

**WHAKATANE DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY / JUNE 2015**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WHAKATANE DISTRICT COUNCIL

MAY / JUNE 2015



**National Research Bureau Ltd
PO Box 10118, Mt Eden, Auckland, New Zealand
P (09) 6300 655, F (09) 6387 846, www.nrb.co.nz**

CONTENTS

Page No.

A.	SITUATION AND OBJECTIVES	1
B.	COMMUNITRAK™ SPECIFICATIONS	2
C.	EXECUTIVE SUMMARY.....	6
D.	MAIN FINDINGS.....	22
1.	Council Services/Facilities.....	23
a.	Satisfaction With Council Services And Facilities	24
i.	Parks And Reserves.....	24
ii.	Sportsfields.....	27
iii.	Street Lighting.....	30
iv.	Public Toilets	33
v.	Footpaths	36
vi.	Libraries In The District Overall	39
vii.	Stormwater Services.....	43
viii.	Sewerage System	46
ix.	Refuse Disposal, That Is, Transfer Station Facilities.....	49
x.	Whakatane Crematorium Facility.....	52
xi.	Cemeteries Overall, Including Maintenance Of Cemeteries.....	55
xii.	Harbour Facilities, Including The Port And The Surrounding Environment.....	58
xiii.	Control Of Dogs.....	61
xiv.	Noise Control	64
xv.	Council's Environmental Monitoring Services Overall	67
xvi.	Tourism Promotion (efforts Council makes to attract visitors or tourists to the area).....	70
xvii.	Council's Efforts To Enable And Promote Events.....	73
xviii.	Parking In Whakatane	76
xix.	Whakatane Exhibition Centre (this includes the galleries and museum display spaces)	79
xx.	The Whakatane Museum And Research Centre On Boon Street	82
xxi.	Town Planning, Including Planning And Monitoring Services	85
xxii.	Council's Efforts To Manage The Whakatane Airport	88
xxiii.	Public Halls	91
xxiv.	Kerbside Waste Collection Service (this includes rubbish, recycling and green waste)	94
xxv.	Business Promotion.....	97
xxvi.	Council's Efforts To Attract And Retain Residents.....	100
xxvii.	Water Supply.....	103
xxviii.	Roads (excluding State Highways 2 and 30)	109
b.	Satisfaction With Council Services And Facilities - With Reasons For Dissatisfaction.....	118
i.	Walking And Cycling Facilities In The District.....	118
ii.	Playgrounds	121
iii.	Public Swimming Pools.....	124
c.	Spend Emphasis On Services/Facilities	128
d.	Spend Priority For Services/Facilities	130

CONTENTS (continued)

	Page No.
2. Council Policy And Direction.....	131
a. Recent Actions, Decisions Or Management Approve Of.....	132
b. Recent Council Actions, Decisions Or Management Residents Disapprove Of.....	136
3. Contact With Council.....	139
a. Contacted Councillor Or Mayor In Last 12 Months?.....	140
b. Contacted A Community Board Member In The Last 12 Months?.....	142
c. Front Desk Staff	144
i. Contact?	144
ii. Level Of Satisfaction	146
4. Information.....	148
a. Types Of Published Information Residents Have Seen Or Read In The Last 12 Months.....	149
b. The Sufficiency Of The Information Supplied	151
5. Local Issues.....	153
a. Council Consultation And Community Involvement	154
i. Satisfaction With The Way Council Consults The Public In The Decisions It Makes.....	154
b. Perception Of Safety	156
c. Quality Of Life.....	158
6. Representation	160
a. Performance Rating Of The Mayor And Councillors In The Last Year.....	161
b. Performance Rating Of Community Board Members In The Last Year.....	164
c. Performance Rating Of The Council Staff In The Last Year.....	166
E. APPENDIX	168

NB: Please note the following explanations for this report:

Figures that are comparably lower than percentages for other respondent types.

Figures that are comparably higher than percentages for other respondent types.

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made.

For small bases, the estimates of results are not statistically reliable due to the high margins of error.

A. SITUATION AND OBJECTIVES

The vision for Whakatane District Council reads:

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

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

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

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

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted with 303 residents of the Whakatane District.

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

Interviews were spread across the five Community Boards as follows:

Whakatane	131
Ohope Beach	30
Rangitaiki	80
Taneatua	30
Murupara	32
Total	<u>303</u>

Interview Type

All interviewing was conducted by telephone, with calls being made between 4.30pm and 8.30pm on weekdays and 9.30am and 8.30pm weekends.

Sample Selection

The white pages of the telephone directory were used as the sample source, with every "xth" number being selected; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to Community Board. Sample sizes for each Community Board were predetermined to ensure a sufficient number of respondents within each Community Board, so that analysis could be conducted on a Community Board-by-Community Board basis.

A target of interviewing 90 residents aged 18 to 44 years was also set.

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

Respondent Selection

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

Call Backs

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

Sample Weighting

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

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

Survey Dates

All interviews were conducted from Friday 29th May to Tuesday 9th June (excluding Queen's Birthday) 2015.

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all of New Zealand as a whole (National Average) and with similarly constituted Local Authorities (Peer Group Average), through a National Survey of 1,003 residents carried out in November 2014.

The Communitrak™ service provides ...

- comparisons with a national sample of 1,003 interviews conducted in November 2014 (the National Average),
- comparisons with other provincial Council norms (the Peer Group Average).

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group, and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2013 Census data.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2014 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 300 residents:

above/below	±8% or more
slightly above/below	±6% to 7%
on par with	±3% to 5%
similar to	±1% to 2%

Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
450	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

The margin of error figures above refer to the **accuracy** of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 300 respondents, at a reported percentage of 50%, is plus or minus 6%.

Significant Difference

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

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

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 300 respondents is 8%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

* * * * *



C. EXECUTIVE SUMMARY

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

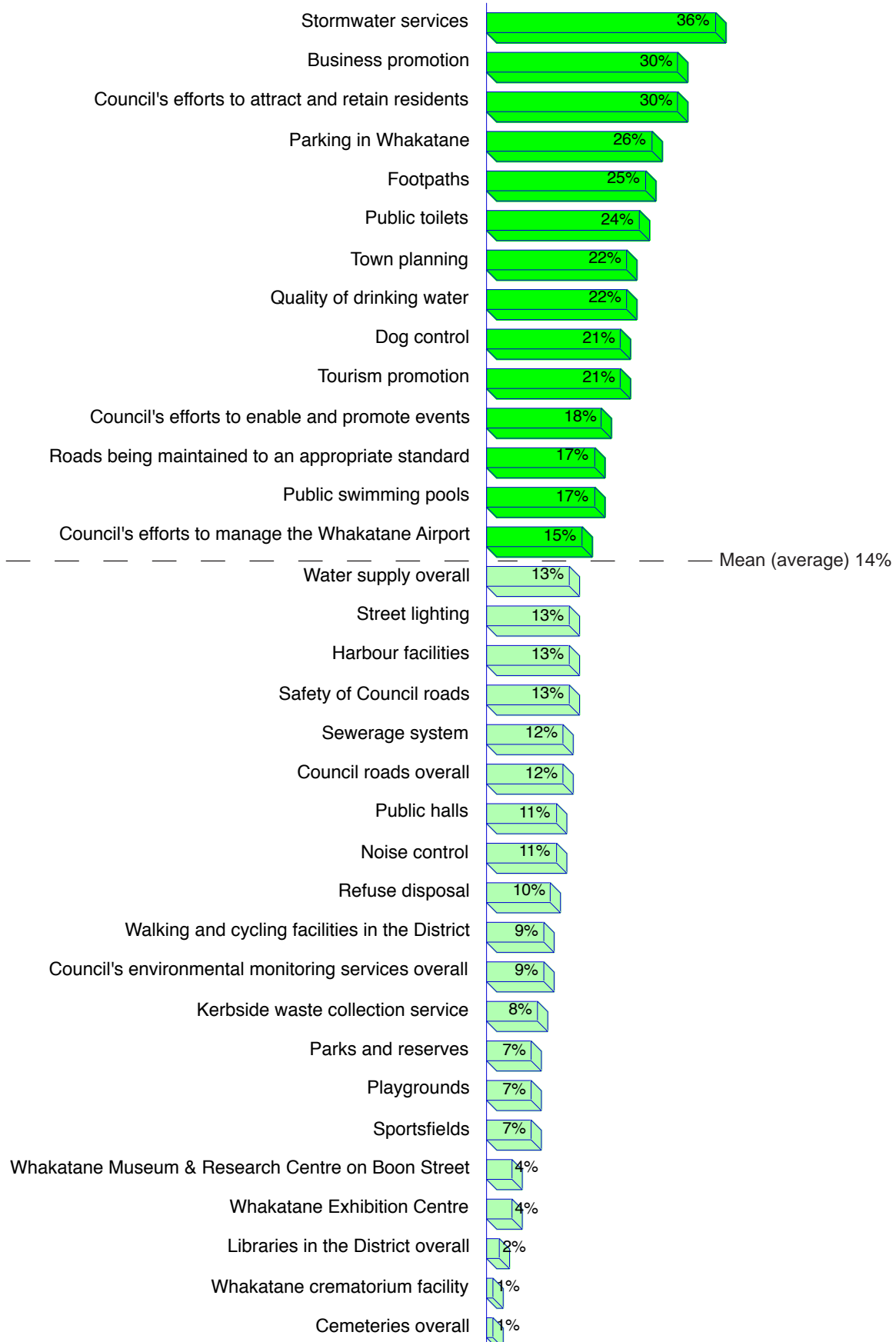
The Whakatane District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' and ratepayers' opinions and needs will allow Council to be more responsive towards its citizens.

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

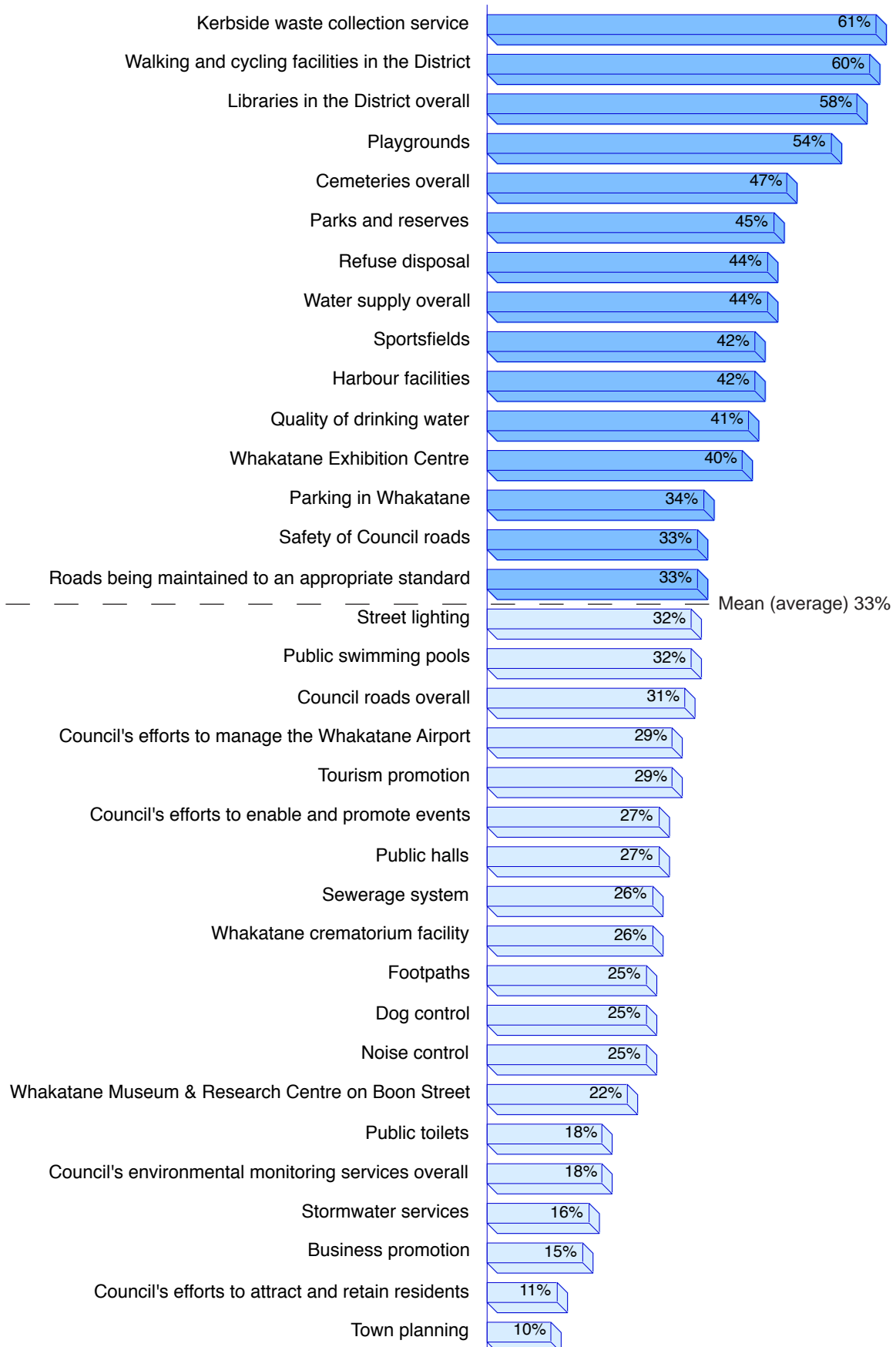
SERVICES

a. Satisfaction Measures For Council Services And Facilities

Percent Saying They Are Not Very Satisfied With ...



Very Satisfied With ...



Summary Table: Satisfaction With Services/Facilities - Comparison

	Whakatane 2015		Whakatane 2014	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Parks and reserves	90 =	7 =	86	10
Council roads overall	89 =	12 =	91	8
Walking and cycling facilities in the District	88 ↑	9 =	82	12
Sportsfields	86 =	7 =	82	5
Safety of Council roads	86 =	13 =	84	15
Kerbside waste collection service	85 =	8 =	87	8
Playgrounds	83 ↑	7 =	75	8
Roads maintained to an appropriate standard	83 =	17 =	82	18
Libraries in the District [†]	82 ↑	2 =	66	5
Refuse disposal	77 =	10 =	79	10
Street lighting	77 =	13 =	72	17
Public halls	76 ↑	11 =	67	13
Harbour facilities	75 =	13 =	73	12
Cemeteries overall	73 =	1 =	68	1
Water supply overall	72 ↑	13 ↓	66	19
Footpaths	72 =	25 =	71	24
Council's environmental monitoring services overall	71 =	9 =	68	12
Council's efforts to enable and promote events	71 ↑	18 ↓	63	24
Tourism promotion	70 =	21 =	69	22
Public swimming pools	69 ↑	17 =	63	16
Parking in Whakatane	69 =	26 =	70	26
Whakatane Exhibition Centre*	68 ↑	4 =	59	3
Sewerage system	66 =	12 =	64	10
Dog control	64 =	21 =	62	26
Quality of drinking water	64 ↑	22 =	58	27
Council's efforts to manage the Whakatane Airport	63 ↑	15 ↑	54	7
Noise control	62 =	11 =	60	10
Public toilets	60 =	24 =	59	23
Stormwater services	53 ↑	36 ↓	44	43
Business promotion	52 ↑	30 ↓	36	37
Council's efforts to attract and retain residents	51 =	30 =	46	26
Town planning	50 ↑	22 ↓	42	28
Whakatane Museum and Research Centre on Boon Street	44 =	4 =	44	5
Whakatane crematorium facility	41 ↑	1 =	32	1

Key: ↑ above/slightly above 2014 reading
 ↓ below/slightly below 2014 reading
 = similar/on par

[†] in 2014 also asked satisfaction with Library and Exhibition Centre

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

NB: does not show Don't Know readings

Overall Satisfaction with Council Services/Facilities

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know / Unable to say %
Parks and reserves [†]	45	45	90	7	2
Council roads overall [†]	31	58	89	12	-
Walking and cycling facilities in the District	60	28	88	9	3
Sportsfields [†]	42	44	86	7	8
Safety of Council roads	33	53	86	13	1
Kerbside waste collection service	61	24	85	8	7
Playgrounds	54	29	83	7	10
Roads maintained to an appropriate standard	33	50	83	17	-
Libraries in the District	58	24	82	2	16
Refuse disposal	44	33	77	10	13
Street lighting	32	45	77	13	10
Public halls [†]	27	49	76	11	14
Harbour facilities	42	33	75	13	12
Cemeteries overall [†]	47	26	73	1	27
Water supply overall	44	28	72	13	15
Footpaths	25	47	72	25	3
Council's environmental monitoring services overall [†]	18	53	71	9	19
Council's efforts to enable and promote events	27	44	71	18	11
Tourism promotion	29	41	70	21	9
Public swimming pools [†]	32	37	69	17	15
Parking in Whakatane [†]	34	35	69	26	6
Whakatane Exhibition Centre	40	28	68	4	28
Sewerage system	26	40	66	12	22
Dog control	25	39	64	21	15
Quality of drinking water	41	23	64	22	14
Council's efforts to manage the Whakatane Airport	29	34	63	15	22
Noise control [†]	25	37	62	11	28
Public toilets [†]	18	42	60	24	17
Stormwater services	16	37	53	36	11
Business promotion	15	37	52	30	18
Council's efforts to attract and retain residents	11	40	51	30	19
Town planning	10	40	50	22	28
Whakatane Museum and Research Centre on Boon Street	22	22	44	4	52
Whakatane crematorium facility	26	15	41	1	58

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

User/Visitor Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Cemeteries overall	168	59	35	94	1	5
Parks and reserves [†]	258	49	45	94	6	1
Libraries in the District overall [†]	226	69	23	92	2	7
Sportsfields	198	48	43	91	7	2
Whakatane crematorium facility	69	73	17	90	1	9
Playgrounds	206	62	28	90	8	2
Whakatane Exhibition Centre	167	56	32	88	6	6
Refuse disposal	205	54	32	86	10	4
Whakatane Museum and Research Centre on Boon Street [†]	81	46	37	83	8	8
Public halls	200	32	51	83	13	4
Public swimming pools	154	46	36	82	14	4
Public toilets [†]	218	21	48	69	25	5
Town planning [†]	48	14	41	55	34	10

Service Provided - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Kerbside waste collection services	282	64	25	89	8	3
Water supply overall	242	52	33	85	13	2
Sewerage system	214	34	49	83	12	5
Quality of drinking water	242	49	27	76	22	2
Stormwater services	198	20	41	61	36	3

Contacted Council - Satisfaction With Council Services/Facilities

	Base	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
Environmental monitoring services	39	25	59	84	16	-
Dog control	74	33	31	64	33	3
Noise control	35	18	35	53	36	9

NB: for the following services/facilities only **overall** results are available (see page 10): Council roads overall, safety of roads, roads maintained to an appropriate standard, walking and cycling facilities, harbour facilities, street lighting, footpaths, parking in Whakatane, tourism promotion, Council's efforts to enable and promote events, Council's efforts to manage the Whakatane Airport, Council's efforts to attract and retain residents and business promotion.

* caution: small base

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

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

	Whakatane %	Peer Group %	National Average %
• stormwater services	36	11	13
• public toilets	24	18	19
• tourism promotion	21	13	17
• public swimming pools	17	12	10
• sewerage system	12	6	6
• public halls	11	4	6

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

• roads	12	28	21
---------	----	----	----

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

• business promotion	30	28	25
• parking in Whakatane	26	25	31
• footpaths	25	21	23
• town planning including planning and monitoring services	22	^{††} 19	^{††} 19
• dog control	21	18	20
• water supply overall	13	8	9
• street lighting	13	9	11
• noise control	11	11	11
• refuse disposal	10	10	11
• kerbside waste collection service	8	*10	*11
• playgrounds	7	**4	**4
• sportsfields	7	**4	**4
• parks and reserves	7	2	4
• Whakatane Museum & Research Centre on Boon Street	4	[†] 6	[†] 4
• libraries in the District overall	2	2	2
• cemeteries overall	1	2	4

* these percentages are the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2014 National Communitrak™ Survey

** these percentages are the readings for sportsfields **and** playgrounds

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

^{††} these percentages are the readings for town planning, including planning and inspection services

b. Frequency Of Use - Council Services And Facilities

	Used/Visited In Last Year	
	Yes %	No %
Park and reserve	88	12
Public toilet	77	23
District library	77	23
Public playground	73	27
Public sportsfield	71	29
Transfer station facility	70	30
Public hall	68	32
Whakatane Exhibition Centre	57	43
Public swimming pool	57	43
Cemetery in the District	53	47
Whakatane Museum & Research Centre on Boon Street	25	75
Contacted Council about dogs	24	76
Whakatane Crematorium facility	21	79
Planning or monitoring services	17	83
Contacted Council's environmental monitoring services	15	85
Contacted Council about noise	12	88

% read across

Parks and reserves, 88%,

Public toilets, 77% and,

District library, 77%,

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

c. Spend Emphasis On Services/Facilities

	Spend More
Business promotion	56% of all residents
Council's efforts to attract and retain residents	49%
Tourism promotion	45%
Stormwater services	42%
Council's efforts to enable and promote events	35%
Parking in Whakatane	31%
Council roads in the District	30%
Footpaths	30%
Public toilets	30%
Harbour facilities	30%
Water supply	25%
Walking and cycling facilities in the District	25%
Public swimming pools	23%
Street lighting	22%
Town planning	22%
Dog control	19%
Whakatane Airport	19%
Public halls	16%
Sewerage system	15%
Playgrounds	14%
Parks and reserves	12%
District libraries overall	11%
Kerbside waste collection service	10%
Noise control	10%
Sportsfields	9%

COUNCIL POLICY AND DIRECTION

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

40% of Whakatane District residents have in mind a recent Council action, decision or management they **approve** of (42% in 2014). This is slightly below the Peer Group Average and similar to the National Average.

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

- keeping the airport/air service going, mentioned by 6% of all residents,
- appearance of town/beautification/clean and tidy, 4%,
- opening up the Strand area/redevelopment of town centre, 4%,
- Council/Community Board do a good job/good service, 4%,
- walkways/river walks, 4%.

42% of residents have in mind a recent Council action, decision or management they **disapprove** of (50% in 2014). This is on par with the Peer Group and National Averages.

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

- stormwater/flooding issues, mentioned by 6% of all residents,
- spending ratepayers' money/waste money/spend too much on themselves, 4%,
- appearance of town/beautification/tidying up, 4%.

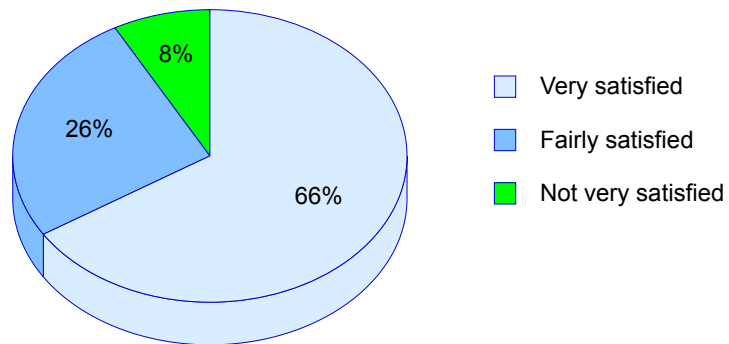
CONTACT WITH COUNCIL

25% of residents have contacted a Councillor or the Mayor in the last 12 months (18% in 2014), while 8% have contacted a member of a Community Board (9% in 2014).

62% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months.

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

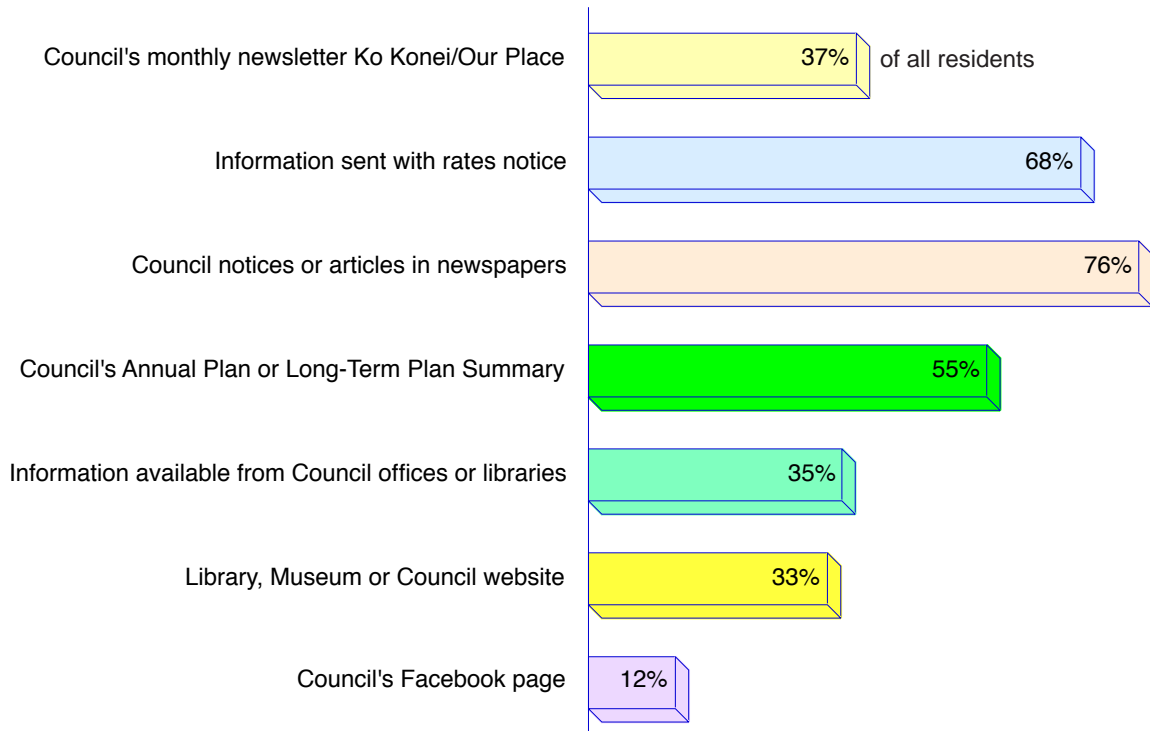
Contacted Customer Service Front Desk Staff In Last 12 Months



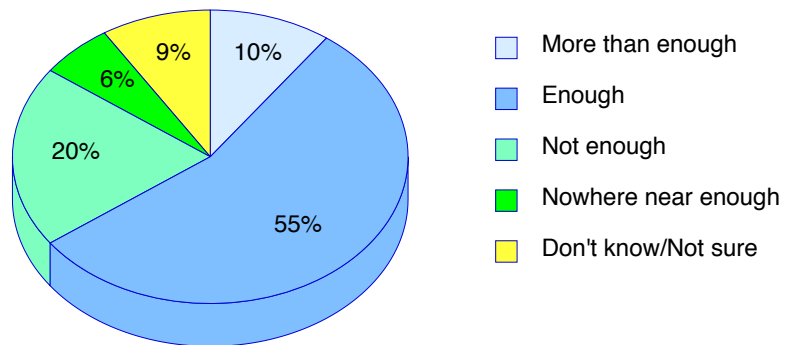
Base = 191

INFORMATION

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

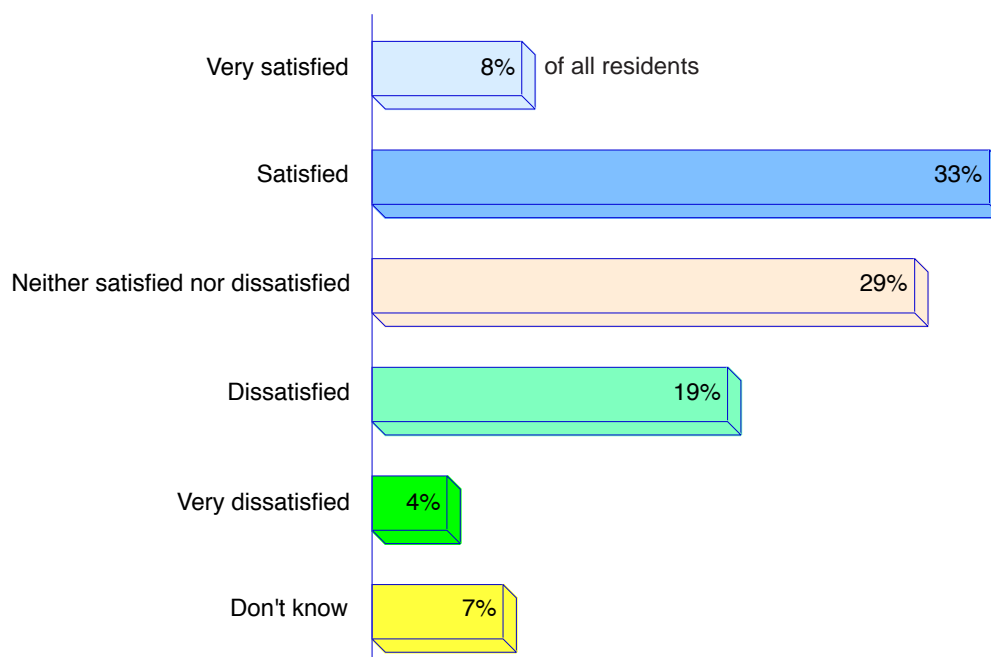


Amount Of Information That The Council Supplies To The Community Is ...



LOCAL ISSUES

Council Consultation And Community Involvement

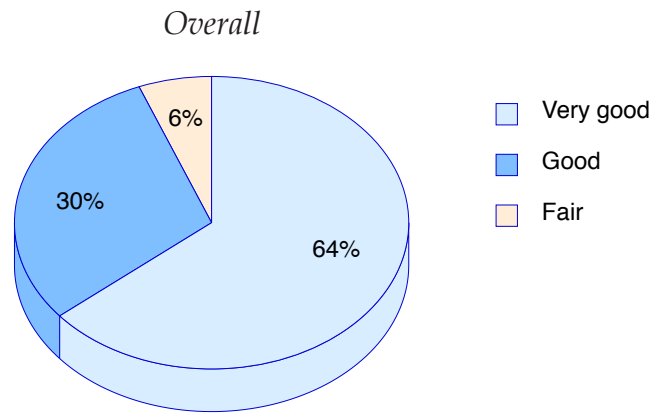


Perception Of Safety

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

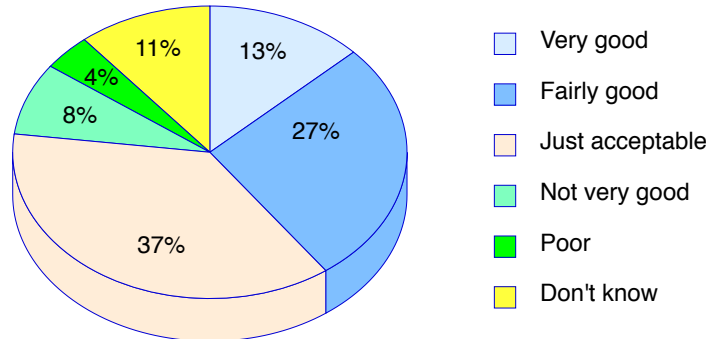
Yes definitely	40% of all residents (29% in 2014)
Yes mostly	53% (64% in 2014)
Not really	5% (6% in 2014)
Definitely not	1% (1% in 2014)
Don't know	1% (0% in 2014)

Quality Of Life



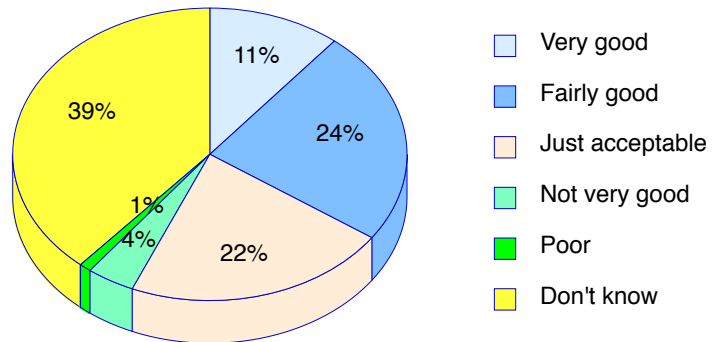
REPRESENTATION

a. Performance Rating Of The Mayor And Councillors



Whakatane District is below the Peer Group and National Averages, in terms of rating the Mayor and Councillors' performance as **very/fairly good**.

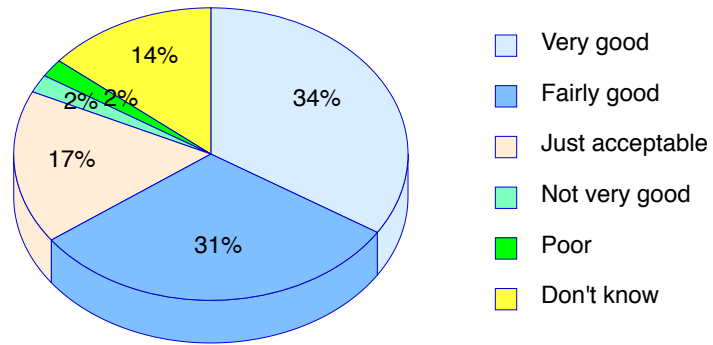
b. Performance Rating Of Community Board Members



Does not add to 100% due to rounding

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

c. Performance Rating Of The Council Staff



Whakatane District is on par with the Peer Group Average and above the National Average, in terms of rating the performance of Council staff as **very/fairly good**.

* * * * *



D. MAIN FINDINGS

Throughout this Communitrak™ report, comparisons are made with the National Average of Local Authorities and with a Peer Group of similar Local Authorities.

For Whakatane District Council, this Peer Group of similar Local Authorities are those comprising a provincial city or town(s), together with a rural component.

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

In this group are ...

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

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

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

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

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

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

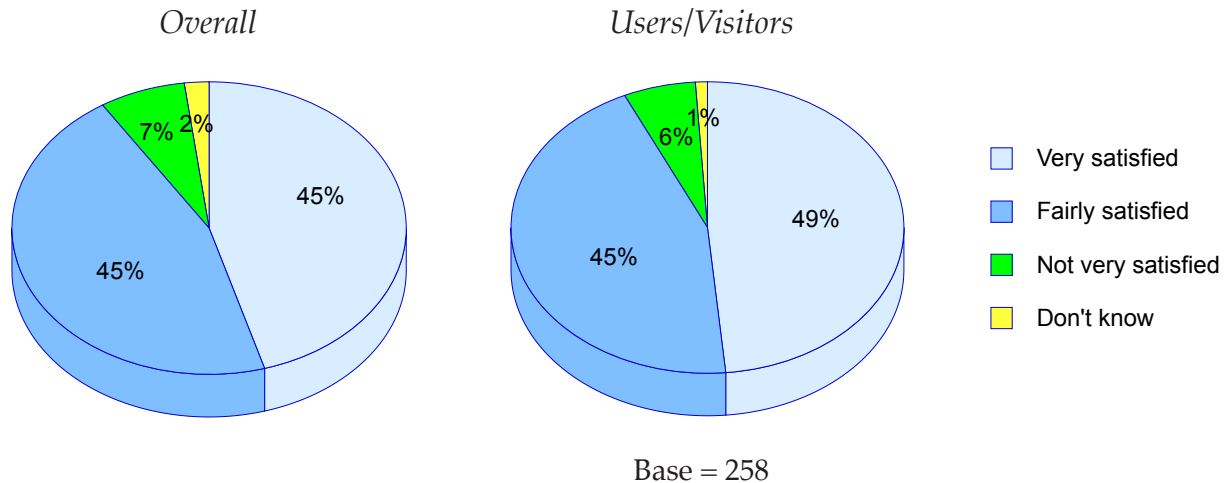


1. COUNCIL SERVICES/FACILITIES

A. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

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

i. Parks And Reserves



90% of Whakatane District residents are satisfied with their parks and reserves, including 45% who are very satisfied (36% in 2014), while 7% are not very satisfied with these facilities.

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

88% of households have used/visited parks or reserves in the last 12 months. 94% of these "users/visitors" are satisfied, with 6% not very satisfied.

Residents more likely to be not very satisfied with their parks and reserves are ...

- Murupara Community Board residents,
- NZ Maori residents

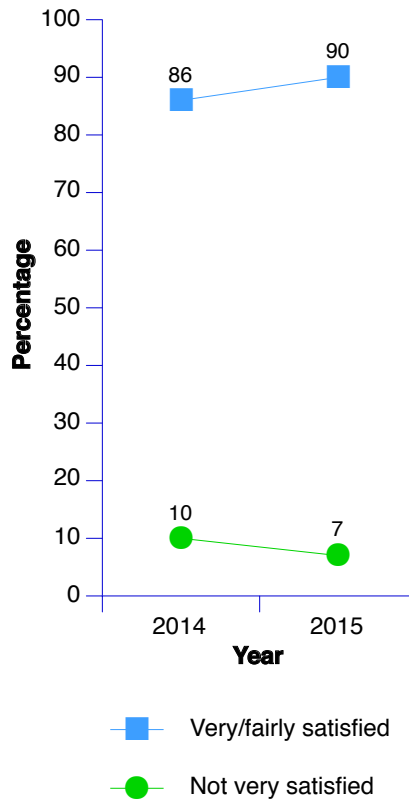
Satisfaction With Parks And Reserves

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015 [†]	45	45	90	7	2
2014	36	50	86	10	4
Users/Visitors [†]	49	45	94	6	1
Comparison					
Peer Group (Provincial)	68	26	94	2	4
National Average	62	31	93	4	3
Community Board					
Whakatane	48	48	96	4	-
Ohope Beach	65	30	95	3	2
Rangitaiki	47	44	91	4	5
Taneatua	37	57	94	3	3
Murupara [†]	15	37	52	45	4
Area[†]					
Urban	46	45	91	8	-
Rural	43	44	87	5	7
Ethnicity					
NZ European	50	43	93	4	3
NZ Maori	30	49	79	21	-

% read across

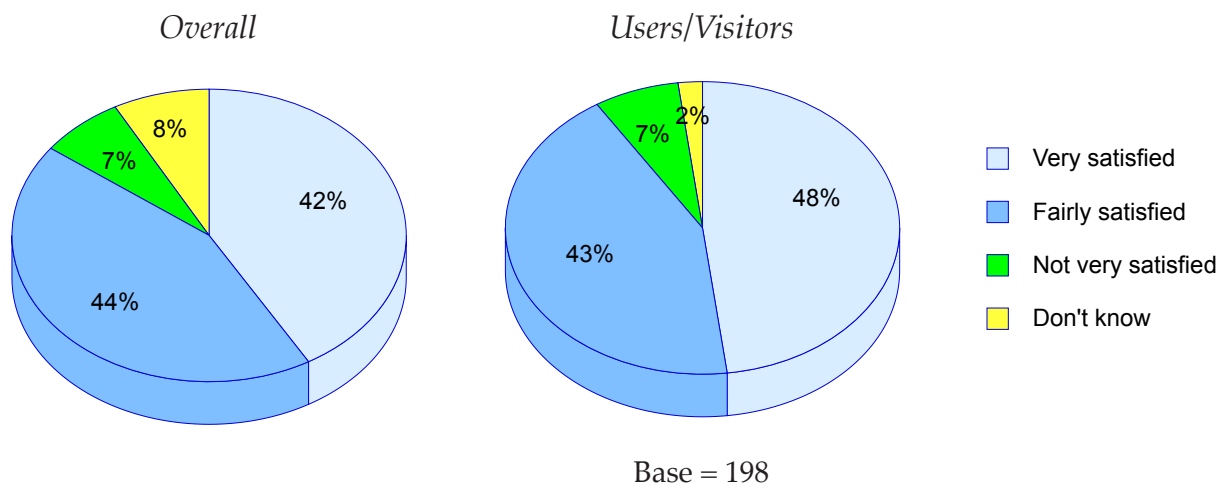
[†] does not add to 100% due to rounding

Parks And Reserves



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 90%
Users / Visitors = 94%

ii. Sportsfields



86% of residents are satisfied with their local sportsfields (82% in 2014), including 42% who are very satisfied (49% in 2014), while 7% are not very satisfied with these facilities. 8% are unable to comment (13% in 2014).

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

71% of households have used / visited a public sportsfield in the last 12 months and of these "users / visitors", 91% are satisfied, and 7% not very satisfied.

Residents more likely to be not very satisfied with their local sportsfields are ...

- Murupara Community Board residents,
- NZ Maori residents

Satisfaction With Sportsfields

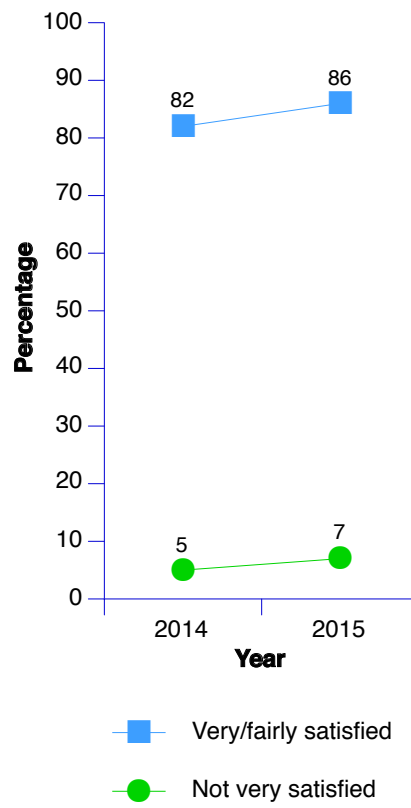
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015 [†]	42	44	86	7	8
2014	49	33	82	5	13
Users/Visitors [†]	48	43	91	7	2
Comparison*					
Peer Group (Provincial)	58	31	89	4	7
National Average	54	34	88	4	8
Community Board					
Whakatane	49	41	90	4	6
Ohope Beach	32	60	92	-	8
Rangitaiki [†]	40	43	83	6	10
Taneatua	43	57	100	-	-
Murupara	15	27	42	37	21
Area					
Urban [†]	43	44	87	7	7
Rural	39	44	83	7	10
Ethnicity					
NZ European	44	43	87	4	9
NZ Maori	31	48	79	16	5

% read across

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

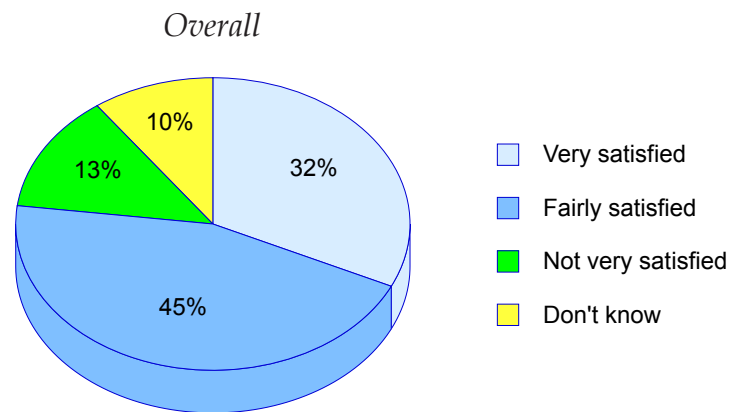
[†] does not add to 100% due to rounding

Sportsfields



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 86%
Users/Visitors = 91%

iii. Street Lighting



77% of Whakatane residents are satisfied with street lighting (72% in 2014), including 32% who are very satisfied (29% in 2014), while 13% are not very satisfied (17% in 2014). 10% are unable to comment.

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

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

- Murupara Community Board residents,
- NZ Maori residents.

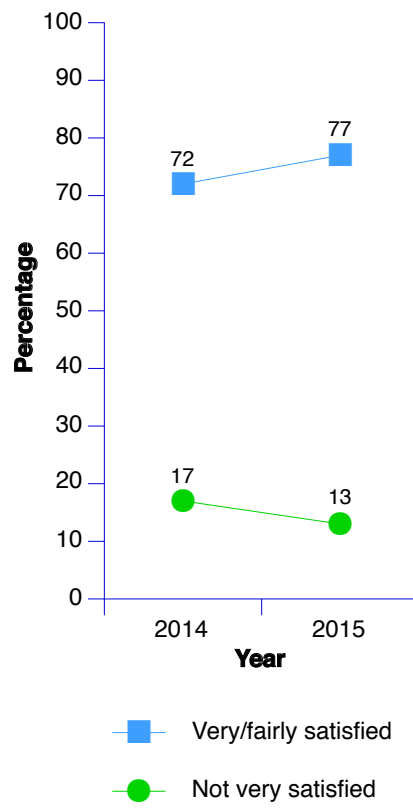
Satisfaction With Street Lighting

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	32	45	77	13	10
2014	29	43	72	17	12
Comparison					
Peer Group (Provincial) [†]	43	39	82	9	8
National Average	41	43	84	11	5
Community Board					
Whakatane	34	55	89	10	1
Ohope Beach	59	39	98	2	-
Rangitaiki	34	42	76	9	15
Taneatua	19	30	49	23	28
Murupara	1	25	26	47	27
Area					
Urban	34	48	82	16	2
Rural	25	38	63	7	30
Ethnicity					
NZ European [†]	35	47	82	7	10
NZ Maori	16	37	53	36	11

% read across

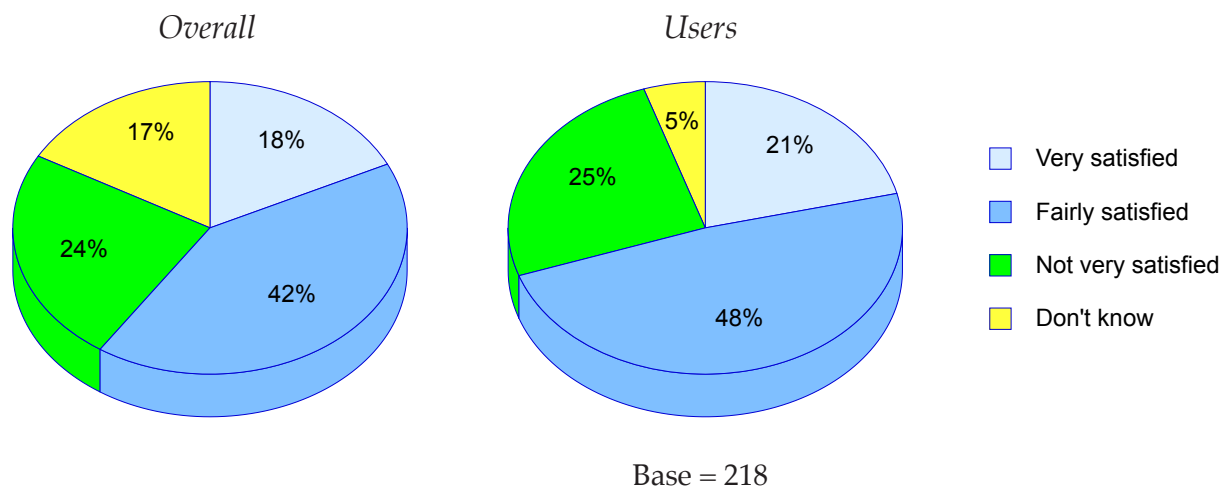
• 2013 adequate street lighting scores 6-10 = 68%, scores 0-5 = 24%

† does not add to 100% due to rounding

Street Lighting

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

iv. Public Toilets



60% of residents are satisfied with public toilets in the District, while 24% are not very satisfied and 17% are unable to comment. These readings are similar to the 2014 results.

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

77% of households have used a public toilet in the last 12 months. Of these, 69% are satisfied and 25% are not very satisfied.

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

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

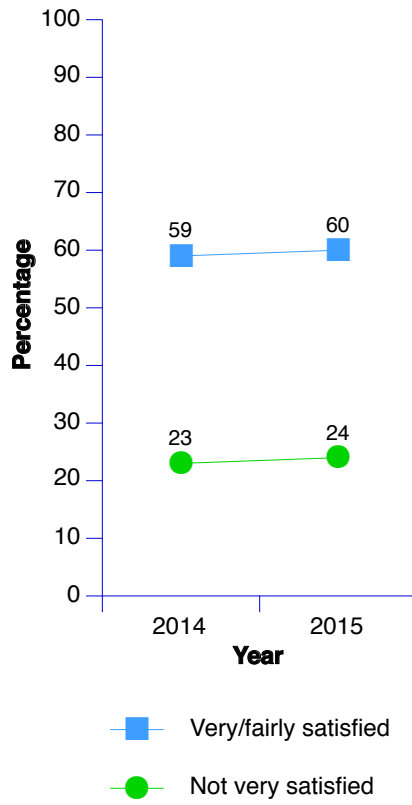
Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015 [†]	18	42	60	24	17
2014	18	41	59	23	18
Users/Visitors [†]	21	48	69	25	5
Comparison					
Peer Group (Provincial)	24	46	70	18	12
National Average	22	44	66	19	15
Community Board					
Whakatane	12	43	55	21	24
Ohope Beach	48	14	62	26	12
Rangitaiki	22	48	70	22	8
Taneatua	17	65	82	15	3
Murupara	4	11	15	50	35
Area					
Urban	18	37	55	24	21
Rural	17	52	69	23	8
Ethnicity					
NZ European	19	44	63	20	17
NZ Maori	15	33	48	37	15
Length of Residence					
Lived there 10 years or less [†]	29	48	77	12	12
Lived there more than 10 years	16	40	56	26	18

% read across

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

Public Toilets

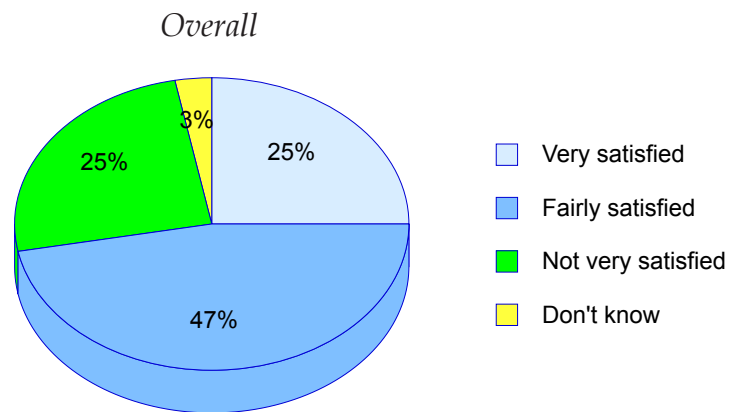


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 60%

Users = 69%

v. Footpaths



72% of Whakatane residents are satisfied with footpaths in their District, including 25% who are very satisfied (21% in 2014), while 25% are not very satisfied.

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

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

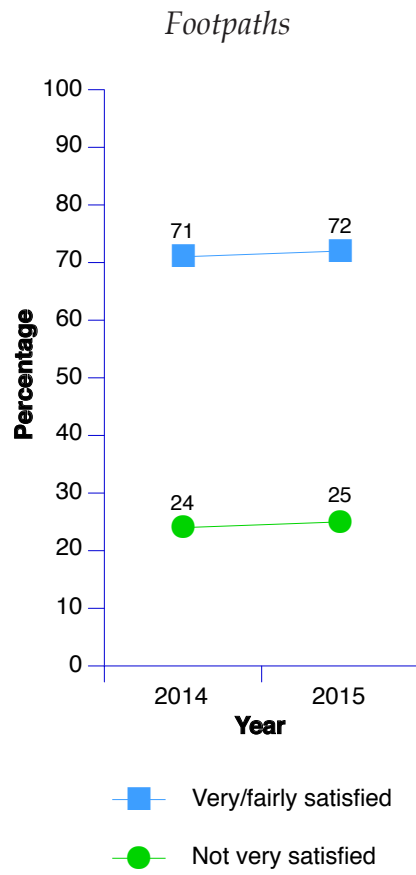
- Whakatane and Murupara Community Board residents,
- Urban residents,
- residents aged 45 years or over, in particular those aged 65 years or over,
- residents with an annual household income of less than \$40,000.

Satisfaction With Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	25	47	72	25	3
2014 [†]	21	50	71	24	6
Comparison					
Peer Group (Provincial) [†]	18	54	72	21	6
National Average	21	52	73	23	4
Community Board					
Whakatane	17	48	65	35	-
Ohope Beach	36	47	83	17	-
Rangitaiki	36	47	83	14	3
Taneatua	36	51	87	11	2
Murupara	1	41	42	35	23
Area					
Urban	22	44	66	33	1
Rural	32	54	86	6	8
Age					
18-44 years	32	52	84	13	3
45-64 years	19	50	69	28	3
65+ years	21	33	54	43	3
Household Income					
Less than \$40,000 pa	24	38	62	37	1
\$40,000-\$70,000 pa [†]	22	58	80	18	1
More than \$70,000 pa [†]	24	50	74	22	5

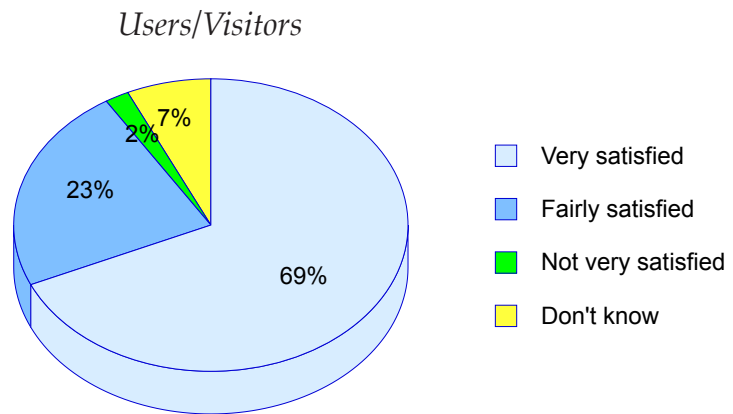
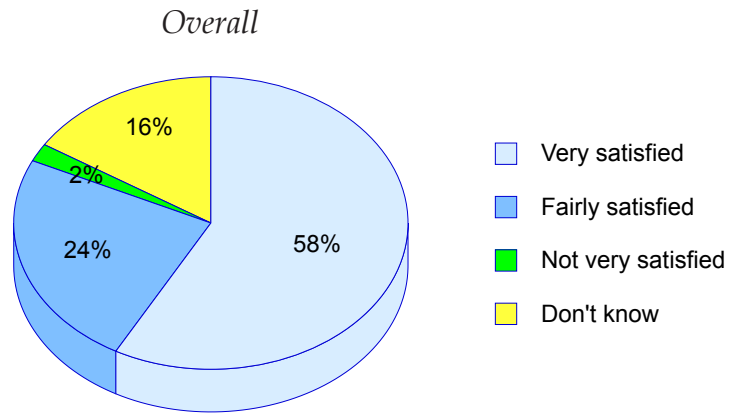
% read across

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



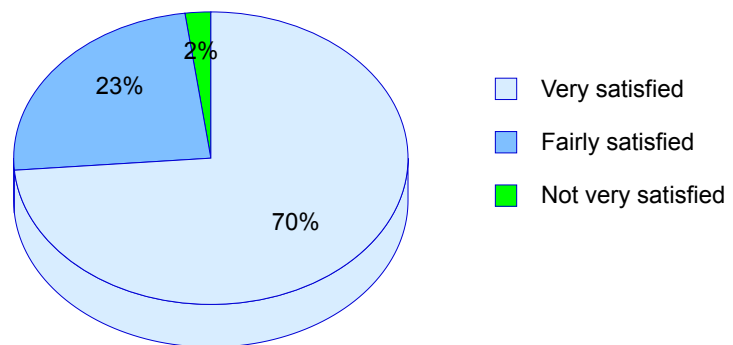
Recommended Satisfaction Measure For Reporting Purposes:
Total District = 72%

vi. Libraries In The District Overall



Base = 226

Mainly Use Whakatane Library



Base = 198

81% of residents are satisfied with libraries in the District overall, including 58% who are very satisfied. 2% are not very satisfied and 16% are unable to comment.

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

77% of households have used or visited a District library in the last 12 months. Of these, 92% are satisfied and 2% not very satisfied.

91% of library users/visitors have many used/visited the Whakatane Library. Of these, 93% are satisfied and 2% not very satisfied.

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

Satisfaction With Libraries In The District Overall

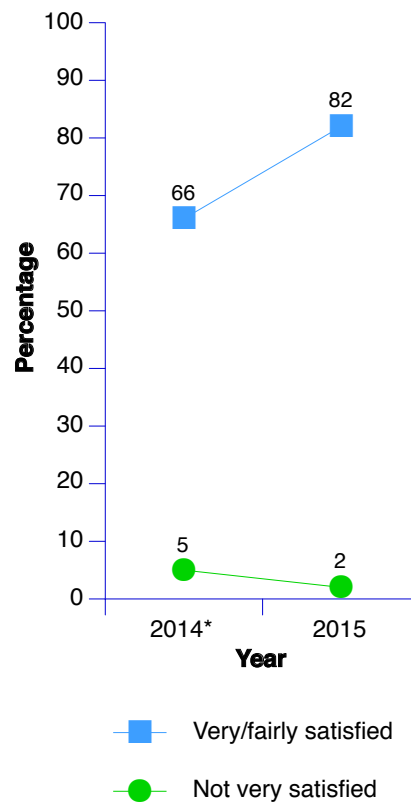
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	58	24	82	2	16
2014	42	24	66	5	29
Users/Visitors [†]	69	23	92	2	7
Whakatane Library Users [†]	70	23	93	2	6
Comparison					
Peer Group (Provincial)	64	21	85	2	13
National Average	69	21	90	2	8
Community Board					
Whakatane	69	23	92	3	5
Ohope Beach	83	10	93	1	6
Rangitaiki	42	30	72	1	27
Taneatua	57	18	75	-	25
Murupara	31	28	59	2	39
Area					
Urban	63	24	87	2	11
Rural	45	25	70	2	28

% read across

* in 2014 also asked satisfaction with Library and Exhibition Centre

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

Library In The District Overall

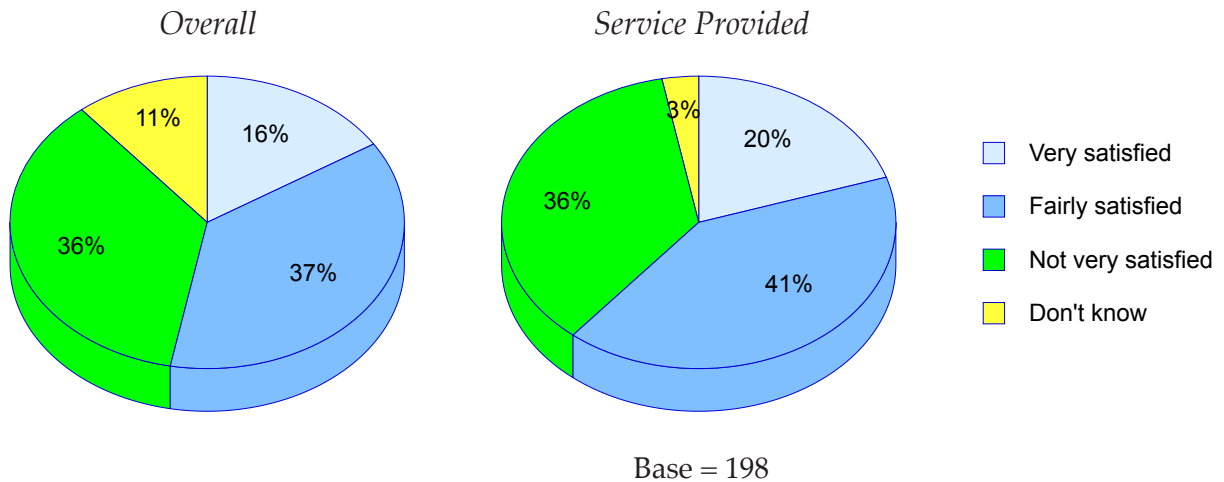


* in 2014 also asked satisfaction with Library and Exhibition Centre

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	82%
Users/Visitors	=	92%
Whakatane Library Users/Visitors	=	93%

vii. Stormwater Services



53% of residents are satisfied with stormwater services (44% in 2014), while 36% are not very satisfied and 11% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages, but 7% below the 2014 reading.

63% of residents are provided with a piped stormwater collection (60% in 2014) and, of these, 61% are satisfied and 36% are not very satisfied.

Residents more likely to be not very satisfied with stormwater services are ...

- Urban residents,
- men.

It appears that Murupara Community Board residents are **slightly less** likely to feel this way, than other Community Board residents.

Satisfaction With Stormwater Services

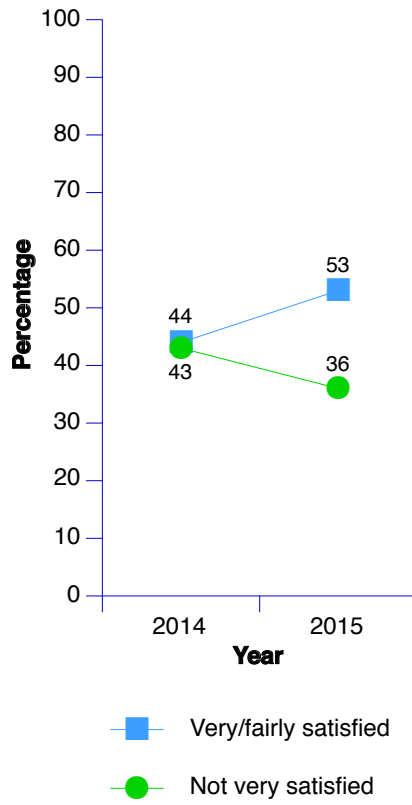
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	16	37	53	36	11
2014	10	34	44	43	13
Service Provided	20	41	61	36	3
Comparison					
Peer Group (Provincial)	35	38	73	11	16
National Average [†]	35	40	75	13	11
Community Board					
Whakatane	22	34	56	42	2
Ohope Beach	8	55	63	37	-
Rangitaiki	14	35	49	35	16
Taneatua	3	35	38	29	33
Murupara	14	47	61	13	26
Area					
Urban	19	39	58	39	3
Rural	9	33	42	29	29
Gender					
Male	15	34	49	41	10
Female	17	41	58	31	11

% read across

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

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

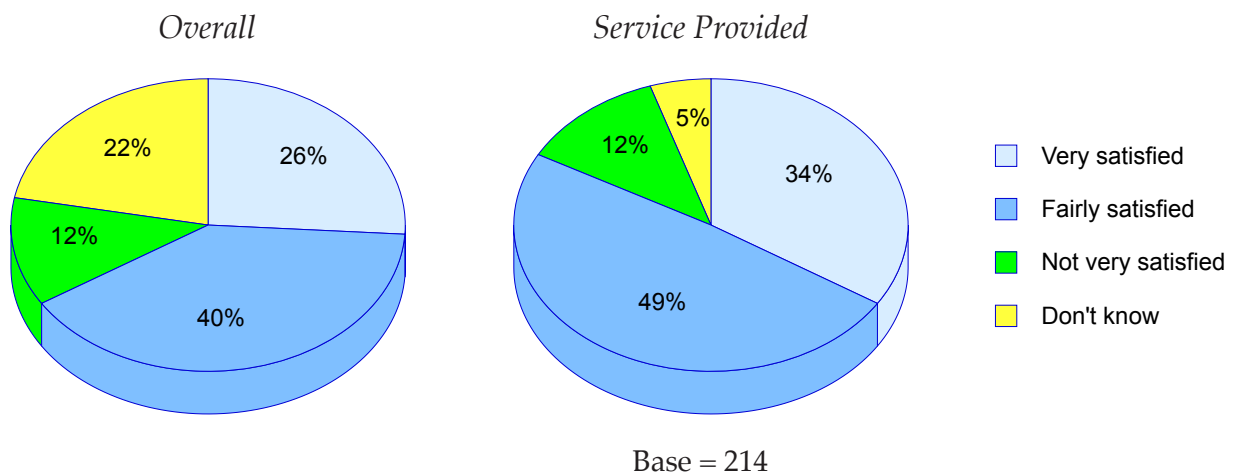
Stormwater Services



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 53%
Service Provided = 61%

viii. Sewerage System



66% of residents are satisfied with the District's sewerage system, including 26% who are very satisfied (22% in 2014), while 12% are not very satisfied and 22% are unable to comment (26% in 2014).

The percent not very satisfied is slightly above the Peer Group and National Averages and similar to the 2014 reading.

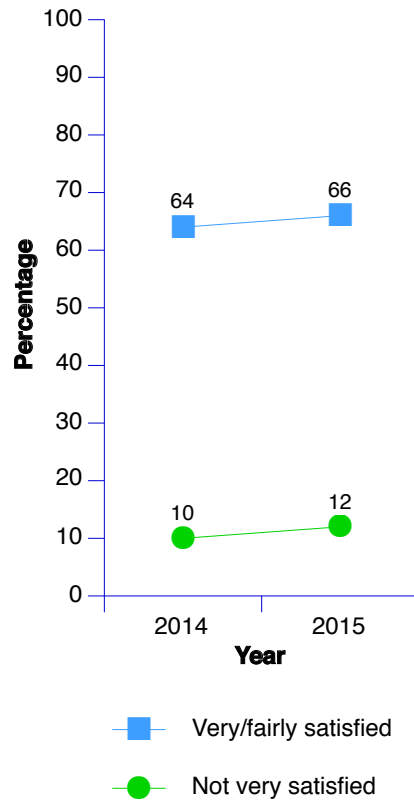
71% of residents are provided with a sewerage system (65% in 2014). Of these, 83% are satisfied (92% in 2014) and 12% are not very satisfied (8% in 2014).

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

Satisfaction With Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	26	40	66	12	22
2014	22	42	64	10	26
Service Provided	34	49	83	12	5
Comparison					
Peer Group (Provincial)	43	35	78	6	16
National Average	51	32	83	6	11
Community Board					
Whakatane	32	50	82	11	7
Ohope Beach	24	72	96	3	1
Rangitaiki	24	22	46	19	35
Taneatua	10	22	32	9	59
Murupara	18	39	57	9	34
Area					
Urban	32	50	82	12	6
Rural	11	16	27	12	61

% read across

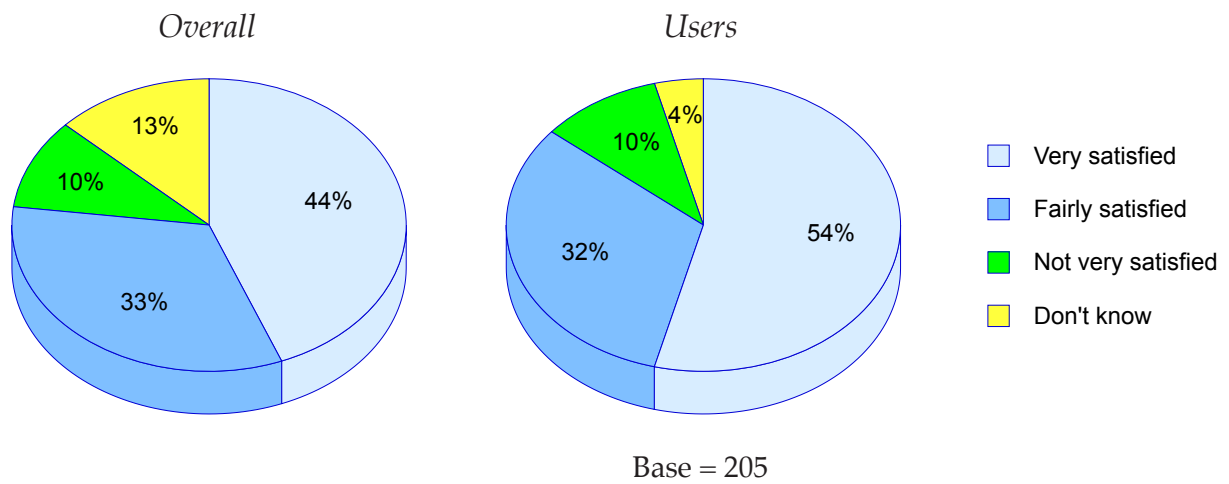
Sewerage System

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 66%

Service Provided = 83%

ix. Refuse Disposal, That Is, Transfer Station Facilities



77% of residents are satisfied with the refuse disposal, including 44% who are very satisfied (40% in 2014). 10% are not very satisfied with this service and 13% are unable to comment.

The percent not very satisfied with refuse disposal is similar to the Peer Group and National Averages and the 2014 reading.

70% of households have used a transfer station facility in the District, in the last 12 months. Of these, 86% are satisfied and 10% not very satisfied.

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

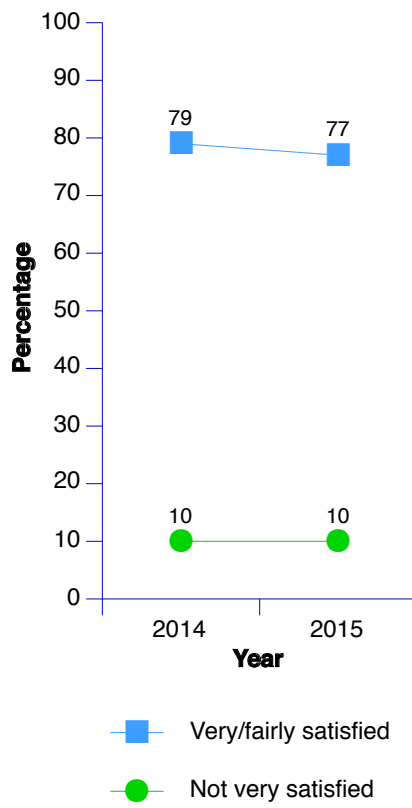
Satisfaction With Refuse Disposal

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	44	33	77	10	13
2014	40	39	79	10	11
Users	54	32	86	10	4
Comparison					
Peer Group (Provincial)	34	39	73	10	17
National Average	29	37	66	11	23
Community Board					
Whakatane	44	37	81	9	10
Ohope Beach	50	37	87	7	6
Rangitaiki [†]	38	32	70	12	17
Taneatua	26	33	59	16	25
Murupara [†]	80	7	87	6	8
Area					
Urban	48	33	81	9	10
Rural [†]	35	32	67	13	21

% read across

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

Refuse Disposal

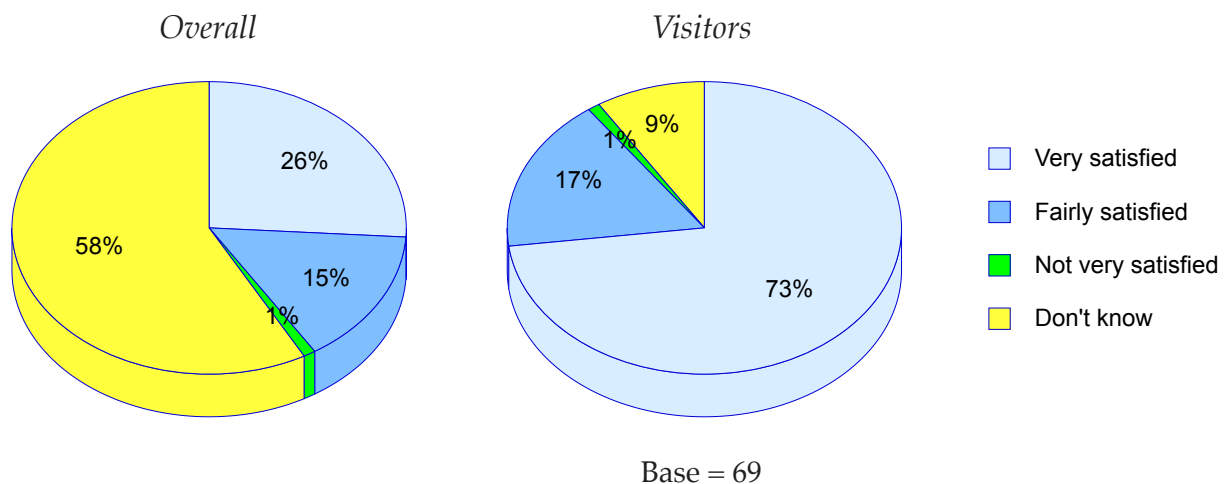


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 77%

Users = 86%

x. Whakatane Crematorium Facility



41% of residents are satisfied with the Whakatane Crematorium facility (32% in 2014), while 1% are not very satisfied.

A large percentage, 58%, are unable to comment (67% in 2014) and this is probably due to only 21% of residents saying they, or a member of their household, have visited the Whakatane Crematorium facility in the last 12 months. Of these 'visitors', 90% are satisfied and 1% not very satisfied.

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

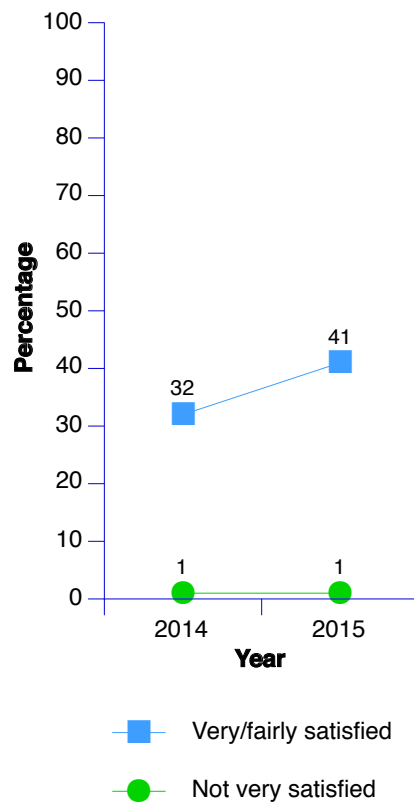
There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who are not very satisfied with Whakatane Crematorium facility.

Satisfaction With Whakatane Crematorium Facility

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	26	15	41	1	58
2014	17	15	32	1	67
Visitors	73	17	90	1	9
Community Board					
Whakatane	27	19	46	1	53
Ohope Beach [†]	37	12	49	-	52
Rangitaiki [†]	29	15	44	2	53
Taneatua	22	9	31	-	69
Murupara	2	4	6	-	94
Area					
Urban	26	17	43	1	56
Rural	25	11	36	1	63

% read across

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

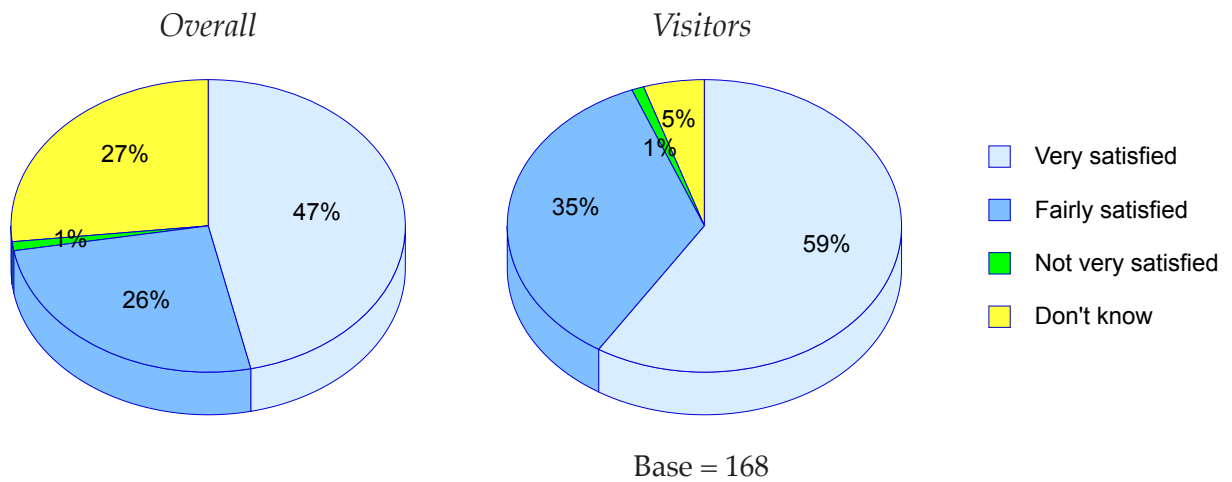
Whakatane Crematorium Facility

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 41%

Visitors = 90%

xi. Cemeteries Overall, Including Maintenance Of Cemeteries



73% of residents are satisfied with cemeteries overall, including maintenance of a cemeteries (68% in 2014), with 47% being very satisfied (43% in 2014). 1% are not very satisfied and a large percentage 27% are unable to comment (30% in 2014).

The percent not very satisfied is similar to the Peer Group Average and the 2014 reading, and on par with the National Average.

53% of households have visited a cemetery in the last 12 months (56% in 2014), and of these 94% are satisfied and 1% not very satisfied.

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

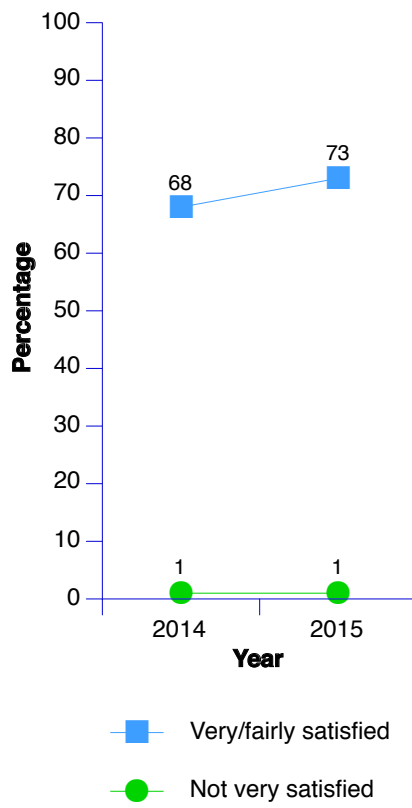
Satisfaction With Cemeteries Overall, Including Maintenance Of Cemeteries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall[†]					
Total District 2015	47	26	73	1	27
2014	43	25	68	1	30
Visitors	59	35	94	1	5
Comparison					
Peer Group (Provincial)	45	29	74	2	24
National Average	37	35	72	4	24
Community Board					
Whakatane	55	24	79	-	21
Ohope Beach	31	38	69	3	28
Rangitaiki	48	23	71	-	29
Taneatua [†]	34	27	61	-	40
Murupara	25	33	58	4	38
Area					
Urban [†]	48	26	74	1	26
Rural	38	25	63	-	37

% read across

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

Cemeteries Overall

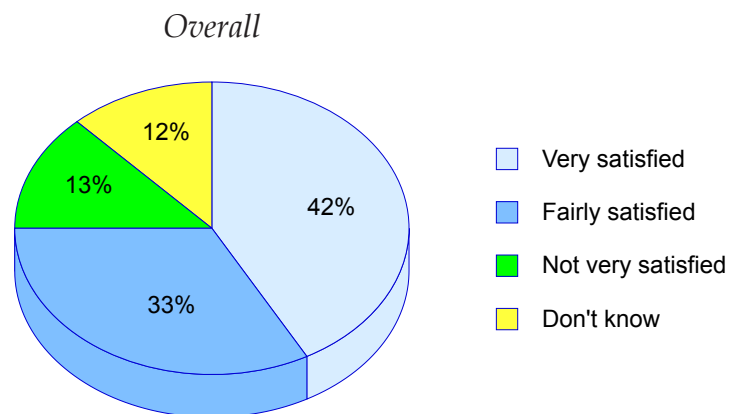


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 73%

Visitors = 94%

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



75% of residents are satisfied with harbour facilities, including 42% who are very satisfied (34% in 2014). 13% are not very satisfied and 12% are unable to comment (15% in 2014).

There are no comparative Peer Group and National Averages for this reading, however the not very satisfied reading is similar to the 2014 result.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with harbour facilities. However, it appears that men are slightly more likely to feel this way, than women.

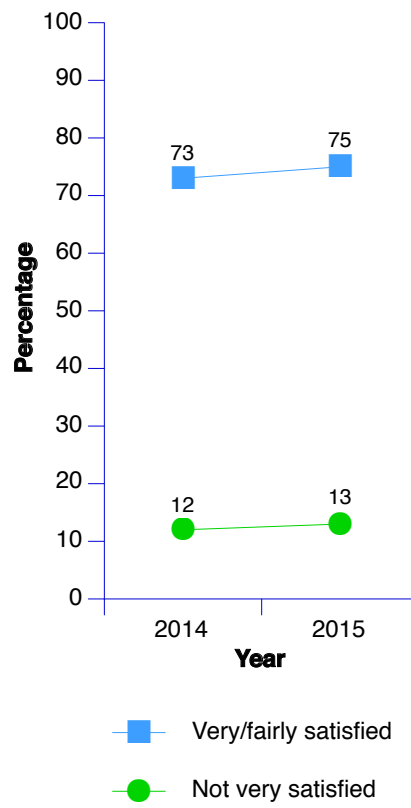
Satisfaction With Harbour Facilities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	42	33	75	13	12
2014	34	39	73	12	15
Community Board					
Whakatane	42	38	80	14	6
Ohope Beach	56	28	84	14	2
Rangitaiki	46	26	72	15	13
Taneatua	41	47	88	9	3
Murupara	14	16	30	4	66
Area					
Urban	44	32	76	12	12
Rural	37	36	73	13	14
Gender					
Male	39	36	75	17	8
Female	45	30	75	8	17

% read across

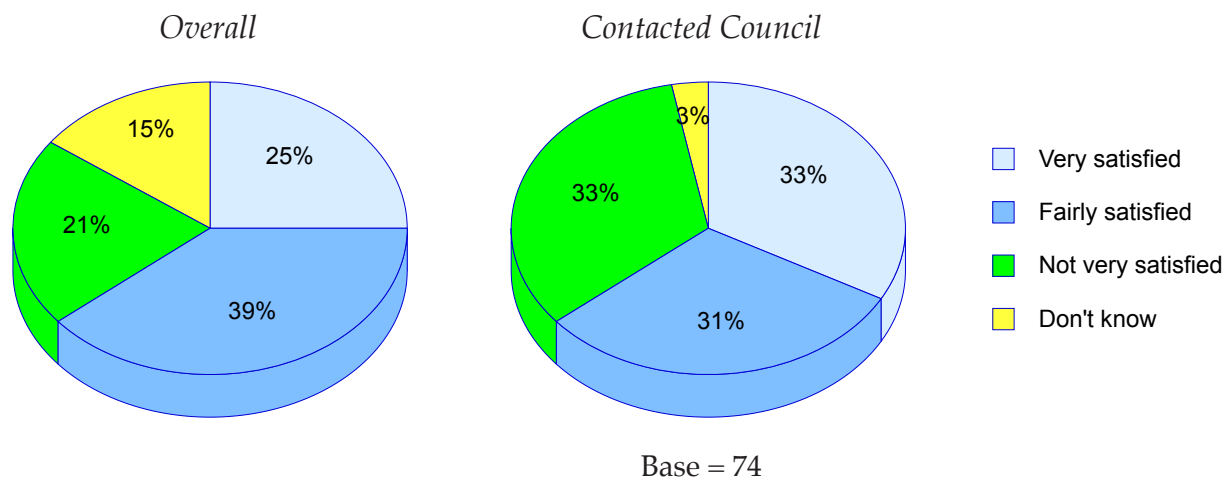
* 2013 harbour facilities Whakatane CBD (users) scores 6-10 = 93%, scores 0-5 = 6%

Harbour Facilities



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 75%

xiii. Control Of Dogs



64% of residents express satisfaction with the dog control, including 25% who are very satisfied, while 21% are not very satisfied with this service. 15% are unable to comment (11% in 2014).

The percent not very satisfied is on par with the Peer Group Average, similar to the National Average and 5% below the 2014 reading.

24% of households have contacted Council regarding dog control in the last 12 months.

64% of residents who have contacted the Council about dog control are satisfied, and 33% are not very satisfied.

Residents more likely to be not very satisfied with dog control are ...

- Murupara Community Board residents,
- Urban residents,
- NZ Maori residents.

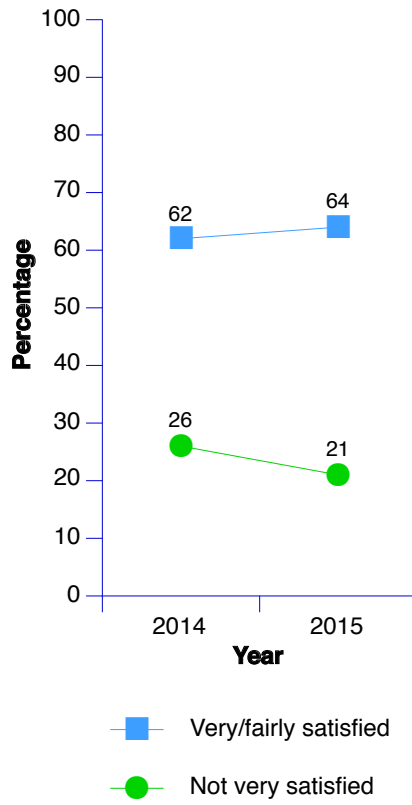
Satisfaction With Control Of Dogs

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	25	39	64	21	15
2014 [†]	24	38	62	26	11
Contacted Council	33	31	64	33	3
Comparison					
Peer Group (Provincial)	30	43	73	18	9
National Average	32	41	73	20	7
Community Board					
Whakatane	32	36	68	18	14
Ohope Beach	18	57	75	21	4
Rangitaiki [†]	26	40	66	13	22
Taneatua [†]	15	47	62	19	20
Murupara	6	24	30	70	-
Area					
Urban	26	38	64	24	12
Rural [†]	24	41	65	13	21
Ethnicity[†]					
NZ European	27	39	66	17	16
NZ Maori	19	38	57	36	8

% read across

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

Control Of Dogs

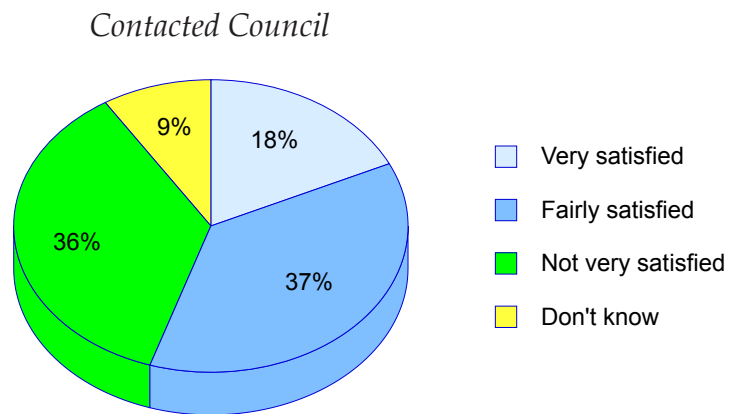
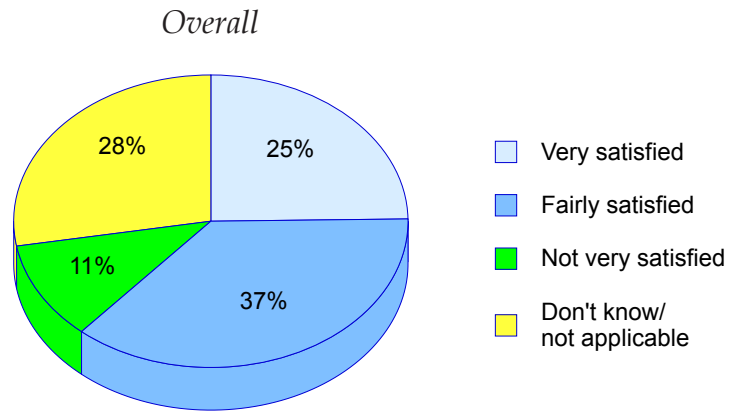


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%

Contacted Council = 64%

xiv. Noise Control



Base = 35
Margin of error $\pm 16.6\%$

62% of residents are satisfied with noise control, including 25% who are very satisfied, while 11% are not very satisfied with this aspect of the District. A large percentage, 28%, are unable to comment. These readings are similar to the 2014 results.

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

12% of households have contacted the Council about noise in the last year (9% in 2014), with 55% being satisfied with noise control and 36% being not very satisfied.

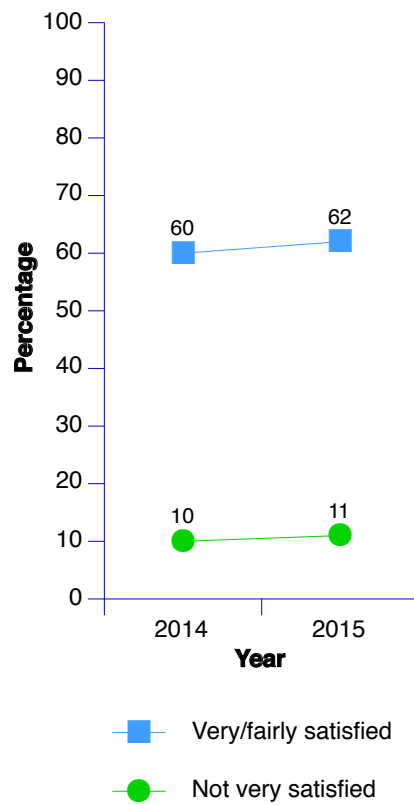
Murupara Community Board residents are more likely to be not very satisfied with noise control, than other Community Board residents.

Satisfaction With Noise Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015 [†]	25	37	62	11	28
2014	23	37	60	10	30
Contacted Council	18	37	55	36	9
Comparison					
Peer Group (Provincial)	33	38	71	11	18
National Average	36	41	77	11	12
Community Board					
Whakatane	29	36	65	11	24
Ohope Beach	24	(65)	(89)	2	9
Rangitaiki	25	33	58	9	33
Taneatua	27	22	49	-	(51)
Murupara	(1)	40	41	(35)	24
Area					
Urban	(28)	(41)	(69)	13	18
Rural	18	26	44	5	(51)

% read across

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

Noise Control

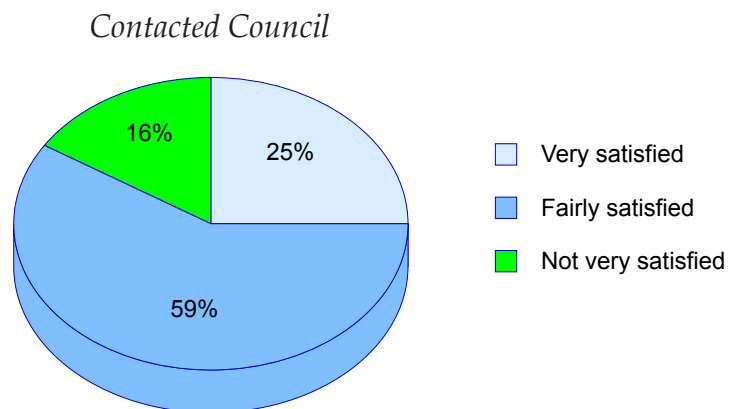
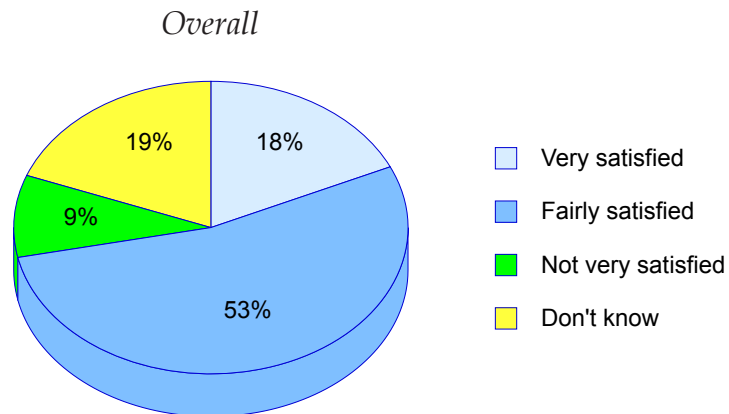
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 62%

Contacted Council = 55%

xv. Council's Environmental Monitoring Services Overall

This includes public health, food, noise control, litter and liquor licensing.



Base = 39

71% of residents are satisfied with Council's environmental monitoring services overall (68% in 2014), while 9% are not very satisfied (12% in 2014). 19% are unable to comment.

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

15% of households have contacted Council's monitoring services in the last 12 months. Of these, 84% are satisfied and 16% not very satisfied.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents not very satisfied with Council's environmental monitoring services overall.

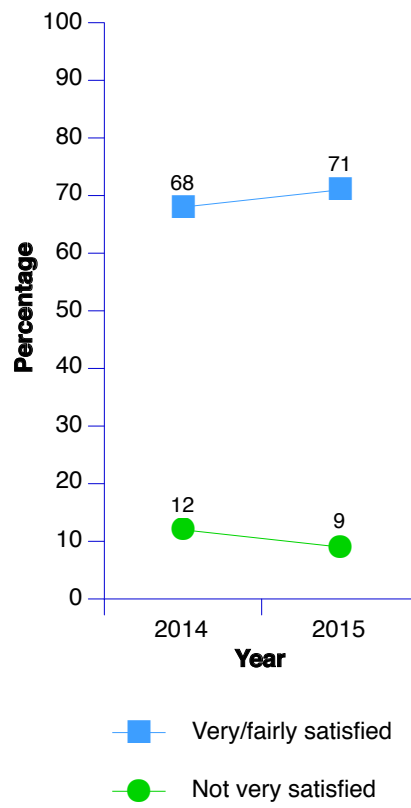
Satisfaction With Council's Environmental Monitoring Services Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015 [†]	18	53	71	9	19
2014	16	52	68	12	20
Contacted Council	25	59	84	16	-
Community Board					
Whakatane	23	52	75	9	16
Ohope Beach	8	70	78	9	13
Rangitaiki	16	57	73	9	18
Taneatua	14	41	55	6	39
Murupara	14	45	59	18	23
Area					
Urban	21	53	74	10	16
Rural	10	54	64	8	28

% read across

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

Council's Environmental Monitoring Services Overall

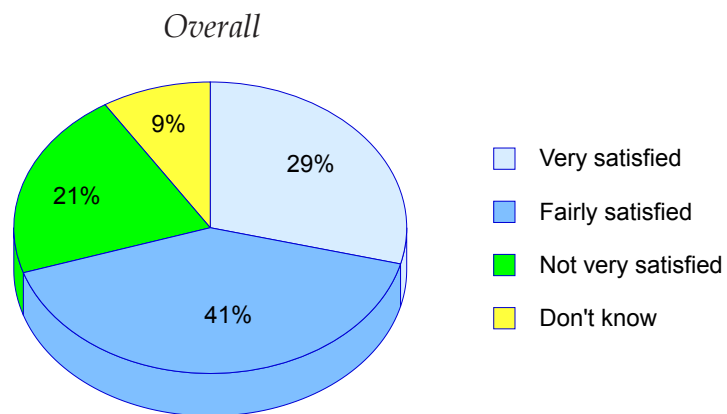


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 71%

Contacted Council = 84%

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



70% of residents are satisfied with tourism promotion, including 29% who are very satisfied (22% in 2014), while 21% are not very satisfied. 9% are unable to comment.

The percent not very satisfied is above the Peer Group Average, on par with the National Average and similar to the 2014 result.

Men are more likely, than women, to be not very satisfied with tourism promotion.

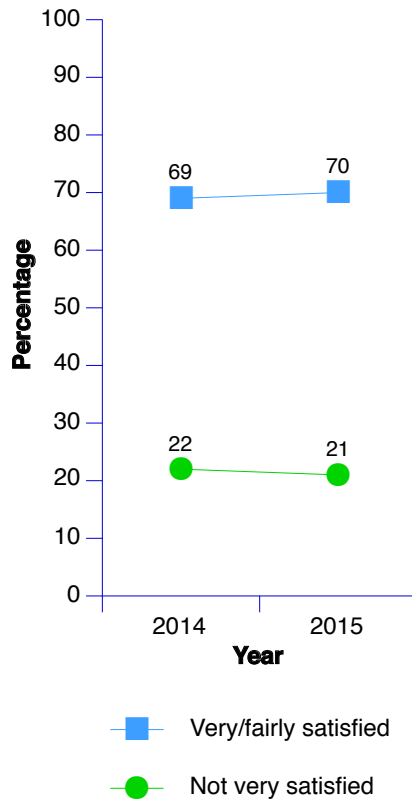
Satisfaction With Tourism Promotion

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	29	41	70	21	9
2014	22	47	69	22	9
Comparison[†]					
Peer Group (Provincial)	36	40	76	13	10
National Average	25	41	66	17	16
Community Board					
Whakatane [†]	29	43	72	17	10
Ohope Beach	17	49	66	33	1
Rangitaiki	38	41	79	16	5
Taneatua	34	35	69	25	6
Murupara	7	27	34	35	31
Area					
Urban	28	40	68	22	10
Rural [†]	34	42	76	17	8
Gender					
Male [†]	28	37	65	27	7
Female	30	44	74	15	11

% read across

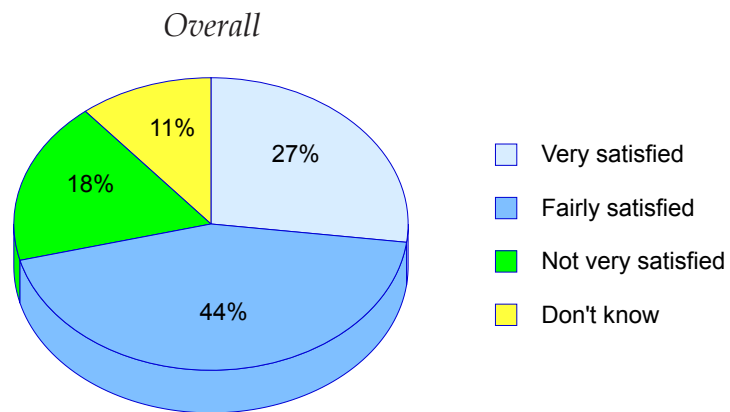
[†] does not add to 100% due to rounding

Tourism Promotion



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

xvii. Council's Efforts To Enable And Promote Events



71% of residents are satisfied with Council's efforts to enable and promote events, including 27% who are very satisfied (17% in 2014), while 18% are not very satisfied. 11% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however, the not very satisfied reading is 6% below the 2014 result.

NZ Maori residents are more likely to be not very satisfied with Council's efforts to enable and promote events, than NZ European residents.

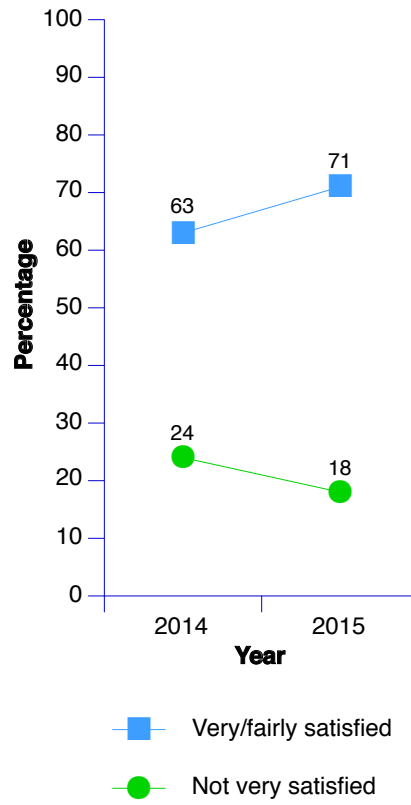
Satisfaction With Council's Efforts To Enable And Promote Events

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	27	44	71	18	11
2014	17	46	63	24	13
Community Board					
Whakatane	27	45	72	20	8
Ohope Beach	16	70	86	11	3
Rangitaiki	37	40	77	13	10
Taneatua	26	46	72	22	6
Murupara [†]	4	26	30	29	42
Area					
Urban	26	44	70	20	10
Rural	27	45	72	14	14
Ethnicity					
NZ European	31	43	74	16	10
NZ Maori	12	46	58	29	13

% read across

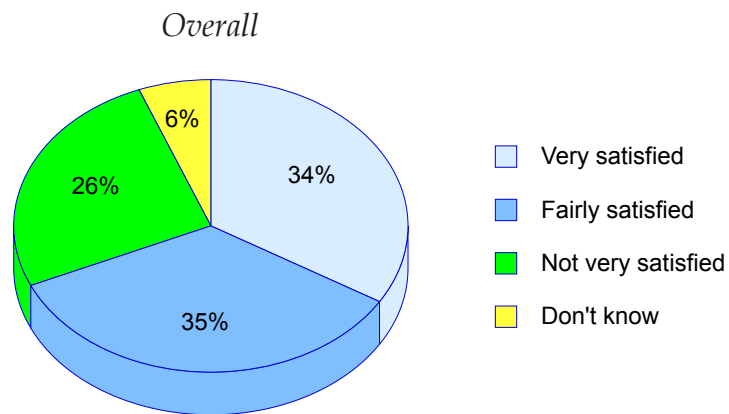
[†] does not add to 100% due to rounding

Council's Efforts To Enable And Promote Events



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 71%

xviii. Parking In Whakatane



69% of residents are satisfied with Whakatane, including 34% who are very satisfied (27% in 2014). 26% are not very satisfied and 6% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and the 2014 reading and on par with the National Average.

There are no notable differences between Community Board residents and between socio-economic groups in terms of those residents not very satisfied with parking in Whakatane. However, it appears that the following residents are slightly more likely to feel this way ...

- Ohope Beach Community Board residents,
- NZ European residents.

Satisfaction With Parking In Whakatane

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015 [†]	34	35	69	26	6
2014	27	43	70	26	4
Comparison*					
Peer Group (Provincial) [†]	25	47	72	25	2
National Average	20	44	64	31	5
Community Board					
Whakatane	39	39	78	21	1
Ohope Beach	21	30	51	49	-
Rangitaiki	32	32	64	33	3
Taneatua	46	31	77	23	-
Murupara	9	27	36	6	58
Area					
Urban	33	36	69	24	7
Rural	36	32	68	28	4
Ethnicity					
NZ European	36	33	69	28	3
NZ Maori	24	43	67	17	16

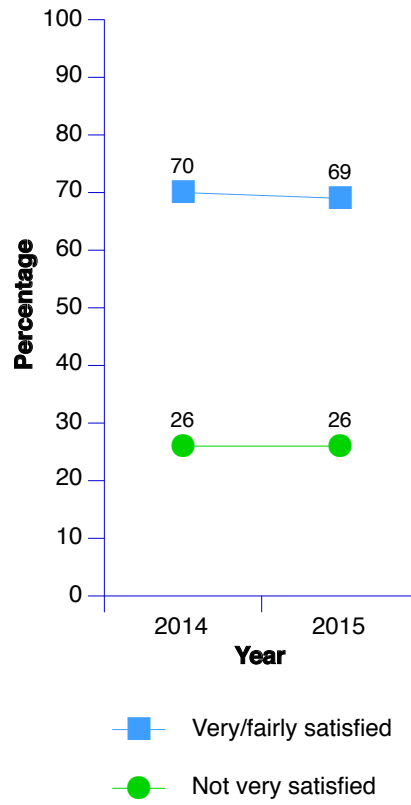
% read across

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

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

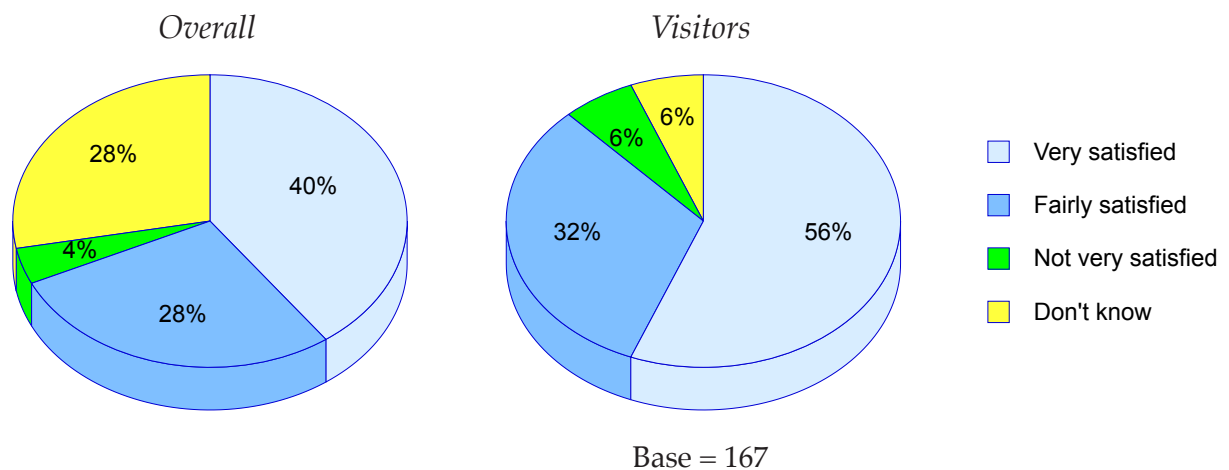
[†] does not add to 100% due to rounding

Parking In Whakatane



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 69%

xix. Whakatane Exhibition Centre (this includes the galleries and museum display spaces)



68% of residents are satisfied with Whakatane Exhibition Centre (59% in 2014), including 40% who are very satisfied, while 4% are not very satisfied.

There are no comparative Peer Group and National Averages, however the not very satisfied reading is similar to last year's result.

A large percentage (28%) are unable to comment (39% in 2014) and this is probably due to only 57% of households saying they have visited the Whakatane Exhibition Centre in the last 12 months. Of these 'Visitors', 88% are satisfied and 6% not very satisfied.

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

Satisfaction With Whakatane Exhibition Centre

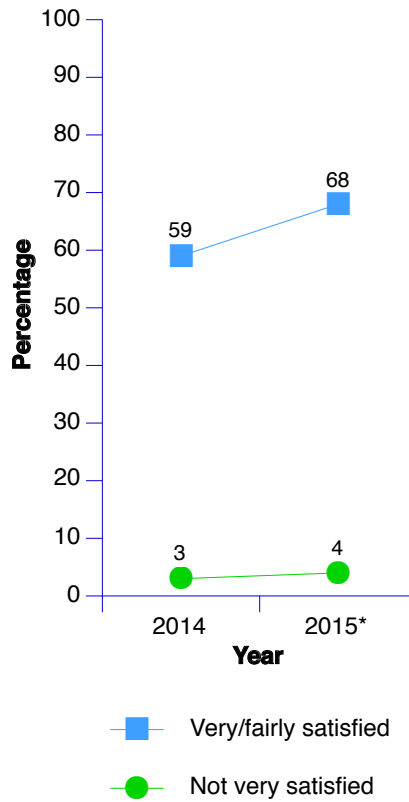
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015*	40	28	68	4	28
2014 [†]	43	16	59	3	39
Visitors	56	32	88	6	6
Community Board					
Whakatane	51	30	81	3	16
Ohope Beach	36	57	93	-	7
Rangitaiki	34	24	58	7	35
Taneatua [†]	33	22	55	3	41
Murupara	14	6	20	-	80
Area					
Urban	44	30	74	4	22
Rural	32	21	53	3	44

% read across

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

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

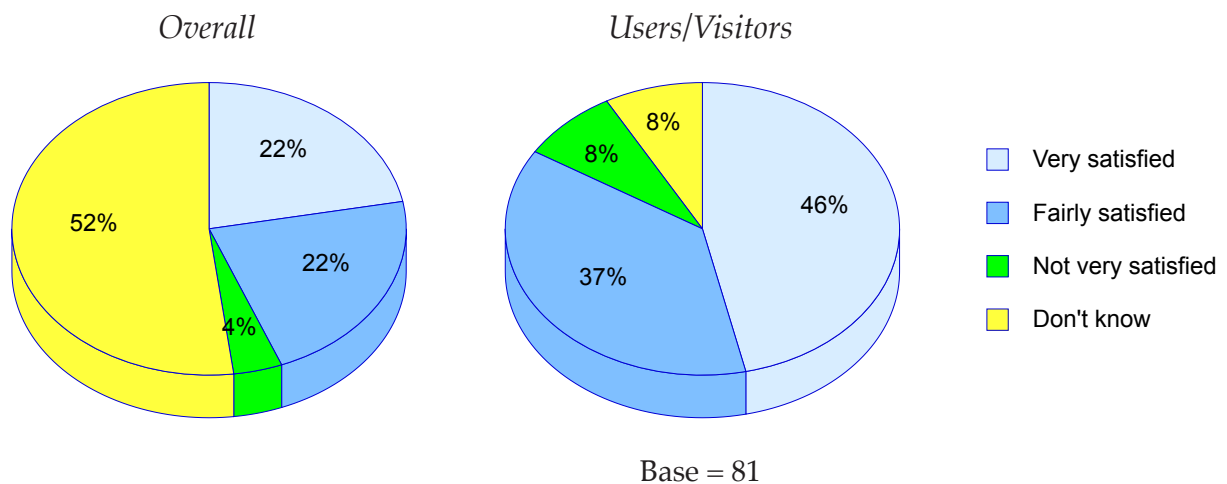
Whakatane Exhibition Centre



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 68%
 Visitors = 88%

xx. The Whakatane Museum And Research Centre On Boon Street



44% of residents are satisfied with the Whakatane Museum and Research Centre on Boon Street, while 4% are not very satisfied.

A large percentage 52% are unable to comment, and this is probably due to only 25% of respondents, or a member of their household, having used or visited the museum in the last 12 months. Of these 'Users / Visitors', 83% are satisfied and 8% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages for museums in general and the 2014 reading.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with the Whakatane Museum and Research Centre on Boon Street.

Satisfaction With The Whakatane Museum And Research Centre On Boon Street

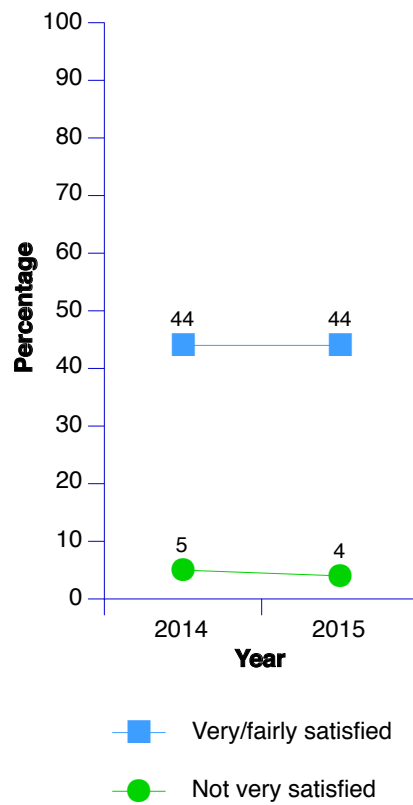
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	22	22	44	4	52
2014	19	25	44	5	51
Users/Visitors [†]	46	37	83	8	8
Comparison*					
Peer Group (Provincial)	40	20	60	6	34
National Average	49	23	72	4	24
Community Board					
Whakatane	25	25	50	8	42
Ohope Beach	17	28	45	-	54
Rangitaiki	24	16	40	2	58
Taneatua [†]	16	36	52	3	46
Murupara	10	5	15	-	85
Area					
Urban [†]	25	23	48	5	46
Rural	12	21	33	2	65

% read across

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

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

The Whakatane Museum And Research Centre On Boon Street

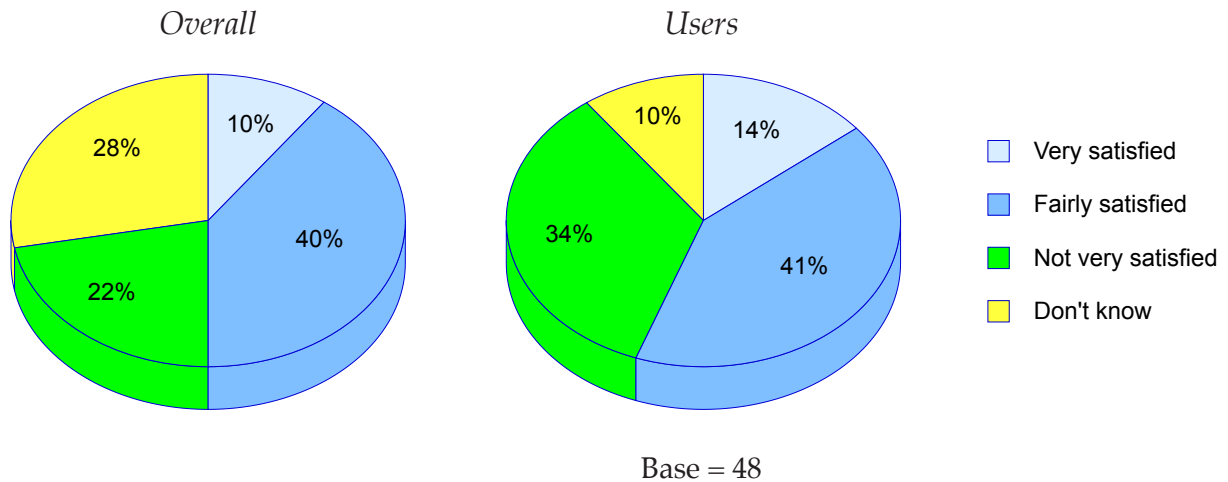


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 44%

Users/Visitors = 83%

xxi. Town Planning, Including Planning And Monitoring Services



50% of residents are satisfied with town planning (42% in 2014), while 22% are not satisfied. A large percentage (28%) are unable to comment.

The percent not very satisfied is on par with the Peer Group and National Averages* and 6% below the 2014 reading.

17% of households have used Council's planning or monitoring service, in the last 12 months. Of these 'users', 55% are satisfied and 34% not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with town planning. However, it appears that residents aged 45 to 64 years are slightly more likely, than other age groups, to feel this way.

* Peer Group and National Averages refer to readings for town planning, including planning and inspection services

Satisfaction With Town Planning

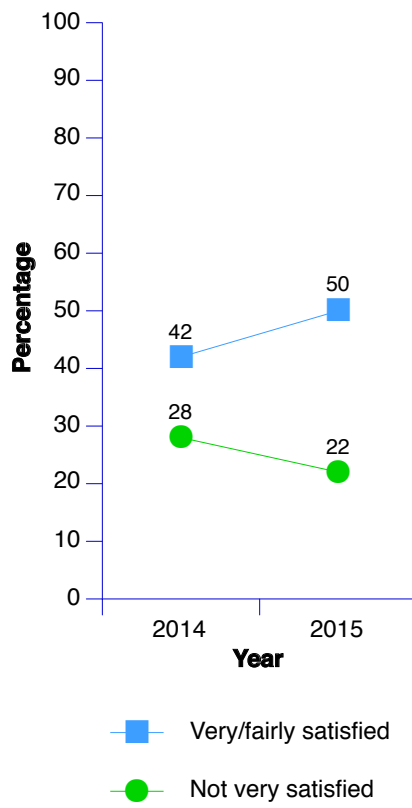
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	10	40	50	22	28
2014	7	35	42	28	30
Users [†]	14	41	55	34	10
Comparison**					
Peer Group (Provincial)	11	43	54	19	27
National Average	11	37	48	19	33
Community Board					
Whakatane	13	45	58	25	17
Ohope Beach	3	71	74	12	14
Rangitaiki	7	30	37	23	40
Taneatua	8	48	56	12	32
Murupara	10	11	21	28	51
Area					
Urban	11	42	53	23	24
Rural	6	37	43	21	36
Age					
18-44 years	13	45	58	17	25
45-64 years	8	33	41	30	29
65+ years	9	43	52	19	29

% read across

** Peer Group and National Averages refer to ratings for town planning, including planning and inspection services

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

Town Planning

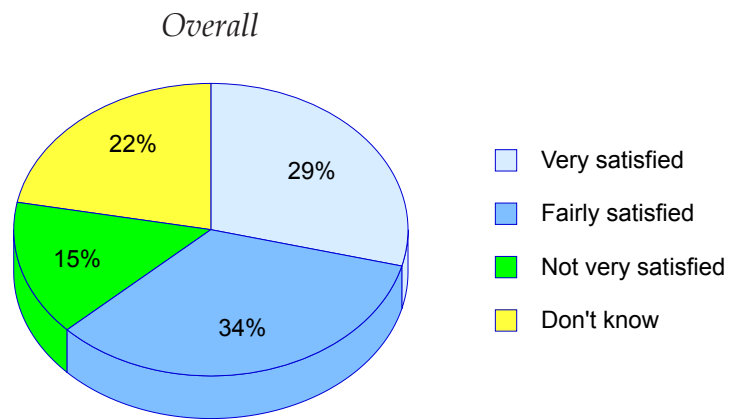


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 50%

Users = 55%

xxii. Council's Efforts To Manage The Whakatane Airport



63% of residents are satisfied with Council's efforts to manage Whakatane Airport (54% in 2014), including 29% who are very satisfied (14% in 2014). 15% are not very satisfied and 22%, are unable to comment (39% in 2014).

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is 8% above the 2014 result.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with Council's efforts to manage the Whakatane Airport. However, it appears that Rural residents are slightly more likely, than Urban residents, to feel this way.

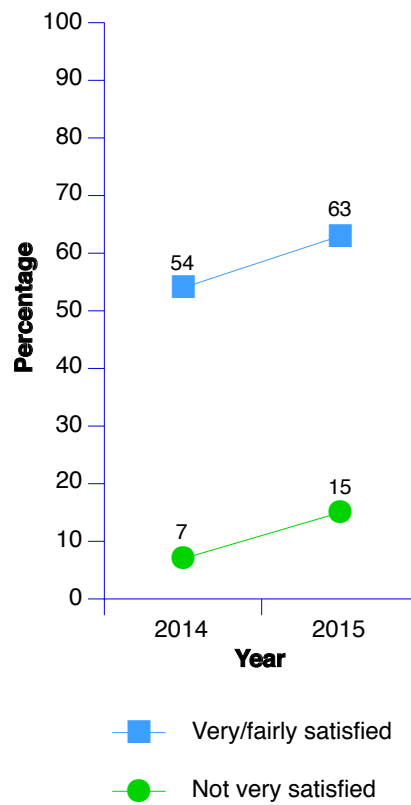
Satisfaction With Council's Efforts To Manage The Whakatane Airport

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	29	34	63	15	22
2014	14	40	54	7	39
Community Board					
Whakatane [†]	35	38	73	13	15
Ohope Beach [†]	27	62	89	7	5
Rangitaiki [†]	26	33	59	22	18
Taneatua	41	21	62	15	23
Murupara	2	4	6	6	88
Area					
Urban [†]	31	36	67	12	20
Rural	25	29	54	20	26

% read across

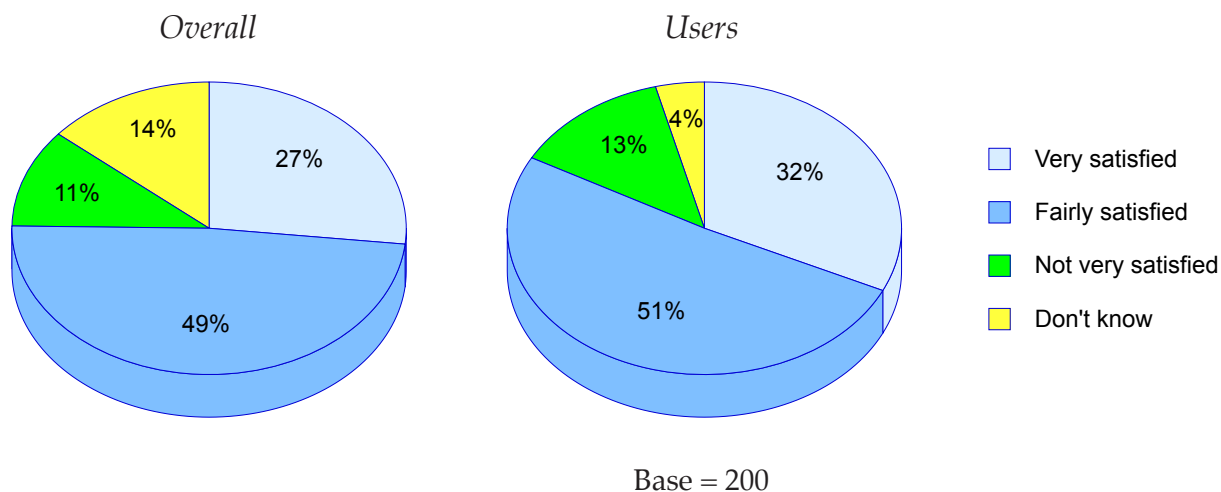
[†] does not add to 100% due to rounding

Council's Efforts To Manage The Whakatane Airport



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 63%

xxiii. Public Halls



76% of residents are satisfied with public halls (67% in 2014), including 27% who are very satisfied (32% in 2014). 11% are not very satisfied and 14% are unable to comment (20% in 2014).

The percent not very satisfied is slightly above the Peer Group Average, on par with the National Average and similar to the 2014 result.

68% of households have used a public hall in the last 12 months. Of these residents, 83% are satisfied and 13% are not very satisfied.

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

- Murupara Community Board residents,
- NZ Maori residents.

Satisfaction With Public Halls

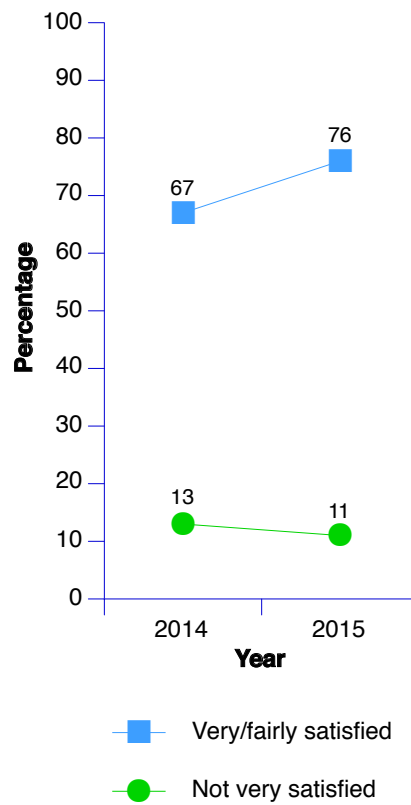
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015 [†]	27	49	76	11	14
2014	32	35	67	13	20
Users	32	51	83	13	4
Comparison					
Peer Group (Provincial) [†]	34	36	70	4	25
National Average	25	38	63	6	31
Community Board					
Whakatane [†]	33	47	80	8	13
Ohope Beach	22	61	83	4	13
Rangitaiki	27	50	77	9	14
Taneatua	20	59	79	8	13
Murupara [†]	13	25	38	43	20
Area					
Urban [†]	31	44	75	11	13
Rural	17	58	75	10	15
Ethnicity					
NZ European	28	50	78	8	14
NZ Maori [†]	24	43	67	20	14

% read across

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

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

Public Halls

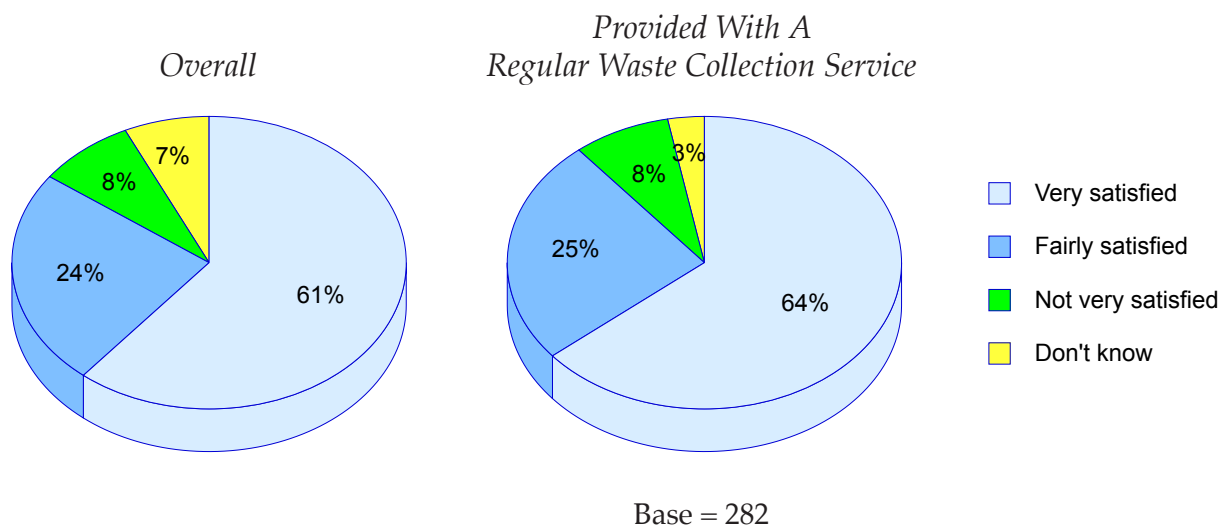


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 76%

Users = 83%

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



85% of residents are satisfied with kerbside waste collection service, including 61% who are very satisfied. 8% are not very satisfied and 7% are unable to comment. These readings are similar to the 2014 results.

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

93% of residents are provided with a regular waste collection service and kerbside recycling services in the last 12 months. Of these, 89% are satisfied and 8% are not very satisfied.

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

[†] Peer Group and National Averages refer to the **averaged** ratings for rubbish collection **and** recycling as these were asked separately in the 2014 National Communitrak™ Survey.

Satisfaction With Kerbside Waste Collection Service

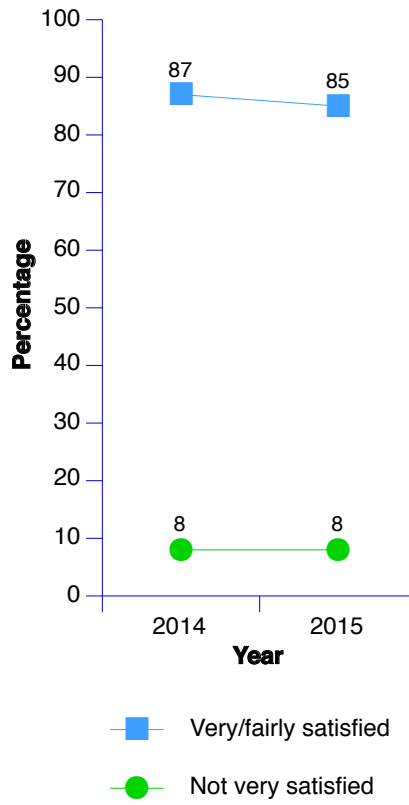
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	61	24	85	8	7
2014	62	25	87	8	5
Service Provided	64	25	89	8	3
Comparison*					
Peer Group (Provincial)	52	30	82	10	8
National Average	56	28	84	11	5
Community Board					
Whakatane	68	24	92	7	1
Ohope Beach	44	51	95	4	1
Rangitaiki	62	17	79	11	10
Taneatua	31	24	55	11	34
Murupara	76	20	96	-	4
Area					
Urban	66	25	91	8	1
Rural [†]	50	21	71	7	21

% read across

* Peer Group and National Averages refer to the averaged ratings for rubbish collection **and** recycling as these were asked separately in the 2014 National Communitrak™ Survey

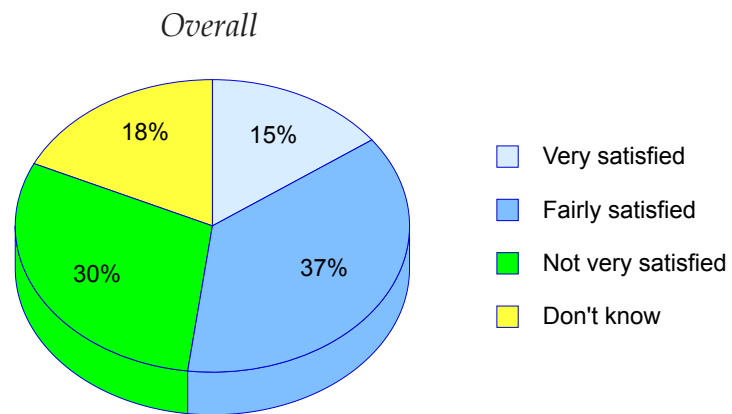
[†] does not add to 100% due to rounding

Kerbside Waste Collection Service



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 85%
 Provided With A Regular Waste Collection Service = 89%

xxv. Business Promotion



52% of residents are satisfied with business promotion (36% in 2014), while 30% are not very satisfied. 18% are unable to comment (27% in 2014).

The percent not very satisfied is similar to the Peer Group Average, on par with the National Average and 7% below the 2014 result.

Men are **more** likely to be not very satisfied with business promotion, than women.

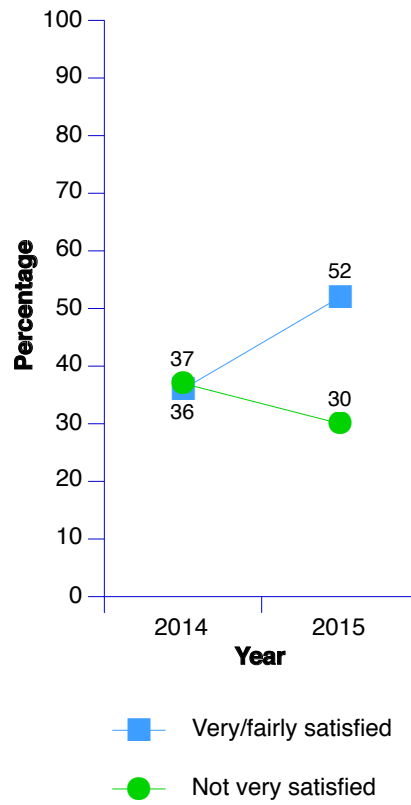
Satisfaction With Business Promotion

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	15	37	52	30	18
2014	8	28	36	37	27
Comparison					
Peer Group (Provincial)	14	39	53	28	19
National Average	12	36	48	25	27
Community Board					
Whakatane	17	37	54	30	16
Ohope Beach	6	55	61	26	13
Rangitaiki	18	41	59	25	16
Taneatua	12	23	35	38	27
Murupara	4	25	29	37	34
Area					
Urban [†]	15	39	54	30	17
Rural	15	34	49	30	21
Gender					
Male	15	33	48	36	16
Female [†]	15	42	57	24	20

% read across

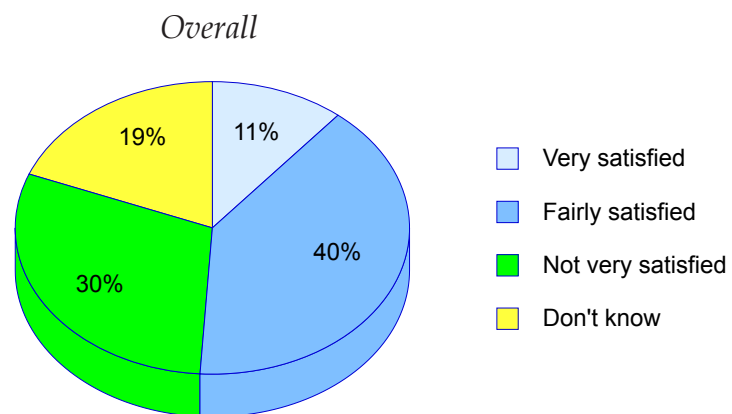
[†] does not add to 100% due to rounding

Business Promotion



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 52%

xxvi. Council's Efforts To Attract And Retain Residents



51% of residents overall are satisfied with Council's efforts to attract and retain residents (46% in 2014), with 30% being not very satisfied (26% in 2014). 19% are unable to comment (28% in 2014).

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

Men are **more** likely to be not very satisfied, than women.

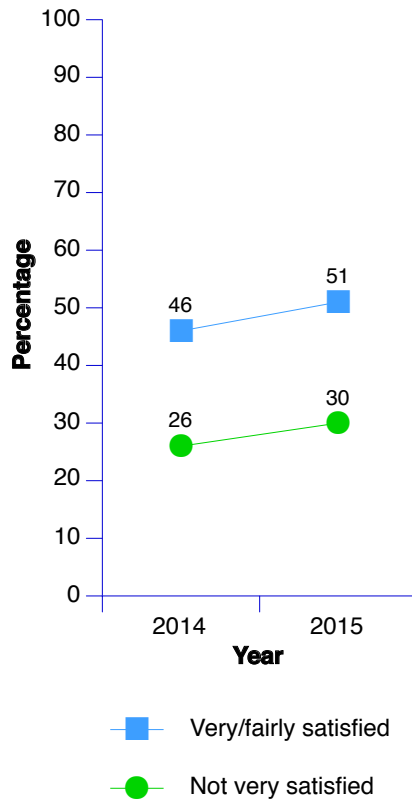
Satisfaction With Council's Efforts To Attract And Retain Residents

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	11	40	51	30	19
2014	6	40	46	26	28
Community Board					
Whakatane	13	39	52	32	16
Ohope Beach	1	62	63	19	18
Rangitaiki [†]	10	49	59	27	13
Taneatua [†]	17	18	35	27	37
Murupara	-	19	19	41	40
Area					
Urban	10	41	51	30	19
Rural	11	39	50	29	21
Gender					
Male [†]	10	40	50	35	16
Female	11	41	52	25	23

% read across

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

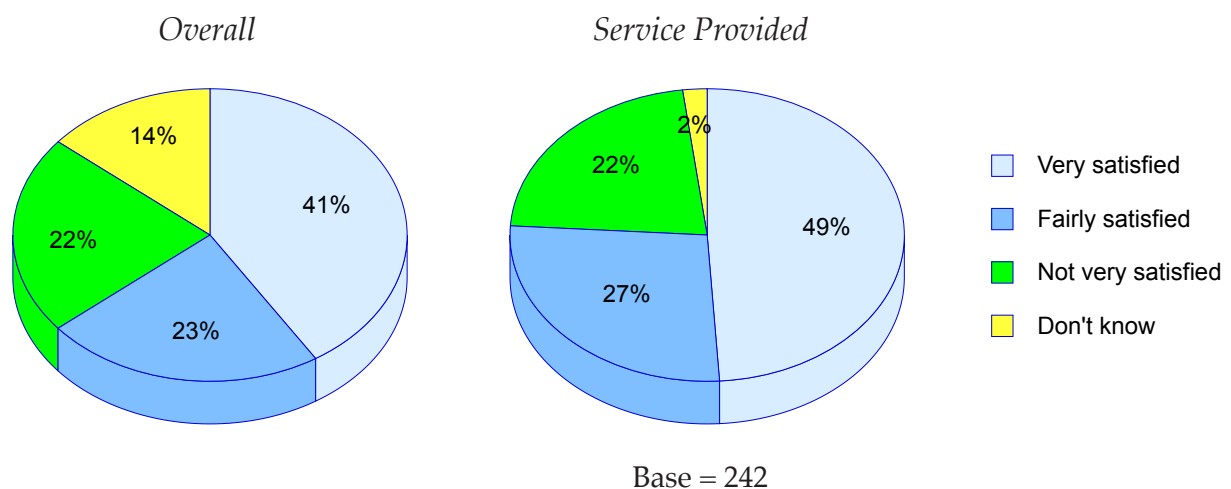
Council's Efforts To Attract And Retain Residents



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

xxvii. Water Supply

1. The Quality Of Drinking Water



64% of residents are satisfied with the quality of drinking water (58% in 2014), including 41% who are very satisfied (27% in 2014). 22% are not very satisfied (27% in 2014) and 14% are unable to comment.

80% of residents receive a piped supply (77% in 2014). Of these, 76% are satisfied and 22% are not very satisfied.

Residents more likely to be not very satisfied with the quality of drinking water are ...

- Ohope Beach Community Board residents,
- men.

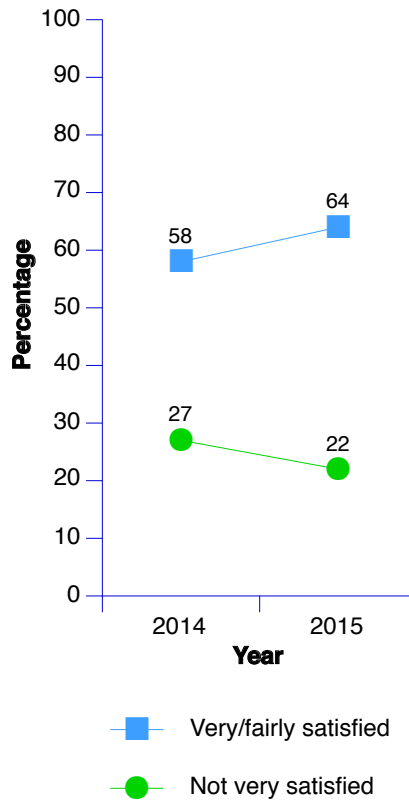
Satisfaction With Quality Of Drinking Water

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	41	23	64	22	14
2014	27	31	58	27	15
Service Provided	49	27	76	22	2
Community Board					
Whakatane [†]	39	34	73	26	2
Ohope Beach [†]	36	16	52	41	6
Rangitaiki	45	16	61	16	23
Taneatua	29	14	43	22	35
Murupara	53	14	67	-	33
Area					
Urban [†]	46	29	75	22	2
Rural	27	10	37	20	43
Gender					
Male	36	22	58	29	13
Female	45	24	69	16	15

% read across

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

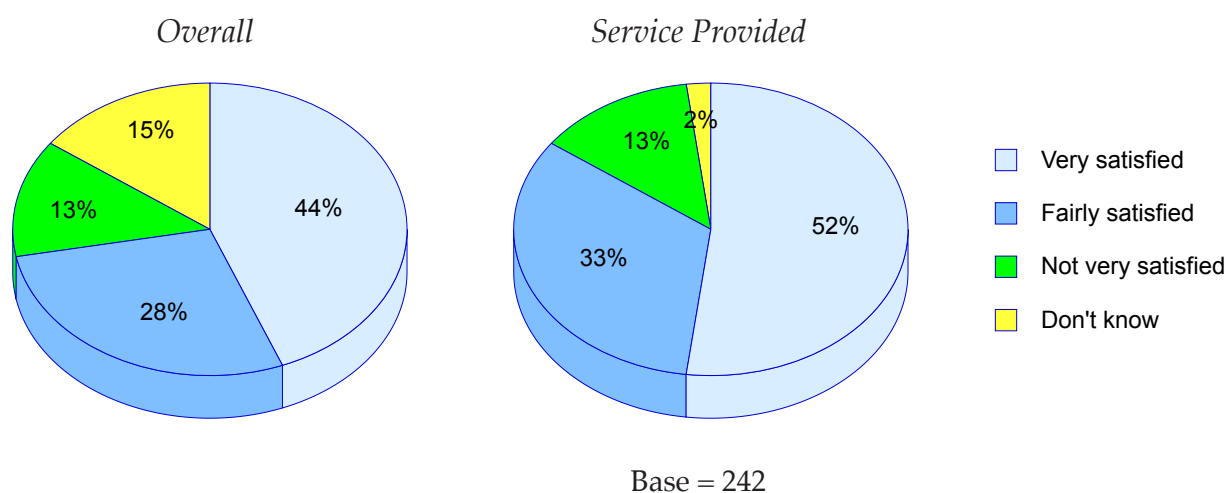
Quality Of Drinking Water



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%
 Service Provided = 76%

2. Water Supply Overall



72% of residents are satisfied with water supply overall (66% in 2014), including 44% who are very satisfied (29% in 2014). 13% are not very satisfied and 15% are unable to comment.

Whakatane District residents are on par with Peer Group counterparts and residents nationwide, with regards to the percent not very satisfied with the water supply and 6% below the 2014 reading.

Of those residents provided with a piped water supply, 85% are satisfied and 13% are not very satisfied.

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with water supply. However, it appears that men are **slightly more** likely to feel this way, than women.

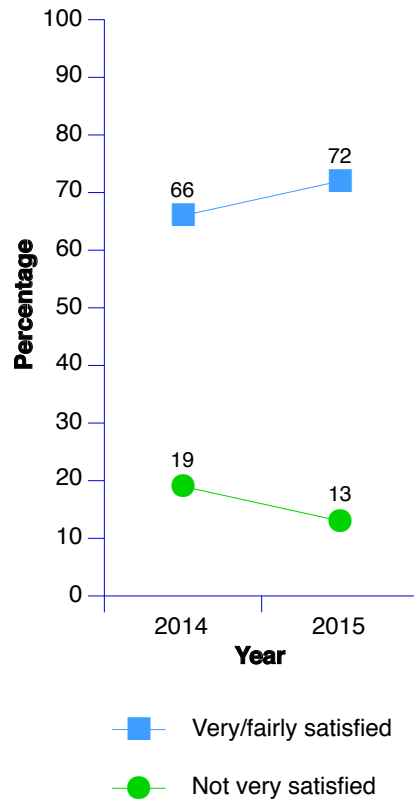
Satisfaction With Water Supply Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	44	28	72	13	15
2014	29	37	66	19	15
Service Provided	52	33	85	13	2
Comparison					
Peer Group (Provincial)	46	33	79	8	13
National Average	48	35	83	9	8
Community Board					
Whakatane [†]	43	37	80	18	2
Ohope Beach	56	30	86	12	2
Rangitaiki	45	21	66	6	28
Taneatua	27	22	49	19	32
Murupara	53	14	67	-	33
Area					
Urban	50	35	85	13	2
Rural	29	12	41	12	47
Gender					
Male	37	32	89	17	14
Female [†]	51	25	76	9	16

% read across

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

Water Supply Overall



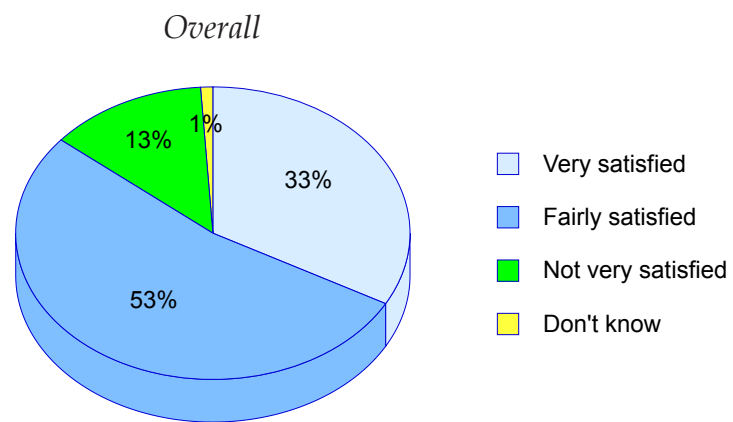
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 72%

Service Provided = 85%

xxviii. Roads (excluding State Highways 2 and 30)

1. Safety Of Council Roding



86% of residents are satisfied with the safety of Council roads, including 33% who are very satisfied (25% in 2014), while 13% are not very satisfied.

Residents more likely to be not very satisfied with the safety of Council roads are ...

- Rural residents,
- NZ Maori residents.

Satisfaction With Safety Of Council Roads

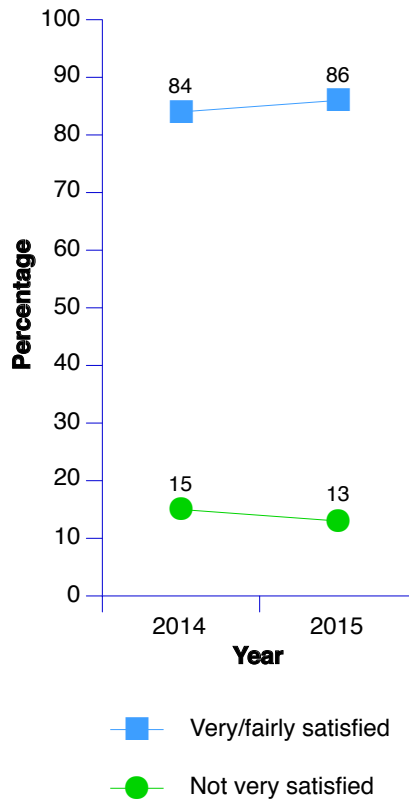
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	33	53	86	13	1
2014 [†]	25	59	84	15	-
Community Board					
Whakatane	38	52	90	9	1
Ohope Beach [†]	39	55	94	5	-
Rangitaiki	28	57	85	15	-
Taneatua	25	50	75	25	-
Murupara	24	47	71	23	6
Area					
Urban	34	56	90	9	1
Rural	29	47	76	24	-
Ethnicity					
NZ European [†]	36	54	90	11	-
NZ Maori	24	49	73	23	4

% read across

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

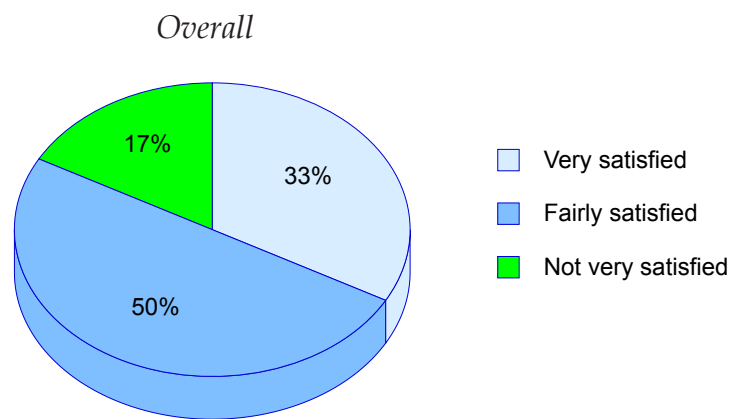
[†] does not add to 100% due to rounding

Safety Of Council Roding



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 86%

2. Maintained To An Appropriate Standard?



83% of residents overall are satisfied that roads are being maintained to an appropriate standard, including 33% who are very satisfied (25% in 2014), while 17% are not very satisfied.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents very satisfied.

Satisfaction That Roads Are Maintained To An Appropriate Standard

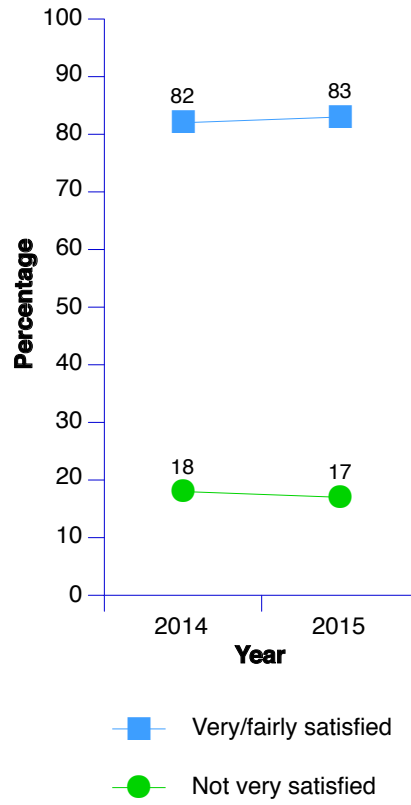
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2015	33	50	83	17	-
2014	25	57	82	18	-
Community Board					
Whakatane	36	48	84	15	1
Ohope Beach	38	46	84	16	-
Rangitaiki	31	52	83	17	-
Taneatua [†]	25	53	78	23	-
Murupara	25	58	83	17	-
Area					
Urban [†]	34	50	84	15	-
Rural	29	51	80	20	-

% read across

• 2013 roads being well maintained scores 6-10 = 74%, scores 0-5 = 26%

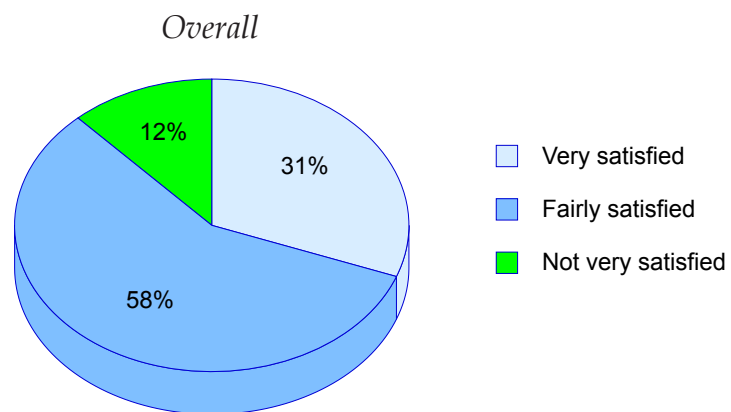
[†] does not add to 100% due to rounding

Maintained To An Appropriate Standard?



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

3. Council Roads Overall



89% of residents are satisfied with Council roads overall, including 31% who are very satisfied (23% in 2014), while 12% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages, and on par with the 2014 reading.

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

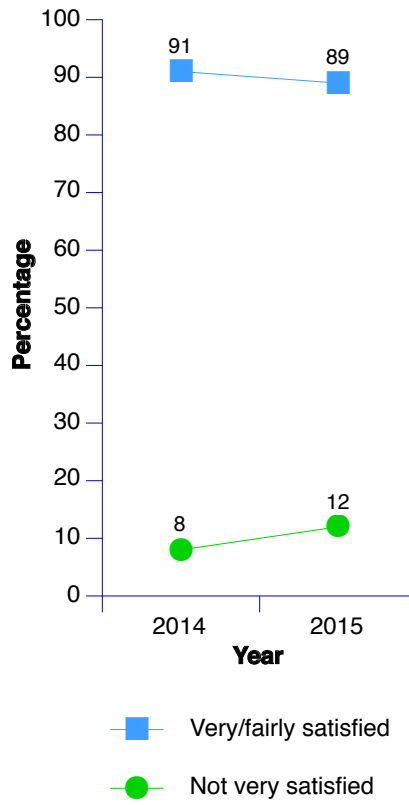
Satisfaction With Council Roads Overall

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall[†]					
Total District 2015	31	58	89	12	-
2014	23	68	91	8	-
Comparison					
Peer Group (Provincial)	15	57	72	28	-
National Average	20	58	78	21	1
Community Board					
Whakatane	34	56	90	10	-
Ohope Beach	39	56	95	5	-
Rangitaiki	27	59	86	14	-
Taneatua	25	59	84	16	-
Murupara [†]	22	64	86	15	-
Area[†]					
Urban	32	57	89	10	-
Rural	26	59	85	16	-
Ethnicity					
NZ European	32	58	90	10	-
NZ Maori [†]	22	58	80	19	-

% read across

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

Council Roads Overall

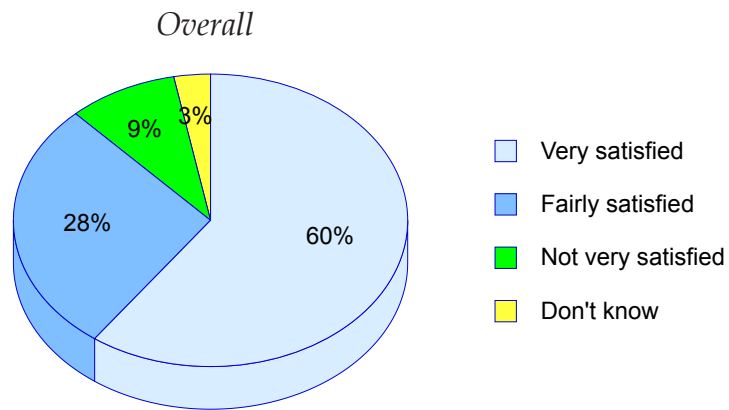


Recommended Satisfaction Measure For Reporting Purposes:
Total District = 89%

B. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES - WITH REASONS FOR DISSATISFACTION

Residents were read out six Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service or facility. Those residents not very satisfied were asked to say why they feel this way.

i. *Walking And Cycling Facilities In The District*



88% of residents are satisfied with walking and cycling facilities in the District (82% in 2014), including 60% who are very satisfied (52% in 2014). 9% are not very satisfied and 3% are unable to comment.

There are no comparative Peer Group and National Averages for this reading, however this year's not very satisfied reading is on par with the 2014 result.

Murupara Community Board residents are more likely, than other Community Board residents, to be not very satisfied with walking and cycling facilities in the District.

Satisfaction With Walking And Cycling Facilities In The District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	60	28	88	9	3
2014	52	30	82	12	6
Community Board					
Whakatane	64	30	94	5	1
Ohope Beach [†]	66	29	95	3	1
Rangitaiki	68	24	92	6	2
Taneatua	47	36	83	11	6
Murupara	21	23	44	40	16
Area					
Urban	62	27	89	7	4
Rural [†]	57	29	86	11	2

% read across

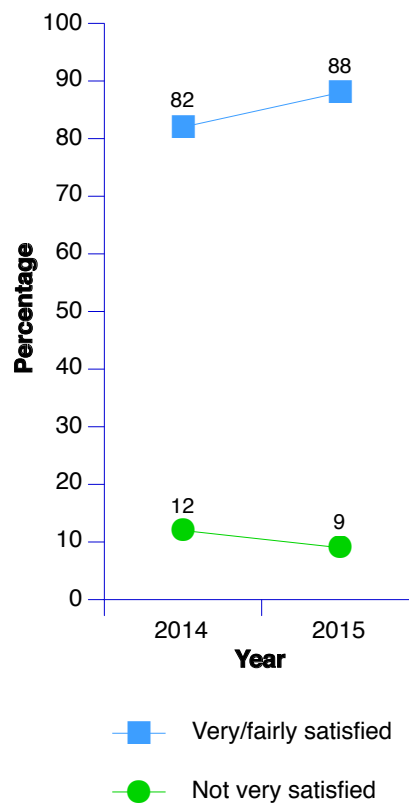
[†] does not add to 100% due to rounding

The main reasons* residents are not very satisfied with walking and cycling facilities in the District are ...

- not enough cycling facilities/need more/encourage cycling, mentioned by 3% of all residents,
- don't have any (unspecified), 3%.

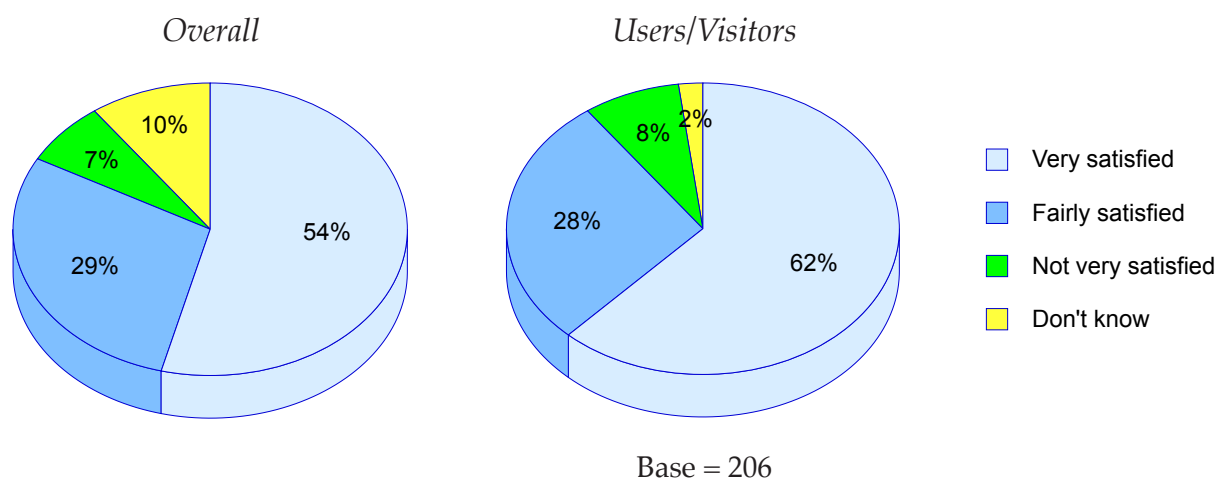
* multiple responses allowed

Walking And Cycling Facilities In The District



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 88%

ii. Playgrounds



83% of Whakatane District residents are satisfied with playgrounds, including 54% who are very satisfied (40% in 2014), with 7% being very satisfied. 10% are unable to comment (17% in 2014).

The percent not very satisfied is on par with the Peer Group and National Average readings for sportsfields and playgrounds and similar to the 2014 result.

73% of households have used or visited a public playground in the last 12 months. Of these, 90% are satisfied with these facilities and 8% are not very satisfied.

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

- Murupara Community Board residents,
- NZ Maori residents.

Satisfaction With Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015	54	29	83	7	10
2014	40	35	75	8	17
Users/Visitors	62	28	90	8	2
Comparison*					
Peer Group (Provincial)	58	31	89	4	7
National Average	54	34	88	4	8
Community Board					
Whakatane	61	25	86	6	8
Ohope Beach	64	31	95	-	5
Rangitaiki [†]	55	31	86	5	10
Taneatua	51	43	94	3	3
Murupara [†]	9	23	32	36	33
Area					
Urban	57	27	84	8	8
Rural	47	34	81	6	13
Ethnicity					
NZ European	59	27	86	4	10
NZ Maori [†]	40	34	74	20	7

% read across

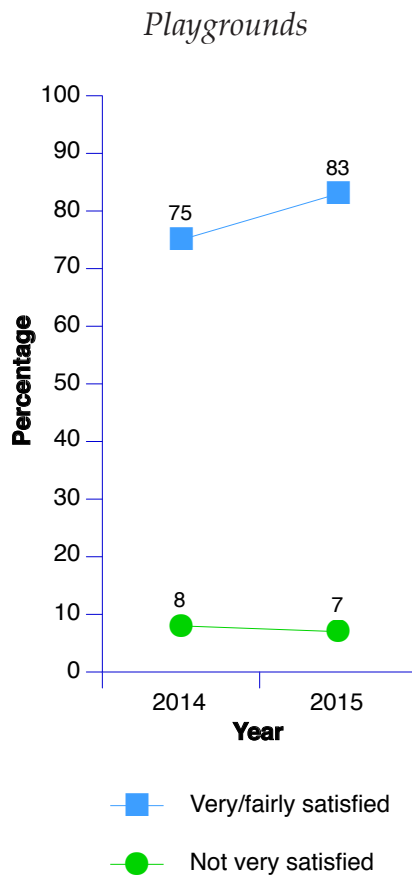
* Peer Group and National Average readings are based on rating for sportsfields **and** playgrounds

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

The main reasons* residents are not very satisfied with playgrounds are ...

- old/rundown/need upgrading/improving, mentioned by 4% of all residents,
- need more/better equipment, 2%.

* multiple responses allowed

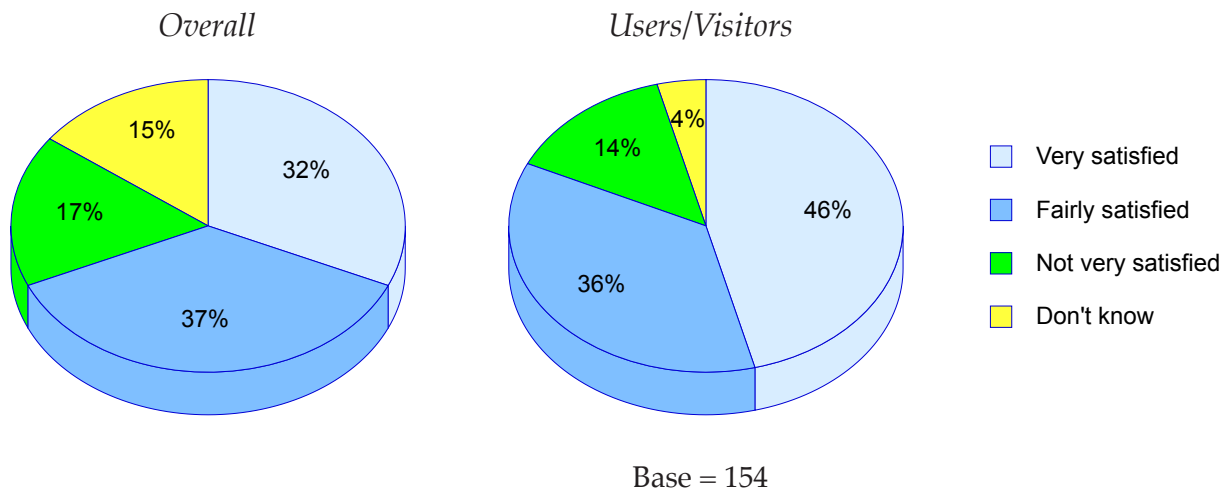


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 83%

Users/Visitors = 90%

iii. Public Swimming Pools



69% of residents are satisfied with public swimming pools (63% in 2014), including 32% who are very satisfied (27% in 2014), with 17% being not very satisfied. 15% are unable to comment (21% in 2014).

The percent not very satisfied is on par with the Peer Group Average, slightly above the National Average and similar to the 2014 result.

57% of households have used / visited a public swimming pool in the District in the last 12 months. Of these residents, 82% are satisfied with these facilities (75% in 2014) and 14% are not very satisfied (22% in 2014).

There are no notable differences between Community Boards and between socio-economic groups, in terms of those residents not very satisfied with public swimming pools. However, it appears that residents aged 45 to 64 years are slightly more likely to feel this way, than other age groups.

Satisfaction With Public Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2015 [†]	32	37	69	17	15
2014	27	36	63	16	21
Users/Visitors	46	36	82	14	4
Comparison					
Peer Group (Provincial) [†]	40	29	69	12	20
National Average	38	31	69	10	21
Community Board					
Whakatane	37	38	75	15	10
Ohope Beach	37	36	73	12	15
Rangitaiki	28	26	54	24	22
Taneatua	24	49	73	11	16
Murupara	22	52	74	11	15
Area					
Urban	35	37	72	15	13
Rural	24	36	60	21	19
Age					
18-44 years	40	38	78	13	9
45-64 years	25	37	62	24	14
65+ years	28	33	61	11	28

% read across

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

The main reasons residents are not very satisfied with public swimming pools are ...

- pool poorly built/poor ventilation/ongoing problems/money spent,
- chlorine smell too strong/chlorine fumes,
- poor standard/need upgrading/improving/better maintenance.

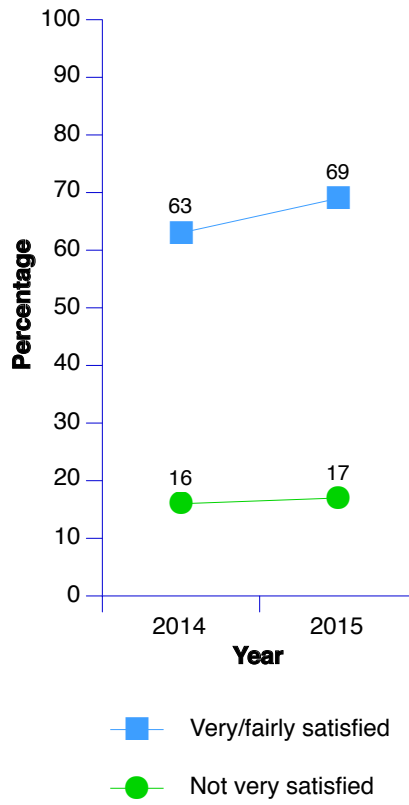
Summary Table:

Main Reasons* For Being Not Very Satisfied With Public Swimming Pools

	Total District 2015 %	Community Board				
		Whaka- tane %	Ohope Beach %	Rangi- taiki %	Tane- atua %	Muru- para %
Percent Who Mention ...						
Pool poorly built/poor ventilation/ ongoing problems/money spent	7	9	3	-	3	-
Chlorine smell too strong/chlorine fumes	5	6	2	6	9	-
Poor standard/need upgrading/improving/ better maintenance	4	3	3	5	3	1

* multiple responses allowed

Public Swimming Pools



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 69%

Users/Visitors = 82%

C. SPEND EMPHASIS ON SERVICES/FACILITIES

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

Summary Table: Spend Emphasis For Services/Facilities

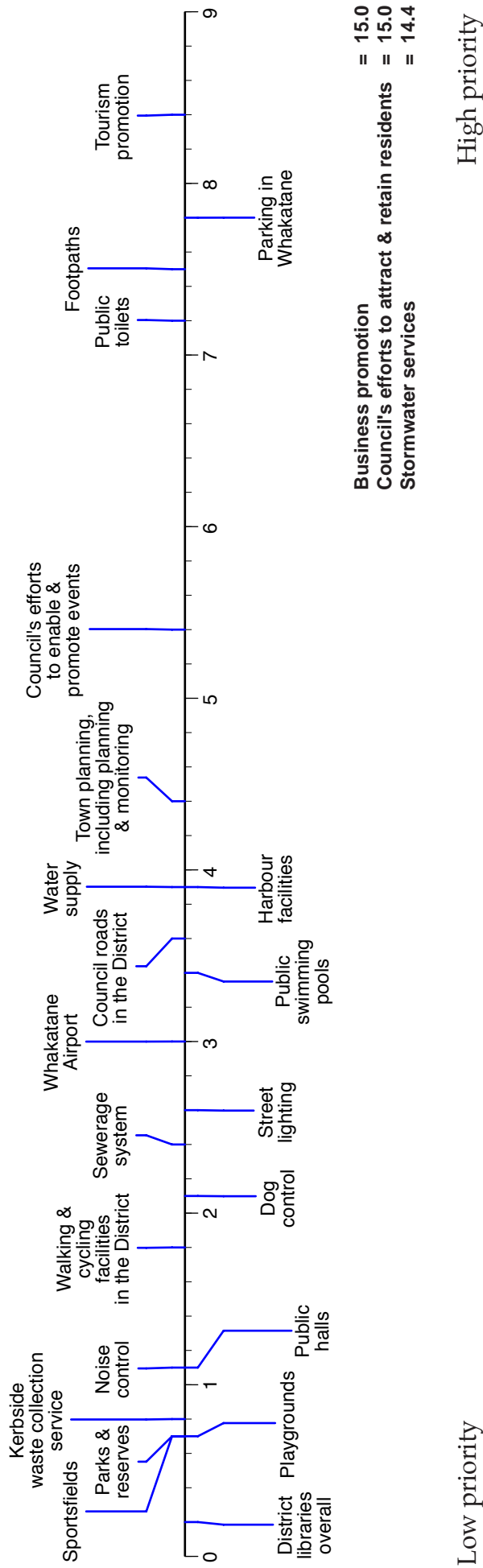
	More %	About the Same %	Less %	Don't Know %
Business promotion	56	33	5	6
Council's efforts to attract and retain residents [†]	49	38	6	8
Tourism promotion [†]	45	45	6	5
Stormwater services	42	48	1	9
Council's efforts to enable and promote events	35	57	4	4
Parking in Whakatane	31	57	7	5
Council roads in the District [†]	30	65	4	2
Footpaths [†]	30	64	3	4
Public toilets	30	61	2	7
Harbour facilities including the port and the surrounding environment	30	55	5	10
Water supply	25	64	2	9
Walking and cycling facilities in the District	25	64	8	3
Public swimming pools [†]	23	64	7	7
Street lighting	22	70	1	7
Town planning including planning and monitoring services	22	50	10	18
Dog control	19	65	7	9
Whakatane Airport	19	62	4	15
Public halls	16	74	3	7
Sewerage system	15	71	1	13
Playgrounds [†]	14	79	2	6
Parks and reserves	12	85	2	1
District libraries overall	11	76	5	8
Kerbside waste collection service	10	84	2	4
Noise control	10	69	6	15
Sportsfields [†]	9	81	4	5

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

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

	Total District 2015 %	Community Board				
		Whakatane %	Ohope Beach %	Rangitaiki %	Tanetaua %	Murupara %
Percent Who Mention ...						
Business promotion	56	54	59	58	46	63
Council's efforts to attract and retain residents	49	48	54	51	33	60
Tourism promotion	45	45	55	40	32	57
Stormwater services	42	42	63	40	51	8
Council's efforts to enable and promote events	35	37	43	31	26	35
Parking in Whakatane	31	25	52	46	23	1
Council roads in the District	30	31	17	34	31	17
Footpaths	30	40	21	19	23	30
Public toilets	30	23	24	33	32	55
Harbour facility	30	29	41	35	27	9

D. SPEND PRIORITY FOR SERVICES/FACILITIES



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

The graph shows the priorities for spending for Council for the 25 services / facilities where **both** the mean spend and not very satisfied readings are available.

The spend priority factor is gained by multiplying the mean spend (where spend more = +1, spend about the same = 0 and spend less = -1) by the percentage not very satisfied.

In 2015, business promotion, Council's efforts to attract and retain residents, stormwater services and tourism promotion are the top priorities for Council in terms of spend, while District libraries overall, sportsfields, playgrounds and parks and reserves are the lowest priorities in terms of spend.



2. COUNCIL POLICY AND DIRECTION

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

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

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

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

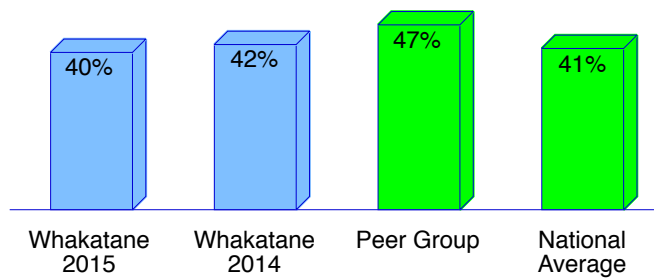
A. RECENT ACTIONS, DECISIONS OR MANAGEMENT APPROVE OF

Overall, 40% of Whakatane District residents have in mind a recent Council action, decision or management they approve of. This reading is slightly below the Peer Group Average and similar to the National Average and the 2014 reading.

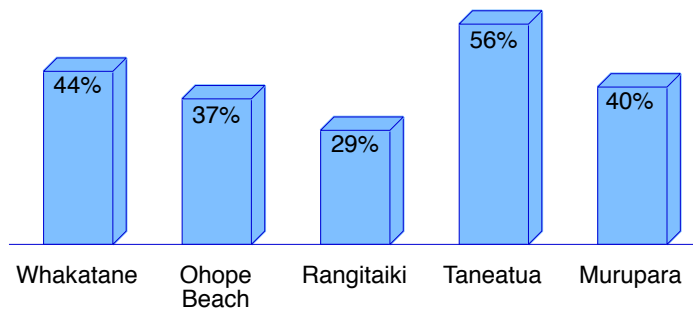
There are no notable differences between Community Board residents and socio-economic groups in terms of those residents who have in mind an action / decision / management they approve of. However, it appears that the following residents are slightly more likely to feel this way ...

- Rural residents,
- residents aged 45 to 64 years,
- residents with an annual household income of \$40,000 or more,
- longer term residents, those living in the District more than 10 years.

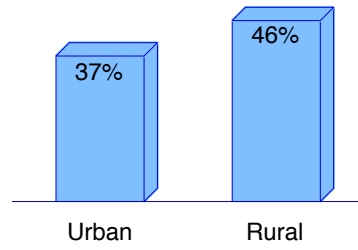
Percent Approving - Comparison



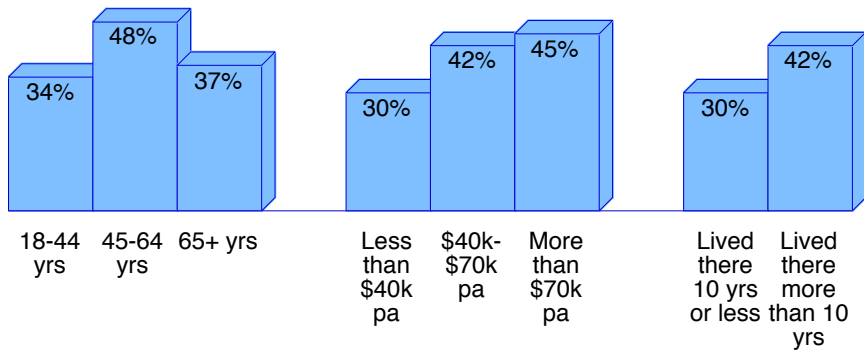
Percent Approving - By Community Board



Percent Approving - By Area



Percent Approving - Comparing Different Types Of Residents



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

- keeping the airport/air service going,
- appearance of town/beautification/clean and tidy,
- opening up the Strand area/redevelopment of town centre,
- Council/Community Board do a good job/good service,
- walkways/river walks.

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

	Total District 2015 %	Community Board				
		Whaka- tane %	Ohope Beach %	Rangi- taiki %	Tane- atua %	Muru- para %
Percent Who Mention ...						
Keeping the airport/air service going	6	7	6	4	15	-
Appearance of town/beautification/ clean and tidy	4	5	3	4	9	-
Opening up the Strand area/ redevelopment of town centre	4	4	-	5	7	-
Council/Community Board do a good job/ good service [†]	4	1	18	3	-	12
Walkways/river walks	4	6	3	1	-	6

NB: refer to page 137

[†] 1% of residents mention 'Council performance' as an issue they **disapprove** of

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

- good communication/keep us informed/involvement with community,

by 2% ...

- harbour upkeep/improvement around Heads,
- Anzac Day commemorations,
- Library/Exhibition Centre,
- good financial management/held rates at a reasonable level,
- parks/reserves/sportsgrounds/playgrounds,

by 1% ...

- improved roading/roading issues,
- stormwater/flooding,
- cycling facilities,
- promotion of area/tourism,
- dog control,
- rubbish disposal.

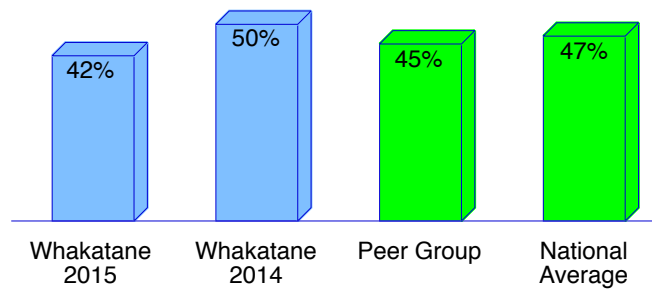
B. RECENT COUNCIL ACTIONS, DECISIONS OR MANAGEMENT RESIDENTS DISAPPROVE OF

Overall, 42% of Whakatane District residents have in mind a recent Council action, decision or management they disapprove of (50% in 2014). This is on par with the Peer Group and National Averages.

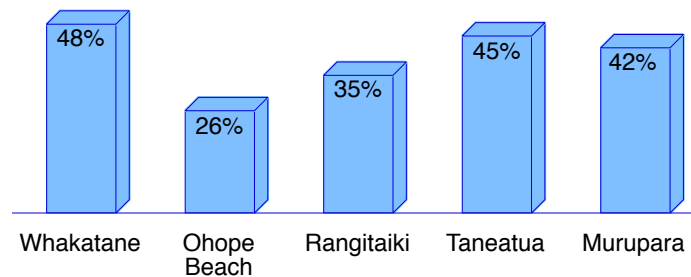
Residents **more** likely to have in mind a recent Council action, decision or management they disapprove are ...

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

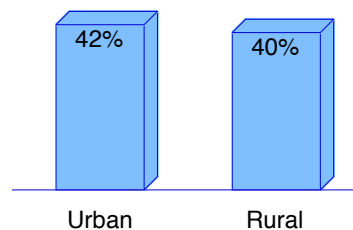
Percent Disapproving - Comparison



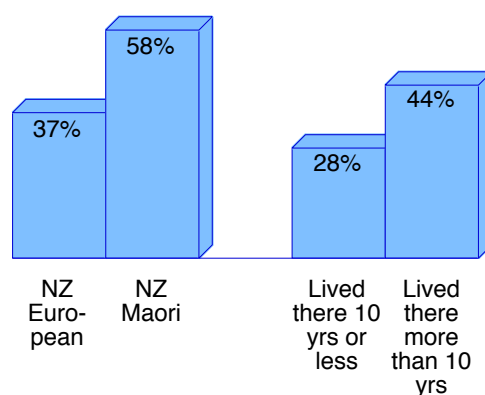
Percent Disapproving - By Community Board



Percent Disapproving - By Area



Percent Disapproving - Comparing Different Types Of Residents



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

- stormwater/flooding issues,
- spending ratepayers' money/waste money/spend too much on themselves,
- appearance of town/beautification/tidying up.

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

	Total District 2015 %	Community Board				
		Whakataane %	Ohope Beach %	Rangitaiki %	Tanetaua %	Murupara %
Percent Who Mention ...						
Stormwater/flooding issues*	6	8	-	5	6	-
Spending ratepayers' money/waste money/spend too much on themselves ^{††}	4	6	3	3	3	-
Appearance of town/beautification/tidying up [†]	4	4	1	6	-	2

NB: refer to page 134

* 1% of residents mention 'stormwater/flooding' as an issue they **approve** of

[†] 4% of residents mention 'appearance of town/beautification/clean and tidy' as an issue they **approve** of

^{††} 2% of residents mention 'good financial management/held rates at a reasonable level' as an issue they **approve** of

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

- roading / traffic issues,
- rates too high / increases / too high for services received,
- rubbish collection / disposal / charges,
- sewerage issues,
- demolishing buildings for the Gap,

by 2% ...

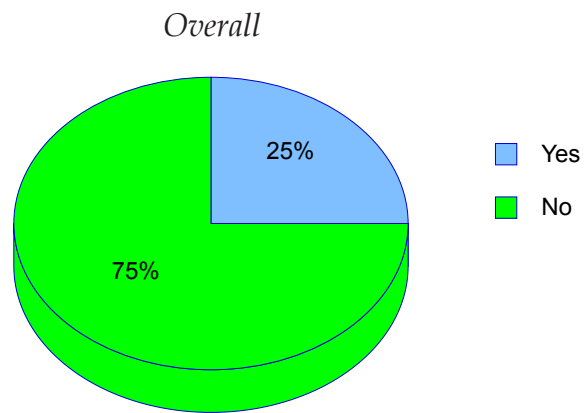
- town planning issues / subdivision / zoning / development,
- housing / sale of housing / lack of affordable housing / rentals,
- water supply issues,
- need to encourage / expand / support business,

by 1% ...

- building / consent process / inspections / cost,
- Council performance,
- lack of footpaths / poorly maintained,
- lack of progress with retirement village,
- street lighting,
- lack of communication / information / consultation / don't listen,
- animal / dog control issues,
- public toilets,
- environmental issues.



3. CONTACT WITH COUNCIL

A. CONTACTED COUNCILLOR OR MAYOR IN LAST 12 MONTHS?

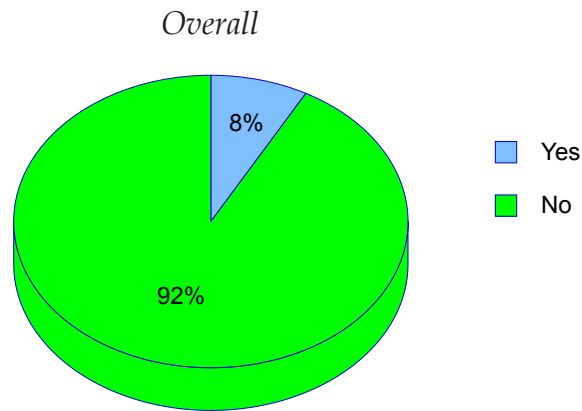
25% of Whakatane residents say they have contacted a Councillor or the Mayor in the last 12 months (18% in 2014). This is on par with the Peer Group and National Averages.

Ohope Beach Community Board residents are more likely to say 'Yes', than other Community Board residents.

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

	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2015	25	75	-
2014	18	82	-
Comparison			
Peer Group (Provincial)	20	80	-
National Average	20	80	-
Community Board			
Whakatane	28	72	-
Ohope Beach	51	49	-
Rangitaiki	18	82	-
Taneatua	15	85	-
Murupara	15	85	-
Area			
Urban	27	73	-
Rural	19	81	-

% read across

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

8% of residents say they have contacted a Community Board member in the last 12 months. This is similar to the Peer Group and National Averages.

There are no notable differences between Community Board residents and between socio-economic groups, in terms of those residents who have contacted a Community Board member. However, it appears that NZ Maori residents are slightly more likely to do so, than NZ European residents.

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

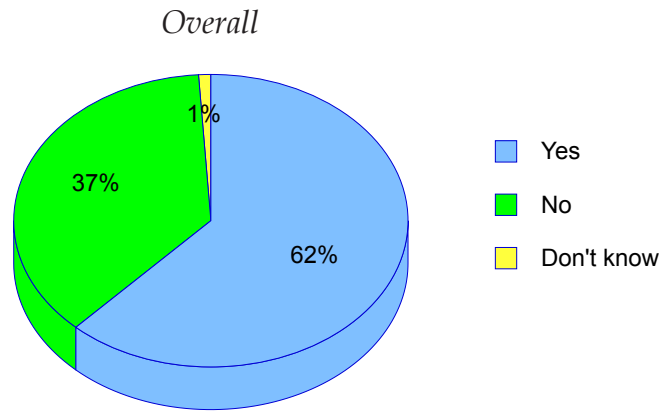
	Contacted?		
	Yes %	No %	Unsure %
Overall			
Total District 2015	8	92	-
2014	9	90	1
Comparison*			
Peer Group (Provincial)	8	74	18
National Average	8	83	9
Community Board			
Whakatane	8	92	-
Ohope Beach	5	95	-
Rangitaiki	6	94	-
Taneatua	8	92	-
Murupara	17	82	1
Area			
Urban	8	92	-
Rural	8	92	-
Ethnicity			
NZ European	6	94	-
NZ Maori	16	84	-

% read across

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

C. FRONT DESK STAFF

i. Contact?



62% of residents have contacted the customer service front desk staff by phone and/or in person, in the last 12 months.

Residents **less** likely to say 'Yes' are ...

- all Community Board residents, except Ohope Beach Community Board residents,
- residents with an annual household income of \$40,000 to \$70,000.

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

		Yes %	No %	Don't Know %
Overall	2015 [†]	62	37	1
	2014 [*]	89	9	2
Community Board				
	Whakatane	66	33	1
	Ohope Beach	87	13	-
	Rangitaiki	59	41	-
	Taneatua	51	49	-
	Murupara	43	57	-
Area				
	Urban	64	35	1
	Rural	57	43	-
Household Income				
	Less than \$40,000 pa	73	26	1
	\$40,000-\$70,000 pa	53	47	-
	More than \$70,000 pa	66	33	1

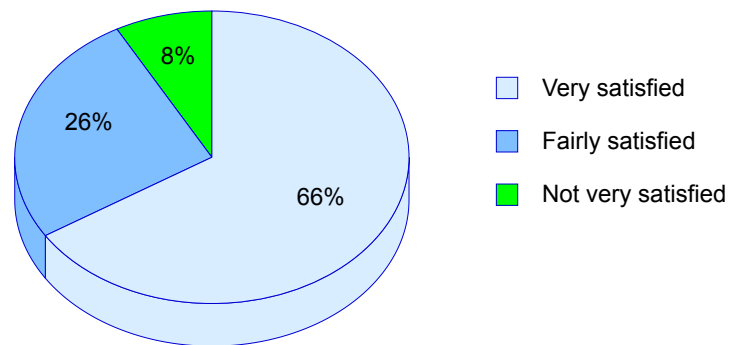
% read across

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

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

ii. Level Of Satisfaction

Contacted Customer Service Front Desk Staff In Last 12 Months



Base = 191

92% of residents who have contacted Customer Service Front Desk staff in the last 12 months, are satisfied with the overall service received, including 66% who are very satisfied (62% in 2014).

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

Suggested Improvements

The main suggested improvements* to service are ...

- faster / more efficient service, mentioned by 2% of residents[†] who are not very satisfied,
- knowledgeable staff, 2%,
- be more helpful / interested / listen, 2%.

* multiple responses allowed

[†] those residents who have contacted Customer Service Front Desk staff in the last 12 months (N=191)

Satisfaction With Overall Service Received From Customer Services Front Desk Staff

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Customer Service Front Desk Staff					
2015 (N=191)	66	26	92	8	-
2014* (N=155)	62	31	93	7	-
Community Board					
Whakatane	67	24	91	9	-
Ohope Beach*	81	17	98	2	-
Rangitaiki	57	38	95	5	-
Taneatua*	60	29	89	11	-
Murupara*	68	14	82	18	-
Area					
Urban	68	23	91	9	-
Rural	58	36	94	6	-

Base = 191

% read across

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

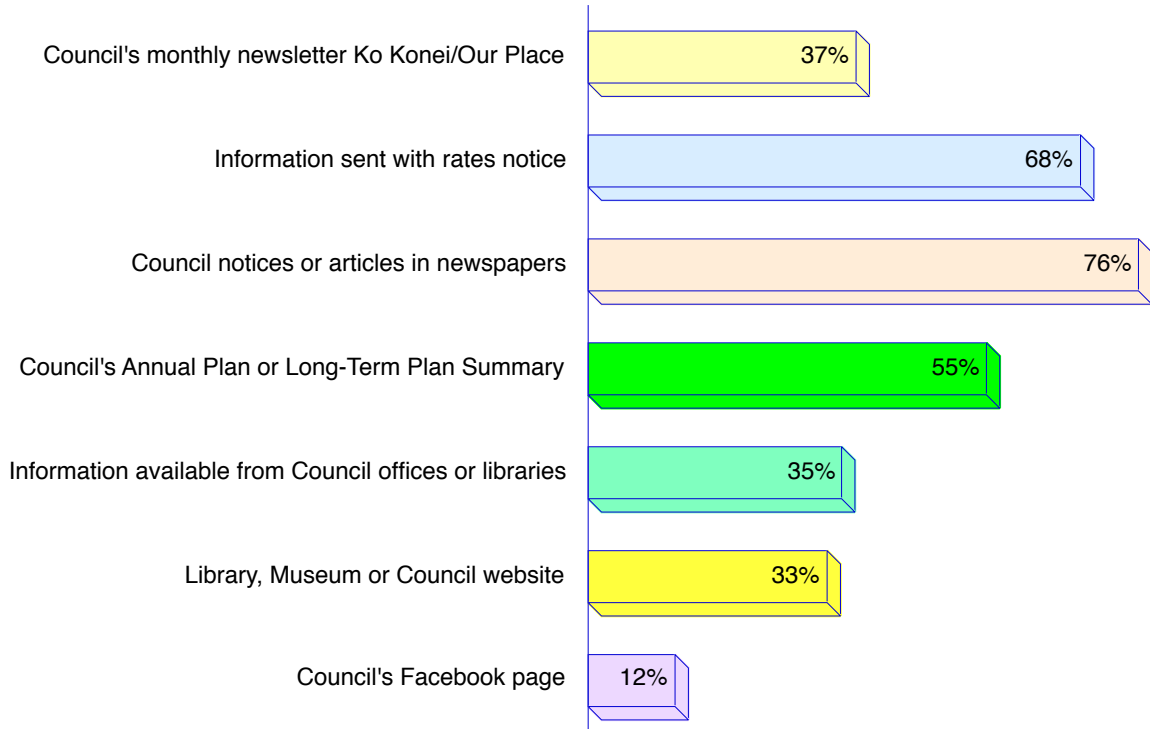
* caution: small bases



4. INFORMATION

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

Yes - Have Seen Or Read - 2015



76% of residents have seen or read Council notices or articles in newspapers (72% in 2014), while 68% have seen/read information sent with rates notices and 55% have seen/read Council's Annual Plan or Long-Term Plan summary (60% in 2014).

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

- all Community Board residents, except Murupara Community Board residents,
- shorter term residents, those residing in the District 10 years or less.

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

- all Community Board residents, except Ohope Beach Community Board residents,
- residents aged 45 years or over,
- longer term residents, those residing in the District more than 10 years.

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

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

Urban residents are more likely to have seen or read **information available from Council offices or library**, than Rural residents.

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

- all Community Board residents, except Murupara Community Board residents,
- residents aged 45 years or over,
- NZ European residents.

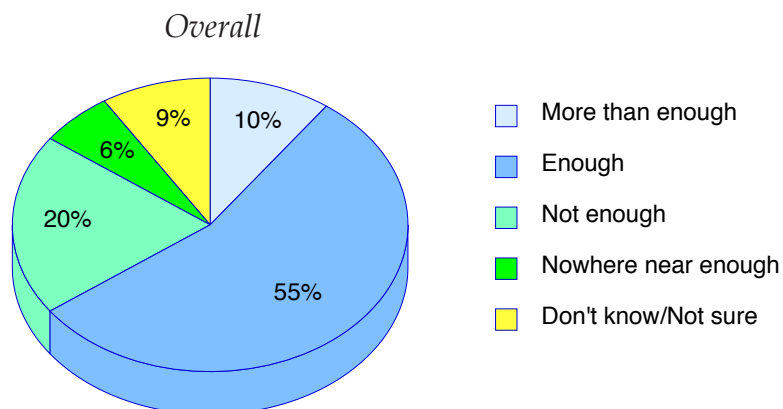
Residents **more** likely to have seen or read the **Library, Museum or Council website** are ...

- all Community Board residents, except Murupara Community Board residents,
- residents aged 18 to 44 years,
- residents with an annual household income of more than \$70,000.

There are no notable differences between Community Boards and between socio-economic groups in terms of those residents who have seen or read **Council's Facebook page**. However, it appears that Urban residents are slightly more likely to have seen or read **Council's Facebook page**, than Rural residents.

B. THE SUFFICIENCY OF THE INFORMATION SUPPLIED

All residents were asked whether they considered the information supplied by Council to be sufficient.



Summary Table: Comparisons

	Total District 2015 %	Total District 2014 %	Peer Group %	National Average %	Community Board				
					Whaka-tane %	Ohope Beach %	Rangi-taiki %	Tane-atua %	Muru-para %
<i>Percent Who Mentioned ...</i>									
More than enough	10	9	9	8	13	8	7	9	4
Enough	55	62	60	54	50	80	59	54	42
Not enough	20	17	20	26	23	10	22	16	12
Nowhere near enough	6	6	6	9	7	-	-	6	24
Don't know/Not sure	9	5	4	4	6	2	12	15	19
Total	100	+99	+99	+101	+99	100	100	100	+101

+ does not add to 100% due to rounding

65% of residents feel that there is more than enough/enough information supplied (71% in 2014), while 26% feel there is not enough/nowhere near enough information supplied (23% in 2014).

Whakatane District residents are on par with Peer Group residents and residents nationwide, in feeling there is enough/more than enough information supplied to the community.

Residents more likely to say there is **enough/more than enough information** are ...

- Ohope Beach Community Board residents,
- residents aged 65 years or over
- NZ European residents.

Suggested Improvements

The main suggestions* as to how the information could be improved are ...

- better/more communication/information, mentioned by 29% of residents who said the information Council supplies to the community is not enough/nowhere near enough,
- more newsletters/written material delivered to residents, 16%,
- be more open/transparent, 15%,
- more use of internet/website/Facebook, 13%,
- more use of newspapers, 10%,
- more consultation before decisions are made, 10%.

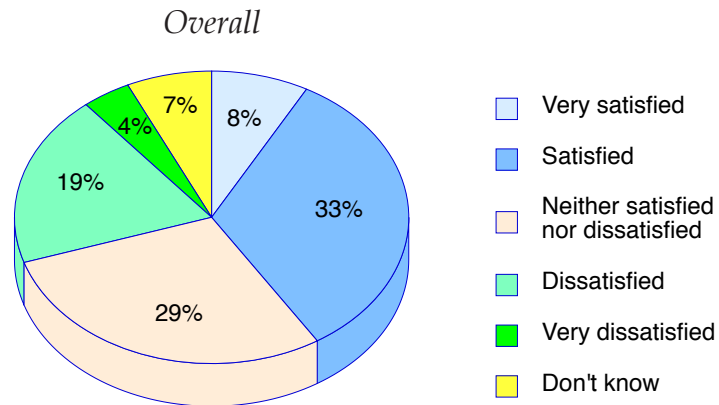
* multiple responses allowed



5. LOCAL ISSUES

A. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

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



41% of residents are very satisfied/satisfied with the way Council consults the public in the decisions it makes (33% in 2014), while 23% are dissatisfied/very dissatisfied. 29% are neither satisfied nor dissatisfied (39% in 2014) and 7% are unable to comment (3% in 2014).

The very satisfied/satisfied reading (41%) is slightly below the Peer Group Average and similar to the National Average.

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

- Ohope Beach Community Board residents,
- Urban residents,
- residents aged 65 years or over.

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

	Very satisfied / satisfied %	Neither satisfied, nor dissatisfied %	Dissatisfied / very dissatisfied %	Don't know %
Overall*				
Total District 2015	41	29	23	7
2014 [†]	33	39	26	3
Comparison				
Peer Group (Provincial)	48	33	16	3
National Average	41	35	21	3
Community Board				
Whakatane	40	30	28	2
Ohope Beach	68	18	10	4
Rangitaiki	34	31	25	10
Taneatua	46	22	15	17
Murupara	36	31	15	18
Area[†]				
Urban	44	27	23	7
Rural	34	33	25	9
Age				
18-44 years	36	34	19	11
45-64 years	38	27	30	5
65+ years	56	21	19	4

% read across

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

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

B. PERCEPTION OF SAFETY

Is Whakatane District Generally A Safe Place To Live?

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
Overall					
Total District 2015	40	53	5	1	1
2014	29	64	6	1	-
Comparison					
Peer Group (Provincial)	36	56	6	1	1
National Average [†]	37	55	7	1	1
Community Board					
Whakatane [†]	35	56	4	2	2
Ohope Beach	47	49	4	-	-
Rangitaiki [†]	48	50	3	-	-
Taneatua	45	52	3	-	-
Murupara [†]	27	48	20	-	5
Area					
Urban [†]	40	53	5	1	2
Rural	40	53	7	-	-
Age					
18-44 years	↓ 28	↑ 65	6	1	-
45-64 years	43	50	4	-	3
65+ years	↓ 59	↑ 34	5	1	1
Length of Residence					
Lived there 10 years or less	29	70	1	-	-
Lived there more than 10 yrs	42	50	6	1	1

% read across

* caution: small/very small bases

† does not add to 100% due to rounding

40% of residents feel that generally Whakatane District is definitely a safe place to live (29% in 2014), 53% say it is mostly (64% in 2014), 5% of residents think the District is not really a safe place to live and 1% say it is definitely not a safe place to live.

The percent saying 'yes, definitely' (40%) is on par with the Peer Group and National Averages.

Residents more likely to feel that Whakatane District is **definitely** a safe place to live are ...

- residents aged 45 years or over, in particular those aged 65 or over,
- longer term residents, those residing in the District more than 10 years.

It is also noted the Murupara Community Board residents are slightly more likely to feel Whakatane District is **not really** a safe place to live, than other Community Board residents.

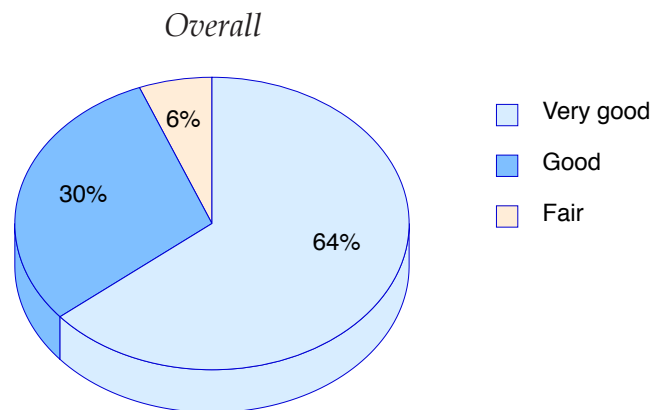
The main reasons residents think Whakatane District isn't generally a safe place to live are ...

- gang problems, mentioned by 28% of residents who feel Whakatane is not really / definitely not a safe place to live[†],
- too much crime / attacks / burglaries, 25%,
- unsafe neighbourhood, 23%,
- need more policing / security, 17%.

Base = 18[†]

[†] caution: small base

C. QUALITY OF LIFE



64% of residents think that, overall, the quality of life in their District is very good (60% in 2014), while 30% say it is good and 6% feel it is fair.

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

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

- all Community Board residents, except Taneatua and Murupara Community Board residents,
- Urban residents,
- NZ European residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000.

Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
Overall*					
Total District 2015	64	30	6	-	-
2014 [†]	60	32	6	1	-
Comparison					
Peer Group (Provincial)	46	45	8	-	1
National Average	39	47	12	2	-
Community Board					
Whakatane	64	35	1	-	-
Ohope Beach	86	14	-	-	-
Rangitaiki	70	22	8	-	-
Taneatua	46	34	20	-	-
Murupara	33	51	16	-	-
Area[†]					
Urban	68	30	3	-	-
Rural	53	33	15	-	-
Ethnicity					
NZ European	68	29	3	-	-
NZ Maori	49	35	16	-	-
Household Income					
Less than \$40,000 pa [†]	62	36	3	-	-
\$40,000-\$70,000 pa	49	41	10	-	-
More than \$70,000 pa [†]	69	27	5	-	-

% read across

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

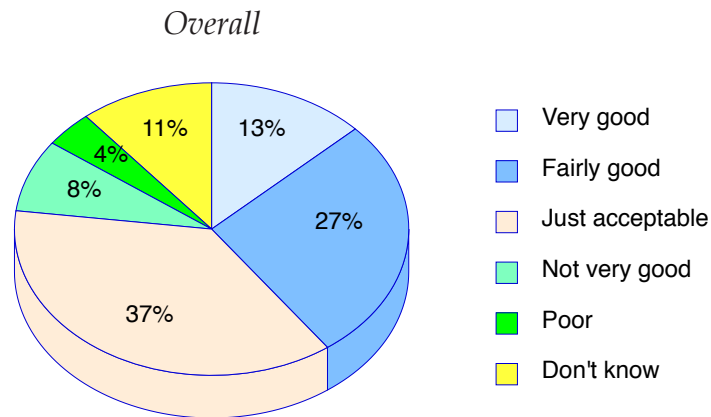
[†] does not add to 100% due to rounding



6. REPRESENTATION

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

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



40% of Whakatane District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (47% in 2014), while 37% rate their performance as just acceptable. 12% rate the performance of the Mayor and Councillors as not very good / poor and 11% are unable to comment.

Whakatane District residents rate the performance of the Mayor and Councillors below the Peer Group and National Averages, in terms of their performance being very / fairly good.

44% of those who have contacted a Councillor or the Mayor in the last year, rate the performance of the Mayor and Councillors as very or fairly good (38% in 2014).

Residents more likely to rate the performance of the Mayor and Councillors over the past year as very / fairly good are ...

- all Community Board residents, except Murupara Community Board residents,
- NZ European residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000.

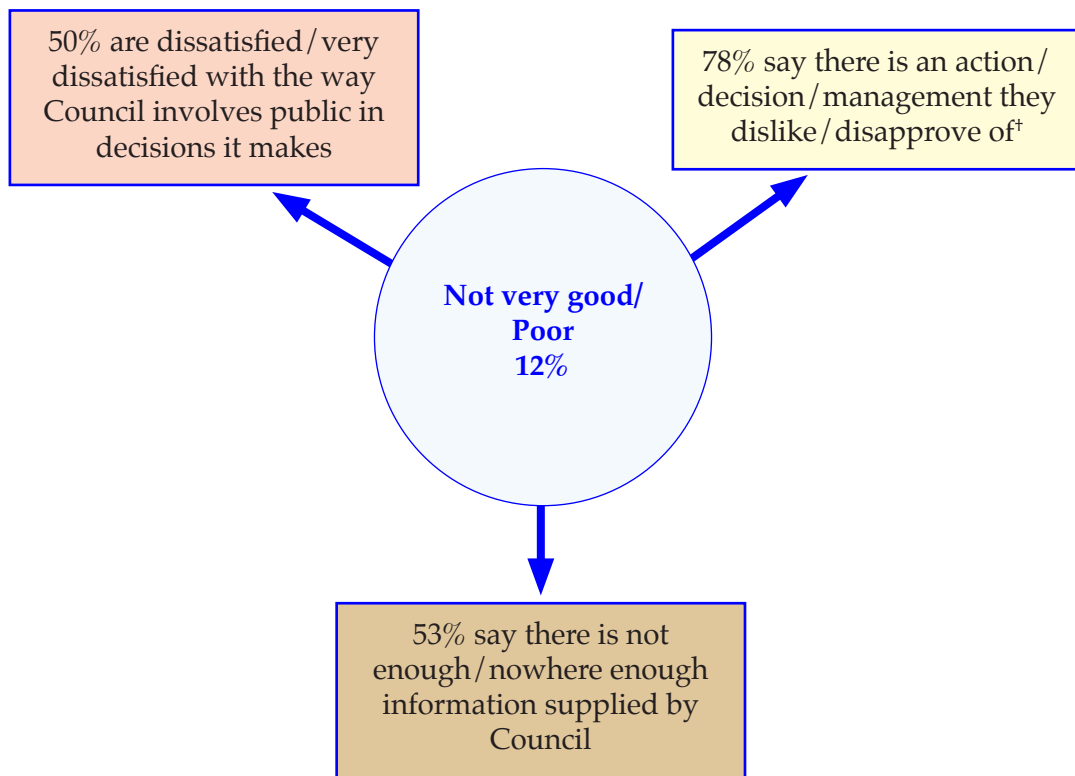
Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2015	40	37	12	11
2014 [†]	47	34	10	10
Contacted the Mayor/a Councillor in last 12 months (N=73)	44	35	17	4
Comparison				
Peer Group (Provincial) [†]	63	23	9	6
National Average	49	30	16	5
Community Board				
Whakatane	44	35	13	8
Ohope Beach	49	34	8	9
Rangitaiki [†]	38	39	12	12
Taneatua [†]	43	35	12	11
Murupara	12	53	14	21
Area				
Urban [†]	39	38	11	11
Rural	41	35	14	10
Ethnicity				
NZ European	46	34	11	9
NZ Maori	18	50	16	16
Household Income				
Less than \$40,000 pa [†]	40	38	12	11
\$40,000-\$70,000 pa	26	51	7	16
More than \$70,000 pa [†]	46	32	15	8

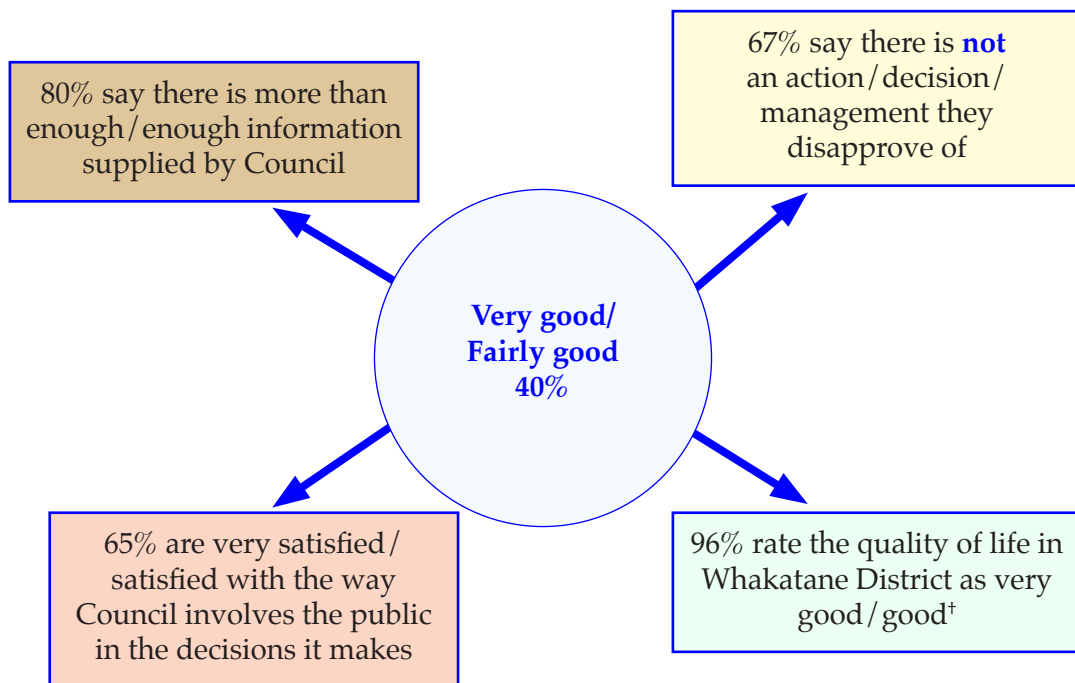
% read across

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

Comparison Between Mayor And Councillors Performance And Other Key Questions

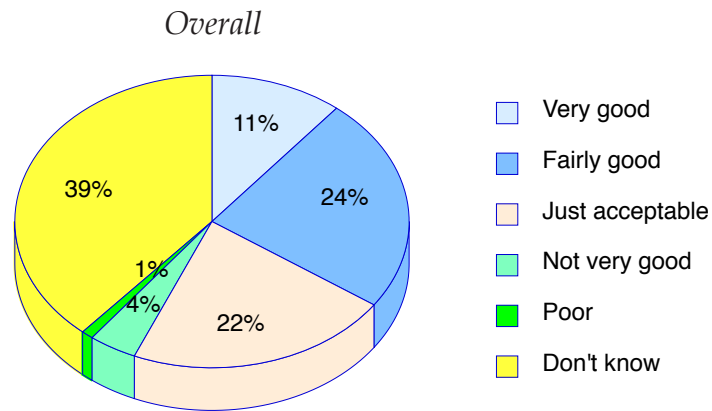


[†] 78% of residents who rate Mayor and Councillors performance as not very good/poor, say there is an action/decision management they dislike/disapprove of in last 12 months



[†] 96% of residents who rate Mayor and Councillors performance as very/fairly good, rate the quality of life in Whakatane District as very good/good
NB: no residents rated the quality of life as 'poor'

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



35% of residents rate the performance of Community Board members as very or fairly good (39% in 2014), 22% rate their performance as just acceptable (15% in 2014), and 5% say it is not very good or poor. A large percentage, 39%, are unable to comment (42% in 2014).

There are no Peer Group and National Average readings.

71% of residents who have contacted a Community Board member in the last 12 months, rate their performance as very / fairly good (caution required as base is small).

Women are more likely to rate the performance of the Community Board members as very / fairly good, than men.

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

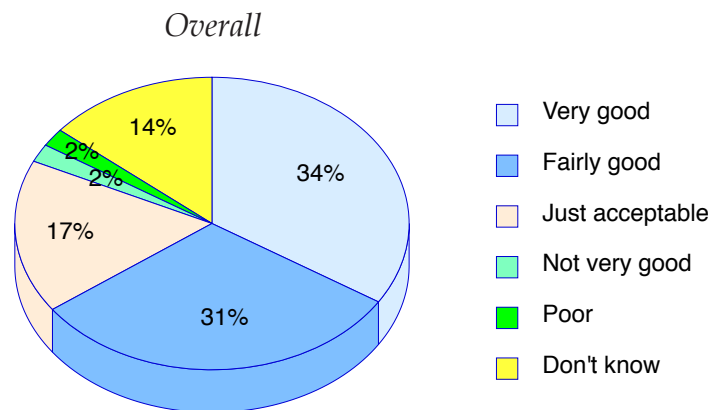
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2015 [†]	35	22	5	39
2014	39	15	4	42
Contacted Community Board member in last 12 months (N=25*) [†]	71	9	2	17
Community Board				
Whakatane	32	19	6	43
Ohope Beach [†]	46	10	3	42
Rangitaiki	33	29	3	35
Taneatua [†]	31	27	6	37
Murupara	42	22	8	28
Area				
Urban	35	21	6	38
Rural	32	25	3	40
Gender				
Male	24	25	6	(45)
Female	(44)	19	4	33

% read across

* caution: small base

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

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



65% of residents rate the performance of the Council staff as very or fairly good, 17% rate their performance as just acceptable, and 4% say it is not very good or poor. 14% are unable to comment. These readings are similar to the 2014 results.

Whakatane District Council staff's performance is above staff nationwide and on par with Peer Group Councils' staff, in terms of it being rated very / fairly good.

Residents more likely to rate the performance of Council staff over the past year as very / fairly good are ...

- women,
- NZ European residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000,
- shorter term residents, those residing in the District 10 years or less.

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

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2015	65	17	4	14
2014	64	16	4	16
Comparison				
Peer Group (Provincial) [†]	62	20	6	11
National Average	51	22	12	15
Community Board				
Whakatane	63	21	6	10
Ohope Beach [†]	76	12	4	7
Rangitaiki	69	16	1	14
Taneatua	54	16	3	27
Murupara	65	8	4	23
Area				
Urban	64	20	5	11
Rural	67	12	2	19
Gender				
Male [†]	57	24	6	14
Female	72	11	3	14
Ethnicity				
NZ European	67	17	4	12
NZ Maori	56	18	4	22
Household Income				
Less than \$40,000 pa	75	13	6	6
\$40,000-\$70,000 pa [†]	52	27	4	18
More than \$70,000 pa	69	16	3	12
Length of Residence				
Lived there 10 years or less	76	10	3	11
Lived there more than 10 years [†]	63	19	4	14

% read across

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

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Community Board			
	Whakatane	131	135
	Ohope Beach	30	26
	Rangitaiki	80	87
	Taneatua	30	29
	Murupara	32	26
Gender	Male	149	143
	Female	154	160
Age	18-44 years	81	124
	45-64 years	114	114
	65+ years	108	65

* Interviews are intentionally conducted proportional to the population in each Community Board. Post stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please see also pages 2 to 4 regarding quotas and weighting for this survey.

* * * * *