

**ROTORUA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
APRIL 2012**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

ROTORUA DISTRICT COUNCIL

APRIL 2012



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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.

Resident household size: Please note that only **residents** were asked this question (N=300).

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, 2011 and again in 2012.

In 2012, 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 404 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	99
South	103
East	98
West	104
Total =	<u>404</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 next birthday.

Call Backs

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

Sample Weighting

Weightings are applied to the sample data, to reflect the actual 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 20th April and Monday 30th April 2012 (excluding Wednesday 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, 2009 and 2011 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%.

Please note that while the Communitrak™ survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.

* * * * *



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

	2012		2011	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Appearance and cleanliness of Rotorua City Centre	97	2	97	4
Beautification and landscaping	97	2	95	4
Parks, reserves and playgrounds	93	5	89	8
Promotion of Rotorua as a destination to visit	89	6	NA	NA
Library service	87	2	82	1
Sportsfields	86	4	82	4
Event promotion [†]	86	8	83	10
Art and History Museum	84	1	76	1
Noise control	83	5	78	7
Footpaths	83	15	82	14
Cycling facilities	82	7	64	14
Roads in the District	81	19	83	17
Dog control	77	19	75	19
Recycling waste materials	73	23	60	33
Rotorua Aquatic Centre	72	11	74	10
Parking in Rotorua City	70	29	65	32
Promotion of Rotorua as a destination to live, work and invest [*]	67	16	42	19
Public toilets	56	27	62	20

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

[†] 2011 readings refer to "event and tourism promotion of Rotorua"

^{*} 2011 readings refer to "promotion of job opportunities"

NA: not asked in 2011

Percent Very Satisfied - Comparison

	2012 %	2011 %	Peer Group %	National Average %
Beautification and landscaping of the District	68	71	53	42
Library service	66	68	63	66
Art and History Museum	66	51	36	46
Appearance and cleanliness of the Rotorua City Centre	60	60	**34	**32
Parks, reserves and playgrounds	56	53	*63	*56
Cycling facilities in the District	51	36	NA	NA
Promotion of Rotorua as a destination to visit	49	NA	**41	**32
Sportsfields	47	41	††58	††52
Recycling waste materials	46	31	58	55
Event promotion [◇]	42	45	NA	NA
Rotorua Aquatic Centre	38	41	†40	†38
Control of noise	37	29	32	33
Control of dogs	28	26	36	35
Footpaths	27	22	22	26
Roads in the District	24	23	*21	*22
Parking in Rotorua City	19	11	24	23
Promotion of Rotorua as a destination to live, work and invest ^{†††}	18	6	†††9	†††7
Public toilets	13	14	28	21

* 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

††† 2011 readings refer to ratings for promotion of job opportunities

** figures are based on ratings for tourism promotion

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

◇ 2011 readings refer to ratings for event and tourism promotion of Rotorua

NA: not asked/no comparative figures available

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 %
• promotion of Rotorua as a destination to live, work and invest	16	◊22	◊23
• footpaths	15	27	21
• promotion of Rotorua as a destination to visit	6	+13	+12
• control of noise	5	13	13
• appearance and cleanliness of Rotorua City Centre	2	*19	*18
• beautification and landscaping	2	9	10

* figures based on ratings for litter control in general

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

• public toilets	27	14	20
• recycling waste materials	23	12	13

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

• parking in the CBD	29	30	31
• control of dogs	19	20	16
• roads	19	++20	++21
• Rotorua Aquatic Centre	11	**11	**8
• parks, reserves and playgrounds	5	*4	*5
• sportsfields	4	**5	**6
• library service	2	-	2
• Art and History Museum	1	4	4

* 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

◊ figures based on ratings for tourism promotion

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	98	2	1
• water supply	97	3	-
• rubbish collection	95	4	1
• stormwater drainage [†]	92	7	1

88% of residents said the Council provides a piped water supply to their house, and 85% of residents said the Council provides a sewerage system where they live. 95% say the Council provides a regular rubbish collection service, where they live and 79% are provided with a piped stormwater drainage system.

** for comparative Peer Group & National Average figures for these three services, please see pages 85 to 96

[†] 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	14	10
An event venue	56	32	12
Recycling services	68	11	21
District Library	61	15	24
Public toilets	47	25	28
Sportsfields	53	15	32
Art and History Museum	25	41	34
Rotorua Aquatic Centre	48	12	40
Cycling facilities	36	8	56
Contacted Council about dogs [†]	7	21	73
Contacted Council about noise	5	9	86

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

Parks, reserves or playgrounds, 90%,

an event venue, 88% and,

recycling services, 79%,

... 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 2012 %	Spend More 2011 %
Public toilets	45	35
Recycling waste materials	43	56
Promotion of Rotorua as a destination to live, work and invest [†]	43	48
Promotion of Rotorua as a destination to visit	33	NA
Roads	31	37
Parking in Rotorua City	29	38
Rotorua Aquatic Centre	29	20
Event promotion*	26	26
Parks, reserves and playgrounds	24	24
Footpaths	22	23
Dog control	21	25
Cycling facilities in the District	20	26
Stormwater drainage	17	25
The appearance and cleanliness of the Rotorua City Centre	16	15
Sportsfields	16	13
Library service	15	11
Sewerage system	13	12
Rubbish collection	12	17
Beautification and landscaping of the District	10	11
Art and History Museum	9	8
Water supply	7	10
Noise control	5	8

NA: not asked in 2011

[†] 2011 reading refers to "promotion of job opportunities"

* 2011 reading refers to "event and tourism promotion of Rotorua"

Rates

84% of residents identify themselves, or members of their household, as ratepayers (84% in 2011).

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

Very satisfied	13%	of all residents	(12% in 2011)
Fairly satisfied	65%		(58% in 2011)
Not very satisfied	19%		(24% in 2011)
Don't know/Unable to say	3%		(6% in 2011)

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

- high rates/increases/too high for services received/not value for money, 12% of all residents,
- use of rates money for airport/other airport issues, 4%,
- other overspending/wasting money issues, 3%.

* multiple responses allowed

Contact With Council

In the last 12 months, 40% of residents have contacted the Council offices by phone, with 37% contacting the Council in person (34% in 2011), while 8% have contacted the Council offices in writing and 9% by email.

Satisfaction When Contacting Council ...

By phone	86%
In person	89%
In writing	67%
By email	85%

Overall, 57% of residents have contacted Council in the last 12 months (55% in 2011).

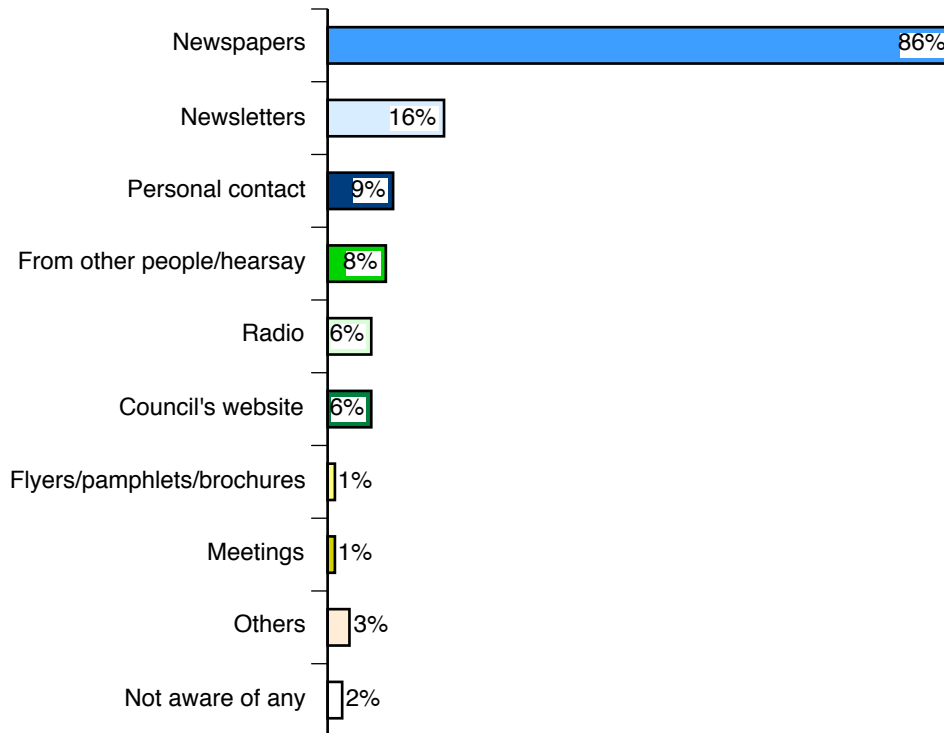
Satisfaction With The Overall Service Received When Contacted Council Offices

Very satisfied	47% of all residents who have contacted Council in the last 12 months (36% in 2011)
Fairly satisfied	44% (49% in 2011)
Not very satisfied	9% (15% in 2011)

Base = 229

Information

Main Sources* Of Information About Council



* multiple responses allowed

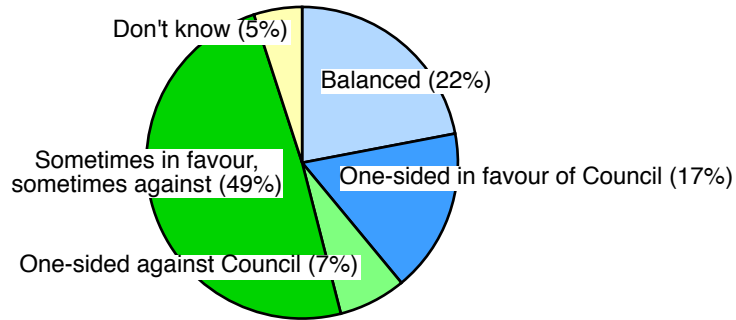
Those residents who say newspapers are their main source of information, give the following as the newspapers they read* ...

Daily Post	77%	of residents who gave newspapers as their main source of information
Rotorua Review	64%	
The Weekender	52%	
NZ Herald	5%	
Others	2%	

Base = 350

* multiple responses allowed

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



Base = 397
(residents who are aware of information)

76% 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 (65% in 2011).

Sufficiency Of Information Supplied By The Council To The Community

More than enough	10% of all residents (9% in 2011)
Enough	54% (45% in 2011)
Not enough	22% (34% in 2011)
Nowhere near enough	10% (6% in 2011)
Don't know / Not sure	3% (6% in 2011)

(Does not add to 100% due to rounding)

Representation

The success of democracy in the Rotorua District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making.

a. Approachability

In terms of how approachable residents feel their Councillors are, 36% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them (31% in 2011). Rotorua District residents are on par with New Zealanders on average and below their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

b. Impressions Of Council Decisions/Actions

66% of residents approve (strongly approve / approve) of the decisions and / or actions of Council in the last 12 months (54% in 2011), while 25% disapprove (disapprove / strongly disapprove), compared to 36% in 2011.

c. Performance Rating Of The Mayor and Councillors

46% of residents rate the performance of the Mayor and Councillors as very / fairly good (46% in 2011). 11% rate their performance as not very good / poor (14% in 2011).

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

69% of residents rate the performance of the Council staff as very good or fairly good (73% in 2011). 6% rate their performance as not very good or poor (5% in 2011).

Rotorua residents rate their own Council staff's performance similar to 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 2011)
Satisfied	36% (37% in 2011)
Neither satisfied nor dissatisfied	36% (28% in 2011)
Dissatisfied	18% (22% in 2011)
Very dissatisfied	5% (6% in 2011)
Don't know	2% (3% in 2011)

(Does not add to 100%)

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

Large influence	3% of all residents (5% in 2011)
Some influence	37% (42% in 2011)
Small influence	42% (39% in 2011)
No influence	15% (12% in 2011)
Don't know	4% (2% in 2011)

(Does not add to 100%)

Emergency Management

49% of residents have a household emergency kit (53% in 2011), while 51% don't (47% in 2011).

48% of residents have a household emergency plan of what to do and where to meet in the event of a Civil Defence emergency, while 52% do not. These readings are similar to the 2011 results.

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	20% of all residents (21% in 2011)
Good	41% (50% in 2011)
Neither good nor bad	27% (18% in 2011)
Not very good	10% (7% in 2011)
Poor	2% (2% in 2011)
Don't know	1% (2% in 2011)

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	13% of all residents (17% in 2011)
Better	42% (38% in 2011)
Neither better nor worse	40% (35% in 2011)
Worse	3% (5% in 2011)
Much worse	1% (1% in 2011)
Don't know	1% (4% in 2011)

Sustainability

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

Strongly agree	3% of all residents (3% in 2011)
Agree	32% (36% in 2011)
Neither agree nor disagree	24% (16% in 2011)
Disagree	27% (27% in 2011)
Strongly disagree	5% (7% in 2011)
Don't know	9% (11% in 2011)

* * * * *

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

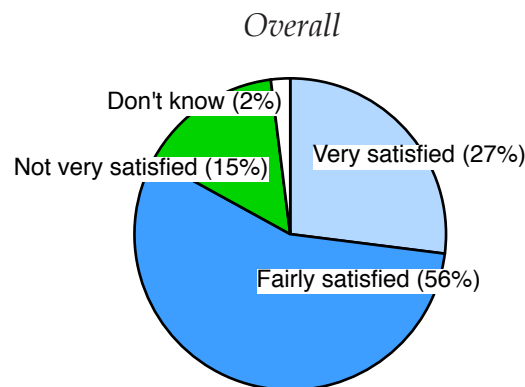


1. Council Services/Facilities

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 2012, 83% of residents are satisfied with footpaths, while 15% are not very satisfied. These readings are similar to the 2011 results.

The percent not very satisfied is below 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 not very satisfied with footpaths.

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

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

Satisfaction With Footpaths

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	27	56	83	15	2
	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	27	59	86	12	2
	South	21	61	82	15	3
	East	41	47	88	11	1
	West	24	56	80	20	-

% read across

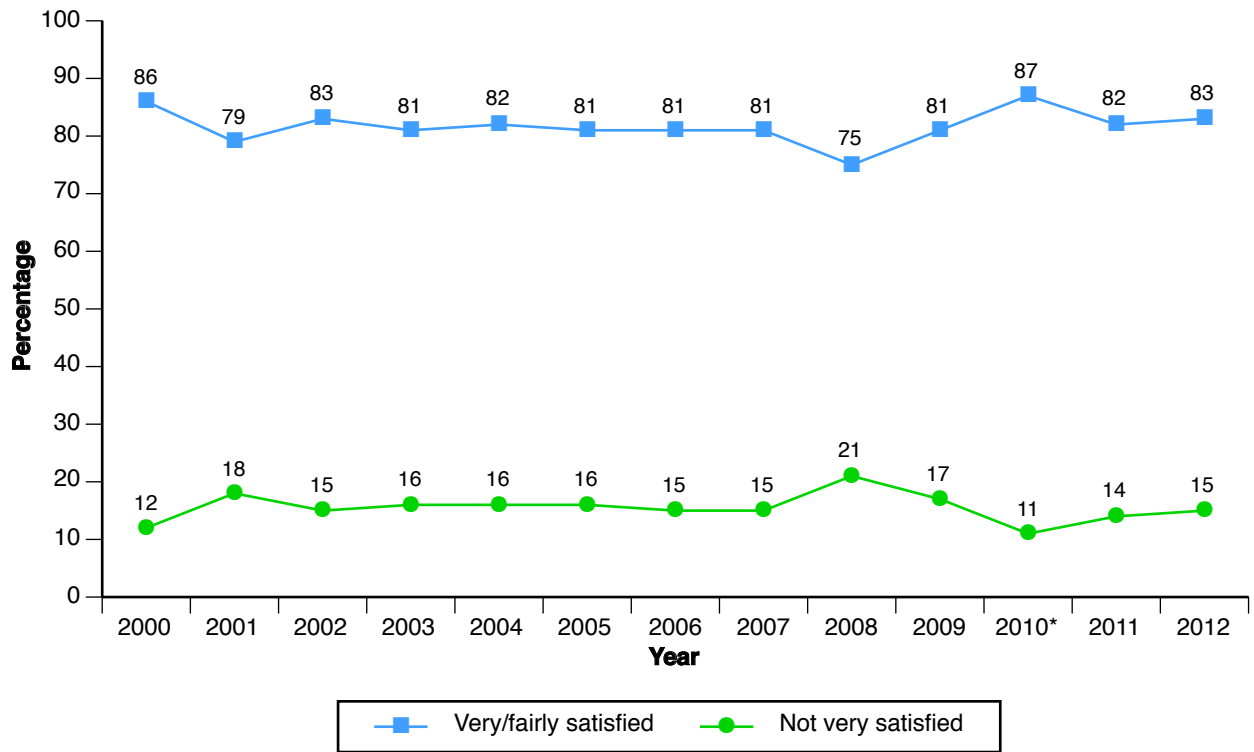
* 2010 survey not conducted by NRB

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

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Uneven/bumpy/broken/rough/potholes	7	7	8	5	9
Lack of maintenance/need upgrading/ in poor condition	4	3	4	5	3
No footpaths/not enough footpaths	2	4	2	3	-

* multiple responses allowed

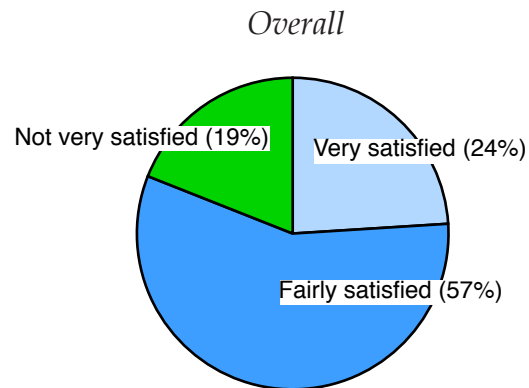
Footpaths



* 2010 survey not conducted by NRB

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

ii. Roads In The District



81% of residents are satisfied with roads in the District, while 19% are not very satisfied. These readings are similar to the 2011 results.

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

NZ Maori residents are more likely to be not very satisfied with roads, than NZ European residents.

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,
- always roadworks/inconvenience of roadworks,
- lack of maintenance/need upgrading/in poor condition/slow to maintain.

Satisfaction With Roads

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	24	57	81	19	-
	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†	19	56	75	26	-
	South†	32	51	83	16	-
	East†	28	60	88	12	1
	West	18	62	80	19	1
Ethnicity						
	NZ European	25	59	84	16	-
	NZ Maori†	22	50	72	26	1

% read across

* 2010 survey not conducted by NRB

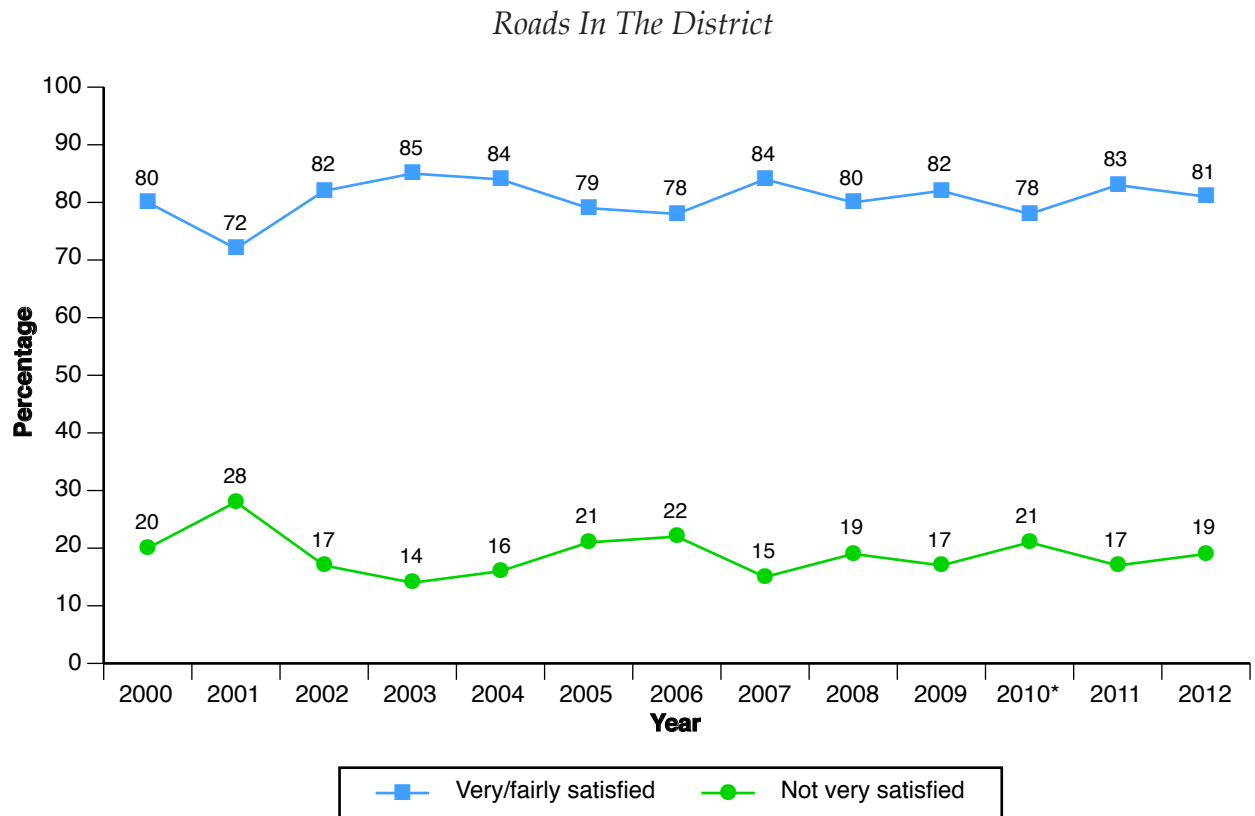
** Peer Group and National Average ratings refers to roads, excluding State Highways

† does not add to 100% due to rounding

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

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Uneven/rough/bumpy/corrugated/potholes	8	10	4	7	12
Poor quality of work/materials used/patching	5	7	4	4	4
Always roadworks/inconvenience of roadworks	4	5	7	3	2
Lack of maintenance/need upgrading/ poor condition/slow to maintain	3	-	5	-	4

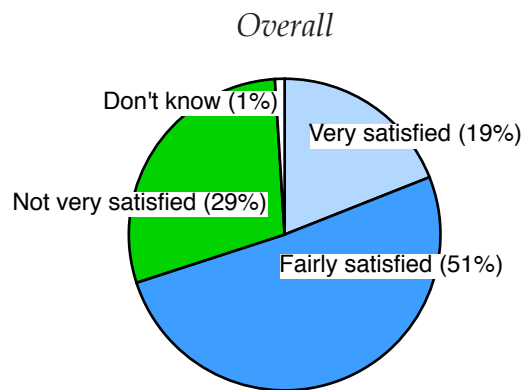
* multiple responses allowed



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 81%

iii. *Parking In Rotorua City*



70% of residents are satisfied with parking in Rotorua City (65% in 2011), with 29% being not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages for parking in Central Business District, and on par with the 2011 reading.

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

- residents aged 40 to 59 years,
- NZ Maori residents.

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

- cost of parking/increased cost of parking/metered parking/need more free parking,
- not enough parking,
- prefer old meters than pay and display/more trouble/complicated,
- parking difficulties/angle parking/difficulty reversing/dangerous/parking has narrowed street.

Satisfaction With Parking In Rotorua City

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	19	51	70	29	1
	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	18	46	64	34	2
	South	18	51	69	30	1
	East	22	55	77	21	2
	West	17	53	70	29	1
Age						
	18-39 years	19	54	73	26	1
	40-59 years	15	47	62	37	1
	60+ years	23	52	75	22	3
Ethnicity						
	NZ European [†]	19	53	72	27	2
	NZ Maori	22	39	61	39	-

% read across

* 2010 survey not conducted by NRB

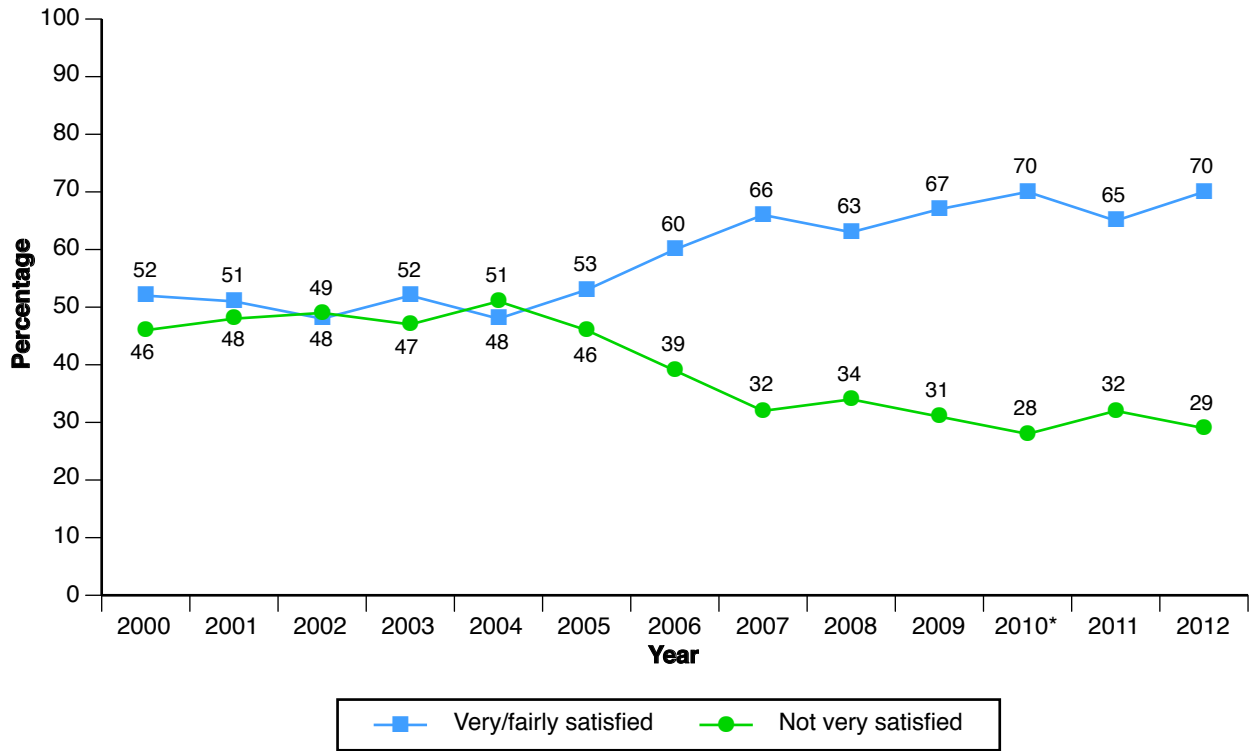
[†] does not add to 100% due to rounding

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

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Cost of parking/increased cost of parking/ metered parking/need more free parking	12	15	14	10	10
Not enough parking	8	12	3	4	11
Prefer old meters than pay and display/ more trouble/complicated	4	2	4	7	4
Parking difficulties/angle parking/ difficulty reversing/dangerous/ parking has narrowed street	4	2	5	2	5

* multiple responses allowed

Parking In Rotorua City

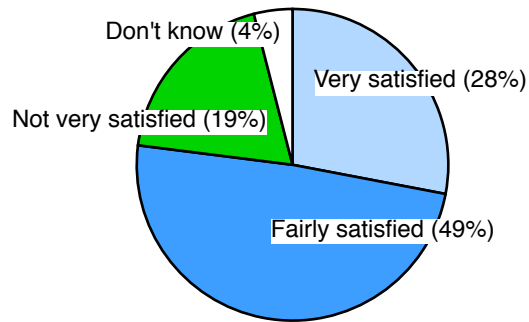


* 2010 survey not conducted by NRB

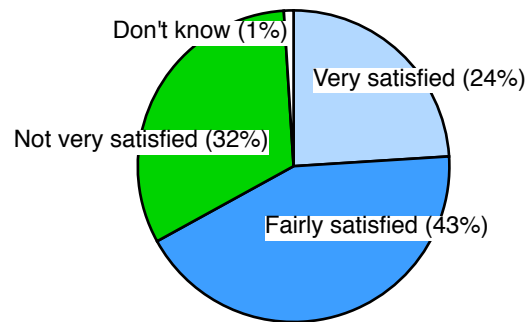
Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 70%

iv. Control Of Dogs

Overall

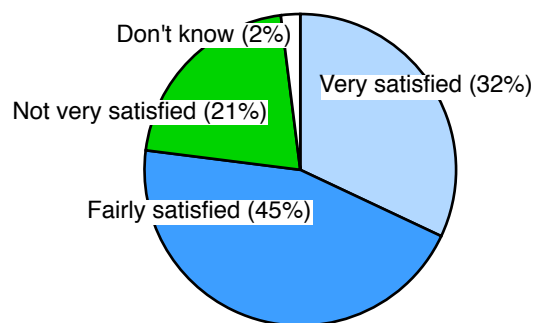


Contacted Council About Dogs



Base = 98

Dog Owners



Base = 146

77% of residents are satisfied with dog control, including 28% who are very satisfied. 19% are not very satisfied and 4% are unable to comment. These readings are similar to the 2011 results.

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 40% of residents are dog owners.

77% of dog owners are satisfied, while 67% 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,
- too many unregistered dogs/no collars,
- need more control/policing/need to be stricter,
- danger to people and other animals,
- poor service/rangers could do a better job.

Satisfaction With Control Of Dogs

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	28	49	77	19	4
	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		24	43	67	32	1
Dog Owners		32	45	77	21	2
Comparison						
Peer Group (Provincial)		36	40	76	20	4
National Average		35	42	77	16	7
Area						
North		28	42	70	24	6
South		31	43	74	22	4
East		35	52	87	8	5
West		20	58	78	21	1

% read across

* 2010 survey not conducted by NRB

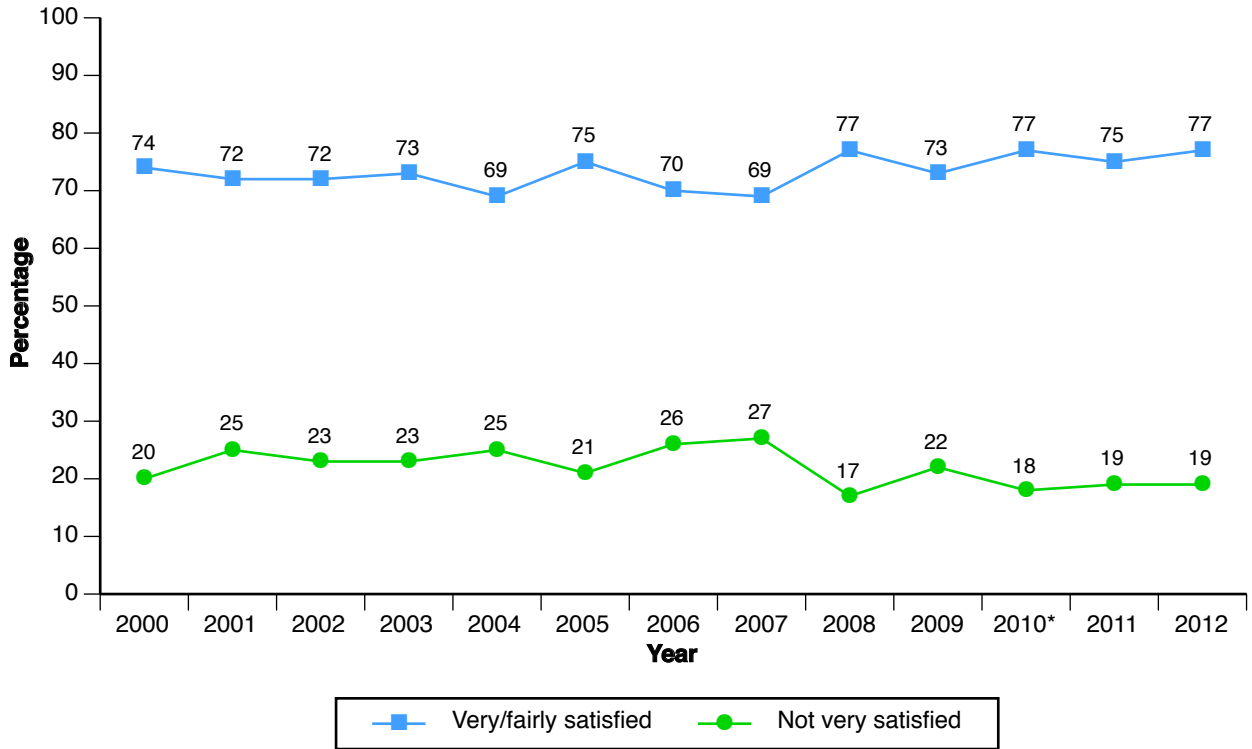
† does not add to 100% due to rounding

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

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Too many roaming/ uncontrolled dogs	12	14	13	6	13
Too many unregistered dogs/ no collars	4	5	5	1	3
Need more control/ policing/ need to be stricter	4	6	6	-	2
Danger to people and other animals	3	4	5	-	2
Poor service/ rangers could do a better job	3	4	2	1	4

* multiple responses allowed

Control Of Dogs

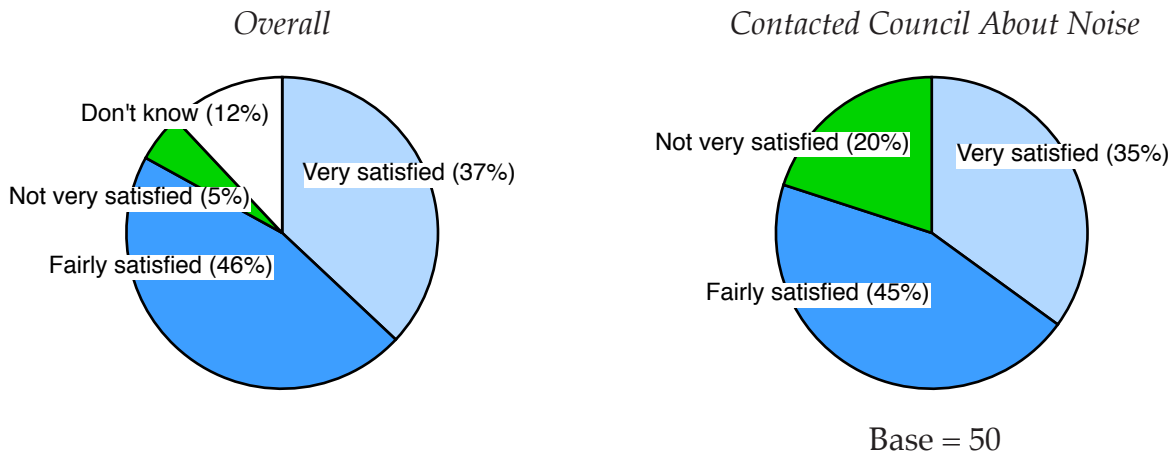


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	77%
Contacted Council	=	67%
Dog Owners	=	77%

v. Control Of Noise



83% of residents overall are satisfied with noise control (78% in 2011), including 37% who are very satisfied (29% in 2011). 5% are not very satisfied and 12% are unable to comment (15% in 2011).

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

14% of households have contacted Council about noise control in the last 12 months. Of these, 80% are satisfied and 20% are not very satisfied. For a base of 50, the margin of error is $\pm 13.9\%$.

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, mentioned by 2% of all residents,
- too strict / over zealous / wrongly accused, 1%,
- noisy neighbours / loud parties / loud music, 1%,
- lack of action / powerless to do anything, 1%.

* multiple responses allowed

Satisfaction With Noise Control

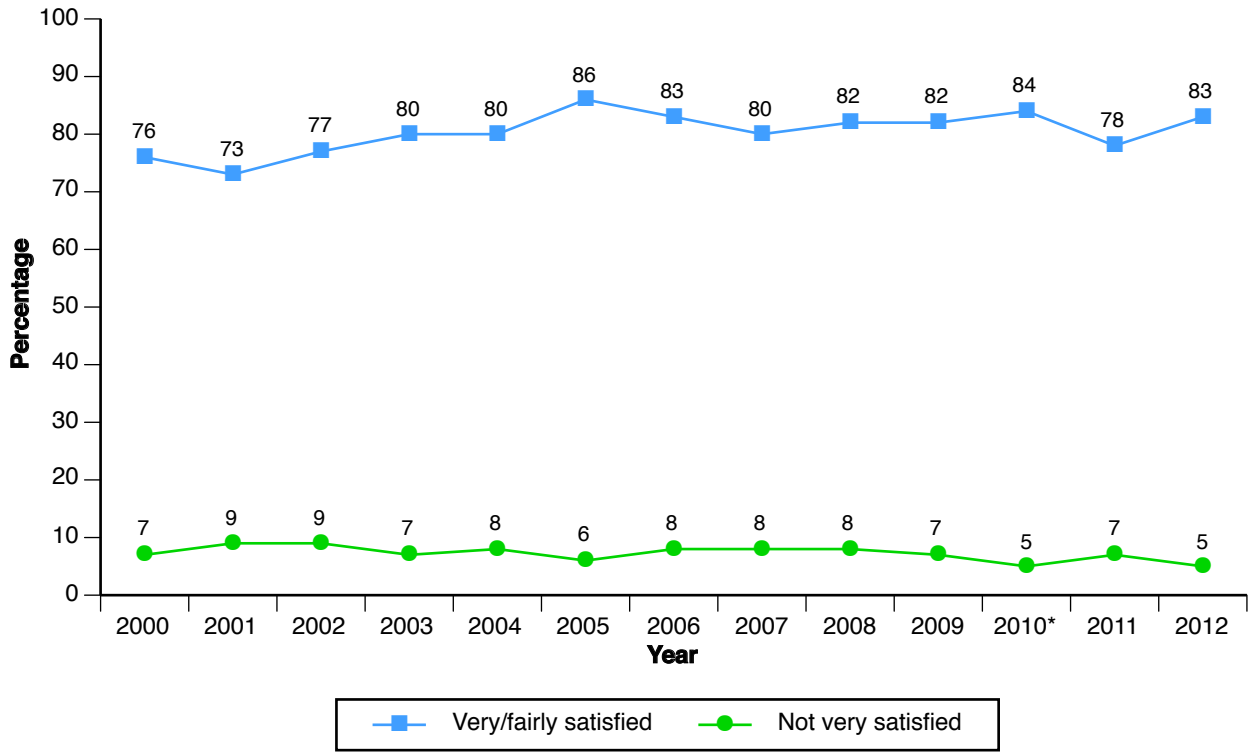
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	37	46	83	5	12
	2011	29	49	78	7	15
	2010**	22	62	84	5	10
	2009	28	54	82	7	11
	2008	33	49	82	8	10
	2007	32	48	80	8	12
	2006	30	53	83	8	9
	2005	32	54	86	6	8
	2004	31	49	80	8	12
	2003	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		35	45	80	20	-
Comparison						
Peer Group (Provincial)		32	43	75	13	12
National Average		33	44	77	13	10
Area						
North		30	53	83	8	9
South		42	37	79	5	16
East		40	48	88	1	11
West†		39	46	85	6	10

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

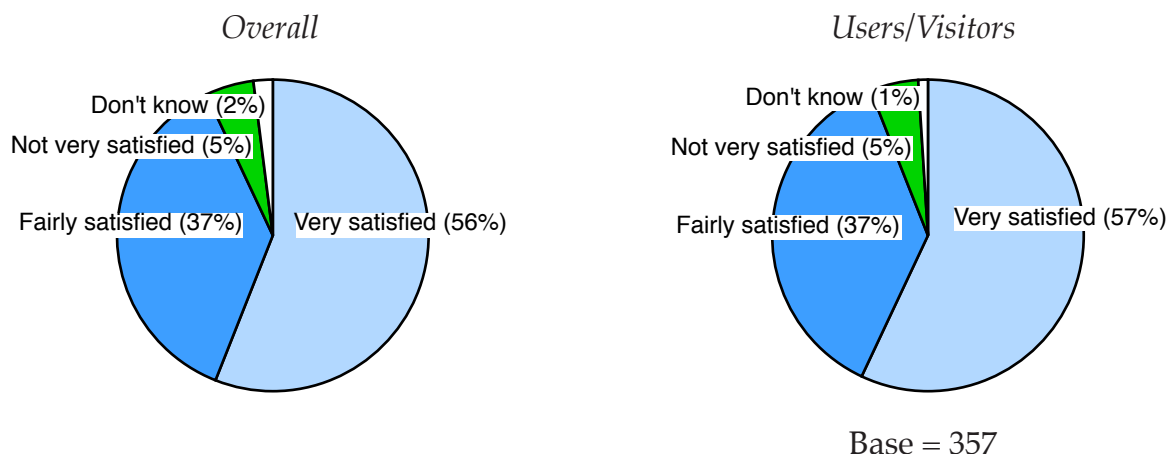
Noise Control



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 83%
 Contacted Council = 80%

vi. Parks, Reserves And Playgrounds



93% of all residents are satisfied with parks, reserves and playgrounds (89% in 2011), with 56% being very satisfied (53% in 2011). 5% of residents are not very satisfied with these facilities.

The percent not very satisfied is similar to the Peer Group and National Averages and on par with the 2011 reading.

90% of households say they have used or visited parks, reserves or playgrounds in the last 12 months, with 94% of these residents being satisfied.

There are no notable differences between 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/broken glass, mentioned by 2% of all residents,
- need more parks, reserves and playgrounds, 1%,
- poor/need upgrading/better facilities, 1%,
- safety issues, 1%,
- issues with rubbish/rubbish bins, 1%.

* 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	2012	56	37	93	5	2
	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		57	37	94	5	1
Comparison**						
Peer Group (Provincial)		63	28	91	4	5
National Average		56	34	90	5	5
Area						
North		55	36	91	8	1
South		56	41	97	2	1
East		60	32	92	4	4
West		54	39	93	6	1

% read across

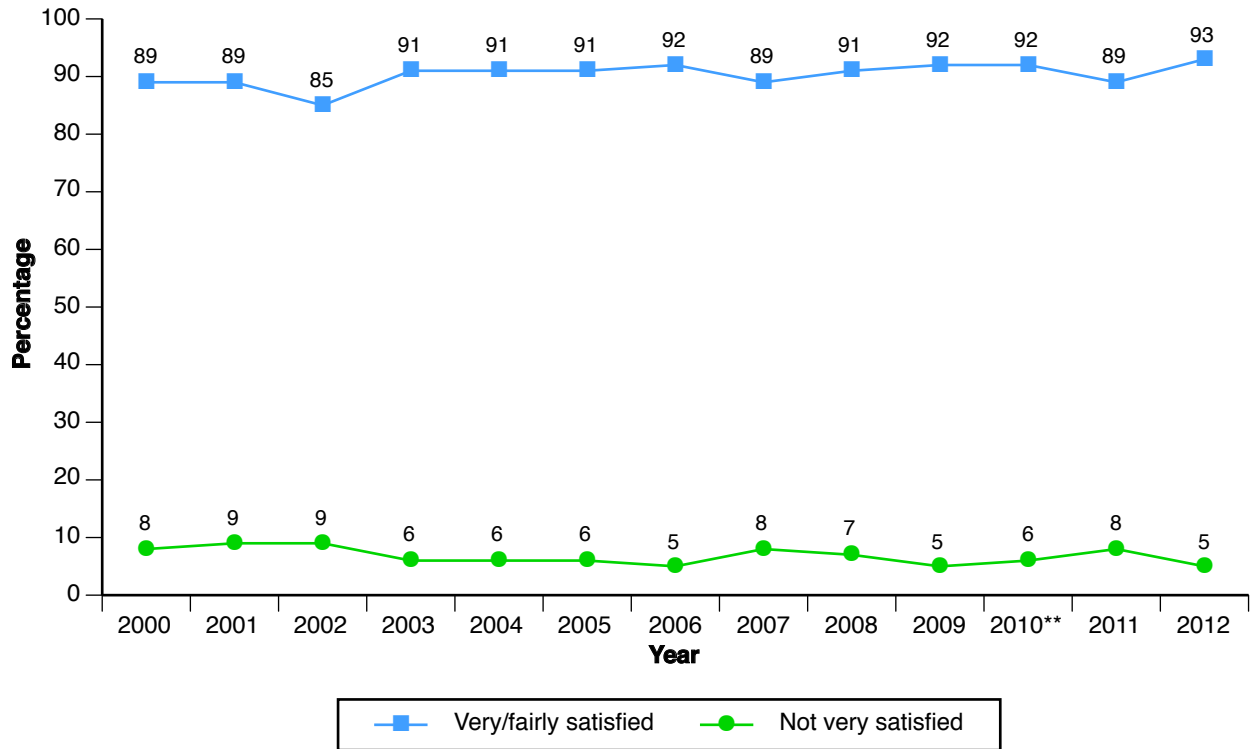
* Readings prior to 2007 refer to parks, reserves, sportsfields and playgrounds. In 2007, satisfaction with sportsfields was asked separately (see pages 46 - 48).

** 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.

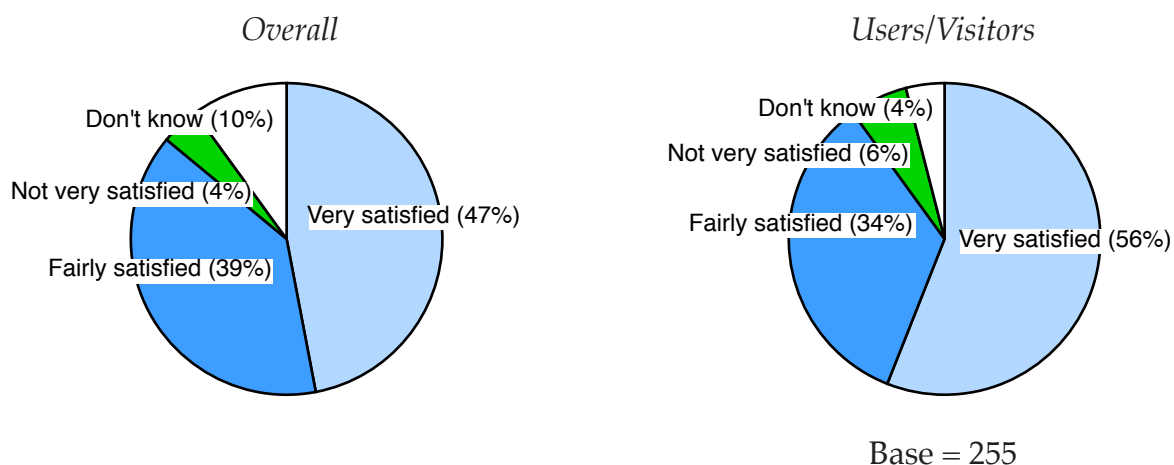
Parks, Reserves And Playgrounds



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 93%
 Users/Visitors = 94%

vii. Sportsfields



86% of Rotorua District residents are satisfied with sportsfields (82% in 2011), including 47% who are very satisfied (41% in 2011). 4% are not very satisfied and 10% are unable to comment (14% in 2011).

The percent not very satisfied is similar to the Peer Group and National Averages for sportsfields and playgrounds, and the 2011 reading.

68% of households say they have used or visited a sportsfield in the last 12 months. Of these, 90% are satisfied and 6% not very satisfied.

There are no notable differences between 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:

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

* multiple responses allowed

Satisfaction With Sportsfields

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %	
Overall*						
Total City	2012	47	39	86	4	10
	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		56	34	90	6	4
Comparison^{††}						
Peer Group (Provincial)		58	30	88	5	7
National Average		52	35	87	6	7
Area						
North [†]		44	41	85	4	10
South [†]		52	38	90	2	7
East		40	37	77	4	19
West		50	38	88	7	5

% read across

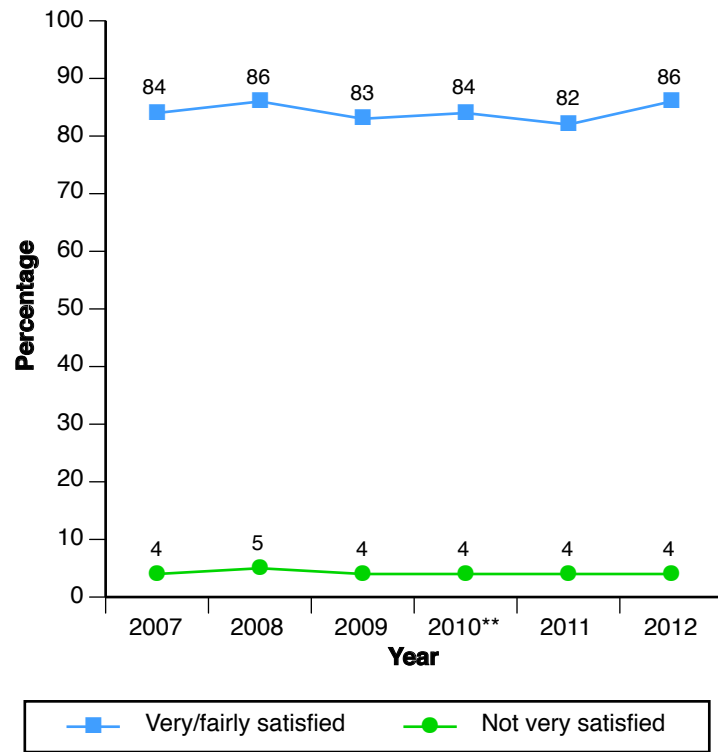
* prior to 2007, not asked separately

** 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

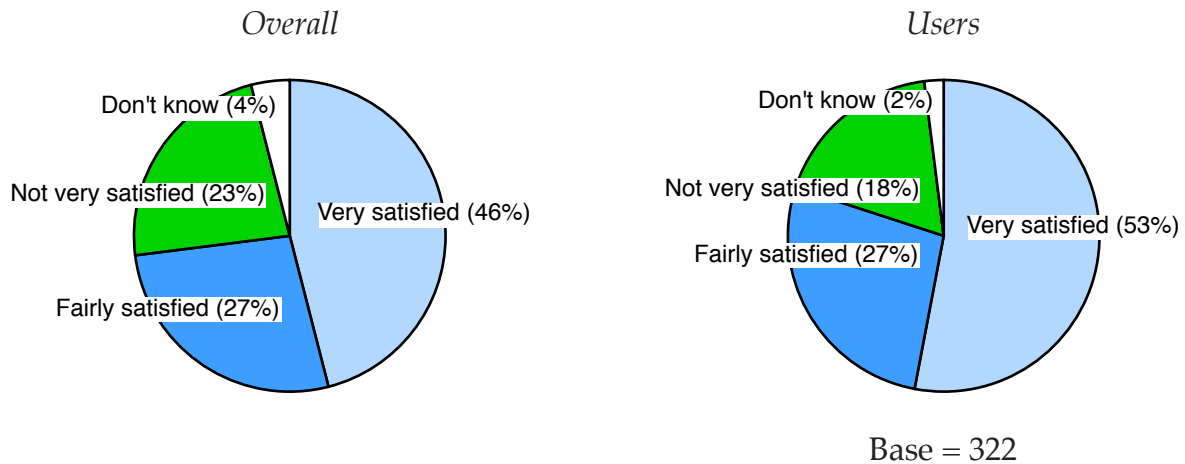


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 86%
 Users/Visitors = 90%

viii. Recycling Waste Materials



73% of residents are satisfied with the District's recycling of waste materials (60% in 2011), including 46% who are very satisfied (31% in 2011). 23% are not very satisfied and 4% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages but 10% below the 2011 reading.

79% of households have used the Council's recycling services in the last year. Of these, 80% are satisfied (67% in 2011) and 18% not very satisfied (31% in 2011).

NZ European residents are more likely to be not very satisfied with recycling waste materials, than NZ Maori residents. It also appears that North Area residents are slightly more likely to feel this way, than other Area residents.

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 centre / difficult for some people,
- paying for recycling / cost issues,
- very poor / could do more.

Satisfaction With Recycling Waste Materials

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2012	46	27	73	23	4
	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		53	27	80	18	2
Comparison						
Peer Group (Provincial)		58	26	84	12	4
National Average		55	29	84	13	3
Area						
North		39	21	60	32	8
South†		43	36	79	18	2
East		60	21	81	17	2
West		44	28	72	23	5
Ethnicity						
NZ European		45	26	71	26	3
NZ Maori		46	29	75	16	9

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

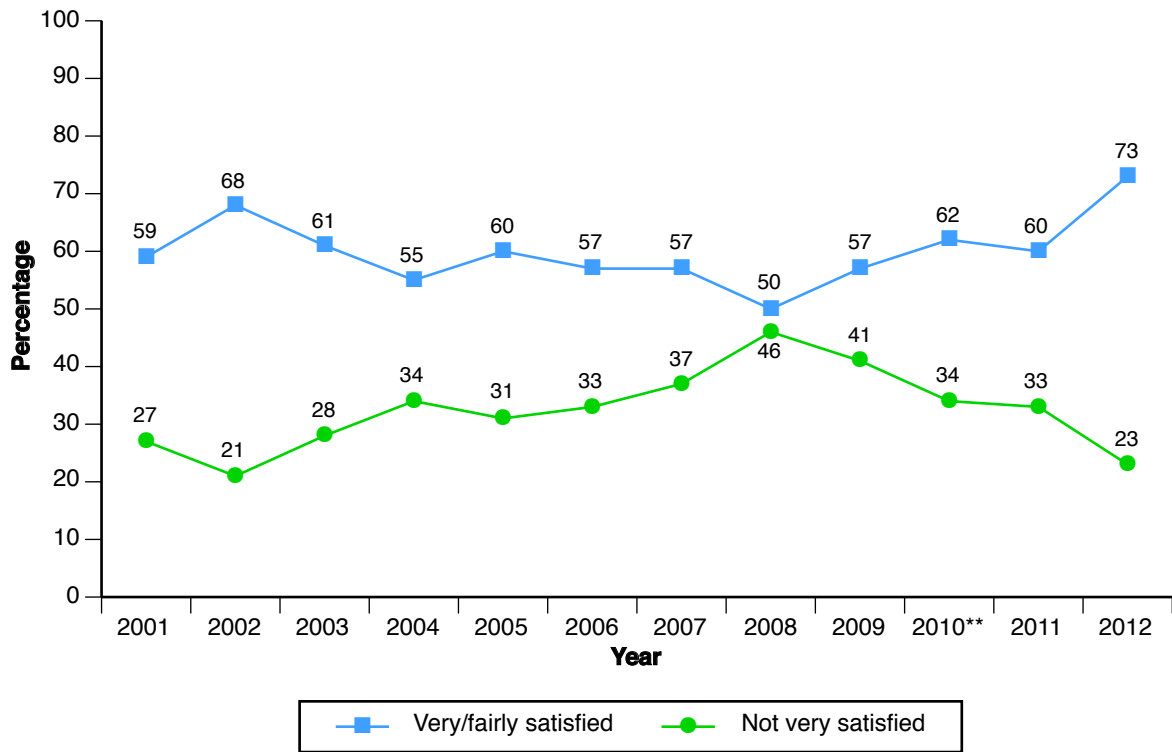
† does not add to 100% due to rounding

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

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Need kerbside recycling/ would like recycling bin collection	19	24	16	15	20
Hassle to drive to town to recycle centre/ difficult for some people	5	10	4	2	5
Paying for recycling/cost issues	3	2	4	2	3
Very poor/could do more	2	1	2	4	3

* multiple responses allowed

Recycling Waste Materials

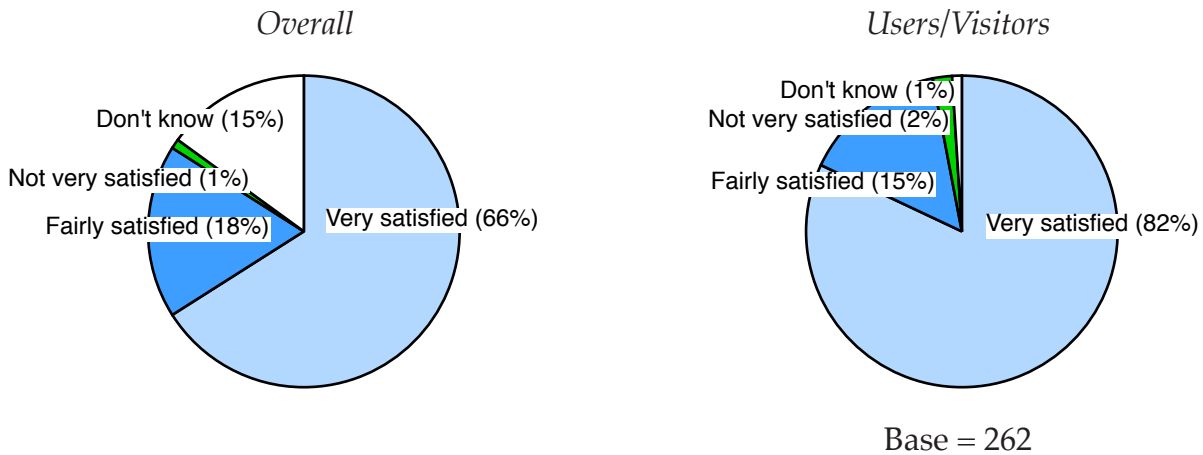


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 73%
 Users = 80%

ix. *Art And History Museum*



84% of residents overall are satisfied with the Art and History Museum (76% in 2011), with 66% being very satisfied (51% in 2011). 15% are unable to comment (23% in 2011).

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

66% of households say they have used or visited the Art and History Museum in the last 12 months (57% in 2011). These "users/visitors" are more likely to be satisfied (97%), than residents overall, while being less likely to be unable to comment (1%).

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 ...

"Consultation with local community on exhibitions and exhibits is not enough."

"More information needed on the history of Rotorua and the Museum itself."

"Not satisfied that new part is all Maori, don't like it all that way, Don Stafford should be included."

"Had to pay when I live and work in Rotorua, did not appreciate this, taking my kids to learn about their Maori history and had to pay full prices to get in."

* multiple responses allowed

Satisfaction With Art And History Museum

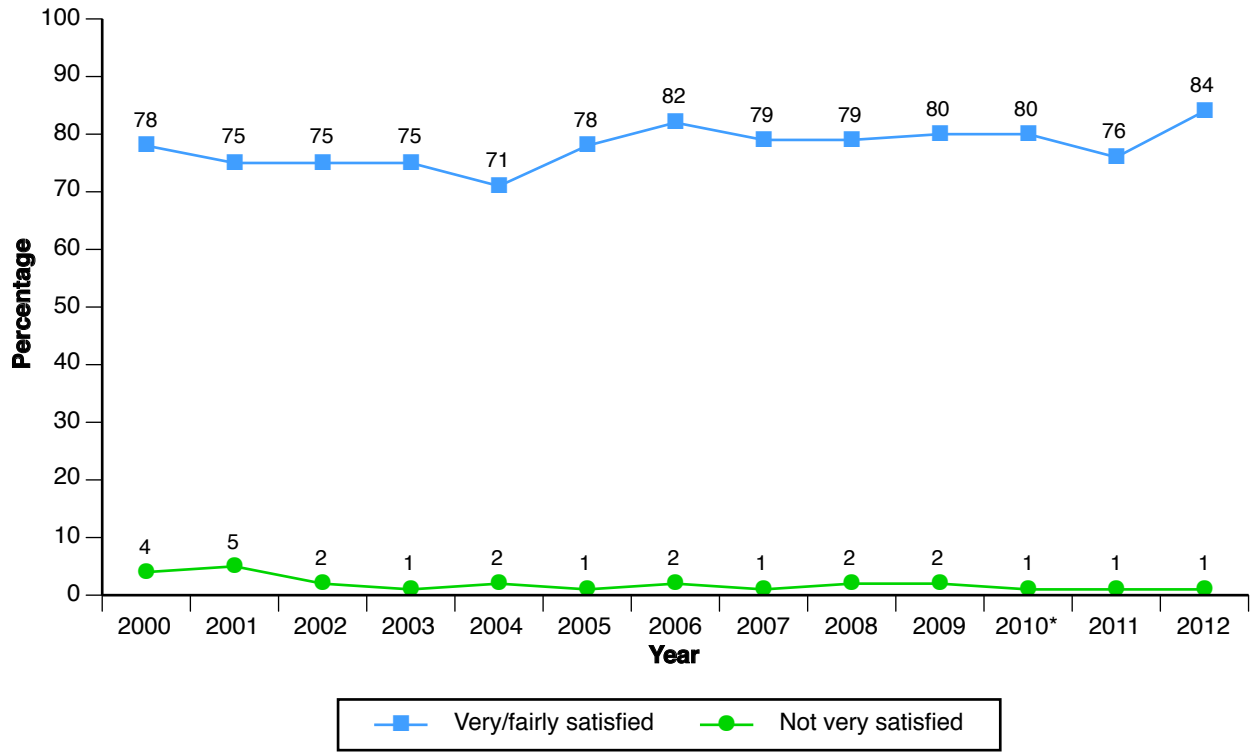
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	66	18	84	1	15
	2011	51	25	76	1	23
	2010*	48	32	80	1	19
	2009	56	24	80	2	18
	2008	57	22	79	2	19
	2007	56	23	79	1	20
	2006	57	25	82	2	16
	2005	53	25	78	1	21
	2004	49	22	71	2	27
	2003	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 [†]		82	15	97	2	1
Comparison						
Peer Group (Provincial)		36	27	63	4	33
National Average		46	22	68	4	28
Area						
North		64	23	87	-	13
South		61	20	81	3	16
East		73	11	84	-	16
West [†]		68	15	83	2	14

% read across

* 2010 survey not conducted by NRB

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

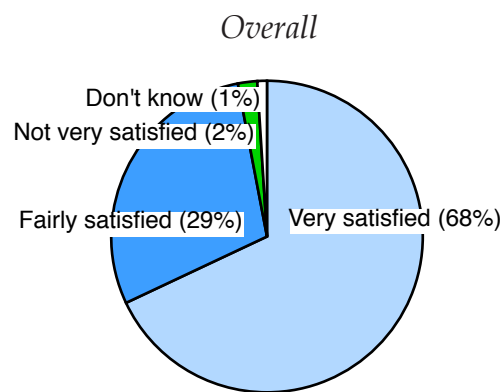
Art And History Museum



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 84%
 Users / Visitors = 97%

x. Beautification And Landscaping Of The District



97% of Rotorua District residents are satisfied with the beautification and landscaping of the District, including 68% who are very satisfied (71% in 2011).

The percent not very satisfied, 2%, is below the Peer Group and National Averages, and similar to the 2011 reading.

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

- only in City centre/other areas need more attention, mentioned by 1% of all residents,
- others, 1%.

* multiple responses allowed

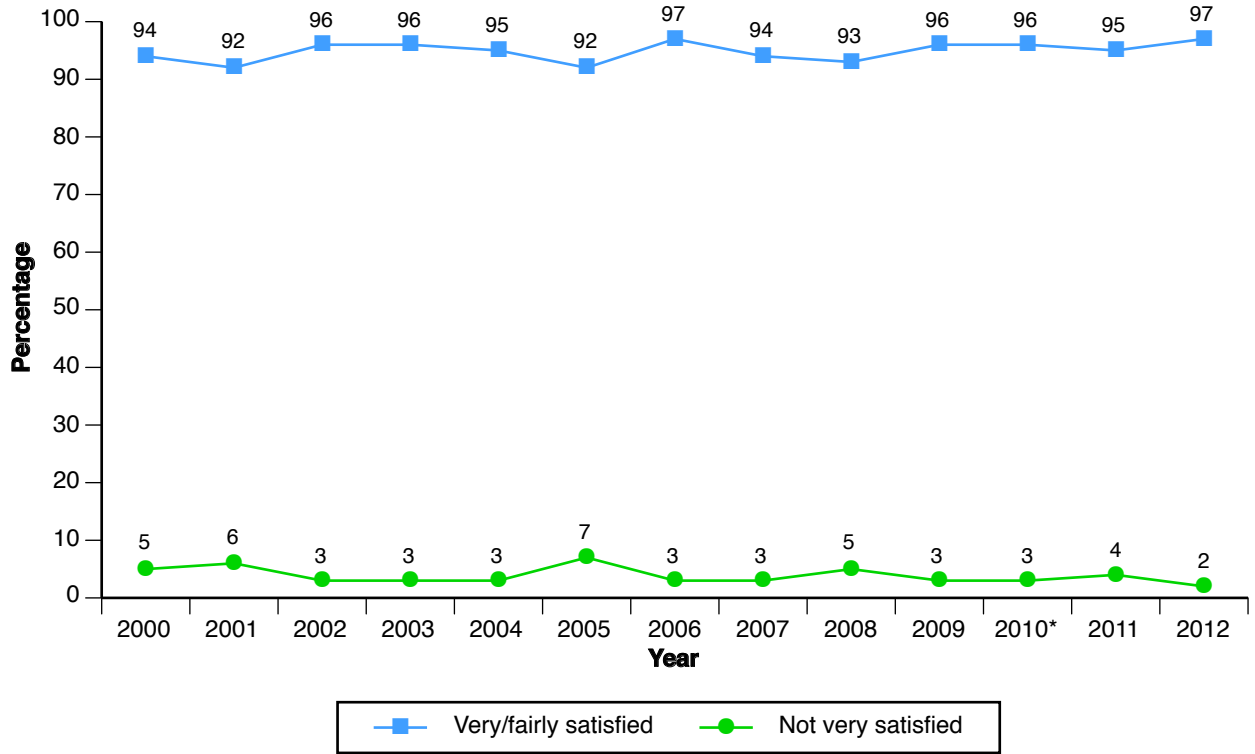
Satisfaction With Beautification And Landscaping Of The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	68	29	97	2	1
	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	61	36	97	3	-
	South	64	33	97	3	-
	East	74	22	96	1	3
	West	73	26	99	1	-

% read across

* 2010 survey not conducted by NRB

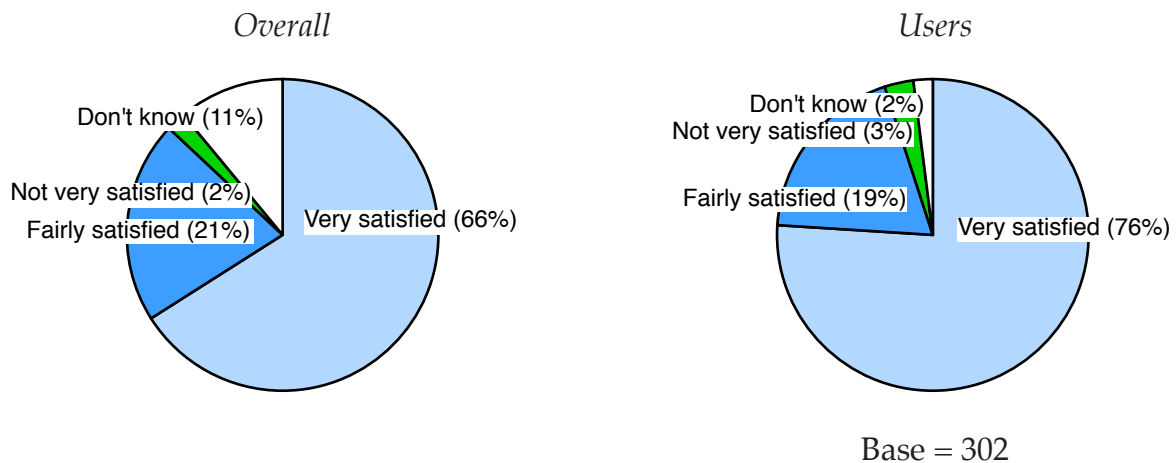
Beautification And Landscaping Of The District



* 2010 survey not conducted by NRB

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

xi. Library Service



Overall, 87% of residents are satisfied with the library service (82% in 2011), with 66% being very satisfied, while 11% are unable to comment (17% in 2011).

The percent not very satisfied (2%) is similar to the Peer Group and National Averages and the 2011 reading.

76% of households have used a District Library in the last 12 months and, of these, 95% are satisfied, including 76% who are very satisfied, with 3% 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 main reasons* for being not very satisfied with the District's libraries are ...

- user charges/have to pay to borrow books, mentioned by 1% of all residents,
- need to open on Sundays, 1%,
- need a new / bigger library, 1%.

* multiple responses allowed

Satisfaction With Library Service

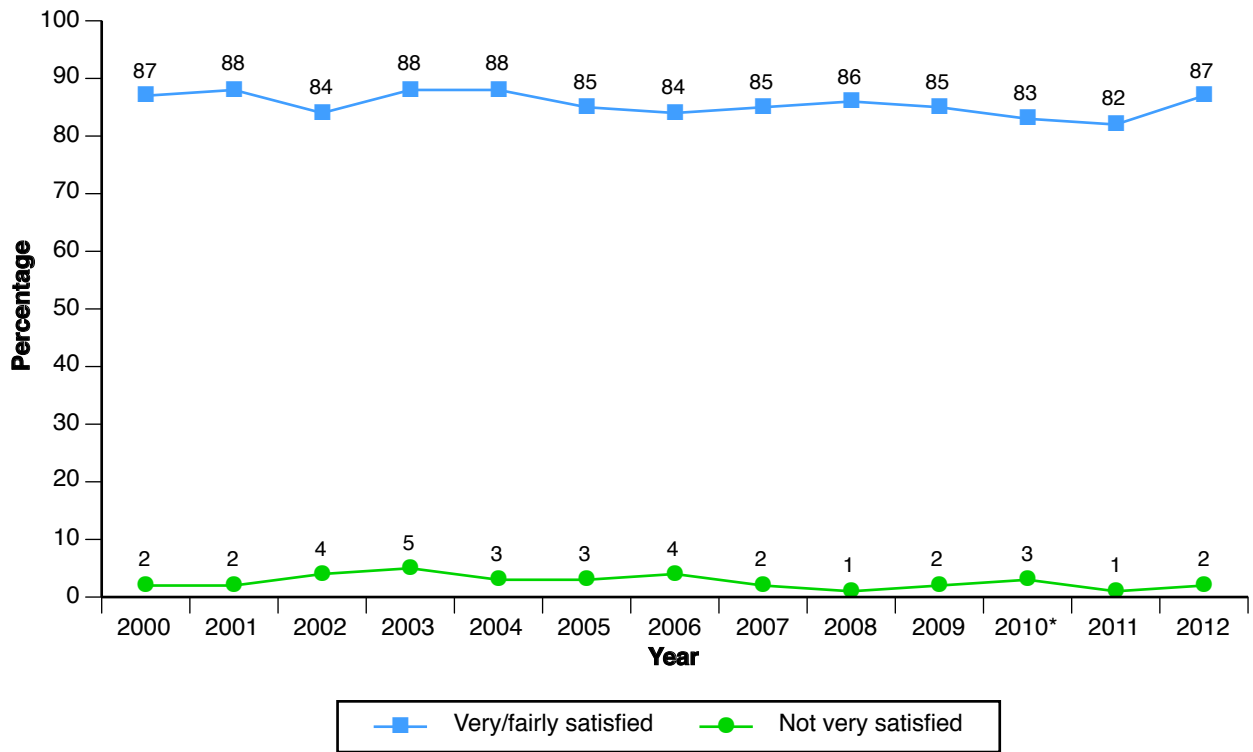
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	66	21	87	2	11
	2011	68	14	82	1	17
	2010*	51	32	83	3	14
	2009	68	17	85	2	13
	2008	68	18	86	1	13
	2007	66	19	85	2	13
	2006	65	19	84	4	12
	2005	66	19	85	3	12
	2004	69	19	88	3	9
	2003	68	20	88	5	7
	2002	68	16	84	4	12
	2001	73	15	88	2	10
	2000	68	19	87	2	11
Users		76	19	95	3	2
Comparison						
Peer Group (Provincial)		63	24	87	-	13
National Average		66	24	90	2	8
Area						
North		54	26	80	5	15
South		63	25	88	2	10
East [†]		78	11	89	1	11
West		70	20	90	1	9

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

Library Service

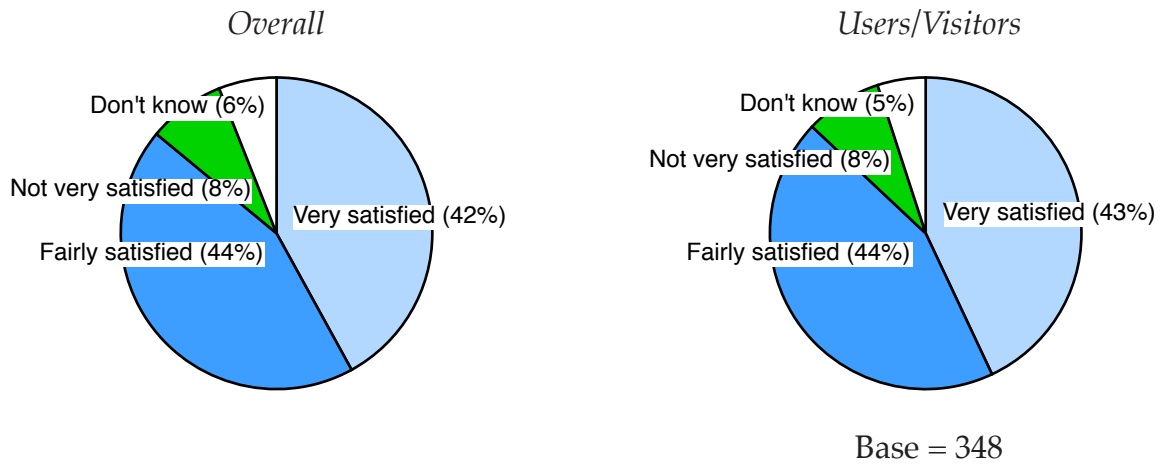


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 87%
 Users = 95%

xii. Event Promotion



86% of residents overall are satisfied with the event promotion, including 42% who are very satisfied, while 8% are not very satisfied.

There are no comparative Peer Group and National Averages.

88% 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, 87% are satisfied and 8% not very satisfied.

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

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

- could do more promotion/better advertising/earlier advertising, mentioned by 6% of all residents,
- need better events/encourage more events to come, 1%,
- Council web page should advertise/be updated, 1%,
- Event Centre issues, 1%,
- should not be funded by ratepayers, 1%.

* multiple responses allowed

Satisfaction With Event Promotion

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2012 [†]	42	44	86	8	6
	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		43	44	87	8	5
Area						
North		35	50	85	11	4
South ^{††}		50	36	86	6	7
East		42	44	86	6	8
West		39	46	85	9	6

% read across

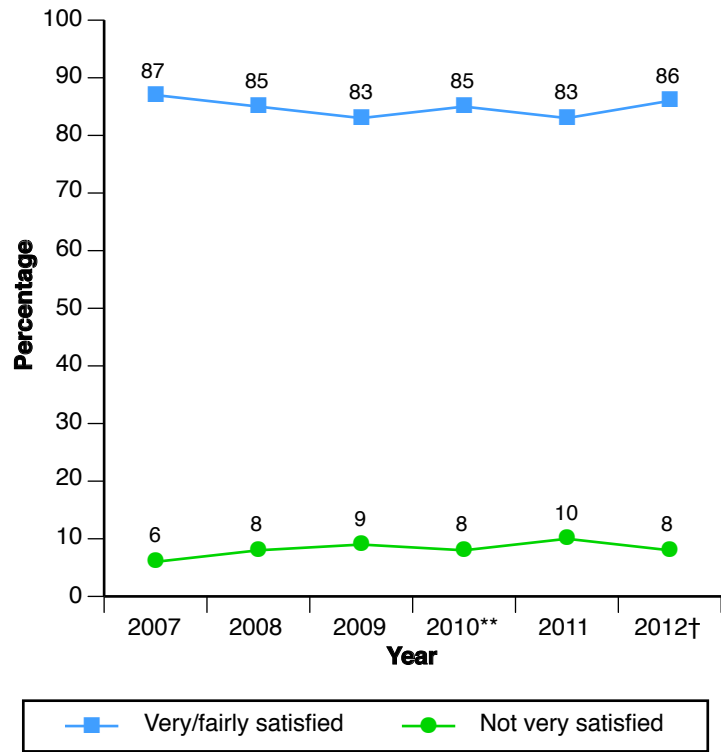
* not asked prior to 2007

** 2010 survey not conducted by NRB

[†] readings prior to 2012 refer to ratings for event **and** tourism promotion of Rotorua

^{††} does not add to 100% due to rounding

Event Promotion



† readings prior to 2012 refer to ratings for event **and** tourism promotion of Rotorua

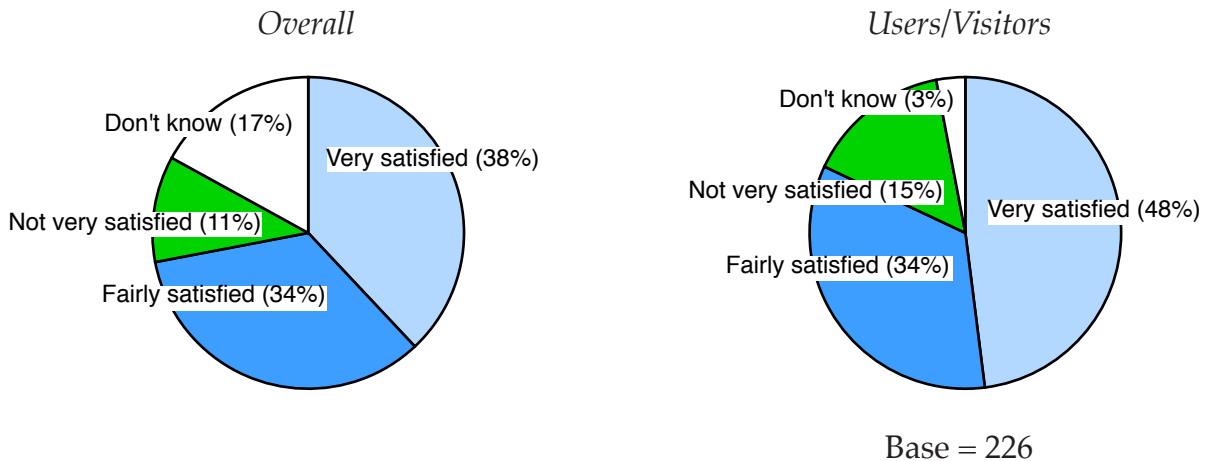
** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 86%

Users/Visitors = 87%

xiii. Rotorua Aquatic Centre



72% of all residents are satisfied with the Rotorua Aquatic Centre, with 38% being very satisfied (41% in 2011). 11% are not very satisfied and 17% are unable to comment.

The percent not very satisfied with the Aquatic Centre is similar to the Peer Group Average and the 2011 reading, and on par with the National Average.

60% of households have used or visited the Rotorua Aquatic Centre in the last 12 months (64% in 2011). Of these "users/visitors", 82% are satisfied (87% in 2011) and 15% are not very satisfied.

Residents who live in a three or more person household are more likely to be not very satisfied with the Rotorua Aquatic Centre, than those who live in a one or two person household.

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

- need more recreational facilities/hydroslides/fun things,
- needs an upgrade/facilities need improving,
- not clean/poor standard of hygiene,
- charges/too expensive/no discounts given.

Satisfaction With Rotorua Aquatic Centre

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2012	38	34	72	11	17
	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		48	34	82	15	3
Comparison*						
Peer Group (Provincial)		40	29	69	11	20
National Average		38	31	69	8	23
Area						
North		37	36	73	11	16
South		33	37	70	9	21
East		41	32	73	10	17
West		42	31	73	14	13
Household Size[†]						
1-2 person household		39	31	70	7	24
3+ person household		38	37	75	15	11

% read across

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

* 2010 survey not conducted by NRB

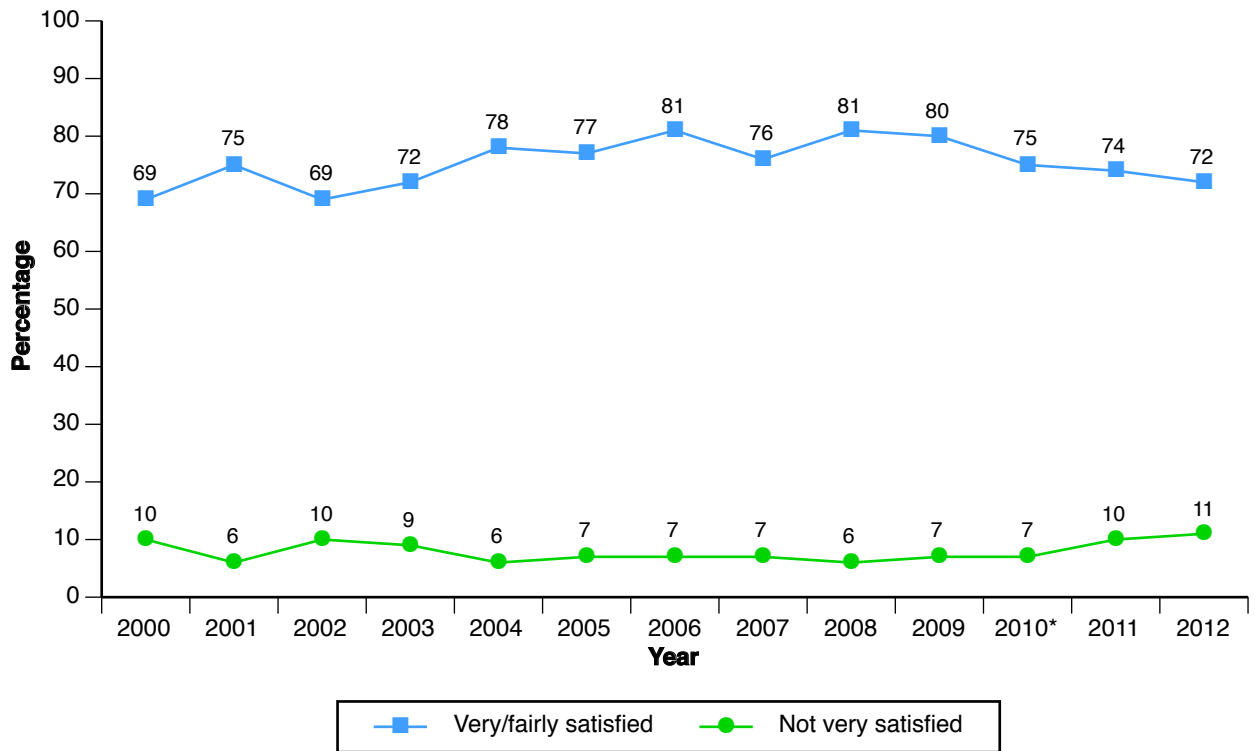
† does not add to 100% due to rounding

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

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Need more recreational facilities/hydrosrides/ fun things	3	4	2	1	3
Needs an upgrade/facilities need improving	3	3	1	4	2
Not clean/poor standard of hygiene	3	3	1	4	2
Charges/too expensive/no discounts given	3	-	5	2	4

* multiple responses allowed

Rotorua Aquatic Centre

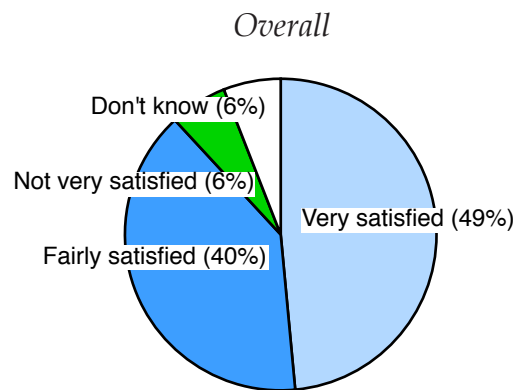


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 72%
 Users/Visitors = 82%

xiv. Promotion Of Rotorua As A Destination To Visit



89% of residents overall are satisfied with the promotion of Rotorua as a destination to visit, including 49% who are very satisfied, while 6% are unable to comment.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents not very satisfied with the promotion of Rotorua as a destination to visit.

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

- not promoted enough / could do more, mentioned by 3% of all residents,
- need more / better advertising, 1%,
- tourism places are too expensive, 1%,
- Council levies etc, discourage, 1%.

* multiple responses allowed

Satisfaction With The Promotion Of Rotorua As A Destination To Visit

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total City 2012	49	40	89	6	6
Comparison**					
Peer Group (Provincial)	41	39	80	13	7
National Average	32	41	73	12	15
Area					
North	43	44	87	6	7
South	56	36	92	5	3
East	43	43	86	5	9
West†	53	35	88	6	5

% read across

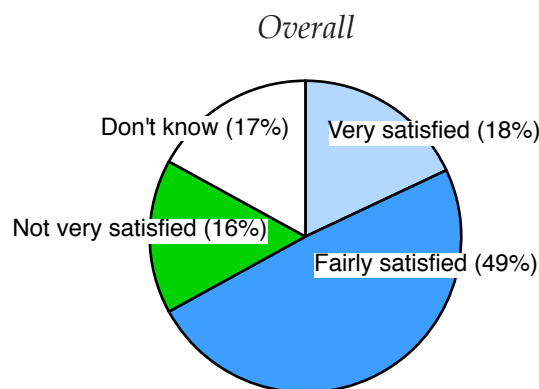
* not asked prior to 2012 (previously asked satisfaction re: event and tourism promotion of Rotorua see pages 62-64)

† Peer Group and National Average readings refer to ratings for tourism promotion

** does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 89%

xv. Promotion Of Rotorua As A Destination To Live, Work And Invest



67% of residents are satisfied with the promotion of Rotorua as a destination to live, work and invest, with 16% being not very satisfied. 17% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average and below the National Average readings for the promotion of job opportunities.

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with the promotion of Rotorua as a destination to live, work and invest.

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

- not happening / never seen anything / no promotion / advertising,
- not promoted enough / could do more / don't do enough,
- it's stagnant / lack of growth / people don't want to live here,
- regulations / expensive costs discourage investment.

Satisfaction With Promotion Of Rotorua As A Destination To Live, Work And Invest

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2012 ⁺⁺	18	49	67	16	17
	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	15	47	62	20	18
	South	27	48	75	15	10
	East [†]	14	54	68	15	18
	West	15	48	63	14	23

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

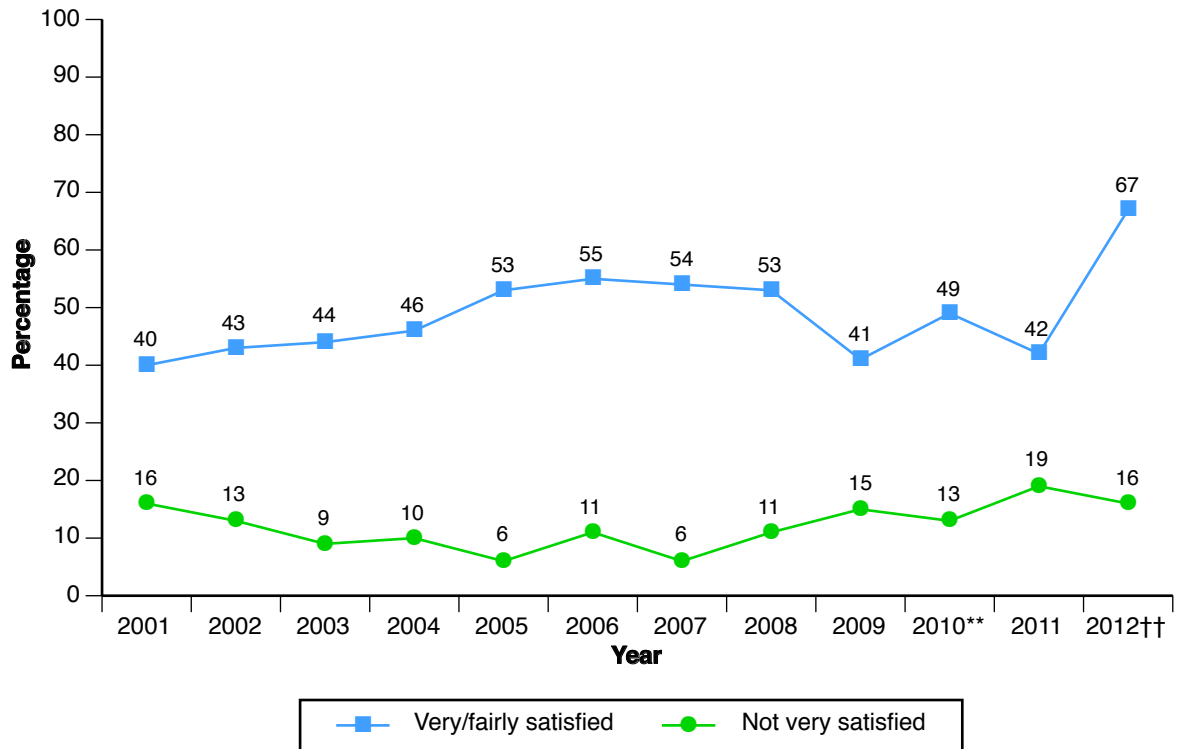
++ readings prior to 2012 and Peer Group and National Averages refer to satisfaction with the promotion of job opportunities

Summary Table: Main Reasons* For Being Not Very Satisfied With The Promotion Of Rotorua As A Destination To Live, Work And Invest

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Not happening / never seen anything / no promotion / advertising	4	7	4	2	3
Not promoted enough / could do more / don't do enough	4	4	5	4	4
It's stagnant / lack of growth / people don't want to live here	2	3	2	2	1
Regulations / expensive costs discourage investment	2	3	2	2	-

* multiple responses allowed

Promotion Of Rotorua As A Destination To Live, Work And Invest

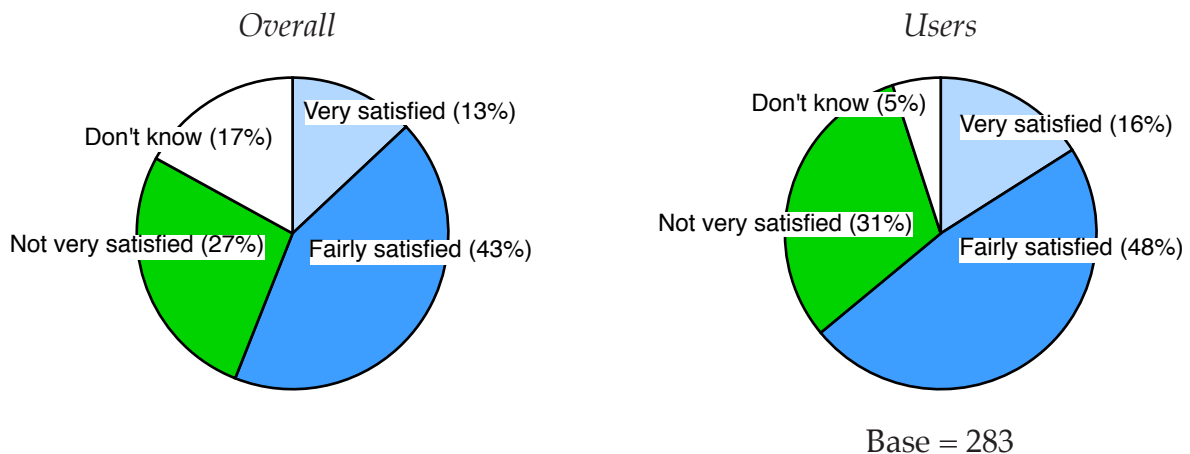


** 2010 survey not conducted by NRB

†† readings prior to 2012 and Peer Group and National Averages refer to satisfaction with the promotion of job opportunities

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 67%

xvi. Public Toilets



56% of Rotorua District residents are satisfied with the District's public toilets (62% in 2011), while 27% are not very satisfied and 17% are unable to comment.

The percent not very satisfied with public toilets is above the Peer Group and National Averages and 7% above the 2011 reading.

72% of households have used a public toilet in the last 12 months. Of these "users", 64% are satisfied (70% in 2011) and 31% not very satisfied (25% in 2011).

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

- women,
- residents aged 18 to 39 years,
- residents who live in a three or more person household.

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

- dirty / smelly / disgusting / untidy / 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	2012	13	43	56	27	17
	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		16	48	64	31	5
Comparison						
Peer Group (Provincial)		28	45	73	14	13
National Average		21	44	65	20	15
Area						
North		9	52	61	23	16
South		15	41	56	23	21
East		14	40	54	32	14
West		15	40	55	29	16
Gender						
Male		12	49	61	22	17
Female		14	38	52	31	17
Age						
18-39 years		10	41	51	37	12
40-59 years		12	47	59	22	19
60+ years		23	40	63	15	22
Household Size						
1-2 person household		15	44	59	21	20
3+ person household		12	43	55	31	14

% read across

* not asked prior to 2006

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

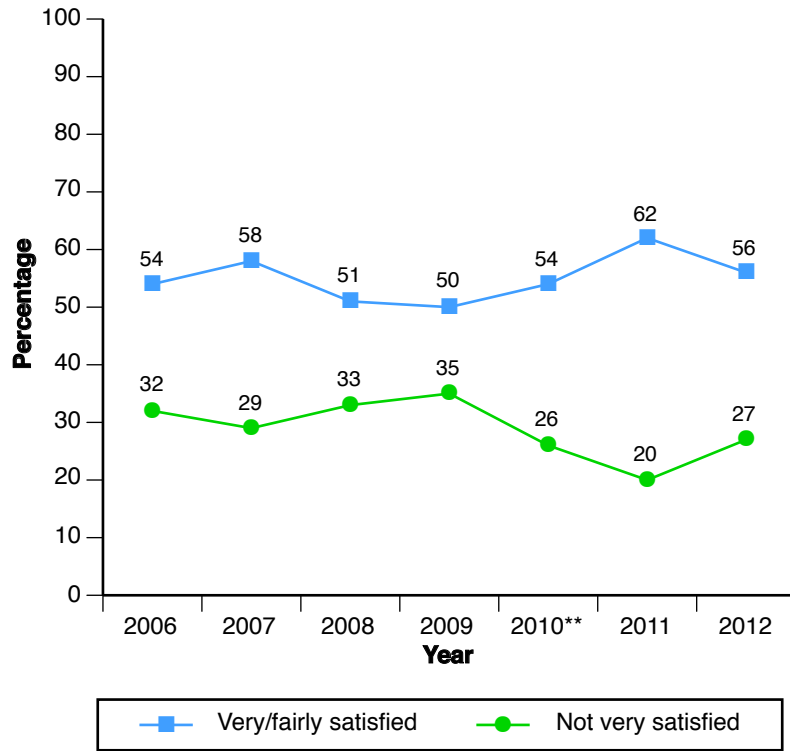
Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

	Total District 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Dirty / smelly / disgusting / untidy / need cleaning more often	15	13	14	16	18
Not enough toilets / need more	7	5	6	11	8
Old / rundown / poor condition / need maintenance / upgrading	7	6	6	7	9

* multiple responses allowed

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

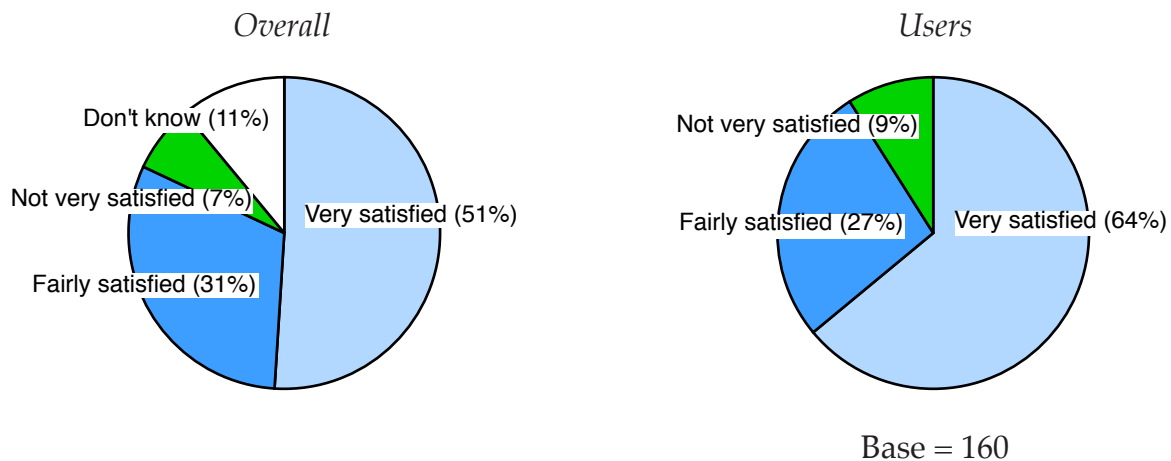
Public Toilets



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 56%
 Users = 64%

xvii. Cycling Facilities In The District



82% of residents are satisfied with the cycling facilities in the District (64% in 2011), including 51% who are very satisfied (36% in 2011). 7% are not very satisfied and 11% are unable to comment (21% in 2011).

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

44% of households have used cycling facilities in the last 12 months (37% in 2011). Of these, 91% are satisfied (74% in 2011) and 9% not very satisfied (23% in 2011).

There are no notable differences between Areas and between socio-economic groups in terms of those not very satisfied with cycling facilities in the District.

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

- not enough cycle lanes/more cycle lanes needed, mentioned by 3% of all residents,
- cycling on roads dangerous for cyclists/condition of roads/narrow, 2%,
- cycle lanes poorly planned/ designed, 1%,
- cyclists are dangerous for drivers/hard too see, 1%.

* multiple responses allowed

Satisfaction With Cycling Facilities In The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2012	51	31	82	7	11
	2011 [†]	36	28	64	14	21
	2010**	26	34	60	19	21
Users [†]		64	27	91	9	-
Area						
North		48	31	79	10	11
South		52	31	83	6	11
East		45	39	84	5	11
West		58	26	84	6	10

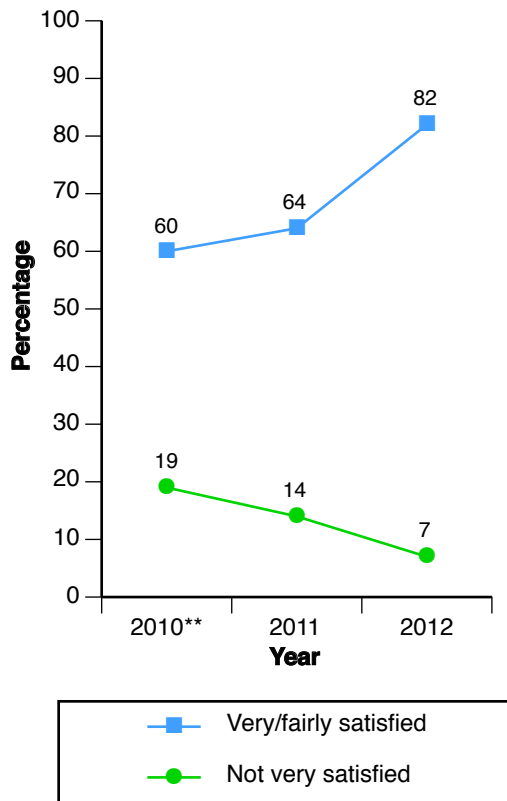
% read across

* not asked prior to 2010

** 2010 survey not conducted by NRB

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

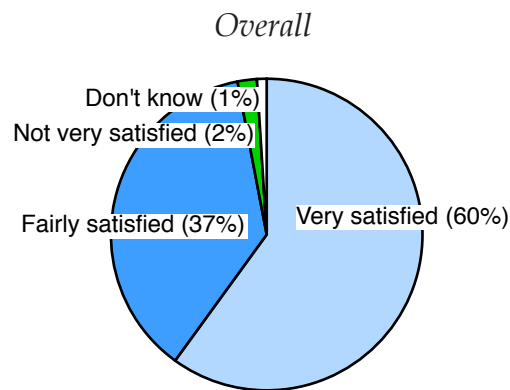
Cycling Facilities In The District



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 82%
 Users = 91%

xviii. 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. These readings are similar to the 2011 results.

The percent not very satisfied (2%) is below the Peer Group and National Averages for litter control in general and similar to the 2011 reading.

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

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

- old/tired/rundown/unappealing/not a good impression, mentioned by 1% of all residents,
- empty shops/vacant shops, 1%,
- people hanging around/smoking/drinking/not abiding by law, 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 2012	60	37	97	2	1
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	55	41	96	3	1
South [†]	58	38	96	2	1
East	62	35	97	3	-
West	63	34	97	-	3

% read across

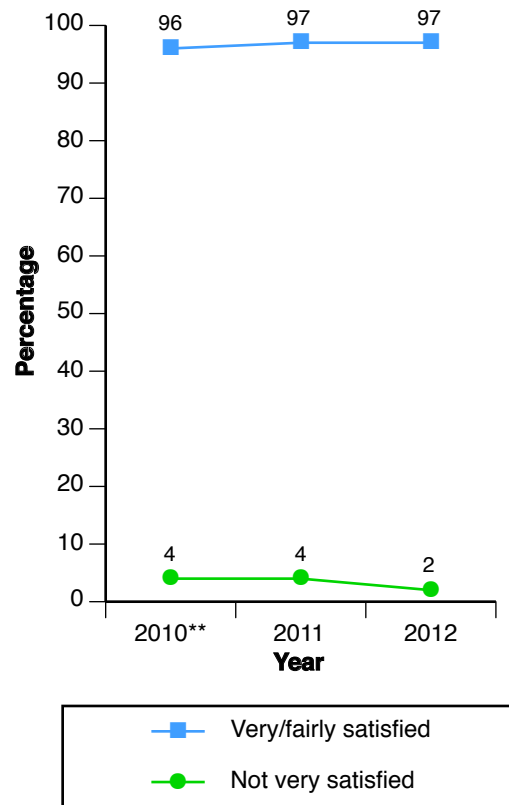
* not asked prior to 2010

** 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



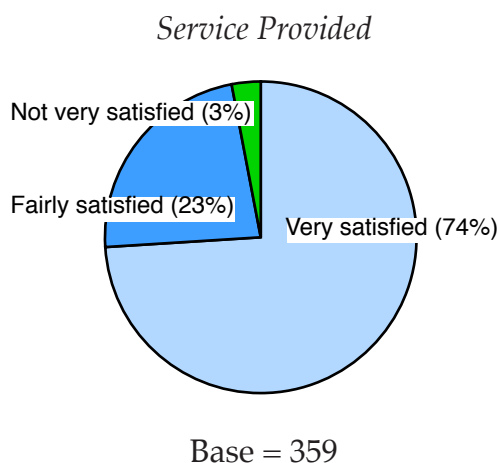
** 2010 survey not conducted by NRB

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



88% of residents are provided with a piped water supply. Of these, 97% are satisfied, including 74% who are very satisfied (66% in 2011), while 3% are not very satisfied.

Rotorua District is similar to the Peer Group Average and on par with the National Average, 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 ...

- quality of water/ colour, mentioned by 1% of residents who are provided with a piped water supply,
- old pipes/leaking/need upgrading, 1%,
- cost issues, 1%.

* multiple responses allowed

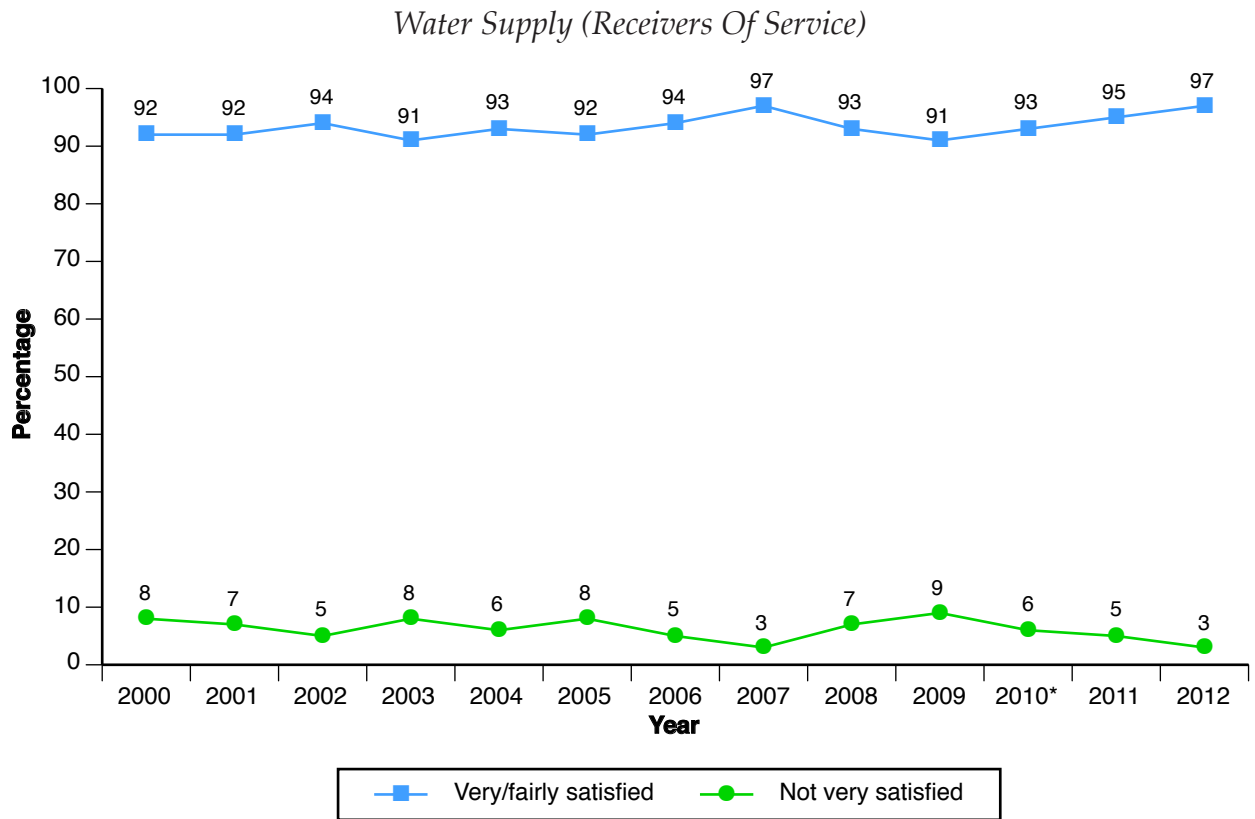
Satisfaction With Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With A Piped Water Supply					
Total District 2012	74	23	97	3	-
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	66	30	96	4	-
South	82	18	100	-	-
East	76	21	97	3	-
West	71	23	94	6	-

Base = 359

% read across

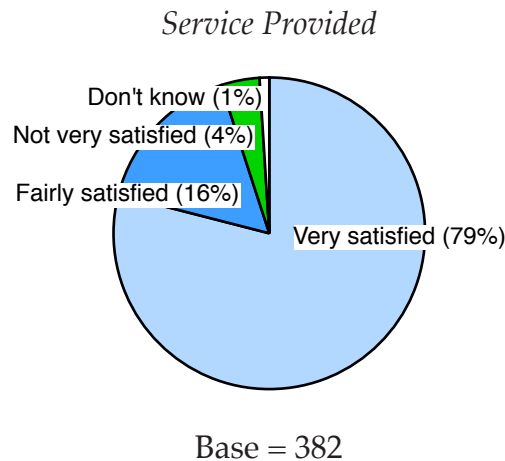
* 2010 survey not conducted by NRB



* 2010 survey not conducted by NRB

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

ii. Rubbish Collection



95% of residents say Council provides a regular rubbish collection service where they live.

Of these, 95% are satisfied, including 79% who are very satisfied (71% in 2011), 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 ...

- dislike paper rubbish bags / animals get into them, mentioned by 2% of residents who are provided, by Council, with a regular rubbish collection service,
- not enough rubbish bags supplied / bags are too small, 1%,
- pay for a wheelie bin, 1%,
- would like bins / wheelie bins, 1%,
- need recycling / would like kerbside recycling, 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 2012	79	16	95	4	1
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 [†]	79	13	92	5	4
South	83	17	100	-	-
East	78	16	94	5	1
West [†]	76	20	96	5	-

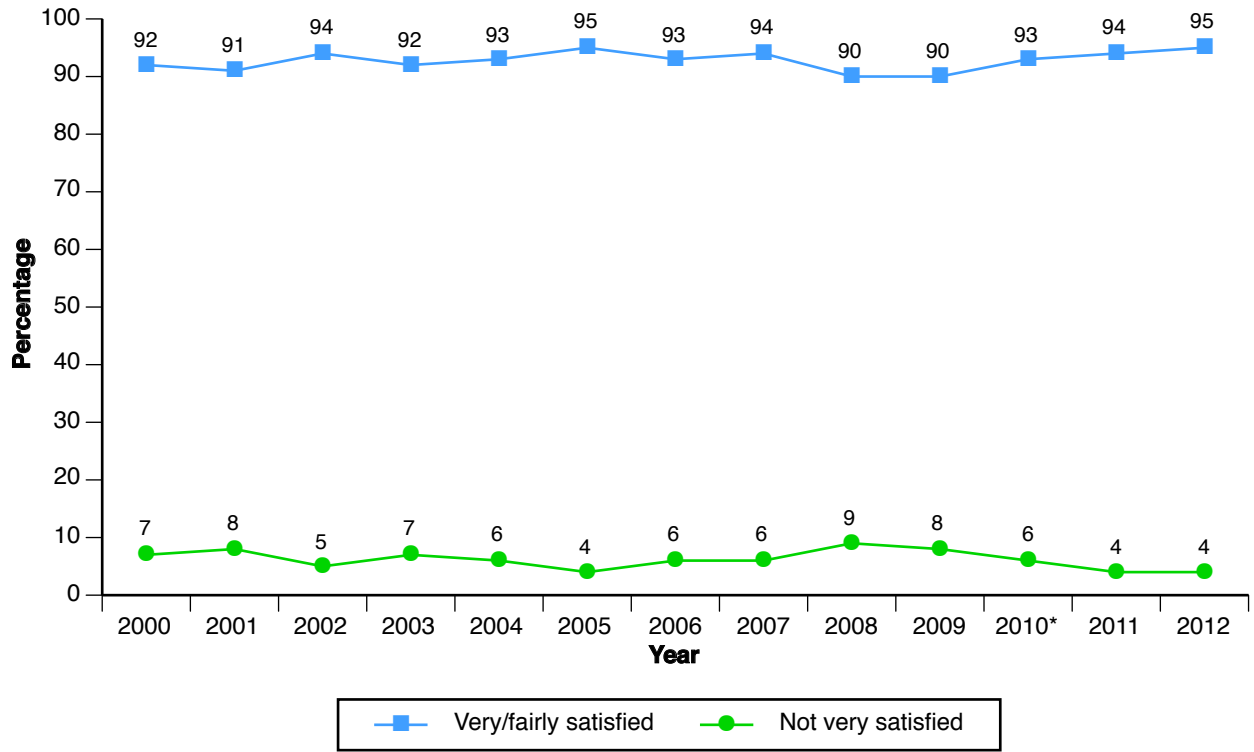
Base = 382

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

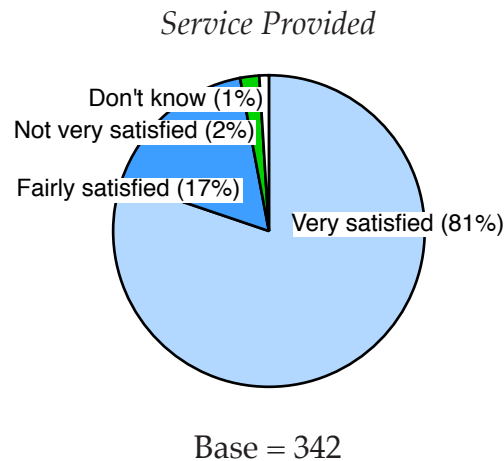
Rubbish Collection (Receivers Of Service)



* 2010 survey not conducted by NRB

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

iii. The Sewerage System



85% of residents are provided with a sewerage system. Of these, 98% are satisfied, including 81% who are very satisfied (70% in 2011) and 2% not very satisfied.

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

"Be more effective when raining as leaves clutter up gutters, floods."

"There is a bad smell from Railway Road."

"Just the cost, our rates are higher but is nice to have some sewerage system."

"Hopefully they will be able to fix the hiccup of sinking ground."

* multiple responses allowed

Satisfaction With The Sewerage System

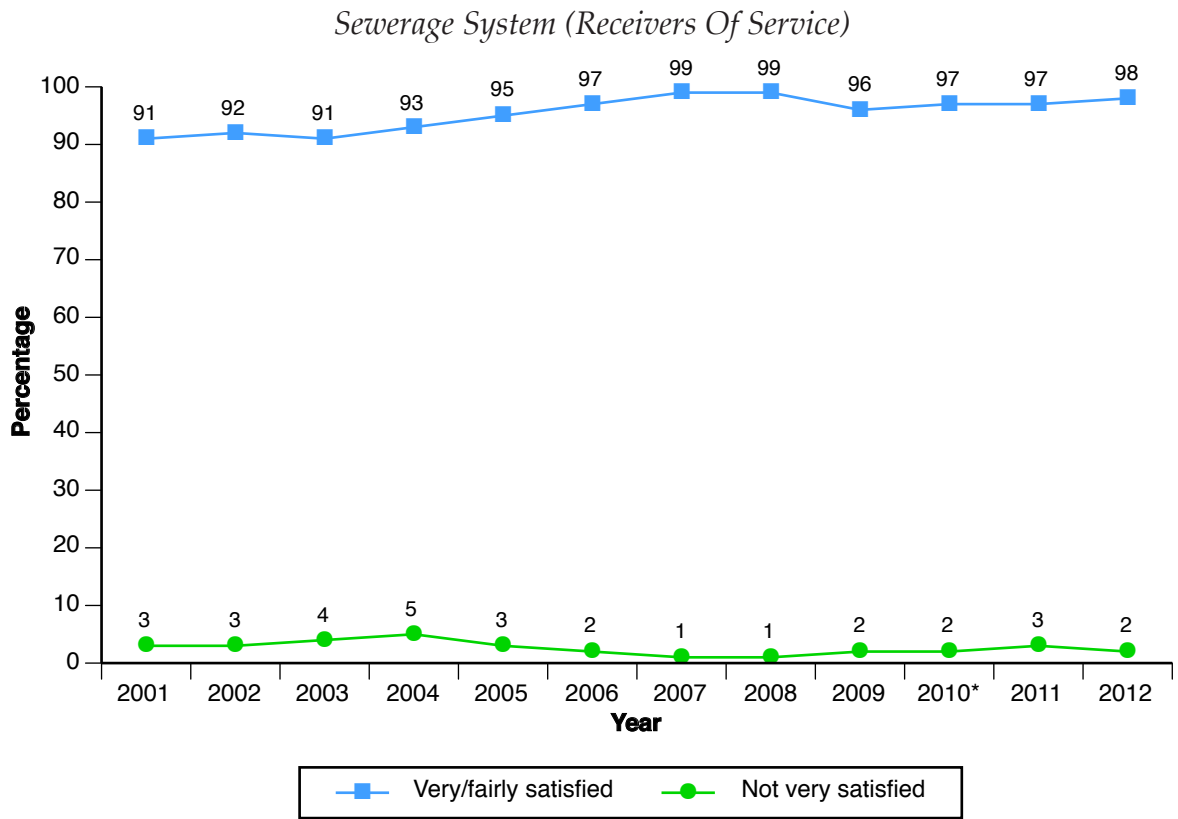
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With A Sewerage System					
2012 [†]	81	17	98	2	1
2011	70	27	97	3	-
2010*	68	29	97	2	2
2009	70	26	96	2	2
2008	76	23	99	1	-
2007	72	27	99	1	-
2006	35	62	97	2	1
2005	39	56	95	3	2
2004	35	58	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	77	23	100	-	-
South	86	14	100	-	-
East	83	14	97	1	2
West	78	17	95	4	1

Base = 342

% read across

* 2010 survey not conducted by NRB

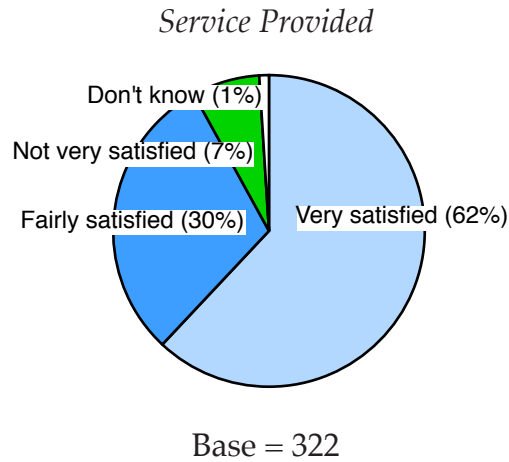
† does not add to 100% due to rounding



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Receivers of Service = 98%

iv. Stormwater Drainage



79% of residents are provided with a piped stormwater drainage system. Of these, 92% are satisfied, including 62% who are very satisfied (53% in 2011), while 7% are not very satisfied (10% in 2011).

The percent not very satisfied is slightly below the Peer Group Average, and on par with 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 3% 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					
2012	62	30	92	7	1
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	46	44	90	10	-
South	74	20	94	6	-
East [†]	66	30	96	2	3
West	62	28	90	10	-

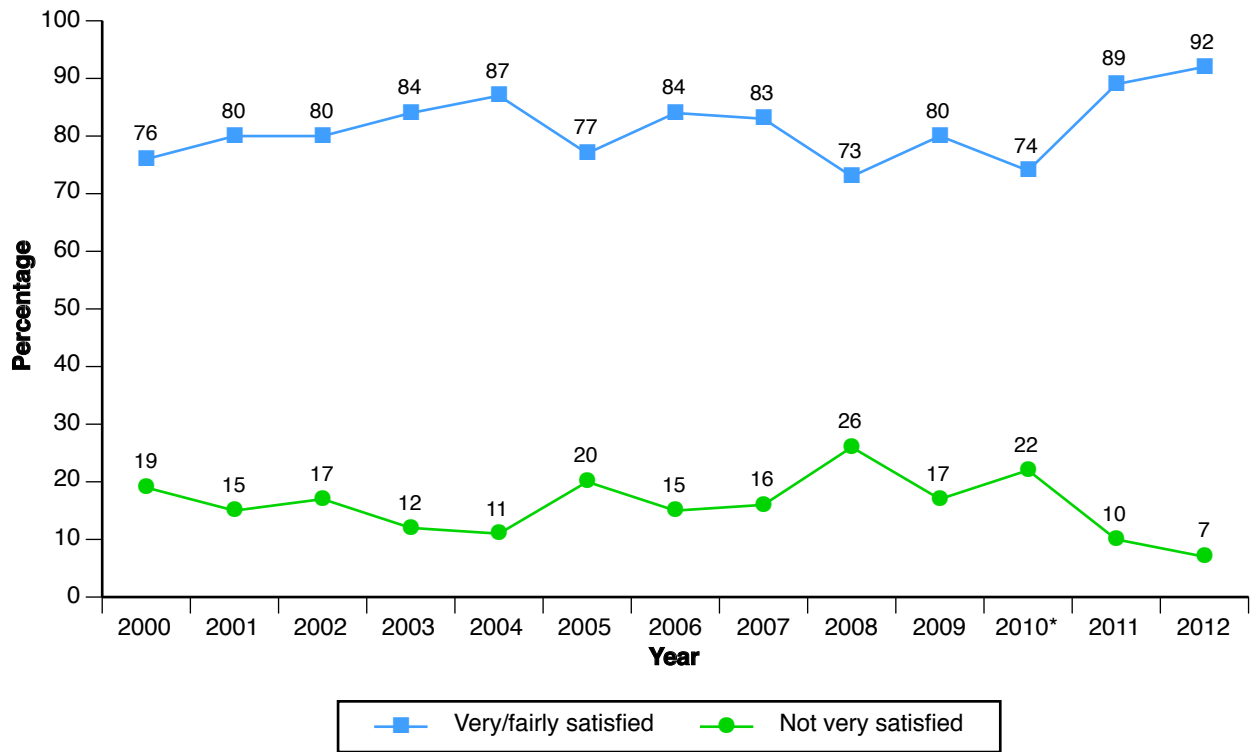
Base = 322

% 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 = 92%

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 %
Public toilets [†]	45	46	3	5
Recycling waste materials	43	54	2	1
Promotion of Rotorua as a destination to live, work and invest	43	48	5	4
Promotion of Rotorua as a destination to visit [†]	33	59	6	3
Roads	31	64	5	-
Parking in Rotorua City	29	61	8	2
Rotorua Aquatic Centre [†]	29	59	4	9
Event promotion	26	65	6	3
Parks, reserves and playgrounds [†]	24	71	5	1
Footpaths	22	67	9	2
Dog control	21	68	8	3
Cycling facilities in the District	20	68	7	5
Stormwater drainage	17	75	1	7
Appearance and cleanliness of the Rotorua City Centre	16	82	2	-
Sportsfields	16	75	4	5
Library service	15	77	3	5
Sewerage system	13	77	3	7
Rubbish collection	12	85	2	1
Beautification/landscaping [†]	10	85	5	1
Art and History Museum	9	75	8	8
Water supply [†]	7	84	2	6
Noise control [†]	5	79	9	8

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

d. Spend 'More' Comparison

	2012 %	2011 %	2010* %	2009 %	2008 %	2007 %	2006 %
Public toilets	45	35	35	53	49	51	51
Recycling waste materials	43	56	48	61	64	58	52
Promotion of Rotorua as a destination to live, work and invest ^{††}	43	48	25	39	33	29	37
Promotion of Rotorua as a destination to visit [◊]	33	NA	NA	NA	NA	NA	NA
Roads	31	37	25	29	37	37	39
Parking in Rotorua's CBD	29	38	24	35	37	40	45
Rotorua Aquatic Centre	29	20	16	22	25	17	20
Event promotion ^{**}	26	26	19	28	23	25	NA
Parks, reserves and playgrounds [†]	24	24	14	21	22	19	25
Footpaths	22	23	20	20	26	23	24
Dog control	21	25	17	26	29	46	35
Cycling facilities in the District	20	26	NA	NA	NA	NA	NA
Stormwater drainage	17	25	26	31	37	25	24
Appearance and cleanliness of the Rotorua City Centre	16	15	NA	NA	NA	NA	NA
Sportsfields	16	13	9	13	12	17	NA
Library service	15	11	9	8	14	14	18
Sewerage system	13	12	17	21	22	22	20
Rubbish collection	12	17	11	18	16	18	14
Beautification/landscaping	10	11	7	15	13	14	18
Art and History Museum	9	8	8	9	10	10	17
Water supply	7	10	8	10	14	10	15
Noise control	5	8	2	6	7	10	8

NA: not asked

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

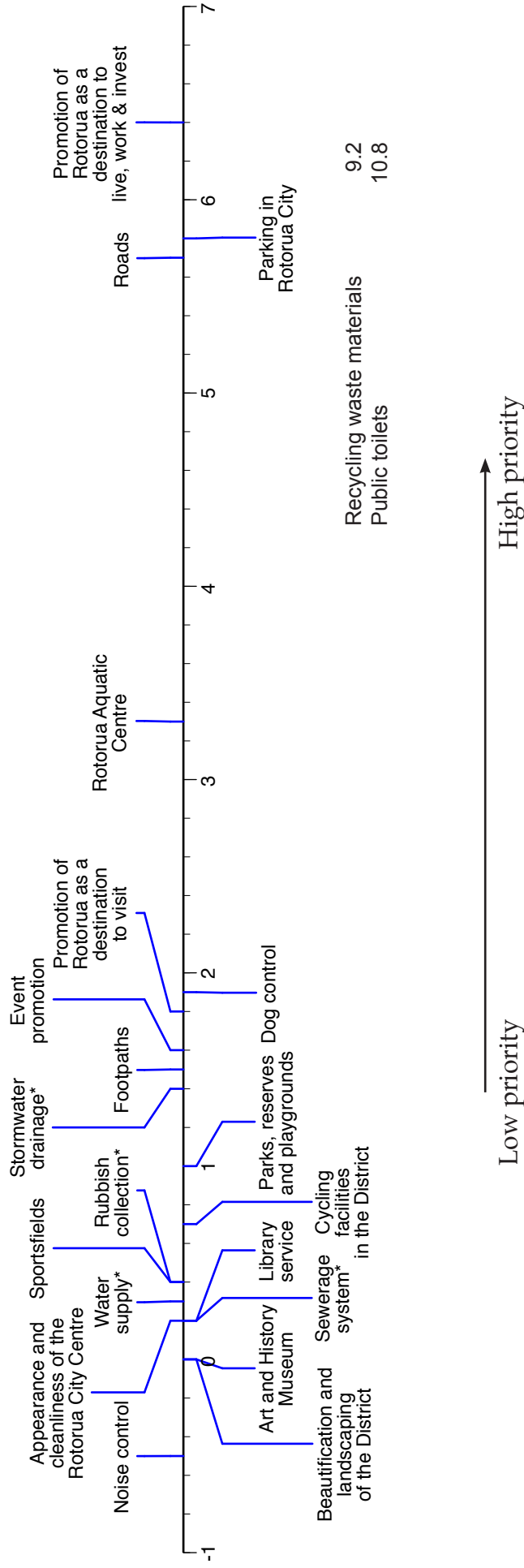
^{††} readings prior to 2012 refer to "promotion of job opportunities"

* 2010 survey not conducted by NRB

** readings prior to 2012 refer to "event and tourism promotion of Rotorua"

[◊] refer to previous years' readings for event promotion

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.

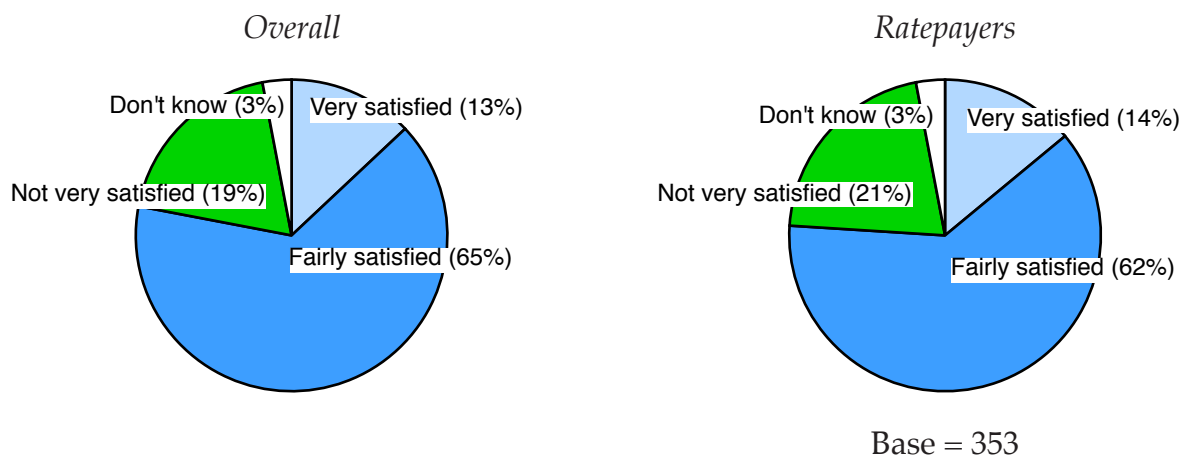
Public toilets, recycling waste materials, promotion of Rotorua as a destination to live, work and invest, parking in Rotorua City and roads are the top priorities for Council in terms of spend, with noise control, Art & History Museum and beautification and landscaping of the District being of lowest 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 (84% in 2011).

Overall, 78% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (70% in 2011). 19% of all residents are not very satisfied with the way rates are spent and this is slightly below the Peer Group Average, similar to the National Average and 5% below the 2011 reading.

76% of ratepayers are satisfied with the way rates are spent, while 21% are not very satisfied.

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

The main reasons residents are not very satisfied are ...

- high rates/increases/too high for services received/not value for money,
- use of rates money for airport/other airport issues,
- other overspending/wasting money issues.

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	2012	13	65	78	19	3
	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
Comparison						
Peer Group (Provincial)		8	63	71	25	4
National Average		9	63	72	21	7
Area						
North		11	64	75	23	2
South [†]		16	63	79	18	4
East		12	68	80	13	7
West		13	65	78	21	1
Ratepayer?						
Ratepayer		14	62	76	21	3
Non-ratepayer		7	80	87	8	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 2012 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
High rates/increases/too high for services received/not value for money	12	17	10	6	12
Use of rates money for airport/other airport issues	4	3	6	1	5
Other overspending/wasting money issues	3	5	-	2	6

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 78%

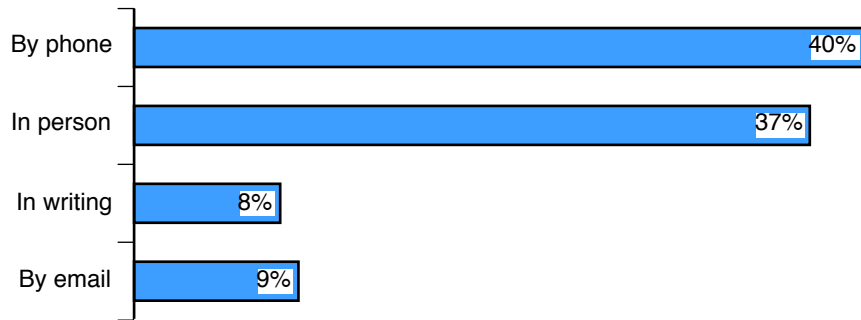
Ratepayers = 76%



3. Contact With Council

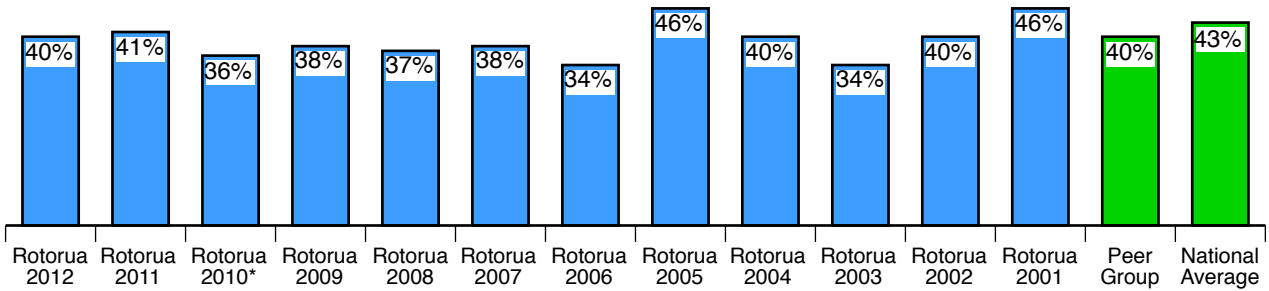
a. Levels Of Contact

2012 - Yes, Have Contacted ...

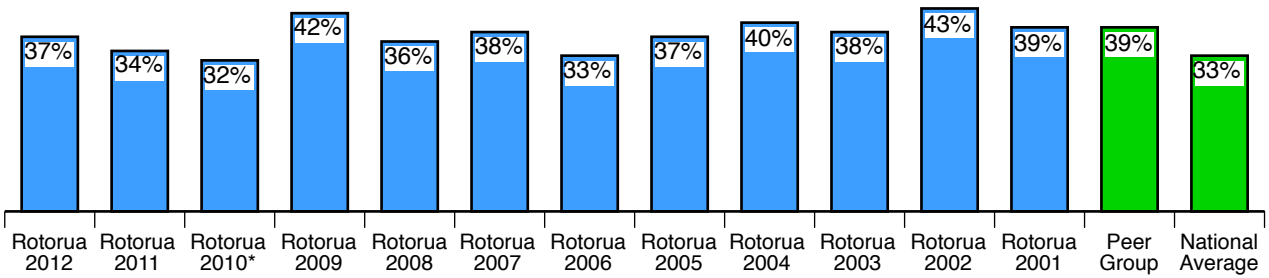


Percent Saying 'Yes' - Comparison

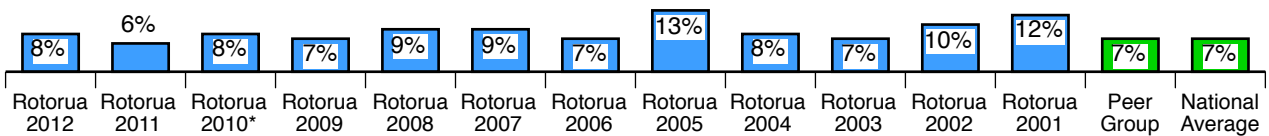
'By Phone'



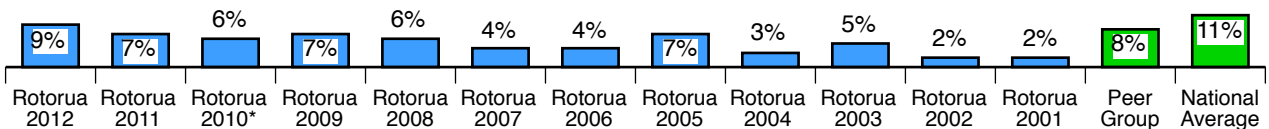
'In Person'



'In Writing'



'By Email'



* 2010 survey not conducted by NRB

40% of residents have contacted Council offices by phone in the last year, while 37% visited a Council office in person, 8% contacted Council in writing and 9% contacted them by email.

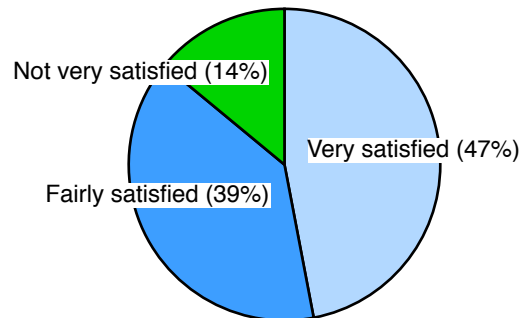
Residents are similar to Peer Group residents and on par with residents nationwide to contact Council by phone and/or in person.

Rotorua District residents are similar to Peer Group residents and residents nationwide to say they have contacted Council in writing and/or by email.

Residents aged 60 years or over are less likely to contact Council offices by **phone**, than other age groups.

There are no notable differences between Areas and between socio-economic groups in terms of those residents who say they have contacted Council **in person**, **in writing** and/or **by email**.

b. Satisfaction When Contacting The Council Offices By Phone



Base = 153

86% of residents contacting the Council Offices by phone in the last 12 months are satisfied (79% in 2011), including 47% who are very satisfied (37% in 2011), while 14% are not very satisfied (20% in 2011).

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

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

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

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

Reasons They Are Not Very Satisfied

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

- lack of action/slow to act, mentioned by 3% of residents contacting Council by phone (5 respondents),
- don't get back to you/no follow up/slow to respond, 3% (5 respondents),
- unsatisfactory outcome, 3% (5 respondents),
- hard to get to right person/got the run around, 3% (5 respondents),
- poor attitude/lack of respect/rude/unfriendly, 2% (4 respondents).

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

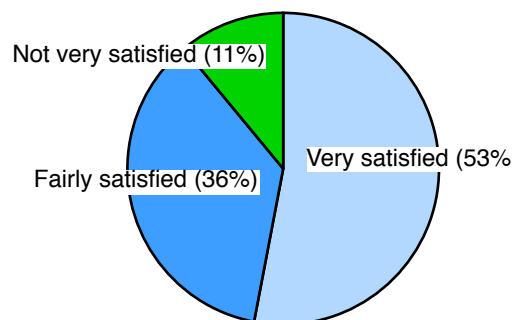
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices By Phone					
2012	47	39	86	14	-
2011	37	42	79	20	1
2010	31	43	74	24	2
2009	30	49	79	21	-
2008	33	39	72	28	-
2007	36	43	79	20	1
2006	37	49	86	14	-
2005	55	35	90	10	-
2004	41	40	81	19	-
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	37	48	85	15	-
South	54	36	90	10	-
East	49	31	80	20	-
West [†]	49	40	89	12	-
Gender					
Male	32	44	76	24	-
Female	58	36	94	6	-
Length of Residence					
Lived there 10 years or less	52	48	100	-	-
Lived there more than 10 years	45	36	81	19	-

Base = 153

% read across

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

c. Satisfaction When Visiting A Council Office In Person



Base = 147

89% of residents visiting a Council office in person in the last 12 months are satisfied, including 53% who are very satisfied. 11% 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

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

- long queues/have to wait around, mentioned by 4% of residents who visited a Council office in person (6 respondents),
- poor service, 3% (5 respondents),
- poor attitude/unhelpful/they don't care, 3% (5 respondents),
- too much red tape, 1% (2 respondents).

* multiple responses allowed

Satisfaction When Visiting A Council Office In Person

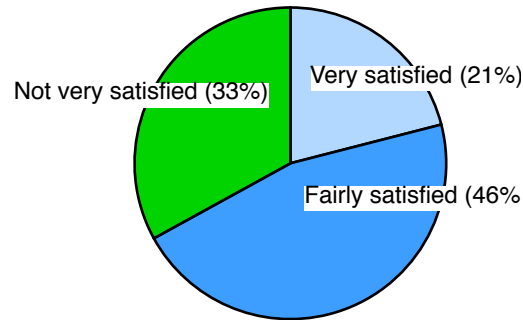
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices In Person					
2012	53	36	89	11	-
2011	51	40	91	9	-
2010	41	36	77	21	2
2009	37	47	84	15	1
2008	42	40	82	18	-
2007	49	35	84	16	-
2006	35	49	84	16	-
2005	47	44	91	9	-
2004	51	40	91	9	-
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	47	41	88	12	-
South [†]	63	27	90	9	-
East	62	27	89	11	-
West	41	46	87	13	-

Base = 147

% read across

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

d. Satisfaction When Contacting The Council Offices In Writing



Base = 31
(Margin of error is $\pm 17.6\%$)

67% of residents contacting the Council offices in writing in the last 12 months are satisfied (80% in 2011), while 33% are not very satisfied (20% in 2011).

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

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

Reasons They Are Not Very Satisfied

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

- no response yet, mentioned by 16% of residents contacting Council in writing (5 respondents),
- poor attitude/uncaring/unsympathetic, 9% (3 respondents),
- slow to respond, 5% (1 respondent).

* 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*					
2012	21	46	67	33	-
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	21	65	86	14	-
South	28	33	61	39	-
East [†]	31	18	49	50	-
West	12	48	60	40	-

Base = 31

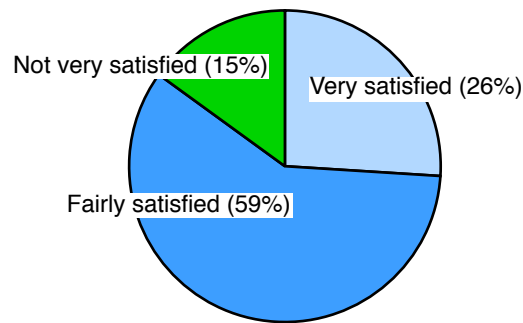
% read across

** caution small / very small bases

* not asked separately in 2010

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

e. Satisfaction When Contacting The Council Offices By Email



Base = 31
(Margin of error $\pm 17.6\%$)

85% of Rotorua residents contacting the Council offices by **email**, in the last 12 months, are satisfied, while 15% are not very satisfied.

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

As the bases for all Areas and socio-economic groups are small (<28), no comparisons have been made.

Reasons They Are Not Very Satisfied

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

- no response yet/slow to reply, mentioned by 5% of residents contacting Council by email (2 respondents),
- others, 10% (3 respondents).

* multiple responses allowed

Satisfaction When Contacting The Council Offices By Email

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices By Email*					
2012	26	59	85	15	-
2011**	35	45	80	20	-
2009**	30	47	77	23	-
2008**	56	24	80	20	-
2007**	42	39	81	14	5
Comparison					
Peer Group (Provincial)	35	39	74	26	-
National Average	34	44	78	22	-
Area**					
North	10	75	85	15	-
South	38	54	92	8	-
East†	49	25	74	25	-
West	-	85	85	15	-

% read across

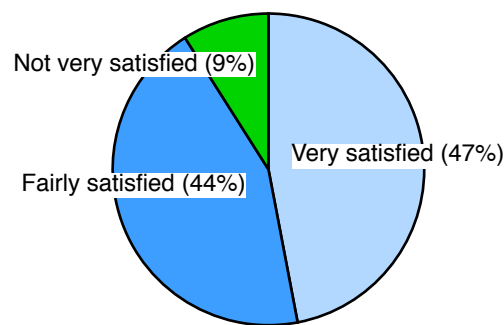
** caution small / very small bases

* not asked separately in 2010

† does not add to 100% due to rounding

f. Satisfaction With Overall Service Received When Contacted Council Offices

Overall - Contacted A Council Office In The Last 12 Months



Base = 229

57% 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. 91% are satisfied (85% in 2011), with 47% being very satisfied (36% in 2011), while 9% are not very satisfied.

The percent not very satisfied with the service they received from Council offices is slightly below the Peer Group and National Averages and on par with the 2011 reading.

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

[†] 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*					
2012	47	44	91	9	-
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 [†]	33	52	85	15	-
South	56	39	95	5	-
East	53	43	96	4	-
West	45	42	87	13	-

Base = 229

% read across

* not asked separately in 2010

† does not add to 100% due to rounding

Recommended Satisfaction Measures For Reporting Purposes:

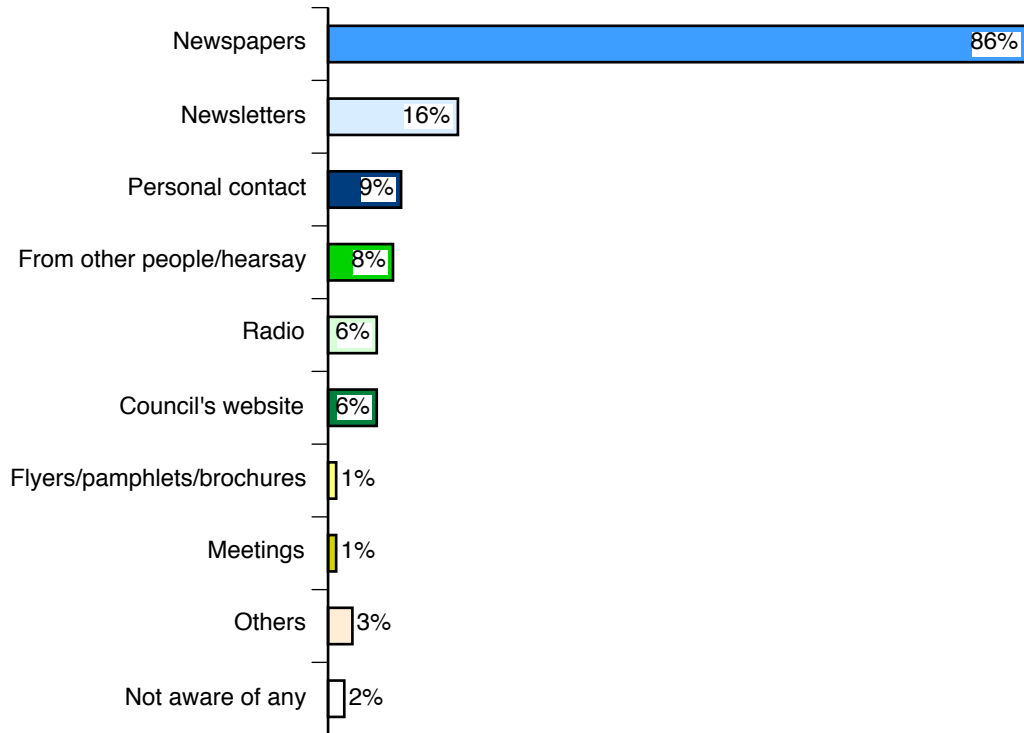
Contacted Council in the last 12 months	=	91%
Contacted Council by phone	=	86%
Contacted Council in person	=	89%
Contacted Council in writing	=	67%
Contacted Council by email	=	85%



4. Information

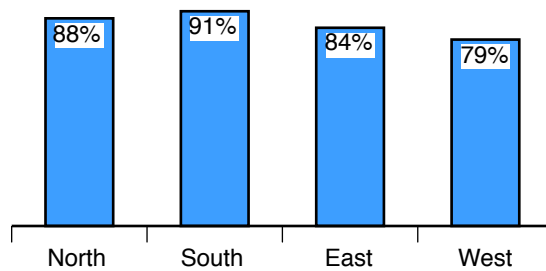
a. Main Source Of Information About Council

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

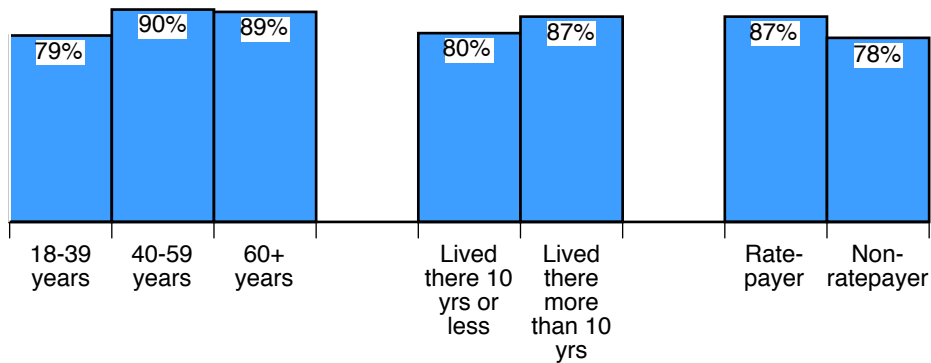


* multiple responses allowed

Percent Saying 'Newspapers' - By Area



Percent Saying 'Newspapers' - Comparing Different Types Of Residents



The majority of residents (86%) consider newspapers to be their main source of information about Council (83% in 2011).

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who are more likely to consider newspapers to be their main source of information about Council. However, it appears that the following residents are slightly more likely to feel this way ...

- residents aged 40 years or over,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

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

- Daily Post, 77% of residents who consider newspapers to be their main source of information about Council,
- Rotorua Review, 64%,
- Weekender, 52%,
- New Zealand Herald, 5%,
- others, 2%.

Base = 350

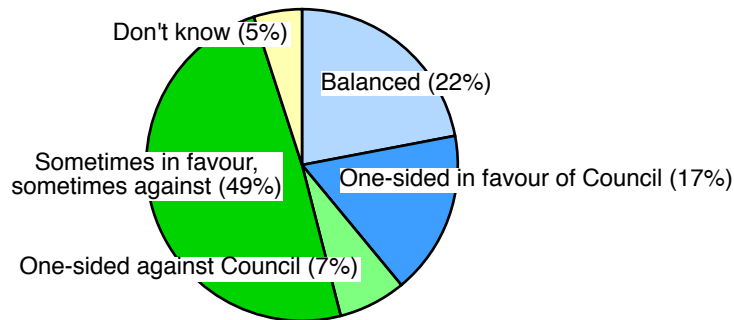
* multiple responses allowed

The other newspapers mentioned are ...

- Environment Bay of Plenty's newspaper,] x 1
- free papers,
- Dominion,
- Bay of Plenty Times,
- The District News,
- Mokoia News/Mokoia Matters (local papers) x 2,
- Ngongotaha Journal/Ngongotaha local paper x 2.

b. Is The Information Provided About Council Balanced?

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



Base = 397
(residents who are aware of information)

Summary Table: How Balanced Is Information About Council?

	Mentioned Main Source 2012 %	Total District 2011 %	Area			
			North %	South %	East %	West %
Percent Who Mentioned ...						
Balanced - neither for nor against Council	22	27	23	19	27	21
Sometimes in favour and sometimes against Council	49	46	44	51	39	58
A little one-sided	73	69				
- in favour of Council	17	17	22	18	19	11
- against Council	7	6	6	7	9	5
Don't know / can't say	5	5	5	5	6	4
Total	100	+101	100	100	100	+99
Base	397	395	99	100	97	101

† does not add to 100% due to rounding

22% 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 (27% in 2011), while 49% see that information as sometimes in favour and sometimes against Council.

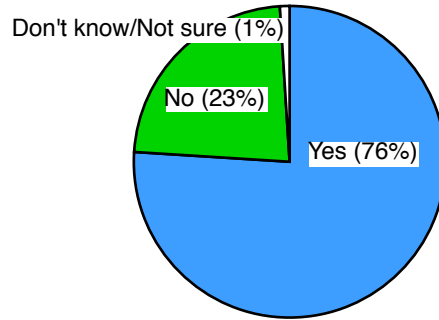
17% of residents see information provided about Council as a little one-sided in favour of Council, with 7% seeing it as a little one-sided against Council.

Non-ratepayers[†] are more likely to see information provided about Council as balanced, than ratepayers.

[†] residents who are aware of information about Council, N=397

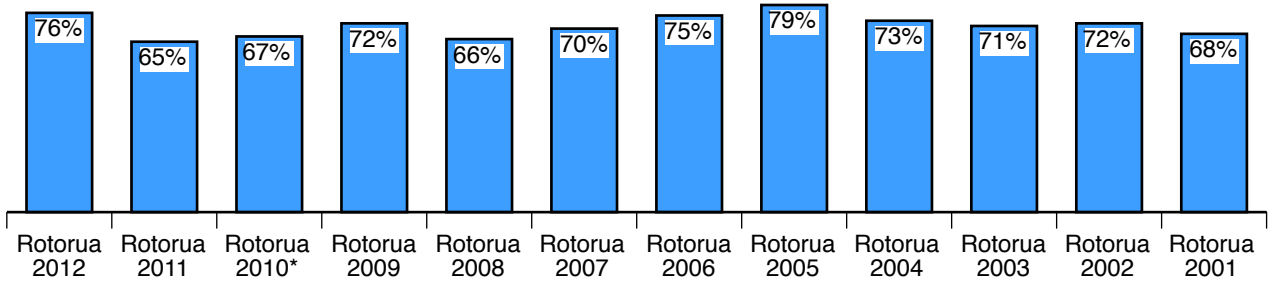
c. Readership Of Information Published By Council In The Last 12 Months

Residents Who Are Aware Of Information



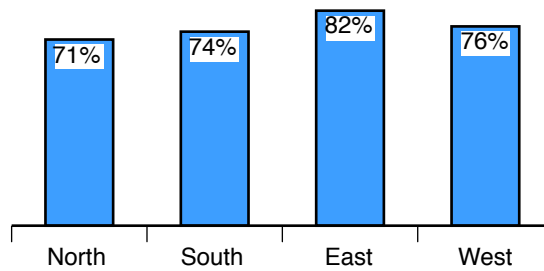
Base = 397

Percent Saying 'Yes' - Comparison

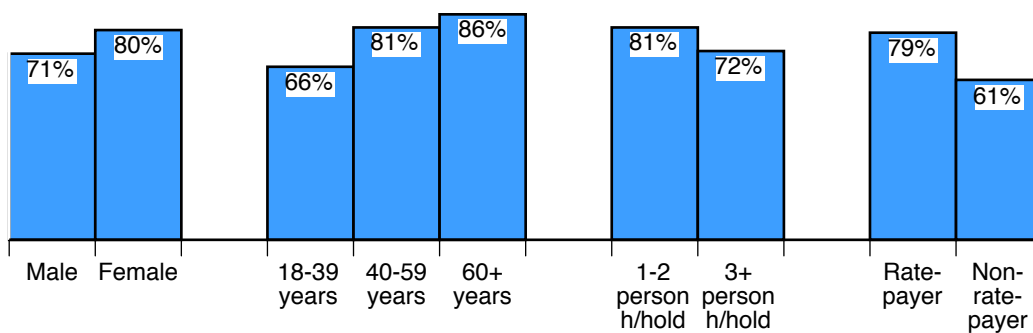


* 2010 question asked of all residents (survey not conducted by NRB)

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



76% 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 (65% in 2011).

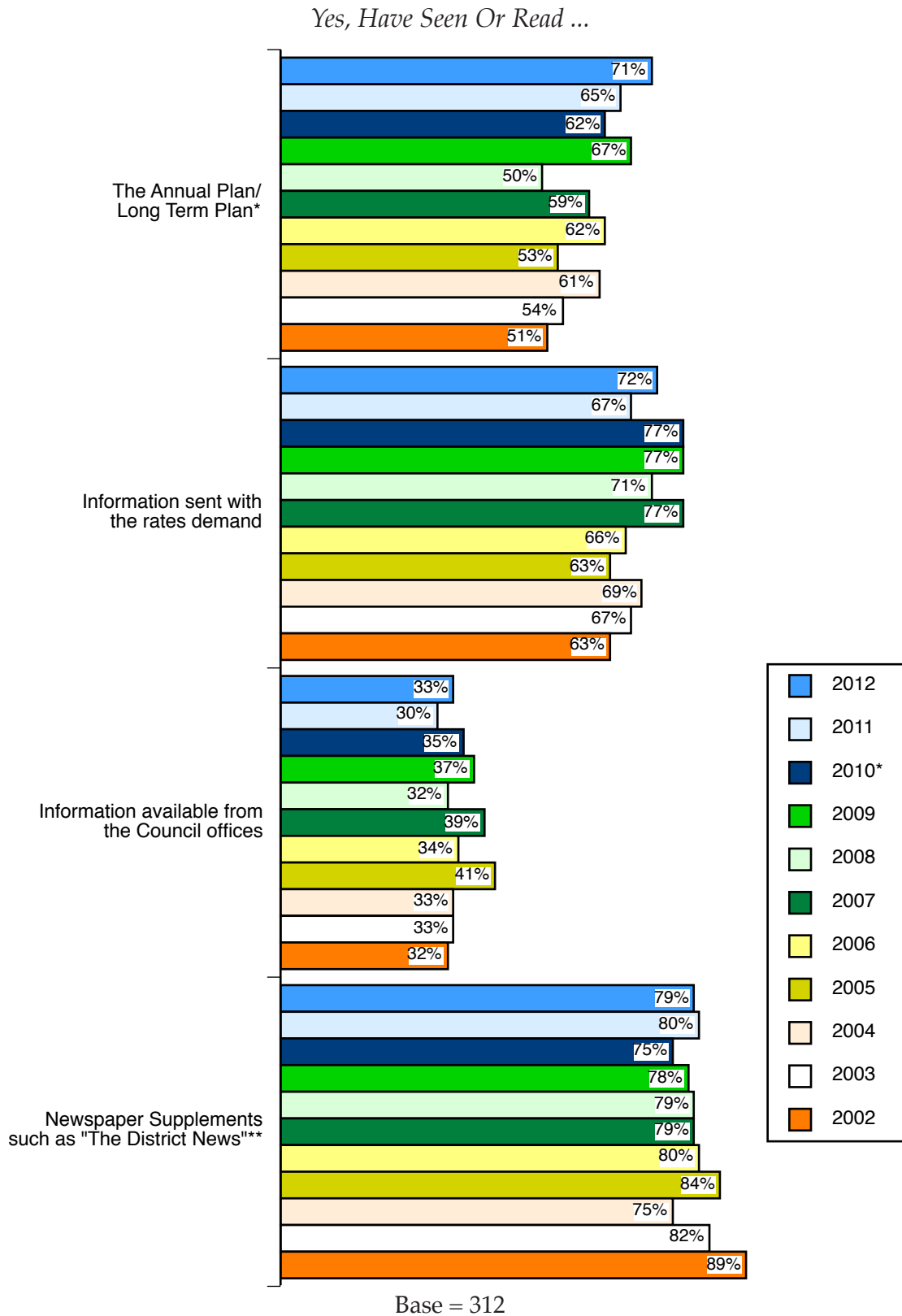
Residents[†] more likely to have seen or read information published by Council in the last 12 months are ...

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

[†] residents who are aware of information N=397

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

Those residents (76%) who have seen or read information published by Council were asked to consider what types they have seen/read in the last 12 months.

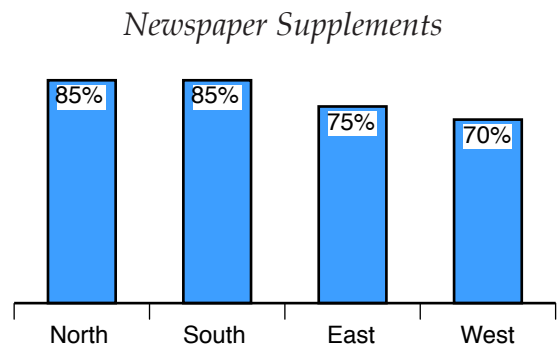
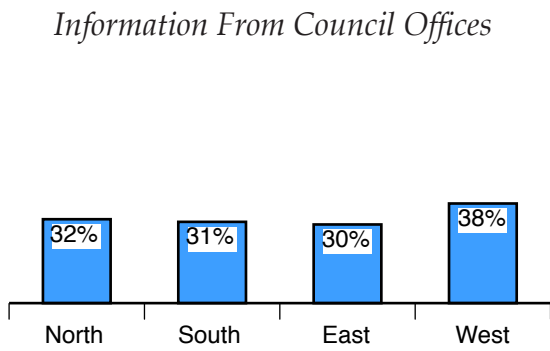
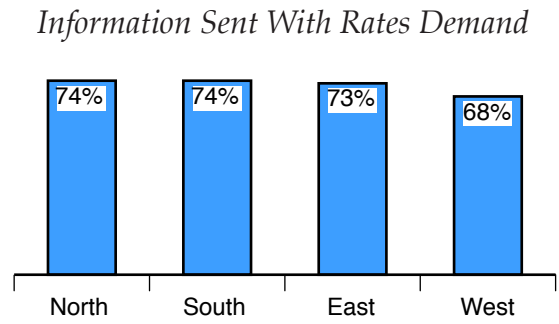
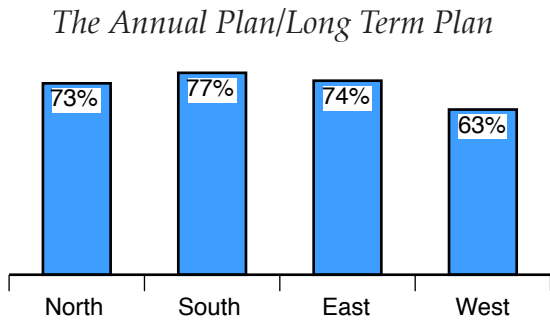


* in 2006, this was referred to as "The Draft 10 Year Plan" and readings prior to 2012 only refer to The Annual Plan

** 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



Base = 312

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 (79%), information sent with their rates demand (72%), and / or the Annual Plan/Long Term Plan (71%).

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

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

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

- NZ European residents,
- ratepayers.

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

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

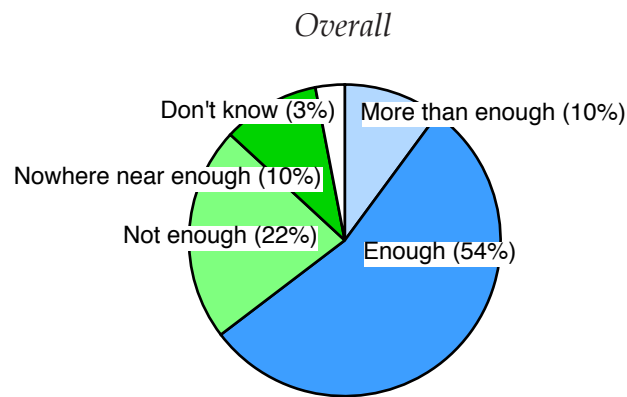
Residents[†] more likely to have read or seen the **Annual Plan/Long Term Plan** are ...

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

[†] those residents who have seen or read information published by Council, N=312

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 2012 %	Total District 2011 %	Peer Group Average %	National Average %
<i>Percent Who Mentioned ...</i>				
More than enough	10 64	9 54	5 65	7 65
Enough	54	45	60	58
Not enough	22 32	34 40	25 31	26 31
Nowhere near enough	10	6	6	5
Don't know / not sure	3	6	4	4
Total	†99	100	100	100

† does not add to 100% due to rounding

64% of residents feel that there is enough/more than enough information supplied (54% in 2011), with 32% feeling there is not enough/nowhere near enough information supplied (40% in 2011).

Rotorua District residents are similar to 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 ...

- NZ European residents,
- ratepayers.



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				
2012	36	14	42	8
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	36	12	44	8
South	40	11	40	9
East	29	16	42	13
West [†]	37	19	41	4
Household Size				
1-2 person household	31	18	42	9
3+ person household	40	12	41	7
Ratepayer?				
Ratepayer	39	16	38	7
Non-ratepayer	20	7	61	12

% 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, 36% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them (31% in 2011). 14% feel they appear reluctant and resistant to comments and requests, with 42% saying the answer lies somewhere between the two.

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

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

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

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	2012	3	63	66	21	4	25	9
	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		1	64	65	23	4	27	8
South		5	65	70	16	2	18	12
East		4	53	57	25	4	29	14
West		2	69	71	22	5	27	2
Ethnicity								
NZ European		2	65	67	22	3	25	8
NZ Maori		5	52	57	25	6	31	12
Length of Residence								
Lived there 10 years or less†		2	77	79	14	-	14	7
Lived there more than 10 years†		3	59	61	24	5	29	9

% read across

* 2010 survey not conducted by NRB

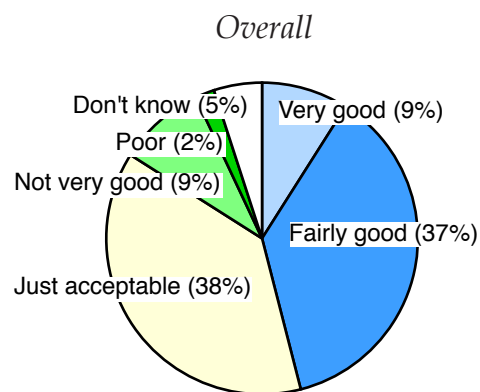
† does not add to 100% due to rounding

When asked their impression of the decisions and/or actions of Council in the last 12 months, 66% approve (strongly approve/ approve) (54% in 2011), and 25% disapprove (disapprove/ strongly disapprove) (36% in 2011). 9% 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 ...

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

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 11% rate their performance as not very good / poor (14% in 2011) and 38% say it is just acceptable (31% in 2011).

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.

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

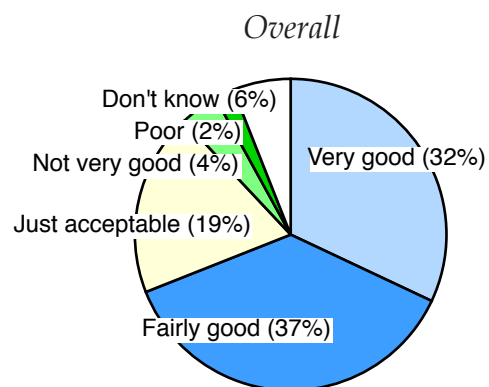
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2012	46	38	11	5
2011 [†]	46	31	14	8
2010 ^{*†}	45	41	7	8
2009	59	29	7	5
2008	58	31	4	7
2007	57	30	7	6
2006	55	34	6	5
2005	67	22	3	8
2004	64	24	6	6
2003	68	18	5	9
2002	75	14	5	6
2001	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	41	36	18	5
South [†]	48	38	7	6
East	46	41	5	8
West	49	37	14	-
Gender				
Male [†]	42	39	13	5
Female	50	37	9	4
Length of Residence				
Lived there 10 years or less	56	33	5	6
Lived there more than 10 years	43	40	13	4

% 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



69% of residents rate the performance of the Council staff as very or fairly good (73% in 2011). Rotorua residents rate their own Council staff's performance similar to Peer Group residents and above the nation as a whole. 6% rate their performance as not very good or poor.

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

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

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 2012	69	19	6	6
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	17	9	5
South	76	15	4	5
East	64	22	4	10
West [†]	66	23	6	4
Gender				
Male	60	26	8	6
Female [†]	77	13	4	5
Length of Residence				
Lived there 10 years or less	78	12	2	8
Lived there more than 10 years	67	21	7	5

% read across

* 2010 survey not conducted by NRB

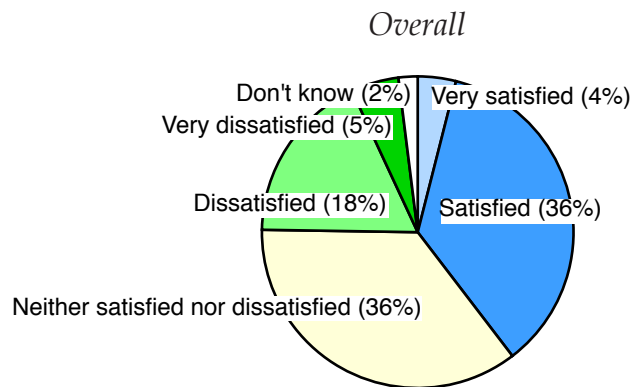
[†] does not add to 100% due to rounding



6. Local Issues

a. Council Consultation And Community Involvement

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



4% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 36% are satisfied. 5% of residents are very dissatisfied with the process and 18% are dissatisfied. 2% are unable to comment and 36% are neither satisfied nor dissatisfied (28% in 2011).

The dissatisfied/very dissatisfied reading (23%) is similar to the Peer Group Average and on par with the National Average.

There are no notable differences between Areas and between socio-economic groups in terms of those residents who are dissatisfied/very dissatisfied with the way Council involves the public in the decisions it makes.

However, 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

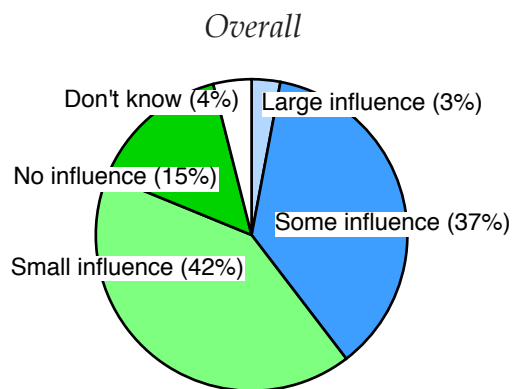
	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District								
2012 [†]	4	36	40	36	18	5	23	2
2011	4	37	41	28	22	6	28	3
2010**	4	41	45	24	23	5	28	5
2009	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 [†]	3	33	36	32	26	7	33	-
South	5	35	40	40	14	2	16	4
East [†]	1	37	38	43	13	2	15	3
West	7	38	45	31	17	7	24	-

% 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?*



3% of residents feel the public has a large influence on the decisions that Council makes, while 37% think they have some influence (42% in 2011). 42% of residents say the public has a small influence (39% in 2011) and 15% feel the public has no influence on Council decisions (12% in 2011). 4% are unable to comment.

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

- residents aged 60 years or over,
- longer term residents, those residing in the District more than 10 years.

It appears that South Area residents are **slightly less** likely to feel this way, than other Area residents.

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	2012 [†]	3	37	40	42	15	57	4
	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		3	32	35	44	16	60	5
South [†]		3	42	45	36	13	49	5
East [†]		5	32	37	49	11	60	4
West [†]		1	40	41	40	18	58	3
Age								
18-39 years		2	39	41	41	13	54	5
40-59 years		4	40	44	40	12	52	4
60+ years [†]		2	26	28	45	23	68	3
Length of Residence								
Lived there 10 yrs or less		6	45	51	31	14	45	4
Lived there more than 10 years		2	34	36	45	15	60	4

% 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 2012	49	51	-
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	50	50	-
South	49	49	2
East	61	39	-
West	39	61	-
Gender			
Male†	57	42	-
Female	41	58	1
Ethnicity			
NZ European†	51	49	1
NZ Maori	39	61	-
Ratepayer?			
Ratepayer	52	47	1
Non-ratepayer	32	68	-

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

49% of residents say their household has an emergency kit (53% in 2011), while 51% of residents say they do not (47% in 2011).

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

- women,
- NZ Maori residents,
- non-ratepayers.

It also appears that West Area residents are slightly more likely to say 'No', than other Area residents.

ii. *Do Households Have An Emergency Plan?*

	Yes %	No %	Don't know %
Overall			
Total District 2012	48	52	-
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	50	50	-
South	55	44	1
East	40	60	-
West	45	55	-
Household Size			
1-2 person household†	41	58	-
3+ person household	53	47	-
Length of Residence			
Lived there 10 years or less	58	42	-
Lived there more than 10 years	45	55	-
Ratepayer?			
Ratepayer	46	54	-
Non-ratepayer	59	41	-

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

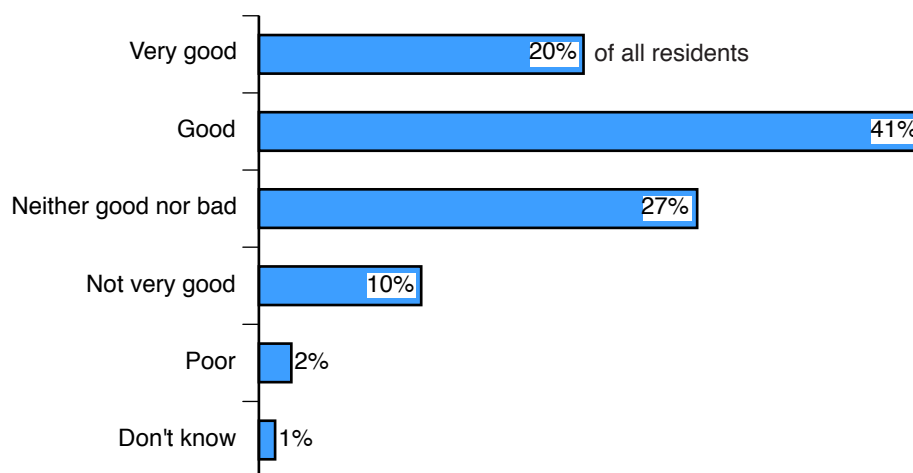
48% of residents say their household has an emergency plan of what to do and where to meet in the event of a Civil Defence emergency, while 52% of residents say they do not. These readings are similar to the 2011 results.

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

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

c. Community Spirit

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



20% of residents rate the community spirit of Rotorua as very good, with 41% saying it is good (50% in 2011). 10% feel it is not very good (7% in 2011) and 2% say it is poor. 27% of residents rate the District's community spirit as neither good nor bad (18% in 2011), and 1% are unable to comment.

The percent saying "very good / good" (61%) is below the Peer Group and National Averages.

There are no notable differences between Areas and between socio-economic groups in terms of those residents who rate the community spirit of Rotorua District as "very good / good". However, it appears that the following residents are slightly more likely to feel this way ...

- South Area residents,
- ratepayers.

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 2012 [†]	20	41	61	27	10	2	12	1
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	13	43	56	26	11	7	18	-
South	27	41	68	21	10	-	10	1
East	18	41	59	33	7	-	7	1
West	20	39	59	30	10	1	11	-
Ratepayer?								
Ratepayer	19	43	62	25	11	2	13	-
Non-ratepayer	22	31	53	37	5	3	8	2

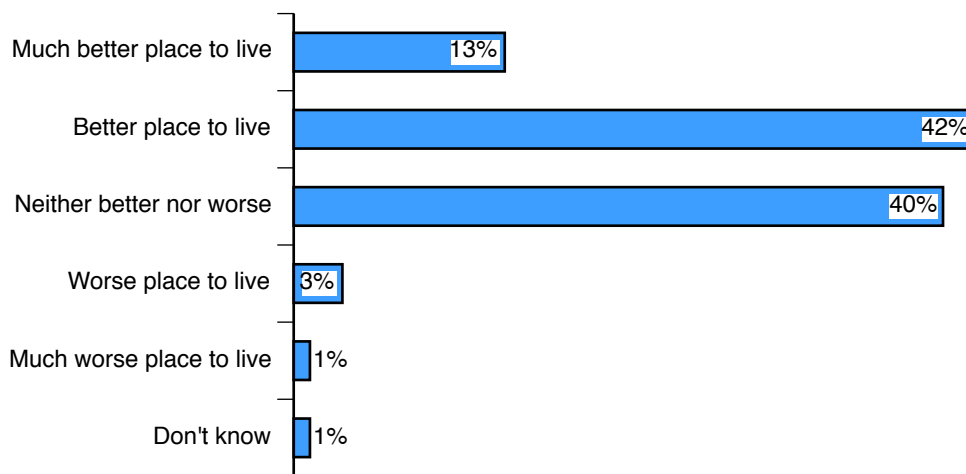
% read across

* 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 ...



13% 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 (17% in 2011), while 42% say it makes the District a better place to live (38% in 2011). 40% feel the increase in diversity makes Rotorua neither a better nor worse place to live (35% in 2011), 3% say it makes it a worse place to live and 1% feel it makes the District a much worse place to live. 1% are unable to comment (4% in 2011).

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

Ratepayers are more likely to feel this diversity makes Rotorua District a "much better/better place to live", than non-ratepayers.

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	2012	13	42	55	40	3	1	4	1
	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	10	47	57	34	4	2	6	3
	South	17	41	58	39	3	-	3	-
	East	17	35	52	44	3	-	3	1
	West†	10	44	54	42	1	1	2	1
Ratepayer?									
	Ratepayer†	15	43	58	37	2	1	3	1
	Non-ratepayer	4	37	41	52	7	-	7	-

% 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	2012	3	32	35	24	27	5	32	9
	2011*	3	36	39	16	27	7	34	11
Area									
	North	5	26	31	22	29	8	37	10
	South [†]	2	34	36	24	22	5	27	12
	East	1	26	27	35	28	1	29	9
	West [†]	4	38	42	17	28	5	33	7
Ratepayer?									
	Ratepayer	4	31	35	24	24	6	30	11
	Non-ratepayer	-	34	34	22	40	2	42	2

% 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 32% agree (36% in 2011). 24% neither agree nor disagree (16% in 2011) and 9% are unable to comment.

27% of residents disagree that Council is doing enough and 5% strongly disagree. These readings are similar to the 2011 results.

Non-ratepayers are more likely to disagree/strongly disagree with the statement, than ratepayers.

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E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Gender	Male	202	189
	Female	202	215
Age	18-39 years	116	168
	40-59 years	145	152
	60+ years	143	84
Ethnicity[†]	NZ European	306	271
	NZ Maori	70	104

* 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.

† Two respondents identified themselves as Pacific Islanders, five as Asians, and 21 as 'Other' ethnicities.

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