

Whakatane District Council Residents Survey 2011

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Prepared for the
Whakatane District Council



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Background and Objectives

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

The 2006 census showed the district has a population of 33,591. Stats NZ estimates the district population was 34,370 in 2009.

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

For the purpose of local representation the Whakatane District is made up of five wards. These include Murupara/Galatea (population 5,480), Ohope (population 2,950), Rangitaiki (population 9,980), Taneatua/Waimana (population 1,450), and Whakatane (population 14,600).



Background

In support of the Whakatane District Council's long term planning processes (such as the Long Term Council Community Plan and Asset Management Plans), in 2008 the Council developed a number of performance measures and levels of service against which it can measure and manage priorities. The Council undertook a baseline survey in 2008 to measure residents perceptions of its performance.

The 2008 Customer Survey (perception survey) provided information on the community's views of Council performance, particularly in regard to key activities. The survey provided information for service levels, performance measures and targets in the Council's Long-term Council Community Plan (LTCCP), Asset Management Plans and Activity Plans.

The overall goal of the project was to gain an understanding of the community's experiences and perceptions of the level of service the Council is currently providing and the levels of service the community is willing to pay for. The 2011 survey is designed to update this insight.

Objectives

The primary objectives of the 2011 survey is to update the research undertaken in 2008. This includes:

- a) Refining the questionnaire and methodology to reflect the changing situation in the Whakatane District.
- b) Completing an agreed number of interviews (in 2008, 400 interviews were completed and International Research Consultants recommended that a similar sample size was undertaken to be consistent.
- c) Provide analysis of the results and present the findings in a report .

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 June and early July 2011. 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 45% for 2011 versus 46% in 2008.

The 400 interviews were distributed between the five Wards as requested by the Council. The split between Wards was based on the number of people aged 18 or over living in each Ward.

	2003	2004 Actual	2008 Actual	2011 Quota	2011 Actual
Whakatane	181	181	184	177	178
Ohope	41	40	34	41	39
Rangitaiki	102	105	102	112	112
Taneatua/Waimana	39	35	46	14	14
Murupara/Galatea	42	39	39	56	57
Total	405	400	405	400	400

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

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

Measurement Scales and Indexes

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

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

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

Customer Satisfaction Index

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

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

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

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

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

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

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

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

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

A number of Councils already use CSI scores. Some Councils have defined what is an acceptable CSI score (performance level) for their environment. The following is an extract from another Council and this defines how they use the CSI to set their Corporate Standards for Customer Satisfaction. For the purposes of the Whakatane District Long Term Council Community Plan 2009-19 the Council applied a performance index based on the "No Customer Choice" framework illustrated below.

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

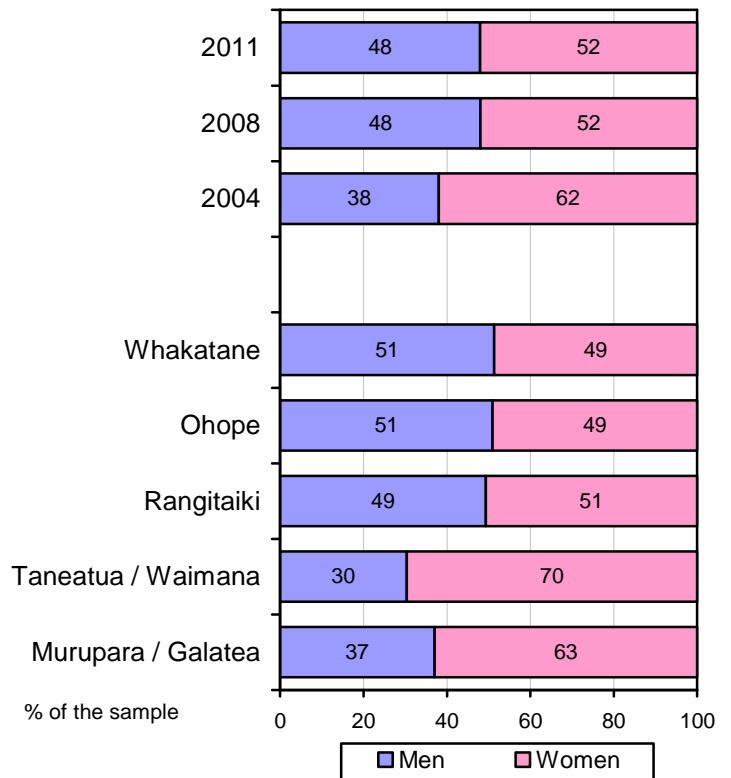
Gender

Similar to previous readings, there was an over representation of female respondents in the survey. Of those surveyed, 57% were women versus 43% men.

Past experience has shown that with local government type issues, there is a higher response rate from women. Consequently, they account for a greater portion of the sample.

With data weighting, women account for 52% of the sample versus 48% for men.

Ohope had a higher proportion of male respondents in the unweighted sample, (49%) while there were a significantly higher proportion of female respondents in the unweighted sample from Taneatua / Waimana (71%).



Age

The unweighted sample shows a disproportionate number of over 65 year olds, (27% versus 18% in the census). This is caused by older people being interested in Council issues, with a greater proportion living alone and being more readily available for interviews. This anomaly has been corrected by data weighting.

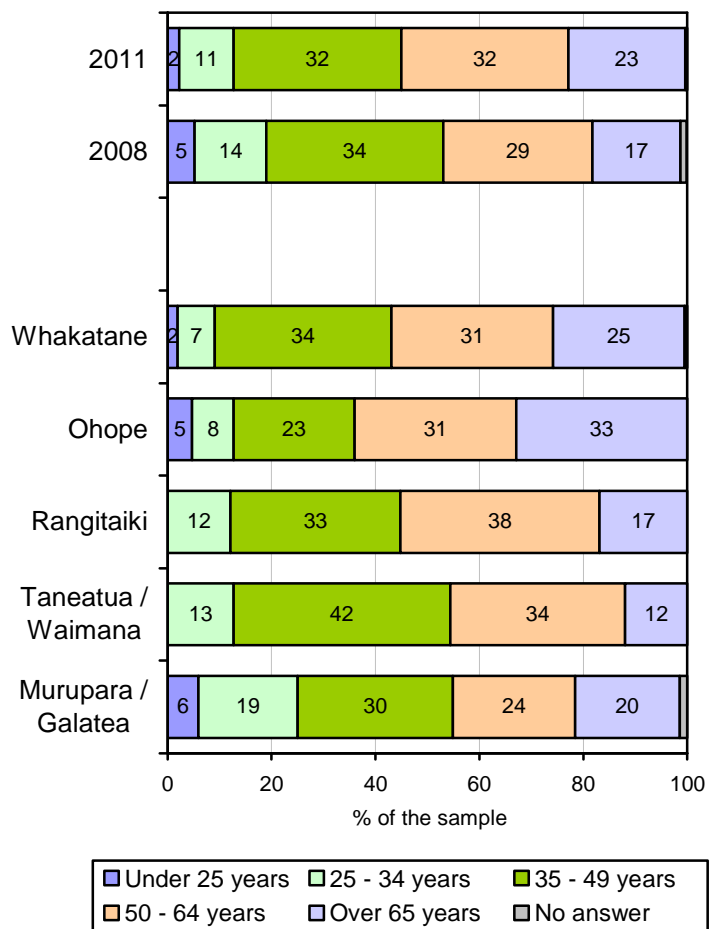
A third of the weighted sample, (32%) were aged 35 - 49 years while a further 32% were aged 50 - 64 years and 23% were aged over 65 years.

A ninth of the sample (11%) were aged 25 - 34 years while 2% were under 25 years.

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

Ohope had a higher proportion of respondents in the 65 or older year age group, (33%) versus 12% for Taneatua / Waimana.

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

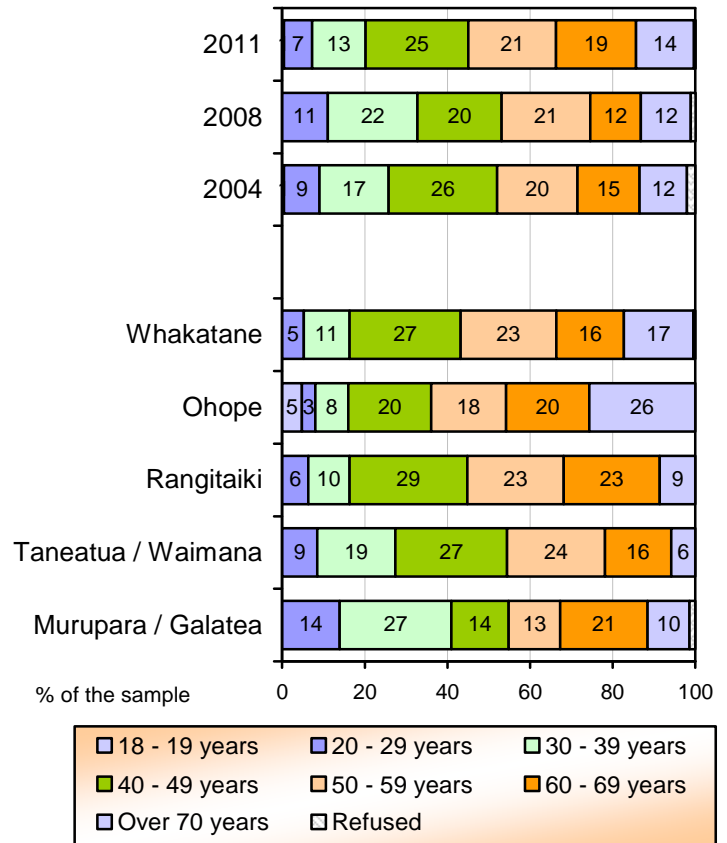


Age

The largest age segment of the sample was the 30 – 59 year age group, (59%) followed by the over 60 age group, (33%) and 8% in the under 30 age group.

The largest individual age segments are those aged 40 – 49 (25%) and those aged 50 – 59 with 21% of the sample. This was followed by 19% in the 60 – 69 age group, 14% in the over 70 years age bracket and 13% in the 30 – 39 age bracket.

As expected, there is some minor variance from the previous years. However, similar to previous there is a spread of respondents across the various age brackets.



Ethnicity

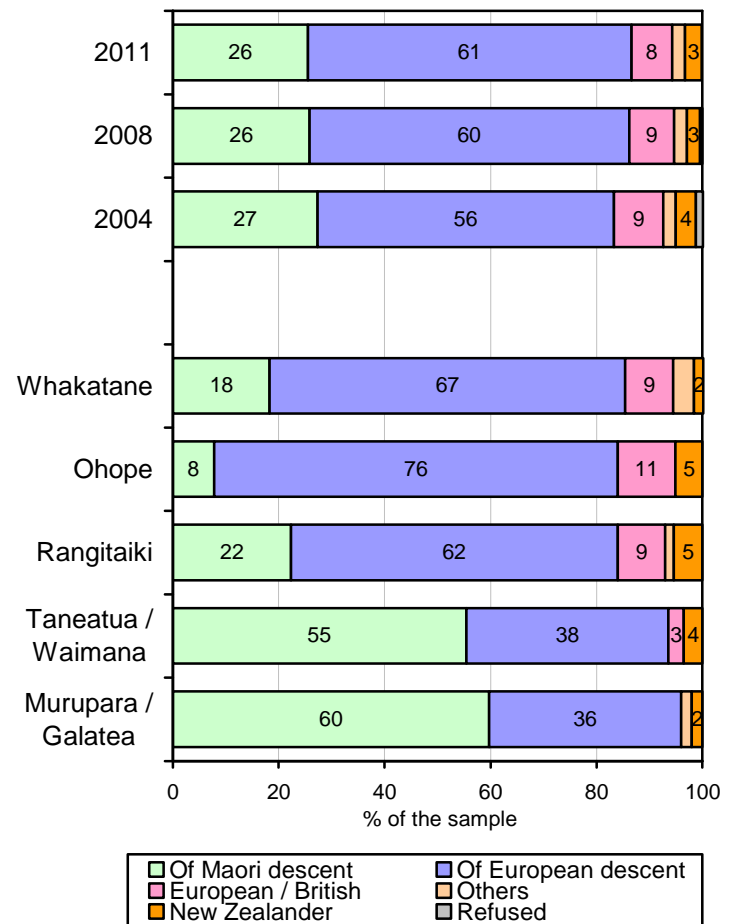
The chart opposite highlights the ethnic mix of the respondents.

Three fifths of the sample, (61%) are New Zealanders of European descent with a further 8% being either European or British.

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

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

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

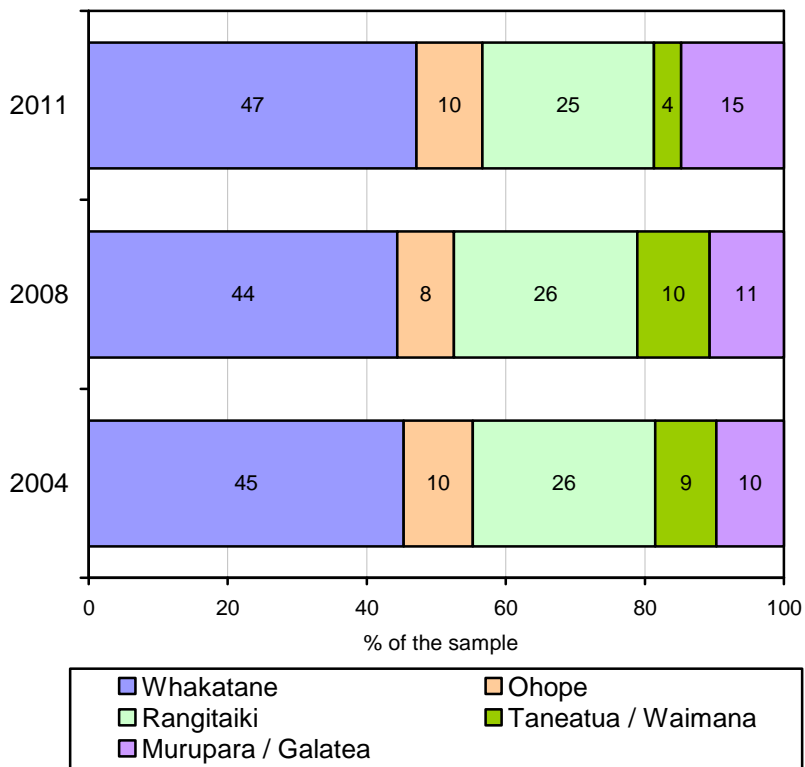


Ward Located In

Based on the Ward split, almost half of the sample (45%) were from the Whakatane Ward, while 26% were from the Rangitaiki Ward and 10% were from the Murupara / Galatea.

A tenth of the sample (10%) were from Ohope and 9% were from the Taneatua / Waimana Ward.

This is similar to the 2004 results.

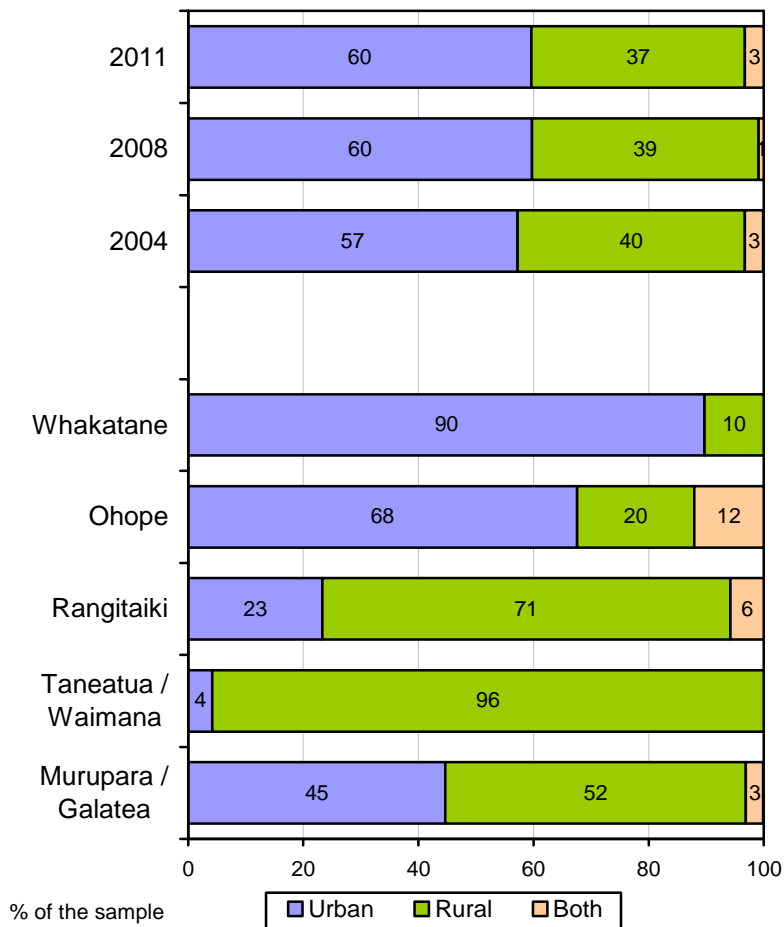


Rural or Urban

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

Two thirds of the sample, (37%) were based in the country areas of the district.

As expected, most of the respondents from the Whakatane Ward are from the town, (90%) but this drops to just 4% for the respondents from Taneatua / Waimana.



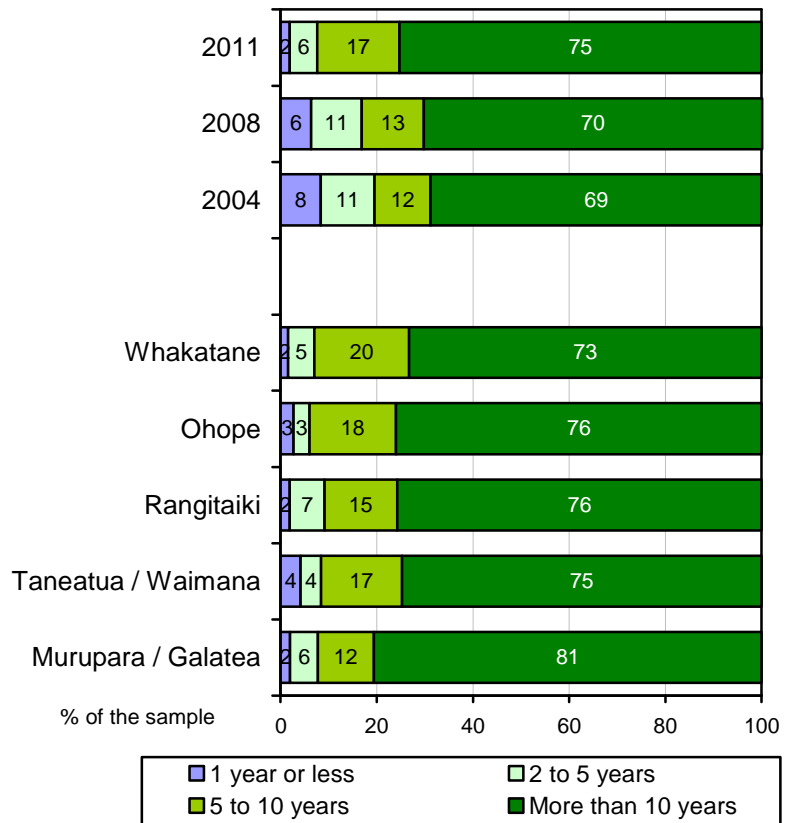
Length of time in Whakatane District

Three quarters of the respondents, (75%) had lived in the Whakatane District for over 10 years.

A further 17% had lived in the district for 5 to 10 years while 6% had lived in the district for 2 to 5 years.

A small proportion of the sample, (2%) had been in the district for one year or less.

This is similar to the previous results.

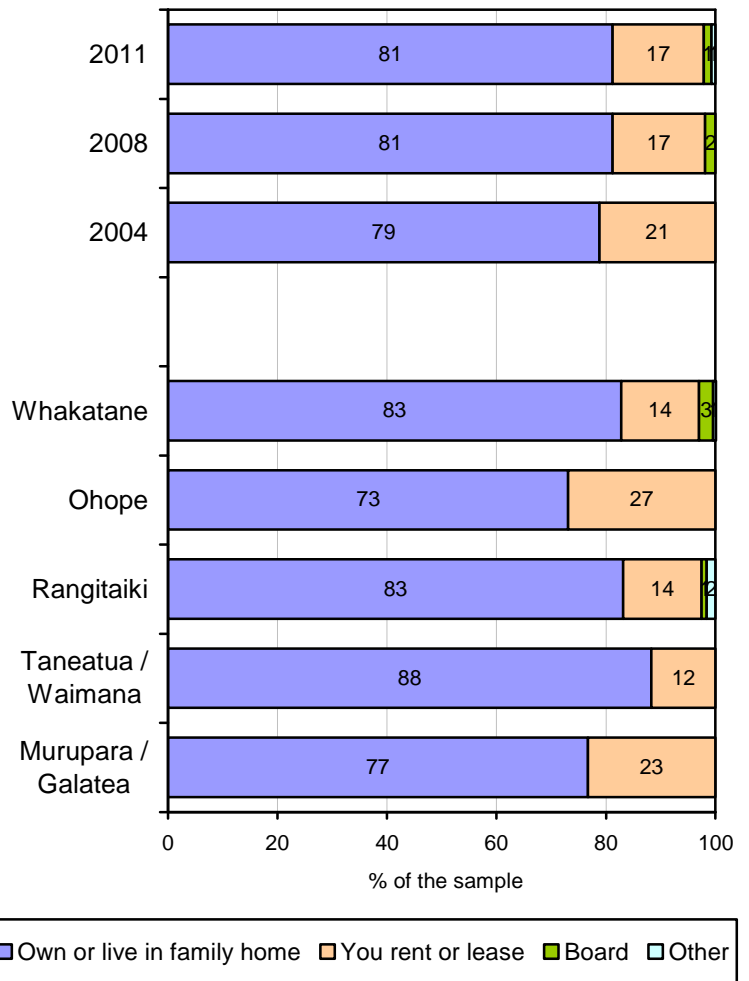


Home Ownership

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

The other sixth of the sample, (17%) said they rented or leased where they lived while 1% were boarders.

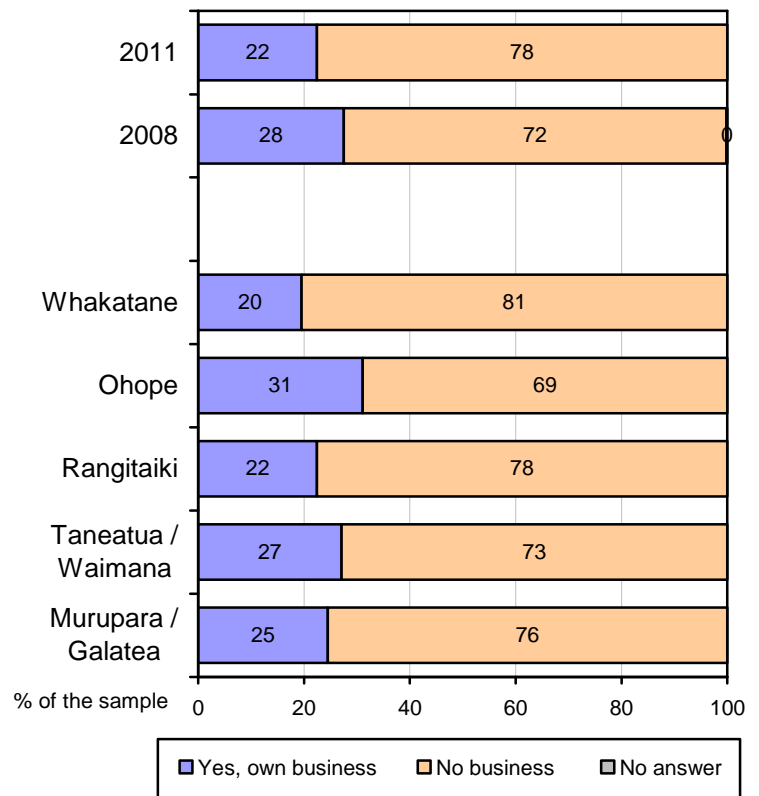
There was a larger proportion from the Ohope or Murupara / Galatea area that rented or leased.



Operate own business in Whakatane

A fifth of the respondents (22%) owned or operated their own business in the Whakatane District.

Ohope and Taneatua / Waimana had a higher proportion of respondents who owned or operated their own business, (31% and 27% respectively).



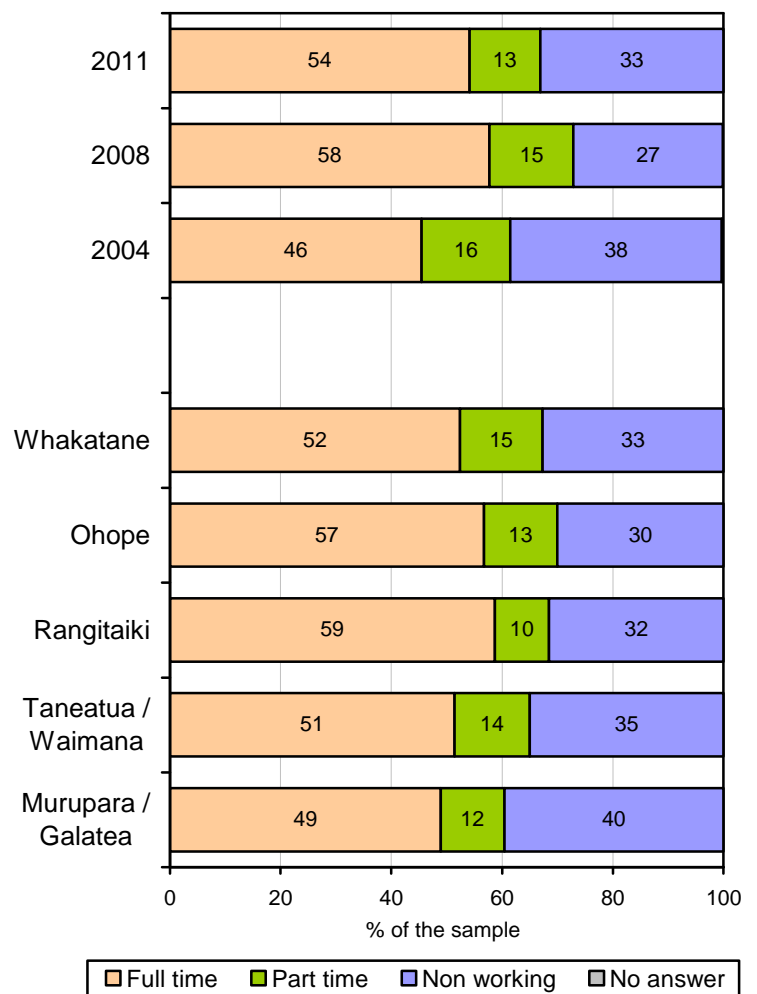
Work Status

Over half the sample were working full time, 54%.

A further 13% were in part time work and a third of the sample, (33%) was not in paid employment.

There is limited difference between the Wards in the proportion who are working full time. However there appears to be fewer respondents who are not in paid employment Ohope 30%.

Men were far more likely to be working full time, (65% versus 44% for women).



Household Income

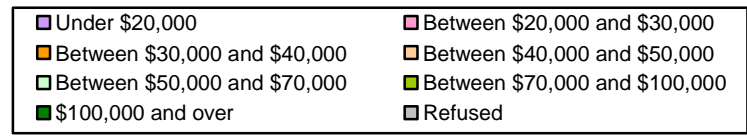
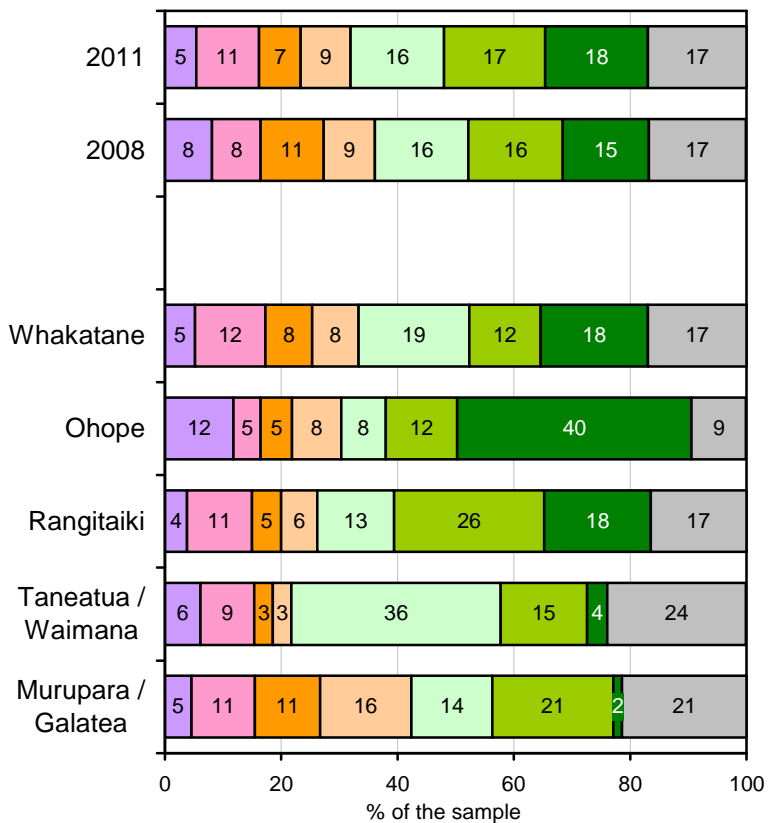
There is a fairly even spread of respondents across the different levels of household income. Similar to 2008, a sixth of the sample, (17%) declined to give their income.

A third of the sample (35%) had a household income of over \$70,000.

At the other end of the scale, a sixth of the sample (16%) had a household income of less than \$30,000. The remaining 32% 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.

There is a slightly greater proportion of respondents in the \$70,000 plus category this year versus 2008 (35% versus 31%) but that probably reflects incomes, especially dairy farmers incomes, having risen over the past 4 years.



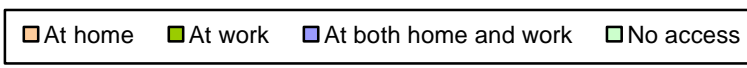
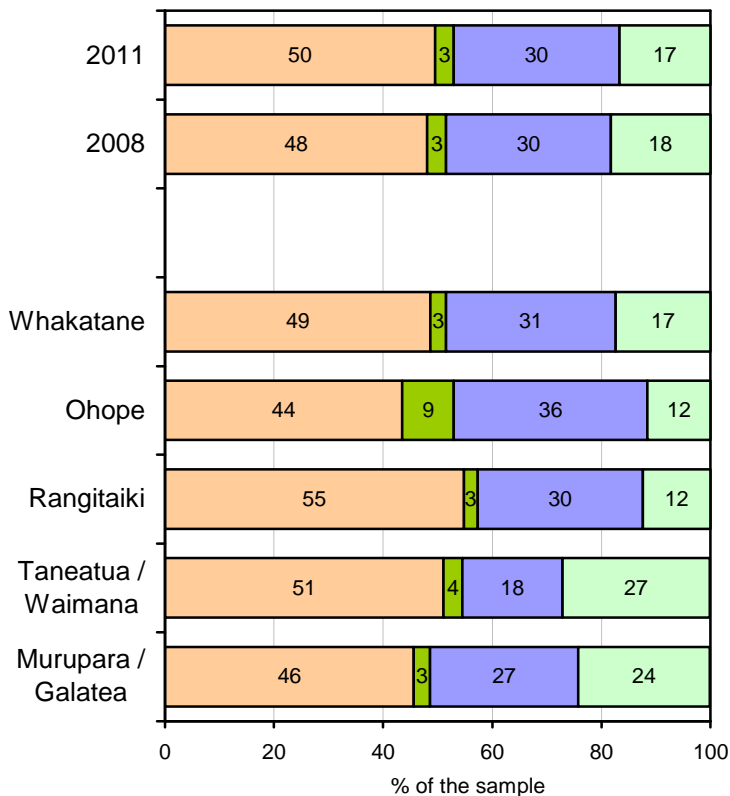
Internet Access

Half of the respondents (50%) had access to the internet at home only, while 30% had access at home and at work. A further 3% had access to the internet at work.

A sixth of the sample (17%) had no access to the internet.

There is limited difference between the Wards in the proportion who have the internet at home. However there appears to be more respondents who have access to the internet at home in Ohope (80%).

Respondents aged over 65 are significantly more likely to not have access to the internet (42% versus 4% for the under 35 age group and 10% for the 35 – 64 age group).



Executive Summary

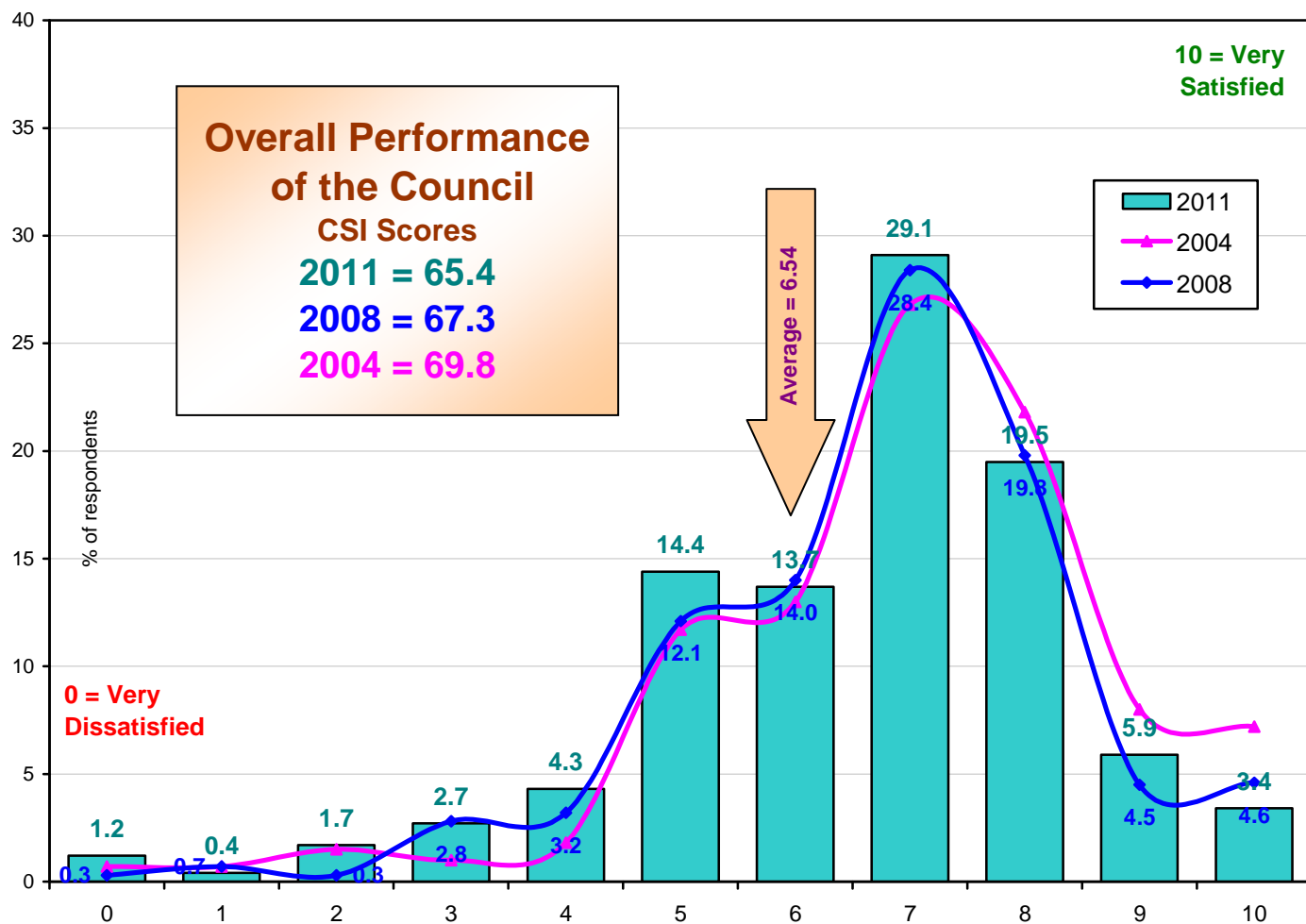
The Overall Performance of Council in the past 12 months

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

Over half of the respondents (58%) were satisfied with 'the **Overall Performance** of Council in the past 12 months' (scores of 7 – 10). However, only 37 respondents (9.3%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (29% versus 28% in 2008). Over a third of the respondents (32%) rated 'the **Overall Performance** of Council' with a score that was neutral (scores 4 – 6). Only a few respondents (6.0%) were actually dissatisfied with the Overall Performance of Council (Scores 0 – 3). The results are very similar to the previous readings.

The Customer Satisfaction Index (CSI scores), is used to reflect respondent satisfaction with the various facilities and services provided by Council. (The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied)) The CSI score for 'the **Overall Performance** of Council in the past 12 months' was 65.4, 1.9 points lower than the 67.3 recorded in 2008 and 4.4 points lower than the 69.8 recorded in 2004. The CSI score of 65.4 again implies the respondents have some serious issues with Council.



There are a number of variables which appear to have a significant impact on overall satisfaction. The chart opposite compares these variables. Most of the subgroups rate the Overall Performance of Council with scores that infer they have some issues. The variables that appear to have had the greatest impact on satisfaction with the overall performance of Whakatane District Council were:

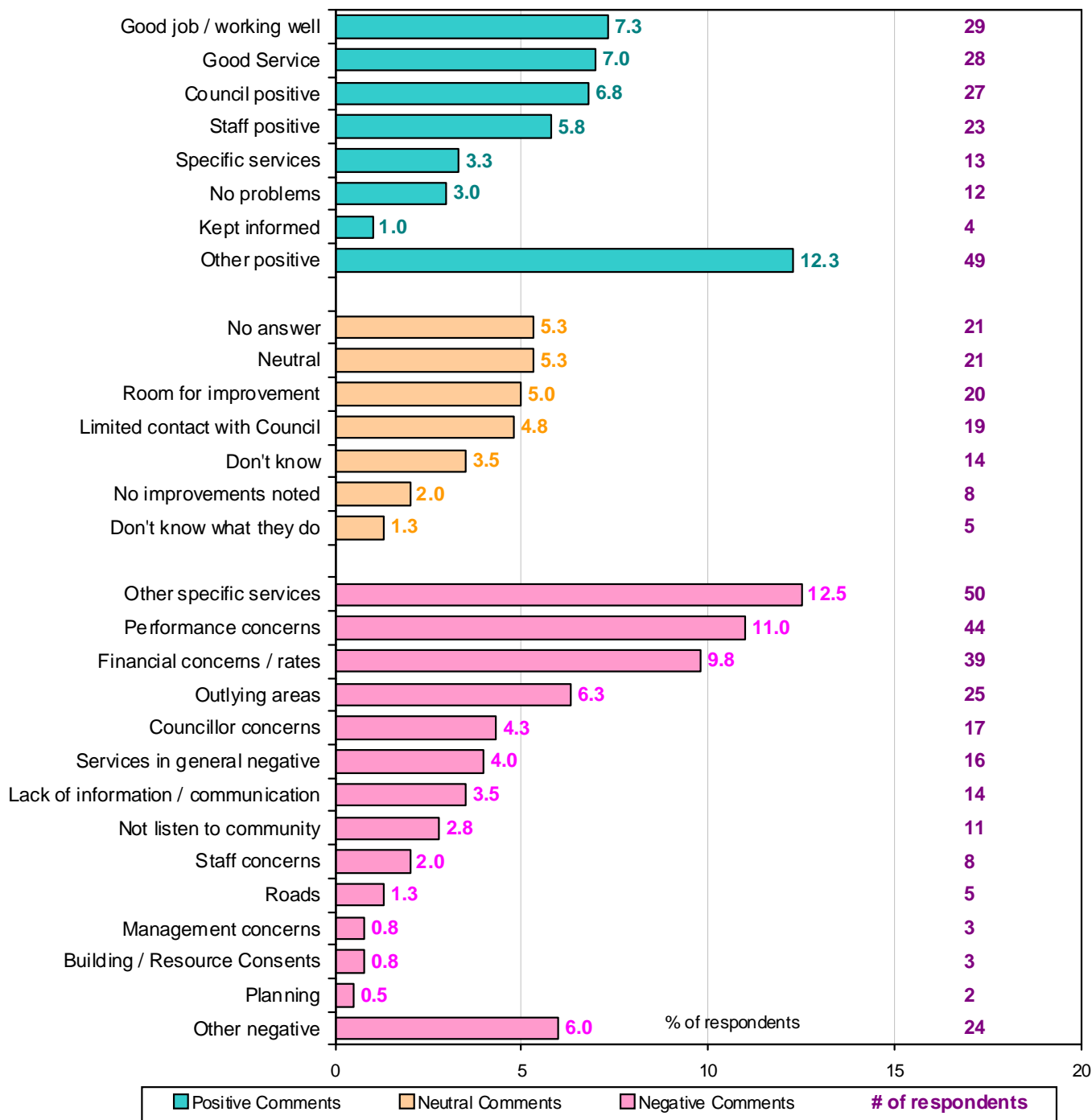
- Those from the Murupara / Galatea Ward (CSI score 67.0) are the most satisfied while those from the Rangitaiki Ward appear the least satisfied (CSI score 62.7).
- Those who live in Town (CSI score 66.0) are more satisfied than those who live in the Country (CSI score 64.7)
- Those aged under 35 are the most satisfied (CSI score 69.0) versus CSI scores from 64.6 to 66.2 for the other age brackets. Note: generally the older the respondents, the higher the level of satisfaction.
- Those with a household income over \$70,000 (CSI score 64.6) are less satisfied than those in the lower income brackets (CSI score 66.7 and 65.8).
- Those who own their own home are significantly less satisfied than those who don't (CSI score 63.8 and 72.7) respectively.
- Those who pay rates are significantly less satisfied than those who don't (CSI score 64.6 and 72.6) respectively.
- Respondents who thought they received good value for their rates (CSI score 75.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 47.7). This again raises the question, is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.
- The few living on state highways tend to be the least satisfied (CSI score 63.4)
- The few on tank water (CSI score 61.7) are the least satisfied this year.
- Connection to the mains wastewater and sewerage system appears to have little impact on the level of satisfaction with the overall performance of Council.
- Those who have applied for a building consent (CSI score 66.2) are marginally more satisfied than those who have not (CSI score of 65.3).
- Those who have applied for a resource consent (CSI score 65.9) are no more or less satisfied than those who have not (CSI score of 65.5).
- Applying for a LIM appears to have little impact on the level of satisfaction with the overall performance of Council.
- Those who had contact with Council staff (CSI score 66.9) are significantly more satisfied than those who had no contact (CSI score 59.5).
- Contact or not with the Elected Members has less impact on the respondents satisfaction with the overall performance of Council.
- Those who are interested in attending Council meetings (CSI score 62.5) are less satisfied than those who are not interested (CSI score of 67.5).
- Those who were satisfied with Whakatane as a place to live (CSI score 70.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with Whakatane as a place to live (CSI score 45.4).
- Those who were satisfied with the Elected Members (CSI score 74.9) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Elected Members (CSI score 37.4).
- Those who were satisfied with the Staff overall (CSI score 78.7) are significantly more satisfied with the overall performance of Council than the few who were dissatisfied with the Council Staff (CSI score 52.4).
- Those who were satisfied with the Council's provision of information (CSI score 73.1) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI score 41.3).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI score 75.0) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI score 50.0).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 75.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 41.2).

Overall Satisfaction: Reasons for feeling this way

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

The main positive comments evolved around Council doing a good job or working well for the District (7.3%), good service (7%), positive comments about the Council (6.8%) or about the staff (5.8%).

The main negative comments had to do with concerns about specific services (13%), concerns with the performance of Council (11.0%), concerns about the rates or other financial concerns (9.8%), or concerns in relation to the outlying areas (6.3%).



The Elected Members of Council in the past 12 months

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

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the Elected Members to offer a rating.

Less than half of the respondents (46%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 – 10). However, only 20 respondents (5.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (25%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 – 6). A tenth of the respondents (10%) were actually dissatisfied with the Elected Members (Scores 0 – 3).

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.1. This is 0.4 points lower than the CSI score of 61.5 recorded in 2008. A CSI score of 61.1 implies that respondents have some serious issues with the **Elected Members** of Council.

Council Staff

Three quarters of the respondents (77%) had some contact with Council staff during the previous year. This is up 5% on the last reading but similar to the 2004 result. The proportion who said they had no contact is similar to the previous readings. Most people contacted Council staff at least once per year (38%) while 26% contacted monthly and 11% weekly. A quarter of all respondents (23%) had no contact with Council staff during the past twelve months.

Respondents who had some interaction with the Council Staff (n = 305) were asked *'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'*

Four fifths of the respondents who had dealings with Council Staff (79%) were satisfied with the overall performance of the staff, (Scores 7 – 10). The mode was a score of 8 (33%) and 30% rated the service with a score of 9 or 10 (exceeded expectations).

A sixth of those who had dealings with Council Staff (17%) rated this as neutral (Scores 4 – 6) while six respondents (1.8%) were actually dissatisfied. The CSI score was 76.8, up 2.3 points from 2008. However, the CSI score infers there is potential for improvement.

Overall Satisfaction versus the Staff and Elected Members

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

Respondents were most satisfied with the Council Staff with a CSI score of 76.8. Over a quarter of the respondents (30%) were very satisfied (scores of 9 and 10) while 33% rated their satisfaction with a score of 8.

By comparison, the CSI score was 61.1 for the Elected Members. Only 20 respondents (5.1%) were very satisfied (scores of 9 and 10) while 16% rated their satisfaction with a score of 8. By contrast, the CSI score was 65.4 for the Overall Performance of Council.

Satisfaction with Staff factors of the Council

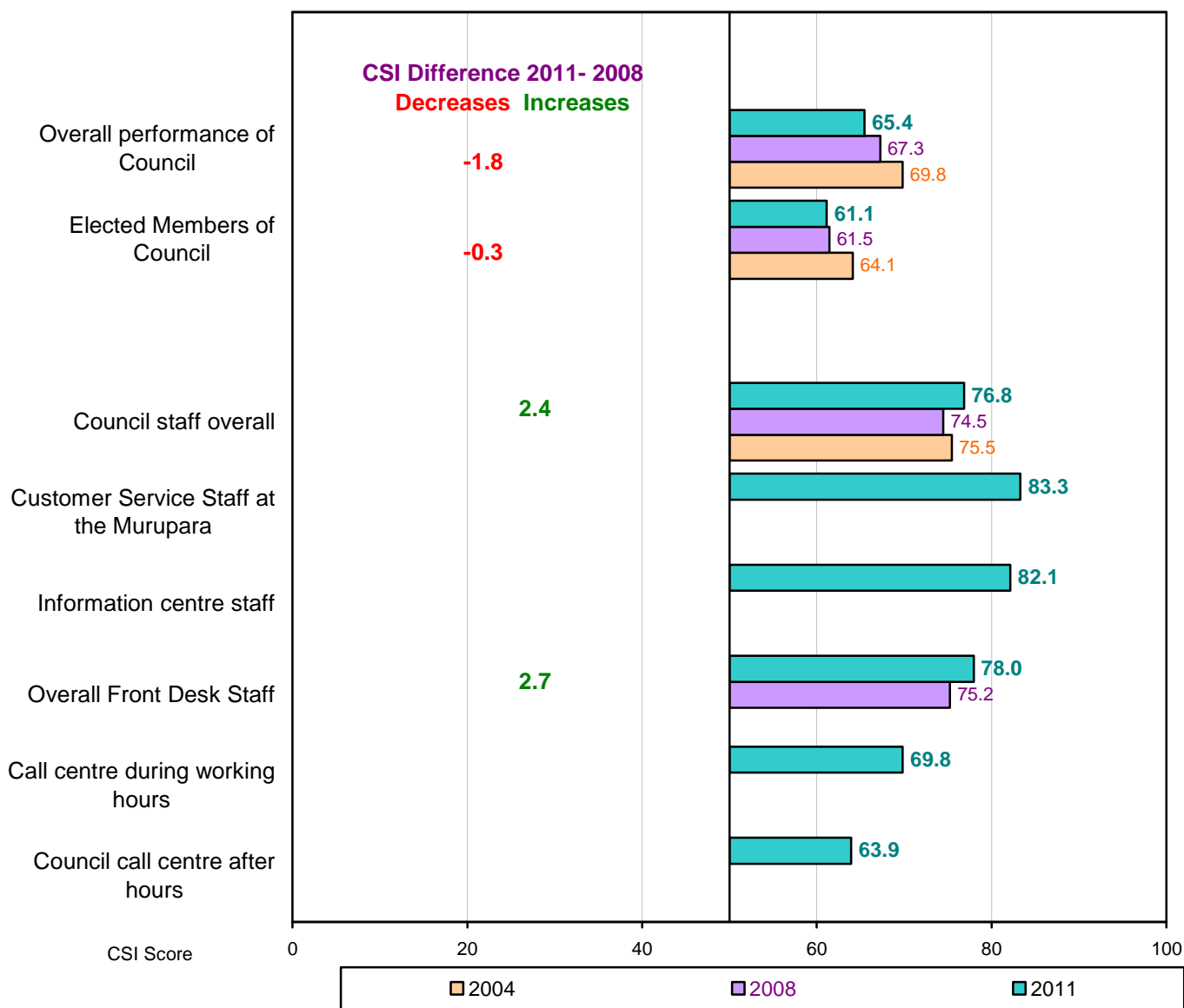
The majority of respondents are satisfied (scores 7 – 10) with each of the staff factors. This ranges from 52% being satisfied with the factor ‘the overall service from the Council call centre after hours’ up to 87% for the factor ‘the overall service from the Customer Service Staff at the Murupara Customer Services Centre’. Conversely, only a small proportion of respondents were dissatisfied with each factor (scores 0 – 3). This ranged from 1% for the factor ‘the overall service from the staff at the information centre’ up to 18% for the factor ‘the overall service from the Council call centre after hours’.

Note: The staff factors are rated only by those who had used that service in the past 12 months.

The CSI scores range from a high of 83.3 for ‘the overall service from the Customer Service Staff at the Murupara Customer Services Centre’ down to 63.9 for ‘the overall service from the Council call centre after hours’. Some of these scores reflect an excellent performance while others reflect a need for improvement.

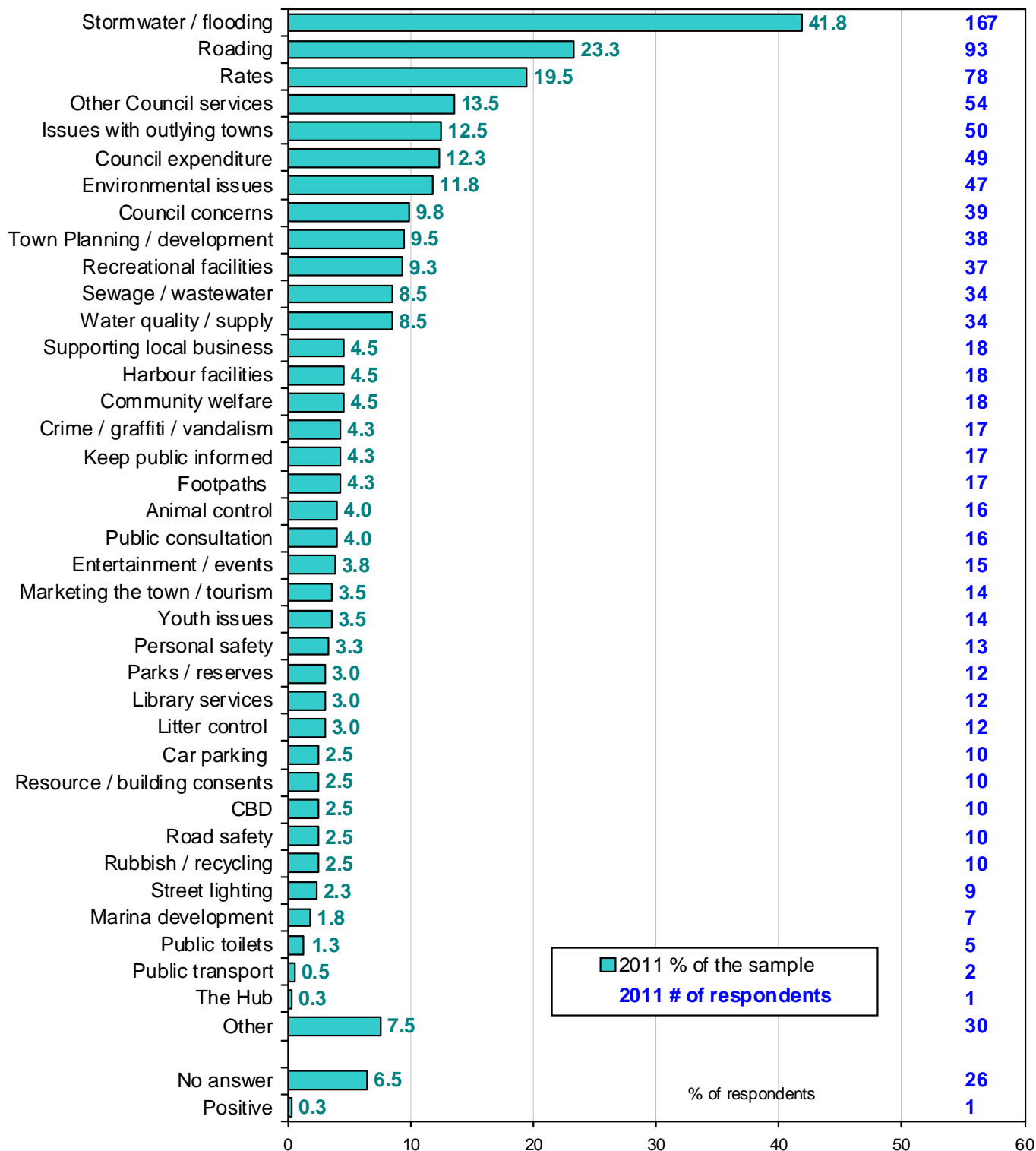
Most of the staff factors were added to the questionnaire in 2011 so there is no comparison.

There was a mix of 2 increases and 2 decreases in CSI scores from 2008. The largest increase was a rise of 2.7 points for ‘the overall service from the Customer Service / Front Desk Staff at the Council at Whakatane’ (CSI score 78.0) followed by a 2.4 point increase for ‘the Overall performance of the Council Staff in the past 12 months’ (CSI score 76.8). The largest decrease was of 1.8 points for ‘the Overall performance of Council in the past 12 months’ (CSI score 65.4) and a 0.3 point decrease for ‘the overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)’ (CSI score 61.1).



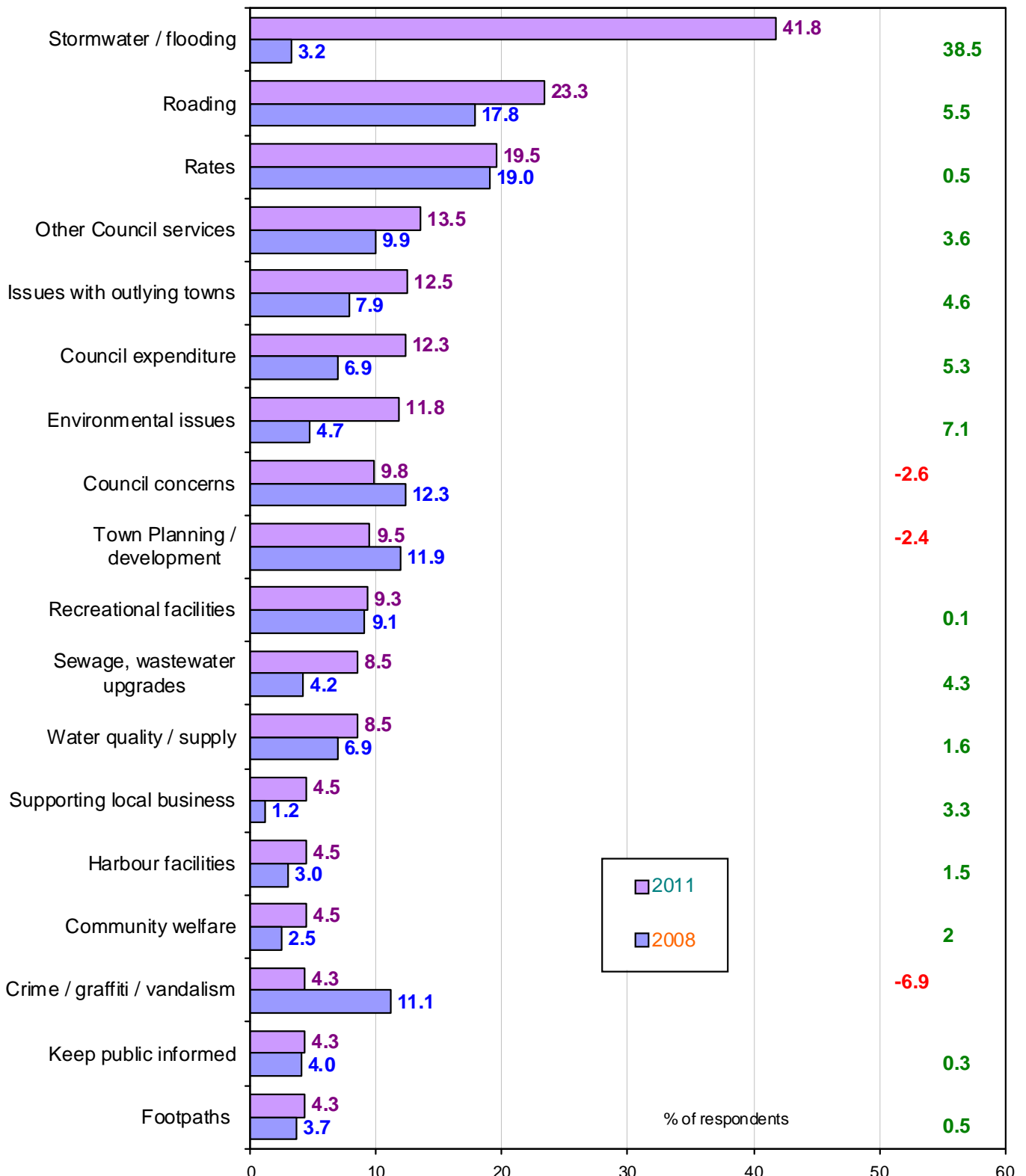
Most important issues Council should be looking at

Respondents were asked ‘What, in your opinion, are the three main issues that Council should be looking at?’ This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering stormwater or flooding (42%), then roading issues (23%) and rates concerns (20%). These were followed with concerns with “other” Council Services (14%), issues with outlying towns (13%), concerns with Council expenditure (12%) and environmental issues (12%). There was also a wide range of other issues mentioned by smaller numbers of respondents.



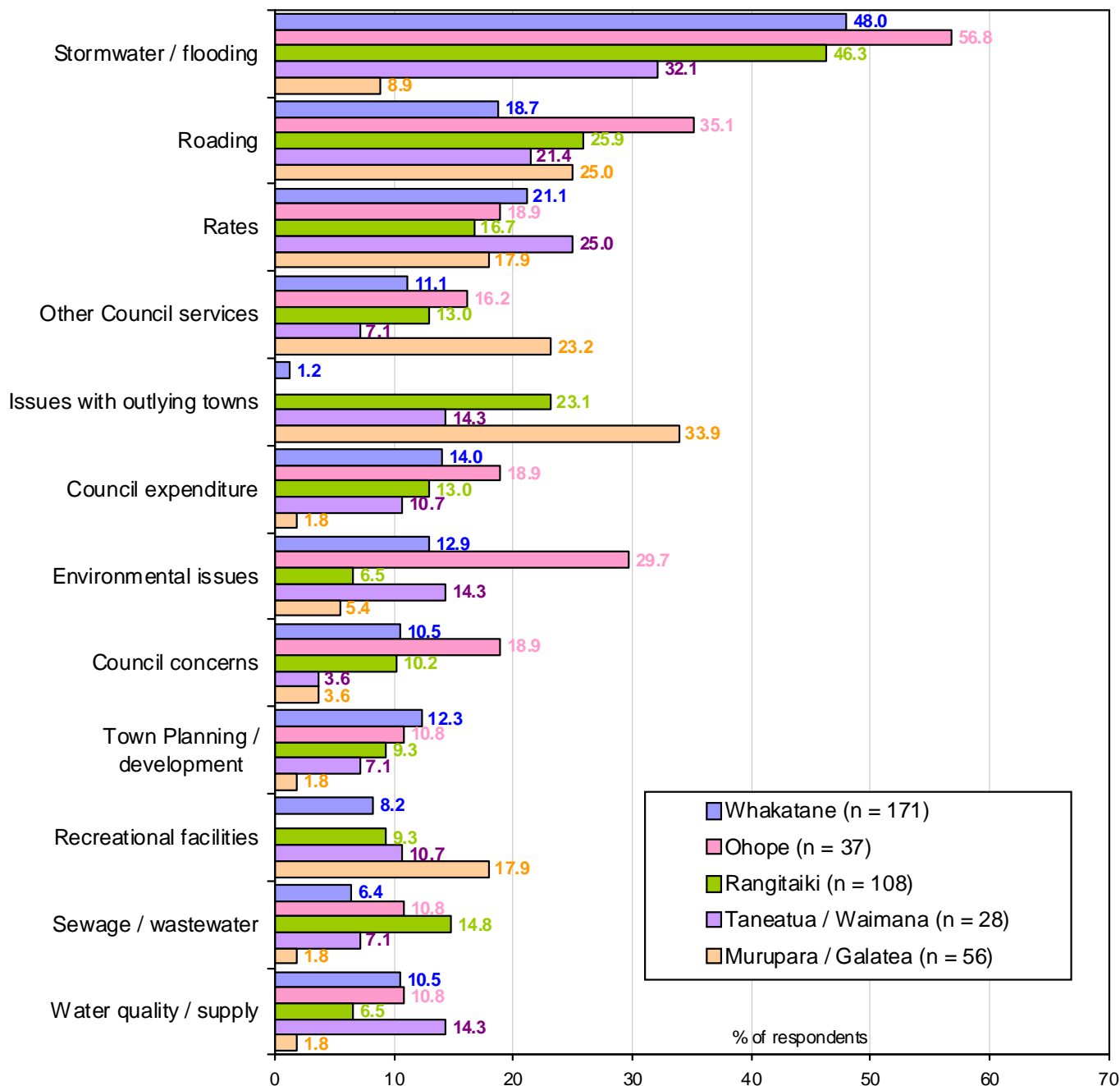
The following two charts compare the issues reported in 2011 versus those from 2008. While many of the main issues mentioned in 2008 are similar to 2011, there are some significant differences. The largest differences were an increase in the mention of stormwater / flooding (42% versus 3% in 2008) and a 7% increase in the mention of environmental issues mainly concerning the slips in the district (12% versus 5% in 2008).

The largest decrease is for crime / graffiti / vandalism (4% versus 11% in 2008) but that is partly caused by youth issues being reported separately this year (4% versus 0% in 2008). There is little difference in the proportion mentioning many of the lesser issues between 2011 and 2008. However there are a few noticeable differences. Car parking was much less of an issue (3% versus 10% in 2008).



Most important issues Council should be looking at by Ward

Stormwater or flooding is a much bigger issue for those from Ohope (57%) but this was also an issue for close to half of those from the Whakatane or Rangitaiki Wards. This was much less of an issue for those from the Murupara / Galatea Ward (9%). Roothing appears a much bigger issue for Ohope (35%) versus 19% for Whakatane. Rates is an issue with close to a fifth of the respondents from each Ward. As would be expected, the issues with the outlying towns does not impact Whakatane or Ohope. Environmental issues are a much bigger issue for Ohope (30%) versus 5% to 14% for the other Wards.



Crime / graffiti / vandalism (11%) and litter control (11%) appears a much bigger issue for Murupara / Galatea. Animal control is a bigger issue for those from Ohope (11%) and Taneatua / Waimana (11%) but this is less of an issue in the other Wards. Entertainment / events and youth issues are a bigger issue for those from Taneatua / Waimana.

Only small numbers of respondents mentioned some issues and it is not possible to tell if these are localised issues or not. It looks like car parking and the CBD is a slightly bigger issue for the Ohope Ward (11%) while street lighting is a bigger issue in Murupara / Galatea.

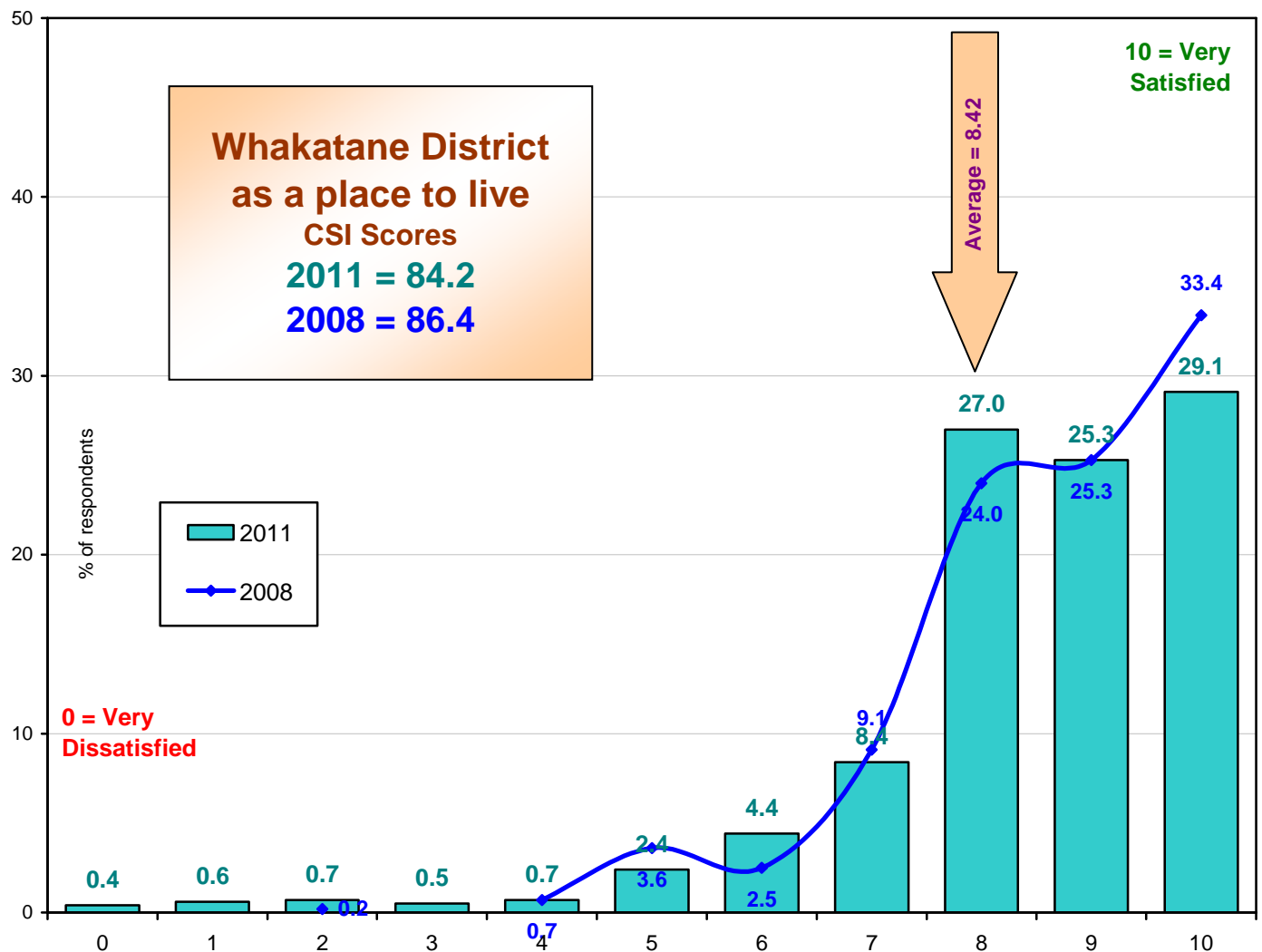
Whakatane as a place to live

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

The vast majority of the respondents (90%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (29%) and 54% rated this with a score of 9 or 10 (exceeded expectations).

Only nine respondents (2.2%) were dissatisfied with Whakatane District as a place to live (scores 0 – 3) while 7% rated this as neutral (Scores 4 to 6). The remaining two respondents (0.5%) did not answer this question.

The CSI score is 84.2, which is 2.2 points lower than the 86.4 recorded in 2008. The current CSI score infers respondents are very satisfied with Whakatane District as a place to live.



Council's provision of information

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

A tenth of the respondents (11%) did not answer this question, presumably because they did not know enough about Council provision of information to be able to rate this factor.

Almost half of the respondents (47%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. A tenth of the respondents (9.5%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (21%).

Only a few respondents (6.5%) were dissatisfied with the Council providing this type of information (scores 0 – 3) while 36% rated this as neutral (Scores 4 – 6). The profile is similar to 2008.

The CSI score is 64.3, virtually unchanged from 2008. This again infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.

Opportunities for involvement in decision making

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

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the opportunities Council provided for community involvement in decision making to be able to rate this factor.

Just over a third of the respondents (38%) were satisfied with Council providing good opportunities for community involvement in decision making (Scores 7 – 10). The mode was a score of 7 (18%) but just 8.5% rated this with a score of 9 or 10 (exceeded expectations).

A sixth of the respondents (16%) were dissatisfied with the opportunities for community involvement in decision making Council provided (scores 0 – 3) while 37% rated this as neutral (Scores 4 to 6).

The CSI score is 57.5, down 1.0 points from the 2008 result. The CSI score again infers respondents have some issues with the opportunities they have for community involvement in Council decision making.

Quality of Council facilities and services

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

Half of the respondents, (52%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 4% rated this with a score of 10 (greatly improved). Less than a tenth of the respondents (7%) felt the quality had deteriorated (Scores 0 – 3) and only four respondents (0.9%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 64.2, down 3.6 points from 2008.

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

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

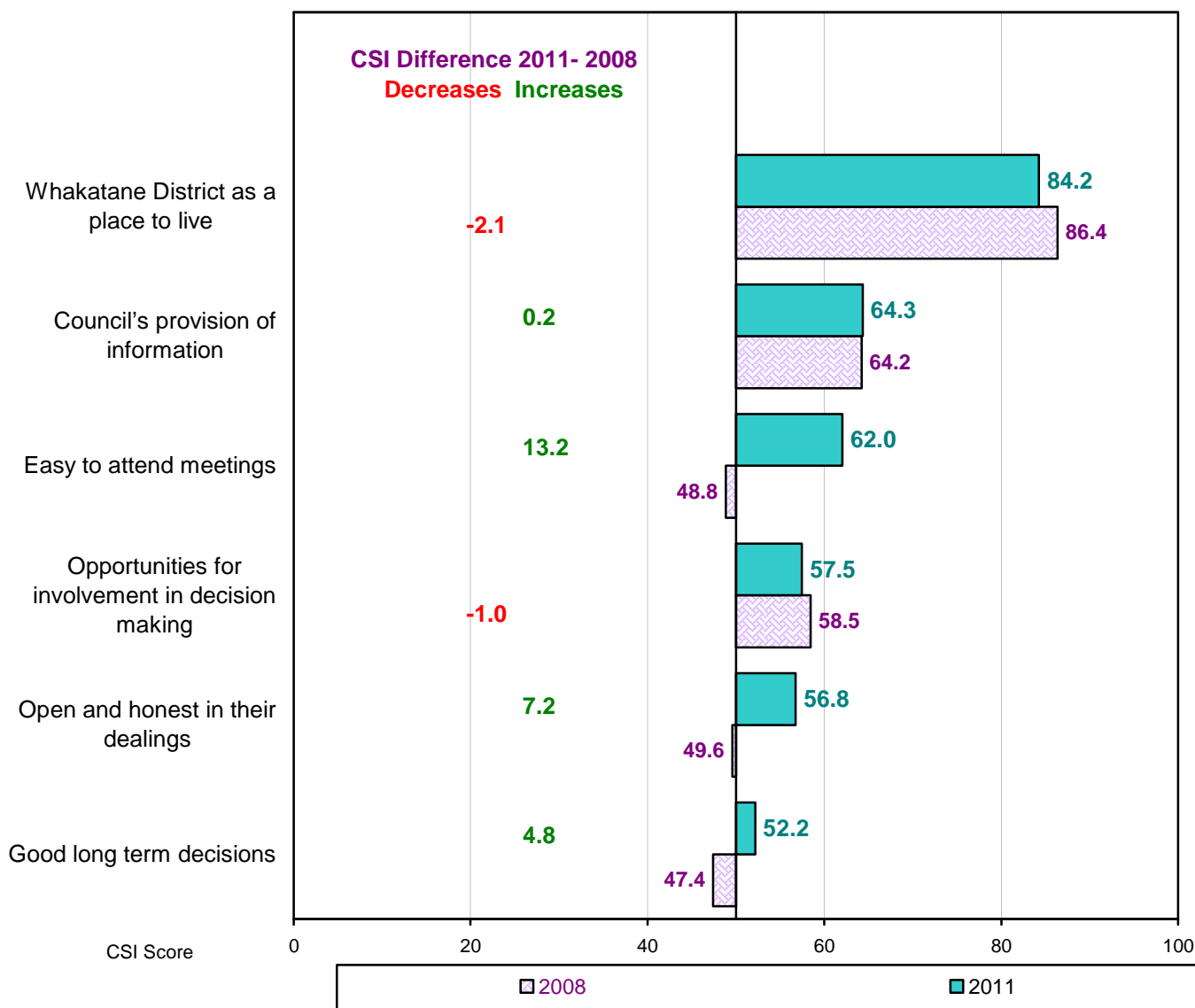
Satisfaction with General aspects of the Council

The proportion of respondents that were satisfied (scores 7 – 10) ranges from just 32% for the factor *'the Council making good long term decisions'* up to 90% for the factor *'the Whakatane District as a place to live'*. Conversely, a significant proportion of respondents were dissatisfied with each factor (scores 0 – 3). This ranged from 2% for the factor *'Whakatane District as a place to live'* up to 20% for the factor *'the Council making good long term decisions'*. A significant proportion of respondents (25% - 43%) rated most of these factors with scores in the 4 – 6 range.

The CSI scores for most factors are very low, which infers that respondents have some serious issues with these. The CSI scores range from 84.2 for *'Whakatane District as a place to live'* down to a CSI score of 52.2 for the factor *'the Council making good long term decisions'*.

The following chart compares the CSI scores for 2011 versus 2008 for the General aspects of the Council. The facilities rated the highest in previous years are generally rated the highest for 2011.

There was a mix of 4 increases and 2 decreases in CSI scores from 2008 but some changes were small. The largest increase was a rise of 13.2 points for *'being easy to attend meetings held by the Whakatane District Council'* (CSI score 62.0) followed by a rise of 7.2 points for the factor *'the Council is open and honest in their dealings with Whakatane residents'* (CSI score 56.8). The largest decrease was of 2.1 points for *'the Whakatane District as a place to live'* (CSI score 84.2) followed by a decrease of 1.0 points for the factor *'the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)'* (CSI score 57.5).

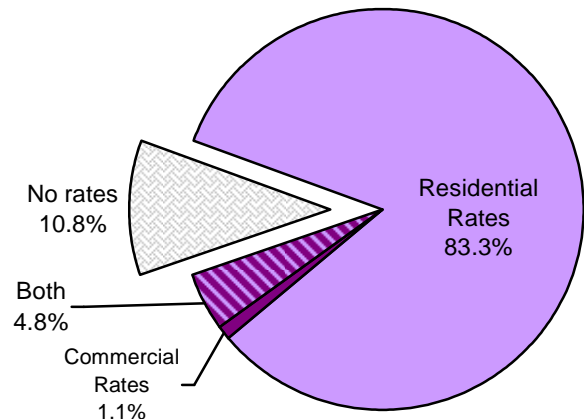


Council Rates

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

The vast majority of the respondents (88%) said they paid residential rates, including 5% who paid both residential and commercial rates. Five respondents (1.1%) paid only commercial rates.

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



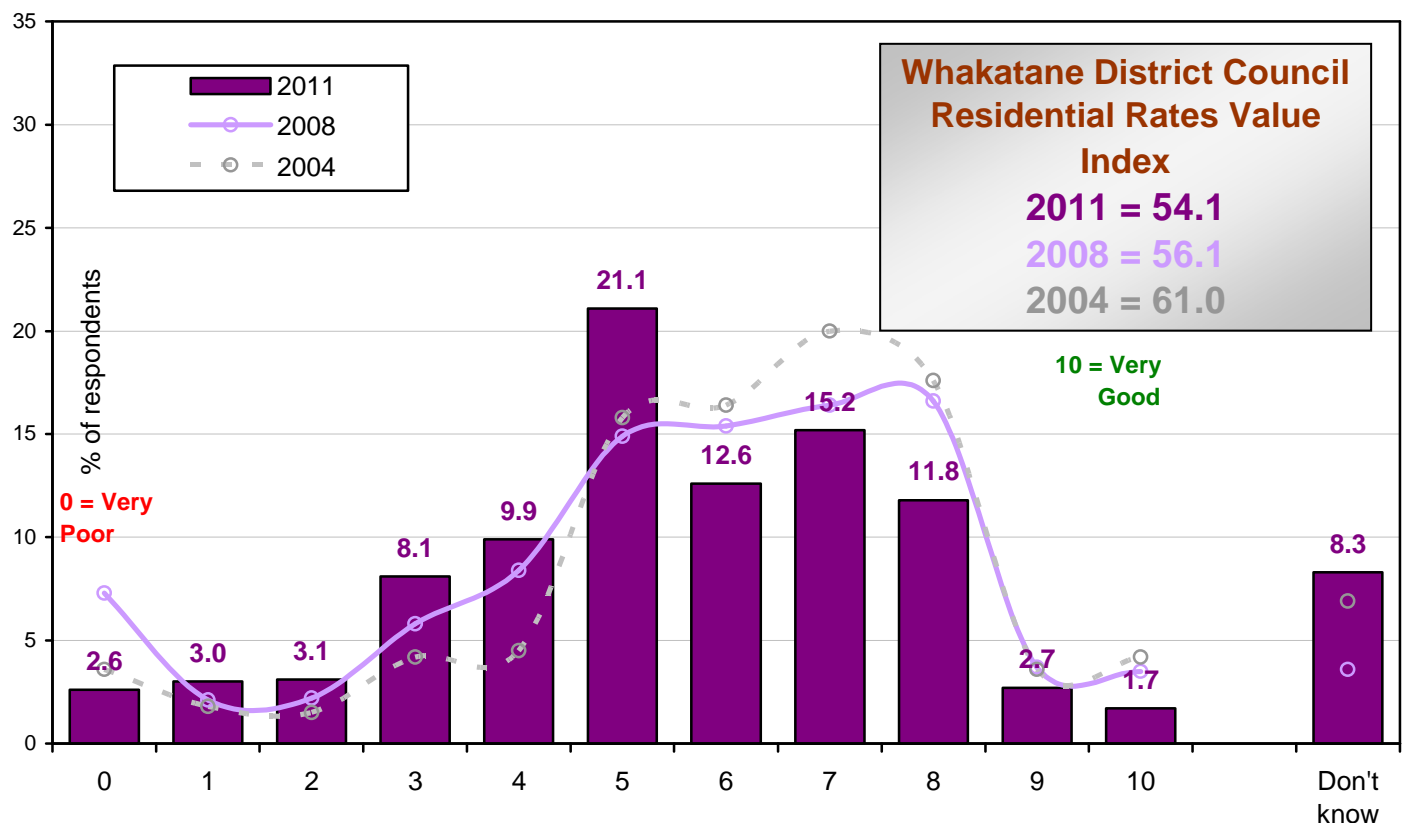
Value for Whakatane District Council rates

Those that did pay residential rates were then asked 'Thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that Whakatane District Council charge?'

A third (31%) of the respondents who paid residential rates (n = 352) thought they received good value for the proportion of their residential rates that Whakatane District Council charge (Scores 7 – 10), but only 4% rated the value for money with a score of 9 or 10. The mode was a score of 5, versus 8 in 2008.

A sixth of those who paid residential rates (17%) thought they received poor value (Scores 0 – 3) while close to half (44%) rated the value of WDC residential rates as neutral (Scores 4 – 6). Close to a tenth of the respondents (8%) did not answer this question, presumably because they did not know enough to rate the value of their Whakatane District Council charge.

The Value Index is 54.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 2.0 points from 2008 when the index was 56.1 and down 6.9 points from 2004 when the index was 61.0.



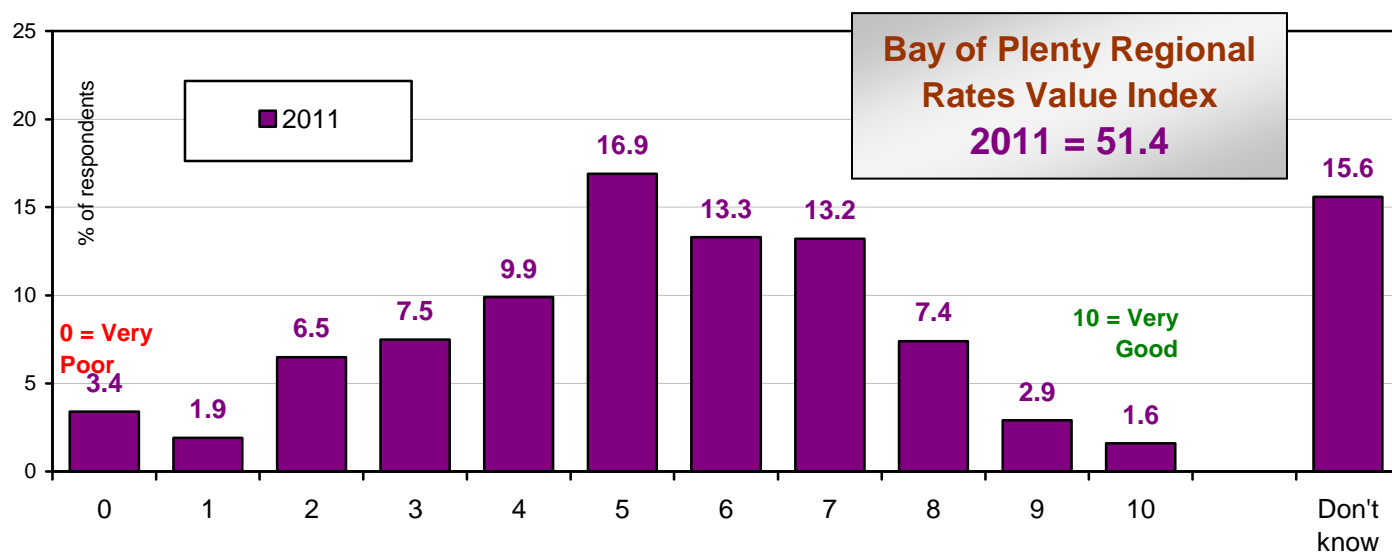
Value for Regional Rates

Those that did pay residential rates were then asked *Thinking now about all Council provided services and facilities and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that the Bay of Plenty Regional Council charge?*

A sixth of the respondents (16%) did not answer this question, presumably because they did not know enough to rate the value of their Bay of Plenty Regional Council charge.

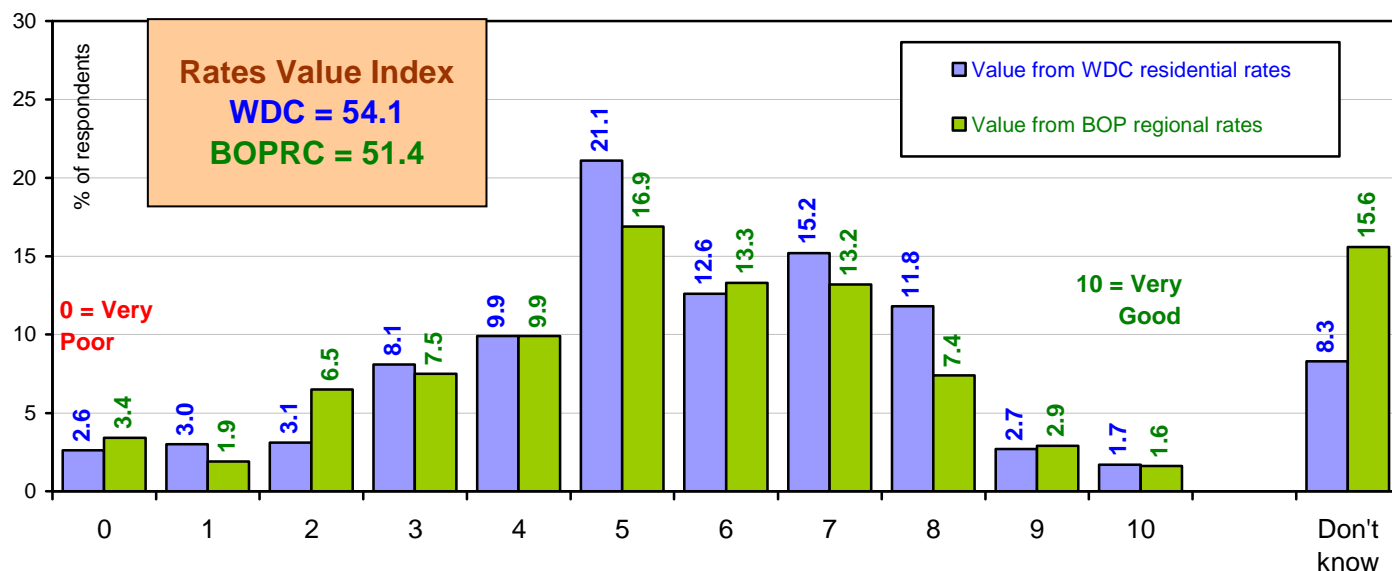
A quarter (25%) of the respondents who paid residential rates (n = 352) thought they received good value for their residential rates that the Bay of Plenty Regional Council charge (Scores 7 – 10), but only 5% rated the value for money with a score of 9 or 10. The mode was a score of 5.

A fifth of those who paid residential rates (19%) thought they received poor value (Scores 0 – 3) while over a third (40%) rated the value of residential rates as neutral (Scores 4 – 6). The Value Index is 51.4, which infers on average, respondents think they get neither good nor poor value from their rates.



Comparing the District versus Regional Value for rates

The profile for the value for rates is similar for both for the proportion that the Whakatane District Council and the Bay of Plenty Regional Council charge. A higher proportion of respondents did not answer this question for the regional rates (15% vs. 8%) and fewer thought they got good value (Scores 0 – 3) (25% versus 31% for WDC). A fifth of the respondents thought they received poor value (Scores 0 – 3) from each group. The Value Index is 54.1 for WDC rates and 2.7 points lower on 51.4 for BoPRC rates.



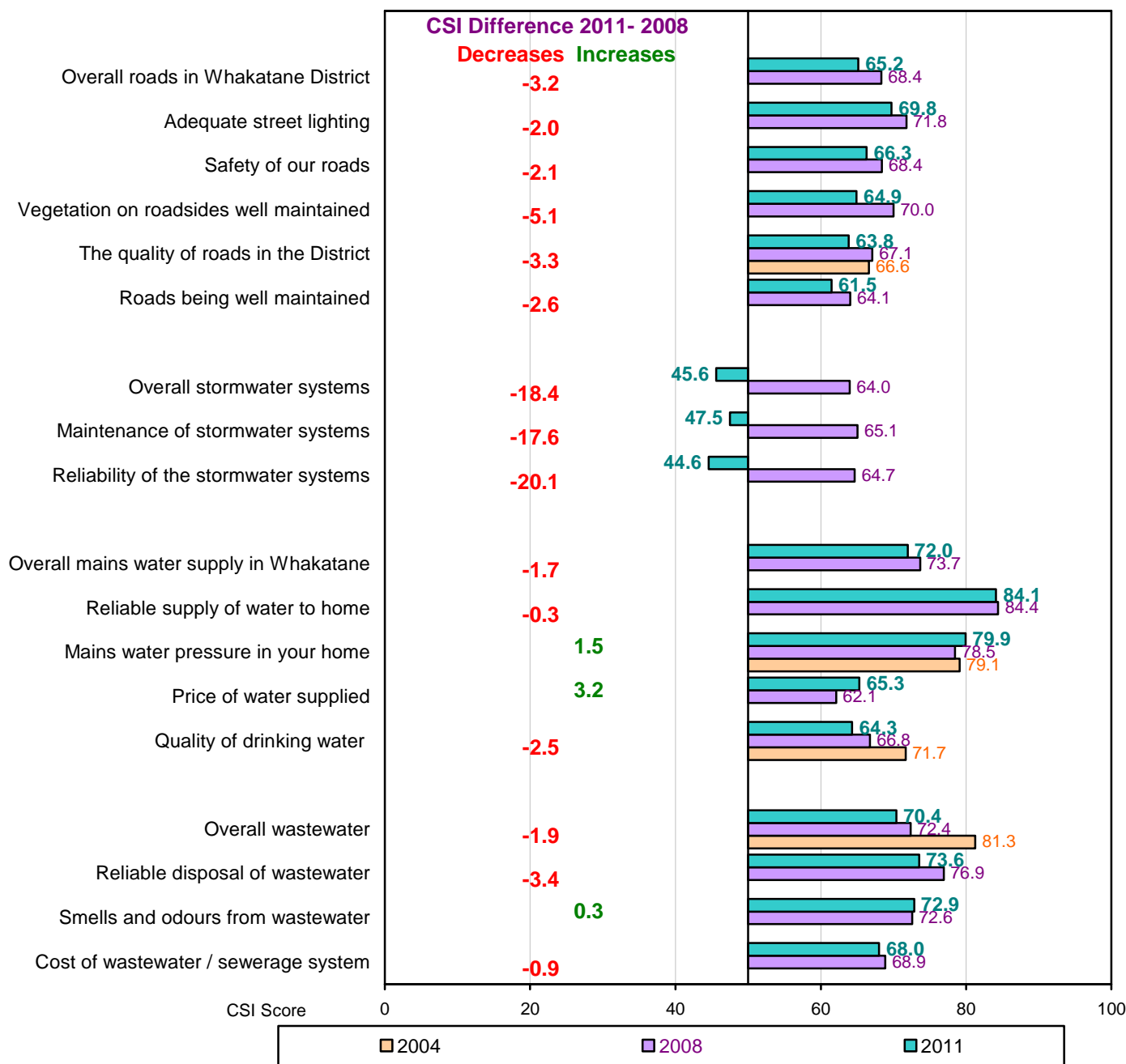
Satisfaction with Council Services and Facilities

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

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 92% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 22% for 'the reliability of the stormwater systems from streets, public areas and residents homes'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 2% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' up to 34% for the 'reliability of the stormwater systems from streets, public areas and residents homes'. The factor with the most respondents rating with a score of 10 was 'having a reliable supply of water to home' (28%). The factor with the most rating with a score of 0 is for the 'reliability of the stormwater systems from streets, public areas and residents homes' (8.3%).

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

The CSI scores range from a high of 84.1 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 44.6 for 'the reliability of the stormwater systems from streets, public areas and residents homes'. The three stormwater factors are rated with CSI scores that infer there is a clear need for improvement.



The previous chart compares the CSI scores for the Services & Facilities for 2011 versus 2008 and 2004. There was a mix of 3 increases and 15 decreases in CSI scores from 2008 but many were small. The largest increase was a rise of 3.2 points for *'the price of water supplied'* (CSI score 65.3). The largest decrease was of 20.1 points for *'the reliability of the stormwater systems from streets, public areas and residents homes'* (CSI score 44.6) followed by a decrease of 18.4 points for *'the overall effectiveness of the stormwater systems'* (CSI score 45.6).

Usage and Satisfaction - Council Services and Facilities

Respondents were asked how often they had used Council provided services or facilities in the past year. Some of the services like the Kerbside Recyclable collection (89%), Residential Refuse Collection (85%), and Council Water supply (82%), were used by the vast majority of respondents. Other facilities like the applying for a LIM (7%) were used by a small proportion of the sample. Note: certain Council provided services and facilities were not included in the 'usage' part of the questionnaire as asking usage was not appropriate e.g. for stormwater, wastewater and sewerage systems and roads

Similar to previous years, there is some variation in usage but this is possibly due to many variables e.g. the weather or economy, changing behaviour, changes in the availability of the facilities or variances in the sample.

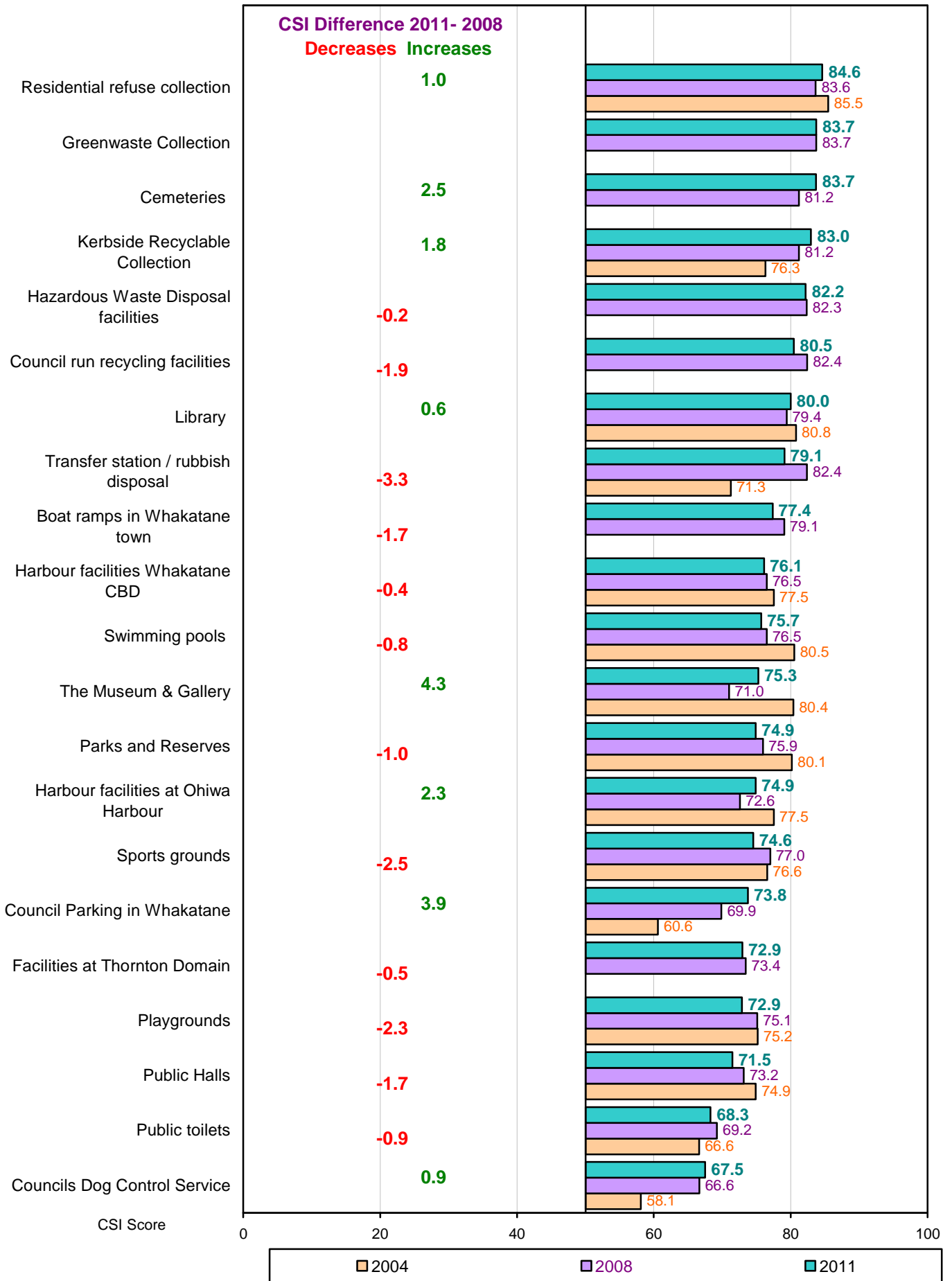
The respondents were asked *'I'm going to read out a list of facilities / amenities within the Whakatane area you have used as well as a range of others that Council provides. Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'*

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for the *'Cemeteries'* down to 59% for the *'Public Toilets'*. There are also a number of respondents who are less than satisfied with each factor (scores 0 – 6). This ranges from 9% for the *'Cemeteries'* up to 40% for the *'Public Toilets'*. The factor with the most respondents rating with a score of 10 was the *'Residential Refuse Collection'* while the factor with the most rating with a score of 0 to 3 is *'Councils Dog Control Service'* (15%).

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

The CSI scores range from a high of 84.6 for the *'Residential Refuse Collection'* and 83.7 for both the *'Greenwaste Collection'* and the *'Cemeteries'* down to 67.5 for *'Councils Dog Control Service'*. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.

The previous chart compares the CSI scores for 2011 versus 2008 and 2004 for the Facilities & Amenities. The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 8 increases and 12 decreases in CSI scores from 2008 but many changes were small. The largest increase was a rise of 4.3 points for *'The Museum & Gallery'* (CSI score 75.3) followed by a rise of 3.9 points for *'Council parking in Whakatane'* (CSI score 73.8). The largest decrease was of 3.3 points for the *'Transfer station / rubbish disposal at Whakatane or Murupara'* (CSI score 79.1).



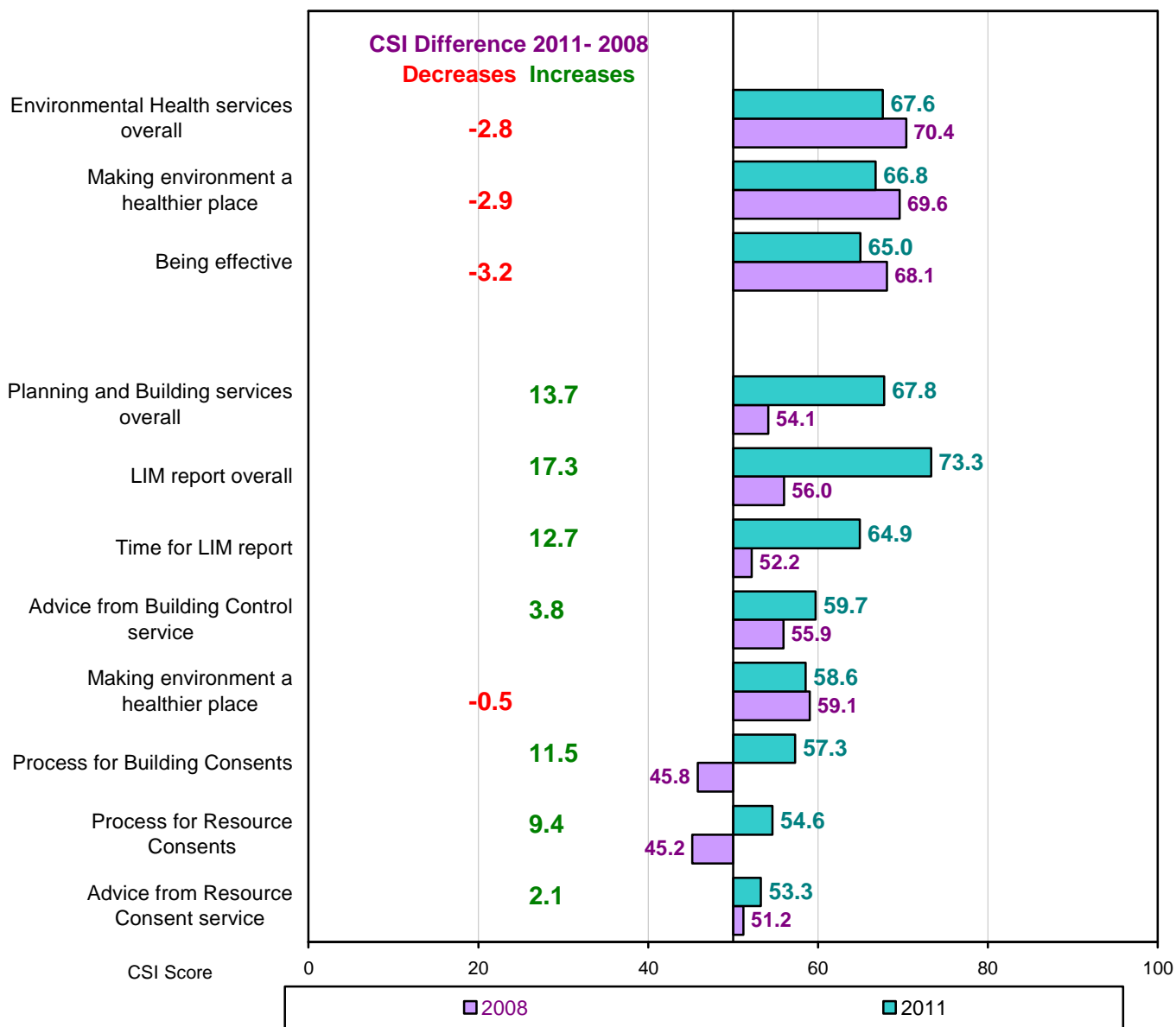
Satisfaction with Environmental Health and Planning Services

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

Over half of the respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 64% for 'the LIM report overall' down to just 32% for 'the advice from Council's resource consent service'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 4% for 'the LIM report overall' up to 39% for 'the process Council used for your resource consent'. The factor with the most rating with a score of 0 is 'the process Council used for your building consent' (4.8%).

The CSI scores range from a high of 73.3 for the 'LIM report overall' down to 53.3 for 'the advice from Council's resource consent service' and 54.6 for 'the process Council used for your resource consent'.

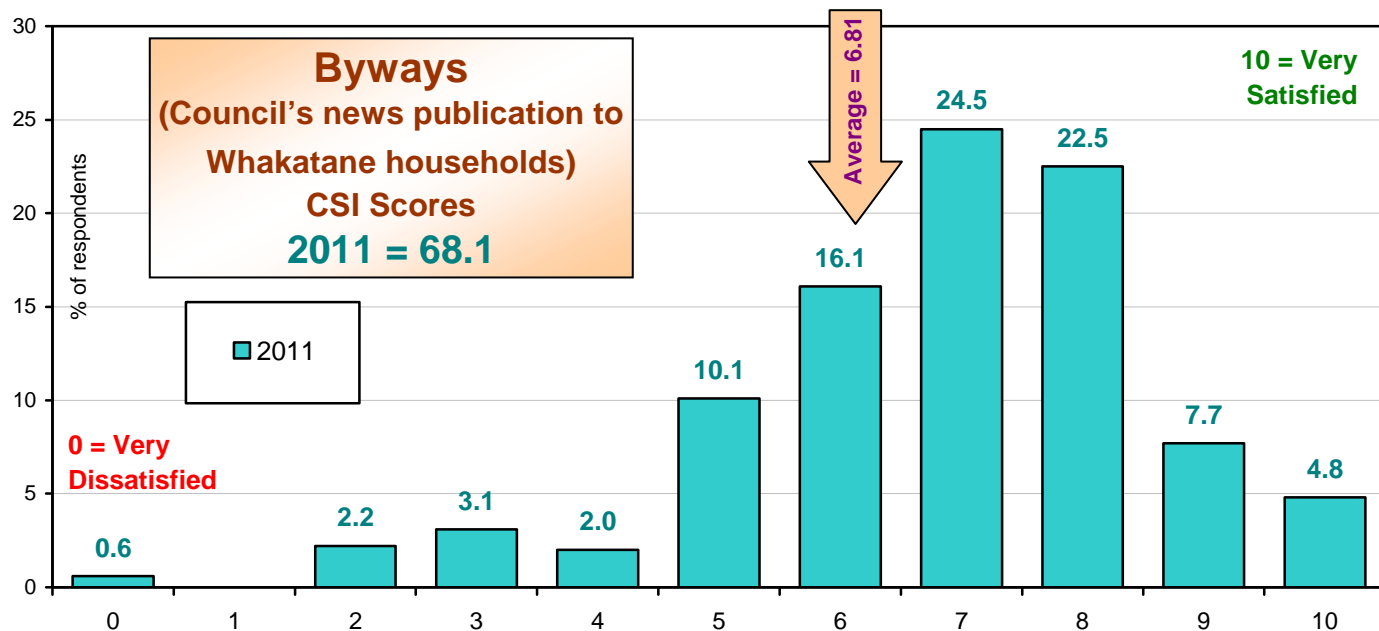
The following chart compares the CSI scores for the Environmental Health and Planning Services for 2011 versus 2008 and 2004. There was a mix of 7 increases and 4 decreases in CSI scores from 2008. The largest increase was a rise of 17.3 points for 'the LIM report overall' (CSI score 73.3) followed by an increase of 13.7 points for 'the Planning and Building services overall' (CSI score 67.8) and a 12.7 point increase for 'the time taken for your LIM report' (CSI score 64.9). The largest decrease was of 3.2 points for 'the Environmental Health services being effective' (CSI score 65.0).



Communications and Marketing

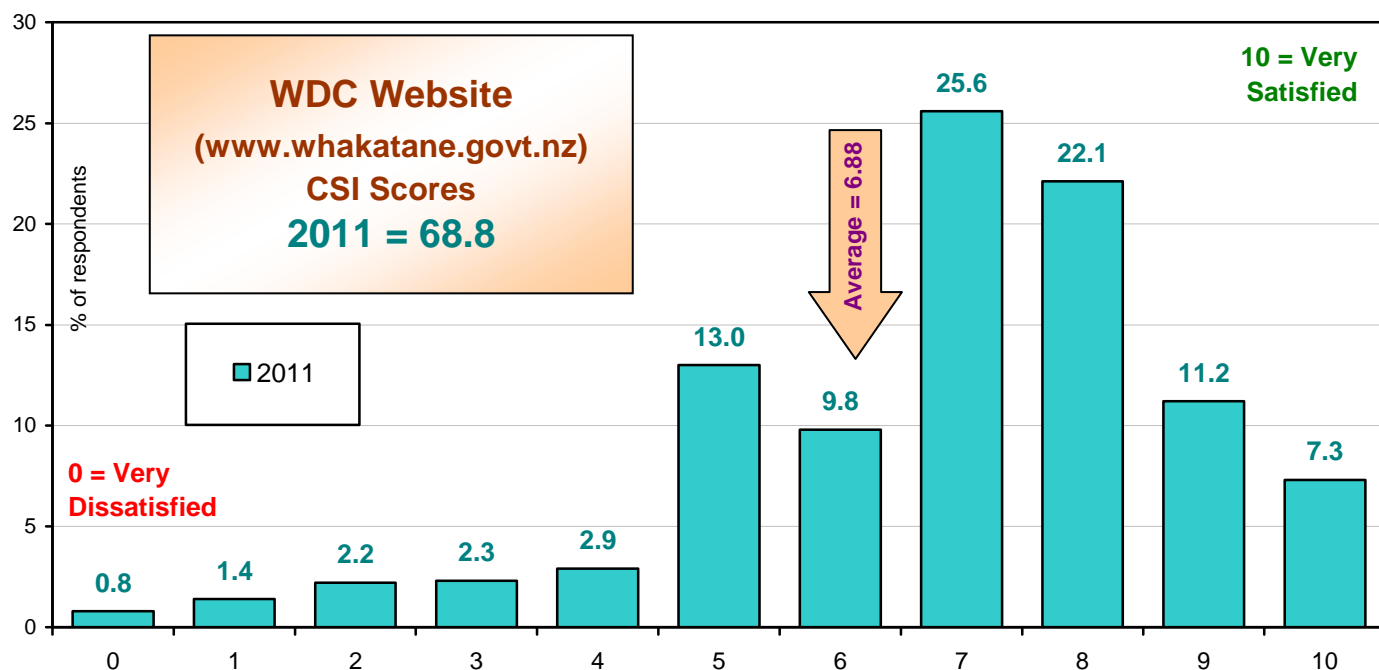
The respondents who had used Byways (n = 153) were asked 'Using a scale where 0 = very dissatisfied and 10 = very satisfied, how satisfied were you with Byways (Council's news publication to Whakatane households)?'

Over half of the respondents (60%) were satisfied with Byways (Scores 7 – 10). The mode was a score of 7 (25%) but just an eighth of the users (13%) rated this with a score of 9 or 10 (exceeded expectations). Only nine respondents (6%) were dissatisfied with Byways (scores 0 – 3) while 28% rated this as neutral (Scores 4 to 6). The CSI score is 68.1, a score that infers there are opportunities for improvement.



Respondents who had used the WDC website (n = 120) were asked 'Using a scale where 0 = very dissatisfied and 10 = very satisfied, how satisfied were you with Whakatane District Council Website (www.whakatane.govt.nz)?'

Two thirds of the respondents (66%) were satisfied with the Council Website (Scores 7 – 10). The mode was a score of 7 (26%) and a fifth of the users (19%) rated this with a score of 9 or 10 (exceeded expectations). Only eight respondents (7%) were dissatisfied with the Council Website (scores 0 – 3) while 26% rated this as neutral (Scores 4 to 6). The CSI score is 68.8, a score that infers there are opportunities for improvement.



Safety in Whakatane District

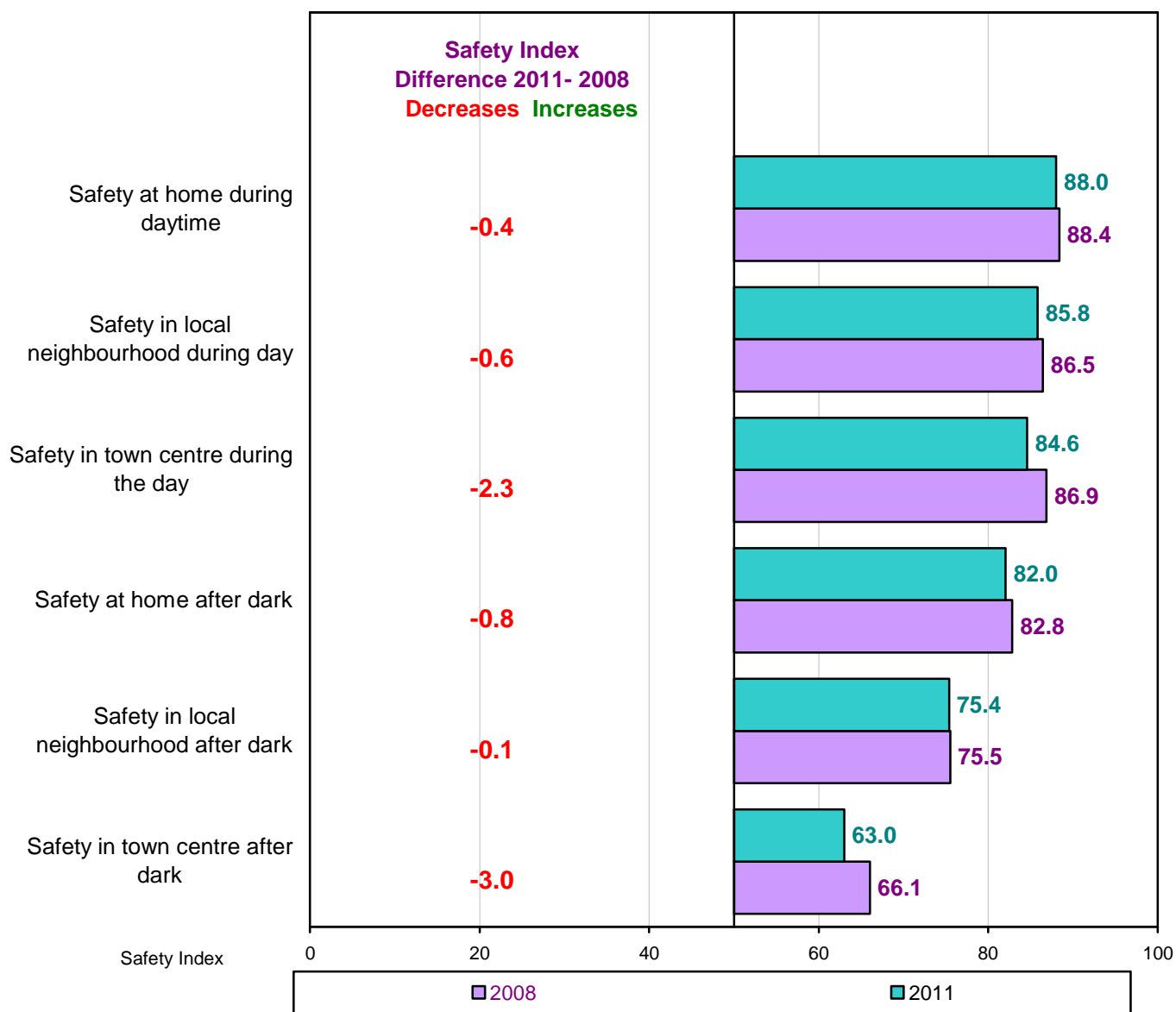
Respondents were asked the following: *'Thinking now about personal safety, and using a scale where 0 = very unsafe and 10 = very safe; how safe do you feel in <location>?'*

The level of safety varies little between most of the locations. The proportion who feel safe (scores 6 – 10) ranges from 61% for the factor *'safety in your town centre after dark'* up to 95.6% for *'safety in your local neighbourhood during the daytime'*.

The Safety Index reflects a high level of safety for most locations but this is highest for *'Safety in your home during the daytime'*. (Safety Index = 88.0) down to a modest feeling of safety for the factor *'Safety in your town centre after dark'* (Safety Index = 63.0). Note: an eighth of the respondents (12%) did not answer the latter question, presumably because they had not been in their town centre after dark.

The following chart compares the Safety Index for the various locations for 2011 versus 2008. There were 6 decreases in the Safety Index and no increases but most moves were small. The largest decrease was of 3.0 points for *'safety in your town centre after dark'* (Index 63.0) followed by a decrease of 2.3 points for *'safety in your town centre during the daytime'* (Index 84.6)

It is important to remember most of these scores are very high which infers for most locations, safety is not an issue.



Factors influencing Overall Satisfaction with Council

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

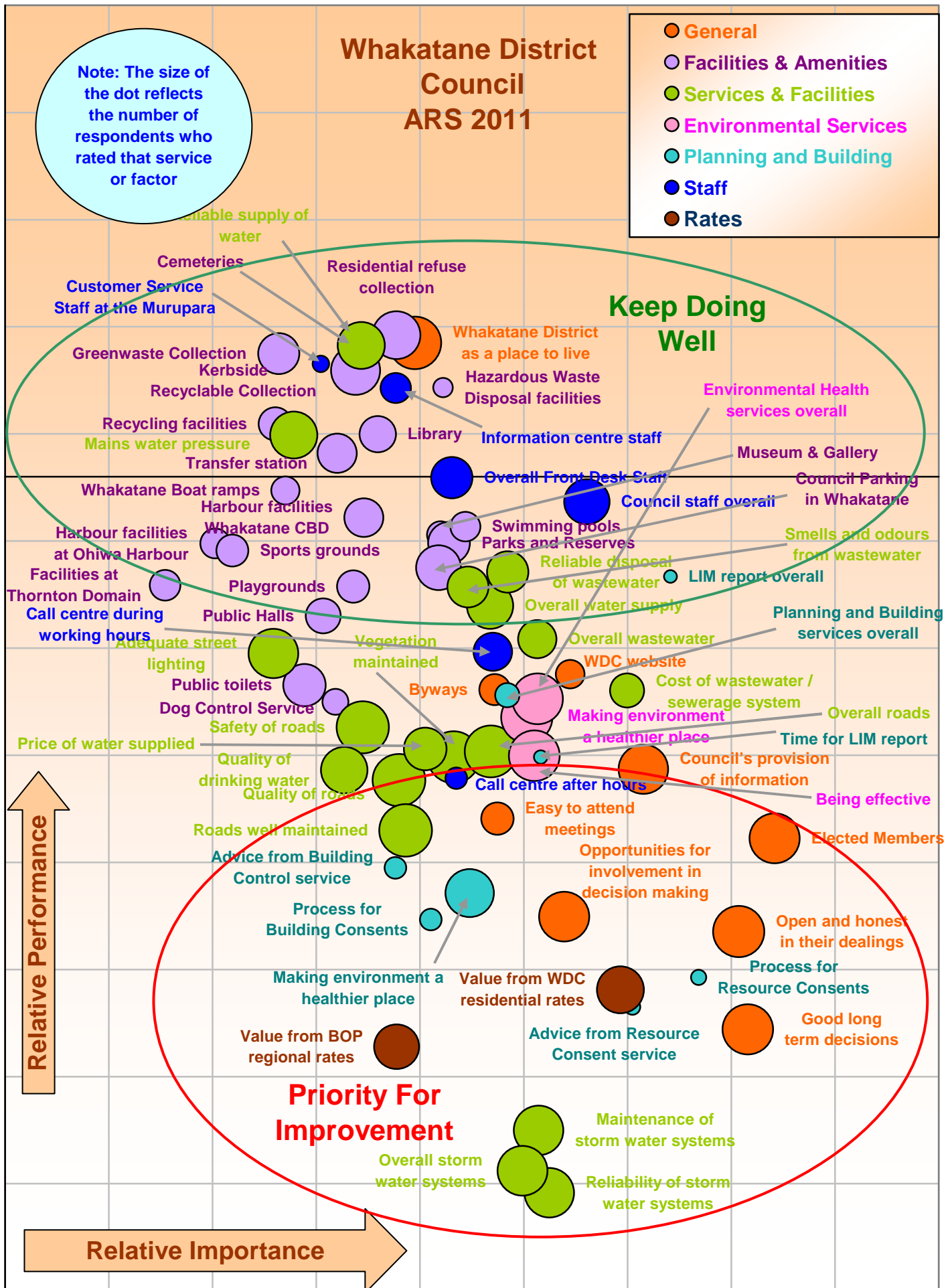
The chart shows that while some factors were rated with high levels of satisfaction, many of the most influential factors were rated relatively lower. The list below highlights which factors were most influential on the overall satisfaction of respondents and which factors should be priorities for improvement.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

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

- **The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (General: CSI score = 61.1)**
- **The Council making good long term decisions (General: CSI score = 52.2)**
- **The Council being open and honest in their dealings with Whakatane residents (General: CSI score = 56.8)**
- **The process Council used for your resource consent (Planning and Building: CSI score = 54.6)**
- **The LIM report overall (Planning and Building: CSI score = 73.3)**
- **Council's provision of information to the community about its services, facilities, projects and plans (General: CSI score = 64.3)**
- **The advice received from Council's resource consent service (Planning and Building: CSI score = 53.3)**
- **The cost of the wastewater and sewerage system (Services & Facilities: CSI score = 68)**
- **The value from WDC residential rates (Rates: CSI score = 54.1)**
- **The overall performance of Council staff in the past 12 months (Overall: CSI score = 76.8)**
- **Whakatane District Council website (Marketing: CSI score = 68.8)**
- **The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)? (General: CSI score = 57.5)**
- **The reliability of the stormwater systems from streets, public areas and residents homes (Services & Facilities: CSI score = 44.6)**
- **The time taken for your LIM report (Planning and Building: CSI score = 64.9)**
- **The maintenance of the stormwater systems (Services & Facilities: CSI score = 47.5)**
- **The environmental health services overall (Environmental Services: CSI score = 67.6)**
- **Overall disposal and treatment of wastewater and sewage (Services & Facilities: CSI score = 70.4)**

The factors identified as priority for improvement were:

- **The reliability of the stormwater systems from streets, public areas and residents homes (Services & Facilities: CSI score = 44.6)**
- **The overall effectiveness of the stormwater systems (Services & Facilities: CSI score = 45.6)**
- **The maintenance of the stormwater systems (Services & Facilities: CSI score = 47.5)**
- **The value from BOP regional rates (Rates: CSI score = 51.4)**
- **The Council making good long term decisions (General: CSI score = 52.2)**
- **The advice received from Council's resource consent service (Planning and Building: CSI score = 53.3)**
- **The value from WDC residential rates (Rates: CSI score = 54.1)**
- **The process Council used for your resource consent (Planning and Building: CSI score = 54.6)**
- **The Council being open and honest in their dealings with Whakatane residents (General: CSI score = 56.8)**
- **The process Council used for your building consent (Planning and Building: CSI score = 57.3)**
- **The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc) (General: CSI score = 57.5)**
- **Making the environment around you a nicer place to live (Planning and Building: CSI score = 58.6)**
- **The advice received from Council's building control service (Planning and Building: CSI score = 59.7)**
- **The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (General: CSI score = 61.1)**
- **The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc) (Services & Facilities: CSI score = 61.5)**
- **Being easy to attend meetings held by the Whakatane District Council (General: CSI score = 62)**
- **The quality of roads in the District (Services & Facilities: CSI score = 63.8)**
- **Council's provision of information to the community about its services, facilities, projects and plans (General: CSI score = 64.3)**
- **The time taken for your LIM report (Planning and Building: CSI score = 64.9)**
- **Overall service from the Council call centre after hours (Staff: CSI score = 63.9)**



Conclusions & Recommendations

Core Services and Facilities (refer page 145-194)

Two thirds of the sample (66%) live beside a Residential Sealed Road. A tenth of the sample (9%) lived on a State Highway but close to half of these respondents lived in town. A fifth of the sample (22%) lived beside a Country Sealed Road while 2% live beside a Country Unsealed Road.

Four fifths of the sample (80%) are on the mains water supply network and a few (2%) had both mains and tank water. A tenth of the sample, (9%) were on bore water while 5% were on tank water. A number of respondents (4%) indicated they had other sources of water.

Two thirds of the sample (66%) were connected to the wastewater and sewage pipeline network while 1% had both the pipeline network and septic tank. A third of the sample, (30%) were on Septic tank. A few respondents (1%) indicated they had other disposal systems.

Satisfaction with Core Services and Facilities

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 92% for *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* down to 22% for *'the reliability of the stormwater systems from streets, public areas and residents homes'*. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 2% for *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* up to 34% for the *'reliability of the stormwater systems from streets, public areas and residents homes'*. The factor with the most respondents rating with a score of 10 was *'having a reliable supply of water to home'* (28%) while the factor with the most rating with a score of 0 is for the *'reliability of the stormwater systems from streets, public areas and residents homes'* (8.3%).

The CSI scores range from a high of 84.1 *'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)'* down to 44.6 for *'the reliability of the stormwater systems from streets, public areas and residents homes'*. The three stormwater factors are rated with CSI scores that infer there is a clear need for improvement.

There was a mix of 3 increases and 15 decreases in CSI scores from 2008 but many were small. The largest increase was a rise of 3.2 points for *'the price of water supplied'* (CSI score 65.3). The largest decrease was of 20.1 points for *'the reliability of the stormwater systems from streets, public areas and residents homes'* (CSI score 44.6) followed by a decrease of 18.4 points for *'the overall effectiveness of the stormwater systems'* (CSI score 45.6).

Usage of specific facilities and services (refer page 195)

Some of the services like the Kerbside Recyclable collection (89%), Residential Refuse Collection (85%), and Council Water supply (82%), were used by the vast majority of respondents. Other facilities like the applying for a LIM (7%) were used by a small proportion of the sample. Generally usage is at similar levels to those previously recorded with 11 increases and 19 decreases but many changes are small. The variation in usage is possibly due to many variables e.g. the weather or economy, changing behaviour, changes in the availability of the facilities or variances in the sample.

Satisfaction with Service and Facilities (refer page 198)

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for the *'Cemeteries'* down to 59% for the *'Public Toilets'*. There are also a number of respondents who are less than satisfied with each factor (scores 0 – 6). This ranges from 9% for the *'Cemeteries'* up to 40% for the *'Public Toilets'*. The factor with the most respondents rating with a score of 10 was the *'Residential Refuse Collection'* while the factor with the most rating with a score of 0 to 3 is *'Councils Dog Control Service'* (15%).

The CSI scores range from a high of 84.6 for the *'Residential Refuse Collection'* and 83.7 for both the *'Greenwaste Collection'* and the *'Cemeteries'* down to 67.5 for *'Councils Dog Control Service'*. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.

The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 8 increases and 12 decreases in CSI scores from 2008 but many changes were small. The largest increase was a rise of 4.3 points for *'The Museum & Gallery'* (CSI score 75.3) followed by a rise of 3.9 points for *'Council parking in Whakatane'* (CSI score 73.8). The largest decrease was of 3.3 points for the *'Transfer station / rubbish disposal at Whakatane or Murupara'* (CSI score 79.1).

Satisfaction with Environmental Health / Planning and Building (refer page 313-345)

Over half of the respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 64% for *'the LIM report overall'* down to just 32% for *'the advice from Council's resource consent service'*. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 4% for *'the LIM report overall'* up to 39% for *'the process Council used for your resource consent'*. The factor with the most rating with a score of 0 is *'the process Council used for your building consent'* (4.8%).

The CSI scores range from a high of 73.3 for the *'LIM report overall'* down to 53.3 for *'the advice from Council's resource consent service'* and 54.6 for *'the process Council used for your resource consent'*.

There was a mix of 7 increases and 4 decreases in CSI scores from 2008. The largest increase was a rise of 17.3 points for *'the LIM report overall'* (CSI score 73.3) followed by an increase of 13.7 points for *'the Planning and Building services overall'* (CSI score 67.8) and a 12.7 point increase for *'the time taken for your LIM report'* (CSI score 64.9). The largest decrease was of 3.2 points for *'the Environmental Health services being effective'* (CSI score 65.0).

Overall Satisfaction (refer to page 45)

Over half of the respondents (58%) were satisfied with **'the Overall Performance of Council in the past 12 months'** (scores of 7 – 10). However, only 37 respondents (9.3%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (29% versus 28% in 2008). Over a third of the respondents (32%) rated **'the Overall Performance of Council'** with a score that was neutral (scores 4 – 6). Only a few respondents (6.0%) were actually dissatisfied with the Overall Performance of Council (Scores 0 – 3). The results are very similar to the previous readings.

The CSI score for **'the Overall Performance of Council in the past 12 months'** was 65.4, 1.9 points lower than the 67.3 recorded in 2008 and 4.4 points lower than the 69.8 recorded in 2004. The CSI score of 65.4 again implies the respondents have some serious issues with Council.

The respondents were asked why they rated the overall performance of Council the way they did. There was a range of responses, with some respondents offering positive reasons for giving a high score while others offered reasons for giving a lower score. The main positive comments evolved around Council doing a good job or working well for the District (7.3%), good service (7%), positive comments about the Council (6.8%) or about the staff (5.8%).

The main negative comments had to do with concerns about specific services (13%), concerns with the performance of Council (11.0%), concerns about the rates or other financial concerns (9.8%), or concerns in relation to the outlying areas (6.3%).

Elected Members (refer to page 51)

Less than half of the respondents (46%) were satisfied with **'the overall performance of the Elected Members of Council in the past 12 months'** (scores of 7 – 10). However, only 20 respondents (5.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (25%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 – 6). A tenth of the respondents (10%) were actually dissatisfied with the Elected Members (Scores 0 – 3). A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the Elected Members to offer a rating.

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.1. This is 0.4 points lower than the CSI score of 61.5 recorded in 2008. A CSI score of 61.1 implies that respondents have some serious issues with the **Elected Members** of Council.

Whakatane as a place to live (refer to page 97)

The vast majority of the respondents (90%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (29%) and 54% rated this with a score of 9 or 10 (exceeded expectations). Only nine respondents (2.2%) were dissatisfied with Whakatane District as a place to live (scores 0 – 3) while 7% rated this as neutral (Scores 4 to 6). The remaining two respondents (0.5%) did not answer this question. The CSI score is 84.2, which is 2.2 points lower than the 86.4 recorded in 2008. The current CSI score infers respondents are very satisfied with Whakatane District as a place to live.

Value for Residential Rates (refer to page 137)

The vast majority of the respondents (88%) said they paid residential rates, including 5% who paid both residential and commercial rates. Five respondents (1.1%) paid only commercial rates. A ninth of the sample (11%) said they did not pay rates.

A third (31%) of the respondents who paid residential rates (n = 352) thought they received good value for the proportion of their residential rates that Whakatane District Council charge (Scores 7 – 10), but only 4% rated the value for money with a score of 9 or 10. The mode was a score of 5, versus 8 in 2008.

A sixth of those who paid residential rates (17%) thought they received poor value (Scores 0 – 3) while close to half (44%) rated the value of WDC residential rates as neutral (Scores 4 – 6). Close to a tenth of the respondents (8%) did not answer this question, presumably because they did not know enough to rate the value of their Whakatane District Council charge.

The Value Index is 54.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 2.0 points from 2008 when the index was 56.1 and down 6.9 points from 2004 when the index was 61.0.

The profile for the value for rates is similar for both for the proportion that the Whakatane District Council and the Bay of Plenty Regional Council charge. A higher proportion of respondents did not answer this question for the regional rates (15% vs. 8%) and fewer thought they got good value (Scores 0 – 3) (25% versus 31% for WDC). A fifth of the respondents thought they received poor value (Scores 0 – 3) from each group. The Value Index is 54.1 for WDC rates and 2.7 points lower on 51.4 for BoPRC rates.

The analysis shows there is a direct relationship between value for rates and satisfaction with the overall performance of Council. Those who rated the overall performance of Council with a score of 10 (Very Satisfied; n = 13) rate the value from rates with a Value index of 62.5. Conversely, those who rate the overall performance of Council with a score of 2 or less (Very dissatisfied; n = 12) rate the value from rates with a Value index of just 24.0. It appears the more satisfied the respondent is with the overall performance of Council, the higher the perceived value from rates.

Those who rated the Value from Rates with a score of 10 (Good Value; n = 6) rate the overall performance of Council with a CSI score of 90.7. Conversely, those who rate the Value from Rates with a score of 2 or less (Poor Value; n = 31) rate the overall performance of Council with a CSI score of just 45.8. It appears the higher the perceived value from rates, the more satisfied the respondent is with the overall performance of Council.

Quality of Facilities and Services (refer to page 132)

Half of the respondents, (52%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 4% rated this with a score of 10 (greatly improved). Less than a tenth of the respondents (7%) felt the quality had deteriorated (Scores 0 – 3) and only four respondents (0.9%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 64.2, down 3.6 points from 2008. **It is important to note that an Improvement Index of 51 or more represents an improvement upon the previous year.** With the Index being well above 50 this year, this infers that the respondents believe the quality of Council facilities and services have improved from last year.

Council's provision of information (refer to page 99)

Almost half of the respondents (47%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. A tenth of the respondents (9.5%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (21%). Only a few respondents (6.5%) were dissatisfied with the Council providing this type of information (scores 0 – 3) while 36% rated this as neutral (Scores 4 – 6). A tenth of the respondents (11%) did not answer this question, presumably because they did not know enough about Council provision of information to be able to rate this factor. The profile is similar to 2008.

The CSI score is 64.3, virtually unchanged from 2008. This again infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.

Main Issues (refer to page 84)

Respondents were asked '*What, in your opinion, are the three main issues that Council should be looking at?*' This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering stormwater or flooding (42%), then roading issues (23%) and rates concerns (20%). These were followed with concerns with "other" Council Services (14%), issues with outlying towns (13%), concerns with Council expenditure (12%) and environmental issues (12%). There was also a wide range of other issues mentioned by smaller numbers of respondents.

While many of the main issues mentioned in 2008 are similar to 2011, there are some significant differences. The largest differences were an increase in the mention of stormwater / flooding (42% versus 3% in 2008) and a 7% increase in the mention of environmental issues mainly concerning the slips in the district (12% versus 5% in 2008). The largest decrease is for crime / graffiti / vandalism (4% versus 11% in 2008) but that is partly caused by youth issues being reported separately this year (4% versus 0% in 2008).

Stormwater or flooding is a much bigger issue for those from Ohope (57%) but this was also an issue for close to half of those from the Whakatane or Rangitaiki Wards. This was much less of an issue for those from the Murupara / Galatea Ward (9%). Roading appears a much bigger issue for Ohope (35%) versus 19% for Whakatane. Rates is an issue with close to a fifth of the respondents from each Ward. As would be expected, the issues with the outlying towns does not impact Whakatane or Ohope. Environmental issues are a much bigger issue for Ohope (30%) versus 5% to 14% for the other Wards.

Crime / graffiti / vandalism (11%) and litter control (11%) appears a much bigger issue for Murupara / Galatea. Animal control is a bigger issue for those from Ohope (11%) and Taneatua / Waimana (11%) but this is less of an issue in the other Wards. Entertainment / events and youth issues are a bigger issue for those from Taneatua / Waimana.

Safety in Whakatane (refer to page 348)

The level of safety varies little between most of the locations. The proportion who feel safe (scores 6 – 10) ranges from 61% for the factor '*safety in your town centre after dark*' up to 95.6% for '*safety in your local neighbourhood during the daytime*'.

The Safety Index reflects a high level of safety for most locations but this is highest for 'Safety in your home during the daytime'. (Safety Index = 88.0) down to a modest feeling of safety for the factor 'Safety in your town centre after dark' (Safety Index = 63.0). Note: an eighth of the respondents (12%) did not answer the latter question, presumably because they had not been in their town centre after dark.

There were 6 decreases in the Safety Index and no increases for 2011 versus 2008 but most moves were small. The largest decrease was of 3.0 points for 'safety in your town centre after dark' (Index 63.0) followed by a decrease of 2.3 points for 'safety in your town centre during the daytime' (Index 84.6) It is important to remember most of these scores are very high which infers for most locations, safety is not an issue.

Overall Summary

The results for 2011 are similar to 2008 with a mix of rises and falls in the level of satisfaction but once again, the CSI scores reflect there are still significant opportunities for improvement although there has been some clear improvement in a few areas.

The most significant change from 2008 has been the flooding and storm water issues which have affected the district in recent years. This dominates the issues respondents suggested the Council should focus on and also dominates the moves in CSI Scores. Much of the positive work undertaken by Council is overshadowed by this major issue.

Similar to 2008, there are still clear concerns held by some respondents with the value for residential rates. Secondly, those who live outside of the Whakatane and Ohope Wards and those in rural areas are significantly less satisfied. Users of a few specific services e.g. resource consents, building consents and the after hours call centre are also not very satisfied with the service that is provided. Similar to 2008, it seems that many residents have issues with the provision of information or the opportunities to get involved in Council decision making.

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

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

- **The reliability of the stormwater systems from streets, public areas and residents homes (Services & Facilities: CSI score = 44.6)**
- **The overall effectiveness of the stormwater systems (Services & Facilities: CSI score = 45.6)**
- **The maintenance of the stormwater systems (Services & Facilities: CSI score = 47.5)**
- **The value from BOP regional rates (Rates: CSI score = 51.4)**
- **The Council making good long term decisions (General: CSI score = 52.2)**
- **The advice received from Council's resource consent service (Planning and Building: CSI score = 53.3)**
- **The value from WDC residential rates (Rates: CSI score = 54.1)**
- **The process Council used for your resource consent (Planning and Building: CSI score = 54.6)**
- **The Council being open and honest in their dealings with Whakatane residents (General: CSI score = 56.8)**
- **The process Council used for your building consent (Planning and Building: CSI score = 57.3)**
- **The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc) (General: CSI score = 57.5)**
- **Making the environment around you a nicer place to live (Planning and Building: CSI score = 58.6)**
- **The advice received from Council's building control service (Planning and Building: CSI score = 59.7)**
- **The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards) (General: CSI score = 61.1)**
- **The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc) (Services & Facilities: CSI score = 61.5)**

- **Being easy to attend meetings held by the Whakatane District Council (General: CSI score = 62)**
- **The quality of roads in the District (Services & Facilities: CSI score = 63.8)**
- **Council's provision of information to the community about its services, facilities, projects and plans (General: CSI score = 64.3)**
- **The time taken for your LIM report (Planning and Building: CSI score = 64.9)**
- **Overall service from the Council call centre after hours (Staff: CSI score = 63.9)**

The 2011 results, similar to 2008 show that once again, significant proportions of the respondents are very satisfied with most of the services and facilities the Council provides but stormwater is a major issue and there are also significant proportions who are less than satisfied with the current level of service from a range of specific services.

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

Main Findings

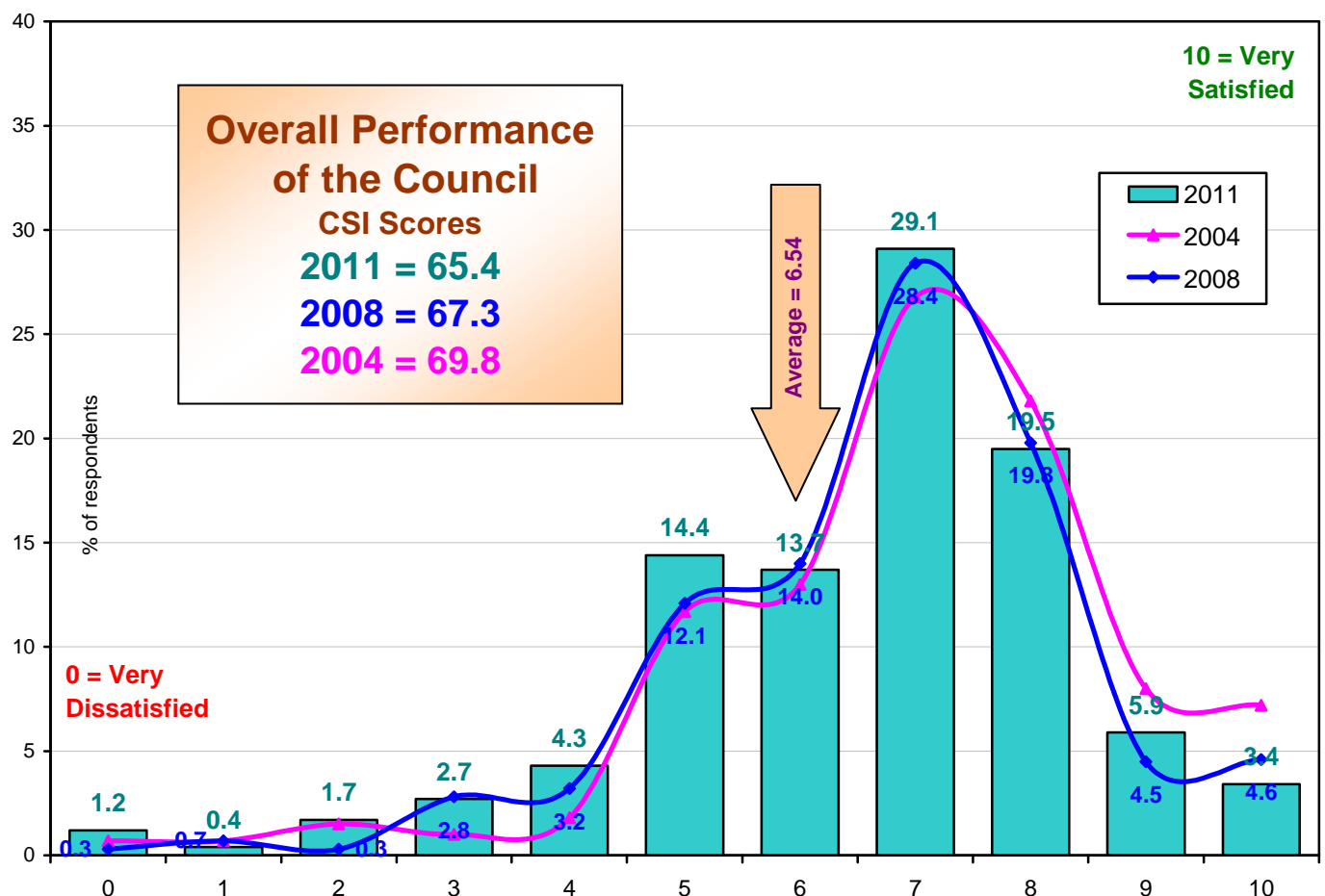
The Overall Performance of Council in the past 12 months

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

Over half of the respondents (58%) were satisfied with 'the **Overall Performance** of Council in the past 12 months' (scores of 7 – 10). However, only 37 respondents (9.3%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (29% versus 28% in 2008). Over a third of the respondents (32%) rated 'the **Overall Performance** of Council' with a score that was neutral (scores 4 – 6). Only a few respondents (6.0%) were actually dissatisfied with the Overall Performance of Council (Scores 0 – 3). The results are very similar to the previous readings.

The Customer Satisfaction Index (The Customer Satisfaction Index (CSI) converts each respondents answer across the satisfaction scale to a score out of 100. The CSI score is 10 times the average score based on the 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied) , (a weighted score across the satisfaction scale) is used to reflect respondent satisfaction with the various facilities and services provided by Council. The CSI score for 'the **Overall Performance** of Council in the past 12 months' was 65.4, 1.9 points lower than the 67.3 recorded in 2008 and 4.4 points lower than the 69.8 recorded in 2004. The CSI score of 65.4 again implies the respondents have some serious issues with Council.



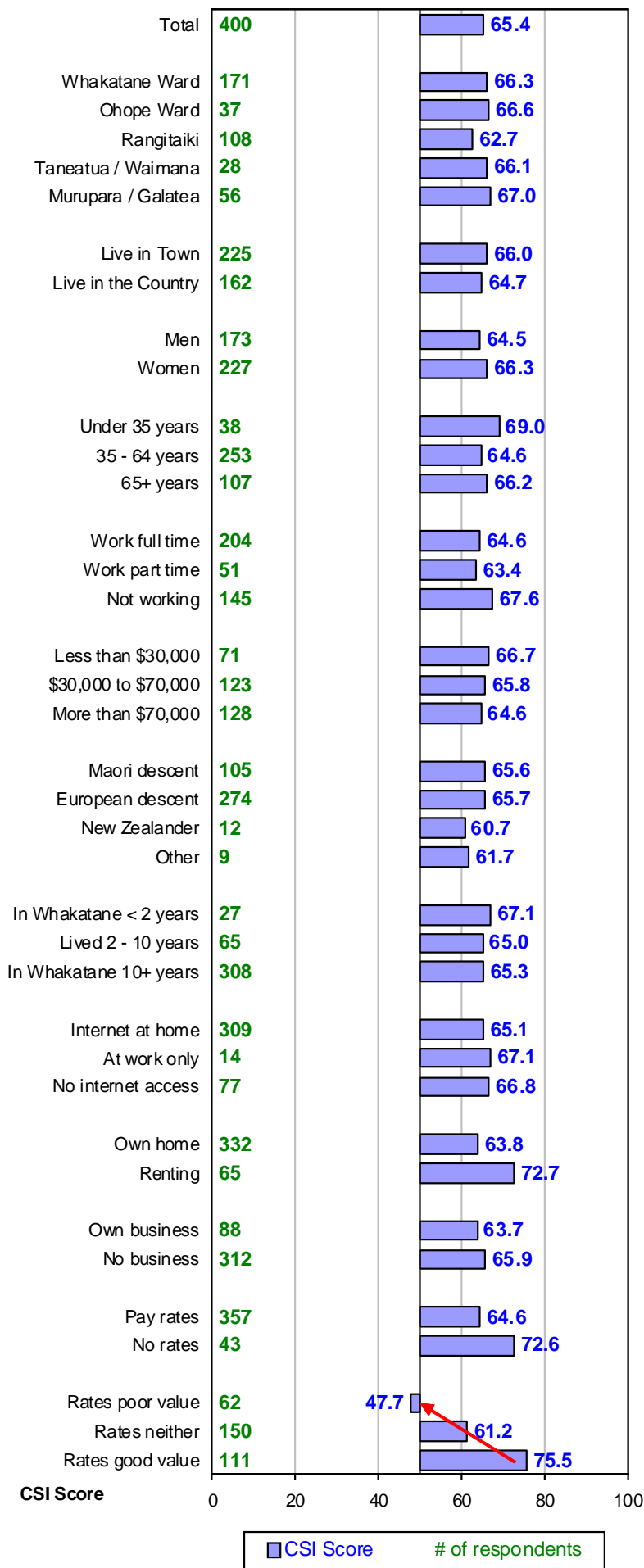
Satisfaction with the Overall Performance of Council by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 67.0) are the most satisfied while those from the Rangitaiki Ward appear the least satisfied (CSI score 62.7).
- Those who live in Town (CSI score 66.0) are more satisfied than those who live in the Country (CSI score 64.7)
- Those aged under 35 are the most satisfied (CSI score 69.0) versus CSI scores from 64.6 to 66.2 for the other age brackets. Note generally the older the respondents the higher the level of satisfaction.
- Those with a household income over \$70,000 (CSI score 64.6) are less satisfied than those in the lower income brackets (CSI score 66.7 and 65.8).
- Those who own their own home are significantly less satisfied than those who don't (CSI score 63.8 and 72.7) respectively.
- Those who pay rates are significantly less satisfied than those who don't (CSI score 64.6 and 72.6) respectively.
- Respondents who thought they received good value for their rates (CSI score 75.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 47.7). This again raises the question, is it satisfaction that drives 'value' or is it perceived value that drives satisfaction.



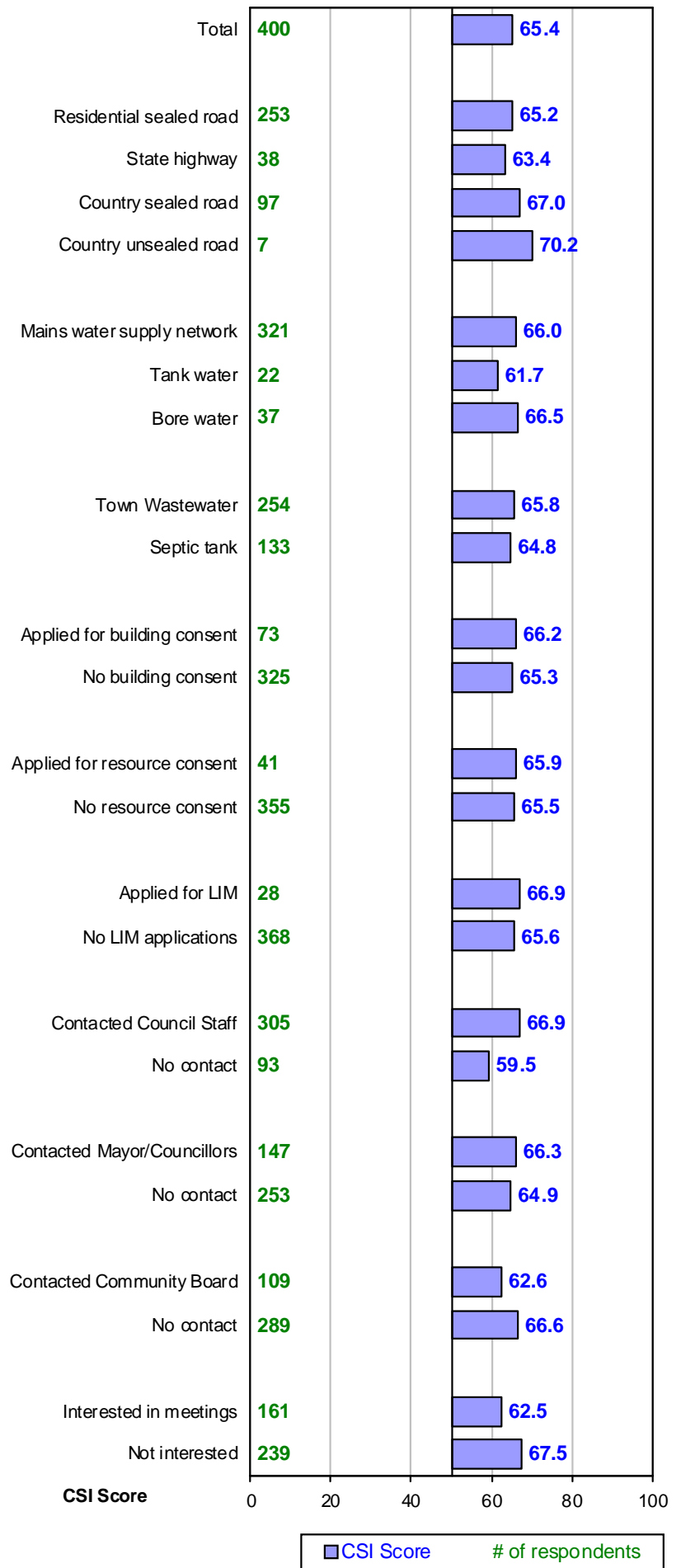
Satisfaction with the Overall Performance of Council by services

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

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

The chart opposite compares these variables.

- The few living on state highways tend to be the least satisfied (CSI score 63.4)
- The few on tank water (CSI score 61.7) are the least satisfied this year.
- Connection to the mains wastewater and sewerage system appears to have little impact on the level of satisfaction with the overall performance of Council.
- Those who have applied for a building consent (CSI score 66.2) are marginally more satisfied than those who have not (CSI score of 65.3).
- Those who have applied for a resource consent (CSI score 65.9) are no more or less satisfied than those who have not (CSI score of 65.5).
- Applying for a LIM appears to have little impact on the level of satisfaction with the overall performance of Council.
- Those who had contact with Council staff (CSI score 66.9) are significantly more satisfied than those who had no contact (CSI score 59.5).
- Contact or not with the Elected Members has less impact on the respondents satisfaction with the overall performance of Council.
- Those who are interested in attending Council meetings (CSI score 62.5) are less satisfied than those who are not interested (CSI score of 67.5).



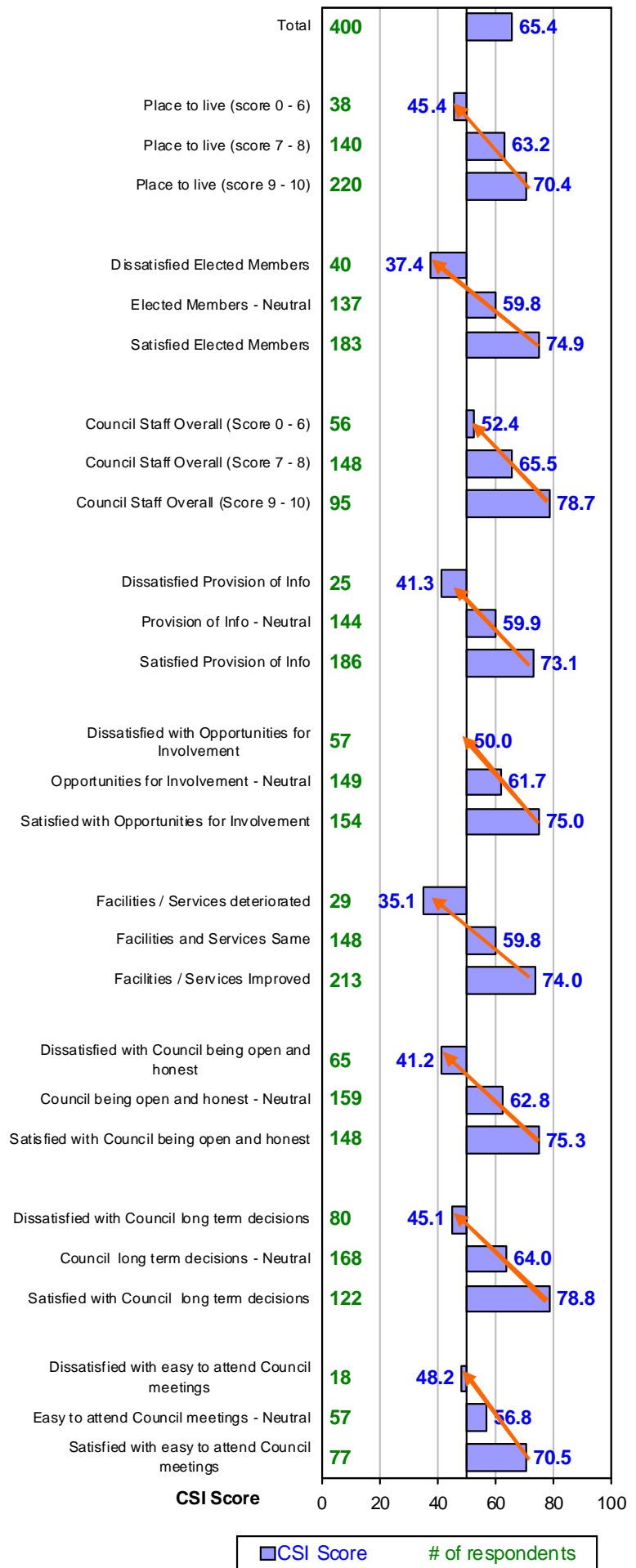
Satisfaction with the Overall Performance of Council by Attitudes

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

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

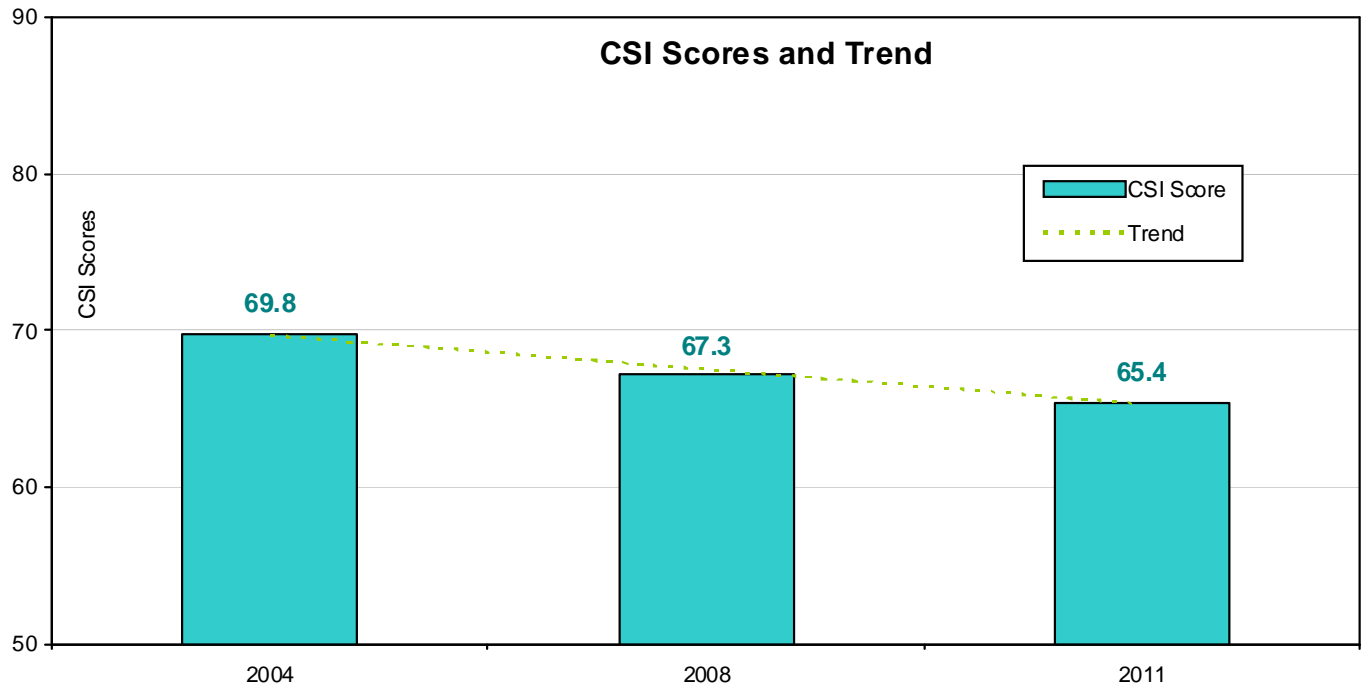
The variables that appear to have had the greatest impact on satisfaction with the overall performance of Whakatane District Council were:

- Those who were satisfied with Whakatane as a place to live (CSI score 70.4) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with Whakatane as a place to live (CSI score 45.4).
- Those who were satisfied with the Elected Members (CSI score 74.9) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Elected Members (CSI score 37.4).
- Those who were satisfied with the Staff overall (CSI score 78.7) are significantly more satisfied with the overall performance of Council than the few who were dissatisfied with the Council Staff (CSI score 52.4).
- Those who were satisfied with the Council's provision of information (CSI score 73.1) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council's provision of information (CSI score 41.3).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI score 75.0) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI score 50.0).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 75.3) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 41.2).
- Those who were satisfied with the Council long term decisions (CSI score 78.8) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council long term decisions (CSI score 45.1).
- Those who were satisfied with the Council being easy to attend Council meetings (CSI score 70.5) are significantly more satisfied with the overall performance of Council than those who were dissatisfied with the Council being easy to attend Council meetings (CSI score 48.2).



Overall Satisfaction CSI score Trends

The following chart shows the trend in the CSI scores for the past three readings. The CSI score of 65.4 is 1.9 points lower than that recorded in 2008, and is the lowest recorded by this monitor. There is a slight downward trend in the CSI scores.

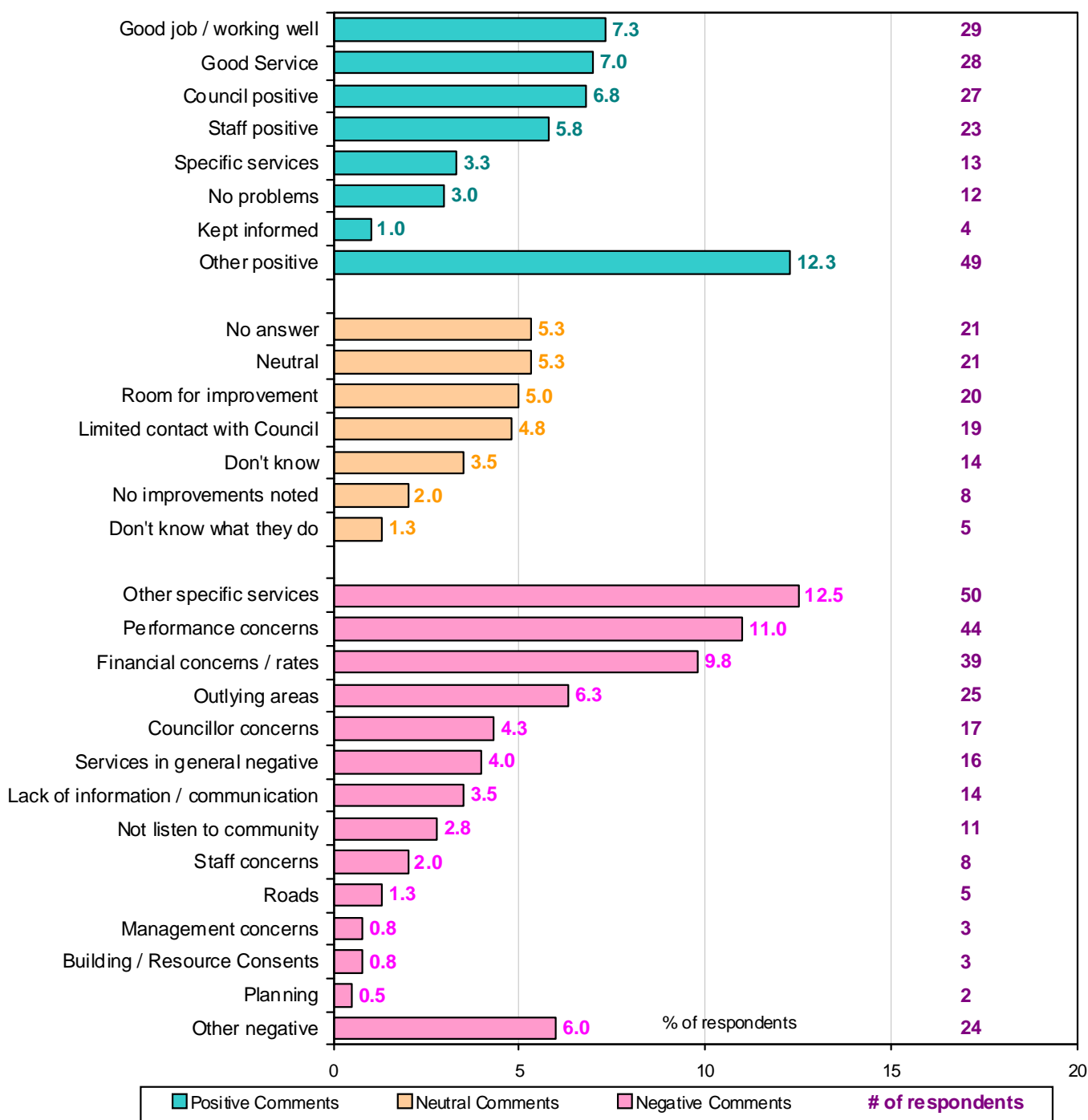


Overall Satisfaction: Reasons for feeling this way

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

The main positive comments evolved around Council doing a good job or working well for the District (7.3%), good service (7%), positive comments about the Council (6.8%) or about the staff (5.8%).

The main negative comments had to do with concerns about specific services (13%), concerns with the performance of Council (11.0%), concerns about the rates or other financial concerns (9.8%), or concerns in relation to the outlying areas (6.3%).



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

The Elected Members of Council

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

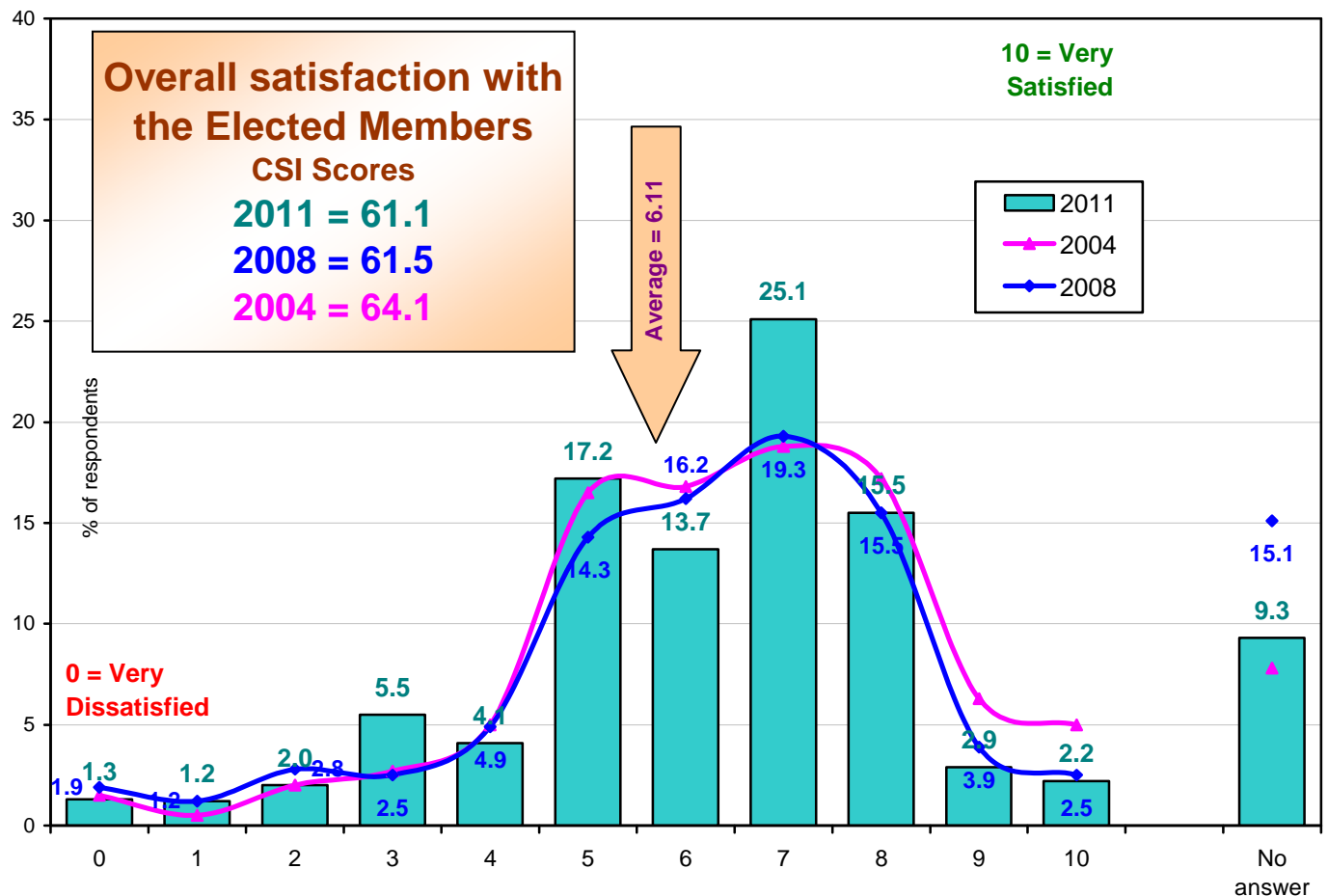
Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor and Councillors)?'

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the Elected Members to offer a rating.

Less than half of the respondents (46%) were satisfied with 'the overall performance of the **Elected Members** of Council in the past 12 months' (scores of 7 – 10). However, only 20 respondents (5.1%) rated their overall satisfaction with a score of 9 or 10 out of 10. Scores of 9 and 10 generally reflect that expectations have been exceeded.

The mode was a score of 7 (25%). Over a third of the respondents (35%) rated 'the overall performance of the **Elected Members** of Council' with a score that was neutral (scores 4 – 6). A tenth of the respondents (10%) were actually dissatisfied with the Elected Members (Scores 0 – 3).

The CSI score for 'the overall performance of the **Elected Members** of Council in the past 12 months' was 61.1. This is 0.4 points lower than the CSI score of 61.5 recorded in 2008. A CSI score of 61.1 implies that respondents have some serious issues with the **Elected Members** of Council.



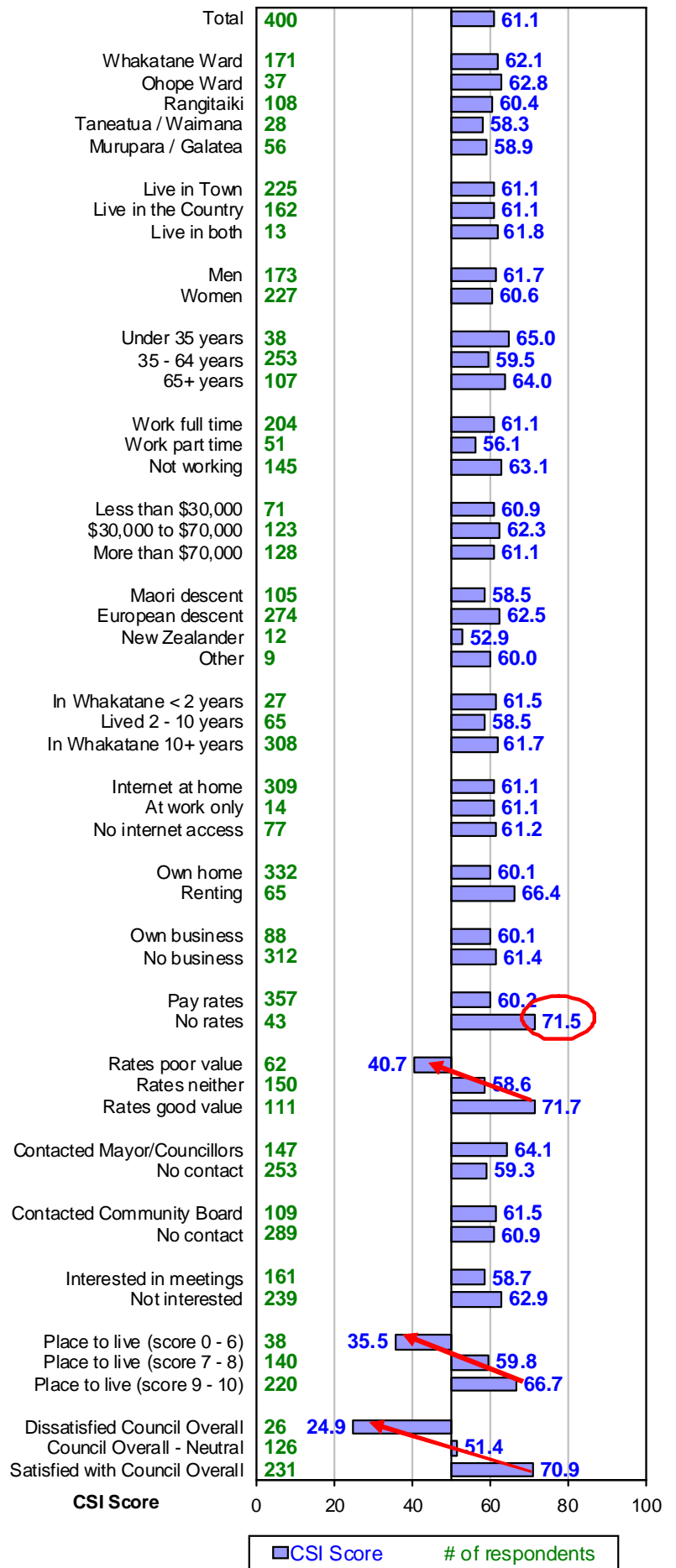
Satisfaction with the Elected Members of Council by demographics

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

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

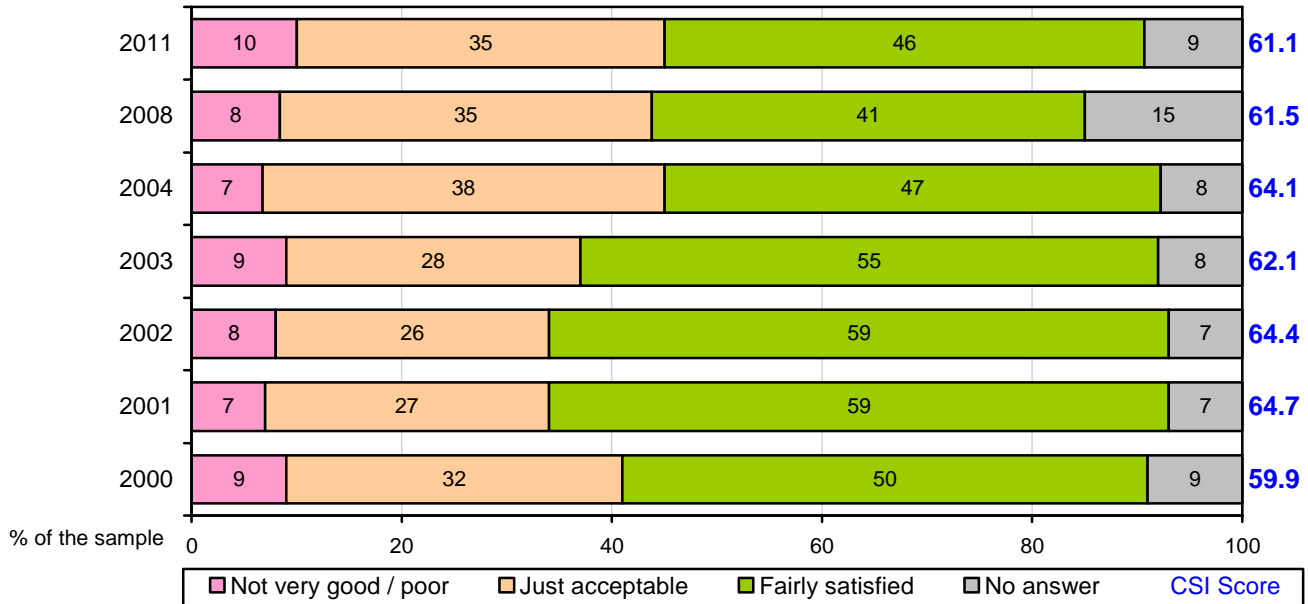
The variables that appear to have had the greatest impact on satisfaction with the overall performance of the Elected Members of Council were:

- Those from the Taneatua / Waimana and Murupara / Galatea (CSI score 58.3 and 58.9 respectively) appear slightly less satisfied than those from the other Wards (CSI score 60.4 – 62.8).
- Those who own their own home are less satisfied than those who are renting (CSI score 60.1 and 66.4 respectively).
- Those who pay rates are less satisfied than those who don't (CSI score 60.2 and 71.5) respectively.
- Respondents who thought they received good value for their rates (CSI score 71.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 40.7).
- Those who had contact with the Elected Members (CSI score 64.1) appear slightly more satisfied than those who had no contact with the Elected Members (CSI score 59.3)
- Those who were interested in meetings (CSI score 62.9) were significantly more satisfied than those who were not interested in meetings(CSI score 58.7)
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 66.7) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 35.5)
- Those who are satisfied with the Overall Performance of the Council in the past 12 months (scores 7 - 10) were significantly more satisfied (CSI score 70.9) than those who rated the Overall Performance of the Council with a score of 0 – 3 (CSI score 24.9)

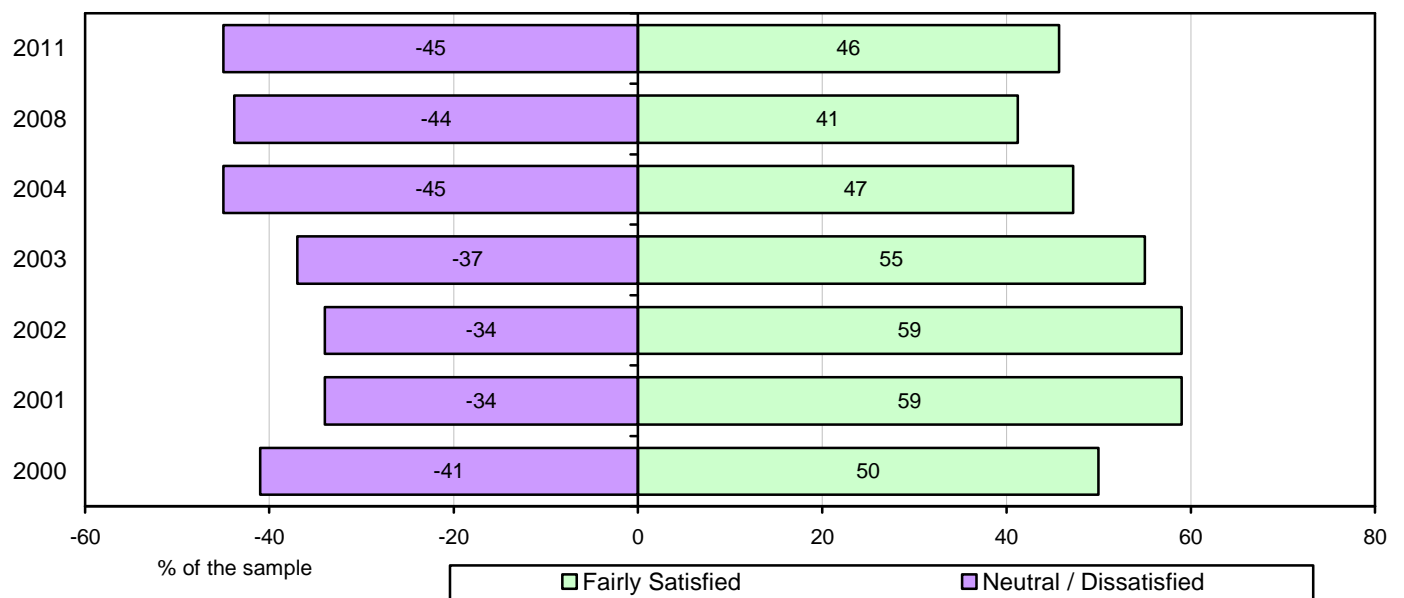


Elected Members Satisfaction Comparison with History

The following chart compares the history of satisfaction with the overall performance of the Elected Members using the previous 3 point scale and an estimated CSI score for each year prior to 2004. *The current 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied) has been fitted to the old 3 point scale on the basis that satisfaction scores of 7 to 10 = Fairly Satisfied, scores from 4 to 6 = Just Acceptable and scores from 0 – 3 = Not Very Good / Poor.* This shows that the largest group of respondents, (46%) are fairly satisfied with the Elected Members. Over a third of the sample (35%) thought their performance was just acceptable and 10% rated the performance as poor.

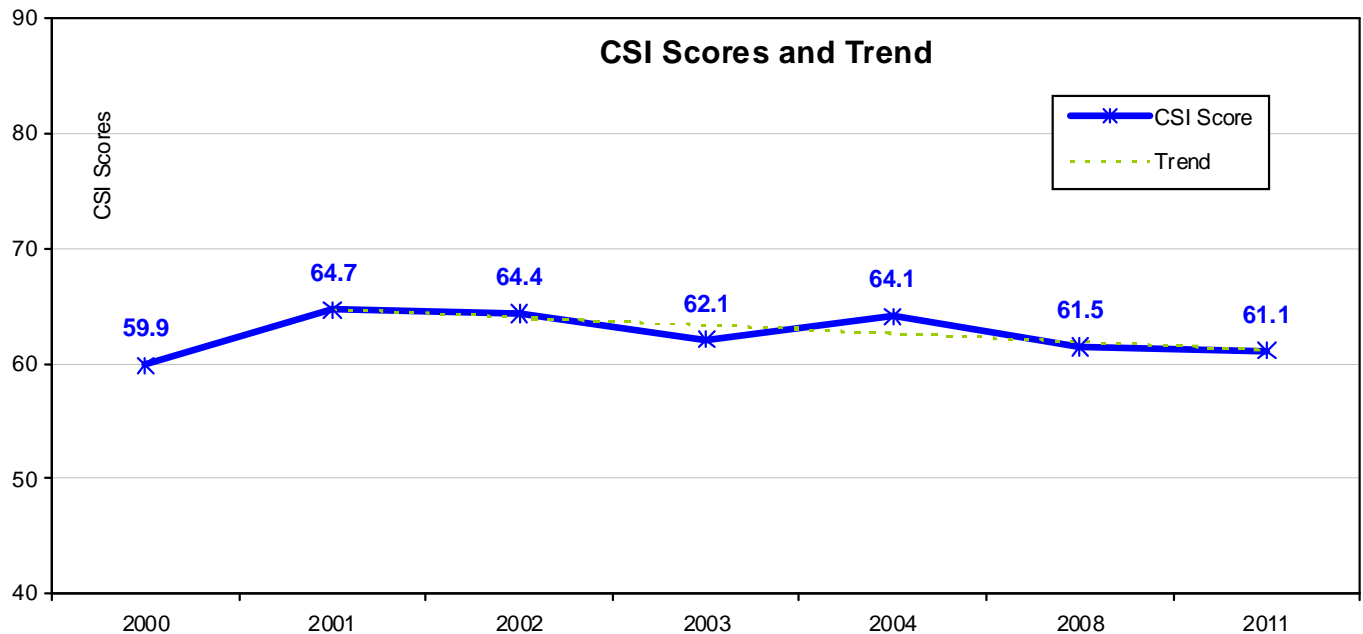


Comparing the proportion of respondents who were fairly satisfied versus those who are less than satisfied shows that there are more satisfied and a similar number of neutral / dissatisfied respondents this year when compared with 2008.



Elected Members CSI score trends

The following chart shows the trend in the CSI scores for the previous readings. The CSI score of 61.1 is 0.4 points lower than that recorded in 2008. This is the lowest recorded since 2000 but is on par with the declining trend line of the past six readings.

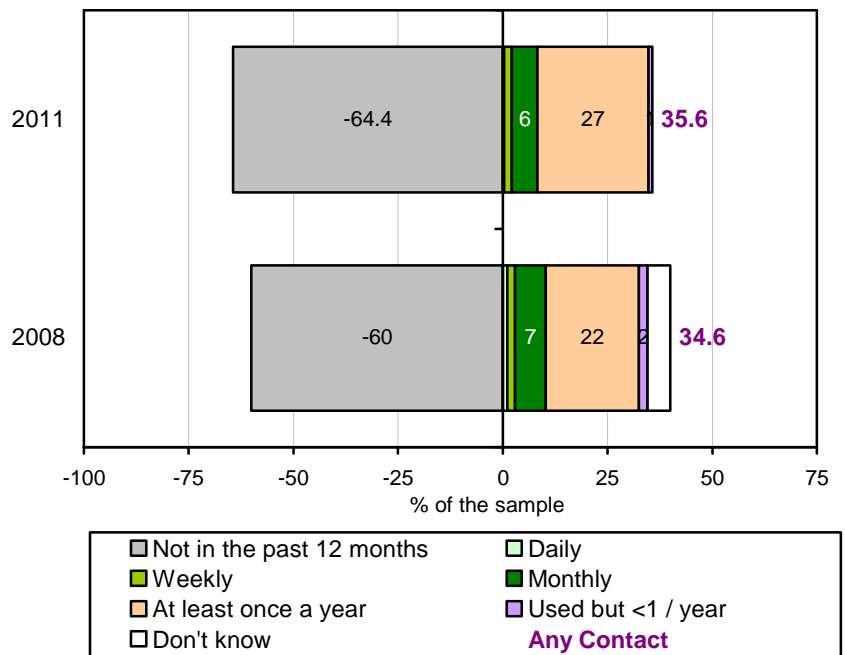


Contact with Councillors and Mayor

Two thirds of the respondents (64%) had not contacted a Councillor or the Mayor in the past year.

A third of the respondents had contact with a Councillor or the Mayor in the past year (36%). This includes 6% who contacted them monthly and 27% who contacted them at least once a year.

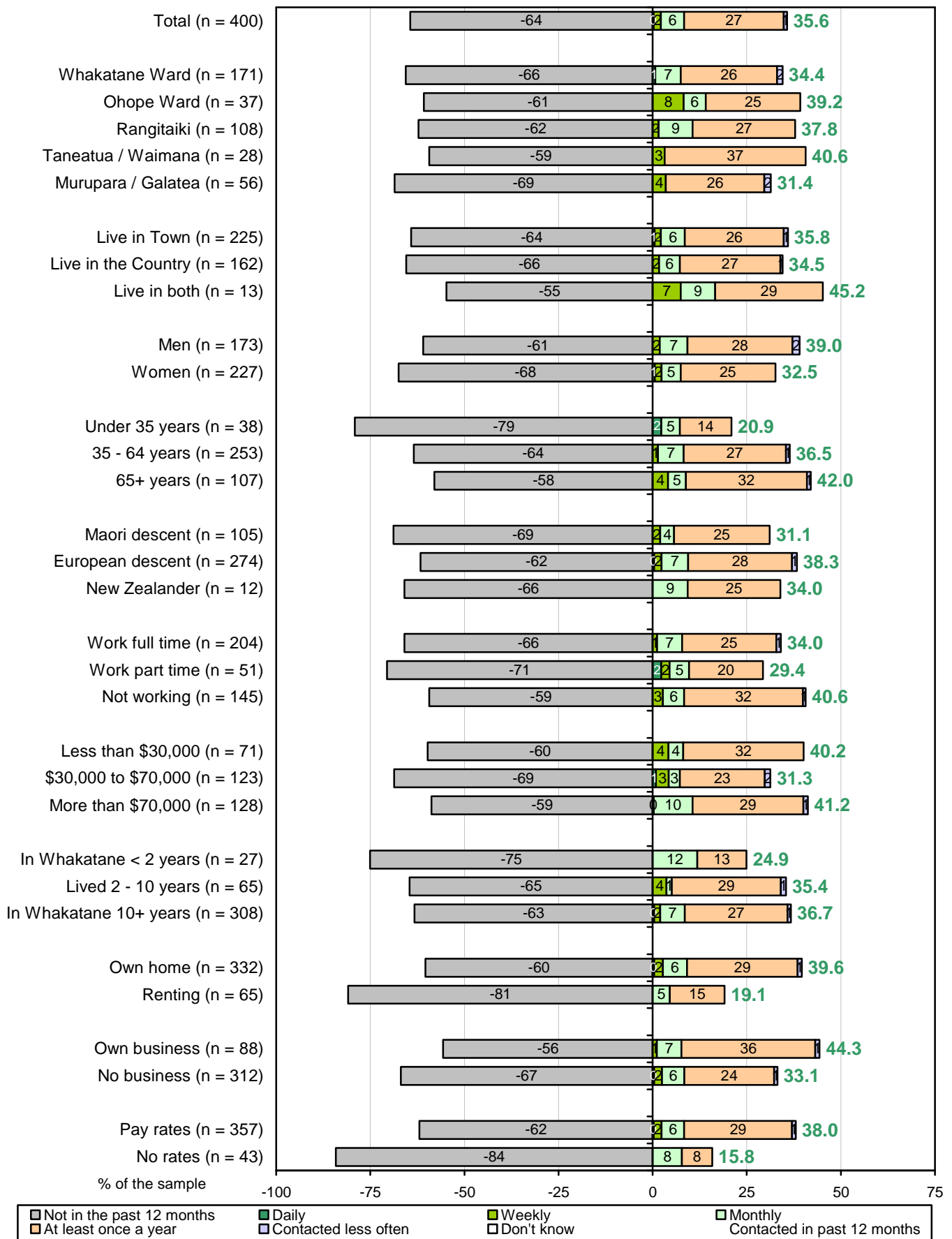
The frequency of contacting a Councillor or the Mayor is similar to the previous results.



The chart over the page compares the level of contact with a Councillor or the Mayor among the various subgroups of interest. The subgroups significantly **more likely** to have had contact with a Councillor or the Mayor in the past year included those:

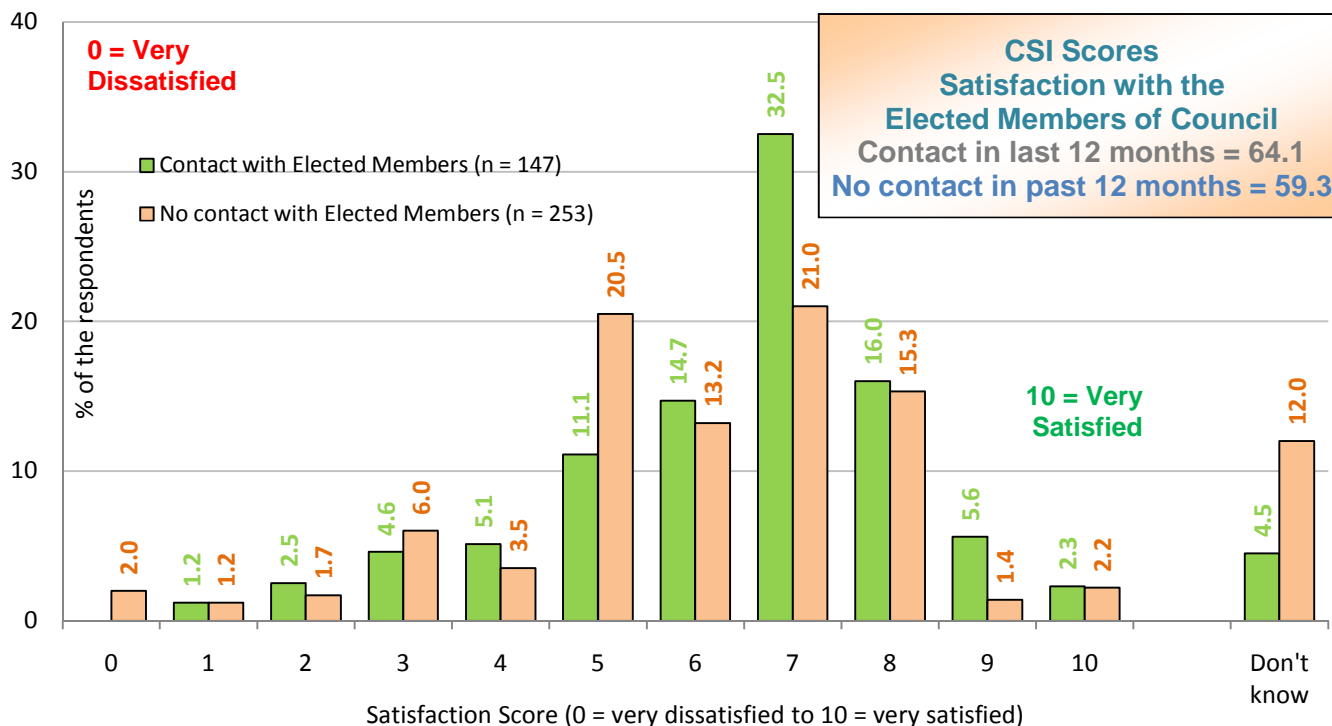
- Who own or operate their own business (44% of the subgroup).
- Who live in their own home (40% of the subgroup).
- Who pay rates (38% of the subgroup).
- Those with a total annual household income over \$70,000 (41% of the subgroup)

Contact with the Councillors or Mayor by subgroup



Satisfaction with the Mayor or the Councillors by whether contacted or not

Respondents who had contact with an Elected Member in the past 12 months (n = 147) were slightly more satisfied with the Elected Members than those who had no contact with them. Over half of those who had contact with the Elected Members (56%) were satisfied, while 31% were neutral and just 8% were dissatisfied. The figures were 40%, 37% and 11% respectively for those who had no contact with an Elected Member in the past 12 months. The CSI score was 64.1 for those who had contact with an Elected Member in the past 12 months versus 59.3 for those who had none.

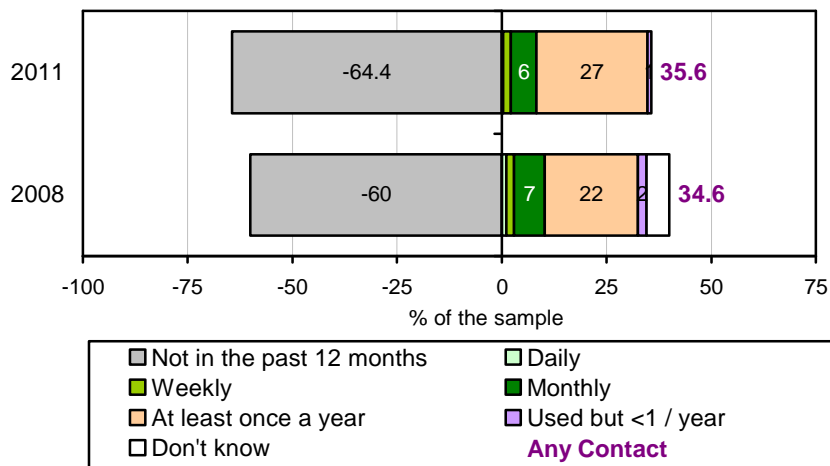


Contact with community board

Two thirds of the respondents (64%) had not contacted a member of their community board in the past year.

A third of the respondents had contact with a member of their community board in the past year (36%). This includes 6% who contacted them monthly and 27% who contacted them at least once a year.

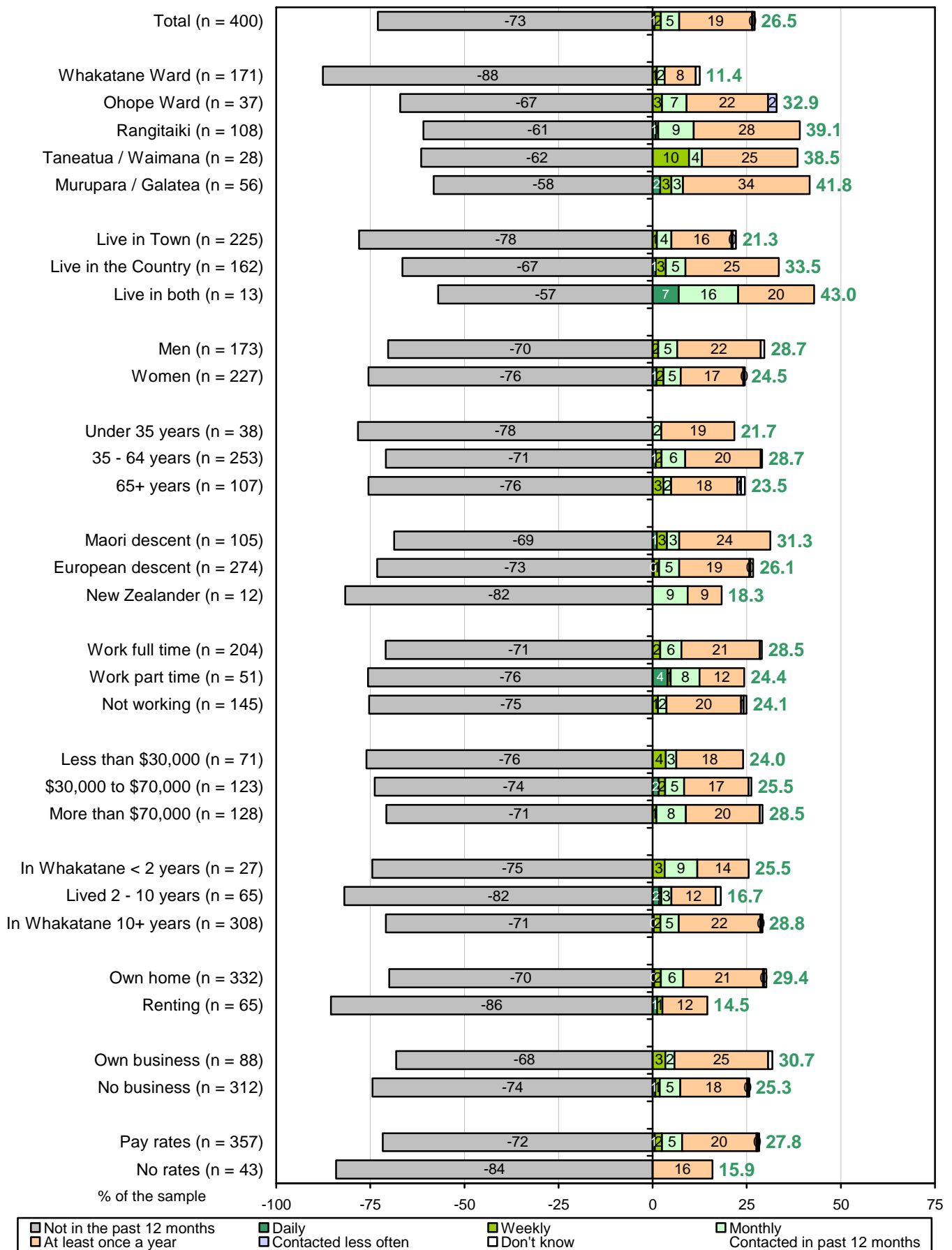
The frequency of contacting a member of the community board is similar to the previous results.



The chart over the page compares the level of contact with a Councillor or the Mayor among the various subgroups of interest. The subgroups significantly **more likely** to have had contact with a Councillor or the Mayor in the past year included those:

- Who live in the country (34% of the subgroup).
- Who live in Murupara / Galatea (42% of the subgroup) or in the Rangitaiki Ward (39% of the subgroup)
- Who live in their own home (29% of the subgroup).
- Who pay rates (28% of the subgroup).

Contact with a member of your community board by subgroup



The Overall Performance of Elected Members – Why less than satisfied

The respondents were asked ‘Council is made up of two main groups – the Elected Members (the Councillors, Mayor and Community Boards) and secondly the staff of Council that provide the various services and manage the various facilities. Using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)?’ Those who rated with a score of 5 or less (not satisfied) were asked why they rated the overall performance of the Elected Members of Council the way they did (n= 123).

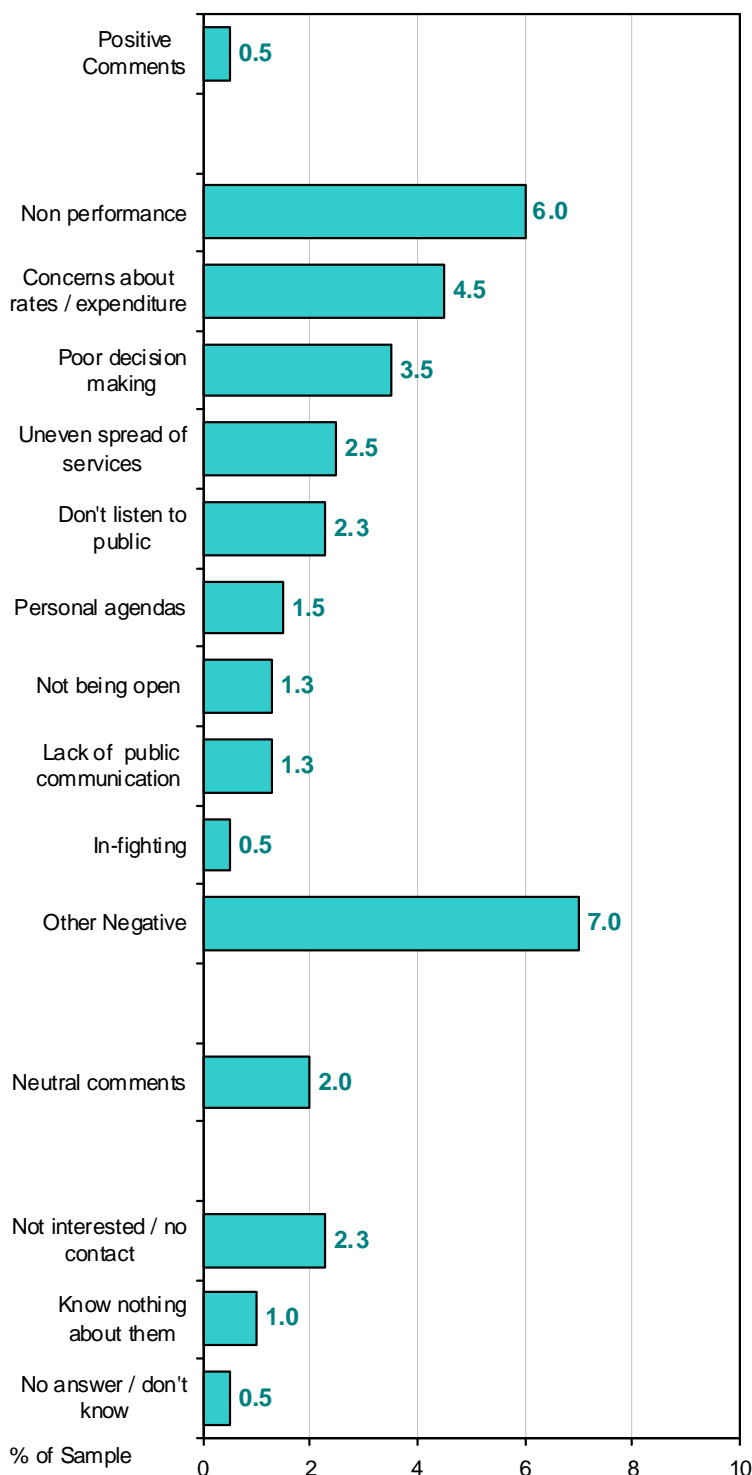
This question was asked as an open question with the answers grouped together for analysis purposes.

The most common theme was about issues in relation to non performance. This was mentioned by 24 respondents (6.0% of the sample but 20% of those who were not satisfied).

This was followed by 5% who mentioned concerns about rates or expenditure then poor decision making (14 respondents - 3.5% of the sample) while 2.5% mentioned the uneven spread of services across the district.

A few mentioned not listening to the public (2.3%), personal agendas (1.5%), not being open or lack of communication (1.3%)

There was also a range of other suggestions.



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

Council Staff

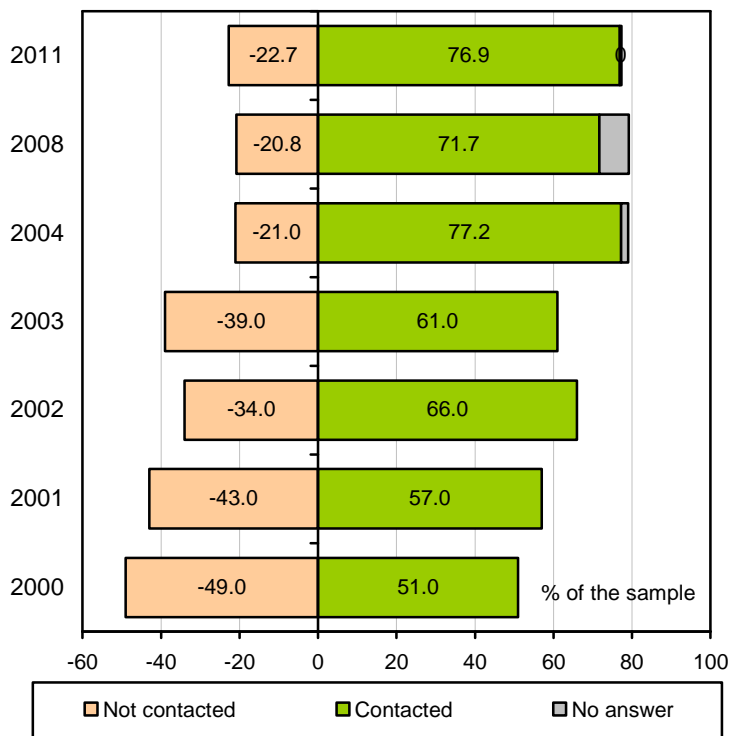
Dealing with Council Staff

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

Three quarters of the respondents (77%) had some contact with Council staff during the previous year. This is up 5% on the last reading but similar to the 2004 result. The proportion who said they had no contact is similar to the previous readings.

Most people contacted Council staff at least once per year (38%) while 26% contacted monthly and 11% weekly.

A quarter of all respondents (23%) had no contact with Council staff during the past twelve months.



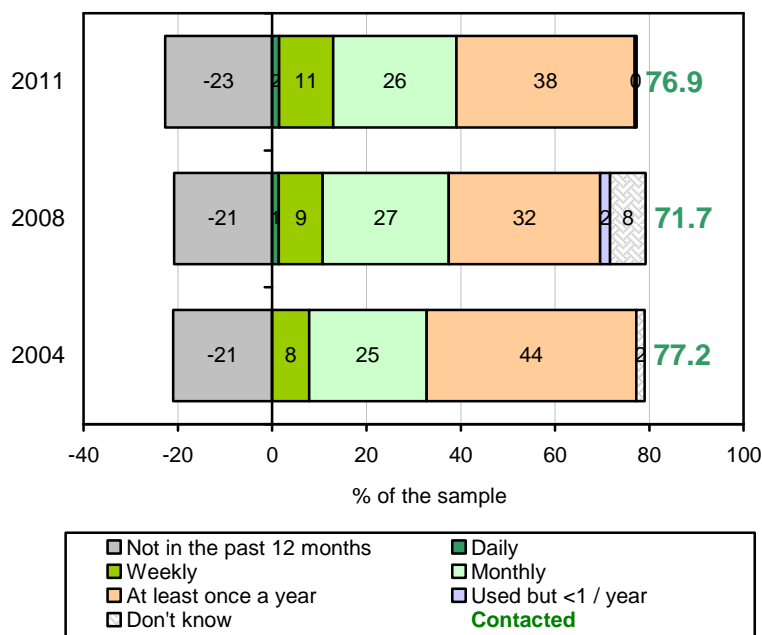
Frequency of contact with Council Staff

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

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

Over a third (38%) had made contact with Council Staff at least once per year while 26% had contact monthly, 11% weekly and a few respondents (2%) daily.

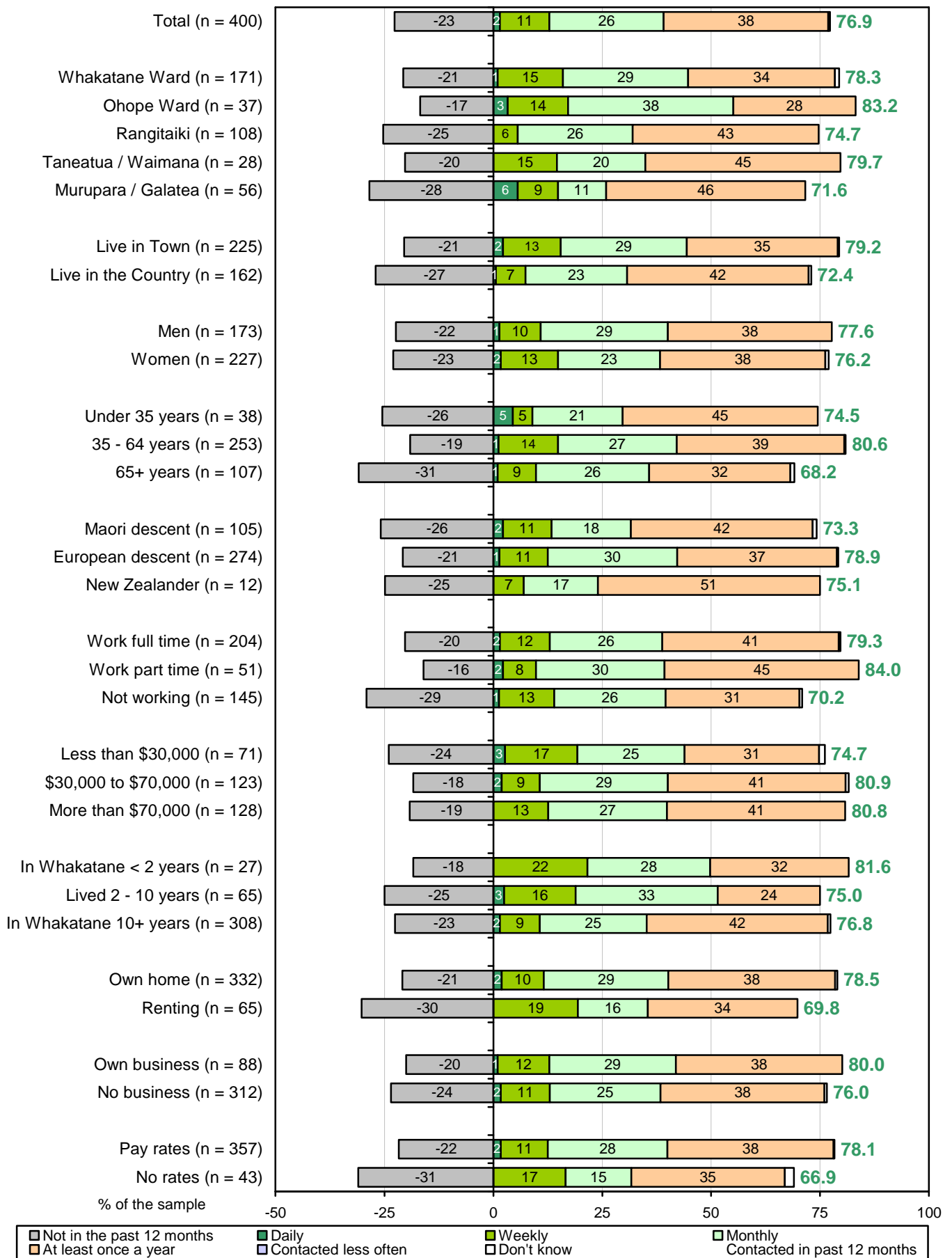
A quarter of the respondents (23%) had had no contact with Council Staff in the past 12 months.



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

- Those in part time paid employment (84% of the subgroup)
- Those from the Ohope Ward (83% of the subgroup)
- Those in the 35 -64 age group (81% of the subgroup)
- Those who live in town (79% of the subgroup)
- Those who own their own home, (79% of the subgroup)
- Those of European descent (79% of the subgroup)
- Those who pay rates (78% of the subgroup)

Contact with Council Staff by subgroup



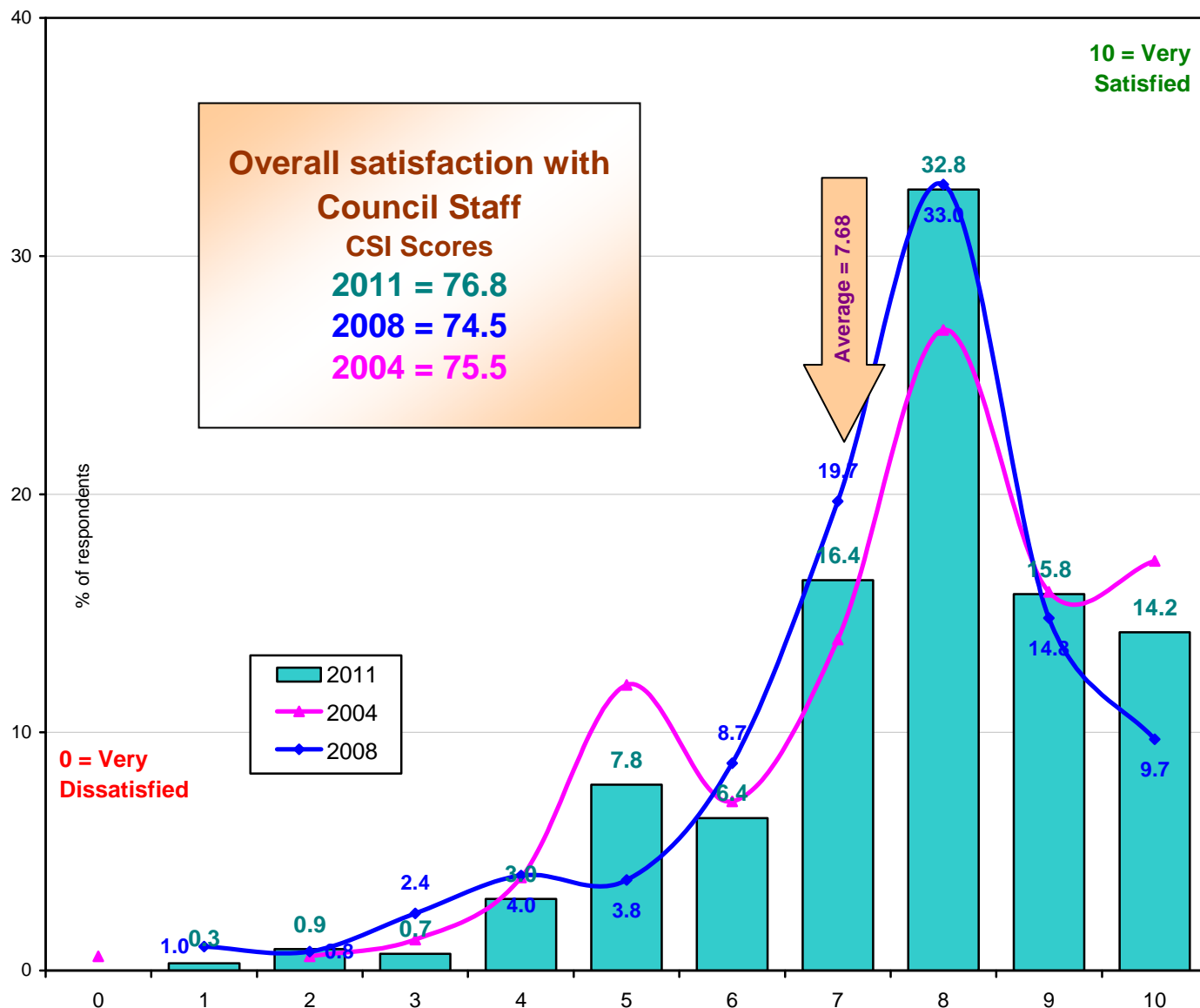
Satisfaction with Council Staff

Respondents who had some interaction with the Council Staff (n = 305) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

Four fifths of the respondents who had dealings with Council Staff (79%) were satisfied with the overall performance of the staff, (Scores 7 – 10). The mode was a score of 8 (33%) and 30% rated the service with a score of 9 or 10 (exceeded expectations).

A sixth of those who had dealings with Council Staff (17%) rated this as neutral (Scores 4 – 6) while six respondents (1.8%) were actually dissatisfied.

The CSI score was 76.8, up 2.3 points from 2008. However, the CSI score infers there is potential for improvement.



Overall Satisfaction versus the Staff and Elected Members

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

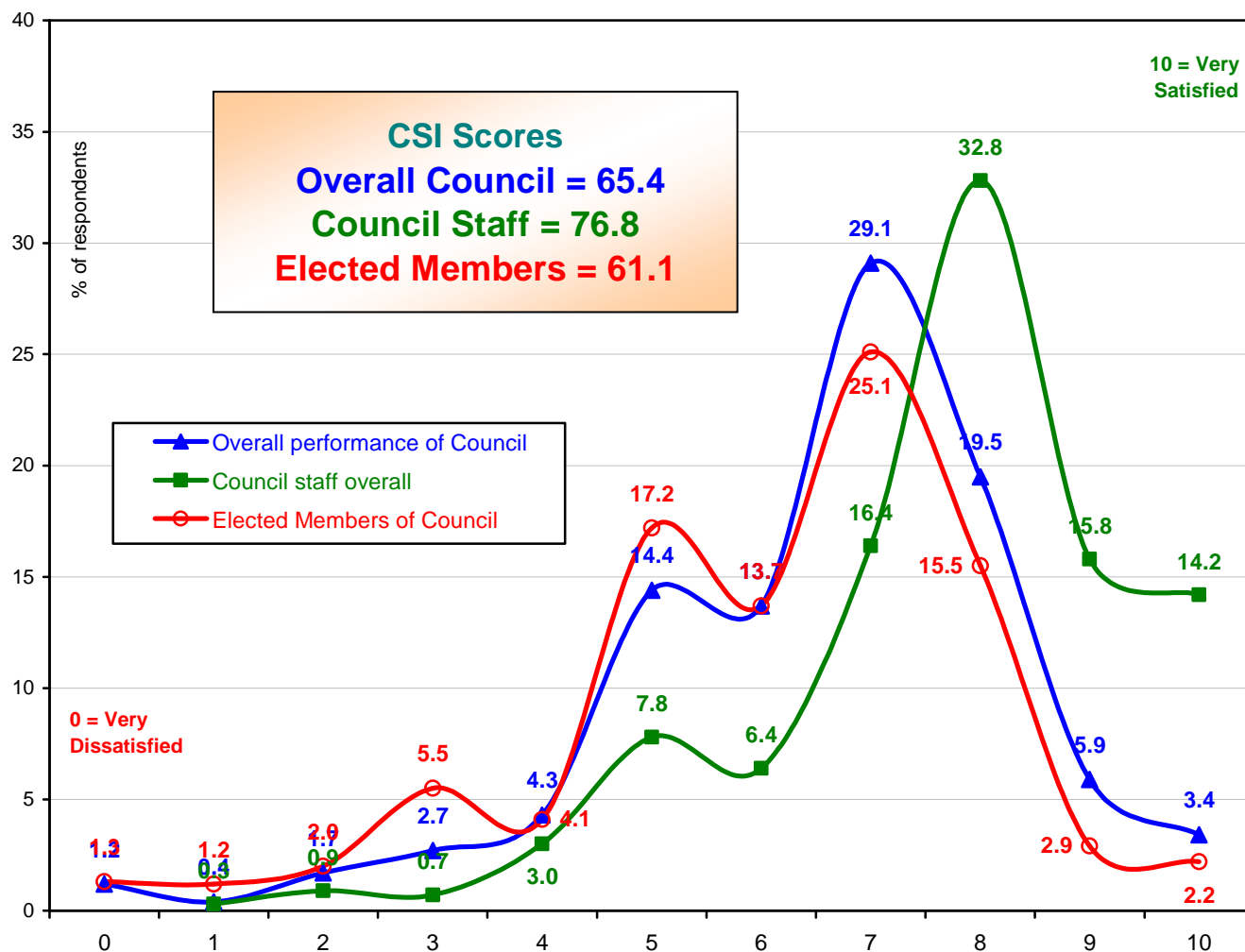
Staff Question: 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?'

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

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

Respondents were most satisfied with the Council Staff with a CSI score of 76.8. Over a quarter of the respondents (30%) were very satisfied (scores of 9 and 10) while 33% rated their satisfaction with a score of 8.

By comparison, the CSI score was 61.1 for the Elected Members. Only 20 respondents (5.1%) were very satisfied (scores of 9 and 10) while 16% rated their satisfaction with a score of 8. By contrast, the CSI score was 65.4 for the Overall Performance of Council.



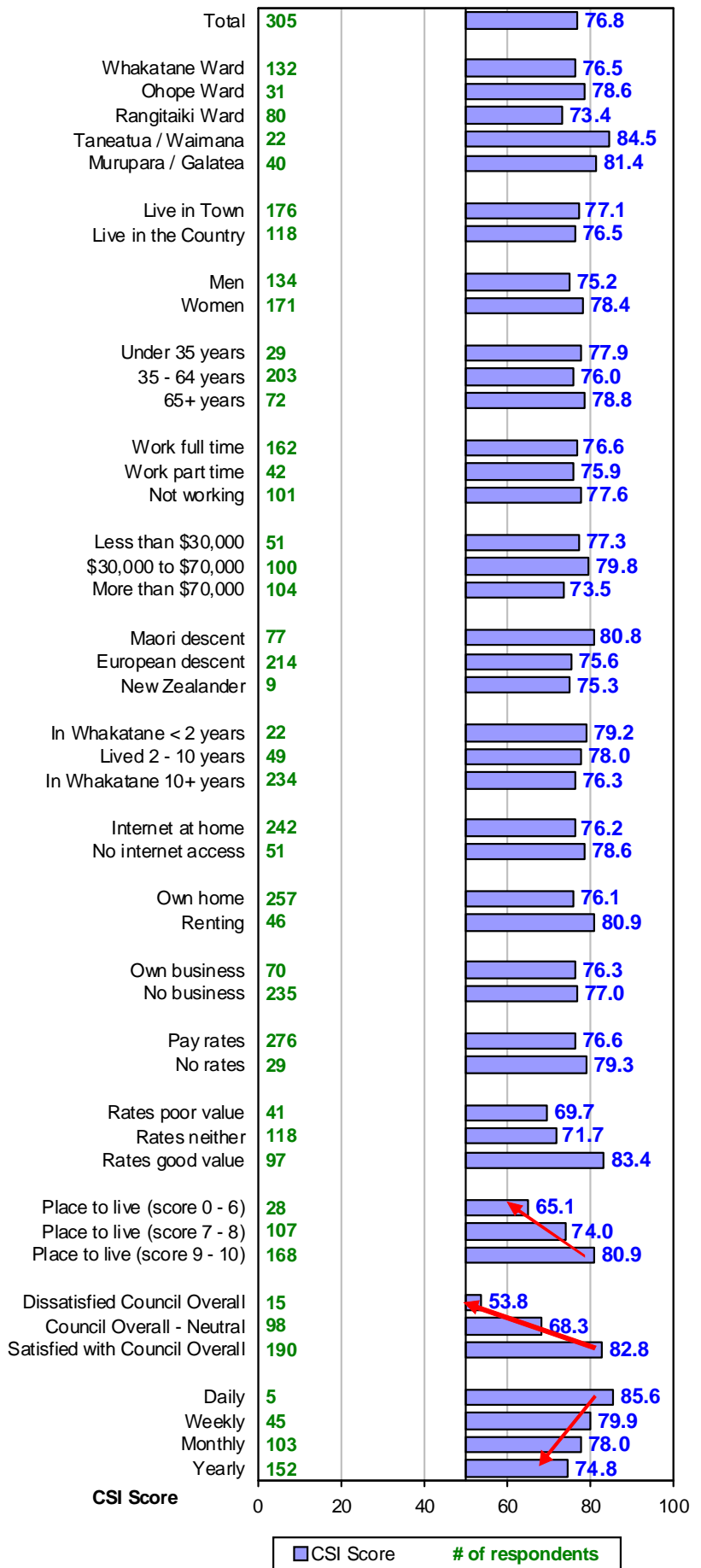
Satisfaction with the Overall Performance of Council Staff by demographics

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

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

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

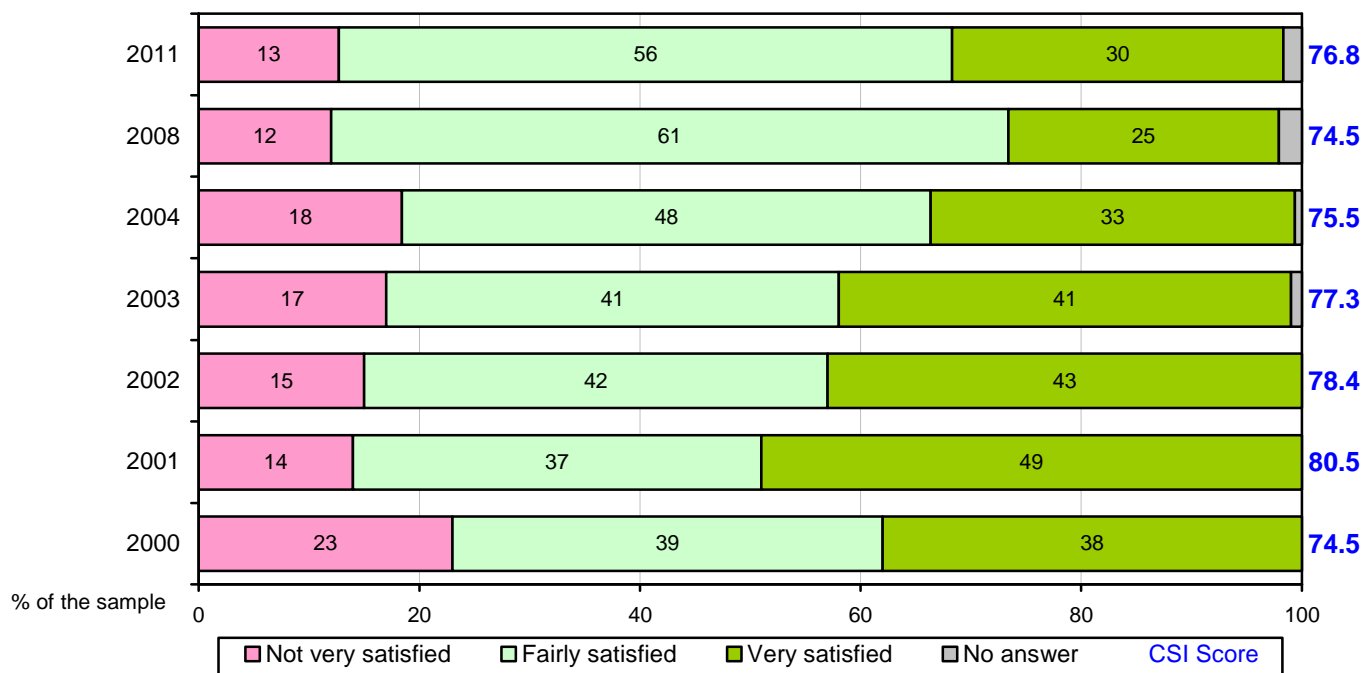
- Those from the Rangitaiki Ward (CSI score 73.4) appear less satisfied than those from the other Wards.
- Women (CSI score 78.4) appear more satisfied than Men (CSI score 75.2).
- Those with a household income over \$70,000 (CSI score 73.5) appear less satisfied than those in the lower income brackets
- Respondents who thought they received good value for their rates (CSI score 83.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 69.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 80.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 65.1)
- Those who were satisfied with the overall performance of Council (CSI score 82.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 53.8).
- The few who deal with staff on a daily basis were significantly more satisfied (CSI score 85.6) than those who dealt with staff once per year (CSI score 74.8)



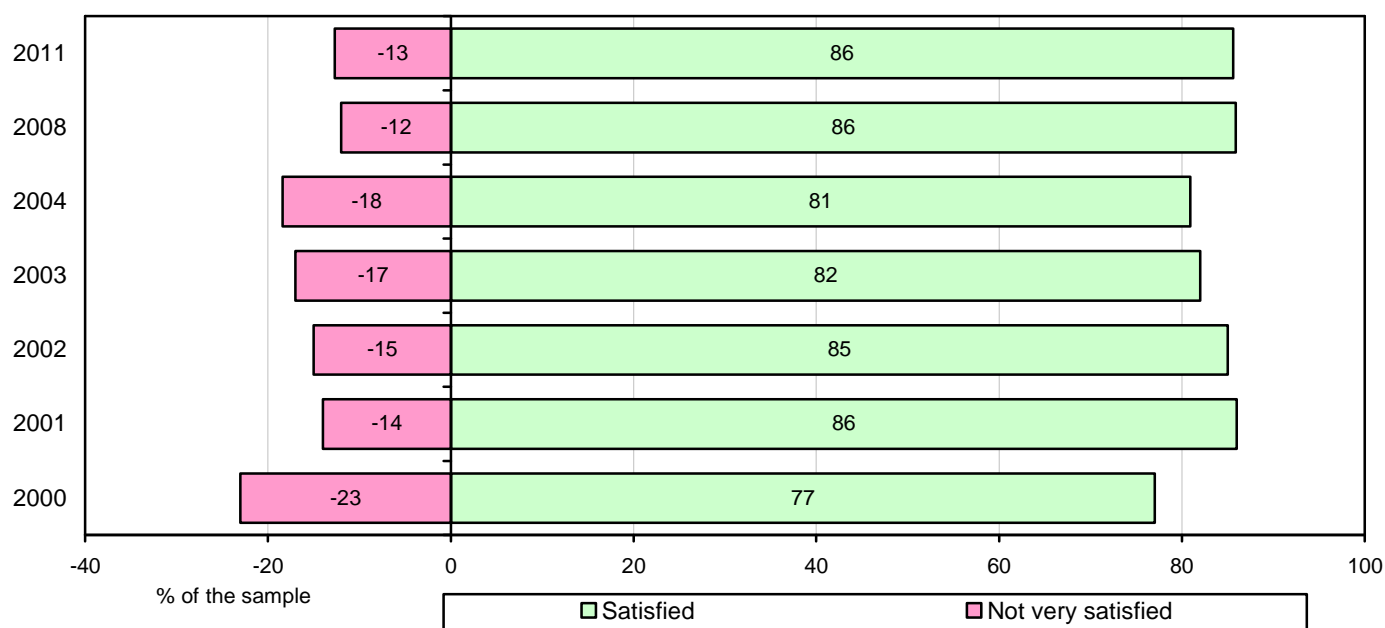
Council Staff Satisfaction Comparison with History

The following chart compares the history of satisfaction with the overall performance of Council staff using the previous 3 point scale and an estimated CSI score for each year prior to 2004. *The current 11 point satisfaction scale (0 = very dissatisfied to 10 = very satisfied) has been fitted to the old 3 point scale on the basis that satisfaction scores of 7 to 10 = Fairly Satisfied, scores from 4 to 6 = Just Acceptable and scores from 0 – 3 = Not Very Good / Poor.*

This shows that the largest group of respondents who had contact with the staff, (56%) are fairly satisfied with the service from staff with a further 30% being very satisfied. An eighth of the respondents, (13%) were not very satisfied. The CSI score is 2.3 points higher than 2008.

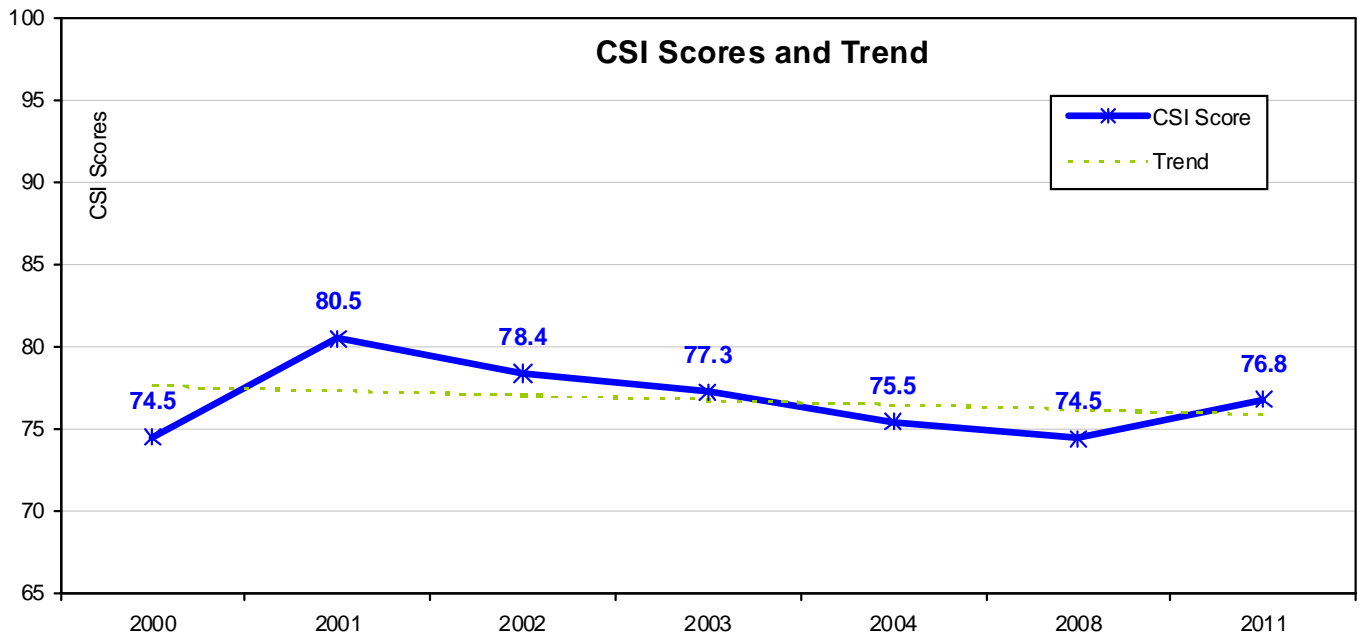


Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there are a similar proportion of satisfied and not very satisfied respondents this year when compared with 2008.



Council Staff CSI score trends

The following chart shows the trend in the CSI scores for Council staff. The current CSI score of 76.8 is 2.3 points higher than that recorded in 2008. This is in the middle of the range of recorded results but slightly ahead of the trend line of the past seven readings.



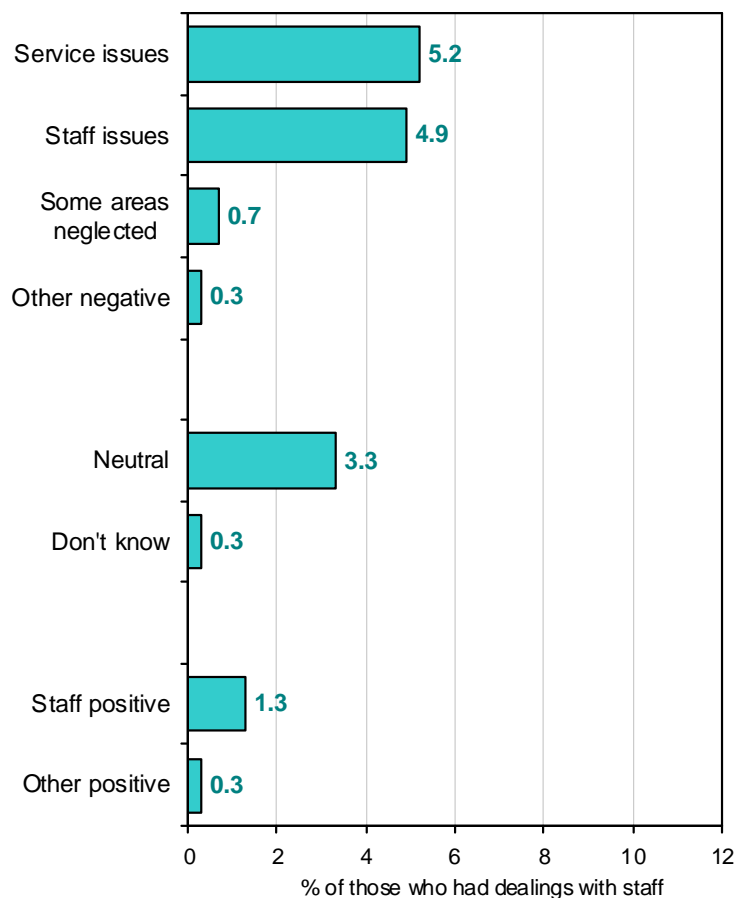
The Overall Performance of Council Staff – Why less than satisfied

The respondents who had dealings with staff in the past 12 months (n = 305) were asked 'Thinking about the staff at all Council facilities and using the same scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall performance of Council staff in the past 12 months?' Those who rated with a score of 5 or less (not satisfied) were asked why they rated the overall performance of Council staff the way they did (n= 36).

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

The most common theme was about services issues mentioned by 16 respondents (5.2% of the subgroup) followed by concerns with Council staff (4.9% of the subgroup who had dealings with staff).

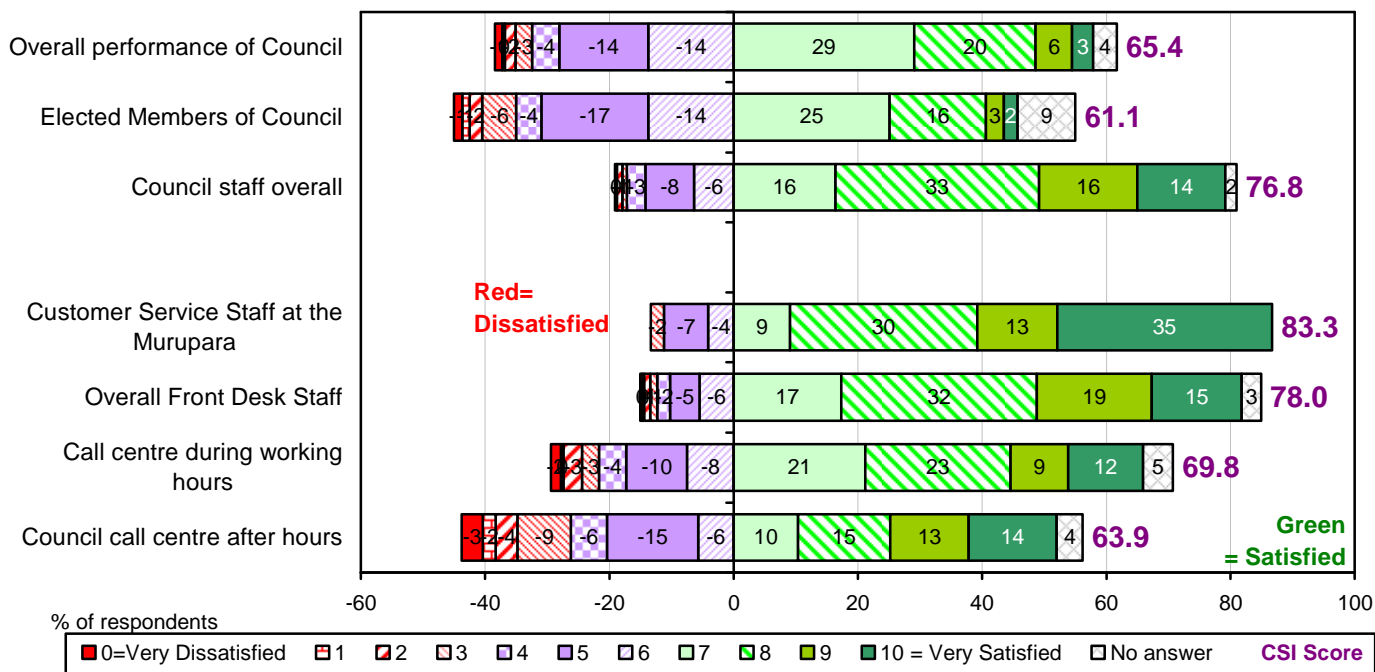
There was also a range of other suggestions.



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

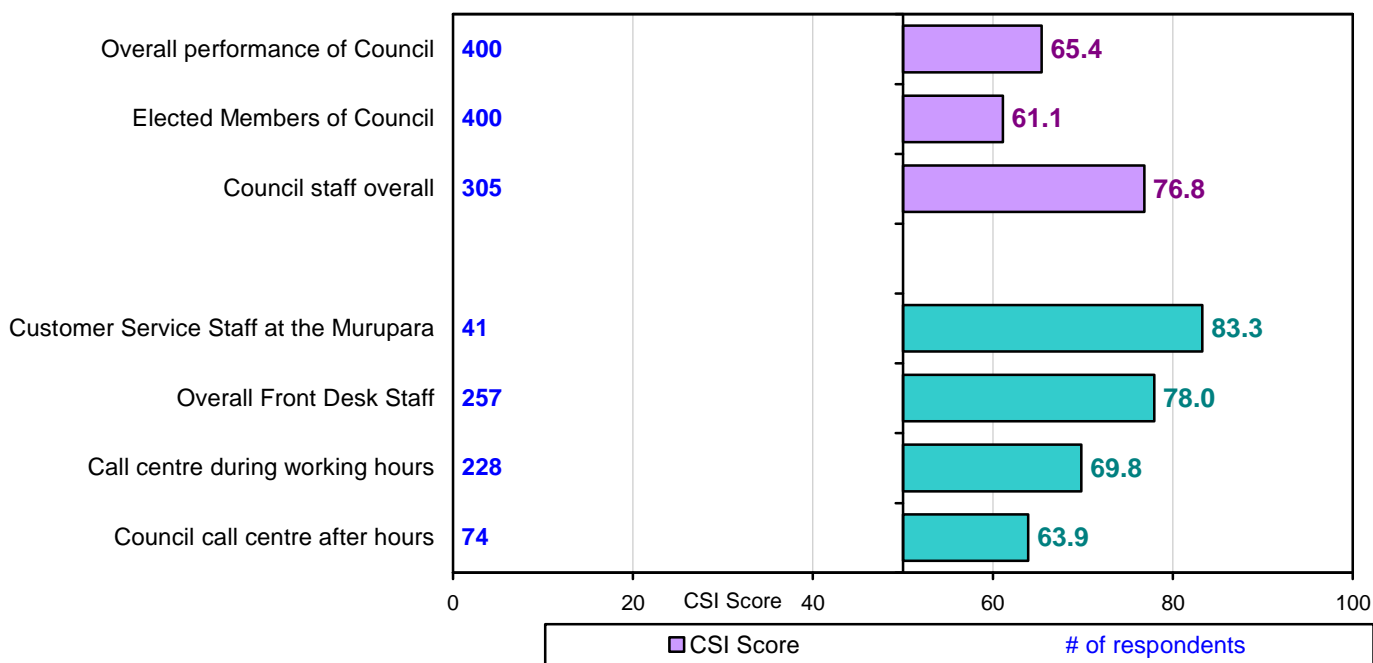
Satisfaction with Staff factors of the Council

The majority of respondents are satisfied (scores 7 – 10) with each of the staff factors. This ranges from 52% being satisfied with the factor *'the overall service from the Council call centre after hours'* up to 87% for the factor *'the overall service from the Customer Service Staff at the Murupara Customer Services Centre'*. Conversely, only a small proportion of respondents were dissatisfied with each factor (scores 0 – 3). This ranged from 1.9% for the factor *'the overall performance of Council staff in the past 12 months'* up to 18% for the factor *'the overall service from the Council call centre after hours'*.



Note: The staff factors are rated only by those who had used that service in the past 12 months.

The CSI scores range from a high of 83.3 for *'the overall service from the Customer Service Staff at the Murupara Customer Services Centre'* down to 63.9 for *'the overall service from the Council call centre after hours'*. Some of these scores reflect an excellent performance while others reflect a need for improvement.

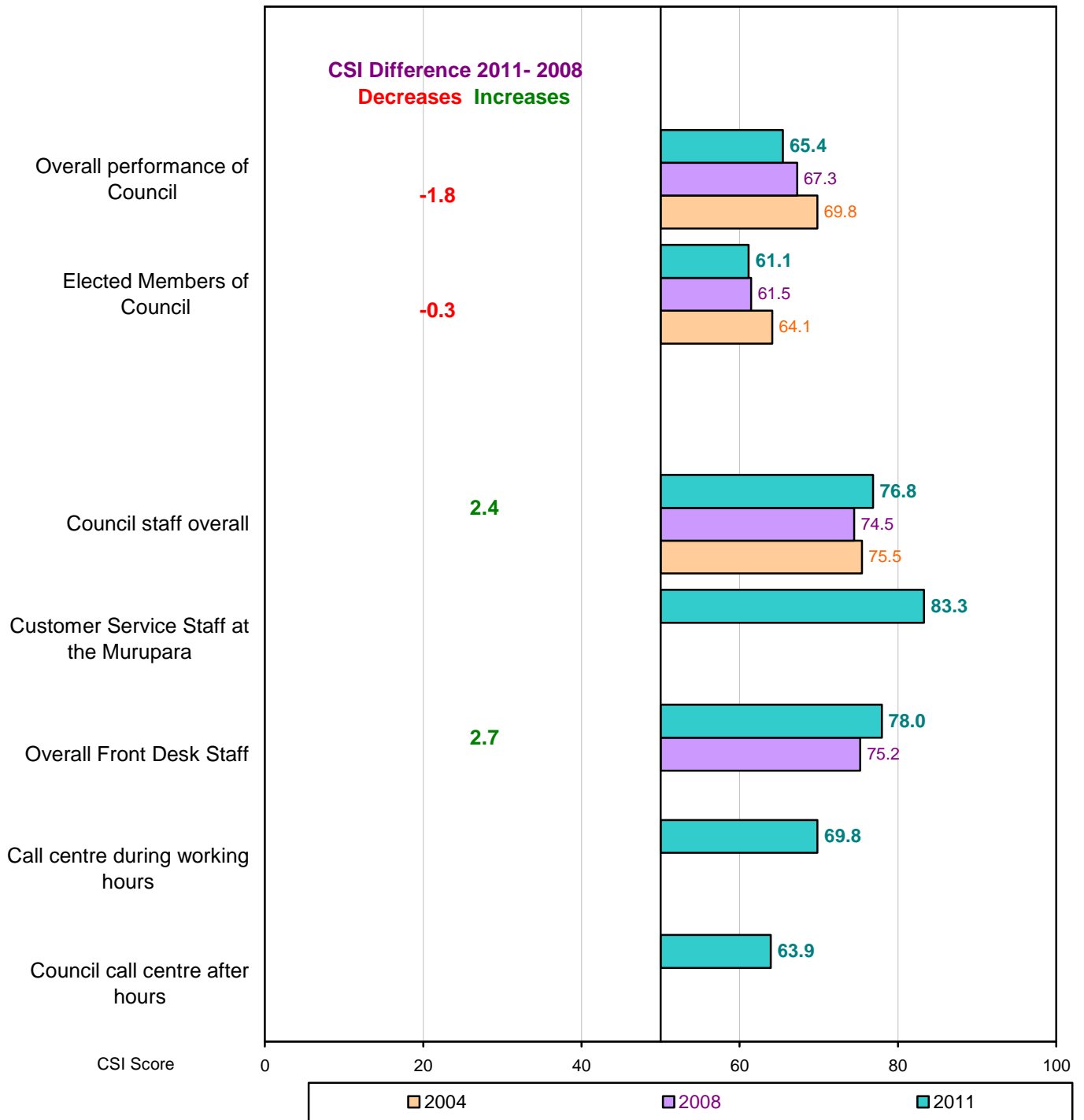


Staff CSI scores – Comparison with previous years

The following chart compares the CSI scores for 2011 versus 2008 and 2004 for the Staff factors.

Most of the staff factors were added to the questionnaire in 2011 so there is no comparison.

There was a mix of 2 increases and 2 decreases in CSI scores from 2008. The largest increase was a rise of 2.7 points for 'the overall service from the Customer Service / Front Desk Staff at the Council at Whakatane' (CSI score 78.0) followed by a 2.4 point increase for 'the Overall performance of the Council Staff in the past 12 months' (CSI score 76.8). The largest decrease was of 1.8 points for 'the Overall performance of Council in the past 12 months' (CSI score 65.4) and a 0.3 point decrease for 'the overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)' (CSI score 61.1).



Front desk in the Council Building in Whakatane

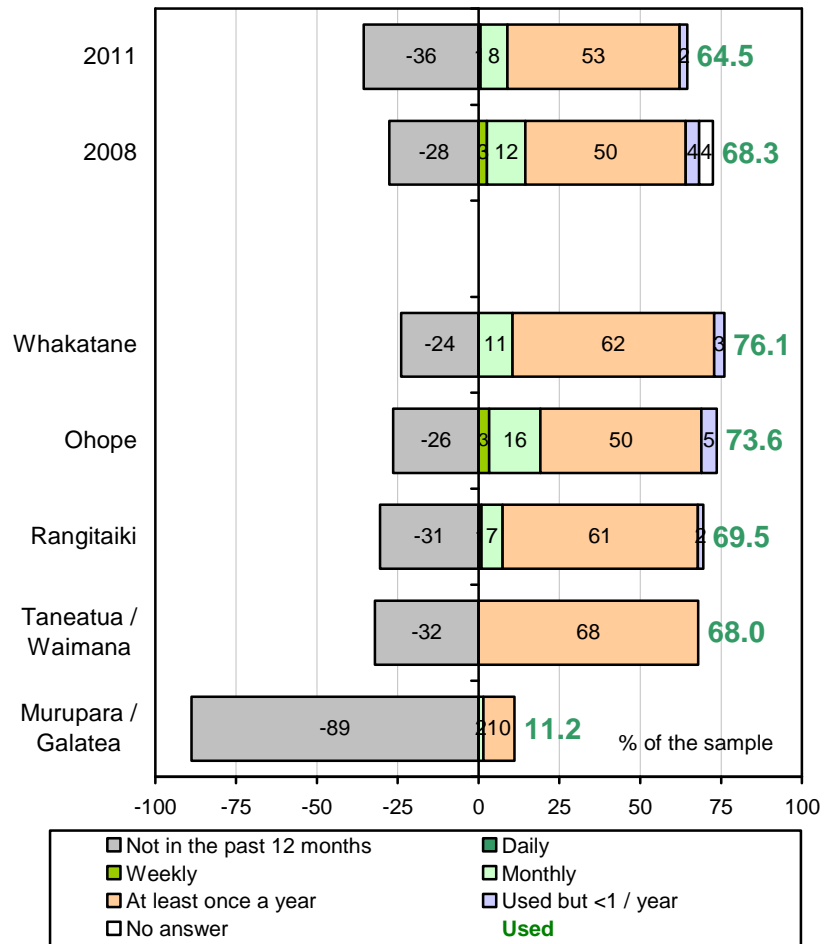
Respondents were asked how often they had called into the Front desk in the Council Building in Whakatane in the past 12 months.

Frequency of using the Front desk

Two thirds of the respondents (65%) had used the Front desk in the Council building in Whakatane in the past 12 months, while a third of the respondents (36%) had not used this and 2% didn't know.

Of those who had used the Front desk in the Council building in Whakatane, half (53%) had used them at least once per year. A tenth of the sample (8%) had used them on a monthly basis and 3% on a weekly basis. No respondents (0%) used the Front desk daily, while 2% had used it less than once per year.

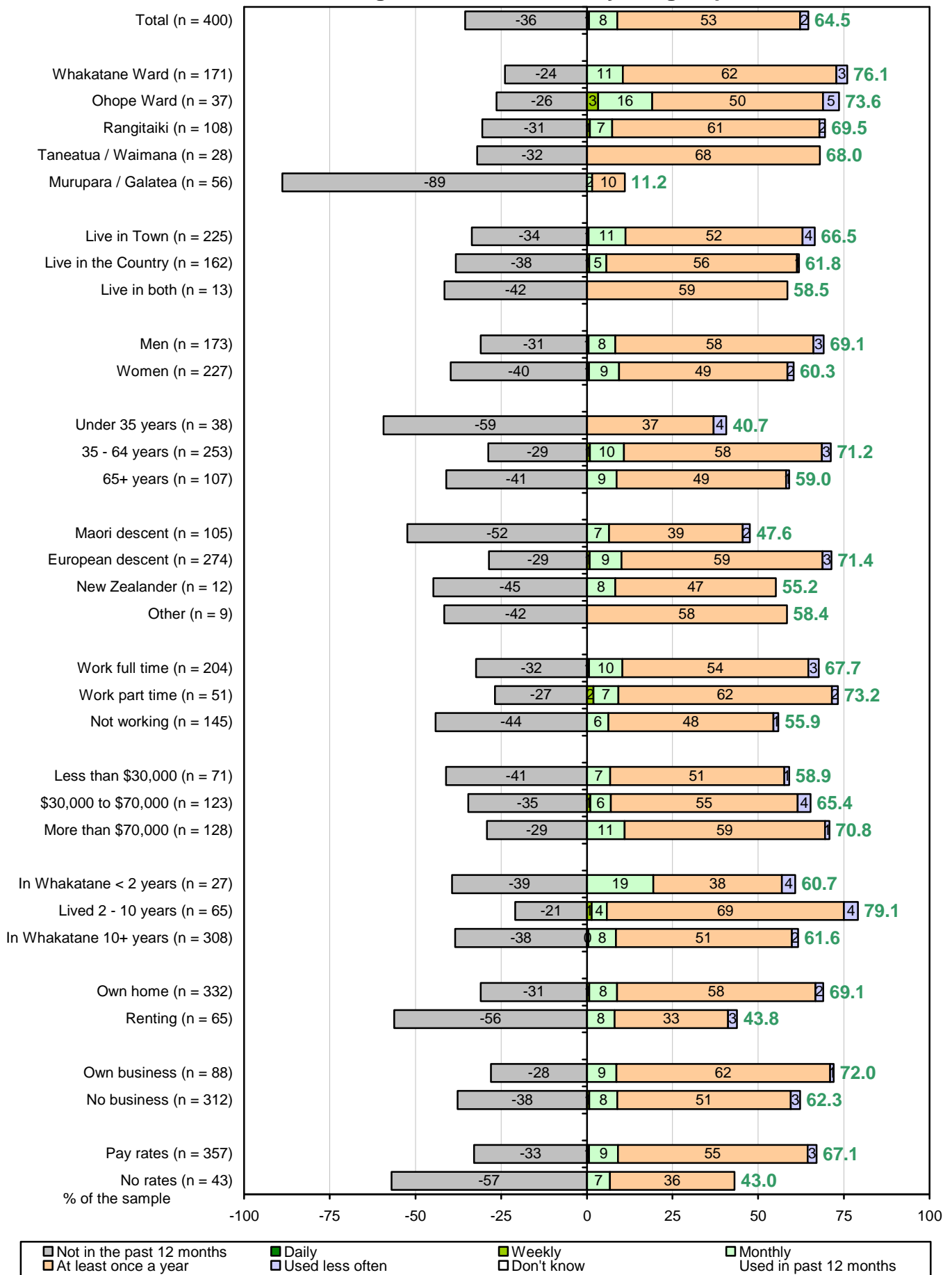
Usage of the Front desk in the Council Building in Whakatane was lowest for those from the Murupara / Galatea Ward (11% versus 68 - 76% for those from the other Wards).



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

- Those who have lived in the Whakatane District between 2 - 10 years (79%)
- Those from the Whakatane Ward (76%) or Ohope (74%)
- Those working part time in paid employment (73%)
- Those who own or operate their own business (72%)
- Those aged 35 – 64 years old (71%)
- Those with a household income over \$70,000 p.a. (71%)
- Those of European descent (71%)
- Those who live in their own home (69%)
- Men (69%)
- Those who pay rates (67%)

Usage of the Front desk by subgroup



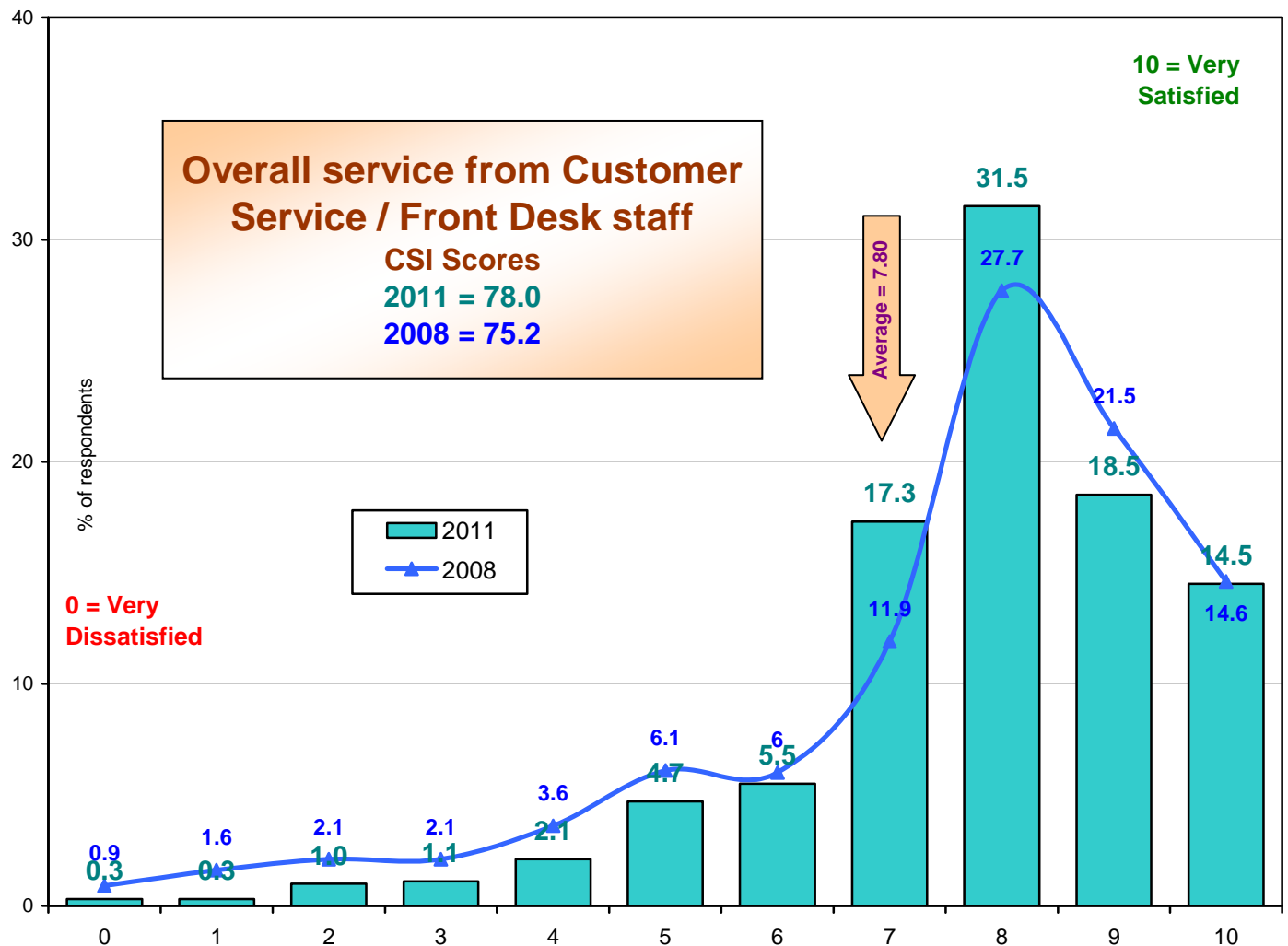
Satisfaction with the Overall service from the Customer Service / Front Desk staff

Respondents who had used Front desk in the Council Building in Whakatane in the last 12 months (n=257) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (82%) were satisfied with the Overall service from the Customer Service / Front Desk staff (Scores 7 – 10). A third (33%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (32%).

An eighth of the subgroup (12%) rated the Overall service from the Customer Service / Front Desk staff with a score that was neutral (Scores 4 – 6), and seven respondents (3%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Overall service from the Customer Service / Front Desk staff was 78.0 This is an increase of 2.8 points from 2008. This indicates excellent service from the Customer Service / Front Desk staff.



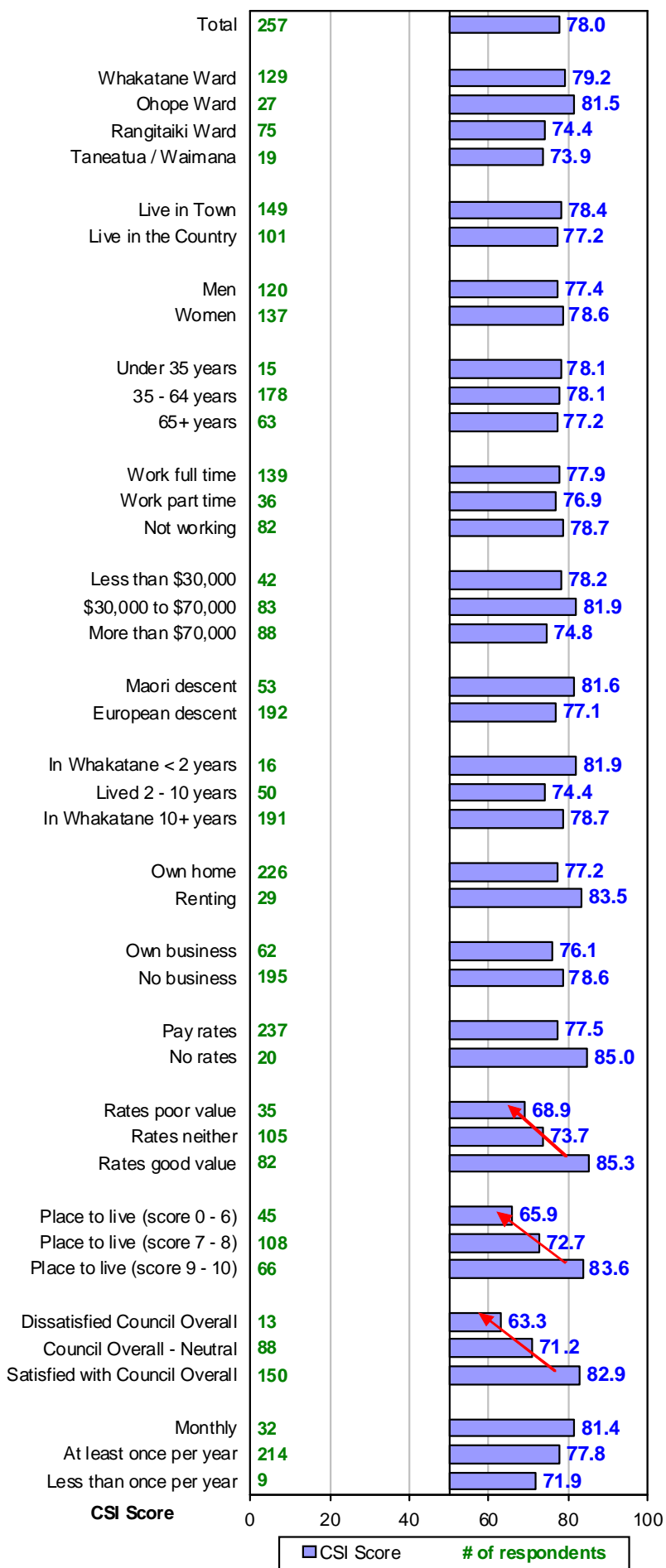
Satisfaction with the Overall service from the Customer Service / Front Desk staff by demographics

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

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

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

- Those from the Ohope Ward (CSI score 81.5) appear more satisfied than those from other Wards (CSI score 73.9 – 79.2).
- Those with a household income over \$70,000 (CSI score 74.8) were less satisfied than those in the other income brackets (CSI score 78.2 – 81.9).
- Those who have lived in Whakatane for under 2 years (CSI score 81.9) were more satisfied than those who had lived there for longer (CSI score 74.4 – 78.7)
- Those who were renting (CSI score 83.5) were significantly more satisfied than those who owned their own homes (CSI score 77.2)
- Those who pay rates (CSI score 77.5) appear less satisfied than the few who don't pay rates (CSI score 85.0)
- Respondents who thought they received good value for their rates (CSI score 85.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 68.9).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 83.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 65.9)
- Those who were satisfied with the overall performance of Council (CSI score 82.9) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 63.3).
- Those who called into the front desk monthly (CSI score 81.4) appear more satisfied than those who use this less frequently



Customer Services Centre in Murupara

Frequency of calling into the Customer Services Centre in Murupara

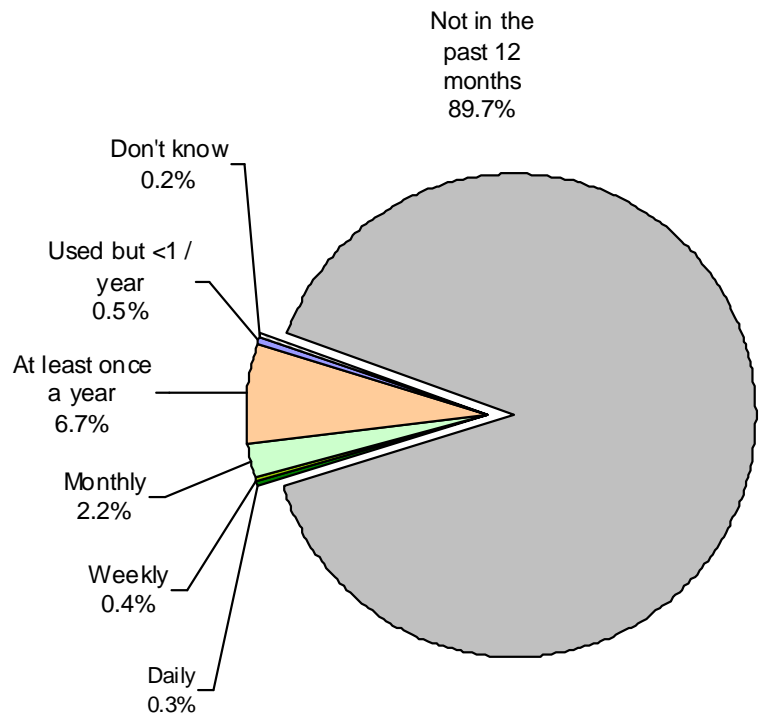
The respondents were asked 'How often have you called into the Customer Services Centre in Murupara in the past 12 months?'

The vast majority of the respondents (90%) had not called into the Customer Services Centre in Murupara in the past 12 months.

A tenth of the respondents (10%) had called into the Customer Services Centre in Murupara in the past 12 months.

The largest group (7%) had called into the Customer Services Centre in Murupara at least once per year while 2% had contact monthly, 0.4% weekly and one respondent (0.3%) daily. A few (0.5%) had contact less than once per year.

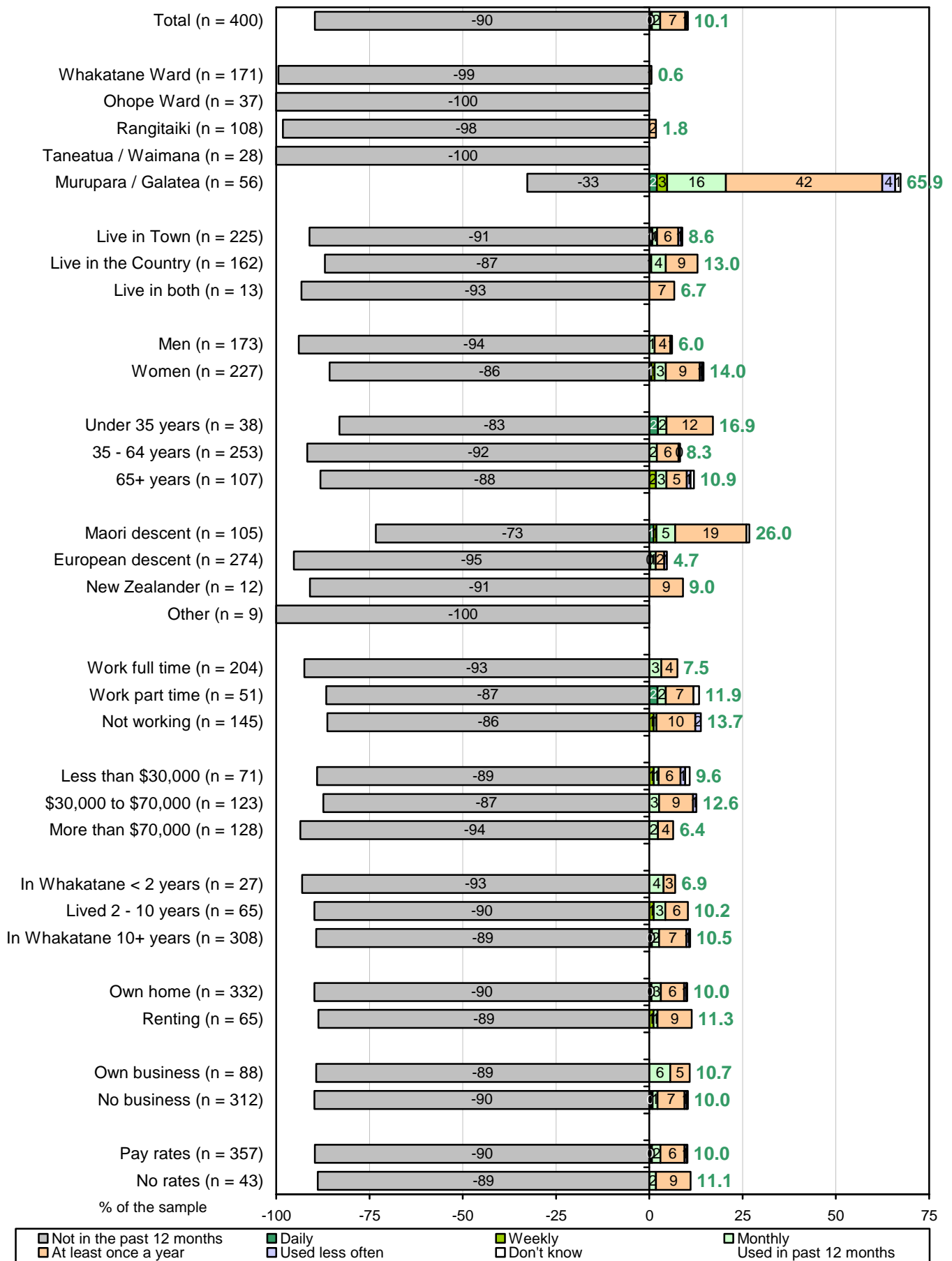
The remaining respondent (0.2%) did not know if they had called into the Customer Services Centre in Murupara in the past 12 months.



The chart over the page compares the level of contact with the Customer Services Centre in Murupara among the various subgroups of interest. The subgroups that were significantly **more likely** to have called into the **Customer Services Centre in Murupara** over the last 12 months included:

- Those from the Murupara / Galatea Ward (66% of the subgroup)
- Those of Maori descent (26% of the subgroup)
- Those aged under 35 (17% of the subgroup)
- Women (14% of the subgroup)
- Those not in paid employment (14% of the subgroup)

Called into the Customer Services Centre in Murupara by subgroup



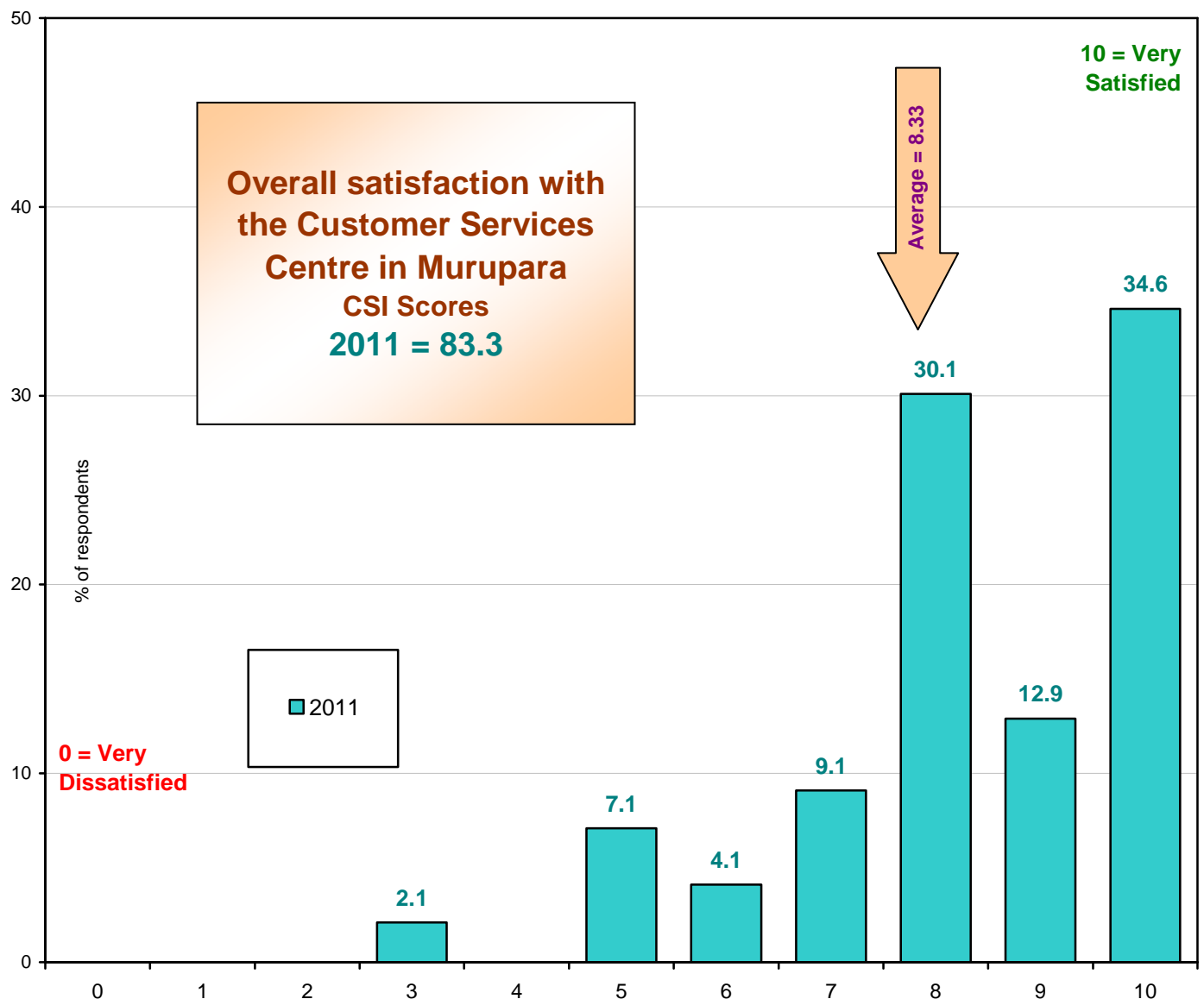
Satisfaction with Customer Services Centre in Murupara

Respondents who had called into the Customer Services Centre in Murupara (n = 41) were asked 'Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall service from the Customer Service Staff at the Murupara Customer Services Centre?'

Over four fifths of the respondents who had dealings with Customer Services Centre in Murupara (87%) were satisfied with the overall service from the Customer Service Staff at the Murupara Customer Services Centre, (Scores 7 – 10). The mode was a score of 10 (35%) and 48% rated the service with a score of 9 or 10 (exceeded expectations).

A ninth of those who had dealings with Customer Services Centre in Murupara (11%) rated this as neutral (Scores 4 – 6) while one respondent (2.1%) was actually dissatisfied.

The CSI score was 83.3, which rates as an excellent performance.

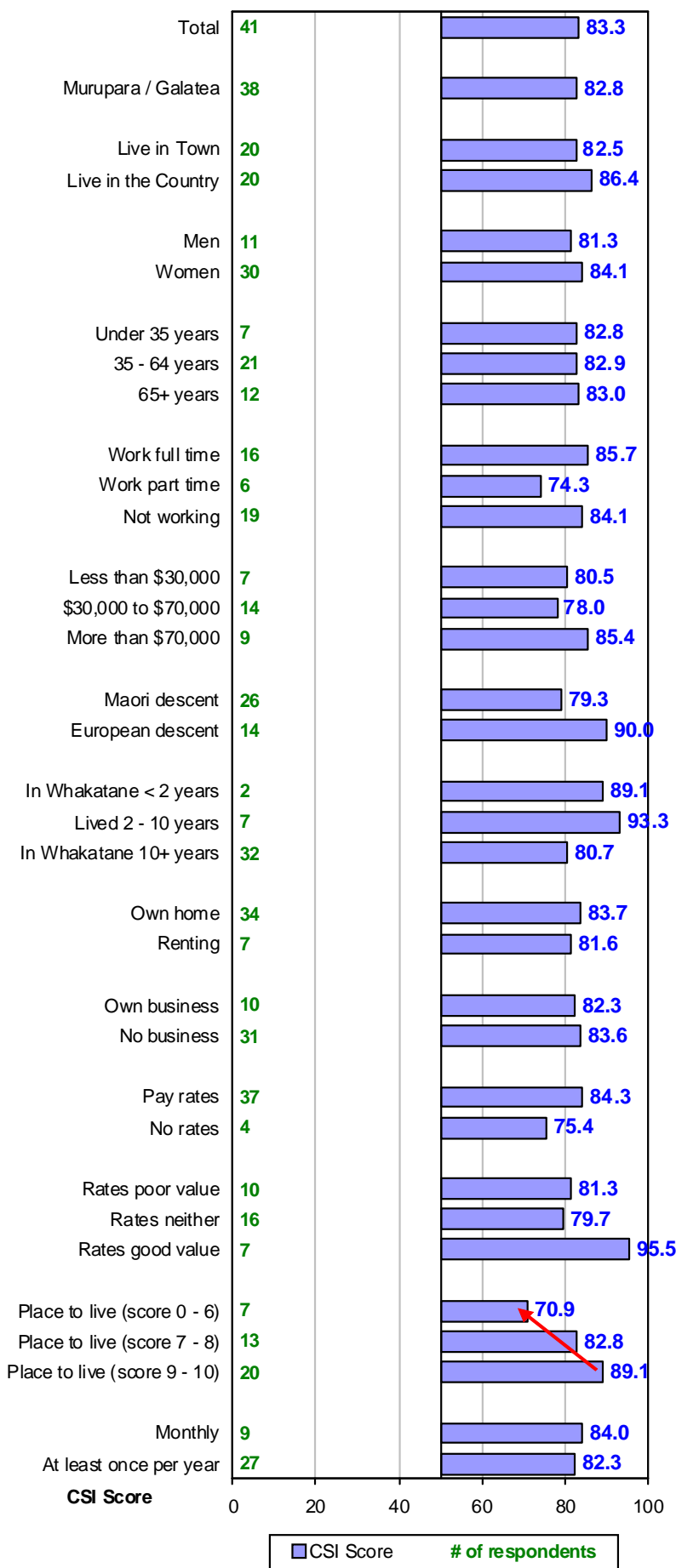


Satisfaction with the overall service from the Customer Service Staff at the Murupara Customer Services Centre by demographics

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

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

The numbers of users are too small to show significant differences in the subgroups although there appears to be a number of interesting differences. However, most CSI scores reflect excellent overall service from the Customer Service Staff at the Murupara Customer Services Centre.



Council Call Centre during business hours

Frequency of phoning the Council office during business hours

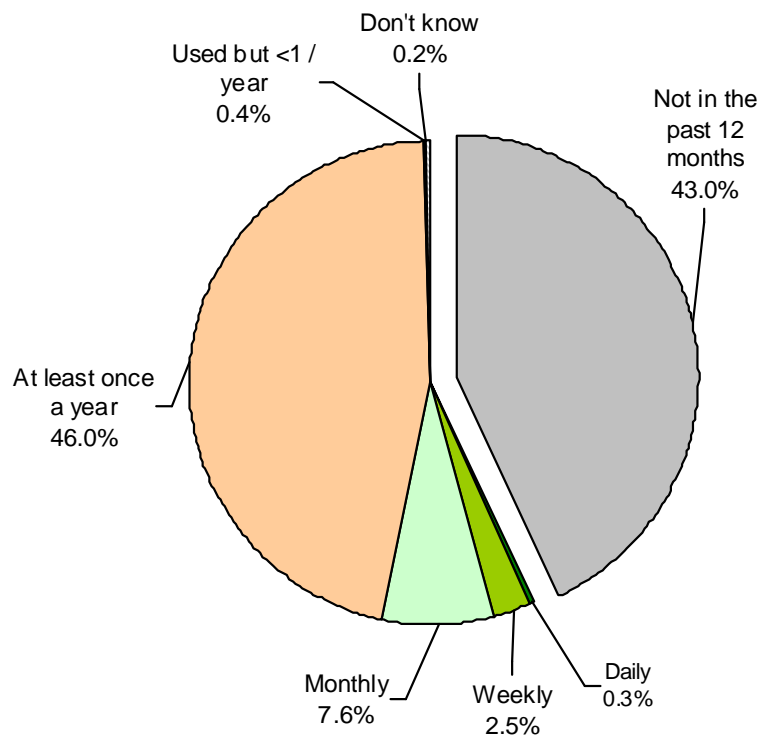
The respondents were asked 'How often have you phoned the Council office during business hours (Monday - Friday 8am - 5pm) in the past 12 months?'

Over half of the respondents (57%) had phoned the Council office during business hours in the past 12 months.

The largest group (46%) had phoned the Council office during business hours at least once per year while 8% had contact monthly, 3% weekly and one respondent (0.3%) daily. Two respondents (0.4%) had phoned the Council office during business hours less than once per year.

Almost half of the respondents (43%) had not phoned the Council office during business hours in the past 12 months.

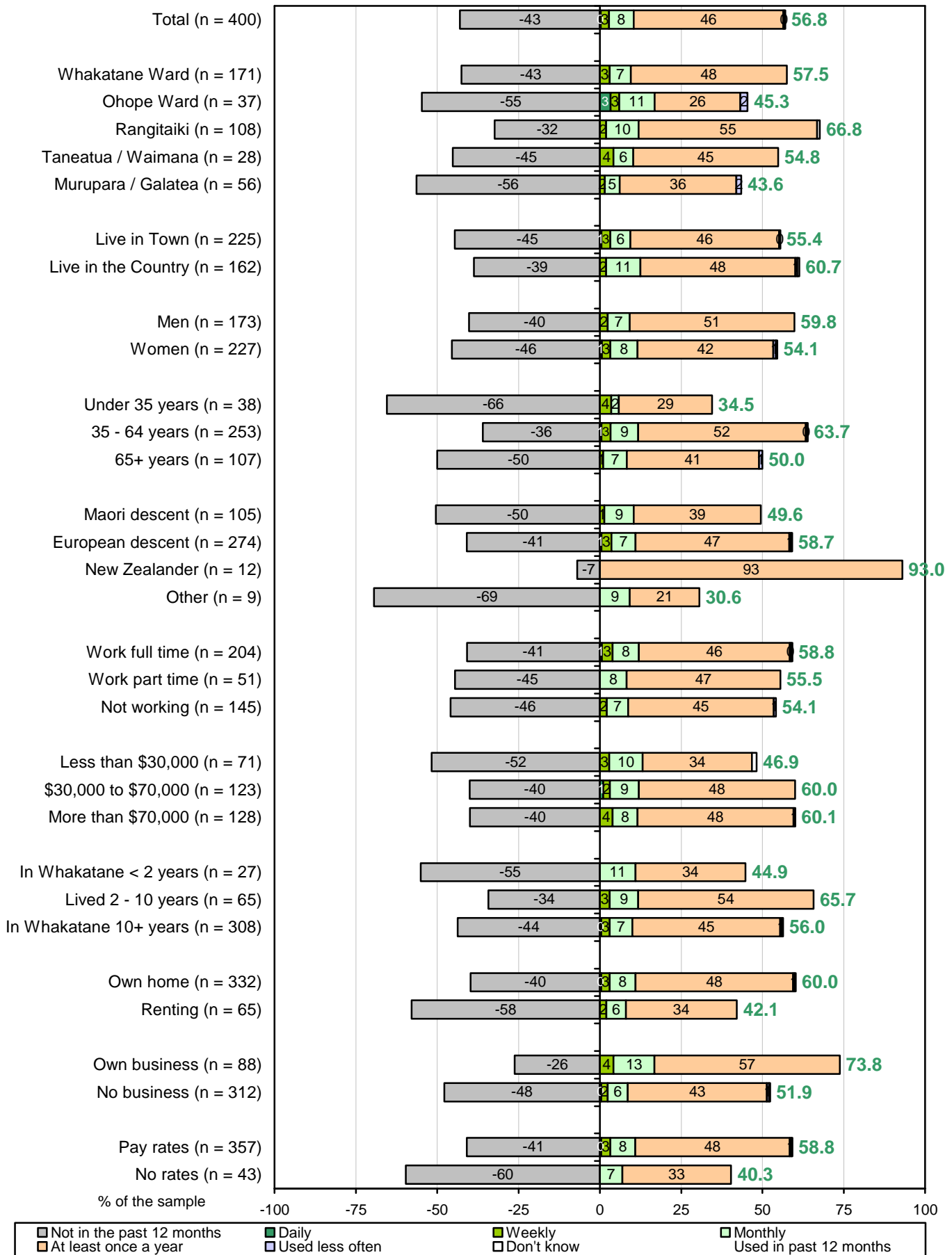
The remaining respondent (0.2%) did not know if they had phoned the Council office during business hours in the past 12 months.



The chart over the page compares the level of contact by phone of the Council office during business hours among the various subgroups of interest. The subgroups that were significantly **more likely** to have phoned the Council office during **business hours** over the last 12 months included:

- Those who own or operate their own business (74%)
- Those from the Rangitaiki Ward (67% of the subgroup)
- Those who have lived in the Whakatane District between 2 - 10 years (66%)
- Those aged 35 – 64 years old (64%)
- Those who live in their own home (60%)
- Those who described their ethnicity as New Zealander or Kiwi (93%) or those of European descent (59%)
- Those who pay rates (59%)

Phoned the Council office during business hours by subgroup



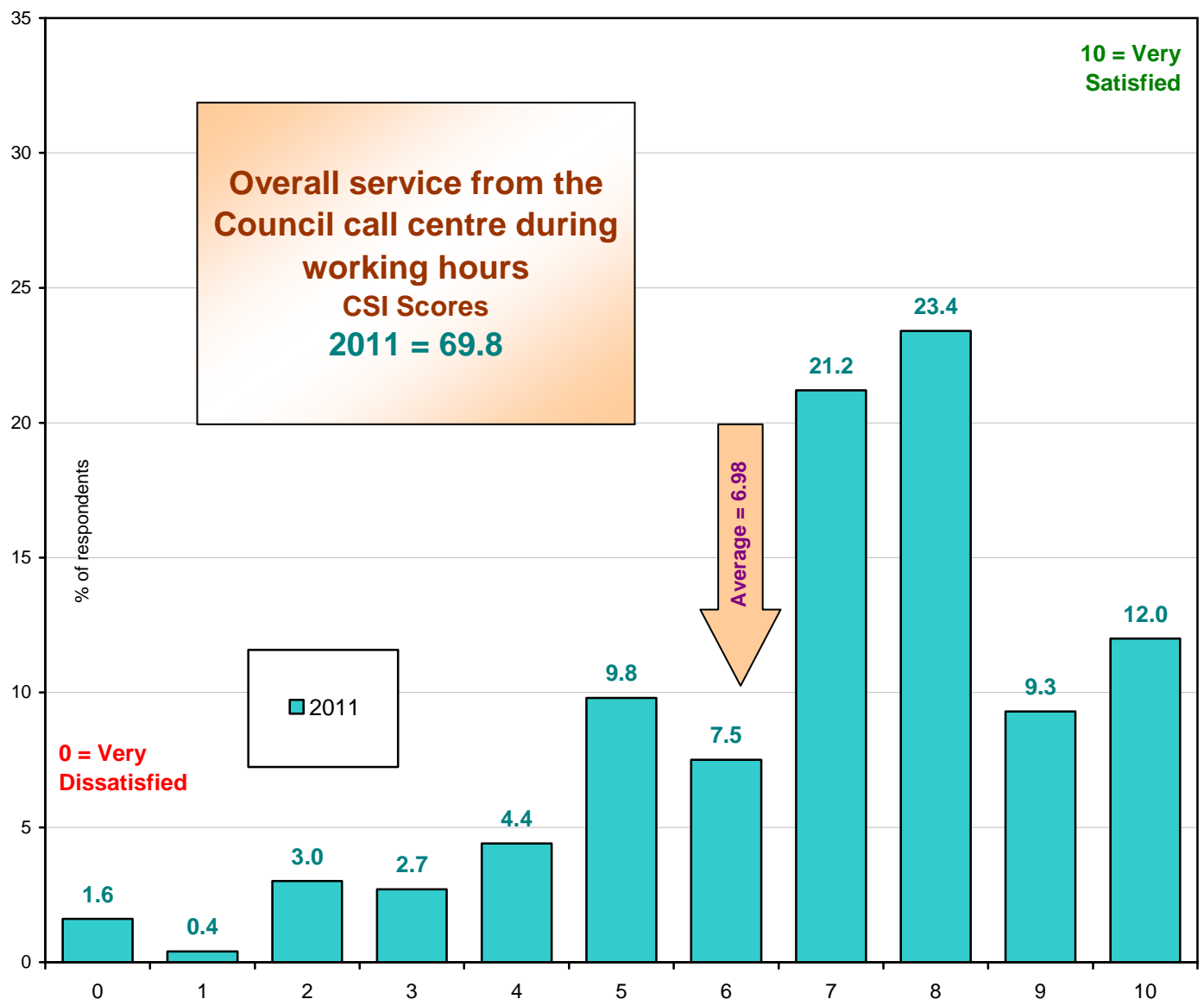
Satisfaction with the call centre during working hours

Respondents who had phoned the Council office during business hours (n = 228) were asked ‘Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall service from the Council call centre during working hours?’

Two thirds of the respondents who had phoned the Council office during business hours (66%) were satisfied with the overall service from the Council call centre during working hours, (Scores 7 – 10). The mode was a score of 8 (23%) and a fifth of the respondents (21%) rated the service with a score of 9 or 10 (exceeded expectations).

A fifth of those who phoned the Council office during business hours (22%) rated this as neutral (Scores 4 – 6) while close to a tenth of the respondents (8%) was actually dissatisfied.

The CSI score was 69.8, which rates as a fair performance but needing improvement.



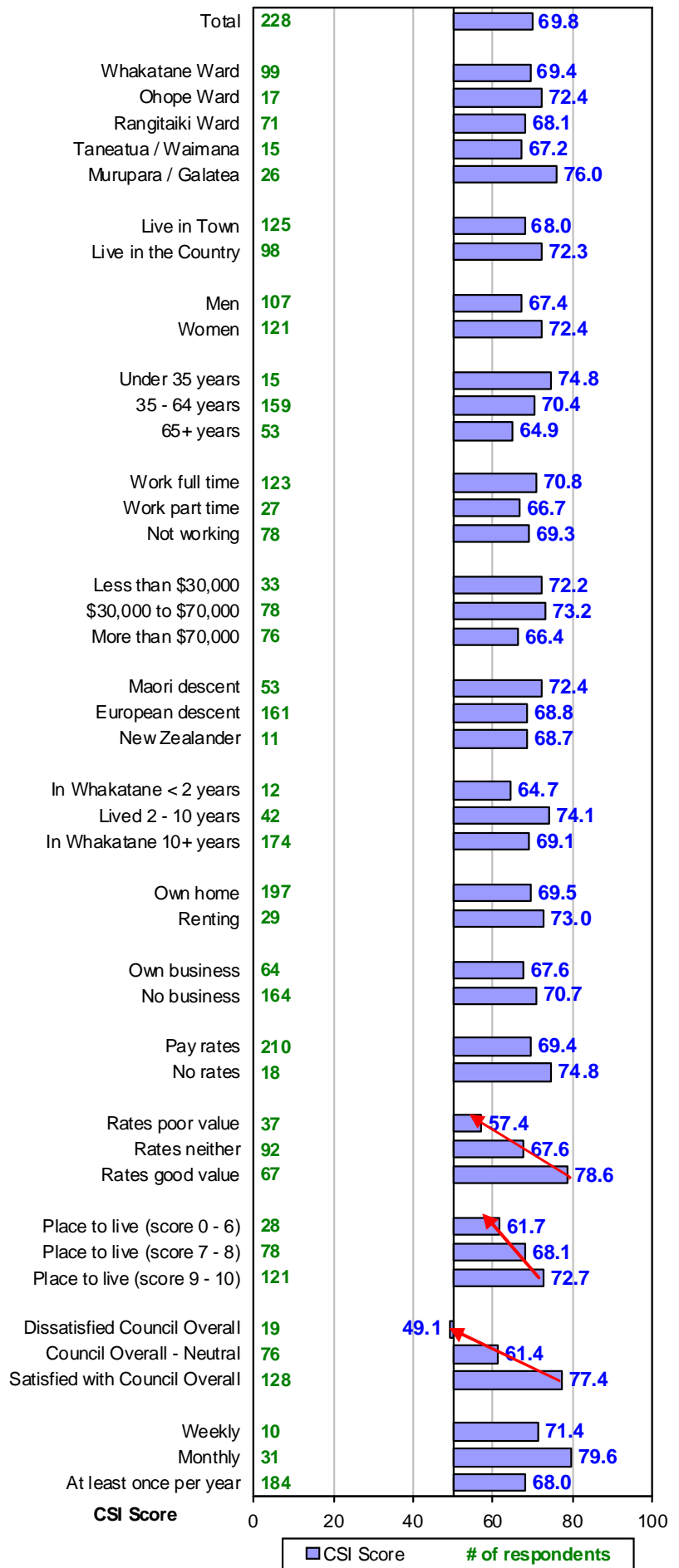
Satisfaction with the call centre during working hours by demographics

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

The analysis shows that there are moderate levels of satisfaction with the overall service from the Council call centre during working hours across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the overall service from the Council call centre during working hours were:

- Those from the Murupara / Galatea Ward (CSI score 76.0) appear more satisfied than those from other Wards (CSI score 67.2 – 72.4).
- Those aged over 65 (CSI score 64.9) were less satisfied than those in the other age brackets (CSI score 70.4 – 74.8). This is the opposite pattern to what is normally expected.
- Those with a household income over \$70,000 (CSI score 66.4) were less satisfied than those in the other income brackets (CSI score 72.2 – 73.2).
- Those who have lived in Whakatane for 2 – 10 years (CSI score 74.1) were more satisfied.
- Those who pay rates (CSI score 69.4) appear less satisfied than the few who don't pay rates (CSI score 74.8)
- Respondents who thought they received good value for their rates (CSI score 78.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 57.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 72.7) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 61.7)
- Those who were satisfied with the overall performance of Council (CSI score 77.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 49.1).
- Those who phoned the call centre during business hours monthly (CSI score 79.6) appear more satisfied.



Council Call Centre after hours

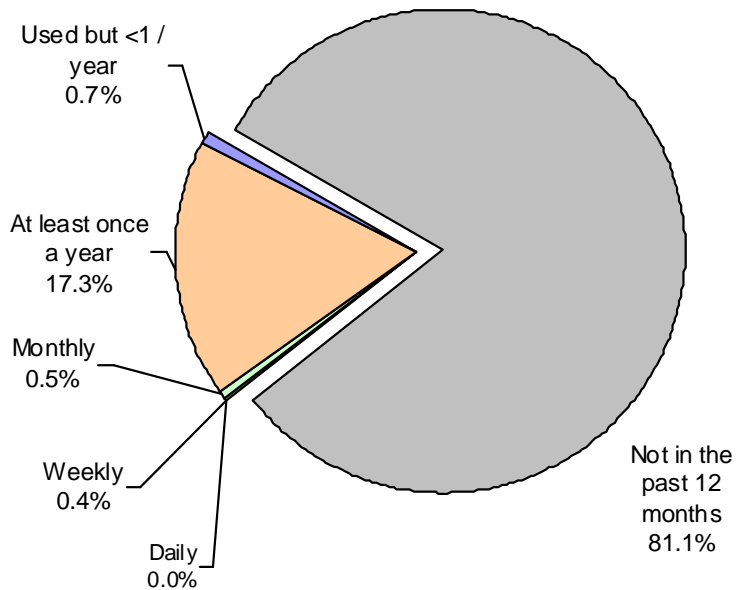
Frequency of phoning the Council office after hours

The respondents were asked 'How often have you phoned the Council office after hours (After 5pm week days or weekends) in the past 12 months?'

The vast majority of the respondents (81%) had not phoned the Council office after hours in the past 12 months.

A fifth of the respondents (19%) had phoned the Council office after hours in the past 12 months.

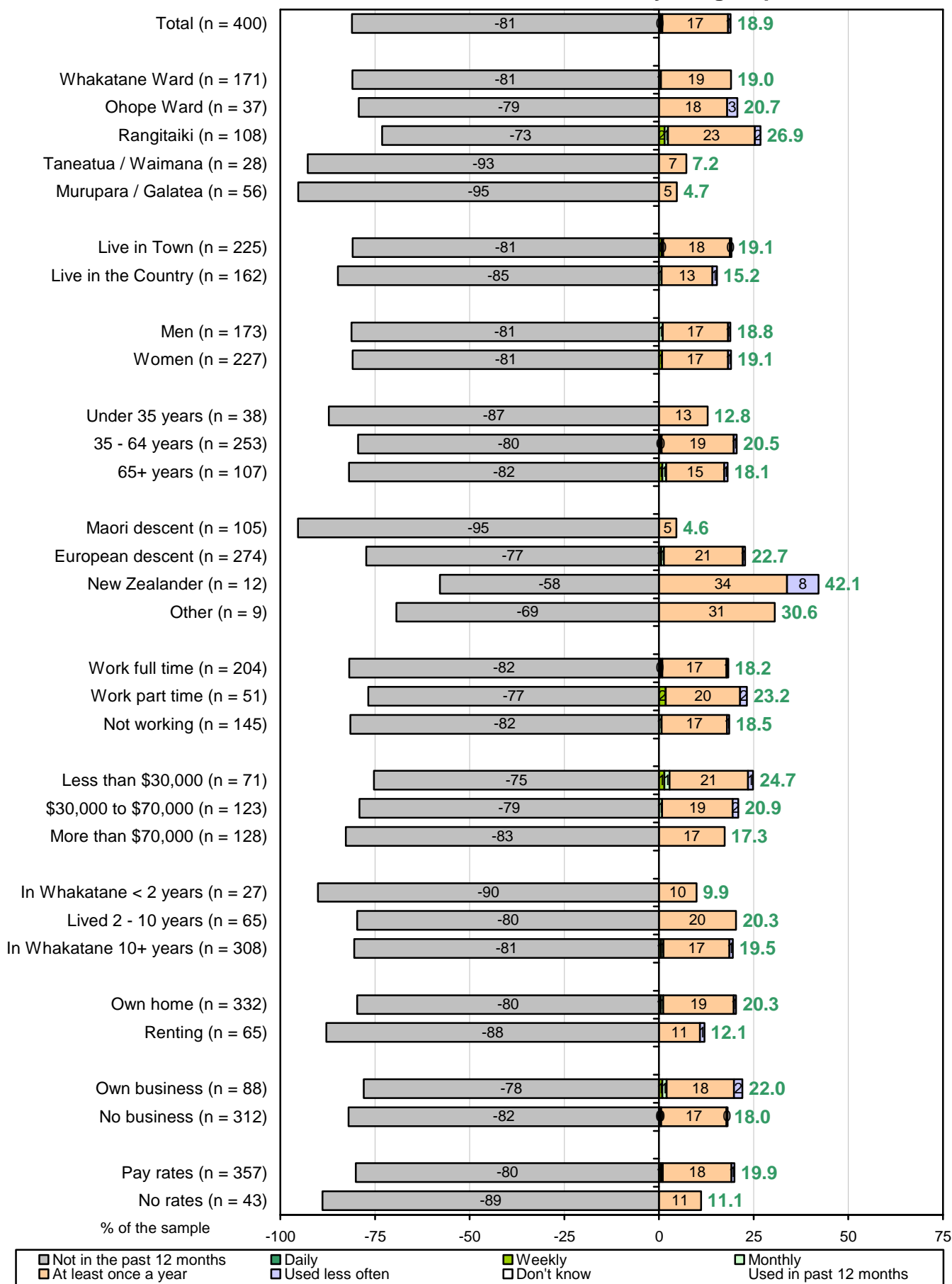
The largest group (17%) had phoned the Council office after hours at least once per year while 17% had contact monthly or weekly. A few respondents (0.7%) had phoned the Council office after hours less than once per year.



The chart over the page compares the level of contact by phone of the Council office after hours among the various subgroups of interest. The subgroups that were significantly **more likely** to have phoned the Council office after hours over the last 12 months included:

- Those from the Rangitaiki Ward (27% of the subgroup)
- Those who described their ethnicity as New Zealander or Kiwi (42%) or 'other' (31%)
- Those who live in their own home (20%)
- Those who pay rates (20%)

Phoned the Council office after hours by subgroup



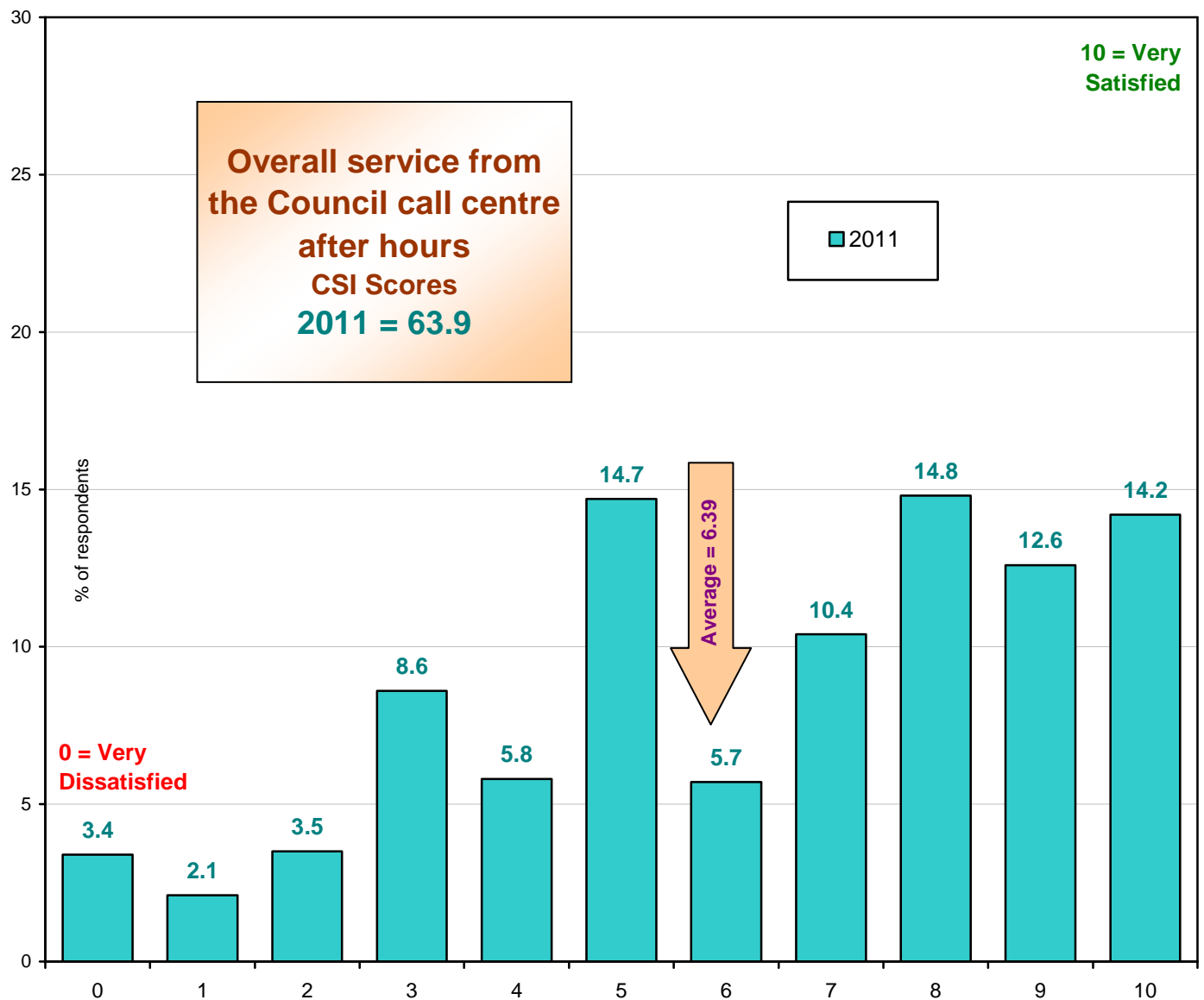
Satisfaction with the call centre after hours

Respondents who had phoned the Council office after hours (n = 74) were asked 'Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with the overall service from the Council call centre after hours?'

Just half of the respondents who had phoned the Council office after hours (52%) were satisfied with the overall service from the Council call centre after hours, (Scores 7 – 10). The mode was a score of 8 (15%) and a quarter of the respondents (27%) rated the service with a score of 9 or 10 (exceeded expectations).

A quarter of those who phoned the Council office after hours (26%) rated this as neutral (Scores 4 – 6) while close to a fifth of the respondents (18%) were actually dissatisfied.

The CSI score was 63.9, which rates as needing improvement.



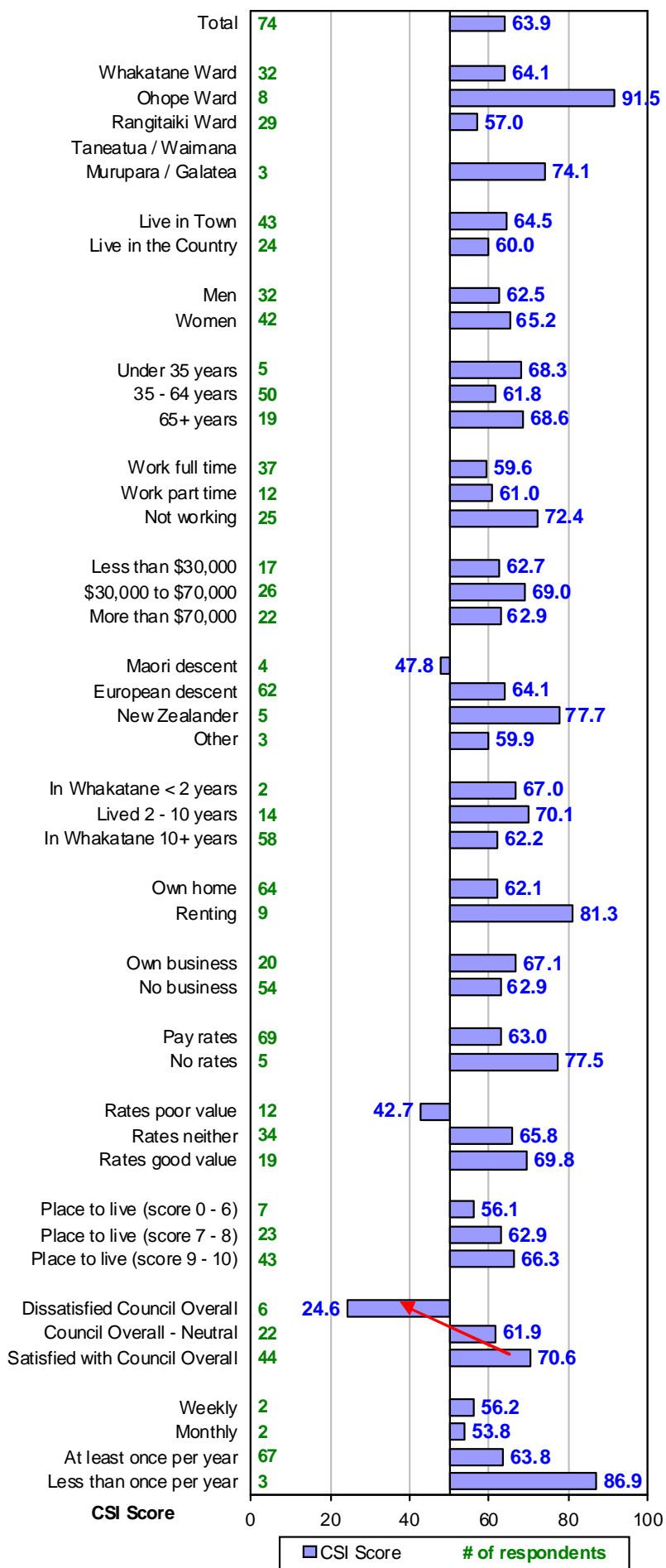
Satisfaction with the call centre after hours by demographics

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

The analysis shows that there are low levels of satisfaction with the overall service from the Council call centre after hours across most of the subgroups of interest

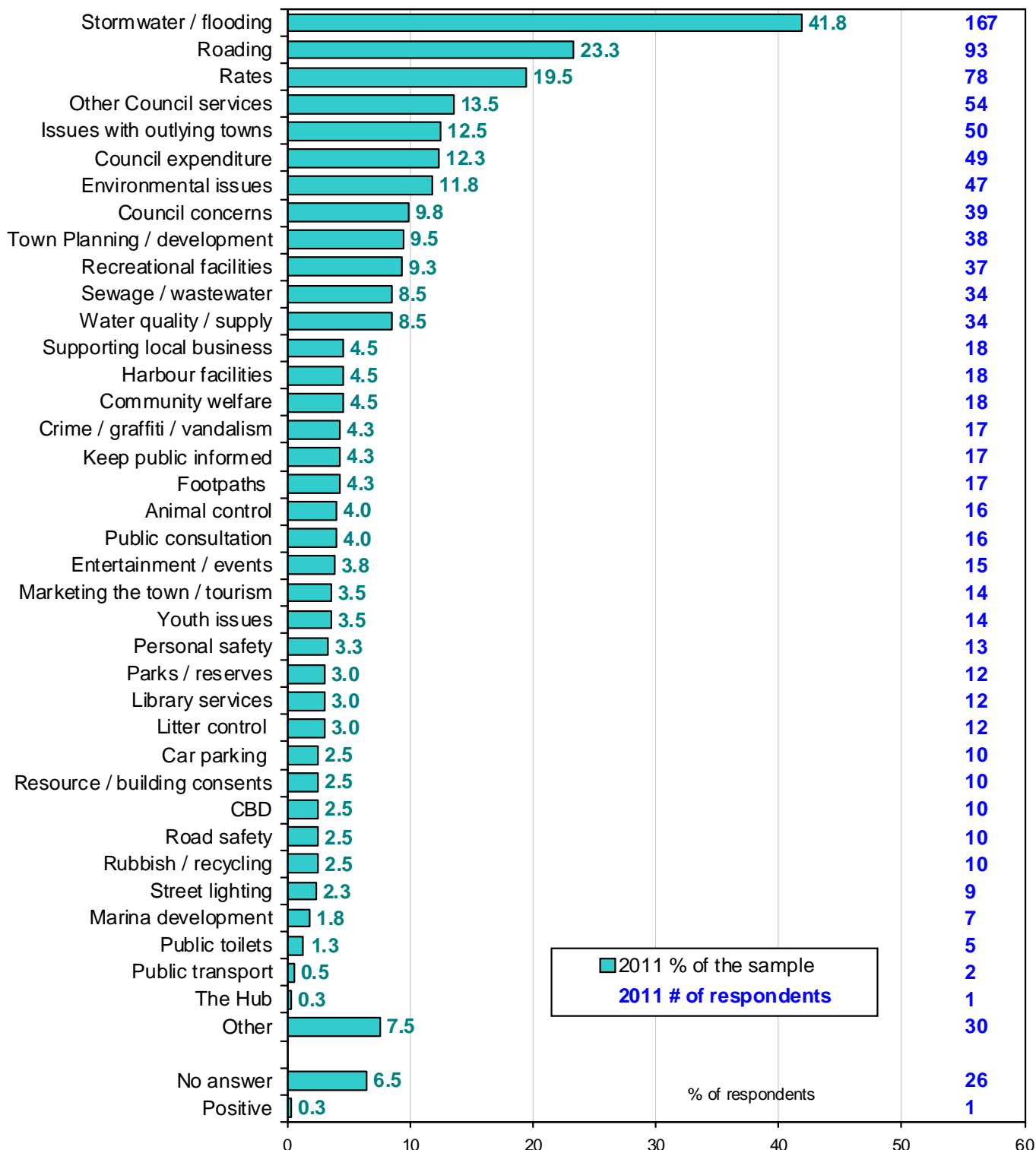
Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

The numbers of users are too small to show significant differences in the subgroups although there appears to be a number of interesting differences. However, most CSI scores reflect a need for improvement from the after hours call centre.



Most important issues Council should be looking at

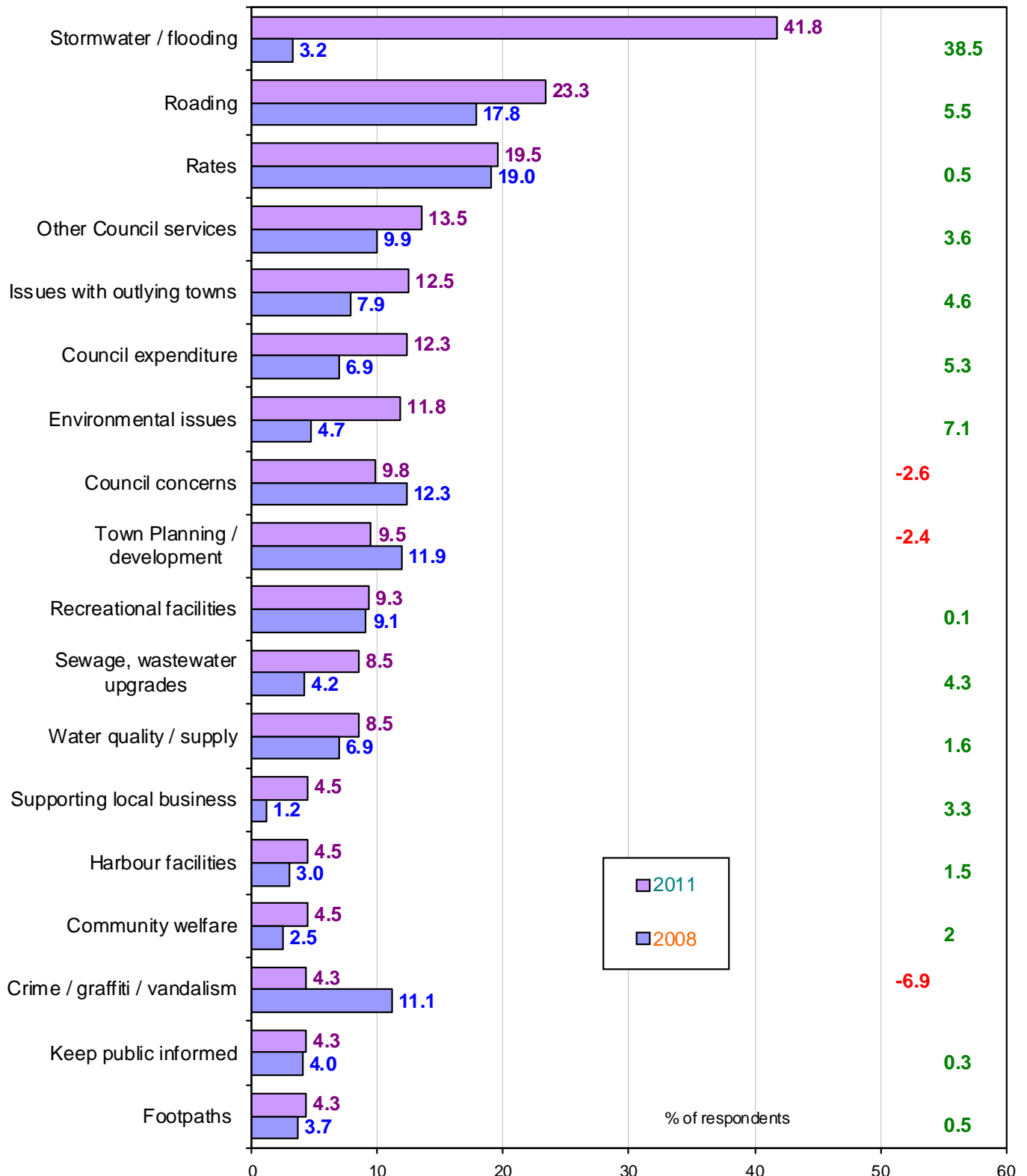
Respondents were asked ‘What, in your opinion, are the three main issues that Council should be looking at?’ This question was asked as an open question with the answers grouped together for analysis purposes. There was a range of responses with the main comments covering stormwater or flooding (42%), then roading issues (23%) and rates concerns (20%). These were followed with concerns with “other” Council Services (14%), issues with outlying towns (13%), concerns with Council expenditure (12%) and environmental issues (12%). There was also a wide range of other issues mentioned by smaller numbers of respondents.



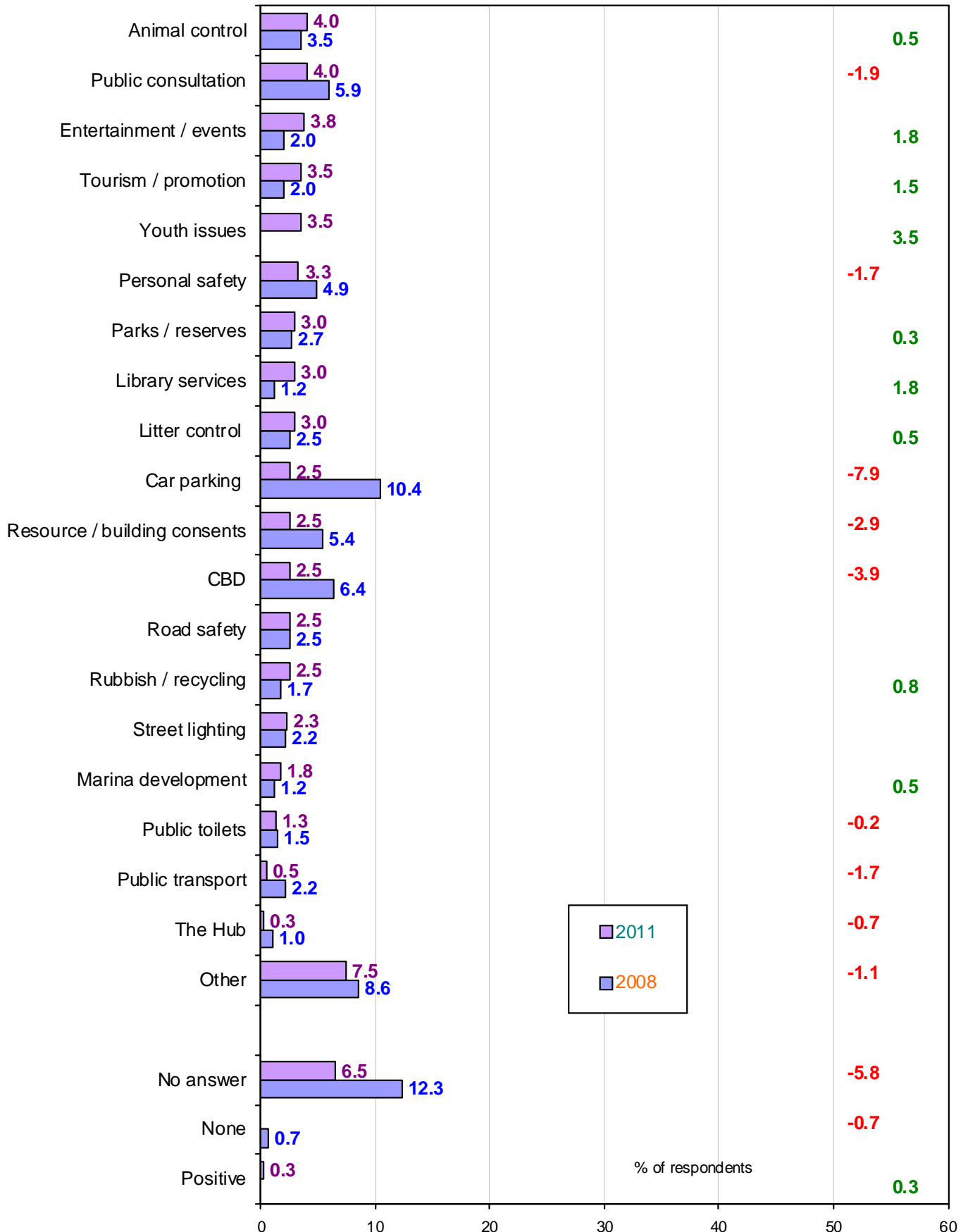
The following two charts compare the issues reported in 2011 versus those from 2008. While many of the main issues mentioned in 2008 are similar to 2011, there are some significant differences.

The largest differences were an increase in the mention of stormwater / flooding (42% versus 3% in 2008) and a 7% increase in the mention of environmental issues mainly concerning the slips in the district (12% versus 5% in 2008).

The largest decrease is for crime / graffiti / vandalism (4% versus 11% in 2008) but that is partly caused by youth issues being reported separately this year (4% versus 0% in 2008).

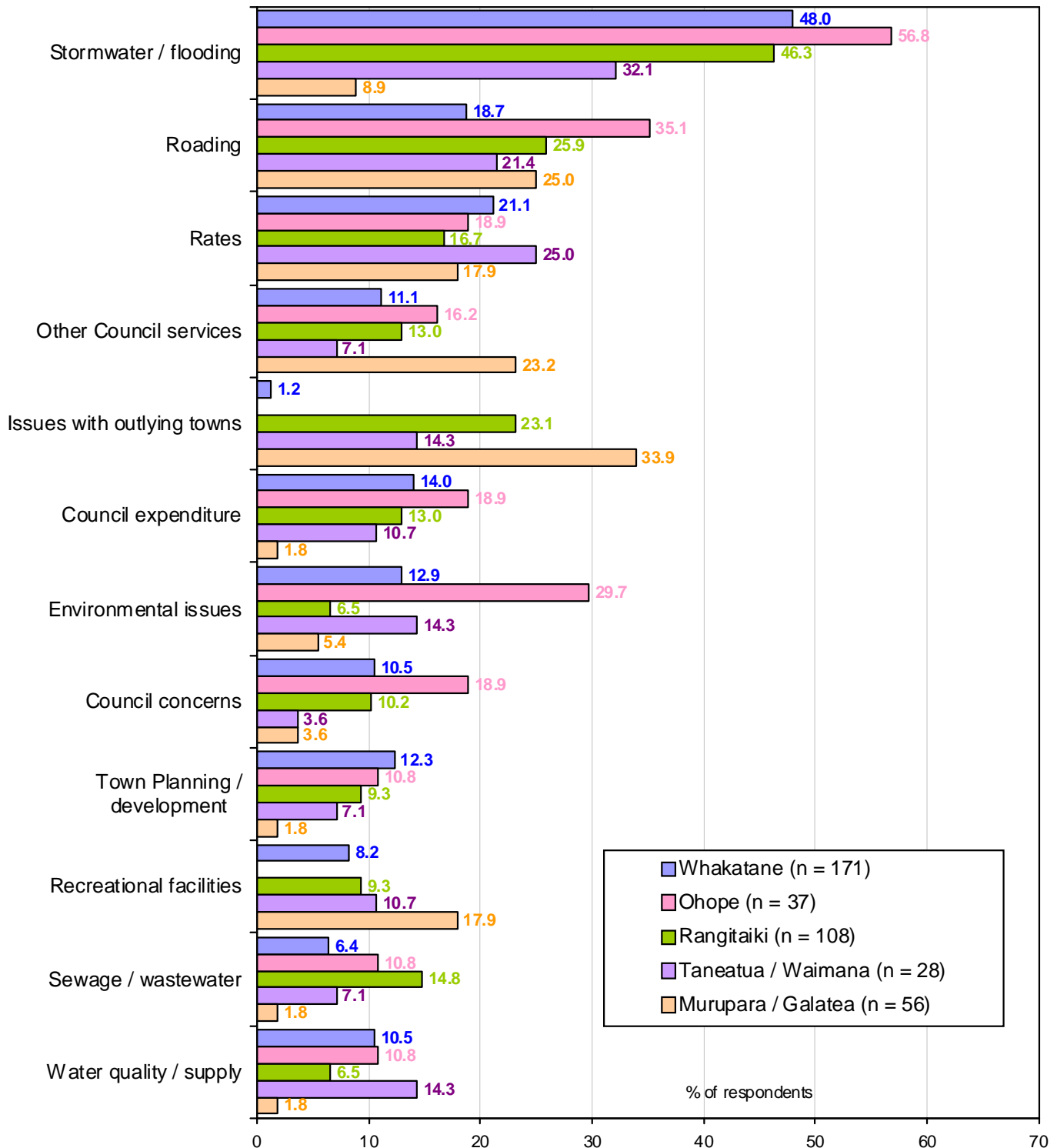


There is little difference in the proportion mentioning many of the lesser issues between 2011 and 2008. However there are a few noticeable differences. Car parking was much less of an issue (3% versus 10% in 2008).

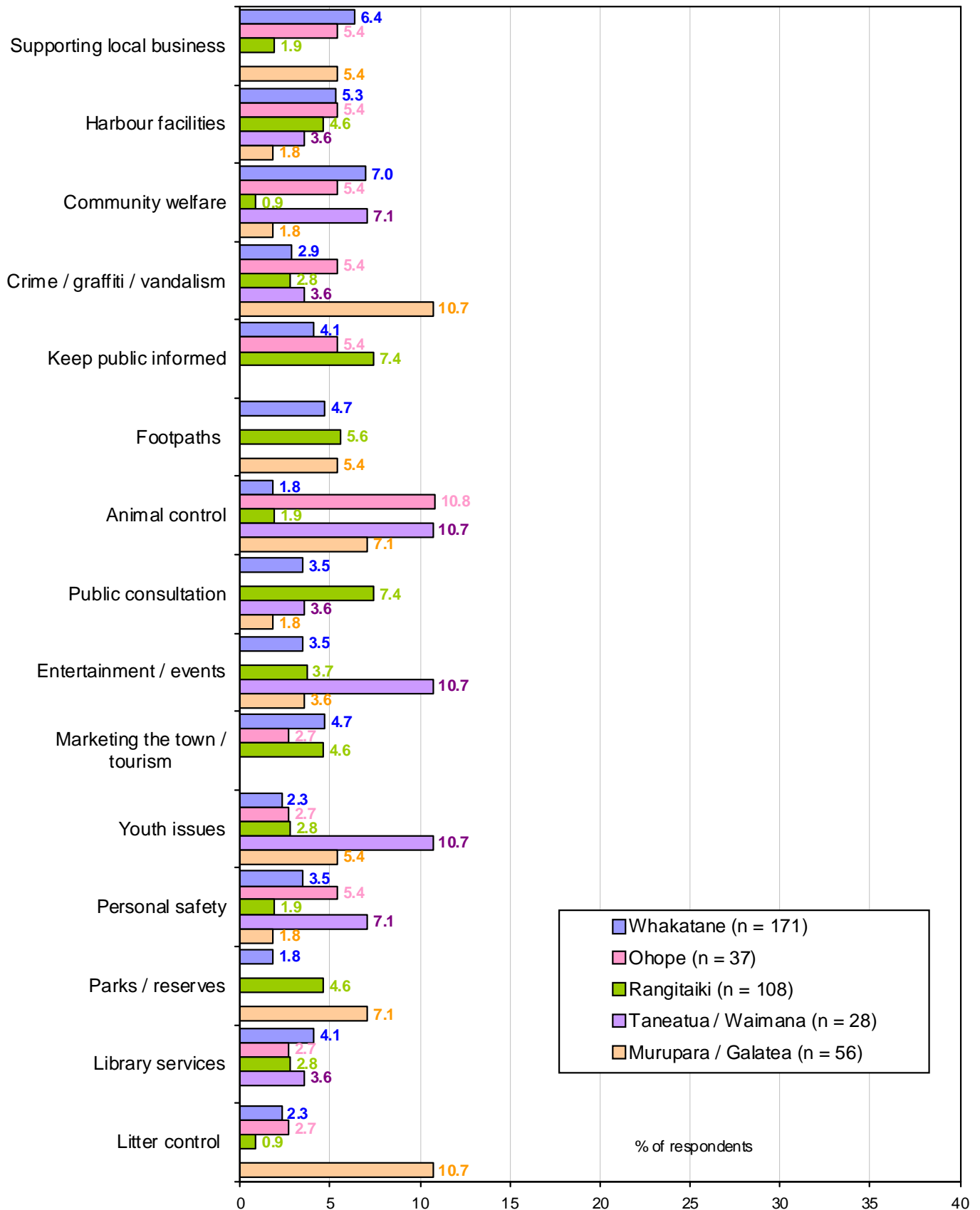


Most important issues Council should be looking at by Ward

Respondents were asked 'What, in your opinion, are the three main issues that Council should be looking at?' The following three charts compare the main issues by Ward. Stormwater or flooding is a much bigger issue for those from Ohope (57%) but this was also an issue for close to half of those from the Whakatane or Rangitaiki Wards. This was much less of an issue for those from the Murupara / Galatea Ward (9%). Roothing appears a much bigger issue for Ohope (35%) versus 19% for Whakatane. Rates is an issue with close to a fifth of the respondents from each Ward. As would be expected, the issues with the outlying towns does not impact Whakatane or Ohope. Environmental issues are a much bigger issue for Ohope (30%) versus 5% to 14% for the other Wards.

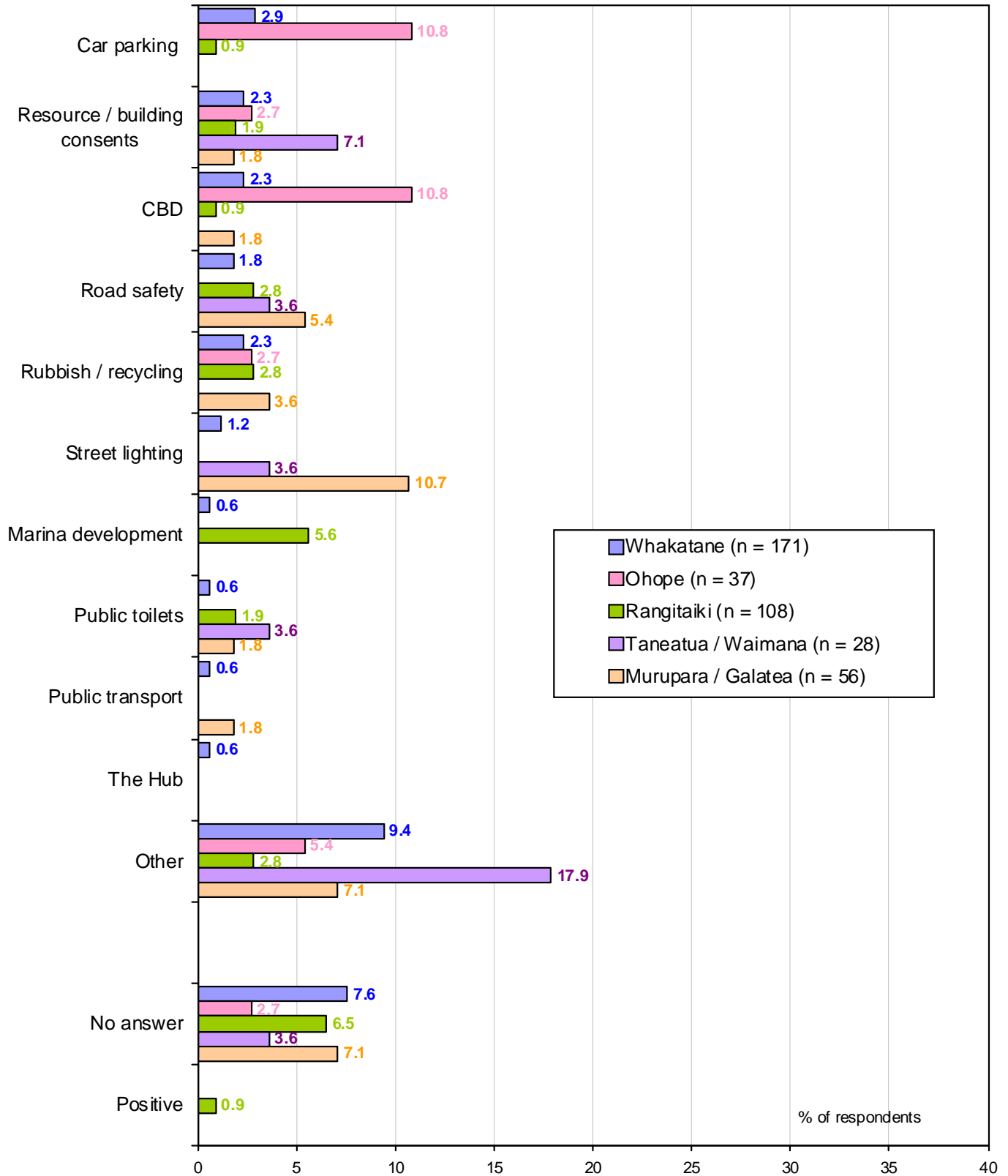


Crime / graffiti / vandalism (11%) and litter control (11%) appears a much bigger issue for Murupara / Galatea. Animal control is a bigger issue for those from Ohope (11%) and Taneatua / Waimana (11%) but this is less of an issue in the other Wards. Entertainment / events and youth issues are a bigger issue for those from Taneatua / Waimana.



Only small numbers of respondents mentioned some issues and it is not possible to tell if these are localised issues or not. It looks like car parking and the CBD is a slightly bigger issue for the Ohope Ward (11%) while street lighting is a bigger issue in Murupara / Galatea.

Between 3% and 8% of the respondents did not answer this question.



Most important issues – Whakatane Ward

The chart opposite focuses only on the respondents from the Whakatane Ward (n = 171).

Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Whakatane Ward.

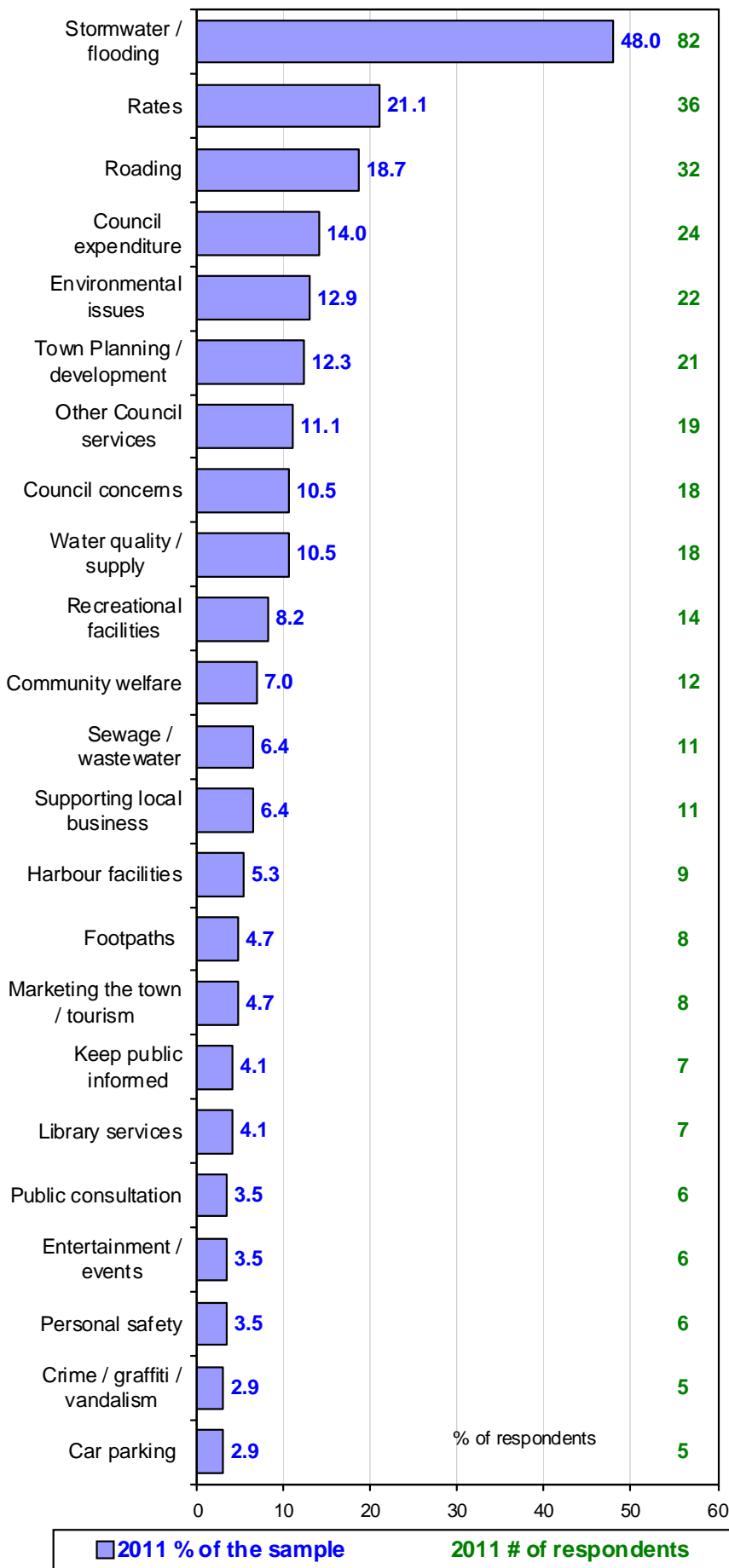
The main issues covered stormwater or flooding (48% versus 42% across the District).

This was followed by rates concerns (21% versus 20% across the District).

Roading was the third most commonly mentioned issue (19% versus 23% across the District).

These were followed by concerns with Council expenditure (14% versus 23% across the District), environmental issues (13% versus 12% across the District) and town planning / development concerns (12% versus 10% across the District)

There was also a wide range of other issues mentioned by small numbers of respondents.



Most important issues – Ohope Ward

The chart opposite focuses only on the respondents from the Ohope Ward (n = 37).

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Ohope Ward.

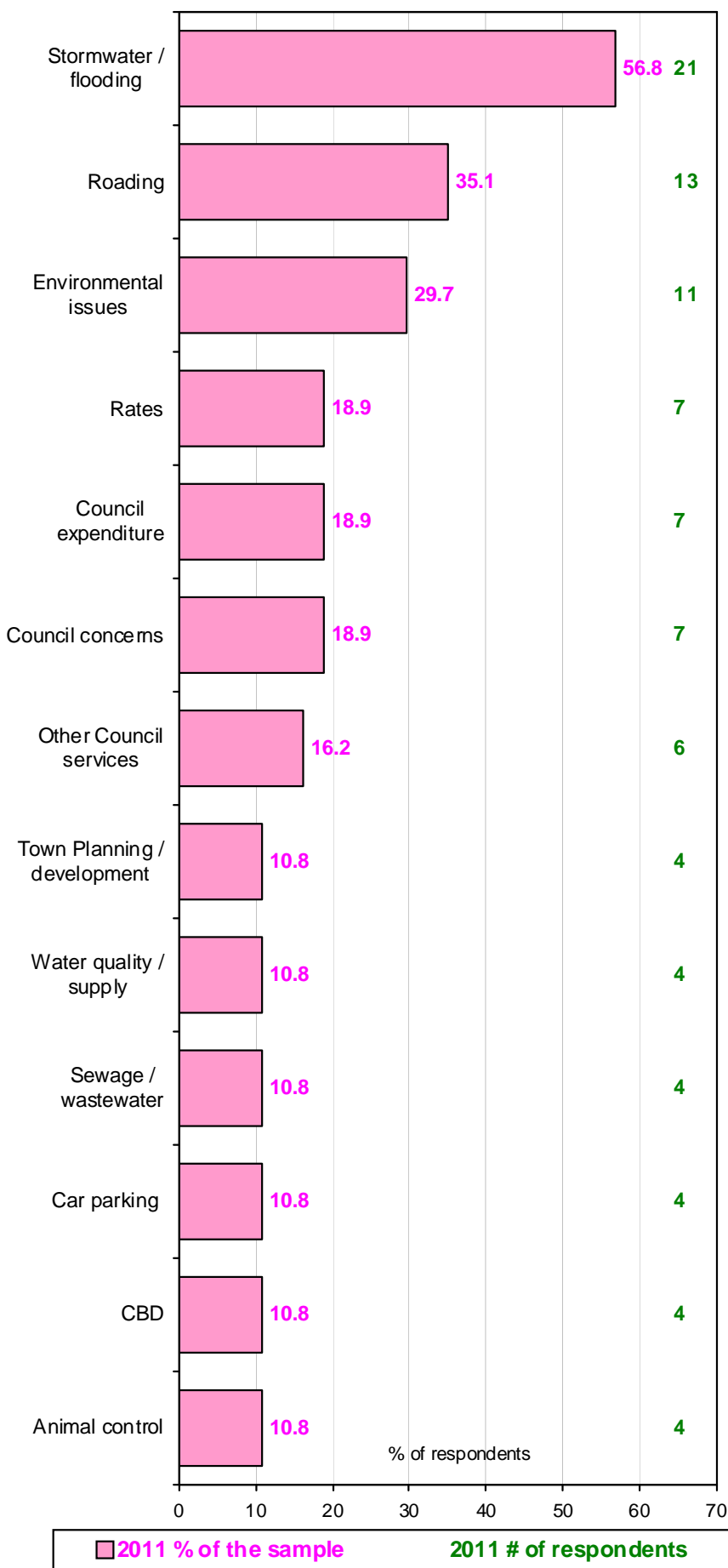
The main issues covered stormwater or flooding (57% versus 42% across the District).

This was followed by roading issues (35% versus 23% across the District).

Environmental issues were the third most commonly mentioned issue (30% versus 12% across the District).

These were followed by rates concerns (19% versus 20% across the District), concerns with Council expenditure (19% versus 23% across the District) and Council concerns (19% versus 10% across the District)

There was also a wide range of other issues mentioned by small numbers of respondents.



Most important issues – Rangitaiki Ward

The chart opposite focuses only on the respondents from the Rangitaiki Ward (n = 108).

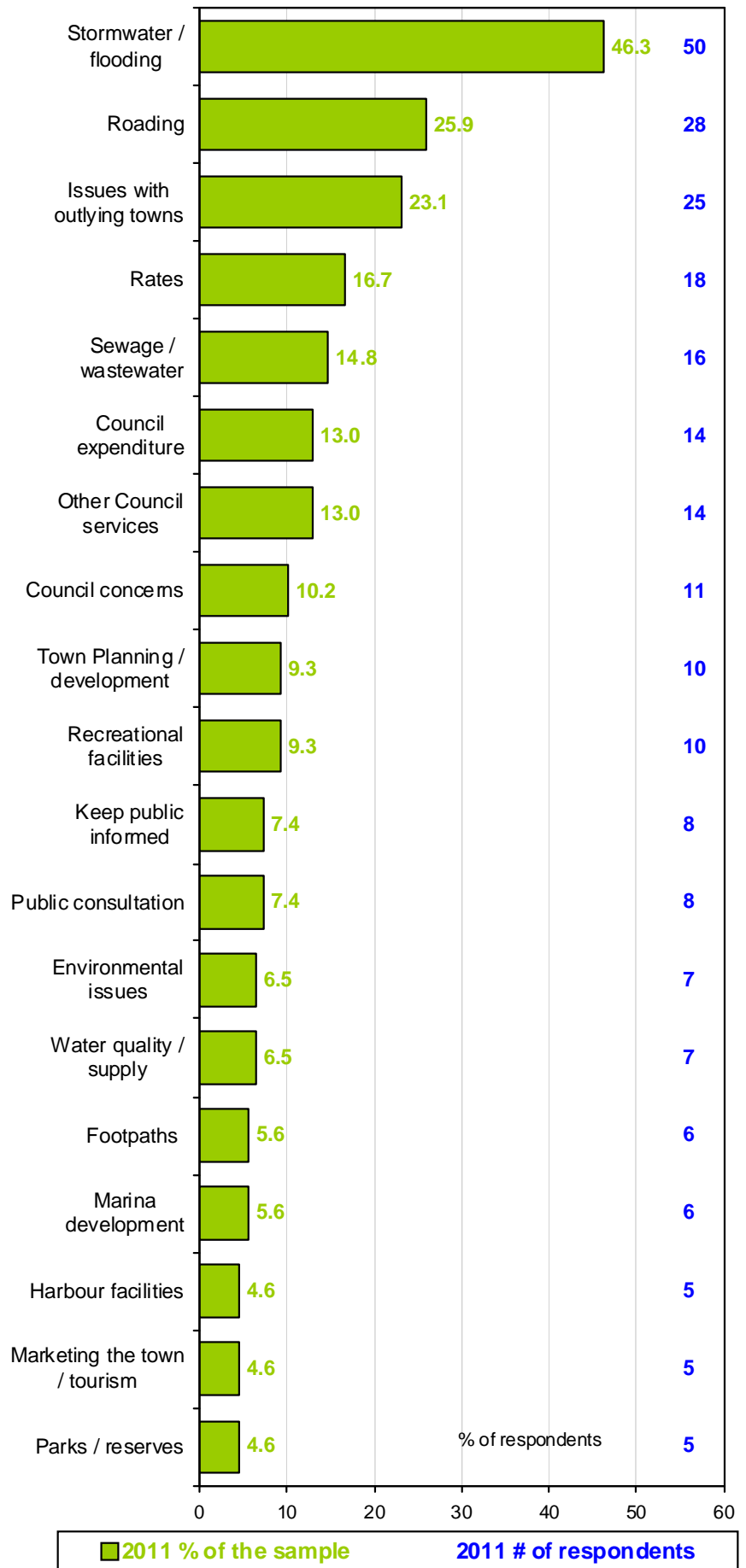
Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Rangitaiki Ward.

The main issues covered stormwater or flooding (46% versus 42% across the District).

Roading was the second most commonly mentioned issue (26% versus 23% across the District).

This was followed by concerns with outlying towns (23% versus 13% across the District) then rates concerns (17% versus 20% across the District) and concerns with the sewage / wastewater system (15% versus 9% across the District).

There was also a wide range of other issues mentioned by small numbers of respondents.



Most important issues – Taneatua / Waimana Ward

The chart opposite focuses only on the respondents from the Taneatua / Waimana Ward (n = 28).

Please note there are small numbers of respondents in many of the subgroups so care is recommended in the interpretation.

Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Taneatua / Waimana Ward.

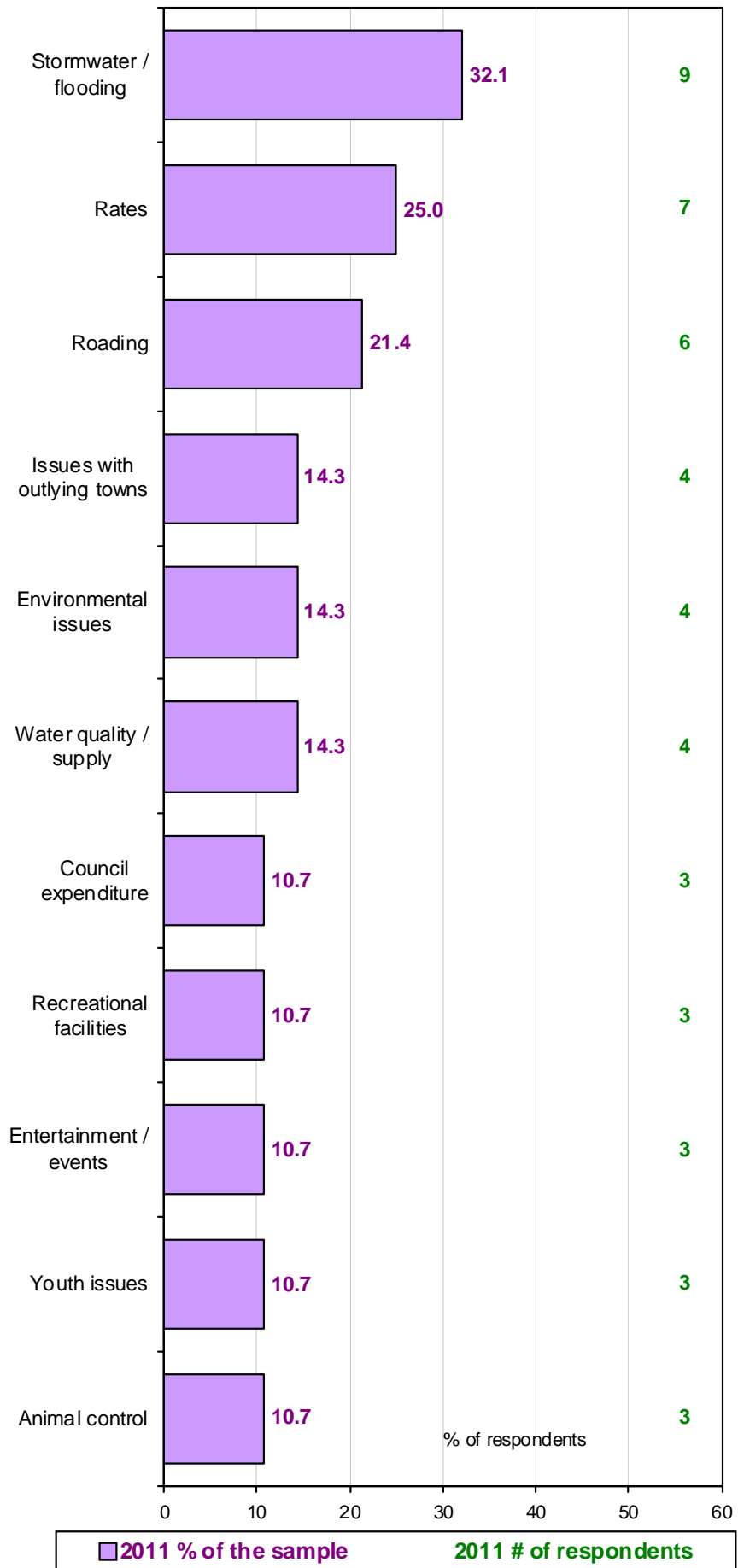
The main issues covered stormwater or flooding (32% versus 42% across the District).

This was followed by rates concerns (25% versus 20% across the District).

Roading was the third most commonly mentioned issue (21% versus 23% across the District).

These were followed by concerns with outlying towns (14% versus 13% across the District), environmental issues (14% versus 12% across the District) and water quality / supply concerns (14% versus 9% across the District).

There was also a wide range of other issues mentioned by small numbers of respondents.



**Most important issues –
Murupara / Galatea Ward**

The chart opposite focuses only on the respondents from the Murupara / Galatea Ward (n = 56).

Most of the main issues mentioned across the Whakatane District were also the main issues mentioned by those from the Murupara / Galatea Ward.

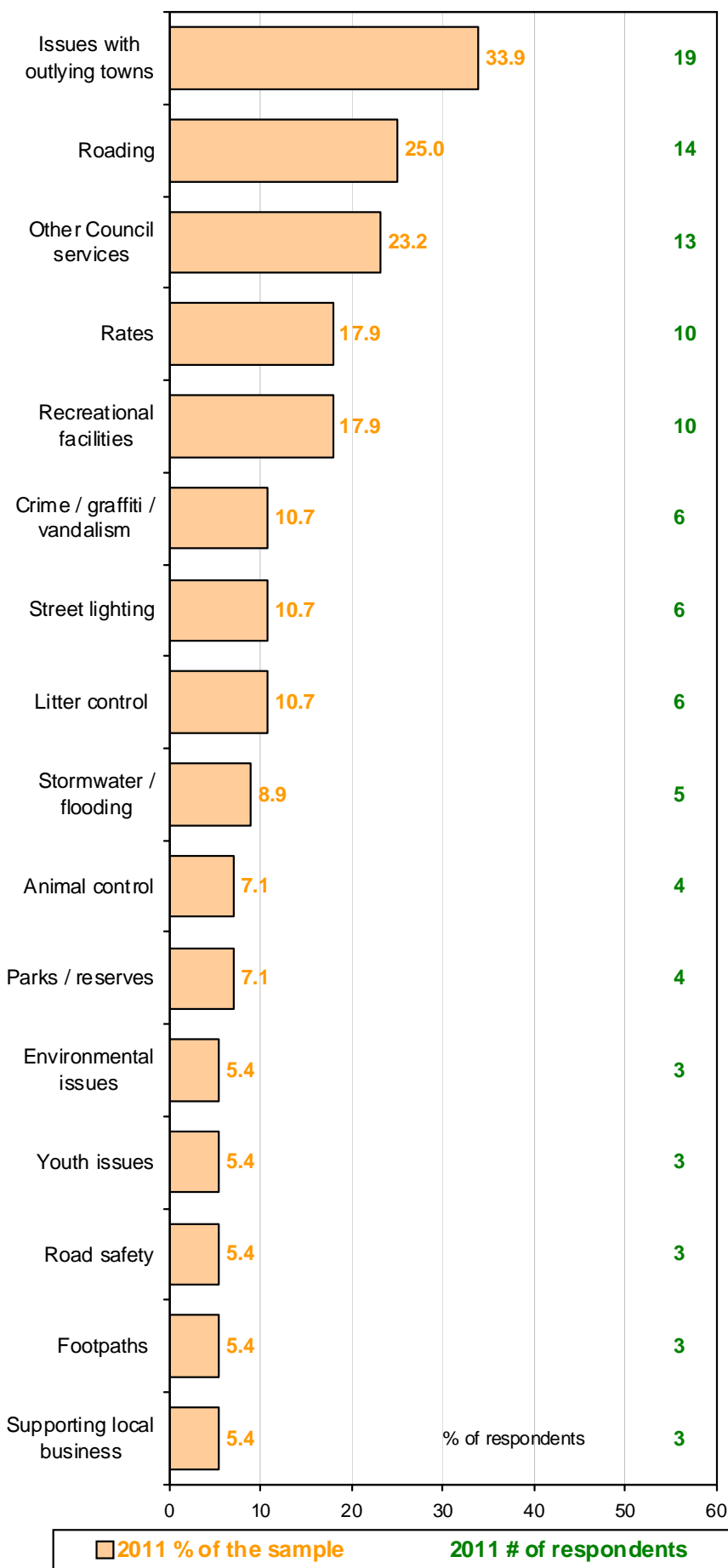
The exception is that stormwater or flooding which was the main issue for all other Wards was not much of an issue for the Murupara / Galatea Ward (9% versus 42% across the District).

The main issues for the Murupara / Galatea Ward covered concerns with outlying towns (34% versus 13% across the District).

Roading was the second most commonly mentioned issue (25% versus 23% across the District).

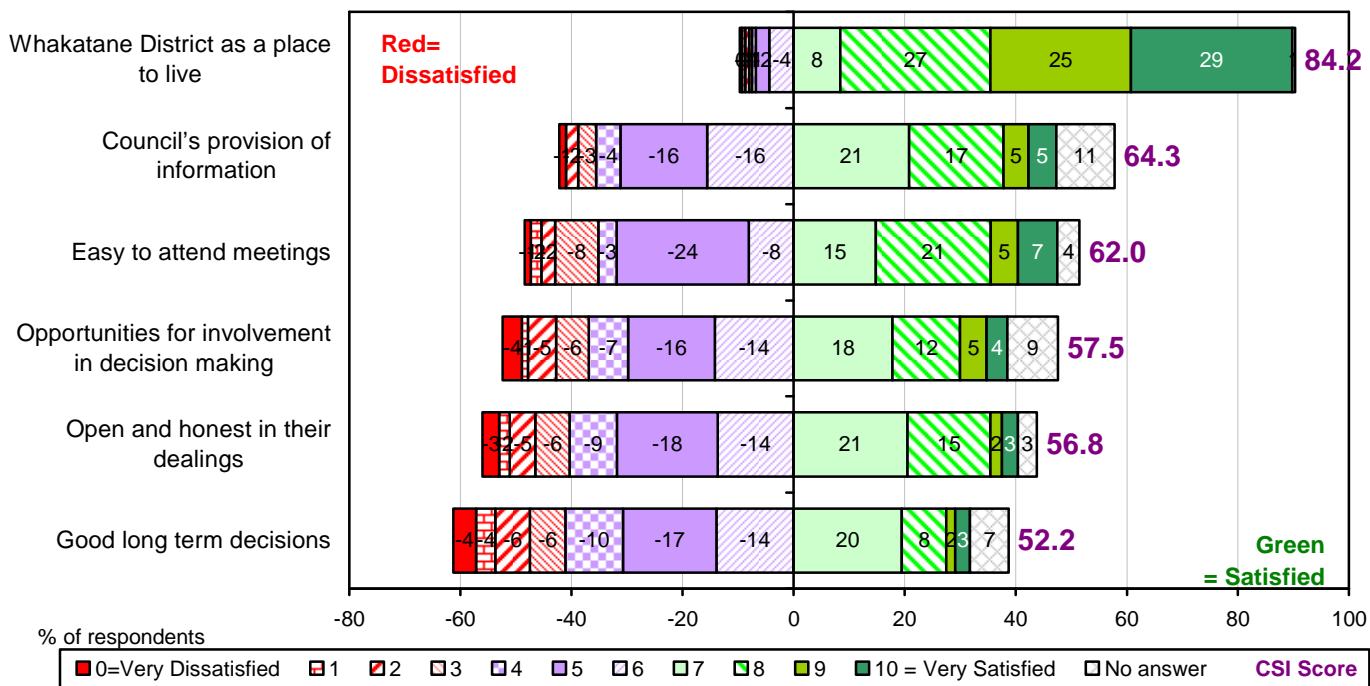
This was followed by concerns with “other” Council services (23% versus 14% across the District) then rates concerns (18% versus 20% across the District) and concerns with Recreational facilities (18% versus 9% across the District).

There was also a wide range of other issues mentioned by small numbers of respondents.

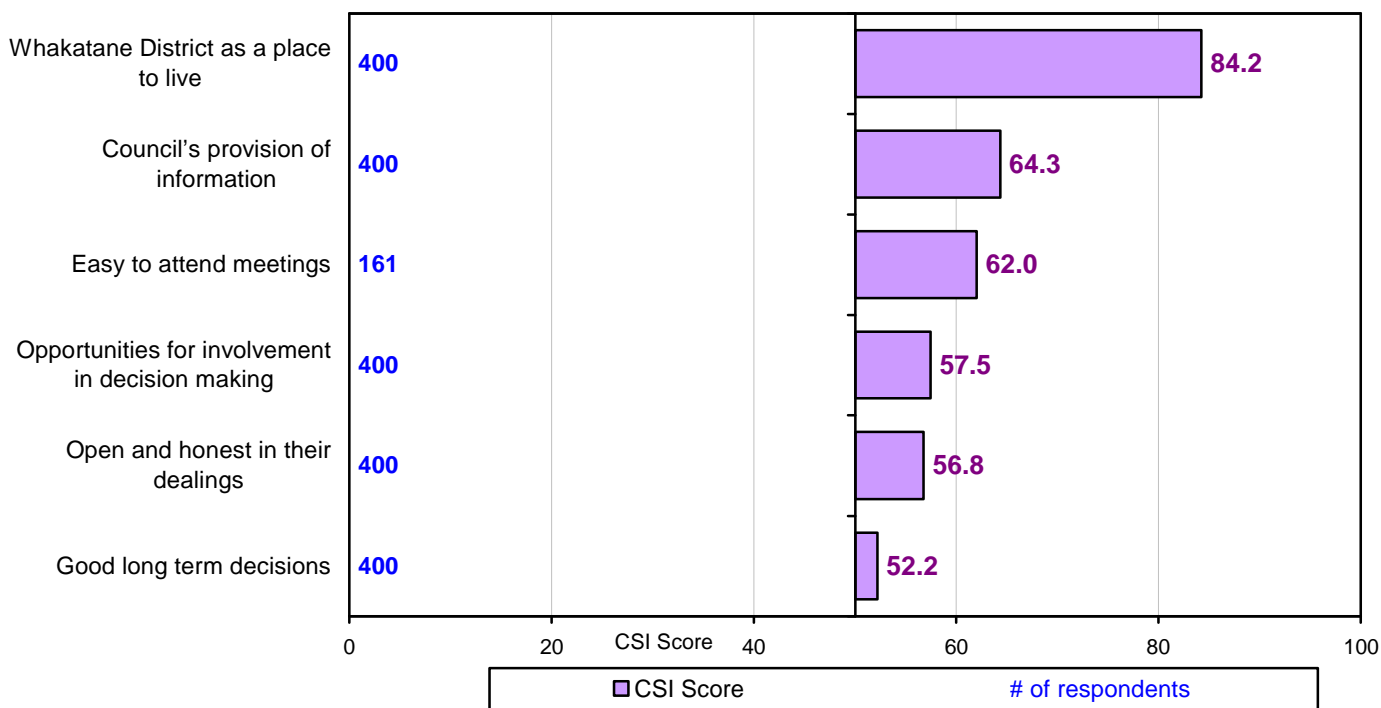


Satisfaction with General aspects of the Council

The proportion of respondents that were satisfied (scores 7 – 10) ranges from just 32% for the factor ‘the Council making good long term decisions’ up to 90% for the factor ‘the Whakatane District as a place to live’. Conversely, a significant proportion of respondents were dissatisfied with each factor (scores 0 – 3). This ranged from 2% for the factor ‘Whakatane District as a place to live’ up to 20% for the factor ‘the Council making good long term decisions’. A significant proportion of respondents (25% - 43%) rated most of these factors with scores in the 4 – 6 range.



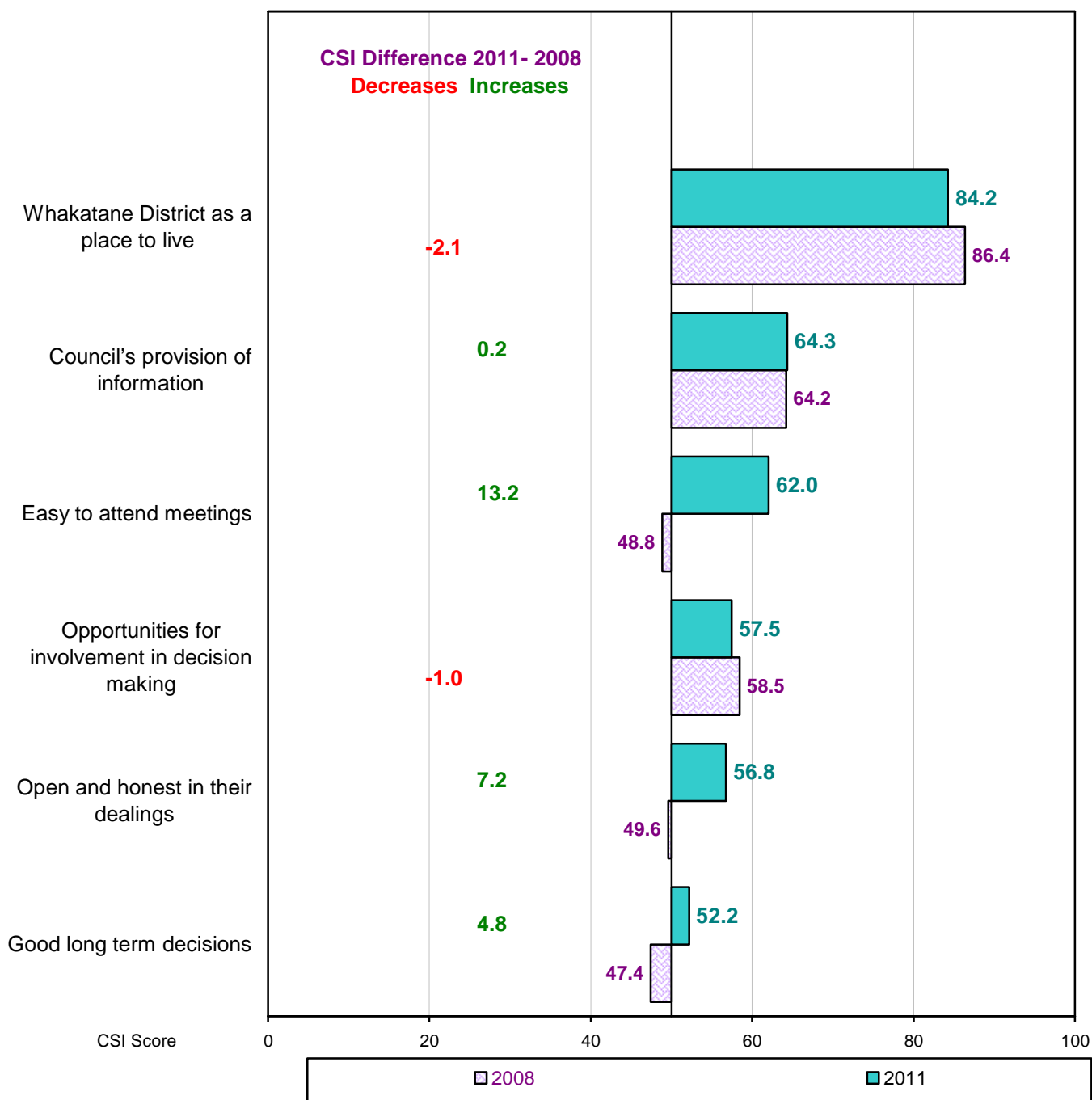
The CSI scores for most of the factors are very low, which infers that respondents have some serious issues with these. The CSI scores range from 84.2 for ‘Whakatane District as a place to live’ down to a CSI score of 52.2 for the factor ‘the Council making good long term decisions’.



General aspects of the Council – Comparison with previous years

The following chart compares the CSI scores for 2011 versus 2008 for the General aspects of the Council. The facilities rated the highest in previous years are generally rated the highest for 2011.

There was a mix of 4 increases and 2 decreases in CSI scores from 2008 but some changes were small. The largest increase was a rise of 13.2 points for *'being easy to attend meetings held by the Whakatane District Council'* (CSI score 62.0) followed by a rise of 7.2 points for the factor *'the Council is open and honest in their dealings with Whakatane residents'* (CSI score 56.8). The largest decrease was of 2.1 points for *'the Whakatane District as a place to live'* (CSI score 84.2) followed by a decrease of 1.0 points for the factor *'the opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?'* (CSI score 57.5).



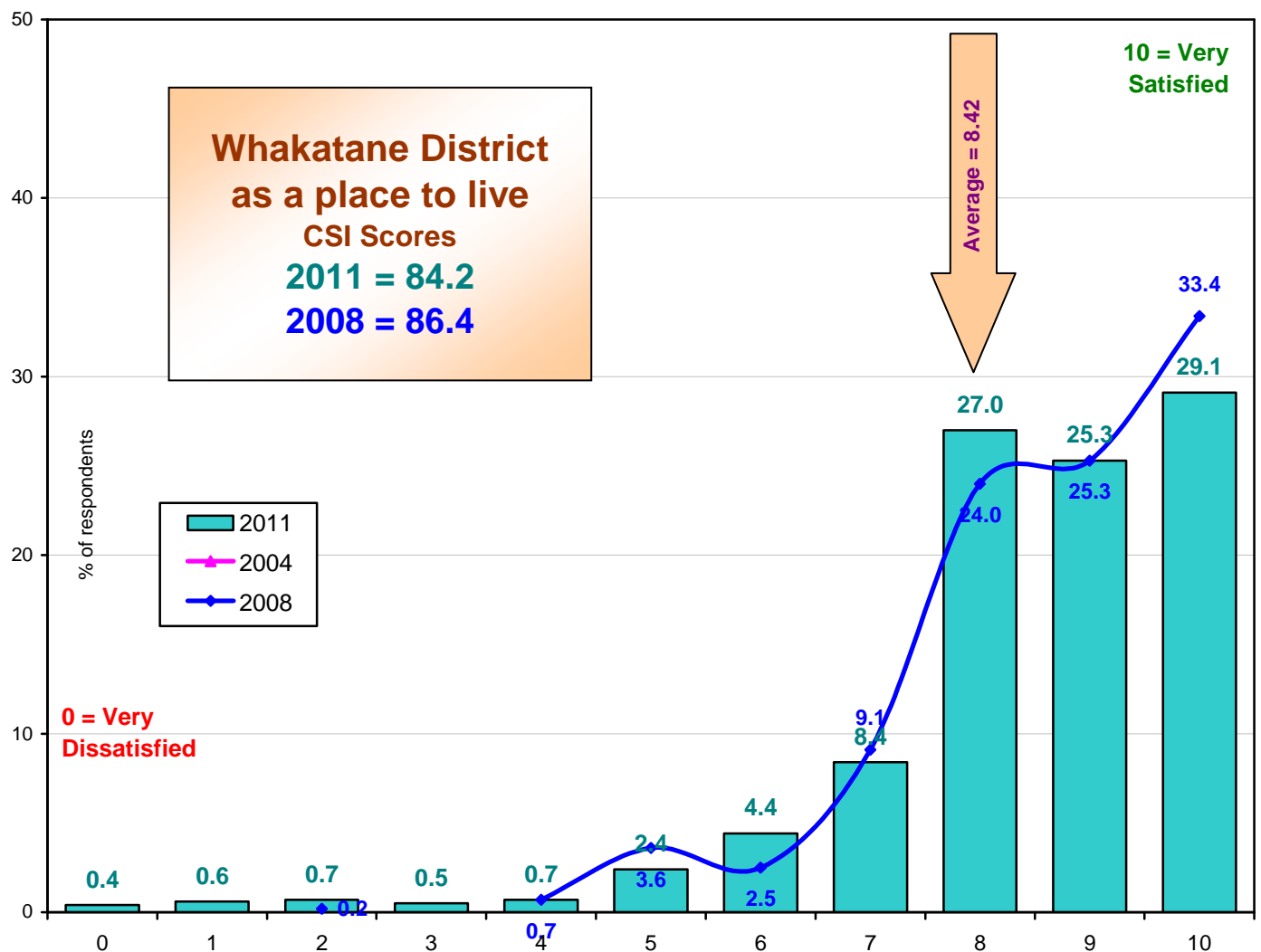
Whakatane as a place to live

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

The vast majority of the respondents (90%) were satisfied with Whakatane District as a place to live (Scores 7 – 10). The mode was a score of 10 (29%) and 54% rated this with a score of 9 or 10 (exceeded expectations).

Only nine respondents (2.2%) were dissatisfied with Whakatane District as a place to live (scores 0 – 3) while 7% rated this as neutral (Scores 4 to 6). The remaining two respondents (0.5%) did not answer this question.

The CSI score is 84.2, which is 2.2 points lower than the 86.4 recorded in 2008. The current CSI score infers respondents are very satisfied with Whakatane District as a place to live.



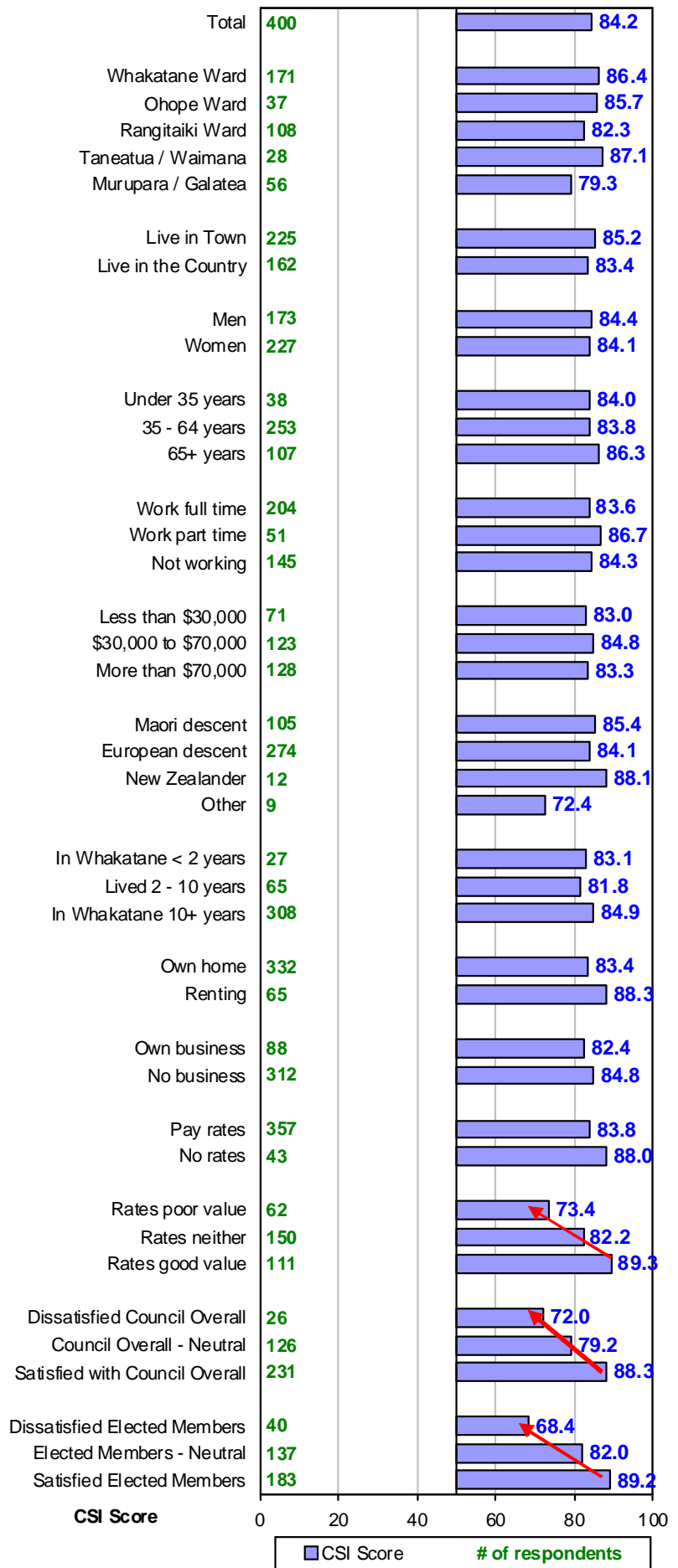
Satisfaction with Whakatane District as a place to live by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 79.3) appear less satisfied than those from the other Wards
- Respondents who thought they received good value for their rates (CSI score 89.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 73.4).
- Those who were satisfied with the overall performance of Council (CSI score 88.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 72.0).
- Those who were satisfied with the Elected Members (CSI score 89.2) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 68.4).



Council's provision of information

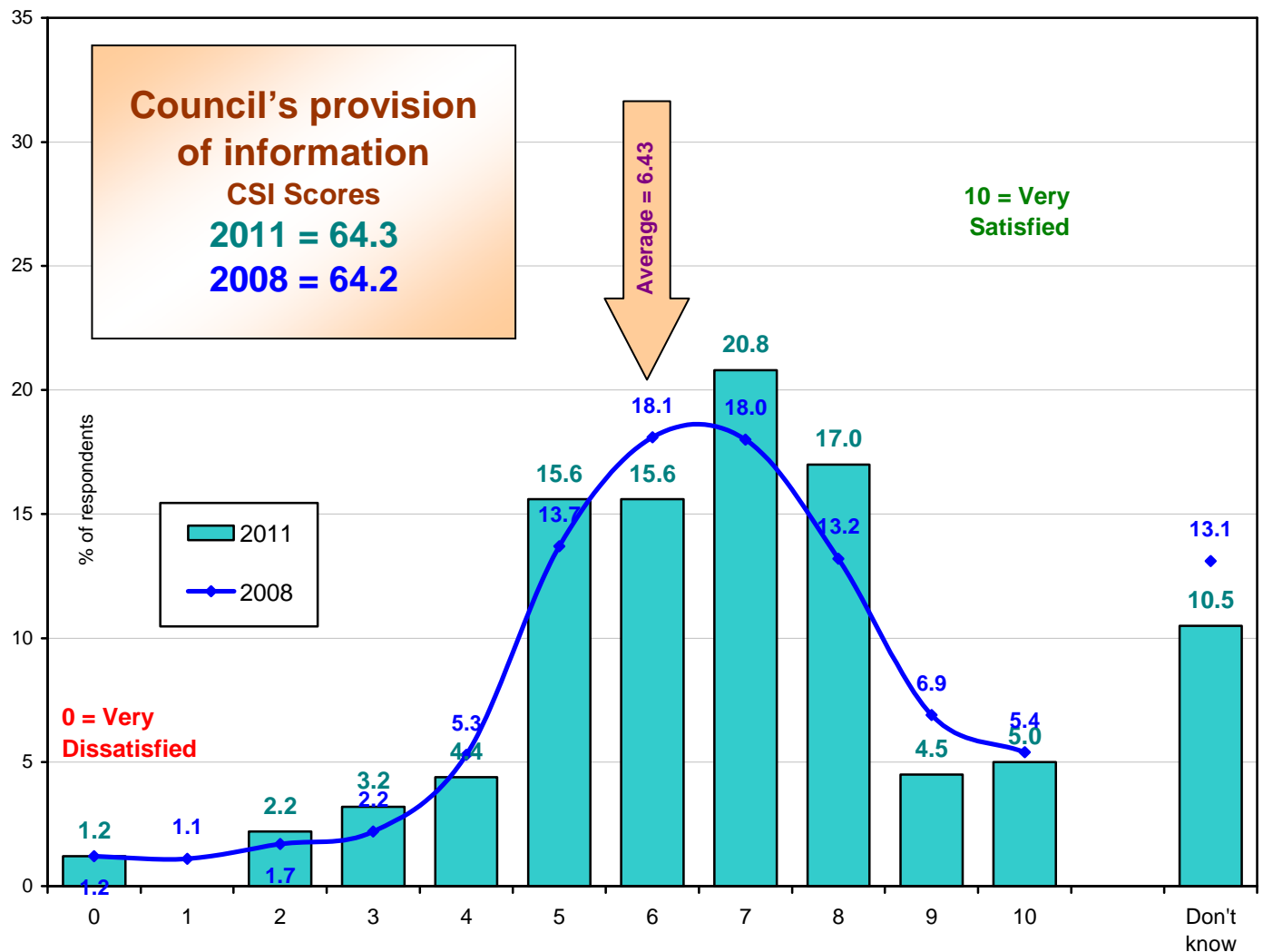
The respondents were asked 'Council tries to ensure that it provides adequate information to the community about its services, facilities, projects and plans. Using the same scale where 0 = very dissatisfied and 10 = very satisfied, how do you rate Council's provision of this type of information?'

A tenth of the respondents (11%) did not answer this question, presumably because they did not know enough about Council provision of information to be able to rate this factor.

Almost half of the respondents (47%) were satisfied with Council providing adequate information to the community about its services, facilities, projects and plans. A tenth of the respondents (9.5%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (21%).

Only a few respondents (6.5%) were dissatisfied with the Council providing this type of information (scores 0 – 3) while 36% rated this as neutral (Scores 4 – 6). The profile is similar to 2008.

The CSI score is 64.3, virtually unchanged from 2008. This again infers respondents have some issues with the Council providing adequate information to the community about its services, facilities, projects and plans.



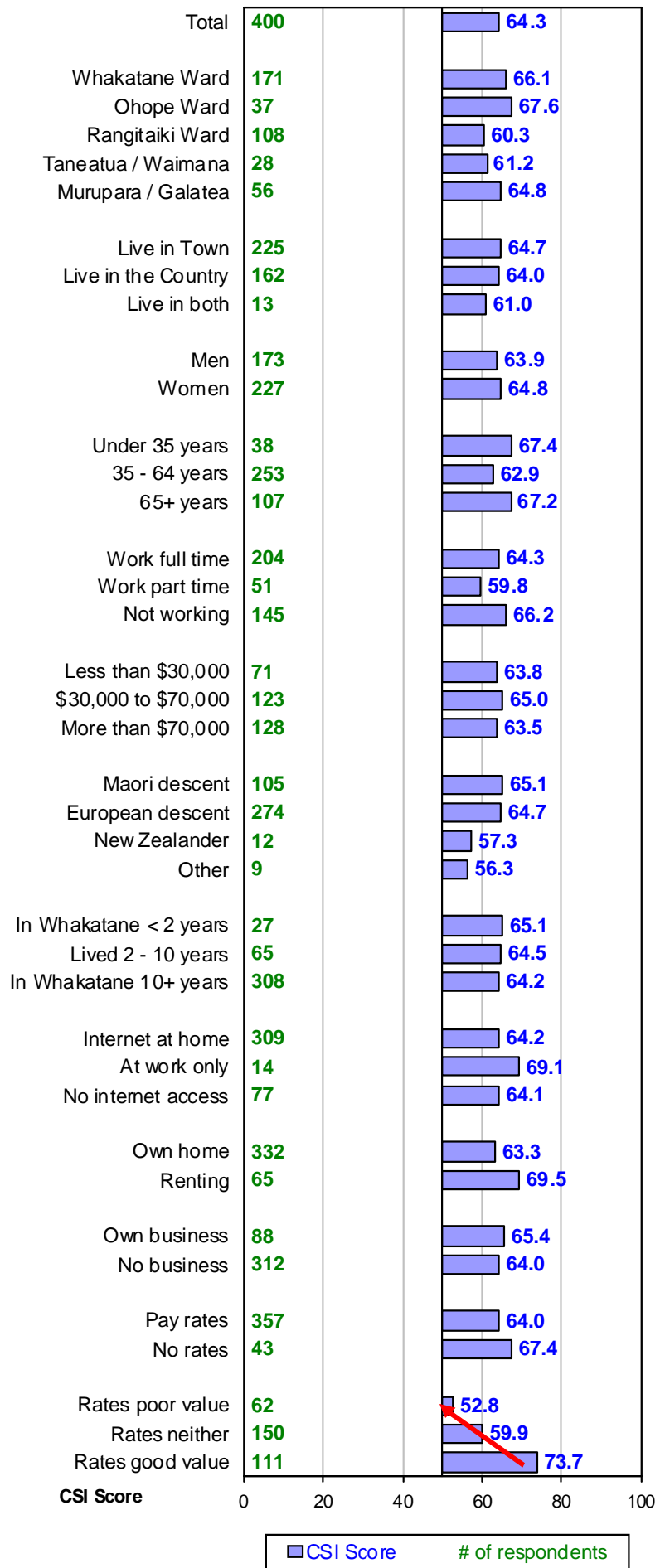
Satisfaction with the Council's provision of information by demographics

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

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

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

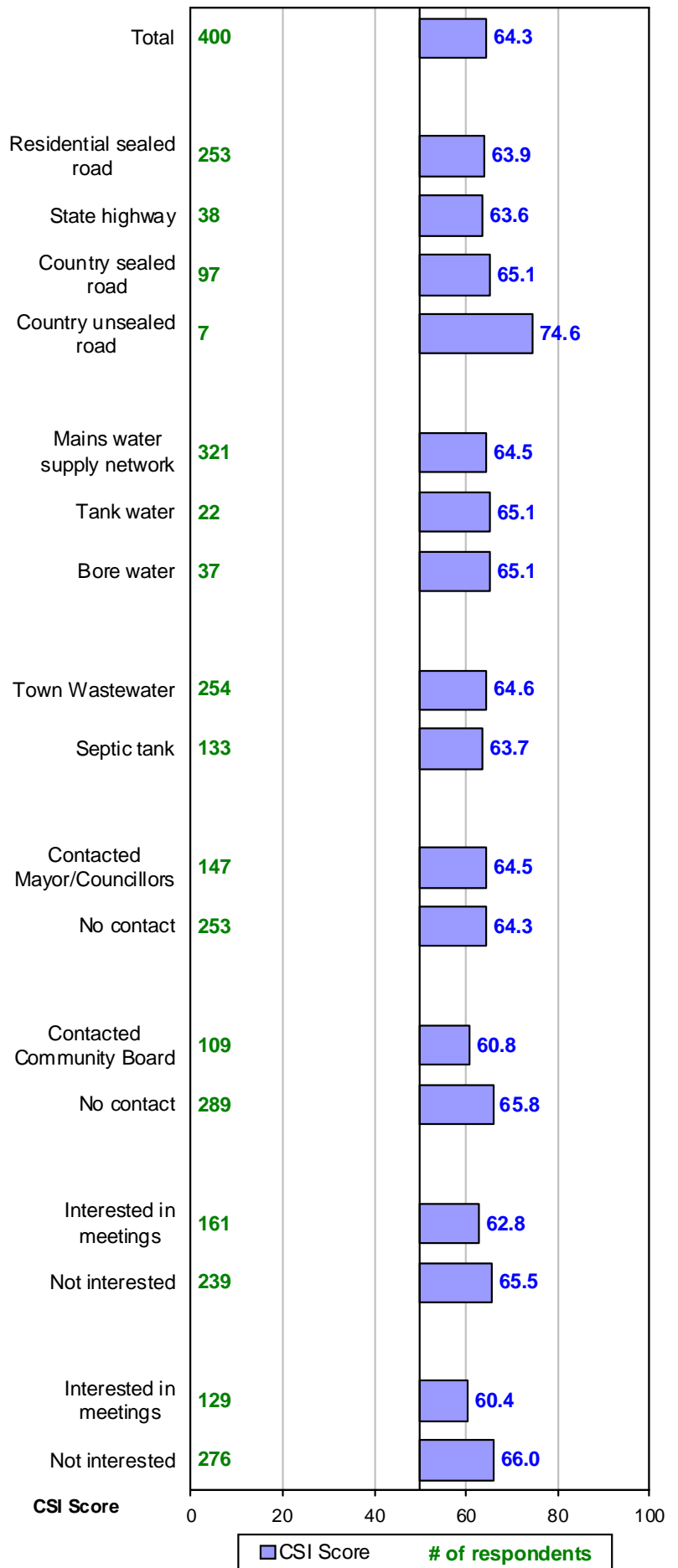
- Those from the Rangitaiki Ward (CSI score 60.3) or the Taneatua / Waimana Ward (CSI score 61.2) appear the least satisfied versus CSI scores from 64.8 to 67.6 for the other Wards.
- Those who own their own home are less satisfied with Council's provision of information than those who rent (CSI score 63.3 and 69.5) respectively.
- Those who pay rates are less satisfied with Council's provision of information than those who don't (CSI score 64.0 and 67.4) respectively.
- Respondents who thought they received good value for their rates (CSI score 73.7) were significantly more satisfied with Council's provision of information than those who thought they got poor value for their rates (CSI score 52.8).



Satisfaction with the Council's provision of information by services

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

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



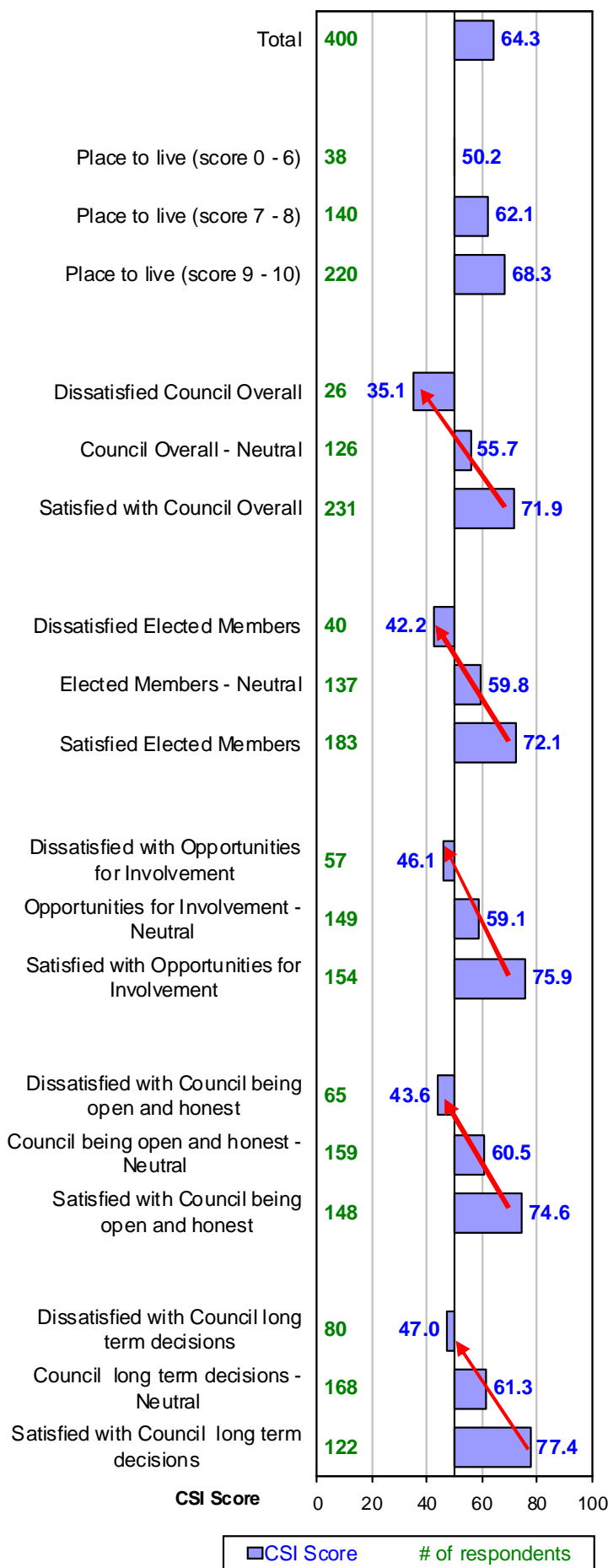
Satisfaction with the Council's provision of information by Attitudes

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

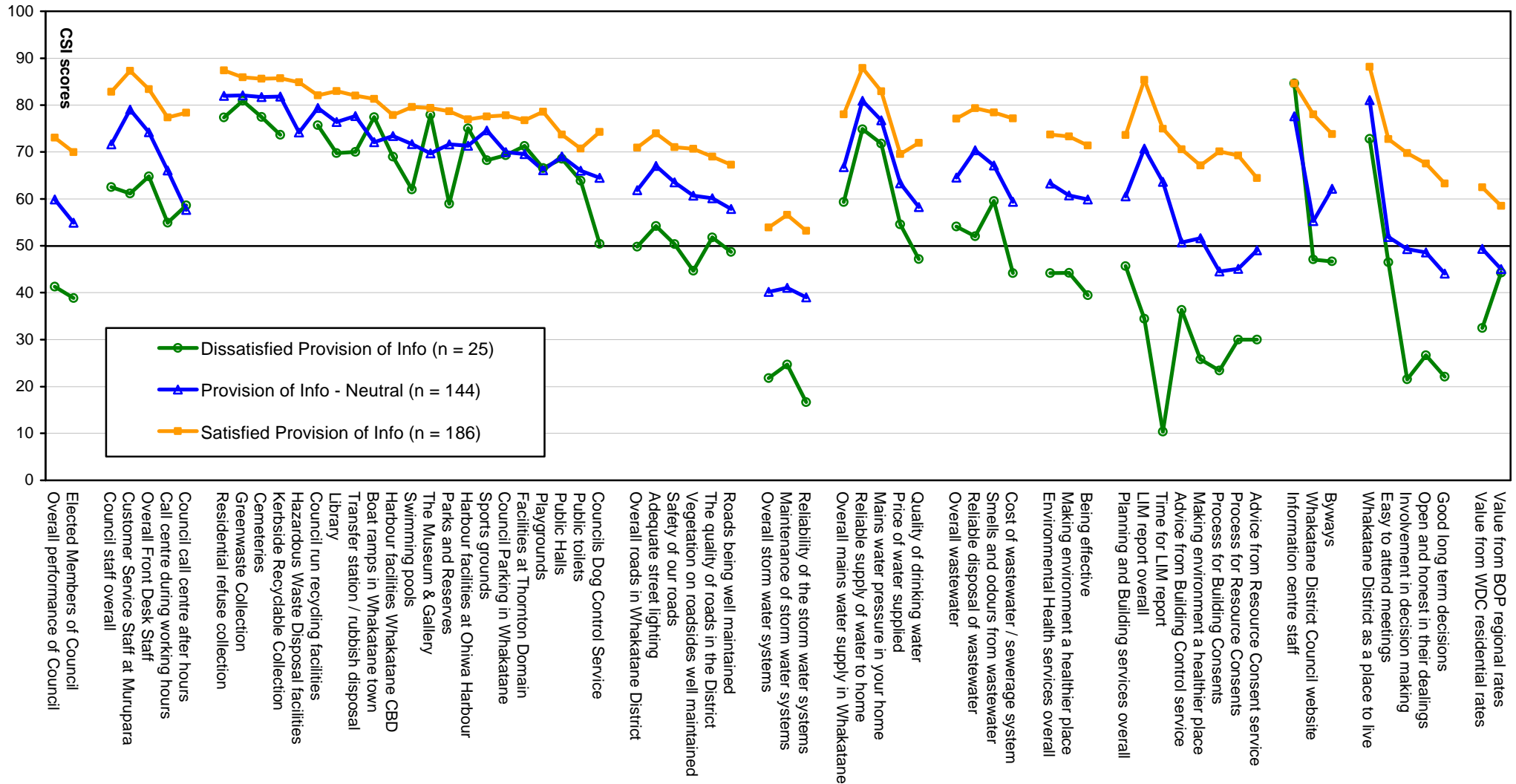
It appears that the way the respondent rates the Council's provision of information is related to how they think the Council has performed in a number of specific areas.

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

- Those who were satisfied with the Overall Performance of Council are significantly more satisfied (CSI score 71.9) with the Council's provision of information than those who were dissatisfied with the Overall Performance of Council (CSI score 35.1).
- Those who were satisfied with the Elected Members (CSI score 72.1) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Elected Members (CSI score 42.2).
- Those who were satisfied with the opportunities Council provides for community involvement in decision making (CSI score 75.9) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the opportunities Council provides for community involvement in decision making (CSI score 46.1).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 74.6) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 43.6).
- Those who were satisfied with the Council making good long term decisions (CSI score 77.4) are significantly more satisfied with the Council's provision of information than those who were dissatisfied with the Council making good long term decisions (CSI score 47.0).



The chart compares the effect that satisfaction with Council’s provision of information has on the respondents’ satisfaction with all Council provided facilities and services. The satisfaction with Council’s provision of information has a significant impact on the respondent’s attitudes to Council services and facilities. Respondents who are satisfied with Council’s provision of information (n=186) tend to rate all facilities and services significantly higher than those who are dissatisfied with Council’s provision of information (n=25).



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

The respondents who were not satisfied (scores 0 – 4) with the Council’s provision of information (n= 44) were asked ‘What could the Council do to make sure you get the information you need’

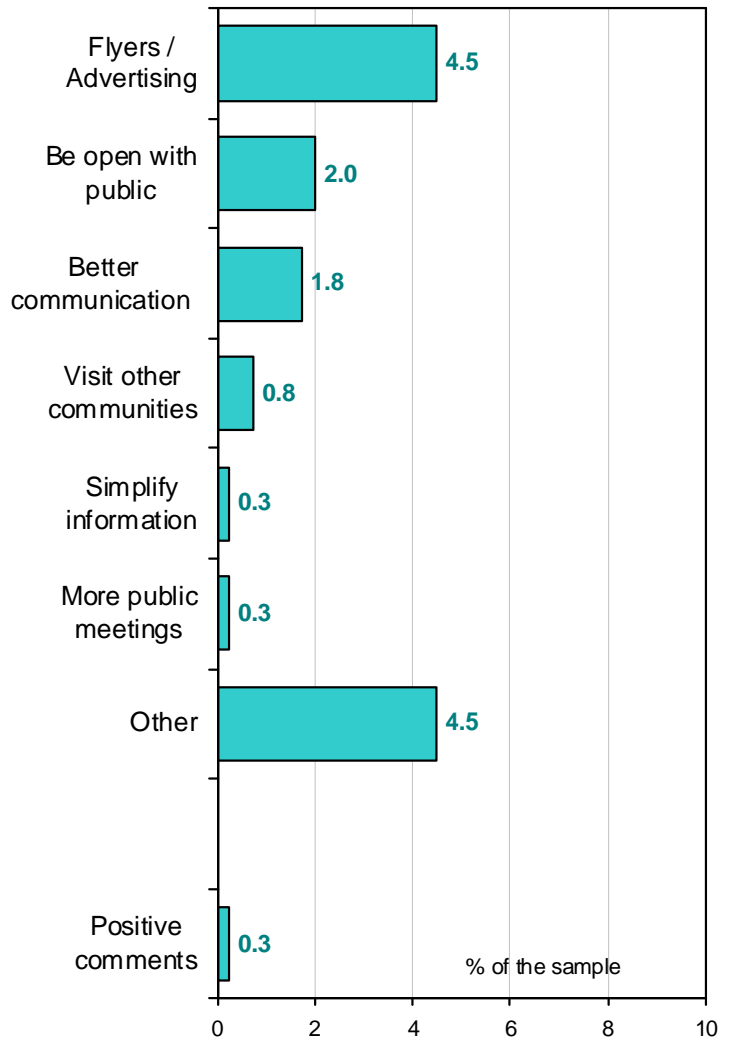
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

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

The main comments included...

- Advertising or flyers mentioned by 4.5% of the total sample (41% of those who are less than satisfied)
- Being more open with the public (2.0% of the sample)
- Better communication, mentioned by 1.8% of the sample

There was a range of other comments.



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

The Visitor Information Centre

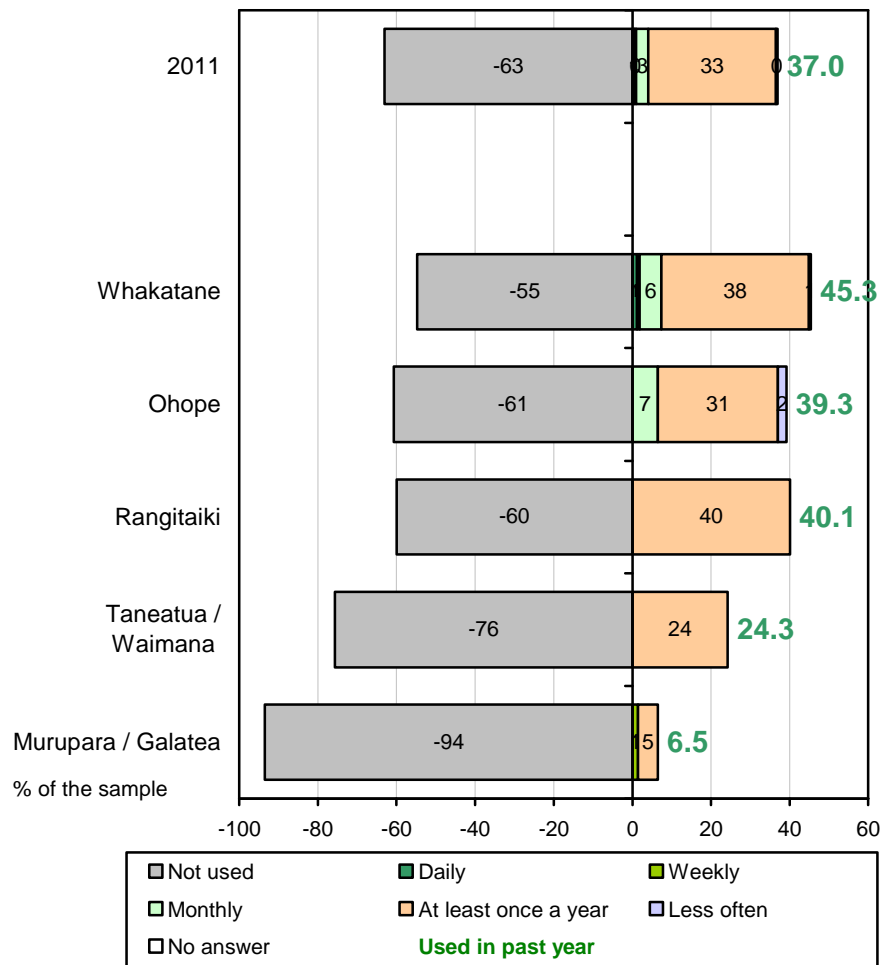
Respondents were asked how often they had used The Visitor Information Centre in Quay Street Whakatane in the past 12 months.

Frequency of using The Visitor Information Centre

Two thirds of the respondents (63%) had not used the Visitor Information Centre in the past 12 months, while a third of the respondents (37%) had used this.

Of those who had used the Visitor Information Centre, most (33%) used this at least once a year. Only a few respondents used the Visitor Information Centre monthly (3%) and 1% used this more frequently.

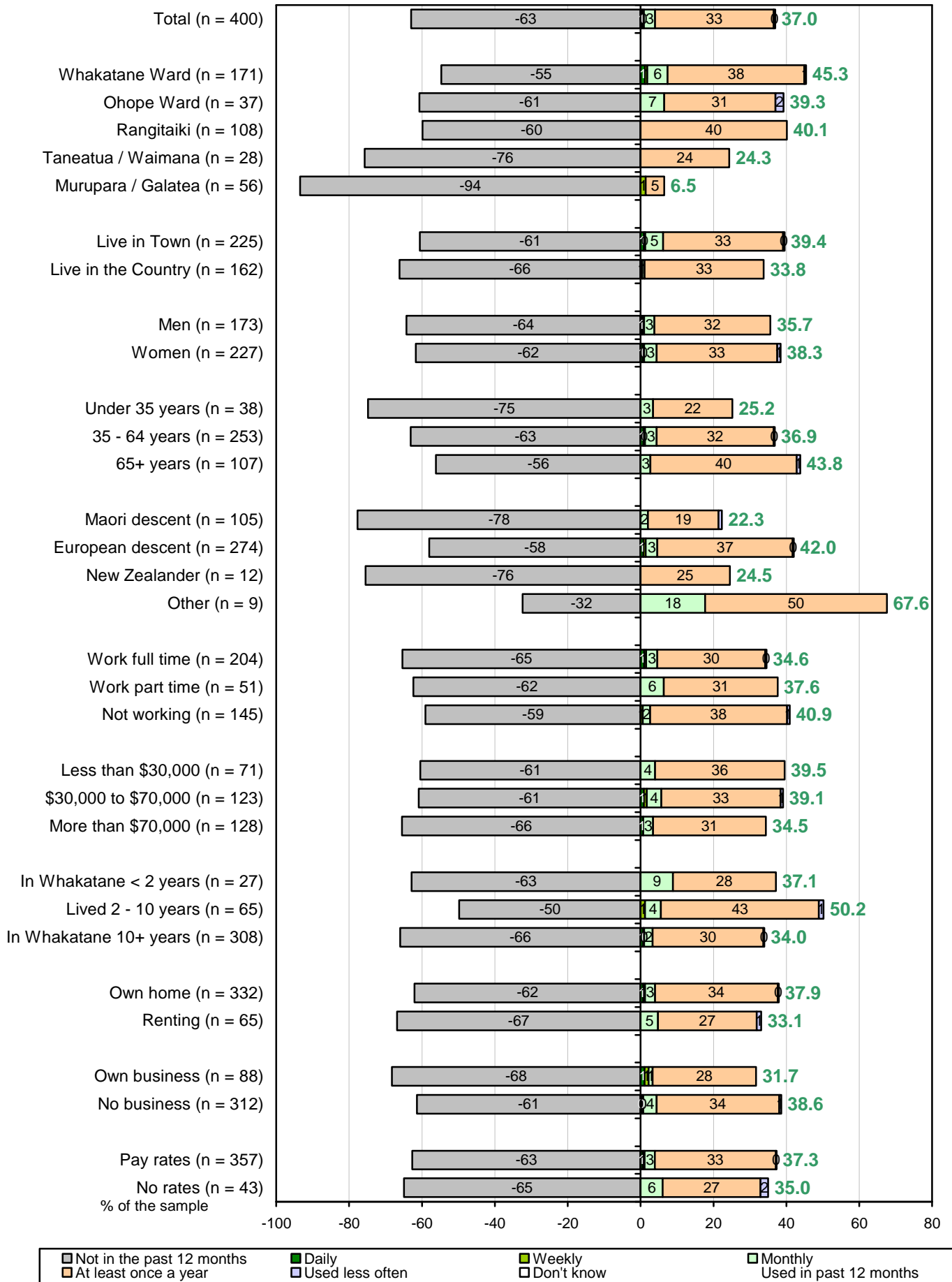
Use of the Visitor Information Centre was lowest for those from the Murupara / Galatea Ward (7%) versus 24% - 45% for those from the other Wards.



The chart over the page compares the frequency of using the Visitor Information Centre among the various subgroups of interest. Respondents who were significantly **more likely** to have used the Visitor Information Centre include:

- Those from the Whakatane Ward (45%)
- Those of European descent (42%) or of 'other' ethnic backgrounds (68%)
- Those who have lived in Whakatane for 2 – 10 years (50%)

Usage of the Visitor Information Centre by subgroup



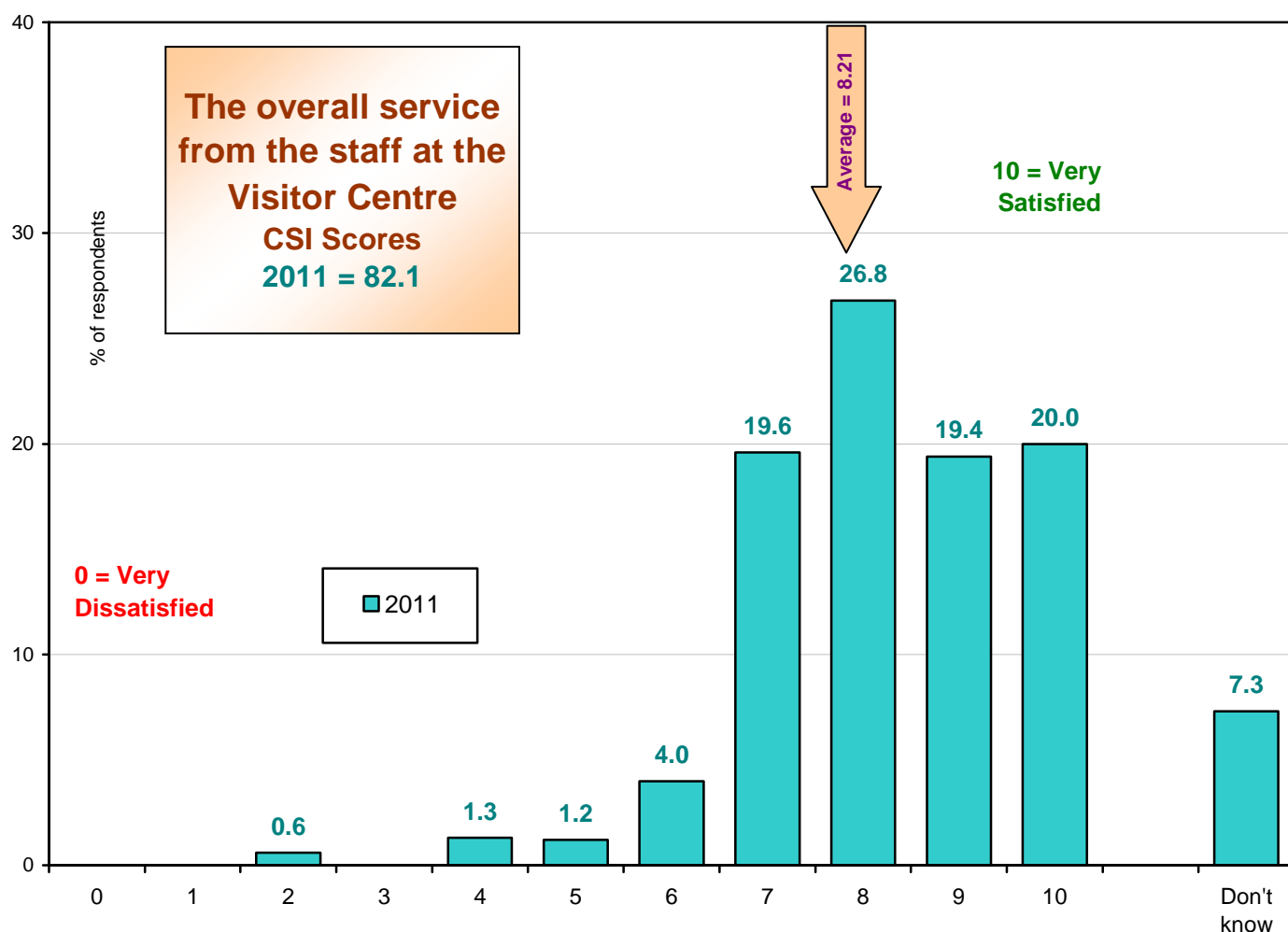
Satisfaction with the overall service from the staff at the Visitor Centre

Respondents who had used the Visitor Information Centre in Quay Street Whakatane in the last 12 months (n=147) were asked to rate their satisfaction with the overall service from the staff at the Visitor Centre using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (86%) were satisfied with the overall service from the staff at the Visitor Centre (Scores 7 – 10). The mode was a score of 8 (26%) and over a third of the subgroup (39%) rated this with a score of 9 or 10 (exceeded expectations).

Only a few of the subgroup (6%) rated the overall service from the staff at the Visitor Centre with a score that was neutral (Scores 4 – 6) and only one respondent (0.6%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the overall service from the staff at the Visitor Centre was 82.1, a score that reflects excellent service.



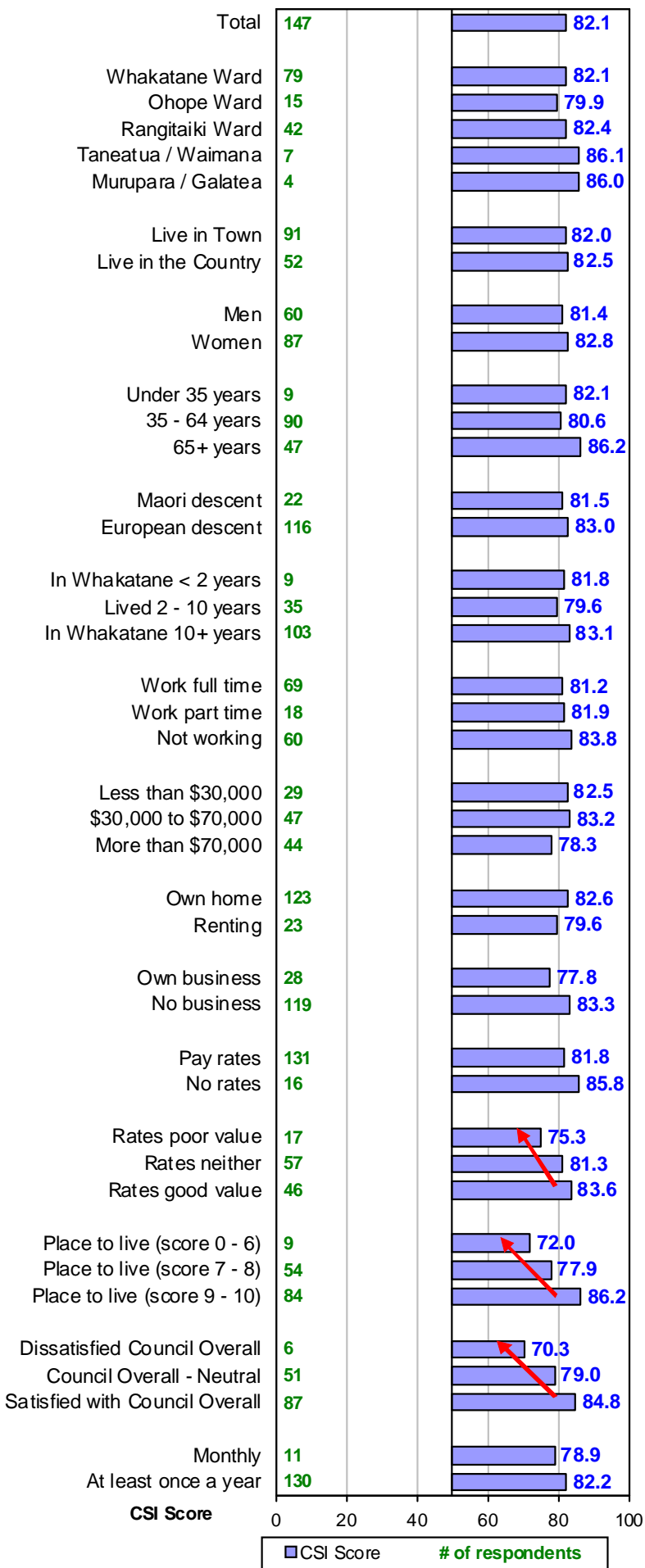
Satisfaction with the overall service from the staff at the Visitor Centre by demographics

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

The analysis shows that there are reasonably high levels of satisfaction with the overall service from the staff at the Visitor Centre across most of the subgroups of interest. Most CSI scores infer excellent service.

The variables that appear to have had the greatest impact on satisfaction with the overall service from the staff at the Visitor Centre were:

- Respondents who own or operate their own business (CSI score 77.8) were less satisfied than those who do not operate their own business (CSI score 83.3).
- Respondents who thought they received good value for their rates (CSI score 83.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 75.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 86.2) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 72.0)
- Those who were satisfied with the overall performance of Council (CSI score 84.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 70.3).



Byways

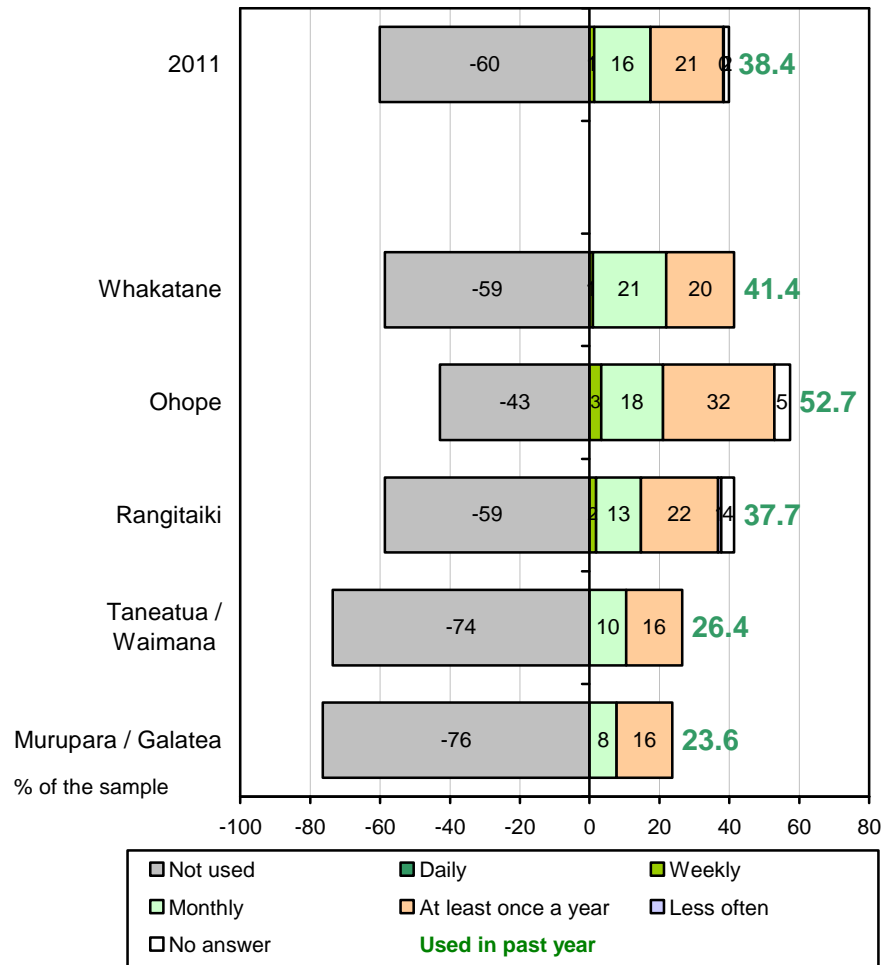
Respondents were asked how often they had used Byways (Council's news publication to Whakatane households) in the past 12 months.

Frequency of using Byways

Three fifths of the respondents (60%) had not used Byways in the past 12 months, while a third of the respondents (38%) had used this.

Of those who had used Byways, most (21%) used this at least once a year. A sixth of the respondents used Byways monthly (16%) and 1% used this weekly.

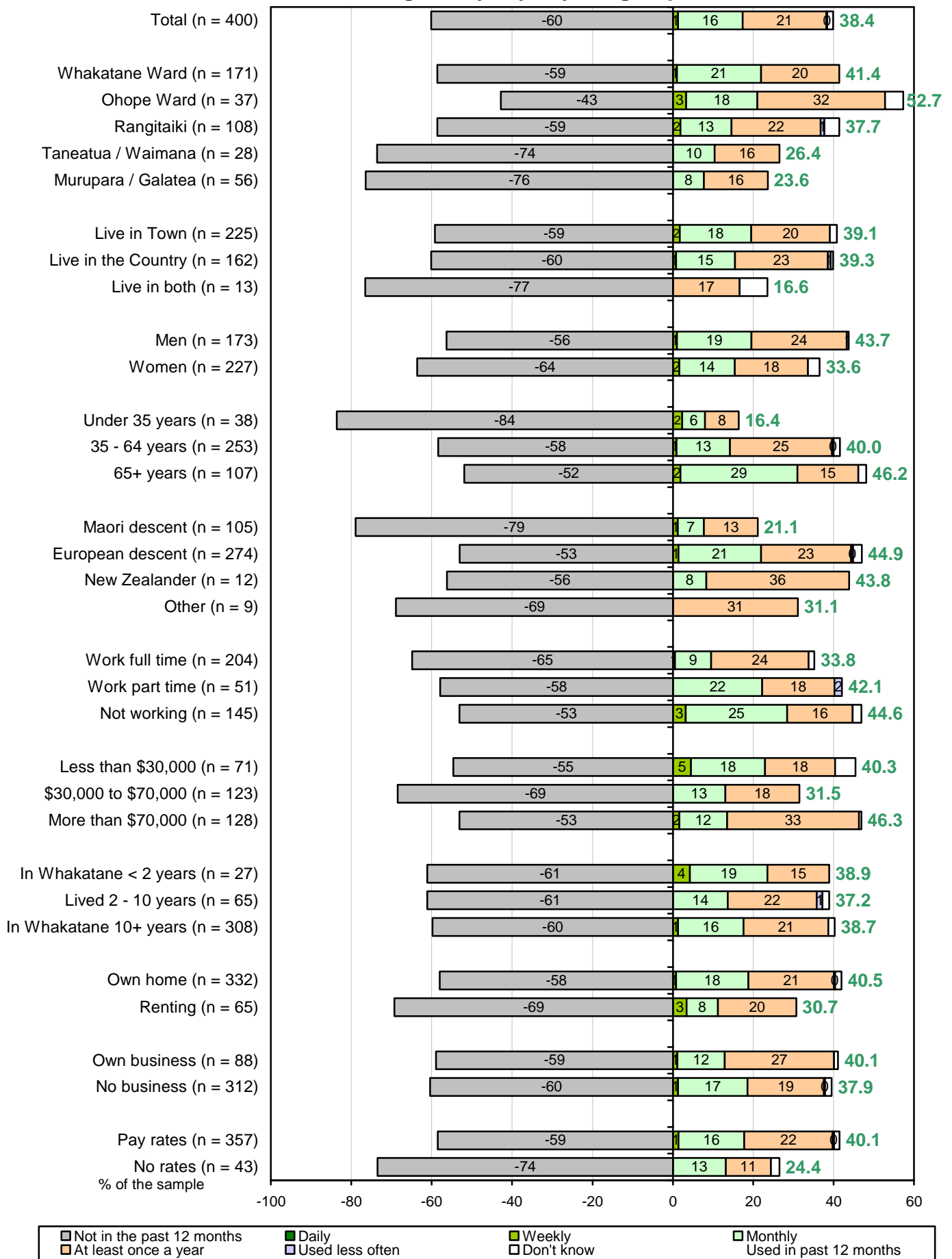
Use of Byways was highest for those from the Ohope Ward (53%) versus 24% - 41% for those from the other Wards.



The chart over the page compares the frequency of using Byways among the various subgroups of interest. Respondents who were significantly **more likely** to have used Byways include:

- Those from Ohope Ward (53%)
- Those with a household income over \$70,000 p.a. (46%)
- Those aged over 65 years old (46%)
- Those not working in paid employment (45%)
- Those of European descent (45%)
- Men (44%)
- Those who live their own home (41%)
- Those who pay rates (40%)

Usage of Byways by subgroup



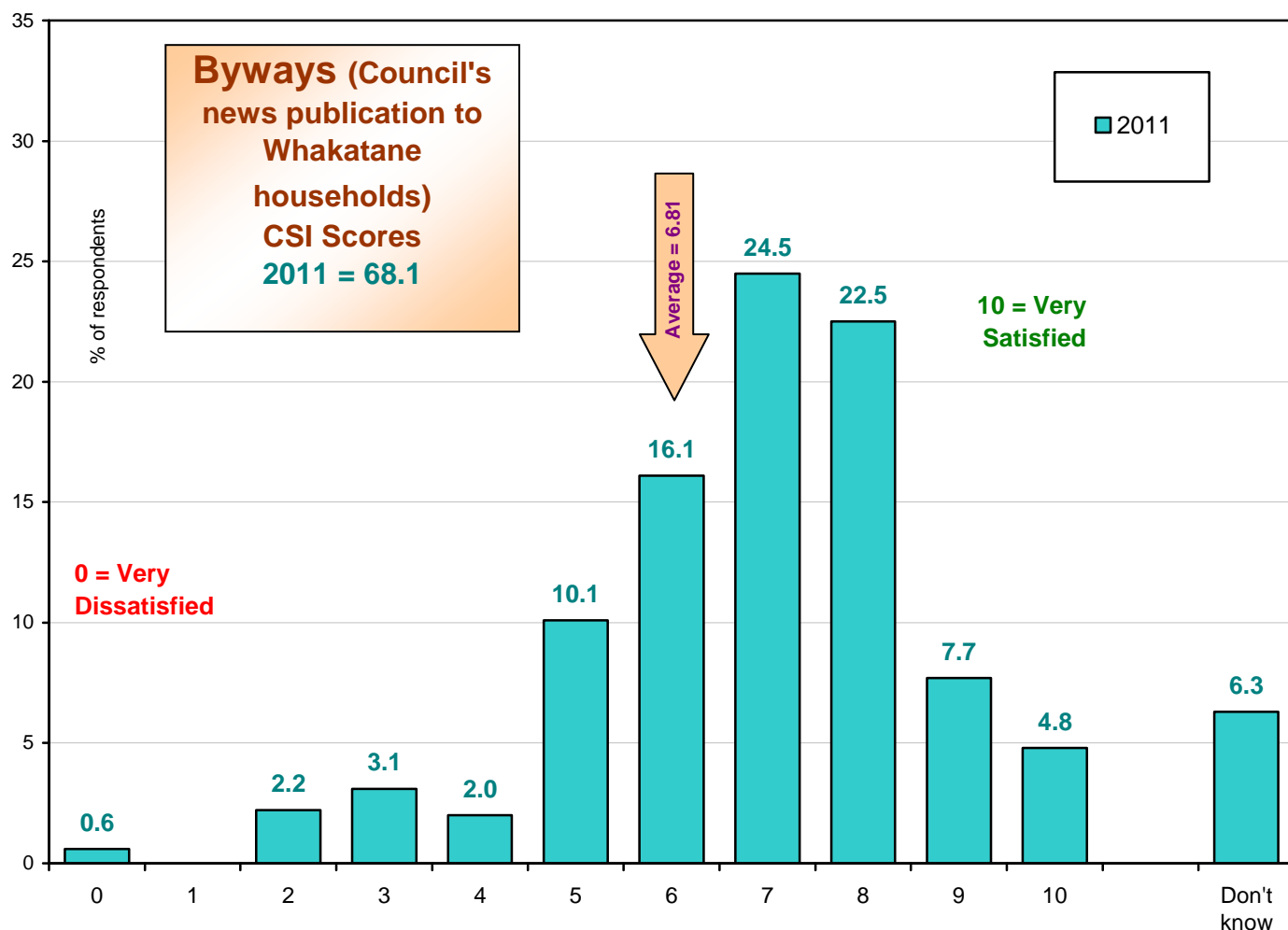
Satisfaction with Byways

Respondents who had used Byways (Council's news publication to Whakatane households) in the last 12 months (n=153) were asked to rate their satisfaction with Byways using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents in the subgroup (39%) were satisfied with Byways (Scores 7 – 10). The mode was a score of 7 (25%) and an eighth of the subgroup (13%) rated this with a score of 9 or 10 (exceeded expectations).

Over a quarter of the subgroup (28%) rated Byways with a score that was neutral (Scores 4 – 6) and only a few respondents (6%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Byways was 68.1, a score that reflects a fair performance but with potential for improvement.



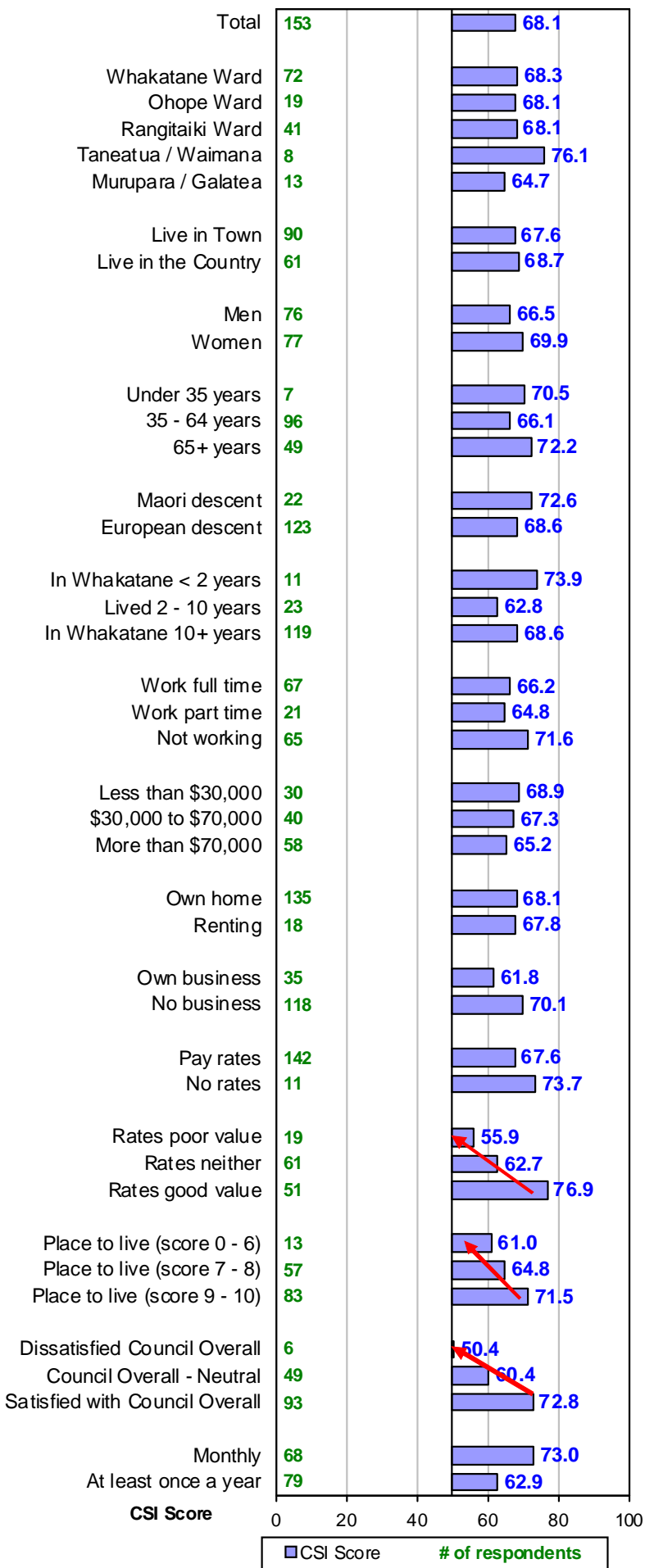
Satisfaction with Byways by demographics

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

The analysis shows that there are reasonably low levels of satisfaction with Byways across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The variables that appear to have had the greatest impact on satisfaction with the process Council used for their Byways were:

- The few from the Taneatua / Waimana Ward (CSI score 76.1) appear more satisfied than those from other Wards (CSI score 64.7 – 68.3).
- Those with a household income of more than \$70,000 (CSI score 65.2) were less satisfied than those in the lower income brackets (CSI score 67.3 – 68.9).
- Respondents who own or operate their own business (CSI score 61.8) were significantly less satisfied than those who do not operate their own business (CSI score 70.1).
- Respondents who thought they received good value for their rates (CSI score 76.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 55.9).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 71.5) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 61.0).
- Those who were satisfied with the overall performance of Council (CSI score 72.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 50.4).
- Respondents who used Byways once per years (CSI score 62.9) were significantly less satisfied than those who used Byways monthly (CSI score 73.0).



Whakatane District Council website

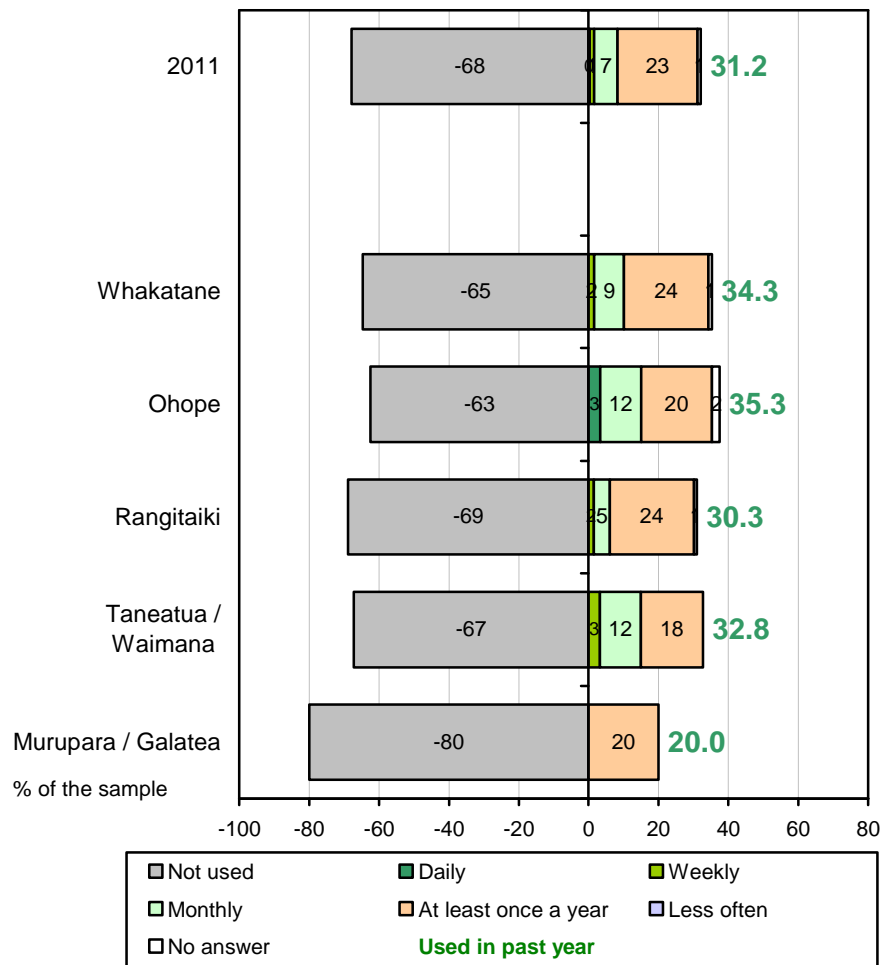
Respondents were asked how often they had used the Whakatane District Council website (www.whakatane.govt.nz) in the past 12 months.

Frequency of using the Whakatane District Council website

Two thirds of the respondents (68%) had not used the Council website in the past 12 months, while a third of the respondents (31%) had used this.

Of those who had used Whakatane District Council website, most (23%) used this at least once a year. Less than a tenth of the respondents used the Council website monthly (7%) and 1% used this weekly.

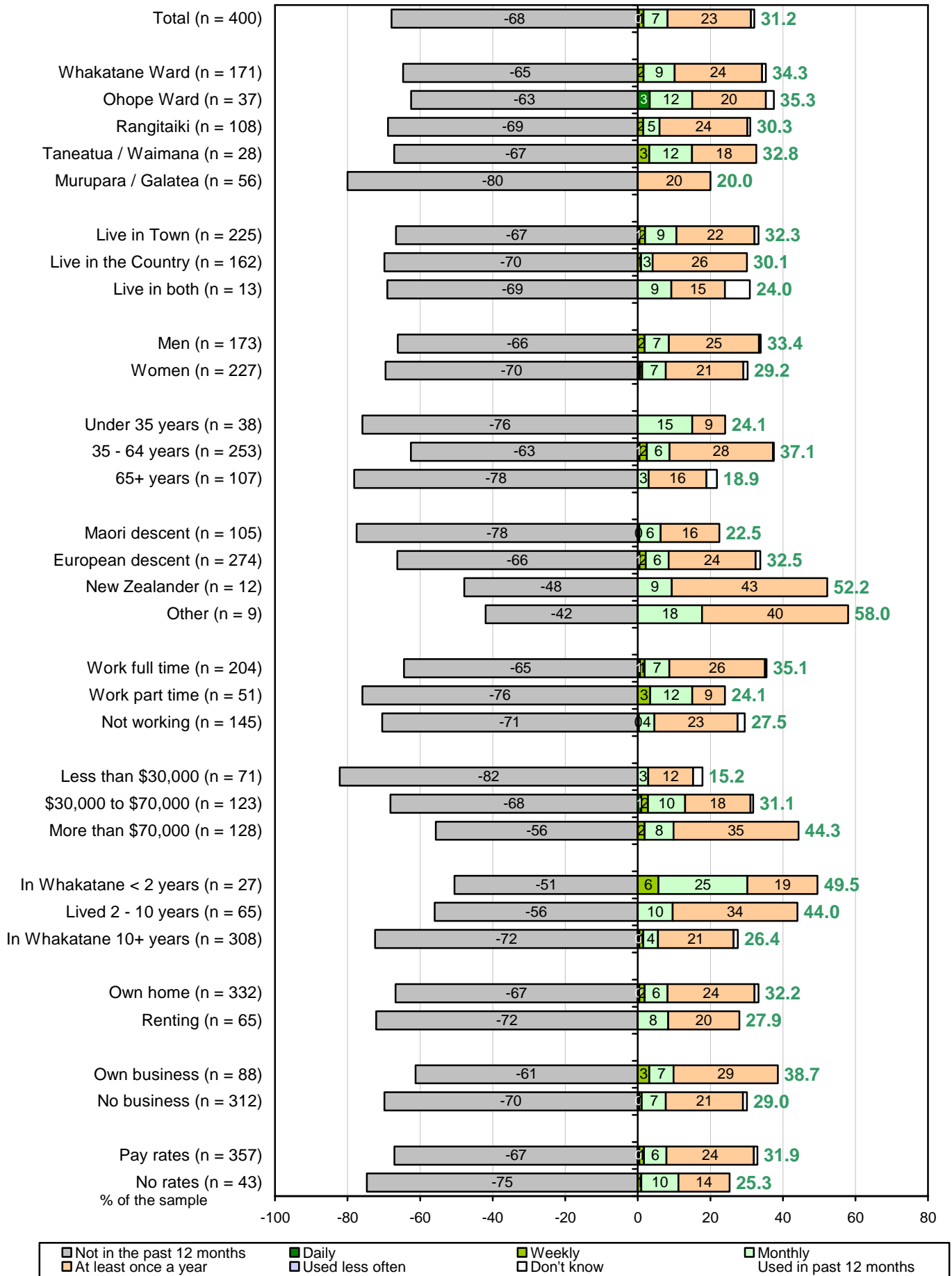
Use of the Council website was lowest for those from the Murupara / Galatea Ward (20%) versus 30% - 35% for those from the other Wards.



The chart over the page compares the frequency of using the Whakatane District Council website among the various subgroups of interest. Respondents who were significantly **more likely** to have used Council’s website include:

- Those of “Other” ethnic backgrounds (58%) or those who described themselves as “New Zealanders” or “Kiwis” (52%)
- Those with a household income over \$70,000 p.a. (44%)
- Those aged 35 - 64 years old (37%)
- Those working full time in paid employment (35%)
- Those who own or operate their own business (39%)
- Those who live their own home (32%)
- Those who pay rates (32%)

Usage of Whakatane District Council Website by subgroup



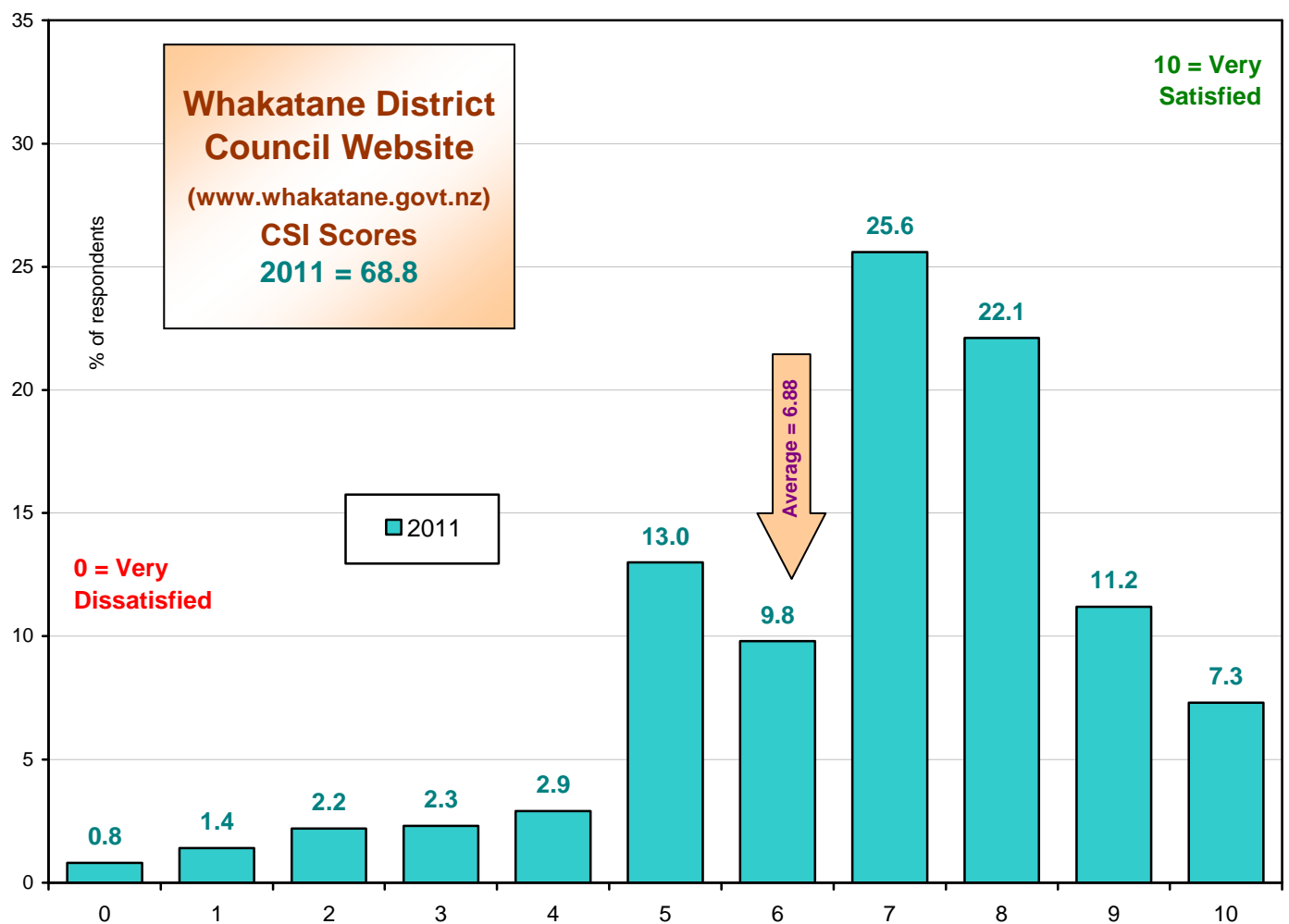
Satisfaction with the Whakatane District Council Website

Respondents who had used the Whakatane District Council website (www.whakatane.govt.nz) in the last 12 months (n=120) were asked to rate their satisfaction with the Council website using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (66%) were satisfied with the Council website (Scores 7 – 10). The mode was a score of 7 (26%) and a fifth of the subgroup (19%) rated this with a score of 9 or 10 (exceeded expectations).

A quarter of the subgroup (26%) rated the Council website with a score that was neutral (Scores 4 – 6) and only a few respondents (7%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Whakatane District Council website was 68.8, a score that reflects a fair performance but with potential for improvement.



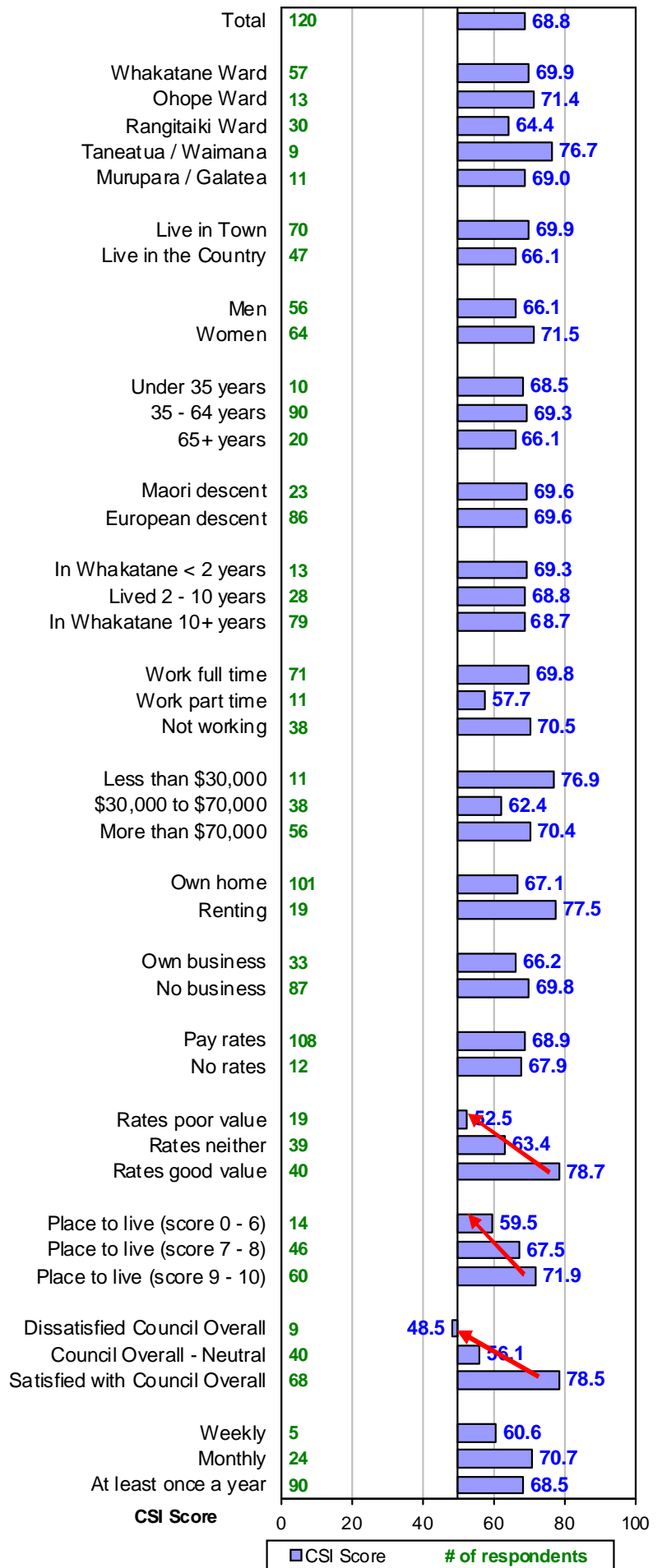
Satisfaction with the Whakatane District Council website by demographics

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

The analysis shows that there are reasonably low levels of satisfaction with the Whakatane District Council website across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

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

- The few from the Rangitaiki Ward (CSI score 64.4) appear less satisfied than those from other Wards (CSI score 69.0 – 71.4).
- Respondents who live in their own home (CSI score 67.1) were less satisfied than those who rent (CSI score 77.5).
- Respondents who thought they received good value for their rates (CSI score 78.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 52.5).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 71.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 59.5)
- Those who were satisfied with the overall performance of Council (CSI score 78.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 48.5).



Opportunities for involvement in decision making

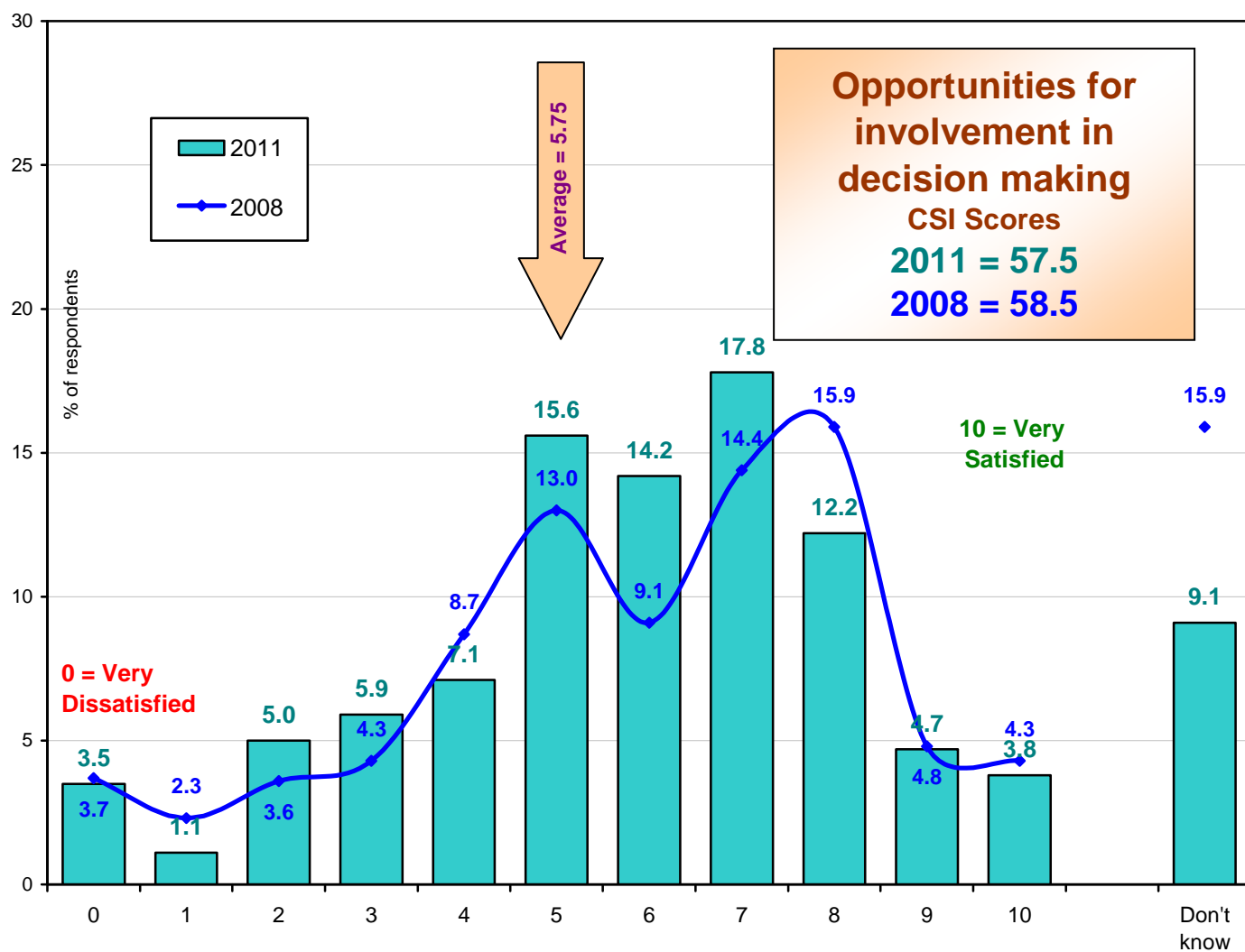
The respondents were asked the following ‘Council tries to ensure that the community has meaningful input into decision making on significant Council projects, processes and policy. Using a scale where 0 = very dissatisfied and 10 = very satisfied, how would you rate the opportunities Council provides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

A tenth of the respondents (9%) did not answer this question, presumably because they did not know enough about the opportunities Council provided for community involvement in decision making to be able to rate this factor.

Just over a third of the respondents (38%) were satisfied with Council providing good opportunities for community involvement in decision making (Scores 7 – 10). The mode was a score of 7 (18%) but just 8.5% rated this with a score of 9 or 10 (exceeded expectations).

A sixth of the respondents (16%) were dissatisfied with the opportunities for community involvement in decision making Council provided (scores 0 – 3) while 37% rated this as neutral (Scores 4 to 6).

The CSI score is 57.5, down 1.0 points from the 2008 result. The CSI score again infers respondents have some issues with the opportunities they have for community involvement in Council decision making.



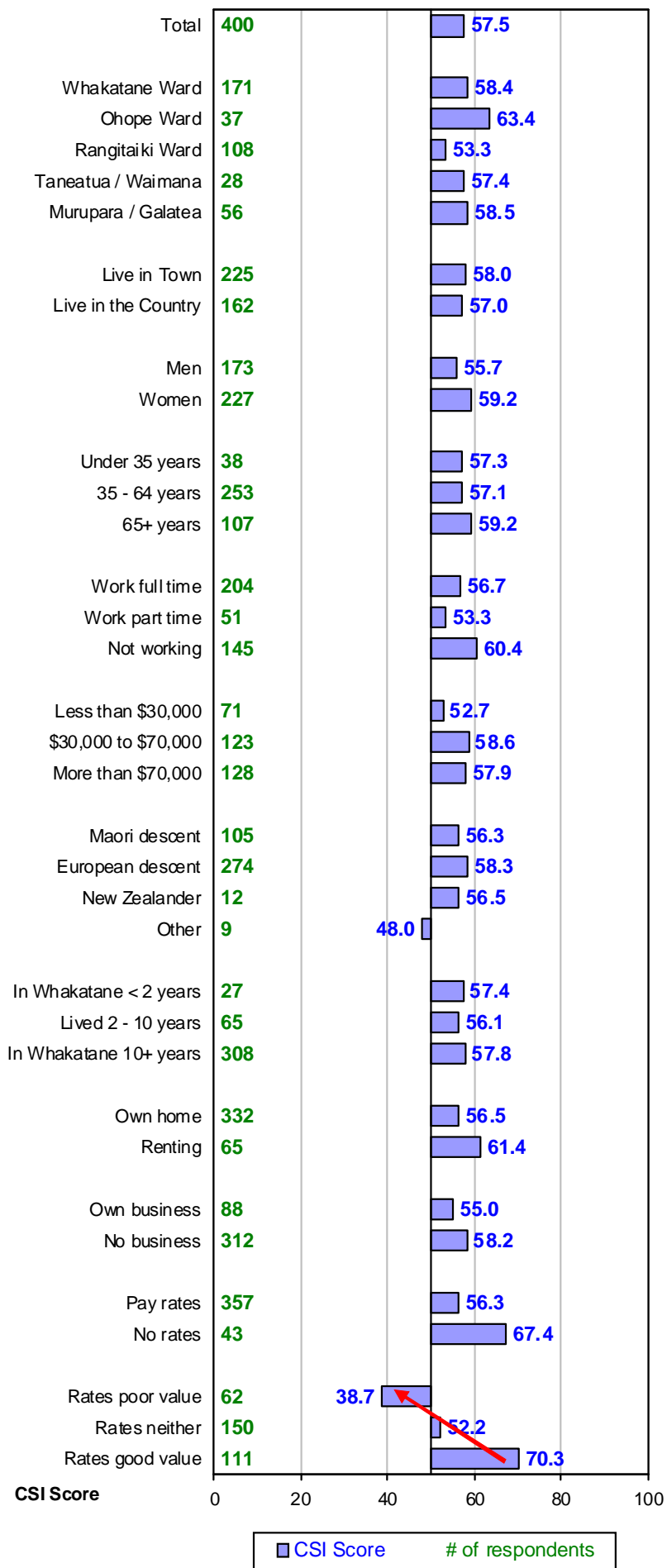
Satisfaction with the opportunities for involvement in decision making by demographics

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

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

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

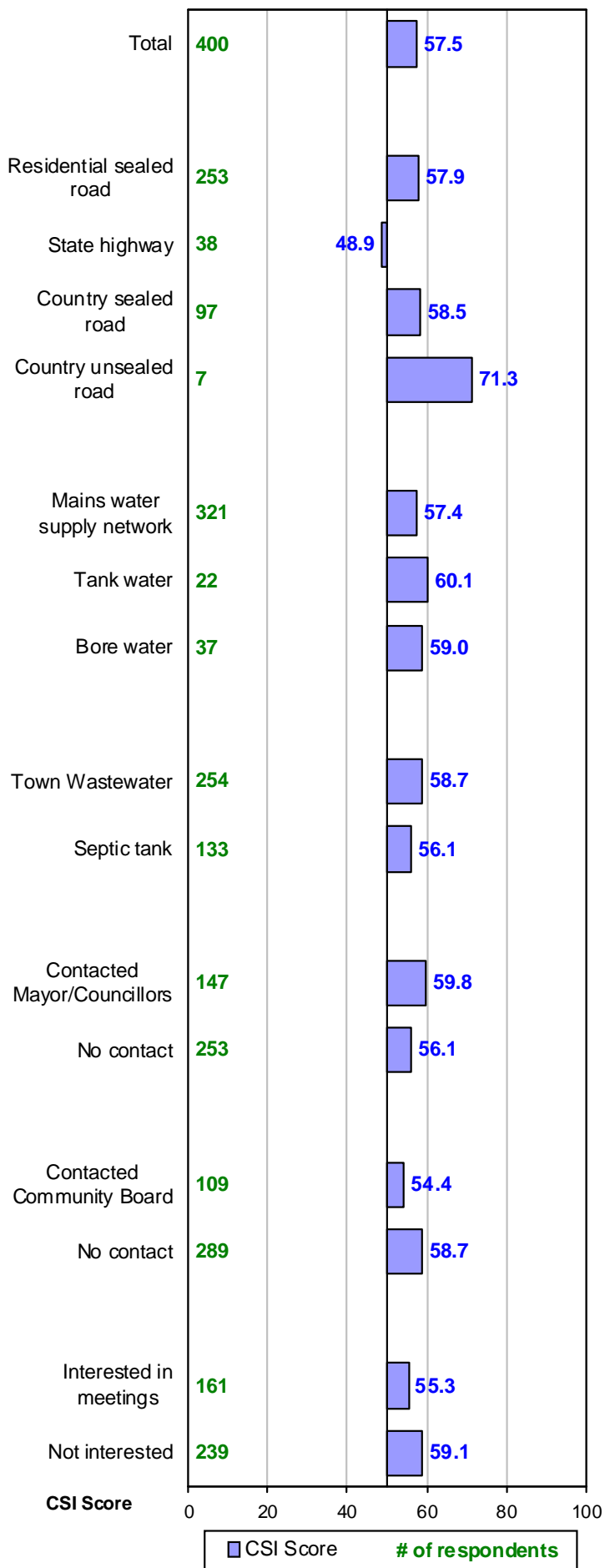
- Those from the Rangitaiki Ward appear the least satisfied (CSI score 53.3) versus CSI scores from 57.4 to 63.4 for the other Wards.
- Those who own their own home are less satisfied with the opportunities for involvement in decision making than those who don't (CSI score 56.5 and 61.4 respectively).
- Those with a household income under \$30,000 (CSI score 52.7) are less satisfied with the opportunities for involvement in decision making than those in the higher income brackets (CSI score 57.9 and 58.6).
- Those who pay rates are significantly less satisfied with the opportunities for involvement in decision making than those who don't (CSI score 56.3 and 67.4 respectively).
- Respondents who thought they received good value for their rates (CSI score 70.3) were significantly more satisfied with opportunities for involvement in decision making than those who thought they got poor value for their rates (CSI score 38.7).



Satisfaction with the Opportunities for involvement in decision making by services

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

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



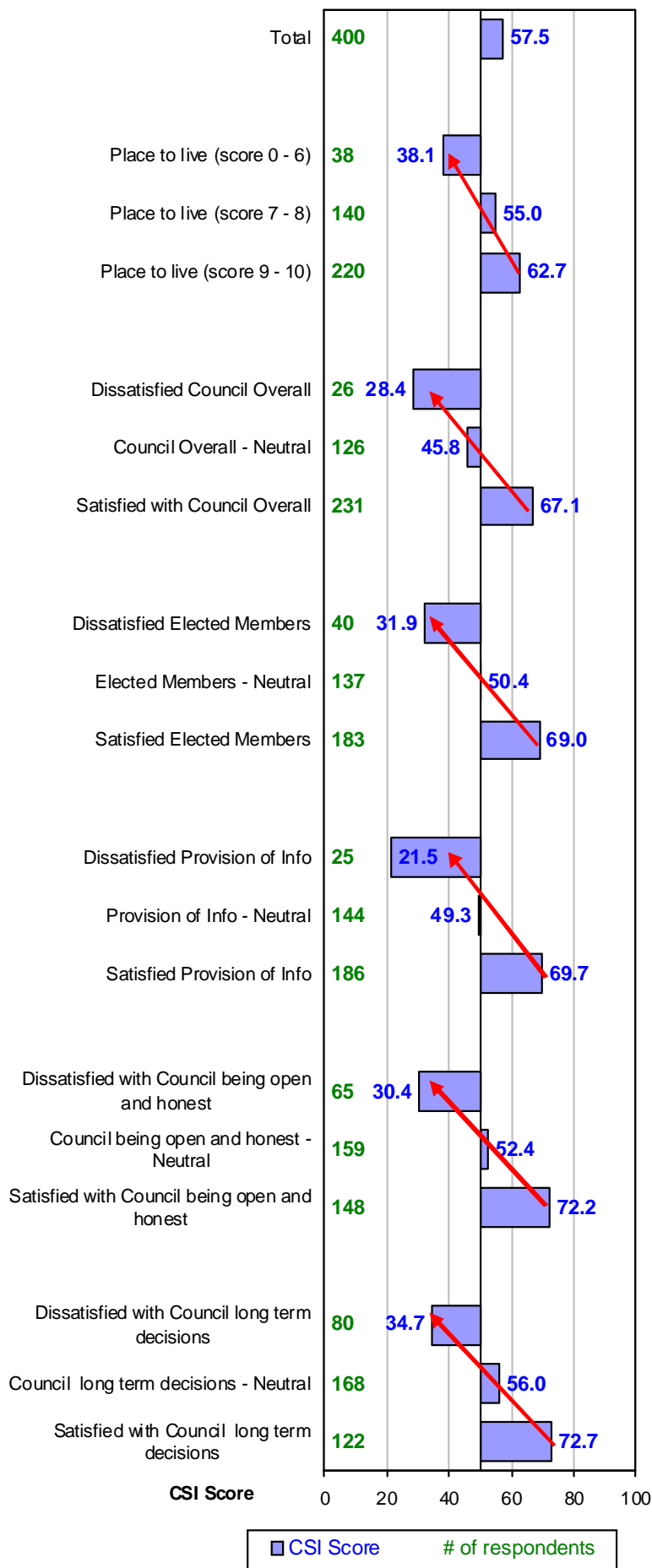
Satisfaction with the Opportunities for involvement in decision making by Attitudes

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

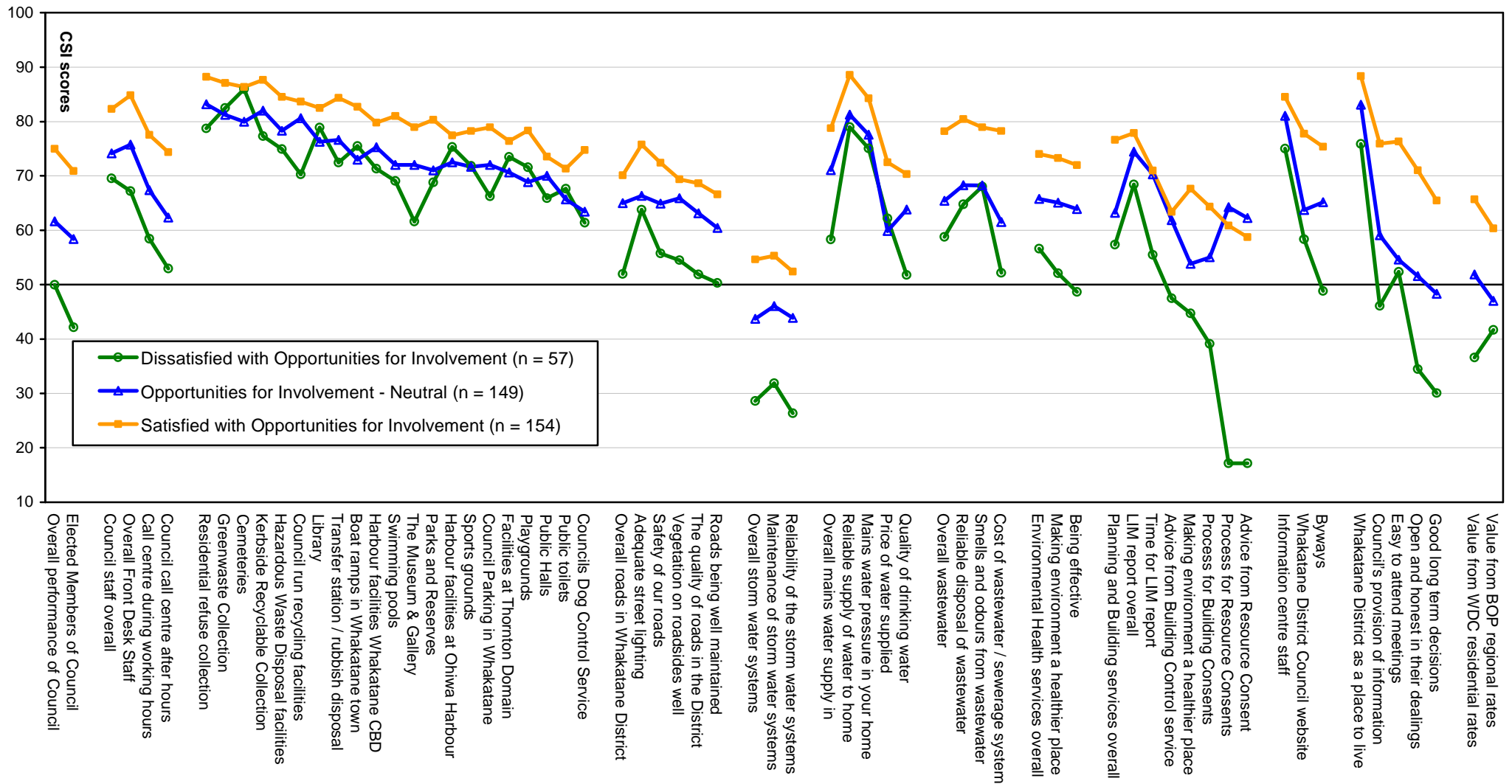
It appears that the way the respondent rates the opportunities for involvement in decision making is related to how they think the Council has performed in a number of specific areas.

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

- Those who were satisfied with the Overall Performance of Council are significantly more satisfied (CSI score 67.1) with the opportunities for involvement in decision making than those who were dissatisfied with the Overall Performance of Council (CSI score 28.4).
- Those who were satisfied with the Elected Members (CSI score 69.0) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Elected Members (CSI score 31.9).
- Those who were satisfied with Council's provision of information (CSI score 69.7) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with Council's provision of information (CSI score 21.5).
- Those who were satisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 72.2) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (CSI score 30.4).
- Those who were satisfied with the Council making good long term decisions (CSI score 72.7) are significantly more satisfied with the opportunities for involvement in decision making than those who were dissatisfied with the Council making good long term decisions (CSI score 34.7).



The chart compares the effect that satisfaction with the opportunities for involvement in decision making has on the respondents' satisfaction with all Council provided facilities and services. The satisfaction with the opportunities for involvement in decision making has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who are satisfied with the opportunities for involvement in decision making (n=154) tend to rate all facilities and services significantly higher than those who are dissatisfied with the opportunities for involvement in decision making (n=57).



Opportunities for involvement in decision making – why less than satisfied

The respondents who were not satisfied (scores 0 – 4) with the opportunities for involvement in decision making (n= 86) were asked ‘Why do you feel this way?’

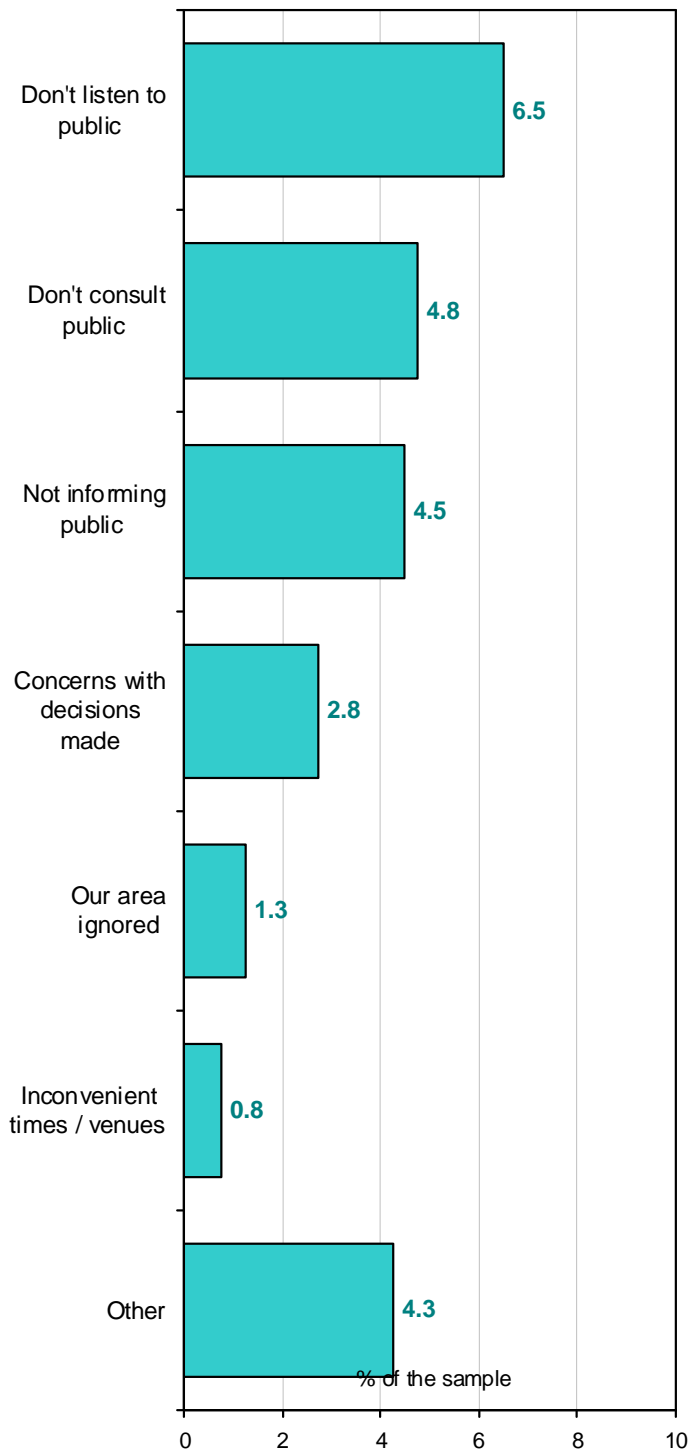
This was asked as an open question with the answers grouped together into similar themes for analysis purposes.

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

The main comments included...

- Do not listen to public opinion (6.5% of the sample which equates to 30% of those who are less than satisfied)
- Feeling they do not consult the public mentioned by 4.8% of the total sample
- The feeling that Council were not informing the public enough, mentioned by 4.5% of the sample

There was a range of other comments.



(The full set of verbatim comments is included in the WDC ARS 2011 Verbatim Comments report)

Democratic Process

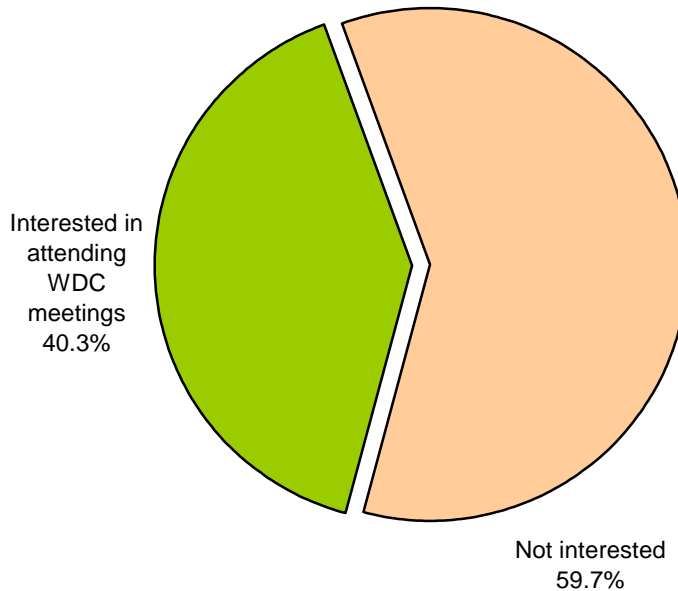
Interest in Attending Meetings

Respondents were asked 'Are you interested in attending meetings held by Whakatane District Council?'

Over a third of the respondents (40%) were interested in attending meetings held by the Whakatane District Council.

Over half of the sample (60%) were not interested in attending meetings.

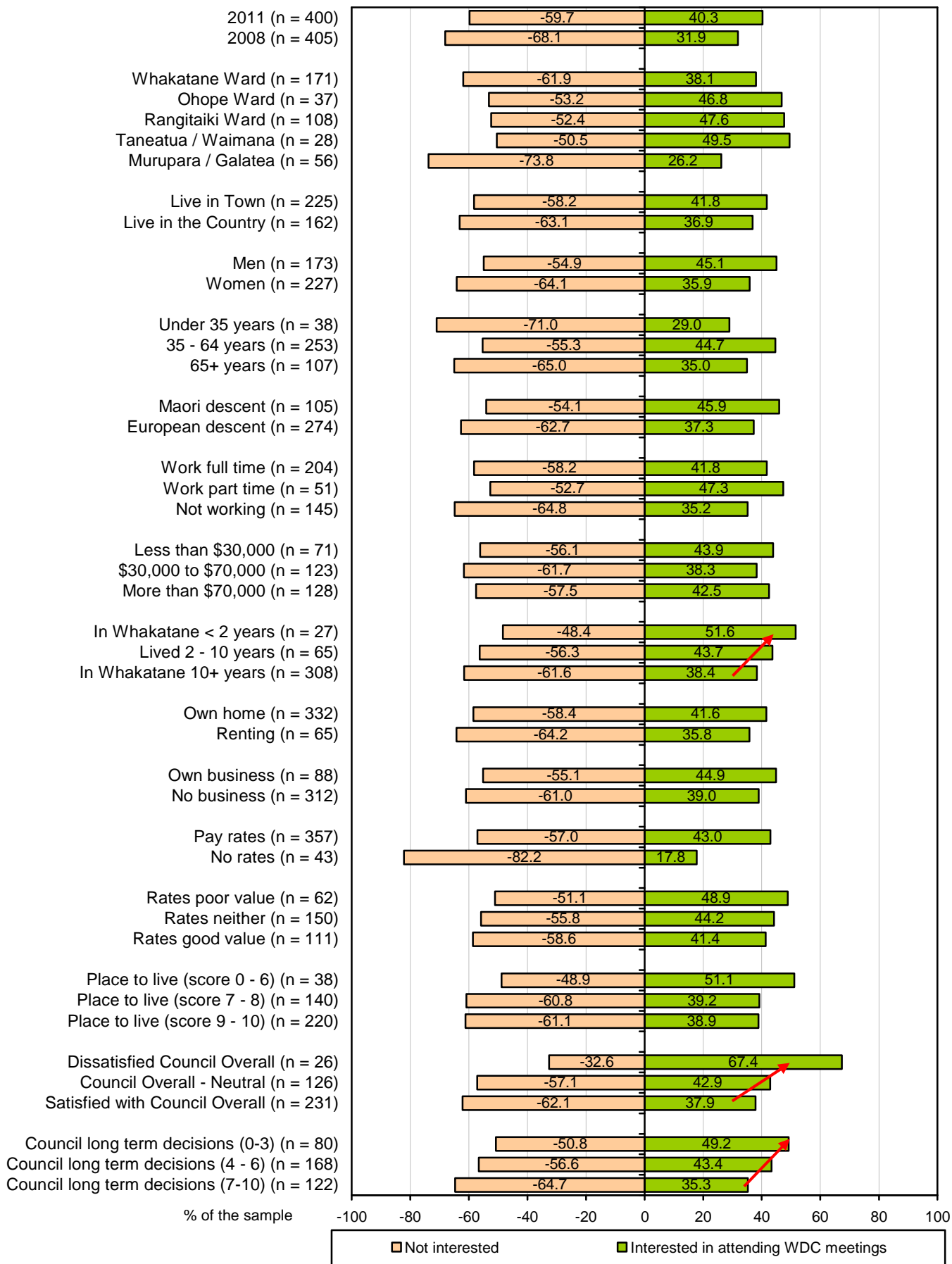
By comparison, in 2008 the split was 32% interested in attending meetings versus 68% not interested



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

- Men (45% of the sample) versus 36% for women
- Those aged 35 - 64 (45% of the sample) versus 29% - 35% for the other age brackets
- Those from the Taneatua - Waimana Ward (50%) versus 26% for those from the Murupara / Galatea Ward
- Those of Maori descent (46%) versus 37% for those of European descent
- Those who pay rates (43%) versus 18% for those who do not pay rates
- Those who were dissatisfied with the overall performance of Council (67%) versus 36% for those who were satisfied with the overall performance of Council

Interest in attending meetings held by WDC by subgroup



Being easy to attend meetings held by the Whakatane District Council

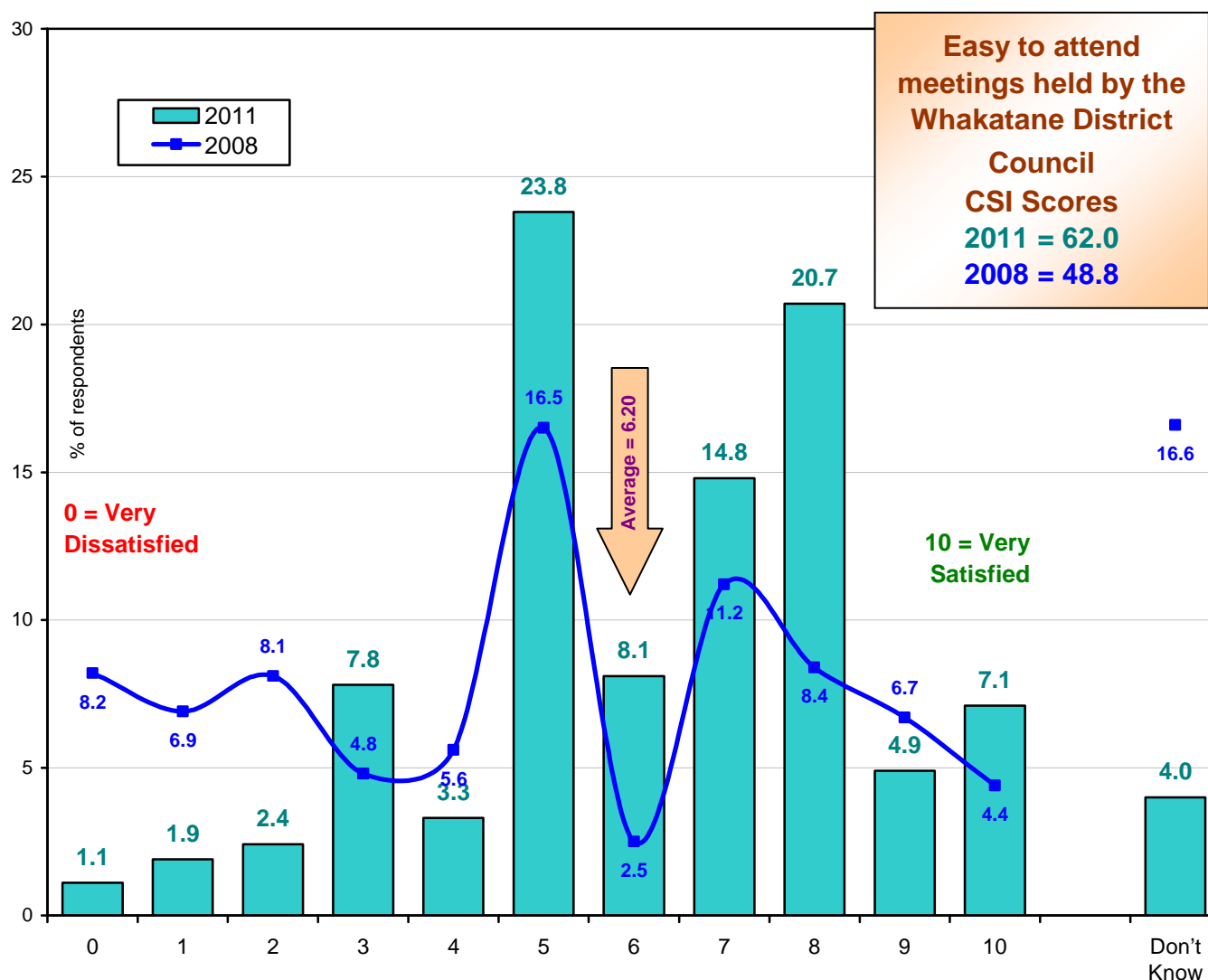
Respondents who were interested in attending meetings (n = 161) were then asked 'And using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with it being easy to attend meetings held by the Whakatane District Council?'

Half of the respondents (48%) were satisfied with it being easy to attend meetings, (Scores 7 – 10). The mode was a score of 5 (24%) and only 12% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (35%) rated their satisfaction with a neutral score (Scores 4 – 6). An eighth of the respondents (13%) rated this with scores that reflect dissatisfaction (Scores 0 – 3). The remaining 4% did not answer this question.

The profile is significantly different this year with more satisfied respondents (48% versus 31% in 2008) and fewer dissatisfied respondents (12% versus 28% in 2008).

The CSI score for it being easy for people to attend meetings was 62.0. This is 13.2 points higher than the 2008 CSI score of 48.8. However, the current CSI score still infers respondents have issues with the perceived ease of which they can attend meetings.



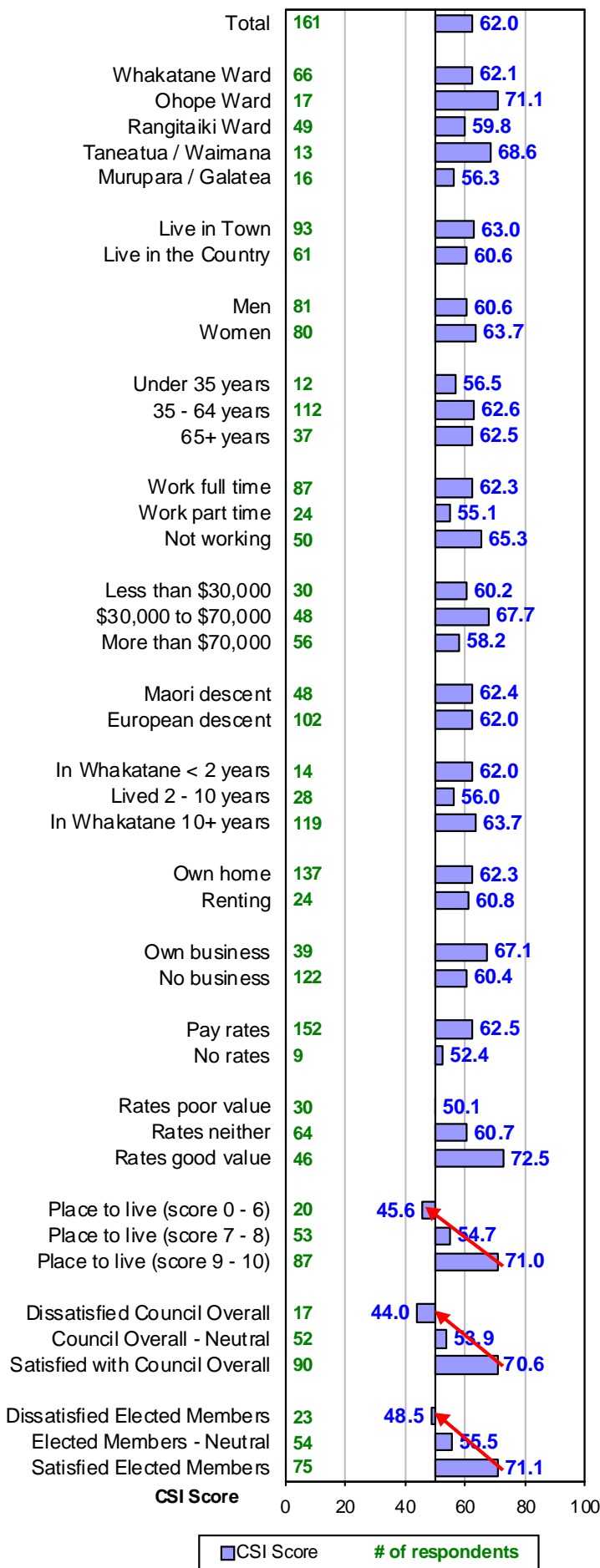
Satisfaction with it being easy to attend meetings by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 56.3) are less satisfied than those from the other Wards
- Respondents aged under 35 (CSI score 56.5) appear less satisfied than those from other age groups.
- Those who pay rates (CSI score 62.5) are more satisfied than those who do not pay rates.
- Respondents who thought they received good value for their rates (CSI score 72.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 50.1).
- Respondents who were satisfied with the overall performance of Council (CSI score 70.6) were significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 44.0).
- Respondents who were satisfied with the Elected Members (CSI score 71.1) were significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 48.5).



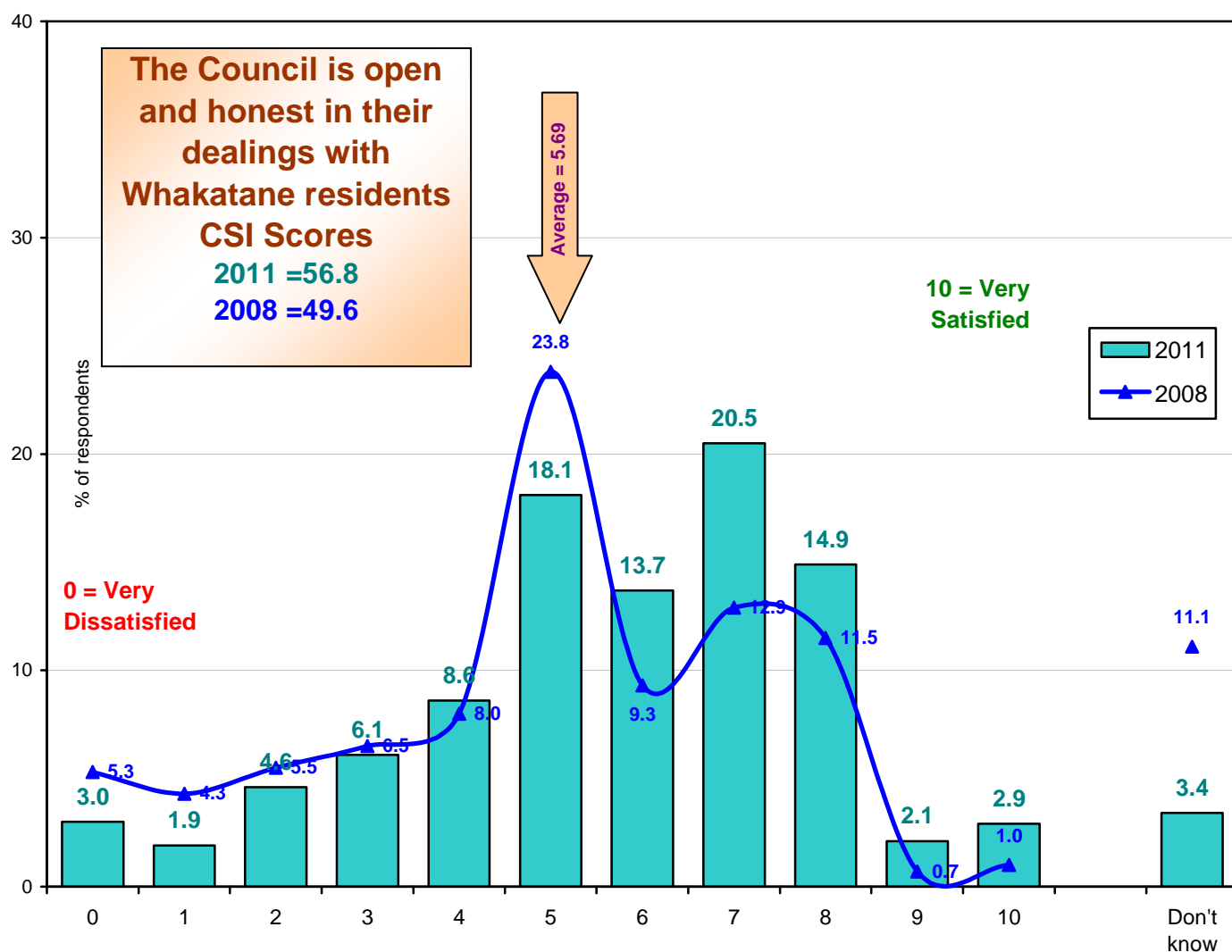
The Council is open and honest in their dealings with Whakatane residents

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

Over a third of the respondents (41%) were satisfied with 'The Council being open and honest in their dealings with Whakatane residents' (Scores 7 – 10). The mode was a score of 7 (21%) but only a few respondents (5%) rated this with a score of 9 or 10 (exceeded expectations).

Two fifths of the respondents (41%) were neutral (Scores 4 – 6). A sixth of the respondents (16%) were dissatisfied with the Council being open and honest in their dealings with Whakatane residents (Scores 0 – 3). The remaining 3% did not answer this question.

The CSI score for 'The Council being open and honest in their dealings with Whakatane residents' is 56.8. This is 7.2 points higher than the 49.6 recorded in 2008. However, the CSI score still infers that respondents have serious issues with this statement.



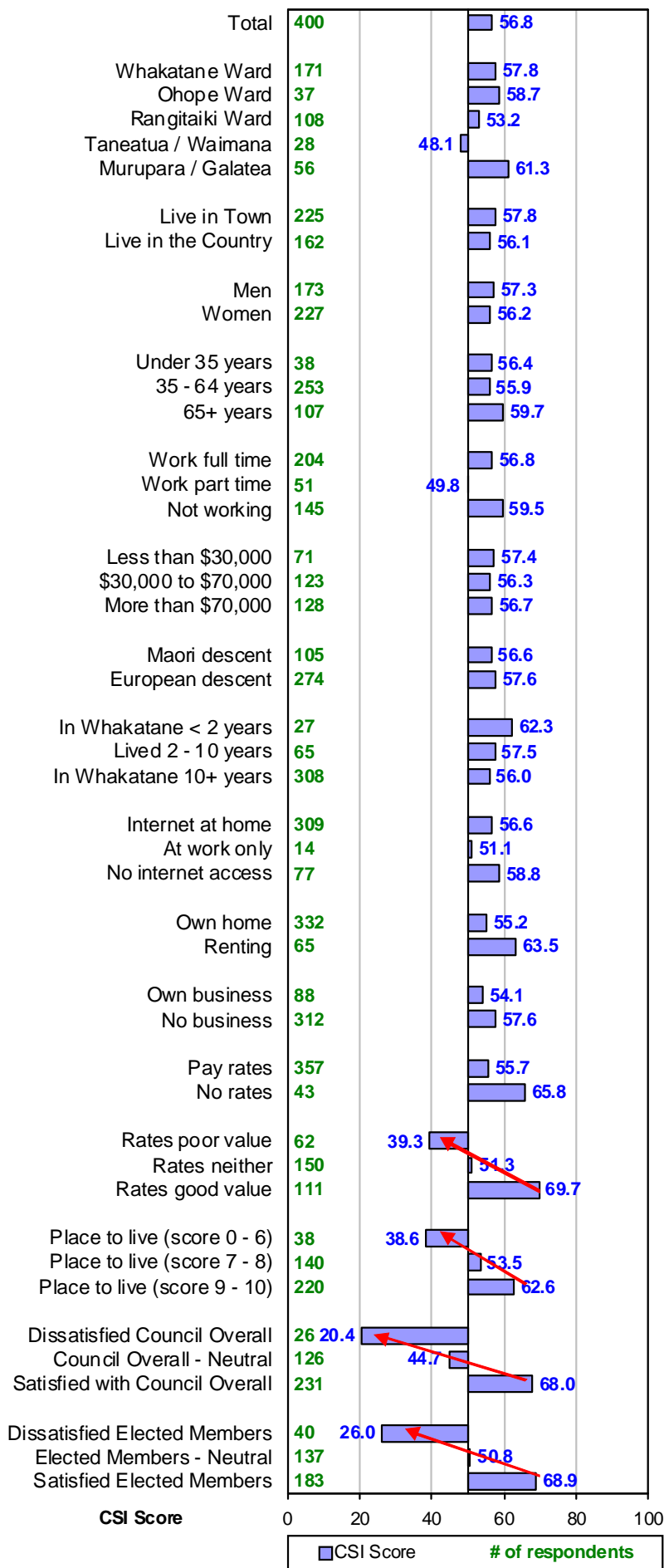
Satisfaction with ‘The Council being open and honest in their dealings with Whakatane residents’ by demographics

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

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

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

- Those from the Murupara / Galatea Ward are the most satisfied with Council being open and honest in their dealings with Whakatane residents (CSI score 61.3).
- Those who rent (CSI score 63.5) appear more satisfied than those who live in their own home (CSI score 55.2).
- Those who pay rates (CSI score 55.7) appear less satisfied than those who don't pay rates (CSI score 65.8).
- Respondents who thought they received good value for their rates (CSI score 69.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 39.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 62.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 38.6).
- Those who were satisfied with the overall performance of Council (CSI score 68.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 26.0).
- Those who were satisfied with the Elected Members (CSI score 68.9) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 26.0).



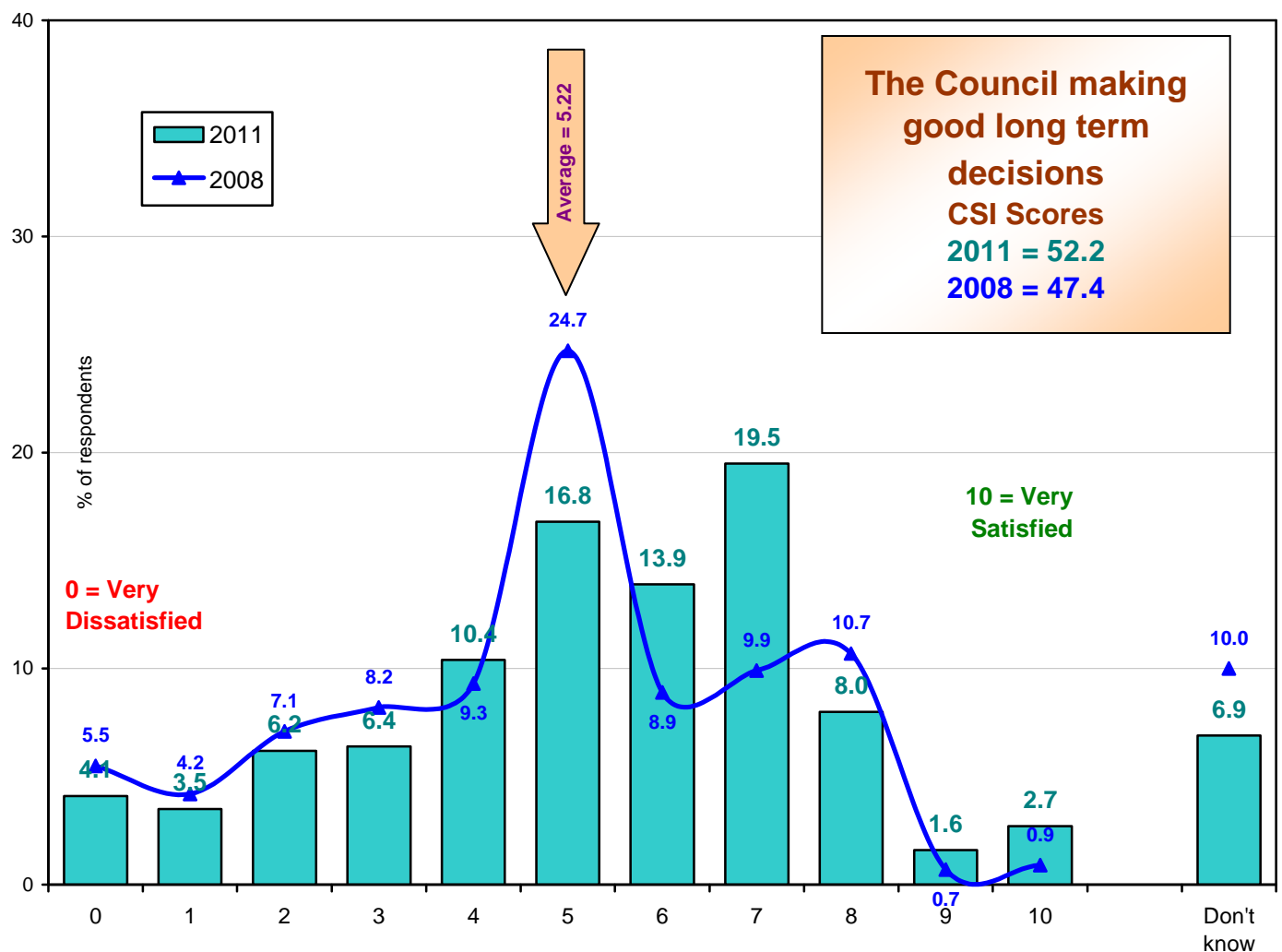
The Council making good long term decisions

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

A third of the respondents (32%) were satisfied with 'The Council making good long term decisions' (Scores 7 – 10). The mode was a score of 7 (20%) and only 17 respondents (4.3%) rated this with a score of 9 or 10 (exceeded expectations).

Two fifths of the respondents (41%) were neutral (Scores 4 – 6). A fifth of the respondents (20%) were dissatisfied with the Council making good long term decisions (Scores 0 – 3).

The CSI score for 'The Council making good long term decisions' is 52.2. This is 4.8 points higher than the 47.4 recorded in 2008. However, the CSI score still infers that respondents have serious issues with this statement.



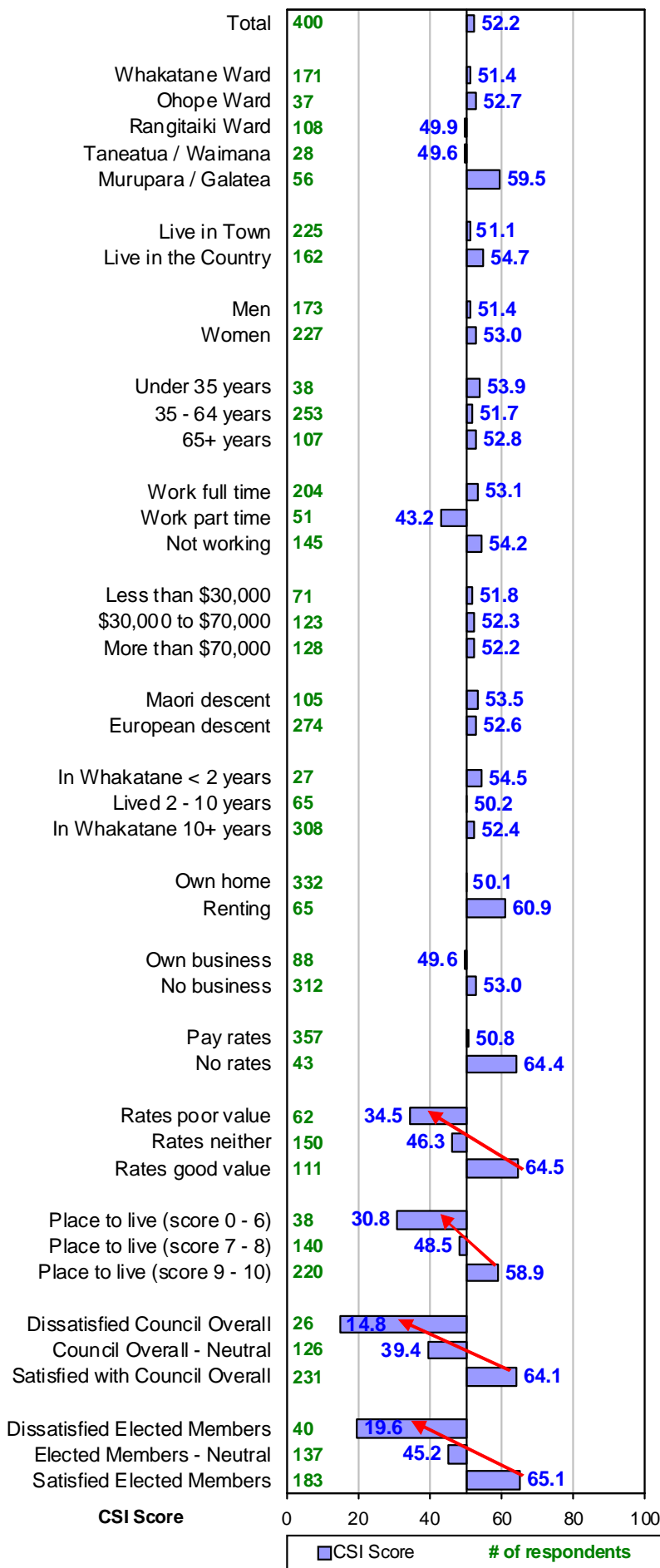
Satisfaction with 'The Council making good long term decisions' by demographics

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

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

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

- Those from the Murupara / Galatea Ward are the most satisfied with the Council making good long term decisions (CSI score 59.5).
- Those who rent (CSI score 60.9) appear more satisfied than those who live in their own home (CSI score 50.1).
- Ratepayers (CSI score 50.8) appear less satisfied than those who don't pay rates (CSI score 64.4).
- Respondents who thought they received good value for their rates (CSI score 64.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 34.5).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 58.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 30.8).
- Those who were satisfied with the overall performance of Council (CSI score 64.1) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 14.8).
- Those who were satisfied with the Elected Members (CSI score 65.1) are significantly more satisfied than those who were dissatisfied with the Elected Members (CSI score 19.6).

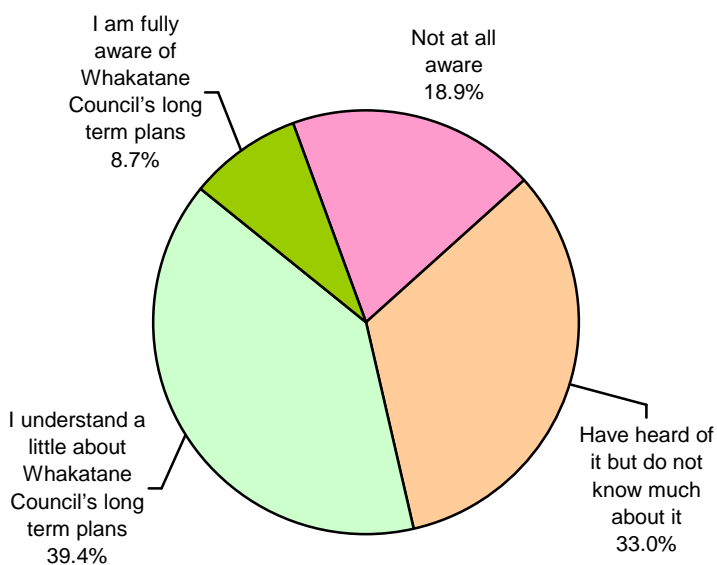


Level of awareness of Whakatane Council's long term plans

Respondents who rated their satisfaction with 'the Council making good long term decisions' with a score of 4 or less (n = 123) were asked 'Which of the following statements best matches your level of awareness of Whakatane Council's long term plans?'

A fifth of the subgroup (19%) were not at all aware of Whakatane Council's long term plans. A further third of the subgroup (33%) have heard of Council's long term plans but did not know much about it.

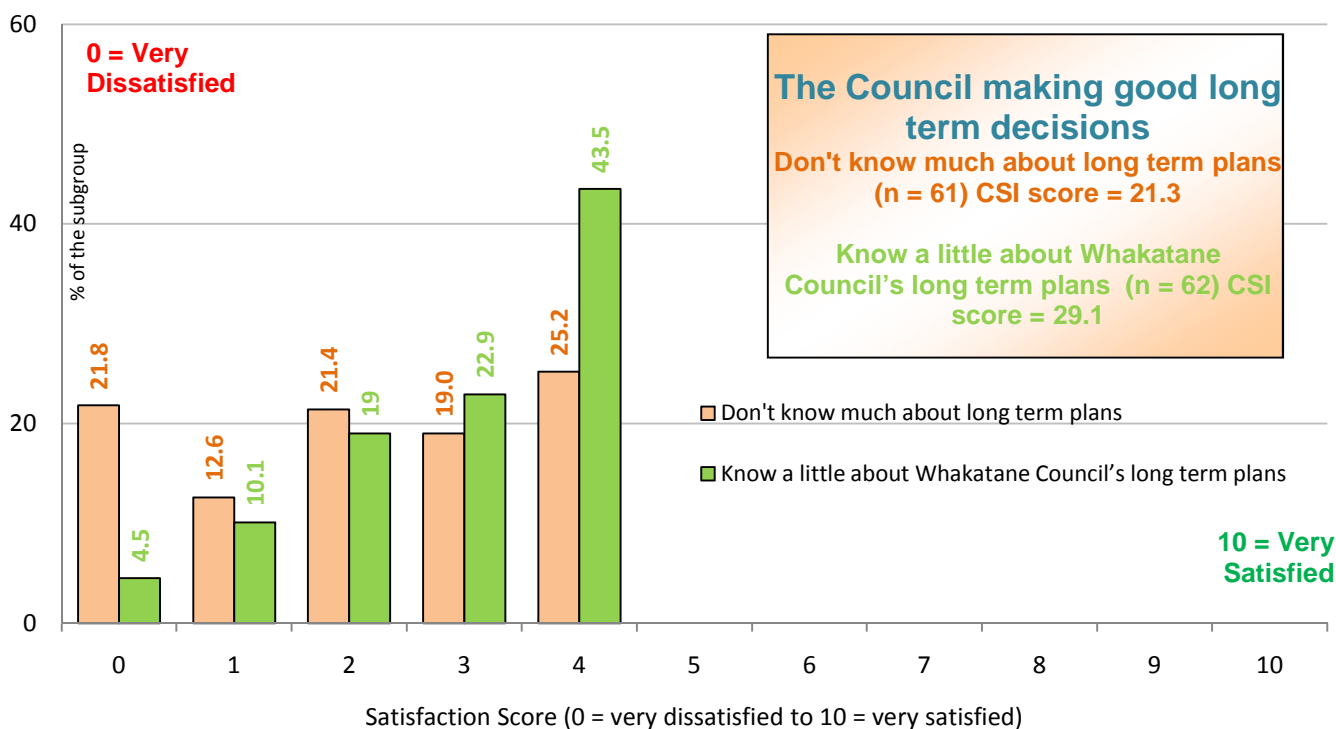
Over a third of the subgroup (39%) understood a little about Whakatane Council's long term plans while only 9% were fully aware of Whakatane Council's long term plans.



Satisfaction with the Council making good long term decisions by whether aware or not

Respondents who rated their satisfaction with 'the Council making good long term decisions' with a score of 4 or less (n = 123) were asked 'Which of the following statements best matches your level of awareness of Whakatane Council's long term plans?'

The above chart shows that half of these respondents (48%) at least understood a little about Whakatane Council's long term plans while 52% either were not aware or did not know much about it. It appears that those who are not aware of Whakatane Council's long term plans were significantly more likely to rate the long term plans with a score of 0. The respondents who understood a little about Whakatane Council's long term plans were significantly more likely to rate the long term plans with a score of 4. This infers that there are two different issues, many respondents are not aware of the Council's long term plans while others have some issues with the Council's long term plans.



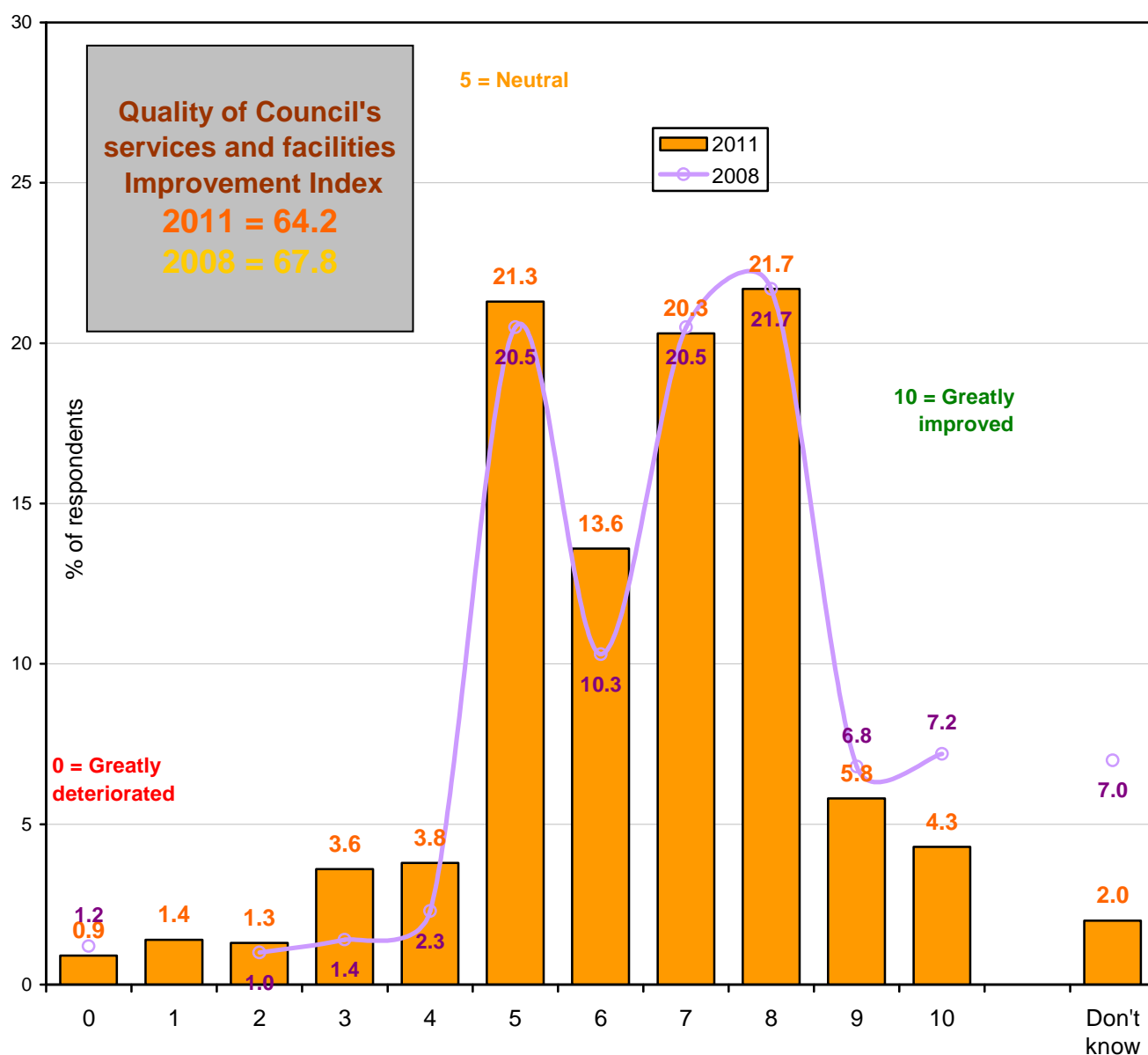
Quality of Council facilities and services

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

Half of the respondents, (52%) felt the quality of Council facilities and services had improved in the past year (Scores 7 – 10), although only 4% rated this with a score of 10 (greatly improved). Less than a tenth of the respondents (7%) felt the quality had deteriorated (Scores 0 – 3) and only four respondents (0.9%) rated this with a score of 0 (greatly deteriorated). The Improvement Index is 64.2, down 3.6 points from 2008.

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

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

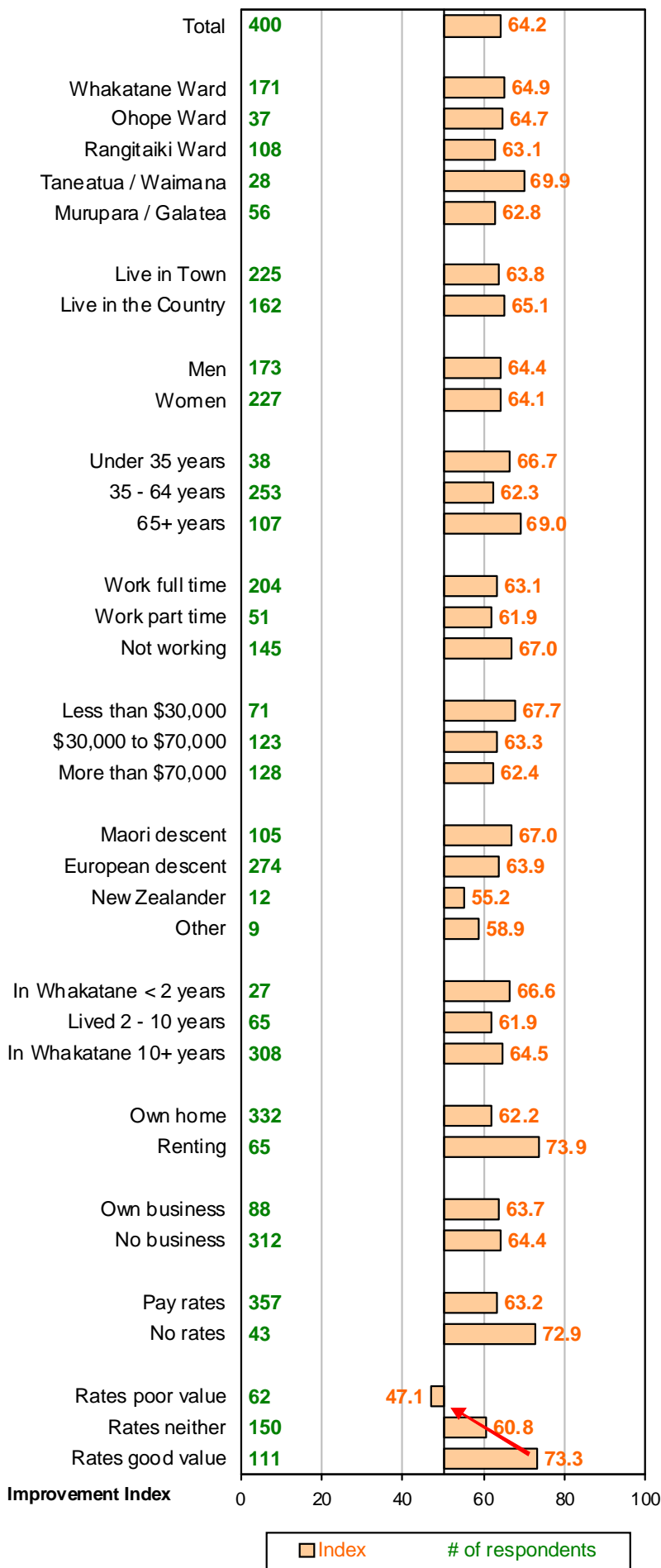


Quality Improvement by demographics

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

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

- Respondents from the Taneatua / Waimana Ward appear more likely to think the quality had improved (QII 69.9) versus a QII score of 62.8 – 64.9 for those from the other Wards.
- Household income has a noticeable impact with those from the lowest income stream appearing most likely to think the quality had improved (QII 67.7).
- Respondents who rent appear more likely to think the quality had improved (QII 73.9) versus a QII score of 62.2 for those who live in their own home.
- Respondents who don't pay rates appear more likely to think the quality had improved (QII 72.9) versus a QII score of 63.2 for those who pay rates.
- Those who thought they received good value from their rates were significantly more likely to think the quality of facilities and services had improved (QII 73.3) versus 60.8 for those who thought the value of rates was neutral and 47.1 for those who thought the value of rates was poor.

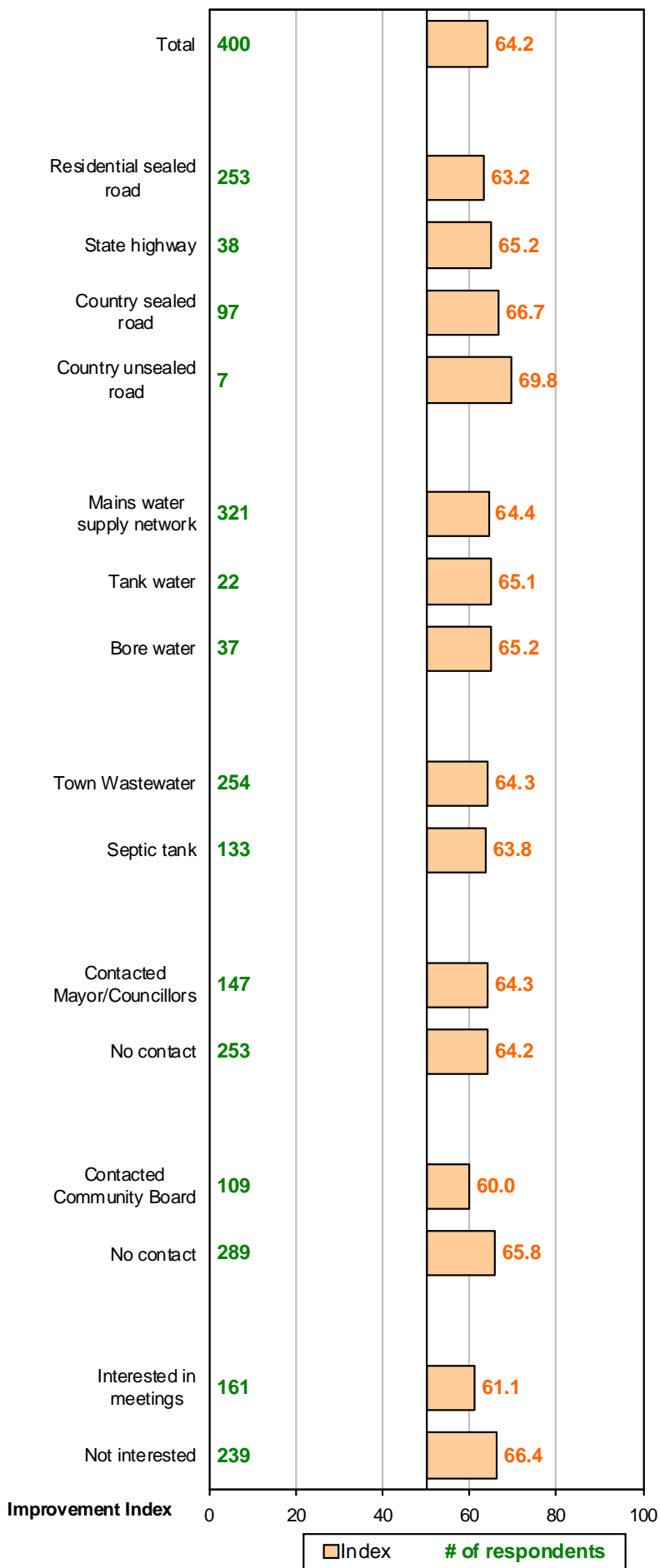


Quality Improvement by services

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

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

- Respondents who live beside residential sealed roads appear less likely to think the quality had improved (QII 63.2) versus a QII score of 65.2 – 69.8 for those who lived on other types of roads.
- Those who had had no contact with the community board were more likely to think the quality had improved (QII 65.8).versus those who had had contact with their community board (QII 60.0).

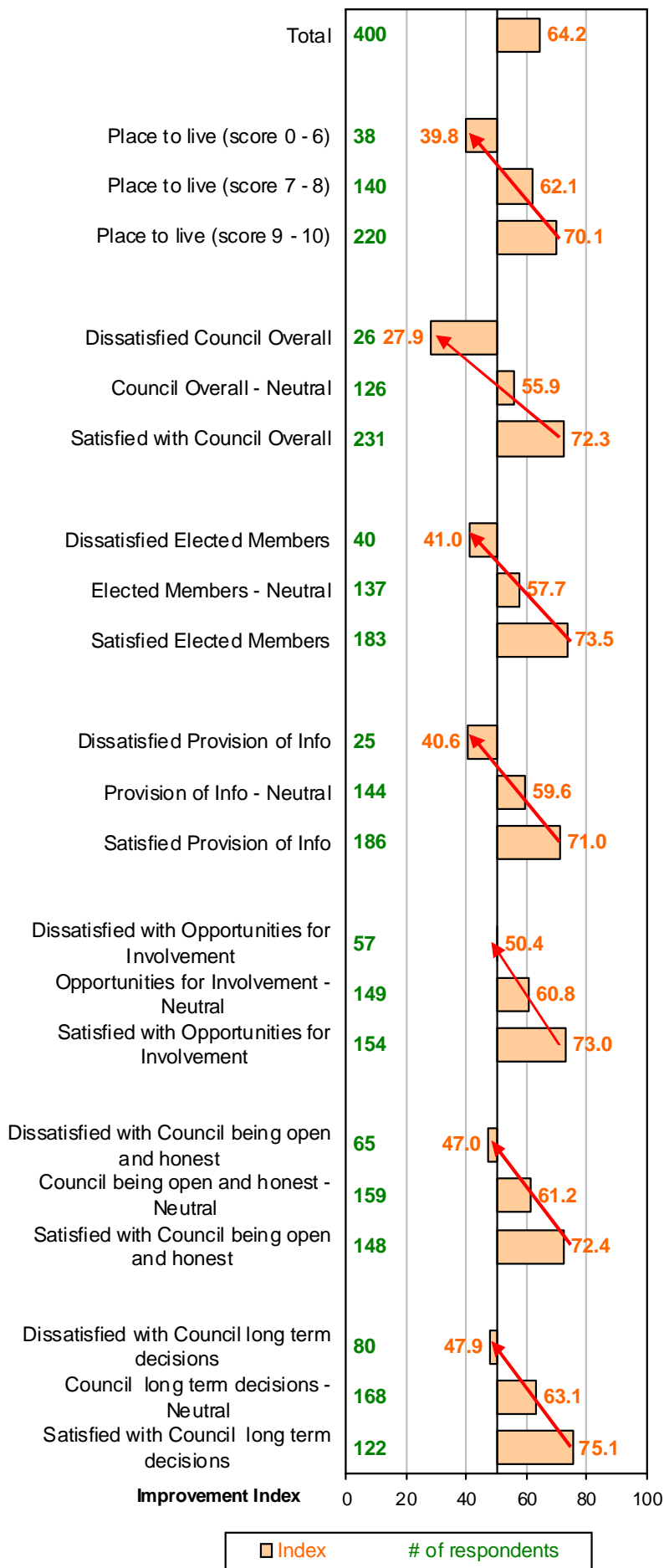


Satisfaction with Quality Improvement by Attitudes

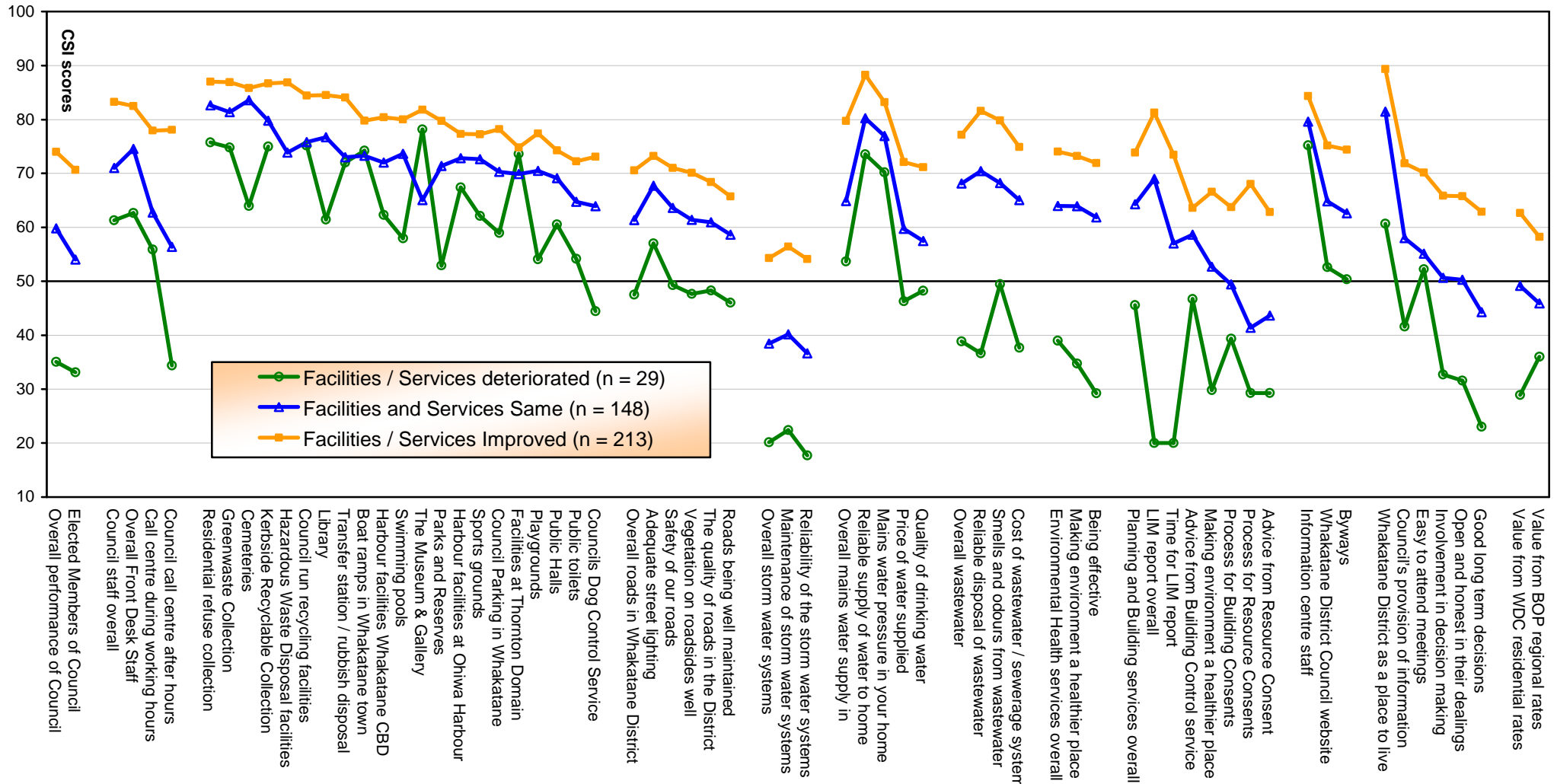
There are a number of other questions which appear to have a significant impact on overall satisfaction. The chart opposite compares these variables.

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

- Respondents who were satisfied with the overall performance of Council were significantly more likely to think the quality of facilities and services had improved (QII 72.3), versus 27.9 for the few who were dissatisfied with the overall performance of Council.
- Respondents who were satisfied with the overall performance of the Elected Members were significantly more likely to think the quality of facilities and services had improved (QII 73.5), versus 41.0 for those who were dissatisfied with the overall performance of the Elected Members
- Those who were satisfied with the Council's provision of information are significantly more likely to think the quality of facilities and services had improved (QII 71.0), versus 40.6 for those who were dissatisfied with the Council's provision of information.
- Those who were satisfied with the opportunities Council provides for community involvement in decision making are significantly more likely to think the quality of facilities and services had improved (QII 73.0), versus 50.4 for those who were dissatisfied with the opportunities Council provides for community involvement in decision making.



The chart compares the effect that the respondents rating for whether the facilities or services has improved or not on their satisfaction with all Council provided facilities and services. The respondents who felt that the facilities or services had improved in the past 12 months (n = 213) rated all factors significantly higher than those who felt things has stayed the same (n = 148). Some of the largest differences are in the rating for Resource Consents, the call centre after hours, LIM reports and long term decision making.

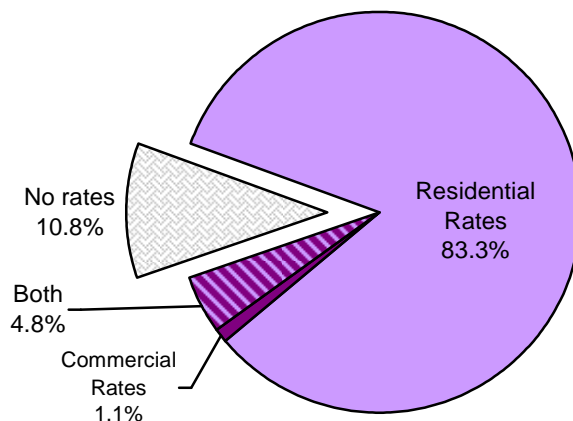


Payment of Rates to Council

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

The vast majority of the respondents (88%) said they paid residential rates, including 5% who paid both residential and commercial rates. Five respondents (1.1%) paid only commercial rates.

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



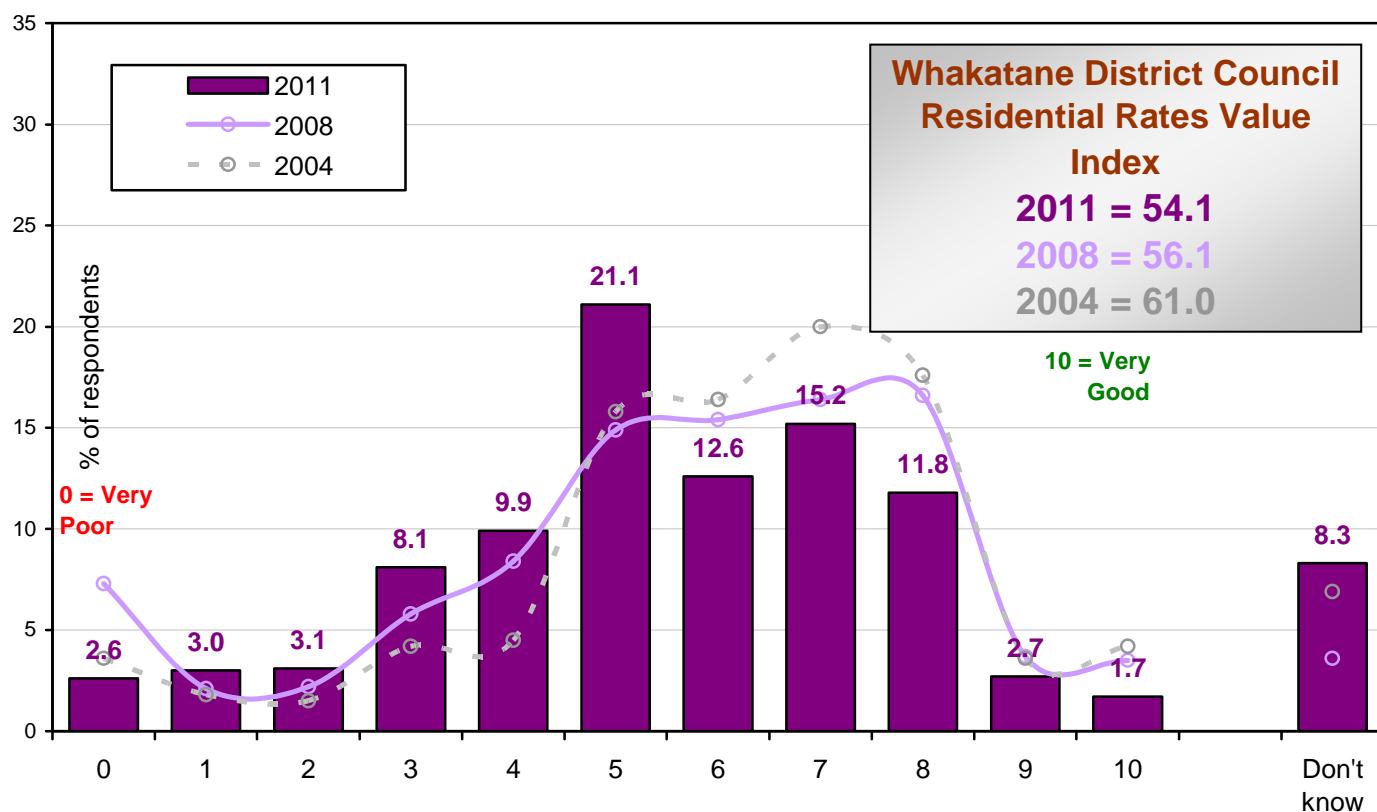
Value for Whakatane District Council rates

Those that did pay residential rates were then asked 'Thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that Whakatane District Council charge?'

A third (31%) of the respondents who paid residential rates (n = 352) thought they received good value for the proportion of their residential rates that Whakatane District Council charge (Scores 7 – 10), but only 4% rated the value for money with a score of 9 or 10. The mode was a score of 5, versus 8 in 2008.

A sixth of those who paid residential rates (17%) thought they received poor value (Scores 0 – 3) while close to half (44%) rated the value of WDC residential rates as neutral (Scores 4 – 6). Close to a tenth of the respondents (8%) did not answer this question, presumably because they did not know enough to rate the value of their Whakatane District Council charge.

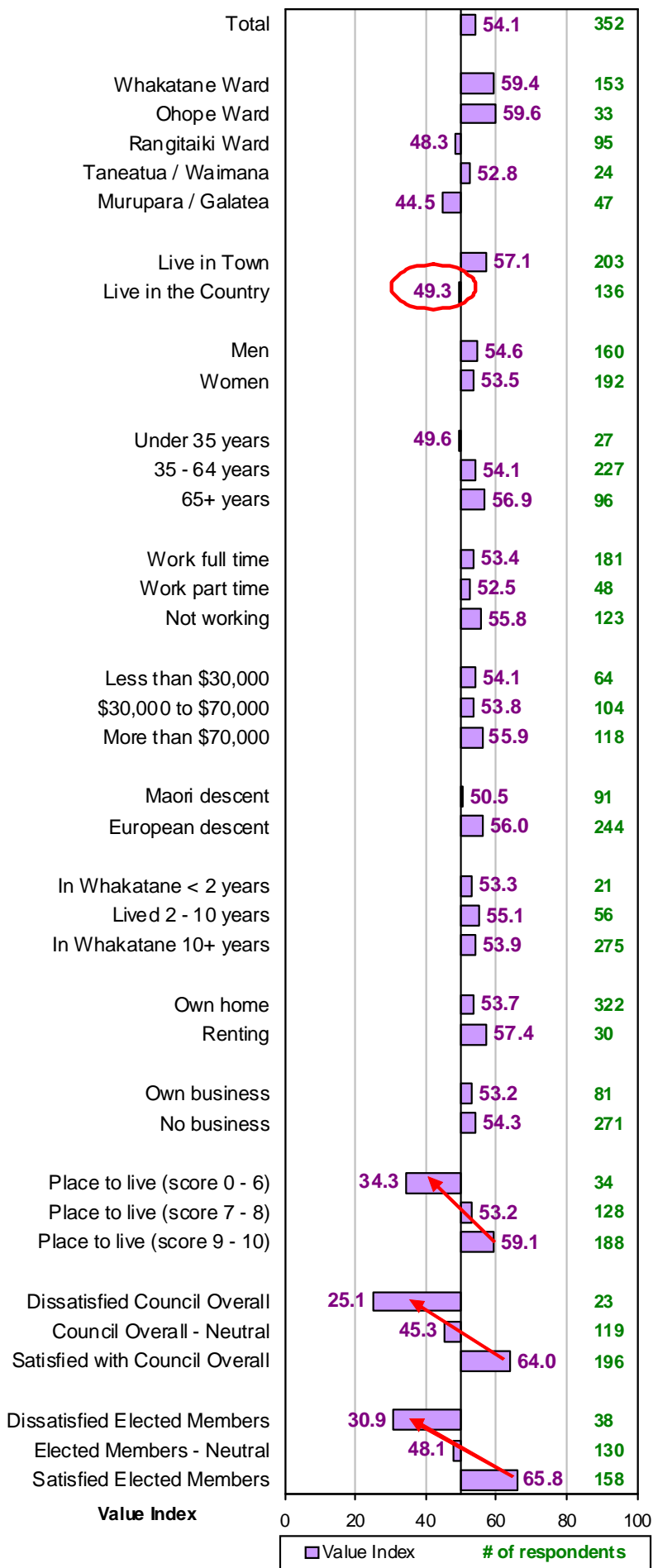
The Value Index is 54.1, which infers on average, respondents think they get neither good nor poor value from their rates. The Value Index is down 2.0 points from 2008 when the index was 56.1 and down 6.9 points from 2004 when the index was 61.0.



Value from Whakatane District Council Residential Rates by demographics

The variables that appear to have the greatest impact on perceived value of the proportion of residential rates that Whakatane District Council charge were:

- Those from the Whakatane Ward (Value Index 59.4) and Ohope Ward (Value Index 59.6) rate the value from the Whakatane District Council rates significantly higher than those from the other Wards.
- Those who live in the Town (Value Index 57.1) rate the value from WDC rates significantly higher than those who live in the Country (Value Index 49.3)
- Those aged over 65 (Value Index 56.9) rate the value from WDC rates higher than those in the other age brackets.
- Those of European descent (Value Index 56.0) rate the value from WDC rates significantly higher than those of Maori descent.
- Those who rated Whakatane as a place to live with scores of 9 or 10 (Value Index 59.1) rate the value from WDC rates significantly higher than those who rated Whakatane as a place to live with scores of 0 to 6 (Value Index 34.3)
- Respondents who were satisfied with Council overall (Value Index 64.0) rate the value from WDC rates significantly higher than those who were dissatisfied with Council overall (Value Index 25.1). This raises the question is it value for rates that drives satisfaction with Council or is it satisfaction with Council that drives value for rates.
- In a similar vein, respondents who were satisfied with the Elected Members overall (Value Index 65.8) rate the value from WDC rates significantly higher than those who were dissatisfied with the Elected Members overall (Value Index 30.9).

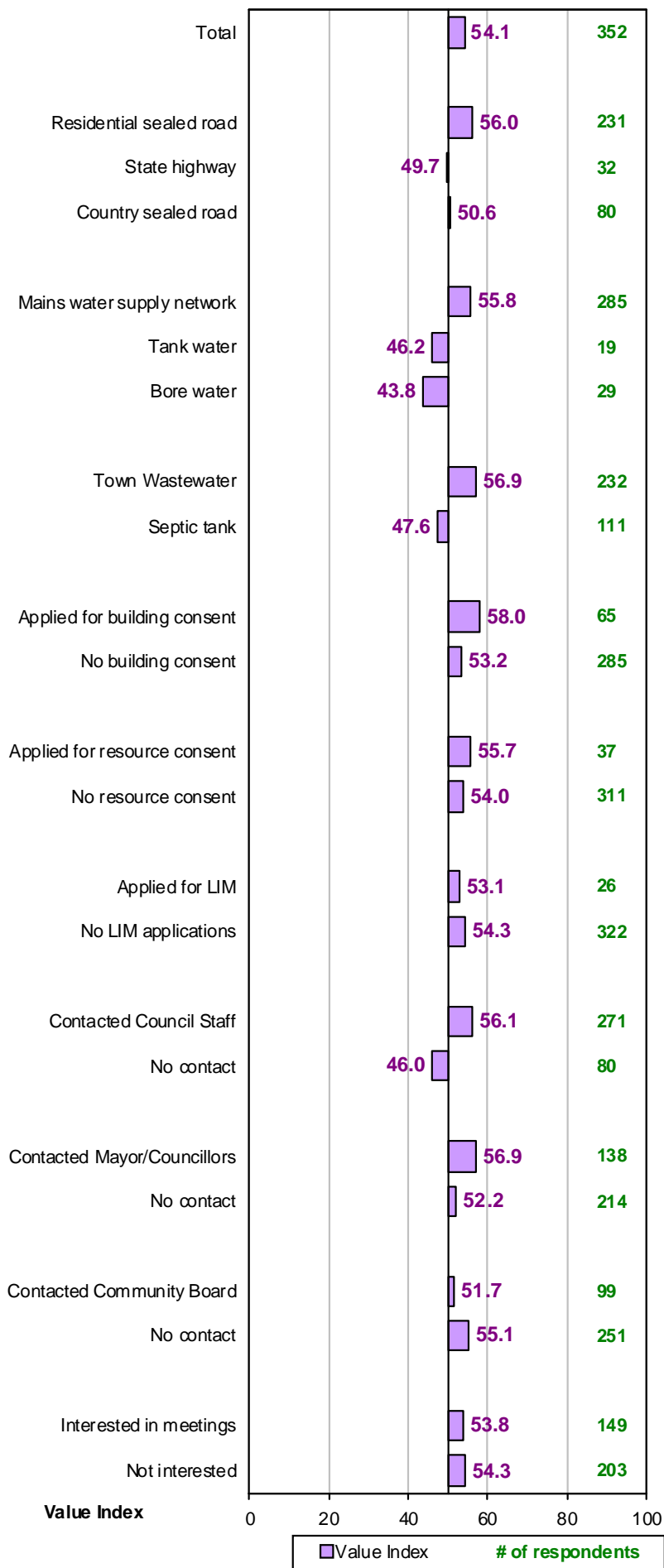


Value from Whakatane District Council Rates by Services

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

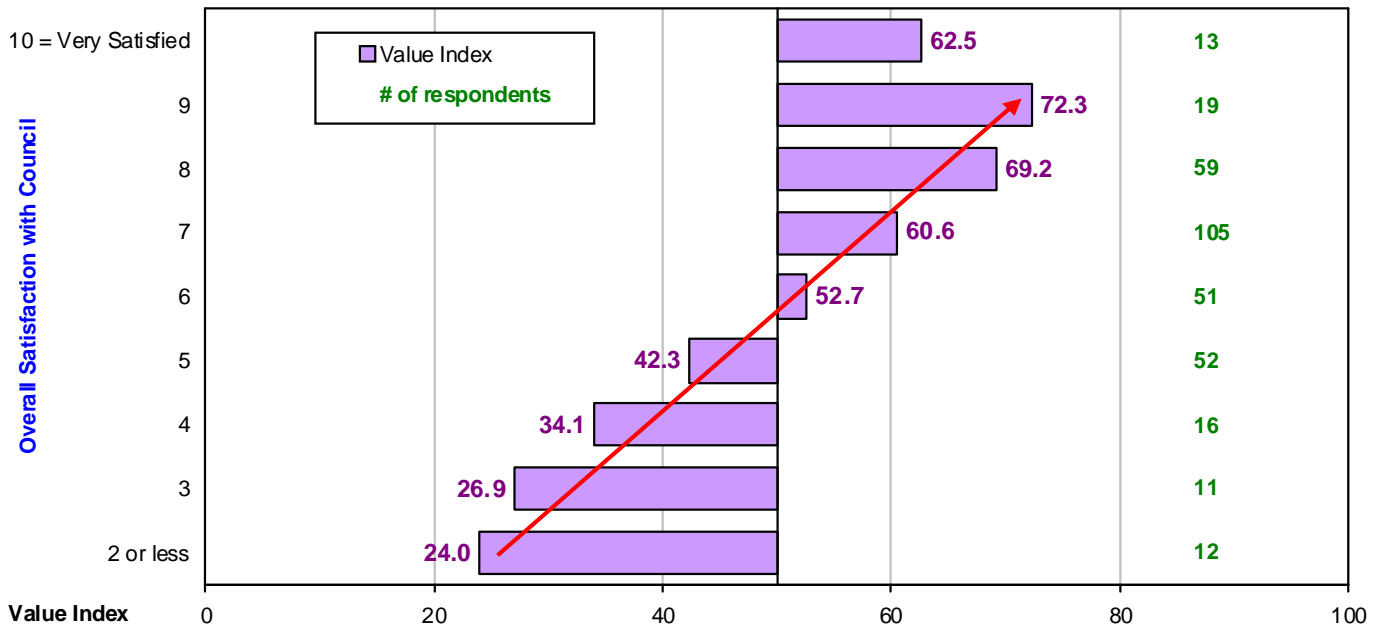
The variables that appear to have had the greatest impact on satisfaction with the value from rates were:

- Those who live on sealed country roads (Value Index 50.6) and those who live on State Highways (Value Index 49.7) are significantly less satisfied with the value from WDC rates than those who live on sealed residential roads (Value Index 56.0)
- Those on the mains water supply network (Value Index 55.8) are significantly more satisfied with the value from WDC rates than those on tank water only (Value Index 46.2) or bore water (Value Index 43.8).
- Those on septic tank (Value Index 47.6) are significantly less satisfied with the value from WDC rates than those on the wastewater and sewerage pipeline network (Value Index 56.9).
- Those who applied for a building consent (Value Index 58.0) appear more satisfied with the value from WDC rates than those who did not apply for a building consent (Value Index 53.2).
- Those who had some contact with Council staff in the past 12 months (Value Index 56.1) appear more satisfied with the value from WDC rates than those who had no dealings with Council staff (Value Index 46.0).



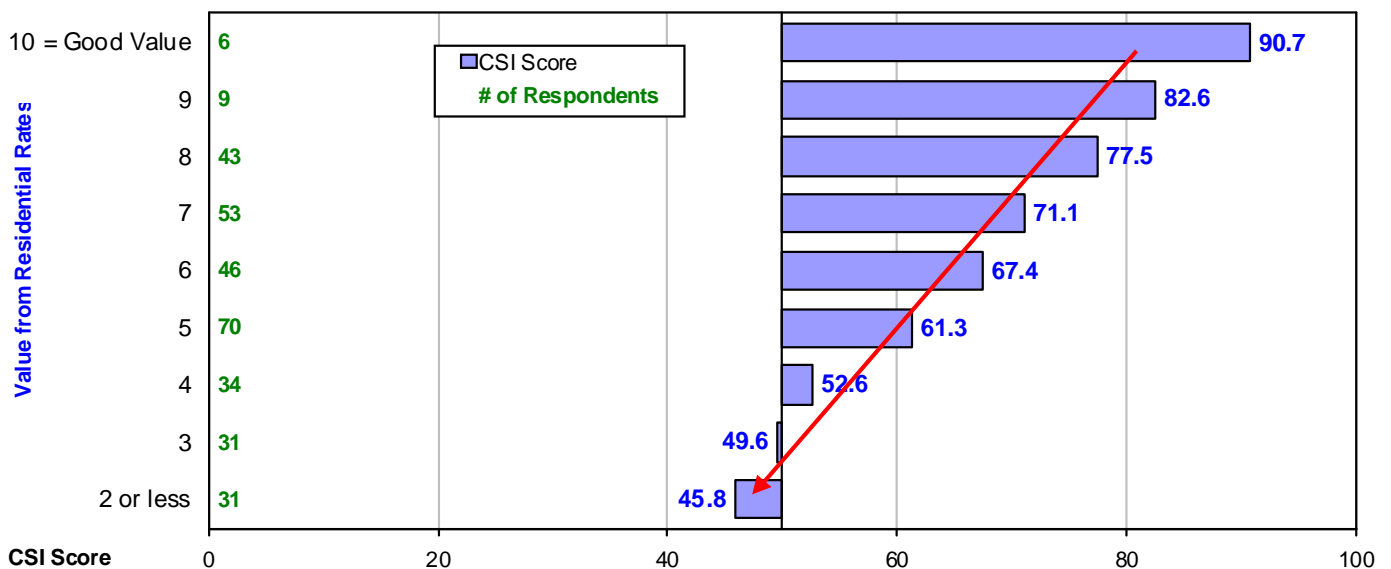
Value from Whakatane District Council Rates by Overall Satisfaction

The following chart shows there is a direct relationship between value for rates and satisfaction with the overall performance of Council. Those who rated the overall performance of Council with a score of 10 (Very Satisfied; n = 13) rate the value from rates with a Value index of 62.5. Conversely, those who rate the overall performance of Council with a score of 2 or less (Very dissatisfied; n = 12) rate the value from rates with a Value index of just 24.0. It appears the more satisfied the respondent is with the overall performance of Council, the higher the perceived value from rates.



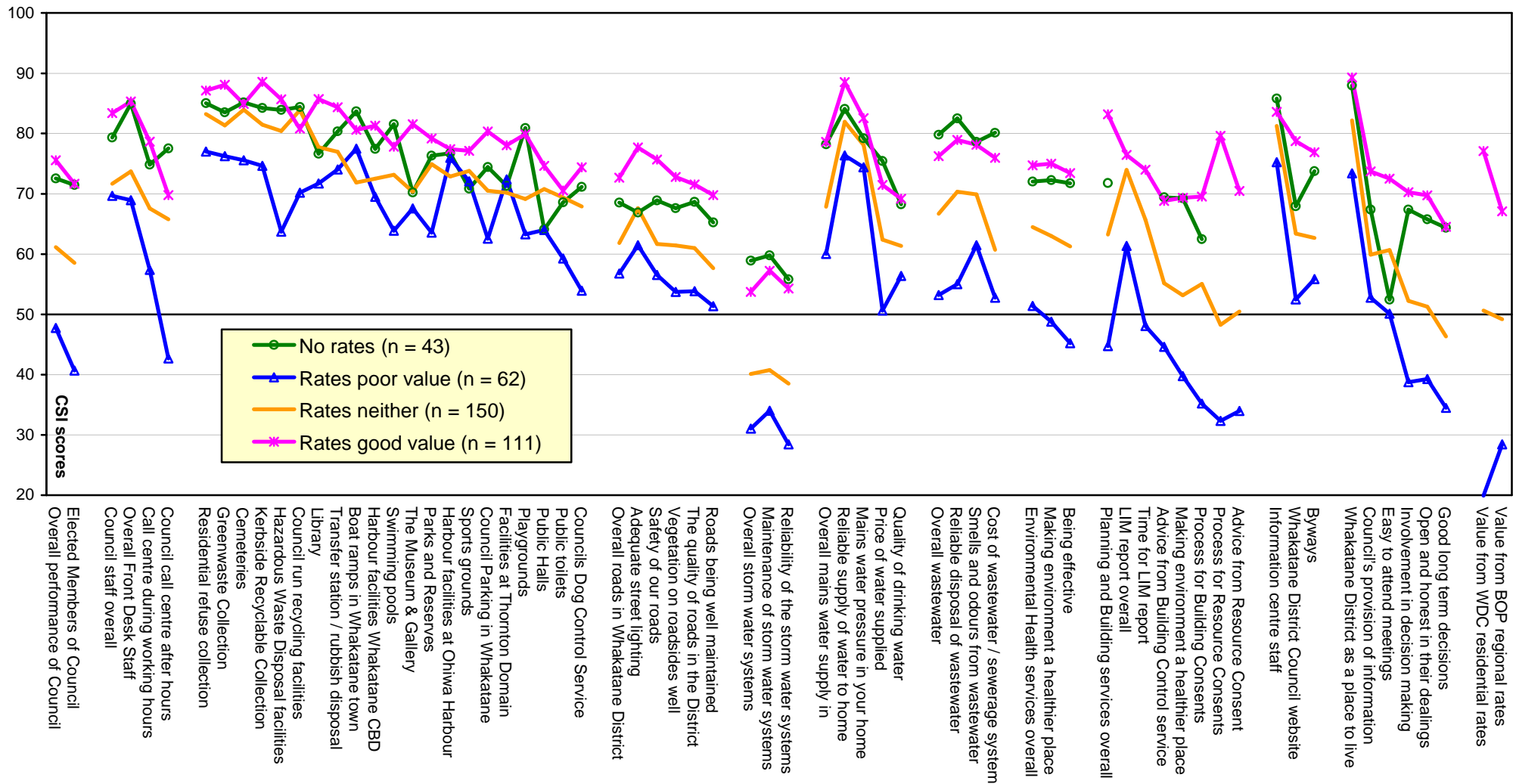
Overall Satisfaction by Value from Whakatane District Council Rates

The following chart shows there is also a direct relationship between satisfaction with the overall performance of Council and WDC Value for Rates. Those who rated the Value from Rates with a score of 10 (Good Value; n = 6) rate the overall performance of Council with a CSI score of 90.7. Conversely, those who rate the Value from Rates with a score of 2 or less (Poor Value; n = 31) rate the overall performance of Council with a CSI score of just 45.8. It appears the higher the perceived value from rates, the more satisfied the respondent is with the overall performance of Council.



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

The chart compares the effect that perceived value for WDC residential rates has on the respondents' satisfaction with all Council provided facilities and services. The perceived value of rates has a significant impact on the respondent's attitudes to Council services and facilities. Respondents who do not pay rates or who think they get good value from their rates tend to rate all facilities and services higher than those who don't think they get good value from rates. Those who think they get poor value from rates (n=62) appear to be more concerned with some of the basic infrastructure problems (e.g. stormwater, roads, water, and wastewater) and also the general Council factors (like the provision of information and the opportunities for involvement in decision making).



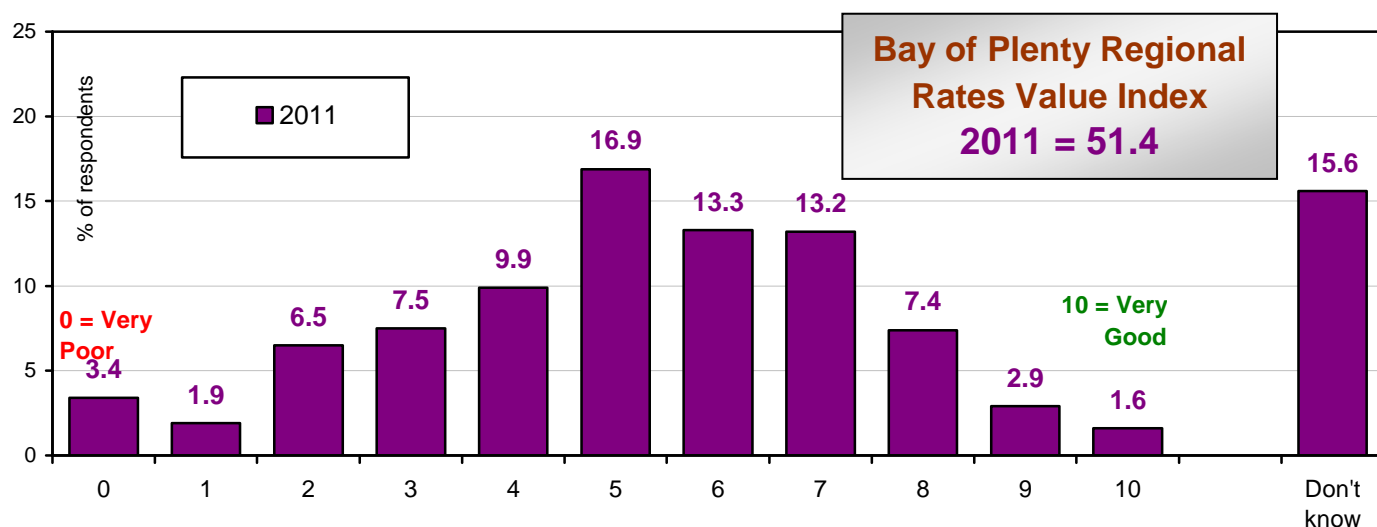
Value for Regional Rates

Those that did pay residential rates were then asked *Thinking now about all Council provided services and facilities and using a 10 point scale where 0 = very poor and 10 = very good, what value do you think you get from the proportion of your residential rates that the Bay of Plenty Regional Council charge?*

A sixth of the respondents (16%) did not answer this question, presumably because they did not know enough to rate the value of their Bay of Plenty Regional Council charge.

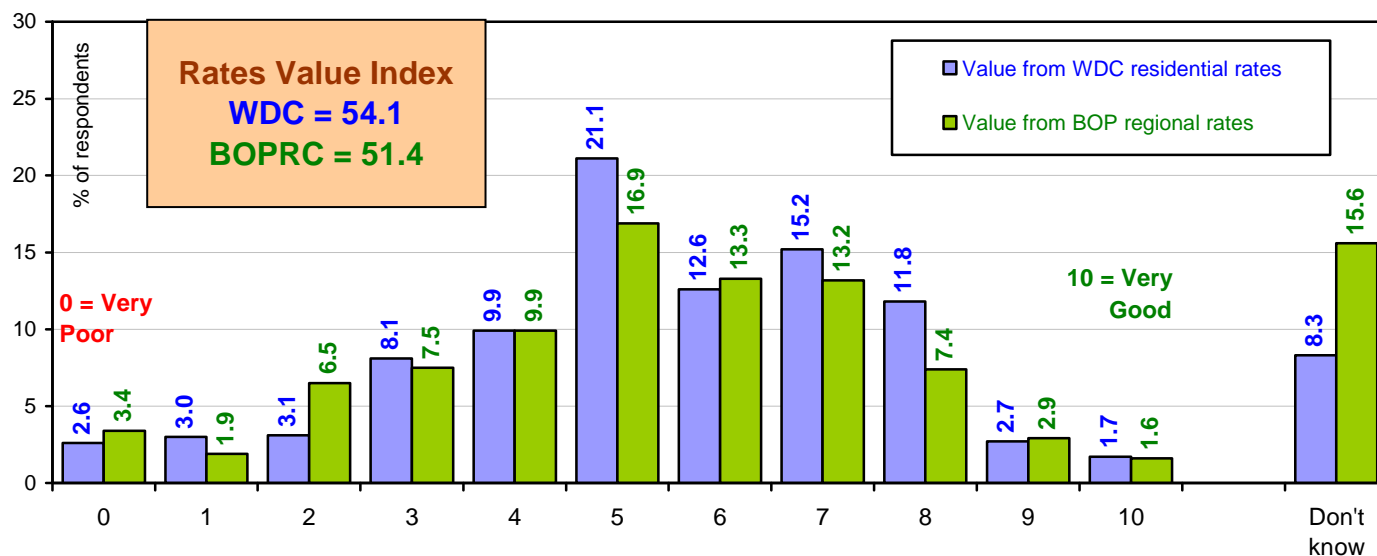
A quarter (25%) of the respondents who paid residential rates (n = 352) thought they received good value for their residential rates that the Bay of Plenty Regional Council charge (Scores 7 – 10), but only 5% rated the value for money with a score of 9 or 10. The mode was a score of 5.

A fifth of those who paid residential rates (19%) thought they received poor value (Scores 0 – 3) while over a third (40%) rated the value of residential rates as neutral (Scores 4 – 6). The Value Index is 51.4, which infers on average, respondents think they get neither good nor poor value from their rates.



Comparing the District versus Regional Value for rates

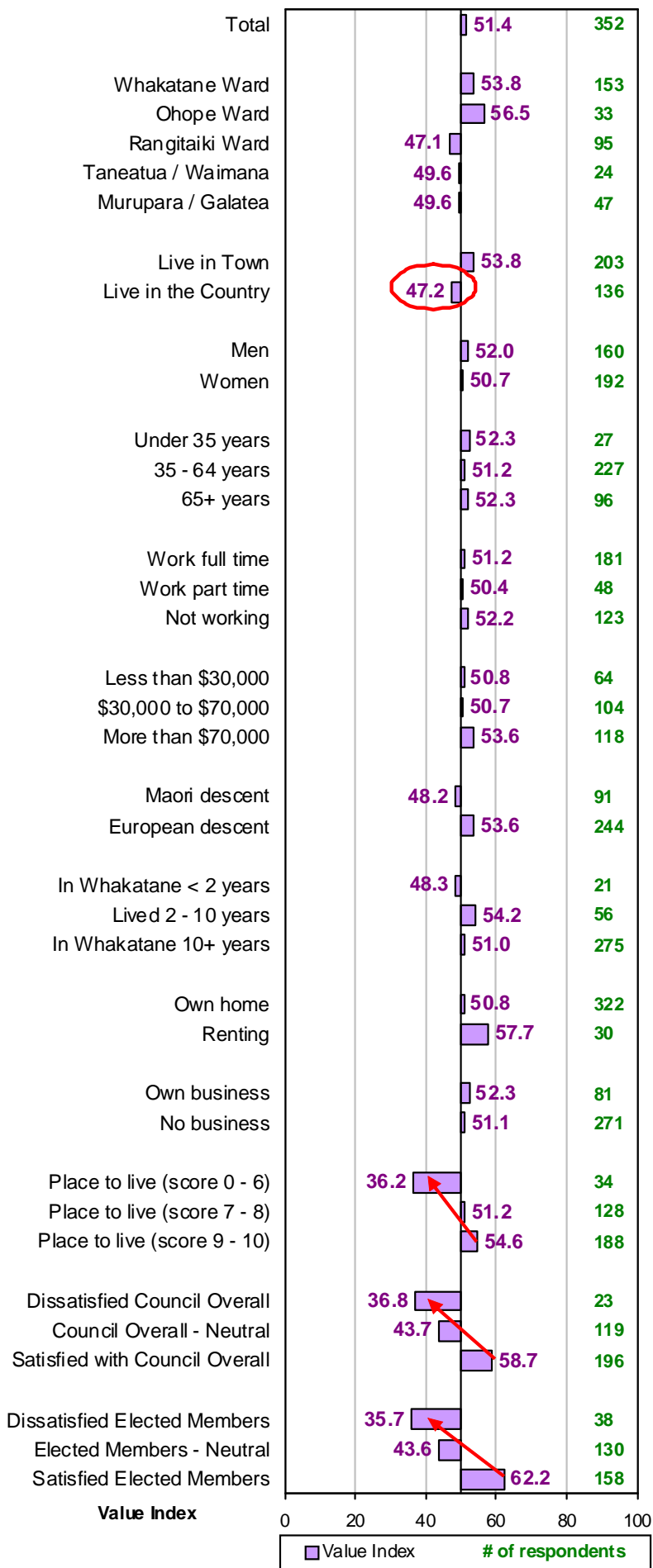
The profile for the value for rates is similar for both for the proportion that the Whakatane District Council and the Bay of Plenty Regional Council charge. A higher proportion of respondents did not answer this question for the regional rates (15% vs. 8%) and fewer thought they got good value (Scores 0 – 3) (25% versus 31% for WDC). A fifth of the respondents thought they received poor value (Scores 0 – 3) from each group. The Value Index is 54.1 for WDC rates and 2.7 points lower on 51.4 for BoPRC rates.



Value from Bay of Plenty Regional Residential Rates by demographics

The variables that appear to have the greatest impact on perceived value of the proportion of residential rates that Bay of Plenty Regional Council charge were:

- Those from the Ohope Ward (Value Index 56.5) rate the value from the Bay of Plenty Regional rates significantly higher than those from the other Wards.
- Those who live in the Town (Value Index 53.8) rate the value from BoPRC rates significantly higher than those who live in the Country (Value Index 47.2)
- Those of European descent (Value Index 53.6) rate the value from BoPRC rates significantly higher than those of Maori descent.
- Those who rated Whakatane as a place to live with scores of 9 or 10 (Value Index 54.6) rate the value from BoPRC rates significantly higher than those who rated Whakatane as a place to live with scores of 0 to 6 (Value Index 36.2)
- Respondents who were satisfied with Council overall (Value Index 58.7) rate the value from BoPRC rates significantly higher than those who were dissatisfied with Council overall (Value Index 36.8).
- In a similar vein, respondents who were satisfied with the Elected Members overall (Value Index 62.2) rate the value from BoPRC rates significantly higher than those who were dissatisfied with the Elected Members overall (Value Index 35.7).

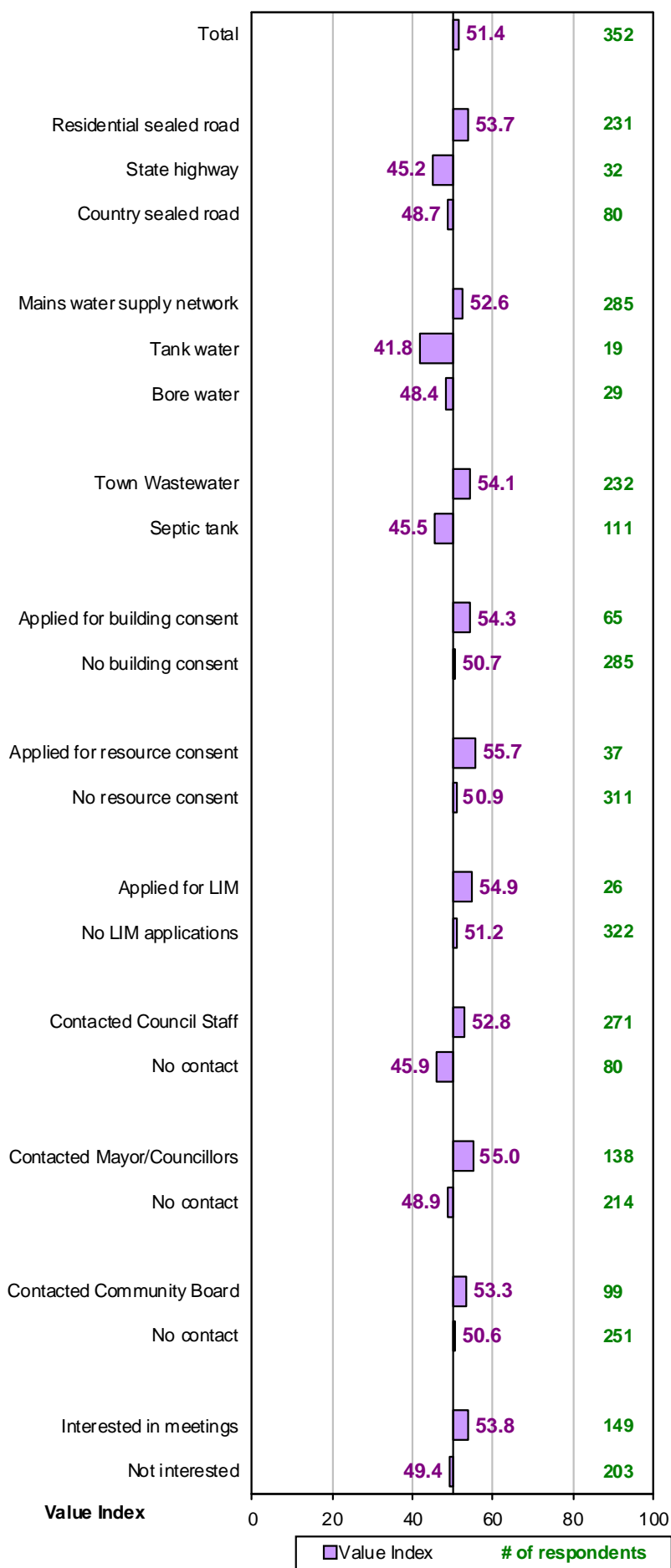


Value from Bay of Plenty Regional Rates by Services

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

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

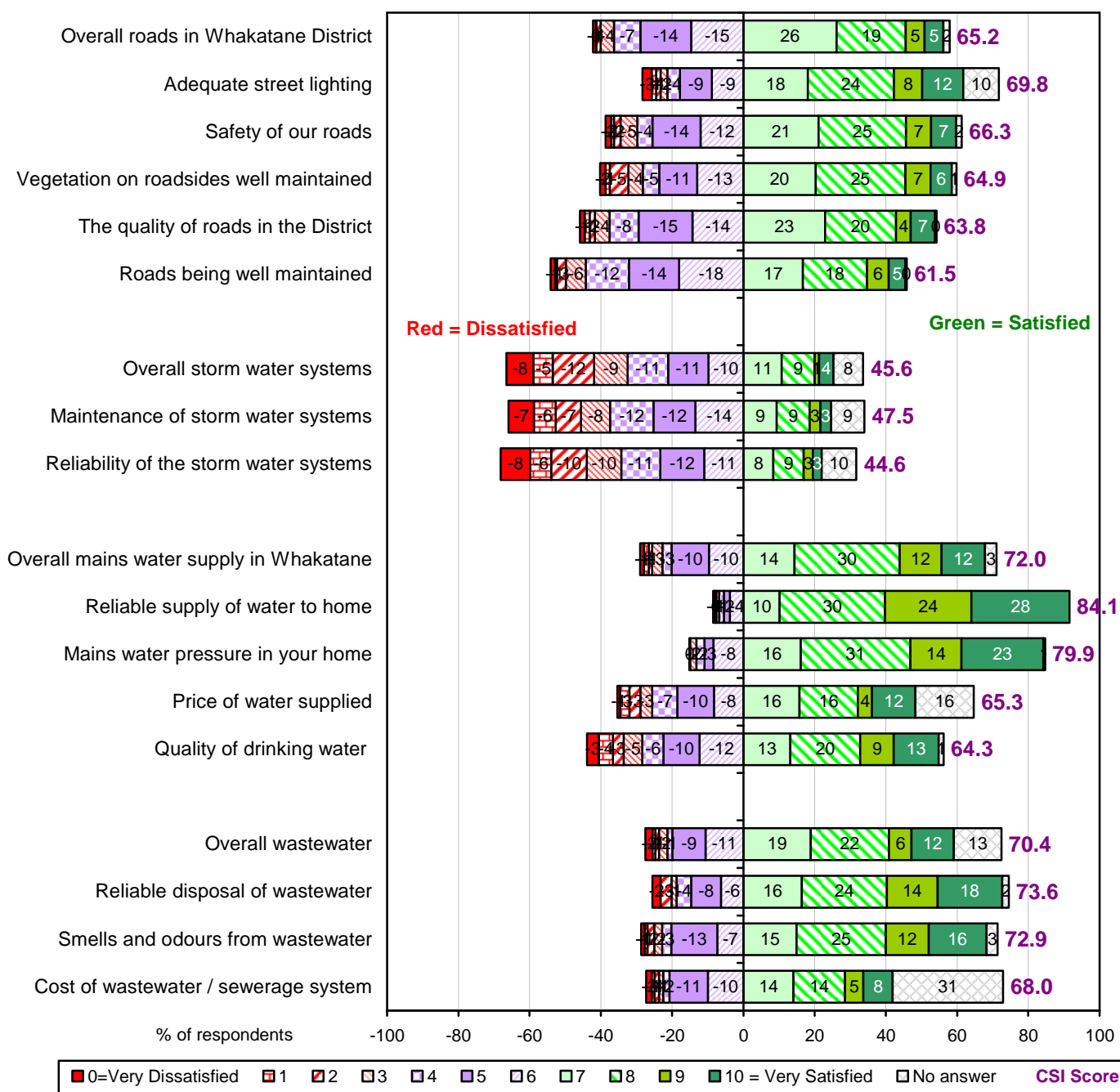
- Those who live on sealed country roads (Value Index 48.7) and those who live on State Highways (Value Index 45.2) are significantly less satisfied with the value from BoPRC rates than those who live on sealed residential roads (Value Index 53.7)
- Those on the mains water supply network (Value Index 52.6) are significantly more satisfied with the value from BoPRC rates than those on tank water only (Value Index 41.8) or bore water (Value Index 48.4).
- Those on septic tank (Value Index 45.5) are significantly less satisfied with the value from BoPRC rates than those on the wastewater and sewerage pipeline network (Value Index 54.1).
- Those who applied for a resource consent (Value Index 55.7) appear more satisfied with the value from BoPRC rates than those who did not apply for a resource consent (Value Index 50.9).
- Those who had some contact with Council staff in the past 12 months (Value Index 52.8) appear more satisfied with the value from BoPRC rates than those who had no dealings with Council staff (Value Index 45.9).
- Those who had some contact with the Mayor or Councillors in the past 12 months (Value Index 55.0) appear more satisfied with the value from BoPRC rates than those who had no dealings with the Mayor or Councillors (Value Index 48.9).
- Those who had some contact with the Mayor or Councillors in the past 12 months (Value Index 55.0) appear more satisfied with the value from BoPRC rates than those who had no dealings with the Mayor or Councillors (Value Index 48.9).



Satisfaction with Council Core Services and Facilities

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

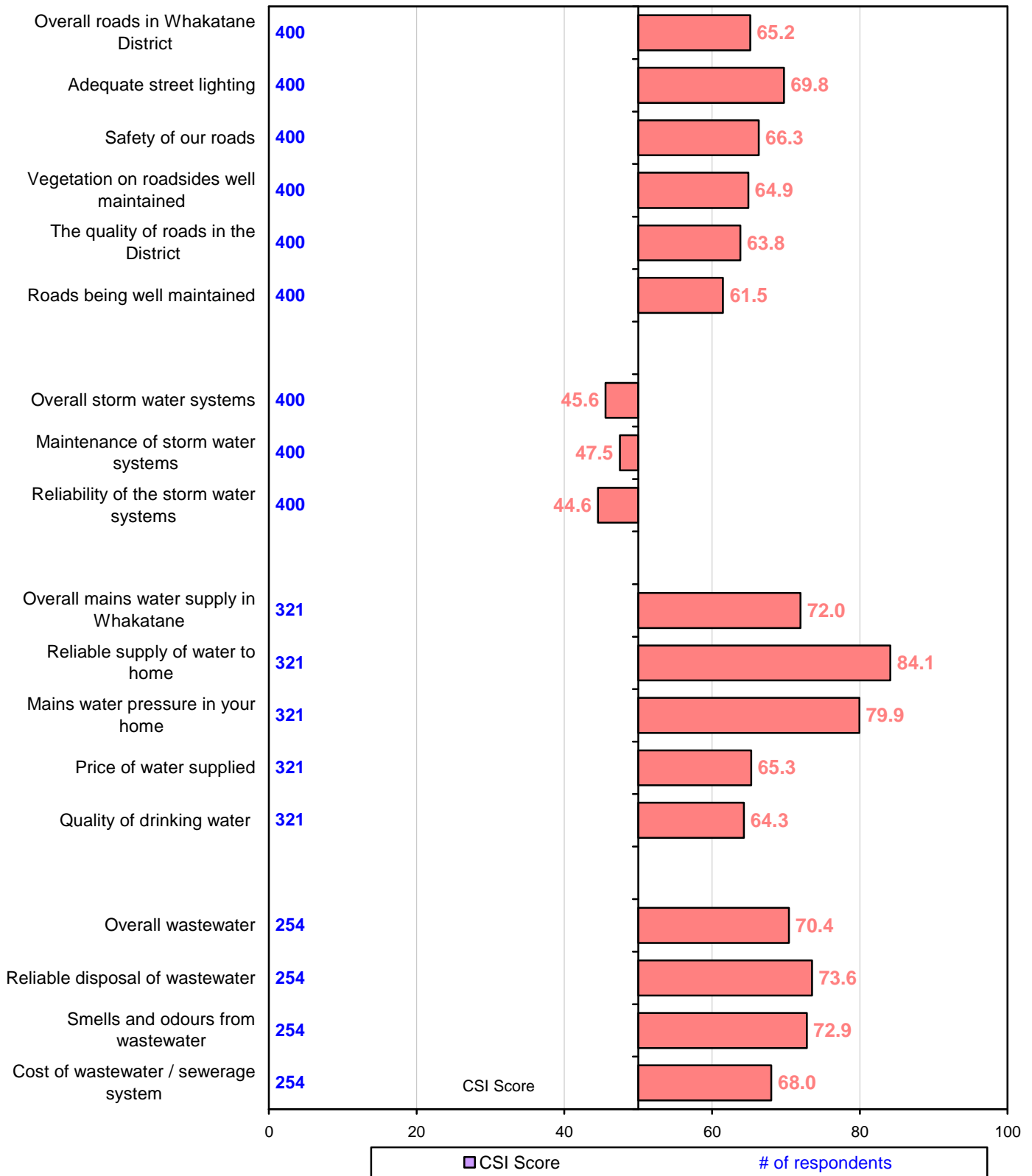
The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 92% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 22% for 'the reliability of the stormwater systems from streets, public areas and residents homes'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 2% for 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' up to 34% for the 'reliability of the stormwater systems from streets, public areas and residents homes'. The factor with the most respondents rating with a score of 10 was 'having a reliable supply of water to home' (28%) while the factor with the most rating with a score of 0 is for the 'reliability of the stormwater systems from streets, public areas and residents homes' (8.3%).



CSI scores by Council Services and Facilities

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

The CSI scores range from a high of 84.1 'having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)' down to 44.6 for 'the reliability of the stormwater systems from streets, public areas and residents homes'. The three stormwater factors are rated with CSI scores that infer there is a clear need for improvement.



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

The following chart compares the CSI scores for the Services & Facilities for 2011 versus 2008 and 2004. There was a mix of 3 increases and 15 decreases in CSI scores from 2008 but many were small. The largest increase was a rise of 3.2 points for *‘the price of water supplied’* (CSI score 65.3). The largest decrease was of 20.1 points for *‘the reliability of the stormwater systems from streets, public areas and residents homes’* (CSI score 44.6) followed by a decrease of 18.4 points for *‘the overall effectiveness of the stormwater systems’* (CSI score 45.6).



Roads

Type of Road

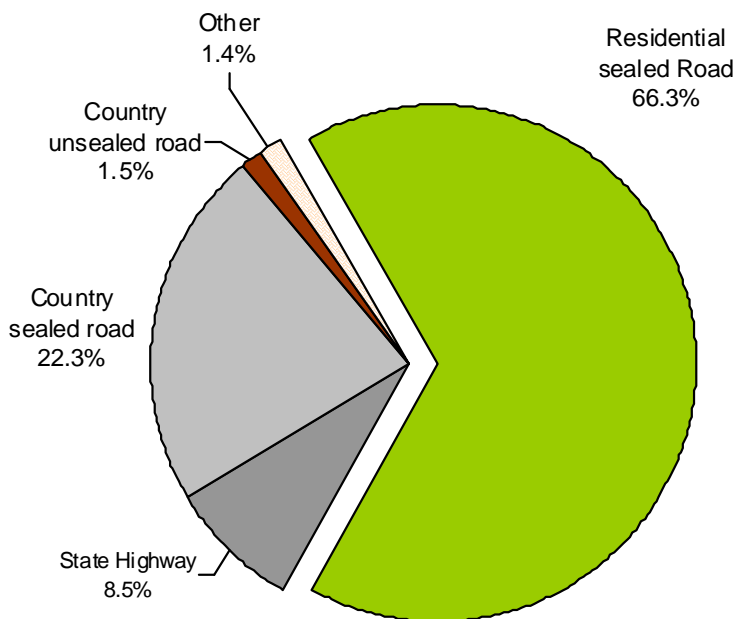
Respondents were asked to indicate which type of road they currently live beside.

Two thirds of the sample (66%) live beside a Residential Sealed Road.

A tenth of the sample (9%) lived on a State Highway but close to half of these respondents lived in town.

A fifth of the sample (22%) lived beside a Country Sealed Road while 2% live beside a Country Unsealed Road.

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



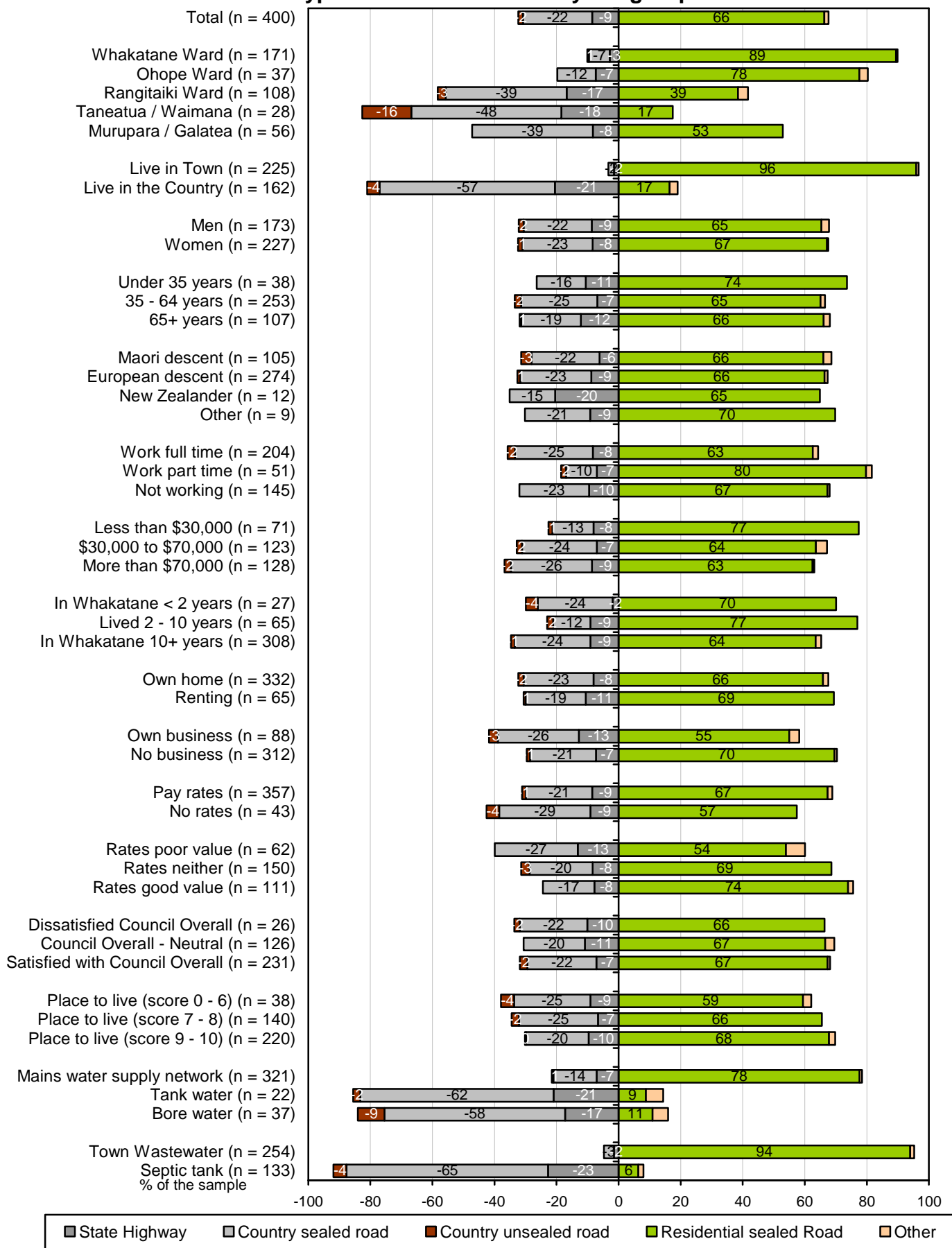
The charts on the next page shows the proportion of each subgroup that lived on each type of road. Respondents who were significantly **more likely** to live beside a Country Unsealed Road included:

- Those who live in the Country (4% of the subgroup)
- Those on bore water (9% of the subgroup)
- Those on septic water (4% of the subgroup)

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

- Those who live in Town (96% of the subgroup)
- Those on the wastewater and sewage pipeline network water (94% of the subgroup)
- Those from the Whakatane Ward (89% of the subgroup) or Ohope Ward (78%)
- Those who work part time (80% of the subgroup)
- Those on mains water supply (78% of the subgroup)
- Those with a total annual household income under \$30,000 (77% of the subgroup)
- Those who thought they got good value for their rates (74% of the subgroup)
- Those who do not operate their own business (70% of the subgroup)

Type of Road live beside by subgroup



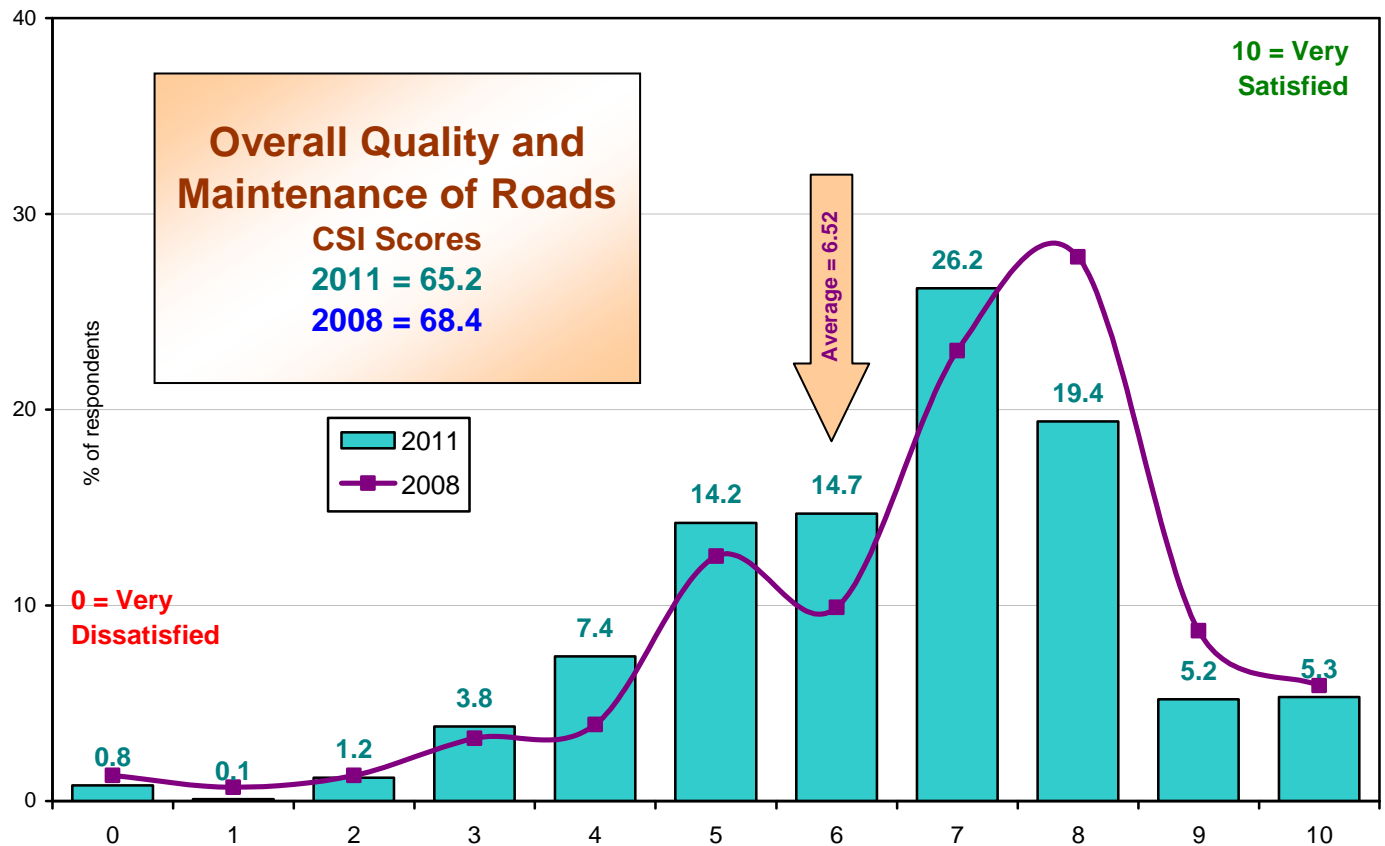
Satisfaction with the Overall Quality and Maintenance of Roads

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

Just over half of the respondents (56%) were satisfied with the overall quality and maintenance of the roads in the Whakatane District, (Scores 7 – 10). A tenth (11%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 7 (26%).

A third of the respondents (36%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 6% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the overall quality and maintenance of the roads in the Whakatane District was 65.2. This is a decrease of 3.2 points from the 2008 CSI score of 68.4. The current CSI score still rates as a good performance but with potential for improvement.



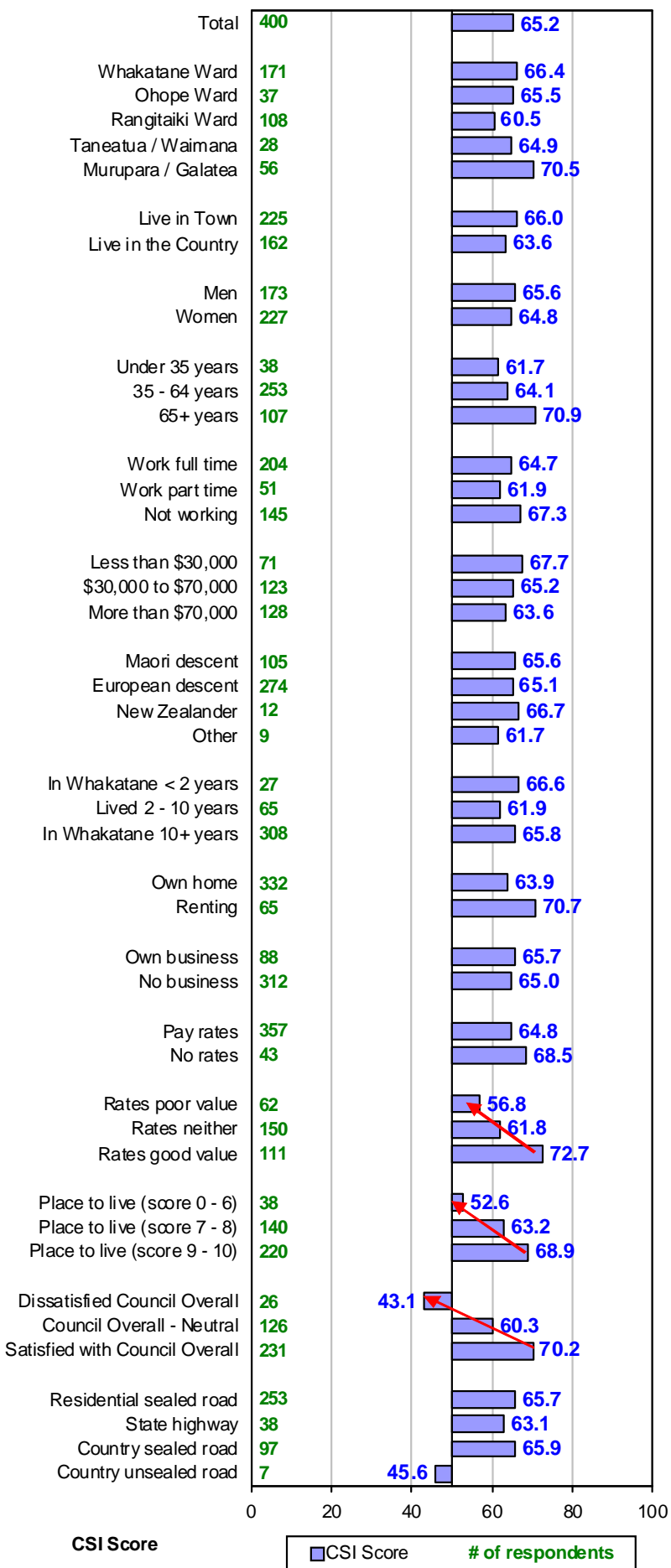
Satisfaction with Overall Quality and Maintenance of Roads in the Whakatane District by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 70.5) are significantly more satisfied than those from the other Wards
- Those who live in the Country (CSI score 63.6) are less satisfied than those who live in Town (CSI score 66.0)
- Those in the over 65 age group (CSI score 70.9) appear more satisfied than those in the other age groups (CSI score 61.7 – 64.1)
- Those with a household income of less than \$30,000 (CSI score 67.7) appear more satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 72.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 56.8).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 68.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 52.6)
- Those who were satisfied with the overall performance of Council (CSI score 70.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 43.1).
- Those who lived on Residential Sealed Roads (CSI score 65.7) or Country Sealed Roads (CSI score 65.9) were significantly more satisfied than the few who lived on Country Unsealed Roads (CSI score 45.6). However, no group is very satisfied.

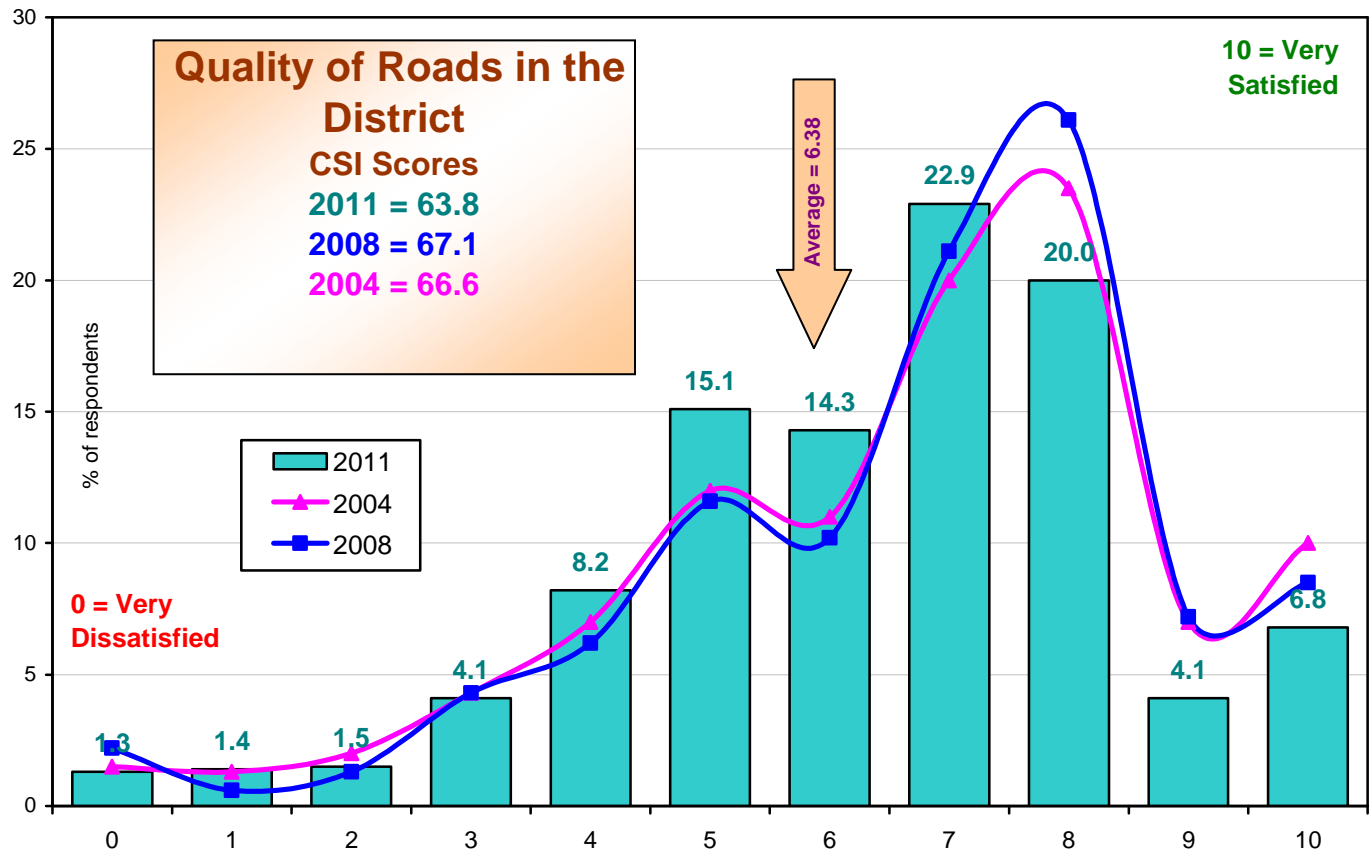


Satisfaction with the Quality of Roads in the District

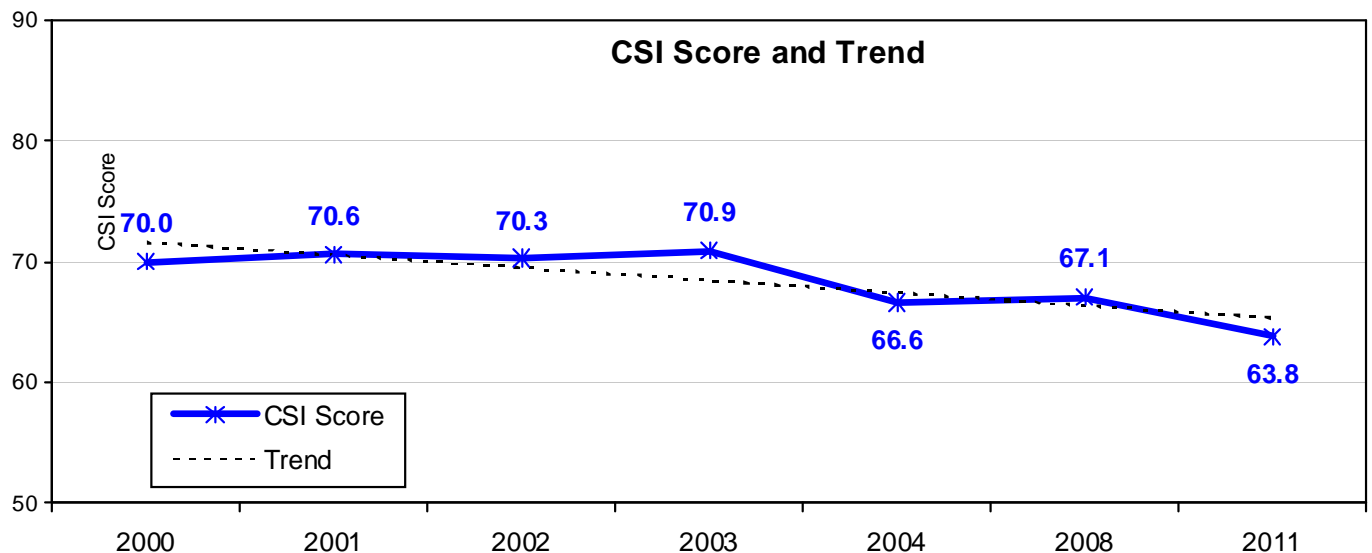
Respondents were asked to rate their satisfaction with the quality of roads in the District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents (54%) were satisfied with the quality of roads in the District, (Scores 7 – 10). A ninth (11%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 7 (23%). Over a third of the respondents (38%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 8% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Quality of roads in the District was 63.8. This rates as fair but needing improvement.



The CSI score of 63.8 is 3.3 points lower than the 2008 results and is the lowest recorded to date. The current CSI score is also below the declining trend line.



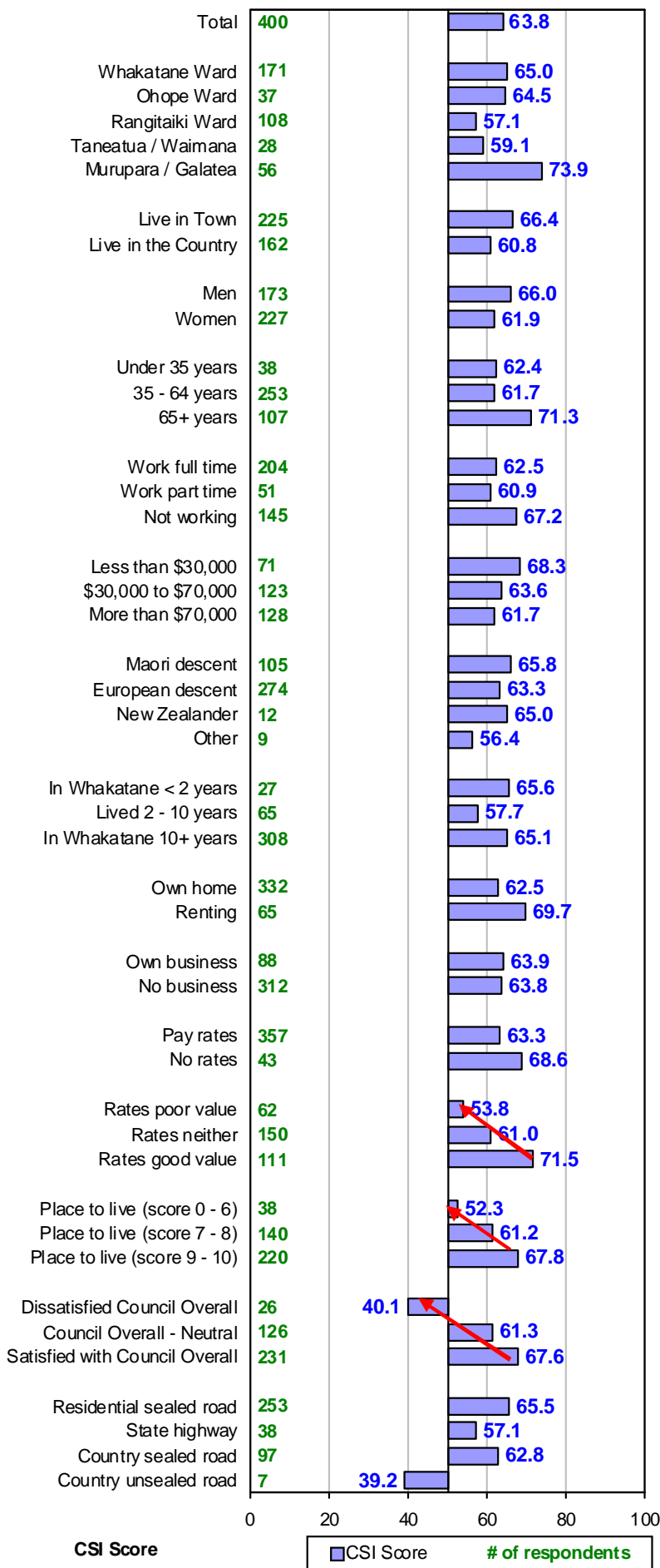
Satisfaction with Quality of Roads in the District by demographics

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

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

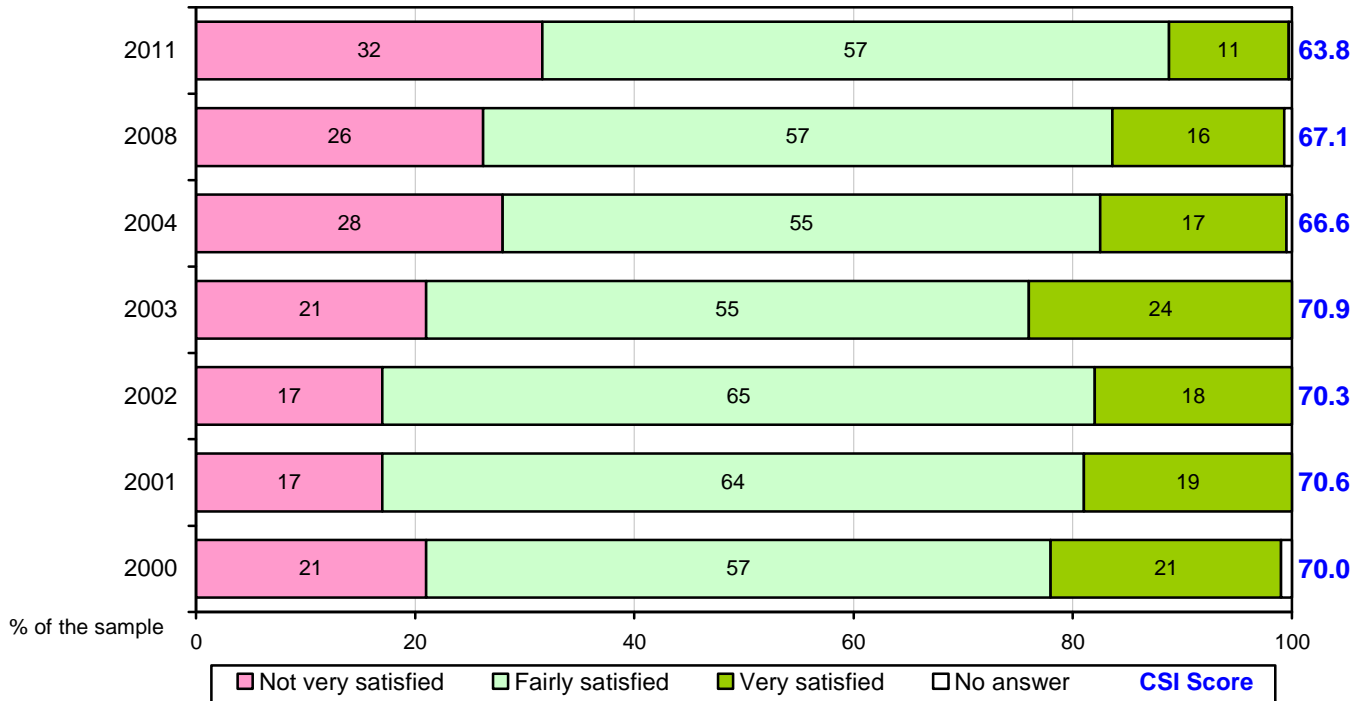
The variables that appear to have had the greatest impact on satisfaction with the quality of roads in the district were:

- Those from the Taneatua / Waimana Ward (CSI score 59.1) and Rangitaiki Ward (CSI score 57.1) are significantly less satisfied than those from the other Wards
- Those who live in the Country (CSI score 60.8) are significantly less satisfied than those who live in Town (CSI score 66.4)
- Those in the over 65 age group (CSI score 71.3) appear more satisfied than those in the other age groups (CSI score 61.7 – 62.4)
- Those with a household income of under \$30,000 (CSI score 68.3) appear more satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 71.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 53.8).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 67.8) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 52.3)
- Those who were satisfied with the overall performance of Council (CSI score 67.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 40.1).
- Those who lived on Residential Sealed Roads (CSI score 65.5) were more satisfied than the few who lived on Country Unsealed Roads (CSI score 39.2).

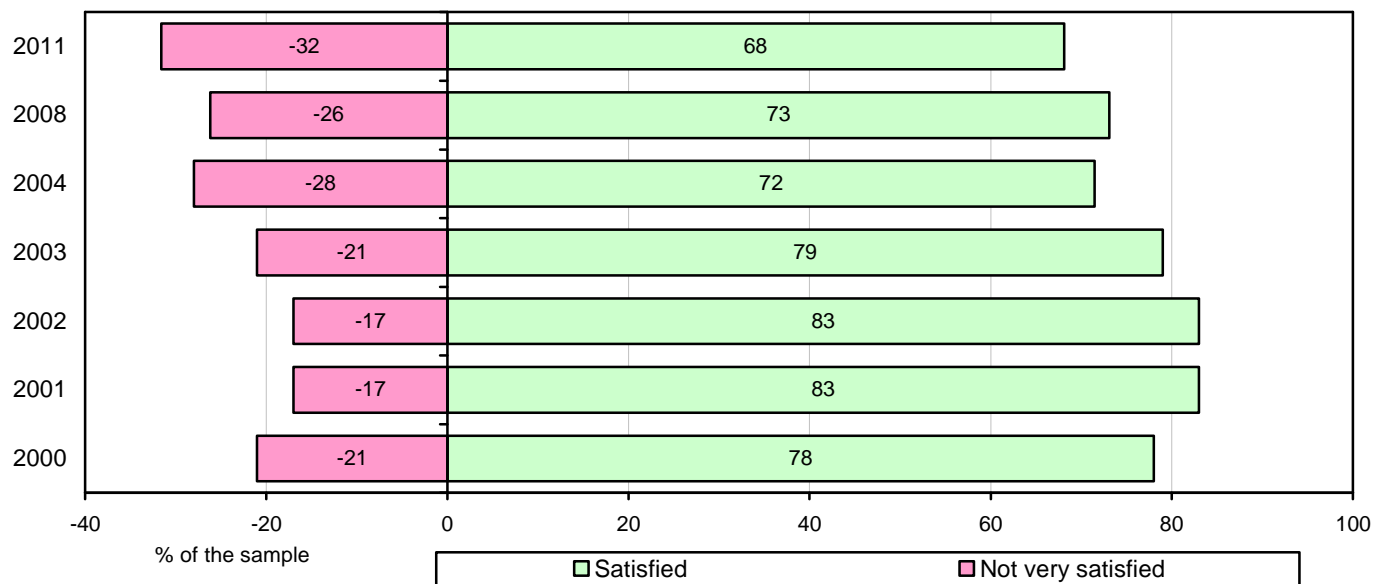


Quality of the roads Satisfaction Comparison with History

The following chart compares the history of satisfaction with the quality of the roads using the previous 3 point scale and an estimated CSI score for each year. This shows that 11% are very satisfied with the quality of the roads with a further 57% being fairly satisfied. However, a third of the sample, 32% of respondents were not very satisfied with the roads. The CSI score is the lowest recorded by this monitor.



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



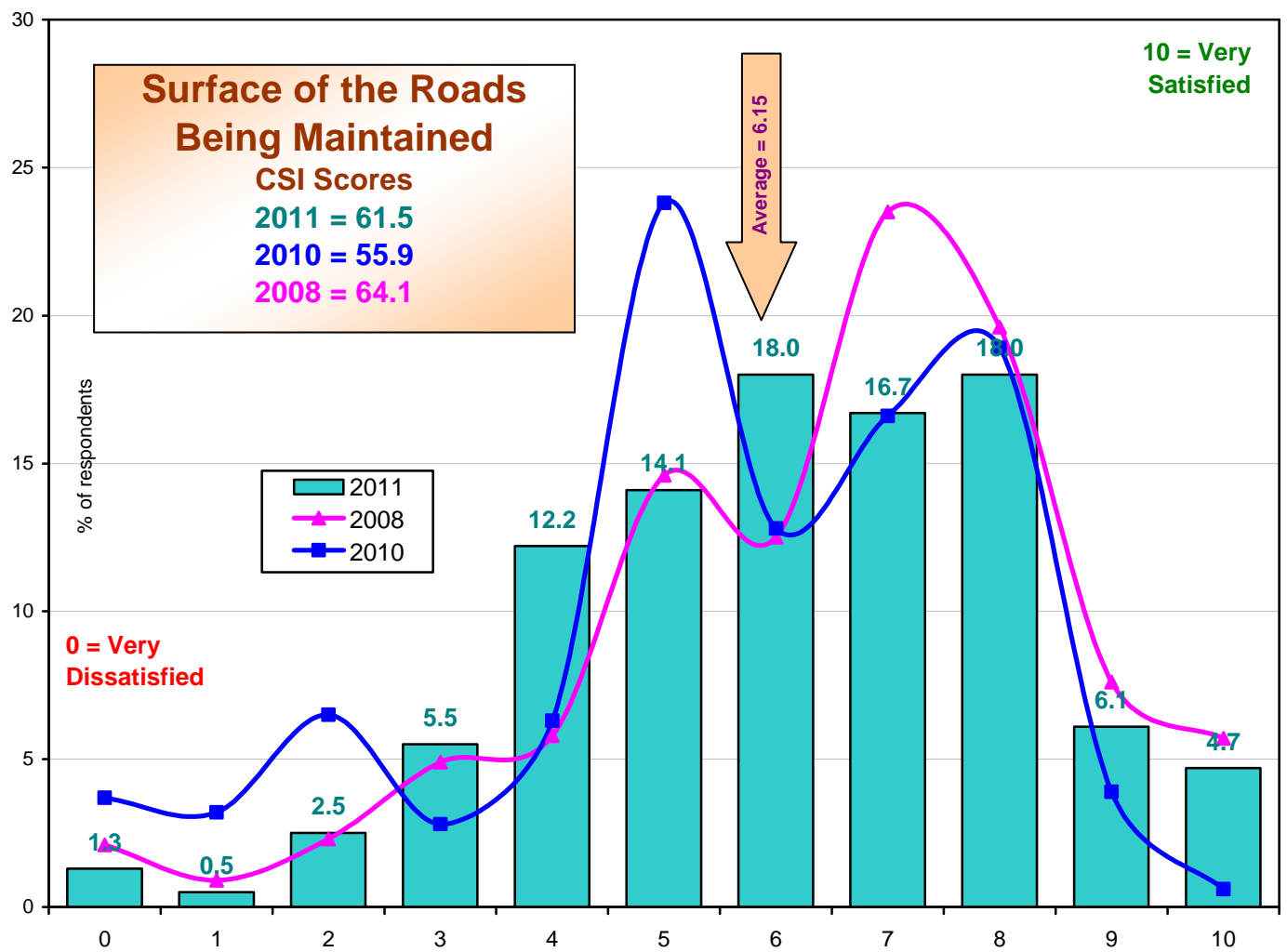
Satisfaction with the Surface of the Roads Being Maintained

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

Less than half of the sample (46%) were satisfied with the surface of the roads being maintained, (Scores 7 – 10), however 11% rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 6 and 8 (18%).

Close to a half of the respondents (44%) rated their satisfaction with a score that was neutral (Scores 4 – 6). A tenth of the respondents (10%) were dissatisfied (Scores 0 – 3).

The CSI score for satisfaction with the surface of the roads being maintained was 61.5. This again indicates respondents have some concerns about the maintenance of roads. The CSI score is up from the partial survey in 2010 but below the 2008 CSI score of 64.1.



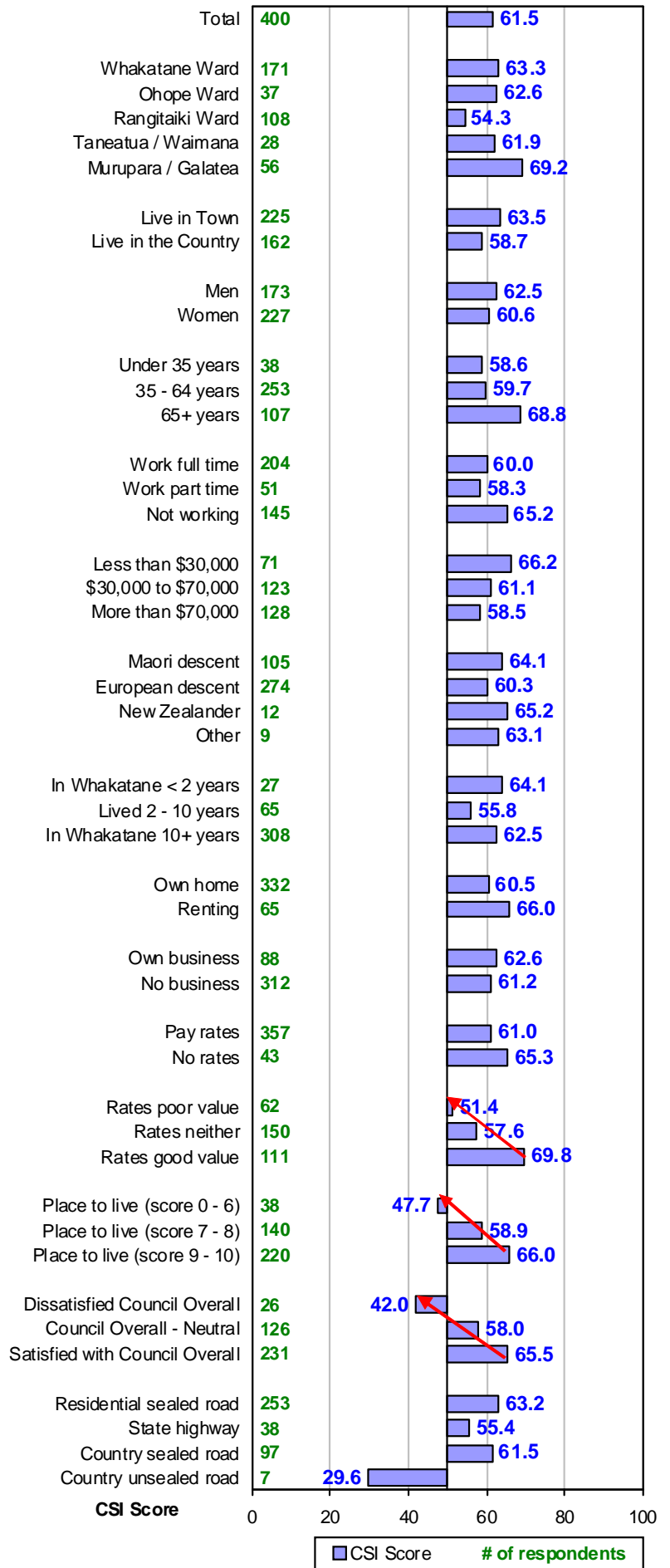
Satisfaction with the surface of the roads being maintained by demographics

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

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

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

- Those from the Rangitaiki Ward (CSI score 54.3) are significantly less satisfied than those from the other Wards
- Those who live in the Country (CSI score 58.7) are significantly less satisfied than those who live in Town (CSI score 63.5)
- Those in the over 65 age group (CSI score 68.8) appear more satisfied than those in the other age groups
- Those who have lived in Whakatane for 2 - 10 years (CSI score 55.8) appear less satisfied.
- Respondents who thought they received good value for their rates (CSI score 69.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 51.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 66.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 47.7)
- Those who were satisfied with the overall performance of Council (CSI score 65.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 42.0).
- Those who lived on Residential Sealed Roads (CSI score 63.2) were more satisfied than the few who lived on Country Unsealed Roads (CSI score 29.6).



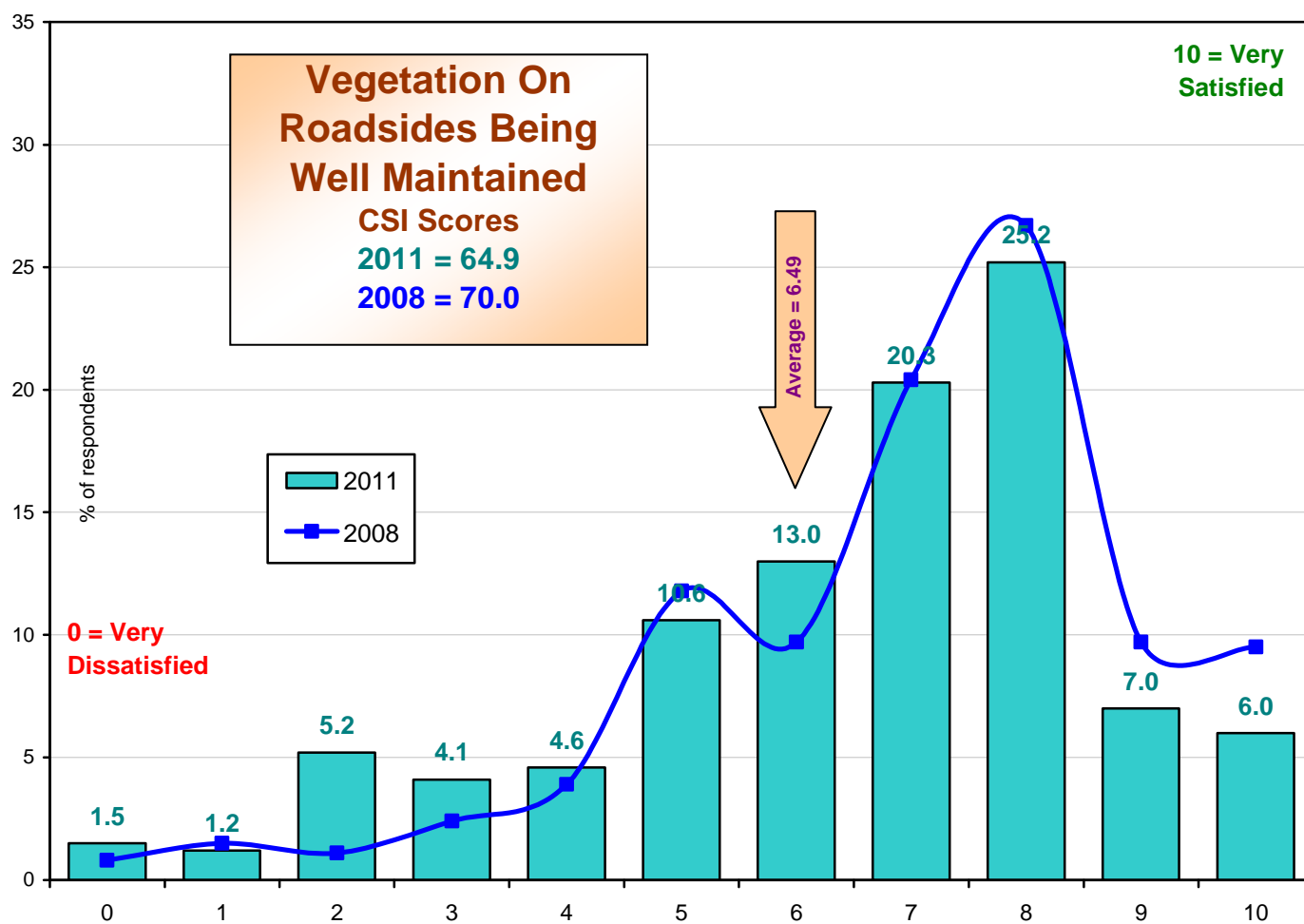
Satisfaction with Vegetation on Roadsides Being Well Maintained

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

Over half of the respondents (59%) were satisfied with the plants and vegetation on the side of the roads being well maintained, (Scores 7 – 10), including 13% who rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (25%).

A quarter of the respondents (28%) rated their satisfaction with a score that was neutral (Scores 4 – 6) and an eighth of the respondents (12%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for plants and vegetation on the side of the roads being well maintained was 64.9. This is 5.1 points lower than the CSI score of 70 recorded in 2008. The current CSI score reflects a need for improvement.



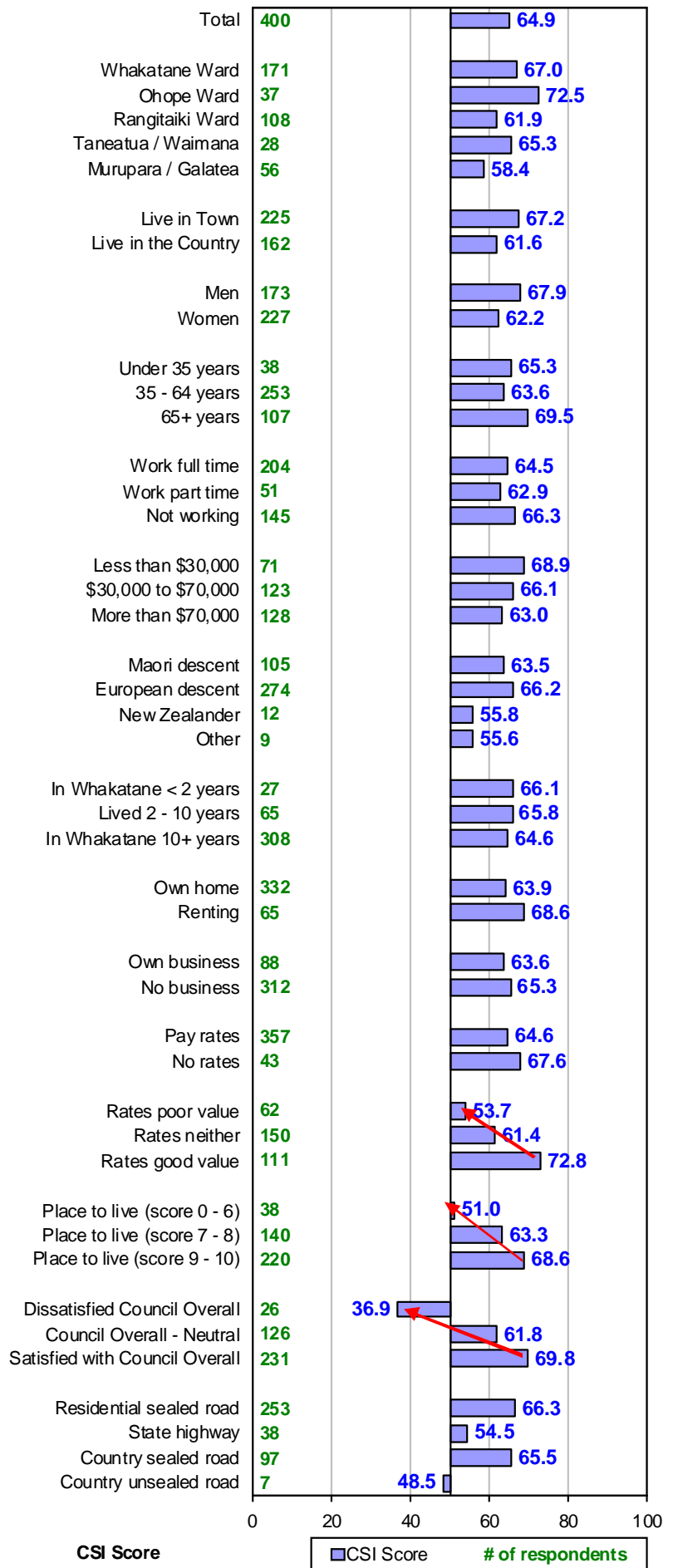
Satisfaction with the plants and vegetation on the side of the roads being well maintained by demographics

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

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

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

- Those from the Ohope Ward (CSI score 72.5) are significantly more satisfied than those from the other Wards
- Those who live in the Country (CSI score 61.6) are significantly less satisfied than those who live in Town (CSI score 67.2)
- Those with a household income of under \$30,000 (CSI score 68.9) appear more satisfied than those in the higher income brackets.
- Homeowners (CSI score 63.9) appear less satisfied than those who are renting (CSI score 68.6).
- Respondents who thought they received good value for their rates (CSI score 72.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 53.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 68.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 51.0)
- Those who were satisfied with the overall performance of Council (CSI score 69.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 36.9).
- Those who lived on Residential Sealed Roads (CSI score 66.3) were significantly more satisfied than the few who lived on Country Unsealed Roads (CSI score 48.5).



Satisfaction with Having Adequate Street Lighting

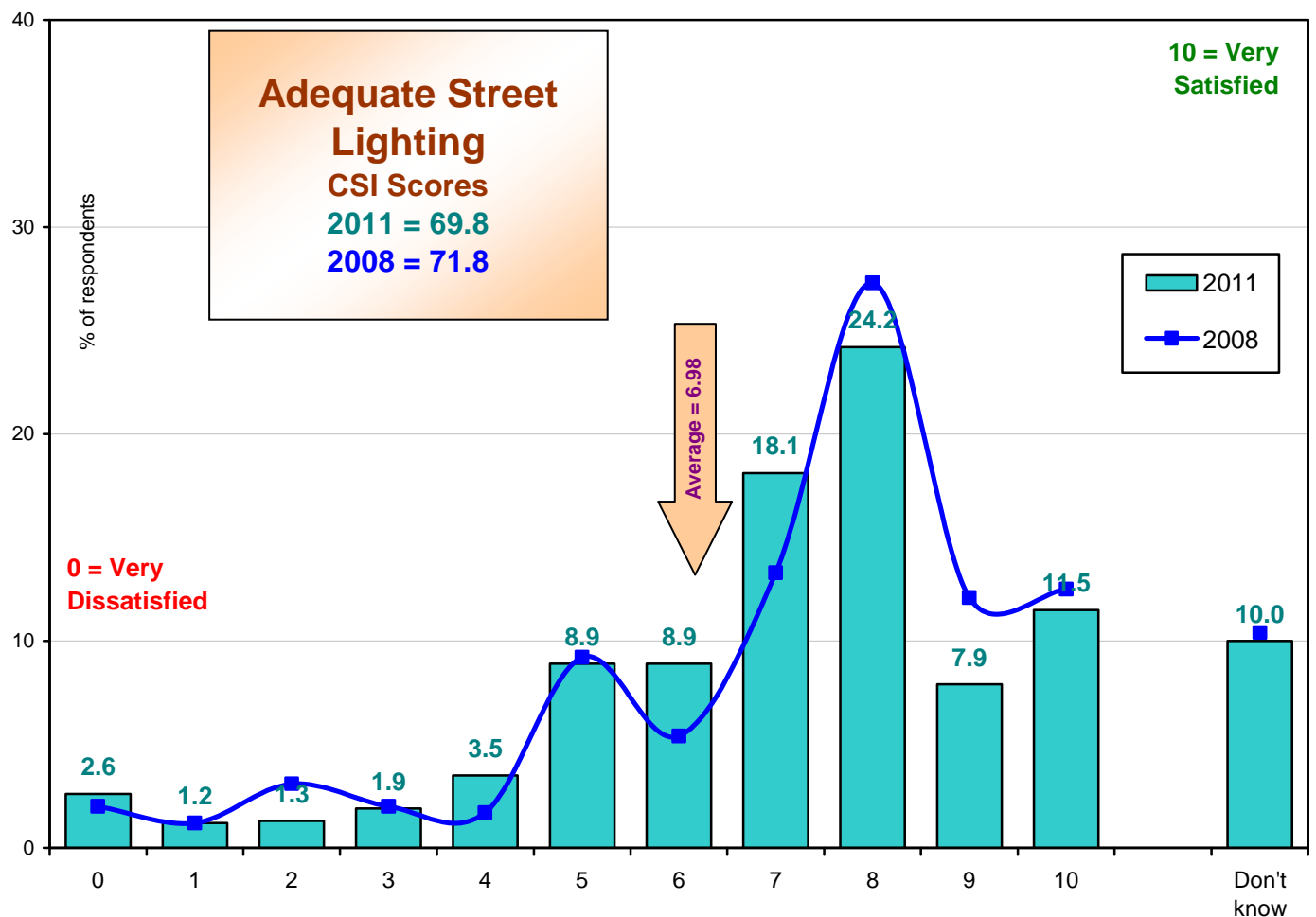
Respondents were asked to rate their satisfaction with having adequate street lighting, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (62%) were satisfied with having adequate street lighting, (Scores 7 – 10), and 19% rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (24%).

A fifth of the respondents (21%) rated their satisfaction with a score that was neutral (Scores 4 – 6) while 7% rated with scores that reflect dissatisfaction (Scores 0 – 3).

Similar to 2008, a tenth of the sample (10%) did not answer this question but this rises to 25% in rural areas.

The CSI score for having adequate street lighting was 69.8. This is 2.0 points lower than 2008 but the CSI score again reflects a good performance but with potential for improvement.



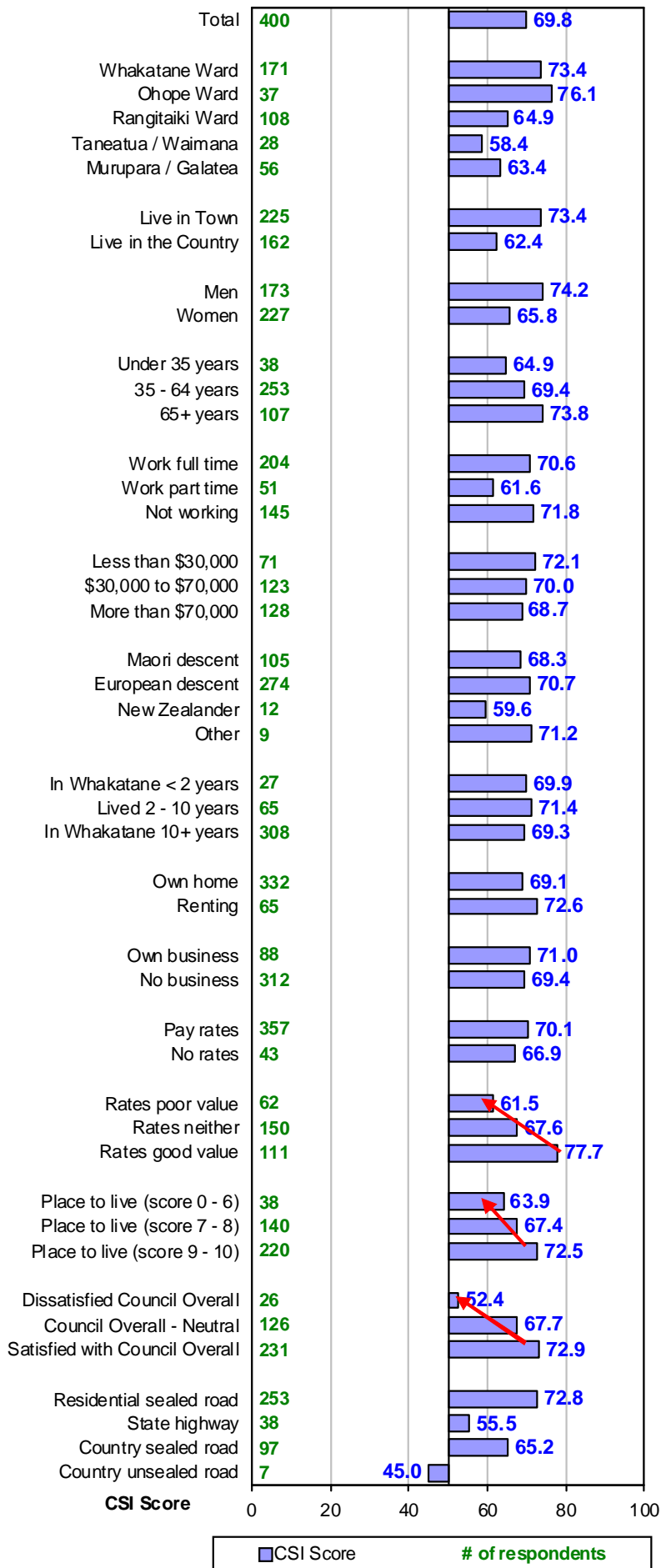
Satisfaction with Having Adequate Street Lighting by demographics

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

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

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

- Those from the Ohope Ward (CSI score 76.1) appear more satisfied than those from the other Wards.
- Those who live in the Country (CSI score 62.4) are significantly less satisfied than those who live in Town (CSI score 73.4)
- Men (CSI score 74.2) appear more satisfied than Women (CSI score 65.8)
- Those in the over 65 age group (CSI score 73.8) are significantly more satisfied than those who are in the younger age group.
- Those with a total annual household income of less than \$30,000 (CSI score 72.1) are more satisfied than those in the other income brackets.
- Respondents who thought they received good value for their rates (CSI score 77.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 61.5).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 72.5) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 63.9)
- Those who were satisfied with the overall performance of Council (CSI score 72.9) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 52.4).
- Those who lived on Residential Sealed Roads (CSI score 72.8) were significantly more satisfied than the few who lived on Country Unsealed Roads (CSI score 45.0).



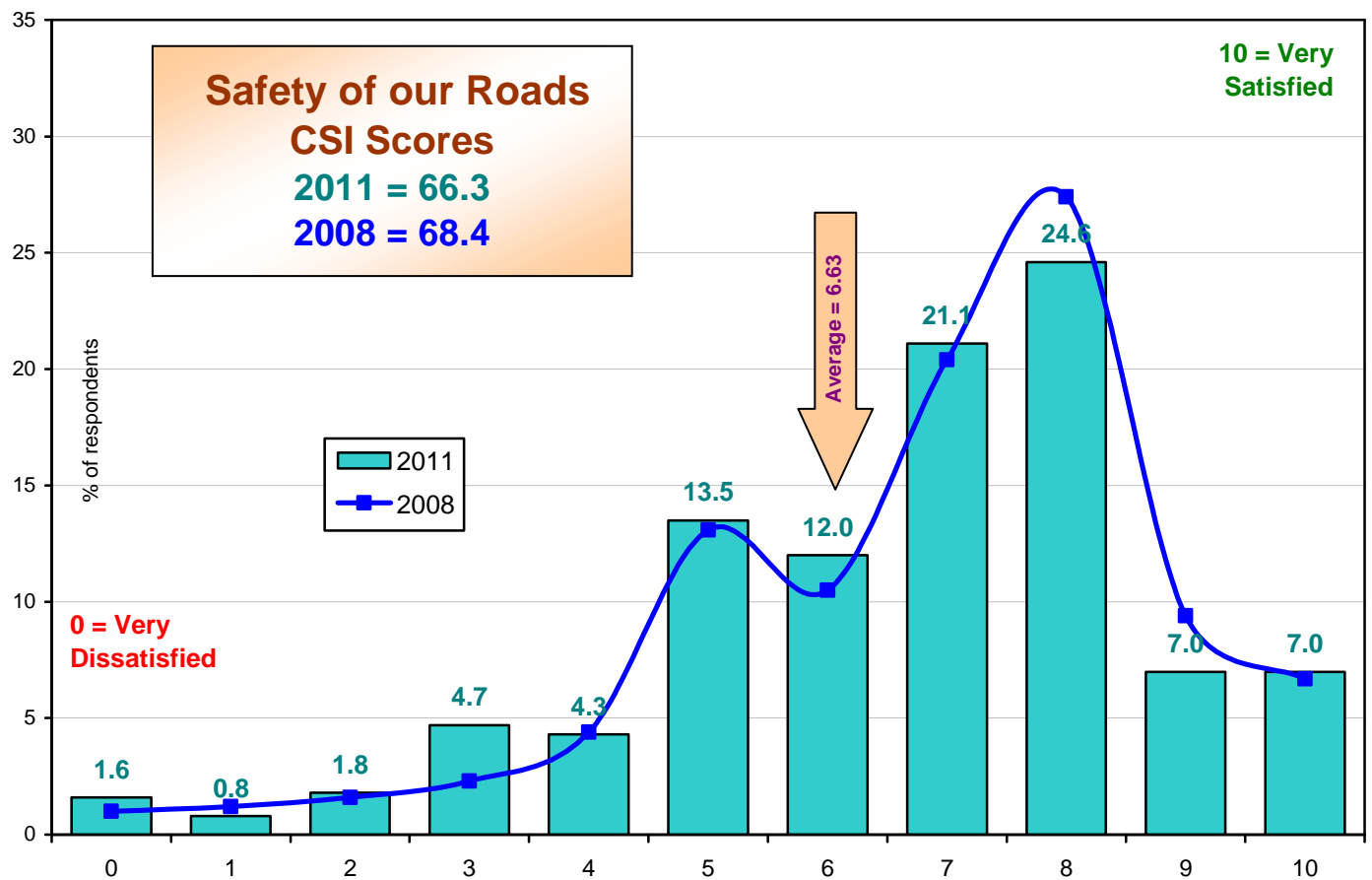
Satisfaction with the 'Safety of our roads'

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

Almost two thirds of the respondents (60%) were satisfied with the 'Safety of our roads', (Scores 7 – 10). A seventh (14%) rated this with a score of 9 or 10 (exceeded expectation). The mode was a score of 8 (25%).

Over a quarter of the respondents (29%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 9% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the 'Safety of our roads' was 66.3. This is 2.1 points lower than 2008 and now reflects a fair performance but needing improvement.



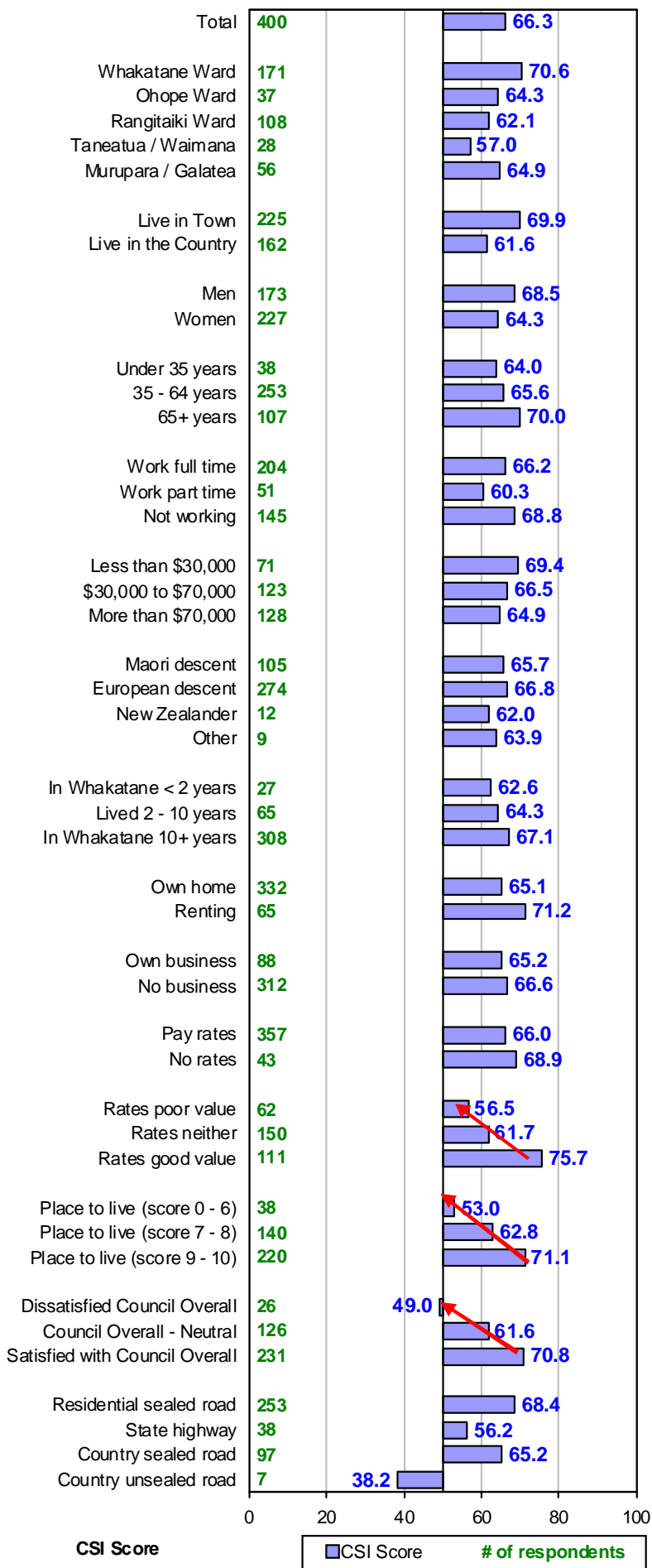
Satisfaction with 'Safety of our Roads' by demographics

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

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

The variables that appear to have had the greatest impact on satisfaction with the 'Safety of our roads' were:

- Those from the Taneatua / Waimana Ward (CSI score 57.0) are significantly less satisfied than those from the other Wards
- Those who live in the Country (CSI score 61.6) are significantly less satisfied than those who live in Town (CSI score 69.9)
- Those in the over 65 age group (CSI score 70.0) appear more satisfied than those in the other age groups (CSI score 64.0 – 65.6)
- Those with a household income of under \$30,000 (CSI score 69.4) appear more satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 75.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 56.5).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 71.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 53.0)
- Those who were satisfied with the overall performance of Council (CSI score 70.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 49.0).
- Those who lived on Residential Sealed Roads (CSI score 68.4) were significantly more satisfied than the few who lived on Country Unsealed Roads (CSI score 38.2).



Water

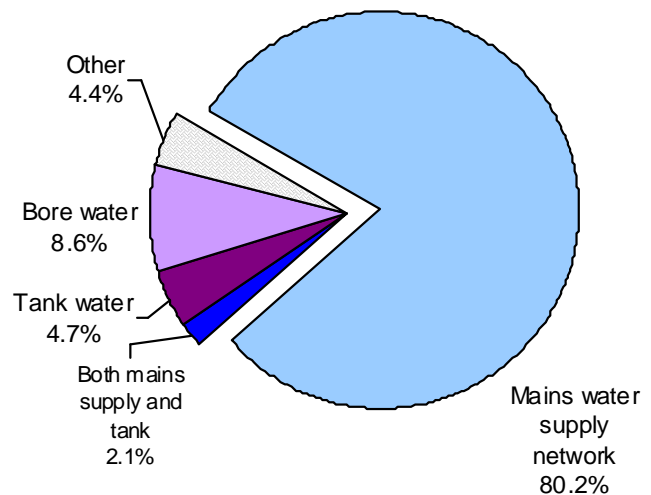
Source of Water At Home

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

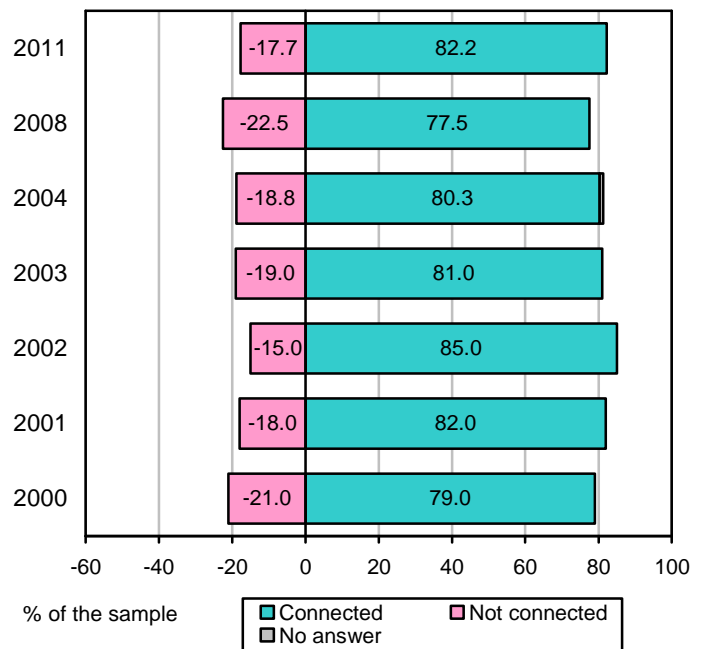
Four fifths of the sample (80%) are on the mains water supply network and a few (2%) had both mains and tank water.

A tenth of the sample, (9%) were on bore water while 5% were on tank water.

A number of respondents (4%) indicated they had other sources of water but they were not asked to specify what this was.



Comparing the results with recent history shows an increase in the number of respondents who are connected to the District Council's water supply. However, the results have been fairly consistent over the past decade.



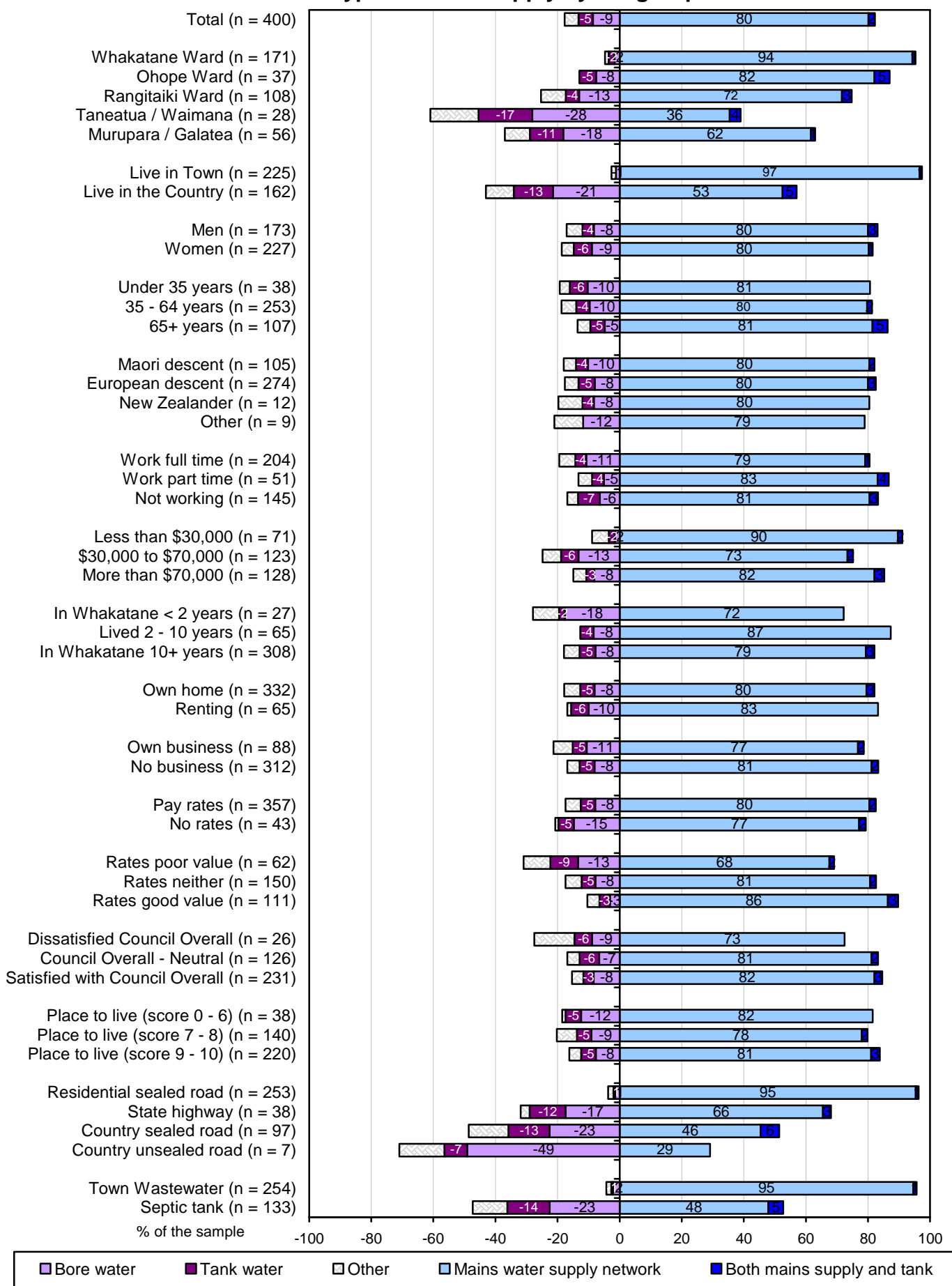
The chart on the next page shows the proportion of each subgroup that used each type of water to their home. Respondents who were significantly **more likely** to be on the Mains water supply network include:

- Those who live in town (97% of the subgroup)
- Those on residential sealed roads (95% of the subgroup)
- Those from the Whakatane Ward (94% of the subgroup)
- Those on the wastewater and sewage pipeline network water (95% of the subgroup)
- Those with a household income under \$30,000 (90% of the subgroup)
- Those who thought they got good value for their rates (86% of the subgroup)

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

- Those who live in the Country (21% of the subgroup)
- Those from the Taneatua / Waimana Ward (28% of the subgroup)
- Those on septic water (23% of the subgroup)
- Those who thought they got poor value for their rates (13% of the subgroup)

Type of Water Supply by subgroup



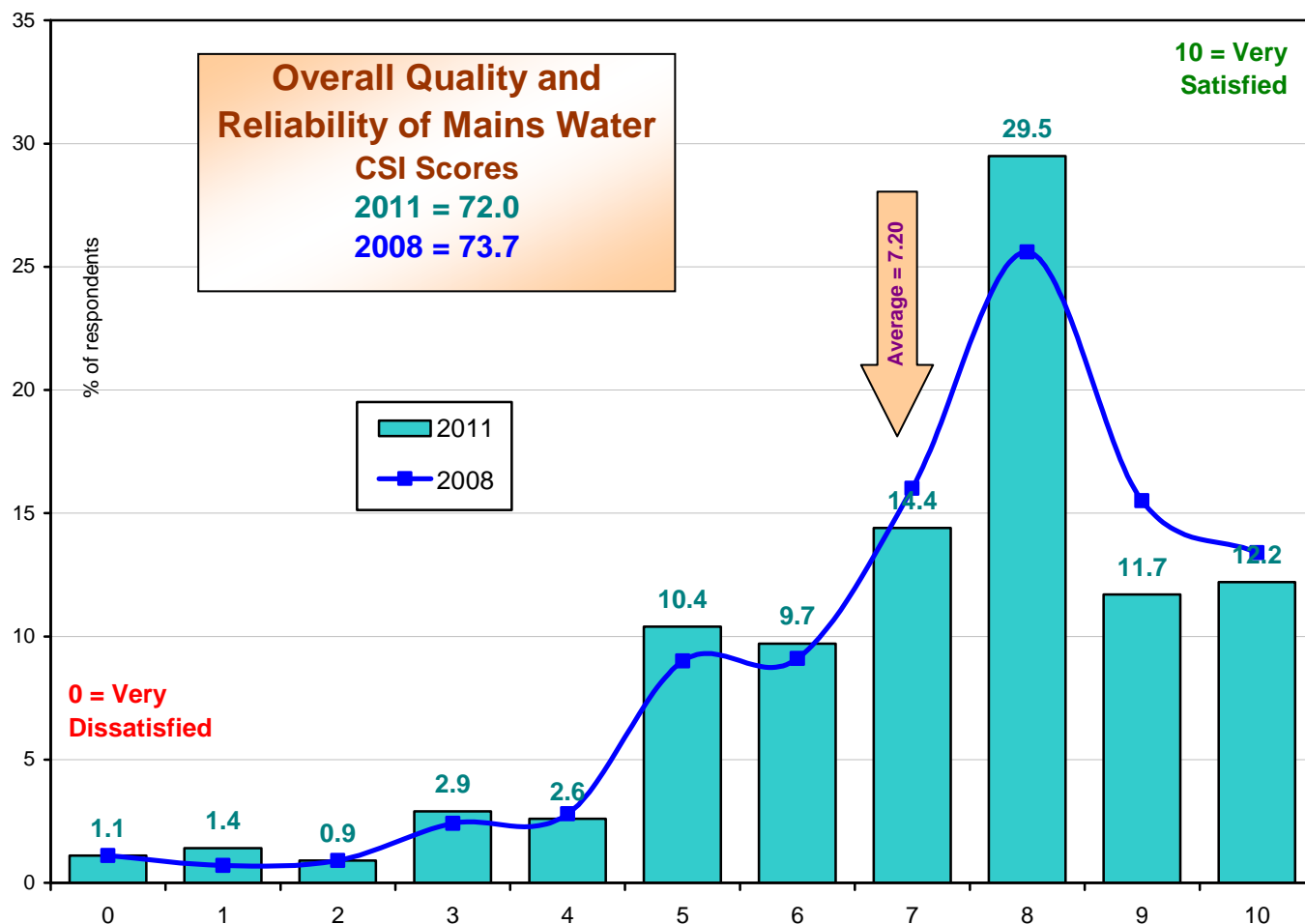
Satisfaction with the Overall Quality and Reliability of the Mains Water

Respondents who were connected to the Mains water supply (n = 321) were asked to rate their satisfaction with the overall quality and reliability of the Mains water supply in the Whakatane District, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (68%) were satisfied with the overall quality and reliability of the Mains water in the Whakatane District, (Scores 7 – 10), including 24% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (30%).

A quarter of the respondents (23%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for satisfaction with the overall quality and reliability of the Mains water in the Whakatane District was 72.0. The CSI score is down 1.7 points from 2008 but this still reflects a very good level of satisfaction.



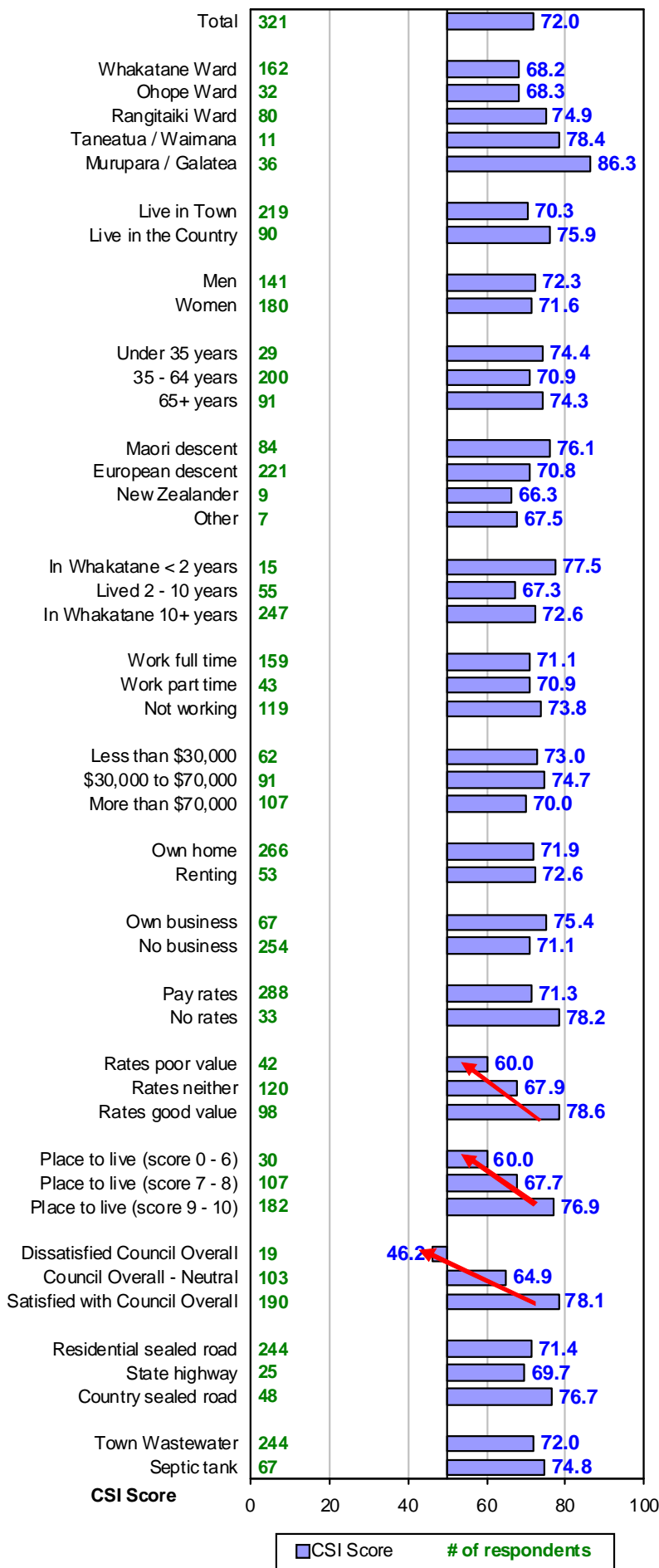
Satisfaction with the Mains Water Supply by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 86.3) are significantly more satisfied than those from the other Wards.
- Those who live in the Country (CSI score 75.9) are significantly more satisfied than those who live in Town (CSI score 70.3)
- Those aged between 35 - 64 years (CSI score 70.9) appear less satisfied than those from other age groups.
- Respondents who thought they received good value for their rates (CSI score 78.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 60.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 76.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 60.0)
- Those who were satisfied with the overall performance of Council (CSI score 78.1) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 46.2).



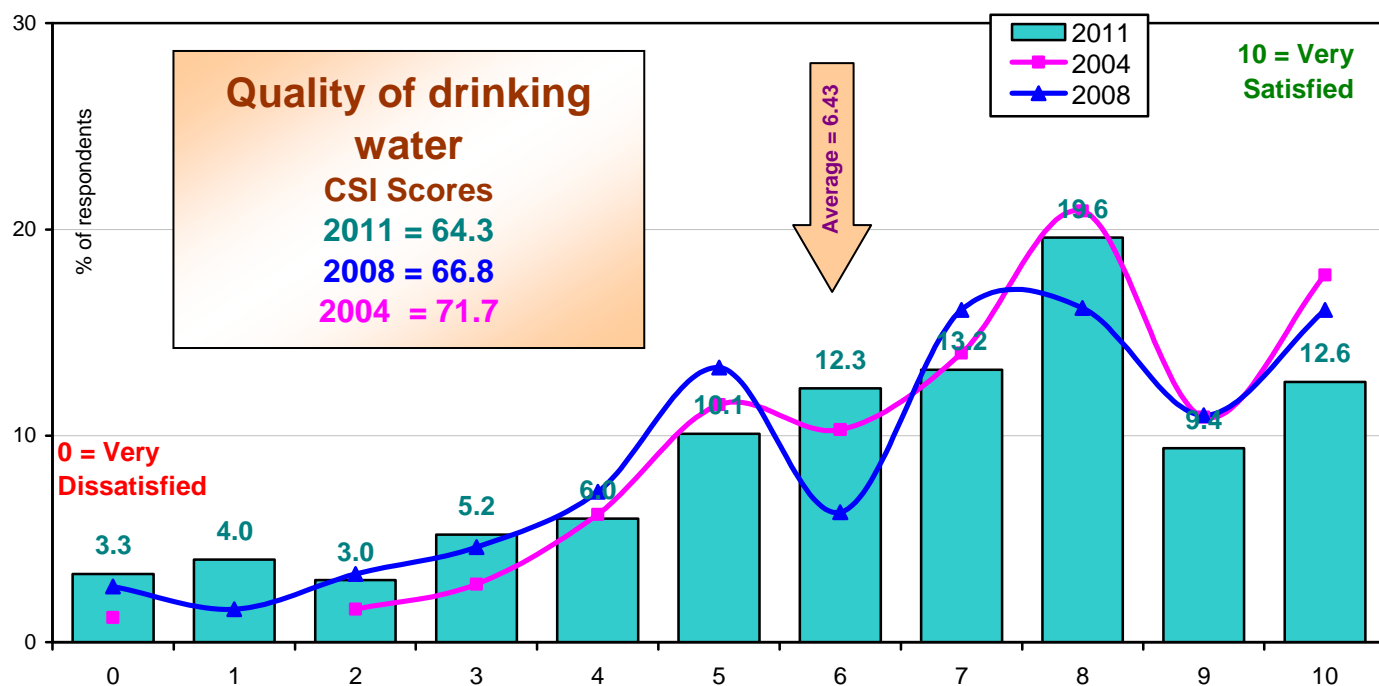
Satisfaction with the quality of drinking water supplied to residents homes

Respondents who were connected to the Mains water supply (n = 321) were asked to rate their satisfaction with the quality of drinking water supplied to residents homes (e.g. taste, colour, purity), using a scale where 0 is very dissatisfied to 10 being very satisfied.

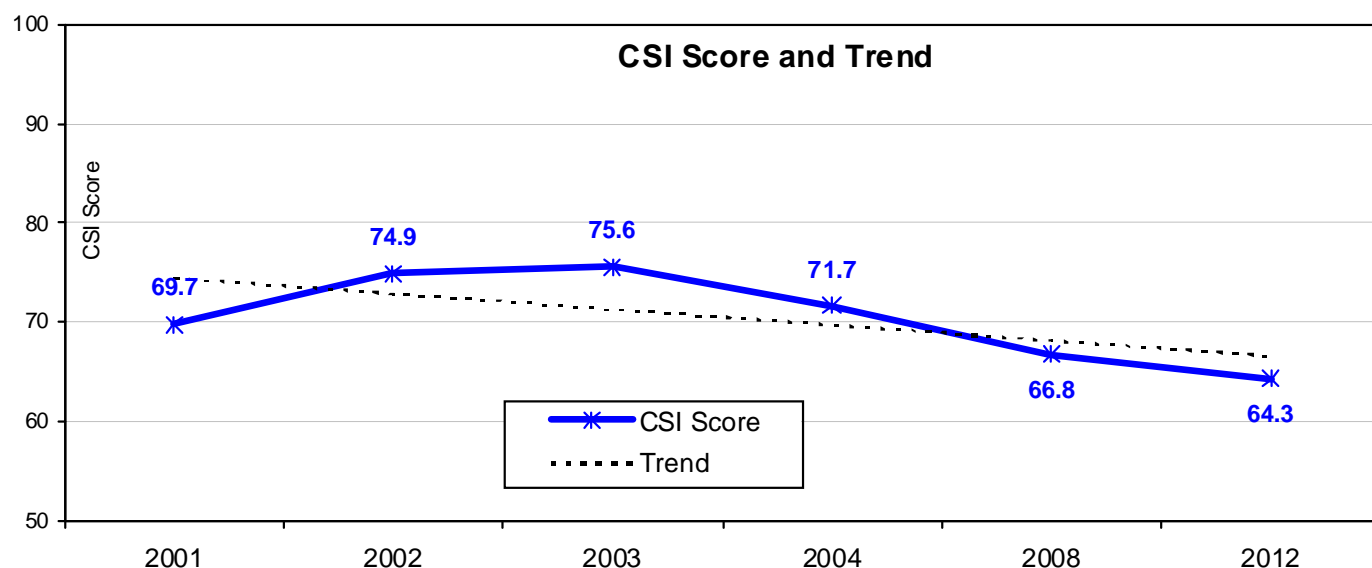
Just over half of the respondents (55%) were satisfied with the quality of drinking water supplied to residents homes, (Scores 7 – 10), but 22% rated this with a score of 9 or 10 (exceeded expectations).

The mode was a score of 8 (20%). Over a quarter of the respondents (28%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and a seventh (15%) rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the quality of drinking water supplied to resident’s homes was 64.3. This is 2.5 points lower than 2008. The CSI score again reflects a fair performance, but with potential for improvement.



The CSI score for the quality of drinking water supplied to resident’s homes is 64.3, down 2.5 points from the 2008 result. This is the lowest CSI score recorded by this monitor and is below the current trend line.



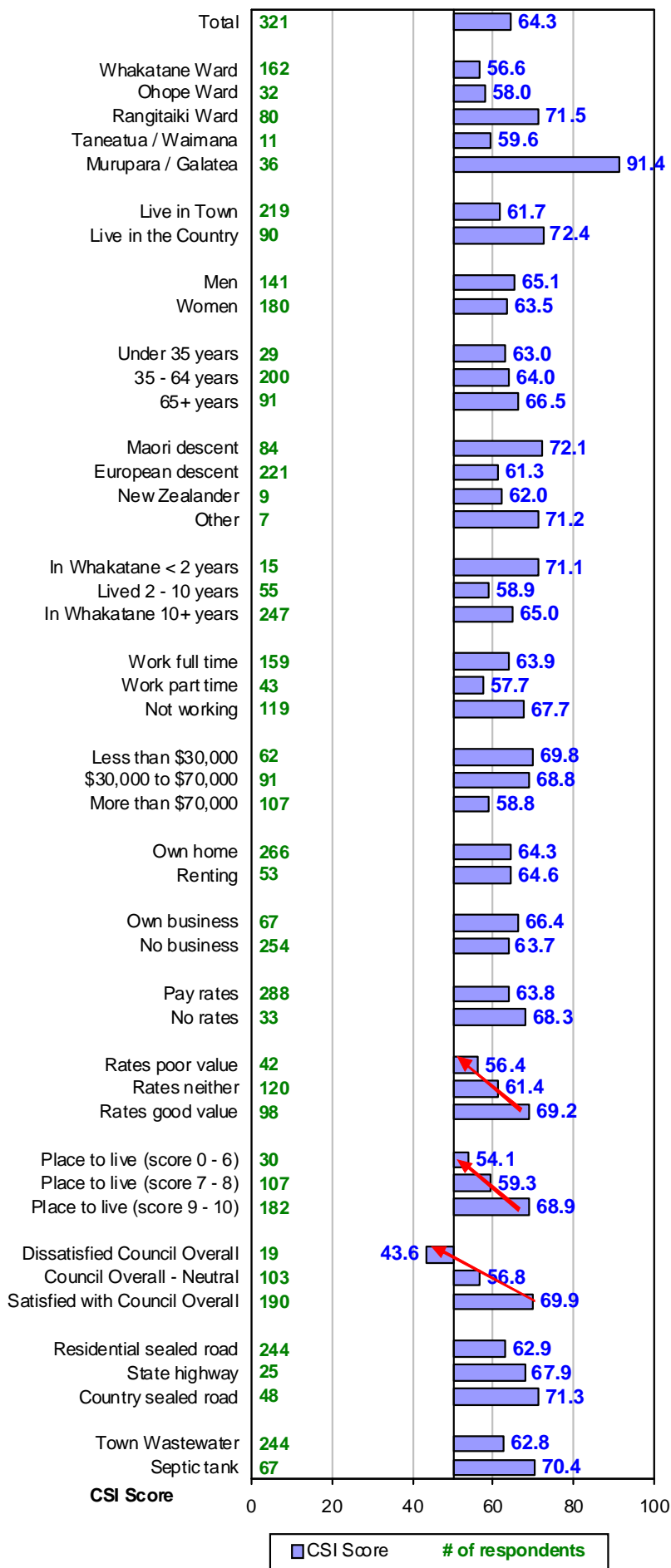
Satisfaction with the quality of drinking water supplied to homes by demographics

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

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

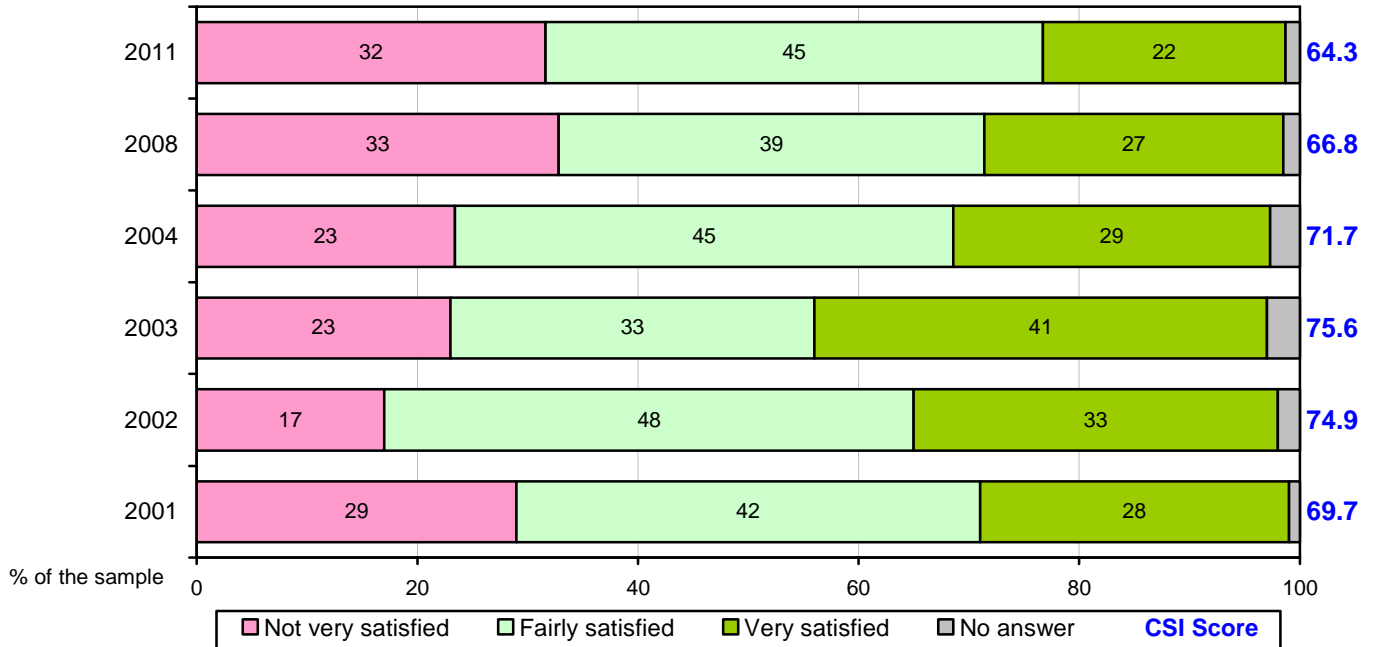
The variables that appear to have had the greatest impact on satisfaction with the quality of drinking water supplied to residents homes (e.g. taste, colour, purity) were:

- Those from the Murupara / Galatea Ward (CSI score 91.4) are significantly more satisfied than those from the other Wards.
- Those who live in the Country (CSI score 72.4) are significantly more satisfied than those who live in the Town (CSI score 61.7)
- Those of Maori descent (CSI score 72.1) are significantly more satisfied than those of European descent (CSI score 61.3).
- Respondents who thought they received good value for their rates (CSI score 69.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 56.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 68.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 54.1)
- Those who were satisfied with the overall performance of Council (CSI score 69.9) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 43.6).

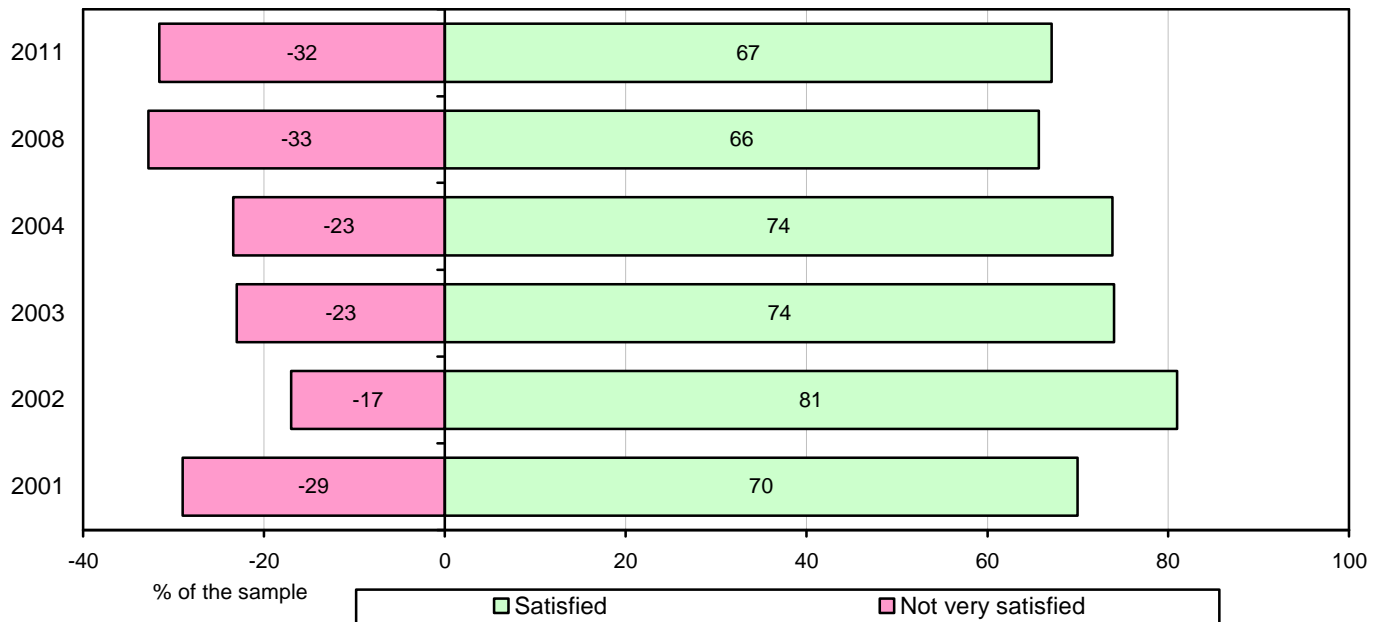


Water Quality Satisfaction Comparison with History

The following chart compares the history of satisfaction with the water quality using the previous 3 point scale and an estimated CSI score for each year. This shows that 22% are very satisfied with the water quality with a further 45% being fairly satisfied. However, a third of the respondents (32%) connected to the water supply were not very satisfied. The CSI score is 2.5 points lower than the 2008 result.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that there is little change since 2008 in the proportion of respondents who are satisfied or not very satisfied with the quality of the water supply.



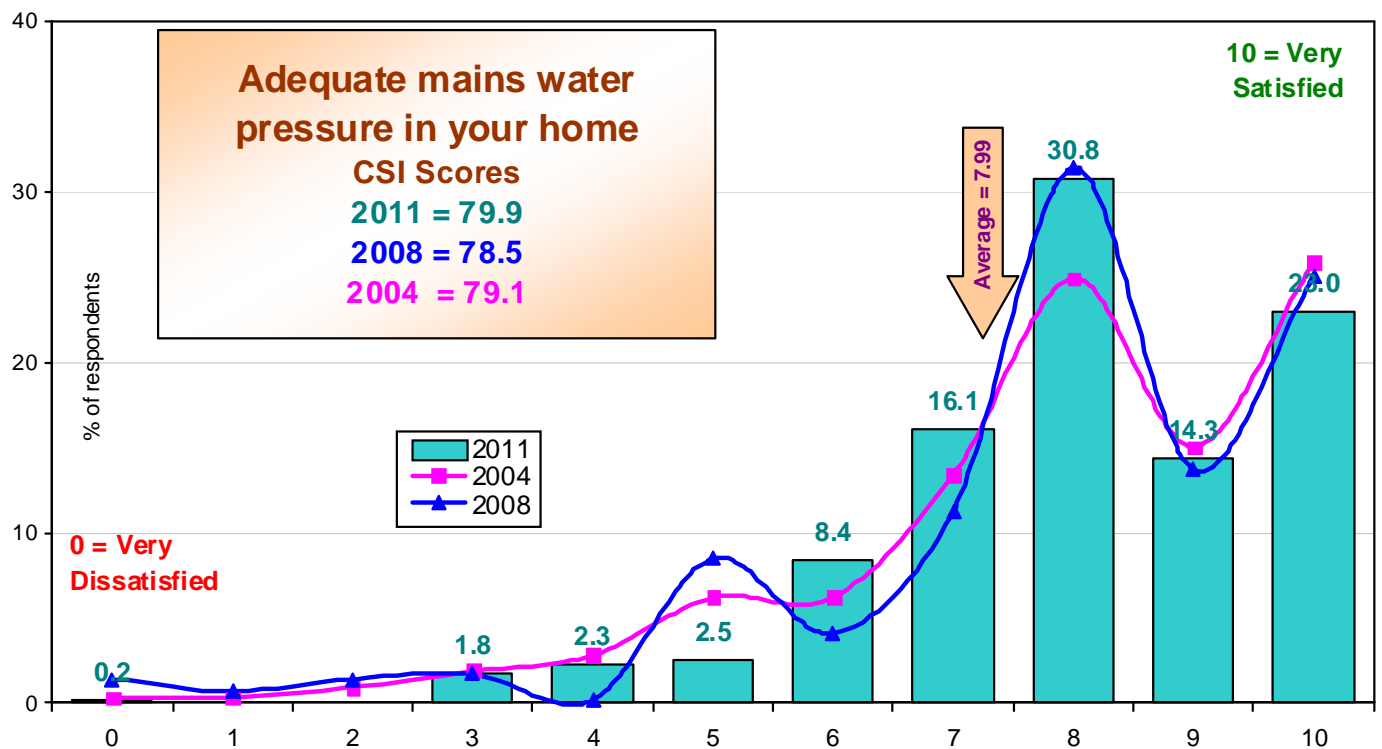
Satisfaction with having adequate mains water pressure in your home

Respondents who were connected to the mains water supply (n = 321) were asked to rate their satisfaction with having adequate mains water pressure in their home, using a scale where 0 is very dissatisfied to 10 being very satisfied.

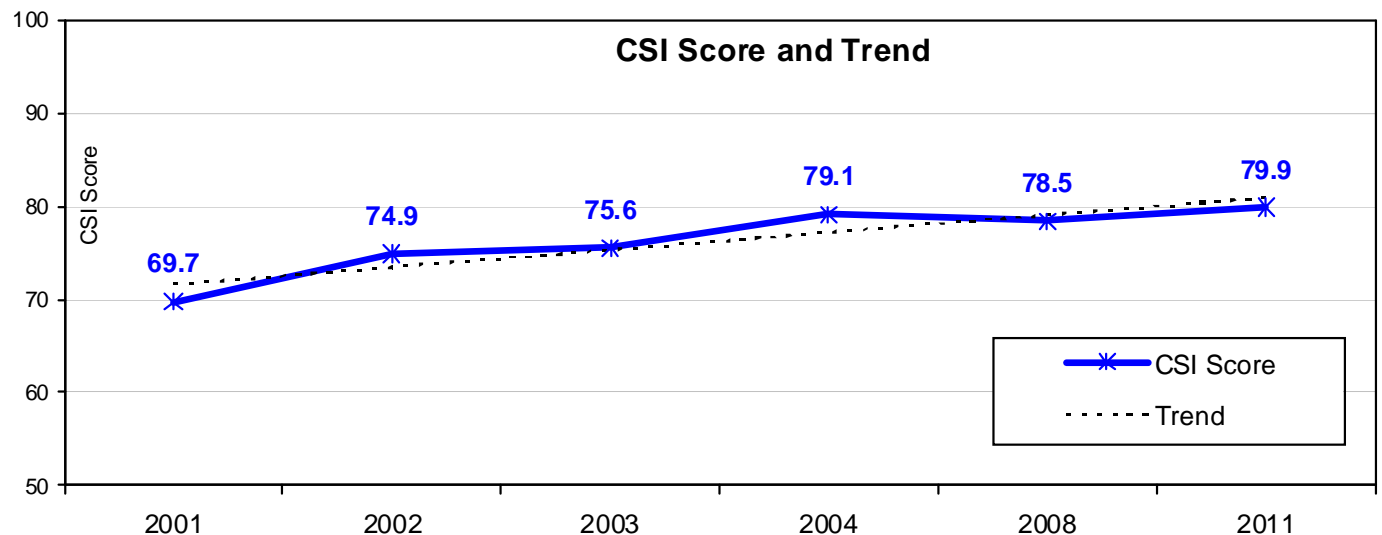
Four fifths of the sample (84%) were satisfied with having adequate mains water pressure in their home, (Scores 7 – 10), including 37% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%).

An eighth of the respondents (13%) rated their satisfaction with a score that was neutral (Scores 4 – 6), while just 2% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for having adequate mains water pressure in your home was 79.9. This is 1.4 points higher than 2008. This CSI score once again reflects an excellent performance.



The CSI score of 79.9 is up 1.4 points from the 2008 results. This is the highest result recorded by this monitor. The trend line reflects a steady increase over the past decade.



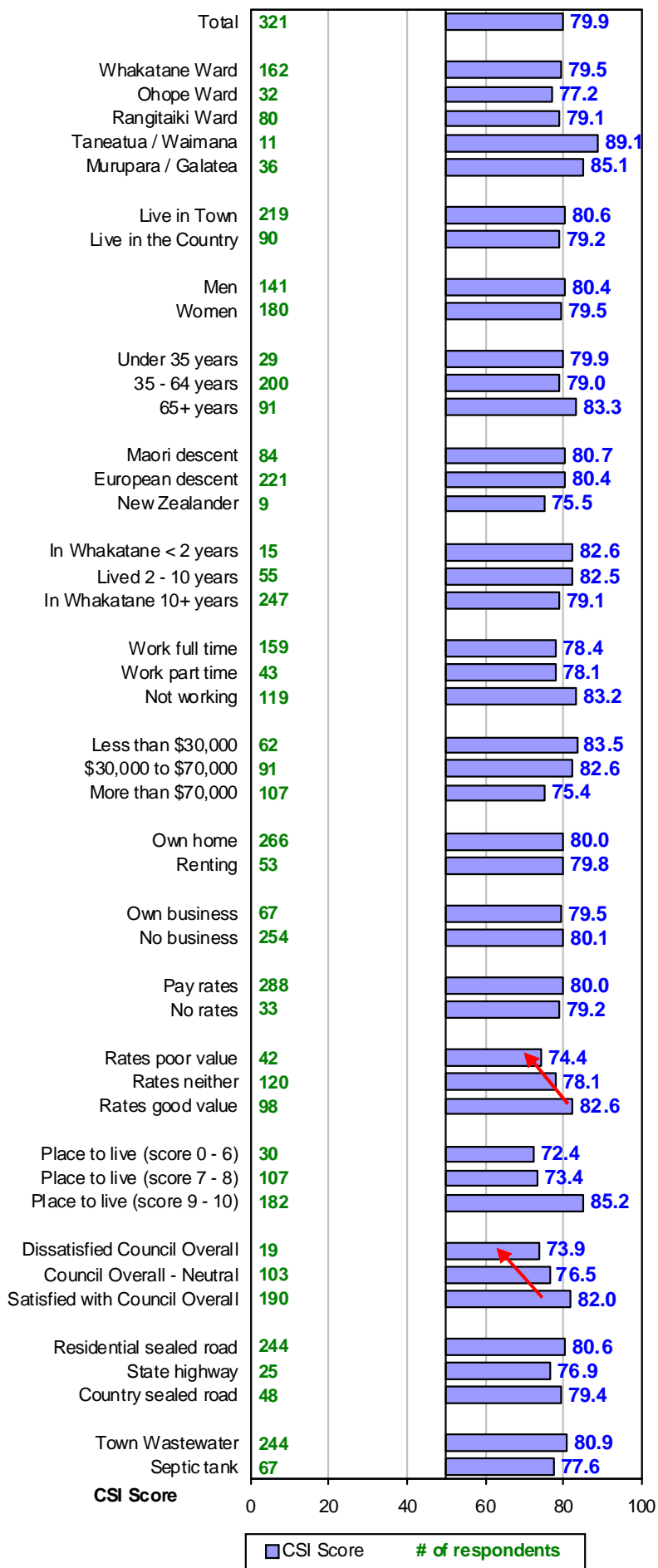
Satisfaction with having adequate mains water pressure in your home by demographics

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

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

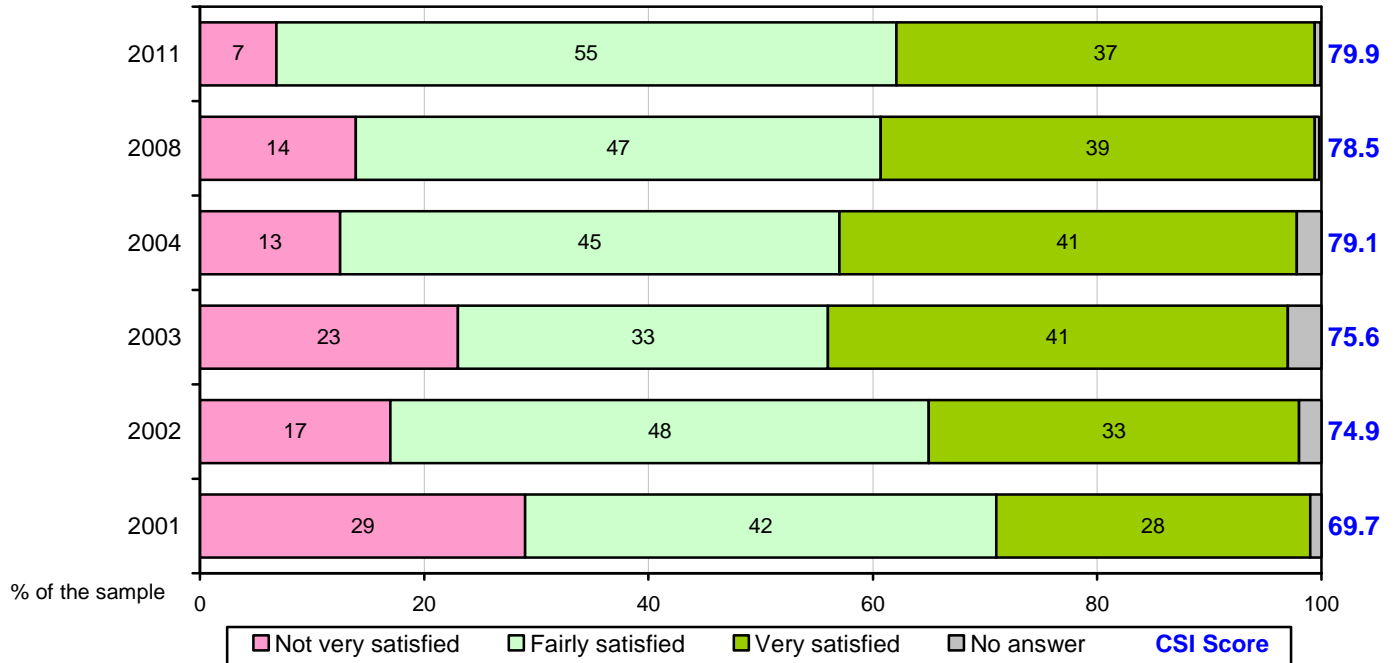
The variables that appear to have had the greatest impact on satisfaction with having adequate mains water pressure in your home were:

- Those from the Murupara / Galatea Ward (CSI score 85.1) and the Taneatua / Waimana Ward (CSI score 89.1) are more satisfied than those from the other Wards
- Those with a household income of over \$70,000 (CSI score 75.4) appear less satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 82.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 74.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 85.2) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 72.4)
- Those who were satisfied with the overall performance of Council (CSI score 82.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 73.9).

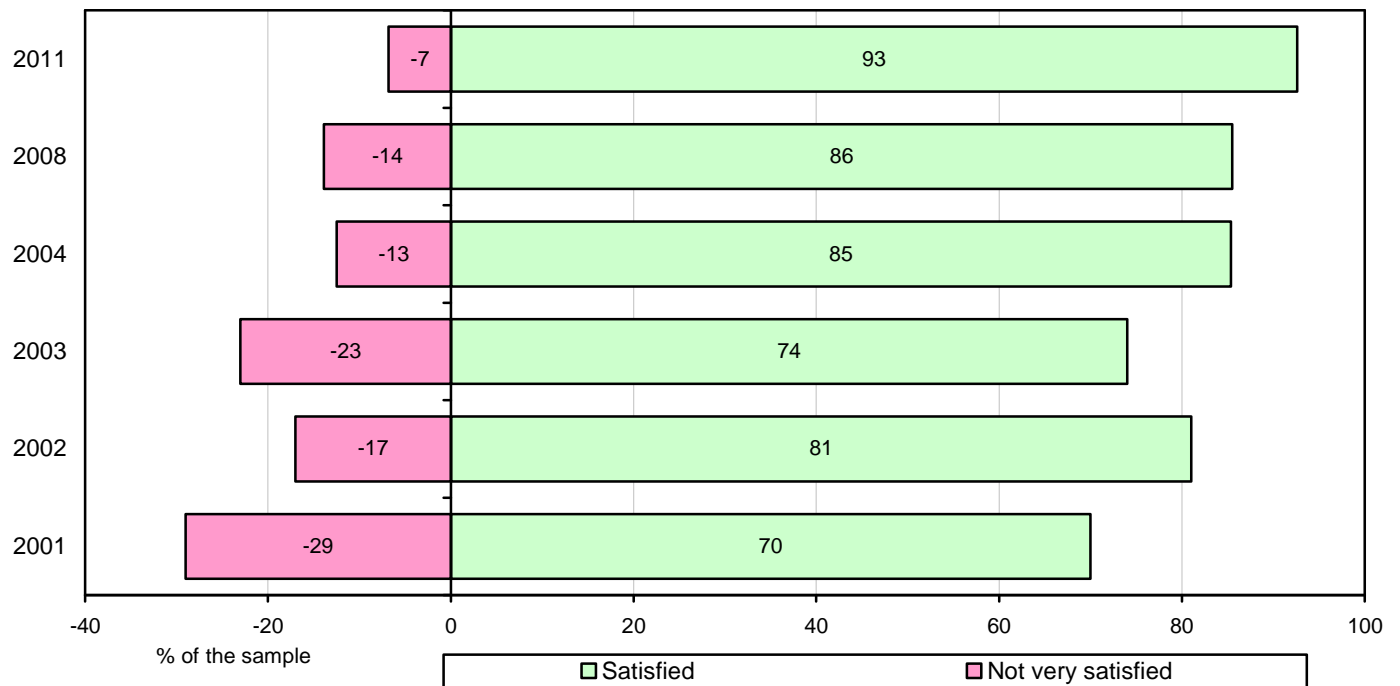


Water supply Satisfaction Comparison with History

The following chart compares the history of satisfaction with the water pressure using the previous 3 point scale and an estimated CSI score for each year. This shows that 37% are very satisfied with the water pressure with a further 55% being fairly satisfied. Only a small proportion, (7% of respondents) were not very satisfied. The CSI score at 79.9 is 1.4 points lower than the 2008 result.



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



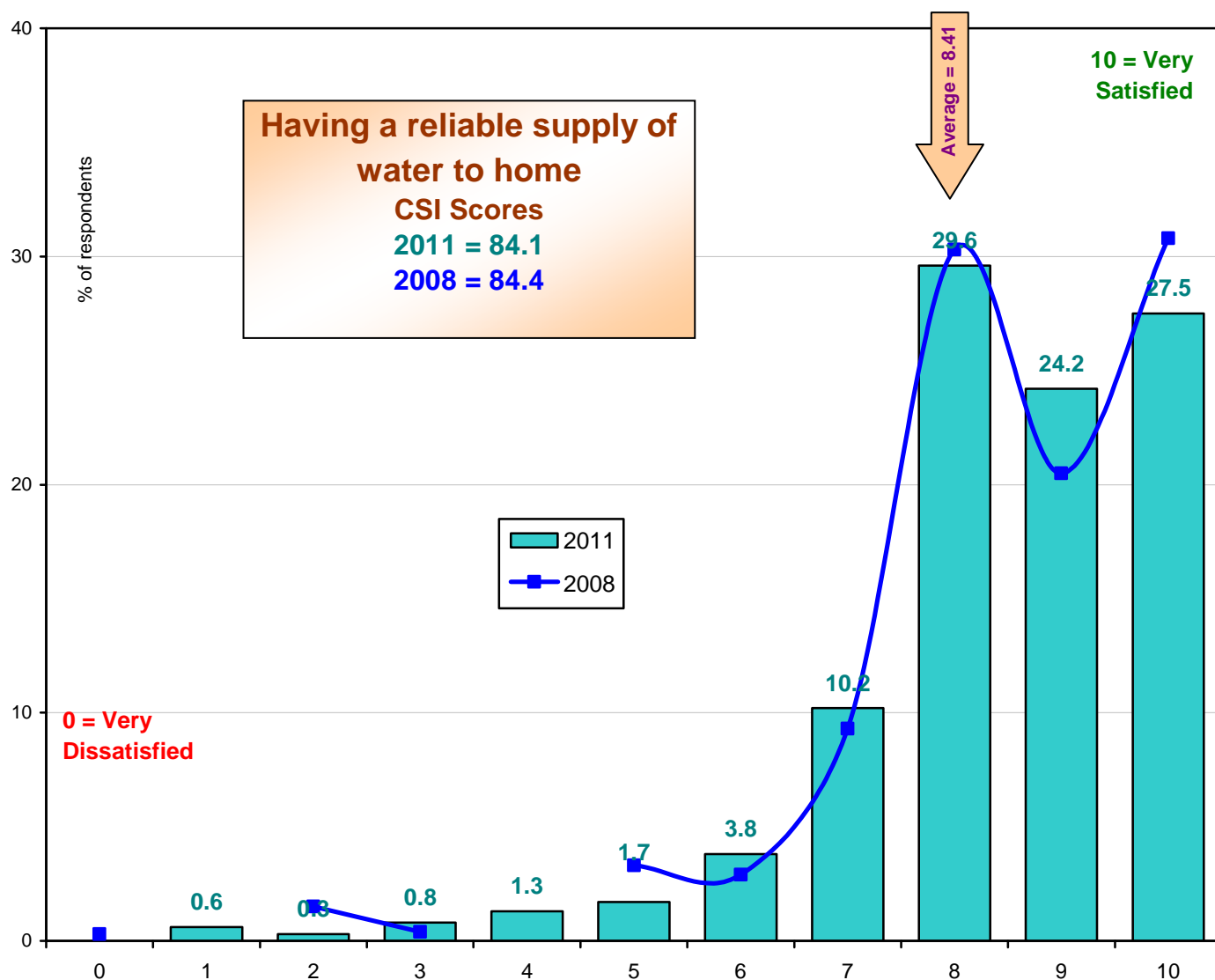
Satisfaction with having a reliable supply of water to home

Respondents who were connected to the mains water supply (n = 321) were asked to rate their satisfaction with having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply), using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents (62%) were satisfied with having a reliable supply of water to home, (Scores 7 – 10). The mode was a score of 8 (30%) and 52% rated with a score of 9 or 10 (exceeded expectations).

A few respondents (7%) rated their satisfaction with a score that was neutral (Scores 4 – 6) and only 1.7% were dissatisfied (Scores 0 – 3).

The CSI score for having a reliable supply of water to home was 84.1, virtually unchanged from 2008. This CSI score again shows an exceptional level of satisfaction.



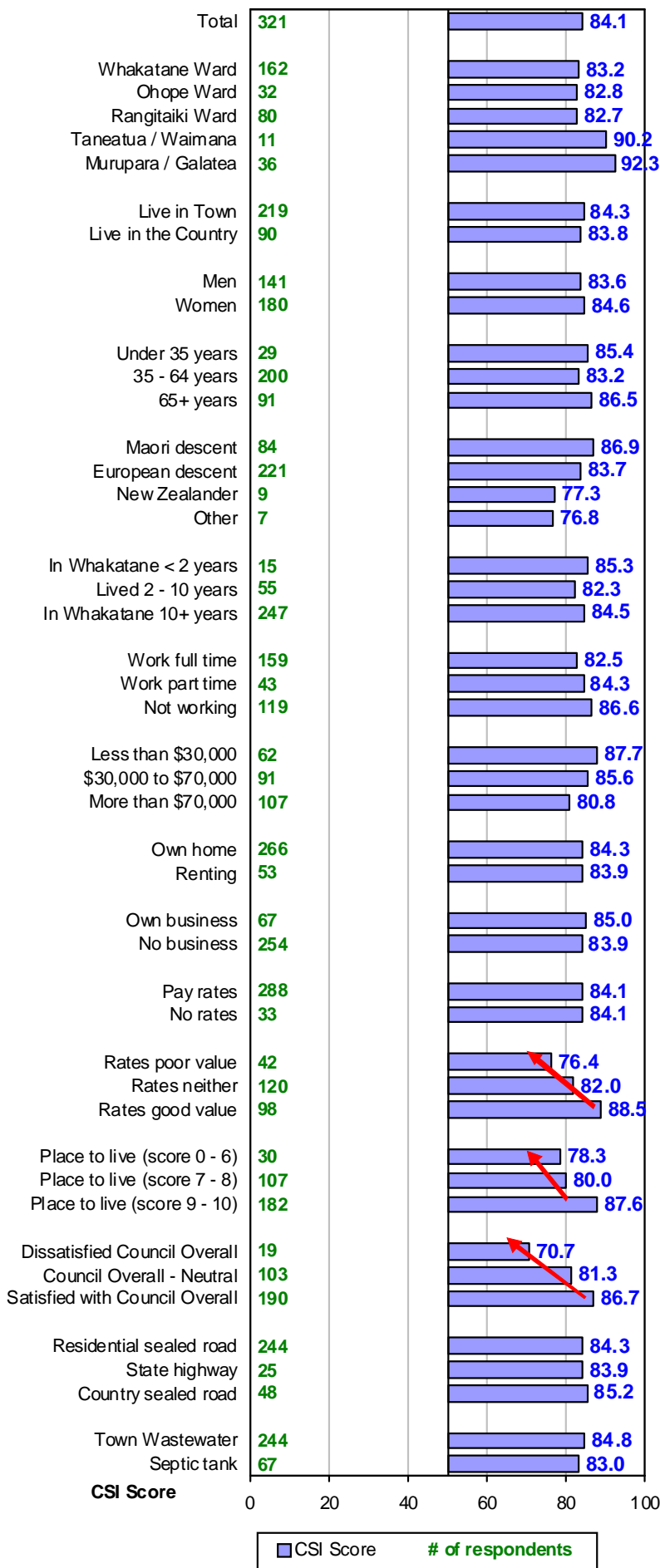
Satisfaction with having a reliable supply of water to home by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 92.3) are significantly more satisfied than those from the other Wards
- Those with a household income of under \$30,000 (CSI score 87.7) are significantly more satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 88.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 76.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 87.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 78.3)
- Those who were satisfied with the overall performance of Council (CSI score 86.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 70.7).



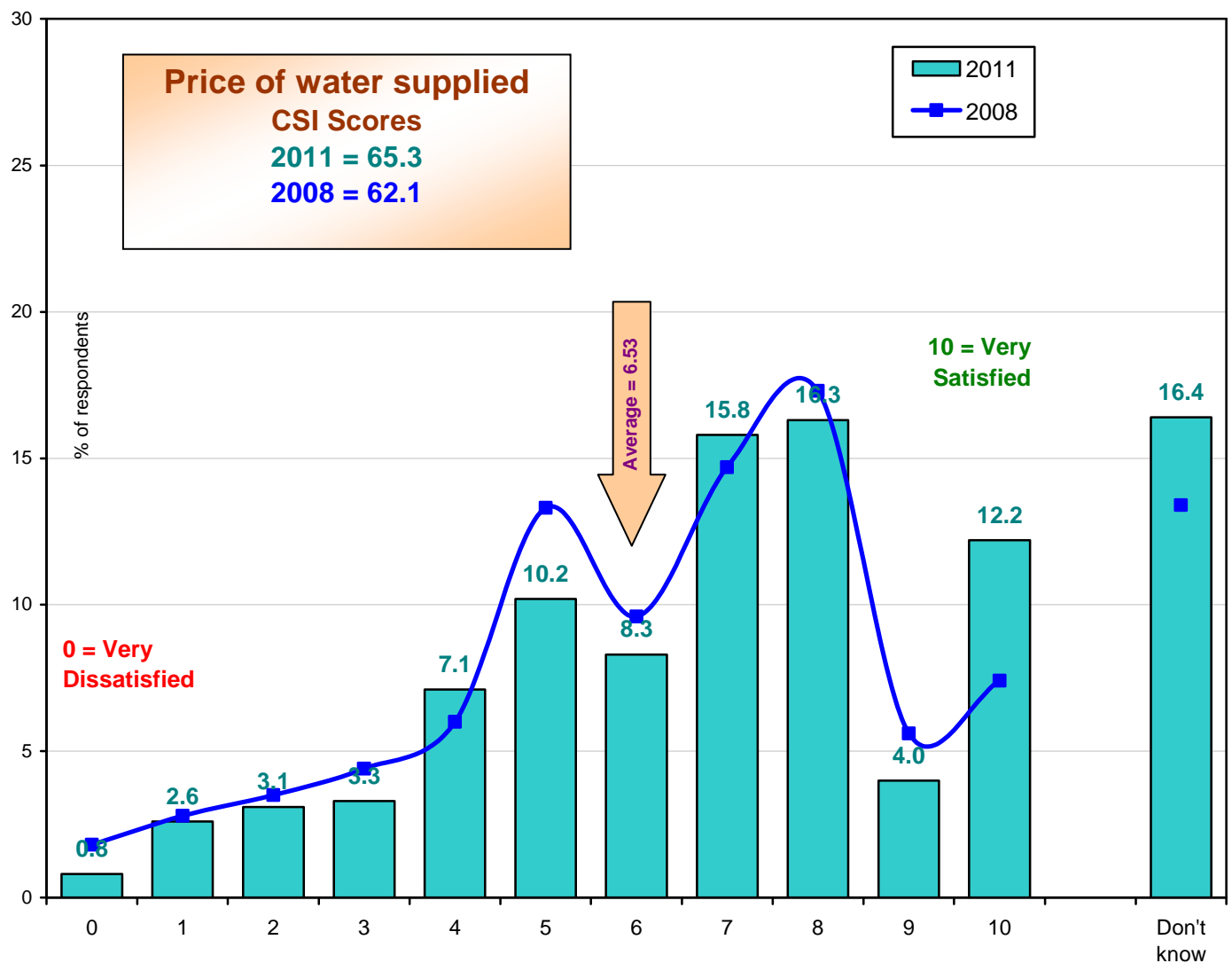
Satisfaction with the Price of water supplied

Respondents who were connected to the mains water supply (n = 321) were asked to rate their satisfaction with the price of water supplied, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents (48%) were satisfied with the price of the water supplied, (Scores 7 – 10), and 16% rated this with a score of 9 or 10. The mode was a score of 8 (16%).

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

The CSI score for satisfaction with the price of water supplied was 65.3. This is an increase of 3.2 points from 2008. This CSI score reflects a fair performance, but with potential for improvement.



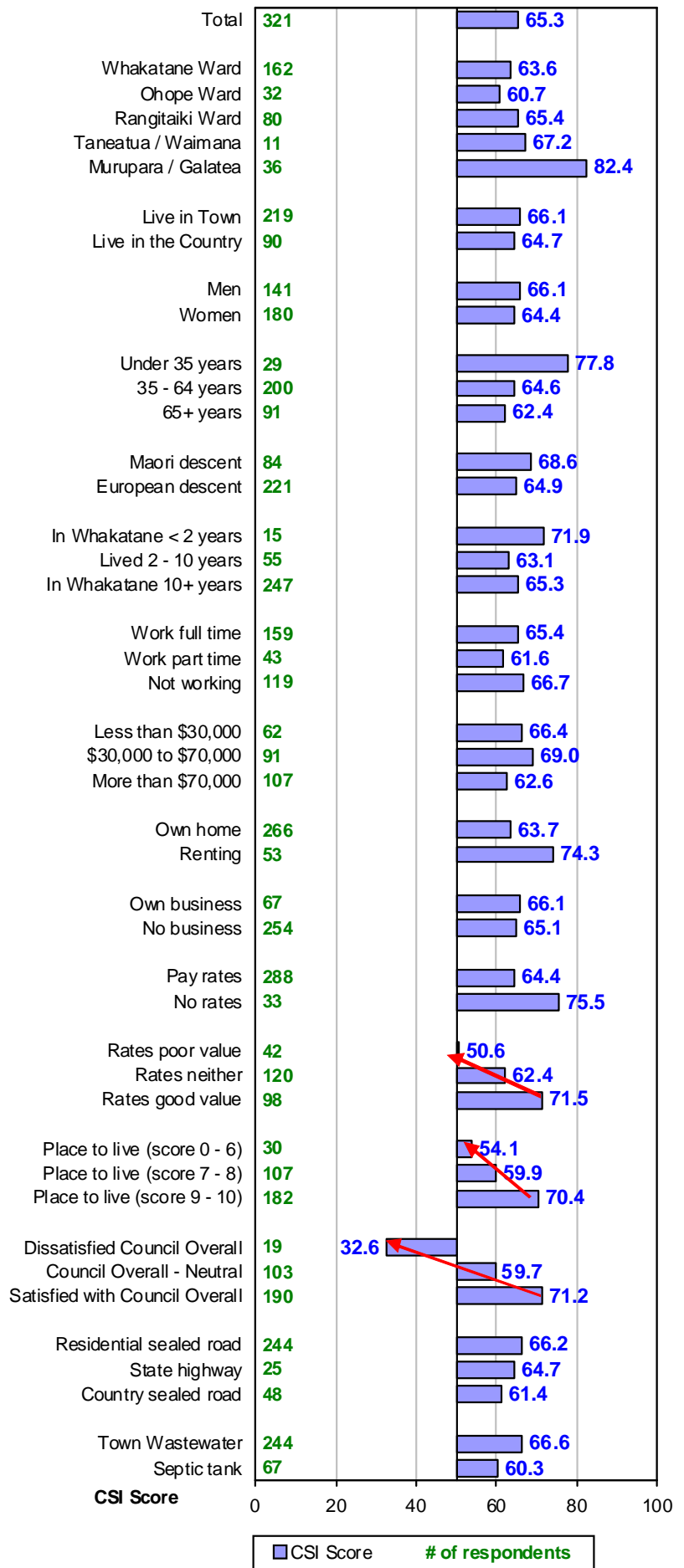
Satisfaction with the Price of water supplied by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 82.4) appear more satisfied than those from the other Wards
- Those aged over 65 years (CSI score 62.4) appear less satisfied than those in the other age brackets.
- Respondents who thought they received good value for their rates (CSI score 71.5) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 50.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 70.4) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 54.1)
- Those who were satisfied with the overall performance of Council (CSI score 71.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 32.6).



Wastewater

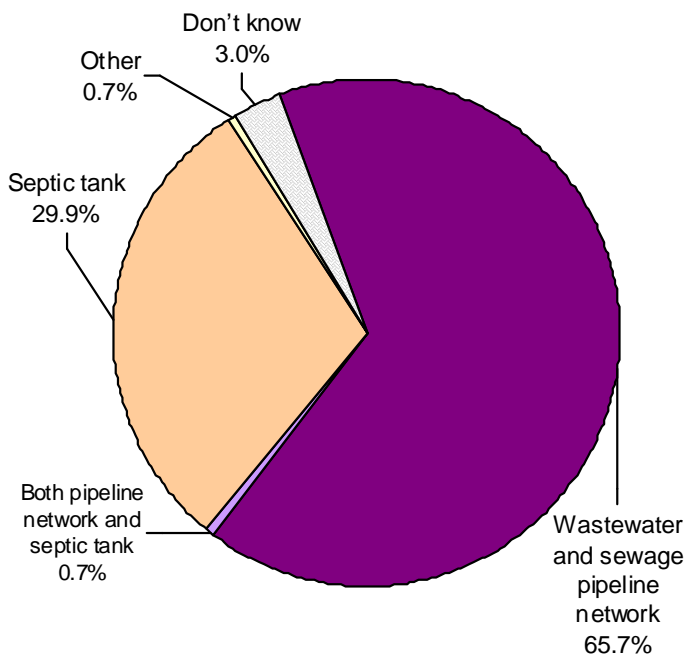
Type of Wastewater Disposal

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

Two thirds of the sample (66%) were connected to the wastewater and sewage pipeline network while 1% had both the pipeline network and septic tank.

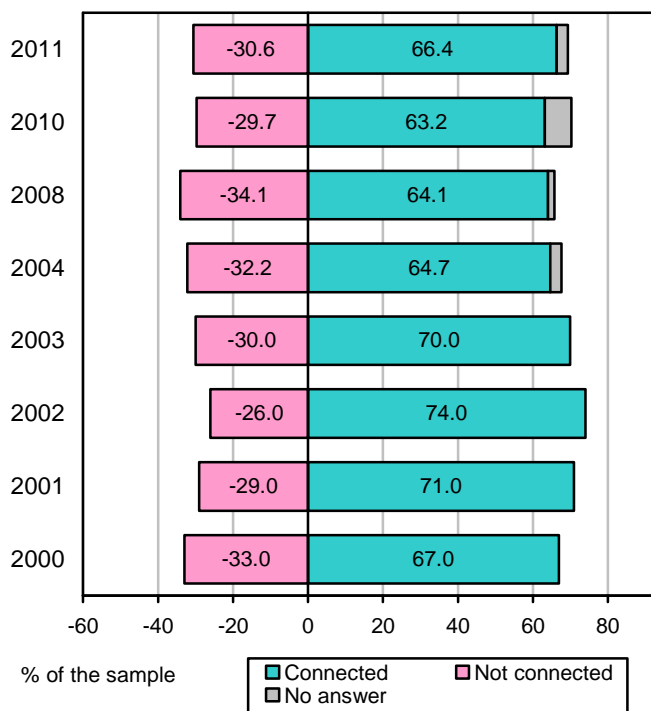
A third of the sample, (30%) were on Septic tank.

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



Comparing the results to recent history shows a similar proportion of respondents are connected to the District Council's sewerage system.

This is slightly higher for 2011 (66%) than the partial reading in 2010 of 63% or the previous full reading in 2008 (64%).



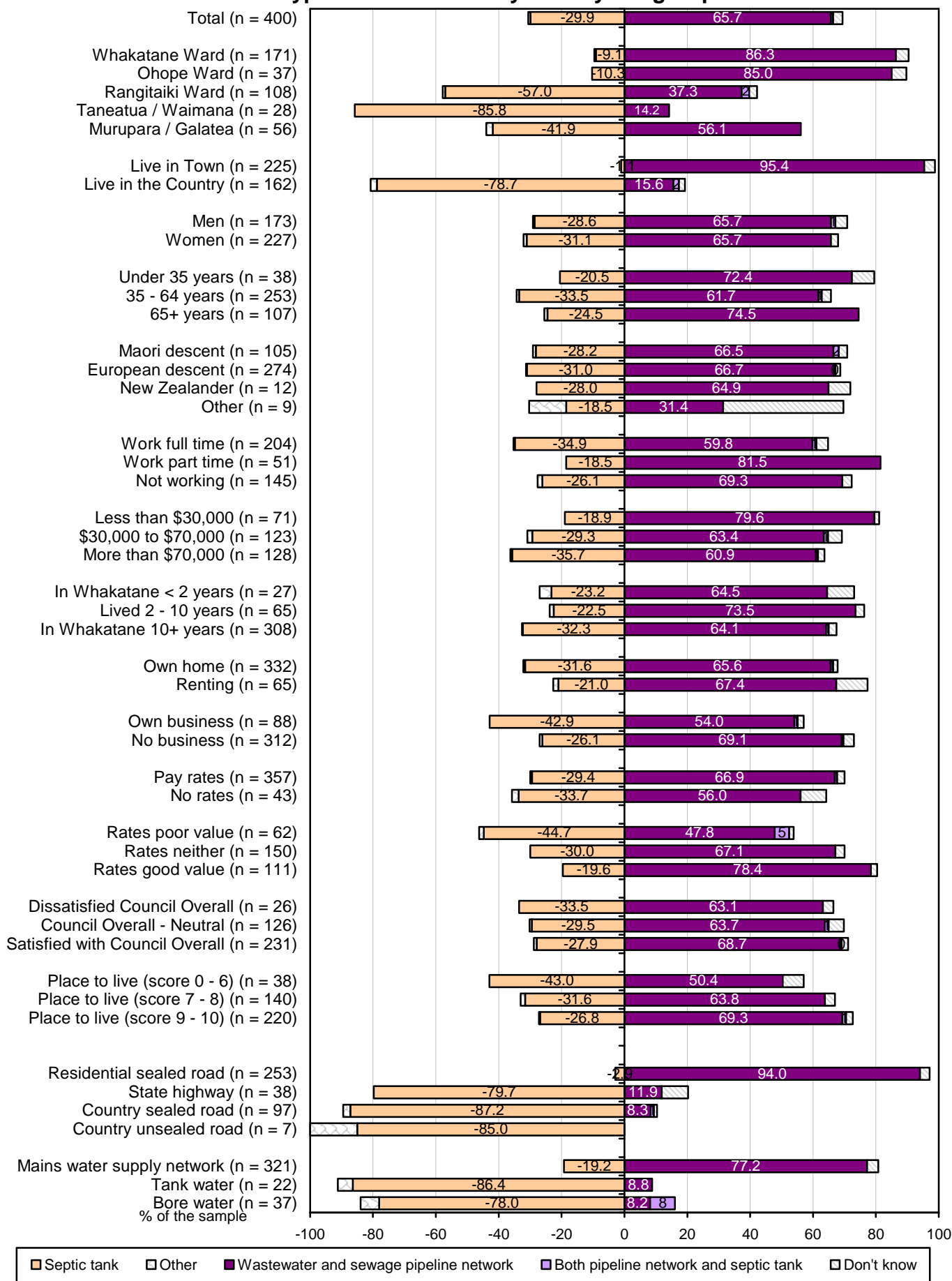
The chart on the next page shows the proportion of each subgroup that used each type of wastewater and sewerage system. Respondents who were significantly **more likely** to be on the wastewater and sewage pipeline network include:

- Those who live in town (95% of the subgroup)
- Those on residential sealed roads (94% of the subgroup)
- Those from the Whakatane Ward (86% of the subgroup) or Ohope Ward (85%)
- Those who thought they got good value for their rates (78% of the subgroup)
- Those on the mains water supply (77% of the subgroup)
- Those aged 65 years or older (75% of the subgroup)
- Those who do not operate their own business (69% of the subgroup)

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

- Those on rural sealed roads (87% of the subgroup) or on rural unsealed roads (85% of the subgroup)
- Those from the Taneatua / Waimana Ward (86% of the subgroup) or the Rangitaiki Ward (57% of the subgroup)
- Those on bore water (78% of the subgroup) or tank water (86% of the subgroup)
- Those who live in the Country (79% of the subgroup)
- Those who thought they got poor value for their rates (45% of the subgroup)
- Those who operate their own business (43% of the subgroup)
- Those who work full time (35% of the subgroup)
- Those aged 35 - 64 years (34% of the subgroup)

Type of Wastewater System by subgroup

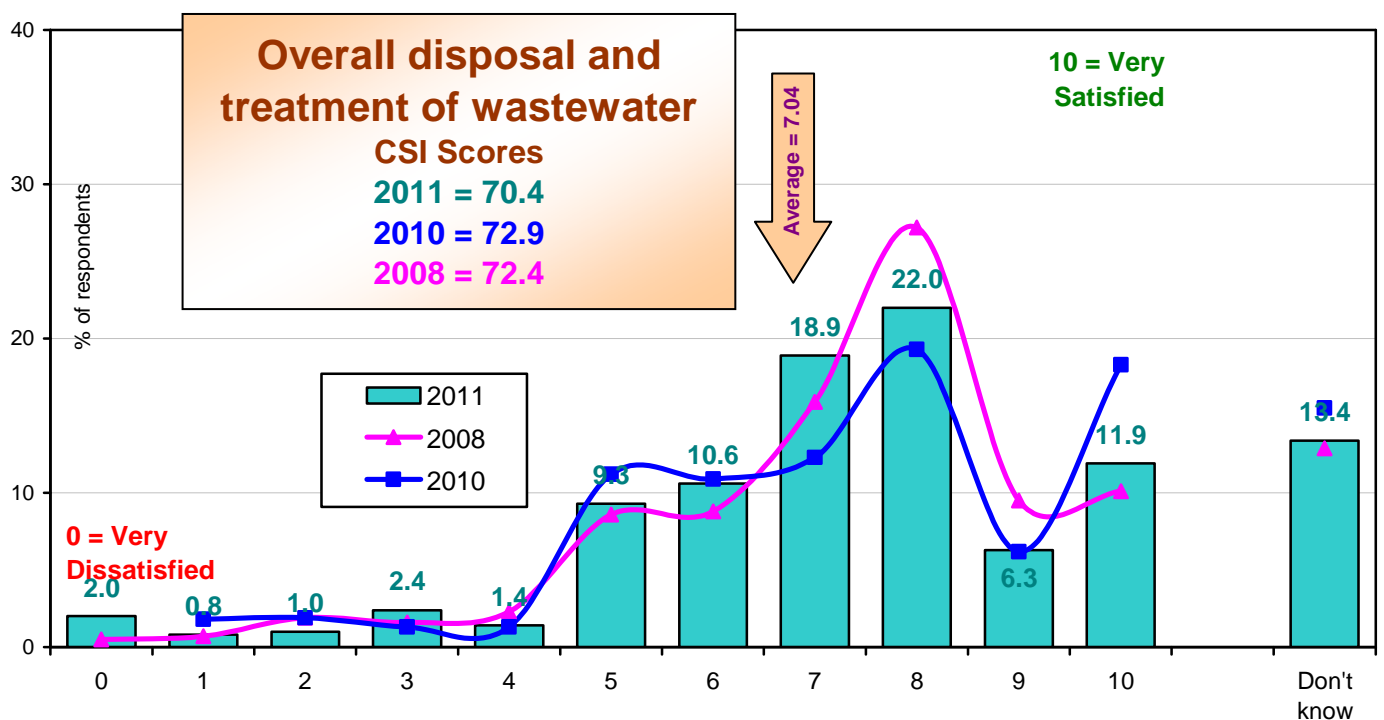


Satisfaction with the Overall disposal and treatment of wastewater

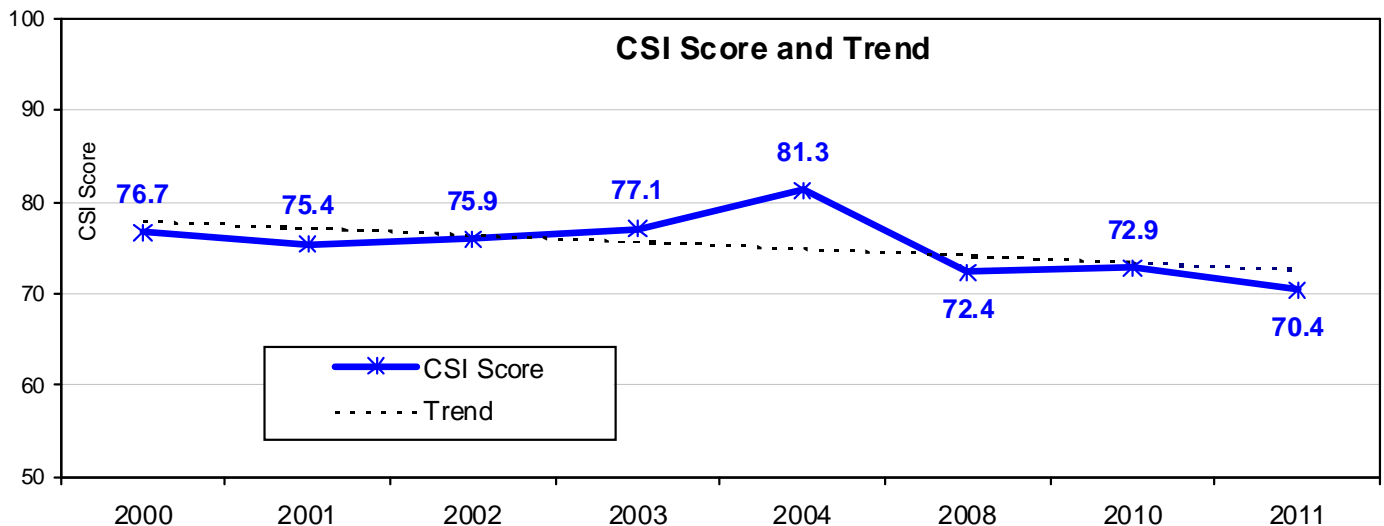
Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with the overall disposal and treatment of wastewater and sewage, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents (59%) were satisfied with the overall disposal and treatment of wastewater and sewage, (Scores 7 – 10), including 18% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (22%). A fifth of the respondents (21%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 – 3). An eighth of the respondents did not answer this question, presumably because they did not know enough about the wastewater system.

The CSI score for the overall disposal and treatment of wastewater and sewage was 70.4. This is down 2.5 points from 2010 and 2.0 points lower than 2008. The current CSI score shows a good level of satisfaction, but with potential for improvement.



The CSI score of 70.4 is down 2.0 points from the 2008 results. This is the lowest result recorded by this monitor and is below the declining trend line of recent years.



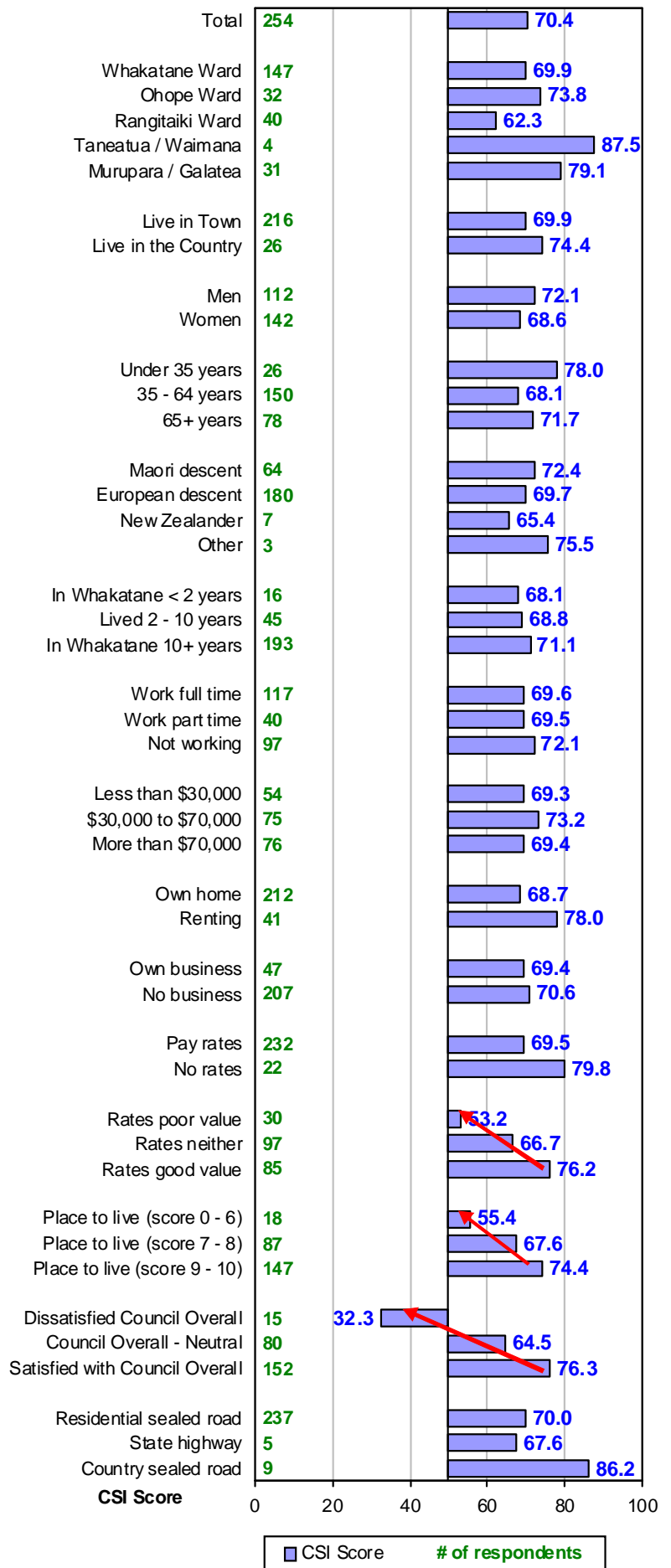
Satisfaction with the overall disposal and treatment of wastewater and sewage by demographics

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

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

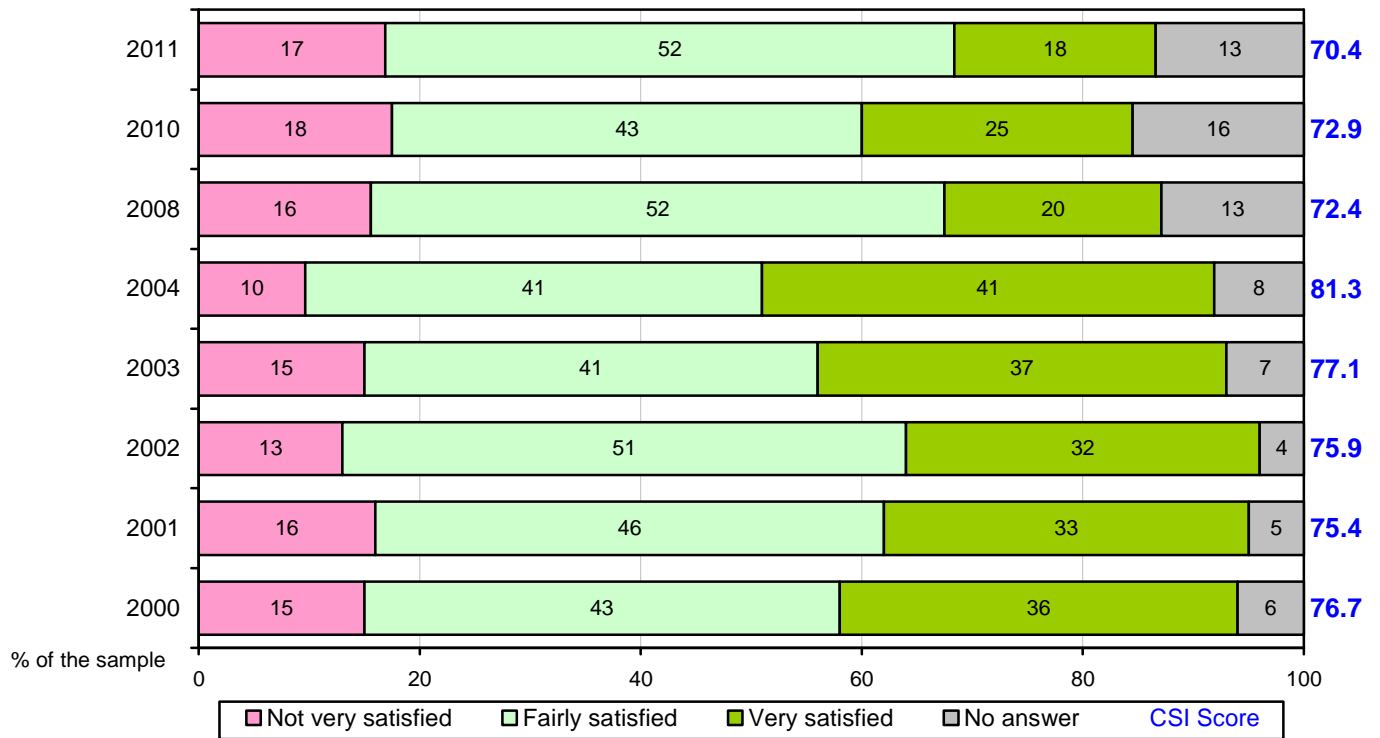
The variables that appear to have had the greatest impact on satisfaction with the overall disposal and treatment of wastewater and sewage were:

- Those from the Rangitaiki Ward (CSI score 62.3) appear less satisfied than those from the other Wards
- Those aged under 35 years (CSI score 78.0) appear more satisfied than those in the other age brackets.
- Respondents who thought they received good value for their rates (CSI score 76.2) appeared more satisfied than those who thought they got poor value for their rates (CSI score 53.2).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 74.4) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 55.4)
- Those who were satisfied with the overall performance of Council (CSI score 76.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 32.3).

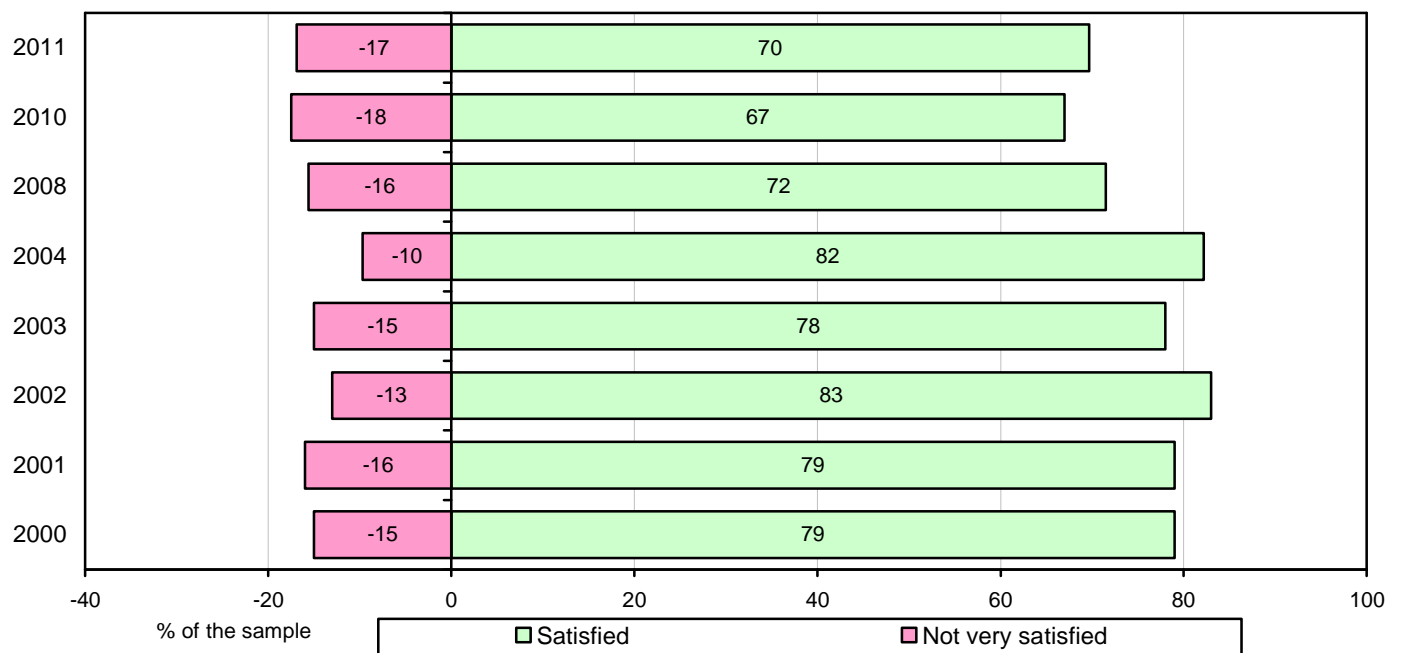


Sewerage system Satisfaction Comparison with History

The following chart compares the history of satisfaction with the sewerage system using the previous 3 point scale and an estimated CSI score for each year. This shows that 18% are very satisfied with the sewerage system with a further 52% being fairly satisfied. Only a small proportion, 17% of respondents were not very satisfied. The results are similar to previous years although the CSI score is lower than the 2010 result.



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



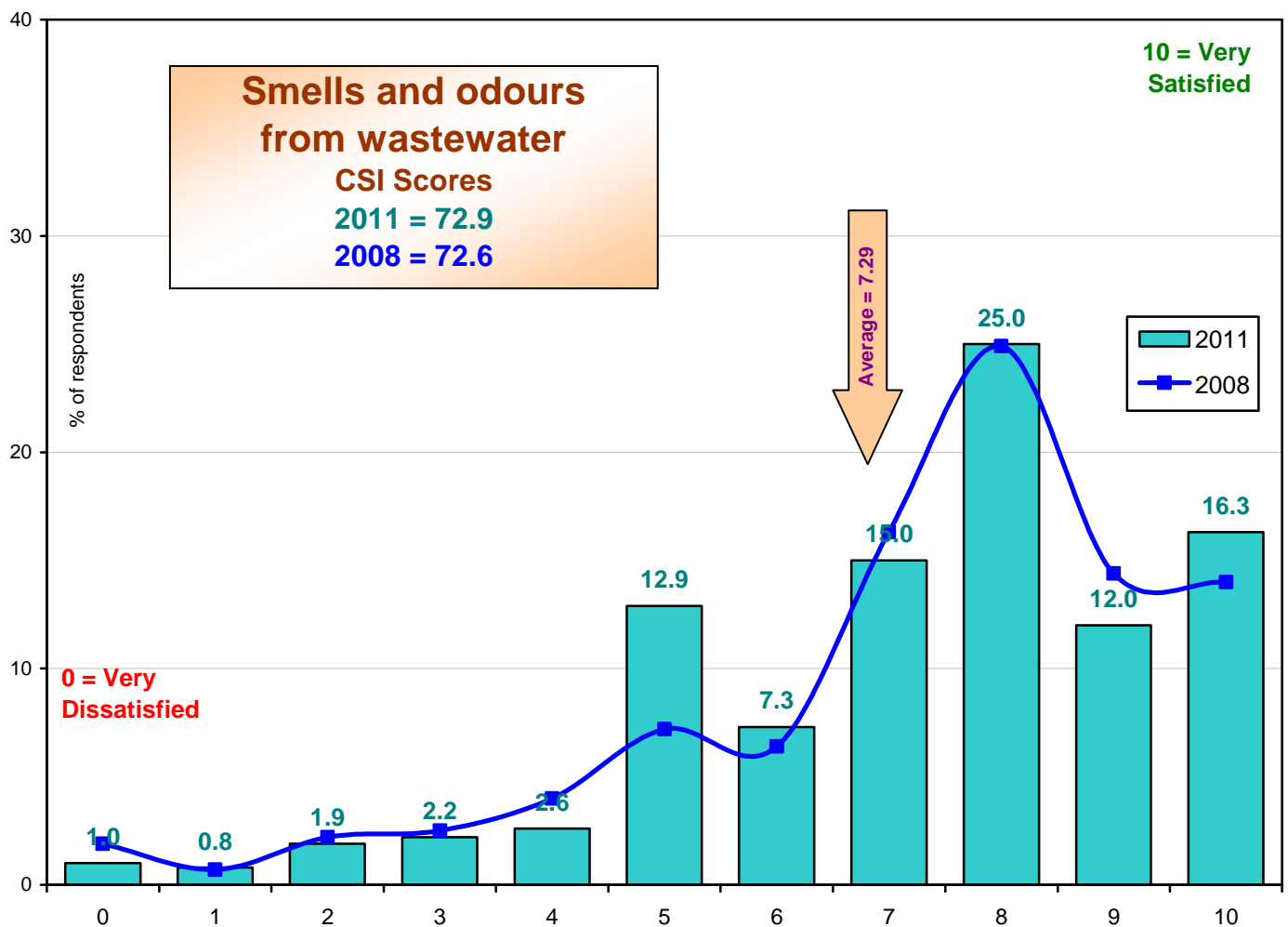
Satisfaction with smells and odours from wastewater

Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with the smells and odours from the treatment of wastewater and sewage being kept to a minimum, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents (68%) were satisfied with the smells and odours being kept to a minimum, (Scores 7 – 10), including 28% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (25%).

A quarter of the respondents (23%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the smells from the treatment of wastewater being kept to a minimum was 72.9. This is up marginally from the 2008 result and this again shows a very good level of satisfaction.



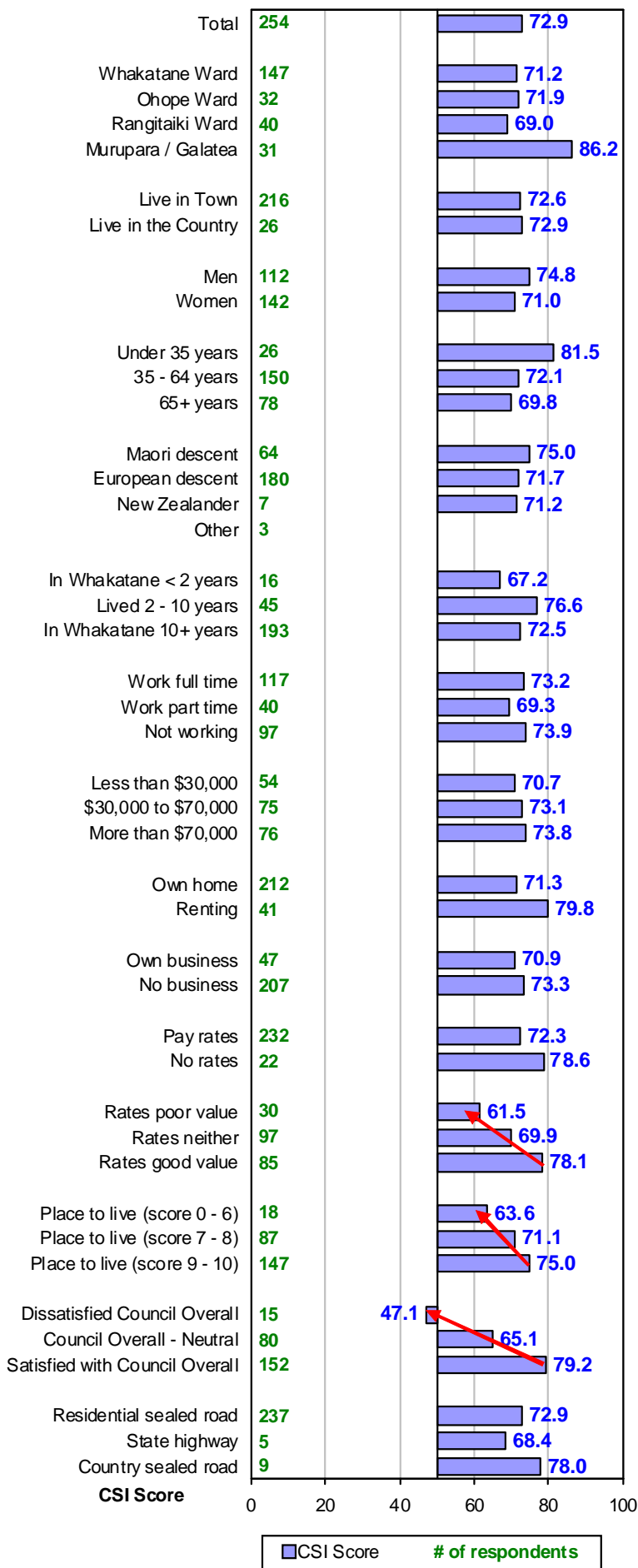
Satisfaction with the smells and odours from the treatment of wastewater and sewage are kept to a minimum by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 86.2) are significantly more satisfied than those from the other Wards
- Those aged over 65 years (CSI score 69.8) appear less satisfied than those in the other age brackets.
- Respondents who thought they received good value for their rates (CSI score 78.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 61.5).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 75.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 63.6)
- Those who were satisfied with the overall performance of Council (CSI score 79.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 47.1).



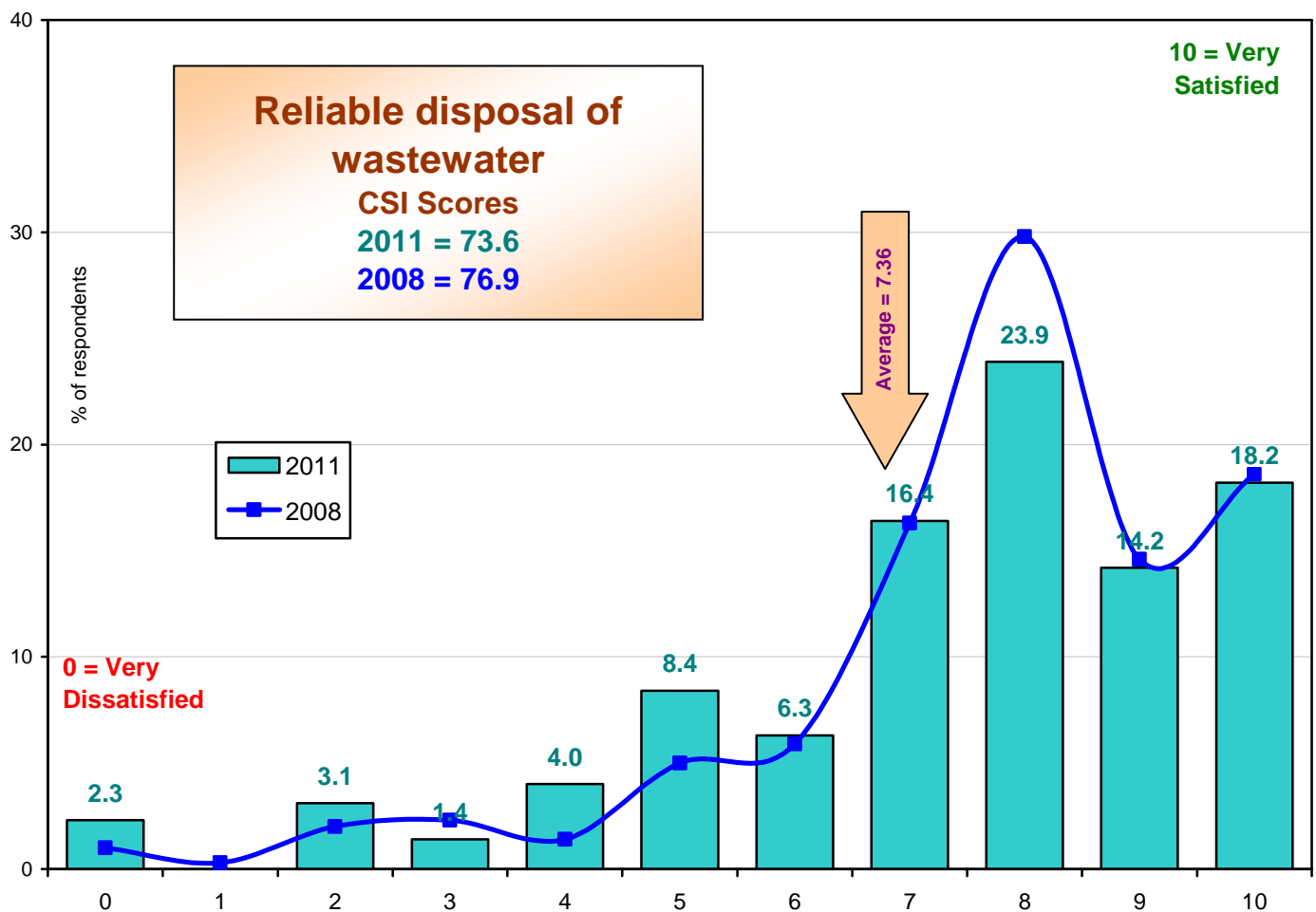
Satisfaction with having a reliable disposal of wastewater and sewage

Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows), using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents (73%) were satisfied the disposal of wastewater and sewage was reliable, (Scores 7 – 10). The mode was a score of 8 (24%) and 32% rated this with a score of 9 or 10 (exceeded expectations).

A fifth of the respondents (19%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and only 7% were dissatisfied (Scores 0 – 3).

The CSI score for the reliable disposal of wastewater and sewage was 73.6. This is 3.3 points lower than the 2008 result. The current CSI score shows a very good level of satisfaction.



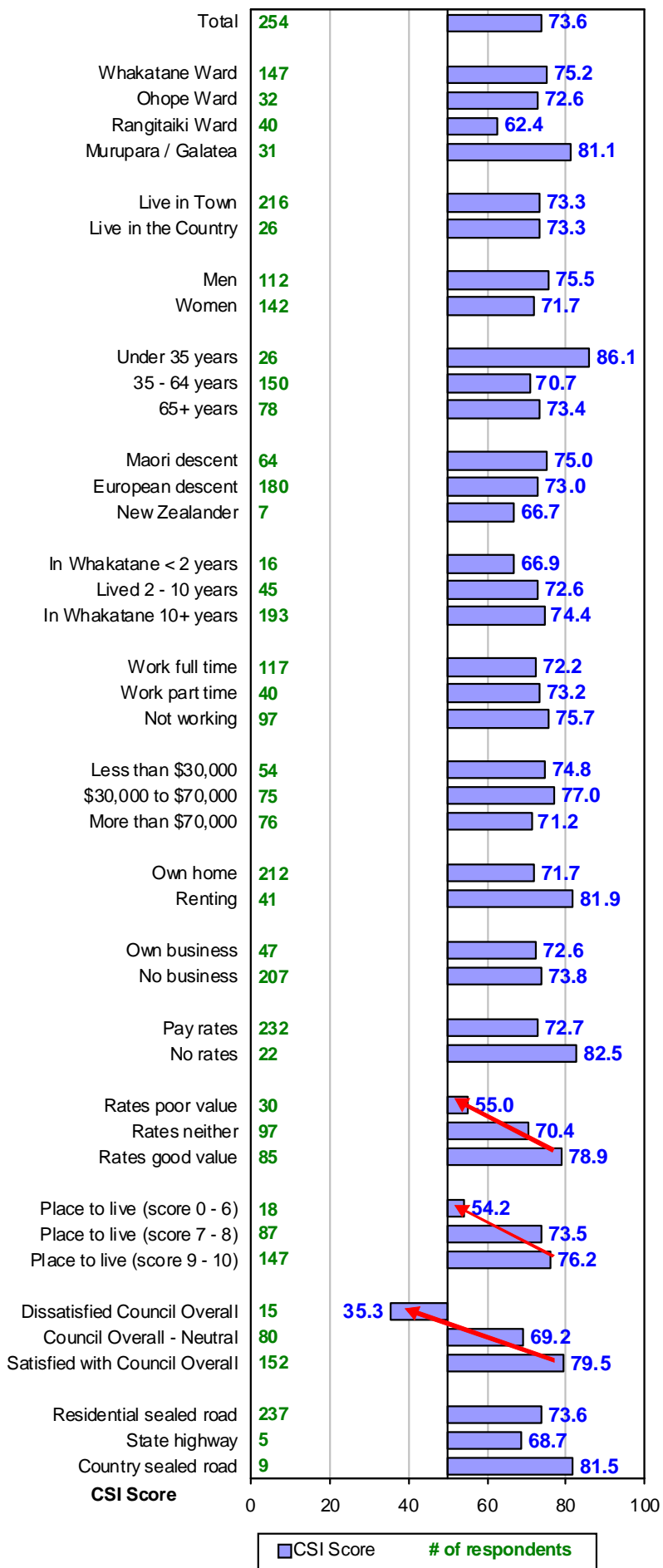
Satisfaction with the disposal of wastewater and sewage being reliable by demographics

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

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

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

- Those from the Rangitaiki Ward (CSI score 62.4) appear less satisfied than those from the other Wards
- Those aged under 35 years (CSI score 86.1) appear more satisfied than those in the other age brackets.
- Respondents who thought they received good value for their rates (CSI score 78.9) appear more satisfied than those who thought they got poor value for their rates (CSI score 55.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 76.2) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 54.2)
- Those who were satisfied with the overall performance of Council (CSI score 79.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 35.3).



Satisfaction with the cost of the wastewater and sewerage system

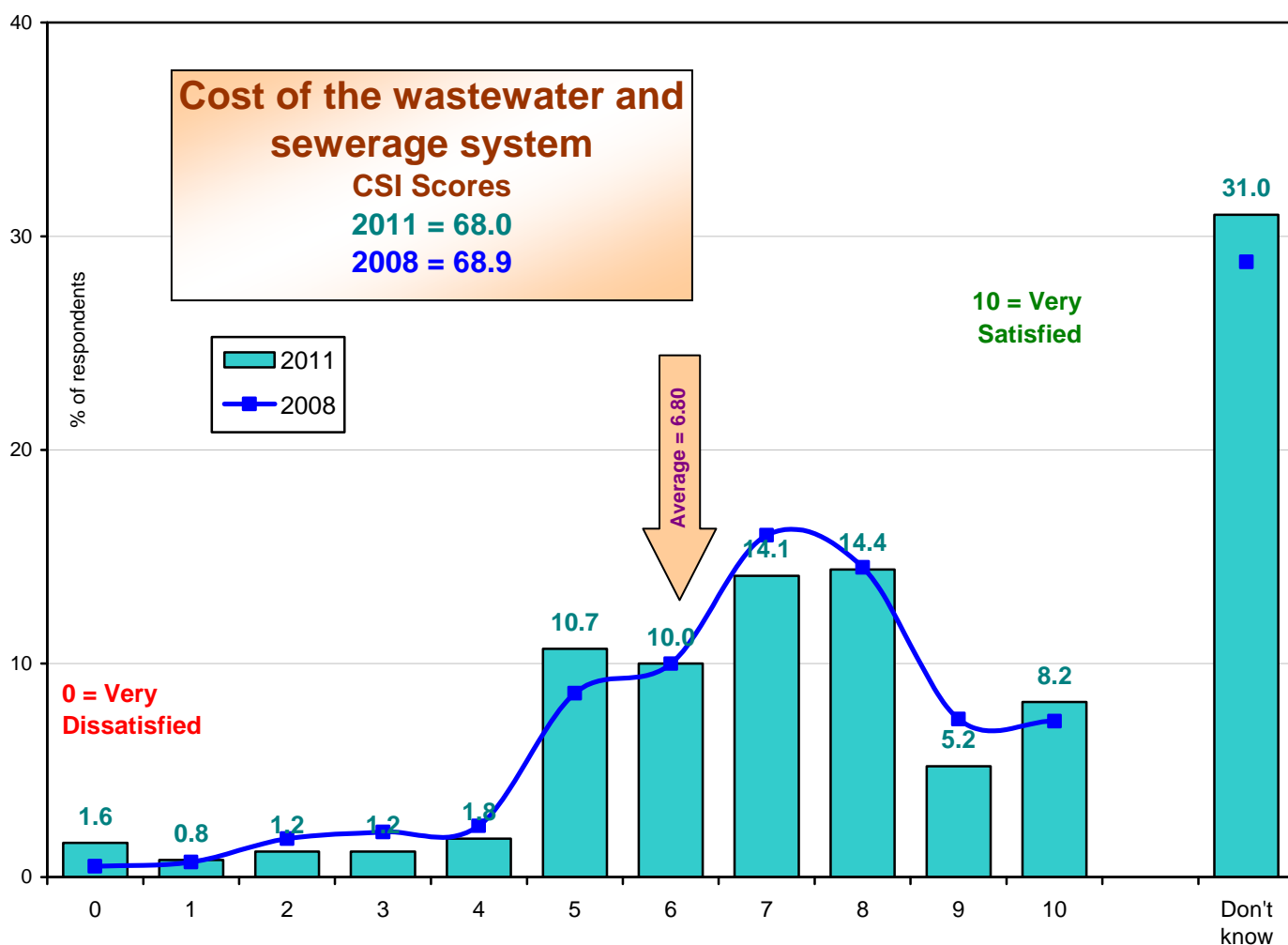
Respondents who were connected to the wastewater and sewage pipeline network (n = 254) were asked to rate their satisfaction with the cost of the wastewater and sewerage system, using a scale where 0 is very dissatisfied to 10 being very satisfied.

A third of the respondents (31%) did not answer this question, presumably because they did not know enough about the cost of the wastewater and sewerage system. This is similar to 2008.

Two fifths of the respondents (42%) were satisfied with the cost of the wastewater and sewerage system, (Scores 7 – 10), including 13% who rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (14%).

A fifth of the respondents (22%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 5% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the cost of the wastewater and sewerage system was 68.0. This is down 0.9 points from 2008 but this still shows a good level of satisfaction, but with potential for improvement.



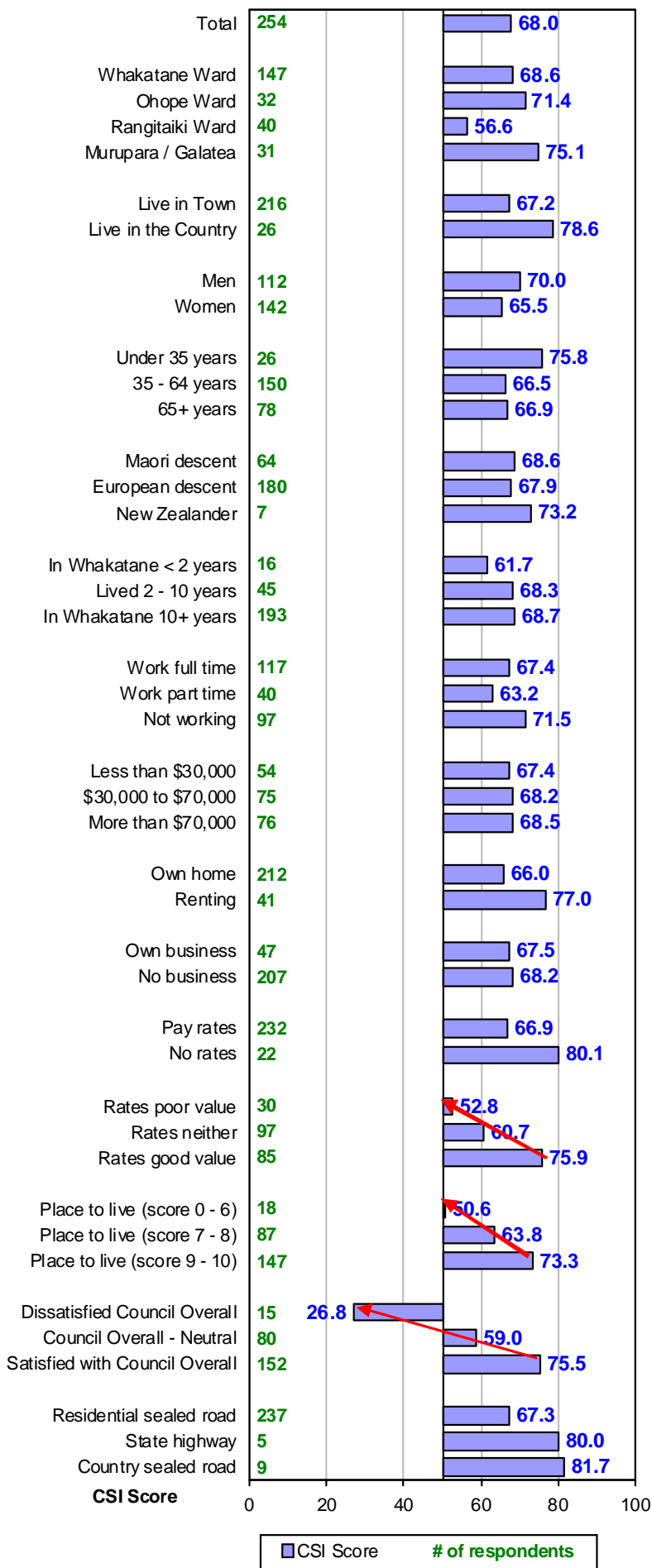
Satisfaction with the cost of the wastewater and sewerage system by demographics

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

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

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

- Those from the Rangitaiki Ward (CSI score 56.6) appear less satisfied than those from the other Wards
- Those aged under 35 years (CSI score 75.8) appear more satisfied than those in the other age brackets.
- Those who are renting (CSI score 77.0) appear more satisfied than homeowners.
- Respondents who thought they received good value for their rates (CSI score 75.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 52.8).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 73.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 50.6)
- Those who were satisfied with the overall performance of Council (CSI score 75.5) are significantly more satisfied than the few who were dissatisfied with the overall performance of Council (CSI score 26.8).



Stormwater

Satisfaction with the overall effectiveness of the stormwater systems

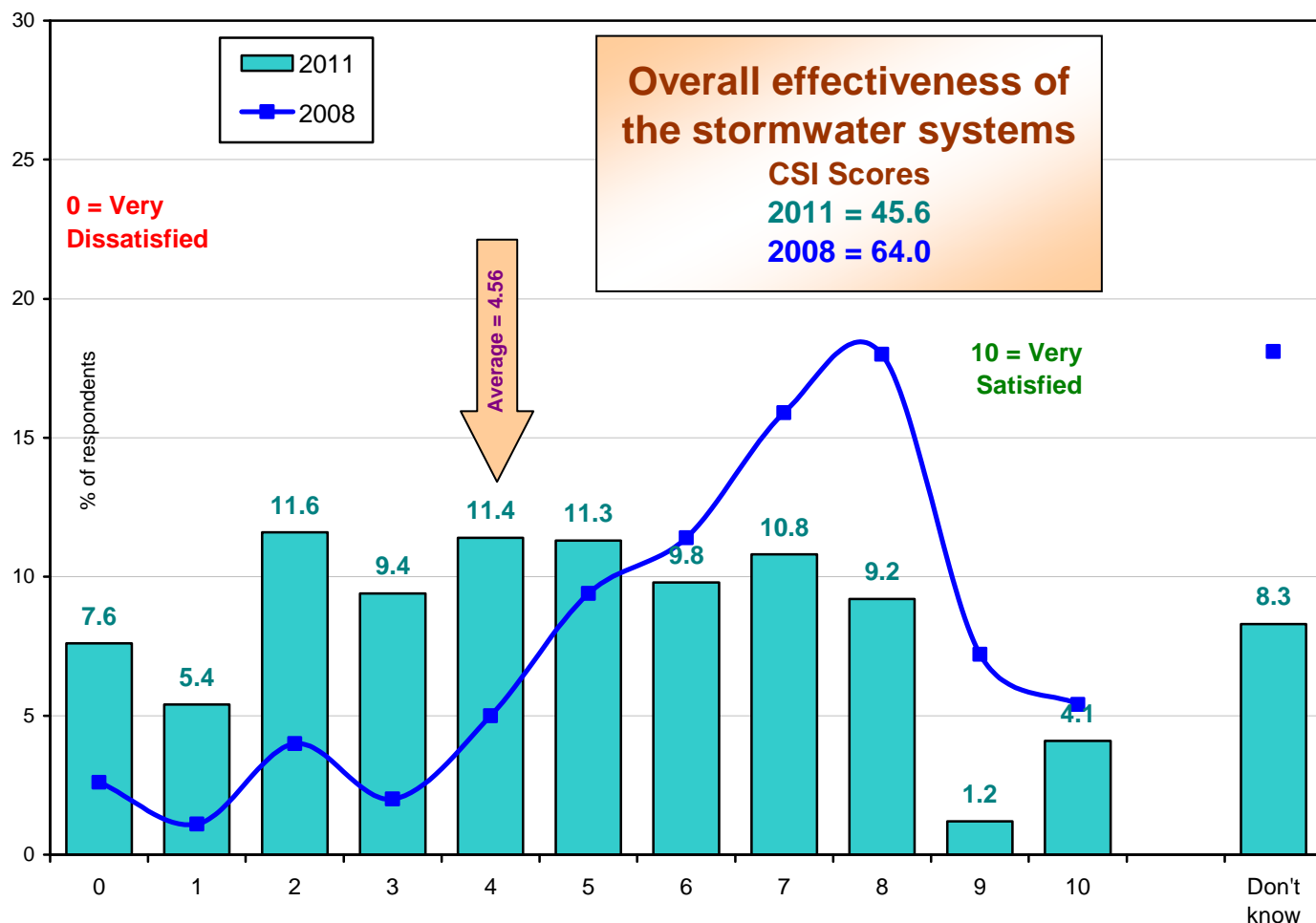
Respondents were asked to rate their satisfaction with the overall effectiveness of the stormwater systems, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a quarter of the respondents (25%) were satisfied with the overall effectiveness of the stormwater systems (Scores 7 – 10) and just 5% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 – 6).

The largest group (34%) rated this with scores that reflect dissatisfaction (Scores 0 – 3). The mode was a score of 2 (12%). The remaining 8% did not answer this question.

The CSI score for the overall effectiveness of the stormwater systems was 45.6. This is 18.4 points lower than 2008. This is now a CSI score that implies respondents have serious issues with the overall effectiveness of the stormwater systems.



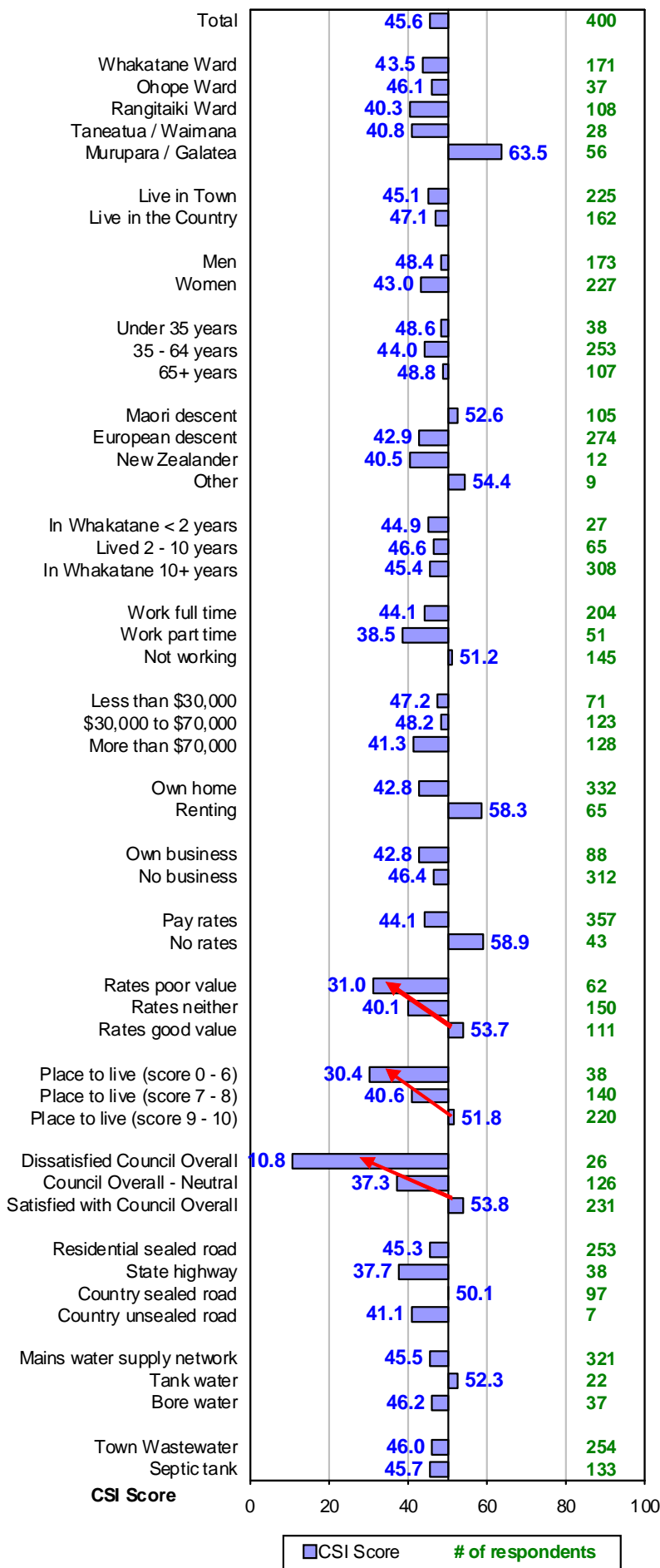
Satisfaction with the overall effectiveness of the stormwater systems by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 63.5) are significantly more satisfied than those from the other Wards
- Homeowners (CSI score 42.8) are less satisfied than those who are renting (CSI score 58.3).
- Respondents who thought they received good value for their rates (CSI score 53.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 31.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 51.8) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 30.4)
- Those who were satisfied with the overall performance of Council (CSI score 53.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 10.8).



Satisfaction with the maintenance of the stormwater systems

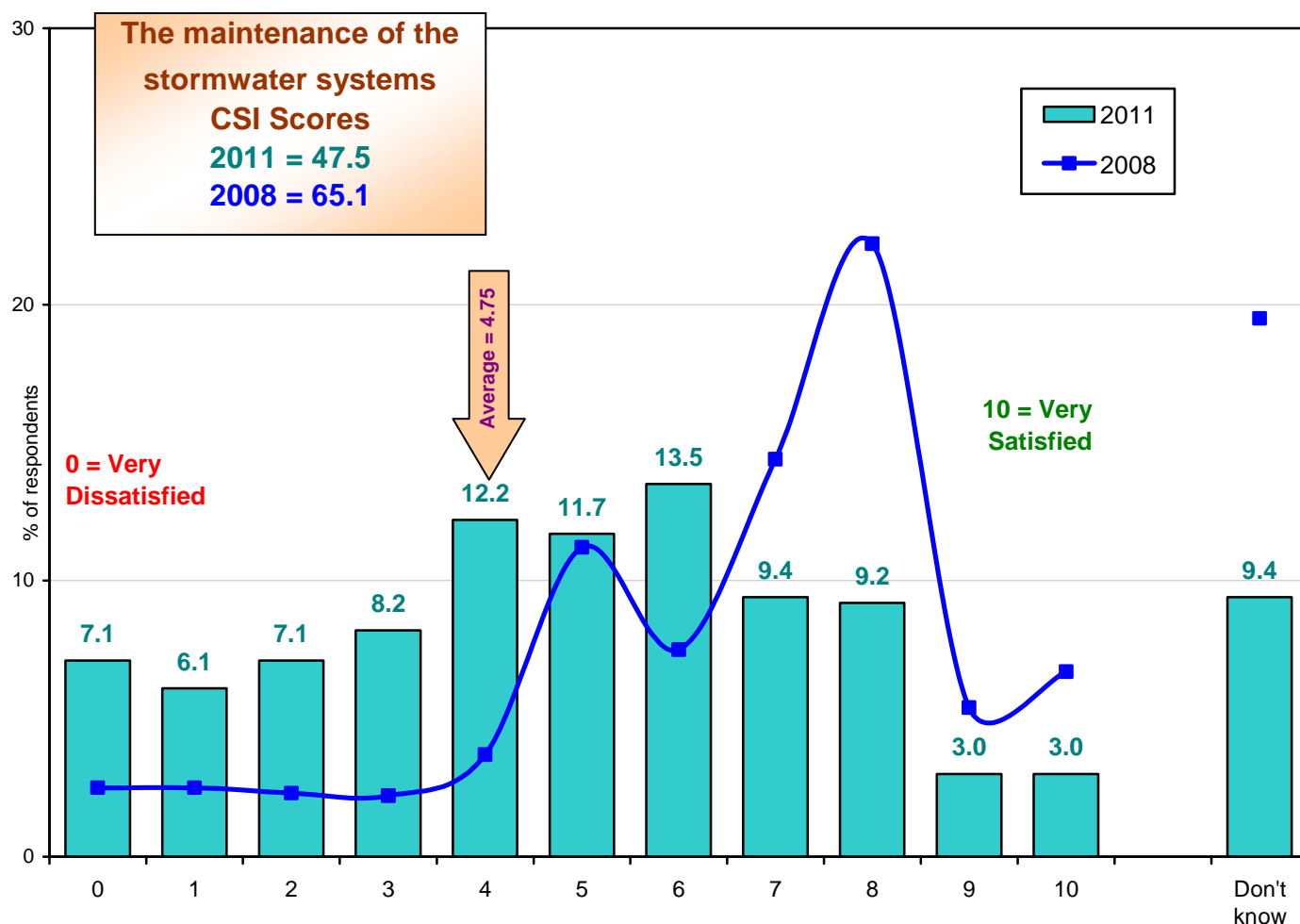
Respondents were asked to rate their satisfaction with the maintenance of the stormwater systems, using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a quarter of the respondents (25%) were satisfied with the maintenance of the stormwater systems (Scores 7 – 10) and just 6% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (37%) rated their satisfaction with a score that was neutral (Scores 4 – 6). The mode was a score of 6 (14%).

Over a quarter of the respondents (29%) rated the maintenance of the stormwater systems with scores that reflect dissatisfaction (Scores 0 – 3). The remaining 9% did not answer this question.

The CSI score for the maintenance of the stormwater systems was 47.5. This is a decrease of 17.6 points from 2008. This is now a CSI score that implies respondents have serious issues with the maintenance of the stormwater systems.



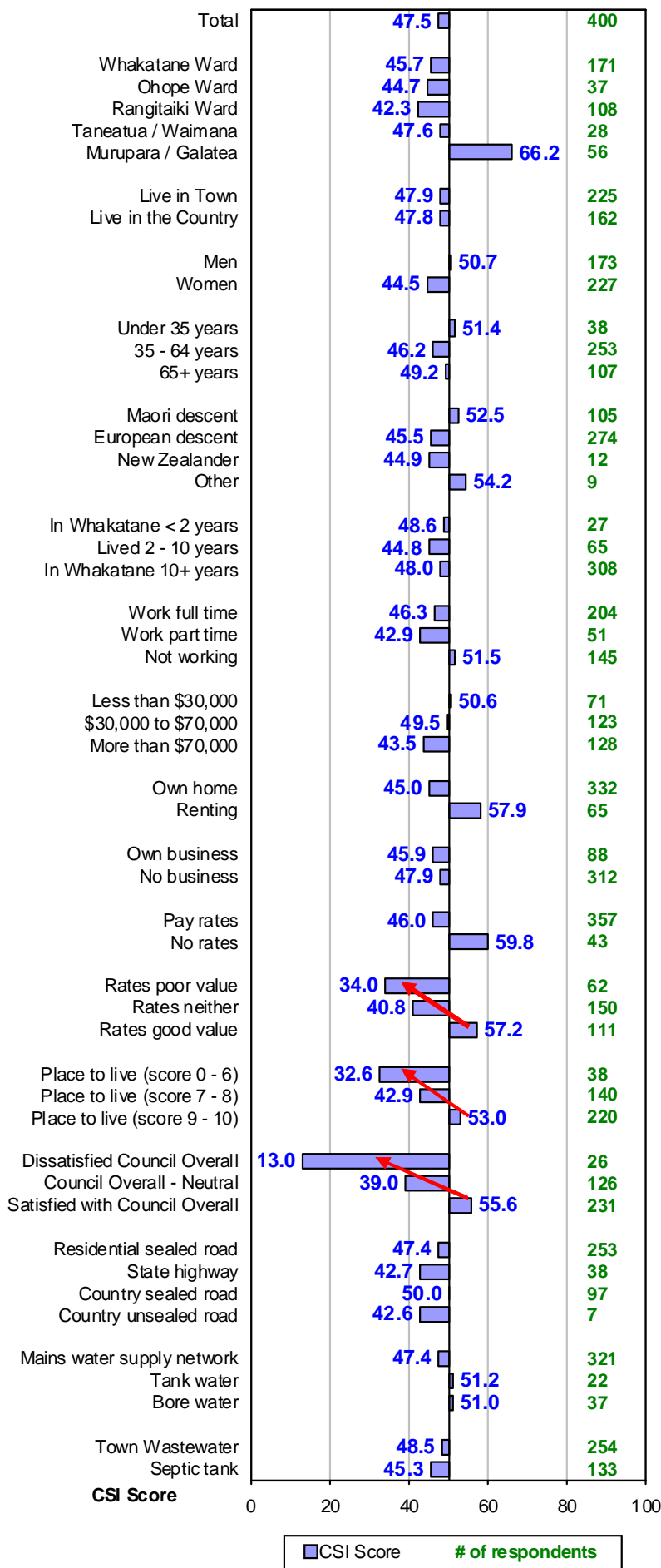
Satisfaction with maintenance of the stormwater systems by demographics

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

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

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

- Those from the Murupara / Galatea Ward (CSI score 66.2) appear significantly more satisfied than those from the other Wards
- Homeowners (CSI score 45.0) are significantly less satisfied than those who are renting (CSI score 57.9).
- Respondents who thought they received good value for their rates (CSI score 57.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 34.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 53.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 32.6)
- Those who were satisfied with the overall performance of Council (CSI score 55.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 13.0).



Satisfaction with the reliability of the stormwater systems

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

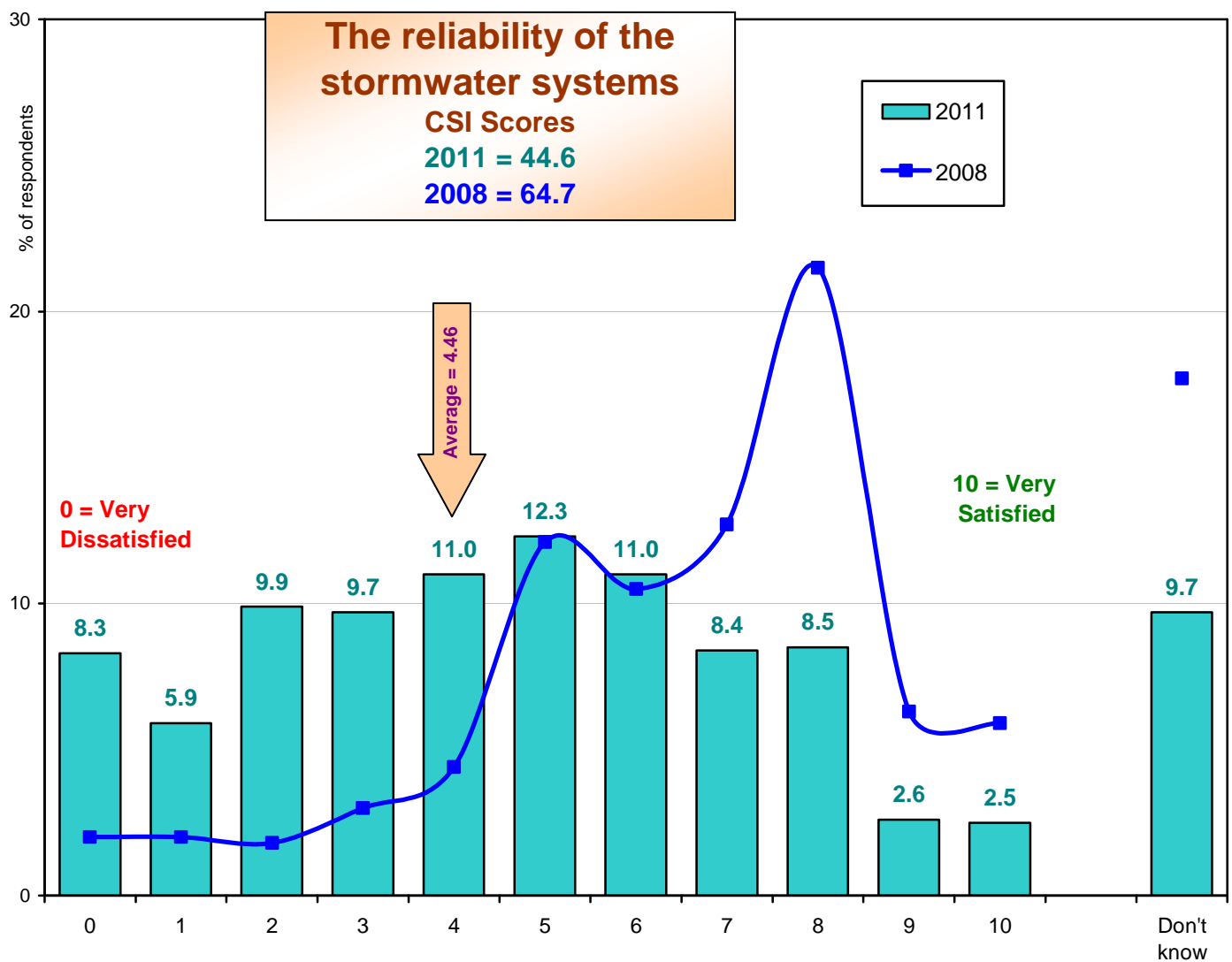
Just a fifth of the respondents (22%) were satisfied with the reliability of the stormwater systems (Scores 7 – 10) and only 5% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (27%) rated their satisfaction with a score that was neutral (Scores 4 – 6). The mode was a score of 5 (12%).

A third of the respondents (34%) rated the reliability of the stormwater systems from streets, public areas and residents homes with scores that reflect dissatisfaction (Scores 0 – 3).

The remaining 10% did not answer this question.

The CSI score for the reliability of the stormwater systems from streets, public areas and resident’s homes was 44.6. This is a decrease of 20.1 points from 2008. This is now a CSI score that implies respondents have serious issues with the reliability of the stormwater systems from streets, public areas and residents homes.



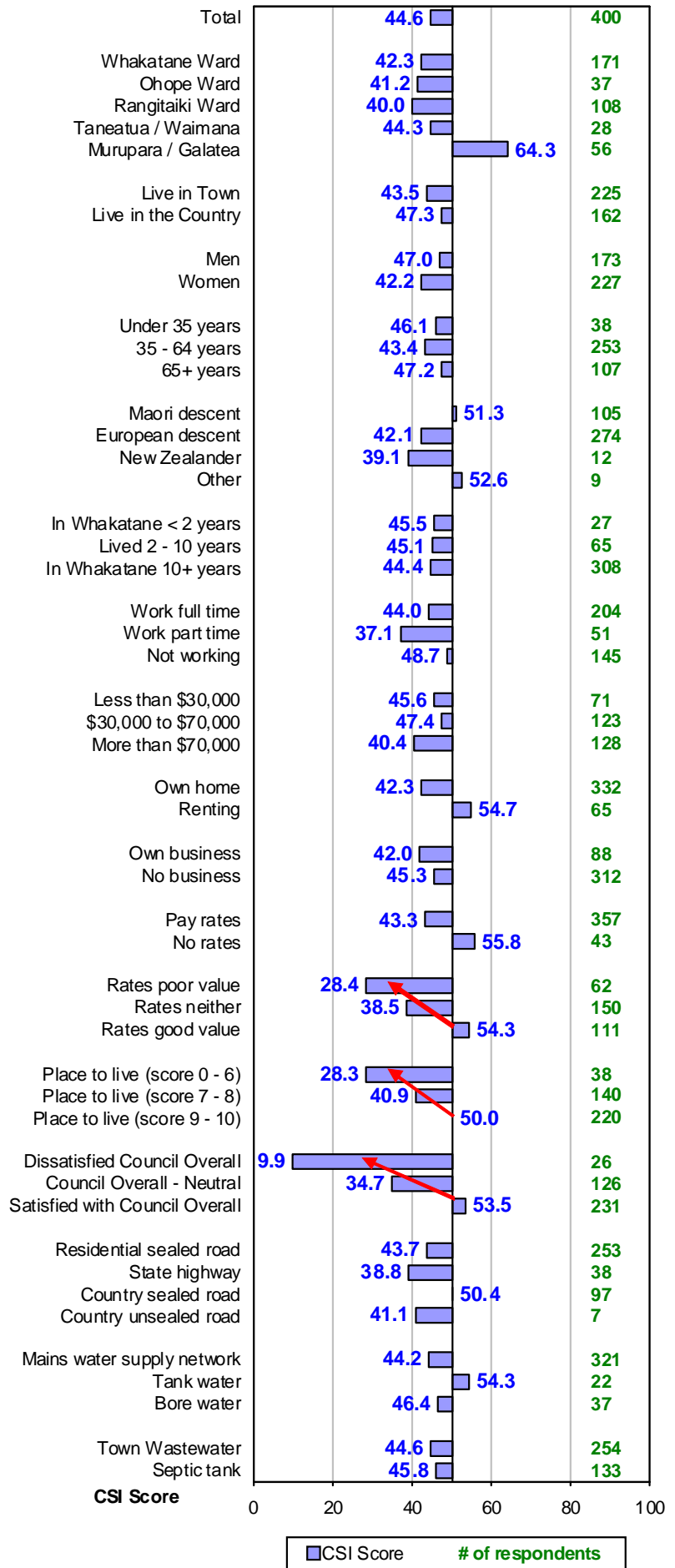
Satisfaction with the reliability of the stormwater systems by demographics

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

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

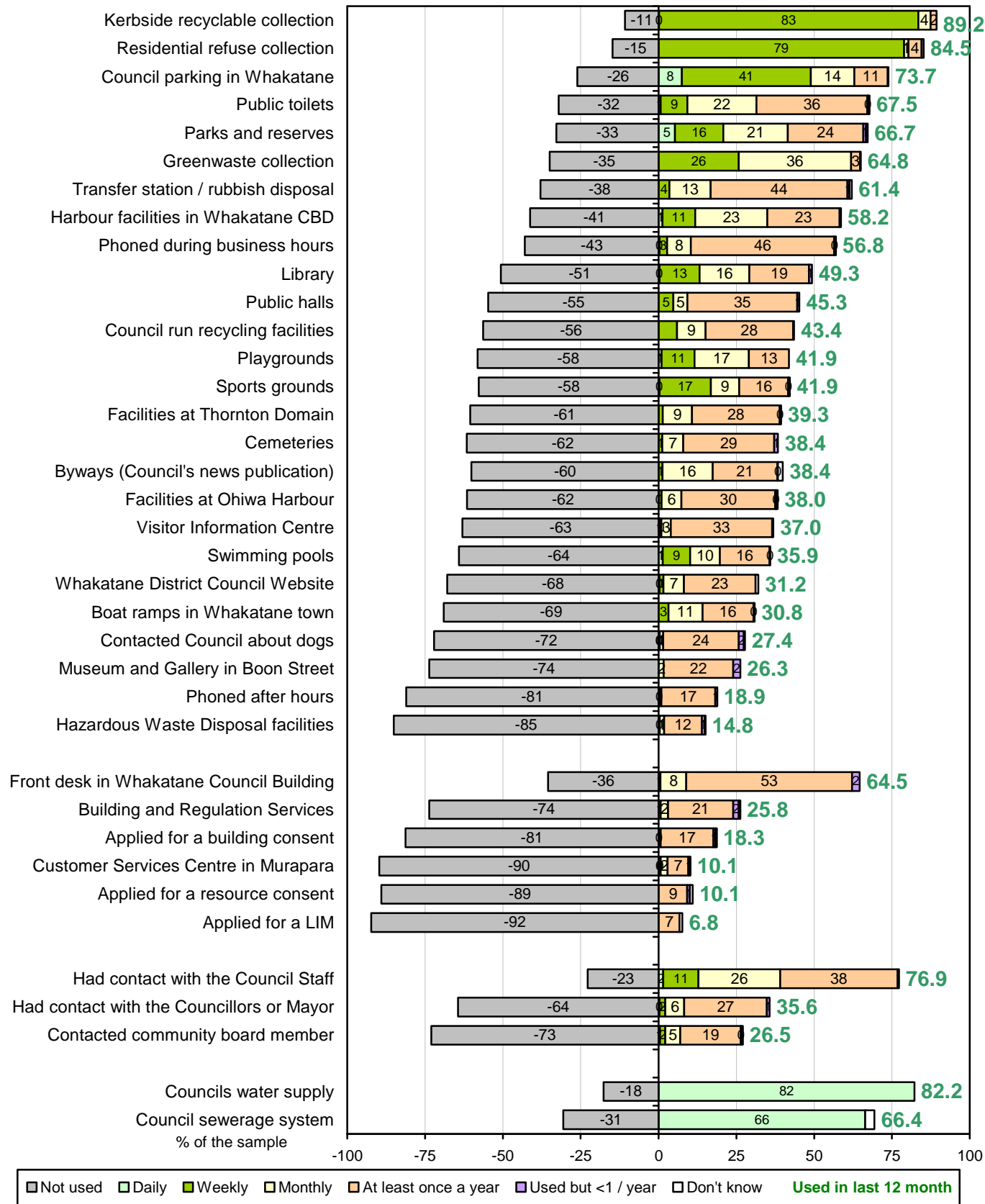
The variables that appear to have had the greatest impact on satisfaction with the reliability of the stormwater systems from streets, public areas and residents homes were:

- Those from the Murupara / Galatea Ward (CSI score 64.3) are significantly more satisfied than those from other Wards
- Those who own their own home are significantly less satisfied than those who are renting (CSI score 42.3 and 54.7) respectively.
- Respondents who thought they received good value for their rates (CSI score 54.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 28.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 50.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 28.3)
- Those who were satisfied with the overall performance of Council (CSI score 53.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 9.9).



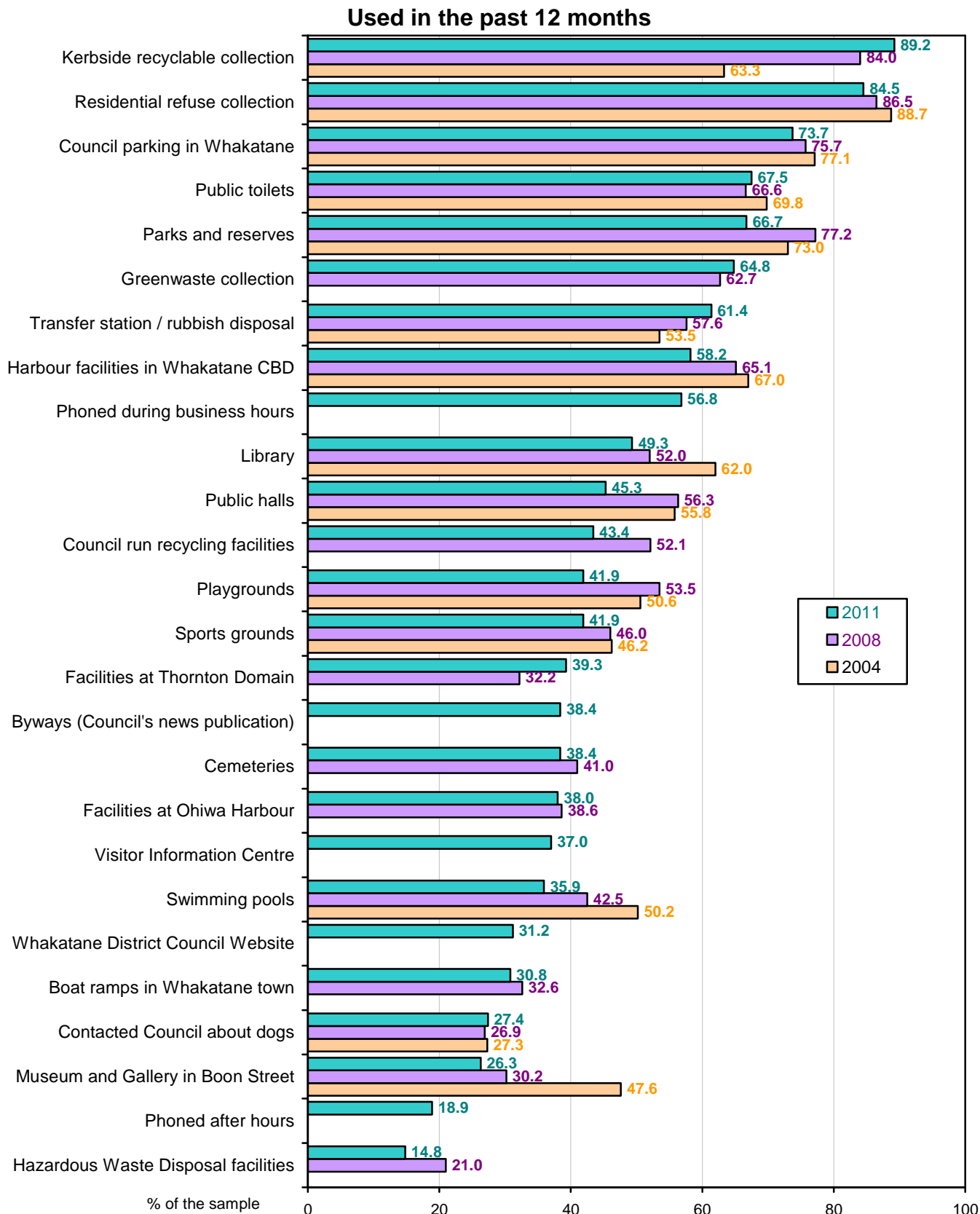
Usage of Specific Council Services and Facilities

Respondents were asked how often they had used Council provided services or facilities in the past year. Some of the services like the Kerbside Recyclable collection (89%), Residential Refuse Collection (85%), and Council Water supply (82%), were used by the vast majority of respondents. Other facilities like the applying for a LIM (7%) were used by a small proportion of the sample.



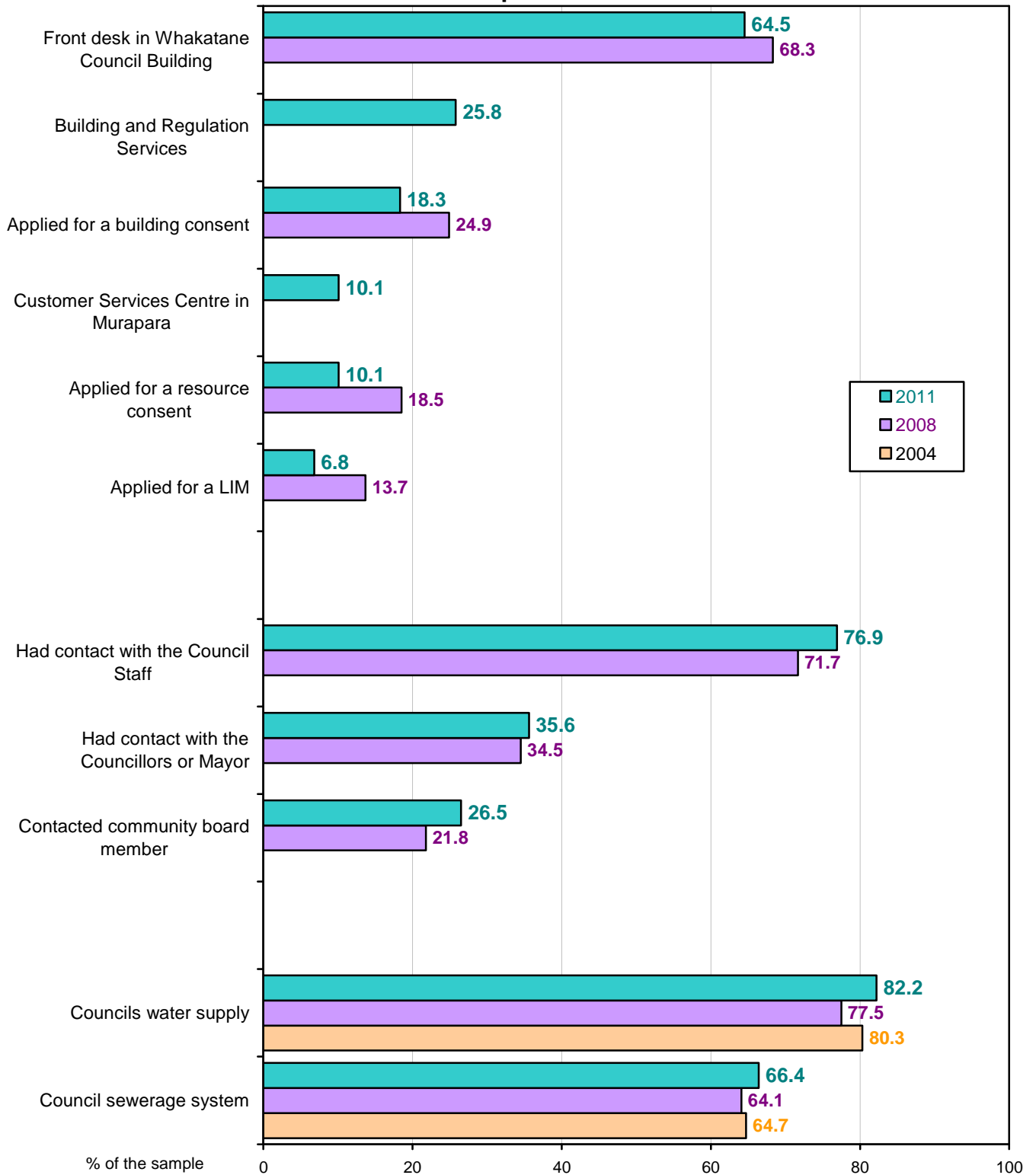
Comparison of Usage of various Facilities and Services by year

The following chart compares the percentage of respondents using each facility or service in the past 12 months for 2011 against the percentage who used these in the 2008 and 2004 surveys. Similar to previous years, there is some variation in usage but this is possibly due to many variables e.g. the weather or economy, changing behaviour, changes in the availability of the facilities or variances in the sample.



The following chart compares the percentage of respondents using some of the other services in the past 12 months for 2011 against the percentage who used these in the 2008 and 2004 surveys. Similar to above, there is some variation in usage but this is possibly due to many variables e.g. the weather or economy or variances in the sample.

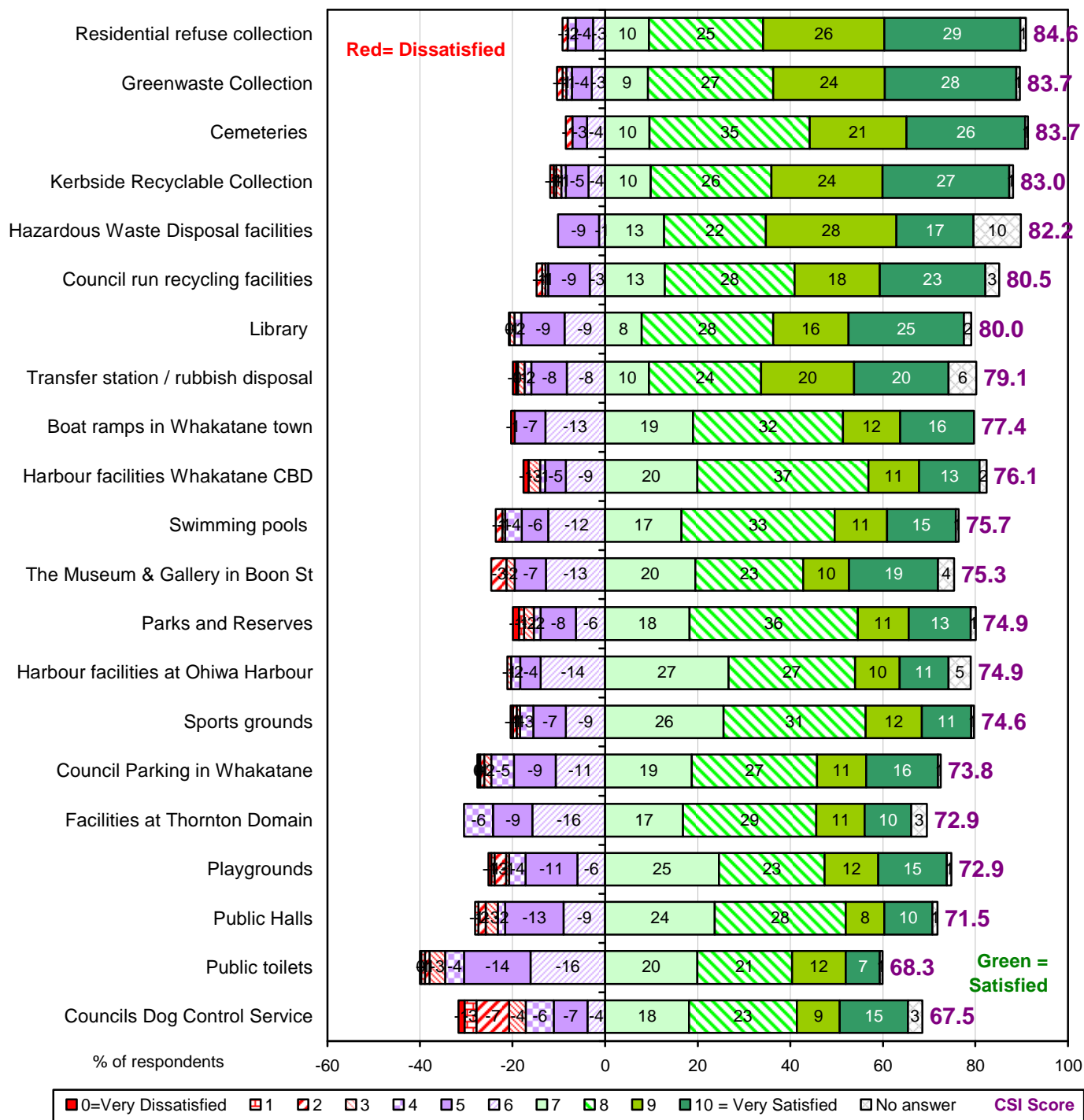
Used in the past 12 months



Satisfaction with Specific Council Facilities and Services

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

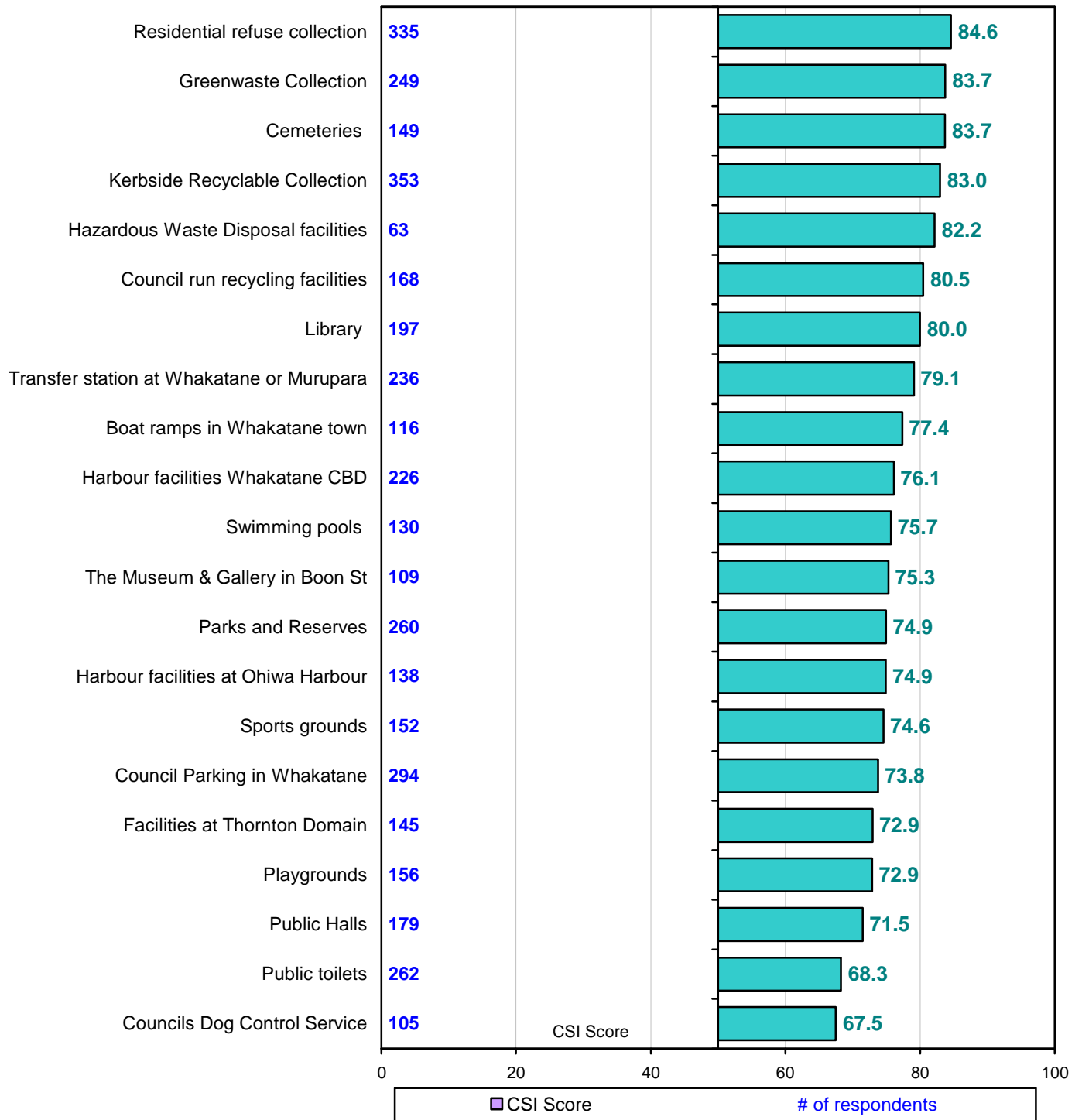
The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 91% for the 'Cemeteries' down to 59% for the 'Public Toilets'. There are also a number of respondents who are less than satisfied with each factor (scores 0 – 6). This ranges from 9% for the 'Cemeteries' up to 40% for the 'Public Toilets'. The factor with the most respondents rating with a score of 10 was the 'Residential Refuse Collection' while the factor with the most rating with a score of 0 to 3 is 'Councils Dog Control Service' (15%).



CSI scores by Council Facilities and Services

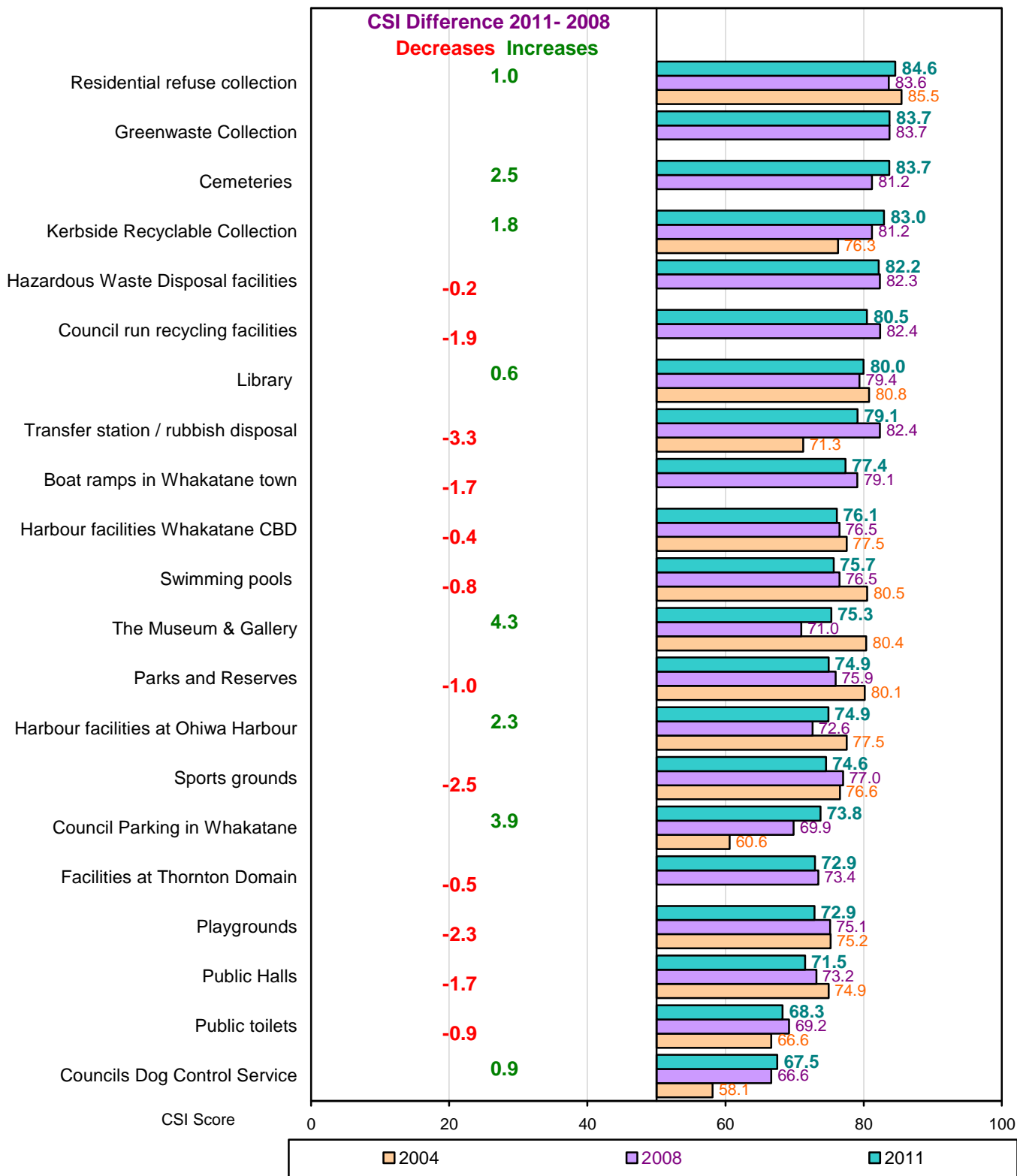
Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 84.6 for the 'Residential refuse collection' and 83.7 for both the 'Greenwaste Collection' and the 'Cemeteries' down to 67.5 for 'Councils Dog Control Service'. Some of these scores reflect an excellent performance while others reflect a need for significant improvement.



CSI scores Facilities & Amenities – Comparison with previous years

The following chart compares the CSI scores for 2011 versus 2008 and 2004 for the Facilities & Amenities. The facilities rated the highest in previous years are once again rated the highest for 2008. There was a mix of 8 increases and 12 decreases in CSI scores from 2008 but many changes were small. The largest increase was a rise of 4.3 points for 'The Museum & Gallery' (CSI score 75.3) followed by a rise of 3.9 points for 'Council parking in Whakatane' (CSI score 73.8). The largest decrease was of 3.3 points for the 'Transfer station / rubbish disposal at Whakatane or Murupara' (CSI score 79.1).



Library Service

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

Frequency of using the Library

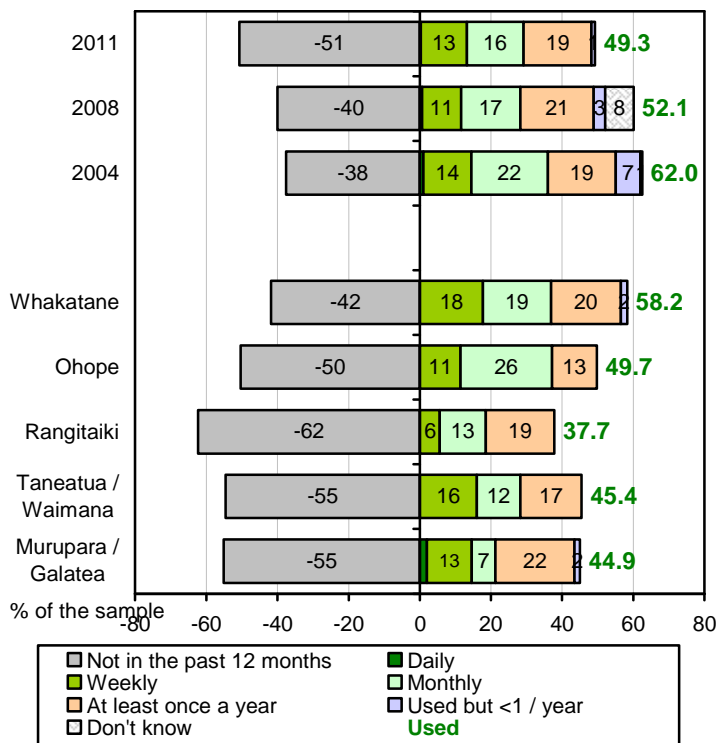
Half of respondents (49%) had used the Library in the past 12 months while half (51%), had not used the Library and 1% didn't know.

An eighth of the respondents (13%) used the Library on a weekly basis while only 0.3% used the Library on a daily basis.

A sixth of the respondents (16%) used the Library monthly while a fifth of the respondents (19%) used the Library at least once a year and 1% used the Library less often.

The results are similar to the previous years.

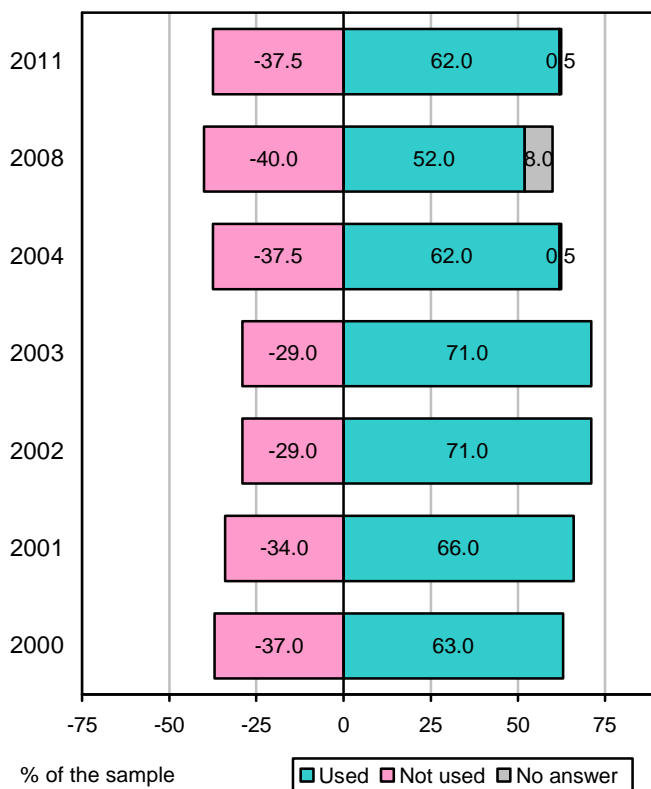
Usage of the Library was higher in the Whakatane Ward (58% versus 38% - 50% for the other Wards).



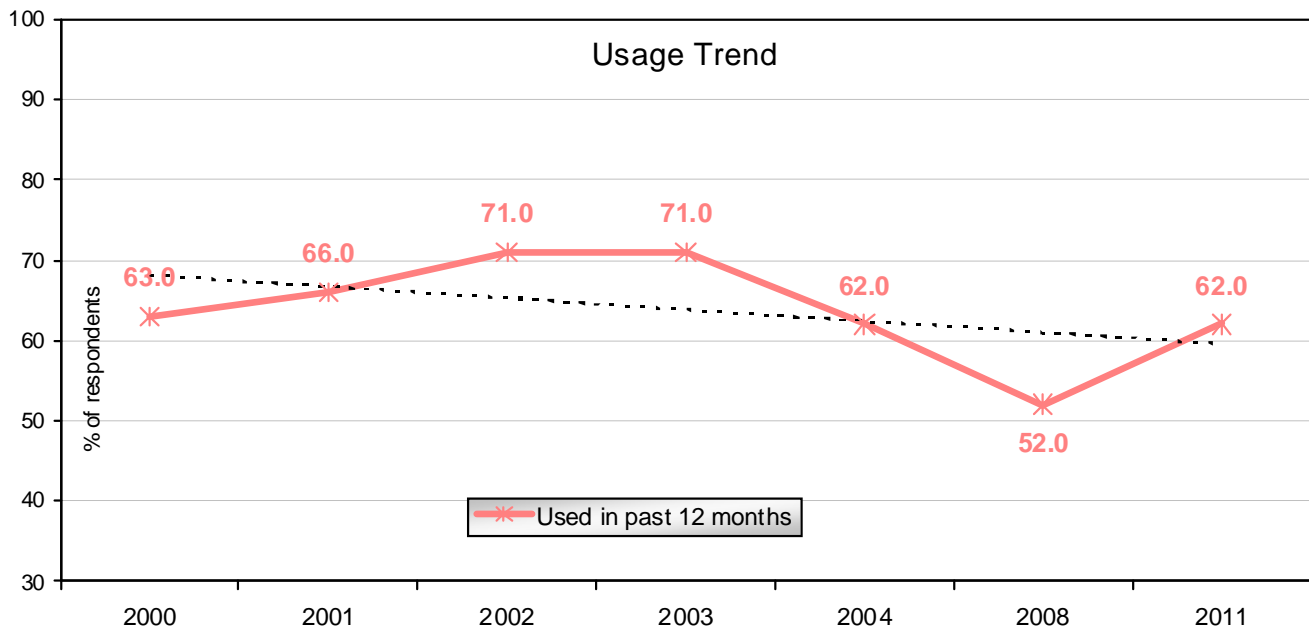
Comparing the history of Library usage shows that current usage is up again after the low reading in 2008. However, usage at 62% is in the middle of the range of results recorded by this monitor.

The variation in usage could reflect variances in the sample from one year to the next or it may reflect actual changes in usage.

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



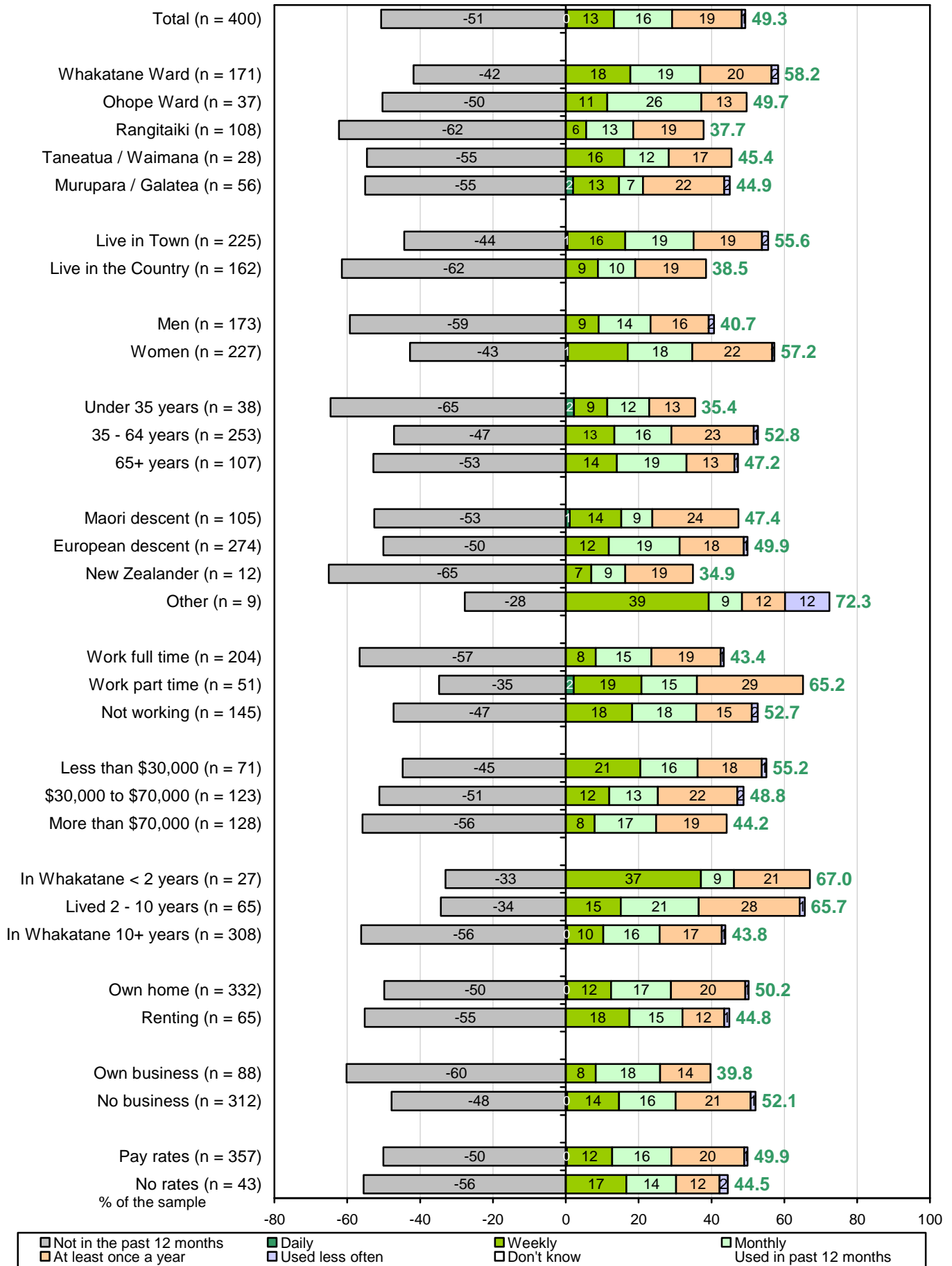
The chart shows the usage trend for the Library based on the percentage who had personally used these facilities in the past 12 months. This shows that usage at 62.0% is up 10 points on 2008 but back to the level recorded in 2004. The current usage is close to the trend line which reflects a slight downward trend.



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

- Those who have lived in the Whakatane District less than 2 years (67%) or between 2 - 10 years (66%)
- Those working part time in paid employment (65%)
- Those from the Whakatane Ward (58%)
- Women (57%)
- Those who live in town (56%)
- Those who own or operate their own business (52%)

Usage of the Library by subgroup

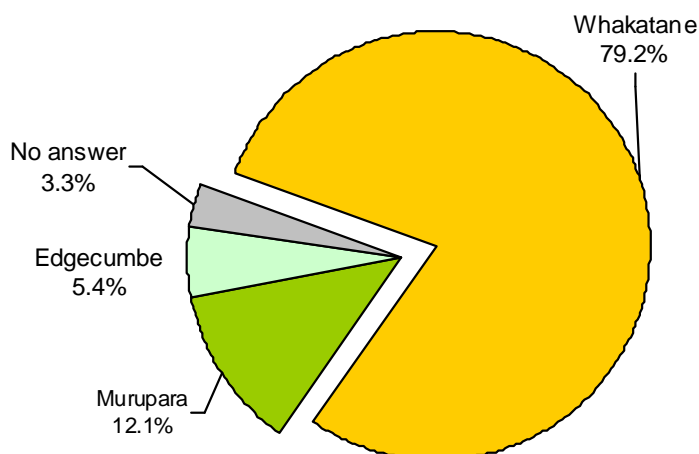


Library used most

Respondents who had visited a Library (n = 197) were asked which Library they had used most often in the past 12 months

The largest group of respondents (79%) had used the Whakatane Library the most in the past 12 months. An eighth of the Library users (12%) had used the Murupara Library the most in the past 12 months.

A few of the respondents (5%) used the Edgecumbe Library, and seven respondents did not answer this question.

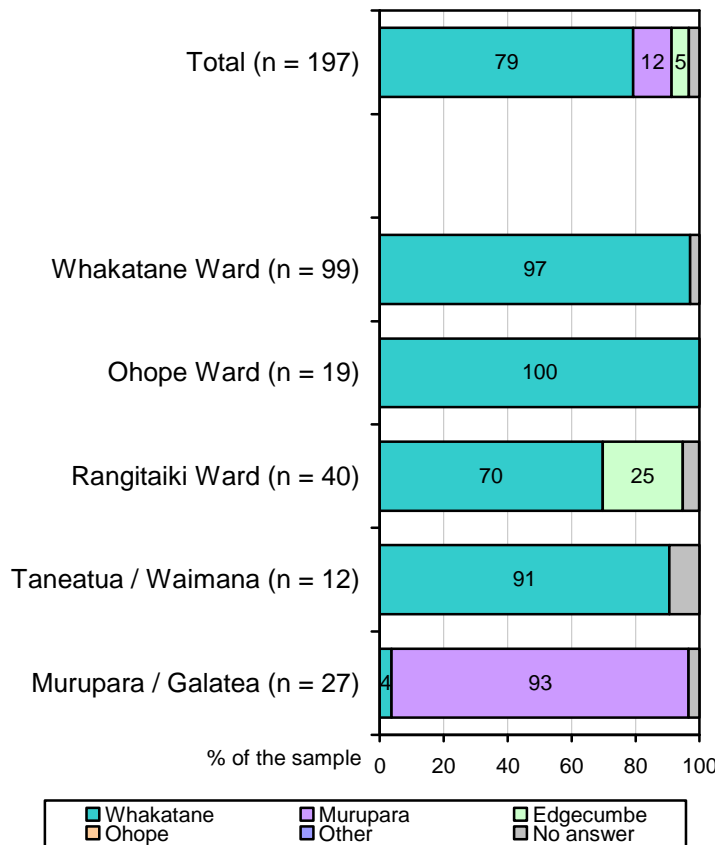


Library used most by Ward

The Whakatane Library was used the most by respondents from the Ohope Ward (100%), the Whakatane Ward (97%), Taneatua / Waimana Ward (91%) and the Rangitaiki Ward (70%).

The Murupara Library was mostly used by respondents from the Murupara / Galatea Ward (93%).

Most respondents from the Rangitaiki Ward used the Whakatane Library (70%) but a quarter of the subgroup (25%) used the Edgecumbe Library.

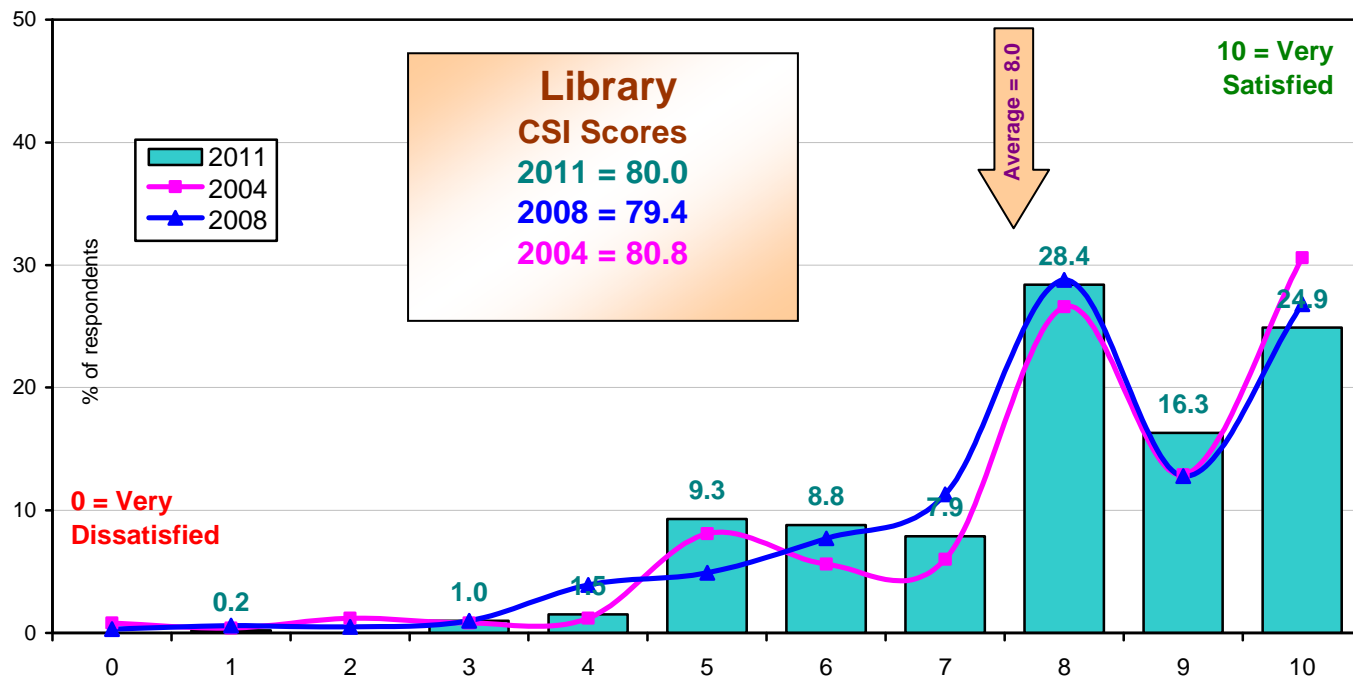


Satisfaction with Library

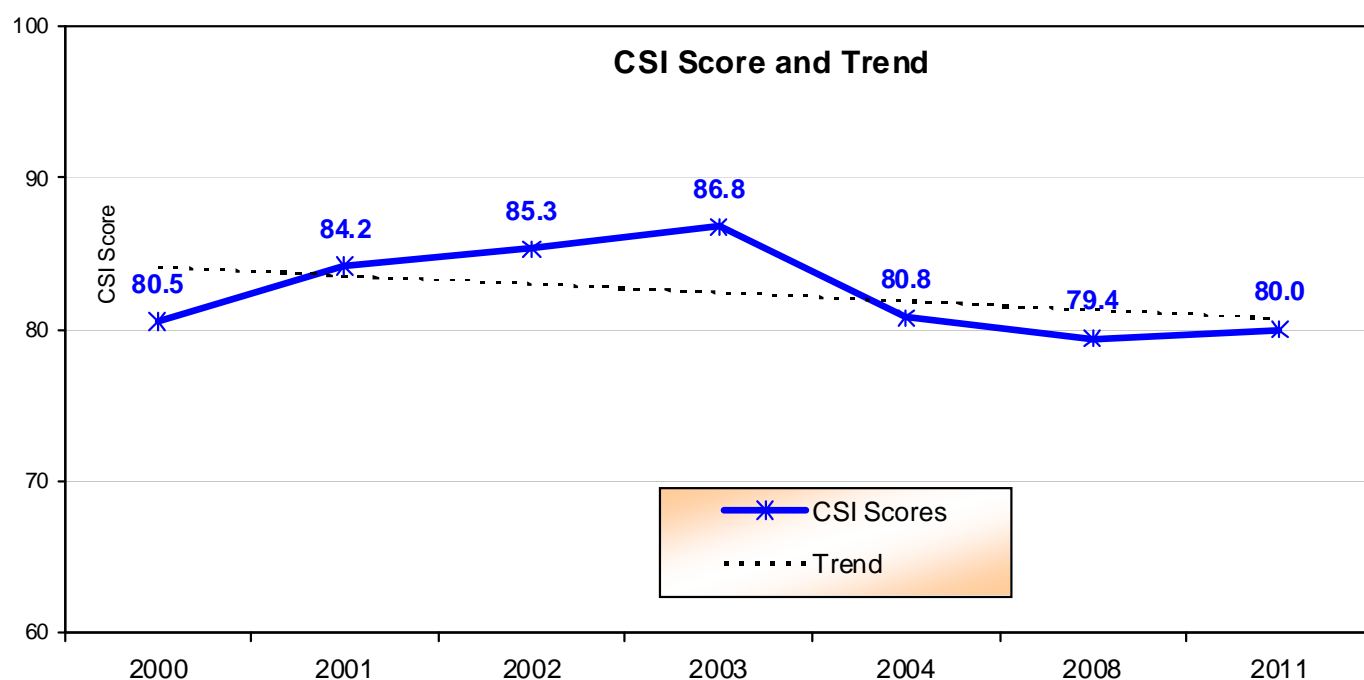
Respondents who had used the Library in Whakatane in the last 12 months (n=197) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (78%) were satisfied with the Library (Scores 7 – 10), including 41% who rated this with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (28%). A fifth of the subgroup (20%) rated the Library with a score that was neutral (Scores 4 – 6), while only two respondents (1.3%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI score for the Library was 80.0, up 0.6 points from 2008. This is a CSI score that again reflects that users feel the Library is providing a very good service.

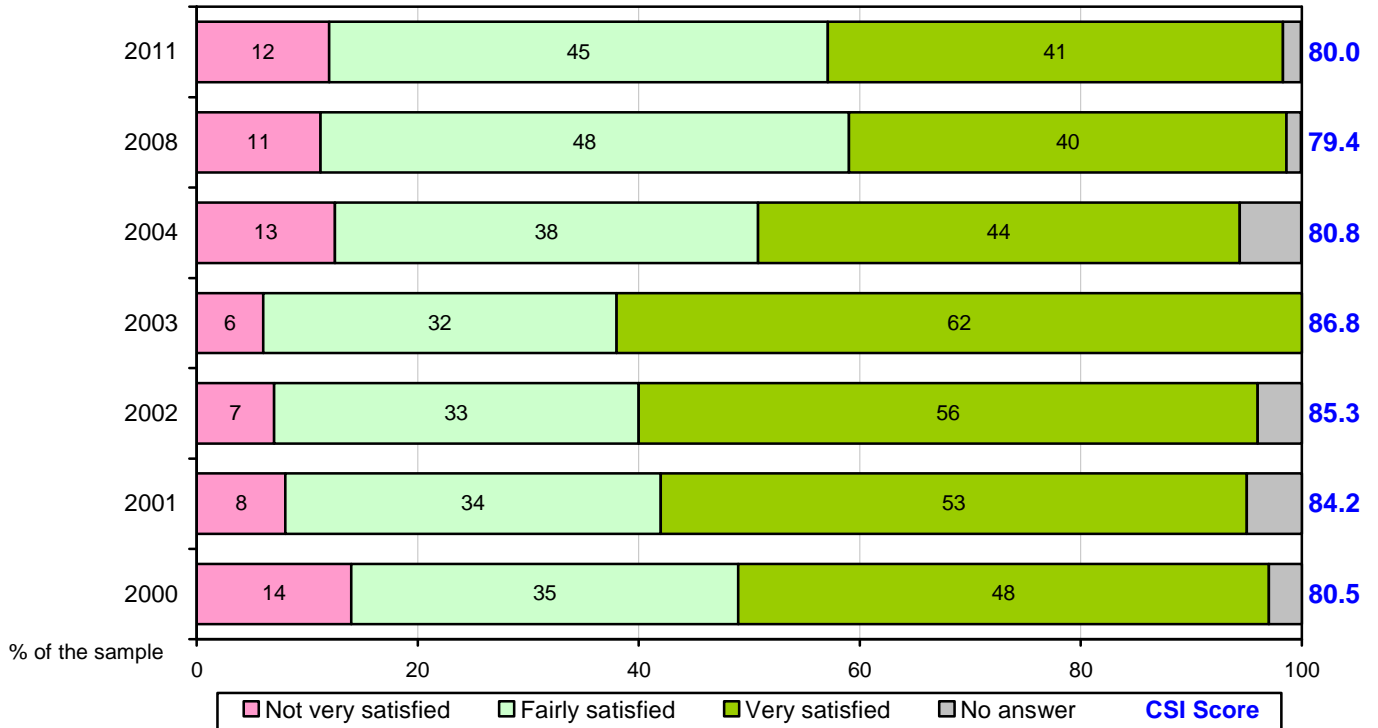


The CSI score of 80.0 is 0.6 points higher than the 2008 results. This is on par with the downward trend line in CSI scores.

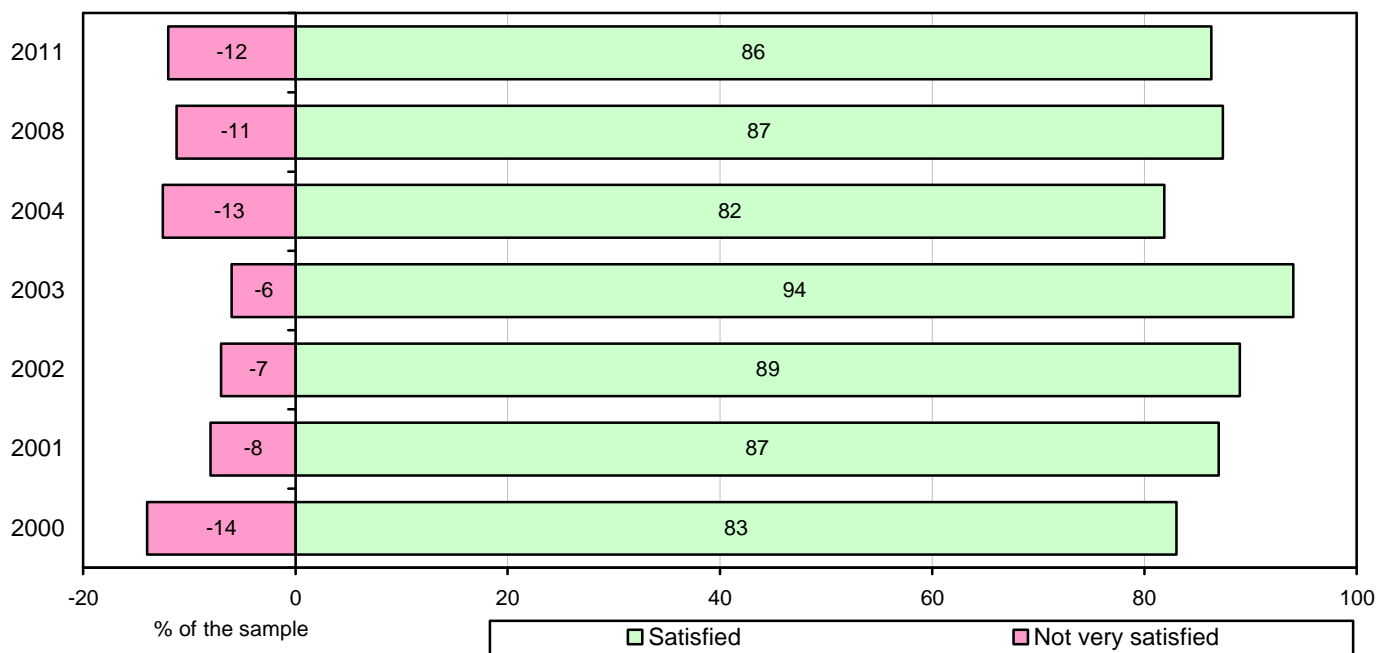


Library Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Library using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, 45% are fairly satisfied with the Library with a further 41% being very satisfied. Once again only a small proportion of respondents were not very satisfied. The CSI score is 0.6 points higher than 2008.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have changed little since 2008.

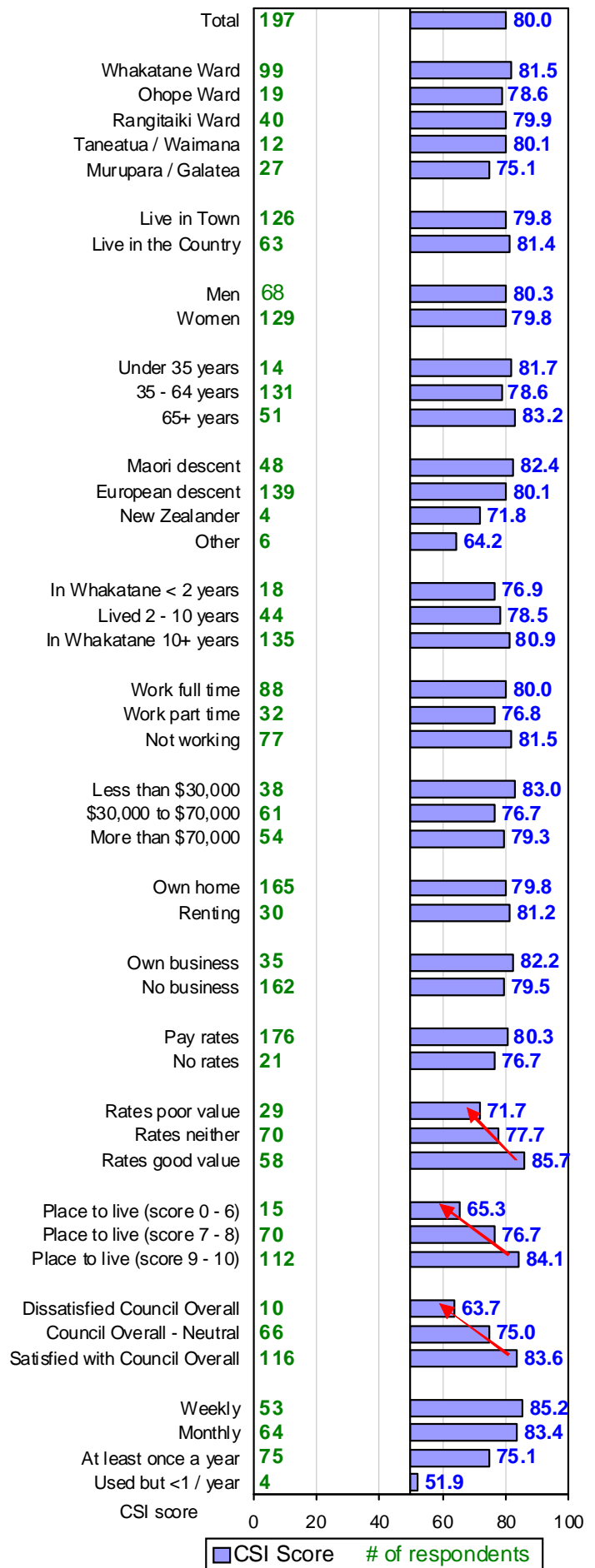


Satisfaction with the Library by demographics

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

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

- Those from the Murupara / Galatea Ward (CSI score 75.1) were less satisfied than those from the other Wards (CSI score 78.6 to 81.5).
- Those with a household income of less than \$30,000 (CSI score 83.0) were more satisfied than those from the lower income brackets (CSI score 76.7 to 79.3).
- Respondents who thought they received good value for their rates (CSI score 85.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 71.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 84.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 65.3)
- Those who were satisfied with the overall performance of Council (CSI score 83.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 63.7).
- Those who had visited the Library on a weekly basis (CSI score 85.2) appear more satisfied than those who visited the Library once per year (CSI score 75.1).



The Museum & Gallery

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

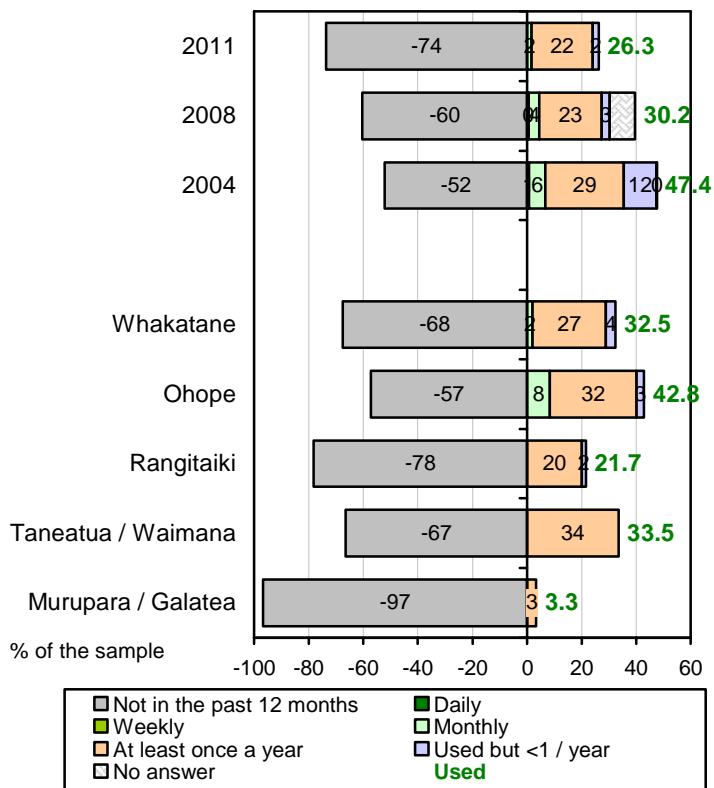
Frequency of using the Museum & Gallery

Three quarters of the respondents (74%) had not visited the Museum & Gallery in the past 12 months while only a quarter (26%) had visited the Museum & Gallery.

A fifth of the respondents (22%) visited the Museum & Gallery at least once a year, 2% had visited less often and seven respondents (2%) had visited monthly.

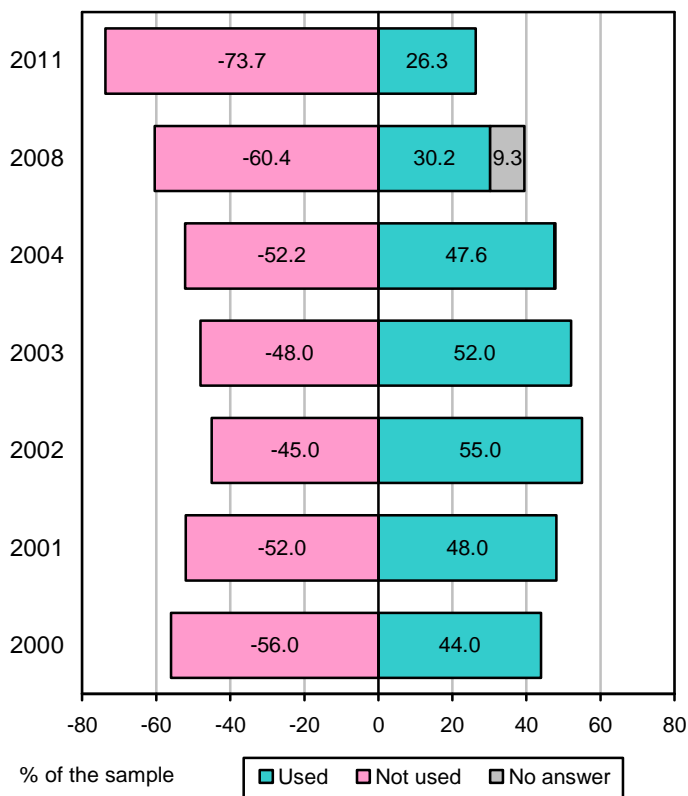
No respondent (0%) had visited on daily or weekly basis.

Only 3% from the Murupara / Galatea Ward visited the Museum & Gallery versus 43% for Ohope Ward. Between 22% and 34% of the other Wards visited the Museum & Gallery in the past 12 months.



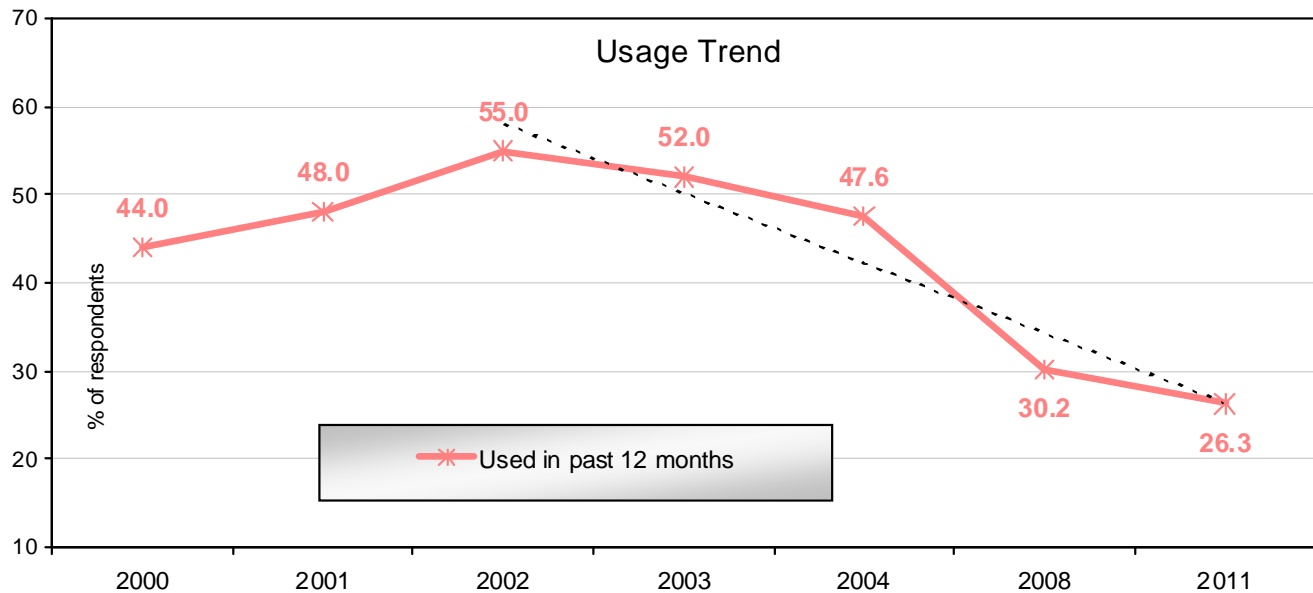
Comparing the history of Museum & Gallery usage shows that current usage is down 4% from the 2008 result.

Only a quarter of the respondents had visited the Museum & Gallery in the past 12 months.



The chart shows the usage trend for the Museum & Gallery based on the percentage who had used these facilities in the past 12 months. The wording for this question has changed in 2008 from that used historically with the Museum and Gallery combined into one question where historically these were asked as two separate questions.

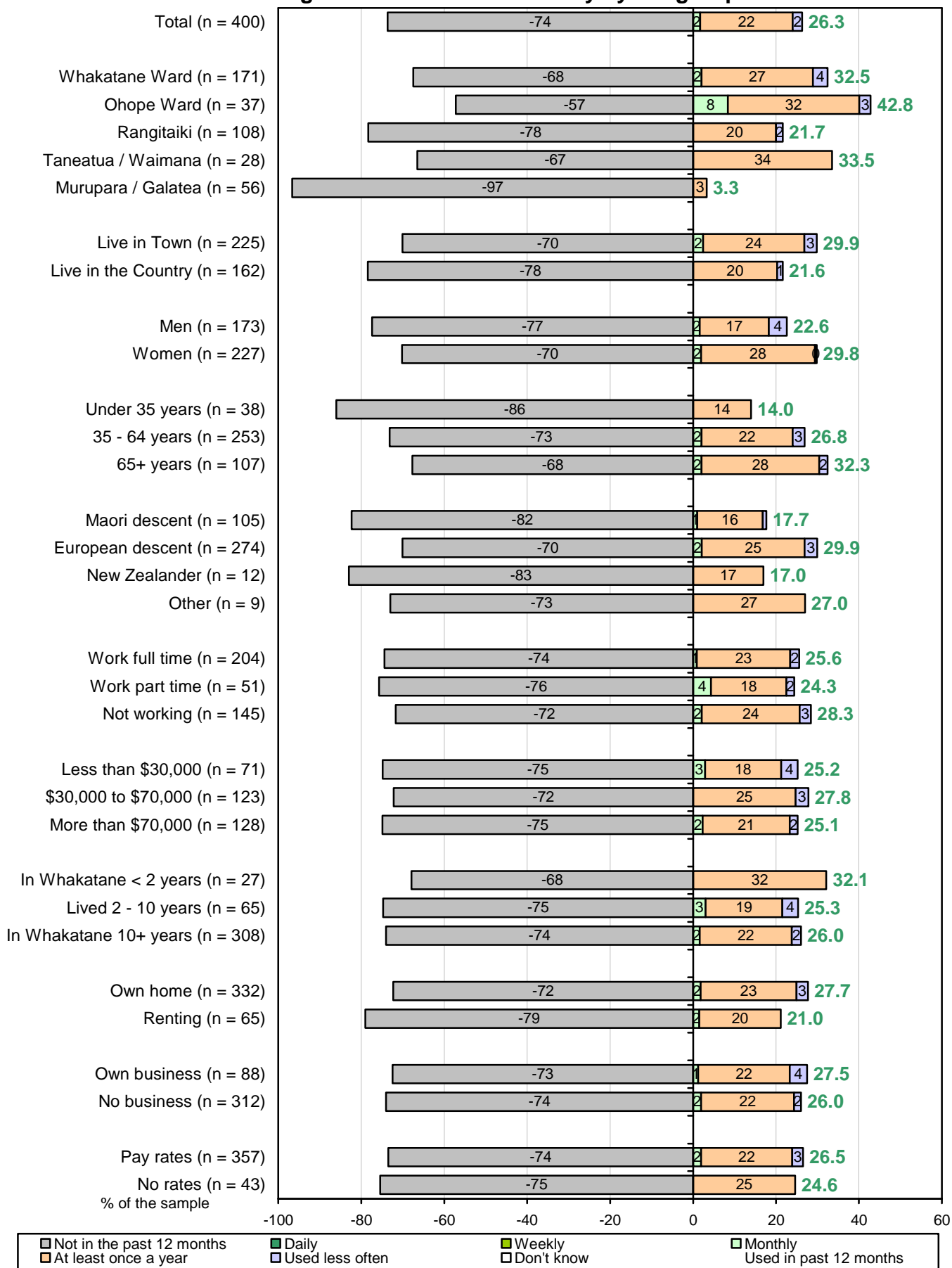
Usage at 26.3% is 3.9 points lower than the 2008 result and is the lowest result recorded to date. This may reflect the change in the question structure although combining the Museum and Gallery should have resulted in a higher usage result rather than lower usage.



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

- Those aged over 65 years old (32%)
- Those who live in town (30%)
- Those of European descent (30%)
- Those from the Ohope Ward (43%) or Whakatane Ward (33%)

Usage of the Museum & Gallery by subgroup



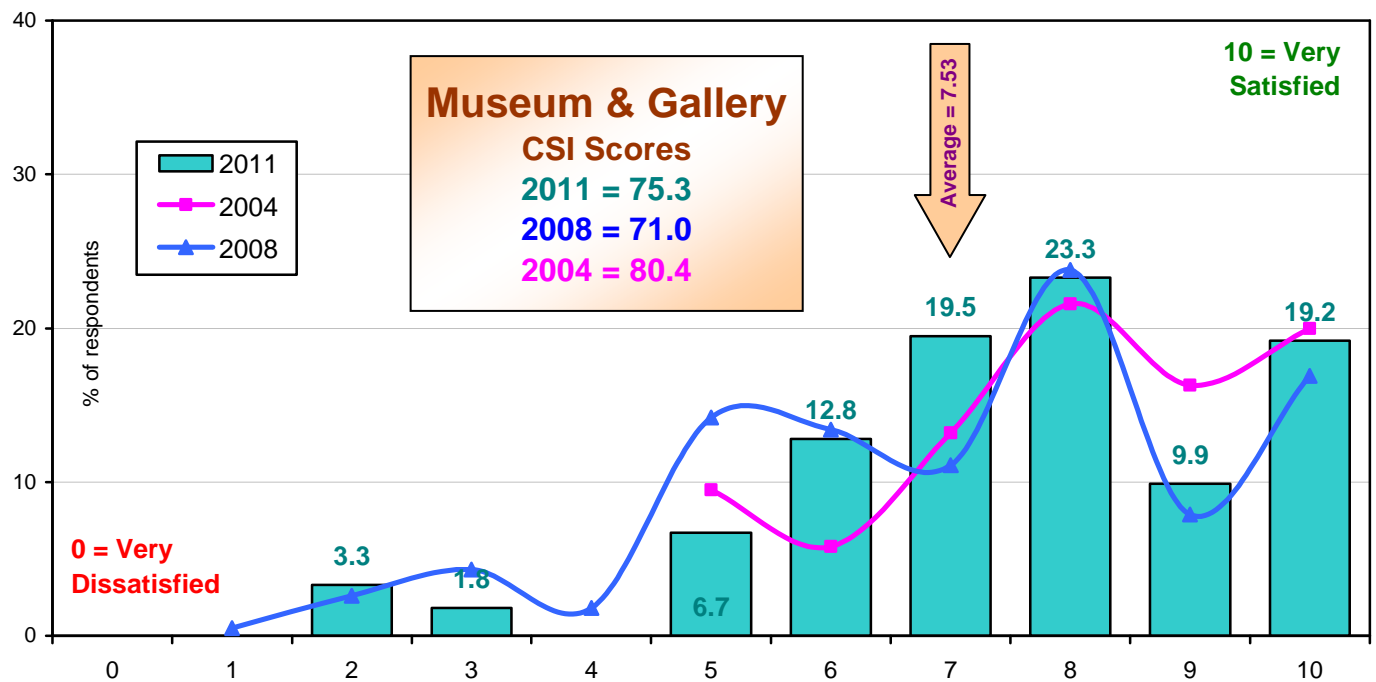
Satisfaction with the Museum & Gallery

Respondents who had used the Museum & Gallery in the last 12 months (n=109) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

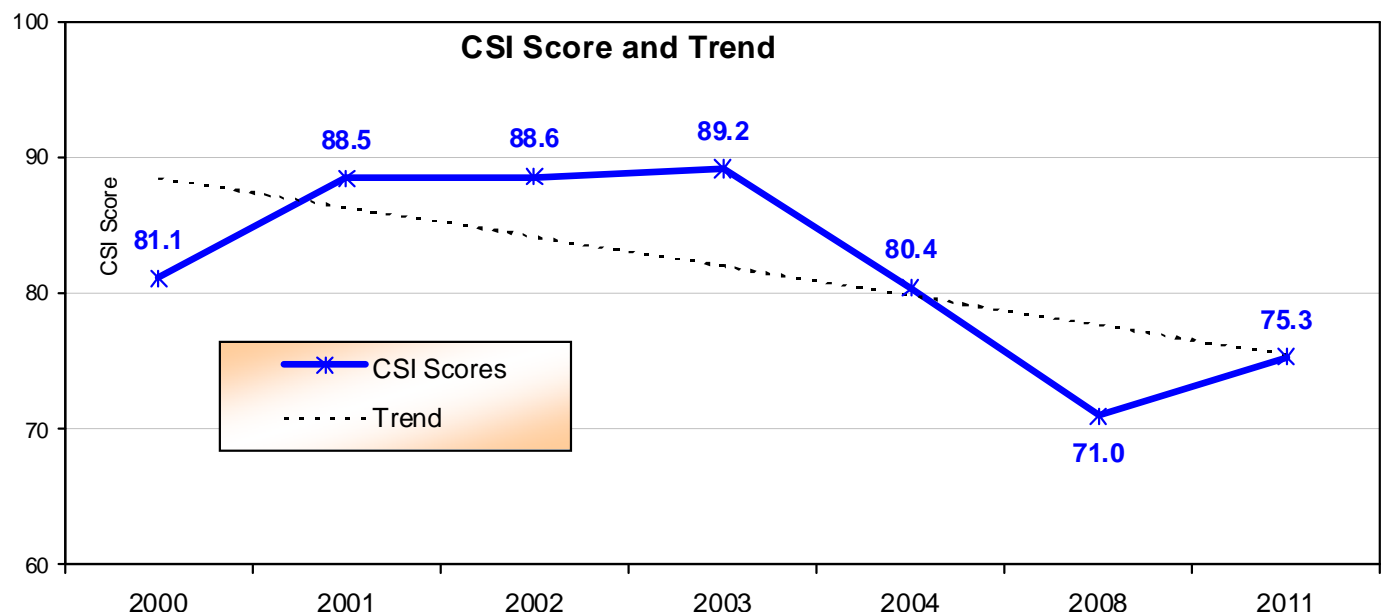
Three quarters of the users (72%) were satisfied with the Museum & Gallery (Scores 7 – 10), including 29% who rated with scores of 9 or 10 (exceeded expectations). The mode was a score of 8 (23%).

A fifth of the subgroup (20%) rated the Museum & Gallery with a score that was neutral (Scores 4 – 6), and 5 respondents (5%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Museum & Gallery was 75.3. This is up 4.3 points from 2008 and is now a score, that indicates most users feel the Museum & Gallery is providing good service, but with potential for improvement.



The CSI score of 75.3 is 4.3 points higher than the 2008 results. The charts shows that there is considerable variation in the CSI scores since 2000 and the current result is in the lower end of the range.

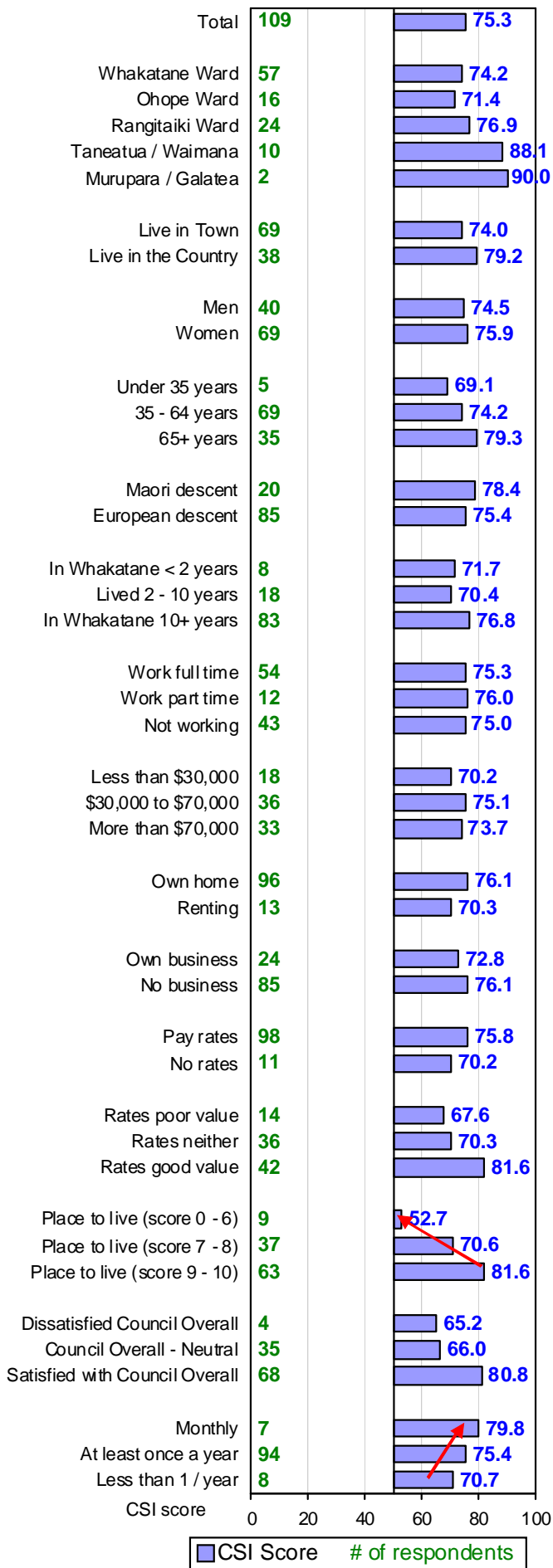


Museum & Gallery Satisfaction by Demographics

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

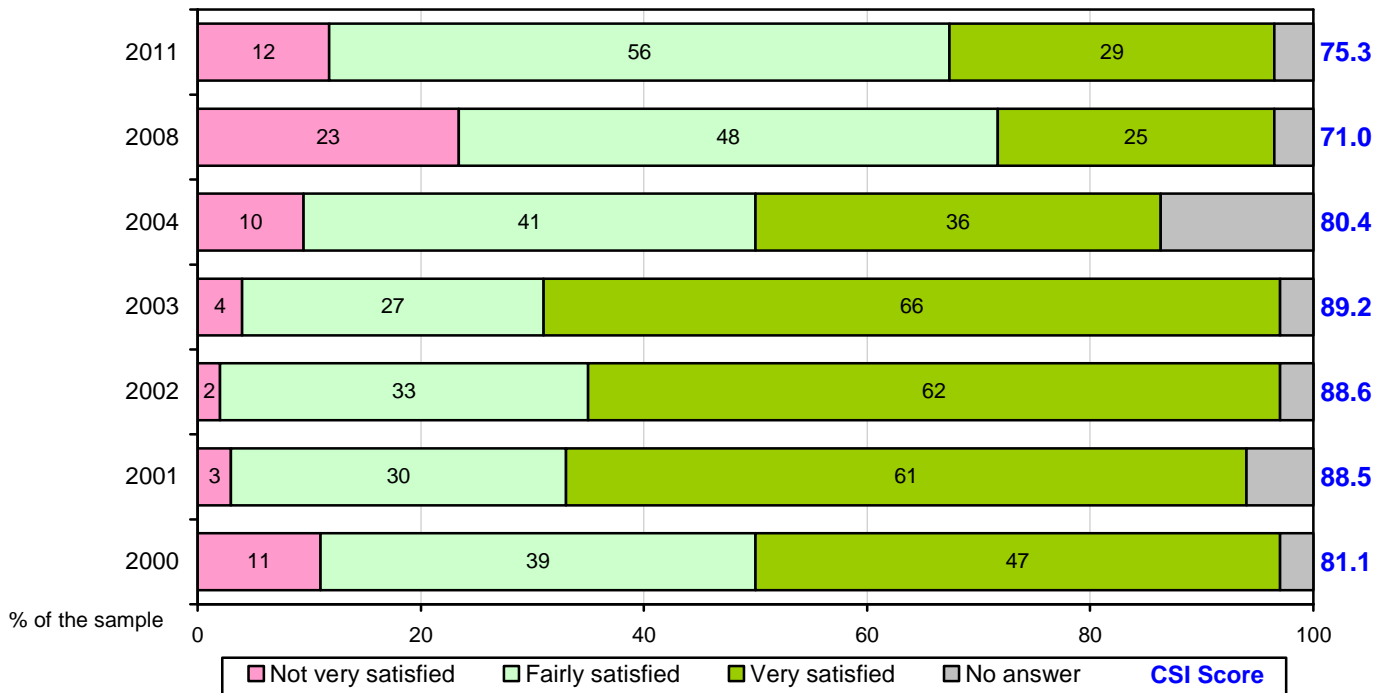
The variables that appear to have had the greatest impact on satisfaction with the Museum and Gallery were:

- Those from the Ohope Ward (CSI score 71.4) were less satisfied than those from the other Wards (CSI score 74.2 to 90.0).
- Those who lived in Town (CSI score 74.0) were less satisfied than those who lived in the Country (CSI score 79.2).
- Those aged over 65 (CSI score 79.3) were more satisfied than those aged 35 - 64 (CSI score 74.2) and those aged under 35 (CSI score 69.1).
- Respondents who thought they received good value for their rates (CSI score 81.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 67.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 81.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 52.7)
- Those who were satisfied with the overall performance of Council (CSI score 80.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 65.2).
- Those who had visited the Museum and Gallery on a monthly basis (CSI score 79.8) appear more satisfied than those who visited the Museum & Gallery less often (CSI score 70.7 to 75.4).

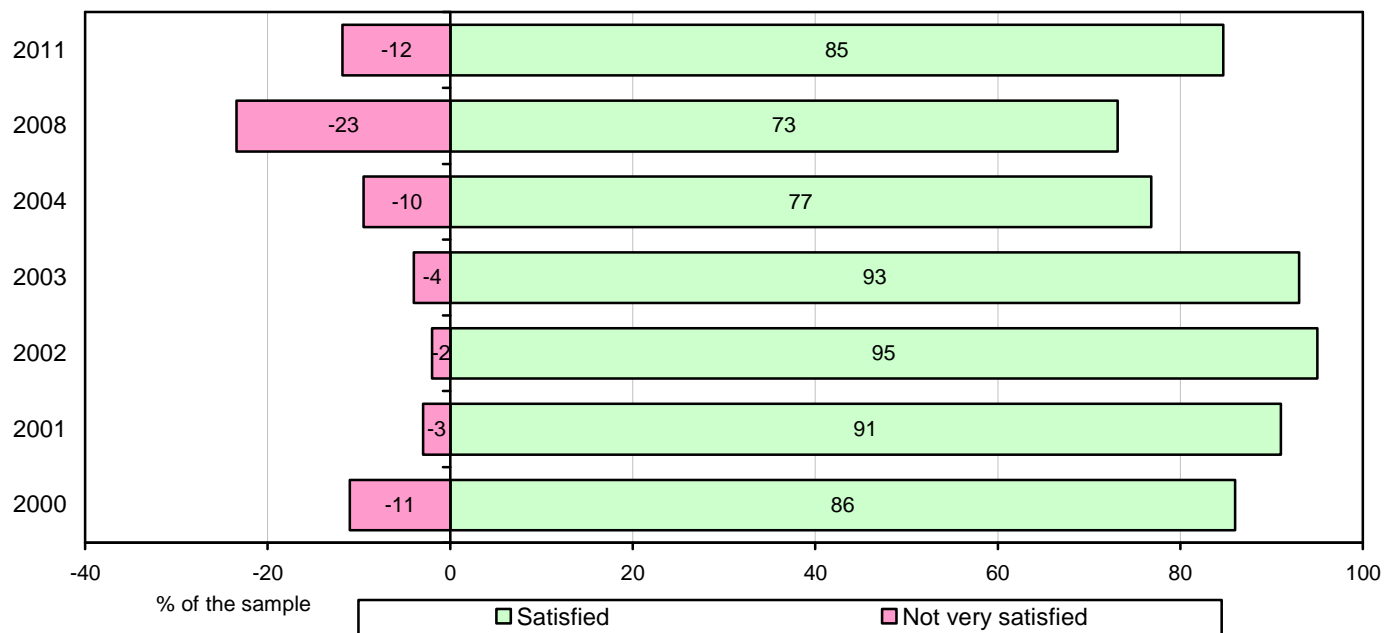


Museum Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Museum & Gallery using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of visitors, (56%) are fairly satisfied with the Museum & Gallery with a further 29% being very satisfied. An eighth of the respondents (12%) were not very satisfied. The CSI score is higher than 2008 but still well below previous results. This could be due to the changed scales used for measuring satisfaction or because the Museum and Gallery have been combined since 2008.



There are fewer respondents who are less than satisfied this year (12% versus 23% in 2008) and more who are satisfied (85% versus 73% in 2008).



Public halls

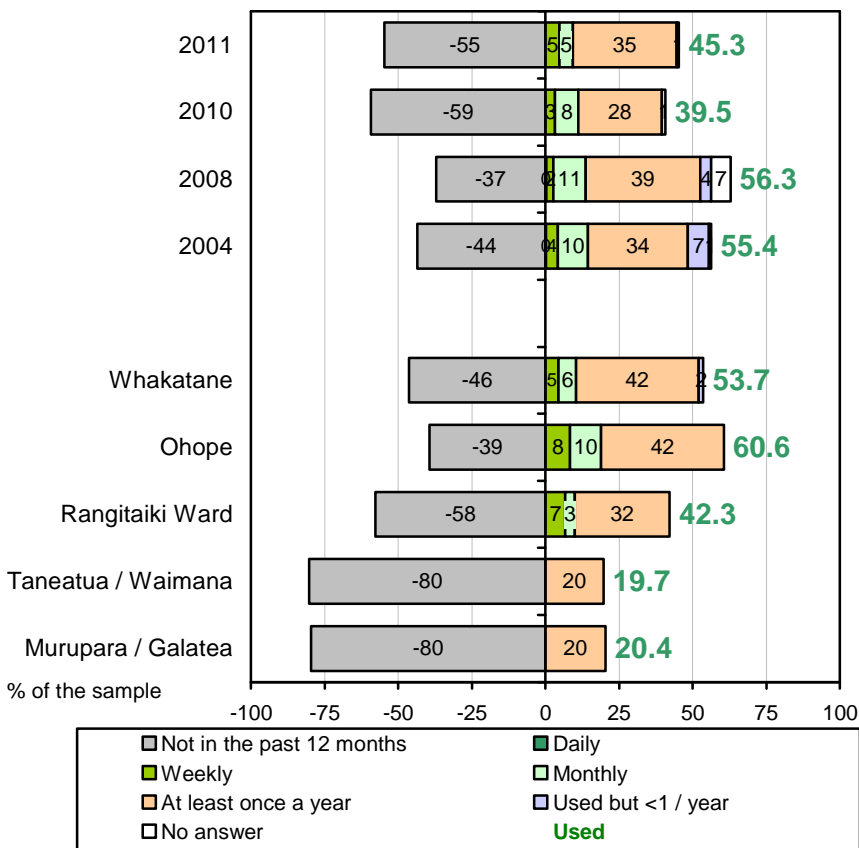
Respondents were asked how often they used the Public Halls in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past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

Frequency of using Halls

Over half of the respondents (55%) had not used the Halls in the past 12 months. Conversely, almost half (45%) had used these facilities.

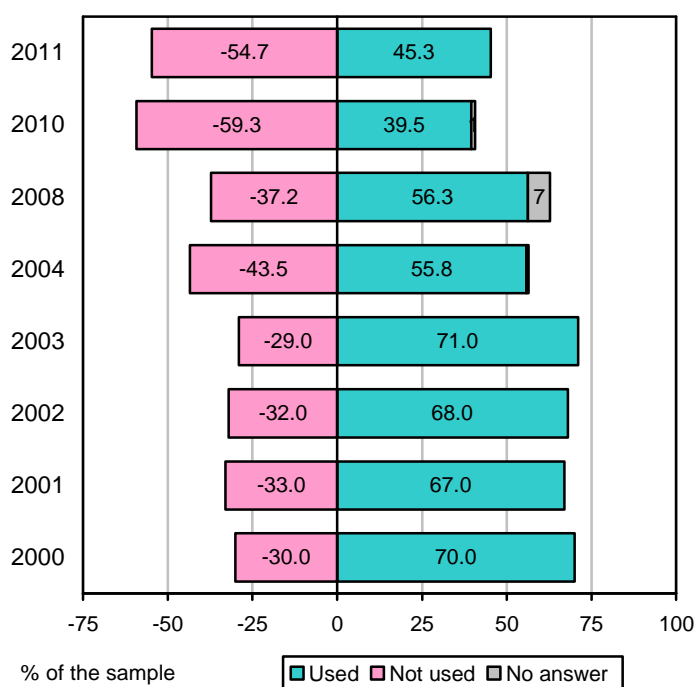
Of those who did use the Public Halls in the past year, a third (35%) had used them at least once per year. A few of the sample (5%) had used them on a monthly basis and 5% on a weekly basis. No respondents (0%) used the Halls daily, while 1% had used them but less than once per year.

Usage of the Public Halls was higher in the Ohope and Whakatane Ward 61% and 54% respectively versus 20% for those from the Murupara / Galatea and Taneatua / Waimana Wards.

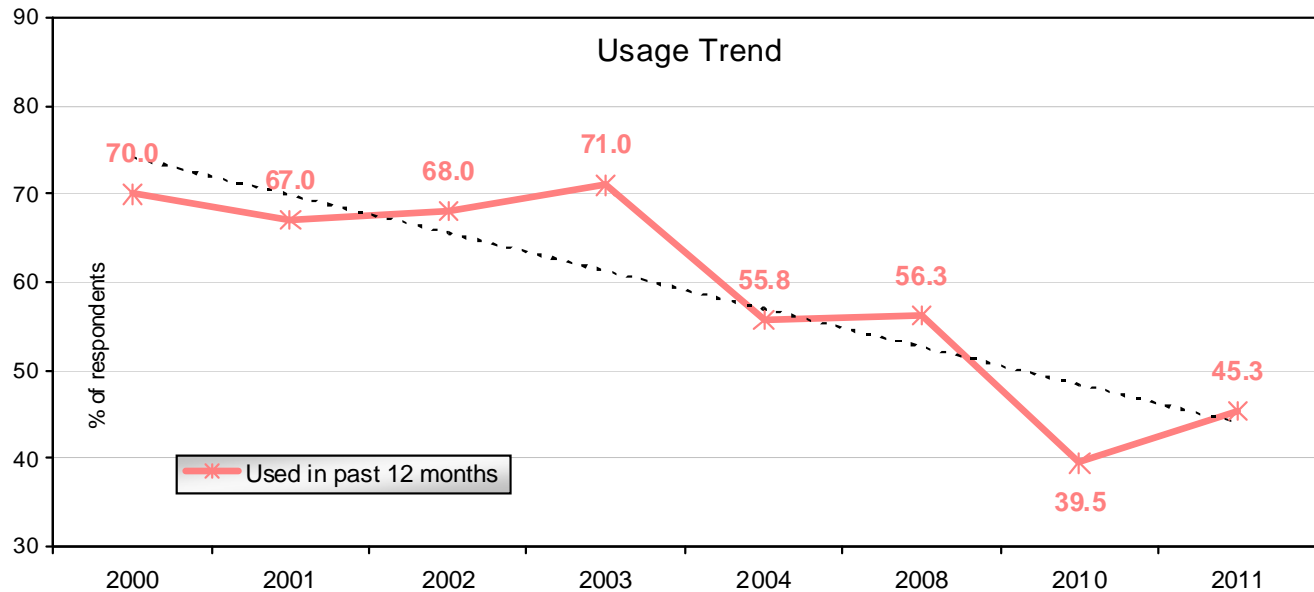


Comparing the history of Public Hall usage shows that current usage of 45% is well below historical levels.

The survey in 2010 was only a small scale survey and the sample size may have caused the variance in usage for that year. However, the 2011 result of 45% usage is 11% below the 56% recorded in 2006 and 2008.



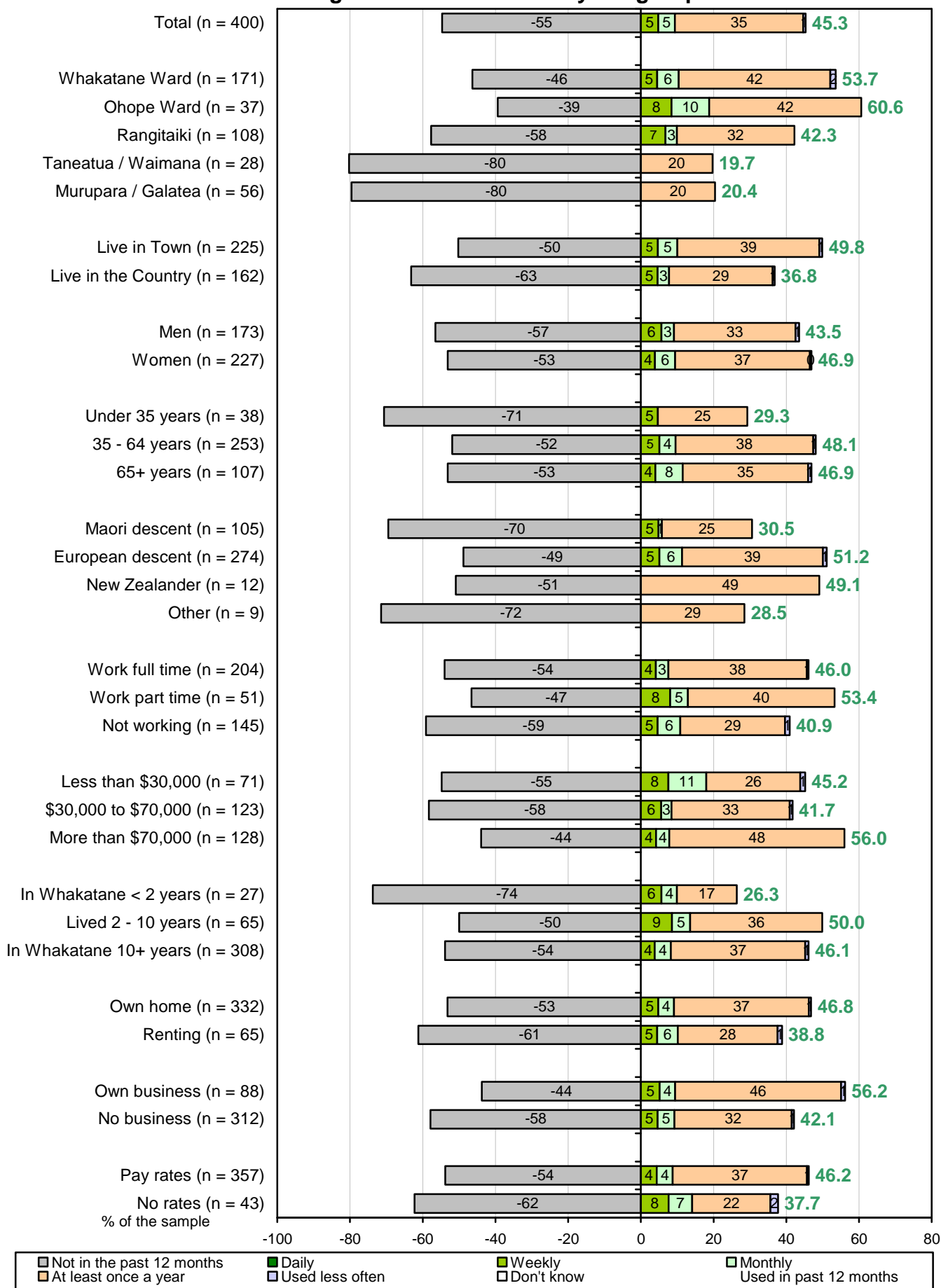
The chart shows the usage trend for Public Halls based on the percentage who had used these facilities in the past 12 months. Usage at 45% is 11.0 points lower than that recorded in 2008. However, this is on par with the declining trend line.



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

- Those from the Whakatane Ward (54%) or Ohope Ward (61%)
- Those with a household income over \$70,000 (56%)
- Those who own or operate their own business (56%)
- Those of European descent (51%)
- Those who live in town (50%)
- Those who own their own home (47%)
- Those who pay rates (46%)

Usage of the Public Halls by subgroup

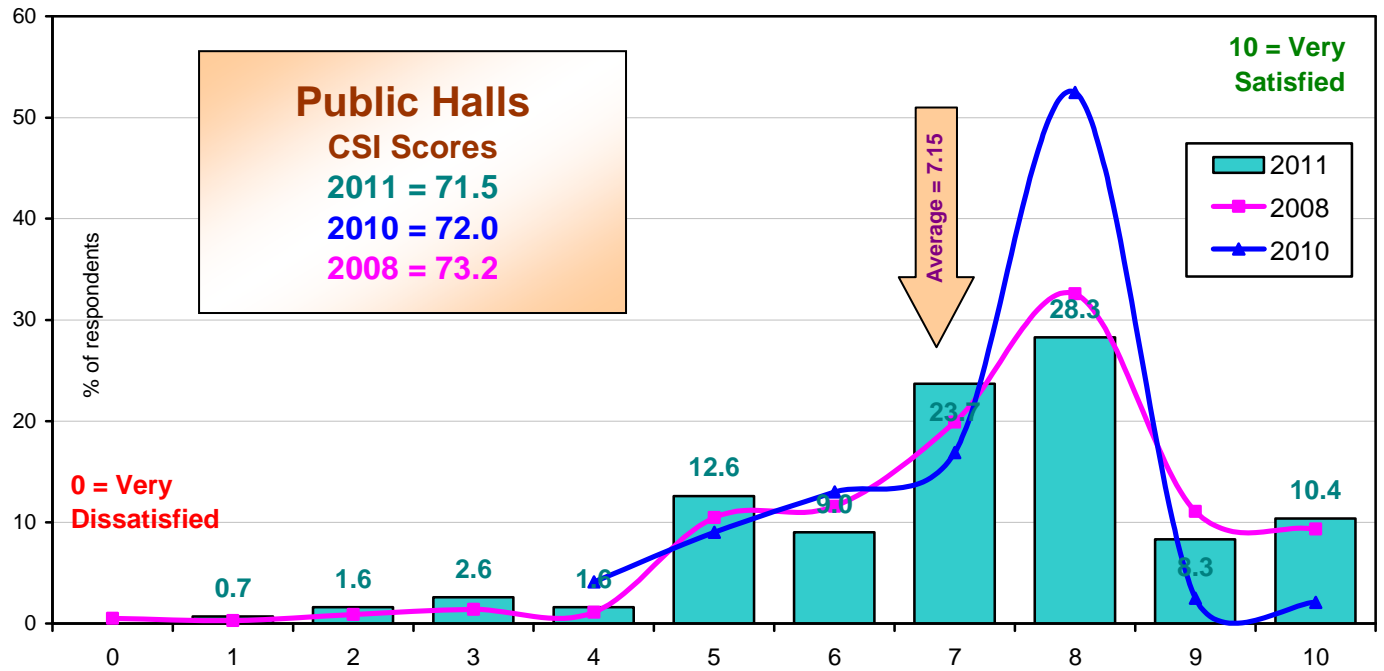


Satisfaction with Public Halls

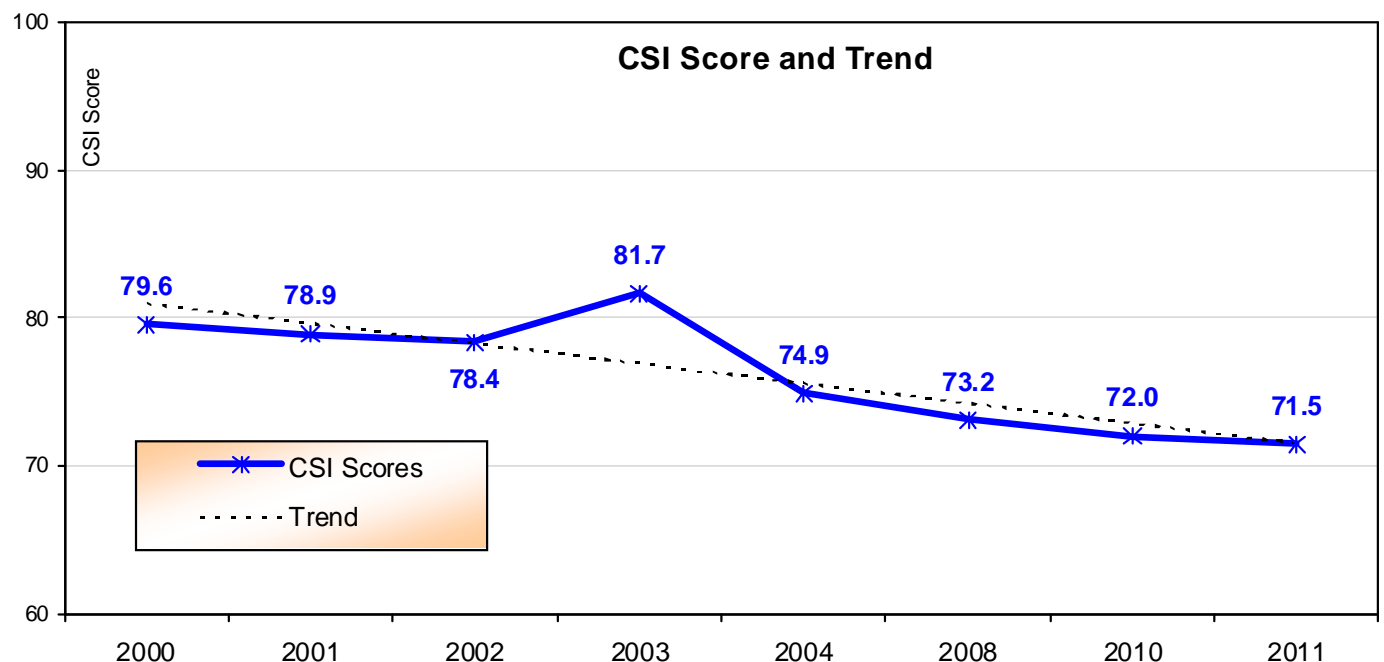
Respondents who had used Public Halls in the last 12 months (n=179) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Almost three quarters of the respondents in the subgroup (71%) were satisfied with Public Halls (Scores 7 – 10). A fifth (19%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (28%). A quarter of the subgroup (23%) rated Public Halls with a score that was neutral (Scores 4 – 6), and 5% (9 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Public Halls was 71.5, down 0.5 points from 2010. The current CSI score indicates a good level of satisfaction but with the potential for improvement.



The CSI score of 71.5 is 0.5 points lower than the 2010 result. This is the lowest CSI score recorded to date but this is on par with the current downward trend line.



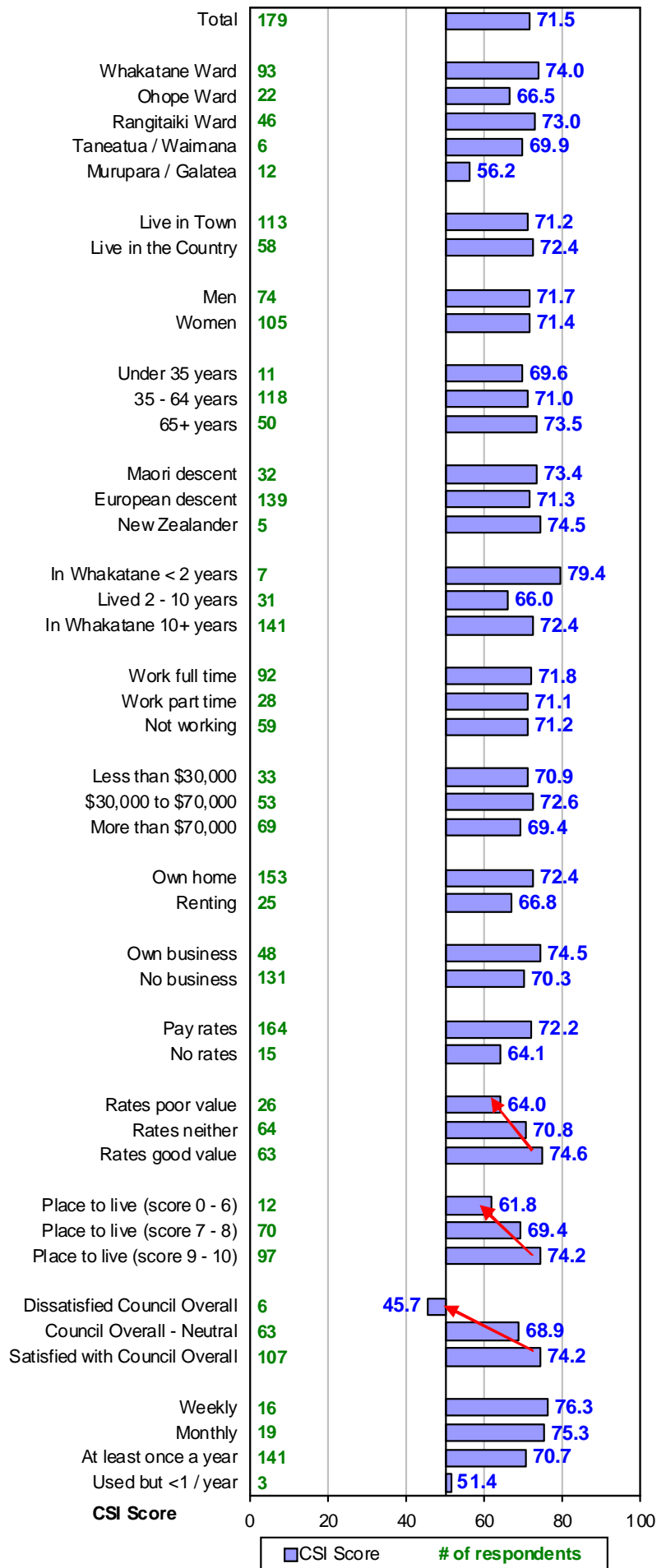
Satisfaction with Public Halls by demographics

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

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

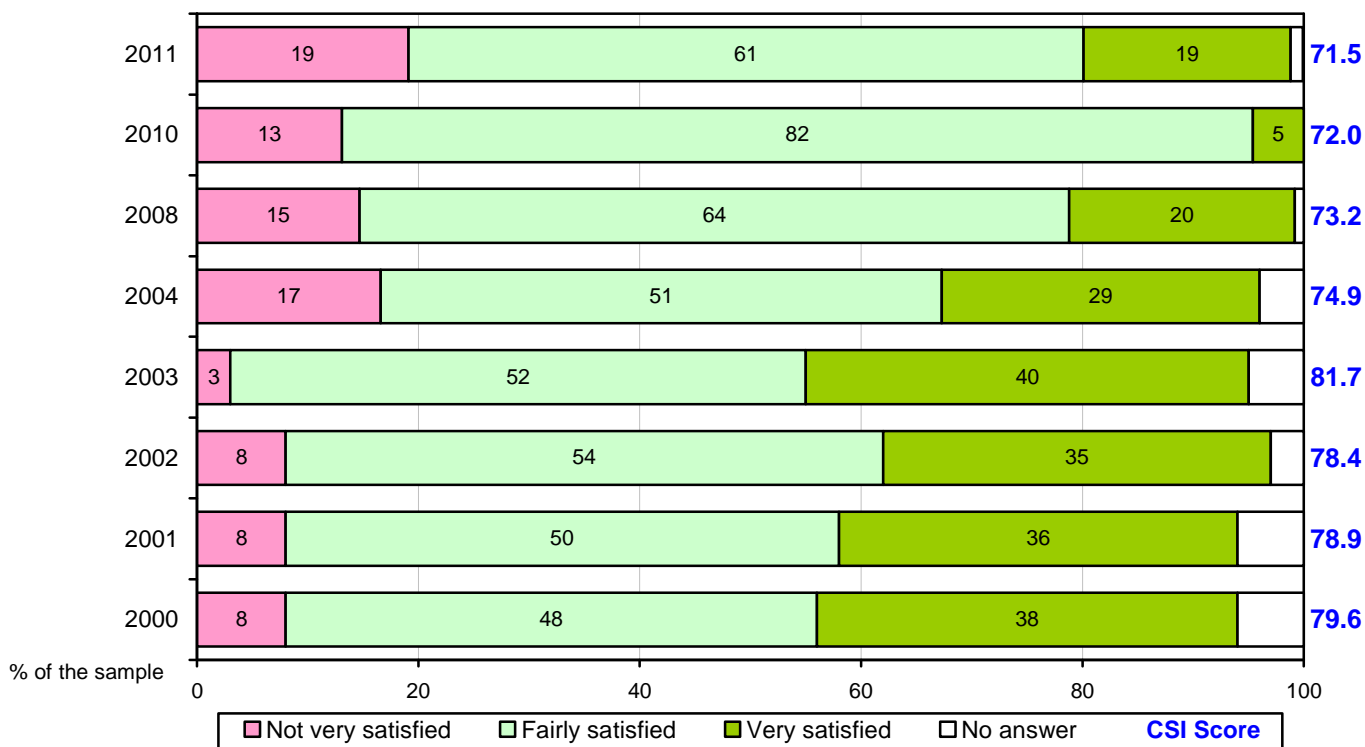
The variables that appear to have had the greatest impact on satisfaction with Public Halls were:

- Those from the Murupara / Galatea Ward (CSI score 56.2) appear less satisfied than those from other Wards (CSI score 66.5 – 74.0).
- Those who live in their own home (CSI score 72.4) appear more satisfied than those who rent (CSI score 66.8).
- Those who pay rates (CSI score 72.2) appear more satisfied than those who don't pay rates (CSI score 64.1).
- Respondents who thought they received good value for their rates (CSI score 74.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 64.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 74.2) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 61.8)
- Those who were satisfied with the overall performance of Council (CSI score 74.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 45.7).
- The few respondents who used Public Halls weekly or monthly (CSI score 76.3 – 75.3) appear more satisfied than those who use these less frequently

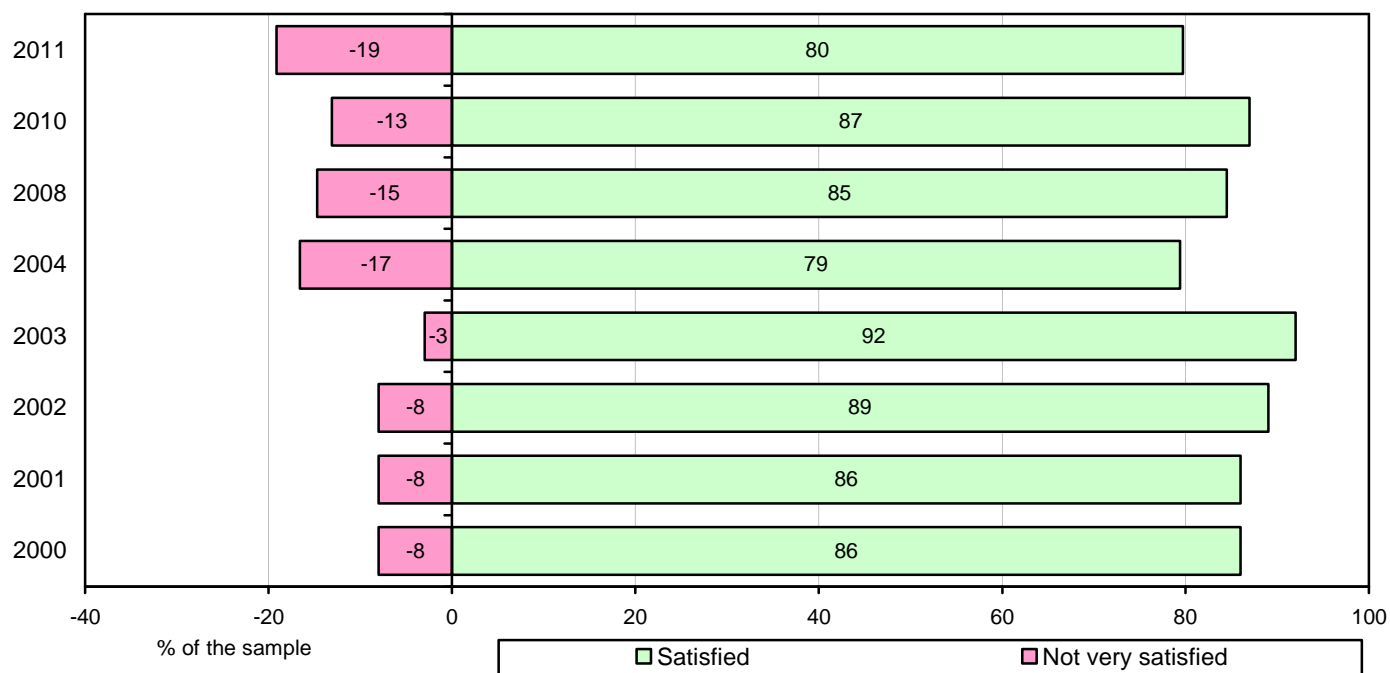


Public Halls Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Public Halls using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, 61% are fairly satisfied with the Public Halls with a further 19% being very satisfied. Only a fifth of the respondents were not very satisfied. The CSI score is 0.5 points lower than 2010.



There are more respondents who are less than satisfied this year (19% versus 13% in 2010) and fewer who are satisfied (80% versus 87% in 2010).



Playgrounds

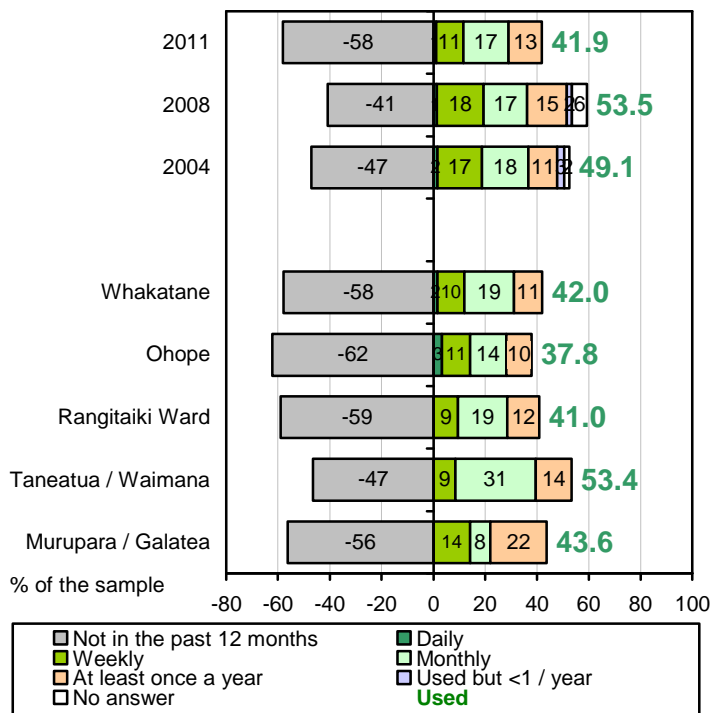
Respondents were asked how often they used the Playgrounds in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past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

Frequency of using the Playgrounds

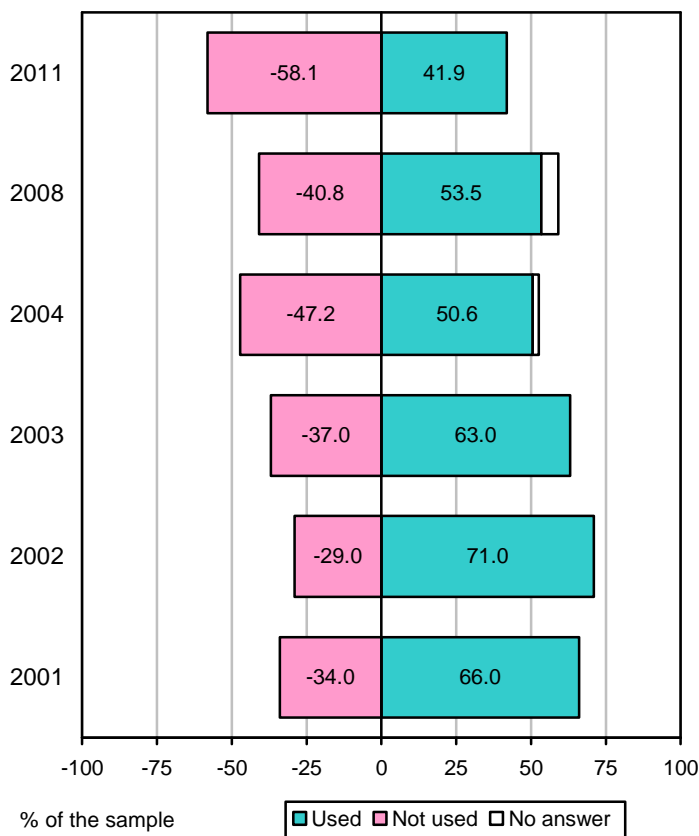
Less than half of the respondents (42%) had used the playgrounds in the past 12 months. Conversely, over half of the sample, 58% said they had not used the Playgrounds in the past year.

A tenth of the sample, (11%) said they used the Playgrounds on at least a weekly basis with a further 17% stating they used these at least monthly and 13% at least once a year.

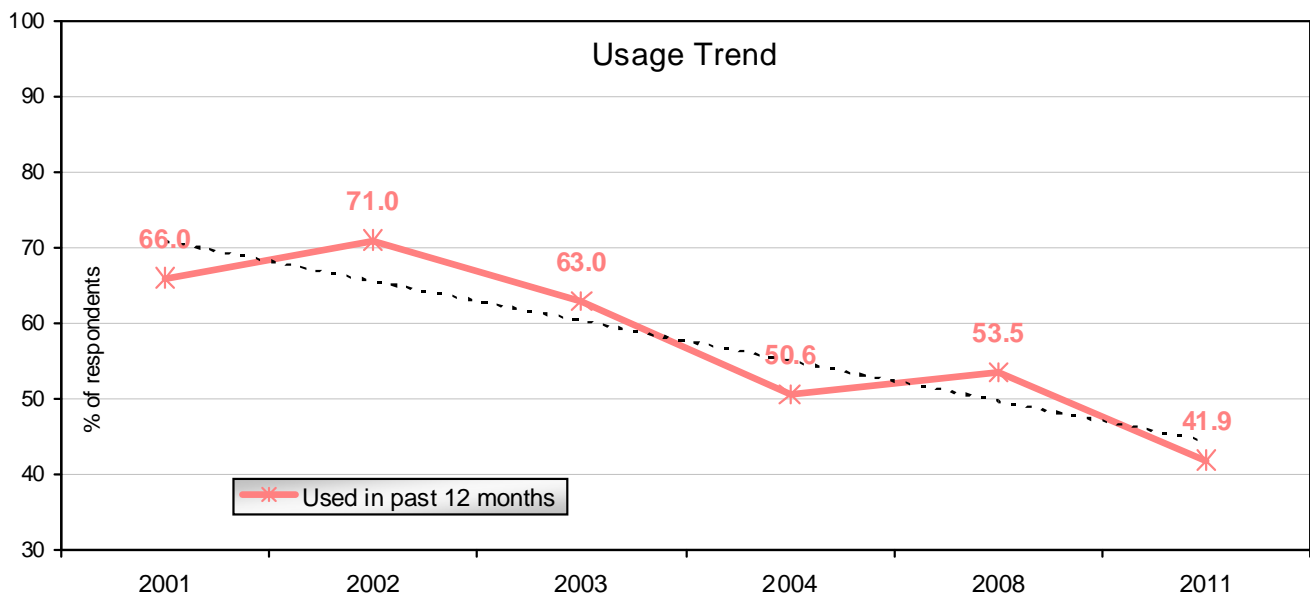
There is very little difference with usage of the Playgrounds by Wards.



Comparing the history of Playground usage shows that current usage is 11.6 points lower than the 54% recorded in 2008.



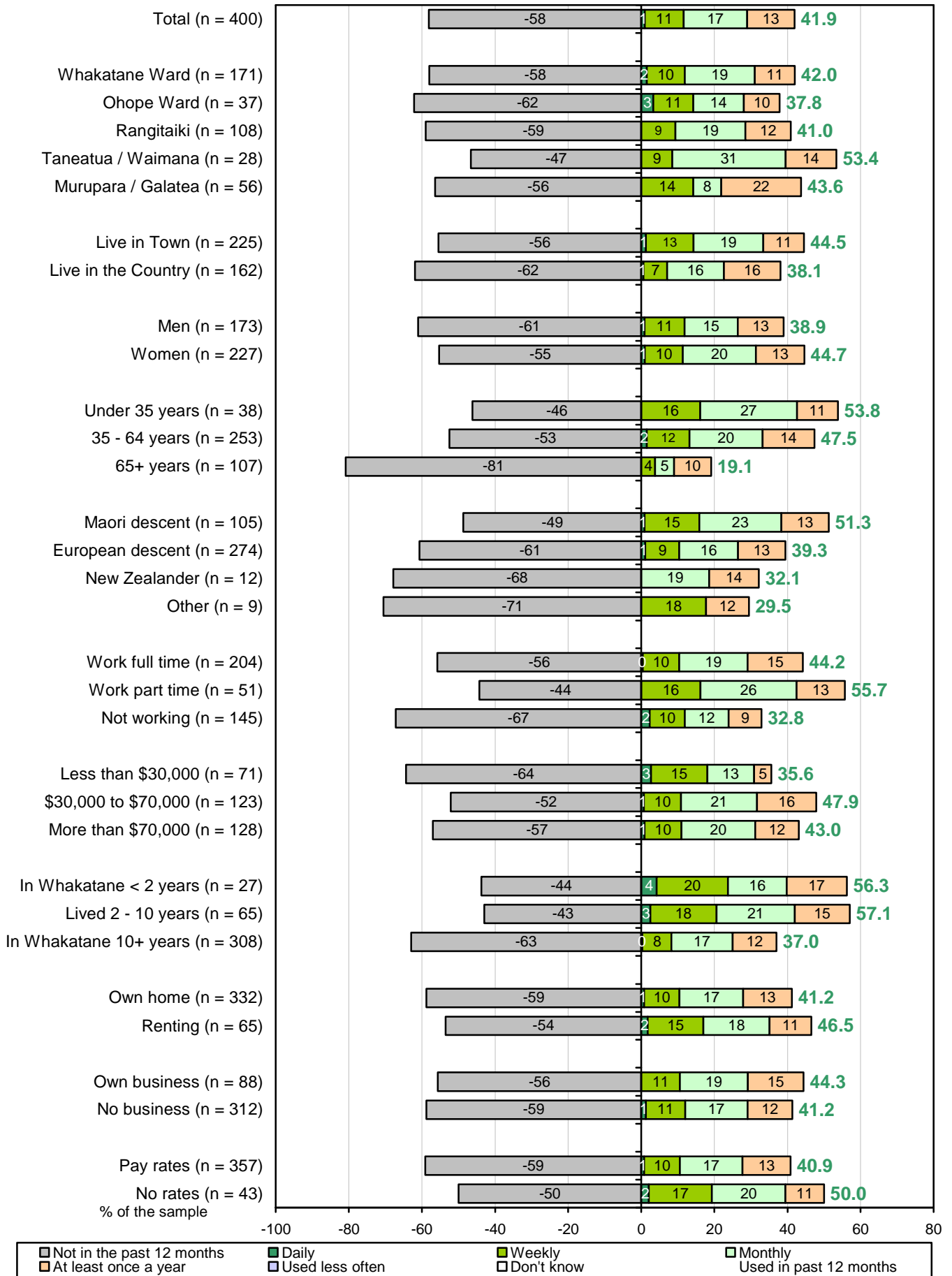
The chart shows the usage trend for the Playgrounds based on the percentage who had used these facilities in the past 12 months. Usage at 41.9% is 11.6 points down from 2008. This is the lowest level of usage recorded by this monitor but the current result is close to the downward trend line.



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

- Those who work part time (56%)
- Those of Maori descent (51%)
- Those aged under 35 years of age (54%)
- Those with a household income between \$30,000 - \$70,000 (48%)
- Those who have lived in the Whakatane District less than 10 years (56% - 57%)

Usage of the Playgrounds by subgroup

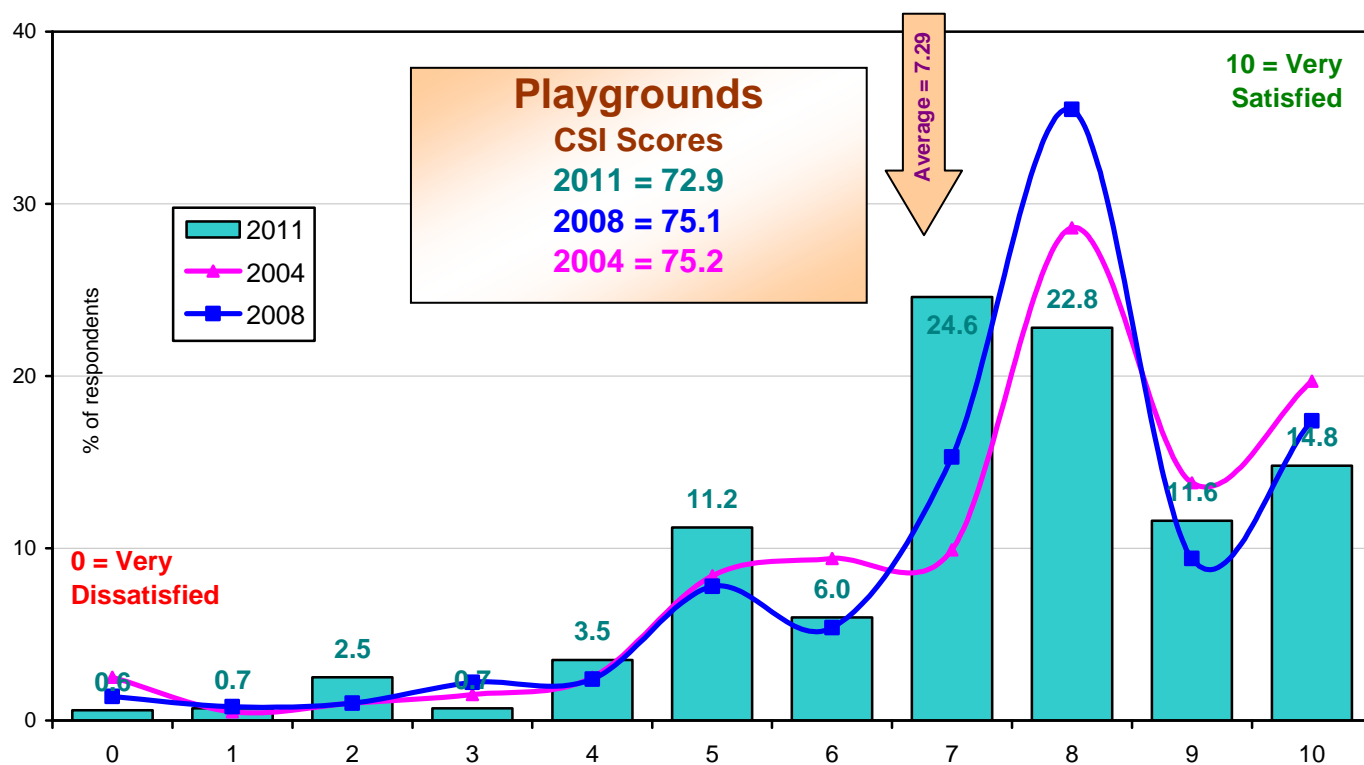


Satisfaction with Playgrounds

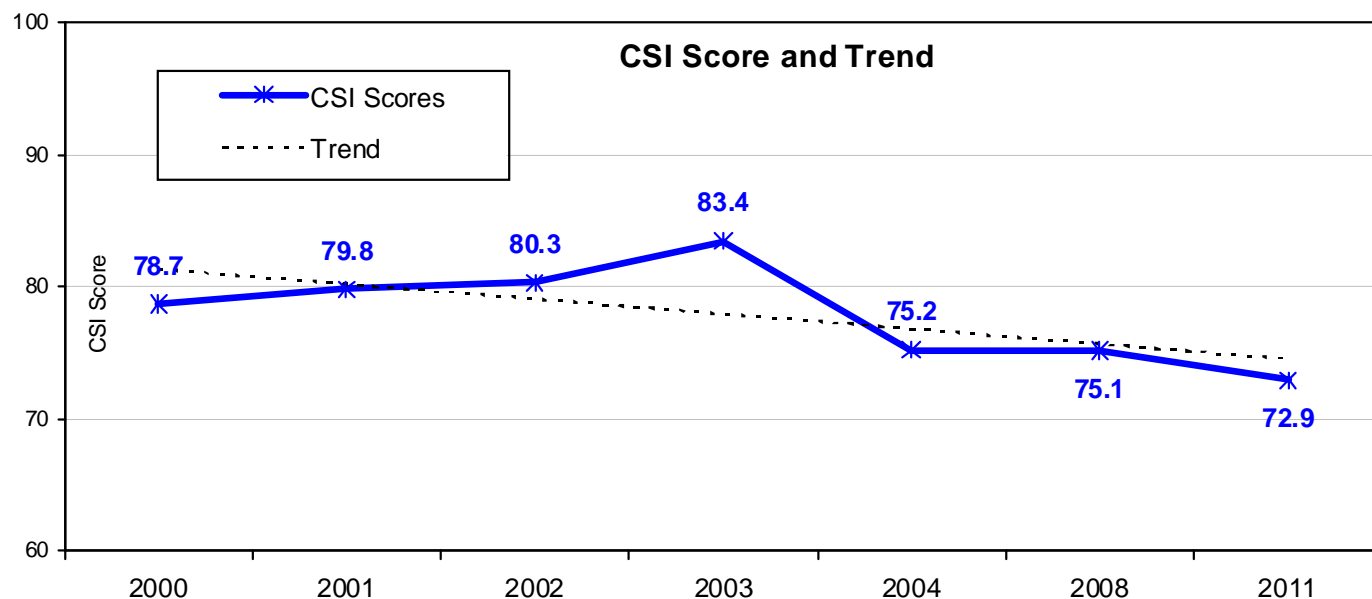
Respondents who had used the Playgrounds in the last 12 months (n=156) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over three quarters of the respondents in the subgroup (74%) were satisfied with Playgrounds (Scores 7 – 10). This includes 26% who rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 7 (25%). A fifth of the subgroup (21%) rated the Playgrounds with a score that was neutral (Scores 4 – 6), while 4% rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Playgrounds was 72.9, down 2.2 points from 2008 but still indicating a good level of satisfaction with the Playgrounds.



The CSI score for Playgrounds at 72.9 is down 2.2 points from 2008. This is the lowest CSI score recorded by this monitor.



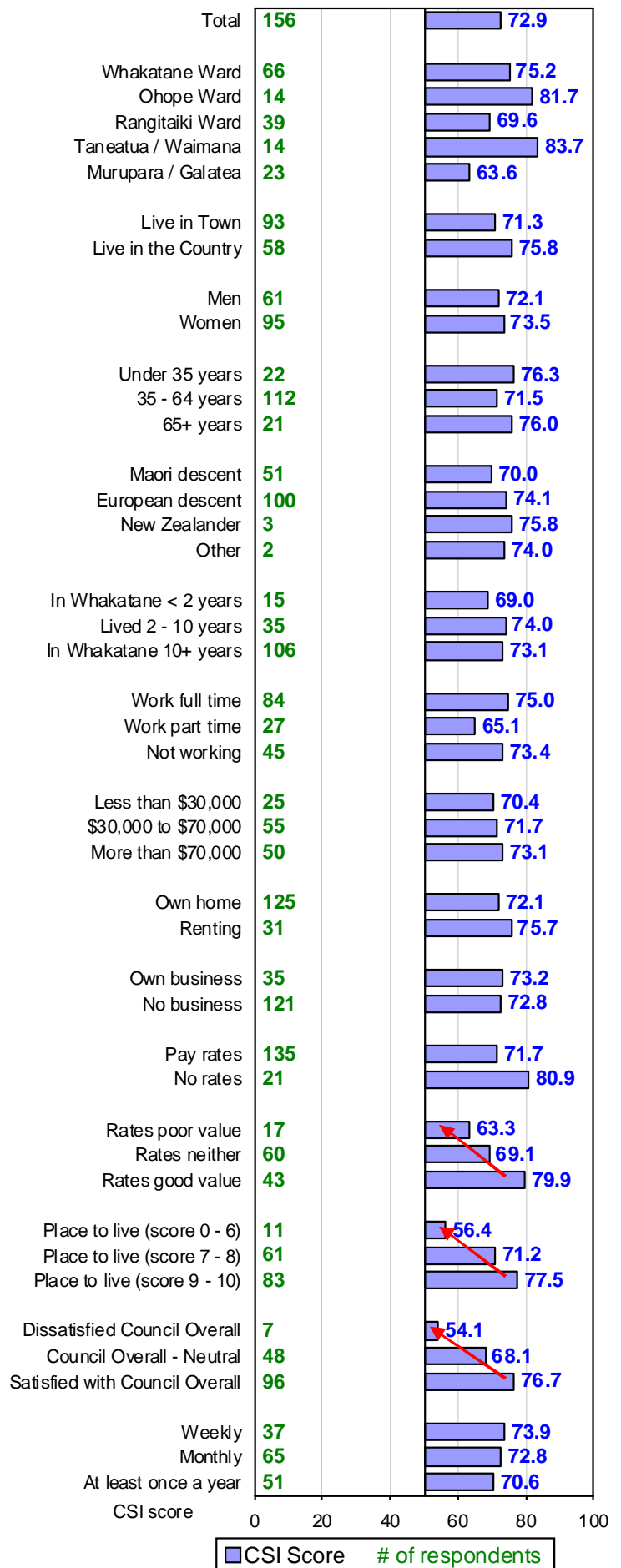
Satisfaction with the Playgrounds by demographics

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

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

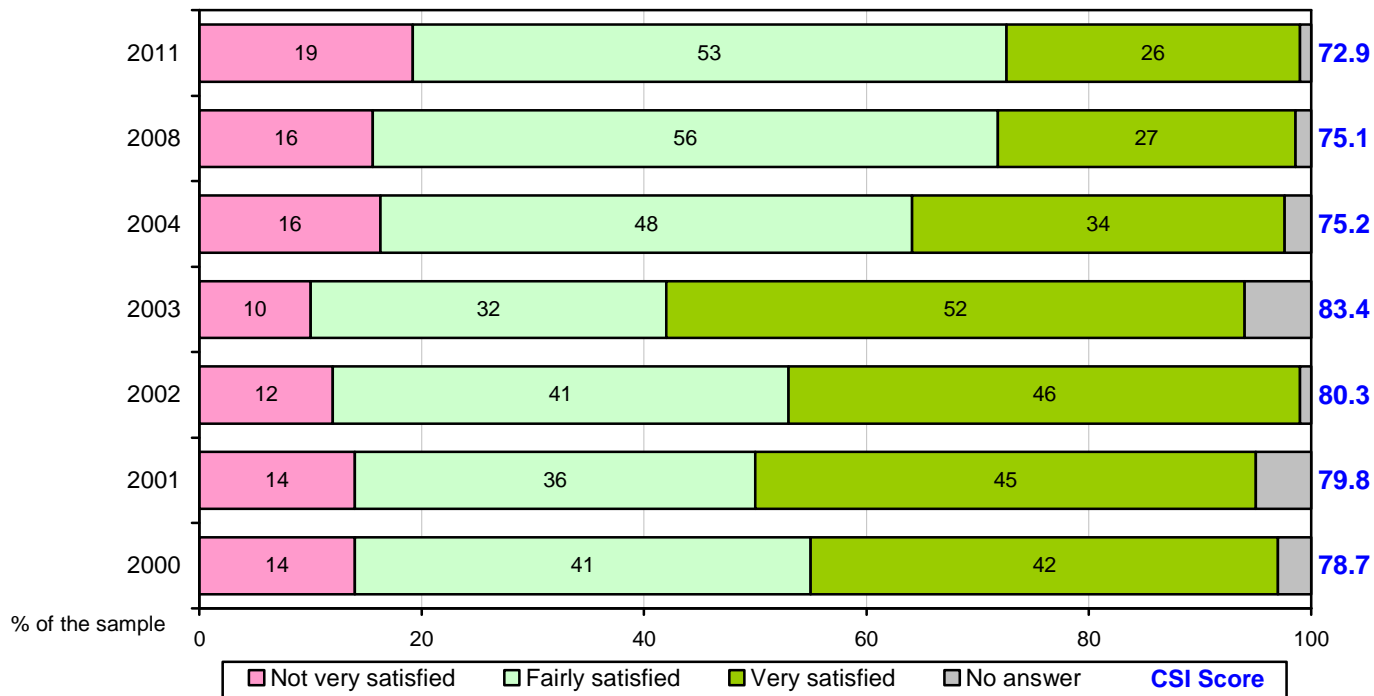
The variables that appear to have had the greatest impact on satisfaction with the Playgrounds were:

- Those from the Taneatua / Waimana and Ohope Wards (CSI score 83.7 and 81.7) were more satisfied than those from the other Wards (CSI score 63.6 – 75.2).
- Those who pay rates (CSI score 71.7) appear less satisfied than those who don't pay rates (CSI score 80.9).
- Respondents who thought they received good value for their rates (CSI score 79.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 63.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 77.5) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 56.4)
- Those who were satisfied with the overall performance of Council (CSI score 76.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 54.1).
- Those who use the Playgrounds weekly (CSI score 73.9) appear slightly more satisfied than those who use these less frequently

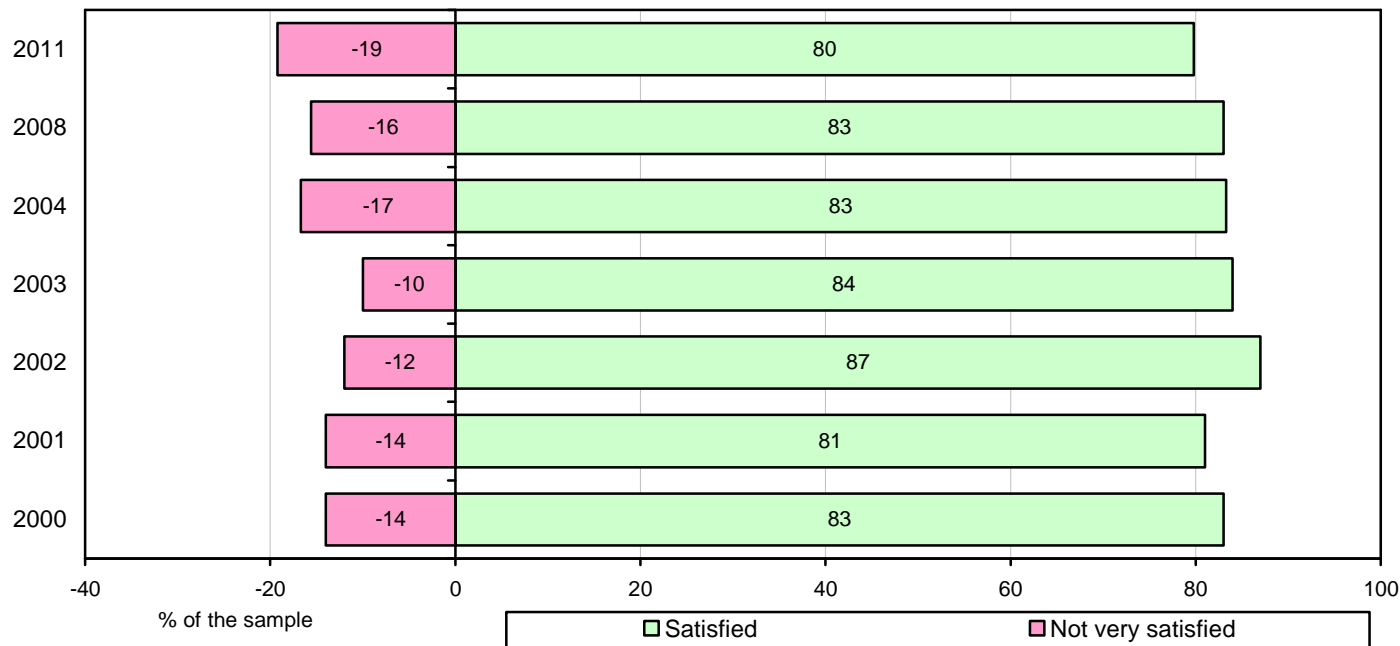


Playgrounds Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Playgrounds using the previous 3 point scale and an estimated CSI score for each year. This shows that over half of the users, (53%) are fairly satisfied with the Playgrounds with a further 26% being very satisfied. Once again only a small proportion of respondents were not very satisfied.



There are more respondents who are less than satisfied this year (19% versus 16% in 2008) and fewer who are satisfied (80% versus 83% in 2008).



Sports grounds

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

Frequency of using the Library

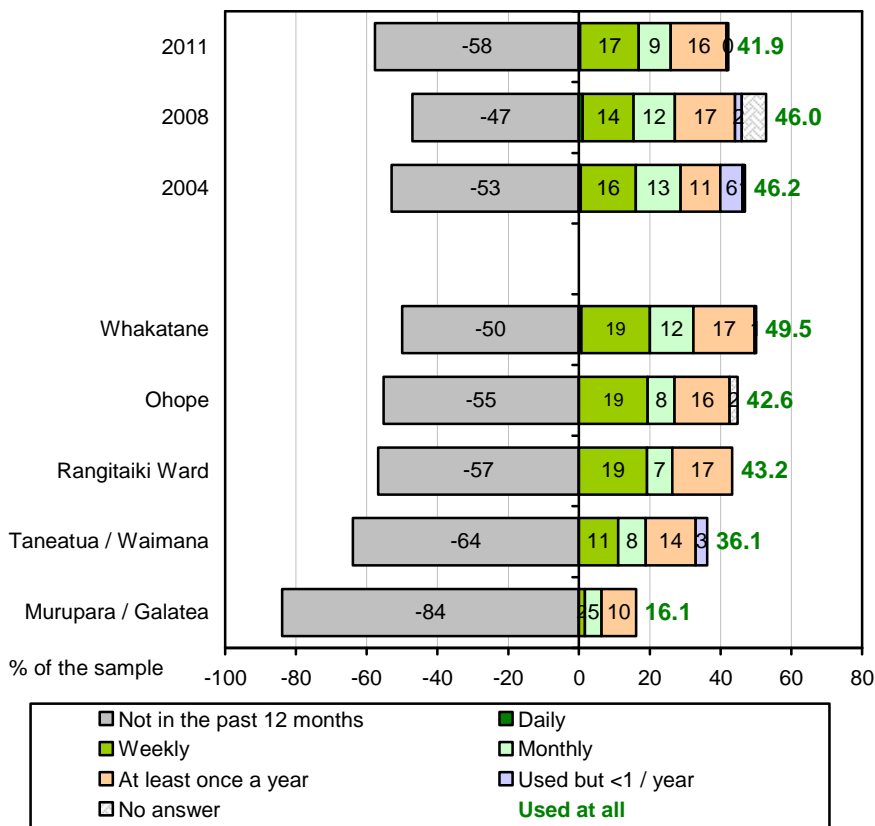
Under half (42%) of respondents had used the Sports grounds in the past 12 months while half (58%), had not used the Sports grounds and 0.4% did not answer.

A sixth of the respondents (17%) used the Sports grounds on a weekly basis while 0.3% used the Sports grounds on a daily basis.

A tenth of the respondents (9%) used them monthly while a sixth of the respondents (16%) used the Sports grounds at least once a year and 0.1% used the Sports grounds less often.

The proportion that use Sports grounds at least once per year is similar to the previous results.

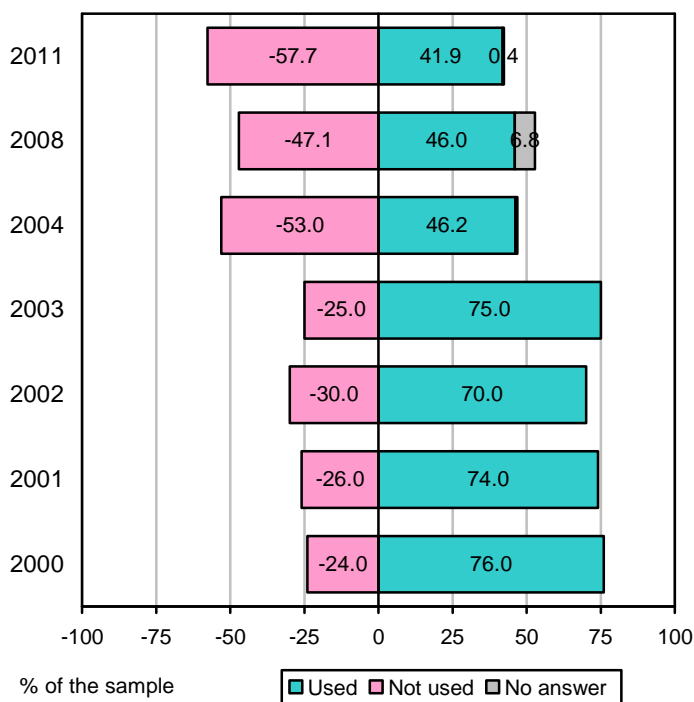
Usage of Sports grounds seem to be lower in the Murupara / Galatea Ward (17% versus 36% - 50% for the other Wards).



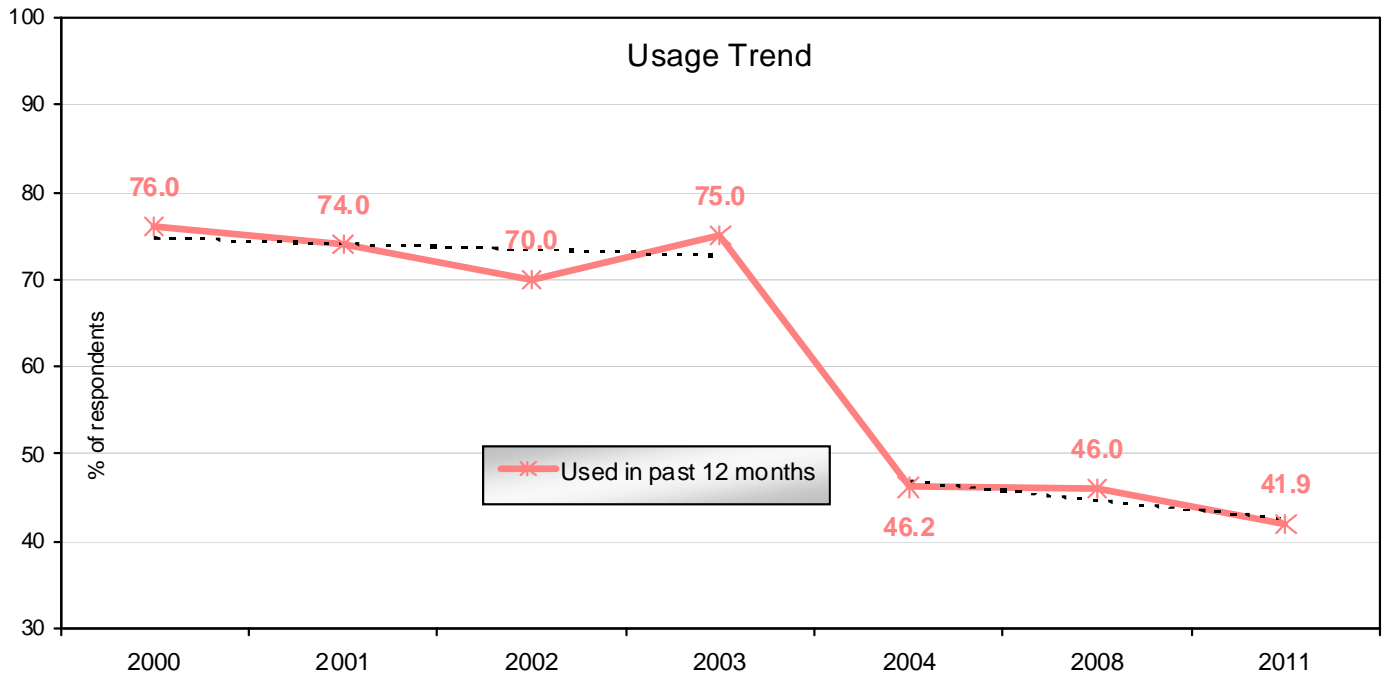
The question was changed in 2004 from used or visited to be based on usage only.

Comparing the history of Sports ground usage shows that current usage is at the lower end of the range with 42% of respondents saying they had used a Sports ground in the past 12 months.

The variation to pre 2004 probably reflects a change in the question.



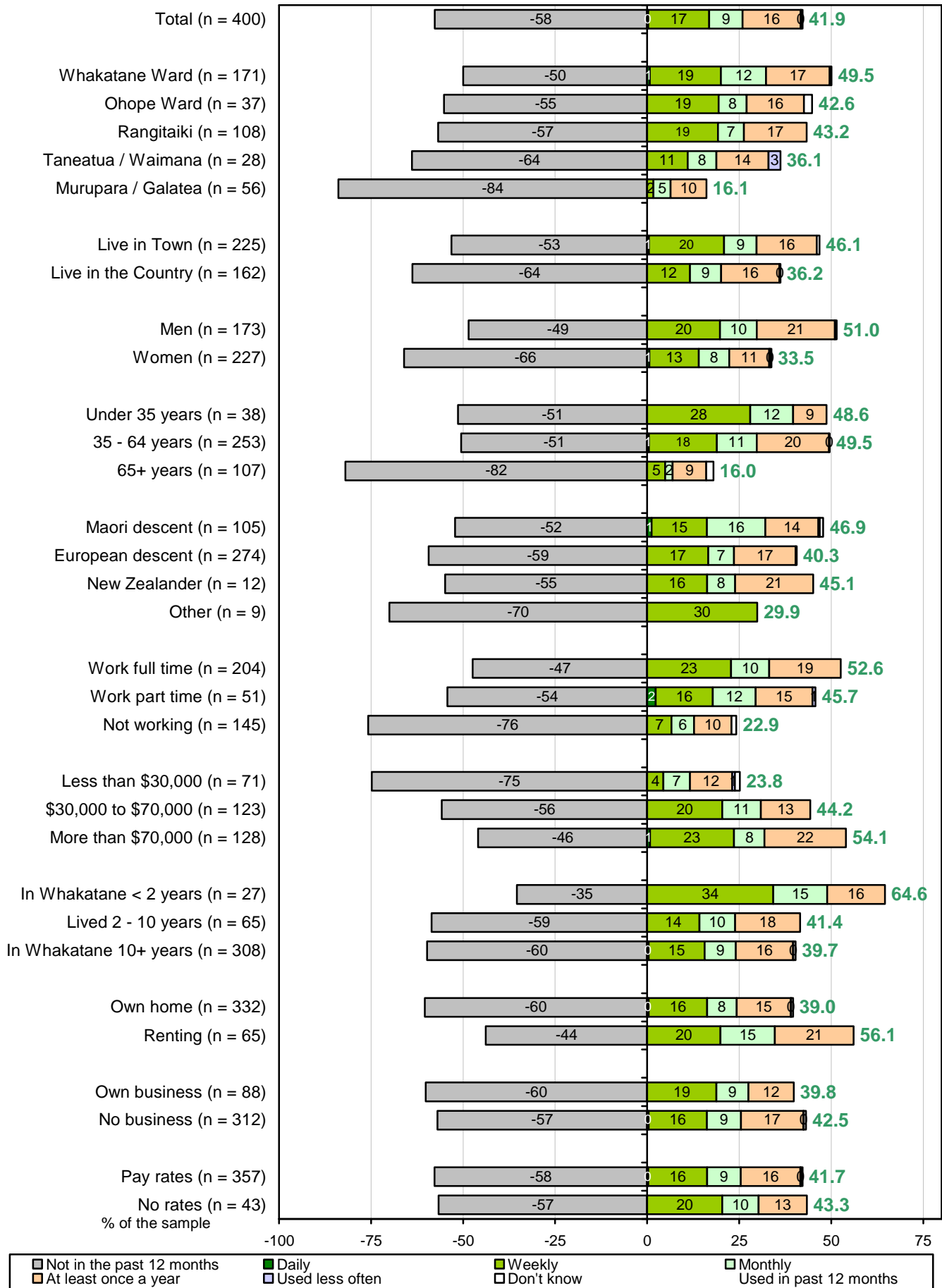
The chart shows the usage trend for the Sports grounds based on the percentage who had used these facilities in the past 12 months. This shows that usage at 42% is down 4.1 points on 2008. This is the lowest usage result recorded by this monitor.



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

- Men (51%)
- Those aged 35 – 64 years old (50%)
- Those working fulltime (53%)
- Those who are renting (56%)
- Those with a household income over \$70,000 p.a. (54%)
- Those who live in town (46%)
- Those from the Whakatane Ward (50%)
- Those who have lived in the Whakatane District less than 2 years (65%)

Usage of the Sports Grounds by subgroup

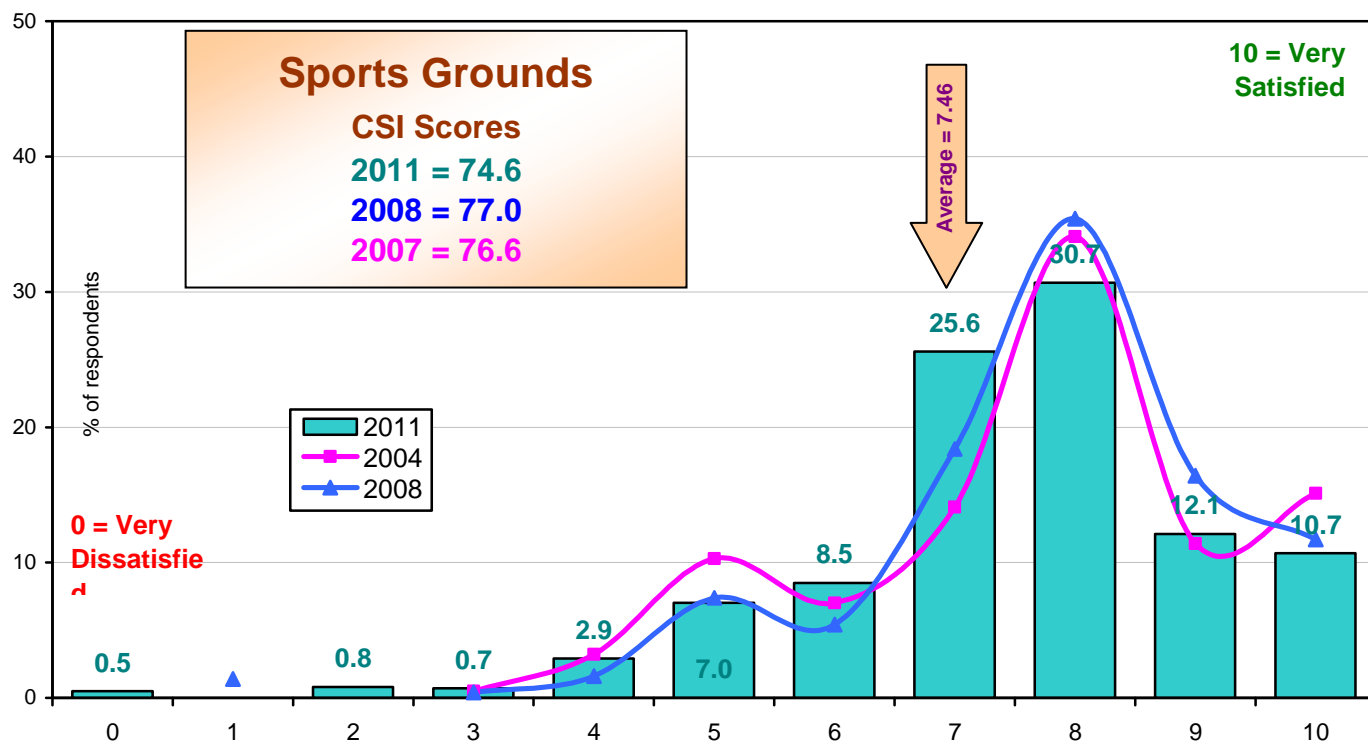


Satisfaction with Sports Grounds

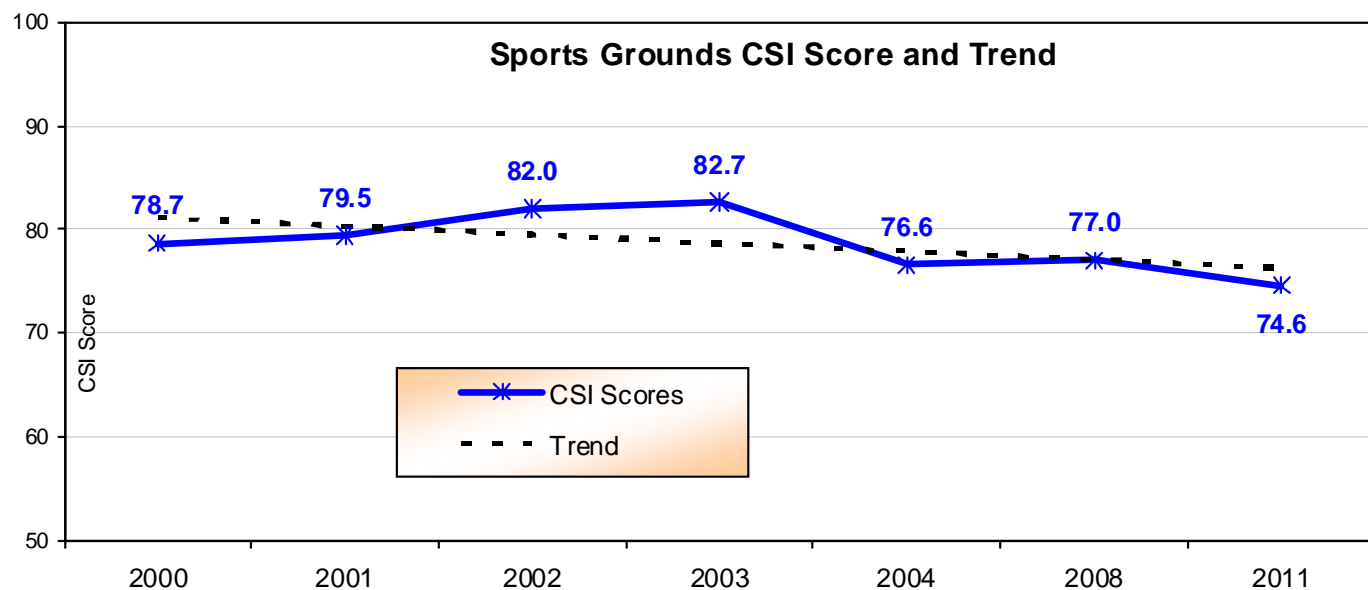
Respondents who had used the Sports grounds in the last 12 months (n=152) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the users (79%) were satisfied with the Sports grounds (Scores 7 – 10). A quarter of the subgroup (23%) rated with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (31%).

A fifth of the subgroup (18%) rated the Sports grounds with a score that was neutral (Scores 4 – 6), while 2% (3 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3). The CSI score for the Sports grounds was 74.6, down 2.4 points from 2008.



The CSI score of 74.6 is down 2.4 points from 2008. This is the lowest CSI score recorded by this monitor.



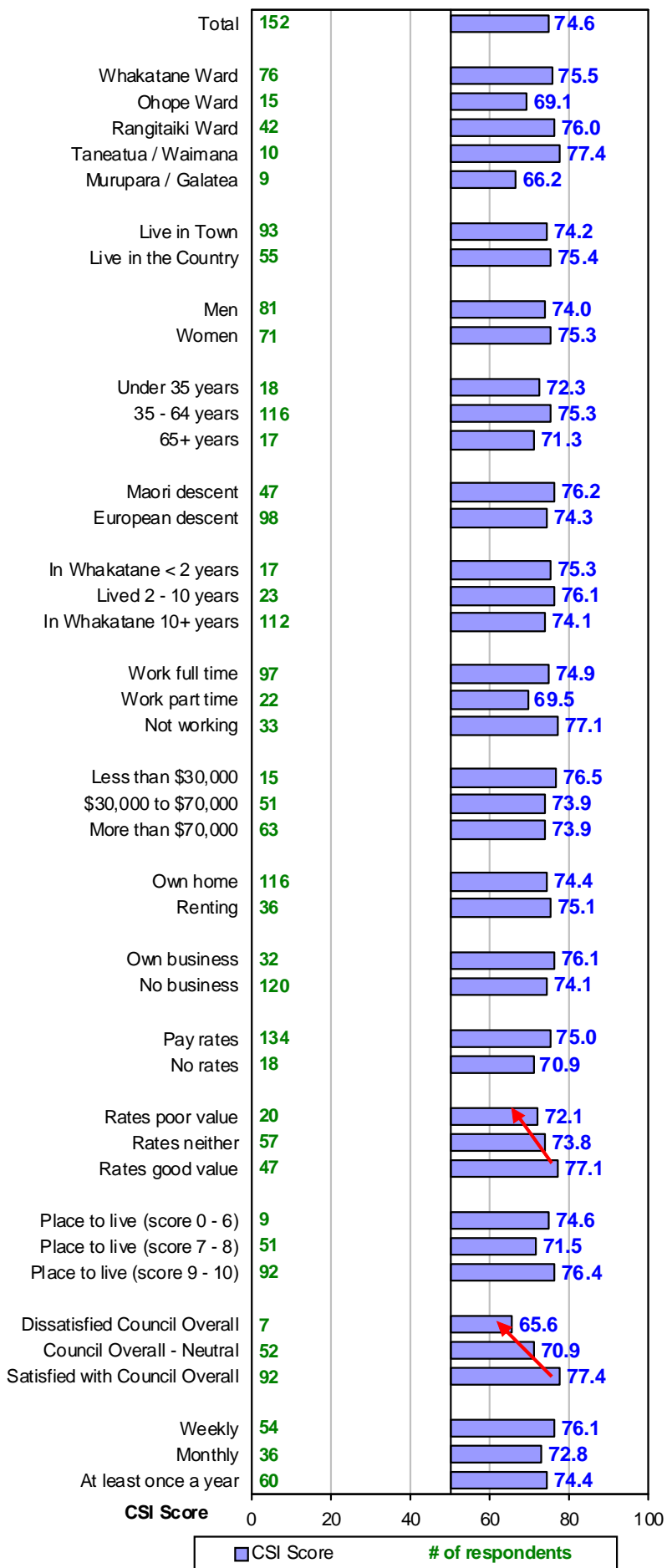
Satisfaction with Sports Grounds by demographics

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

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

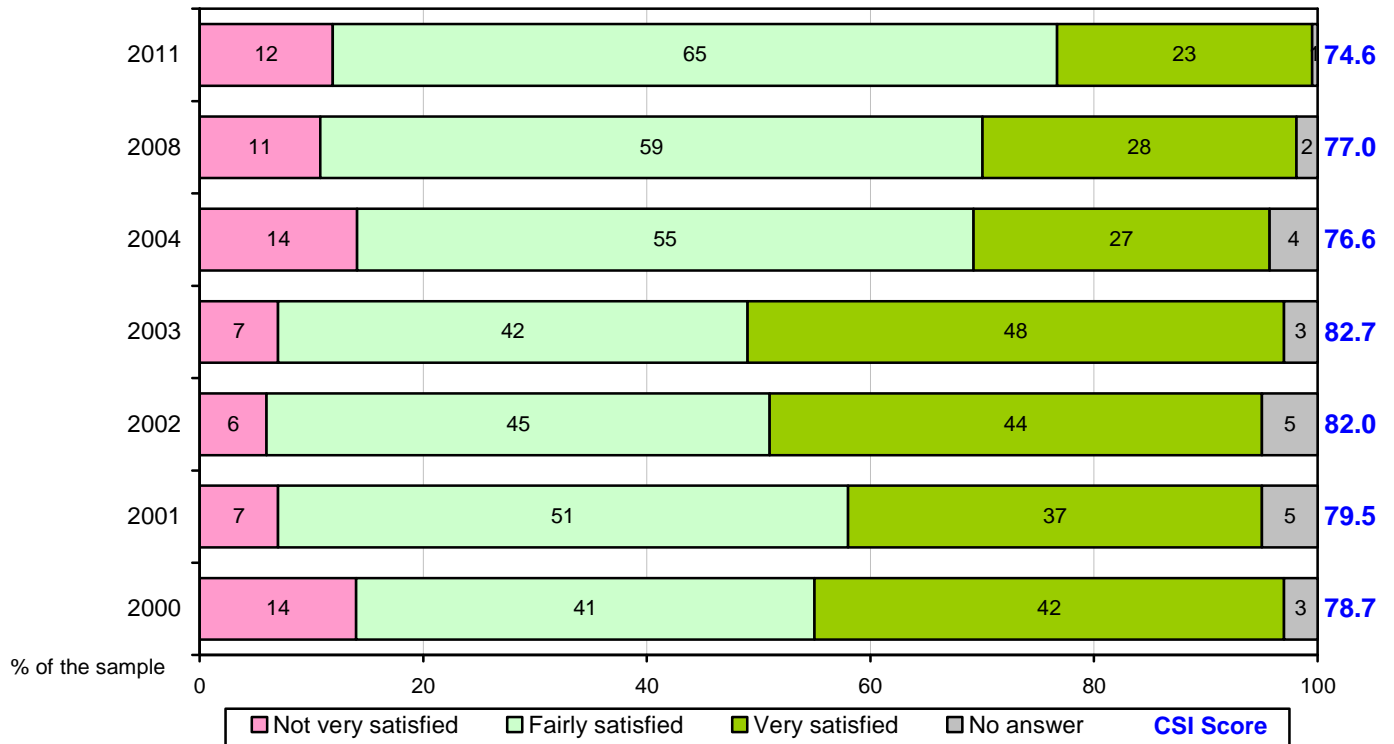
The variables that appear to have had the greatest impact on satisfaction with the Sports grounds were:

- The few from the Murupara / Galatea Ward (CSI score 66.2) were less satisfied than those from other Wards (CSI score 69.1 – 77.4).
- Respondents who thought they received good value for their rates (CSI score 77.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 72.1).
- Those who were satisfied with the overall performance of Council (CSI score 77.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 65.6).

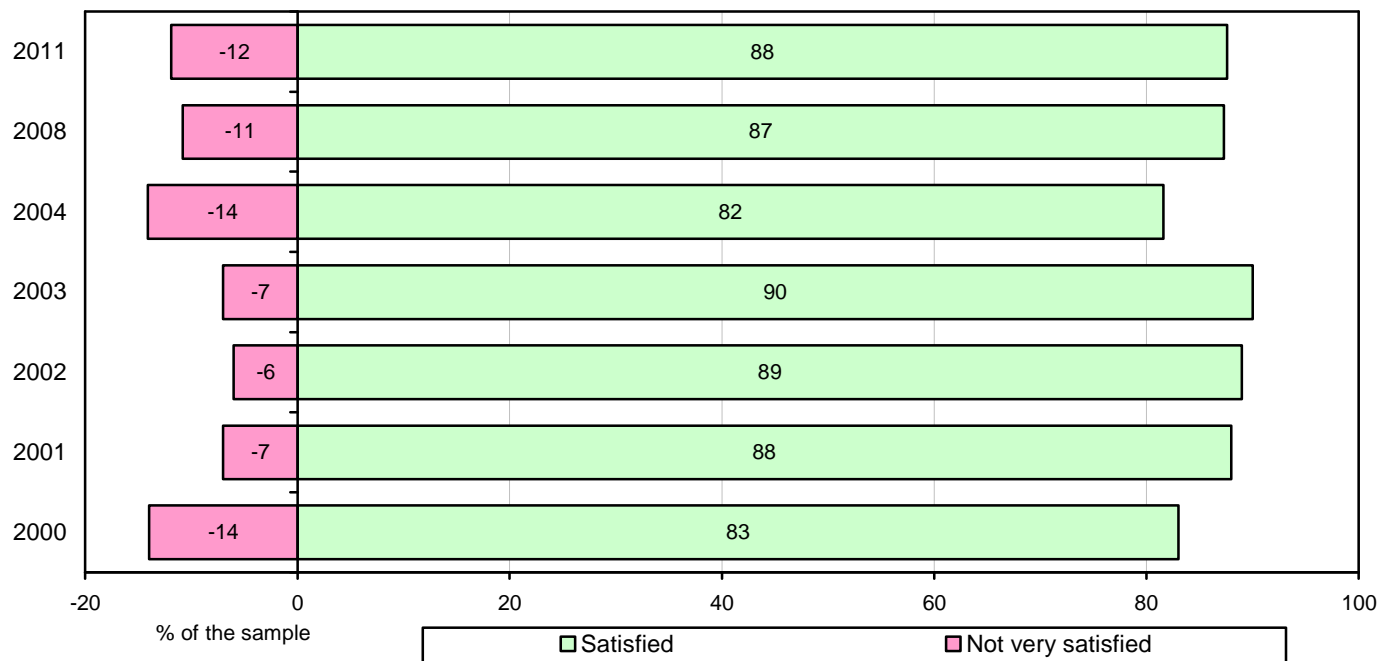


Sports grounds Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Sports grounds using the previous 3 point scale and an estimated CSI score for each year. This shows that two thirds of the users, (65%) are fairly satisfied with the Sports grounds with a further 23% being very satisfied. Once again only a small proportion of respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have remained at similar levels to 2008.



Cemeteries

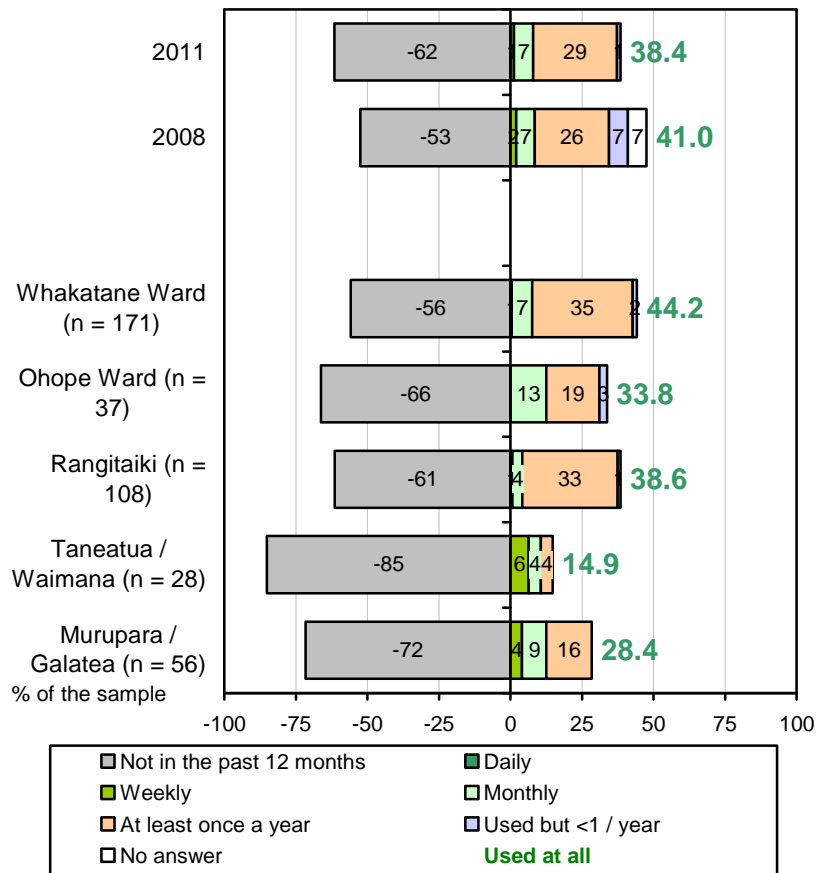
Respondents were asked how often they used the Cemeteries in the past year.

Frequency of using Cemeteries

Two thirds of the respondents (62%) had not used the Cemeteries in the past 12 months, while just over a third (38%) had used the Cemeteries.

Over a quarter of the respondents (29%) had used them at least once per year. A few respondents (7%) had used them on a monthly basis and 1% on a weekly basis. A few respondents (1%) used the Cemeteries less than once per year.

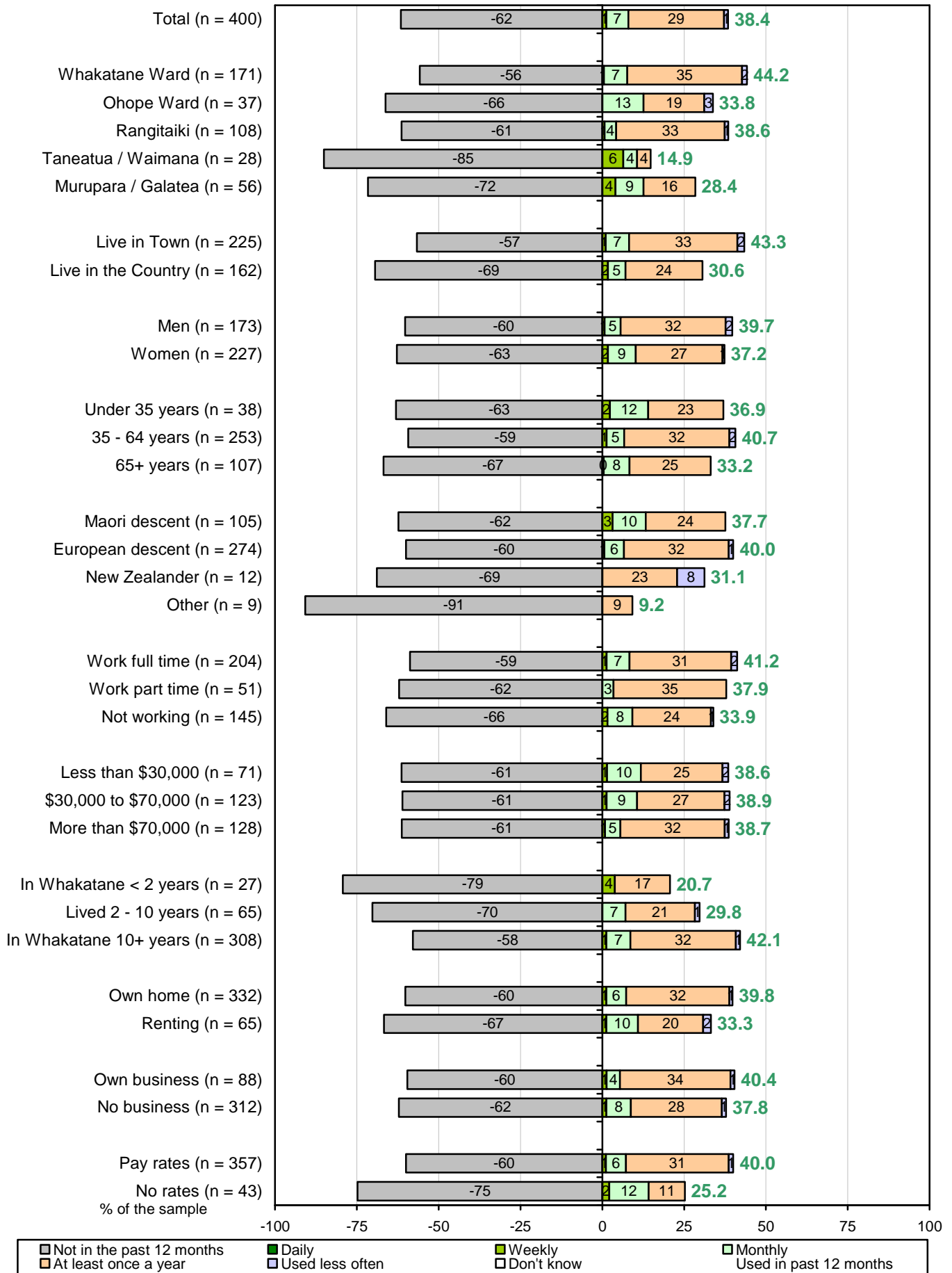
Usage of the Cemeteries was higher in the Whakatane and Rangitaiki Wards (44% and 39% respectively) versus 15% - 34% for those from the other Wards.



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

- Those who live in town (43%)
- Those from the Whakatane Ward (44%)
- Those who have been in the Whakatane District for over 10 years (42%)

Usage of the Cemeteries by subgroup



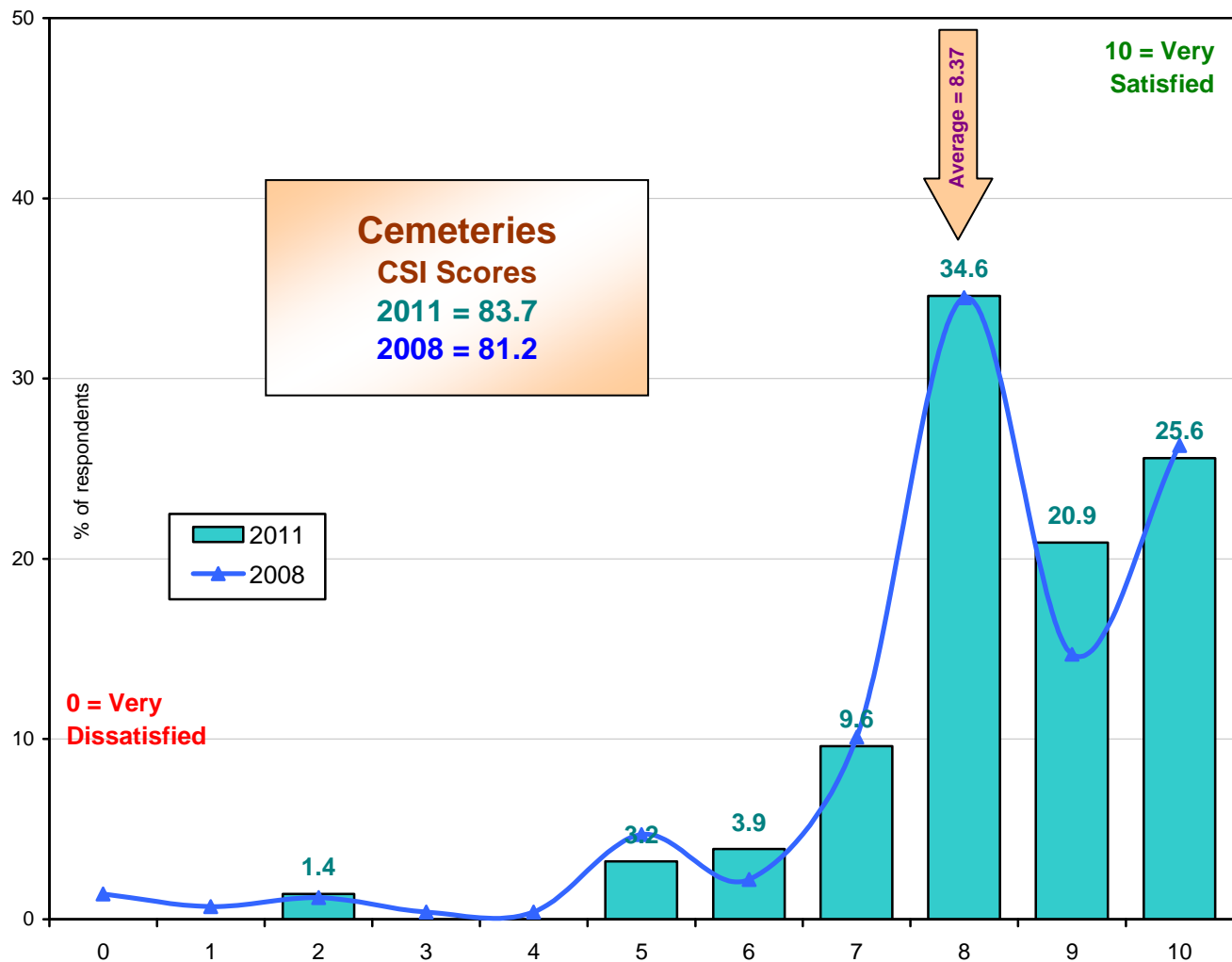
Satisfaction with the Cemeteries

Respondents who had used the Cemeteries in the last 12 months (n=149) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (91%) were satisfied with the Cemeteries (Scores 7 – 10). Almost half of the users (47%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (35%).

Less than a tenth of the subgroup (7%) rated the Cemeteries with a score that was neutral (Scores 4 – 6), and only two respondents (1.4%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Cemeteries was 83.7. This is an increase of 2.5 points from 2008 and once again this rates as an excellent performance.



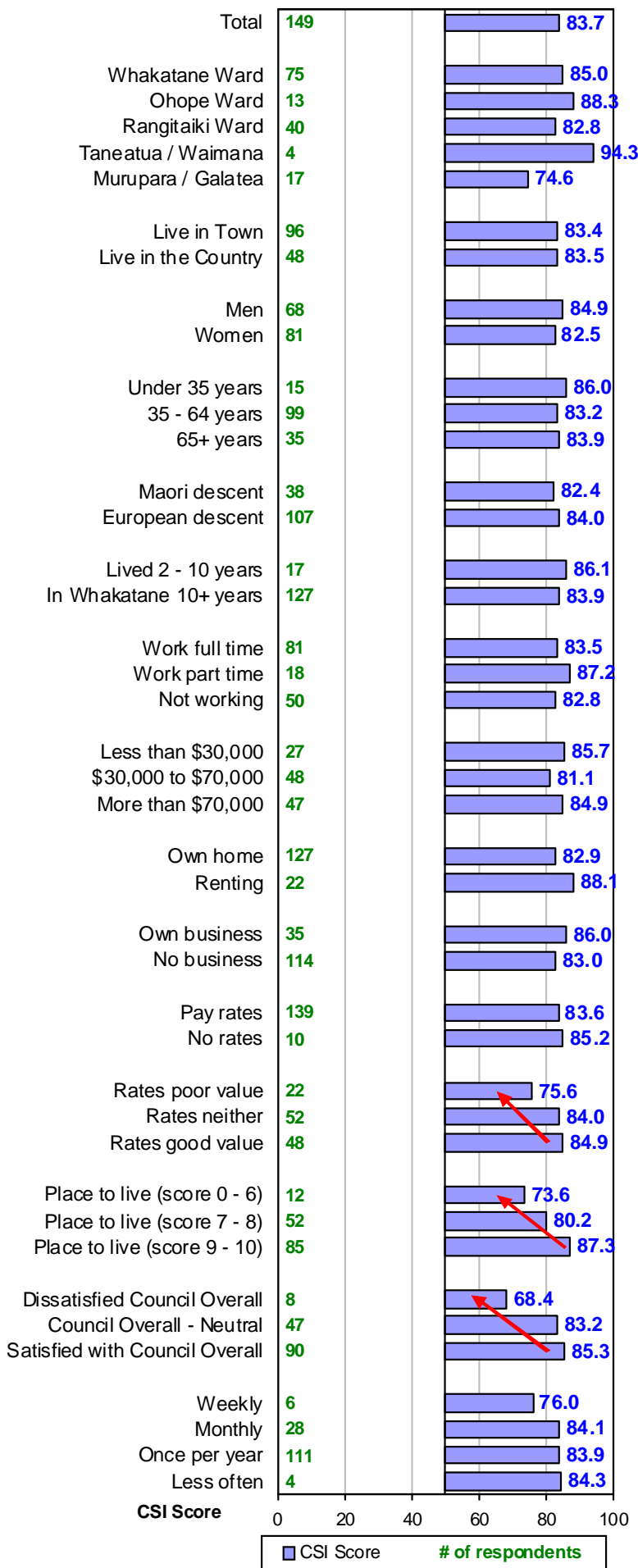
Satisfaction with the Cemeteries by demographics

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

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

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

- Respondents who thought they received good value for their rates (CSI score 84.9) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 75.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 87.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 73.6)
- Those who were satisfied with the overall performance of Council (CSI score 85.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 68.4).
- The few respondents who used the Cemeteries weekly (CSI score 76.0) appear less satisfied than those who use these less frequently



Swimming Pools

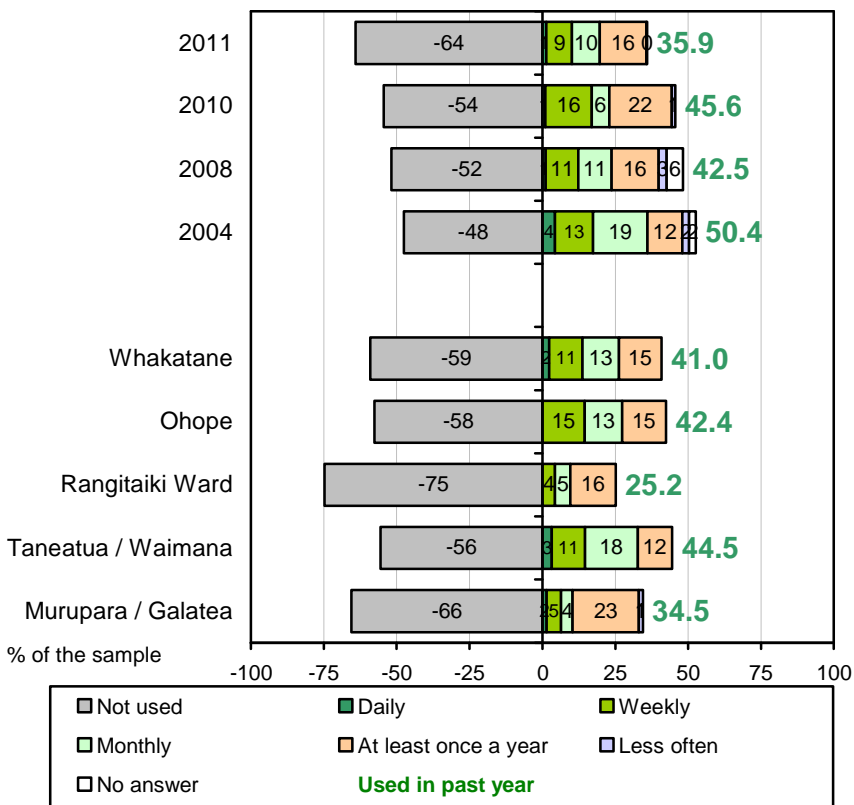
Respondents were asked how often they used the Swimming Pools in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the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

Frequency of using Swimming Pools

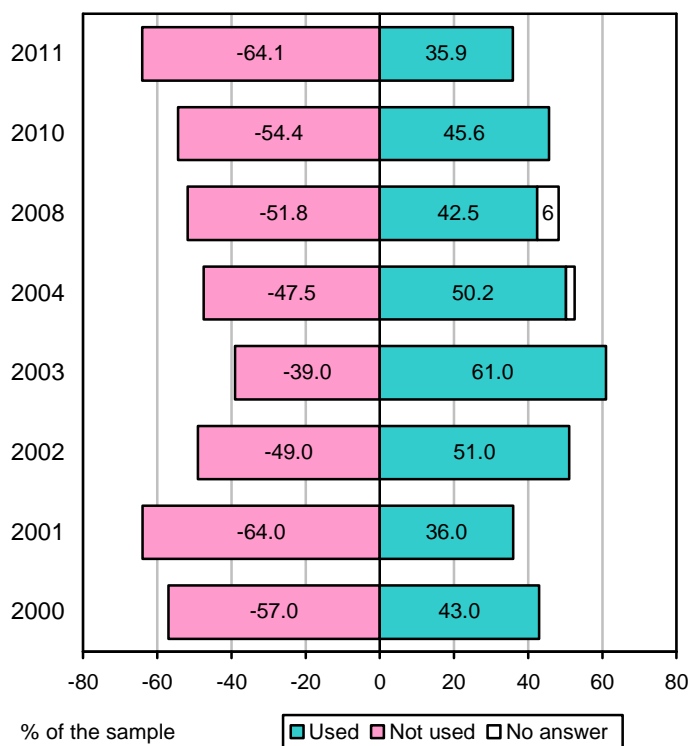
Two thirds of the respondents (64%) had not used the Swimming Pools in the past 12 months, while 36% had used the Swimming Pools.

The largest group of users (16%) used them at least once per year. A tenth of the sample (10%) had used them on a monthly basis and 9% on a weekly basis. Six respondents (1%) used the Swimming Pools daily, while 0.2% had used them but less than once per year.

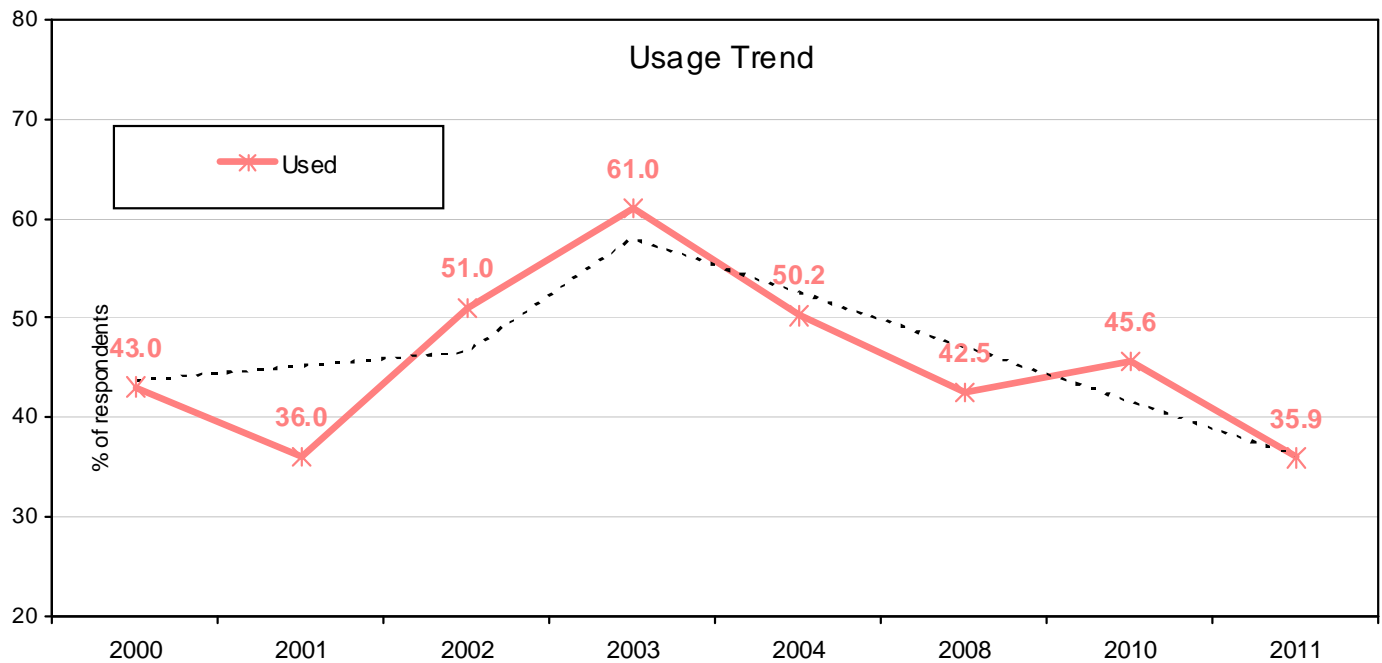
Usage of the Swimming Pools was lower in the Rangitaiki Ward (25%) versus 35% - 45% for the other Wards.



Comparing the history of Swimming Pools usage shows that current usage at 36% is down 10% from the 2008 result.



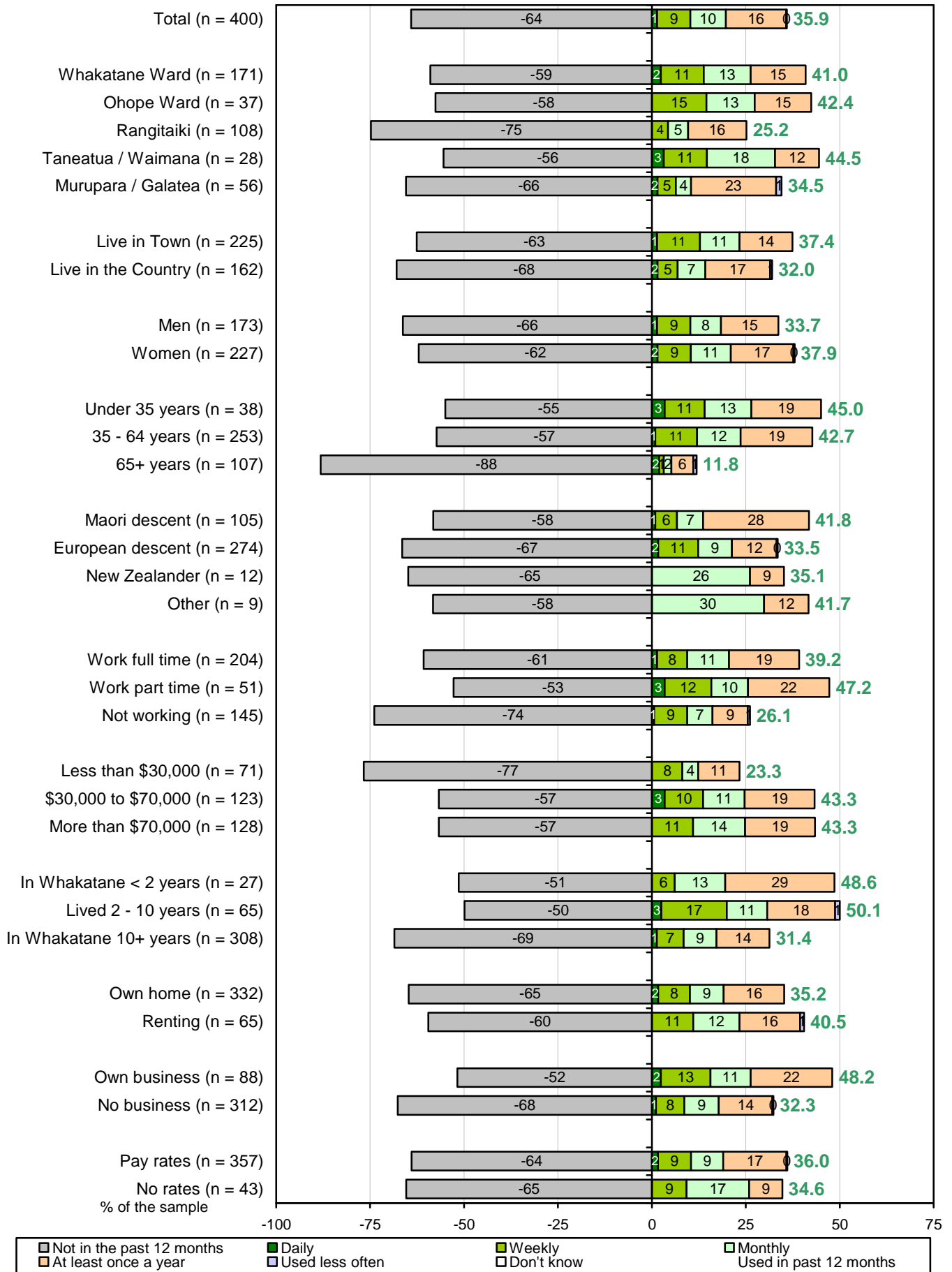
The chart shows the usage trend for the Swimming Pools based on the percentage who had used these facilities in the past 12 months. Usage at 35.9% is 9.7 points lower than that recorded in 2008. This is on par with the lowest result recorded in 2001.



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

- Those aged 35 – 64 years old (43%) and those aged under 35 (45%)
- Those in part time paid employment (47%)
- Those with a household income over \$30,000 p.a. (43%)
- Those who own or operate their own business (48%)
- Those from the Whakatane Ward (41%) or Ohope Ward (42%) or Taneatua / Waimana (45%)
- Those who have lived in the Whakatane District for 2 - 10 years (50%)

Usage of the Swimming Pools by subgroup

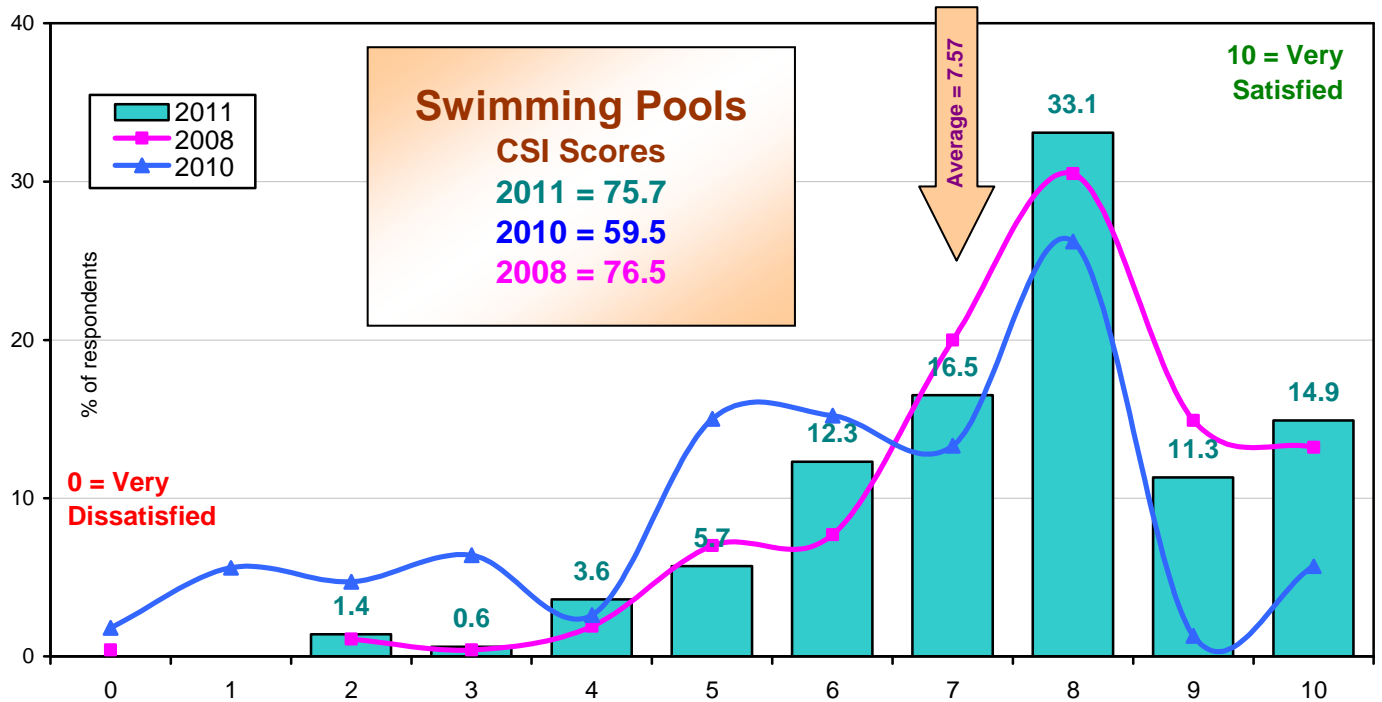


Satisfaction with the Swimming Pools

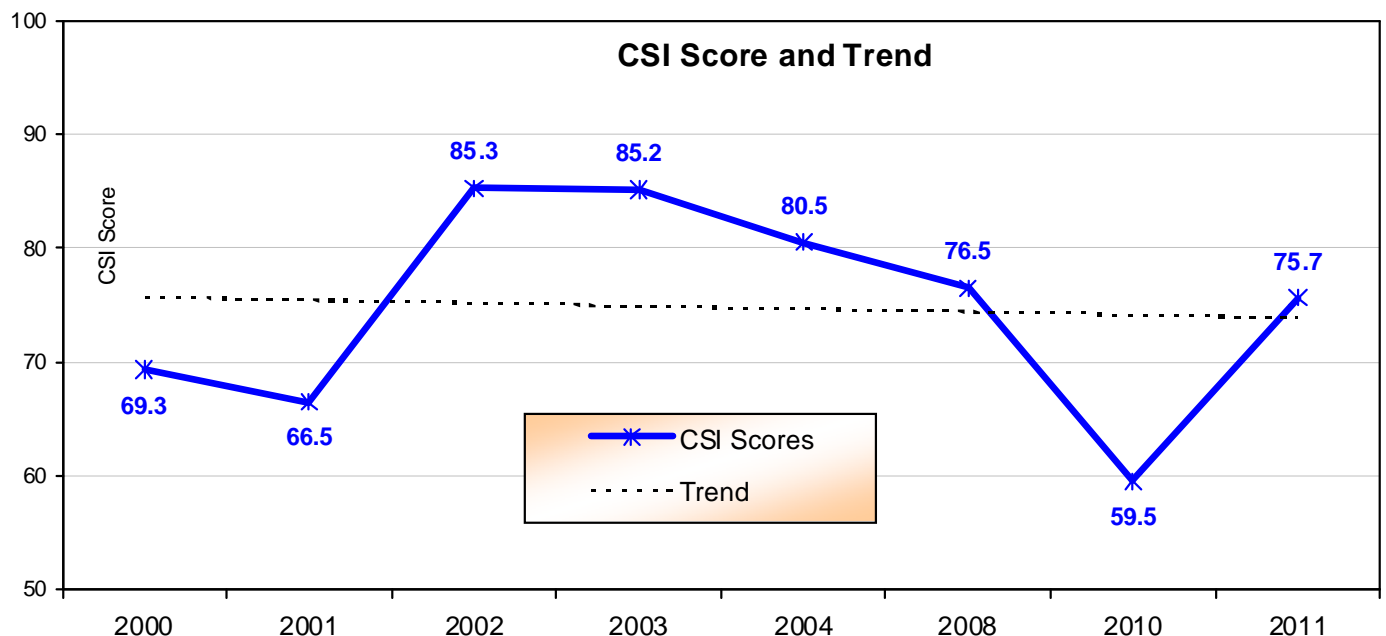
Respondents who had used the Swimming Pools in the last 12 months (n=130) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (76%) were satisfied with the Swimming Pools (Scores 7 – 10). A quarter (26%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (33%). A fifth of the subgroup (22%) rated the pools with a score that was neutral (Scores 4 – 6), and 2% (3 respondents) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Swimming Pools was 75.7, up strongly from the partial survey in 2010 but 0.9 points below the 2008 result. The current CSI score again indicates a good level of satisfaction but with the potential for improvement.



The CSI score of 75.7 is 6.2 points higher than that recorded in 2010 but 0.8 points lower than that recorded in 2008. The CSI scores have varied greatly from reading to reading.



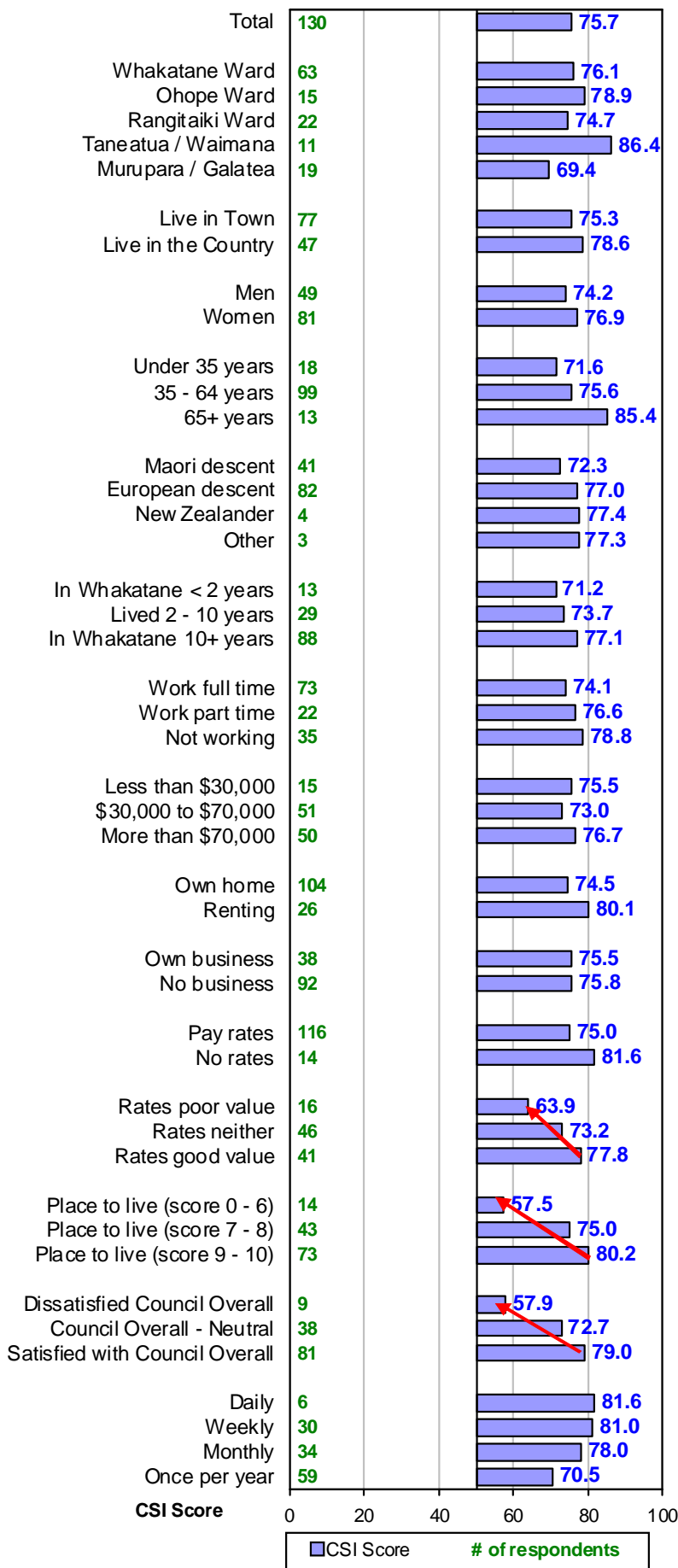
Satisfaction with Swimming Pools by demographics

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

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

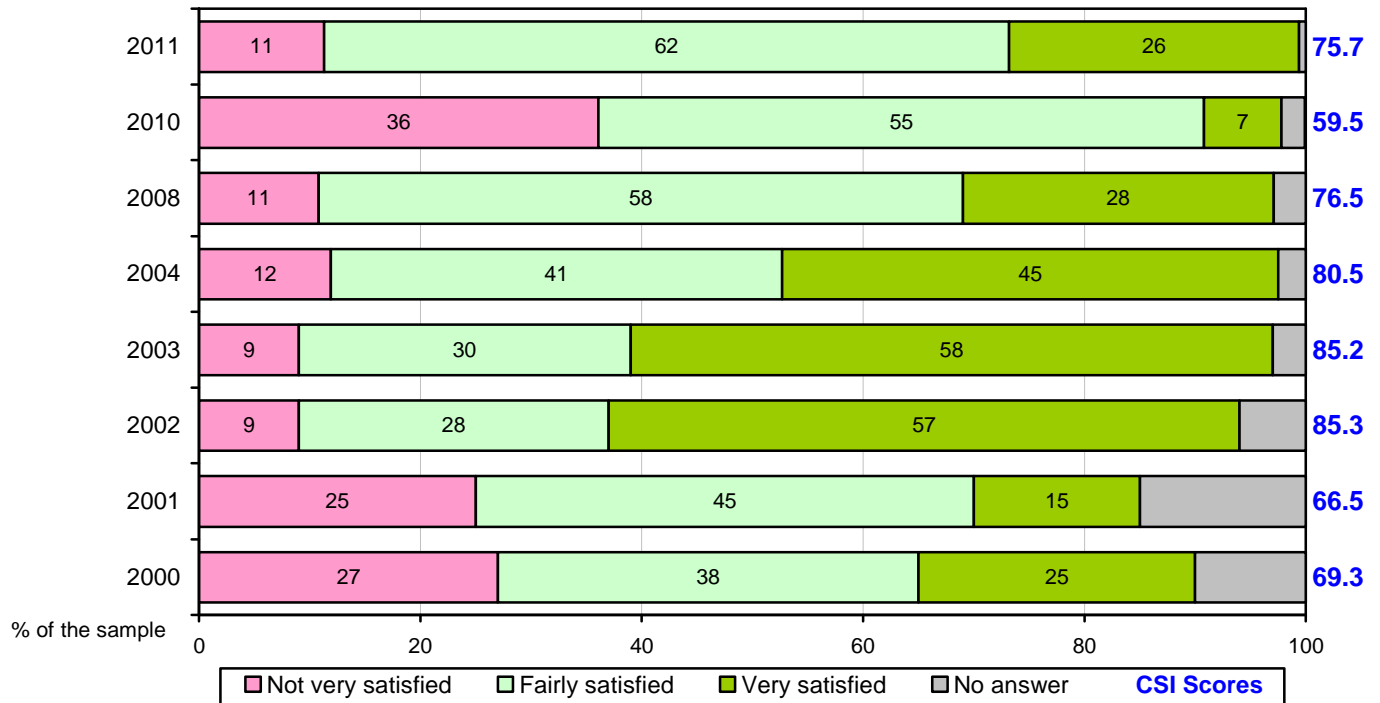
The variables that appear to have had the greatest impact on satisfaction with the Swimming Pools were:

- Respondents aged over 65 (CSI score 85.4) appear more satisfied than those from other age groups.
- Respondents who thought they received good value for their rates (CSI score 77.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 63.9).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 80.2) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 57.5)
- Those who were satisfied with the overall performance of Council (CSI score 79.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 57.9).
- The few respondents who used the Swimming Pools daily (CSI score 81.6) or weekly (CSI score 81.0) appear more satisfied than those who use these monthly or once per year.

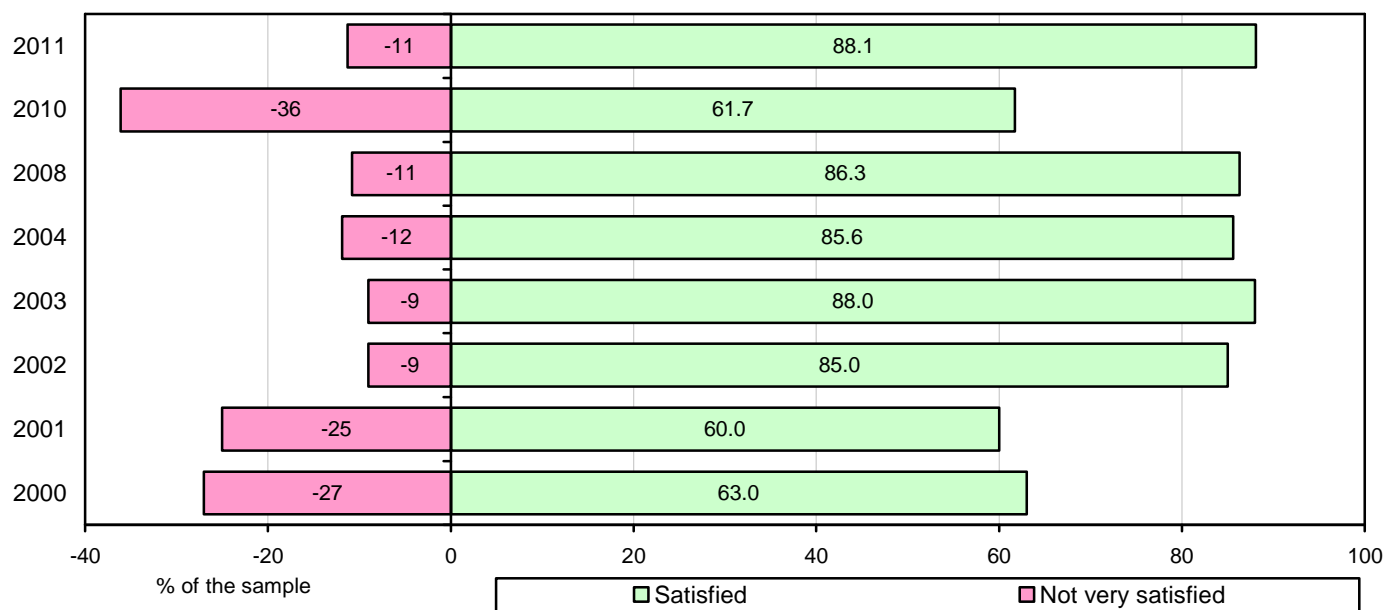


Swimming Pools Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Swimming Pools using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (62%) are fairly satisfied with the Swimming Pools with a further 26% being very satisfied. Only a small proportion of respondents were not very satisfied.



There are far fewer respondents who are less than satisfied this year (11% versus 36% in 2010) but this is now back to the levels recorded from 2002 – 2008. Similarly, there were more who are satisfied (88% versus 62% in 2010) but satisfaction levels are also back to the levels recorded from 2002 – 2008.



Parks and Reserves in the Whakatane District

Respondents were asked how often they used the Parks and Reserves in the Whakatane District in the past year. Note previously this was asked as the 'Parks and Reserves' without reference to the district.

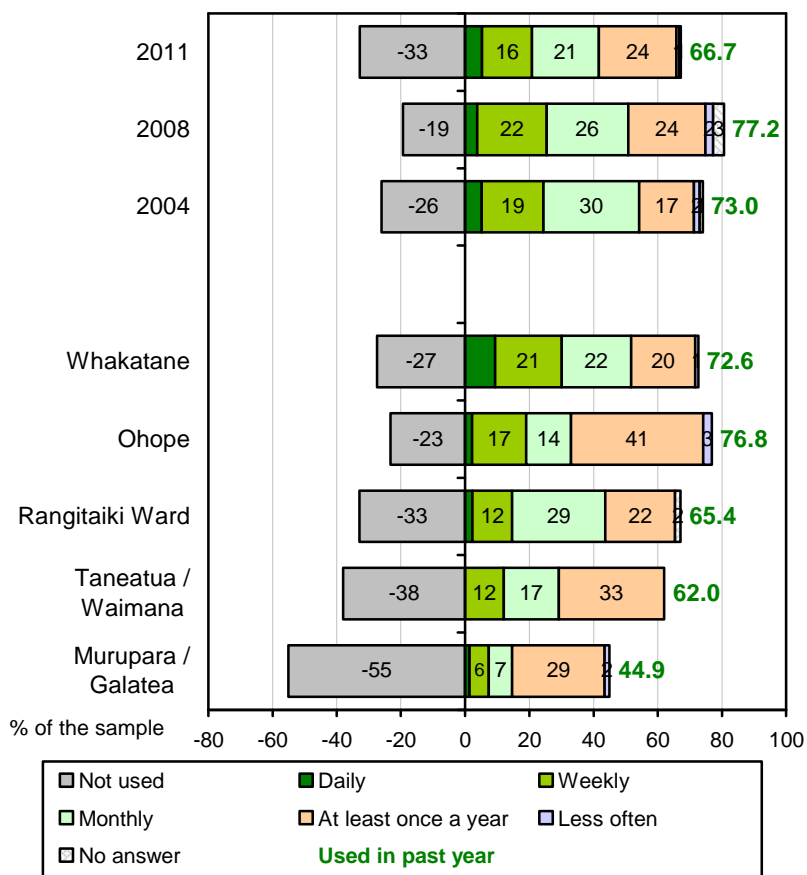
Frequency of using the Parks and Reserves

Two thirds of the respondents (67%) had use the Parks and Reserves in the Whakatane District in the past 12 months while one third (33%), had not used the Parks and Reserves and two respondents (0.5%) didn't know.

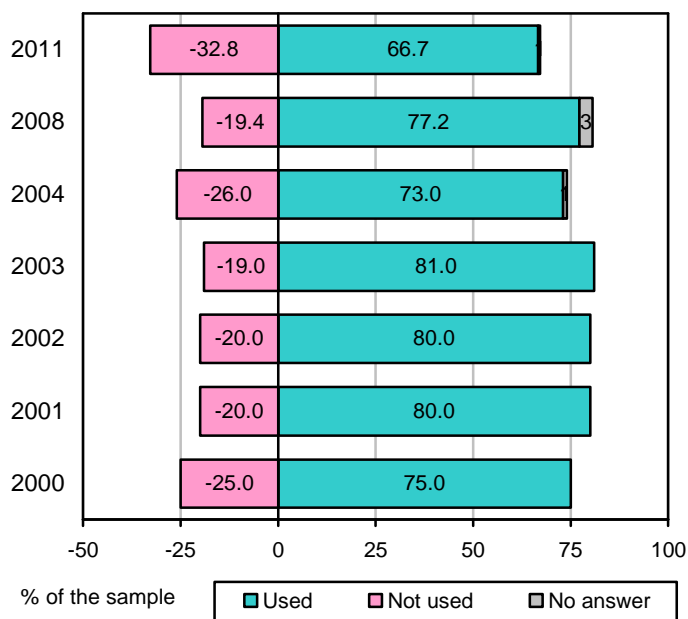
A sixth of the respondents (16%) used the Parks and Reserves in the Whakatane District on a weekly basis while 5% used the Parks and Reserves in the Whakatane District on a daily basis.

A fifth of the respondents (21%) used the Parks and Reserves in the Whakatane District monthly while a quarter (24%) used them at least once a year and 1% used the Parks and Reserves less often.

Usage of the Parks and Reserves was higher in the Ohope Ward (77%) and Whakatane Ward (73%) and lowest in the Murupara / Galatea Ward (45%).

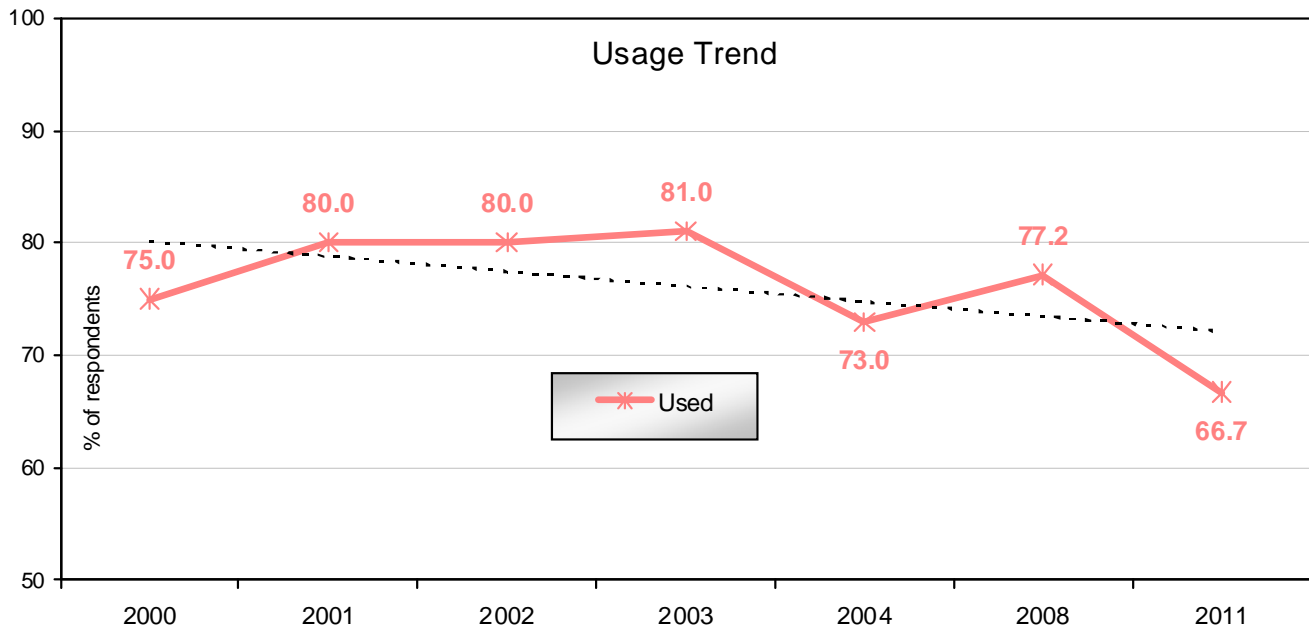


Comparing the history of Parks and Reserves in the Whakatane District usage shows that current usage is at the lower end of the range with 67% of respondents saying they had used the Parks and Reserves in the Whakatane District in the past 12 months.



The chart shows the usage trend for the Parks and Reserves in the Whakatane District based on the percentage who had used these facilities in the past 12 months. This shows that usage at 66.7% is down 10.5 points on 2008. This is the lowest level of usage recorded by this monitor.

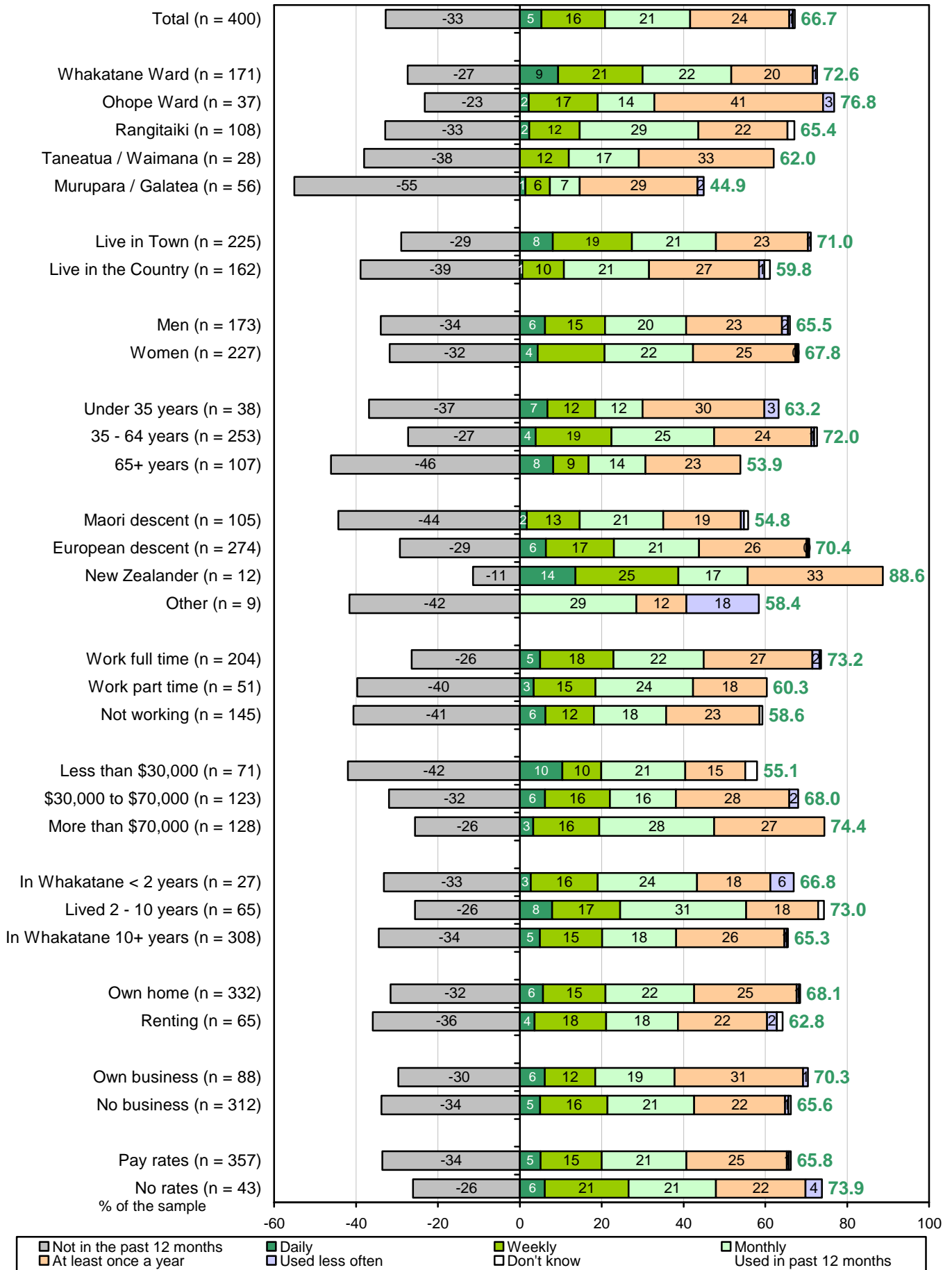
Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Parks and Reserves in the Whakatane District among the various subgroups of interest. Respondents who were significantly **more likely** to use the Parks and Reserves include:

- Those aged 35 - 64 (72%)
- Those working full time in paid employment (73%)
- Those with a household income over \$70,000 (74%)
- Those living in the town (71%)
- Those from the Ohope (77%) or Whakatane Ward (73%)
- Those of European descent (71%) or those who classified themselves as New Zealanders or kiwi (87%)

Usage of the Parks and Reserves by subgroup

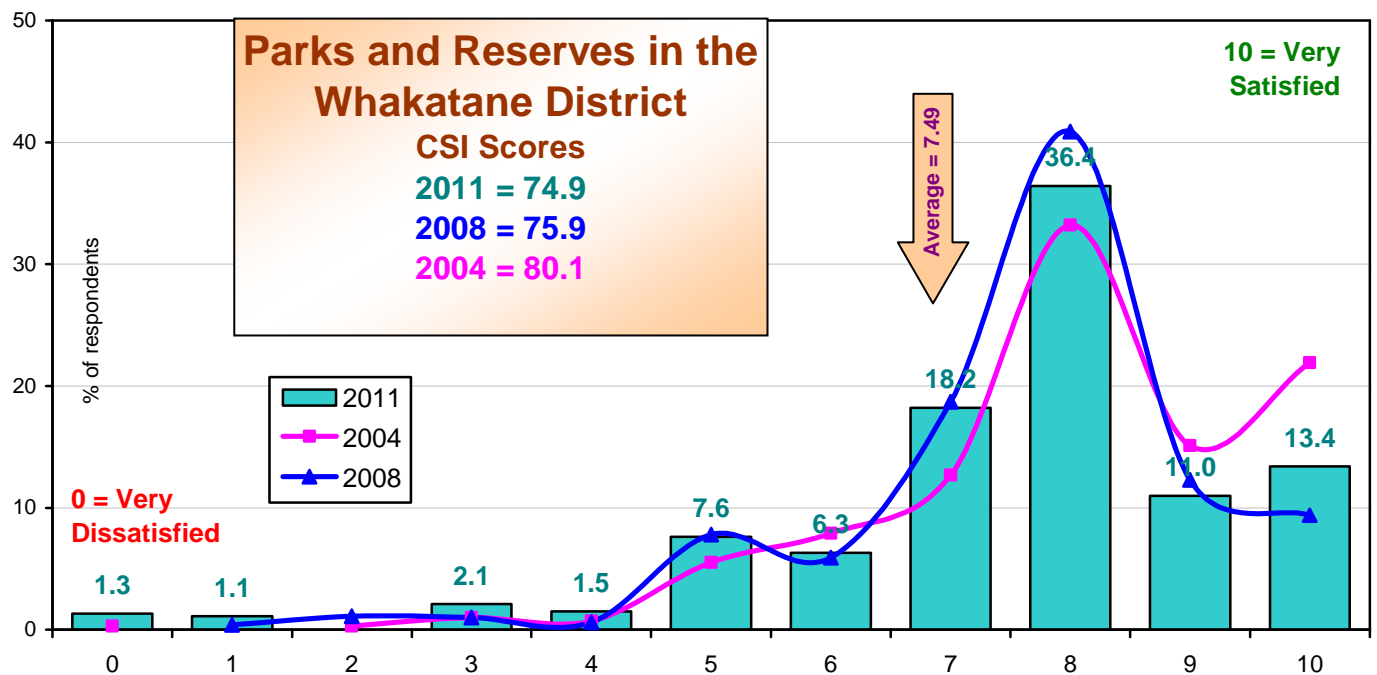


Satisfaction with Parks and Reserves in the Whakatane District

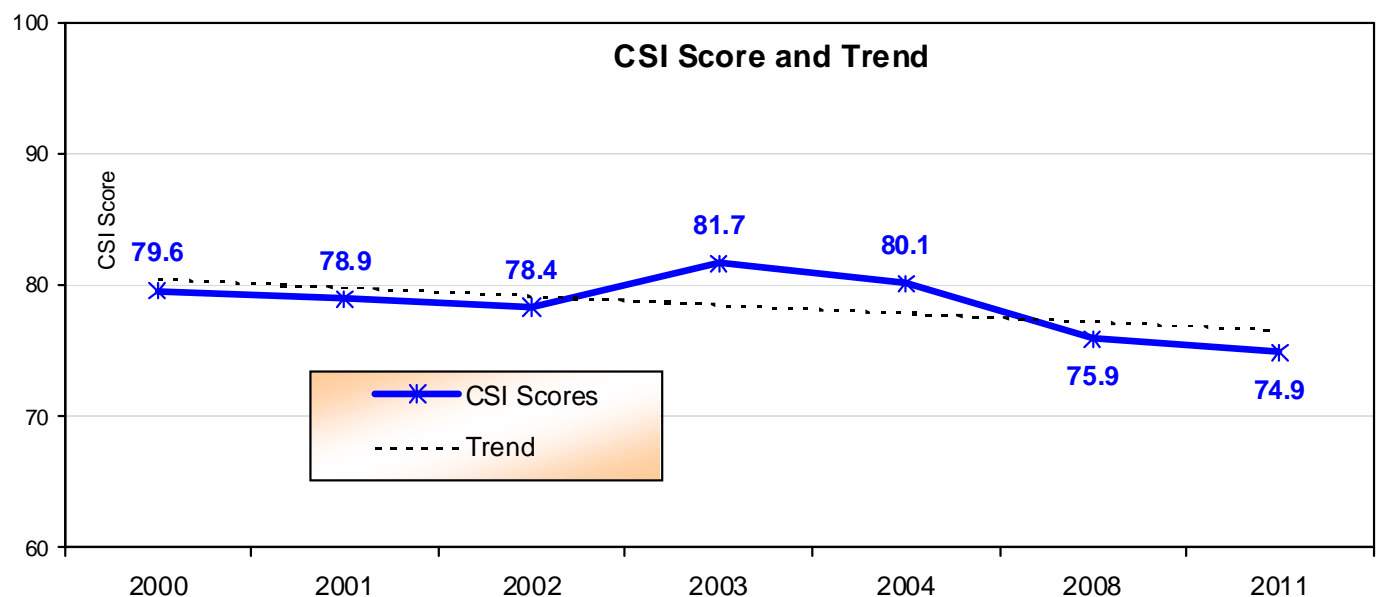
Respondents who had used the Parks and Reserves in the Whakatane District in the last 12 months (n=260) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (79%) were satisfied with the Parks and Reserves in the Whakatane District (Scores 7 – 10), including 24% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (36%). A seventh of the subgroup (15%) rated the Parks and Reserves in the Whakatane District with a score that was neutral (Scores 4 – 6), while only 12 respondents (5%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI score for the Parks and Reserves in the Whakatane District was 74.9. This is a decrease of 1.0 points from 2008 but this still reflects that users are satisfied with the Parks and Reserves in the District.

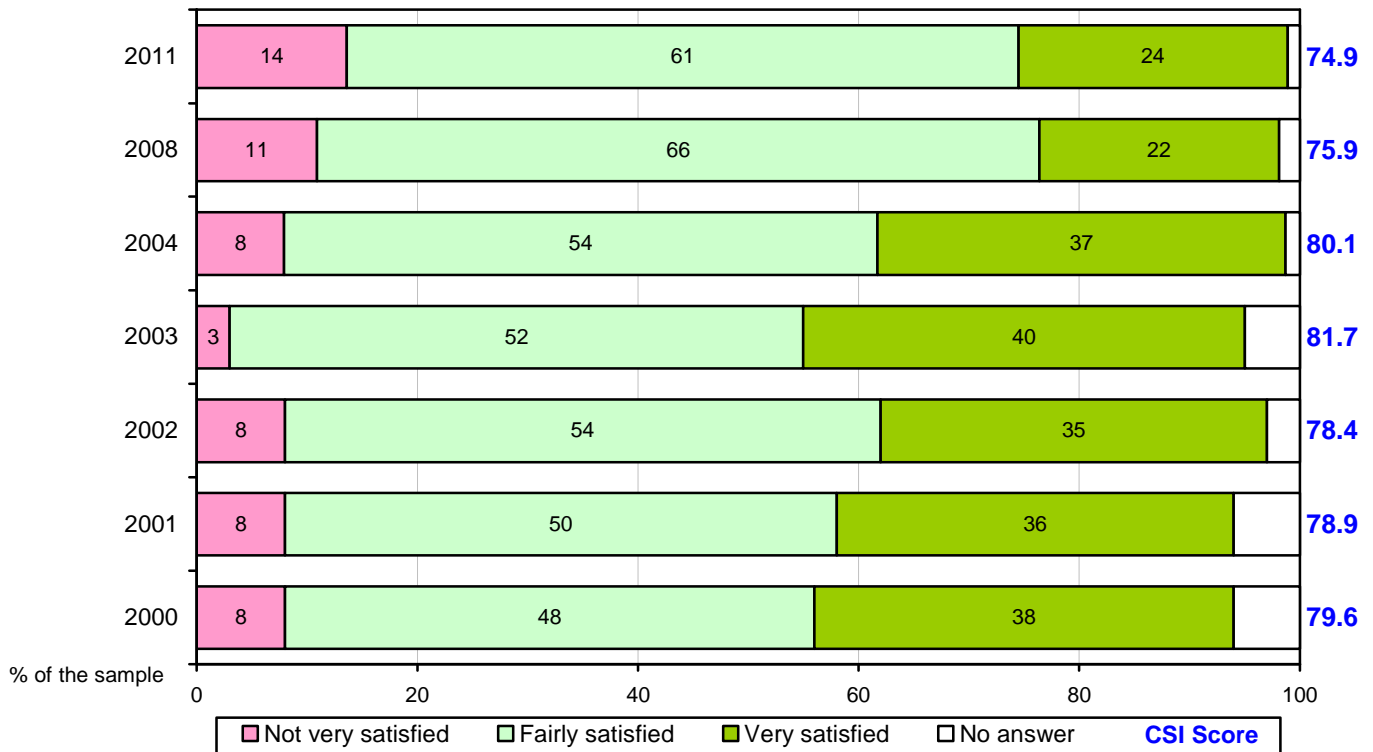


The CSI score of 74.9 is 1.0 points lower than the 2008 result and is the lowest recorded by this monitor. There appears to be a downward trend line of the CSI scores.

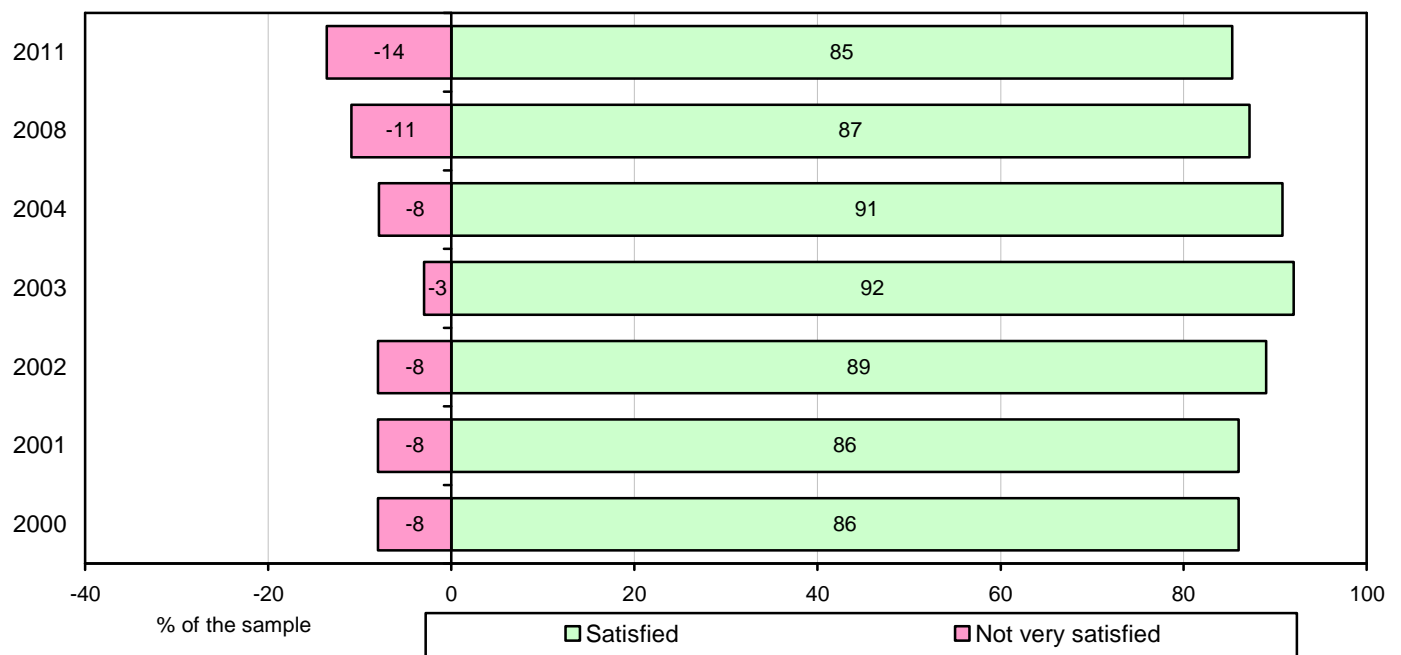


Parks and Reserves in the Whakatane District Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Parks and Reserves in the Whakatane District using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (61%) are fairly satisfied with the Parks and Reserves in the Whakatane District with a further 24% being very satisfied. Once again only a small proportion of respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction level remains high but this has decreased slightly again this year.



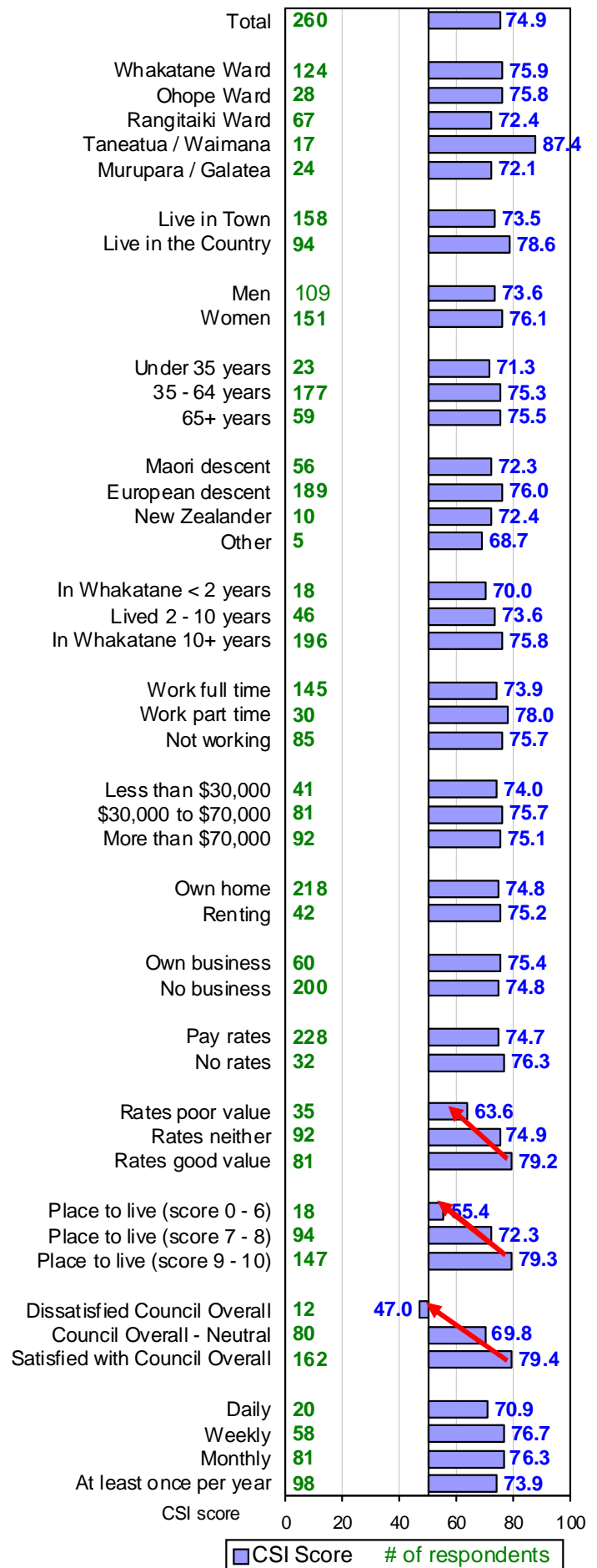
Satisfaction with the Parks and Reserves in the Whakatane District by demographics

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

The analysis shows that there are reasonably high levels of satisfaction with Parks and Reserves in the Whakatane District across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Parks and Reserves in the Whakatane District were:

- The few from the Taneatua / Waimana Ward (CSI score 87.4) appear more satisfied than those from the other Wards (CSI score 72.1 to 75.9).
- Respondents who thought they received good value for their rates (CSI score 79.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 63.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 79.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 55.4)
- Those who were satisfied with the overall performance of Council (CSI score 79.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 47.0).
- The few respondents who used the Parks and Reserves in the Whakatane District daily (CSI score 70.9) appear slightly less satisfied than those who use these more often.



Public Toilets

Respondents were asked how often they used the Public Toilets in the past year.

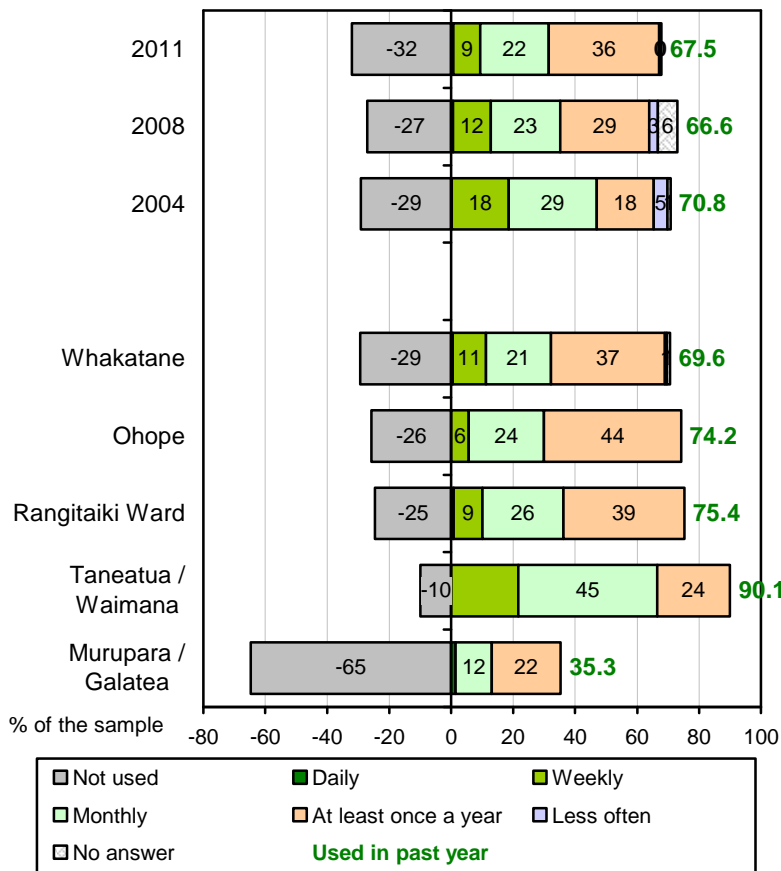
Frequency of using the Public Toilets

Two thirds of the respondents (68%) had use the Public Toilets in the past 12 months while a third (32%), had not used the Public Toilets and two respondents didn't answer this question.

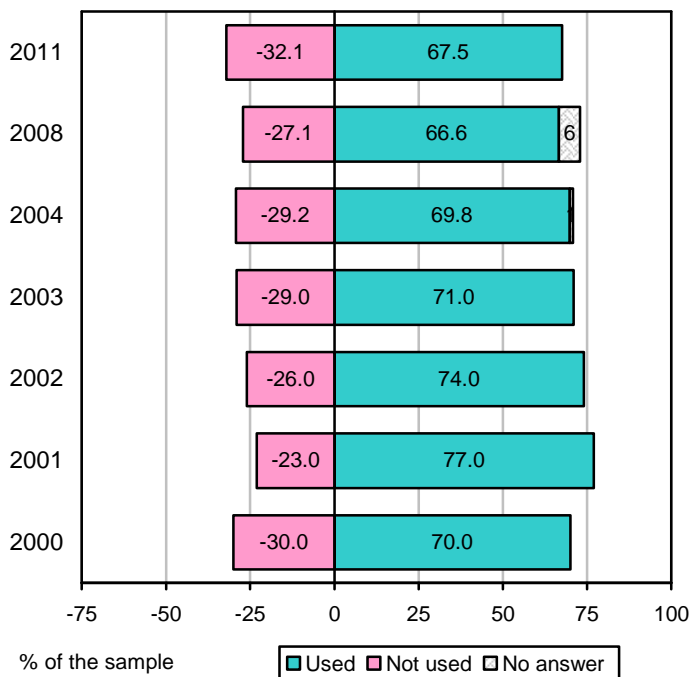
A third of the respondents (36%) used the Public Toilets at least once a year while 22% used them on a monthly basis.

A tenth of the respondents (9%) used the Public Toilets on a weekly basis and 1% used them daily.

Usage of the Public Toilets was much lower in the Murupara / Galatea Ward (35%) versus 70% - 90% for the other Wards.

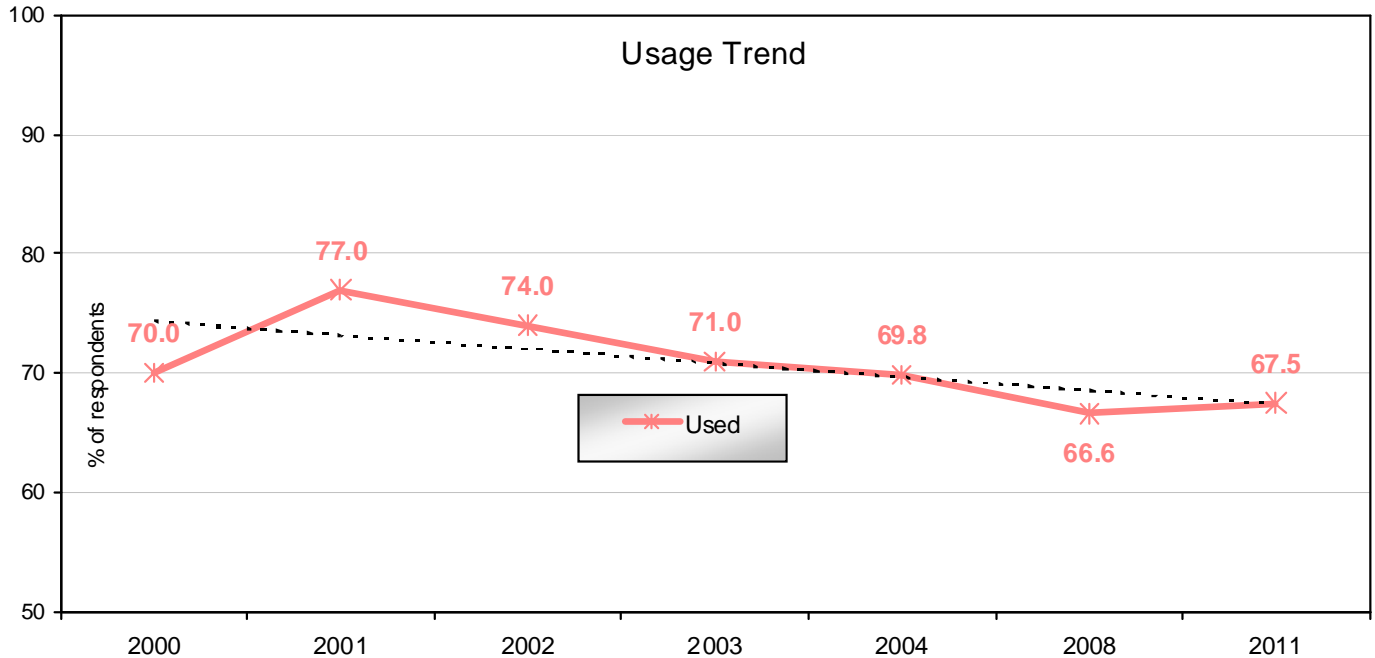


Comparing the history of Public Toilets usage shows that current usage is at the lower end of the range with 68% of respondents saying they had used the Public Toilets in the past 12 months.



The chart shows the usage trend for the Public Toilets based on the percentage who had used these facilities in the past 12 months. This shows that usage at 67.5% is up 0.9 points on 2008.

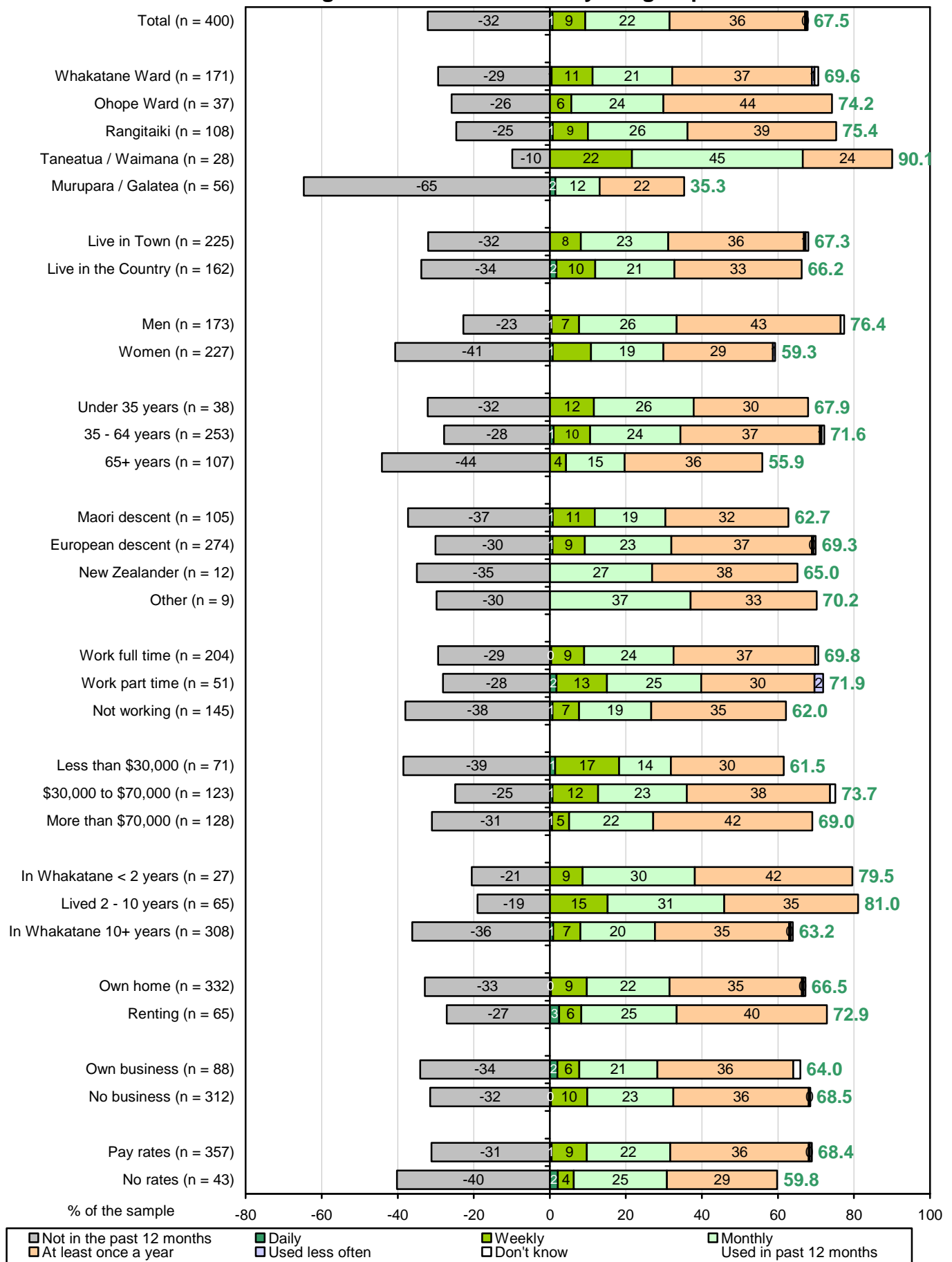
Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



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

- Men (76%)
- Those aged 35 - 64 (72%)
- Those from the Taneatua / Waimana (90%)

Usage of the Public Toilets by subgroup

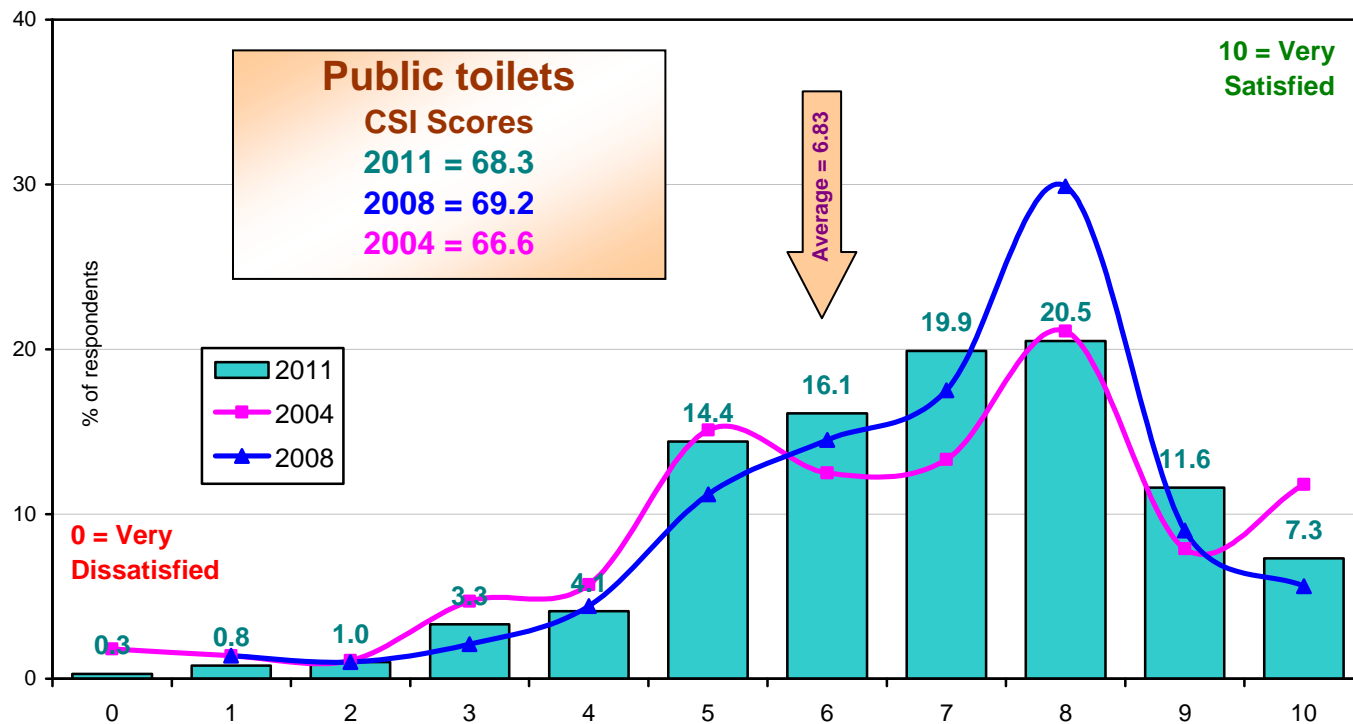


Satisfaction with Public Toilets

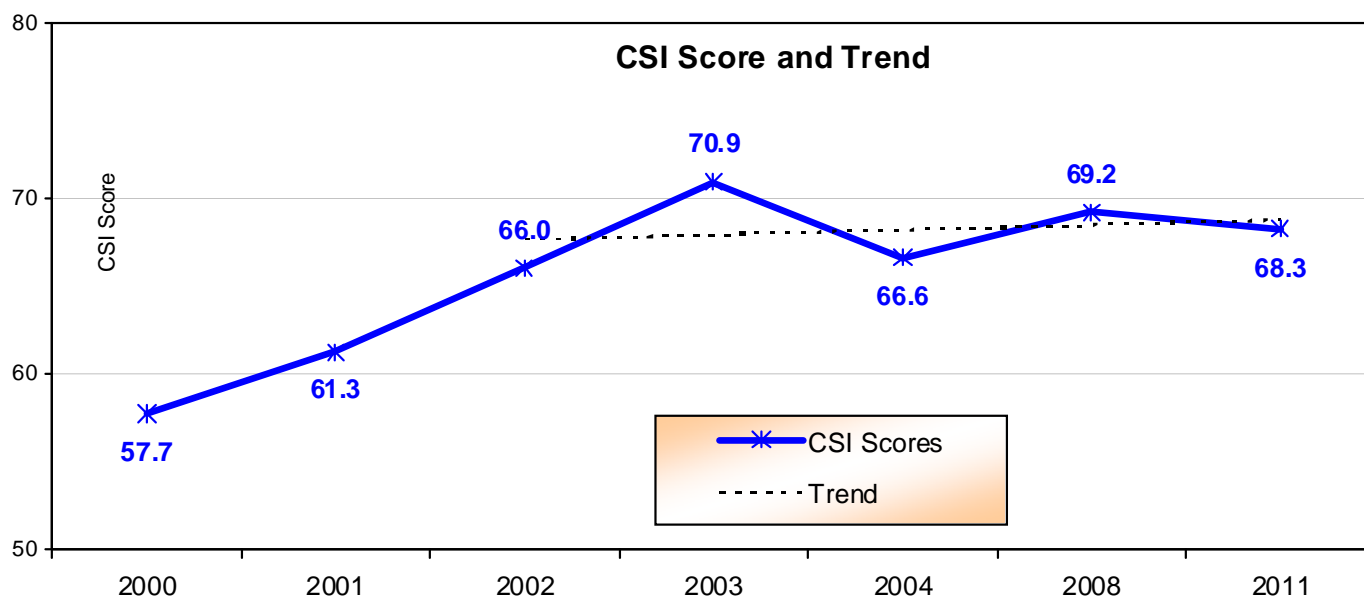
Respondents who had used the Public Toilets in the last 12 months (n=262) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over half of the respondents (59%) were satisfied with the Public Toilets (Scores 7 – 10), including 19% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (21%). A third of the subgroup (35%) rated the toilets with a score that was neutral (Scores 4 – 6), while only 15 respondents (6%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI score for the Public Toilets was 68.3. This is 0.9 points lower than 2008 and this still reflects that users felt there is a need for improvement with the Public Toilets.

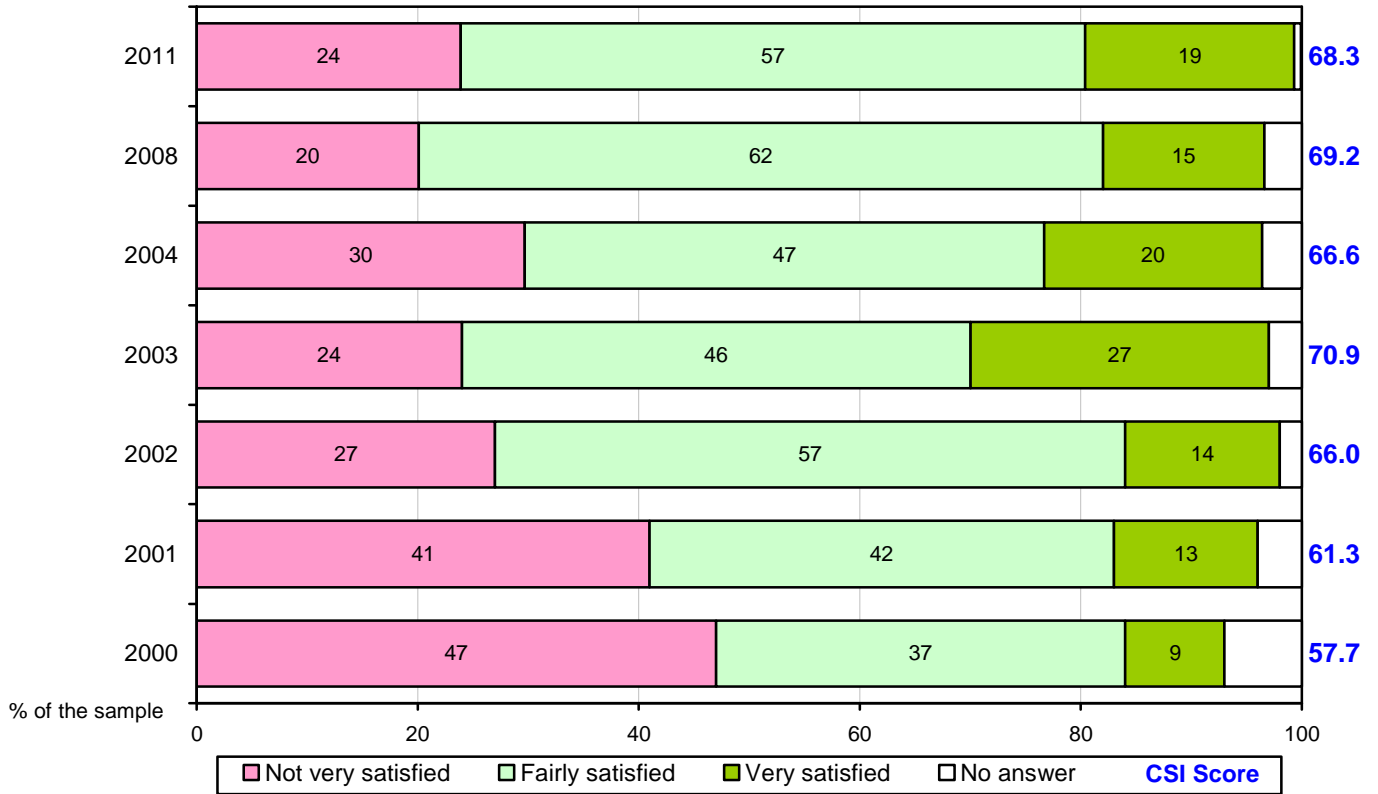


The CSI score of 68.3 is 0.9 points lower than the 2008 result. The current CSI score is on par with the trend line of recent readings.

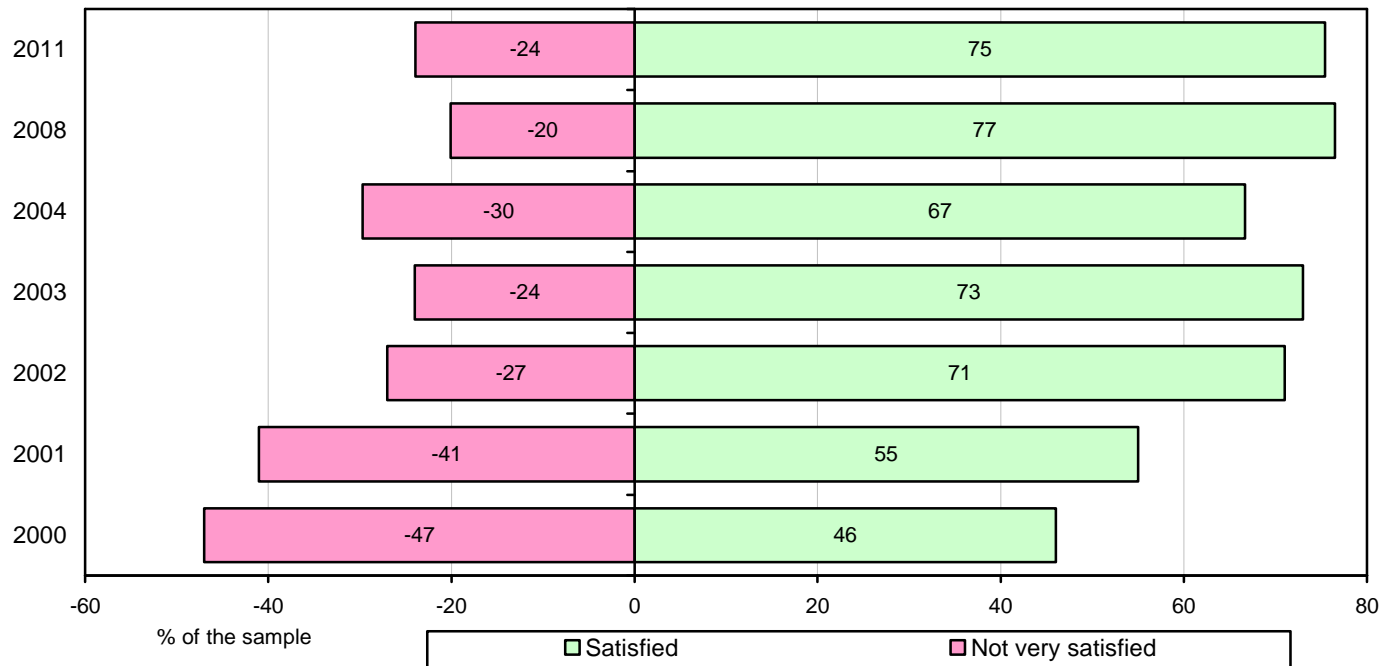


Public Toilets Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Public Toilets using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (57%) are fairly satisfied with the Public Toilets with a further 19% being very satisfied. Close to a quarter of the respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have remained at similar levels to 2008.



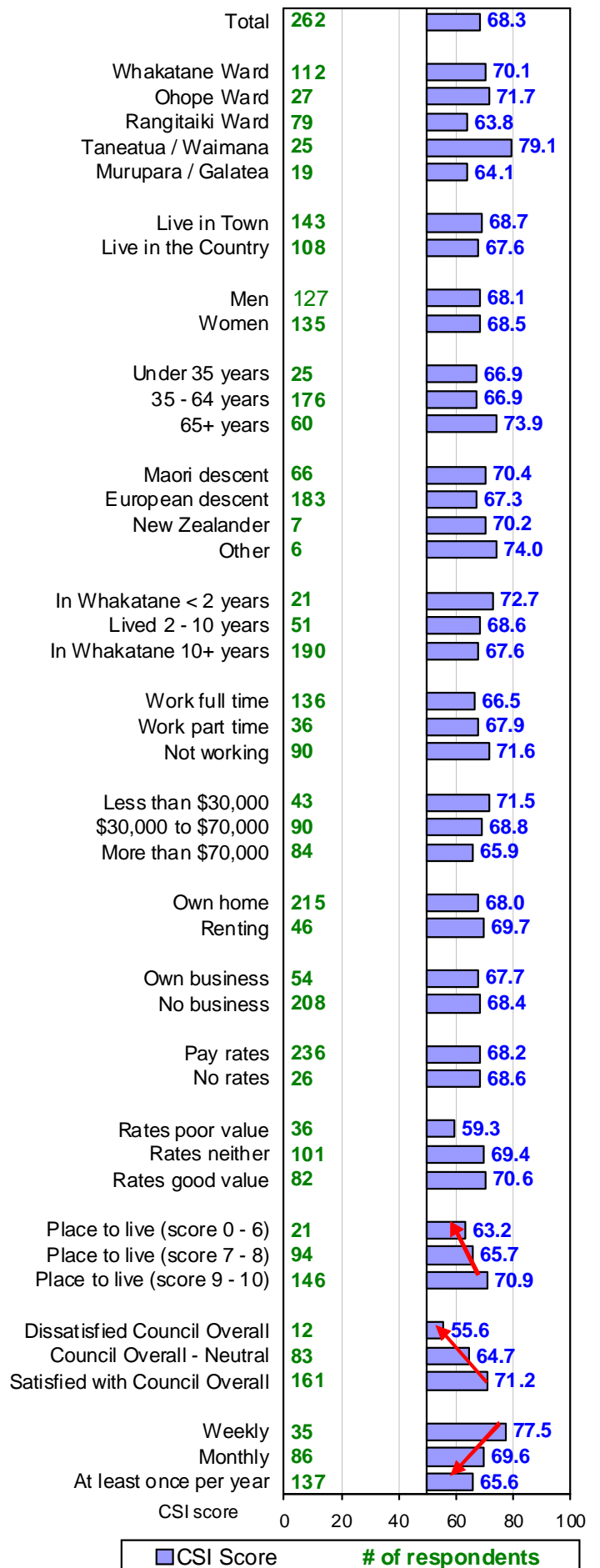
Satisfaction with the Public Toilets by demographics

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

The analysis shows that there are reasonably high levels of satisfaction with Public Toilets across most of the subgroups of interest. There is little variation between the subgroups of interest.

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

- Those from the Taneatua / Waimana Ward (CSI score 79.1) appear more satisfied than those from the other Wards (CSI score 63.8 to 71.7).
- Respondents aged over 65 (CSI score 73.9) appear more satisfied than those from other age groups.
- Those with a household income of less than \$30,000 (CSI score 71.5) appear more satisfied than those in the higher income brackets (CSI score 65.9 – 68.8).
- Respondents who thought they received good value for their rates (CSI score 70.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 59.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 70.9) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 63.2).
- Those who were satisfied with the overall performance of Council (CSI score 71.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 55.6).
- The respondents who used Public Toilets weekly (CSI score 77.5) are significantly more satisfied than those who use these less often.



The Harbour facilities and surrounding environment in Whakatane CBD

Respondents were asked how often they used the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the past year. Note previously this was asked as the 'Harbour facilities (the Port and surrounding environment)' without reference to Whakatane CBD.

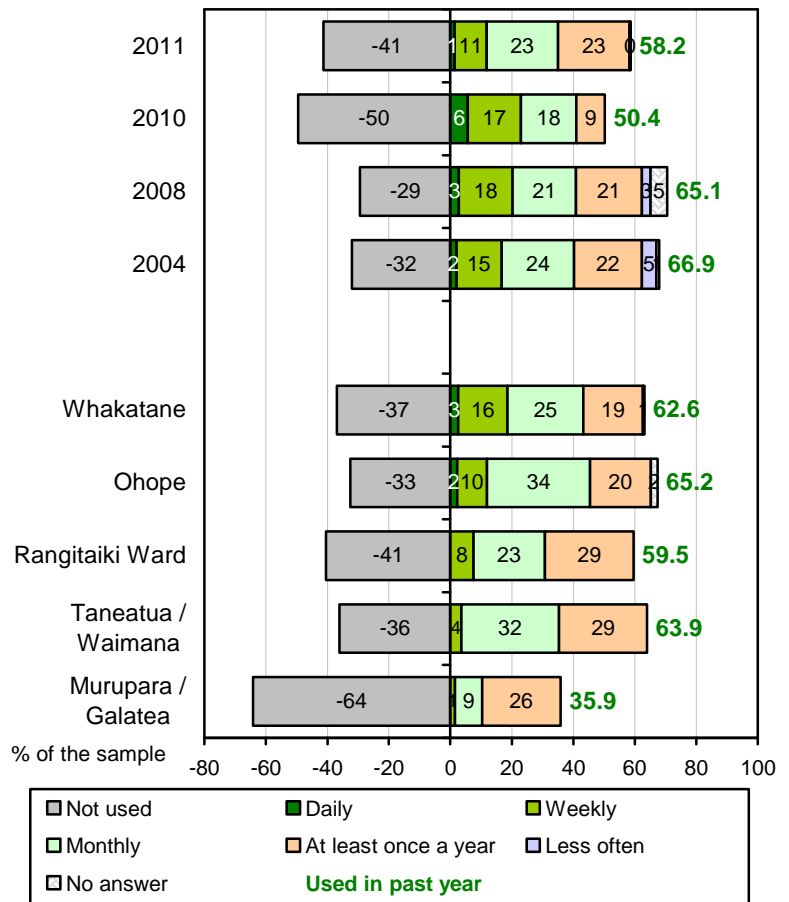
The Harbour facilities in Whakatane

Over half of the respondents (58%) had use the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the past 12 months while 40% had not used the Harbour facilities in Whakatane.

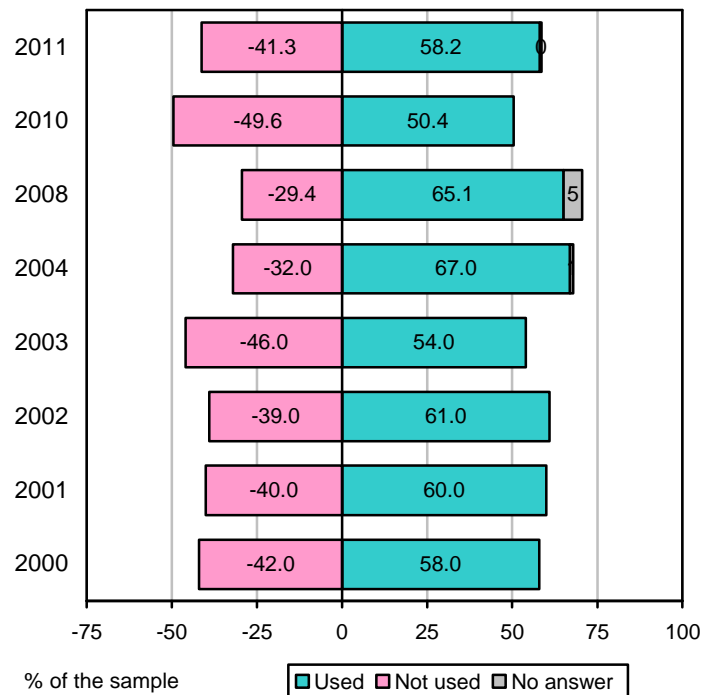
A tenth of the respondents (11%) used the Harbour facilities in Whakatane on a weekly basis while 1% used the Harbour facilities in Whakatane on a daily basis.

A quarter of the respondents (23%) used the Harbour facilities monthly while (23%) used them at least once a year. The results are similar to the previous years.

Usage of the Harbour facilities in Whakatane was lowest in the Murupara / Galatea Ward (36%) versus 60% - 65% for the other Wards.

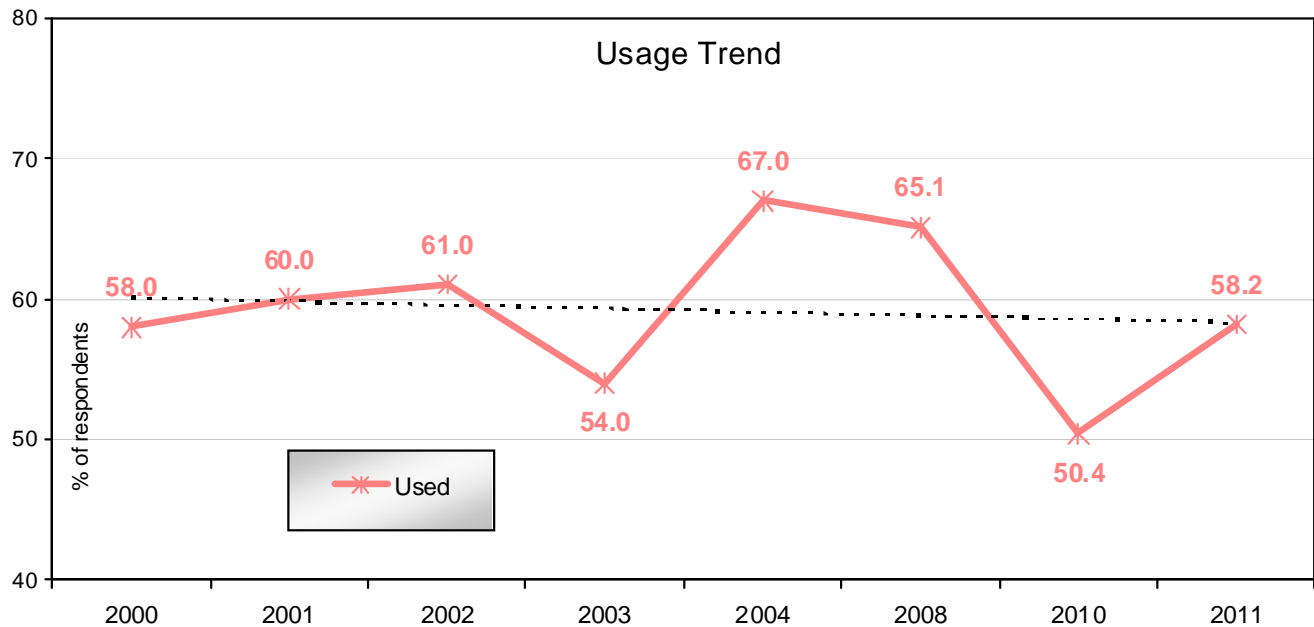


Comparing the history of the Harbour facilities in Whakatane CBD including the Port and surrounding environment usage shows that current usage is in the middle of the range with 58% of respondents saying they had used the Harbour facilities in Whakatane CBD in the past 12 months.



The chart shows the usage trend for the Harbour facilities in Whakatane CBD including the Port and surrounding environment based on the percentage who had used these facilities in the past 12 months. This shows that usage at 58.2% is up 8% from the partial survey in 2010 but down 7% from the 2008 result.

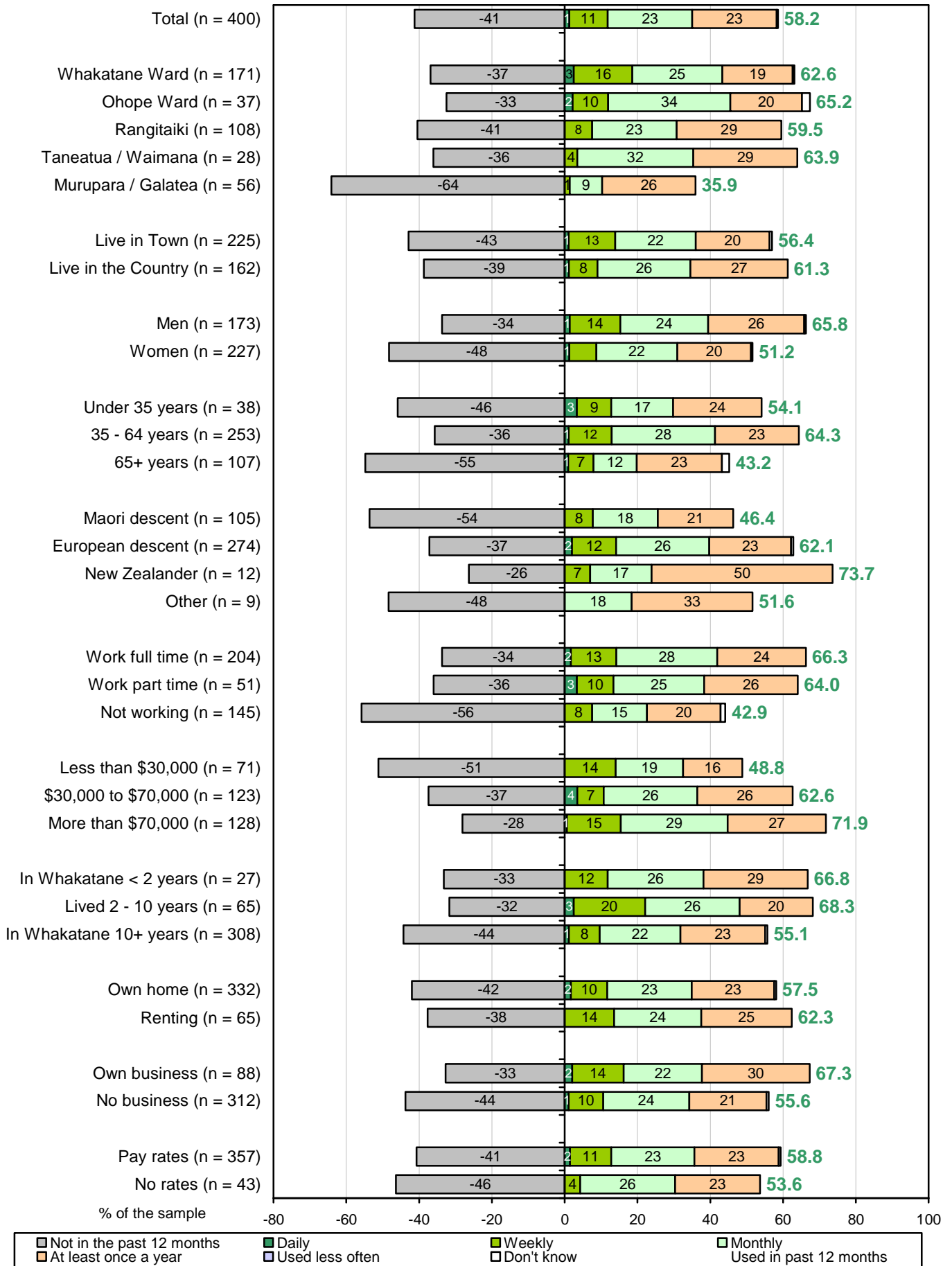
Note: The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you used in the past 12 months' without a frequency consideration.



The chart over the page compares the usage of the Harbour facilities in Whakatane CBD including the Port and surrounding environment among the various subgroups of interest. Respondents who were significantly **more likely** to use the Harbour facilities in Whakatane include:

- Those with a household income over \$70,000 (72%)
- Those who own or operate their own business (67%)
- Men (66%)
- Those working full time in paid employment (66%)
- Those aged 35 - 64 (64%)
- Those of European descent (62%)

Usage of the Harbour facilities in Whakatane CBD by subgroup

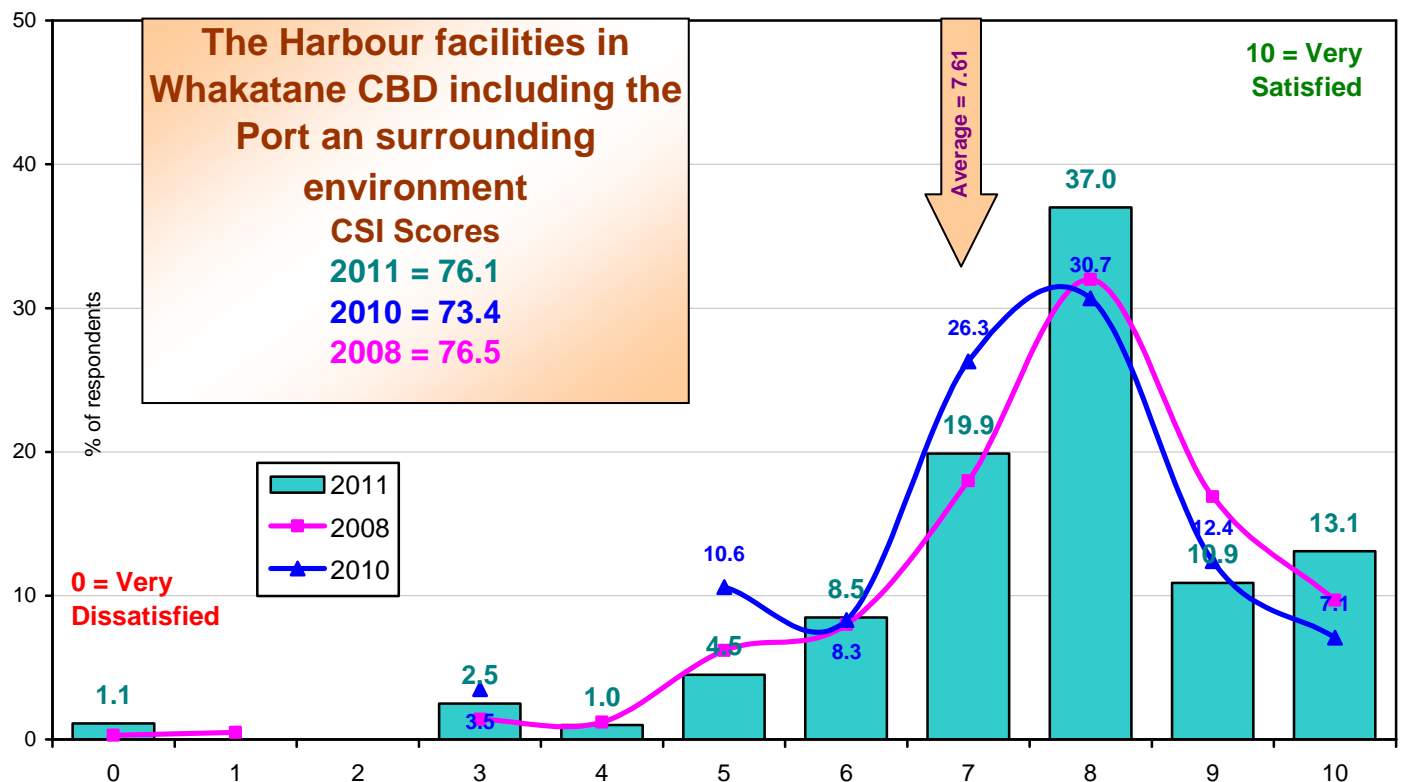


Satisfaction with the Harbour facilities in Whakatane CBD

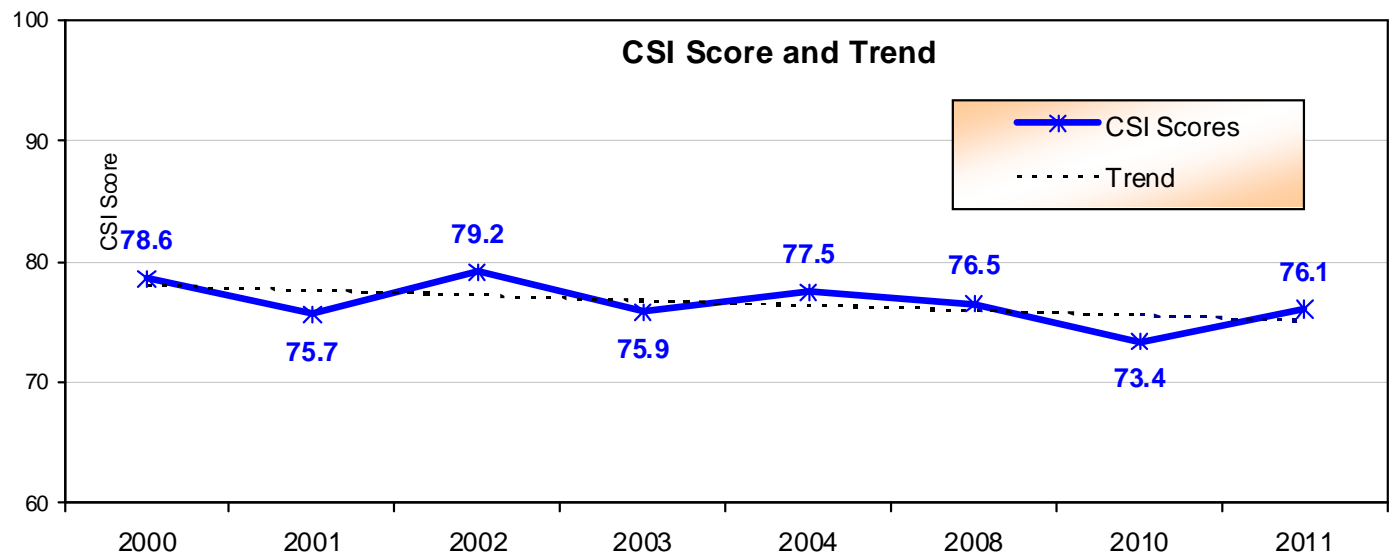
Respondents who had used the Harbour facilities in Whakatane CBD including the Port and surrounding environment in the last 12 months (n=226) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents (81%) were satisfied with the Harbour facilities in Whakatane (Scores 7 – 10), including 24% who rated these with a score of 9 or 10 (exceeded expectations). The mode (the most frequent value) was a score of 8 (37%). A seventh of the subgroup (14%) rated the Harbour facilities in Whakatane with a score that was neutral (Scores 4 – 6), while only 8 respondents (4%) rated with scores that reflected dissatisfaction (Scores 0 – 3).

The CSI score for the Harbour facilities in Whakatane was 76.1, almost unchanged from 2008. This again reflects a good performance but with potential for improvement.

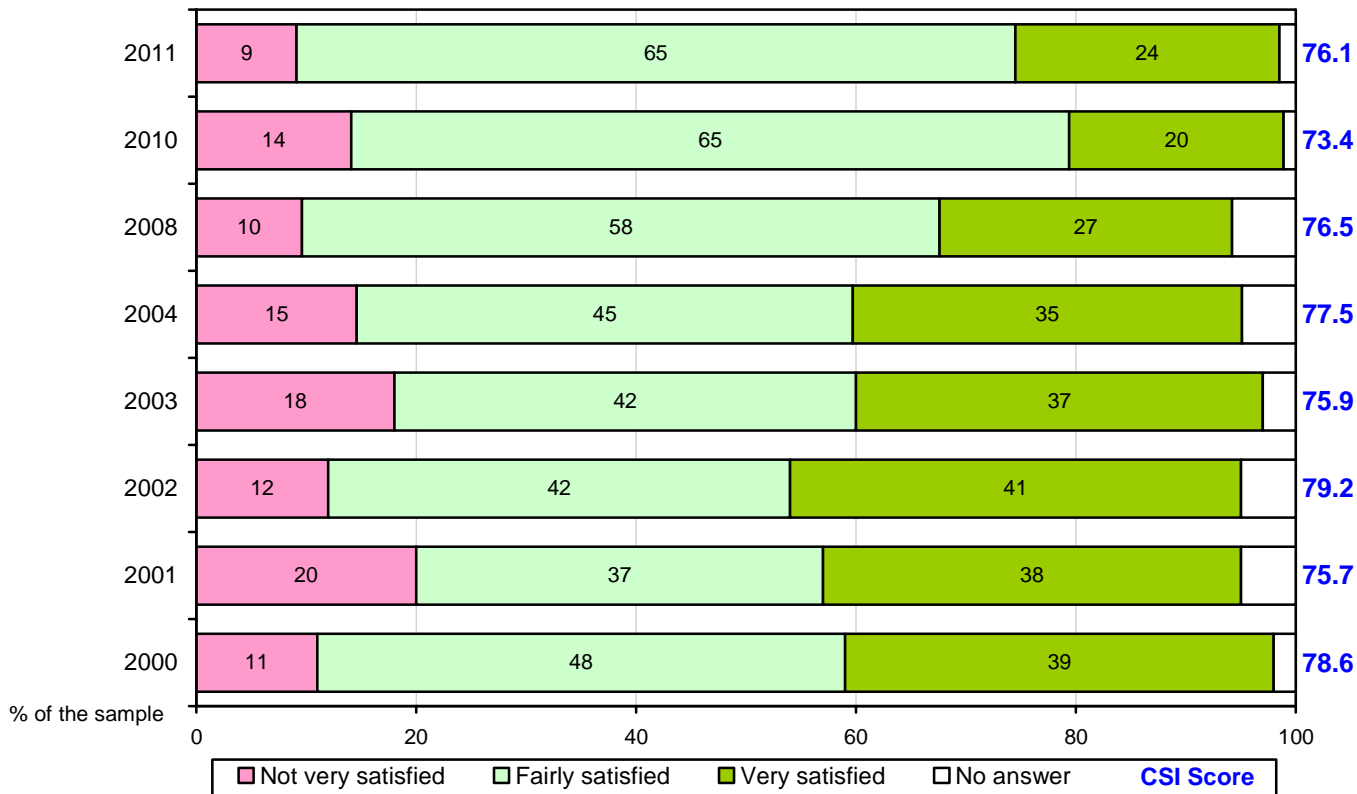


The CSI score of 76.1 is 0.4 points lower than the 2008 result but is on par with the current trend line.

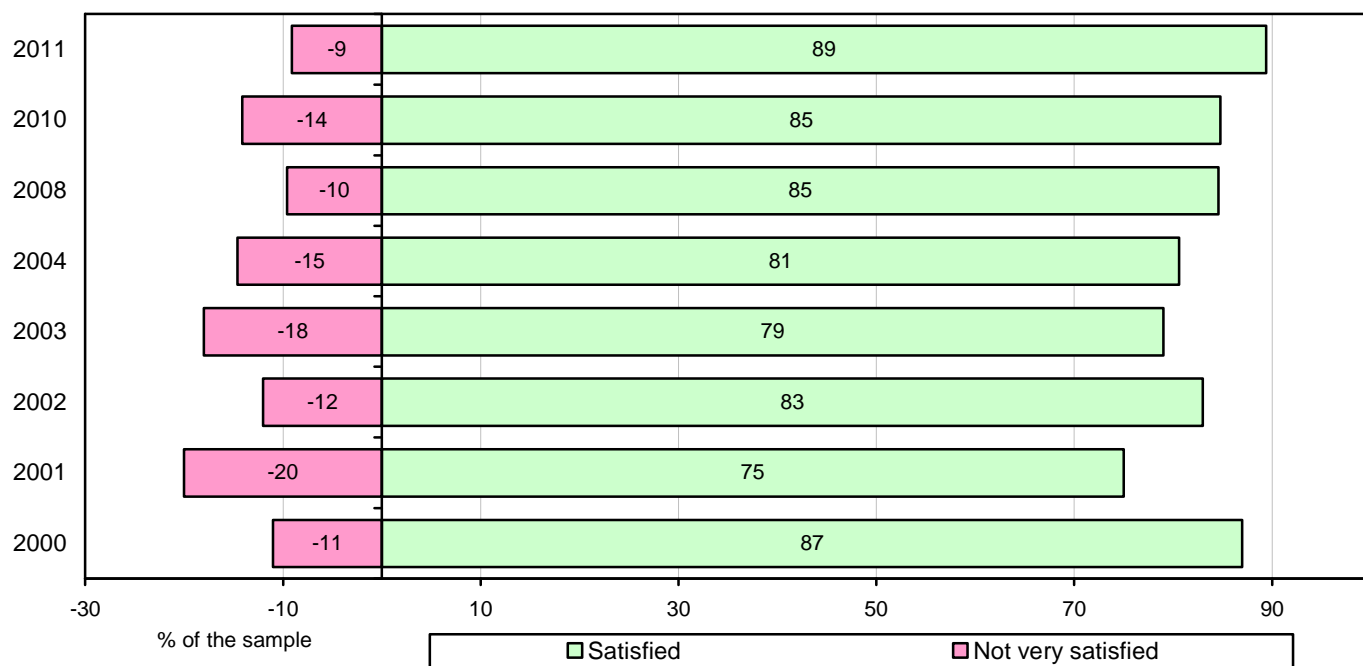


The Harbour facilities in Whakatane CBD Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Harbour facilities in Whakatane CBD including the Port and surrounding environment using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (65%) are fairly satisfied with the Harbour facilities in Whakatane with a further 24% being very satisfied. Once again, only a small proportion of respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction level remains high with more satisfied and fewer less than satisfied respondents.



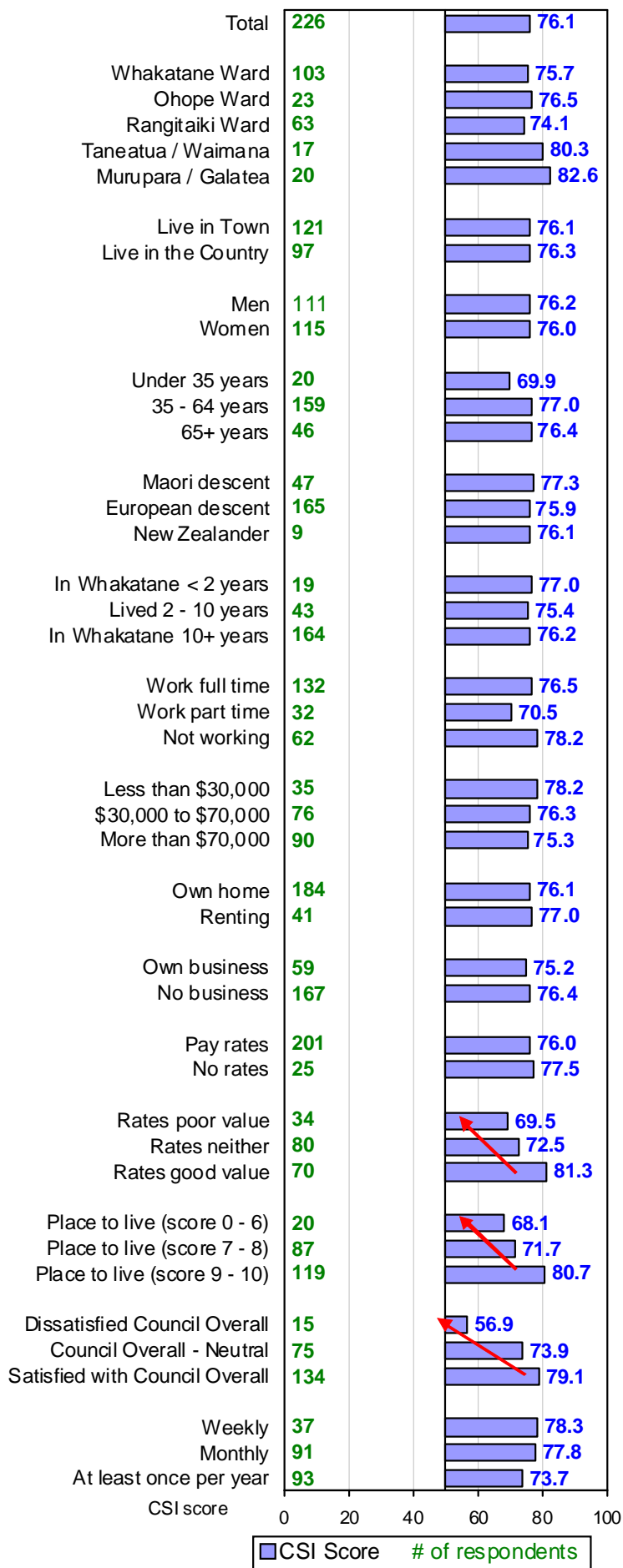
Satisfaction with the Harbour facilities in Whakatane by demographics

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

The analysis shows that there are reasonably high levels of satisfaction with the Harbour facilities in Whakatane across most of the subgroups of interest. There is little variation between the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the Harbour facilities in Whakatane were:

- Those from the Murupara / Galatea Ward (CSI score 82.6) appear more satisfied than those from the other Wards (CSI score 74.1 to 80.3).
- Respondents who thought they received good value for their rates (CSI score 81.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 69.5).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 80.7) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 68.1)
- Those who were satisfied with the overall performance of Council (CSI score 79.1) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 56.9).
- The respondents who used the Harbour facilities in Whakatane at least once per year (CSI score 73.7) appear slightly less satisfied than those who use them weekly (CSI score 78.3).



Boat ramps in Whakatane town

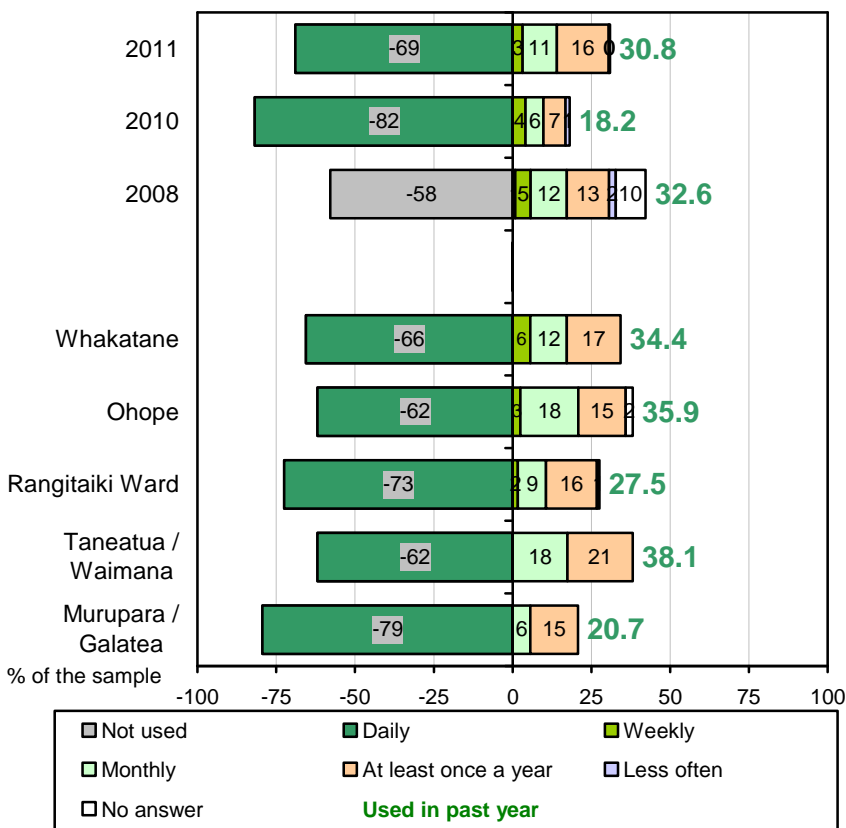
Respondents were asked how often they used the boat ramps in Whakatane town in the past year. This was asked for the first time in 2008.

Frequency of using Boat ramps in Whakatane town

Two thirds of the respondents (69%) had not used the boat ramps in Whakatane town in the past 12 months, while a third (31%) had used the boat ramps.

The largest group (16%) used them at least once per year. A ninth of the sample (11%) had used them on a monthly basis and 3% on a weekly basis. One respondent had used the boat ramps in Whakatane but less than once per year.

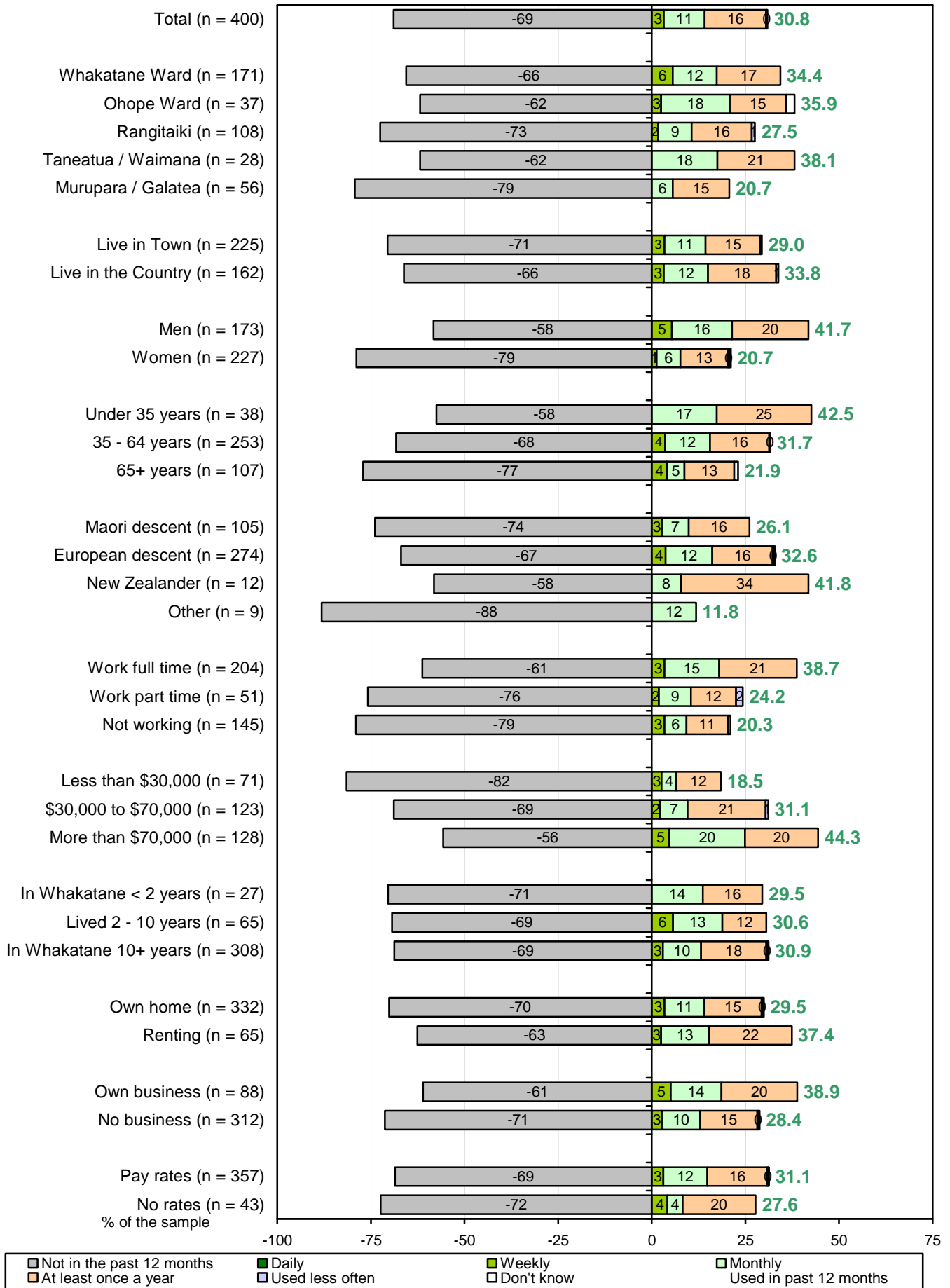
Usage of the boat ramps in Whakatane town was higher in the Ohope Ward (36%) and Taneatua / Waimana Ward (38%) versus 21% - 34% for those from the other Wards.



The chart over the page compares the usage of the boat ramps in Whakatane town among the various subgroups of interest. Respondents who were significantly **more likely** to use the Boat ramps in Whakatane town include:

- Those with a household income of over \$70,000 (44%)
- Those aged under 35 (43%)
- Men (42%)
- Those who own or operate their own business (39%)
- Those working full time in paid employment (38%)
- Those from the Ohope Ward (36%) or Taneatua / Waimana Ward (38%)

Usage of the Boat ramps in Whakatane town by subgroup



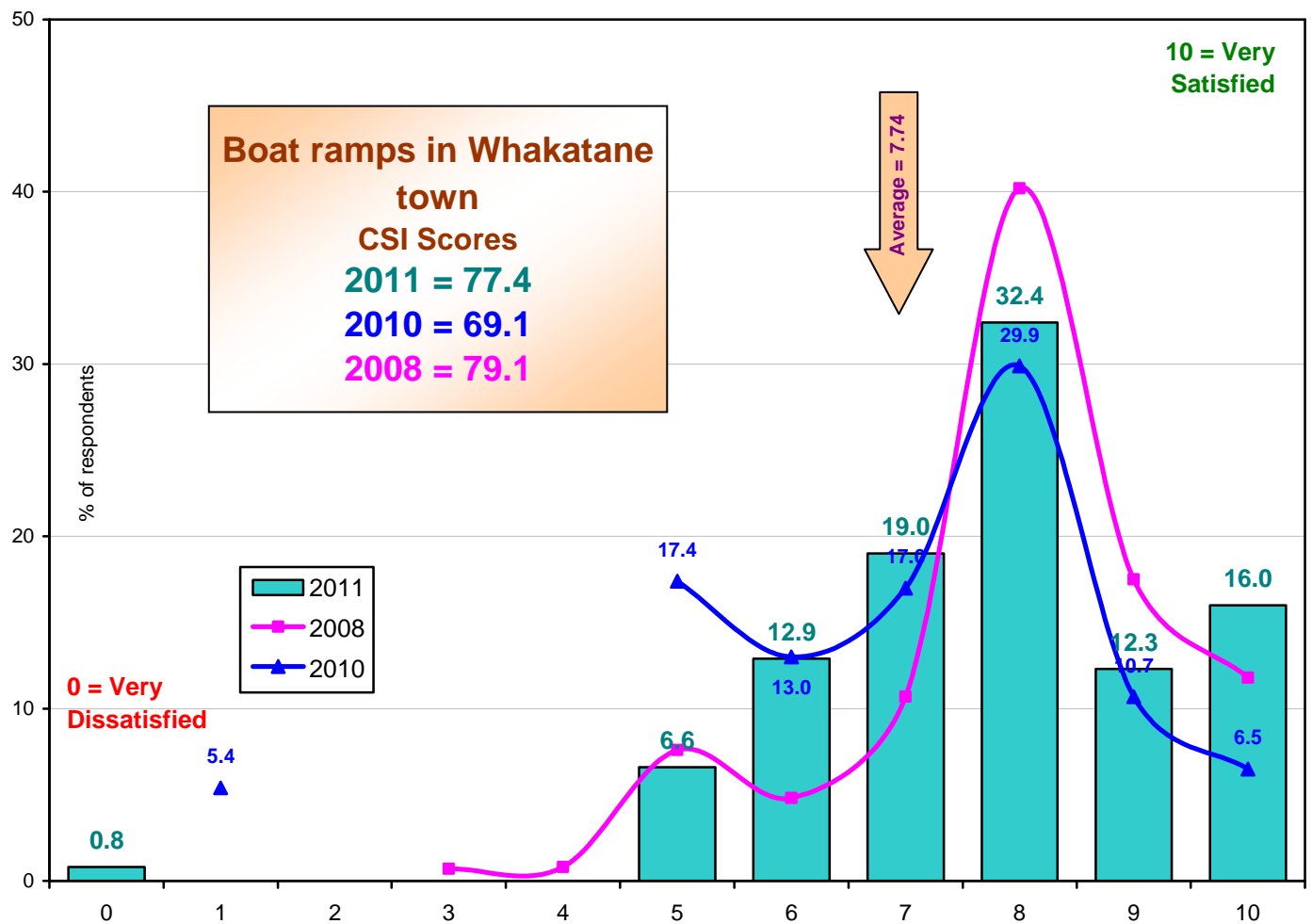
Satisfaction with the boat ramps in Whakatane town

Respondents who had used the boat ramps in Whakatane town in the last 12 months (n=116) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (80%) were satisfied with the boat ramps in Whakatane town (Scores 7 – 10). Over a quarter (28%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (32%).

A fifth of the subgroup (20%) rated the boat ramps in Whakatane town with a score that was neutral (Scores 4 – 6), and 0.8% (1 respondent) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the boat ramps in Whakatane town was 77.4. This is well up on the 2010 partial survey result but 1.7 points below the 2008 result. This CSI score again reflects a good performance.



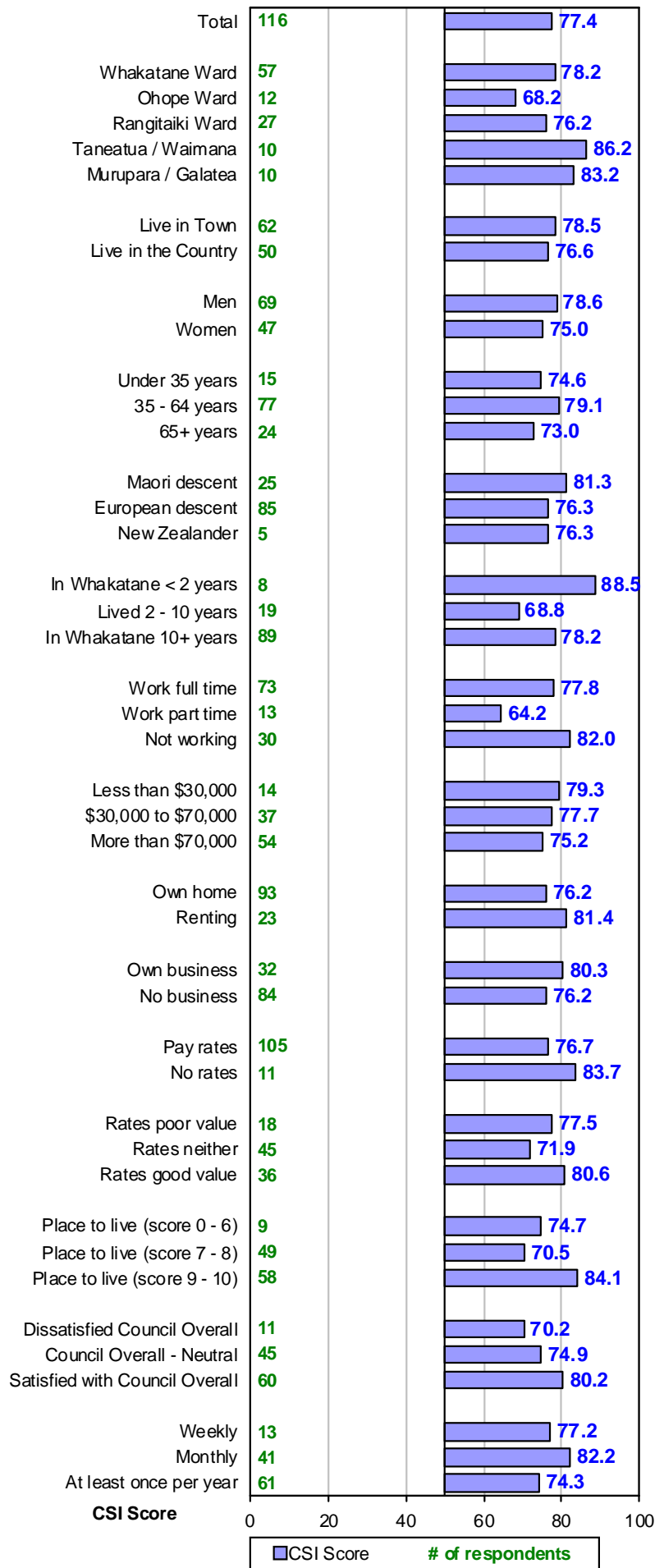
Satisfaction with the boat ramps in Whakatane town by demographics

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

The analysis shows that there are reasonable levels of satisfaction with the boat ramps in Whakatane town across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the boat ramps in Whakatane town were:

- Those from the Taneatua / Waimana Ward (CSI score 86.2) appear more satisfied than those from the other Wards (CSI score 68.2 to 83.2).
- Those with a household income of more than \$70,000 (CSI score 75.2) appear less satisfied than those in the lower income brackets (CSI score 79.3 – 77.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 84.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 74.7)
- Those who were satisfied with the overall performance of Council (CSI score 80.2) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 70.2).
- The respondents who used Boat ramps in Whakatane town monthly (CSI score 82.2) appear the most satisfied



The boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour

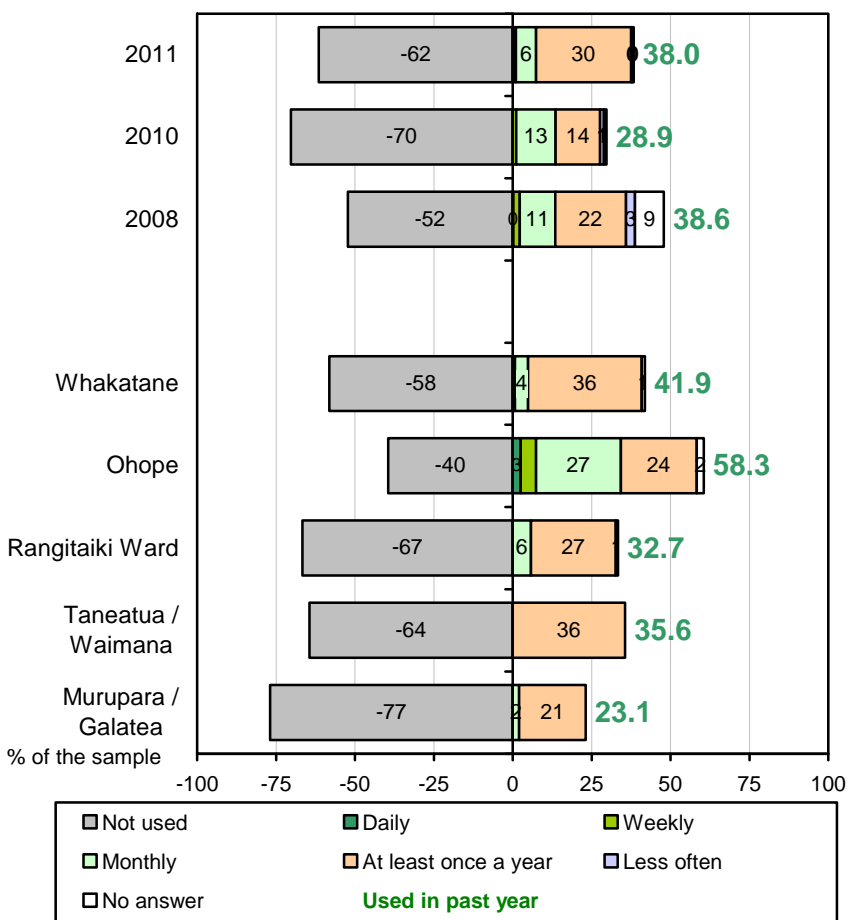
Respondents were asked how often they used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the past year. This was asked for the first time in 2008.

Frequency of using the facilities at Ohiwa Harbour

Two thirds of the respondents (62%) had not used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the past 12 months, while just over a third (38%) had used these facilities.

The largest group of users (30%) used them at least once per year. Less than a tenth of the sample (6%) had used them on a monthly basis and 1% on a weekly basis. One respondent (0.2%) used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour daily, while 0.4% had used them but less than once per year.

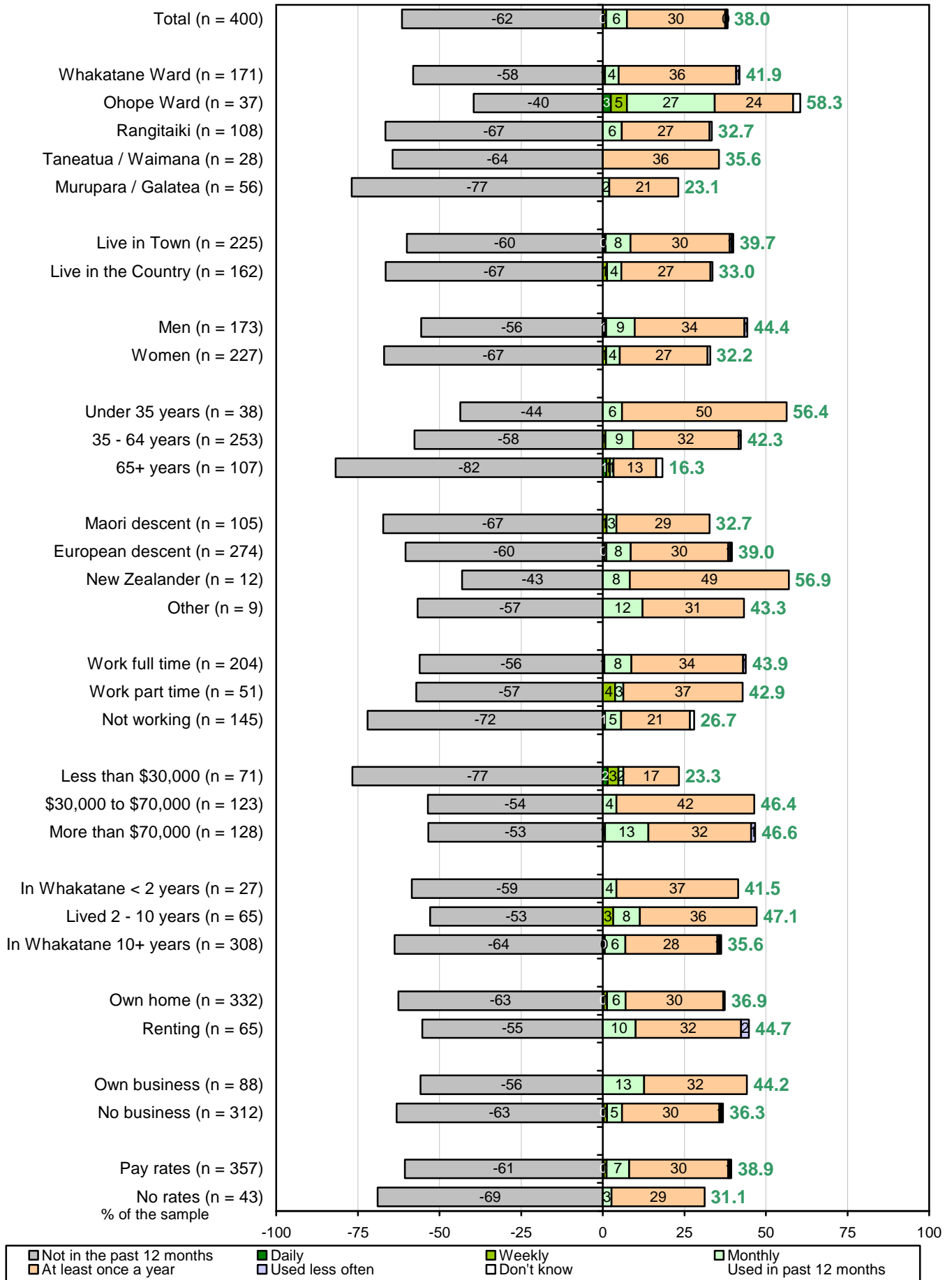
Usage of the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour was higher in the Ohope Ward 58% versus 23% - 42% for those from the other Wards.



The chart over the page compares the usage of the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour among the various subgroups of interest. Respondents who were significantly **more likely** to use the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour include:

- Those aged under 35 (56%)
- Men (44%)
- Those working full time (44%) in paid employment
- Those with a household income of over \$30,000 (46%-47%)
- Those from the Ohope Ward (58%)

Usage of the Facilities at Ohiwa Harbour by subgroup



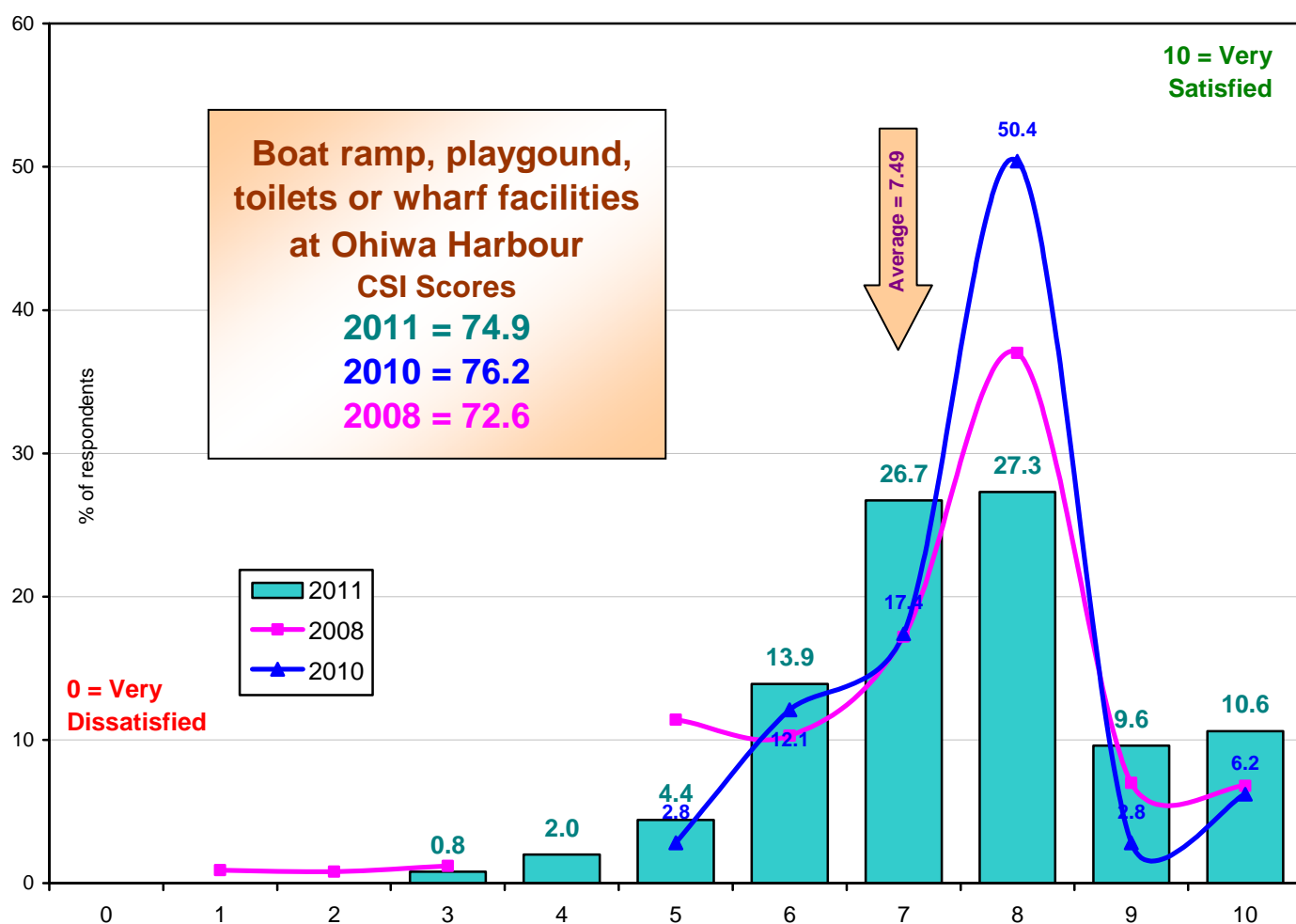
Satisfaction with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour

Respondents who had used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour in the last 12 months (n=138) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the subgroup (74%) were satisfied with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour (Scores 7 – 10). A fifth (20%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (27%).

A fifth of the subgroup (20%) rated the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour with a score that was neutral (Scores 4 – 6), and just one respondent (0.8%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour was 74.9. This is 1.7 points higher than 2008 but 1.3 points lower than the result from the partial survey in 2010. The current CSI score indicates a reasonable level of satisfaction but with the potential for improvement.



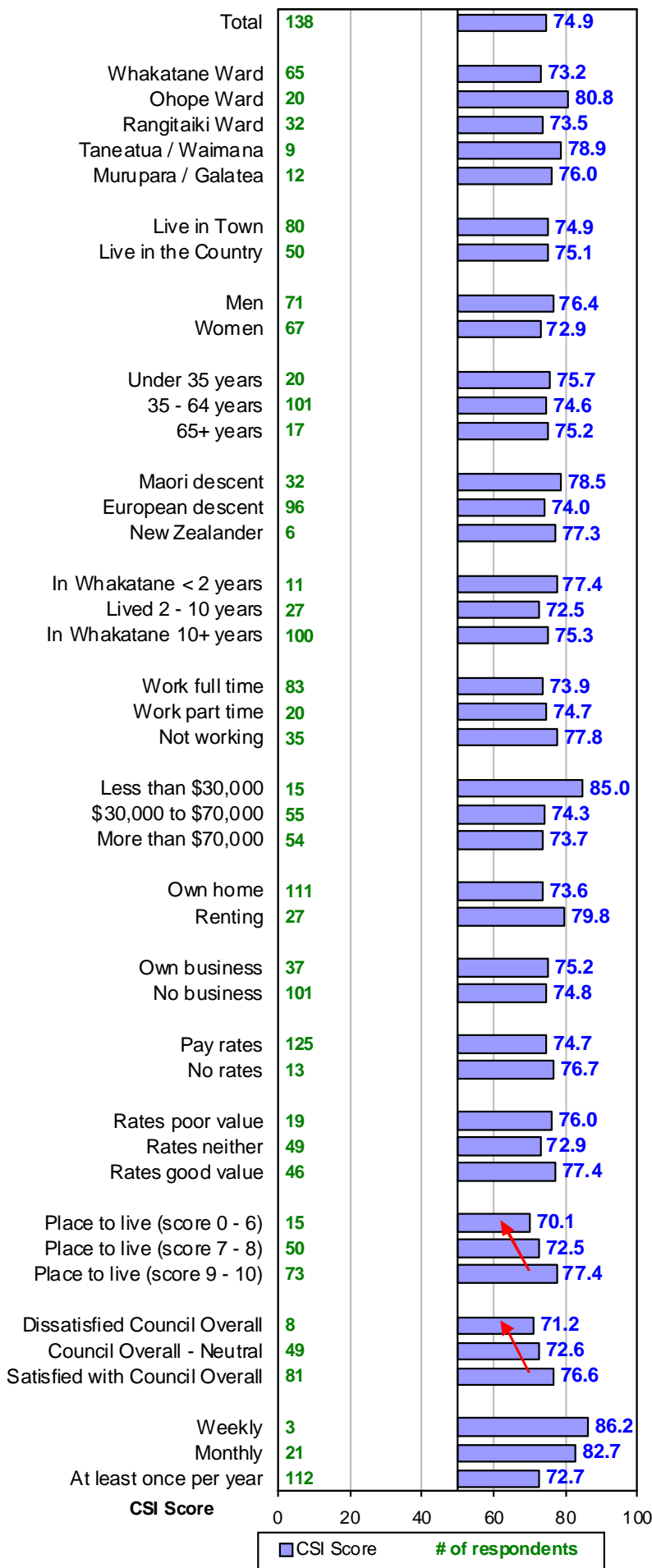
Satisfaction with the facilities at Ohiwa Harbour by demographics

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

The analysis shows that there are reasonable levels of satisfaction with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour were:

- Those from the Ohope Ward (CSI score 80.8) appear more satisfied than those from the other Wards (CSI score 73.2 to 78.9).
- Those with a household income of less than \$30,000 (CSI score 85.0) appear more satisfied than those in the higher income brackets (CSI score 74.3 –73.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 77.4) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 70.1)
- Those who were satisfied with the overall performance of Council (CSI score 76.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 71.2).
- The few respondents who used the boat ramp, playground, toilets or wharf facilities at Ohiwa Harbour once per year (CSI score 72.7) appear less satisfied than those who use these more often.



The facilities at Thornton Domain

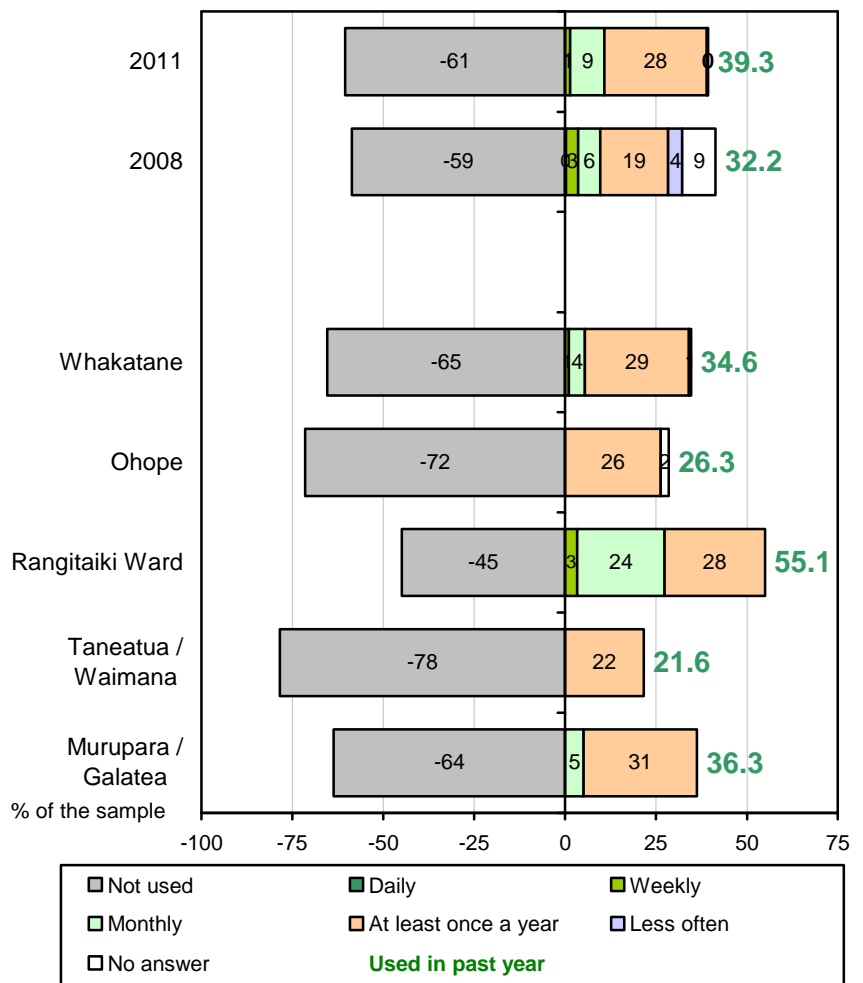
Respondents were asked how often they used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the past year. This was asked for the first time in 2008.

Frequency of using facilities at Thornton Domain

Two thirds of the respondents (61%) had not used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the past 12 months, while just over a third (39%) had used these facilities.

The largest group of users (28%) used them at least once per year, 9% had used them on a monthly basis and 1% on a weekly basis. One respondent (0.2%) had used them but less than once per year.

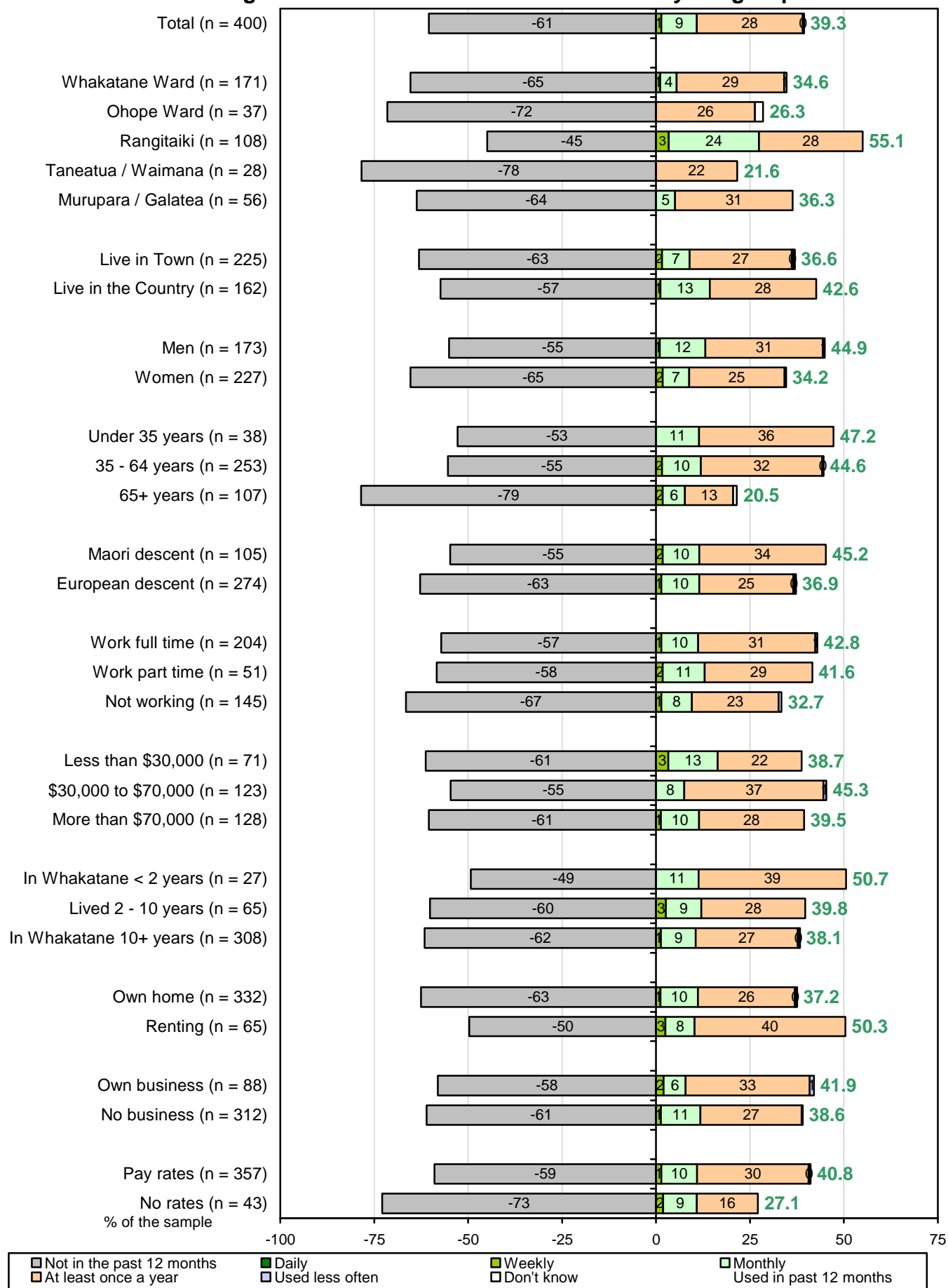
Usage of the boat ramps, reserve, playground or toilet facilities at Thornton Domain was higher in the Rangitaiki Ward (55%) versus 22% - 36% for those from the other Wards.



The chart over the page compares the usage of the boat ramps, reserve, playground or toilet facilities at Thornton Domain among the various subgroups of interest. Respondents who were significantly **more likely** to use the boat ramps, reserve, playground or toilet facilities at Thornton Domain include:

- Those from the Rangitaiki Ward (55%)
- Those who rent (50%)
- Men (45%)
- Those aged between 35 - 64 years (45%) or aged under 35 (47%)
- Those of Maori descent (45%)
- Those working full time (43%) or part time (42%) in paid employment

Usage of the facilities at Thornton Domain by subgroup



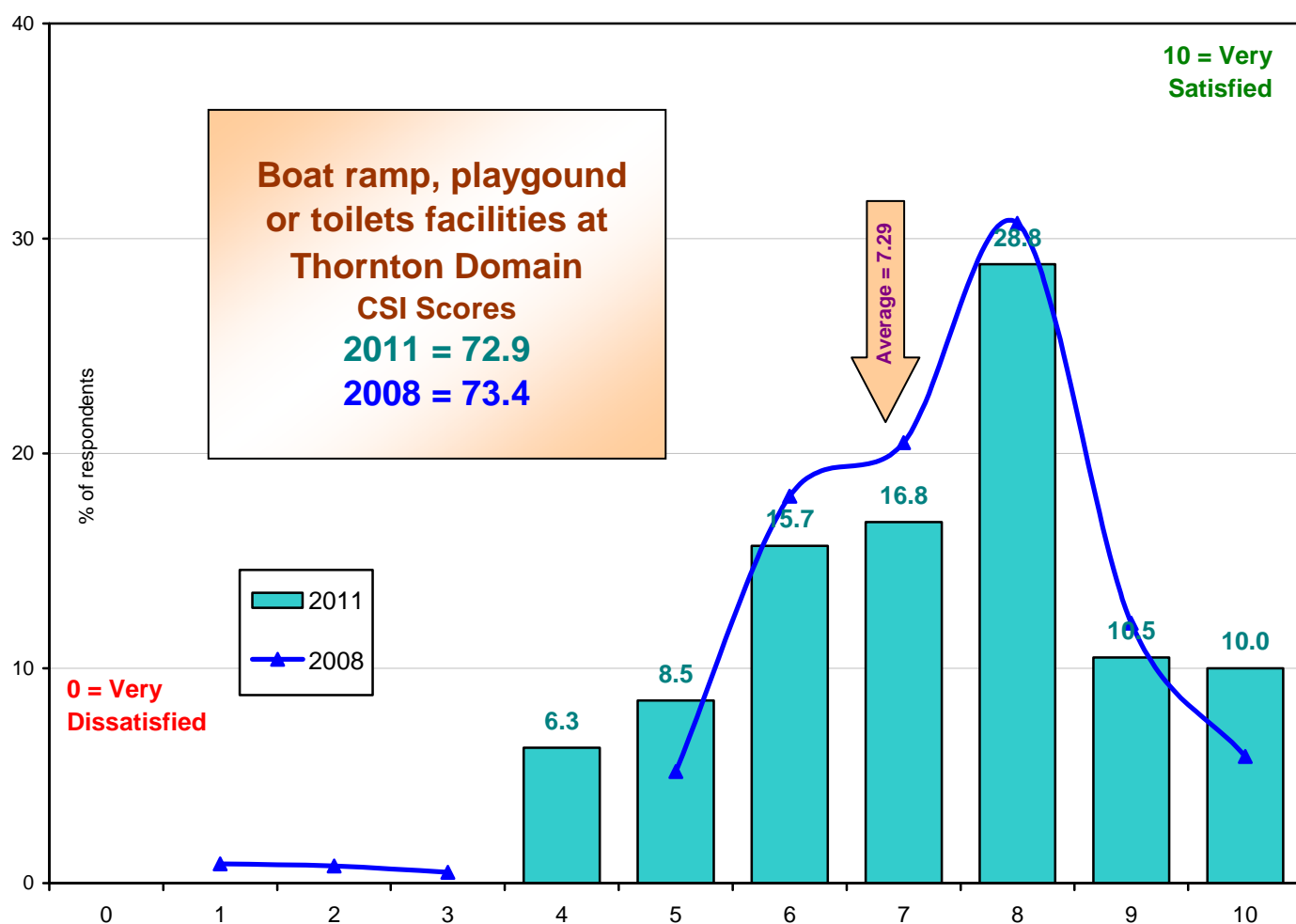
Satisfaction with the facilities at Thornton Domain

Respondents who had used the boat ramps, reserve, playground or toilet facilities at Thornton Domain in the last 12 months (n=145) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (66%) were satisfied with the boat ramps, reserve, playground or toilet facilities at Thornton Domain (Scores 7 – 10). A fifth (21%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (29%).

A third of the subgroup (31%) rated the boat ramps, reserve, playground or toilet facilities at Thornton Domain with a score that was neutral (Scores 4 – 6), while no respondents (0%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the boat ramps, reserve, playground or toilet facilities at Thornton Domain was 72.9. This is down 0.5 points from 2008 but this still indicates a good level of satisfaction but with the potential for improvement.



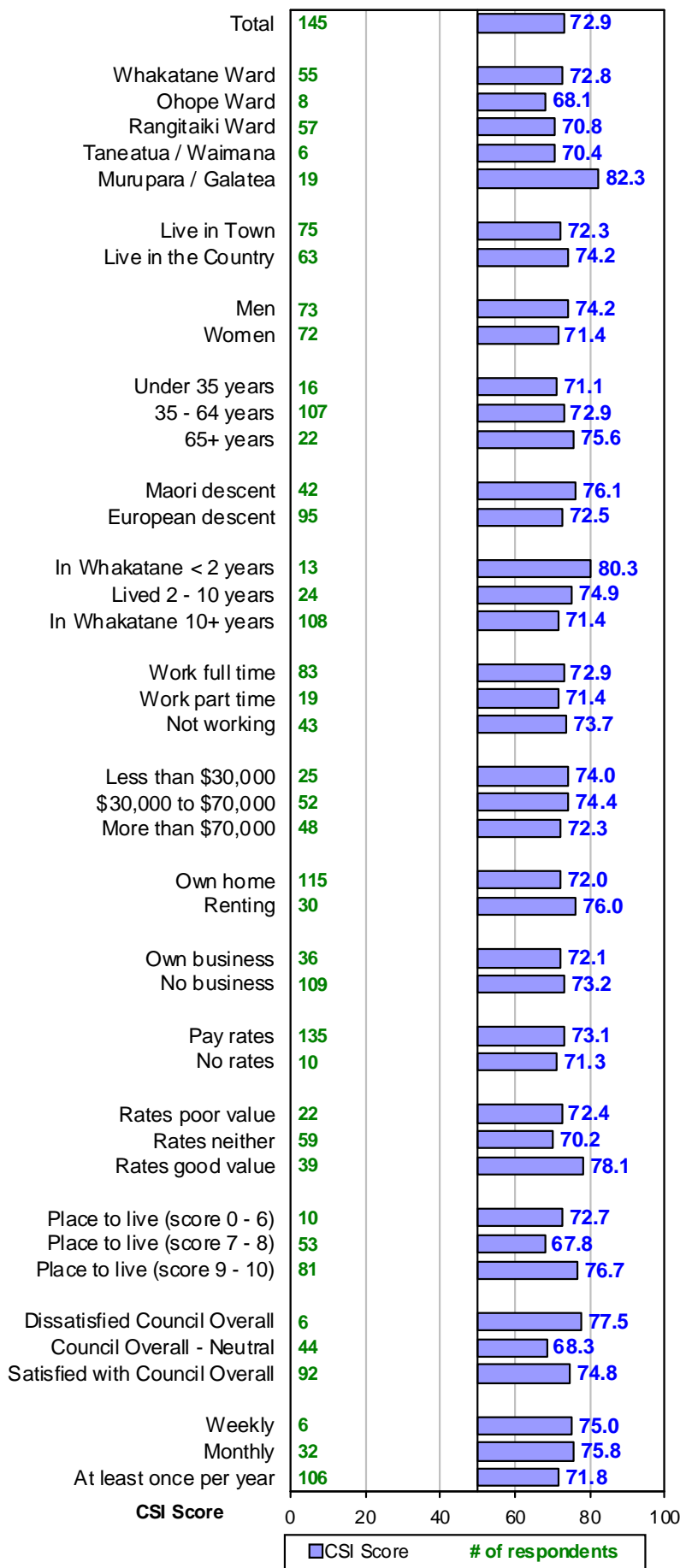
Satisfaction with the facilities at Thornton Domain by demographics

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

The analysis shows that there are reasonable levels of satisfaction with the boat ramps, reserve, playground or toilet facilities at Thornton Domain across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the boat ramps, reserve, playground or toilet facilities at Thornton Domain were:

- Those from the Murupara / Galatea Ward (CSI score 82.3) appear less satisfied than those from the other Wards. (CSI score 68.1 to 72.8).
- Respondents aged over 65 (CSI score 75.6) appear more satisfied than those from other age groups.
- Respondents who have lived in Whakatane for 2 years or less (CSI score 80.3) appear more satisfied than those who had lived there longer than 10 years (CSI score 71.4).
- The few respondents who used the boat ramps, reserve, playground or toilet facilities at Thornton Domain at least once per year (CSI score 71.8) appear less satisfied than those who use these weekly or monthly.



Kerbside Recyclable Collection

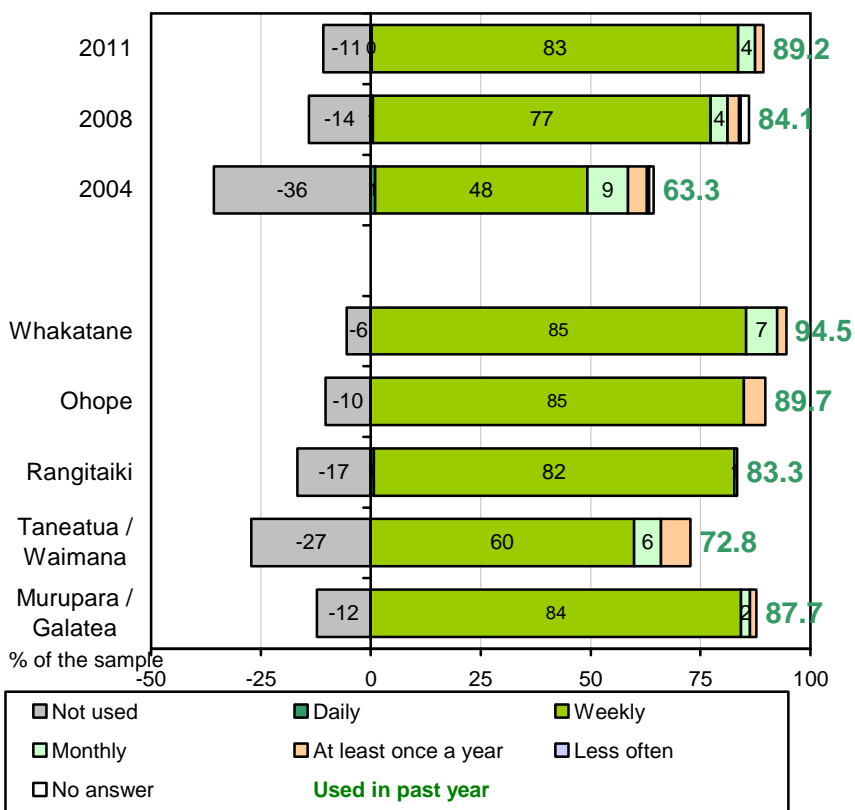
Respondents were asked how often they used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the past year. Note previously this was asked as the 'Household recycling service'.

Frequency of using Kerbside Recyclable Collection

The majority of the respondents (89%) had used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the past 12 months, while 11% had not used this.

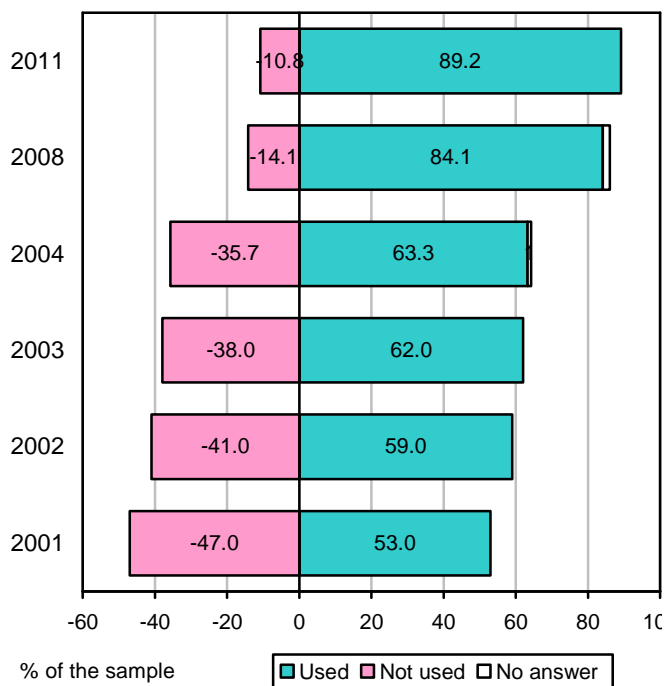
Four fifths of the sample (83%) use them on a weekly basis, 4% had used them monthly and one respondent (0.2%) had used them daily. A few (2%) used the Kerbside Recyclable Collection at least once per year.

Usage of the Kerbside Recyclable Collection was lower in the Taneatua / Waimana / Galatea Ward (73%).

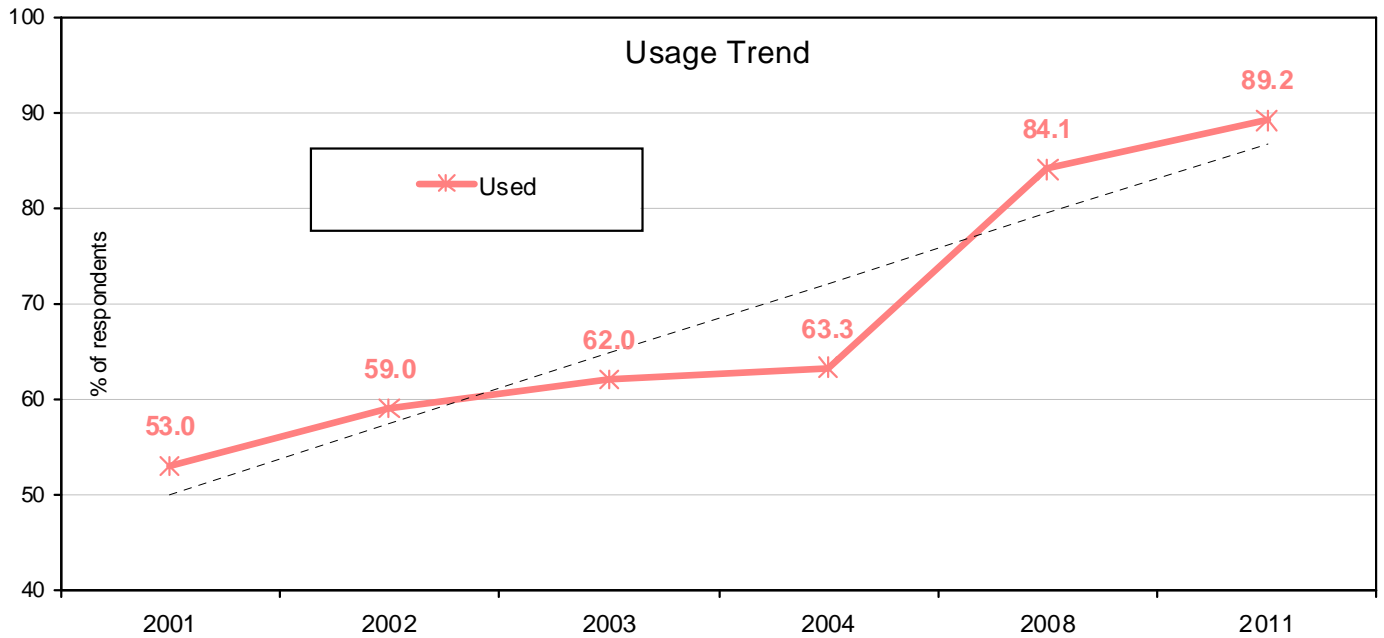


Comparing the history of the Kerbside Recyclable Collection of paper, plastic, glass and cans usage shows that current usage at 89% is up 5% from the 2008 result.

It is important to note that prior to 2004 this was asked as household recycling service.



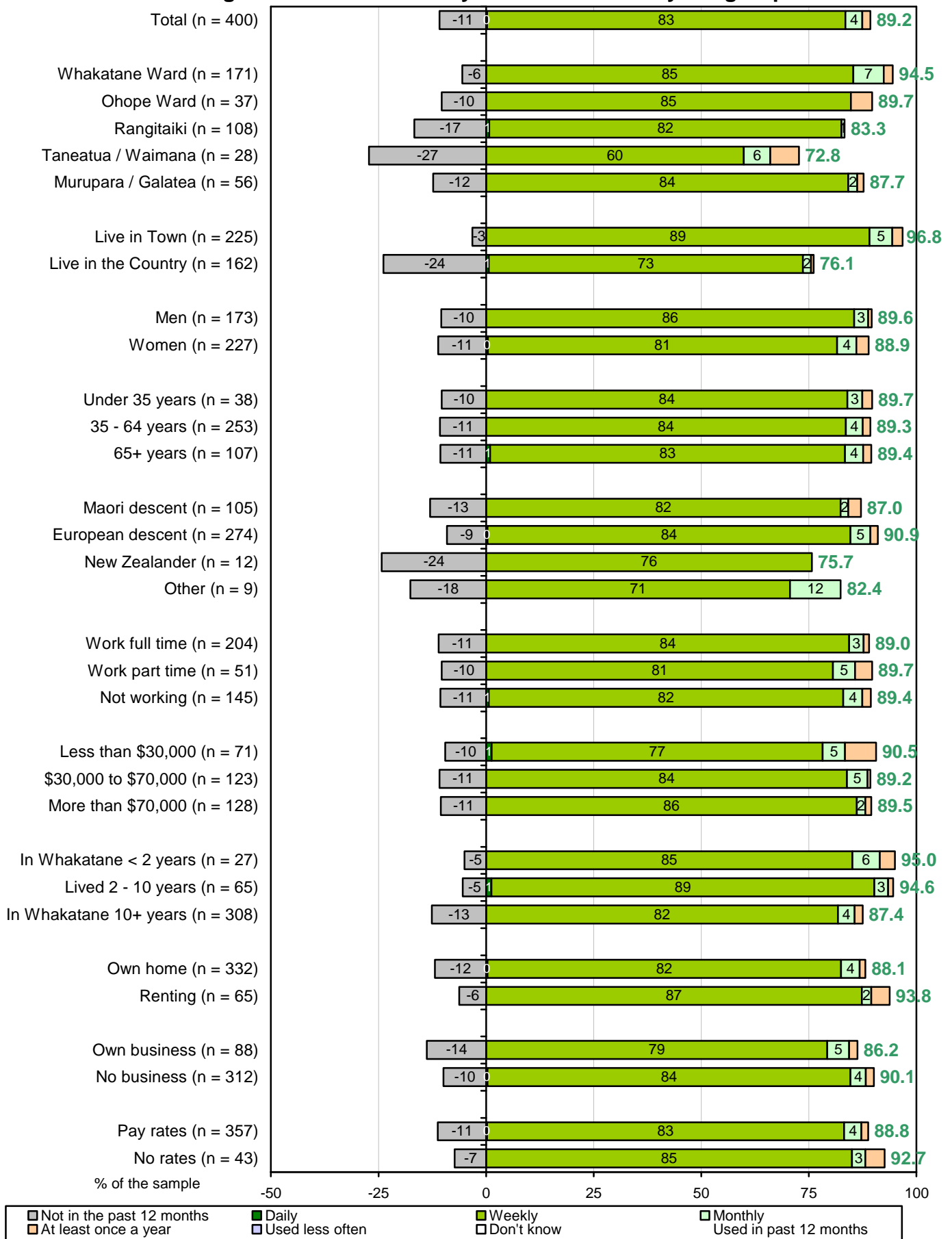
The chart shows the usage trend for the Kerbside Recyclable Collection of paper, plastic, glass and cans based on the percentage who had used these facilities in the past 12 months. Usage at 89.2% is 5.1 points higher than that recorded in 2008 and well ahead of recent history. This is the highest result recorded by this monitor. It is important to note that in the previous survey this was asked as household recycling service.



The chart over the page compares the usage of the Kerbside Recyclable Collection of paper, plastic, glass and cans among the various subgroups of interest. Respondents who were significantly **more likely** to use the Kerbside Recyclable Collection of paper, plastic, glass and cans include:

- Those living in town (97%)
- Those from the Whakatane Ward (95%)

Usage of the Kerbside Recyclable Collection by subgroup

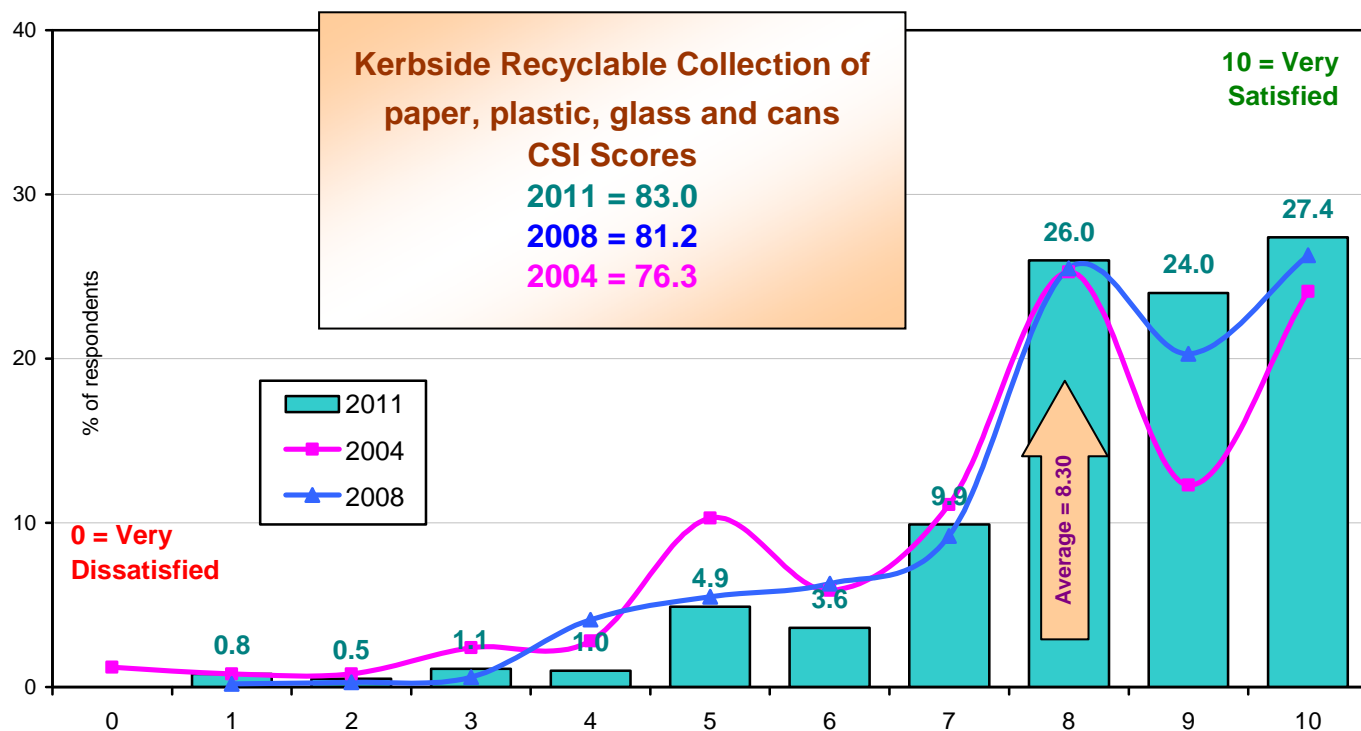


Satisfaction with the Kerbside Recyclable Collection

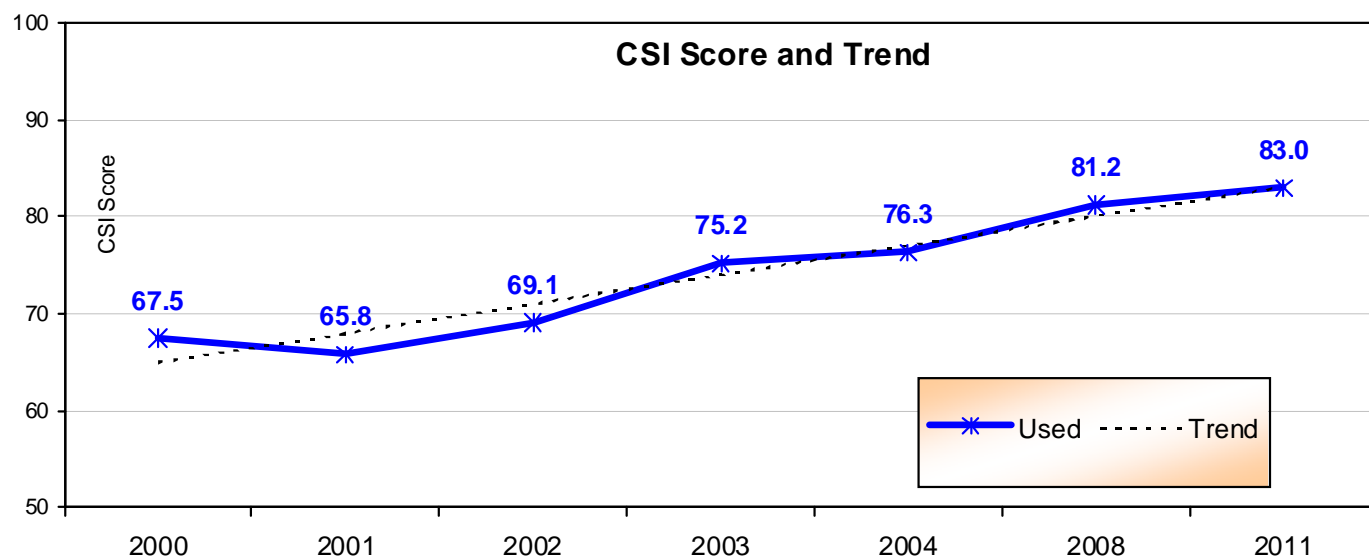
Respondents who had used the Kerbside Recyclable Collection of paper, plastic, glass and cans in the last 12 months (n=353) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (87%) were satisfied with the Kerbside Recyclable Collection (Scores 7 – 10). Half of the users (51%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (27%). A tenth of the subgroup (10%) rated the Kerbside Recyclable Collection with a score that was neutral (Scores 4 – 6), and 8 respondents (2.3%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Kerbside Recyclable Collection was 83.0 This rates as an excellent performance.



The CSI score of 83.0 is 1.8 points higher than the 2008 result. This is the highest CSI score recorded to date and there is a clear trend of rising CSI scores since 2001.



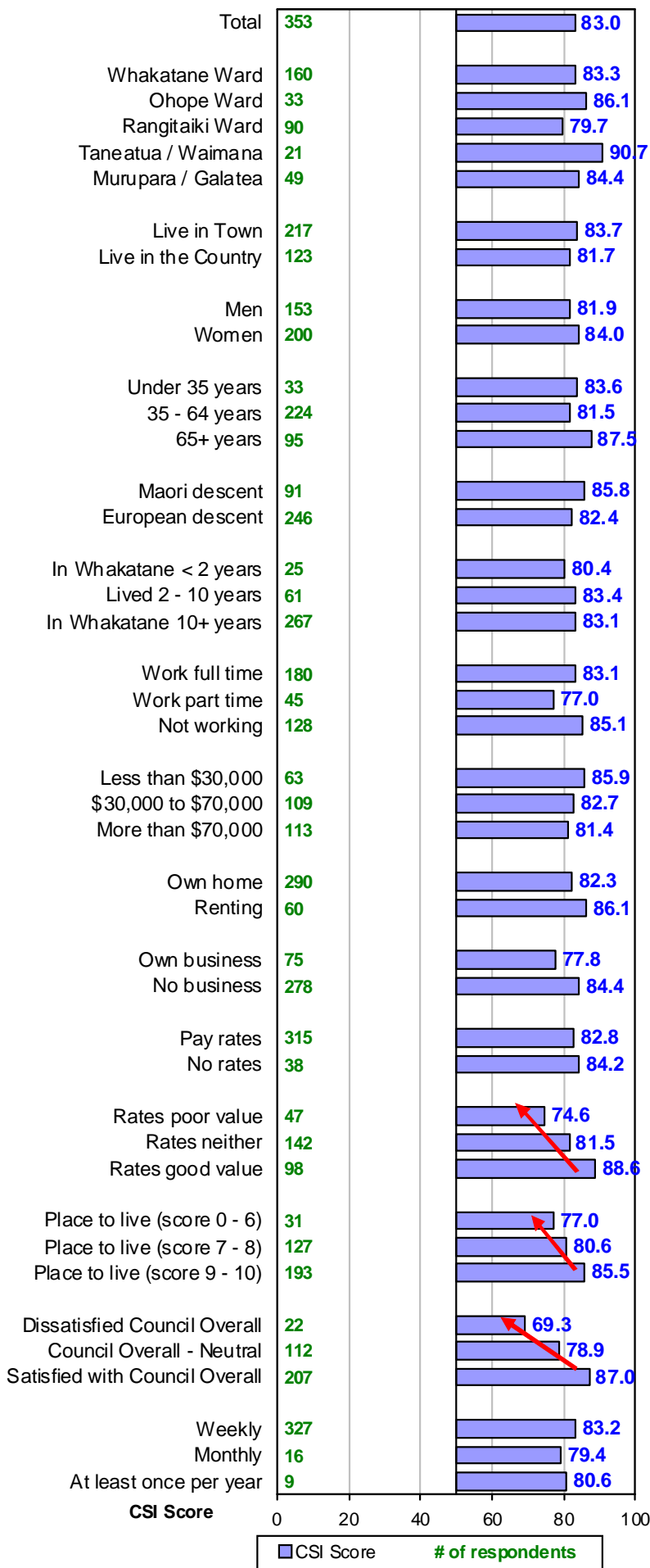
Satisfaction with Kerbside Recyclable Collection by demographics

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

The analysis shows that there are high levels of satisfaction with Kerbside Recyclable Collection of paper, plastic, glass and cans across most of the subgroups of interest

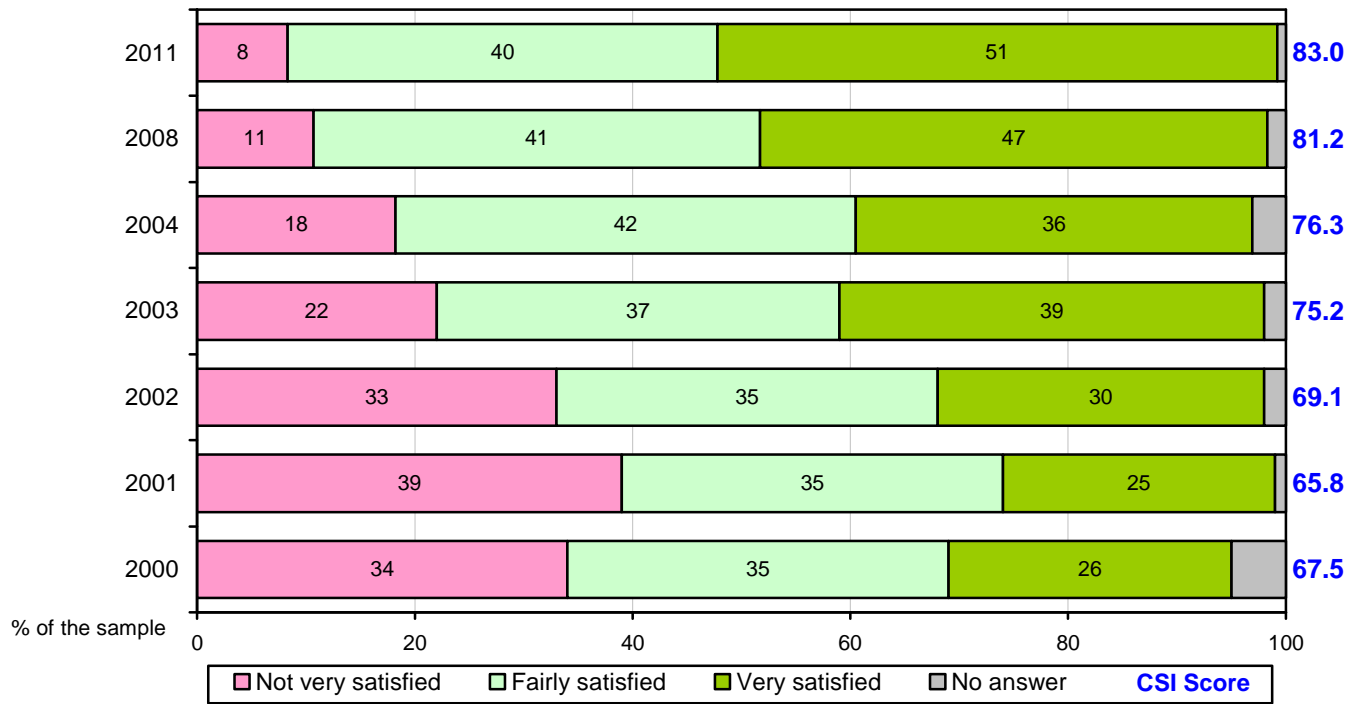
The variables that appear to have had the greatest impact on satisfaction with Kerbside Recyclable Collection of paper, plastic, glass and cans were:

- Respondents from Rangitaiki Ward (CSI score 79.7) were significantly less satisfied than those from other Wards (CSI score 83.3 – 90.7).
- Respondents aged over 65 (CSI score 87.5) were significantly more satisfied than those from other age groups.
- Those with a household income of more than \$70,000 (CSI score 81.4) appear less satisfied than those in the lower income brackets (CSI score 82.7 – 85.9).
- Respondents who thought they received good value for their rates (CSI score 88.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 74.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 85.5) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 77.0)
- Those who were satisfied with the overall performance of Council (CSI score 87.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 69.3).

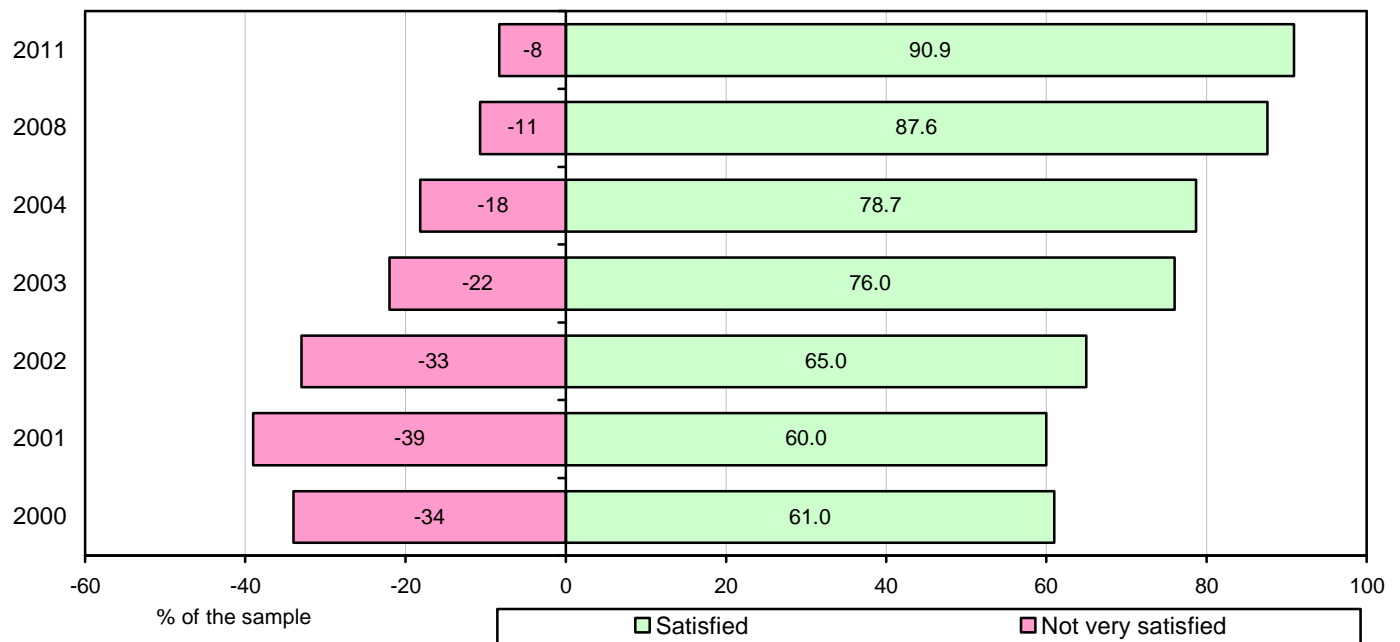


Kerbside Recyclable Collection Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Kerbside Recyclable Collection of paper, plastic, glass and cans using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (51%) are very satisfied with the Kerbside Recyclable Collection of paper, plastic, glass and cans with a further 40% being fairly satisfied. Only a small proportion of respondents were not very satisfied.



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



Residential Refuse Collection

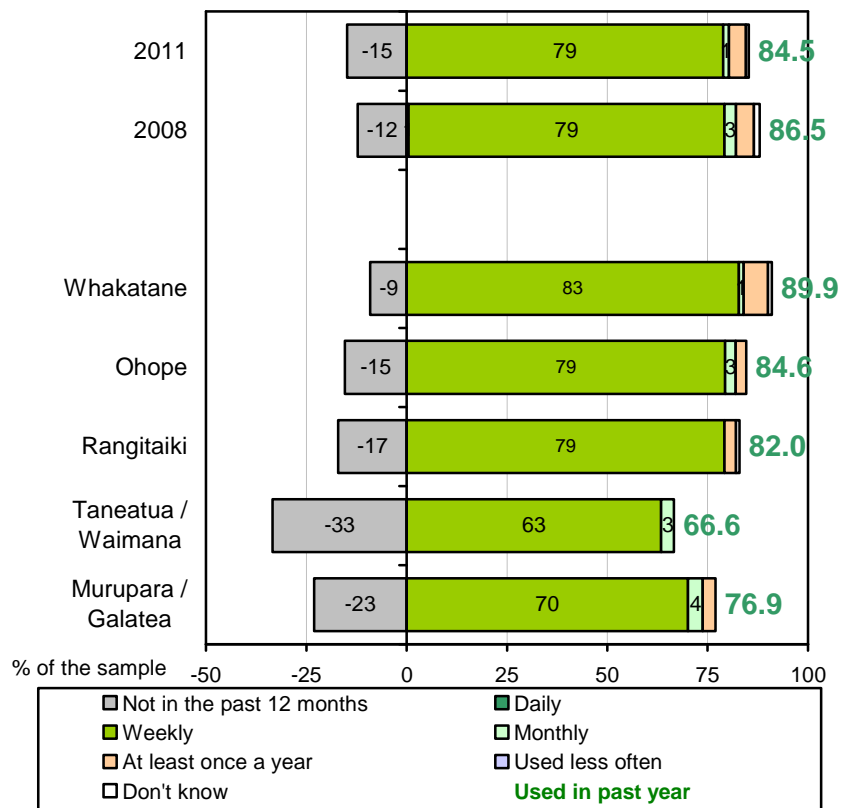
Respondents were asked how often they used the Residential Refuse Collection in the past year. This was asked for the first time in 2008.

Frequency of using Residential Refuse Collection

The majority of the respondents (85%) had used the Residential Refuse Collection in the past 12 months, while 15% had not used it and 1% didn't know if they had.

Over three quarters (79%) had used Residential Refuse Collection on a weekly basis, 1% had used it monthly and (4%) had used it at least once per year.

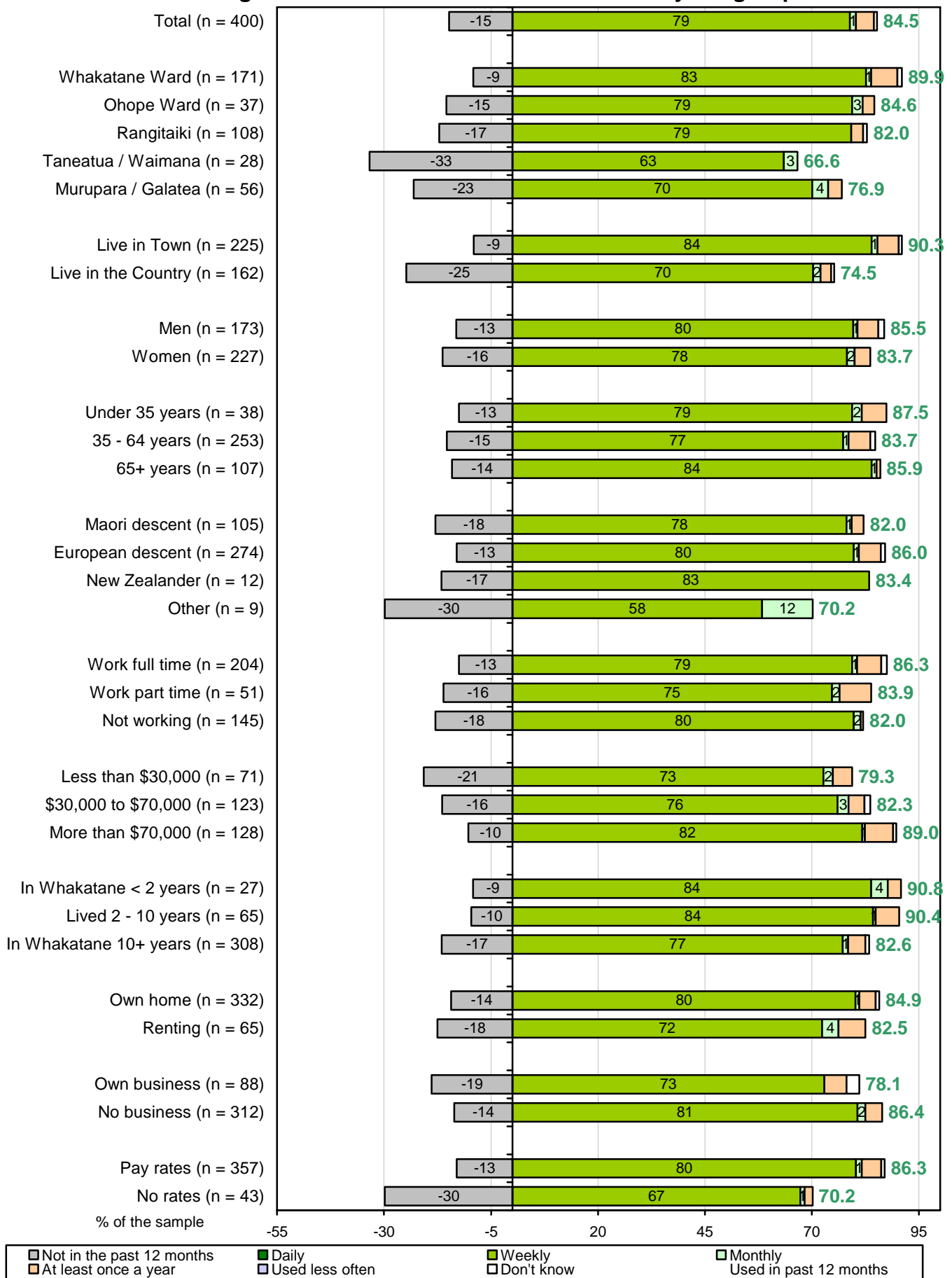
Usage of the Residential Refuse Collection was lower in the Taneatua / Waimana (67%) and Murupara / Galatea Wards (77%).



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

- Those from the Whakatane Ward (90%)
- Those living in town (90%)
- Those who don't own or operate their own business (86%)
- Those who pay rates (86%)

Usage of the Residential Refuse Collection by subgroup

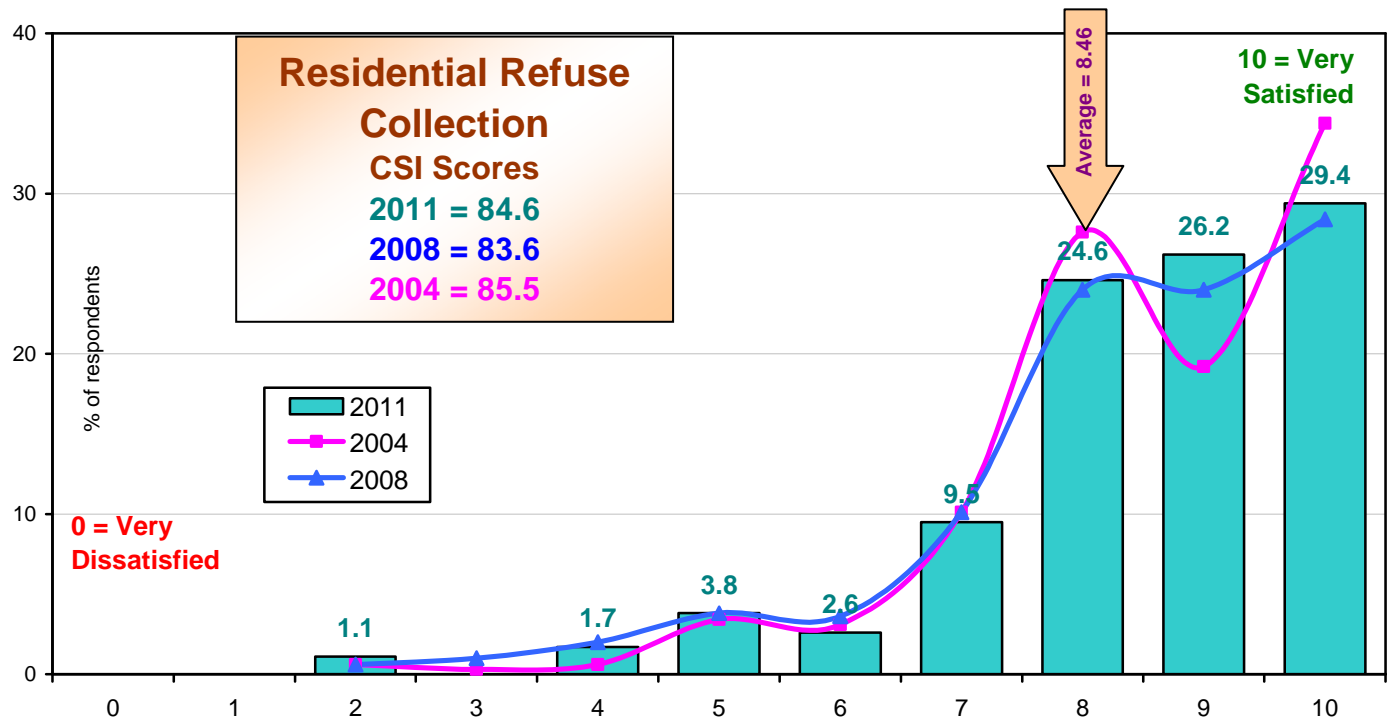


Satisfaction with the Residential Refuse Collection

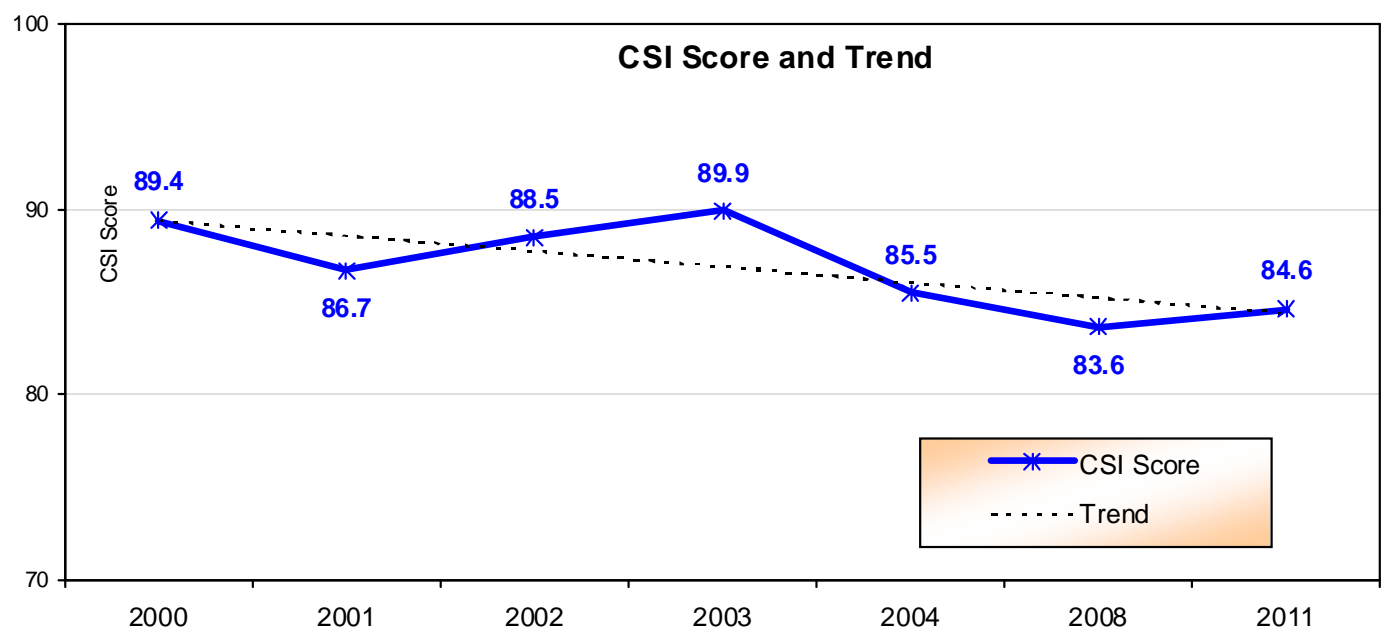
Respondents who had used the Residential Refuse Collection in the last 12 months (n=335) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The majority of the respondents in the subgroup (90%) were satisfied with the Residential Refuse Collection (Scores 7 – 10). Over half of the users (56%) rated this service with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (29%). Less than a tenth of the subgroup (8%) rated the Residential Refuse Collection with a score that was neutral (Scores 4 – 6), and 4 respondents (1.1%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Residential Refuse Collection was 84.6. This again rates as an excellent service.



The CSI score of 84.6 is 1.0 points higher than the 2008 result. This is the second lowest CSI score recorded by this monitor and there appears to be an downward trend over recent readings.



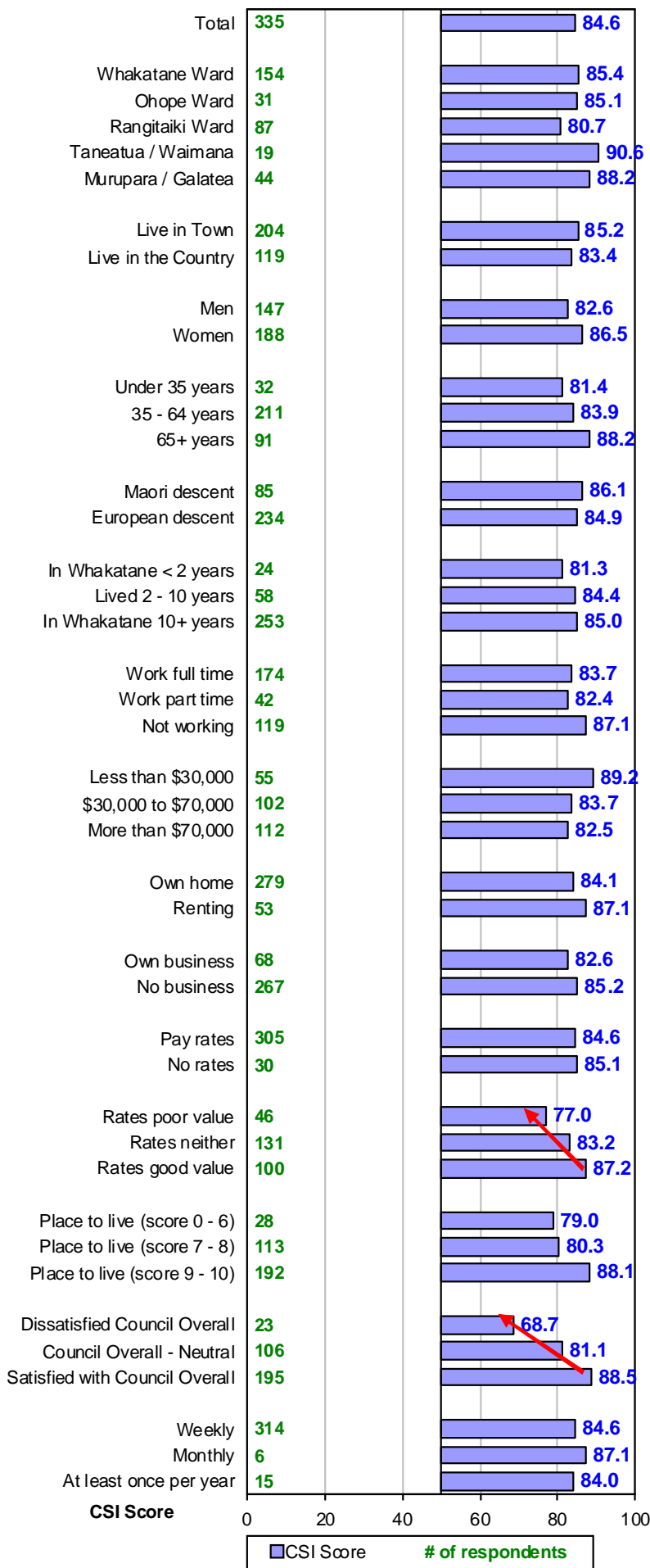
Satisfaction with Residential Refuse Collection by demographics

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

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

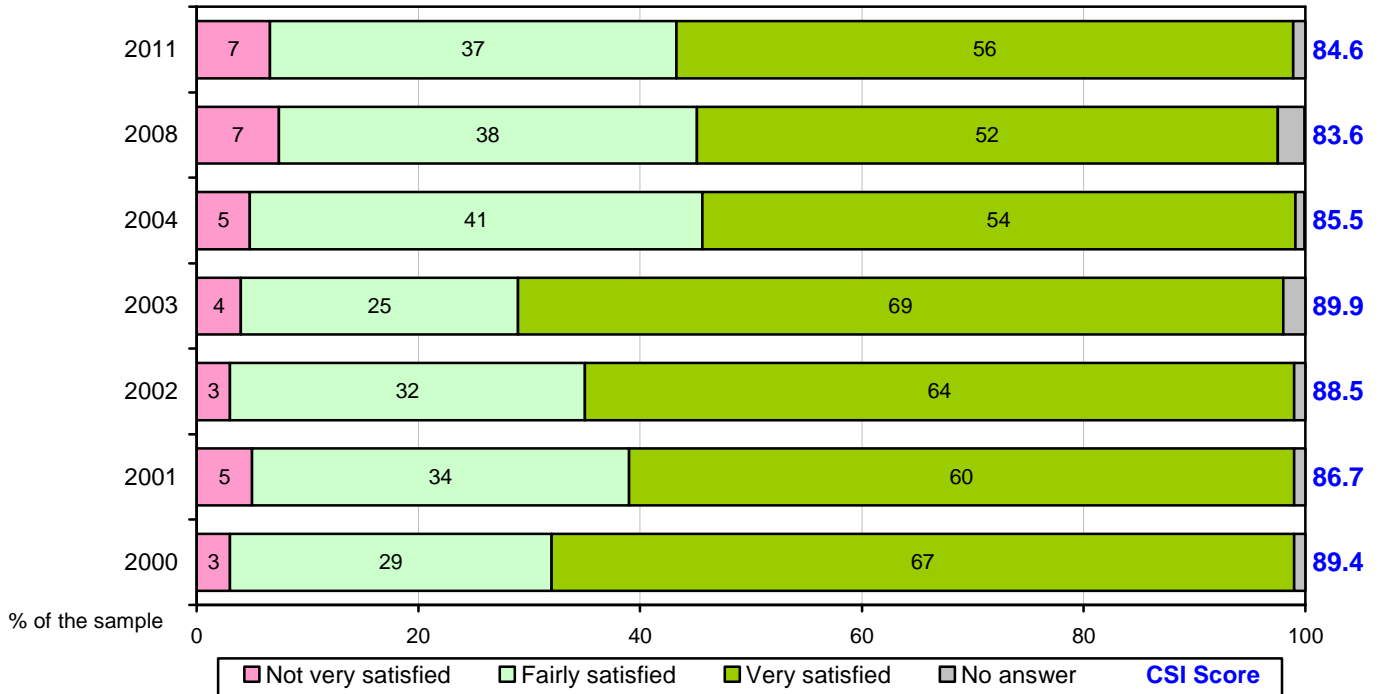
The variables that appear to have had the greatest impact on satisfaction with Residential Refuse Collection were:

- Respondents from the Rangitaiki Ward (CSI score 80.7) were significantly less satisfied than those from other Wards (CSI score 85.1 – 90.6).
- Respondents aged over 65 (CSI score 88.2) were significantly more satisfied than those from other age groups.
- Those who were not in paid employment (CSI score 87.1) were significantly more satisfied than those working full or part time.
- Those with a household income under \$30,000 (CSI score 89.2) were significantly more satisfied than those in the higher income brackets (CSI score 82.5 – 83.71).
- Respondents who thought they received good value for their rates (CSI score 87.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 77.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 88.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 79.0)
- Those who were satisfied with the overall performance of Council (CSI score 88.5) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 68.7).

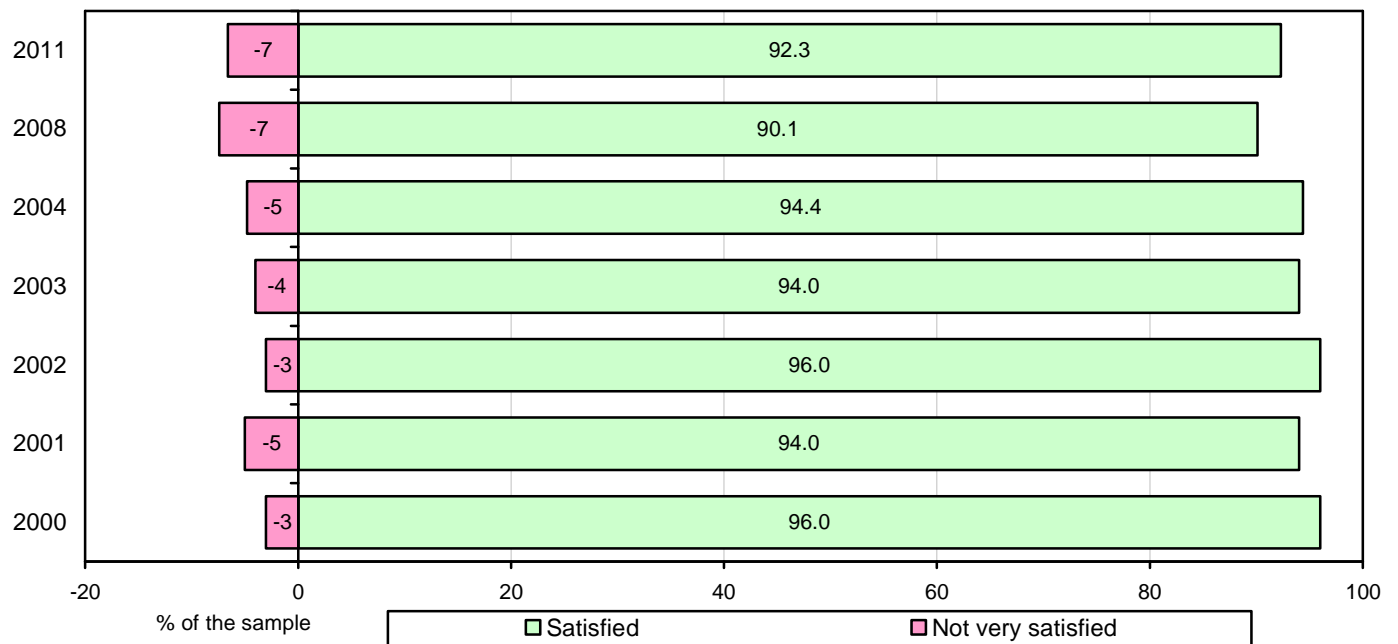


Residential Refuse Collection Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Residential Refuse Collection using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (56%) are very satisfied with the Residential Refuse Collection with a further 37% being fairly satisfied. Only a small proportion of respondents were not very satisfied.



Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels are similar to 2008.



Greenwaste Collection

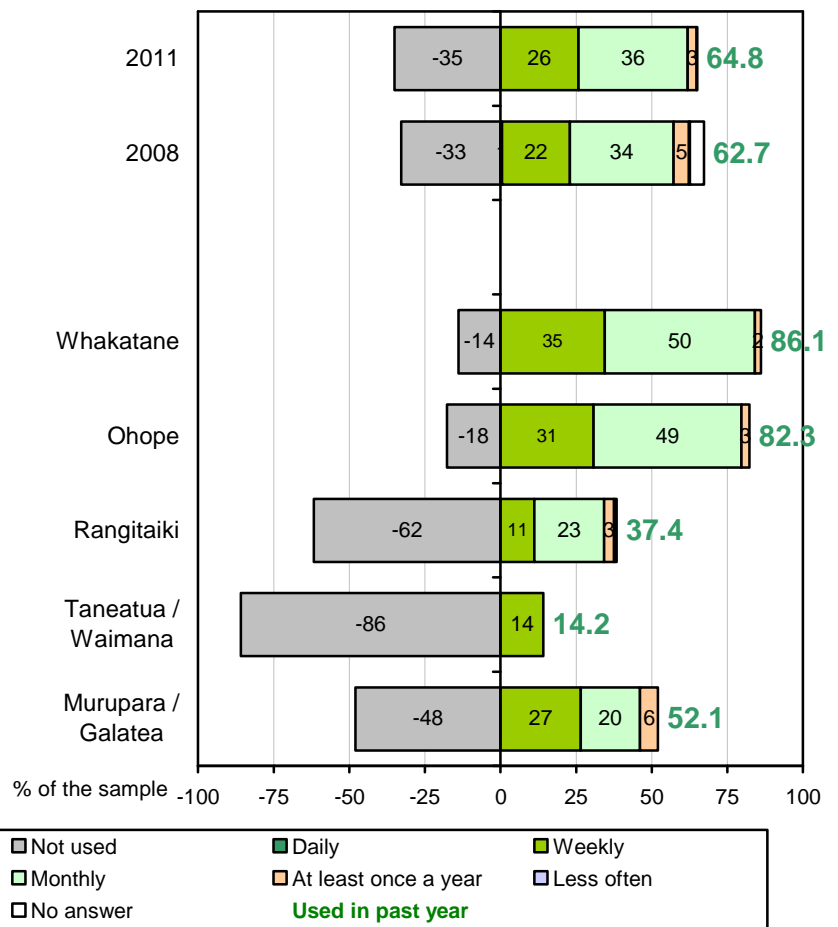
Respondents were asked how often they used the Greenwaste Collection in the past year. This was asked for the first time in 2008.

Frequency of using Greenwaste Collection

Two thirds of the respondents (65%) had used the Greenwaste Collection in the past 12 months, while 35% had not used it.

A third (36%) had used the Greenwaste Collection on a monthly basis, while 26% had used this service weekly and (3%) had used it at least once per year.

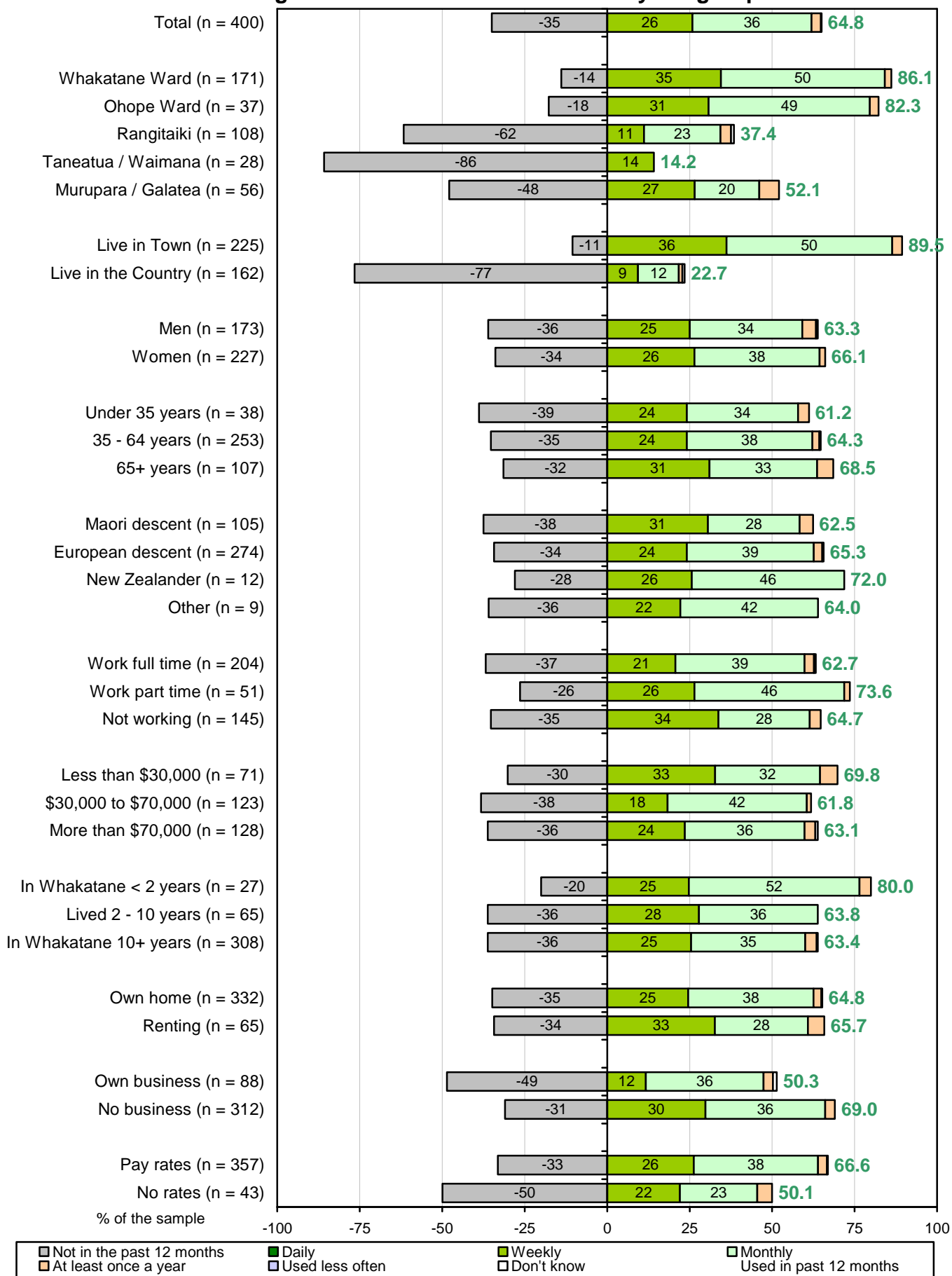
Usage of the Greenwaste Collection was lower in the Taneatua / Waimana Wards (14%) and Rangitaiki (37%).



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

- Those living in town (90%)
- Those from the Whakatane Ward (86%) and the Ohope Ward (82%)
- Those who don't own or operate their own business (69%)

Usage of the Greenwaste Collection by subgroup



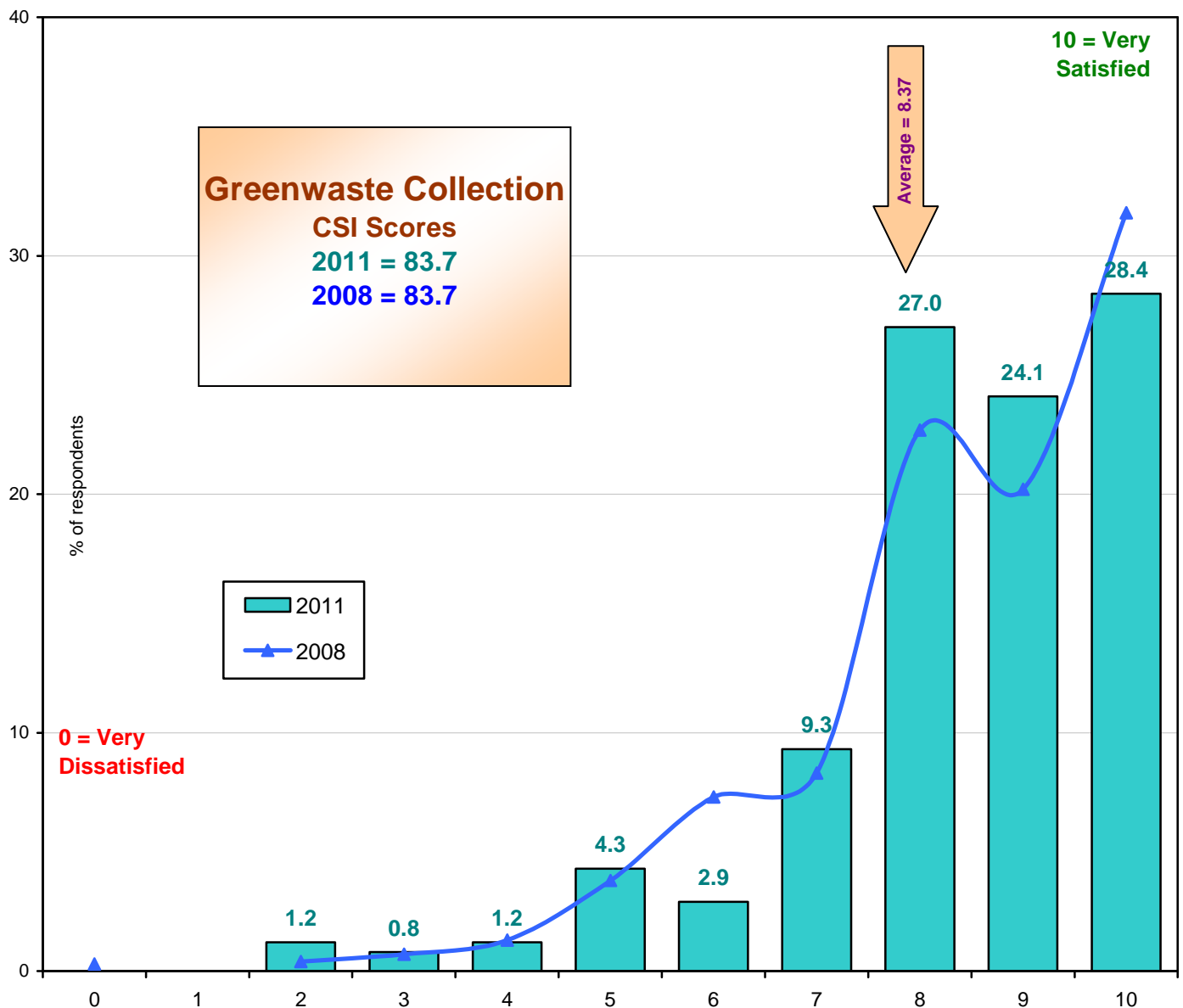
Satisfaction with the Greenwaste Collection

Respondents who had used the Greenwaste Collection in the last 12 months (n=249) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

The vast majority of the respondents in the subgroup (89%) were satisfied with the Greenwaste Collection (Scores 7 – 10). Over half of the users (53%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (28%).

Less than a tenth of the subgroup (8%) rated the Greenwaste Collection with a score that was neutral (Scores 4 – 6), and 5 respondents (2.0%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Greenwaste Collection was 83.7, unchanged from 2008. This again rates as an excellent service.



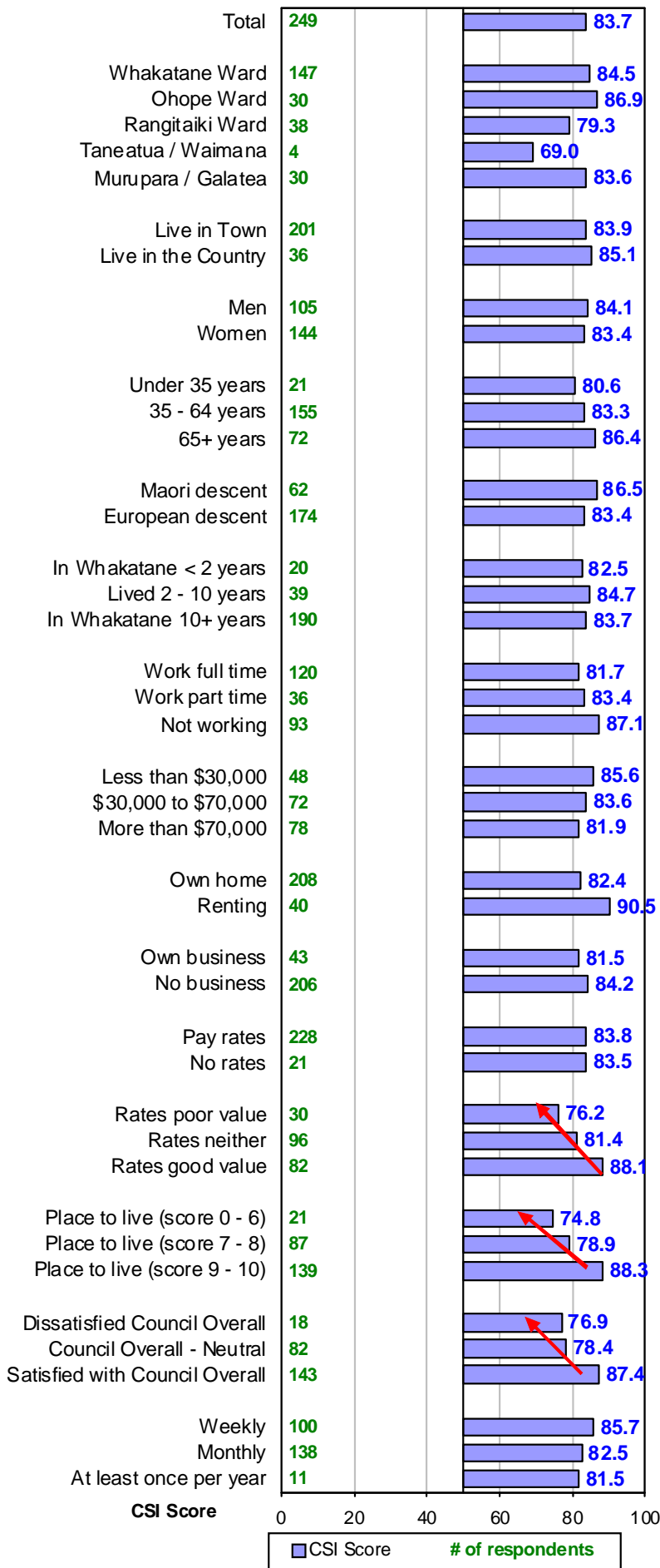
Satisfaction with Greenwaste Collection by demographics

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

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

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

- Respondents from Taneatua / Waimana (CSI score 69.0) were significantly less satisfied than those from other Wards (CSI score 79.3 – 86.9).
- Respondents aged over 65 (CSI score 86.4) were significantly more satisfied than those from other age groups.
- Those who were not in paid employment (CSI score 87.1) were significantly more satisfied than those working full or part time.
- Those with a household income under \$30,000 (CSI score 85.6) were significantly more satisfied than those in the higher income brackets (CSI score 81.9 – 83.6).
- Respondents who thought they received good value for their rates (CSI score 88.1) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 76.2).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 88.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 74.8)
- Those who were satisfied with the overall performance of Council (CSI score 87.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 76.9).
- Respondents who used the Greenwaste Collection weekly (CSI score 85.7) appear more satisfied than those who use it once per year (CSI score 81.5).



Transfer station / rubbish disposal at Whakatane or Murupara

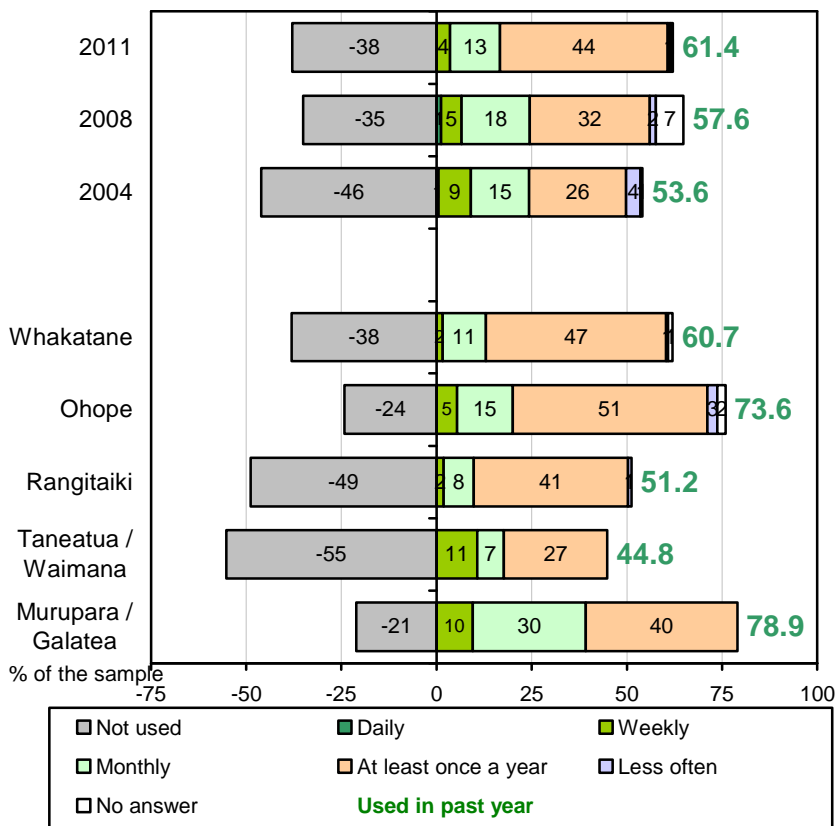
Respondents were asked how often they used the Transfer station / rubbish disposal at Whakatane or Murupara in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously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

Frequency of using Transfer station / rubbish disposal

Two thirds of the respondents (61%) had used the Transfer station / rubbish disposal at Whakatane or Murupara in the past 12 months, while 38% had not used these facilities.

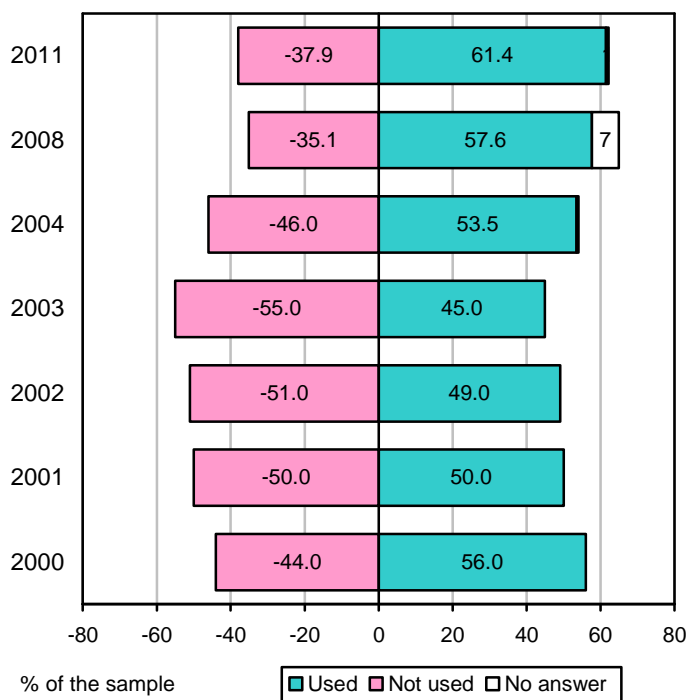
Of those who did use them, the largest group (44%) used them at least once per year. An eighth of the sample (13%) had used them on a monthly basis and 4% on a weekly basis. A few respondents (1%) used the Transfer station / rubbish disposal less than once per year.

Usage of the Transfer station / rubbish disposal was higher in Murupara / Galatea (79%) versus 45% for those from the Taneatua / Waimana Ward.

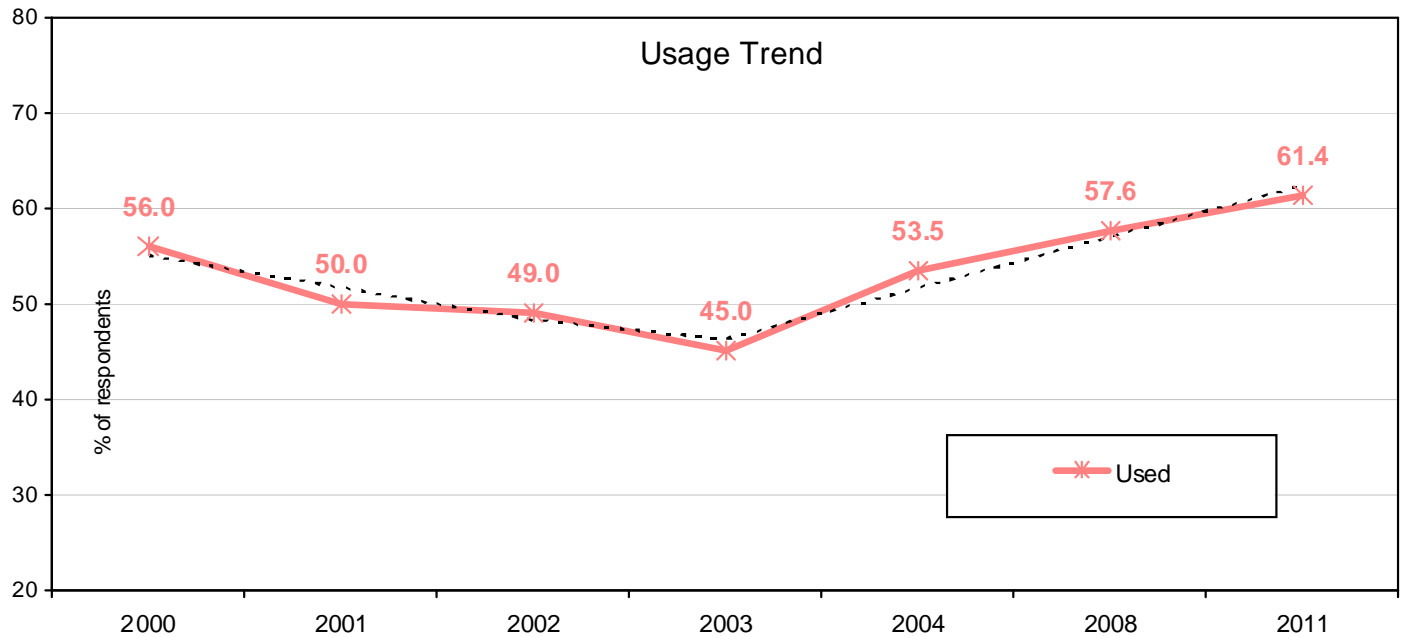


Comparing the history of the Transfer station / rubbish disposal at Whakatane or Murupara usage shows that current usage at 61% is up 4% from the 2008 result.

It is important to note that prior to 2004 this was asked as using the land fill.



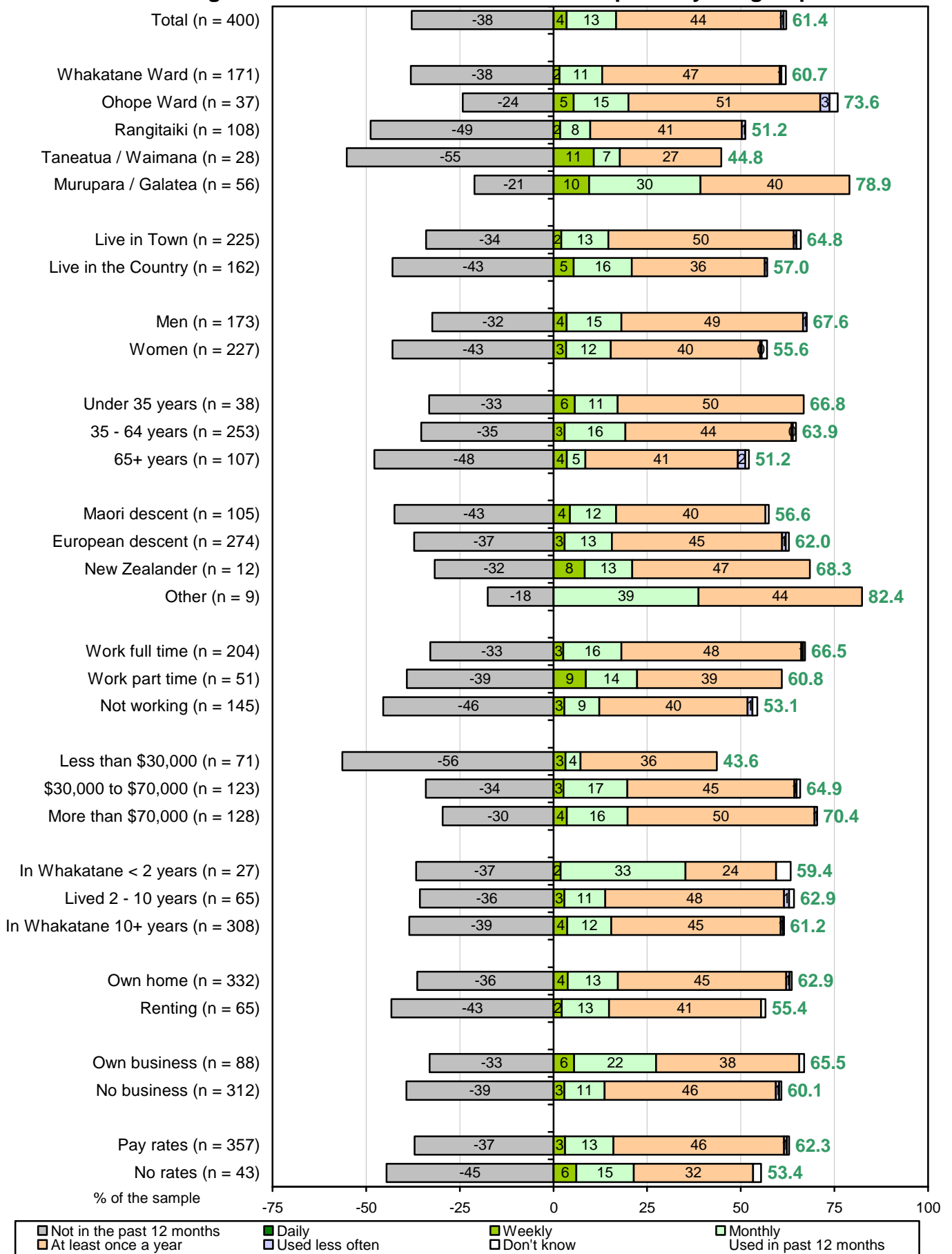
The chart shows the usage trend for the Transfer station / rubbish disposal at Whakatane or Murupara based on the percentage who had used these facilities in the past 12 months. Usage at 61% is 4 points higher than that recorded in 2008. This is the highest result recorded by this monitor.



The chart over the page compares the usage of the Transfer station / rubbish disposal at Whakatane or Murupara among the various subgroups of interest. Respondents who were significantly **more likely** to use the Transfer station / rubbish disposal at Whakatane or Murupara include:

- Those from Murupara / Galatea (79%)
- Those with a household income of over \$70,000 (70%)
- Men (68%)
- Those aged under 35 (67%)
- Those working full time (66%) in paid employment
- Those living in town (65%)

Usage of the Transfer Station / rubbish disposal by subgroup

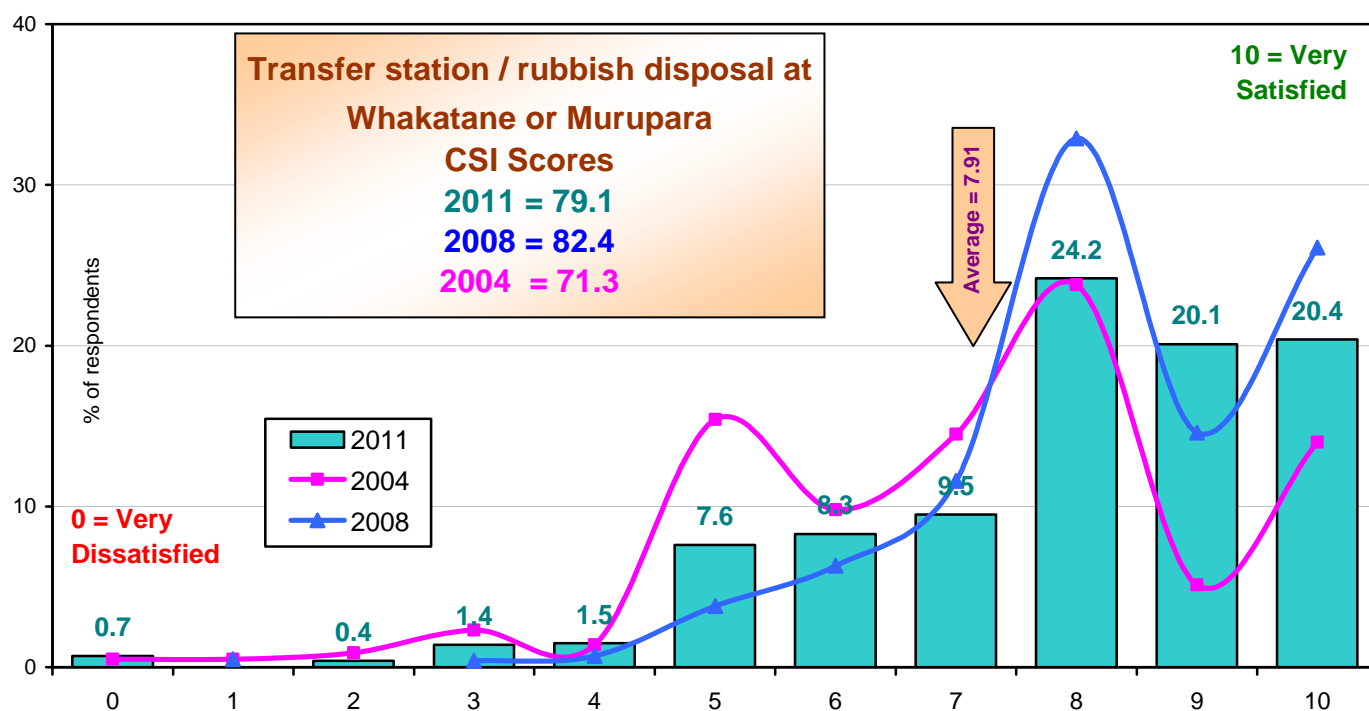


Satisfaction with Transfer station / rubbish disposal at Whakatane or Murupara

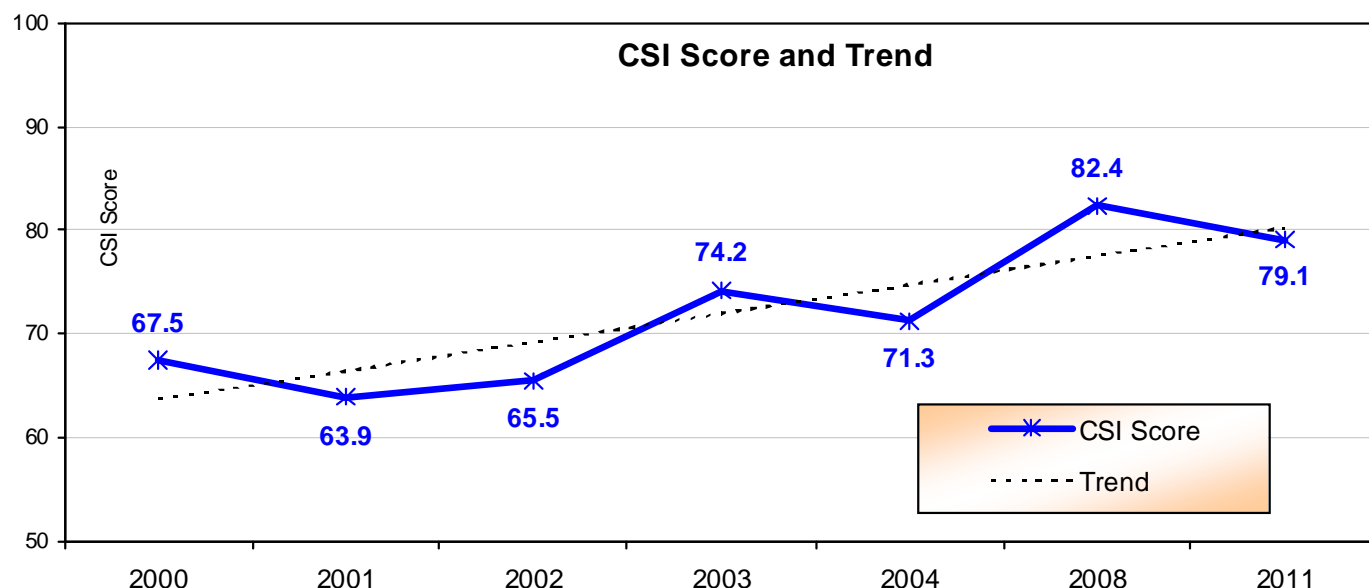
Respondents who had used Transfer station / rubbish disposal at Whakatane or Murupara in the last 12 months (n=236) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (74%) were satisfied with Transfer station / rubbish disposal (Scores 7 – 10). Over a third of the users (40%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (24%). A sixth of the subgroup (17%) rated the Transfer station / rubbish disposal with a score that was neutral (Scores 4 – 6), and 6 respondents (2.4%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Transfer station / rubbish disposal was 79.1 which rates as an excellent performance.



The CSI score of 79.1 is 3.3 points lower than the 2008 result although this is still the second highest recorded to date. There appears to be an upward trend in the CSI scores over recent readings.



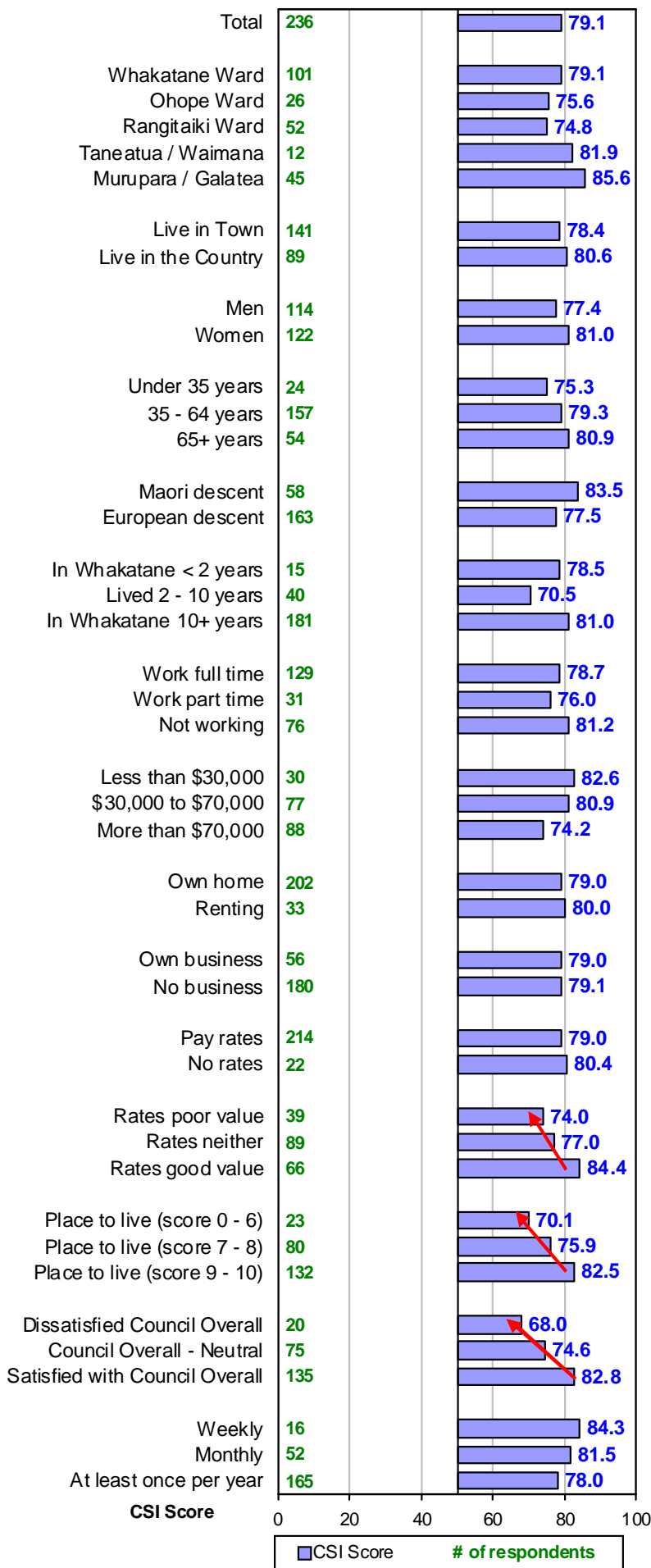
Satisfaction with Transfer station / rubbish disposal at Whakatane or Murupara by demographics

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

The analysis shows that there are high levels of satisfaction with the Transfer station / rubbish disposal at Whakatane or Murupara across most of the subgroups of interest

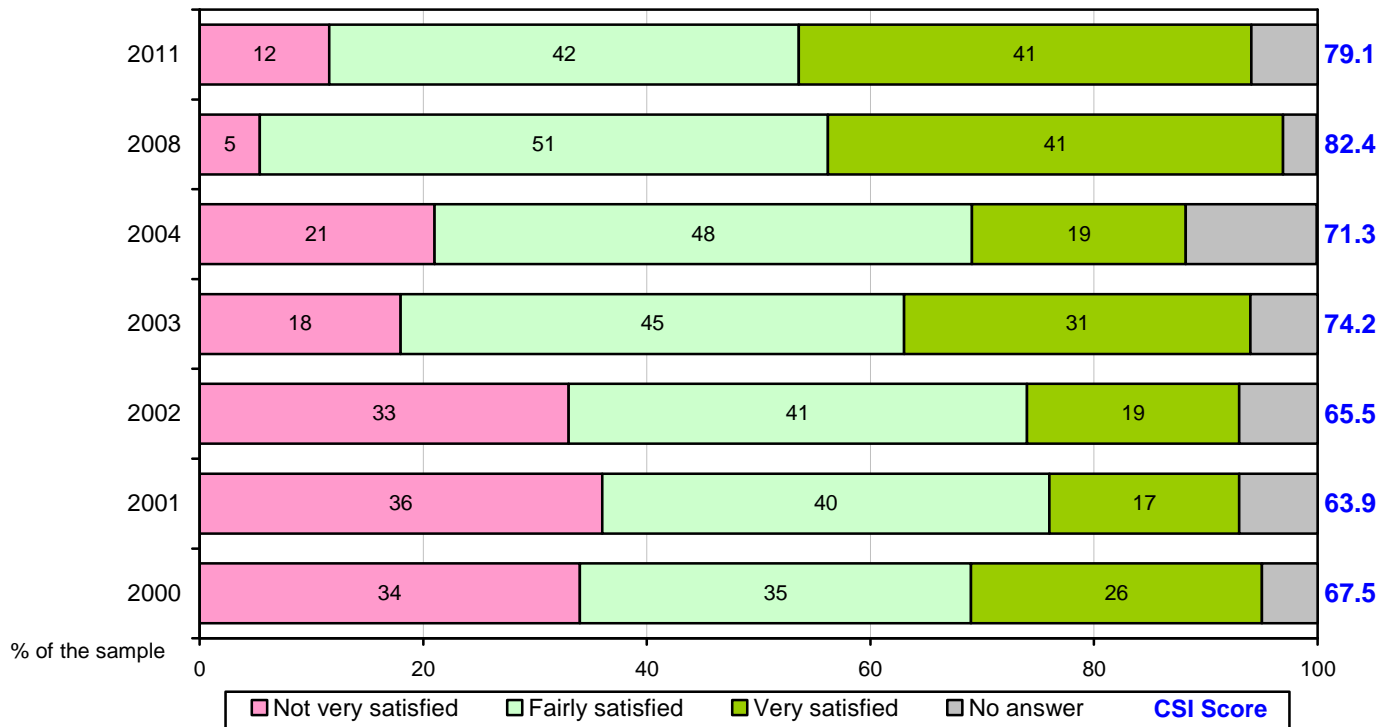
The variables that appear to have had the greatest impact on satisfaction with the Transfer station / rubbish disposal at Whakatane or Murupara were:

- Respondents from Murupara / Galatea (CSI score 85.6) were significantly more satisfied than those from other Wards (CSI score 74.8 – 81.9).
- Respondents who thought they received good value for their rates (CSI score 84.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 74.0).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 82.5) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 70.1)
- Those who were satisfied with the overall performance of Council (CSI score 82.8) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 68.0).
- The respondents who used the Transfer station / rubbish disposal at Whakatane or Murupara weekly (CSI score 84.3) appear more satisfied than those who use this less often.

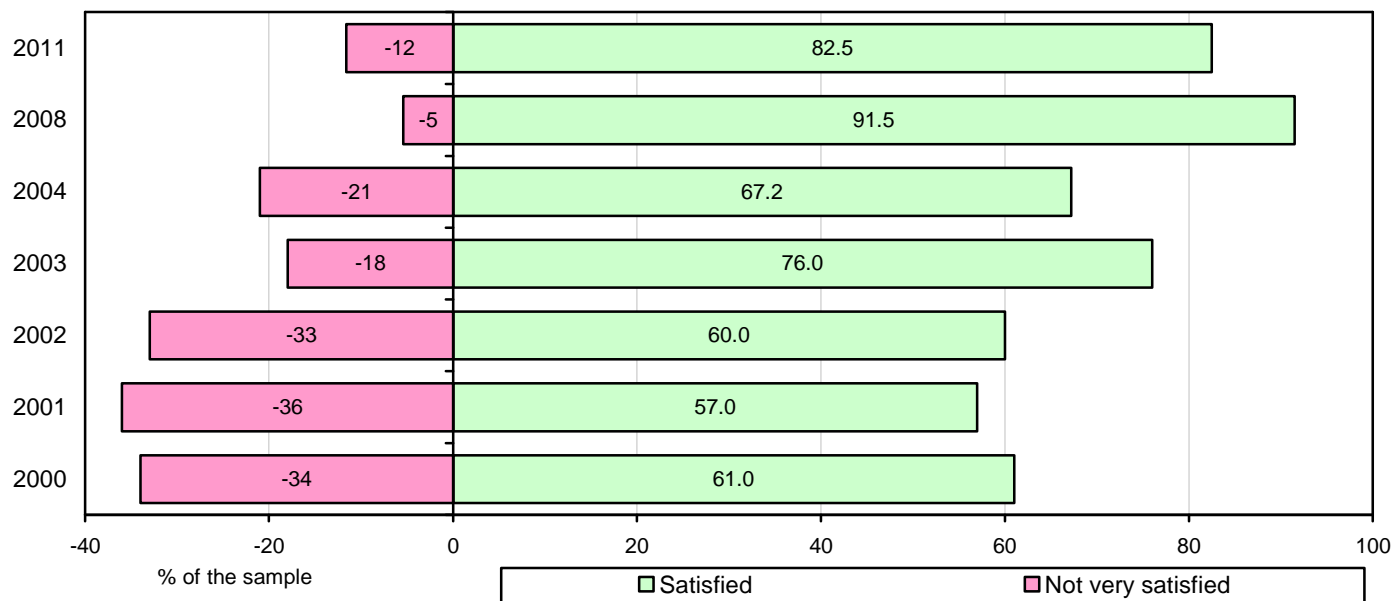


Transfer station / rubbish disposal at Whakatane or Murupara Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Transfer station / rubbish disposal at Whakatane or Murupara using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (42%) are fairly satisfied with the Transfer station / rubbish disposal at Whakatane or Murupara with a further 41% being very satisfied. Only a small proportion of respondents were not very satisfied.



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



Council run Recycling facilities in Whakatane or Murupara

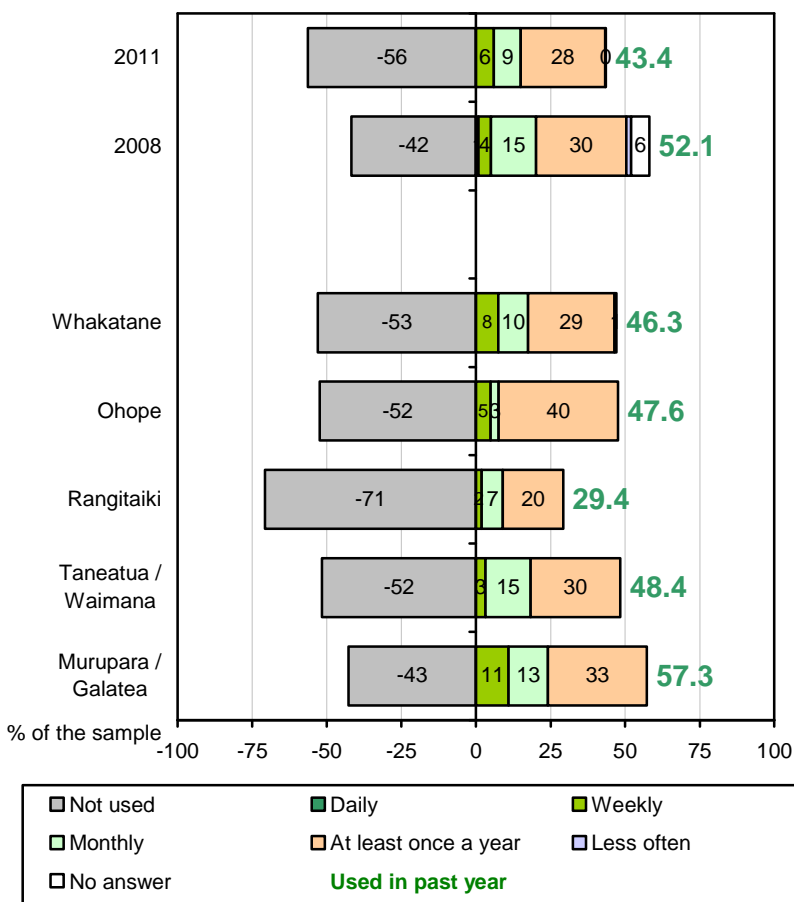
Respondents were asked how often they used the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) in the past year. This was asked for the first time this year.

Frequency of using Council run recycling facilities in Whakatane or Murupara

Almost half of the respondents (43%) had used the Council run recycling facilities in Whakatane or Murupara in the past 12 months, while 56% had not used this.

A quarter (28%) had used the Council run recycling facilities in Whakatane or Murupara at least once per year, while 9% had used it on a monthly basis and 6% had used this weekly.

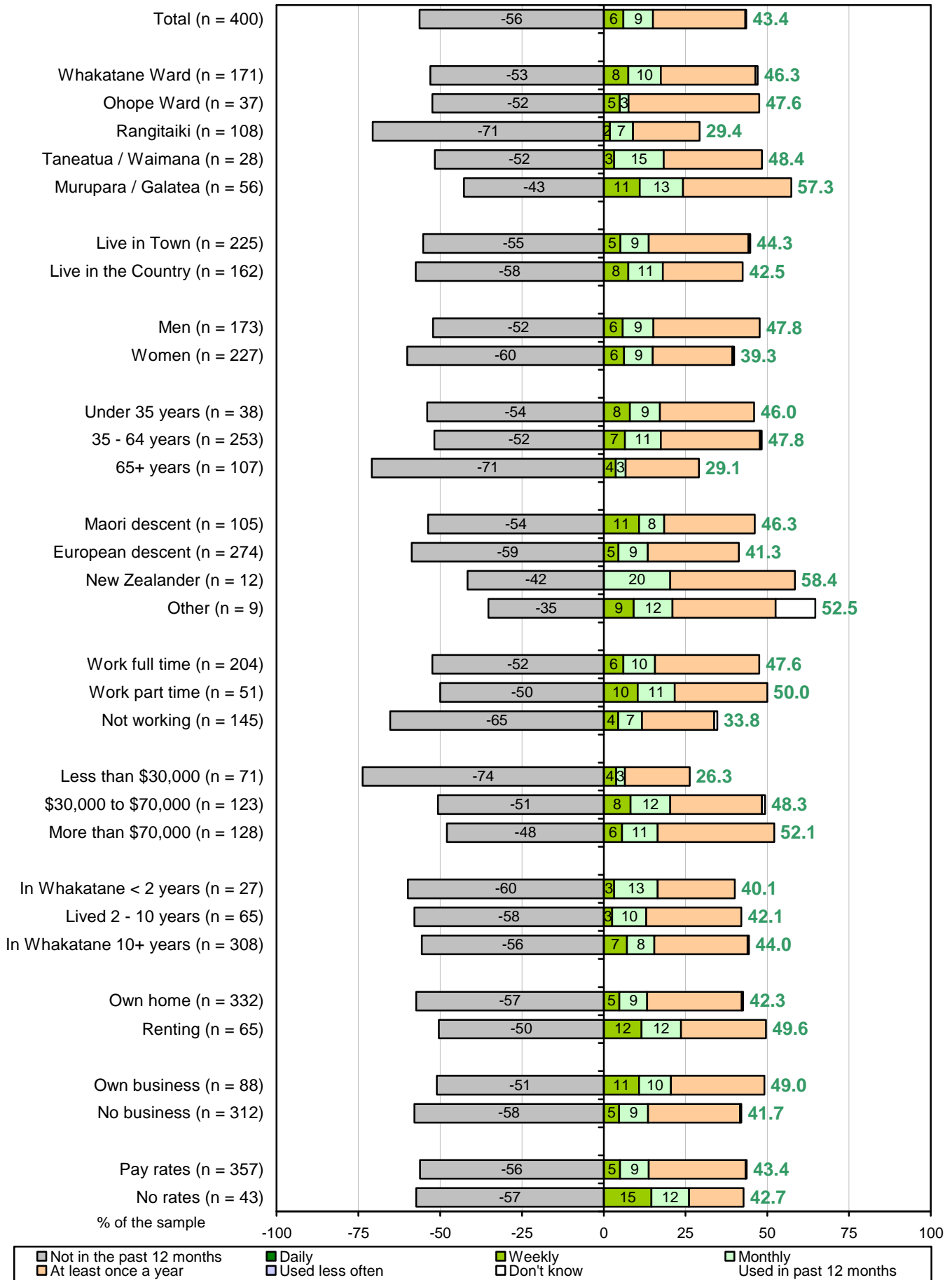
Usage of the Council run recycling facilities in Whakatane or Murupara was highest in the Murupara / Galatea Ward (57%) and lowest in the Rangitaiki Ward (29%).



The chart over the page compares the usage of the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) among the various subgroups of interest. Respondents who were significantly **more likely** to use the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) include:

- Those from the Murupara / Galatea Ward (57%)
- Those with a household income of over \$70,000 (52%)
- Men (48%)
- Those aged between 35 - 64 years (48%)
- Those who are working part time in paid employment (50%)

Usage of the Council run Recycling Facilities by subgroup



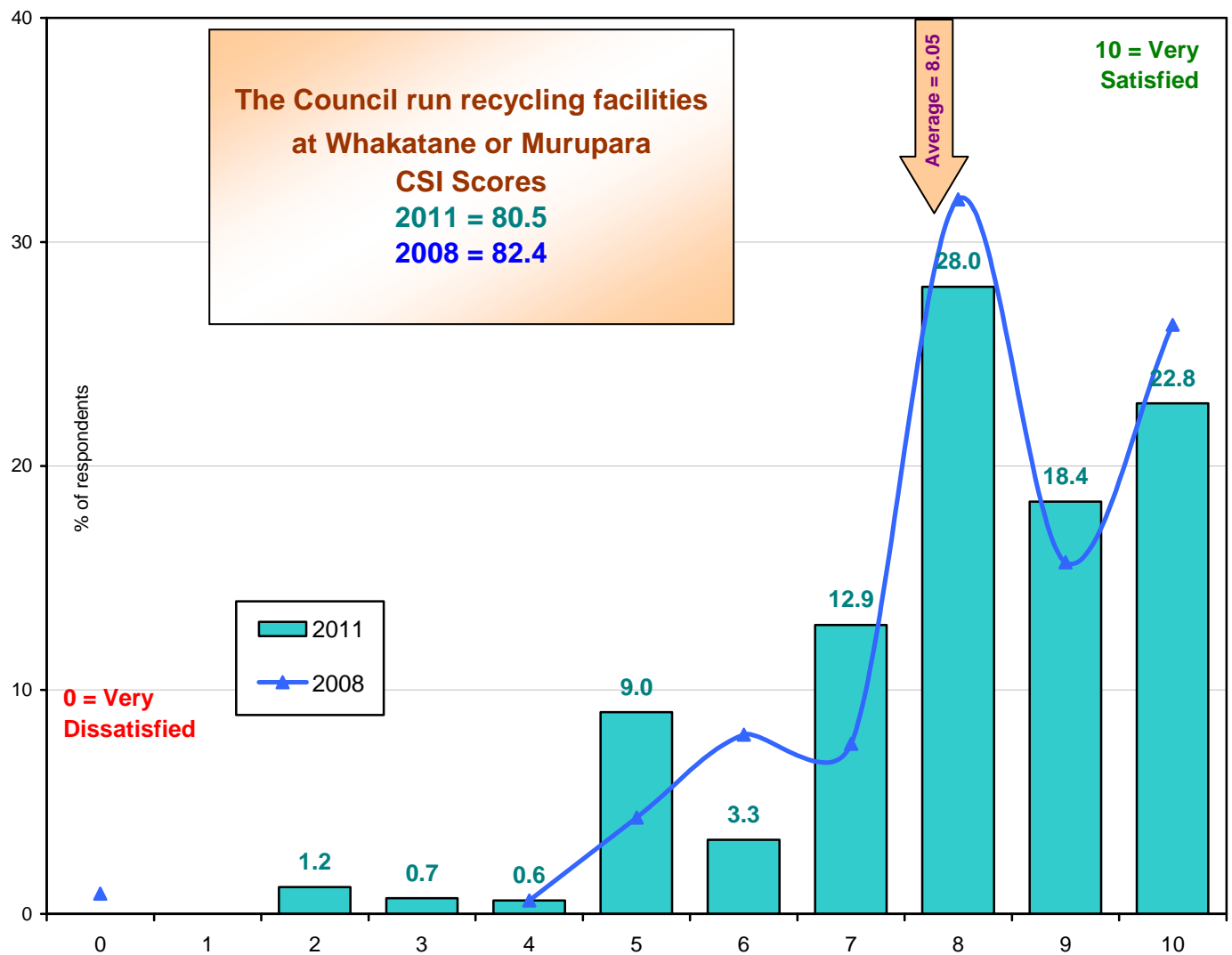
Satisfaction with the Council run recycling facilities in Whakatane or Murupara

Respondents who had used the Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection) in the last 12 months (n=168) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (82%) were satisfied with the Council run recycling facilities in Whakatane or Murupara (Scores 7 – 10). Two fifths of the users (41%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (28%).

An eighth of the subgroup (13%) rated the Council run recycling facilities in Whakatane or Murupara with a score that was neutral (Scores 4 – 6), and 3 respondents (1.9%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Council run recycling facilities in Whakatane or Murupara was 80.5. This is down 1.9 points from 2008 but this still rates as an excellent service.



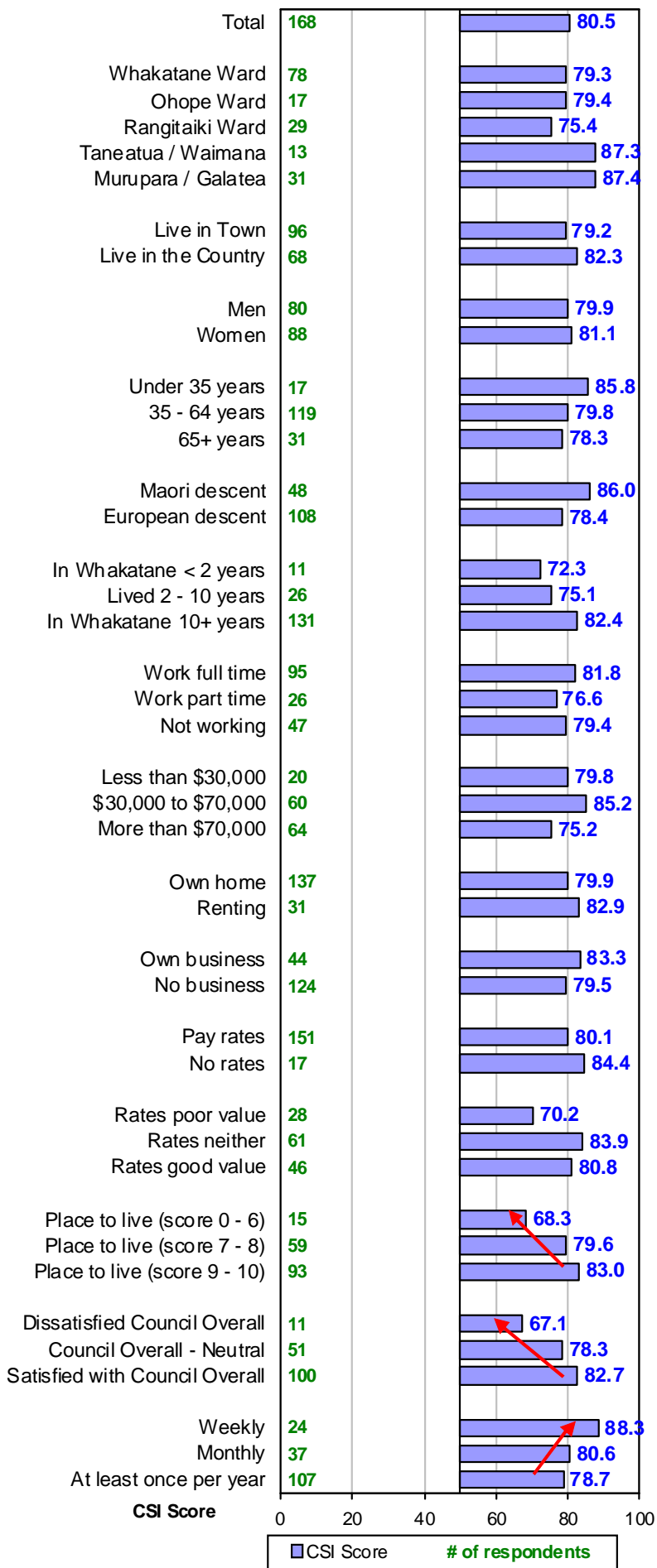
Satisfaction with Council run recycling facilities by demographics

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

The analysis shows that there are high levels of satisfaction with the Council run recycling facilities in Whakatane or Murupara across most of the subgroups of interest

The variables that appear to have had the greatest impact on satisfaction with the Council run recycling facilities in Whakatane or Murupara were:

- Respondents from the Murupara / Galatea Ward (CSI score 87.4) and Taneatua / Waimana Ward (CSI score 87.3) were significantly less satisfied than those from other Wards (CSI score 75.4 – 79.4).
- Those with a household income over \$70,000 (CSI score 75.2) were significantly less satisfied than those in the lower income brackets (CSI score 79.8 – 85.2).
- Respondents of Maori descent (CSI score 86.0) were significantly more satisfied than those of European descent (CSI score 78.4).
- Respondents who thought they received good value for their rates (CSI score 80.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 70.2).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 83.0) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 68.3)
- Those who were satisfied with the overall performance of Council (CSI score 82.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 67.1).
- Respondents who used the Council run recycling facilities in Whakatane or Murupara weekly (CSI score 88.3) appear more satisfied than those who use it less often.



Hazardous Waste Disposal facilities at Whakatane Recycling Park

Respondents were asked how often they used the Hazardous Waste Disposal facilities at Whakatane Recycling Park in the past year. This was asked for the first time this year.

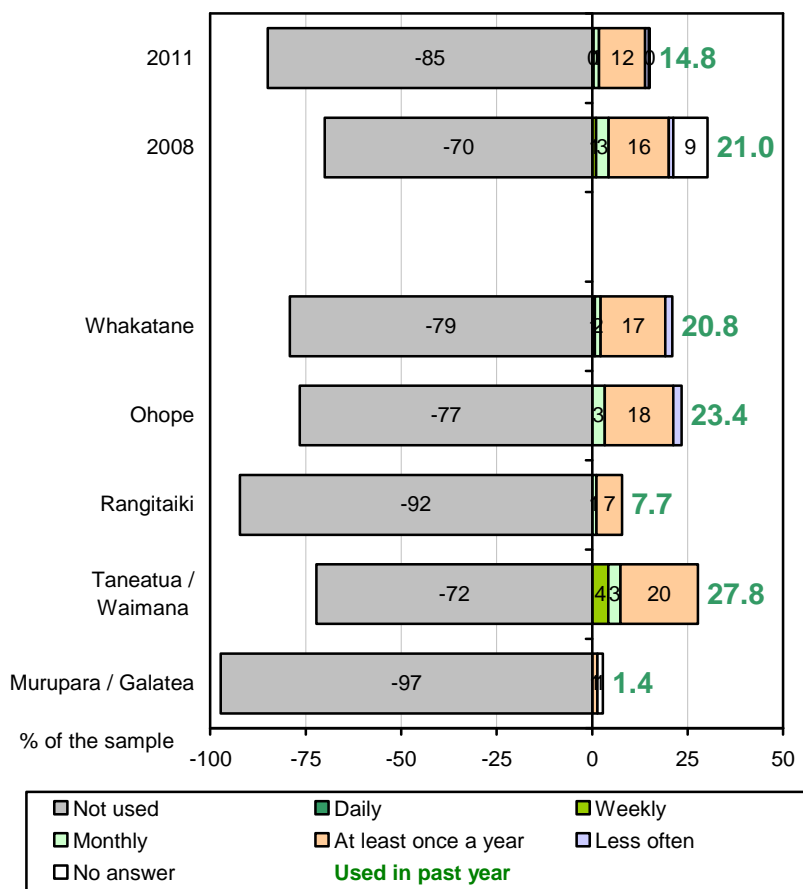
Frequency of using Hazardous Waste Disposal facilities at Whakatane Recycling Park

Only one seventh of the respondents (15%) had used the Hazardous Waste Disposal facilities in the past 12 months, while 85% had not used it.

Of those who had used Hazardous Waste Disposal facilities, the largest group (12%) had used it at least once per year, 1% on a monthly basis and 0.4% had used it weekly.

No one (0%) had used it on a daily basis.

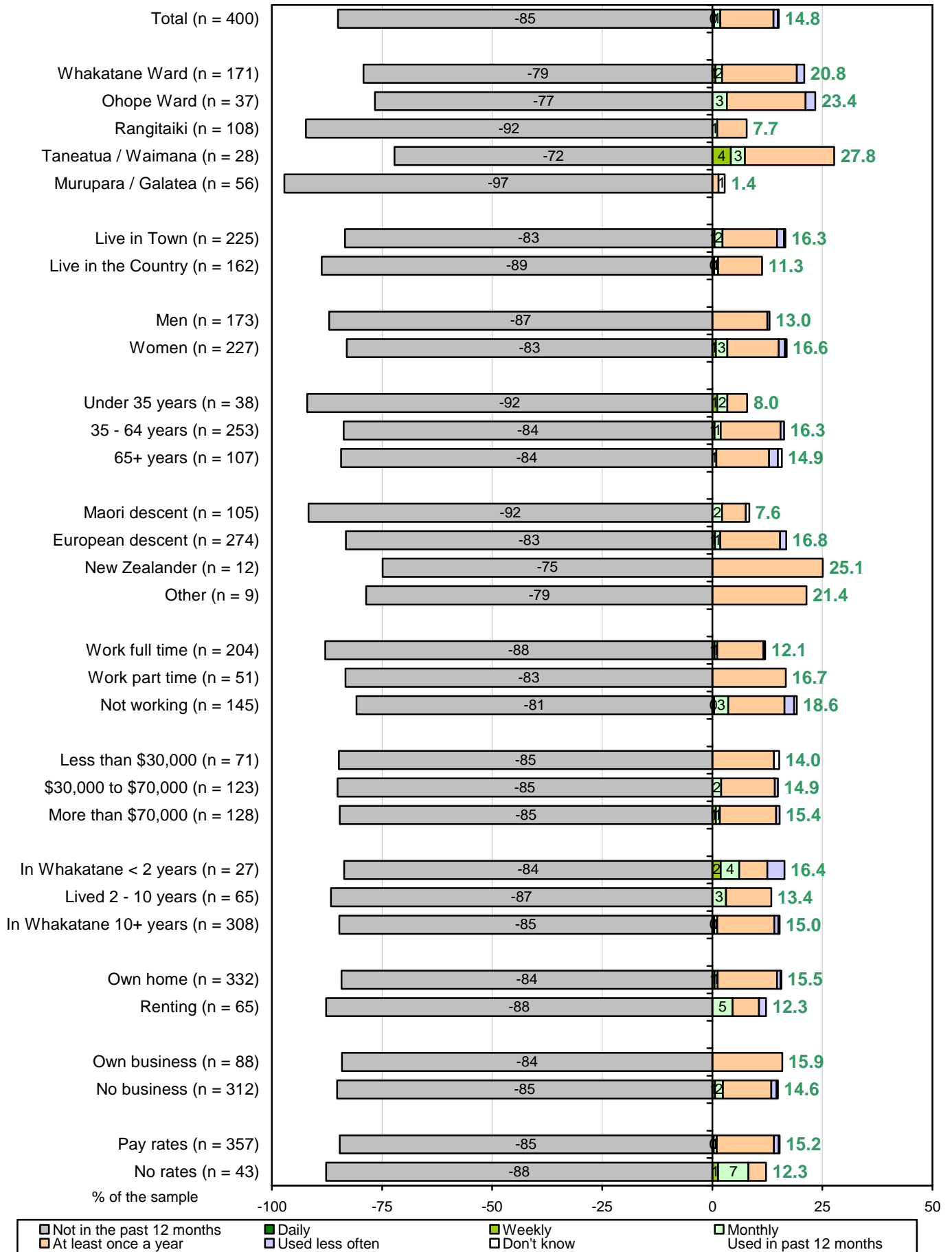
Usage of the Hazardous Waste Disposal facilities was significantly lower in the Murupara / Galatea Ward (1%) and Rangitaiki Ward (8%).



The chart over the page compares the usage of the Hazardous Waste Disposal facilities at Whakatane Recycling Park among the various subgroups of interest. Respondents who were significantly **more likely** to use the Hazardous Waste Disposal facilities at Whakatane Recycling Park include:

- Those from the Taneatua / Waimana Ward (28%), Ohope Ward (23%) and the Whakatane Ward (21%)
- Those who describe their ethnicity as “New Zealander” or “kiwi” (25%) or “Other” (21%)

Usage of the Hazardous Waste Disposal by subgroup



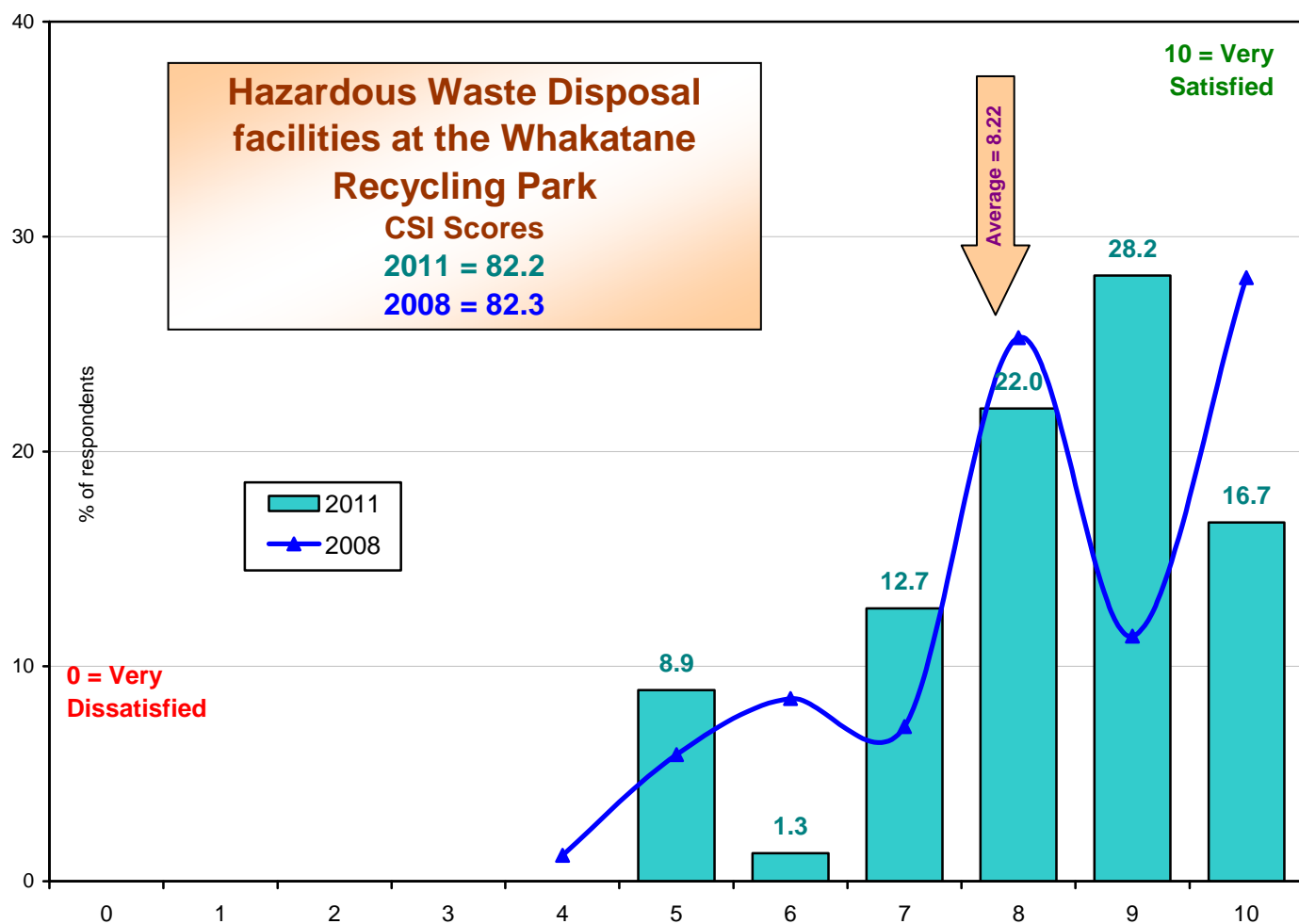
Satisfaction with the Hazardous Waste Disposal facilities at Whakatane Recycling Park

Respondents who had used the Hazardous Waste Disposal facilities at Whakatane Recycling Park in the last 12 months (n=63) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Four fifths of the respondents in the subgroup (80%) were satisfied with the Hazardous Waste Disposal facilities at Whakatane Recycling Park (Scores 7 – 10). Almost half of the users (45%) rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 10 (17%).

A tenth of the subgroup (10%) rated the Hazardous Waste Disposal facilities at Whakatane Recycling Park with a score that was neutral (Scores 4 – 6), and no respondents (0%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Hazardous Waste Disposal facilities at Whakatane Recycling Park was 82.2 virtually unchanged from 2008. This again rates as an excellent service.



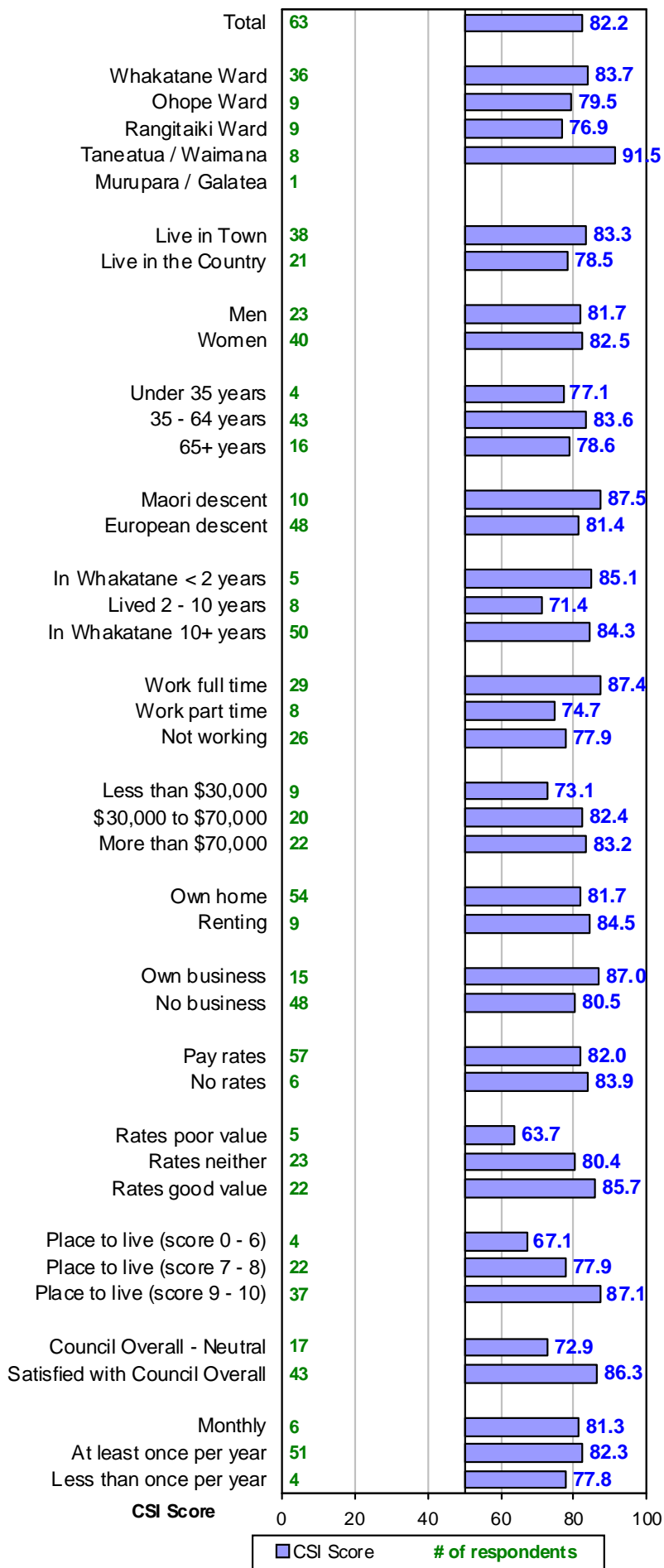
Satisfaction with the Hazardous Waste Disposal facilities at Whakatane Recycling Park by demographics

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

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

The analysis shows that there are high levels of satisfaction with the Hazardous Waste Disposal facilities at Whakatane Recycling Park across most of the subgroups of interest

The number of respondents in the subgroups are too small to be able to draw any conclusions about the differences in CSI scores.



Council Parking in Whakatane

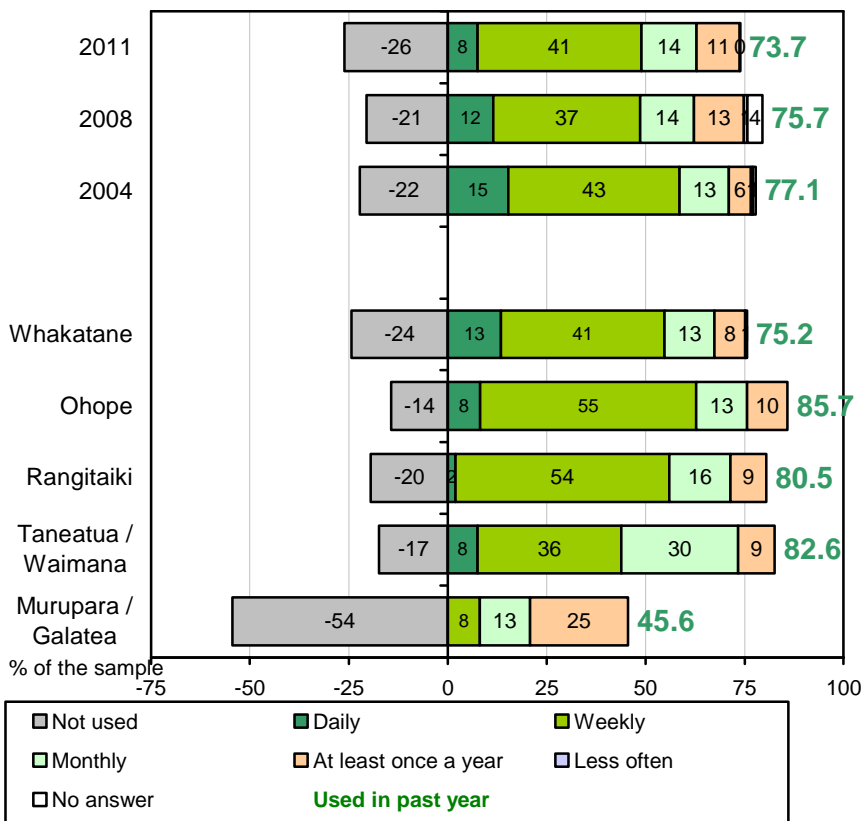
Respondents were asked how often they used the Council Parking in Whakatane in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you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

Frequency of using Council Parking in Whakatane

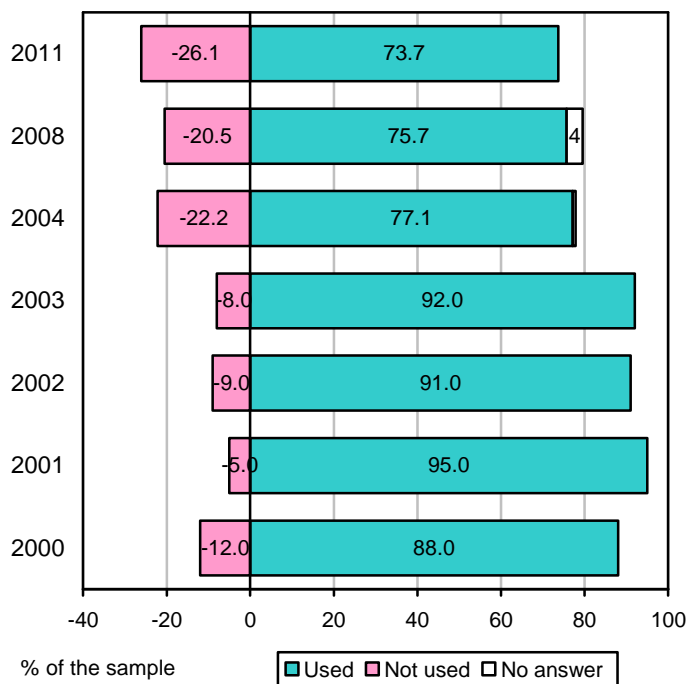
Three quarters of the respondents (74%) had used the Council parking in Whakatane in the past 12 months, while 26% had not used this.

The largest group (41%) used the Council parking in Whakatane weekly. Close to a tenth of the sample (8%) had used this on a daily basis while 14% used this monthly and 11% used this once per year.

Usage of the Council parking in Whakatane was lower in the Murupara / Galatea Ward (46%) but ranged from 76% - 86% in the other Wards.

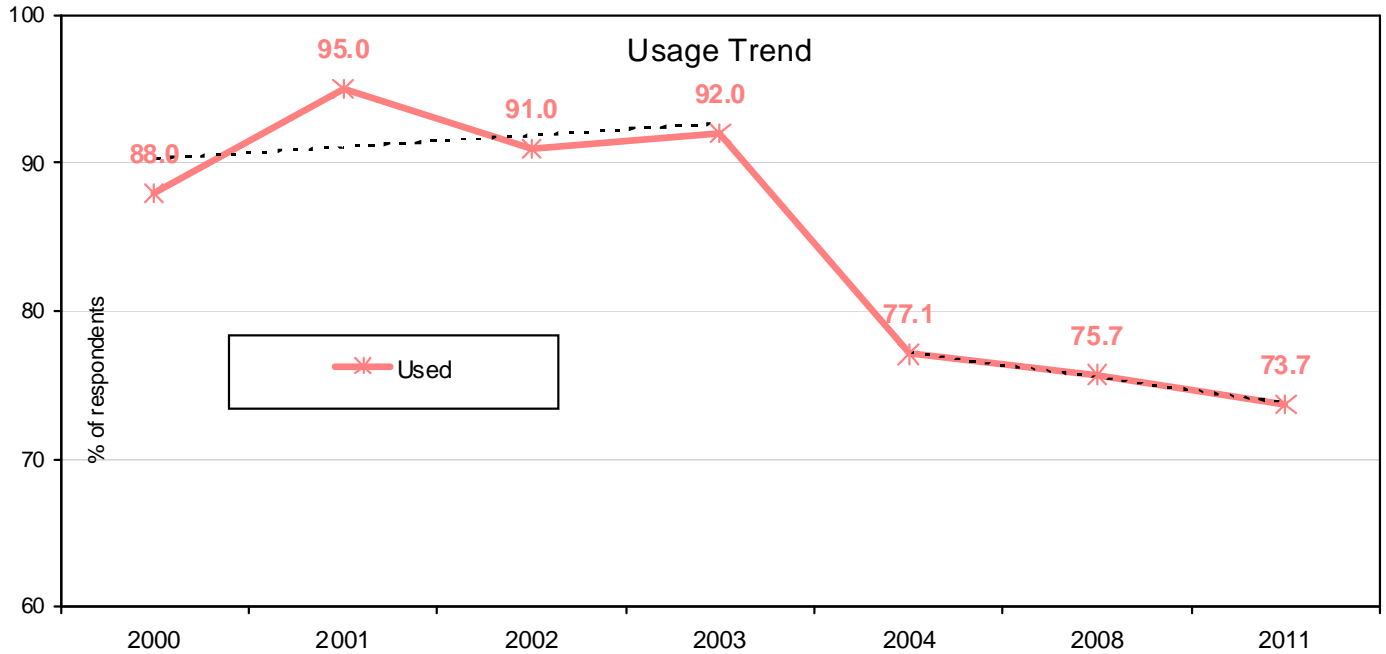


Comparing the history of Council Parking in Whakatane usage shows that current usage at 74% is down 2% from the 2008 result.



The chart shows the usage trend for Council Parking in Whakatane based on the percentage who had used these facilities in the past 12 months. Usage at 73.7% is 2.0 points lower than that recorded in 2008. This is lowest usage recorded to date.

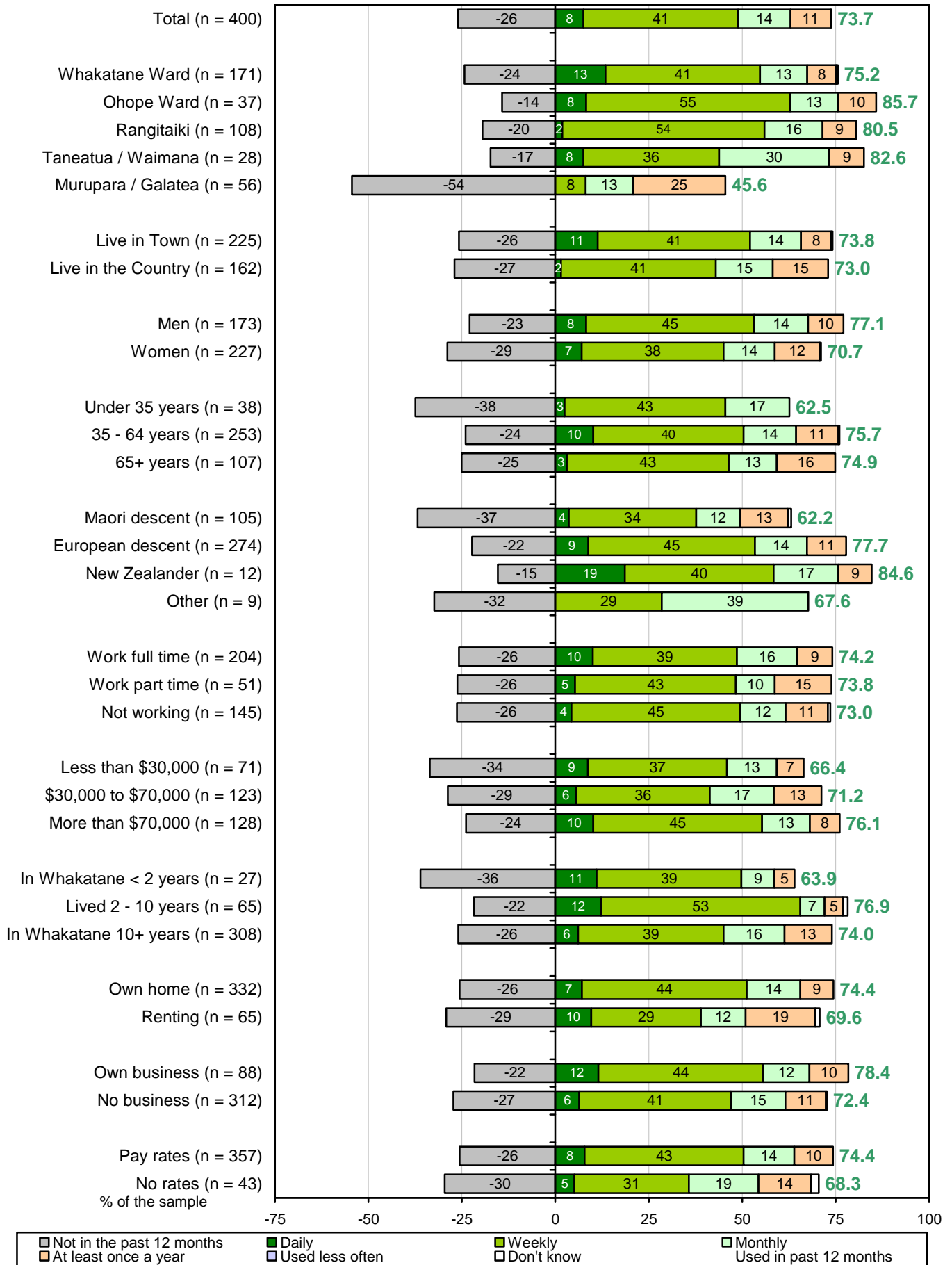
Note: It is probable that changing the question wording from Council parking to Council parking in Whakatane in 2004 has caused the drop in usage from the 2000 – 2003 results.



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

- Those from the Ohope (86%)
- Those who described their ethnicity as “New Zealander” or Kiwi” (85%) or of European descent (78%)

Usage of the Council Car Parks by subgroup

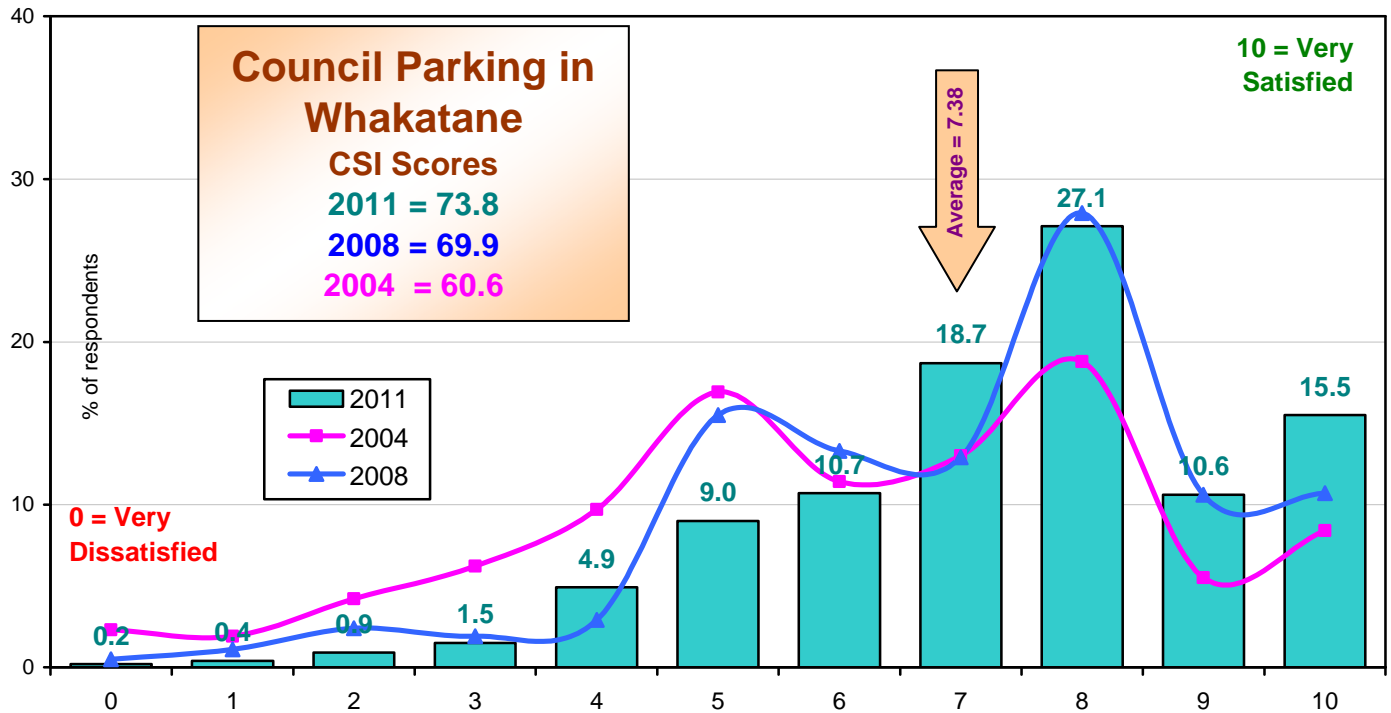


Satisfaction with Council parking in Whakatane

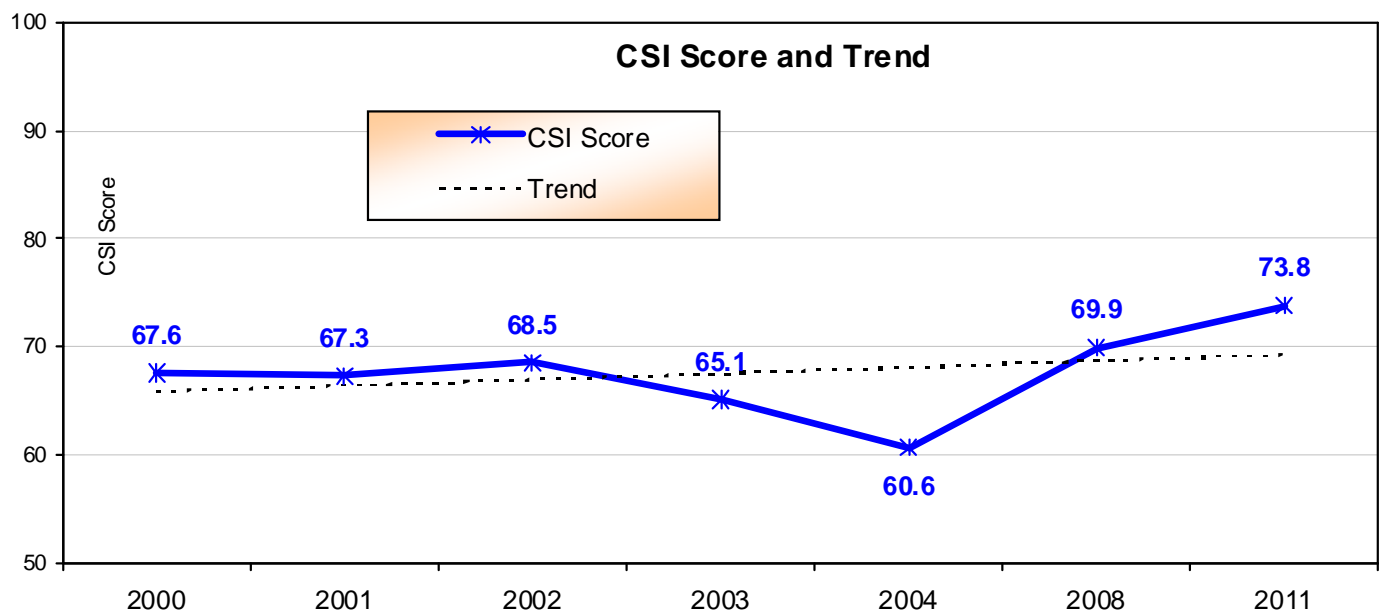
Respondents who had used Council parking in Whakatane in the last 12 months (n=294) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Three quarters of the respondents in the subgroup (72%) were satisfied with Council parking in Whakatane (Scores 7 – 10). A quarter (26%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (27%). A quarter of the subgroup (25%) rated the Council parking in Whakatane with a score that was neutral (Scores 4 – 6), and 9 respondents (3%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Council parking in Whakatane was 73.8. This is a rise of 3.9 points from 2008 and this now indicates a good level of satisfaction.



The CSI score of 73.8 is 3.9 points higher than the 2008 result. This is the highest result recorded by the monitor and the latest result is well above the trend of recent readings.



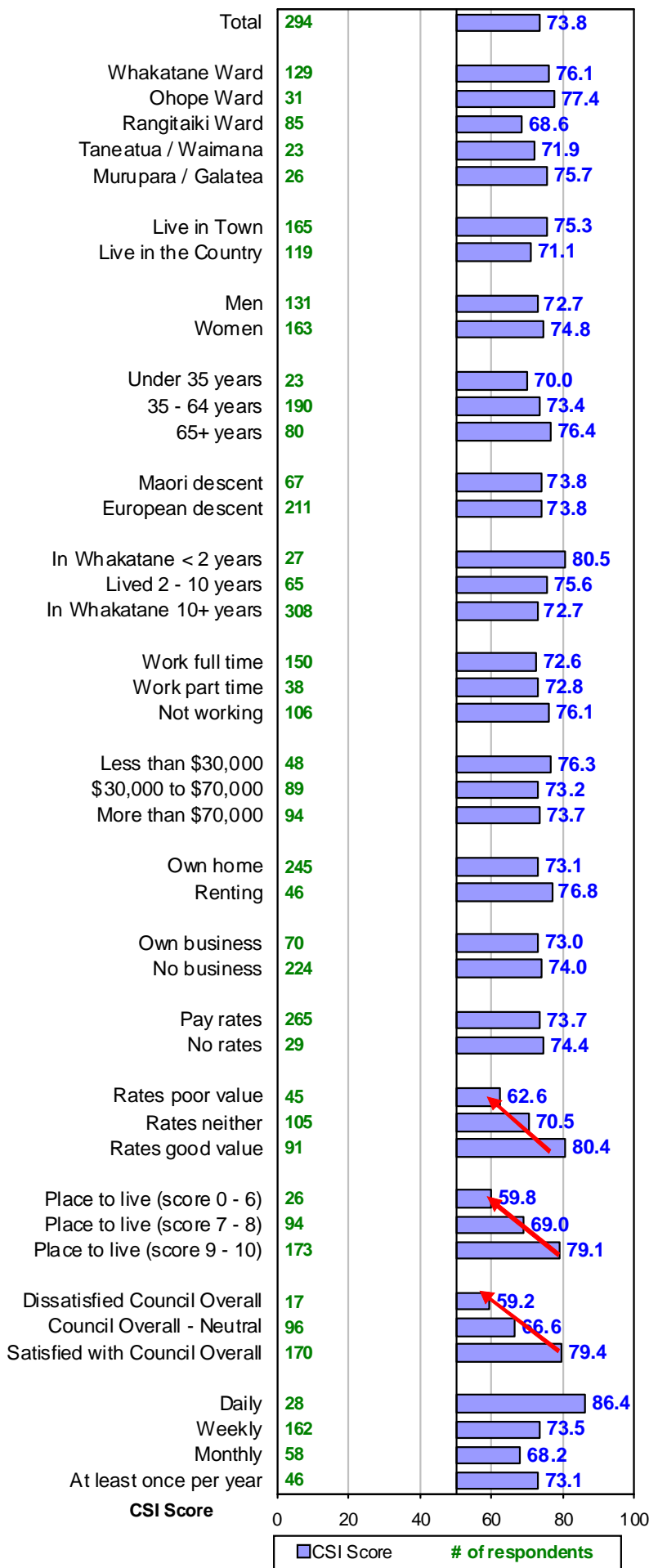
Satisfaction with Council Parking in Whakatane by demographics

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

The analysis shows that there are reasonable levels of satisfaction with Council Parking in Whakatane across most of the subgroups of interest

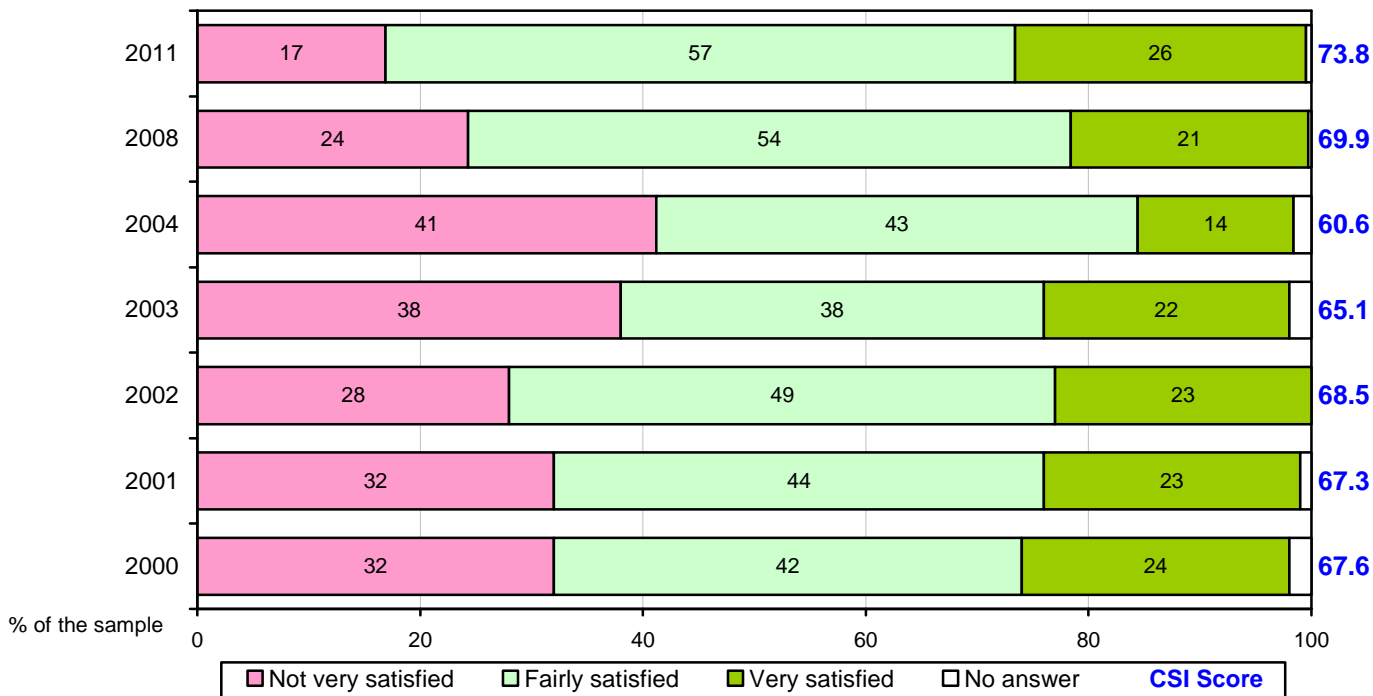
The variables that appear to have had the greatest impact on satisfaction with Council Parking in Whakatane were:

- Respondents from town (CSI score 75.3) are more satisfied than those from the country.
- Respondents aged over 65 (CSI score 76.4) appear more satisfied than those from other age groups.
- Respondents who have lived in Whakatane for less than two years (CSI score 80.5) appear more satisfied than those who have lived there longer (CSI score 72.7 – 75.6).
- Respondents who thought they received good value for their rates (CSI score 80.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 62.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 79.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 59.8).
- Those who were satisfied with the overall performance of Council (CSI score 79.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 59.2).
- The respondents who used Council Parking in Whakatane daily (CSI score 86.4) are significantly more satisfied than those who use these less often.

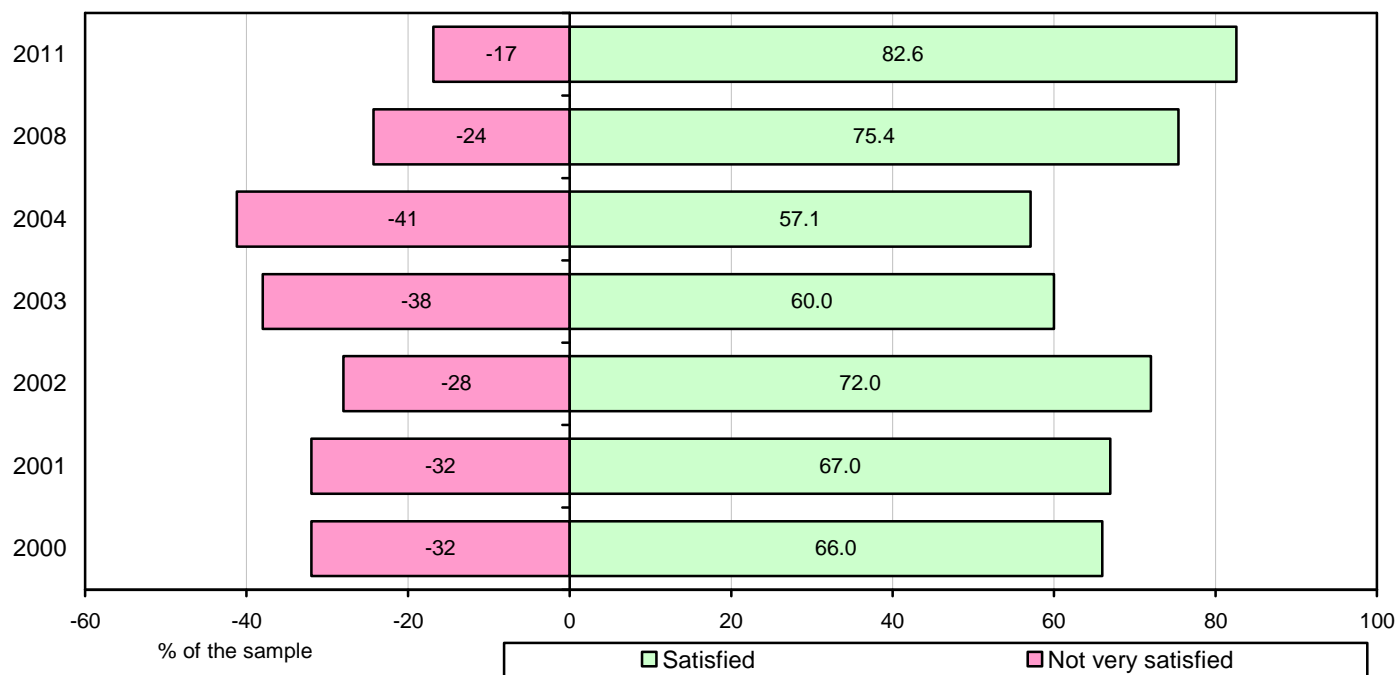


Council Parking in Whakatane Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Council Parking in Whakatane using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (57%) are fairly satisfied with the Council Parking in Whakatane with a further 26% being very satisfied. A sixth of the respondents were not very satisfied.



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



Councils Dog Control Service

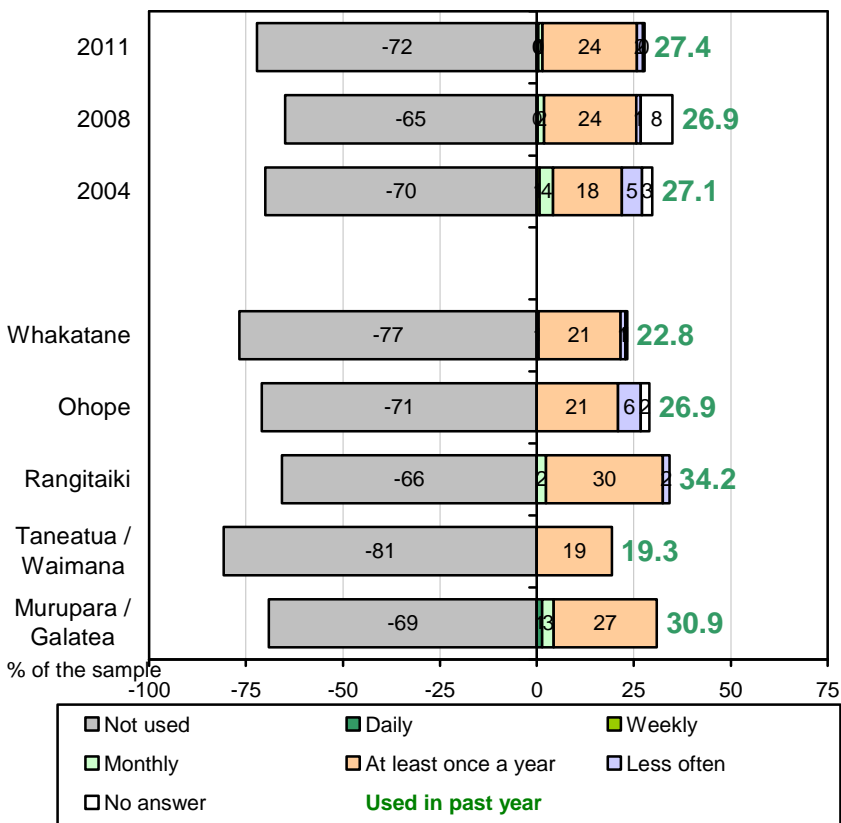
Respondents were asked how often they had contacted the Council about dogs in the past year. The wording for this question has changed from that used prior to 2004 with respondents asked 'how often they have used these facilities in the past twelve months' where previously this was asked as 'have you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

Frequency of using Councils Dog Control Service

Three quarters of the respondents (72%) had not used the Councils Dog Control Service in the past 12 months, while 27% had used this service.

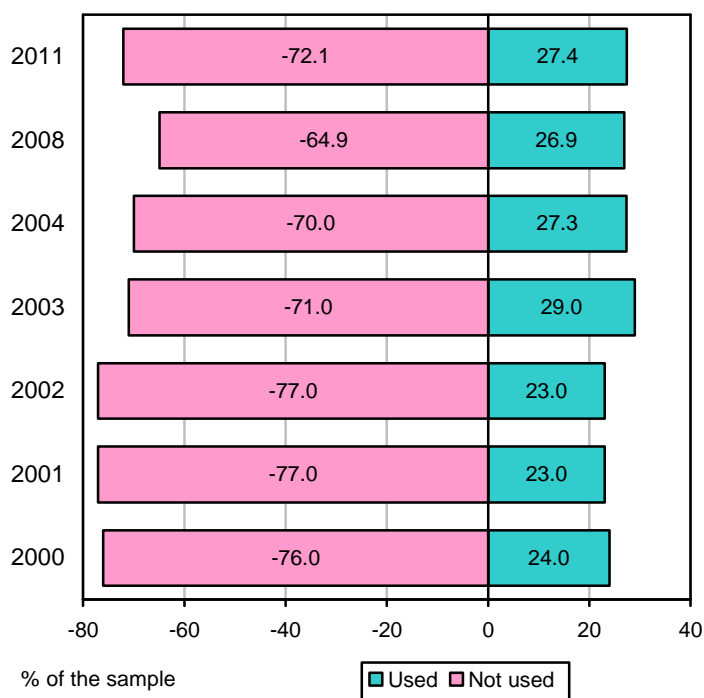
The largest group (24%) used Councils Dog Control Service at least once a year, while 1% had used them monthly and 2% less than once per year.

Usage of the Councils Dog Control Service was highest in the Rangitaiki Ward (34%) but ranged from 19% - 31% in the other Wards.

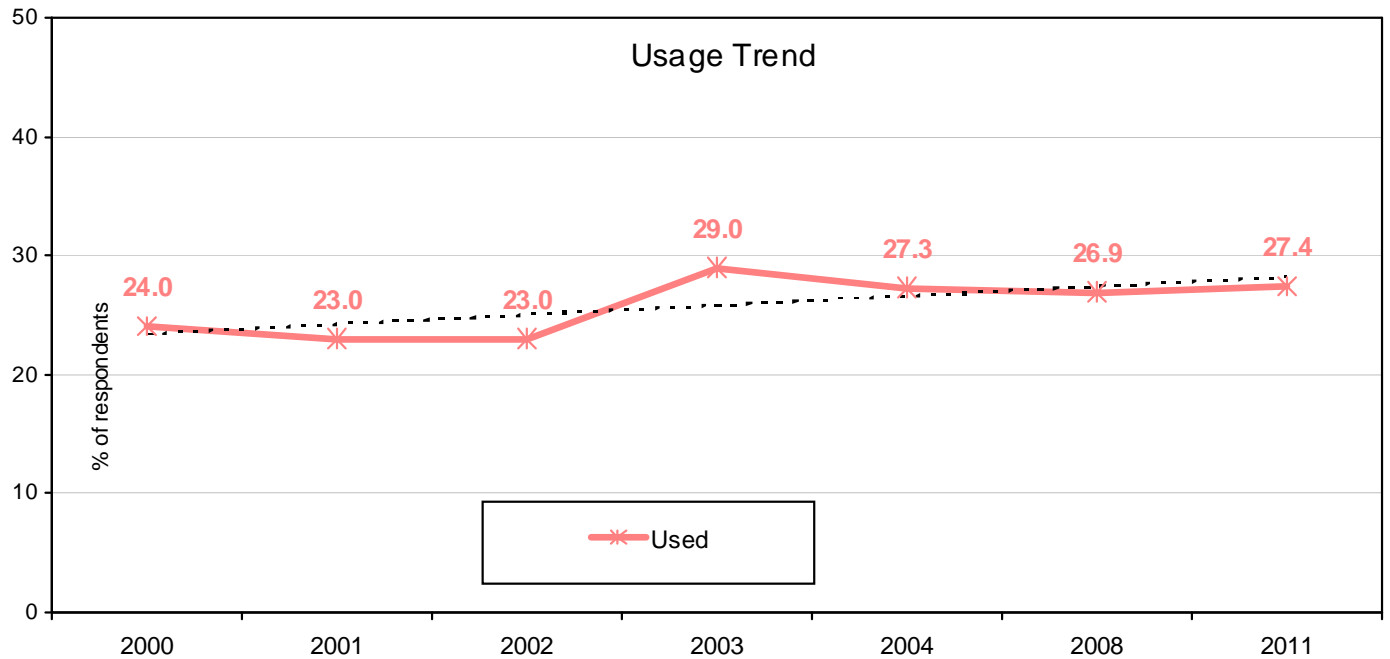


Comparing the history of Councils Dog Control Service usage shows that current usage at 27% is similar to the 2004 and 2008 result.

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



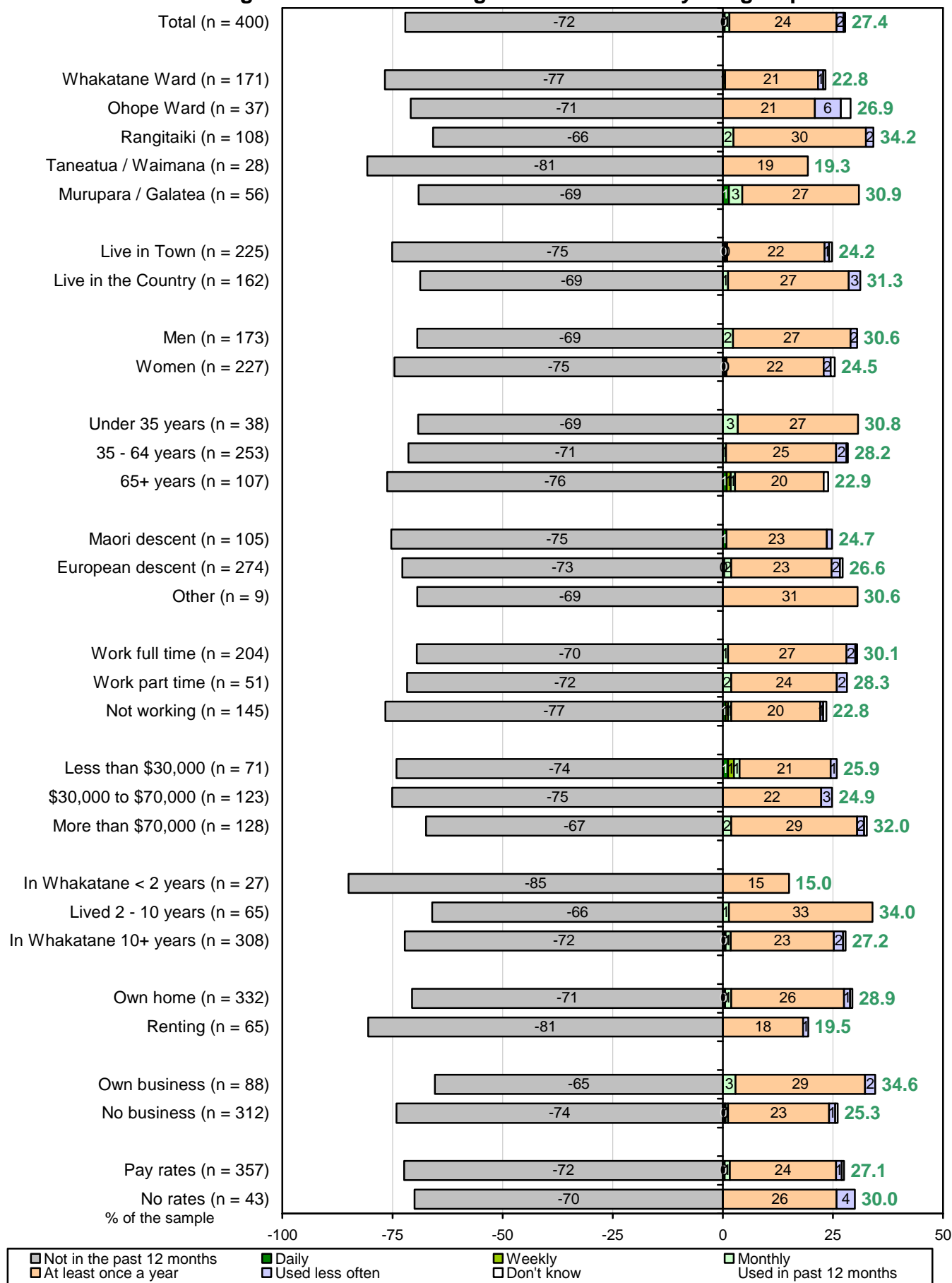
The chart shows the usage trend for Councils Dog Control Service based on the percentage who had used these facilities in the past 12 months. Usage at 27.4% is 0.5 points higher than that recorded in 2008 but similar to that recorded in 2004.



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

- Those living in the country (31%)
- Those who own or operate their own business (35%)
- Those who live in the Rangitaiki Ward (34%) or the Murupara / Galatea Ward (31%)

Usage of the Councils Dog Control Service by subgroup

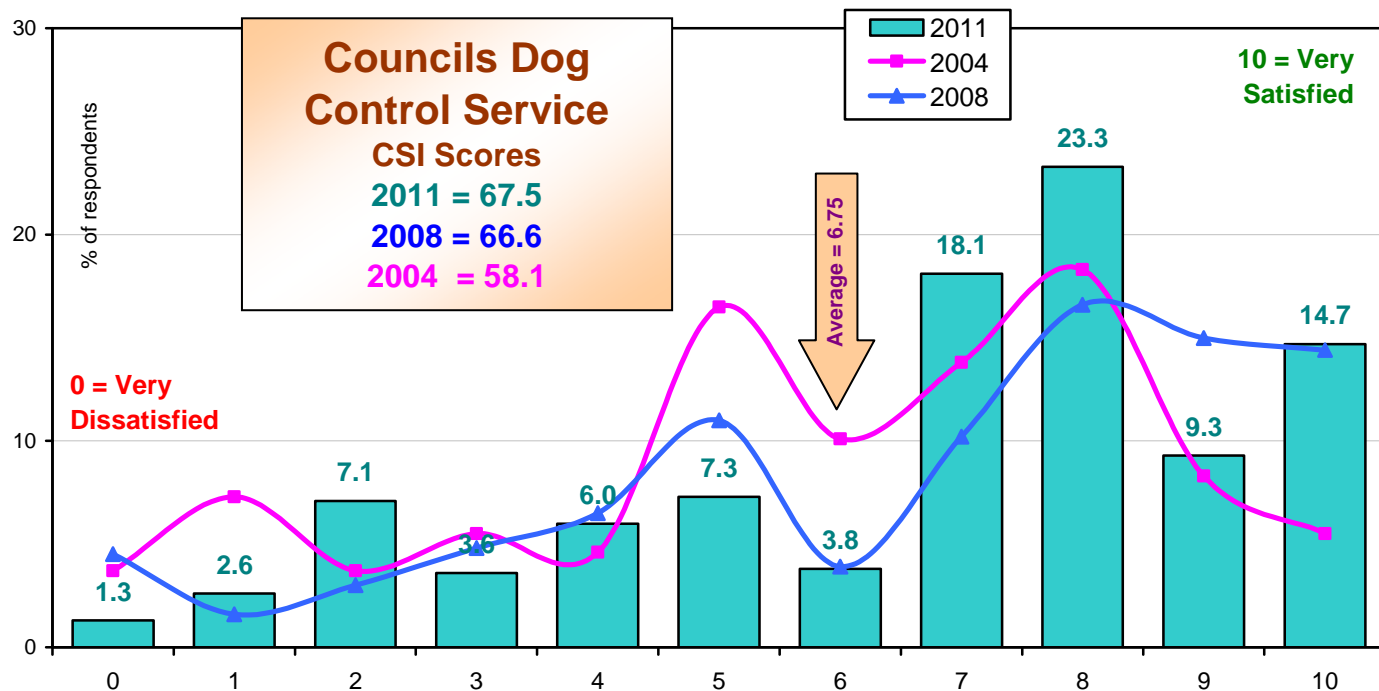


Satisfaction with Councils Dog Control Service

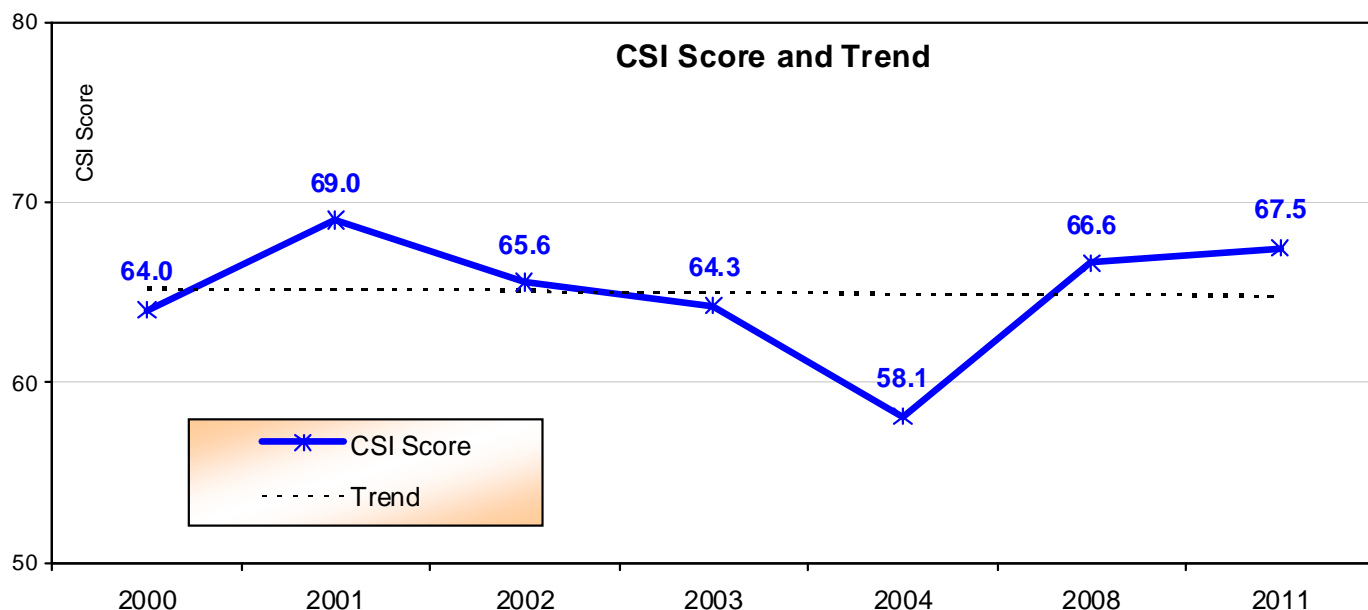
Respondents who had used Councils Dog Control Service in the last 12 months (n=105) were asked to rate their satisfaction using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (65%) were satisfied with Councils Dog Control Service (Scores 7 – 10). A quarter (25%) of the users rated these with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (23%). A sixth of the subgroup (17%) rated the Councils Dog Control Service with a score that was neutral (Scores 4 – 6), and 16 respondents (15%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Councils Dog Control Service was 67.5, up 0.9 points from 2008. This again indicates fair level of satisfaction but with the need for improvement.



The CSI score of 67.5 is 0.9 points higher than the 2008 result. This is the second highest result recorded by the monitor and the latest result is well above the trend of recent readings.



Satisfaction with Councils Dog Control Service by demographics

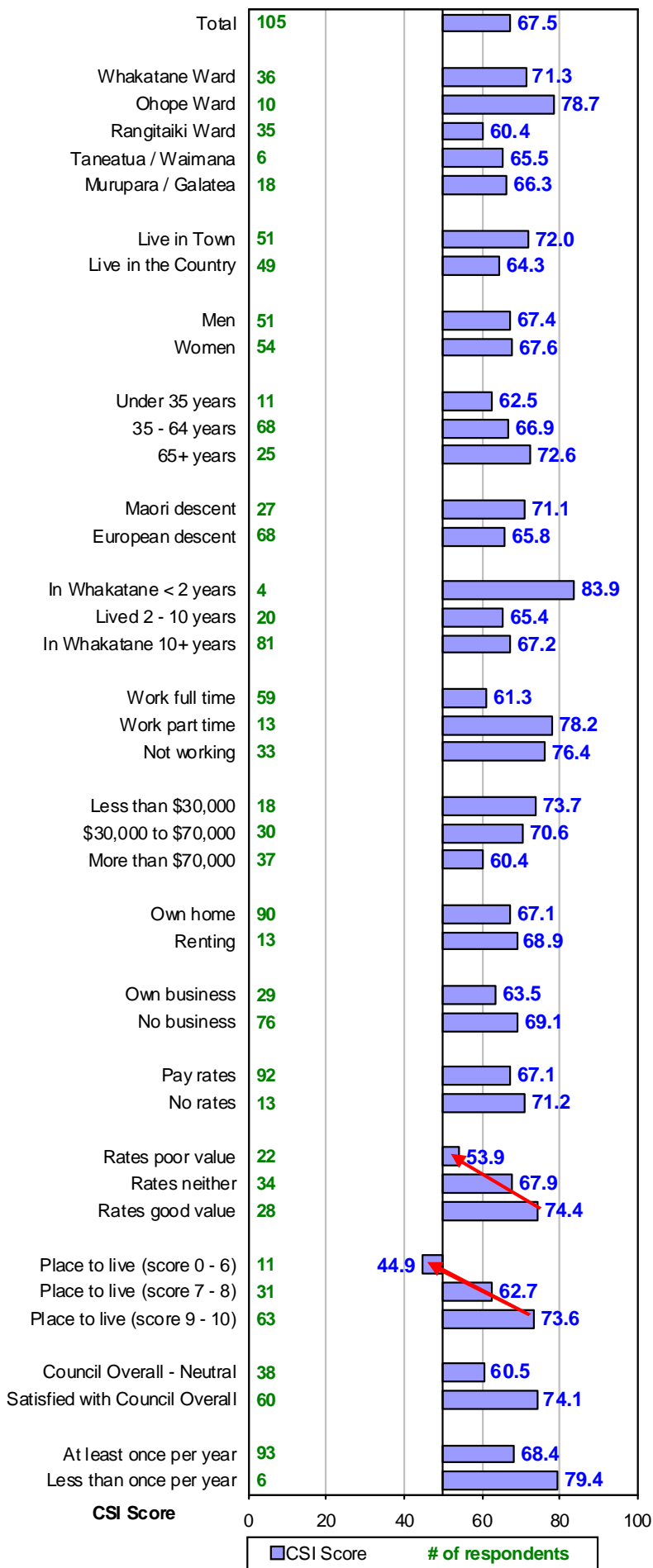
Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

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

The analysis shows that there are reasonable levels of satisfaction with Councils Dog Control Service across most of the subgroups of interest

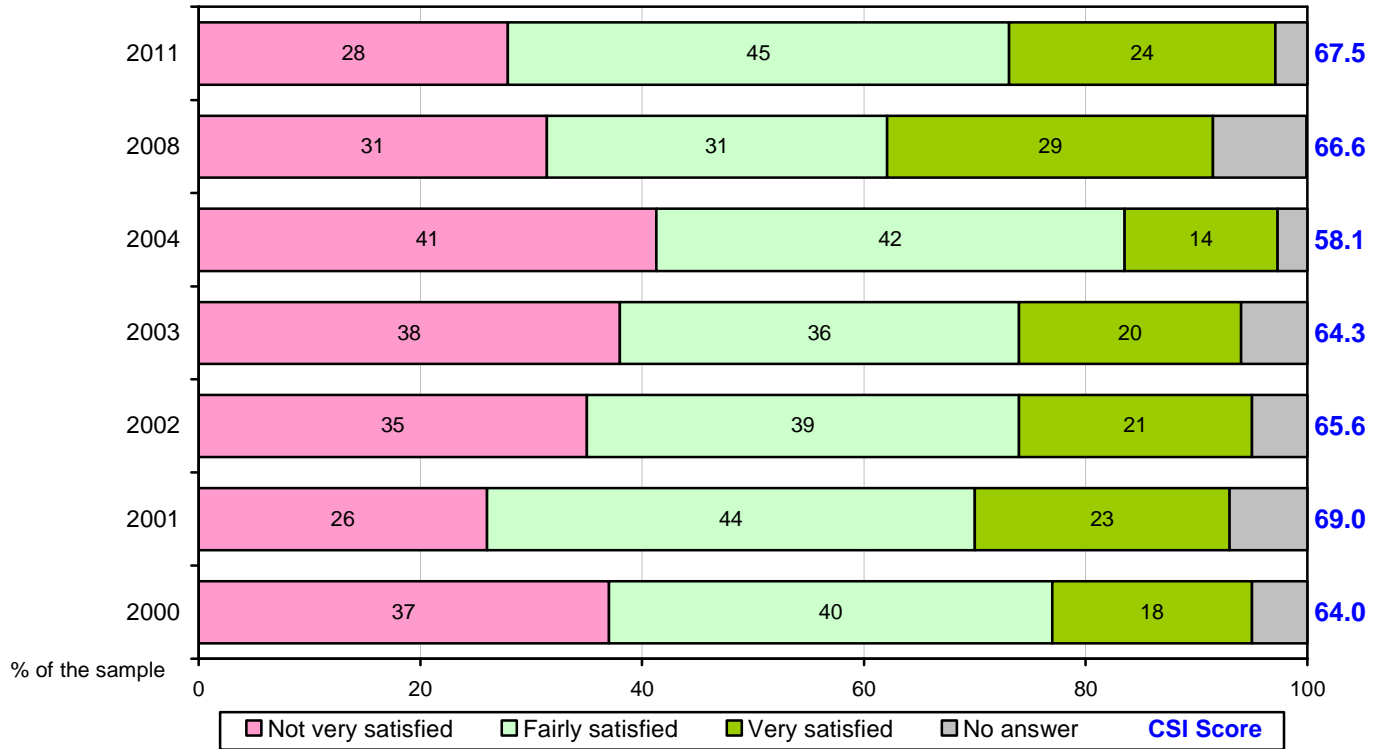
The variables that appear to have had the greatest impact on satisfaction with Councils Dog Control Service were:

- Respondents from the Ohope Ward (CSI score 78.7) were more satisfied than those from other Wards (CSI score 60.4 – 71.3).
- Respondents from town (CSI score 72.0) are more satisfied than those from the country (CSI score 64.3).
- Respondents aged over 65 (CSI score 72.6) were significantly more satisfied than those from other age groups.
- Respondents who have lived in Whakatane for less than 2 years (CSI score 83.9) appear more satisfied than those who have lived there longer.
- Those with a household income of under \$30,000 (CSI score 73.7) appear more satisfied than those in the higher income brackets (CSI score 60.4 – 70.6).
- Respondents who thought they received good value for their rates (CSI score 74.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 53.9).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 73.6) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 44.9)

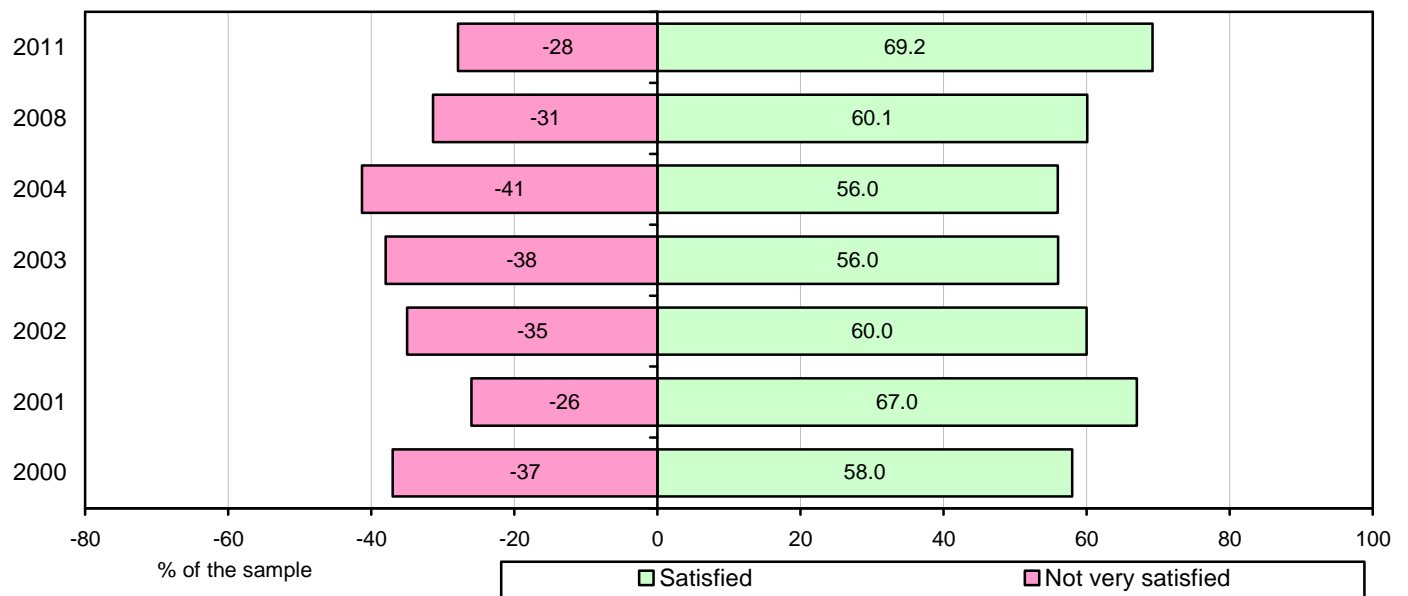


Councils Dog Control Service Satisfaction Comparison with History

The following chart compares the history of satisfaction with the Councils Dog Control Service using the previous 3 point scale and an estimated CSI score for each year. This shows that the largest group of users, (45%) are fairly satisfied with the Councils Dog Control Service with a further 24% being very satisfied. A quarter of the respondents were not very satisfied.



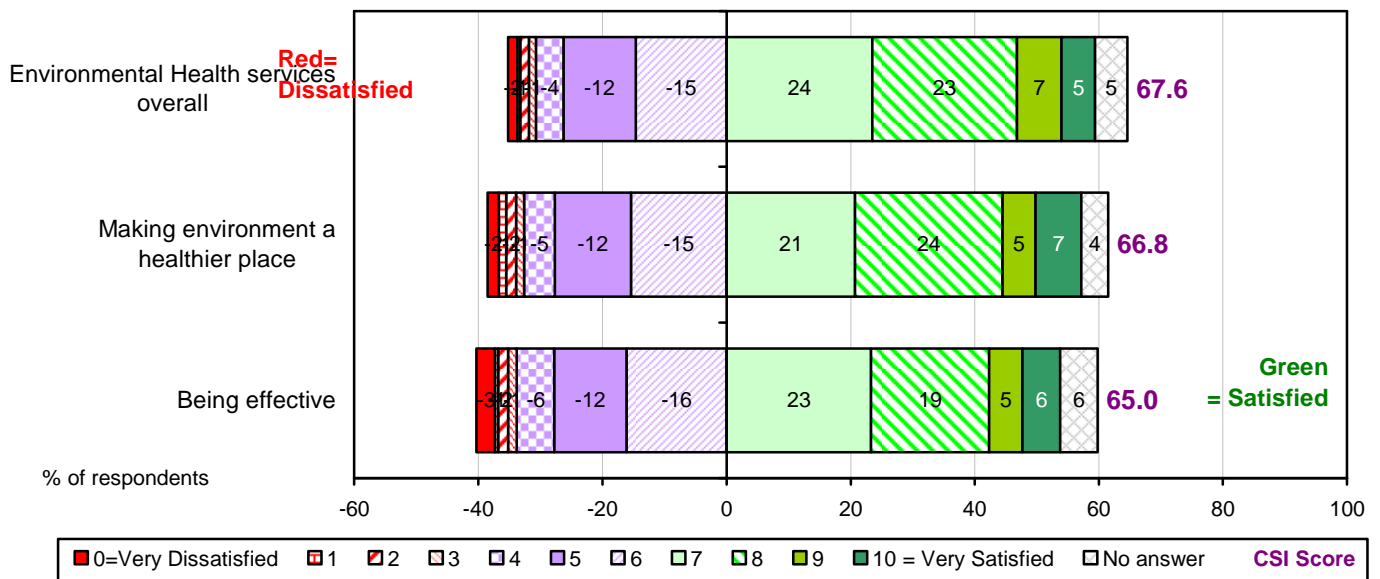
Comparing the proportion of respondents who were less than satisfied versus those who are satisfied shows that satisfaction levels have increased again this year.



Environmental Health Services

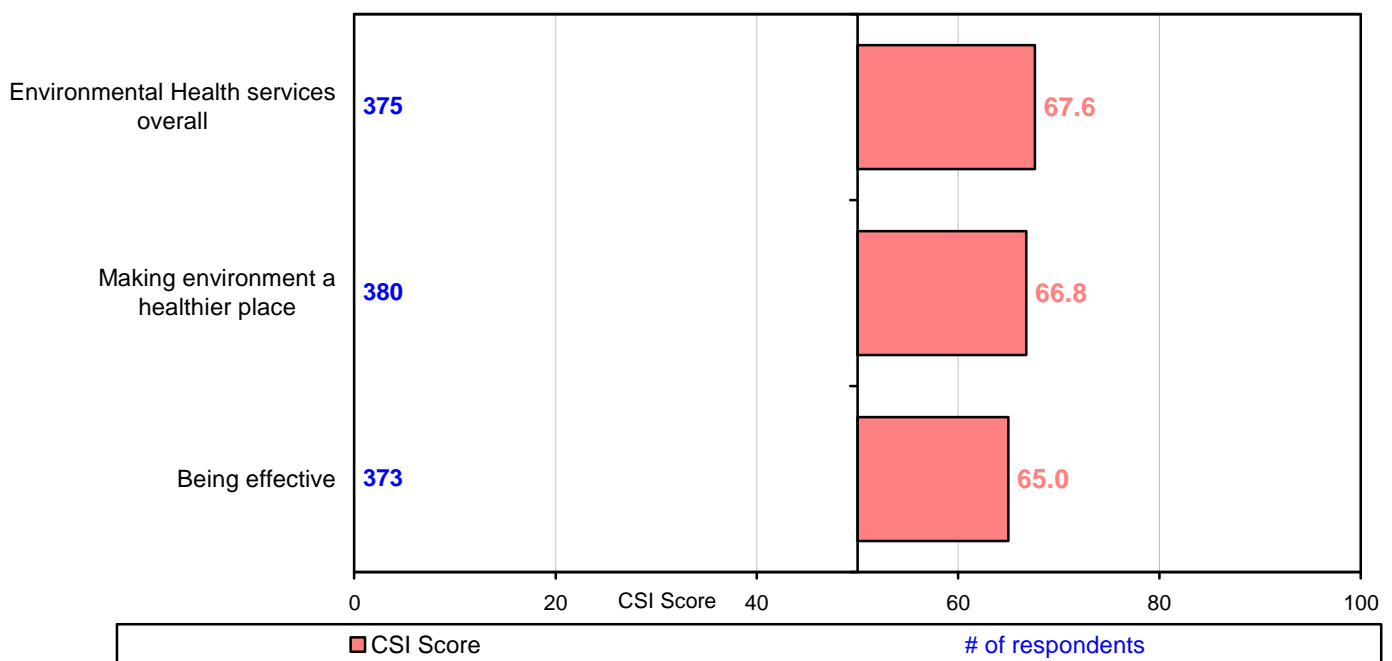
The respondents were asked 'Thinking about environmental health services, including public health, food, noise, litter and liquor licensing and using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with <factor>?'

The majority of respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 59% for 'Environmental Health services overall' down to 54% for 'Environmental Health services being effective'. There are a small number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 4.5% for 'Environmental Health services overall' up to 6.5% for the 'Environmental Health services being effective'.



CSI scores for Environmental Health

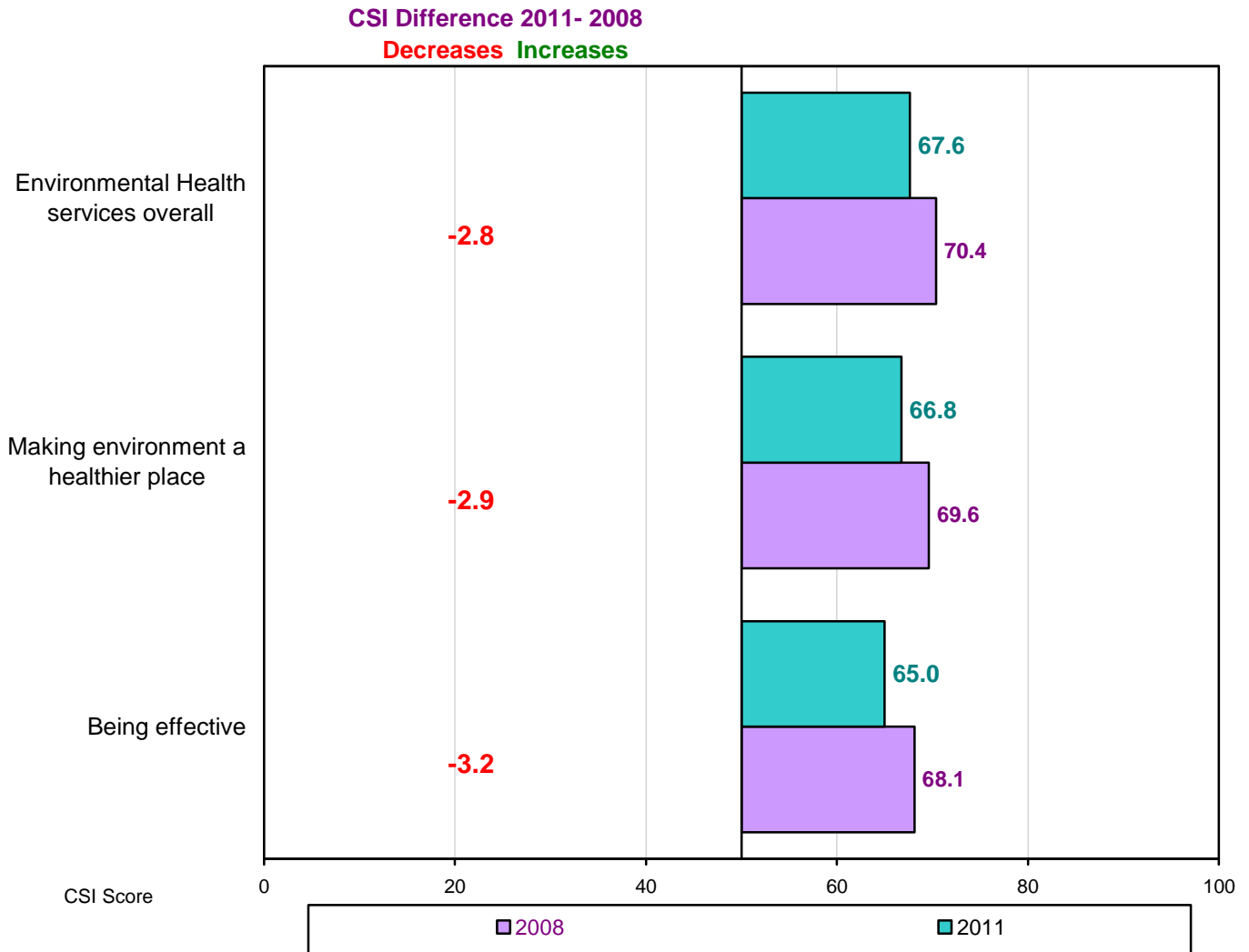
The CSI scores range from a high of 67.6 for 'Environmental Health services overall' down to 65.0 for 'Environmental Health services being effective'.



Environmental Health and Planning Services – Comparison with previous years

The following chart compares the CSI scores for the Environmental Health for 2011 versus 2008.

There were no increases and 3 decreases in CSI scores from 2008. The largest decrease was a fall of 3.2 points for *'the Environmental Health services being effective'* (CSI score 65.0). This was followed by a 2.9 point decrease in the factor *'Environmental Health making the environment around you a healthier place'* (CSI score 66.8) and then a 2.8 point decrease for the factor *'Environmental Health services overall'*.



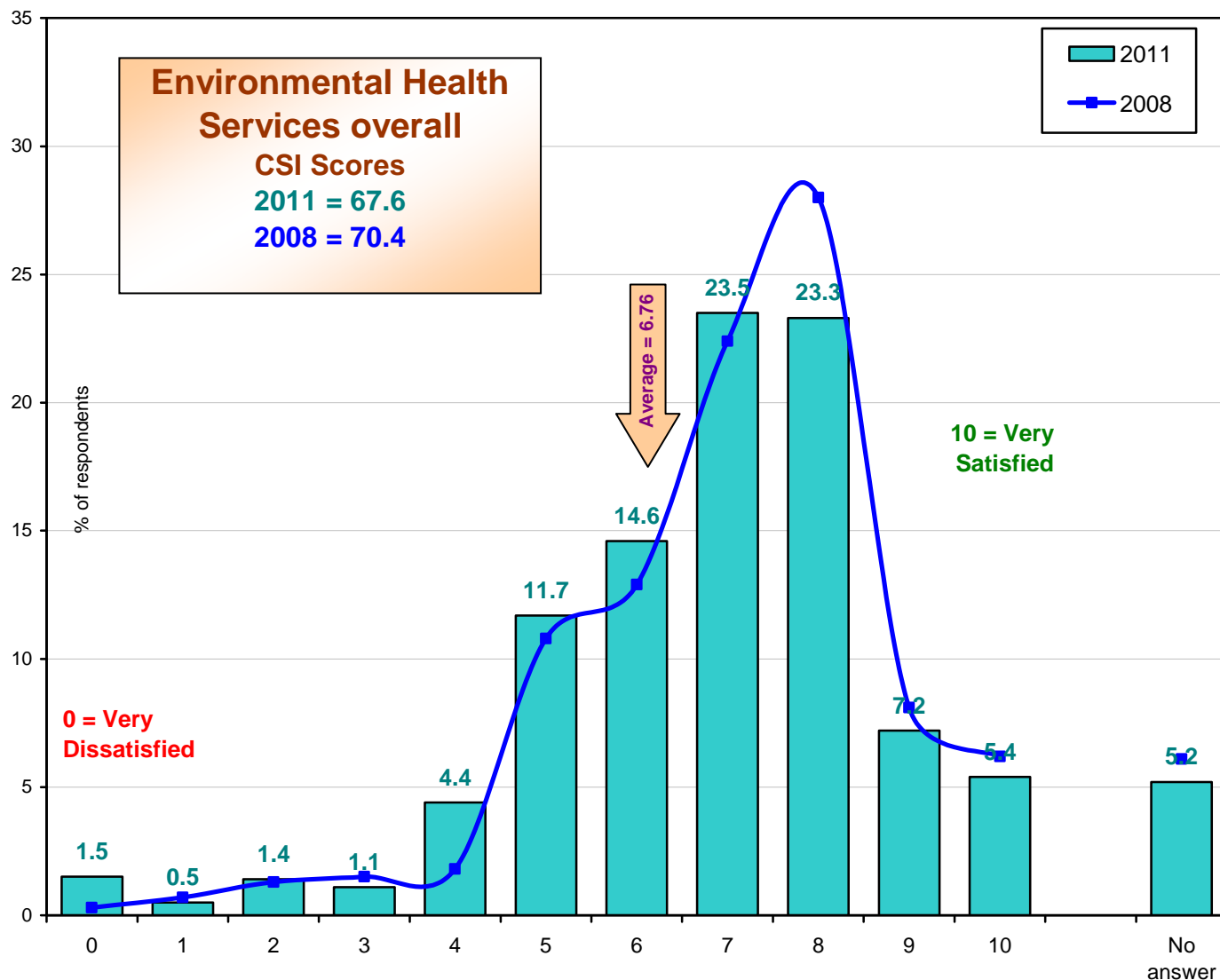
Environmental Health Services Overall

Respondents were asked to rate their satisfaction with 'the Environmental Health Services overall' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Just over half of the respondents (57%) were satisfied (Scores 7 – 10). The mode was a score of 8 (23%) and 13% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the Environmental Health Services Overall is 67.6. This is a decrease of 2.8 points from 2008 and this is once again, a score that implies there is room for improvement.



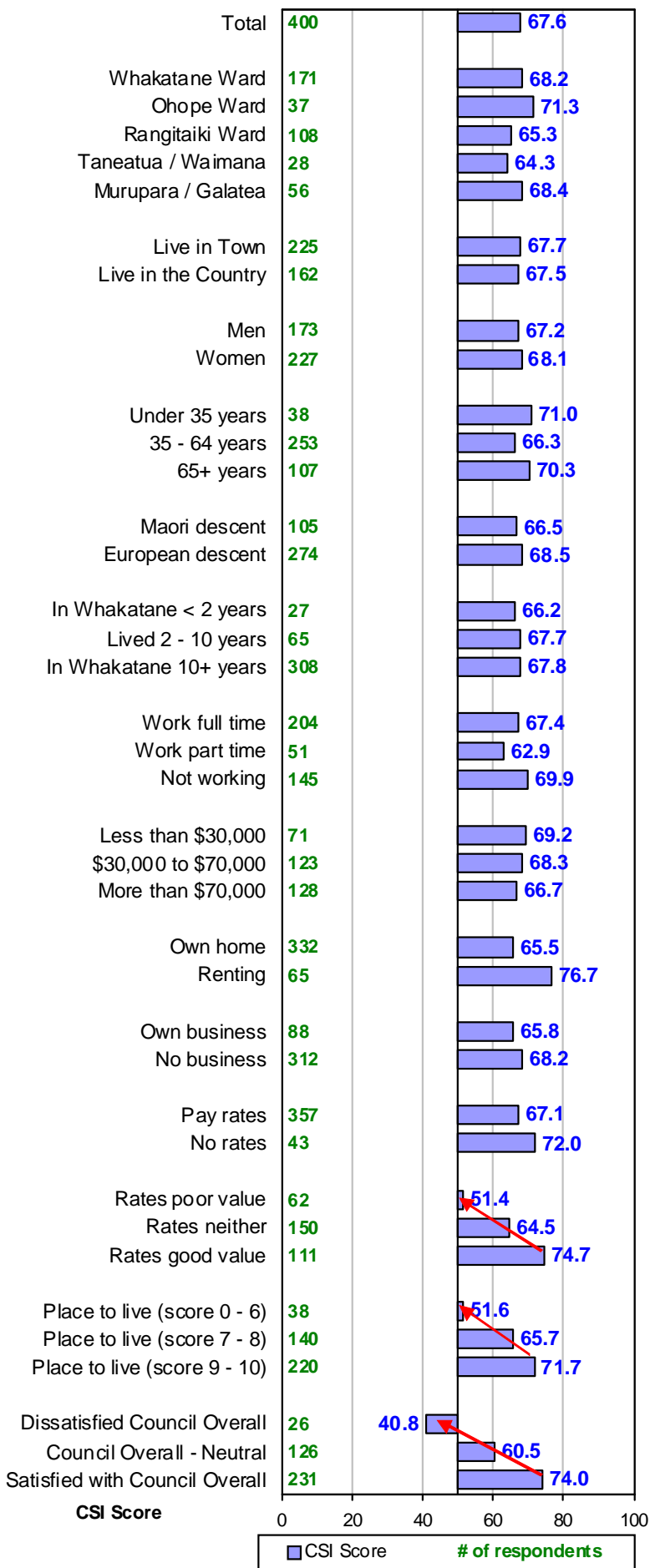
Satisfaction with Environmental Health Services overall by demographics

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

The analysis shows that there are reasonably low levels of satisfaction with the Environmental Health Services overall across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with Environmental Health Services overall were:

- Those from the Taneatua / Waimana Ward (CSI score 64.3) and Rangitaiki Ward (CSI score 65.3) appear less satisfied than those from the other Wards
- Respondents who thought they received good value for their rates (CSI score 74.7) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 51.4).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 71.7) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 51.6)
- Those who were satisfied with the overall performance of Council (CSI score 74.0) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 40.8).



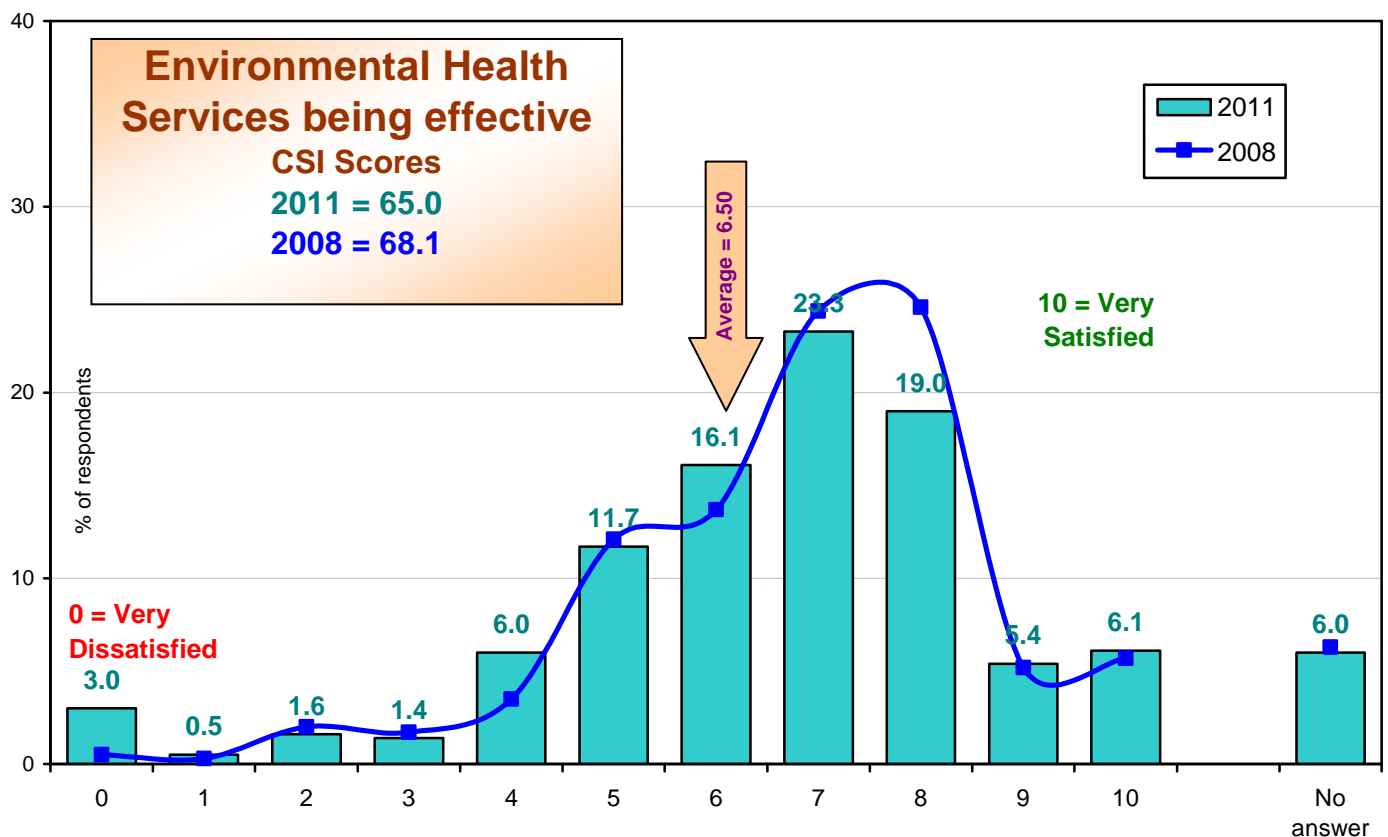
Environmental Health Services being effective

Respondents were asked to rate their satisfaction with 'Environmental Health Services being effective' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Just over half of the respondents (54%) were satisfied (Scores 7 – 10). The mode was a score of 7 (23%) and only 12% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (34%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 7% rated this with scores that reflect dissatisfaction (Scores 0 – 3). The remaining 6% did not answer this question, presumably because they did not know enough about the effectiveness of Environmental Health Services to be able to rate them.

The CSI score for Environmental Health Services being effective is 65.0. This is a decrease of 3.1 points from 2008 and is once again, a score that implies there is room for improvement.

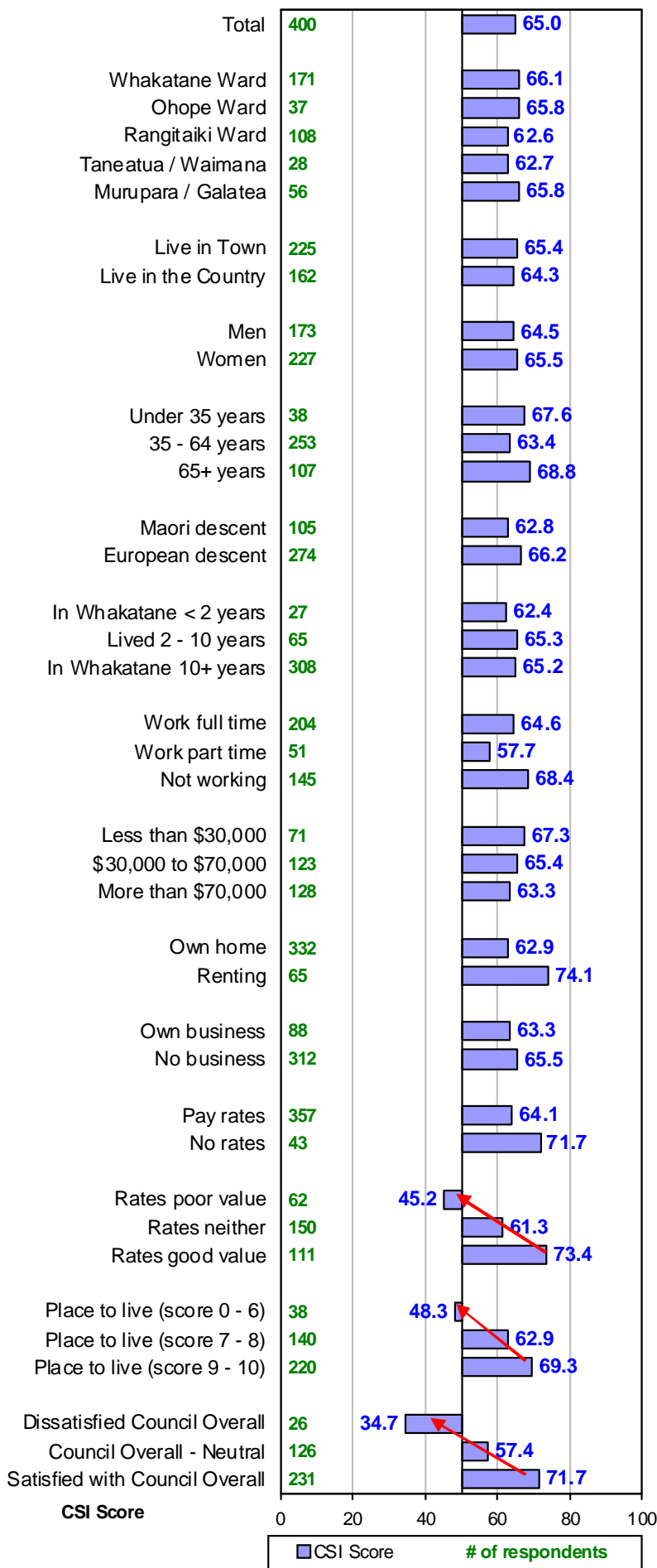


Satisfaction with Environmental Health Services being effective by demographics

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

The variables that appear to have had the greatest impact on satisfaction with Environmental Health Services being effective were:

- Those who rent (CSI score 74.1) are significantly more satisfied than those who live in their own home (CSI score 62.9).
- Those who pay rates (CSI score 64.1) are significantly less satisfied than those who don't pay rates (CSI score 71.7).
- Respondents who thought they received good value for their rates (CSI score 73.4) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 45.2).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 69.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 48.3).
- Those who were satisfied with the overall performance of Council (CSI score 71.7) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 34.7).



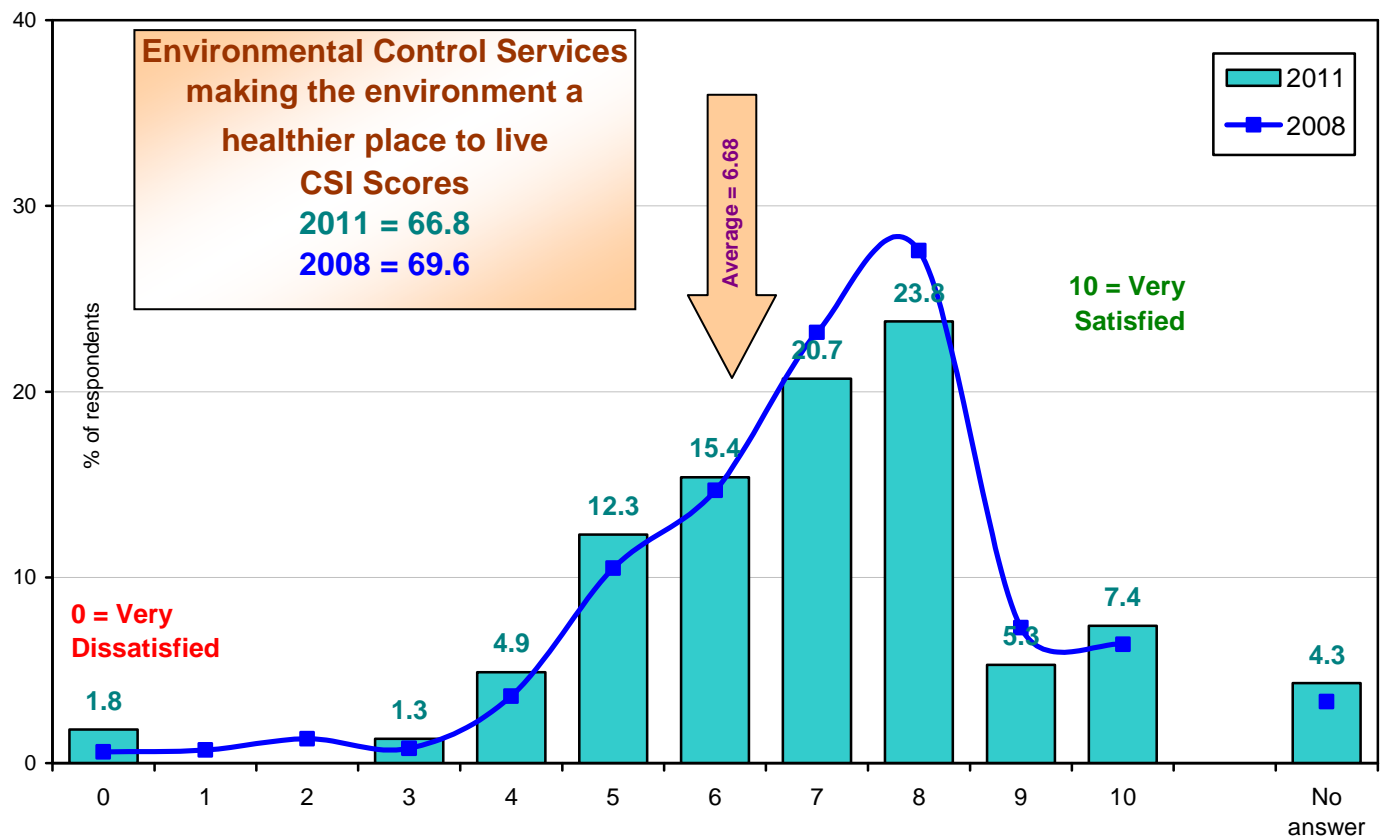
Environmental Health Services making the environment a healthier place

Respondents were asked to rate their satisfaction with 'Environmental Health Services making the environment around you a healthier place to live' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Just over half of the respondents (57%) were satisfied (Scores 7 – 10). The mode was a score of 8 (24%) and 13% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 3% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Environmental Health Services making the environment around you a healthier place to live is 66.8. This is a decrease of 2.8 points from 2008 and once again this is a score that implies there is room for improvement.

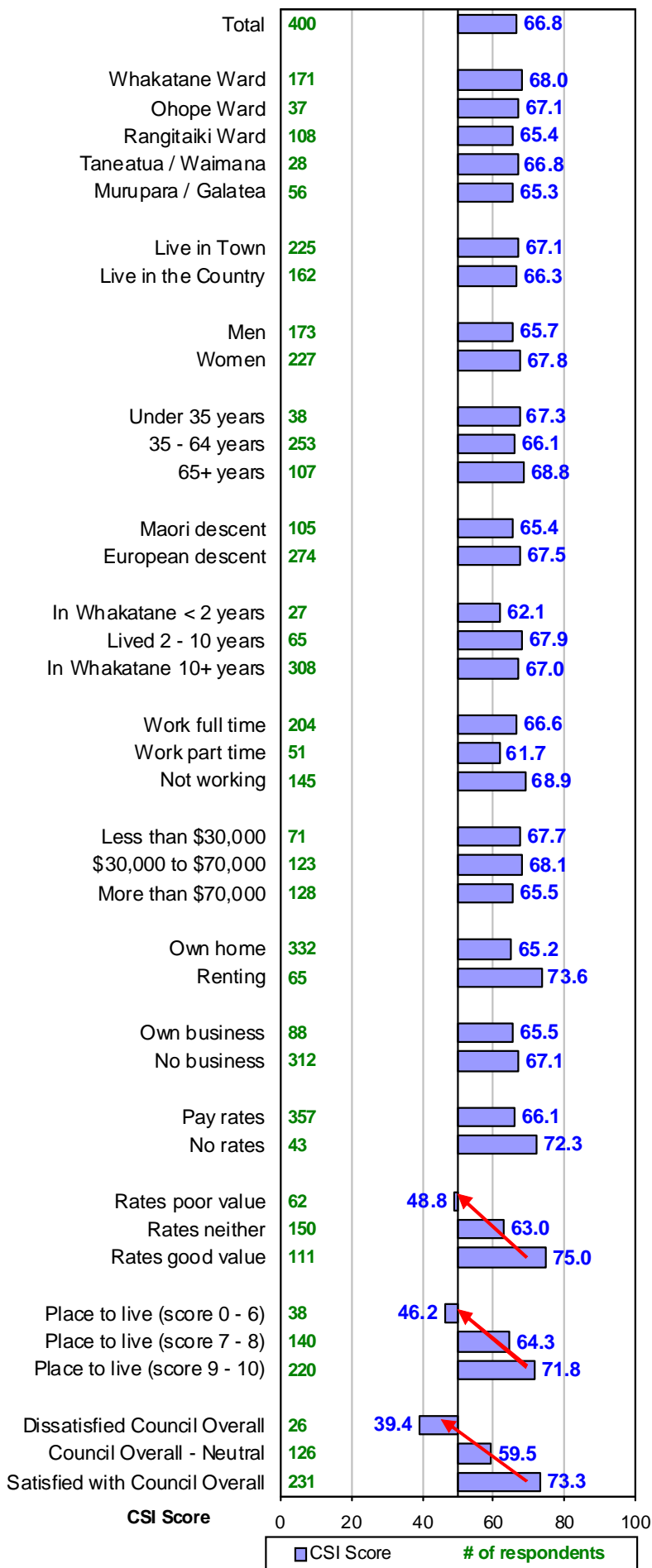


Satisfaction with Environmental Health Services making the environment around you a healthier place to live by demographics

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

The variables that appear to have had the greatest impact on satisfaction with Environmental Health Services making the environment around you a healthier place to live were:

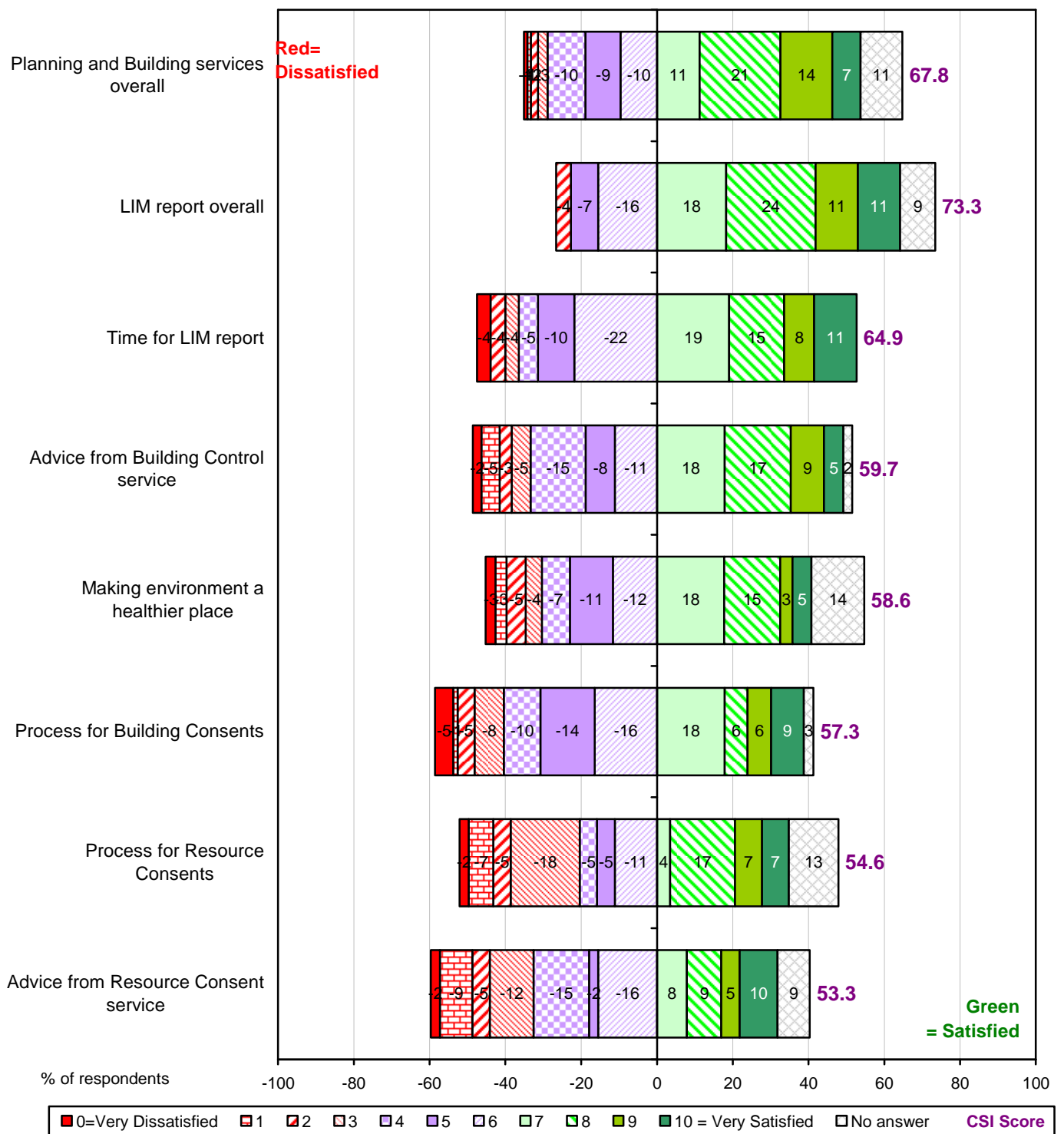
- Those who rent (CSI score 73.6) are significantly more satisfied than those who live in their own home (CSI score 65.2).
- Those who pay rates (CSI score 66.1) are significantly less satisfied than those who don't pay rates (CSI score 72.3).
- Respondents who thought they received good value for their rates (CSI score 75.0) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 48.8).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 71.8) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 46.2)
- Those who were satisfied with the overall performance of Council (CSI score 73.3) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 39.4).



Planning and Building Regulation Services

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

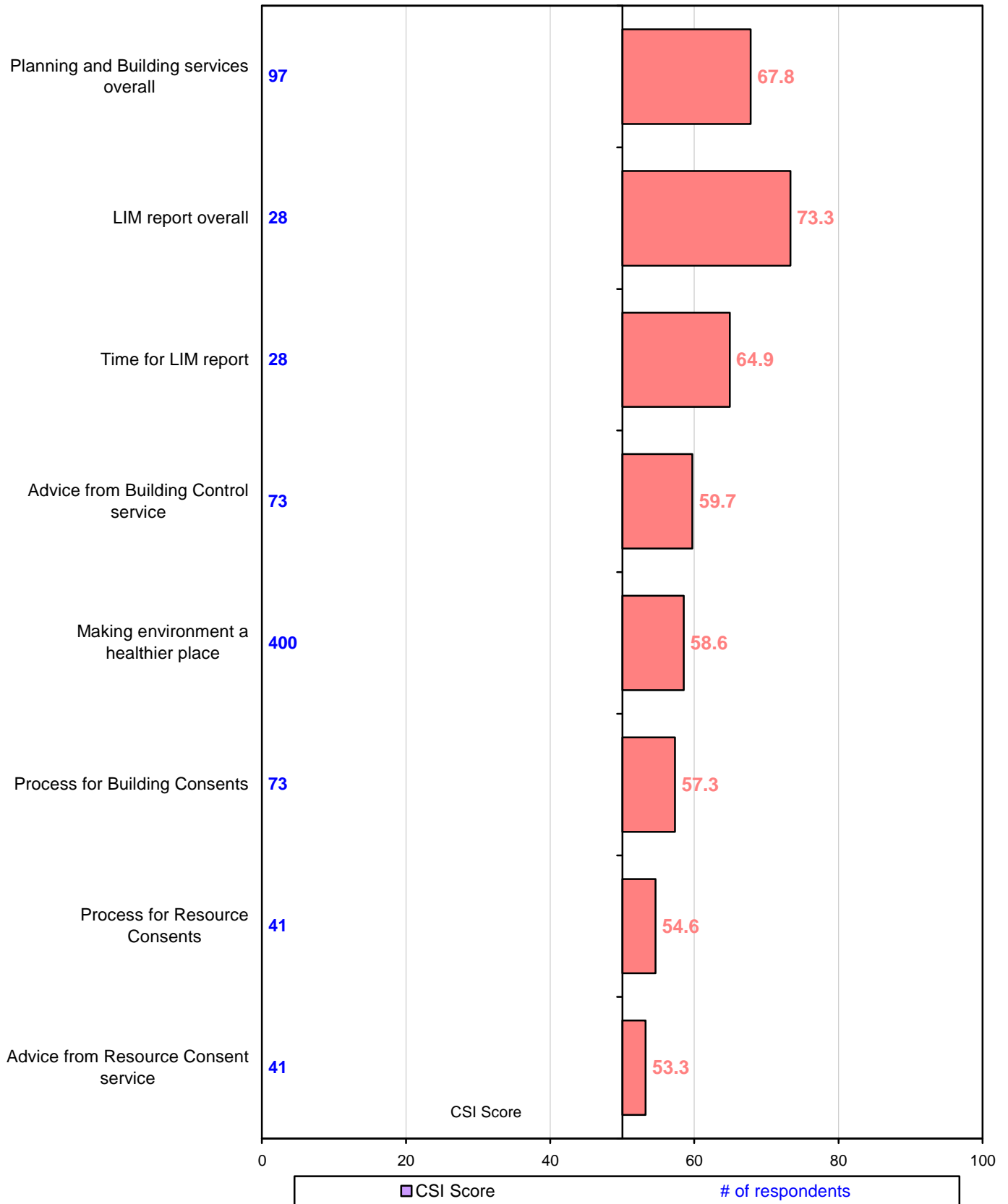
Over half of the respondents rated most factors with scores that reflected satisfaction (scores 7 – 10). This ranged from 64% for 'the LIM report overall' down to just 32% for 'the advice from Council's resource consent service'. There are a number of respondents who are dissatisfied with each factor (scores 0 – 3). This ranges from 4% for 'the LIM report overall' up to 39% for 'the process Council used for your resource consent'. The factor with the most rating with a score of 0 is 'the process Council used for your building consent' (4.8%).



CSI scores for Planning and Building Regulation Services

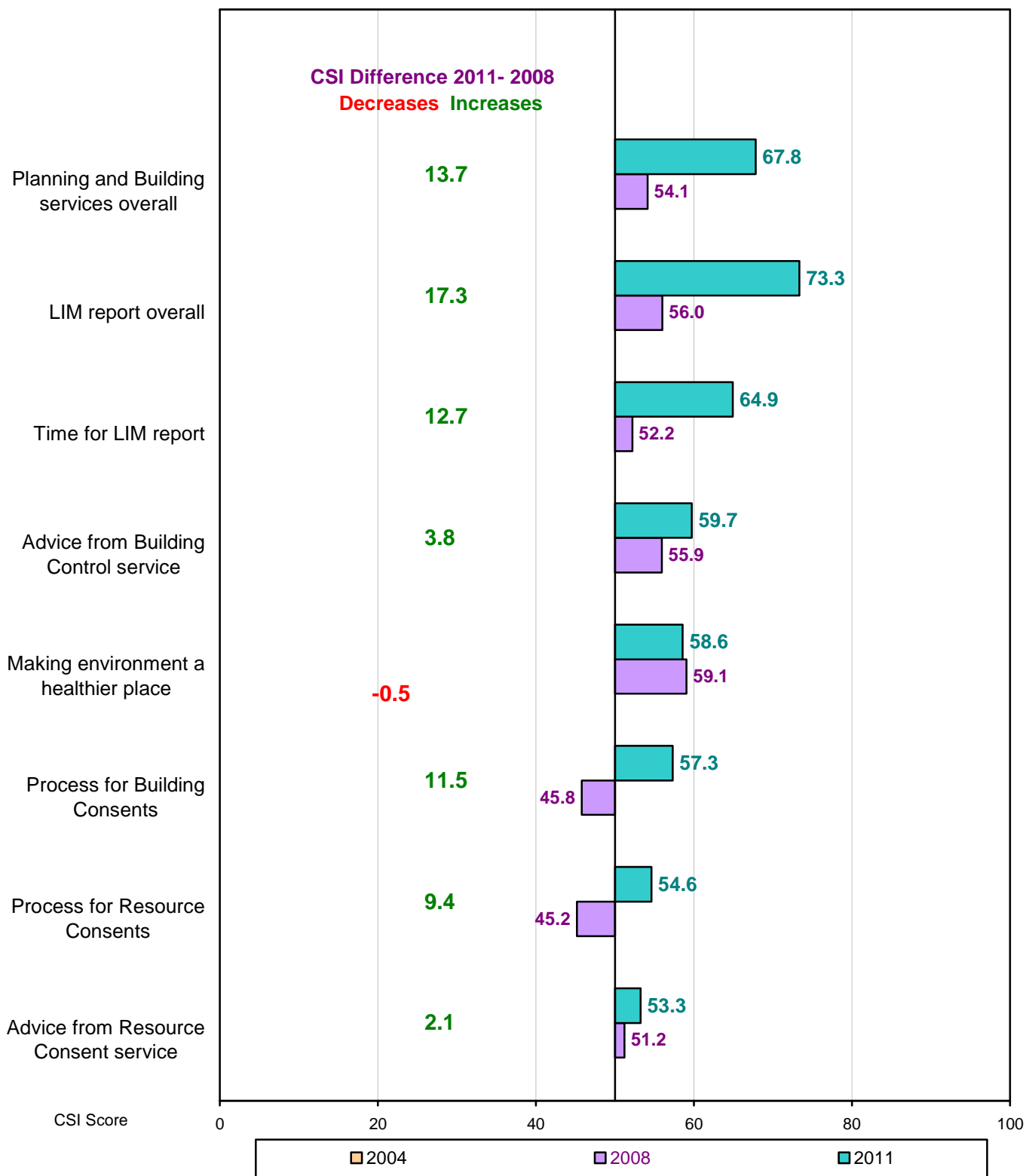
Note: Most facilities are rated only by those who had used that facility in the past 12 months.

The CSI scores range from a high of 73.3 for the 'LIM report overall' down to 53.3 for 'the advice from Council's resource consent service' and 54.6 for 'the process Council used for your resource consent'.



Planning and Building Regulation Services – Comparison with previous years

The following chart compares the CSI scores for the Planning and Building Regulation Services for 2011 versus 2008. There was a mix of 7 increases and 1 decrease in CSI scores from 2008. The largest increase was a rise of 17.3 points for *'the LIM report overall'* (CSI score 73.3) followed by an increase of 13.7 points for *'the Planning and Building services overall'* (CSI score 67.8) and a 12.7 point increase for *'the time taken for your LIM report'* (CSI score 64.9). The only decrease was of 0.5 points for *'Planning and Building services making the environment around you a nicer place to live'* (CSI score 58.6).



Planning and Building Regulation Services Overall

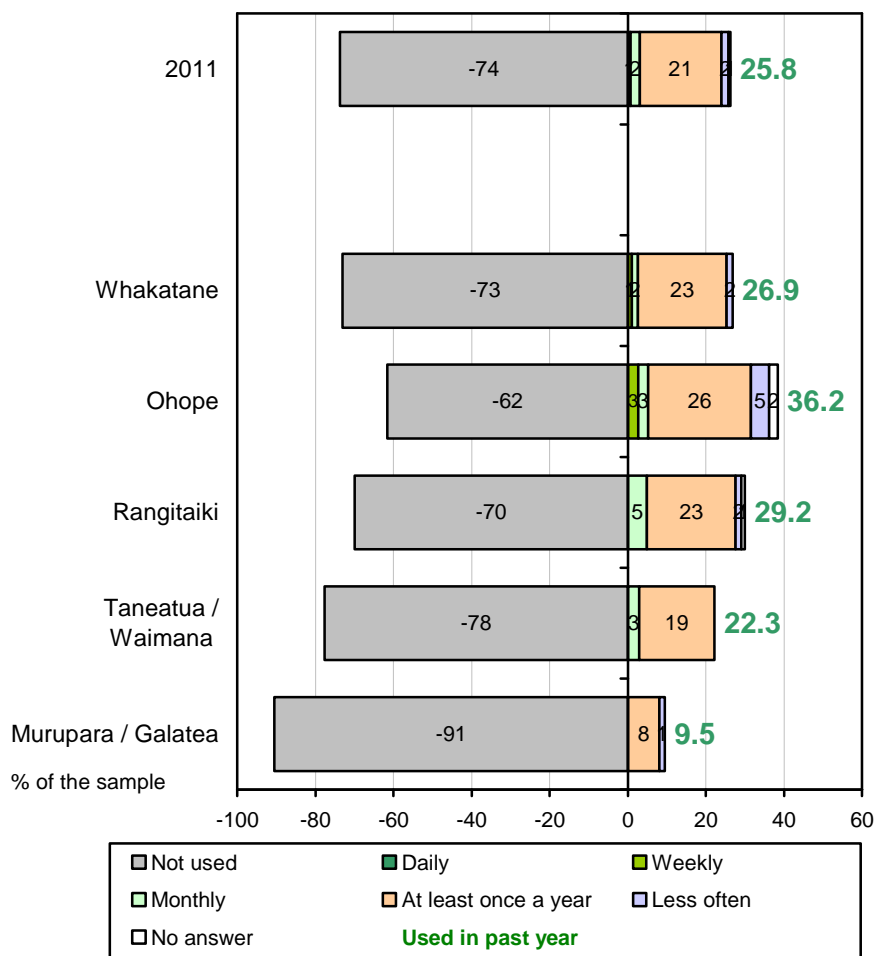
Respondents were asked how often they had called into Whakatane District Council's Building and Regulation Services in the past 12 months.

Frequency of applying for a Building consent

Three quarters of the respondents (74%) had not called into Council's Building and Regulation Services in the past 12 months, while a quarter of the respondents (26%) had called in and two respondents (0.5%) didn't answer this question.

Of those who had called into Council's Building and Regulation Services, most (21%) did this at least once a year. A few called into Council's Building and Regulation Services at least monthly (2%) and 1% called in weekly. A few (4%) called into Council's Building and Regulation Services less than once per year.

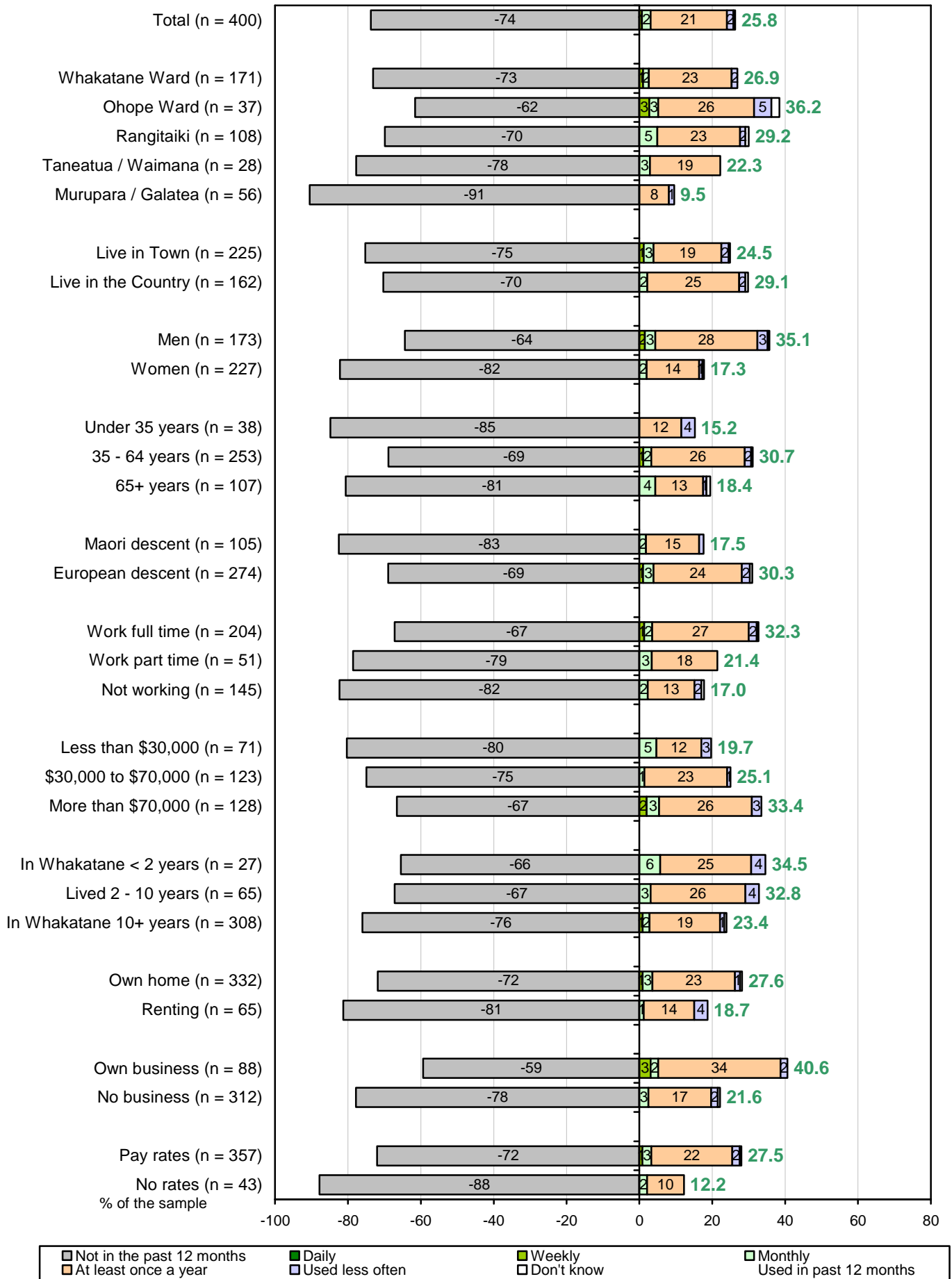
Calling into Council's Building and Regulation Services was lowest for those from the Murupara / Galatea Ward (10%) versus 22% - 36% for those from the other Wards.



The chart over the page compares the frequency of calling into Whakatane District Council's Building and Regulation Services among the various subgroups of interest. Respondents who were significantly **more likely** to have called into Whakatane District Council's Building and Regulation Services include:

- Those who own or operate their own business (41%)
- Those from the Ohope Ward (36%)
- Men (35%)
- Those with a household income over \$70,000 p.a. (33%)
- Those working full time in paid employment (32%)
- Those aged 35 – 64 years old (31%)
- Those of European descent (30%)
- Those who live in their own home (28%)
- Those who pay rates (28%)

Calling into Council's Building and Regulation Services by subgroup



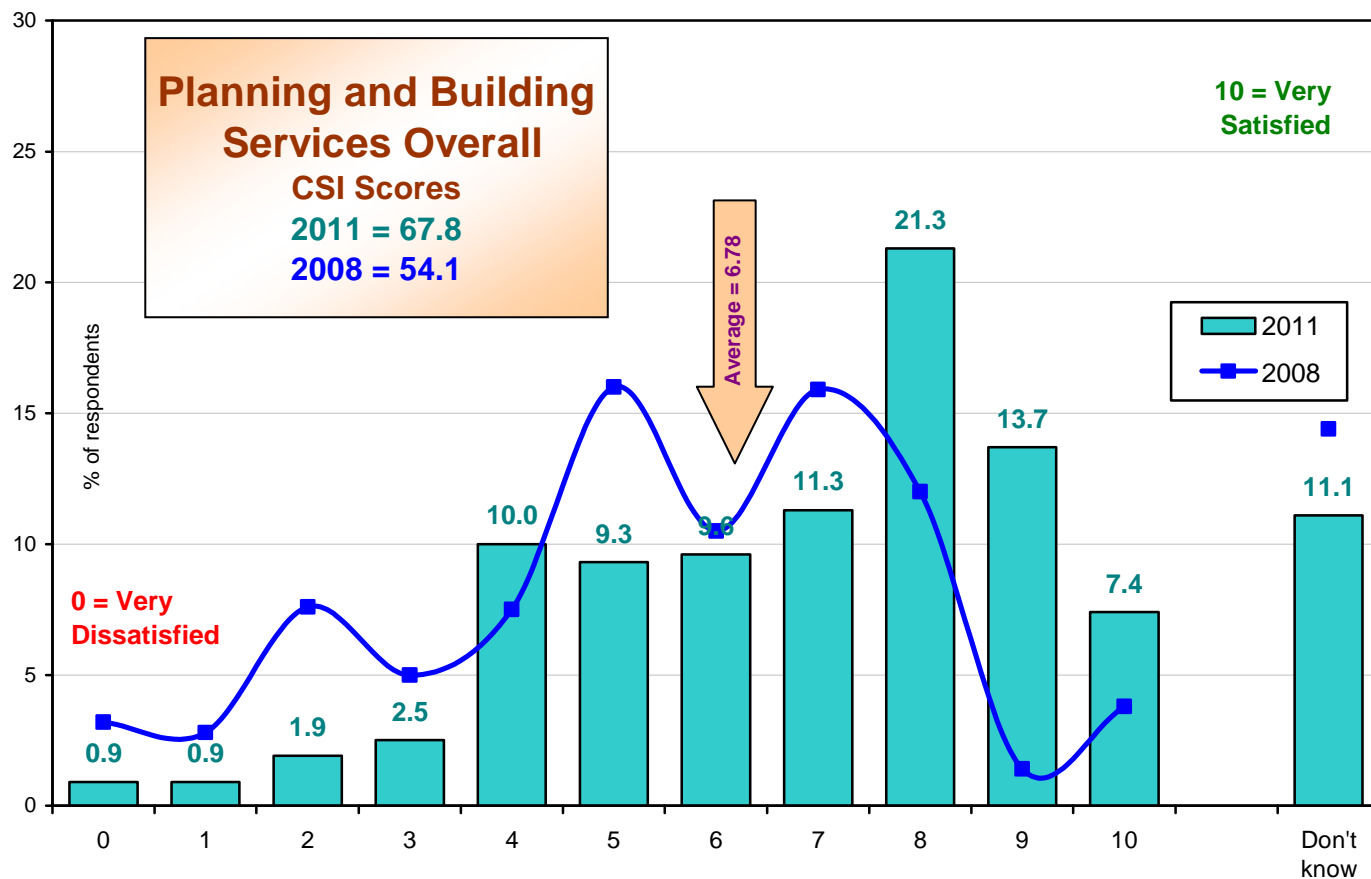
The respondents who had called into Whakatane District Council's Building and Regulation Services (n = 97) were asked to rate their satisfaction with the 'Planning and Building services overall' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Note: prior to 2011 all respondents were asked to rate 'Planning and Building services overall'.

Half of the respondents (54%) were satisfied (Scores 7 – 10). The mode was a score of 8 (21%) and a fifth of the respondents (21%) rated this with a score of 9 or 10 (exceeded expectations).

Over a quarter of the respondents (29%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 6% rated this with scores that reflect dissatisfaction (Scores 0 – 3). The remaining ninth of the subgroup (11%) did not answer this question, presumably because they did not have enough information to be able to rate this factor.

The CSI score for the Planning and Building services overall is 67.8. This is an increase of 13.7 points from 2008. This may reflect the change in the question to only ask those who had actually called into Whakatane District Council's Building and Regulation Services i.e. it could be those who had no dealings perceive the service as worse than it is. However, this increase could also reflect there have been improvements in this area. A CSI score of 67.8 implies there is potential for improvement.



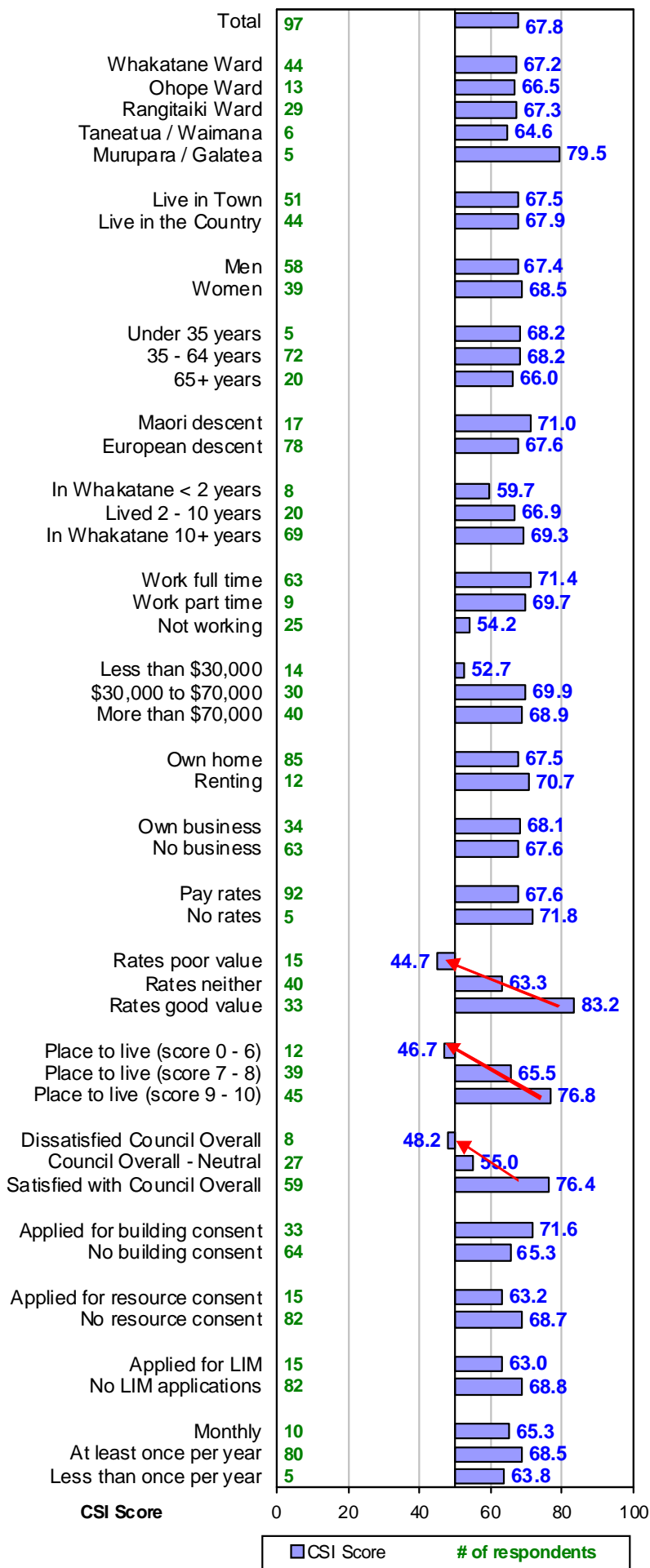
Satisfaction with Planning and Building Services overall by demographics

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

There is a moderate level of satisfaction across the board for Planning and Building Services overall.

The variables that appear to have had the greatest impact on satisfaction with Planning and Building Services overall were:

- The few from the Murupara / Galatea Ward (CSI score 79.5) appear more satisfied than those from the other Wards
- Those with a household income under \$30,000 (CSI score 52.7) appear less satisfied than those in the higher income brackets.
- Respondents who thought they received good value for their rates (CSI score 83.2) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 44.7).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 76.8) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 46.7)
- Those who were satisfied with the overall performance of Council (CSI score 76.4) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 48.2).



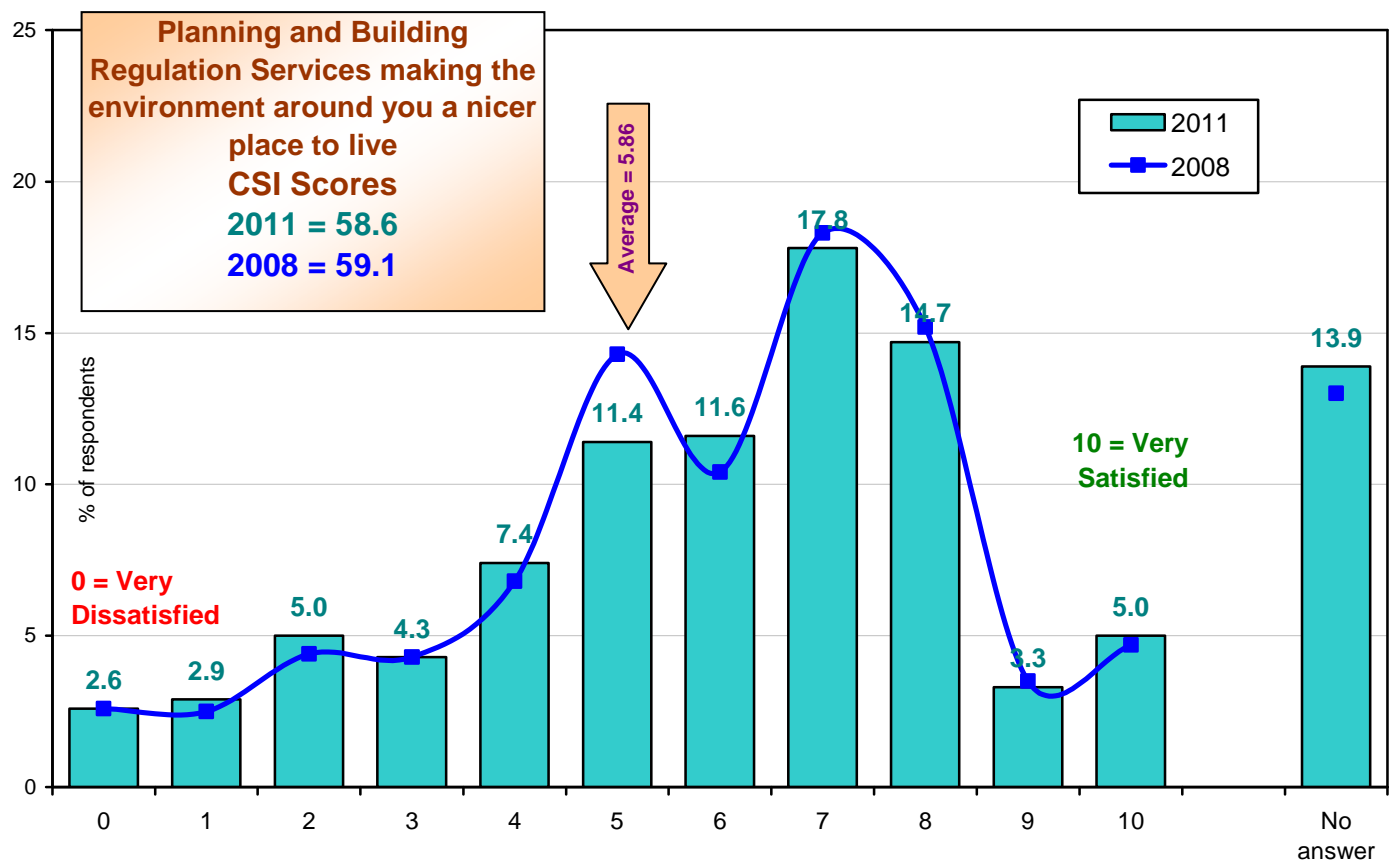
Planning and Building making the environment a nicer place to live

Respondents were asked to rate their satisfaction with 'Planning and Building Regulation Services making the environment around you a nicer place to live' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Less than half of the respondents (41%) were satisfied (Scores 7 – 10). The mode was a score of 7 (18%) and only 8% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (31%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and 15% rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for Planning and Building Regulation Services making the environment around you a nicer place to live is 58.6. This is down 0.5 points from 2008 and this again a score that implies there are serious issues with this service.

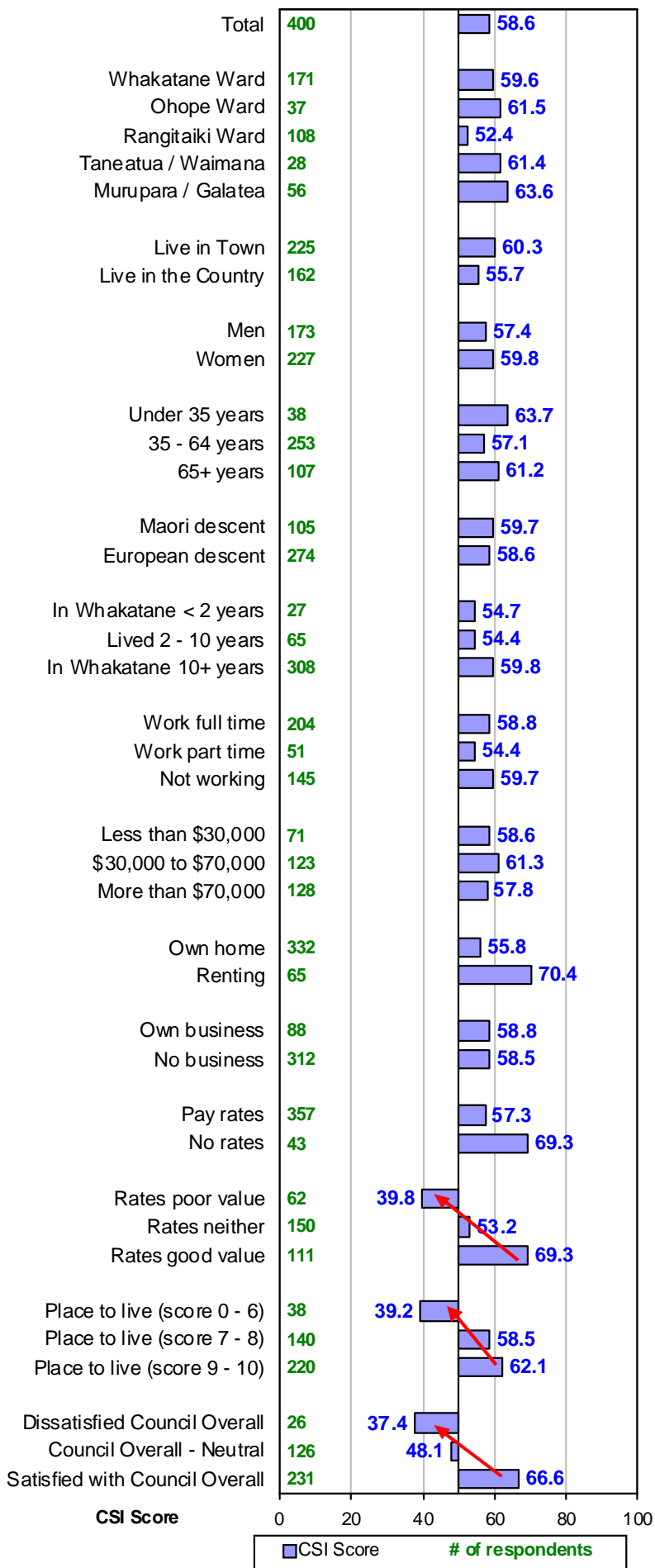


Satisfaction with Planning and Building Regulation Services making the environment around you a nicer place to live by demographics

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

The variables that appear to have had the greatest impact on satisfaction with Planning and Building Regulation Services making the environment around you a nicer place to live were:

- Those from the Rangitaiki Ward (CSI score 52.4) appear less satisfied than those from the other Wards.
- Those who live in town (CSI score 60.3) are significantly more satisfied than those who live in the country (CSI score 55.7).
- Those who rent (CSI score 70.4) are significantly more satisfied than those who live in their own home (CSI score 55.8).
- Those who pay rates (CSI score 57.3) are significantly less satisfied than those who don't pay rates (CSI score 69.3).
- Respondents who thought they received good value for their rates (CSI score 69.3) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 39.8).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 62.1) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 39.2).
- Those who were satisfied with the overall performance of Council (CSI score 66.6) are significantly more satisfied than those who were dissatisfied with the overall performance of Council (CSI score 37.4).



Building Consents

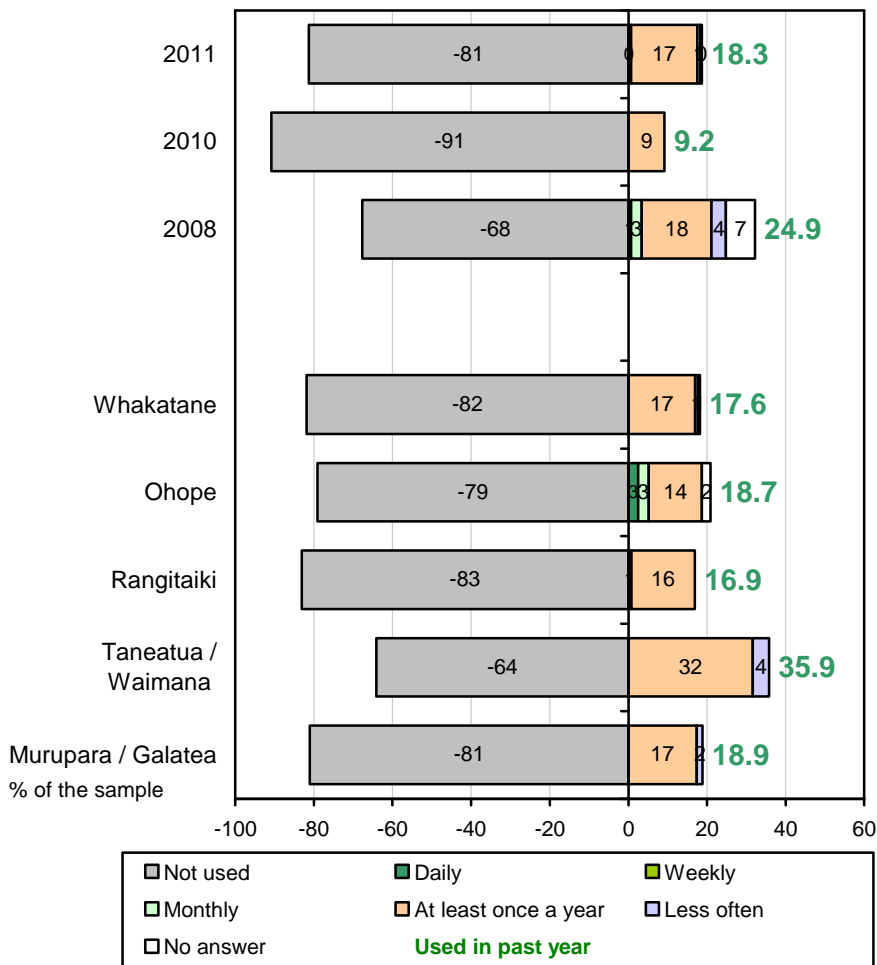
Respondents were asked how often they had applied for a Building Consent in the past 12 months.

Frequency of applying for a Building consent

Four fifths of the respondents (81%) had not applied for a Building Consent in the past 12 months, while a fifth of the respondents (18%) had applied for one.

Of those who had applied for a Building Consent, most (17%) did this at least once a year. A few applied for Building Consents at least monthly (0.7%) and 1% applied for these less than once per year.

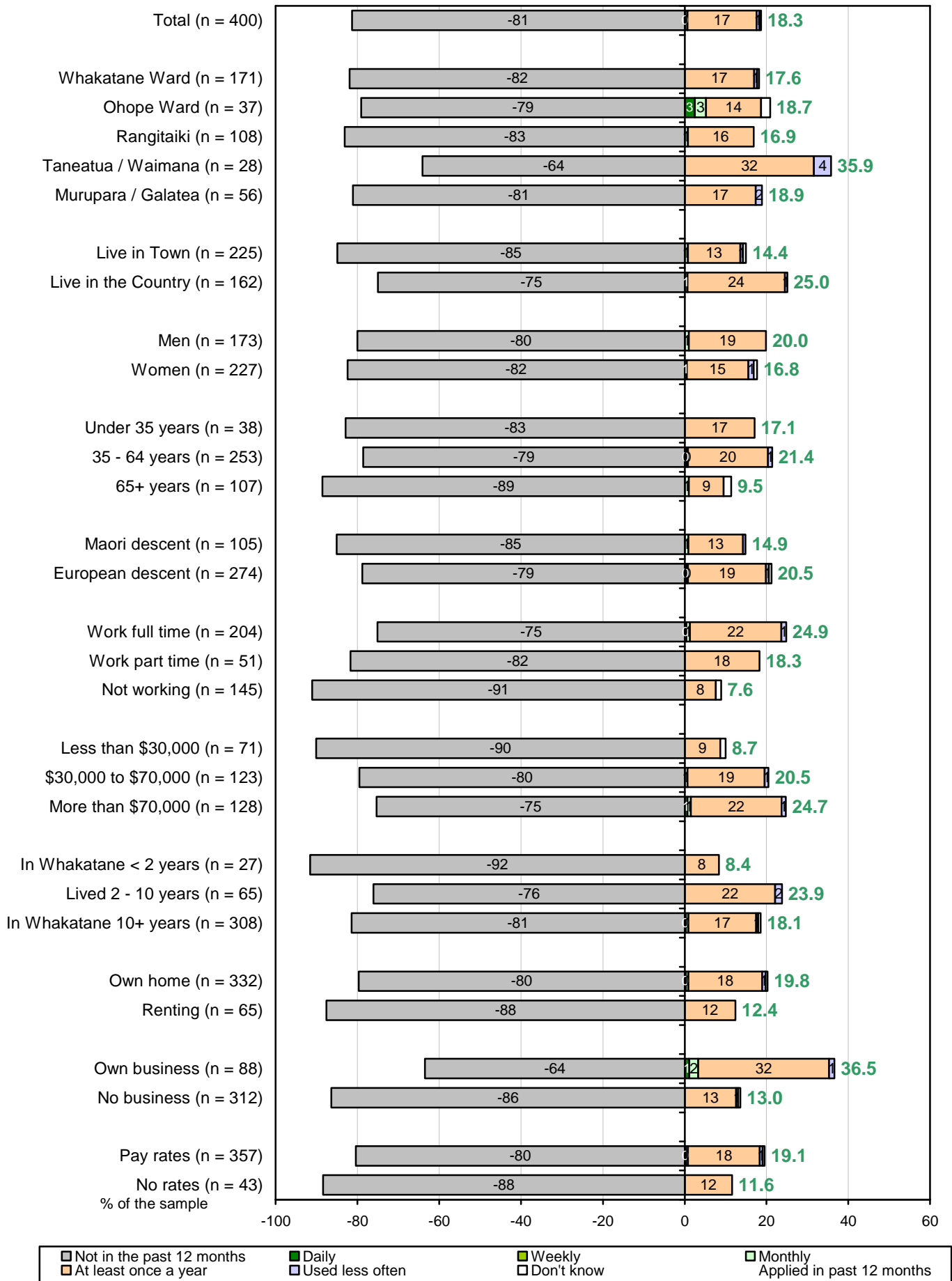
Involvement in applying for a Building Consent was highest for those from the Taneatua / Waimana Ward (36%) versus 17% - 19% for those from the other Wards.



The chart over the page compares the frequency of applying for a Building Consent among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a Building Consent include:

- Those who own or operate their own business (37%)
- Those from Taneatua / Waimana Ward (36%)
- Those working full time in paid employment (25%)
- Those from the country (25%)
- Those with a household income over \$70,000 p.a. (25%)
- Those aged 35 – 64 years old (21%)
- Those of European descent (21%)

Applying for a Building Consent by subgroup



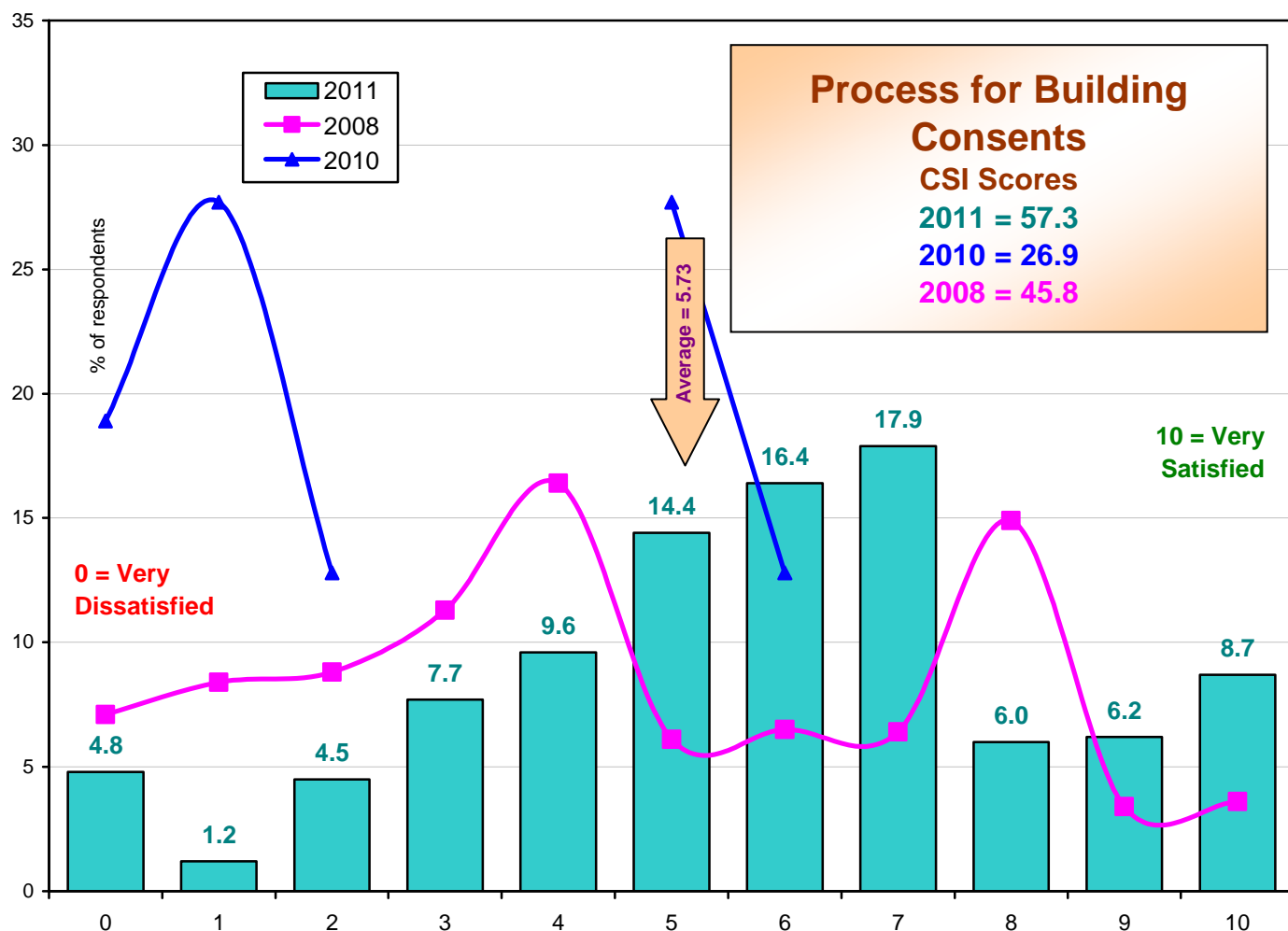
Satisfaction with the process Council used for your Building Consent

Respondents who had applied for a Building Consent in the last 12 months (n=73) were asked to rate their satisfaction with the process for Building Consents using a scale where 0 is very dissatisfied to 10 being very satisfied.

Over a third of the respondents in the subgroup (39%) were satisfied with the process Council used for their Building Consent (Scores 7 – 10). The mode was a score of 7 (18%) and a seventh of the subgroup (15%) rated this with a score of 9 or 10 (exceeded expectations).

Over a third of the subgroup (40%) rated the process Council used for their Building Consent with a score that was neutral (Scores 4 – 6). A fifth of the subgroup (18%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the process Council used for their Building Consent was 57.3. This is a strong rise from 2010 partial survey and 11.5 points ahead of the 2008 result. However, this is still a score that implies users have a serious issue with the process.



Satisfaction with the process Council used for your Building Consent by demographics

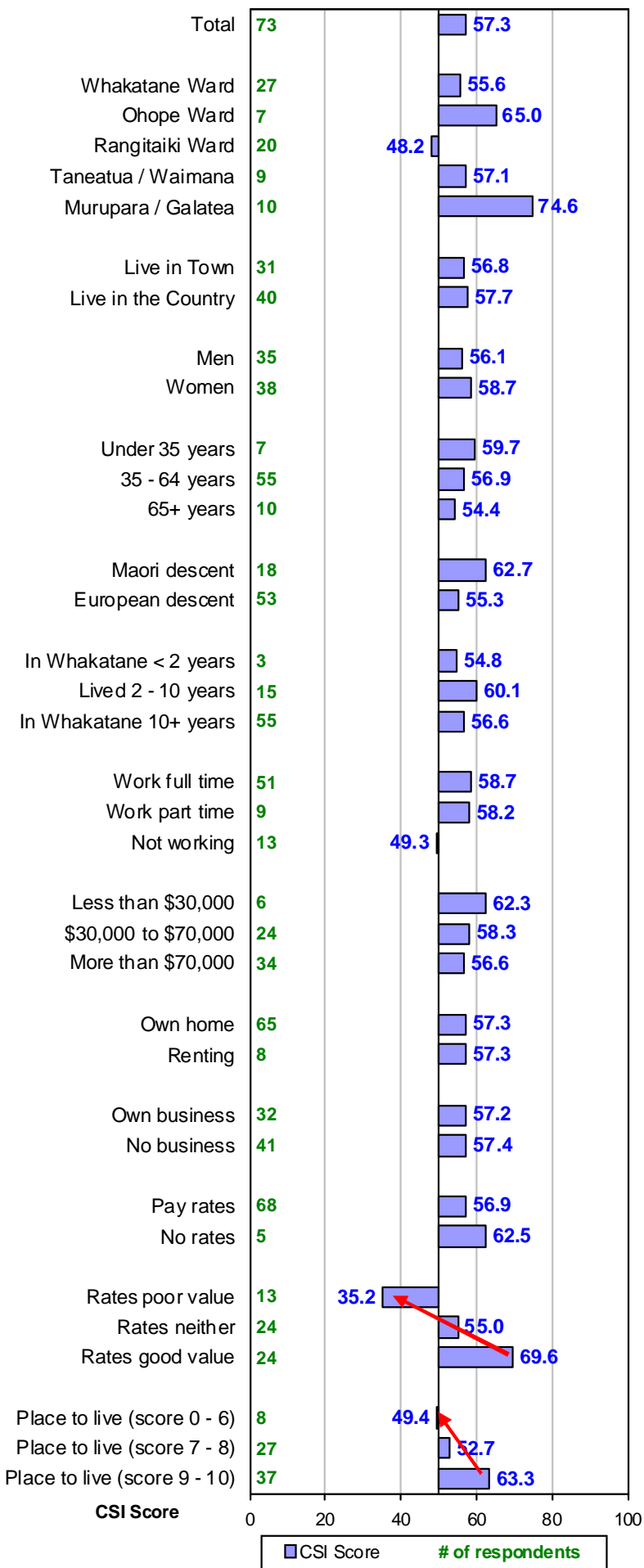
There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

The analysis shows that there are reasonably low levels of satisfaction with the process Council used for their Building Consent across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The variables that appear to have had the greatest impact on satisfaction with the process Council used for their Building Consent were:

- The few from the Murupara / Galatea Ward (CSI score 74.6) appear more satisfied than those from other Wards (CSI score 48.2 – 65.0).
- Those with a household income of more than \$70,000 (CSI score 56.6) were less satisfied than those in the lower income brackets (CSI score 58.3 – 62.3).
- Respondents who thought they received good value for their rates (CSI score 69.6) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 35.2).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (CSI score 63.3) were significantly more satisfied than those who rated Whakatane as a place to live with scores of 0 to 6 (CSI score 49.4)



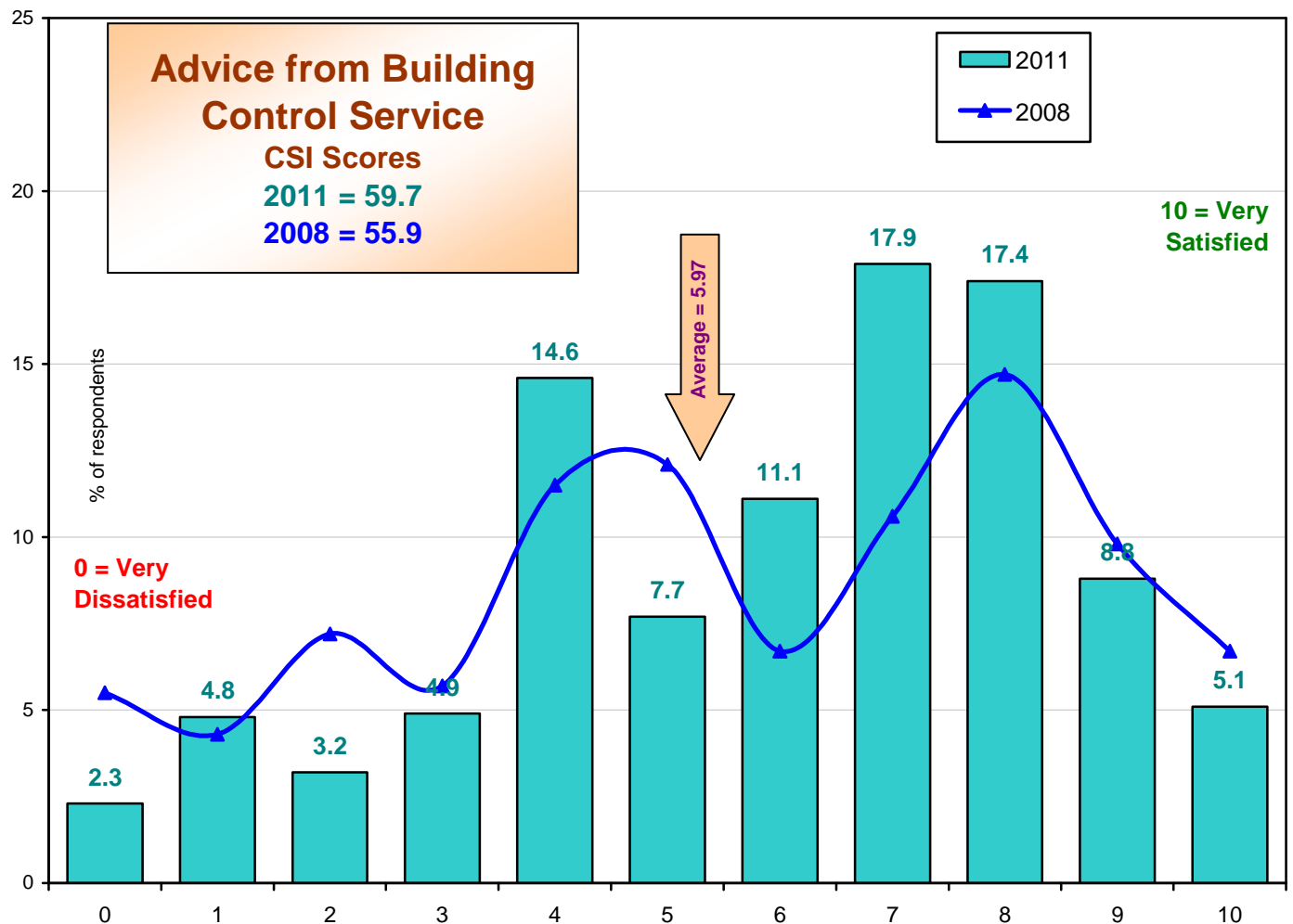
Satisfaction with the advice received from Council's Building Control Service

Respondents who had applied for a Building Consent in the last 12 months (n=73) were asked to rate their satisfaction with the 'Advice received from Council's Building Control Service' using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the subgroup (49%) were satisfied (Scores 7 – 10). The mode was a score of 7 (18%) and 14% rated this with a score of 9 or 10 (exceeded expectations).

A third of the subgroup (33%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and a seventh of the respondents (15%) rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the advice received from Council's Building Control Service is 59.7. This is an increase of 1.8 points from 2008 but this is still a CSI score that implies respondents have significant issues with this service.



Satisfaction with the advice received from Council's Building Control Service by demographics

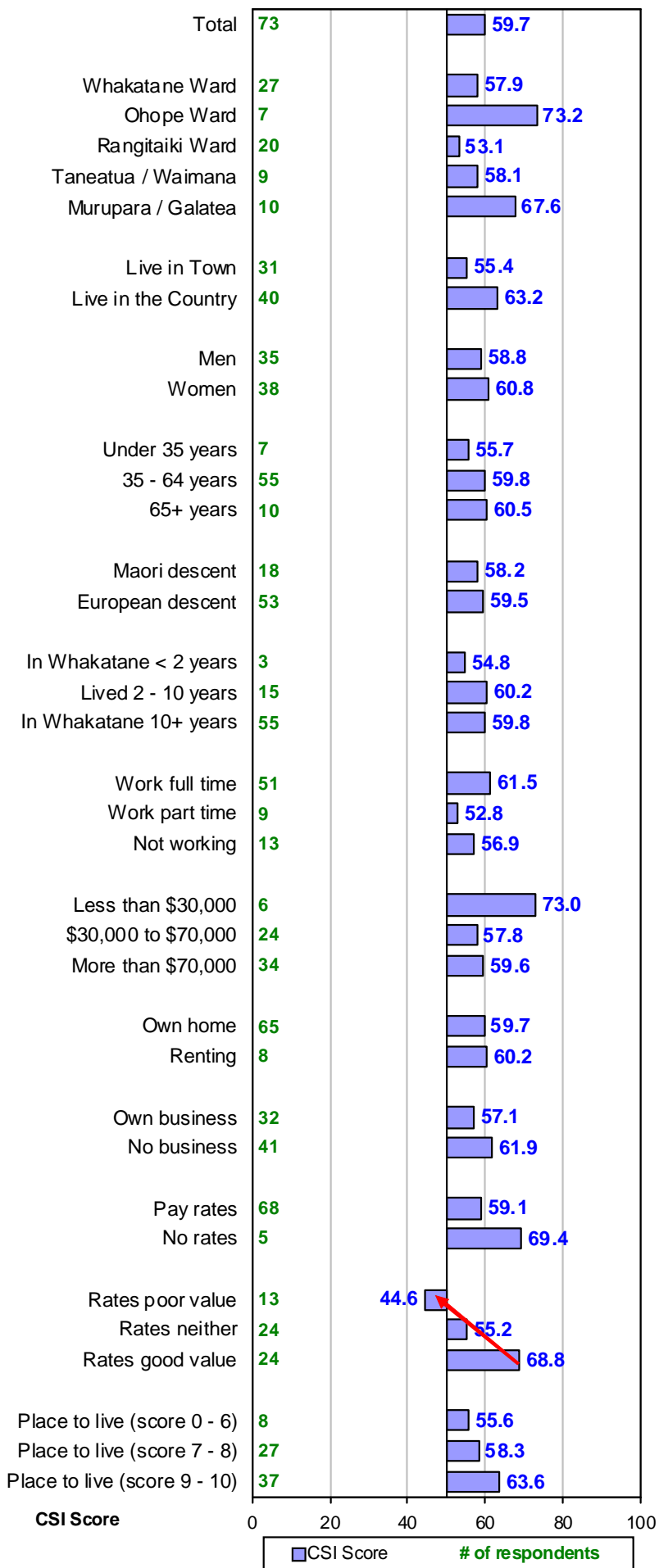
There are a number of variables which appear to have a significant impact on satisfaction with Council services and facilities. The chart opposite compares these variables.

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation.

The analysis shows that there are very low levels of satisfaction with the advice received from Council's Building Control Service across most of the subgroups of interest.

The variables that appear to have had the greatest impact on satisfaction with the advice received from Council's Building Control Service were:

- Those from the Ohope Ward (CSI score 73.2) appear more satisfied than those from other Wards (CSI score 53.1 – 67.6).
- Respondents who thought they received good value for their rates (CSI score 68.8) were significantly more satisfied than those who thought they got poor value for their rates (CSI score 44.6).



Resource Consents

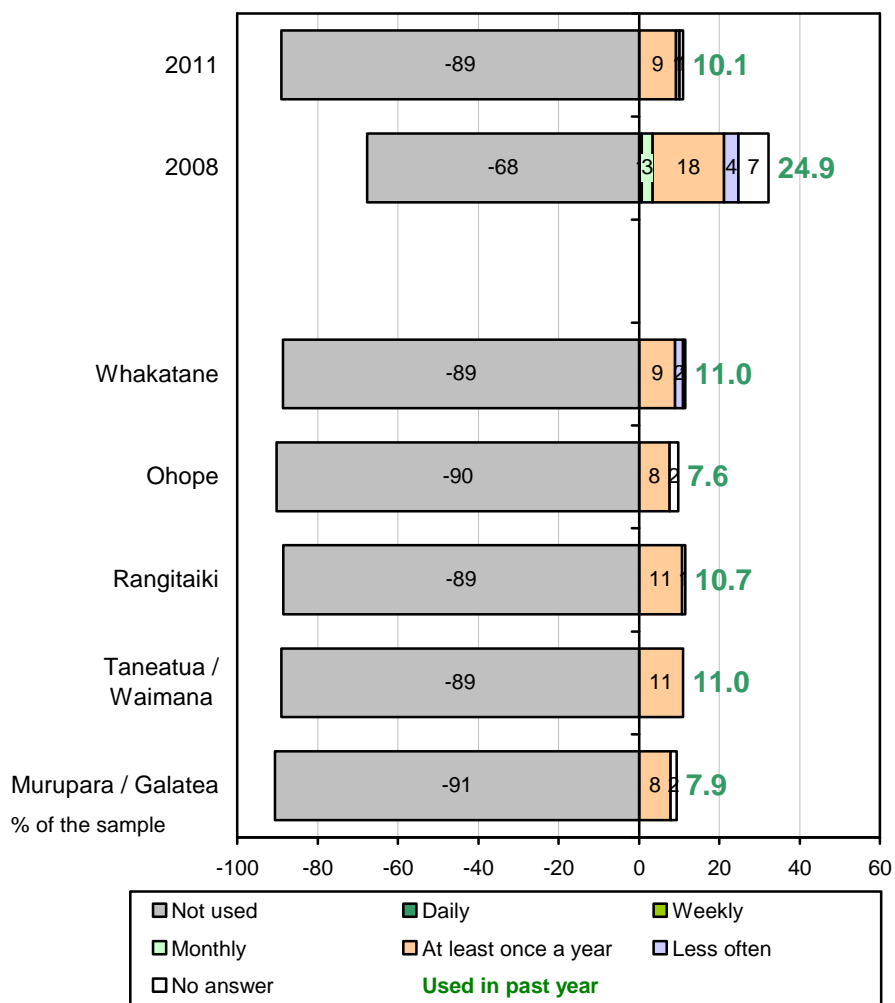
Respondents were asked how often they had applied for a Resource Consent in the past 12 months.

Frequency of applying for a Resource Consent

The vast majority of the respondents (89%) had not applied for a Resource Consent in the past 12 months, while a tenth of the respondents (10%) had applied for one, and 1% didn't know.

Of those who had applied for a Resource Consent, most (9%) did this at least once a year. A few applied for Resource Consents less than once per year (1%).

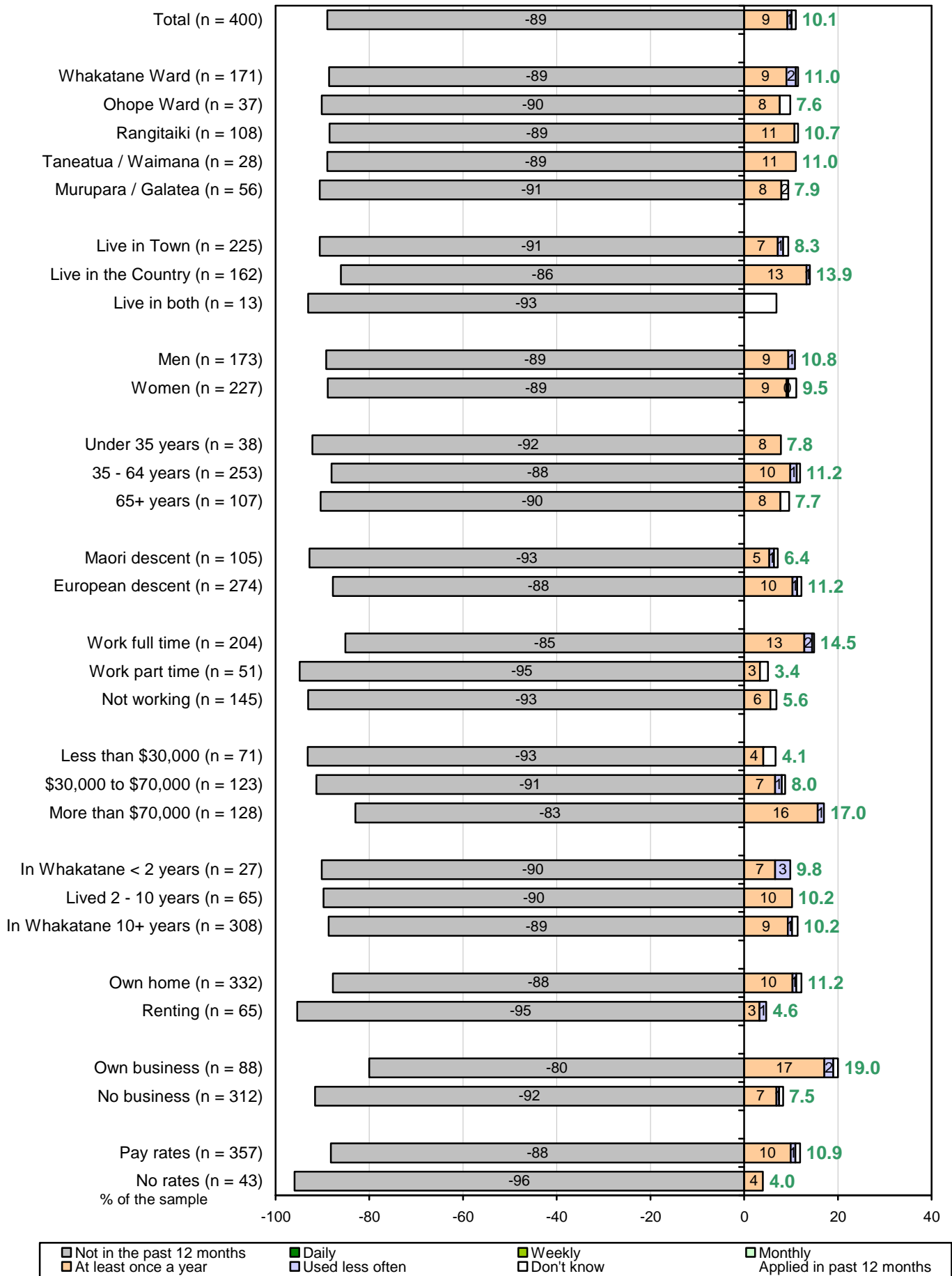
Involvement in applying for a Resource Consent ranged from 8% to 11% across the Wards.



The chart over the page compares the frequency of applying for a Resource Consent among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a Resource Consent include:

- Those who own or operate their own business (19%)
- Those with a household income over \$70,000 p.a. (17%)
- Those working full time in paid employment (15%)
- Those from the country (14%)
- Those who pay rates (11%)
- Those who live in their own home (11%)

Applying for a Resource Consent by subgroup



Satisfaction with the process Council used for your Resource Consent

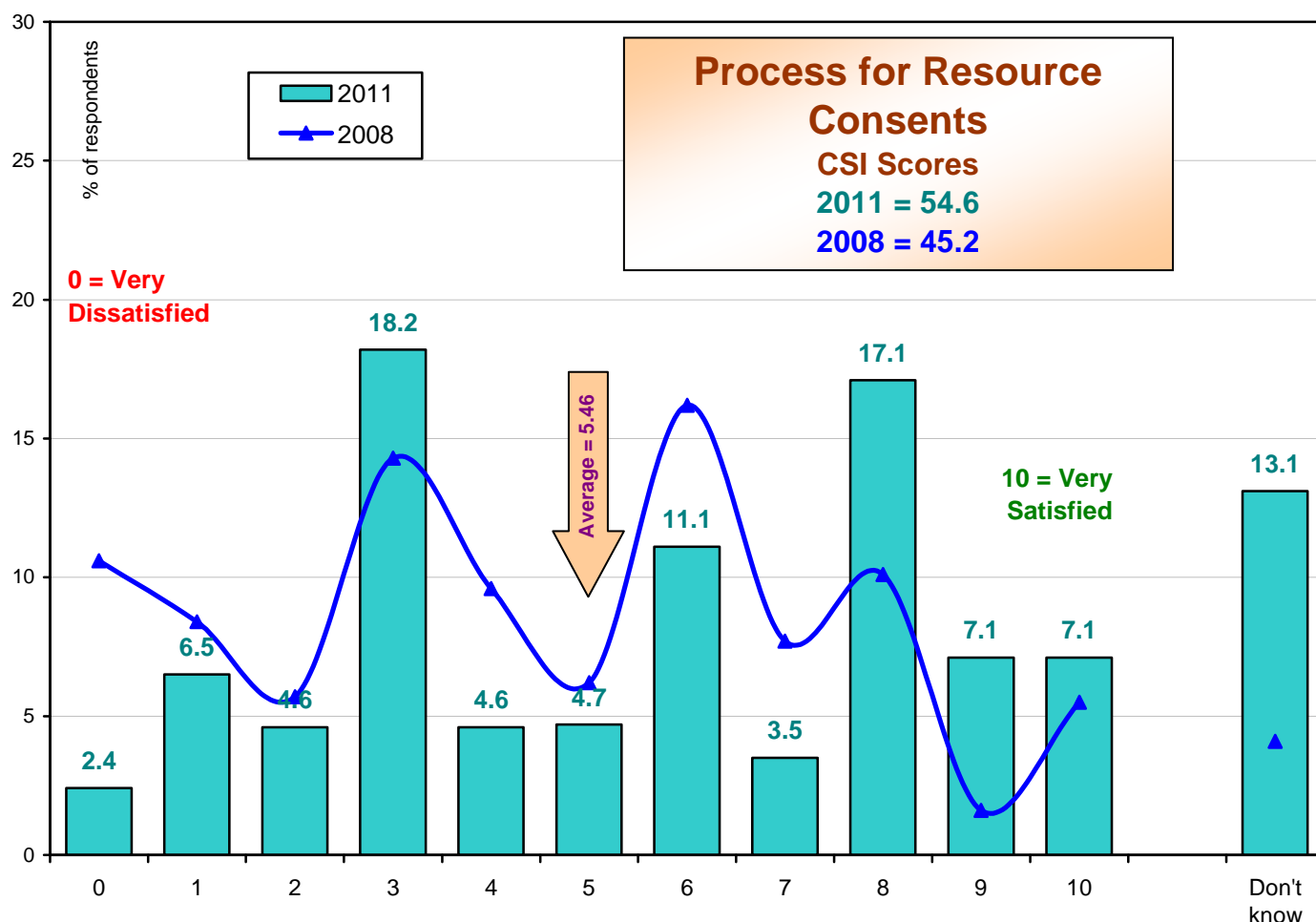
Respondents who had applied for a Resource Consent in the last 12 months (n=41) were asked to rate their satisfaction with the process for Resource Consents using a scale where 0 is very dissatisfied to 10 being very satisfied.

Only a third of the respondents in the subgroup (35%) were satisfied with the process Council used for their Resource Consent (Scores 7 – 10) but 6 respondents (14%) rated this with a score of 9 or 10 (exceeded expectations).

A fifth of the subgroup (21%) rated the process Council used for their Resource Consent with a score that was neutral (Scores 4 – 6).

A third of the respondents in the subgroup (32%) rated with scores that reflect dissatisfaction (Scores 0 – 3). The mode was a score of 3 (18%).

The CSI score for the process Council used for their Resource Consent was 54.6. This is 9.6 points higher than that recorded in 2008 but this is still a CSI score that implies users have a serious issue with the process.



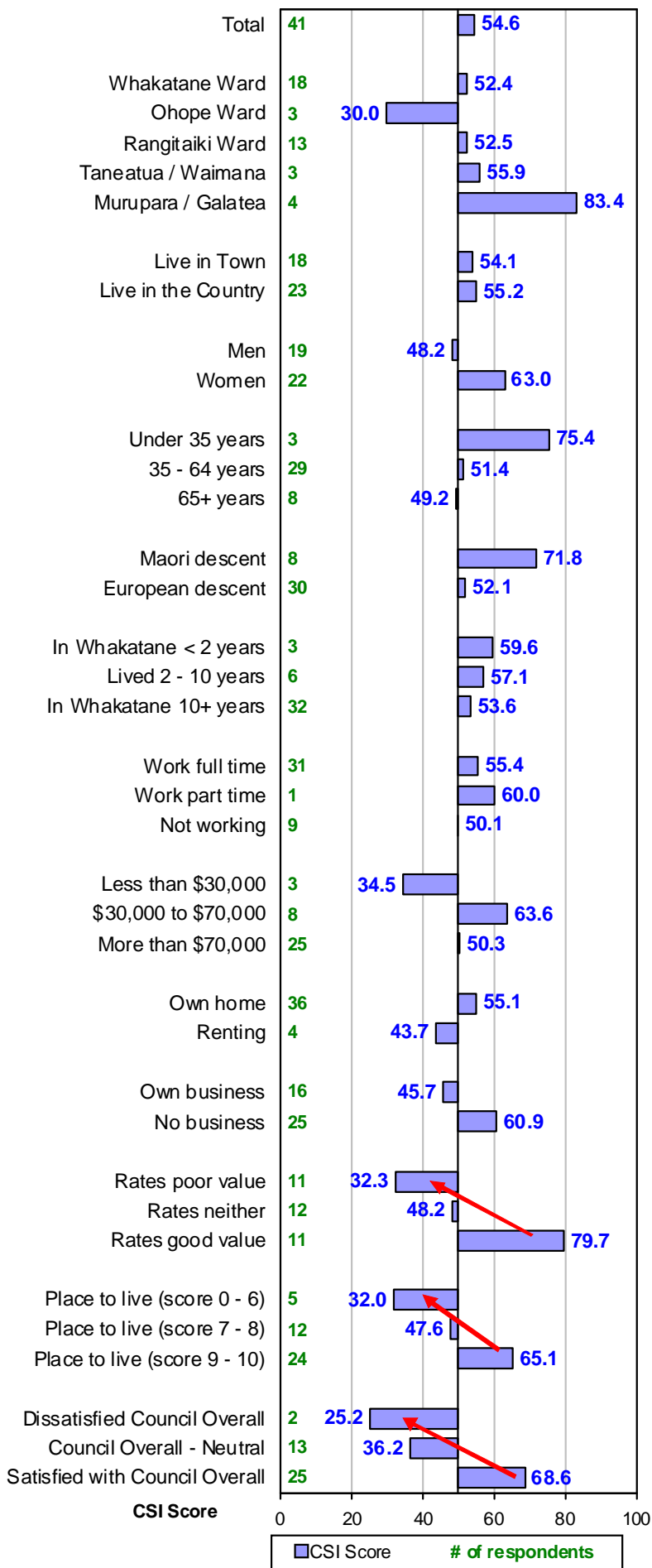
Satisfaction with the process Council used for your Resource Consent by demographics

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

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation

The analysis shows that there are low levels of satisfaction with the process Council used for their Resource Consent across most of the subgroups of interest. Most CSI scores infer there are serious issues with this service.

The numbers of users are too small to show significant differences in many of the subgroups although there appears to be a number of interesting differences. However, most CSI scores infer there are serious issues with this service.



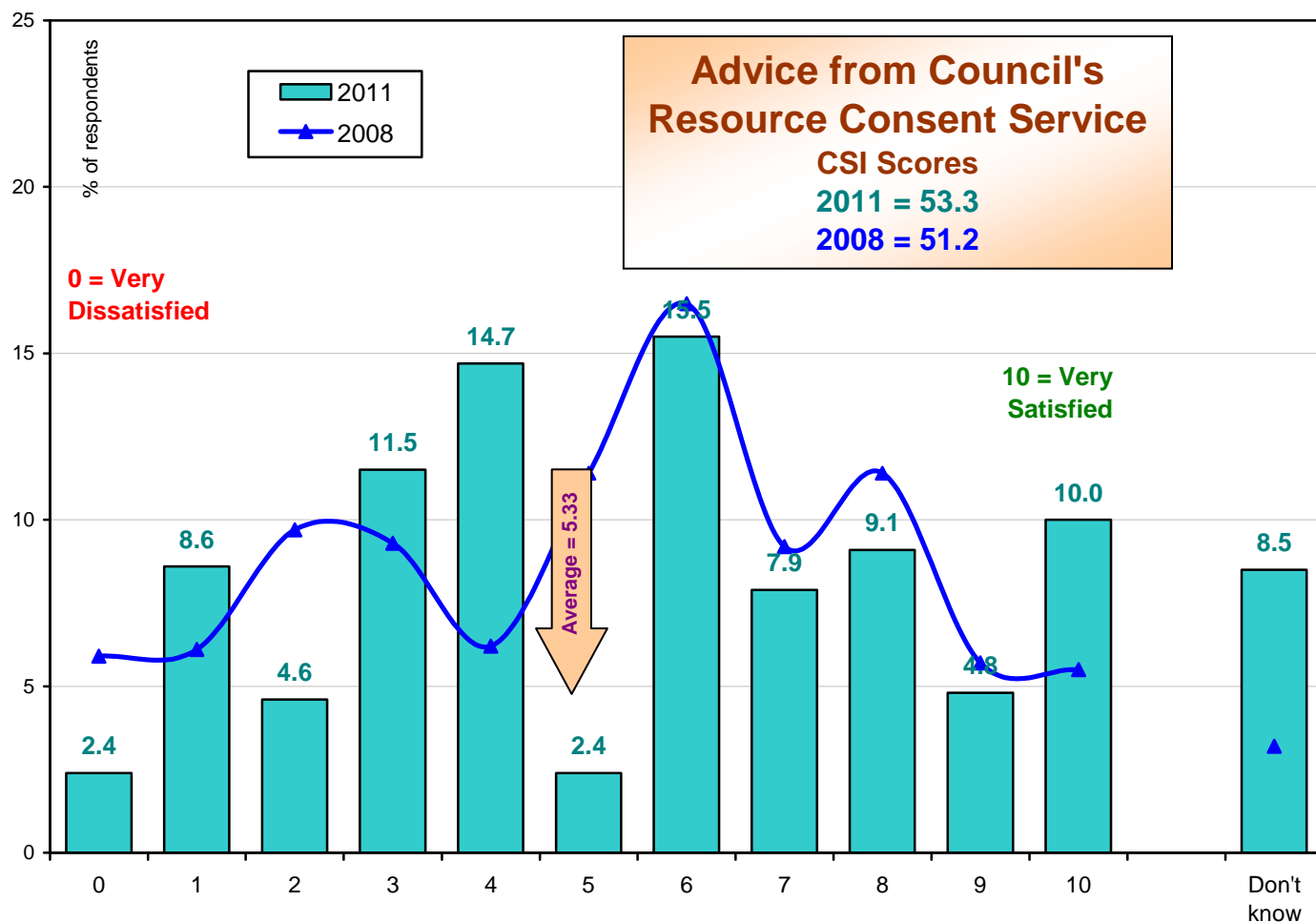
Satisfaction with the advice received from Council's Resource Consent Service

Respondents who had applied for a Resource Consent in the last 12 months (n=41) were asked to rate their satisfaction with the 'Advice received from Council's Resource Consent Service' using a scale where 0 is very dissatisfied to 10 being very satisfied.

A third of the respondents (32%) were satisfied (Scores 7 – 10). The mode was a score of 6 (16%) and 15% rated this with a score of 9 or 10 (exceeded expectations).

A third of the respondents (33%) rated their satisfaction with a score that was neutral (Scores 4 – 6), and a quarter of the respondents (27%) rated this with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the advice received from Council's Resource Consent Service is 53.3. This is 2.1 points higher than that recorded in 2008 but this is still a CSI score that implies respondents have significant issues with this service.



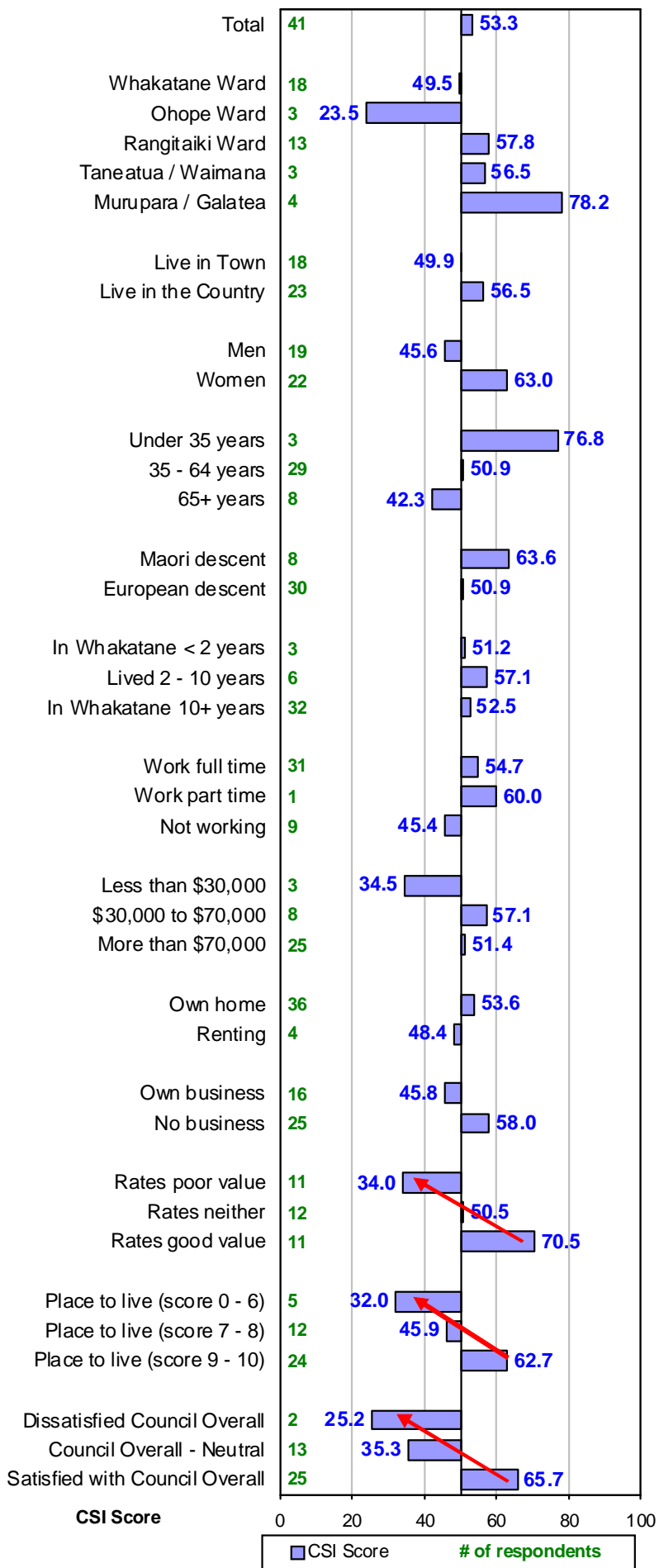
Satisfaction with the advice received from Council's Resource Consent Service by demographics

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

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation

The analysis shows that there are very low levels of satisfaction with the advice received from Council's Resource Consent Service across most of the subgroups of interest.

The numbers of users are too small to show significant differences in many of the subgroups although there appears to be a number of interesting differences. However, most CSI scores infer there are serious issues with this service.



LIM Reports

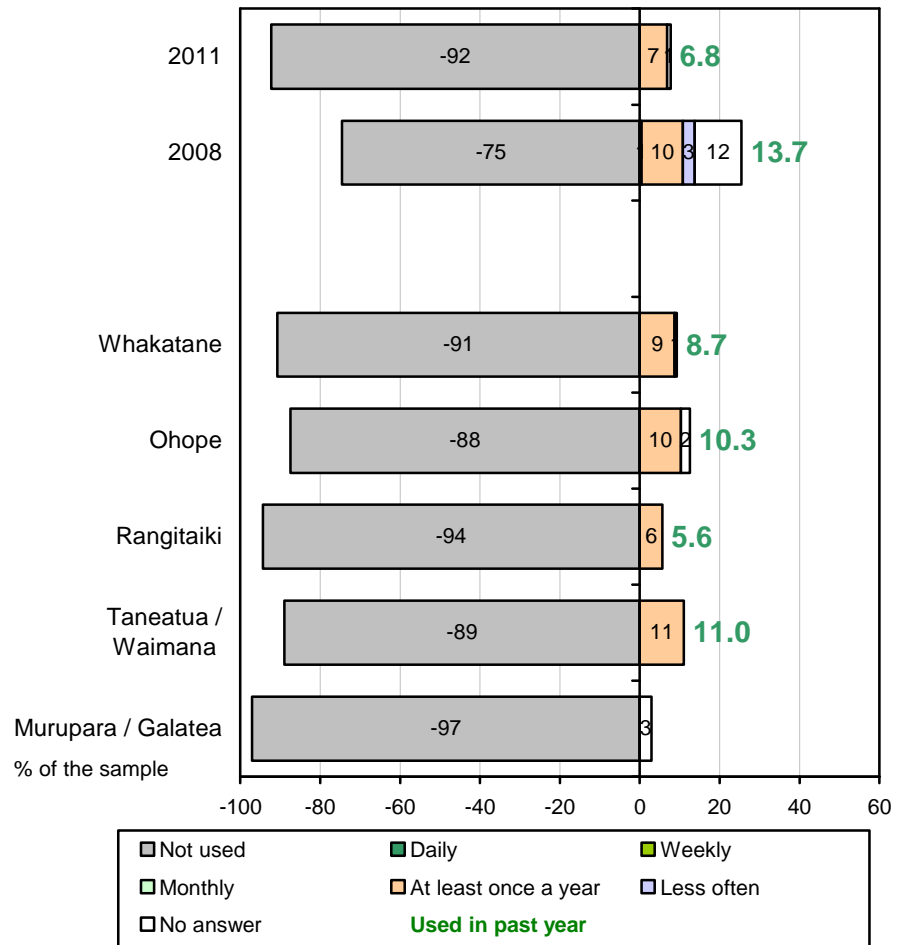
Respondents were asked how often they had applied for a LIM Report in the past 12 months.

Frequency of applying for a LIM Report

The vast majority of the respondents (92%) had not applied for a LIM Report in the past 12 months, while only 7% of the respondents had applied for one.

Of those who had applied for a LIM Report, almost all (7%) did this at least once per year.

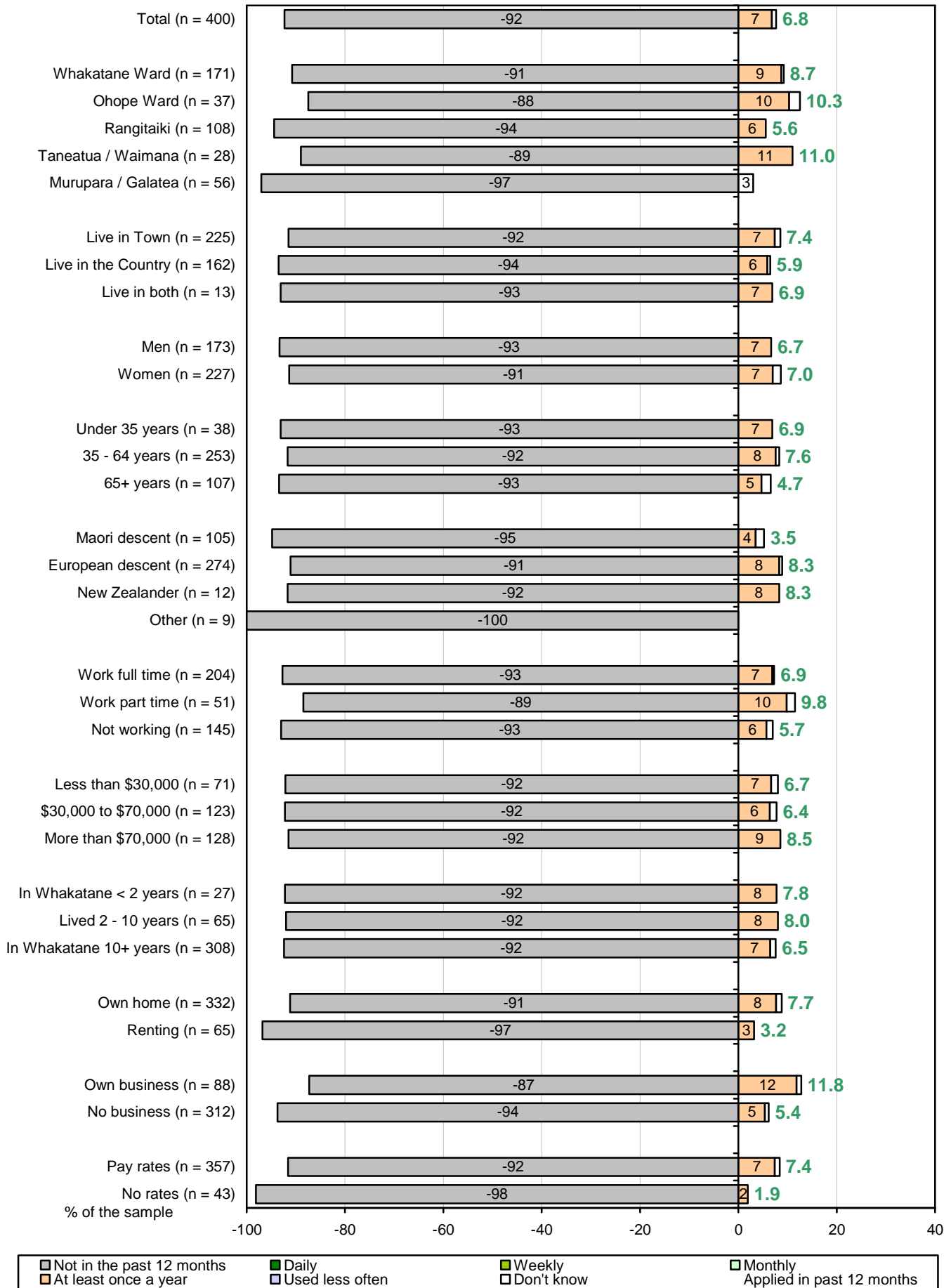
Involvement in applying for a LIM Report was low across the District ranging from 0% in the Murupara / Galatea Ward to 11% for the Taneatua / Waimana Ward.



The chart over the page compares the frequency of applying for a LIM Report among the various subgroups of interest. Respondents who were significantly **more likely** to have applied for a LIM Report include:

- Those who own or operate their own business (12%)
- Those of European descent (8%)
- Those who live in their own home (8%)
- Those who pay rates (7%)

Applying for a LIM Report by subgroup



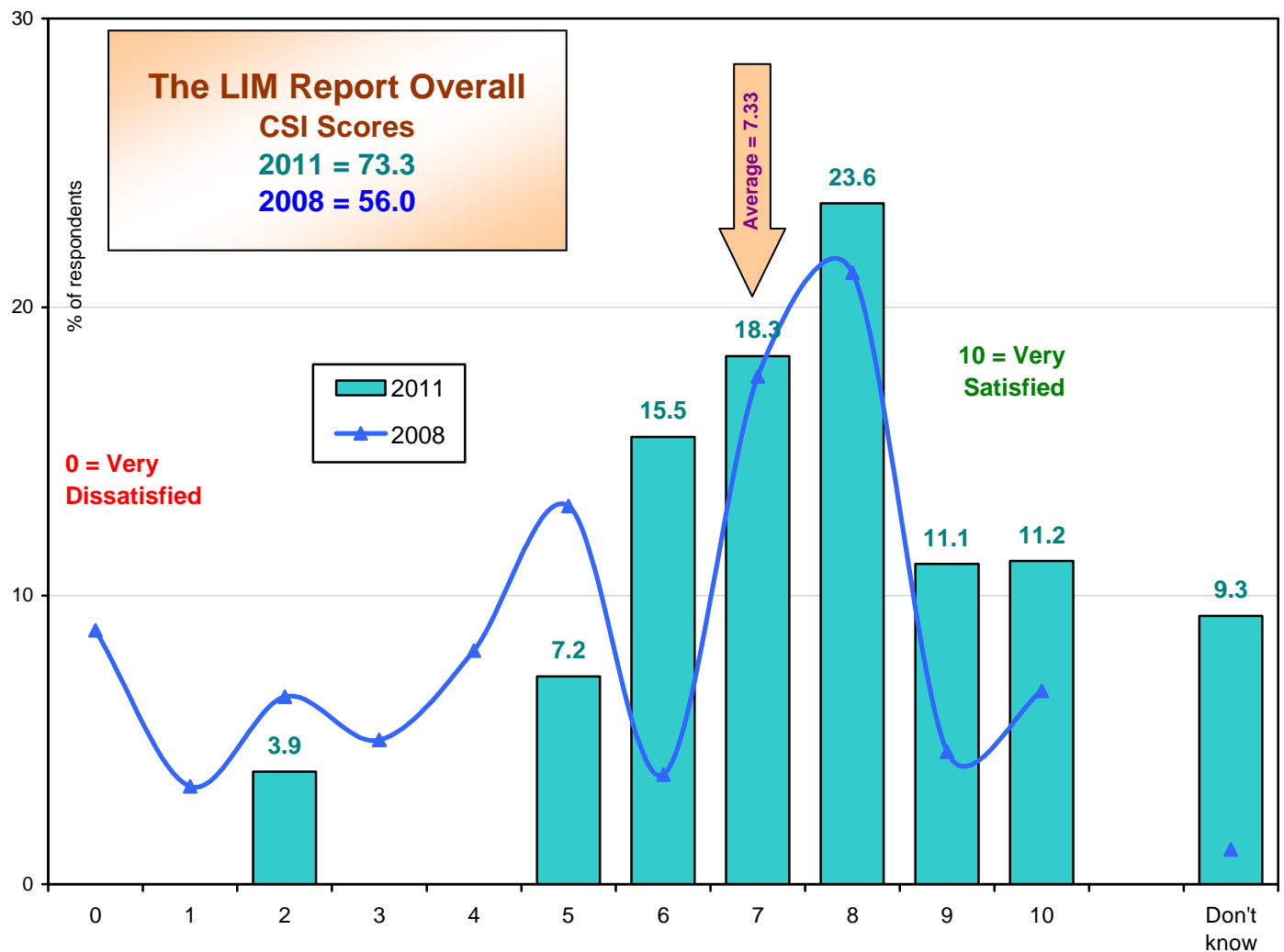
Satisfaction with the LIM Report overall

Respondents who had applied for a LIM Report in the last 12 months (n=28) were asked to rate their satisfaction with the LIM Report overall using a scale where 0 is very dissatisfied to 10 being very satisfied.

Two thirds of the respondents in the subgroup (64%) were satisfied with the LIM Report overall (Scores 7 – 10). A fifth of the respondents (22%) rated this with a score of 9 or 10 (exceeded expectations). The mode was a score of 8 (24%).

A quarter of the subgroup (23%) rated the LIM Report overall with a score that was neutral (Scores 4 – 6). Only one respondent (4%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the LIM Report overall was 73.3. This is an increase of 17.3 points from 2008. This is now a CSI score that implies a very good performance.



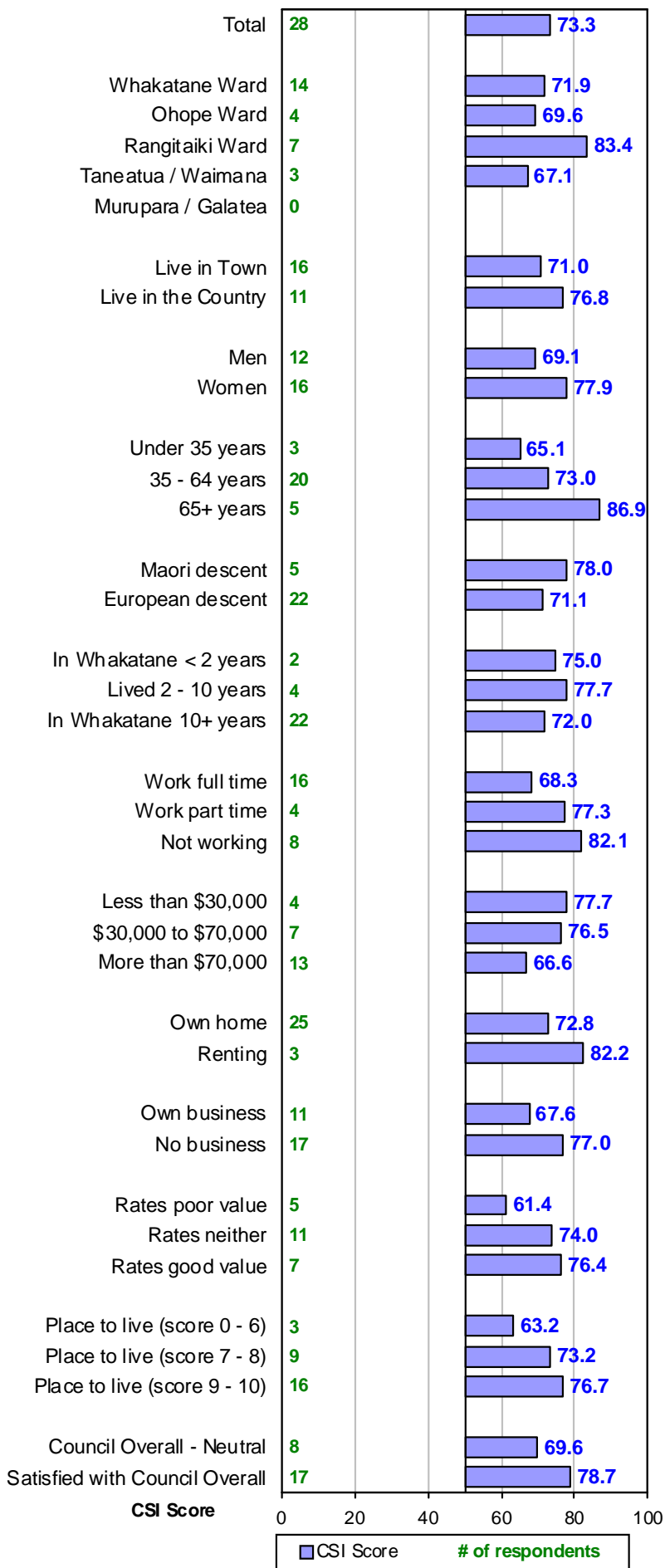
Satisfaction with the LIM Report overall by demographics

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

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation

The analysis shows that there are good levels of satisfaction with the LIM Report overall across most of the subgroups of interest.

The numbers of users are too small to show significant differences in many of the subgroups although there appears to be a number of interesting differences. However, most CSI scores infer there are reasonable levels of satisfaction with this service.



Satisfaction with the time taken for your LIM Report

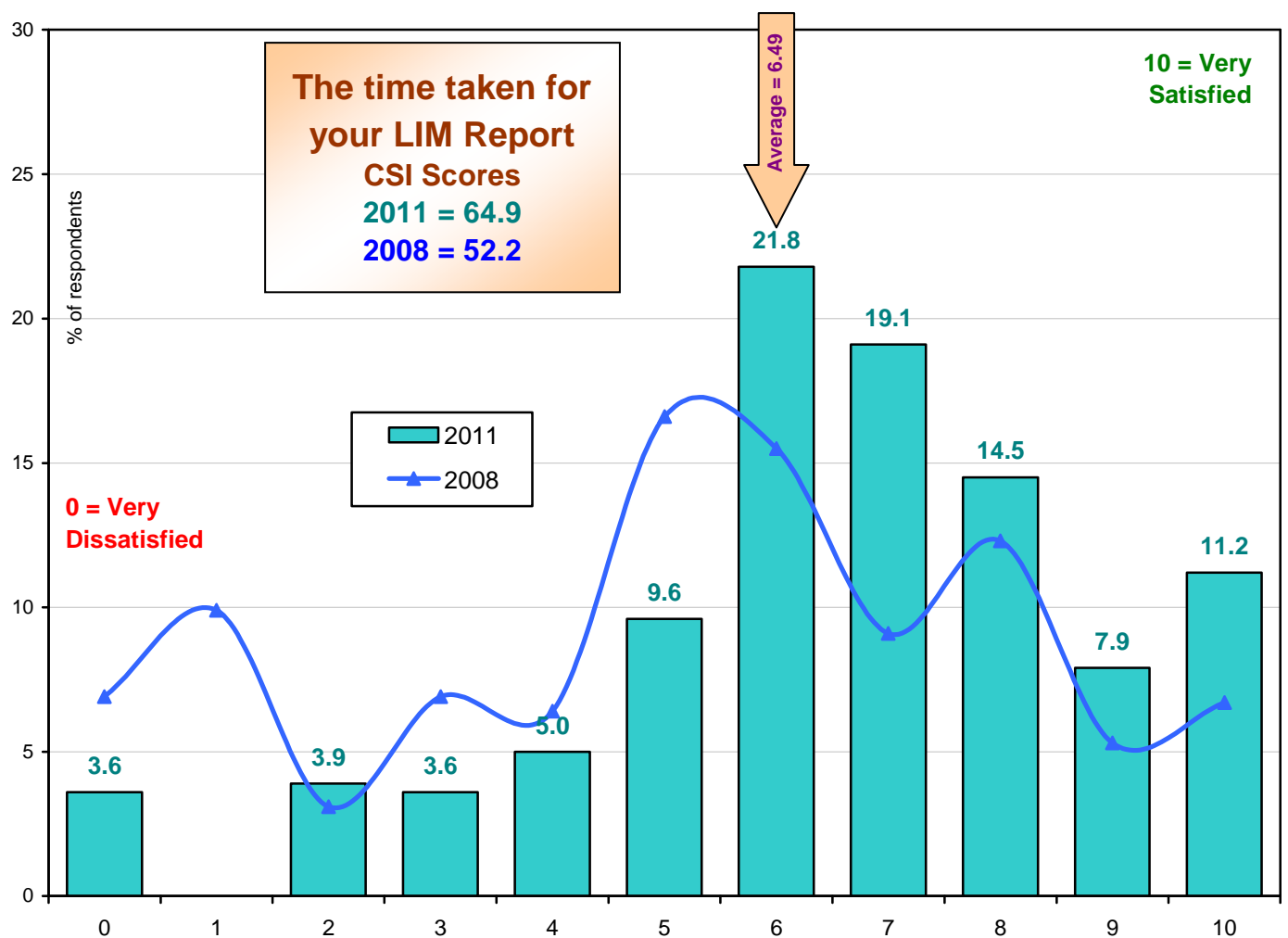
Respondents who had applied for a LIM Report in the last 12 months (n=28) were asked to rate their satisfaction with the time taken for your LIM Report using a scale where 0 is very dissatisfied to 10 being very satisfied.

Half of the respondents in the subgroup (53%) were satisfied with the time taken for their LIM Report (Scores 7 – 10). A fifth of the respondents (19%) rated this with a score of 9 or 10 (exceeded expectations).

A third of the subgroup (36%) rated the time taken for their LIM Report with a score that was neutral (Scores 4 – 6). The mode was a score of 6 (22%).

A ninth of the subgroup (11%) rated with scores that reflect dissatisfaction (Scores 0 – 3).

The CSI score for the time taken for your LIM Report was 64.9. This is an increase of 12.7 points from 2008. This is now a CSI score that reflects a fair performance but with potential for improvement.



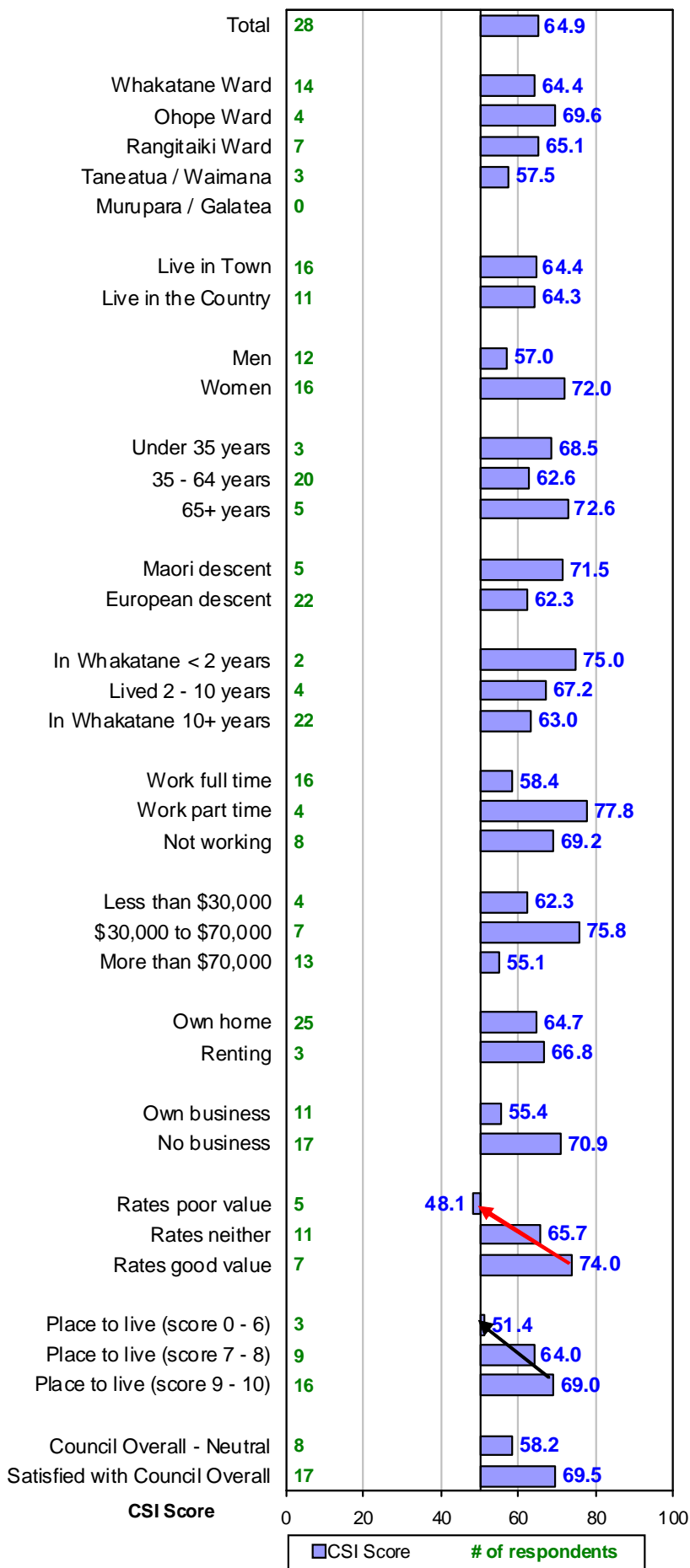
Satisfaction with the time taken for your LIM Report by demographics

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

Please note there are small numbers of respondents in most of the subgroups so care is recommended in the interpretation

The analysis shows that there are low levels of satisfaction with the time taken for your LIM Report across most of the subgroups of interest.

The numbers of users are too small to show significant differences in many of the subgroups although there appears to be a number of interesting differences. However, most CSI scores infer there are serious issues with this service.

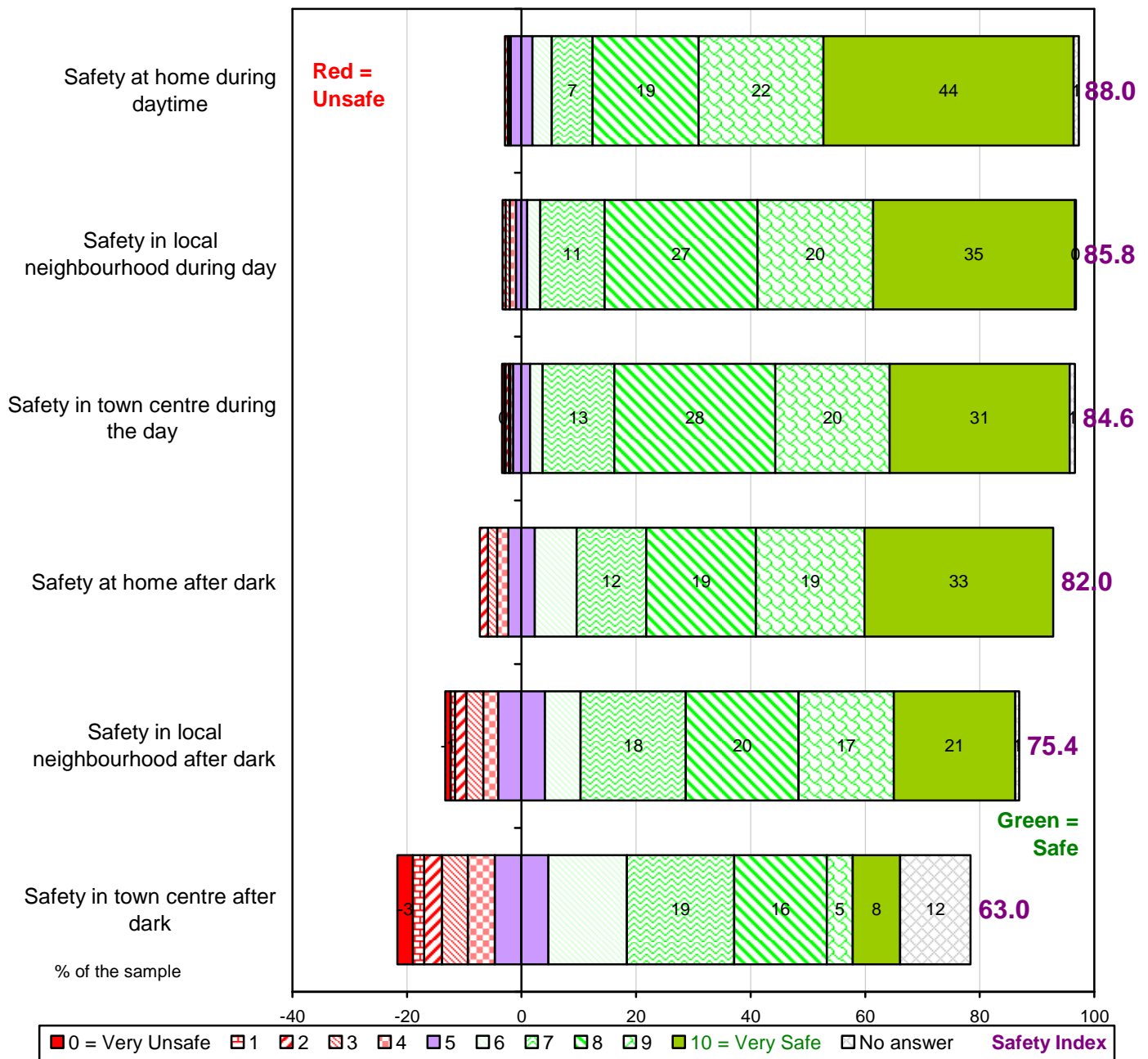


Safety in Whakatane District

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

The level of safety varies little between most of the locations. The proportion who feel safe (scores 6 – 10) ranges from 61% for the factor 'safety in your town centre after dark' up to 95.6% for 'safety in your local neighbourhood during the daytime'.

The Safety Index (The Safety Index converts each respondents answer across the Safety Scale to an index out of 100. The index is 10 times the average individual score based on the 11 point satisfaction scale (0 = very unsafe to 10 = very safe) reflects a high level of safety for most locations but this is highest for 'Safety in your home during the daytime'. (Safety Index = 88.0) down to a modest feeling of safety for the factor 'Safety in your town centre after dark' (Safety Index = 63.0). Note: an eighth of the respondents (12%) did not answer the latter question, presumably because they had not been in their town centre after dark.



Safety index – Comparison with previous years

The following chart compares the Safety Index for the various locations for 2011 versus 2008. There were 6 decreases in the Safety Index and no increases but most moves were small. The largest decrease was of 3.0 points for 'safety in your town centre after dark' (Index 63.0) followed by a decrease of 2.3 points for 'safety in your town centre during the daytime' (Index 84.6)

It is important to remember most of these scores are very high which infers for most locations, safety is not an issue.



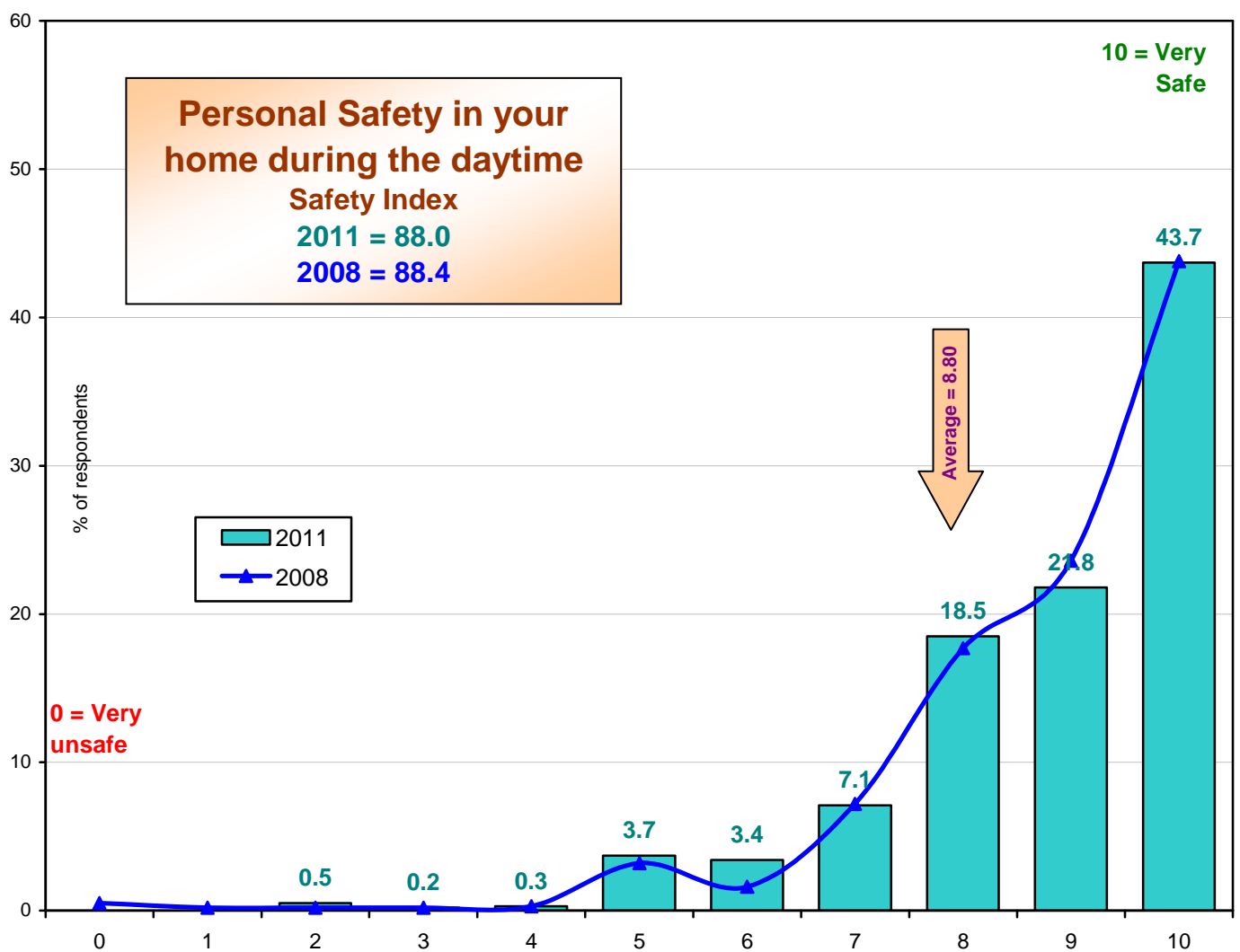
Personal Safety in your home during the daytime

Respondents (n=400) were asked to rate how they felt about Personal Safety in their home during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (91%) felt safe in their home during the daytime (Scores 7 – 10). Two thirds of the respondents (66%) rated this with a score of 9 or 10 (very safe). The mode was a score of 10 (44%).

A few (7%) rated Personal Safety in their home during the daytime with a score that was neutral (Scores 4 – 6), and only 3 respondents (0.7%) felt unsafe (Scores 0 – 3).

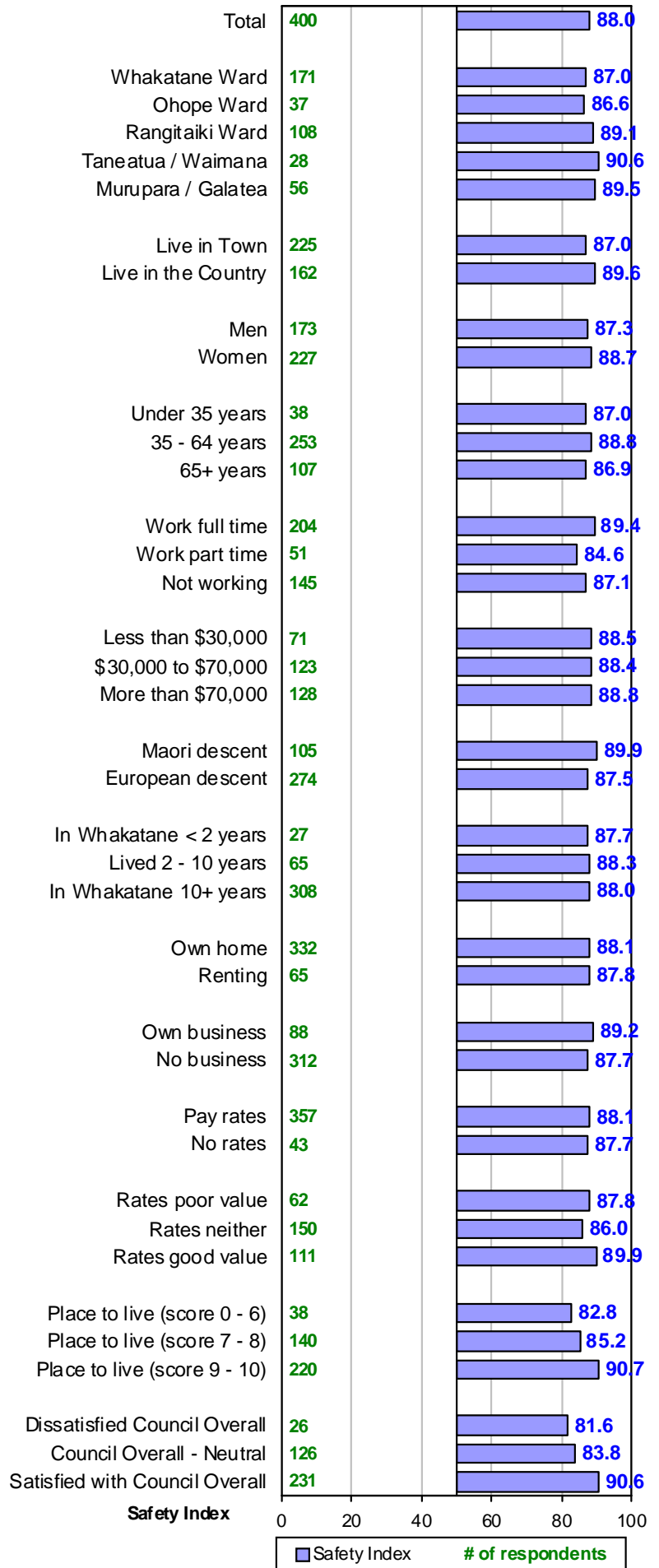
The Safety Index for Personal Safety in your home during the daytime was 88.0. This infers respondents feel very safe in their home during the daytime. The profile and Index is very similar to 2008.



Feeling of Safety in your home during the daytime by demographics

The chart shows there was little variation in the Safety Index for respondents feeling safe in their home during the daytime by demographic subgroups.

The analysis shows most subgroups feel very safe in their home during the daytime.



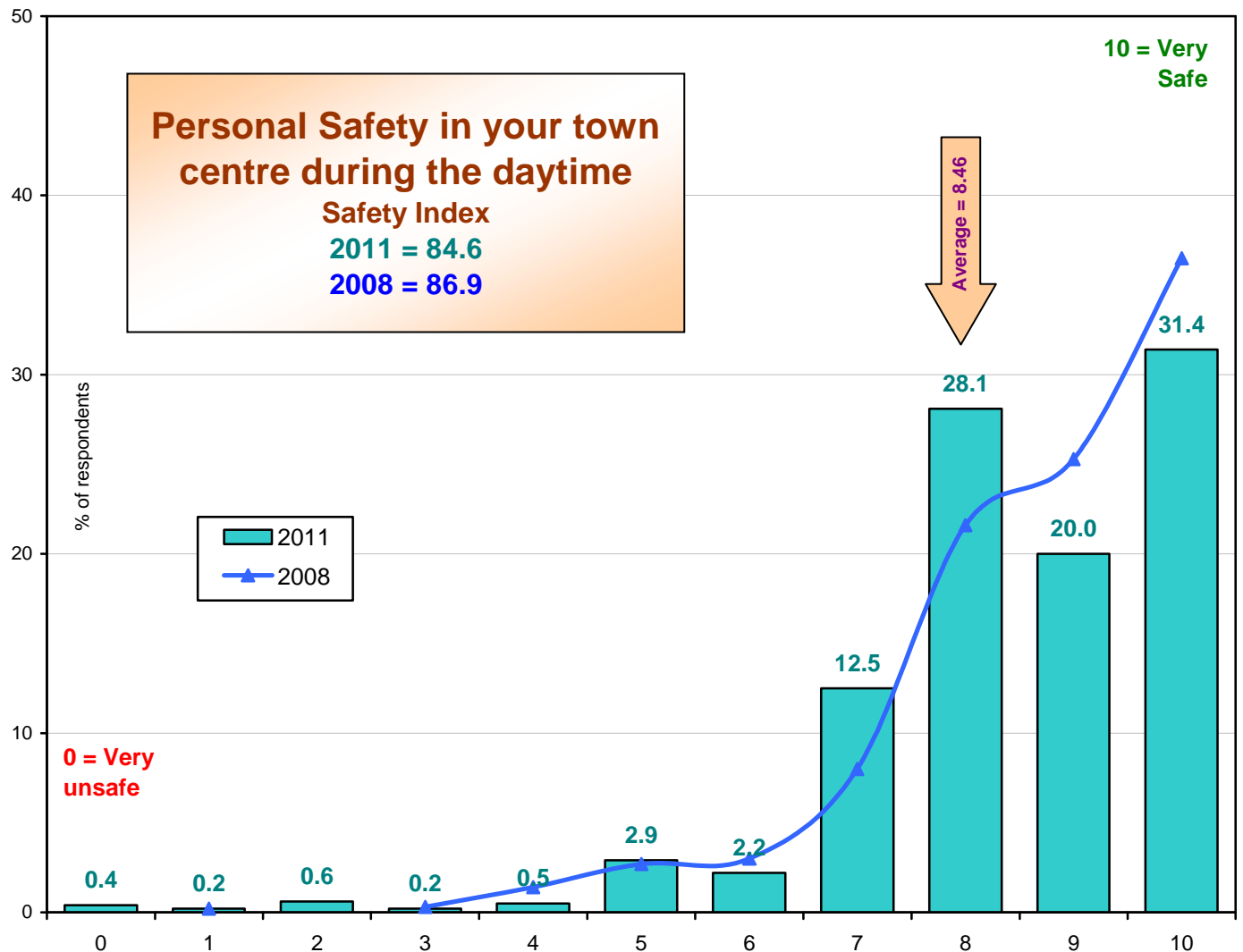
Personal Safety in your town centre during the daytime

Respondents (n=400) were asked to rate how they felt about Personal Safety in their town centre during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (92%) felt safe in their town centre during the daytime (Scores 7 – 10). Half of the respondents (51%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (31%).

A few (6%) rated Personal Safety in their town centre during the daytime with a score that was neutral (Scores 4 – 6), and only six respondents (1.5%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your town centre during the daytime was 84.6. This infers respondents feel very safe in the town centre during the daytime although the Index is down 2.3 points. The profile is similar to 2008.



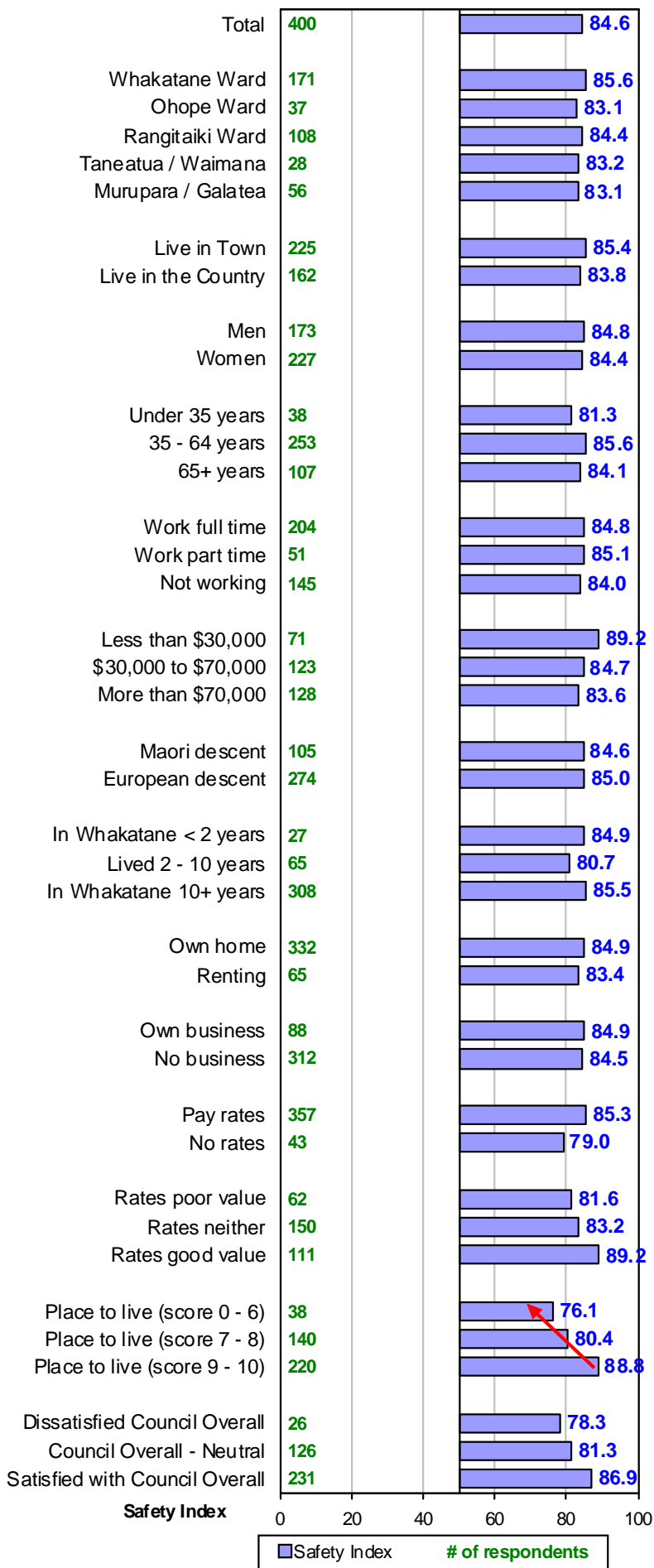
Feeling of Safety in your town centre during the daytime by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their town centre during the daytime by demographic subgroups.

The analysis shows most subgroups feel very safe in their town centre during the daytime.

There were some other variables which appear to have had a noticeable effect.

- Respondents who thought they received good value for their rates (Index 89.2) felt safer than those who thought they got poor value for their rates (Index 81.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (Index 88.8) felt safer than those who rated Whakatane as a place to live with scores of 0 to 6 (Index 76.1)



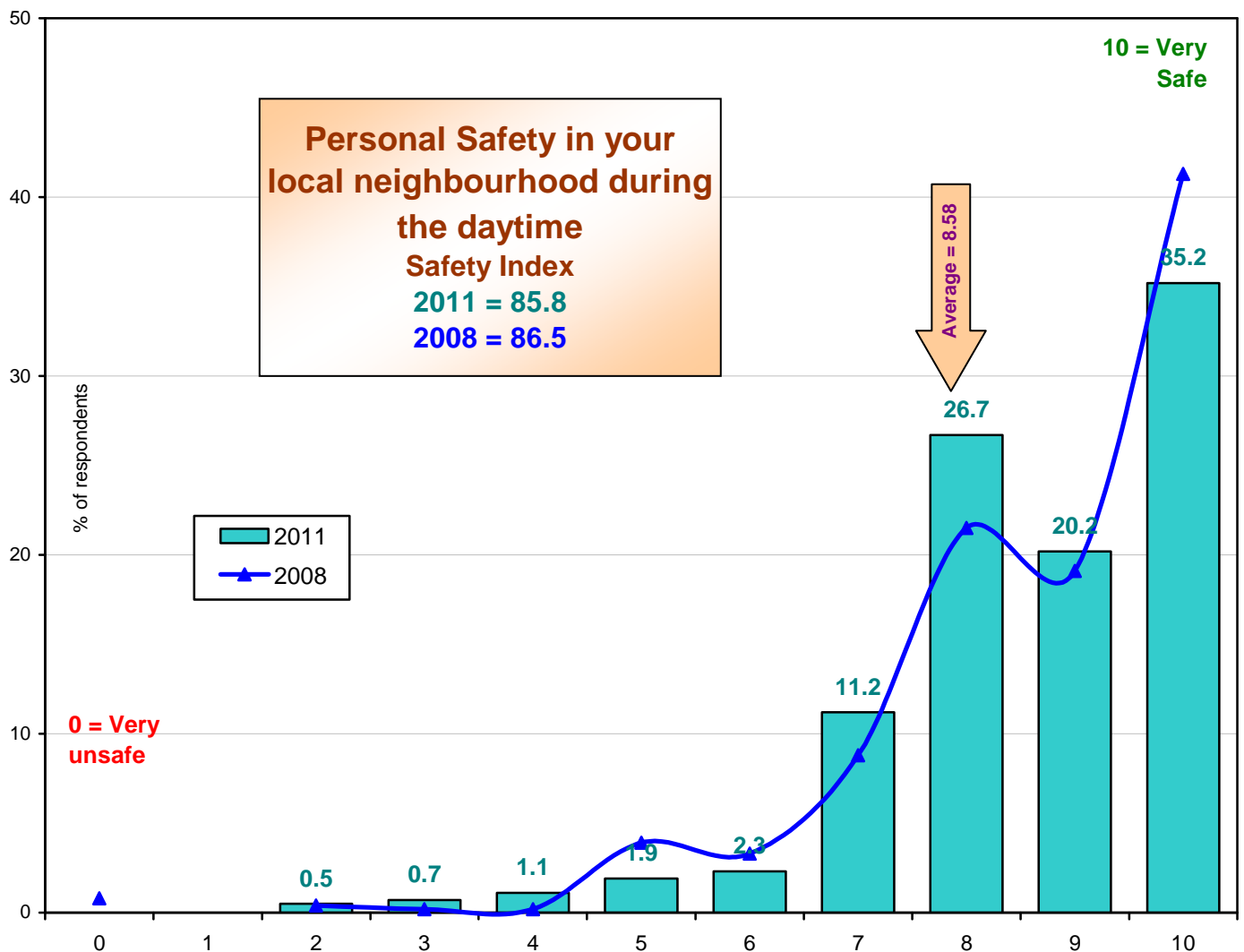
Safety in your local neighbourhood during the daytime

Respondents (n=400) were asked to rate how they felt about Personal Safety in their local neighbourhood during the daytime using a scale where 0 is very unsafe to 10 being very safe.

The vast majority of the respondents (93%) felt safe in their local neighbourhood during the daytime (Scores 7 – 10). Over half of the respondents (55%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (35%).

A few (5%) rated Personal Safety in their local neighbourhood during the daytime with a score that was neutral (Scores 4 – 6), and only four respondents (1.1%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your local neighbourhood during the daytime was 85.8. This is a decrease of 0.7 points from 2008 but this still infers respondents feel very safe in their local neighbourhood during the daytime.



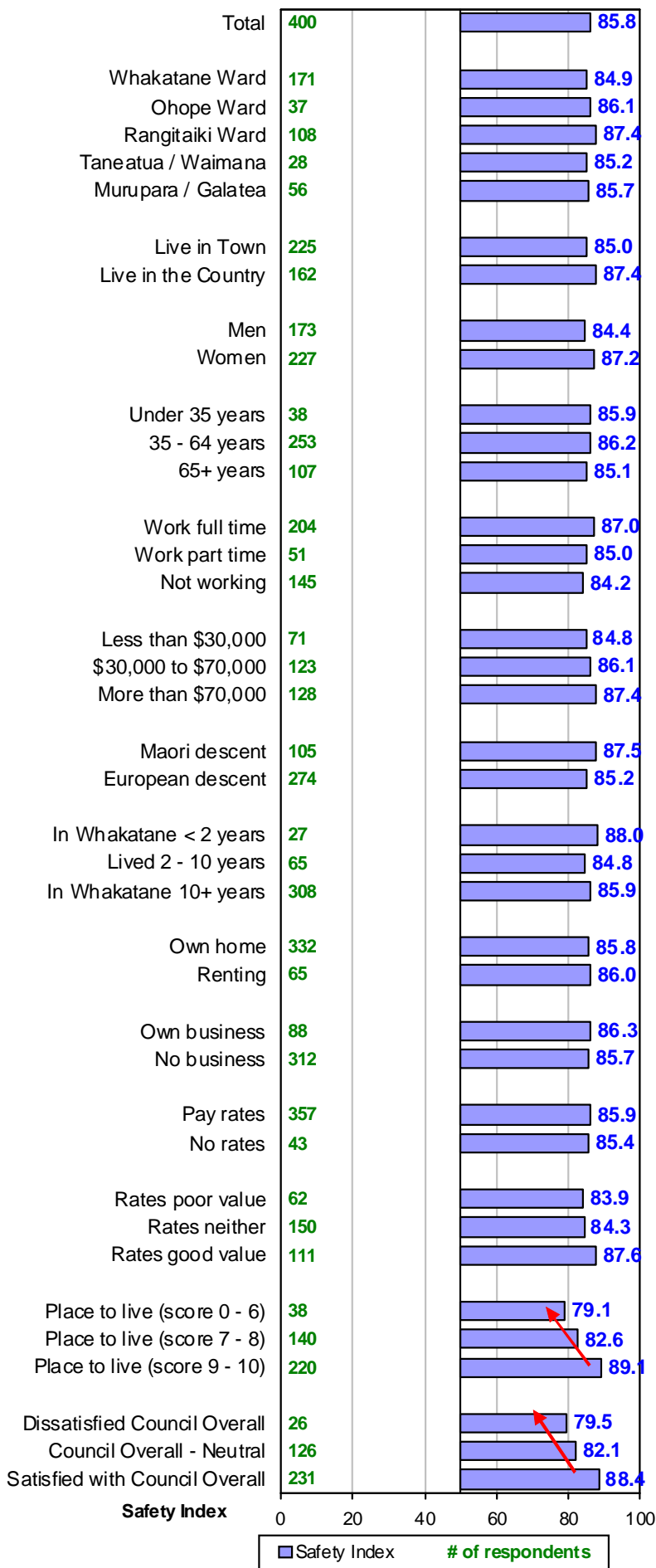
Feeling of Safety in your local neighbourhood during the daytime by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their local neighbourhood during the daytime by demographic subgroups.

The analysis shows most subgroups feel very safe in their local neighbourhood during the daytime.

There were some other variables which appear to have had a noticeable effect.

- Respondents who thought they received good value for their rates (Index 87.6) felt safer than those who thought they got poor value for their rates (Index 83.9).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (Index 89.1) felt safer than those who rated Whakatane as a place to live with scores of 0 to 6 (Index 79.1)



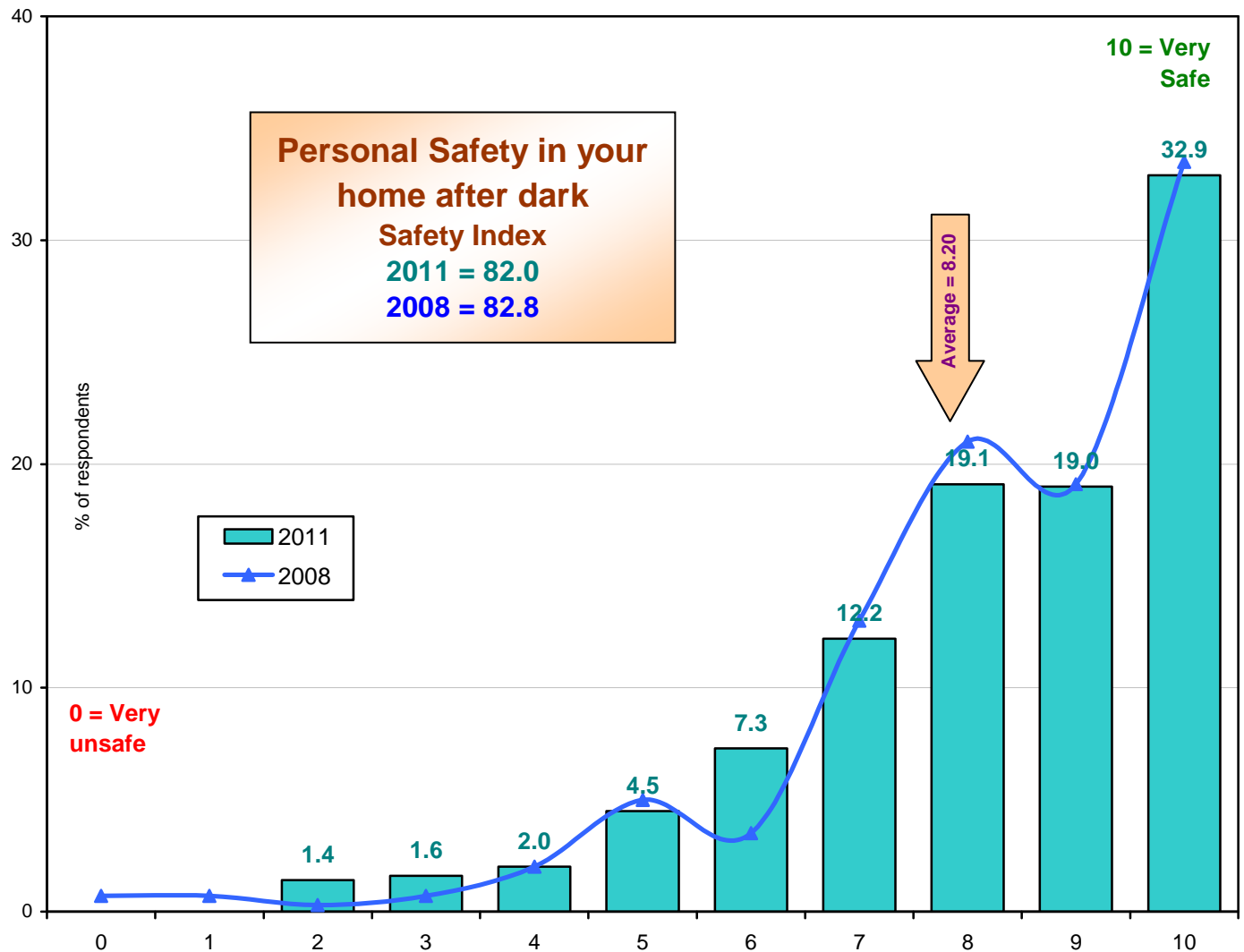
Personal Safety in your home after dark

Respondents (n=400) were asked to rate how they felt about Personal Safety in their home after dark using a scale where 0 is very unsafe to 10 being very safe.

Four fifths of the respondents (83%) felt safe in their home after dark (Scores 7 – 10). Over half of the respondents (52%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (33%).

A seventh of the respondents (14%) rated Personal Safety in their home after dark with a score that was neutral (Scores 4 – 6), and only 12 respondents (3%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your home after dark was 82.0. This infers respondents feel safe in their home after dark. The profile and Index is very similar to 2008.



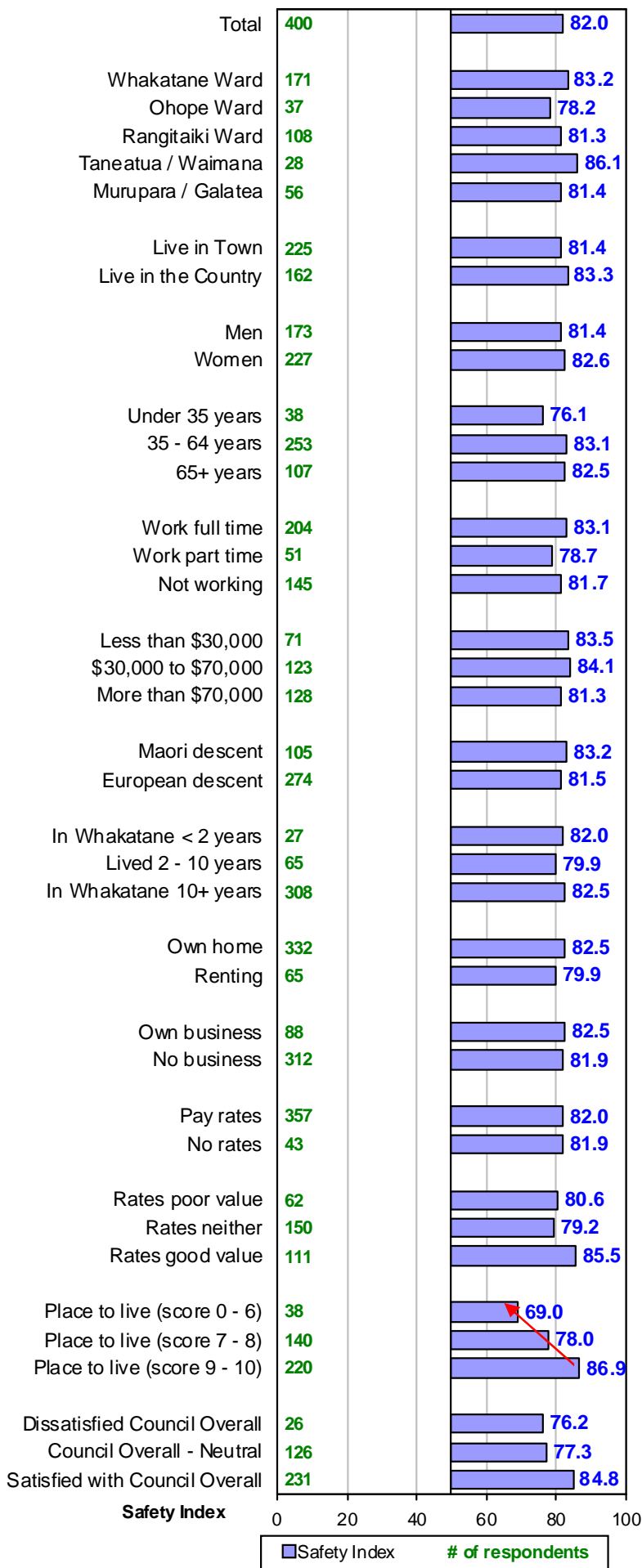
Feeling of Safety in your home after dark by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their home after dark by demographic subgroups.

The analysis shows most subgroups feel safe in their home after dark.

There were some other variables which appear to have had a noticeable effect.

- Those from the Ohope Ward (Index 78.2) felt less safe in their home after dark than those from the other Wards.
- Respondents who thought they received good value for their rates (Index 85.5) felt safer than those who thought they got poor value for their rates (Index 80.6).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (Index 86.9) felt safer than those who rated Whakatane as a place to live with scores of 0 to 6 (Index 69.0)



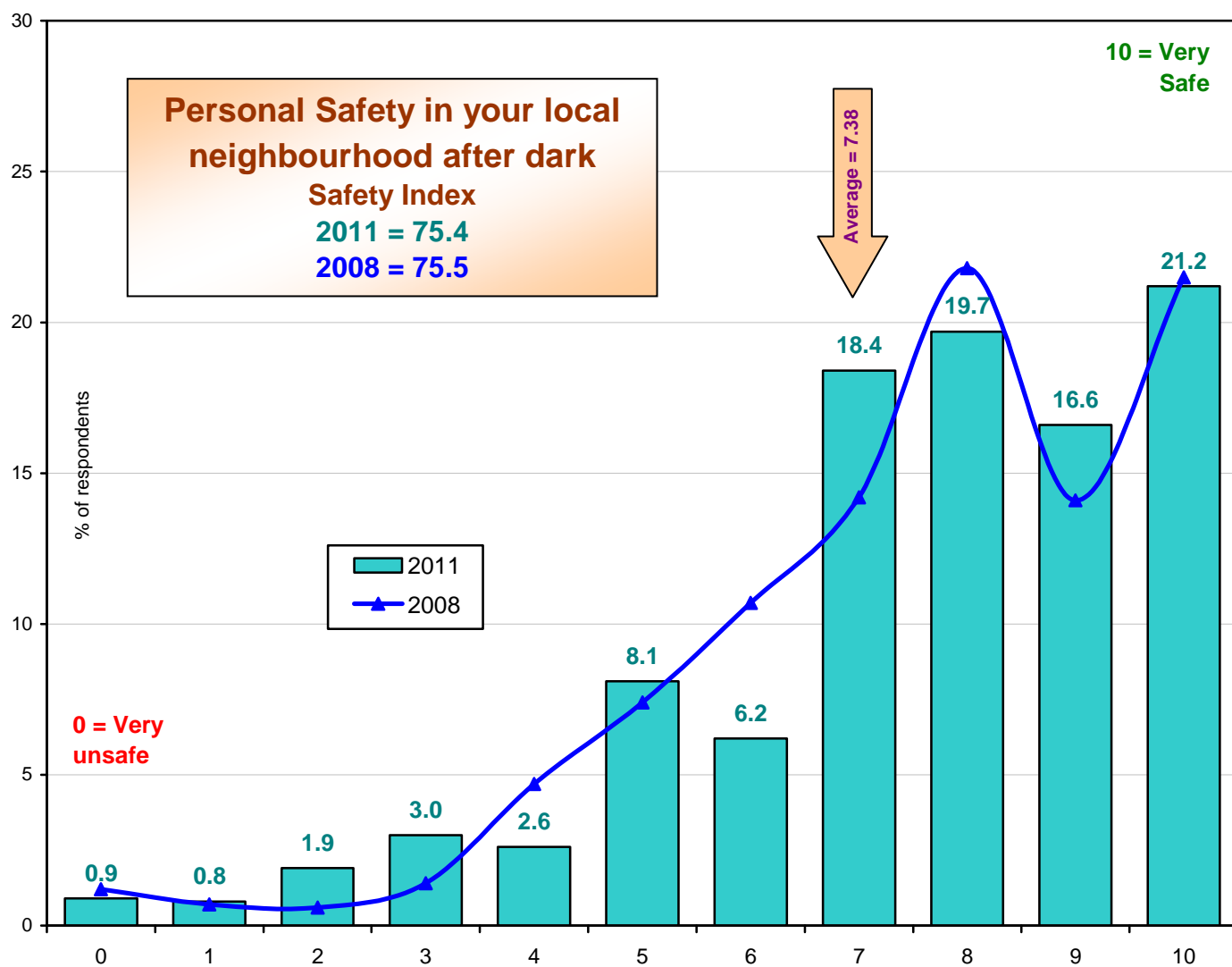
Personal Safety in your local neighbourhood after dark

Respondents (n=400) were asked to rate how they felt about Personal Safety in their local neighbourhood after dark using a scale where 0 is very unsafe to 10 being very safe.

Three quarters of the respondents (76%) felt safe in their local neighbourhood after dark (Scores 7 – 10). Over a third of the respondents (38%) rated these with a score of 9 or 10 (very safe). The mode was a score of 10 (21%).

A sixth of the respondents (17%) rated Personal Safety in their local neighbourhood after dark with a score that was neutral (Scores 4 – 6), and a few respondents (7%) felt unsafe (Scores 0 – 3).

The Safety Index for Personal Safety in your local neighbourhood after dark was 75.4, virtually unchanged from 2008. This again infers respondents feel reasonably safe in their local neighbourhood after dark.



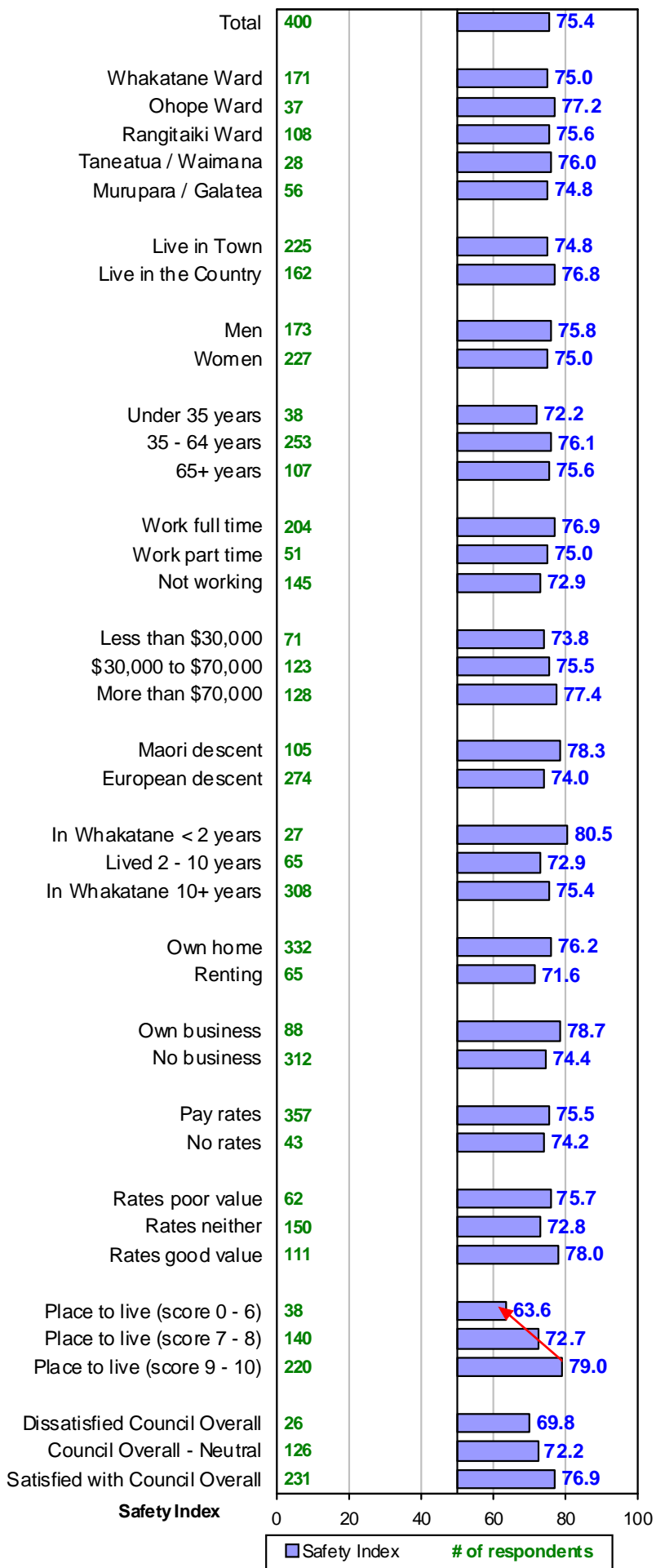
Feeling of Safety in your local neighbourhood after dark by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their local neighbourhood after dark by demographic subgroups.

The analysis shows most subgroups feel reasonably safe in their local neighbourhood after dark.

There were some other variables which appear to have had a noticeable effect.

- Those of Maori descent (Index 78.3) appear to feel safer than those of European descent (Index 74.0)
- Those who have lived in Whakatane between 2 – 10 years (Index 72.9) appear to feel less safe than those who have lived in Whakatane for less than 2 years or more than 10 years (Index 80.5 and 75.4 respectively)
- Those who rated Whakatane as a place to live with scores of 9 or 10 (Index 79.0) felt safer than those who rated Whakatane as a place to live with scores of 0 to 6 (Index 63.6)



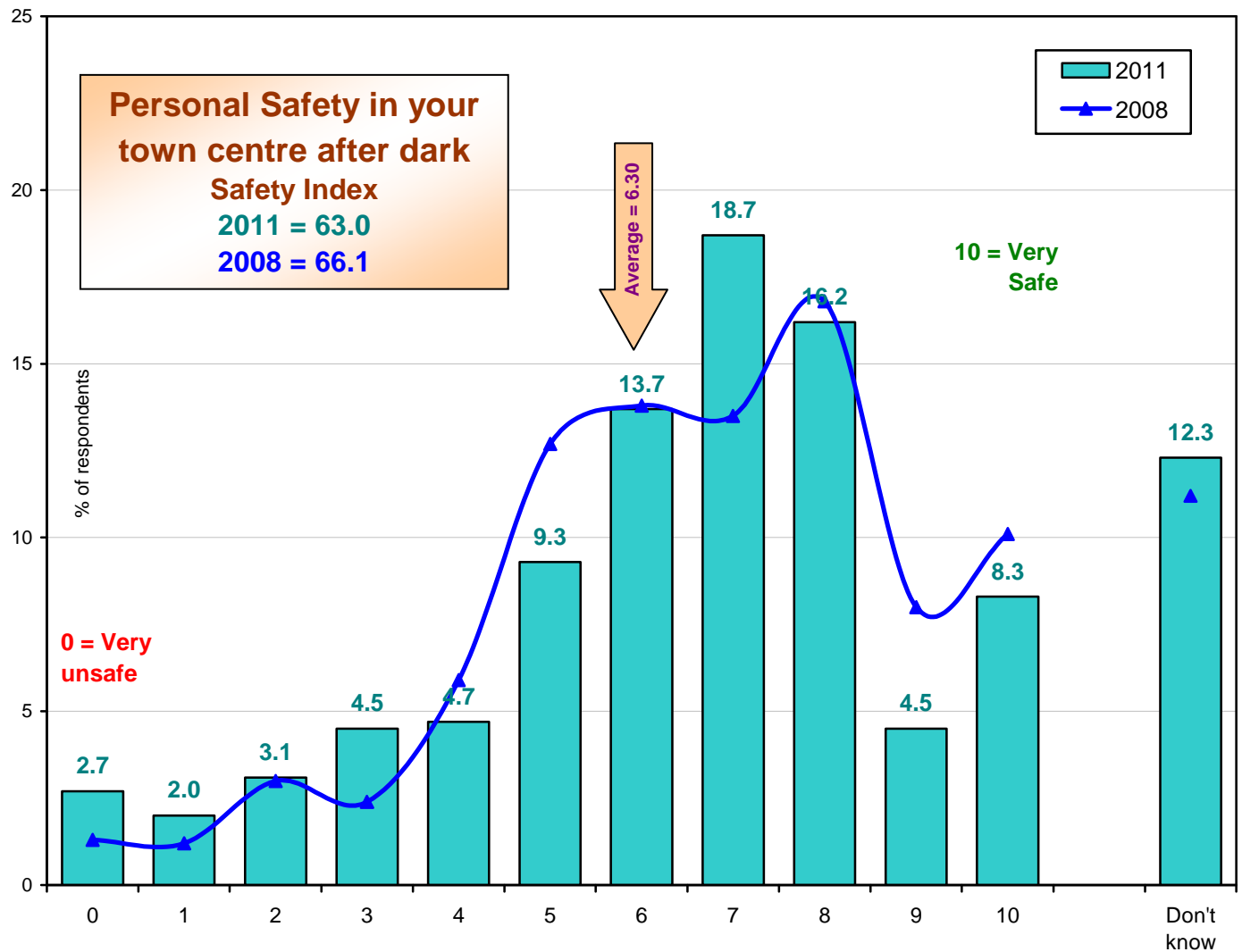
Personal Safety in your town centre after dark

Respondents (n=400) were asked to rate how they felt about Personal Safety in their town centre after dark using a scale where 0 is very unsafe to 10 being very safe.

Almost half of the respondents (48%) felt safe in their town centre after dark (Scores 7 – 10). An eighth of the respondents (13%) rated these with a score of 9 or 10 (very safe). The mode was a score of 7 (19%).

A quarter of the respondents (28%) rated Personal Safety in their town centre after dark with a score that was neutral (Scores 4 – 6), and an eighth (12%) felt unsafe, (Scores 0 – 3).

The Safety Index for Personal Safety in your town centre after dark was 63.0. This is a decrease of 3.1 points from 2008. This again infers respondents do not feel very safe in their town centre after dark.



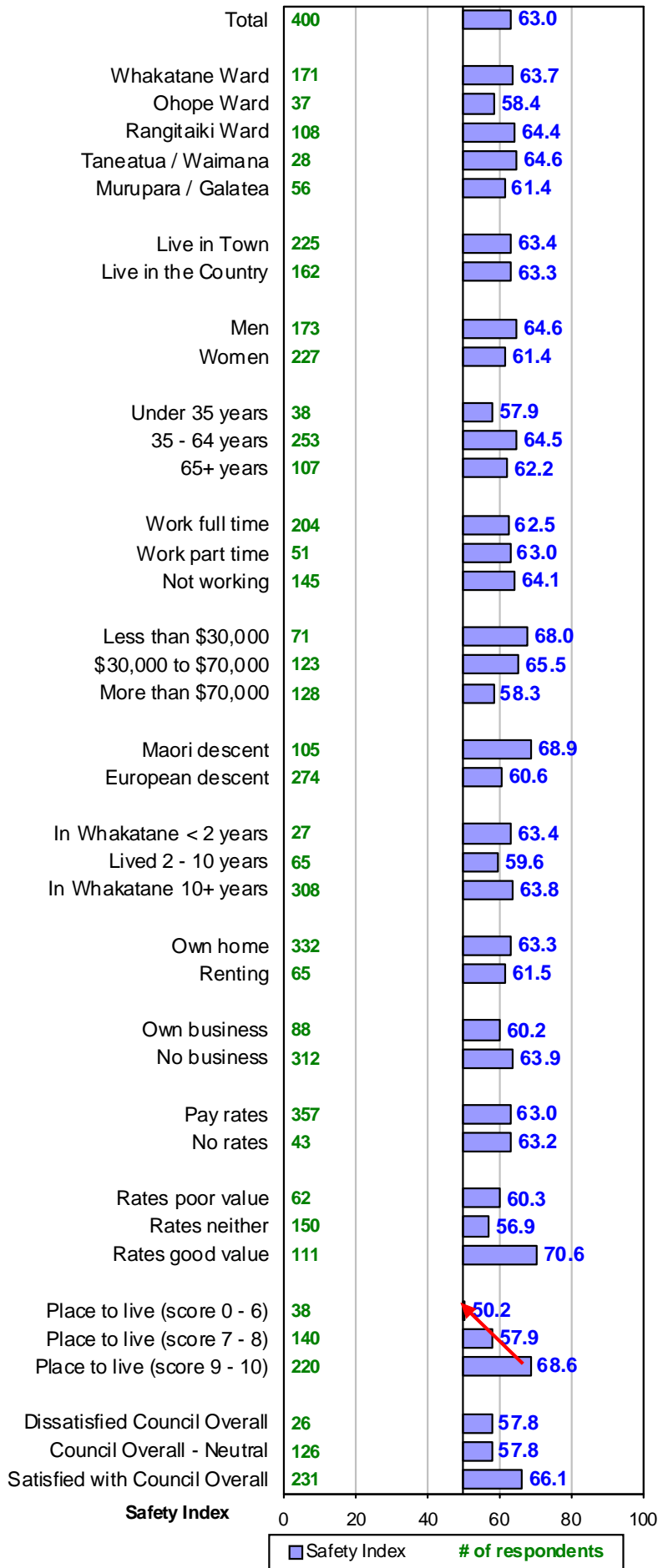
Feeling of Safety in your town centre after dark by demographics

The chart shows there was some variation in the Safety Index for respondents feeling safe in their town centre after dark by demographic subgroups.

The analysis shows most subgroups do not feel very safe in their town centre after dark.

There were some other variables which appear to have had a noticeable effect.

- Those from the Ohope Ward (Index 58.4) felt less safe in their town centre after dark than those from the other Wards.
- Those of Maori descent (Index 68.9) appear to feel safer than those of European descent (Index 60.6)
- Respondents who thought they received good value for their rates (Index 70.6) felt safer than those who thought they got poor value for their rates (Index 60.3).
- Those who rated Whakatane as a place to live with scores of 9 or 10 (Index 68.6) felt safer than those who rated Whakatane as a place to live with scores of 0 to 6 (Index 50.2)



Summary Tables

Summary table – Percentage who used facility/service in the past 12 months -2000 to 2011 (Weighted data from 2004) These results are not based on a calendar year. The survey timing has varied from year to year but was undertaken in May and respondents were asked whether they had used each service / facility in the past 12 months.

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Kerbside recyclable collection		53.0	59.0	62.0	63.3	84.0	89.2		5.2
Residential refuse collection	88.0	92.0	92.0	90.0	88.7	86.5	84.5	-2.0	
Council parking in Whakatane	88.0	95.0	91.0	92.0	77.1	75.7	73.7	-2.0	
Public toilets	70.0	77.0	74.0	71.0	69.8	66.6	67.5		0.9
Parks and reserves	75.0	80.0	80.0	81.0	73.0	77.2	66.7	-10.5	
Greenwaste collection						62.7	64.8		2.1
Transfer station / rubbish disposal	56.0	50.0	49.0	45.0	53.5	57.6	61.4		3.8
Harbour facilities in Whakatane CBD	58.0	60.0	61.0	54.0	67.0	65.1	58.2	-6.9	
Library	63.0	66.0	71.0	71.0	62.0	52.0	49.3	-2.7	
Public halls	70.0	67.0	68.0	71.0	55.8	56.3	45.3	-11.0	
Council run recycling facilities						52.1	43.4	-8.7	
Sports grounds	76.0	74.0	70.0	75.0	46.2	46.0	41.9	-4.1	
Playgrounds		66.0	71.0	63.0	50.6	53.5	41.9	-11.6	
Facilities at Thornton Domain						32.2	39.3		7.1
Cemeteries						41.0	38.4	-2.6	
Facilities at Ohiwa Harbour						38.6	38.0	-0.6	
Swimming pools	43.0	36.0	51.0	61.0	50.2	42.5	35.9	-6.6	
Boat ramps in Whakatane town						32.6	30.8	-1.8	

Summary table – Percentage who used facility/service in the past 12 months -2000 to 2008 (Weighted data from 2004) These results are not based on a calendar year. The survey timing has varied from year to year but was undertaken in May and respondents were asked whether they had used each service / facility in the past 12 months.

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Contacted Council about dogs	24.0	23.0	23.0	29.0	27.3	26.9	27.4		0.5
Museum and Gallery in Boon Street	44.0	48.0	55.0	52.0	47.6	30.2	26.3	-3.9	
Hazardous Waste Disposal facilities						21.0	14.8	-6.2	
Byways (Council's news publication)							38.4		
Visitor Information Centre							37.0		
Whakatane District Council Website							31.2		
Front desk in Whakatane Council Building						68.3	64.5	-3.8	
Phoned during business hours							56.8		
Phoned after hours							18.9		
Customer Services Centre in Murupara							10.1		
Building and Regulation Services							25.8		
Applied for a building consent						24.9	18.3	-6.6	
Applied for a resource consent						18.5	10.1	-8.4	
Applied for a LIM						13.7	6.8	-6.9	
Had contact with the Council Staff						71.7	76.9		5.2
Had contact with the Councillors or Mayor						34.5	35.6		1.1
Contacted community board member						21.8	26.5		4.7
Councils water supply	79.0	82.0	85.0	81.0	80.3	77.5	82.2		4.7
Council sewerage system	67.0	71.0	74.0	70.0	64.7	64.1	66.4		2.3

Summary table – Frequency of using each facility or service based on the percentage of the 2011 sample (n=400) (Weighted data)

Facility / Service	Daily	Weekly	Monthly	At least once a year	Used but <1 / year	Not in past 12 months	Don't know	Used at all
Kerbside recyclable collection	0.2	83.3	3.9	1.9		10.8		89.2
Residential refuse collection		78.9	1.4	4.2		14.8	0.7	84.5
Council parking in Whakatane	7.5	41.4	14.0	10.8		26.1	0.2	73.7
Public toilets	0.7	8.6	22.2	35.6	0.3	32.1	0.4	67.5
Parks and reserves	5.3	15.5	20.8	24.2	0.9	32.8	0.5	66.7
Greenwaste collection		25.8	36.1	2.9		35.0	0.2	64.8
Transfer station / rubbish disposal		3.5	13.2	44.0	0.7	37.9	0.7	61.4
Harbour facilities in Whakatane CBD	1.3	10.5	23.2	23.2		41.3	0.4	58.2
Library	0.3	12.9	16.0	19.1	1.0	50.7		49.3
Public halls		4.8	4.5	35.3	0.7	54.7		45.3
Council run recycling facilities		6.0	9.1	28.2		56.3	0.3	43.4
Sports grounds	0.3	16.5	9.1	15.8	0.1	57.7	0.4	41.9
Playgrounds	1.0	10.6	17.4	12.9		58.1		41.9
Facilities at Thornton Domain		1.4	9.4	28.2	0.2	60.5	0.2	39.3
Cemeteries		1.2	6.8	29.2	1.2	61.6		38.4
Facilities at Ohiwa Harbour	0.2	0.8	6.4	30.1	0.4	61.5	0.4	38.0
Swimming pools	1.4	8.8	9.5	16.0	0.2	64.1		35.9
Boat ramps in Whakatane town		3.2	10.9	16.4	0.2	69.0	0.2	30.8
Contacted Council about dogs	0.2	0.2	1.1	24.3	1.6	72.1	0.4	27.4
Museum and Gallery in Boon Street			1.7	22.3	2.3	73.7		26.3
Hazardous Waste Disposal facilities		0.4	1.4	12.1	1.0	85.0	0.2	14.8

Summary table – Frequency of using each facility or service based on the percentage of the 2008 sample (n=405) (Weighted data)

Facility / Service	Daily	Weekly	Monthly	At least once a year	Used but <1 / year	Not in past 12 months	Don't know	Used at all
Byways (Council's news publication)		1.3	16.1	20.8	0.2	60.1	1.5	38.4
Visitor Information Centre	0.5	0.4	3.1	32.5	0.4	63.0		37.0
Whakatane District Council Website	0.3	1.3	6.6	23.0		67.9	0.9	31.2
Front desk in Whakatane Council Building		0.6	8.3	53.3	2.4	35.5		64.5
Phoned during business hours	0.3	2.5	7.6	46.0	0.4	43.0	0.2	56.8
Phoned after hours		0.4	0.5	17.3	0.7	81.1		18.9
Customer Services Centre in Murupara	0.3	0.4	2.2	6.7	0.5	89.7	0.2	10.1
Building and Regulation Services		0.7	2.4	20.9	1.8	73.7	0.5	25.8
Applied for a building consent	0.2		0.5	16.9	0.7	81.3	0.4	18.3
Applied for a resource consent				9.2	0.9	89.0	0.9	10.1
Applied for a LIM				6.8		92.3	0.9	6.8
Had contact with the Council Staff	1.5	11.4	26.2	37.8		22.7	0.4	76.9
Had contact with the Councillors or Mayor	0.3	1.9	6.1	26.5	0.9	64.4		35.6
Contacted community board member	0.5	1.7	4.8	19.4	0.2	73.0	0.5	26.5

Satisfaction with Council in General (CSI score by Year) – 2000 to 2011

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Overall performance of Council	72.8	72.1	66.6	61.5	69.8	67.3	65.4	-1.8	
Elected Members of Council	59.9	64.7	64.4	62.1	64.1	61.5	61.1	-0.3	
Council staff overall	74.5	80.5	78.4	77.3	75.5	74.5	76.8		2.4
Customer Service Staff at Murupara							83.3		
Overall Front Desk Staff						75.2	78.0		2.7
Call centre during working hours							69.8		
Council call centre after hours							63.9		
Whakatane District as a place to live						86.4	84.2	-2.1	
Council's provision of information						64.2	64.3		0.2
Easy to attend meetings						48.8	62.0		13.2
Opportunities for involvement in decision making						58.5	57.5	-1.0	
Open and honest in their dealings						49.6	56.8		7.2
Good long term decisions						47.4	52.2		4.8

Satisfaction with Council provided Core Facilities and Services (CSI score by Year) – 2000 to 2011

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Roads									
Overall roads in Whakatane District						68.4	65.2	-3.2	
Adequate street lighting						71.8	69.8	-2.0	
Safety of our roads						68.4	66.3	-2.1	
Vegetation on roadsides well maintained						70.0	64.9	-5.1	
The quality of roads in the District	70.0	70.6	70.3	70.9	66.6	67.1	63.8	-3.3	
Roads being well maintained						64.1	61.5	-2.6	
Mains Water Supply									
Overall mains water supply in Whakatane						73.7	72.0	-1.7	
Reliable supply of water to home						84.4	84.1	-0.3	
Mains water pressure in your home		69.7	74.9	75.6	79.1	78.5	79.9		1.5
Price of water supplied						62.1	65.3		3.2
Quality of drinking water		69.7	74.9	75.6	71.7	66.8	64.3	-2.5	

Satisfaction with Council provided Core Facilities and Services (CSI score by Year) – 2000 to 2011

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Stormwater System									
Overall stormwater systems						64.0	45.6	-18.4	
Maintenance of stormwater systems						65.1	47.5	-17.6	
Reliability of the stormwater systems						64.7	44.6	-20.1	
Wastewater and Sewerage System									
Overall wastewater	76.7	75.4	75.9	77.1	81.3	72.4	70.4	-1.9	
Reliable disposal of wastewater						76.9	73.6	-3.4	
Smells and odours from wastewater						72.6	72.9		0.3
Cost of wastewater / sewerage system						68.9	68.0	-0.9	

Satisfaction with Council provided Specific Facilities and Amenities (CSI score by Year) – 2000 to 2011

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Residential refuse collection	89.4	86.7	88.5	89.9	85.5	83.6	84.6		1.0
Greenwaste Collection						83.7	83.7		0.0
Cemeteries						81.2	83.7		2.5
Kerbside Recyclable Collection	67.5	65.8	69.1	75.2	76.3	81.2	83.0		1.8
Hazardous Waste Disposal facilities						82.3	82.2	-0.2	
Council run recycling facilities						82.4	80.5	-1.9	
Library	80.5	84.2	85.3	86.8	80.8	79.4	80.0		0.6
Transfer station / rubbish disposal	67.6	67.3	68.5	65.1	71.3	82.4	79.1	-3.3	
Boat ramps in Whakatane town						79.1	77.4	-1.7	
Harbour facilities Whakatane CBD	78.6	75.7	79.2	75.9	77.5	76.5	76.1	-0.4	
Swimming pools	69.3	66.5	85.3	85.2	80.5	76.5	75.7	-0.8	
The Museum & Gallery	81.1	88.5	88.6	89.2	80.4	71.0	75.3		4.3
Parks and Reserves	79.6	78.9	78.4	81.7	80.1	75.9	74.9	-1.0	
Harbour facilities at Ohiwa Harbour	78.6	75.7	79.2	75.9	77.5	72.6	74.9		2.3
Sports grounds	78.7	79.5	82.0	82.7	76.6	77.0	74.6	-2.5	
Council Parking in Whakatane	79.6	78.9	78.4	81.7	60.6	69.9	73.8		3.9
Playgrounds	78.7	79.8	80.3	83.4	75.2	75.1	72.9	-2.3	
Facilities at Thornton Domain						73.4	72.9	-0.5	

Satisfaction with Council provided Specific Facilities and Amenities (CSI score by Year) – 2000 to 2011

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Public Halls	79.6	78.9	78.4	81.7	74.9	73.2	71.5	-1.7	
Public toilets	57.7	61.3	66.0	70.9	66.6	69.2	68.3	-0.9	
Councils Dog Control Service	64.0	69.0	65.6	64.3	58.1	66.6	67.5		0.9
Information centre staff							82.1		
Whakatane District Council website							68.8		
Byways							68.1		

Satisfaction with Environmental Health and Planning and Building Regulation Services (CSI score by Year) – 2000 to 2011

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Environmental Health services overall						70.4	67.6	-2.8	
Making environment a healthier place						69.6	66.8	-2.9	
Being effective						68.1	65.0	-3.2	
Planning and Building services overall						54.1	67.8		13.7
LIM report overall						56.0	73.3		17.3
Time for LIM report						52.2	64.9		12.7
Advice from Building Control service						55.9	59.7		3.8
Making environment a healthier place						59.1	58.6	-0.5	
Process for Building Consents						45.8	57.3		11.5
Process for Resource Consents						45.2	54.6		9.4
Advice from Resource Consent service						51.2	53.3		2.1

Summary Tables – Other Indexes Comparison to History

History of other measured statements (Index) – 2000 to 2011 *The scales used vary by question. All these scales are converted to indexes out of 100.*

Facility / Service	2000	2001	2002	2003	2004	2008	2011	Difference to 2008	
								Decreases	Increases
Facilities and services deteriorated or improved						67.8	64.2	-3.6	
Value from WDC residential rates	60.3	62.4	64.7	63.9	61.0	56.1	54.1	-2.0	
Value from BOP regional rates							51.4		
Safety at home during daytime						88.4	88.0	-0.4	
Safety in local neighbourhood during day						86.5	85.8	-0.6	
Safety in town centre during the day						86.9	84.6	-2.3	
Safety at home after dark						82.8	82.0	-0.8	
Safety in local neighbourhood after dark						75.5	75.4	-0.1	
Safety in town centre after dark						66.1	63.0	-3.0	

Satisfaction with Council in General – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with? % rating with a score of <?>												CSI score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
The overall performance of Council in the past 12 months	400	1.2	0.4	1.7	2.7	4.3	14.4	13.7	29.1	19.5	5.9	3.4	3.8	65.4
The overall performance of the Elected Members of Council in the past year (i.e. the Mayor, Councillors and Community Boards)	400	1.3	1.2	2.0	5.5	4.1	17.2	13.7	25.1	15.5	2.9	2.2	9.3	61.1
The overall performance of Council staff in the past 12 months	305		0.3	0.9	0.7	3.0	7.8	6.4	16.4	32.8	15.8	14.2	1.8	76.8
Overall service from the Customer Service Staff at the Murupara Customer Services Centre	41				2.1		7.1	4.1	9.1	30.1	12.9	34.6		83.3
Whakatane Front Desk Staff Overall	257	0.3	0.3	1.0	1.1	2.1	4.7	5.5	17.3	31.5	18.5	14.5	3.1	78.0
Overall service from the Council call centre during working hours	228	1.6	0.4	3.0	2.7	4.4	9.8	7.5	21.2	23.4	9.3	12.0	4.8	69.8
Overall service from the Council call centre after hours	74	3.4	2.1	3.5	8.6	5.8	14.7	5.7	10.4	14.8	12.6	14.2	4.2	63.9
Information Centre staff	147			0.6		1.3	1.2	4.0	19.6	26.8	19.4	20.0	7.3	82.1
Whakatane District Council website	120	0.8	1.4	2.2	2.3	2.9	13.0	9.8	25.6	22.1	11.2	7.3	1.5	68.8
Byways	153	0.6		2.2	3.1	2.0	10.1	16.1	24.5	22.5	7.7	4.8	6.3	68.1

Satisfaction with Council in General – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with? % rating with a score of <?>												CSI score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Whakatane District as a place to live	400	0.4	0.6	0.7	0.5	0.7	2.4	4.4	8.4	27.0	25.3	29.1	0.5	84.2
Council's provision of information to the community about its services, facilities, projects and plans	400	1.2		2.2	3.2	4.4	15.6	15.6	20.8	17.0	4.5	5.0	10.5	64.3
Being easy to attend meetings held by the Whakatane District Council	161	1.1	1.9	2.4	7.8	3.3	23.8	8.1	14.8	20.7	4.9	7.1	4.0	62.0
The opportunities Council provides for community involvement in decision making (e.g. making submissions to draft plans, involvement in working parties etc)?	400	3.5	1.1	5.0	5.9	7.1	15.6	14.2	17.8	12.2	4.7	3.8	9.1	57.5
The Council being open and honest in their dealings with Whakatane residents	400	3.0	1.9	4.6	6.1	8.6	18.1	13.7	20.5	14.9	2.1	2.9	3.4	56.8
The Council making good long term decisions	400	4.1	3.5	6.2	6.4	10.4	16.8	13.9	19.5	8.0	1.6	2.7	6.9	52.2

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Residential refuse collection	335			1.1		1.7	3.8	2.6	9.5	24.6	26.2	29.4	1.2	84.6
Greenwaste Collection	249			1.2	0.8	1.2	4.3	2.9	9.3	27.0	24.1	28.4	0.8	83.7
Cemeteries	149			1.4			3.2	3.9	9.6	34.6	20.9	25.6	0.6	83.7
Kerbside Recyclable Collection of paper, plastic, glass and cans	353		0.8	0.5	1.1	1.0	4.9	3.6	9.9	26.0	24.0	27.4	0.8	83.0
Hazardous Waste Disposal facilities at the Whakatane Recycling Park	63						8.9	1.3	12.7	22.0	28.2	16.7	10.2	82.2
Council run recycling facilities in Whakatane or Murupara (this is not the kerbside collection)	168			1.2	0.7	0.6	9.0	3.3	12.9	28.0	18.4	22.8	3.0	80.5
Library	197		0.2		1.0	1.5	9.3	8.8	7.9	28.4	16.3	24.9	1.6	80.0
Transfer station / rubbish disposal at Whakatane or Murupara	236	0.7		0.4	1.4	1.5	7.6	8.3	9.5	24.2	20.1	20.4	6.0	79.1
Boat ramps in Whakatane town	116	0.8					6.6	12.9	19.0	32.4	12.3	16.0		77.4
The Harbour facilities in Whakatane CBD including the Port and surrounding environment	226	1.1			2.5	1.0	4.5	8.5	19.9	37.0	10.9	13.1	1.5	76.1
Swimming pools	130			1.4	0.6	3.6	5.7	12.3	16.5	33.1	11.3	14.9	0.6	75.7
The Museum & Gallery	109			3.3	1.8		6.7	12.8	19.5	23.3	9.9	19.2	3.5	75.3
Parks and Reserves in the Whakatane District	260	1.3	1.1		2.1	1.5	7.6	6.3	18.2	36.4	11.0	13.4	1.1	74.9
The boat ramp; playground, toilets or wharf facilities at Ohiwa Harbour	138				0.8	2.0	4.4	13.9	26.7	27.3	9.6	10.6	4.8	74.9

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Sports grounds	152	0.5		0.8	0.7	2.9	7.0	8.5	25.6	30.7	12.1	10.7	0.6	74.6
Council Parking in Whakatane	294	0.2	0.4	0.9	1.5	4.9	9.0	10.7	18.7	27.1	10.6	15.5	0.6	73.8
The boat ramp, reserve, playground or toilet facilities at Thornton Domain	145					6.3	8.5	15.7	16.8	28.8	10.5	10.0	3.4	72.9
Playgrounds	156	0.6	0.7	2.5	0.7	3.5	11.2	6.0	24.6	22.8	11.6	14.8	1.0	72.9
Public Halls	179		0.7	1.6	2.6	1.6	12.6	9.0	23.7	28.3	8.3	10.4	1.1	71.5
Public toilets	262	0.3	0.8	1.0	3.3	4.1	14.4	16.1	19.9	20.5	11.6	7.3	0.6	68.3
Councils Dog Control Service	105	1.3	2.6	7.1	3.6	6.0	7.3	3.8	18.1	23.3	9.3	14.7	3.1	67.5

Satisfaction with Services and Facilities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Roads														
Overall quality and maintenance of the roads in the Whakatane District	400	0.8	0.1	1.2	3.8	7.4	14.2	14.7	26.2	19.4	5.2	5.3	1.8	65.2
Having adequate street lighting	400	2.6	1.2	1.3	1.9	3.5	8.9	8.9	18.1	24.2	7.9	11.5	10.0	69.8
Safety of our roads	400	1.6	0.8	1.8	4.7	4.3	13.5	12.0	21.1	24.6	7.0	7.0	1.6	66.3
The plants and vegetation on the side of the roads being well maintained	400	1.5	1.2	5.2	4.1	4.6	10.6	13.0	20.3	25.2	7.0	6.0	1.3	64.9
The quality of roads in the District	400	1.3	1.4	1.5	4.1	8.2	15.1	14.3	22.9	20.0	4.1	6.8	0.4	63.8
The surface of the roads being maintained (e.g. lack of potholes, cracks, bumps, etc)	400	1.3	0.5	2.5	5.5	12.2	14.1	18.0	16.7	18.0	6.1	4.7	0.4	61.5
Mains Water Supply														
Overall quality and reliability of the mains water supply in the Whakatane District	321	1.1	1.4	0.9	2.9	2.6	10.4	9.7	14.4	29.5	11.7	12.2	3.3	72.0
Having a reliable supply of water to home (e.g. lack of cut-offs, failure of supply)	321		0.6	0.3	0.8	1.3	1.7	3.8	10.2	29.6	24.2	27.5		84.1
Having adequate mains water pressure in your home	321	0.2			1.8	2.3	2.5	8.4	16.1	30.8	14.3	23.0	0.5	79.9
The price of water supplied	321	0.8	2.6	3.1	3.3	7.1	10.2	8.3	15.8	16.3	4.0	12.2	16.4	65.3
The quality of drinking water supplied to residents homes (e.g. taste, colour, purity)	321	3.3	4.0	3.0	5.2	6.0	10.1	12.3	13.2	19.6	9.4	12.6	1.4	64.3

Satisfaction with Facilities and Amenities – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Wastewater and Sewerage														
Overall disposal and treatment of wastewater and sewage	254	2.0	0.8	1.0	2.4	1.4	9.3	10.6	18.9	22.0	6.3	11.9	13.4	70.4
Having reliable disposal of wastewater and sewage (e.g. lack of blockages and overflows)	254	2.3		3.1	1.4	4.0	8.4	6.3	16.4	23.9	14.2	18.2	1.8	73.6
Smells and odours from the treatment of wastewater and sewage being kept to a minimum	254	1.0	0.8	1.9	2.2	2.6	12.9	7.3	15.0	25.0	12.0	16.3	3.1	72.9
The cost of the wastewater and sewerage system	254	1.6	0.8	1.2	1.2	1.8	10.7	10.0	14.1	14.4	5.2	8.2	31.0	68.0
Stormwater System														
The overall effectiveness of the stormwater systems	400	7.6	5.4	11.6	9.4	11.4	11.3	9.8	10.8	9.2	1.2	4.1	8.3	45.6
The maintenance of the stormwater systems	400	7.1	6.1	7.1	8.2	12.2	11.7	13.5	9.4	9.2	3.0	3.0	9.4	47.5
The reliability of the stormwater systems from streets, public areas and residents homes	400	8.3	5.9	9.9	9.7	11.0	12.3	11.0	8.4	8.5	2.6	2.5	9.7	44.6

Satisfaction with Environmental Health and Planning and Building Regulation Services – Satisfaction scores based on the percentage of those who rated each service / facility

Facility / Service	# of users / # who rated	Using the scale where 0 is very dissatisfied to 10 being very satisfied, how satisfied are you with .? % rating with a score of <?>												CSI score
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
Environmental Health														
The Environmental Health Services overall	400	1.5	0.5	1.4	1.1	4.4	11.7	14.6	23.5	23.3	7.2	5.4	5.2	67.6
Making the environment around you a healthier place to live	400	1.8	1.2	1.6	1.3	4.9	12.3	15.4	20.7	23.8	5.3	7.4	4.3	66.8
Being effective	400	3.0	0.5	1.6	1.4	6.0	11.7	16.1	23.3	19.0	5.4	6.1	6.0	65.0
Planning and building regulation services														
The Planning and Building services overall	97	0.9	0.9	1.9	2.5	10.0	9.3	9.6	11.3	21.3	13.7	7.4	11.1	67.8
The LIM report overall	28			3.9			7.2	15.5	18.3	23.6	11.1	11.2	9.3	73.3
The time taken for your LIM report	28	3.6		3.9	3.6	5.0	9.6	21.8	19.1	14.5	7.9	11.2		64.9
The advice received from Council's Building Control service	73	2.3	4.8	3.2	4.9	14.6	7.7	11.1	17.9	17.4	8.8	5.1	2.3	59.7
Making the environment around you a nicer place to live	400	2.6	2.9	5.0	4.3	7.4	11.4	11.6	17.8	14.7	3.3	5.0	13.9	58.6
The process Council used for your building consent	73	4.8	1.2	4.5	7.7	9.6	14.4	16.4	17.9	6.0	6.2	8.7	2.5	57.3
The process Council used for your resource consent	41	2.4	6.5	4.6	18.2	4.6	4.7	11.1	3.5	17.1	7.1	7.1	13.1	54.6
The advice received from Council's resource consent service	41	2.4	8.6	4.6	11.5	14.7	2.4	15.5	7.9	9.1	4.8	10.0	8.5	53.3

Ratings for other factors – based on the percentage of those who answered each question

	# of respondents	0	1	2	3	4	5	6	7	8	9	10	Don't Know	Index
Improvements in the quality of Council facilities and services in the past 12 months	400	0.9	1.4	1.3	3.6	3.8	21.3	13.6	20.3	21.7	5.8	4.3	2.0	64.2
Safety in your home during the daytime	400			0.5	0.2	0.3	3.7	3.4	7.1	18.5	21.8	43.7	0.9	88.0
Safety in your local neighbourhood during the daytime	400			0.5	0.7	1.1	1.9	2.3	11.2	26.7	20.2	35.2	0.2	85.8
Safety in your town centre during the daytime	400	0.4	0.2	0.6	0.2	0.5	2.9	2.2	12.5	28.1	20.0	31.4	0.9	84.6
Safety in your home after dark	400			1.4	1.6	2.0	4.5	7.3	12.2	19.1	19.0	32.9		82.0
Safety in your local neighbourhood after dark	400	0.9	0.8	1.9	3.0	2.6	8.1	6.2	18.4	19.7	16.6	21.2	0.7	75.4
Safety in your town centre after dark	400	2.7	2.0	3.1	4.5	4.7	9.3	13.7	18.7	16.2	4.5	8.3	12.3	63.0

Ratings for Value from rates – based on the percentage of those who answered each question

	# of respondents	Thinking now about all Council provided services and facilities, and using a 10 point scale where 0 = very poor and 10 = very good, overall, what value do you think you get from your residential rates? (% rating)												Value Index
		0	1	2	3	4	5	6	7	8	9	10	Don't Know	
The value from the proportion of your residential rates that Whakatane District Council charge	352	2.6	3.0	3.1	8.1	9.9	21.1	12.6	15.2	11.8	2.7	1.7	8.3	54.1
The value from the proportion of your residential rates that the Bay Of Plenty Regional Council charge	352	3.4	1.9	6.5	7.5	9.9	16.9	13.3	13.2	7.4	2.9	1.6	15.6	51.4

Appendix

Questionnaire