

**ROTORUA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY 2007**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

ROTORUA DISTRICT COUNCIL

MAY 2007



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CONTENTS

Page No.

A.	SITUATION AND OBJECTIVES	1
B.	COMMUNITRAK™ SPECIFICATIONS	2
C.	EXECUTIVE SUMMARY	5
D.	MAIN FINDINGS.....	15
1.	Council Services/Facilities	16
a.	Satisfaction With Council Services/Facilities	17
i.	Footpaths	17
ii.	Roads In The District	20
iii.	Stormwater Drainage.....	23
iv.	Parking In Rotorua City	26
v.	Control Of Dogs.....	29
vi.	Control Of Noise	33
vii.	Parks, Reserves And Playgrounds.....	35
viii.	Sportsfields.....	37
ix.	Recycling Waste Materials	39
x.	Art And History Museum.....	42
xi.	Building Inspections	44
xii.	Planning And Inspection Services (i.e. permits, licences, consents and health inspections, but <u>not</u> building inspections)	47
xiii.	Beautification And Landscaping Of The District.....	50
xiv.	Library Service.....	52
xv.	Event And Tourism Promotion Of Rotorua.....	54
xvi.	Rotorua Aquatic Centre.....	56
xvii.	Promotion Of Job Opportunities.....	58
xviii.	Public Toilets.....	60
b.	Satisfaction With Council Services - Residents Provided With Service	63
i.	Water Supply.....	63
ii.	Rubbish Collection	65
iii.	The Sewerage System	67
c.	Spend Emphasis On Council Services/Facilities	69
d.	Spend "More" Comparison.....	70
e.	Spend Priority.....	71
2.	Rates Issues	72
a.	Satisfaction With The Way Rates Are Spent On The Services And Facilities Council Provides	73
3.	Contact With Council	76
a.	Levels Of Contact.....	77
b.	Satisfaction When Contacting The Council Offices By Phone	79
c.	Satisfaction When Visiting A Council Office In Person.....	81
d.	Satisfaction When Contacting The Council Offices In Writing.....	83
e.	Satisfaction When Contacting The Council Offices By E-Mail.....	85
f.	Satisfaction With Overall Service Received When Contacted Council Offices	86

CONTENTS (continued)

	<u>Page No.</u>
4. Information	88
a. Main Source Of Information About Council.....	89
b. Is The Information Provided About Council Balanced?	91
c. Readership Of Information Published By Council In The Last 12 Months	93
d. Types Of Information Published By Council Residents Have Seen Or Read In The Last 12 Months	95
e. The Sufficiency Of The Information Supplied.....	98
5. Representation.....	100
a. Councillors' Approachability	101
b. Perceived Degree Of Open-Mindedness Of Councillors	103
c. Residents' Impressions of Council Decisions/ Actions.....	105
d. Performance Rating Of The Mayor And Councillors In The Last Year.....	106
e. Performance Rating Of The Council Staff In The Last Year.....	108
6. Local Issues	110
a. Council Consultation And Community Involvement.....	111
i. Satisfaction With The Way Council Involves The Public In The Decisions It Makes	111
ii. How Much Influence Do Residents Feel The Public Has On Decisions That The Council Makes?	113
b. Emergency Management	115
i. Do Households Have An Emergency Kit (that includes stored food, water, a radio, batteries and a torch)?	115
ii. Do Households Have An Emergency Plan?.....	116
c. Community Spirit	117
E. APPENDIX (Base by Sub-Sample).....	119

NB: Please note the following explanations for this report:

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

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made.
For small bases, the estimates of results are not statistically reliable due to the high margins of error.

A. SITUATION AND OBJECTIVES

The mission statement for Rotorua District Council reads ...

"To provide excellence in leadership and sustainable community services that improve quality of life for residents and ensure a world-class experience for visitors."

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 from 1992 - 2007.

In 2007, Communitrak™ sought to obtain the views of Rotorua District residents on the specific issues of ...

- how satisfied residents are with the way Council involves the public in the decisions it makes and how much influence they feel the public has in this process,
- residents' preparedness for a Civil Defence emergency,
- how residents rate the community spirit of Rotorua District.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted by telephone with 413 residents of the Rotorua 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:

North	106
South	102
East	102
West	103
Total =	413

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 120 residents, aged 18 to 39 years, was also set.

Households were screened to ensure they fell within the Rotorua 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 next 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 Rotorua 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 4 May and Tuesday 13 May 2007.

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 1006 interviews conducted in January 2007,
- comparisons with provincial, urban and rural norms,
- comparisons with previous readings of your own District's views (in this case the Rotorua District 2001, 2002, 2003, 2004, 2005 and 2006 Communitraks™).

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 4.9%, for a sample of 400.

Significant Difference

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

	<u>Midpoint is 50%</u>	<u>Midpoint is 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 400 respondents, is plus or minus 6.9%, 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 Rotorua District Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

The Rotorua 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 - Overall

Summary Table - Satisfaction With Services/Facilities

	2007		2006	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Beautification and landscaping	94	3	97	3
Parks, reserves and playgrounds*	89	8	92	5
Event and tourism promotion of Rotorua	87	6	NA	NA
Library service	85	2	84	4
Sportsfields	84	4	NA	NA
Roads in the District	84	15	78	22
Footpaths	81	15	81	15
Noise control	80	8	83	8
Stormwater drainage	80	14	79	16
Art & History Museum	79	1	82	2
Rotorua Aquatic Centre	76	7	81	7
Dog control	69	27	70	26
Parking in Rotorua City	66	32	60	39
Public toilets	58	29	54	32
Recycling waste materials	57	37	57	33
Promotion of job opportunities	54	6	55	11
Building inspections	39	12	41	8
Planning and Inspection Services (excluding building inspections)	37	11	43	10

NA: Not asked in 2006.

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

*2006 readings relate to parks, reserves, sportsfields and playgrounds.

Percent Very Satisfied - Comparison

	2007 %	2006 %	Peer Group %	National Average %
Beautification and landscaping of the District	71	68	42	39
Library Service	66	65	64	67
Art & History Museum	56	57	32	45
Parks, Reserves and Playgrounds*	56	56	*50	*53
Rotorua Aquatic Centre	47	54	†29	†38
Sportsfields	47	NA	††46	††48
Control of noise	32	30	25	26
Event and Tourism Promotion of Rotorua	32	NA	••35	••36
Recycling waste materials	30	28	37	49
Stormwater drainage	27	22	25	30
Roads in the District	26	23	17	21
Control of dogs	25	25	28	31
Footpaths	24	23	15	23
Parking in Rotorua City	19	13	21	23
Promotion of job opportunities	18	13	10	13
Building Inspections	14	14	**13	**11
Planning & Inspection Services	14	11	**13	**11
Public toilets	14	10	25	22

* Figures are based on average ratings for parks & reserves and sportsfields & playgrounds.

** Figures are based on ratings for town planning / planning & inspection services.

† Figures are based on ratings for public swimming pools.

†† Figures are based on ratings for sportsfields and playgrounds.

•• Figures are based on ratings for tourism promotion.

• 2006 readings relate to parks, reserves, sportsfields and playgrounds.

NA: Not asked in 2006

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

	Rotorua %	Peer Group %	National Average %
• roads	15	27	22
• footpaths	15	31	24
• stormwater drainage	14	19	14
• building inspections	12	*26	*24
• planning and inspection services	11	*26	*24
• control of noise	8	17	18
• Rotorua Aquatic Centre	7	**13	**11
• promotion of job opportunities	6	24	19
• event and tourism promotion of Rotorua	6	†13	†13
• beautification and landscaping	3	8	12
• Art & History Museum	1	8	6

* Figures based on ratings for town planning/planning and inspection services.

** Figures based on ratings for public swimming pools.

† Figures based on ratings for tourism promotion.

However, Rotorua compares **unfavourably** for ...

• recycling waste materials	37	23	14
• public toilets	29	19	20
• control of dogs	27	20	21

For the following services/facilities, Rotorua performs **on par with** the Peer Group and National Averages ...

• parking in the CBD	32	36	36
• parks, reserves and playgrounds	8	*4	*5
• sportsfields	4	••5	••6
• library service	2	3	2

* Figures based on average ratings for parks and reserves and sportsfields and playgrounds.

•• Figures based on ratings for sportsfields and playgrounds.

Residents Provided With a Service - Satisfaction Readings

The satisfaction for residents provided with the following services** were:

	<u>Very / fairly satisfied</u> %	<u>Not very satisfied</u> %	<u>Don't know</u> %
• sewerage system	99%	1%	-
• water supply	97%	3%	-
• rubbish collection	94%	6%	-

89% of residents said the Council provides a piped water supply to their house, and 83% of residents said the Council provides a sewerage system where they live. 93% say the Council provides a regular rubbish collection service, where they live.

** For comparative Peer Group & National Average figures for these three services, please see pages 63 to 68.

Frequency Of Household Use - Council Services And Facilities

	Usage In Last Year		
	Three times or more %	Once or twice %	Not at all %
Parks, reserves or playgrounds	73	17	10
Recycling services	71	11	18
District Library	61	18	21
An event venue	50	28	22
Public toilets	55	19	26
Sportsfields	54	15	31
Rotorua Aquatic Centre	47	18	35
Art & History Museum	28	31	41
Contacted Council about dogs	6	19	75
Building inspection services	8	14	78
Planning or inspection services	5	12	83
Contacted Council about noise	7	8	85

Parks, reserves or playgrounds, 90%,

Recycling services, 82% (74% in 2006)

District libraries, 79%, (76% in 2006),

... are the facilities or services surveyed which have been most frequently used by residents in the last year.

Rates Issues

85% of residents identify themselves, or a member of their household, as ratepayers (81% in 2006).

Overall, 71% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (77% in 2006), with 21% being not very satisfied (18% in 2006). The not very satisfied reading is slightly below the Peer Group Average and similar to the National Average.

72% of ratepayers are satisfied with the way rates are spent (76% in 2006) and 24% are not very satisfied (22% in 2006).

Contact With Council

59% 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 (51% in 2006). 38% have contacted the Council by phone (34% in 2006), 38% in person (33% in 2006), 9% in writing (7% in 2006) and 4% by e-mail (4% in 2006).

79% of residents who have contacted a Council Office by phone in the last 12 months are satisfied with the service received (86% in 2006), with 84% of residents satisfied when visiting a Council Office in person (84% in 2006). 49% are satisfied when contacting a Council office in writing (56% in 2006) and 81% are satisfied when contacting them by e-mail* (83% in 2006).

Overall, 77% of residents who have contacted the Council offices in the last 12 months are satisfied with the service they received (85% in 2006), with 21% being not very satisfied (14% in 2006).

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

* Caution: small base

Information

Newspapers are the main source of information about Council for 86% of District residents (82% in 2006).

35% of residents see the information provided about Council as balanced, neither for nor against Council (31% in 2006), while 15% see the information as a little one-sided in favour of Council (16% in 2006). 5% of residents see the information provided about Council as a little one-sided against Council (3% in 2006), with 39% saying it is sometimes in favour / sometimes against Council (44% in 2006).

70% of Rotorua 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 (75% in 2006).

Of those who have seen or read information published by the Council in the last 12 months, 79% have seen / read information from the newspaper supplements such as 'The District News' (80% in 2006), while 77% have read / seen information supplied with their rates demand (66% in 2006) and 59% have read / seen the Annual Plan (62% in 2006).

67% of residents feel there is enough / more than enough information supplied by Council (58% in 2006), while 27% of residents feel there is not enough / nowhere near enough information supplied (40% in 2006).

Representation

The success of democracy in the Rotorua 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. Approachability

In terms of how approachable residents feel their Councillors are, 36% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them (38% in 2006). Rotorua District residents are on par with New Zealanders on average and their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

b. Open-mindedness

32% of all residents feel that their Councillors give a fair and open-minded hearing when dealing with local community issues (29% in 2006). 16% feel Councillors are defensive and one-sided in these situations. 41% feel the answer lies somewhere between the two (47% in 2006), and the balance, 11%, don't know (7% in 2006).

Rotorua residents are on par with Peer Group residents and residents nationwide in terms of believing their Councillors give an open-minded hearing.

c. Impressions of Council Decisions/Actions

64% of residents approve (strongly approve / approve) of the decisions and / or actions of Council in the last 12 months (70% in 2006), while 23% disapprove (disapprove / strongly disapprove), (21% in 2006).

d. Performance Rating Of The Mayor and Councillors

57% of residents rate the performance of the Mayor and Councillors as very / fairly good (55% in 2006). 7% rate their performance as not very good / poor (6% in 2006).

Rotorua residents rate the performance of their Mayor and Councillors above the Peer Group Average and on par with the National Average, in terms of those rating Councillors' performance as very / fairly good.

e. Performance Rating Of The Council Staff

67% of residents rate the performance of the Council staff as very good or fairly good (70% in 2006). 5% rate their performance as not very good or poor (4% in 2006).

Rotorua residents rate their own Council staff's performance above Peer Group residents and the nation as a whole, in terms of those rating Council staff performance as very / fairly good.

Local Issues

Council Consultation And Community Involvement

7% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 38% are satisfied. 4% of residents are very dissatisfied and 22% are dissatisfied (19% in 2006). 4% are unable to comment and 25% are neither satisfied nor dissatisfied (33% in 2006).

The dissatisfied / very dissatisfied reading (26%) is on par with the Peer Group and National Averages.

7% of residents feel the public has a large influence on the decisions that Council makes, while 40% think they have some influence (43% in 2006). 38% of residents say the public has a small influence and 12% feel the public has no influence on Council decisions (7% in 2006). 3% are unable to comment.

Emergency Management

35% of residents say their household has an emergency kit, while 65% of residents say they do not. These readings are similar to the 2006 results.

36% of residents say their household has an emergency plan of what to do and where to meet in the event of a Civil Defence emergency (33% in 2006), while 64% of residents say they don't (66% in 2006).

Community Spirit

Residents rate the community spirit of Rotorua District as ...

Very good	23%	of all residents (20% in 2006)
Good	49%	(43% in 2006)
Neither good nor bad	19%	(22% in 2006)
Not very good	6%	(13% in 2006)
Poor	2%	(1% in 2006)
Don't know	1%	(1% in 2006)

The percent saying "very good / good" (72%) is slightly below the Peer Group Average and similar to the National Average.



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 Rotorua 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	South Waikato 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

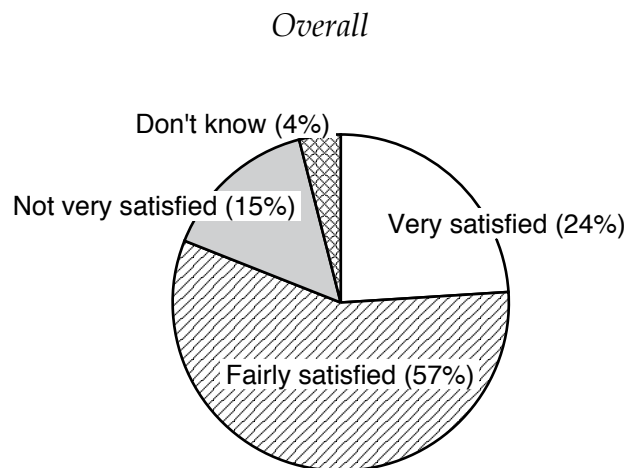


1. Council Services/Facilities

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. Footpaths



In 2007, 81% of residents are satisfied with footpaths, including 24% who are very satisfied. 15% are not very satisfied. These readings are similar to the 2006 results.

The percent not very satisfied compares favourably with both the National and Peer Group Averages.

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

The main reasons given for not being very satisfied with footpaths are:

- uneven/bumpy/broken/rough/potholes,
- lack of maintenance/need upgrading/in poor condition,
- footpaths only on one side/partial footpaths.

Satisfaction With Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	24	57	81	15	4
2006	23	58	81	15	4
2005	24	57	81	16	3
2004	26	56	82	16	2
2003	33	48	81	16	3
2002	29	54	83	15	2
2001	33	46	79	18	3
2000	37	49	86	12	2
<u>Comparison</u>					
Peer Group (Provincial)	15	50	65	31	4
National Average	23	50	73	24	3
<u>Ward</u>					
North	23	60	83	12	5
South	18	57	75	19	6
East	29	57	86	12	2
West	26	55	81	16	3
<u>Gender</u>					
Male	22	62	84	12	4
Female	27	52	79	18	3

% read across

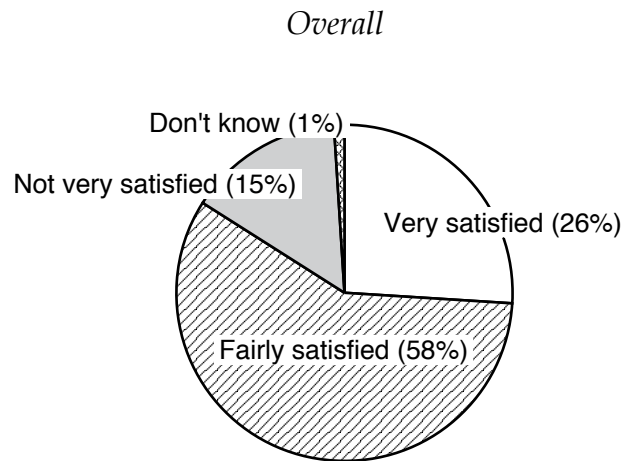
Summary Table - Main Reasons* For Being Not Very Satisfied With Footpaths

	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Uneven/bumpy/broken/rough/potholes	6	4	7	4	8
Lack of maintenance/need upgrading/in poor condition	4	4	5	2	3
Footpaths only on one side/partial footpaths	3	3	1	3	7

* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 81%</p>

ii. Roads in the District



84% of residents are satisfied with roads in the District (78% in 2006), including 26% who are very satisfied (23% in 2006). 15% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages, and 7% below the 2006 reading.

Residents more likely to be not very satisfied with roads in the District are:

- non- ratepayers,
- men,
- residents aged 18 to 59 years.

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

- potholes/uneven/rough/bumpy,
- poor condition/lack maintenance/need upgrading/improving,
- traffic issues/congestion.

Satisfaction With Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	26	58	84	15	1
2006	23	55	78	22	-
2005	25	54	79	21	-
2004	21	63	84	16	-
2003	29	56	85	14	1
2002	28	54	82	17	1
2001	25	47	72	28	-
2000	31	49	80	20	-
<u>Comparison</u>					
Peer Group (Provincial)	17	55	72	27	1
National Average	21	57	78	22	-
<u>Ward</u>					
North	21	65	86	13	1
South	24	56	80	20	-
East	29	56	85	13	2
West	31	54	85	15	-
<u>Ratepayer?</u>					
Ratepayer	28	59	87	12	1
Non-ratepayer	14	53	67	33	-
<u>Gender</u>					
Male	25	55	80	19	1
Female	28	60	88	11	1
<u>Age</u>					
18 - 39 years	24	58	82	18	-
40 - 59 years	24	58	82	16	2
60+ years	37	55	92	7	1

% read across

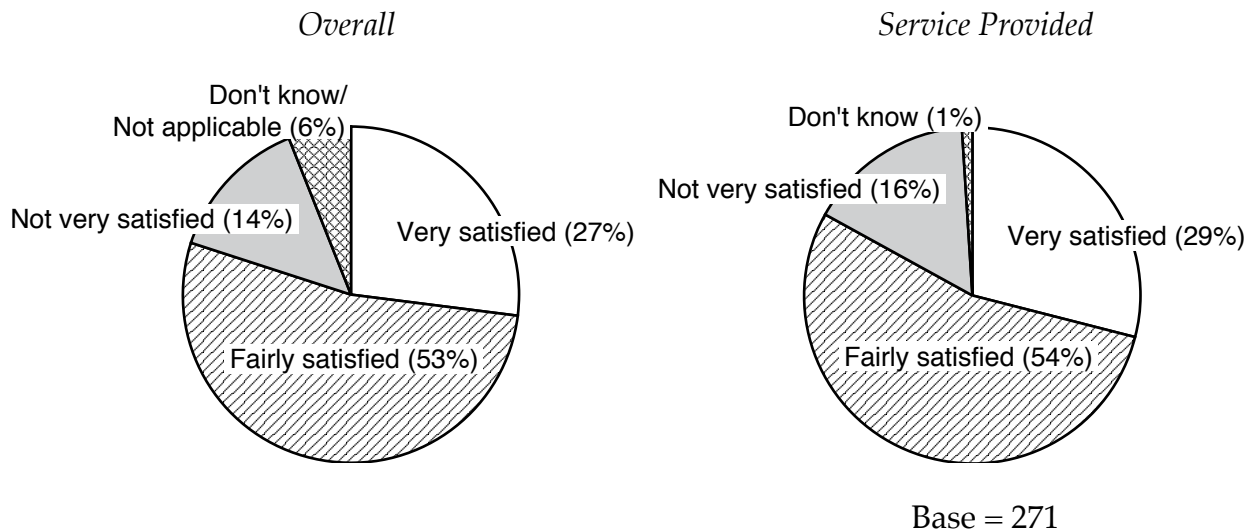
Summary Table - Main Reasons* For Being Not Very Satisfied With Roads In The District

	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Potholes/uneven/rough/bumpy	8	7	10	6	8
Poor condition/lack maintenance/need upgrading/improving	7	5	8	8	9
Traffic issues/congestion	4	2	4	5	5

* multiple responses allowed

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

iii. Stormwater Drainage



80% of Rotorua District residents are satisfied with stormwater drainage, including 27% who are very satisfied (22% in 2006). 14% are not very satisfied and 6% are unable to comment.

The percentage not very satisfied is slightly below the Peer Group Average and similar to the National Average and last year's reading.

67% of residents have a piped stormwater collection (76% in 2006), with these residents being similar to residents overall in terms of satisfaction (83%).

Residents more likely to be not very satisfied with stormwater drainage are:

- residents who live in a three or more person household,
- women.

The main reasons for being not very satisfied with stormwater drainage are ...

- flooding/surface flooding,
- lacks maintenance/needs improving,
- no piped stormwater/open drains/don't have proper system,
- inadequate system/drains can't cope.

Satisfaction With Stormwater Drainage

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	27	53	80	14	6
2006	22	57	79	16	5
2005	19	55	74	20	6
2004	21	60	81	12	7
2003	24	57	81	12	7
2002	24	50	74	20	6
2001	29	46	75	18	7
2000	27	45	72	22	6
Service Provided	29	54	83	16	1
<u>Comparison</u>					
Peer Group (Provincial)	25	40	65	19	16
National Average	30	46	76	14	10
<u>Ward</u>					
North	28	53	81	15	4
South	23	53	76	14	10
East	29	58	87	10	3
West	28	48	76	17	7
<u>Household Size</u>					
1-2 person household	26	(60)	(86)	9	5
3+ person household	28	48	76	(17)	7
<u>Gender</u>					
Male	28	(57)	(85)	10	5
Female	26	50	76	(18)	6

% read across

Summary Table - Main Reasons* For Being Not Very Satisfied With Stormwater Drainage

	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Flooding / surface flooding	10	8	8	8	13
Lacks maintenance / needs improving	2	4	3	-	1
No piped stormwater / open drains / don't have proper system	2	5	-	1	2
Inadequate system / drains can't cope	2	1	5	-	1

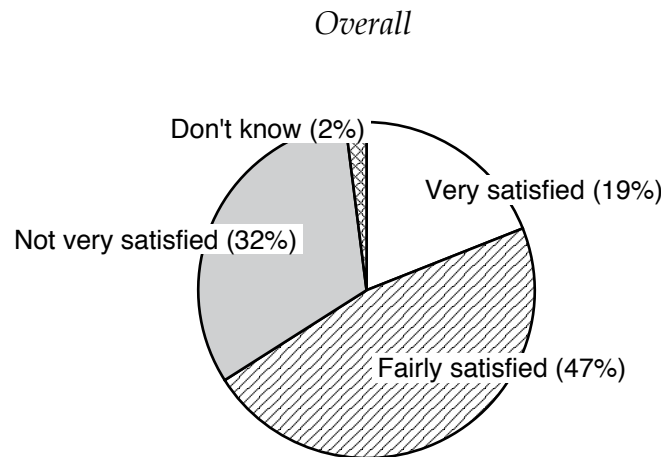
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 80%

Receivers of Service = 83%

iv. Parking In Rotorua City



66% of residents are satisfied with parking in Rotorua City (60% in 2006), with 32% being not very satisfied.

The percent not very satisfied is on par with the Peer Group and National Averages for parking in Central Business District, and 7% below the 2006 reading.

Residents are more likely to be not very satisfied with parking in Rotorua City are ...

- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

The main reasons for being not very satisfied with parking in Rotorua City are ...

- not enough parking/have to park too far away,
- cost of parking/parking meters/more free parking needed,
- dislike centre of road parking/poor layout/design,
- roads too narrow/narrow due to parking in the middle,
- difficulty reversing out/dangerous backing out.

Satisfaction With Parking In Rotorua City

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	19	47	66	32	2
2006	13	47	60	39	1
2005	11	42	53	46	1
2004	9	39	48	51	1
2003	17	35	52	47	1
2002	12	36	48	49	3
2001	13	38	51	48	1
2000	16	36	52	46	2
<u>Comparison</u>					
Peer Group (Provincial)	21	41	62	36	2
National Average	23	40	63	36	1
<u>Ward</u>					
North	15	52	67	32	1
South	18	49	67	32	1
East	22	44	66	27	7
West	22	43	65	35	-
<u>Age</u>					
18 - 39 years	19	(54)	(73)	26	1
40 - 59 years	21	42	63	35	2
60+ years	17	40	57	37	6
<u>Length of Residence</u>					
Lived there 10 years or less	22	(53)	(75)	23	2
Lived there more than 10 years	18	45	63	(34)	3
<u>Household Size</u>					
1-2 person household	19	41	60	(37)	3
3+ person household	19	(51)	(70)	28	2

% read across

Summary Table - Main Reasons* For Being Not Very Satisfied With Parking In Rotorua City

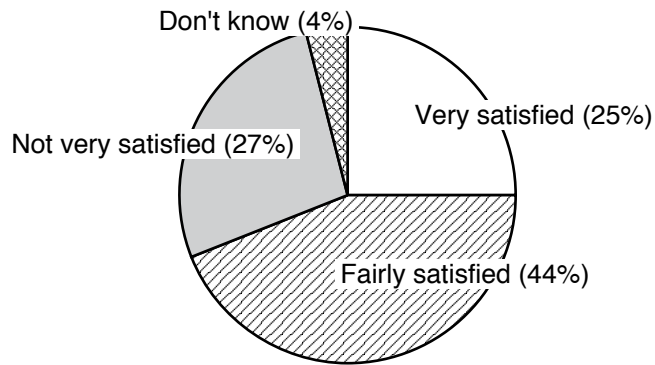
	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Not enough parking/have to park too far away	13	18	13	11	10
Cost of parking/parking meters/more free parking needed	8	8	6	6	12
Dislike centre of road parking/poor layout/design	5	2	5	6	5
Roads too narrow/narrow due to parking in the middle	4	4	6	4	4
Difficulty reversing out/dangerous backing out	4	4	4	3	5

* multiple responses allowed

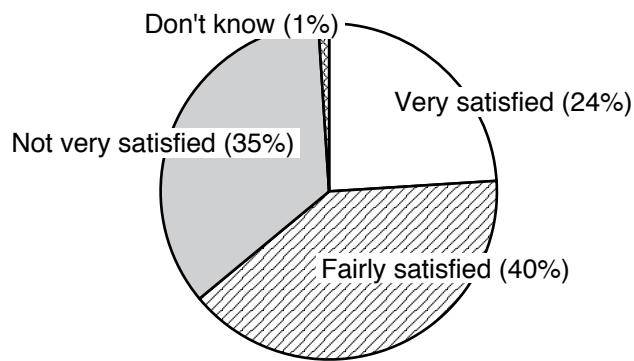
<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 66%</p>

v. Control Of Dogs

Overall

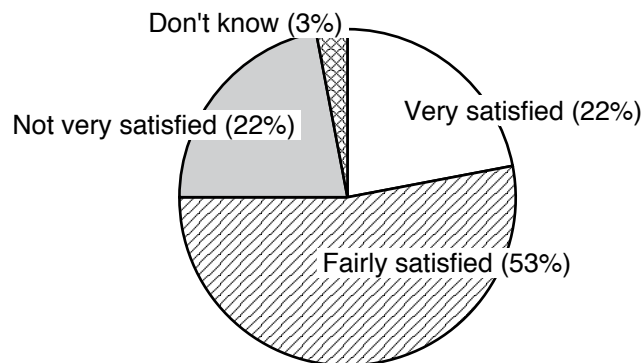


Contacted Council About Dogs



Base = 101

Dog Owners



Base = 134

69% of residents are satisfied with dog control, with 25% being very satisfied with this service, while 27% are not very satisfied. These readings are similar to the 2006 results.

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

25% of Rotorua households have contacted Council about dogs in the last 12 months, while 34% of residents are dog owners (37% in 2006).

75% of dog owners are satisfied (66% in 2006), while 64% of residents whose household has contacted Council about dogs feel this way (55% in 2006).

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

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

- too many roaming/uncontrolled dogs,
- need more control/policing/enforcement/harsher penalties,
- danger to people and other animals,
- too many unregistered dogs/no collars.

Satisfaction With Control Of Dogs

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	25	44	69	27	4
2006	25	45	70	26	4
2005	28	47	75	21	4
2004	25	44	69	25	6
2003	27	46	73	23	4
2002	29	43	72	23	5
2001	34	38	72	25	3
2000	35	39	74	20	6
Contacted Council about dogs	24	40	64	35	1
Dog Owners	22	53	75	22	3
<u>Comparison</u>					
Peer Group (Provincial)	28	45	73	20	7
National Average	31	43	74	21	5
<u>Ward</u>					
North	20	54	74	23	3
South	24	49	73	25	2
East	31	39	70	27	3
West	26	33	59	34	7
<u>Ratepayer?</u>					
Ratepayer	22	45	67	29	4
Non-ratepayer	44	37	81	16	3

% read across

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

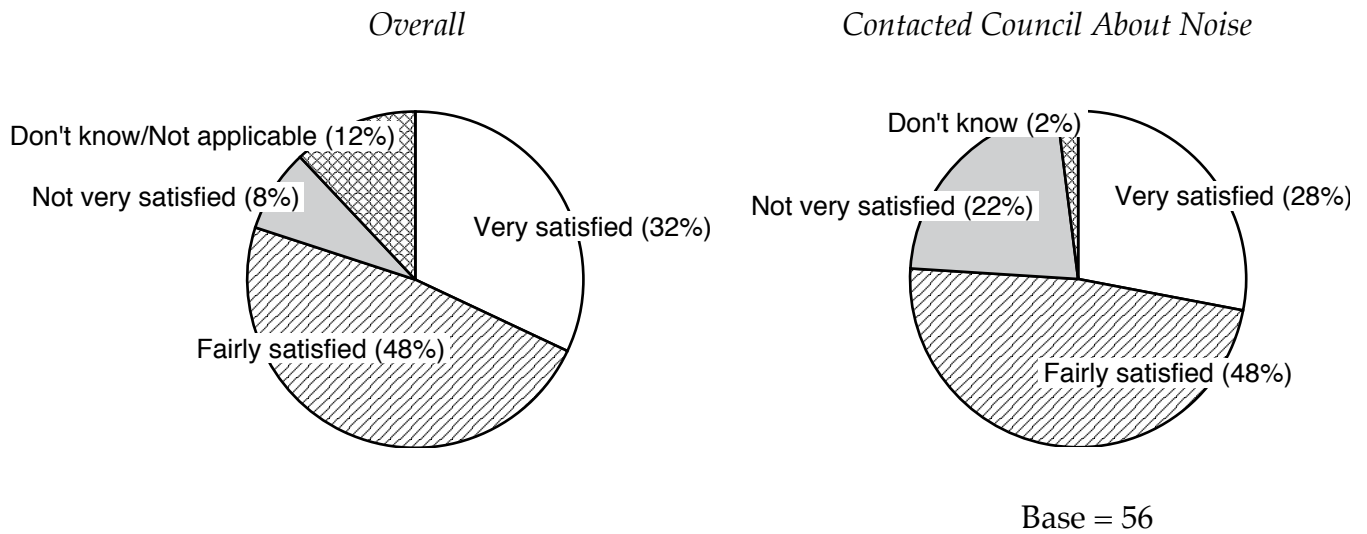
	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Too many roaming/uncontrolled dogs	19	16	19	16	26
Need more control/policing/enforcement/harsher penalties	9	8	8	7	14
Danger to people and other animals	9	5	10	8	11
Too many unregistered dogs/no collars	3	3	1	4	4

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 69%
 Contacted Council = 64%
 Dog Owners = 75%

vi. Control Of Noise



80% of residents overall are satisfied with noise control (83% in 2006), including 32% who are very satisfied. 8% are not very satisfied and 12% are unable to comment (9% in 2006).

The percent not very satisfied is below the Peer Group and National Averages and similar to the 2006 reading.

15% of households have contacted Council about noise control in the last 12 months (11% in 2006). Of these, 76% are satisfied and 22% are not very satisfied. For a base of 56, the margin of error is $\pm 13.1\%$.

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

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

- more control/ too lenient with some offenders, mentioned by 3% of all residents,
- noisy neighbours/ loud music/ parties, 3%,
- over controlled/ wrong house, 2%,
- noisy vehicles/ car stereos/ speeding cars, 2%.

* multiple responses allowed

Satisfaction With Noise Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	32	48	80	8	12
2006	30	53	83	8	9
2005	32	54	86	6	8
2004	31	49	80	8	12
2003	33	47	80	7	13
2002	38	39	77	9	14
2001	34	39	73	9	18
2000	39	37	76	7	17
Contacted Council About Noise	28	48	76	22	2
<u>Comparison</u>					
Peer Group (Provincial)	25	44	69	17	14
National Average	26	46	72	18	10
<u>Ward</u>					
North	34	44	78	10	12
South	32	46	78	6	16
East	33	51	84	5	11
West	26	53	79	13	8

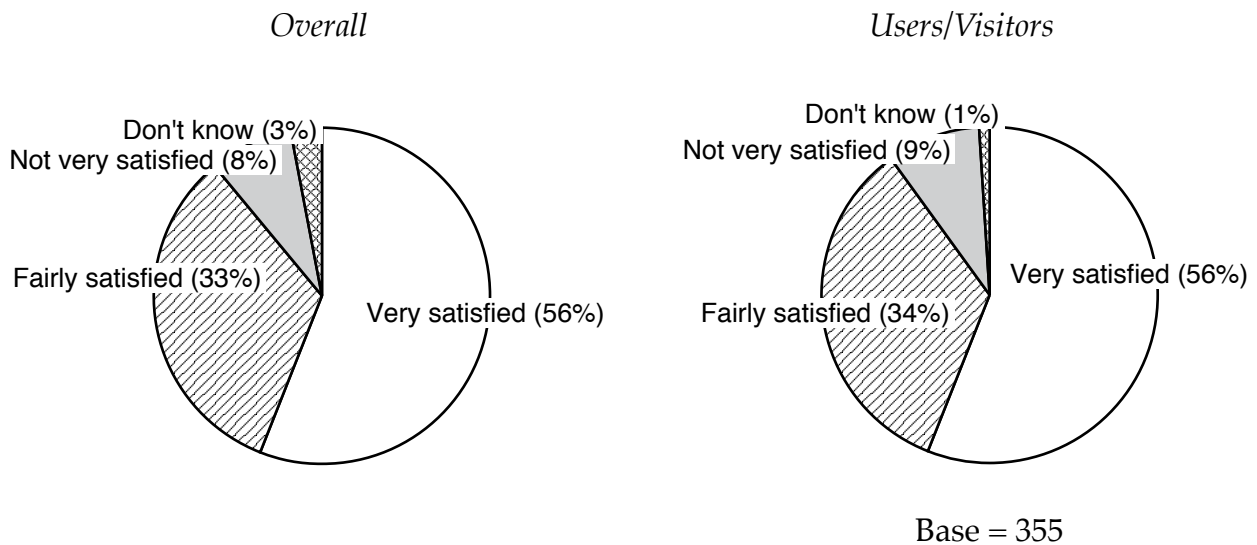
% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 80%

Contacted Council = 76%

vii. Parks, Reserves and Playgrounds



89% of all residents are satisfied with parks, reserves and playgrounds, with 56% being very satisfied. 8% of residents are not very satisfied with these facilities.

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

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

Residents who live in a three or more person household are more likely to be not very satisfied with parks, reserves and playgrounds, than smaller households.

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

- lack of maintenance/rubbish around/broken glass, mentioned by 4% of all residents,
- need more/better facilities, 2%.

* multiple responses allowed

Satisfaction With Parks, Reserves and Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall†</u>					
Total District 2007	56	33	89	8	3
2006	56	36	92	5	3
2005	59	32	91	6	3
2004	48	43	91	6	3
2003	58	33	91	6	3
2002	57	28	85	9	6
2001	61	28	89	9	2
2000	62	27	89	8	3
Users/Visitors	56	34	90	9	1
<u>Comparison*</u>					
Peer Group (Provincial)	50	42	92	4	4
National Average	53	39	92	5	3
<u>Ward</u>					
North	53	35	88	7	5
South	56	32	88	9	3
East	60	31	91	5	4
West	52	35	87	10	3
<u>Household Size</u>					
1-2 person household	61	31	92	1	7
3+ person household	52	34	86	12	2

% read across

* Peer Group and National Average ratings are an average, as parks and reserves, and sportsfields and playgrounds were asked separately in the 2007 National Communitrak™ survey.

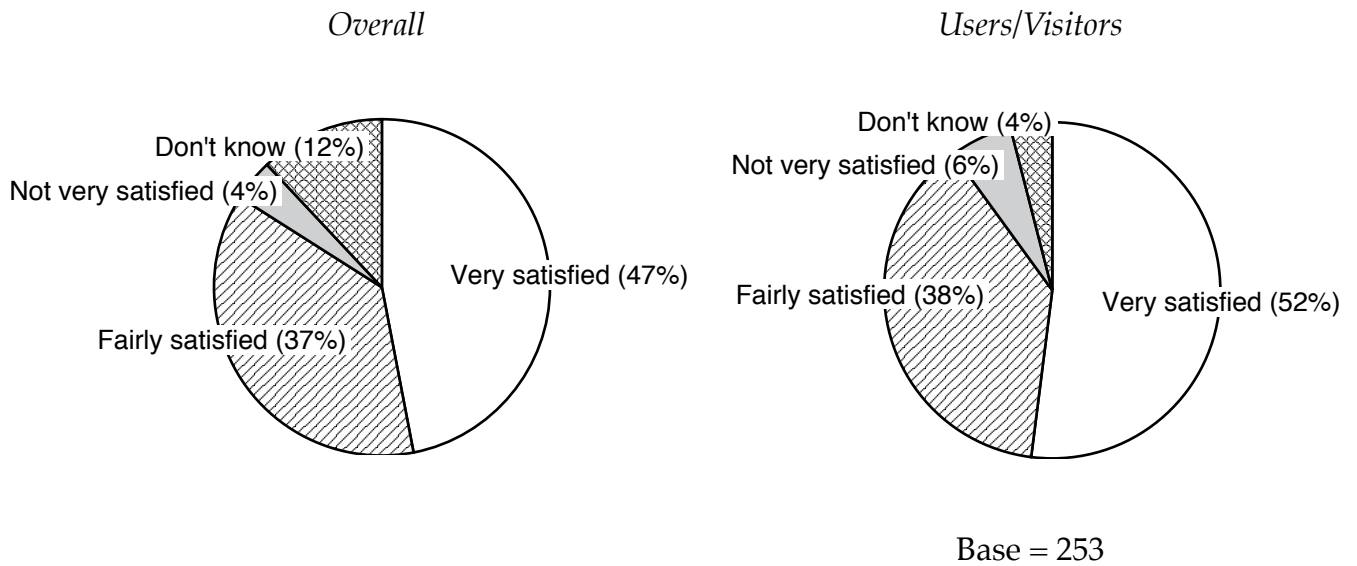
† Readings prior to 2007 refer to parks, reserves, sportsfields and playgrounds. In 2007, satisfaction with sportsfields was asked separately (see pages 37 - 38).

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 89%

Users/Visitors = 90%

viii. Sportsfields



84% of Rotorua District residents are satisfied with sportsfields, including 47% who are very satisfied. 4% are not very satisfied and 12% are unable to comment.

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

69% of households say they have used or visited a sportsfield in the last 12 months. Of these, 90% are satisfied and 6% not very satisfied.

There are no notable differences between Wards and socio-economic groups in terms of those residents not very satisfied with sportsfields. However, it appears that residents who live in a three or more person household are slightly more likely to feel this way, than residents who live in smaller households.

The main reasons* for being not very satisfied with the District's sportsfields are:

- poor drainage of sportsfields, mentioned by 2% of all residents,
- need upgrading/better parking facilities, 1%,
- facilities under utilised, 1%,
- lack of maintenance, 1%.

* multiple responses allowed

Satisfaction With Sportsfields

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2007	47	37	84	4	12
Users/Visitors	52	38	90	6	4
<u>Comparison†</u>					
Peer Group (Provincial)	46	43	89	5	6
National Average	48	42	90	6	4
<u>Ward</u>					
North	49	40	89	1	10
South	47	42	89	3	8
East	47	36	83	3	14
West	44	32	76	9	15
<u>Household Size</u>					
1-2 person household	44	36	80	1	19
3+ person household	49	38	87	6	7

% read across

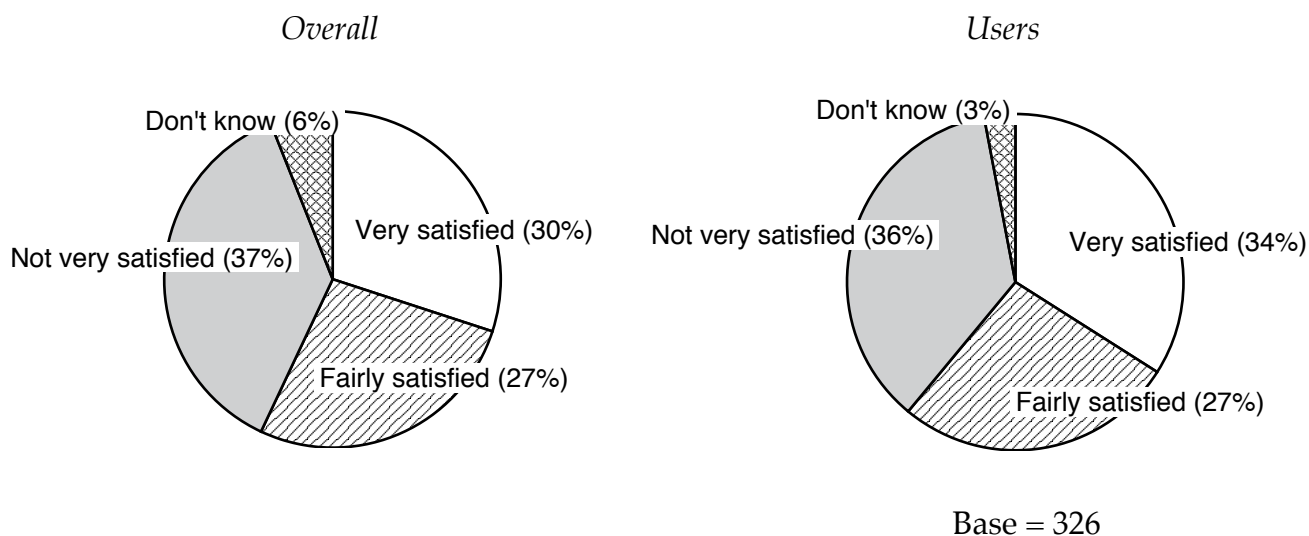
* Prior to 2007, not asked separately.

† Peer Group and National Average ratings refer to sportsfields and playgrounds.

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 84%

Users/Visitors = 90%

ix. Recycling Waste Materials

57% of residents are satisfied with the District's recycling of waste materials, including 30% who are very satisfied. 37% are not very satisfied and 6% are unable to comment (10% in 2006).

The percent not very satisfied is above the Peer Group and National Averages and on par with the 2006 reading.

82% of households have used the Council's recycling services in the last year (74% in 2006). Of these, 61% are satisfied (67% in 2006) and 36% not very satisfied (30% in 2006).

Residents more likely to be not very satisfied with recycling waste materials are ...

- women,
- residents aged 18 to 59 years,
- residents with an annual household income of \$40,000 or more.

The main reasons for being not very satisfied with the District's recycling of waste materials are ...

- need kerbside recycling bins/ would encourage more use,
- need more recycling centres/ depots/ depots too far away,
- no recycling/ don't know of any.

Satisfaction With Recycling Waste Materials

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2007	30	27	57	37	6
2006	28	29	57	33	10
2005	30	30	60	31	9
2004	24	31	55	34	11
2003	31	30	61	28	11
2002	43	25	68	21	11
2001	30	29	59	27	14
Users	34	27	61	36	3
<u>Comparison</u>					
Peer Group (Provincial)	37	34	71	23	6
National Average	49	34	83	14	3
<u>Ward</u>					
North	29	27	56	38	6
South	30	32	62	31	7
East	32	26	58	35	7
West	30	20	50	44	6
<u>Gender</u>					
Male	32	30	62	31	7
Female	29	23	52	43	5
<u>Age</u>					
18-39 years	25	30	55	40	5
40-59 years	30	24	54	39	7
60+ years	44	20	64	29	7
<u>Household Income</u>					
Less than \$40,000 p.a.	33	29	62	27	11
\$40,000 - \$70,000 p.a.	27	25	52	43	5
More than \$70,000 p.a.	30	27	57	38	5

% read across

* Not asked in 2000

Summary Table -
Main Reasons* For Being Not Very Satisfied With Recycling Waste Materials

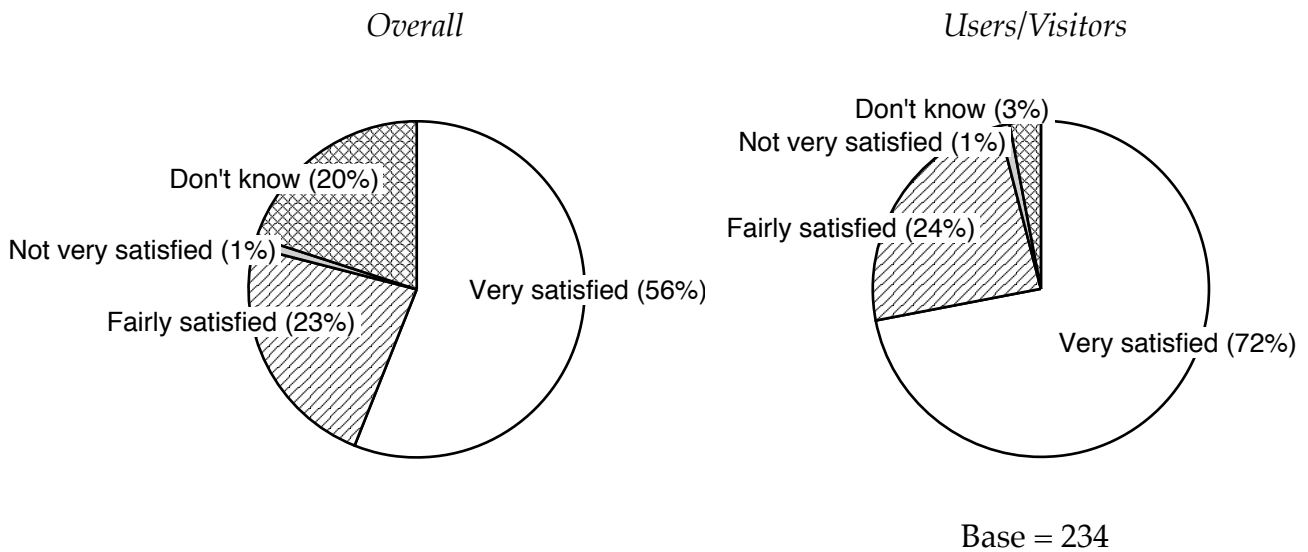
	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Need kerbside recycling bins/ would encourage more use	26	27	25	26	25
Need more recycling centres/ depots/ depots too far away	4	6	1	1	7
No recycling/ don't know of any	4	2	1	3	10

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 57%
 Users = 61%

x. Art and History Museum



79% of residents overall are satisfied with the Art and History Museum (82% in 2006), with 56% being very satisfied. 20% are unable to comment (16% in 2006).

The percent not very satisfied (1%) is similar to the 2006 measure, and slightly below the National Average and below the Peer Group Average.

59% of households say they have used or visited the Art and History Museum in the last 12 months. These "users/visitors" are more likely to be satisfied (96%), than residents overall, while being less likely to be unable to comment (3%).

There are no notable differences between Ward residents and socio-economic groups in terms of those not very satisfied.

The main reason for being not very satisfied with the Art and History Museum is ...

- displays could be better / more variety / more interesting, mentioned by 1% of all residents.

* multiple responses allowed

Satisfaction With Art And History Museum

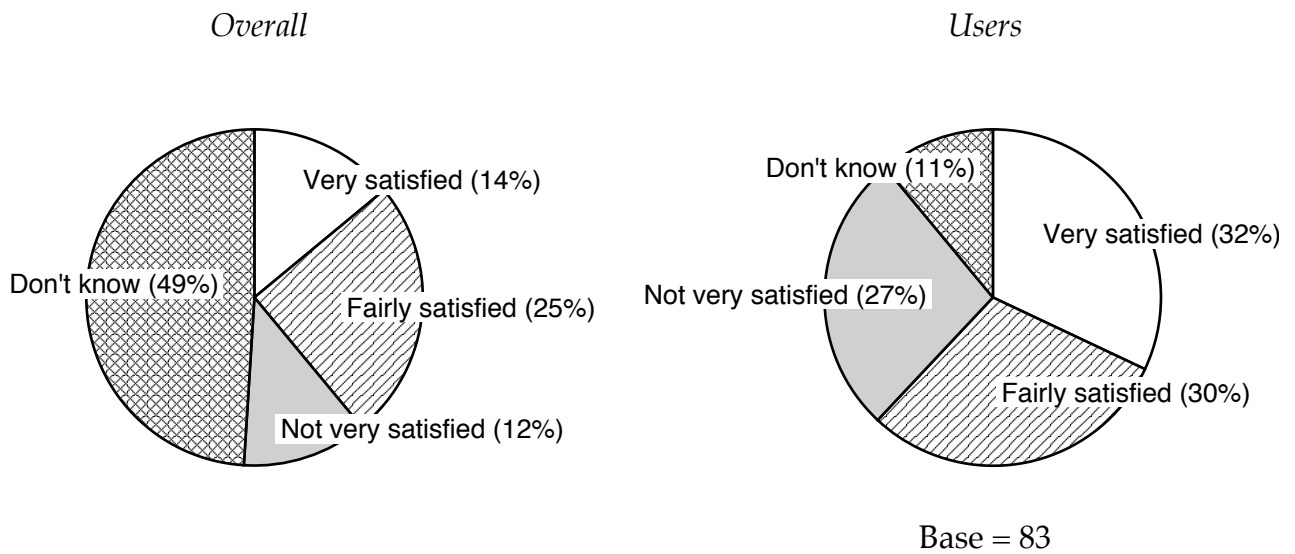
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	56	23	79	1	20
2006	57	25	82	2	16
2005	53	25	78	1	21
2004	49	22	71	2	27
2003	52	23	75	1	24
2002	56	21	75	2	21
2001	57	18	75	5	20
2000	43	25	78	4	28
Users/Visitors	72	24	96	1	3
<u>Comparison</u>					
Peer Group (Provincial)	32	26	58	8	34
National Average	45	20	65	6	29
<u>Ward</u>					
North	56	25	81	2	17
South	62	18	80	-	20
East	53	20	73	1	26
West	53	28	81	1	18

% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 79%

Users/Visitors = 96%

xi. Building Inspections

39% of residents are satisfied with building inspections, while 12% are not very satisfied.

A significant percentage, 49%, are unable to comment, and this is probably due to only 22% of households saying they have used building inspection services in the last 12 months. Of these, 62% are satisfied (71% in 2006) and 27% not very satisfied (17% in 2006).

The percent not very satisfied (12% of all residents) is below the Peer Group and National Averages for town planning / planning and inspection services, but on par with last year's reading.

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

The main reasons for being not very satisfied with building inspections are ...

- slow service / time delays,
- too restrictive / too much red tape,
- too expensive / too many charges.

Satisfaction With Building Inspections

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2007	14	25	39	12	49
2006	14	27	41	8	51
2005	18	30	48	7	45
2004	10	29	39	4	57
2003	20	24	44	7	49
2002	15	28	43	6	51
2001	18	22	40	7	53
Users	32	30	62	27	11
<u>Comparison[†]</u>					
Peer Group (Provincial)	13	36	49	26	25
National Average	11	40	51	24	25
<u>Ward</u>					
North	12	28	40	13	47
South	13	27	40	16	44
East	11	23	34	14	52
West	19	22	41	7	52
<u>Ratepayer?</u>					
Ratepayer	15	24	39	⑭	47
Non-ratepayer	9	29	38	2	⑥①

% read across

* Not asked in 2000

† Peer Group & National Averages are based on ratings for town planning/planning and inspection services.

Summary Table -
Main Reasons* For Being Not Very Satisfied With Building Inspections

	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Slow service/time delays	8	7	11	10	3
Too restrictive/ too much red tape	3	1	1	8	2
Too expensive/ too many charges	3	3	3	3	2

* multiple responses allowed

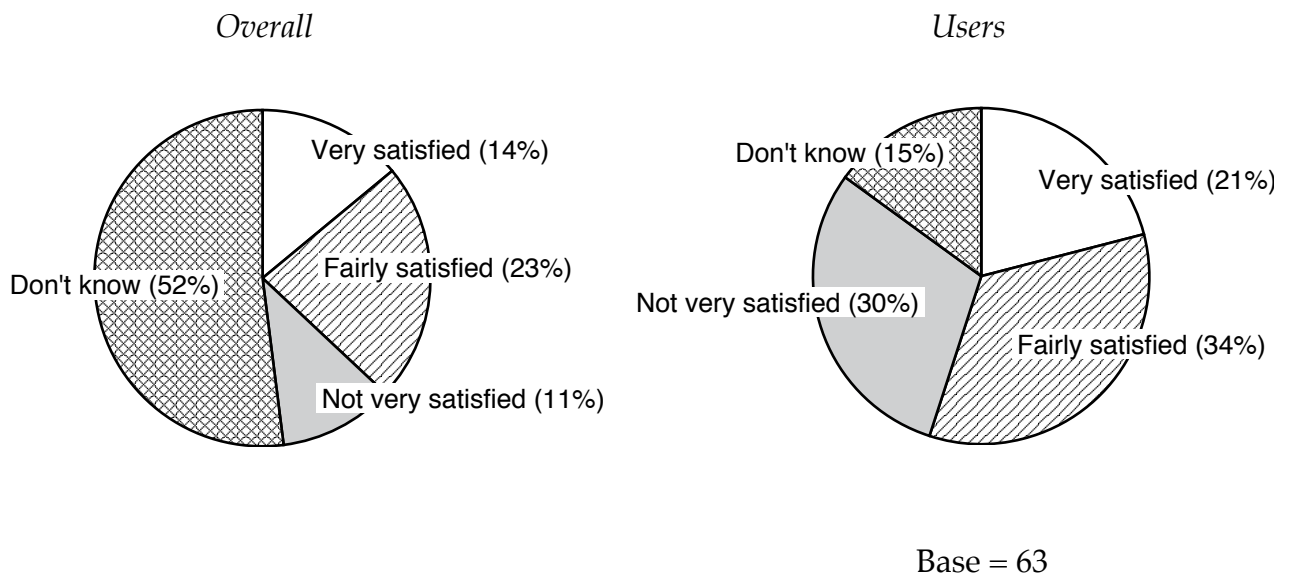
Recommended Satisfaction Measures For Reporting Purposes:

Total District = 39%

Users = 62%

xii. *Planning and Inspection Services*

(i.e. permits, licences, consents and health inspections, but not building inspections)



37% of all residents are satisfied with planning and inspection services (43% in 2006), while 11% are not very satisfied. 52% of residents are unable to comment (47% in 2006) and it appears that this may be because 83% of households have not used planning or inspection services in the last 12 months.

The percent not very satisfied is below the Peer Group and National Averages for town planning/ planning and inspection services, but similar to the 2006 reading.

Of the "users", 55% are satisfied and 30% are not very satisfied with planning or inspection services.

Residents more likely to be not very satisfied with planning and inspection services are ...

- ratepayers,
- residents with an annual household income of \$40,000 or more.

The main reasons for being not very satisfied with planning and inspection services are ...

- slow service/ delays,
- too expensive/ cost involved,
- poor staff service,
- too much red tape/ restrictive/ inflexible.

Satisfaction With Planning & Inspection Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2007	14	23	37	11	52
2006	11	32	43	10	47
2005	17	32	49	8	43
2004	10	31	41	9	50
2003	20	25	45	6	49
2002	15	28	43	6	51
2001	14	26	40	11	49
2000	17	29	46	18	36
Users	21	34	55	30	15
<u>Comparison†</u>					
Peer Group (Provincial)	13	36	49	26	25
National Average	11	40	51	24	25
<u>Ward</u>					
North	10	28	38	14	48
South	14	31	45	11	44
East	15	18	33	10	57
West	16	18	34	8	58
<u>Ratepayer?</u>					
Ratepayer	14	23	37	13	50
Non-ratepayer	16	24	40	2	58
<u>Household Income</u>					
Less than \$40,000 p.a.	13	16	29	3	68
\$40,000 - \$70,000 p.a.	19	24	43	12	45
More than \$70,000 p.a.	10	30	40	16	44

% read across

* Prior to 2001, planning and inspection services were defined as permits, licences, consents etc.

† Peer Group and National Averages are based on ratings for town planning/ planning & inspection services.

Summary Table -
Main Reasons* For Being Not Very Satisfied With Planning & Inspection Services

	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Slow service/delays	5	4	5	6	3
Too expensive/cost involved	3	7	1	1	3
Poor staff service	2	3	2	3	1
Too much red tape/restrictive/inflexible	2	3	1	3	1

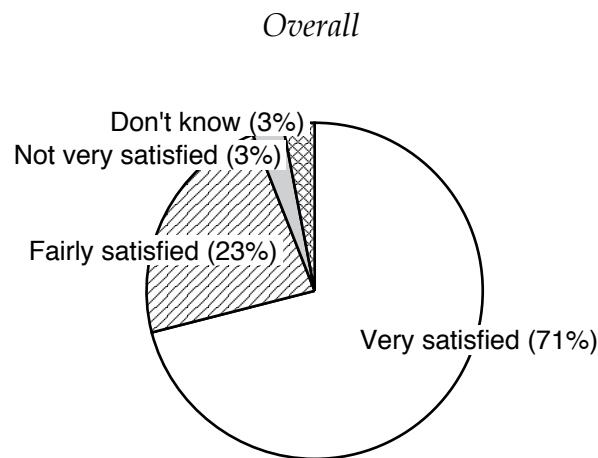
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 37%

Users = 55%

xiii. Beautification And Landscaping Of The District



94% of Rotorua District residents are satisfied with the beautification and landscaping of the District (97% in 2006), including 71% who are very satisfied (68% in 2006).

The percent not very satisfied, 3%, is slightly below the Peer Group Average, below the National Average and similar to the 2006 reading.

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

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

- need beautification / more plantings / could do more, mentioned by 2% of all residents.
- lack of upkeep, 1%.

* multiple responses allowed

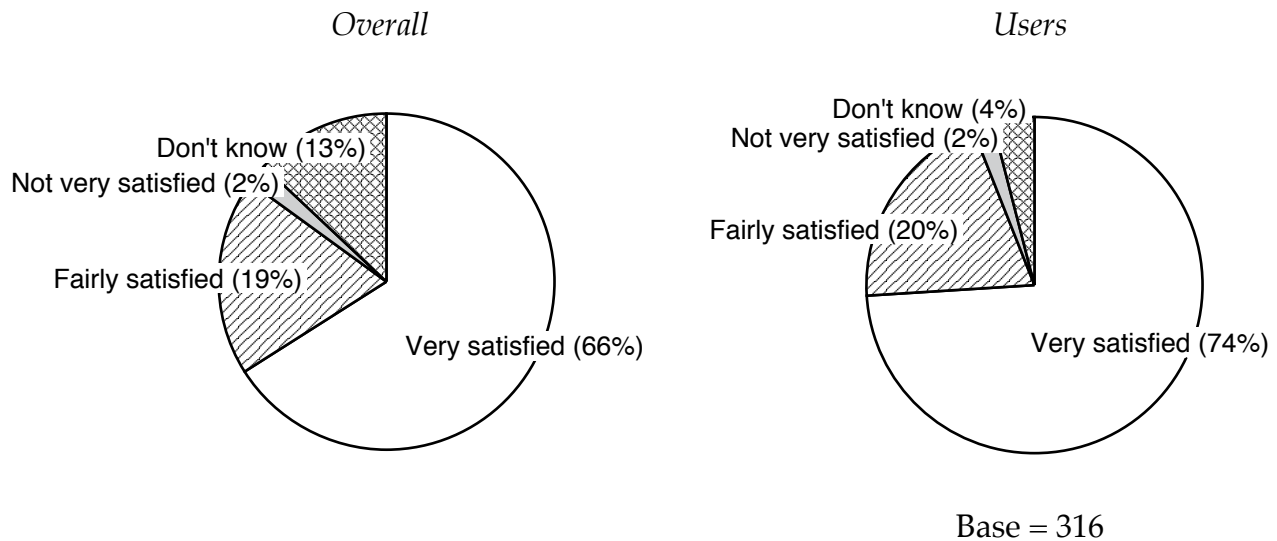
Satisfaction With Beautification And Landscaping Of The District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	71	23	94	3	3
2006	68	29	97	3	-
2005	67	25	92	7	1
2004	69	26	95	3	2
2003	75	21	96	3	1
2002	76	20	96	3	1
2001	73	19	92	6	2
2000	76	18	94	5	1
<u>Comparison</u>					
Peer Group (Provincial)	42	44	86	8	6
National Average	39	46	85	12	3
<u>Ward</u>					
North	67	30	97	2	1
South	77	19	96	2	2
East	77	16	93	2	5
West	64	25	89	5	6

% read across

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 94%

xiv. Library Service



Overall, 85% of residents are satisfied with the library service, with 66% being very satisfied. These readings are similar to the 2006 results.

The percent not very satisfied (2%) is similar to the Peer Group and National Averages and last year's reading.

79% of households have used a District Library in the last 12 months (76% in 2006) 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 the library service.

The main reasons* for being not very satisfied with the District's libraries are ...

- charges / fines, mentioned by 1% of all residents,
- need longer hours / open weekends, 1%.

* multiple responses allowed

Satisfaction With Library Service

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	66	19	85	2	13
2006	65	19	84	4	12
2005	66	19	85	3	12
2004	69	19	88	3	9
2003	68	20	88	5	7
2002	68	16	84	4	12
2001	73	15	88	2	10
2000	68	19	87	2	11
Users	74	20	94	2	4
<u>Comparison</u>					
Peer Group (Provincial)	64	26	90	3	7
National Average	67	25	92	2	6
<u>Ward</u>					
North	67	19	86	1	13
South	69	14	83	4	13
East	64	24	88	1	11
West	63	19	81	2	17

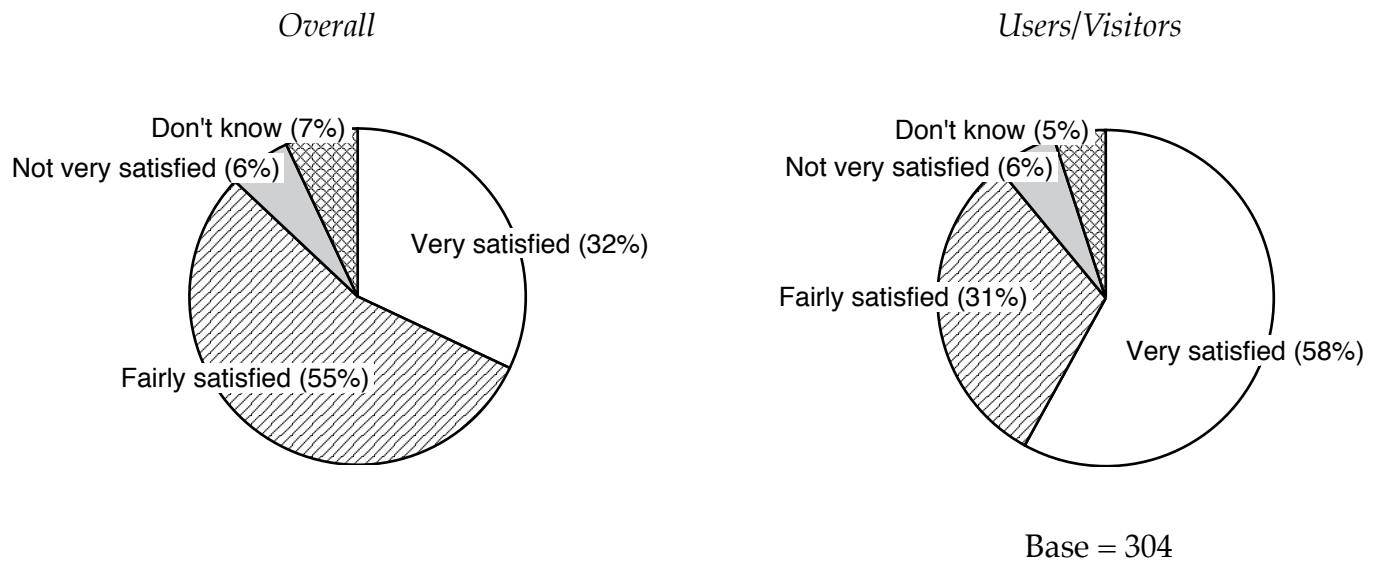
% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 85%

Users = 94%

xv. Event and Tourism Promotion of Rotorua



87% of residents overall are satisfied with the event and tourism promotion of Rotorua, including 32% who are very satisfied.

The percent not very satisfied (6%) is below the Peer Group and National Averages for tourism promotion.

78% of households have used or visited an event venue (i.e. Events Centre, Convention Centre, International stadium, Soundshell, Civic Theatre, Tearooms and Sportsdrome) in the last 12 months. Of these, 89% are satisfied and 6% not very satisfied.

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

The reasons* for being not very satisfied with the event and tourism promotion of Rotorua are ...

- could do more promotion, mentioned by 3% of all residents,
- could do better, 1%,
- should not be funded by ratepayers / should be tourism sector, 1%.

* multiple responses allowed

Satisfaction With Event and Tourism Promotion of Rotorua

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2007	32	55	87	6	7
Users/Visitors	58	31	89	6	5
<u>Comparison</u>					
Peer Group (Provincial)	35	45	80	13	7
National Average	36	40	76	13	11
<u>Ward</u>					
North	51	32	83	8	9
South	62	30	92	5	3
East	58	29	87	6	7
West	48	38	86	7	7
<u>Gender</u>					
Male	47	36	83	9	8
Female	62	29	91	4	5

% read across

* Not asked prior to 2007.

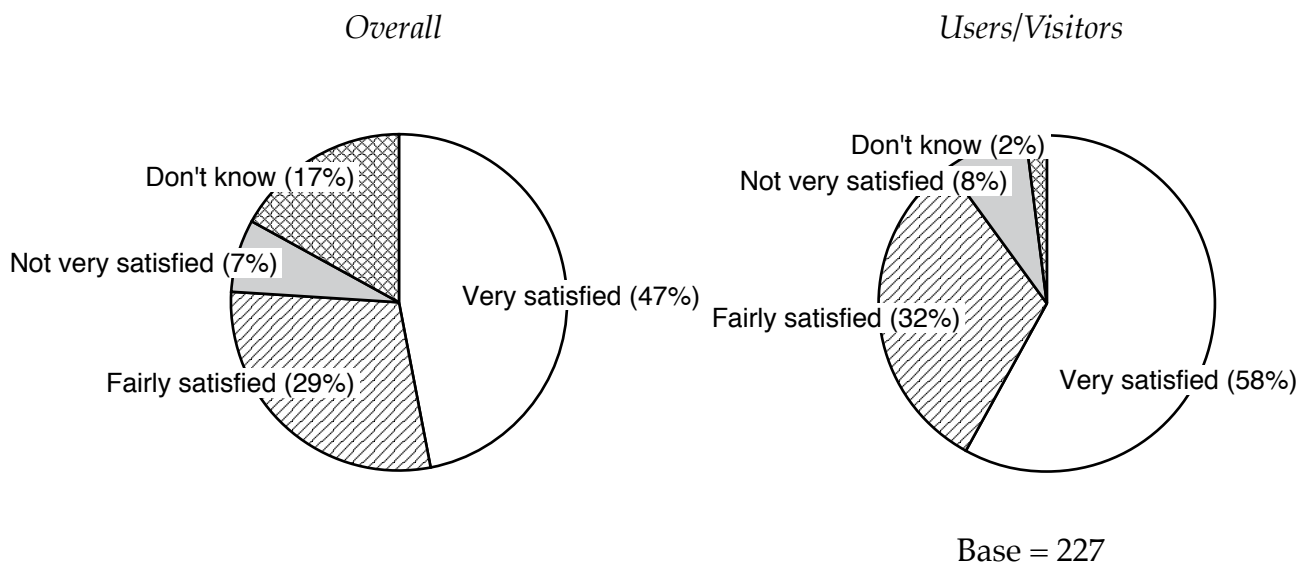
† Peer Group and National Average readings refer to ratings for Tourism Promotion.

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 87%

Users/Visitors = 89%

xvi. Rotorua Aquatic Centre



76% of all residents are satisfied with the Rotorua Aquatic Centre (81% in 2006), with 47% being very satisfied (54% in 2007). 7% are not very satisfied and 17% are unable to comment (12% in 2006).

The percent not very satisfied with the Aquatic Centre is slightly below the Peer Group Average, on par with the National Average and similar to the 2006 reading.

65% of households have used or visited the Rotorua Aquatic Centre in the last 12 months (69% in 2006). Of these "users/visitors", 90% are satisfied and 8% 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 Rotorua Aquatic Centre. However, it appears that the following residents are slightly more likely to feel this way ...

- women,
- shorter term residents, those residing in the District 10 years or less.

The main reasons* for being not very satisfied with the Aquatic Centre are:

- not clean/poor standard of hygiene, mentioned by 3% of all residents,
- too expensive/need a discount/incentive scheme, 1%,
- could be upgraded/improve facilities, 1%.

* multiple responses allowed

Satisfaction With Rotorua Aquatic Centre

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2007	47	29	76	7	17
2006	54	27	81	7	12
2005	55	22	77	7	16
2004	50	28	78	6	16
2003	44	28	72	9	19
2002	37	32	69	10	21
2001	47	28	75	6	19
2000	43	26	69	10	21
Users/Visitors	58	32	90	8	2
<u>Comparison*</u>					
Peer Group (Provincial)	29	34	63	13	24
National Average	38	32	70	11	19
<u>Ward</u>					
North	44	34	78	3	19
South	49	21	70	10	20
East	48	28	76	8	16
West	48	31	79	6	15
<u>Gender</u>					
Male	44	31	75	4	(21)
Female	50	27	77	9	14
<u>Length of Residence</u>					
Lived there 10 years or less	41	33	74	11	15
Lived there more than 10 years	(49)	27	76	5	19

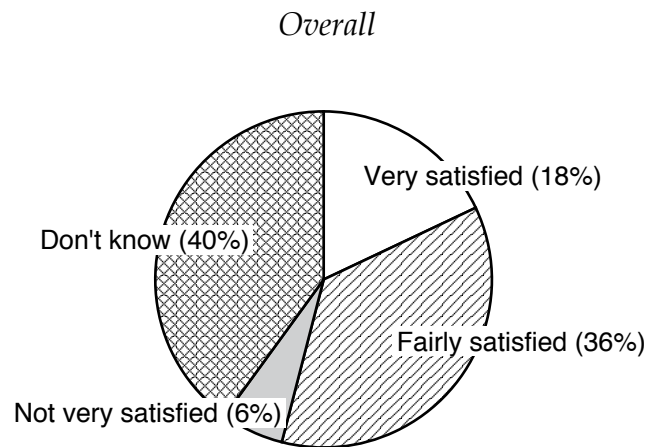
% read across

* Peer Group and National Averages are based on ratings of public swimming pools

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 76%
Users/Visitors = 90%

xvii. Promotion Of Job Opportunities



54% of residents are satisfied with the Council's promotion of job opportunities, with 6% being not very satisfied. A significant percentage (40%) are unable to comment (34% in 2006).

The percent not very satisfied is below both the Peer Group and National Averages, and 5% below the 2006 reading.

There are no notable differences between Wards and socio-economic groups in terms of those residents not very satisfied with the Council's promotion of job opportunities. However it appears that men are slightly more likely, than women, to feel this way.

The main reasons* for being not very satisfied with the promotion of job opportunities are ...

- could do more / needs improvement, mentioned by 3% of all residents,
- lack of jobs / too many unemployed, 2%,
- don't see any promotion / didn't know Council involved, 2%.

* multiple responses allowed

Satisfaction With Promotion Of Job Opportunities

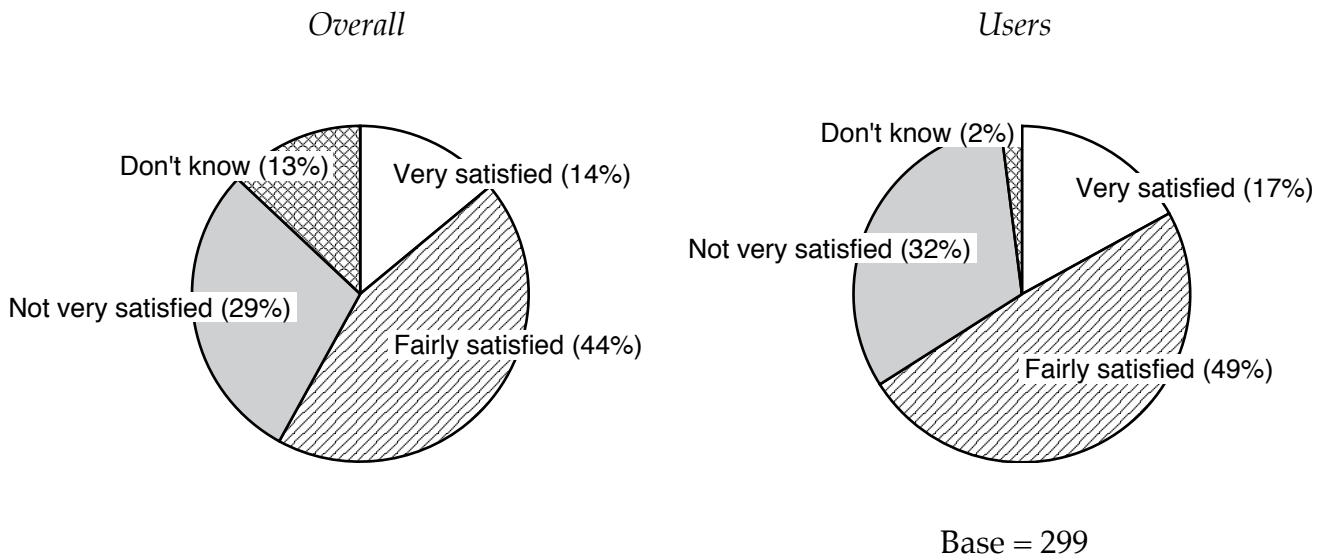
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2007	18	36	54	6	40
2006	13	42	55	11	34
2005	15	38	53	6	41
2004	12	34	46	10	44
2003	14	30	44	9	47
2002	11	32	43	13	44
2001	10	30	40	16	44
<u>Comparison</u>					
Peer Group (Provincial)	10	32	42	24	34
National Average	13	34	47	19	34
<u>Ward</u>					
North	14	40	54	5	41
South	18	38	56	9	35
East	23	31	54	7	39
West	16	35	51	4	45
<u>Gender</u>					
Male	17	35	52	9	39
Female	18	37	55	4	41

% read across

* Not asked in 2000

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 54%</p>

xviii. Public Toilets



58% of Rotorua District residents are satisfied with the District's public toilets (54% in 2006), while 29% are not very satisfied and 13% are unable to comment.

The percent not very satisfied with public toilets is above the Peer Group and National Averages, and on par with the 2006 reading.

74% of households have used a public toilet in the last 12 months. Of these "users", 66% are satisfied (62% in 2006) and 32% not very satisfied.

Residents more likely to be not very satisfied with the District's public toilets are ...

- women,
- non-ratepayers.

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

- dirty/unclean,
- not enough toilets/need more,
- poor condition/need upgrading/improving/maintenance,
- hard to find/more signage needed.

Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2007	14	44	58	29	13
2006	10	44	54	32	14
Users	17	49	66	32	2
<u>Comparison</u>					
Peer Group (Provincial)	25	47	72	19	9
National Average	22	48	70	20	10
<u>Ward</u>					
North	10	53	63	25	12
South	13	44	57	26	17
East	19	35	54	33	13
West	13	44	57	33	10
<u>Gender</u>					
Male	12	(51)	(63)	25	12
Female	15	38	53	(33)	14
<u>Ratepayer?</u>					
Ratepayer	13	(47)	(60)	27	13
Non-ratepayer	18	30	48	(39)	13

% read across

* Not asked prior to 2006

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

	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Dirty / unclean	14	13	7	15	20
Not enough toilets / need more	10	6	9	14	10
Poor condition / need upgrading / improving / maintenance	9	9	12	6	11
Hard to find / need more signage	3	-	1	7	4

* multiple responses allowed

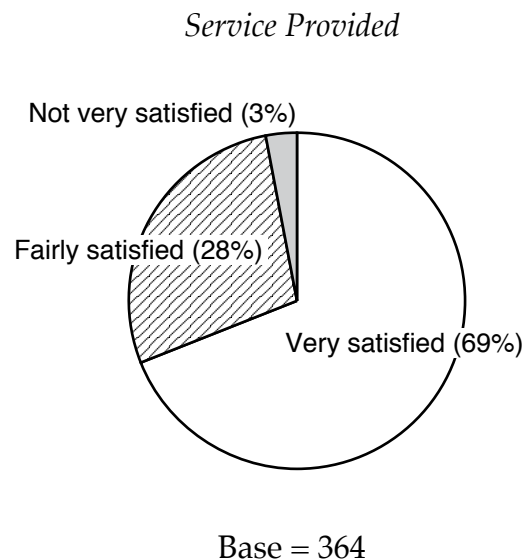
Recommended Satisfaction Measures For Reporting Purposes:

Total District = 58%
Users = 66%

b. Satisfaction With Council Services - Residents Provided With Service

Residents were asked if, where they live, they are provided with a particular service and, if so, then asked for their level of satisfaction.

i. Water Supply



89% of residents are provided with a piped water supply (85% in 2006). Of these, 97% are satisfied, including 69% who are very satisfied (49% in 2006), while 3% are not very satisfied.

Rotorua District is below the Peer Group Average and slightly below the National Average, in terms of the percent not very satisfied with the water supply, while being similar to last year's reading.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who are provided with a piped water supply and are not very satisfied with the District's water supply.

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

- chlorine in water, mentioned by 1% of residents who are provided with a piped water supply,
- poor water pressure, 1%,
- bad taste, 1%.

* multiple responses allowed

Satisfaction With Water Supply

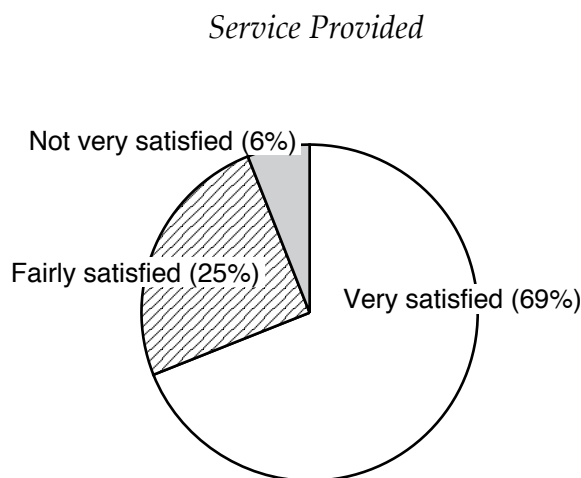
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Residents provided with a piped water supply</u>					
Total District 2007	69	28	97	3	-
2006	49	45	94	5	1
2005	51	41	92	8	-
2004	47	46	93	6	1
2003	53	38	91	8	1
2002	58	36	94	5	1
2001	56	36	92	7	1
2000	58	34	92	8	-
<u>Comparison</u>					
Peer Group (Provincial)	44	44	88	11	1
National Average	48	42	90	9	1
<u>Ward</u>					
North	70	24	94	6	-
South	69	29	98	2	-
East	67	30	97	3	-
West	68	29	97	2	1

% read across

Base = 364

<p>Recommended Satisfaction Measures For Reporting Purposes: Receivers of Service = 97%</p>
--

ii. Rubbish Collection



Base = 382

93% of residents say Council provides a regular rubbish collection service where they live.

Of these, 94% are satisfied, including 69% who are very satisfied (55% in 2006), while 6% are not very satisfied. The percent not very satisfied is below the Peer Group Average, slightly below the National Average and similar to last year's reading.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who are provided with a regular rubbish collection service and are not very satisfied.

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

- would like recycling collection / no recycling, mentioned by 3% of residents who are provided, by Council, with a regular rubbish collection service,
- rubbish bags inadequate / only collect Council bags, 1%,
- prefer a wheelie bin, 1%,
- animals get into the bags, 1%.

* multiple responses allowed

Satisfaction With Rubbish Collection

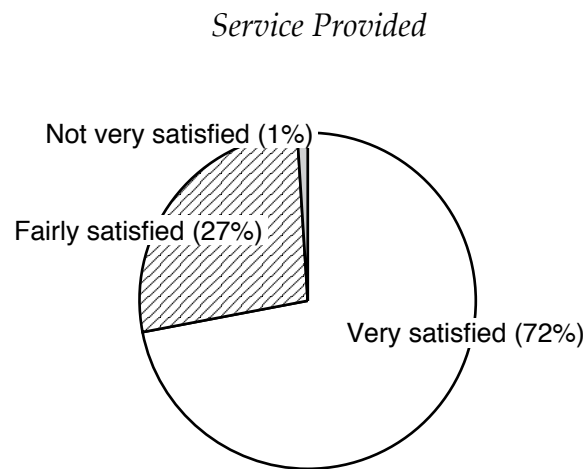
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Residents Provided with a regular rubbish collection</u>					
2007	69	25	94	6	-
2006	55	38	93	6	1
2005	63	32	95	4	1
2004	58	35	93	6	1
2003	62	30	92	7	1
2002	69	25	94	5	1
2001	68	23	91	8	1
2000	71	21	92	7	1
<u>Comparison</u>					
Peer Group (Provincial)	44	39	83	14	3
National Average	51	36	87	12	1
<u>Ward</u>					
North	67	29	96	4	-
South	77	14	91	9	-
East	66	26	92	8	-
West	66	30	96	4	-

% read across

Base = 382

<p>Recommended Satisfaction Measures For Reporting Purposes: Receivers of Service = 94%</p>
--

iii. The Sewerage System



Base = 341

83% of residents are provided with a sewerage system. Of these, 99% are satisfied and 1% not very satisfied,

The percent not very satisfied is below the Peer Group Average, slightly below the National Average and similar to the 2006 reading.

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

The reason* for being not very satisfied with the sewerage system is ...

- *"smell in Ngapuna area - on certain days in summer have to close doors in the house, it really stinks. Think it is from back of Whakarewarewa Rugby Club ground - that area."*

* multiple responses allowed

Satisfaction With The Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Residents Provided with a sewerage system</u>					
2007	72	27	99	1	-
2006	35	62	97	2	1
2005	39	56	95	3	2
2004	35	58	93	5	2
2003	43	48	91	4	5
2002	39	53	92	3	5
2001	49	42	91	3	6
<u>Comparison</u>					
Peer Group (Provincial)	44	44	88	9	3
National Average	48	43	91	7	2
<u>Ward</u>					
North	71	28	99	-	1
South	77	23	100	-	-
East	70	25	95	5	-
West	68	32	100	-	-

% read across

Base = 341

<p>Recommended Satisfaction Measures For Reporting Purposes: Receivers of Service = 99%</p>
--

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 %
Recycling Waste Materials	58	39	-	3
Public Toilets	51	40	3	6
Dog Control	46	48	3	3
Parking in Rotorua's CBD	40	54	4	2
Roads	37	61	1	1
Promotion of Job Opportunities	29	49	4	18
Stormwater Drainage	25	65	3	7
Event & tourism promotion of Rotorua	25	65	6	4
Footpaths	23	71	4	2
Sewerage System	22	67	3	8
Parks, Reserves & Playgrounds	19	76	3	2
Rubbish Collection	18	77	2	3
Sportsfields	17	73	6	4
Rotorua Aquatic Centre	17	71	2	10
Beautification/Landscaping	14	82	3	1
Library Service	14	78	2	6
Building Inspections	13	41	7	39
Water Supply	10	81	3	6
Art and History Museum	10	75	2	13
Noise Control	10	71	8	11
Planning and Inspection Services	8	43	7	42

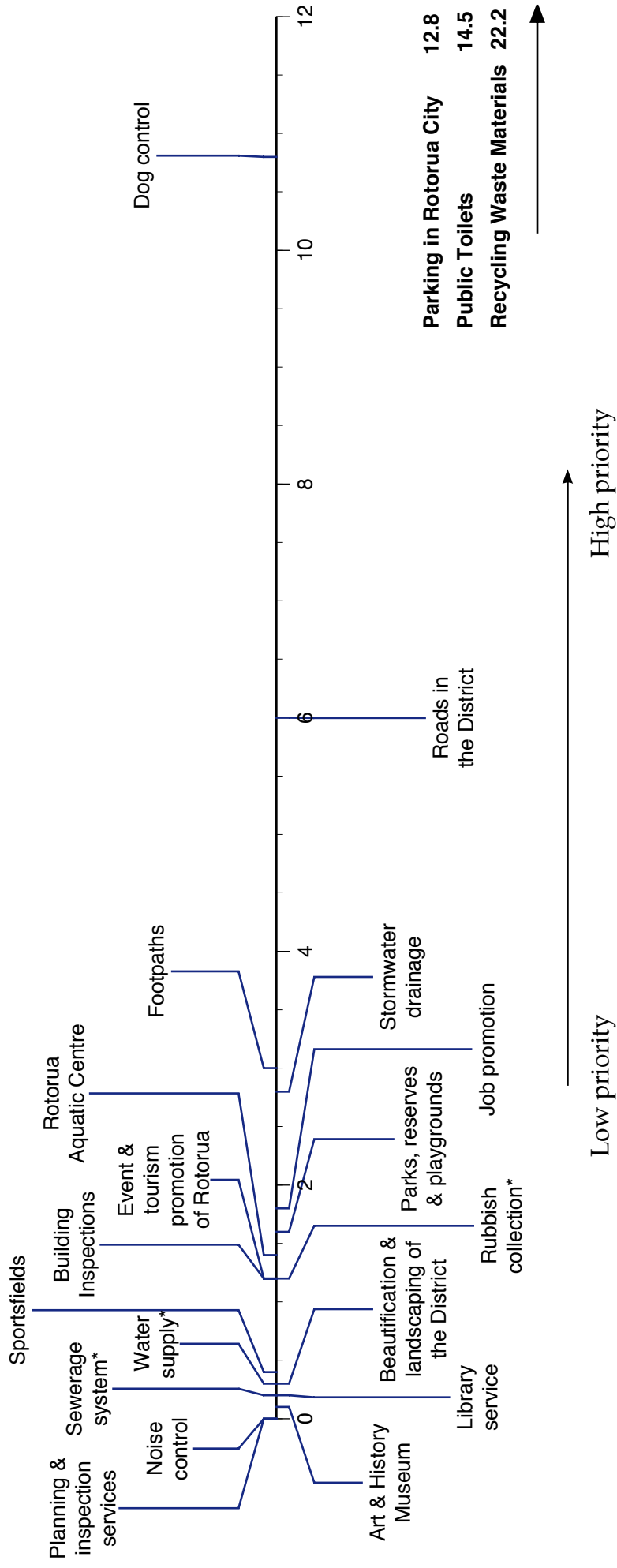
d. Spend 'More' Comparison

	2007 %	2006 %	2005 %	2004 %	2003 %	2002 %	2001 %
Recycling Waste Materials	58	52	48	56	44	41	47
Public Toilets	51	51	NA	NA	NA	NA	NA
Dog Control	46	35	30	35	37	33	33
Parking in Rotorua's CBD	40	45	48	57	49	48	49
Roads	37	39	40	36	35	37	37
Promotion of Job Opportunities	29	37	31	39	42	43	44
Stormwater Drainage	25	24	29	27	25	29	25
Event & tourism promotion of Rotorua	25	NA	NA	NA	NA	NA	NA
Footpaths	23	24	25	20	24	22	24
Sewerage System	22	20	19	25	21	25	20
Parks, Reserves & Playgrounds [†]	19	25	22	31	21	23	24
Rubbish Collection	18	14	12	16	12	9	12
Sportsfields	17	NA	NA	NA	NA	NA	NA
Rotorua Aquatic Centre	17	20	14	13	25	29	22
Beautification/Landscaping	14	18	20	15	15	17	19
Library Service	14	18	16	20	22	21	17
Building Inspections	13	12	10	10	12	8	6
Water Supply	10	15	11	15	16	19	14
Art and History Museum	10	17	13	9	16	14	16
Noise Control	10	8	8	10	9	13	7
Planning and Inspection Services	8	9	7	7	5	7	5

NA: Not asked

[†] Prior to 2007 readings refer to parks, reserves, sportsfields and playgrounds

e. Spend Priority



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

This graph shows the priorities for spending for Council in terms of the 21 services / facilities where both the not very satisfied readings and mean spend figures are available.

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

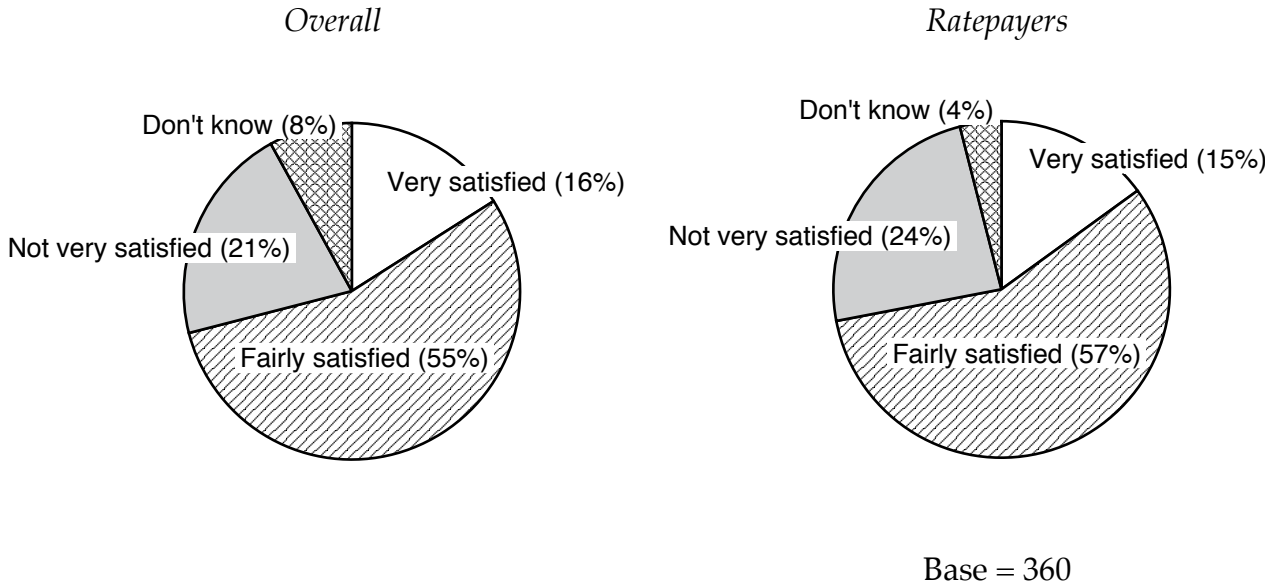
Recycling waste materials, public toilets, parking in Rotorua City and dog control are the top priorities for Council in terms of spend, with planning and inspection services, noise control and Art & History Museum being of lowest priority in terms of spend.

* Note: Only respondents provided with the service were asked for their level of satisfaction.



2. Rates Issues

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



85% of residents identify themselves, or a member of their household, as ratepayers (81% in 2006).

Overall, 71% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (77% in 2006). 21% of all residents are not very satisfied with the way rates are spent and this is slightly below the Peer Group Average, similar to the National Average and on par with the 2006 reading.

72% of ratepayers are satisfied with the way rates are spent, while 24% are not very satisfied.

Residents more likely to be not very satisfied with the way rates are spent on the services and facilities provided by Council are ...

- residents with an annual household income of \$40,000 or more,
- ratepayers.

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 2007	16	55	71	21	8
2006	13	64	77	18	5
2005	13	72	85	10	5
2004	14	63	77	15	8
2003	17	65	82	11	7
2002	21	62	83	11	6
2001	22	60	82	11	7
2000	20	58	78	15	7
<u>Comparison</u>					
Peer Group (Provincial)	8	57	65	27	8
National Average	11	59	70	23	7
<u>Ward</u>					
North	8	60	68	27	5
South	17	54	71	23	6
East	24	54	78	16	6
West	15	50	65	17	18
<u>Household Income</u>					
Less than \$40,000 p.a.	19	62	81	13	6
\$40,000 - \$70,000 p.a.	20	48	68	22	10
More than \$70,000 p.a.	12	58	70	26	4
<u>Ratepayer?</u>					
Ratepayer	15	57	72	24	4
Non-ratepayer	23	44	67	1	32

% read across

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

	Total District 2007 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
High rates / too high for services received / not value for money	11	17	10	8	9
Rubbish disposal	3	3	8	-	3
Overspend / spent in wrong areas / spent unwisely / waste money	3	2	5	2	2

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 71%

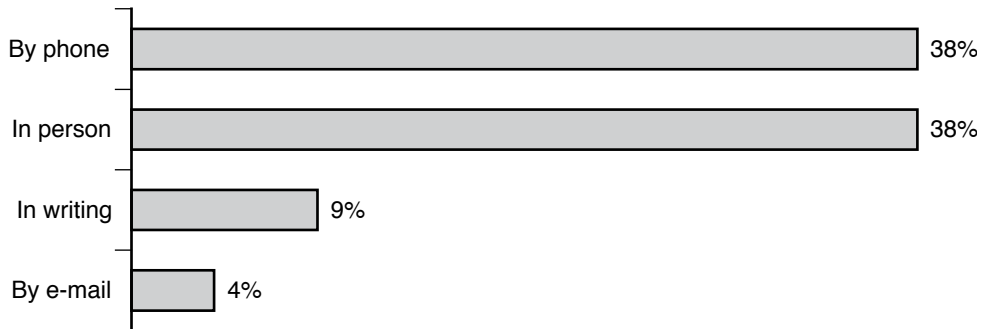
Ratepayers = 72%



3. Contact With Council

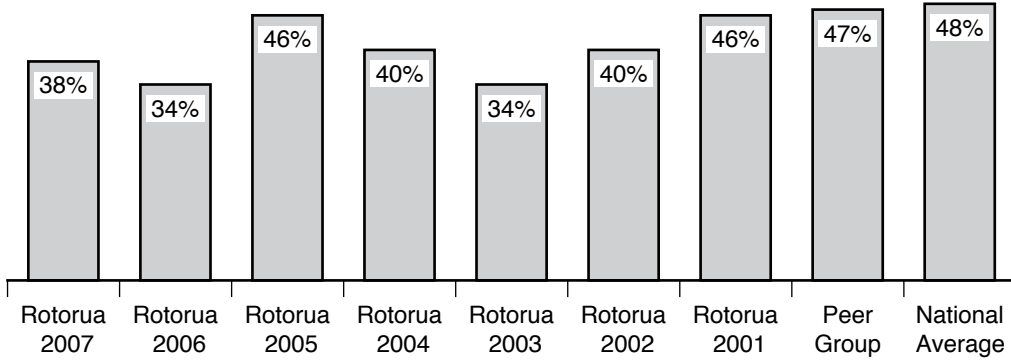
a. Levels Of Contact

2007 - Yes, Have Contacted ...

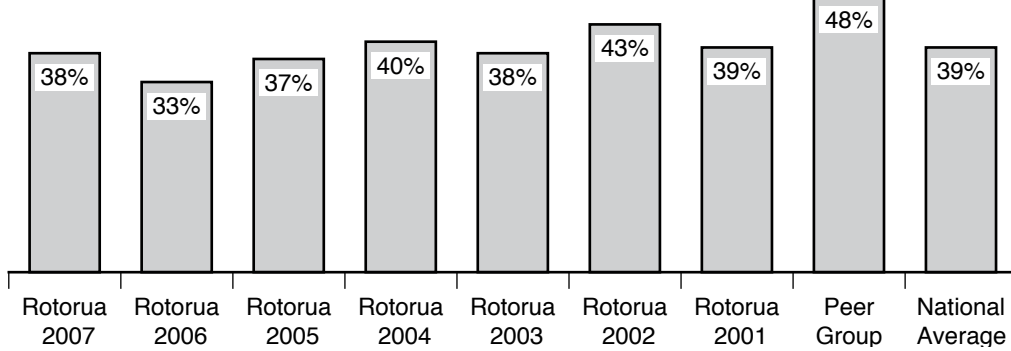


Percent Saying 'Yes' - Comparison

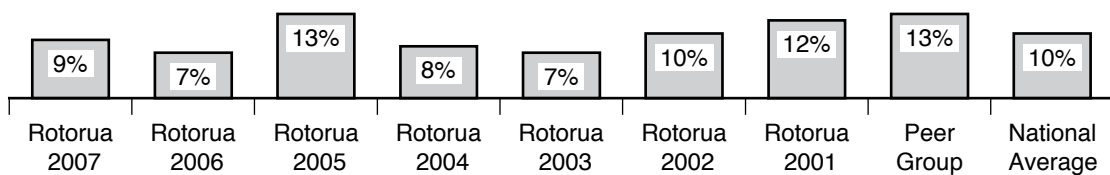
'By Phone'



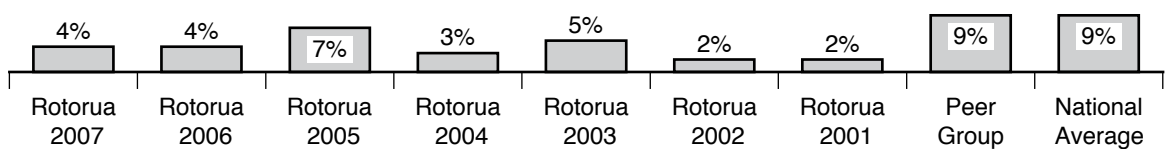
'In Person'



'In Writing'



'By E-mail'



38% of residents have contacted Council offices by phone in the last year (34% in 2006), while 38% visited a Council office in person (33% in 2006), 9% contacted Council in writing and 4% contacted them by e-mail.

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

They are similar to residents nationwide and less likely than like residents to say they have contacted Council in person.

Rotorua District residents are on par with Peer Group residents and similar residents nationwide to say they have contacted Council in writing, and slightly below both Peer Group residents and residents nationwide to say they have contacted Council by e-mail.

Residents more likely to contact Council offices by phone are ...

- NZ European residents,
- residents with an annual household income of more than \$70,000.

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

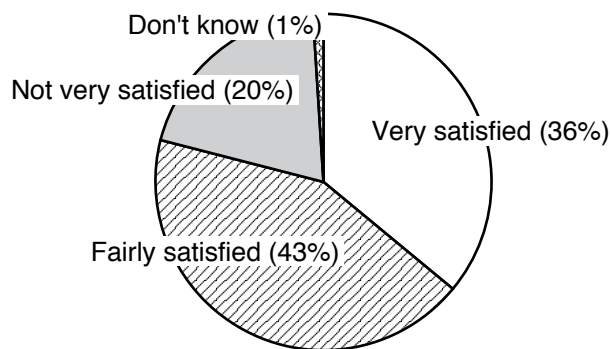
- residents with an annual household income of more than \$70,000,
- ratepayers.

It also appears that Northern Ward residents are slightly more likely, than other Ward residents, to visit a Council office in person.

Ratepayers are more likely to contact Council in writing, than non-ratepayers.

There are no notable differences between Wards and socio-economic groups, in terms of those residents contacting Council by e-mail.

b. Satisfaction When Contacting The Council Offices By Phone



Base = 158

79% of residents contacting the Council Offices by phone in the last 12 months are satisfied (86% in 2006), including 36% who are very satisfied, while 20% are not very satisfied (14% in 2006).

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

Residents[†] with an annual household income of \$40,000 to \$70,000 are more likely, than other income groups, to be not very satisfied.

[†] Those residents who have contacted Council by phone in the last 12 months.

Reasons They Are Not Very Satisfied

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

- lack of action/slow to act, mentioned by 8% of residents contacting Council by phone (12 respondents),
- poor customer service/attitude/unhelpful, 5% (8 respondents),
- hard to get right person/got the run around, 4% (6 respondents),
- difficult to obtain information/inconsistent, 3% (5 respondents).

* multiple responses allowed

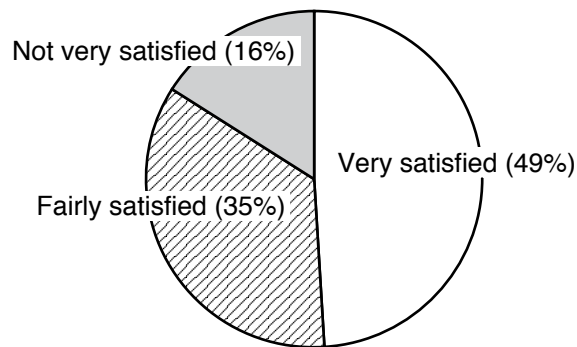
Satisfaction When Contacting Council Offices By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices By Phone</u>					
2007	36	43	79	20	1
2006	37	49	86	14	-
2005	55	35	90	10	-
2004	41	40	81	19	-
2003	45	43	88	12	-
2002	43	45	88	12	-
2001	47	42	89	11	-
2000	43	38	81	19	-
<u>Comparison</u>					
Peer Group (Provincial)	45	43	88	12	-
National Average	42	40	82	16	2
<u>Ward</u>					
North	31	46	77	23	-
South	45	38	83	11	6
East	40	45	85	15	-
West	30	38	68	32	-
<u>Household Income</u>					
Less than \$4-0,000 p.a.	42	41	83	17	-
\$40,000 - \$70,000 p.a.	29	36	65	32	3
More than \$70,000 p.a.	46	47	93	7	-

% read across

Base = 158

c. Satisfaction When Visiting A Council Office In Person



Base = 158

84% of residents visiting a Council office in person in the last 12 months are satisfied, including 49% who are very satisfied (35% in 2006). 16% are not very satisfied.

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

Residents[†] aged 18 to 39 years are more likely, than other age groups, to be not very satisfied.

[†] Residents who have contacted Council in person in last 12 months.

Reasons They Are Not Very Satisfied

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

- poor service/slow/unhelpful, mentioned by 6% of residents who visited a Council office in person (10 respondents),
- inefficient/inconsistent, 5% (8 respondents),
- unfriendly/rude/arrogant, 2% (4 respondents),
- unsatisfactory outcome/problem not solved, 2% (4 respondents).

* multiple responses allowed

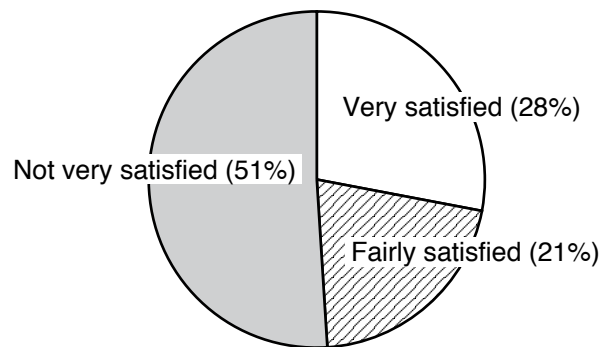
Satisfaction When Visiting A Council Office In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices In Person</u>					
2007	49	35	84	16	-
2006	35	49	84	16	-
2005	47	44	91	9	-
2004	51	40	91	9	-
2003	46	38	84	16	-
2002	46	41	87	13	-
2001	51	37	88	12	-
2000	60	30	90	10	-
<u>Comparison</u>					
Peer Group (Provincial)	47	44	91	9	-
National Average	49	38	87	13	-
<u>Ward</u>					
North	43	34	77	23	-
South	53	35	88	12	-
East	50	37	87	13	-
West	52	35	87	13	-
<u>Age</u>					
18-39 years	45	31	76	24	-
40-59 years	50	41	91	9	-
60+ years	57	33	90	10	-

% read across

Base = 158

d. Satisfaction When Contacting The Council Offices In Writing



Base = 40
(Margin of error is $\pm 15.5\%$)

49% of residents contacting the Council offices in writing in the last 12 months are satisfied (56% in 2006), while 51% are not very satisfied (42% in 2006).

The percent not very satisfied appears to be above the Peer Group and National Averages.

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

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

- unsatisfactory outcome/no action taken, mentioned by 27% of residents contacting Council in writing (10 respondents),
- no reply to letters, 15% (6 respondents),
- slow service, 1% (4 respondents),
- don't listen/one-sided view, 6% (2 respondents).

* multiple responses allowed

Satisfaction When Contacting The Council Offices In Writing

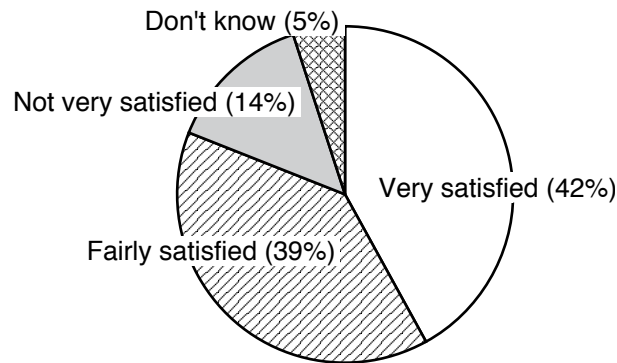
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices In Writing</u>					
2007	28	21	49	51	-
2006	19	37	56	42	2
2005	41	47	88	12	-
2004	26	35	61	36	3
2003	40	27	67	28	5
2002	38	32	70	24	6
2001	48	44	92	8	-
2000	34	26	60	35	5
<u>Comparison</u>					
Peer Group (Provincial)	34	28	62	36	2
National Average	32	27	59	39	2
<u>Ward*</u>					
North	29	10	39	61	-
South	48	16	64	36	-
East	21	30	51	49	-
West	-	47	47	53	-

% read across

* Caution small bases (all <15)

Base = 40

e. **Satisfaction When Contacting The Council Offices By E-Mail**



Base = 18*

* Caution: small base
(Margin of error $\pm 23.1\%$)

13 Rotorua 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 (<19), 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:

"No reply to date."

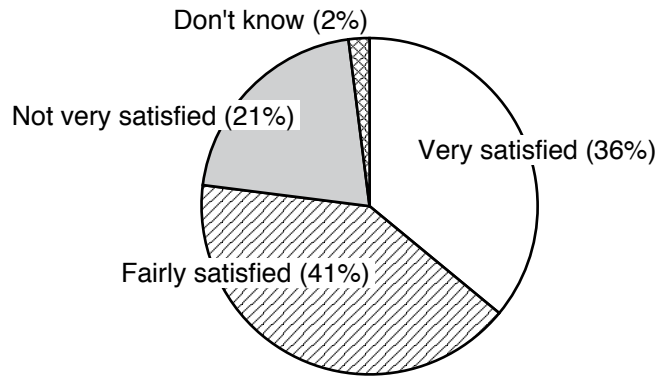
"I have sent email and not received a reply. Also sent email and had a response, but it took a long time - in relation to parks/recreation and also planning."

"Not happy with the response from the dog ranger."

"I did not like what I heard, although they did respond."

f. **Satisfaction With Overall Service Received When Contacted Council Offices**

Overall - Contacted A Council Office In The Last 12 Months



Base = 245

59% of residents have contacted the Council offices in the last 12 months (51% in 2006). These residents were asked to say how satisfied they are with the overall service they received. 77% are satisfied with the service received (85% in 2006), with 36% being very satisfied (28% in 2006), while 21% are not very satisfied.

The percent not very satisfied with the service they received from Council offices is slightly above the Peer Group and National Averages and 7% above last year's reading.

Men who have contacted Council are more likely to be not very satisfied, than women.

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>					
2007	36	41	77	21	2
2006	28	57	85	14	1
2005	43	49	92	8	-
2004	33	55	88	11	1
2003	41	48	89	11	-
2002	41	46	87	11	2
2001	38	57	95	5	-
2000	43	45	88	9	3
<u>Comparison</u>					
Peer Group (Provincial)	38	49	87	13	-
National Average	38	48	86	13	1
<u>Ward</u>					
North	32	41	73	27	-
South	42	44	86	10	4
East	35	44	79	19	2
West	36	36	72	28	-
<u>Gender</u>					
Male	32	41	73	26	1
Female	40	41	81	17	2

% read across

Base = 245

Recommended Satisfaction Measures For Reporting Purposes:

Contacted Council in the last 12 months	=	77%
Contacted Council by phone	=	79%
Contacted Council in person	=	84%
Contacted Council in writing	=	49%
Contacted Council by e-mail*	=	81%

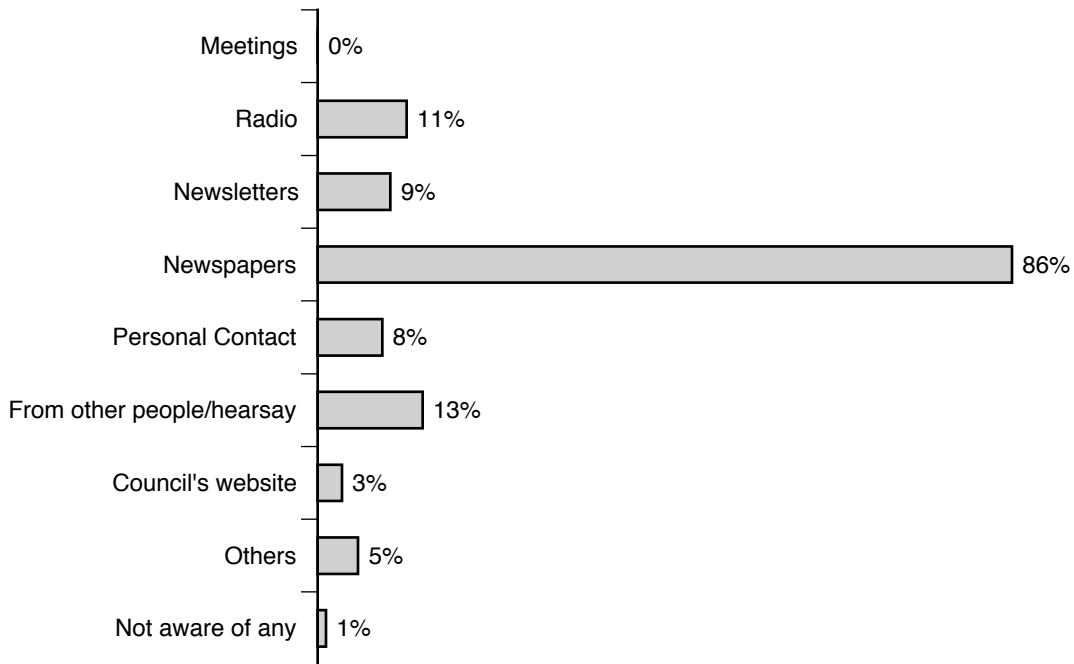
* Caution: small base



4. Information

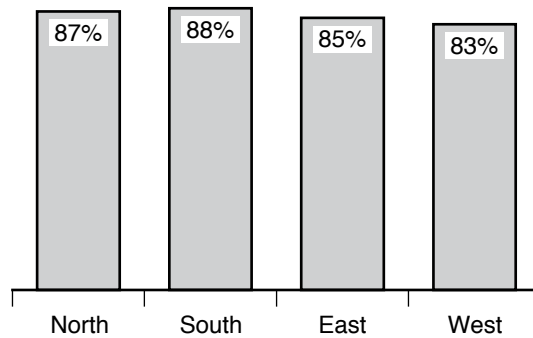
a. Main Source Of Information About Council

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

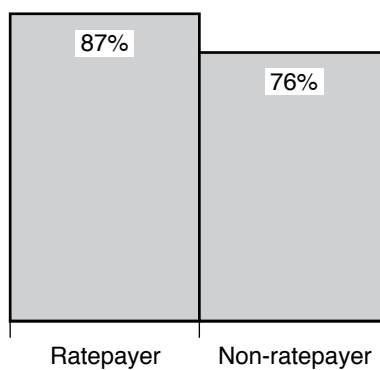


* multiple responses allowed

Percent Saying 'Newspapers' - By Ward



Percent Saying 'Newspapers' - Comparing Different Types Of Residents



The majority of residents (86%) consider newspapers to be their main source of information about Council (82% in 2006).

Ratepayers are more likely to consider newspapers to be their main source of information about Council, than non-ratepayers.

Residents who get their information about Council mainly from newspapers*, get their information from ...

- Daily Post, 84% of residents who consider newspapers to be their main source of information about Council (85% in 2006),
- Rotorua Review, 57% (62% in 2006),
- Weekender, 39% (48% in 2006),
- New Zealand Herald, 8% (6% in 2006),
- others, 4%.

Base = 355

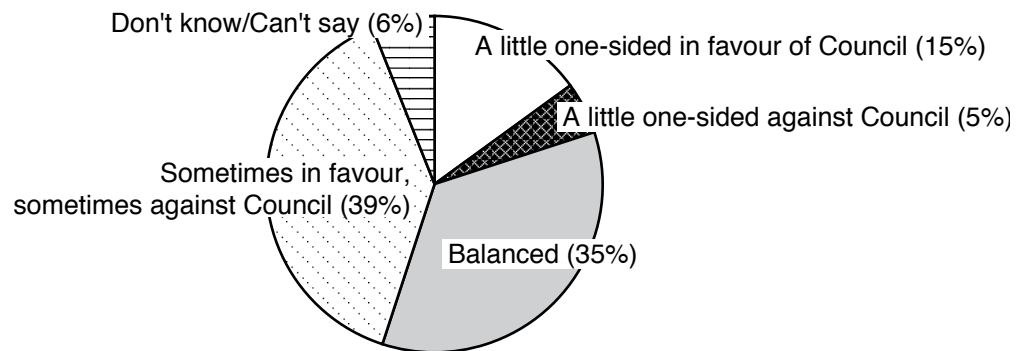
* multiple responses allowed

The other newspapers mentioned are ...

- Mokoia Community News (3 mentions)
 - Ngongotaha Journal
 - Ngongotaha Gazette
 - Rotorua Express
 - The District News
 - Free newspaper
 - Local newspaper
 - Environment BOP
 - Sunday Star Times.
- (all 1 mention)

b. Is The Information Provided About Council Balanced?

Is The Information From The Source You Mentioned ...?



Base = 408

Summary Table - How Balanced Is Information About Council?

	Mentioned Main Source 2007 %	Mentioned Main Source 2006 %	Ward			
			North %	South %	East %	West %
<u>Percent Who Mentioned ...</u>						
Balanced - neither for nor against Council	35	31	34	35	42	29
Sometimes in favour and sometimes against Council	39	44	39	45	31	42
A little one-sided	59	63				
- in favour of Council	15	16	18	10	16	16
- against Council	5	3	3	4	5	7
Don't know / can't say	6	6	6	6	6	6
Total	100	100	100	100	100	100
Base	408	392	106	100	101	101

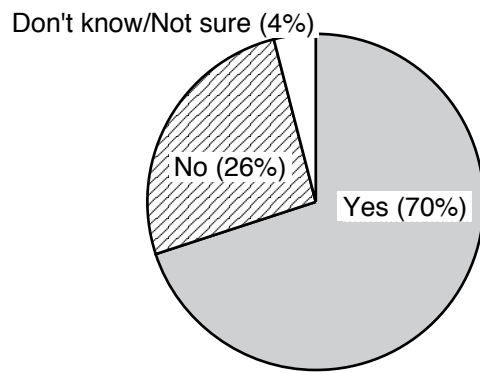
35% of residents who are aware of information about what's going on in the District see the information provided about Council as balanced, neither for nor against Council (31% in 2006), while 39% see that information as sometimes in favour and sometimes against Council (44% in 2006).

15% of residents see information provided about Council as a little one-sided in favour of Council, with 5% seeing it as a little one-sided against Council.

Residents more likely to see information provided about Council as balanced are ...

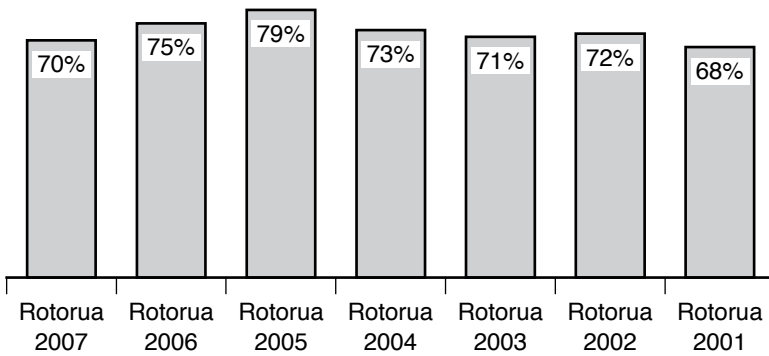
- men,
- residents aged 40 years or over,
- NZ European residents,
- ratepayers,
- shorter term residents, those residing in the District 10 years or less.

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

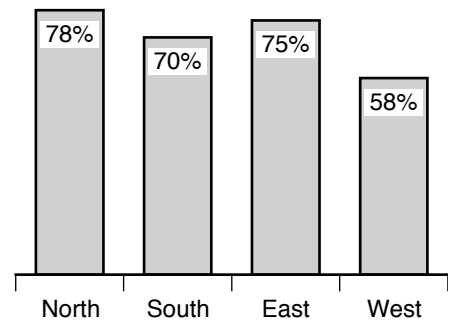


Base = 408

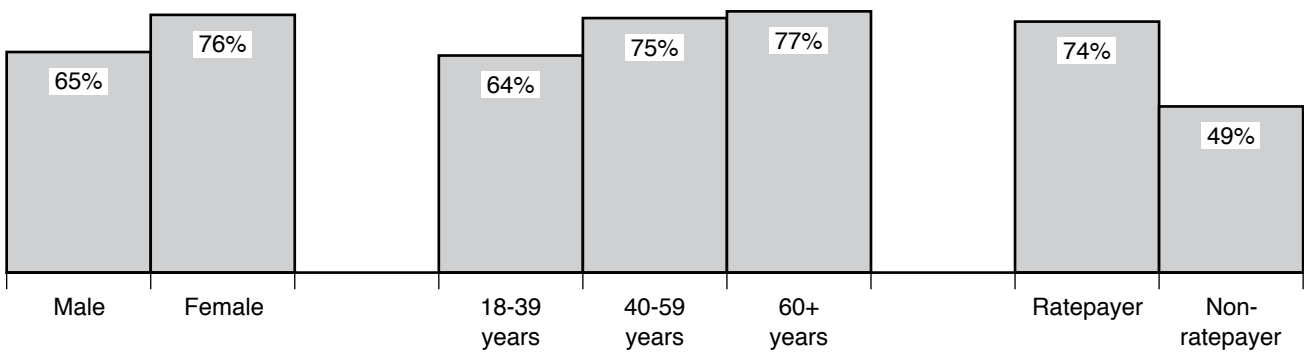
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



70% 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 (75% in 2006).

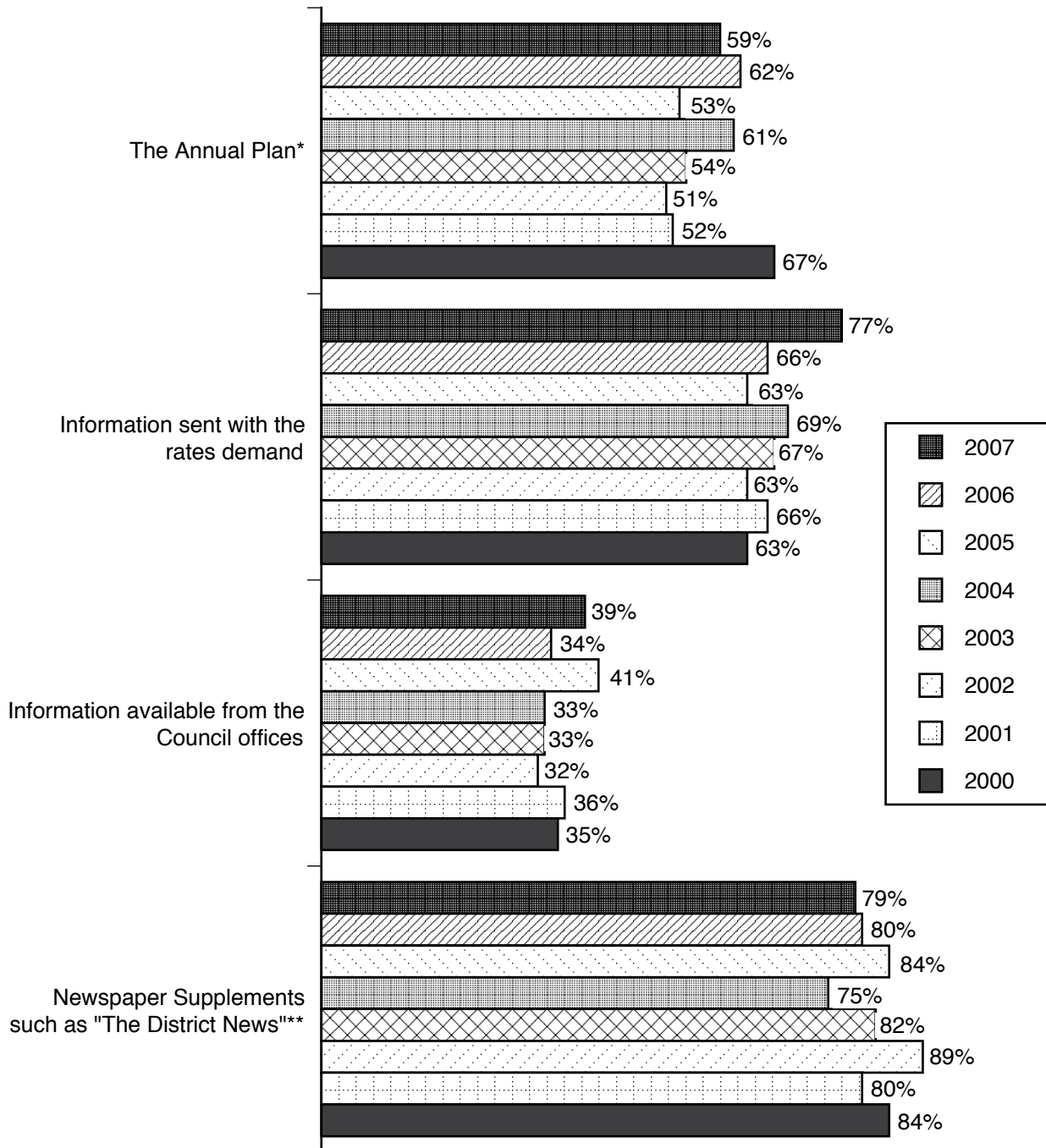
Residents more likely to have seen or read information published by Council in the last 12 months are ...

- all Ward residents, except West Ward residents,
- women,
- residents aged 40 years or over,
- ratepayers.

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

Those residents (70%) 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 Or Read ...

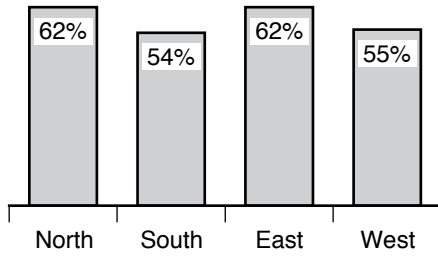


* In 2006, this was referred to as "The Draft 10 Year Plan"

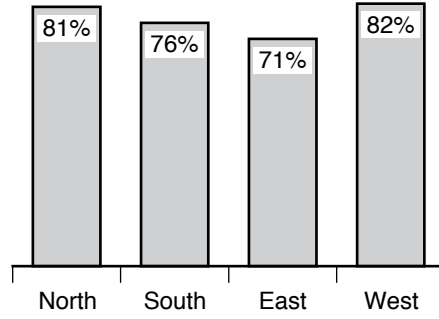
**Prior to 2003, only "The District News" was mentioned.
In 2006, this also included "The Draft 10 Year Plan Summary"

Yes, Have Seen/Read - By Ward

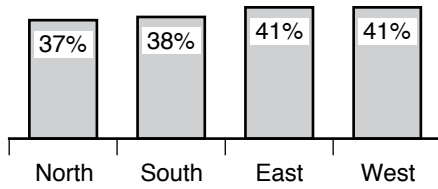
The Annual Plan



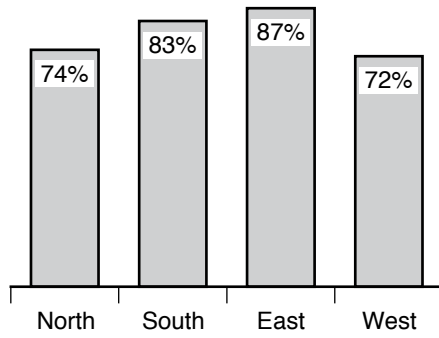
Information Sent With Rates Demand



Information From Council Offices



Newspaper Supplements



Base = 293

Of those who have seen or read information published by Council in the last 12 months, a majority (79%) have seen or read the newspaper supplements, information sent with their rates demand (77%, 66% in 2006), and/or the Annual Plan (59%, 62% in 2006).

There are no notable differences between Wards and socio-economic groups, in terms of those residents who have read or seen the newspaper supplements. However, it appears that the following residents are slightly more likely to have done so ...

- South and East Ward residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000.

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

- NZ European residents,
- residents with an annual household income of \$40,000 or more.

Residents more likely to have read or seen the Annual Plan are ...

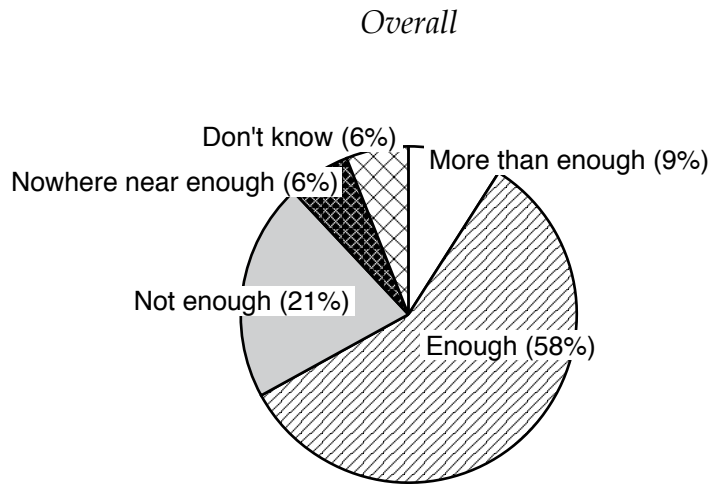
- residents aged 60 years or over,
- shorter term residents, those residing in the District 10 years or less.

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

- residents aged 40 years or over,
- shorter term residents, those residing in the District 10 years or less.

e. 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 2007 %	Total District 2006 %	Peer Group Average %	National Average %
<u>Percent Who Mentioned ...</u>				
More than enough	9] 67	8] 58	9] 56	8] 66
Enough	58]	50]	47]	58]
Not enough	21] 27	31] 40	29] 40	23] 29
Nowhere near enough	6]	9]	11]	6]
Don't know / not sure	6	2	4	5
Total	100	100	100	100

67% of residents feel that there is enough/more than enough information supplied (58% in 2006), with 27% feeling there is not enough/nowhere near enough information supplied (40% in 2006).

Rotorua District residents are more likely than Peer Group residents and similar to residents nationwide in feeling there is enough/more than enough information.

Shorter term residents, those residing in the District 10 years or less, are more likely to feel there is enough/more than enough information supplied by Council, than longer term residents.



5. Representation

The success of democracy of the Rotorua 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. 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 2007	36	8	38	18
2006	38	9	38	15
2005	48	10	28	14
2004	49	9	29	13
2003	49	11	29	11
2002	53	7	29	11
2001	47	10	32	11
2000	49	8	29	14
<u>Comparison</u>				
Peer Group Average	39	11	38	12
National Average	33	11	44	12
<u>Ward</u>				
North	35	8	43	14
South	37	8	39	16
East	44	6	34	16
West	30	10	35	25
<u>Age</u>				
18-39 years	30	5	45	20
40-59 years	37	12	37	14
60+ years	51	8	22	19
<u>Household Size</u>				
1-2 person household	46	7	29	18
3+ person household	29	8	45	18
<u>Gender</u>				
Male	33	13	36	18
Female	40	3	40	17

% read across

In terms of how approachable residents feel their Councillors to be, 36% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them. 8% feel they appear reluctant and resistant to comments and requests, with 38% saying the answer lies somewhere between the two. These readings are similar to the 2006 results.

Rotorua District residents are on par, in terms of feeling comfortable approaching Councillors, with New Zealanders on average and their Peer Group counterparts.

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

- residents aged 60 years or over,
- residents who live in a one or two person household,
- women.

b. 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 2007	32	16	41	11
2006	29	17	47	7
2005	36	11	44	9
2004	32	17	42	9
2003	43	14	33	10
2002	44	10	37	9
2001	36	11	43	10
2000	38	11	42	9
<u>Comparison</u>				
Peer Group Average	28	20	44	8
National Average	28	20	45	7
<u>Ward</u>				
North	30	18	41	11
South	27	19	44	10
East	28	12	46	14
West	(43)	16	34	7
<u>Ethnicity</u>				
NZ European	25	16	(47)	12
NZ Maori	(45)	17	31	7
<u>Ratepayer?</u>				
Ratepayer	30	(19)	41	10
Non-ratepayer	(39)	4	41	16
<u>Household Size</u>				
1-2 person household	26	19	42	13
3+ person household	(36)	14	41	9

% read across

32% of residents feel that Councillors give a fair and open-minded hearing when dealing with local community issues (29% in 2006), 16% say they give a defensive and one-sided hearing, 41% say the answer lies somewhere between the two (47% in 2006), and 11% of residents don't know (7% in 2006).

Rotorua residents are on par with the Peer Group and National Averages, in terms of believing that their Councillors give an open-minded hearing.

Residents more likely to feel that Councillors give a fair and open-minded hearing are ...

- West Ward residents,
- NZ Maori residents,
- non-ratepayers,
- residents who live in a three or more person household.

c. Residents' Impressions of Council Decisions/Actions

Summary Table - Residents' Impressions of Council Decisions/ Actions

	Strongly approve %	Approve %	Strongly approve/ Approve %	Disapprove %	Strongly disapprove %	Disapprove/ Strongly disapprove %	Don't know %
<u>Overall</u>							
Total District 2007	7	57	64	19	4	23	13
2006	4	66	70	18	3	21	9
<u>Ward</u>							
North	6	50	56	(29)	3	(32)	12
South	7	61	68	16	4	20	12
East	10	62	72	14	3	17	11
West	5	55	60	17	5	22	18
<u>Ethnicity</u>							
NZ European	5	(63)	(68)	17	4	21	11
NZ Maori	11	47	58	24	1	25	17
<u>Ratepayer?</u>							
Ratepayer	7	55	62	(21)	4	(25)	13
Non-ratepayer	7	(68)	(75)	9	-	9	16
<u>Household Size</u>							
1-2 person household	6	(62)	(68)	16	5	21	11
3+ person household	8	53	61	21	3	24	15

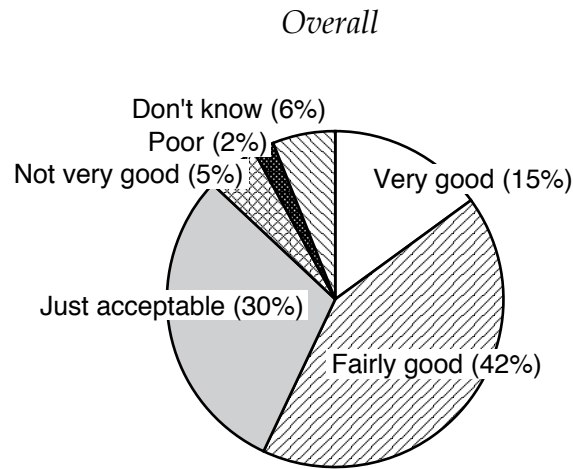
% read across

When asked their impression of the decisions and/or actions of Council in the last 12 months, 64% approve (strongly approve/ approve) compared to 70% in 2006, and 23% disapprove (disapprove/ strongly disapprove). 13% are unable to comment (9% in 2006).

Residents are more likely to approve (strongly approve/ approve) of the decisions and/or actions of Council in the last 12 months are ...

- NZ European residents,
- non-ratepayers,
- residents who live in a one or two person household.

d. Performance Rating Of The Mayor And Councillors In The Last Year



57% of residents rate the performance of the Mayor and Councillors over the past year as very / fairly good, while 7% rate their performance as not very good / poor. These readings are similar to last year's results.

In terms of those rating the Mayor and Councillors as very / fairly good, Rotorua residents rate their performance above the Peer Group Average and on par with the National Average.

Women are more likely to rate the performance of the Mayor and Councillors as very / fairly good, than men.

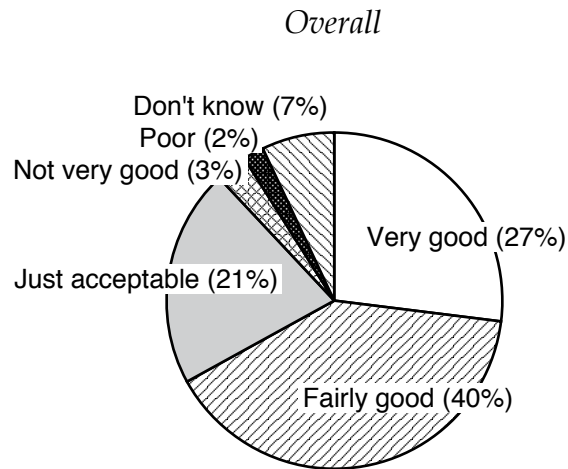
It also appears that South and East Ward residents are slightly more likely to feel this way, than other Ward residents.

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 2007	57	30	7	6
2006	55	34	6	5
2005	67	22	3	8
2004	64	24	6	6
2003	68	18	5	9
2002	75	14	5	6
2001	70	19	3	8
2000	75	14	4	7
<u>Comparison</u>				
Peer Group Average	49	34	13	4
National Average	54	29	11	6
<u>Ward</u>				
North	52	37	6	5
South	61	24	6	9
East	66	21	9	4
West	48	39	8	5
<u>Gender</u>				
Male	52	31	10	7
Female	61	29	5	5

% read across

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



67% of residents rate the performance of the Council staff as very or fairly good (70% in 2006). Rotorua residents rate their own Council staff's performance above Peer Group residents and the nation as a whole. 5% rate their performance as not very good or poor.

Women are more likely to rate Council staff performance as very good / fairly good, than men.

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 2007	67	21	5	7
2006	70	20	4	6
2005	74	15	3	8
2004	72	13	4	11
2003	70	13	3	14
2002	70	12	4	14
2001	72	12	4	12
2000	73	11	4	12
<u>Comparison</u>				
Peer Group Average	56	26	6	12
National Average	59	23	8	10
<u>Ward</u>				
North	68	24	5	3
South	68	22	2	8
East	71	14	5	10
West	63	23	8	6
<u>Gender</u>				
Male	63	(25)	6	6
Female	(71)	17	4	8

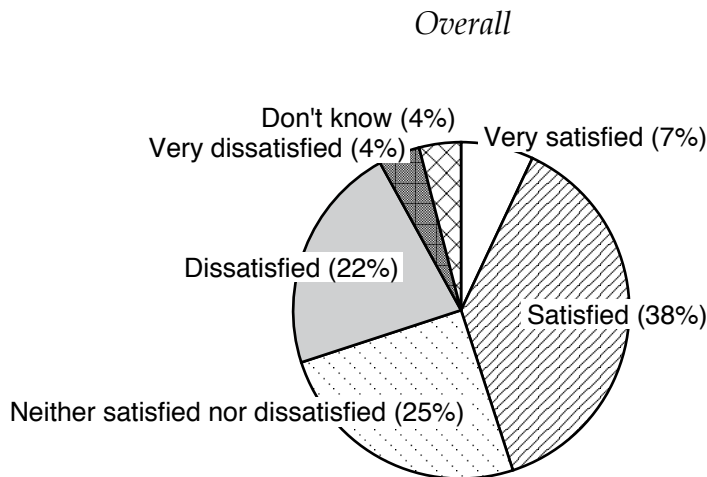
% read across



6. Local Issues

a. **Council Consultation And Community Involvement**

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



7% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 38% are satisfied. 4% of residents are very dissatisfied with the process and 22% are dissatisfied. 4% are unable to comment and 25% are neither satisfied nor dissatisfied (33% in 2006).

The dissatisfied/very dissatisfied reading (26%) is on par with the Peer Group and National Averages.

Men are more likely to be dissatisfied/very dissatisfied with the way Council involves the public in the decisions it makes, than women.

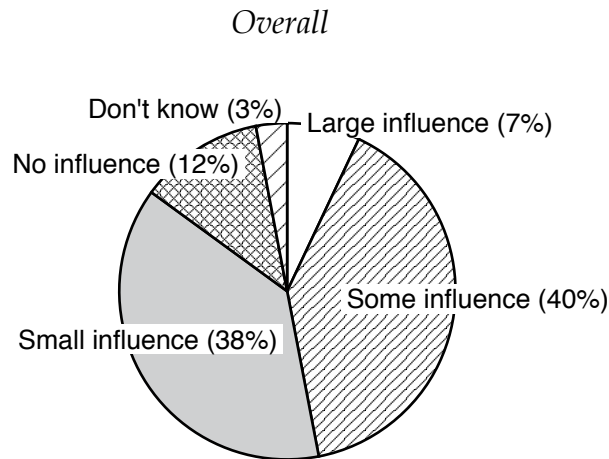
* multiple responses allowed

Satisfaction With The Way Council Involves The Public In The Decisions It Makes

	Very Satisfied %	Satisfied %	Very Satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dissatisfied %	Very Dissatisfied %	Dissatisfied/ Very Dissatisfied %	Don't Know %
<u>Overall</u>								
Total District								
2007	7	38	45	25	22	4	26	4
2006	5	36	41	33	19	4	23	3
2005	5	55	60	28	7	2	9	3
2004	6	43	49	30	14	2	16	5
2003	8	48	56	27	11	-	11	6
2002	7	53	60	25	7	3	10	5
2001	6	44	50	31	11	2	13	6
<u>Comparison</u>								
Peer Group Average								
	6	39	45	28	17	5	22	5
National Average								
	5	41	46	28	19	3	22	4
<u>Ward</u>								
North	2	33	35	34	26	5	31	-
South	5	44	49	23	20	3	23	5
East	16	35	51	20	22	3	25	4
West	7	40	47	23	18	4	22	8
<u>Gender</u>								
Male	9	39	48	21	24	5	29	2
Female	6	37	43	29	19	3	22	6

% read across

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



7% of residents feel the public has a large influence on the decisions that Council makes, while 40% think they have some influence (43% in 2006). 38% of residents say the public has a small influence and 12% feel the public has no influence on Council decisions (7% in 2006). 3% are unable to comment.

Ratepayers are more likely to feel the public has a small influence/no influence, than non-ratepayers.

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

		Large influence %	Some influence %	Large/ some influence %	Small influence %	No influence %	Small/ no influence %	Don't know %
<u>Overall</u>								
Total District	2007	7	40	47	38	12	50	3
	2006	6	43	49	40	7	47	4
	2005	8	57	65	26	6	32	3
	2004	11	47	58	31	7	38	4
	2003	6	54	60	28	5	33	7
	2002	9	53	62	25	6	31	7
	2001	7	51	58	30	5	35	7
<u>Ward</u>								
North		5	40	45	44	9	53	2
South		4	42	46	33	17	50	4
East		10	38	48	39	10	49	3
West		8	41	49	36	10	46	5
<u>Ratepayer?</u>								
Ratepayer		6	40	46	41	11	52	2
Non-ratepayer		12	41	53	24	14	38	9

% read across

b. Emergency Management

i. Do Households Have An Emergency Kit (that includes stored food, water, a radio, batteries and a torch)?

	Yes %	No %	Don't know %
<u>Overall</u>			
Total District 2007	35	65	-
2006	35	65	-
2005	35	65	-
2004	32	68	-
<u>Ward</u>			
North	35	65	-
South	41	59	-
East	29	71	-
West	36	64	-
<u>Age</u>			
18-39 years	27	73	-
40-59 years	42	58	-
60+ years	41	59	-
<u>Ratepayer?</u>			
Ratepayer	38	62	-
Non-ratepayer	20	80	-

% read across

35% of residents say their household has an emergency kit, while 65% of residents say they do not. These readings are similar to the 2006 results.

Residents more likely to say 'No' are ...

- residents aged 18 to 39 years,
- non-ratepayers.

ii. Do Households Have An Emergency Plan?

	Yes %	No %	Don't know %
<u>Overall</u>			
Total District 2007	36	64	-
2006	33	66	1
2005	39	60	1
2004	37	63	-
<u>Ward</u>			
North	35	65	-
South	45	55	-
East	29	71	-
West	35	65	-
<u>Ratepayer?</u>			
Ratepayer	38	62	-
Non-ratepayer	25	75	-

% read across

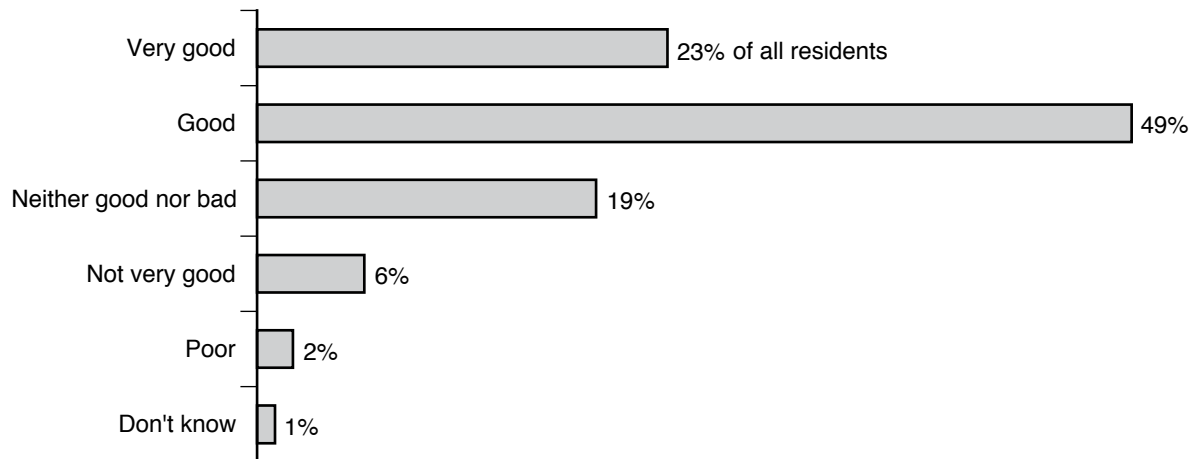
36% of residents say their household has an emergency plan of what to do and where to meet in the event of a Civil Defence emergency (33% in 2006), while 64% of residents say they do not.

Residents more likely to say 'No' are ...

- all Ward residents, except South Ward residents,
- non-ratepayers.

c. Community Spirit

Community Spirit, for the purposes 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 as ...



23% of residents rate the community spirit of Rotorua as very good (20% in 2006), with 49% saying it is good (43% in 2006). 6% feel it is not very good (13% in 2006) and 2% say it is poor. 19% of residents rate the District's community spirit as neither good nor bad (22% in 2006), and 1% are unable to comment.

The percent saying "very good/good" (72%) is slightly below the Peer Group Average and similar to the National Average.

Residents more likely to rate the community spirit of Rotorua District as "very good/good" are ...

- residents aged 40 years or over, in particular those aged 60 years or over,
- NZ Maori residents.

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

Rating the Community Spirit of the District

	Very good %	Good %	Very good/ Good %	Neither good nor bad %	Not very good %	Poor %	Not very good/ Poor %	Don't Know %
<u>Overall</u>								
Total District 2007	23	49	72	19	6	2	8	1
2006	20	43	63	22	13	1	14	1
<u>Comparison</u>								
Peer Group Average	26	52	78	14	5	2	7	1
National Average	21	51	72	20	6	1	7	1
<u>Ward</u>								
North	22	45	67	24	7	1	8	1
South	19	57	76	13	7	3	10	1
East	27	51	78	18	1	3	4	-
West	23	44	67	19	10	2	12	2
<u>Age</u>								
18-39 years	16	48	64	24	9	2	11	1
40-59 years	29	46	75	17	3	4	7	1
60+ years	27	58	85	8	6	-	6	1
<u>Ethnicity</u>								
NZ European	17	52	69	21	6	2	8	2
NZ Maori	40	41	81	11	6	2	8	-

% read across

* * * * *

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed**	*Expected numbers according to population distribution
<u>Ward</u>	North	106	105
	South	102	101
	East	102	105
	West	103	102
<u>Age</u>	18-39 years	121	188
	40-59 years	142	146
	60+ years	150	79
<u>Ethnicity</u> [†]	NZ European	320	265
	NZ Maori	53	110

* 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.

** 203 men and 210 women were interviewed.

† 7 respondents identified themselves as Pacific Islanders, 8 as Asians, 22 as 'Other' and 1 refused to state their ethnicity (weighted numbers).

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