

**SOUTH WAIKATO DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
NOVEMBER 2006**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

SOUTH WAIKATO DISTRICT COUNCIL

NOVEMBER 2006



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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

South Waikato District Council's Visions for the District reads:

To be recognised as a District with ...

- a growing and vibrant community where cultural diversity is celebrated,
- a diverse, sustainable economy that provides full employment,
- a safe and healthy society where people can achieve their goals,
- a pristine, sustainable environment.

Council engages a variety of approaches, to seek public opinion and to communicate programmes and decisions to the people resident in its area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey undertaken in 2006.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted by telephone with 453 residents of the South Waikato District.

The survey is framed on the basis of the Wards, as the elected representatives are associated with a particular Ward.

Interviews were spread as follows:

Tokoroa	255
Putaruru	149
Tirau	49
Total =	<u>453</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 relevant white pages of the telephone directory were used as the sample source, with every xth number being selected.

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

A target of interviewing approximately 132 residents, aged 18 to 39 years, was also set.

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

Respondent Selection

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

Call Backs

Three call backs, i.e. 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, i.e. at least four hours later.

Sample Weighting

Weightings are applied to the sample data, to reflect the actual Ward, age group and ethnic group proportions in the area as determined by Statistics New Zealand's 2001 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire South Waikato District. Bases for subsamples are shown in the Appendix. Where we specify a "base" we are referring to the actual number of respondents.

Survey Dates

All interviews were conducted between Friday 10th November and Sunday 19th November 2006.

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 and with similarly constituted Local Authorities.

The Communitrak™ service provides ...

- comparisons with a national sample of 1005 interviews conducted in January 2005,
- comparisons with provincial, urban and rural norms.

The survey methodology for the comparison data is similar in every respect to that used for your Council's Communitrak™ reading.

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 2001 Census data.

It is important to bear in mind that this is a 'yardstick' only to provide an indication of typical resident perceptions. The performance criteria established by Council for themselves are of particular relevance, and thus are the emphasis of the survey.

Margin Of Error

The survey is a scientifically prepared service, based on a random probability sample. The maximum likely error limits occur when the sample is split 50/50 on an issue, but often the split is less, and an 80/20 split is shown below, as a comparison. Margins of error, at the 95 percent level of confidence, for different sample sizes are:

	<u>50/50</u>	<u>80/20</u>
n = 500	±4.4%	±3.5%
n = 400	±4.9%	±3.9%
n = 300	±5.7%	±4.5%
n = 200	±6.9%	±5.5%

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. The results in 95 of these samples are most likely to fall close to those obtained in the original survey, but may, with decreasing likelihood, vary by up to plus or minus 4.6%, for a sample of 450.

Significant Difference

Significant differences, at the 95 percent level of confidence, for different sample sizes are:

	Midpoint <u>is 50%</u>	Midpoint is <u>80% or 20%</u>
n = 500	±6.2%	±4.9%
n = 400	±6.9%	±5.5%
n = 300	±8.0%	±6.4%
n = 200	±9.8%	±7.8%

The significant difference figures above refer to the boundary, above and below a result, whereby one may conclude 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 450 respondents, is plus or minus 6.5%, 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 South Waikato District Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

The South Waikato 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.

Council Services/Facilities

Summary Table - Satisfaction With Services /Facilities

	2006	
	Very / fairly satisfied %	Not very satisfied %
Parks and reserves	86	6
Public libraries	85	2
Beautification and landscaping	84	13
Water supply pressure	82	6
Roads (excluding State Highways)	82	17
Sportsfields and playgrounds	79	9
Household recycling service	79	9
Litter control	79	19
Household rubbish collection	78	9
Footpaths in main shopping areas	78	21
Other footpaths	76	17
Dog control	75	17
Cemeteries - including maintenance of cemeteries	73	2
Community assistance	71	4
Tourism promotion	71	11
Public swimming pools	67	12
Taste and odour of the water	65	23
Public toilets	64	13
Business promotion	57	15
Landfills in the District	55	24
Town planning	51	7

NB: Where figures do not add to 100%, the balance is a "don't know" response.

Summary Table - Satisfaction With Services /Facilities

In terms of those not very satisfied, South Waikato performs **favourably** compared to the Peer Group and /or National Averages for ...

	<u>South Waikato</u>	<u>Peer Group</u>	<u>National Average</u>
	%	%	%
• footpaths in main shopping areas	21	*27	*27
• roads (excluding State Highways)	17	29	29
• other footpaths	17	*27	*27
• control of dogs	17	25	25
• public toilets	13	22	22
• household recycling service	9	**26	**18
• town planning (including planning and inspection services)	7	23	24
• water supply pressure	6	†14	†12
• cemeteries - including maintenance of cemeteries	2	4	7

* Figures based on ratings for footpaths in general

** Figures based on ratings for recycling in general

† Figures based on ratings for water supply in general

However, South Waikato compares **unfavourably** for ...

	<u>South Waikato</u>	<u>Peer Group</u>	<u>National Average</u>
	%	%	%
• landfills in the District	24	*21	*18
• taste and odour of the water	23	†14	†12
• sportsfields and playgrounds	9	3	5

* Figures based on ratings for refuse disposal (i.e. landfills)

† Figures based on ratings for water supply in general

For the following services/ facilities, South Waikato performs **on par with/similar to** the Peer Group and National Averages ...

	<u>South Waikato</u> %	<u>Peer Group</u> %	<u>National Average</u> %
• litter control	19	16	20
• business promotion	15	18	19
• beautification and landscaping	13	10	10
• public swimming pools	12	12	9
• tourism promotion	11	11	14
• household rubbish collection	9	12	10
• parks and reserves	6	2	3
• community assistance	4	6	7
• public libraries	2	1	2

Frequency Of Household Use - Council Services & Facilities

	Usage In Last Year							
	Daily %	Weekly %	Fort- nightly %	Monthly %	2 or 3 times a year %	Once a year %	Not in last 12 months %	Don't know %
Parks and reserves	7	18	8	20	20	6	20	1
Used or visited a public library in the District	-	18	16	24	15	6	21	-
Used the kerbside recycling services	-	14	53	4	2	1	24	2
Sportsfields and playgrounds	4	29	7	14	14	5	26	1
Used a public toilet in the South Waikato	1	9	4	16	25	7	37	1
Used or visited a public swimming pool in the District	4	15	8	16	16	3	38	-
Visited a cemetery in the District	-	4	3	11	24	18	38	2
Visited the Tokoroa Landfill site	1	2	4	15	17	7	51	3
Contacted the Council about dog control	-	-	-	2	9	11	75	3
Used planning or inspection services	-	-	-	2	6	13	72	7

% read across

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 and communication strategies on particular topics if it is felt necessary to lead the public to fulfil Council's legitimate community leadership role.

39% of residents have in mind a recent Council action, decision or management they **approve** of. This is below the Peer Group Average and similar to the National Average.

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

- new youth park/ fun park/ playground, mentioned by 10% of all residents,
- good community spirit/ help/ support the community, 4%,
- good communication/ consultation/ hold regular meetings, 3%,
- walkways/ river trails, 3%,
- beautification/ upgrading of the town/ area, 2%,
- keeping District/ parks clean and tidy, 2%,
- Graffiti Free Day, 2%,
- swimming pools in the area, 2%,
- Council doing a good job/ good service/ friendly, 2%,
- good recreational/ cultural initiatives, 2%,
- Mayor has a high profile, 2%.

31% of residents have in mind a recent action, decision or management they **disapprove** of. This is below the Peer Group and National Averages.

The main actions/ decisions/ management they disapprove of are ...

- swimming pool in Putaruru, mentioned by 7% of all residents,
- \$90,000 golden handshake for the CEO, 3%,
- poor decisions/ decision making/ could be better, 3%,
- lack of consultation/ information/ don't listen to people, 2%,
- Tirau Information Centre, 2%,
- wasting money/ overspending/ poor financial management, 2%,
- blocking off Logan Street, 2%,
- picture theatre purchase and sale, 2%.

Rates Issues

84% of residents identify themselves, or a member of their household, as ratepayers.

Overall, 78% of residents are satisfied with the way rates are spent on the services and facilities provided by Council, with 14% being not very satisfied. The not very satisfied reading is slightly below the Peer Group Average and below the National Average.

79% of ratepayers are satisfied with the way rates are spent and 16% are not very satisfied.

Contact With Council

75% of residents would contact Council offices or staff first if they have a matter to raise with Council, followed by a Councillor (10%).

60% of residents have contacted the Council offices in some way, either by phone, in person, in writing and/or by e-mail during the last 12 months. 38% have contacted the Council by phone, 45% in person, 9% in writing and 4% by e-mail.

84% of residents who have contacted a Council Office by phone in the last 12 months are satisfied with the service received, with 86% of residents satisfied when visiting a Council Office in person. 63% are satisfied when contacting a Council office in writing and 70% are satisfied when contacting them by e-mail*.

Overall, 86% of residents who have contacted the Council offices in the last 12 months are satisfied with the service they received, with 14% being not very satisfied.

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

* Caution: small base

Information

Newspapers are the main source of information about Council for 84% of South Waikato District residents.

88% of South Waikato District residents who are aware of information about what's going on in the District, have seen or read information Council publishes specifically for the community, in the last 12 months.

Of those who have seen or read information published by the Council in the last 12 months, 91% have seen/read information from Council's regular pages in the South Waikato News, 84% have seen/read advertisements in the newspapers, while 69% have read/seen information supplied with their rates demand.

65% of residents feel there is enough/more than enough information supplied by Council, while 28% of residents feel there is not enough/nowhere near enough information supplied.

51% of residents say they would most prefer to receive information about Council in newspapers.

Representation

The success of democracy in the South Waikato 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.

a. Accessibility of Councillors

75% of residents feel they know how to contact a Councillor and would do so if the situation arose where they wanted to put a viewpoint, problem or issue to a Councillor.

b. Approachability

In terms of how approachable residents feel their Councillors are, 43% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them. South Waikato District residents are on par with New Zealanders on average and slightly below their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

c. Open-mindedness

31% of all residents feel that their Councillors give a fair and open-minded hearing when dealing with local community issues. 17% feel Councillors are defensive and one-sided in these situations. 44% feel the answer lies somewhere between the two, and the balance, 8%, don't know.

South Waikato residents are similar to Peer Group residents and residents nationwide in terms of believing their Councillors give an open-minded hearing.

d. Consultation

49% of South Waikato District residents want consultation on major issues. This is below the Peer Group and National Averages.

Those who expressed a desire for consultation on major issues were asked what they considered to be major issues. Main issues* arising are ...

- swimming pools / Putaruru swimming pool, mentioned by 13% of all residents,
- major expenditure / financial issues / transactions, 7%,
- projects / buildings / land development, 6%,
- roading / road changes / roadworks, 5%,
- cinema complex, 4%,
- rubbish issues / recycling, 4%,
- rates issues / increases / spending, 4%.

* multiple responses allowed

e. **Performance Rating Of The Mayor and Councillors**

61% of residents rate the performance of the Mayor and Councillors as very / fairly good. 9% rate their performance as not very good / poor.

South Waikato residents rate the performance of their Mayor and Councillors similar to the Peer Group Average and above the National Average, in terms of those rating Councillors' performance as very / fairly good.

f. **Performance Rating Of The Council Staff**

68% of residents rate the performance of the Council staff as very good or fairly good. 6% rate their performance as not very good or poor.

South Waikato residents rate their own Council staff's performance as similar to Peer Group residents and above the nation as a whole, in terms of those rating Council staff performance 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 South Waikato 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 between 68% and 91% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2001 Census data.

In this group are ...

Gisborne District Council	Rodney District Council
Gore District Council	Rotorua District Council
Grey District Council	Taupo District Council
Hastings District Council	Timaru District Council
Horowhenua District Council	Waikato District Council
Marlborough District Council	Waimakariri District Council
Masterton District Council	Waipa District Council
New Plymouth District Council	Wanganui District Council
Queenstown-Lakes District Council	Whangarei District Council

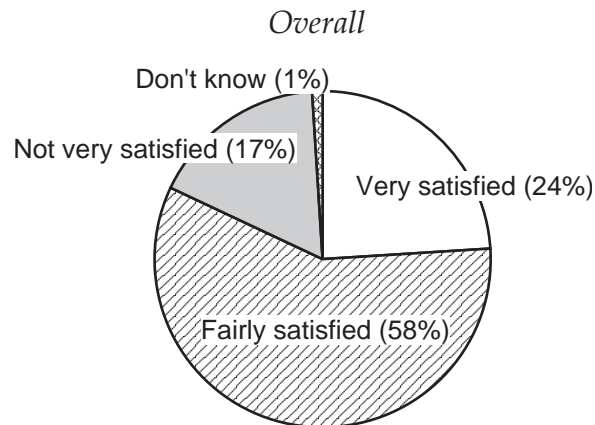


1. Council Services/Facilities

a. **Satisfaction With Council Services/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/facility.

i. Roads (excluding State Highways)



82% of residents are satisfied with roads (excluding State Highways), including 24% who are very satisfied. 17% are not very satisfied.

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

Residents more likely to be not very satisfied with roads (excluding State Highways) are ...

- men,
- NZ Maori residents,

It appears that Tirau Ward residents are slightly less likely, than other Ward residents, to feel this way.

The main reasons for being not very satisfied with roads (excluding State Highways) are ...

- potholes/uneven/rough/bumpy,
- poor quality of work/patching,
- unnecessary work/repair same roads,
- poor condition/lack maintenance.

Satisfaction With Roads (excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	24	58	82	17	1
<u>Comparison*</u>					
Peer Group (Provincial)	13	57	70	29	1
National Average	12	59	71	29	-
<u>Ward</u>					
Tokoroa	22	59	81	19	-
Putaruru	27	56	83	15	2
Tirau	33	55	88	7	5
<u>Gender</u>					
Male	24	54	78	(21)	1
Female	25	(61)	(86)	13	1
<u>Ethnicity</u>					
NZ European	28	57	(85)	14	1
NZ Maori	22	50	72	(28)	-

% read across

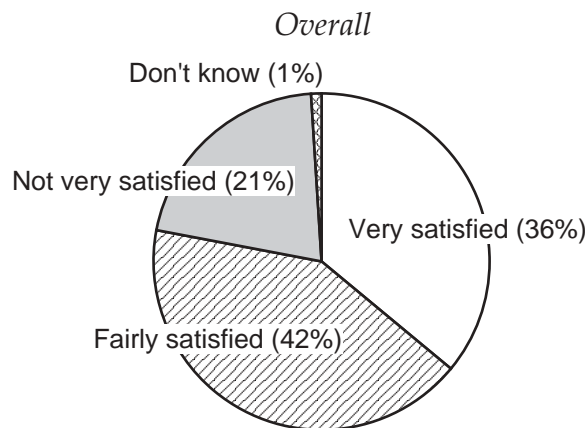
Summary Table -
Main Reasons* For Being Not Very Satisfied With Roads (excluding State Highways)

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Potholes/uneven/rough/bumpy	4	4	7	-
Poor quality of work/patching	4	5	4	-
Unnecessary work/repair same roads	3	5	-	-
Poor condition/lack maintenance	3	2	5	3

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 82%</p>

ii. Footpaths in Main Shopping Areas



78% of residents are satisfied with footpaths in the main shopping areas, including 36% who are very satisfied. 21% are not very satisfied.

The percent not very satisfied is slightly below the National and Peer Group Averages for footpaths in general.

Residents more likely to be not very satisfied with footpaths in the main shopping areas are ...

- women,
- residents aged 60 years or over,
- residents with an annual household income of \$50,000 or less
- longer term residents, those residing in the District more than 10 years.

It also appears that Tokoroa Ward residents are slightly more likely, than other Ward residents, to feel this way.

The main reasons given for not being very satisfied with footpaths in the main shopping area are ...

- very slippery / slippery when wet / dangerous,
- uneven / rough / raised,
- sloping / access not good for wheelchairs / mobility scooters,
- dangerous (other hazards, no mention of slippery),
- leaves on footpaths a hazard.

Satisfaction With Footpaths In Main Shopping Areas

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	36	42	78	21	1
<u>Comparison*</u>					
Peer Group (Provincial)	15	54	69	27	4
National Average	16	55	71	27	2
<u>Ward</u>					
Tokoroa	34	40	74	25	1
Putaruru	41	45	86	11	3
Tirau	30	51	81	17	2
<u>Age</u>					
18 - 39 years	40	39	79	20	1
40 - 59 years	36	45	81	17	2
60+ years	27	45	72	28	-
<u>Gender</u>					
Male	41	44	85	12	3
Female	30	41	71	29	-
<u>Length of Residence</u>					
Lived there 10 years or less	39	46	85	12	3
Lived there more than 10 years	35	40	75	23	2
<u>Household Income</u>					
Less than \$30,000 p.a.	35	41	76	23	1
\$30,000 - \$50,000 p.a.	34	37	71	29	-
More than \$50,000 p.a.	37	47	84	14	2

% read across

* The Peer Group and National Average readings refer to footpaths in general.

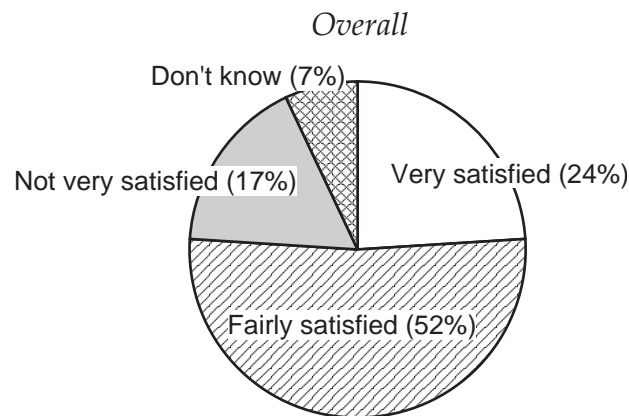
Summary Table -
Main Reasons* For Being Not Very Satisfied With Footpaths In Main Shopping Areas

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Very slippery / slippery when wet / dangerous	15	20	5	9
Uneven / rough / raised	2	1	3	8
Sloping / access not good for wheelchairs / mobility scooters	2	2	2	-
Dangerous (other hazards, no mention of slippery)	2	2	1	-
Leaves on footpaths a hazard	2	2	-	-

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 78%</p>

iii. Other Footpaths in the District



76% of residents are satisfied with other footpaths in the District, while 17% are not very satisfied and 7% are unable to comment.

The percent not very satisfied is below the Peer Group and National Averages for footpaths in general.

Residents aged 18 to 39 years are less likely, than other age groups, to be not very satisfied with other footpaths.

The main reasons for being not very satisfied with other footpaths in the District are ...

- tree roots damaging footpaths - causing cracking/breaking, etcetera,
- uneven/rough/cracked/broken,
- poor condition/lack maintenance/slow to repair,
- no footpaths/on one side only.

Satisfaction With Other Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	24	52	76	17	7
<u>Comparison*</u>					
Peer Group (Provincial)	15	54	69	27	4
National Average	16	55	71	27	2
<u>Ward</u>					
Tokoroa	27	53	80	16	4
Putaruru	20	50	70	17	13
Tirau	13	58	71	16	13
<u>Age</u>					
18 - 39 years	26	57	83	11	6
40 - 59 years	25	46	71	20	9
60+ years	16	55	71	23	6

% read across

* The Peer Group and National Average readings refer to footpaths in general.

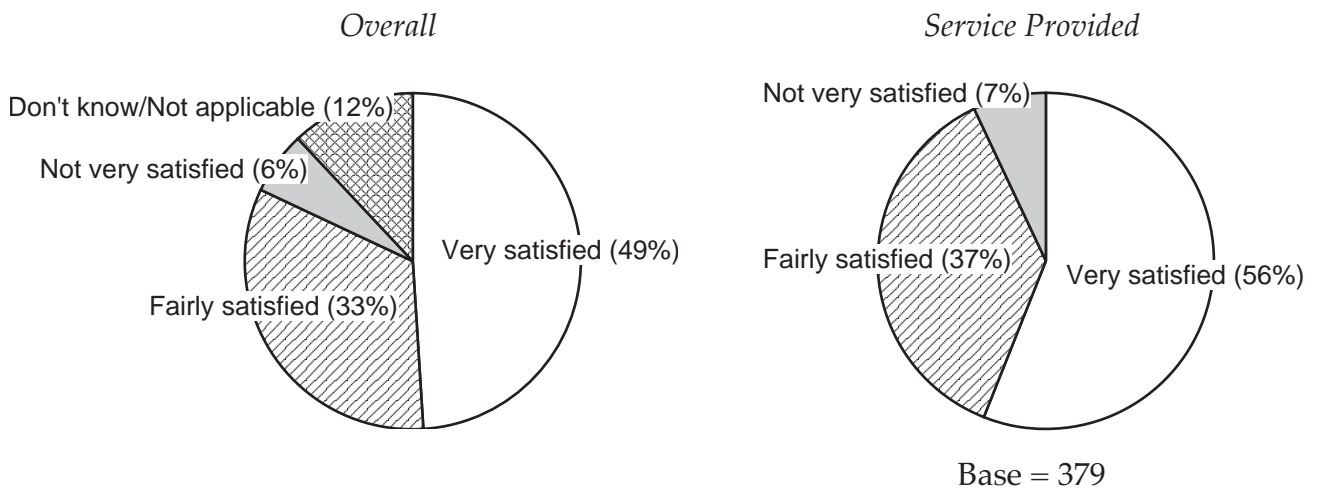
Summary Table - Main Reasons* For Being Not Very Satisfied With Other Footpaths

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Tree roots damaging footpaths - causing cracking/ breaking etc.	5	7	2	-
Uneven/rough/cracked/broken	5	4	7	8
Poor condition/lack maintenance/slow to repair	4	3	5	6
No footpaths/on one side only	3	2	6	1

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 76%</p>

iv. Water Supply Pressure



82% of all residents are satisfied with the water supply pressure, including 49% who are very satisfied. 6% of residents are not very satisfied and 12% are unable to comment.

The percent not very satisfied is below the Peer Group Average and slightly below the National Average for water supply in general.

84% of residents say they are provided with a water supply and, of these, 93% are satisfied and 7% not very satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with water supply pressure.

The main reasons* for being not very satisfied with water supply pressure are ...

- not enough water pressure / poor / too low, mentioned by 4% of all residents,
- affects use of facilities, 1%,
- has decreased / gone down, 1%,
- too high, 1%.

* multiple responses allowed

Satisfaction With Water Supply Pressure

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	49	33	82	6	12
Service Provided	56	37	93	7	-
<u>Comparison*</u>					
Peer Group (Provincial)	37	38	75	14	11
National Average	40	40	80	12	8
<u>Ward</u>					
Tokoroa	54	34	88	6	6
Putaruru	40	31	71	7	22
Tirau	46	27	73	4	23

% read across

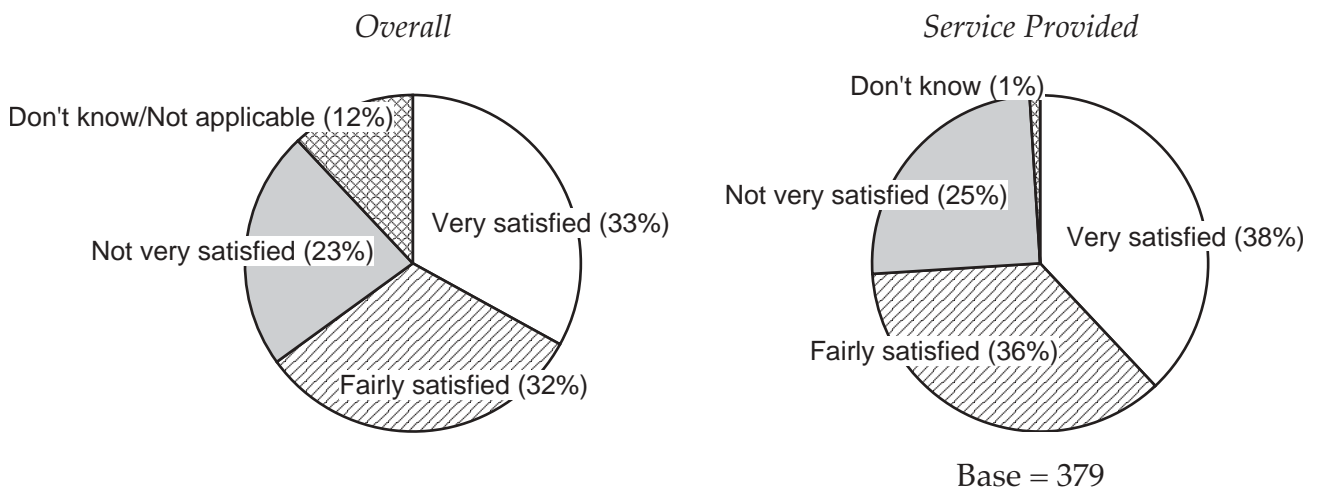
* The Peer Group and National Average readings refer to water supply in general.

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 82%

Service Provided = 93%

v. The Taste and Odour of the Water



65% of residents are satisfied with the taste and odour of the water, including 33% who are very satisfied. 23% are not very satisfied and 12% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages for the water supply in general.

Of those residents provided with a piped water supply, 74% are satisfied with the taste and odour of the water and 25% not very satisfied.

Residents more likely to be not very satisfied with the taste and odour of the water are ...

- women,
- residents aged 18 to 39 years, or 60 years or over,
- residents with an annual household income of less than \$30,000,
- NZ European residents.

The main reasons for being not very satisfied with the taste and odour of the water are ...

- tastes bad /horrible/ undrinkable,
- tastes of chlorine /chemicals,
- too much chlorine /they over chlorinate it,
- varies /fluctuates - better /worse at certain times,
- smells of chlorine /chemicals.

Satisfaction With The Taste and Odour of the Water

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	33	32	65	23	12
Service Provided	38	36	74	25	1
<u>Comparison*</u>					
Peer Group (Provincial)	37	38	75	14	11
National Average	40	40	80	12	8
<u>Ward</u>					
Tokoroa	37	35	72	22	6
Putaruru	27	28	55	24	21
Tirau	29	27	56	19	25
<u>Age</u>					
18 - 39 years	35	30	65	25	10
40 - 59 years	33	37	70	16	14
60+ years	31	28	59	31	10
<u>Gender</u>					
Male	37	35	72	16	12
Female	30	29	59	29	12
<u>Household Income</u>					
Less than \$30,000 p.a.	30	34	64	30	6
\$30,000 - \$50,000 p.a.	38	32	70	20	10
More than \$50,000 p.a.	32	33	65	21	14
<u>Ethnicity</u>					
NZ European	28	34	62	24	14
NZ Maori	41	40	81	12	7

% read across

* The Peer Group and National Average readings refer to the water supply in general.

Summary Table -
Main Reasons* For Being Not Very Satisfied With The Taste and Odour of The Water

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Tastes bad/horrible/undrinkable	9	11	6	8
Tastes of chlorine/chemicals	6	6	6	3
Too much chlorine/they over chlorinate it	5	4	6	6
Varies/fluctuates - better/worse at certain times	4	5	4	-
Smells of chlorine/chemicals	3	1	4	9

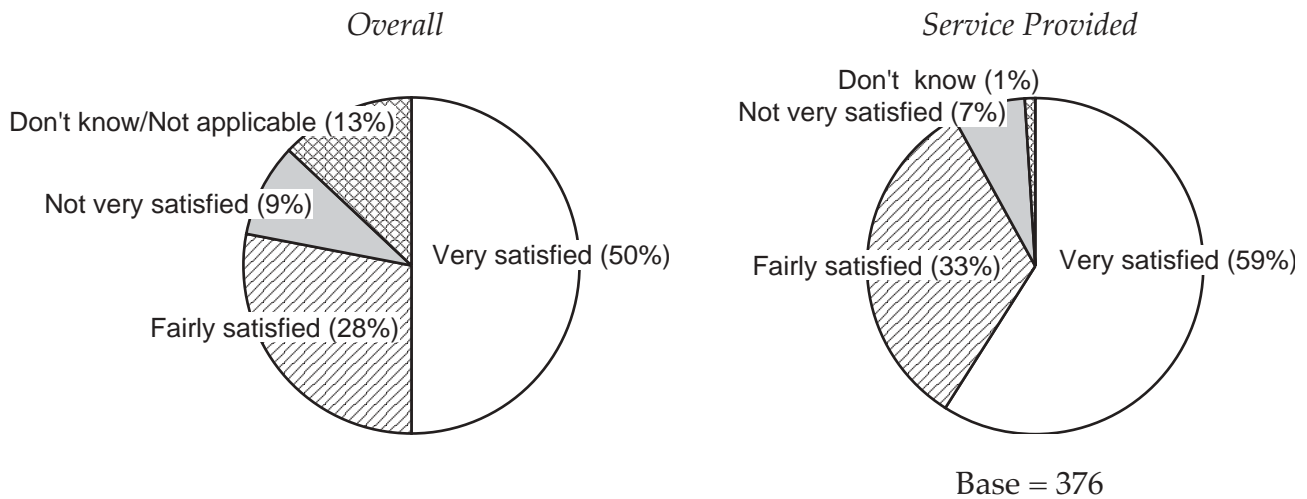
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 65%

Service Provided = 74%

vi. Household Rubbish Collection



78% of residents are satisfied with their household rubbish collection, including 50% who are very satisfied, while 13% are unable to comment.

9% of residents are not very satisfied, and this is on par with the Peer Group Average and similar to the National Average.

83% of residents say they have a regular rubbish collection service and, of these, 92% are satisfied, with 59% being very satisfied. 7% are not very satisfied.

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

The main reasons* for being not very satisfied with the household rubbish collection are ...

- no rubbish collection, mentioned by 3% of all residents,
- not enough bags/need more, 2%.

* multiple responses allowed

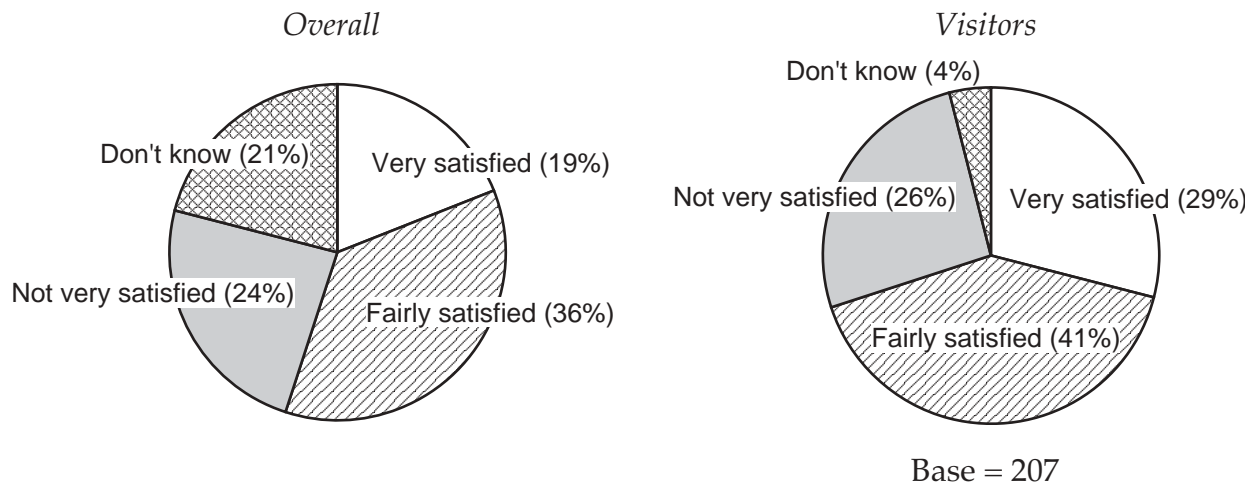
Satisfaction With Household Rubbish Collection

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2006	50	28	78	9	13
Service provided	59	33	92	7	1
Comparison					
Peer Group (Provincial)	45	35	80	12	8
National Average	48	35	83	10	7
Ward					
Tokoroa	55	29	84	10	6
Putaruru	39	31	70	7	23
Tirau	46	19	65	10	25
Ethnicity					
NZ European	52	25	77	8	15
NZ Maori	46	33	79	15	6

% read across

Recommended Satisfaction Measures For Reporting Purposes:	
Total District	= 78%
Receivers of Service	= 92%

vii. Landfills in the District



55% of residents are satisfied with landfills in the District, while 24% are not very satisfied. 21% are unable to comment.

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

46% of households have visited the Tokoroa Landfill site in the last 12 months. Of these, 70% are satisfied and 26% not very satisfied.

Residents more likely to be not very satisfied with landfills in the District are ...

- Tirau Ward residents,
- ratepayers.

The main reasons for being not very satisfied with landfills in the District are ...

- too expensive,
- high cost at dump causes rubbish to be dumped elsewhere,
- no landfill/lost our/losing our landfill,
- issues with cost to dump green waste/used to be free.

Satisfaction With Landfills in the District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	19	36	55	24	21
Visitors	29	41	70	26	4
<u>Comparison*</u>					
Peer Group (Provincial)	28	36	64	21	15
National Average	24	40	64	18	18
<u>Ward</u>					
Tokoroa	23	37	▲ 60	21	19
Putaruru	16	34	↑ 50	26	24
Tirau	6	24	30	42	28
<u>Ratepayer?</u>					
Ratepayer	18	35	53	28	19
Non-ratepayer	26	36	62	2	36

% read across

* Peer Group and National Average readings refer to refuse disposal (i.e. landfill sites).

Summary Table - Main Reasons* For Being Not Very Satisfied With Landfills in the District

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Too expensive	15	18	14	6
High cost at dump causes rubbish to be dumped elsewhere	4	5	3	4
No landfill/lost our/losing our landfill	4	-	3	36
Issues with cost to dump green waste/used to be free	4	3	4	12

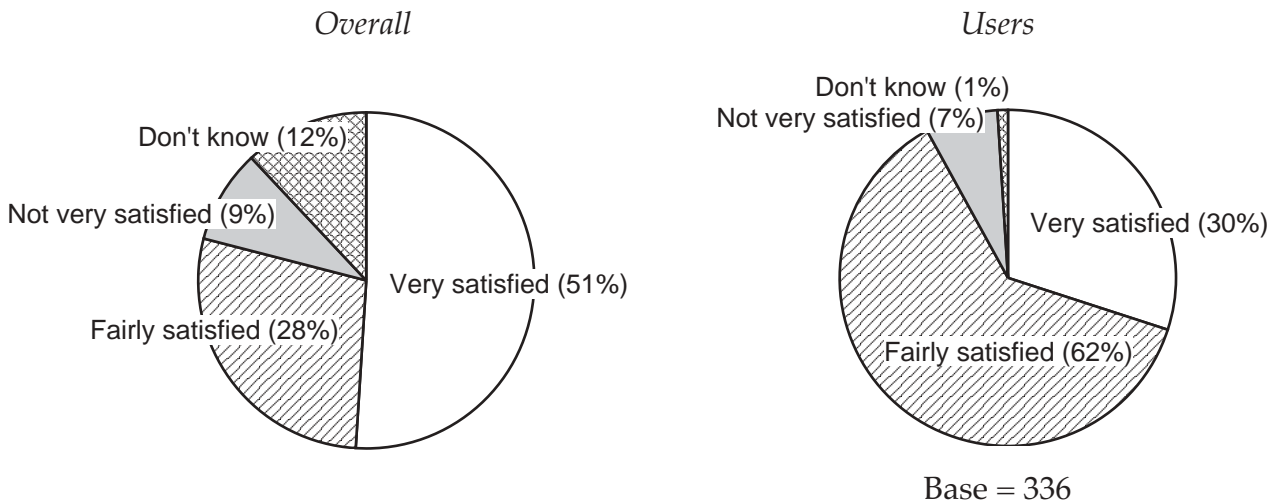
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 55%

Visitors = 70%

viii. Household Recycling Service



79% of residents are satisfied with the household recycling service, including 51% who are very satisfied. 9% are not very satisfied and 12% are unable to comment.

The percent not very satisfied is below the Peer Group and National Averages for recycling in general.

74% of households have used kerbside recycling services in the last year. Of these, 92% are satisfied and 7% not very satisfied.

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

- Putaruru Ward residents,
- residents with an annual household income of more than \$50,000.

The main reasons* for being not very satisfied with the household recycling service are ...

- no bins/containers supplied, mentioned by 2% of all residents,
- need more promotion/encouragement/information, 2%,
- no recycling service, 2%.

* multiple responses allowed

Satisfaction With Household Recycling Service

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	51	28	79	9	12
Users	62	30	92	7	1
<u>Comparison*</u>					
Peer Group (Provincial)	41	28	69	26	5
National Average	44	34	78	18	4
<u>Ward</u>					
Tokoroa	57	28	85	7	8
Putaruru	41	28	69	15	16
Tirau	39	27	65	6	28
<u>Household Income</u>					
Less than \$30,000 p.a.	63	24	87	5	8
\$30,000 - \$50,000 p.a.	58	27	85	3	12
More than \$50,000 p.a.	42	32	74	12	14

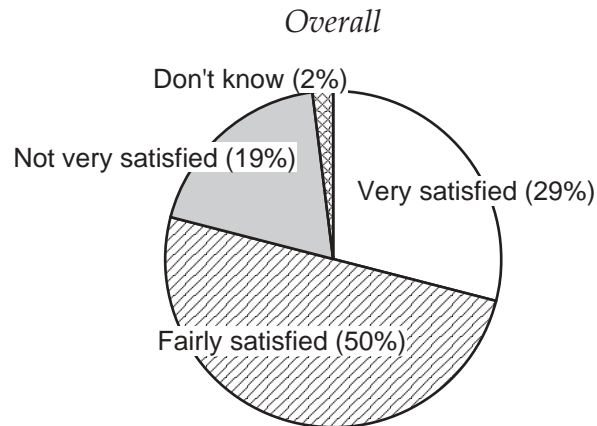
% read across

* The Peer Group and National Average readings refer to recycling in general.

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 79%

Users = 92%

ix. Litter Control

79% of residents are satisfied with litter control, including 29% who are very satisfied. 19% are not very satisfied.

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

Ratepayers are more likely to be not very satisfied with litter control, than non-ratepayers.

It appears that Tirau Ward residents are slightly less likely, than other Ward residents, to feel this way.

The main reasons for being not very satisfied with the litter control are:

- too much rubbish lying around / dirty / untidy,
- could do more / not enough done.

Satisfaction With Litter Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	29	50	79	19	2
<u>Comparison</u>					
Peer Group (Provincial)	34	48	82	16	2
National Average	28	49	77	20	3
<u>Ward</u>					
Tokoroa	31	50	81	18	1
Putaruru	21	52	73	23	4
Tirau	39	43	82	10	8
<u>Ratepayer?</u>					
Ratepayer	27	49	76	(21)	3
Non-ratepayer	(37)	55	(92)	8	-

% read across

Summary Table - Main Reasons* For Being Not Very Satisfied With Litter Control

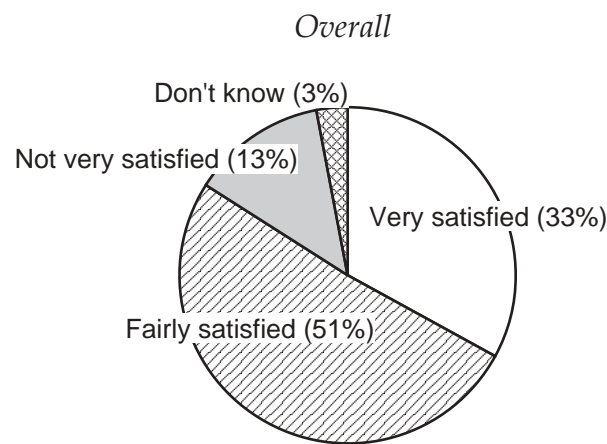
	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Too much rubbish lying around / dirty / untidy	11	11	12	7
Could do more / not enough done	5	4	8	3

* multiple responses allowed

(NB: no other reason is mentioned by more than 2% of all residents.)

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 79%</p>

x. Beautification and Landscaping



84% of residents are satisfied with the beautification and landscaping of the District, including 33% who are very satisfied.

The percent not very satisfied, 13%, is on par with the Peer Group and National Averages.

Ratepayers are more likely to be not very satisfied with beautification and landscaping, than non-ratepayers.

The main reasons for being not very satisfied with the District's beautification and landscaping are ...

- need improving / lack of maintenance / untidy,
- lack of beauty / colour / boring / taken out cherry trees,
- entranceways need improving / into and out of town.

Satisfaction With Beautification & Landscaping

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	33	51	84	13	3
<u>Comparison*</u>					
Peer Group (Provincial)	51	37	88	10	2
National Average	40	46	86	10	4
<u>Ward</u>					
Tokoroa	37	50	87	11	2
Putaruru	26	55	81	14	5
Tirau	19	51	70	17	13
<u>Ratepayer?</u>					
Ratepayer	31	51	82	14	4
Non-ratepayer	38	54	92	5	3

% read across

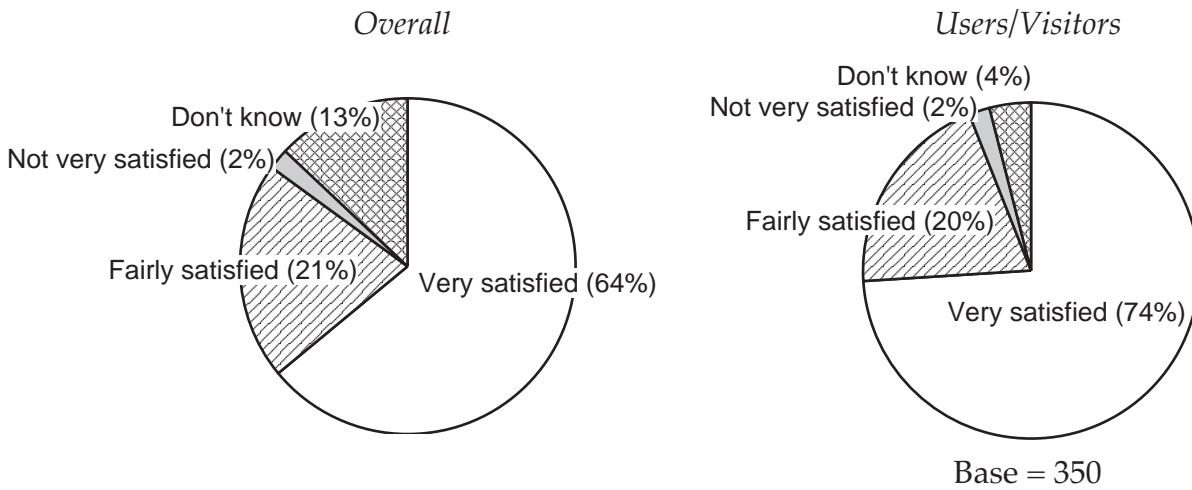
Summary Table - Main Reasons* For Being Not Very Satisfied Beautification & Landscaping

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Needs improving/lack of maintenance/untidy	5	4	6	14
Lack of beauty/colour/boring/taken out cherry trees	3	2	6	-
Entranceways need improving/into and out of town	2	2	2	-

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 84%</p>

xi. Public Libraries



Overall, 85% of residents are satisfied with the public libraries, with 64% being very satisfied. 2% are not very satisfied and 13% are unable to comment.

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

79% of households have used or visited a public library in the last 12 months and, of these, 94% are satisfied, including 74% who are very satisfied, with 2% not very satisfied.

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

The main reason* for being not very satisfied with public libraries is ...

- too small/cramped, mentioned by 1% of all residents.

* multiple responses allowed

Satisfaction With Public Libraries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	64	21	85	2	13
Users/Visitors	74	20	94	2	4
<u>Comparison*</u>					
Peer Group (Provincial)	67	24	91	1	8
National Average	66	24	90	2	8
<u>Ward</u>					
Tokoroa	73	18	91	1	8
Putaruru	48	26	74	5	21
Tirau	49	30	74	-	21

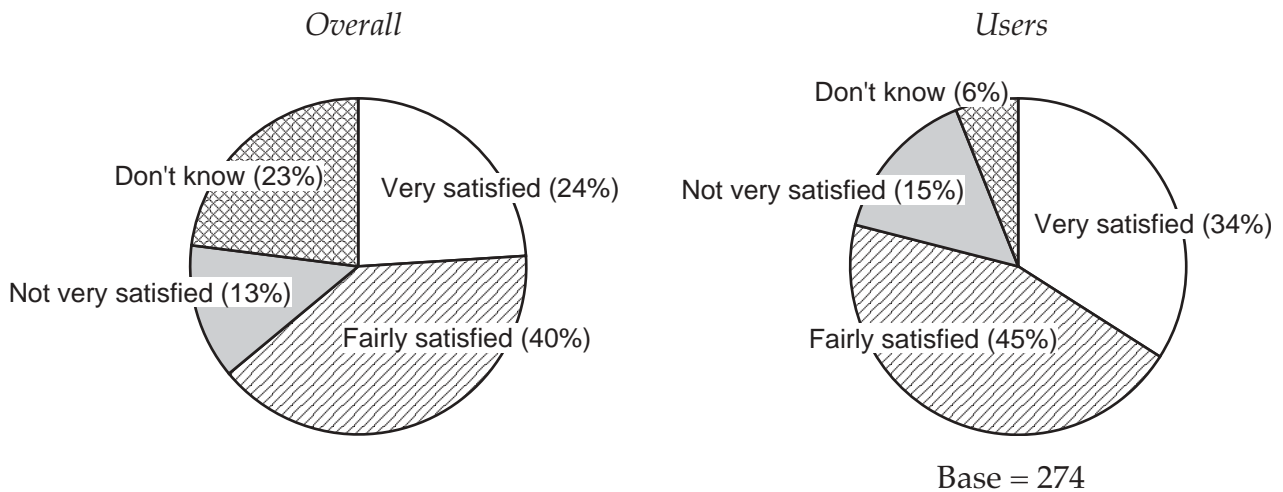
% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 85%

Users/Visitors = 94%

xii. Public Toilets



64% of residents are satisfied with the District's public toilets, while 13% are not very satisfied and 23% are unable to comment.

The percent not very satisfied with public toilets is below the Peer Group and National Averages.

62% of households have used a public toilet in the last 12 months. Of these "users", 79% are satisfied and 15% not very satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with the District's public toilets. However, it appears that the following residents are slightly more likely to feel this way ...

- women,
- non-ratepayers.

The main reasons for being not very satisfied with the District's public toilets are:

- dirty/disgusting/need cleaning more often,
- old and shabby/need upgrading/lack maintenance,
- always wet/wet, slippery floors,
- often locked/none available at night.

Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	24	40	64	13	23
Users	34	45	79	15	6
<u>Comparison</u>					
Peer Group (Provincial)	27	40	67	22	11
National Average	20	44	64	22	14
<u>Ward</u>					
Tokoroa	26	44	70	12	18
Putaruru	17	34	51	14	35
Tirau	29	27	56	16	28
<u>Gender</u>					
Male	26	40	66	10	24
Female	22	40	62	15	23
<u>Ratepayer?</u>					
Ratepayer	22	42	64	11	25
Non-ratepayer	36	31	67	18	15

% read across

Summary Table - Main Reasons* For Being Not Very Satisfied With Public Toilets

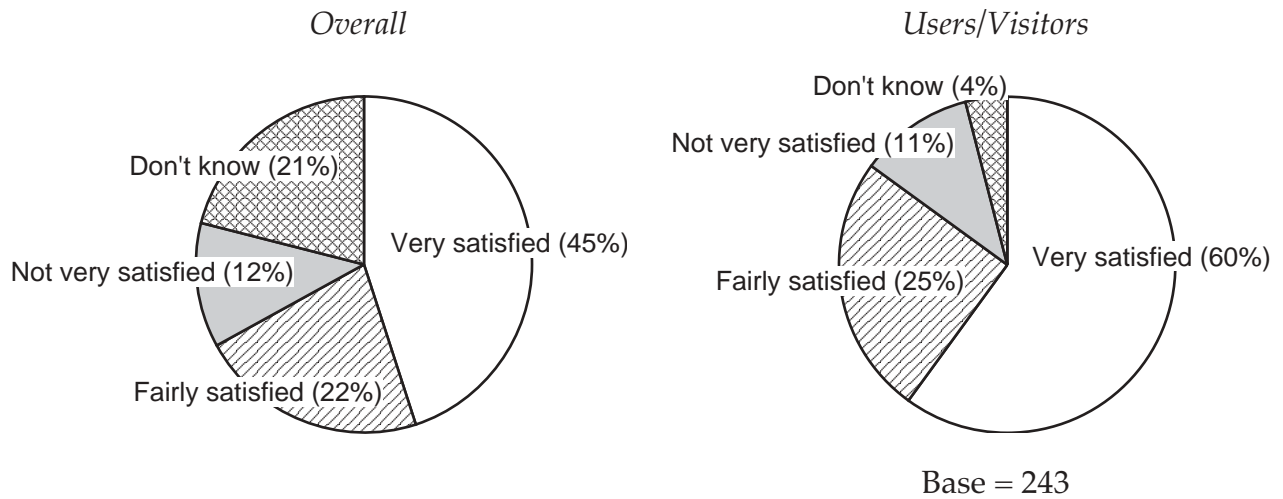
	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Dirty / disgusting / need cleaning more often	7	8	8	1
Old and shabby / need upgrading / lack maintenance	5	4	6	6
Always wet / wet, slippery floors	2	3	-	1
Often locked / none available at night	2	1	1	8

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 64%
Users = 79%

xiii. Public Swimming Pools



67% of all residents are satisfied with public swimming pools, with 45% being very satisfied. 12% are not very satisfied and 21% are unable to comment.

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

62% of households have used or visited a public swimming pool in the last 12 months. Of these "users/visitors", 85% are satisfied and 11% are not very satisfied.

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

- Putaruru Ward residents,
- ratepayers,
- NZ European residents.

The main reasons for being not very satisfied with public swimming pools are:

- Putaruru - new pool or upgrade existing pool,
- too much chlorine,
- not clean enough.

Satisfaction With Public Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	45	22	67	12	21
Users/Visitors	60	25	85	11	4
<u>Comparison</u>					
Peer Group (Provincial)	39	28	67	12	21
National Average	36	35	71	9	20
<u>Ward</u>					
Tokoroa	⑥0	22	⑧2	4	⑭4
Putaruru	17	19	③6	③3	31
Tirau	17	③4	51	11	38
<u>Ratepayer?</u>					
Ratepayer	44	23	67	⑭4	19
Non-ratepayer	49	18	67	4	②9
<u>Ethnicity</u>					
NZ European	43	21	64	⑮5	21
NZ Maori	⑥5	18	⑧3	3	14

% read across

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

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Putaruru - new pool or upgrade existing pool	9	-	(31)	7
Too much chlorine	2	3	1	-
Not clean enough	1	1	1	-

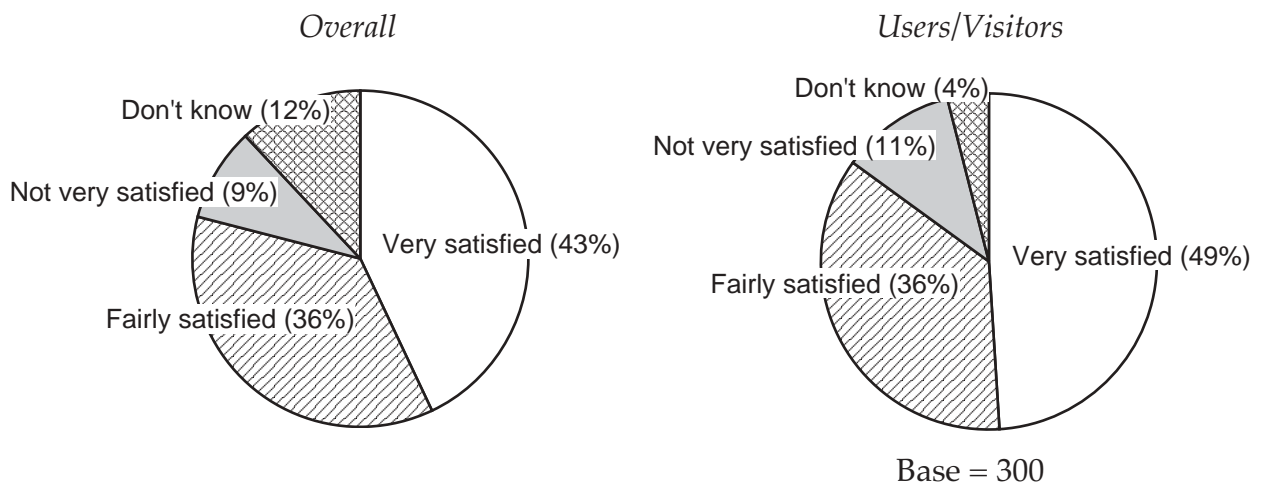
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 67%

Users/Visitors = 85%

xiv. Sportsfields and Playgrounds



79% of all residents are satisfied with sportsfields and playgrounds, with 43% being very satisfied. 9% of residents are not very satisfied with these facilities and 12% are unable to comment.

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

73% of households say they have used or visited sportsfields or playgrounds in the last 12 months, with 85% of these residents being satisfied.

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

The main reasons* given by residents for being not very satisfied with the District's sportsfields and playgrounds are ...

- need upgrading/better equipment, mentioned by 3% of all residents,
- lack of maintenance/scruffy/untidy, 2%.

* multiple responses allowed

Satisfaction With Sportsfields and Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2006	43	36	79	9	12
Users/Visitors	49	36	85	11	4
Comparison					
Peer Group (Provincial)	53	37	90	3	7
National Average	53	36	89	5	6
Ward					
Tokoroa	↑ 50	33	83	10	7
Putaruru	34	43	77	6	17
Tirau	18	36	54	13	33

% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 79%

Users/Visitors = 85%

xv. Parks and Reserves



86% of all residents are satisfied with parks and reserves, with 39% being very satisfied. 6% of residents are not very satisfied with these facilities and 8% are unable to comment.

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

79% of households say they have used or visited parks and reserves in the last 12 months, with 90% of these residents being satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those not very satisfied with parks and reserves. However, it appears that Tirau Ward residents are slightly more likely to feel this way, than other Ward residents.

The main reasons* given by residents for being not very satisfied with the District's parks and reserves are ...

- need more maintenance/upkeep/not doing a good job, mentioned by 2% of all residents,
- not much there/very basic, 1%,
- would like more dog exercise areas/better dog exercise area, 1%,
- not enough parks, 1%.

* multiple responses allowed

Satisfaction With Parks and Reserves

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	39	47	86	6	8
Users/Visitors	42	48	90	6	4
<u>Comparison</u>					
Peer Group (Provincial)	55	41	96	2	2
National Average	57	37	94	3	3
<u>Ward</u>					
Tokoroa	42	48	90	3	7
Putaruru	35	48	83	8	9
Tirau	32	33	65	15	20

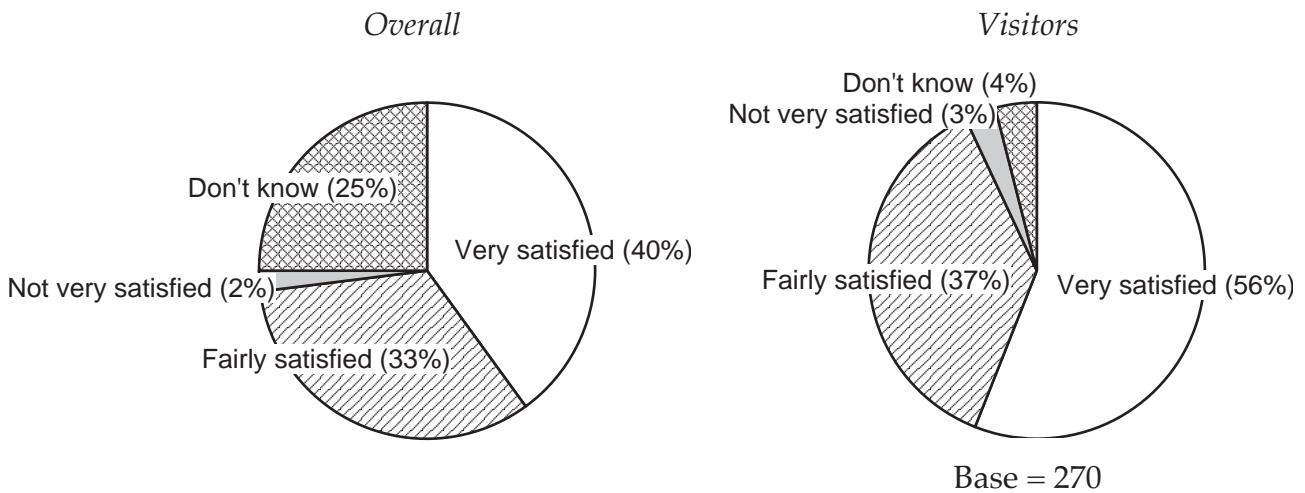
% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 86%

Users/Visitors = 90%

xvi. Cemeteries, including Maintenance of Cemeteries



73% of residents are satisfied with cemeteries, including 40% who are very satisfied. 2% are not very satisfied and 25% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and slightly below the National Average.

60% of residents have visited a cemetery in the last 12 months. Of these, 93% are satisfied and 3% are not very satisfied.

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

The main reasons* for being not very satisfied with cemeteries are ...

- not looked after very well/ not kept tidy, mentioned by 1% of all residents,
- headstones/ graves neglected, 1%,
- unattractive/ uninviting, 1%.

* multiple responses allowed

Satisfaction With Cemeteries - Including Maintenance of Cemeteries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	40	33	73	2	25
Visitors	56	37	93	3	4
<u>Comparison</u>					
Peer Group (Provincial)	47	33	80	4	16
National Average	33	34	67	7	26
<u>Ward</u>					
Tokoroa	46	31	77	1	22
Putaruru	26	41	67	5	28
Tirau	40	23	63	1	36

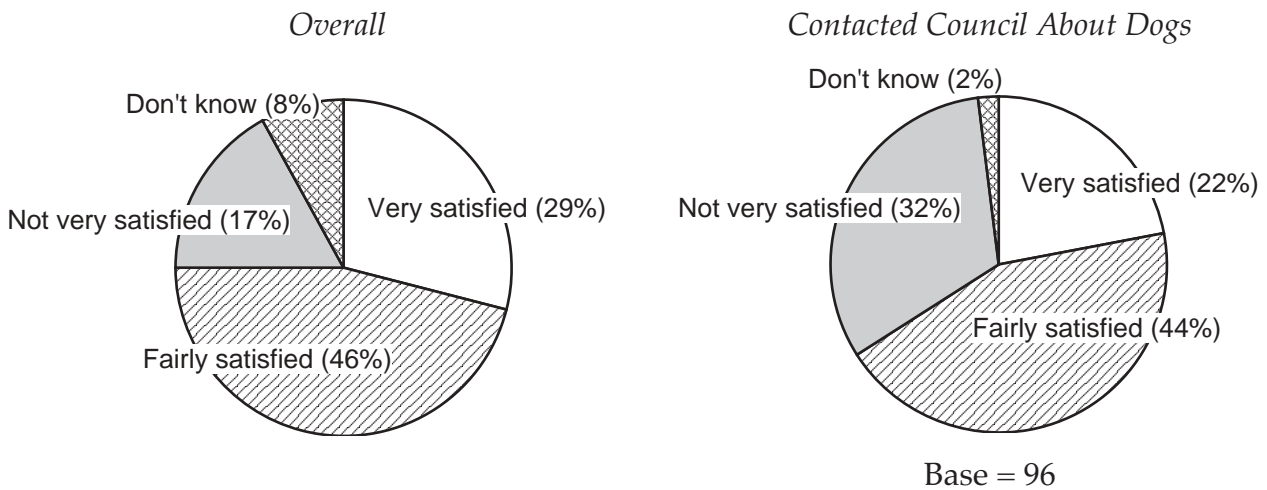
% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 73%

Visitors = 93%

xvii. Control Of Dogs



75% of residents are satisfied with dog control, with 29% being very satisfied with this service, while 17% are not very satisfied.

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

22% of households have contacted Council about dogs in the last 12 months. Of these, 66% are satisfied and 32% are not very satisfied.

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

- Tirau Ward residents,
- non-ratepayers.

The main reasons given for being not very satisfied with dog control are ...

- too many roaming/uncontrolled dogs,
- need more control/need to be tougher/need more rangers,
- danger to people and other animals,
- poor service from rangers.

Satisfaction With Control Of Dogs

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	29	46	75	17	8
Contacted Council about dogs	22	44	66	32	2
<u>Comparison</u>					
Peer Group (Provincial)	23	47	70	25	5
National Average	24	47	71	25	4
<u>Ward</u>					
Tokoroa	29	47	76	17	7
Putaruru	26	45	71	19	10
Tirau	38	41	79	6	15
<u>Ratepayer?</u>					
Ratepayer	30	44	74	18	8
Non-ratepayer	26	52	78	8	14

% read across

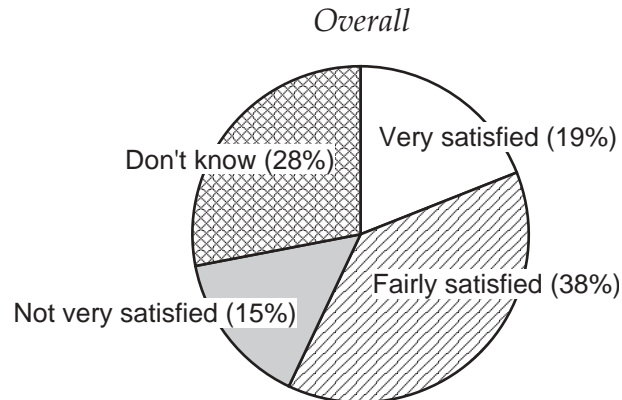
Summary Table - Main Reasons* For Being Not Very Satisfied With Control Of Dogs

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Too many roaming/uncontrolled dogs	9	10	9	2
Need more control/need to be tougher/need more rangers	3	4	3	2
Danger to people and other animals	3	2	4	2
Poor service from rangers	3	3	2	-

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:	
Total District	= 75%
Contacted Council	= 66%

xviii. *Business Promotion*



57% of residents are satisfied with the Council's efforts to attract and expand business in the District, with 15% being not very satisfied. A significant percentage (28%) are unable to comment.

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

Residents more likely to be not very satisfied with Council's efforts to attract and expand business in the District are ...

- residents aged 40 to 59 years,
- NZ Maori residents.

It appears that Tirau Ward residents are slightly less likely, than other Ward residents, to feel this way.

The main reasons for being not very satisfied with Council's efforts to attract and expand business in the District are ...

- shops/businesses closing down/taken over,
- could do more/needs to encourage/attract business,
- not doing anything/don't do a lot,
- not successful at attracting new businesses.

Satisfaction With Business Promotion

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	19	38	57	15	28
<u>Comparison</u>					
Peer Group (Provincial)	21	41	62	18	20
National Average	16	42	58	19	23
<u>Ward</u>					
Tokoroa	19	36	55	17	28
Putaruru	20	38	58	14	28
Tirau	19	51	70	7	23
<u>Age</u>					
18 - 39 years	19	38	57	11	32
40 - 59 years	22	35	57	20	23
60+ years	14	46	60	12	28
<u>Ethnicity</u>					
NZ European	19	38	57	14	29
NZ Maori	25	34	59	25	16

% read across

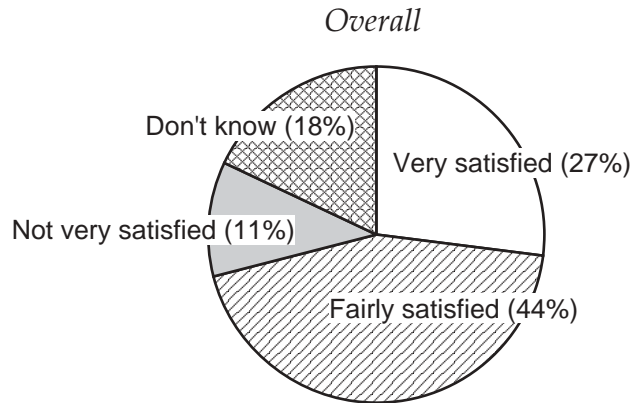
Summary Table - Main Reasons* For Being Not Very Satisfied With Business Promotion

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Shops/businesses closing down/taken over	3	4	1	1
Could do more/need to encourage/attract business	3	3	3	-
Not doing anything/don't do a lot	3	3	3	3
Not successful at attracting new businesses	3	3	3	-

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 57%</p>

xix. Tourism Promotion



71% of residents are satisfied with tourism promotion, with 27% being very satisfied, while 11% are not very satisfied. 18% are unable to comment.

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

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with tourism promotion. However, it appears that ratepayers are slightly more likely, than non-ratepayers, to feel this way.

The main reasons for being not very satisfied with tourism promotion are ...

- no effort made/ don't do much to attract people here,
- could do more/ could do better,
- need to advertise/ promote the area,
- not much here/ nothing happening.

Satisfaction With Tourism Promotion

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	27	44	71	11	18
<u>Comparison</u>					
Peer Group (Provincial)	38	43	81	11	8
National Average	33	41	74	14	12
<u>Ward</u>					
Tokoroa	27	45	72	12	16
Putaruru	22	49	71	7	22
Tirau	39	25	64	13	23
<u>Ratepayer?</u>					
Ratepayer	25	45	70	12	18
Non-ratepayer	33	39	72	4	24

% read across

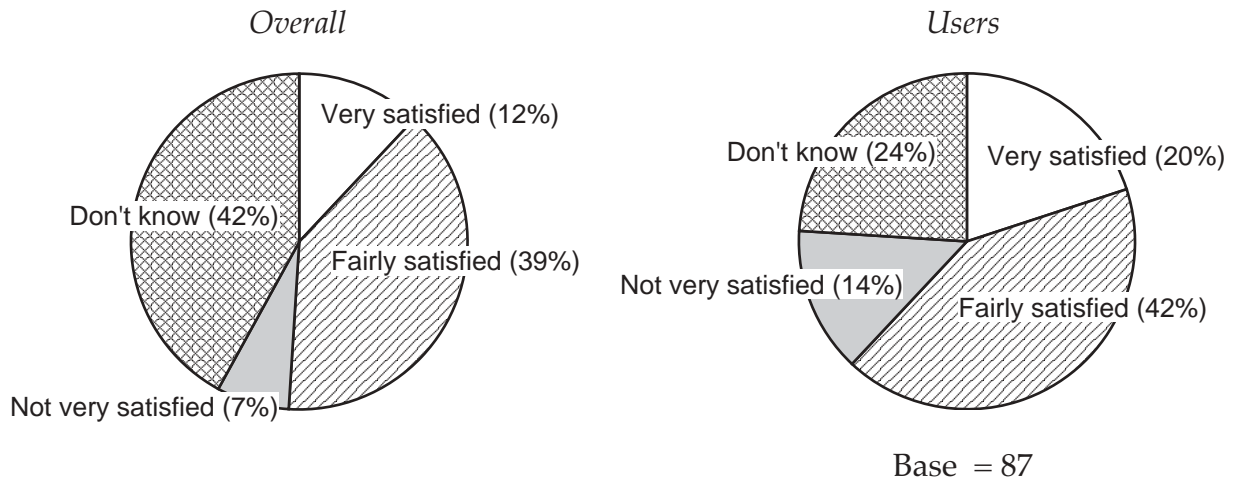
Summary Table - Main Reasons* For Being Not Very Satisfied With Tourism Promotion

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
No effort made/ don't do much to attract people here	4	4	3	7
Could do more/ could do better	3	4	1	-
Need to advertise/ promote the area	2	2	3	-
Not much here/ nothing happening	2	3	-	2

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 71%</p>

xx. Town Planning (including Planning and Inspection Services)



51% of all residents are satisfied with town planning, while 7% are not very satisfied. A large percentage, 42%, are unable to comment.

The percent not very satisfied is below the Peer Group and National Averages

21% of households have used planning or inspection services in the last 12 months. Of these, 62% are satisfied and 14% are not very satisfied.

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with town planning.

The main reasons* for being not very satisfied with town planning are ...

- no plan/poor planning, mentioned by 2% of all residents,
- services offered need to improve, 2%.

* multiple responses allowed

Satisfaction With Town Planning (including planning and inspection services)

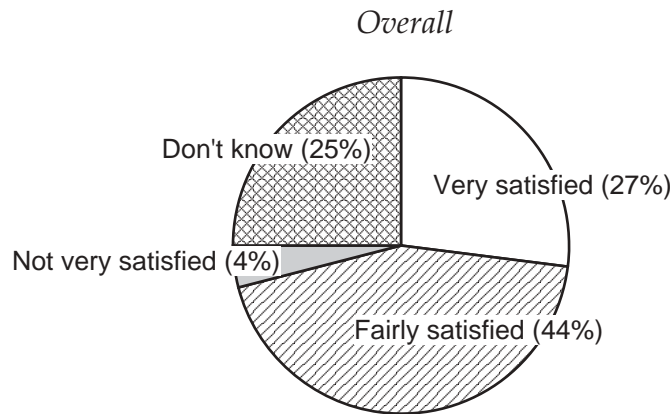
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006 Users	12	39	51	7	42
	20	42	62	14	24
<u>Comparison</u>					
Peer Group (Provincial)	12	42	54	23	23
National Average	10	42	52	24	24
<u>Ward</u>					
Tokoroa	13	38	51	6	43
Putaruru	8	44	52	9	39
Tirau	18	38	56	2	42

% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 51%
Users = 62%

xxi. Community Assistance



71% of residents overall are satisfied with Community Assistance, including 27% who are very satisfied. 4% are not very satisfied and 25% are unable to comment.

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

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

The main reasons* for being not very satisfied with Community Assistance are ...

- lack of assistance/support/funding/need more, mentioned by 2% of all residents,
- priorities wrong/biased, 1%.

* multiple responses allowed

Satisfaction With Community Assistance

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	27	44	71	4	25
<u>Comparison</u>					
Peer Group (Provincial)	22	47	69	6	25
National Average	19	46	65	7	28
<u>Ward</u>					
Tokoroa	32	40	72	4	24
Putaruru	19	55	74	3	23
Tirau	18	39	57	7	36

% read across

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

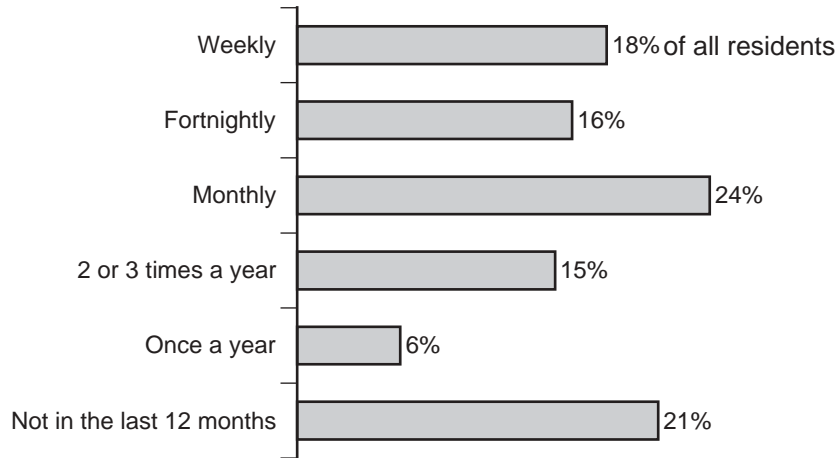
b. Usage of Services & Facilities

i. Summary

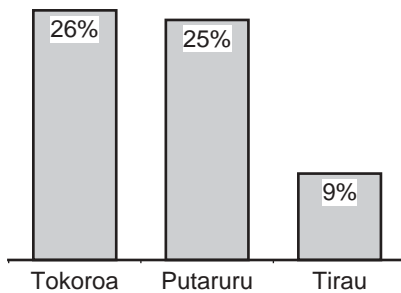
	Daily %	Weekly %	Fort- nightly %	Monthly %	2 or 3 times a year %	Once a year %	Not in last 12 months %	Don't know %
Parks and reserves	7	18	8	20	20	6	20	1
Used or visited a public library in the District	-	18	16	24	15	6	21	-
Used the kerbside recycling services	-	14	53	4	2	1	24	2
Sportsfields and playgrounds	4	29	7	14	14	5	26	1
Used a public toilet in the South Waikato	1	9	4	16	25	7	37	1
Used or visited a public swimming pool in the District	4	15	8	16	16	3	38	-
Visited a cemetery in the District	-	4	3	11	24	18	38	2
Visited the Tokoroa Landfill site	1	2	4	15	17	7	51	3
Contacted the Council about dog control	-	-	-	2	9	11	75	3
Used planning or inspection services	-	-	-	2	6	13	72	7

% read across

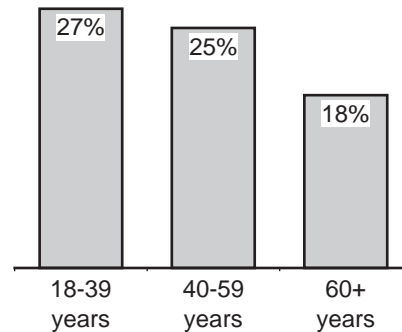
ii. *Usage of Public Libraries*



*Percent Saying 'Monthly' -
By Ward*



*Percent Saying 'Monthly' -
Comparing Different Types of Residents*



24% of residents say they, or a member of their household, have used or visited a public library in the District on a monthly basis, in the last 12 months, while 18% have used / visited weekly, 16% fortnightly and 15% two or three times a year.

Tirau Ward households are less likely, than other Ward households, to have used / visited a public library monthly.

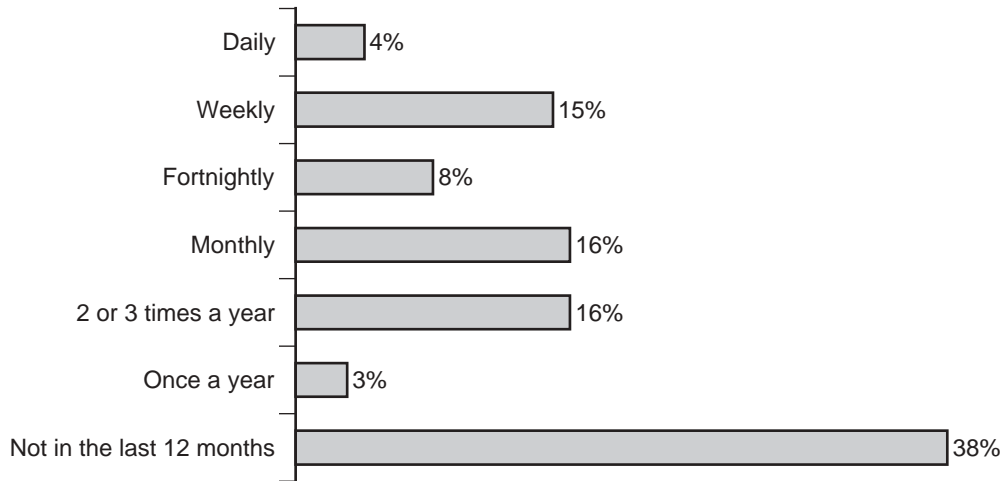
It also appears that residents aged 60 years or over are slightly less likely to have done so, than other age groups.

Main Reasons for Non-Usage

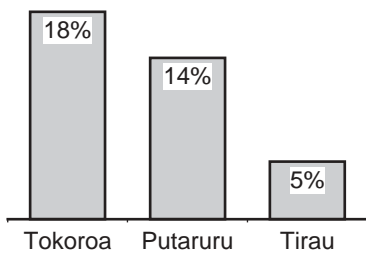
The main reasons residents say they have not used / visited a public library in the District in the last 12 months are ...

- don't read books / not into books, mentioned by 22% of residents who have not used / visited a public library in the District in the last 12 months,
- lack of time / too busy, 17%,
- prefer to use Internet / computer, 13%,
- have my own books, 13%,
- have books given to me, 8%,
- buy my own books, 8%.

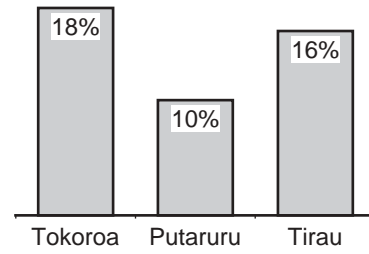
iii. Usage of Public Swimming Pools



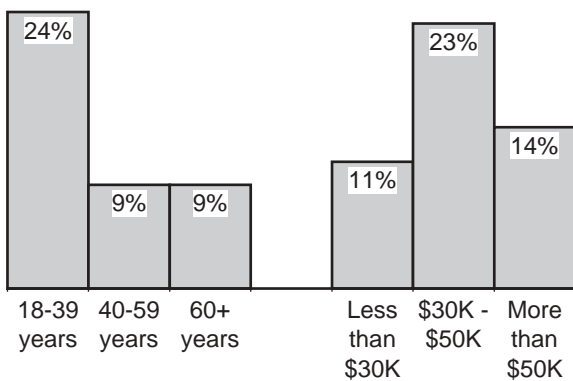
*Percent Saying 'Monthly' -
By Ward*



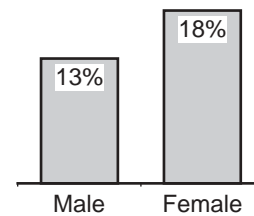
*Percent Saying '2 or 3 times a year' -
By Ward*



*Percent Saying 'Monthly' -
Comparing Different Types of Residents*



*Percent Saying '2 or 3 times a year' -
Comparing Different Types of Residents*



16% of residents say they, or a member of their household, have used or visited a public swimming pool in the District monthly in the last year, while 16% say they have used / visited them two or three times a year, and 15% weekly.

Residents more likely to say they, or a member of their household, have used a public swimming pool in the District monthly are ...

- Tokoroa and Putaruru Ward residents,
- residents aged 18 to 39 years,
- residents with an annual household income of \$30,000 to \$50,000.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who say they, or a member of their household, have used a public swimming pool 2 or 3 times a year. However, it appears that women are slightly more likely, than men, to have done so.

Main Reasons for Non-Usage

The main reasons residents say they have not used a public swimming pool in the District in the last 12 months are ...

- don't swim / not a swimmer / don't like swimming / water, mentioned by 24% of residents who have not used / visited a public swimming pool in the District in the last 12 months,
- no time / too busy, 14%,
- too old, 12%,
- not interested / don't want to / laziness, 10%,
- don't like public swimming pools / not clean, 10%,
- prefer beach / river / lake, etcetera, 8%,
- have our own pool / spa pool, 6%,
- no need, children have left / children older, 6%,
- none here / too far away, 6%.

c. Spend Emphasis On Council Services/Facilities

Residents were asked to say whether they would like more, about the same or less spent on particular Council services / facilities, given that more cannot be spent on everything, without increasing rates and / or user charges where applicable.

Summary Table - Spend Emphasis

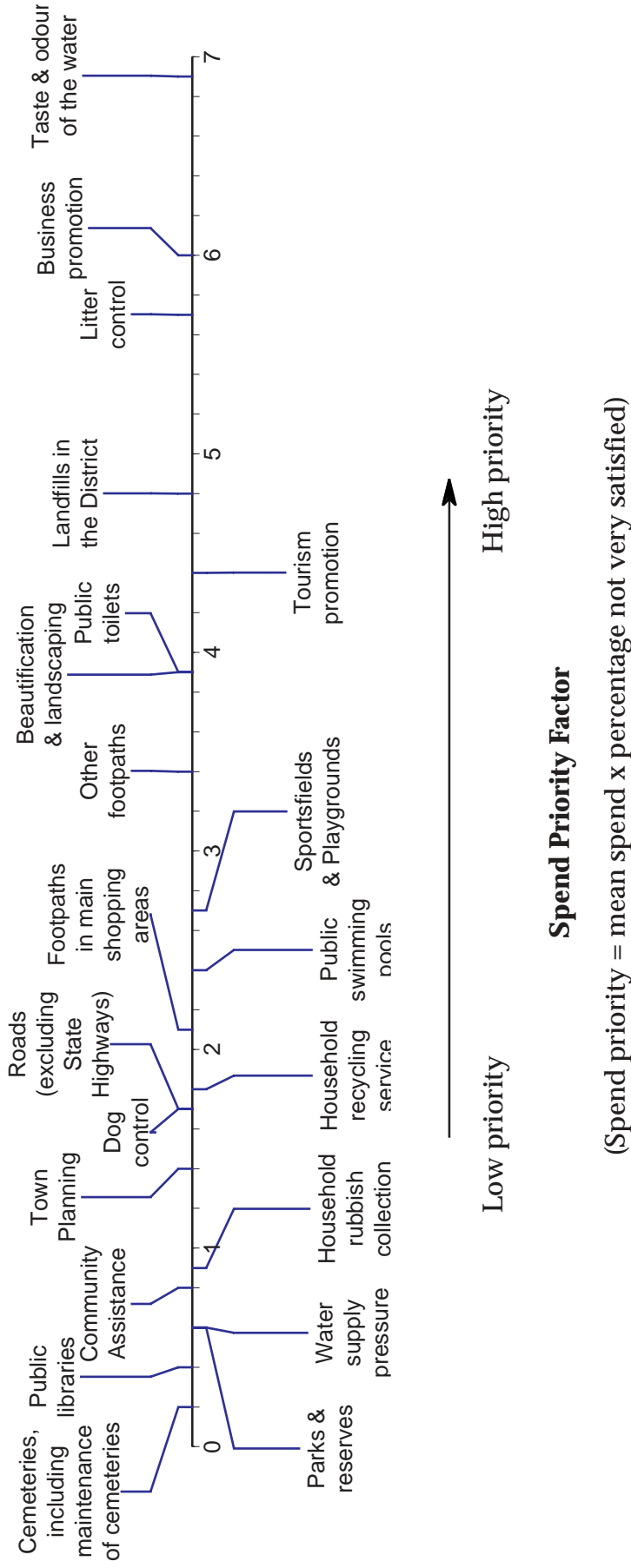
	Spend More %	Spend About The Same %	Spend Less %	Unsure %
Tourism promotion	37	50	3	10
Business promotion	36	49	1	14
Litter control	29	69	-	2
Beautification and landscaping	28	68	1	3
Taste and odour of the water	27	61	1	11
Sportsfields & playgrounds	25	66	1	8
Public toilets	25	66	1	8
Other footpaths	24	71	3	2
Community Assistance	22	61	2	15
Household recycling service	21	73	-	6
Public swimming pools	20	70	2	8
Landfills in the District	19	65	4	12
Town Planning	19	58	3	20
Roads (excluding State Highways)	18	75	5	2
Footpaths in main shopping areas	17	75	7	1
Public Libraries	16	77	1	6
Dog Control	16	75	3	6
Parks & Reserves	15	79	1	5
Household rubbish collection	11	81	-	8
Water supply pressure	9	80	1	10
Cemeteries, including maintenance of cemeteries	8	77	1	14

Top Five Spend 'More' Services/Facilities - By Ward

	Spend More 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
Tourism promotion	37	41	31	32
Business promotion	36	40	26	37
Litter control	29	32	24	28
Beautification and landscaping	28	29	22	39
Taste and odour of the water	27	28	25	30

* multiple responses allowed

d. Spend Priority



This graph shows the priorities for spending for Council.

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.

Taste and odour of water, business promotion, litter control, and landfills in the District are the top priorities for Council in terms of spend, with cemeteries (including maintenance of cemeteries), public libraries, water supply pressure, and parks and reserves being of lowest priority 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 and 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 was 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 South Waikato District residents have for Council's actions, decisions and management. "Support" is a mixture of agreement with the activity, decision or management, and/or whether District residents have been adequately informed of the proposed action/decision/management.

a. Recent Actions, Decisions Or Management Residents Approve Of

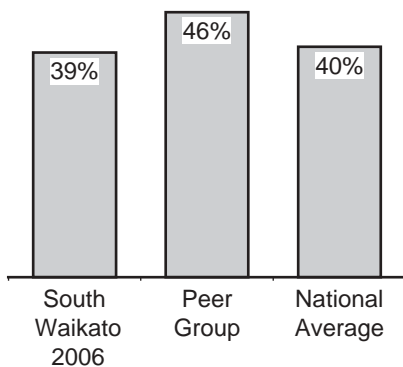
Overall, 39% of South Waikato District residents have in mind a recent Council action, decision or management they approve of.

This is below the Peer Group Average and similar to the National Average.

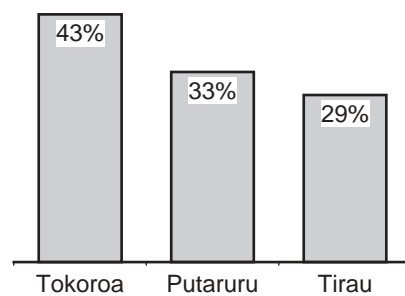
Residents more likely to have in mind a Council action, decision or management they approve of are ...

- Tokoroa Ward residents,
- residents with an annual household income of more than \$50,000,
- longer term residents, those residing in the District more than 10 years.

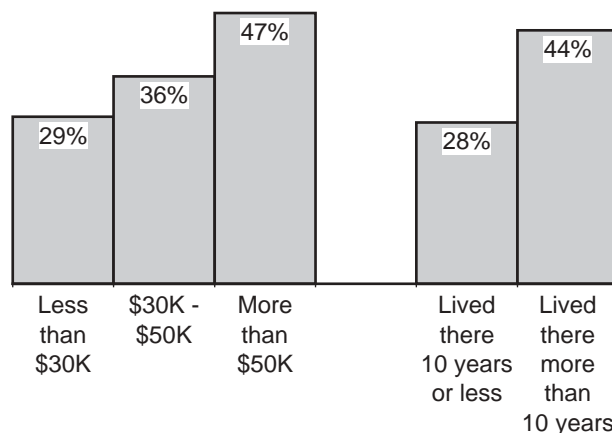
Percent Approving - Comparison



Percent Approving - By Ward



Percent Approving - Comparing Different Types Of Residents



Actions/Decisions/Management Residents Approve Of

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

- new youth park/fun park/playground,
- good community spirit/help/support the community,
- good communication/consultation/hold regular meetings,
- walkways/river trails,
- beautification/upgrading of the town/area,
- keeping District/parks clean and tidy,
- Graffiti Free Day,
- swimming pools in the area,
- Council doing a good job/good service/friendly,
- good recreational/cultural initiatives,
- Mayor has a high profile.

Summary Table - Main Actions/Decisions/Management Approve Of

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
New youth park/fun park/playground	10	15	2	-
Good community spirit/help/support the community	4	4	3	2
Good communication/consultation/hold regular meetings	3	2	4	8
Walkways/river trails	3	2	5	-
Beautification/upgrading of the town/area	2	2	4	2
Keeping District/parks clean and tidy*	2	3	1	6
Graffiti Free Day	2	3	-	-
Swimming pools in the area	2	1	4	1
Council doing a good job/good service/friendly	2	2	2	-
Good recreational/cultural initiatives	2	2	1	2
Mayor has a high profile	2	2	1	2

* 1% of residents disapprove of "too much graffiti/vandalism - untidy"

b. Recent Actions, Decisions Or Management Residents Disapprove Of

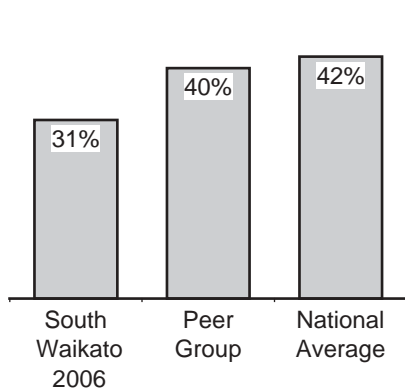
Overall, 31% of South Waikato District residents have in mind a recent Council action, decision or management they disapprove of.

This is below both the Peer Group and National Averages.

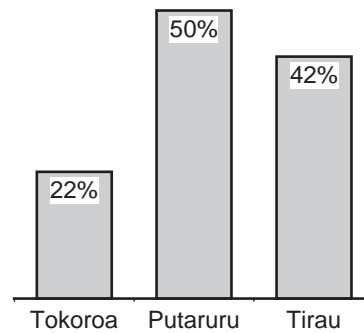
Residents more likely to have in mind a Council action, decision or management they disapprove of are ...

- Putaruru and Tirau Ward residents,
- men
- residents with an annual household income of more than \$50,000,
- ratepayers.

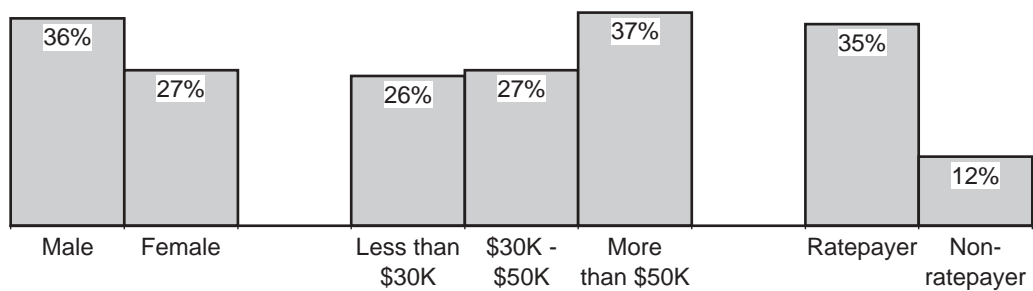
Percent Approving - Comparison



Percent Approving - By Ward



Percent Disapproving - Comparing Different Types Of Residents



Actions/Decisions/Management Disapprove Of

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

- swimming pool in Putaruru,
- \$90,000 golden handshake to the CEO,
- poor decisions / decision making / could be better,
- lack of consultation / information / don't listen to people,
- Tirau Information Centre,
- wasting money / overspending / poor financial management,
- blocking off Logan Street,
- picture theatre purchase and sale.

Summary Table - Main Actions / Decisions / Management Disapprove Of

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Swimming pool in Putaruru*	7	1	20	5
\$90,000 golden handshake to the CEO	3	4	1	3
Poor decisions / decision making / could be better [†]	3	2	4	8
Lack of consultation / information / don't listen to people*	2	1	4	-
Tirau Information Centre	2	-	3	12
Wasting money / overspending / poor financial management	2	1	3	3
Blocking off Logan Street	2	3	-	-
Picture theatre purchase and sale ^{††}	2	1	3	-

* 2% of residents approve of "swimming pools in the area"

[†] 2% of residents approve of "Council doing a good job / good service / friendly"

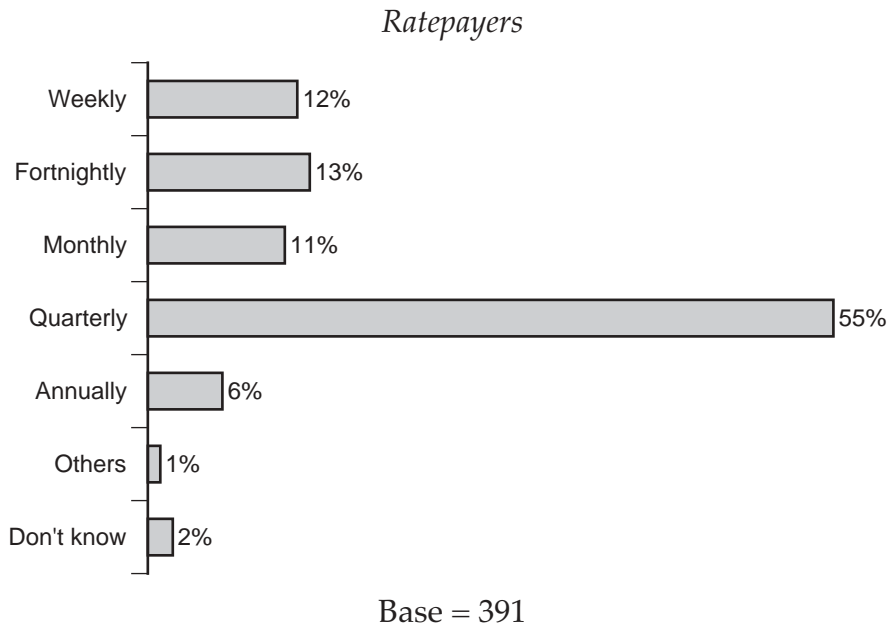
** 3% of residents approve of "good communication / consultation / hold regular meetings"

^{††} 1% of residents approve of "picture theatre"

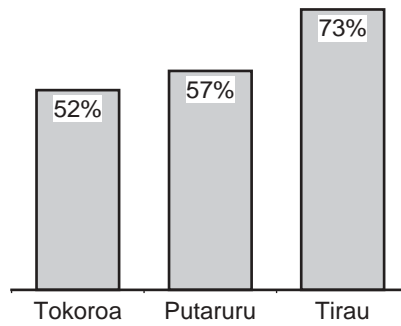


3. Rates Issues

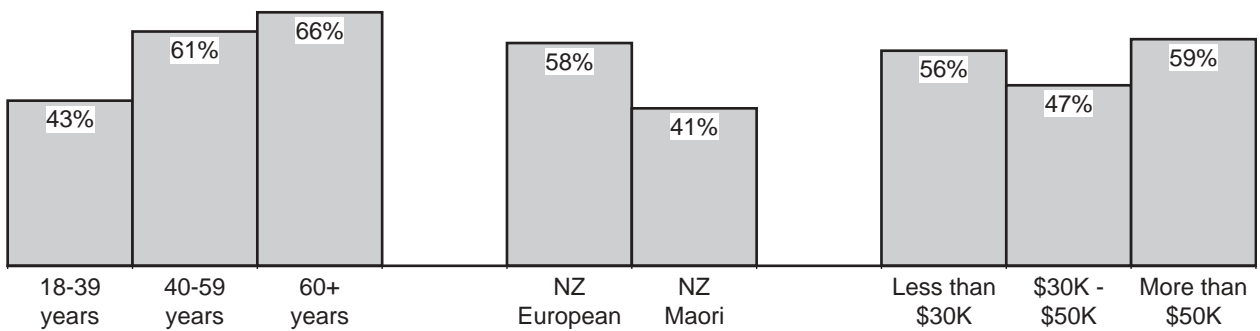
a. Preferred Frequency For Paying Rates



Percent Who Prefer 'Quarterly' Payment - Ratepayers, By Ward



Percent Who Prefer 'Quarterly' Payment - Comparing Different Types Of Ratepayers



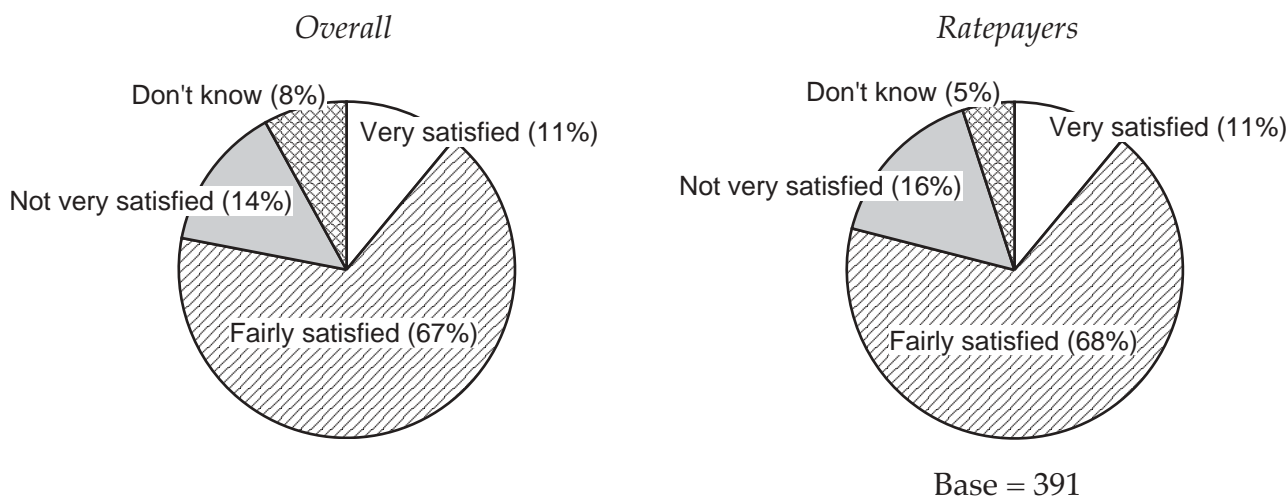
84% of residents identify themselves, or a member of their household, as ratepayers.

55% of South Waikato District ratepayers prefer paying their rates on a quarterly basis. No other option is preferred by more than 13% of ratepayers.

Ratepayers more likely to favour quarterly payments are ...

- Tirau Ward ratepayers,
- ratepayers aged 40 years or over,
- NZ European ratepayers.
- ratepayers with an annual household income of less than \$30,000 or more than \$50,000.

b. Satisfaction With The Way Rates Are Spent On The Services And Facilities Council Provides



Overall, 78% of residents are satisfied with the way rates are spent on the services and facilities provided by Council. 14% of all residents are not very satisfied with the way rates are spent, and this is slightly below the Peer Group Average and below the National Average.

79% of ratepayers are satisfied with the way rates are spent, while 16% are not very satisfied.

Ratepayers are more likely to be not very satisfied with the way rates are spent on the services and facilities provided by Council, than non-ratepayers.

It appears that Putaruru Ward residents are slightly more likely, than other Ward residents, to feel this way.

The main reasons residents are not very satisfied with the way rates are spent are ...

- too high for services received / no value for money,
- wasting money / overspend / poor financial management,
- some areas neglected / unfair allocation,
- rates too high / increases.

Satisfaction With The Way Rates Are Spent On Services And Facilities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2006	11	67	78	14	8
<u>Comparison</u>					
Peer Group (Provincial)	10	64	74	19	7
National Average	9	65	74	21	5
<u>Ward</u>					
Tokoroa	13	(71)	(84)	9	7
Putaruru	7	61	68	25	7
Tirau	14	59	73	17	10
<u>Ratepayer?</u>					
Ratepayer	11	(68)	79	(16)	5
Non-ratepayer	12	59	71	5	(24)

% read across

Summary Table - Main Reasons* For Being Not Very Satisfied With The Way Rates Are Spent

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Mention ...</u>				
Too high for services received/no value for money	4	3	7	4
Wasting money/overspend/poor financial management	3	1	8	-
Some areas neglected/unfair allocation	2	-	4	7
Rates too high/increases	2	1	3	2

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

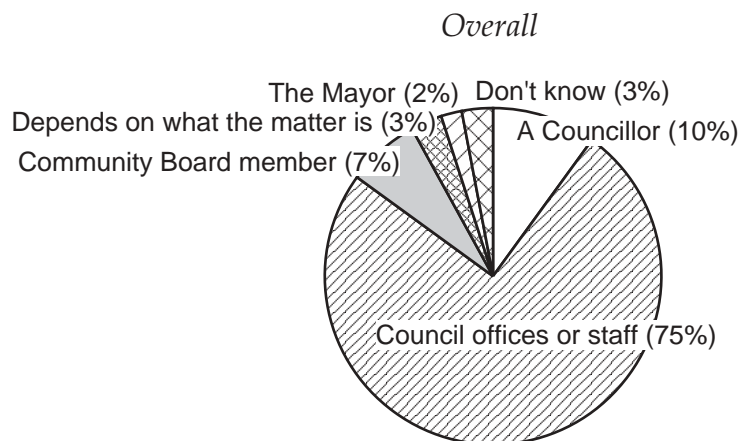
Total District = 78%

Ratepayers = 79%



4. Contact With Council

a. Who They Approach First If They Have A Matter To Raise With Council



Summary Table - Who They Approach First If They Have A Matter To Raise With Council

	Total District 2006 %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Percent Who Contact ...</u>				
The Council offices or staff	75	76	75	70
A Councillor	10	11	10	5
Depends on what the matter is	3	1	6	4
A Community Board member	7	6	4	19
The Mayor	2	2	2	-
Don't know	3	4	3	2
Total	100	100	100	100
Base				

75% of residents would contact Council offices or staff first if they had a matter to raise with Council, followed by a Councillor (10%).

Residents more likely to contact Council offices or staff first are ...

- residents aged 18 to 59 years,
- shorter term residents, those residing in the District 10 years or less,
- NZ European residents.

Residents who say 'it depends on what the matter is', were asked to give examples of what they would contact a Councillor, the offices, or a Community Board member for ...

Contact A Councillor

"See how Council felt over a certain issue."

"About a rumour of sale of cinema."

"About the fields for the Soccer Club."

"If nothing done about the graffiti I have reported."

"An important issue such as the occasional grandiose plan that most residents feel put out about."

"Building permits."

"A & P Association, where we need their support, we would go direct to a Councillor."

"Problem with a big issue."

"Infrastructure or roading problem."

"To find out community information."

"On philosophical issues."

"Personal stake in a major situation."

"If already approached Council and not fixed."

"Something that is more important than general enquiries."

Contact The Offices

"To place a submission."

"Rang about dead cat - health and safety."

"Re-occurring graffiti."

"Closure of the only swimming pool in Putaruru. Many residents think the old one should be redone."

"Minor issues."

"Roading, rates and talk to appropriate person."

"Other issues and follow the right course."

"Problem with water."

"Dog registration."

"Flooding or something."

"To find out answers to general questions."

"If I want something done."

"Permits, property information."

"Footpath repairs, water, etc."

"General, trivial stuff."

Contact A Community Board Member

"To chat about issues and what is happening in the Council."

"Only if in Tirau."

"Strong view regarding Council direction."

"Ask who I need to contact about a complaint."

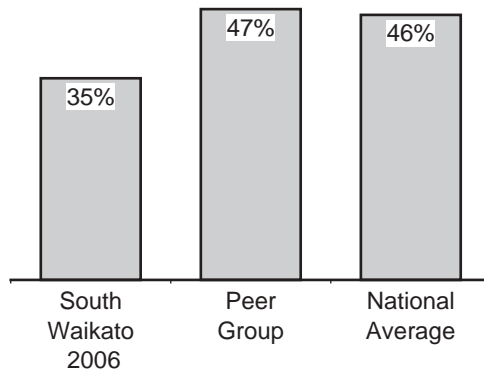
b. Levels Of Contact

2006 - Yes, Have Contacted ...

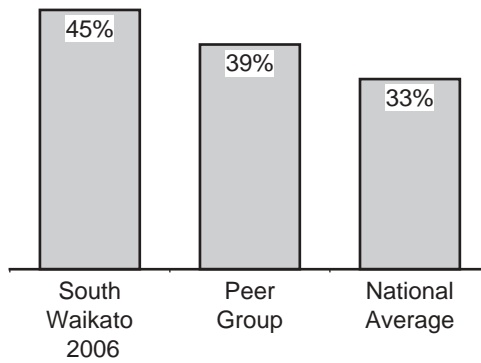


Percent Saying 'Yes' - Comparison

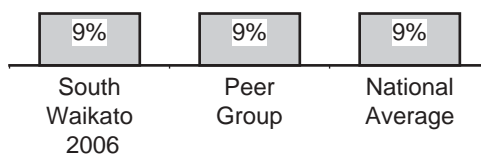
'By Phone'



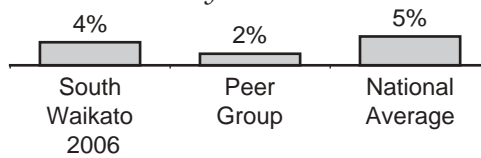
'In Person'



'In Writing'



'By E-mail'



38% of residents have contacted Council offices by phone in the last year, while 45% visited a Council office in person, 9% contacted Council in writing and 4% contacted them by e-mail.

Residents are slightly less likely than Peer Group residents and less likely than residents nationwide to have contacted Council by phone.

They are more likely than residents nationwide, and slightly more likely than like residents, to say they have contacted Council in person.

South Waikato District residents are similar to Peer Group residents and residents nationwide in saying they have contacted Council in writing and/or by e-mail.

Women are more likely to contact Council offices by phone, than men.

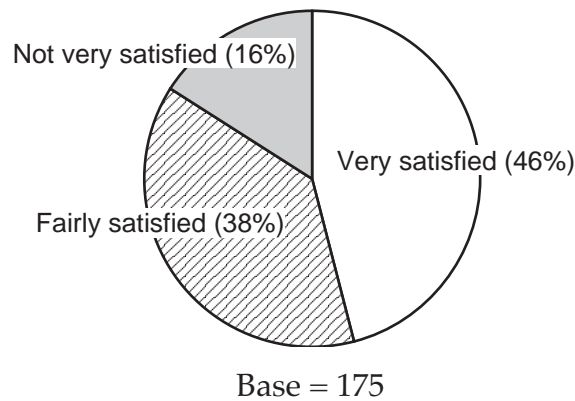
Residents more likely to visit a Council office in person are ...

- Tokoroa Ward residents,
- ratepayers.

There are no notable differences between Wards and socio-economic groups, in terms of those residents contacting Council in writing. However, it appears that NZ European residents are slightly more likely to do so, than NZ Maori residents.

Tirau Ward residents are more likely to contact Council by e-mail, than other Ward residents.

c. Satisfaction When Contacting The Council Offices By Phone



84% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 46% who are very satisfied, while 16% are not very satisfied.

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

There are no notable differences between Wards and socio-economic groups in terms of those residents who have contacted Council by phone in the last 12 months and are not very satisfied.

Reasons They Are Not Very Satisfied

28 residents contacting Council Offices by phone are not very satisfied and give the following main reasons* ...

- poor service / attitude / unhelpful, mentioned by 4% of residents contacting Council by phone (8 respondents),
- lack of action / slow to act, 3% (6 respondents),
- unsatisfactory outcome / problem not solved, 3% (5 respondents),
- didn't ring back / didn't get back to me, 3% (5 respondents).

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices By Phone</u>					
Total District 2006	46	38	84	16	-
<u>Comparison*</u>					
Peer Group (Provincial)	44	38	82	18	-
National Average	42	40	82	18	-
<u>Ward</u>					
Tokoroa	49	34	83	17	-
Putaruru	42	40	82	18	-
Tirau*	41	49	90	10	-

% read across

* Caution: small base

Base = 175

d. Satisfaction When Visiting A Council Office In Person



86% of residents visiting a Council office in person in the last 12 months are satisfied, including 53% who are very satisfied. 14% are not very satisfied.

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

There are no notable differences between Wards and socio-economic groups, in terms of those residents who have contacted the Council in person and are not very satisfied. However, it appears that women are slightly more likely, than men, to feel this way.

Reasons They Are Not Very Satisfied

28 residents visiting a Council office in person are not very satisfied and give the following main reasons* ...

- poor attitude / unhelpful / unfriendly, mentioned by 5% of residents who visited a Council office in person (10 respondents),
- lack of action / slow, 3% (5 respondents),
- poor service / inefficient, 2% (4 respondents),
- unsatisfactory outcome / unhappy with response, 2% (4 respondents).

* multiple responses allowed

Satisfaction When Visiting A Council Office In Person

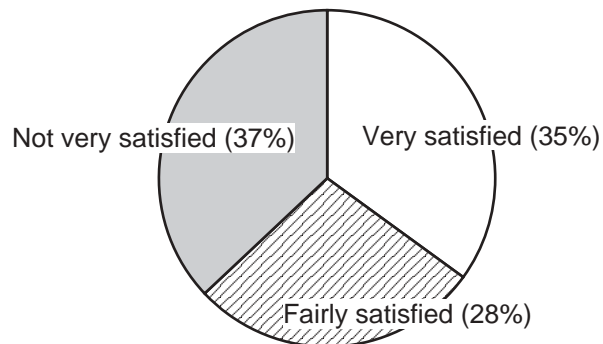
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices In Person</u>					
2006	53	33	86	14	-
<u>Comparison</u>					
Peer Group (Provincial)	54	31	85	15	-
National Average	47	37	84	16	-
<u>Ward</u>					
Tokoroa	58	30	88	12	-
Putaruru	39	41	80	20	-
Tirau*	52	39	91	9	-
<u>Gender</u>					
Male	50	41	91	9	-
Female	56	26	82	18	-

% read across

* Caution: small base

Base = 207

e. Satisfaction When Contacting The Council Offices In Writing



Base = 39

(Margin of error is $\pm 15.7\%$)

63% of residents contacting the Council offices in writing in the last 12 months are satisfied, while 37% are not very satisfied.

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

Because all Wards and most socio-economic groups have small bases (<30), no comparisons have been made.

Taking into account the varying bases, residents contacting a Council office in writing are more likely to be not very satisfied than residents who contact Council either by phone or in person.

Reasons They Are Not Very Satisfied

15 residents contacting Council Offices in writing are not very satisfied and give the following main reasons* ...

- no reply / no response, mentioned by 17% of residents contacting Council in writing (7 respondents),
- unsatisfactory outcome / unhappy with response, 11% (4 respondents),
- lack of action, 7% (3 respondents).

* multiple responses allowed

Satisfaction When Contacting The Council Offices In Writing

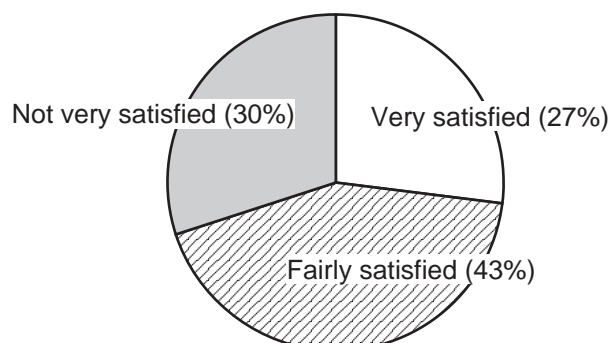
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices In Writing</u> 2006	35	28	63	37	-
<u>Comparison</u>					
Peer Group (Provincial)	37	27	64	36	-
National Average	26	43	69	26	-
<u>Ward*</u>					
Tokoroa	40	23	63	37	-
Putaruru	31	40	71	29	-
Tirau	14	35	49	51	-

% read across

* Caution: small bases

Base = 39

f. Satisfaction When Contacting The Council Offices By E-Mail



Base = 16*

* Caution: small base

Twelve South Waikato residents contacting the Council offices by e-mail in the last 12 months are satisfied, while four are not very satisfied.

As the bases for Wards and most socio-economic groups are very small (<30), no comparisons have been made.

Reasons They Are Not Very Satisfied

The reasons given by the four residents contacting the Council by e-mail who are not very satisfied are:

"I got a phone call in reply, but once again the issue was avoided."

"I was pleased about the final result, but not the time it took to have the matter resolved."

"It was more the person we were emailing rather than the Council office - it was a business matter."

"They have a project, 'Tokoroa Warm Home'. We were picked for the whole project. It was the first time the project was held here, and there were a lot of mixed messages which caused a lot of frustration on our part, to put it mildly."

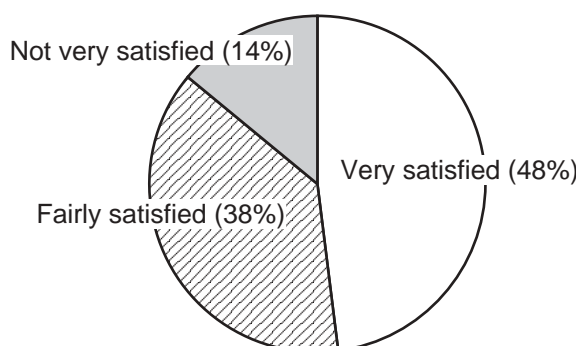
g. Satisfaction With Overall Service Received When Contacted Council Offices

The Council office residents mainly contact is ...

	Residents who have contacted Council %	Ward		
		Tokoroa %	Putaruru %	Tirau %
<u>Office Visited</u>				
Tokoroa office	80	99	42	64
Putaruru office (Overdale Street)	19	-	57	30
Tirau Visitor Information Centre	-	-	-	2
Unsure	1	1	1	4

Base = 282

Overall - Contacted A Council Office In The Last 12 Months



Base = 282

60% of residents have contacted the Council offices in the last 12 months. These residents were asked to say how satisfied they are with the overall service they received. 86% are satisfied with the service received, with 48% being very satisfied, while 14% are not very satisfied.

The percent not very satisfied with the service they received from Council offices is similar to the Peer Group and National Averages.

Women who have contacted Council are more likely to be not very satisfied, than men.

Satisfaction With Overall Service Received When Contacted Council Offices

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council</u>					
2006	48	38	86	14	-
<u>Comparison</u>					
Peer Group (Provincial)	47	37	84	16	-
National Average	43	39	82	17	1
<u>Ward</u>					
Tokoroa	53	35	88	11	1
Putaruru	41	39	80	20	-
Tirau	35	50	85	15	-
<u>Gender</u>					
Male	45	46	91	9	-
Female	51	30	81	19	-

% read across

Base = 282

Recommended Satisfaction Measures For Reporting Purposes:

Contacted Council in the last 12 months	= 86%
Contacted Council by phone	= 84%
Contacted Council in person	= 86%
Contacted Council in writing	= 63%
Contacted Council by e-mail*	= 70%

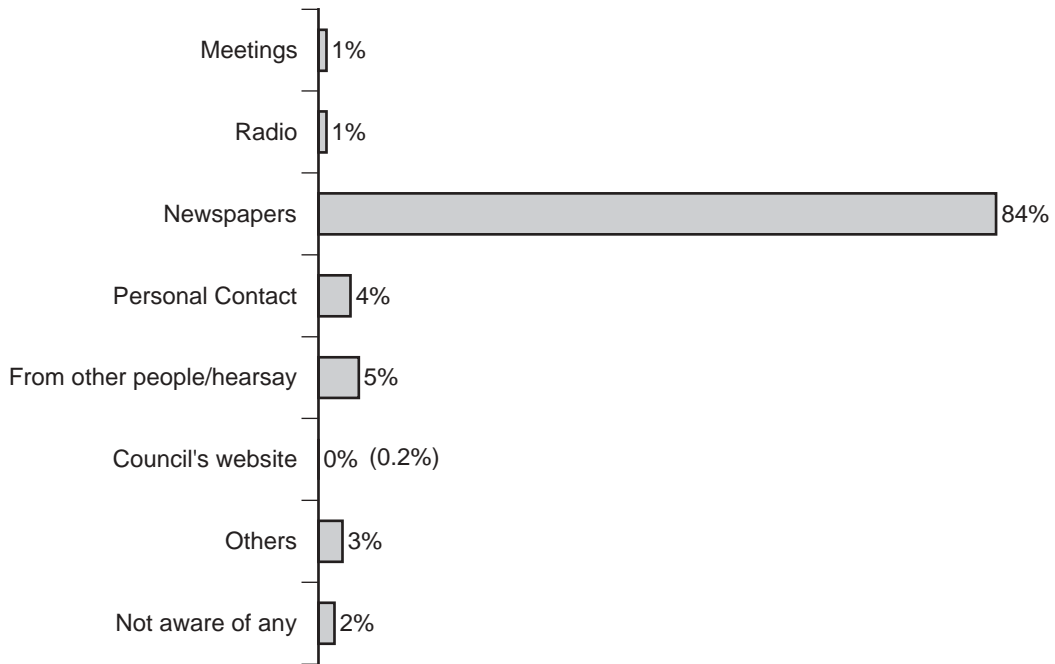
* Caution: small base



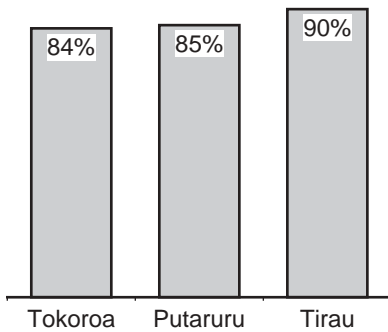
5. Information

a. Main Source Of Information About Council

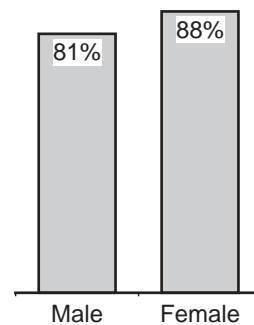
Where, Or From Whom, Do You Mainly Get Your Information About Council?



*Percent Saying 'Newspapers' -
By Ward*



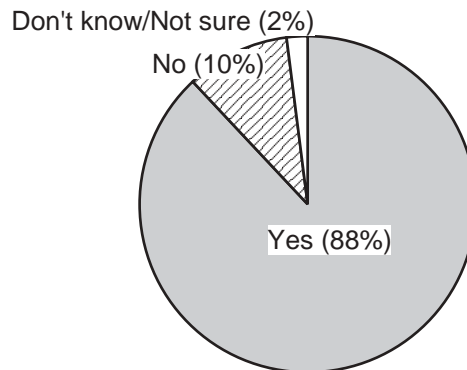
*Percent Saying 'Newspapers' -
Comparing Different Types Of Residents*



The majority of residents (84%) consider newspapers to be their main source of information about Council.

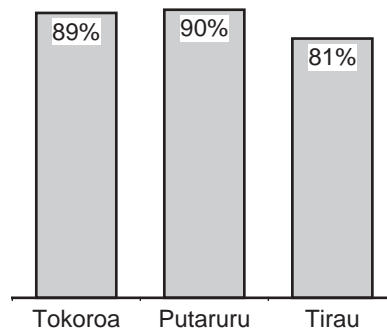
Women are more likely to consider newspapers to be their main source of information about Council, than men.

b. Readership Of Information Published By Council In The Last 12 Months



Base = 444

Percent Saying 'Yes' - By Ward

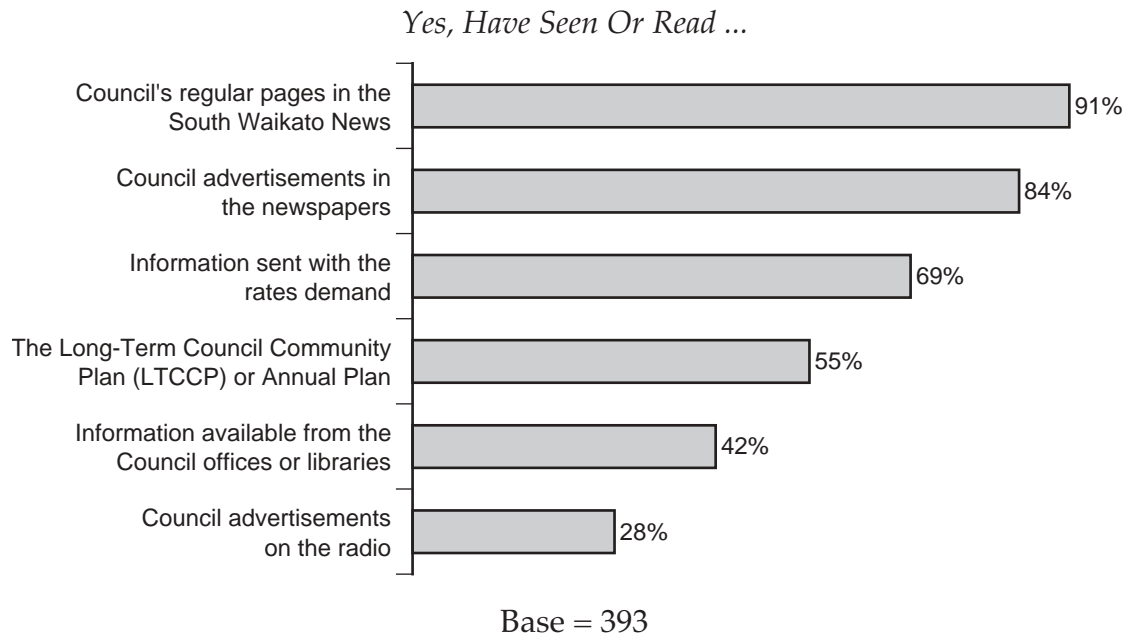


88% of residents who are aware of information about what's going on in the District say they have seen or read, in the last 12 months, information Council publishes specifically for the community.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who say they have seen or read information published by Council in the last 12 months. However, it appears that Tirau Ward residents are slightly less likely, than other Ward residents, to have done so.

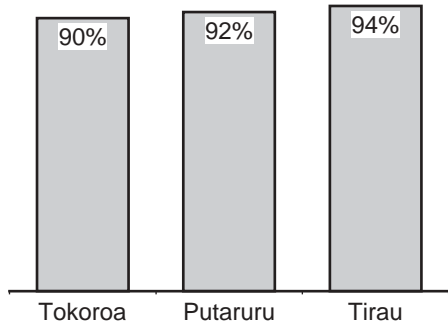
c. **Types Of Information Published By Council Residents Have Seen Or Read In The Last 12 Months**

Those residents (88%) who have seen or read information published by Council were asked to consider what types they have seen/read in the last 12 months.

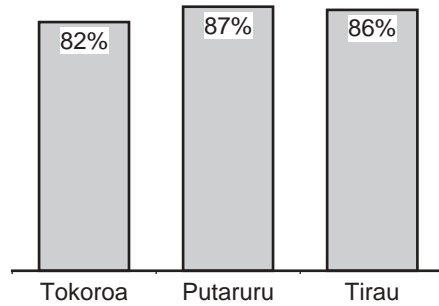


Yes, Have Seen/Read - By Ward

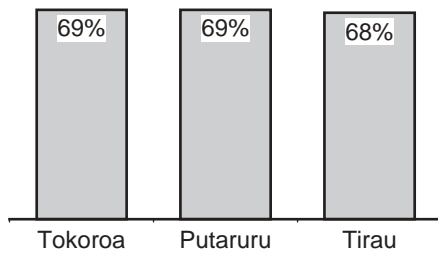
Council's regular page in the South Waikato News



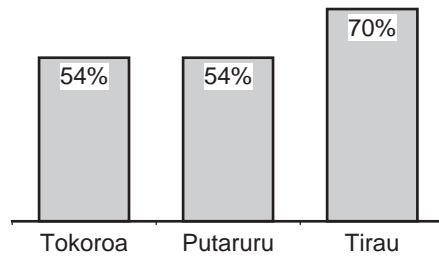
Council advertisements in the newspapers



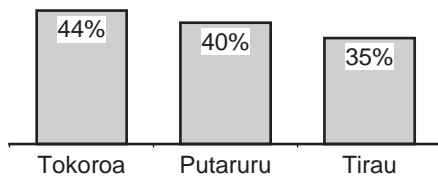
Information sent with the rates demand



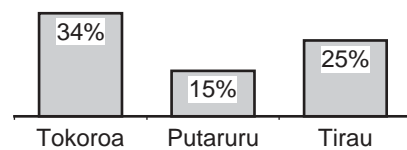
The Long-Term Council Community Plan (LTCCP) or Annual Plan



Information available from the Council offices or libraries



Council advertisements on the radio



Of those who have seen or read information published by Council in the last 12 months, a majority (91%) have seen or read Council's regular pages in the South Waikato News, Council advertisements in the newspapers (84%), and/or information sent with the rates demand (69%).

There are no notable differences between Wards and socio-economic groups, in terms of those residents who have read or seen the Council's regular pages in the South Waikato News.

Residents more likely to have read or seen Council advertisements in newspapers are...

- residents with an annual household income of \$30,000 or more,
- ratepayers.

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

- residents aged 40 years or over,
- women,
- NZ European residents,
- residents with an annual household income of less than \$30,000 or more than \$50,000,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

Residents more likely to have read or seen The Long-Term Council Community Plan (LTCCP) or Annual Plan are ...

- Tirau Ward residents,
- residents aged 40 years or over,
- ratepayers.

Residents more likely to have read or seen the information available from the Council Offices or libraries are ...

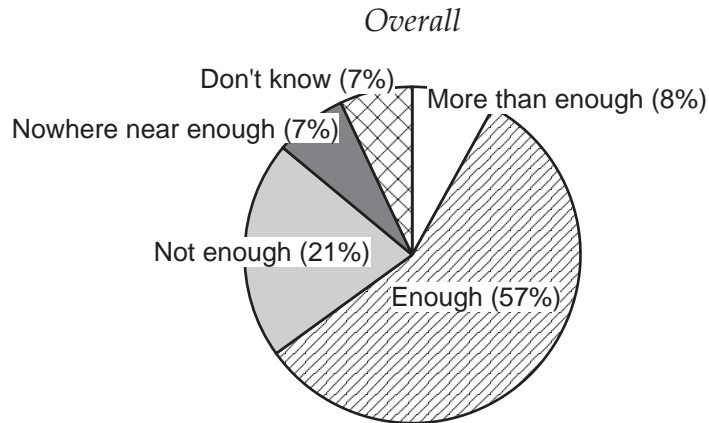
- residents aged 60 years or over,
- men.

Residents more likely to have read or seen Council advertisements on the radio are ...

- Tokoroa and Tirau Ward residents,
- men,
- NZ Maori residents,
- longer term residents, those residing in the District more than 10 years.

d. 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 2006 %	Peer Group Average %	National Average %
<u>Percent Who Mentioned ...</u>			
More than enough	<u>8</u> 65	<u>8</u> 66	<u>7</u> 65
Enough	<u>57</u>	<u>58</u>	<u>58</u>
Not enough	<u>21</u> 28	<u>22</u> 30	<u>24</u> 31
Nowhere near enough	<u>7</u>	<u>8</u>	<u>7</u>
Don't know / not sure	7	4	4
Total	100	100	100

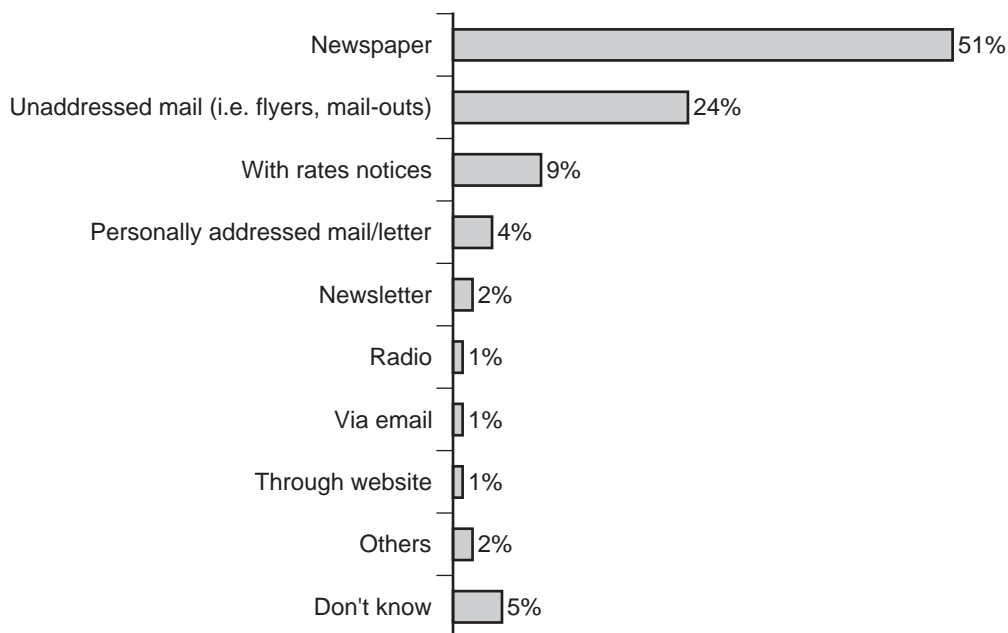
65% of residents feel that there is enough/more than enough information supplied, with 28% feeling there is not enough/nowhere near enough information supplied.

South Waikato District residents are similarly likely as Peer Group residents and residents nationwide to feel there is enough/more than enough information.

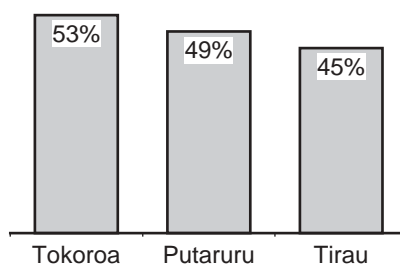
Residents more likely to feel there is enough/more than enough information supplied by Council are ...

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

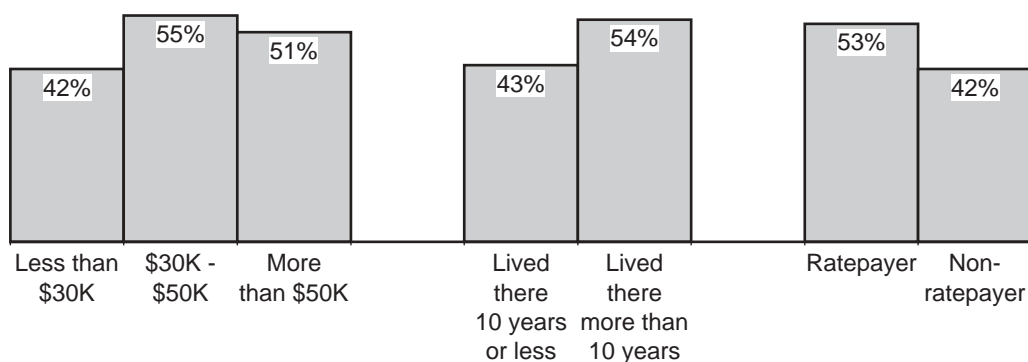
e. Preferred Method of Receiving Information



Percent Saying 'Newspapers' - By Ward



Percent Saying 'Newspapers' - Comparing Different Types Of Residents



51% of residents say they would most prefer to receive information from Council in newspapers, with 24% favouring unaddressed mail. No other preference was mentioned by more than 9% of residents.

Residents more likely to prefer newspapers are ...

- residents with an annual household income of \$30,000 or more,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.



6. Representation

The success of democracy of the South Waikato 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 on personal experience or on hearsay.

a. **Accessibility of Councillors**

	Would know how to make contact and would do so %	Wouldn't know how to contact Councillor - would let matter drop %	Don't know %
<u>Overall</u>			
Total District 2006	75	23	2
<u>Ward</u>			
Tokoroa	78	21	1
Putaruru	67	32	1
Tirau	81	14	5
<u>Age</u>			
18 - 39 years	65	34	1
40 - 59 years	81	16	3
60+ years	86	12	2
<u>Ethnicity</u>			
NZ European	78	21	1
NZ Maori	61	38	1

% read across

Overall, 75% of South Waikato District residents feel they know how to contact a Councillor and would go ahead and do so if the situation arose where they wanted to put a viewpoint, problem or issue to a Councillor.

Residents less likely to feel their Councillors are accessible tend to be ...

- Putaruru Ward residents,
- residents aged 18 to 39 years,
- NZ Maori residents.

b. Councillors' Approachability

Summary Table - Degree Of Approachability

	Welcome comments - be comfortable approaching %	Reluctant/ resistant - have to push hard %	Somewhere between the two %	Don't know %
<u>Overall</u>				
Total District 2006	43	12	36	9
<u>Comparison</u>				
Peer Group (Provincial)	48	7	36	9
National Average	40	11	35	14
<u>Ward</u>				
Tokoroa	45	11	36	8
Putaruru	41	15	36	8
Tirau	42	12	37	9
<u>Age</u>				
18 - 39 years	33	11	48	8
40 - 59 years	53	12	28	7
60+ years	49	14	25	12
<u>Length of Residence</u>				
Lived there 10 years or less	35	10	45	10
Lived there more than 10 years	47	13	32	8
<u>Household Income</u>				
Less than \$30,000 p.a.	37	20	25	18
\$30,000 - \$50,000 p.a.	46	12	37	5
More than \$50,000 p.a.	47	8	40	5

% read across

In terms of how approachable residents feel their Councillors to be, 43% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them. 12% feel they appear reluctant and resistant to comments and requests, with 36% saying the answer lies somewhere between the two.

South Waikato District residents are slightly less likely, in terms of feeling comfortable approaching Councillors, as their Peer Group counterparts, but on par with New Zealanders on average, in feeling this way.

Residents more likely to feel comfortable in approaching a Councillor, are ...

- residents aged 40 years or over,
- residents with an annual household income of \$30,000 or more,
- longer term residents, those residing in the District more than 10 years.

c. Perceived Degree Of Open-Mindedness Of Councillors

Summary Table - Degree Of Open-Mindedness

	Give fair and open- minded hearing %	Give defensive one-sided hearing %	Somewhere between the two %	Don't know %
<u>Overall</u>				
Total District 2006	31	17	44	8
<u>Comparison</u>				
Peer Group (Provincial)	33	15	46	6
National Average	29	18	43	10
<u>Ward</u>				
Tokoroa	34	14	43	9
Putaruru	26	19	48	7
Tirau	22	28	38	12
<u>Age</u>				
18 - 39 years	25	17	48	10
40 - 59 years	35	17	43	5
60+ years	37	17	38	8

% read across

31% of residents feel that Councillors give a fair and open-minded hearing when dealing with local community issues, 17% say they give a defensive and one-sided hearing, 44% say the answer lies somewhere between the two and 8% of residents don't know.

South Waikato residents are similar to the Peer Group and National Averages, in terms of believing that their Councillors give an open-minded hearing.

Residents aged 18 to 39 years are less likely to feel that Councillors give a fair and open-minded hearing, than other age groups.

It appears that Tokoroa Ward residents are slightly more likely, than other Ward residents, to feel this way.

d. Expected Degree Of Consultation

Summary Table - Expected Degree Of Consultation

	Get on with job, keep informed %	Consult on major issues %	Consult on most issues %	No opinion %
<u>Total District 2006</u>	21	49	29	1
<u>Comparison</u>				
Peer Group (Provincial)	16	57	25	2
National Average	16	57	25	2
<u>Ward</u>				
Tokoroa	23	49	27	1
Putaruru	20	51	29	-
Tirau	12	50	38	-
<u>Gender</u>				
Male	24	46	30	-
Female	18	53	28	1
<u>Ethnicity</u>				
NZ European	19	55	25	1
NZ Maori	28	40	30	2
<u>Ratepayer?</u>				
Ratepayer	20	51	28	1
Non-ratepayer	27	42	31	-

% read across

When asked how much consultation they would like Council to have with its citizens, 49% opted for Council consulting with people on major issues only, otherwise getting on with the job they were elected to do. This percent is below the Peer Group and National Averages.

21% say Council should get on with the job but keep the public informed, while 29% would like Council to consult on most issues.

Residents more likely to want Council to consult on major issues only are ...

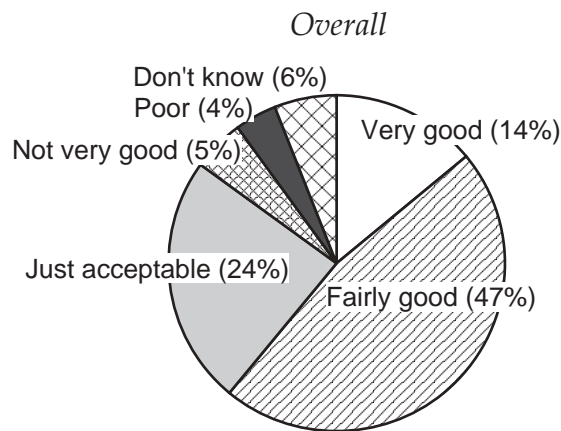
- women,
- NZ European residents
- ratepayers.

Those who expressed a desire for consultation on major issues, 49% overall, were asked what they considered to be major issues. Main issues* arising are ...

- swimming pool/Putaruru swimming pool, mentioned by 13% of all residents,
- major expenditure / financial issues / transactions, 7%,
- major developments / projects / buildings / land development, 6%,
- roading / road changes / roadworks, 5%,
- cinema complex, 4%,
- rubbish issues / recycling, 4%,
- rates issues / increases / spending, 4%.

* multiple responses allowed

e. **Performance Rating Of The Mayor And Councillors In The Last Year**



61% of residents rate the performance of the Mayor and Councillors over the past year as very /fairly good. 9% rate their performance as not very good /poor.

In terms of those rating the Mayor and Councillors as very /fairly good, South Waikato residents rate their performance as similar to the Peer Group Average and above the National Average.

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

- Tokoroa Ward residents,
- residents aged 40 to 59 years,
- longer term residents, those residing in the District more than 10 years,
- non-ratepayers.

Main Reasons For Rating Their Performance As Not Very good/Poor

The main reasons* given for rating the performance of the Mayor and Councillors as not very good /poor are ...

- poor decisions/badly handled issues/incompetent, mentioned by 23% of residents who rated their performance as not very good /poor (9 respondents),
- don't listen to the public/residents, 21% (8 respondents),
- wasting ratepayers' money, 18% (7 respondents),
- services/facilities needing attention, 16% (7 respondents),
- some areas neglected/money going elsewhere, 13% (5 respondents),
- poor handling of the swimming pool issue, 13% (5 respondents).

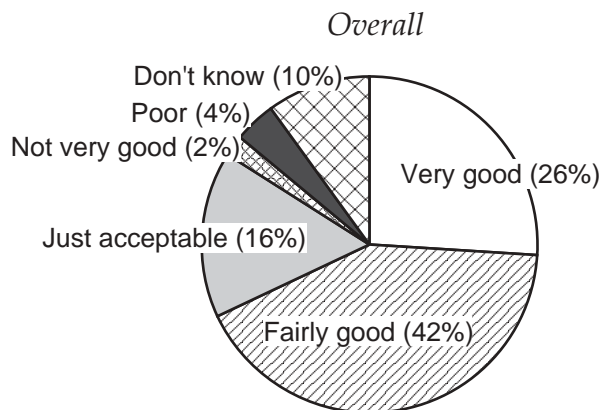
* multiple responses allowed

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 %
<u>Overall</u>				
Total District 2006	61	24	9	6
<u>Comparison</u>				
Peer Group (Provincial)	61	26	7	6
National Average	54	26	13	7
<u>Ward</u>				
Tokoroa	70	19	6	5
Putaruru	45	34	13	8
Tirau	48	26	19	7
<u>Age</u>				
18 - 39 years	59	25	8	8
40 - 59 years	68	20	9	3
60+ years	53	29	12	6
<u>Ratepayer?</u>				
Ratepayer	60	27	10	3
Non-ratepayer	69	10	1	20
<u>Length of Residence</u>				
Lived there 10 years or less	56	23	8	13
Lived there more than 10 years	63	25	9	3

% read across

f. Performance Rating Of The Council Staff In The Last Year



68% of residents rate the performance of the Council staff as very or fairly good. South Waikato residents rate their own Council staff's performance similar to Peer Group residents and above the nation as a whole. 6% rate their performance as not very good or poor.

Residents more likely to rate Council staff performance as very good / fairly good are ...

- Putaruru and, in particular, Tokoroa Ward residents,
- longer term residents, those residing in the District more than 10 years,
- residents with an annual household income of \$50,000 or less,
- NZ Maori residents.

Main Reasons For Rating Their Performance As Not Very good/Poor

The main reasons* given for rating the performance of Council staff as not very good / poor are ...

- lack of action / slow / poor service, mentioned by 43% of residents who rated their performance as not very good / poor (11 respondents),
- unhelpful / abrupt manner / don't listen, 34% (8 respondents),
- don't do a good job / not competent, 11% (3 respondents),
- poor decisions made / poor handling of issues, 11% (3 respondents).

* multiple responses allowed

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 %
<u>Overall</u>				
Total District 2006	68	16	6	10
<u>Comparison</u>				
Peer Group (Provincial)	66	19	6	9
National Average	61	21	8	10
<u>Ward</u>				
Tokoroa	↑ 74	12	5	9
Putaruru	60	21	7	12
Tirau	50	25	7	18
<u>Length of Residence</u>				
Lived there 10 years or less	62	16	6	16
Lived there more than 10 years	71	16	5	8
<u>Household Income</u>				
Less than \$30,000 p.a.	74	11	6	9
\$30,000 - \$50,000 p.a.	73	17	2	8
More than \$50,000 p.a.	63	18	7	12
<u>Ethnicity</u>				
NZ European	65	16	5	14
NZ Maori	81	10	7	2

% read across

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed**	*Expected numbers according to population distribution
<u>Ward</u>	Tokoroa	255	287
	Putaruru	149	124
	Tirau	49	41
<u>Age</u>	18-39 years	131	195
	40-59 years	156	163
	60+ years	166	95
<u>Ethnicity</u> [†]	NZ European	294	280
	NZ Maori	56	69

* Interviews are intentionally conducted in approximately equal numbers in each Ward, even though the populations may differ from Ward to Ward. This is done to give a relatively robust sample base within each Ward. 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. Also please refer to pages 2 to 4.

† 56 respondents identified themselves as European, 16 as Pacific Islanders, 3 as Asians , 26 as 'Other' and 2 refused to state their ethnicity (weighted numbers).

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