

**ROTORUA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
APRIL 2013**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

ROTORUA DISTRICT COUNCIL

APRIL 2013



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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 and again in 2013.

In 2013, 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 403 residents of the Rotorua District.

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

North	101
South	98
East	102
West	102
Total =	<u>403</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 140 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 last birthday.

Call Backs

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

Sample Weighting

Weightings are applied to the sample data, to reflect the actual gender, age group and ethnic group proportions in the area as determined by Statistics New Zealand's 2006 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Rotorua District. Bases for subsamples are shown in the Appendix. Where we specify a "base" we are referring to the actual number of respondents.

Survey Dates

All interviews were conducted between Friday 19th April and Monday 29th April 2013 (excluding Thursday 25th April).

Comparison Data

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

The Communitrak service includes ...

- comparisons with a national sample of 1,003 interviews conducted in November 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 and 2012 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 - Overall

Summary Table: Satisfaction With Services/Facilities

	2013		2012	
	Very / fairly satisfied %	Not very satisfied %	Very /fairly satisfied %	Not very satisfied %
Beautification and landscaping	96	4	97	2
Appearance and cleanliness of Rotorua City Centre	94	5	97	2
Parks, reserves and playgrounds	92	5	93	5
Sportsfields	88	3	86	4
Promotion of Rotorua as a destination to visit	87	6	89	6
Library service	85	1	87	2
Event promotion [†]	85	9	86	8
Footpaths	84	13	83	15
Art and History Museum	82	2	84	1
Noise control	81	4	83	5
Cycling facilities	80	10	82	7
Roads in the District	80	20	81	19
Rotorua Aquatic Centre	73	7	72	11
Dog control	72	22	77	19
Recycling waste materials	68	29	73	23
Parking in Rotorua City	68	31	70	29
Promotion of Rotorua as a destination to live, work and invest*	63	18	67	16
Public toilets	56	31	56	27

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

Percent Very Satisfied - Comparison

	2013 %	2012 %	Peer Group %	National Average %
Beautification and landscaping of the District	75	68	47	40
Library service	69	66	70	64
Art and History Museum	61	66	42	50
Cycling facilities in the District	57	51	NA	NA
Parks, reserves and playgrounds	56	56	*57	*56
Appearance and cleanliness of the Rotorua City Centre	53	60	**28	**32
Sportsfields	52	47	††53	††52
Promotion of Rotorua as a destination to visit	47	49	**30	**27
Event promotion	45	42	NA	NA
Recycling waste materials	42	46	53	55
Control of noise	40	37	32	31
Rotorua Aquatic Centre	39	38	†48	†34
Control of dogs	33	28	29	32
Footpaths	26	27	19	28
Roads in the District	19	24	*18	*25
Parking in Rotorua City	19	19	29	24
Promotion of Rotorua as a destination to live, work and invest	19	18	†††4	†††5
Public toilets	12	13	25	23

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

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

† figures are based on ratings for public swimming pools

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

** figures are based on ratings for tourism promotion

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

NA: not asked/no comparative figures available

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

	Rotorua 2013 %	Peer Group %	National Average %
• roads in the District	20	^{††} 26	^{††} 23
• promotion of Rotorua as a destination to live, work and invest	18	[◇] 29	[◇] 28
• footpaths	13	24	21
• promotion of Rotorua as a destination to visit	6	[†] 18	[†] 15
• appearance and cleanliness of Rotorua City Centre	5	*15	*14
• control of noise	4	11	11
• beautification and landscaping	4	11	13

* figures based on ratings for litter control in general

[†] figures based on ratings for tourism promotion

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

[◇] figures based on ratings for job promotion

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

• public toilets	31	18	18
• recycling waste materials	29	12	11

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

• parking in the CBD	31	27	31
• control of dogs	22	20	18
• Rotorua Aquatic Centre	7	**10	**10
• parks, reserves and playgrounds	5	*3	*3
• sportsfields	3	**3	**4
• Art and History Museum	2	3	3
• library service	1	2	3

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

** figures based on ratings for public swimming pools

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

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	99	1	-
• water supply	95	5	-
• stormwater drainage	95	5	-
• rubbish collection	94	6	-

85% of residents said the Council provides a piped water supply to their house (88% in 2012), and 79% of residents said the Council provides a sewerage system where they live (85% in 2012). 91% say the Council provides a regular rubbish collection service (95% in 2012), where they live and 74% are provided with a piped stormwater drainage system (79% in 2012).

** 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 [†]	80	11	10
An event venue	57	27	16
Recycling services	68	11	21
District Library	59	17	24
Public toilets	55	17	28
Sportsfields	56	13	31
Art and History Museum	28	36	36
Rotorua Aquatic Centre	48	15	37
Cycling facilities	36	10	54
Contacted Council about dogs	6	23	71
Contacted Council about noise	4	9	87

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

Parks, reserves or playgrounds, 90%,

an event venue, 84% and,

recycling services, 79%,

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

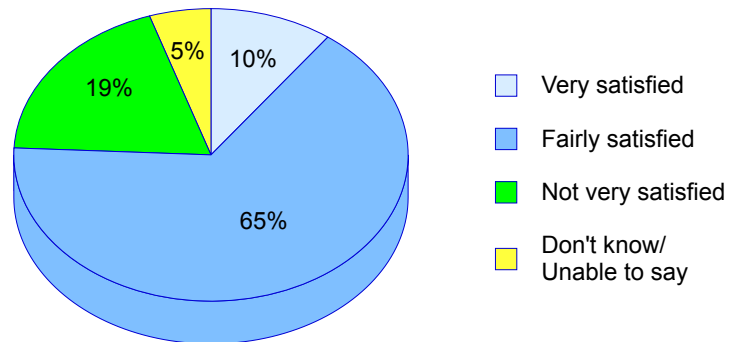
Spend Emphasis For Services And Facilities

	Spend More 2013 %	Spend More 2012 %
Recycling waste materials	50	43
Public toilets	49	45
Promotion of Rotorua as a destination to live, work and invest	46	43
Roads	35	31
Promotion of Rotorua as a destination to visit	30	33
Parks, reserves and playgrounds	26	24
Parking in Rotorua City	26	29
Rotorua Aquatic Centre	25	29
Event promotion	24	26
Dog control	22	21
Cycling facilities in the District	22	20
Footpaths	20	22
The appearance and cleanliness of the Rotorua City Centre	19	16
Stormwater drainage	15	17
Rubbish collection	14	12
Sportsfields	14	16
Library service	13	15
Sewerage system	12	13
Beautification and landscaping of the District	9	10
Water supply	9	7
Art and History Museum	9	9
Noise control	7	5

Rates

79% of residents identify themselves, or members of their household, as ratepayers (84% in 2012).

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



(Does not add to 100% due to rounding)

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,
- use of rates money for airport/other airport issues, 4%,
- need better rubbish collection/a kerbside recycling service, 3%,
- other overspending/wasting money issues, 3%.

* multiple responses allowed

Contact With Council

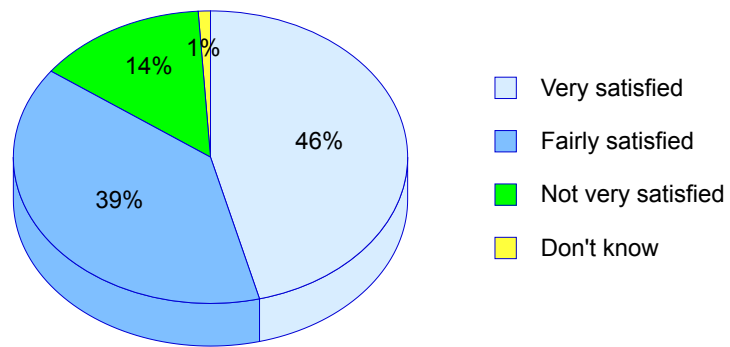
In the last 12 months, 39% of residents have contacted the Council offices by phone, with 31% contacting the Council in person (37% in 2012), while 5% have contacted the Council offices in writing (8% in 2012) and 10% by email.

Satisfaction When Contacting Council ...

By phone	83%
In person	93%
In writing	61%
By email	83%

Overall, 52% of residents have contacted Council in the last 12 months (57% in 2012).

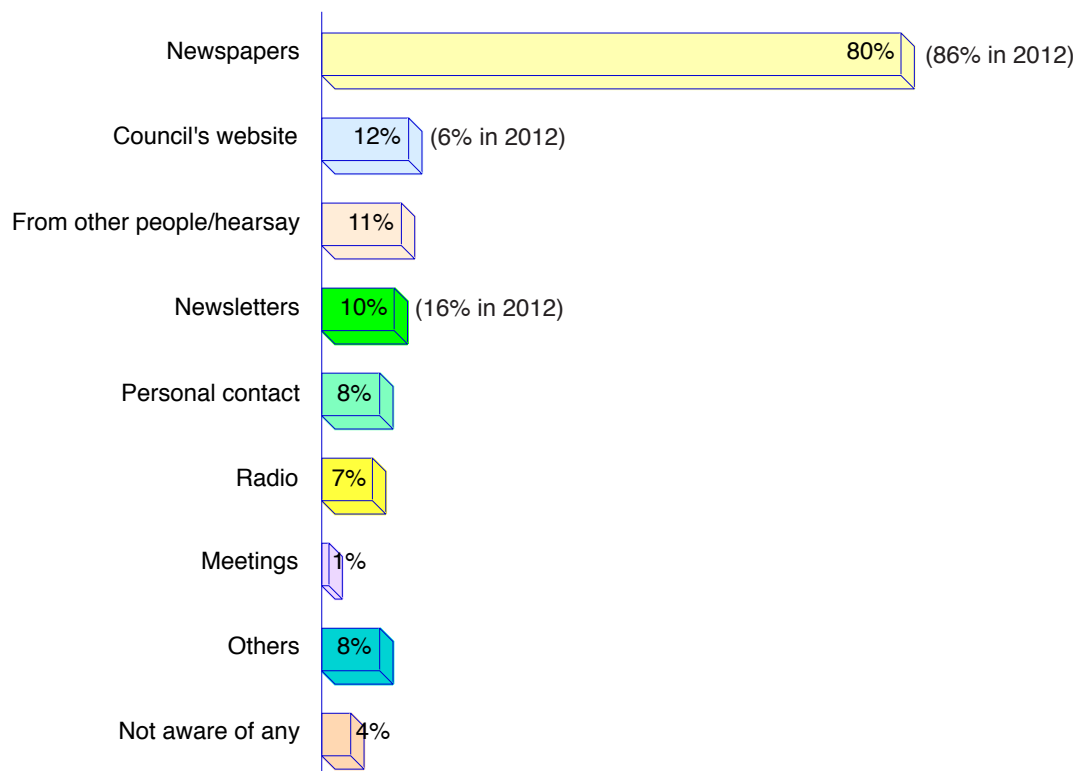
Satisfaction With The Overall Service Received When Contacted Council Offices



Base = 216

Information

Main Sources* Of Information About Council



* multiple responses allowed

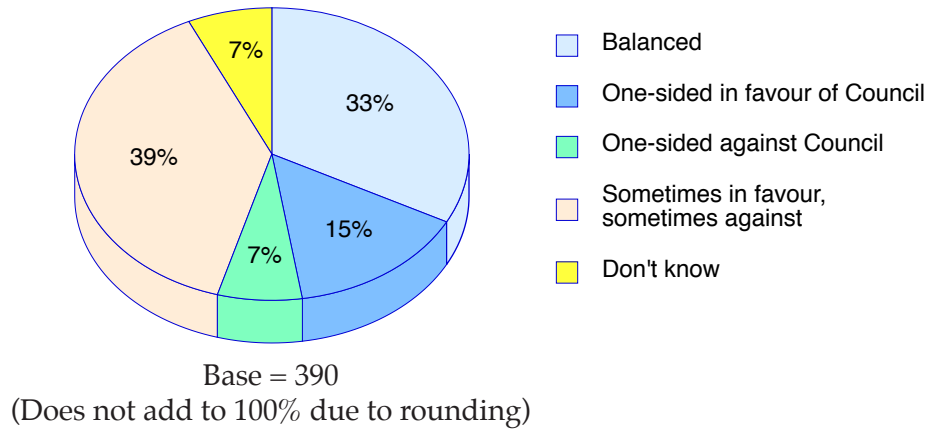
Those residents who say newspapers are their main source of information, give the following as the newspapers they read* ...

Daily Post	77%	of residents who gave newspapers as their main source of information
Rotorua Review	65%	
The Weekender	52%	
NZ Herald	7%	
Others	3%	

Base = 330

* multiple responses allowed

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



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 (76% in 2012).

Sufficiency Of Information Supplied By The Council To The Community

More than enough	8% of all residents
Enough	55%
Not enough	23%
Nowhere near enough	8%
Don't know / Not sure	6%

Representation

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

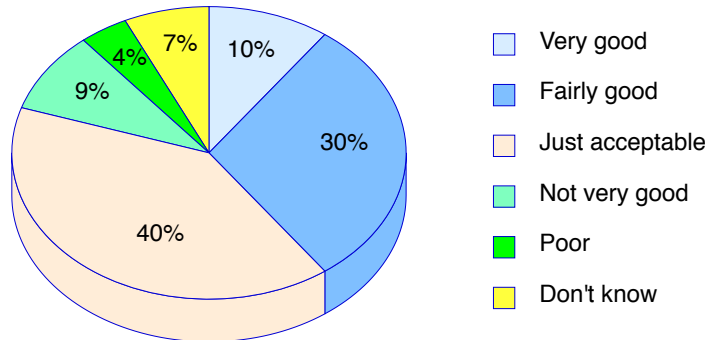
a. Approachability

In terms of how approachable residents feel their Councillors are, 36% of residents believe their representatives welcome questions, comments and requests so that they would feel comfortable approaching them (36% in 2012). Rotorua District residents are similar to New Zealanders and their Peer Group counterparts, in terms of feeling comfortable approaching Councillors.

b. Impressions Of Council Decisions/Actions

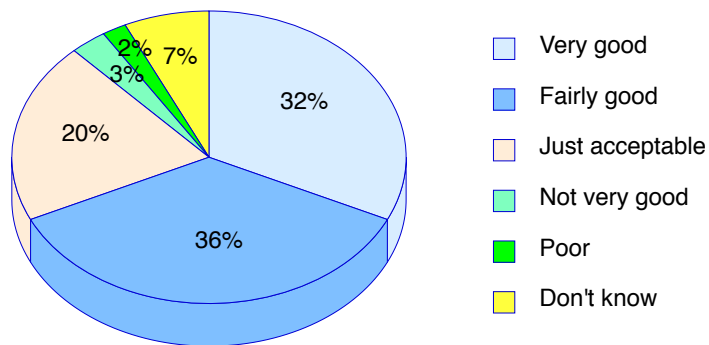
53% of residents approve (strongly approve / approve) of the decisions and / or actions of Council in the last 12 months (66% in 2012), while 34% disapprove (disapprove / strongly disapprove), compared to 25% in 2012.

c. Performance Rating Of The Mayor and Councillors



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

d. Performance Rating Of The Council Staff



Rotorua residents rate their own Council staff's performance above Peer Group residents and 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	4% of all residents (4% in 2012)
Satisfied	28% (36% in 2012)
Neither satisfied nor dissatisfied	41% (36% in 2012)
Dissatisfied	19% (18% in 2012)
Very dissatisfied	5% (5% in 2012)
Don't know	4% (2% in 2012)

(Does not add to 100%)

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

Large influence	2% of all residents (3% in 2012)
Some influence	34% (37% in 2012)
Small influence	48% (42% in 2012)
No influence	14% (15% in 2012)
Don't know	3% (4% in 2012)

(Does not add to 100%)

Emergency Management

57% of residents have a household emergency kit (49% in 2012), while 43% don't (51% in 2012).

54% of residents have a household emergency plan of what to do and where to meet in the event of a Civil Defence emergency (48% in 2012), while 45% do not (52% in 2012).

Community Spirit

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

Very good	20% of all residents (20% in 2012)
Good	49% (41% in 2012)
Neither good nor bad	23% (27% in 2012)
Not very good	6% (10% in 2012)
Poor	1% (2% in 2012)
Don't know	1% (1% in 2012)

(2012 result does not add to 100%)

Diversity

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

Much better	16% of all residents (13% in 2012)
Better	38% (42% in 2012)
Neither better nor worse	42% (40% in 2012)
Worse	2% (3% in 2012)
Much worse	-% (1% in 2012)
Don't know	1% (1% in 2012)

(Does not add to 100%)

Sustainability

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

Strongly agree	2% of all residents (3% in 2012)
Agree	39% (32% in 2012)
Neither agree nor disagree	22% (24% in 2012)
Disagree	23% (27% in 2012)
Strongly disagree	3% (5% in 2012)
Don't know	11% (9% in 2012)

* * * * *

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

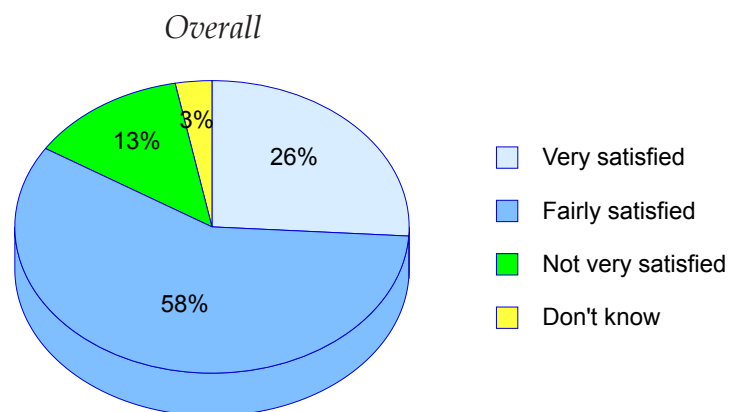


1. Council Services/Facilities

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 2013, 84% of residents are satisfied with footpaths, including 26% who are very satisfied, while 13% are not very satisfied. These readings are similar to the 2012 results.

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

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

- women,
- residents aged 45 years or over,
- residents who live in a one or two 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.

Satisfaction With Footpaths

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	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		21	58	79	15	6
South		27	60	87	9	4
East		22	63	85	14	1
West†		31	53	84	15	-
Gender†						
Male		27	62	89	9	3
Female		25	55	80	17	2
Age						
18-44 years†		27	64	91	8	2
45-64 years		26	51	77	19	4
65+ years		20	56	76	20	4
Household Size						
1-2 person household		22	58	80	18	2
3+ person household†		28	58	86	10	3

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

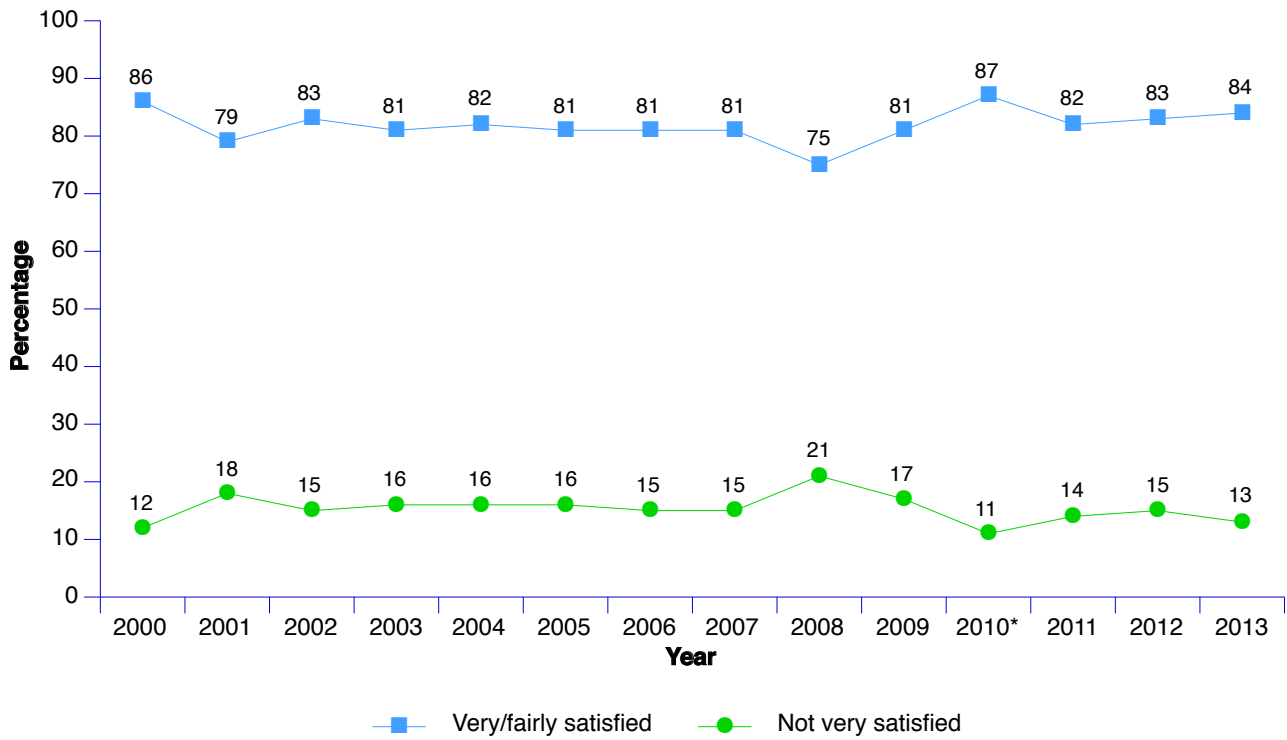
Summary Table: Main Reasons* For Being Not Very Satisfied With Footpaths

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Uneven/bumpy/broken/rough/ cracked surfaces/potholes	7	9	6	7	5
Lack of maintenance/need upgrading/ in poor condition	4	4	2	2	6
No footpaths/not enough footpaths	3	6	2	1	3

* multiple responses allowed

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

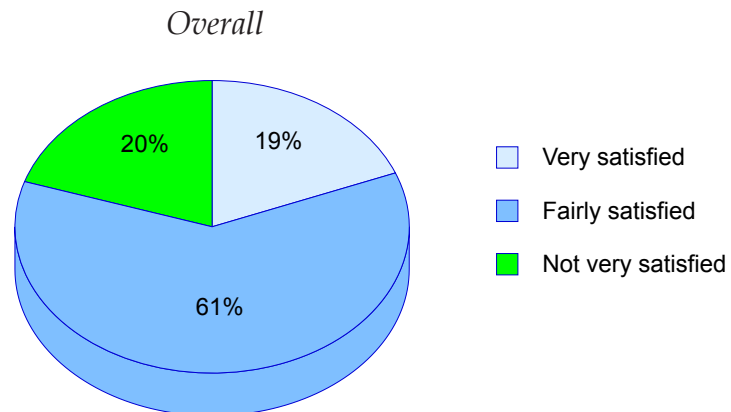
Footpaths



* 2010 survey not conducted by NRB

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

ii. Roads In The District



80% of residents are satisfied with roads in the District, while 20% are not very satisfied. These readings are similar to the 2012 results.

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

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with roads. However, it appears that residents aged 65 years or over are **slightly** less likely to feel this way, than other age groups.

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

- always roadworks/inconvenience of roadworks/uncoordinated,
- lack of maintenance/need upgrading/in poor condition/slow to maintain,
- poor quality of work/materials used/patching.

Satisfaction With Roads In The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	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 [†]		16	59	75	26	-
South		19	61	80	20	-
East		22	59	81	19	-
West		19	64	83	17	-
Age						
18-44 years [†]		15	61	76	23	-
45-64 years		21	59	80	20	-
65+ years		27	62	89	11	-

% read across

* 2010 survey not conducted by NRB

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

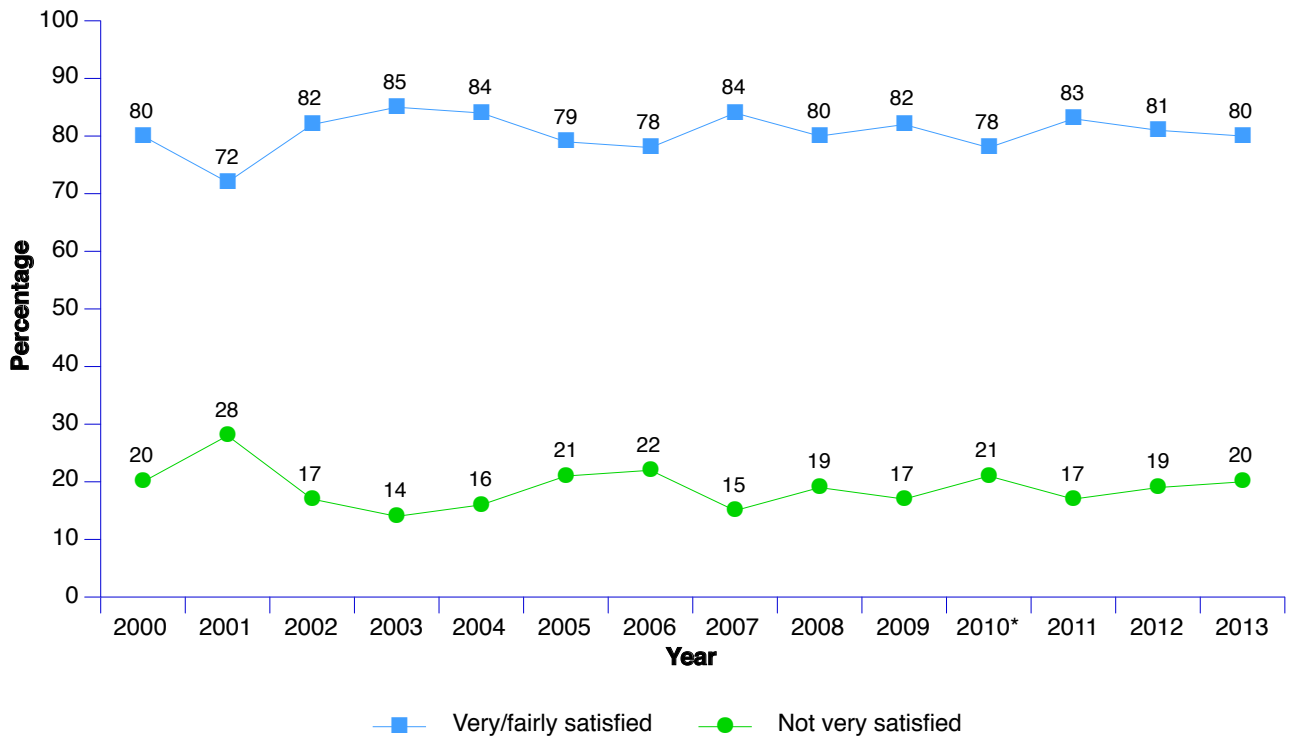
[†] does not add to 100% due to rounding

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

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Always roadworks/inconvenience of roadworks/ uncoordinated	7	9	8	6	5
Lack of maintenance/need upgrading/ poor condition/slow to maintain	4	9	2	1	4
Poor quality of work/materials used/patching	3	6	3	3	2

* multiple responses allowed

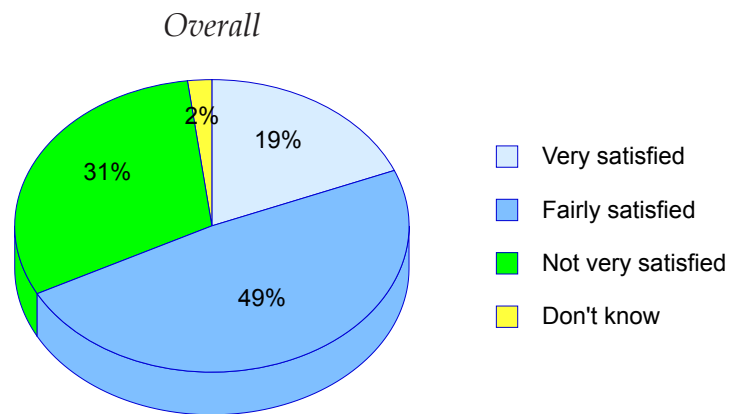
Roads In The District



* 2010 survey not conducted by NRB

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

iii. *Parking In Rotorua City*



68% of residents are satisfied with parking in Rotorua City, with 31% being not very satisfied. These readings are similar to last year's results.

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

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

- women,
- residents aged 45 years or over,
- residents with an annual household income of \$75,000 or less,
- residents who live in a one or two person household.

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

- cost/increased cost/metered/need more free parking,
- don't like pay and display/more trouble to use/complicated,
- not enough parking.

Satisfaction With Parking In Rotorua City

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	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 [†]		15	46	61	39	1
South		22	45	67	27	6
East [†]		20	45	65	35	1
West		18	58	76	24	-
Gender						
Male		22	56	78	19	3
Female [†]		15	43	58	40	1
Age						
18-44 years		20	54	74	24	2
45-64 years [†]		19	42	61	38	2
65+ years [†]		13	47	60	39	2
Household Income						
Less than \$45,000 pa [†]		17	45	62	34	5
\$45,000-\$75,000 pa		14	46	60	39	1
More than \$75,000 pa		23	54	77	22	1
Household Size						
1-2 person household		17	44	61	36	3
3+ person household		20	52	72	27	1

% read across

* 2010 survey not conducted by NRB

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

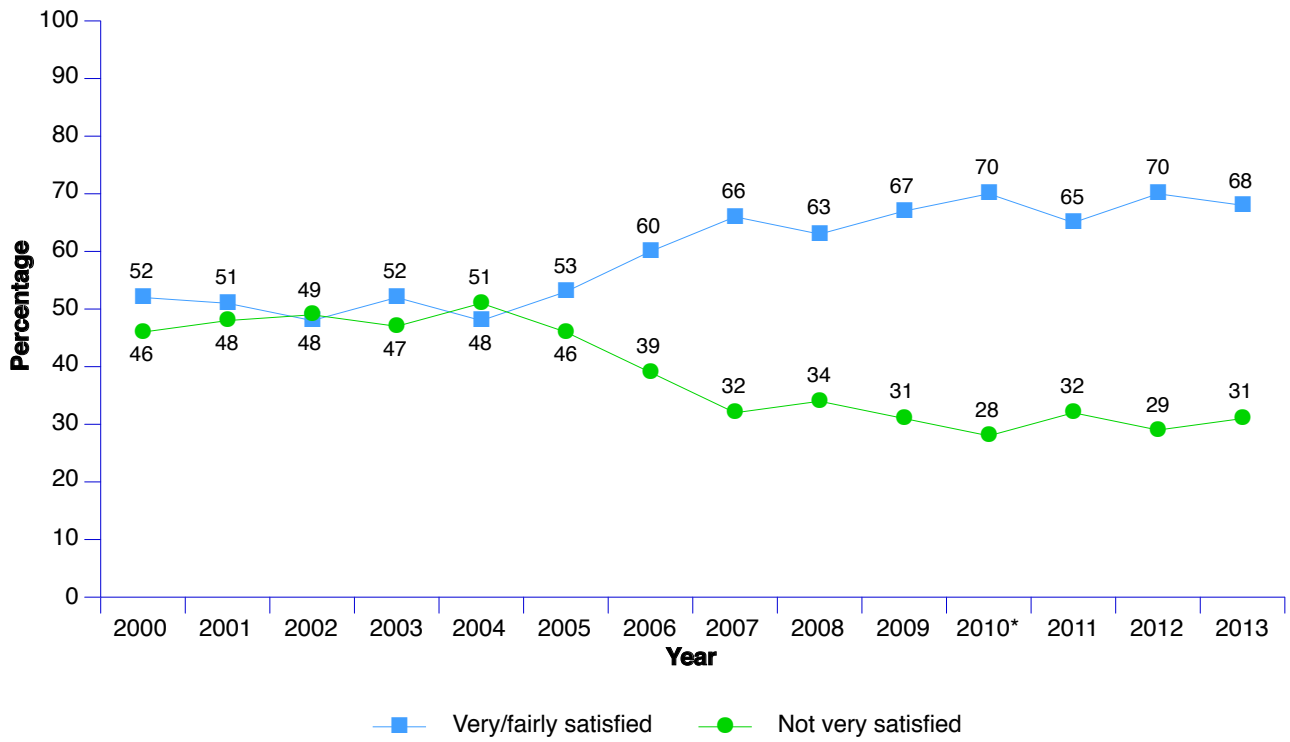
**Summary Table:
Main Reasons* For Being Not Very Satisfied With Parking In Rotorua City**

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Cost/increased cost/metered/ need more free parking	15	19	11	15	16
Don't like pay and display/ more trouble to use/complicated	8	6	11	8	5
Not enough parking	7	10	1	7	9

* multiple responses allowed

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

Parking In Rotorua City

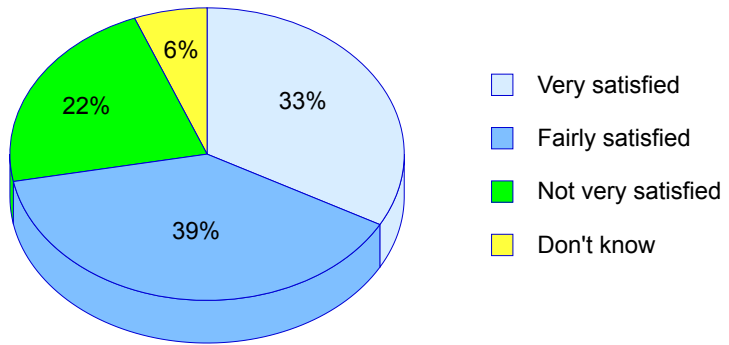


* 2010 survey not conducted by NRB

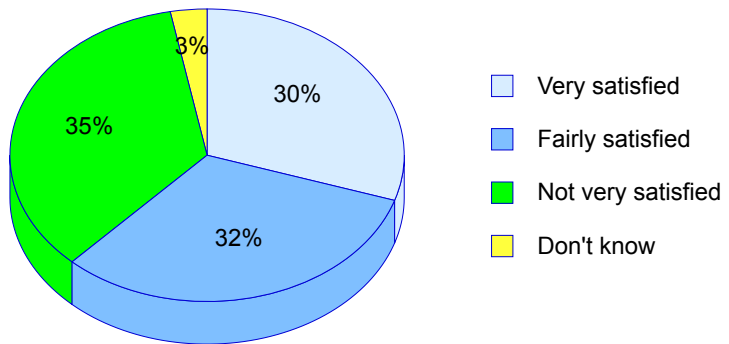
Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 68%

iv. Control Of Dogs

Overall

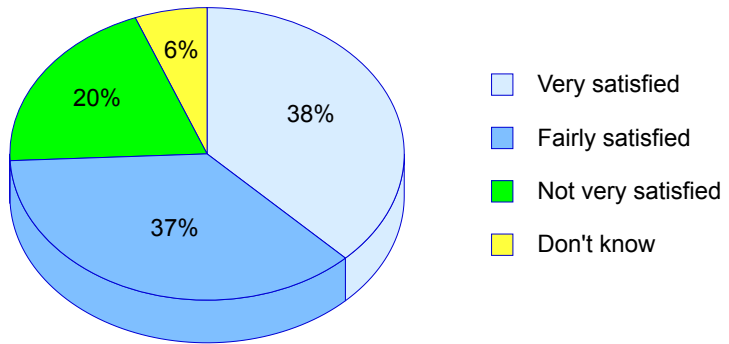


Contacted Council About Dogs



Base = 111

Dog Owners



Base = 152

72% of residents are satisfied with dog control (77% in 2012), including 33% who are very satisfied (28% in 2012). 22% are not very satisfied and 6% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and on par with the National Average and the 2012 reading.

29% of Rotorua households have contacted Council about dogs in the last 12 months, while 42% of residents are dog owners.

75% of dog owners are satisfied, while 62% of residents whose household has contacted Council about dogs feel this way.

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

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

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

Satisfaction With Control Of Dogs

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total City					
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	30	32	62	35	3
Dog Owners [†]	38	37	75	20	6
Comparison					
Peer Group (Provincial)	29	45	74	20	6
National Average	32	44	76	18	6
Area					
North	33	41	74	19	7
South [†]	29	34	63	26	12
East	45	34	79	20	1
West [†]	29	45	74	24	3
Ratepayer?					
Ratepayer [†]	35	40	75	20	6
Non-ratepayer	28	34	62	33	5

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

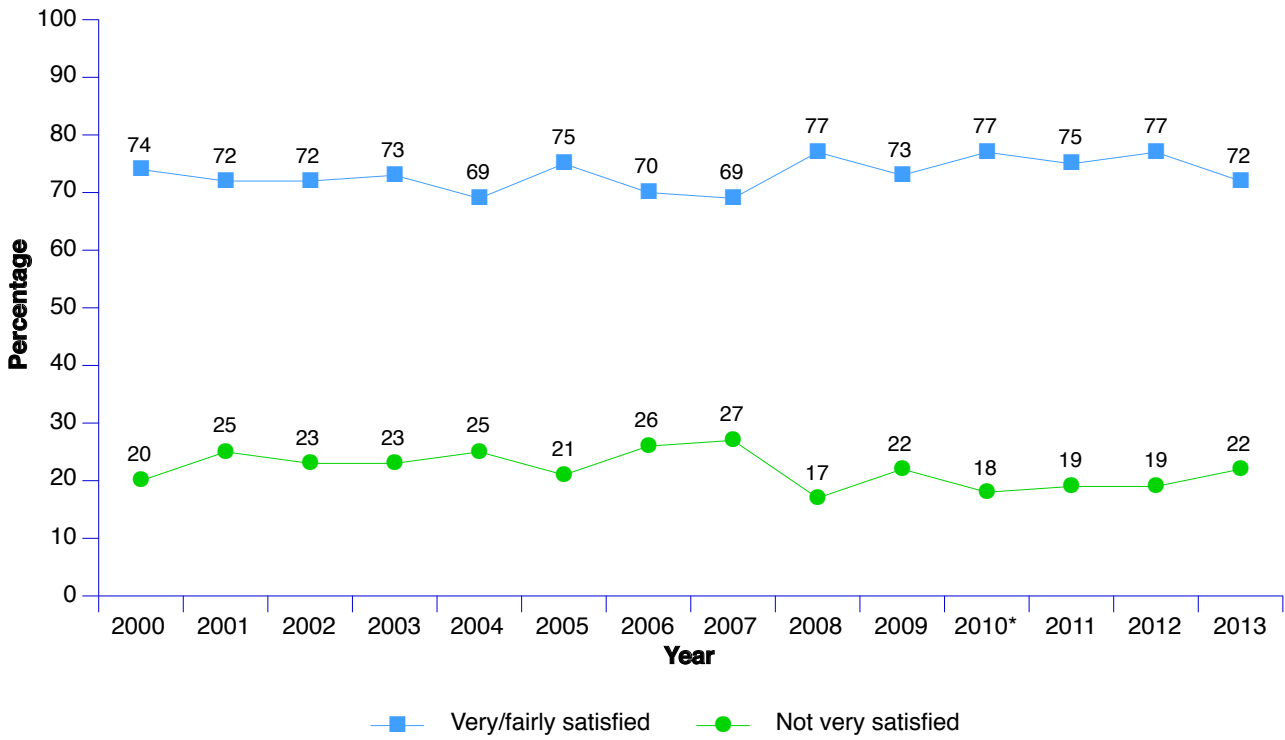
Summary Table: Main Reasons* For Being Not Very Satisfied With Control Of Dogs

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Too many roaming / uncontrolled dogs	13	14	14	7	15
Need more control / policing / need to be stricter / do more	3	1	5	4	3
Danger to people and other animals	3	4	2	4	2
Poor service / rangers could do a better job	3	1	3	4	3

* multiple responses allowed

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

Control Of Dogs

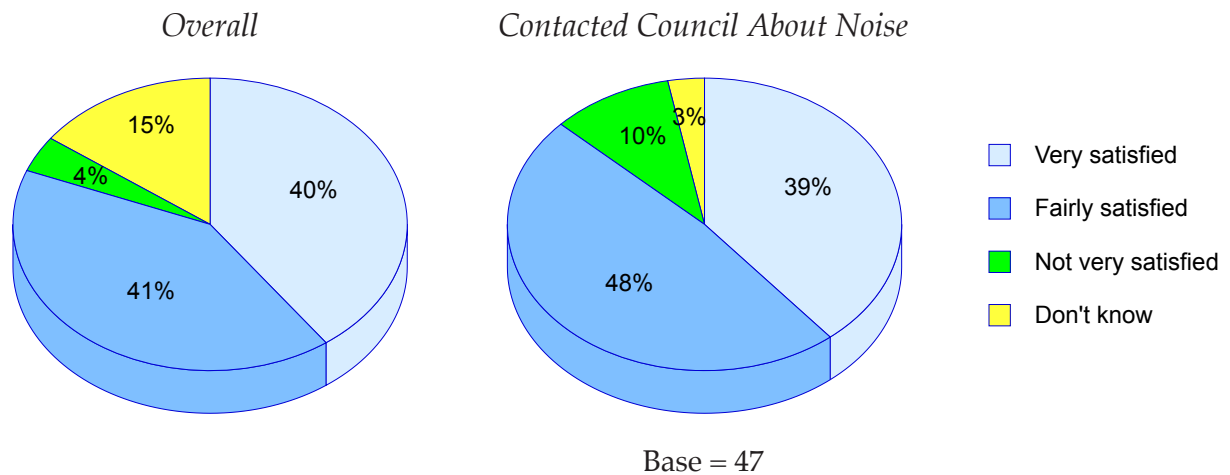


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 72%
 Contacted Council = 62%
 Dog Owners = 75%

v. Control Of Noise



81% of residents overall are satisfied with noise control, including 40% who are very satisfied (37% in 2012). 4% are not very satisfied and 15% are unable to comment (12% in 2012).

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, 87% are satisfied and 10% are not very satisfied. 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 ...

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

* multiple responses allowed

Satisfaction With Noise Control

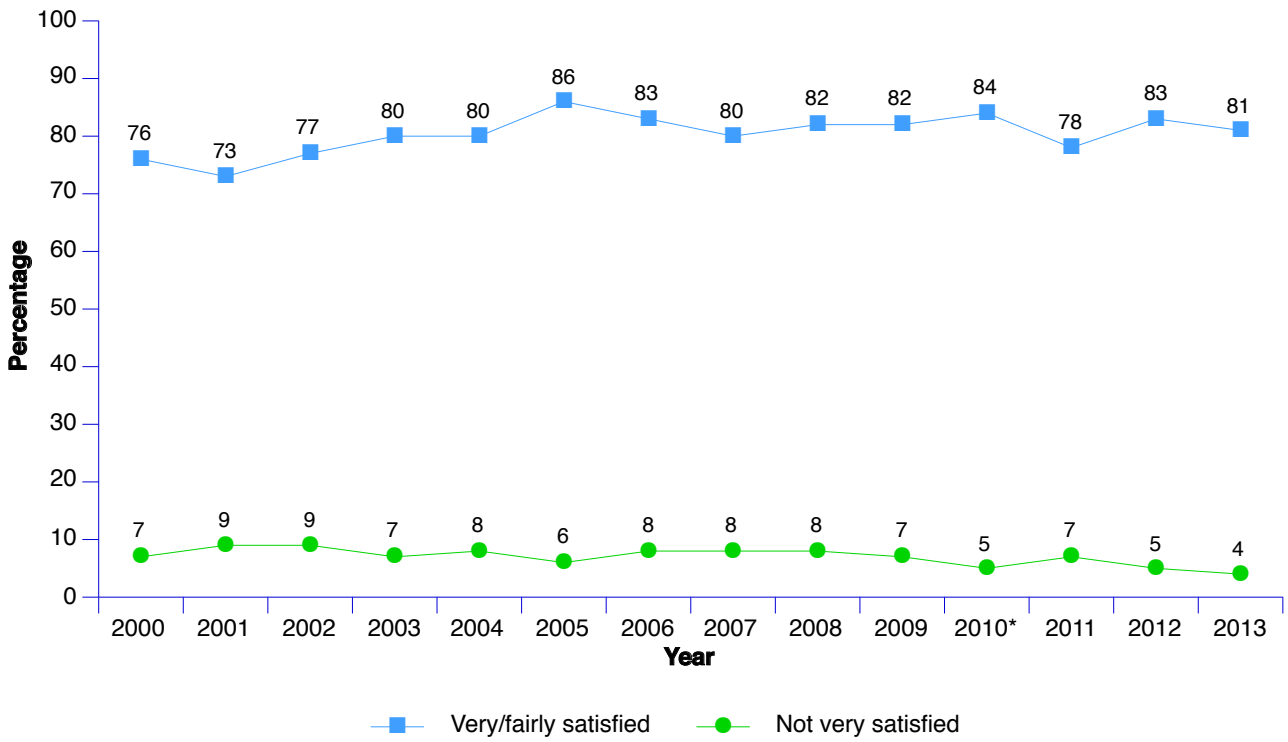
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2013	40	41	81	4	15
	2012	37	46	83	5	12
	2011	29	49	78	7	15
	2010 ⁺	22	62	84	5	10
	2009	28	54	82	7	11
	2008	33	49	82	8	10
	2007	32	48	80	8	12
	2006	30	53	83	8	9
	2005	32	54	86	6	8
	2004	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		39	48	87	10	3
Comparison						
Peer Group (Provincial)		32	43	75	11	14
National Average		31	47	78	11	11
Area						
North [†]		44	39	83	-	16
South		35	37	72	4	24
East		49	36	85	4	11
West		35	51	86	5	9

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

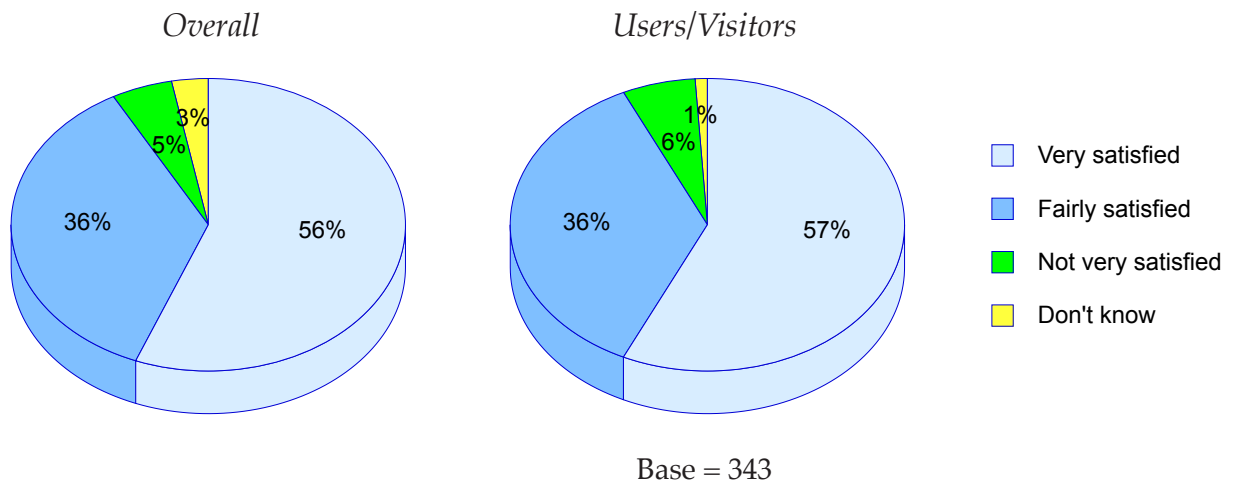
Noise Control



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Total District = 81%
 Contacted Council = 87%

vi. Parks, Reserves And Playgrounds



92% of all residents are satisfied with parks, reserves and playgrounds, with 56% being very satisfied. 5% of residents are not very satisfied with these facilities. These readings are similar to the 2012 results.

The percent not very satisfied is similar to 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 93% of these residents being satisfied.

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

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

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

* multiple responses allowed

Satisfaction With Parks, Reserves And Playgrounds

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	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		57	36	93	6	1
Comparison**						
Peer Group (Provincial)		57	35	92	3	5
National Average		56	37	93	3	4
Area						
North†		54	32	86	11	2
South		56	36	92	3	5
East		57	38	95	2	3
West		56	39	95	5	-

% read across

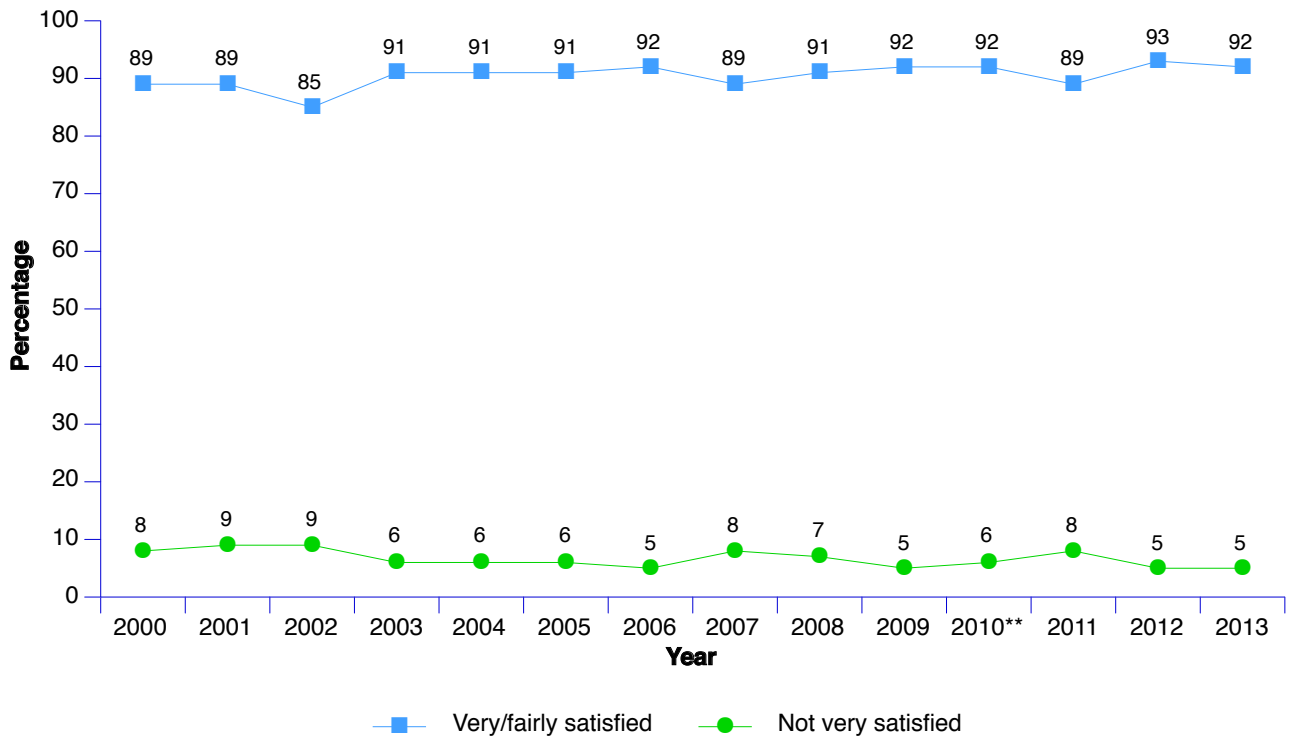
* Readings prior to 2007 refer to parks, reserves, sportsfields and playgrounds. In 2007, satisfaction with sportsfields was asked separately (see pages 46 - 48).

** 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



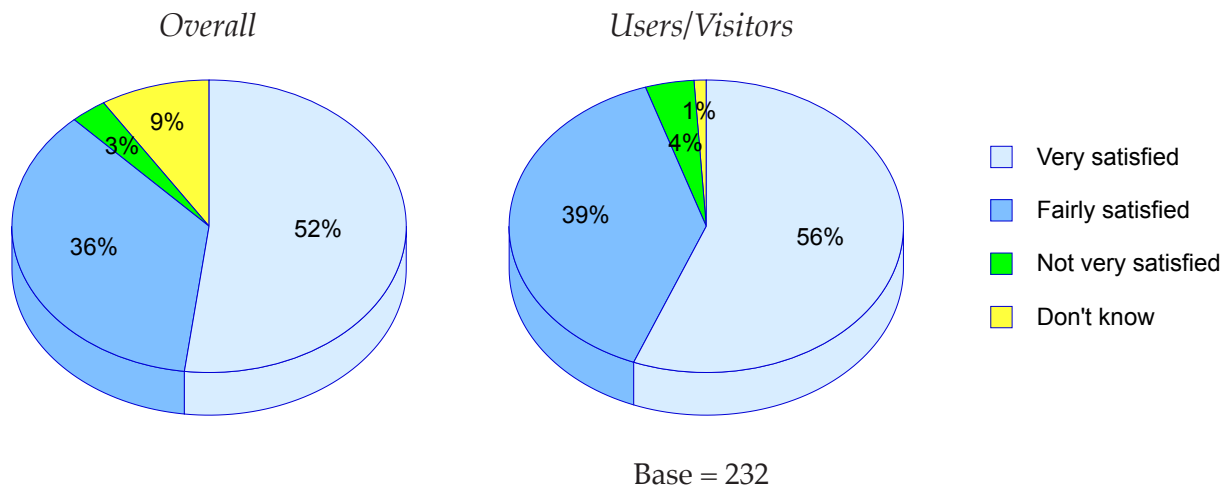
** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 92%

Users/Visitors = 93%

vii. Sportsfields



88% of Rotorua District residents are satisfied with sportsfields, including 52% who are very satisfied (47% in 2012). 3% are not very satisfied and 9% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for sportsfields and playgrounds, and the 2012 reading.

69% of households say they have used or visited a sportsfield in the last 12 months. Of these, 95% are satisfied and 4% not very satisfied.

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

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

- poorly looked after / unkempt / rubbish around, mentioned by 2% of all residents,
- poor drainage, 1%,
- not enough, 1%.

* multiple responses allowed

Satisfaction With Sportsfields

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	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	39	95	4	1
Comparison**						
Peer Group (Provincial)		53	37	90	3	7
National Average		52	38	90	4	6
Area						
North [†]		55	40	95	-	6
South		55	34	89	3	8
East		59	23	82	7	11
West		44	42	86	4	10

% read across

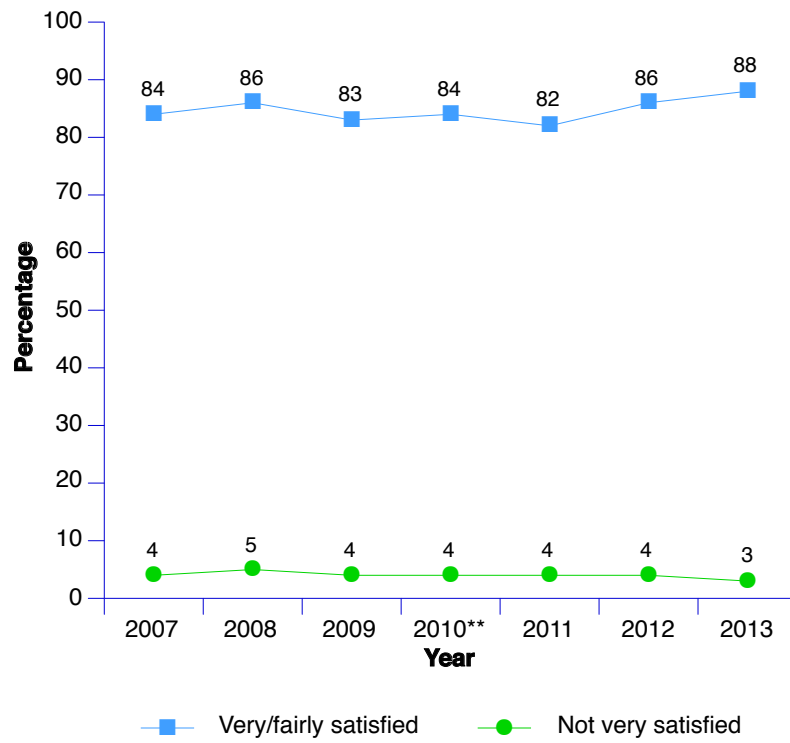
* prior to 2007, not asked separately

** 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

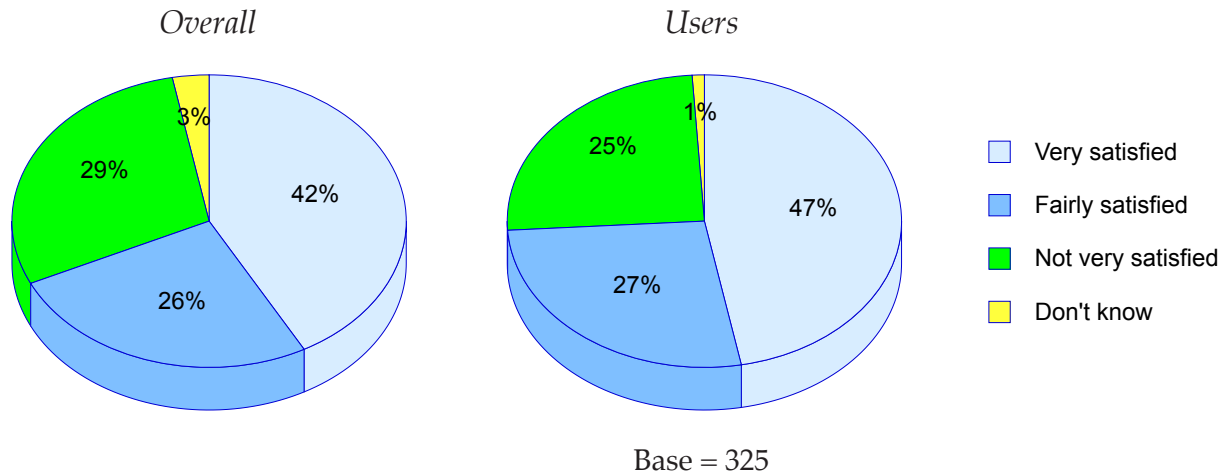


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 88%
 Users/Visitors = 95%

viii. Recycling Waste Materials



68% of residents are satisfied with the District's recycling of waste materials (73% in 2012), including 42% who are very satisfied (46% in 2012). 29% are not very satisfied and 4% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages and 6% above the 2012 reading.

79% of households have used the Council's recycling services in the last year. Of these, 74% are satisfied (80% in 2012) and 25% not very satisfied (18% in 2012).

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

- residents aged 18 to 64 years,
- residents who live in a three or more person household.

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

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

- no kerbside recycling / would like kerbside recycling service,
- hassle to drive to town to recycle centre / difficult for some people,
- improve facilities / service at recycling centres / no recycling centre near here.

Satisfaction With Recycling Waste Materials

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	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		47	27	74	25	1
Comparison						
Peer Group (Provincial)		53	29	82	12	6
National Average		55	29	84	11	5
Area						
North [†]		37	19	56	41	4
South		40	28	68	30	2
East		45	34	79	17	4
West		46	23	69	28	3
Age						
18-44 years [†]		34	27	61	35	3
45-64 years		45	27	72	26	2
65+ years		61	18	79	15	6
Household Size						
1-2 person household		51	26	77	19	4
3+ person household		37	25	62	35	3

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

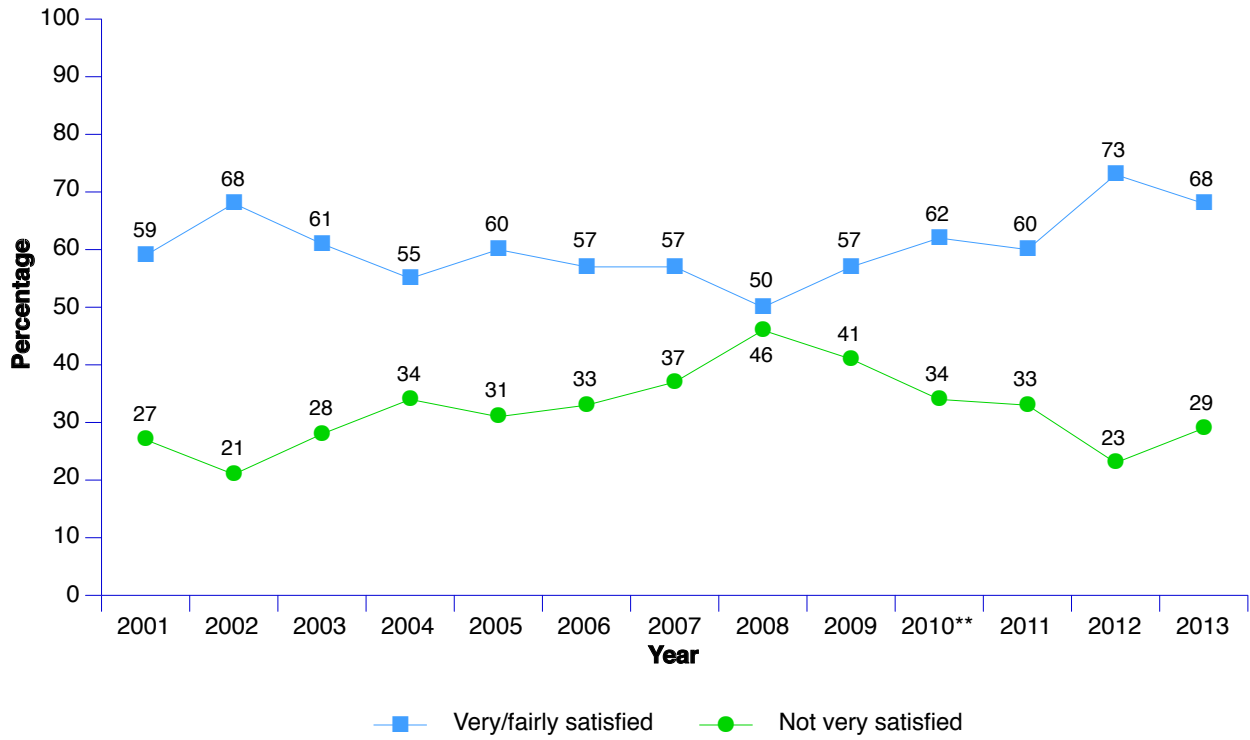
[†] does not add to 100% due to rounding

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

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
No kerbside recycling/ would like kerbside recycling service	19	19	22	11	22
Hassle to drive to town to recycle centre/ difficult for some people	5	8	6	2	4
Improve facilities/ service at recycling centres/ no recycling centre near here	3	8	-	2	3

* multiple responses allowed

Recycling Waste Materials

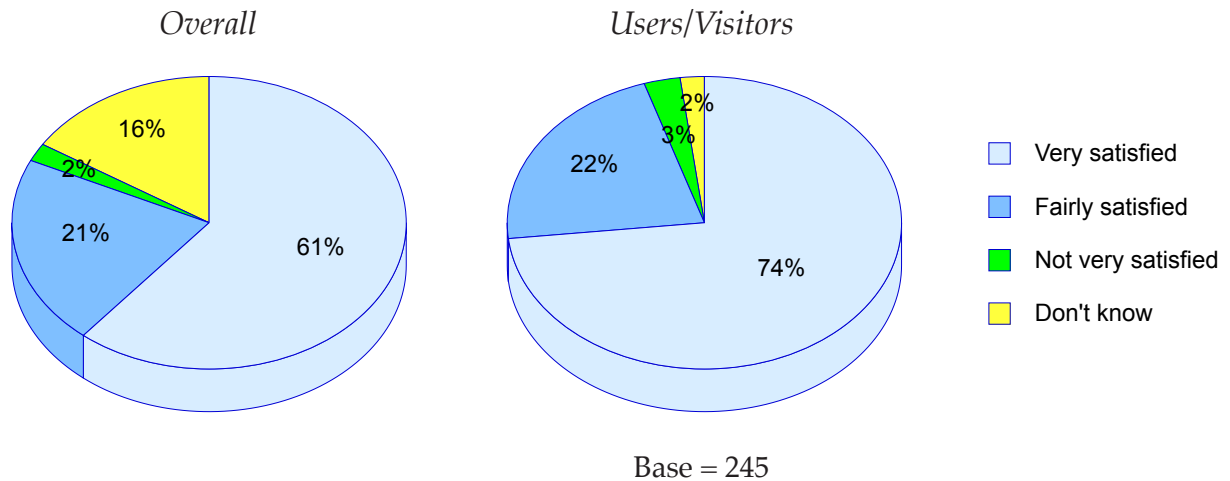


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 68%
 Users = 74%

ix. Art And History Museum



82% of residents overall are satisfied with the Art and History Museum, with 61% being very satisfied (66% in 2012). 16% are unable to comment.

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

64% of households say they have used or visited the Art and History Museum in the last 12 months. These "users/visitors" are more likely to be satisfied (96%), than residents overall, while being less likely to be unable to comment (2%).

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

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

- lacking in displays/boring, mentioned by 1% of all residents,
- others, 2%.

* multiple responses allowed

Satisfaction With Art And History Museum

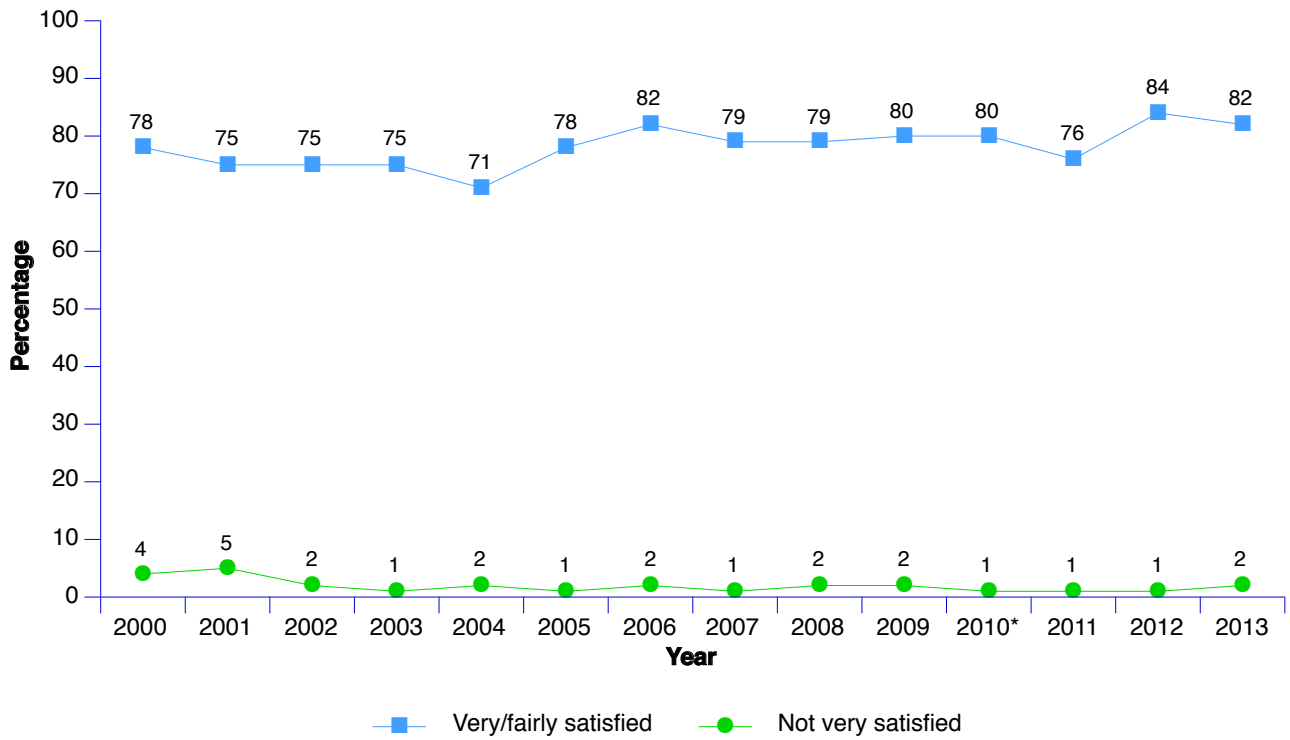
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2013	61	21	82	2	16
	2012	66	18	84	1	15
	2011	51	25	76	1	23
	2010*	48	32	80	1	19
	2009	56	24	80	2	18
	2008	57	22	79	2	19
	2007	56	23	79	1	20
	2006	57	25	82	2	16
	2005	53	25	78	1	21
	2004	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	3	2
Comparison						
Peer Group (Provincial)		42	22	64	3	33
National Average		50	22	72	3	25
Area						
North		59	25	84	4	12
South [†]		56	18	74	1	26
East		66	20	86	1	13
West		63	23	86	1	13

% read across

* 2010 survey not conducted by NRB

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

Art And History Museum



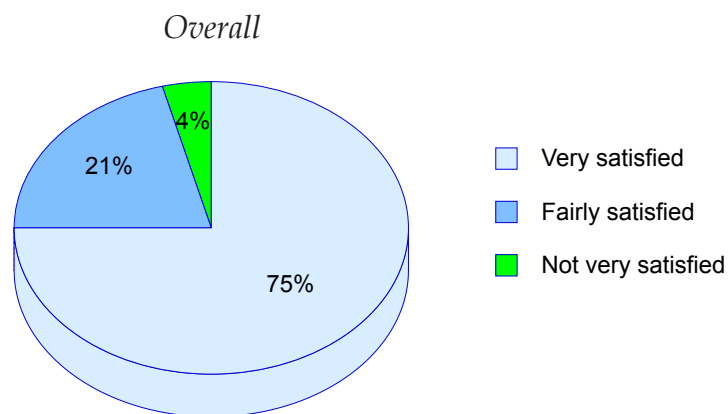
* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 82%

Users / Visitors = 96%

x. Beautification And Landscaping Of The District



96% of Rotorua District residents are satisfied with the beautification and landscaping of the District, including 75% who are very satisfied (68% in 2012).

The percent not very satisfied, 4%, is below the Peer Group and National Averages, and similar to the 2012 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 ...

- inconsistent/good in City centre/other areas need more attention, mentioned by 1% of all residents,
- could be better/not attractive, 1%,
- changes to City centre/not as nice now, 1%.

* multiple responses allowed

Satisfaction With Beautification And Landscaping Of The District

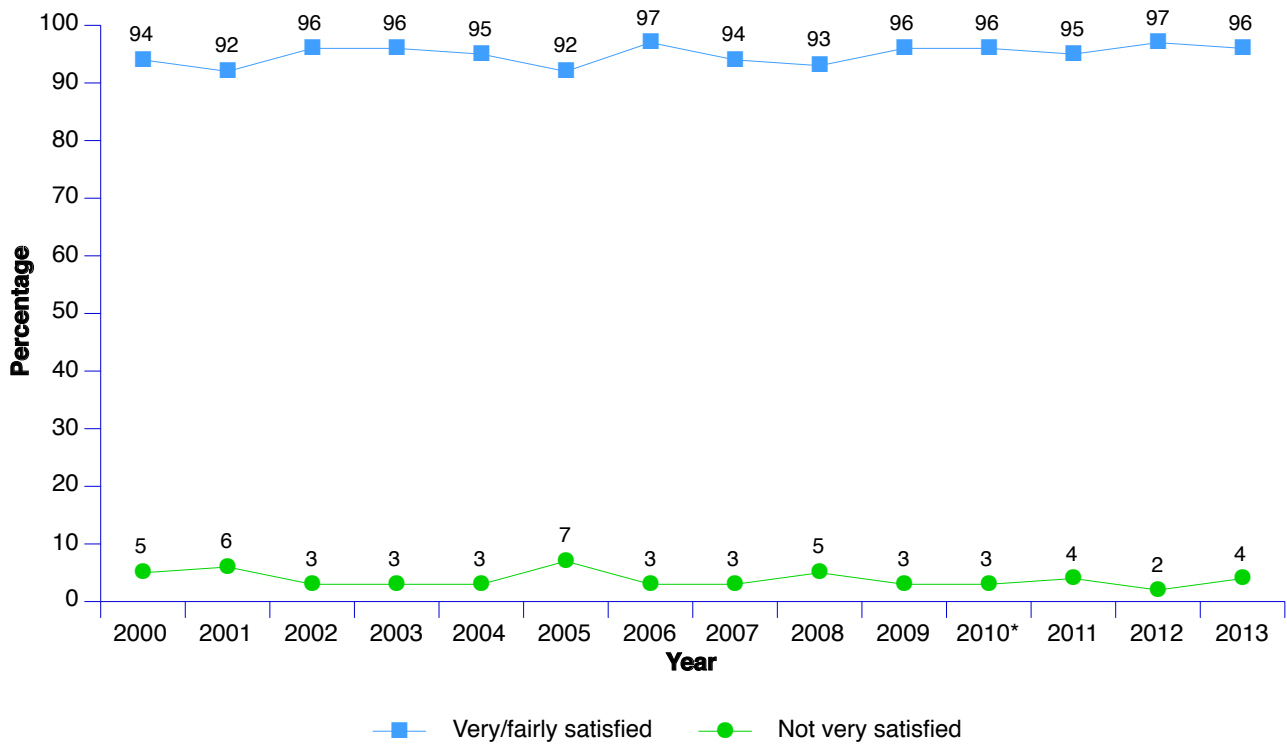
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2013	75	21	96	4	-
	2012	68	29	97	2	1
	2011	71	24	95	4	1
	2010*	61	35	96	3	1
	2009	64	32	96	3	1
	2008	66	27	93	5	2
	2007	71	23	94	3	3
	2006	68	29	97	3	-
	2005	67	25	92	7	1
	2004	69	26	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	76	18	94	5	1
	South	64	33	97	3	-
	East†	76	17	93	5	1
	West	81	17	98	2	-

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

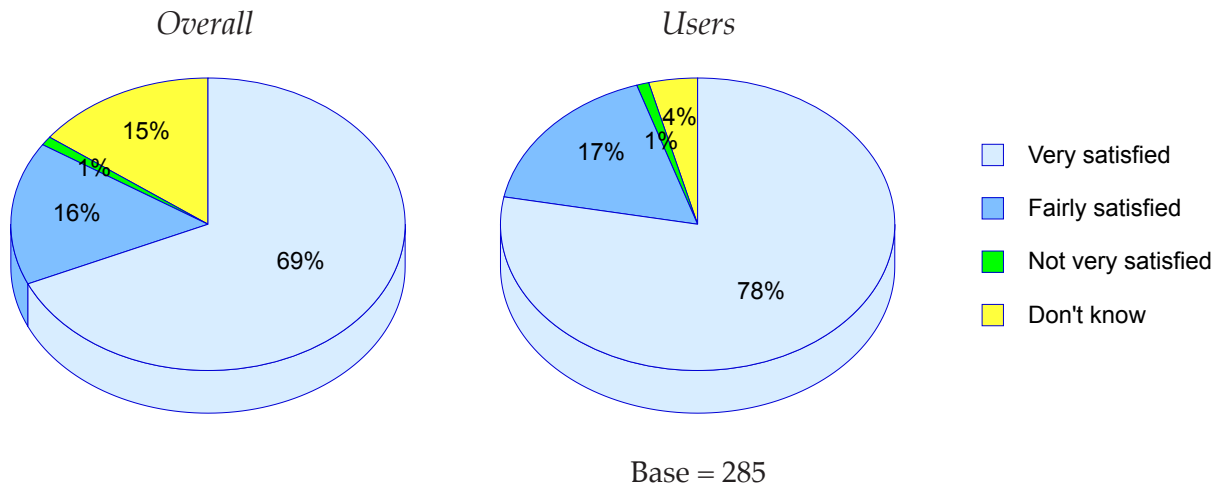
Beautification And Landscaping Of The District



* 2010 survey not conducted by NRB

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

xi. Library Service



Overall, 85% of residents are satisfied with the library service, with 69% being very satisfied (66% in 2012), while 15% are unable to comment (11% in 2012).

The percent not very satisfied (1%) is similar to the Peer Group and National Averages and the 2012 reading.

76% of households have used a District Library in the last 12 months and, of these, 95% are satisfied, including 78% who are very satisfied, with 1% not very satisfied.

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

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

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

* multiple responses allowed

Satisfaction With Library Service

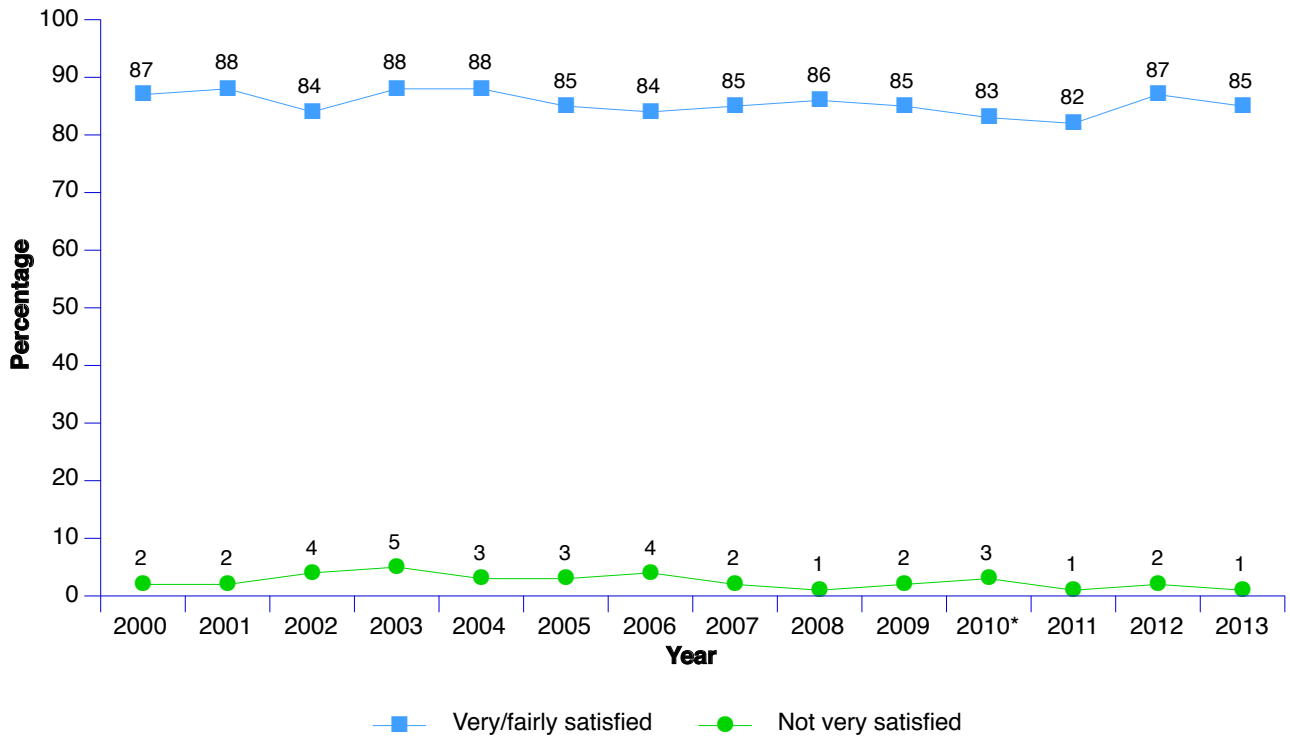
		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	2013 [†]	69	16	85	1	15
	2012	66	21	87	2	11
	2011	68	14	82	1	17
	2010*	51	32	83	3	14
	2009	68	17	85	2	13
	2008	68	18	86	1	13
	2007	66	19	85	2	13
	2006	65	19	84	4	12
	2005	66	19	85	3	12
	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		78	17	95	1	4
Comparison						
Peer Group (Provincial)		70	19	89	2	9
National Average		64	23	87	3	10
Area						
North		73	12	85	2	13
South		62	19	81	3	16
East		70	16	86	-	14
West		69	16	85	-	15

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

Library Service

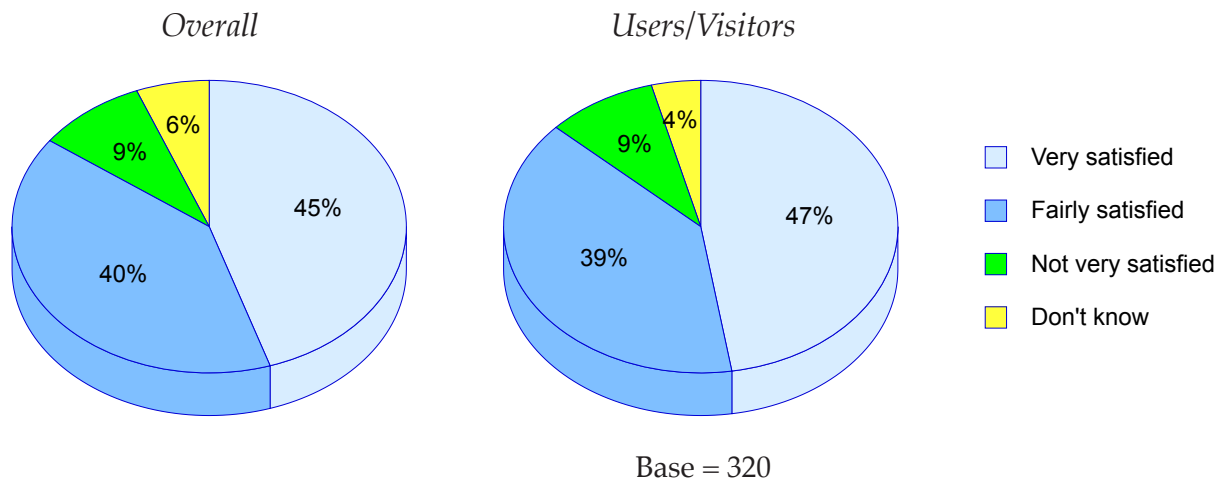


* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 85%
 Users = 95%

xii. Event Promotion



85% of residents overall are satisfied with the event promotion, including 45% who are very satisfied (42% in 2012), while 9% are not very satisfied.

There are no comparative Peer Group and National Averages, however the not very satisfied reading is similar to last year's result.

84% 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 (88% in 2012). Of these, 86% 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, 2%.

* multiple responses allowed

Satisfaction With Event Promotion

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	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	39	86	9	4
Area						
North		54	30	84	9	7
South		37	49	86	9	5
East		40	44	84	8	8
West ^{††}		48	37	85	10	6

% read across

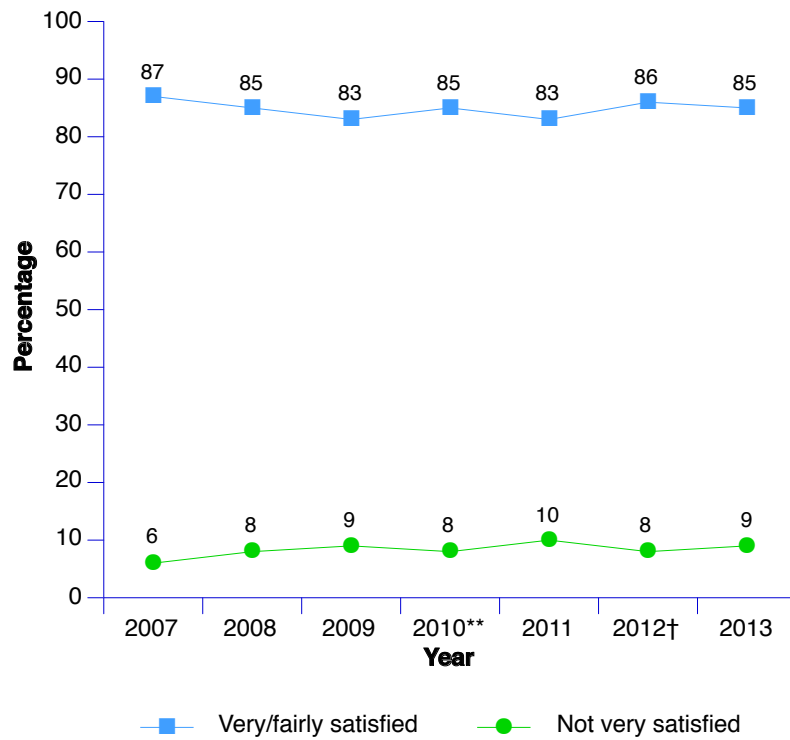
* not asked prior to 2007

** 2010 survey not conducted by NRB

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

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

Event Promotion



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

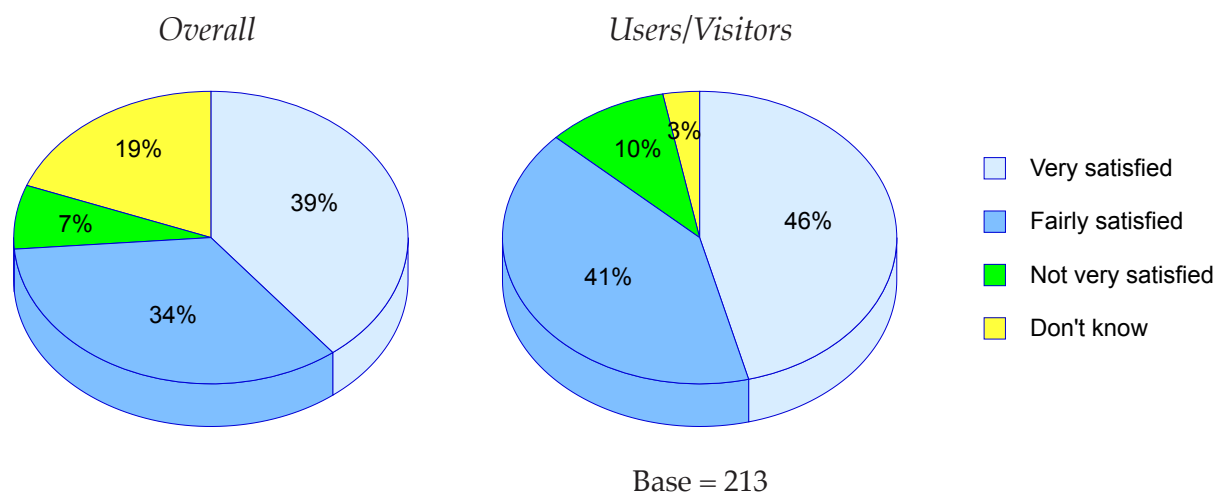
** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 85%

Users / Visitors = 86%

xiii. Rotorua Aquatic Centre



73% of all residents are satisfied with the Rotorua Aquatic Centre, with 39% being very satisfied. 7% are not very satisfied (11% in 2012) and 19% are unable to comment.

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

63% of households have used or visited the Rotorua Aquatic Centre in the last 12 months (60% in 2012). Of these "users / visitors", 87% are satisfied (82% in 2012) and 10% are not very satisfied (15% in 2012).

There are no notable differences between Areas and between socio-economic groups, in terms of those residents who are not very satisfied with the Rotorua Aquatic Centre. However, it appears that residents who live in a three or more person household are slightly 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:

- need more recreational facilities/hydrosleds/ fun things, mentioned by 2% of all residents,
- not clean/poor standard of hygiene, 1%,
- charges/too expensive/no discounts given, 1%,
- needs an upgrade/facilities need improving, 1%,
- staff/management issues, 1%.

* multiple responses allowed

Satisfaction With Rotorua Aquatic Centre

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	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	41	87	10	3
Comparison*						
Peer Group (Provincial)		48	23	71	10	19
National Average		34	30	64	10	26
Area						
North		49	30	79	3	18
South [†]		37	35	72	7	22
East		41	35	76	7	17
West		32	37	69	11	20
Household Size						
1-2 person household [†]		38	29	67	3	30
3+ person household		40	38	78	10	12

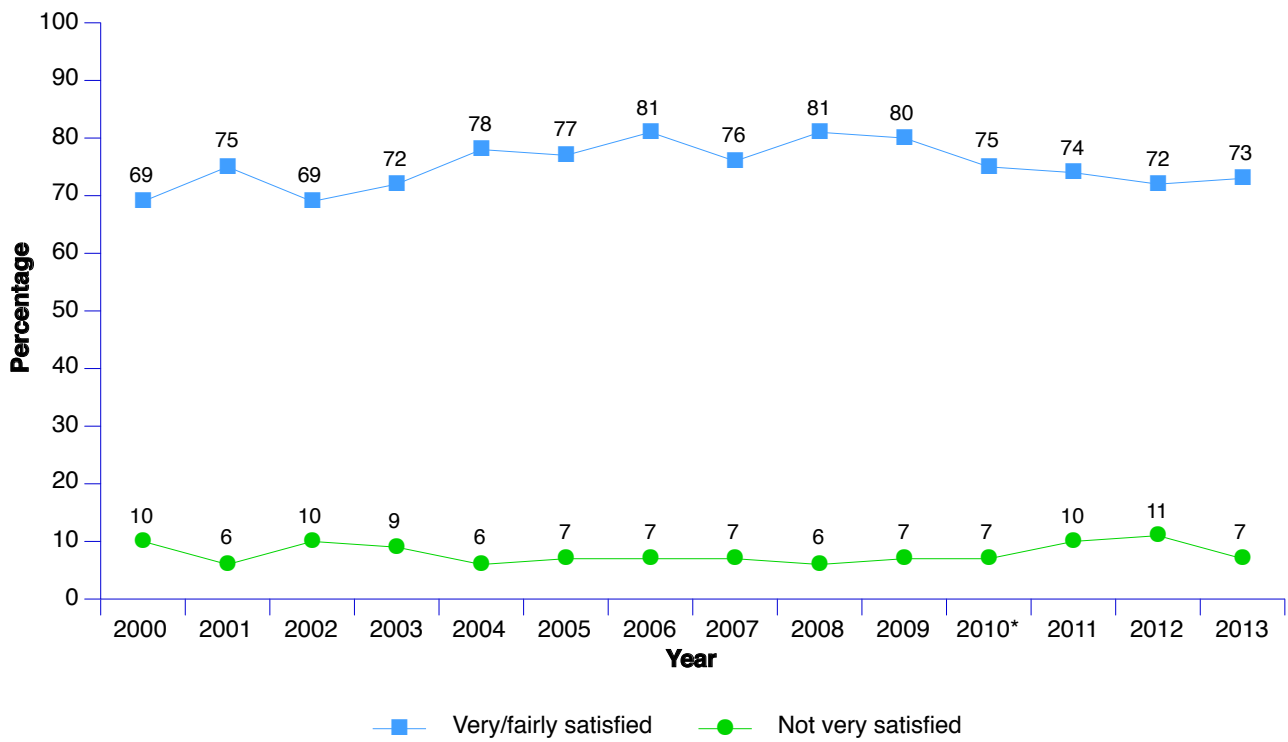
% read across

* 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

Rotorua Aquatic Centre



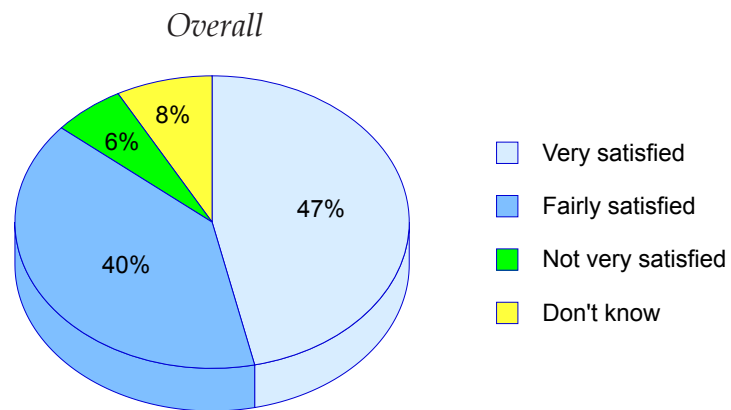
* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 73%

Users/Visitors = 87%

xiv. Promotion Of Rotorua As A Destination To Visit



87% of residents overall are satisfied with the promotion of Rotorua as a destination to visit, including 47% who are very satisfied, while 8% are unable to comment.

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

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

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

- not promoted enough/need more/better promotion, mentioned by 3% of all residents,
- more promotion/advertising of airports/flights, etc, 1%,
- not Council's job/too much spent on this, 1%,
- 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 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	51	33	84	6	10
South	46	39	85	4	11
East	48	34	82	11	7
West	43	50	93	2	5

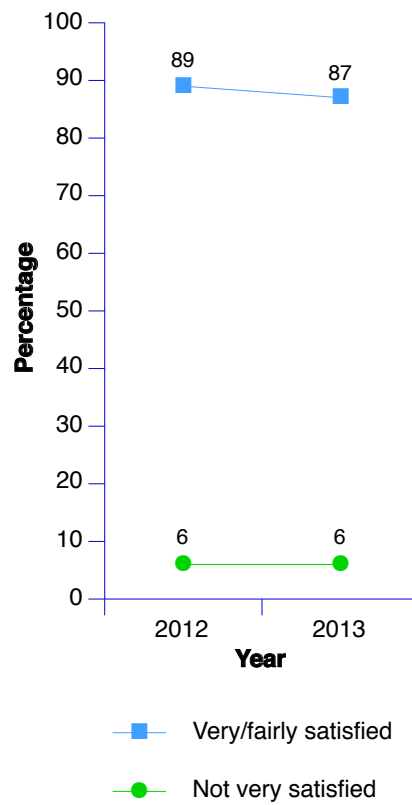
% read across

* 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

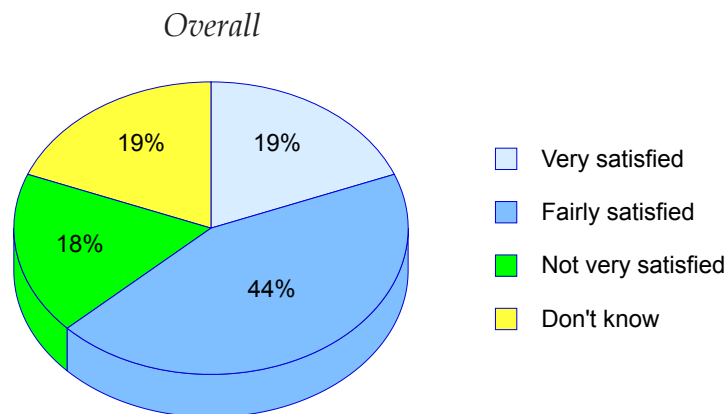
Promotion Of Rotorua As A Destination To Visit



* 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 = 87%

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



63% of residents are satisfied with the promotion of Rotorua as a destination to live, work and invest (67% in 2012), with 18% being not very satisfied. 19% are unable to comment.

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

There are no notable differences between Areas and between socio-economic groups in terms of those residents not very satisfied with the promotion of Rotorua as a destination to live, work and invest. 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/ could do more/ don't do enough,
- not happening/ never seen anything/ no promotion/ advertising,
- City Centre is dead/ loss of businesses/ industries/ empty shops in CBD,
- not enough work in Rotorua,
- 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	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	19	42	61	17	22
	South	13	44	57	17	26
	East [†]	21	42	63	23	14
	West	22	49	71	15	14
Household Size						
	1-2 person household	20	39	59	22	19
	3+ person household [†]	19	48	67	15	19

% read across

* not asked in 2000

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

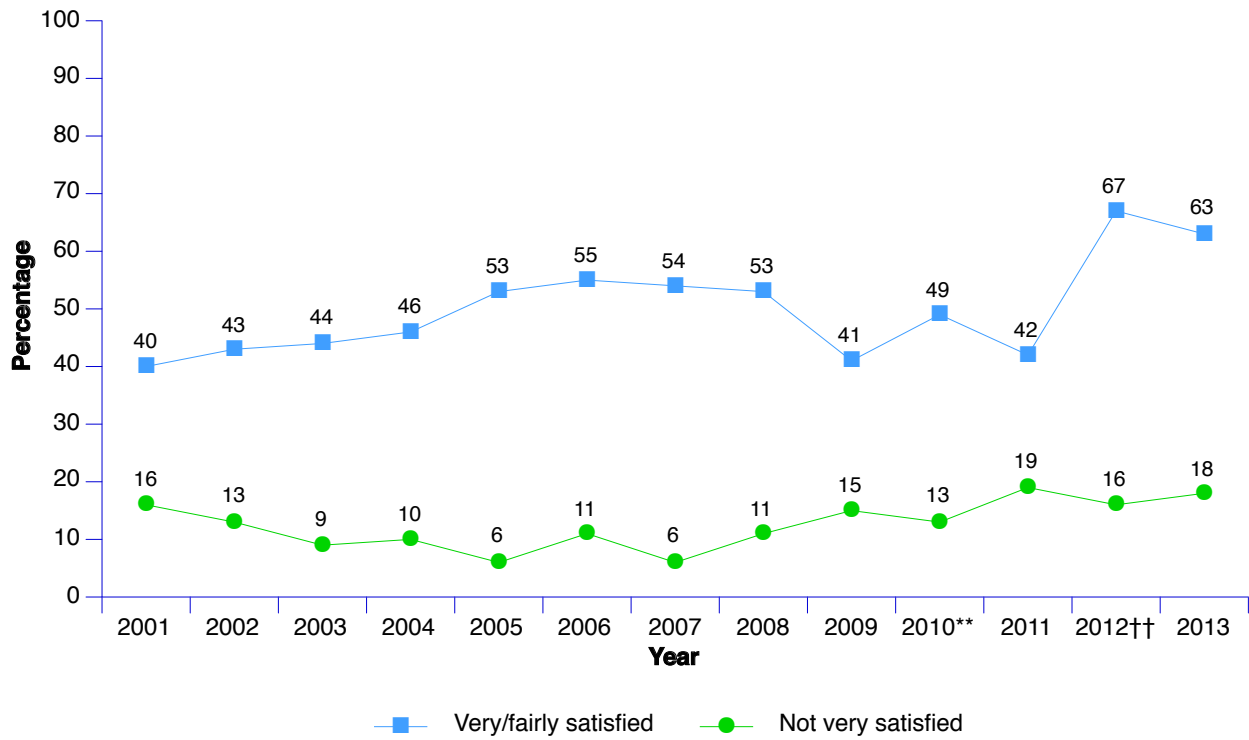
†† readings prior to 2012 and Peer Group and National Averages refer to satisfaction with the promotion of job opportunities

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

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Not promoted enough/ could do more/ don't do enough	5	2	3	12	4
Not happening/ never seen anything/ no promotion/ advertising	5	5	6	2	5
City centre is dead/ loss of businesses/ industries/ empty shops in CBD	3	2	4	4	4
Not enough work in Rotorua	3	2	2	5	3
No promotion/ encouragement to business/ need more promotion/ incentives to businesses	3	1	3	3	3
It's stagnant/ lack of growth/ people don't want to live here/ people are leaving	3	1	3	3	3

* multiple responses allowed

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

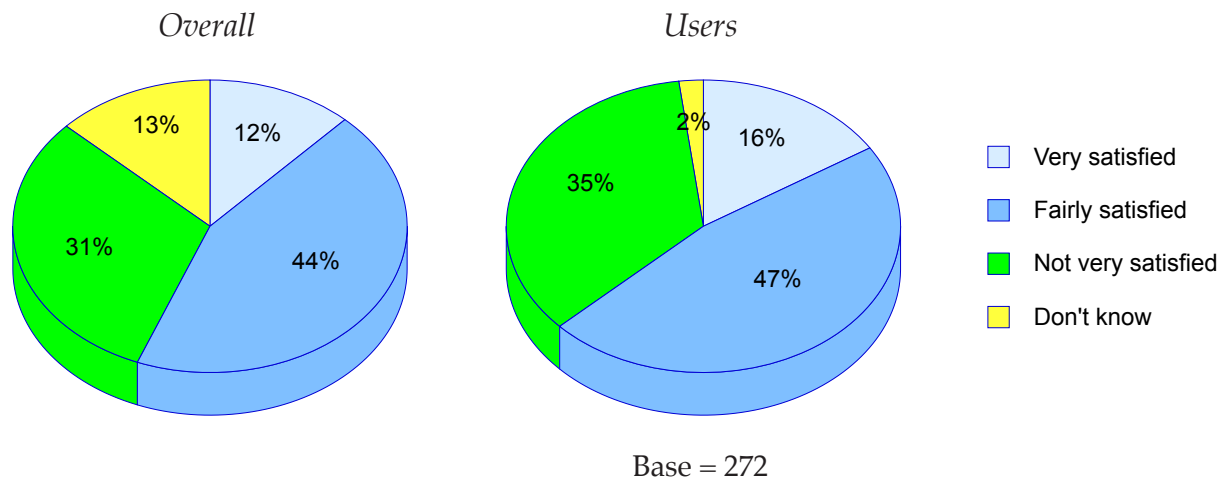


** 2010 survey not conducted by NRB

†† 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 = 63%

xvi. Public Toilets



56% of Rotorua District residents are satisfied with the District's public toilets, while 31% are not very satisfied and 13% are unable to comment (17% in 2012).

The percent not very satisfied with public toilets is above the Peer Group and National Averages and on par with the 2012 reading.

72% of households have used a public toilet in the last 12 months. Of these "users", 63% are satisfied and 35% not very satisfied.

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

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

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

Satisfaction With Public Toilets

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	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		16	47	63	35	2
Comparison						
Peer Group (Provincial)		25	44	69	18	13
National Average		23	46	69	18	13
Area						
North†		7	44	51	35	15
South		20	35	55	33	12
East		14	45	59	25	16
West		9	49	58	32	10
Gender						
Male†		16	45	61	24	16
Female		9	43	52	37	11

% read across

* not asked prior to 2006

** 2010 survey not conducted by NRB

† does not add to 100% due to rounding

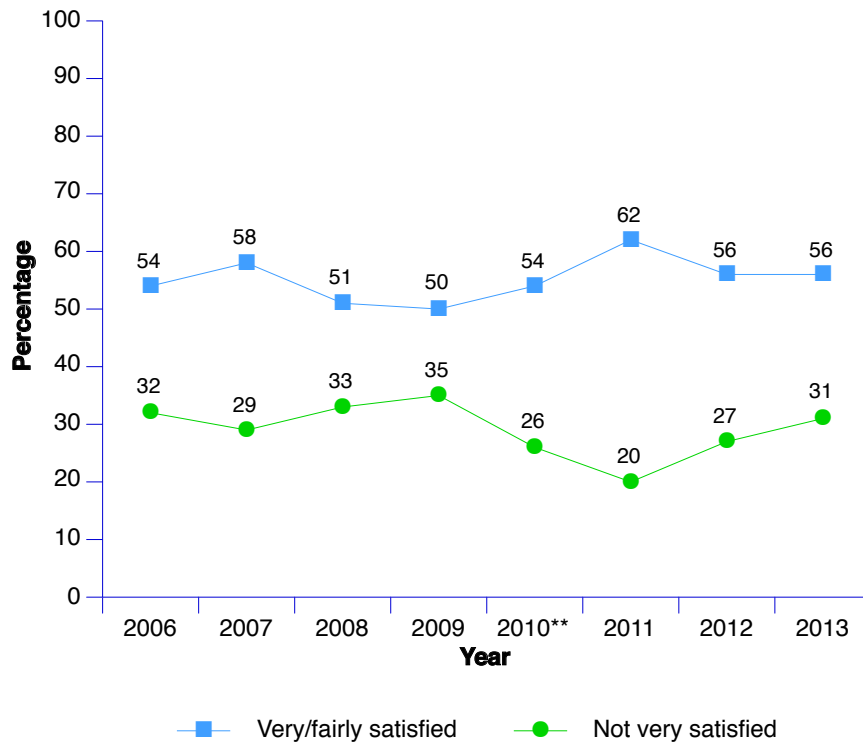
Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Dirty / smelly / disgusting / untidy / need cleaning more often	16	16	15	11	20
Not enough toilets / need more	11	12	13	11	9
Old / rundown / poor condition / need maintenance / upgrading	8	12	11	3	6

* multiple responses allowed

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

Public Toilets

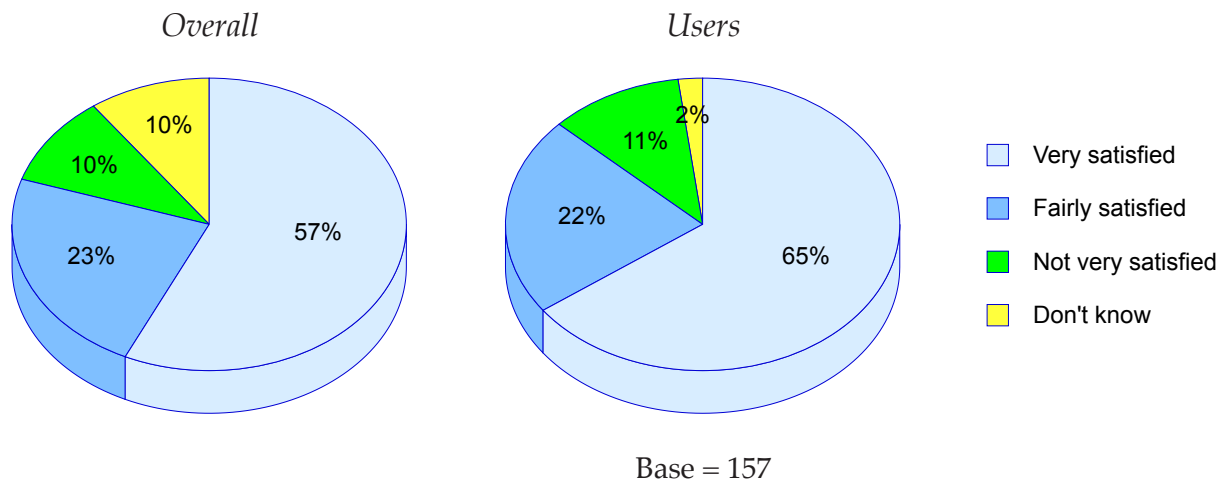


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 56%
 Users = 63%

xvii. Cycling Facilities In The District



80% of residents are satisfied with the cycling facilities in the District, including 57% who are very satisfied (51% in 2012). 10% are not very satisfied and 10% are unable to comment.

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

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

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 ...

- cycling on roads dangerous for cyclists/ condition of roads/ narrow roads,
- not enough cycling facilities/ cycle lanes/ need more,
- cycle lanes poorly planned/ designed/ too narrow to be improved.

Satisfaction With Cycling Facilities In The District

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	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		65	22	87	11	2
Area						
North		54	20	74	13	13
South [†]		63	18	81	9	9
East [†]		58	21	79	10	12
West		52	32	84	7	9

% read across

* not asked prior to 2010

** 2010 survey not conducted by NRB

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

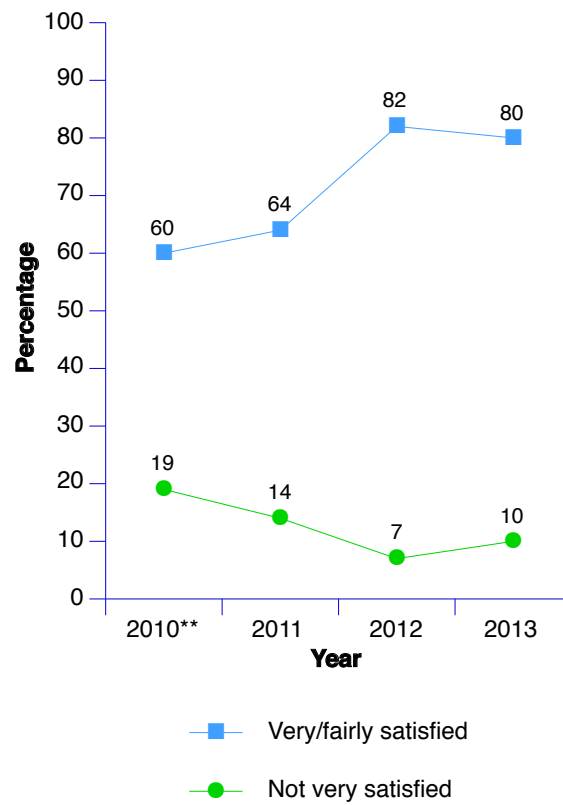
**Summary Table:
Main Reasons* For Being Not Very Satisfied With Cycling Facilities In The District**

	Total District 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
Cycling on roads dangerous for cyclists/ condition of roads/narrow roads	4	6	4	3	3
Not enough cycling facilities/cycle lanes/ need more	4	4	4	3	5
Cycle lanes poorly planned/designed/ too narrow to be improved	3	6	4	4	1

* multiple responses allowed

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

Cycling Facilities In The District

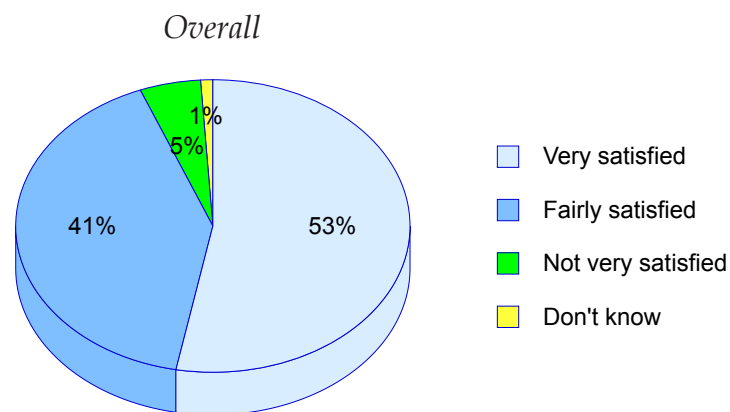


** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:

Total District	=	80%
Users	=	87%

xviii. Appearance And Cleanliness Of The Rotorua City Centre



94% of all residents are satisfied with the appearance and cleanliness of the Rotorua City Centre (97% in 2012), including 53% who are very satisfied (60% in 2012).

The percent not very satisfied (5%) is below the Peer Group and National Averages for litter control in general and on par with the 2012 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 ...

- dirty / a lot of litter / rubbish around / cigarette butts, mentioned by 2% of all residents,
- old / tired / rundown / unappealing / not a good impression, 1%,
- empty shops / vacant shops, 1%,
- people hanging around / intimidating, 1%,
- need improving / beautification, 1%.

* multiple responses allowed

Satisfaction With Appearance And Cleanliness Of Rotorua City Centre

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*						
Total City	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		49	44	93	7	-
South [†]		50	43	93	7	-
East		57	34	91	5	4
West		57	41	98	2	-

% read across

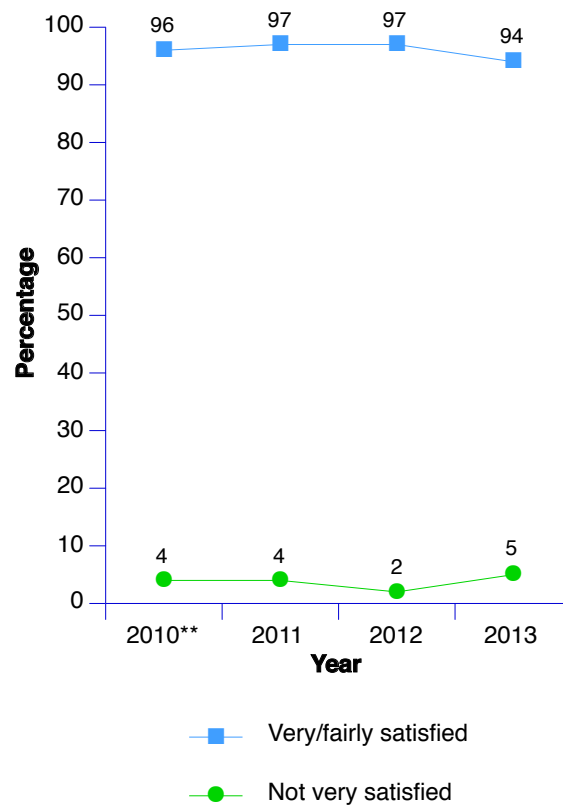
* not asked prior to 2010

** 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



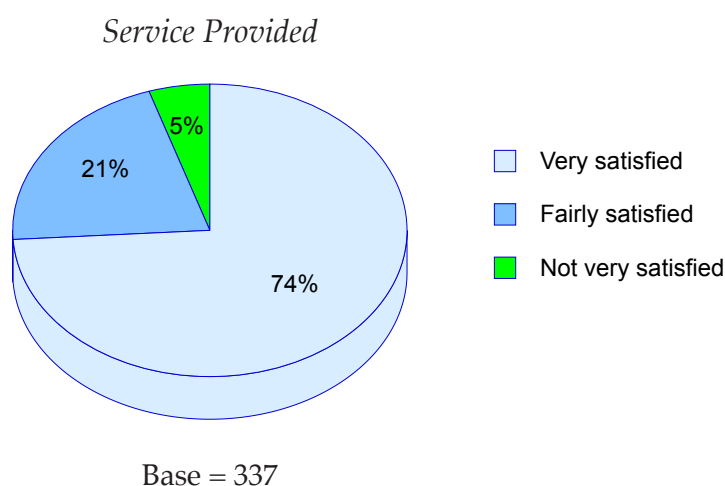
** 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
Total District = 94%

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



85% of residents are provided with a piped water supply (88% in 2012). Of these, 95% are satisfied, including 74% who are very satisfied, while 5% 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 ...

- poor water pressure, mentioned by 2% of residents who are provided with a piped water supply,
- chlorine in water, 1%,
- unpleasant taste, 1%,
- old pipes/leaking/need upgrading, 1%,
- cost issues, 1%.

* multiple responses allowed

Satisfaction With Water Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Residents Provided With A Piped Water Supply					
Total District 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	75	20	95	5	-
South	78	17	95	5	-
East	75	20	95	5	-
West	71	25	96	4	-

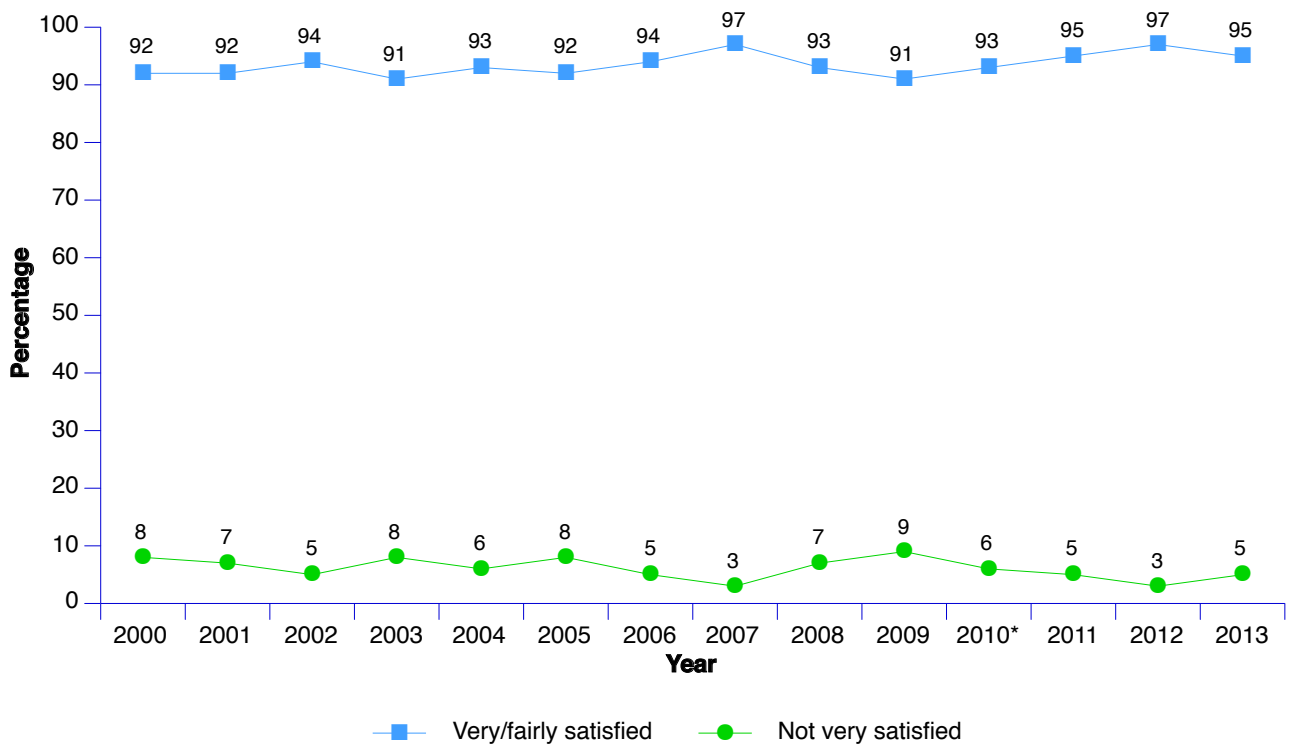
Base = 337

% read across

* 2010 survey not conducted by NRB

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

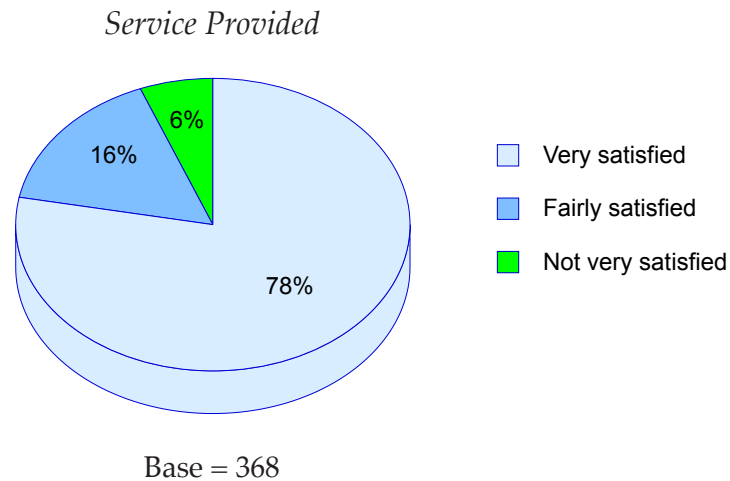
Water Supply (Receivers Of Service)



* 2010 survey not conducted by NRB

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

ii. Rubbish Collection



91% of residents say Council provides a regular rubbish collection service where they live (95% in 2013).

Of these, 94% are satisfied, including 78% who are very satisfied, while 6% are not very satisfied. These readings are similar to last year's findings.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents, who are provided 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,
- dislike paper rubbish bags/ animals get into them, 1%,
- not enough rubbish bags supplied/ bags are too small, 1%,
- need better collection times, 1%,
- would like bins/ wheelie bins, 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 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	74	22	96	4	-
South	88	9	97	3	-
East [†]	84	10	94	4	1
West	71	19	90	10	-

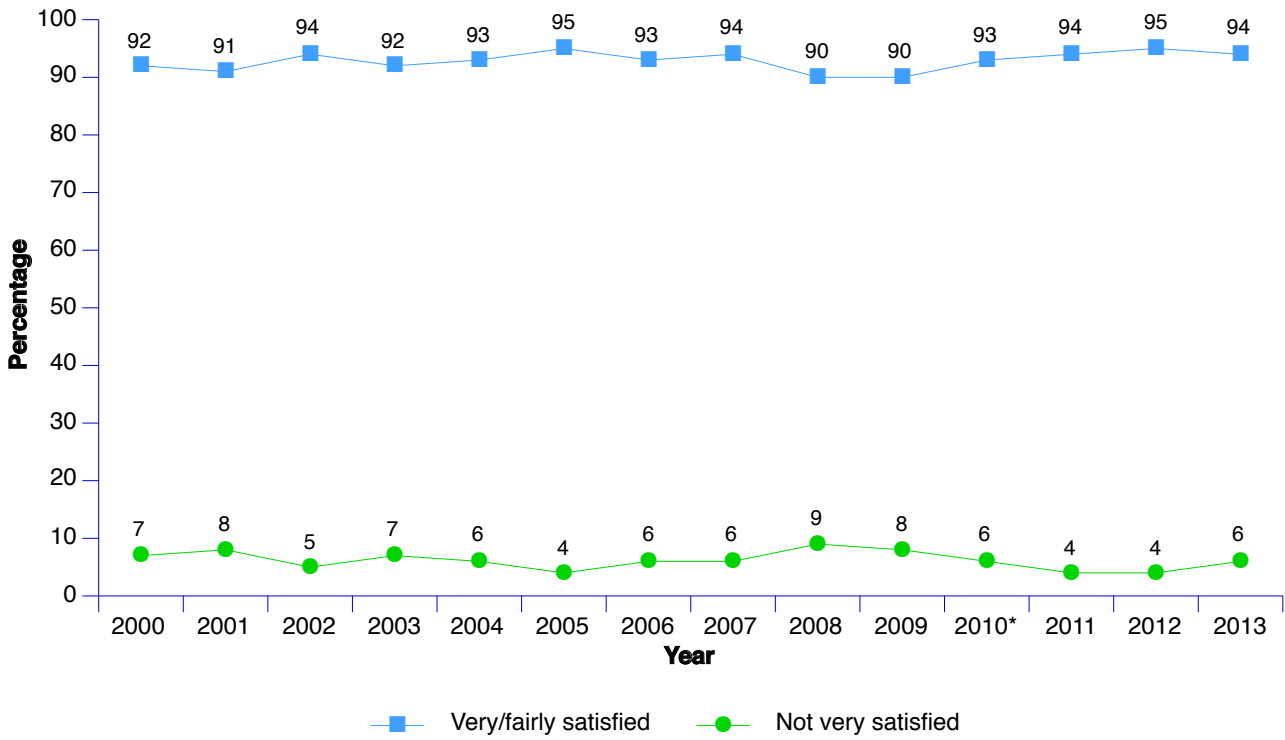
Base = 368

% read across

* 2010 survey not conducted by NRB

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

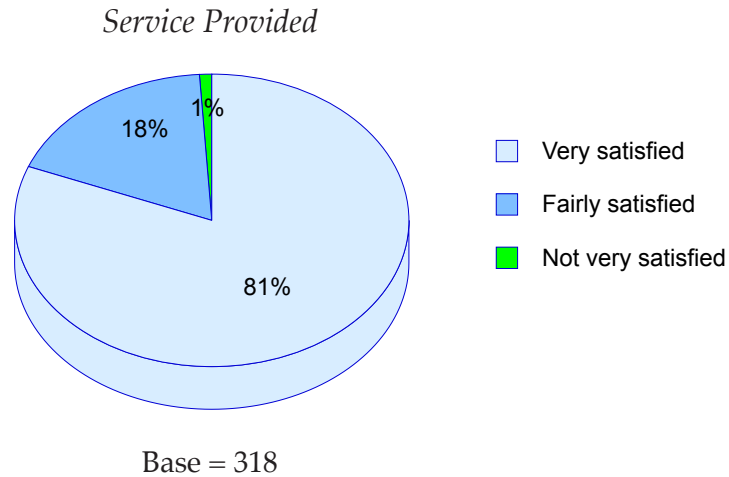
Rubbish Collection (Receivers Of Service)



* 2010 survey not conducted by NRB

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

iii. The Sewerage System



79% of residents are provided with a sewerage system (85% in 2012). Of these, 99% are satisfied, including 81% who are very satisfied and 1% not very satisfied. These readings are similar to the 2012 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 sewerage system and are not very satisfied.

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

"It just cost us \$10,000 and on septic tank and was only seven years old."

"Cost of change to sewerage system was unnecessary."

"No reply."

* 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					
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	80	18	98	1	1
South	88	12	100	-	-
East [†]	79	18	97	2	-
West	78	22	100	-	-

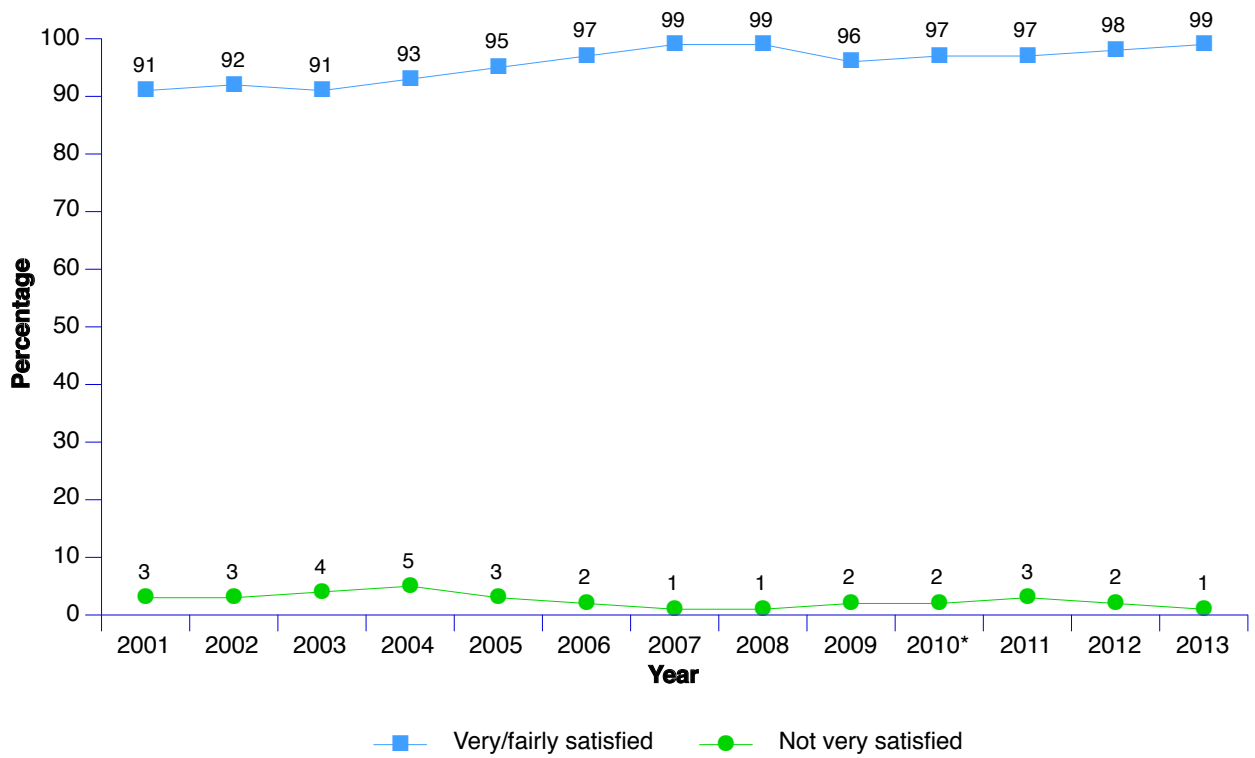
Base = 318

% read across

* 2010 survey not conducted by NRB

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

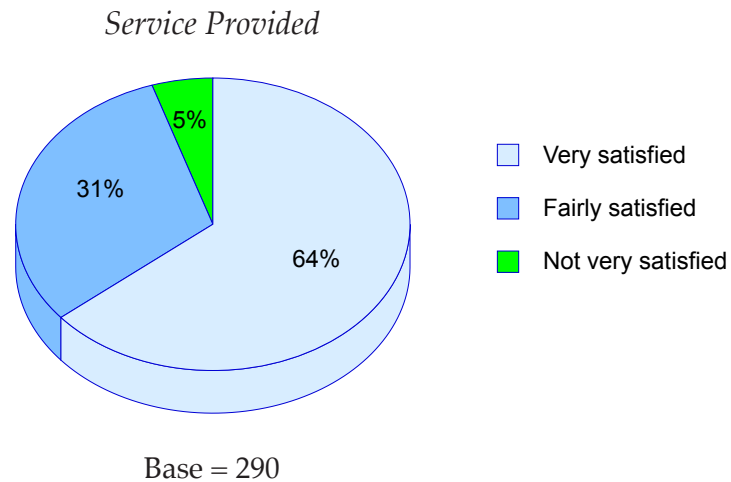
Sewerage System (Receivers Of Service)



* 2010 survey not conducted by NRB

Recommended Satisfaction Measures For Reporting Purposes:
 Receivers of Service = 99%

iv. Stormwater Drainage



74% of residents are provided with a piped stormwater drainage system (79% in 2012). Of these, 95% are satisfied, including 64% who are very satisfied, while 5% are not very satisfied. These readings are similar to the 2012 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 ...

- flooding / surface flooding, mentioned by 2% of residents who are provided with a piped stormwater drainage system,
- blockages / leaves / drains need cleaning, 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					
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	59	36	95	4	1
South [†]	74	19	93	8	-
East [†]	70	26	96	5	-
West	57	40	97	3	-

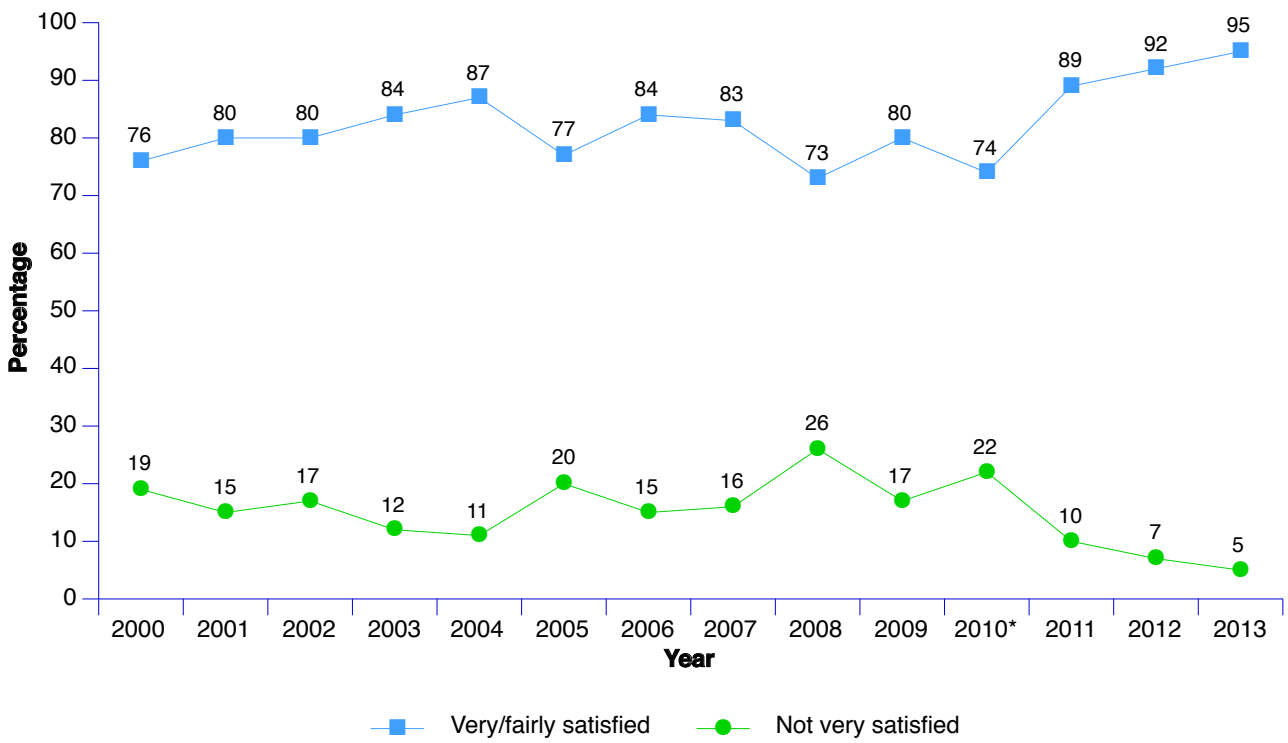
Base = 290

% 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 %
Recycling waste materials [†]	50	49	1	1
Public toilets	49	44	1	6
Promotion of Rotorua as a destination to live, work and invest	46	48	3	3
Roads	35	59	6	-
Promotion of Rotorua as a destination to visit	30	62	6	2
Parks, reserves and playgrounds	26	70	3	1
Parking in Rotorua City	26	62	10	2
Rotorua Aquatic Centre	25	65	2	8
Event promotion	24	66	7	3
Dog control	22	69	5	4
Cycling facilities in the District	22	67	6	5
Footpaths	20	69	9	2
Appearance and cleanliness of the Rotorua City Centre	19	80	-	1
Stormwater drainage	15	77	2	6
Rubbish collection	14	82	2	2
Sportsfields [†]	14	78	4	3
Library service [†]	13	82	2	4
Sewerage system	12	79	3	6
Beautification/landscaping	9	87	4	-
Water supply [†]	9	84	2	6
Art and History Museum	9	79	5	7
Noise control	7	80	7	6

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

d. Spend 'More' Comparison

	2013 %	2012 %	2011 %	2010* %	2009 %	2008 %	2007 %
Recycling waste materials	50	43	56	48	61	64	58
Public toilets	49	45	35	35	53	49	51
Promotion of Rotorua as a destination to live, work and invest [†]	46	43	48	25	39	33	29
Roads	35	31	37	25	29	37	37
Promotion of Rotorua as a destination to visit [◊]	30	33	NA	NA	NA	NA	NA
Parks, reserves and playgrounds	26	24	24	14	21	22	19
Parking in Rotorua's CBD	26	29	38	24	35	37	40
Rotorua Aquatic Centre	25	29	20	16	22	25	17
Event promotion**	24	26	26	19	28	23	25
Dog control	22	21	25	17	26	29	46
Cycling facilities in the District	22	20	26	NA	NA	NA	NA
Footpaths	20	22	23	20	20	26	23
Appearance and cleanliness of the Rotorua City Centre	19	16	15	NA	NA	NA	NA
Stormwater drainage	15	17	25	26	31	37	25
Rubbish collection	14	12	17	11	18	16	18
Sportsfields	14	16	13	9	13	12	17
Library service	13	15	11	9	8	14	14
Sewerage system	12	13	12	17	21	22	22
Beautification/landscaping	9	10	11	7	15	13	14
Water supply	9	7	10	8	10	14	10
Art and History Museum	9	9	8	8	9	10	10
Noise control	7	5	8	2	6	7	10

NA: not asked

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

* 2010 survey not conducted by NRB

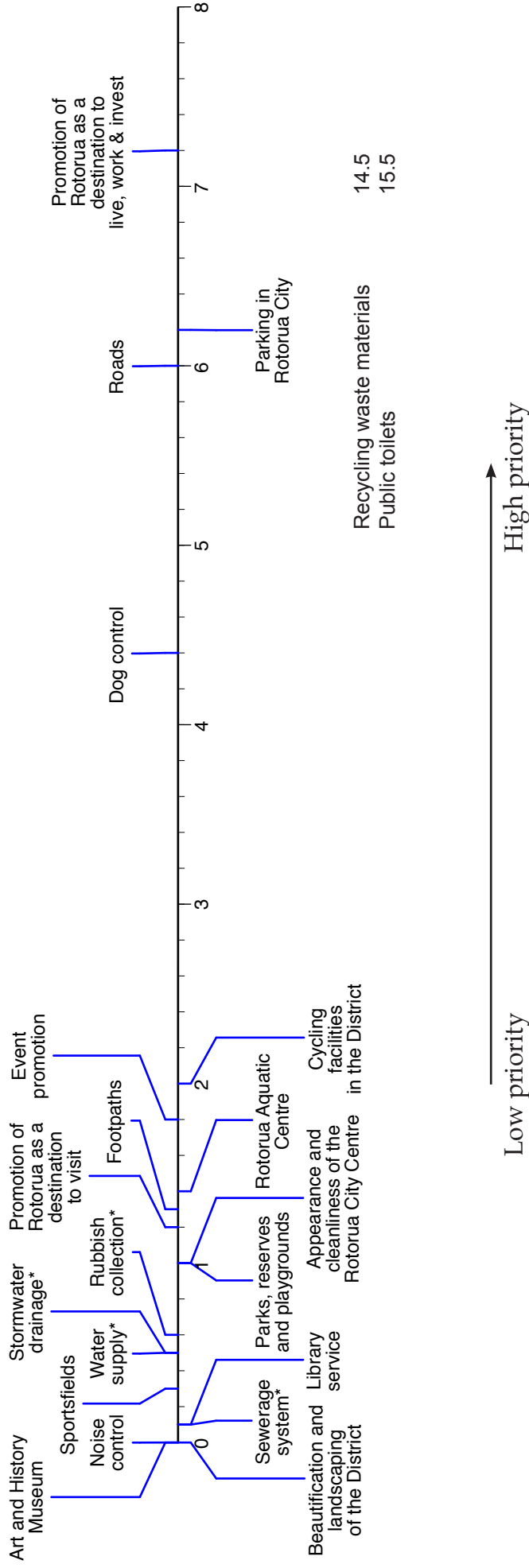
** readings prior to 2012 refer to "event and tourism promotion of Rotorua"

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

Top '5' Spend More Services/Facilities By Area

	Total District 2013 %	Area			
		North %	South %	East %	West %
Recycling waste materials	50	52	52	36	55
Public toilets	49	43	52	45	56
Promotion of Rotorua as a destination to live, work and invest	46	38	44	47	55
Roads	35	35	31	37	35
Promotion of Rotorua as a destination to visit	30	20	31	41	29

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.

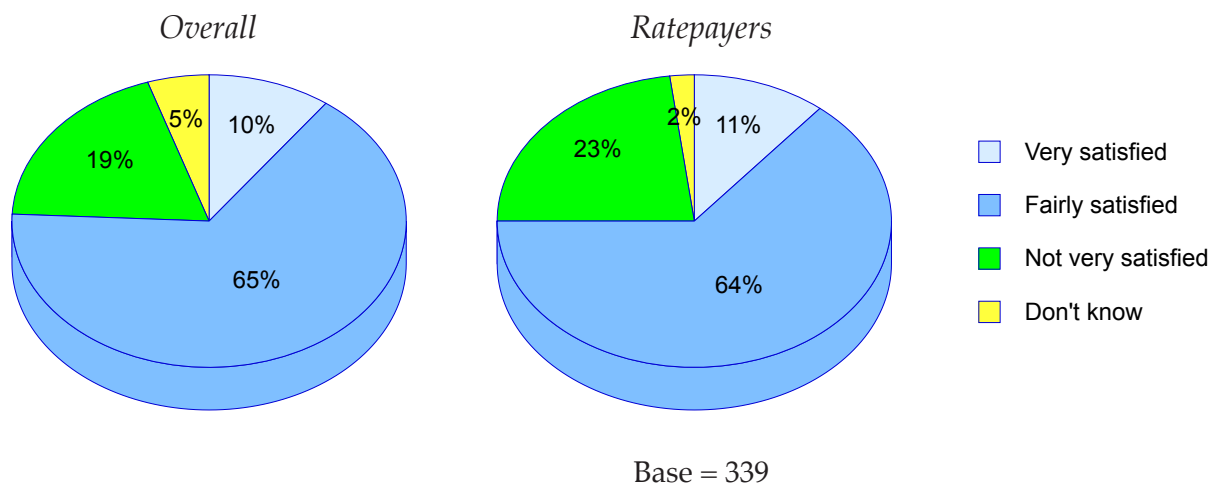
Public toilets, recycling waste materials, and promotion of Rotorua as a destination to live, work and invest are the top priorities for Council in terms of spend, with noise control, Art & History Museum and beautification and landscaping of the District being of lowest priority in terms of spend.

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



2. Rates Issues

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



79% of residents identify themselves as ratepayers (84% in 2012).

Overall, 75% of residents are satisfied with the way rates are spent on the services and facilities provided by Council (78% in 2012). 19% of all residents are not very satisfied with the way rates are spent and this is below the Peer Group and National Averages and similar to the 2012 reading.

75% of ratepayers are satisfied with the way rates are spent, while 23% are not very satisfied.

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

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

- high rates / increases / too high for services received / not value for money,
- use of rates money for airport / other airport issues,
- need better rubbish collection / a kerbside recycling service,
- other overspending / wasting money issues.

Satisfaction With The Way Rates Are Spent On Services And Facilities

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Total City	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		6	67	73	21	6
South		10	66	76	19	5
East		15	64	79	18	3
West		10	65	75	19	6
Ratepayer?						
Ratepayer		11	64	75	23	2
Non-ratepayer		7	69	76	6	18

% 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 2013 %	Area			
		North %	South %	East %	West %
Percent Who Mention ...					
High rates/increases/too high for services received/not value for money	8	7	12	9	7
Use of rates money for airport/other airport issues	4	4	1	3	5
Need better rubbish collection/ a kerbside recycling service	3	-	5	2	6
Other overspending/wasting money issues	3	3	2	5	2

* multiple responses allowed

Recommended Satisfaction Measures For Reporting Purposes:

Total District = 75%

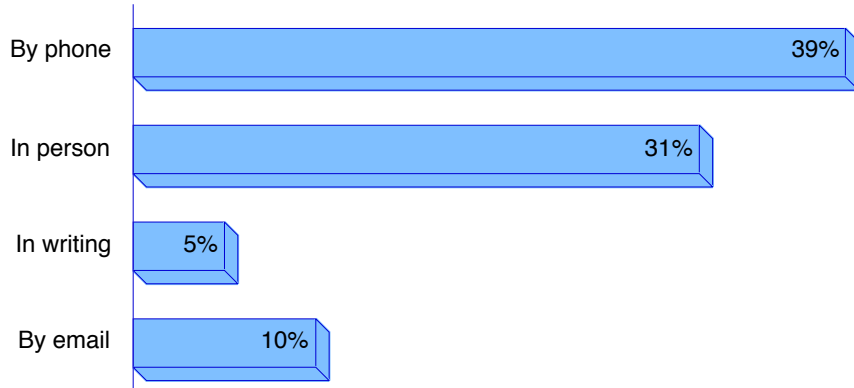
Ratepayers = 75%



3. Contact With Council

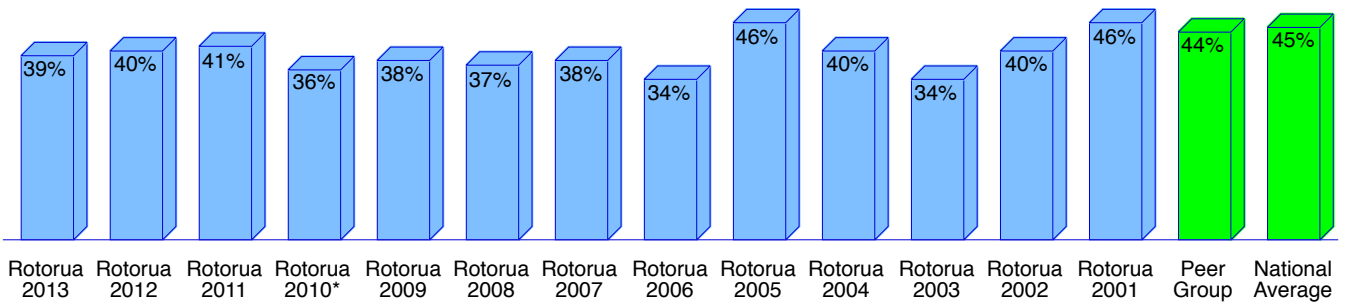
a. Levels Of Contact

2013 - Yes, Have Contacted ...

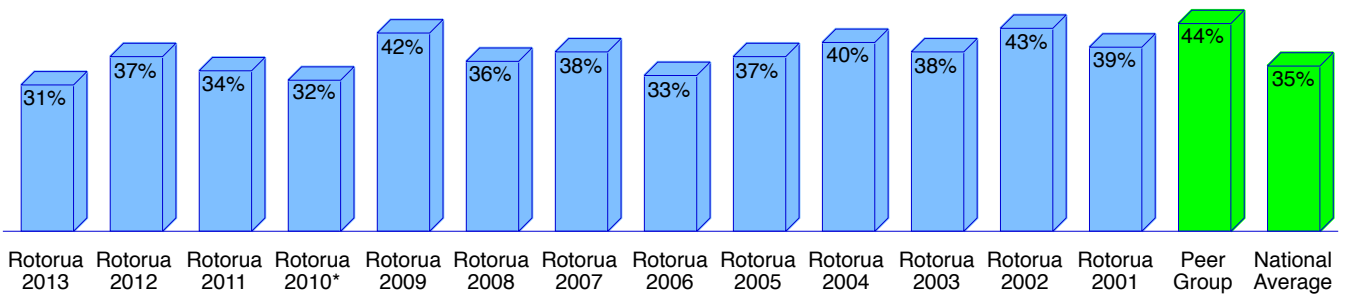


Percent Saying 'Yes' - Comparison

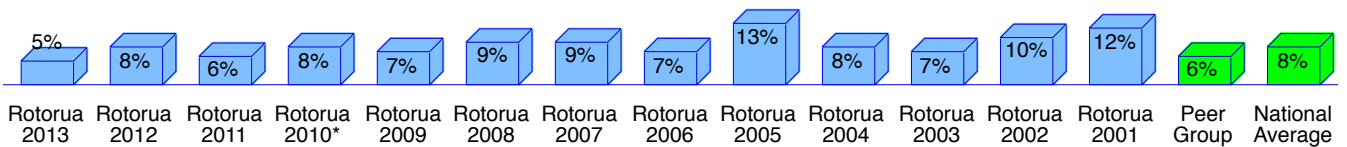
'By Phone'



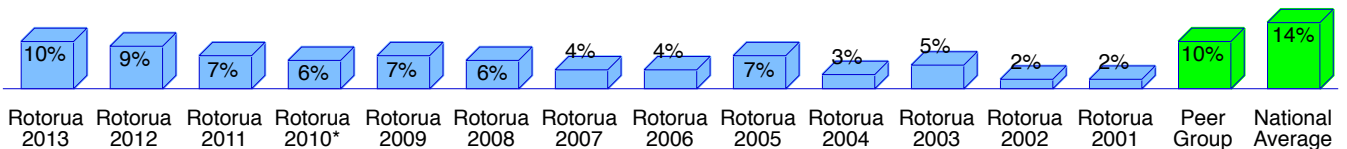
'In Person'



'In Writing'



'By Email'



* 2010 survey not conducted by NRB

39% of residents have contacted Council offices by phone in the last year, while 31% visited a Council office in person (37% in 2012), 5% contacted Council in writing (8% in 2012) and 10% contacted them by email.

Residents are slightly below similar to Peer Group residents and 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 on par with residents nationwide to say they have contacted Council in writing and /or by email.

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

- women,
- residents aged 45 to 64 years,
- ratepayers.

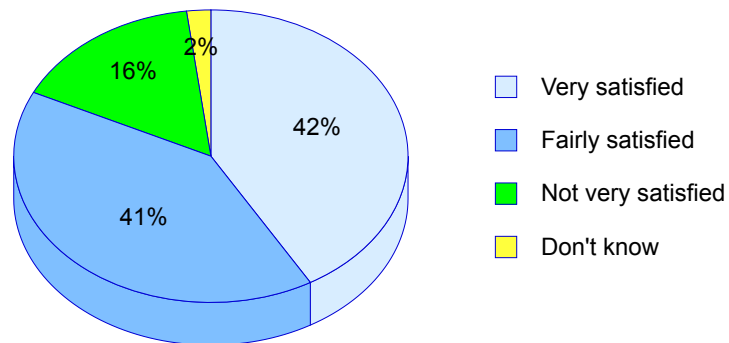
Residents more likely to contact Council offices **in person** are ...

- residents aged 45 to 64 years,
- 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**.

Ratepayers are more likely, than non-ratepayers, to say they have contacted Council **by email**. It appears that West Area residents are slightly less likely to do so, than other Area residents.

b. Satisfaction When Contacting The Council Offices By Phone



Base = 161

83% of residents contacting the Council Offices by phone in the last 12 months are satisfied, including 42% who are very satisfied (47% in 2012), while 16% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2012 reading.

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

- residents aged 45 to 64 years,
- longer term residents, those residing in the District more than 10 years.

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

Reasons They Are Not Very Satisfied

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

- lack of action/slow to act, mentioned by 5% of residents contacting Council by phone (7 respondents),
- don't get back to you/no follow up/slow to respond, 3% (5 respondents),
- hard to get to right person/got the run around, 3% (5 respondents),
- inefficient/lack of knowledge, 3% (5 respondents),
- poor attitude/lack of respect/unfriendly/not helpful, 3% (4 respondents).

* multiple responses allowed

Satisfaction When Contacting Council Offices By Phone

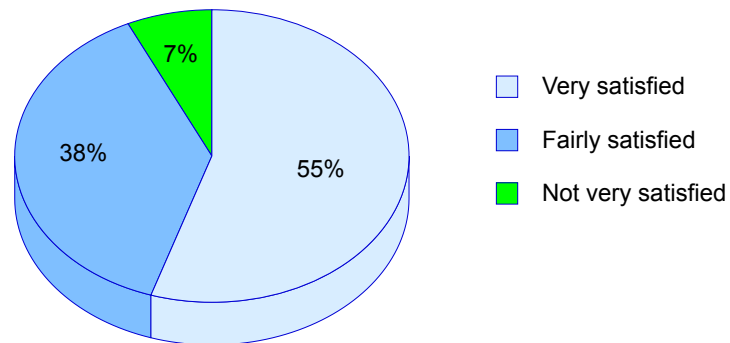
	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices By Phone					
2013	42	41	83	16	2
2012	47	39	86	14	-
2011	37	42	79	20	1
2010	31	43	74	24	2
2009	30	49	79	21	-
2008	33	39	72	28	-
2007	36	43	79	20	1
2006	37	49	86	14	-
2005	55	35	90	10	-
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 [†]	32	54	86	13	-
South	44	41	85	10	5
East	50	35	85	13	2
West [†]	42	30	72	27	-
Age					
18-44 years [†]	48	40	88	8	3
45-64 years	35	40	75	25	-
65+ years [†]	42	42	84	13	2
Length of Residence					
Lived there 10 years or less	55	34	89	6	5
Lived there more than 10 years	38	43	81	19	-

Base = 161

% read across

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

c. Satisfaction When Visiting A Council Office In Person



Base = 128

93% of residents visiting a Council office in person in the last 12 months are satisfied, including 55% who are very satisfied. 7% are not very satisfied. These readings are similar to last year's findings.

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

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who are not very satisfied. However, it appears that East Area residents are slightly more likely to feel this way, than other Area residents.

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

Reasons They Are Not Very Satisfied

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

- inefficient / poor service, mentioned by 2% of residents who visited a Council office in person (3 respondents),
- poor attitude / not very helpful / don't care, 2% (2 respondents),
- get held up / hard to speak to right person, 2% (2 respondents).

* multiple responses allowed

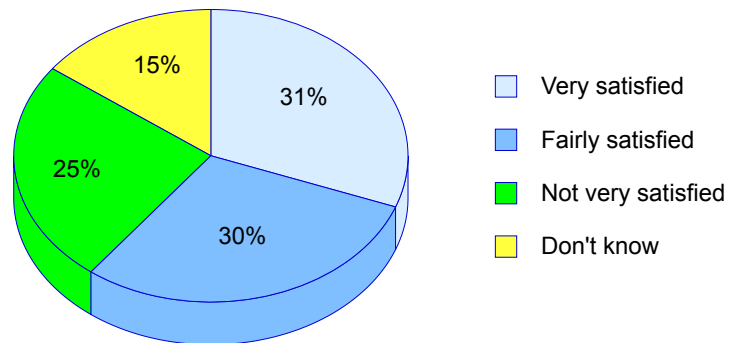
Satisfaction When Visiting A Council Office In Person

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices In Person					
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	54	40	94	6	-
South	49	48	97	3	-
East	36	43	79	21	-
West	76	23	99	1	-

Base = 128

% read across

d. Satisfaction When Contacting The Council Offices In Writing



Base = 20
 (Margin of error is $\pm 21.9\%$)
 Caution: small base

61% of residents contacting the Council offices in writing in the last 12 months are satisfied (67% in 2012), while 25% are not very satisfied (33% in 2012).

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

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

Reasons They Are Not Very Satisfied

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

- poor attitude / not interested, mentioned by 10% of residents contacting Council in writing (2 respondents),
- no response yet, 2% (1 respondent).

* multiple responses allowed

Satisfaction When Contacting The Council Offices In Writing

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council Offices In Writing⁺⁺					
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 [†]	52	15	67	34	-
South	30	29	59	21	20
East [†]	-	40	40	22	37
West [†]	31	52	83	16	-

Base = 20⁺⁺

% read across

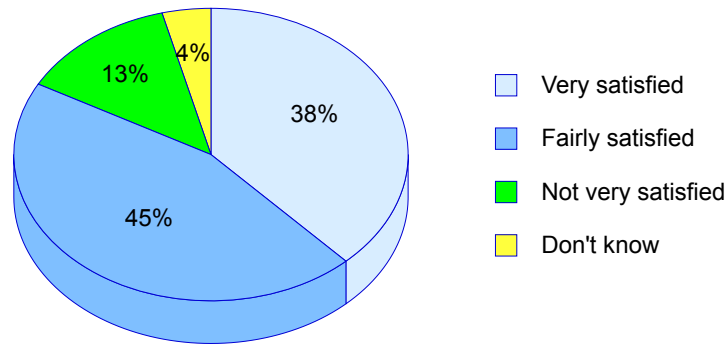
** caution small / very small bases

* 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



Base = 36
(Margin of error $\pm 16.3\%$)

83% of Rotorua residents contacting the Council offices by **email**, in the last 12 months, are satisfied, while 13% are not very satisfied. These readings are similar to the 2012 results.

The percent not very satisfied appears to be on par with 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 five residents contacting the Council by email who are not very satisfied are:

- no response yet/slow to respond, mentioned by 9% of residents contacting Council by email (4 respondents),
- others, 4% (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*					
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	22	64	86	14	-
South	32	35	87	33	-
East	54	36	90	-	10
West	33	67	100	-	-

Base = 36

% read across

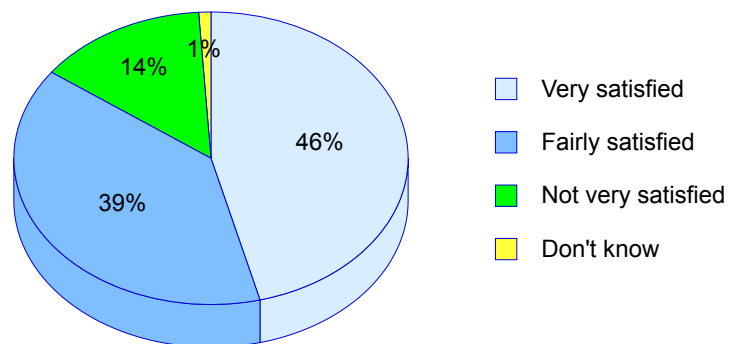
** caution small / very small bases

* 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 = 216

52% of residents have contacted the Council offices in the last 12 months (57% in 2012).

These residents were asked to say how satisfied they are with the overall service they received. 85% are satisfied (91% in 2012), with 46% being very satisfied, while 14% are not very satisfied.

The percent not very satisfied with the service they received from Council offices is similar to the Peer Group and National Averages and 5% above the 2012 reading.

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

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

Satisfaction With Overall Service Received When Contacted Council Offices

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Contacted Council*					
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 [†]	39	43	82	15	4
South	47	38	85	15	-
East	43	45	88	12	-
West	55	33	88	12	-

Base = 216

% read across

* not asked separately in 2010

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

Recommended Satisfaction Measures For Reporting Purposes:

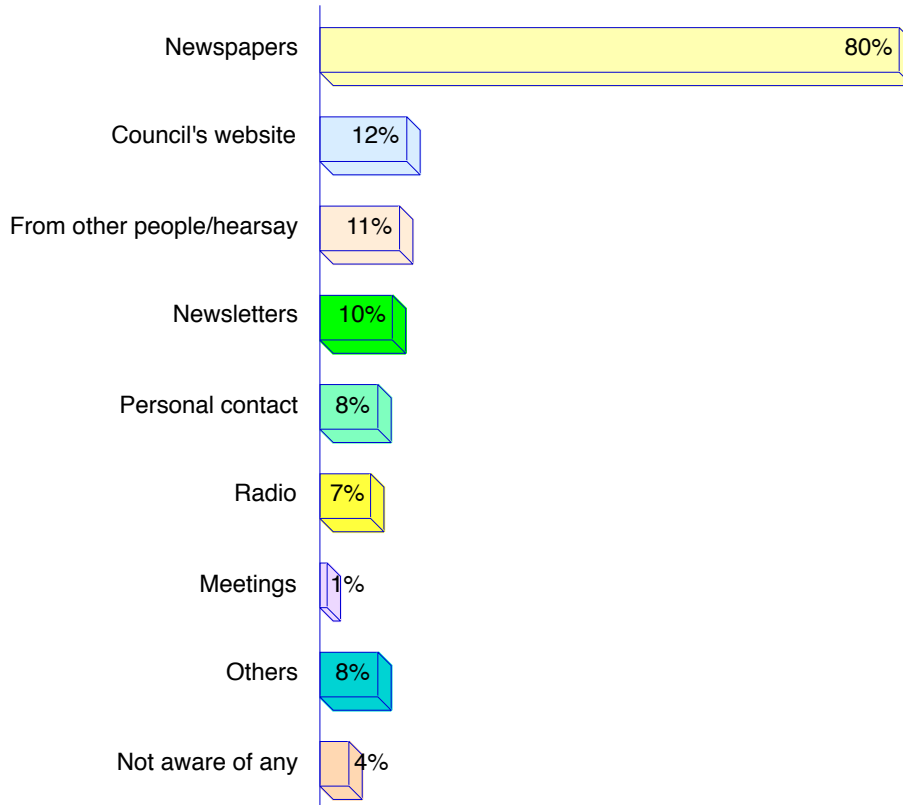
Contacted Council in the last 12 months	=	85%
Contacted Council by phone	=	83%
Contacted Council in person	=	93%
Contacted Council in writing	=	61%
Contacted Council by email	=	83%



4. Information

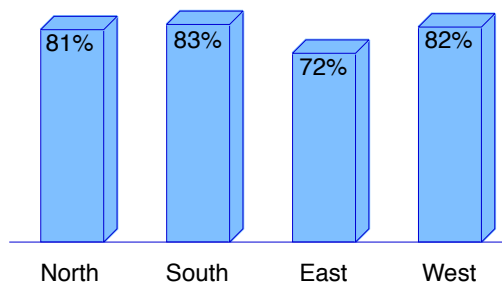
a. Main Source Of Information About Council

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

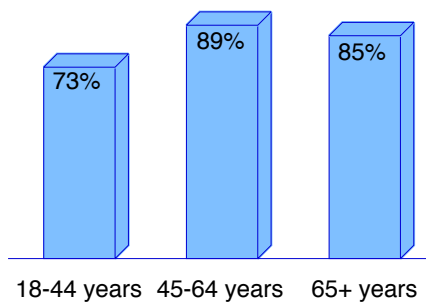


* multiple responses allowed

Percent Saying 'Newspapers' - By Area



Percent Saying 'Newspapers' - Comparing Different Types Of Residents



The majority of residents (80%) consider newspapers to be their main source of information about Council (86% in 2012).

Residents aged 18 to 44 years are **less** likely to consider newspapers to be their main source of information about Council than other age groups. It appears that East Area residents are **slightly less** 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, 77% of residents who consider newspapers to be their main source of information about Council,
- Rotorua Review, 65%,
- Weekender, 52%,
- New Zealand Herald, 7%,
- others, 3%.

Base = 330

* multiple responses allowed

The other newspapers mentioned are ...

"Taupo Times." (2)

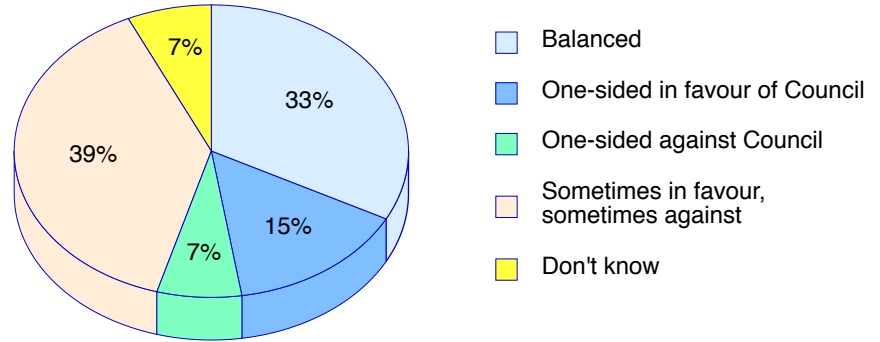
"Destination Rotorua."

"Ngongotaha Journal/Ngongotaha News." (6)

"Dominion."

b. Is The Information Provided About Council Balanced?

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



Base = 390
(residents who are aware of information)

Summary Table: How Balanced Is Information About Council?

	Mentioned Main Source 2013 %	Mentioned Main Source 2012 %	Area			
			North %	South %	East %	West %
Percent Who Mentioned ...						
Balanced - neither for nor against Council	33	22	27	30	32	41
Sometimes in favour and sometimes against Council	39	49	43	44	35	33
A little one-sided	61	73				
- in favour of Council	15	17	14	10	17	18
- against Council	7	7	8	9	6	4
Don't know / can't say	7	5	8	6	9	5
Total	[†] 101	100	100	[†] 99	[†] 99	[†] 101
Base	390	397	97	96	98	99

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

33% 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 (22% in 2012), while 39% see that information as sometimes in favour and sometimes against Council (49% in 2012).

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

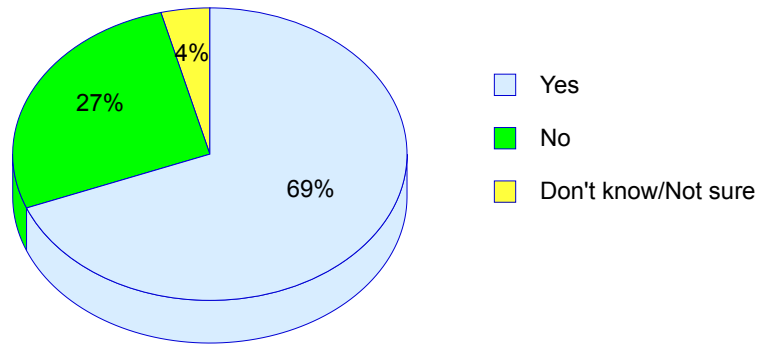
Residents[†] are more likely to see information provided about Council as balanced are ...

- residents with an annual household income of \$45,000 to \$75,000,
- shorter term residents, those residing in the District 10 years or less.

[†] residents who are aware of information about Council, N=390

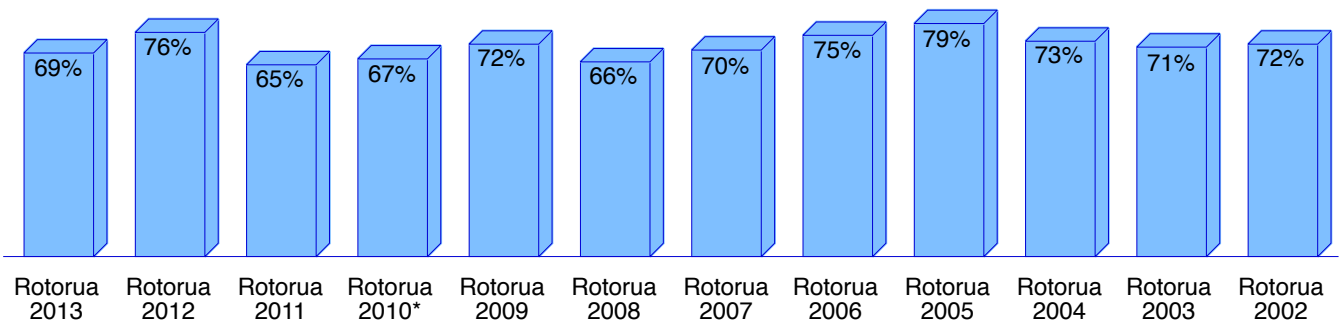
c. Readership Of Information Published By Council In The Last 12 Months

Residents Who Are Aware Of Information



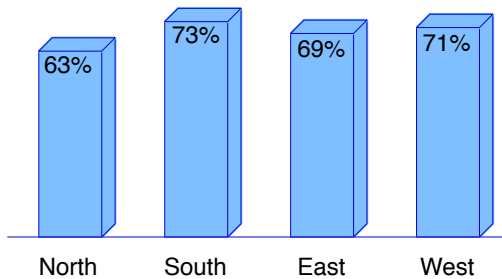
Base = 390

Percent Saying 'Yes' - Comparison

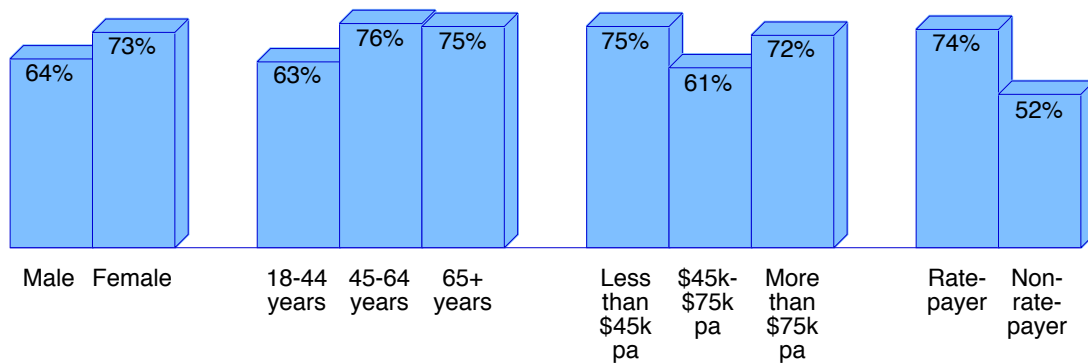


* 2010 question asked of **all** residents (survey not conducted by NRB)

Percent Saying 'Yes' - By Area



Percent Saying 'Yes' - Comparing Different Types Of Residents



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 (76% in 2012).

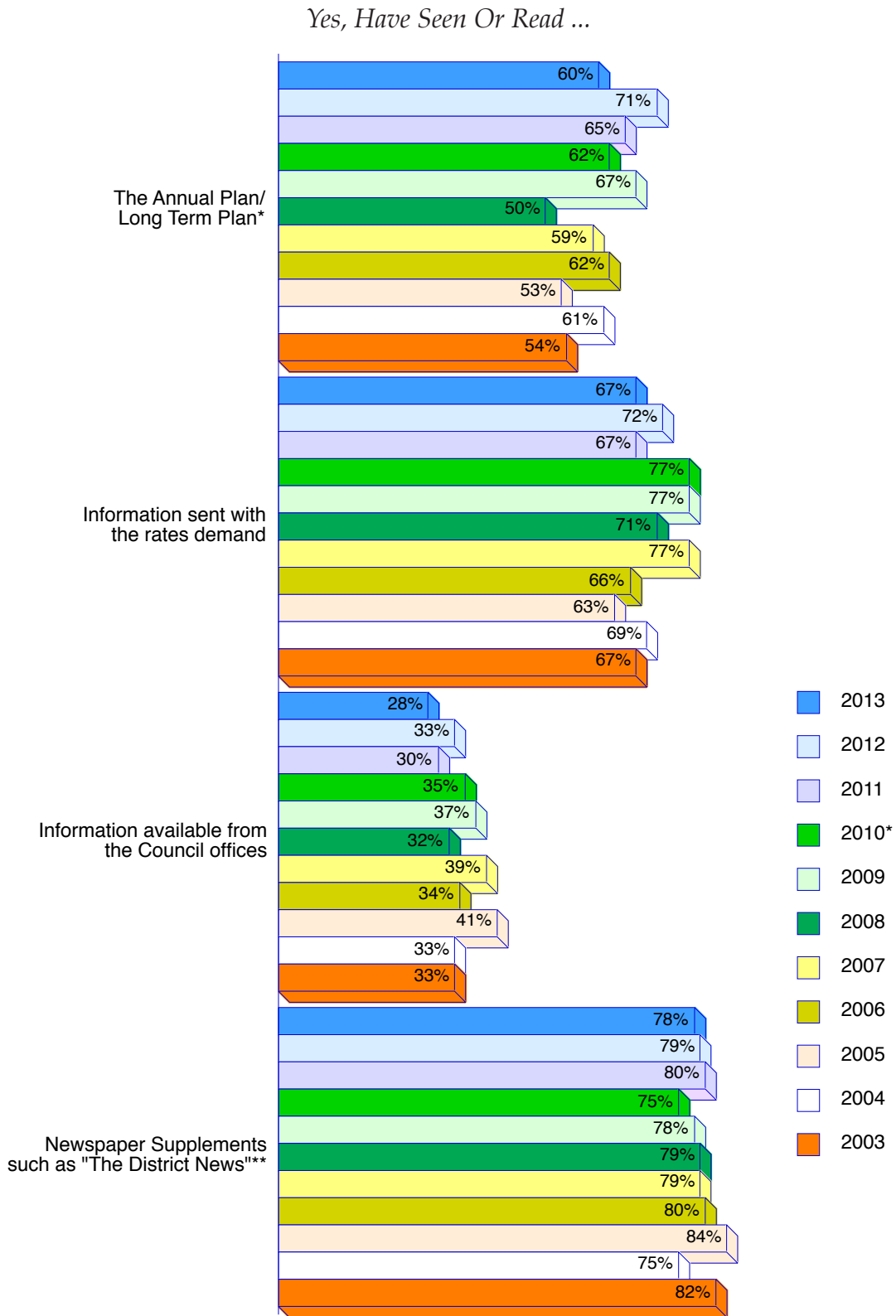
Residents[†] more likely to have seen or read information published by Council in the last 12 months are ...

- women,
- residents aged 45 years or over,
- residents with an annual household income of less than \$45,000 or more than \$75,000,
- ratepayers.

[†] residents who are aware of information N=390

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.



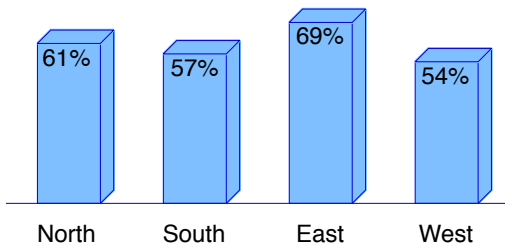
Base = 279

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

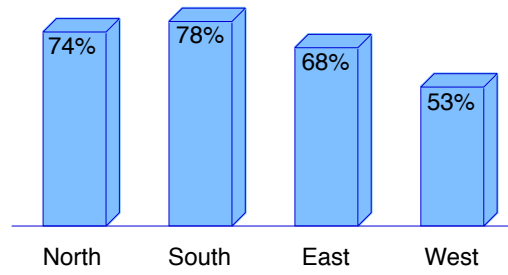
† 2010 survey not conducted by NRB

Yes, Have Seen/Read - By Area

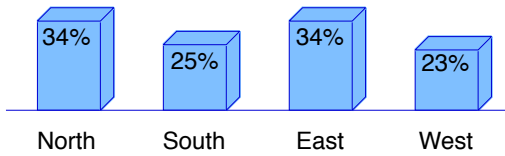
The Annual Plan/Long Term Plan



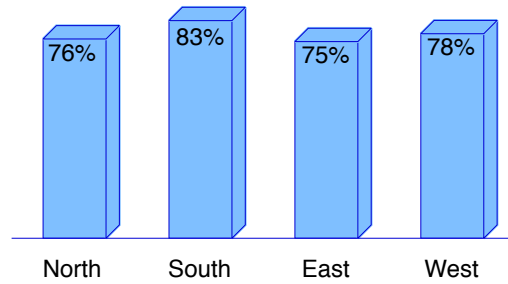
Information Sent With Rates Demand



Information From Council Offices



Newspaper Supplements



Base = 279

Of those who have seen or read information published by Council in the last 12 months, a majority have seen or read the newspaper supplements (78%), information sent with their rates demand (67%), 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 **newspaper supplements**.

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

- all Area residents, except West Area residents,
- NZ European residents,
- residents aged 45 years or over,
- residents who live in a one or two person household,
- ratepayers.

There are no notable differences between Areas and between socio-economic groups, in terms of those residents[†] who have read or seen **information available at Council Offices**. However, it appears that the following are slightly more likely to have done so ...

- men,
- residents aged 45 years or over.

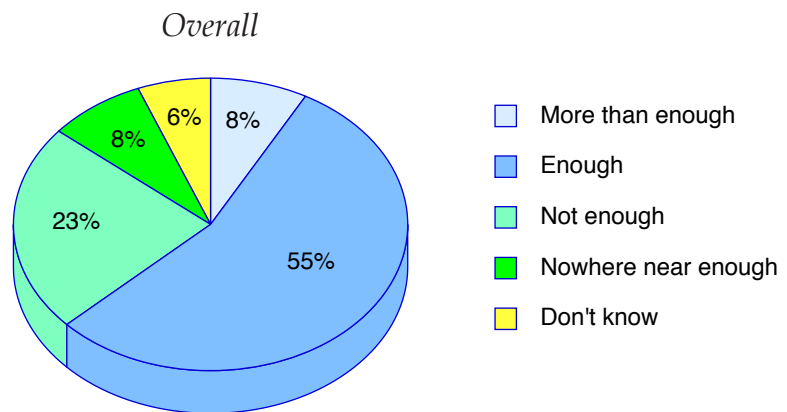
Residents[†] more likely to have read or seen the **Annual Plan/Long Term Plan** are ...

- residents aged 45 years or over,
- residents who live in a one or two person household.

[†] those residents who have seen or read information published by Council, N=279

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 2013 %	Total District 2012 %	Peer Group Average %	National Average %
Percent Who Mentioned ...				
More than enough	8] 63	10] 64	5] 65	10] 66
Enough	55]	54]	60]	56]
Not enough	23] 31	22] 32	22] 30	23] 30
Nowhere near enough	8]	10]	8]	7]
Don't know / not sure	6]	3]	5]	4]
Total	100	+99	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.

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

Shorter term residents, those residing in the District 10 years or less are more likely to feel there is enough/more than enough information supplied by Council, than longer term residents. It appears that North Area residents are slightly less likely to feel this way, than other Area residents.



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	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	27	12	42	19
	South	31	14	43	12
	East	38	13	41	8
	West	46	12	33	9
Household Size					
	1-2 person household	31	17	42	10
	3+ person household	39	10	38	13

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

In terms of how approachable residents feel their Councillors to be, 36% of residents believe their elected representatives welcome questions, comments and requests so that they would feel comfortable approaching them. 13% feel they appear reluctant and resistant to comments and requests, with 39% saying the answer lies somewhere between the two.

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

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

b. Residents' Impressions of Council Decisions/Actions

Summary Table: Residents' Impressions of Council Decisions/Actions

		Strongly approve %	Approve %	Strongly approve/ Approve %	Disapprove %	Strongly disapprove %	Disapprove/ Strongly disapprove %	Don't know %
Overall								
Total District	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		1	38	39	26	16	42	19
South		2	51	53	25	9	34	13
East		2	59	61	31	2	33	6
West		4	55	59	25	3	28	13
Ratepayer?								
Ratepayer		3	47	50	29	8	37	13
Non-ratepayer		1	64	65	16	4	20	15

% read across

* 2010 survey not conducted by NRB

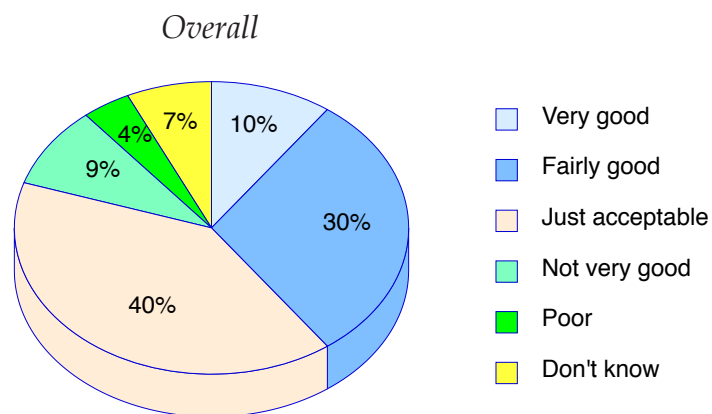
† does not add to 100% due to rounding

When asked their impression of the decisions and/or actions of Council in the last 12 months, 53% approve (strongly approve/ approve) compared to 66% in 2012, and 34% disapprove (disapprove/ strongly disapprove) (25% in 2012). 13% are unable to comment (9% in 2012).

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

- all Area residents, except North Area residents,
- non-ratepayers.

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



40% of residents rate the performance of the Mayor and Councillors over the past year as very / fairly good (46% in 2012), while 13% rate their performance as not very good / poor and 40% say it is just acceptable.

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

Non-ratepayers are more likely to rate the performance of the Mayor and Councillors as very / fairly good, than ratepayers.

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

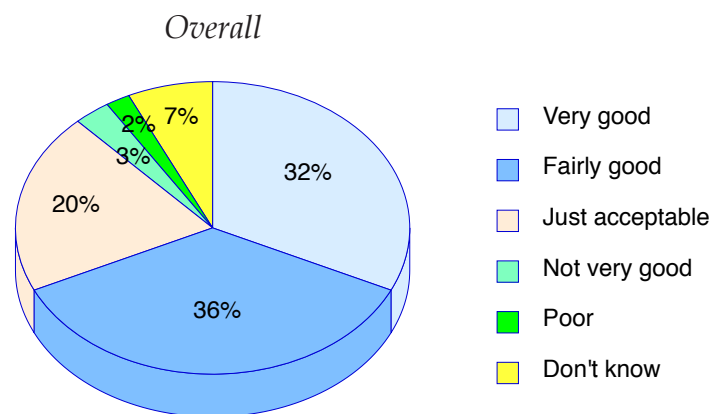
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/poor %	Don't know %
Overall				
Total District 2013	40	40	13	7
2012	46	38	11	5
2011 [†]	46	31	14	8
2010 ^{*†}	45	41	7	8
2009	59	29	7	5
2008	58	31	4	7
2007	57	30	7	6
2006	55	34	6	5
2005	67	22	3	8
2004	64	24	6	6
2003	68	18	5	9
2002	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	30	37	20	13
South	37	45	13	5
East	48	37	14	1
West	43	41	7	9
Ratepayer?				
Ratepayer	36	40	16	8
Non-ratepayer [†]	54	39	4	4

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

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



68% of residents rate the performance of the Council staff as very or fairly good. Rotorua residents rate their own Council staff's performance above Peer Group residents and residents nationwide.

5% rate their performance as not very good or poor and 20% rate it as just acceptable.

Residents with an annual household income of \$45,000 to \$75,000 are **less** likely to rate Council staff performance as very good/ fairly good, than other income groups.

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 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	22	4	12
South	68	20	6	6
East	68	23	5	4
West	72	16	5	7
Household Income				
Less than \$45,000 pa	72	19	5	4
\$45,000 - \$75,000 pa	61	23	4	12
More than \$75,000 pa	72	17	6	5

% read across

* 2010 survey not conducted by NRB

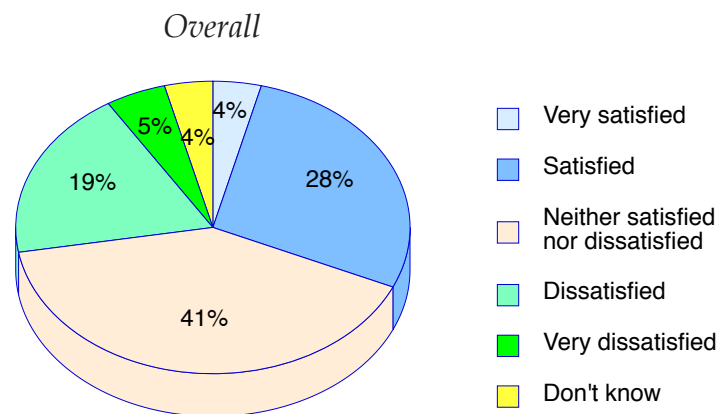
† does not add to 100% due to rounding



6. Local Issues

a. Council Consultation And Community Involvement

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



4% of residents are very satisfied with the way Council involves the public in the decisions it makes, and 28% are satisfied (36% in 2012). 5% of residents are very dissatisfied with the process and 19% are dissatisfied. 4% are unable to comment and 41% are neither satisfied nor dissatisfied (36% in 2012).

The dissatisfied/very dissatisfied reading (24%) is similar to the Peer Group and National Averages and the 2012 reading.

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

- residents aged 45 to 64 years,
- longer term residents, those residing in the District more than 10 years.

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

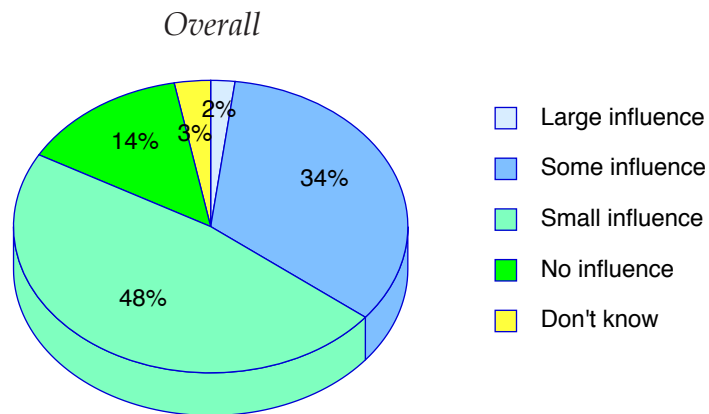
	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District								
2013 [†]	4	28	32	41	19	5	24	4
2012 [†]	4	36	40	36	18	5	23	2
2011	4	37	41	28	22	6	28	3
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 [†]	4	27	31	33	23	8	31	6
South	3	28	31	39	21	7	28	2
East	5	27	32	50	11	3	14	4
West [†]	3	29	32	43	20	2	22	4
Age								
18-44 years	4	32	36	43	13	4	17	4
45-64 years [†]	2	24	26	37	27	8	35	3
65+ years	5	23	28	44	21	2	23	5
Length of Residence[†]								
Lived there 10 years or less	9	30	39	44	10	5	15	3
Lived there more than 10 years	2	27	29	40	21	5	26	4

% 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?*



2% of residents feel the public has a large influence on the decisions that Council makes, while 34% think they have some influence (37% in 2012). 48% of residents say the public has a small influence (42% in 2012) and 14% 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 ...

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

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

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

	Large influence %	Some influence %	Large/ some influence %	Small influence %	No influence %	Small/ no influence %	Don't know %
Overall							
Total District 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	3	25	28	51	18	69	3
South	2	34	36	46	14	60	4
East [†]	2	39	41	47	12	59	1
West	2	37	39	46	12	58	3
Length of Residence[†]							
Lived there 10 yrs or less	4	44	48	39	8	47	4
Lived there more than 10 years	1	31	32	50	15	65	2
Ratepayer?							
Ratepayer	2	30	32	51	15	66	2
Non-ratepayer [†]	1	50	51	36	9	45	5

% 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 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	58	42	-
South	60	40	-
East	56	44	-
West	53	47	-
Gender			
Male [†]	63	37	-
Female	51	49	-

% read across

* 2010 survey not conducted by NRB

† does not add to 100% due to rounding

57% of residents say their household has an emergency kit (49% in 2012), while 43% of residents say they do not (51% in 2012).

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

ii. *Do Households Have An Emergency Plan?*

	Yes %	No %	Don't know %
Overall			
Total District 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	50	49	1
South	60	40	-
East	57	42	1
West	61	49	-
Ethnicity			
NZ European	51	49	-
NZ Maori	64	36	-
Household Size			
1-2 person household	45	54	1
3+ person household	59	41	-

% read across

* 2010 survey not conducted by NRB

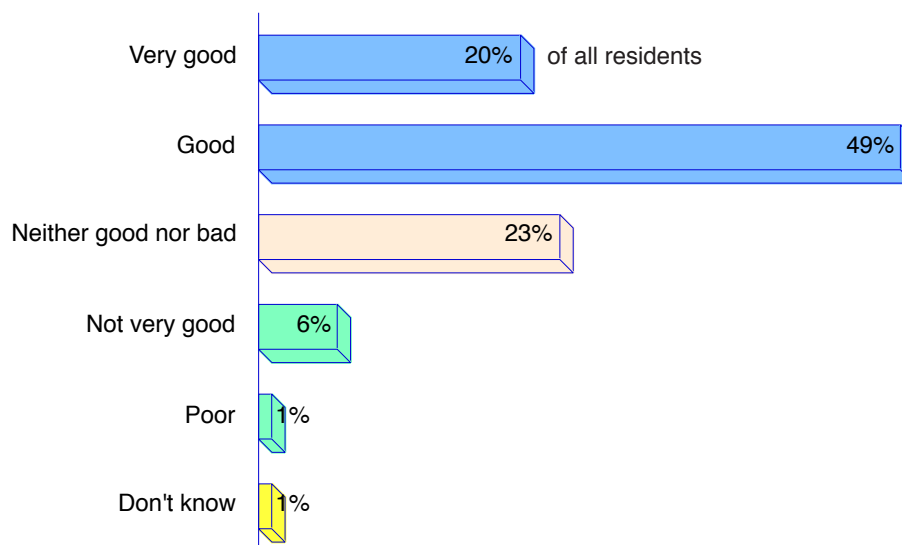
54% of residents say their household has an emergency plan of what to do and where to meet in the event of a Civil Defence emergency (48% in 2012), while 45% of residents say they do not (52% in 2012).

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

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

c. Community Spirit

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



20% of residents rate the community spirit of Rotorua as very good, with 49% saying it is good (41% in 2012). 6% feel it is not very good (10% in 2012) and 1% say it is poor. 23% of residents rate the District's community spirit as neither good nor bad (27% in 2012), and 1% are unable to comment.

The percent saying "very good / good" (69%) is below the Peer Group Average and slightly below the National Average, but 8% above the 2012 reading.

Shorter term residents, those residing in the District 10 years or less, are more likely to rate the community spirit of Rotorua District as "very good / good", than longer term residents.

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

Rating The Community Spirit Of The District

	Very good %	Good %	Very good/Good %	Neither good nor bad %	Not very good %	Poor %	Not very good/Poor %	Don't know %
Overall								
Total District 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 [†]	20	44	64	26	6	1	7	2
South [†]	26	37	63	25	9	-	9	2
East	21	59	80	15	3	2	5	-
West	14	56	70	23	5	1	6	1
Length of Residence								
Lived there 10 years or less	27	50	77	14	6	-	6	3
Lived there more than 10 years	18	49	67	25	5	2	7	1

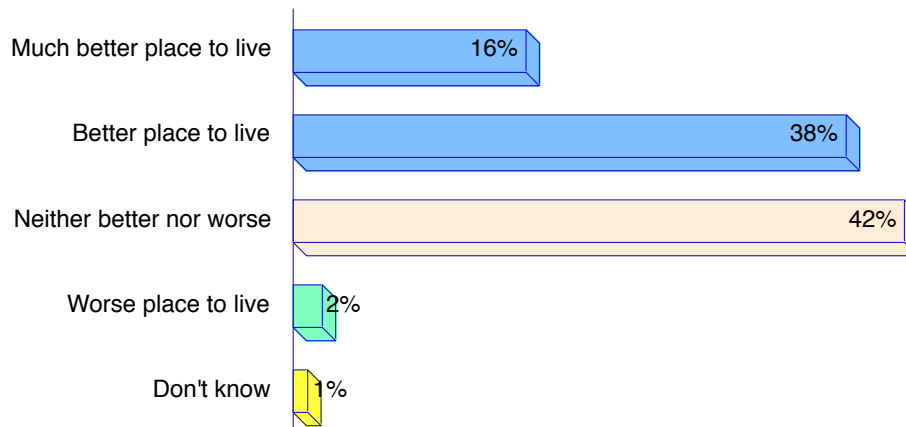
% read across

* 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 (13% in 2012), while 38% say it makes the District a better place to live (42% in 2012). 42% feel the increase in diversity makes Rotorua neither a better nor worse place to live and 2% say it makes it a worse place to live. 1% are unable to comment.

The percent saying "much better/better place to live" (54%) is slightly above the Peer Group Average and similar to the National Average.

Residents more likely to feel this diversity makes Rotorua District a "much better/better place to live" are ...

- all Area residents, except West Area residents,
- shorter term residents, those residing in the District 10 years or less.
- non-ratepayers.

Perception Of Increasing Diversity In The District

		Much better %	Better %	Much better/ Better %	Neither better nor worse %	Worse %	Much worse %	Much worse/ Worse %	Don't Know %
Overall	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 [†]		16	43	59	37	4	-	4	1
South		21	39	60	37	1	-	1	2
East		25	35	60	35	1	2	3	2
West [†]		6	37	43	55	3	-	3	-
Length of Residence									
Lived there 10 years or less		16	46	62	35	3	-	3	-
Lived there more than 10 years		16	36	52	44	2	1	3	1
Ratepayer?									
Ratepayer [†]		16	36	52	45	2	1	3	1
Non-ratepayer		18	48	66	31	2	-	2	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	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	1	33	34	15	29	8	37	14
	South†	3	38	41	21	23	1	24	13
	East†	1	41	42	24	23	4	27	6
	West†	2	43	45	26	20	-	20	10
Age									
	18-44 years	1	40	41	21	27	3	30	8
	45-64 years	3	38	41	23	23	4	27	9
	65+ years	1	39	40	22	12	4	16	22

% 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 39% agree (32% in 2012). 22% neither agree nor disagree and 11% are unable to comment.

23% of residents disagree that Council is doing enough (27% in 2012) and 3% strongly disagree.

Residents aged 65 years or over are **less** likely to disagree/strongly disagree with the statement, than other age groups.

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

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Gender	Male	201	188
	Female	202	215
Age	18-44 years	130	211
	45-64 years	149	132
	65+ years	124	60
Ethnicity[†]	NZ European	302	253
	NZ Maori	51	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.

† Three respondents identified themselves as Pacific Islanders, 12 as Asians, and 32 as 'Other' ethnicities. Three respondents refused to give details.

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