing to do with their animals; this creates problem for council. Law needs to step in and give the council a hand' (SS = 4)*

*'There is none' (SS = 0)*

**Murupara / Galatea**

*'Too many dogs roaming the streets' (SS = 0)*

*'When you drive there are dogs in the middle of the road and you have to slow down or blow your horn at them. This is an ongoing problem. We have had quite a few dog biting incidents but the council isn't doing their bit to resolve this issue' (SS = 0)*

*'Shocking. No action after complaints' (SS = 1)*

*'Put complaint in about local dog which lunges. Complaint wasn't dealt with, dog still untied. Spoke to animal officer about this and said they should tie it up' (SS = 2)*

*'There is one dog controller who does the best job he can, but there are still dogs roaming in the streets' (SS = 3)*

**Council dog control Satisfaction by Demographics**

The chart opposite compares the CSI scores for the Council dog control by the various sub groups of interest. On average the CSI score was 58.1 for the Council dog control but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with Ohope based respondents rating this with a CSI score of 68 while respondents from Murupara / Galatea rated this with CSI score of 38.

Women are more satisfied than men with the Council dog control.

The CSI score for those aged over 60 was 62 versus 57 for those aged 30 – 59 and 55 for those aged under 30.

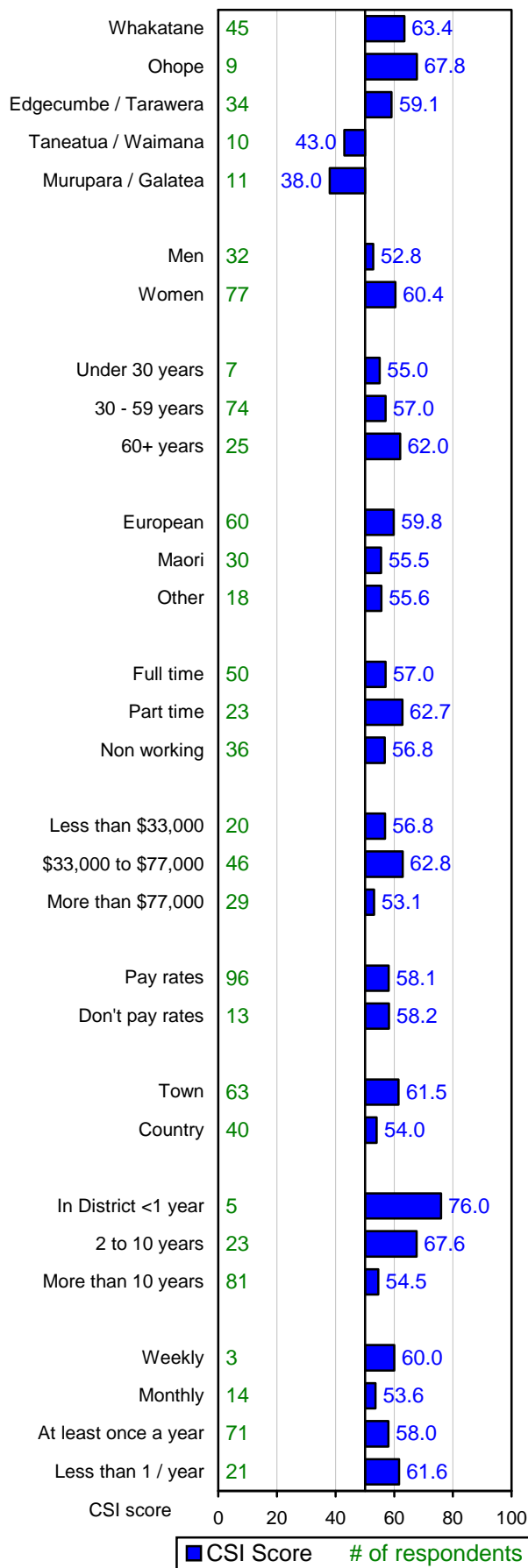
Respondents of European descent are slightly more satisfied with the Council dog control than those from Maori descent.

Those who pay rates are no more or less satisfied with the Council dog control than those who do not pay rates.

Users from the urban areas rate the Council dog control much higher than those from the rural areas.

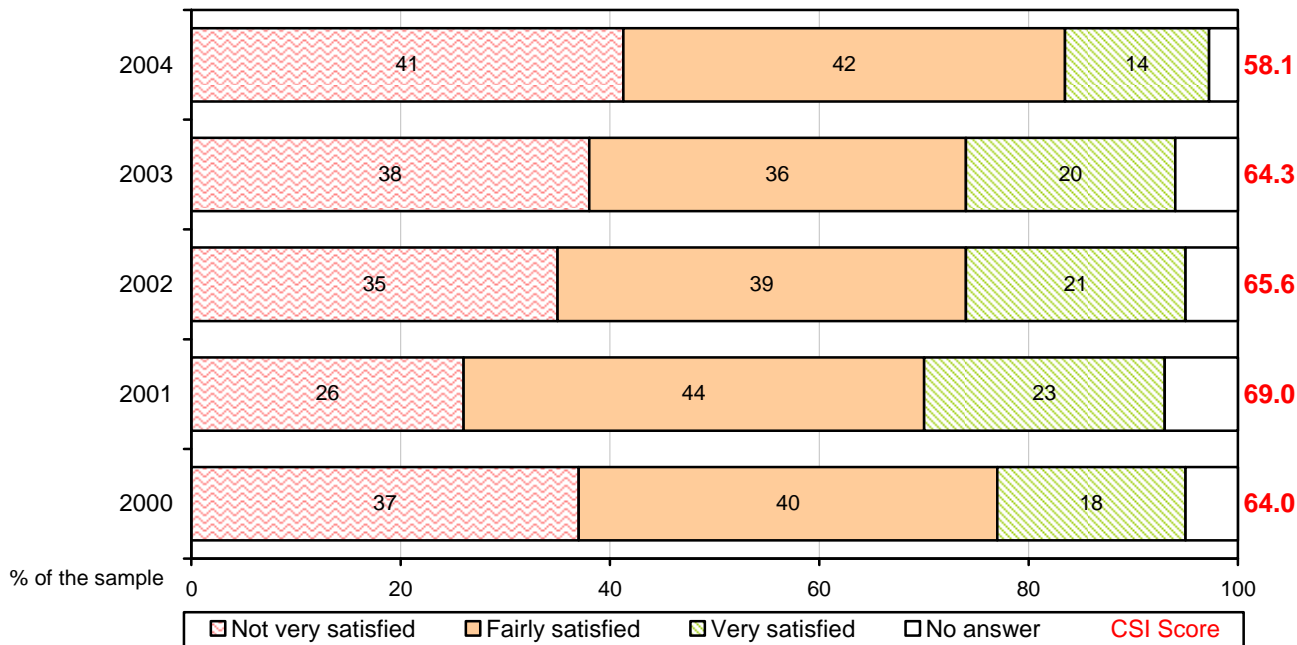
There is limited difference in the level of satisfaction based on the frequency of contacting the Council about dogs.

Overall, the CSI scores show that most of the respondents are modestly satisfied with the Council dog control. However the CSI scores also imply there are opportunities for improvement.

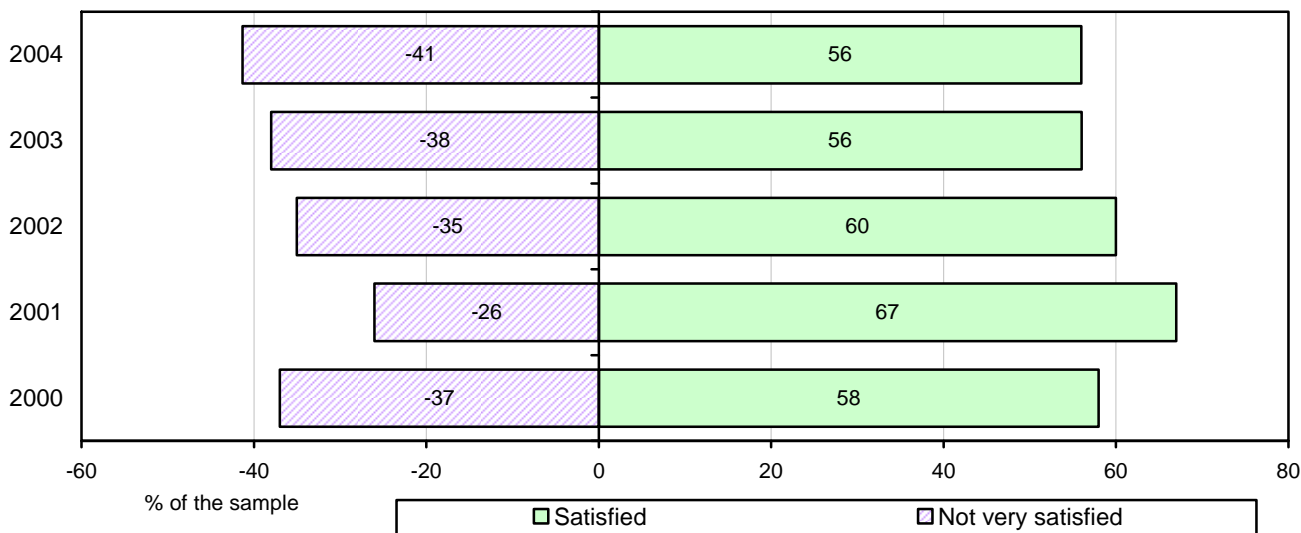


**Council dog control Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the Council dog control using the previous 3 point scale<sup>44</sup> and an estimated CSI score <sup>45</sup> for each year. This shows that the largest group of users, 42% are fairly satisfied with the Council dog control with a further 14% being very satisfied. However, a significant 41% of the respondents were not very satisfied. The CSI score is lower than recent years but that could be caused by the changed scale.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are slightly more dissatisfied respondents this year.



<sup>44</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

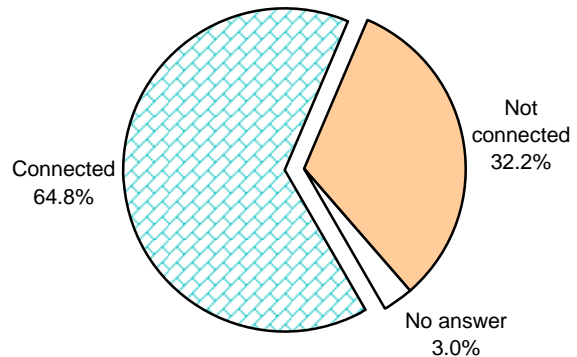
<sup>45</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## The Sewerage system

Respondents were asked whether the Whakatane District Council provides the District's Sewerage System (i.e. drainage and treatment of toilet & wash water) service to their household.

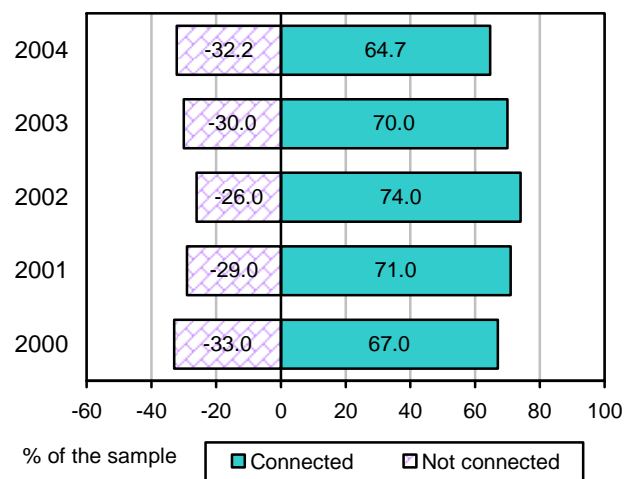
Two thirds of the sample, 64.8% said the Council provided the sewerage system to their household.

A third of the respondents, 32% said they were not connected to the District's sewerage system.

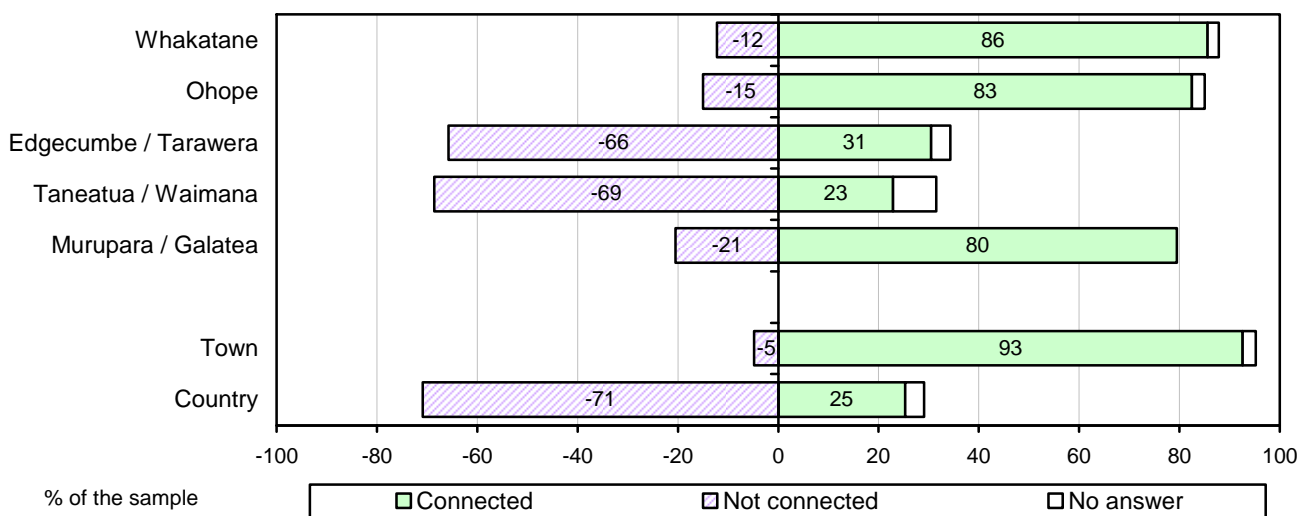


Comparing the results to recent history shows a similar proportion of respondents are connected to the District Council's sewerage system although this is slightly lower than last years reading.

The variation in usage could reflect the change in the sampling process used this year.



There are some significant variations between the wards with Whakatane (86%), Ohope (83%) and Murupara / Galatea (80%) based respondents more likely to be connected to the district sewerage system. Those who live in the urban areas are significantly more likely to be connected to the district sewerage system, 93% versus 25% for those who live in the rural areas.

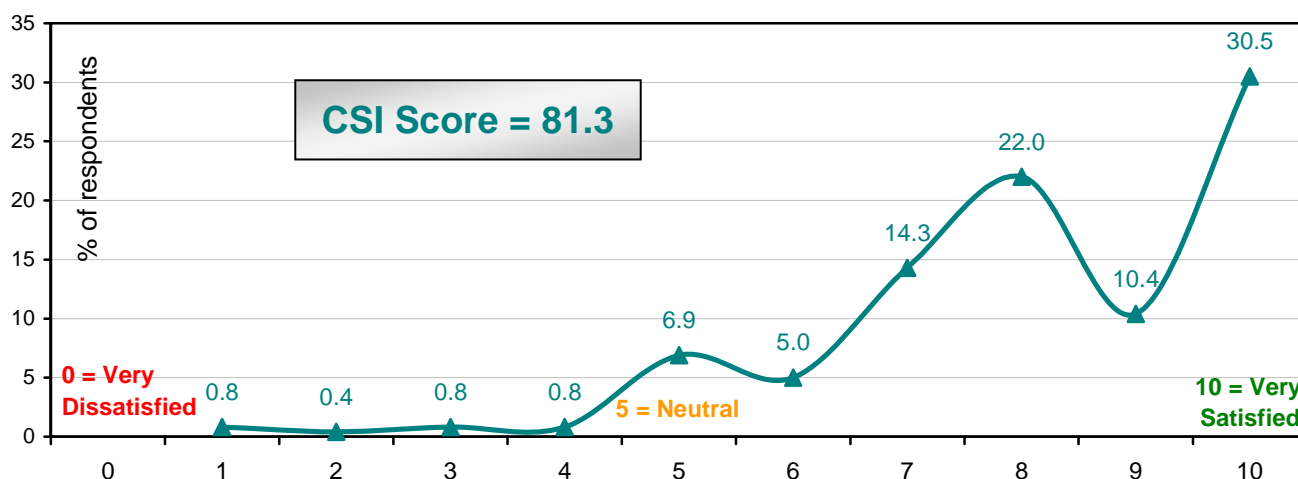


## Sewerage system – User satisfaction

The respondents who were connected to the district sewerage system were asked how satisfied they were with the sewerage system, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of those connected to the sewerage system rate their overall satisfaction with the sewerage system positively. Three quarters of the users, 77% were satisfied (scores of 7 – 10) including 31% who rated the sewerage system with a score of 10 out of 10. A further 10% rated this at nine while a fifth of the users, 22% rated the sewerage system a very credible 8.

An eighth of the sub group, 13% were neutral (scores 4 – 6) while 5 respondents (1.9%), were actually dissatisfied. The Customer Satisfaction Index was 81.3, a score that shows excellent levels of satisfaction.



Only 7 respondents connected to the district sewerage system (2.7%) rated their satisfaction with the sewerage system at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this service. These respondents commented: (SS = satisfaction score)

### Whakatane

- 'Ours is always overflowing and there is very little done about it. They have only fixed a couple of times' (SS = 1)
- 'It's old and is getting outdated' (SS = 3)
- 'Very smelly' (SS = 3)
- 'Oxidation Pond smells at times' (SS = 4)

### Edgecumbe / Tarawera

- 'Overflows during heavy rain' (SS = 1)
- 'Because it overflows when it rains' (SS = 2)

### Murupara / Galatea

- 'Plumbing; pipes are starting to deteriorate; age. Need to be updated' (SS = 4)

**Sewerage system Satisfaction by Demographics**

The chart opposite compares the CSI scores for the sewerage system by the various sub groups of interest. On average the CSI score was 81.3 for the sewerage system but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with 4 of the 5 wards rating this with a CSI scores above 81. The respondents from Edgecumbe / Tarawera rated this with a CSI score of 73.

Men are marginally more satisfied with the sewerage system than women.

Age appears to have some bearing on the level of satisfaction with the sewerage system. The CSI score for those aged over 60 was 86 versus 78 for those aged 30 – 59 and 85 for those aged under 30.

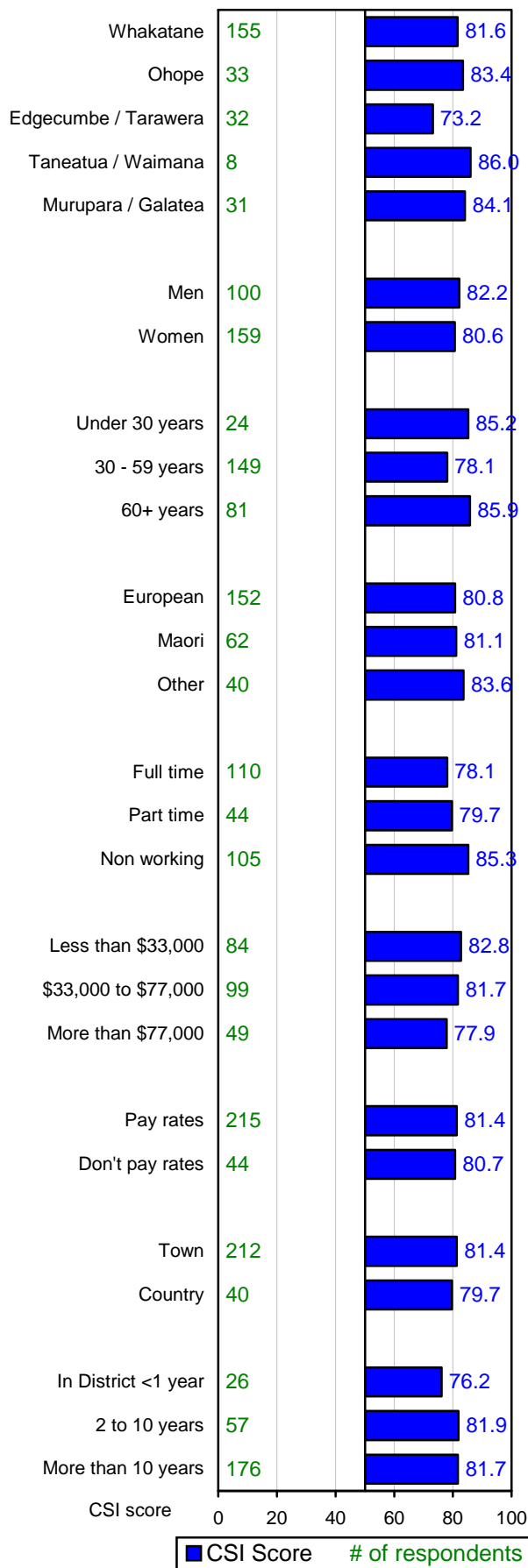
Ethnicity has little impact on satisfaction with the sewerage system.

Household income appears to have some effect on satisfaction with the sewerage system with respondents from the higher income households being the least satisfied.

Those who pay rates are marginally more satisfied with the sewerage system than those who do not pay rates.

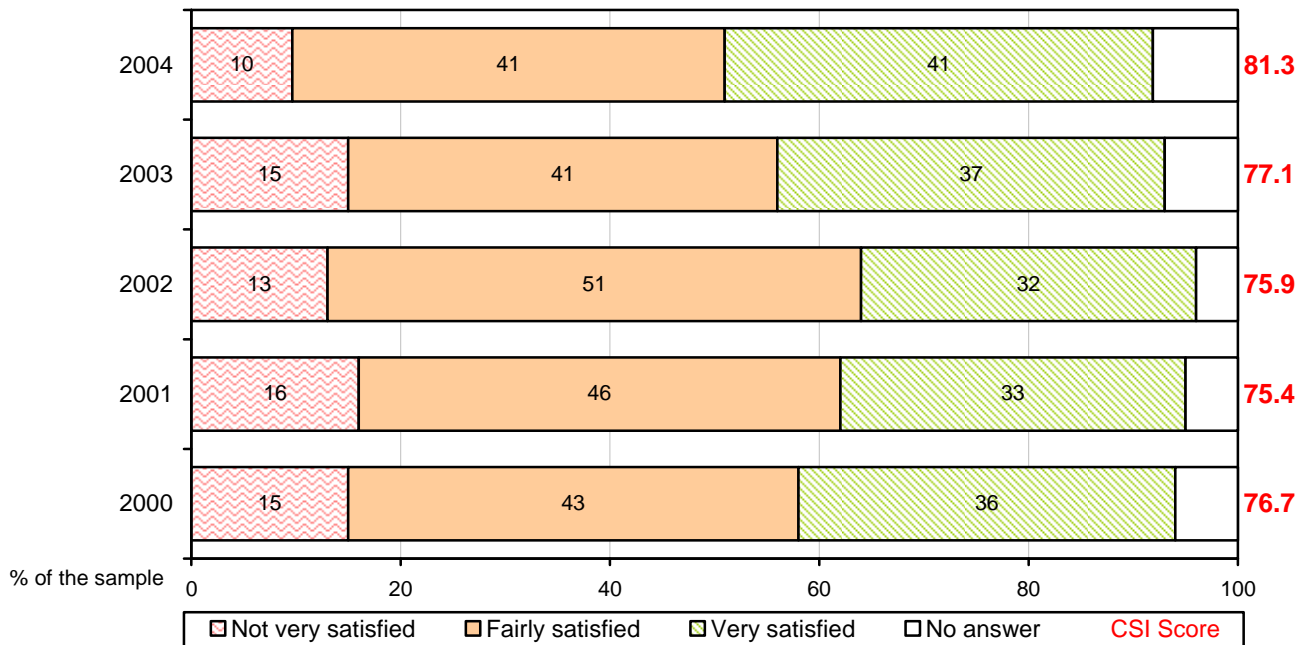
Users from the urban areas rate the sewerage system marginally higher than those from the rural areas.

Overall, the CSI scores show that most of the respondents are very satisfied with the sewerage system.

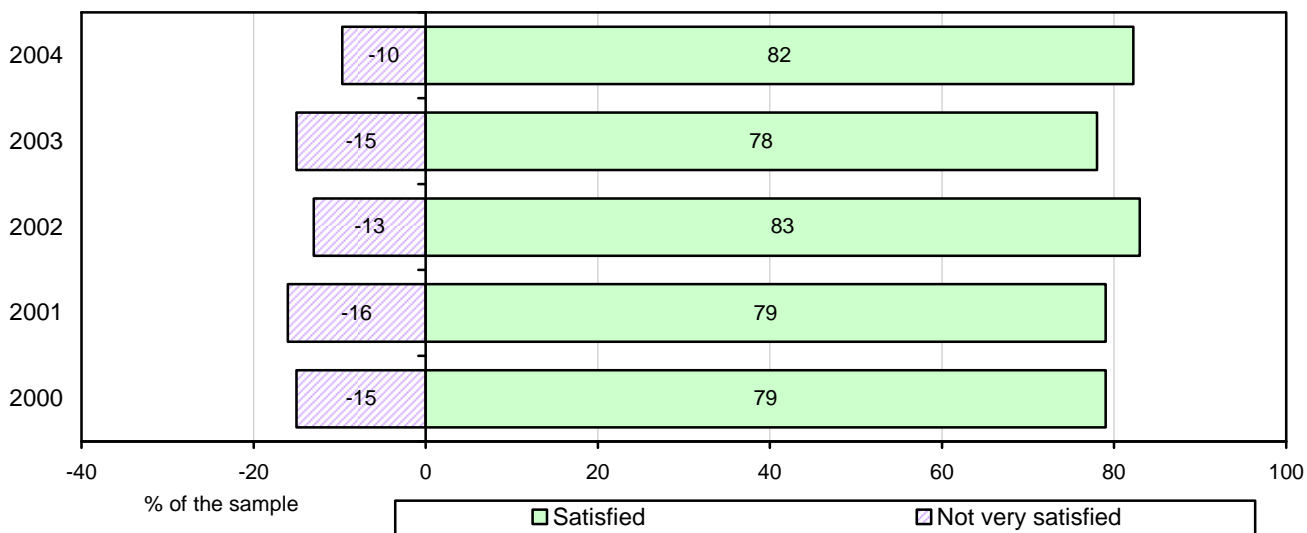


**Sewerage system Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the sewerage system using the previous 3 point scale<sup>46</sup> and an estimated CSI score <sup>47</sup> for each year. This shows that 41% are very satisfied with the sewerage system with a further 41% being fairly satisfied. Only a small proportion, 10% of respondents were not very satisfied. The CSI score is higher than 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.



<sup>46</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

<sup>47</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

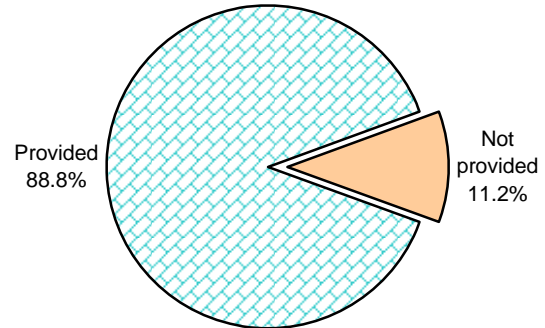


## The Household Rubbish Collection

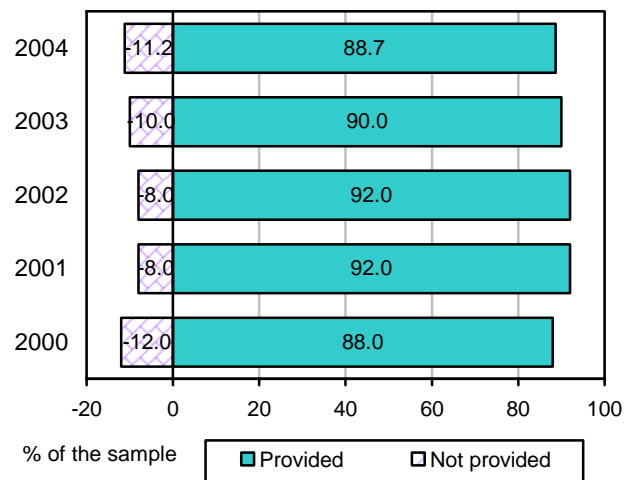
Respondents were asked whether the Whakatane District Council provides the District's Household rubbish collection service to their household.

The vast majority of the respondents, 88.8% said the Council provided household rubbish collection to their household.

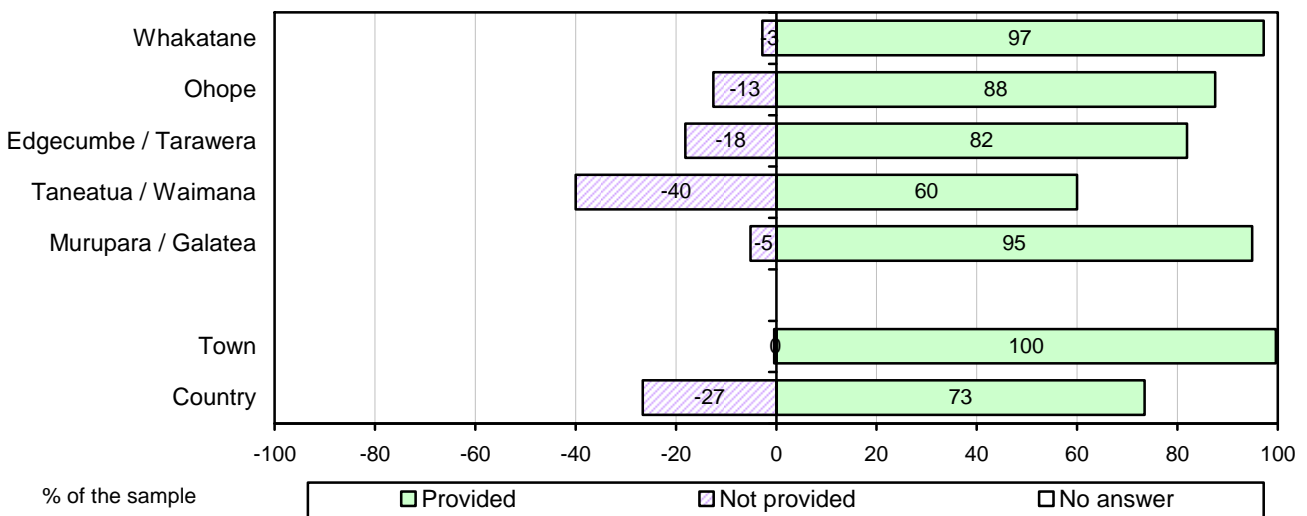
A tenth of the respondents, 11% said Council did not provide a household rubbish collection service.



Comparing the results with recent history shows a similar proportion of respondents are provided with the District Council's household rubbish collection.



There are some significant variations between the wards with Taneatua / Waimana based respondents less likely to be provided with the household rubbish collection service. Those who live in the urban areas are significantly more likely to be provided with district household rubbish collection service, 100% versus 73% for those who live in the rural areas.

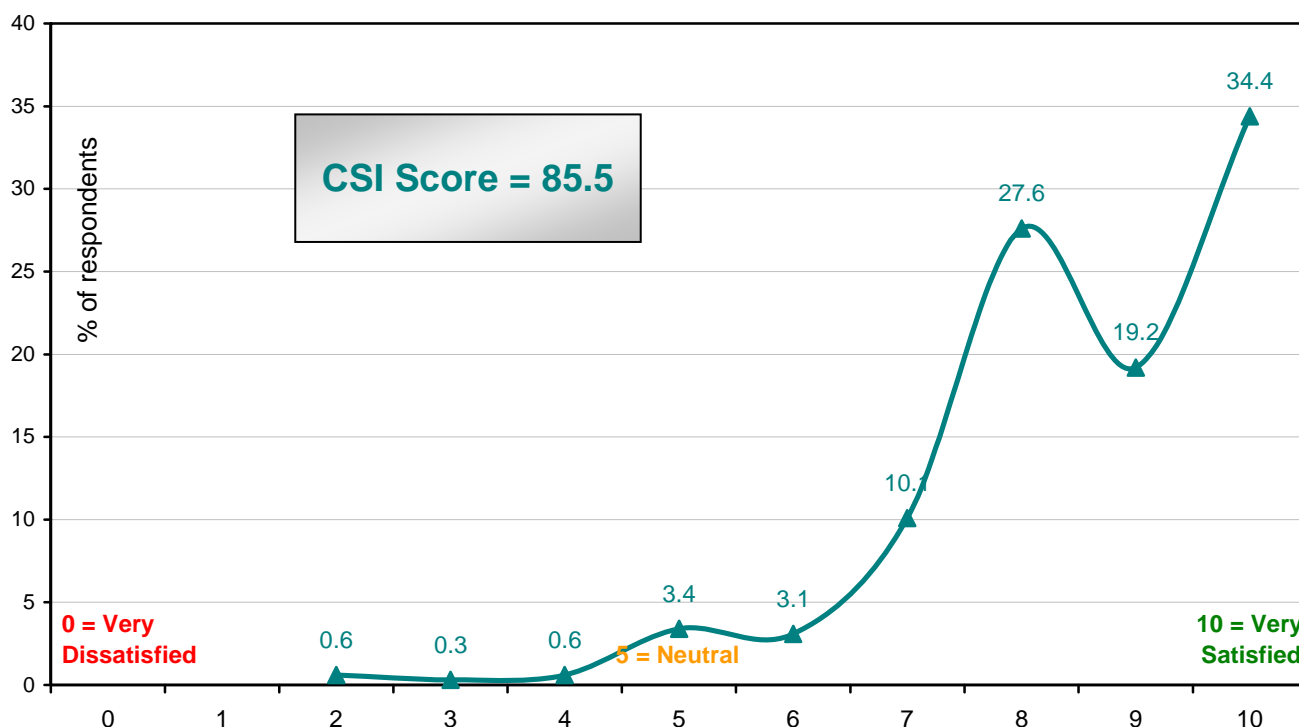


### Household rubbish collection – User satisfaction

The respondents who were provided with the district household rubbish collection service were asked how satisfied they were with this service, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of those provided with the district household rubbish collection service rate their overall satisfaction with the household rubbish collection positively. The vast majority, 91% were satisfied (scores of 7 – 10) including 34% who rated the household rubbish collection with a score of 10 out of 10. A further 19% rated this at nine while a quarter of the users, 28% rated the household rubbish collection a very credible 8.

Only 7% of the respondents rated this service as neutral (scores 4 – 6) while 3 respondents (0.9%), were actually dissatisfied. The Customer Satisfaction Index was 85.5, a score that shows excellent levels of satisfaction.



**Household rubbish collection Satisfaction by Demographics**

The chart opposite compares the CSI scores for the household rubbish collection by the various sub groups of interest. On average the CSI score was 85.5 for the household rubbish collection but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies little by ward with all wards rating this with a CSI scores above 83.

Women are marginally more satisfied with the household rubbish collection than men.

Age appears to have some bearing on the level of satisfaction with the household rubbish collection. The CSI score for those aged over 60 was 90 versus 83 for those aged 30 – 59 and 88 for those aged under 30.

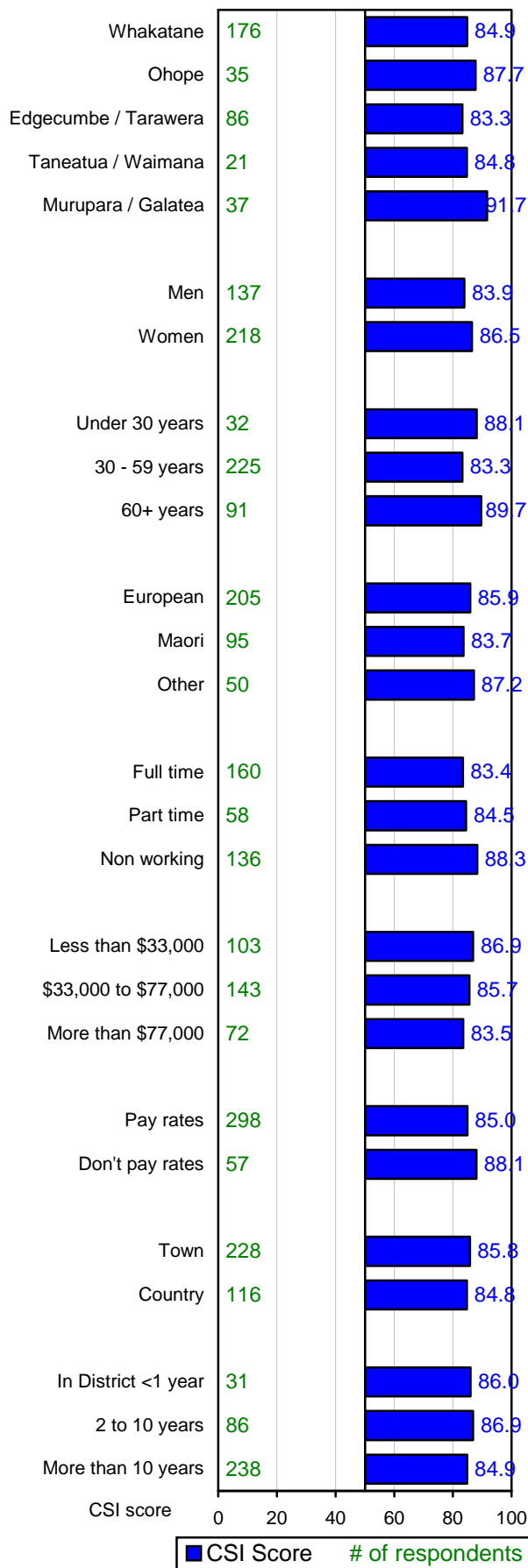
Ethnicity has little impact on satisfaction with the household rubbish collection.

Household income appears to have little effect on satisfaction with the household rubbish collection.

Those who do not pay rates are slightly more satisfied with the household rubbish collection than those who do pay rates.

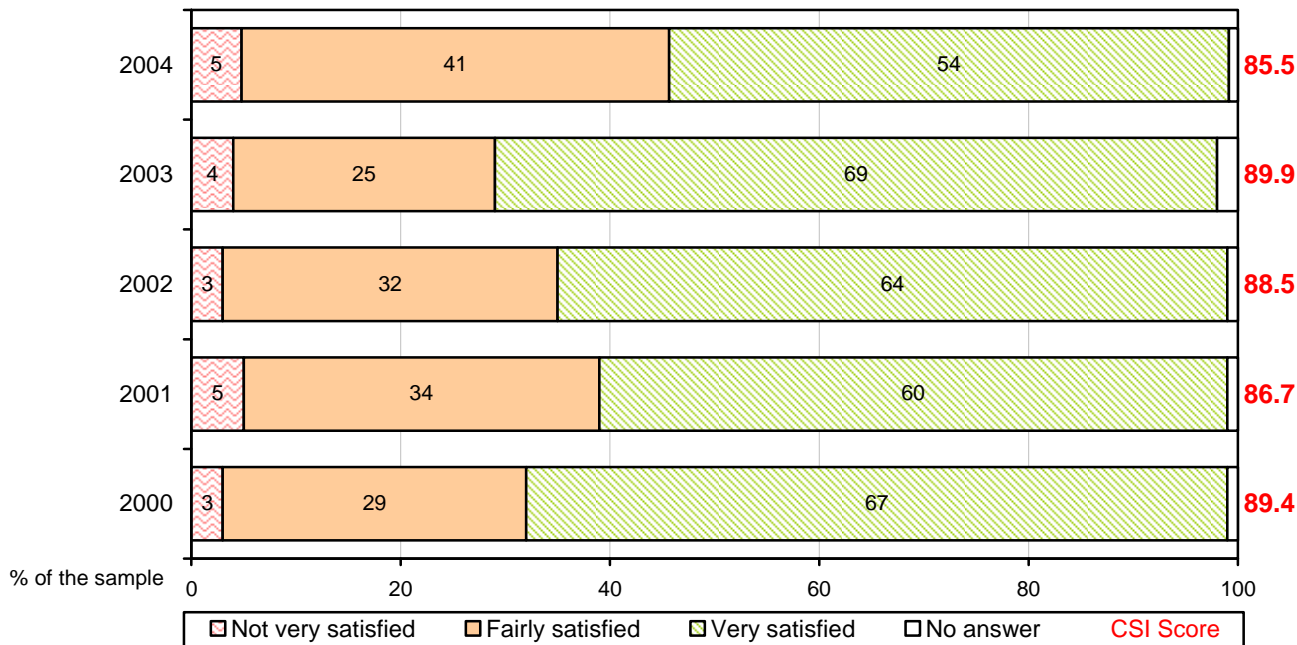
Users from the urban and rural areas both rate the household rubbish collection with high levels of satisfaction.

Overall, the CSI scores show that most of the respondents are very satisfied with the household rubbish collection.

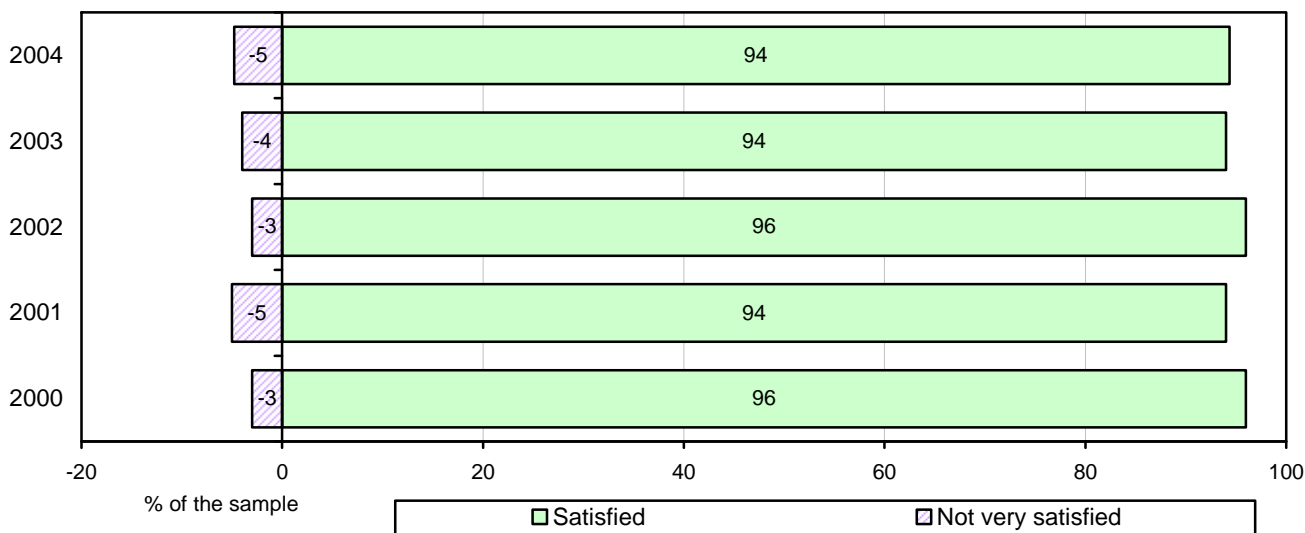


**Household rubbish collection Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the household rubbish collection using the previous 3 point scale<sup>48</sup> and an estimated CSI score <sup>49</sup> for each year. This shows that 54% are very satisfied with the household rubbish collection with a further 41% being fairly satisfied. Only a small proportion, 5% of respondents were not very satisfied. The CSI score is again high and reflects high levels of satisfaction from those who have this service.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that once again the vast majority of respondents are satisfied.



<sup>48</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

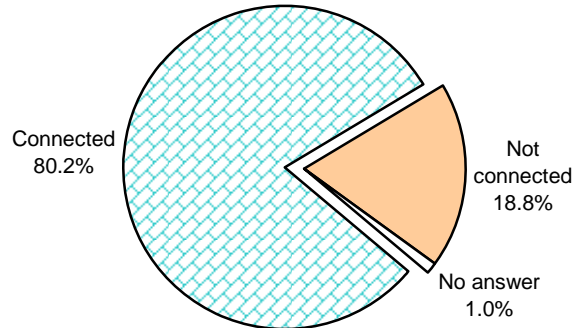
<sup>49</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## The Water Supply

Respondents were asked whether the Whakatane District Council provides the District's water supply to their household.

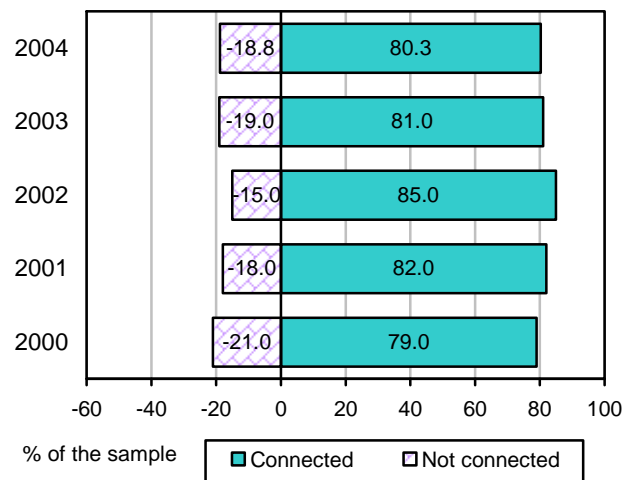
Four fifths of the sample, 80.2% said the Council provided the water supply to their household.

A fifth of the respondents, 19% said they were not connected to the district's water supply.

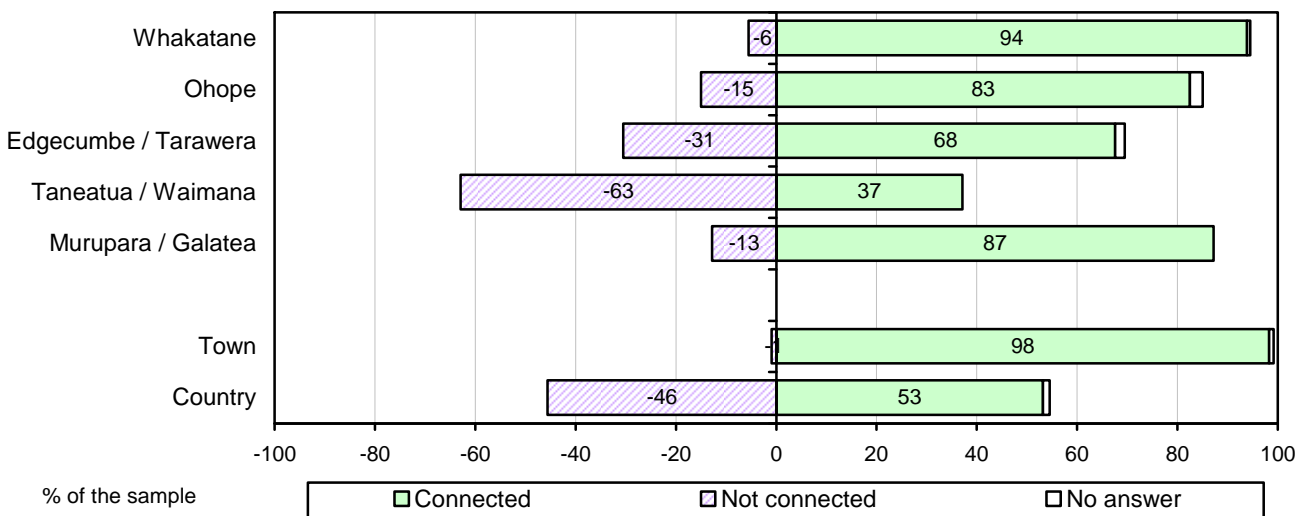


Comparing the results with recent history shows a similar proportion of respondents are connected to the District Council's water supply.

The minor variation in usage could reflect the change in the sampling process used this year.



There are some significant variations between the wards with Whakatane (94%), Ohope (83%) and Murupara / Galatea (87%) based respondents more likely to be connected to the district water supply. Those who live in the urban areas are significantly more likely to be connected to the district water supply, 98% versus 53% for those who live in the rural areas.

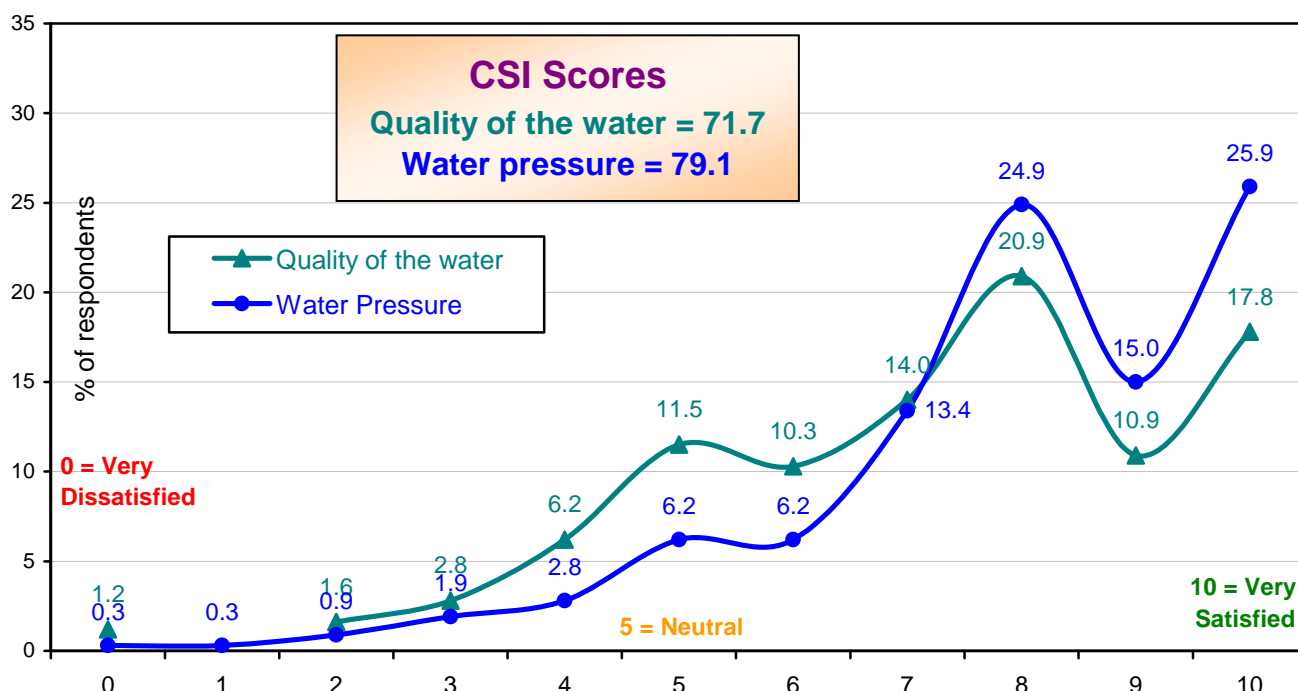


## Water supply – User satisfaction

The respondents who were connected to the district water supply were asked how satisfied they were with the quality of the water supply and the water pressure, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of those connected to the water supply rate their overall satisfaction with both the quality and pressure of the water supply positively. Four fifths of the users, 79% were satisfied (scores of 7 – 10) with the water pressure while two thirds (64%) were satisfied with the water quality.

An seventh of the sub group, 15% rated the water pressure as neutral (scores 4 – 6). By comparison a quarter of the sub group, 28% rated the water quality as neutral. Only 5% of those using Council supplied water were dissatisfied with the quality while 3% were dissatisfied with the water pressure. The Customer Satisfaction Index was 71.7 for the water quality and 79.1 for water pressure. Both scores show very good levels of satisfaction.



### Taste of Water – Verbatim comments

In total 38 respondents (12%) who were connected to the district water supply rated their satisfaction with the water quality at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this. The responses tended to revolve around the taste of the water but there were also number of other comments which included: (SS = satisfaction score)

#### Whakatane

- 'It constantly tastes like an old tank'* (SS = 0)
- 'It's disgusting, can taste all the chemicals in it'* (SS = 0)
- 'Mud'* (SS = 0)
- 'That's my personal view, no particular reason'* (SS = 0)
- 'Because of the unpleasant taste'* (SS = 3)
- 'Cannot drink because it tastes so awful'* (SS = 3)
- 'It's not good water. I don't drink it'* (SS = 3)
- 'Too many chemicals'* (SS = 3)

*'Water doesn't taste clean' (SS = 3)*

*'Bad taste' (SS = 4)*

*'Because it tastes disgusting' (SS = 4)*

*'Can be quite shocking at times. Have been a few times when there have been problems like turning the tap on and muddy water coming out! We still have to pay for that water. This usually happens after lots of rain or storms, but still have to pay for it!' (SS = 4)*

*'Fluoride' (SS = 4)*

*'I feel it could be better' (SS = 4)*

*'I think the water is disgusting. They should test it better' (SS = 4)*

*'In the summer it tastes like mud, has a lot of chlorine in it' (SS = 4)*

*'It's just revolting for general drinking; they put so much other things into it. It doesn't even taste like water' (SS = 4)*

*'Tastes disgusting' (SS = 4)*

*'Too much chlorine in it' (SS = 4)*

### **Ohope**

*'Can taste the chlorine, taste is horrible' (SS = 2)*

*'Tastes like crap. Not very nice' (SS = 3)*

*'My wife became sick as it came through dirty at one stage' (SS = 4)*

*'Taste bad, taste like dirt' (SS = 4)*

### **Taneatua / Waimana**

*'Hair turned green' (SS = 3)*

### **Edgecumbe / Tarawera**

*'It doesn't taste nice, it's too chlorinated' (SS = 2)*

*'Tastes terrible. Too much chlorine' (SS = 2)*

*'Too chlorinated' (SS = 2)*

*'If council took chlorine out of the water it would be great' (SS = 3)*

*'Taste really bad, have to boil it first, have sometimes got sick from it' (SS = 4)*

*'The water we have tastes awful as though it has too much or too little chlorine in it' (SS = 4)*

*'Very much chlorinated. We just built a new house, on a new property, and we can't drink the water from our bore. I work in a hospital, and I never drink the water there either' (SS = 4)*

*'Full of chlorine. Had to put a purifier on the tap, because it's so caustic. Had a poison scare and bacteria in the water' (SS = 2)*

*'Council supply comes from a spring somewhere else, but it is drinkable' (SS = 3)*

*'Because I have had to buy water to drink because it tastes bad to drink' (SS = 4)*

*'It's very hard on plumbing. Stains bathroom fittings' (SS = 4)*

*'They add too much chemicals, and they should just leave it the way it is' (SS = 4)*

*'Too much chlorine, tastes yuck' (SS = 4)*

### **Murupara / Galatea**

*'Lot of maintenance going on all the time; have water cut off at unsuitable times. Taps 'spurting' everywhere. Inform us of cut off times, but put notice in mailbox, not post box' (SS = 4)*

**Water Quality Satisfaction by Demographics**

The chart opposite compares the CSI scores for the water supply by the various sub groups of interest. On average the CSI score was 81.3 for the water supply but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with 4 of the 5 wards rating this with a CSI scores between 66 and 73. The respondents from Murupara / Galatea rated this with a CSI score of 88.

There is little difference in the level of satisfaction between the genders.

Age appears to have little bearing on the level of satisfaction with the water supply. The CSI score for those aged over 60 was 78 versus 69 for those aged 30 – 59 and 73 for those aged under 30.

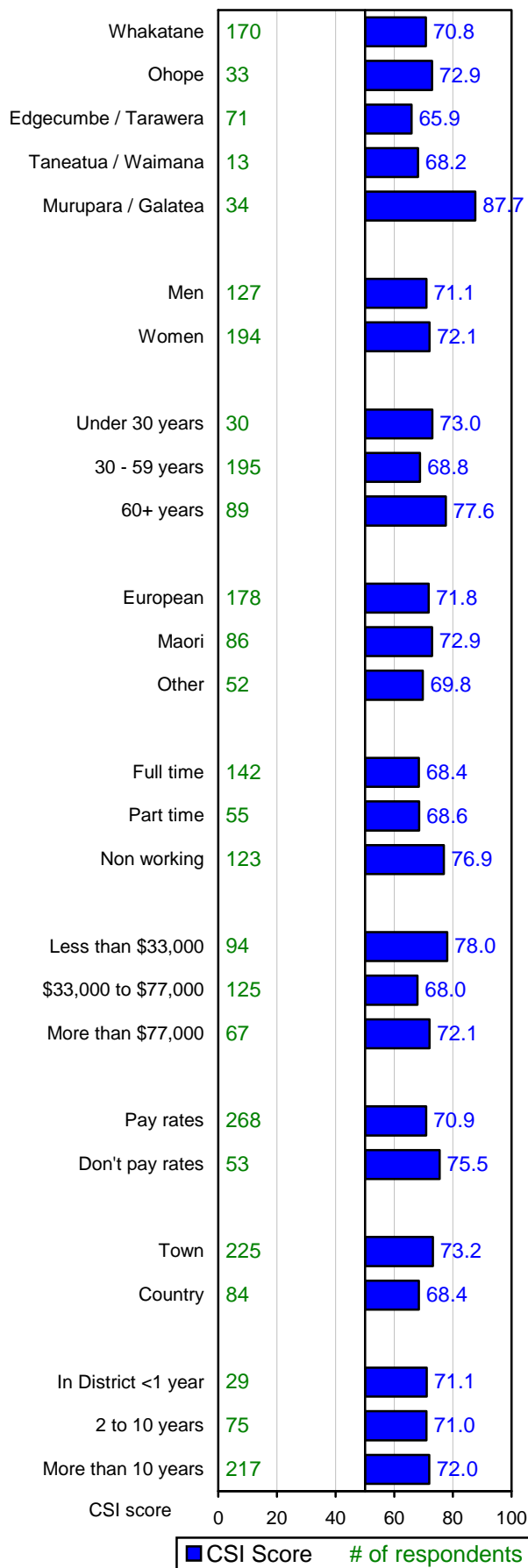
Ethnicity has little impact on satisfaction with the water supply.

Household income appears to have some effect on satisfaction with the water supply with respondents from the lower income households being the most satisfied.

Those who pay rates are less satisfied with the water quality than those who do not pay rates.

Users from the urban areas rate the water quality higher than those from the rural areas.

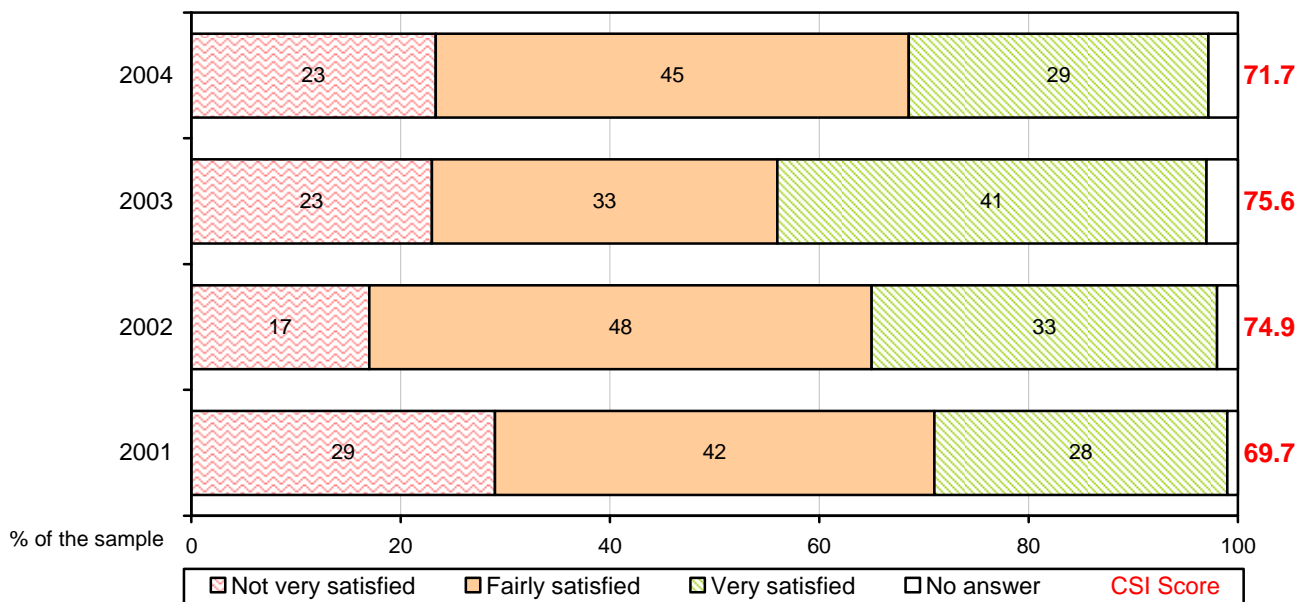
Overall, the CSI scores show that most of the respondents are very satisfied with the water supply.



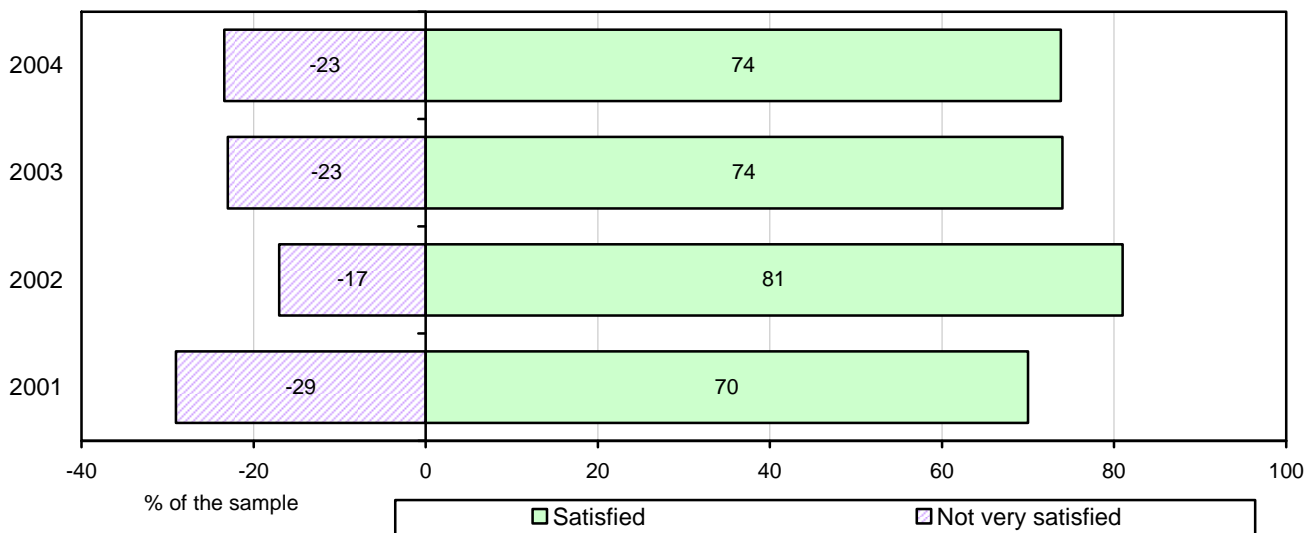


**Water Quality Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the water quality using the previous 3 point scale<sup>50</sup> and an estimated CSI score<sup>51</sup> for each year. This shows that 29% are very satisfied with the water quality with a further 45% being fairly satisfied. However, a quarter of the respondents (23%) connected to the water supply were not very satisfied. The CSI score is lower than the last two 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 is no change from last year.



<sup>50</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

<sup>51</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

**Water Pressure – Verbatim comments**

In total 20 respondents (6%) who were connected to the district water supply rated their satisfaction with the water quality at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with the water pressure. There were a variety of responses which included: (SS = satisfaction score)

**Whakatane**

*'Sometimes we can't take a shower' (SS = 0)*

*'Because I had to have the pressure of the water increased by a plumber.  
It is so old and needs updating' (SS = 1)*

*'Our water pressure is not very good at all' (SS = 2)*

*'I live away' (SS = 3)*

*'Pressure is too low. Braemar water' (SS = 3)*

*'The pressure is too high, the water comes out of our taps very fast' (SS = 3)*

*'We have very bad pressure where we are, in Whakatane' (SS = 3)*

*'It's ok' (SS = 4)*

*'Our pressure is not very good' (SS = 4)*

**Ohope**

*'Not too consistent. Up and down' (SS = 3)*

*'Not very flash, not very strong' (SS = 4)*

**Taneatua / Waimana**

*'In our home the water pressure only drips especially in the shower' (SS = 4)*

**Edgecumbe / Tarawera**

*'It's just pretty gutless, not very grunt, that's all. Especially at peak use times, like 3 in the afternoon' (SS = 2)*

*'Could be stronger' (SS = 4)*

*'If have hot water running and turn cold water on, hot water cuts out' (SS = 4)*

*'We don't have good pressure in Edgecumbe' (SS = 4)*

*'Fluctuate too much, too low' (SS = 3)*

*'It's fine' (SS = 4)*

**Murupara / Galatea**

*'It's not very (good)' (SS = 4)*

**Water Pressure Satisfaction by Demographics**

The chart opposite compares the CSI scores for the water pressure by the various sub groups of interest. On average the CSI score was 79.1 for the water pressure but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with 4 of the 5 wards rating this with a CSI scores between 73 and 80. The respondents from Murupara / Galatea rated this with a CSI score of 86.

Men are no more or less satisfied with the water pressure than women.

Age appears to have some bearing on the level of satisfaction with the water pressure. The CSI score for those aged over 60 was 83 versus 78 for those aged 30 – 59 and 76 for those aged under 30.

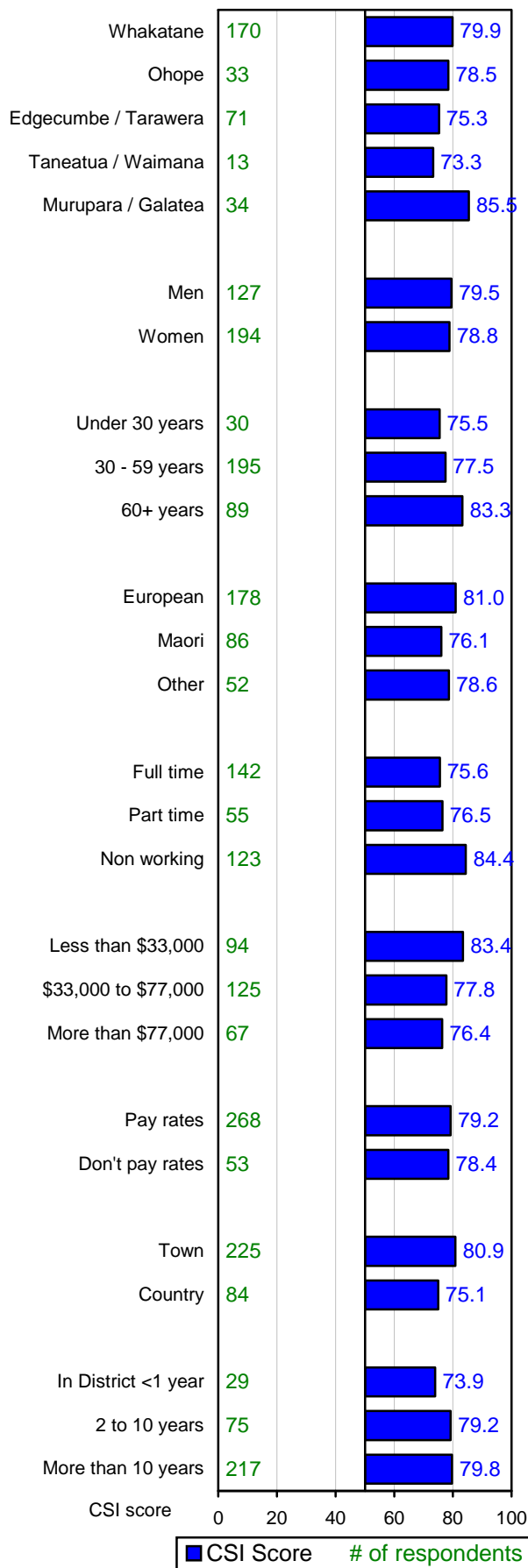
Those of European decent are more satisfied than those of Maori descent, CSI scores of 81 versus 76.

Household income appears to have some effect on satisfaction with the water pressure with respondents from the higher income households being the least satisfied.

Those who pay rates are no more or less satisfied with the water pressure than those who do not pay rates.

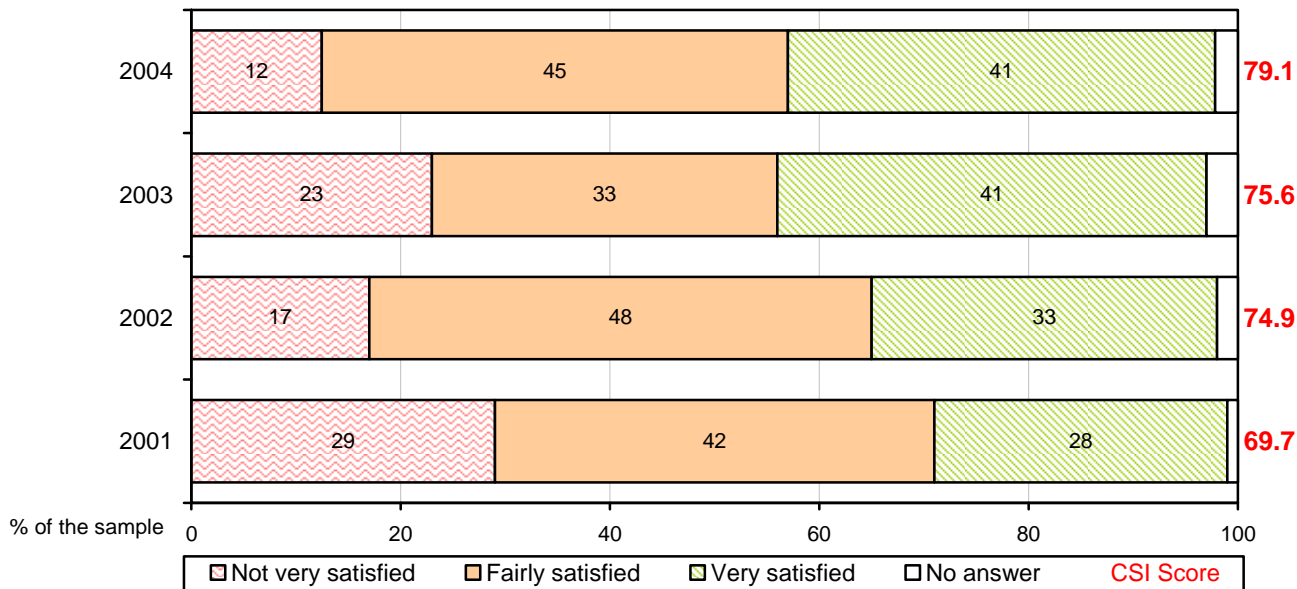
Users from the urban areas rate the water pressure significantly higher than those from the rural areas.

Overall, the CSI scores show that most of the respondents are very satisfied with the water pressure.

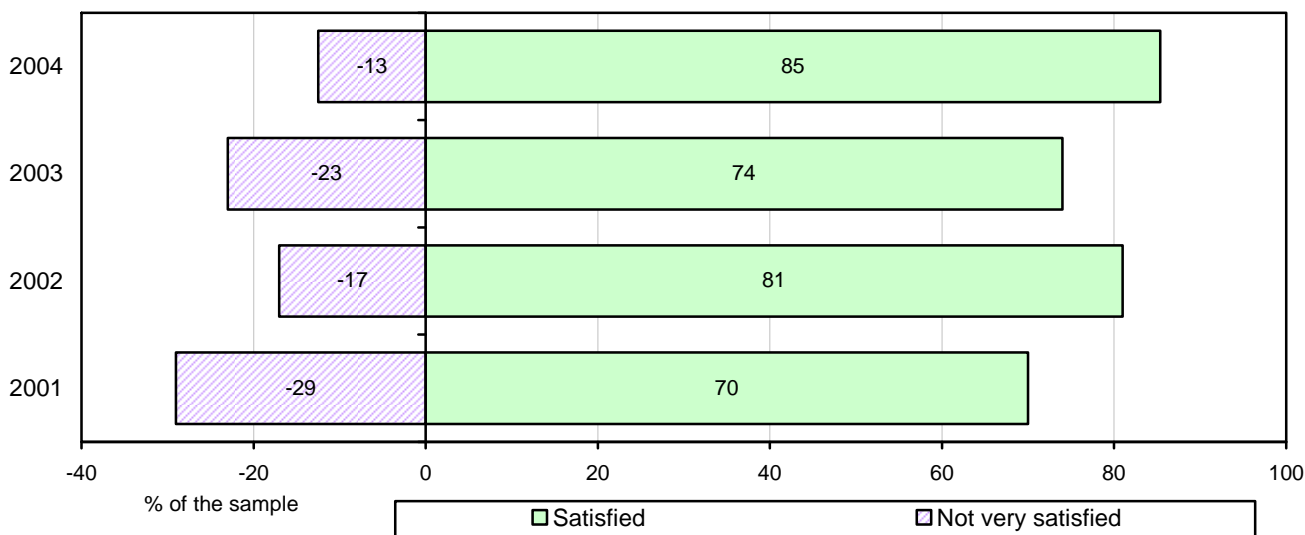


**Water supply Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the water pressure using the previous 3 point scale<sup>52</sup> and an estimated CSI score <sup>53</sup> for each year. This shows that 41% are very satisfied with the water pressure with a further 45% being fairly satisfied. Only a small proportion, 12% of respondents were not very satisfied. The CSI score is higher than 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.



<sup>52</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

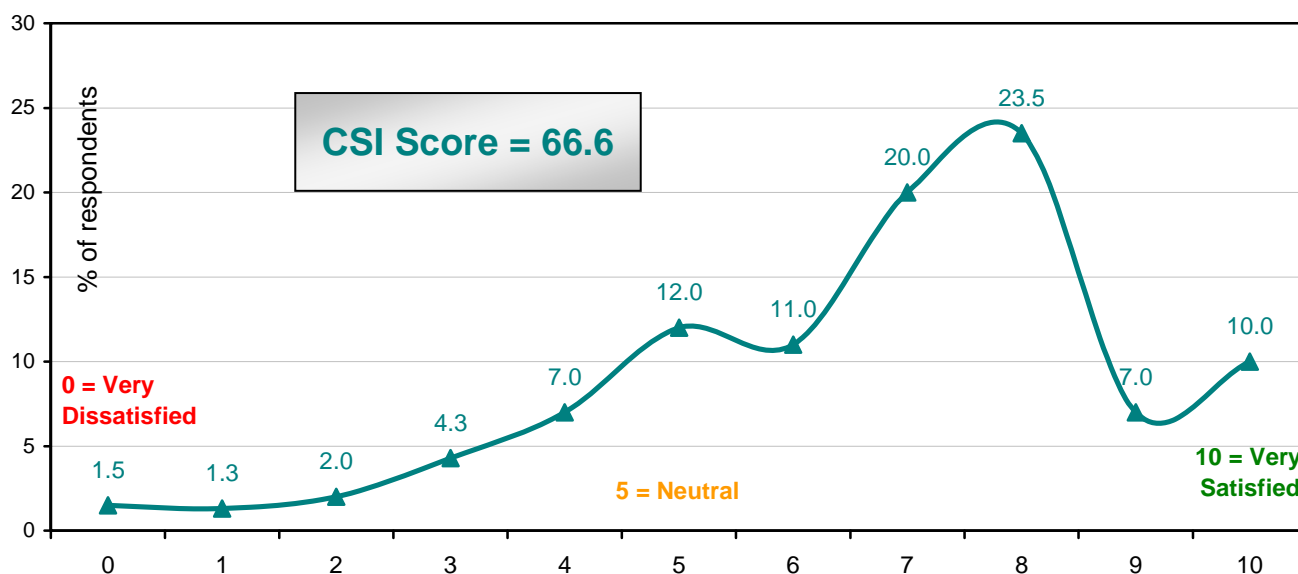
<sup>53</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Quality of the roads – User satisfaction

The respondents were asked how satisfied they were with the quality of the roads, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of respondents rate their overall satisfaction with the quality of the roads positively. Just under two thirds of the respondents, 61% were satisfied (scores of 7 – 10) including 10% who rated the quality of the roads with a score of 10 out of 10. A further 7% rated this at nine while a quarter of the sample, 24% rated the quality of the roads a very credible 8.

A third of the sample, 30% were neutral (scores 4 – 6) while 36 respondents (9%), were actually dissatisfied. The Customer Satisfaction Index was 66.6, a score that shows good levels of satisfaction but indicates some serious concerns.



In total 64 respondents, 16% of the sample rated their satisfaction with the quality of the roads at less than 5 on the 11 point scale. These respondents were asked why they were not satisfied with this service. These respondents commented: (SS = satisfaction score)

### Whakatane

*'Extremely rough, and when they try and patch them they probably end up worse'* (SS = 0)

*'Poor'* (SS = 0)

*'Very untidy, cracks, uneven surfaces'* (SS = 0)

*'Roads are uneven. Parts that need repairing are left, while parts that don't need repairing are fixed'* (SS = 1)

*'Holes and bumps'* (SS = 2)

*'They just seem to be patchy work done on them and at the wrong times it seems. A warning would be helpful. Just had road done outside house with no warning'* (SS = 2)

*'Not enough effort from the contractors that the council is paying for to get roads done. Access to my business has been completely closed many times because of road closures. This has happened too many times and needs attention'* (SS = 3)

*'Really bad around town'* (SS = 3)

*'The footpaths are very cracked and have big drops and catches my wheelchair'* (SS = 3)

*'They need a lot of maintenance, they are poorly maintained'* (SS = 3)

*'Because some of them are in bad condition' (SS = 4)*

*'Fixing up the wrong places' (SS = 4)*

*'Generally the length of time that it takes to get a pot hole fixed or something like that, just takes too long' (SS = 4)*

*'On our personal road there are a lot of pot holes and need to be fixed' (SS = 4)*

*'Potholes, narrowness and there is a lack of knowledge of the drivers on the roads. There is a big danger on the roads and there is a shortage of traffic police' (SS = 4)*

*'Spend so much money in town and not enough in rural areas' (SS = 4)*

*'They always seem to be digging them up and repairing them so they mustn't be doing it right the first time' (SS = 4)*

*'They need a lot more work done on them' (SS = 4)*

*'Too many bits of repairs, instead of doing good job on main roads; too many potholes on roads off main highways. Highways should be constructed of tarmacadam; lasts longer, is smoother and safer' (SS = 4)*

### **Ohope**

*'Mainly the quality of workmanship done on roads' (SS = 3)*

*'Lack investment in roads. Too many potholes not fixed. Enough roads, not maintained' (SS = 4)*

*'Seem to be not up kept as well as they could' (SS = 4)*

*'Standard of road repairs does not match that of other areas. Roading done in parts. Has potholes and is lumpy' (SS = 4)*

### **Edgecumbe / Tarawera**

*'Roads look like patchwork quilts, even my 17 year old is complaining. Too much heavy industry, trucks, etc. Roads not kept up to standard. I want to complain about relationship with Environment BOP. Should clean drains from the road because not in good relations with the councils, cause big annoyance to locals who have to move trees. Get over party politics and be practical. Get on with the job ' (SS = 0)*

*'Any new repair work that's been done is shocking' (SS = 1)*

*'There is a really bad intersection near my house that the council keeps ignoring and tar sealing around. It has very heavy traffic and a lot of trucks and needs attention. Also, part of my road is still gravel' (SS = 1)*

*'Not a good surface and cars park in the cycle lane' (SS = 2)*

*'There is a big hollow outside my house. I have reported it before but nothing has been done' (SS = 2)*

*'They need to be re-done. They are sealed everywhere else and our rates have gone up and nothing is changing here' (SS = 2)*

*'On the way to Edgecumbe is bumpy!' (SS = 3)*

*'They are not flash. The width is quite critical on some roads and the running surface' (SS = 3)*

*'They are rough as, only patched up, not mended properly; there aren't too many patches of clear road anymore' (SS = 3)*

*'You really need to take a drive down the road; they do all the main roads, but not the rural roads. All the trucks have to slow down to like 3 kph; the roads are rough as guts' (SS = 3)*

*'Always in need of repair' (SS = 4)*

*'Because of the roughness and potholes' (SS = 4)*

*'Because they are being continuously repaired, they could spend a bit more money and it would last longer. At the moment, it lasts for a couple of years, and it needs to be repaired again' (SS = 4)*

*'Because they are still pretty shoddy after the earthquake that happened a long time ago and the roads in the main areas have been fixed but not the outlying areas like Edgecumbe' (SS = 4)*

*'Lot of patches' (SS = 4)*

*'Need to upgrade the roads' (SS = 4)*

*'Not up to standard' (SS = 4)*

*'Very lumpy roads as a result of earthquake' (SS = 4)*

*'Too dusty. They are doing them up all the time, potholes. Instead of going at 30 kph, some of them are going too fast, and it's digging up the new seal' (SS = 0)*

*'The highway is fine. The road to get to my house is not tarred and is just a dirt road full of potholes and they won't tar it. We have to pay for it ourselves and there's 5 houses up it' (SS = 1)*

*'I've just come back from Aussie, and we did a bit travelling in the country. Their roads were good, mint, compared to ours. Just the bumps and the holes in the road, the unevenness. You can see where they've been patched up, it's pretty poor. That's just New Zealand roads in general' (SS = 2)*

*'They're too bumpy and full of potholes' (SS = 2)*

*'Massive pothole that hasn't been repaired and has been there for 7 years' (SS = 3)*

*'Patches in the road being repaired at the wrong time' (SS = 3)*

*'We are on an unsealed dirt road which I would like sealed' (SS = 3)*

*'A lot of the roads need repairs. Not of good standard' (SS = 4)*

*'They are always digging them up and there is always holes in them' (SS = 4)*

*'They need improvements and maintenance. And also drainage around the roads needs attention' (SS = 4)*

*'They seem to be repairing the same spot' (SS = 4)*

*'Well that's a debatable question. They're fixing roads that don't need to be fixed instead of the ones that do so they're wasting money' (SS = 4)*

### **Taneatua / Waimana**

*'No metal roads in my area, just dirt. Has been like this for the last 100 years, and we pay rates' (SS = 3)*

*'Rather have a smoother surface' (SS = 3)*

*'They are very rough and uneven' (SS = 4)*

*'Extremely bad (especially country roads)' (SS = 0)*

*'State Highway 2 through the Waimana Gorge has road works all willy-nilly through it, you never know what you are going to hit' (SS = 1)*

*'Because our money gets spent on things in town (Whakatane) and it's not spent on where I'm from. We also need speed limits and a pedestrian crossing out by our local school' (SS = 2)*

*'The Eastern Bay of Plenty has the worst roads in New Zealand. The council roads aren't too bad, but we live on a main highway. If you go on the highway, you'll notice the difference' (SS = 3)*

*'There are 15 houses on our road, and it is unsealed and full of potholes' (SS = 3)*

### **Murupara / Galatea**

*'Because I live in the country and have to travel 75 km and where they are spending the money on the back roads is unjustified. It should be on main roads' (SS = 4)*

*'Compared to Whakatane, the roads in Murupara District are not up to standard and we have been told they are not going to put any money into repairing our roads' (SS = 4)*

**Quality of the Roads Satisfaction by Demographics**

The chart opposite compares the CSI scores for the quality of the roads by the various sub groups of interest. On average the CSI score was 66.6 for the quality of the roads but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward with the CSI scores ranging from 75 for respondents from Murupara / Galatea down to 58 for the respondents from Edgecumbe / Tarawera and Taneatua / Waimana.

Women are more satisfied with the quality of the roads than men.

Age appears to have some bearing on the level of satisfaction with the quality of the roads. The CSI score for those aged over 60 was 74 versus 64 for those aged 30 – 59 and 63 for those aged under 30.

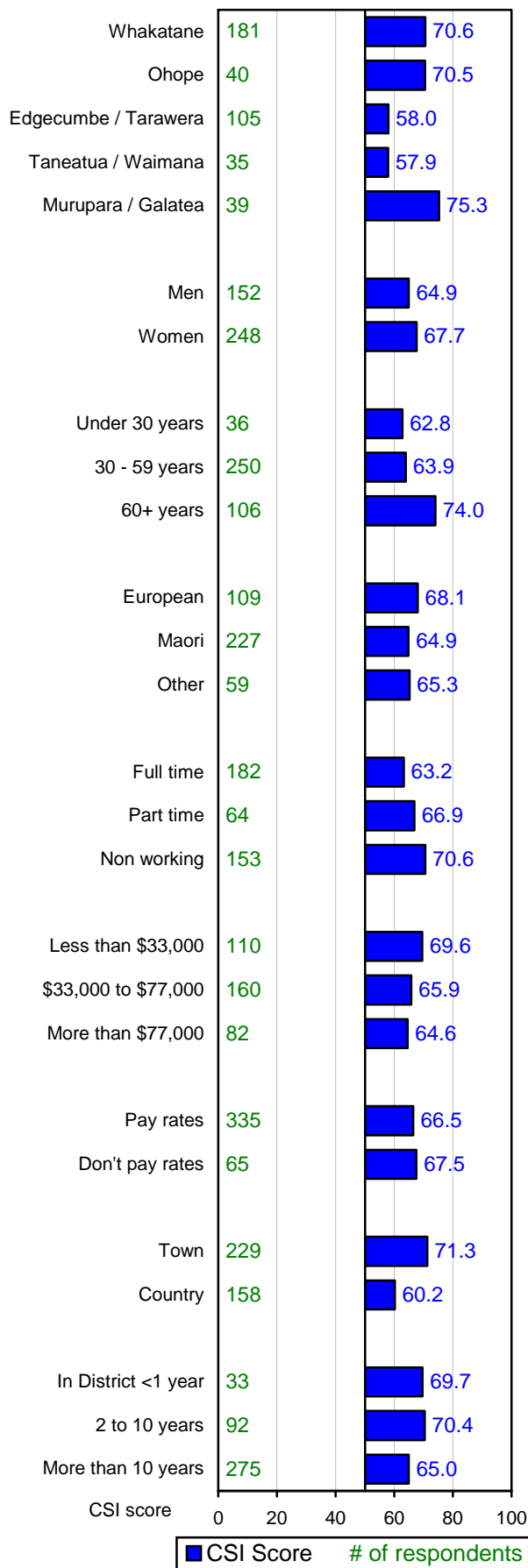
Ethnicity has some impact on satisfaction with the quality of the roads.

Household income appears to have some effect on satisfaction with the quality of the roads with respondents from the higher income households being the least satisfied.

Those who pay rates are no more or less satisfied with the quality of the roads than those who do not pay rates.

Respondents from the urban areas rate the quality of the roads significantly higher than those from the rural areas.

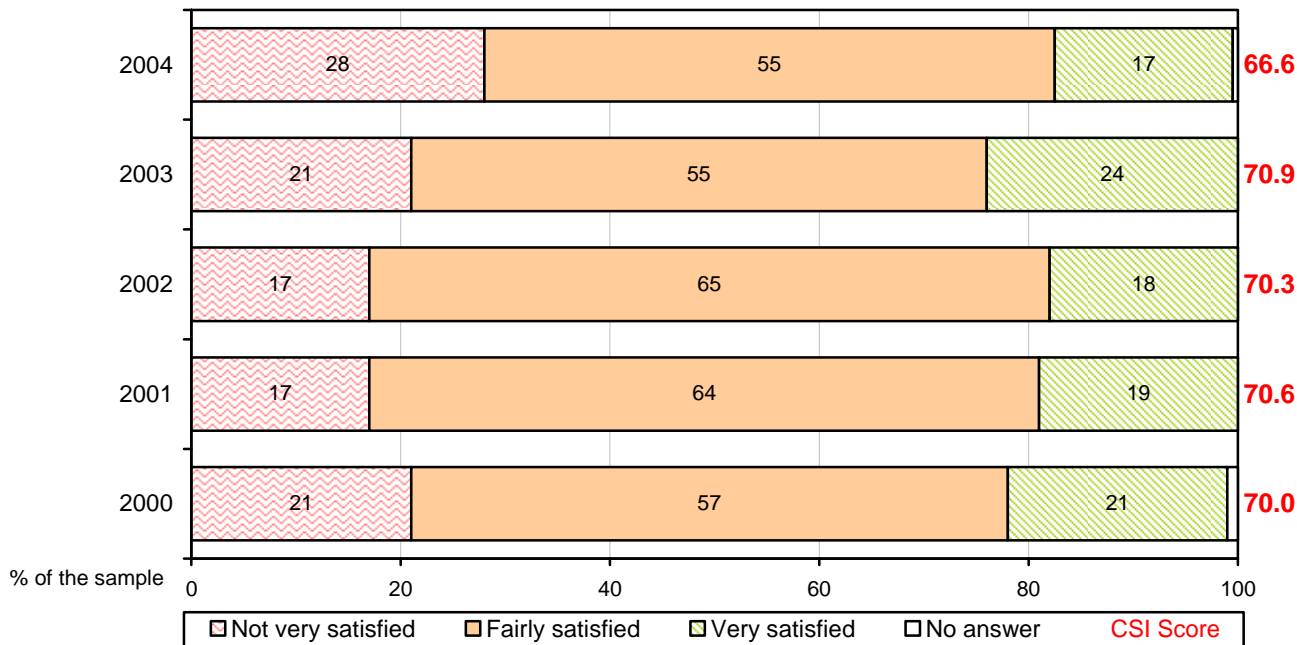
Overall, the CSI scores show that most of the respondents are very satisfied with the quality of the roads.



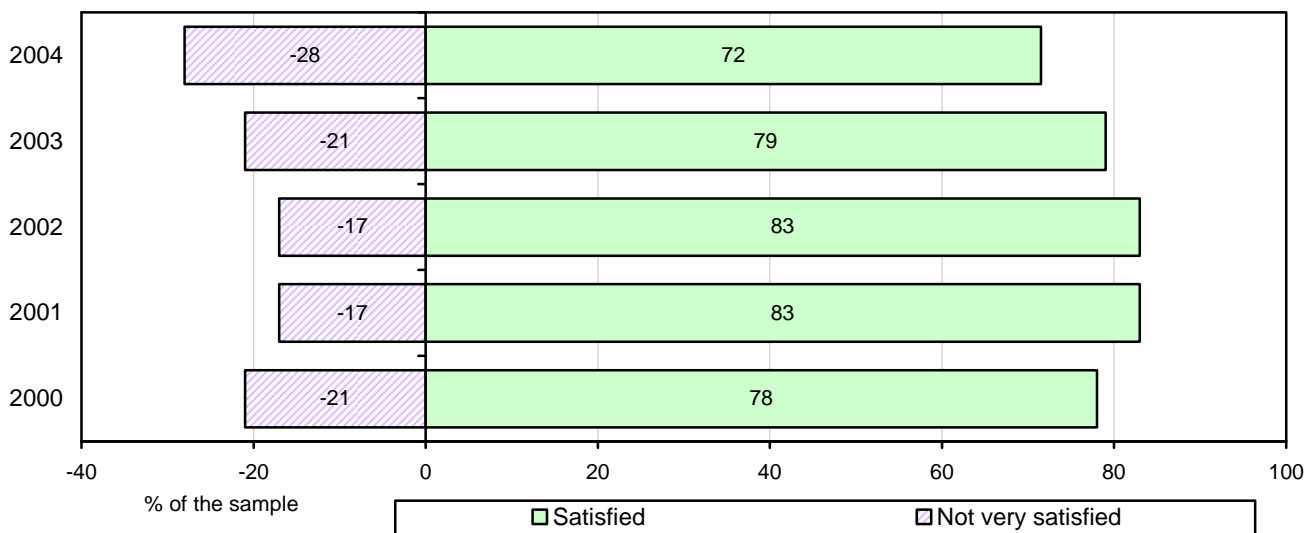


**Quality of the roads Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the quality of the roads using the previous 3 point scale<sup>54</sup> and an estimated CSI score <sup>55</sup> for each year. This shows that 17% are very satisfied with the quality of the roads with a further 55% being fairly satisfied. However, a quarter of the sample, 28% of respondents were not very satisfied with the roads. The CSI score is lower than 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 less satisfied and more not very satisfied respondents this year.



<sup>54</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

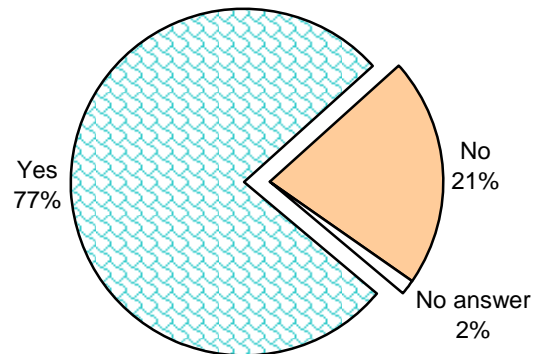
<sup>55</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Television Advertisement

Respondents were asked “*have you seen the advertisement on TV about Whakatane this year.*”

Over three quarters of the respondents, 77% recalled seeing the advertisement for Whakatane on television.

A fifth of the respondents, 21% did not recall the advert. The remaining 2% did not answer this question.



The chart opposite compares the proportion of each sub group who recall the advertisement on TV.

There is a significant difference in the proportion that recalls the advertisement on TV by ward. This varies from 83% in Whakatane to just 56% for respondents from Murupara / Galatea.

Women were as likely as men to recall the advertisement on TV, 77%

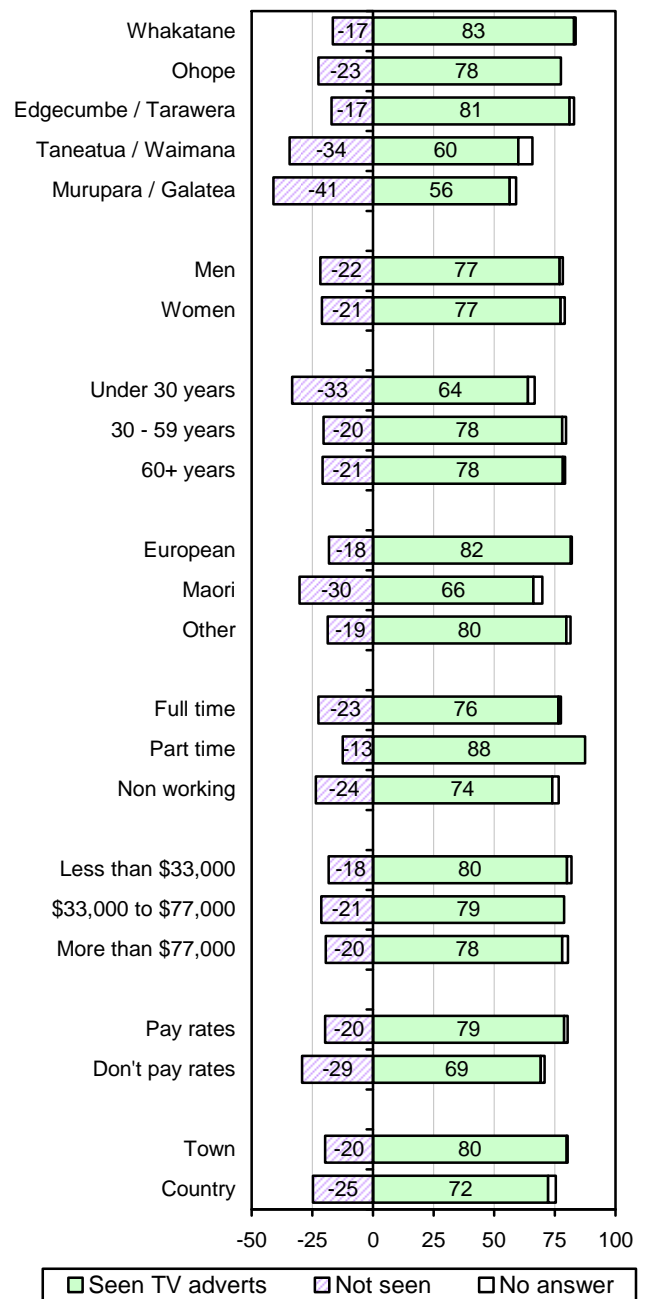
Two thirds of the respondents (64%) aged under 30 recalled the advertisement on TV versus 78% for those aged over 30.

Those of European descent are significantly more likely to have recalled the advertisement on TV than those of Maori descent.

Household income appears to have little impact on recall for the advertisement on TV.

Those who pay rates are significantly more likely to have recalled the advertisement on TV than those who are renting.

The respondents from the urban areas were significantly more likely to recall the advertisement on TV than those from the rural areas.

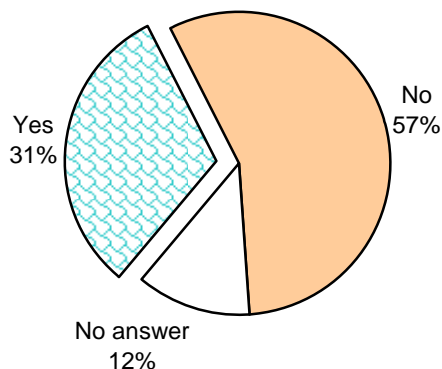


## Christmas Card

Respondents were asked “did you or someone in your household send out the Whakatane Christmas card that was included with the October rates invoice.”

Just under a third of the respondents, 31% said they sent out the Whakatane Christmas card this year.

The larger proportion, just over half the sample said they did not send this out, 57%. The other eighth of the respondents did not answer this question.



The chart opposite compares the proportion of each sub group who sent the Christmas card.

There is little difference in the proportion that sent the Christmas card by ward although respondents from Murupara / Galatea were more likely not to answer this question.

Women were significantly more likely to have sent the Christmas card than men, 35% versus 26%.

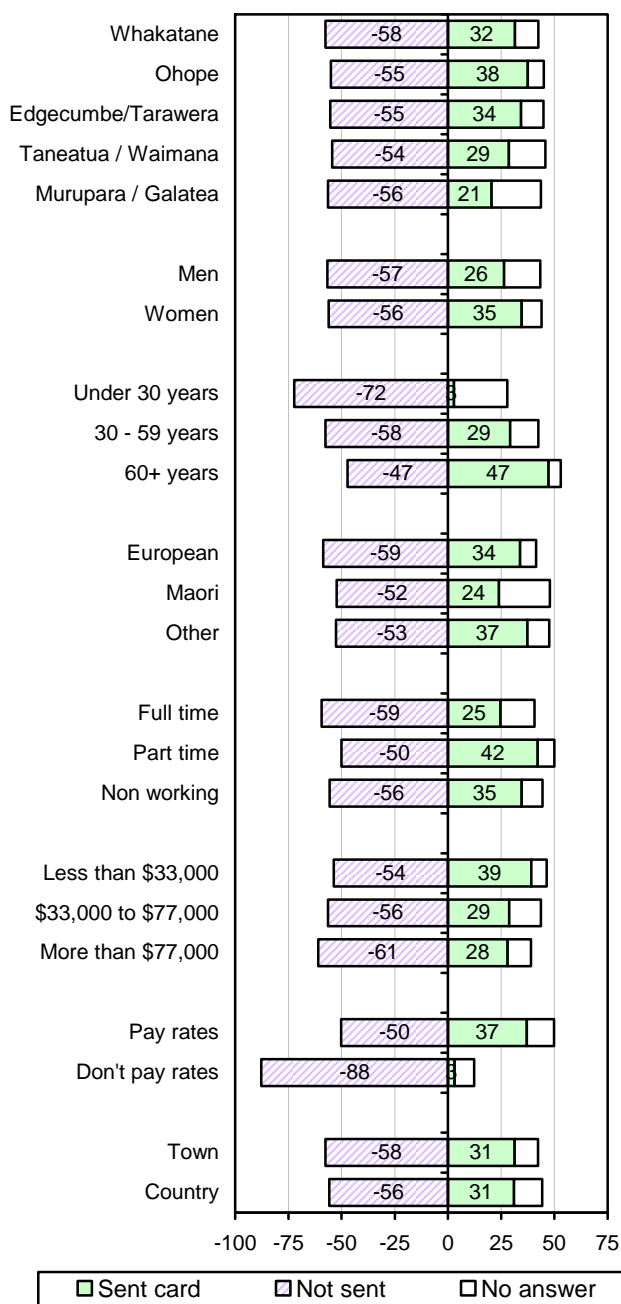
Age appears to have some bearing on whether the Christmas card was sent or not. Only 3% of respondents aged under 30 sent the Christmas card versus 29% for those aged 30 – 59 and 47% for those aged over 60.

Those of European descent are significantly more likely to have sent the Christmas card than those of Maori descent.

Household income appears to have some impact, as the lower the household income the more likely they were to have sent the Christmas card.

Those who pay rates are significantly more likely to have sent the Christmas card than those who are renting. But this may reflect the fact Council letters are not posted to rental houses but to the landlord).

The respondents from the urban areas were as likely to have sent the Christmas card as those from the rural areas.



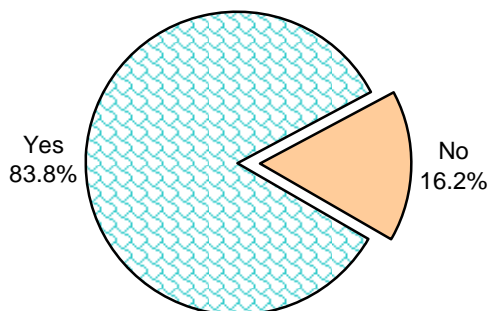
# Value from rates

## Pay Rates or not

Respondents were asked “Do you pay rates to the Whakatane District Council.”

Over four fifths of the respondents, 84% said they paid rates to the Whakatane District Council.

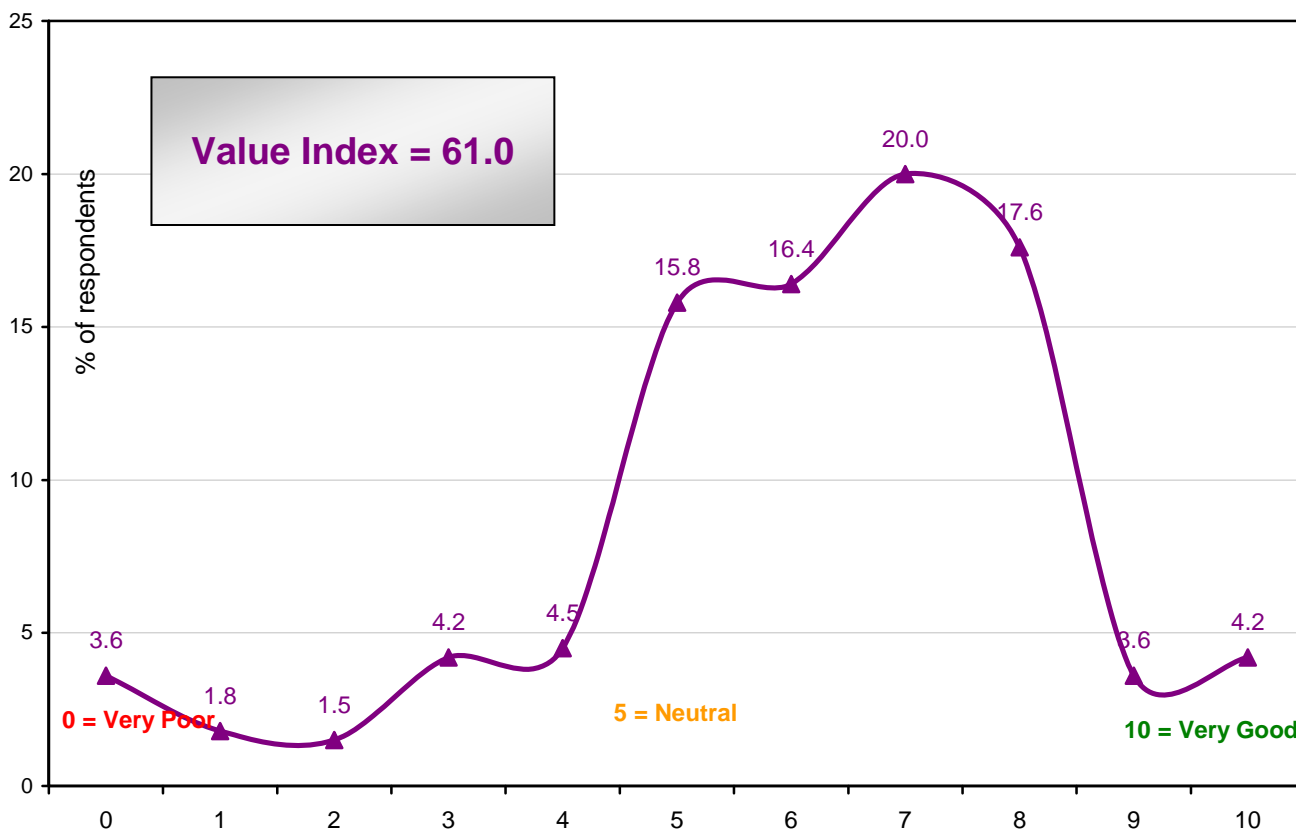
A sixth of the sample said they did not pay rates.



The respondents who did pay rates were then asked the following ‘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. .

The majority of respondents rate the value they get for their residential rates positively. Just under half of the respondents, 45% thought they had good value (scores of 7 – 10) including 4% who rated the value from rates with a score of 10 out of 10. A further 4% rated this at nine while a fifth of the sample, 18% rated the value from rates a very credible 8.

A third of the sample, 37% were neutral (scores 4 – 6) while 37 respondents (11%), were actually dissatisfied. The Value Index was 61.0, a score that shows that on average respondents think they get good value for their rates.



**Value for Money by demographics**

The chart opposite compares the value for money from rates by the various sub groups of interest. On average the Value Index was 61.0 but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The value for money of rates varies by ward with the Value Index ranging from 70 for respondents from Ohope down to 46.7 for the respondents from Taneatua / Waimana.

Women think they get slightly better value from their rates than men but both are positive.

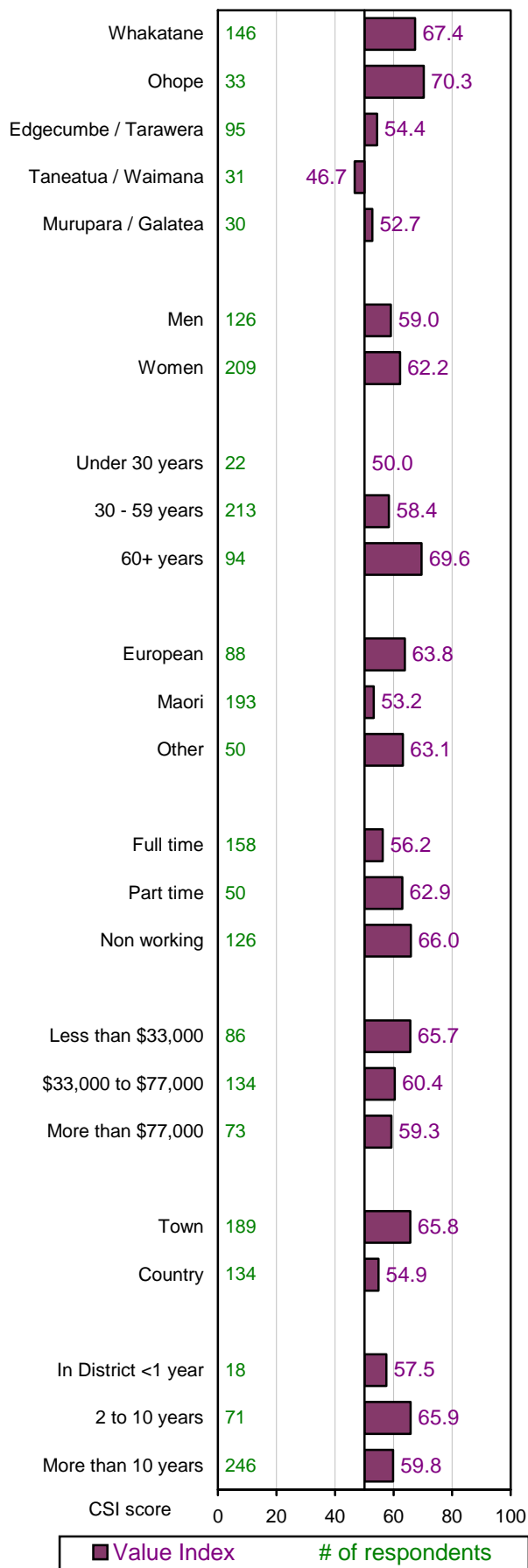
Age appears to have a significant impact on the level of satisfaction with the value for money of rates. The Value index for those aged over 60 was 70 versus 58 for those aged 30 – 59 and 50 for those aged under 30.

Respondents of European descent think they get better value for money from their rates than those of Maori descent. .

Household income appears to have some effect on the feeling of value for money with rates, with respondents from the higher income households being the least satisfied.

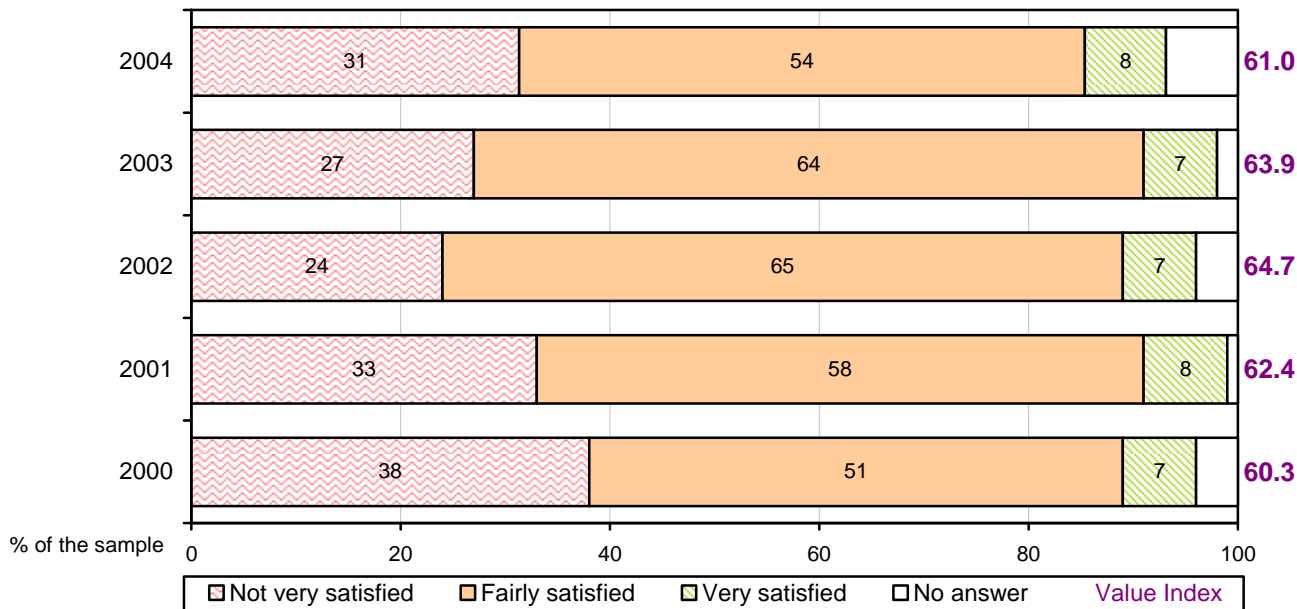
Respondents from the urban areas rate the value for money for their rates significantly higher than those from the rural areas.

Overall, the Value Index shows that most of the sub groups think they get good value for their rates but there are a few noticeable exceptions to this rule.

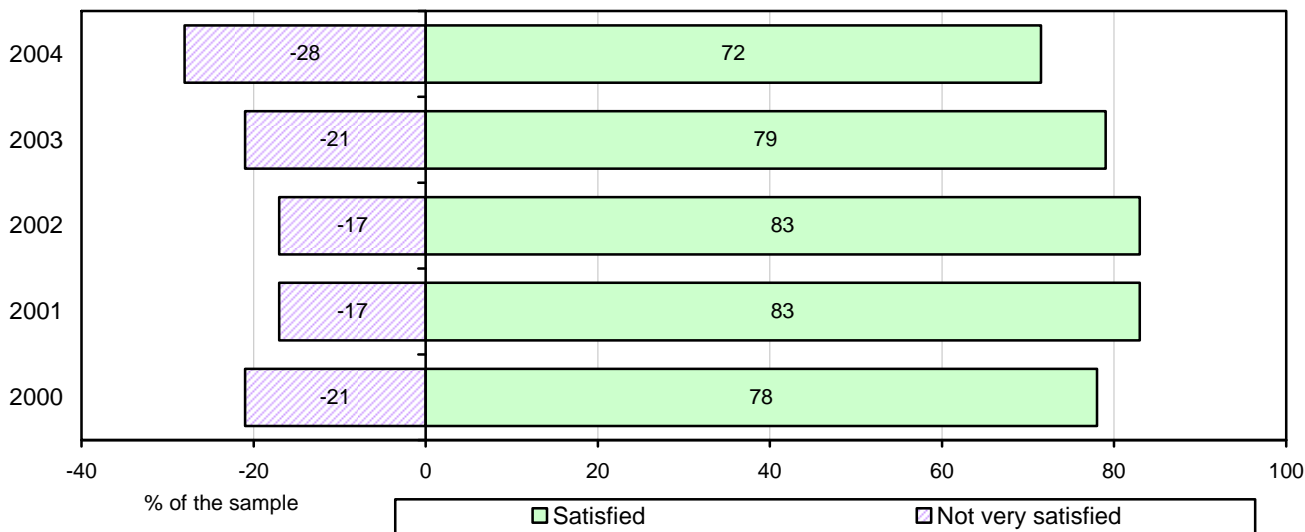


**Value for Rates Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the value for rates using the previous 3 point scale<sup>56</sup> and an estimated Value Index <sup>57</sup> for each year. This shows that 8% are very satisfied with the value for rates with a further 54% being fairly satisfied. However, a third of the sample, 31% of respondents were not very satisfied with the value for rates. The Value Index is slightly lower than 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 with the value for rates shows that there are less satisfied and more not very satisfied respondents this year.



<sup>56</sup> The current 11 point value scale (0 = very poor to 10 = very good) has been fitted to the old 3 point scale on the basis that value scores of 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

<sup>57</sup> The Value Index converts each respondents answer across the value scale to an index out of 100 – refer Methodology Section. For the previous years the Value Index is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

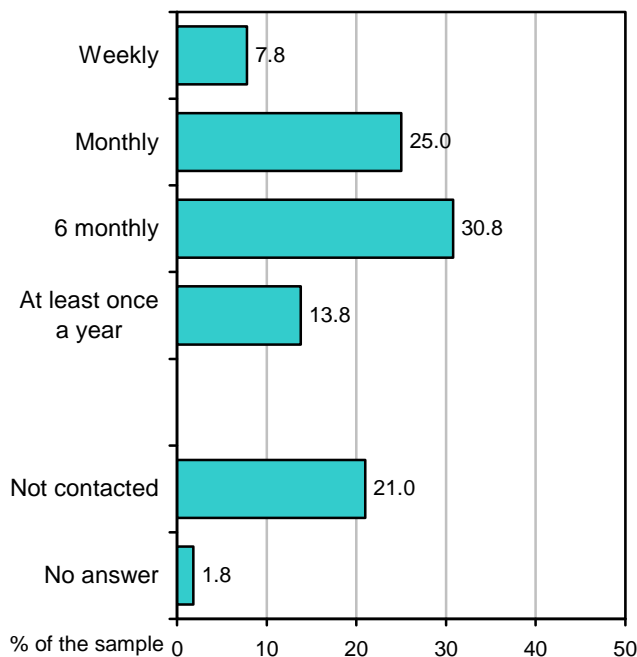
## Council Staff

Respondents were asked 'thinking now about the management and 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'.

The wording for this question has changed from that used historically with respondents asked 'how often they have contacted Council Offices in the past twelve months' where previously this was asked as 'have you contacted in the past 12 months' without a frequency consideration.

Just over three quarters of the sample, 77% said they contacted the Council offices at least once in the past 12 months. Most of these respondents had made contact on a 6 monthly (31%) or monthly (25%) basis.

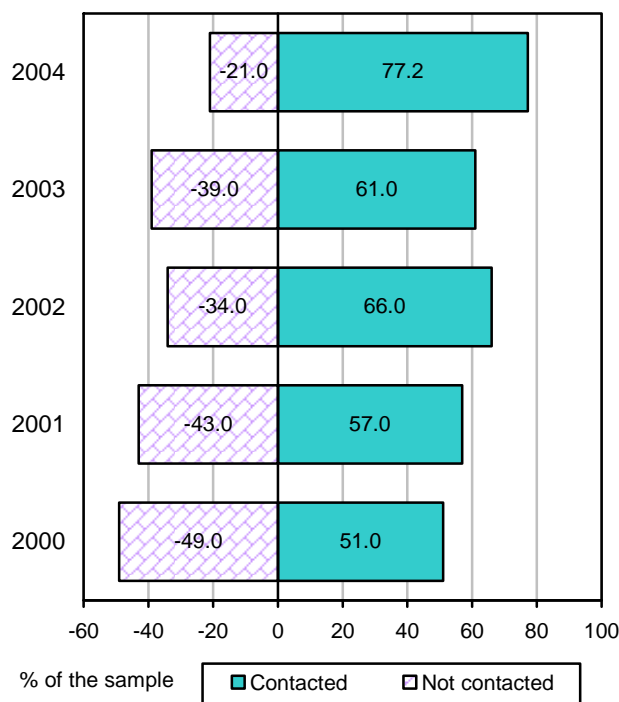
A fifth of the sample, 21% of the respondents said they never contacted the Council offices.



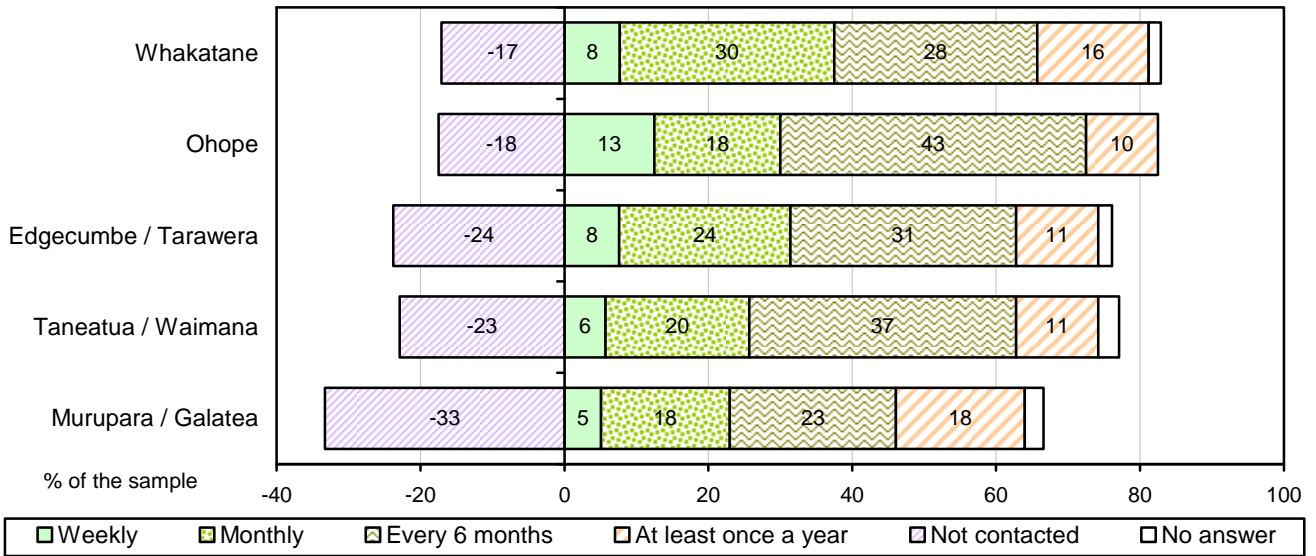
Comparing the history of contacting the Council shows that this is a higher proportion of respondents contacting Council staff.

This probably reflects the changed wording from have you contacted Council offices to have you contacted Council staff.

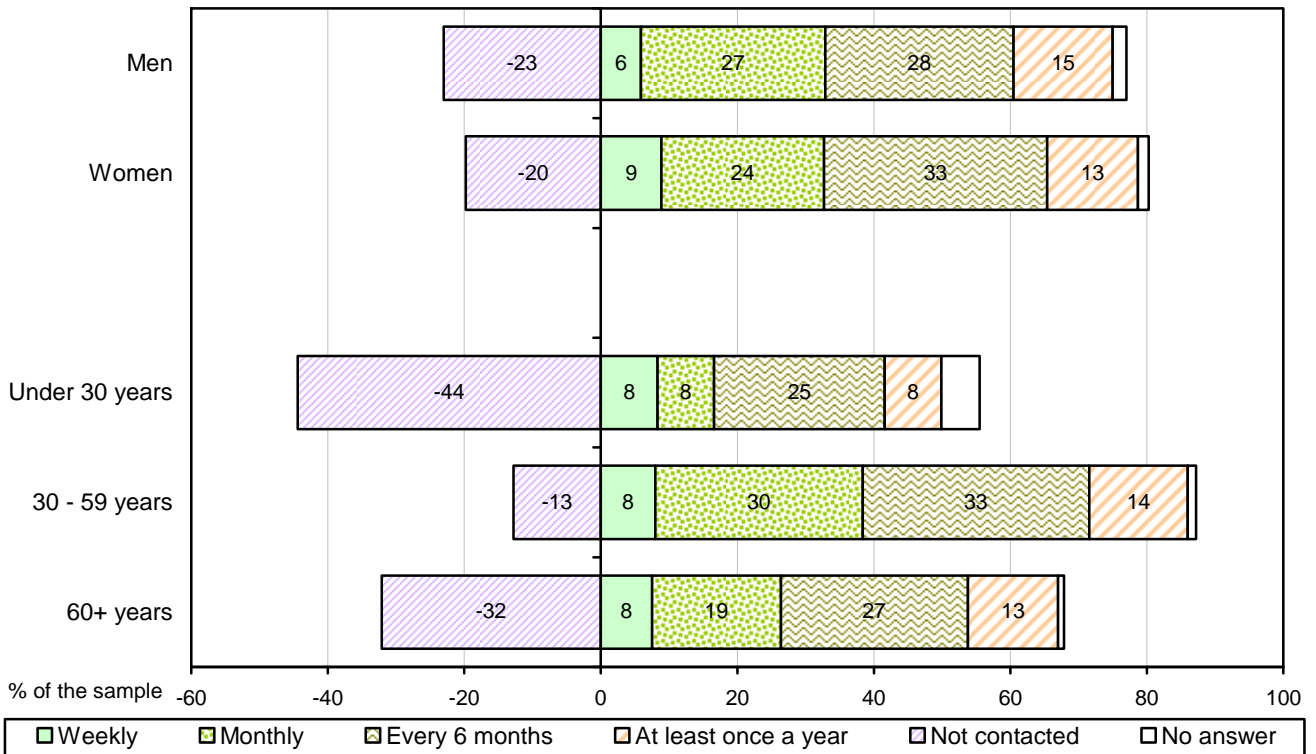
However, as per previous years the majority of respondents had made contact with Council staff.



There are some minor variations between the wards with respondents from Whakatane (81%) and Ohope (82%) wards being more likely to have contacted the Council while those from Murupara / Galatea are more likely to have not contacted Council staff at all (33%).

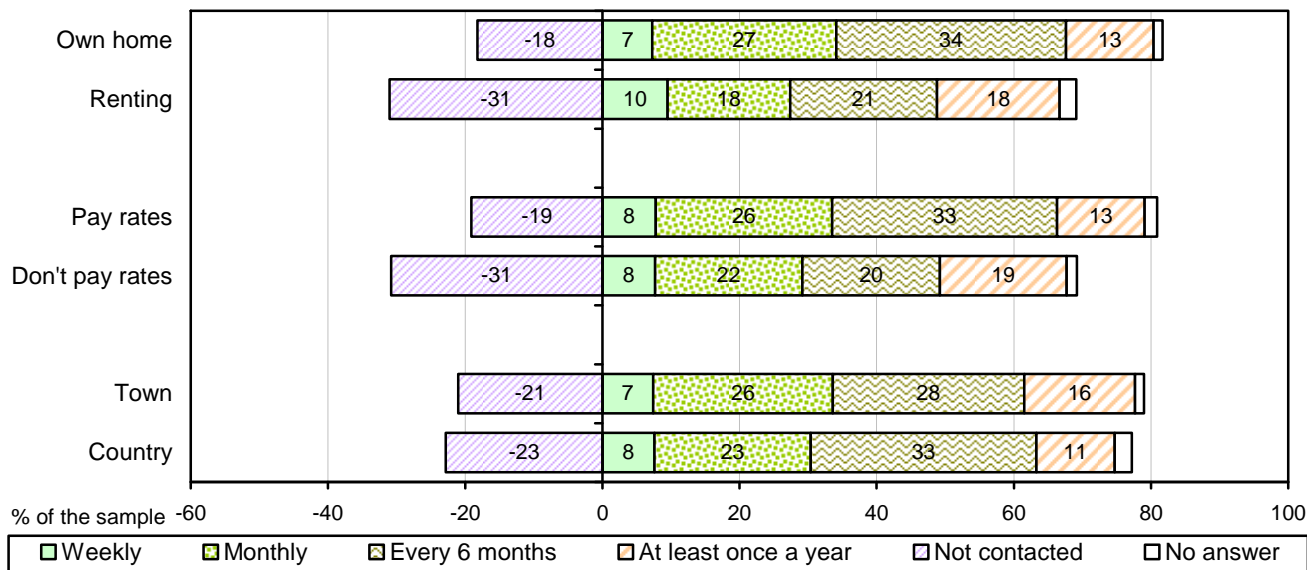


Women are slightly more likely, than men, to have contacted Council staff in the past 12 months, 80% and 75% respectively. Those aged under 30 are the most likely not to have contacted Council staff, 44% versus 13% for those aged 30 to 59 and 32% for those aged over 60.





Those respondents who live in their own home are more likely to be contacted Council staff, 80% than those who are renting, 67%. Those who live in the country are only slightly less likely to have contacted Council staff in the past year, 75% versus 78% for those who live in town.



The subgroups that were significantly **more likely** to have contacted Council staff at least monthly included:

- Those aged 30 – 59 years, 38% of the subgroup (99% confidence level)
- Those from the Whakatane Ward, 38% of the subgroup (95% confidence level).
- Those working full time, 37% of the subgroup (95% confidence level).
- Those with a household income between \$33,000 and \$77,000, 41% of the subgroup (99% confidence level).

Those significantly **more likely NOT** to have contacted the Council in the past year included:

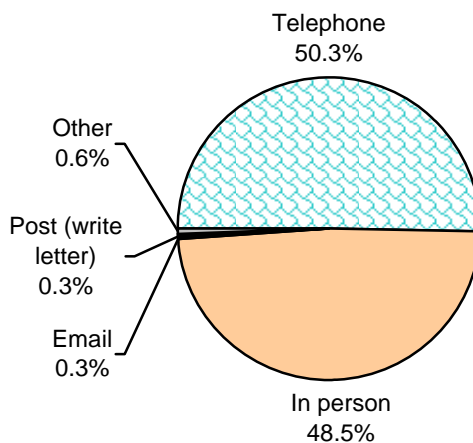
- Those aged under 30 years 44% of the subgroup (99% confidence level)
- Those from the Murupara / Galatea Ward, 33% of the subgroup (95% confidence level).
- Those who do not pay rates, 31% (95% confidence level).
- Those of Maori descent, 30% of the subgroup (95% confidence level).

**How contacted**

Respondents were asked “how do you normally contact the Council.”

Half of the respondents, 50% said they normally contacted the Whakatane District Council by telephone. A further 49% said they made contact in person.

Only 1 person said they normally contacted by post or email. A sixth of the sample said they did not pay rates. Others included those who said they phoned and contacted in person on an equal basis.

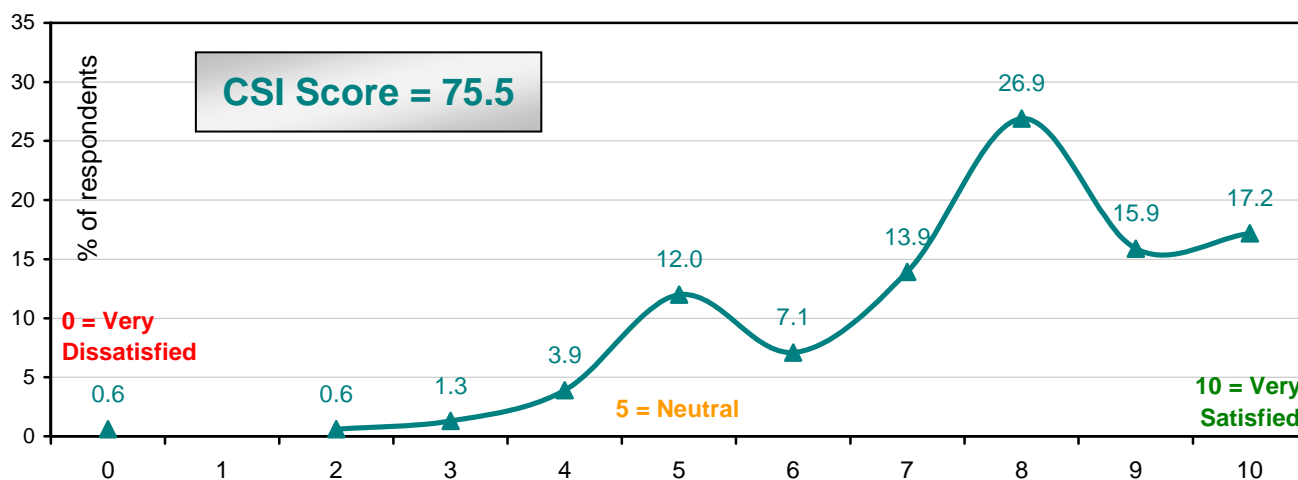


### Council Staff –satisfaction with service

Respondents who had contact with the Council staff in the past year were asked how satisfied they were with the service received from Council staff, using a scale from 0 being very dissatisfied to 10 being very satisfied.

The majority of those who contacted the Council staff rate their overall satisfaction with the staff positively. Just under three quarters of these respondents, 74% were satisfied (scores of 7 – 10) and 17% rated the Council staff with a score of 10 out of 10. A further 16% rated this at nine while a quarter of those who contacted the Council staff, 27% rated the staff a very credible 8.

Almost a quarter of the sub group, 23% of those who contacted the Council staff were neutral (scores 4 – 6) while 8 respondents (3%), were actually dissatisfied. The Customer Satisfaction Index was 75.5, a score that shows very good levels of satisfaction.



#### Important Note:

When verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are coded for each category for analysis purposes. These are also repeated under each relevant section of the verbatim report.

The full list of verbatim comments is included in the appendix.

In total 56 of those who contacted the Council staff (18.5%) rated their satisfaction with the staff at less than 6 on the 11 point scale. These respondents were asked why they were not satisfied with the service from the staff. There were a variety of themes to this open question with the most common being the lack of efficiency or time delays. This was mentioned by 12 of the 59 respondents and included comments like: (SS = satisfaction score) <sup>58</sup>

*'It's just a job for them' Area: Murupara (SS = 3)*

*'Paid for a house extension permit, and we waited for ages for it and they said we hadn't paid'  
Area: Whakatane (SS = 3)*

*'Because they take ages to answer the phone' Area: Te Teko (SS = 4)*

<sup>58</sup> Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

*'Don't like being put on hold for a long time and would like prompt and efficient service' Area: Te Teko (SS = 4)*

*'I have had some real bad service in the last month, they have made up information and given it to me and when I rung up again they said they would send me more information and they haven't' Area: Whakatane (SS = 4)*

*'After my complaint about an over grown hedge it took the Council 6 months to get around to doing it and they didn't do a good job' Area: Whakatane (SS = 5)*

*'Because they can't work outside their boundaries. Are not overly helpful' Area: Whakatane (SS = 5)*

*'I recently visited the Council about getting back the surplus of money in my rates account and the female who assisted me was very unhelpful and the money wasn't refunded for over a week' Area: Taneatua (SS = 5)*

*'I was kept waiting. A system should be put into place to minimise queuing at the Council office' Area: Whakatane (SS = 5)*

*'Not always a lot of people on the counter so you have to queue at Council buildings, they should smile more' Area: Whakatane (SS = 5)*

*'Slow repairs for water supply' Area: Te Teko (SS = 5)*

*'Some are very polite and some make you wait for a long time' Area: Te Teko (SS = 5)*

The second theme covered concerns with the service or services provided by the staff but this was articulated in many different ways. This was mentioned by 12 of the 59 respondents who commented:

*'Paid for a house extension permit, and we waited for ages for it and they said we hadn't paid' Area: Whakatane (SS = 3)*

*'Because I hate voice mail. It's not the voice mail that collects the wages. Somebody sits in that room. They can answer their jolly phone and do their job' Area: Te Teko (SS = 3)*

*'There is just not enough being done concerning peoples needs' Area: Murupara (SS = 4)*

*'They are not proactive' Area: Whakatane (SS = 4)*

*'After my complaint about an over grown hedge it took the Council 6 months to get around to doing it and they didn't do a good job' Area: Whakatane (SS = 5)*

*'Because they can't work outside their boundaries. Are not overly helpful' Area: Whakatane (SS = 5)*

*'Because have had some good service and some not so good service form some building inspectors' Area: Whakatane (SS = 5)*

*'Don't see them as exercising any brainpower; seem to be sheep. (see n. 11)' Area: Murupara (SS = 5)*

*'I phoned about a noise complaint and they did not respond' Area: Whakatane (SS = 5)*

*'Service form clerical staff is excellent. Managerial staff is not very good though. Positions could be filled by better suited employees' Area: Whakatane (SS = 5)*

*'They could not answer questions asked' Area: Waimana (SS = 5)*

*'They weren't prepared to contribute to any re-grassing of Council land (verge) outside property ' Area: Whakatane (SS = 5)*

The third theme revolved around communication or the lack of it. This was mentioned by 9 of the 59 respondents and included comments like:

*'They have given a big run around, bad communication, over charging' Area: Ohope (SS = 2)*

*'Because I hate voice mail. It's not the voice mail that collects the wages. Somebody sits in that room. They can answer their jolly phone and do their job' Area: Te Teko (SS = 3)*

*'I have had some real bad service in the last month, they have made up information and given it to me and when I rung up again they said they would send me more information and they haven't' Area: Whakatane (SS = 4)*

*'Them being stuck in the middle of what they don't know anything about and you ask questions and they don't give you an answer and then some one else is elected and you repeat the process' Area: Taneatua (SS = 4)*

*'Very hard to approach' Area: Whakatane (SS = 4)*

*'A few calls I have made have not been returned, and they make a lot of promises they won't keep' Area: Edgecumbe (SS = 5)*

*'Couldn't get through to contact them ' Area: Ohope (SS = 5)*

*'Had few issues; lack of information' Area: Ohope (SS = 5)*

*'They are hard to get on to and there is a lot of red tape and they are very good at passing the buck' Area: Whakatane (SS = 5)*

A similar number (9 of the 59 respondents) mentioned general concerns with the staff. These comments included:

*'Not customer focussed; staff are rude and obnoxious' Area: Whakatane (SS = 3)*

*'Library museum, good job, but planning people etc some seem to have attitude to be bureaucratic not practical, reception staff really good' Area: Edgecumbe (SS = 4)*

*'Their attitude' Area: Te Teko (SS = 4)*

*'Because they can't work outside their boundaries. Are not overly helpful' Area: Whakatane (SS = 5)*

*'I recently visited the Council about getting back the surplus of money in my rates account and the female who assisted me was very unhelpful and the money wasn't refunded for over a week' Area: Taneatua (SS = 5)*

*'Bad experience, from a management person' Area: Edgecumbe (SS = 5)*

*'Depends who you get on the counter' Area: Whakatane (SS = 5)*

*'Happy with museum and library staff. Very dissatisfied Council office staff, difficult to deal with' Area: Whakatane (SS = 5)*

*'When I rung the Council she didn't say when she was going to fix my problem or even seem like she cared' Area: Edgecumbe (SS = 5)*

A few respondents (5 of the 59) mentioned the lack of accountability or follow up with comments like:

*'Not being accountable for what they were doing' Area: Te Teko (SS = 4)*

*'A few calls I have made have not been returned, and they make a lot of promises they won't keep' Area: Edgecumbe (SS = 5)*

*'They are hard to get on to and there is a lot of red tape and they are very good at passing the buck' Area: Whakatane (SS = 5)*

*'I had to ring up once and got fobbed off' Area: Te Teko (SS = 5)*

*'No-one will take responsibility for a problem that a ratepayer has' Area: Whakatane (SS = 5)*

Others (4 of the 59 respondents) commented specifically on dog control. These comments included:

*'They are not doing anything about the dogs, all they worry about is the gardens' Area: Edgecumbe (SS = 0)*

*'Service from Animal Control is slack; they wait until an animal bites you before they do anything' Area: Murupara (SS = 2)*

*'The dog control is poor' Area: Whakatane (SS = 4)*

*'Only on one occasion there was a dog that was here and it wasn't mine and I got charged for it and 3 years later I was still fined for it' Area: Murupara (SS = 5)*

There was a range of other comments which included:

*'The library staff get a ten. Antiquated, incompetent billing and monitoring system for the water. The office system' Area: Edgecumbe (SS = 0)*

*'Paid for a house extension permit, and we waited for ages for it and they said we hadn't paid' Area: Whakatane (SS = 3)*

*'They weren't prepared to contribute to any re-grassing of Council land (verge) outside property ' Area: Whakatane (SS = 5)*

*'They are making the Resource Management Act a nightmare. They are not encouraging development in this town because of this Act' Area: Whakatane (SS = 4)*

*'Because I don't know what goes on in the Council' Area: Taneatua (SS = 5)*

*'Clean up the gutters' Area: Whakatane (SS = 5)*

*'Fencing laws within the Council are shabby' Area: Whakatane (SS = 5)*

*'The Kope upgrade' Area: Whakatane (SS = 5)*

*'When I do read the paper, some of them I'm not happy with what they say in the paper' Area: Te Teko (SS = 5)*

*'With the exception of the library staff' Area: Whakatane (SS = 5)*

A number of respondents whose scores implied they were less than satisfied with the service from the staff made positive comments (9 of the 59 respondents). These comments included:

*'The library staff get a ten. Antiquated, incompetent billing and monitoring system for the water. The office system' Area: Edgecumbe (SS = 0)*

*'Library, museum, good job, but planning people etc some seem to have attitude to be bureaucratic not practical, reception staff really good' Area: Edgecumbe (SS = 4)*

*'Some are very polite and some make you wait for a long time' Area: Te Teko (SS = 5)*

*'Because have had some good service and some not so good service form some building inspectors' Area: Whakatane (SS = 5)*

*'Service form clerical staff is excellent. Managerial staff is not very good though. Positions could be filled by better suited employees' Area: Whakatane (SS = 5)*

*'Happy with museum and library staff. Very dissatisfied Council office staff, difficult to deal with' Area: Whakatane (SS = 5)*

*'Staff are pleasant; happy' Area: Taneatua (SS = 5)*

*'The Council staff in my ward are wonderful, but I can't rate the staff in Whakatane and the other wards' Area: Murupara (SS = 5)*

*'They do their job and we get results' Area: Whakatane (SS = 5)*

**Council Staff Satisfaction by Demographics**

The chart opposite compares the CSI scores for the service from Council staff by the various sub groups of interest. On average the CSI score was 75.5 for the staff but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies little by ward ranging from 72.5 for Edgecumbe / Tarawera up to 76.8 for respondents from Murupara / Galatea.

Women are no more or less satisfied with the service from staff than men.

The CSI score for those aged over 60 was 81 versus 74 for those aged 30 – 59 and 72 for those aged under 30. This again reflects that older respondents are generally easier to please.

Respondents of European descent are marginally more satisfied with the service from Council staff than those from Maori descent.

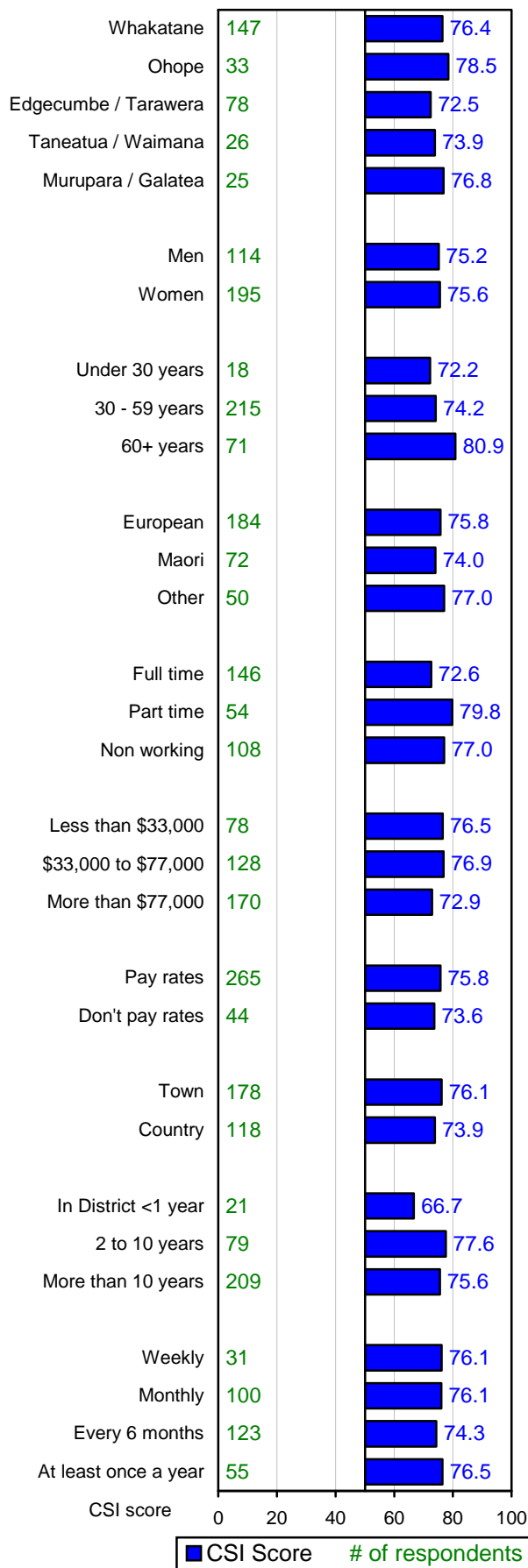
Those who pay rates are more satisfied with the service from Council staff than those who do not pay rates.

Those from the urban areas who have contact with Council staff rate the service from staff slightly higher than those from the rural areas.

There is limited difference in the level of satisfaction based on the frequency of contacting the Council staff.

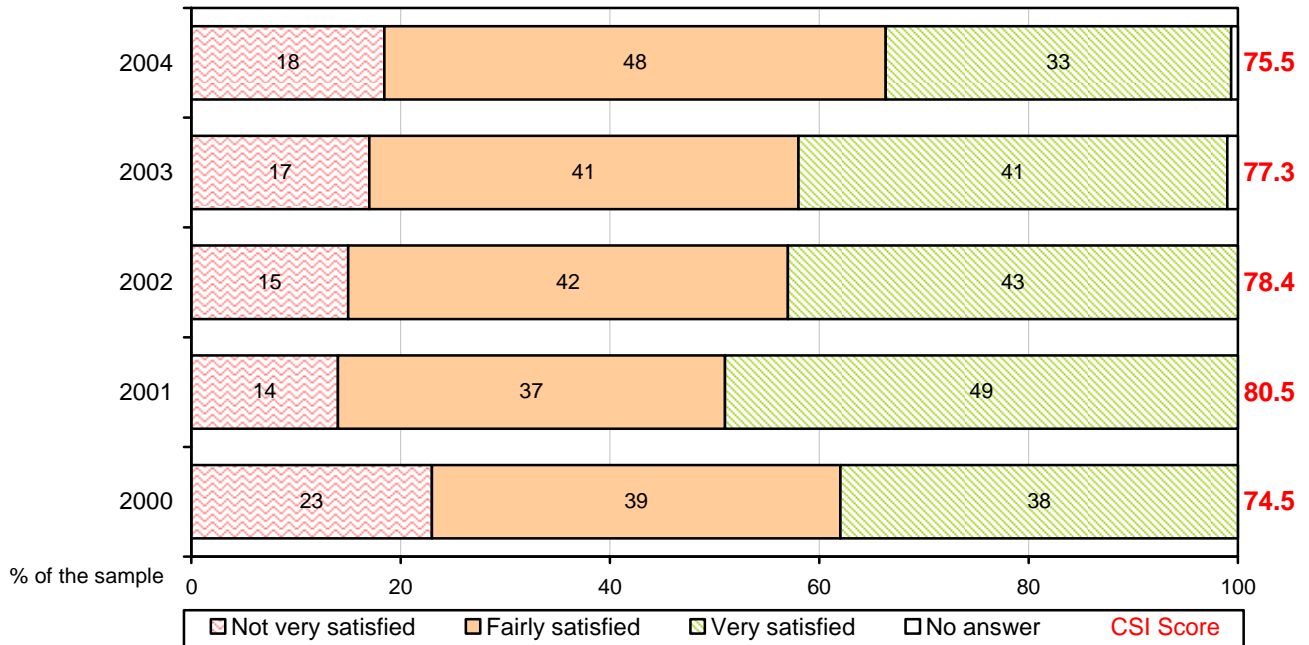
Those who are new to the district rate the service from staff much lower than those who have been in the area for longer than a year.

Overall, the CSI scores show that most of the respondents are modestly satisfied with the service from Council staff. However the CSI scores also imply there are opportunities for improvement.

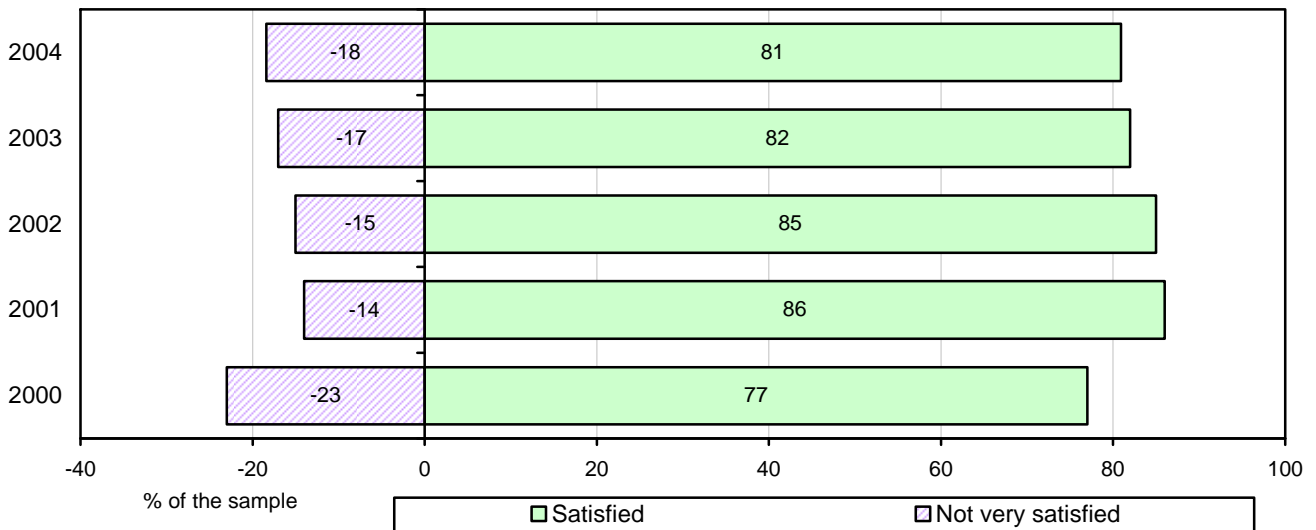


**Council Staff Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the service from Council staff using the previous 3 point scale<sup>59</sup> and an estimated CSI score<sup>60</sup> for each year. This shows that the largest group of respondents who had contact with the staff, 48% are fairly satisfied with the service from staff with a further 33% being very satisfied. A fifth of the respondents, 18% were not very satisfied. The CSI score is lower than recent years but that could be caused by the changed scale.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are similar proportions of satisfied and not very satisfied respondents this year when compared with 2003.



<sup>59</sup> 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 9 or 10 = Very Satisfied, scores from 6 to 8 = Fairly Satisfied and scores from 0 – 5 = Not Very Satisfied.

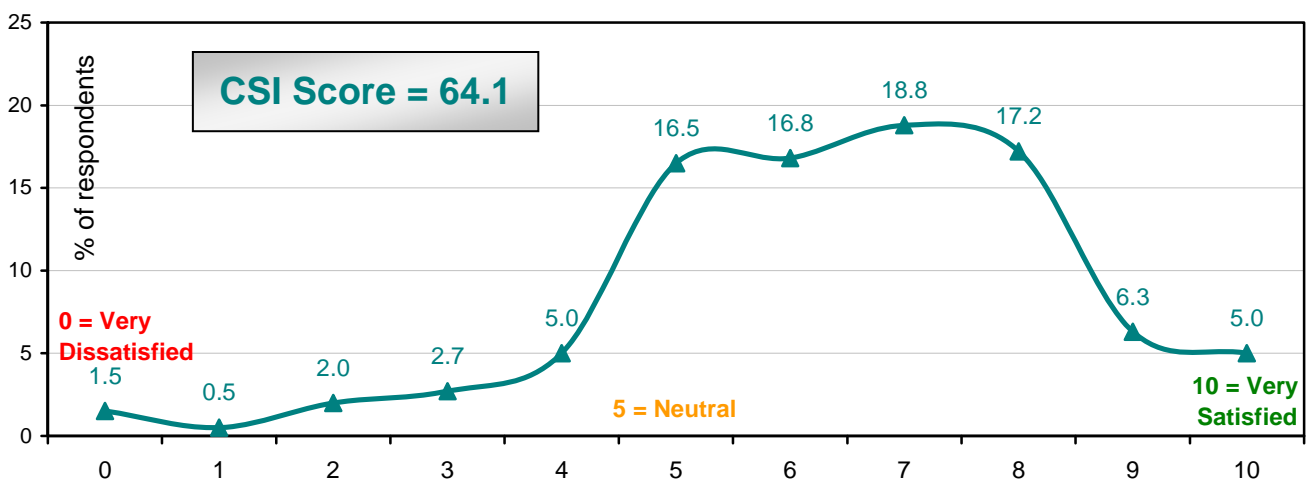
<sup>60</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Very Satisfied = 100, Fairly Satisfied = 70 and Not Very Satisfied = 40

## Elected Members – satisfaction

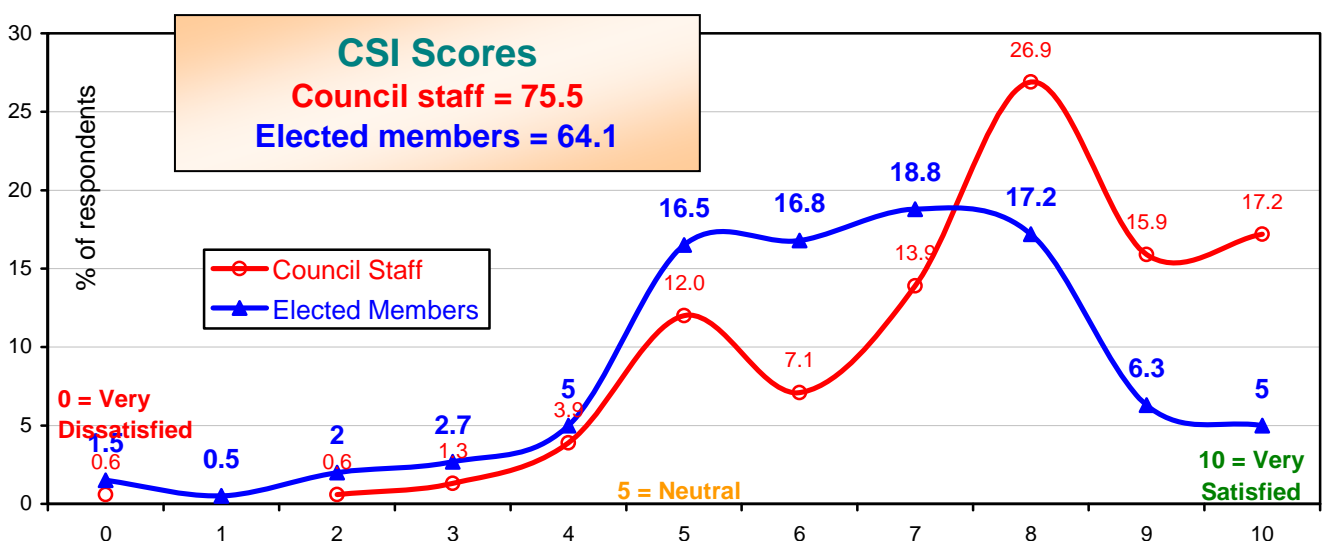
Respondents were asked “Council is made up of two main groups – the elected members (the Councillors and Mayor) and secondly the management and staff of Council that provide the various services and manage the various facilities. Overall taking everything that has happened in the past year and using 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 (e.g. the Mayor and Councillors)?”

The majority of the respondents rate their satisfaction with the overall performance of the elected members of Council in the past year positively. Just under half of the respondents, 47% were satisfied (scores of 7 – 10) although only 5% rated the elected members of Council with a score of 10 out of 10. A further 6% rated them at nine while a fifth of the sample, 17% rated the elected members of Council a very credible 8.

Over a third of the respondents, 38% rated the elected members of Council as neutral (scores 4 – 6) while 27 respondents (7%), were actually dissatisfied. The Customer Satisfaction Index was 64.1, a score that shows good levels of satisfaction.



Comparing the CSI scores of elected members with staff shows there are significant differences in the level of satisfaction. Most respondents rate the service from staff significantly higher than the overall performance from the elected members. However, this is quite normal as the elected members have a higher profile and frequently have to make the difficult decisions for the District. Conversely Council staff are generally providing a service the respondents have requested i.e. we are generally more satisfied when we get something we have asked for.





**Important Note:**

When verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are coded for each category for analysis purposes. These are also repeated under each relevant section of the verbatim report.

The full list of verbatim comments is included in the appendix.

In total 113 respondents (28.3%) rated their satisfaction with the overall performance of the elected members of Council in the past year at less than 6 on the 11 point scale. These respondents were asked why they were not satisfied with the performance of the elected members. There were a variety of themes to this open question with the most common theme revolving around concerns with the performance of the elected members. This was mentioned by 40 of the 113 respondents and included comments like: (SS = satisfaction score) <sup>61</sup>

*'Don't do enough, they need to follow through with promises and respond to the complaints, there are far too many Councillors, don't like the mayor - quite incompetent'* Area: Edgecumbe (SS = 0)

*'Well one certain member (that was in the paper) only does thing to please himself'* Area: Edgecumbe (SS = 0)

*'I only like Rachel Brynes. She is a 100 % value and Tony Kirby should be on the Council and all the others are a waste of time'* Area: Te Teko (SS = 0)

*'Cos they don't do their jobs- they're all just in it for the money'* Area: Murupara (SS = 1)

*'They get out there and do election promises but don't actually do anything about it. They are using funds unnecessarily'* Area: Whakatane (SS = 2)

*'Not truthful with a lot of things'* Area: Whakatane (SS = 2)

*'Well because you hardly see them, they're only in the papers, and that's about all, never see them in the streets introducing themselves'* Area: Whakatane (SS = 2)

*'They are a bit narrow minded. They need to be more onto it. They have more personal interests. They have to look long term'* Area: Ohope (SS = 3)

*'Because they're there to butter their own nest, bloody woofers'* Area: Whakatane (SS = 3)

*'I don't necessarily agree with all the decisions they come to. Even though I rated most things quite high I feel they could work better/more efficiently for the betterment of the community'* Area: Ohope (SS = 4)

*'Basically having a lack of decisive decision making and overbearing management'* Area: Ohope (SS = 4)

*'Think there is some Council member with their own agendas'* Area: Taneatua (SS = 4)

*'I do not feel they are using our money appropriately. No one seems to be able to make a decision, they spend their time fighting and squabbling'* Area: Te Teko (SS = 4)

*'Because I think our Councillor doesn't represent us very well (David Wardlaw)'* Area: Waimana (SS = 4)

*'Because they could do a better job'* Area: Whakatane (SS = 4)

*'They spend too much money on other things; have not fulfilled their obligations to the people. They have their own agendas'* Area: Whakatane (SS = 4)

<sup>61</sup> Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

*'We are forever bending to the Maori. The people in Ruatoki seem to be let off on stuff like no rates or dog fees because its tribal land' Area: Whakatane (SS = 4)*

*'Think there needs to be greater transparency' Area: Ohope (SS = 4)*

*'I don't think they use our resources properly, not accountable' Area: Te Teko (SS = 4)*

*'Because when a problem arises, they don't want to take ownership of it or try to solve it, they try and wriggle around it' Area: Edgecumbe (SS = 5)*

*'I think that there is plenty of room for improvement' Area: Edgecumbe (SS = 5)*

*'There is far too much in-house fighting' Area: Edgecumbe (SS = 5)*

*'They don't do enough' Area: Edgecumbe (SS = 5)*

*'Too much in house fighting' Area: Edgecumbe (SS = 5)*

*'One guy is very pompous but he tries I suppose' Area: Murupara (SS = 5)*

*'Reading letters in the paper there seems to be some dissatisfaction and inconsistency' Area: Ohope (SS = 5)*

*'Some are a bit dubious. Some of the people who are voting for Council members should not be able to' Area: Ohope (SS = 5)*

*'They only get elected once every four years and you don't hear from them after that time and that's very poor on their part' Area: Taneatua (SS = 5)*

*'Seem to take forever to make their minds up' Area: Te Teko (SS = 5)*

*'Well there's a lot of issues that they seem to be in trouble about, hidden agendas and not declaring things' Area: Te Teko (SS = 5)*

*'They haven't done a great deal and don't listen to rural community' Area: Waimana (SS = 5)*

*'Things get pushed through that perhaps should have more time and thought given to them. Ratepayers should be consulted on more of the issues' Area: Waimana (SS = 5)*

*'I don't think they do a lot, but I think that's everywhere (like the government and such). There's a lot that they can do for the town. You vote for the best that's on there, but that's not the best' Area: Whakatane (SS = 5)*

*'Reckon they can do more! Lots of talk and no action' Area: Whakatane (SS = 5)*

*'Council members not community minded; too focussed on economic development. Have no youth or aged strategy; youth programmes, advocacy' Area: Whakatane (SS = 5)*

*'They seem to muck around and you don't know what they're up to all the time. And they don't tell you what's happening' Area: Whakatane (SS = 5)*

*'Although I'm happy with the services, I'm not happy with the board members' Area: Whakatane (SS = 5)*

*'Some of them are good some are not' Area: Whakatane (SS = 5)*

*'Cause they're old fuddy-duddies. Our town is stuck (about ten years) in the past, and they don't seem to have forward thinking' Area: Whakatane (SS = 5)*

*'They haven't excelled themselves or done what I expected them to do' Area: Whakatane (SS = 5)*

*'I think that they could do more' Area: Whakatane (SS = 5)*

*'Mainly because I have sat in on one or two meetings, and I wasn't impressed by the quality of questions asked by the members, and I am not very happy with the Mayor's overall attitude' Area: Whakatane (SS = 5)*

*'You can't find a person who is responsible for a problem that you have; undefined responsibilities' Area: Whakatane (SS = 5)*

The second theme covered concerns with the service or services provided by the Council (18 of the 113 respondents who commented) but this was articulated in many different ways including:

*'Don't do enough, they need to follow through with promises and respond to the complaints, there are far too many Councillors, don't like the mayor - quite incompetent' Area: Edgecumbe (SS = 0)*

*'No services from the Council' Area: Murupara (SS = 0)*

*'Nothing has ever been done in my area' Area: Waimana (SS = 0)*

*'Attitude towards new things in the area, general way they work, untidy' Area: Edgecumbe (SS = 1)*

*'I remembered when our community in Te Teko wanted our park done; it took a very long time, a couple of years, to get the skating rink in the park' Area: Te Teko (SS = 2)*

*'I feel that some areas get better attention than others. Living in Te Teko, it's not the flashiest of towns. But in Whakatane and Ohope, the grass verges on the sidewalk, the Council mows them. They don't mow ours' Area: Te Teko (SS = 3)*

*'When I've rung and asked questions; e.g. why charged late fee for rates paid by internet, wouldn't accept this method of payment, seemed to want to pull rank, had an attitude' Area: Murupara (SS = 4)*

*'We pay higher rates than in town, and they get more upgrading than we do. Our footpaths, our gutters, only get cleaned once a year' Area: Edgecumbe (SS = 5)*

*'There are still a lot of people burning cars and vandalism and the fighting that goes on, shootings and gangs' Area: Taneatua (SS = 5)*

*'There are things they need to look at and clean up around the town. For example: leaves from trees in the park make a huge mess on residential properties that these people have to clean' Area: Te Teko (SS = 5)*

*'Don't think the Council maintains the grass in between the roads-on main highway' Area: Te Teko (SS = 5)*

*'Council members not community minded; too focussed on economic development. Have no youth or aged strategy; youth programmes, advocacy' Area: Whakatane (SS = 5)*

*'They don't clean the environment well enough' Area: Whakatane (SS = 5)*

*'I have had many problems with getting a fence. The Council tried to help but the mayor kept dismissing it. It took 4 years to get the fence put up' Area: Whakatane (SS = 5)*

*'Everything has been pretty average - taken about 8 years to fix one part of the road' Area: Whakatane (SS = 5)*

*'Kope upgrade' Area: Whakatane (SS = 5)*

*'There seems to be a lot of people carving up land and arguing, business people seem to have negative impact on Council' Area: Whakatane (SS = 5)*

*'Trying to build a building on commercial property and they are hassling me about parking etc' Area: Whakatane (SS = 5)*

The third theme revolved around concerns with rates dollars not being spent on the respondent's area. This was mentioned by 16 of the 113 respondents and included comments like:

*'There is an increase in the rates but no improvement in Edgecumbe. The money goes to Whakatane and the economy is going down at Edgecumbe. Not happy with the schools. General disappointment' Area: Edgecumbe (SS = 2)*

*'Because I think the deal is unfair. We try to create our recreation for kids and make the community drug free. No funding to fight against drugs. Whakatane is too far and use Rotorua more often' Area: Murupara (SS = 2)*

*'They do more for Whakatane than they do for my area' Area: Taneatua (SS = 2)*

*'I feel that some areas get better attention than others. Living in Te Teko, it's not the flashiest of towns. But in Whakatane and Ohope, the grass verges on the sidewalk, the Council mows them. They don't mow ours' Area: Te Teko (SS = 3)*

*'We got no sidewalk on one side of the street; the other side has no street lights. And it has holes in it, pretty dilapidated. Tauhei / Tarei Street, Te Teko' Area: Te Teko (SS = 3)*

*'We are out here in the sticks, don't get a lot' Area: Waimana (SS = 3)*

*'Because everything is done for the rich boys in the harbour. The money is not evenly distributed amongst the district' Area: Whakatane (SS = 3)*

*'I just feel all rates go into Whakatane township and don't help the outlying areas who pay just as much as everyone else' Area: Edgecumbe (SS = 4)*

*'We pay higher rates than in town, and they get more upgrading than we do. Our footpaths, our gutters, only get cleaned once a year' Area: Edgecumbe (SS = 5)*

*'That where I live is ignored' Area: Edgecumbe (SS = 5)*

*'Very little improvement in Edgecumbe; shops and streets don't look good. Town looks dreary. Whakatane looks very good; Kope village has been revamped; playground, paths' Area: Edgecumbe (SS = 5)*

*'I supposed it's because we're out in the wops and it's really hard to get things done out in our area' Area: Murupara (SS = 5)*

*'They don't do much, not for Murupara' Area: Murupara (SS = 5)*

*'As soon as you mention Taneatua they just turn their backs on you' Area: Taneatua (SS = 5)*

*'They spend our rates and we don't seem to get a lot back, and they take a long time to get in contact with them' Area: Whakatane (SS = 5)*

*'They don't do enough for rural areas' Area: Whakatane (SS = 5)*

A similar number (14 of the 113 respondents) mentioned financial concerns. These comments included:

*'We have queried why our rates are so high, when we do not have anything out here. Kawerau is cheaper, they have everything, their rates are lower, ours are higher, we have nothing' Area: Te Teko (SS = 0)*

*'There is an increase in the rates but no improvement in Edgecumbe. The money goes to Whakatane and the economy is going down at Edgecumbe. Not happy with the schools. General disappointment' Area: Edgecumbe (SS = 2)*

*'They get out there and do election promises but don't actually do anything about it. They are using funds unnecessarily' Area: Whakatane (SS = 2)*

*'Spending money on unnecessary projects' Area: Murupara (SS = 3)*

*'They need to bring in more money to spend more money on infrastructure' Area: Ohope (SS = 3)*

*'Because everything is done for the rich boys in the harbour. The money is not evenly distributed amongst the district' Area: Whakatane (SS = 3)*

*'When I've rung and asked questions; e.g. why charged late fee for rates paid by internet, wouldn't accept this method of payment, seemed to want to pull rank, had an attitude' Area: Murupara (SS = 4)*

*'I do not feel they are using our money appropriately. No one seems to be able to make a decision, they spend their time fighting and squabbling' Area: Te Teko (SS = 4)*

*'I don't think they use our resources properly, not accountable' Area: Te Teko (SS = 4)*

*'They spend too much money on other things; have not fulfilled their obligations to the people. They have their own agendas' Area: Whakatane (SS = 4)*

*'We are forever bending to the Maori. The people in Ruatoki seem to be let off on stuff like no rates or dog fees because its tribal land' Area: Whakatane (SS = 4)*

*'There's too many of them (Councillors). They shouldn't keep putting up the rates; they go up every year and are becoming a hassle for a person my age' Area: Whakatane (SS = 4)*

*'I don't agree with how they make the decisions on how and what money should be spent on' Area: Ohope (SS = 5)*

*'They spend our rates and we don't seem to get a lot back, and they take a long time to get in contact with them' Area: Whakatane (SS = 5)*

A few respondents (7 of the 113) mentioned the lack of consultation with the community with comments like:

*'They refuse public input and have insufficient public meetings' Area: Whakatane (SS = 3)*

*'Because I think too many things done behind doors, to secretively, not taking consideration of the public' Area: Taneatua (SS = 4)*

*'They do not listen to rate payers' Area: Whakatane (SS = 4)*

*'Because I am Maori, I feel there should be more Maori on the Council committee. They need to live in the situation (in the country area) to know what it's about and what happens' Area: Taneatua (SS = 5)*

*'They haven't done a great deal and don't listen to rural community' Area: Waimana (SS = 5)*

*'Things get pushed through that perhaps should have more time and thought given to them. Ratepayers should be consulted on more of the issues' Area: Waimana (SS = 5)*

*'They seem to muck around and you don't know what they're up to all the time. And they don't tell you what's happening' Area: Whakatane (SS = 5)*

Others (5 of the 113 respondents) commented on other concerns with the elected members. These comments included:

*'Don't do enough, they need to follow through with promises and respond to the complaints, there are far too many Councillors, don't like the mayor - quite incompetent' Area: Edgecumbe (SS = 0)*

*'Because their Chief Executive is trying to make cuts by making people redundant and shutting down different departments' Area: Whakatane (SS = 2)*

*'I feel he is out to profit in his business's from his position on his Council (the mayor)' Area: Waimana (SS = 3)*

*'Abuse of privilege with regards to dealings with the sale or purchase of Council owned property' Area: Whakatane (SS = 3)*

*'There's too many of them (Councillors). They shouldn't keep putting up the rates; they go up every year and are becoming a hassle for a person my age' Area: Whakatane (SS = 4)*

There was a range of other comments which included:

*'I feel they are selling our town down the drain. Big business is buying the town, bought the town' Area: Edgecumbe (SS = 4)*

*'Haven't met the needs of some of the public's views' Area: Edgecumbe (SS = 4)*

*'The shopping centre entrance is used as an entrance and exit, this is in Murupara' Area: Murupara (SS = 4)*

*'Not in favour of the harbour marine development, high rise block of flats' Area: Whakatane (SS = 4)*

*'Because there are different issues that I'm not so keen on' Area: Edgecumbe (SS = 5)*

*'I don't think there have been major improvements over the past year' Area: Edgecumbe (SS = 5)*

*'Some are a bit dubious. Some of the people who are voting for Council members should not be able to' Area: Ohope (SS = 5)*

*'Because I am Maori, I feel there should be more Maori on the Council committee. They need to live in the situation (in the country area) to know what it's about and what happens' Area: Taneatua (SS = 5)*

*'Some things are for the best and some are not' Area: Taneatua (SS = 5)*

*'Not always available' Area: Te Teko (SS = 5)*

*'I haven't agreed with all their decisions' Area: Whakatane (SS = 5)*

*'They look at people with money and they're controlling the business, they don't take on the people who have the major business, they don't look over all' Area: Whakatane (SS = 5)*

A few respondents who were less than satisfied with the service from the overall performance of the elected members of Council made positive comments (3 of the 113 respondents). These comments included:

*'Some groups of people provide quite a bit of service, it depends where you live. In Ohope they complain because they get heavy traffic in their town' Area: Taneatua (SS = 5)*

*'Good work on roads' Area: Te Teko (SS = 5)*

*'Although I'm happy with the services, I'm not happy with the board members' Area: Whakatane (SS = 5)*

A number of respondents rated the elected members of Council with neutral scores because they did not know enough about them (11 of the 113 respondents). Removing these respondents from the CSI score calculation has little impact, with the CSI score moving from 64.1 to 64.5.

These respondents commented:

*'I have only read about them in the paper, never seen them' Area: Edgecumbe (SS = 5)*

*'We don't seem to have too much to do with them so neutral' Area: Edgecumbe (SS = 5)*

*'Don't really know much about the Council, not really familiar with them' Area: Murupara (SS = 5)*

*'Mainly because I don't know much about them' Area: Ohope (SS = 5)*

*'Because I don't follow' Area: Whakatane (SS = 5)*

*'Because I don't really like making comments about people I don't know' Area: Whakatane (SS = 5)*

*'Because I've been here too short, one month' Area: Whakatane (SS = 5)*

*'Don't have anything to do with them, don't really care' Area: Whakatane (SS = 5)*

*'Don't know much about them' Area: Whakatane (SS = 5)*

*'I have no idea of what they did during the past year' Area: Whakatane (SS = 5)*

*'I have only been in the district for a couple of months, so have not really seen much of their work' Area: Whakatane (SS = 5)*

**Satisfaction with the Elected Members by Demographics**

The chart opposite compares the CSI scores for the overall performance of the elected members of Council by the various sub groups of interest. On average the CSI score was 64.1 for the elected members but there are some interesting variations in the level of satisfaction between the various sub groups that make up the sample.

The satisfaction level varies by ward ranging from 55.5 for Taneatua / Waimana up to 66.8 for respondents from Murupara / Galatea and Whakatane.

Women are no more or less satisfied with the elected members than men.

The CSI score for those aged over 60 was 67 versus 53 for those aged 30 – 59 and 59 for those aged under 30. This again reflects that older respondents are generally easier to please.

Respondents of European descent are more satisfied with the elected members than those from Maori descent.

The higher the household income the lower the level of satisfaction with the overall performance of the elected members.

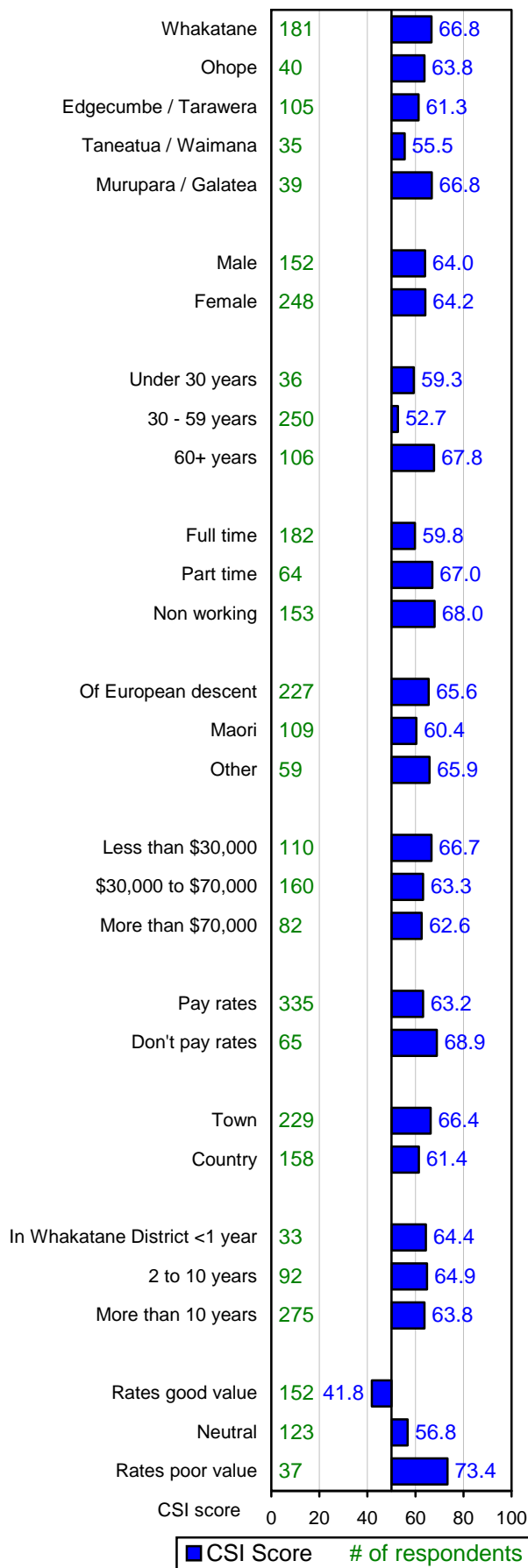
Those who pay rates are less satisfied with the elected members than those who do not pay rates.

Those from the urban areas rate the elected members higher than those from the rural areas.

Overall, the CSI scores show that most of the respondents are modestly satisfied with the overall performance of the elected members. However the CSI scores also imply there are opportunities for improvement.

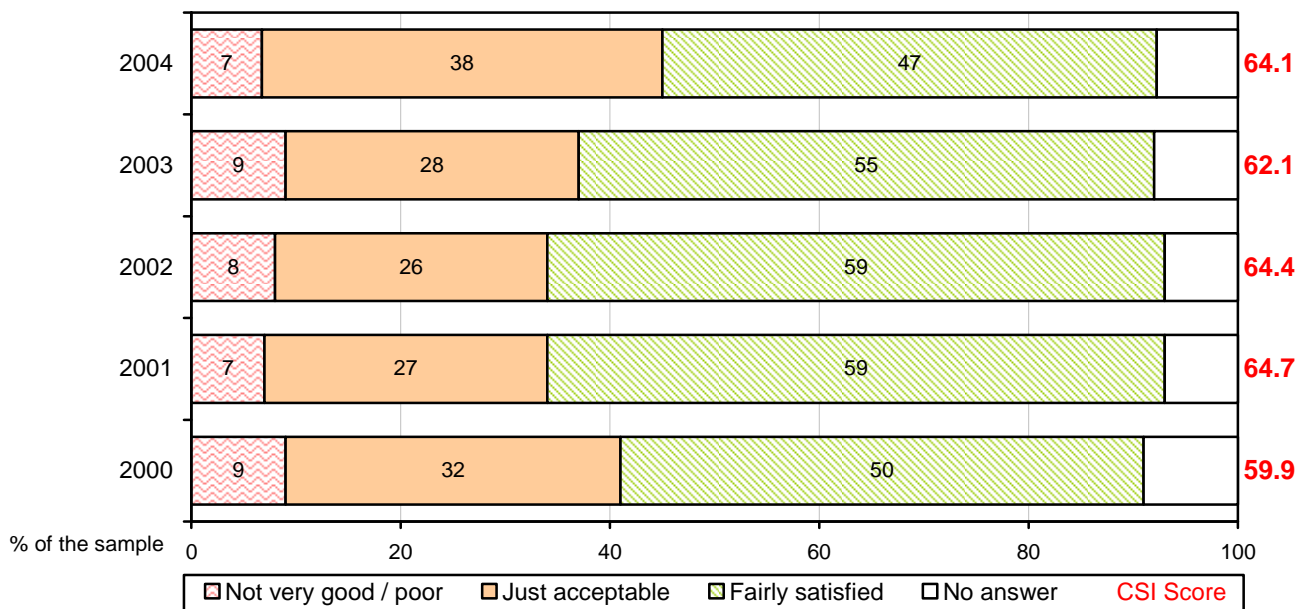
It is interesting to note that those who think they get good value from their rates are significantly more satisfied with the overall performance of the elected members. The lower the level of satisfaction with the value for rates the lower the satisfaction with the elected members.

This raises the question is it concerns for the value for rates which is causing some people to rate the elected members lower or is it concern with the elected members which causes respondents to question the value of the rates. The anecdotal evidence suggests that satisfaction with the value from rates impacts the satisfaction with all other services.

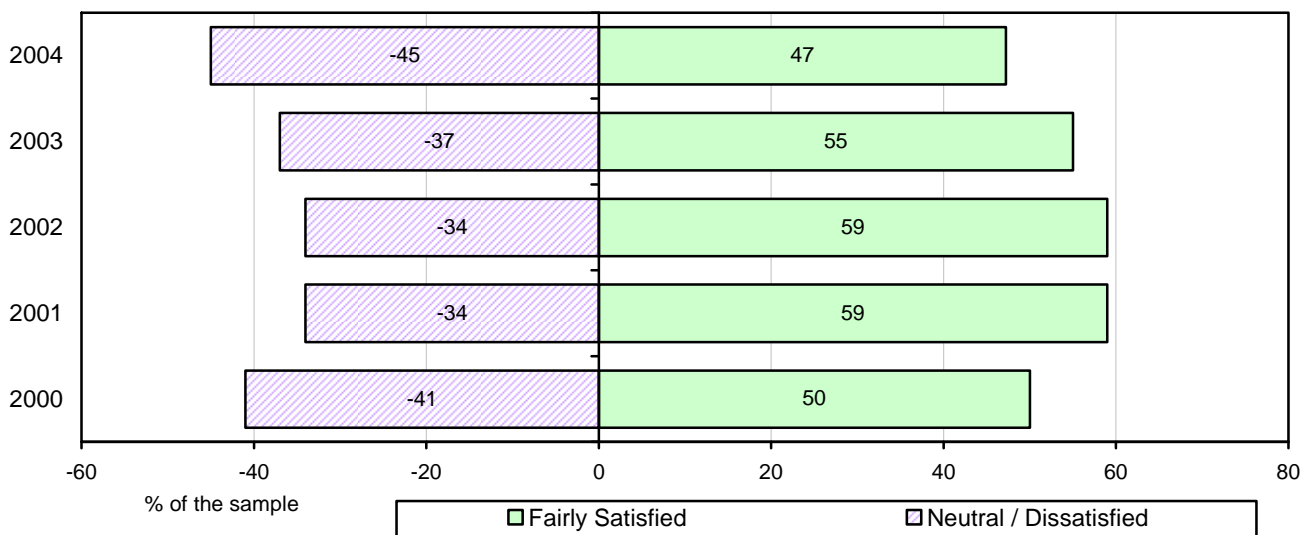


**Elected Members Satisfaction Comparison with History**

The following chart compares the history of satisfaction with the overall performance of the elected members using the previous 3 point scale<sup>62</sup> and an estimated CSI score <sup>63</sup> for each year. This shows that the largest group of respondents, 47% are fairly satisfied with the elected members. A third of the sample thought their performance was just acceptable and just 7% rated the performance as poor. The CSI score is similar to recent years.



Comparing the proportion of respondents who were fairly satisfied versus those who are less than satisfied shows that there are fewer satisfied and more neutral / dissatisfied respondents this year when compared with previous years. The change in the rating scale possibly account for this difference.



<sup>62</sup> 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.

<sup>63</sup> CSI Scores convert each respondents answer across the satisfaction scale to an index out of 100 – refer Methodology Section. For the previous years the CSI score is calculated using the following conversion rates: Fairly Satisfied = 85, Neutral = 50 and Poor = 15

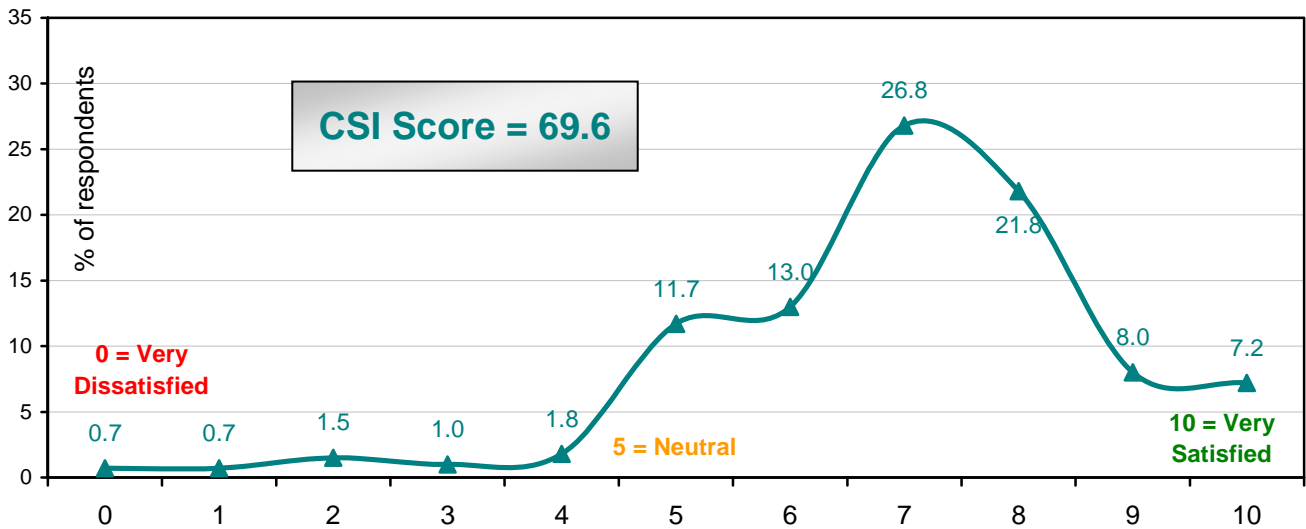


# Overall Satisfaction

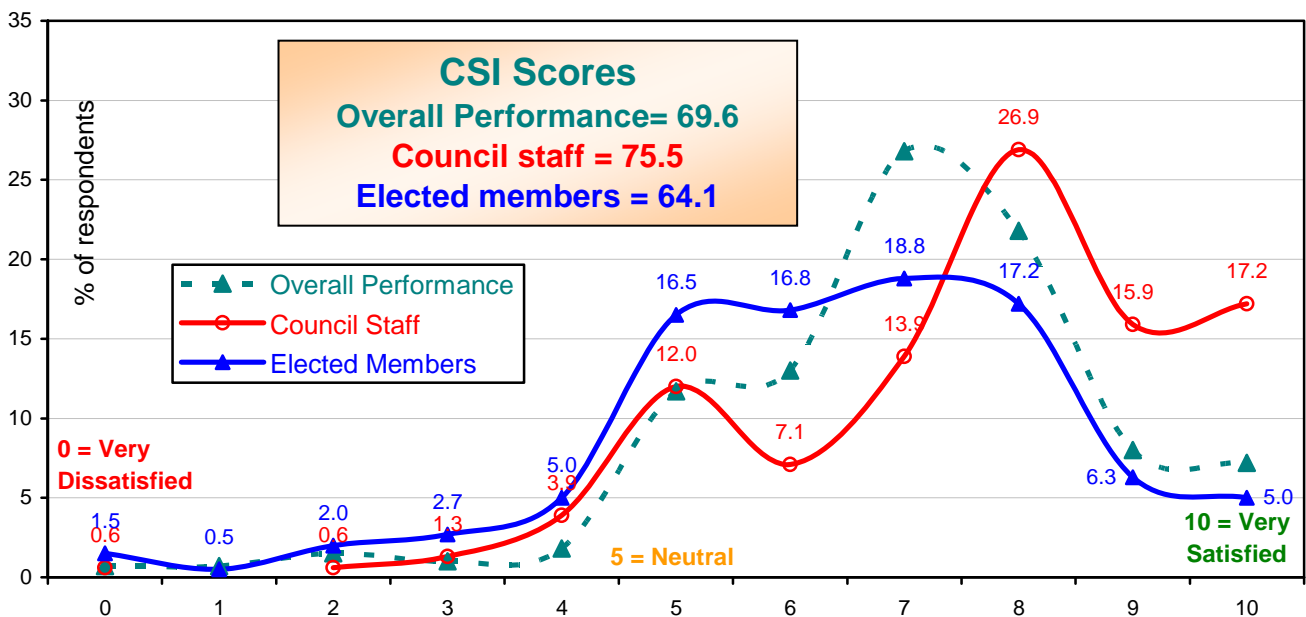
Respondents were asked 'thinking not only about the Politicians and Council staff but also the services and facilities the Council provides and using the same scale where 0 is very dissatisfied to 10 being very satisfied how satisfied are you with the overall performance of Council in the past year'.

The majority of respondents rated their satisfaction with the overall performance of Council positively. Almost two thirds of the sample, 64% was satisfied (scores of 7 – 10) although only 7% rated the service with a score of 10 out of 10 with a further 8% rating the overall service at 9 while 22% rated them a very credible 8.

A quarter of the sample, 27% was neutral (scores 4 – 6) and 16 respondents (4%) were actually dissatisfied. The CSI score was 69.6, a score that implies good service, but with potential for improvement based on the CSI interpretations used by other Councils.



The following chart shows that Council staff are rated with a higher CSI score than the overall performance. Their CSI score of 75.5, reflects very good service based on the CSI interpretations used by other Councils. By contrast the overall CSI score of 69.6 is much lower and implies there are some issues which are not staff related.

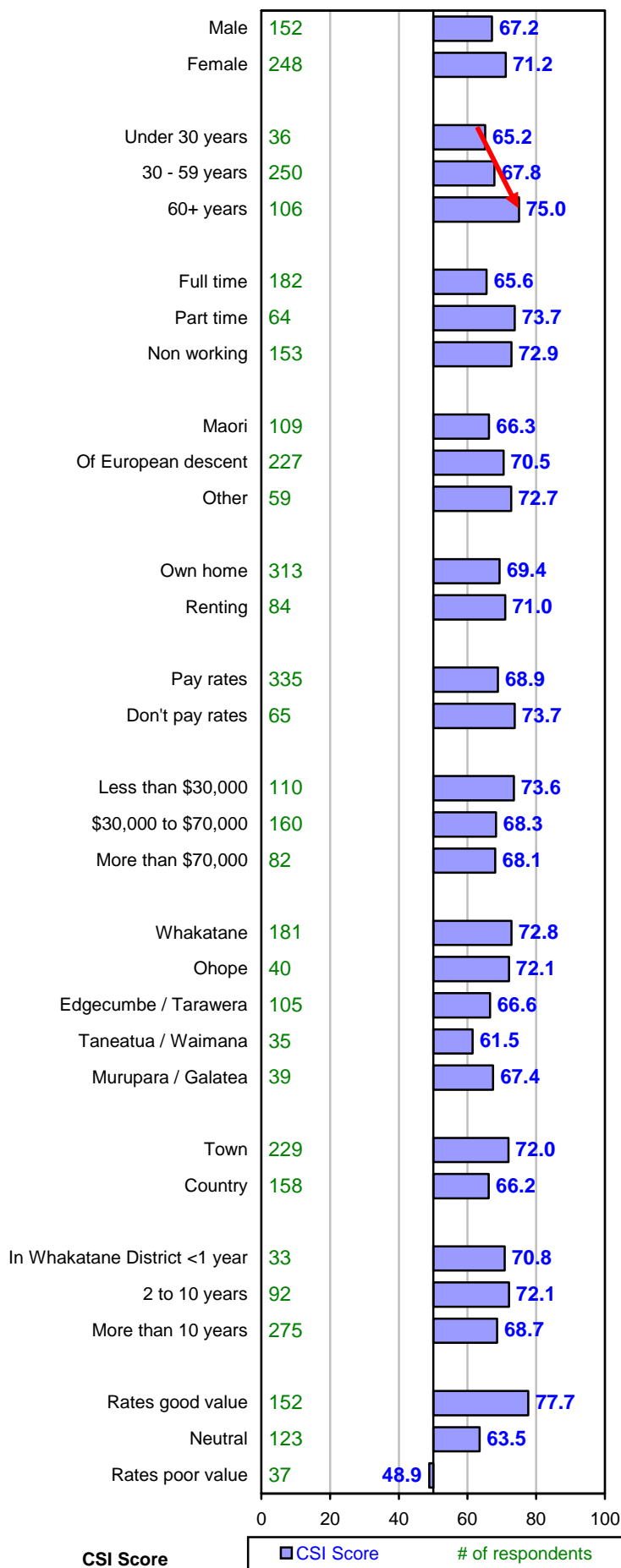


**Overall Satisfaction with the performance of Council**

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

The comparison of the various sub groups highlights the following:

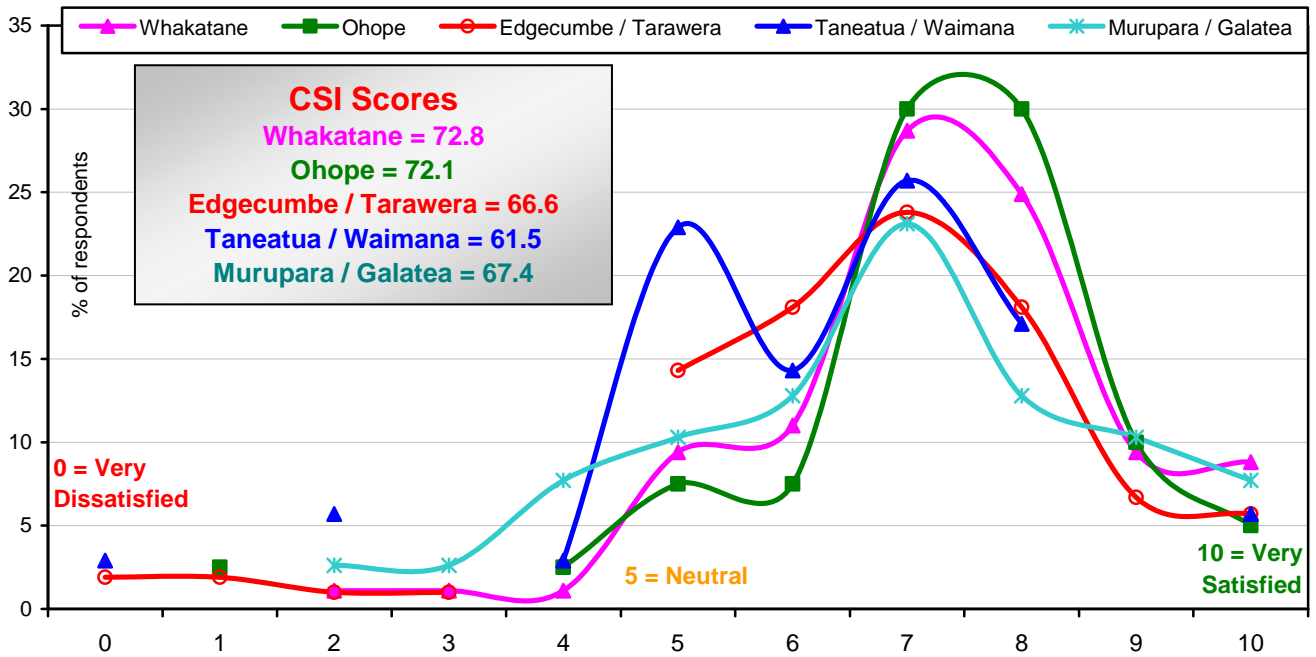
- Women are slightly more satisfied than men, (CSI 71.2 vs. 67.2).
- Respondents aged over 60 (CSI 75.0) appear much more satisfied than those aged 30 – 60 (CSI 67.8) or those aged under 30, (CSI 65.2)
- Those who work full time are less satisfied than those who work part time or are non-working.
- Respondents of Maori descent are less satisfied (CSI 66.3) than those of European descent (CSI 70.5)
- Respondent who pay rates (CSI 68.9) are less satisfied than those who do not pay rates, CSI 73.7.
- The higher the household income the lower the CSI score.
- Respondents from Whakatane are the most satisfied and this is lowest in the Taneatua / Waimana and Edgecumbe / Tarawera wards.
- Respondents from the rural sector are significantly less satisfied than those from the town.
- Those who have been in the Whakatane District for more than 10 years are slightly less satisfied.
- Respondents who think they get good value for their rates are significantly more satisfied than those who do not think they get good value for their rates, CSI 77.7 and 48.9 respectively. This raises the question is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.



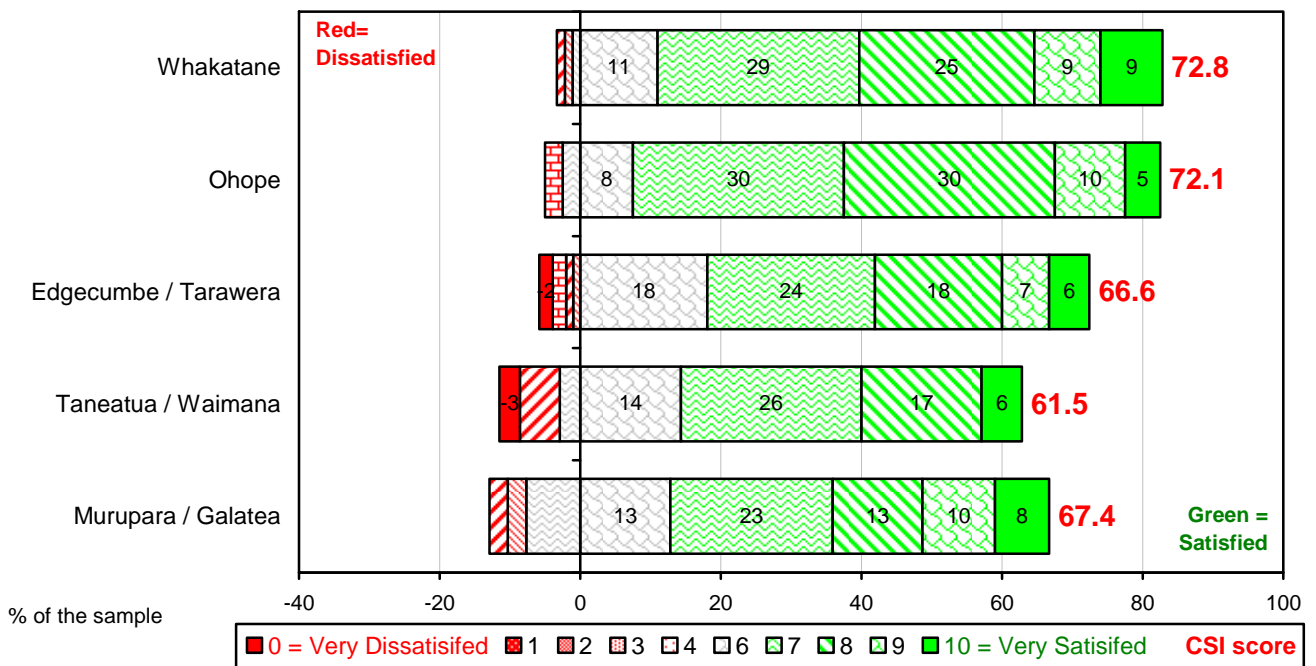
**Overall Satisfaction comparison by Ward**

Respondents were asked 'thinking not only about the Politicians 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 year'.

The following charts compare the responses to this answer by ward. The line charts shows that the mode satisfaction score for all areas was a score of 8 out of 10 (although the same proportion from Ohope rated this at 9). The chart shows there are only limited numbers of dissatisfied respondents from any ward.



Comparing the same data using a bar chart shows a significant majority of respondents from each ward are satisfied with the overall performance of Council this year. However this also shows there are slightly more dissatisfied respondents from Taneatua / Waimana and Murupara / Galatea.



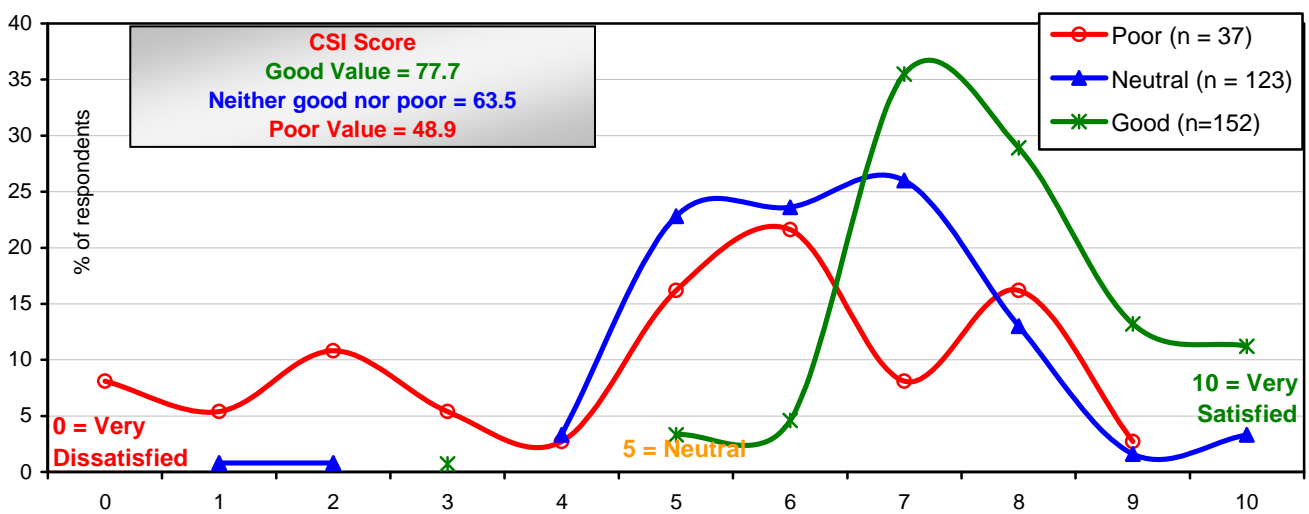
## Overall Satisfaction versus Value from Rates

The following chart compares the level of satisfaction for those who thought the value they got from residential rates was good versus those who thought the value was neither good nor poor and those who thought the value they got from residential rates was poor.

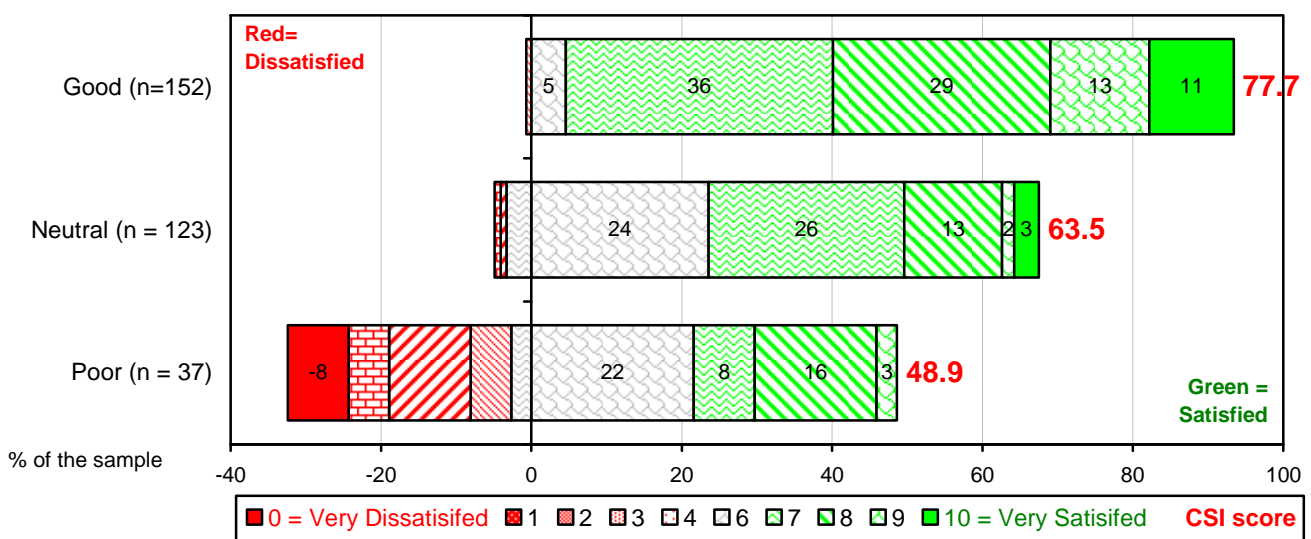
This shows that generally those who thought they got good value from their rates was significantly more satisfied with the overall performance and this reflects in the CSI score of 78. By contrast those who thought the value of their rates was neither poor nor good were far less satisfied overall. The CSI of 64 suggests there are some concerns among this group.

As would be expected the few who thought they got poor value from their rates were significantly less satisfied with the overall performance and this reflects in the CSI score of 49.

This suggests that it is the perceived value of the rates which is driving the respondent's satisfaction level with the services and facilities that Council provides.



Comparing the same data using a bar chart shows the significant majority of respondents who think they get good value from their rates were satisfied with the overall performance of Council, 89%. This drops to 45% for those who rated the value for money for their rates as neutral. By contrast only a quarter of respondents who did not think they got good value from their rates were satisfied with the overall performance of Council, 27%.



**Satisfaction with individual facilities and services versus value from rates**

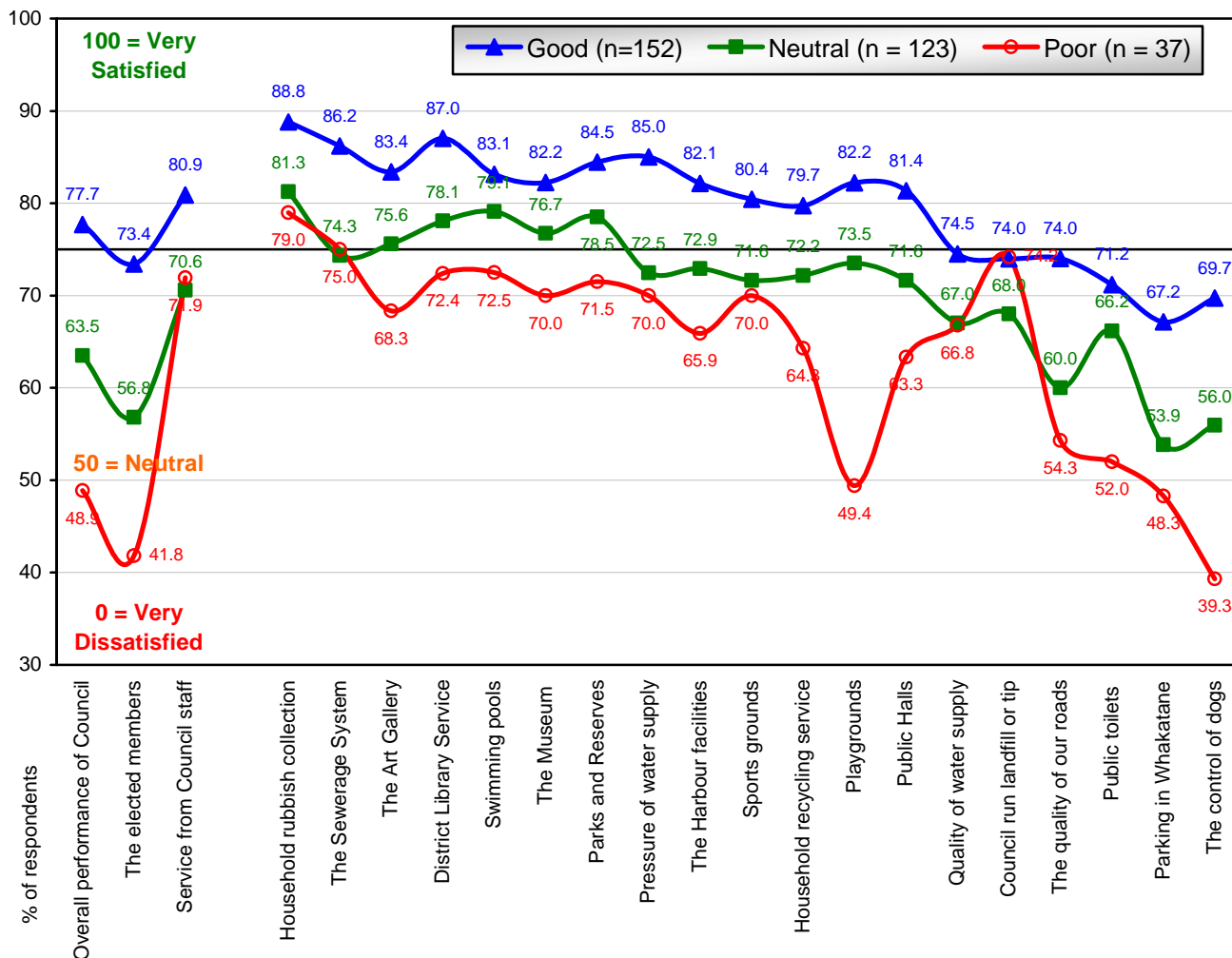
The following chart compares the level of satisfaction with each of the facilities and services measured in this questionnaire based on whether the respondent thought the value they got from residential rates was good versus those who thought the value was neither good nor poor and those who thought the value they got from residential rates was poor.

This shows that generally those who thought they got good value from their rates were significantly more satisfied with the performance of virtually every service and facility. Most of their CSI scores reflect reasonable to high levels of satisfaction.

By contrast those who thought the value of their rates was neither poor nor good were far less satisfied with most attributes. While this group rates some of the factors with CSI ratings that reflect high levels of satisfaction many of the others reflect there is some serious concern among this group.

Those who thought they got poor value from their rates were significantly less satisfied with most of the facilities and service and this reflects in the CSI scores with most of these in the 40 – 72 range – levels that reflect serious issues.

Once again this tends to suggest that it is the perceived ‘value’ of the rates which is driving the respondent’s satisfaction level with the services and facilities that Council provides.




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# Appendix

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## Questionnaire

 <p><b>INTERNATIONAL RESEARCH CONSULTANTS LTD</b> STRATEGIC PLANNING &amp; BRAND SOLUTIONS</p>	<p><b>JOB NUMBER 0404213</b></p>	<p><b>MAY, 12</b></p>
<p><b>JOB DESCRIPTION: WHAKATANE DISTRICT COUNCIL 2004 RESIDENTS SURVEY</b></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 10 minutes.

Can we talk now?

QB Do you live in the Whakatane District Council area?

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

Q1 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 year.

	Facility / Service	Daily	Weekly	Monthly	1 per year	< 1 per year	Never	No Answer
1	District Library Service	1	2	3	4	5	6	7
2	Sports grounds	1	2	3	4	5	6	7
3	Playgrounds	1	2	3	4	5	6	7
4	Swimming pools	1	2	3	4	5	6	7
5	Public Halls	1	2	3	4	5	6	7
6	Parks and Reserves	1	2	3	4	5	6	7
7	The Museum	1	2	3	4	5	6	7
8	The Art Gallery	1	2	3	4	5	6	7
9	The Harbour facilities (the Port and surrounding environment)	1	2	3	4	5	6	7
10	Public toilets	1	2	3	4	5	6	7
11	Household recycling service	1	2	3	4	5	6	7
12	Council run landfill or tip	1	2	3	4	5	6	7
13	Council parking in Whakatane	1	2	3	4	5	6	7
14	Contacted the Council about dogs	1	2	3	4	5	6	7

Q2 I'm going to read out a list of other services the Council provides. For each one, please tell me if the Whakatane District Council provides these services to your household.

	Facility / Service	Yes	No	Don't know
15	The District's Sewerage System (i.e. drainage and treatment of toilet & wash water)	1	2	9
16	Household rubbish collection	1	2	9
17	Water supply	1	2	9

Q3. I'm going to read out a list of different services and facilities you have used in the past year as well as a range of other services and facilities that Council provides. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with ...? (Circle one only) *(Programme written to only ask for those services used in the past year or those which are not usage driven – factors in blue on the following table)*

	Facility / Service	Very Dissatisfied											Very Satisfied										
		Dissatisfied					Neutral						Satisfied										
		0	1	2	3	4	5	6	7	8	9	10											
1	District Library Service	0	1	2	3	4	5	6	7	8	9	10											
2	Sports grounds	0	1	2	3	4	5	6	7	8	9	10											
3	Playgrounds	0	1	2	3	4	5	6	7	8	9	10											
4	Swimming pools	0	1	2	3	4	5	6	7	8	9	10											
5	Public Halls	0	1	2	3	4	5	6	7	8	9	10											
6	Parks and Reserves	0	1	2	3	4	5	6	7	8	9	10											
7	The Museum	0	1	2	3	4	5	6	7	8	9	10											



Q3. Continued

		Very Dissatisfied										Neutral										Very Satisfied												
		0		1		2		3		4		5		6		7		8		9		10												
8	The Art Gallery	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
9	The Harbour facilities (the Port and surrounding environment)	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
10	Public toilets	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
11	Household recycling service	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
12	Council run landfill or tip	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
13	Council parking in Whakatane	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
14	The control of dogs in the District	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
15	The District's Sewerage System	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
16	Quality of Councils water supply	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
16	Pressure of Councils water supply	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
17	Household rubbish collection	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
18	The quality of our roads	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
19	Council Staff	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

Q4. Can you tell me why you were not satisfied with <facility / Service> rated lower than 5. *(Programme written to only ask for those services if rated as lower than 5 other wise skip)*

		Why you were not satisfied with <facility / Service> <b>Asked if Satisfaction score is less than 5</b>
1	District Library Service	
2	Sports grounds	
3	Playgrounds	
4	Swimming pools	
5	Public Halls	
6	Parks and Reserves	
7	The Museum	
8	The Art Gallery	
9	The Harbour facilities (the Port and surrounding environment)	
10	Public toilets	
11	Household recycling service	
12	Council run landfill or tip	
13	Council parking in Whakatane	
14	The control of dogs in the District	
15	The District's Sewerage System	
16	Quality of Councils water supply	
16	Quality of Councils water supply	
17	Household rubbish collection	
18	The quality of our roads	

Q6 Have you seen the advertisement on TV about Whakatane this year?

Yes ----- 1

No-----2

Q7 Did you or someone in your household send out the Whakatane Christmas card that was included with the October rates invoice?

Yes ----- 1

No-----2

Q8 Do you pay rates to the Whakatane District Council?

Yes ----- 1

No-----2 → Go to Q10

Q9 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?

Very Poor	Neutral										Very Good	Don't know
0	1	2	3	4	5	6	7	8	9	10	99	

Q10 Council is made up of two main groups – the elected members (the Councillors and Mayor) and secondly the management and staff of Council that provide the various services and manage the various facilities.

Overall taking everything that has happened in the past year and 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 (e.g. the Mayor and Councillors)?

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 Q12						GO TO Q12	

Q11 Why do you feel this way?

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Q12 Thinking now about the management and 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?

Weekly----- 1

Monthly -----2

Every six months ----- 3

Once a year -----4

Never ----- 5 GO TO Q16

Don't know ----- 6 GO TO Q16

Q13 How do you normally contact the Council?

Telephone----- 1                      In person-----2  
 Email----- 3                      Post (write letter)-----4  
 Other----- 5

Q14 And using the scale where 0 is very dissatisfied to 10 being very satisfied how satisfied are you with the service received from Council staff? (Circle one only).

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 Q16					GO TO Q16	

Q15 Why do you feel this way?

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Q16 Thinking not only about the Politicians 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 year

Very Dissatisfied			Neutral					Very Satisfied			Don't know
0	1	2	3	4	5	6	7	8	9	10	99

Q17 This last set of questions is to help us group your answers with those of similar people, for reporting purposes. Remember that your answers are confidential, and we do not identify you in any way.

Can you tell me what year you were born? (READ OUT AND CIRCLE ONE ONLY)

RECORD YEAR \_\_\_\_\_

DO NOT READ OUT Refused-----6

Q18 INTERVIEWER CIRCLE

Man ----- 1                      Woman ----- 2

Q19 DO YOU LIVE IN TOWN OR IN THE COUNTRY?

Town----- 1                      Country ----- 2                      Both -----3

Q20 WHICH WARD DO YOU LIVE IN?

Whakatane	1
Edgecumbe/Tarawera	3
Murupara / Galatea	5

Ohope	2
Taneatua / Waimana	4
Other (specify)	6

Q21 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

Q22 Which of these statements best matches your household situation? (READ OUT AND CIRCLE ONE ONLY)

- Owners or part owners and you pay rates to Council 1
- You rent or lease and you pay the rates 2
- You rent or lease and the owners pay the rates 3

DO NOT READ OUT: REFUSED	5
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Q23 Do you currently work in paid employment, either full time or part time?

- Full time ----- 1
- Part Time ----- 2
- Non working ----- 3

Q24 WHICH ETHNIC GROUP OR GROUP'S BEST DESCRIBE YOU? (CIRCLE ONE OR MORE)

- NZ of Maori descent ----- 1
- NZ of European descent ----- 2
- European ----- 3
- Samoan ----- 4
- Cook Island Maori ----- 5
- Tongan ----- 6
- Niuean ----- 7
- Other Pacific Islander ----- 8
- Asian ----- 9
- Indian ----- 10
- Others (specify) ----- 11

Q25 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
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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:

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RECORD DURATION TIME HERE:

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