



**NATIONAL RESEARCH BUREAU LTD**

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To: Oonagh Hopkins

From: Ken Sutton and Janette Simpson

Of: Rotorua District Council

Date: 2 July 2015

Dear Oonagh,

**SUMMARY OF COMMUNITRAK™ SURVEY RESULTS**

The following is a summary of your Communitrak™ survey results and, of course, detail will be provided in the report.

If you have any queries, please give one of us a call.

Kind regards,

Ken Sutton

Janette Simpson

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## OVERALL SATISFACTION WITH COUNCIL SERVICES/FACILITIES

		Very / fairly satisfied %	Not very satisfied %	Don't know / Unable to say %
Beautification and landscaping	2015	98	2	-
	2014	95	4	1
The appearance and cleanliness of the Rotorua City Centre	2015	94	6	-
	2014	93	6	1
Cycling facilities in the District	2015 <sup>†</sup>	89	5	7
	2014	84	6	10
Parks, reserves and playgrounds	2015	89	8	3
	2014	88	8	4
Roads in the District	2015	87	13	-
	2014	87	13	-
Sportsfields	2015	85	4	11
	2014	82	5	13
Promotion of Rotorua as a destination to visit	2015 <sup>†</sup>	85	5	9
	2014 <sup>†</sup>	85	6	8
Parking in Rotorua City	2015	85	14	1
	2014	83	15	2
Library Service	2015 <sup>†</sup>	84	1	16
	2014 <sup>†</sup>	81	1	17
Footpaths	2015	82	15	3
	2014	84	13	3
Event promotion	2015	81	13	6
	2014	85	9	6
Art and History Museum	2015	80	2	18
	2014 <sup>†</sup>	80	1	18
Noise control	2015	76	6	18
	2014	75	4	21
Dog control	2015	75	17	8
	2014	69	23	8
Recycling waste materials	2015	73	20	7
	2014	69	24	7
Rotorua Aquatic Centre	2015	69	12	19
	2014	69	12	19
Promotion of Rotorua as a destination to live, work and invest	2015	59	20	21
	2014 <sup>†</sup>	57	23	19
Public toilets	2015	56	28	16
	2014 <sup>†</sup>	58	21	22

<sup>†</sup> does not add to 100% due to rounding

### Satisfaction With Council Services - Residents Provided With Service Only

		Base	Very / Fairly satisfied %	Not very satisfied %	Don't know %
Sewerage system	2015	307	97	3	-
	2014	325	97	3	-
Water supply	2015 <sup>†</sup>	331	96	4	1
	2014	344	94	6	-
Rubbish collection	2015	356	95	4	1
	2014	368	91	7	2
Stormwater drainage system	2015	276	93	7	-
	2014	288	95	5	-

<sup>†</sup> does not add to 100% due to rounding

### The Main Areas Of Concern About Services/Facilities For All Residents Are ...

- public toilets 28% of **all** residents are not very satisfied (21% in 2014)
- promotion of Rotorua as a destination to live, work and invest 20% (23% in 2014)
- recycling waste materials 20% (24% in 2014)

### The Main Reasons Given For Being Not Very Satisfied With Public Toilets Are ...

- old/rundown/poor condition/need maintenance/upgrading, mentioned by 12% of all residents,
- dirty/smelly/disgusting/untidy/need cleaning more often, 10%,
- not enough toilets/need more, 9%.

## PERFORMANCE

		Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know/ No opinion %
Council Staff	<b>2015<sup>†</sup></b>	<b>66</b>	<b>20</b>	<b>5</b>	<b>10</b>
	2014	62	17	7	14
Mayor and Councillors	<b>2015<sup>†</sup></b>	<b>44</b>	<b>35</b>	<b>15</b>	<b>7</b>
	2014 <sup>†</sup>	61	24	7	9

<sup>†</sup> does not add to 100% due to rounding

## SPEND EMPHASIS FOR SERVICES AND FACILITIES

	Spend More 2015 %	Spend More 2014 %
Promotion of Rotorua as a destination to live, work and invest	44	46
Public toilets	41	38
Recycling waste materials	39	39
Roads	29	31
Promotion of Rotorua as a destination to visit	29	28
Rotorua Aquatic Centre	28	30
Event promotion	27	26
Parks, reserves and playgrounds	24	23
Dog control	22	23
Footpaths	21	23
The appearance and cleanliness of the Rotorua City Centre	16	22
Stormwater drainage	16	17
Cycling facilities in the District	16	23
Parking in Rotorua City	14	20
Sportsfields	14	15
Rubbish collection	13	17
Beautification and landscaping of the District	13	14
Water supply	11	6
Sewerage system	11	13
Library service	10	14
Art and History Museum	7	7
Noise control	7	4

## RATES

89% of residents identify themselves, or members of their household, as ratepayers (85% in 2014).

### Satisfaction With How Rates Are Spent On The Services And Facilities Provided By The Council

Very satisfied	10% of all residents	(14% in 2014)
Fairly satisfied	61%	(58% in 2014)
Not very satisfied	23%	(22% in 2014)
Don't know/Unable to say	6%	(6% in 2014)

The main reasons\* given by those who are not very satisfied are ...

- high rates/increases/too high for services received, 11% of all residents,
- overspending/wasting money issues/debt, 4%,
- need better collection/no rubbish collection/kerbside recycling, 4%.

\* multiple responses allowed

## **CONTACT WITH COUNCIL**

In the last 12 months, 39% of residents have contacted the Council offices by phone, with 37% contacting the Council in person (32% in 2014), while 5% have contacted the Council offices in writing and 13% by email (10% in 2014).

Overall, 57% of residents have contacted Council in the last 12 months (52% in 2014).

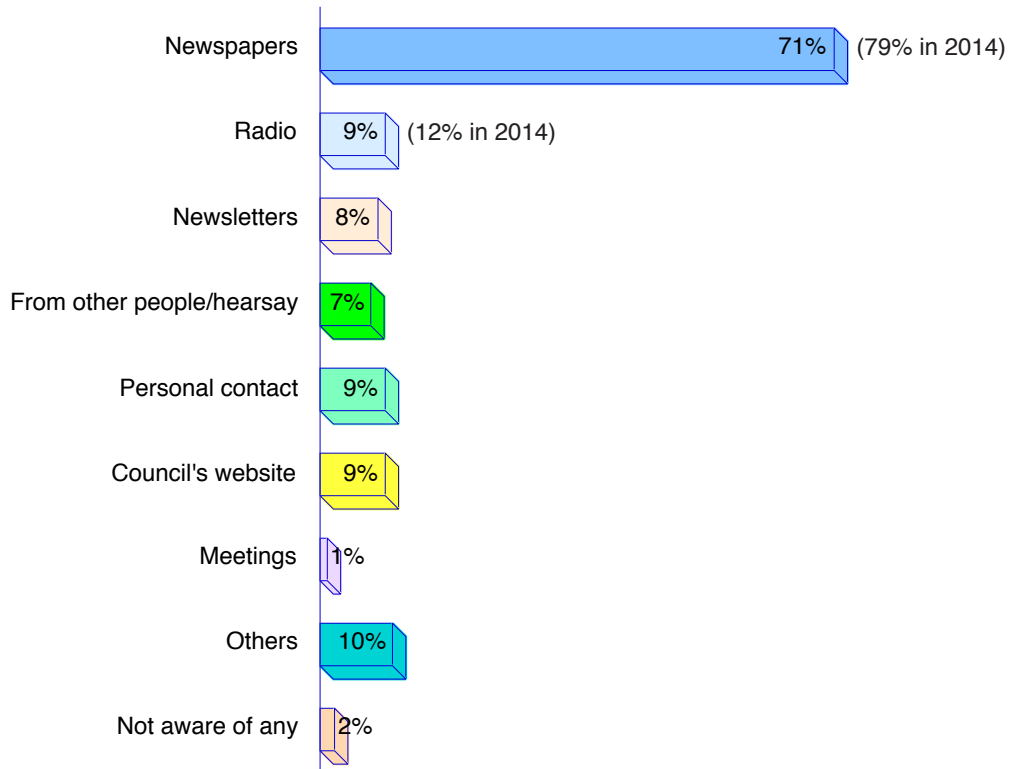
### **Satisfaction With The Overall Service Received When Contacted Council Offices**

Very satisfied	42% of all residents who have contacted Council in the last 12 months (53% in 2014)
Fairly satisfied	38% (37% in 2014)
Not very satisfied	18% (10% in 2014)
Don't know	1% (0% in 2014)

Base = 227  
(Does not add to 100% due to rounding)

## INFORMATION

### Main Sources\* Of Information About Council



\* multiple responses allowed

Those residents who say newspapers are their main source of information, give the following as the newspapers they read\* ...

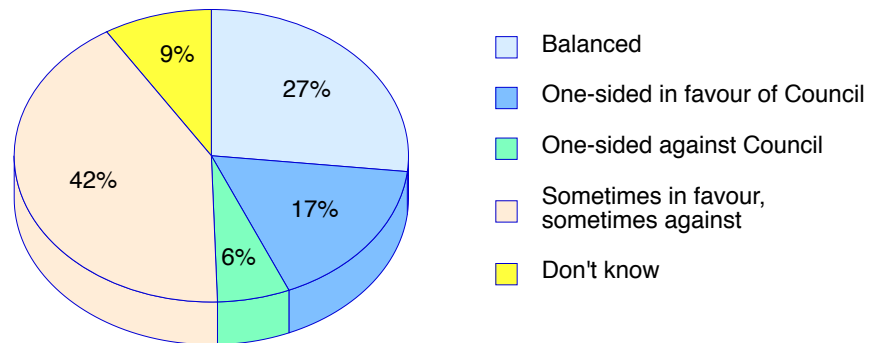
Daily Post	85% of residents who gave newspapers as their main source of information (83% in 2014)
Rotorua Review	61% (70% in 2014)
The Weekender	54% (62% in 2014)
NZ Herald	9% (8% in 2014)
Others	1% (1% in 2014)

Base = 304

\* multiple responses allowed



### Information Provided About The Council (From Main Source) Is<sup>†</sup> ...



<sup>†</sup> Base = 398

(Residents who are aware of information)  
(Does not add to 100% due to rounding)

72% of residents who are aware of information about the Council, say they have seen or read information published by the Council in the last 12 months (69% in 2014).

### Sufficiency Of Information Supplied By The Council To The Community

More than enough	7% of all residents (4% in 2014)
Enough	53% (59% in 2014)
Not enough	28% (24% in 2014)
Nowhere near enough	7% (7% in 2014)
Don't know / Not sure	5% (6% in 2014)

## LOCAL ISSUES

### Council Consultation And Community Involvement

*How Satisfied Are Residents With The Way Council Involves The Public In The Decisions It Makes?*

Very satisfied	5% of all residents (5% in 2014)
Satisfied	26% (38% in 2014)
Neither satisfied nor dissatisfied	34% (33% in 2014)
Dissatisfied	20% (18% in 2014)
Very dissatisfied	8% (4% in 2014)
Don't know	6% (2% in 2014)

(Does not add to 100% due to rounding)

*How Much Influence Do Residents Feel The Public Has On Decisions That The Council Makes?*

Large influence	7% of all residents (6% in 2014)
Some influence	32% (42% in 2014)
Small influence	43% (37% in 2014)
No influence	14% (12% in 2014)
Don't know	4% (3% in 2014)

### Emergency Management

53% of residents have a household emergency kit, while 47% don't. These readings are similar to the 2014 results.

49% of residents have a household emergency plan of what to do and where to meet in the event of a Civil Defence emergency (55% in 2014), while 51% do not (45% in 2014).

## Community Spirit

Community Spirit, for the purpose of this survey, is defined as being a sense of belonging and togetherness, a pride in the area, and a good atmosphere among the people. With this in mind, residents rate the community spirit of Rotorua District as ...

Very good	17%	of all residents
Good	47%	
Neither good nor bad	26%	
Not very good	7%	
Poor	2%	
Don't know	1%	

These readings are similar to/on par with the 2014 results.

## Diversity

Residents feel that the increase in the number of people with diverse lifestyles and from a variety of countries and cultures makes Rotorua District, as a place to live ...

Much better	17%	of all residents
Better	33%	(44% in 2014)
Neither better nor worse	42%	(34% in 2014)
Worse	6%	
Much worse	0%	
Don't know	2%	

## Sustainability

Do residents agree or disagree that Council is doing enough to promote sustainable behaviours in the District?

Strongly agree	5% of all residents (2% in 2014)
Agree	33% (42% in 2014)
Neither agree nor disagree	20% (21% in 2014)
Disagree	23% (21% in 2014)
Strongly disagree	5% (4% in 2014)
Don't know	15% (9% in 2014)

(Does not add to 100% due to rounding)

## Council Decisions/Actions In Last 12 Months

Residents' impressions of decisions and/or actions of Council in last 12 months ...

Strongly approve	5% of all residents (7% in 2014)
Approve	45% (63% in 2014)
Disapprove	29% (16% in 2014)
Strongly disapprove	10% (4% in 2014)
Don't know	11% (10% in 2014)