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Rotorua District Council: -Community Satisfaction Survey

July 2010
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Agenda

- ▶ **Introduction**
- ▶ **Results**
- ▶ **Conclusions**
- ▶ **Appendices**



Introduction

- Rotorua District Council wish to explore the perceptions of residents regarding various aspects of services that Council provides. The results of this study will feed into the Rotorua District Council Ten Year Plan process and allow Council staff to assess the performance of the Council against a set of pre-determined actions and performance levels.
- To this end Key Research were commissioned in 2010 to undertake a study involving residents in the Rotorua District to gauge perceptions of a number of Council services or initiatives. The study is undertaken annually, and this report presents the results for 2010.

Objectives:

The specific purposes of the survey were to:

- Determine the community's satisfaction with various council services and facilities.
- Compare this year's results with previous survey results.
- Compare results with the satisfaction levels of other councils.

Methodology:

- The study consisted of 401 telephone interviews with residents in the Rotorua District area:
- Quotas were enforced according to age, ethnicity, gender and ward, to ensure a proportionally representative sample of Rotorua District's population was obtained. The data was re-weighted to account for slight variances in the achieved quotas.
- Interviewing took place between Wednesday June 2nd and Tuesday June 22nd 2010;
- The overall results have a margin of error of +/-4.89% at the 95% confidence level.



Agenda

▶ Introduction

▶ **Results**

▶ Appendices

Executive Summary (I)

Awareness of Councillors:

- Slightly more than one-third of respondents (37%) stated they feel that the Mayor and Councillors Approachable. The majority of respondents (62%) Approve overall with the decisions and/or actions of Council in the last 12 months.
- Slightly more than one in ten respondents (11%) stated that they feel the Mayor and Councillors Appear reluctant and resistant to comments and requests. This is similar to the results recorded in 2009 (11%).
- Since 2008, the proportion of respondents who Approve overall with the decisions and/or actions of Council in the last 12 months has decreased (72% in 2008, 66% in 2009 and 62% in 2010).

Contact with Councillors:

- Since 2008, the proportion of respondents who Approve overall with the decisions and/or actions of Council in the last 12 months has decreased (72% in 2008, 66% in 2009 and 62% in 2010).
- Slightly more than one-third of respondents (36%) have contacted Council offices by Phone. This is similar to results recorded between 2007 and 2009.
- Slightly more than three in every ten respondents (31%) who have contacted council by phone in the last 12 months are Very satisfied with the contact.
- Slightly less than one-third of respondents (32%) have contacted Council offices In person. This represents a decrease on ten percentage points from the 2009 study (42%).
- Slightly more than one-fifth of respondents (21%) who had contacted Council offices in person, stated they were Not very satisfied with the contact. This represents an increase from the 2009 results (15%).
- There has been a significant decrease in the proportion of respondents who have contacted Council offices In writing (24%) since 2009 (35%). However, this result is similar to that recorded in 2008 (22%).
- Slightly less than three in every ten respondents (29%) stated they were Not very satisfied when they contacted Council offices in writing. This represents an increase from the 2009 results (21%).
- Slightly less than one-quarter of respondents (24%) stated they have contacted Council offices By email. This represents a decrease from the 2009 results (35%).
- One-quarter of respondents (25%) who had contacted Council offices by email, stated they were Not very satisfied with the contact. This represents an increase from the 2009 results (16%).

Executive Summary (II)

Performance:

- Slightly less than one-half of respondents (45%) rate the Councils performance over the last year is Very good (10%) or Fairly good (35%). A higher proportion of respondents (61%) rate the performance of the Council staff as Very good (24%) or Fairly good (37%).
- This has been a significant decrease in the proportion of respondents rating the performance of the Mayor and Councillors as Very good / fairly good (45%) from 2009 (59%). The proportion of respondents rating this aspect as Just acceptable (41%) has increased significantly from 2009 (29%).
- There has been a decrease in the proportion of respondents rating the performance of the Council staff as Very good / fairly good (61%) from 2009 (67%). This result is the lowest recorded for this aspect.
- The majority of respondents (70%) are Fairly satisfied with footpaths. Only 11% of respondents stated they were Not very satisfied which represents a decrease from the 2009 results (17%).
- There has been a decrease in the proportion of respondents Very satisfied (12%) with the roads in the District from 2009 (20%). This result is the lowest recorded for this aspect.
- The proportion of respondents Not very satisfied (22%) with storm water drainage has increase slightly from 2009 (19%).
- Since 2004, the proportion of respondents Not very satisfied (28%) with parking in Rotorua City has continuously decreased. Similar proportions of respondents are Very satisfied (14%) with this aspect as in 2009 (15%).
- The proportion of respondents Very satisfied with the control of dogs continues to decrease from 2008 (28% in 2008, 23% in 2009, 17% in 2010).
- The majority of respondents (62%) are Fairly satisfied with noise control. This represents an increase from the 2009 results (54%). Only 5% of respondents stated they are Not very satisfied with this aspect.
- There has been a significant decrease in the proportion of respondents Very satisfied (35%) with sport fields from 2009 (46%).
- There has been a decrease in the proportion of respondents Very satisfied (45%) with parks, reserves and playgrounds from 2009 (45%). This result is the lowest recorded for this aspect.
- The proportion of respondents Not very satisfied (34%) with recycling waste material has decreased significantly from 2009 (41%).
- Only 1% of respondents are Not very satisfied with the Art and History Museum however there has been a decrease in the proportion of respondents Very satisfied (48%) from 2009 (56%).
- Since 2007, the proportion of respondents Very satisfied with the beautification and landscaping of the District has decreased (71% in 2007, 66% in 2008, 64% in 2009 and 61% in 2010).
- There has been a significant decrease in the proportion of respondents Very satisfied (51%) with the library service from 2009 (68%).

Executive Summary (II)

- Almost two-fifths of respondents (39%) are Very satisfied with event and tourism promotion of Rotorua. This represents a significant decrease from previous years results (55% in 2007 and 2008, 53% in 2009).
- Slightly more than one-third of respondents (34%) are Very satisfied with the Rotorua Aquatic Centre. This represents a decrease of sixteen percentage points from the 2009 study (50%).
- One in eight respondents (13%) stated they are Not very satisfied with the promotion of job opportunities. This represents a slight decrease from the 2009 results (15%).
- Slightly more than one-quarter of respondents (26%) are Not very satisfied with public toilets. This represents a decrease from the 2009 results (35%).

Water supply:

- Slightly more than nine in every ten respondents (91%) have a Council provided piped water supply. Of these respondents, the majority stated they are Very satisfied (58%) with the piped water supply.
- The proportion of respondents Very satisfied with the piped water supply continues to decrease from 2007 (69% in 2007, 63% in 2008, 61% in 2009 and 58% in 2010).

Rubbish collection:

- The majority of respondents (97%) have a Council provided rubbish collection service. Of these respondents, slightly more than two-thirds (68%) stated they are Very satisfied with the rubbish collection service.
- The majority of respondents (68%) are Very satisfied with the rubbish collection service. This result is similar to that recorded between 2007 and 2009.

Sewerage system:

- 86% of respondents have a Council provided sewerage system. Of these respondents, slightly more than two-thirds (68%) stated they are Very satisfied with the sewerage system.
- The proportion of respondents Very satisfied (68%) with the sewerage system continues to decrease from 2008 (76%).

Usage of services and facilities:

- The majority of respondents have used or visited A park, reserve or playground (79%), Council's recycling services (73%) and A District Library (58%) in the last year.

Executive Summary (IV)

Rates:

- Slightly more than nine in every ten respondents (91%) has a member of their household / or them personally pay rates on a property in Rotorua. Only 13% of respondents stated they are Very satisfied with the way the rates are being spent on the services and facilities provided by the Council.
- There has been a decrease in the proportion of respondents Not very satisfied (16%) with the way the rates are being spent on the services and facilities provided by the Council from 2009 (22%).

Spend Emphasis:

- Recycling water material (48%), Public toilets (35%), Storm water drainage (26%) and Roads (25%) are the key areas identified by respondents that Council should spend more money on. Each of these aspects also have a moderate proportion of respondents willing to pay more rates in order for these facilities to be improved (31%, 20%, 11% and 10% respectively).

Information:

- Newspapers (82%) is predominantly where respondents see, read or hear information about the Council. The proportion of respondents recalling information about Council from Personal contact (13%) and From other people / hearsay (16%) have increased from 2009 (9% and 7% respectively).
- Daily Post (86%) is the newspaper respondents most recall seeing / hearing or reading information about Council. Although the Rotorua Review (52%) and The Weekender (42%) continue to be sources of information by moderate proportions of respondents, these have decrease from 2009 results (67% and 53% respectively)
- Slightly more than one-third of respondents (34%) stated that information about Council is generally presented in a balanced way. This represents a slight decrease from the 2009 results (37%).
- Slightly more than two-thirds of respondents (67%) have seen information published by the Council about the community in the last 12 months. More specifically, 77% of these respondents recalled seeing Information sent with the rates demand and 75% recall seeing Newspaper supplements.
- The proportion of respondents who recall seeing information published by the Council about the community (67%) has decrease from 2009 (72%).
- There has been an increase in the proportion of respondents recall seeing Information sent with the rates demand (77%) from all previous years. Recall of The Annual Plan (62%), Information available from the Council offices (35%) and Newspaper supplements, such as the District News (75%) have all decreased from 2009 (77%, 37% and 75% respectively).
- The majority of respondents (56%) stated that the information Council supplies to the community is Enough. 31% of respondents stated that the information supplied is Not enough (26%) or Nowhere near enough (5%).

Executive Summary (V)

Council Consultation and Community Involvement:

- Slightly less than one-half of respondents (45%) stated that they are Satisfied overall with the way the Council involves the public in the decisions it makes. The majority of respondents (56%) stated they feel that the public has No influence (16%) or a Small influence (40%) on the decisions that the Council makes.
- Slightly more than one-quarter of respondents (28%) stated that they are Dissatisfied overall with the way the Council involves the public in the decisions it makes. This represents a decrease from the 2009 results (22%).
- Since 2008, the proportion of respondents stating they feel the public has a Large influence or Some influence on the decisions that the Council makes has been steadily decreasing (47% in 2008, 42% in 2009 and 40% in 2010).

Emergency management:

- Less than one-half of respondents (46%) have a household emergency kit. 55% of respondents stated they don't have a plan of what to do and where to meet in the event of a Civil Defence emergency.
- The proportion of respondents who stated they have a household emergency kit has steadily increased for each year of the study since 2007 (35% in 2007, 36% in 2008, 44% in 2009 and 46% in 2010).
- The proportion of respondents who stated they have a plan of what to do and where to meet in the event of a civil defence emergency has steadily increased for each year of the study since 2007 (36% in 2007, 39% in 2008, 43% in 2009 and 45% in 2010).

Community Spirit and Diversity:

- In general, the majority of respondents (69%) stated that the Rotorua District has a Very good (21%) or Good (48%) community spirit. The majority of respondents (59%) also stated that people with diverse lifestyles and a variety of cultures makes Rotorua a Better place to live overall.
- The proportion of respondents stating that the community spirit of the Rotorua District is Good overall (69%) has increase slightly from the 2009 results (65%).

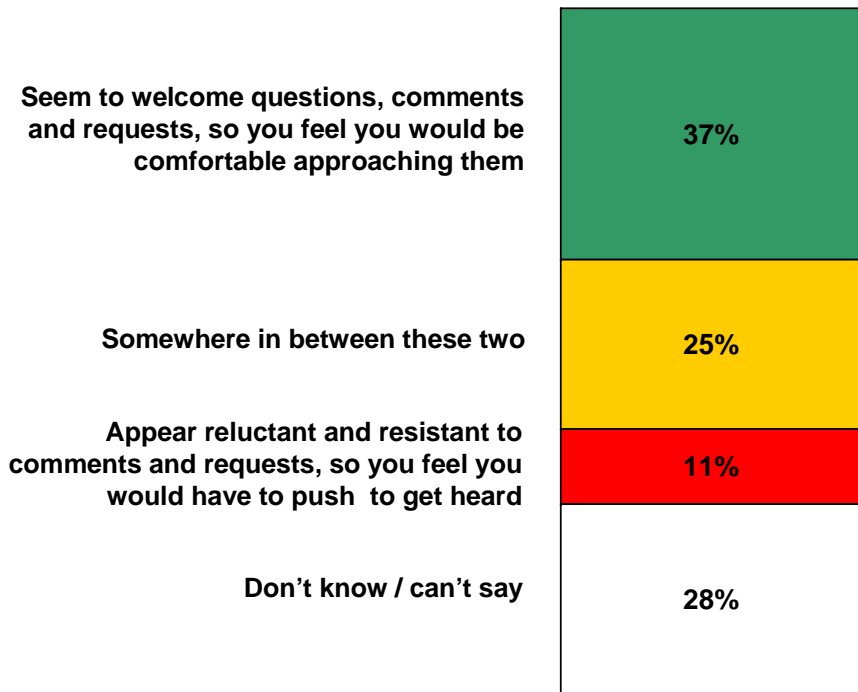


1. *Awareness of Councillors*



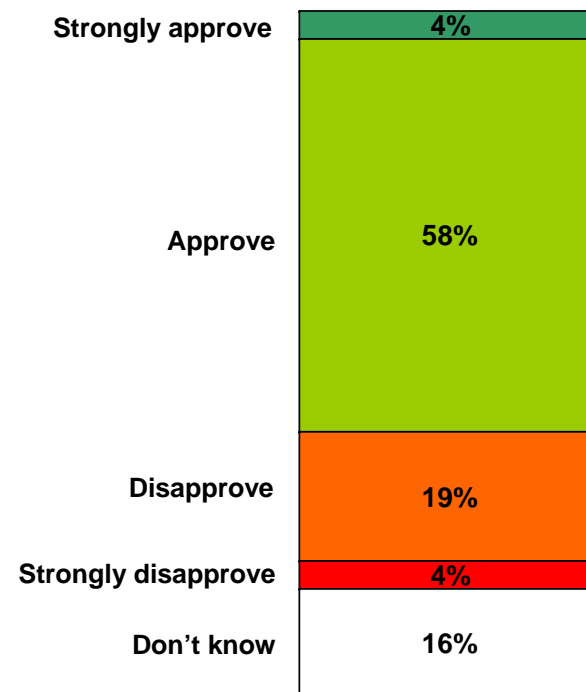
Awareness of Councillors

From what you have heard, read or experienced, how approachable do you feel the Mayor and Councillors are to people who want to ask questions, or who have comments or requests?



n=401

What is your impression of the decisions and / or actions of Council in the last 12 months? Do you...



n=401

% of respondents

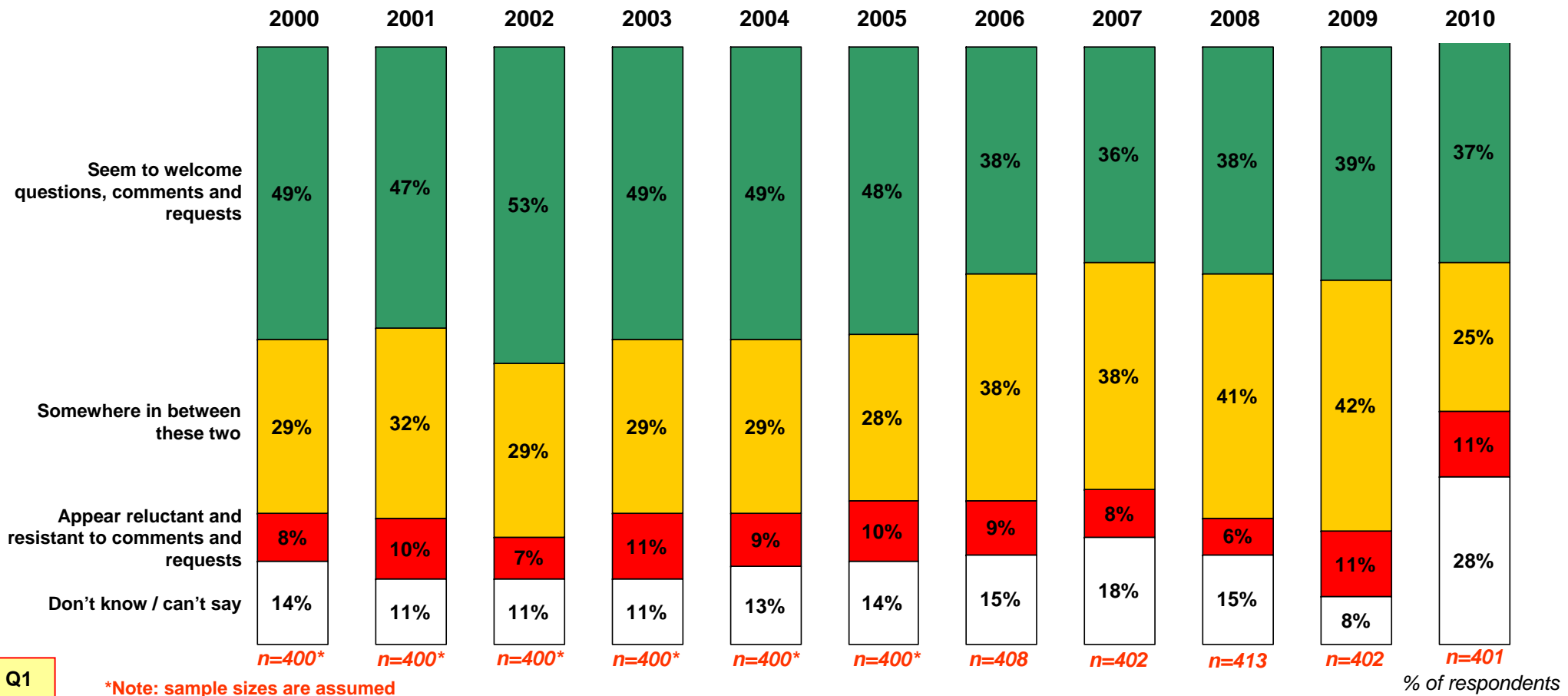
Q1 & Q2

Slightly more than one-third of respondents (37%) stated they feel that the Mayor and Councillors *Approachable*. The majority of respondents (62%) *Approve overall* with the decisions and/or actions of Council in the last 12 months.



Q1. From what you have heard, read or experienced, how approachable do you feel the Mayor and Councillors are to people who want to ask questions, or who have comments or requests? Do they...

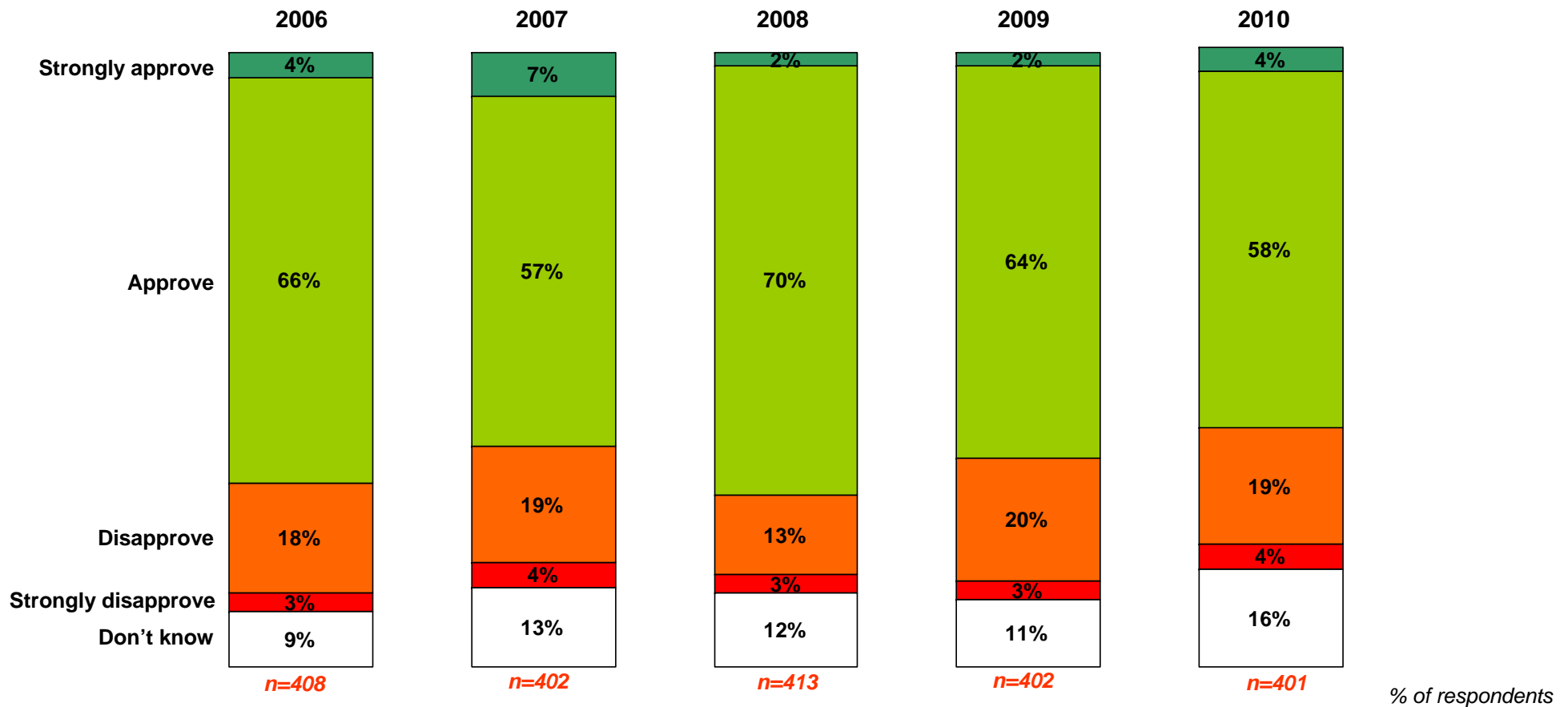
Approachability of Mayor and Councillors



Slightly more than one in ten respondents (11%) stated that they feel the Mayor and Councillors *Appear reluctant and resistant to comments and requests*. This is similar to the results recorded in 2009 (11%).



What is your impression of the decisions and / or actions of Council in the last 12 months?



Q2

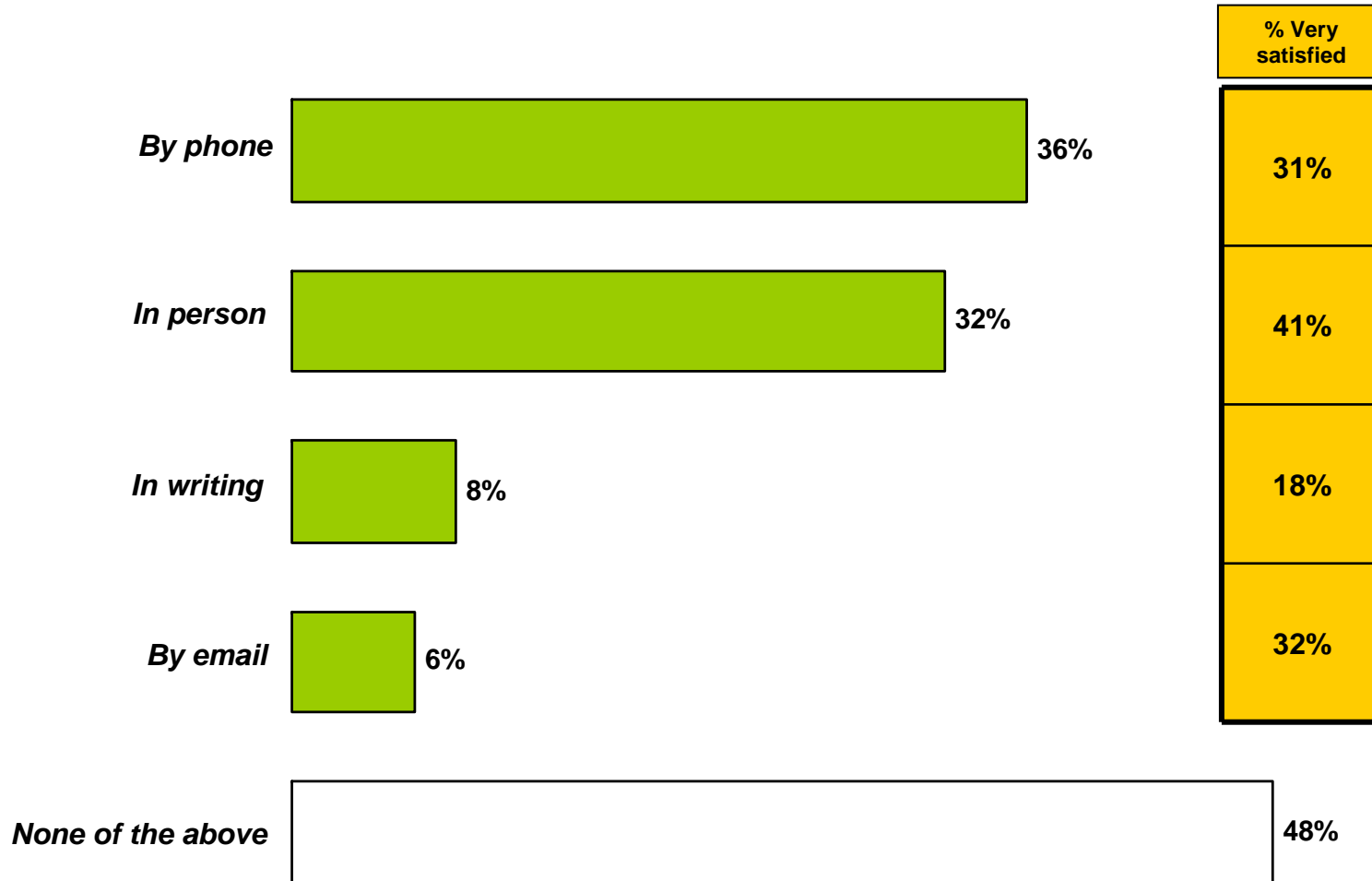
Since 2008, the proportion of respondents who *Approve overall* with the decisions and/or actions of Council in the last 12 months has decreased (72% in 2008, 66% in 2009 and 62% in 2010).



2. *Contact with Council*



During the last 12 months, have you contacted the Council offices?



n=401

*Multiple responses allowed
 % of respondents*

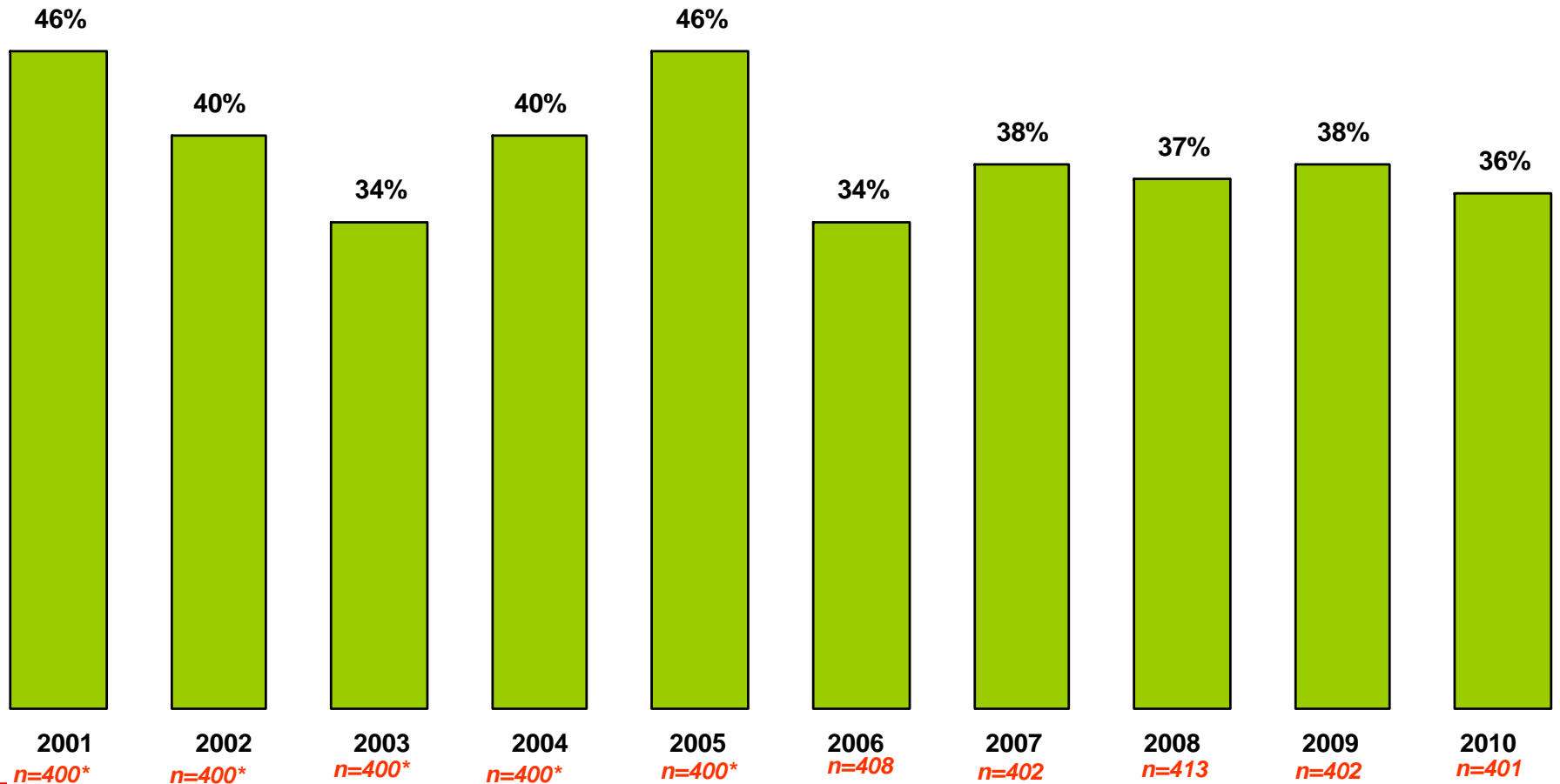
Q3

The main forms of contact with Council is conducted by way of *Phone* (36%) or *In person* (32%). 48% of respondents have not contacted Council in the last 12 months.



During the last 12 months, have you contacted the Council offices?

- Percent saying 'Yes' by phone



Q3A.1

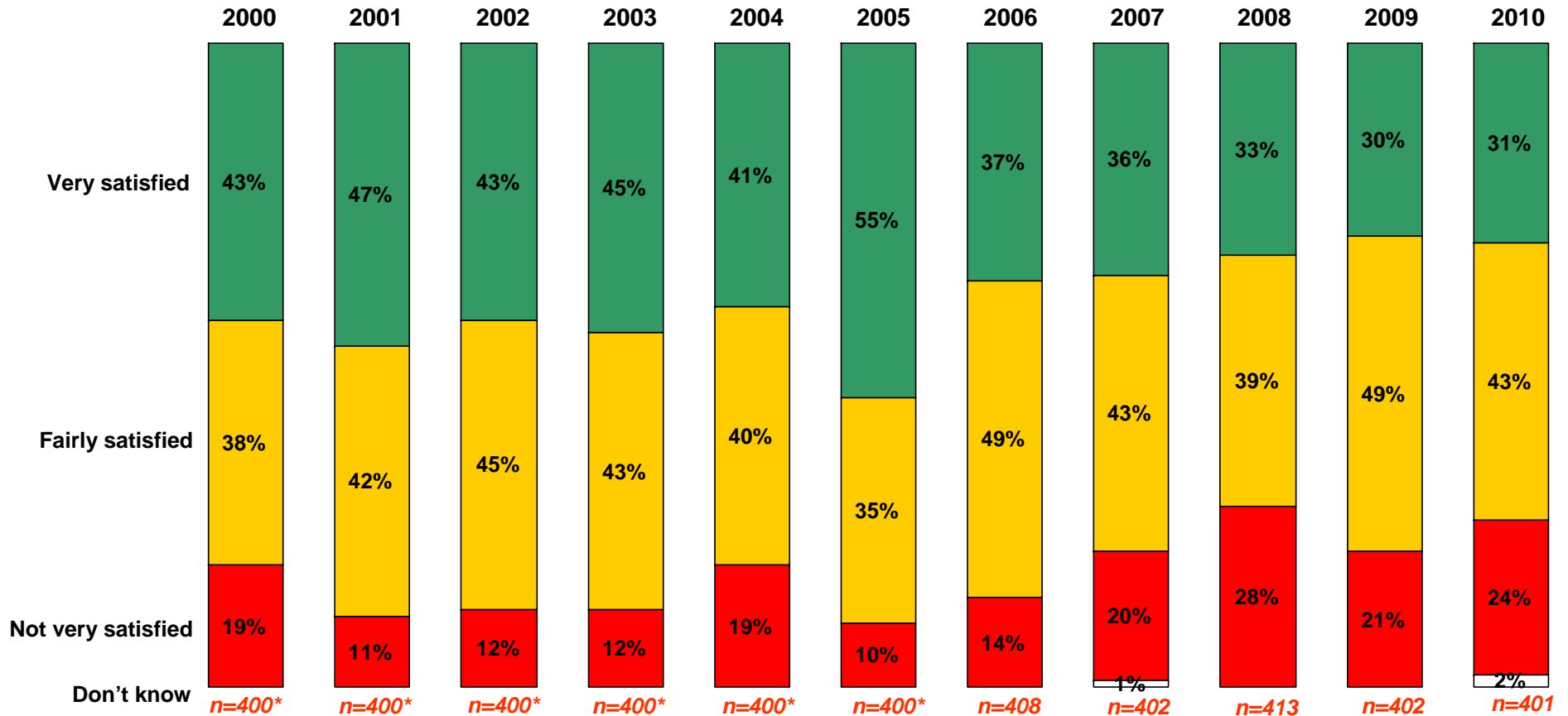
*Note: sample sizes are assumed

% of respondents

Slightly more than one-third of respondents (36%) have contacted Council offices by *Phone*. This is similar to results recorded between 2007 and 2009.



How satisfied were you when you contacted the Council offices by phone?



Q3B.1

*Note: sample sizes are assumed

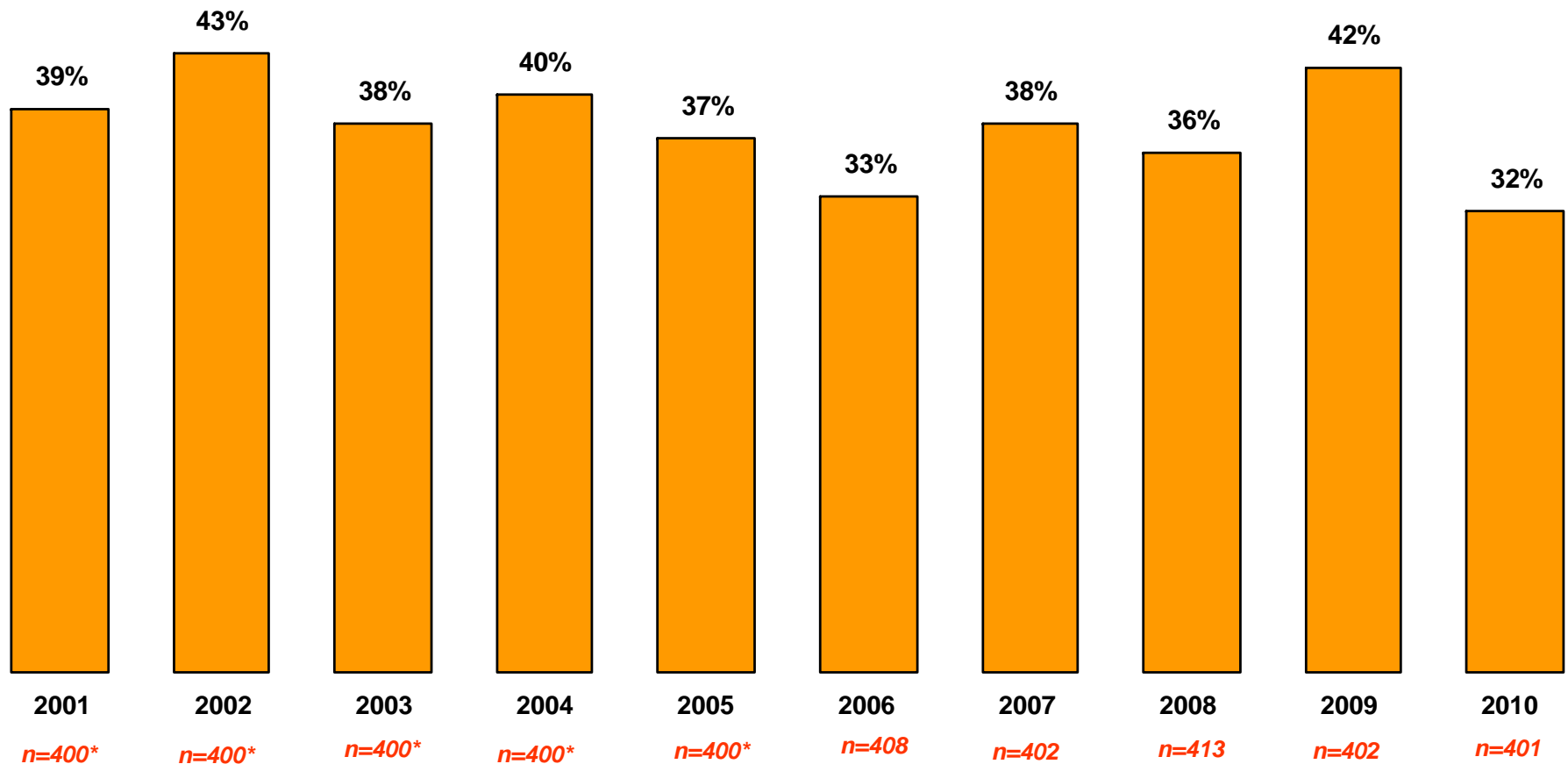
% of respondents

Slightly more than three in every ten respondents (31%) who have contacted council by phone in the last 12 months are *Very satisfied* with the contact.



During the last 12 months, have you contacted the Council offices?

- Percent saying 'Yes' in person



Q3A.2

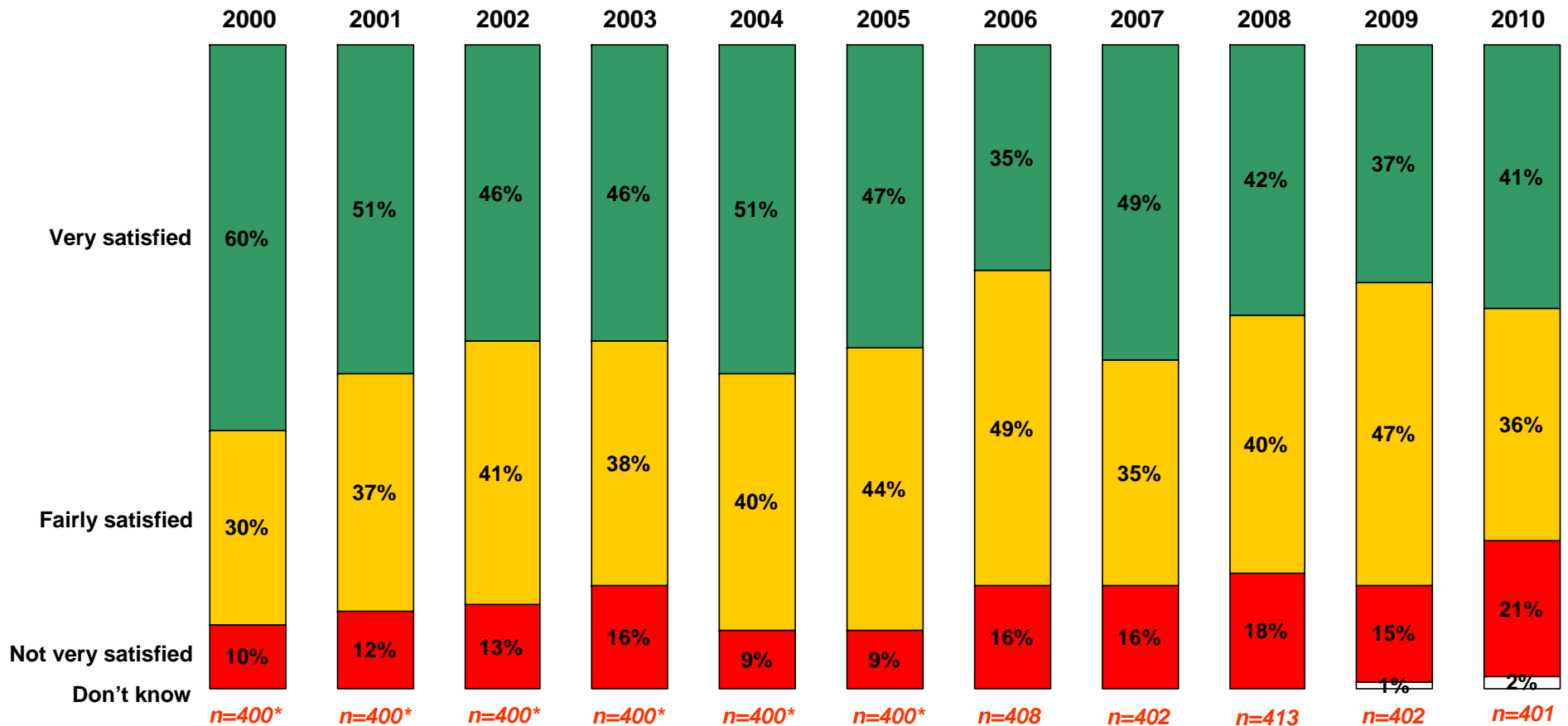
*Note: sample sizes are assumed

% of respondents

Slightly less than one-third of respondents (32%) have contacted Council offices *In person*. This represents a decrease on ten percentage points from the 2009 study (42%).



Were you very satisfied, fairly satisfied or not very satisfied when you contacted the Council offices in person



Q3B.2

*Note: sample sizes are assumed

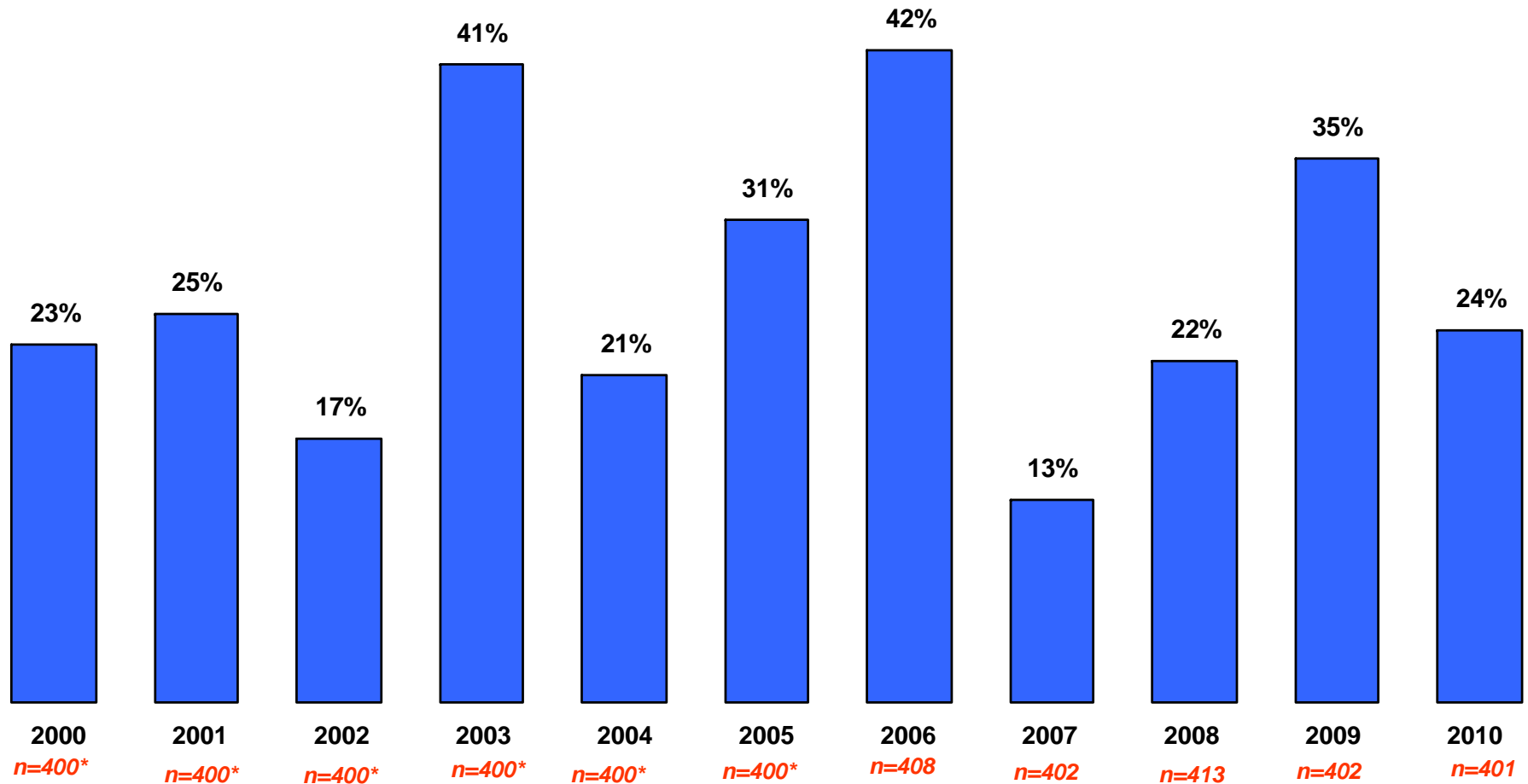
% of respondents

Slightly more than one-fifth of respondents (21%) who had contacted Council offices in person, stated they were *Not very satisfied* with the contact. This represents an increase from the 2009 results (15%).



During the last 12 months, have you contacted the Council offices?

- Percent saying 'Yes' in writing



Q3A.3

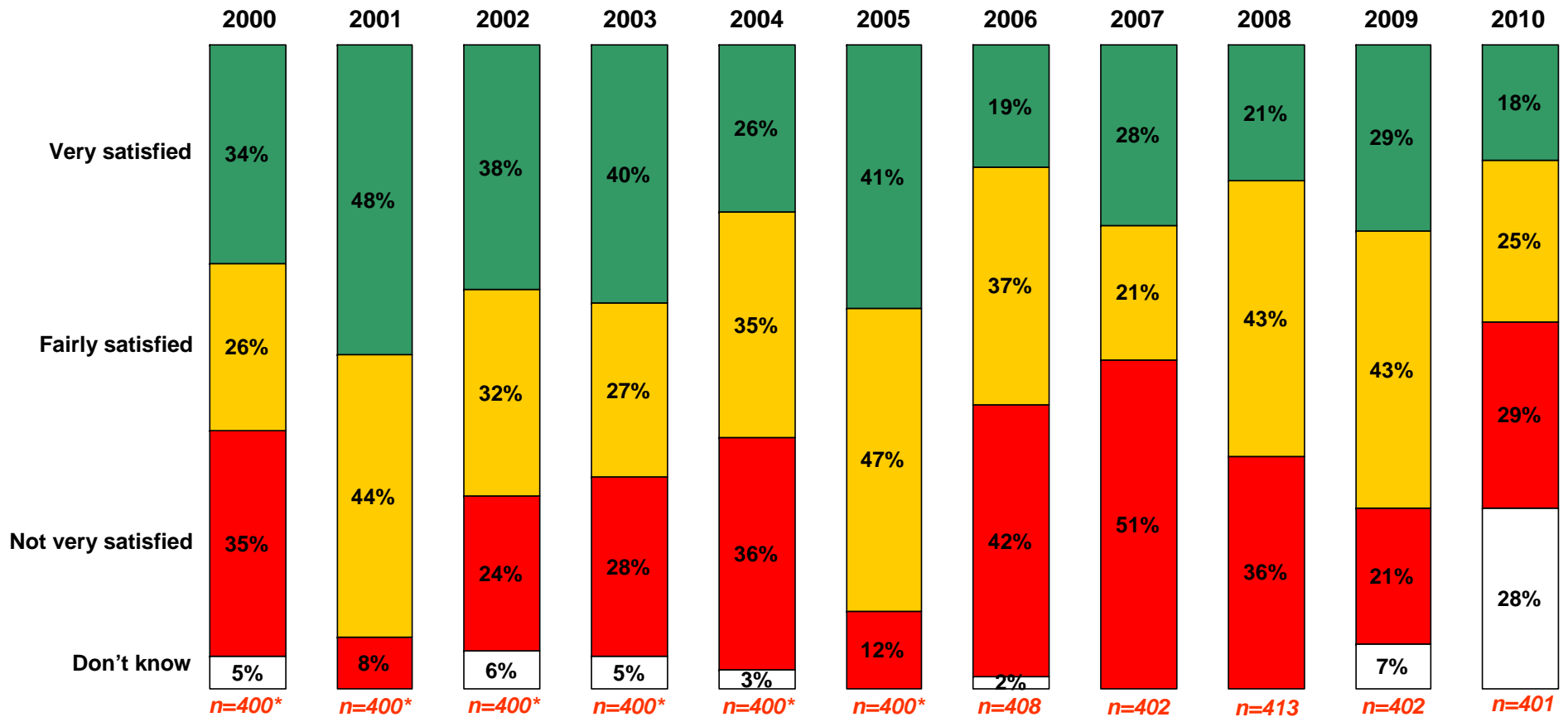
*Note: sample sizes are assumed

% of respondents

There has been a significant decrease in the proportion of respondents who have contacted Council offices *In writing* (24%) since 2009 (35%). However, this result is similar to that recorded in 2008 (22%).



Were you very satisfied, fairly satisfied or not very satisfied when you contacted the Council offices in writing



Q3B.3

*Note: sample sizes are assumed

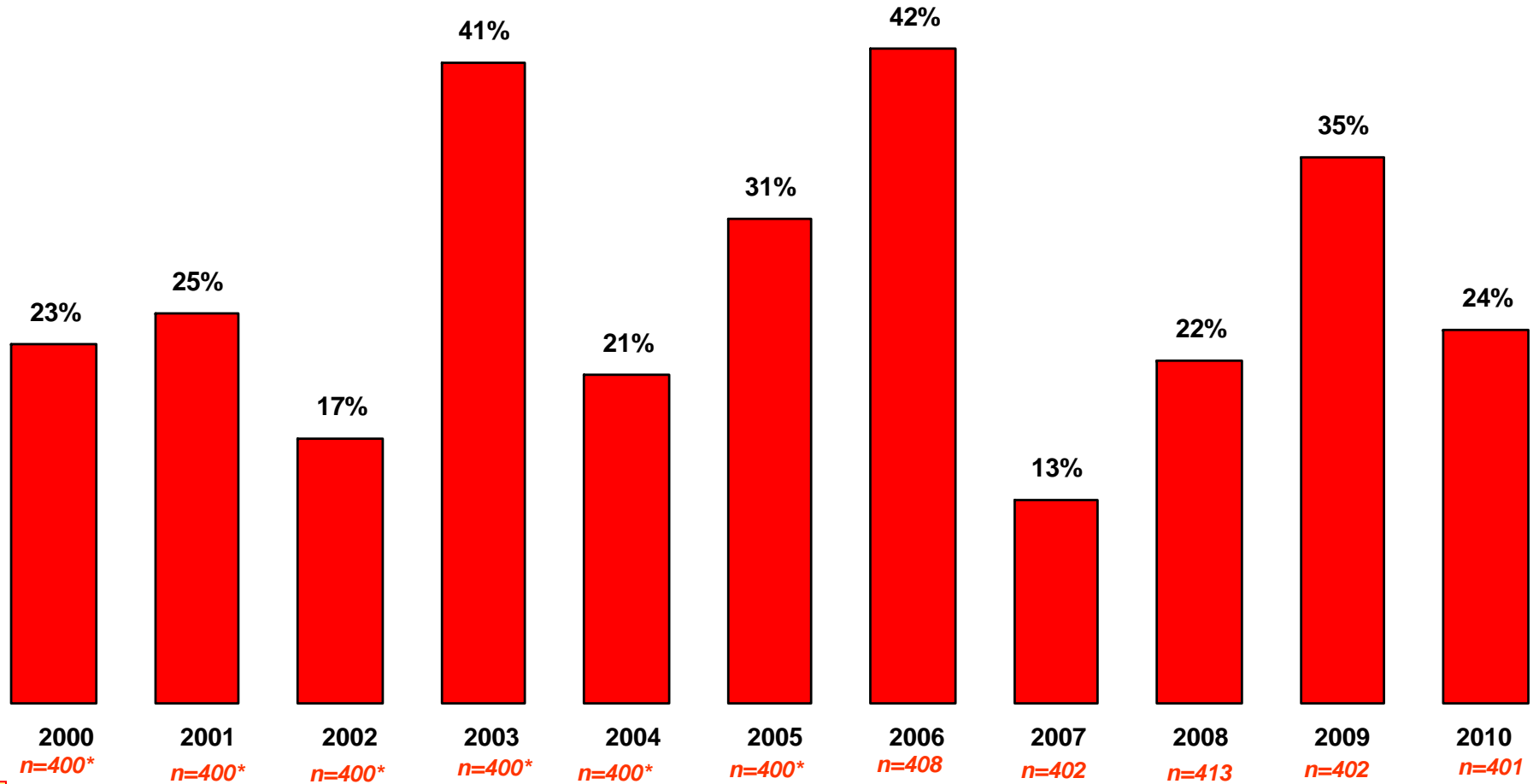
% of respondents

Slightly less than three in every ten respondents (29%) stated they were *Not very satisfied* when they contacted Council offices in writing. This represents an increase from the 2009 results (21%).



During the last 12 months, have you contacted the Council offices?

- Percent saying 'Yes' By email



Q3A.4

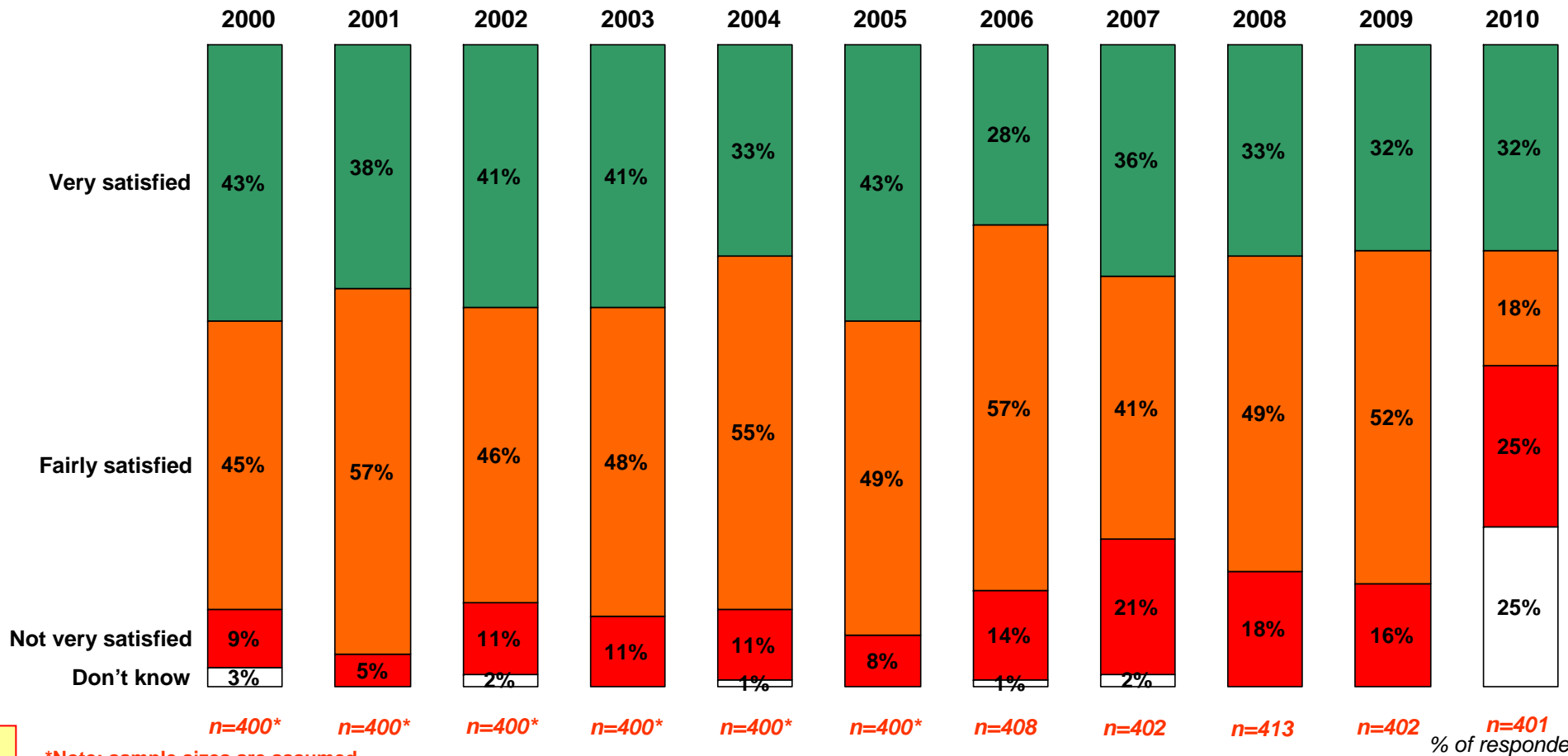
*Note: sample sizes are assumed

% of respondents

Slightly less than one-quarter of respondents (24%) stated they have contacted Council offices *By email*. This represents a decrease from the 2009 results (35%).



Were you very satisfied, fairly satisfied or not very satisfied when you contacted the Council offices by email



Q3B.4

One-quarter of respondents (25%) who had contacted Council offices by email, stated they were *Not very satisfied* with the contact. This represents an increase from the 2009 results (16%).

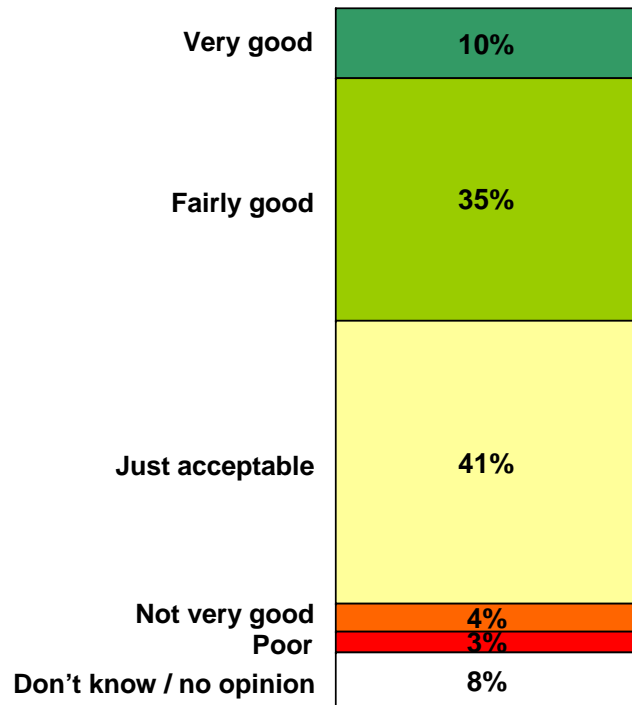


3. *Performance*



Performance

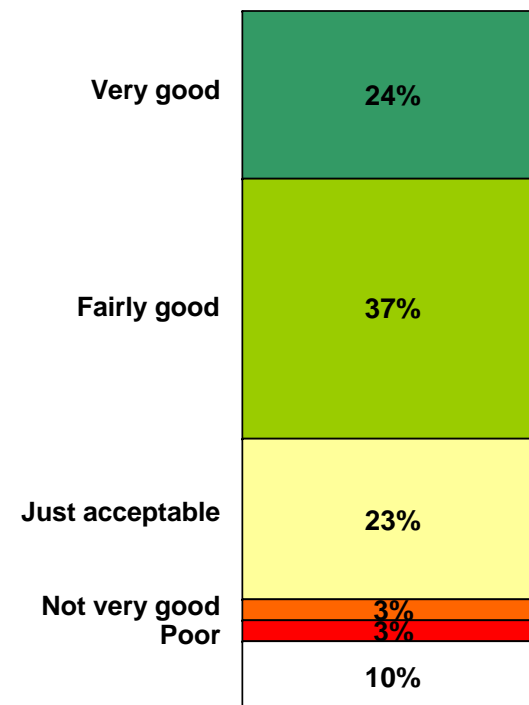
Taking all aspects into account, how would you rate the performance of the Mayor and Councillors in the last year?



n=401

Q4 & Q5

Thinking now about the Council staff, as opposed to the Mayor and Councillors, how would you rate the Council staff's performance overall in the last year?



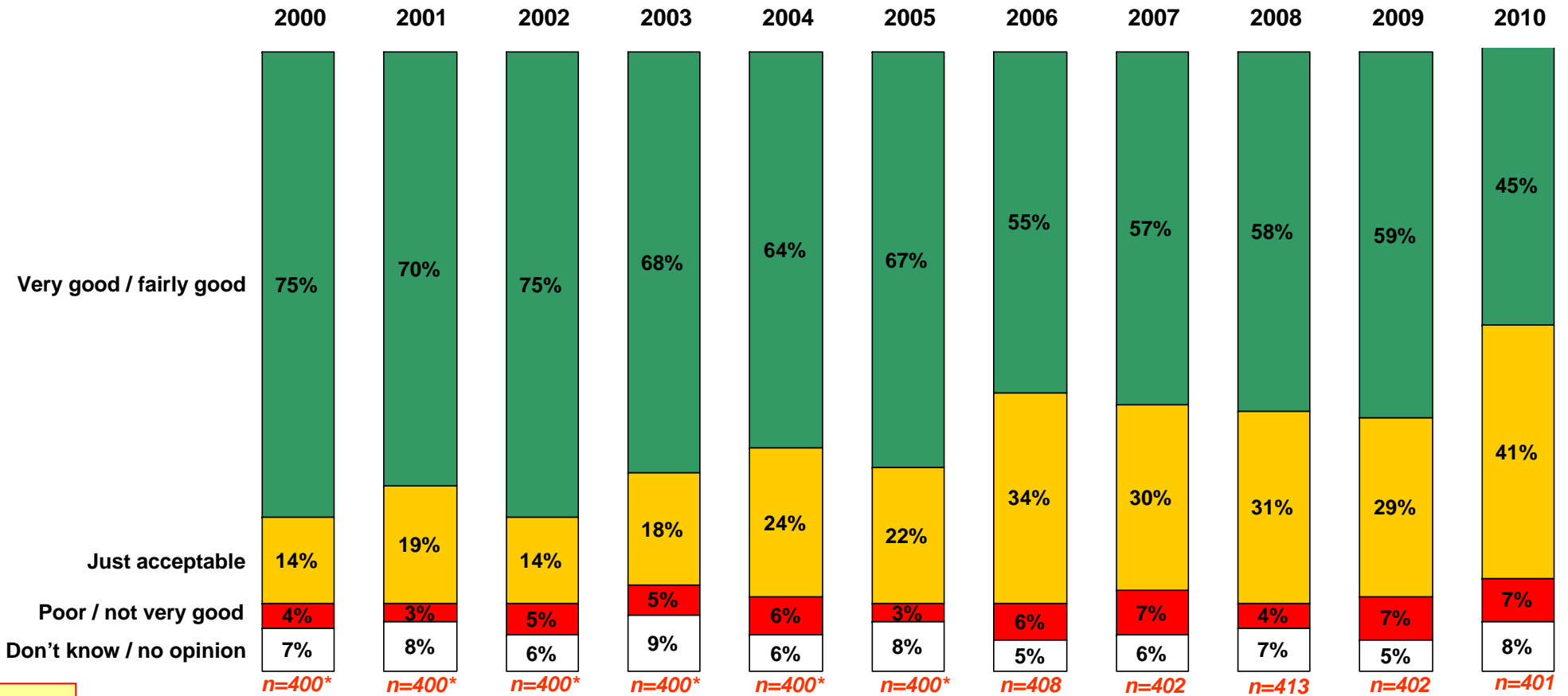
n=401

% of respondents

Slightly less than one-half of respondents (45%) rate the Council's performance over the last year as *Very good* (10%) or *Fairly good* (35%). A higher proportion of respondents (61%) rate the performance of the Council staff as *Very good* (24%) or *Fairly good* (37%).



How would you rate the performance of the Mayor and Councillors in the last year?



Q4

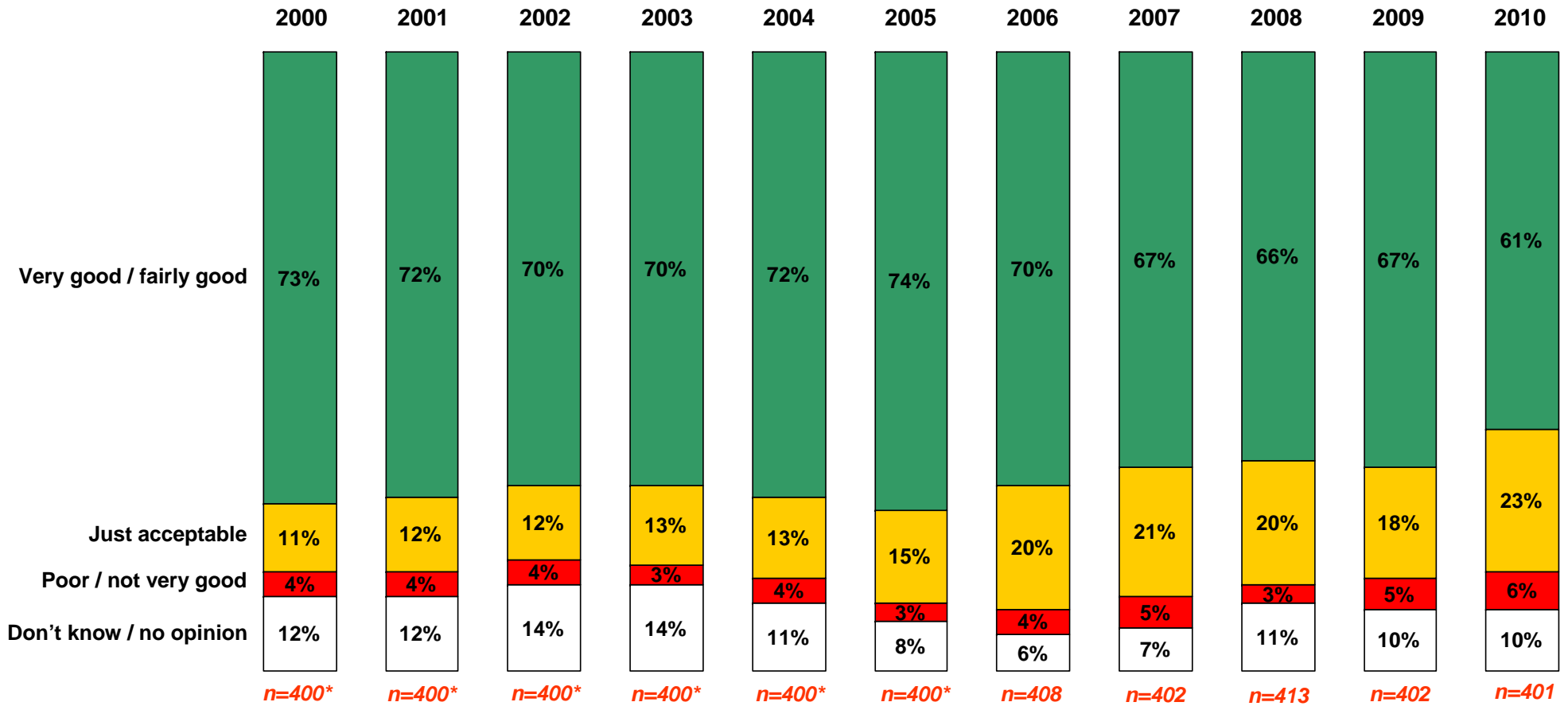
*Note: sample sizes are assumed

% of respondents

This has been a significant decrease in the proportion of respondents rating the performance of the Mayor and Councillors as *Very good / fairly good* (45%) from 2009 (59%). The proportion of respondents rating this aspect as *Just acceptable* (41%) has increased significantly from 2009 (29%).



Thinking now about the Council staff, as opposed to the Mayor and Councillors, how would you rate the Council staff's performance overall in the last year?



Q5

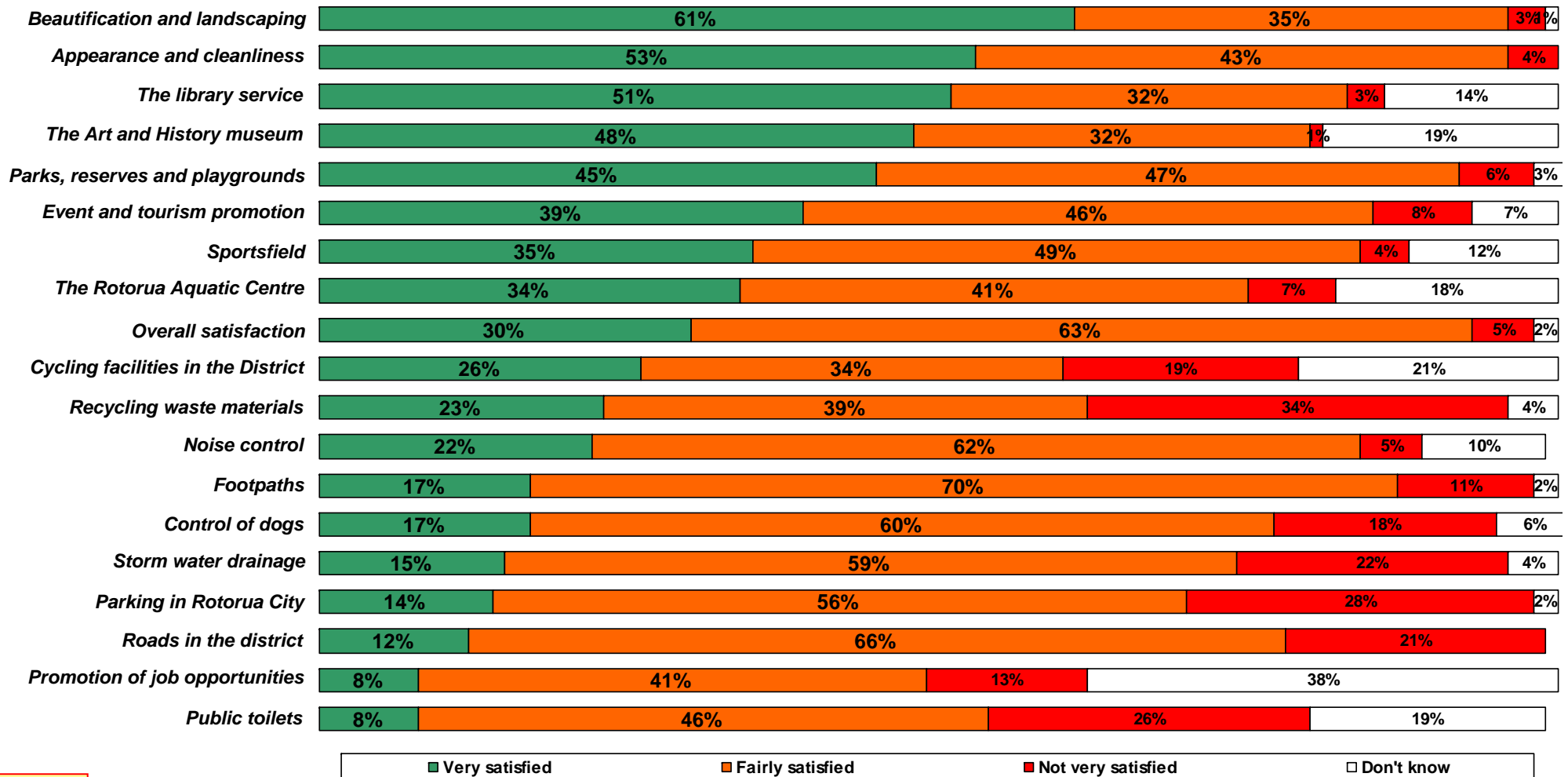
*Note: sample sizes are assumed

% of respondents

There has been a decrease in the proportion of respondents rating the performance of the Council staff as *Very good / fairly good* (61%) from 2009 (67%). This result is the lowest recorded for this aspect.



How satisfied are you with the following services or facilities?



Q6

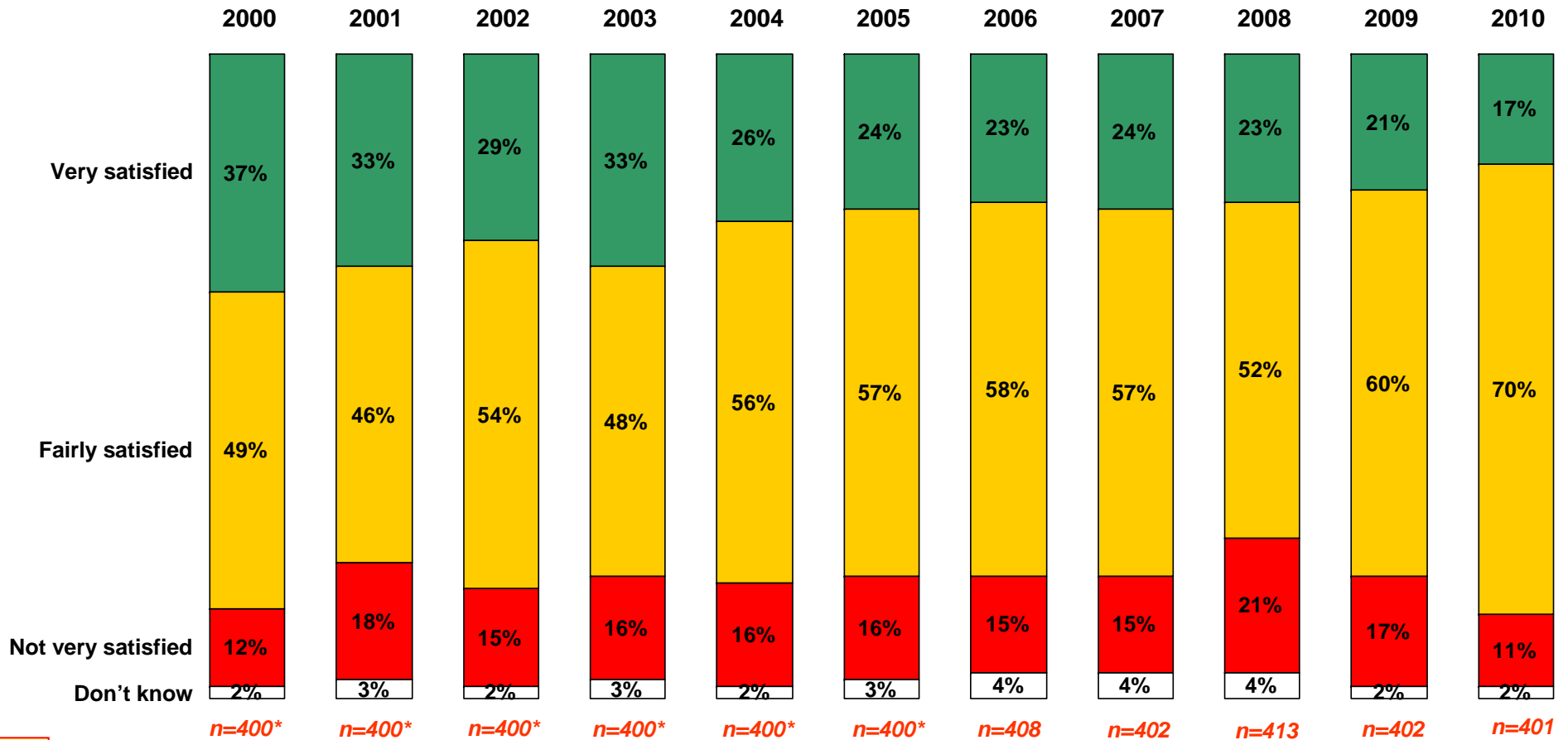
n=401

% of respondents

Beautification and landscaping (61%), Appearance and cleanliness (53%) and The library service (51%) are the services and/or facilities respondents are most satisfied with. Public toilets (8%), Promotion of job opportunities (8%) and Roads in the district (12%) are the facilities and/or services with the least amount of satisfaction amongst respondents.



How satisfied are you with the footpaths?



Q6A

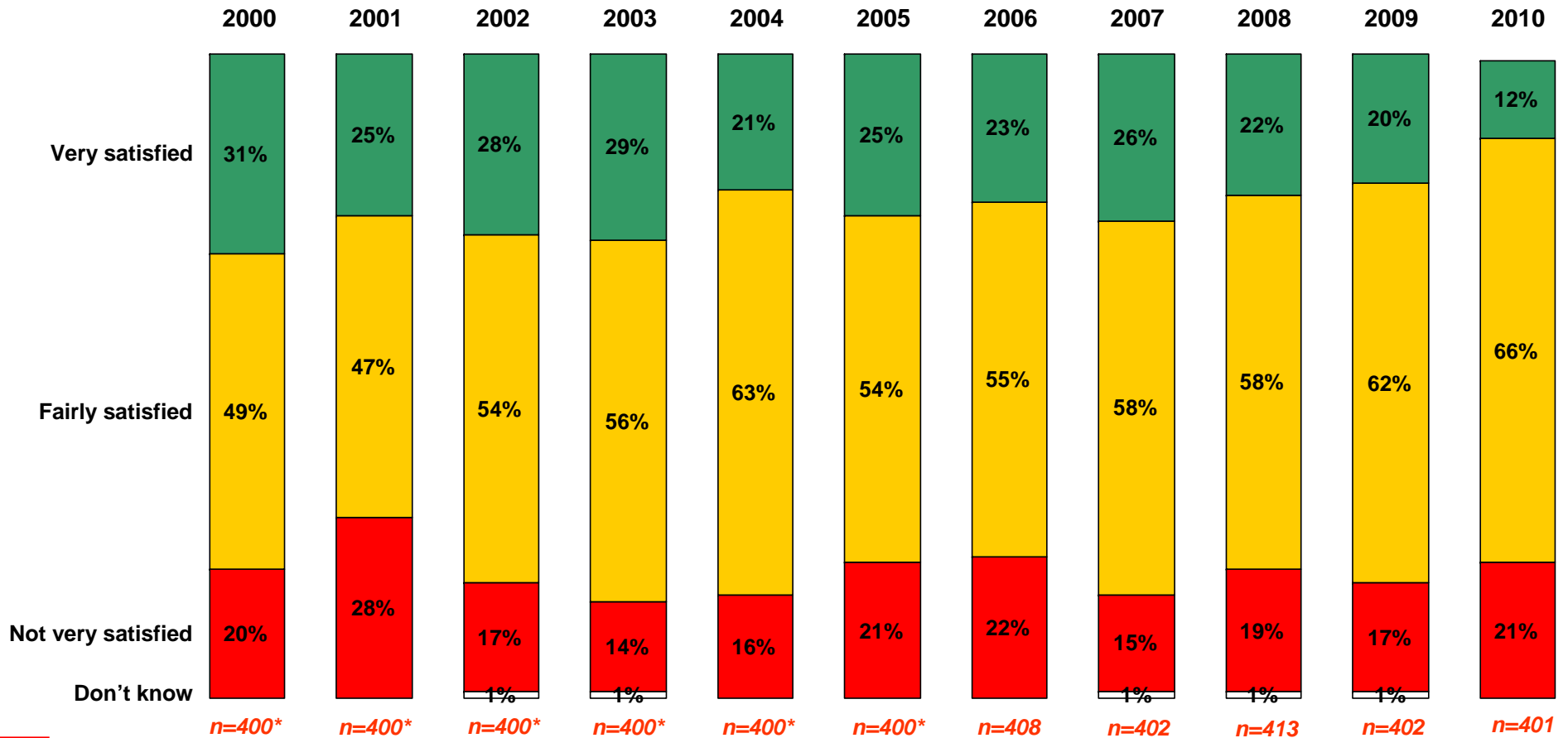
*Note: sample sizes are assumed

% of respondents

The majority of respondents (70%) are *Fairly satisfied* with footpaths. Only 11% of respondents stated they were *Not very satisfied* which represents a decrease from the 2009 results (17%).



How satisfied are you with the roads in the District?



Q6B

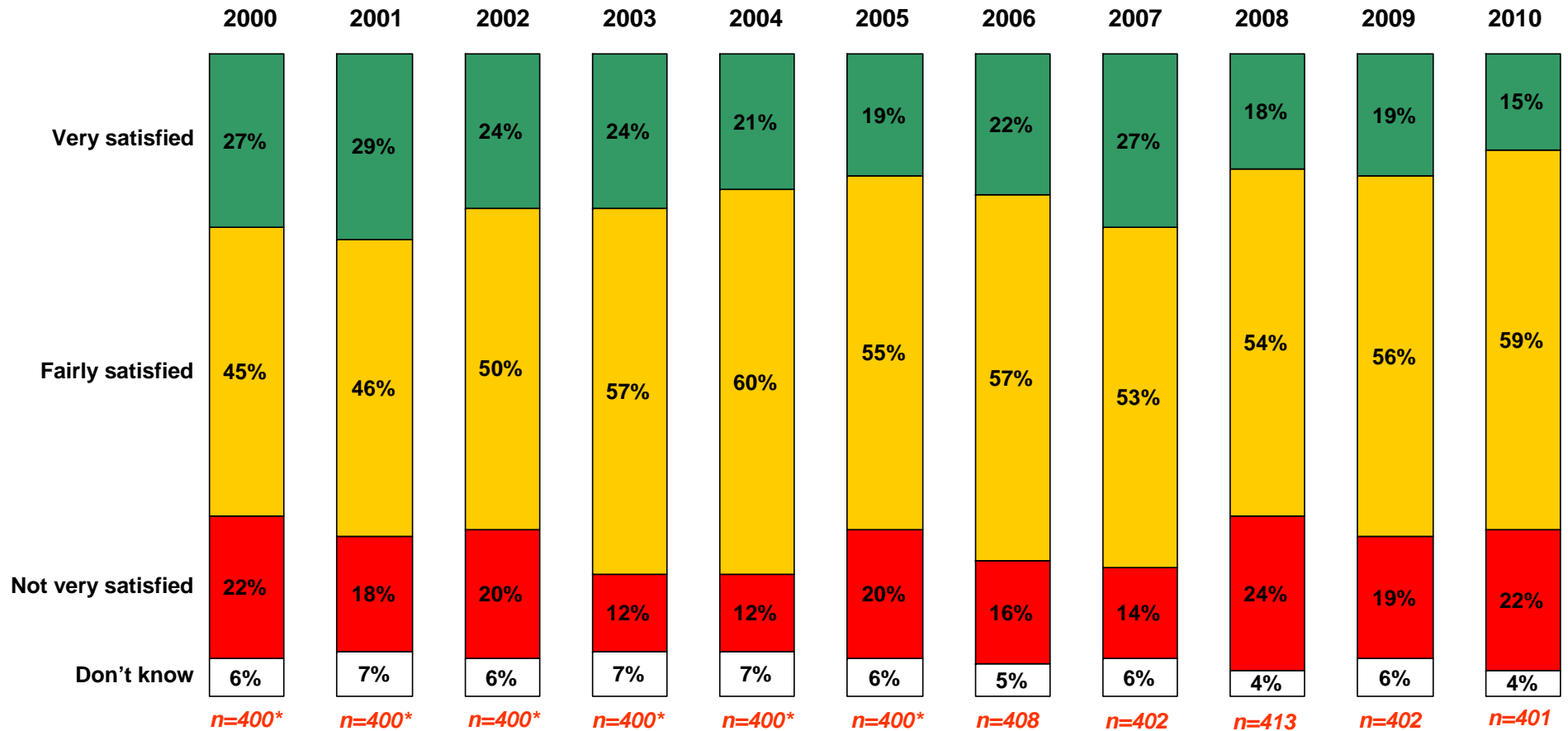
*Note: sample sizes are assumed

% of respondents

There has been a decrease in the proportion of respondents *Very satisfied* (12%) with the roads in the District from 2009 (20%). This result is the lowest recorded for this aspect.



How satisfied are you with storm water drainage?



Q6C

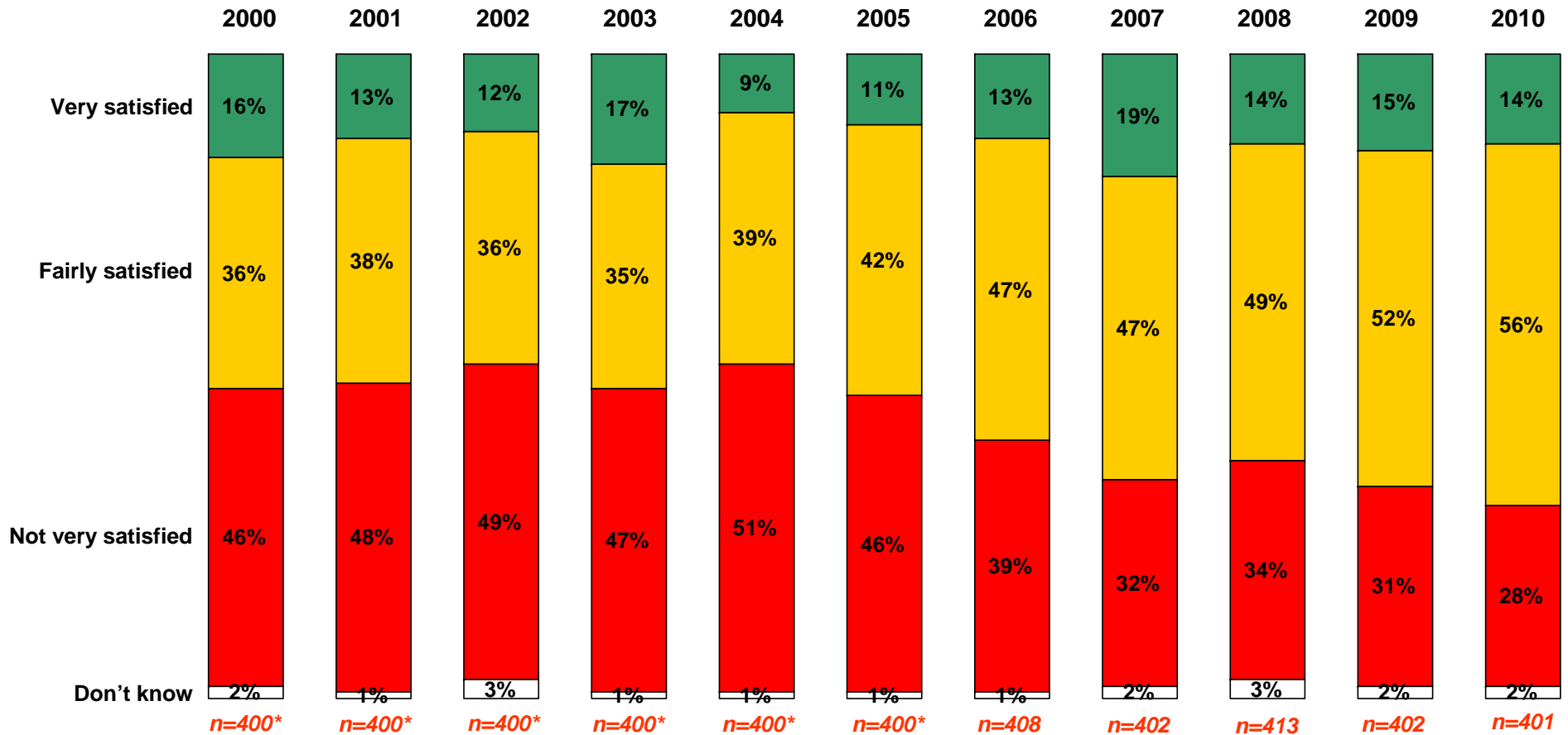
*Note: sample sizes are assumed

% of respondents

The proportion of respondents *Not very satisfied* (22%) with storm water drainage has increase slightly from 2009 (19%).



How satisfied are you with the parking in Rotorua City?



Q6D

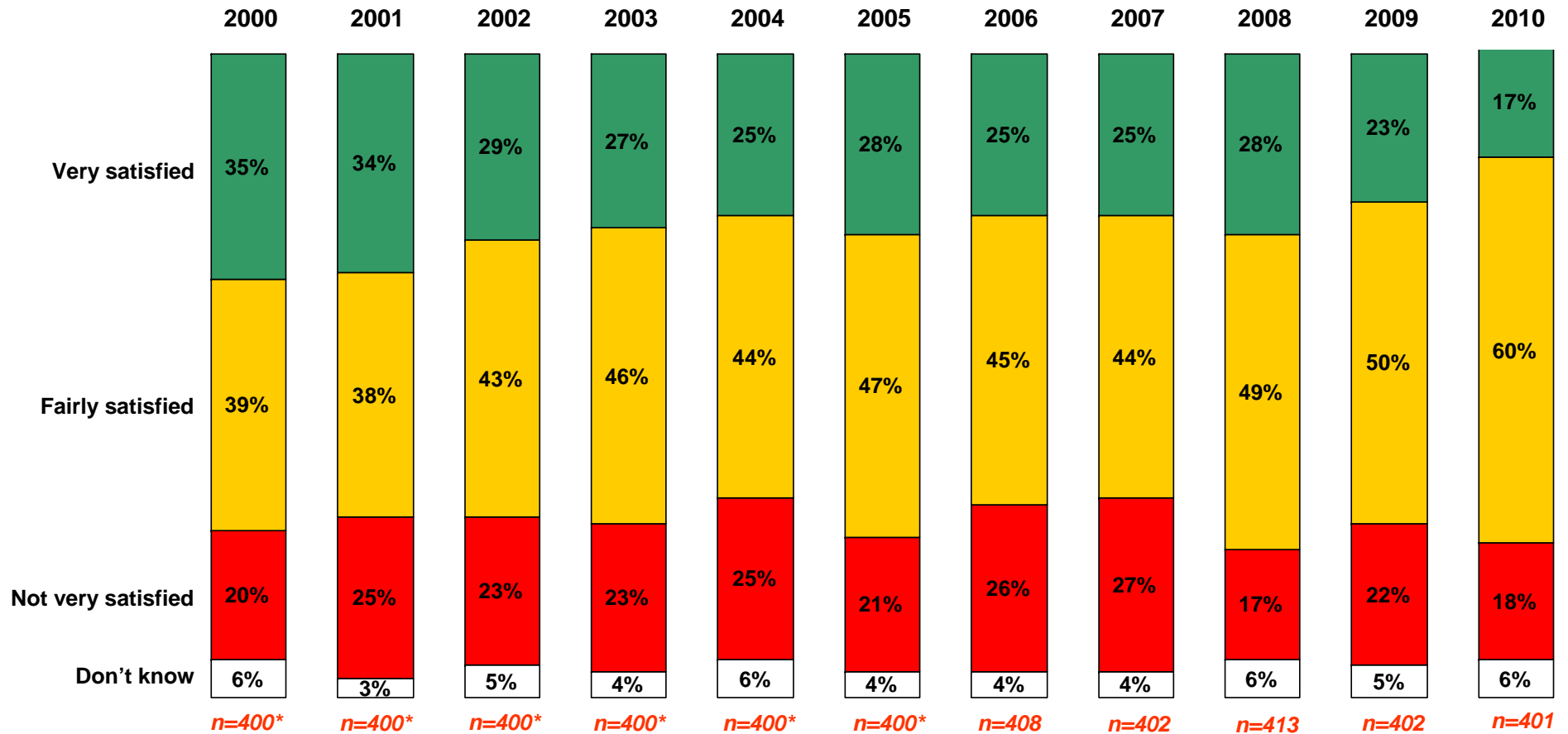
*Note: sample sizes are assumed

% of respondents

Since 2004, the proportion of respondents *Not very satisfied* (28%) with parking in Rotorua City has continuously decreased. Similar proportions of respondents are *Very satisfied* (14%) with this aspect as in 2009 (15%).



How satisfied are you with the control of dogs?



Q6E

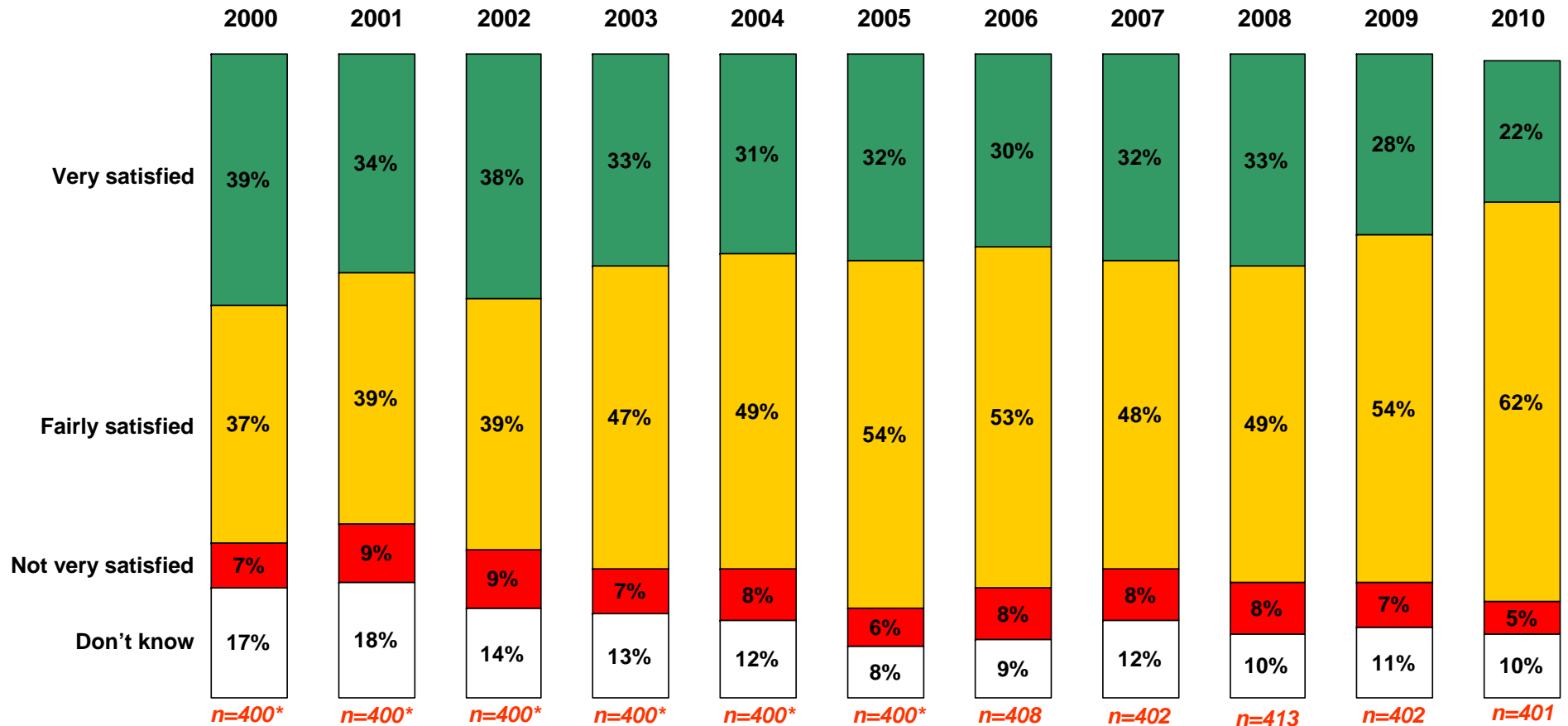
*Note: sample sizes are assumed

% of respondents

The proportion of respondents *Very satisfied* with the control of dogs continues to decrease from 2008 (28% in 2008, 23% in 2009, 17% in 2010).



How satisfied are you with noise control?



Q6F

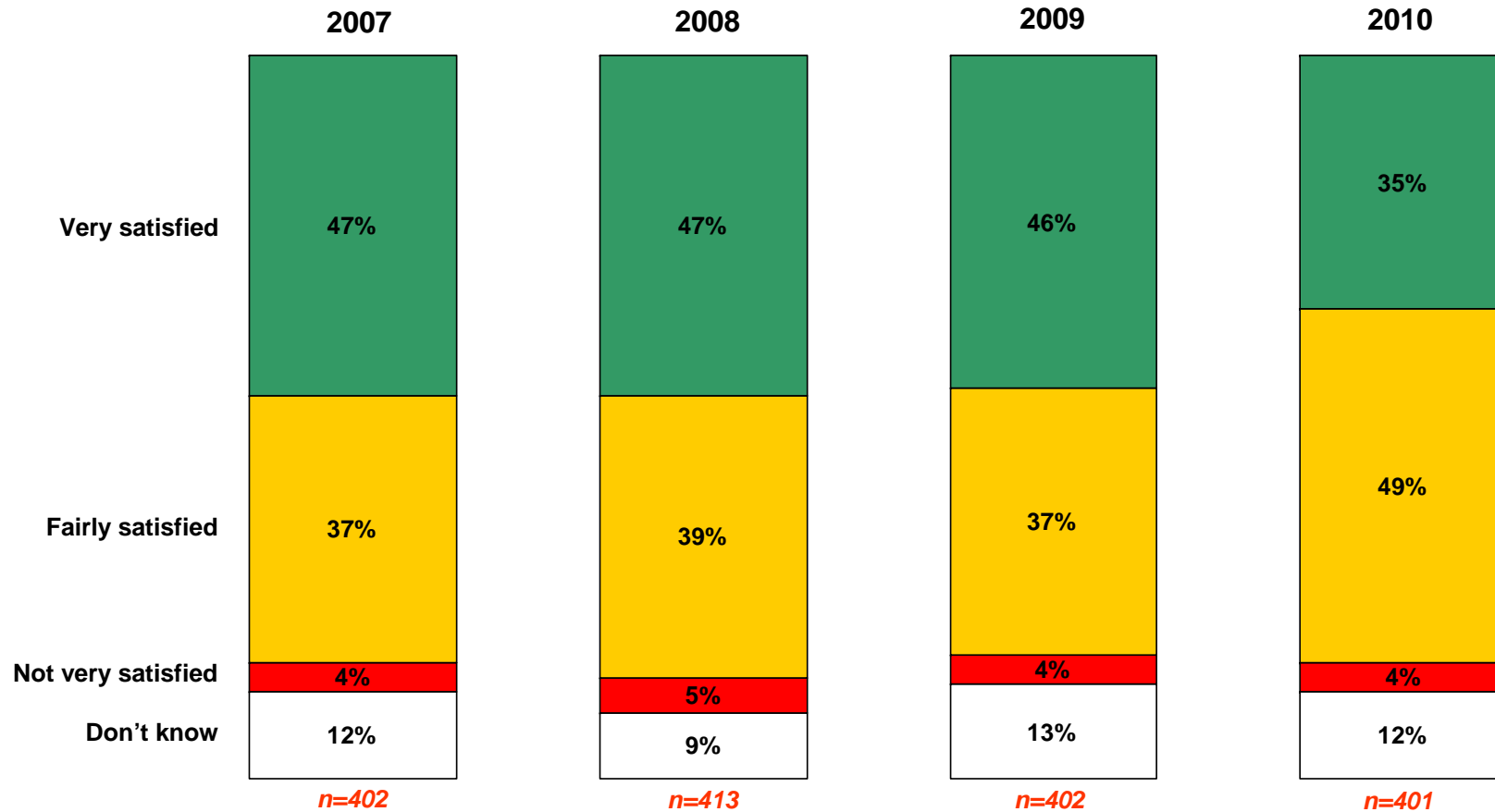
*Note: sample sizes are assumed

% of respondents

The majority of respondents (62%) are *Fairly satisfied* with noise control. This represents an increase from the 2009 results (54%). Only 5% of respondents stated they are *Not very satisfied* with this aspect.



How satisfied are you with sports fields?



Q6G

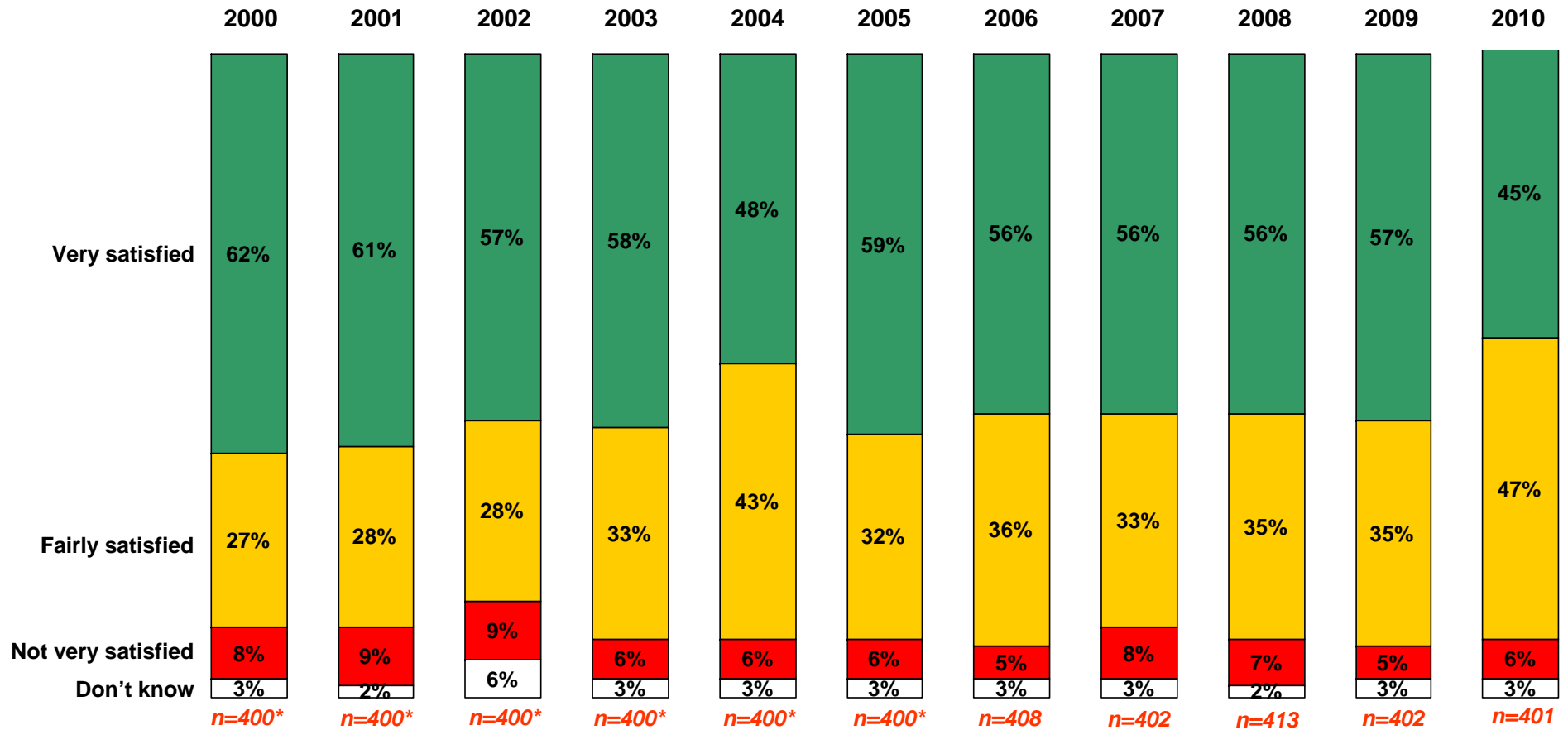
*Note: sample sizes are assumed

% of respondents

There has been a significant decrease in the proportion of respondents *Very satisfied* (35%) with sport fields from 2009 (46%).



How satisfied are you with parks, reserves and playgrounds?



Q6H

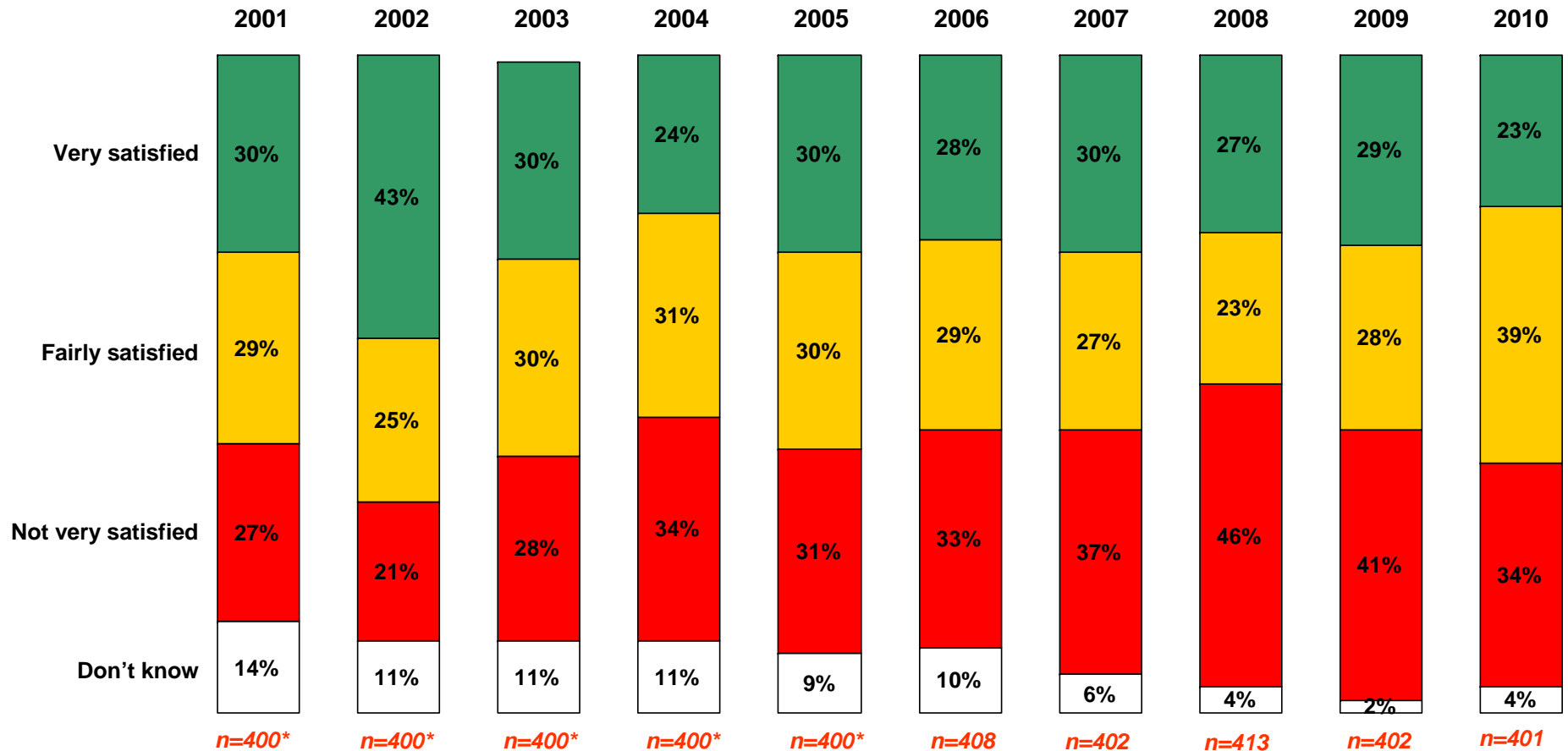
*Note: sample sizes are assumed

% of respondents

There has been a decrease in the proportion of respondents *Very satisfied* (45%) with parks, reserves and playgrounds from 2009 (57%). This result is the lowest recorded for this aspect.



How satisfied are you with recycling waste material?



Q6I

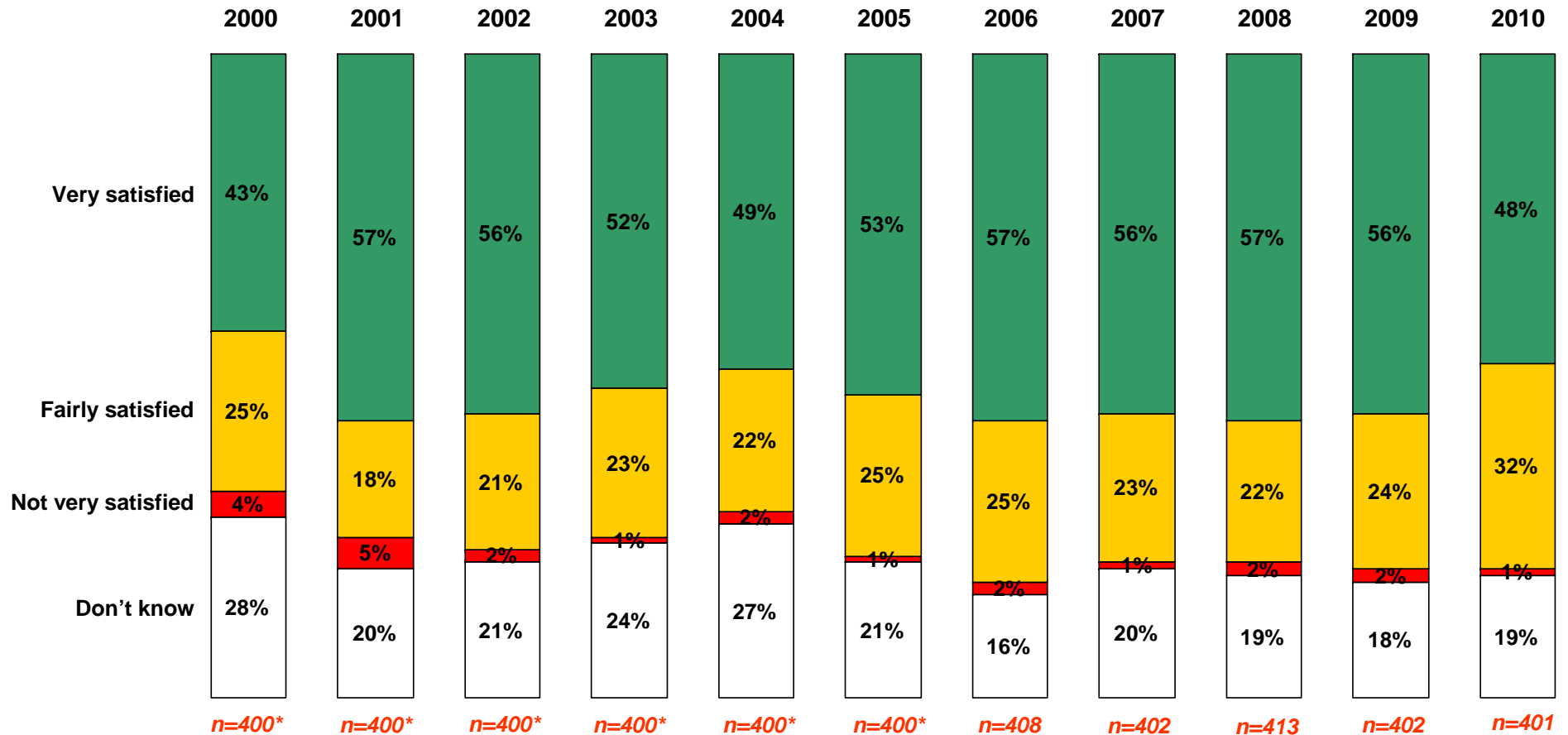
*Note: sample sizes are assumed

% of respondents

The proportion of respondents *Not very satisfied* (34%) with recycling waste material has decreased significantly from 2009 (41%).



How satisfied are you with the Art and History Museum?



Q6J

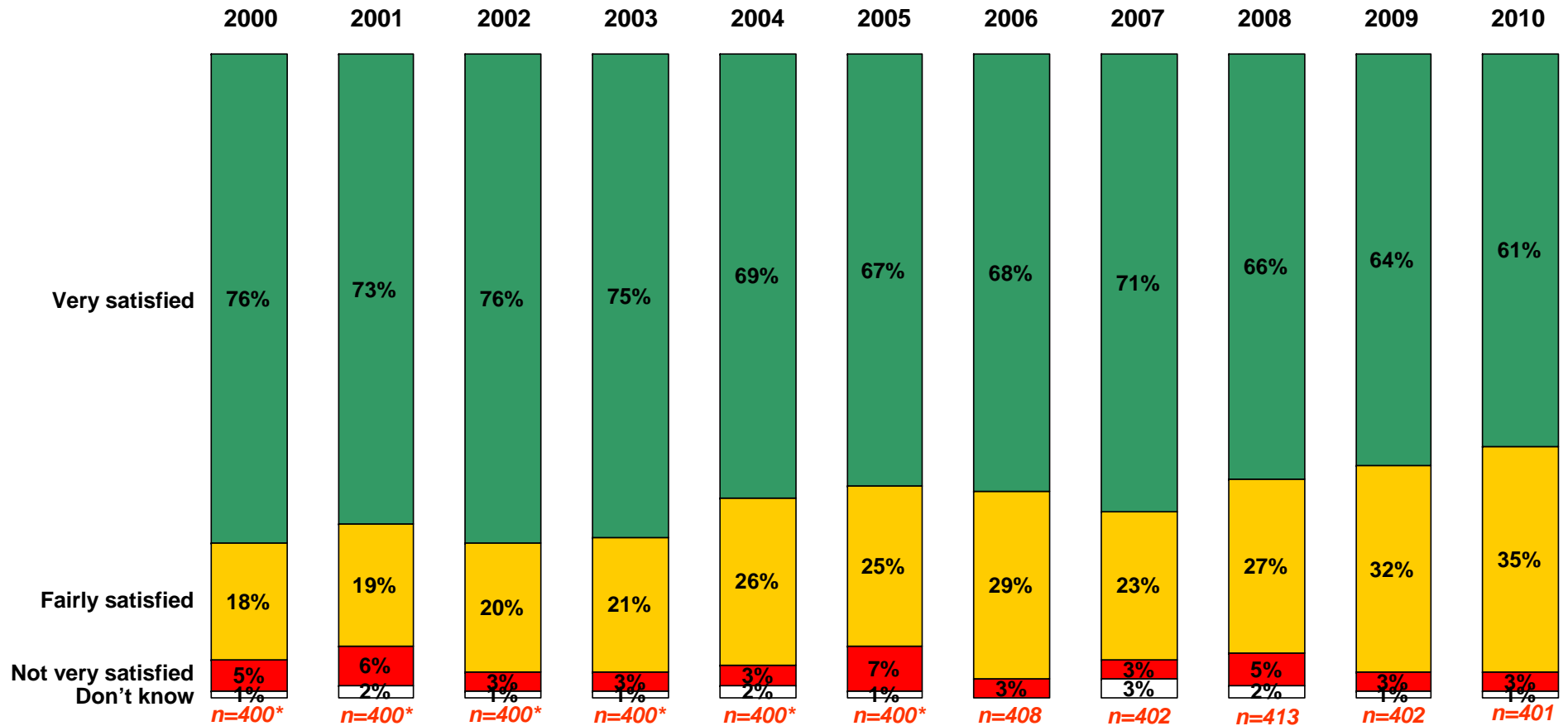
*Note: sample sizes are assumed

% of respondents

Only 1% of respondents are *Not very satisfied* with the Art and History Museum however there has been a decrease in the proportion of respondents *Very satisfied* (48%) from 2009 (56%).



How satisfied are you with the beautification and landscaping of the District?



Q6K

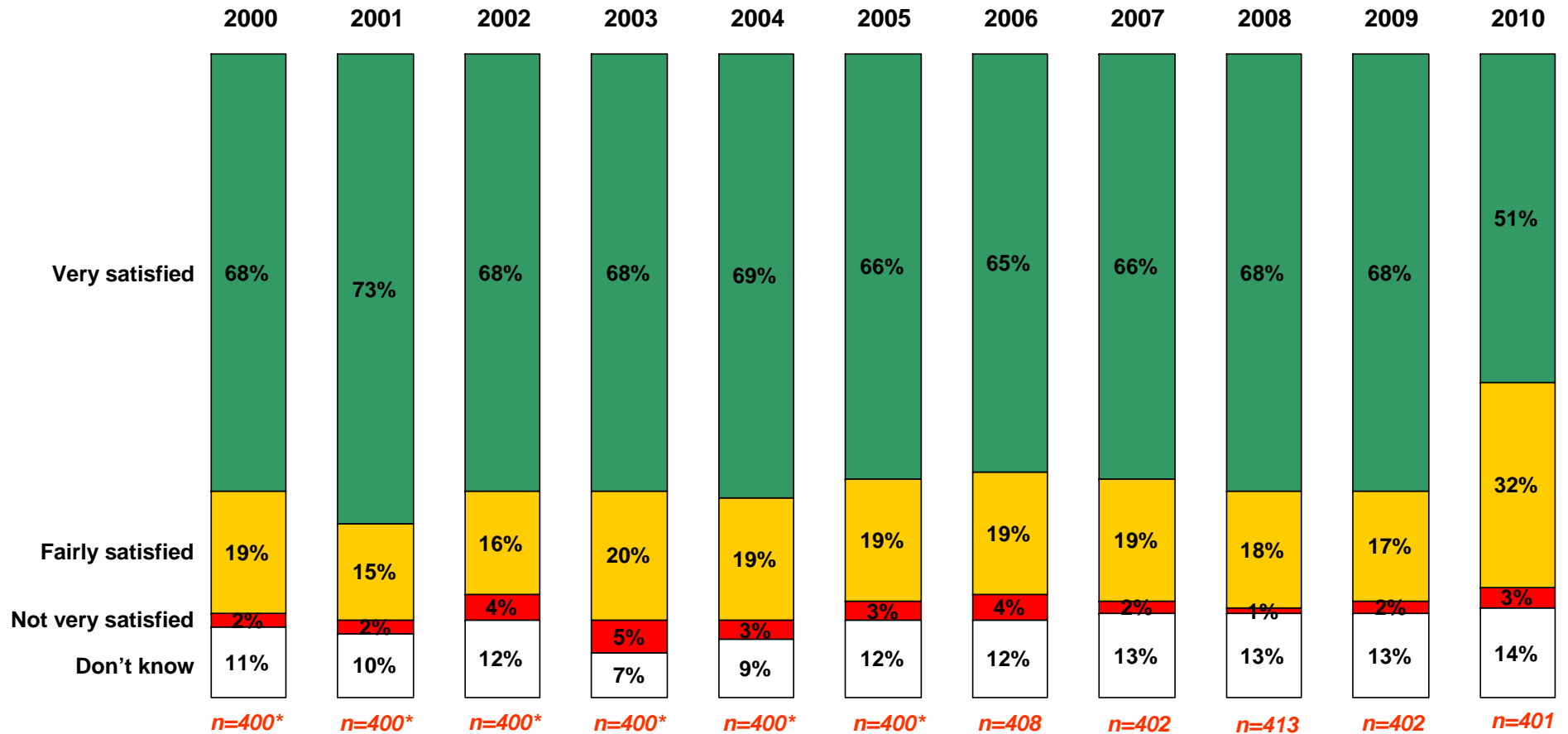
*Note: sample sizes are assumed

% of respondents

Since 2007, the proportion of respondents *Very satisfied* with the beautification and landscaping of the District has decreased (71% in 2007, 66% in 2008, 64% in 2009 and 61% in 2010).



How satisfied are you with the library service?



Q6L

*Note: sample sizes are assumed

% of respondents

There has been a significant decrease in the proportion of respondents *Very satisfied* (51%) with the library service from 2009 (68%).



How satisfied are you with event and tourism promotion of Rotorua?



Q6M

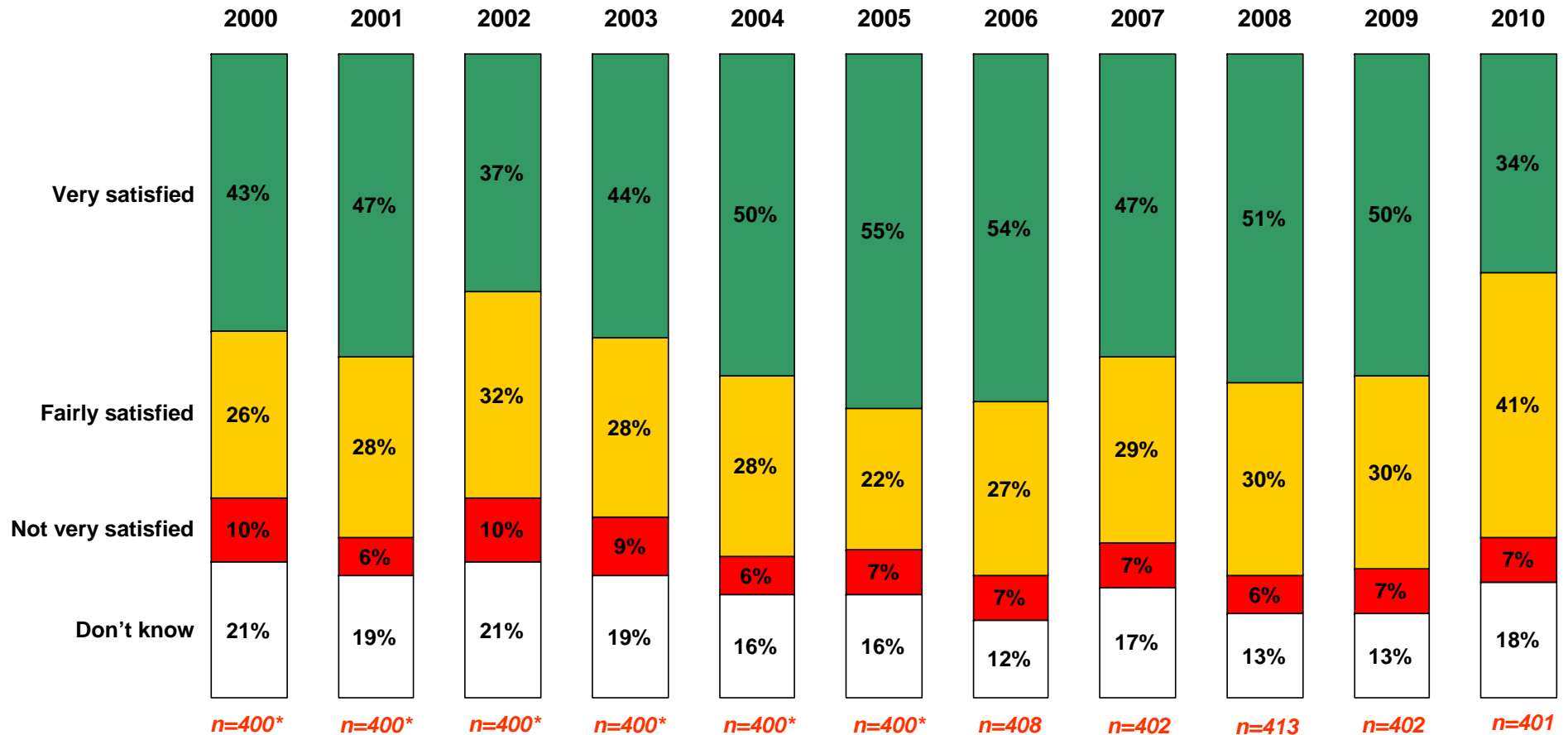
*Note: sample sizes are assumed

% of respondents

Almost two-fifths of respondents (39%) are *Very satisfied* with event and tourism promotion of Rotorua. This represents a significant decrease from previous years results (55% in 2007 and 2008, 53% in 2009).



How satisfied are you with the Rotorua Aquatic Centre?



Q6N

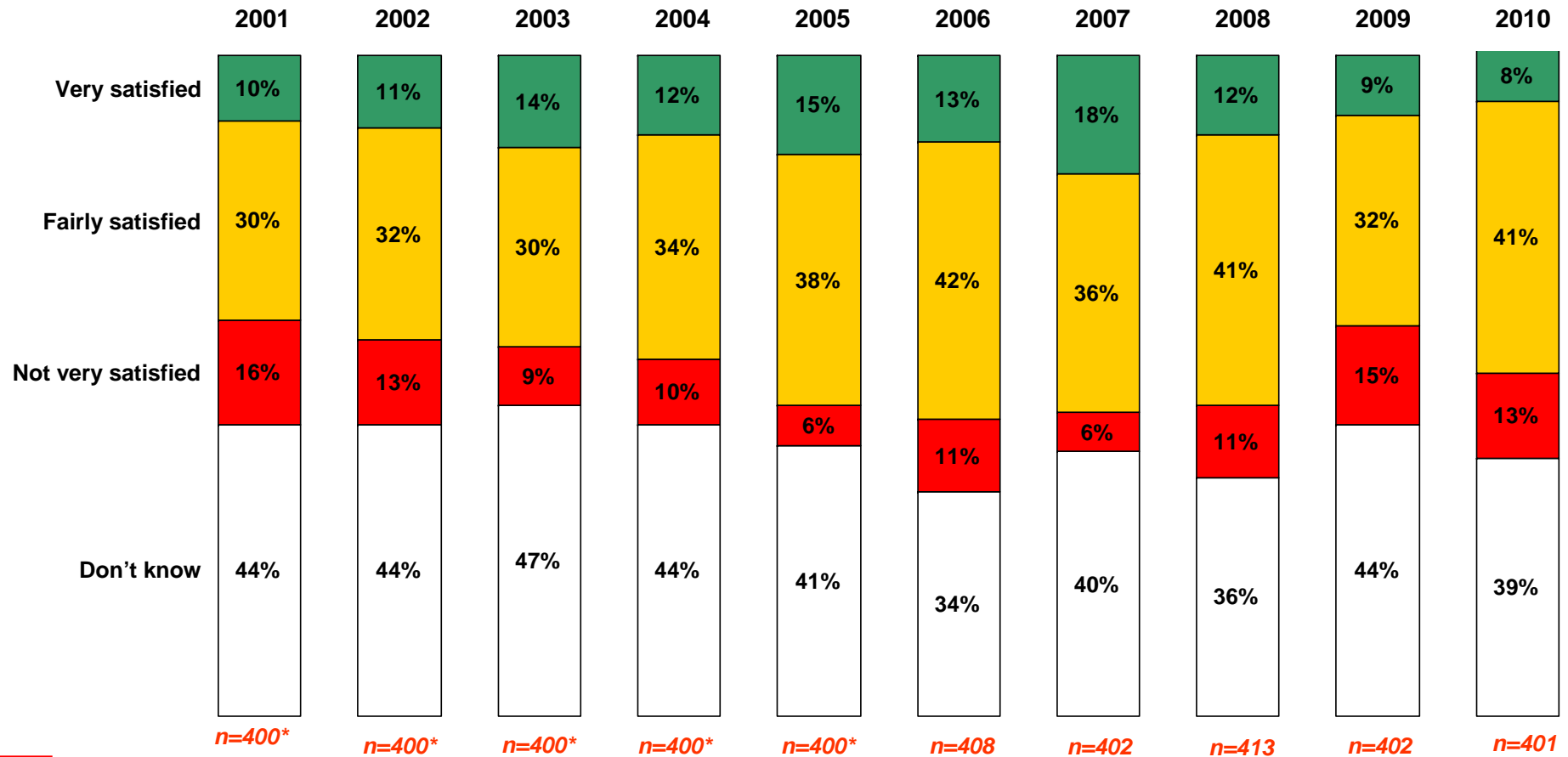
*Note: sample sizes are assumed

% of respondents

Slightly more than one-third of respondents (34%) are *Very satisfied* with the Rotorua Aquatic Centre. This represents a decrease of sixteen percentage points from the 2009 study (50%).



How satisfied are you with the promotion of job opportunities?



Q60

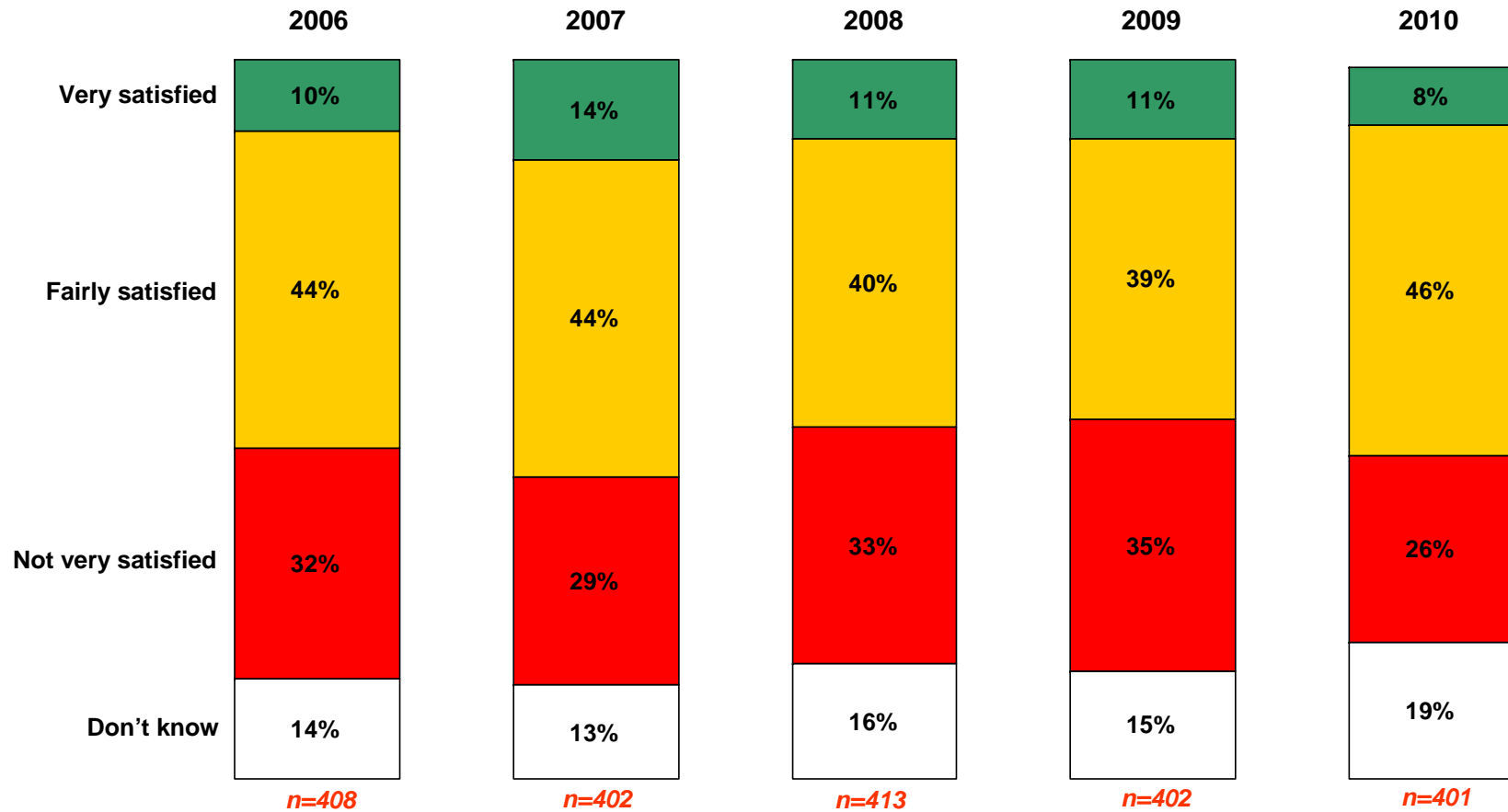
*Note: sample sizes are assumed

% of respondents

One in eight respondents (13%) stated they are *Not very satisfied* with the promotion of job opportunities. This represents a slight decrease from the 2009 results (15%).



How satisfied are you with the public toilets?



Q6P

% of respondents

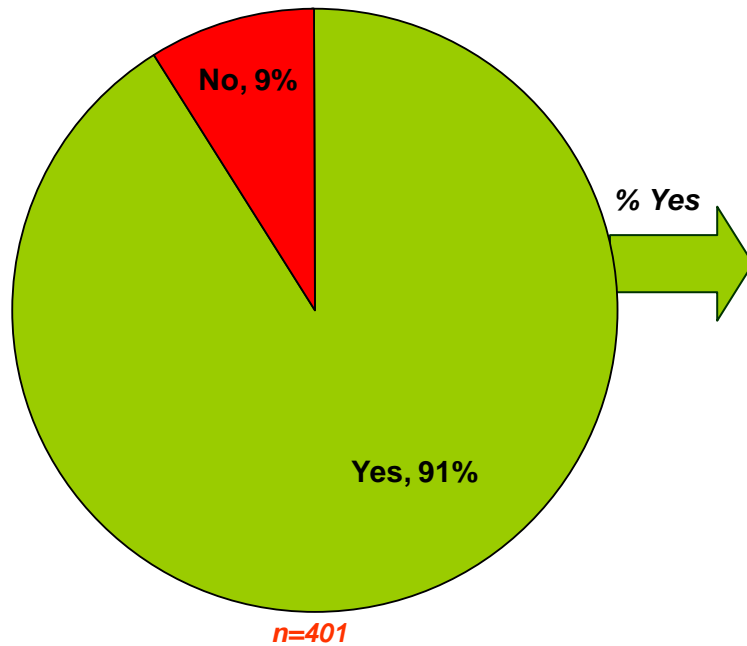
Slightly more than one-quarter of respondents (26%) are *Not very satisfied* with public toilets. This represents a decrease from the 2009 results (35%).



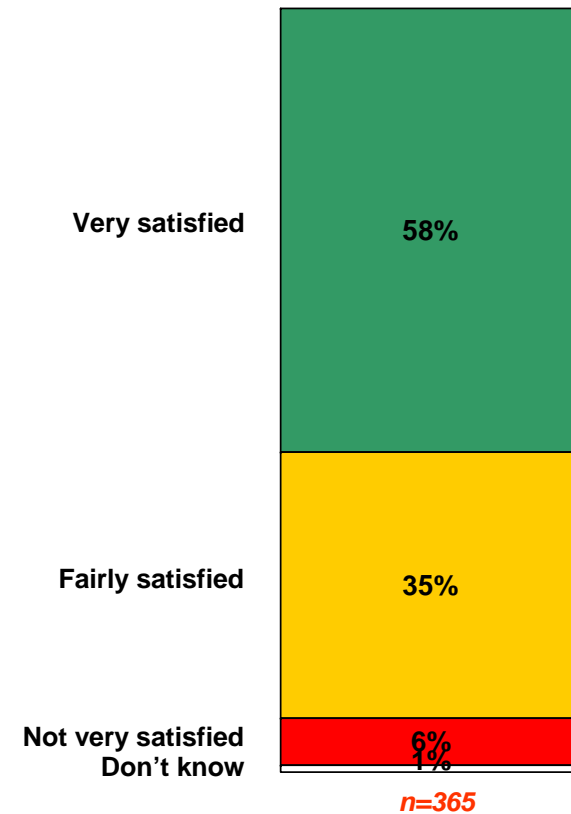
4. *Water Supply*

Water Supply

Where you live, does the Council provide a piped water supply?



How satisfied are you with the piped water supply?

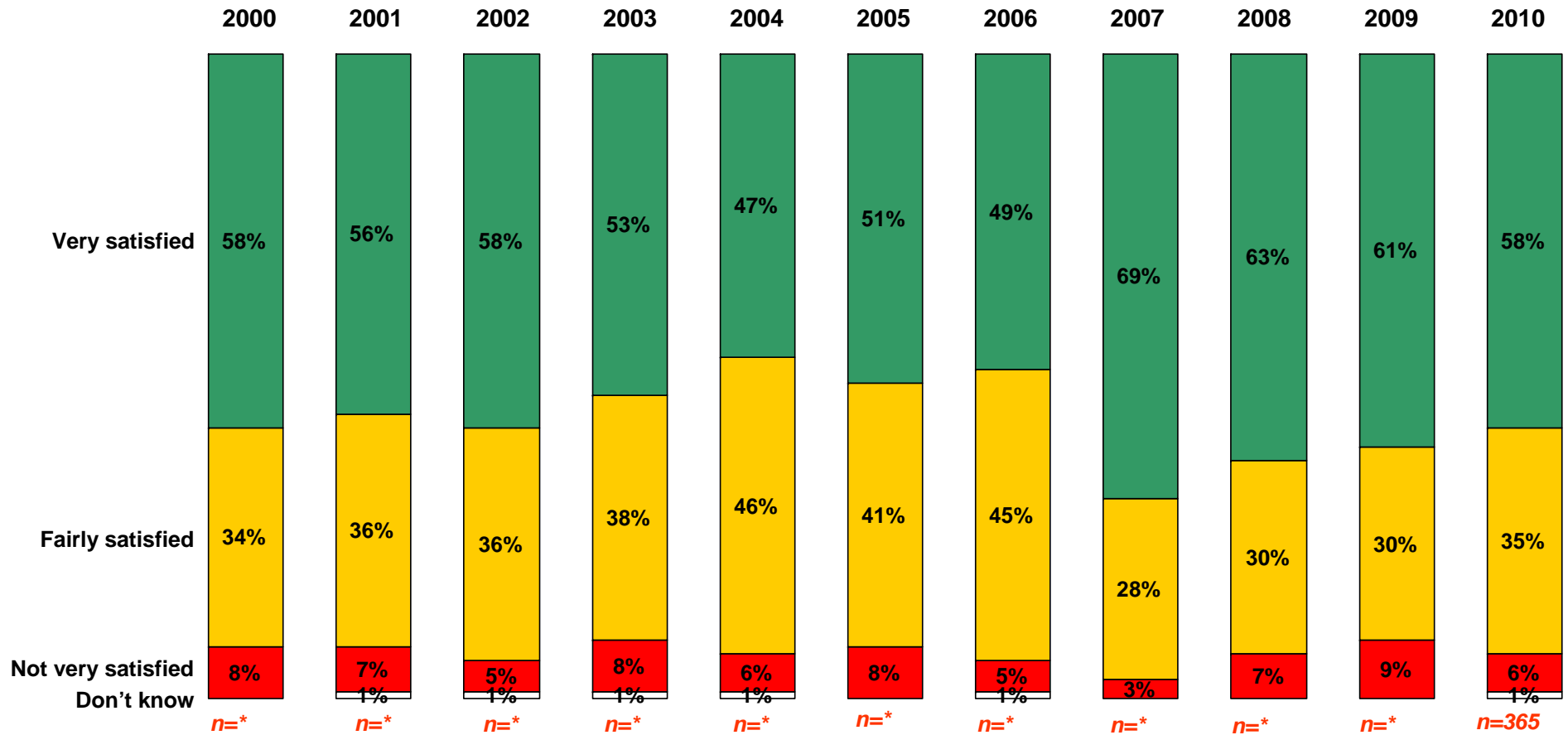


Q8 & Q8A

Slightly more than nine in every ten respondents (91%) have a Council provided piped water supply. Of these respondents, the majority stated they are *Very satisfied* (58%) with the piped water supply.



How satisfied are you with the piped water supply?



Q8A

*Note: sample sizes are unknown

% of respondents

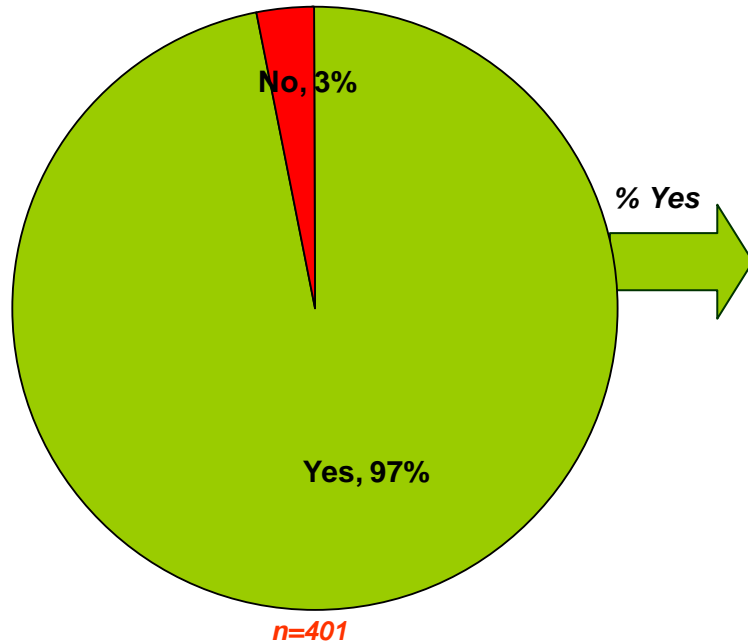
The proportion of respondents *Very satisfied* with the piped water supply continues to decrease from 2007 (69% in 2007, 63% in 2008, 61% in 2009 and 58% in 2010).



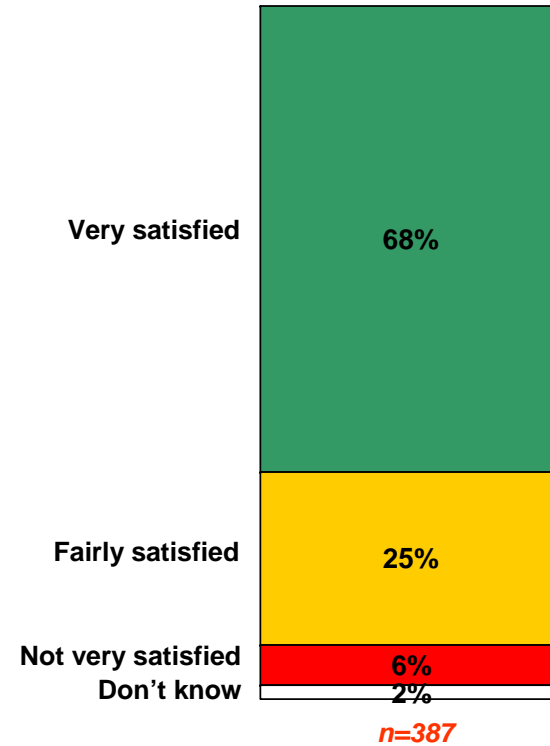
5. *Rubbish Collection*

Rubbish Collection

Where you live, does the Council provide to you a regular rubbish collection service?



How satisfied are you with the rubbish collection service?

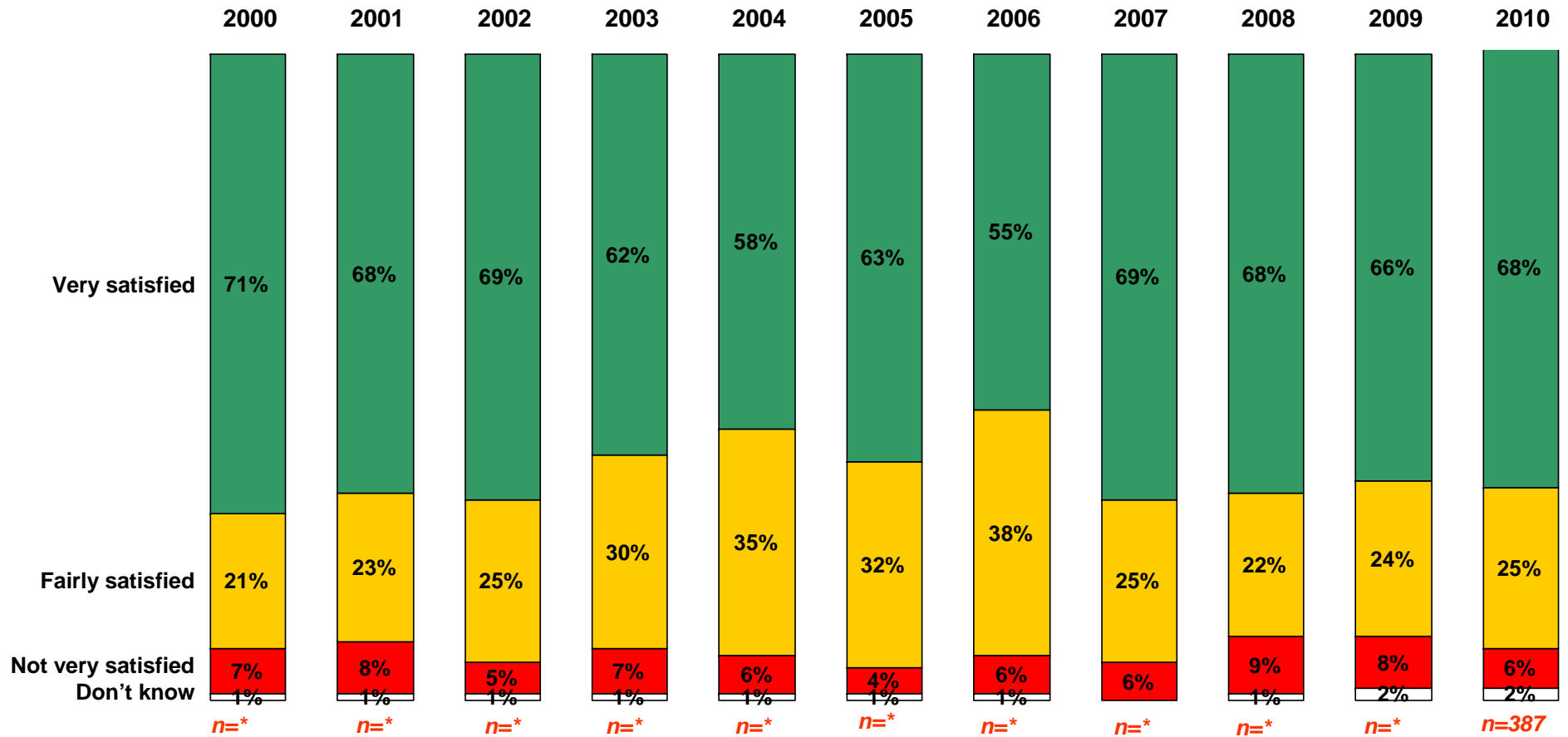


Q9 & Q9A

The majority of respondents (97%) have a Council provided rubbish collection service. Of these respondents, slightly more than two-thirds (68%) stated they are *Very satisfied* with the rubbish collection service.



How satisfied are you with the rubbish collection service?



Q9A

*Note: sample sizes are unknown

% of respondents

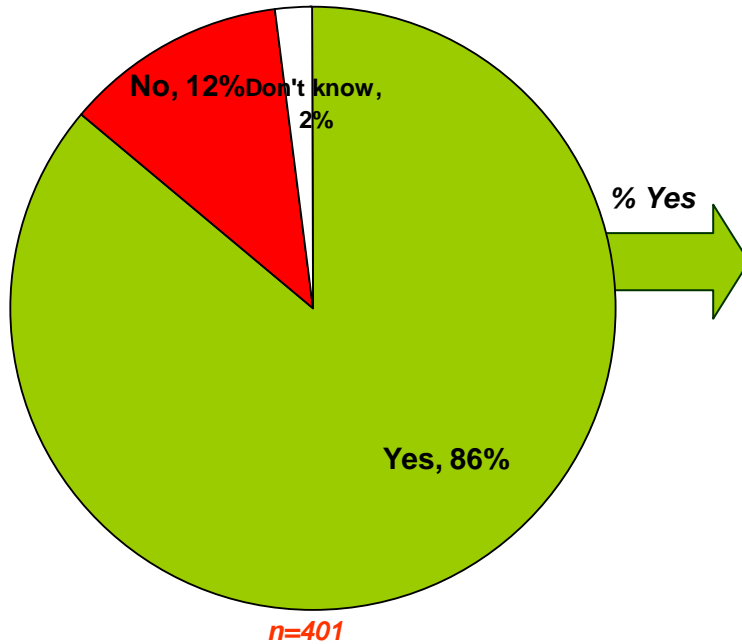
The majority of respondents (68%) are *Very satisfied* with the rubbish collection service. This result is similar to that recorded between 2007 and 2009.



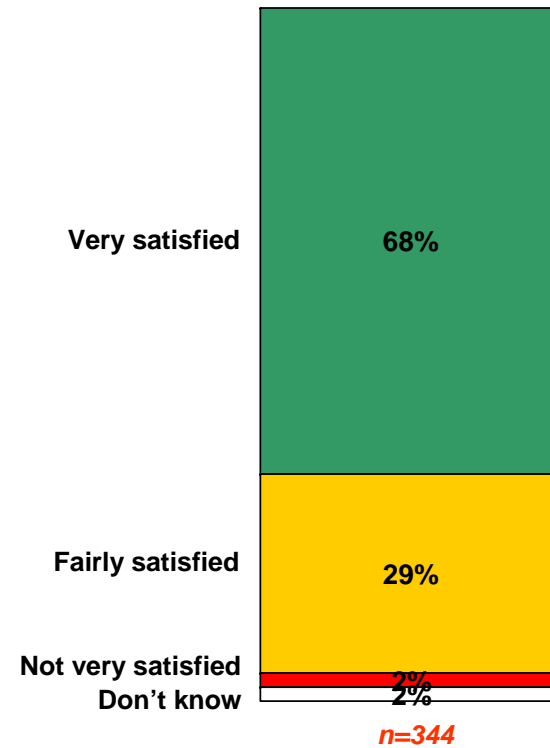
6. Sewerage System

Sewerage System

Where you live, does the Council provide a sewerage system?



How satisfied are you with the sewerage system?

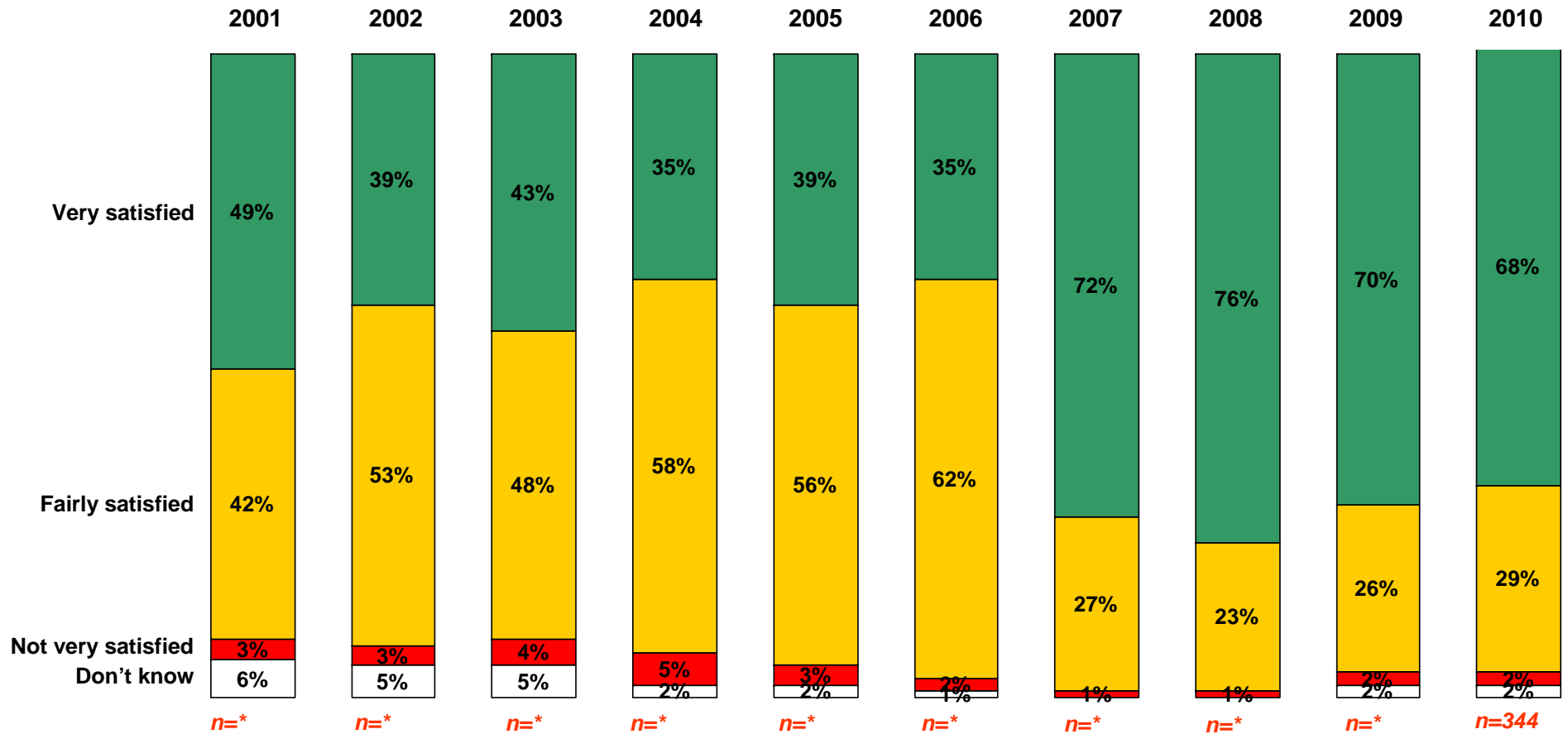


Q10 & Q10A

86% of respondents have a Council provided sewerage system. Of these respondents, slightly more than two-thirds (68%) stated they are *Very satisfied* with the sewerage system.



Please tell me if you are very satisfied, fairly satisfied or not very satisfied with the sewerage system?



Q10A

*Note: sample sizes are unknown

% of respondents

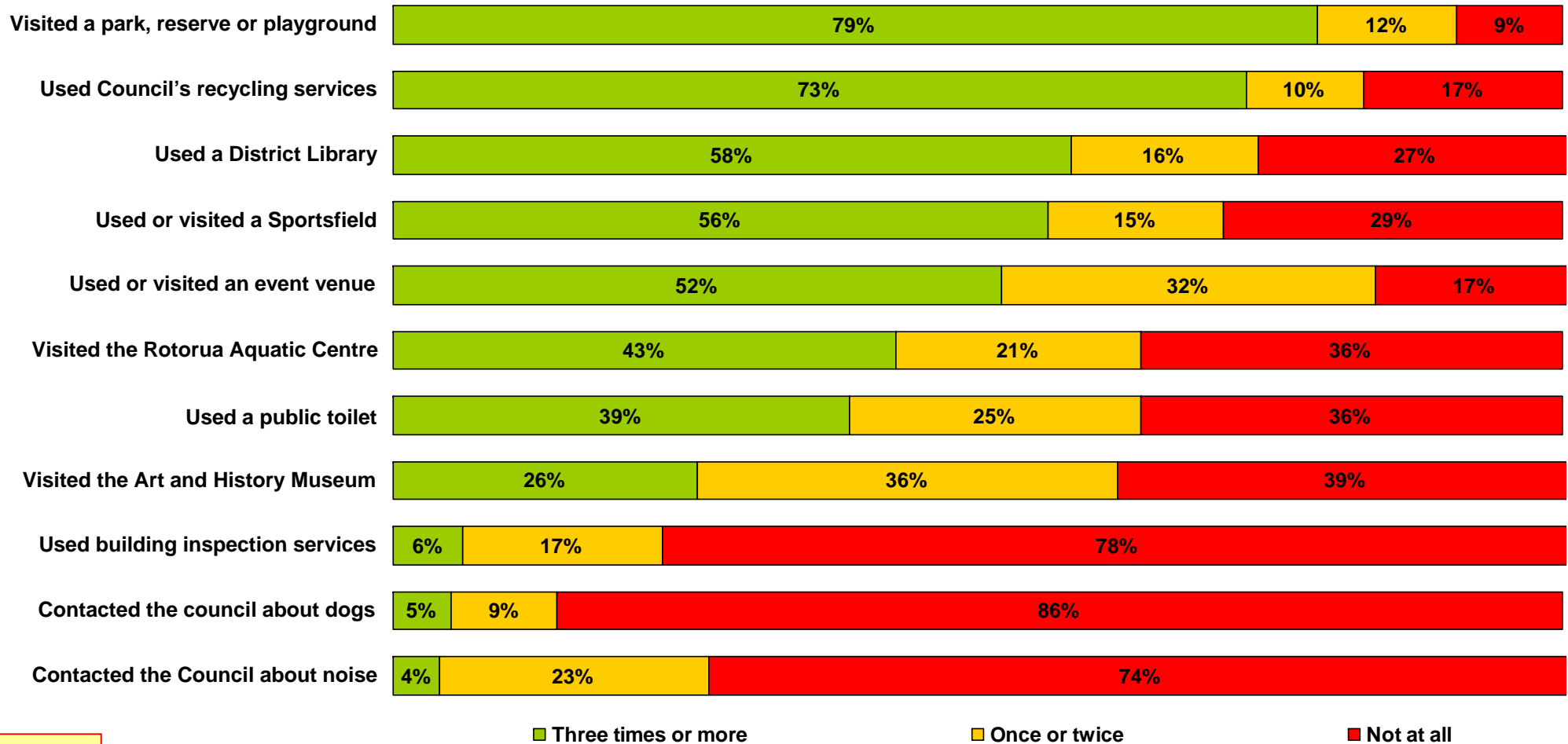
The proportion of respondents *Very satisfied* (68%) with the sewerage system continues to decrease from 2008 (76%).



7. *Usage of Services and Facilities*



Please say whether you, or a member of your household, have used or visited the service or facility in the last year?



Q11

n=401

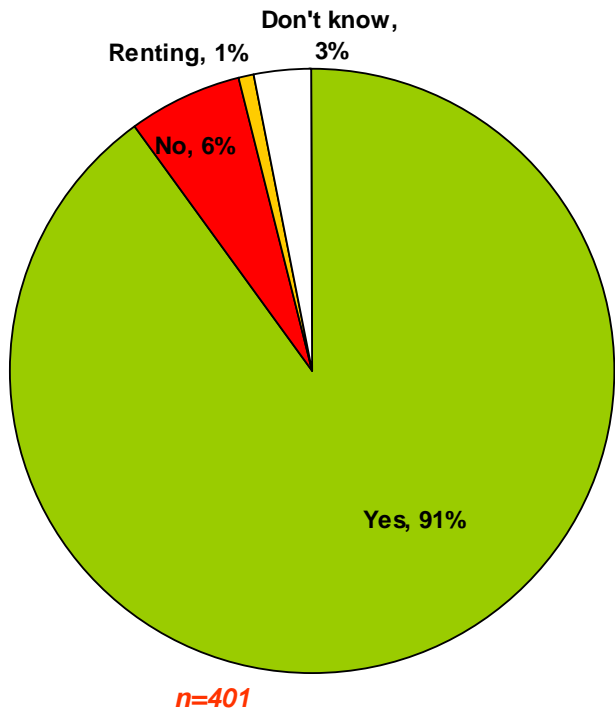
The majority of respondents have used or visited *A park, reserve or playground (79%), Council's recycling services (73%) and A District Library (58%)* in the last year.



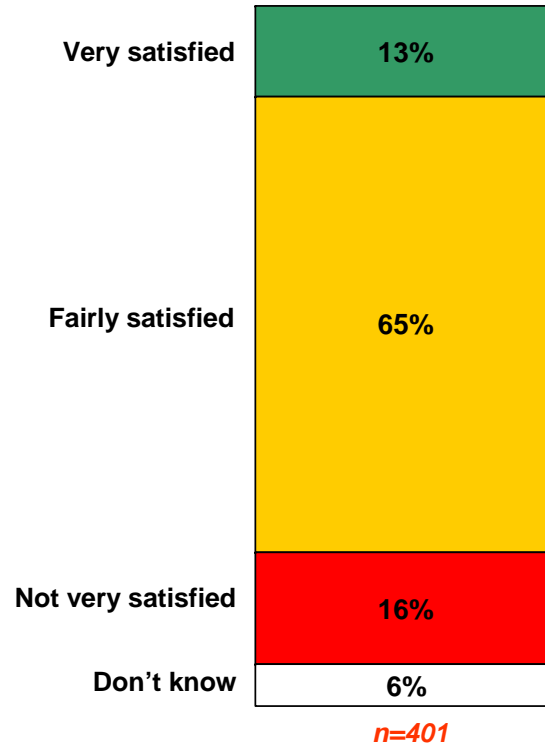
8. *Rates*

Rates

Do you, or a member of your household, pay rates on a property in the Rotorua District Council area?



How satisfied are you with the way the rates are spent on the services and facilities provided by the Council?

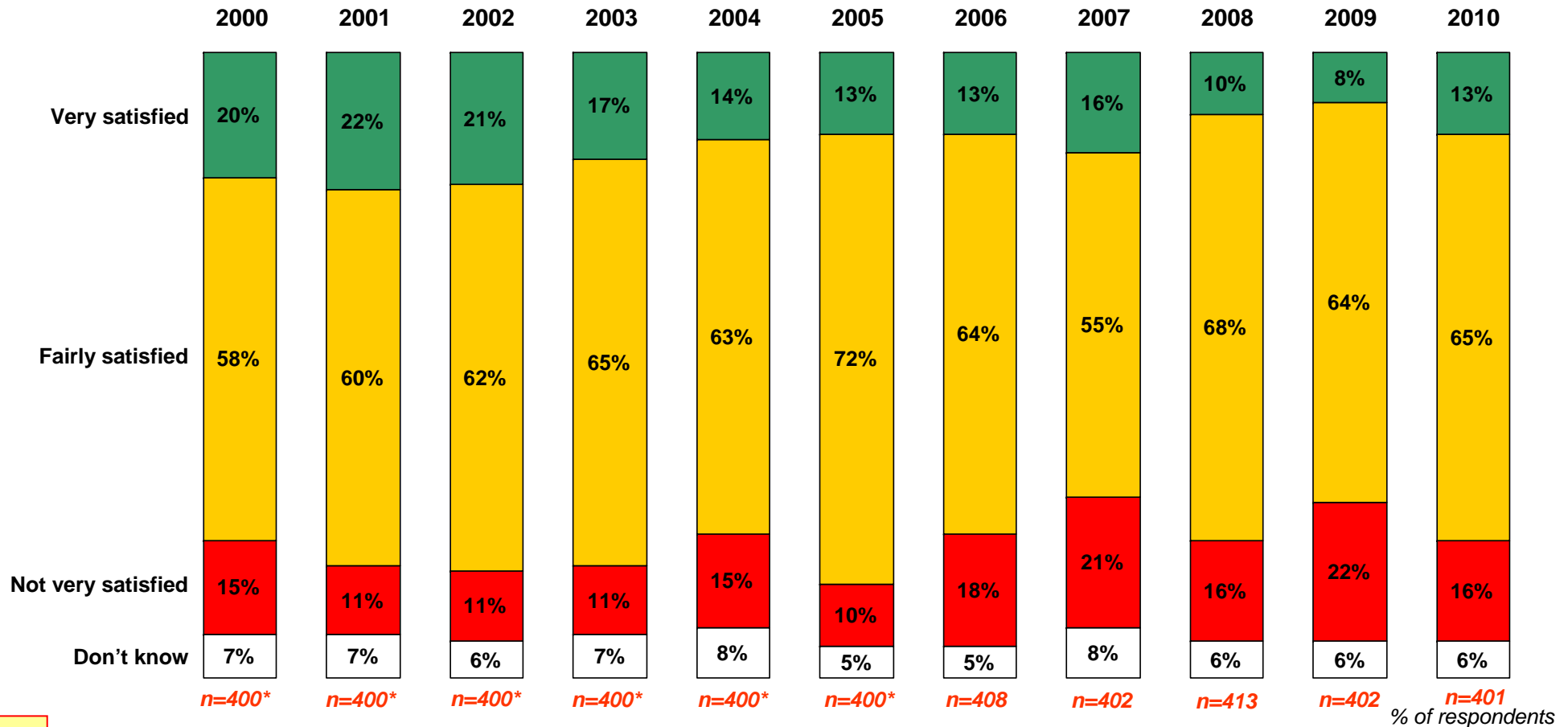


Q12 & Q13

Slightly more than nine in every ten respondents (91%) has a member of their household / or them personally pay rates on a property in Rotorua. Only 13% of respondents stated they are *Very satisfied* with the way the rates are being spent on the services and facilities provided by the Council.



How satisfied are you with the way the rates are spent on the services and facilities provided by the Council?



Q13

*Note: sample sizes are assumed

There has been a decrease in the proportion of respondents *Not very satisfied* (16%) with the way the rates are being spent on the services and facilities provided by the Council from 2009 (22%).

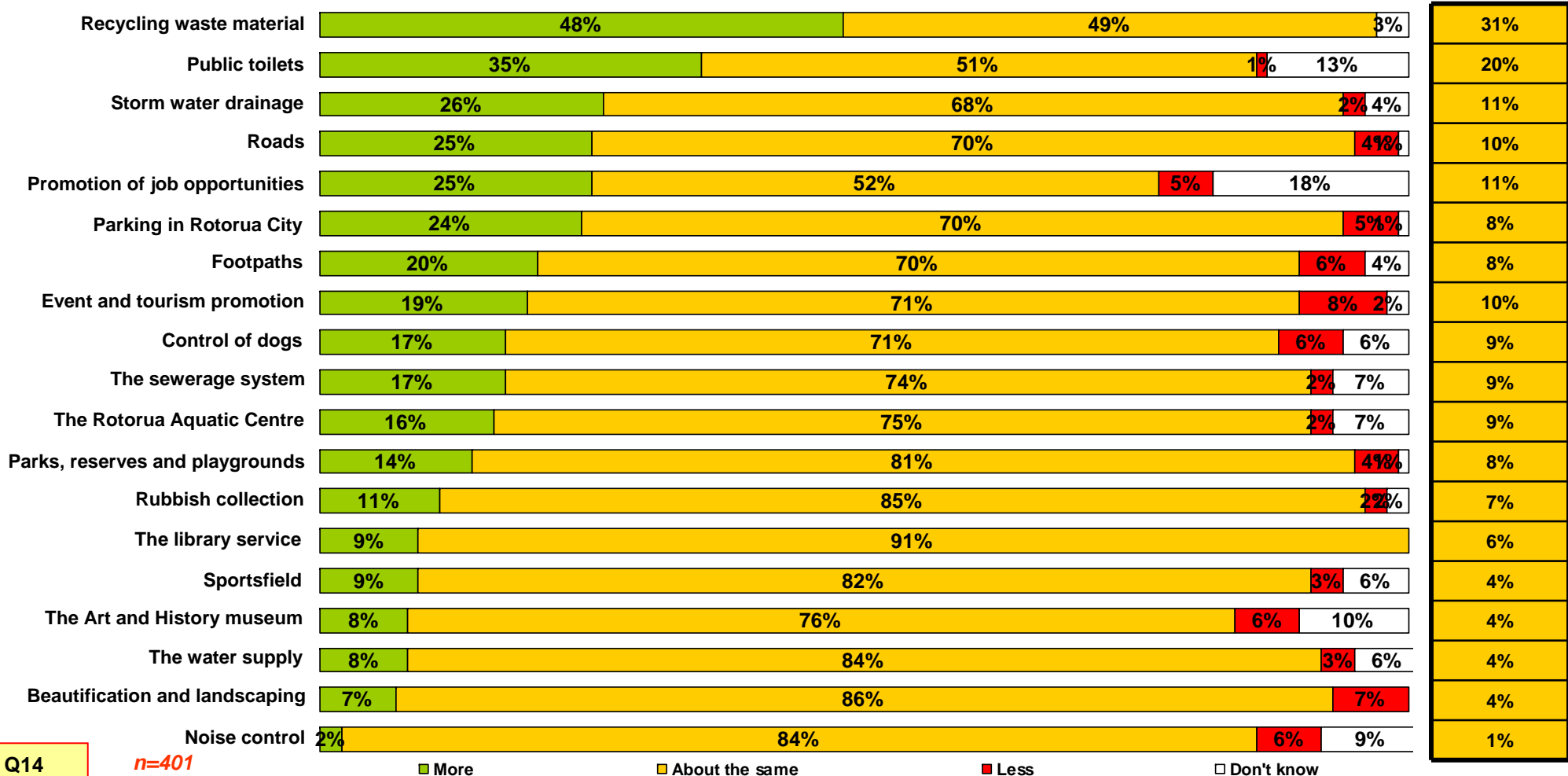


9. *Spend Emphasis*



Thinking now about the services and facilities would you like to see more, about the same or less spent on each of the following?

Percentage willing to pay more



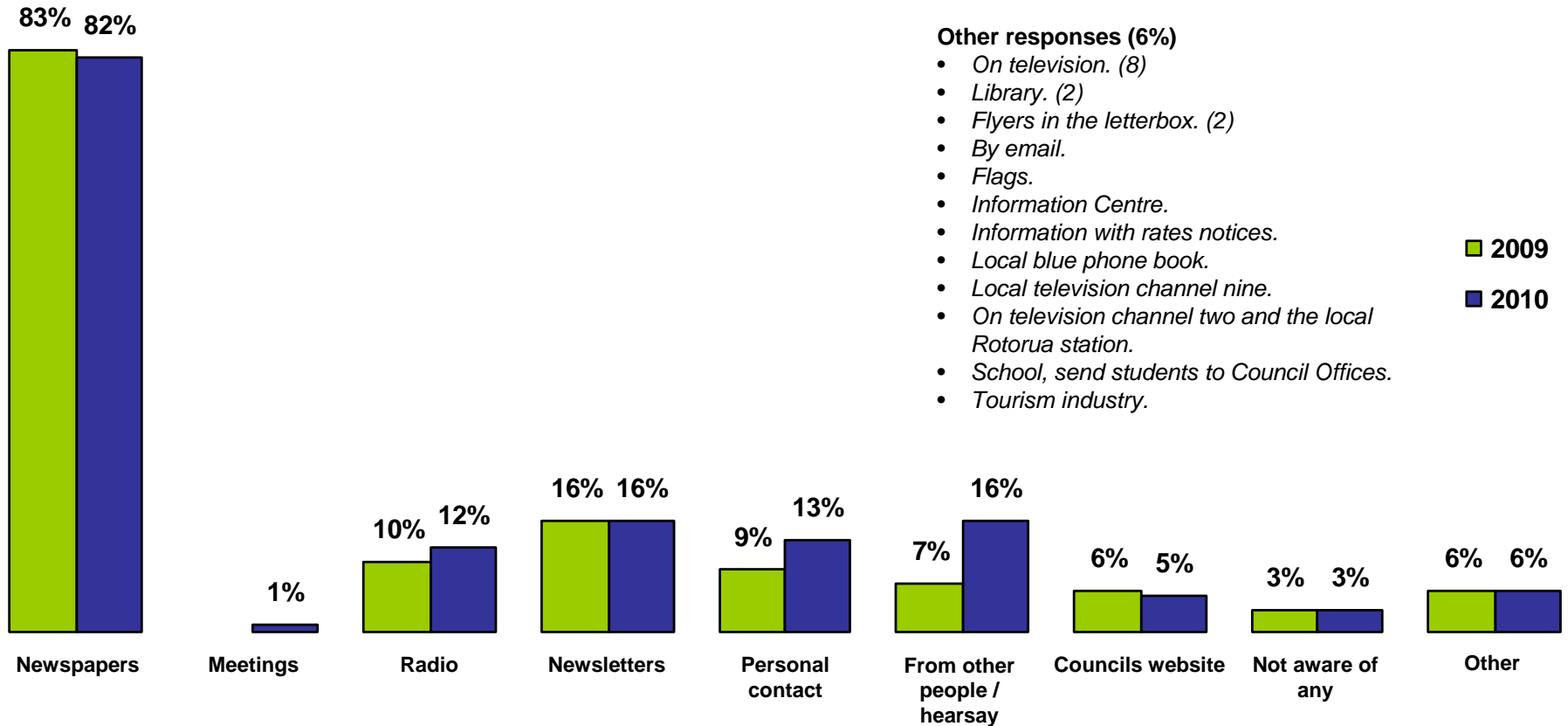
Recycling water material (48%), Public toilets (35%), Storm water drainage (26%) and Roads (25%) are the key areas identified by respondents that Council should spend more money on. Each of these aspects also have a moderate proportion of respondents willing to pay more rates in order for these facilities to be improved (31%, 20%, 11% and 10% respectively).



10. *Information*



Where or from whom do you mainly see, read or hear information about the Council?



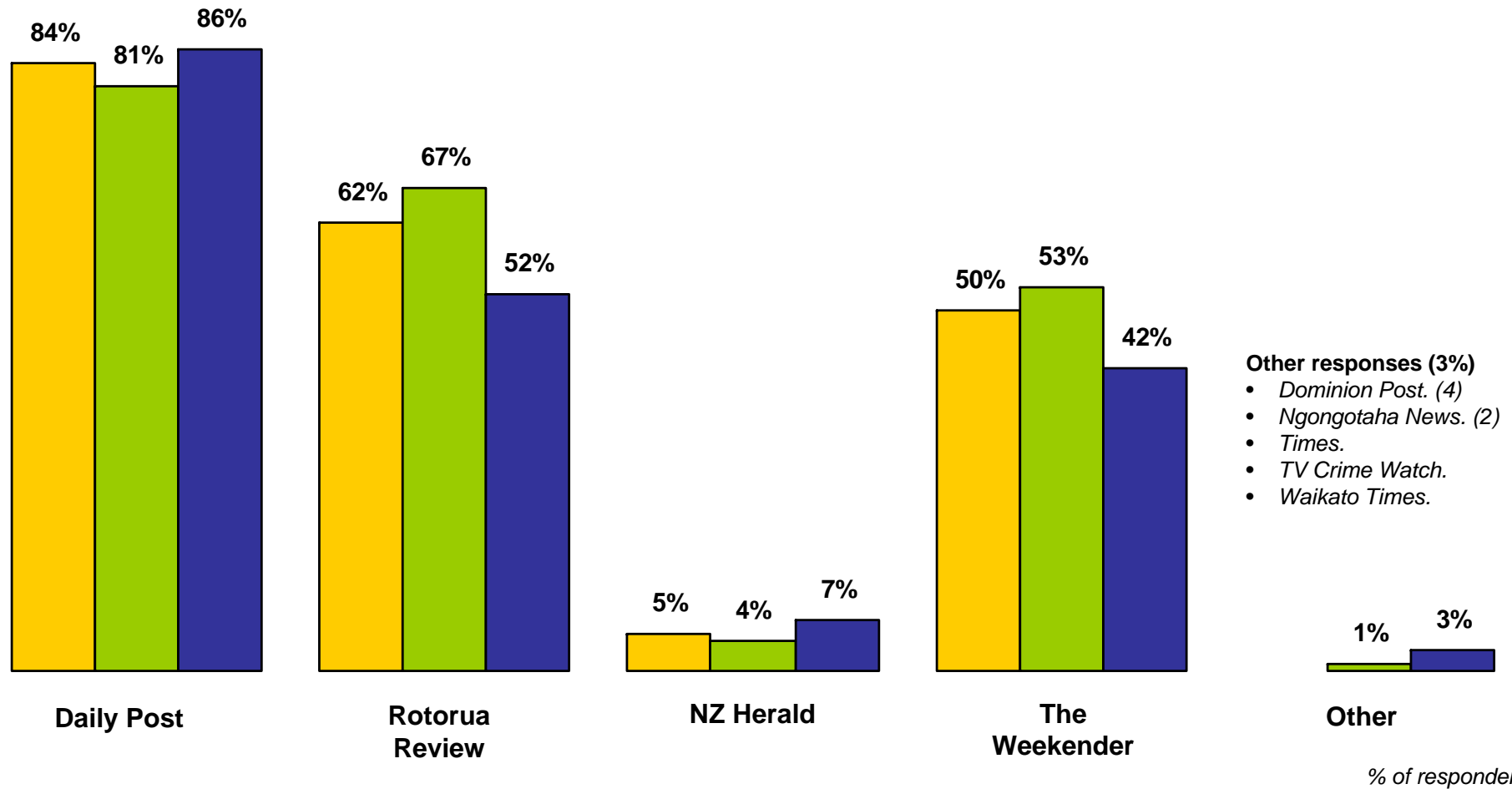
Q15

% of respondents

Newspapers (82%) is predominantly where respondents see, read or hear information about the Council. The proportion of respondents recalling information about Council from *Personal contact* (13%) and *From other people / hearsay* (16%) have increased from 2009 (9% and 7% respectively).



Which newspapers are those?

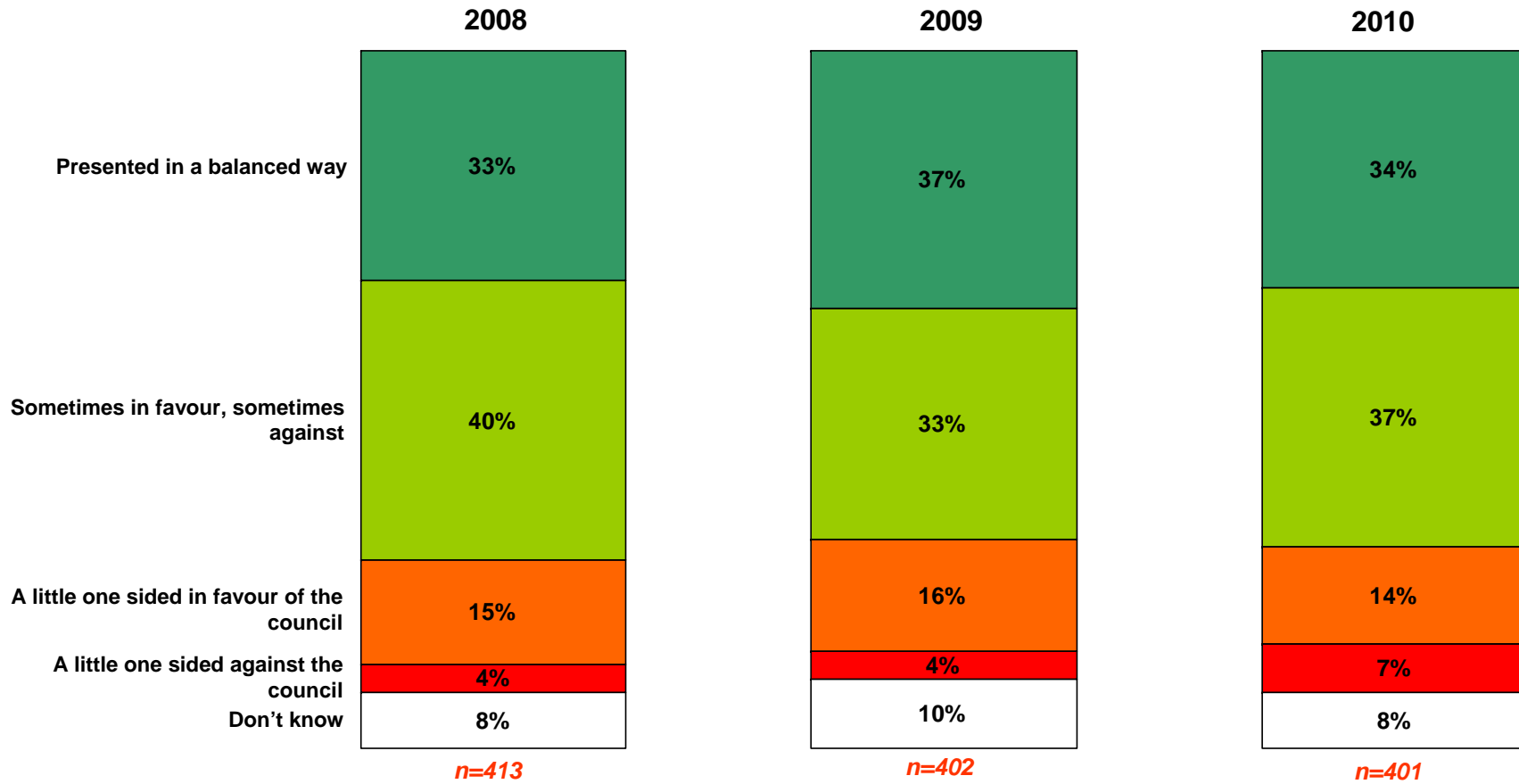


Q16

Daily Post (86%) is the newspaper respondents most recall seeing / hearing or reading information about Council. Although the Rotorua Review (52%) and The Weekender (42%) continue to be sources of information by moderate proportions of respondents, these have decrease from 2009 results (67% and 53% respectively)



Thinking about where you mainly get your information about Council, do you feel that the information provided about the Council is?



Q17

*Note: sample sizes are assumed

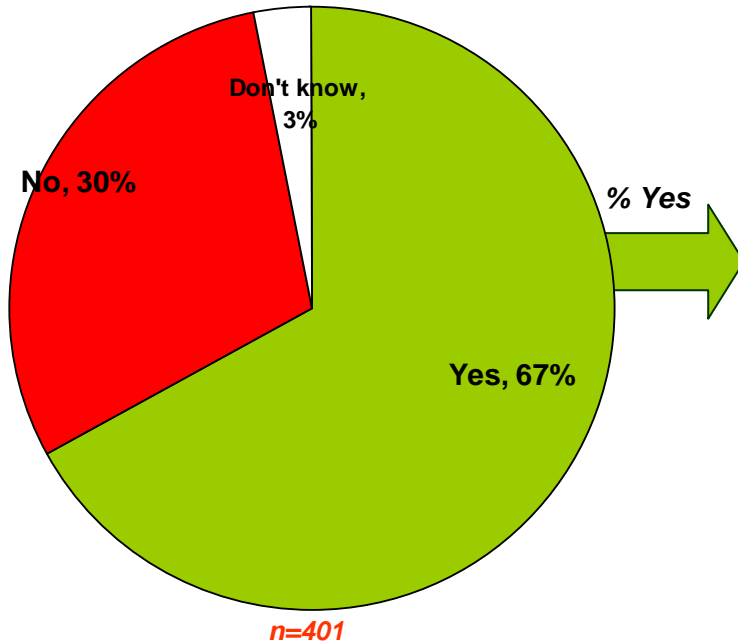
% of respondents

Slightly more than one-third of respondents (34%) stated that information about Council is generally presented in a balanced way. This represents a slight decrease from the 2009 results (37%).

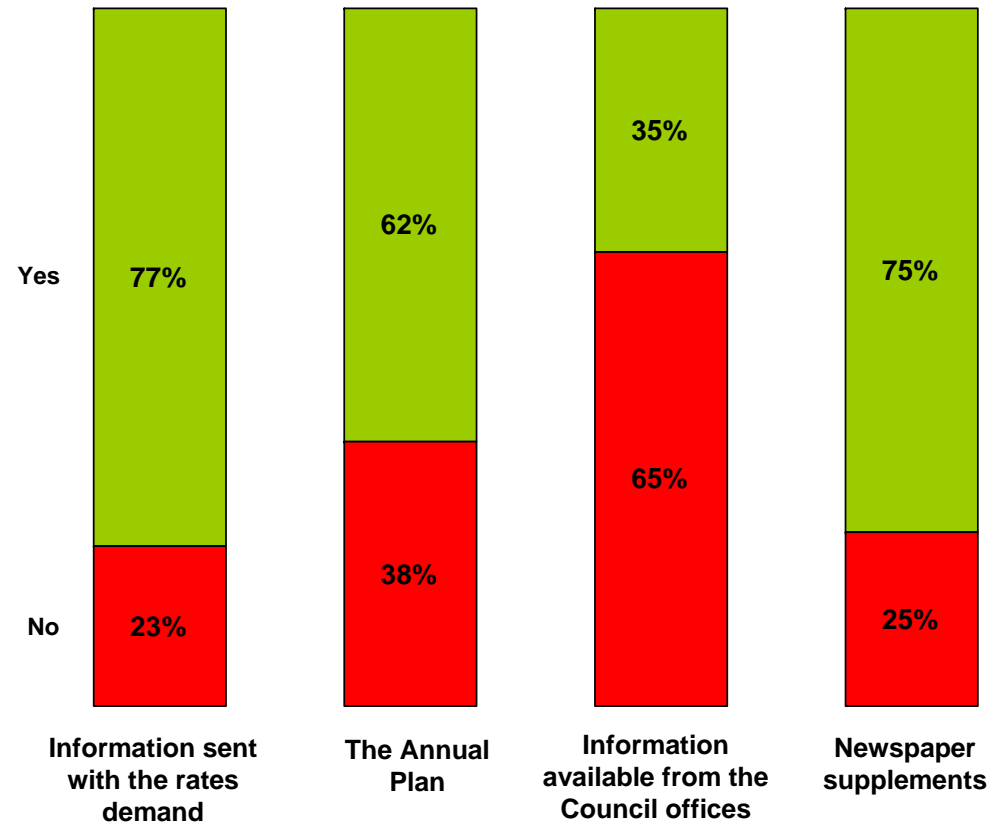


Information from the Council

From time to time Council publishes a range of information specifically for the community. Have you seen or read any such information in the last 12 months?



Thinking of this published information, which of the following have you seen or read in the last 12 months?

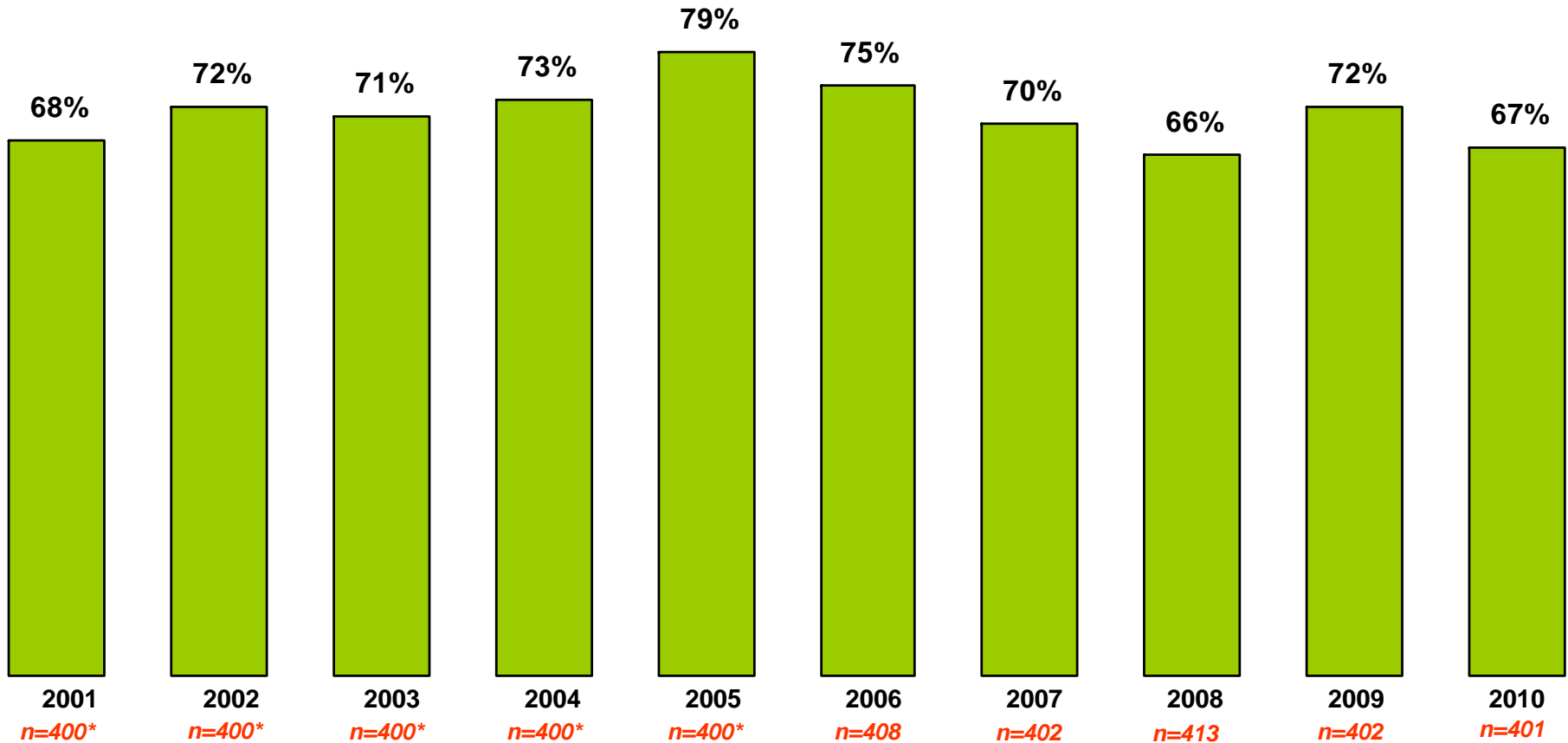


Q18 & Q18A

Slightly more than two-thirds of respondents (67%) have seen information published by the Council about the community in the last 12 months. More specifically, 77% of these respondents recalled seeing *Information sent with the rates demand* and 75% recall seeing *Newspaper supplements*.



**From time to time Council publishes a range of information specifically for the community. Have you seen or read any such information in the last 12 months?
-Percent saying 'yes'**



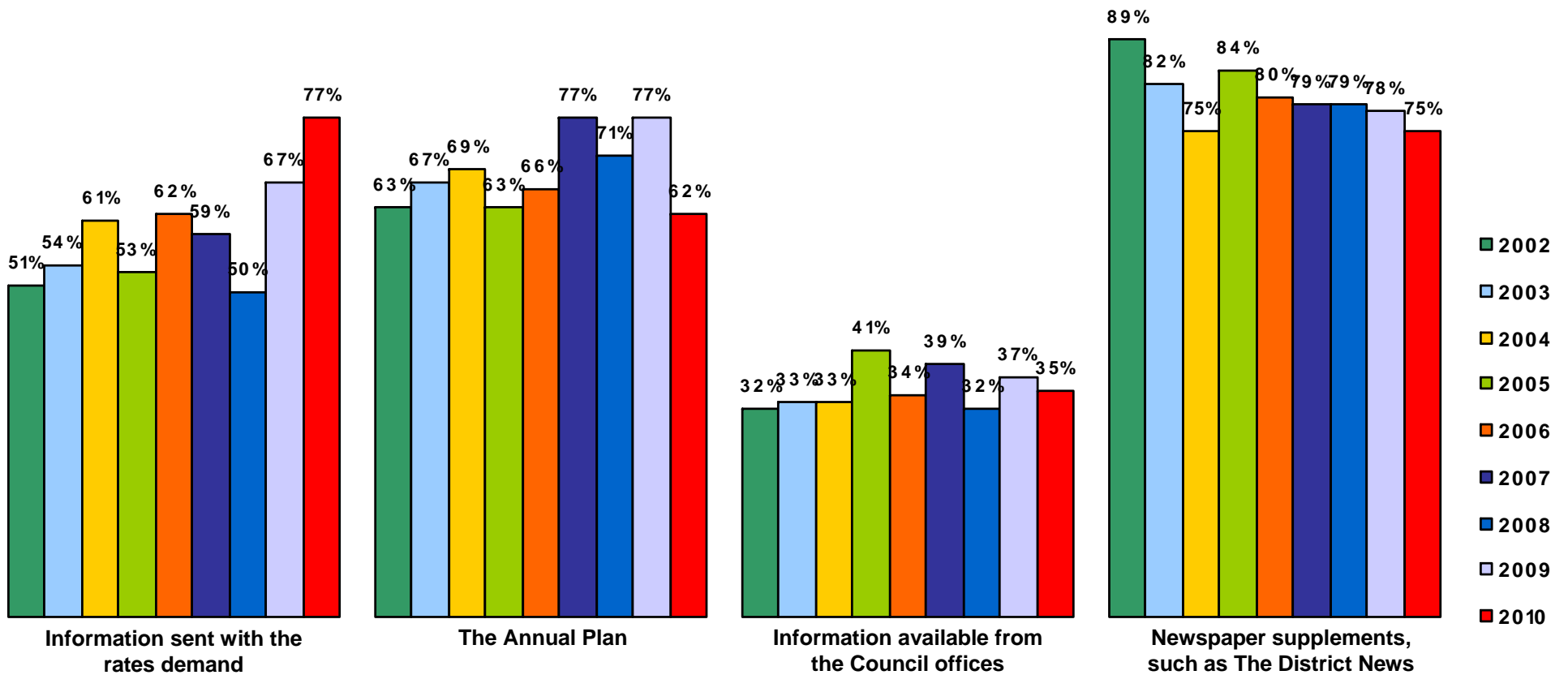
Q18

*Note: sample sizes are assumed

The proportion of respondents who recall seeing information published by the Council about the community (67%) has decrease from 2009 (72%).



Recall of Specific Council Information - Percent saying 'yes'



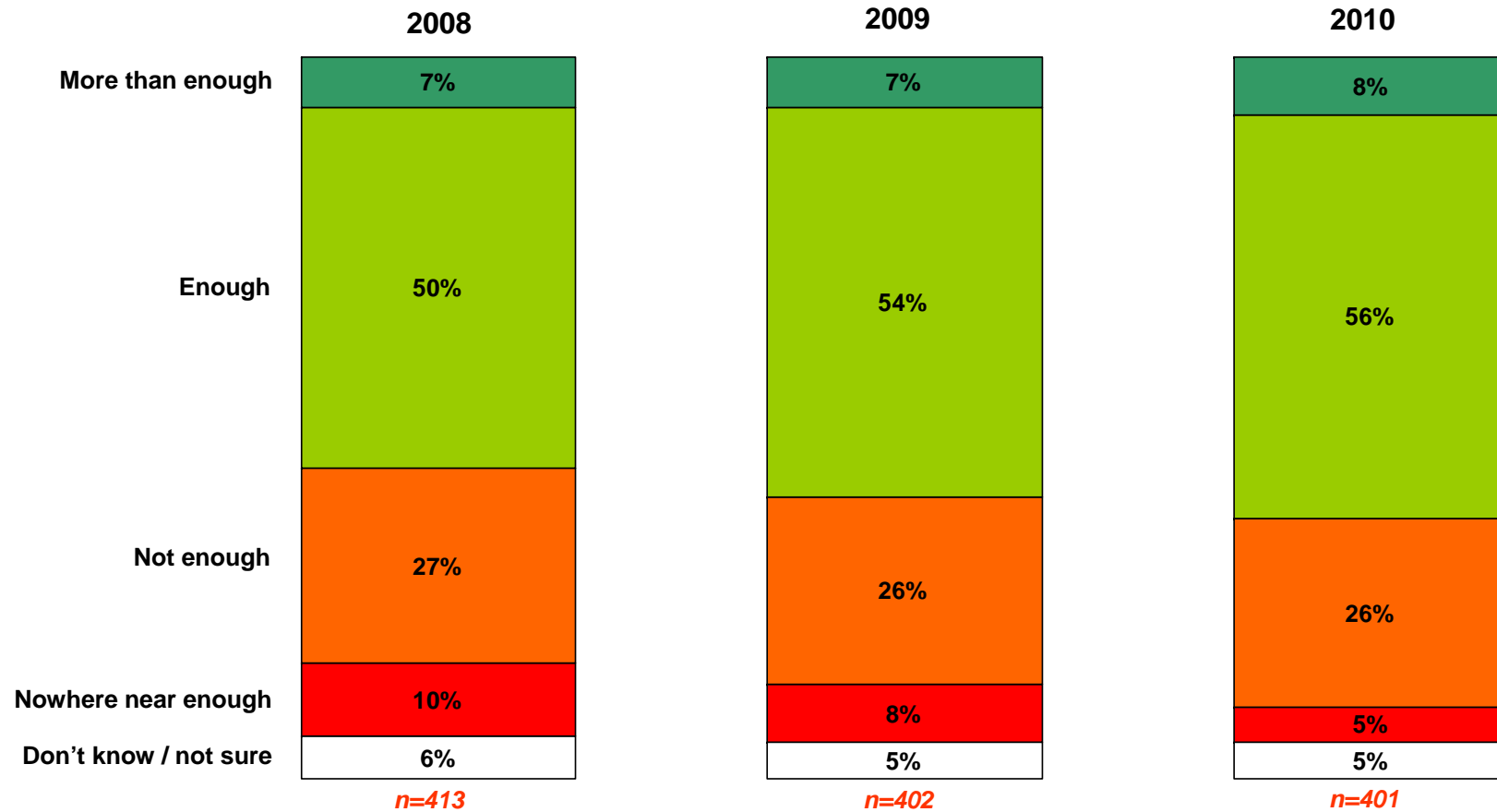
Q18A.A

% of respondents

There has been an increase in the proportion of respondents recall seeing *Information sent with the rates demand* (77%) from all previous years. Recall of *The Annual Plan* (62%), *Information available from the Council offices* (35%) and *Newspaper supplements, such as the District News* (75%) have all decreased from 2009 (77%, 37% and 75% respectively).



Would you say that the information Council supplies to the community is:



Q19

% of respondents

The majority of respondents (56%) stated that the information Council supplies to the community is *Enough*. 31% of respondents stated that the information supplied is *Not enough* (26%) or *Nowhere near enough* (5%).



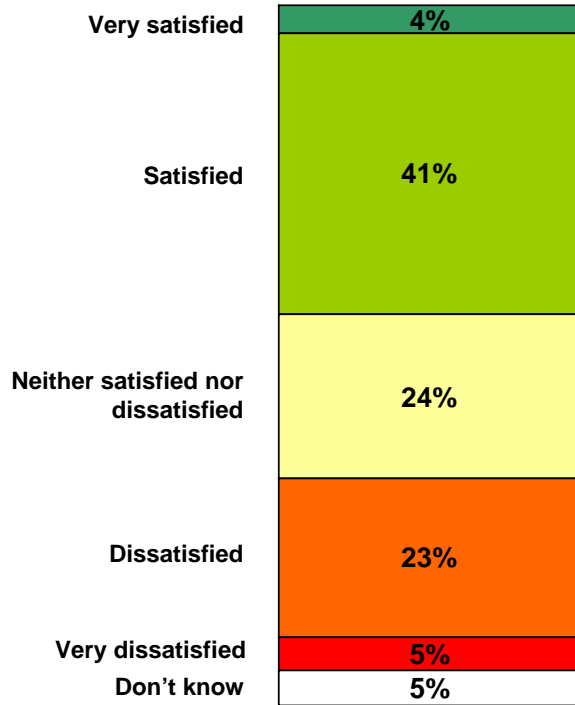
11. Council Consultation and Community Involvement



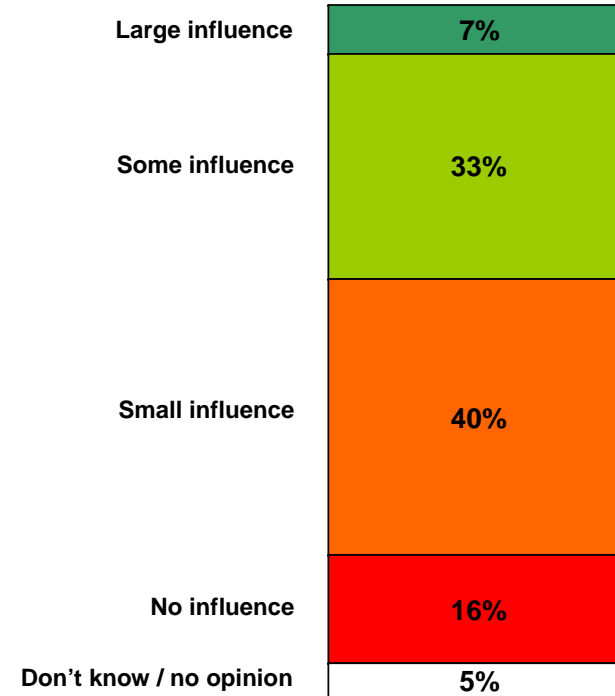
Council Consultation and Community Involvement

How satisfied are you with the way the Council involves the public in the decisions it makes?

How much influence do you feel the public has on decisions that the Council makes?



n=401



n=401

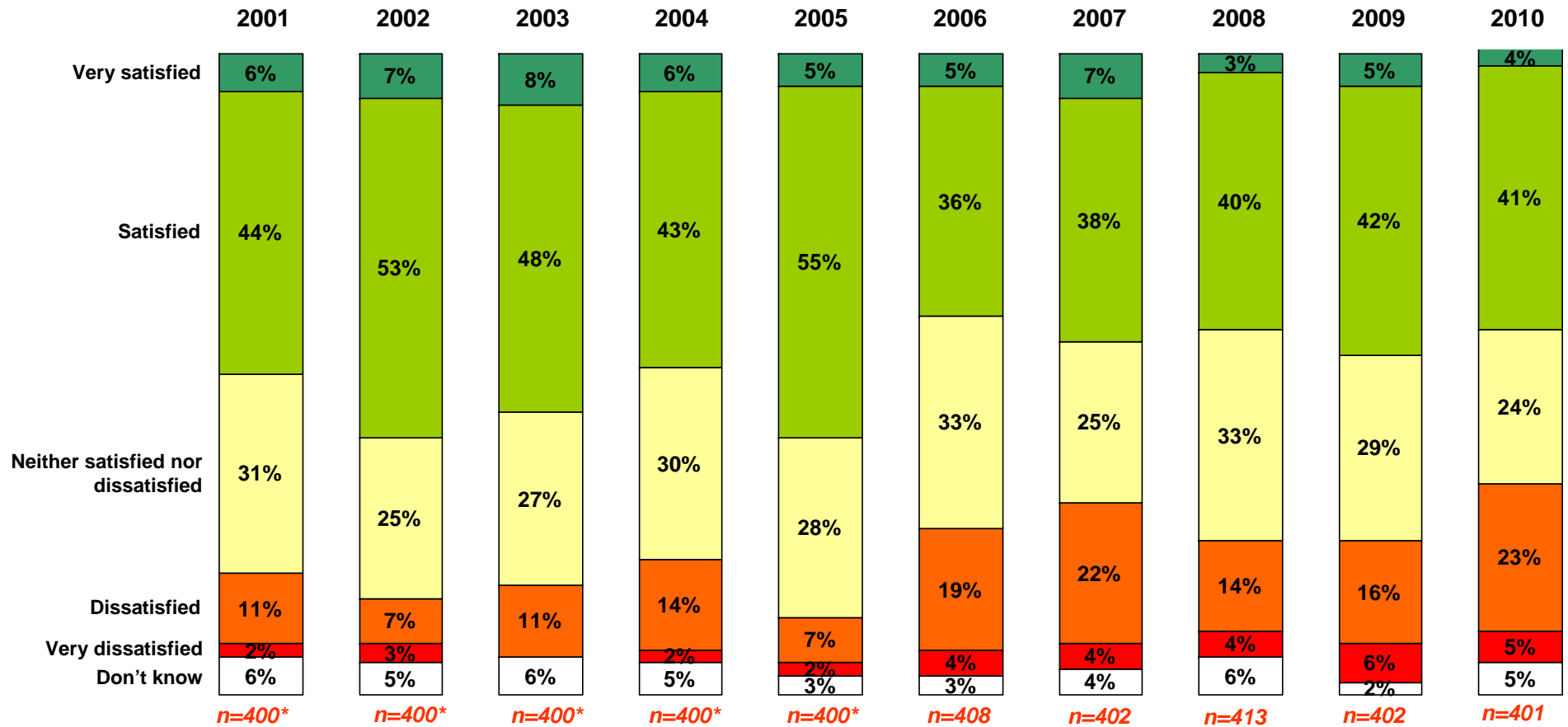
% of respondents

Q20 & Q21

Slightly less than one-half of respondents (45%) stated that they are *Satisfied overall* with the way the Council involves the public in the decisions it makes. The majority of respondents (56%) stated they feel that the public has *No influence* (16%) or a *Small influence* (40%) on the decisions that the Council makes.



How satisfied are you with the way the Council involves the public in the decisions it makes?



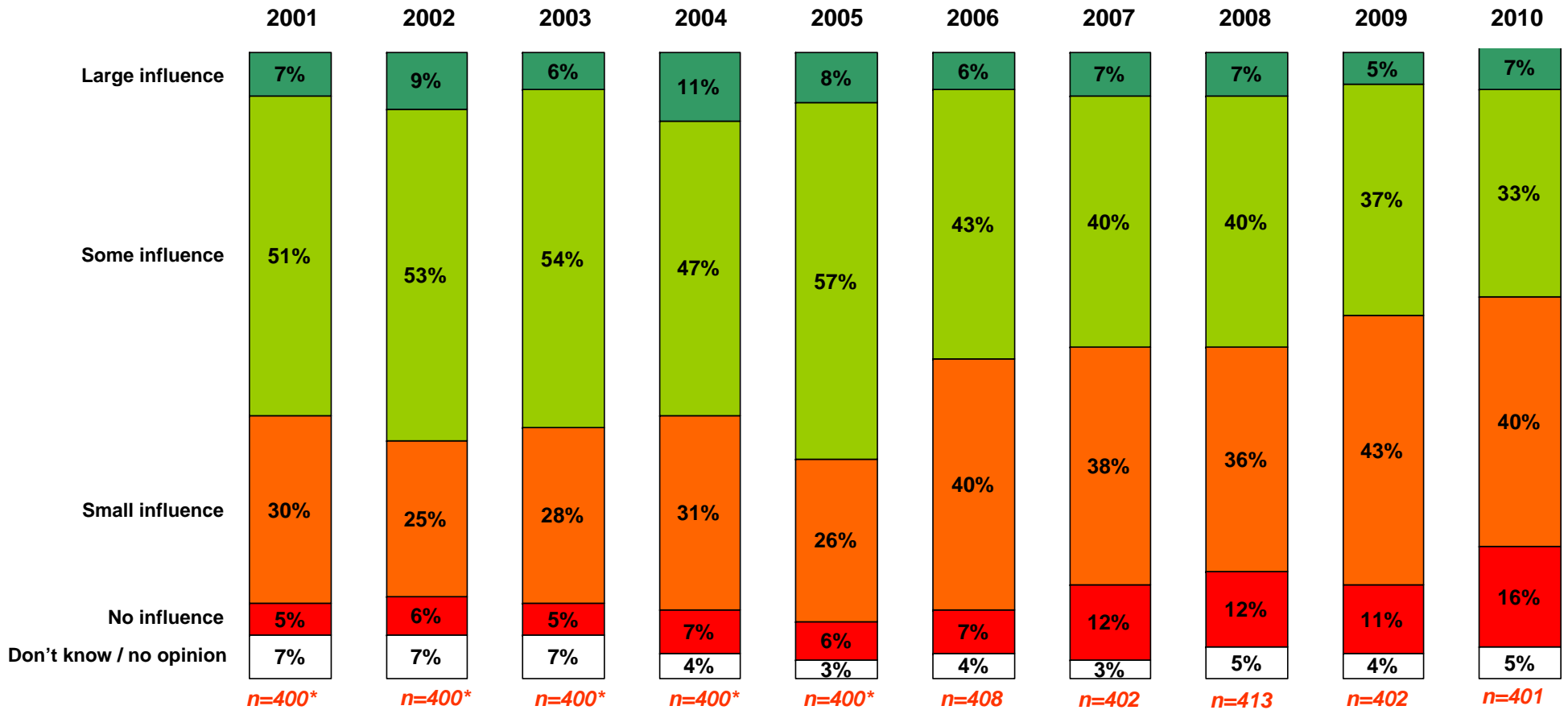
Q20

*Note: sample sizes are assumed

Slightly more than one-quarter of respondents (28%) stated that they are *Dissatisfied overall* with the way the Council involves the public in the decisions it makes. This represents a decrease from the 2009 results (22%).



**How much influence do you feel the public has on decisions that the Council makes?
 Would you say the public has a ...**



Q21

*Note: sample sizes are assumed

% of respondents

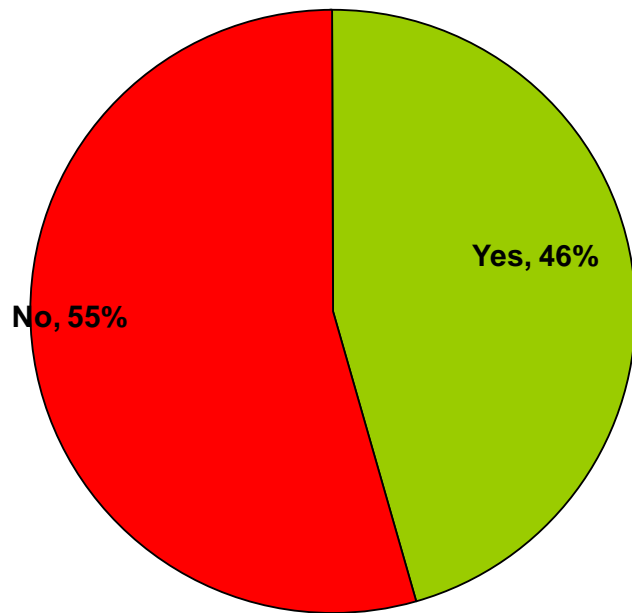
Since 2008, the proportion of respondents stating they feel the public has a *Large influence* or *Some influence* on the decisions that the Council makes has been steadily decreasing (47% in 2008, 42% in 2009 and 40% in 2010).



12. *Emergency Management*

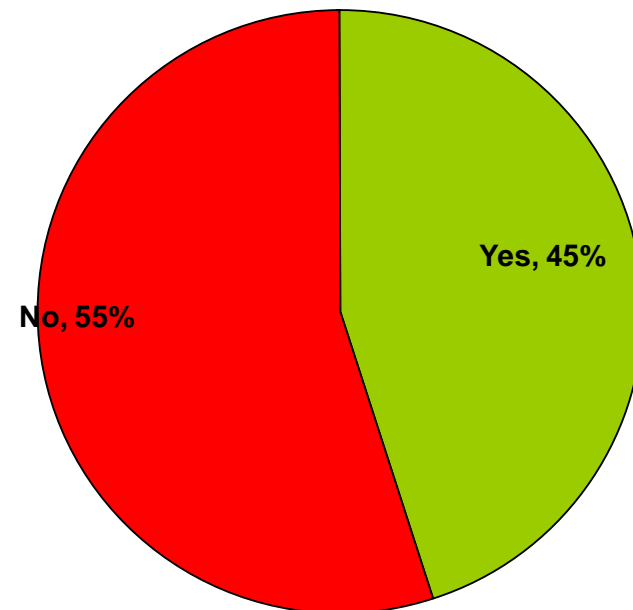
Emergency Management

Do you have a household emergency kit?



n=401

Do you have a household emergency plan of what to do and where to meet in the event of a Civil Defence emergency?



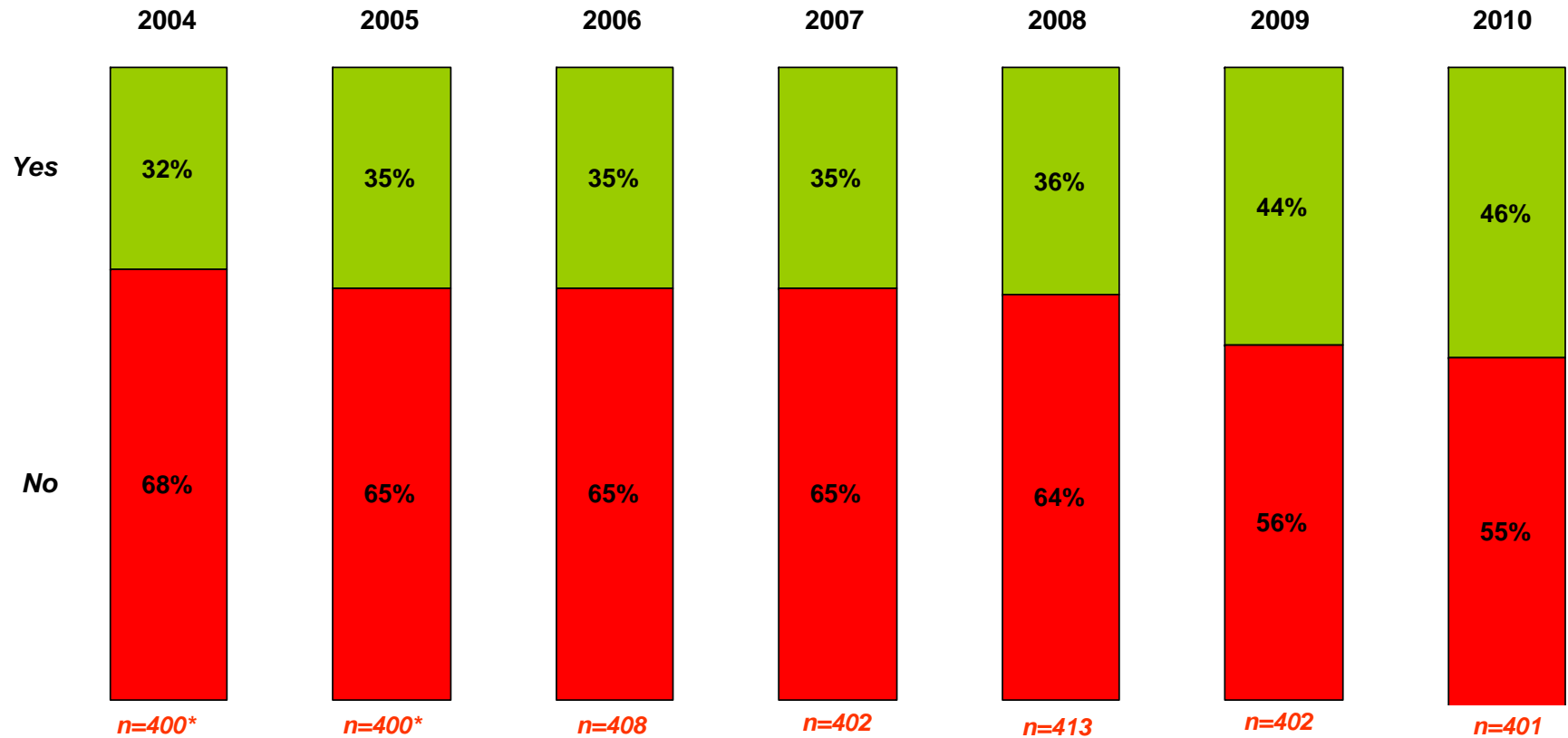
n=401

Q22 & Q23

Less than one-half of respondents (46%) have a household emergency kit. 55% of respondents stated they *don't* have a plan of what to do and where to meet in the event of a Civil Defence emergency.



Do you have a household emergency kit?



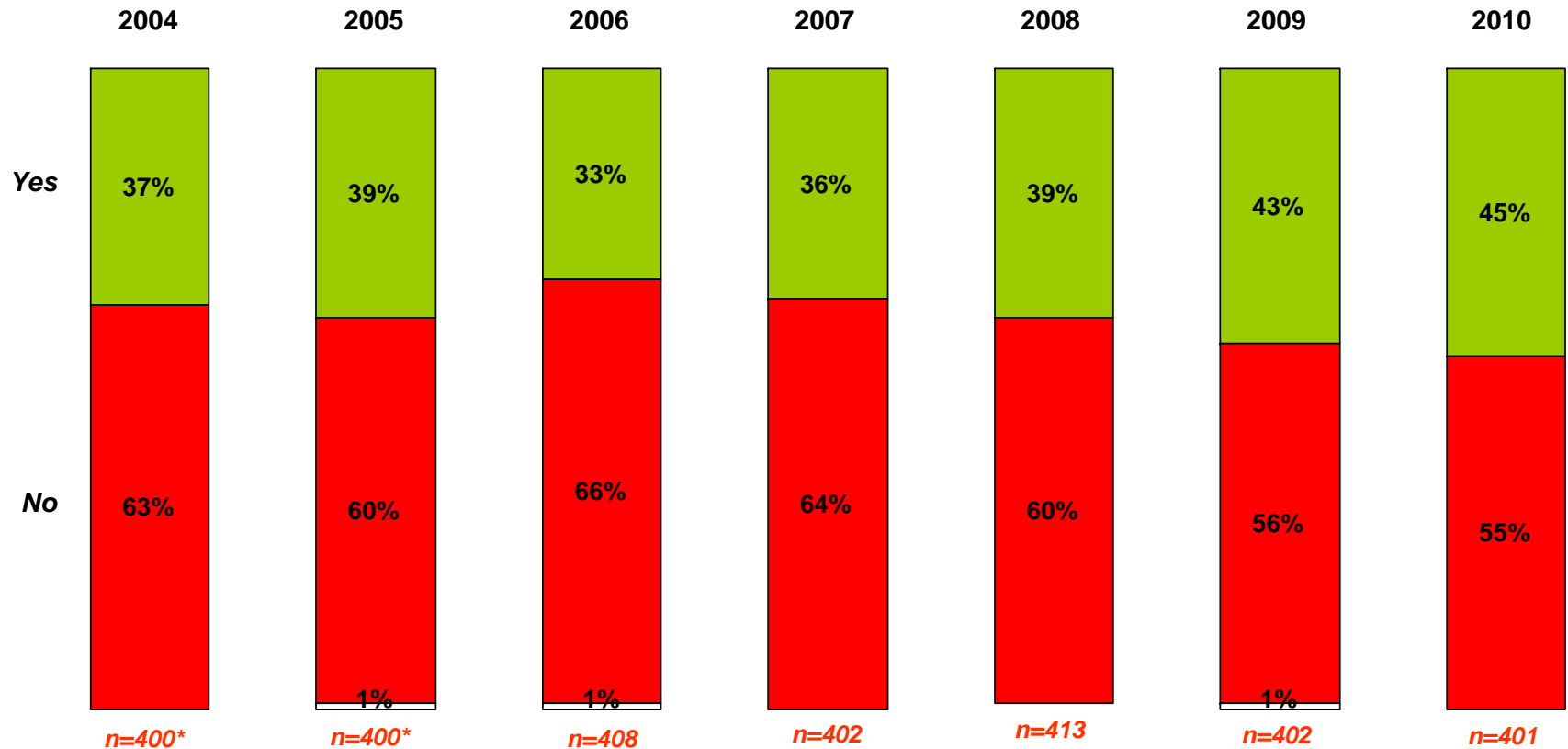
Q22

*Note: sample sizes are assumed

The proportion of respondents who stated they have a household emergency kit has steadily increased for each year of the study since 2007 (35% in 2007, 36% in 2008, 44% in 2009 and 46% in 2010).



Do you have a household emergency plan of what to do and where to meet in the event of a civil defence emergency?



Q23

*Note: sample sizes are assumed

The proportion of respondents who stated they have a plan of what to do and where to meet in the event of a civil defence emergency has steadily increased for each year of the study since 2007 (36% in 2007, 39% in 2008, 43% in 2009 and 45% in 2010).

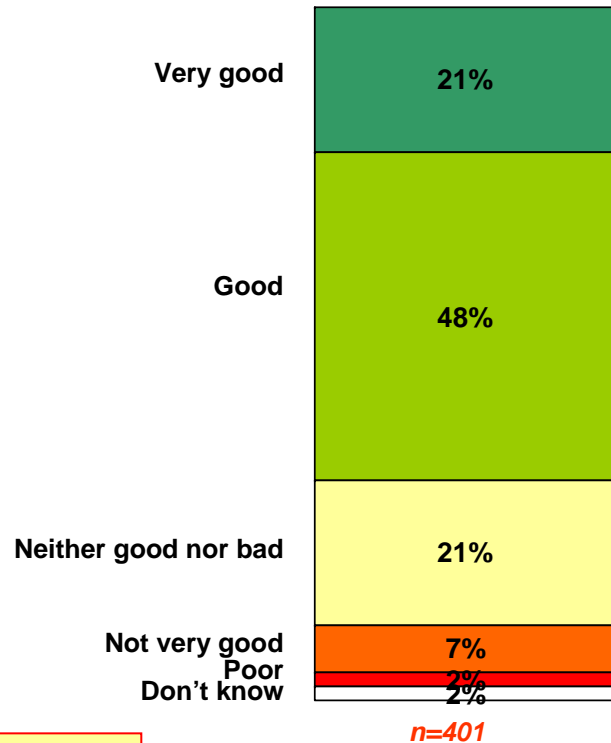


13. *Community Spirit and Diversity*



Community Spirit and Diversity

How would you rate the community spirit of the Rotorua District?



Do you think that the increase in the number of people with diverse lifestyles from a variety of countries and cultures makes Rotorua a:



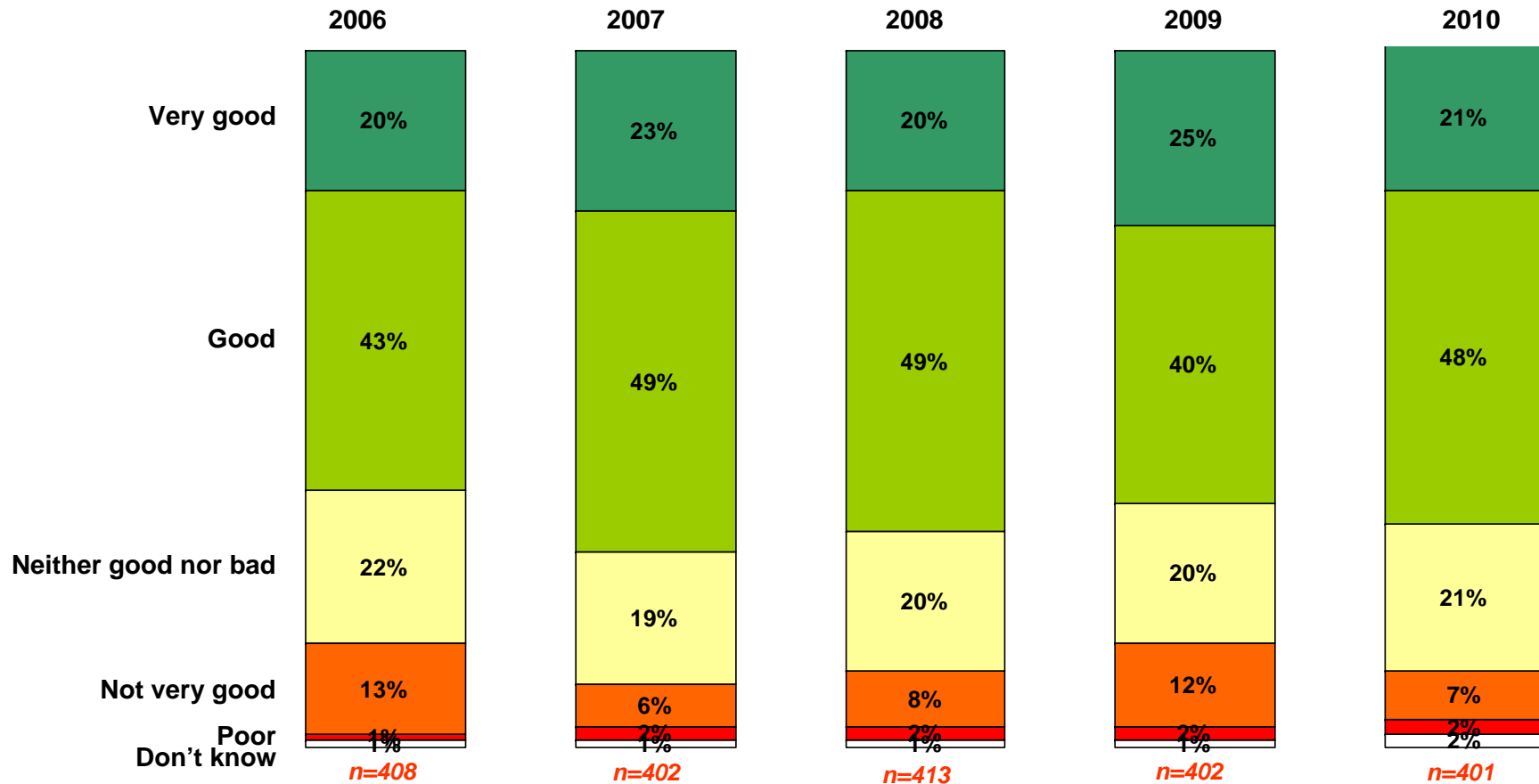
% of respondents

Q24 & Q25

In general, the majority of respondents (69%) stated that the Rotorua District has a *Very good* (21%) or *Good* (48%) community spirit. The majority of respondents (59%) also stated that people with diverse lifestyles and a variety of cultures makes Rotorua a *Better place to live overall*.



How would you rate the community spirit of the Rotorua District?



Q24

% of respondents

The proportion of respondents stating that the community spirit of the Rotorua District is *Good overall* (69%) has increase slightly from the 2009 results (65%).

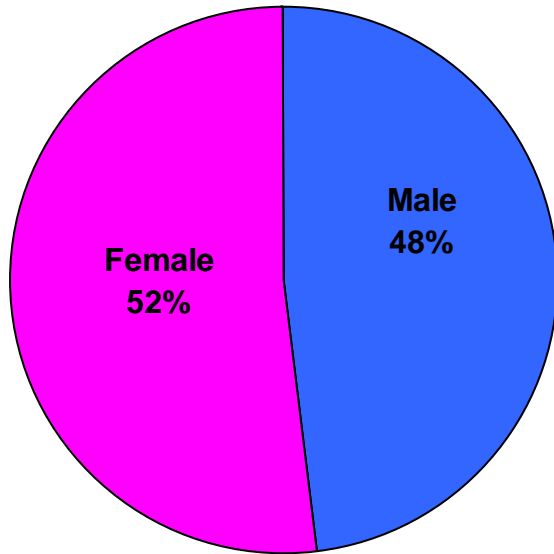


Demographics

% of respondents

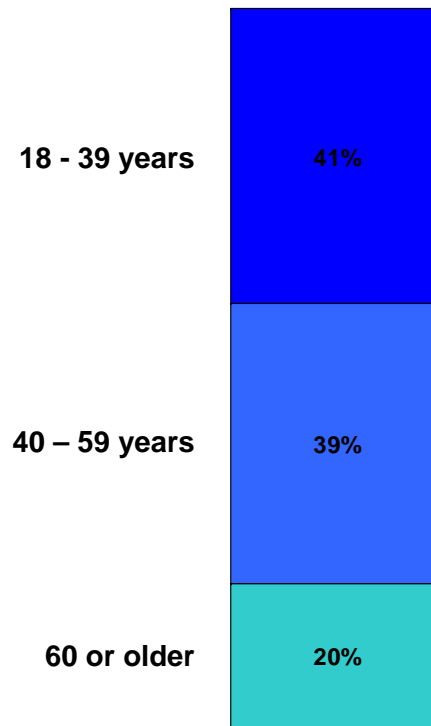
Sample Profile: Demographics (I)

Gender



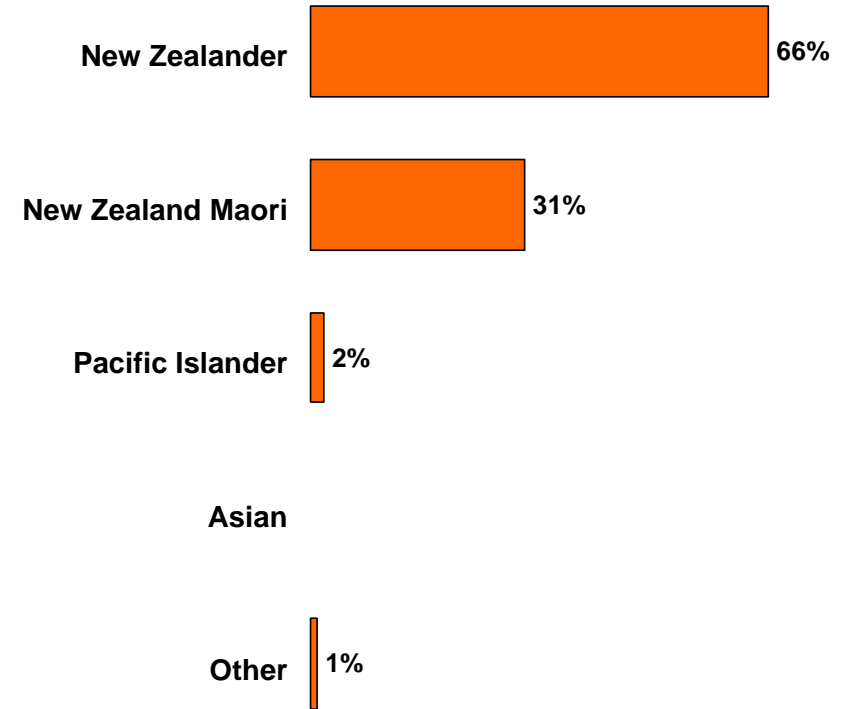
n=401

Age



n=401

Ethnicity

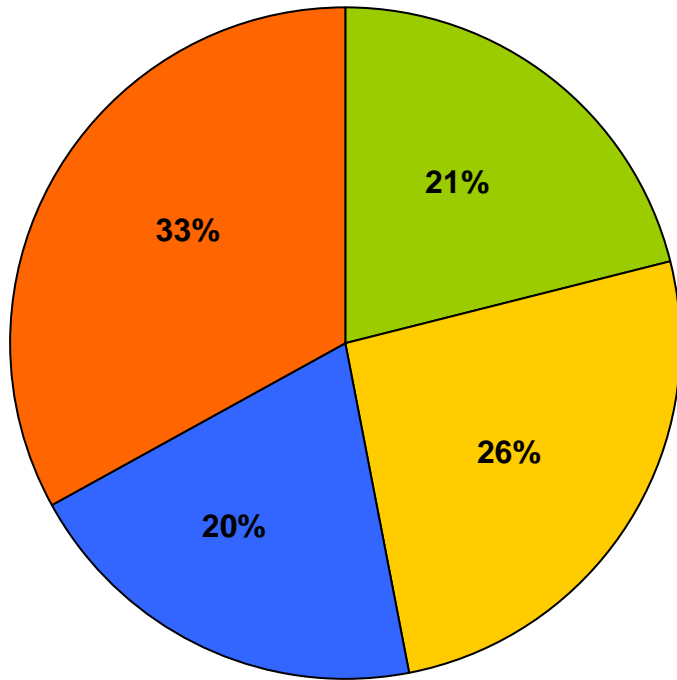


n=401

% of respondents

Sample Profile: Demographics (II)

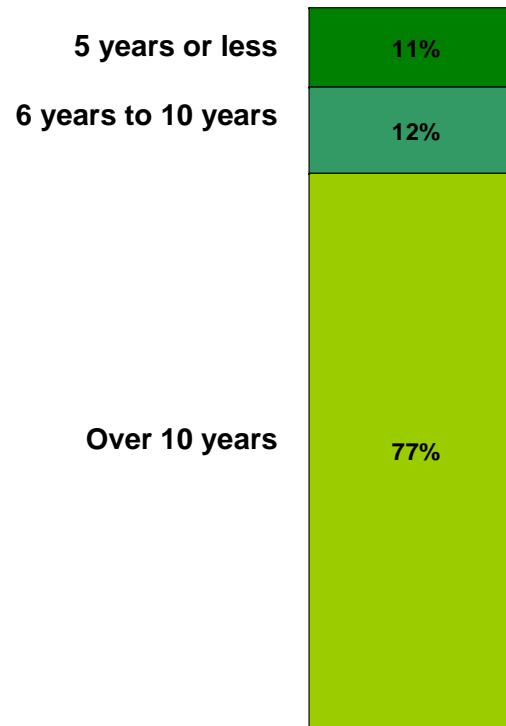
Ward



■ North ■ East ■ South ■ West

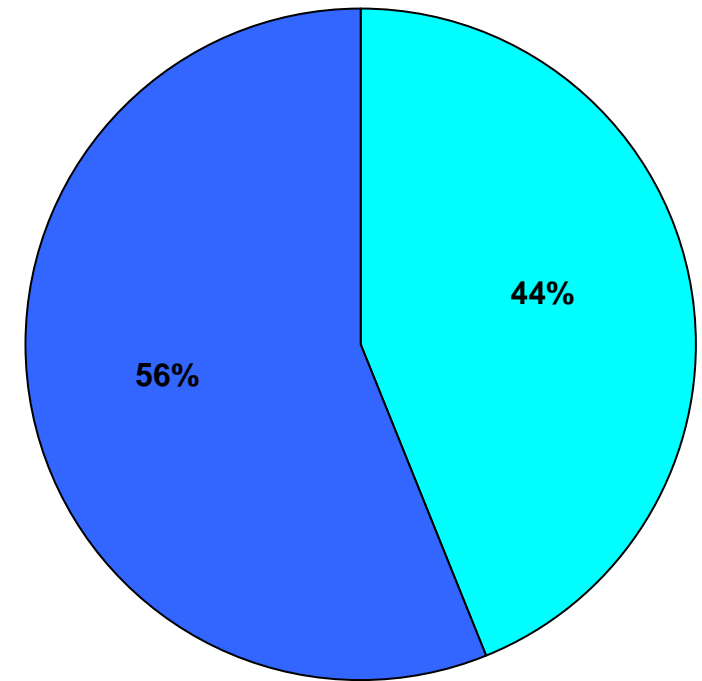
n=401

Length of time living in Rotorua



n=401

People living in house



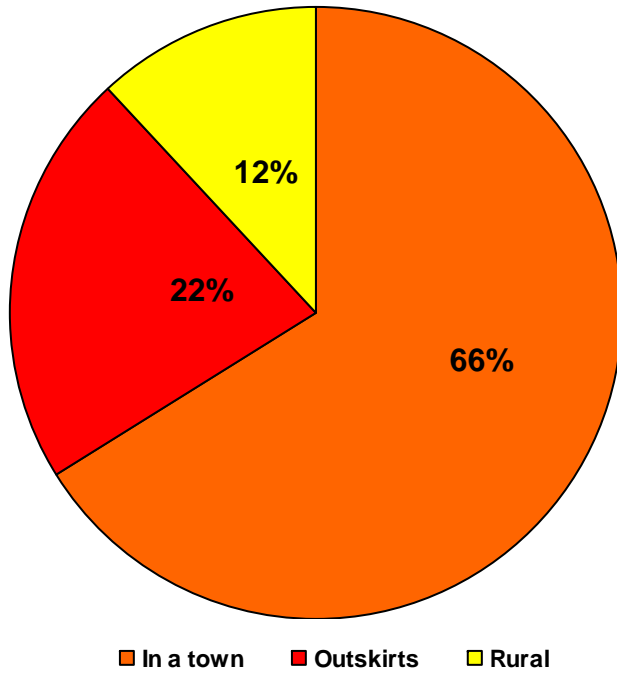
■ One or Two ■ Three or more

n=401

% of respondents

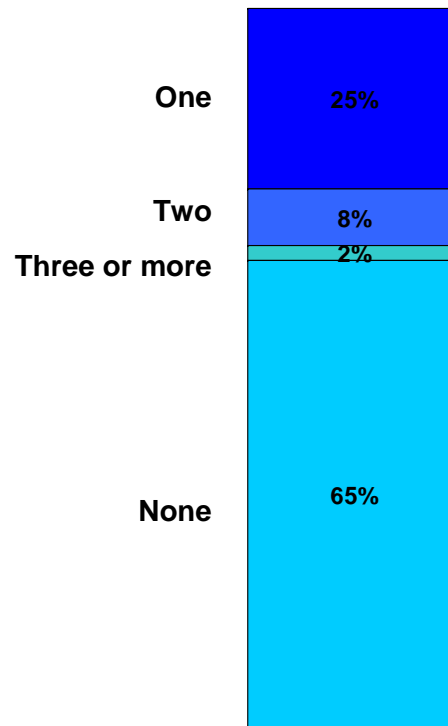
Sample Profile: Demographics (III)

Location



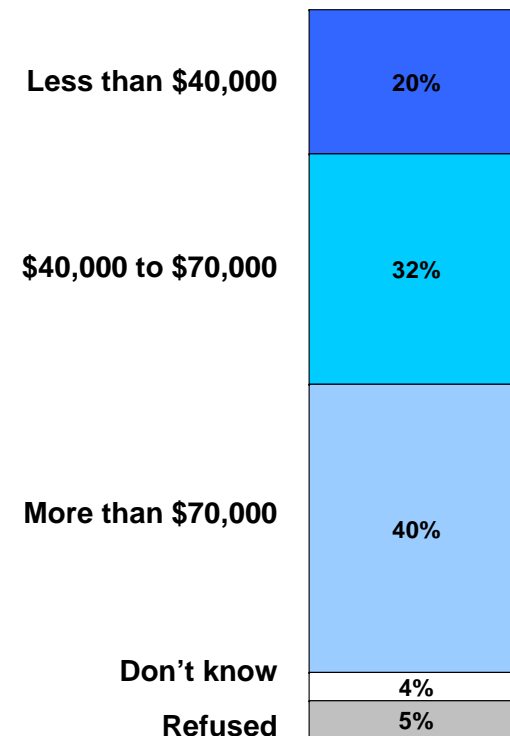
n=401

Amount of dogs



n=401

Income



n=401