



**NATIONAL RESEARCH BUREAU LTD**

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To: James Simpson

From: Ken Sutton and Janette Simpson

Of: Rotorua Lakes Council

Date: 30 June 2016

Dear James,

**SUMMARY OF COMMUNITRAK™ SURVEY RESULTS**

The following is a summary of your Communitrak™ survey results and, of course, detail will be provided in the report.

If you have any queries, please give one of us a call.

Kind regards,

Ken Sutton

Janette Simpson

NATIONAL RESEARCH BUREAU LTD

## OVERALL SATISFACTION WITH COUNCIL SERVICES/FACILITIES

		Very / fairly satisfied %	Not very satisfied %	Don't know / Unable to say %
The appearance and cleanliness of the Rotorua City Centre	<b>2016</b>	<b>94</b>	<b>6</b>	<b>-</b>
	2015	94	6	-
Beautification and landscaping	<b>2016</b>	<b>92</b>	<b>7</b>	<b>1</b>
	2015	98	2	-
Promotion of Rotorua as a destination to visit	<b>2016</b>	<b>91</b>	<b>5</b>	<b>4</b>
	2015 <sup>†</sup>	85	5	9
Parks, reserves and playgrounds	<b>2016</b>	<b>89</b>	<b>9</b>	<b>2</b>
	2015	89	8	3
Art and History Museum	<b>2016</b>	<b>82</b>	<b>1</b>	<b>17</b>
	2015	80	2	18
Sportsfields	<b>2016</b>	<b>82</b>	<b>5</b>	<b>13</b>
	2015	85	4	11
Roads in the District	<b>2016</b>	<b>81</b>	<b>18</b>	<b>1</b>
	2015	87	13	-
Cycling facilities in the District	<b>2016<sup>†</sup></b>	<b>79</b>	<b>16</b>	<b>6</b>
	2015 <sup>†</sup>	89	5	7
Footpaths	<b>2016</b>	<b>79</b>	<b>16</b>	<b>5</b>
	2015	82	15	3
Event promotion	<b>2016</b>	<b>78</b>	<b>12</b>	<b>10</b>
	2015	81	13	6
Library Service	<b>2016</b>	<b>73</b>	<b>7</b>	<b>20</b>
	2015 <sup>†</sup>	84	1	16
Dog control	<b>2016</b>	<b>71</b>	<b>18</b>	<b>11</b>
	2015	75	17	8
Parking in Rotorua City	<b>2016<sup>†</sup></b>	<b>71</b>	<b>27</b>	<b>1</b>
	2015	85	14	1
Rotorua Aquatic Centre	<b>2016</b>	<b>70</b>	<b>12</b>	<b>18</b>
	2015	69	12	19
Recycling waste materials	<b>2016</b>	<b>69</b>	<b>26</b>	<b>5</b>
	2015	73	20	7
Noise control	<b>2016</b>	<b>68</b>	<b>13</b>	<b>19</b>
	2015	76	6	18
Promotion of Rotorua as a destination to live, work and invest	<b>2016</b>	<b>68</b>	<b>18</b>	<b>14</b>
	2015	59	20	21
Public toilets	<b>2016</b>	<b>53</b>	<b>29</b>	<b>18</b>
	2015	56	28	16

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

### Satisfaction With Council Services - Residents Provided With Service Only

		Base	Very / Fairly satisfied %	Not very satisfied %	Don't know %
Sewerage system	<b>2016<sup>†</sup></b>	<b>304</b>	<b>96</b>	<b>3</b>	<b>-</b>
	2015	307	97	3	-
Water supply	<b>2016<sup>†</sup></b>	<b>335</b>	<b>95</b>	<b>4</b>	<b>-</b>
	2015 <sup>†</sup>	331	96	4	1
Rubbish collection	<b>2016</b>	<b>355</b>	<b>91</b>	<b>8</b>	<b>1</b>
	2015	356	95	4	1
Stormwater drainage system	<b>2016</b>	<b>275</b>	<b>84</b>	<b>16</b>	<b>-</b>
	2015	276	93	7	-

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

### The Main Areas Of Concern About Services/Facilities For All Residents Are ...

- public toilets 29% of **all** residents are not very satisfied (28% in 2015)
- parking in Rotorua City 27% (14% in 2015)
- recycling waste materials 26% (20% in 2015)

### The Main Reasons Given For Being Not Very Satisfied With Public Toilets Are ...

- dirty / smelly / disgusting / need cleaning more often, mentioned by 13% of all residents,
- not enough toilets / need more, 11%,
- old / rundown / poor condition / need maintenance / upgrading, 10%.

## PERFORMANCE

	Very good/ Fairly good %	Just acceptable %	Not very good/Poor %	Don't know/ No opinion %
Council Staff				
<b>2016<sup>†</sup></b>	<b>61</b>	<b>20</b>	<b>8</b>	<b>10</b>
2015 <sup>†</sup>	66	20	5	10
Mayor and Councillors				
<b>2016</b>	<b>39</b>	<b>32</b>	<b>21</b>	<b>8</b>
2015 <sup>†</sup>	44	35	15	7

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

## SPEND EMPHASIS FOR SERVICES AND FACILITIES

	<b>Spend More 2016 %</b>	Spend More 2015 %
Recycling waste materials	<b>41</b>	39
Public toilets	<b>41</b>	41
Promotion of Rotorua as a destination to live, work and invest	<b>38</b>	44
Roads	<b>37</b>	29
Rotorua Aquatic Centre	<b>31</b>	28
Footpaths	<b>26</b>	21
Parking in Rotorua City	<b>26</b>	14
Stormwater drainage	<b>25</b>	16
Dog control	<b>24</b>	22
Promotion of Rotorua as a destination to visit	<b>23</b>	29
Event promotion	<b>22</b>	27
Parks, reserves and playgrounds	<b>21</b>	24
Rubbish collection	<b>20</b>	13
Sportsfields	<b>16</b>	14
The appearance and cleanliness of the Rotorua City Centre	<b>15</b>	16
Cycling facilities in the District	<b>14</b>	16
Sewerage system	<b>12</b>	11
Library service	<b>12</b>	10
Beautification and landscaping of the District	<b>10</b>	13
Art and History Museum	<b>10</b>	7
Noise control	<b>10</b>	7
Water supply	<b>9</b>	11

## RATES

87% of residents identify themselves, or members of their household, as ratepayers (89% in 2015).

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

Very satisfied	9%	of all residents	(10% in 2015)
Fairly satisfied	55%		(61% in 2015)
Not very satisfied	31%		(23% in 2015)
Don't know/Unable to say	5%		(6% in 2015)

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

- high rates/increases/too high for services received, 10% of all residents,
- overspending/wasting money/debt/spending priorities, 6%,
- cycleways, 6%.

\* multiple responses allowed

## **CONTACT WITH COUNCIL**

In the last 12 months, 45% of residents have contacted the Council offices by phone (39% in 2015), with 33% contacting the Council in person (37% in 2015), while 8% have contacted the Council offices in writing (5% in 2015) and 21% by email (13% in 2015).

Overall, 58% of residents have contacted Council in the last 12 months.

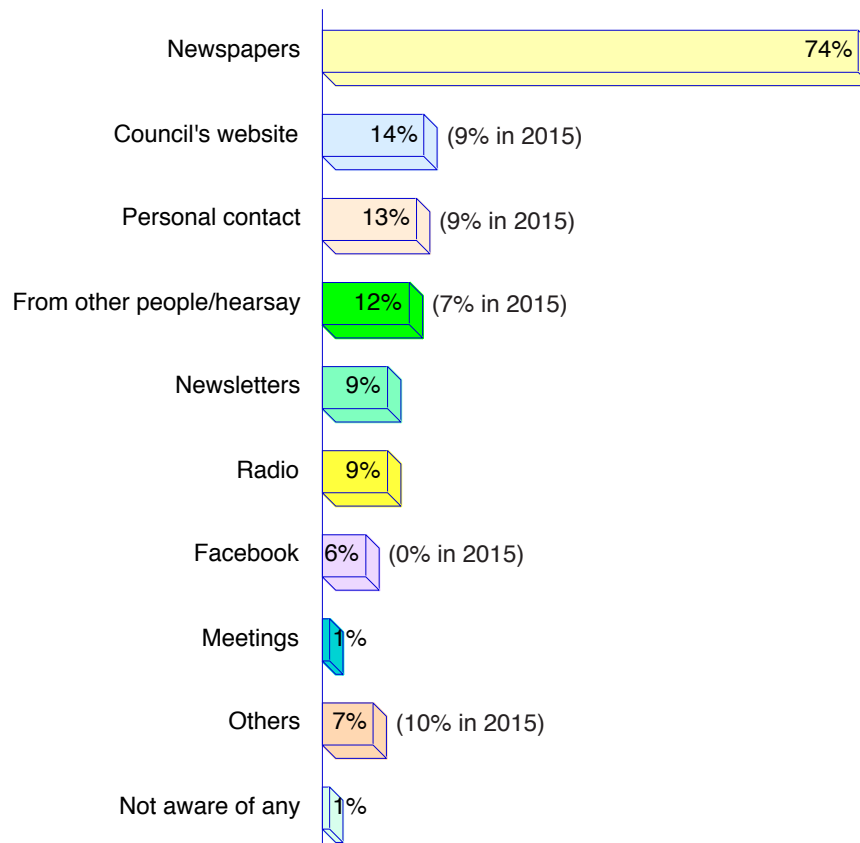
### **Satisfaction With The Overall Service Received When Contacted Council Offices**

Very satisfied	43% of all residents who have contacted Council in the last 12 months (42% in 2015)
Fairly satisfied	43% (38% in 2015)
Not very satisfied	13% (18% in 2015)
Don't know	1% (1% in 2015)

Base = 224

## 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\* ...

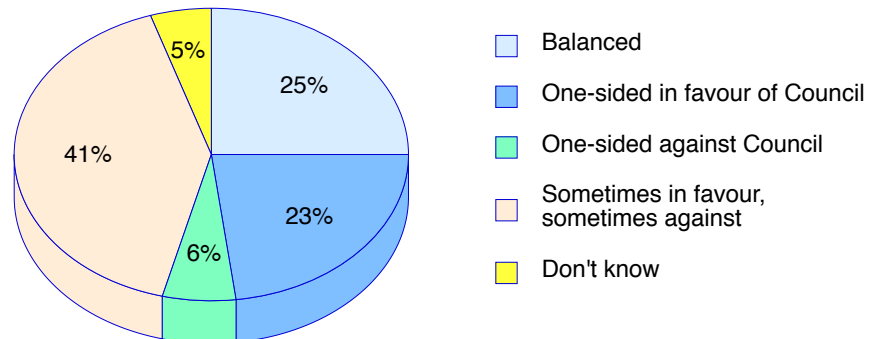
Daily Post	88% of residents who gave newspapers as their main source of information (85% in 2015)
Rotorua Review	43% (61% in 2015)
The Weekender	35% (54% in 2015)
NZ Herald	7% (9% in 2015)
Others	1% (1% in 2015)

Base = 312

\* multiple responses allowed



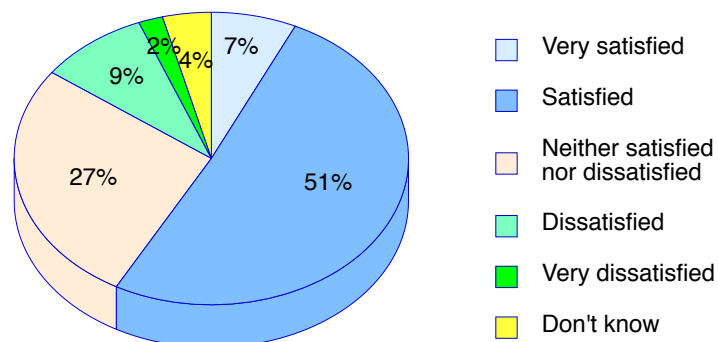
### Information Provided About The Council (From Main Source) Is<sup>†</sup> ...



<sup>†</sup> Base = 395  
(Residents who are aware of information)

65% of residents who are aware of information about the Council, say they have seen or read information published by the Council in the last 12 months (72% in 2015).

### Satisfaction With Quality Of Information



<sup>†</sup> Base = 395  
(Residents who are aware of information)

### Sufficiency Of Information Supplied By The Council To The Community

More than enough	7% of all residents
Enough	52%
Not enough	30%
Nowhere near enough	7%
Don't know / Not sure	5%

(Does not add to 100% due to rounding)

## LOCAL ISSUES

### Council Consultation And Community Involvement

*How Satisfied Are Residents With The Opportunities To Be Involved And Participate In The Way Council Makes Decisions?*

Very satisfied	7% of all residents
Satisfied	37%
Neither satisfied nor dissatisfied	31%
Dissatisfied	16%
Very dissatisfied	5%
Don't know	4%

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

Large influence	5% of all residents (7% in 2015)
Some influence	36% (32% in 2015)
Small influence	39% (43% in 2015)
No influence	16% (14% in 2015)
Don't know	4% (4% in 2015)

### Emergency Management

51% of residents have a household emergency kit, while 49% don't. These readings are similar to the 2015 results.

51% of residents have a household emergency plan of what to do and where to meet in the event of a Civil Defence emergency, while 49% do not. Again, these readings are similar to last year's findings.

## Community Spirit

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

Very good	19% of all residents
Good	47%
Neither good nor bad	24%
Not very good	5%
Poor	2%
Don't know	2%

(Does not add to 100% due to rounding)

These readings are similar to the 2015 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 ...

Much better	15% of all residents
Better	42% (33% in 2015)
Neither better nor worse	35% (42% in 2015)
Worse	4%
Much worse	1%
Don't know	4%

(Does not add to 100% due to rounding)

## Sustainability

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

Strongly agree	4% of all residents (5% in 2015)
Agree	37% (33% in 2015)
Neither agree nor disagree	26% (20% in 2015)
Disagree	20% (23% in 2015)
Strongly disagree	4% (5% in 2015)
Don't know	11% (15% in 2015)

(Does not add to 100% due to rounding)

## Council Decisions/Actions In Last 12 Months

Residents' impressions of decisions and/or actions of Council in last 12 months ...

Strongly approve	4% of all residents (5% in 2015)
Approve	45% (45% in 2015)
Disapprove	30% (29% in 2015)
Strongly disapprove	13% (10% in 2015)
Don't know	8% (11% in 2015)