

**ROTORUA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
APRIL 2009**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

ROTORUA DISTRICT COUNCIL

APRIL 2009



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NB: Please note the following explanations for this report:

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

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

Arrows, whenever shown, depict a directional trend.

In general, where bases are small (<30), no comparisons have been made.

For small bases, the estimates of results are not statistically reliable due to the high margins of error.

A. SITUATION AND OBJECTIVES

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 - 2009.

In 2009, 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	101
East	100
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; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

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 has the next 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 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 17 April and Tuesday 28 April 2009 (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 1004 interviews conducted in December 2008,
- 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, 2007 and 2008 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

	2009		2008	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Beautification and landscaping	96	3	93	5
Parks, reserves and playgrounds	92	5	91	7
Library service	85	2	86	1
Sportsfields	83	4	86	5
Event and tourism promotion of Rotorua	83	9	85	8
Noise control	82	7	82	8
Roads in the District	82	17	80	19
Footpaths	81	17	75	21
Art & History Museum	80	2	79	2
Rotorua Aquatic Centre	80	7	81	6
Stormwater drainage	75	19	72	24
Dog control	73	22	77	17
Parking in Rotorua City	67	31	63	34
Recycling waste materials	57	41	50	46
Public toilets	50	35	51	33
Promotion of job opportunities	41	15	53	11
Planning and Inspection Services (excluding building inspections)	34	15	38	14
Building inspections	31	17	40	12

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

Percent Very Satisfied - Comparison

	2009 %	2008 %	Peer Group %	National Average %
Library Service	68	68	64	60
Beautification and landscaping of the District	64	66	50	39
Parks, Reserves and Playgrounds	57	56	*56	*52
Art & History Museum	56	57	36	43
Event and Tourism Promotion of Rotorua	53	55	••38	••27
Rotorua Aquatic Centre	50	51	†32	†32
Sportsfields	46	47	††52	††48
Recycling waste materials	29	27	44	42
Control of noise	28	33	29	29
Control of dogs	23	28	34	31
Footpaths	21	23	18	20
Roads in the District	20	22	*18	*18
Stormwater drainage	19	18	24	28
Parking in Rotorua City	15	14	26	25
Public toilets	11	11	25	18
Planning & Inspection Services	10	12	**11	**11
Promotion of job opportunities	9	12	7	7
Building Inspections	8	12	**11	**11

* 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	17	25	25
• roads	17	^{††} 26	^{††} 24
• building inspections	17	*27	*25
• planning and inspection services	15	*27	*25
• promotion of job opportunities	15	20	18
• event and tourism promotion of Rotorua	9	[†] 15	[†] 14
• control of noise	7	13	13
• Rotorua Aquatic Centre	7	**16	**10
• beautification and landscaping	3	11	13

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

** figures based on ratings for public swimming pools

[†] figures based on ratings for tourism promotion

^{††} figures based on ratings for roads, excluding State Highways

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

• recycling waste materials	41	21	13
• public toilets	35	22	25
• stormwater drainage	19	15	14

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

• parking in the CBD	31	31	30
• control of dogs	22	19	19
• parks, reserves and playgrounds	5	*5	*5
• sportsfields	4	••4	••5
• Art & History Museum	2	5	4
• library service	2	2	3

* 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	96	2	2
• water supply	91	9	-
• rubbish collection	90	8	-

88% of residents said the Council provides a piped water supply to their house, and 77% of residents said the Council provides a sewerage system where they live. 96% say the Council provides a regular rubbish collection service, where they live. These readings are similar to last years results.

** for comparative Peer Group & National Average figures for these three services, please see pages 64 to 69

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	80	12	8
Recycling services	77	9	14
An event venue	56	27	17
District Library	63	15	22
Public toilets	49	24	27
Rotorua Aquatic Centre	51	14	35
Sportsfields	50	14	36
Art & History Museum	24	36	40
Contacted Council about dogs	6	23	71
Building inspection services	7	13	80
Planning or inspection services	2	13	85
Contacted Council about noise	5	9	86

Parks, reserves or playgrounds, 92%,

recycling services, 86% (80% in 2008) and

and an event venue, 83%,

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

Rates Issues

88% of residents identify themselves, or a member of their household, as ratepayers (81% in 2008).

Overall, 72% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (78% in 2008), with 22% being not very satisfied (16% in 2008). The not very satisfied reading is similar to the Peer Group and National Averages.

72% of ratepayers are satisfied with the way rates are spent (78% in 2008) and 24% are not very satisfied (19% in 2008).

Contact With Council

58% of residents have contacted the Council offices in some way, either by phone, in person, in writing and/or by email during the last 12 months (53% in 2008). 38% have contacted the Council by phone (37% in 2008), 42% in person (36% in 2008), 7% in writing (9% in 2008) and 7% by email (6% in 2008).

79% of residents who have contacted a Council Office by phone in the last 12 months are satisfied with the service received (72% in 2008), with 84% of residents satisfied when visiting a Council Office in person (82% in 2008). 72% are satisfied when contacting a Council office in writing (64% in 2008) and 77% are satisfied when contacting them by email* (80% in 2008).

Overall, 84% of residents who have contacted the Council offices in the last 12 months are satisfied with the service they received, with 16% being not very satisfied. These readings are similar to the 2008 results.

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

* caution: small base

Information

Newspapers are the main source of information about Council for 83% of District residents (83% in 2008).

37% of residents see the information provided about Council as balanced, neither for nor against Council (33% in 2008), while 16% 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 33% saying it is sometimes in favour / sometimes against Council (40% in 2008).

72% 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 (66% in 2008).

Of those who have seen or read information published by the Council in the last 12 months, 78% have seen / read information from the newspaper supplements such as 'The District News' (79% in 2008), while 77% have read / seen information supplied with their rates demand (71% in 2008) and 67% have read / seen the Annual Plan (50% in 2008).

61% of residents feel there is enough / more than enough information supplied by Council (57% in 2008), while 34% of residents feel there is not enough / nowhere near enough information supplied (37% in 2008).

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, 39% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them. Rotorua District residents are similar to New Zealanders on average and slightly below their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

b. Impressions of Council Decisions/Actions

66% of residents approve (strongly approve / approve) of the decisions and / or actions of Council in the last 12 months (72% in 2008), while 23% disapprove (disapprove / strongly disapprove), compared to 16% in 2008.

c. Performance Rating Of The Mayor and Councillors

59% of residents rate the performance of the Mayor and Councillors as very / fairly good (58% in 2008). 7% rate their performance as not very good / poor (4% in 2008).

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

d. Performance Rating Of The Council Staff

67% of residents rate the performance of the Council staff as very good or fairly good. 5% rate their performance as not very good or poor. These readings are similar to the 2008 results.

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

Local Issues

Council Consultation And Community Involvement

5% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 42% are satisfied. 6% of residents are very dissatisfied and 16% are dissatisfied. These readings are similar to the 2008 results.

2% are unable to comment (6% in 2008) and 29% are neither satisfied nor dissatisfied (33% in 2008).

The dissatisfied/very dissatisfied reading (22%) is similar to the Peer Group and National Averages.

5% of residents feel the public has a large influence on the decisions that Council makes, while 37% think they have some influence (40% in 2008). 43% of residents say the public has a small influence (36% in 2008) and 11% feel the public has no influence on Council decisions. 4% are unable to comment.

Emergency Management

44% of residents say their household has an emergency kit (36% in 2008), while 56% of residents say they do not (64% in 2008).

43% 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 (39% in 2008), while 56% of residents say they don't (60% in 2008).

Community Spirit

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

Very good	25% of all residents (20% in 2008)
Good	40% (49% in 2008)
Neither good nor bad	20% (20% in 2008)
Not very good	12% (8% in 2008)
Poor	2% (2% in 2008)
Don't know	1% (1% in 2008)

The percent saying "very good/ good" (65%) is below the Peer Group and National Averages.

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 66% and 92% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2006 Census data.

In this group are ...

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

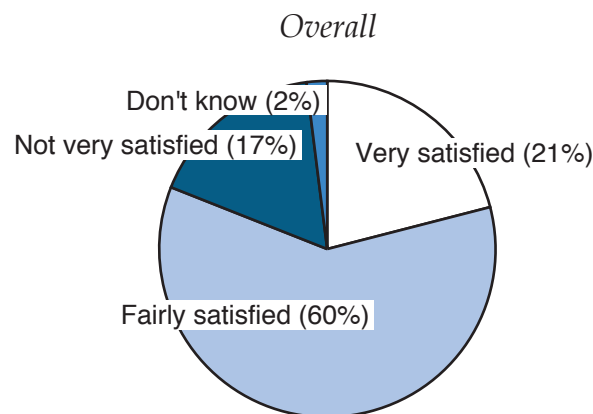


1. Council Services/Facilities

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 2009, 81% of residents are satisfied with footpaths (75% in 2008), while 17% are not very satisfied.

The percent not very satisfied compares favourably with the Peer Group and National Averages and is on par with the 2008 reading.

Residents more likely to be not very satisfied with footpaths are ...

- NZ European residents,
- residents aged 40 years or over, in particular those aged 60 years or over,
- residents with an annual household income of less than \$40,000.

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 %
<u>Overall</u>					
Total District 2009	21	60	81	17	2
2008	23	52	75	21	4
2007	24	57	81	15	4
2006	23	58	81	15	4
2005	24	57	81	16	3
2004	26	56	82	16	2
2003	33	48	81	16	3
2002	29	54	83	15	2
2001	33	46	79	18	3
2000	37	49	86	12	2
<u>Comparison</u>					
Peer Group (Provincial)	18	52	70	25	5
National Average	20	51	71	25	4
<u>Ward</u>					
North	26	54	80	17	3
South	13	70	83	15	2
East	22	54	76	24	-
West	22	61	83	15	2
<u>Age</u>					
18-39 years [†]	25	66	91	8	2
40-59 years	20	58	78	20	2
60+ years	16	52	68	30	2
<u>Ethnicity</u>					
NZ European	18	59	77	20	3
NZ Maori	24	66	90	10	-
<u>Household Income</u>					
Less than \$40,000 pa	18	53	71	25	4
\$40,000 - \$70,000 pa	20	66	86	12	2
More than \$70,000 pa	25	60	85	14	1

% read across

[†] does not add to 100% due to rounding

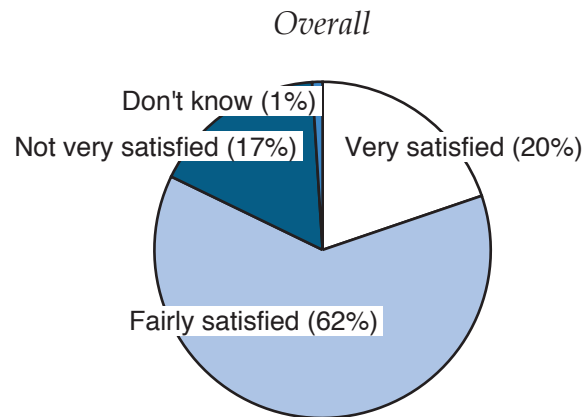
Summary Table: Main Reasons* For Being Not Very Satisfied With Footpaths

	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Uneven/bumpy/broken/rough/potholes	7	6	10	11	4
Lack of maintenance/need upgrading/ in poor condition	7	6	8	7	6
No footpaths/not enough footpaths	3	6	-	2	5
Footpaths only on one side/partial footpaths	2	-	3	4	3

* multiple responses allowed

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

ii. Roads In The District



82% of residents are satisfied with roads in the District, while 17% are not very satisfied. These readings are similar to the 2008 results.

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

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

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

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

Satisfaction With Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	20	62	82	17	1
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	-
<u>Comparison</u> [†]					
Peer Group (Provincial)	18	56	74	26	-
National Average	18	58	76	24	-
<u>Ward</u>					
North	18	62	80	19	1
South	16	65	81	18	1
East	22	63	85	13	2
West	23	60	83	17	-
<u>Gender</u>					
Male	21	65	86	14	-
Female	19	60	79	20	1

% read across

[†] Peer Group and National Average ratings refers to roads, excluding State Highways

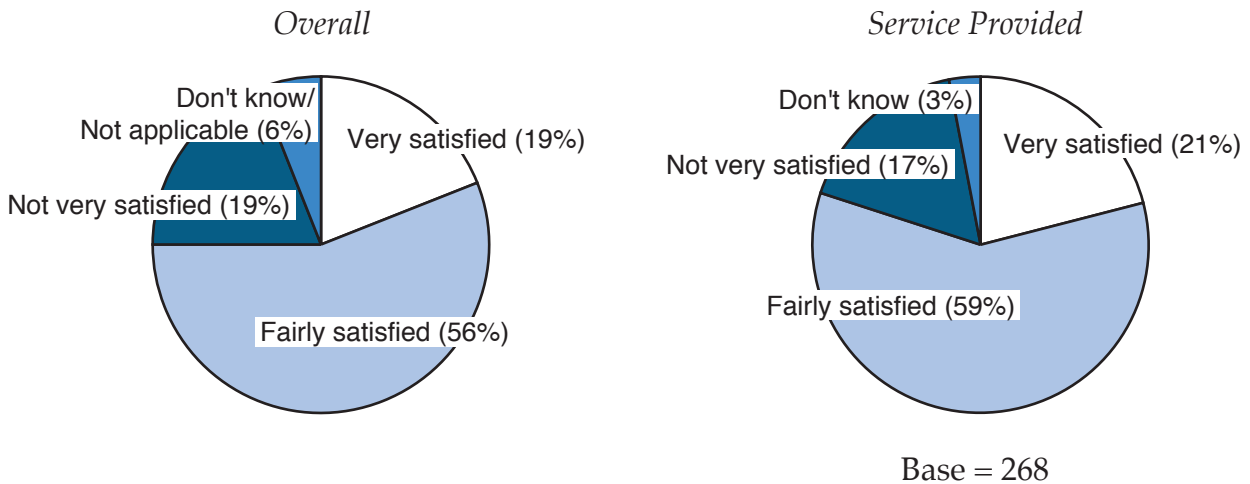
**Summary Table:
Main Reasons* For Being Not Very Satisfied With Roads In The District**

	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Potholes/uneven/rough/bumpy	5	5	5	4	5
Poor quality of work/materials used/patching	4	6	5	2	3
Traffic issues/speeding/congestion	4	4	2	2	6
Poor condition/lack maintenance/ need upgrading/	3	3	3	3	5

* multiple responses allowed

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

iii. Stormwater Drainage



75% of Rotorua District residents are satisfied with stormwater drainage (72% in 2008), while 19% are not very satisfied. 6% are unable to comment.

The percentage not very satisfied is on par with the Peer Group Average, slightly above the National Average and 5% below last year's reading.

63% of residents have a piped stormwater collection (66% in 2008). Of these 80% (73% in 2008) are satisfied and 17% not very satisfied (26% in 2008).

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

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

- flooding / surface flooding,
- blockages / leaves / drains need cleaning,
- inadequate system / drains can't cope.

Satisfaction With Stormwater Drainage

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	19	56	75	19	6
2008	18	54	72	24	4
2007	27	53	80	14	6
2006	22	57	79	16	5
2005	19	55	74	20	6
2004	21	60	81	12	7
2003	24	57	81	12	7
2002	24	50	74	20	6
2001	29	46	75	18	7
2000	27	45	72	22	6
Service Provided	21	59	80	17	3
<u>Comparison</u>					
Peer Group (Provincial)	24	45	69	15	16
National Average	28	49	77	14	9
<u>Ward</u>					
North [†]	19	57	76	19	6
South	13	60	73	16	11
East	20	56	76	16	8
West	23	52	75	22	3
<u>Ratepayer?</u>					
Ratepayer	19	56	75	20	5
Non-ratepayer	19	58	77	7	16

% read across

[†] does not add to 100% due to rounding

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

	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Flooding/surface flooding	12	10	12	11	16
Blockages/leaves/drains need cleaning	4	7	3	6	3
Inadequate system/drains can't cope	3	1	1	5	4

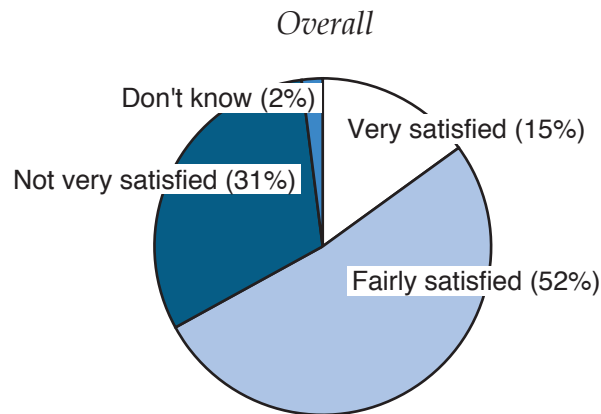
* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 75%

Receivers of Service = 80%

iv. Parking In Rotorua City



67% of residents are satisfied with parking in Rotorua City (63% in 2008), with 31% 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 on par with the 2008 reading.

NZ Maori residents are more likely to be not very satisfied with parking in Rotorua City, than NZ European residents.

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

- not enough parking,
- cost of parking/parking meters/need more free parking,
- cramped/difficult access/spaces too close/too small,
- roads too narrow/narrow due to parking in the middle,
- not enough long term parking/parking for workers/all day.

Satisfaction With Parking In Rotorua City

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	15	52	67	31	2
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
<u>Comparison</u>					
Peer Group (Provincial)	26	42	68	31	1
National Average	25	42	67	30	3
<u>Ward</u>					
North	17	44	61	37	2
South	18	50	68	30	2
East	15	57	72	25	3
West	12	58	70	30	-
<u>Ethnicity</u>					
NZ European	17	52	69	29	2
NZ Maori	11	49	60	39	1

% read across

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

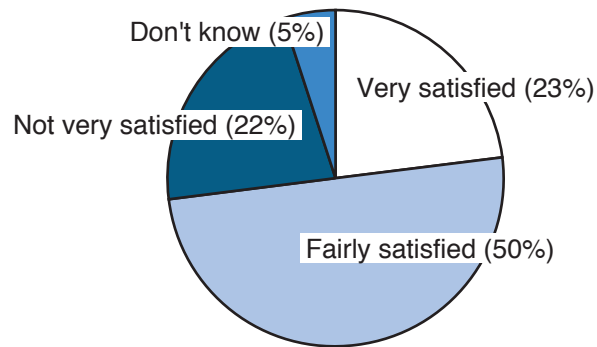
	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Not enough parking	14	18	13	5	16
Cost of parking/parking meters/ need more free parking	6	13	5	4	3
Cramped/difficult access/spaces too close/ too small	4	4	5	1	3
Road too narrow/narrow due to parking in the middle	3	-	3	3	7
Not enough long term parking/ parking for workers/all day	3	4	2	7	2

* multiple responses allowed

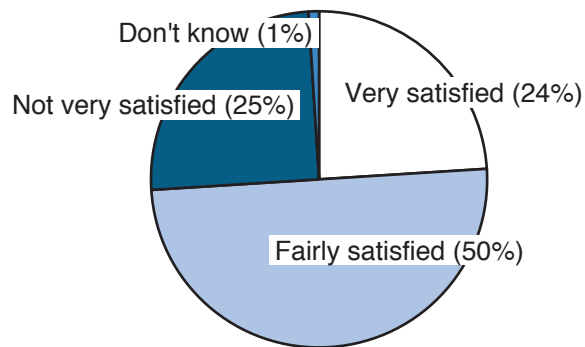
<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 67%</p>

v. Control Of Dogs

Overall

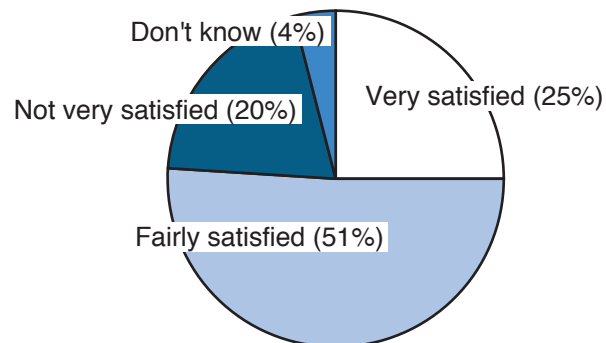


Contacted Council About Dogs



Base = 106

Dog Owners



Base = 140

73% of residents are satisfied with dog control (77% in 2008), while 22% are not very satisfied and 5% are unable to comment.

The percent not very satisfied is on par with the Peer Group and National Averages and 5% below the 2008 reading.

29% of Rotorua households have contacted Council about dogs in the last 12 months (24% in 2008), while 39% of residents are dog owners (36% in 2008).

76% of dog owners are satisfied (86% in 2008), while 74% of residents whose household has contacted Council about dogs feel this way (81% in 2008).

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

- women,
- residents aged 18 to 39 years,
- residents with an annual household income of \$40,000 to \$70,000.

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

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

- too many roaming/uncontrolled dogs,
- danger to people and other animals,
- poor service/rangers could do a better job,
- need more control/policing/need to be stricter.

Satisfaction With Control Of Dogs

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	23	50	73	22	5
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	24	50	74	25	1
Dog Owners	25	51	76	20	4
<u>Comparison</u>					
Peer Group (Provincial)	34	50	74	19	6
National Average	31	46	77	19	4
<u>Ward</u>					
North	22	58	80	19	1
South	20	45	65	25	10
East	29	52	81	11	8
West [†]	21	44	65	32	2
<u>Gender</u>					
Male	18	58	76	18	6
Female	28	41	69	27	4
<u>Age</u>					
18-39 years [†]	20	46	66	30	3
40-59 years	20	58	78	18	4
60+ years	32	41	73	17	10
<u>Household Income</u>					
Less than \$40,000 pa	31	41	72	19	9
\$40,000 - \$70,000 pa [†]	19	43	62	35	4
More than \$70,000 pa	23	59	82	15	3

% read across

* does not add to 100% due to rounding

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

	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Too many roaming / uncontrolled dogs	14	10	17	3	21
Danger to people and other animals	5	5	5	1	6
Poor service / rangers could do a better job	3	2	5	-	5
Need more control / policing / need to be stricter	3	1	-	6	5

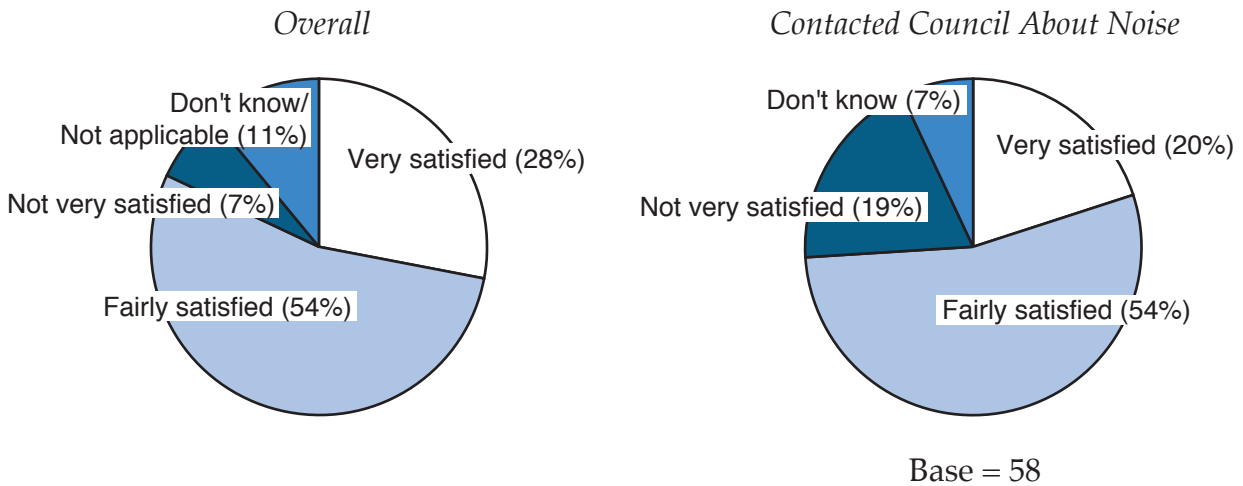
* multiple responses allowed

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

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 73%
 Contacted Council = 74%
 Dog Owners = 76%

vi. Control Of Noise



82% of residents overall are satisfied with noise control, including 28% who are very satisfied (33% in 2008). 7% are not very satisfied and 11% are unable to comment.

The percent not very satisfied is slightly below the Peer Group and National Averages and similar to the 2008 reading.

14% of households have contacted Council about noise control in the last 12 months. Of these, 74% are satisfied (64% in 2008) and 19% are not very satisfied (32% in 2008). For a base of 58, the margin of error is $\pm 12.9\%$.

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

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

- lack of response/ action, mentioned by 2% of all residents,
- noisy vehicles/ road noise/ speeding cars, 2%,
- too much control/ too strict/ lack of evidence of noise, 2%.

* multiple responses allowed

Satisfaction With Noise Control

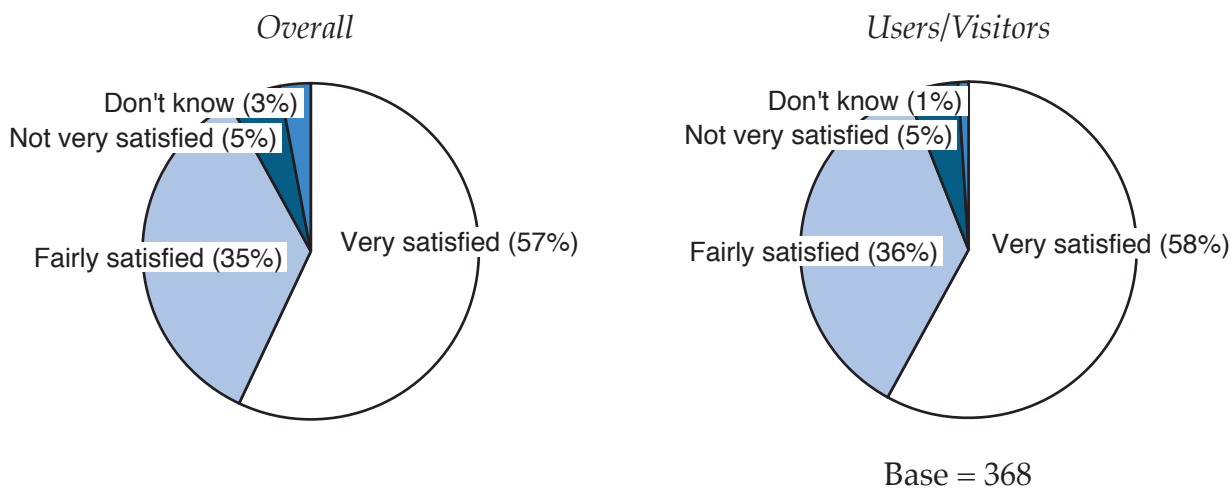
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	28	54	82	7	11
2008	33	49	82	8	10
2007	32	48	80	8	12
2006	30	53	83	8	9
2005	32	54	86	6	8
2004	31	49	80	8	12
2003	33	47	80	7	13
2002	38	39	77	9	14
2001	34	39	73	9	18
2000	39	37	76	7	17
Contacted Council About Noise	20	54	74	19	7
<u>Comparison</u>					
Peer Group (Provincial)	29	44	73	13	14
National Average	29	48	77	13	10
<u>Ward</u>					
North [†]	38	49	87	5	9
South [†]	19	62	81	7	13
East	27	57	84	5	11
West	29	50	79	12	9

% read across

* does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:	
Total District	= 82%
Contacted Council	= 74%

vii. Parks, Reserves And Playgrounds



92% of all residents are satisfied with parks, reserves and playgrounds, with 57% being very satisfied. 5% of residents are not very satisfied with these facilities. These readings are similar to the 2008 results.

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

92% of households say they have used or visited parks, reserves or playgrounds in the last 12 months, with 94% of these residents being satisfied.

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

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,
- need more / better equipment in playgrounds, 2%,
- improvements needed, 1%.

* multiple responses allowed

Satisfaction With Parks, Reserves And Playgrounds

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2009	57	35	92	5	3
2008	56	35	91	7	2
2007	56	33	89	8	3
2006	56	36	92	5	3
2005	59	32	91	6	3
2004	48	43	91	6	3
2003	58	33	91	6	3
2002	57	28	85	9	6
2001	61	28	89	9	2
2000	62	27	89	8	3
Users/Visitors	58	36	94	5	1
<u>Comparison**</u>					
Peer Group (Provincial)	56	35	91	5	4
National Average	52	40	92	5	3
<u>Ward</u>					
North	64	33	97	-	3
South [†]	46	44	90	5	4
East	51	39	90	8	2
West	64	28	92	7	1
<u>Gender</u>					
Male	57	39	96	2	2
Female [†]	56	32	88	8	3

% read across

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

** Peer Group and National Average ratings are an average, as parks and reserves, and sportsfields and playgrounds were asked separately in the 2008 National Communitrak™ survey.

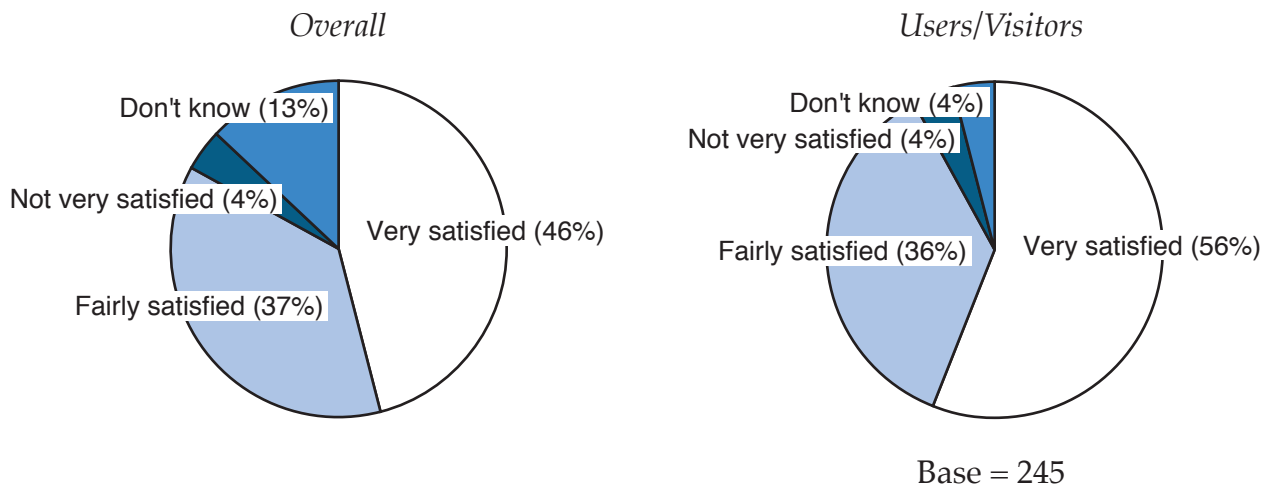
† does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 92%

Users/Visitors = 94%

viii. Sportsfields



83% of Rotorua District residents are satisfied with sportsfields (86% in 2008), including 46% who are very satisfied. 4% are not very satisfied and 13% are unable to comment (9% in 2008).

The percent not very satisfied is similar to the Peer Group and National Averages for sportsfields and playgrounds, and the 2008 reading.

64% of households say they have used or visited a sportsfield in the last 12 months (67% in 2008). Of these, 92% are satisfied and 4% not very satisfied.

There are no notable differences between Wards and between 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:

- poor drainage/ground conditions, mentioned by 2% of all residents,
- need more/better facilities/need upgrading, 1%,
- need better maintenance/looked after better, 1%,
- not enough sportsfields, 1%.

* multiple responses allowed

Satisfaction With Sportsfields

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2009	46	37	83	4	13
2008	47	39	86	5	9
2007	47	37	84	4	12
Users/Visitors	56	36	92	4	4
<u>Comparison[†]</u>					
Peer Group (Provincial)	52	38	90	4	6
National Average	48	42	90	5	5
<u>Ward</u>					
North	48	30	78	2	20
South	44	39	83	9	8
East	39	45	84	3	13
West	52	36	88	1	11

% read across

* Prior to 2007, not asked separately.

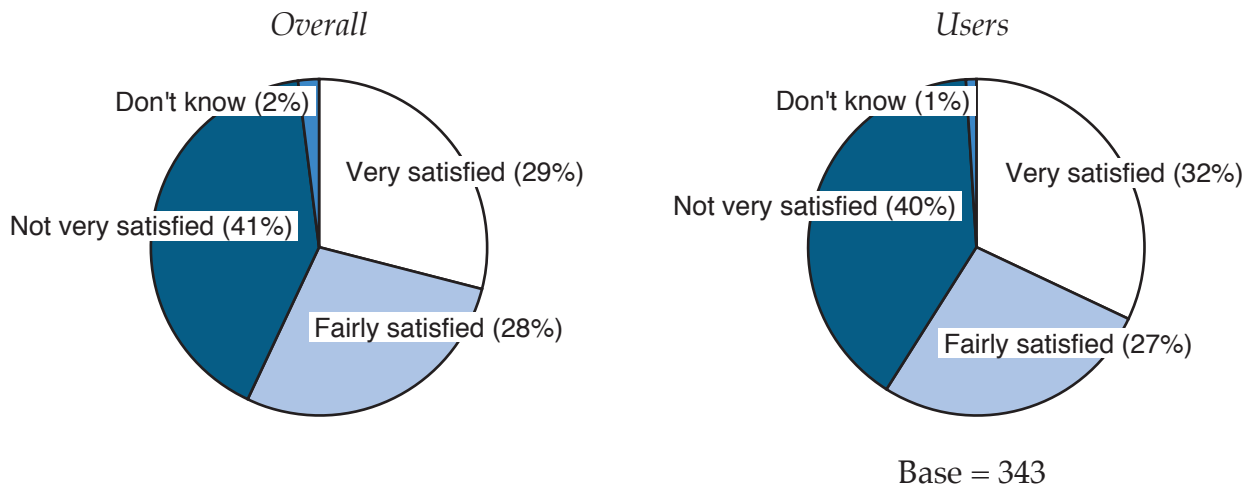
[†] Peer Group and National Average ratings refer to sportsfields and playgrounds.

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 83%

Users/Visitors = 92%

ix. Recycling Waste Materials



57% of residents are satisfied with the District's recycling of waste materials (50% in 2008), including 29% who are very satisfied. 41% are not very satisfied and 2% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages and 5% below the 2008 reading.

86% of households have used the Council's recycling services in the last year (80% in 2008). Of these, 59% are satisfied and 40% not very satisfied.

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

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

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

- need kerbside recycling / bins,
- need more recycling centres / depots / too far away / have to take it there,
- improve facilities / service at recycling centres / depots,
- could do more.

Satisfaction With Recycling Waste Materials

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
<u>Overall*</u>						
Total District	2009	29	28	57	41	2
	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	27	59	40	1
<u>Comparison</u>						
Peer Group (Provincial)		44	33	77	21	2
National Average		42	42	84	13	3
<u>Ward</u>						
North		28	25	53	43	4
South		33	26	59	39	2
East†		23	29	52	47	2
West		32	30	62	36	2
<u>Age</u>						
18-39 years		29	28	57	42	1
40-59 years		27	24	51	46	3
60+ years		34	32	66	29	5
<u>Ethnicity</u>						
NZ European		26	24	50	47	3
NZ Maori		36	35	71	28	1
<u>Household Income</u>						
Less than \$40,000 pa		33	32	65	30	5
\$40,000 - \$70,000 pa†		29	22	51	46	2
More than \$70,000 pa		27	27	54	45	1

% read across

* not asked in 2000

† does not add to 100% due to rounding

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

	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Need kerbside recycling/bins	31	32	27	36	31
Need more recycling centres/depots/ too far away/have to take it there	9	9	10	9	8
Improve facilities/service at recycling centres/depots	6	6	5	7	5
Could do more	5	2	5	9	4

* multiple responses allowed

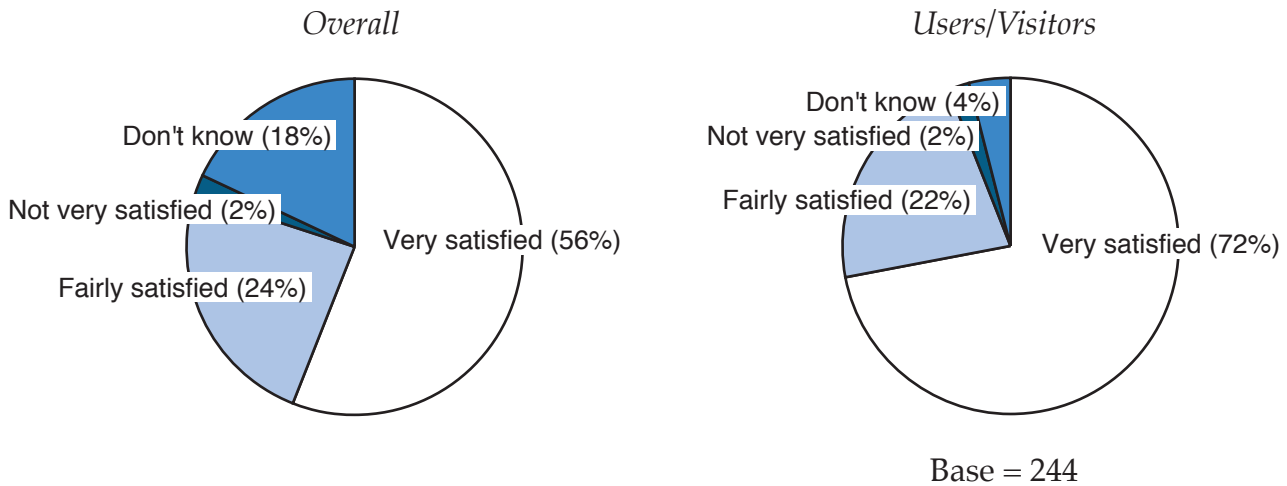
NB: no other reason is mentioned by more than 2% of all residents

Recommended Satisfaction Measures For Reporting Purposes:	
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Total District	=	57%
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Users	=	59%
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x. Art And History Museum



80% of residents overall are satisfied with the Art and History Museum, with 56% being very satisfied. 18% are unable to comment. These readings are similar to the 2008 results.

The percent not very satisfied (2%) is similar to the 2008 measure and the National Average and on par with the Peer Group Average.

60% 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 (94%), than residents overall, while being less likely to be unable to comment (4%).

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

The reasons* for being not very satisfied with the Art and History Museum are ...

- not much there / need more variety, mentioned by 1% of all residents,
- others, 1%.

* multiple responses allowed

Satisfaction With Art And History Museum

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	56	24	80	2	18
2008	57	22	79	2	19
2007	56	23	79	1	20
2006	57	25	82	2	16
2005	53	25	78	1	21
2004	49	22	71	2	27
2003	52	23	75	1	24
2002	56	21	75	2	21
2001	57	18	75	5	20
2000	43	25	78	4	28
Users/Visitors	72	22	94	2	4
<u>Comparison</u>					
Peer Group (Provincial)	36	31	67	5	28
National Average	43	27	70	4	26
<u>Ward</u>					
North	54	20	74	3	23
South	52	24	76	3	22
East	62	25	87	-	13
West	56	28	84	2	14

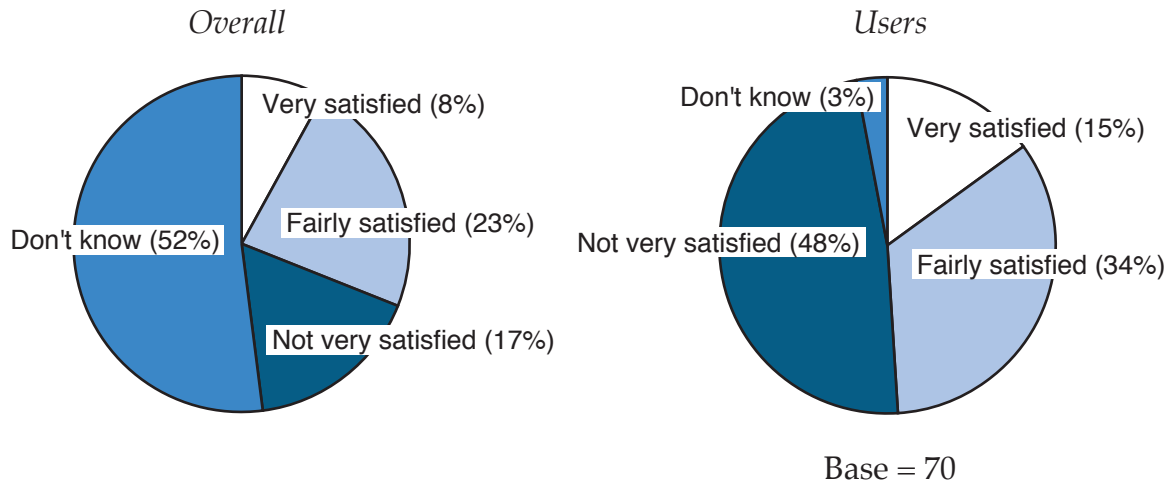
% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 80%

Users/Visitors = 94%

xi. Building Inspections



31% of residents are satisfied with building inspections (40% in 2008), while 17% are not very satisfied.

A significant percentage, 52%, are unable to comment (48% in 2008), and this is probably due to only 20% of households saying they have used building inspection services in the last 12 months. Of these, 47% are satisfied (64% in 2008) and 48% not very satisfied (28% in 2008).

The percent not very satisfied (17% of all residents) is below the Peer Group and National Averages for town planning/ planning and inspection services, and 5% above last year's reading.

Residents more likely to be not very satisfied with building inspections are ...

- men,
- residents aged 40 to 59 years,
- residents with an annual household income of more than \$70,000,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

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

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

Satisfaction With Building Inspections

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
<u>Overall*</u>						
Total District	2009	8	23	31	17	52
	2008	12	28	40	12	48
	2007	14	25	39	12	49
	2006	14	27	41	8	51
	2005	18	30	48	7	45
	2004	10	29	39	4	57
	2003	20	24	44	7	49
	2002	15	28	43	6	51
	2001	18	22	40	7	53
Users		15	34	49	48	3
<u>Comparison**</u>						
Peer Group (Provincial)		11	42	53	27	20
National Average		11	41	52	25	23
<u>Ward</u>						
North [†]		7	16	23	19	59
South		7	34	41	15	44
East		6	27	33	15	52
West		12	17	29	19	52
<u>Gender</u>						
Male		8	25	33	22	45
Female		8	21	29	12	59
<u>Age</u>						
18-39 years		7	26	33	14	53
40-59 years		8	23	31	23	46
60+ years		9	18	27	13	60
<u>Household Income</u>						
Less than \$40,000 pa		12	19	31	10	59
\$40,000 - \$70,000 pa		4	26	30	15	55
More than \$70,000 pa [†]		10	25	35	24	42
<u>Length of Residence</u>						
Lived there 10 years or less		8	22	30	9	61
Lived there more than 10 years		8	24	32	20	48
<u>Ratepayer?</u>						
Ratepayer [†]		8	22	30	19	52
Non-ratepayer		8	34	42	6	52

% 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 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Too expensive	6	7	4	5	8
Over-regulated/ too strict/ too much bureaucracy/ red tape	6	4	6	5	7
Slow service/ time delays	6	8	6	3	5

* multiple responses allowed

NB: no other reason is mentioned by more than 3% of all residents

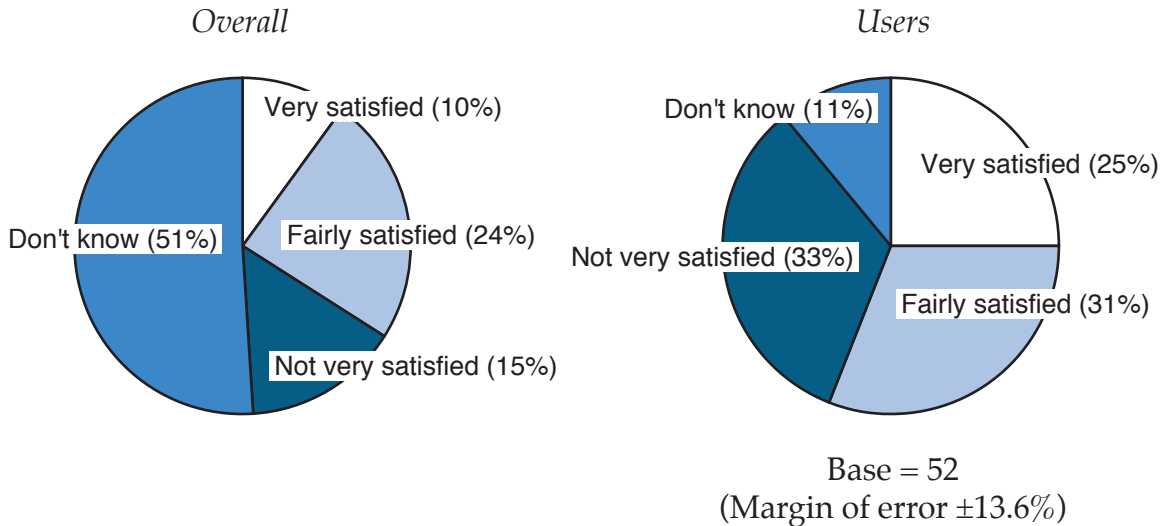
Recommended Satisfaction Measures For Reporting Purposes:

Total District = 31%

Users = 49%

xii. Planning And Inspection Services

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



34% of all residents are satisfied with planning and inspection services (38% in 2008), while 15% are not very satisfied. 51% of residents are unable to comment (48% in 2008) and it appears that this may be because 85% of households have not used planning or inspection services in the last 12 months (89% in 2008).

The percent not very satisfied is below the Peer Group and National Averages for town planning / planning and inspection services and similar to the 2008 reading.

Of the "users", 56% are satisfied and 33% are not very satisfied with planning or inspection services.

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

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

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

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

- over-regulated / too much red tape / restrictive,
- too expensive / cost involved,
- slow service.

Satisfaction With Planning & Inspection Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
<u>Overall*</u>						
Total District	2009	10	24	34	15	51
	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		25	31	56	33	11
<u>Comparison**</u>						
Peer Group (Provincial)		11	42	53	27	20
National Average		11	41	52	25	23
<u>Ward</u>						
North		8	21	29	23	48
South		10	34	44	11	45
East		4	27	31	14	55
West†		17	15	32	11	56
<u>Age</u>						
18-39 years		14	27	41	8	51
40-59 years†		8	26	34	19	46
60+ years		6	14	20	20	60
<u>Household Size</u>						
1-2 person household size		6	21	27	19	54
3+ person household size		13	26	39	12	49
<u>Ratepayer?</u>						
Ratepayer		10	23	33	16	51
Non-ratepayer		13	30	43	6	51

% 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 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Over-regulated/too much red tape/restrictive	5	8	4	5	5
Too expensive/cost involved	5	5	5	6	5
Slow service	5	9	5	5	1

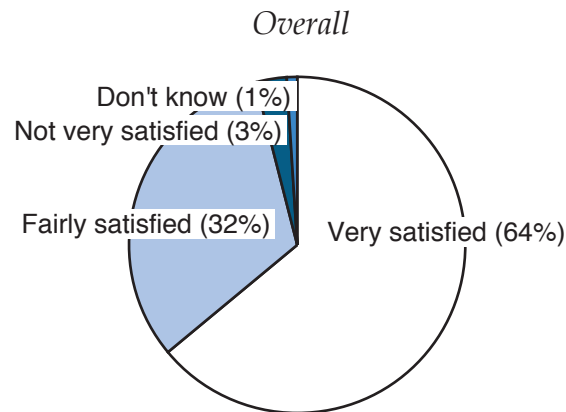
* multiple responses allowed

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

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 34%
Users = 56%

xiii. Beautification And Landscaping Of The District



96% of Rotorua District residents are satisfied with the beautification and landscaping of the District (93% in 2008), including 64% who are very satisfied.

The percent not very satisfied, 3%, is below the Peer Group and National Averages and similar to the 2008 reading.

There are no notable differences between Wards and between 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 ...

- other areas / suburbs need more attention / upkeep, mentioned by 2% of all residents.
- entrance into Rotorua needs improving, 1%.

* multiple responses allowed

Satisfaction With Beautification And Landscaping Of The District

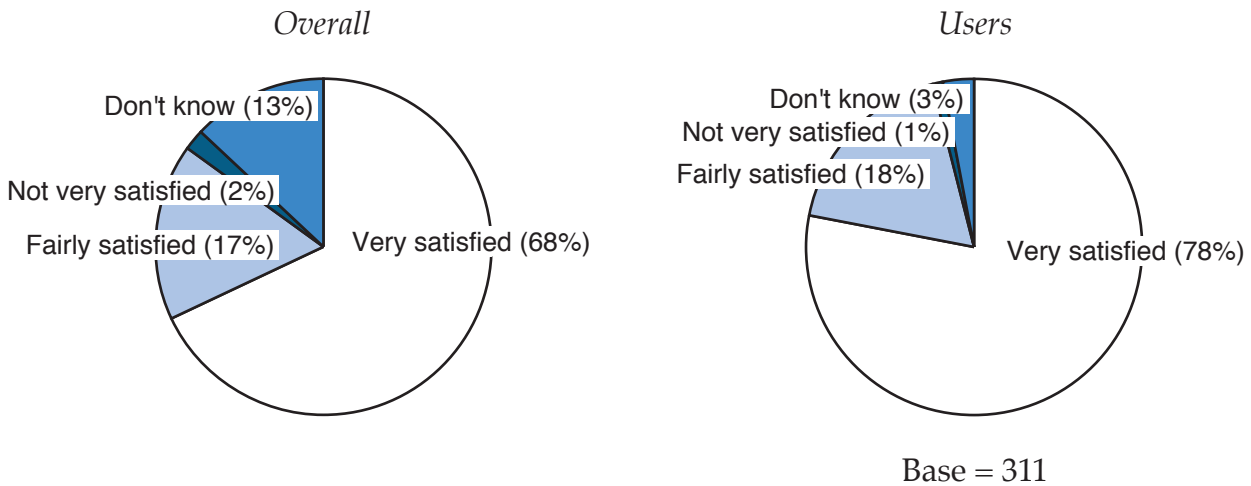
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	64	32	96	3	1
2008	66	27	93	5	2
2007	71	23	94	3	3
2006	68	29	97	3	-
2005	67	25	92	7	1
2004	69	26	95	3	2
2003	75	21	96	3	1
2002	76	20	96	3	1
2001	73	19	92	6	2
2000	76	18	94	5	1
<u>Comparison</u>					
Peer Group (Provincial)	50	37	87	11	2
National Average	39	46	85	13	2
<u>Ward</u>					
North	67	26	93	6	1
South [†]	55	41	96	1	2
East	72	25	97	3	-
West	61	35	96	1	3

% read across

[†] does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 96%

xiv. Library Service



Overall, 85% of residents are satisfied with the library service, with 68% being very satisfied, while 13% are unable to comment. These readings are similar to the 2008 results.

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

78% of households have used a District Library in the last 12 months (69% in 2008) and, of these, 96% are satisfied, including 78% who are very satisfied, with 1% not very satisfied.

There are no notable differences between Wards and between 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 ...

- the charge, mentioned by 1% of all residents,
- others, 2%.

* multiple responses allowed

Satisfaction With Library Service

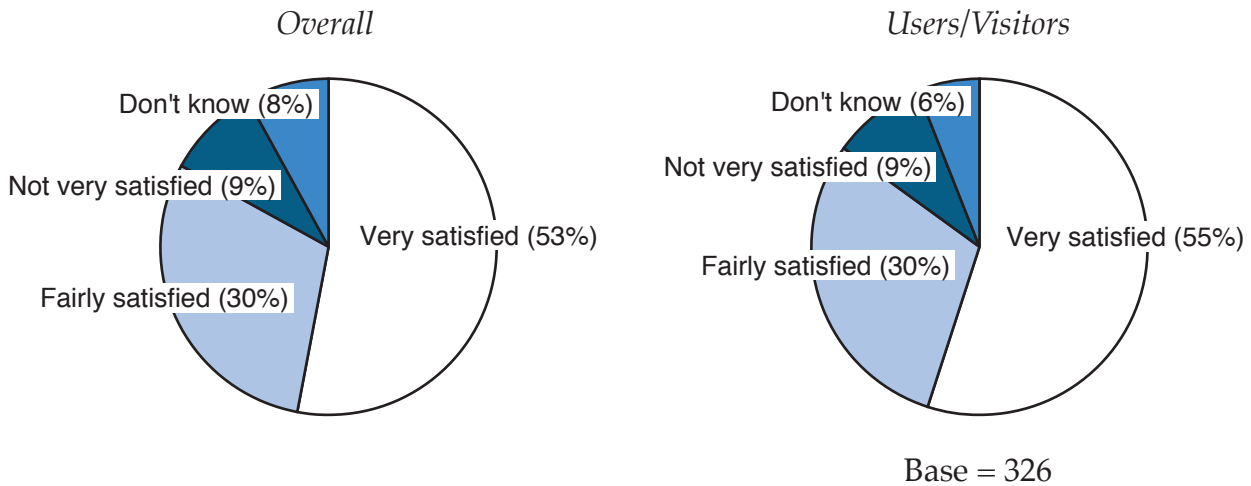
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	68	17	85	2	13
2008	68	18	86	1	13
2007	66	19	85	2	13
2006	65	19	84	4	12
2005	66	19	85	3	12
2004	69	19	88	3	9
2003	68	20	88	5	7
2002	68	16	84	4	12
2001	73	15	88	2	10
2000	68	19	87	2	11
Users	78	18	96	1	3
<u>Comparison</u>					
Peer Group (Provincial)	64	25	89	2	9
National Average	60	29	89	3	8
<u>Ward</u>					
North	69	18	87	2	11
South	66	11	77	2	21
East	68	23	91	-	9
West	70	15	85	3	12

% read across

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 85%
Users = 96%

xv. Event And Tourism Promotion Of Rotorua



83% of residents overall are satisfied with the event and tourism promotion of Rotorua, including 53% who are very satisfied. These readings are similar to last year's results.

The percent not very satisfied (9%) is slightly below the Peer Group and National Averages for tourism promotion and similar to the 2008 reading.

83% 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. Of these, 85% are satisfied and 9% not very satisfied.

Ratepayers are more likely to be not very satisfied with event and tourism promotion of Rotorua, than non-ratepayers.

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

- could do more promotion/ advertising/ haven't seen any, mentioned by 5% of all residents,
- could be improved/ more upmarket, 2%.

* multiple responses allowed

Satisfaction With Event And Tourism Promotion Of Rotorua

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2009	53	30	83	9	8
2008	55	30	85	8	7
2007	55	32	87	6	7
Users/Visitors	55	30	85	9	6
<u>Comparison**</u>					
Peer Group (Provincial)	38	35	73	15	12
National Average	27	41	68	14	18
<u>Ward</u>					
North	62	23	85	3	12
South	49	33	82	9	9
East	52	35	87	7	6
West [†]	49	29	78	15	8
<u>Ratepayer?</u>					
Ratepayer	53	29	82	10	8
Non-ratepayer [†]	54	32	86	-	15

% read across

* not asked prior to 2007

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

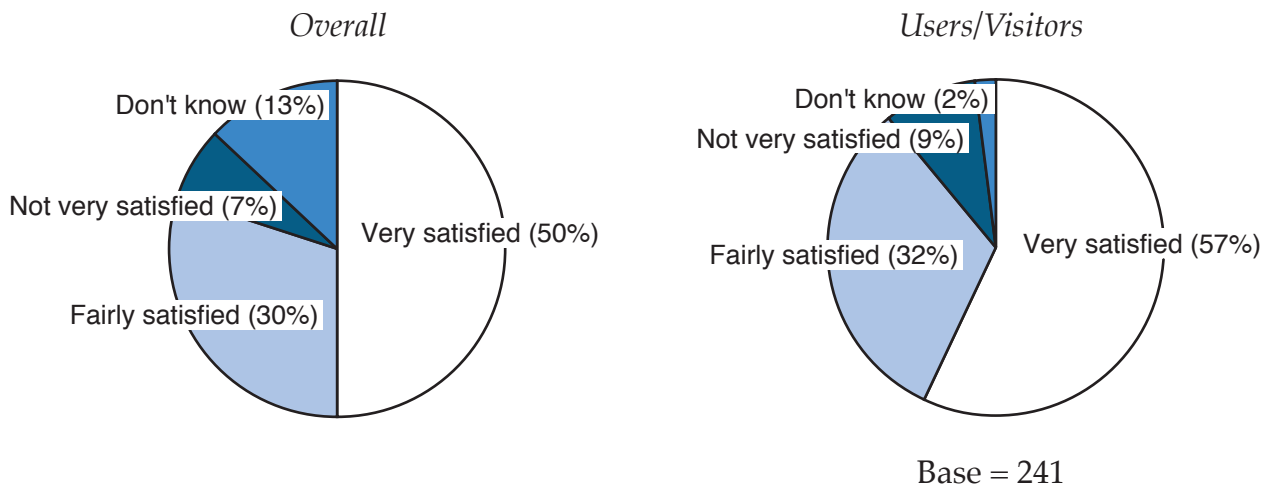
† does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 83%

Users/Visitors = 85%

xvi. Rotorua Aquatic Centre



80% of all residents are satisfied with the Rotorua Aquatic Centre, with 50% being very satisfied. 7% are not very satisfied and 13% are unable to comment. These readings are similar to the 2008 results.

The percent not very satisfied with the Aquatic Centre is below the Peer Group Average and on par with the National Average.

65% of households have used or visited the Rotorua Aquatic Centre in the last 12 months (68% in 2008). Of these "users/visitors", 89% are satisfied and 9% are not very satisfied.

Women are more likely to be not very satisfied with the Rotorua Aquatic Centre, than men.

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

- pools need an upgrade, mentioned by 3% of all residents,
- not clean/ poor standard of hygiene, 2%,
- improve recreational facilities/ activities/ more equipment, 2%,
- charges/ should be free/ swimming classes too expensive, 2%,
- chlorine/ chemicals are too strong, 2%.

* multiple responses allowed

Satisfaction With Rotorua Aquatic Centre

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District	50	30	80	7	13
2009	51	30	81	6	13
2008	47	29	76	7	17
2007	54	27	81	7	12
2006	55	22	77	7	16
2005	50	28	78	6	16
2004	44	28	72	9	19
2003	37	32	69	10	21
2002	47	28	75	6	19
2001	43	26	69	10	21
2000					
Users/Visitors	57	32	89	9	2
<u>Comparison*</u>					
Peer Group (Provincial)	32	32	64	16	20
National Average	32	38	70	10	20
<u>Ward</u>					
North	51	30	81	8	11
South [†]	51	24	75	8	18
East [†]	46	32	78	7	16
West	51	34	85	7	8
<u>Gender</u>					
Male	51	34	85	3	12
Female	49	26	75	11	14

% read across

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

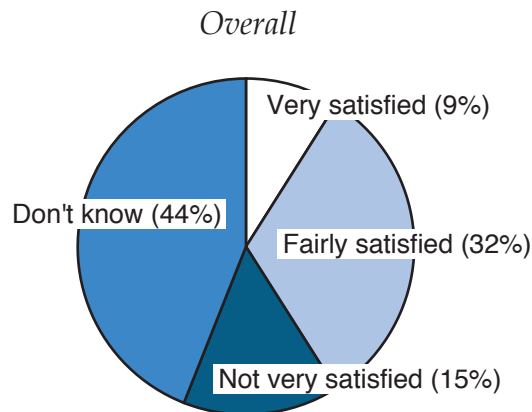
[†] does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 80%

Users/Visitors = 89%

xvii. Promotion Of Job Opportunities



41% of residents are satisfied with the Council's promotion of job opportunities (53% in 2008), with 15% being not very satisfied. A significant percentage (44%) are unable to comment (36% in 2008).

The percent not very satisfied is slightly below both the Peer Group Average and on par with the National Average and the 2008 reading.

Men are more likely to be not very satisfied with the Council's promotion of job opportunities, than women.

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

- don't see any promotion/didn't know Council involved.
- not much done/could do more/needs improvement,
- lack of job opportunities/unemployment.

Satisfaction With Promotion Of Job Opportunities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District 2009	9	32	41	15	44
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
<u>Comparison</u>					
Peer Group (Provincial)	7	35	42	20	38
National Average	7	31	38	18	44
<u>Ward</u>					
North [†]	6	28	34	18	47
South [†]	8	35	43	14	44
East [†]	5	36	41	7	51
West	14	32	46	18	36
<u>Gender</u>					
Male [†]	10	32	42	18	41
Female	8	33	41	11	48

% read across

* not asked in 2000

[†] does not add to 100% due to rounding

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

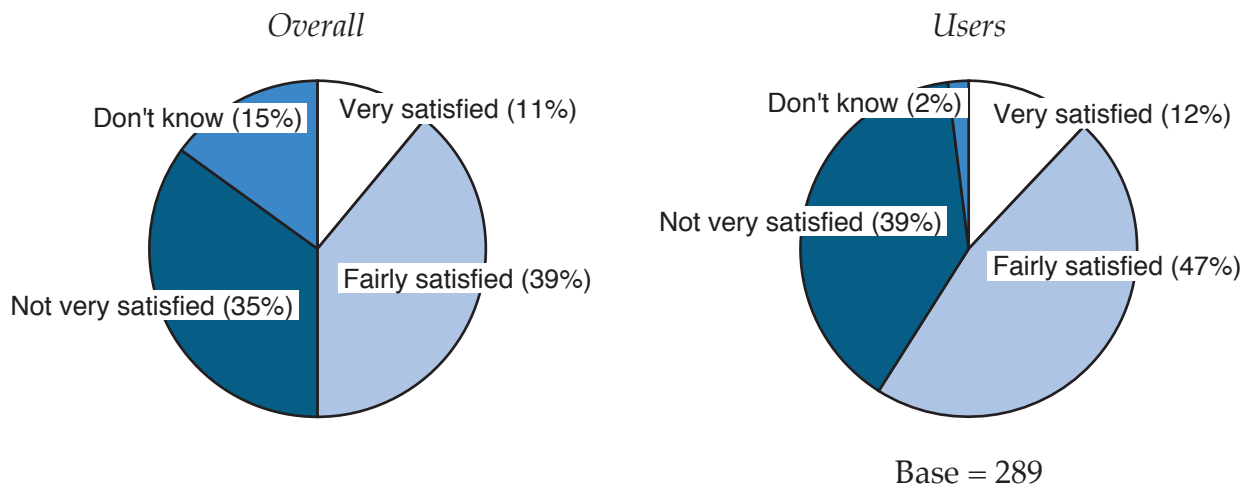
	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Don't see any promotion/ didn't know Council involved	7	10	5	2	9
Not much done/could do more/ needs improvement	6	9	5	1	7
Lack of job opportunities/unemployment	4	4	3	3	6

* multiple responses allowed

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

<p>Recommended Satisfaction Measures For Reporting Purposes: Total District = 41%</p>

xviii. Public Toilets



50% of Rotorua District residents are satisfied with the District's public toilets, while 35% are not very satisfied and 15% are unable to comment. These readings are similar to last years results.

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

73% of households have used a public toilet in the last 12 months. Of these "users", 59% are satisfied and 39% not very satisfied.

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

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

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

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

- dirty / disgusting / smell / untidy / need cleaning more often,
- poor condition / need upgrading / improving / maintenance,
- not enough toilets / need more / more in central city area.

Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall*</u>					
Total District	11	39	50	35	15
2009	11	40	51	33	16
2008	14	44	58	29	13
2007	10	44	54	32	14
2006					
Users	12	47	59	39	2
<u>Comparison</u>					
Peer Group (Provincial)	25	40	65	22	13
National Average	18	41	59	25	16
<u>Ward</u>					
North	15	42	57	28	15
South	6	38	44	36	20
East [†]	9	43	52	38	11
West [†]	14	34	48	37	14
<u>Ethnicity</u>					
NZ European	8	(45)	53	31	16
NZ Maori	(20)	26	46	(41)	13
<u>Length of Residence</u>					
Lived there 10 years or less	16	39	55	22	(23)
Lived there more than 10 years [†]	9	39	48	(39)	12

% read across

* not asked prior to 2006

[†] does not add to 100% due to rounding

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

	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
Dirty / disgusting / smell / untidy / need cleaning more often	24	20	29	25	24
Poor condition / need upgrading / improving / maintenance	8	9	4	13	8
Not enough toilets / need more / more in the central city area	8	6	7	5	11

* multiple responses allowed

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

Recommended Satisfaction Measures For Reporting Purposes:	
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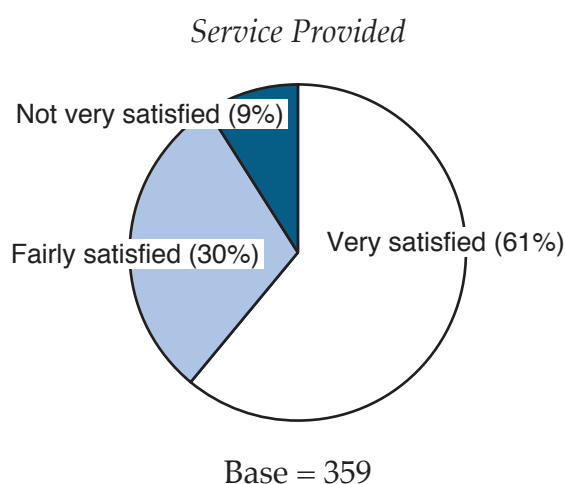
Total District	=	50%
----------------	---	-----

Users	=	59%
-------	---	-----

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



88% of residents are provided with a piped water supply. Of these, 91% are satisfied, including 61% who are very satisfied, while 9% are not very satisfied. These readings are similar to the 2008 results.

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 between 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. However, it appears that the following residents[†] are slightly more likely to feel this way ...

- East Ward residents,
- residents with a household income of more than \$70,000.

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

- recent chlorination of our water supply / don't want it, mentioned by 4% of residents who are provided with a piped water supply,
- chlorine / over chlorinated / tastes / smells of chlorine, 2%.

* multiple responses allowed

[†] those residents who are provided with a piped water supply, N=359

Satisfaction With Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
<u>Residents provided with a piped water supply</u>						
Total District	2009	61	30	91	9	-
	2008	63	30	93	7	-
	2007	69	28	97	3	-
	2006	49	45	94	5	1
	2005	51	41	92	8	-
	2004	47	46	93	6	1
	2003	53	38	91	8	1
	2002	58	36	94	5	1
	2001	56	36	92	7	1
	2000	58	34	92	8	-
<u>Comparison</u>						
Peer Group (Provincial)		50	36	86	12	2
National Average		44	45	89	10	1
<u>Ward</u>						
North		58	34	92	8	-
South		62	35	97	3	-
East		56	26	82	18	-
West [†]		67	27	94	7	-
<u>Household Income</u>						
Less than \$40,000 pa		62	32	94	6	-
\$40,000 - \$70,000 pa		61	34	95	5	-
More than \$70,000 pa		61	26	87	13	-

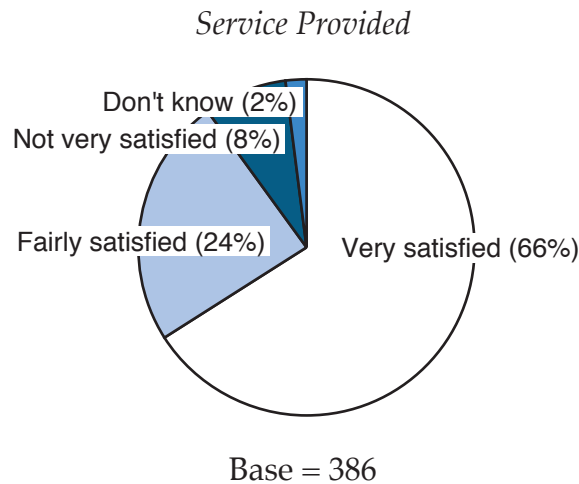
Base = 359

% read across

[†] does not add to 100% due to rounding

<p>Recommended Satisfaction Measures For Reporting Purposes: Receivers of Service = 91%</p>
--

ii. Rubbish Collection



96% of residents say Council provides a regular rubbish collection service where they live.

Of these, 90% are satisfied, including 66% who are very satisfied, while 8% are not very satisfied. The percent not very satisfied is on par with the Peer Group Average, and similar to the National Average and last year's reading.

Longer term residents[†], those residing in the District more than 10 years, are more likely to be not very satisfied with the rubbish collection, than shorter term residents.

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

- prefer a wheelie bin/Council should provide wheelie bin, mentioned by 3% of residents who are provided, by Council, with a regular rubbish collection service,
- would like kerbside recycling/recycling bins, 2%,
- not happy with rubbish bags, 2%.

* multiple responses allowed

[†] those residents who are provided by Council with a regular rubbish collection service

Satisfaction With Rubbish Collection

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Residents Provided with a regular rubbish collection</u>					
Total District 2009	66	24	90	8	2
2008	68	22	90	9	1
2007	69	25	94	6	-
2006	55	38	93	6	1
2005	63	32	95	4	1
2004	58	35	93	6	1
2003	62	30	92	7	1
2002	69	25	94	5	1
2001	68	23	91	8	1
2000	71	21	92	7	1
<u>Comparison</u>					
Peer Group (Provincial)	54	33	87	11	2
National Average	46	42	88	10	2
<u>Ward</u>					
North	59	32	91	5	4
South	67	18	85	14	1
East [†]	69	23	92	7	-
West [†]	70	24	94	6	1
<u>Length of Residence</u>					
Lived there 10 years or less	66	31	97	2	1
Lived there more than 10 years [†]	67	22	99	10	2

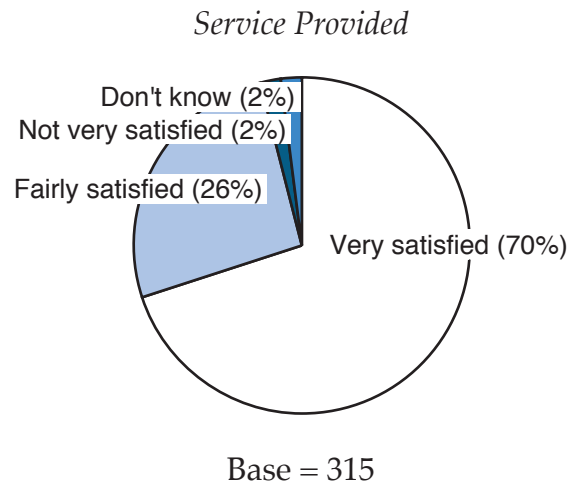
Base = 386

% read across

[†] does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:
Receivers of Service = 90%

iii. The Sewerage System



77% of residents are provided with a sewerage system. Of these, 96% are satisfied and 2% not very satisfied.

The percent not very satisfied is slightly below the Peer Group Average, on par with the National Average and similar to the 2008 reading.

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

The main reasons* for being not very satisfied with the sewerage system are ...

- problems with blockages / overflowing, mentioned by 1% of residents who are provided with a sewerage system,
- environmental concerns, 1%.

* multiple responses allowed

Satisfaction With The Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Residents Provided with a sewerage system</u>					
2009	70	26	96	2	2
2008	76	23	99	1	-
2007	72	27	99	1	-
2006	35	62	97	2	1
2005	39	56	95	3	2
2004	35	58	93	5	2
2003	43	48	91	4	5
2002	39	53	92	3	5
2001	49	42	91	3	6
<u>Comparison</u>					
Peer Group (Provincial)	46	42	88	9	3
National Average	45	47	92	6	2
<u>Ward</u>					
North	70	27	97	2	1
South	73	22	95	4	1
East	73	23	96	2	2
West	66	29	95	2	3

Base = 315

% read across

<p>Recommended Satisfaction Measures For Reporting Purposes: Receivers of Service = 96%</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	61	37	1	1
Public Toilets	53	39	-	8
Promotion of Job Opportunities [†]	39	40	5	15
Parking in Rotorua's CBD	35	54	7	4
Stormwater Drainage	31	64	1	4
Roads	29	64	5	2
Event & tourism promotion of Rotorua	28	61	8	3
Dog Control	26	64	5	5
Rotorua Aquatic Centre	22	69	3	6
Parks, Reserves & Playgrounds	21	75	2	2
Sewerage System	21	72	2	5
Footpaths	20	69	10	1
Rubbish Collection	18	78	3	1
Beautification/Landscaping	15	76	8	1
Sportsfields [†]	13	77	3	6
Water Supply [†]	10	83	3	3
Art and History Museum [†]	9	75	7	8
Library Service	8	78	9	5
Building Inspections	8	39	17	36
Planning and Inspection Services	7	39	14	40
Noise Control	6	79	7	8

[†] does not add to 100% due to rounding

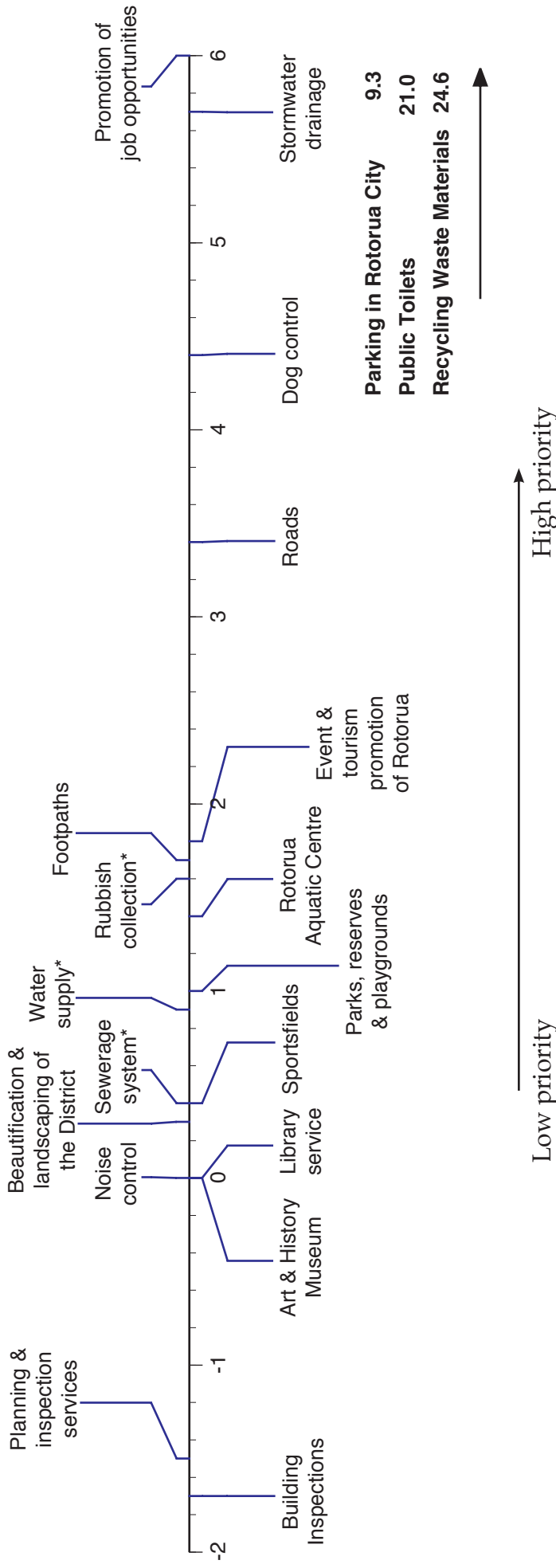
d. Spend 'More' Comparison

	2009 %	2008 %	2007 %	2006 %	2005 %	2004 %	2003 %
Recycling Waste Materials	61	64	58	52	48	56	44
Public Toilets	53	49	51	51	NA	NA	NA
Promotion of Job Opportunities	39	33	29	37	31	39	42
Parking in Rotorua's CBD	35	37	40	45	48	57	49
Stormwater Drainage	31	37	25	24	29	27	25
Roads	29	37	37	39	40	36	35
Event & tourism promotion of Rotorua	28	23	25	NA	NA	NA	NA
Dog Control	26	29	46	35	30	35	37
Rotorua Aquatic Centre	22	25	17	20	14	13	25
Parks, Reserves & Playgrounds [†]	21	22	19	25	22	31	21
Sewerage System	21	22	22	20	19	25	21
Footpaths	20	26	23	24	25	20	24
Rubbish Collection	18	16	18	14	12	16	12
Beautification/Landscaping	15	13	14	18	20	15	15
Sportsfields	13	12	17	NA	NA	NA	NA
Water Supply	10	14	10	15	11	15	16
Art and History Museum	9	10	10	17	13	9	16
Library Service	8	14	14	18	16	20	22
Building Inspections	8	9	13	12	10	10	12
Planning and Inspection Services	7	8	8	9	7	7	5
Noise Control	6	7	10	8	8	10	9

NA: not asked

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

e. Spend Priority



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

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

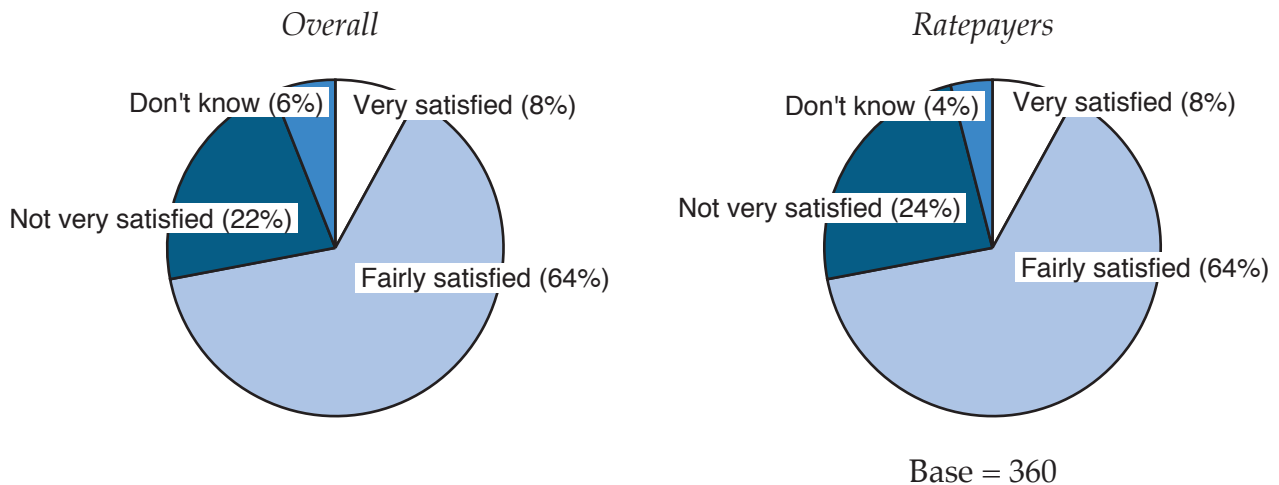
The spend priority factor is gained by multiplying the mean spend (where spend more = +1, spend about the same = 0 and spend less = -1) by the percentage not very satisfied. Recycling waste materials, public toilets, parking in Rotorua City and promotion of job opportunities are the top priorities for Council in terms of spend, with building inspections, planning and inspection services, noise control, Art & History Museum and library service being of lowest priority in terms of spend.

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



2. Rates Issues

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



88% of residents identify themselves as ratepayers (81% in 2008).

Overall, 72% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (78% in 2008). 22% of all residents are not very satisfied with the way rates are spent and this is similar to the Peer Group and National Averages and 6% above the 2008 reading.

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

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

- North Ward residents,
- men,
- residents with an annual household income of more than \$70,000,
- longer term residents, those residing in the District more than 10 years,
- 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,
- other specified services/facilities needing expenditure/attention,
- overspending/waste money,
- rubbish collection/recycling.

Satisfaction With The Way Rates Are Spent On Services And Facilities

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Overall</u>					
Total District 2009	8	64	72	22	6
2008	10	68	78	16	6
2007	16	55	71	21	8
2006	13	64	77	18	5
2005	13	72	85	10	5
2004	14	63	77	15	8
2003	17	65	82	11	7
2002	21	62	83	11	6
2001	22	60	82	11	7
2000	20	58	78	15	7
<u>Comparison</u>					
Peer Group (Provincial)	9	62	71	22	7
National Average	8	63	71	24	5
<u>Ward</u>					
North [†]	7	55	62	33	4
South [†]	8	61	69	18	12
East	8	66	74	22	4
West	8	73	81	14	5
<u>Gender</u>					
Male [†]	8	60	68	28	5
Female	7	69	76	16	8
<u>Household Income</u>					
Less than \$40,000 pa	11	65	76	16	8
\$40,000 - \$70,000 pa [†]	6	73	79	16	6
More than \$70,000 pa	7	60	67	30	3
<u>Length of Residence</u>					
Lived there 10 years or less	9	66	75	16	9
Lived there more than 10 years	7	64	71	24	5
<u>Ratepayer?</u>					
Ratepayer	8	64	72	24	4
Non-ratepayer	6	66	72	5	23

% read across

[†] does not add to 100% due to rounding

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

	Total District 2009 %	Ward			
		North %	South %	East %	West %
<u>Percent Who Mention ...</u>					
High rates / increases / too high for services received	8	14	4	8	4
Other specified services / facilities needing expenditure / attention	5	8	6	2	3
Overspending / waste money	4	3	3	8	3
Rubbish collection / recycling	4	4	4	2	4

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 72%

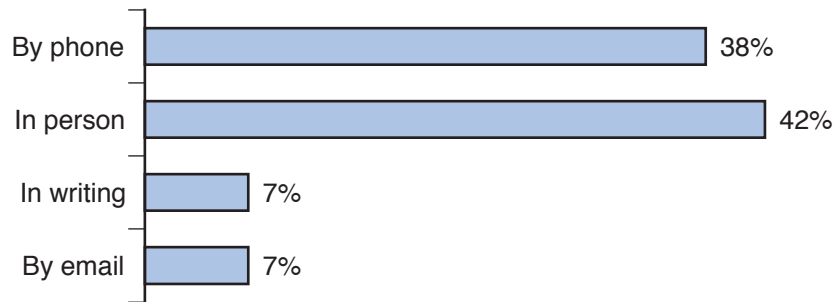
Ratepayers = 72%



3. Contact With Council

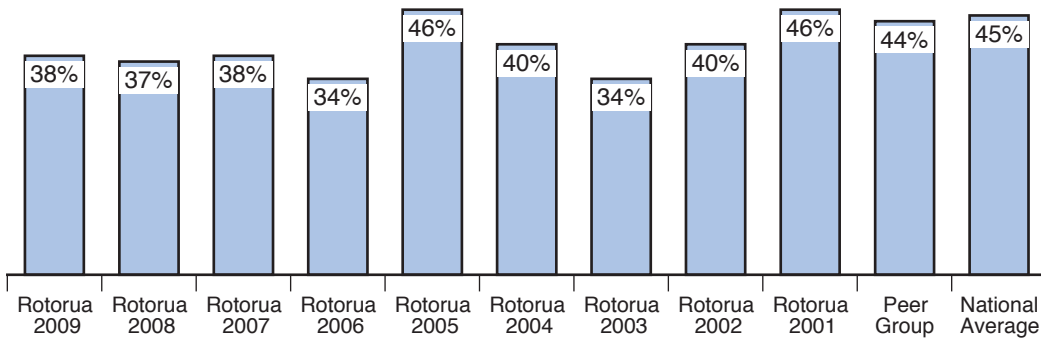
a. Levels Of Contact

2009 - Yes, Have Contacted ...

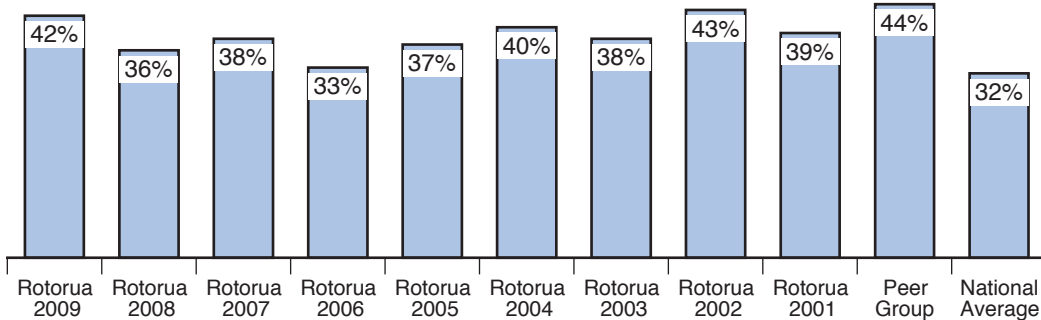


Percent Saying 'Yes' - Comparison

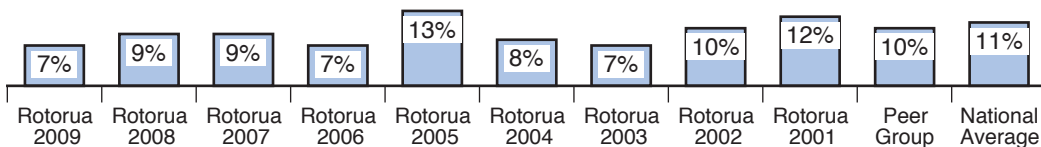
'By Phone'



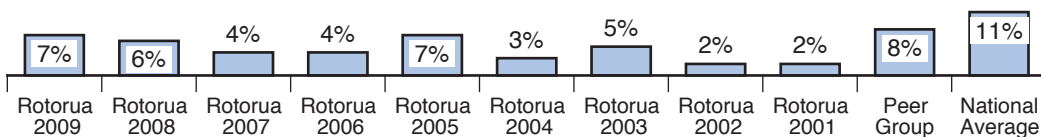
'In Person'



'In Writing'



'By Email'



38% of residents have contacted Council offices by phone in the last year, while 42% visited a Council office in person (36% in 2008), 7% contacted Council in writing and 7% contacted them by email.

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

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

Rotorua District residents are on par with Peer Group residents and residents nationwide to say they have contacted Council in writing, and similar to Peer Group residents and on par with residents nationwide to say they have contacted Council by email.

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

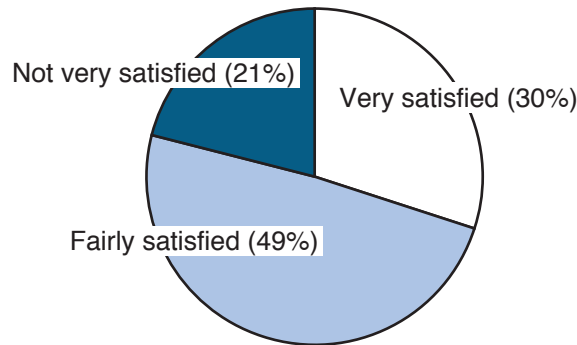
- residents aged 18 to 59 years,
- NZ European residents,
- residents with an annual household income of less than \$40,000 or more than \$70,000,
- ratepayers.

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

- residents aged 40 to 59 years,
- residents with an annual household income of less \$40,000 or more than \$70,000,
- ratepayers.

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

b. Satisfaction When Contacting The Council Offices By Phone



Base = 155

79% of residents contacting the Council Offices by phone in the last 12 months are satisfied (72% in 2008), including 30% who are very satisfied, while 21% are not very satisfied (28% in 2008).

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

Residents[†] more likely to be not very satisfied 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.

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

Reasons They Are Not Very Satisfied

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

- very hard to contact/get through/call centre unacceptable, mentioned by 5% of residents contacting Council by phone (8 respondents),
- poor attitude/unhelpful, 5% (8 respondents),
- hard to get right person/got the run around, 5% (7 respondents),
- lack of action/slow to act, 4% (5 respondents),
- don't get back to you/no follow up, 3% (5 respondents).

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

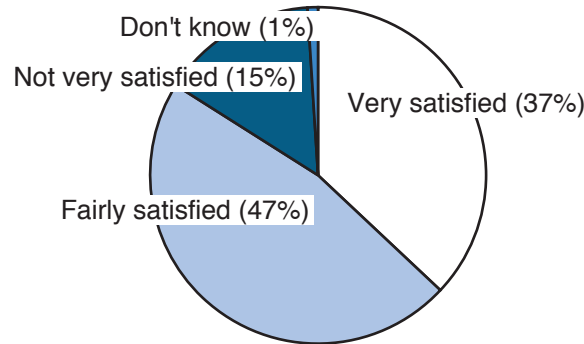
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices By Phone</u>					
2009	30	49	79	21	-
2008	33	39	72	28	-
2007	36	43	79	20	1
2006	37	49	86	14	-
2005	55	35	90	10	-
2004	41	40	81	19	-
2003	45	43	88	12	-
2002	43	45	88	12	-
2001	47	42	89	11	-
2000	43	38	81	19	-
<u>Comparison</u>					
Peer Group (Provincial)	44	41	85	15	-
National Average	44	40	84	16	-
<u>Ward</u>					
North	31	57	88	12	-
South	30	54	84	16	-
East	32	39	71	29	-
West	30	45	75	25	-
<u>Age</u>					
18-39 years	31	58	89	11	-
40-59 years	29	42	71	29	-
60+ years	33	40	73	27	-
<u>Length of Residence</u>					
Lived there 10 years or less	28	65	93	7	-
Lived there more than 10 years	31	43	74	26	-
<u>Household Size</u>					
1-2 person household size	27	45	72	28	-
3+ person household size [†]	33	52	85	14	-

Base = 155

% read across

[†] does not add to 100% due to rounding

c. Satisfaction When Visiting A Council Office In Person



Base = 161

84% of residents visiting a Council office in person in the last 12 months are satisfied, including 37% who are very satisfied (42% in 2008). 15% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2008 reading.

Longer term residents[†], those residing in the District more than 10 years, are more likely to be not very satisfied, than shorter term residents.

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

Reasons They Are Not Very Satisfied

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

- staff unhelpful, mentioned by 4% of residents who visited a Council office in person (7 respondents),
- poor attitude/ rude/ arrogant, 4% (7 respondents),
- poor service/ inefficient/ slow, 4% (6 respondents).

* multiple responses allowed

Satisfaction When Visiting A Council Office In Person

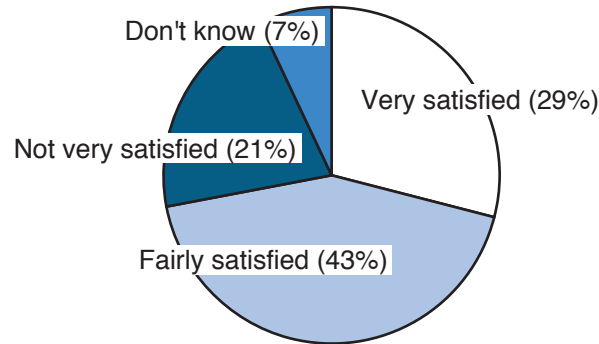
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices In Person</u>					
2009	37	47	84	15	1
2008	42	40	82	18	-
2007	49	35	84	16	-
2006	35	49	84	16	-
2005	47	44	91	9	-
2004	51	40	91	9	-
2003	46	38	84	16	-
2002	46	41	87	13	-
2001	51	37	88	12	-
2000	60	30	90	10	-
<u>Comparison</u>					
Peer Group (Provincial)	51	34	85	15	-
National Average	49	39	88	12	-
<u>Ward</u>					
North	46	47	93	7	-
South [†]	32	51	83	18	-
East [†]	36	41	77	21	3
West [†]	33	49	82	16	1
<u>Length of Residence</u>					
Lived there 10 years or less [†]	31	62	93	6	-
Lived there more than 10 years	39	42	81	18	1

Base = 161

% read across

[†] does not add to 100% due to rounding

d. Satisfaction When Contacting The Council Offices In Writing



Base = 32
(Margin of error is $\pm 17.3\%$)

72% of residents contacting the Council offices in writing in the last 12 months are satisfied (64% in 2008), while 21% are not very satisfied (36% in 2008).

The percent not very satisfied appears to be below 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

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

- unsatisfactory outcome, mentioned by 6% of residents contacting Council in writing (2 respondents),
- others, 15% (4 respondents).

* multiple responses allowed

Satisfaction When Contacting The Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<u>Contacted Council Offices In Writing</u>					
2009	29	43	72	21	7
2008	21	43	64	36	-
2007	28	21	49	51	-
2006	19	37	56	42	2
2005	41	47	88	12	-
2004	26	35	61	36	3
2003	40	27	67	28	5
2002	38	32	70	24	6
2001	48	44	92	8	-
2000	34	26	60	35	5
<u>Comparison</u>					
Peer Group (Provincial)	24	35	59	39	2
National Average	31	28	59	36	5
<u>Ward*</u>					
North	22	34	56	44	-
South	12	42	54	23	23
East [†]	48	33	81	9	9
West	24	64	88	12	-

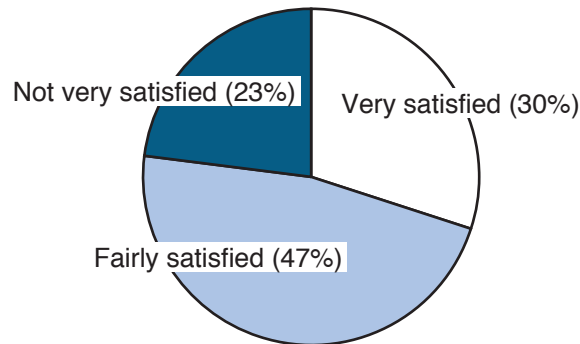
Base = 32

% read across

* caution small bases (all <13)

† does not add to 100% due to rounding

e. **Satisfaction When Contacting The Council Offices By Email**



Base = 28*

* Caution: small base
(Margin of error $\pm 18.5\%$)

20 Rotorua residents contacting the Council offices by email, in the last 12 months, are satisfied, while eight are not very satisfied.

As the bases for all Wards and socio-economic groups are small (<26), no comparisons have been made.

Reasons They Are Not Very Satisfied

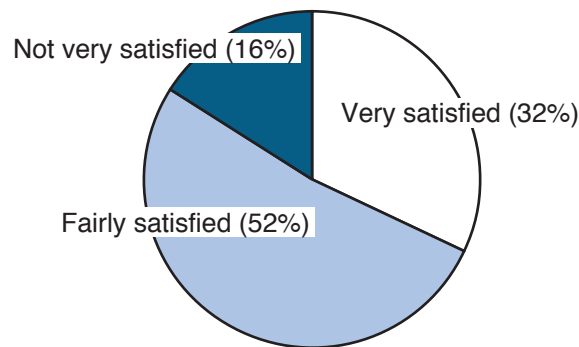
The main reasons* given by the eight residents contacting the Council by email who are not very satisfied are:

- no response / didn't get a reply, mentioned by 15% of residents contacting Council by email (4 respondents),
- slow to respond / tardy, 5% (2 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 = 233

58% of residents have contacted the Council offices in the last 12 months (53% in 2008).

These residents were asked to say how satisfied they are with the overall service they received. 84% are satisfied with the service received, with 32% being very satisfied, while 16% are not very satisfied. These readings are similar to the 2008 results.

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

Residents[†] more likely to be not very satisfied are ...

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

[†] 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 %
<u>Contacted Council</u>					
2009	32	52	84	16	-
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
<u>Comparison</u>					
Peer Group (Provincial)	39	48	87	13	-
National Average	37	47	84	16	-
<u>Ward</u>					
North	40	52	92	8	-
South	34	57	81	19	-
East	31	52	83	15	2
West	22	56	78	21	1
<u>Age</u>					
18-39 years	32	61	93	7	-
40-59 years	28	46	74	25	1
60+ years	40	45	85	14	1
<u>Length of Residence</u>					
Lived there 10 years or less	29	65	94	6	-
Lived there more than 10 years	33	47	80	19	1

Base = 233

% read across

Recommended Satisfaction Measures For Reporting Purposes:	
Contacted Council in the last 12 months	= 84%
Contacted Council by phone	= 79%
Contacted Council in person	= 84%
Contacted Council in writing	= 72%
Contacted Council by email*	= 77%

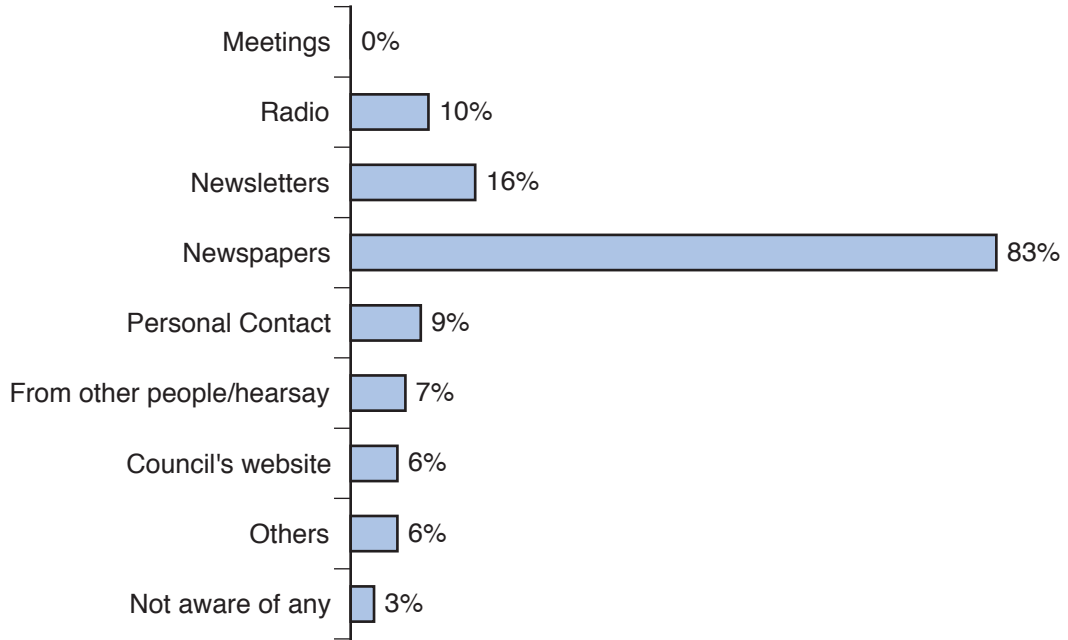
* caution: small base



4. Information

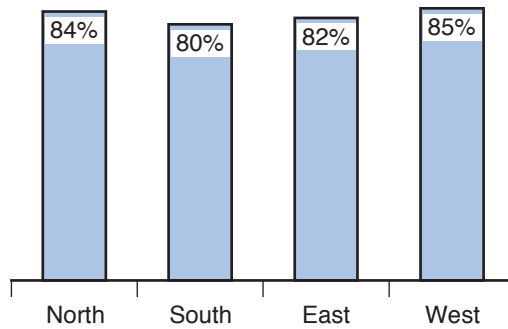
a. Main Source Of Information About Council

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

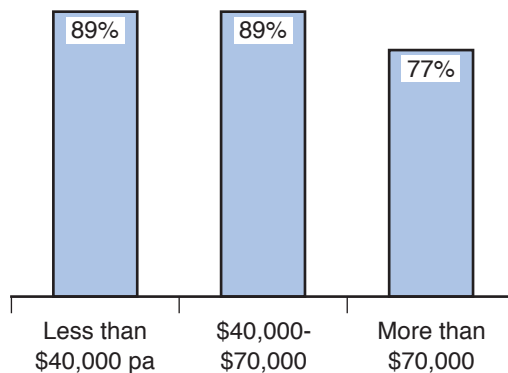


* multiple responses allowed

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. This is similar to the 2008 reading.

Residents with an annual household income of more than \$70,000 are less likely to consider newspapers to be their main source of information about Council, than other income groups.

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

- Daily Post, 81% of residents who consider newspapers to be their main source of information about Council (84% in 2008),
- Rotorua Review, 67% (62% in 2008),
- Weekender, 53% (50% in 2008),
- New Zealand Herald, 4% (5% in 2008),
- others, 1%.

Base = 338

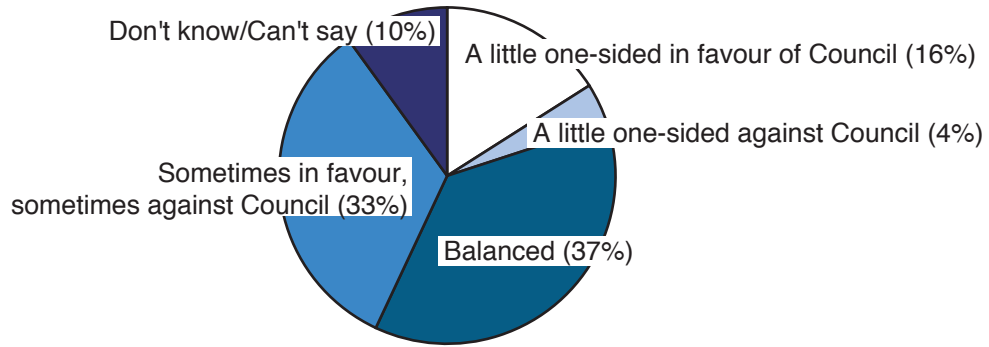
* multiple responses allowed

The other newspapers mentioned are ...

- Dominion Post.
- Rotorua Post (Saturday).
- Mokoia News (2).

b. Is The Information Provided About Council Balanced?

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



Base = 393

Summary Table: How Balanced Is Information About Council?

	Mentioned Main Source 2009 %	Mentioned Main Source 2008 %	Ward			
			North %	South %	East %	West %
<u>Percent Who Mentioned ...</u>						
Balanced - neither for nor against Council	37	33	33	38	45	35
Sometimes in favour and sometimes against Council	33	40	32	34	31	35
A little one-sided	53	59				
- in favour of Council	16	15	23	7	16	16
- against Council	4	4	2	5	5	4
Don't know / can't say	10	8	10	17	2	10
Total	100	100	100	+101	+99	100
Base	393	391	98	100	98	97

† does not add to 100% due to rounding

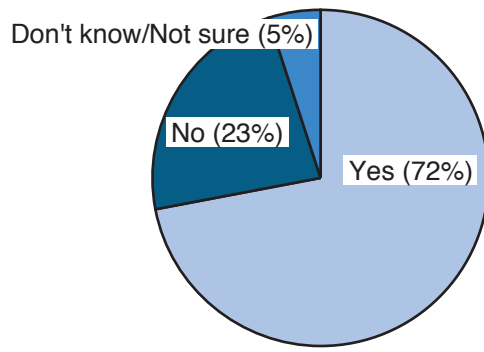
37% of residents who are aware of information about what's going on in the District see the information provided about Council as balanced (33% in 2008), neither for nor against Council, while 33% see that information as sometimes in favour and sometimes against Council (40% in 2008).

16% 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 similar to last year's findings.

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

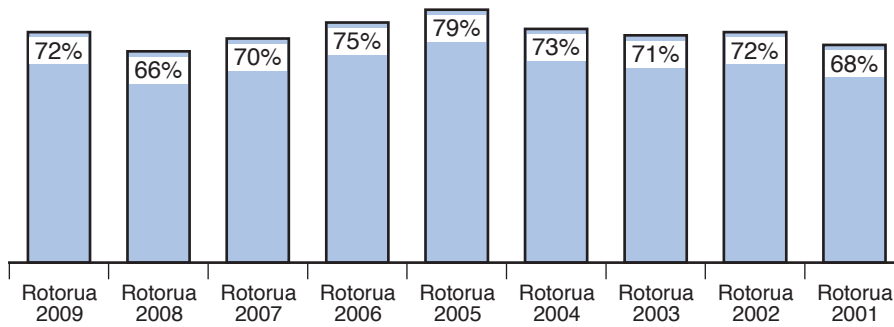
- men,
- ratepayers.

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

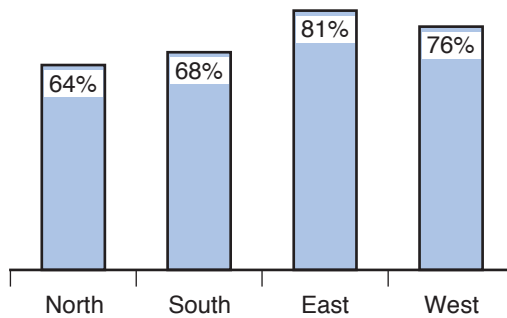


Base = 393

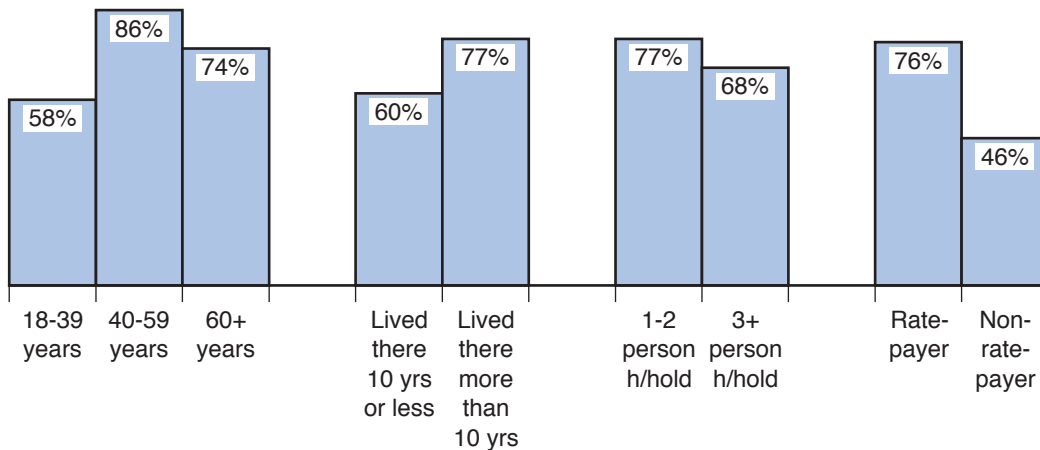
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



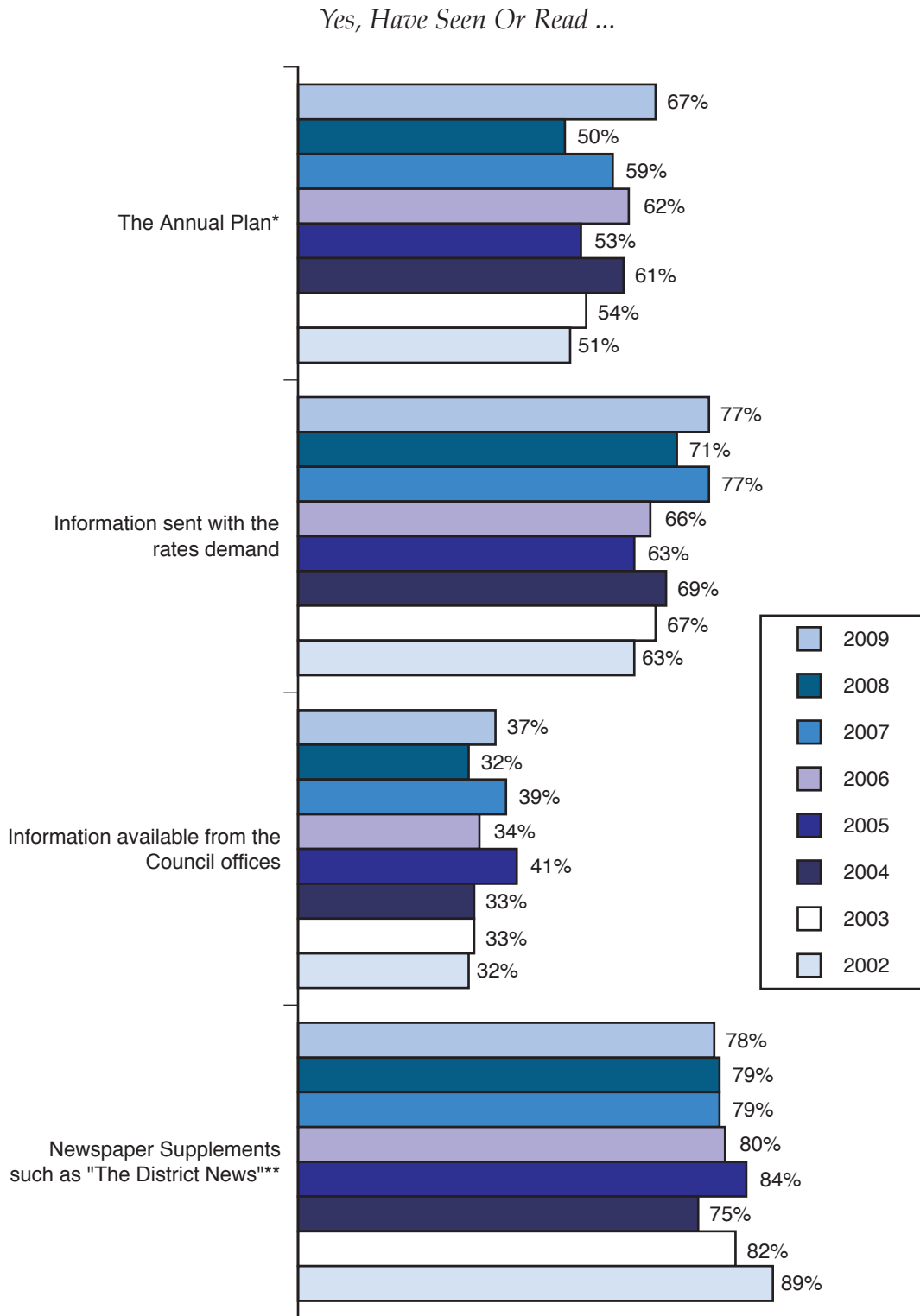
72% of residents who are aware of information about what's going on in the District say they have seen or read, in the last 12 months, information Council publishes specifically for the community (66% in 2008).

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

- residents aged 40 years or over, in particular those aged 40 to 59 years,
- residents who live in a one or two person household,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

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

Those residents (72%) who have seen or read information published by Council were asked to consider what types they have seen/read in the last 12 months.



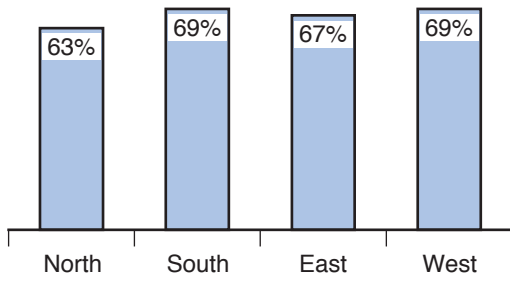
Base = 289

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

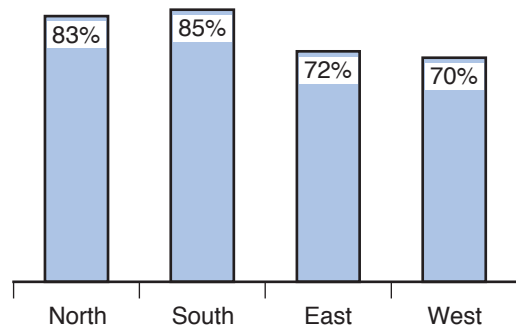
** in 2002, only "The District News" was mentioned. In 2006, this also included "The Draft 10 Year Plan Summary".

Yes, Have Seen/Read - By Ward

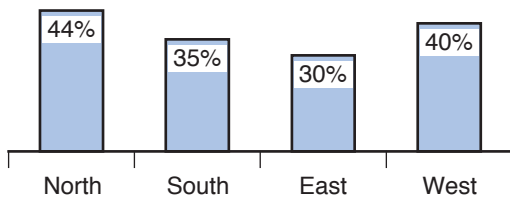
The Annual Plan



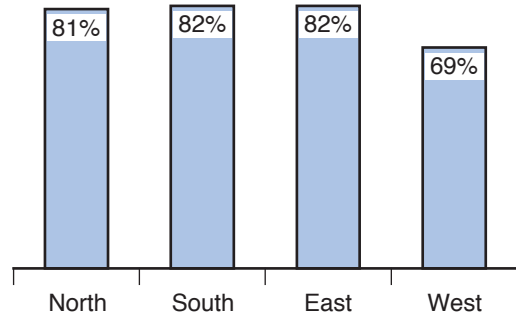
Information Sent With Rates Demand



Information From Council Offices



Newspaper Supplements



Base = 289

Of those who have seen or read information published by Council in the last 12 months, a majority have seen or read the newspaper supplements (78%), information sent with their rates demand (77%, 71% in 2008), and/or the Annual Plan (67%, 50% in 2008).

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

- all Ward residents except West Ward residents.

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

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

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

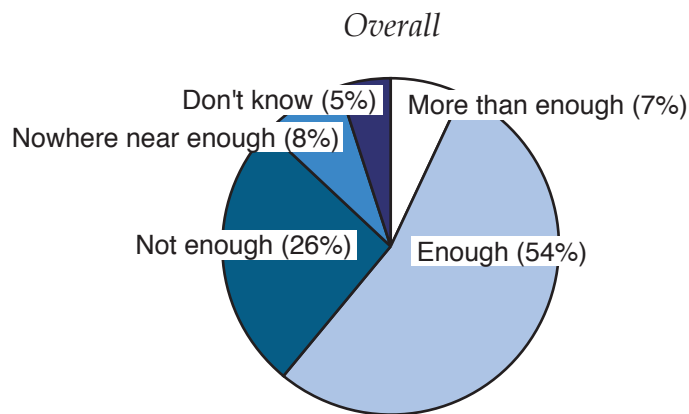
- men,
- NZ Maori residents,
- longer term residents, those residing in the District more than 10 years.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have read or seen the Annual Plan. However, it appears that residents who live in a three or more person household are slightly more likely to have done so, than those who live in a one or two person household.

[†] those residents who have seen or read information published by Council, N=289

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 2009 %	Total District 2008 %	Peer Group Average %	National Average %
<u>Percent Who Mentioned ...</u>				
More than enough	7] 61	7] 57	6] 63	8] 64
Enough	54]	50]	57]	56]
Not enough	26] 34	27] 37	25] 35	25] 33
Nowhere near enough	8]	10]	10]	8]
Don't know / not sure	5]	6]	2]	3]
Total	100	100	100	100

61% of residents feel that there is enough/more than enough information supplied (57% in 2008), with 34% feeling there is not enough/nowhere near enough information supplied (37% in 2008).

Rotorua District residents are similar to Peer Group residents and on par with 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,
- NZ European residents,
- residents with an annual household income of \$70,000 or less,
- longer term residents, those residing in the District more than 10 years.



5. Representation

The success of democracy of the Rotorua District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult it is to have their views heard. It is understood that people's perceptions can be based on personal experience or on hearsay.

a. Councillors' Approachability

Summary Table: Degree Of Approachability

	Welcome comments - be comfortable approaching %	Reluctant/ resistant - have to push hard %	Somewhere between the two %	Don't know %
<u>Overall</u>				
Total District 2009	39	11	42	8
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
<u>Comparison</u>				
Peer Group Average	45	14	32	9
National Average	39	11	39	11
<u>Ward</u>				
North	40	11	42	7
South	37	11	42	10
East	39	14	41	6
West	40	8	42	10
<u>Gender</u>				
Male	44	12	36	8
Female [†]	34	9	48	8
<u>Household Size</u>				
1-2 person household [†]	43	12	36	10
3+ person household	36	10	47	7

% read across

[†] does not add to 100% due to rounding

In terms of how approachable residents feel their Councillors to be, 39% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them. 11% feel they appear reluctant and resistant to comments and requests (6% in 2008), with 42% saying the answer lies somewhere between the two.

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

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

- men,
- residents who live in a one or two person household.

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 %
<u>Overall</u>								
Total District	2009	2	64	66	20	3	23	11
	2008	2	70	72	13	3	16	12
	2007	7	57	64	19	4	23	13
	2006	4	66	70	18	3	21	9
<u>Ward</u>								
North		2	55	57	29	5	34	9
South [†]		3	64	67	14	2	16	18
East		2	72	74	17	2	19	7
West		3	66	69	18	4	22	9
<u>Ethnicity</u>								
NZ European		2	67	69	18	3	21	10
NZ Maori		3	56	59	27	-	27	14
<u>Household Income</u>								
Less than \$40,000 pa		1	64	65	18	3	21	14
\$40,000 - \$70,000 pa		1	75	76	14	2	16	8
More than \$70,000 pa		3	60	63	26	5	31	6

% read across

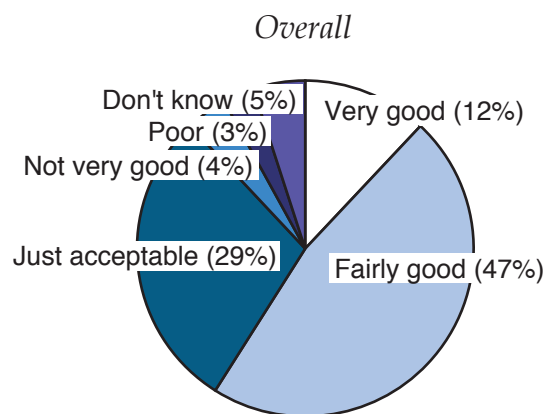
[†] does not add to 100% due to rounding

When asked their impression of the decisions and/or actions of Council in the last 12 months, 66% approve (strongly approve/approve) compared to 72% in 2008, and 23% disapprove (disapprove/strongly disapprove) (16% in 2008). 11% are unable to comment.

Residents 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 North Ward residents,
- NZ European residents,
- residents with an annual household income of \$40,000 to \$70,000.

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



59% of residents rate the performance of the Mayor and Councillors over the past year as very / fairly good, while 7% rate their performance as not very good / poor (4% in 2008).

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

Residents who live in a three or more person household are more likely to rate the performance of the Mayor and Councillors as very / fairly good, than those who live in a one or two person household.

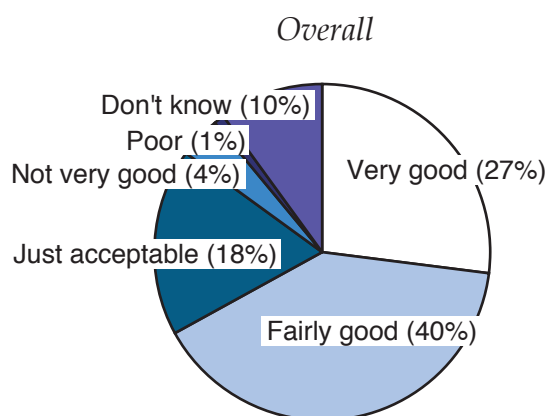
Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
<u>Overall</u>				
Total District 2009	59	29	7	5
2008	58	31	4	7
2007	57	30	7	6
2006	55	34	6	5
2005	67	22	3	8
2004	64	24	6	6
2003	68	18	5	9
2002	75	14	5	6
2001	70	19	3	8
2000	75	14	4	7
<u>Comparison</u>				
Peer Group Average	61	26	8	5
National Average	60	26	9	5
<u>Ward</u>				
North [†]	52	33	7	7
South [†]	55	32	7	7
East	61	28	8	3
West	66	24	6	4
<u>Household Size</u>				
1-2 person household [†]	54	30	10	7
3+ person household	62	29	5	4

% read across

[†] does not add to 100% due to rounding

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



67% of residents rate the performance of the Council staff as very or fairly good. Rotorua residents rate their own Council staff's performance on par with Peer Group residents and above the nation as a whole. 5% rate their performance as not very good or poor.

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

However, it appears that the following residents are slightly more likely to feel this way ...

- all Ward residents, except East Ward residents,
- shorter term residents, those residing in the District 10 years or less,
- 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 %
<u>Overall</u>				
Total District 2009	67	18	5	10
2008	66	20	3	11
2007	67	21	5	7
2006	70	20	4	6
2005	74	15	3	8
2004	72	13	4	11
2003	70	13	3	14
2002	70	12	4	14
2001	72	12	4	12
2000	73	11	4	12
<u>Comparison</u>				
Peer Group Average	64	18	10	8
National Average	59	21	9	11
<u>Ward</u>				
North [†]	71	18	3	9
South [†]	65	21	3	12
East	57	18	10	15
West	73	16	6	5
<u>Length of Residence</u>				
Lived there 10 years or less	72	16	2	10
Lived there more than 10 years	65	19	6	10
<u>Ratepayer?</u>				
Ratepayer	68	18	6	8
Non-ratepayer	60	18	-	22

% read across

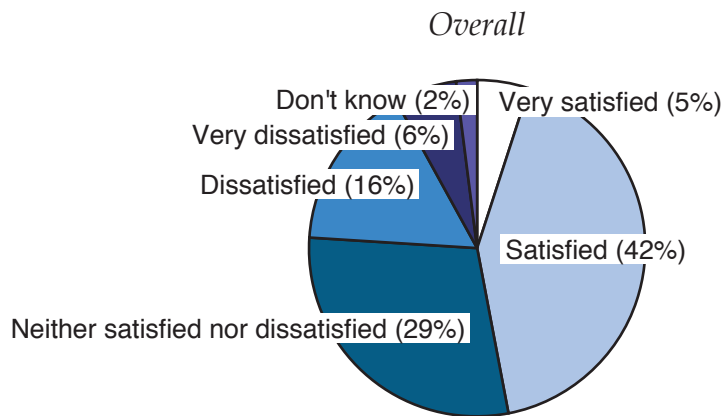
[†] does not add to 100% due to rounding



6. Local Issues

a. **Council Consultation And Community Involvement**

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



5% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 42% are satisfied. 6% of residents are very dissatisfied with the process and 16% are dissatisfied. 2% are unable to comment (6% in 2008) and 29% are neither satisfied nor dissatisfied (33% in 2008).

The dissatisfied/very dissatisfied reading (22%) is similar to the Peer Group and National Averages and on par with the 2008 reading.

Ratepayers are more likely to be dissatisfied/very dissatisfied with the way Council involves the public in the decisions it makes, than non-ratepayers.

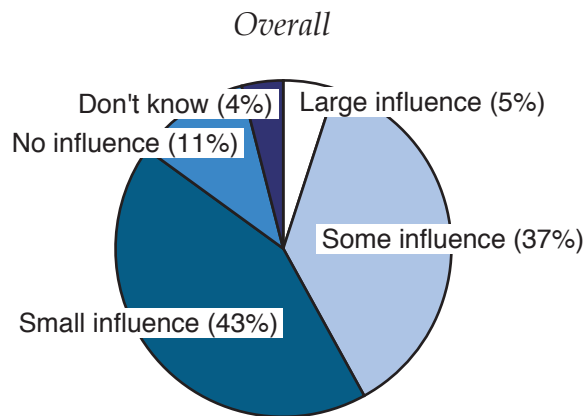
Satisfaction With The Way Council Involves The Public In The Decisions It Makes

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis-satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<u>Overall</u>								
Total District								
2009	5	42	47	29	16	6	22	2
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
<u>Comparison</u>								
Peer Group Average								
	5	41	46	29	17	4	21	4
National Average								
	5	40	45	31	17	3	20	4
<u>Ward</u>								
North [†]								
	5	32	37	34	14	13	27	3
South								
	4	52	56	25	15	3	18	1
East								
	6	44	50	28	15	5	20	2
West								
	6	41	47	30	18	2	20	3
<u>Ratepayer?</u>								
Ratepayer								
	5	40	45	30	17	6	23	2
Non-ratepayer [†]								
	6	53	59	25	7	-	7	8

% 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?



5% of residents feel the public has a large influence on the decisions that Council makes, while 37% think they have some influence (40% in 2008). 43% of residents say the public has a small influence (36% in 2008) and 11% feel the public has no influence on Council decisions. 4% are unable to comment.

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

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

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

	Large influence %	Some influence %	Large/ some influence %	Small influence %	No influence %	Small/ no influence %	Don't know %
<u>Overall</u>							
Total District 2009	5	37	42	43	11	54	4
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
<u>Ward</u>							
North	5	32	37	45	13	58	5
South	7	33	40	44	12	56	4
East [†]	2	44	46	42	10	52	3
West	7	39	46	41	9	50	4
<u>Length of Residence</u>							
Lived there 10 yrs or less	4	42	46	32	13	45	9
Lived there more than 10 years	6	35	41	47	10	57	2
<u>Household Size</u>							
1-2 person household [†]	1	36	37	44	14	58	4
3+ person household	9	37	46	42	8	50	4
<u>Ratepayer?</u>							
Ratepayer [†]	4	37	41	45	11	56	2
Non-ratepayer	13	35	48	29	6	35	17

% 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 %
<u>Overall</u>			
Total District 2009	44	56	-
2008	36	64	-
2007	35	65	-
2006	35	65	-
2005	35	65	-
2004	32	68	-
<u>Ward</u>			
North	50	50	-
South	47	52	1
East	47	53	-
West	36	64	-
<u>Gender</u>			
Male	50	50	-
Female	39	61	-
<u>Household Income</u>			
Less than \$40,000 pa	40	59	1
\$40,000 - \$70,000 pa	40	60	-
More than \$70,000 pa	50	50	-
<u>Ratepayer?</u>			
Ratepayer	46	54	-
Non-ratepayer	28	70	2

% read across

44% of residents say their household has an emergency kit (36% in 2008), while 56% of residents say they do not (64% in 2008).

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

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

ii. Do Households Have An Emergency Plan?

	Yes %	No %	Don't know %
<u>Overall</u>			
Total District 2009	43	56	1
2008	39	60	1
2007	36	64	-
2006	33	66	1
2005	39	60	1
2004	37	63	-
<u>Ward</u>			
North	43	57	-
South	53	47	-
East	41	59	-
West	37	61	2
<u>Household Size</u>			
1-2 person household	38	61	1
3+ person household	48	52	-

% read across

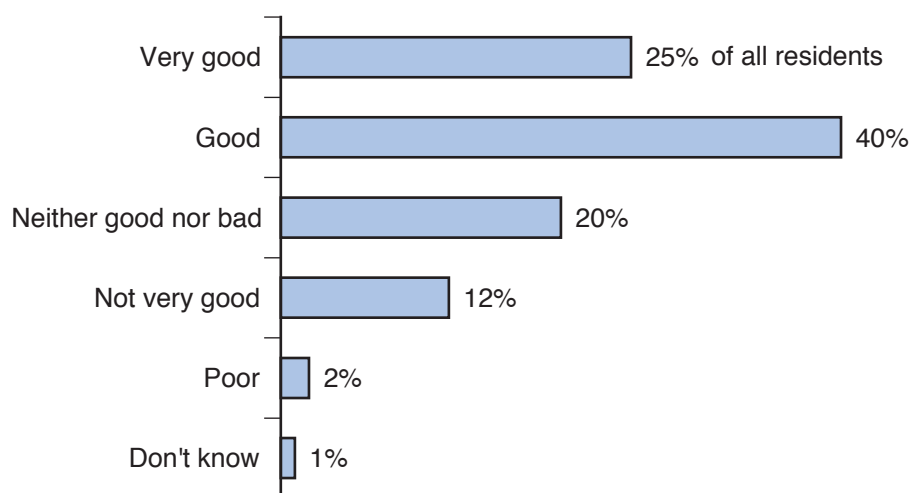
43% of residents say their household has an emergency plan of what to do and where to meet in the event of a Civil Defence emergency (39% in 2008), while 56% of residents say they do not (60% in 2008).

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

- all Ward residents, except South Ward residents,
- residents who live in a one or two person household.

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 ...



25% of residents rate the community spirit of Rotorua as very good (20% in 2008), with 40% saying it is good (49% in 2008). 12% feel it is not very good (8% in 2008) 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" (65%) is below the Peer Group and National Averages.

Residents with an annual household income of less than \$40,000 are more likely to rate the community spirit of Rotorua District as "very good / good", than other income 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 %
<u>Overall</u>								
Total District 2009	25	40	65	20	12	2	14	1
2008	20	49	69	20	8	2	10	1
2007	23	49	72	19	6	2	8	1
2006	20	43	63	22	13	1	14	1
<u>Comparison</u>								
Peer Group Average	31	51	82	15	3	-	3	-
National Average	21	53	74	21	4	1	5	-
<u>Ward</u>								
North	27	36	63	18	16	2	18	1
South [†]	24	39	63	22	11	2	13	3
East	25	42	67	19	14	-	14	-
West	24	45	69	20	6	4	10	1
<u>Household Income</u>								
Less than \$40,000 pa [†]	35	38	73	16	10	1	11	1
\$40,000 - \$70,000 pa	19	45	64	22	10	3	13	1
More than \$70,000 pa [†]	26	37	63	22	14	1	15	1

% read across

[†] does not add to 100% due to rounding

* * * * *

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed**	*Expected numbers according to population distribution
<u>Age</u>	18-39 years	119	166
	40-59 years	148	153
	60+ years	135	83
<u>Ethnicity</u> [†]	NZ European	313	260
	NZ Maori	45	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.

** 197 men and 205 women were interviewed.

† 4 respondents identified themselves as Pacific Islanders, 6 as Asians, 31 as 'Other' ethnicities and 3 refused.

* * * * *