

**ROTORUA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
APRIL 2011**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

ROTORUA DISTRICT COUNCIL

APRIL 2011



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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 and again in 2011.

In 2011, 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,
- whether residents feel the increase in the number of people with diverse lifestyles and from a variety of countries and cultures makes the Rotorua District a better or worse place to live,
- whether residents agree or disagree that the Council is doing enough to promote sustainable behaviours.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

This Communitrak™ survey was conducted by telephone with 401 residents of the Rotorua District.

The survey is framed on the basis of the four Areas below to ensure a relatively proportional spread of residents across these four broad Areas which comprise the District. Sampling and analysis was based on four Areas and the interviews spread as follows:

North	101
South	102
East	98
West	100
Total =	<u>401</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 Area. Sample sizes for each Area were predetermined to ensure a sufficient number of respondents within each Area, so that analysis could be conducted on a Area-by-Area 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 last birthday.

Call Backs

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

Sample Weighting

Weightings are applied to the sample data, to reflect the actual gender, 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 15 April and Thursday 28 April 2011 (excluding Friday 22nd, Sunday 24th and Monday 25th April).

Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all New Zealand as a whole and with similarly constituted Local Authorities.

The Communitrak service includes ...

- comparisons with a national sample of 1,003 interviews conducted in November 2010,
- 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, 2008 and 2009 Communitrak™). The 2010 results relate to a survey conducted by another research company.

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.

Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2010 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 400 residents:

above/below	±7% or more
slightly above/below	±5% to 6%
on par with	±3% to 4%
similar to	±1% to 2%

Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

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. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 5%.

Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

Sample Size	Midpoint				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	6%	6%	6%	5%	4%
400	7%	7%	6%	6%	4%
300	8%	8%	7%	6%	5%
200	10%	10%	9%	8%	6%

The figures above refer to the difference between two results that is required, in order to say 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 7%, 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.

As the 2010 survey was not conducted by NRB, any changes shown may be due to methodological and/or questionnaire differences rather than movements in residents' perceptions.

Council Services/Facilities - Overall

Summary Table: Satisfaction With Services/Facilities

	2011		2010*	
	Very/ fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Appearance and cleanliness of Rotorua City Centre	97	4	96	4
Beautification and landscaping	95	4	96	3
Parks, reserves and playgrounds	89	8	92	6
Event and tourism promotion of Rotorua	83	10	85	8
Roads in the District	83	17	78	21
Library service	82	1	83	3
Sportsfields	82	4	84	4
Footpaths	82	14	87	11
Noise control	78	7	84	5
Art and History Museum	76	1	80	1
Dog control	75	19	77	18
Rotorua Aquatic Centre	74	10	75	7
Parking in Rotorua City	65	32	70	28
Cycling facilities	64	14	60	19
Public toilets	62	20	54	26
Recycling waste materials	60	33	62	34
Promotion of job opportunities	42	19	49	13

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

* 2010 survey not conducted by NRB

Percent Very Satisfied - Comparison

	2011 %	2010 [◇] %	Peer Group %	National Average %
Beautification and landscaping of the District	71	61	53	42
Library service	68	51	63	66
Appearance and cleanliness of the Rotorua City Centre	60	53	**34	**32
Parks, reserves and playgrounds	53	45	*63	*56
Art and History Museum	51	48	36	46
Event and Tourism Promotion of Rotorua	45	39	**41	**32
Rotorua Aquatic Centre	41	34	†40	†38
Sportsfields	41	35	††58	††52
Cycling facilities in the District	36	26	NA	NA
Recycling waste materials	31	23	58	55
Control of noise	29	22	32	33
Control of dogs	26	17	36	35
Roads in the District	23	12	*21	*22
Footpaths	22	17	22	26
Public toilets	14	8	28	21
Parking in Rotorua City	11	14	24	23
Promotion of job opportunities	6	8	9	7

* figures are based on average ratings for parks and reserves and sportsfields and playgrounds

** figures are based on ratings for litter control in general

† 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

◇ 2010 survey not conducted by NRB

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	14	27	21
• control of noise	7	13	13
• appearance and cleanliness of Rotorua City Centre	4	*19	*18
• beautification and landscaping	4	9	10

* figures based on ratings for litter control in general

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

• recycling waste materials	33	12	13
• public toilets	20	14	20

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

• parking in the CBD	32	30	31
• control of dogs	19	20	16
• promotion of job opportunities	19	22	23
• roads	17	^{††} 20	^{††} 21
• event and tourism promotion of Rotorua	10	[†] 13	[†] 12
• Rotorua Aquatic Centre	10	^{**} 11	^{**} 8
• parks, reserves and playgrounds	8	*4	*5
• sportsfields	4	^{**} 5	^{**} 6
• Art and History Museum	1	4	4
• library service	1	-	2

* figures based on average ratings for parks and reserves and sportsfields and playgrounds

** figures based on ratings for public swimming pools

^{**} figures based on ratings for sportsfields and playgrounds

[†] figures based on ratings for tourism promotion

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

Residents Provided With A Service - Satisfaction Readings

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

	Very / fairly satisfied %	Not very satisfied %	Don't know %
• sewerage system	97	3	2
• water supply	95	5	-
• rubbish collection	94	4	2
• stormwater drainage [†]	89	10	-

89% of residents said the Council provides a piped water supply to their house, and 82% of residents said the Council provides a sewerage system where they live. 93% say the Council provides a regular rubbish collection service, where they live and 78% are provided with a piped stormwater drainage system.

** for comparative Peer Group & National Average figures for these three services, please see pages 84 to 95

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

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	76	12	12
An event venue	55	31	14
Recycling services	70	8	22
District Library	61	13	26
Public toilets	47	24	29
Sportsfields	53	15	32
Rotorua Aquatic Centre	46	18	36
Art and History Museum	20	37	43
Cycling facilities	30	7	63
Contacted Council about dogs	7	20	73
Contacted Council about noise	7	7	86

Parks, reserves or playgrounds, 88%,

an event venue, 86% and,

recycling services, 78%,

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

Spend Emphasis For Services And Facilities

	Spend More 2011 %	Spend More 2010 %
Recycling waste materials	56	48
Promotion of job opportunities	48	25
Parking in Rotorua City	38	24
Roads	37	25
Public toilets	35	35
Event and tourism promotion of Rotorua	26	19
Cycling facilities in the District	26	NA
Stormwater drainage	25	26
Dog control	25	17
Parks, reserves and playgrounds	24	14
Footpaths	23	20
Rotorua Aquatic Centre	20	16
Rubbish collection	17	11
The appearance and cleanliness of the Rotorua City Centre	15	NA
Sportsfields	13	9
Sewerage system	12	17
Library service	11	9
Beautification and landscaping of the District	11	7
Water supply	10	8
Noise control	8	2
Art and History Museum	8	8

NA: not asked in 2010

Rates Issues

84% of residents identify themselves, or a member of their household, as ratepayers.

Overall, 70% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (78% in 2010), with 24% being not very satisfied (16% in 2010). The not very satisfied reading is similar to the Peer Group Average and on par with the National Average.

73% of ratepayers are satisfied with the way rates are spent and 25% are not very satisfied.

Contact With Council

55% 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. 41% have contacted the Council by phone, 34% in person, 6% in writing and 7% by email.

79% of residents who have contacted a Council Office **by phone** in the last 12 months are satisfied with the service received, with 91% of residents satisfied when visiting a Council Office **in person**. 80% are satisfied when contacting a Council office **in writing*** and 80% are satisfied when contacting them **by email**.*

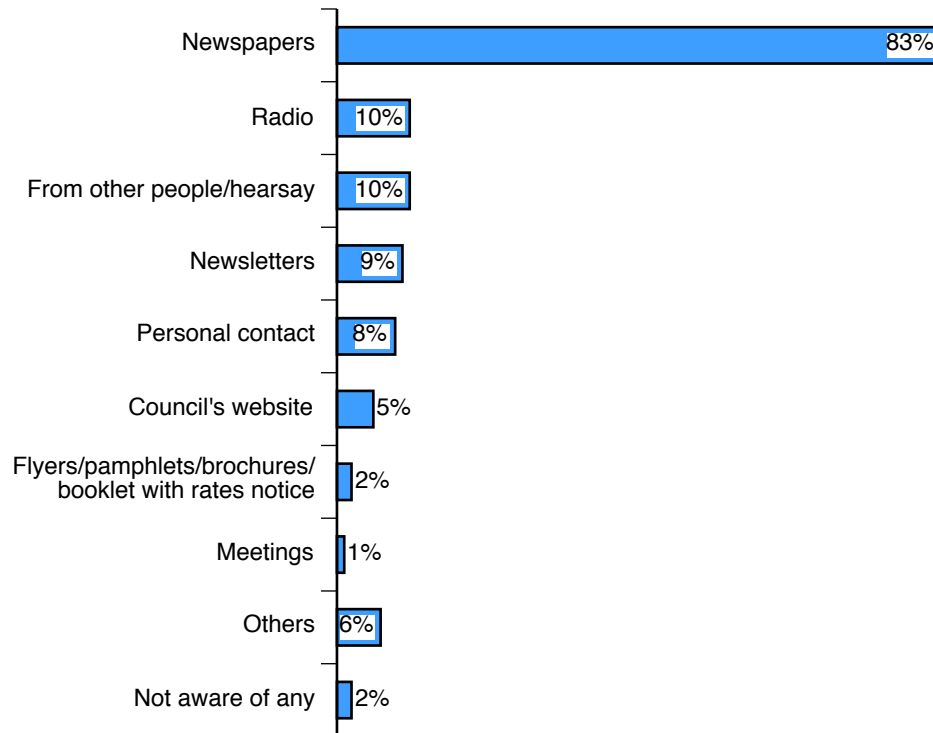
Overall, 85% of residents who have contacted the Council offices in the last 12 months are satisfied with the service they received, with 15% being not very satisfied.

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

* caution: small base

Information

Main Sources* Of Information About Council



* multiple responses allowed

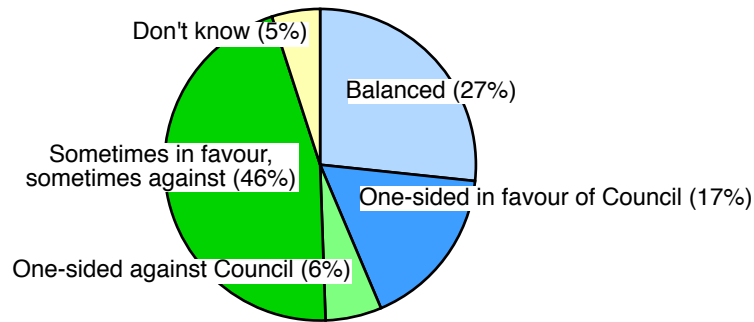
Those residents who say newspapers are their main source of information, give the following as the newspapers they read* ...

Daily Post	84%	of residents who gave newspapers as their main source of information
Rotorua Review	71%	
The Weekender	54%	
NZ Herald	8%	
Environment Bay of Plenty's newspaper	1%	
Others	2%	

Base = 338

* multiple responses allowed

Information Provided About The Council (From Main Source) Is[†] ...



Base = 395

(residents who are aware of information)

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

65% of residents who are aware of information about the Council, say they have seen or read information published by the Council in the last 12 months.

Sufficiency Of Information Supplied By The Council To The Community

More than enough	9% of all residents (8% in 2010)
Enough	45% (56% in 2010)
Not enough	34% (26% in 2010)
Nowhere near enough	6% (5% in 2010)
Don't know / Not sure	6% (5% in 2010)

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, 31% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them (37% in 2010). Rotorua District residents are below New Zealanders on average and their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

b. Impressions Of Council Decisions/Actions

54% of residents approve (strongly approve / approve) of the decisions and / or actions of Council in the last 12 months (62% in 2010), while 36% disapprove (disapprove / strongly disapprove), compared to 23% in 2010.

c. Performance Rating Of The Mayor and Councillors

46% of residents rate the performance of the Mayor and Councillors as very / fairly good (45% in 2010). 14% rate their performance as not very good / poor (7% in 2010).

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

d. Performance Rating Of The Council Staff

73% of residents rate the performance of the Council staff as very good or fairly good (61% in 2010). 5% rate their performance as not very good or poor (6% in 2010).

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

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

Very satisfied	4% of all residents (4% in 2010 [†])
Satisfied	37% (41% in 2010)
Neither satisfied nor dissatisfied	28% (24% in 2010)
Dissatisfied	22% (23% in 2010)
Very dissatisfied	6% (5% in 2010)
Don't know	3% (5% in 2010)

[†] 2010 result does not add to 100%

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

Large influence	5% of all residents (7% in 2010 [†])
Some influence	42% (33% in 2010)
Small influence	39% (40% in 2010)
No influence	12% (16% in 2010)
Don't know	2% (5% in 2010)

[†] 2010 result does not add to 100%

Emergency Management

53% of residents have a household emergency kit (46% in 2010), while 47% don't (54% in 2010).

49% of residents have a household emergency plan of what to do and where to meet in the event of a Civil Defence emergency (45% in 2010), while 51% do not (55% in 2010).

Community Spirit

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

Very good	21% of all residents (21% in 2010 [†])
Good	50% (48% in 2010)
Neither good nor bad	18% (21% in 2010)
Not very good	7% (7% in 2010)
Poor	2% (2% in 2010)
Don't know	2% (2% in 2010)

[†] 2010 result does not add to 100%

Diversity

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

Much better	17% of all residents (15% in 2010 [†])
Better	38% (44% in 2010)
Neither better nor worse	35% (35% in 2010)
Worse	5% (4% in 2010)
Much worse	1% (1% in 2010)
Don't know	4% (2% in 2010)

[†] 2010 result does not add to 100%

Sustainability

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

Strongly agree	3%	of all residents
Agree	36%	
Neither agree nor disagree	16%	
Disagree	27%	
Strongly disagree	7%	
Don't know	11%	

NB: not asked in 2010 survey

* * * * *

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
 Gore District Council
 Grey District Council
 Hastings District Council
 Horowhenua District Council
 Marlborough District Council
 Masterton District Council
 New Plymouth District Council
 Queenstown Lakes District Council

Rodney District Council
 South Waikato District Council
 Taupo District Council
 Timaru District Council
 Waikato District Council
 Waimakariri District Council
 Waipa District Council
 Whakatane District Council
 Whangarei District Council

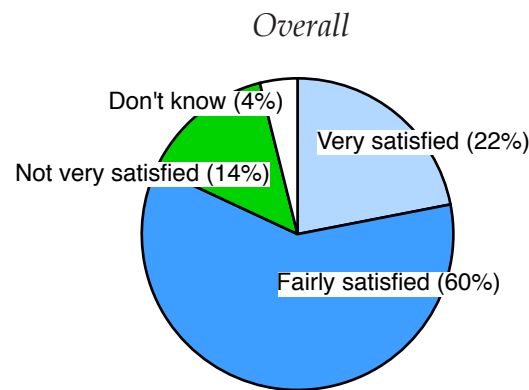


1. Council Services/Facilities

a. Satisfaction With Council Services/Facilities

Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service / facility.

i. Footpaths



In 2011, 82% of residents are satisfied with footpaths, while 14% are not very satisfied.

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

Women are more likely to be not very satisfied with footpaths, than men.

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

- uneven/bumpy/broken/rough/potholes,
- lack of maintenance/need upgrading/in poor condition,
- no footpaths/not enough footpaths.

Satisfaction With Footpaths

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	22	60	82	14	4
	2010*	17	70	87	11	2
	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
Comparison						
	Peer Group (Provincial)	22	45	67	27	6
	National Average	26	49	75	21	4
Area						
	North	24	60	84	13	3
	South	20	57	77	15	8
	East [†]	16	59	75	20	6
	West [†]	27	61	88	10	1
Gender						
	Male	22	61	83	10	7
	Female	22	58	80	18	2

% read across

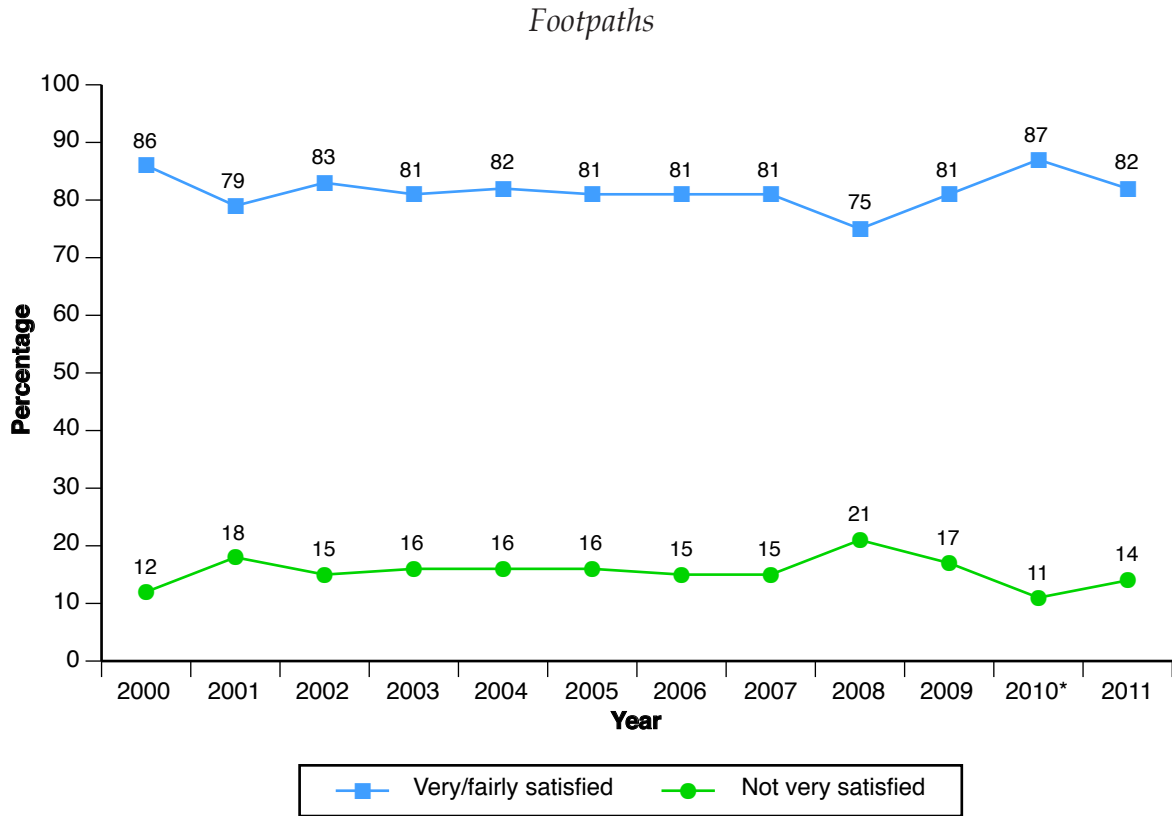
[†] does not add to 100% due to rounding

* 2010 survey not conducted by NRB

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

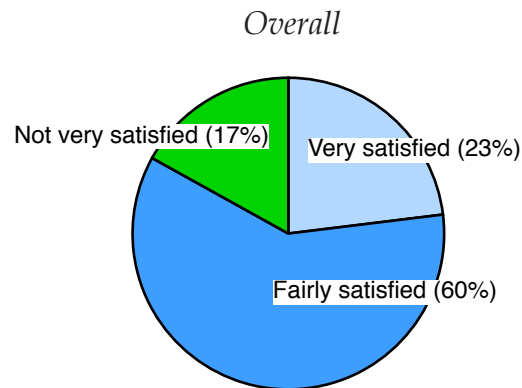
	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Uneven/bumpy/broken/rough/potholes	7	5	5	11	7
Lack of maintenance/need upgrading/ in poor condition	3	1	4	3	3
No footpaths/not enough footpaths	3	5	1	4	1

* multiple responses allowed



* 2010 survey not conducted by NRB

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

ii. Roads In The District

83% of residents are satisfied with roads in the District, while 17% are not very satisfied.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with roads. However, it appears that residents with an annual household income of less than \$40,000 are slightly less likely, than other income groups, to feel this way.

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

- uneven/rough/bumpy/corrugated/potholes,
- poor quality of work/materials used/patching,
- lack of maintenance/need upgrading/in poor condition.

Satisfaction With Roads

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	23	60	83	17	-
	2010**	12	66	78	21	-
	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	-
Comparison**						
	Peer Group (Provincial)	21	59	80	20	-
	National Average	22	57	79	21	-
Area						
	North	24	56	80	20	-
	South	16	67	83	17	-
	East†	22	62	84	13	2
	West†	27	56	83	18	-
Household Income						
	Less than \$40,000 pa	31	60	81	9	-
	\$40,000 - \$70,000 pa	20	57	77	23	-
	More than \$70,000 pa	21	61	82	17	1

% read across

* 2010 survey not conducted by NRB

** Peer Group and National Average ratings refers to roads, excluding State Highways

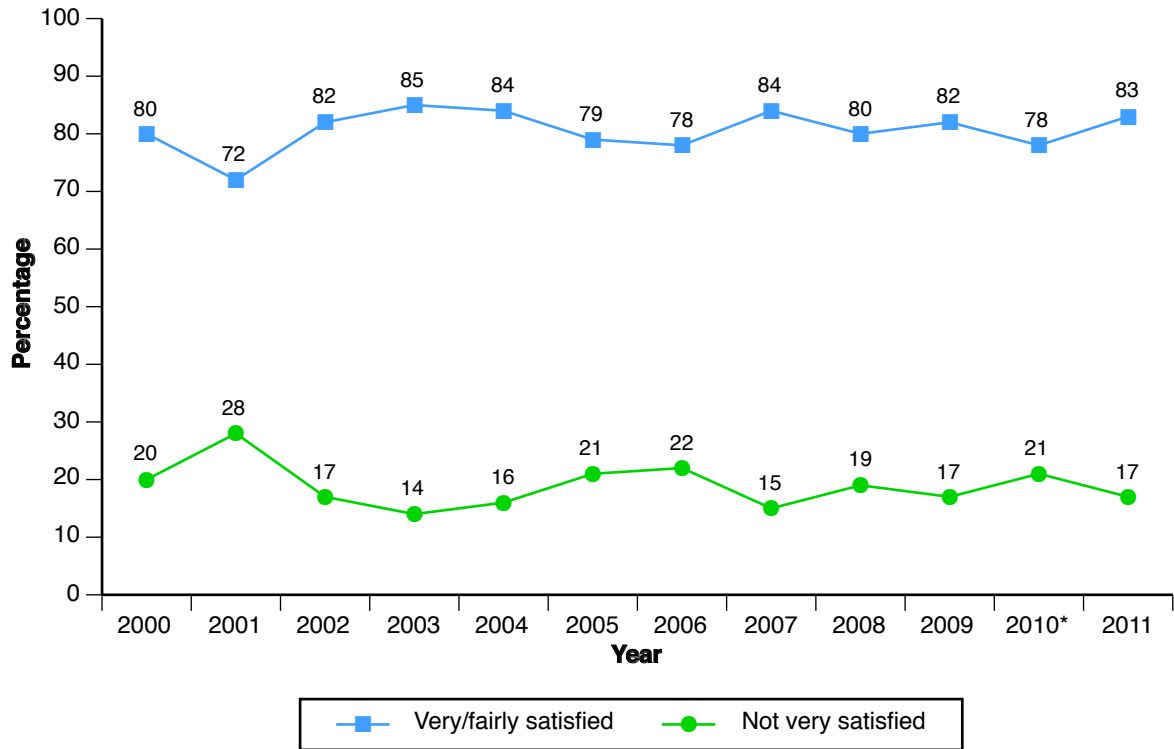
† does not add to 100% due to rounding

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

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Uneven/rough/bumpy/corrugated/potholes	6	9	5	2	6
Poor quality of work/materials used/patching	3	3	4	6	1
Lack of maintenance/need upgrading/ poor condition	3	6	1	2	3

* multiple responses allowed

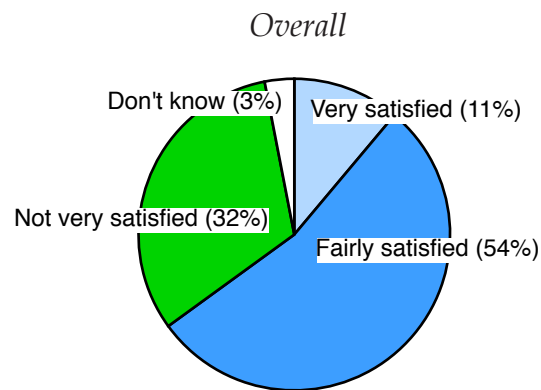
Roads In The District



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 83%

iii. *Parking In Rotorua City*



65% of residents are satisfied with parking in Rotorua City, with 32% being not very satisfied.

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

Residents aged 40 to 59 years are more likely to be not very satisfied with parking in Rotorua City, than other age groups.

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,
- prefer old meters than pay and display / more trouble / complicated,
- parking is cramped / difficult access / too close / too small,
- dislike middle of road parking.

Satisfaction With Parking In Rotorua City

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	11	54	65	32	3
	2010*	14	56	70	28	2
	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
Comparison						
	Peer Group (Provincial)	24	44	68	30	2
	National Average	23	43	66	31	3
Area						
	North	13	54	67	29	4
	South [†]	9	54	63	36	2
	East	12	56	68	30	2
	West	12	52	64	34	2
Age						
	18-39 years	11	58	69	29	2
	40-59 years	9	47	56	42	2
	60+ years	16	58	74	22	4

% read across

* 2010 survey not conducted by NRB

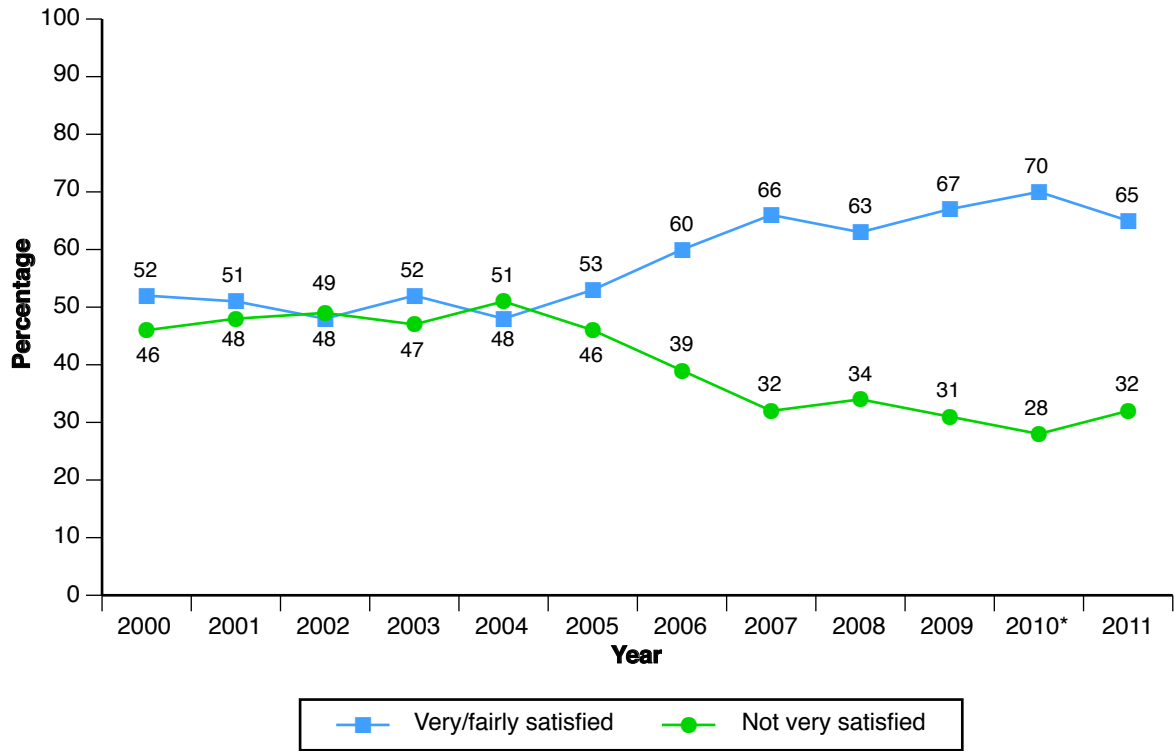
[†] does not add to 100% due to rounding

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

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Not enough parking	14	11	14	15	15
Cost of parking/ parking meters/ need more free parking	8	9	7	6	10
Prefer old meters than pay and display/ more trouble/ complicated	4	3	7	5	2
Parking is cramped/ difficult access/ too close/ too small	4	2	7	4	3
Dislike middle of road parking	4	1	4	4	5

* multiple responses allowed

Parking In Rotorua City

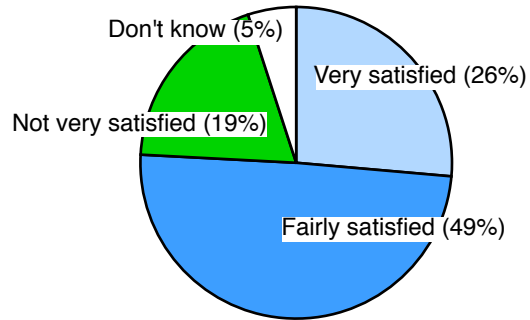


* 2010 survey not conducted by NRB

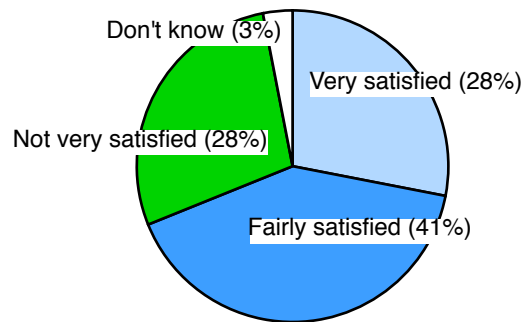
Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 65%

iv. Control Of Dogs

Overall

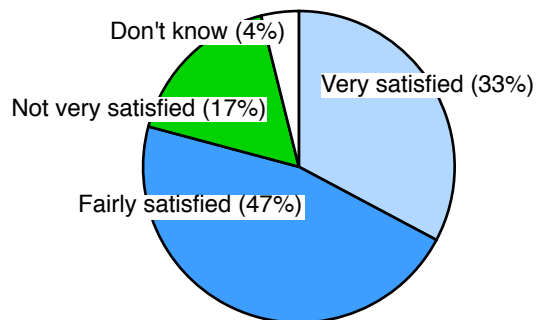


Contacted Council About Dogs



Base = 102

Dog Owners



Base = 165

75% of residents are satisfied with dog control, while 19% are not very satisfied and 5% are unable to comment.

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

27% of Rotorua households have contacted Council about dogs in the last 12 months, while 42% of residents are dog owners.

80% of dog owners are satisfied, while 69% of residents whose household has contacted Council about dogs feel this way.

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

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 %
Overall						
Total City	2011 [†]	26	49	75	19	5
	2010**	17	60	77	18	6
	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	28	41	69	28	3
	Dog Owners [†]	33	47	80	17	4
Comparison						
	Peer Group (Provincial)	36	40	76	20	4
	National Average	35	42	77	16	7
Area						
	North	25	49	74	21	5
	South [†]	26	52	78	13	8
	East	32	47	79	16	5
	West	24	47	71	25	4

% read across

* 2010 survey not conducted by NRB

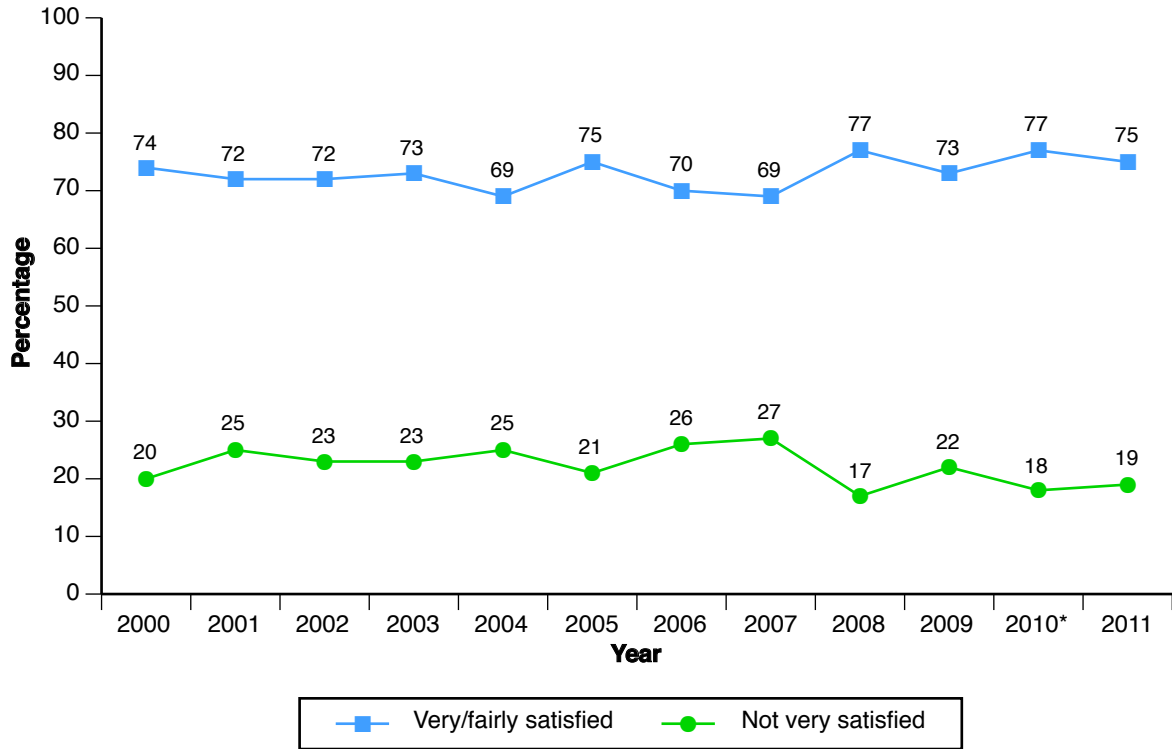
† does not add to 100% due to rounding

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

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Too many roaming / uncontrolled dogs	12	15	5	10	16
Danger to people and other animals	4	4	5	3	4
Poor service / rangers could do a better job	3	4	-	-	7
Need more control / policing / need to be stricter	3	3	1	2	5

* multiple responses allowed

Control Of Dogs

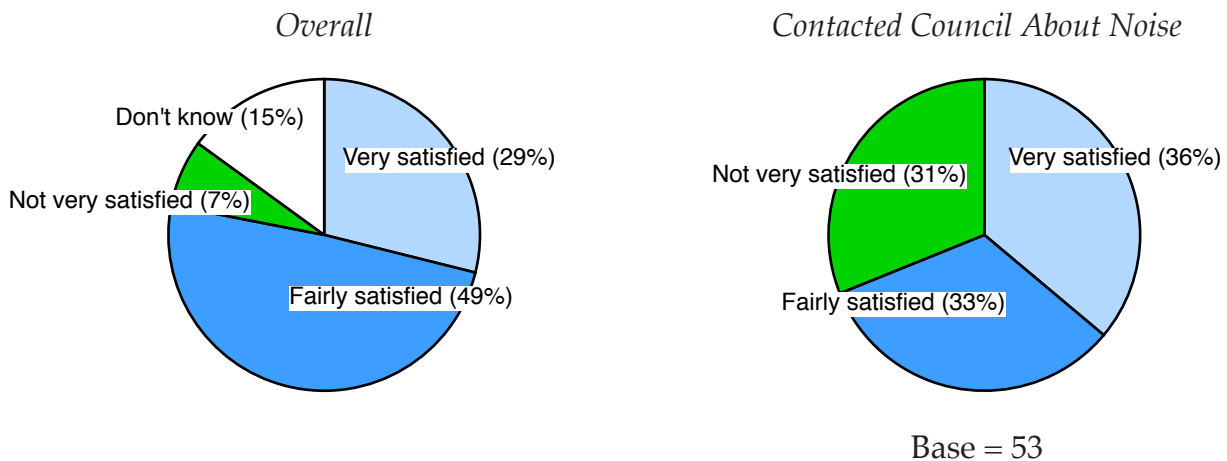


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	75%
Contacted Council	=	69%
Dog Owners	=	80%

v. Control Of Noise



78% of residents overall are satisfied with noise control, including 29% who are very satisfied. 7% are not very satisfied and 15% are unable to comment.

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

14% of households have contacted Council about noise control in the last 12 months. Of these, 69% are satisfied and 31% are not very satisfied. For a base of 53, the margin of error is $\pm 13.5\%$.

There are no notable differences between Areas 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 ...

- poor action taken/slow/ineffective/unable to locate noise, mentioned by 2% of all residents,
- noisy vehicles/road noise/speeding cars, 2%.

* multiple responses allowed

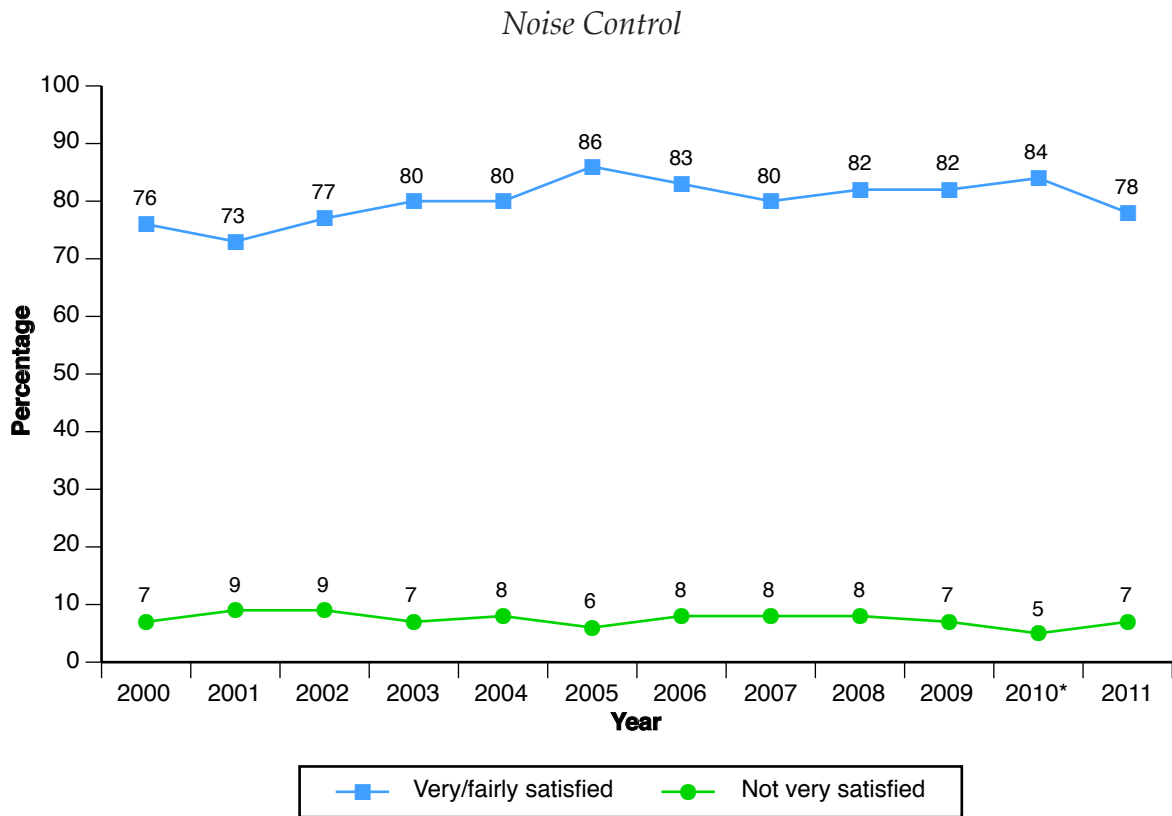
Satisfaction With Noise Control

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	29	49	78	7	15
	2010**	22	62	84	5	10
	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		36	33	69	31	-
Comparison						
Peer Group (Provincial)		32	43	75	13	12
National Average		33	44	77	13	10
Area						
North		27	46	73	7	20
South		26	44	70	10	20
East†		28	52	80	6	13
West†		32	54	86	5	8

% read across

* 2010 survey not conducted by NRB

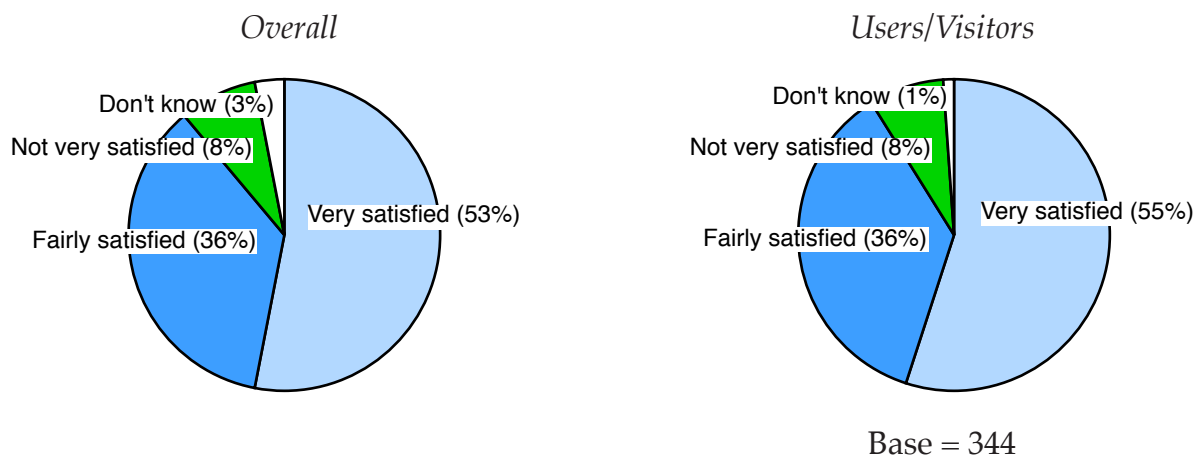
† does not add to 100% due to rounding



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 78%
 Contacted Council = 69%

vi. Parks, Reserves And Playgrounds



89% of all residents are satisfied with parks, reserves and playgrounds, with 53% being very satisfied. 8% of residents are not very satisfied with these facilities.

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

88% of households say they have used or visited parks, reserves or playgrounds in the last 12 months, with 91% of these residents being satisfied.

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with parks, reserves and playgrounds.

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

- not well maintained/ rubbish/broken glass, mentioned by 3% of all residents,
- poor/basic unattractive/ need beautifying/ upgrading, 2%,
- need more rubbish bins/ should not be removing bins from parks, 2%.

* multiple responses allowed

Satisfaction With Parks, Reserves And Playgrounds

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2011	53	36	89	8	3
	2010**†	45	47	92	6	3
	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		55	36	91	8	1
Comparison**						
Peer Group (Provincial)		63	28	91	4	5
National Average		56	34	90	5	5
Area						
North		61	33	94	4	2
South†		41	44	85	10	4
East		61	28	89	6	5
West†		49	40	89	9	3

% read across

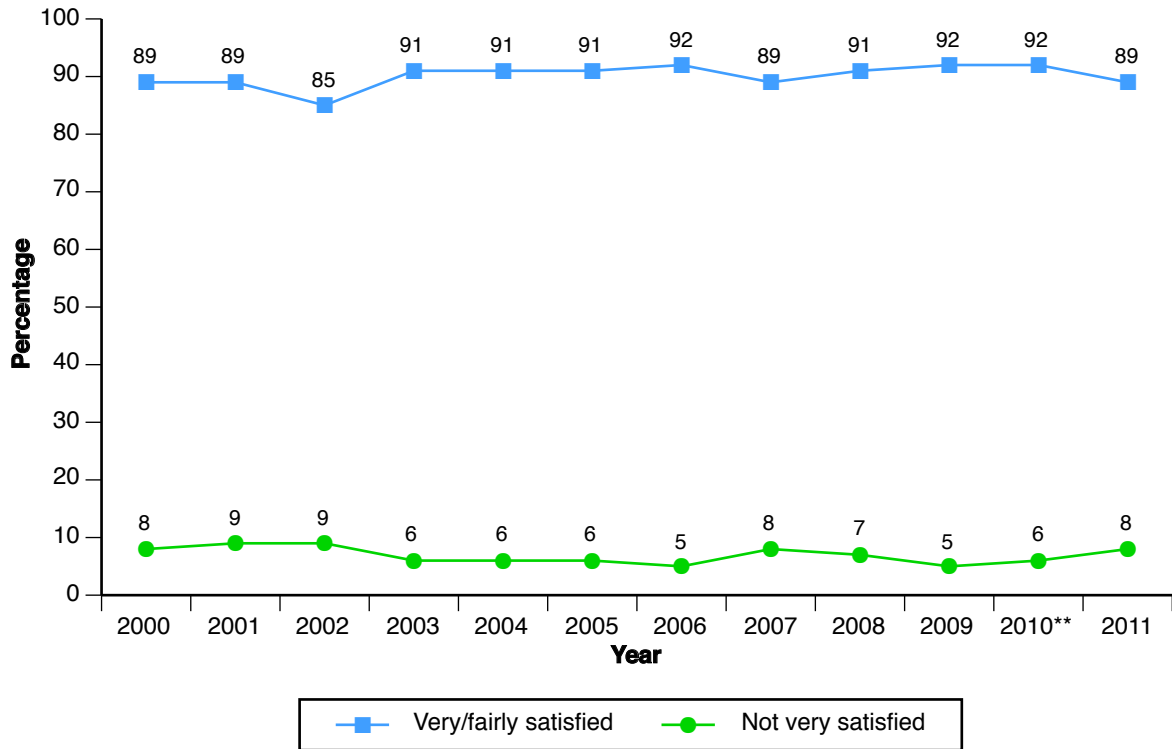
* Readings prior to 2007 refer to parks, reserves, sportsfields and playgrounds. In 2007, satisfaction with sportsfields was asked separately (see pages 45 - 47).

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

** Peer Group and National Average ratings are an average, as parks and reserves, and sportsfields and playgrounds were asked separately in the 2010 National Communitrak™ survey.

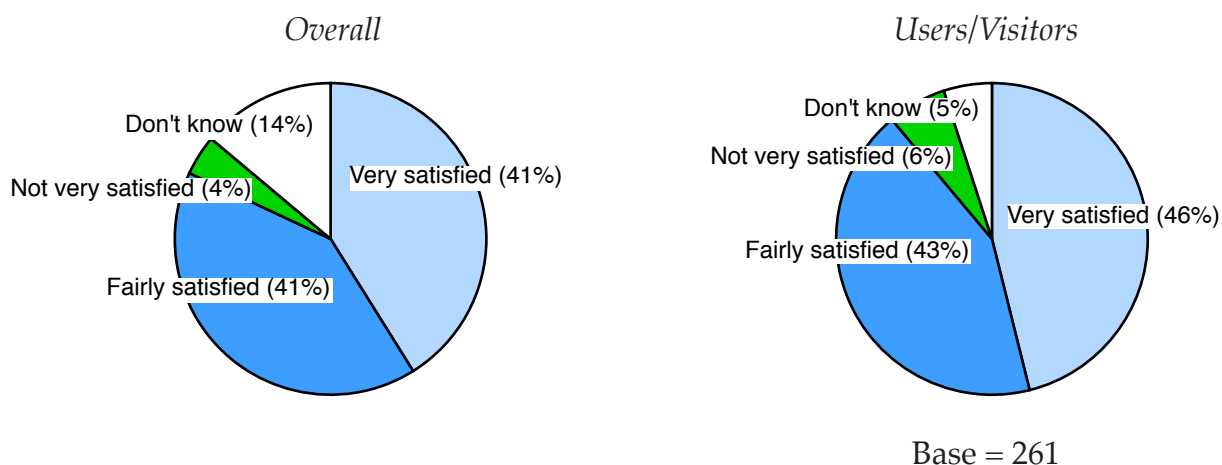
Parks, Reserves And Playgrounds



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 89%
 Users/Visitors = 91%

vii. Sportsfields



82% of Rotorua District residents are satisfied with sportsfields, including 41% who are very satisfied. 4% are not very satisfied and 14% are unable to comment.

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

68% of households say they have used or visited a sportsfield in the last 12 months. Of these, 89% are satisfied and 6% not very satisfied.

There are no notable differences between Areas 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:

- need more/better facilities/ need upgrading, mentioned by 2% of all residents,
- need better maintenance/upkeep, 1%,
- poor drainage/ground conditions, 1%.

* multiple responses allowed

Satisfaction With Sportsfields

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2011	41	41	82	4	14
	2010**	35	49	84	4	12
	2009	46	37	83	4	13
	2008	47	39	86	5	9
	2007	47	37	84	4	12
Users/Visitors		46	43	89	6	5
Comparison**						
Peer Group (Provincial)		58	30	88	5	7
National Average		52	35	87	6	7
Area						
North		38	37	75	4	21
South		44	38	82	6	12
East†		31	50	81	2	16
West		49	40	89	4	7

% read across

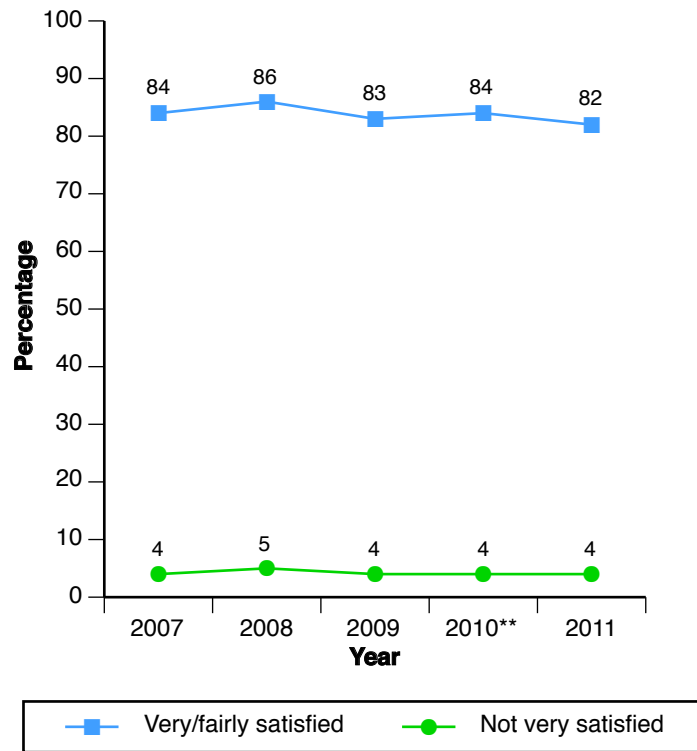
* prior to 2007, not asked separately

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

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

Sportsfields

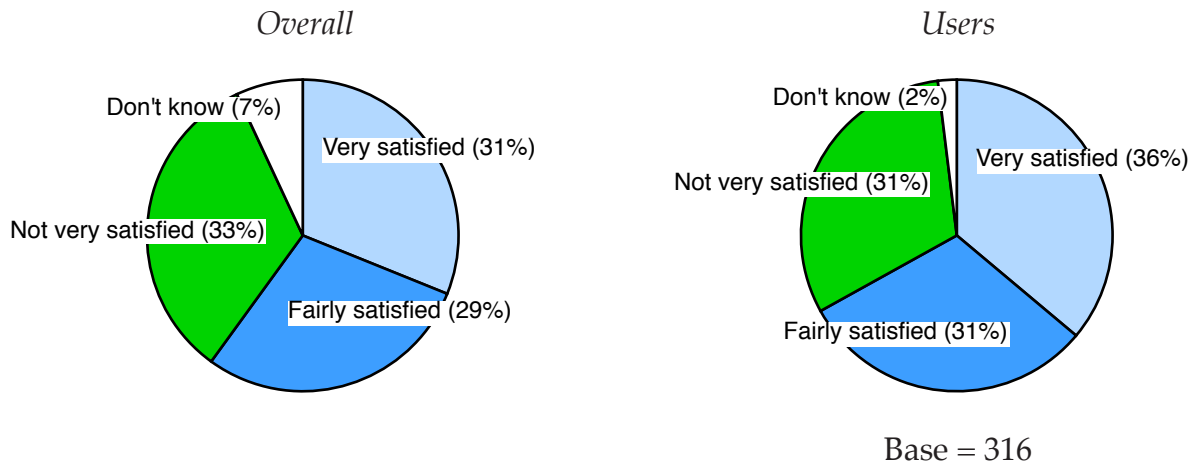


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 82%
 Users/Visitors = 89%

viii. Recycling Waste Materials



60% of residents are satisfied with the District's recycling of waste materials, including 31% who are very satisfied. 33% are not very satisfied and 7% are unable to comment.

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

78% of households have used the Council's recycling services in the last year. Of these, 67% are satisfied and 31% not very satisfied.

Women are more likely to be not very satisfied with recycling waste materials, than men.

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

- need kerbside recycling / would like recycling bin collection,
- hassle to drive to town to recycle centres / difficult for some people,
- very poor / could do more,
- improve facilities / service at recycling centres,
- need a recycling station at Ngongotaha.

Satisfaction With Recycling Waste Materials

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2011	31	29	60	33	7
	2010**	23	39	62	34	4
	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		36	31	67	31	2
Comparison						
Peer Group (Provincial)		58	26	84	12	4
National Average		55	29	84	13	3
Area						
North		30	28	58	40	2
South†		32	25	57	27	15
East		32	30	62	33	5
West		31	31	62	33	5
Gender						
Male		31	32	63	28	9
Female		31	26	57	38	5

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

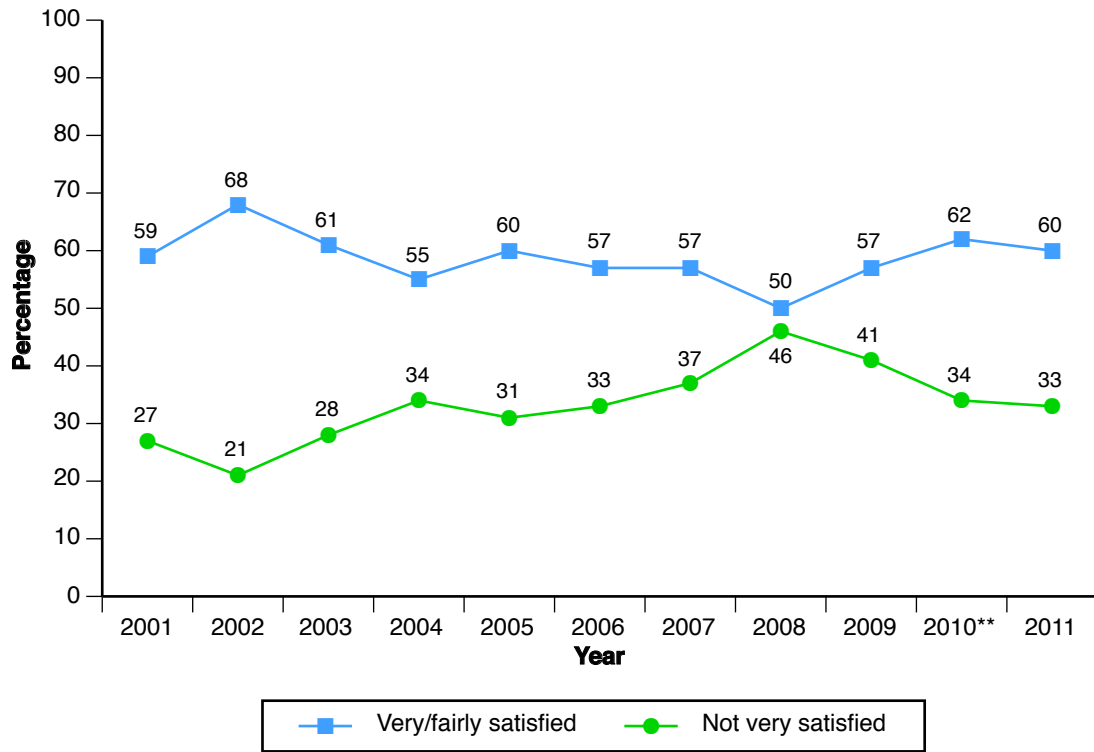
† does not add to 100% due to rounding

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

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Need kerbside recycling/ would like recycling bin collection	24	24	19	25	29
Hassle to drive to town to recycle centres/ difficult for some people	11	11	7	10	13
Very poor/could do more	5	6	6	4	6
Improve facilities/service at recycling centres	4	4	4	2	4
Need a recycling station at Ngongotaha	3	10	-	1	-

* multiple responses allowed

Recycling Waste Materials

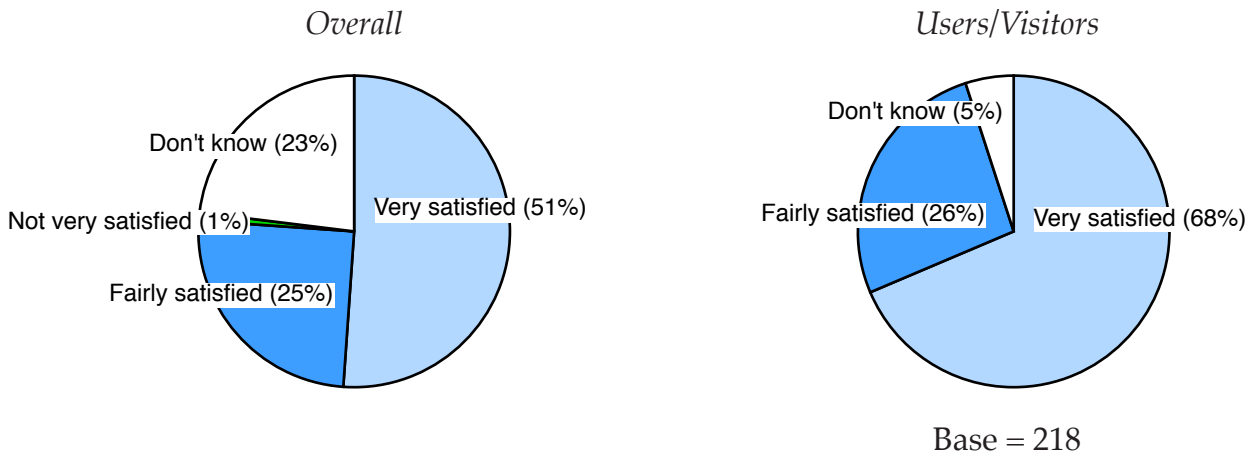


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 60%
 Users = 67%

ix. *Art And History Museum*



76% of residents overall are satisfied with the Art and History Museum, with 51% being very satisfied. 23% are unable to comment.

The percent not very satisfied (1%) on par with the Peer Group and National Averages.

57% 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 (5%).

There are no notable differences between Areas 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 ...

"The cost is too high to take visitors to the museum in Government Gardens."

"A waste of money."

"I wouldn't say it's the best museum, there's not a lot in it. In England the museums are great museums."

* multiple responses allowed

Satisfaction With Art And History Museum

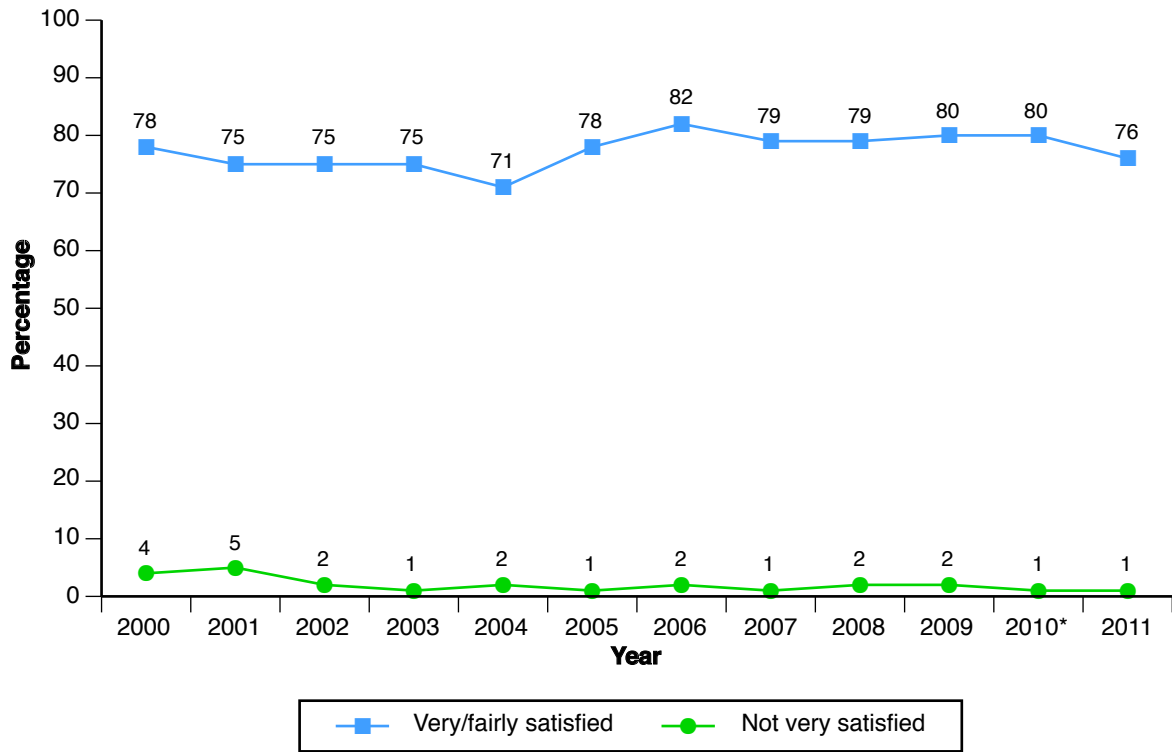
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	51	25	76	1	23
	2010*	48	32	80	1	19
	2009	56	24	80	2	18
	2008	57	22	79	2	19
	2007	56	23	79	1	20
	2006	57	25	82	2	16
	2005	53	25	78	1	21
	2004	49	22	71	2	27
	2003	52	23	75	1	24
	2002	56	21	75	2	21
	2001	57	18	75	5	20
	2000	43	25	78	4	28
Users/Visitors [†]		68	26	94	-	5
Comparison						
Peer Group (Provincial)		36	27	63	4	33
National Average		46	22	68	4	28
Area						
North		47	29	76	-	24
South		46	29	75	1	24
East		57	18	75	2	23
West		55	24	79	-	21

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

Art And History Museum

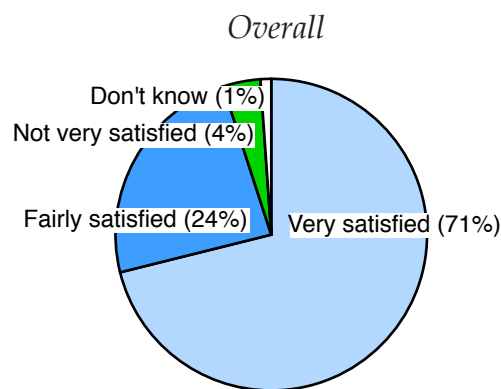


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 76%
 Users / Visitors = 94%

x. Beautification And Landscaping Of The District



95% of Rotorua District residents are satisfied with the beautification and landscaping of the District, including 71% who are very satisfied.

The percent not very satisfied, 4%, is slightly below the Peer Group and National Averages.

There are no notable differences between Areas 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 ...

- dull/not attractive/unattractive aspects like industrial areas, power lines, litter, etc, mentioned by 1% of all residents.
- only in City centre/other areas need attention, 1%,
- a waste of money/too much spent/it's overdone/better priorities for money spent, 1%.

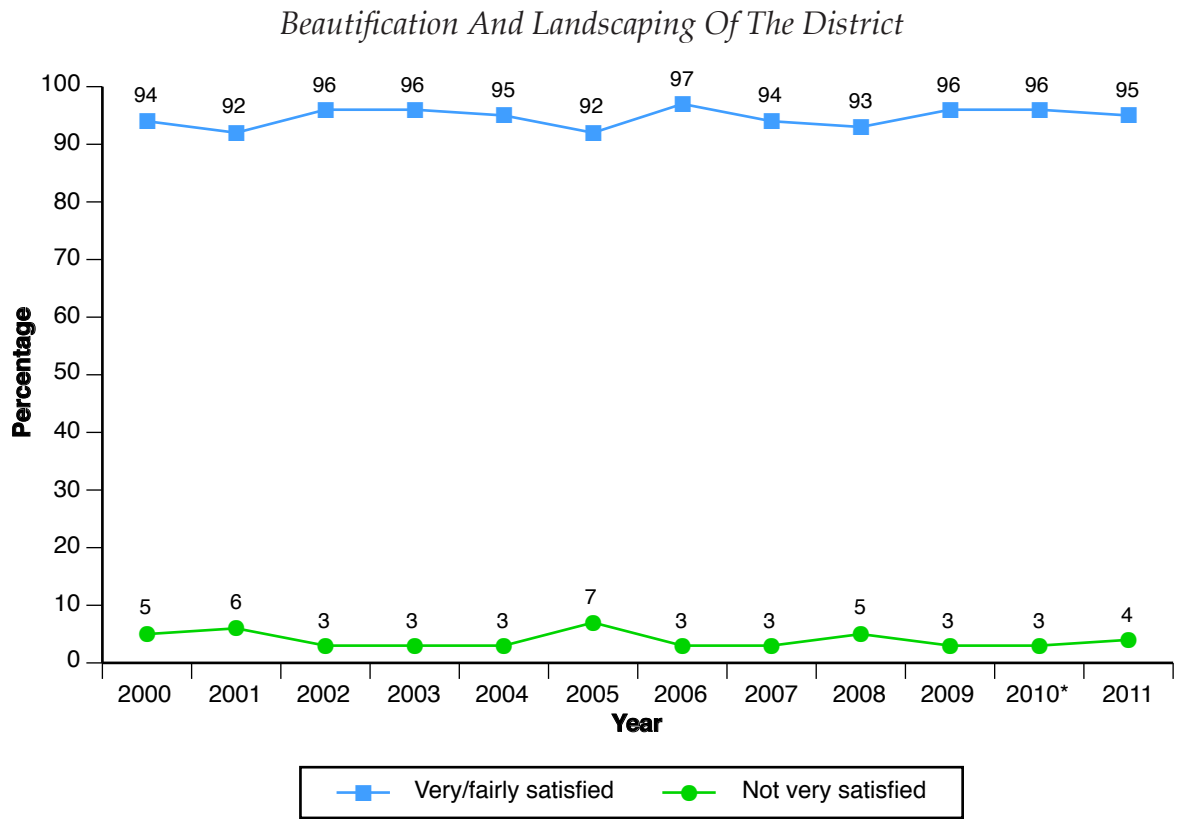
* multiple responses allowed

Satisfaction With Beautification And Landscaping Of The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	71	24	95	4	1
	2010*	61	35	96	3	1
	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
Comparison						
	Peer Group (Provincial)	53	37	90	9	1
	National Average	42	47	89	10	1
Area						
	North	74	25	99	1	-
	South	65	30	95	3	2
	East	79	15	94	5	1
	West	69	23	92	6	2

% read across

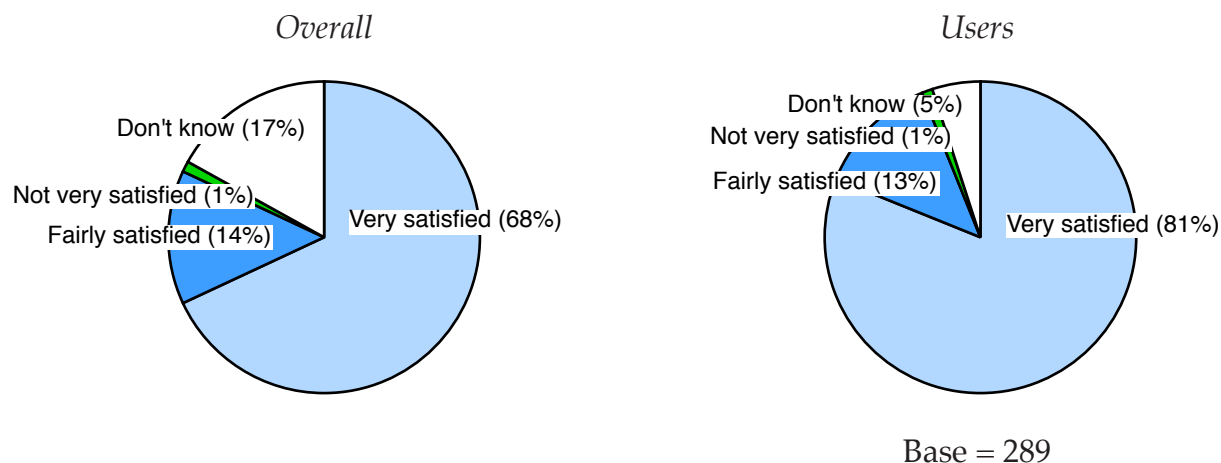
* 2010 survey not conducted by NRB



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 95%

xi. Library Service



Overall, 82% of residents are satisfied with the library service, with 68% being very satisfied, while 17% are unable to comment.

The percent not very satisfied (1%) is similar to the Peer Group and National Averages.

74% of households have used a District Library in the last 12 months and, of these, 94% are satisfied, including 81% who are very satisfied, with 1% not very satisfied.

There are no notable differences between Areas 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 books that I borrowed from the main library in town smelt of smoke, so I don't use the facility anymore."

"The quality of books is not very good. I'd like to see some classics, some old books before 1970. The range of books is narrow and too modern."

"I object to paying for taking books out."

"The mobile library didn't stay very long at the Kaingaroa area school so some of the children couldn't get books. There was a difficulty with library cards, some of the children had library cards but others didn't. Please stay here longer."

* multiple responses allowed

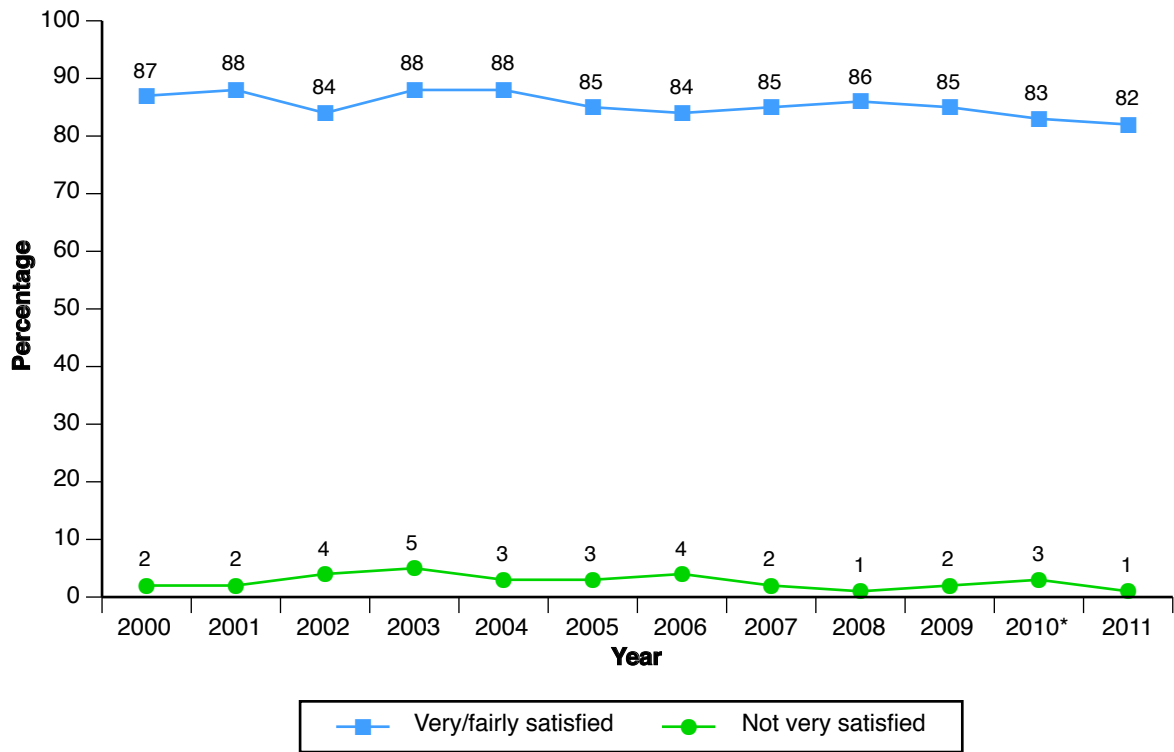
Satisfaction With Library Service

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	68	14	82	1	17
	2010*	51	32	83	3	14
	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		81	13	94	1	5
Comparison						
Peer Group (Provincial)		63	24	87	-	13
National Average		66	24	90	2	8
Area						
North		71	8	79	-	21
South		66	13	79	2	19
East		70	17	87	1	12
West		67	17	84	1	15

% read across

* 2010 survey not conducted by NRB

Library Service

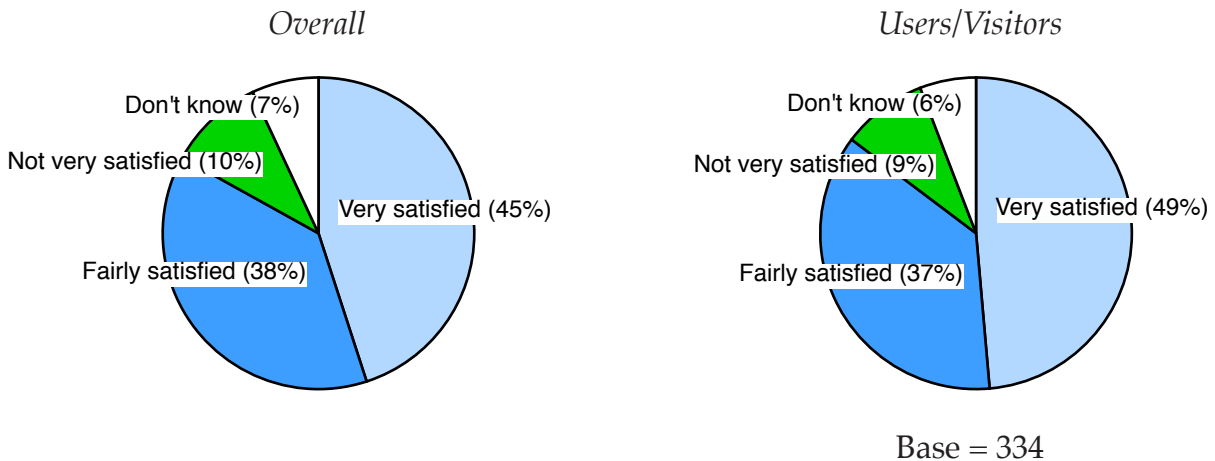


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 82%
 Users = 94%

xii. Event And Tourism Promotion Of Rotorua



83% of residents overall are satisfied with the event and tourism promotion of Rotorua, including 45% who are very satisfied, while 7% are unable to comment.

The percent not very satisfied (10%) is on par with the Peer Group Average and similar to the National Average readings for tourism promotion.

86% 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, 86% are satisfied and 9% not very satisfied.

Men are more likely to be not very satisfied with event and tourism promotion of Rotorua, than women.

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

- could do more promotion/ advertising,
- could be improved/ need new people/new approach.

* multiple responses allowed

Satisfaction With Event And Tourism Promotion Of Rotorua

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2011	45	38	83	10	7
	2010**	39	46	85	8	7
	2009	53	30	83	9	8
	2008	55	30	85	8	7
	2007	55	32	87	6	7
Users/Visitors [†]		49	37	86	9	6
Comparison^{††}						
Peer Group (Provincial)		41	39	80	13	7
National Average		32	41	73	12	15
Area						
North [†]		44	36	80	14	7
South		42	44	86	9	5
East		55	29	84	7	9
West [†]		42	42	84	8	7
Gender						
Male		39	41	80	14	6
Female [†]		51	35	86	6	7

% read across

* not asked prior to 2007

** 2010 survey not conducted by NRB

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

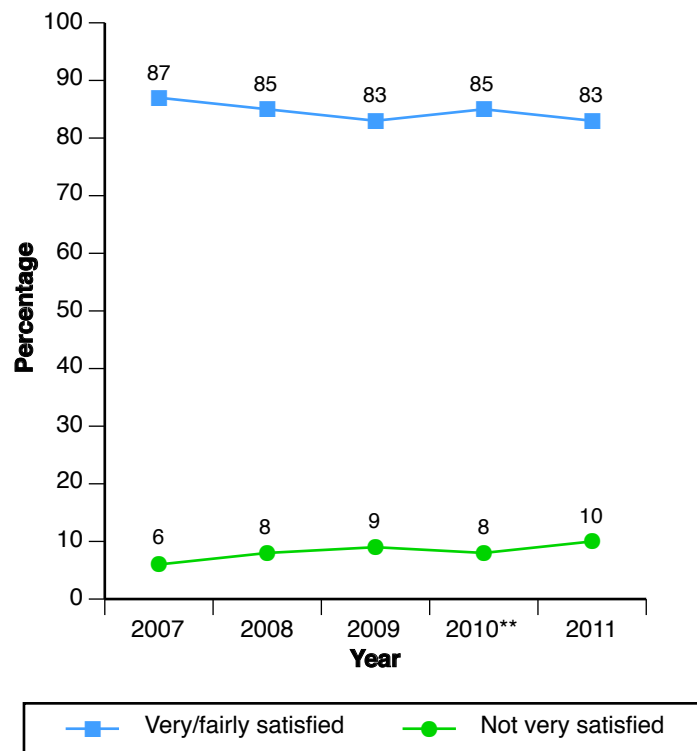
^{††} Peer Group and National Average readings refer to ratings for Tourism Promotion

Summary Table: Main Reasons* For Being Not Very Satisfied With Event And Tourism Promotion Of Rotorua

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Could do more promotion/advertising	4	7	4	3	4
Could be improved/need new people/ new approach	2	-	-	2	4

* multiple responses allowed

Event And Tourism Promotion Of Rotorua

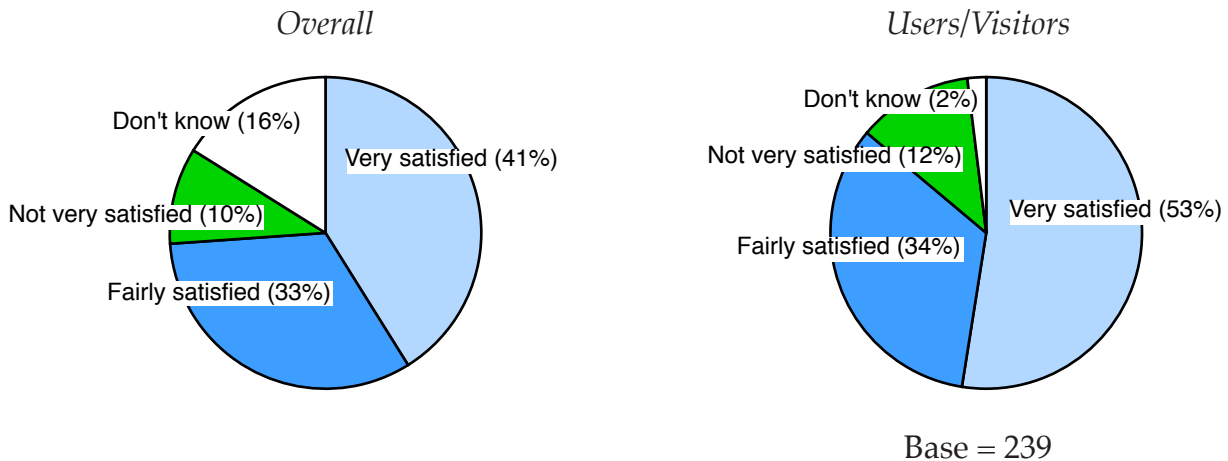


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 83%
 Users/Visitors = 86%

xiii. Rotorua Aquatic Centre



74% of all residents are satisfied with the Rotorua Aquatic Centre, with 41% being very satisfied. 10% are not very satisfied and 16% are unable to comment.

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

64% of households have used or visited the Rotorua Aquatic Centre in the last 12 months. Of these "users/visitors", 87% are satisfied and 12% are not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the Rotorua Aquatic Centre.

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

- charges / too expensive,
- not clean / poor standard of hygiene,
- crowded / congested / more space needed,
- decision to charge parents / spectators.

Satisfaction With Rotorua Aquatic Centre

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2011	41	33	74	10	16
	2010*	34	41	75	7	18
	2009	50	30	80	7	13
	2008	51	30	81	6	13
	2007	47	29	76	7	17
	2006	54	27	81	7	12
	2005	55	22	77	7	16
	2004	50	28	78	6	16
	2003	44	28	72	9	19
	2002	37	32	69	10	21
	2001	47	28	75	6	19
	2000	43	26	69	10	21
Users/Visitors [†]		53	34	87	12	2
Comparison*						
Peer Group (Provincial)		40	29	69	11	20
National Average		38	31	69	8	23
Area						
North [†]		45	31	76	8	15
South		33	40	73	12	15
East [†]		40	33	73	7	21
West [†]		45	30	75	12	14

% read across

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

* 2010 survey not conducted by NRB

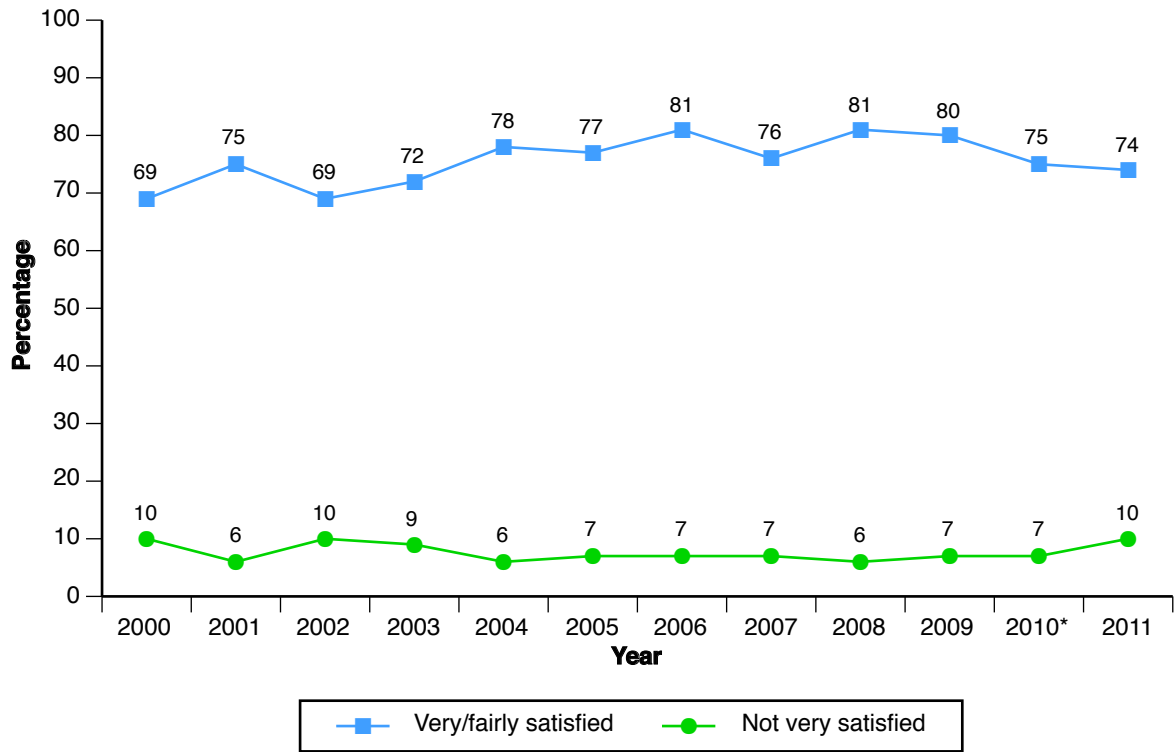
† does not add to 100% due to rounding

**Summary Table:
Main Reasons* For Being Not Very Satisfied With Rotorua Aquatic Centre**

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Charges/too expensive	3	-	2	3	5
Not clean/poor standard of hygiene	3	2	3	2	3
Crowded/congested/more space needed	2	3	4	-	-
Decision to charge parents/spectators	2	2	-	1	3

* multiple responses allowed

Rotorua Aquatic Centre

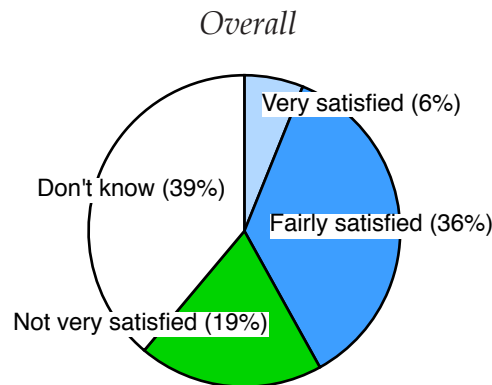


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 74%
 Users/Visitors = 87%

xiv. Promotion Of Job Opportunities



42% of residents are satisfied with the Council's promotion of job opportunities, with 19% being not very satisfied. A significant percentage (39%) are unable to comment.

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

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

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

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

- not much done/ could do more/ needs improvement,
- lack of job opportunities/ unemployment.
- don't see any promotion/ no Council involvement,
- need to encourage/ support businesses.

Satisfaction With Promotion Of Job Opportunities

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2011	6	36	42	19	39
	2010**	8	41	49	13	38
	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
Comparison						
Peer Group (Provincial)		9	36	45	22	33
National Average		7	30	37	23	40
Area						
North		5	40	45	19	36
South [†]		4	36	40	20	39
East		4	27	31	16	53
West [†]		12	38	50	21	30
Household Size[†]						
1-2 person household		6	30	36	15	48
3+ person household		7	40	47	22	32
Ratepayer?						
Ratepayer [†]		7	35	42	18	41
Non-ratepayer		7	38	45	27	28

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

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

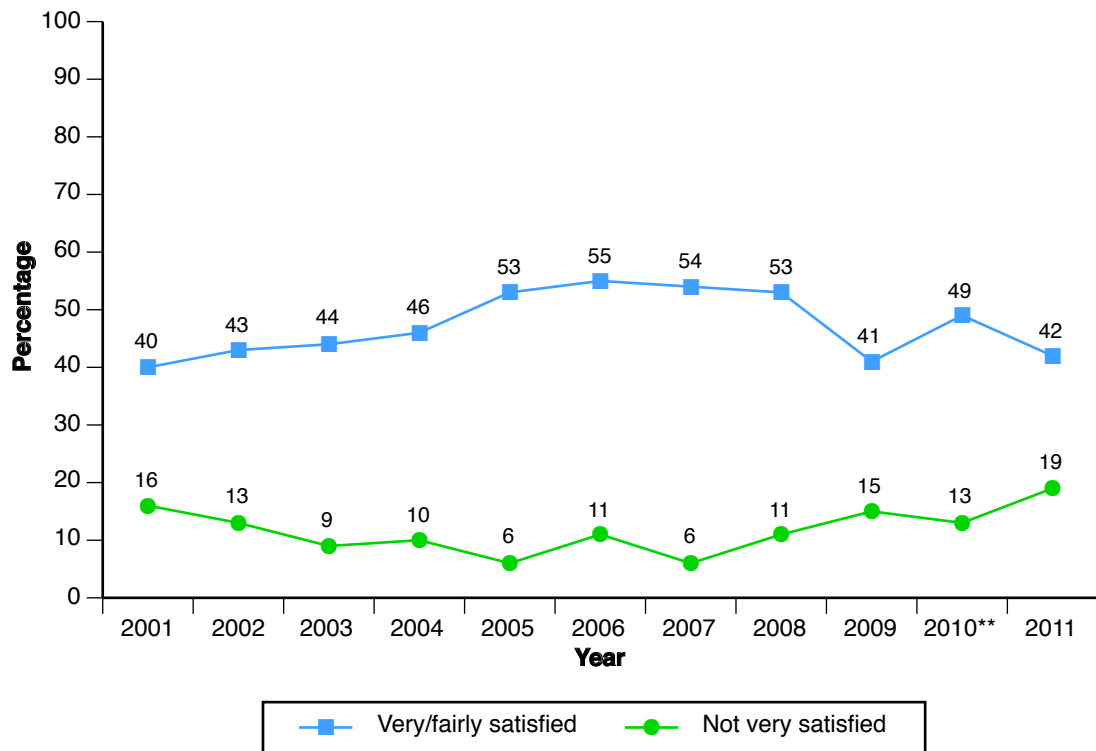
**Summary Table:
Main Reasons* For Being Not Very Satisfied With The Promotion Of Job Opportunities**

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Not much done/could do more/ needs improvement	7	6	9	5	8
Lack of job opportunities/unemployment	6	9	7	4	3
Don't see any promotion/no Council involvement	4	2	4	6	6
Need to encourage/support businesses	3	3	1	2	6

* multiple responses allowed

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

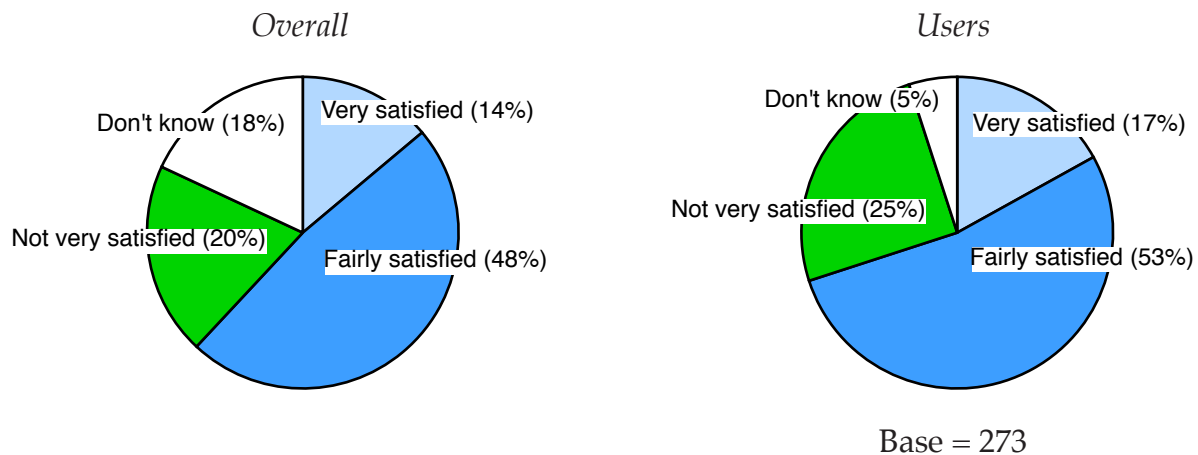
Promotion Of Job Opportunities



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 42%

xv. Public Toilets



62% of Rotorua District residents are satisfied with the District's public toilets, while 20% are not very satisfied and 18% are unable to comment.

The percent not very satisfied with public toilets is slightly above the Peer Group Average and similar to the National Average.

71% of households have used a public toilet in the last 12 months. Of these "users", 70% are satisfied and 25% not very satisfied.

Women are more likely to be not very satisfied with the District's public toilets, than men.

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

- dirty / smelly / disgusting / need cleaning more often,
- not enough toilets / need more,
- old / rundown / poor condition / need maintenance / upgrading.

Satisfaction With Public Toilets

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2011	14	48	62	20	18
	2010**†	8	46	54	26	19
	2009	11	39	50	35	15
	2008	11	40	51	33	16
	2007	14	44	58	29	13
	2006	10	44	54	32	14
Users		17	53	70	25	5
Comparison						
Peer Group (Provincial)		28	45	73	14	13
National Average		21	44	65	20	15
Area						
North		14	47	61	19	20
South†		12	54	66	14	19
East†		15	40	55	22	22
West		14	51	65	25	10
Gender						
Male		16	54	70	14	16
Female		12	43	55	26	19

% read across

* not asked prior to 2006

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

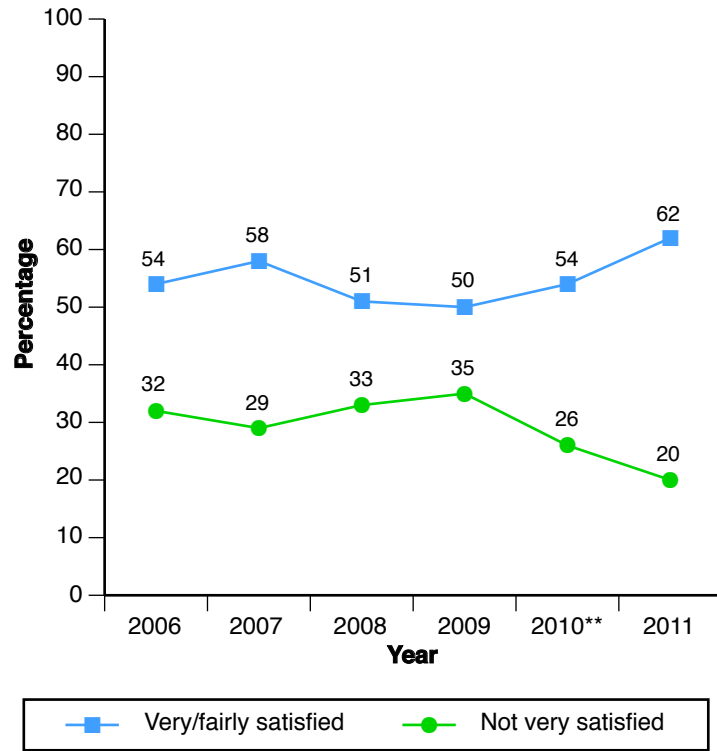
Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Dirty / smelly / disgusting / need cleaning more often	10	11	9	10	10
Not enough toilets / need more	7	4	2	10	11
Old / rundown / poor condition / need maintenance / upgrading	5	4	5	6	5

* multiple responses allowed

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

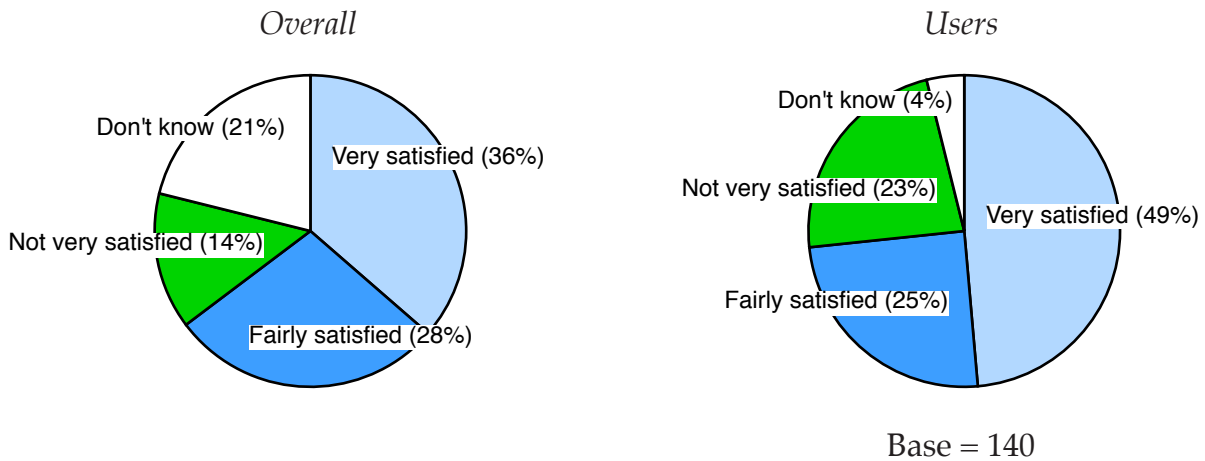
Public Toilets



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 62%
 Users = 70%

xvi. Cycling Facilities In The District



64% of residents are satisfied with the cycling facilities in the District, including 36% who are very satisfied. 14% are not very satisfied and 21% are unable to comment.

There are no comparative Peer Group and National Average for this facility.

37% of households have used cycling facilities in the last 12 months. Of these, 74% are satisfied and 23% not very satisfied.

Ratepayers are more likely to be not very satisfied with cycling facilities in the District, than non-ratepayers.

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

- on road cycling dangerous,
- not enough cycle lanes/more cycle lanes needed,
- cycle lanes poorly planned/ designed,
- inadequate provision for cyclists/room for improvement/Council should do more.

Satisfaction With Cycling Facilities In The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2011 [†]	36	28	64	14	21
	2010**	26	34	60	19	21
Users [†]		49	25	74	23	4
Area						
North		35	30	65	17	18
South		37	22	59	18	23
East [†]		38	27	65	12	24
West		36	34	70	9	21
Ratepayers?[†]						
Ratepayer		38	26	64	16	21
Non-ratepayer		30	40	70	5	24

% read across

* not asked prior to 2010

** 2010 survey not conducted by NRB

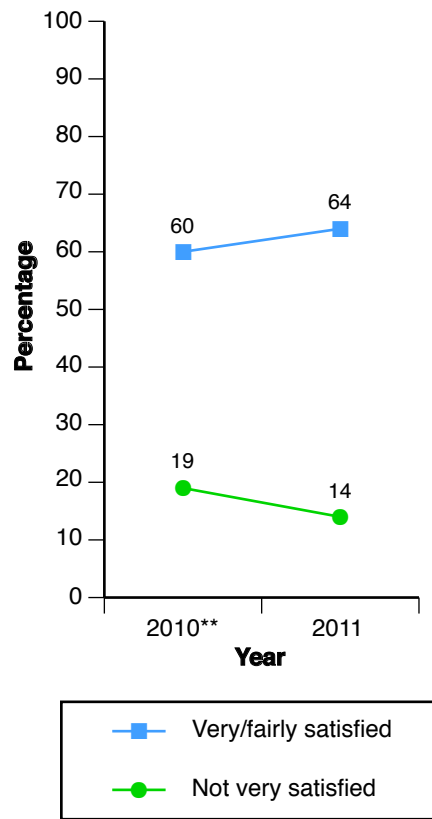
[†] does not add to 100% due to rounding

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

	Total District 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
On road cycling dangerous	6	6	9	6	5
Not enough cycle lanes/more cycle lanes needed	5	6	6	5	4
Cycle lanes poorly planned/ designed	2	5	2	3	-
Inadequate provision for cyclists/ room for improvement/Council should do more	2	2	3	3	1

* multiple responses allowed

Cycling Facilities In The District

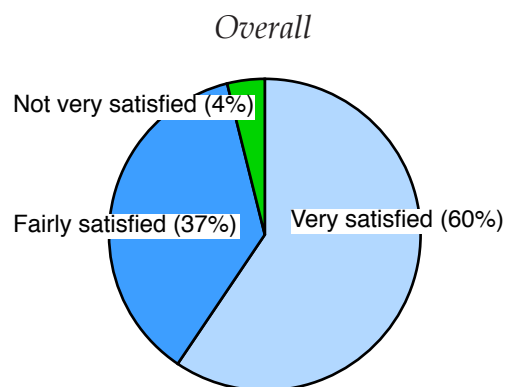


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	64%
Users	=	74%

xvii. Appearance And Cleanliness Of The Rotorua City Centre



97% of all residents are satisfied with the appearance and cleanliness of the Rotorua City Centre, including 60% who are very satisfied.

The percent not very satisfied (4%) is below the Peer Group and National Averages for litter control in general.

There are no notable differences between Areas and between socio-economic groups, in terms of those not very satisfied with the appearance and cleanliness of the Rotorua City Centre.

The main reasons* for being not very satisfied are ...

- rubbish dropped / need rubbish bins around, mentioned by 2% of all residents,
- old / tired / rundown / unappealing / not a good impression, 1%,
- people hanging around / smoking / drinking / not abiding by law, 1%,
- dirty / needs to be cleaner, 1%,
- town centre spread out with empty shops / empty spaces, 1%.

* multiple responses allowed

Satisfaction With Appearance And Cleanliness Of Rotorua City Centre

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total City 2011 [†]	60	37	97	4	-
2010**	53	43	96	4	-
Comparison^{††}					
Peer Group (Provincial)	34	44	78	19	3
National Average	32	47	79	18	3
Area					
North	54	42	96	4	-
South	55	44	99	1	-
East	61	35	96	4	-
West	68	27	95	5	-

% read across

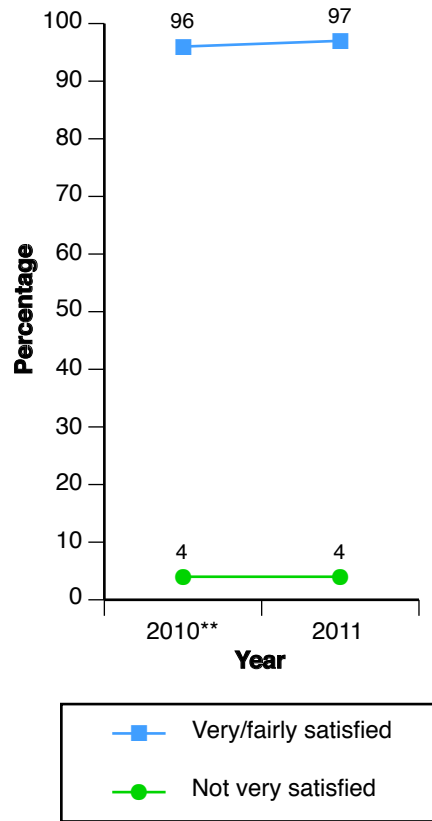
* not asked prior to 2010

** 2010 survey not conducted by NRB

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

^{††} Peer Group and National Averages are based on ratings for litter control in general

Appearance And Cleanliness Of Rotorua City Centre



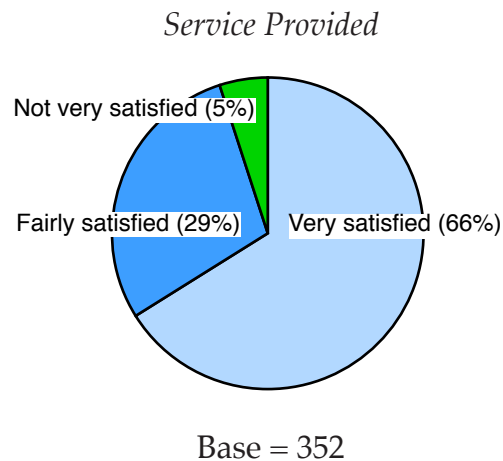
** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 97%

b. Satisfaction With Council Services - Residents Provided With Service

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

i. Water Supply



89% of residents are provided with a piped water supply. Of these, 95% are satisfied, including 66% who are very satisfied, while 5% are not very satisfied.

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

There are no notable differences between Areas 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.

The main reasons* for being not very satisfied are ...

- tastes/smells of chlorine/high chlorinated, mentioned by 2% of residents who are provided with a piped water supply,
- cost issues, 1%,
- limited supply/shortages/restrictions, 1%,
- low water pressure, 1%.

* multiple responses allowed

Satisfaction With Water Supply

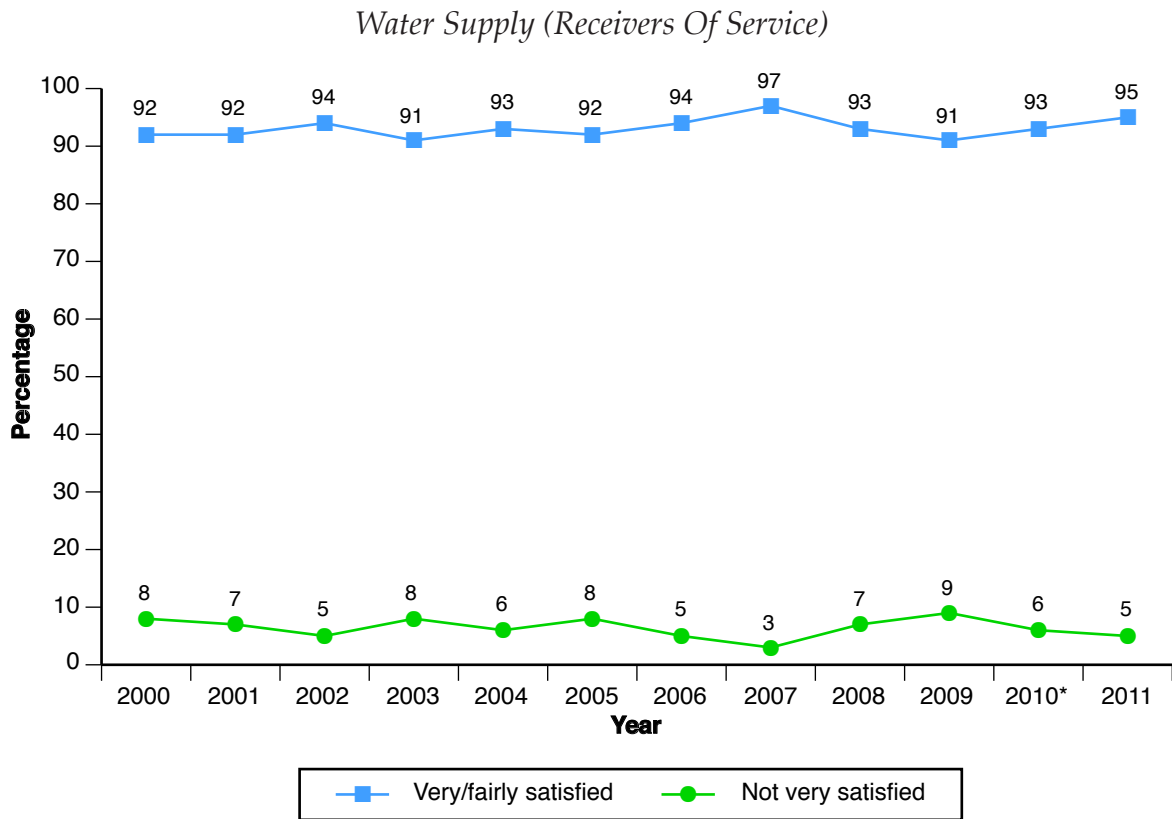
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With A Piped Water Supply					
Total District 2011	66	29	95	5	-
2010*	58	35	93	6	1
2009	61	30	91	9	-
2008	63	30	93	7	-
2007	69	28	97	3	-
2006	49	45	94	5	1
2005	51	41	92	8	-
2004	47	46	93	6	1
2003	53	38	91	8	1
2002	58	36	94	5	1
2001	56	36	92	7	1
2000	58	34	92	8	-
Comparison					
Peer Group (Provincial)	56	37	93	5	2
National Average	55	38	93	6	1
Area					
North	62	31	93	7	-
South	68	31	99	1	-
East	76	19	95	5	-
West [†]	59	35	94	5	1

Base = 352

% read across

* 2010 survey not conducted by NRB

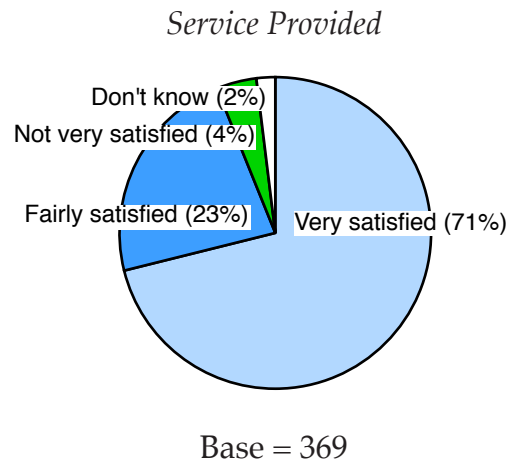
† does not add to 100% due to rounding



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Receivers of Service = 95%

ii. Rubbish Collection



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

Of these, 94% are satisfied, including 71% who are very satisfied, while 4% are not very satisfied.

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

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

The main reasons* for being not very satisfied are ...

- not enough rubbish bags supplied, mentioned by 2% of residents who are provided, by Council, with a regular rubbish collection service,
- dislike paper rubbish bags / animals get into them, 1%,
- would like kerbside recycling, 1%,
- need collection for larger items, 1%.

* multiple responses allowed

Satisfaction With Rubbish Collection

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With A Regular Rubbish Collection					
Total District 2011	71	23	94	4	2
2010**	68	25	93	6	2
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
Comparison					
Peer Group (Provincial)	64	27	91	6	3
National Average	59	30	89	9	2
Area					
North	71	20	91	3	6
South [†]	71	26	97	1	1
East [†]	69	26	95	4	-
West	70	21	91	7	2

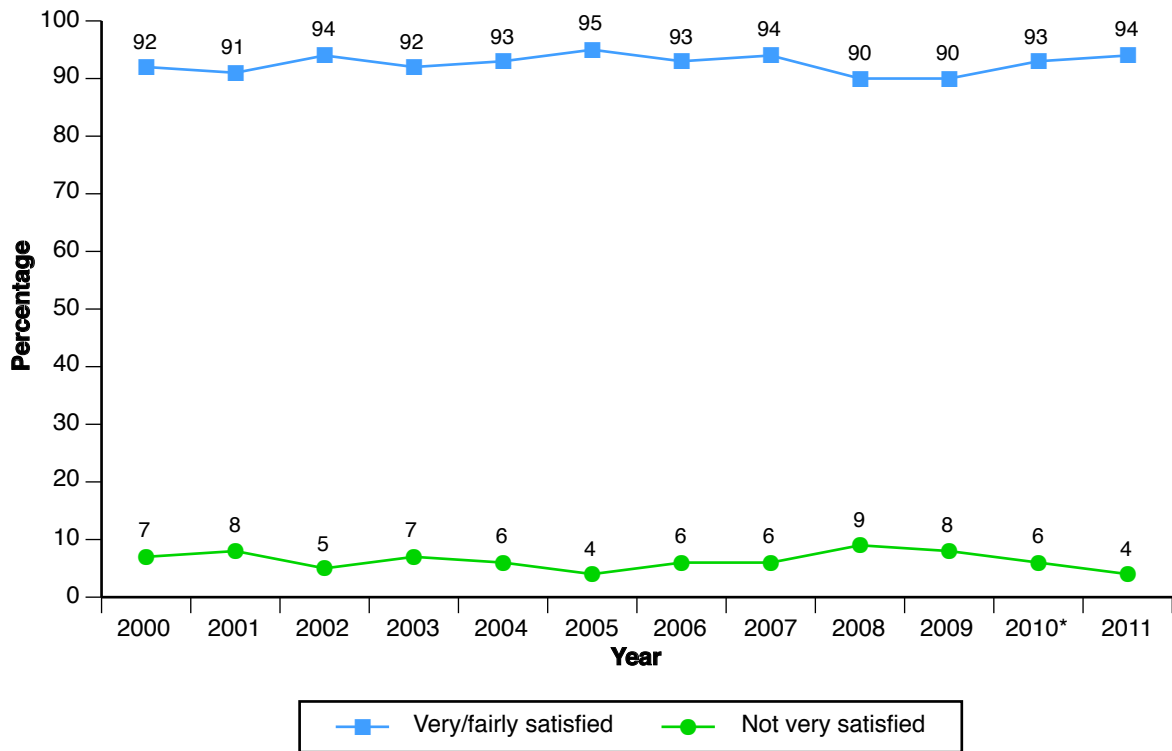
Base = 369

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

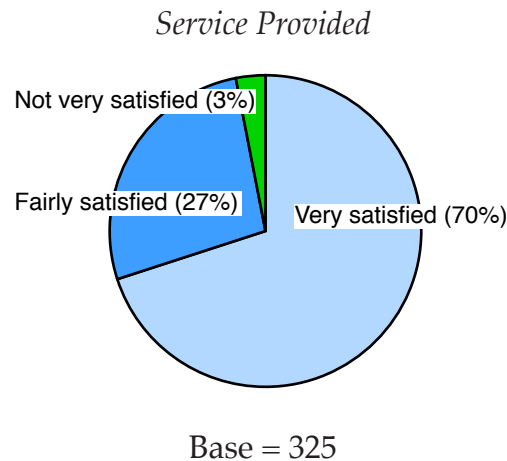
Rubbish Collection (Receivers Of Service)



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Receivers of Service = 94%

iii. The Sewerage System



82% of residents are provided with a sewerage system. Of these, 97% are satisfied, including 70% who are very satisfied and 3% not very satisfied.

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

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

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

- problems with system/odours/overflow, etc, mentioned by 1% of residents who are provided with a sewerage system,
- others, 2%.

* multiple responses allowed

Satisfaction With The Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With A Sewerage System					
2011	70	27	97	3	-
2010*	68	29	97	2	2
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
Comparison					
Peer Group (Provincial)	54	34	88	10	2
National Average	58	35	93	6	1
Area					
North	62	32	94	6	-
South	71	28	99	1	-
East	79	18	97	3	-
West	68	30	98	2	-

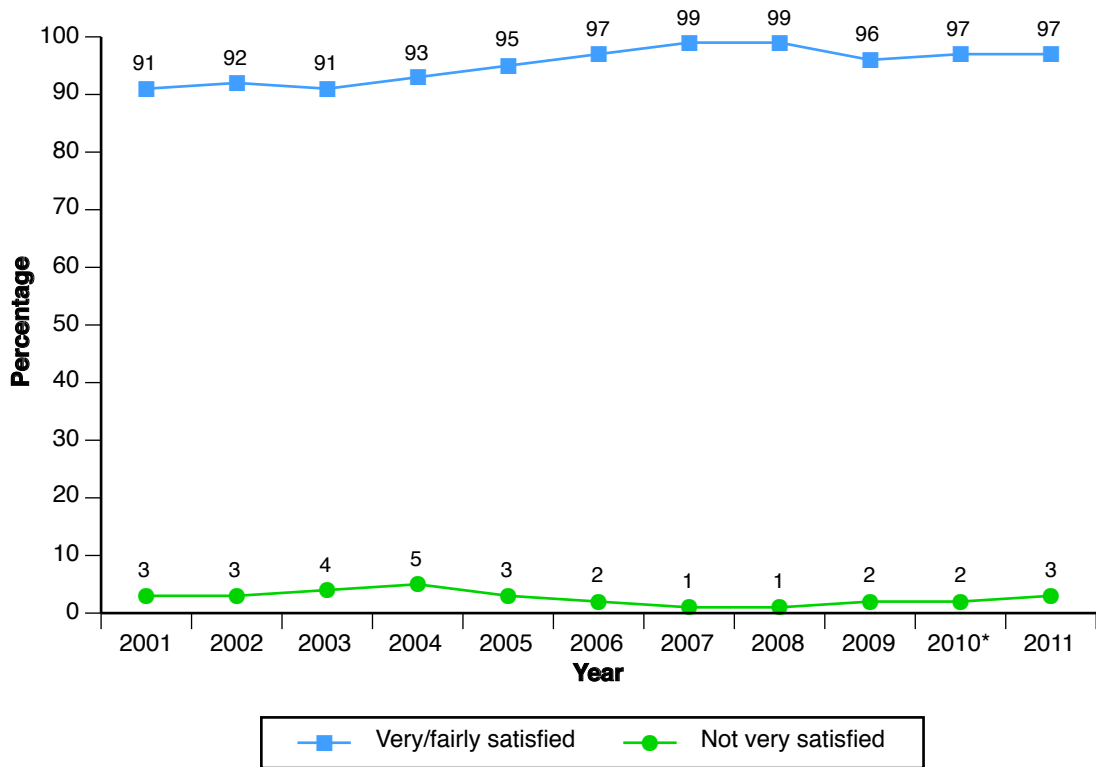
Base = 325

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

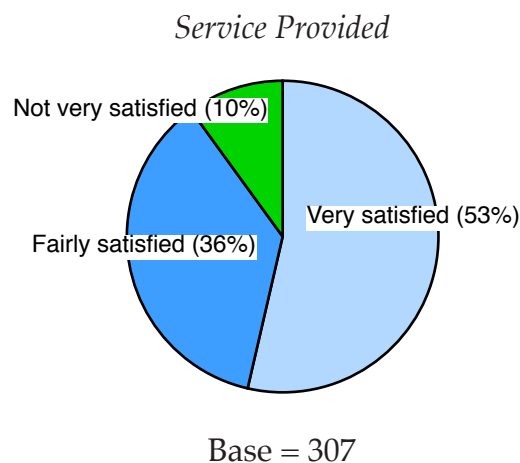
Sewerage System (Receivers Of Service)



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Receivers of Service = 97%

iv. Stormwater Drainage



78% of residents are provided with a piped stormwater drainage system. Of these, 89% are satisfied, including 53% who are very satisfied, while 10% are not very satisfied.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who are provided with a piped stormwater drainage system and are not very satisfied with the system.

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

- blockages/leaves/drains need cleaning, mentioned by 5% of residents who are provided with a piped stormwater drainage system,
- flooding/surface flooding, 3%.

* multiple responses allowed

NB: no other reason is mentioned by more than 1% of residents who are provided with a piped stormwater drainage system

Satisfaction With The Stormwater Drainage

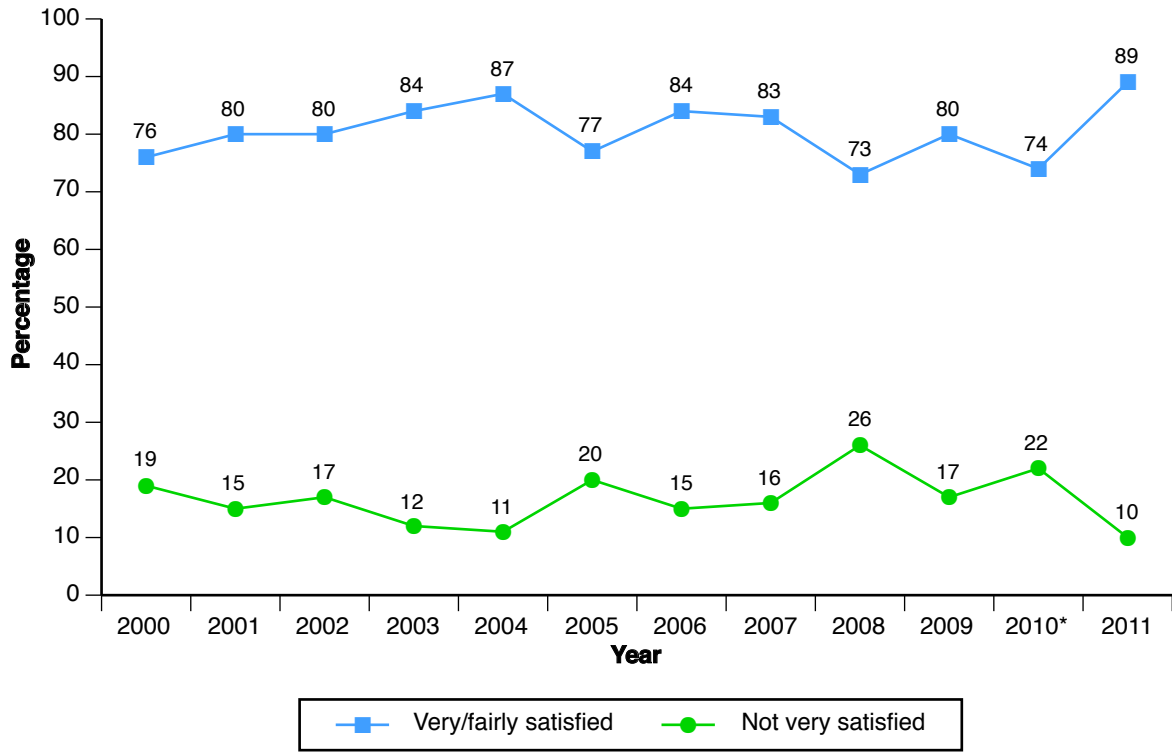
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With Piped Stormwater Collection					
2011 [†]	53	36	89	10	-
2010*	15	59	74	22	4
2009	21	59	80	17	3
2008	18	55	73	26	1
2007	29	54	83	16	1
2006	26	58	84	15	1
2005	20	57	77	20	3
2004	24	63	87	11	2
2003	26	58	84	12	4
2002	25	55	80	17	3
2001	33	47	80	15	5
2000	32	44	76	19	5
Comparison					
Peer Group (Provincial)	43	42	85	14	1
National Average	45	43	88	10	2
Area					
North [†]	52	35	87	12	-
South	46	41	87	12	1
East	65	26	91	9	-
West	52	40	92	8	-

% read across

* 2010 survey not conducted by NRB and relates to all residents

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

Stormwater Drainage (Receivers Of Service)



* 2010 survey not conducted by NRB and relates to all residents

Recommended Satisfaction Measures For Reporting Purposes:
 Receivers of Service = 89%

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	56	40	1	3
Promotion of job opportunities	48	32	3	17
Parking in Rotorua's CBD	38	55	5	2
Roads	37	59	4	-
Public toilets	35	52	2	11
Event and tourism promotion of Rotorua	26	60	9	5
Cycling facilities in the District	26	56	6	12
Stormwater drainage	25	66	1	8
Dog control	25	65	4	6
Parks, reserves and playgrounds [†]	24	70	3	2
Footpaths [†]	23	66	5	5
Rotorua Aquatic Centre	20	66	3	11
Rubbish collection	17	77	2	4
Appearance and cleanliness of the Rotorua City Centre	15	84	1	-
Sportsfields [†]	13	75	5	8
Sewerage system	12	77	3	8
Library service	11	79	2	8
Beautification / landscaping	11	78	10	1
Water supply	10	83	1	6
Noise control	8	76	4	12
Art and History Museum	8	72	8	12

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

d. Spend 'More' Comparison

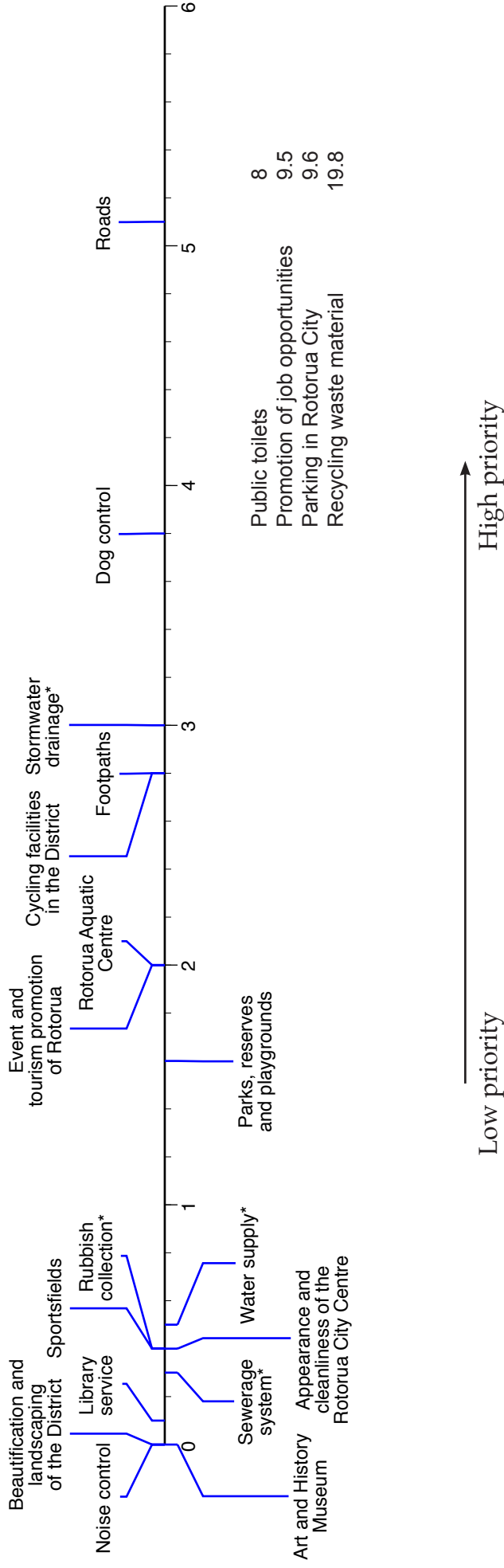
	2011 %	2010* %	2009 %	2008 %	2007 %	2006 %	2005 %
Recycling waste materials	56	48	61	64	58	52	48
Promotion of job opportunities	48	25	39	33	29	37	31
Parking in Rotorua's CBD	38	24	35	37	40	45	48
Roads	37	25	29	37	37	39	40
Public toilets	35	35	53	49	51	51	NA
Event and tourism promotion of Rotorua	26	19	28	23	25	NA	NA
Cycling facilities in the District	26	NA	NA	NA	NA	NA	NA
Stormwater drainage	25	26	31	37	25	24	29
Dog control	25	17	26	29	46	35	30
Parks, reserves and playgrounds [†]	24	14	21	22	19	25	22
Footpaths	23	20	20	26	23	24	25
Rotorua Aquatic Centre	20	16	22	25	17	20	14
Rubbish collection	17	11	18	16	18	14	12
Appearance and cleanliness of the Rotorua City Centre	15	NA	NA	NA	NA	NA	NA
Sportsfields	13	9	13	12	17	NA	NA
Sewerage system	12	17	21	22	22	20	19
Library service	11	9	8	14	14	18	16
Beautification/landscaping	11	7	15	13	14	18	20
Water supply	10	8	10	14	10	15	11
Noise control	8	2	6	7	10	8	8
Art and History Museum	8	8	9	10	10	17	13

NA: not asked

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

* 2010 survey not conducted by NRB

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.

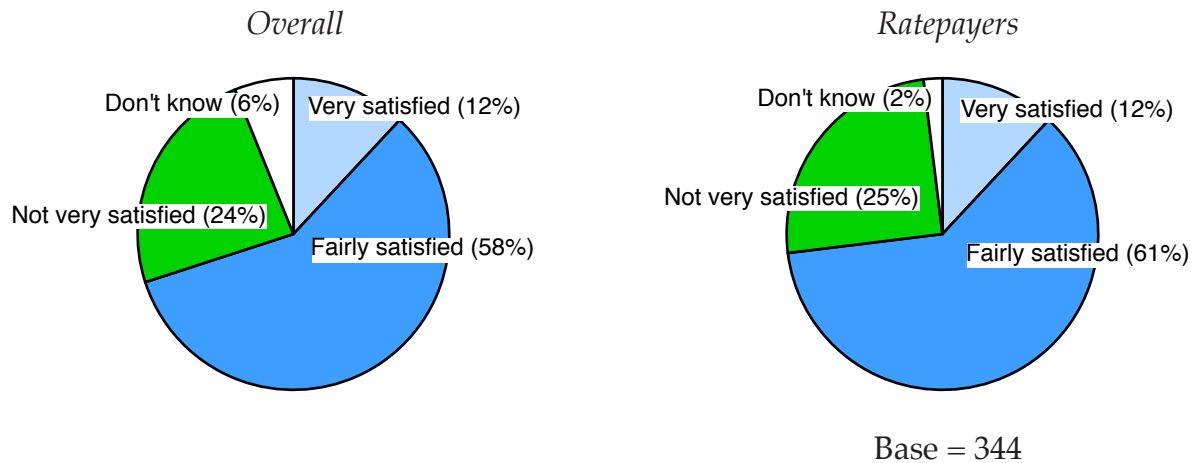
Recycling waste materials, parking in Rotorua City, promotion of job opportunities and public toilets are the top priorities for Council in terms of spend, with noise control, Art & History Museum and beautification and landscaping of the District being of lowest priority in terms of spend.

* 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



84% of residents identify themselves as ratepayers.

Overall, 70% of residents are satisfied with the way rates are spent on the services and facilities provided by Council. 24% of all residents are not very satisfied with the way rates are spent and this is similar to the Peer Group Average and on par with the National Average.

73% of ratepayers are satisfied with the way rates are spent, while 25% are not very satisfied.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the way rates are spent on the services and facilities provided by Council. However, it appears that the following residents are slightly more likely to feel this way ...

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

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/not value for money,
- use of rates money for airport/other airport issues,
- other specified services/facilities needing expenditure/attention,
- need better rubbish disposal/collection service/kerbside 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 %
Overall						
Total City	2011	12	58	70	24	6
	2010*	13	65	78	16	6
	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
Ratepayers		12	61	73	25	2
Comparison						
Peer Group (Provincial)		8	63	71	25	4
National Average		9	63	72	21	7
Area						
North		9	61	70	25	5
South		12	62	74	19	7
East [†]		16	50	66	30	3
West [†]		10	59	69	22	8
Gender						
Male [†]		10	57	67	28	6
Female		14	59	73	21	6
Household Size						
1-2 person household [†]		13	51	64	28	7
3+ person household		11	63	74	21	5

% read across

* 2010 survey not conducted by NRB

[†] 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 2011 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
High rates/increases/too high for services received/not value for money	10	5	9	16	9
Use of rates money for airport/other airport issues	5	9	6	5	2
Other specified services/facilities needing expenditure/attention	5	6	2	6	5
Need better rubbish disposal/collection service/kerbside recycling	3	2	2	4	3

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 70%

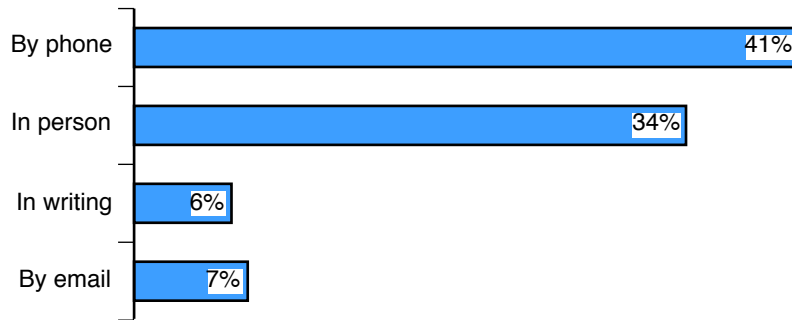
Ratepayers = 73%



3. Contact With Council

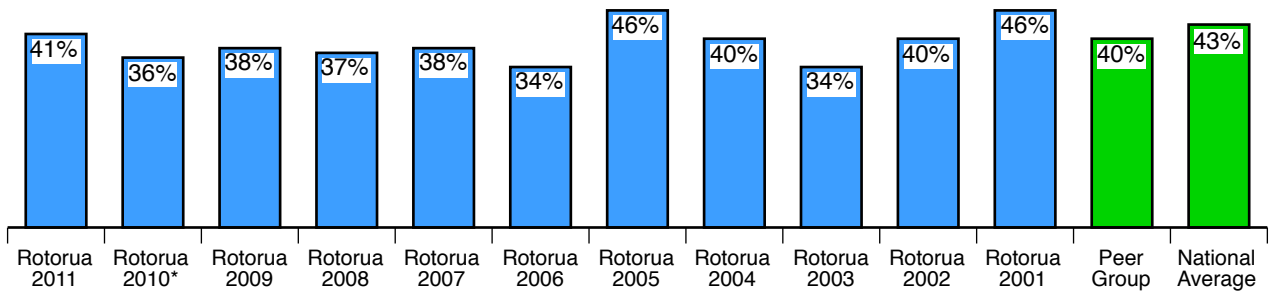
a. Levels Of Contact

2011 - Yes, Have Contacted ...

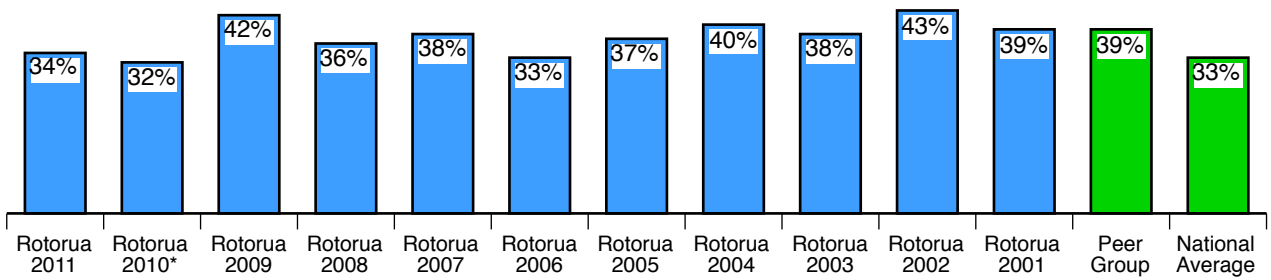


Percent Saying 'Yes' - Comparison

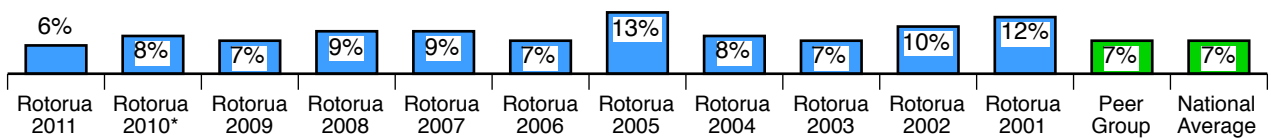
'By Phone'



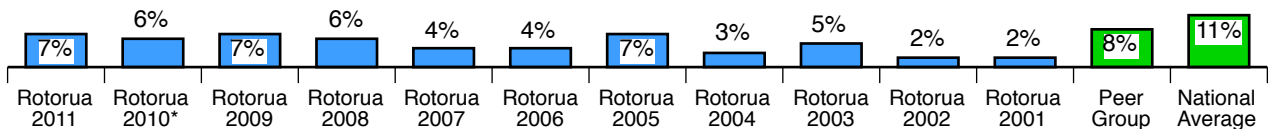
'In Person'



'In Writing'



'By Email'



* 2010 survey not conducted by NRB

41% of residents have contacted Council offices by phone in the last year, while 34% visited a Council office in person, 6% contacted Council in writing and 7% contacted them by email.

Residents are similar to Peer Group residents and residents nationwide to contact Council by phone.

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

Rotorua District residents are similar to 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 aged 18 to 59 years are more likely to contact Council offices by **phone**, than those aged 60 years or over.

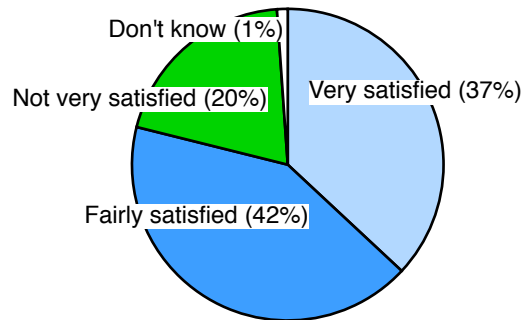
It appears that East Area residents are slightly less likely, to do so, than other Area residents.

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

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents contacting Council **in writing** or **by email**.

b. Satisfaction When Contacting The Council Offices By Phone



Base = 158

79% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 37% who are very satisfied, while 20% are not very satisfied.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] not very satisfied. However, it appears that residents aged 18 to 39 years[†] are **slightly less** likely to feel this way, than other age groups.

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

Reasons They Are Not Very Satisfied

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

- lack of action/slow to act, mentioned by 8% of residents contacting Council by phone (13 respondents),
- not dealt with satisfactorily, 4% (6 respondents),
- poor attitude/lack of respect/rude/unfriendly, 3% (5 respondents).

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

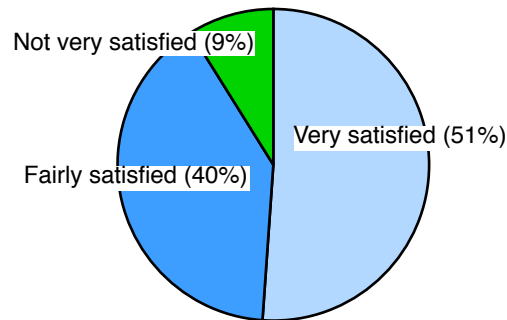
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices By Phone					
2011	37	42	79	20	1
2010	31	43	74	24	2
2009	30	49	79	21	-
2008	33	39	72	28	-
2007	36	43	79	20	1
2006	37	49	86	14	-
2005	55	35	90	10	-
2004	41	40	81	19	-
2003	45	43	88	12	-
2002	43	45	88	12	-
2001	47	42	89	11	-
2000	43	38	81	19	-
Comparison					
Peer Group (Provincial)	55	28	83	17	-
National Average	49	34	83	17	-
Area					
North	30	45	75	25	-
South	34	44	78	20	2
East	38	38	76	24	-
West	46	41	87	13	-
Age					
18-39 years	45	43	88	12	-
40-59 years	30	43	73	26	1
60+ years	34	37	71	29	-

Base = 158

% read across

† does not add to 100% due to rounding

c. Satisfaction When Visiting A Council Office In Person



Base = 136

91% of residents visiting a Council office in person in the last 12 months are satisfied, including 51% who are very satisfied. 9% are not very satisfied.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who are not very satisfied.

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

Reasons They Are Not Very Satisfied

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

- unhelpful/poor service/inefficient, mentioned by 3% of residents who visited a Council office in person (5 respondents),
- lack of action/slow to act, 2% (3 respondents),
- poor attitude/they don't care, 2% (2 respondents),
- over-regulated/bureaucratic/complicated information, 2% (2 respondents).

* multiple responses allowed

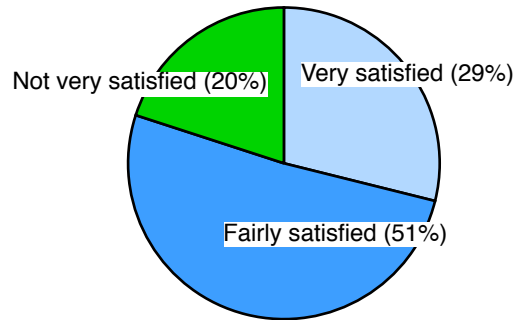
Satisfaction When Visiting A Council Office In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices In Person					
2011	51	40	91	9	-
2010	41	36	77	21	2
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	-
Comparison					
Peer Group (Provincial)	57	27	84	15	1
National Average	54	29	83	17	-
Area					
North	49	45	94	6	-
South	45	40	85	15	-
East	50	38	88	12	-
West	59	37	96	4	-

Base = 136

% read across

d. Satisfaction When Contacting The Council Offices In Writing



Base = 22[†]
 (Margin of error is ±20.9%)
[†] caution: small base

80% of residents contacting the Council offices in writing in the last 12 months are satisfied, while 20% are not very satisfied.

Because all Areas and 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* ...

- no response yet/slow to respond, mentioned by 15% of residents contacting Council in writing (4 respondents),
- others, 5% (2 respondents).

* multiple responses allowed

Satisfaction When Contacting The Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices In Writing*					
2011	29	51	80	20	-
2010	18	25	43	29	28
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
Comparison					
Peer Group (Provincial)	24	14	38	49	13
National Average	18	39	57	39	4
Area**					
North	36	31	67	33	-
South	14	78	92	8	-
East	56	17	73	27	-
West	-	88	88	12	-

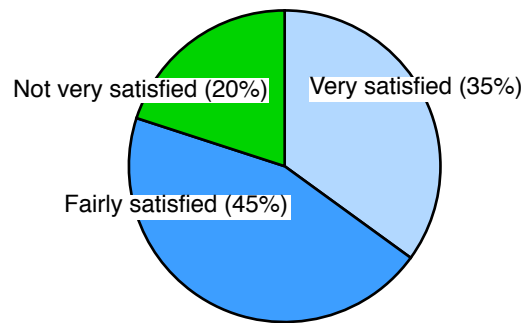
Base = 22**

% read across

** caution small / very small bases

* not asked separately in 2010

e. Satisfaction When Contacting The Council Offices By Email



Base = 29*
 * caution: small base
 (Margin of error $\pm 18.2\%$)

21 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 Areas and socio-economic groups are small (<24), no comparisons have been made.

Reasons They Are Not Very Satisfied

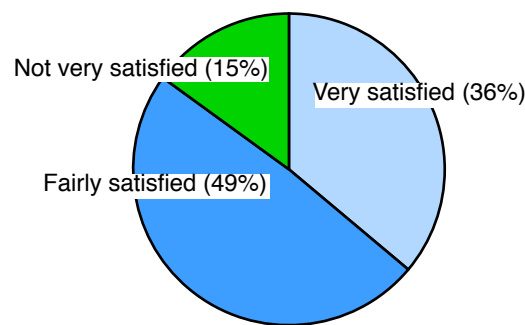
The main reasons* given by the eight residents contacting the Council by email who are not very satisfied are:

- no response yet/slow to reply, mentioned by 12% of residents contacting Council by email (5 respondents),
- difficult to get information/misinformation/inconsistent information, 8% (3 respondents).

* multiple responses allowed

f. Satisfaction With Overall Service Received When Contacted Council Offices

Overall - Contacted A Council Office In The Last 12 Months



Base = 223

55% of residents have contacted the Council offices in the last 12 months.

These residents were asked to say how satisfied they are with the overall service they received. 85% are satisfied with the service received, with 36% being very satisfied, while 15% are not very satisfied.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who are not very satisfied. However, it appears that residents aged 18-39 years[†] are **slightly** less likely to feel this way, than other age groups.

[†] 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 %
Contacted Council*					
2011	36	49	85	15	-
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
Comparison					
Peer Group (Provincial)	48	34	82	17	1
National Average	39	44	83	17	-
Area					
North [†]	36	48	84	17	-
South	29	56	85	15	-
East	36	44	80	20	-
West	41	48	89	11	-
Age					
18-39 years	38	54	92	8	-
40-59 years	35	46	81	19	-
60+ years	31	46	77	23	-

Base = 223

% read across

* not asked separately in 2010

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

Recommended Satisfaction Measures For Reporting Purposes:

Contacted Council in the last 12 months	=	85%
Contacted Council by phone	=	79%
Contacted Council in person	=	91%
Contacted Council in writing*	=	80%
Contacted Council by email*	=	80%

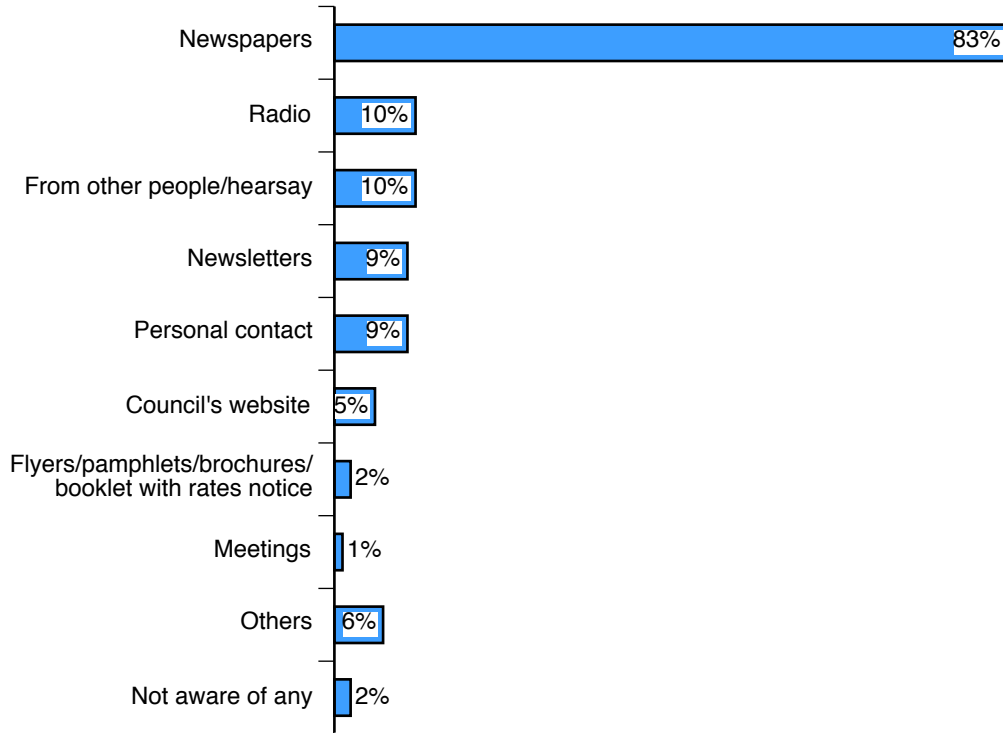
* caution: small base



4. Information

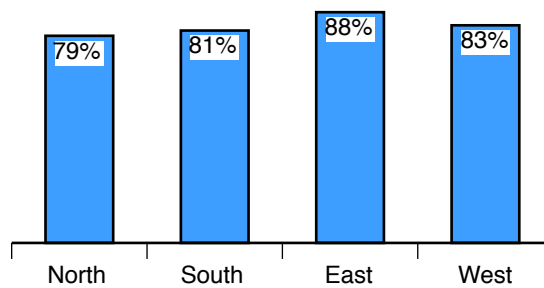
a. Main Source Of Information About Council

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

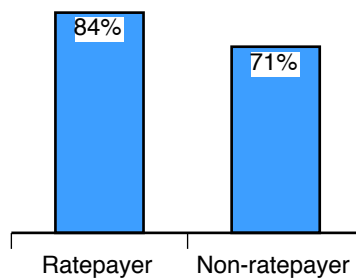


* multiple responses allowed

Percent Saying 'Newspapers' - By Area



Percent Saying 'Newspapers' - Comparing Different Types Of Residents



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

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

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

- Daily Post, 84% of residents who consider newspapers to be their main source of information about Council,
- Rotorua Review, 71%,
- Weekender, 54%,
- New Zealand Herald, 8%,
- Environment Bay of Plenty's newspaper, 1%,
- others, 2%.

Base = 338

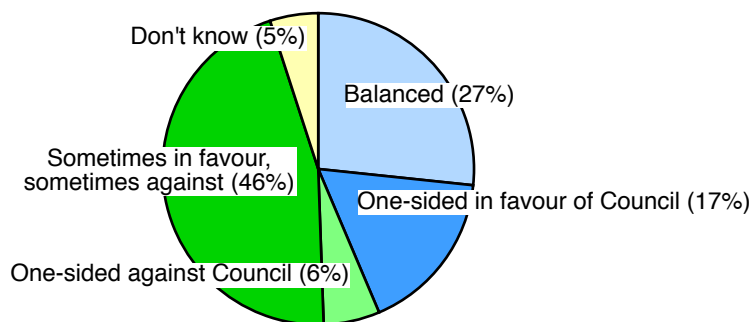
* multiple responses allowed

The other newspapers mentioned are ...

- local papers,
- Dominion,
- Ngongotaha Gazette,
- Mokoia News,
- local Ngongotaha paper,
- NZ Herald online,
- News online.

b. Is The Information Provided About Council Balanced?

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



Base = 395
(residents who are aware of information)

Summary Table: How Balanced Is Information About Council?

	Mentioned Main Source 2011 %	Total District 2010* %	Area			
			North %	South %	East %	West %
Percent Who Mentioned ...						
Balanced - neither for nor against Council	27	34	29	28	28	23
Sometimes in favour and sometimes against Council	46	37	48	35	43	54
A little one-sided	69	58				
- in favour of Council	17	14	14	21	17	17
- against Council	6	7	6	8	6	3
Don't know / can't say	5	8	3	8	6	3
Total	[†] 101	100	100	100	100	100
Base	395	401	99	100	97	99

* 2010 survey not conducted by NRB

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

27% of residents who are aware of information about what's going on in the District see the information provided about Council as balanced, neither for nor against Council, while 47% see that information as sometimes in favour and sometimes against Council.

17% of residents see information provided about Council as a little one-sided in favour of Council, with 6% seeing it as a little one-sided against Council.

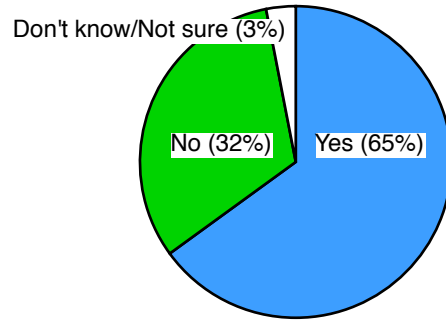
Residents[†] more likely to see information provided about Council as balanced are ...

- men,
- ratepayers.

[†] residents who are aware of information about Council, N=395

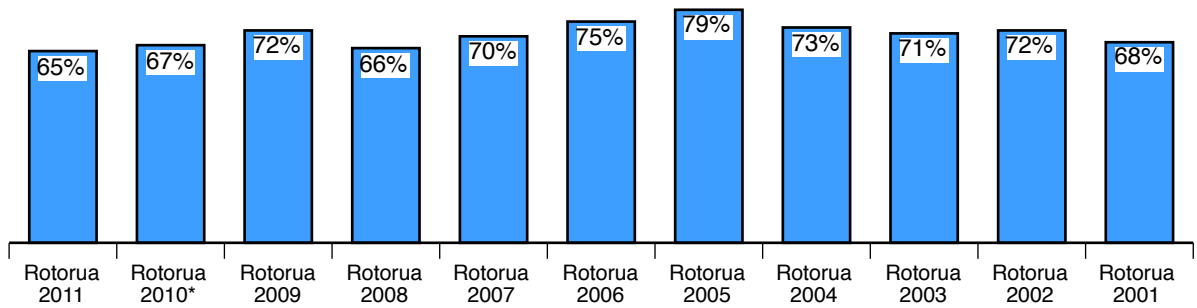
c. Readership Of Information Published By Council In The Last 12 Months

Residents Who Are Aware Of Information



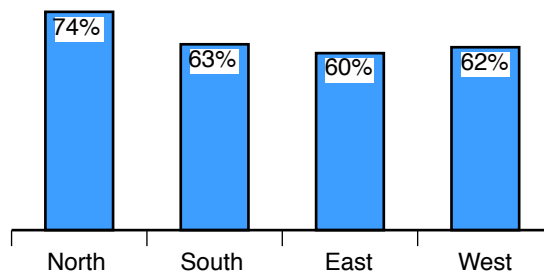
Base = 395

Percent Saying 'Yes' - Comparison

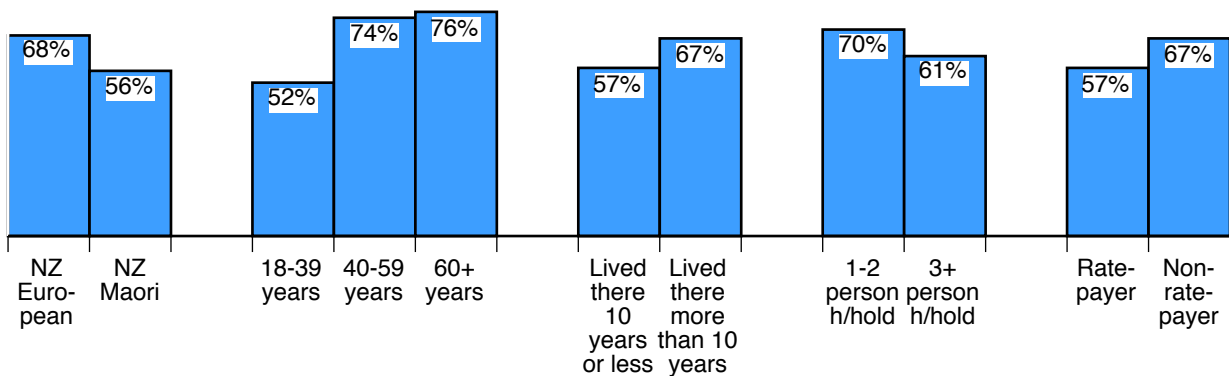


* 2010 question asked of all residents (survey not conducted by NRB)

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



65% 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.

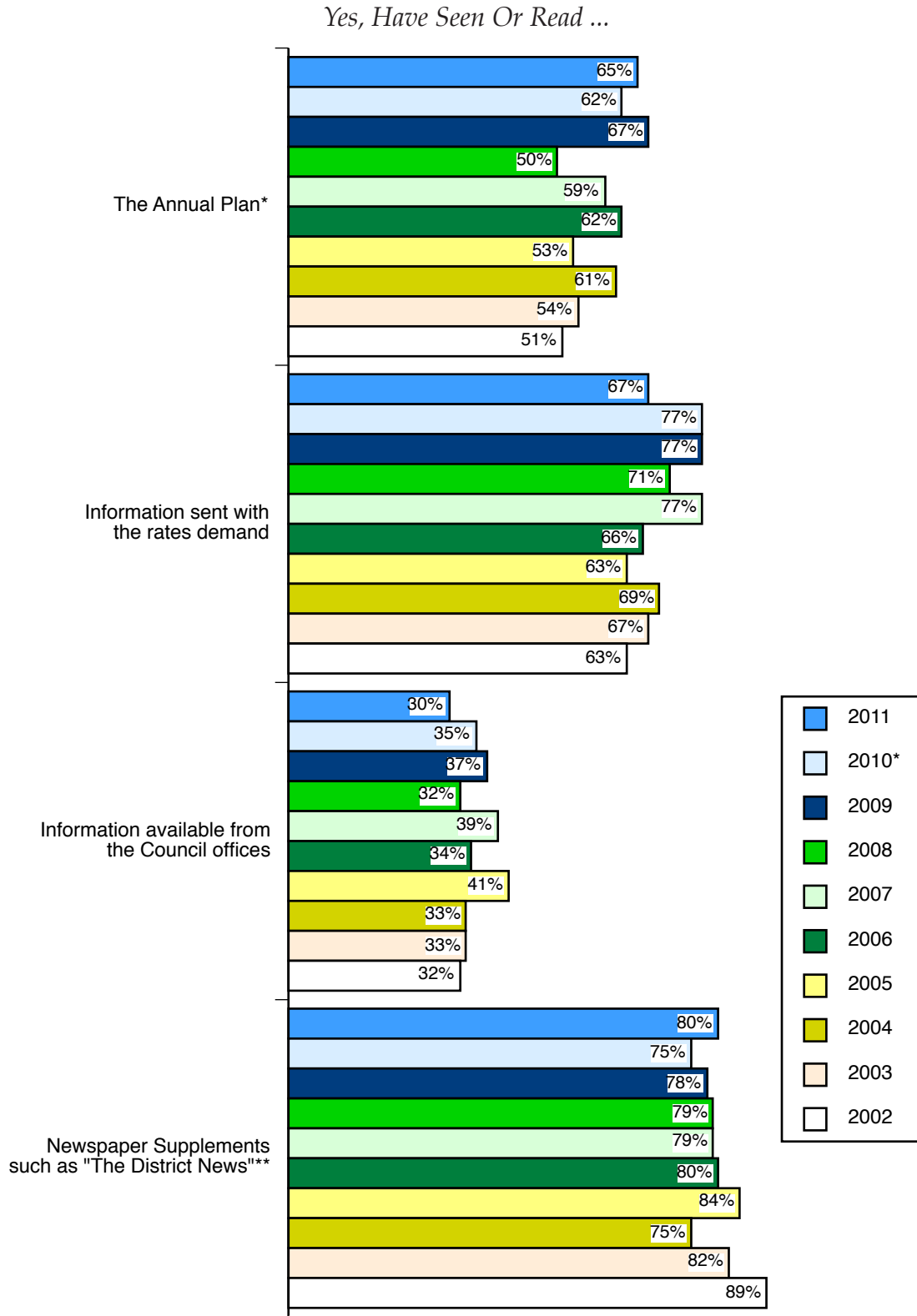
Residents more likely to have seen or read information published by Council in the last 12 months are ...

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

It also appears that North Area residents are slightly more likely to do so, than other Area residents.

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

Those residents (65%) 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 = 270

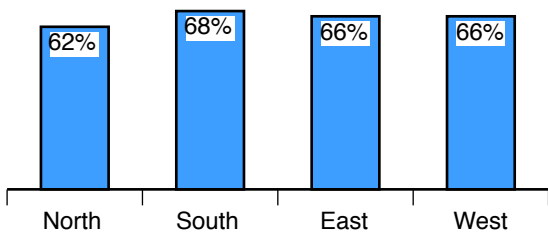
* in 2006, this was referred to as "The Draft 10 Year Plan"

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

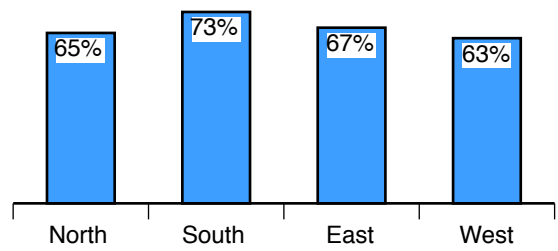
† 2010 survey not conducted by NRB

Yes, Have Seen/Read - By Area

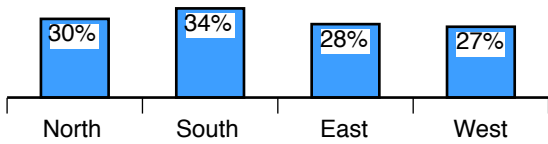
The Annual Plan



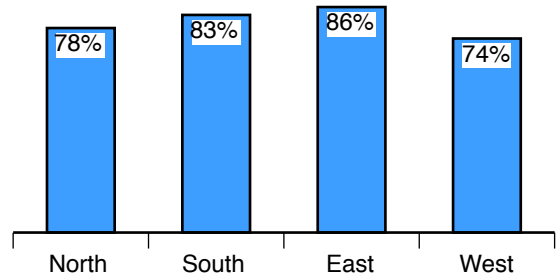
Information Sent With Rates Demand



Information From Council Offices



Newspaper Supplements



Base = 270

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 (80%), information sent with their rates demand (67%), and / or the Annual Plan (65%).

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

- residents aged 40 years or over.

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

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

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

- NZ Maori residents.

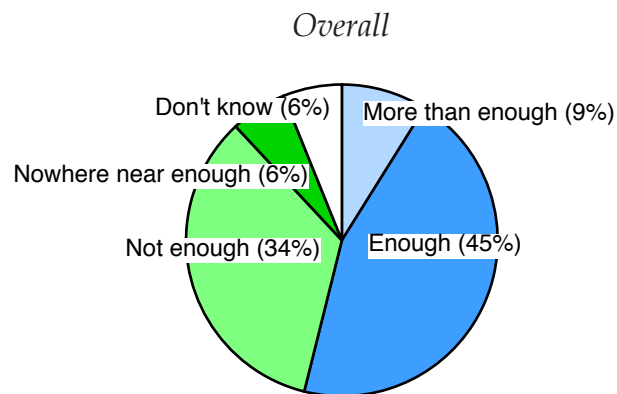
Residents more likely to have read or seen the **Annual Plan** are ...

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

[†] those residents who have seen or read information published by Council, N=270

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 2011 %	Total District 2010* %	Peer Group Average %	National Average %
Percent Who Mentioned ...				
More than enough	9	8	5	7
Enough	45	56	60	58
Not enough	34	26	25	26
Nowhere near enough	6	5	6	5
Don't know / not sure	6	5	4	4
Total	100	100	100	100

* 2010 survey not conducted by NRB

54% of residents feel that there is enough/more than enough information supplied, with 40% feeling there is not enough/nowhere near enough information supplied.

Rotorua District residents are below Peer Group residents and 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 60 years or over,
- shorter term residents, those residing in the District 10 years or less.



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 %	
Overall					
Total District	2011	31	16	42	11
	2010**	37	25	11	28
	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
Comparison					
	Peer Group Average	43	12	33	12
	National Average [†]	40	12	36	13
Area					
	North	34	19	40	7
	South	35	16	37	12
	East	31	12	43	14
	West	23	16	49	12
Gender					
	Male	27	21	39	13
	Female	34	11	45	10
Age					
	18-39 years [†]	23	17	50	9
	40-59 years	33	13	41	13
	60+ years	41	17	29	13
Ethnicity					
	NZ European	33	17	39	11
	NZ Maori	24	14	53	9

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

In terms of how approachable residents feel their Councillors to be, 31% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them. 16% feel they appear reluctant and resistant to comments and requests, with 42% saying the answer lies somewhere between the two.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who feel comfortable in approaching a Councillor. However, it appears that the following residents are slightly more likely to feel this way ...

- women,
- residents aged 40 years or over,
- NZ European residents.

b. Residents' Impressions of Council Decisions/Actions

Summary Table: Residents' Impressions of Council Decisions/Actions

		Strongly approve %	Approve %	Strongly approve/ Approve %	Disapprove %	Strongly disapprove %	Disapprove/ Strongly disapprove %	Don't know %
Overall								
Total District	2011	1	53	54	29	7	36	10
	2010*†	4	58	62	19	4	23	16
	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
Area								
North		2	48	50	32	7	39	11
South		1	52	53	32	8	40	7
East		-	60	60	23	6	29	11
West		2	53	55	28	6	34	11
Age								
18-39 years		-	63	63	19	4	23	14
40-59 years		1	45	46	37	11	48	6
60+ years		5	47	52	35	4	39	9
Length of Residence								
Lived there 10 years or less†		1	67	68	18	1	19	12
Lived there more than 10 years		2	49	51	32	8	40	9
Household Size								
1-2 person household		2	42	44	35	8	43	13
3+ person household		1	61	62	25	5	30	8

% read across

* 2010 survey not conducted by NRB

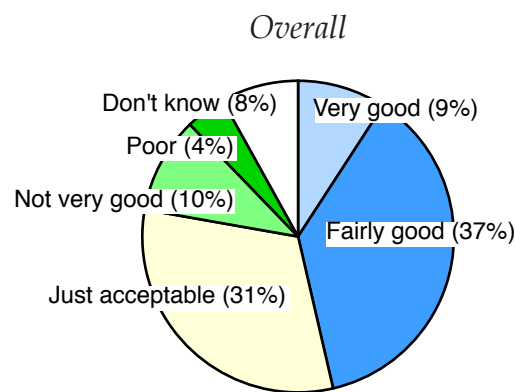
† does not add to 100% due to rounding

When asked their impression of the decisions and/or actions of Council in the last 12 months, 54% approve (strongly approve/ approve), and 36% disapprove (disapprove/ strongly disapprove). 10% 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 ...

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

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



46% of residents rate the performance of the Mayor and Councillors over the past year as very / fairly good, while 14% rate their performance as not very good / poor.

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

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

- women,
- shorter term residents, those residing in the District 10 years or less,
- residents who live in a three or more person household.

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

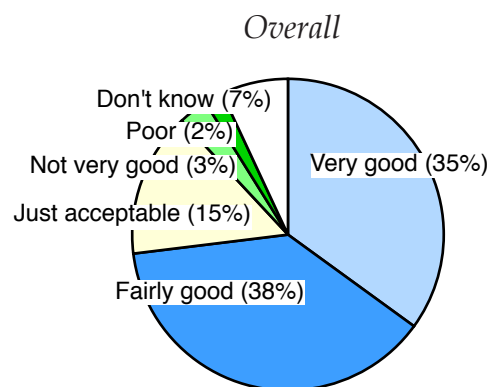
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2011⁺	46	31	14	8
2010**	45	41	7	8
2009	59	29	7	5
2008	58	31	4	7
2007	57	30	7	6
2006	55	34	6	5
2005	67	22	3	8
2004	64	24	6	6
2003	68	18	5	9
2002	75	14	5	6
2001	70	19	3	8
2000	75	14	4	7
Comparison				
Peer Group Average	54	27	15	4
National Average	53	28	13	6
Area				
North	43	35	14	8
South [†]	50	30	15	6
East	43	32	14	11
West	50	28	14	8
Gender				
Male	40	35	18	7
Female [†]	53	27	11	10
Length of Residence				
Lived there 10 years or less	59	21	9	11
Lived there more than 10 years	43	34	16	7
Household Size				
1-2 person household	36	37	17	10
3+ person household	54	27	12	7

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

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



73% 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 Areas and between socio-economic groups, in terms of those residents who rate Council staff performance as very good / fairly good.

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 %
Overall				
Total District 2011	73	15	5	7
2010*	61	23	6	10
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
Comparison				
Peer Group Average	69	15	9	7
National Average	61	21	8	10
Area				
North	70	15	7	8
South	70	18	4	8
East	76	13	3	8
West	75	15	4	6

% read across

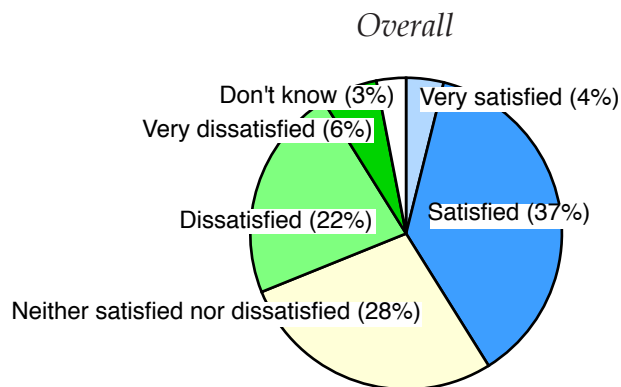
* 2010 survey not conducted by NRB



6. Local Issues

a. Council Consultation And Community Involvement

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



4% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 37% are satisfied. 6% of residents are very dissatisfied with the process and 22% are dissatisfied. 3% are unable to comment and 28% are neither satisfied nor dissatisfied.

The dissatisfied/very dissatisfied reading (28%) is above the Peer Group and National Averages.

Residents more likely to be dissatisfied/very dissatisfied with the way Council involves the public in the decisions it makes are ...

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

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

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

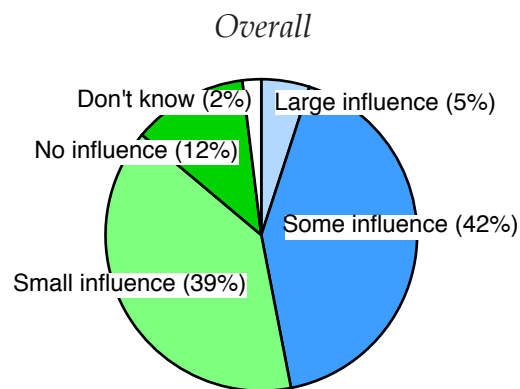
	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither Satisfied nor Dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District								
2011	4	37	41	28	22	6	28	3
2010**	4	41	45	24	23	5	28	5
2009	5	42	47	29	16	6	22	2
2008	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
Comparison								
Peer Group Average†	4	43	47	29	17	4	21	2
National Average	5	44	49	27	15	4	19	5
Area								
North†	5	36	41	23	27	8	35	2
South†	2	39	41	30	18	8	26	2
East	6	41	47	24	20	5	25	4
West	2	35	37	33	23	3	26	4
Gender								
Male†	1	37	38	26	25	8	33	2
Female	5	38	43	29	20	4	24	4
Length of Residence								
Lived there 10 years or less	5	42	47	30	18	2	20	3
Lived there more than 10 years	3	36	39	27	23	8	31	3
Household Size								
1-2 person h/hold	5	29	34	26	29	6	35	5
3+ person h/hold	2	44	46	29	17	6	23	2

% read across

* 2010 survey not conducted by NRB

† 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 42% think they have some influence. 39% of residents say the public has a small influence and 12% feel the public has no influence on Council decisions. 2% are unable to comment.

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

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

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 %
Overall								
Total District	2011	5	42	47	39	12	51	2
	2010**	7	33	40	40	16	56	5
	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
Area								
	North [†]	2	47	49	37	12	49	3
	South	4	42	46	42	12	54	-
	East [†]	4	40	47	41	13	54	2
	West	8	39	47	38	11	49	4
Gender[†]								
	Male	4	38	42	42	13	55	2
	Female	5	45	50	36	11	47	2
Household Income								
	Less than \$40,000 pa	6	44	50	37	10	47	3
	\$40,000 - \$70,000 pa	6	49	55	29	13	42	3
	More than \$70,000 pa	2	38	40	47	13	60	-

% read across

* 2010 survey not conducted by NRB

† 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 %
Overall			
Total District 2011	53	47	-
2010**	46	55	-
2009	44	56	-
2008	36	64	-
2007	35	65	-
2006	35	65	-
2005	35	65	-
2004	32	68	-
Area			
North	51	49	-
South	43	57	-
East	60	40	-
West	58	42	-
Gender			
Male	58	42	-
Female	48	52	-

% read across

* 2010 survey not conducted by NRB

53% of residents say their household has an emergency kit, while 47% of residents say they do not.

Women are more likely to say 'No', than men.

ii. *Do Households Have An Emergency Plan?*

	Yes %	No %	Don't know %
Overall			
Total District 2011	49	51	-
2010*	45	55	-
2009	43	56	1
2008	39	60	1
2007	36	64	-
2006	33	66	1
2005	39	60	1
2004	37	63	-
Area			
North	46	54	-
South	42	58	-
East	46	54	-
West	59	40	1
Gender			
Male	53	47	-
Female	45	55	-
Household Size			
1-2 person household	43	56	1
3+ person household	53	47	-

% read across

* 2010 survey not conducted by NRB

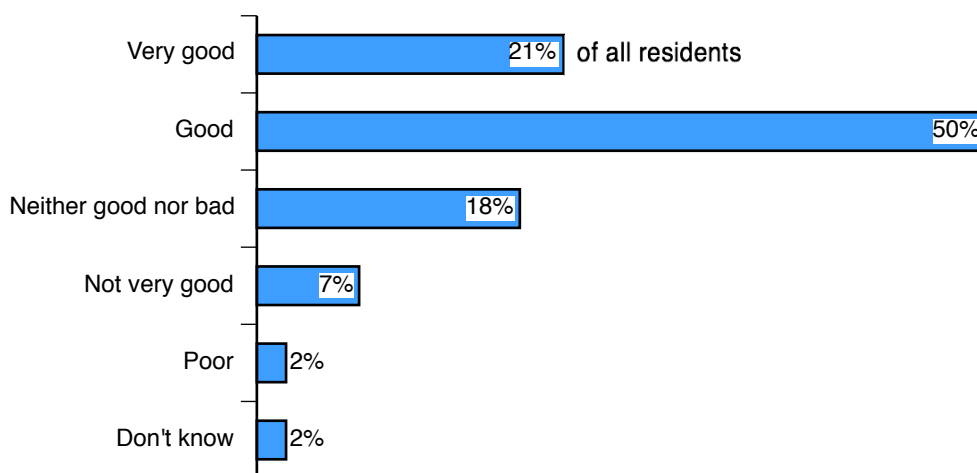
49% of residents say their household has an emergency plan of what to do and where to meet in the event of a Civil Defence emergency, while 51% of residents say they do not.

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

- all Area residents, except West Area residents,
- women,
- 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 ...



21% of residents rate the community spirit of Rotorua as very good, with 50% saying it is good. 7% feel it is not very good and 2% say it is poor. 18% of residents rate the District's community spirit as neither good nor bad, and 2% are unable to comment.

The percent saying "very good/good" (71%) is below the Peer Group Average and slightly below the National Average.

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

- residents aged 60 years or over,
- NZ Maori residents.

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 %
Overall								
Total District 2011	21	50	71	18	7	2	9	2
2010*†	21	48	69	21	7	2	9	2
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
Comparison								
Peer Group Average	31	49	80	15	4	1	5	-
National Average	27	50	77	16	5	1	6	1
Area								
North	21	50	71	16	9	1	10	3
South	21	47	68	23	5	2	7	2
East†	19	48	67	19	11	3	14	1
West†	22	52	74	16	6	4	10	1
Age								
18-39 years	21	48	69	20	6	4	10	1
40-59 years	20	47	67	20	9	2	11	2
60+ years	22	58	80	11	6	-	6	3
Ethnicity								
NZ European	19	47	66	20	10	2	12	2
NZ Maori	29	52	81	14	3	1	4	1

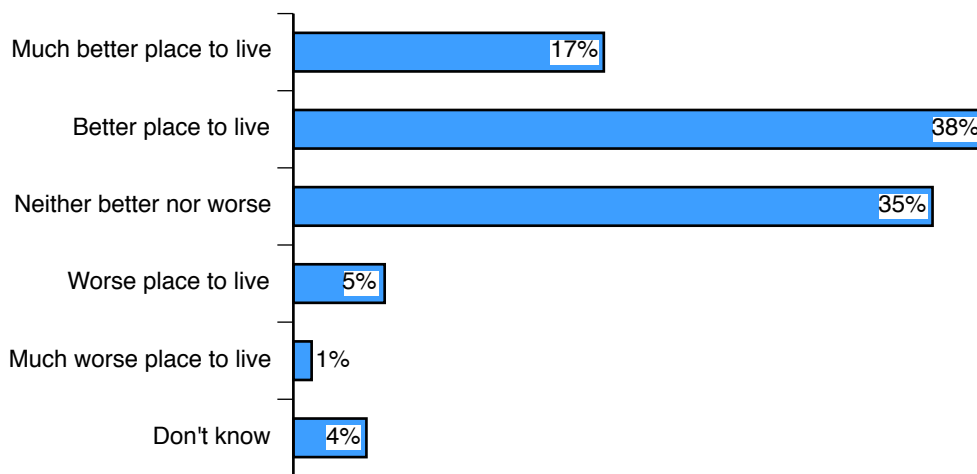
% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

d. Diversity

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



17% of residents feel the increase in the number of people with diverse lifestyles and from a variety of countries and cultures makes Rotorua District a much better place to live, while 38% say it makes the District a better place to live. 35% feel the increase in diversity makes Rotorua neither a better nor worse place to live, 5% say it makes it a worse place to live and 1% feel it makes the District a much worse place to live. 4% are unable to comment.

The percent saying "much better/better place to live" (55%) is on par with the Peer Group Average and slightly above the National Average.

Shorter term residents, those residing in the District 10 years or less, are more likely to feel this diversity makes Rotorua District a "much better/better place to live", than longer term residents.

Perception Of Increasing Diversity In The District

	Much better %	Better %	Much better/ Better %	Neither better nor worse %	Worse %	Much worse %	Much worse/ Worse %	Don't Know %
Overall								
2011	17	38	55	35	5	1	6	4
2010**	15	44	59	35	4	1	5	2
2005	17	41	58	36	4	-	4	2
2004	15	35	50	40	7	1	8	2
2003	16	40	56	35	6	-	6	3
2002	15	39	54	39	5	-	5	2
Comparison								
Peer Group Average	18	33	51	41	6	-	6	2
National Average	16	34	50	39	6	3	9	2
Area								
North	20	36	56	33	8	-	8	3
South	20	36	56	34	4	1	5	5
East†	18	34	52	38	7	1	8	1
West	10	45	55	37	2	1	3	5
Length of Residence								
Lived there 10 yrs or less	19	47	66	25	7	1	8	1
Lived there more than 10 years	16	36	52	39	4	1	5	4

% read across

* 2010 survey not conducted by NRB (question not asked 2006-2009)

† does not add to 100% due to rounding

e. Sustainability

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

	Strongly agree %	Agree %	Strongly agree/ Agree %	Neither agree nor disagree %	Dis- agree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
Overall								
Total District 2011*	3	36	39	16	27	7	34	11
Area								
North	3	42	45	13	28	5	33	9
South	2	33	35	17	30	9	39	9
East†	5	32	37	17	27	9	36	9
West	3	35	38	15	23	7	30	17
Age								
18-39 years†	3	32	35	18	27	9	36	10
40-59 years†	2	36	38	12	32	6	38	13
60+ years	6	43	49	16	18	6	24	11
Ratepayer?								
Ratepayer	2	37	39	15	29	7	36	10
Non-ratepayer	9	30	39	19	15	7	22	20

% read across

* not asked prior to 2011

† does not add to 100% due to rounding

3% of residents strongly agree that Council is doing enough to promote sustainable behaviours in the District, while 36% agree. 16% neither agree nor disagree and 11% are unable to comment.

27% of residents disagree that Council is doing enough and 7% strongly disagree.

Residents more likely to disagree/strongly disagree with the statement are ...

- residents aged 18 to 59 years,
- ratepayers.

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed**	*Expected numbers according to population distribution
Age	18-39 years	119	167
	40-59 years	157	151
	60+ years	125	83
Ethnicity[†]	NZ European	303	267
	NZ Maori	68	103

* Interviews are intentionally conducted in approximately equal numbers in each Area, even though the populations may differ from Area to Area. This is done to give a relatively robust sample base within each Area. 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.

** 200 men and 201 women were interviewed.

† Five respondents identified themselves as Pacific Islanders, six as Asians, and 19 as 'Other' ethnicities.

* * * * *

