

**ROTORUA DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
APRIL 2008**

# **COMMUNITRAK™ SURVEY**

## **PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION**

**PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:**

**ROTORUA DISTRICT COUNCIL**

**APRIL 2008**



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# CONTENTS

	<u>Page No.</u>
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 (ie, permits, licences, consents and health inspections, but not 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 .....	61
b. Satisfaction With Council Services - Residents Provided With Service .....	64
i. Water Supply .....	64
ii. Rubbish Collection .....	66
iii. The Sewerage System .....	68
c. Spend Emphasis On Council Services/Facilities .....	70
d. Spend 'More' Comparison .....	71
e. Spend Priority .....	72
2. RATES ISSUES .....	73
a. Preferred Method Of Paying Rates .....	74
b. Satisfaction With The Way Rates Are Spent On The Services And Facilities Council Provides .....	76

# CONTENTS (continued)

	<u>Page No.</u>
3. CONTACT WITH COUNCIL.....	79
a. Levels Of Contact.....	80
b. Satisfaction When Contacting The Council Offices By Phone.....	82
c. Satisfaction When Visiting A Council Office In Person.....	84
d. Satisfaction When Contacting The Council Offices In Writing.....	86
e. Satisfaction When Contacting The Council Offices By E-Mail.....	88
f. Satisfaction With Overall Service Received When Contacted Council Offices.....	89
4. INFORMATION.....	91
a. Main Source Of Information About Council.....	92
b. Is The Information Provided About Council Balanced?.....	94
c. Readership Of Information Published By Council In The Last 12 Months.....	96
d. Types Of Information Published By Council Residents Have Seen Or Read In The Last 12 Months.....	98
e. The Sufficiency Of The Information Supplied.....	101
5. REPRESENTATION.....	103
a. Councillors' Approachability.....	104
b. Residents' Impressions of Council Decisions / Actions.....	106
c. Performance Rating Of The Mayor And Councillors In The Last Year.....	107
d. Performance Rating Of The Council Staff In The Last Year.....	109
6. LOCAL ISSUES.....	111
a. Council Consultation And Community Involvement.....	112
i. Satisfaction With The Way Council Involves The Public In The Decisions It Makes.....	112
ii. How Much Influence Do Residents Feel The Public Has On Decisions That The Council Makes?.....	114
b. Emergency Management.....	116
i. Do Households Have An Emergency Kit (that includes stored food, water, a radio, batteries and a torch)?.....	116
ii. Do Households Have An Emergency Plan?.....	118
c. Community Spirit.....	119
E. APPENDIX.....	121

**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 - 2008.

In 2008, 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 402 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	101
South	98
East	103
West	100
Total =	<u>402</u>

### **Interview Type**

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

### **Sample Selection**

The relevant white pages of the telephone directory were used as the sample source, with every xth number being selected.

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

A target of interviewing approximately 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 last birthday.

### **Call Backs**

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

### **Sample Weighting**

Weightings 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 2006 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 18 April and Wednesday 30 April 2008 (excluding Anzac Day).

### **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, 2006 and 2007 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 2006 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**

	2008		2007	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Beautification and landscaping	93	5	94	3
Parks, reserves and playgrounds*	91	7	89	8
Library service	86	1	85	2
Sportsfields	86	5	84	4
Event and tourism promotion of Rotorua	85	8	87	6
Noise control	82	8	80	8
Rotorua Aquatic Centre	81	6	76	7
Roads in the District	80	19	84	15
Art & History Museum	79	2	79	1
Dog control	77	17	69	27
Footpaths	75	21	81	15
Stormwater drainage	72	24	80	14
Parking in Rotorua City	63	34	66	32
Promotion of job opportunities	53	11	54	6
Public toilets	51	33	58	29
Recycling waste materials	50	46	57	37
Building inspections	40	12	39	12
Planning and Inspection Services (excluding building inspections)	38	14	37	11

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

	2008 %	2007 %	Peer Group %	National Average %
Library Service	68	66	64	67
Beautification and landscaping of the District	66	71	42	39
Art & History Museum	57	56	32	45
Parks, Reserves and Playgrounds	56	56	*50	*53
Event and Tourism Promotion of Rotorua	55	55	••35	••36
Rotorua Aquatic Centre	51	47	†29	†38
Sportsfields	47	47	††46	††48
Control of noise	33	32	25	26
Control of dogs	28	25	28	31
Recycling waste materials	27	30	37	49
Footpaths	23	24	15	23
Roads in the District	22	26	*17	*21
Stormwater drainage	18	27	25	30
Parking in Rotorua City	14	19	21	23
Promotion of job opportunities	12	18	10	13
Building Inspections	12	14	**13	**11
Planning & Inspection Services	12	14	**13	**11
Public toilets	11	14	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

• figures are based on ratings for roads, excluding State Highways

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 %
• footpaths	21	31	24
• roads	19	<sup>††</sup> 27	<sup>††</sup> 22
• planning and inspection services	14	*26	*24
• building inspections	12	*26	*24
• promotion of job opportunities	11	24	19
• control of noise	8	17	18
• event and tourism promotion of Rotorua	8	<sup>†</sup> 13	<sup>†</sup> 13
• Rotorua Aquatic Centre	6	**13	**11
• beautification and landscaping	5	8	12
• Art & History Museum	2	8	6

\* figures based on ratings for town planning/ planning and inspection services

\*\* figures based on ratings for public swimming pools

<sup>†</sup> figures based on ratings for tourism promotion

<sup>††</sup> figures based on ratings for roads, excluding State Highways

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

• recycling waste materials	46	23	14
• public toilets	33	19	20
• stormwater drainage	24	19	14

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

• parking in the CBD	34	36	36
• control of dogs	17	20	21
• parks, reserves and playgrounds	7	*4	*5
• sportsfields	5	••5	••6
• library service	1	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	93%	7%	-
• rubbish collection	90%	9%	-

86% of residents said the Council provides a piped water supply to their house (89% in 2007), and 78% of residents said the Council provides a sewerage system where they live (83% in 2007). 94% say the Council provides a regular rubbish collection service, where they live (94% in 2007).

\*\* 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	81	9	10
An event venue	59	26	15
Recycling services	75	5	20
Public toilets	53	18	29
District Library	59	10	31
Rotorua Aquatic Centre	53	15	32
Sportsfields	54	13	33
Art & History Museum	26	33	41
Contacted Council about dogs	5	19	76
Building inspection services	8	12	80
Contacted Council about noise	5	7	88
Planning or inspection services	4	7	89

Parks, reserves or playgrounds, 90%,

and event venue, 85% (78% in 2007) and

recycling services, 80%,

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

## Rates Issues

81% of residents identify themselves, or a member of their household, as ratepayers (85% in 2007).

31% of ratepayers say they prefer to pay their rates by automatic payment from their bank account, while 23% prefer to pay in person by cheque / cash / eftpos.

Overall, 78% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (71% in 2007), with 16% being not very satisfied (21% in 2007). The not very satisfied reading is below the Peer Group and National Averages.

78% of ratepayers are satisfied with the way rates are spent (72% in 2007) and 19% are not very satisfied (24% in 2007).

## Contact With Council

53% 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 (59% in 2007). 37% have contacted the Council by phone (38% in 2007), 36% in person (38% in 2007), 9% in writing (9% in 2007) and 6% by e-mail (4% in 2007).

72% of residents who have contacted a Council Office by phone in the last 12 months are satisfied with the service received (79% in 2007), with 82% of residents satisfied when visiting a Council Office in person (84% in 2007). 63% are satisfied when contacting a Council office in writing (49% in 2007) and 80% are satisfied when contacting them by e-mail\* (81% in 2007).

Overall, 82% of residents who have contacted the Council offices in the last 12 months are satisfied with the service they received (77% in 2007), with 18% being not very satisfied (21% in 2007).

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

\* Caution: small base

## **Information**

Newspapers are the main source of information about Council for 83% of District residents (86% in 2007).

33% of residents see the information provided about Council as balanced, neither for nor against Council, while 15% see the information as a little one-sided in favour of Council. 4% of residents see the information provided about Council as a little one-sided against Council, with 40% saying it is sometimes in favour/sometimes against Council. These readings are similar to the 2007 results.

66% 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 (70% in 2007).

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' (79% in 2007), while 71% have read/seen information supplied with their rates demand (77% in 2007) and 50% have read/seen the Annual Plan (59% in 2007).

57% of residents feel there is enough/more than enough information supplied by Council (67% in 2007), while 37% of residents feel there is not enough/nowhere near enough information supplied (27% in 2007).



## **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, 38% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them (36% in 2007). Rotorua District residents are slightly above New Zealanders on average and similar to their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

### **b. Impressions of Council Decisions/Actions**

72% of residents approve (strongly approve / approve) of the decisions and / or actions of Council in the last 12 months (64% in 2007), while 16% disapprove (disapprove / strongly disapprove), compared to 23% in 2007.

### **c. Performance Rating Of The Mayor and Councillors**

58% of residents rate the performance of the Mayor and Councillors as very / fairly good (57% in 2007). 4% rate their performance as not very good / poor (7% in 2007).

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.

### **d. Performance Rating Of The Council Staff**

66% of residents rate the performance of the Council staff as very good or fairly good. 3% rate their performance as not very good or poor. These readings are similar to the 2007 results.

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

3% of residents are very satisfied with the way Council involves the public in the decisions it makes (7% in 2007), and 40% are satisfied. 4% of residents are very dissatisfied and 14% are dissatisfied (22% in 2007). 6% are unable to comment and 33% are neither satisfied nor dissatisfied (25% in 2007).

The dissatisfied / very dissatisfied reading (18%) 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. 36% of residents say the public has a small influence and 12% feel the public has no influence on Council decisions. 5% are unable to comment. These readings are similar to the 2007 results.

### Emergency Management

36% of residents say their household has an emergency kit, while 64% of residents say they do not. These readings are similar to the 2007 results.

39% 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 (36% in 2007), while 60% of residents say they don't (64% in 2007).

### Community Spirit

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

Very good	20%	of all residents
Good	49%	
Neither good nor bad	20%	
Not very good	8%	
Poor	2%	
Don't know	1%	

The percent saying "very good / good" (69%) is below the Peer Group Average and on par with 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

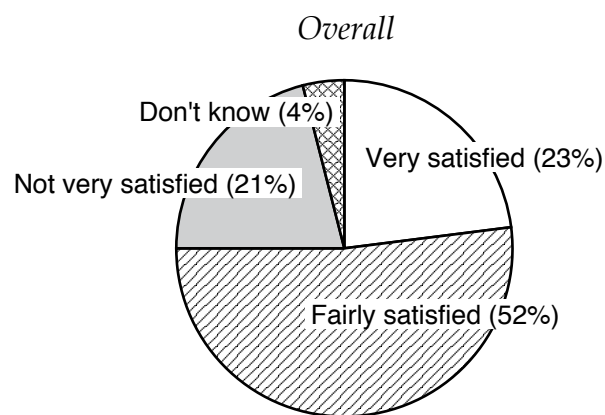


## 1. Council Services/Facilities

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 2008, 75% of residents are satisfied with footpaths (81% in 2007), including 23% who are very satisfied. 21% are not very satisfied.

The percent not very satisfied compares favourably with the Peer Group Average, on par with the National Average and 6% above the 2007 reading.

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

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,
- no footpaths/not enough footpaths,
- footpaths only on one side/partial footpaths.

### Satisfaction With Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	23	52	<b>75</b>	21	4
2007	24	57	<b>81</b>	15	4
2006	23	58	<b>81</b>	15	4
2005	24	57	<b>81</b>	16	3
2004	26	56	<b>82</b>	16	2
2003	33	48	<b>81</b>	16	3
2002	29	54	<b>83</b>	15	2
2001	33	46	<b>79</b>	18	3
2000	37	49	<b>86</b>	12	2
<b><u>Comparison</u></b>					
Peer Group (Provincial)	15	50	<b>65</b>	31	4
National Average	23	50	<b>73</b>	24	3
<b><u>Ward</u></b>					
North	24	56	<b>80</b>	19	1
South	26	54	<b>80</b>	15	5
East	18	51	<b>69</b>	26	5
West	25	48	<b>73</b>	24	3

% read across

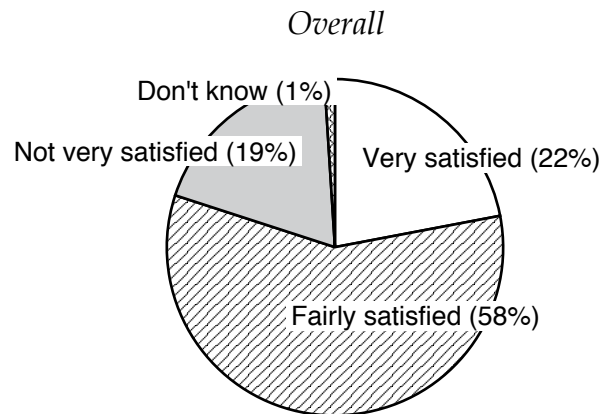
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Footpaths**

	<b>Total District 2008 %</b>	<b>Ward</b>			
		<b>North %</b>	<b>South %</b>	<b>East %</b>	<b>West %</b>
<u>Percent Who Mention ...</u>					
Uneven/bumpy/broken/rough/potholes	<b>10</b>	9	8	14	10
Lack of maintenance/need upgrading/ in poor condition	<b>5</b>	4	2	7	5
No footpaths/not enough footpaths	<b>4</b>	7	3	5	2
Footpaths only on one side/partial footpaths	<b>3</b>	1	-	3	5

\* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 75%</p>
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ii. Roads In The District



80% of residents are satisfied with roads in the District (84% in 2007). 19% are not very satisfied.

The percent not very satisfied is below the Peer Group Average, and on par with the National Average, and the 2007 reading.

Residents aged 60 years or over are less likely to be not very satisfied with roads in the District, than other age groups.

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

- potholes/uneven/rough/bumpy,
- poor condition/lack maintenance/need upgrading,
- poor quality of work/materials used/patching,
- traffic issues/speeding/congestion.



## Satisfaction With Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	22	58	80	19	1
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	-
<b><u>Comparison</u></b> <sup>†</sup>					
Peer Group (Provincial)	17	55	72	27	1
National Average	21	57	78	22	-
<b><u>Ward</u></b>					
North	23	54	77	23	-
South	19	57	76	24	-
East	26	60	86	14	-
West	18	62	80	18	2
<b><u>Age</u></b>					
18 - 39 years	18	54	72	26	2
40 - 59 years	21	60	81	19	-
60+ years	30	63	93	7	-

% read across

<sup>†</sup> Peer Group and National Average ratings refers to roads, excluding State Highways

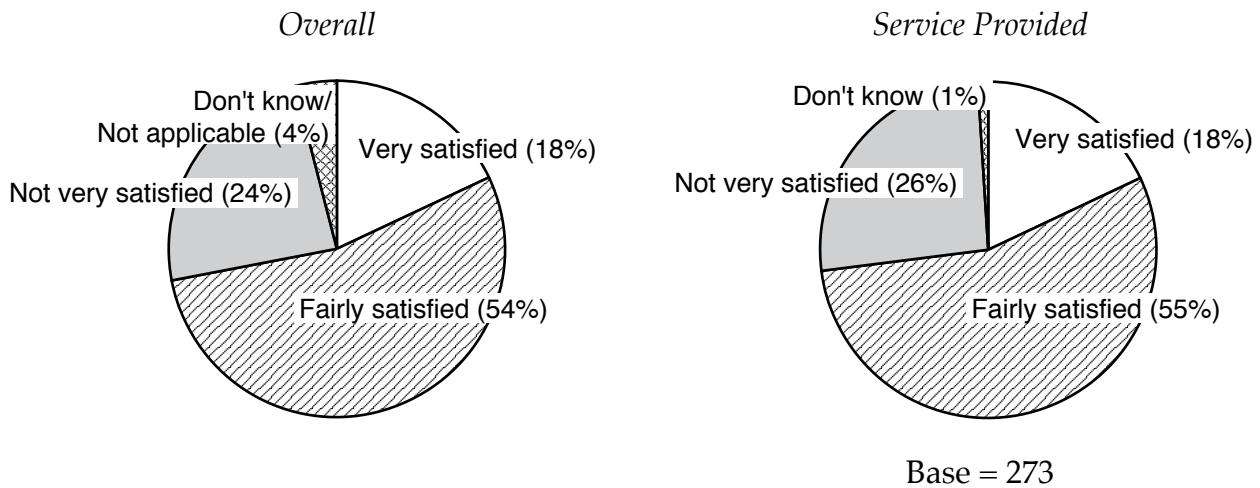
**Summary Table:  
Main Reasons\* For Being Not Very Satisfied With Roads In The District**

	<b>Total District 2008 %</b>	<b>Ward</b>			
		<b>North %</b>	<b>South %</b>	<b>East %</b>	<b>West %</b>
<u>Percent Who Mention ...</u>					
Potholes/uneven/rough/bumpy	<b>9</b>	12	8	5	9
Poor condition/lack maintenance/ need upgrading/	<b>5</b>	7	6	1	7
Poor quality of work/materials used/patching	<b>5</b>	2	9	4	4
Traffic issues/speeding/congestion	<b>3</b>	5	-	1	5

\* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 80%</p>
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iii. Stormwater Drainage



72% of Rotorua District residents are satisfied with stormwater drainage (80% in 2007), while 24% are not very satisfied. 4% are unable to comment.

The percentage not very satisfied is slightly above the Peer Group Average, above the National Average and 10% above last year's reading.

66% of residents have a piped stormwater collection, with these residents being similar to residents overall in terms of satisfaction (73%).

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

- West Ward residents,
- residents with an annual household income of less than \$40,000.

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

- flooding / surface flooding,
- blockages / leaves / drains and culverts need cleaning,
- inadequate system / drains can't cope,
- lacks maintenance / needs improving.

### Satisfaction With Stormwater Drainage

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	18	54	<b>72</b>	24	4
2007	27	53	<b>80</b>	14	6
2006	22	57	<b>79</b>	16	5
2005	19	55	<b>74</b>	20	6
2004	21	60	<b>81</b>	12	7
2003	24	57	<b>81</b>	12	7
2002	24	50	<b>74</b>	20	6
2001	29	46	<b>75</b>	18	7
2000	27	45	<b>72</b>	22	6
Service Provided	18	55	<b>73</b>	26	1
<b><u>Comparison</u></b>					
Peer Group (Provincial)	25	40	<b>65</b>	19	16
National Average	30	46	<b>76</b>	14	10
<b><u>Ward</u></b>					
North	16	65	<b>81</b>	18	1
South	16	57	<b>73</b>	21	6
East	18	57	<b>75</b>	21	4
West	23	<b>36</b>	<b>59</b>	<b>37</b>	4
<b><u>Household Income</u></b>					
Less than \$40,000 pa	16	<b>47</b>	<b>63</b>	<b>33</b>	4
\$40,000 - \$70,000 pa	16	56	<b>72</b>	23	5
More than \$70,000 pa	21	56	<b>77</b>	19	4

% read across

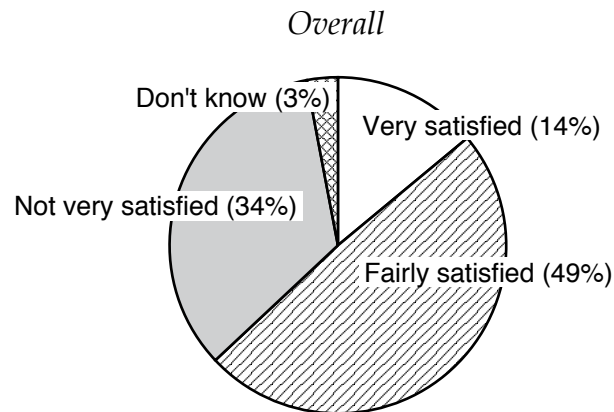
**Summary Table:  
Main Reasons\* For Being Not Very Satisfied With Stormwater Drainage**

	Total District 2008 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Flooding/surface flooding	15	6	13	13	26
Blockages/leaves/drains and culverts need cleaning	7	3	7	9	8
Inadequate system/drains can't cope	3	1	7	1	5
Lacks maintenance/needs improving	3	1	2	3	5

\* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:	
Total District	= 72%
Receivers of Service	= 73%

iv. Parking In Rotorua City



63% of residents are satisfied with parking in Rotorua City (66% in 2007), with 34% being not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages for parking in Central Business District, and the 2007 reading.

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

- residents with an annual household income of \$70,000 or less,
- non-ratepayers.

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

- not enough parking,
- cost of parking / parking meters / more free parking,
- need more parking for workers / all day parking,
- dislike centre of road parking.

### Satisfaction With Parking In Rotorua City

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	14	49	63	34	3
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
<b><u>Comparison</u></b>					
Peer Group (Provincial)	21	41	62	36	2
National Average	23	40	63	36	1
<b><u>Ward</u></b>					
North	10	47	57	42	1
South	14	52	66	27	7
East	14	49	63	36	1
West	19	48	67	32	1
<b><u>Household Income</u></b>					
Less than \$40,000 pa	14	40	54	40	6
\$40,000 - \$70,000 pa	10	52	62	37	1
More than \$70,000 pa	19	52	71	28	1
<b><u>Ratepayer?</u></b>					
Ratepayer	16	50	66	32	2
Non-ratepayer	8	43	51	43	6

% read across

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

	Total District 2008 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Not enough parking	14	21	7	20	8
Cost of parking/parking meters/ more free parking	9	13	12	4	9
Need more parking for workers/all day parking	6	7	6	5	4
Dislike centre of road parking	5	3	3	6	7

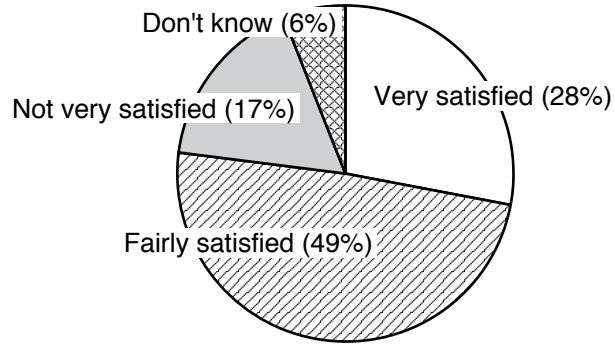
\* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 63%</p>
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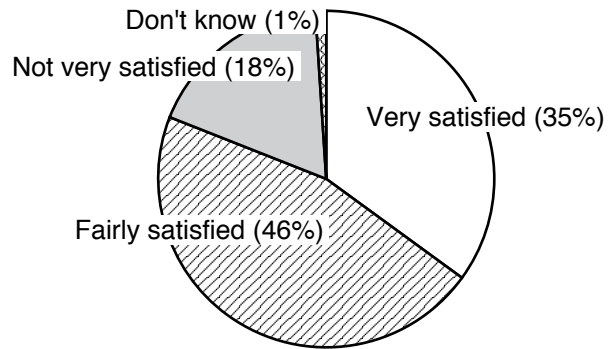


v. Control Of Dogs

*Overall*

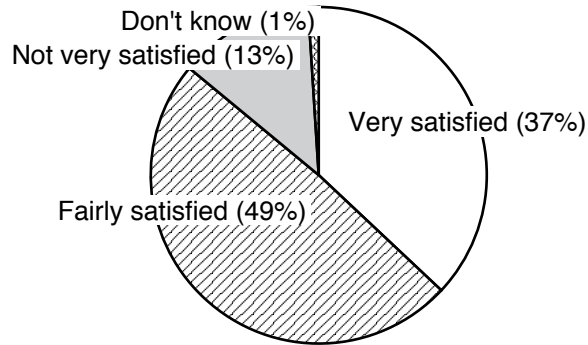


*Contacted Council About Dogs*



Base = 93

*Dog Owners*



Base = 135

77% of residents are satisfied with dog control (69% in 2007), with 28% being very satisfied with this service (25% in 2007), 17% are not very satisfied and 6% are unable to comment.

The percent not very satisfied is on par with the Peer Group and National Averages and 10% below the 2007 reading.

24% of Rotorua households have contacted Council about dogs in the last 12 months, while 36% of residents are dog owners.

86% of dog owners are satisfied (75% in 2007), while 81% of residents whose household has contacted Council about dogs feel this way (64% in 2007).

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

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

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

- too many roaming/uncontrolled dogs,
- need more control/policing/need to be stricter,
- danger to people and other animals.

### Satisfaction With Control Of Dogs

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	28	49	77	17	6
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	35	46	81	18	1
Dog Owners	37	49	86	13	1
<b><u>Comparison</u></b>					
Peer Group (Provincial)	28	45	73	20	7
National Average	31	43	74	21	5
<b><u>Ward</u></b>					
North	25	53	78	17	5
South	24	52	76	13	11
East	30	47	77	16	7
West	35	43	78	21	1
<b><u>Gender</u></b>					
Male*	27	44	71	21	7
Female	30	53	83	12	5
<b><u>Length of Residence</u></b>					
Lived there 10 years or less*	28	45	73	23	5
Lived there more than 10 years	29	50	79	15	6

% read across

\* does not add to 100% due to rounding

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

	<b>Total District 2008 %</b>	<b>Ward</b>			
		<b>North %</b>	<b>South %</b>	<b>East %</b>	<b>West %</b>
<u>Percent Who Mention ...</u>					
Too many roaming / uncontrolled dogs	<b>14</b>	15	10	14	17
Need more control / policing / need to be stricter	<b>4</b>	3	3	6	3
Danger to people and other animals	<b>2</b>	1	2	2	3

\* multiple responses allowed

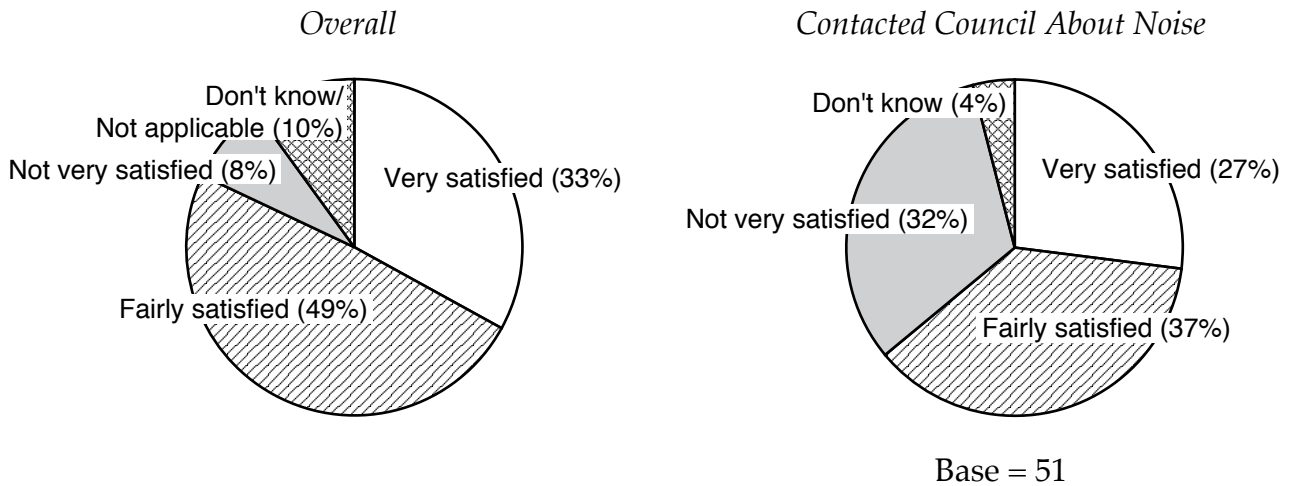
**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 77%

Contacted Council = 81%

Dog Owners = 86%

vi. Control Of Noise



82% of residents overall are satisfied with noise control, including 33% who are very satisfied. 8% are not very satisfied and 10% are unable to comment. These readings are similar to the 2007 results.

The percent not very satisfied is below the Peer Group and National Averages and similar to the 2007 reading.

12% of households have contacted Council about noise control in the last 12 months (15% in 2007). Of these, 64% are satisfied (76% in 2007) and 32% are not very satisfied (22% in 2007). For a base of 51, the margin of error is  $\pm 13.7\%$ .

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

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

- lack of response/ action, mentioned by 2% of all residents,
- noisy neighbours /loud parties, 2%,
- more control/ too lenient with some offenders, 1%,
- slow to act/ slow response, 1%,
- noisy vehicles/ road noise/ speeding cars, 1%.

\* multiple responses allowed

### Satisfaction With Noise Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	33	49	<b>82</b>	8	10
2007	32	48	<b>80</b>	8	12
2006	30	53	<b>83</b>	8	9
2005	32	54	<b>86</b>	6	8
2004	31	49	80	8	12
2003	33	47	<b>80</b>	7	13
2002	38	39	<b>77</b>	9	14
2001	34	39	<b>73</b>	9	18
2000	39	37	<b>76</b>	7	17
Contacted Council About Noise	27	37	<b>64</b>	32	4
<b><u>Comparison</u></b>					
Peer Group (Provincial)	25	44	<b>69</b>	17	14
National Average	26	46	<b>72</b>	18	10
<b><u>Ward</u></b>					
North	35	48	<b>83</b>	7	10
South	25	54	<b>79</b>	8	13
East	34	49	<b>83</b>	8	9
West	38	44	<b>82</b>	7	11
<b><u>Ratepayer?</u></b>					
Ratepayer*	35	48	<b>83</b>	6	10
Non-ratepayer	25	50	<b>75</b>	13	12

% read across

\* does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:	
Total District	= 82%
Contacted Council	= 64%

vii. Parks, Reserves And Playgrounds



91% of all residents are satisfied with parks, reserves and playgrounds, with 56% being very satisfied. 7% of residents are not very satisfied with these facilities. These readings are similar to the 2007 results.

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

90% of households say they have used or visited parks, reserves or playgrounds in the last 12 months, with 92% of these residents being satisfied.

There are no notable differences between Wards and socio-economic groups in terms of those residents not very satisfied with parks, reserves and playgrounds. However, it appears that shorter term residents, those residing in the District 10 years or less, are slightly more likely to feel this way, than longer term residents.

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

- lack of maintenance/rubbish/broken glass, mentioned by 3% of all residents,
- more parks/reserves/playgrounds, 2%.

\* multiple responses allowed

## Satisfaction With Parks, Reserves And Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b> <sup>†</sup>					
Total District 2008	56	35	<b>91</b>	7	2
2007	56	33	<b>89</b>	8	3
2006	56	36	<b>92</b>	5	3
2005	59	32	<b>91</b>	6	3
2004	48	43	<b>91</b>	6	3
2003	58	33	<b>91</b>	6	3
2002	57	28	<b>85</b>	9	6
2001	61	28	<b>89</b>	9	2
2000	62	27	<b>89</b>	8	3
Users/Visitors	58	34	<b>92</b>	8	-
<b><u>Comparison</u></b> <sup>*</sup>					
Peer Group (Provincial)	50	42	<b>92</b>	4	4
National Average	53	39	<b>92</b>	5	3
<b><u>Ward</u></b>					
North	51	40	<b>91</b>	8	1
South**	61	30	<b>91</b>	6	2
East**	57	35	<b>92</b>	4	3
West	55	34	<b>89</b>	9	2
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	63	22	<b>85</b>	12	3
Lived there more than 10 years	53	40	<b>93</b>	5	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).

\*\* does not add to 100% due to rounding

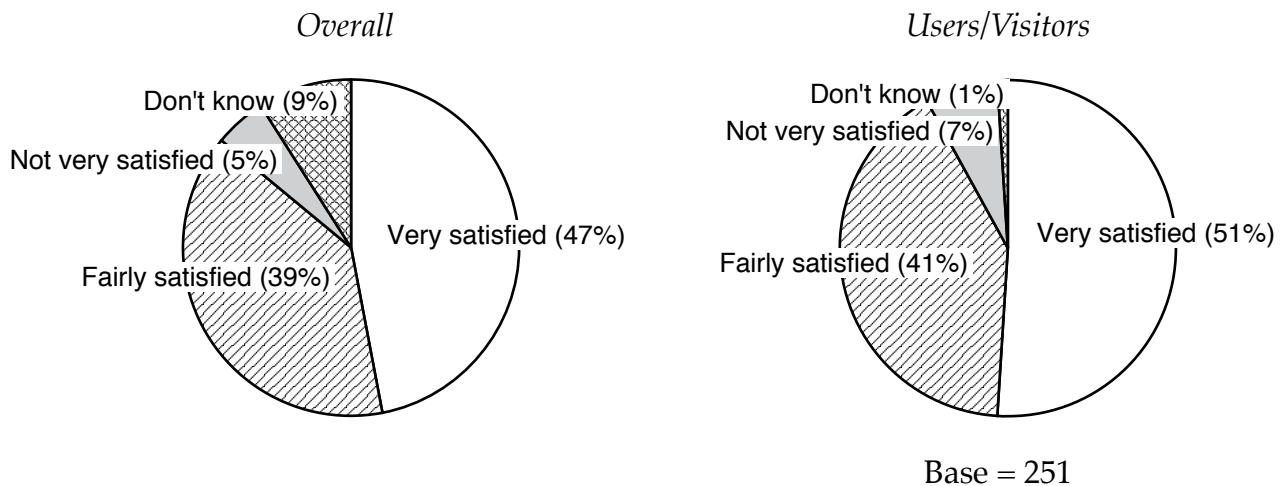
### Recommended Satisfaction Measures For Reporting Purposes:

Total District = 91%

Users/Visitors = 92%



viii. Sportsfields



86% of Rotorua District residents are satisfied with sportsfields, including 47% who are very satisfied. 5% are not very satisfied and 9% are unable to comment (12% in 2007).

The percent not very satisfied is similar to the Peer Group and National Averages for sportsfields and playgrounds, and the 2007 reading.

67% of households say they have used or visited a sportsfield in the last 12 months. Of these, 92% are satisfied and 7% not very satisfied.

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

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

- need maintenance/improvements, mentioned by 1% of all residents,
- need more/better facilities, 1%,
- poor drainage of sportsfields, 1%.

\* multiple responses allowed

### Satisfaction With Sportsfields

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	47	39	<b>86</b>	5	9
2007	47	37	<b>84</b>	4	12
Users/Visitors	51	41	<b>92</b>	7	1
<b><u>Comparison†</u></b>					
Peer Group (Provincial)	46	43	<b>89</b>	5	6
National Average	48	42	<b>90</b>	6	4
<b><u>Ward</u></b>					
North	44	45	<b>89</b>	4	7
South	50	36	<b>86</b>	5	9
East	45	37	<b>82</b>	6	12
West	48	39	<b>87</b>	4	9

% read across

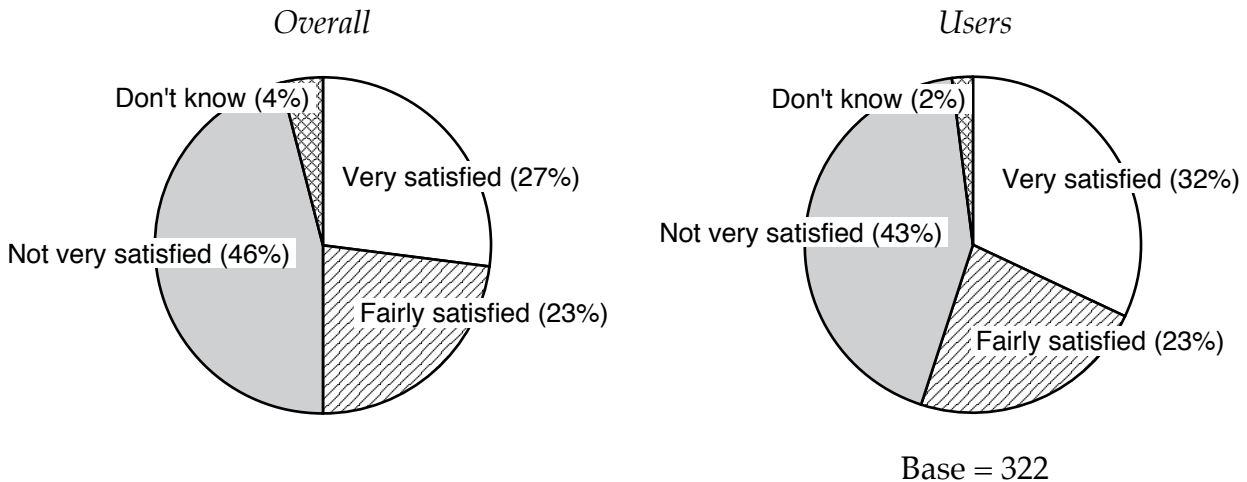
\* Prior to 2007, not asked separately.

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

<b>Recommended Satisfaction Measures For Reporting Purposes:</b>	
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Total District	=	86%
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Users/Visitors	=	92%
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ix. Recycling Waste Materials

50% of residents are satisfied with the District's recycling of waste materials (57% in 2007), including 27% who are very satisfied (30% in 2007). 46% are not very satisfied and 4% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages and 9% above the 2007 reading.

80% of households have used the Council's recycling services in the last year. Of these, 55% are satisfied (61% in 2007) and 43% not very satisfied (36% in 2007).

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

- women,
- residents aged 18 to 59 years,
- NZ European residents,
- ratepayers.

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

- need kerbside recycling/bins/more likely to recycle,
- more recycling centres/depots too far away/roadside bins,
- could do more,
- more encouragement/education/incentive to recycle.

## Satisfaction With Recycling Waste Materials

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	27	23	50	46	4
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	32	23	55	43	2
<b><u>Comparison</u></b>					
Peer Group (Provincial)	37	34	71	23	6
National Average	49	34	83	14	3
<b><u>Ward</u></b>					
North	26	23	49	49	2
South*	28	27	55	39	7
East	31	22	53	46	1
West	23	22	45	49	6
<b><u>Gender</u></b>					
Male*	28	27	55	42	4
Female	26	20	46	50	4
<b><u>Age</u></b>					
18-39 years	21	25	46	51	3
40-59 years	32	17	49	46	5
60+ years	29	32	61	35	4
<b><u>Ethnicity</u></b>					
NZ European	24	25	49	48	3
NZ Maori	37	21	58	38	4
<b><u>Ratepayer?</u></b>					
Ratepayer	26	22	48	50	2
Non-ratepayer	28	31	59	31	10

% read across

\* not asked in 2000

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

	Total District 2008 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Need kerbside recycling/bins/ more likely to recycle	34	35	23	38	38
More recycling centres/depots too far away/ roadside bins	8	12	10	3	9
Could do more	4	3	5	3	5
More encouragement/education/ incentive to recycle	4	5	5	4	3

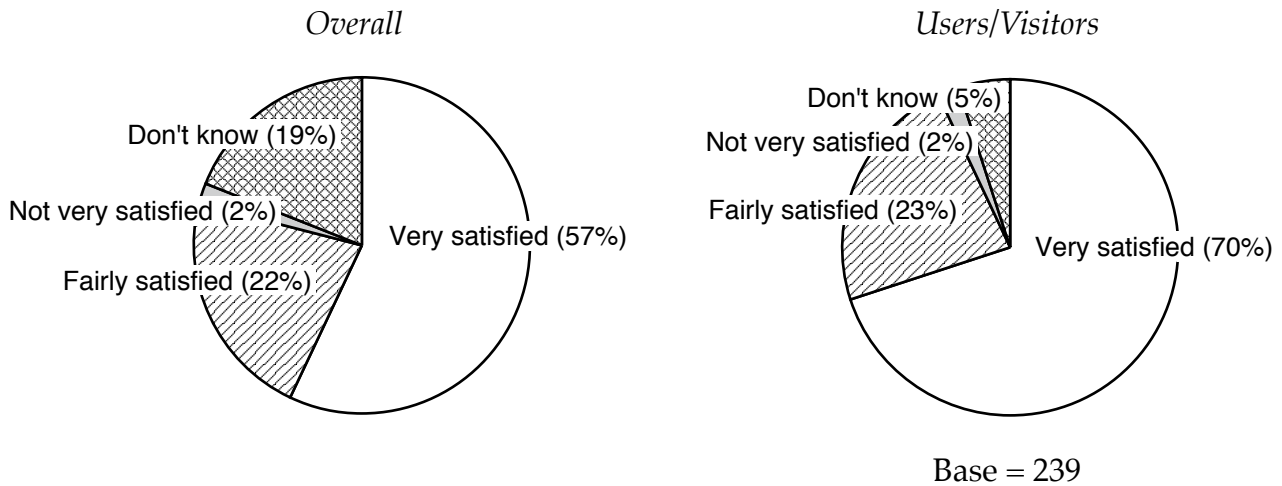
\* multiple responses allowed

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 50%

Users = 55%

x. Art And History Museum



79% of residents overall are satisfied with the Art and History Museum, with 57% being very satisfied. 19% are unable to comment. These readings are similar to the 2007 results.

The percent not very satisfied (2%) is similar to the 2007 measure, slightly below the Peer Group Average and on par with the National 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 (93%), than residents overall, while being less likely to be unable to comment (5%).

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 are ...

- more/better displays/more variety, mentioned by 1% of all residents,
- waste of money/too much spent, 1%.

\* multiple responses allowed

### Satisfaction With Art And History Museum

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	57	22	<b>79</b>	2	19
2007	56	23	<b>79</b>	1	20
2006	57	25	<b>82</b>	2	16
2005	53	25	<b>78</b>	1	21
2004	49	22	<b>71</b>	2	27
2003	52	23	<b>75</b>	1	24
2002	56	21	<b>75</b>	2	21
2001	57	18	<b>75</b>	5	20
2000	43	25	<b>78</b>	4	28
Users/Visitors	70	23	<b>93</b>	2	5
<b><u>Comparison</u></b>					
Peer Group (Provincial)	32	26	<b>58</b>	8	34
National Average	45	20	<b>65</b>	6	29
<b><u>Ward</u></b>					
North	52	28	<b>80</b>	1	19
South	59	19	<b>78</b>	-	22
East	63	21	<b>84</b>	2	14
West	55	21	<b>76</b>	4	20

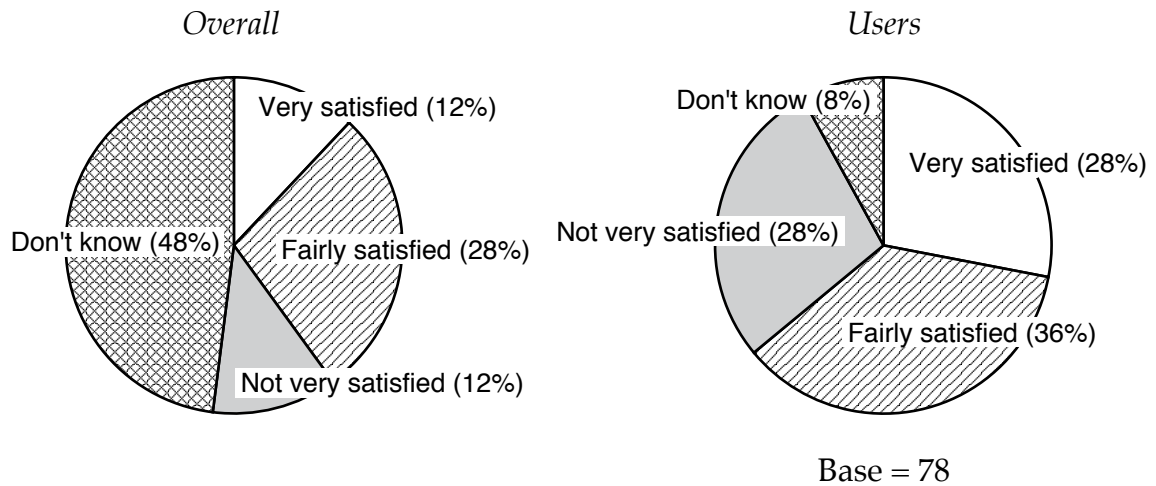
% read across

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 79%

Users/Visitors = 93%

xi. Building Inspections



40% of residents are satisfied with building inspections, while 12% are not very satisfied. These readings are similar to last year's readings.

A significant percentage, 48%, are unable to comment, and this is probably due to only 20% of households saying they have used building inspection services in the last 12 months. Of these, 64% are satisfied and 28% not very satisfied.

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 similar to 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 ...

- over-regulated / too much red tape,
- too expensive,
- slow service / time delays.



### Satisfaction With Building Inspections

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	12	28	<b>40</b>	12	48
2007	14	25	<b>39</b>	12	49
2006	14	27	<b>41</b>	8	51
2005	18	30	<b>48</b>	7	45
2004	10	29	<b>39</b>	4	57
2003	20	24	<b>44</b>	7	49
2002	15	28	<b>43</b>	6	51
2001	18	22	<b>40</b>	7	53
Users	28	36	<b>64</b>	28	8
<b><u>Comparison<sup>†</sup></u></b>					
Peer Group (Provincial)	13	36	<b>49</b>	26	25
National Average	11	40	<b>51</b>	24	25
<b><u>Ward</u></b>					
North	13	35	<b>48</b>	11	41
South	11	24	<b>35</b>	15	50
East**	13	32	<b>45</b>	8	48
West	13	21	<b>34</b>	15	51
<b><u>Ratepayer?</u></b>					
Ratepayer	13	28	<b>41</b>	<b>15</b>	44
Non-ratepayer	8	27	<b>35</b>	2	<b>63</b>

% read across

\* not asked in 2000

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

\*\* does not add to 100% due to rounding

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

	Total District 2008 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Over-regulated/ too much red tape	4	3	8	4	2
Too expensive	4	6	2	3	5
Slow service/ time delays	3	3	3	2	3

\* multiple responses allowed

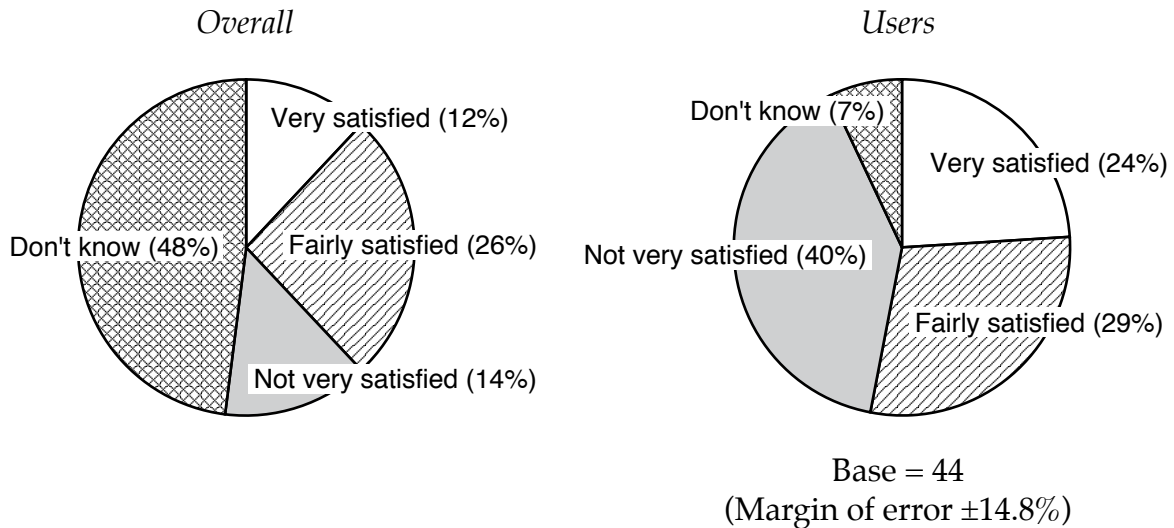
**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 40%

Users = 64%

xii. Planning And Inspection Services

(ie, permits, licences, consents and health inspections, but not building inspections)



38% of all residents are satisfied with planning and inspection services, while 14% are not very satisfied (11% in 2007). 48% of residents are unable to comment (52% in 2007) and it appears that this may be because 89% of households have not used planning or inspection services in the last 12 months (83% in 2007).

The percent not very satisfied is below the Peer Group and National Averages for town planning / planning and inspection services.

Of the "users", 53% are satisfied and 40% are not very satisfied with planning or inspection services.

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

- ratepayers,
- NZ European residents.

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

- slow service / delays,
- too expensive / cost involved,
- over-regulated / too much red tape / restrictive,
- poor quality of staff / poor service.

## Satisfaction With Planning & Inspection Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	12	26	38	14	48
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	24	29	53	40	7
<b><u>Comparison<sup>†</sup></u></b>					
Peer Group (Provincial)	13	36	49	26	25
National Average	11	40	51	24	25
<b><u>Ward</u></b>					
North**	17	28	45	13	43
South**	11	23	34	15	52
East	10	29	39	14	47
West	9	26	35	13	52
<b><u>Ratepayer?</u></b>					
Ratepayer	13	26	39	16	45
Non-ratepayer**	7	27	34	4	61
<b><u>Ethnicity</u></b>					
NZ European	8	26	34	18	48
NZ Maori**	21	27	48	5	48

% 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.

\*\* does not add to 100% due to rounding

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

	Total District 2008 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Slow service/delays	8	6	9	9	7
Too expensive/cost involved	4	5	2	4	6
Over-regulated/too much red tape/restrictive	4	6	2	5	2
Poor quality of staff/poor service	3	1	8	2	3

\* multiple responses allowed

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 38%  
Users = 53%

*xiii. Beautification And Landscaping Of The District*



93% of Rotorua District residents are satisfied with the beautification and landscaping of the District, including 66% who are very satisfied (71% in 2007).

The percent not very satisfied, 5%, is on par with the Peer Group Average, below the National Average and similar to the 2007 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, mentioned by 2% of all residents.
- lack of upkeep/ maintenance, 2%,
- trees not looked after, 1%.

\* multiple responses allowed

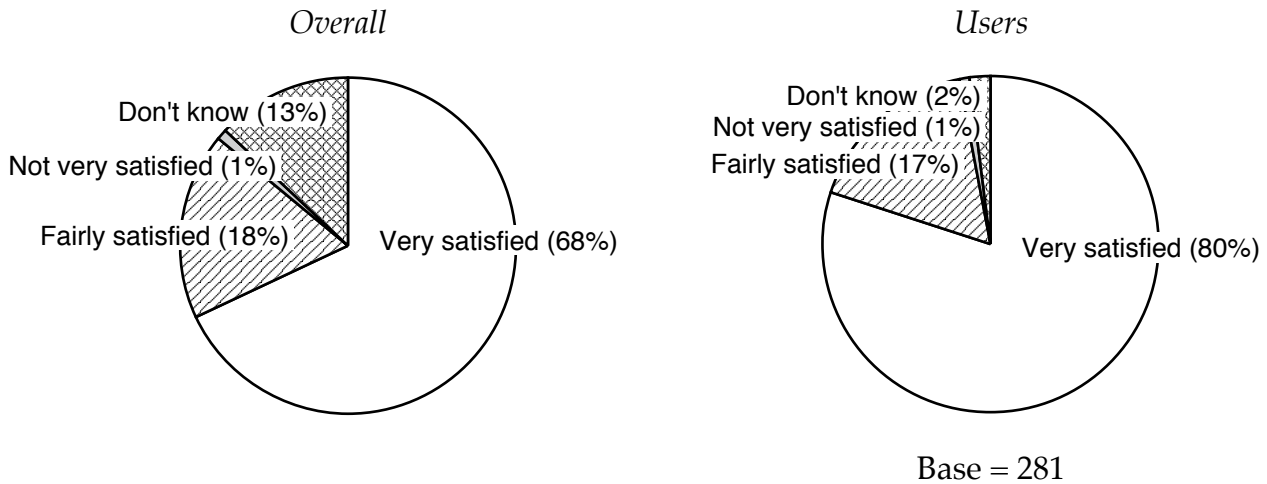
### Satisfaction With Beautification And Landscaping Of The District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	66	27	<b>93</b>	5	2
2007	71	23	<b>94</b>	3	3
2006	68	29	<b>97</b>	3	-
2005	67	25	<b>92</b>	7	1
2004	69	26	<b>95</b>	3	2
2003	75	21	<b>96</b>	3	1
2002	76	20	<b>96</b>	3	1
2001	73	19	<b>92</b>	6	2
2000	76	18	<b>94</b>	5	1
<b><u>Comparison</u></b>					
Peer Group (Provincial)	42	44	<b>86</b>	8	6
National Average	39	46	<b>85</b>	12	3
<b><u>Ward</u></b>					
North	72	24	<b>96</b>	3	1
South	67	26	<b>93</b>	5	2
East	60	35	<b>95</b>	4	1
West	64	26	<b>90</b>	6	4

% read across

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 93%</p>
---

*xiv. Library Service*



Overall, 86% of residents are satisfied with the library service, with 68% being very satisfied. These readings are similar to the 2007 results.

The percent not very satisfied (1%) is similar to the Peer Group and National Averages and last year's reading.

69% of households have used a District Library in the last 12 months (79% in 2007) and, of these, 97% are satisfied, including 80% who are very satisfied (74% in 2007), with 1% 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 reasons\* for being not very satisfied with the District's libraries are ...

*"Would like the library to be open all day Saturday."*

*"I would like longer hours, perhaps weekends, Sunday afternoon and a couple of evenings."*

*"Library bus service doesn't have books I like to read, poor selection."*

*"Costs me money, especially if you lose your card."*

*"There are charges for popular books."*

*"Don't like the people, they have a poor manner."*

\* multiple responses allowed



### Satisfaction With Library Service

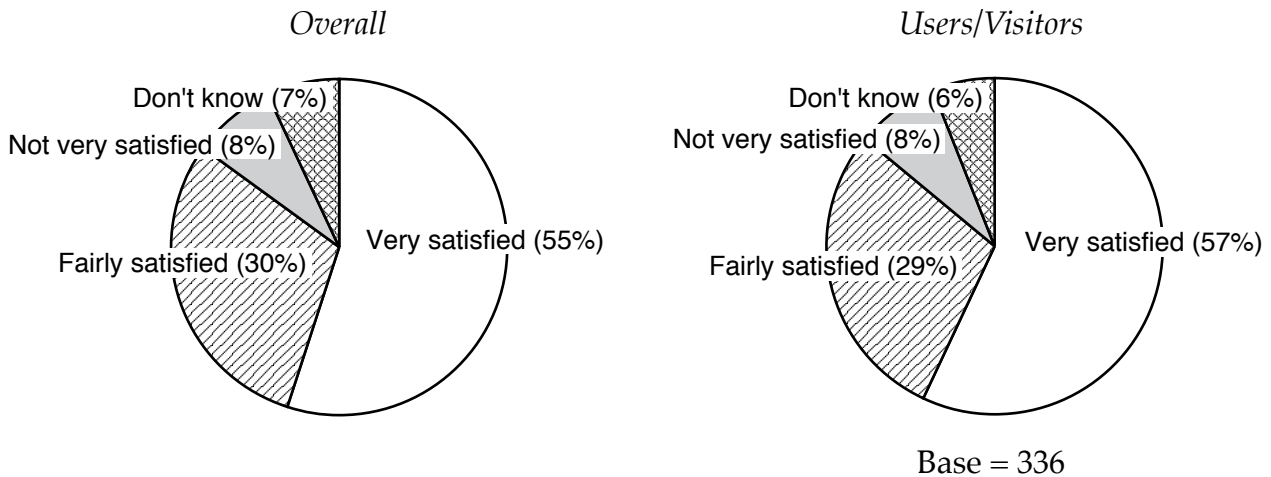
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	68	18	<b>86</b>	1	13
2007	66	19	<b>85</b>	2	13
2006	65	19	<b>84</b>	4	12
2005	66	19	<b>85</b>	3	12
2004	69	19	<b>88</b>	3	9
2003	68	20	<b>88</b>	5	7
2002	68	16	<b>84</b>	4	12
2001	73	15	<b>88</b>	2	10
2000	68	19	<b>87</b>	2	11
Users	80	17	<b>97</b>	1	2
<b><u>Comparison</u></b>					
Peer Group (Provincial)	64	26	<b>90</b>	3	7
National Average	67	25	<b>92</b>	2	6
<b><u>Ward</u></b>					
North	63	21	<b>84</b>	-	16
South	71	16	<b>87</b>	-	13
East	76	17	<b>93</b>	1	6
West	63	20	<b>93</b>	2	15

% read across

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 86%  
Users = 97%

xv. Event And Tourism Promotion Of Rotorua



85% of residents overall are satisfied with the event and tourism promotion of Rotorua, including 55% who are very satisfied. These readings are similar to last year's results.

The percent not very satisfied (8%) is slightly below the Peer Group and National Averages for tourism promotion and similar to the 2007 reading.

85% of households have used or visited an event venue (ie, Events Centre, Convention Centre, International Stadium, Soundshell, Civic Theatre, Tearooms and Sportsdrome) in the last 12 months (78% in 2007). Of these, 86% are satisfied and 8% 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.

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

- could do more promotion/ advertising, mentioned by 4% of all residents,
- could be improved/ more upmarket, 2%.

\* multiple responses allowed

### Satisfaction With Event And Tourism Promotion Of Rotorua

	Very Satisfied %	Fairly Satisfied %	<b>Very/Fairly Satisfied</b> %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	55	30	<b>85</b>	8	7
2007	55	32	<b>87</b>	6	7
Users/Visitors	57	29	<b>86</b>	8	6
<b><u>Comparison†</u></b>					
Peer Group (Provincial)	35	45	<b>80</b>	13	7
National Average	36	40	<b>76</b>	13	11
<b><u>Ward</u></b>					
North	51	35	<b>86</b>	8	6
South	64	26	<b>90</b>	3	7
East	58	26	<b>84</b>	12	4
West**	49	32	<b>81</b>	8	10

% read across

\* not asked prior to 2007

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

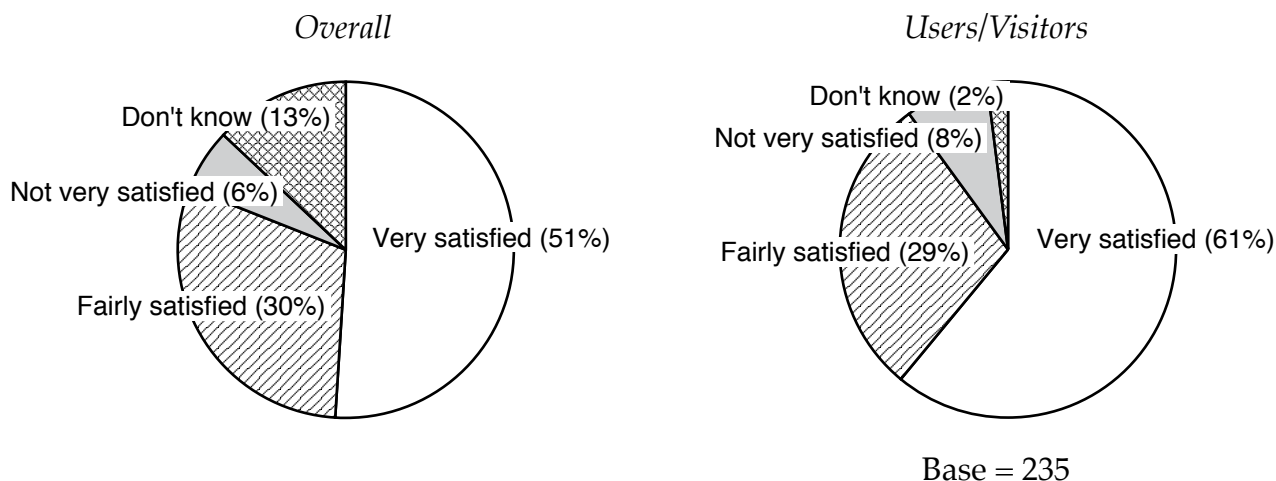
\*\* does not add to 100% due to rounding

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 85%

Users/Visitors = 86%

xvi. Rotorua Aquatic Centre



81% of all residents are satisfied with the Rotorua Aquatic Centre (76% in 2007), with 51% being very satisfied (47% in 2007). 6% are not very satisfied and 13% are unable to comment (17% in 2007).

The percent not very satisfied with the Aquatic Centre is below the Peer Group Average, slightly below the National Average and similar to the 2007 reading.

68% of households have used or visited the Rotorua Aquatic Centre in the last 12 months (65% in 2007). 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.

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

- improve pool facilities/more equipment/activities, mentioned by 3% of all residents,
- not clean/poor standard of hygiene, 2%,
- charges/should be free/swimming classes too expensive, 1%.

\* multiple responses allowed

### Satisfaction With Rotorua Aquatic Centre

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	51	30	<b>81</b>	6	13
2007	47	29	<b>76</b>	7	17
2006	54	27	<b>81</b>	7	12
2005	55	22	<b>77</b>	7	16
2004	50	28	<b>78</b>	6	16
2003	44	28	<b>72</b>	9	19
2002	37	32	<b>69</b>	10	21
2001	47	28	<b>75</b>	6	19
2000	43	26	<b>69</b>	10	21
Users/Visitors	61	29	<b>90</b>	8	2
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	29	34	<b>63</b>	13	24
National Average	38	32	<b>70</b>	11	19
<b><u>Ward</u></b>					
North	41	(37)	<b>78</b>	7	15
South	49	(33)	<b>82</b>	3	15
East	59	23	<b>82</b>	6	12
West	58	24	<b>82</b>	7	11

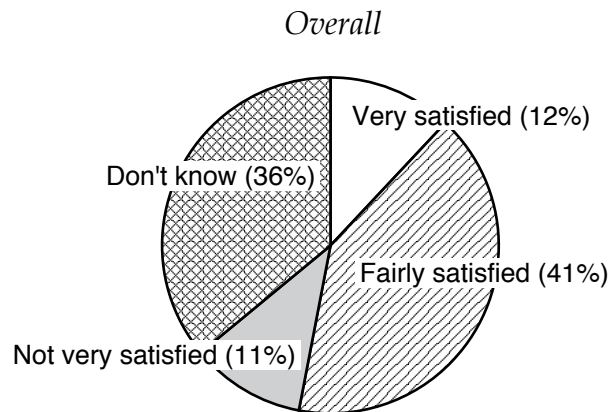
% read across

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

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 81%  
Users/Visitors = 90%

xvii. Promotion Of Job Opportunities



53% of residents are satisfied with the Council's promotion of job opportunities, with 11% being not very satisfied. A significant percentage (36%) are unable to comment (40% in 2007).

The percent not very satisfied is below both the Peer Group and National Averages, and 5% above the 2007 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 the following residents are slightly more likely to feel this way ...

- residents aged 40 to 59 years,
- residents with an annual household income of \$40,000 to \$70,000.

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

- could do more/needs improvement,
- encourage/support businesses/make it easier for new business,
- lack of job opportunities/unemployment,
- don't see any promotion/didn't know Council involved.

### Satisfaction With Promotion Of Job Opportunities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	12	41	53	11	36
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
<b><u>Comparison</u></b>					
Peer Group (Provincial)	10	32	42	24	34
National Average	13	34	47	19	34
<b><u>Ward</u></b>					
North	13	48	61	11	28
South	19	33	52	12	36
East	8	34	42	14	44
West	10	46	56	7	37
<b><u>Age</u></b>					
18-39 years	18	↑ 51	↑ 69	8	↓ 23
40-59 years	10	39	49	16	35
60+ years <sup>†</sup>	5	23	28	7	64
<b><u>Household Income</u></b>					
Less than \$40,000 pa	7	36	43	8	49
\$40,000 - \$70,000 pa <sup>†</sup>	15	42	57	15	27
More than \$70,000 pa <sup>†</sup>	14	43	57	7	35

% read across

\* not asked in 2000

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

**Summary Table:****Main Reasons\* For Being Not Very Satisfied With The Promotion Of Job Opportunities**

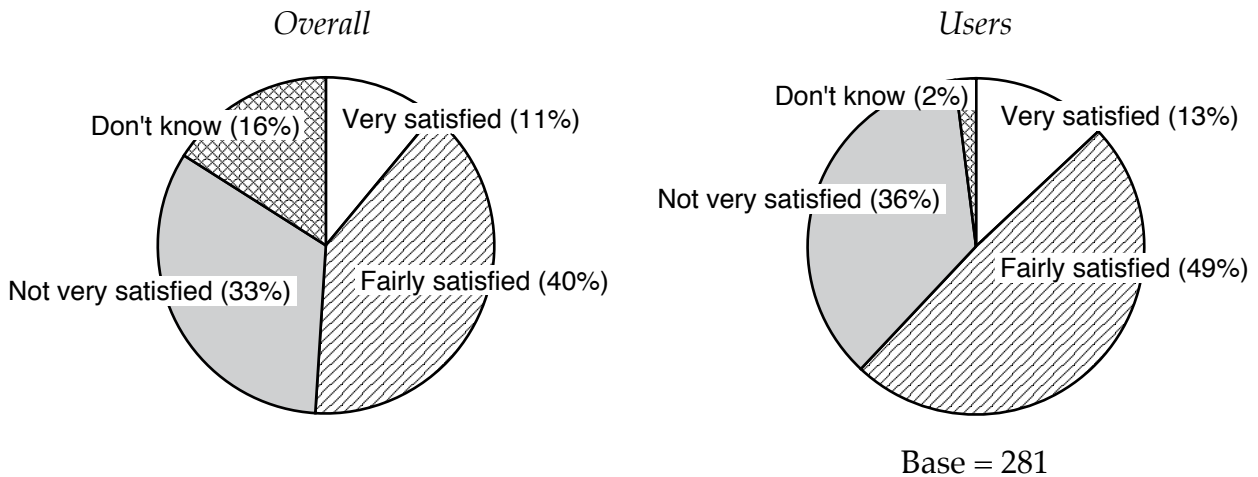
	<b>Total District 2008 %</b>	<b>Ward</b>			
		<b>North %</b>	<b>South %</b>	<b>East %</b>	<b>West %</b>
<u>Percent Who Mention ...</u>					
Could do more/needs improvement	<b>6</b>	7	5	9	4
Encourage/support businesses/ make it easier for new business	<b>2</b>	1	3	1	1
Lack of job opportunities/unemployment	<b>2</b>	3	-	1	1
Don't see any promotion/ didn't know Council involved	<b>2</b>	1	3	2	-

\* multiple responses allowed

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 53%</p>
---



xviii. Public Toilets



51% of Rotorua District residents are satisfied with the District's public toilets (58% in 2007), while 33% are not very satisfied and 16% are unable to comment (13% in 2007).

The percent not very satisfied with public toilets is above the Peer Group and National Averages, and on par with the 2007 reading.

71% of households have used a public toilet in the last 12 months (74% in 2007). Of these "users", 62% are satisfied (66% in 2007) and 36% not very satisfied (32% in 2007).

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

- residents aged 18 to 39 years,
- longer term residents, those residing in the District more than 10 years.

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

- dirty / unclean / smell,
- not enough toilets / need more / more in central city area,
- poor condition / need upgrading / improving / maintenance,
- hard to find / more / better signage needed.

### Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	11	40	51	33	16
2007	14	44	58	29	13
2006	10	44	54	32	14
Users	13	49	62	36	2
<b><u>Comparison</u></b>					
Peer Group (Provincial)	25	47	72	19	9
National Average	22	48	70	20	10
<b><u>Ward</u></b>					
North	8	47	55	31	14
South	13	37	50	37	13
East	9	43	52	32	16
West	13	33	46	32	22
<b><u>Age</u></b>					
18-39 years	6	41	47	39	14
40-59 years	17	37	54	30	16
60+ years	11	42	53	25	22
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	14	41	55	27	18
Lived there more than 10 years	10	39	49	35	16

% read across

\* Not asked prior to 2006

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

	<b>Total District 2008 %</b>	<b>Ward</b>			
		<b>North %</b>	<b>South %</b>	<b>East %</b>	<b>West %</b>
<u>Percent Who Mention ...</u>					
Dirty / unclean / smell	<b>17</b>	20	23	10	15
Not enough toilets / need more / more in the central city area	<b>12</b>	11	10	15	11
Poor condition / need upgrading / improving / maintenance	<b>9</b>	4	14	11	10
Hard to find / more / better signage needed	<b>5</b>	3	3	5	7

\* multiple responses allowed

NB: no other reason mentioned by more than 1% of all residents

<b>Recommended Satisfaction Measures For Reporting Purposes:</b>	
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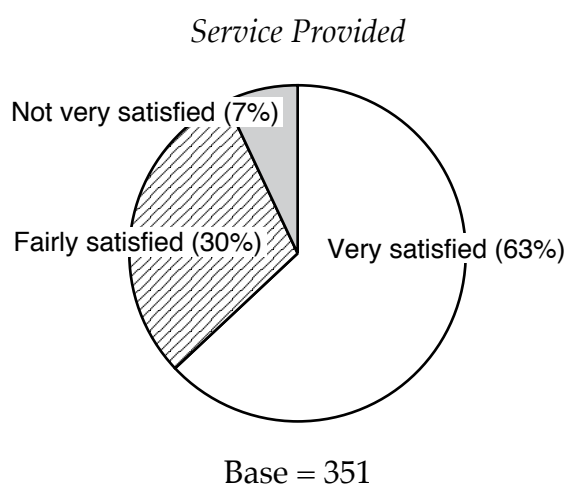
Total District	=	51%
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Users	=	62%
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## **b. Satisfaction With Council Services - Residents Provided With Service**

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*



86% of residents are provided with a piped water supply (89% in 2007). Of these, 93% are satisfied (97% in 2007), including 63% who are very satisfied (69% in 2007), while 7% are not very satisfied (3% in 2007).

Rotorua District is on par with the Peer Group Average and similar to the National Average, in terms of the percent not very satisfied with the water supply.

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 ...

- bad taste, mentioned by 2% of residents who are provided with a piped water supply,
- cost too much/having to pay for water, 2%,
- low water pressure/surges, 1%.

\* multiple responses allowed

### Satisfaction With Water Supply

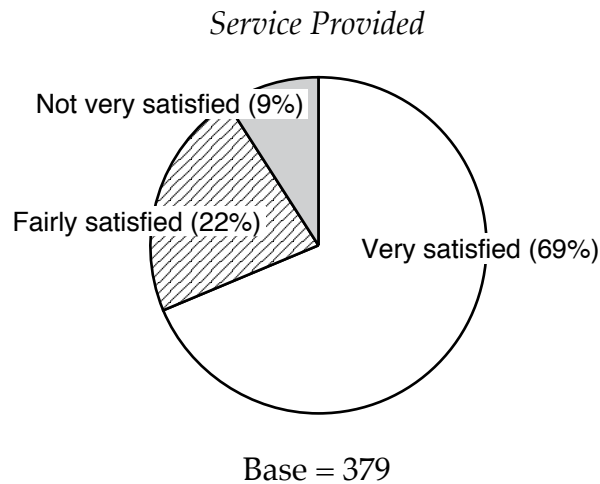
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Residents provided with a piped water supply</u></b>					
Total District 2008	63	30	<b>93</b>	7	-
2007	69	28	<b>97</b>	3	-
2006	49	45	<b>94</b>	5	1
2005	51	41	<b>92</b>	8	-
2004	47	46	<b>93</b>	6	1
2003	53	38	<b>91</b>	8	1
2002	58	36	<b>94</b>	5	1
2001	56	36	<b>92</b>	7	1
2000	58	34	<b>92</b>	8	-
<b><u>Comparison</u></b>					
Peer Group (Provincial)	44	44	<b>88</b>	11	1
National Average	48	42	<b>90</b>	9	1
<b><u>Ward</u></b>					
North	58	33	<b>91</b>	9	-
South	67	26	<b>93</b>	6	1
East	69	27	<b>96</b>	4	-
West	60	31	<b>91</b>	8	1

% read across

Base = 351

<p>Recommended Satisfaction Measures For Reporting Purposes:  Receivers of Service = 93%</p>
--

ii. Rubbish Collection



94% of residents say Council provides a regular rubbish collection service where they live.

Of these, 90% are satisfied (94% in 2007), including 68% who are very satisfied, while 9% are not very satisfied. The percent not very satisfied is slightly below the Peer Group Average, and on par with the National Average and 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 kerbside recycling/ recycling bins, mentioned by 5% of residents who are provided, by Council, with a regular rubbish collection service,
- not enough rubbish bags supplied, 2%,
- prefer a wheelie bin/ Council should provide wheelie bin, 2%,
- not happy with rubbish bags, 2%.

\* multiple responses allowed

### Satisfaction With Rubbish Collection

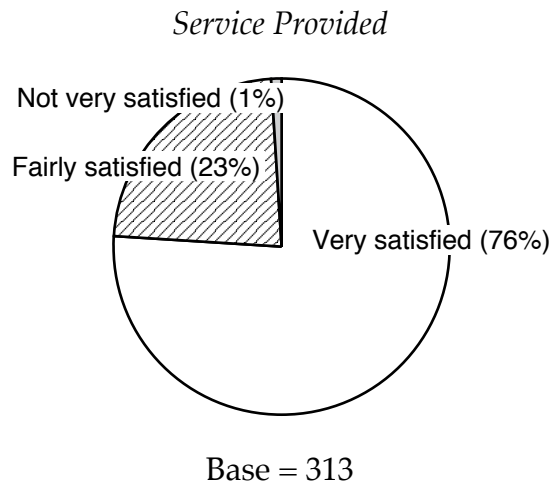
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Residents Provided with a regular rubbish collection</u></b>					
Total District 2008	68	22	<b>90</b>	9	1
2007	69	25	<b>94</b>	6	-
2006	55	38	<b>93</b>	6	1
2005	63	32	<b>95</b>	4	1
2004	58	35	<b>93</b>	6	1
2003	62	30	<b>92</b>	7	1
2002	69	25	<b>94</b>	5	1
2001	68	23	<b>91</b>	8	1
2000	71	21	<b>92</b>	7	1
<b><u>Comparison</u></b>					
Peer Group (Provincial)	44	39	<b>83</b>	14	3
National Average	51	36	<b>87</b>	12	1
<b><u>Ward</u></b>					
North	64	24	<b>88</b>	12	-
South	<b>81</b>	13	<b>94</b>	6	-
East	61	30	<b>91</b>	9	-
West	69	18	<b>87</b>	10	3

% read across

Base = 379

<p>Recommended Satisfaction Measures For Reporting Purposes:  Receivers of Service = 90%</p>
--

iii. The Sewerage System



78% of residents are provided with a sewerage system (83% in 2007). 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 2007 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 reasons\* for being not very satisfied with the sewerage system are ...

*"Use to get a smell of sewage in Kahurangi Dr during the dry spell in the heat of the day."*

*"There are some very smelly areas near us but plumbers can't identify where the problem is - Carlton St."*

*"My mother in law in Pandora Ave has had raw sewage in her section, this has been due to flooding."*

*"Tree roots cause problems in Elizabeth St - trees are planted above the sewerage system."*

\* multiple responses allowed



### Satisfaction With The Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Residents Provided with a sewerage system</u></b>					
2008	76	23	<b>99</b>	1	-
2007	72	27	<b>99</b>	1	-
2006	35	62	<b>97</b>	2	1
2005	39	56	<b>95</b>	3	2
2004	35	58	<b>93</b>	5	2
2003	43	48	<b>91</b>	4	5
2002	39	53	<b>92</b>	3	5
2001	49	42	<b>91</b>	3	6
<b><u>Comparison</u></b>					
Peer Group (Provincial)	44	44	<b>88</b>	9	3
National Average	48	43	<b>91</b>	7	2
<b><u>Ward</u></b>					
North	76	24	<b>100</b>	-	-
South	84	14	<b>98</b>	2	-
East	65	32	<b>97</b>	3	-
West	79	20	<b>99</b>	1	-

% read across

Base = 313

<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	64	33	1	2
Public Toilets	49	43	1	7
Roads	37	60	3	-
Parking in Rotorua's CBD	37	58	3	2
Stormwater Drainage	37	58	1	4
Promotion of Job Opportunities	33	43	7	17
Dog Control	29	62	3	6
Footpaths	26	67	4	3
Rotorua Aquatic Centre	25	66	2	7
Event & tourism promotion of Rotorua	23	61	12	4
Parks, Reserves & Playgrounds	22	74	3	1
Sewerage System	22	70	1	7
Rubbish Collection	16	81	1	2
Water Supply	14	80	2	4
Library Service	14	77	3	6
Beautification/Landscaping	13	83	3	1
Sportsfields	12	81	2	5
Art and History Museum	10	73	6	11
Building Inspections	9	43	14	34
Planning and Inspection Services	8	46	9	37
Noise Control	7	77	8	8

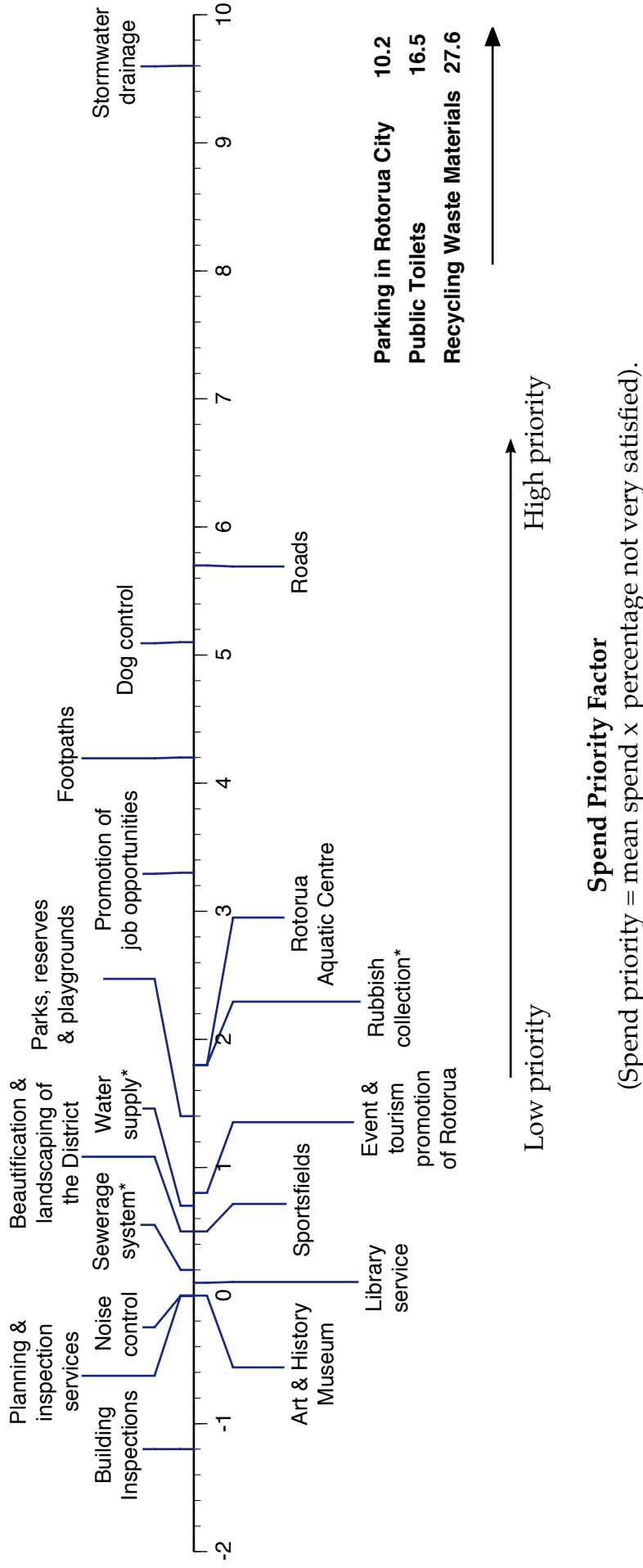
#### d. Spend 'More' Comparison

	2008 %	2007 %	2006 %	2005 %	2004 %	2003 %	2002 %
Recycling Waste Materials	64	58	52	48	56	44	41
Public Toilets	49	51	51	NA	NA	NA	NA
Roads	37	37	39	40	36	35	37
Parking in Rotorua's CBD	37	40	45	48	57	49	48
Stormwater Drainage	37	25	24	29	27	25	29
Promotion of Job Opportunities	33	29	37	31	39	42	43
Dog Control	29	46	35	30	35	37	33
Footpaths	26	23	24	25	20	24	22
Rotorua Aquatic Centre	25	17	20	14	13	25	29
Event & tourism promotion of Rotorua	23	25	NA	NA	NA	NA	NA
Parks, Reserves & Playgrounds <sup>†</sup>	22	19	25	22	31	21	23
Sewerage System	22	22	20	19	25	21	25
Rubbish Collection	16	18	14	12	16	12	9
Water Supply	14	10	15	11	15	16	19
Library Service	14	14	18	16	20	22	21
Beautification/Landscaping	13	14	18	20	15	15	17
Sportsfields	12	17	NA	NA	NA	NA	NA
Art and History Museum	10	10	17	13	9	16	14
Building Inspections	9	13	12	10	10	12	8
Planning and Inspection Services	8	8	9	7	7	5	7
Noise Control	7	10	8	8	10	9	13

NA: not asked

<sup>†</sup> prior to 2007 readings refer to parks, reserves, sportsfields and playgrounds

**e. Spend Priority**



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.

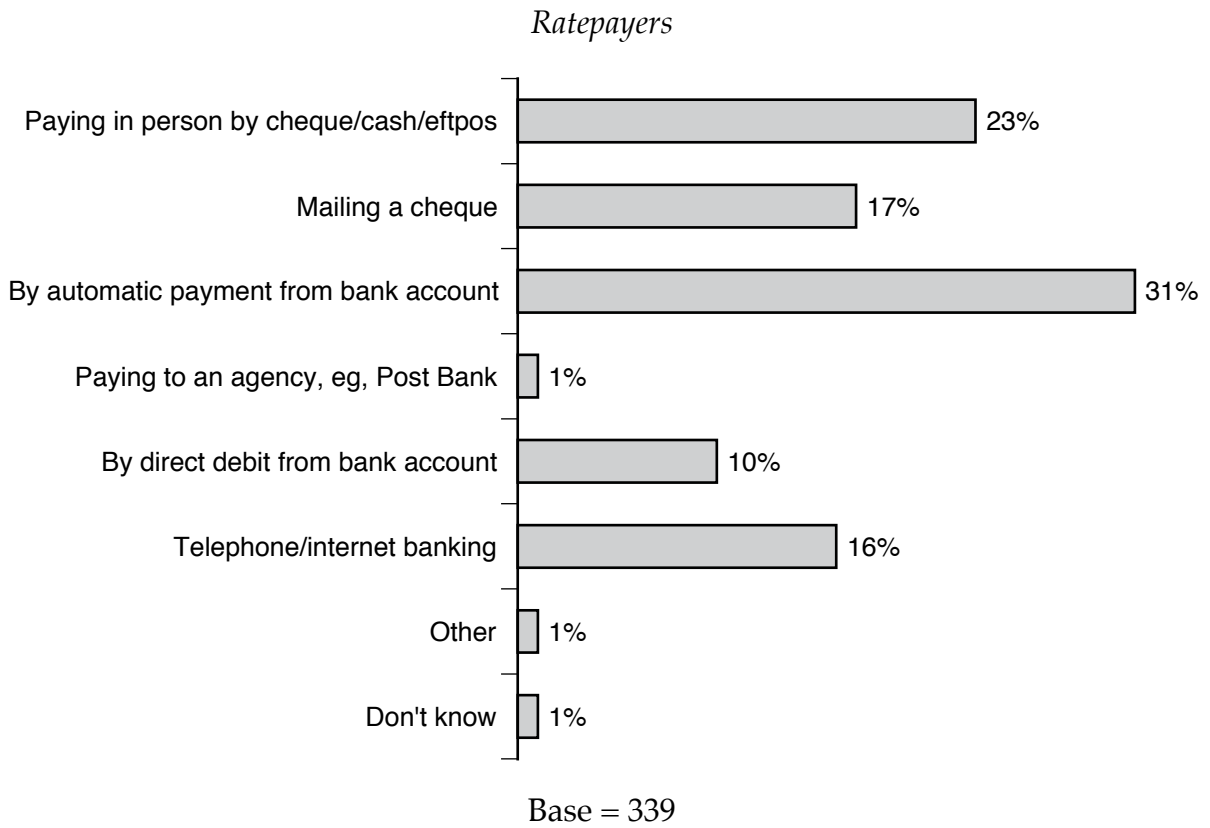
The spend priority factor is gained by multiplying the mean spend (where spend more = +1, spend about the same = 0 and spend less = -1) by the percentage not very satisfied. Recycling waste materials, public toilets, parking in Rotorua City and stormwater drainage are the top priorities for Council in terms of spend, with building inspections, 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

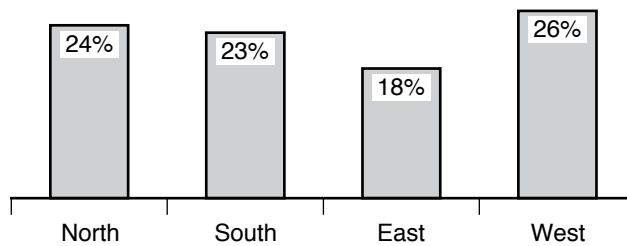


## 2. Rates Issues

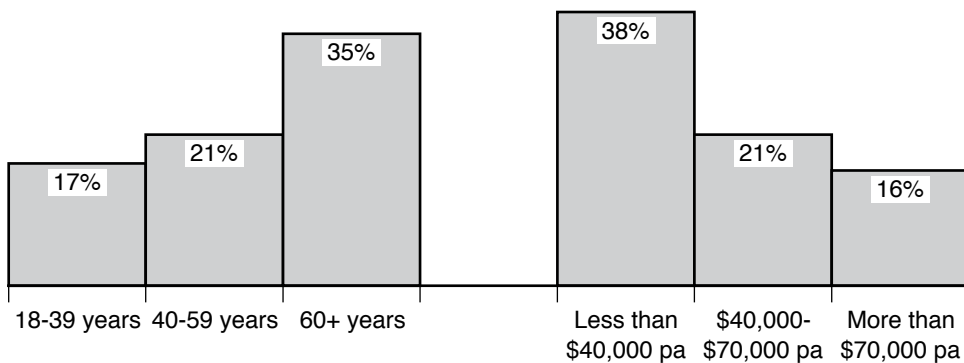
**a. Preferred Method Of Paying Rates**



*Percent Who Prefer "By Automatic Payment From Bank Account" - By Ward*



*Percent Who Prefer "By Automatic Payment From Bank Account" - Comparing Different Types of Ratepayers*



81% of residents identify themselves as ratepayers (85% in 2007).

31% of ratepayers say they prefer to pay their rates by automatic payment from their bank account, while 23% prefer paying in person by cheque / cash / eftpos.

Ratepayers more likely to prefer paying by automatic payment from their bank account are ...

- ratepayers aged 60 years or over,
- ratepayers with an annual household income of less than \$40,000.

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



Overall, 78% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (71% in 2007). 16% of all residents are not very satisfied with the way rates are spent and this is below the Peer Group and National Averages and 5% below the 2007 reading.

78% of ratepayers are satisfied with the way rates are spent, while 19% are not very satisfied.

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

The main reasons residents are not very satisfied with the way rates are spent on the services and facilities provided by Council are ...

- high rates / increases / too high for services received,
- rubbish collection / recycling,
- overspending / waste money,
- other specified services / facilities needing expenditure / attention.



### Satisfaction With The Way Rates Are Spent On Services And Facilities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	10	68	<b>78</b>	16	6
2007	16	55	<b>71</b>	21	8
2006	13	64	<b>77</b>	18	5
2005	13	72	<b>85</b>	10	5
2004	14	63	<b>77</b>	15	8
2003	17	65	<b>82</b>	11	7
2002	21	62	<b>83</b>	11	6
2001	22	60	<b>82</b>	11	7
2000	20	58	<b>78</b>	15	7
<b><u>Comparison</u></b>					
Peer Group (Provincial)	8	57	<b>65</b>	27	8
National Average	11	59	<b>70</b>	23	7
<b><u>Ward</u></b>					
North	9	72	<b>81</b>	13	6
South	6	70	<b>76</b>	17	7
East	14	64	<b>78</b>	16	6
West	11	66	<b>77</b>	18	5
<b><u>Ratepayer?</u></b>					
Ratepayer	10	68	<b>78</b>	19	3
Non-ratepayer	9	66	<b>75</b>	5	20

% read across

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

	Total District 2008 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
High rates / increases / too high for services received	7	8	8	3	7
Rubbish collection / recycling	3	2	9	3	-
Overspending / waste money	3	1	1	6	4
Other specified services / facilities needing expenditure / attention	2	2	6	2	2

\* multiple responses allowed

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District = 78%

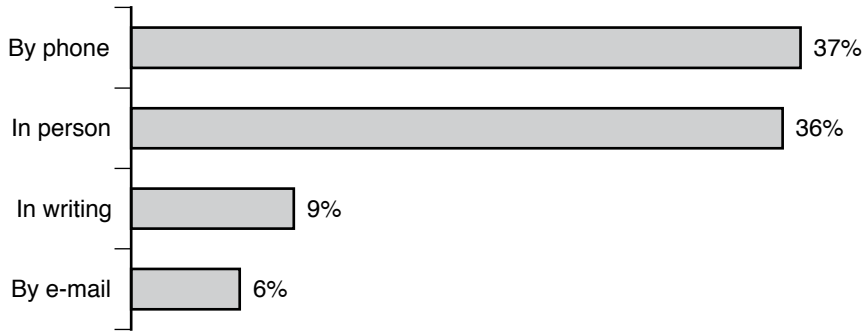
Ratepayers = 78%



### 3. Contact With Council

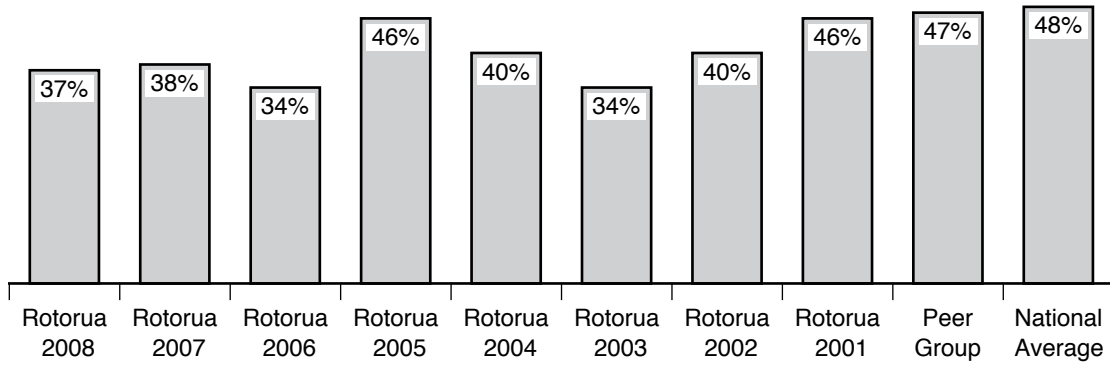
**a. Levels Of Contact**

*2008 - Yes, Have Contacted ...*

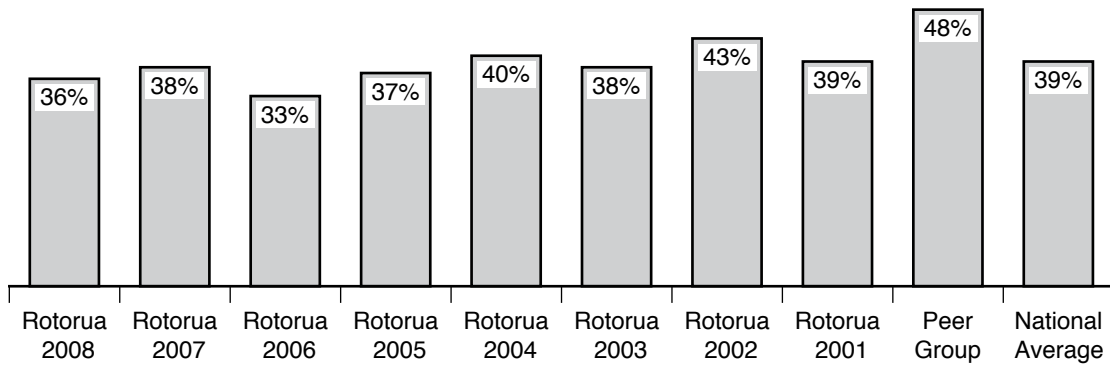


*Percent Saying 'Yes' - Comparison*

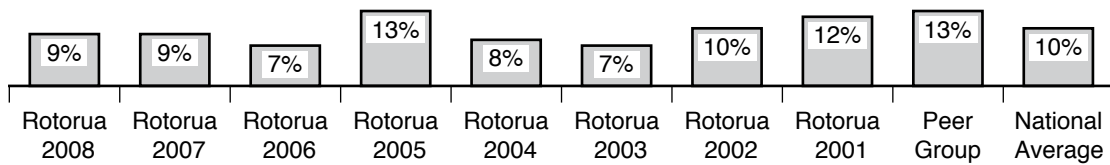
*'By Phone'*



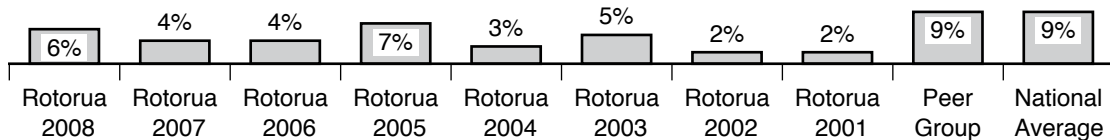
*'In Person'*



*'In Writing'*



*'By E-mail'*



37% of residents have contacted Council offices by phone in the last year, while 36% visited a Council office in person, 9% contacted Council in writing and 6% contacted them by e-mail. These readings are similar to the 2007 results.

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

They are on par with 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 on par with 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,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

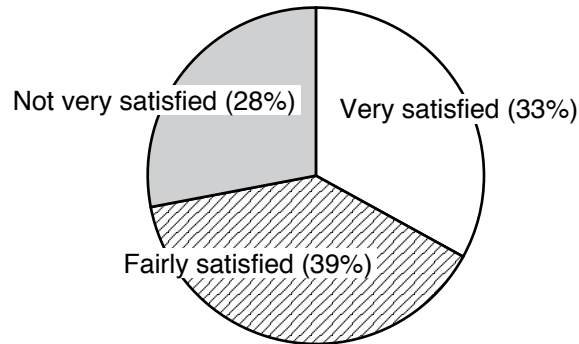
Residents more likely to visit a Council office in person are ...

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

Residents with an annual household income of more than \$70,000 are more likely to contact Council in writing, than other income groups.

There are no notable differences between Wards and socio-economic groups, in terms of those residents contacting Council by e-mail. However, it appears that women are slightly more likely, than men, to do so.

**b. Satisfaction When Contacting The Council Offices By Phone**



Base = 157

72% of residents contacting the Council Offices by phone in the last 12 months are satisfied (79% in 2007), including 33% who are very satisfied (36% in 2007), while 28% are not very satisfied (20% in 2007).

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

Women<sup>†</sup> are more likely, than men<sup>†</sup>, to be not very satisfied.

<sup>†</sup> those residents who have contacted Council by phone in the last 12 months

*Reasons They Are Not Very Satisfied*

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

- poor attitude/unhelpful, mentioned by 7% of residents contacting Council by phone (11 respondents),
- lack of action/slow to act, 7% (10 respondents),
- hard to get right person/got the run around, 5% (7 respondents),
- unsatisfactory outcome, 4% (5 respondents),
- difficult to obtain information/answers, 4% (5 respondents).

\* multiple responses allowed

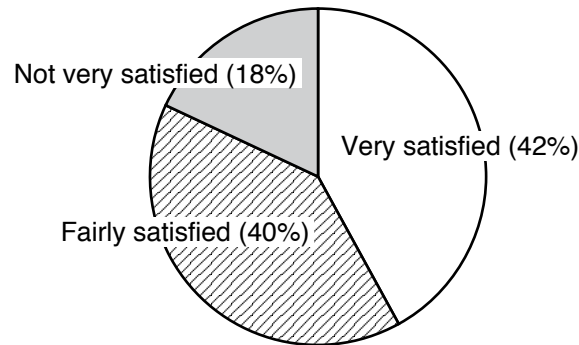
### Satisfaction When Contacting Council Offices By Phone

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Contacted Council Offices By Phone</u></b>					
2008	33	39	<b>72</b>	28	-
2007	36	43	<b>79</b>	20	1
2006	37	49	<b>86</b>	14	-
2005	55	35	<b>90</b>	10	-
2004	41	40	<b>81</b>	19	-
2003	45	43	<b>88</b>	12	-
2002	43	45	<b>88</b>	12	-
2001	47	42	<b>89</b>	11	-
2000	43	38	<b>81</b>	19	-
<b><u>Comparison</u></b>					
Peer Group (Provincial)	45	43	<b>88</b>	12	-
National Average	42	40	<b>82</b>	16	2
<b><u>Ward</u></b>					
North	38	44	<b>82</b>	18	-
South	19	52	<b>71</b>	29	-
East	37	37	<b>74</b>	26	-
West	37	26	<b>63</b>	37	-
<b><u>Gender</u></b>					
Male	23	<b>55</b>	<b>78</b>	22	-
Female	<b>41</b>	26	<b>67</b>	<b>33</b>	-

% read across

Base = 157

c. **Satisfaction When Visiting A Council Office In Person**



Base = 154

82% of residents visiting a Council office in person in the last 12 months are satisfied, including 42% who are very satisfied (49% in 2007). 18% are not very satisfied.

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

There are no notable differences between Wards and socio-economic groups in terms of those residents<sup>†</sup> who are not very satisfied.

However, it appears that North Ward residents<sup>†</sup> are slightly more likely to feel this way, than other Ward residents<sup>†</sup>.

<sup>†</sup> residents who have contacted Council in person in last 12 months

*Reasons They Are Not Very Satisfied*

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

- poor attitude / rude / arrogant, mentioned by 6% of residents who visited a Council office in person (9 respondents),
- slow / inefficient / inconsistent, 6% (9 respondents),
- inflexible / too rigid / unfair, 4% (6 respondents),
- staff unhelpful, 2% (4 respondents).

\* multiple responses allowed



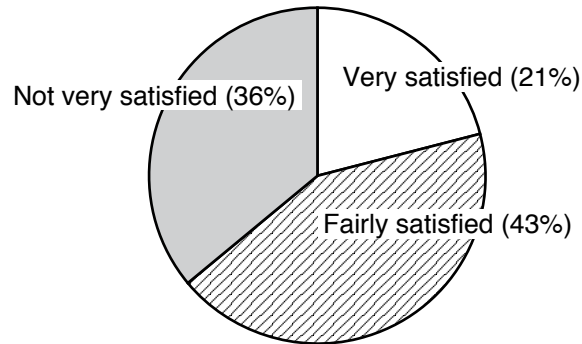
### Satisfaction When Visiting A Council Office In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Contacted Council Offices In Person</u></b>					
2008	42	40	<b>82</b>	18	-
2007	49	35	<b>84</b>	16	-
2006	35	49	<b>84</b>	16	-
2005	47	44	<b>91</b>	9	-
2004	51	40	<b>91</b>	9	-
2003	46	38	<b>84</b>	16	-
2002	46	41	<b>87</b>	13	-
2001	51	37	<b>88</b>	12	-
2000	60	30	<b>90</b>	10	-
<b><u>Comparison</u></b>					
Peer Group (Provincial)	47	44	<b>91</b>	9	-
National Average	49	38	<b>87</b>	13	-
<b><u>Ward</u></b>					
North	40	29	<b>69</b>	31	-
South	39	50	<b>89</b>	11	-
East	48	41	<b>89</b>	11	-
West	43	40	<b>83</b>	17	-

% read across

Base = 154

**d. Satisfaction When Contacting The Council Offices In Writing**



Base = 37  
(Margin of error is  $\pm 16.1\%$ )

63% of residents contacting the Council offices in writing in the last 12 months are satisfied (49% in 2007), while 36% are not very satisfied (51% in 2007).

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

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

*Reasons They Are Not Very Satisfied*

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

- don't listen/ one-sided view, mentioned by 16% of residents contacting Council in writing (6 respondents),
- poor service/ slow/ incompetent, 14% (5 respondents),
- don't get back to you, 9% (3 respondents).

\* multiple responses allowed

### Satisfaction When Contacting The Council Offices In Writing

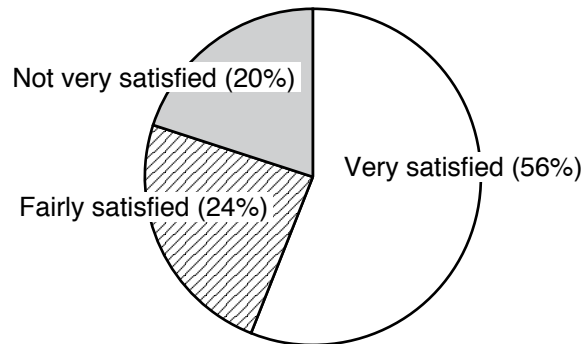
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Contacted Council Offices In Writing</u></b>					
2008	21	43	<b>64</b>	36	-
2007	28	21	<b>49</b>	51	-
2006	19	37	<b>56</b>	42	2
2005	41	47	<b>88</b>	12	-
2004	26	35	<b>61</b>	36	3
2003	40	27	<b>67</b>	28	5
2002	38	32	<b>70</b>	24	6
2001	48	44	<b>92</b>	8	-
2000	34	26	<b>60</b>	35	5
<b><u>Comparison</u></b>					
Peer Group (Provincial)	34	28	<b>62</b>	36	2
National Average	32	27	<b>59</b>	39	2
<b><u>Ward*</u></b>					
North	31	14	<b>45</b>	55	-
South	26	57	<b>83</b>	17	-
East	9	64	<b>73</b>	27	-
West	-	56	<b>56</b>	44	-

% read across

\* caution small bases (all <12)

Base = 37

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



Base = 23\*

\* Caution: small base  
(Margin of error  $\pm 20.4\%$ )

17 Rotorua residents contacting the Council offices by e-mail, in the last 12 months, are satisfied, while six are not very satisfied.

As the bases for Wards and socio-economic groups are small (<22), no comparisons have been made.

*Reasons They Are Not Very Satisfied*

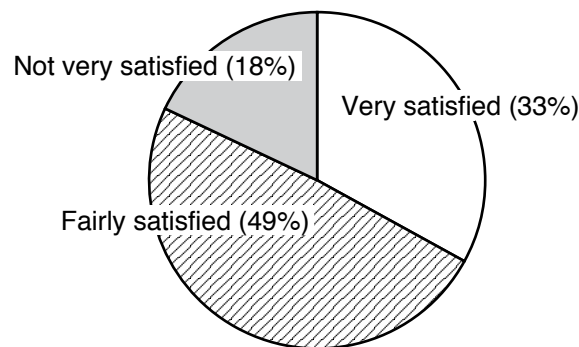
The reasons\* given by the six residents contacting the Council by e-mail who are not very satisfied are:

- didn't get a reply / answer, mentioned by 11% of residents contacting Council by e-mail (3 respondents),
- others, 13% (3 respondents).

\* multiple responses allowed

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

*Overall - Contacted A Council Office In The Last 12 Months*



Base = 227

53% of residents have contacted the Council offices in the last 12 months (59% in 2007). These residents were asked to say how satisfied they are with the overall service they received. 82% are satisfied with the service received (77% in 2007), with 33% being very satisfied (36% in 2007), while 18% are not very satisfied.

The percent not very satisfied with the service they received from Council offices is on par with the Peer Group and National Averages and similar to last year's reading.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who have contacted Council and are not very satisfied.

However, it appears that the following residents<sup>†</sup> are slightly more likely to feel this way ...

- women,
- residents aged 18 to 59 years.

<sup>†</sup> those residents who have contacted Council offices in last 12 months

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Contacted Council</u></b>					
2008	33	49	82	18	-
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
<b><u>Comparison</u></b>					
Peer Group (Provincial)	38	49	87	13	-
National Average	38	48	86	13	1
<b><u>Ward</u></b>					
North	33	42	75	25	-
South	26	57	83	17	-
East	34	57	91	9	-
West	40	40	80	20	-
<b><u>Gender</u></b>					
Male	25	61	86	14	-
Female	41	37	78	22	-
<b><u>Age</u></b>					
18-39 years	34	46	80	20	-
40-59 years	32	48	80	20	-
60+ years	34	56	90	10	-

% read across

Base = 227

<b>Recommended Satisfaction Measures For Reporting Purposes:</b>	
Contacted Council in the last 12 months	= 82%
Contacted Council by phone	= 72%
Contacted Council in person	= 82%
Contacted Council in writing	= 64%
Contacted Council by e-mail*	= 80%

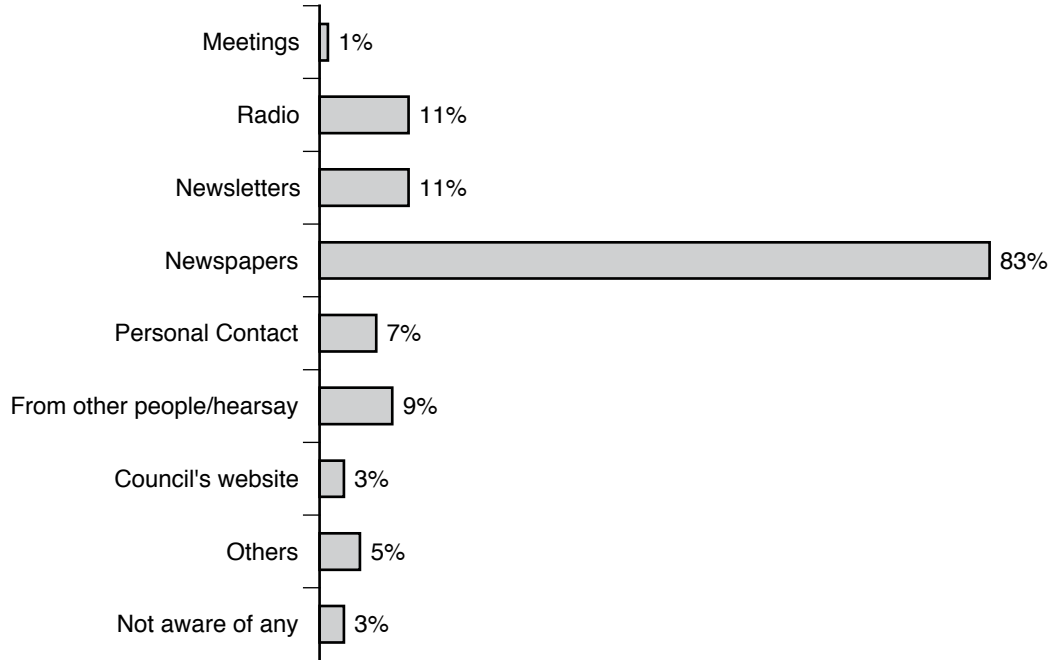
\* caution: small base



#### **4. Information**

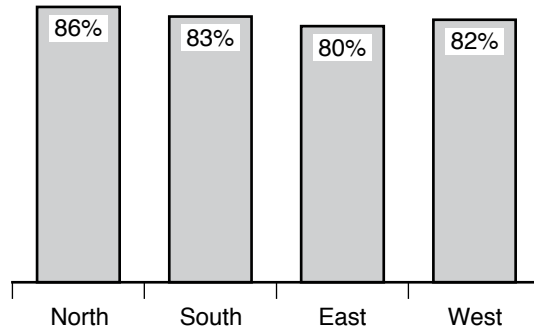
**a. Main Source Of Information About Council**

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

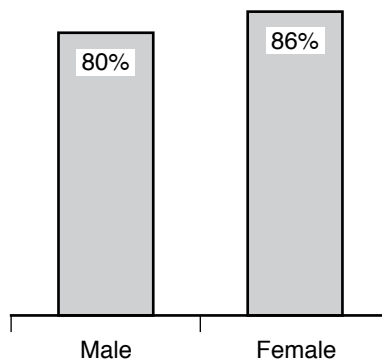


\* multiple responses allowed

*Percent Saying 'Newspapers' - By Ward*



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





The majority of residents (83%) consider newspapers to be their main source of information about Council (86% in 2007).

There are no notable differences between Wards and socio-economic groups in terms of those residents who consider newspapers to be their main source of information about Council. However, it appears that women are slightly more likely to say 'newspapers', than men.

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 (84% in 2007),
- Rotorua Review, 62% (57% in 2007),
- Weekender, 50% (39% in 2007),
- New Zealand Herald, 5% (8% in 2007),
- others, 2%.

Base = 354

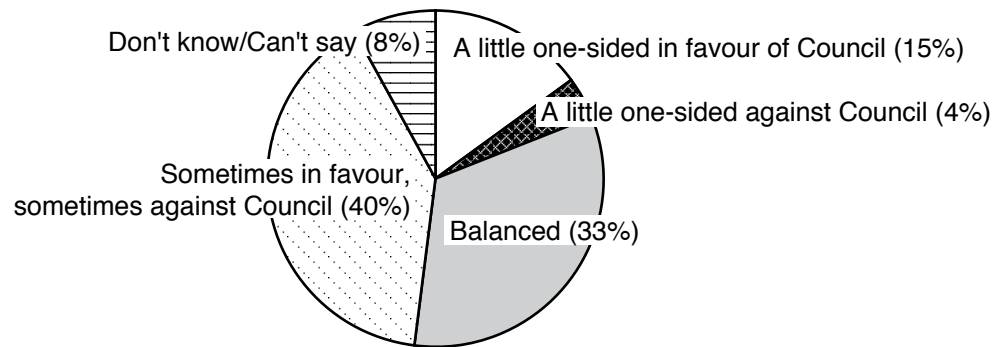
\* multiple responses allowed

The other newspapers mentioned are ...

- District News x3.
- Midweek.
- Ngongotaha - Mountain News.
- Ngongotaha monthly newspaper.
- Ngongotaha Journal.
- Dominion.
- Eastern Suburbs Community News.

**b. Is The Information Provided About Council Balanced?**

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



Base = 391

**Summary Table: How Balanced Is Information About Council?**

	Mentioned Main Source 2008 %	Mentioned Main Source 2007 %	Ward			
			North %	South %	East %	West %
<u>Percent Who Mentioned ...</u>						
Balanced - neither for nor against Council	33	35	41	39	28	26
Sometimes in favour and sometimes against Council	40	39	37	35	36	51
A little one-sided	59	59				
- in favour of Council	15	15	11	18	19	12
- against Council	4	5	4	2	10	-
Don't know / can't say	8	6	7	6	7	11
Total	100	100	100	100	100	100
Base	391	408	99	94	102	96

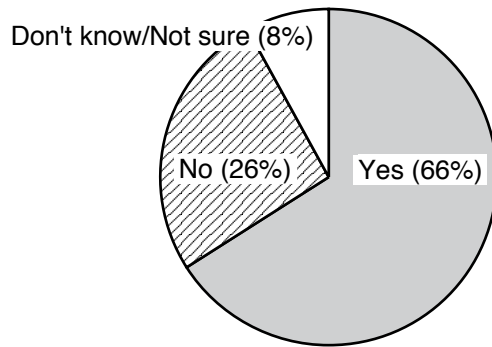
33% of residents who are aware of information about what's going on in the District see the information provided about Council as balanced, neither for nor against Council, while 40% see that information as sometimes in favour and sometimes against Council. These readings are similar to the 2007 results.

15% of residents see information provided about Council as a little one-sided in favour of Council, with 4% seeing it as a little one-sided against Council. These readings are also similar to last year's findings.

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

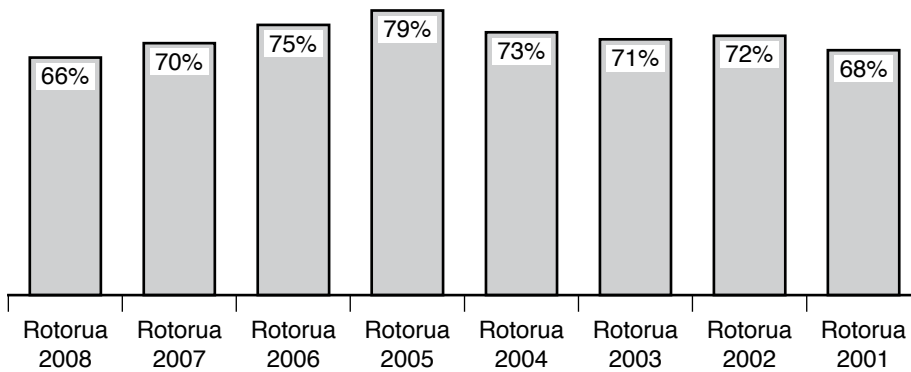
- North and South Ward residents,
- residents aged 60 years or over.

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

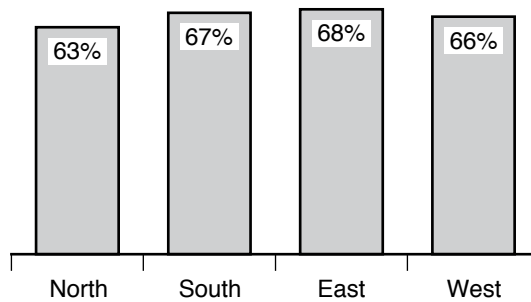


Base = 391

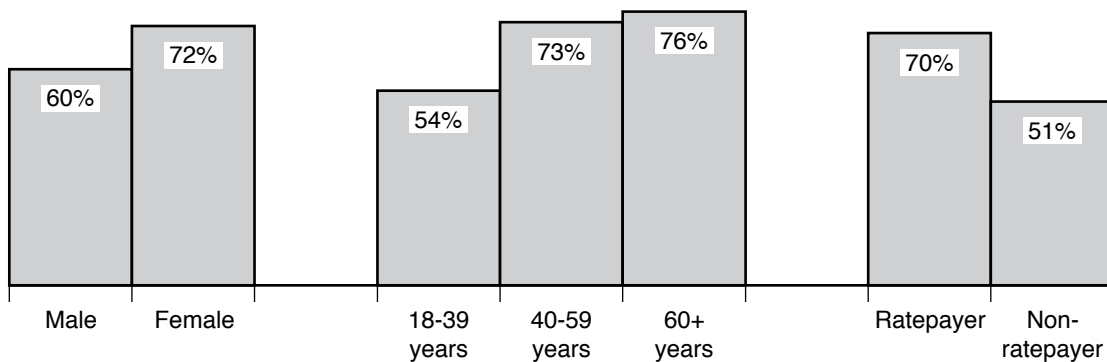
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Ward*



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



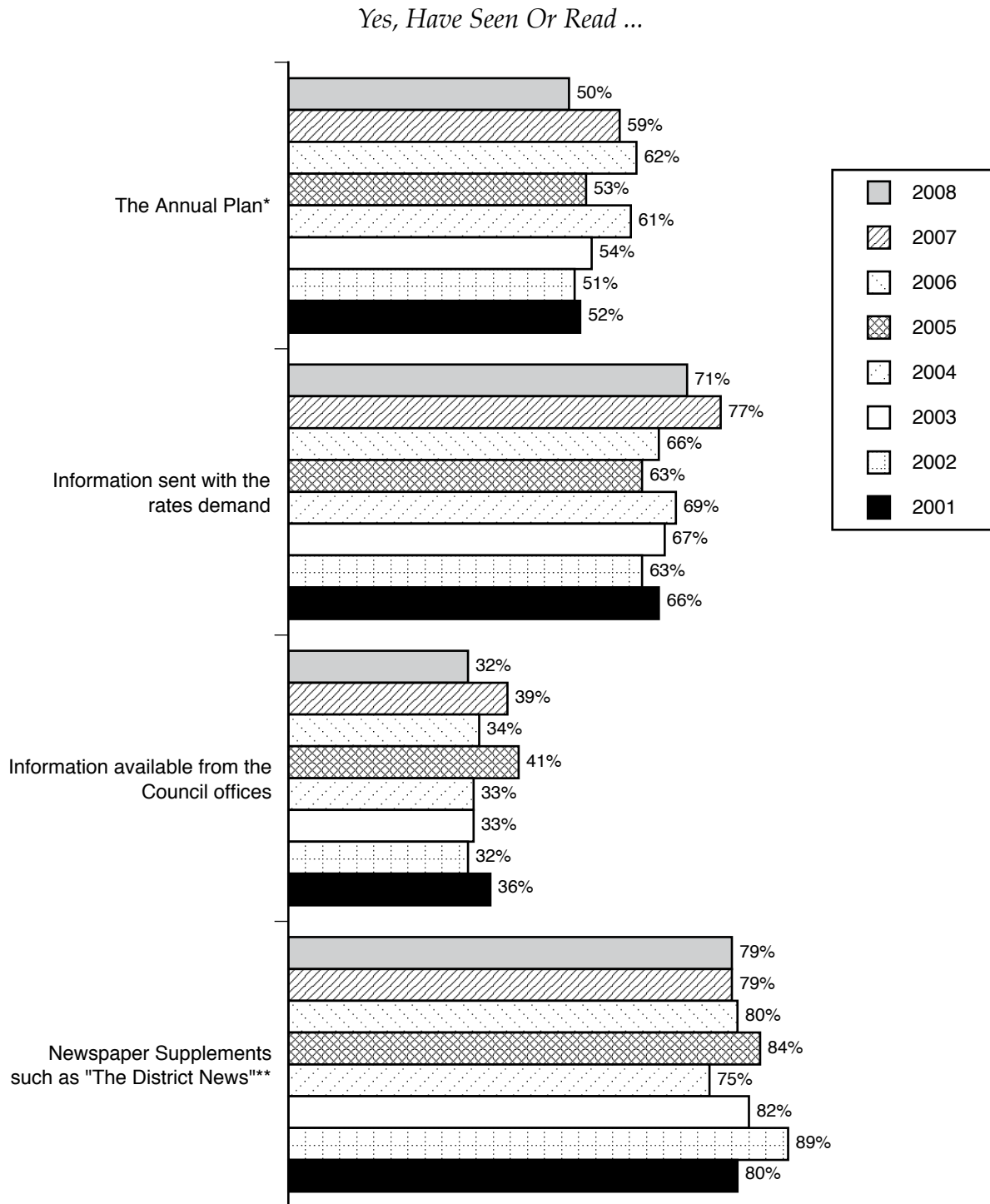
66% of residents who are aware of information about what's going on in the District say they have seen or read, in the last 12 months, information Council publishes specifically for the community (70% in 2007).

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

- 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 (66%) who have seen or read information published by Council were asked to consider what types they have seen/read in the last 12 months.

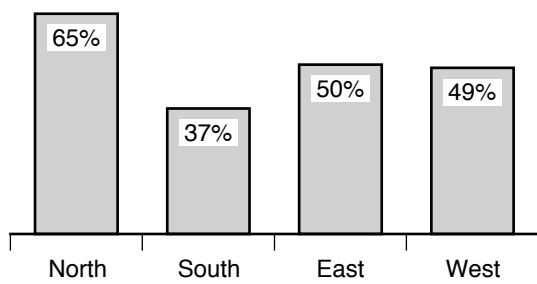


\* in 2006, this was referred to as "The Draft 10 Year Plan"

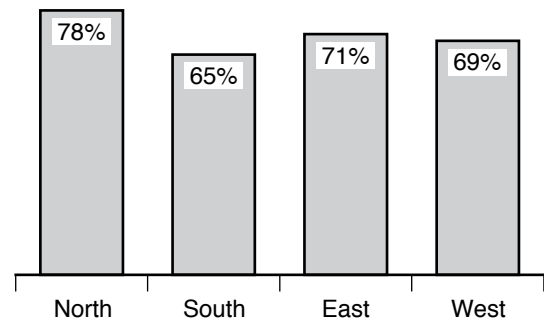
\*\* prior to 2003, only "The District News" was mentioned.  
In 2006, this also included "The Draft 10 Year Plan Summary"

*Yes, Have Seen/Read - By Ward*

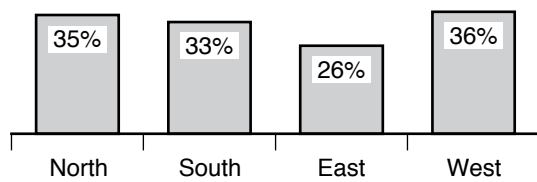
*The Annual Plan*



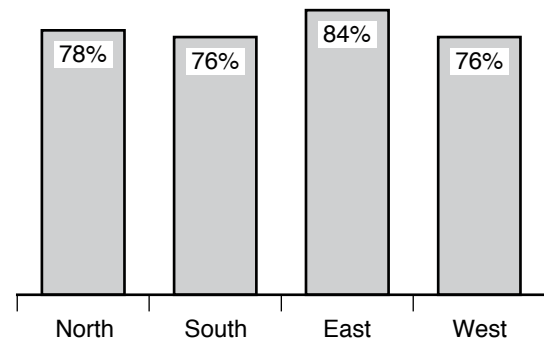
*Information Sent With Rates Demand*



*Information From Council Offices*



*Newspaper Supplements*



Base = 272

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 (71%, 77% in 2007), and/or the Annual Plan (50%, 59% in 2007).

Residents more likely to have read or seen the newspaper supplements are ...

- residents aged 40 years or over,
- residents who live in a one or two person household.

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

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

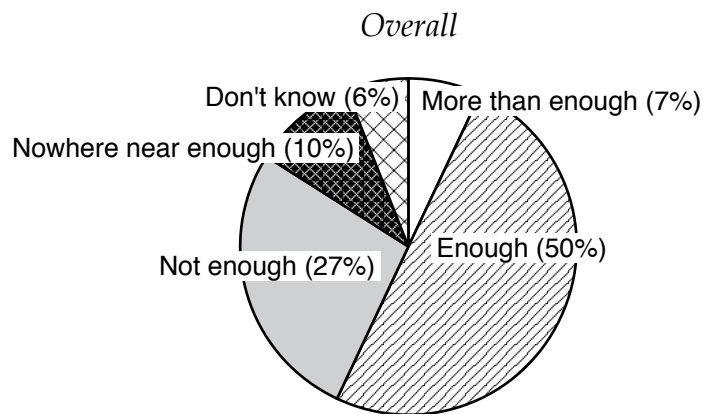
- North Ward residents,
- men,
- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who have read or seen the information available at Council Offices. However, it appears that NZ Maori residents are slightly more likely to have done so, than NZ European residents.



**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 2008 %	Total District 2007 %	Peer Group Average %	National Average %
<u>Percent Who Mentioned ...</u>				
More than enough	7 ] 57	9 ] 67	9 ] 56	8 ] 66
Enough	50 ]	58 ]	47 ]	58 ]
Not enough	27 ] 37	21 ] 27	29 ] 40	23 ] 29
Nowhere near enough	10 ]	6 ]	11 ]	6 ]
Don't know / not sure	6	6	4	5
Total	100	100	100	100

57% of residents feel that there is enough/more than enough information supplied (67% in 2007), with 37% feeling there is not enough/nowhere near enough information supplied (27% in 2007).

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

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

- residents aged 40 years or over, in particular those aged 60 years or over,
- NZ European residents,
- residents with an annual household income of less than \$40,000,
- ratepayers,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

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



## **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 %
<b><u>Overall</u></b>				
<b>Total District</b>				
2008	38	6	41	15
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
<b><u>Comparison</u></b>				
Peer Group Average	39	11	38	12
National Average	33	11	44	12
<b><u>Ward</u></b>				
North	39	6	45	10
South	35	7	39	19
East	37	2	45	16
West	39	10	35	16
<b><u>Age</u></b>				
18-39 years	25	4	49	22
40-59 years	42	8	40	10
60+ years	54	9	27	10
<b><u>Ethnicity</u></b>				
NZ European	40	6	44	10
NZ Maori	27	6	42	25
<b><u>Gender</u></b>				
Male	32	5	44	19
Female*	43	8	38	12

% read across

\* does not add to 100% due to rounding

In terms of how approachable residents feel their Councillors to be, 38% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them. 6% feel they appear reluctant and resistant to comments and requests, with 41% saying the answer lies somewhere between the two (38% in 2007).

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

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

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

## b. 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 %
<b><u>Overall</u></b>							
Total District 2008	2	70	<b>72</b>	13	3	<b>16</b>	12
2007	7	57	<b>64</b>	19	4	<b>23</b>	13
2006	4	66	<b>70</b>	18	3	<b>21</b>	9
<b><u>Ward</u></b>							
North	2	72	<b>74</b>	13	3	<b>16</b>	10
South	3	69	<b>72</b>	14	2	<b>16</b>	12
East	3	77	<b>80</b>	10	1	<b>11</b>	9
West	-	61	<b>61</b>	16	5	<b>21</b>	18
<b><u>Gender</u></b>							
Male	3	72	<b>75</b>	10	4	<b>14</b>	11
Female	1	67	<b>68</b>	<b>17</b>	2	<b>19</b>	13

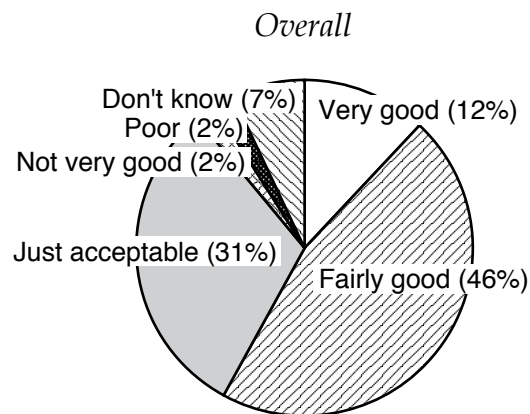
% read across

When asked their impression of the decisions and/or actions of Council in the last 12 months, 72% approve (strongly approve/ approve) compared to 64% in 2007, and 16% disapprove (disapprove/strongly disapprove) (23% in 2007). 12% are unable to comment.

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

- all Ward residents, except West Ward residents,
- men.

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



58% of residents rate the performance of the Mayor and Councillors over the past year as very / fairly good, while 4% rate their performance as not very good / poor (7% in 2007).

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.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who rate the performance of the Mayor and Councillors as very / fairly good.

However, it appears that North Ward residents are slightly more likely to feel this way, than other Ward residents.

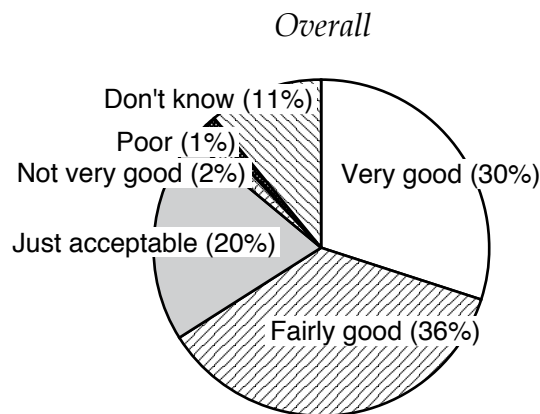
**Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year**

	<b>Rated as ...</b>			
	<b>Very good/ fairly good %</b>	<b>Just acceptable %</b>	<b>Not very good/poor %</b>	<b>Don't know %</b>
<b><u>Overall</u></b>				
<b>Total District 2008</b>	<b>58</b>	<b>31</b>	<b>4</b>	<b>7</b>
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
<b><u>Comparison</u></b>				
Peer Group Average	49	34	13	4
National Average	54	29	11	6
<b><u>Ward</u></b>				
North	67	20	6	7
South	56	32	3	9
East	58	34	3	5
West	52	37	4	7

% read across



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



66% of residents rate the performance of the Council staff as very or fairly good. Rotorua residents rate their own Council staff's performance above Peer Group residents and the nation as a whole. 3% rate their performance as not very good or poor.

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

- NZ European residents,
- residents with an annual household income of less than \$40,000,
- ratepayers.

### 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 %
<b><u>Overall</u></b>				
<b>Total District 2008</b>	<b>66</b>	<b>20</b>	<b>3</b>	<b>11</b>
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
<b><u>Comparison</u></b>				
Peer Group Average	56	26	6	12
National Average	59	23	8	10
<b><u>Ward</u></b>				
North	68	22	1	9
South	64	16	5	15
East	58	29	3	10
West	70	15	4	11
<b><u>Ethnicity</u></b>				
NZ European	70	17	3	10
NZ Maori*	54	31	1	15
<b><u>Household Income</u></b>				
Less than \$40,000 pa*	73	12	2	12
\$40,000 - \$70,000 pa*	63	27	3	8
More than \$70,000 pa	63	21	4	12
<b><u>Ratepayer?</u></b>				
Ratepayer*	68	19	4	10
Non-ratepayer	55	27	1	17

% read across

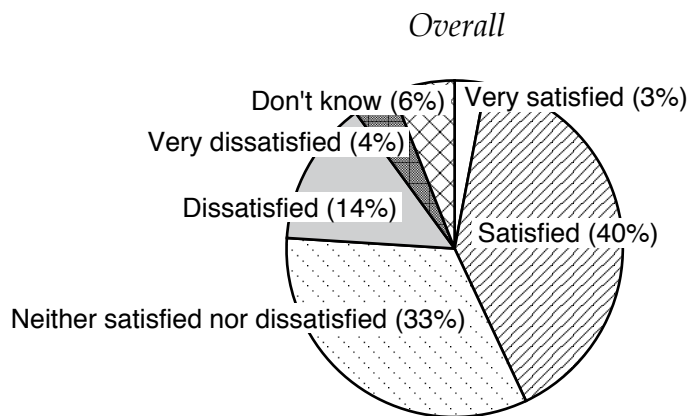
\* does not add to 100% due to rounding



**6. Local Issues**

a. **Council Consultation And Community Involvement**

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



3% of residents are very satisfied with the way Council involves the public in the decisions it makes (7% in 2007), and 40% are satisfied. 4% of residents are very dissatisfied with the process and 14% are dissatisfied (22% in 2007). 6% are unable to comment and 33% are neither satisfied nor dissatisfied (25% in 2007).

The dissatisfied/very dissatisfied reading (18%) is on par with the Peer Group and National Averages and 8% below the 2007 reading.

There are no notable differences between Wards and socio-economic groups, in terms of those residents dissatisfied/very dissatisfied with the way Council involves the public in the decisions it makes. However, it appears that women are slightly more likely, than men, to feel this way.

\* multiple responses allowed

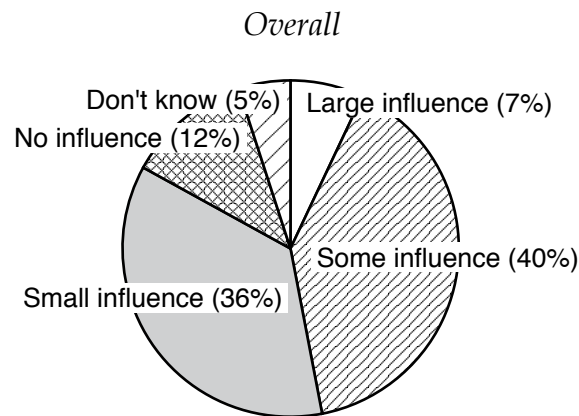
### Satisfaction With The Way Council Involves The Public In The Decisions It Makes

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<b><u>Overall</u></b>								
Total District								
2008	3	40	43	33	14	4	18	6
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
<b><u>Comparison</u></b>								
Peer Group Average								
	6	39	45	28	17	5	22	5
National Average								
	5	41	46	28	19	3	22	4
<b><u>Ward</u></b>								
North								
	4	42	46	27	17	5	22	5
South*								
	4	34	38	39	13	5	18	4
East								
	1	45	46	40	6	3	9	5
West								
	2	40	42	29	20	1	21	8
<b><u>Gender</u></b>								
Male								
	4	40	44	33	11	4	15	8
Female								
	2	41	43	33	16	4	20	4

% read across

\* does not add to 100% due to rounding

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. 36% of residents say the public has a small influence and 12% feel the public has no influence on Council decisions. 5% are unable to comment. These readings are similar to the 2007 results.

Residents more likely to feel the public has a small influence / no influence are ...

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

### 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 %
<b><u>Overall</u></b>								
Total District	2008	7	40	47	36	12	48	5
	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
<b><u>Ward</u></b>								
	North	12	38	50	36	10	46	4
	South	8	43	51	29	13	42	7
	East*	4	41	45	41	9	50	4
	West	3	40	43	39	15	54	3
<b><u>Ratepayer?</u></b>								
	Ratepayer	5	40	45	38	13	51	4
	Non-ratepayer	13	42	55	31	6	37	8
<b><u>Gender</u></b>								
	Male*	6	36	42	42	11	53	4
	Female	8	44	52	30	13	43	5
<b><u>Length of Residence</u></b>								
	Lived there 10 yrs or less	7	47	54	26	13	39	7
	Lived there more than 10 years	7	38	45	40	12	52	3

% read across

\* does not add to 100% due to rounding

## 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 %
<b><u>Overall</u></b>			
<b>Total District</b> 2008	<b>36</b>	<b>64</b>	-
2007	35	65	-
2006	35	65	-
2005	35	65	-
2004	32	68	-
<b><u>Ward</u></b>			
North	40	58	2
South	34	66	-
East	34	66	-
West	35	65	-
<b><u>Age</u></b>			
18-39 years	↓ 27	↑ 72	1
40-59 years	39	61	-
60+ years	↓ 50	↑ 49	1
<b><u>Ethnicity</u></b>			
NZ European	④0	59	1
NZ Maori	27	⑦3	-
<b><u>Length of Residence</u></b>			
Lived there 10 years or less	29	⑦1	-
Lived there more than 10 years*	③9	61	1
<b><u>Household Size*</u></b>			
1-2 person household	④1	58	-
3+ person household	33	⑥7	1

% read across

\* does not add to 100% due to rounding



36% of residents say their household has an emergency kit, while 64% of residents say they do not. These readings are similar to the 2007 results.

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

- residents aged 18 to 59 years, in particular those aged 18 to 39 years,
- NZ Maori residents,
- shorter term residents, those residing in the District 10 years or less,
- residents who live in a three or more person household.

ii. Do Households Have An Emergency Plan?

	Yes %	No %	Don't know %
<b><u>Overall</u></b>			
<b>Total District</b> 2008	39	60	1
2007	36	64	-
2006	33	66	1
2005	39	60	1
2004	37	63	-
<b><u>Ward</u></b>			
North	39	61	-
South	35	64	1
East	40	59	1
West	44	55	1
<b><u>Ratepayer?</u></b>			
Ratepayer	38	62	-
Non-ratepayer	47	52	1

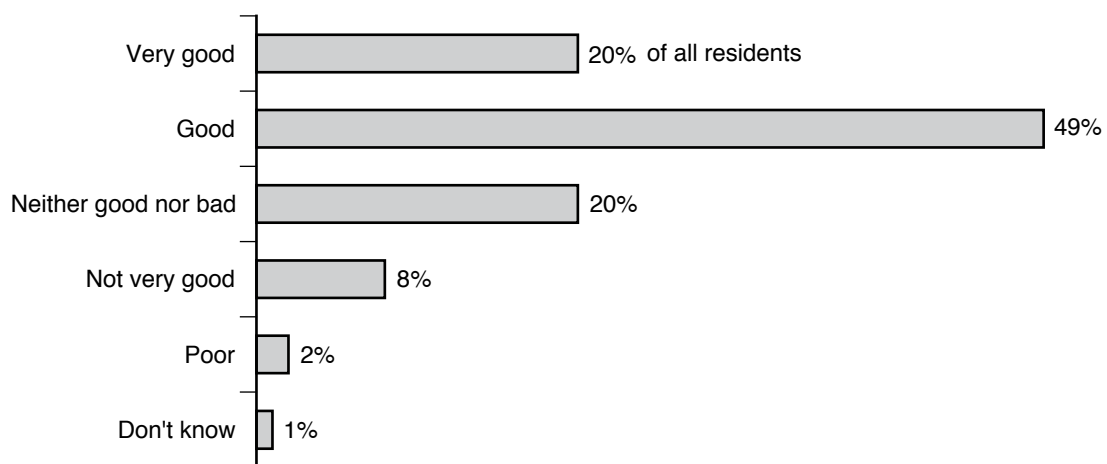
% read across

39% 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 (36% in 2007), while 60% of residents say they do not (64% in 2007).

Ratepayers are more likely to say 'No', than 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 ...



20% of residents rate the community spirit of Rotorua as very good (23% in 2007), with 49% saying it is good. 8% feel it is not very good and 2% say it is poor. 20% of residents rate the District's community spirit as neither good nor bad, and 1% are unable to comment.

The percent saying "very good/ good" (69%) is below the Peer Group Average and on par with the National Average.

Residents aged 18 to 39 years are less likely to rate the community spirit of Rotorua District as "very good/ good", than other age groups.

### 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 %
<b><u>Overall</u></b>								
Total District 2008	20	49	<b>69</b>	20	8	2	<b>10</b>	1
2007	23	49	<b>72</b>	19	6	2	<b>8</b>	1
2006	20	43	<b>63</b>	22	13	1	<b>14</b>	1
<b><u>Comparison</u></b>								
Peer Group Average	26	52	<b>78</b>	14	5	2	<b>7</b>	1
National Average	21	51	<b>72</b>	20	6	1	<b>7</b>	1
<b><u>Ward</u></b>								
North	16	58	<b>74</b>	15	8	3	<b>11</b>	-
South	21	51	<b>72</b>	18	8	1	<b>9</b>	1
East	22	45	<b>67</b>	25	6	1	<b>7</b>	1
West	22	41	<b>63</b>	23	11	3	<b>14</b>	-
<b><u>Age</u></b>								
18-39 years	19	43	<b>62</b>	23	11	4	<b>15</b>	-
40-59 years	24	48	<b>72</b>	19	7	1	<b>8</b>	1
60+ years	16	<b>61</b>	<b>77</b>	16	4	1	<b>5</b>	2

% read across

\* \* \* \* \*

## E. APPENDIX

### Base by Sub-sample

		Actual respondents interviewed**	*Expected numbers according to population distribution
<u>Ward</u>	North	101	105
	South	98	96
	East	103	97
	West	100	104
<u>Age</u>	18-39 years	110	167
	40-59 years	145	151
	60+ years	147	84
<u>Ethnicity</u> <sup>†</sup>	NZ European	308	261
	NZ Maori	55	103

\* 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.

\*\* 199 men and 203 women were interviewed.

† 4 respondents identified themselves as Pacific Islanders, 8 as Asians and 27 as 'Other' ethnicities.

\* \* \* \* \*