

**ROTORUA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY 2014**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

ROTORUA DISTRICT COUNCIL

MAY 2014



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NB: Please note the following explanations for this report:



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



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

Arrows, whenever shown, depict a directional trend.

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

A. SITUATION AND OBJECTIVES

The mission statement for Rotorua District Council reads ...

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

Council engages a variety of approaches, to seek public opinion and to communicate programmes and decisions to the people resident in its area. One of these approaches was to commission the National Research Bureau's Communitrak™ survey undertaken from 1992 - 2009, 2011, 2012, 2013 and again in 2014.

In 2014, 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 405 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	106
South	100
East	103
West	96
Total =	<u>405</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 44 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 2013 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 23rd May and Monday 31st May 2014.

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 2012,
- 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, 2011, 2012 and 2013 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 2012 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.

COUNCIL SERVICES/FACILITIES

Summary Table: Satisfaction With Services/Facilities

	Rotorua 2014		Rotorua 2013	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Beautification and landscaping	95 =	4 =	96	4
Appearance and cleanliness of Rotorua City Centre	93 =	6 =	94	5
Parks, reserves and playgrounds	88 =	8 =	92	5
Promotion of Rotorua as a destination to visit	85 =	6 =	87	6
Event promotion	85 =	9 =	85	9
Cycling facilities	84 =	6 =	80	10
Footpaths	84 =	13 =	84	13
Roads in the District	84 =	15 ↓	80	20
Parking in Rotorua City	83 ↑	15 ↓	68	31
Sportsfields	82 ↓	5 =	88	3
Library service	81 =	1 =	85	1
Art and History Museum	80 =	1 =	82	2
Noise control	75 ↓	4 =	81	4
Dog control	69 =	23 =	72	22
Rotorua Aquatic Centre	69 =	12 ↑	73	7
Recycling waste materials	69 =	24 ↓	68	29
Public toilets	58 =	21 ↓	56	31
Promotion of Rotorua as a destination to live, work and invest	57 ↓	23 ↑	63	18

Key: ↑ above / slightly above 2013 reading
↓ below / slightly below 2013 reading
= similar / on par

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

Percent Very Satisfied - Comparison

	2014 %	2013 %	Peer Group %	National Average %
Beautification and landscaping of the District	69	75	47	40
Cycling facilities in the District	64	57	NA	NA
Library service	62	69	70	64
Parks, reserves and playgrounds	60	56	*57	*56
Art and History Museum	58	61	42	50
Appearance and cleanliness of the Rotorua City Centre	57	53	**28	**32
Promotion of Rotorua as a destination to visit	53	47	**30	**27
Sportsfields	50	52	††53	††52
Parking in Rotorua City	46	19	29	24
Event promotion	44	45	NA	NA
Recycling waste materials	44	42	53	55
Rotorua Aquatic Centre	39	39	†48	†34
Control of noise	37	40	32	31
Control of dogs	29	33	29	32
Footpaths	28	26	19	28
Roads in the District	26	19	*18	*25
Public toilets	18	12	25	23
Promotion of Rotorua as a destination to live, work and invest	16	19	†††4	†††5

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

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

† figures are based on ratings for public swimming pools

†† figures are based on ratings for sportsfields **and** playgrounds

††† figures are based on ratings for job promotion

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

** figures are based on ratings for tourism promotion

NA: not asked/no comparative figures available

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

	Rotorua 2014 %	Peer Group %	National Average %
• promotion of Rotorua as a destination to live, work and invest	23	◊29	◊28
• roads in the District	15	††26	††23
• parking in the CBD	15	27	31
• footpaths	13	24	21
• promotion of Rotorua as a destination to visit	6	†18	†15
• appearance and cleanliness of Rotorua City Centre	6	*15	*14
• control of noise	4	11	11
• beautification and landscaping	4	11	13

However, Rotorua is **above/slightly above** the Peer Group and/or National Averages for ...

• recycling waste materials	24	12	11
• control of dogs	23	20	18
• parks, reserves and playgrounds	8	•3	•3

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

• public toilets	21	18	18
• Rotorua Aquatic Centre	12	**10	**10
• sportsfields	5	••3	••4
• Art and History Museum	1	3	3
• library service	1	2	3

* figures based on ratings for litter control in general

** figures based on ratings for public swimming pools

† figures based on ratings for tourism promotion

†† figures based on ratings for roads, excluding State Highways

◊ figures based on ratings for job promotion

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

•• figures based on ratings for sportsfields **and** playgrounds

Residents Provided With A Service - Satisfaction Readings

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

	Very / fairly satisfied %	Not very satisfied %	Don't know %
• sewerage system	97	3	-
• stormwater drainage	95	5	-
• water supply	94	6	-
• rubbish collection	91	7	2

84% of residents said the Council provides a piped water supply to their house (85% in 2013), and 80% of residents said the Council provides a sewerage system where they live (79% in 2013). 90% say the Council provides a regular rubbish collection service (91% in 2013), where they live and 71% are provided with a piped stormwater drainage system (74% in 2013).

** for comparative Peer Group & National Average figures for these three services, please see pages 86 to 97

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	53	32	15
Recycling services [†]	73	7	21
Public toilets	48	25	27
Sportsfields	55	15	30
District Library	56	12	32
Art and History Museum	27	41	32
Rotorua Aquatic Centre	50	14	36
Cycling facilities	40	11	49
Contacted Council about dogs	4	26	70
Contacted Council about noise	5	8	87

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

Parks, reserves or playgrounds, 90%,

an event venue, 85% and,

recycling services, 80%,

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

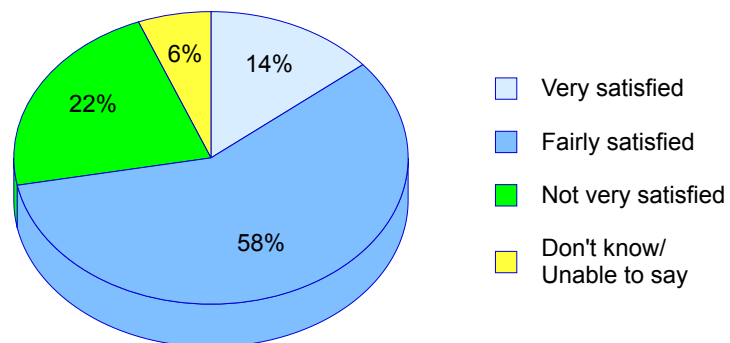
SPEND EMPHASIS FOR SERVICES AND FACILITIES

	Spend More 2014 %	Spend More 2013 %
Promotion of Rotorua as a destination to live, work and invest	46	46
Recycling waste materials	39	50
Public toilets	38	49
Roads	31	35
Rotorua Aquatic Centre	30	25
Promotion of Rotorua as a destination to visit	28	30
Event promotion	26	24
Parks, reserves and playgrounds	23	26
Footpaths	23	20
Dog control	23	22
Cycling facilities in the District	23	22
The appearance and cleanliness of the Rotorua City Centre	22	19
Parking in Rotorua City	20	26
Rubbish collection	17	14
Stormwater drainage	17	15
Sportsfields	15	14
Beautification and landscaping of the District	14	9
Library service	14	13
Sewerage system	13	12
Art and History Museum	7	9
Water supply	6	9
Noise control	4	7

RATES

85% of residents identify themselves, or members of their household, as ratepayers (79% in 2013).

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



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

- high rates/increases/too high for services received/not value for money, 8% of all residents,
- need better/no rubbish collection/kerbside recycling/dump charges, 5%,
- other specified services/facilities needing expenditure/attention, 4%.

* multiple responses allowed

CONTACT WITH COUNCIL

In the last 12 months, 38% of residents have contacted the Council offices by phone, with 32% contacting the Council in person, while 6% have contacted the Council offices in writing and 10% by email. These readings are similar to the 2013 results.

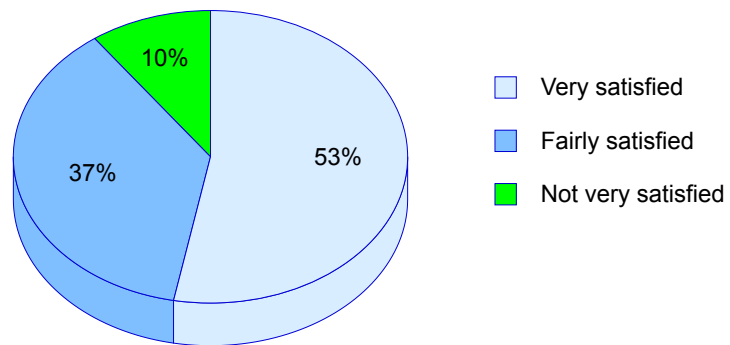
Satisfaction When Contacting Council ...

By phone	85%
In person	88%
In writing*	58%
By email	77%

* caution: small base

Overall, 52% of residents have contacted Council in the last 12 months (52% in 2013).

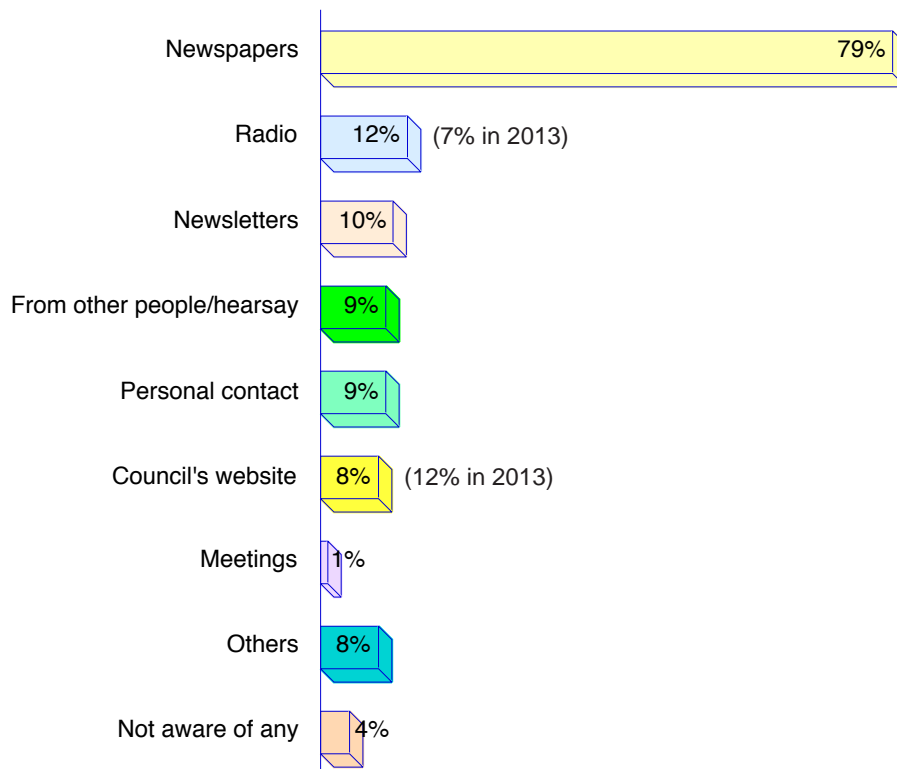
Satisfaction With The Overall Service Received When Contacted Council Offices



Base = 213

INFORMATION

Main Sources* Of Information About Council



* multiple responses allowed

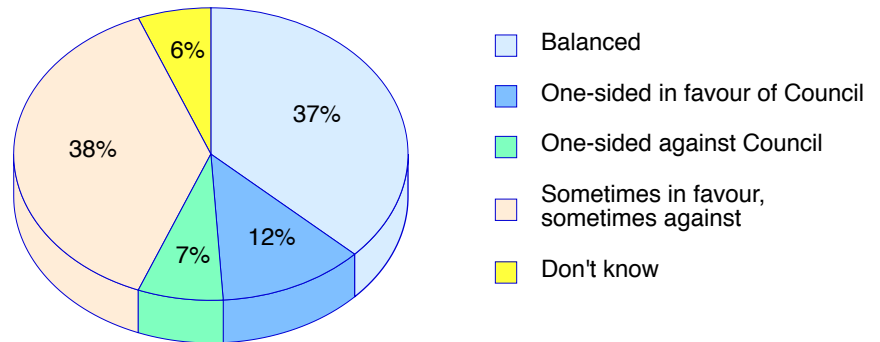
Those residents who say newspapers are their main source of information, give the following as the newspapers they read* ...

Daily Post	83% of residents who gave newspapers as their main source of information (77% in 2013)
Rotorua Review	70% (65% in 2013)
The Weekender	62% (52% in 2013)
NZ Herald	8% (7% in 2013)
Others	1% (3% in 2013)

Base = 327

* multiple responses allowed

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



[†]Base = 394
(residents who are aware of information)

69% 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. This is similar to the 2013 reading.

Sufficiency Of Information Supplied By The Council To The Community

More than enough	4% of all residents (8% in 2013)
Enough	59% (55% in 2013)
Not enough	24% (23% in 2013)
Nowhere near enough	7% (8% in 2013)
Don't know / Not sure	6% (6% in 2013)

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.

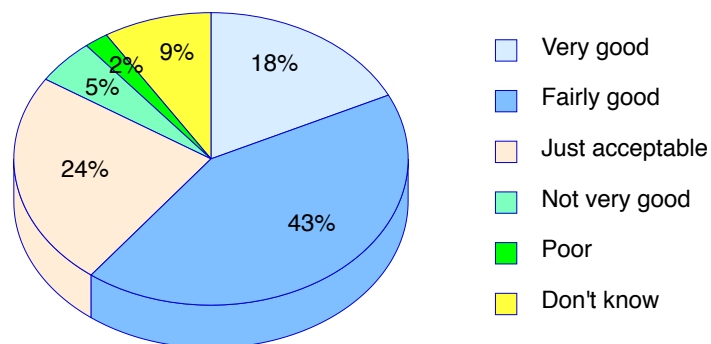
a. Approachability

In terms of how approachable residents feel their Councillors are, 54% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them (36% in 2013). Rotorua District residents are above New Zealanders and their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

b. Impressions Of Council Decisions/Actions

70% of residents approve (strongly approve / approve) of the decisions and / or actions of Council in the last 12 months (53% in 2013), while 20% disapprove (disapprove / strongly disapprove), compared to 34% in 2013.

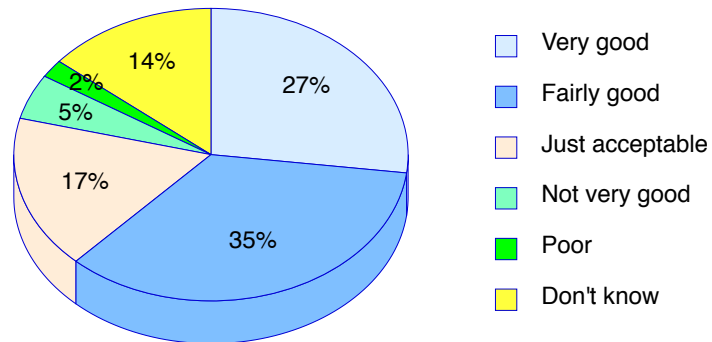
c. Performance Rating Of The Mayor and Councillors



(Does not add to 100% due to rounding)

Rotorua residents rate the performance of their Mayor and Councillors above the Peer Group and National Averages, in terms of those rating Councillors' performance as very / fairly good (61%).

d. Performance Rating Of The Council Staff



Rotorua residents rate their own Council staff's performance similar to Peer Group residents and above residents nationwide, 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	5% of all residents (4% in 2013)
Satisfied	38% (28% in 2013)
Neither satisfied nor dissatisfied	33% (41% in 2013)
Dissatisfied	18% (19% in 2013)
Very dissatisfied	4% (5% in 2013)
Don't know	2% (4% in 2013)
	(2013 readings do not add to 100%)

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

Large influence	6% of all residents (2% in 2013)
Some influence	42% (34% in 2013)
Small influence	37% (48% in 2013)
No influence	12% (14% in 2013)
Don't know	3% (3% in 2013)
	(2013 readings do not add to 100%)

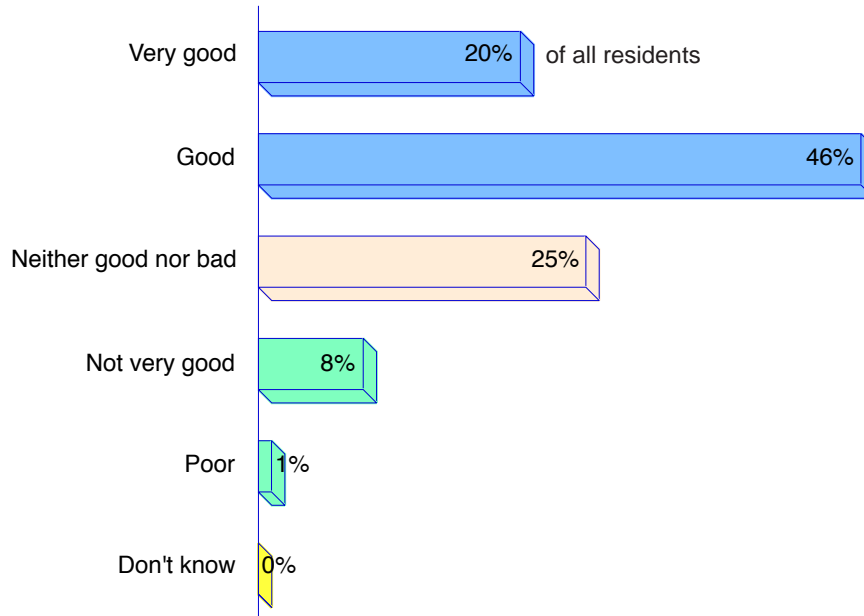
Emergency Management

52% of residents have a household emergency kit (57% in 2013), while 47% don't (43% in 2013).

55% of residents have a household emergency plan of what to do and where to meet in the event of a Civil Defence emergency, while 45% do not. These readings are similar to the 2013 results.

Community Spirit

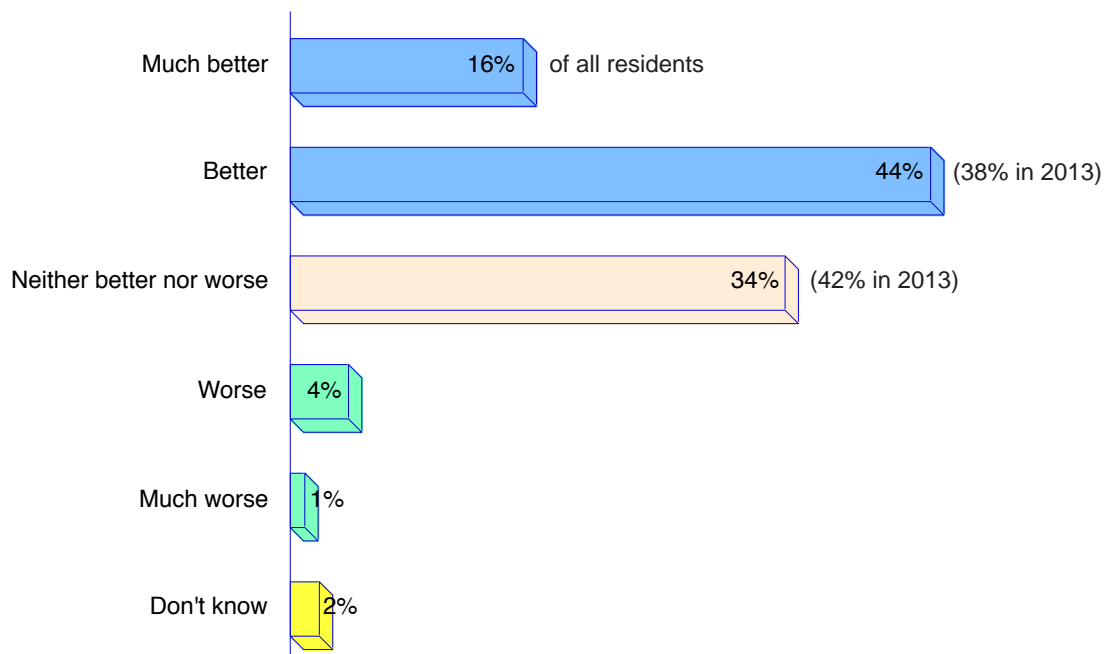
Community Spirit, for the purpose of this survey, is defined as being a sense of belonging and togetherness, a pride in the area, and a good atmosphere among the people. With this in mind, residents rate the community spirit of Rotorua District as ...



These readings are similar to the 2013 results.

Diversity

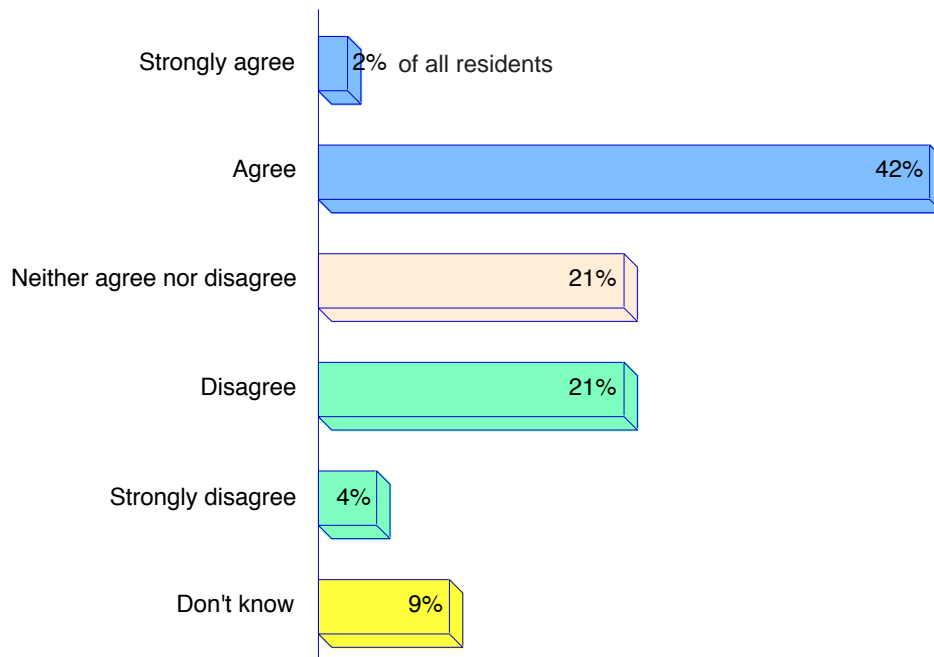
Residents feel that the increase in the number of people with diverse lifestyles and from a variety of countries and cultures makes Rotorua District, as a place to live ...



(Does not add to 100%)

Sustainability

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



(Does not add to 100% due to rounding)

These readings are similar to the 2013 results.

* * * * *



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

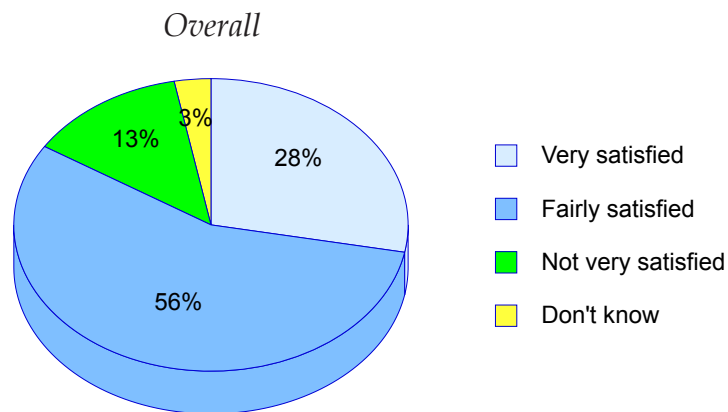


1. Council Services/Facilities

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 2014, 84% of residents are satisfied with footpaths, including 28% who are very satisfied, while 13% are not very satisfied. These readings are similar to the 2013 results.

The percent not very satisfied 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 not very satisfied with footpaths. However, it appears that residents who live in a one or two person household are slightly more likely to feel this way, than those who live in a three or more person household.

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

- uneven/bumpy/broken/rough/cracked surfaces/potholes,
- lack of maintenance/need upgrading/in poor condition,
- no footpaths/not enough footpaths/one side only/partial.

Satisfaction With Footpaths

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014	28	56	84	13	3
	2013	26	58	84	13	3
	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)	19	52	71	24	5
	National Average	28	46	74	21	5
Area						
	North	26	56	82	13	5
	South	28	57	85	12	3
	East	31	52	83	14	3
	West	25	60	85	13	2
Household Size						
	1-2 person household	28	50	78	17	5
	3+ person household [†]	27	61	88	10	2

% read across

* 2010 survey not conducted by NRB

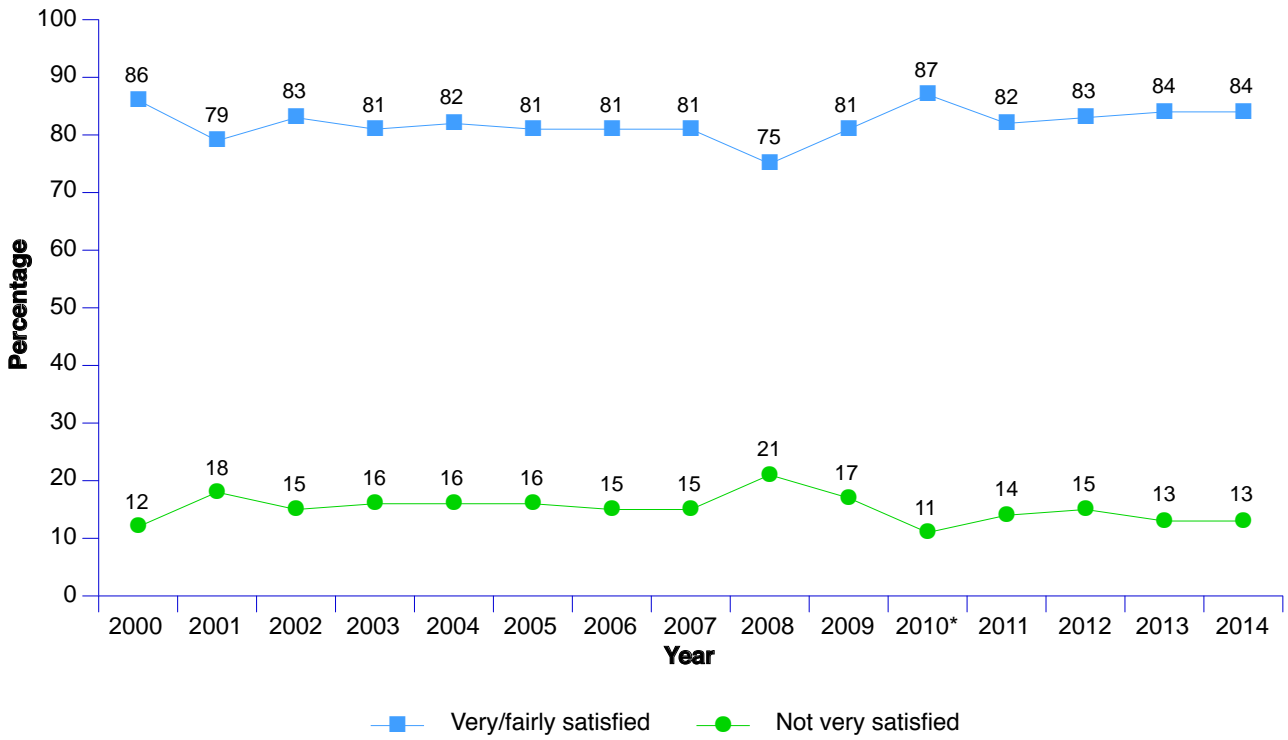
Summary Table: Main Reasons* For Being Not Very Satisfied With Footpaths

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Uneven/bumpy/broken/rough/ cracked surfaces/potholes	7	8	7	6	8
Lack of maintenance/need upgrading/ in poor condition	4	3	3	4	7
No footpaths/not enough footpaths/ one side only/partial	3	4	3	5	-

* multiple responses allowed

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

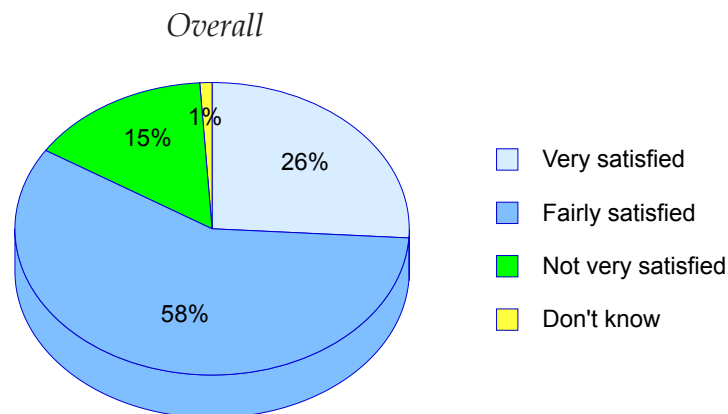
Footpaths



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 84%

ii. Roads In The District



84% of residents are satisfied with roads in the District (80% in 2013), including 26% who are very satisfied (19% in 2013), while 15% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages and 5% below the 2013 reading.

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

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

- potholes / uneven / rough,
- lack of maintenance / need upgrading / in poor condition,
- poor quality of work / materials used / patching,
- traffic flow / speed of traffic,
- gravel roads / need sealing.

Satisfaction With Roads In The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014	26	58	84	15	1
	2013	19	61	80	20	-
	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)	18	55	73	26	1
	National Average	25	51	76	23	1
Area						
	North	21	65	87	14	-
	South	23	56	79	21	-
	East	38	52	90	10	-
	West	22	60	82	16	2
Household Size						
	1-2 person household	30	57	87	12	1
	3+ person household†	22	60	82	18	-

% read across

* 2010 survey not conducted by NRB

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

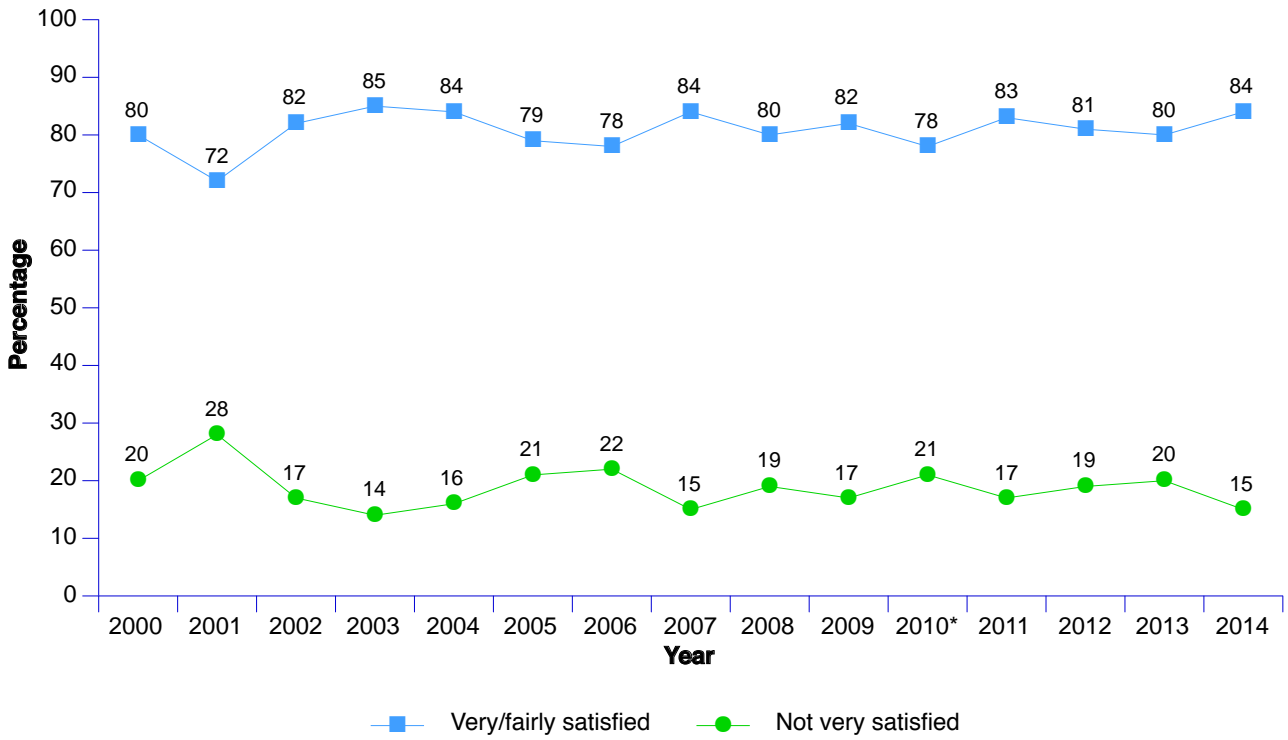
† does not add to 100% due to rounding

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

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Potholes/uneven rough	4	4	8	2	3
Lack of maintenance/need upgrading/ poor condition	3	2	5	2	2
Poor quality of work/materials used/patching	2	2	1	3	2
Traffic flow/speed of traffic	2	1	4	2	1
Gravel roads/need sealing	2	1	3	2	-

* multiple responses allowed

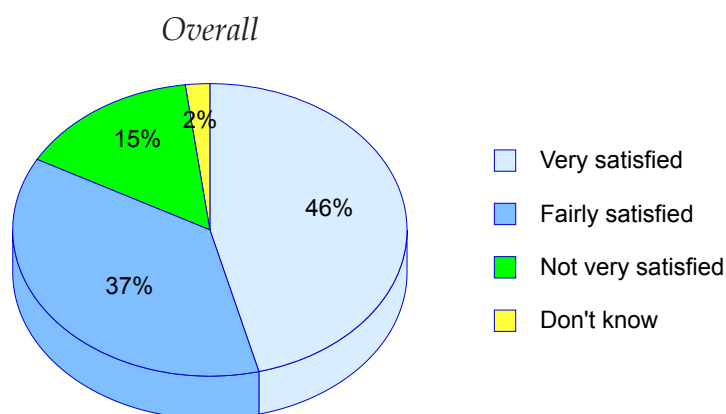
Roads In The District



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 84%

iii. *Parking In Rotorua City*



83% of residents are satisfied with parking in Rotorua City (68% in 2013), including 46% who are very satisfied (19% in 2013), while 15% being not very satisfied (31% in 2013).

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

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

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

- cost of parking/increased cost/metered/need more free parking,
- not enough parking,
- parking difficulties/angle parking/difficulty reversing.

Satisfaction With Parking In Rotorua City

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014	46	37	83	15	2
	2013 [†]	19	49	68	31	2
	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)	29	41	70	27	3
	National Average	24	39	63	31	6
Area						
	North	38	46	84	14	2
	South	51	33	84	14	2
	East	50	32	82	17	1
	West	45	36	81	15	4

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

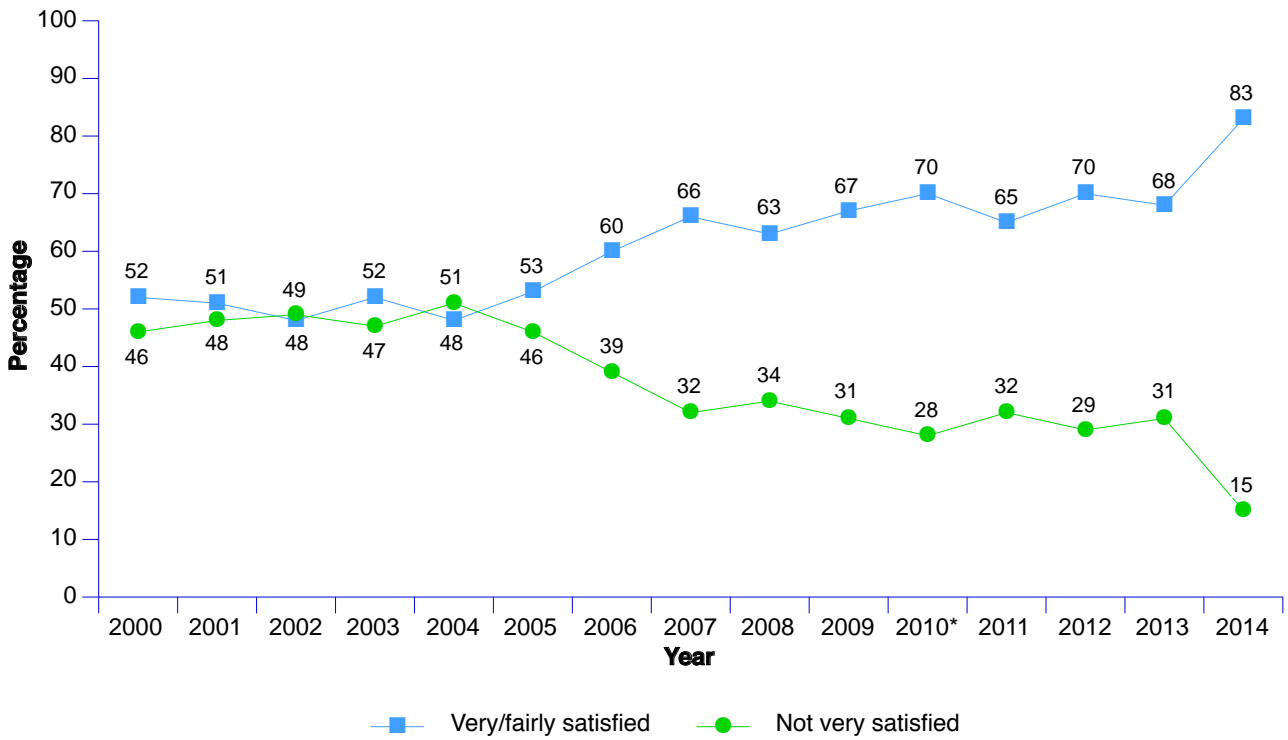
**Summary Table:
Main Reasons* For Being Not Very Satisfied With Parking In Rotorua City**

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Cost of parking/increased cost/metered/ need more free parking	4	2	6	3	5
Not enough parking	4	5	2	5	2
Parking difficulties/angle parking/ difficulty reversing	4	4	1	6	6

* multiple responses allowed

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

Parking In Rotorua City

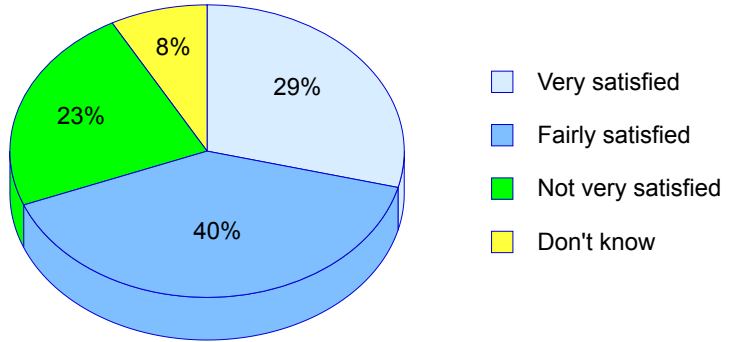


* 2010 survey not conducted by NRB

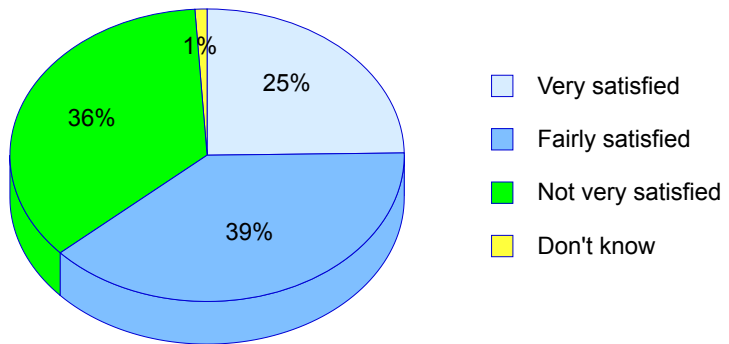
Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 83%

iv. Control Of Dogs

Overall

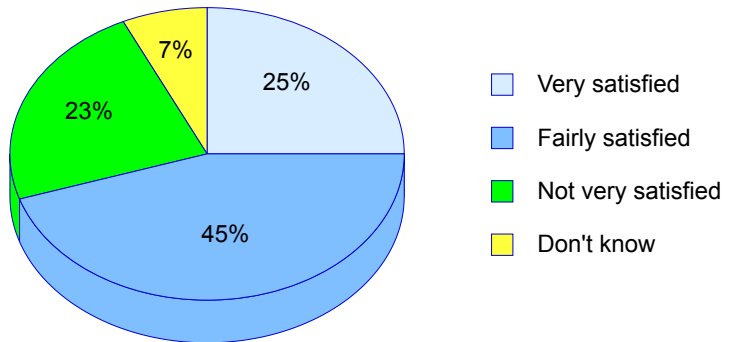


Contacted Council About Dogs



Base = 110

Dog Owners



Base = 144

69% of residents are satisfied with dog control (72% in 2013), including 29% who are very satisfied (33% in 2013). 23% are not very satisfied and 8% are unable to comment.

The percent not very satisfied is on par with the Peer Group Average, slightly above the National Average and similar to the 2013 reading.

30% of Rotorua households have contacted Council about dogs in the last 12 months, while 39% of residents are dog owners.

70% of dog owners are satisfied, while 64% of residents whose household has contacted Council about dogs feel this way.

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

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

- too many roaming/uncontrolled dogs,
- danger to people and other animals,
- need more control/policing/need to be stricter,
- 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	2014	29	40	69	23	8
	2013	33	39	72	22	6
	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 [†]	25	39	64	36	1
	Dog Owners	25	45	70	23	7
Comparison						
	Peer Group (Provincial)	29	45	74	20	6
	National Average	32	44	76	18	6
Area						
	North	25	42	67	26	7
	South	26	37	63	22	15
	East	37	36	63	19	8
	West	27	46	73	23	4

% read across

* 2010 survey not conducted by NRB

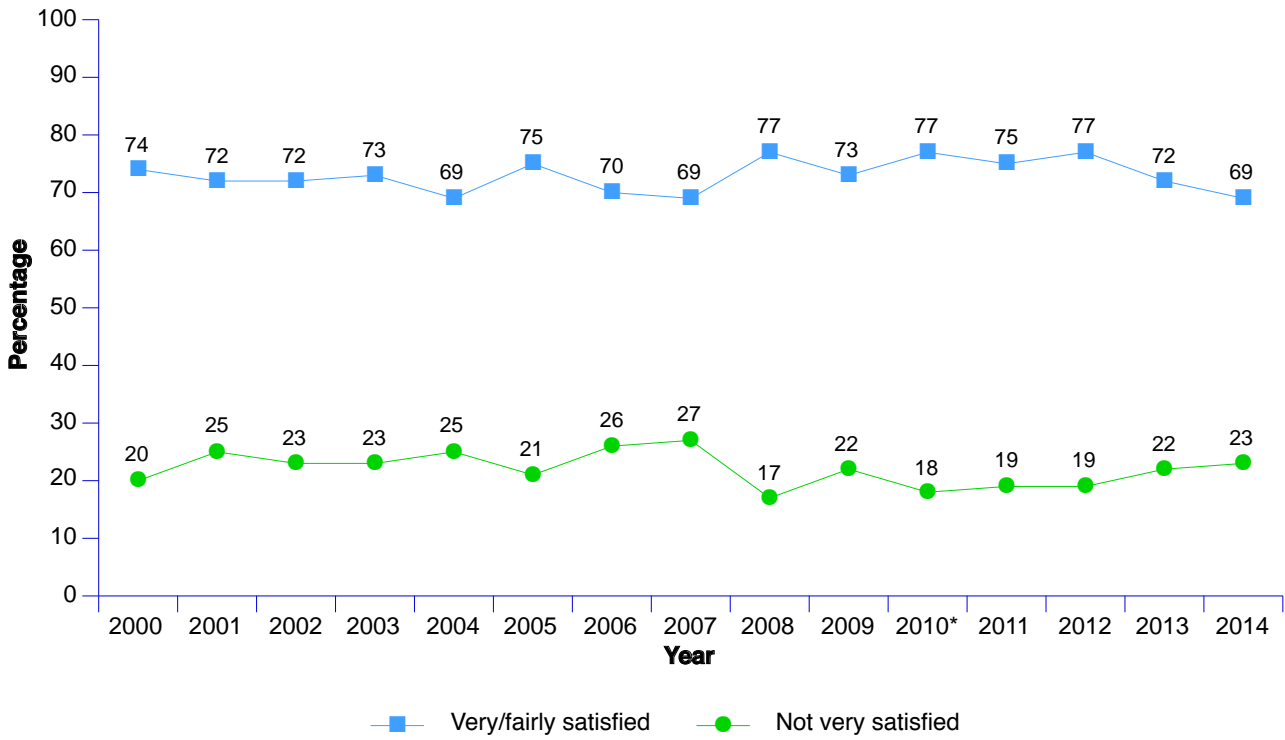
† does not add to 100% due to rounding

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

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Too many roaming / uncontrolled dogs	16	23	14	7	21
Danger to people and other animals	5	3	5	6	5
Need more control / policing / need to be stricter	4	3	2	7	3
Poor service / rangers could do a better job	4	2	6	1	4

* multiple responses allowed

Control Of Dogs

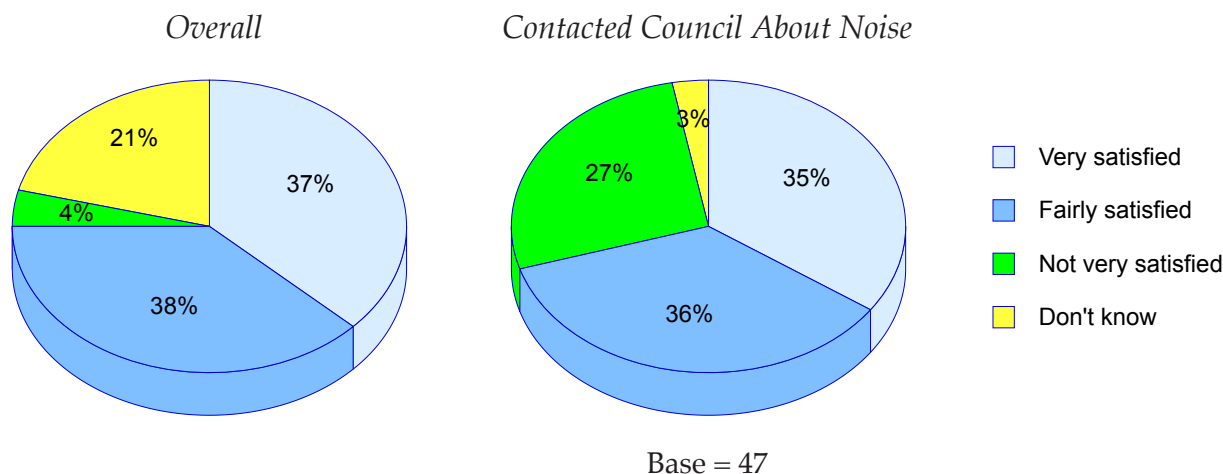


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 69%
 Contacted Council = 64%
 Dog Owners = 70%

v. Control Of Noise



75% of residents overall are satisfied with noise control (81% in 2013), including 37% who are very satisfied (40% in 2013). 4% are not very satisfied and 21% are unable to comment (15% in 2013).

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

13% of households have contacted Council about noise control in the last 12 months. Of these, 71% are satisfied (87% in 2013) and 27% are not very satisfied (10% in 2013). For a base of 47, the margin of error is $\pm 14.3\%$.

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 ...

- lack of action/powerless to do anything, mentioned by 3% of all residents,
- we were contacted/wrongly accused, 1%,
- noisy area/noisy neighbours/loud parties/loud music, 1%.

* multiple responses allowed

Satisfaction With Noise Control

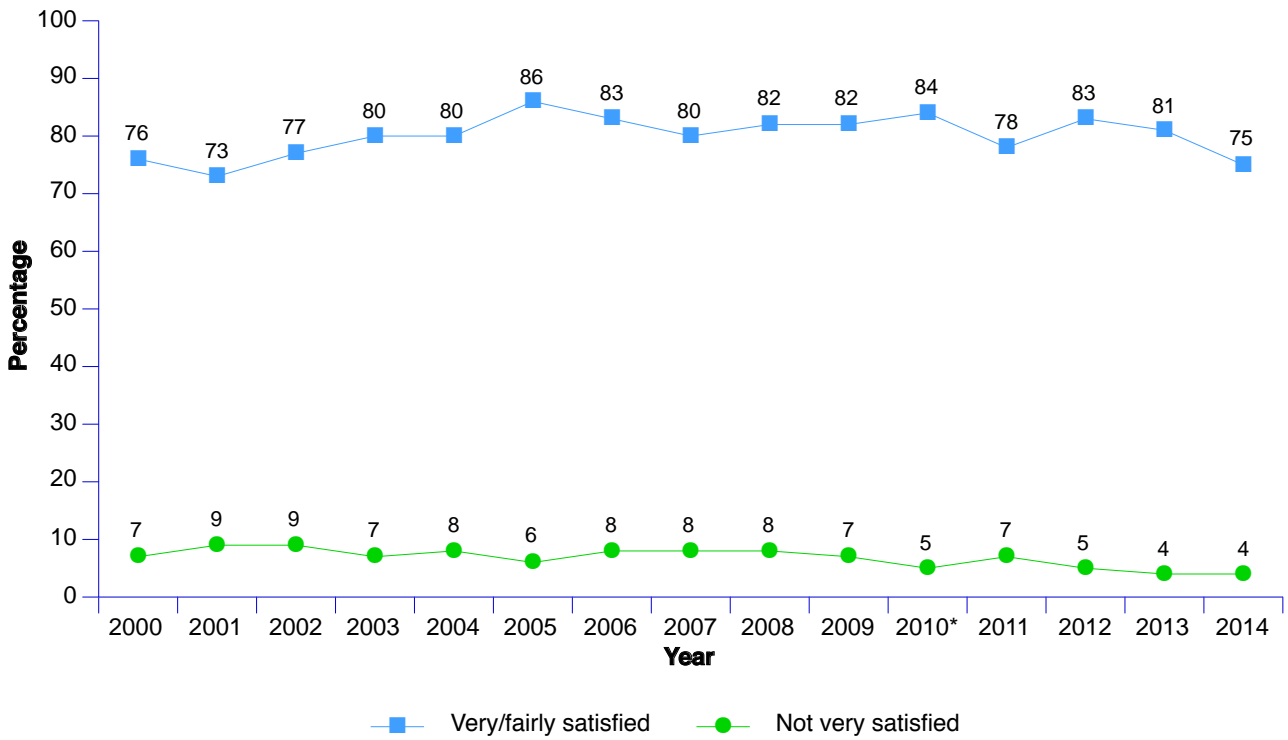
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014	37	38	75	4	21
	2013	40	41	81	4	15
	2012	37	46	83	5	12
	2011	29	49	78	7	15
	2010**	22	62	84	5	10
	2009	28	54	82	7	11
	2008	33	49	82	8	10
	2007	32	48	80	8	12
	2006	30	53	83	8	9
	2005	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	36	71	27	3
Comparison						
Peer Group (Provincial)		32	43	75	11	14
National Average		31	47	78	11	11
Area						
North		29	44	73	4	23
South		34	37	71	7	22
East		40	32	72	3	25
West		44	40	84	2	14

% read across

* 2010 survey not conducted by NRB

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

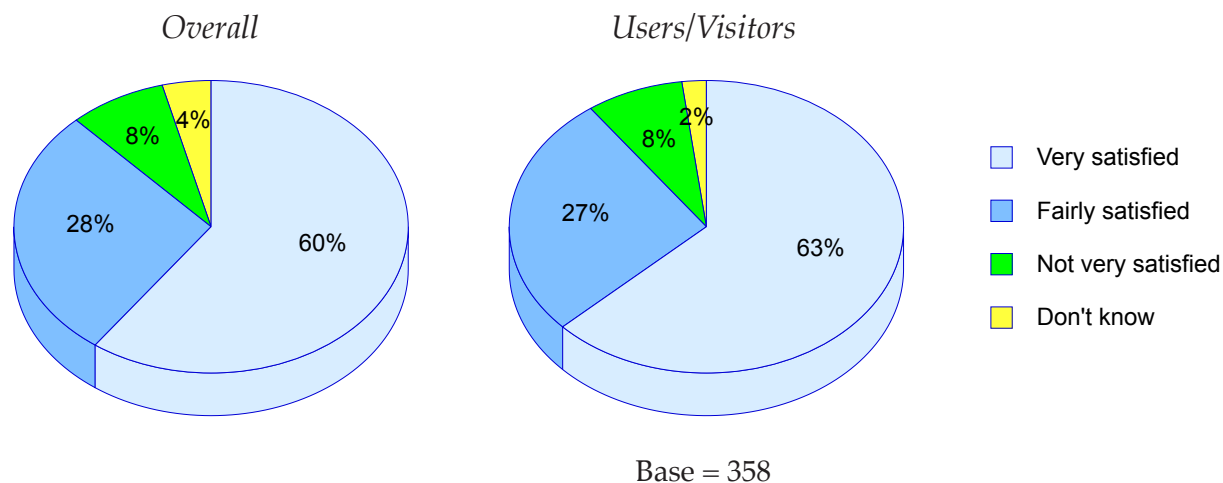
Noise Control



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 75%
 Contacted Council = 71%

vi. Parks, Reserves And Playgrounds



88% of all residents are satisfied with parks, reserves and playgrounds (92% in 2013), with 60% being very satisfied. 8% of residents are not very satisfied with these facilities.

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

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

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

- poor / need upgrading / better facilities, mentioned by 3% of all residents,
- not well maintained, 3%,
- issues with rubbish / broken glass / graffiti, 3%,
- others, 1%.

* multiple responses allowed

[†] Peer Group and National Average ratings are an **average**, as parks and reserves **and** sportsfields and playgrounds were asked separately in the 2012 National Communitrak™ survey

Satisfaction With Parks, Reserves And Playgrounds

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2014	60	28	88	8	4
	2013	56	36	92	5	3
	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		63	27	90	8	2
Comparison**						
Peer Group (Provincial)		57	35	92	3	5
National Average		56	37	93	3	4
Area						
North		60	25	85	11	4
South		49	41	90	2	8
East†		70	20	90	8	3
West†		62	27	89	11	1

% read across

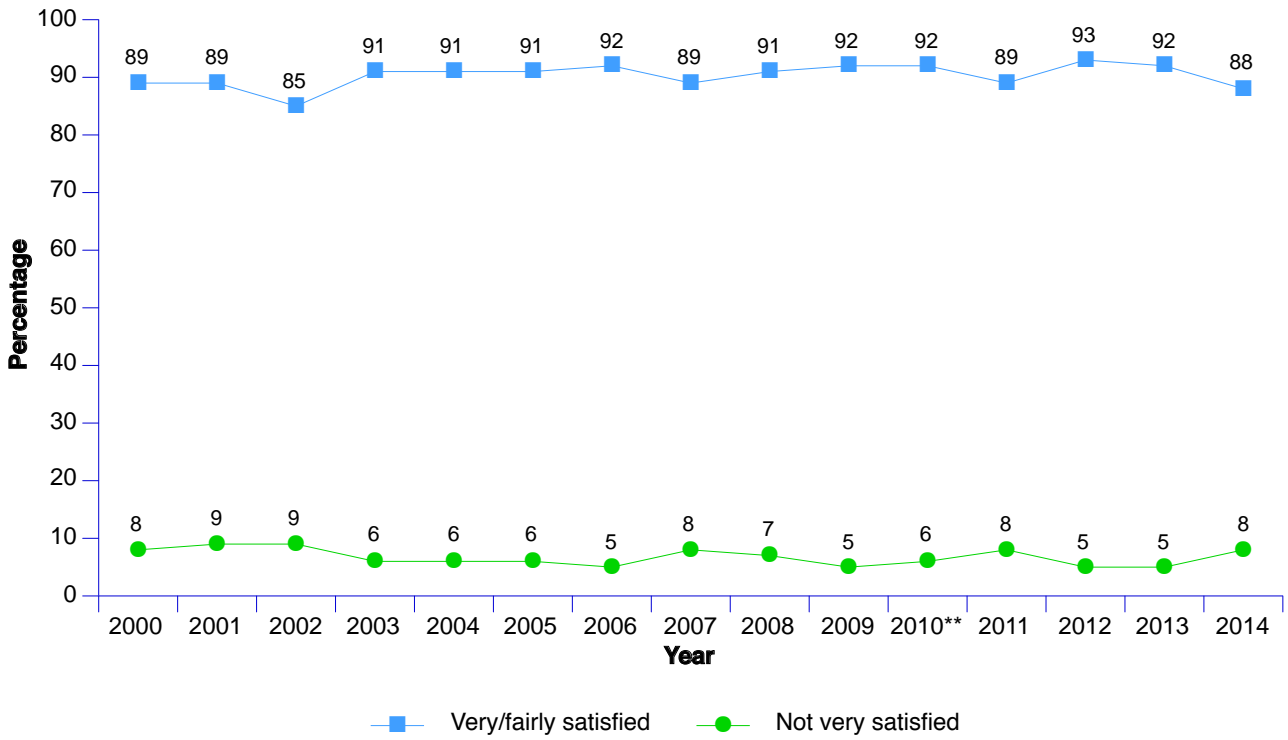
* Readings prior to 2007 refer to parks, reserves, sportsfields and playgrounds. In 2007, satisfaction with sportsfields was asked separately (see pages 46 - 48).

** 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 2012 National Communitrak™ survey.

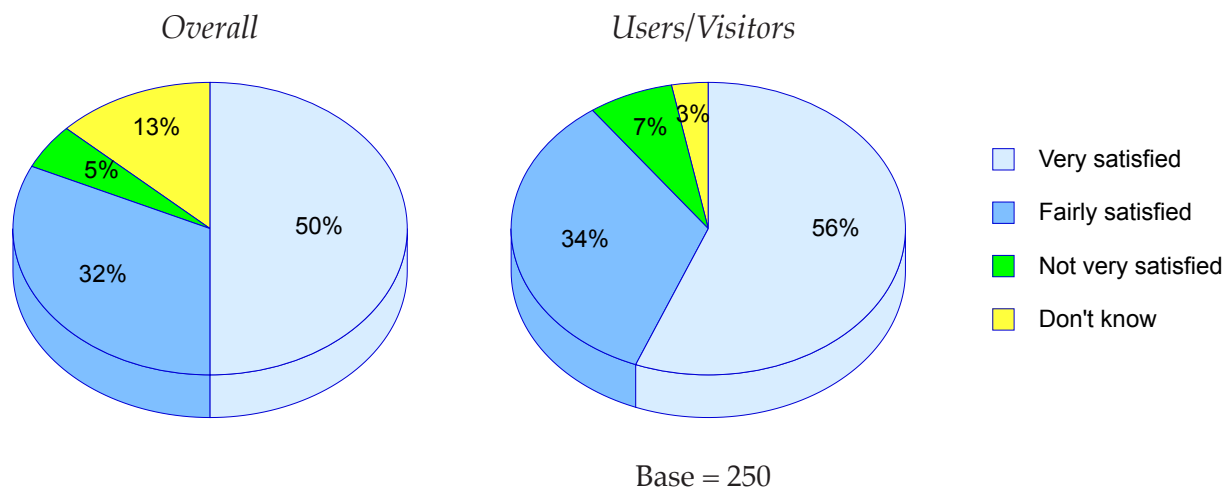
Parks, Reserves And Playgrounds



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 88%
 Users/Visitors = 90%

vii. Sportsfields



82% of Rotorua District residents are satisfied with sportsfields (88% in 2013), including 50% who are very satisfied. 5% are not very satisfied and 13% are unable to comment (9% in 2013).

The percent not very satisfied is similar to the Peer Group and National Averages for sportsfields and playgrounds, and the 2013 reading.

70% of households say they have used or visited a sportsfield in the last 12 months. Of these, 90% are satisfied (95% in 2013) and 7% 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. However, it appears that women are slightly more likely to feel this way, than men.

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

- sportsfields and facilities need improving / unkempt, mentioned by 3% of all residents,
- not enough / need more community clubs, 1%,
- poor drainage, 1%,
- insufficient parking, 1%.

* multiple responses allowed

Satisfaction With Sportsfields

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2014	50	32	82	5	13
	2013	52	36	88	3	9
	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	7	3
Comparison^{††}						
Peer Group (Provincial)		53	37	90	3	7
National Average		52	38	90	4	6
Area						
North		50	31	81	8	11
South		49	31	80	6	14
East [†]		52	30	82	4	15
West		49	38	87	3	10
Gender						
Male		52	35	87	2	11
Female		47	31	78	8	14

% read across

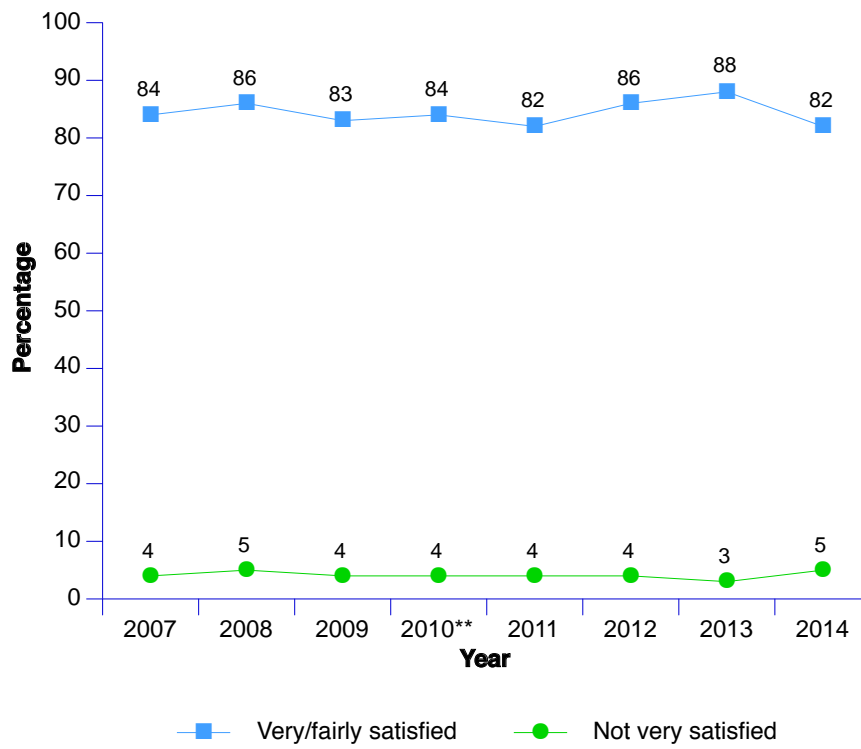
* prior to 2007, not asked separately

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

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

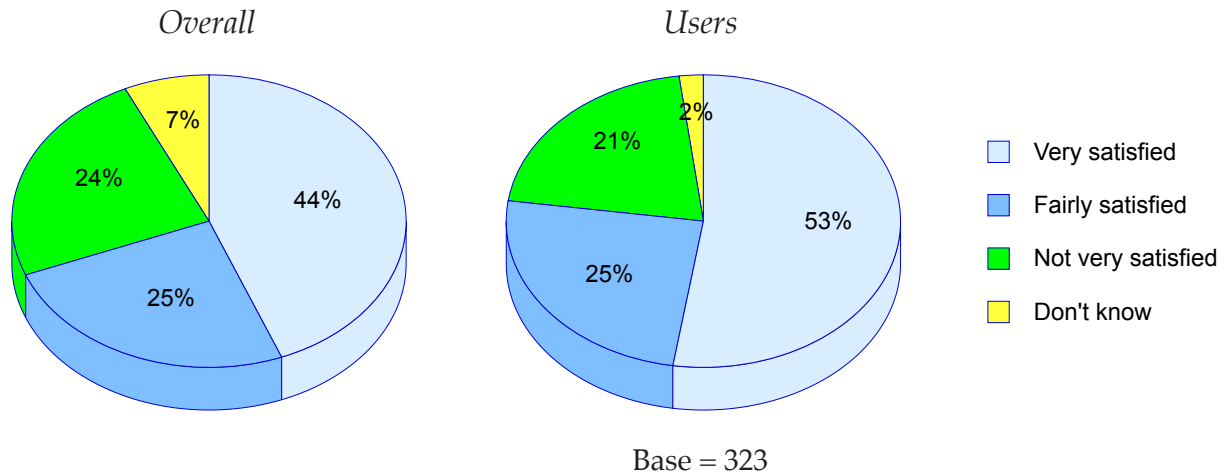
Sportsfields



** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 82%
 Users/Visitors = 90%

viii. Recycling Waste Materials



69% of residents are satisfied with the District's recycling of waste materials, including 44% who are very satisfied. 24% are not very satisfied and 7% are unable to comment (3% in 2103).

The percent not very satisfied is above the Peer Group and National Averages but 5% below the 2013 reading.

80% of households have used the Council's recycling services in the last year. Of these, 78% are satisfied and 21% not very satisfied.

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

- residents aged 18 to 44 years,
- NZ European residents.

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

- no kerbside recycling / would like kerbside recycling service,
- hassle to drive to town to recycle centre / difficult for some people,
- paying for recycling / cost issues.

Satisfaction With Recycling Waste Materials

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total City					
2014	44	25	69	24	7
2013	42	26	68	29	3
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	25	78	21	2
Comparison					
Peer Group (Provincial)	53	29	82	12	6
National Average	55	29	84	11	5
Area					
North	37	32	69	24	7
South†	34	32	66	25	10
East	56	17	73	21	6
West†	51	20	71	25	5
Age					
18-44 years	35	29	64	30	6
45-64 years	52	22	74	17	9
65+ years	55	19	74	20	6
Ethnicity					
NZ European	40	26	66	28	6
NZ Maori†	49	23	72	19	10

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

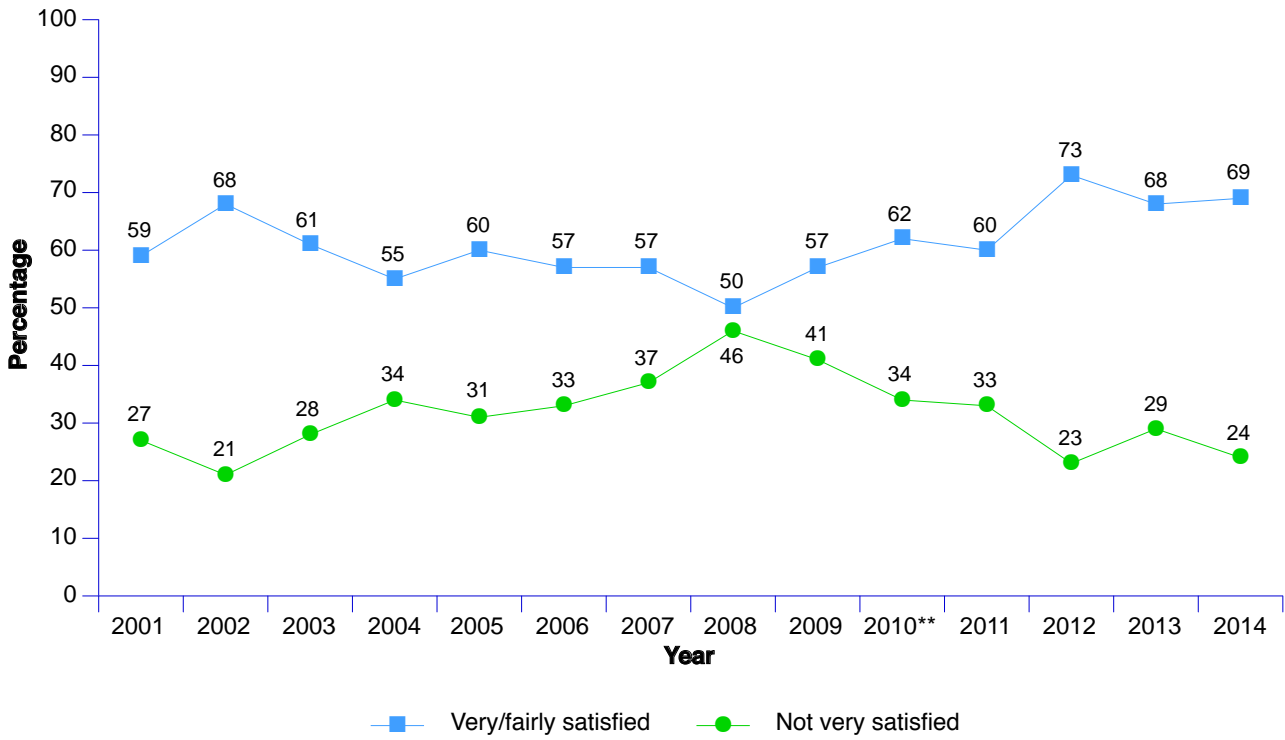
† does not add to 100% due to rounding

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

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
No kerbside recycling/ would like kerbside recycling service	15	14	17	12	17
Hassle to drive to town to recycle centre/ difficult for some people	3	6	4	1	2
Paying for recycling/cost issues	3	1	5	2	4

* multiple responses allowed

Recycling Waste Materials

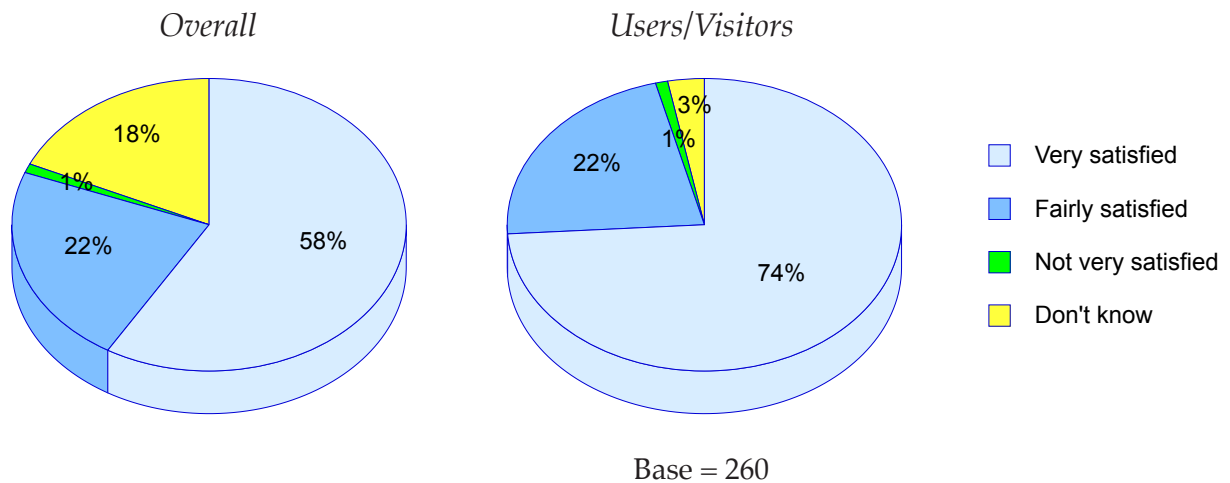


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 69%
 Users = 78%

ix. Art And History Museum



80% of residents overall are satisfied with the Art and History Museum, with 58% being very satisfied (61% in 2013). 18% are unable to comment.

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

68% of households say they have used or visited the Art and History Museum in the last 12 months (64% in 2013). These "users/visitors" are more likely to be satisfied (96%), than residents overall, while being less likely to be unable to comment (3%).

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

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

- lacking in displays/ displays need improving, mentioned by 1% of all residents,
- cost of cafe/ money spent, 1%.

* multiple responses allowed

Satisfaction With Art And History Museum

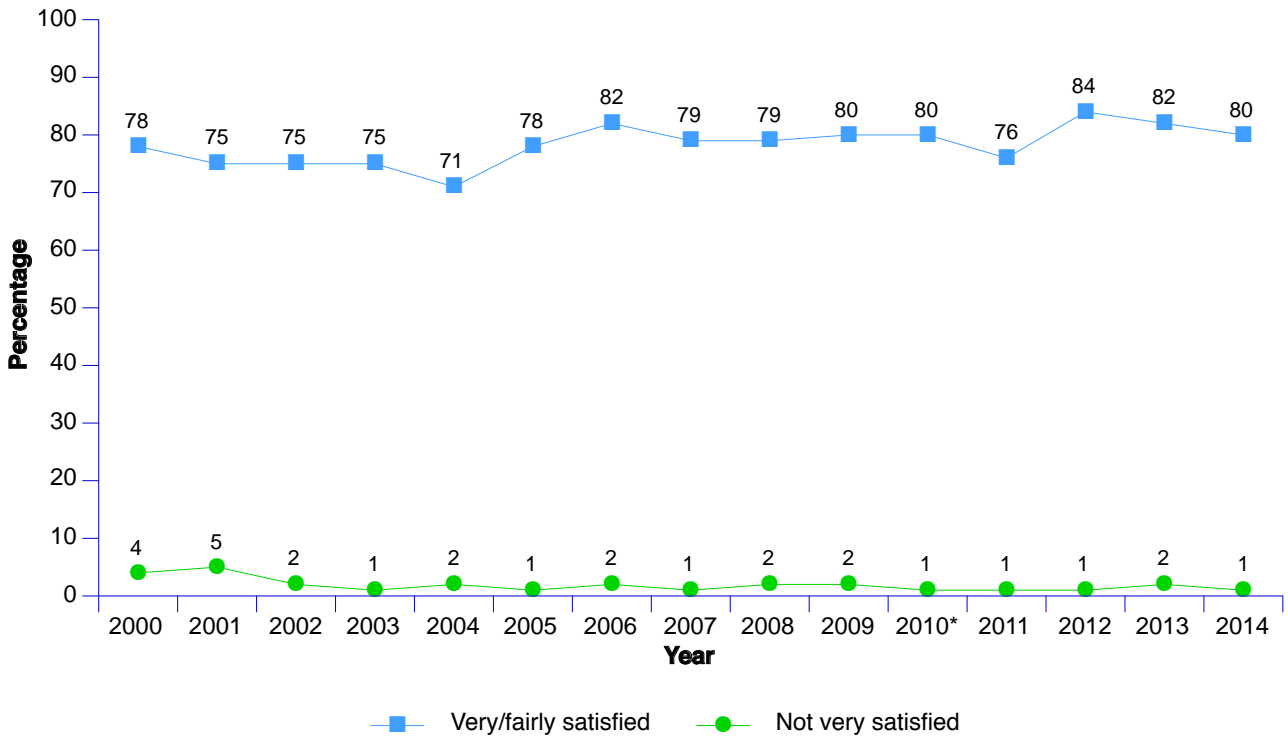
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014 [†]	58	22	80	1	18
	2013	61	21	82	2	16
	2012	66	18	84	1	15
	2011	51	25	76	1	23
	2010*	48	32	80	1	19
	2009	56	24	80	2	18
	2008	57	22	79	2	19
	2007	56	23	79	1	20
	2006	57	25	82	2	16
	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		74	22	96	1	3
Comparison						
Peer Group (Provincial)		42	22	64	3	33
National Average		50	22	72	3	25
Area						
North [†]		56	25	81	1	17
South		57	25	82	1	17
East		59	21	80	1	19
West [†]		60	18	78	2	21

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

Art And History Museum



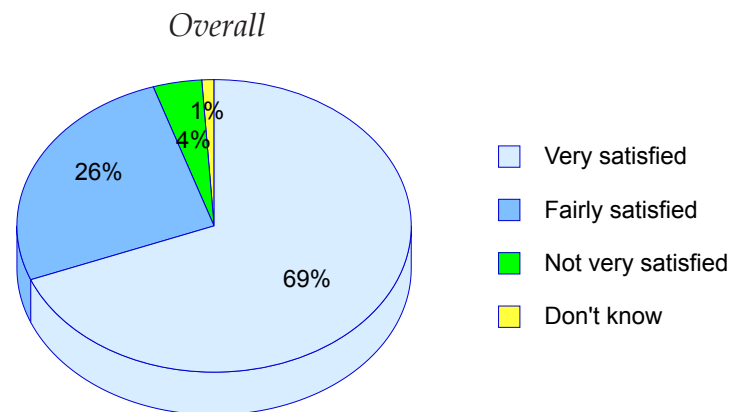
* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 80%

Users / Visitors = 96%

x. Beautification And Landscaping Of The District



95% of Rotorua District residents are satisfied with the beautification and landscaping of the District, including 69% who are very satisfied (75% in 2013).

The percent not very satisfied, 4%, is below the Peer Group and National Averages, and similar to the 2013 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 main reasons* for being not very satisfied with the District's beautification and landscaping are ...

- too much money being spent, mentioned by 1% of all residents,
- more maintenance/cleaning needed, 1%,
- could be better/not attractive/more to be done, 1%,
- trees need trimming/too many trees, 1%.

* multiple responses allowed

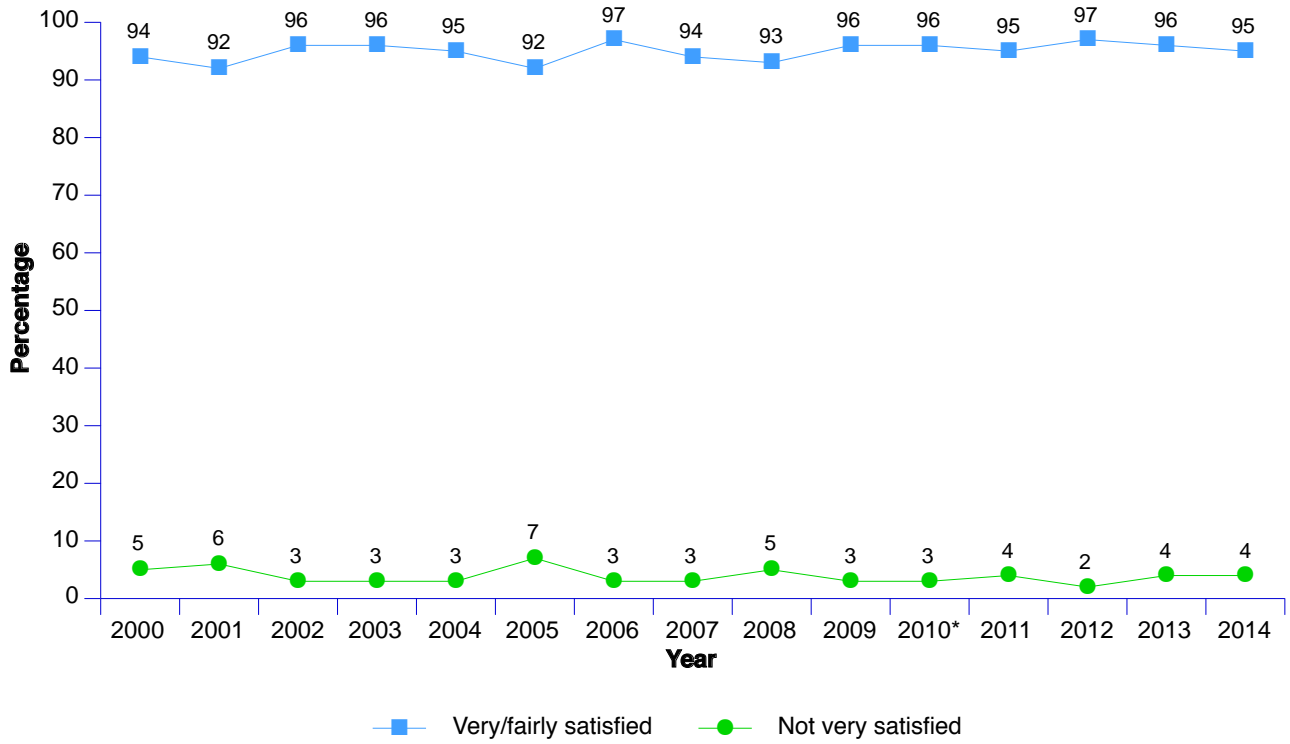
Satisfaction With Beautification And Landscaping Of The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014	69	26	95	4	1
	2013	75	21	96	4	-
	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)	47	40	87	11	2
	National Average	40	43	83	13	4
Area						
	North	66	30	96	4	-
	South	75	22	97	2	1
	East [†]	69	25	94	3	3
	West	65	26	91	8	1

% read across

* 2010 survey not conducted by NRB

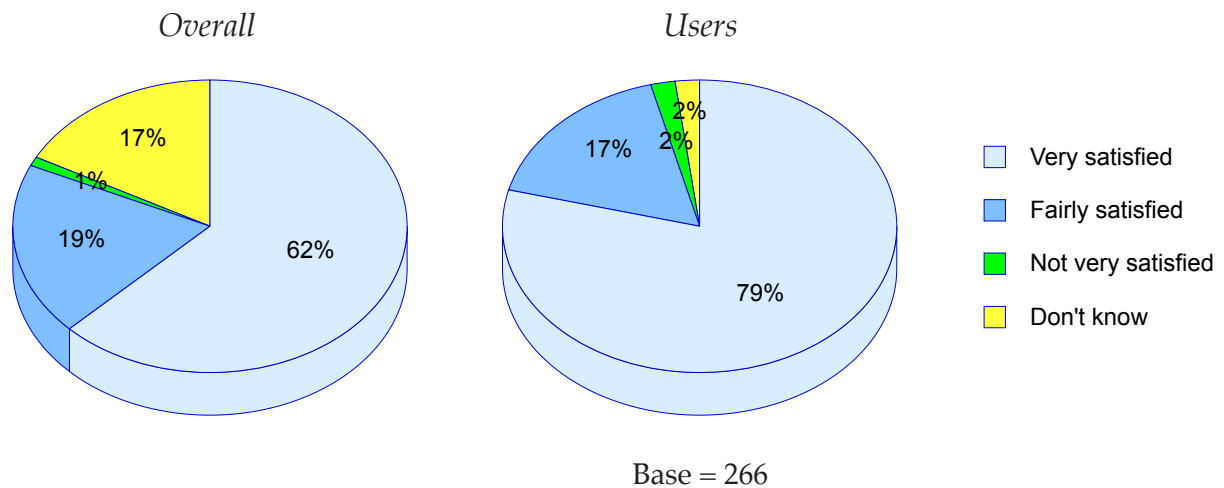
Beautification And Landscaping Of The District



* 2010 survey not conducted by NRB

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

xi. Library Service



Overall, 81% of residents are satisfied with the library service (85% in 2013), with 62% being very satisfied (69% in 2013), while 17% are unable to comment.

The percent not very satisfied (1%) is similar to the Peer Group and National Averages and the 2013 reading.

68% of households have used a District Library in the last 12 months (76% in 2013) and, of these, 96% are satisfied, including 79% who are very satisfied, with 2% not very satisfied.

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

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

- open more often/earlier, mentioned by 1% of all residents,
- others, 1%.

* multiple responses allowed

Satisfaction With Library Service

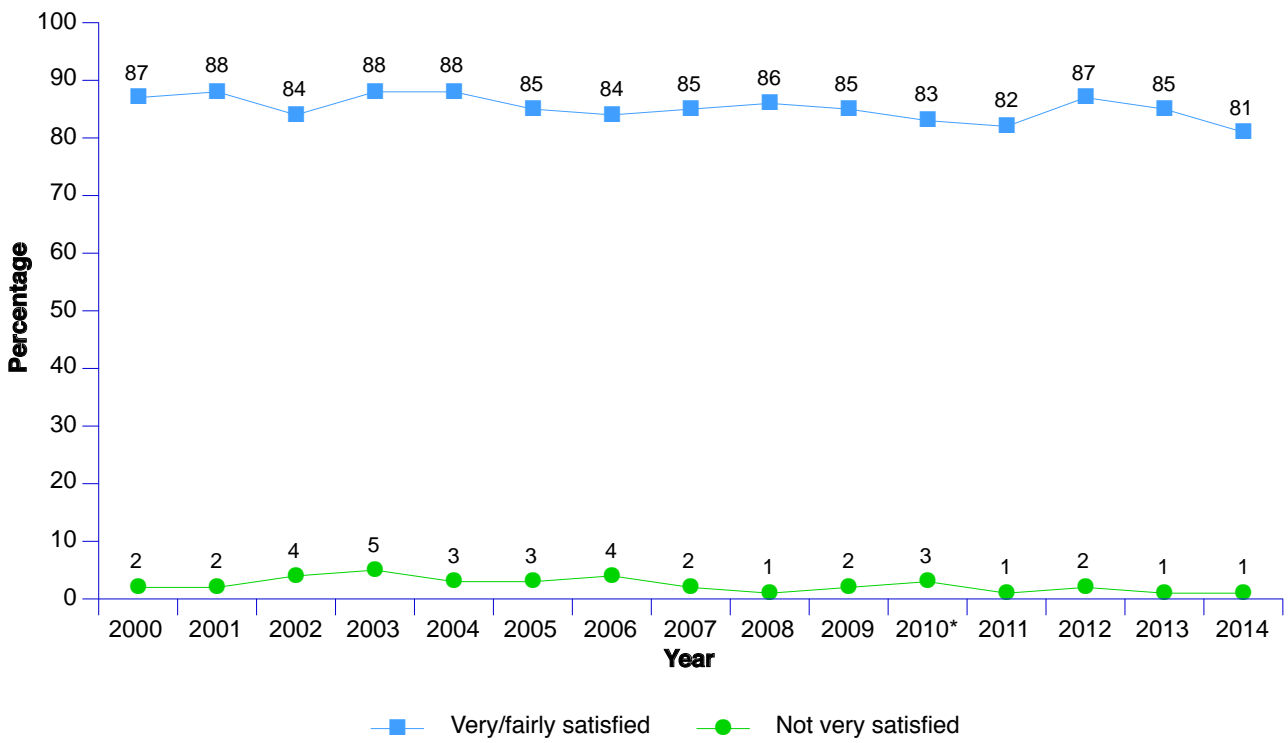
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014 [†]	62	19	81	1	17
	2013 [†]	69	16	85	1	15
	2012	66	21	87	2	11
	2011	68	14	82	1	17
	2010*	51	32	83	3	14
	2009	68	17	85	2	13
	2008	68	18	86	1	13
	2007	66	19	85	2	13
	2006	65	19	84	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		79	17	96	2	2
Comparison						
Peer Group (Provincial)		70	19	89	2	9
National Average		64	23	87	3	10
Area						
North [†]		62	20	82	3	16
South [†]		61	17	78	1	20
East		66	18	84	-	16
West		62	20	82	1	17

% read across

* 2010 survey not conducted by NRB

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

Library Service

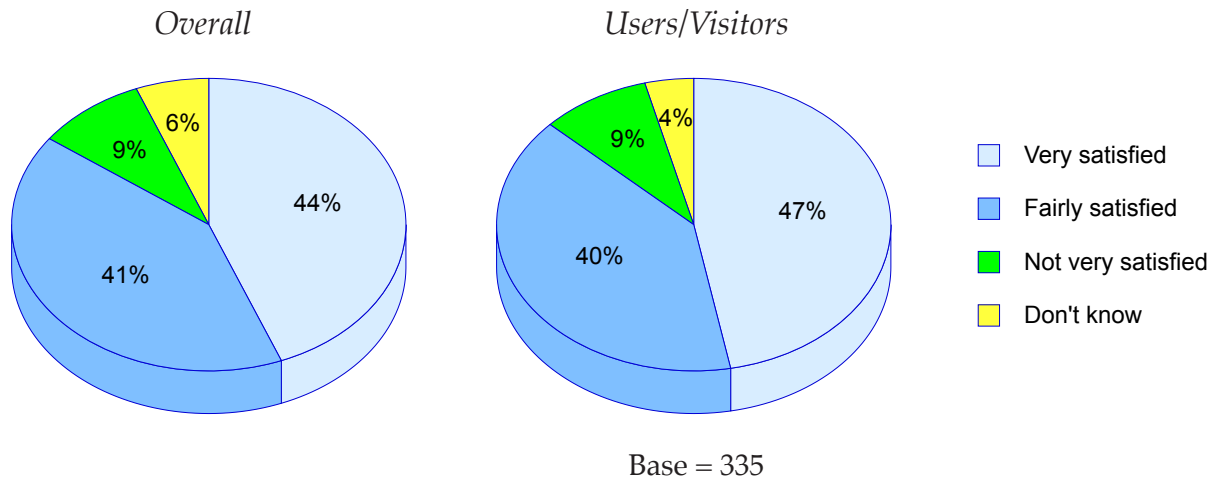


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 81%
 Users = 96%

xii. Event Promotion



85% of residents overall are satisfied with the event promotion, including 44% who are very satisfied, while 9% are not very satisfied. These readings are similar to last year's results.

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

85% of households have used or visited an event venue (ie, Events Centre, Convention Centre, International Stadium, Soundshell, Civic Theatre, Tearooms and Sportsdrome) in the last 12 months. Of these, 87% are satisfied and 9% 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/facilities/encourage more events to come, 1%,
- expensive events/cost involved, 1%.

* multiple responses allowed

Satisfaction With Event Promotion

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2014	44	41	85	9	6
	2013	45	40	85	9	6
	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		47	40	87	9	4
Area						
North		38	42	80	14	6
South		44	42	86	8	6
East		53	33	86	7	7
West		44	45	89	6	5

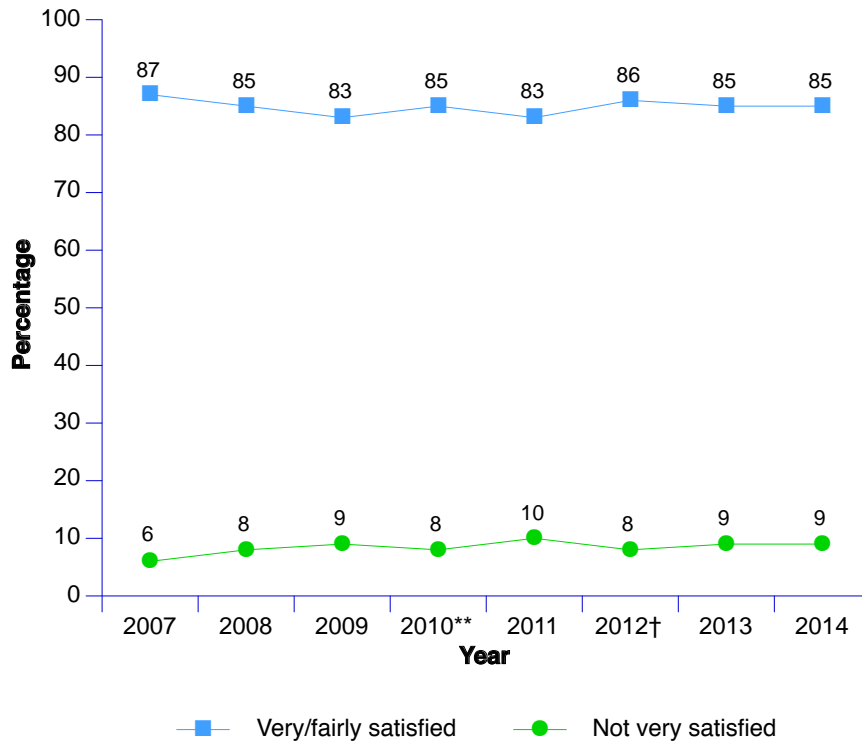
% read across

* 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

Event Promotion



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

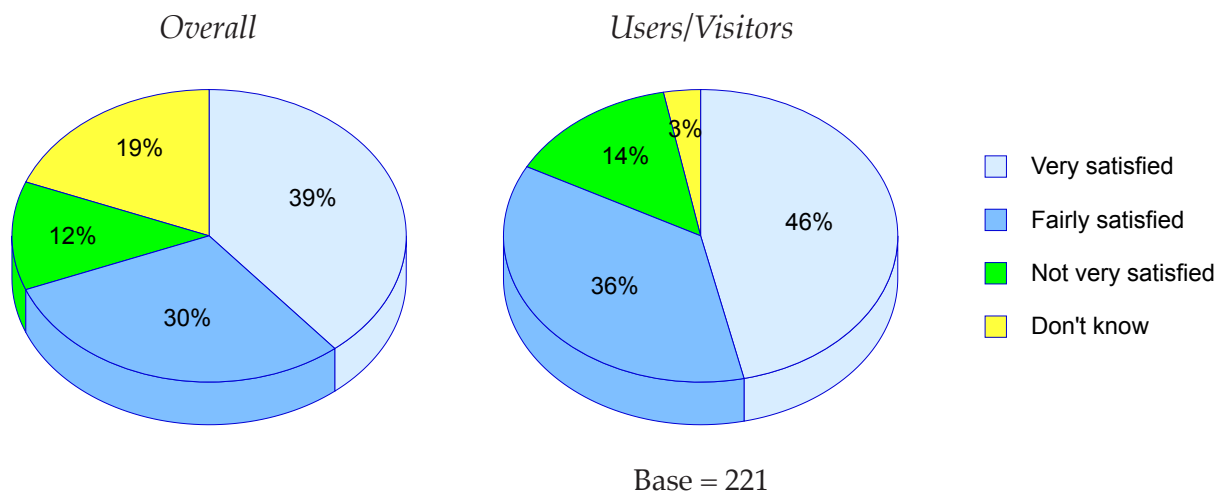
** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 85%

Users / Visitors = 87%

xiii. Rotorua Aquatic Centre



69% of all residents are satisfied with the Rotorua Aquatic Centre (73% in 2013), with 39% being very satisfied. 12% are not very satisfied and 19% are unable to comment.

The percent not very satisfied with the Aquatic Centre is similar to the Peer Group and National Averages but 5% above the 2013 reading.

64% of households have used or visited the Rotorua Aquatic Centre in the last 12 months. Of these "users/visitors", 82% are satisfied (87% in 2013) and 14% are not very satisfied (10% in 2013).

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

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

- needs an upgrade/ facilities need improving,
- need more recreational facilities/hydroslides/fun things,
- 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					
2014	39	30	69	12	19
2013 [†]	39	34	73	7	19
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 [†]	46	36	82	14	3
Comparison*					
Peer Group (Provincial)	48	23	71	10	19
National Average	34	30	64	10	26
Area					
North	36	33	69	9	22
South	36	29	65	11	24
East	42	26	68	11	21
West	44	31	75	17	8
Household Size					
1-2 person household	42	26	68	5	27
3+ person household [†]	38	33	71	18	12

% read across

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

* 2010 survey not conducted by NRB

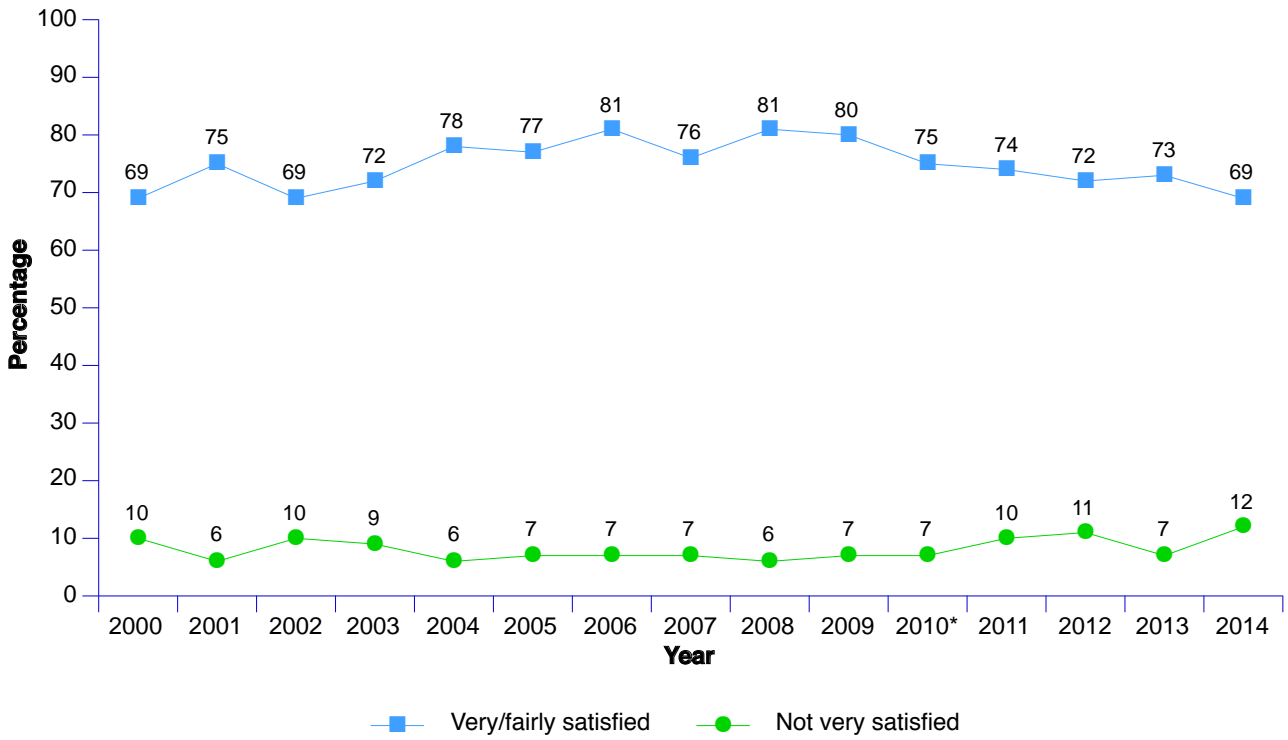
† does not add to 100% due to rounding

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

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Need an upgrade/ facilities need improving	5	6	5	5	5
Need more recreational facilities/hydrosrides/ fun things	3	-	5	3	3
Charges/ too expensive/ no discounts given	3	1	1	2	7

* multiple responses allowed

Rotorua Aquatic Centre

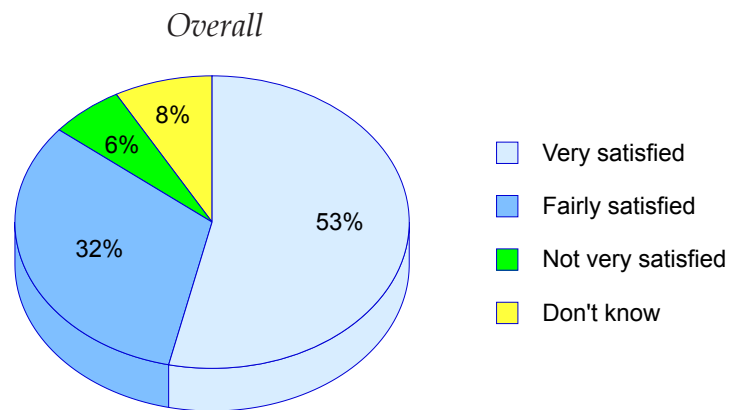


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 69%
 Users/Visitors = 82%

xiv. Promotion Of Rotorua As A Destination To Visit



85% of residents overall are satisfied with the promotion of Rotorua as a destination to visit, including 53% who are very satisfied (47% in 2013), while 8% are unable to comment.

The percent not very satisfied (6%) is below the Peer Group Average and National Average readings for tourism promotion and similar to the 2013 reading.

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. However, it appears that residents who live in a one or two person household are slightly more likely to feel this way, than those who live in a three or more person household.

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

- not promoted enough/need more/better promotion, mentioned by 3% of all residents,
- not Council's job/too much spent on this/cost to ratepayers, 2%,
- need more/better advertising, 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 2014 [†]	53	32	85	6	8
2013 [†]	47	40	87	6	8
2012	49	40	89	6	6
Comparison^{††}					
Peer Group (Provincial)	30	43	73	18	9
National Average	27	47	74	15	11
Area					
North	48	37	85	7	8
South	51	36	87	5	8
East [†]	52	24	76	9	14
West	59	31	90	5	5
Household Size					
1-2 person household	49	33	82	10	8
3+ person household [†]	56	32	88	4	9

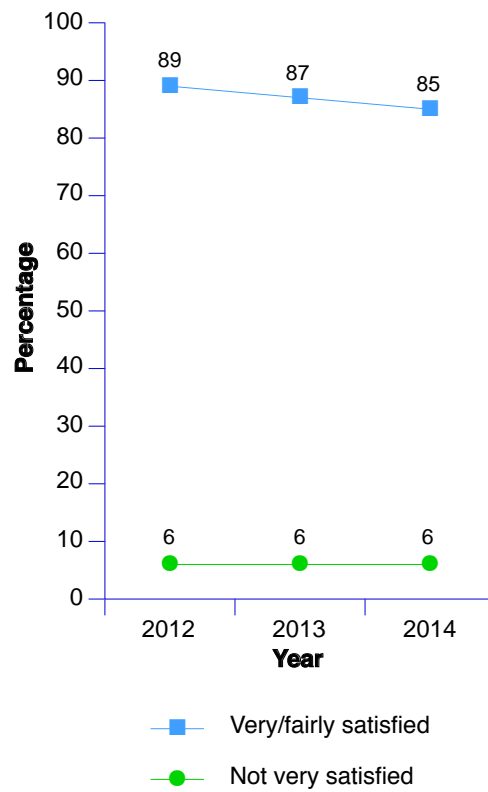
% read across

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

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

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

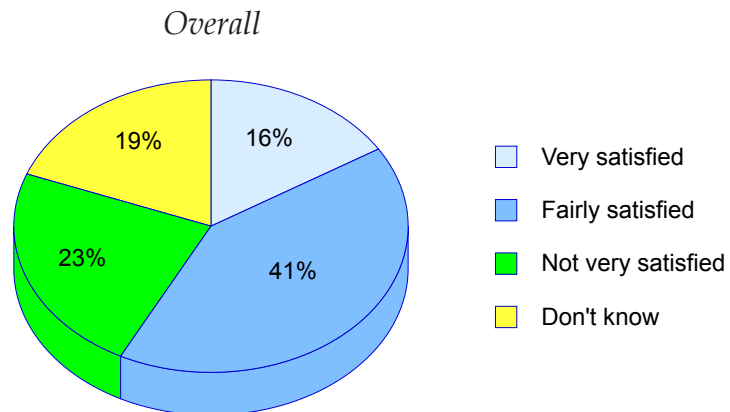
Promotion Of Rotorua As A Destination To Visit



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

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 85%

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



57% of residents are satisfied with the promotion of Rotorua as a destination to live, work and invest (63% in 2013), with 23% being not very satisfied. 19% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average and National Average readings for the promotion of job opportunities, but 5% above the 2013 reading.

Ratepayers are more likely to be not very satisfied with the promotion of Rotorua as a destination to live, work and invest, than non-ratepayers.

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

- not promoted enough/could do more/don't do enough,
- not enough work in Rotorua,
- not happening/never seen anything/no promotion/advertising,
- no promotion/encouragement to business/need more promotion/incentives to businesses,
- it's stagnant/lack of growth/people don't want to live here/people are leaving.

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	2014 [†]	16	41	57	23	19
	2013	19	44	63	18	19
	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)	4	29	33	29	38
	National Average [†]	5	29	34	28	39
Area						
	North	18	34	52	26	22
	South	15	44	59	19	22
	East	15	42	57	23	20
	West	17	44	61	26	13
Ratepayer?						
	Ratepayer [†]	16	38	54	26	21
	Non-ratepayer	16	62	78	10	12

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

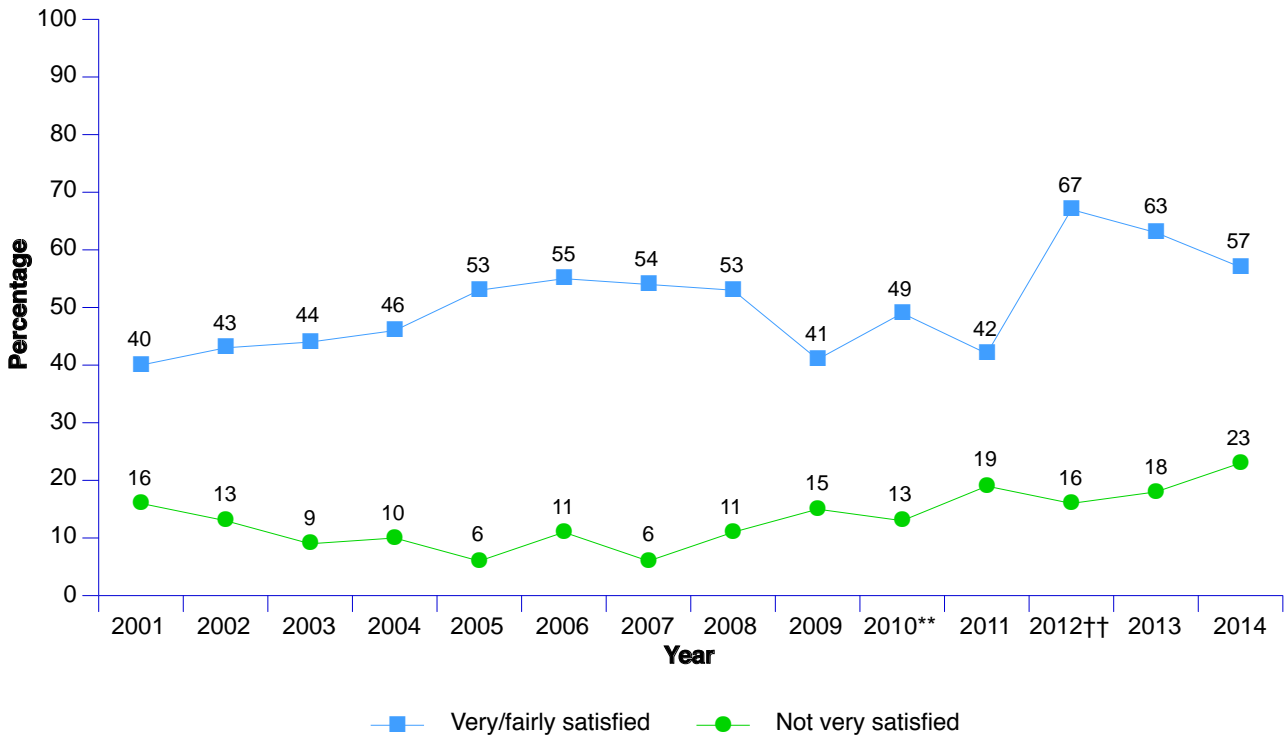
†† readings prior to 2012 and Peer Group and National Averages refer to satisfaction with the promotion of job opportunities

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

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Not promoted enough/ could do more/ don't do enough	6	7	5	9	4
Not enough work in Rotorua	5	5	1	7	6
Not happening/ never seen anything/ no promotion/ advertising	5	5	5	4	4
No promotion/ encouragement to business/ need more promotion/ incentives to businesses	4	1	4	4	6
It's stagnant/ lack of growth/ people don't want to live here/ people are leaving	4	3	2	4	5

* multiple responses allowed

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

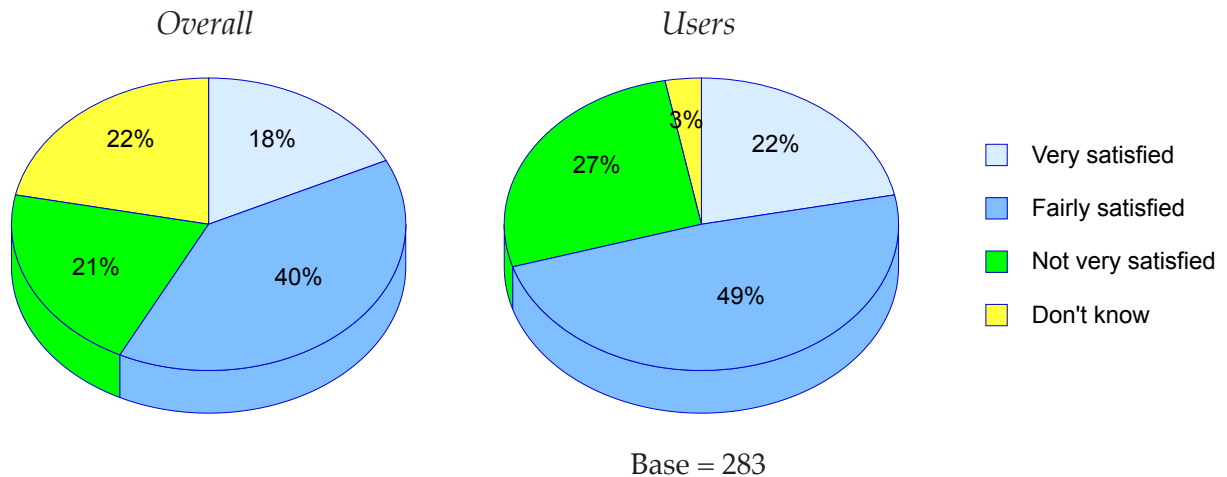


** 2010 survey not conducted by NRB

†† 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 = 57%

xvi. Public Toilets



58% of Rotorua District residents are satisfied with the District's public toilets, while 21% are not very satisfied and 22% are unable to comment (13% in 2013).

The percent not very satisfied with public toilets is on par with the Peer Group and National Averages and 10% below the 2013 reading.

73% of households have used a public toilet in the last 12 months. Of these "users", 71% are satisfied (63% in 2013) and 27% not very satisfied (35% in 2013).

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

- women,
- residents with an annual household income of \$75,000 or less,
- longer term residents, those residing in the District more than 10 years.

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

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

Satisfaction With Public Toilets

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	2014 [†]	18	40	58	21	22
	2013	12	44	56	31	13
	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 [†]		22	49	71	27	3
Comparison						
Peer Group (Provincial)		25	44	69	18	13
National Average		23	46	69	18	13
Area						
North		21	32	53	29	18
South		15	39	55	21	25
East		20	37	59	17	26
West		14	50	64	18	18
Gender						
Male		17	46	63	17	20
Female [†]		19	34	53	25	23
Household Income						
Less than \$45,000 pa [†]		18	33	51	27	23
\$45,000 - \$75,000 pa [†]		18	38	56	26	19
More than \$75,000 pa		17	45	62	15	23
Length of Residence						
Lived there 10 years or less		22	38	60	13	27
Lived there more than 10 years		17	40	57	23	20

% read across

* not asked prior to 2006

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

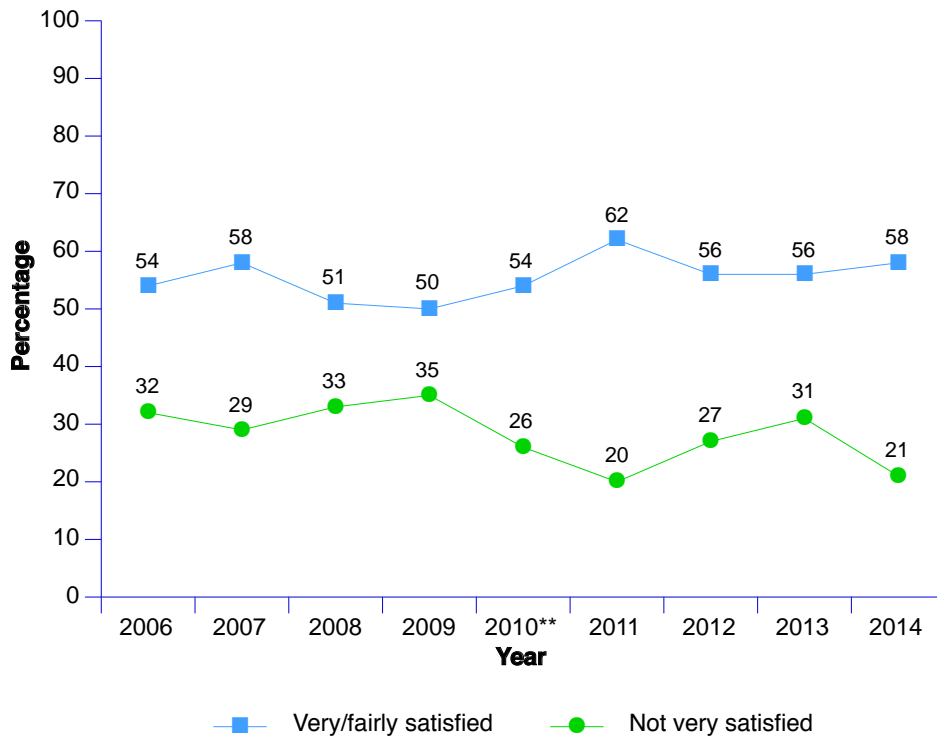
Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

	Total District 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Old /rundown /poor condition / need maintenance /upgrading	10	18	10	9	5
Dirty /smelly /disgusting /untidy / need cleaning more often	9	15	8	8	6
Not enough toilets /need more	6	5	5	5	8

* multiple responses allowed

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

Public Toilets

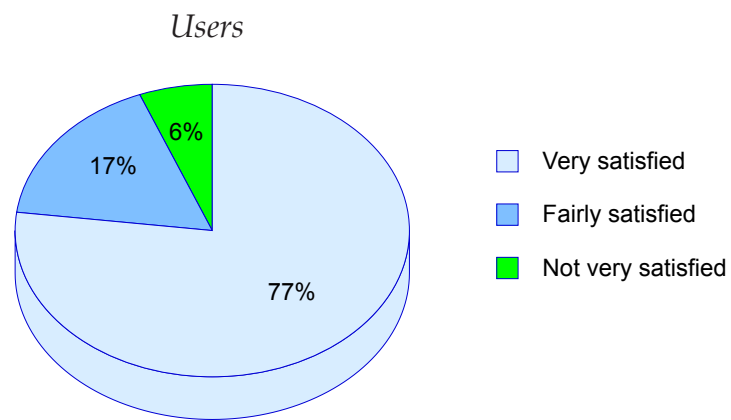
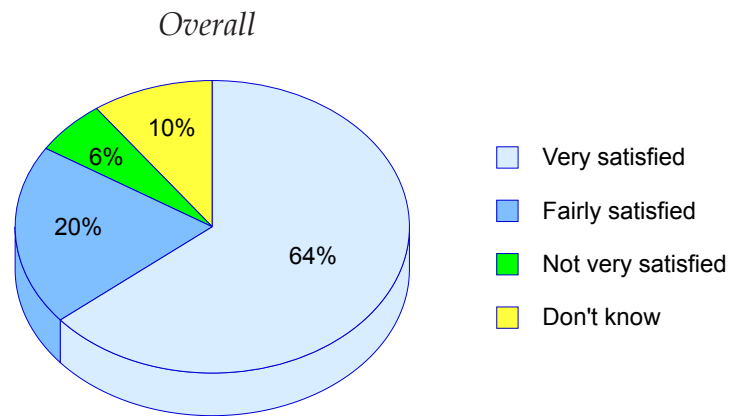


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 58%
 Users = 71%

xvii. Cycling Facilities In The District



Base = 174

84% of residents are satisfied with the cycling facilities in the District (80% in 2013), including 64% who are very satisfied (57% in 2013). 6% are not very satisfied (10% in 2013) and 10% are unable to comment.

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

51% of households have used cycling facilities in the last 12 months (46% in 2013). Of these, 94% are satisfied (87% in 2013) and 6% not very satisfied (11% in 2013).

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 ...

- cycle lanes poorly planned / designed / too narrow / need to be improved, mentioned by 2% of all residents,
- cycling on roads dangerous for cyclists / condition of roads / narrow roads, 2%,
- not enough cycling facilities / cycle lanes / need more, 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	2014	64	20	84	6	10
	2013	57	23	80	10	10
	2012	51	31	82	7	11
	2011 [†]	36	28	64	14	21
	2010**	26	34	60	19	21
Users		77	17	94	6	-
Area						
North [†]		65	17	82	10	9
South		61	24	85	3	12
East		65	14	79	9	12
West [†]		66	25	91	2	6

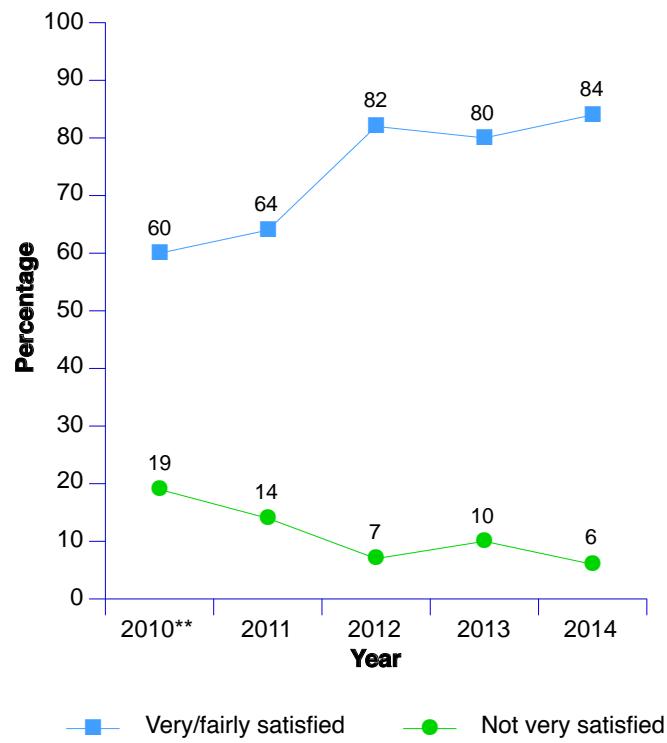
% read across

* not asked prior to 2010

** 2010 survey not conducted by NRB

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

Cycling Facilities In The District

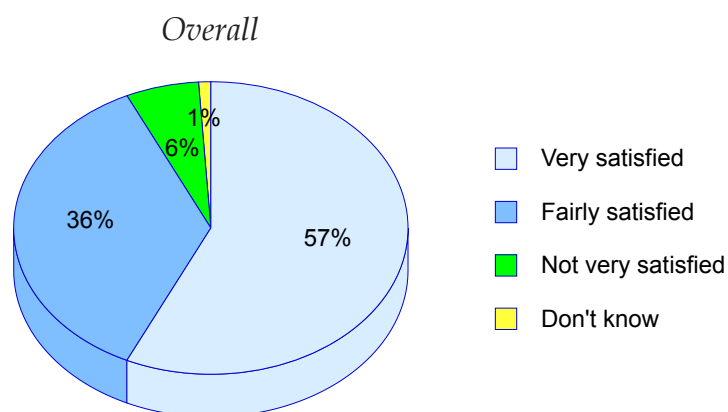


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 84%
 Users = 94%

xviii. Appearance And Cleanliness Of The Rotorua City Centre



93% of all residents are satisfied with the appearance and cleanliness of the Rotorua City Centre, including 57% who are very satisfied (53% in 2013).

The percent not very satisfied (6%) is below the Peer Group and National Averages for litter control in general and similar to the 2013 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 ...

- empty shops/vacant shops, mentioned by 4% of all residents,
- old/tired/rundown/unappealing/not a good impression, 2%.

* 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	2014	57	36	93	6	1
	2013	53	41	94	5	1
	2012	60	37	97	2	1
	2011 [†]	60	37	97	4	-
	2010 ^{**}	53	43	96	4	-
Comparison^{††}						
	Peer Group (Provincial)	28	54	82	15	3
	National Average [†]	32	52	84	14	3
Area						
	North	54	37	91	9	-
	South	55	42	97	3	-
	East	55	39	94	5	1
	West [†]	65	25	90	8	1

% read across

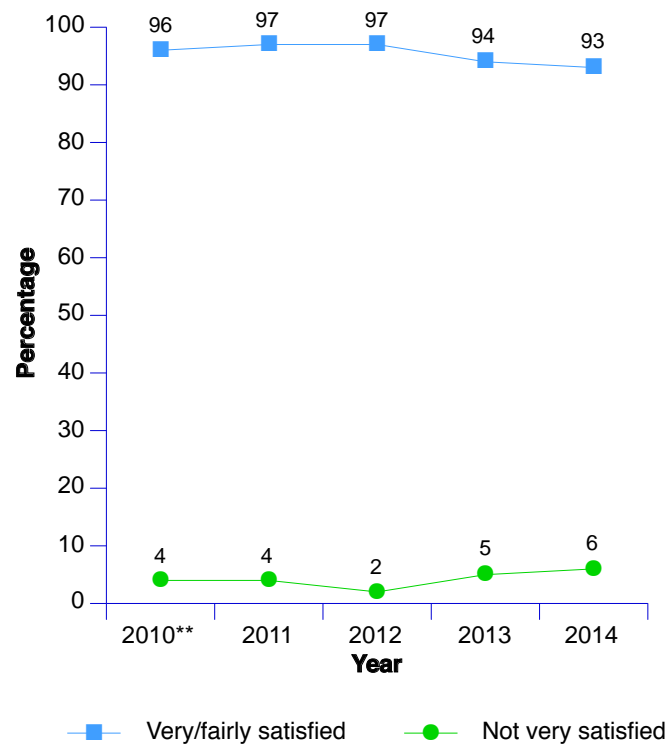
* not asked prior to 2010

** 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



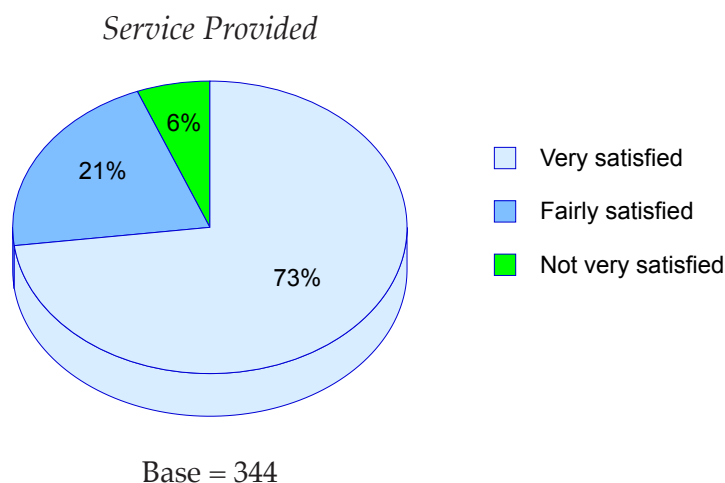
** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 93%

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



84% of residents are provided with a piped water supply. Of these, 94% are satisfied, including 73% who are very satisfied, while 6% are not very satisfied. These readings are similar to last year's findings.

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

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

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

- unpleasant taste, mentioned by 3% of residents who are provided with a piped water supply,
- cost issues, 1%,
- poor water pressure and supply / water restrictions, 1%,
- quality of water / colour / smell, 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 2014	73	21	94	6	-
2013	74	21	95	5	-
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)	58	32	90	9	1
National Average [†]	56	33	89	10	-
Area					
North	64	24	88	12	-
South	77	21	98	2	-
East [†]	75	21	96	3	-
West	75	19	94	6	-

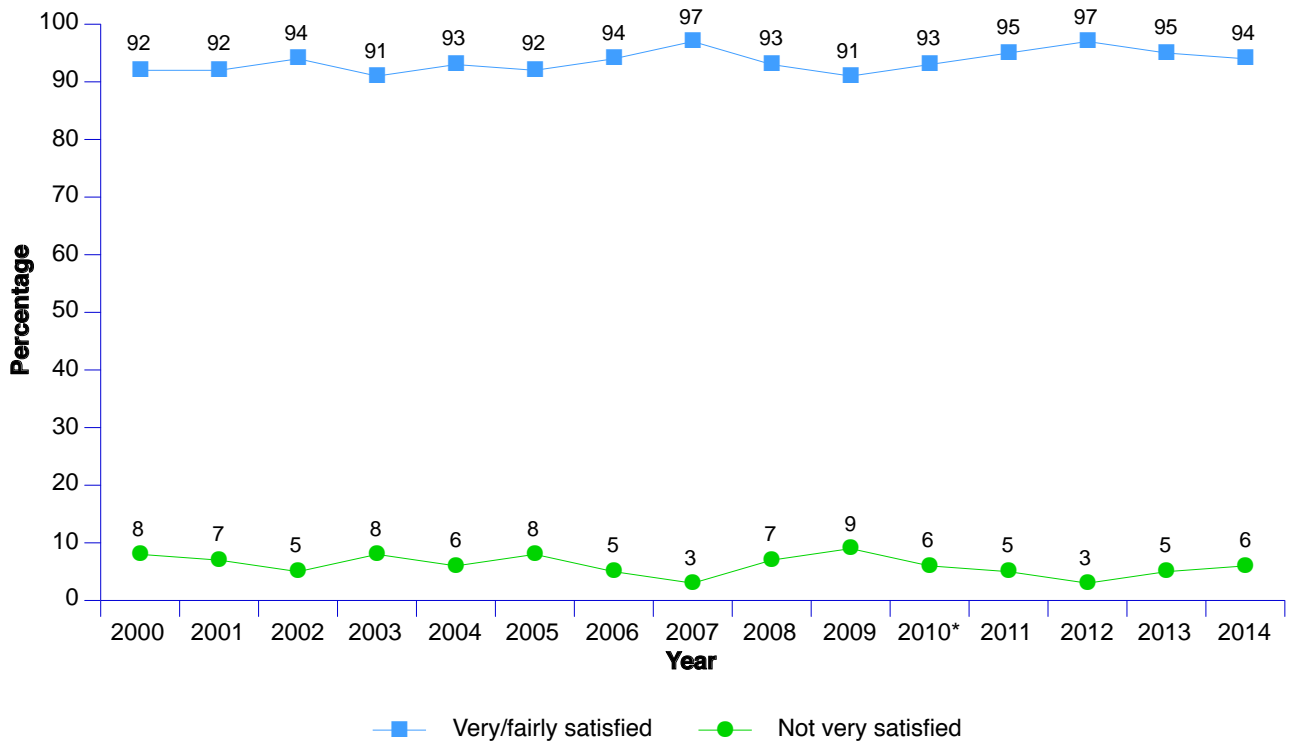
Base = 334

% read across

* 2010 survey not conducted by NRB

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

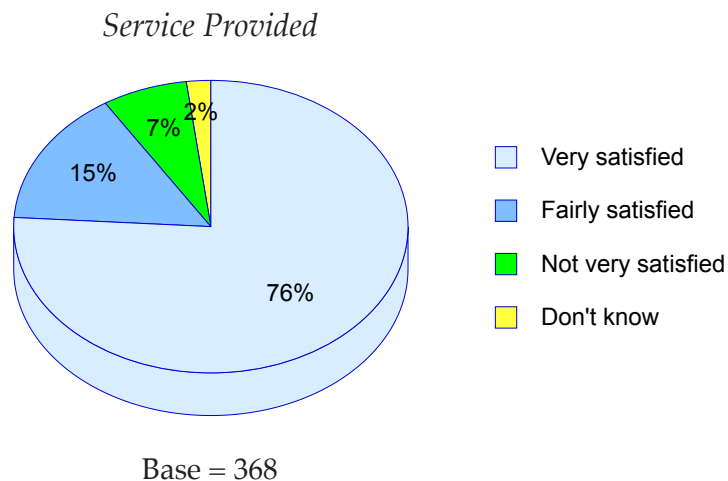
Water Supply (Receivers Of Service)



* 2010 survey not conducted by NRB

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

ii. Rubbish Collection



90% of residents say Council provides a regular rubbish collection service where they live.

Of these, 91% are satisfied (94% in 2013), including 76% who are very satisfied, while 7% are not very satisfied.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents, who are provided 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 ...

- need recycling / would like kerbside recycling, mentioned by 3% of residents who are provided, by Council, with a regular rubbish collection service,
- not enough rubbish bags supplied, 1%,
- would like bins / wheelie bins, 1%,
- dislike paper rubbish bags / animals get into them, 1%,
- collectors could do a better job, 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 2014	76	15	91	7	2
2013	78	16	94	6	-
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)	58	28	86	11	3
National Average†	59	28	87	8	4
Area					
North	68	16	84	10	6
South	72	20	92	8	-
East	78	12	90	9	1
West†	84	13	97	3	1

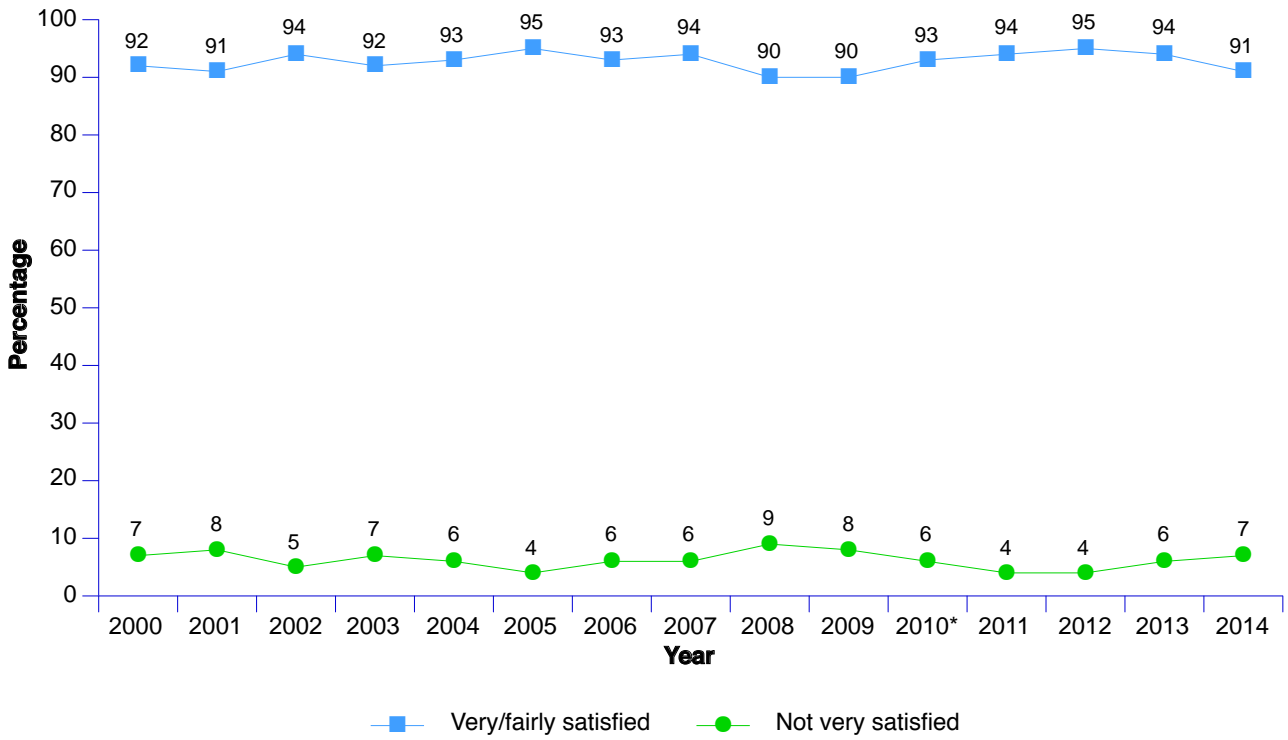
Base = 368

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

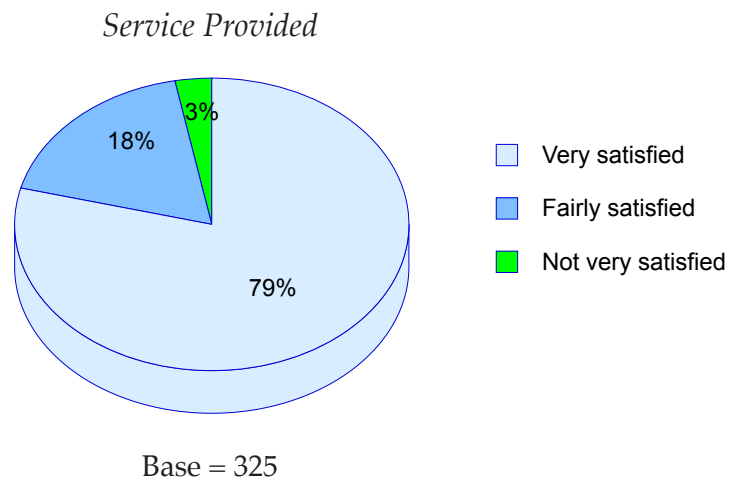
Rubbish Collection (Receivers Of Service)



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Receivers of Service = 91%

iii. The Sewerage System



80% of residents are provided with a sewerage system. Of these, 97% are satisfied, including 79% who are very satisfied and 3% not very satisfied. These readings are similar to the 2013 results.

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 with a sewerage system and are not very satisfied.

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

- cost issues, mentioned by 1% of residents who are provided, by Council, with a sewerage system,
- others, 2%.

* multiple responses allowed

Satisfaction With The Sewerage System

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With A Sewerage System					
2014	79	18	97	3	-
2013	81	18	99	1	-
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)	57	37	94	5	1
National Average	55	33	88	9	3
Area					
North	74	21	95	5	-
South	77	21	98	2	-
East	83	15	98	1	1
West	83	14	97	3	-

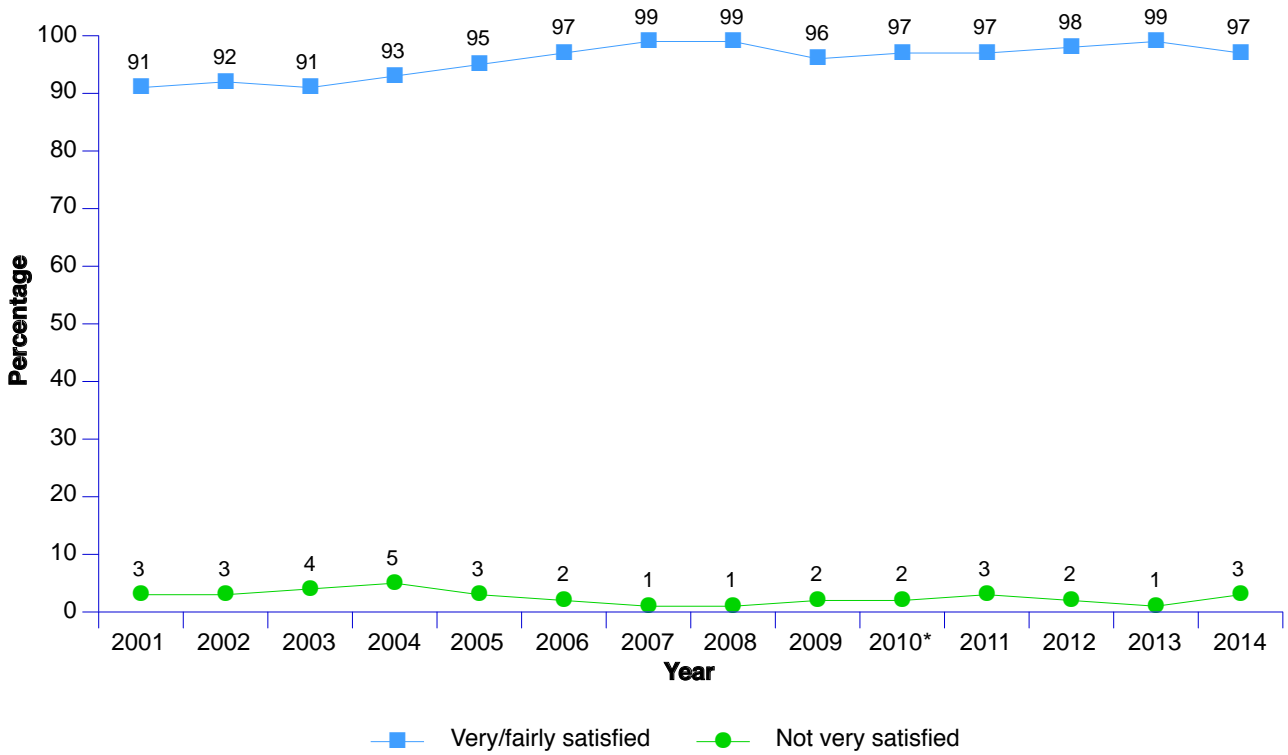
Base = 325

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

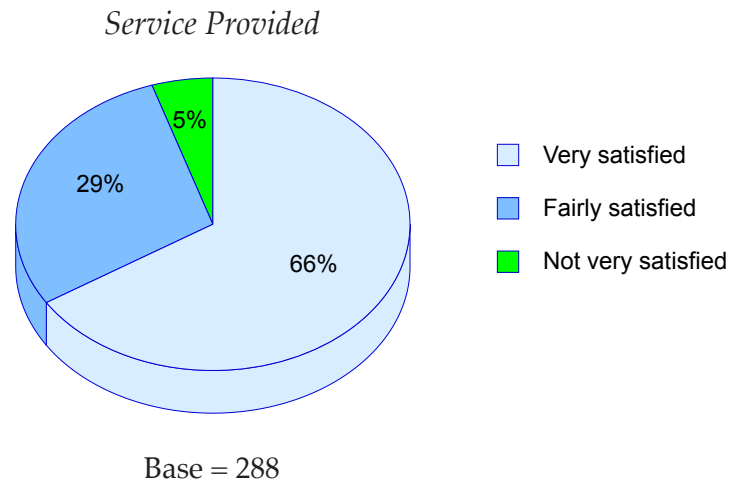
Sewerage System (Receivers Of Service)



* 2010 survey not conducted by NRB

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

iv. Stormwater Drainage



71% of residents are provided with a piped stormwater drainage system (74% in 2013). Of these, 95% are satisfied, including 66% who are very satisfied, while 5% are not very satisfied. These readings are similar to the 2013 results.

The percent not very satisfied is on par with the Peer Group Average, and below 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 2% of residents who are provided with a piped stormwater drainage system,
- flooding/surface flooding, 2%,
- open drains, 2%.

* multiple responses allowed

Satisfaction With The Stormwater Drainage

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With Piped Stormwater Collection					
2014	66	29	95	5	-
2013	64	31	95	5	-
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)	38	51	89	10	1
National Average [†]	36	48	84	14	3
Area					
North	57	35	92	7	1
South [†]	60	37	97	2	-
East	77	17	94	6	-
West	67	29	96	4	-

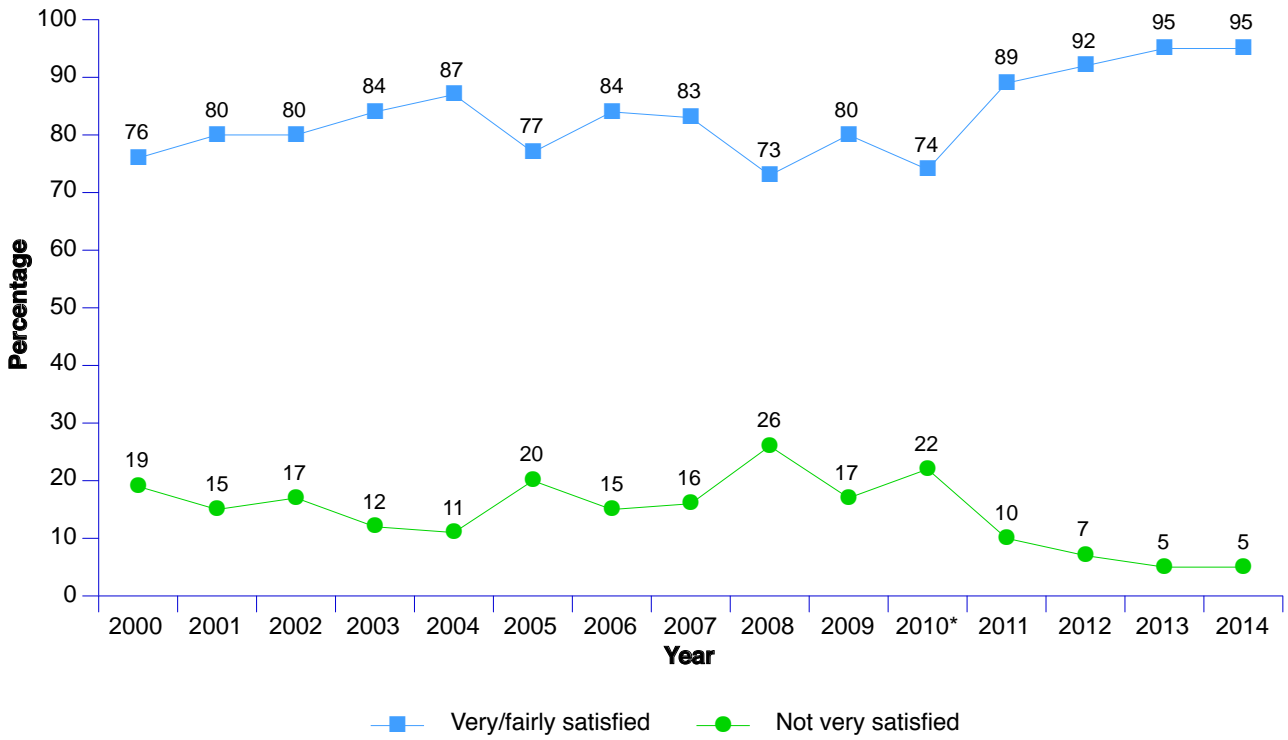
Base = 288

% 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 = 95%

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 %
Promotion of Rotorua as a destination to live, work and invest	46	41	5	8
Recycling waste materials	39	55	2	4
Public toilets	38	49	2	11
Roads	31	65	4	-
Rotorua Aquatic Centre [†]	30	59	2	10
Promotion of Rotorua as a destination to visit [†]	28	62	7	4
Event promotion	26	65	7	2
Parks, reserves and playgrounds [†]	23	73	2	3
Footpaths	23	69	5	3
Dog control	23	66	6	5
Cycling facilities in the District	23	62	7	8
Appearance and cleanliness of the Rotorua City Centre	22	77	1	-
Parking in Rotorua City [†]	20	73	6	2
Rubbish collection [†]	17	78	2	4
Stormwater drainage	17	73	1	9
Sportsfields	15	74	3	8
Beautification/landscaping	14	78	7	1
Library service	14	74	3	9
Sewerage system	13	76	1	10
Art and History Museum	7	76	6	11
Water supply	6	84	2	8
Noise control	4	78	5	13

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

d. Spend 'More' Comparison

	2014 %	2013 %	2012 %	2011 %	2010* %	2009 %	2008 %
Promotion of Rotorua as a destination to live, work and invest [†]	46	46	43	48	25	39	33
Recycling waste materials	39	50	43	56	48	61	64
Public toilets	38	49	45	35	35	53	49
Roads	31	35	31	37	25	29	37
Rotorua Aquatic Centre	30	25	29	20	16	22	25
Promotion of Rotorua as a destination to visit [◊]	28	30	33	NA	NA	NA	NA
Event promotion**	26	24	26	26	19	28	23
Parks, reserves and playgrounds	23	26	24	24	14	21	22
Footpaths	23	20	22	23	20	20	26
Dog control	23	22	21	25	17	26	29
Cycling facilities in the District	23	22	20	26	NA	NA	NA
Appearance and cleanliness of the Rotorua City Centre	22	19	16	15	NA	NA	NA
Parking in Rotorua's CBD	20	26	29	38	24	35	37
Rubbish collection	17	14	12	17	11	18	16
Stormwater drainage	17	15	17	25	26	31	37
Sportsfields	15	14	16	13	9	13	12
Beautification/landscaping	14	9	10	11	7	15	13
Library service	14	13	15	11	9	8	14
Sewerage system	13	12	13	12	17	21	22
Art and History Museum	7	9	9	8	8	9	10
Water supply	6	9	7	10	8	10	14
Noise control	4	7	5	8	2	6	7

NA: not asked

[†] readings prior to 2012 refer to "promotion of job opportunities"

* 2010 survey not conducted by NRB

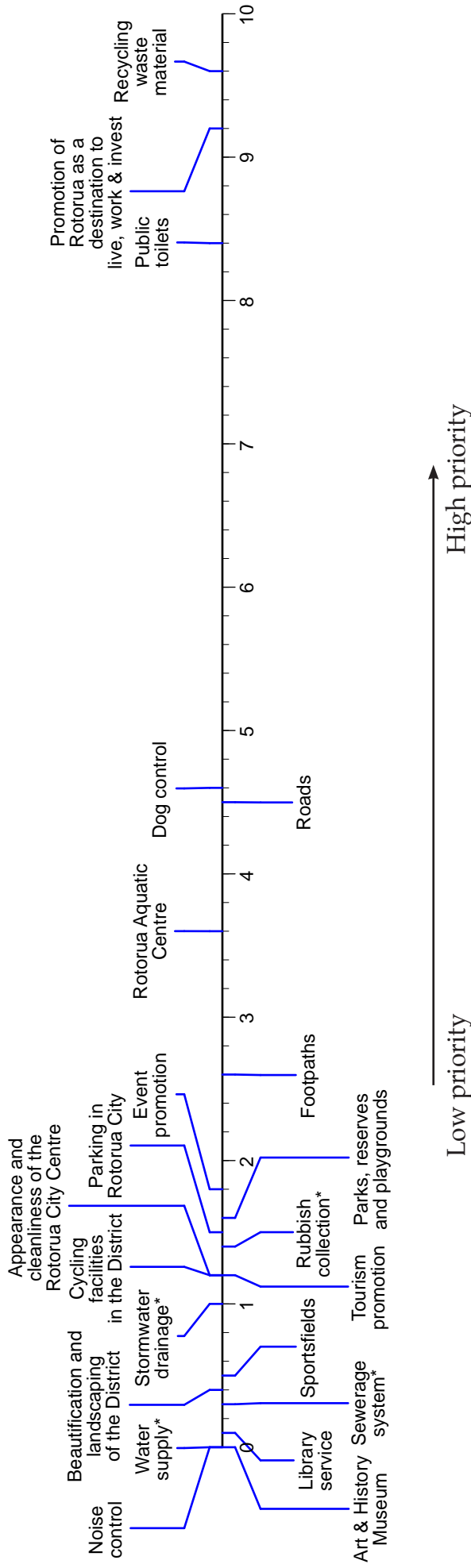
** readings prior to 2012 refer to "event and tourism promotion of Rotorua"

[◊] prior to 2012, refer to previous years' readings for event promotion

Top '5' Spend More Services/Facilities By Area

	Total District 2014 %	Area			
		North %	South %	East %	West %
Promotion of Rotorua as a destination to live, work and invest	46	45	42	46	51
Recycling waste materials	39	50	40	29	37
Public toilets	38	44	39	30	37
Roads	31	41	32	23	27
Rotorua Aquatic Centre	30	25	21	28	43

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 22 services / facilities where both the not very satisfied readings and mean spend figures are available.

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

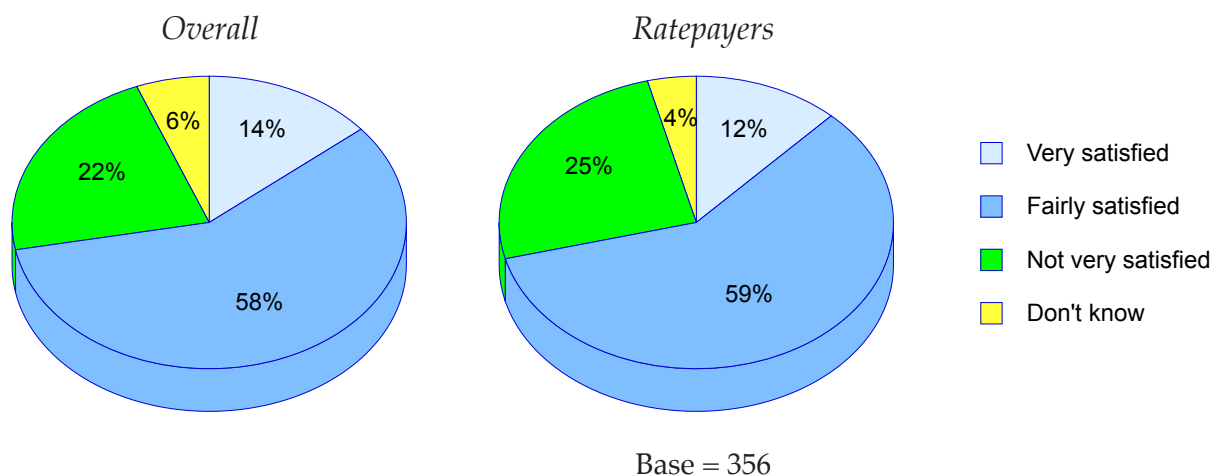
Recycling waste materials, promotion of Rotorua as a destination to live, work and invest, and public toilets are the top priorities for Council in terms of spend, with noise control, Art & History Museum and water supply* being of lowest priority in terms of spend.

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



2. Rates Issues

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



85% of residents identify themselves as ratepayers (79% in 2013).

Overall, 72% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (75% in 2013). 22% of all residents are not very satisfied with the way rates are spent and this is below the Peer Group Average, slightly below the National Average and on par with the 2013 reading.

71% of ratepayers are satisfied with the way rates are spent (75% in 2013), while 25% are not very satisfied.

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

- men,
- ratepayers.

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

- high rates/increases/too high for services received/not value for money,
- need better/no rubbish collection/kerbside recycling/dump charges,
- other specified services/facilities needing expenditure/attention.

Satisfaction With The Way Rates Are Spent On Services And Facilities

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2014	14	58	72	22	6
	2013 [†]	10	65	75	19	5
	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	56	64	30	6
	National Average [†]	7	60	67	28	6
Area						
	North	13	50	63	27	10
	South	15	61	76	16	8
	East	12	57	69	24	7
	West [†]	14	63	77	21	1
Gender[†]						
	Male	11	57	68	28	5
	Female	16	60	76	17	8
Ratepayer?						
	Ratepayer	12	59	71	25	4
	Non-ratepayer [†]	21	52	73	6	22

% 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 2014 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
High rates/increases/too high for services received/not value for money	8	8	4	11	8
Need better/no rubbish collection/kerbside recycling/dump charges	5	8	4	2	5
Other specified services/facilities needing expenditure/attention	4	4	3	4	5

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 72%

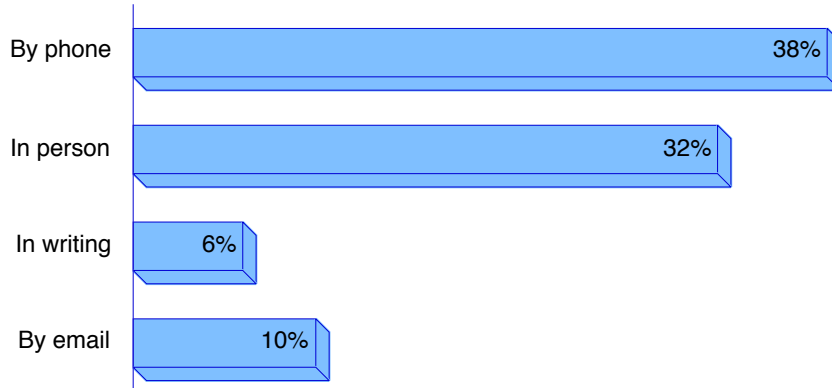
Ratepayers = 71%



3. Contact With Council

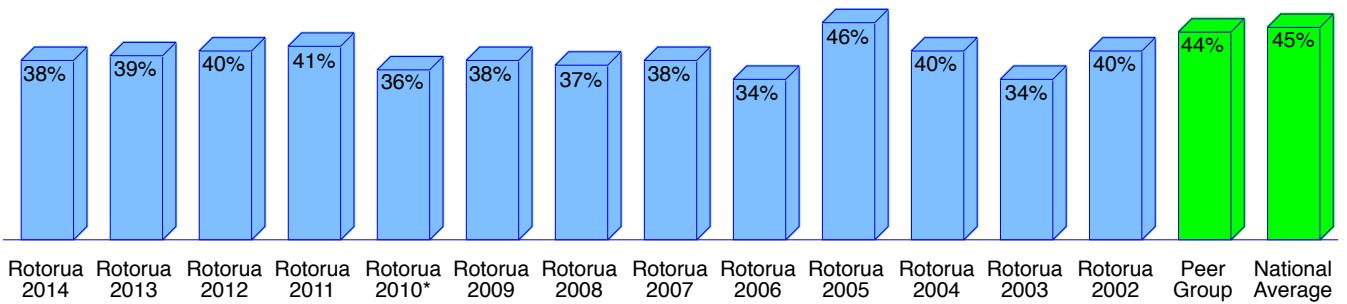
a. Levels Of Contact

2014 - Yes, Have Contacted ...

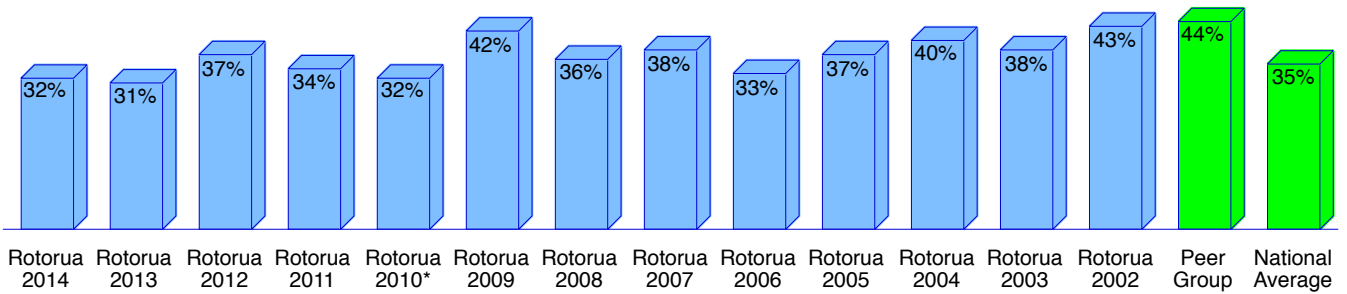


Percent Saying 'Yes' - Comparison

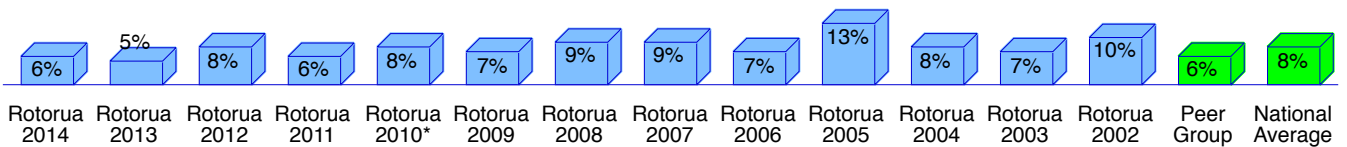
'By Phone'



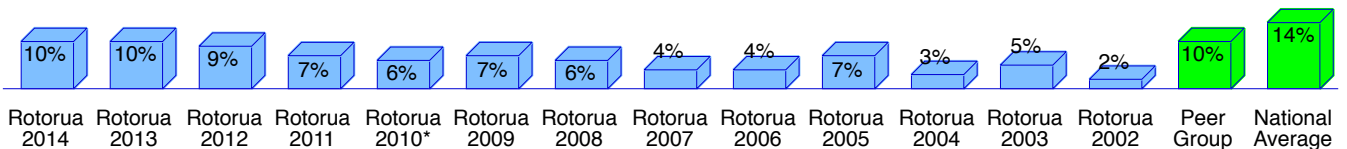
'In Person'



'In Writing'



'By Email'



* 2010 survey not conducted by NRB

38% of residents have contacted Council offices by phone in the last year, while 32% visited a Council office in person, 6% contacted Council in writing and 10% contacted them by email. These readings are similar to the 2013 results.

Residents are slightly below Peer Group residents and below residents nationwide to contact Council by phone and below Peer Group residents and on par with residents nationwide to contact them in person.

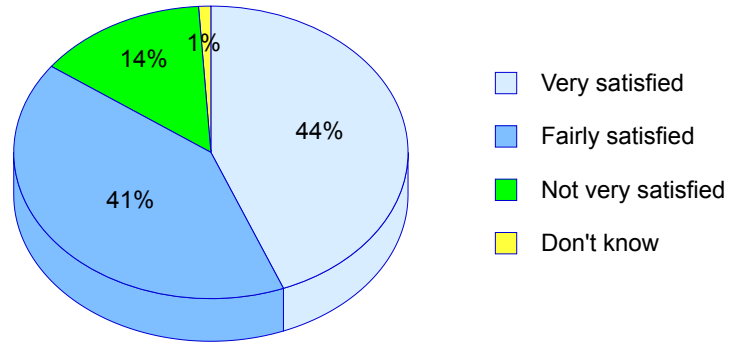
Rotorua District residents are similar to Peer Group residents and residents nationwide to say they have contacted Council in writing and similar to Peer Group residents and on par with residents nationwide to say they have contacted Council by email.

Ratepayers are more likely to contact Council offices by **phone**, than non-ratepayers.

Ratepayers are also more likely to contact Council offices **in person**, than non-ratepayers.

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

b. Satisfaction When Contacting The Council Offices By Phone



Base = 151

85% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 44% who are very satisfied, while 14% are not very satisfied. These readings are similar to the 2013 results.

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

Men[†] are more likely, than women[†], to be not very satisfied.

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

Reasons They Are Not Very Satisfied

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

- don't get back to you/no follow up/slow to respond, mentioned by 5% of residents contacting Council by phone (8 respondents),
- lack of action/slow to act, 5% (7 respondents),
- inefficient service/couldn't get answers/unclear information, 3% (5 respondents),
- poor attitude/rude/not helpful, 3% (5 respondents).

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

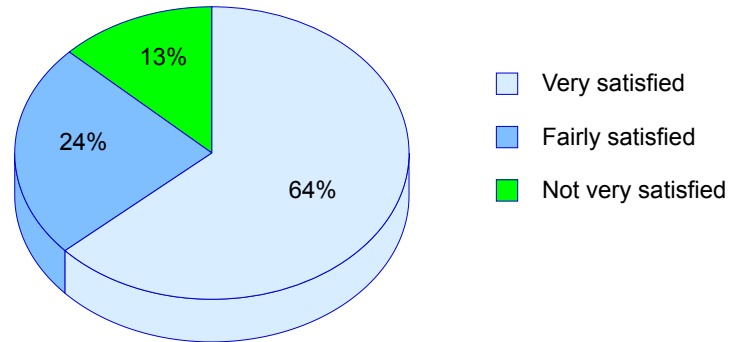
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices By Phone					
2014	44	41	85	14	1
2013	42	41	83	16	2
2012	47	39	86	14	-
2011	37	42	79	20	1
2010	31	43	74	24	2
2009	30	49	79	21	-
2008	33	39	72	28	-
2007	36	43	79	20	1
2006	37	49	86	14	-
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)	50	36	86	14	-
National Average	40	42	82	18	-
Area					
North	36	47	83	17	-
South	50	40	90	8	2
East [†]	49	39	88	13	-
West	44	38	82	18	-
Gender					
Male	40	37	77	22	1
Female	48	45	93	7	-

Base = 151

% read across

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

c. Satisfaction When Visiting A Council Office In Person



Base = 132

88% of residents visiting a Council office in person in the last 12 months are satisfied (93% in 2013), including 64% who are very satisfied (55% in 2013). 13% are not very satisfied (7% in 2013).

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

Men[†] are more likely to be not very satisfied, than women[†].

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

Reasons They Are Not Very Satisfied

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

- poor attitude/ not very helpful, mentioned by 4% of residents who visited a Council office in person (5 respondents),
- inefficient/ poor service, 4% (5 respondents),
- don't get back to you/ slow response, 2% (3 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					
2014 [†]	64	24	88	13	-
2013	55	38	93	7	-
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	35	92	8	-
National Average	53	35	88	12	-
Area					
North	64	28	92	8	-
South	66	25	91	9	-
East	66	25	91	9	-
West**	60	15	75	26	-
Gender					
Male	49	28	77	23	-
Female	77	20	97	3	-

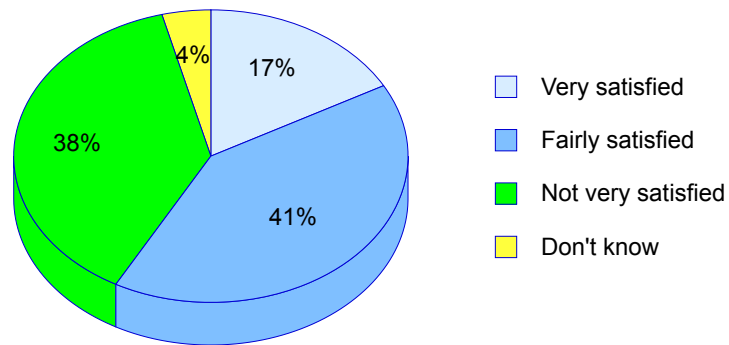
Base = 132

% read across

* caution: small base

† does not add to 100% due to rounding

d. Satisfaction When Contacting The Council Offices In Writing



Base = 22
 (Margin of error is $\pm 20.9\%$)
 Caution: small base

58% of residents contacting the Council offices in writing in the last 12 months are satisfied, while 38% are not very satisfied (25% in 2013). Caution is required as the base is small, N=22.

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

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

- unhelpful/ not interested, mentioned by 18% of residents contacting Council in writing (4 respondents),
- no response/ slow response, 13% (3 respondents),
- inefficient service, 8% (2 respondents).

* multiple responses allowed

Satisfaction When Contacting The Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices In Writing*					
2014	17	41	58	38	4
2013 [†]	31	30	61	25	15
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)	21	52	73	27	-
National Average	26	39	65	34	1
Area**					
North	-	20	20	80	-
South	28	72	100	-	-
East	32	50	82	8	10
West	7	34	41	59	-

Base = 22^{††}

% read across

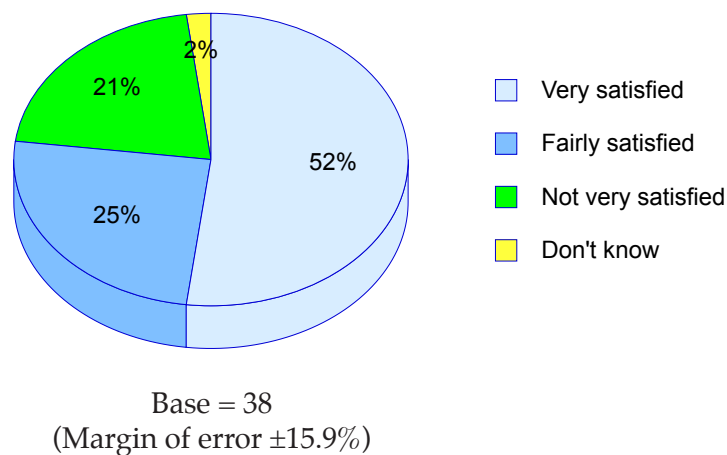
** caution small / very small bases

* not asked separately in 2010

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

^{††} caution: small base

e. Satisfaction When Contacting The Council Offices By Email



77% of Rotorua residents contacting the Council offices by **email**, in the last 12 months, are satisfied (83% in 2013), while 21% are not very satisfied (13% in 2013).

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

As the bases for all Areas and most socio-economic groups are small (<30), no comparisons have been made.

Reasons They Are Not Very Satisfied

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

- unhelpful/not interested, mentioned by 8% of residents contacting Council by email (3 respondents),
- no response yet/slow to respond, 7% (3 respondents),
- inefficient service, 6% (2 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*					
2014	52	25	77	21	2
2013	38	45	83	13	4
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)†	40	39	79	20	2
National Average	38	40	78	22	-
Area**					
North	50	10	60	40	-
South	53	30	83	12	5
East	56	37	93	7	-
West	50	16	66	34	-

Base = 38

% read across

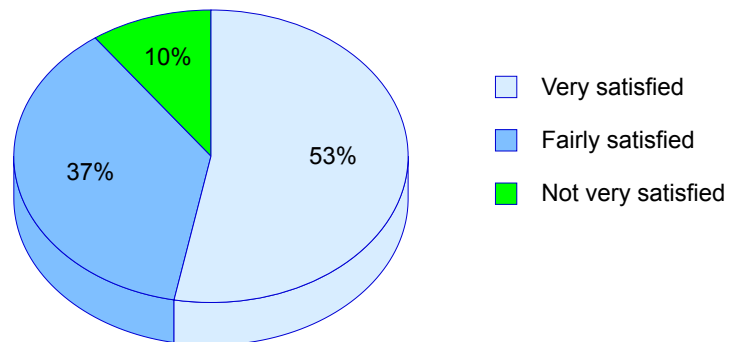
** caution small / very small bases

* 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 = 213

52% 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. 90% are satisfied (85% in 2013), with 53% being very satisfied (46% in 2013). 10% are not very satisfied.

The percent not very satisfied with the service they received from Council offices is similar to the Peer Group Average and the 2013 reading 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 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*					
2014	53	37	90	10	-
2013	46	39	85	14	1
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) [†]	42	46	88	13	-
National Average	41	41	82	17	1
Area					
North	55	33	88	12	-
South	46	46	92	8	-
East	56	35	91	9	-
West	54	33	87	13	-

Base = 213

% 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	= 90%
Contacted Council by phone	= 85%
Contacted Council in person	= 88%
Contacted Council in writing*	= 58%
Contacted Council by email	= 77%

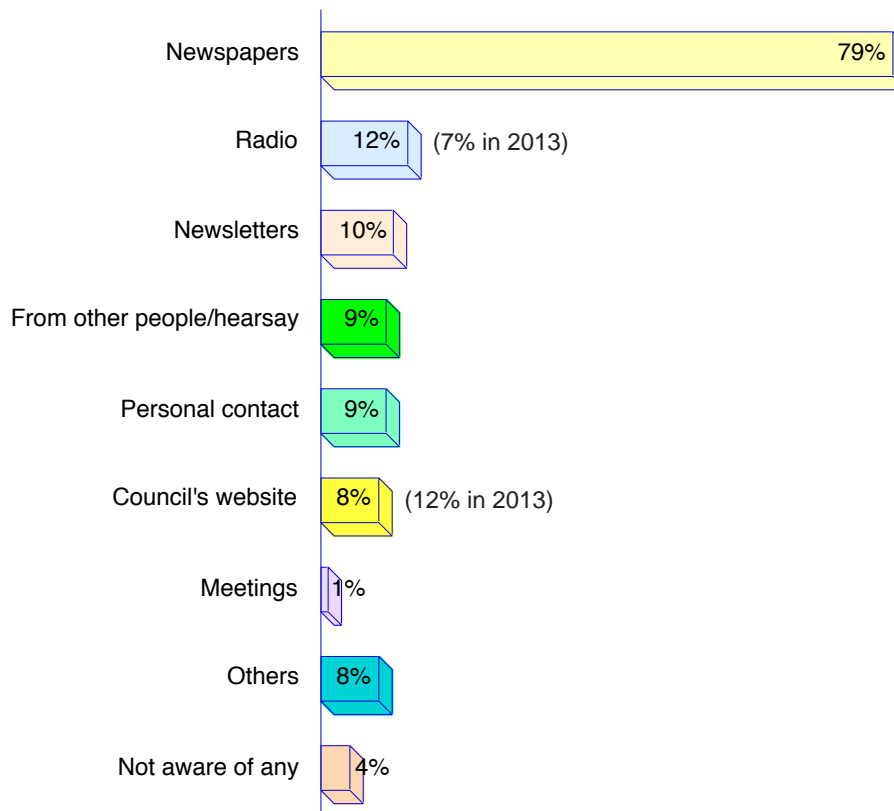
* caution: small base



4. Information

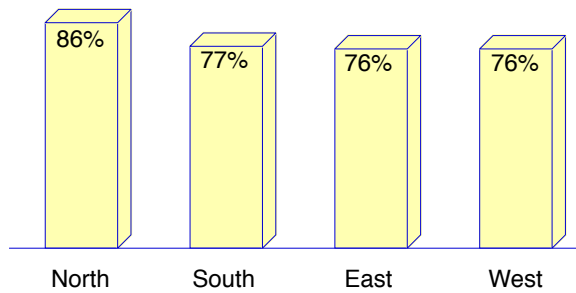
a. Main Source Of Information About Council

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

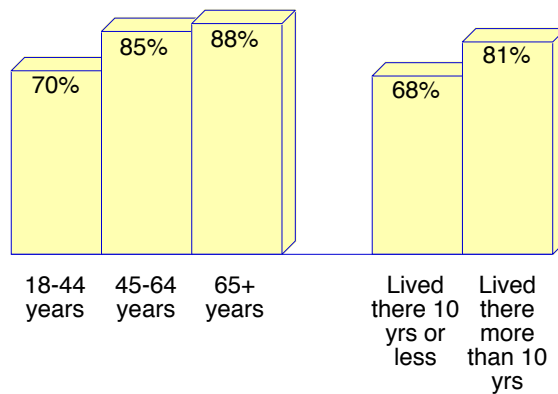


* multiple responses allowed

Percent Saying 'Newspapers' - By Area



Percent Saying 'Newspapers' - Comparing Different Types Of Residents



The majority of residents (79%) consider newspapers to be their main source of information about Council. This is similar to the 2013 reading.

Residents **more** likely to consider newspapers to be their main source of information about Council are ...

- residents aged 45 years or over,
- longer term residents, those residing in the District more than 10 years.

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

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

- Daily Post, 83% of residents who consider newspapers to be their main source of information about Council (77% in 2013),
- Rotorua Review, 70% (65% in 2013),
- Weekender, 62% (52% in 2013),
- New Zealand Herald, 8% (7% in 2013),
- others, 1% (3% in 2013).

Base = 327

* multiple responses allowed

The other newspapers mentioned are ...

"Ngongotaha News."

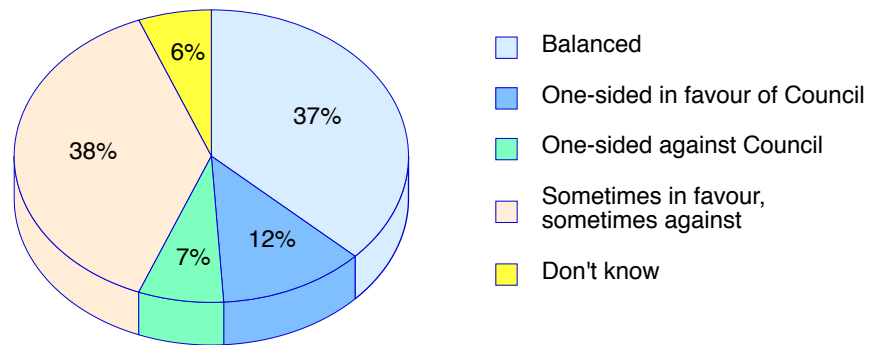
"Sunday Herald."

"Local weekly free paper."

"Free papers."

b. Is The Information Provided About Council Balanced?

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



Base = 394
(residents who are aware of information)

Summary Table: How Balanced Is Information About Council?

	Mentioned Main Source 2014 %	Mentioned Main Source 2013 %	Area			
			North %	South %	East %	West %
Percent Who Mentioned ...						
Balanced - neither for nor against Council	37	33	32	34	37	44
Sometimes in favour and sometimes against Council	38	39	40	45	33	35
A little one-sided	57	61				
- in favour of Council	12	15	12	11	16	10
- against Council	7	7	7	4	9	6
Don't know / can't say	6	7	8	6	5	5
Total	100	+101	+99	100	100	100
Base	394	390	105	94	102	93

† does not add to 100% due to rounding

37% of residents who are aware of information about what's going on in the District see the information provided about Council as balanced, neither for nor against Council (33% in 2013), while 38% see that information as sometimes in favour and sometimes against Council.

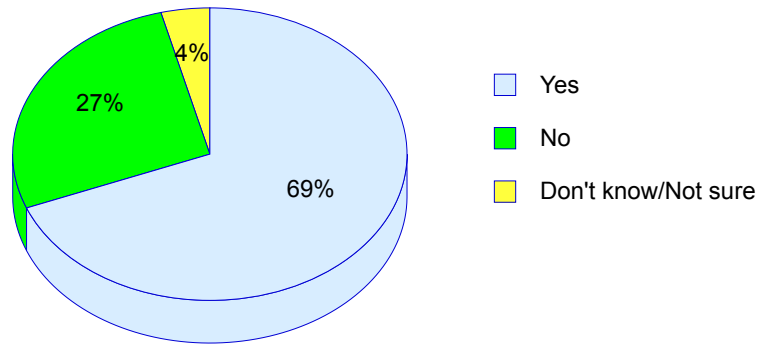
12% of residents see information provided about Council as a little one-sided in favour of Council (15% in 2013), with 7% seeing it as a little one-sided against Council.

Shorter term residents[†], those residing in the District 10 years or less, are more likely to see information provided about Council as balanced, than longer term residents[†].

[†] residents who are aware of information about Council, N=394

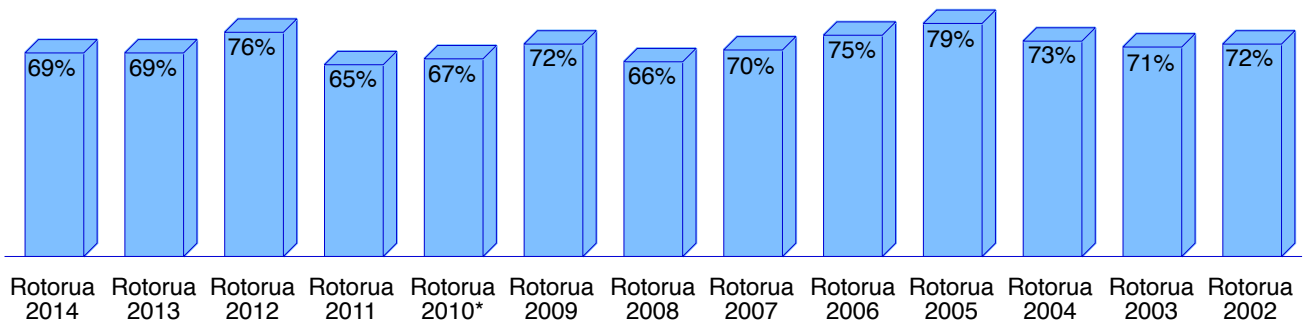
c. Readership Of Information Published By Council In The Last 12 Months

Residents Who Are Aware Of Information



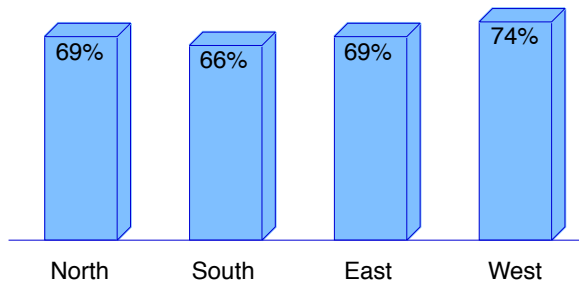
Base = 394

Percent Saying 'Yes' - Comparison



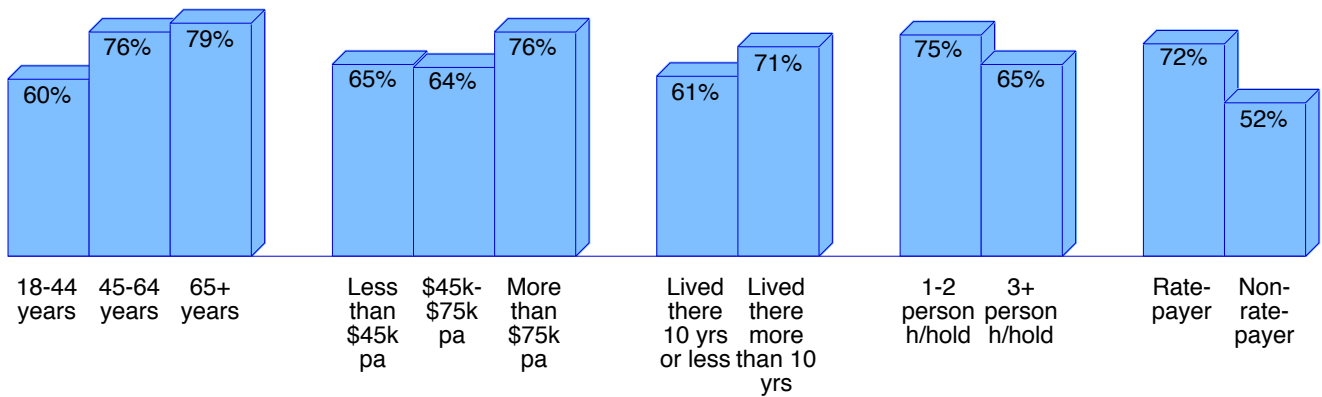
* 2010 question asked of **all** residents (survey not conducted by NRB)

Percent Saying 'Yes' - By Area[†]



[†] residents who are aware of information N=394

Percent Saying 'Yes' - Comparing Different Types Of Residents[†]



69% 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. This is similar to last year's reading.

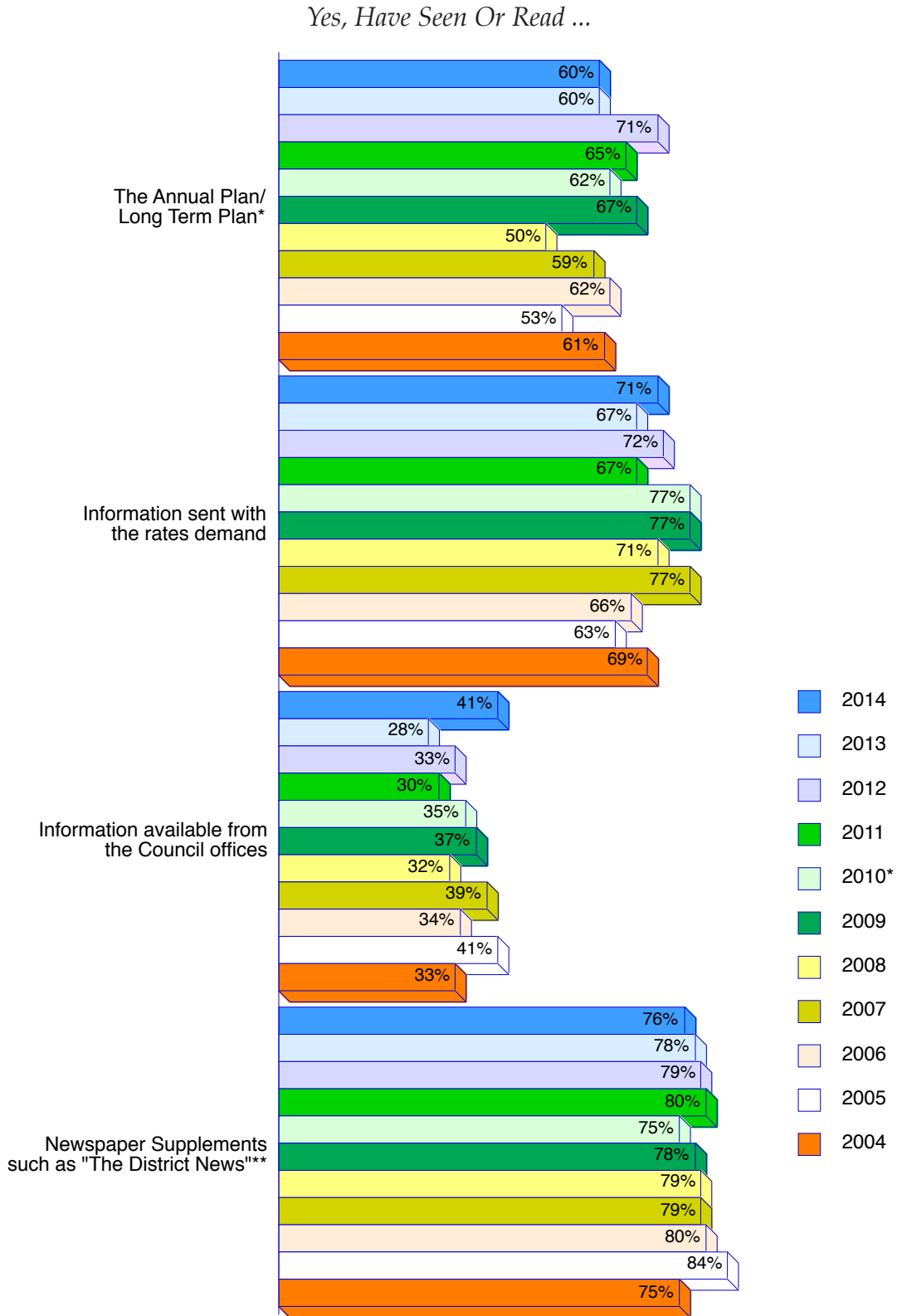
Residents[†] more likely to have seen or read information published by Council in the last 12 months are ...

- residents aged 45 years or over,
- residents with an annual household income of more than \$75,000,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household,
- ratepayers.

[†] residents who are aware of information N=394

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

Those residents (69%) who have seen or read information published by Council were asked to consider what types they have seen/read in the last 12 months.



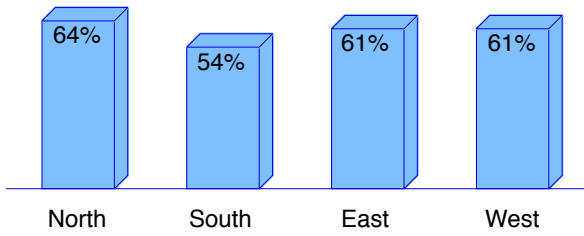
Base = 286

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

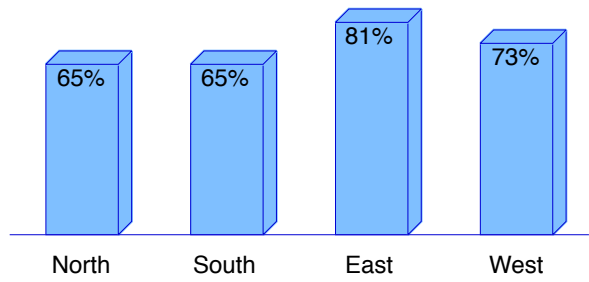
† 2010 survey not conducted by NRB

Yes, Have Seen/Read - By Area

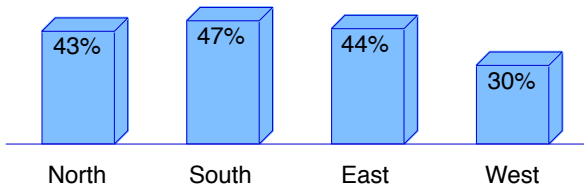
The Annual Plan/Long Term Plan



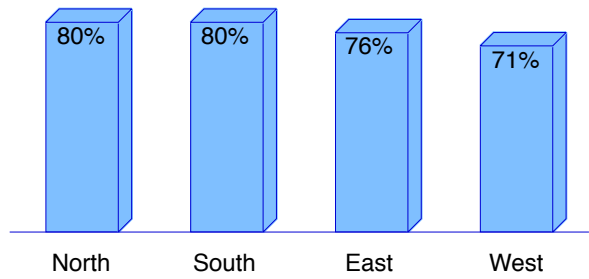
Information Sent With Rates Demand



Information From Council Offices



Newspaper Supplements



Base = 286

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 (76%), information sent with their rates demand (71%), and/or the Annual Plan/Long Term Plan (60%).

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who have read or seen the **information sent with the rates demand** and/or have read or seen the **Annual Plan/Long Term Plan**.

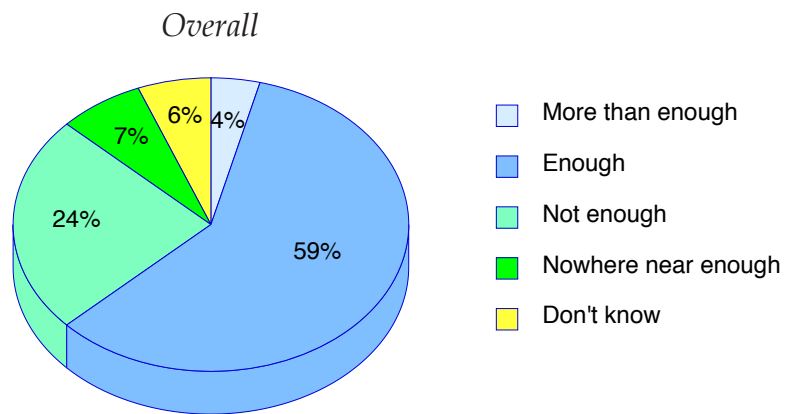
Shorter term residents[†], those residing in the District 10 years or less are more likely to have read or seen **information available at Council Offices**, than longer term residents[†].

Longer term residents[†], those residing in the District more than 10 years, are more likely to have read or seen **newspaper supplements**, than shorter term residents[†].

[†] those residents who have seen or read information published by Council, N=286

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 2014 %	Total District 2013 %	Peer Group Average %	National Average %
Percent Who Mentioned ...				
More than enough	4	8	5	10
Enough	59	55	60	56
Not enough	24	23	22	23
Nowhere near enough	7	8	8	7
Don't know / not sure	6	6	5	4
Total	100	100	100	100

† does not add to 100% due to rounding

63% of residents feel that there is enough/more than enough information supplied, with 31% feeling there is not enough/nowhere near enough information supplied. These readings are similar to the 2013 results.

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

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

- residents with an annual household income of \$45,000 or more,
- residents who live in a one or two person household.



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	2014	54	6	29	11
	2013	36	13	39	12
	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	36	17	37	10
	National Average	37	18	35	10
Area					
	North	46	7	37	10
	South	55	8	28	9
	East†	59	6	23	13
	West†	55	4	30	12
Household Size					
	1-2 person household	58	8	23	11
	3+ person household	50	5	35	10

% 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, 54% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them (36% in 2013). 6% feel they appear reluctant and resistant to comments and requests (13% in 2013), with 29% saying the answer lies somewhere between the two (39% in 2013).

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

Residents who live in a one or two person household are more likely to feel comfortable in approaching a Councillor, than those who live in a three or more person household.

b. Residents' Impressions of Council Decisions/Actions

Summary Table: Residents' Impressions of Council Decisions/Actions

		Strongly approve %	Approve %	Strongly approve/ Approve %	Disapprove %	Strongly disapprove %	Disapprove/ Strongly disapprove %	Don't know %
Overall								
Total District	2014	7	63	70	16	4	20	10
	2013	2	51	53	26	8	34	13
	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†	4	59	63	15	8	23	15
	South	7	65	72	16	3	19	9
	East	8	66	74	13	3	16	10
	West	8	64	72	19	3	22	6
Age								
	18-44 years	5	73	78	12	2	14	8
	45-64 years	9	56	65	18	6	24	11
	65+ years	6	52	58	23	6	29	13
Length of Residence								
	Lived there 10 years or less	11	69	80	7	5	12	8
	Lived there more than 10 years	6	62	68	18	4	22	10

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

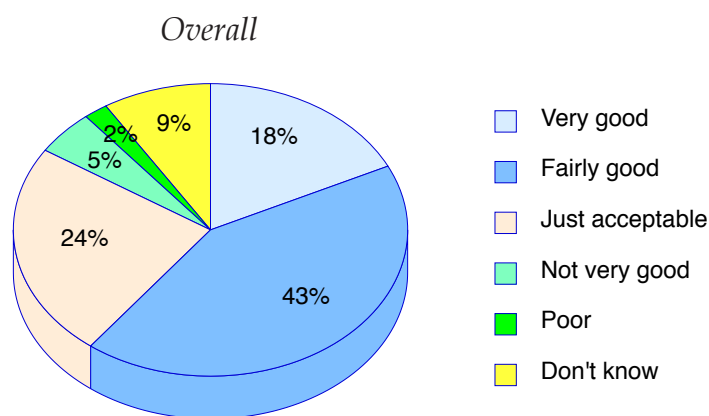
When asked their impression of the decisions and/or actions of Council in the last 12 months, 70% approve (strongly approve/ approve) compared to 53% in 2013, and 20% disapprove (disapprove/strongly disapprove) (34% in 2013). 10% are unable to comment (13% in 2013).

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

- residents aged 18 to 44 years,
- shorter term residents, those residing in the District 10 years or less.

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

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



61% of residents rate the performance of the Mayor and Councillors over the past year as very/fairly good (40% in 2013), while 7% rate their performance as not very good/poor (13% in 2013) and 24% say it is just acceptable (40% in 2013).

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

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

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

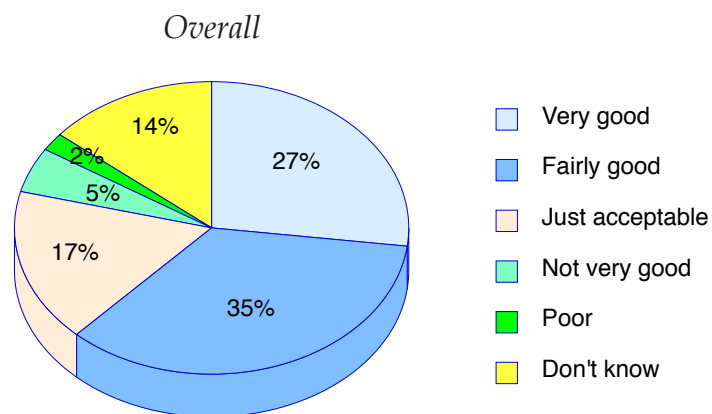
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2014[†]	61	24	7	9
2013	40	40	13	7
2012	46	38	11	5
2011 [†]	46	31	14	8
2010 ^{*†}	45	41	7	8
2009	59	29	7	5
2008	58	31	4	7
2007	57	30	7	6
2006	55	34	6	5
2005	67	22	3	8
2004	64	24	6	6
2003	68	18	5	9
2002	75	14	5	6
2001	70	19	3	8
2000	75	14	4	7
Comparison				
Peer Group Average	47	31	16	6
National Average	46	33	15	6
Area				
North	58	18	12	12
South	63	30	4	3
East	66	22	7	5
West	54	25	6	15
Gender				
Male	55	29	8	8
Female	65	19	6	10

% 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



62% of residents rate the performance of the Council staff as very or fairly good (68% in 2013). Rotorua residents rate their own Council staff's performance similar to Peer Group residents and above residents nationwide.

7% rate their performance as not very good or poor and 17% rate it as just acceptable (20% in 2013), while 14% are unable to comment (7% in 2013).

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

Summary Table: Performance Rating Of The Council Staff In The Last Year

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2014	62	17	7	14
2013	68	20	5	7
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	60	22	10	8
National Average	52	25	12	11
Area				
North	63	20	5	12
South	60	16	7	17
East	64	15	6	15
West	62	17	9	12
Gender[†]				
Male	56	22	11	12
Female	68	12	3	16

% read across

* 2010 survey not conducted by NRB

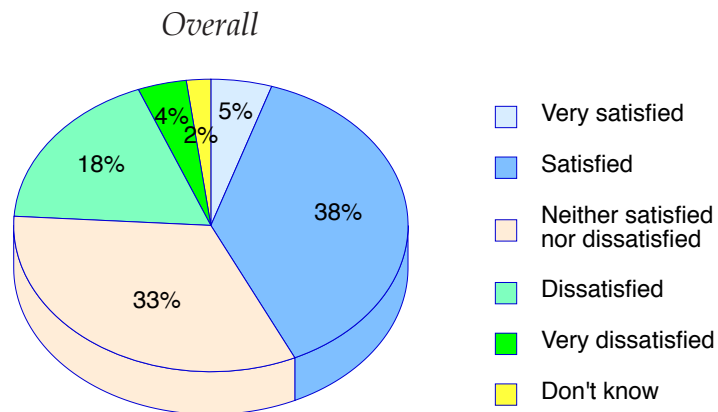
† does not add to 100% due to rounding



6. Local Issues

a. Council Consultation And Community Involvement

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



5% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 38% are satisfied (28% in 2013). 4% of residents are very dissatisfied with the process and 18% are dissatisfied. 2% are unable to comment and 33% are neither satisfied nor dissatisfied (41% in 2013).

The dissatisfied/very dissatisfied reading (22%) is on par with the Peer Group Average and similar to the National Average and the 2013 reading.

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

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

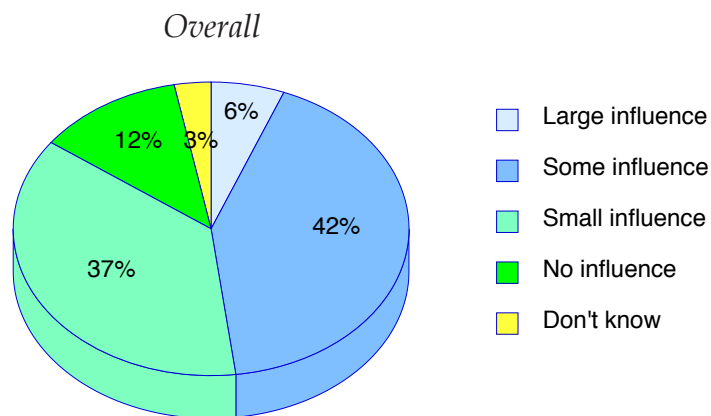
	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District								
2014	5	38	43	33	18	4	22	2
2013 [†]	4	28	32	41	19	5	24	4
2012 [†]	4	36	40	36	18	5	23	2
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 [†]	7	34	41	30	17	8	25	4
National Average	6	32	38	35	18	5	23	4
Area								
North	2	35	37	32	25	5	30	1
South	7	37	44	35	17	1	18	3
East	7	34	41	34	17	5	22	3
West	6	45	51	31	13	4	17	1
Ratepayer?								
Ratepayer	4	37	41	33	20	4	24	2
Non-ratepayer	13	44	57	37	5	1	6	-

% 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?*



6% of residents feel the public has a large influence on the decisions that Council makes (2% in 2013), while 42% think they have some influence (34% in 2013). 37% of residents say the public has a small influence (48% in 2013) and 12% feel the public has no influence on Council decisions. 3% are unable to comment.

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

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

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

	Large influence %	Some influence %	Large/ some influence %	Small influence %	No influence %	Small/ no influence %	Don't know %
Overall							
Total District							
2014	6	42	48	37	12	49	3
2013 [†]	2	34	36	48	14	62	3
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	1	38	39	45	13	58	3
South	7	43	50	32	12	44	6
East [†]	3	45	48	38	13	51	2
West [†]	12	41	53	35	11	46	2
Gender[†]							
Male	7	36	43	41	13	54	2
Female	5	47	52	34	11	45	4
Ethnicity[†]							
NZ European	4	38	42	44	10	54	3
NZ Maori	10	50	60	21	18	39	2
Length of Residence[†]							
Lived there 10 yrs or less	12	51	63	25	6	31	5
Lived there more than 10 years	5	40	45	40	13	53	3
Ratepayer?							
Ratepayer [†]	5	40	45	40	12	52	2
Non-ratepayer	9	51	60	20	11	31	9

% 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 2014[†]	52	47	-
2013	57	43	-
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	56	44	-
East	61	37	2
West	43	57	-
Gender			
Male [†]	58	42	1
Female	48	52	-
Ethnicity			
NZ European	57	43	-
NZ Maori	40	60	-
Ratepayer?			
Ratepayer	54	46	-
Non-ratepayer	43	57	-

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

52% of residents say their household has an emergency kit (57% in 2013), while 47% of residents say they do not (43% in 2013).

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

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

ii. *Do Households Have An Emergency Plan?*

	Yes %	No %	Don't know %
Overall			
Total District 2014	55	45	-
2013	54	45	1
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	56	44	-
South	58	42	-
East	50	50	-
West†	56	42	1
Gender			
Male	61	39	-
Female	50	49	1

% read across

* 2010 survey not conducted by NRB

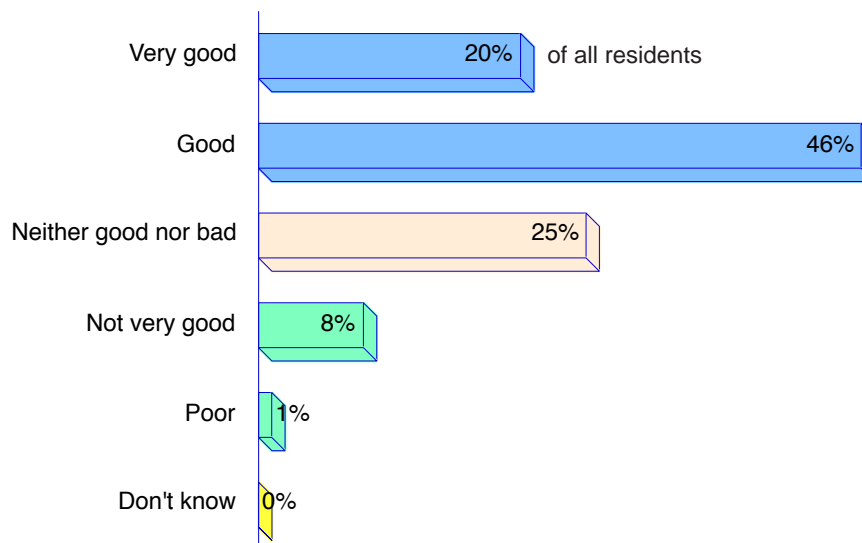
† does not add to 100% due to rounding

55% 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 45% of residents say they do not. These readings are similar to the 2013 results.

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

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 46% saying it is good (49% in 2013). 8% feel it is not very good and 1% say it is poor. 25% of residents rate the District's community spirit as neither good nor bad.

The percent saying "very good/ good" (66%) is below the Peer Group and National Averages and on par with the 2013 reading.

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

- NZ Maori residents,
- shorter term residents, those residing in the District 10 years or less,
- residents with an annual household income of less than \$45,000 **or** more than \$75,000,
- non-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 2014	20	46	66	25	8	1	9	-
2013	20	49	69	23	6	1	7	1
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	25	51	76	19	3	1	4	1
National Average [†]	25	49	74	21	5	1	6	-
Area								
North	12	59	71	22	6	1	7	-
South	24	39	63	26	10	1	11	-
East	18	46	64	27	7	1	8	1
West [†]	23	43	66	24	7	3	10	1
Ethnicity[†]								
NZ European	16	44	60	28	10	1	11	-
NZ Maori	30	49	79	19	2	1	3	-
Length of Residence								
Lived there 10 years or less [†]	24	51	75	19	5	-	5	-
Lived there more than 10 years	19	45	64	26	8	2	10	-
Household Income								
Less than \$45,000 pa	19	54	73	19	6	1	7	1
\$45,000-\$75,000 pa	17	40	57	31	7	4	11	1
More than \$75,000 pa	21	48	69	22	9	-	9	-
Ratepayer?[†]								
Ratepayer	18	46	64	26	9	2	11	-
Non-ratepayer	27	48	75	20	5	-	5	1

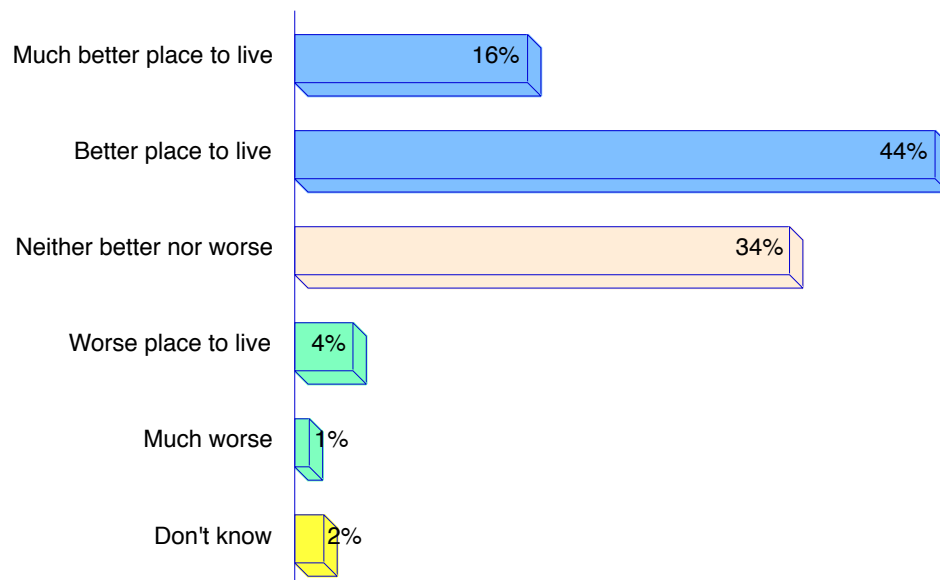
% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

d. Diversity

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



16% of residents feel the increase in the number of people with diverse lifestyles and from a variety of countries and cultures makes Rotorua District a much better place to live, while 44% say it makes the District a better place to live (38% in 2013). 34% feel the increase in diversity makes Rotorua neither a better nor worse place to live (42% in 2013). 4% say it makes it a worse place to live and 1% feel it makes it a much worse place to live. 2% are unable to comment.

The percent saying "much better/better place to live" (60%) is above the Peer Group and National Averages.

Residents who live in a three or more person household are more likely to feel this diversity makes Rotorua District a "**much better/better place to live**", than those who live in a one or two person household.

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	2014 [†]	16	44	60	34	4	1	5	2
	2013 [†]	16	38	54	42	2	-	2	1
	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	14	34	48	42	6	1	7	3
	National Average [†]	14	39	53	38	6	2	8	2
Area									
	North	11	48	59	32	5	1	6	3
	South	16	43	59	36	3	1	4	1
	East	21	42	63	32	3	-	3	2
	West	16	42	58	34	3	1	4	4
Household Size									
	1-2 person household [†]	17	36	53	38	5	1	6	4
	3+ person household	15	50	65	30	3	1	4	1

% 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	2014 [†]	2	42	44	21	21	4	25	9
	2013	2	39	41	22	23	3	26	11
	2012	3	32	35	24	27	5	32	9
	2011*	3	36	39	16	27	7	34	11
Area									
	North [†]	3	32	35	23	24	8	32	9
	South	2	45	47	18	22	4	26	9
	East	1	43	44	27	16	3	19	10
	West [†]	1	49	50	17	22	3	25	9

% read across

* not asked prior to 2011

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

2% of residents strongly agree that Council is doing enough to promote sustainable behaviours in the District, while 42% agree (39% in 2013). 21% neither agree nor disagree and 9% are unable to comment.

21% of residents disagree that Council is doing enough and 4% strongly disagree. These readings are similar to last year's results.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who **disagree/strongly disagree** with the statement.

* * * * *

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Gender	Male	201	191
	Female	204	214
Age	18-44 years	120	191
	45-64 years	159	142
	65+ years	126	72
Ethnicity[†]	NZ European	312	273
	NZ Maori	64	103

* Interviews are intentionally conducted in approximately equal numbers in each Area, even though the populations may differ from Area to Area. This is done to give a relatively robust sample base within each Area. Post stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Also please refer to pages 2 to 4.

† Four respondents identified themselves as Pacific Islanders, seven as Asians, and 16 as 'Other' ethnicities. Two respondents refused to give details.

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