

**WAIROA DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
MARCH/APRIL 2019**



# **COMMUNITRAK™ SURVEY**

## **PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES & REPRESENTATION**

**PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:**

**WAIROA DISTRICT COUNCIL**

**MARCH/APRIL 2019**



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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.

**Please note that unusual or one-off occurrences, such as climatic events, can affect ratings.**

*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.*

Icons used in this report made by Freepik from [www.flaticon.com](http://www.flaticon.com)





## A. SITUATION AND OBJECTIVES

The vision for Wairoa District Council reads:

*"Creating the ultimate living environment. To be a vibrant, attractive and thriving District, by developing sustainable lifestyles based around our unique environment; the envy of New Zealand and recognised worldwide."*

*"Auaha mutunga kore o te taiao piki kōtuku. Ka kitea te ihi me te ātanga, kia anga whakamua tonu ai ngā mahi i roto i tā tātou rohe, kia whakapūmau tonu ai te āhua noho tōrere i tō tātou taiao ahurei, kia āhua pūhaehae ai o Aotearoa nei me te ao whānui."*

Council has engaged a variety of approaches both to seeking public opinion and to communicating its decisions and programmes to residents and ratepayers. One of these approaches was to commission the National Research Bureau's Communitrak™ survey in 1993, 1995-2018 and now again in March/ April 2019.

The advantages, and benefits of this are twofold ...

- Council has the National Average and Peer Group Average comparisons against which to analyse perceived performance,
- Council introduced questions reflecting areas of interest to Wairoa District.

\* \* \* \* \*

## B. COMMUNITRAK™ SPECIFICATIONS

### Sample Size

This Communitrak™ survey was conducted with 202 residents of the Wairoa District.

### 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 Hawke's Bay 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. In addition, proportional ethnic group quotas were used. Please see also Section E (Appendix).

This year as it is increasingly difficult to obtain, in particular, young people by landline, we interviewed 30 residents, aged 18-44, face-to-face.

Households were screened to ensure they fell within the Wairoa 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 had the next birthday.

### Call Backs

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

## Sample Weighting

Weightings were applied to the sample data, to reflect the actual gender, age group, and ethnic group proportions in the area as determined by Statistics New Zealand's 2013 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Wairoa District. Bases for subsamples are shown in the Appendix. Where we specify a "base", we are referring to the actual number of respondents interviewed.

## Survey Dates

All interviews were conducted from Friday 29th March to Monday 15th April 2019.

## Comparison Data

Communitrak™ offers to Councils the opportunity to compare their performance with those of Local Authorities across all of New Zealand as a whole (National Average) and with similarly constituted Local Authorities (Peer Group Average), through a National Survey of 1,000 residents carried out in July 2016.

Comparisons are made with this data, and with previous readings, when applicable.

The survey methodology for the comparison data is similar in every respect to that used in 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 2013 Census data.

It is important to bear in mind that this is a 'yardstick' only to provide an indication of typical resident perceptions. The performance criteria established by Council are of particular relevance, and thus are the emphasis of the survey.

## Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the October/November 2018 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 200 residents:

above/below	±10% or more
slightly above/below	±8% to 9%
on par with	±4% to 7%
similar to	±1% to 3%

## 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 200 respondents, at a reported percentage of 50%, is plus or minus 7%.

## Response Rate

The response rate for the 2019 Wairoa District Council was **74%**, which is much higher than seen typically in web or mail-out surveys (often in the 5%-30% range). With a decreasing response rate there is an increasing likelihood that the sample is less and less representative of the District.

## 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 200 respondents is 10%, 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 Wairoa District Council residents and ratepayers to the services and facilities provided for them by their Council and their elected representatives.

The Wairoa 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.

Communitrak™ provides a comparison for Council on major issues, on their performance relative to the performance of their Peer Group of similarly constituted Local Authorities, and to Local Authorities on average throughout New Zealand.





## SNAPSHOT



**84% of residents are satisfied with the control of livestock.**



**While 40% are not very satisfied with the standard of maintenance of rural roads.**



**95% of residents think Wairoa District is definitely/mostly a safe place to live.**



**57% of residents are satisfied with the way Council involves the public in the decisions it makes.**



**73% of residents feel very safe/safe in their home and for their livelihood if a natural disaster strikes.**



## COUNCIL SERVICES/FACILITIES

### Comparison Table: Satisfaction With Services/Facilities

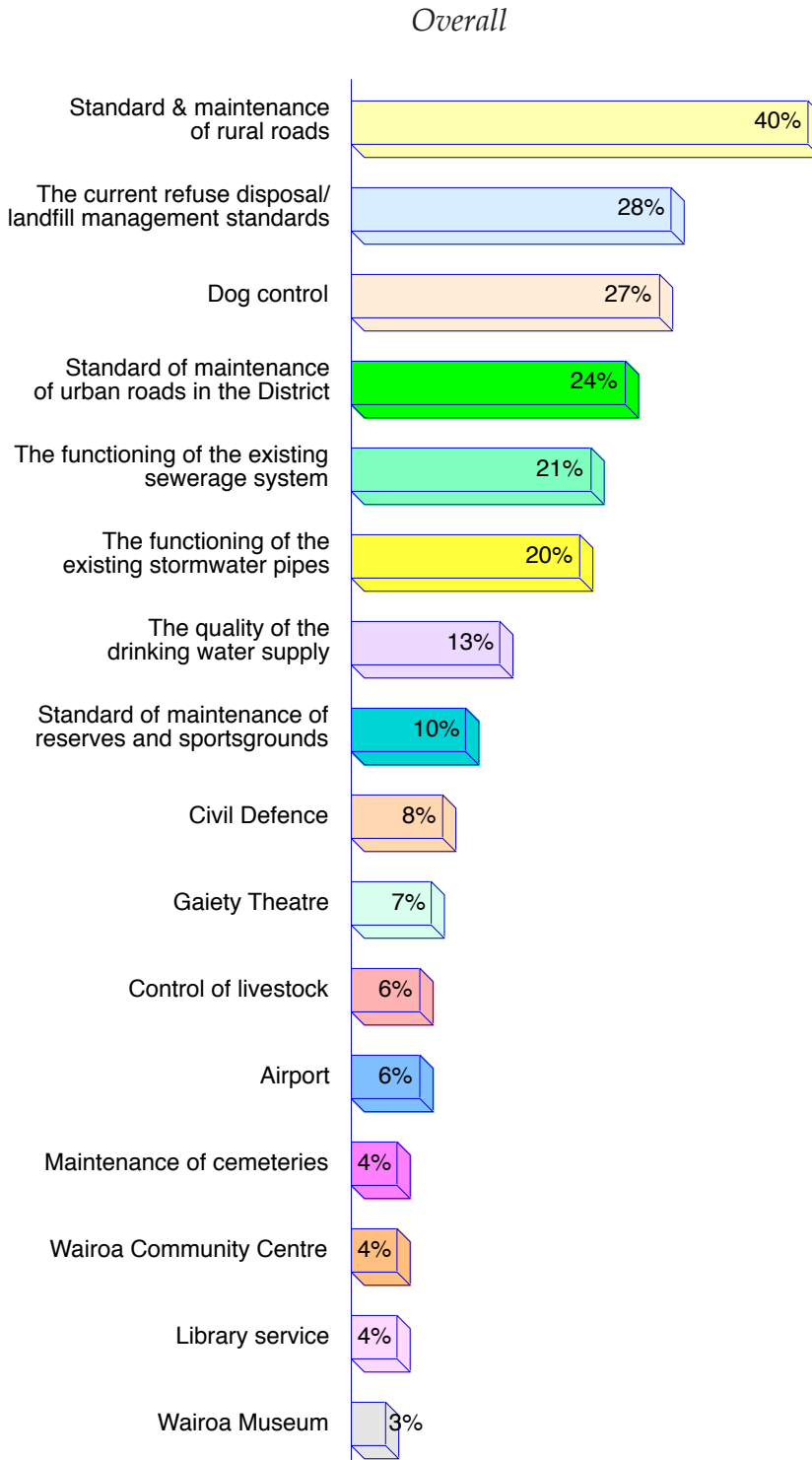
	Wairoa 2019		Wairoa 2018		Wairoa 2017	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Control of livestock	84 =	6 =	85	4	89	6
Wairoa Community Centre	81 =	4 =	80	3	86	4
Standard of maintenance of reserves and sportsgrounds	80 =	10 =	77	15	89	5
The Wairoa Museum	78 =	3 =	77	-	77	-
Library service	77 =	4 =	81	2	86	-
Cemetery maintenance	75 =	4 =	70	4	71	5
Civil Defence Emergency Management	71 =	8 =	64	11	71	14
Dog control	65 ↓	27 ↑	78	17	71	26
Current refuse disposal/ landfill management standards	64 ↓	28 ↑	72	16	68	20
Quality of the drinking water	57 =	13 =	61	14	67	8
Functioning of existing stormwater pipes	49 =	20 ↓	43	33	50	19
Functioning of the existing sewerage system	46 =	21 ↓	41	33	48	19

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

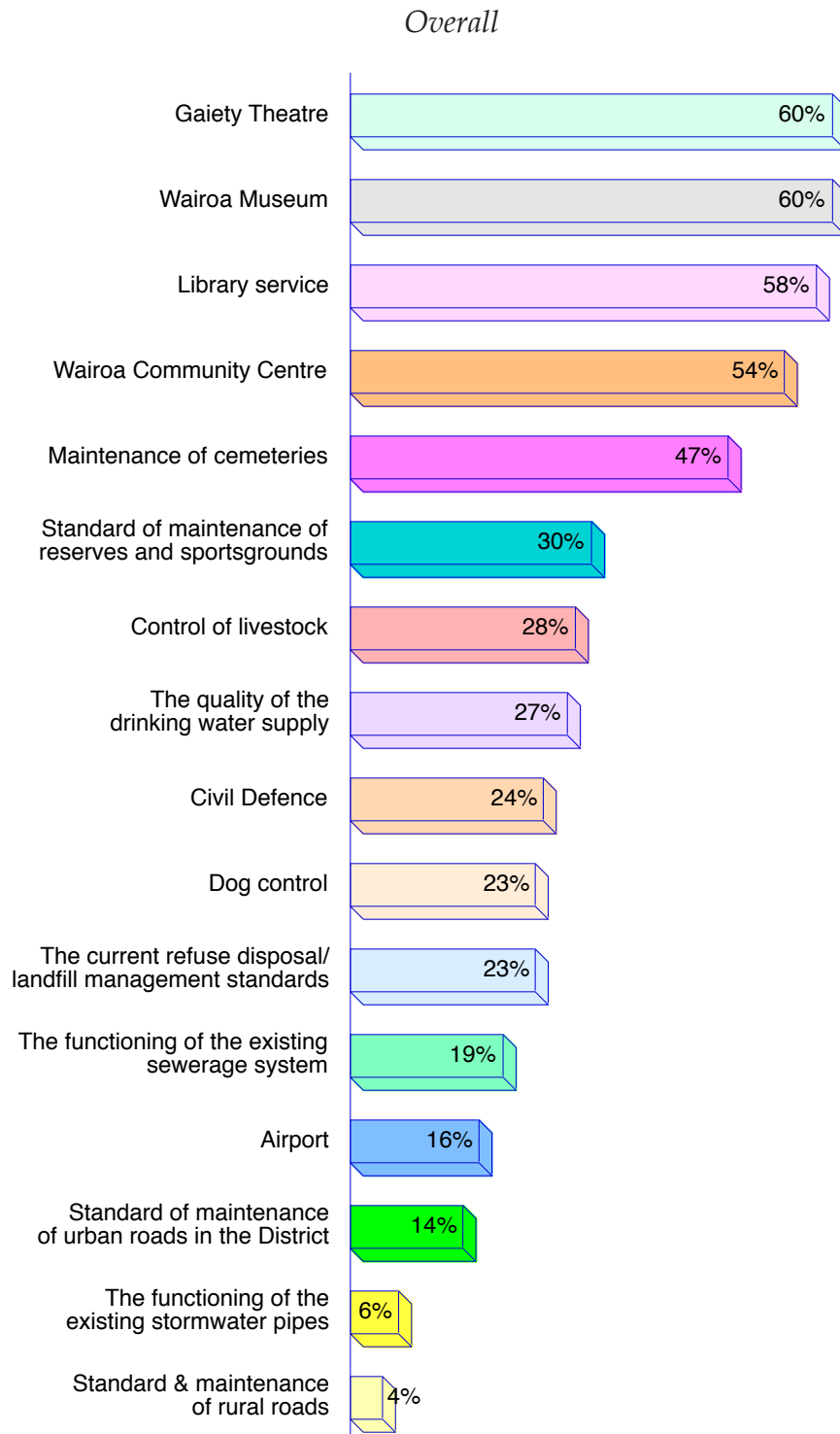
NA: not asked in 2017/2018

Key:	↑	above 2018 reading
	↓	slightly below 2018 reading
	=	similar / on par to 2018 reading

**Percent Saying They Are Not Very Satisfied With ...**



## Percent Saying They Are Very Satisfied With ...





## Percent Not Very Satisfied Versus Peer Group/National Averages

The percent not very satisfied in Wairoa District is **higher/slightly higher** than the Peer Group Average and/or National Average for ...

	Wairoa %	Peer Group %	National Average %
• standard of maintenance of rural roads	40	<sup>††</sup> 32	<sup>††</sup> 27
• current refuse disposal and landfill management standards	28	<sup>†</sup> 14	<sup>†</sup> 14
• dog control	27	17	16
• the functioning of the existing sewerage system	20	<sup>°°</sup> 3	<sup>°°</sup> 7

The percent not very satisfied in Wairoa District is **slightly lower** than the Peer Group Average for ...

• standard of maintenance of urban roads in the District	24	<sup>††</sup> 32	<sup>††</sup> 27
--	----	------------------	------------------

For the remaining services or facilities for which comparative data is available, Wairoa District performs **on par with/similar to** other like Local Authorities and Local Authorities nationwide on average for the following ...

• functioning of the District's existing stormwater pipes	21	<sup>**</sup> 16	<sup>**</sup> 16
• quality of the drinking water supply	13	<sup>◇◇</sup> 14	<sup>◇◇</sup> 14
• standard of maintenance of reserves and sportsgrounds	10	<sup>*</sup> 3	<sup>*</sup> 4
• Civil Defence	8	7	6
• cemetery maintenance	4	<sup>°</sup> 1	<sup>°</sup> 5
• library service	4	3	3
• the Wairoa Museum	3	<sup>◇</sup> 7	<sup>◇</sup> 5

\* figures based on the **averaged** ratings for sportsgrounds and playgrounds, **and** parks and reserves, which were asked separately in the 2018 National Communitrak Survey

\*\* figures based on ratings of stormwater services in general

<sup>†</sup> figures based on ratings of refuse disposal in general

<sup>††</sup> figures based on ratings of roading in general

<sup>°</sup> figures based on ratings of cemeteries, **including** maintenance

<sup>°°</sup> figures based on ratings of sewerage system in general

<sup>◇</sup> figures based on ratings of museums in general

<sup>◇◇</sup> figures based on ratings of water supply in general

Please note that there are no comparative Peer and National Average figures for livestock control, Wairoa Community Centre, Gaiety Theatre and the Airport.





### Frequency Of Household Use - Council Services And Facilities

	Usage in the Last Year		
	Three times or more %	Once or twice %	Not at all %
A landfill in the District <sup>†</sup>	78	5	16
Gaiety Theatre <sup>†</sup>	47	21	31
A reserve or sportsground	46	23	31
Wairoa Community Centre <sup>†</sup>	50	17	34
A public library	49	11	40
A Council cemetery	32	26	42
Wairoa Museum <sup>†</sup>	23	31	45
Council's free WiFi on Marine Parade to access the Internet	32	10	58
Computers or WiFi in the library to access the Internet	18	5	77
Control of dogs	7	14	79
Control of livestock	1	10	89

% read across

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

A landfill in the District, 84%,  
Gaiety Theatre, 69%, and  
a reserve or sportsground, 69% (54% in 2018),

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



## CONTACT WITH COUNCIL

### a. Who They Approach First

Residents were asked who they would approach first when they have a matter that they need to raise with Council. 66% would first approach the Council staff.

21% of residents say they have contacted a Councillor and/or the Mayor in the last 12 months (26% in 2018).

### b. Satisfaction With The Service They Receive When Contacting The Council Staff\*\*

Overall, 49% of residents have had contact with the Council offices in the last twelve months (58% in 2018\*\*). Of these, 91% are satisfied with the overall service received (85% in 2018), and 9% who are not very satisfied (14% in 2018).

In the last 12 months:

30% of residents contacted the Council staff **by phone** (47% in 2018), with 85% of these residents being satisfied.

43% of residents contacted the Council staff **in person** (47% in 2018), with 93% of these residents being satisfied.

1% of residents contacted the Council staff **in writing** (9% in 2018), with 72%\* of these residents being satisfied.

10% of residents contacted the Council staff **by email** (11% in 2018), with 75%\* of these residents being satisfied.

6% of residents\*\* contacted the Council staff **through Facebook** (not asked in 2018), with 90%\* of these residents being satisfied.

5% of residents\*\* contacted the Council staff **through Council's website** (not asked in 2018), with 81%\* of these residents being satisfied.

\* caution: small/very small bases

\*\* 2018 readings refer to contacting Council **offices**

## REPRESENTATION

The success of democracy in the Wairoa 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. Awareness

93% of Wairoa residents can name at least one Councillor correctly (76% in 2018), with 16% able to name five or more (11% in 2018). On average, residents who can name a Councillor, can name three Councillors (two in 2018).

### b. Contact With Mayor/Councillors

In the last 12 months, 16% of residents say they have had a discussion with the Mayor or a Councillor about anything they thought Council could assist them with. Of those residents who have **not** had contact in the last 12 months, 79% say they do know how to make contact.

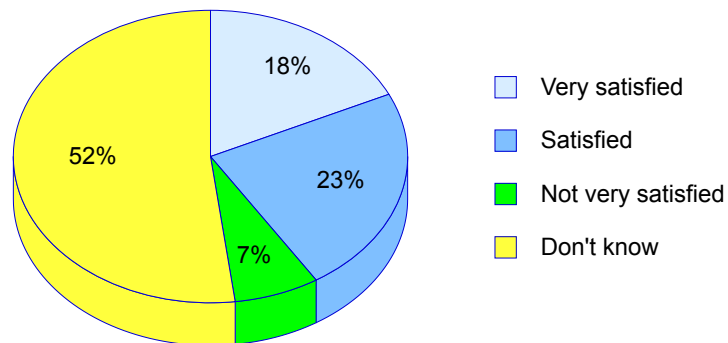
### c. Approachability

In terms of how approachable residents feel their Councillors are, 56%<sup>†</sup> believe their representatives welcome questions, comments and requests, so that they would feel comfortable approaching them. 6%<sup>†</sup> feel Councillors would be reluctant and resistant to approaches.

<sup>†</sup>(residents who have had contact/know how to contact Mayor or Councillors)

### d. Level Of Satisfaction With Mayor/Councillors Response

*Residents<sup>†</sup> Who Have Had Discussion/Know How To Contact Mayor/Councillors*



Base = 175

<sup>†</sup>(residents who have had contact/know how to contact Mayor or Councillors)

### e. Consultation

50% of Wairoa residents want consultation on major issues (49% in 2018), and a further 22% wish to be consulted step by step on most issues (33% in 2018). 24% want to leave the Mayor and Councillors to get on with the job they were elected for, while keeping the public informed (18% in 2018).

Wairoa District residents are similar to Peer Group residents and slightly below residents nationwide, in wanting consultation on major issues.

Issues\* considered major, that residents want consultation on, are ...

- sewerage issues, mentioned by 10% of all residents,
- rates issues / increases / spending of rates, 9%,
- roading / footpath issues, 5%,
- river issues / erosion, 4%,
- rubbish / recycling issues, 4%,
- economic development / promoting industries, 4%,
- water supply issues, 4%.

\* multiple responses allowed

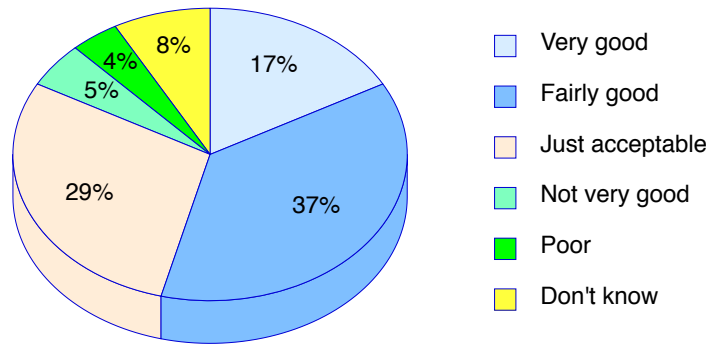
Of those<sup>†</sup> wanting consultation on most or major issues, these are main ways residents feel Council should communicate their message ...

- newspapers / newspaper articles, 56% of those wanting consultation on most / major issues,
- internet / website pages, 48%,
- pamphlets / brochures / flyers, 18%,
- newsletters, 16%,
- public meetings, 14%.

<sup>†</sup> Base = 133



**f. Performance Rating Of The Mayor And Councillors**

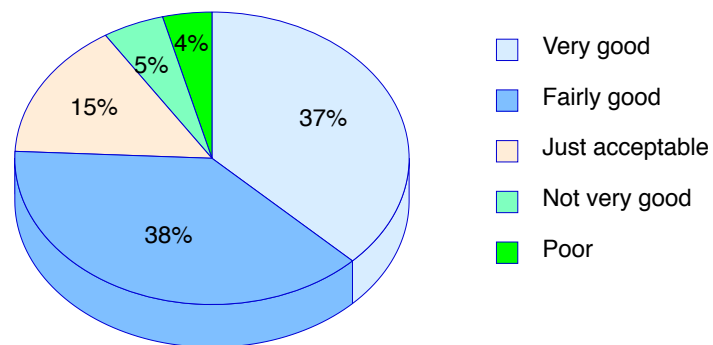


Wairoa District is similar to the Peer Group Average and on par with the National Average, in terms of rating the Mayor and Councillors' performance as very / fairly good.

**g. Performance Rating Of The Council Staff**

In the last 12 months, 48% of residents say they have had dealings with Council staff.

*Residents Who Have Had Dealings With Council Staff*



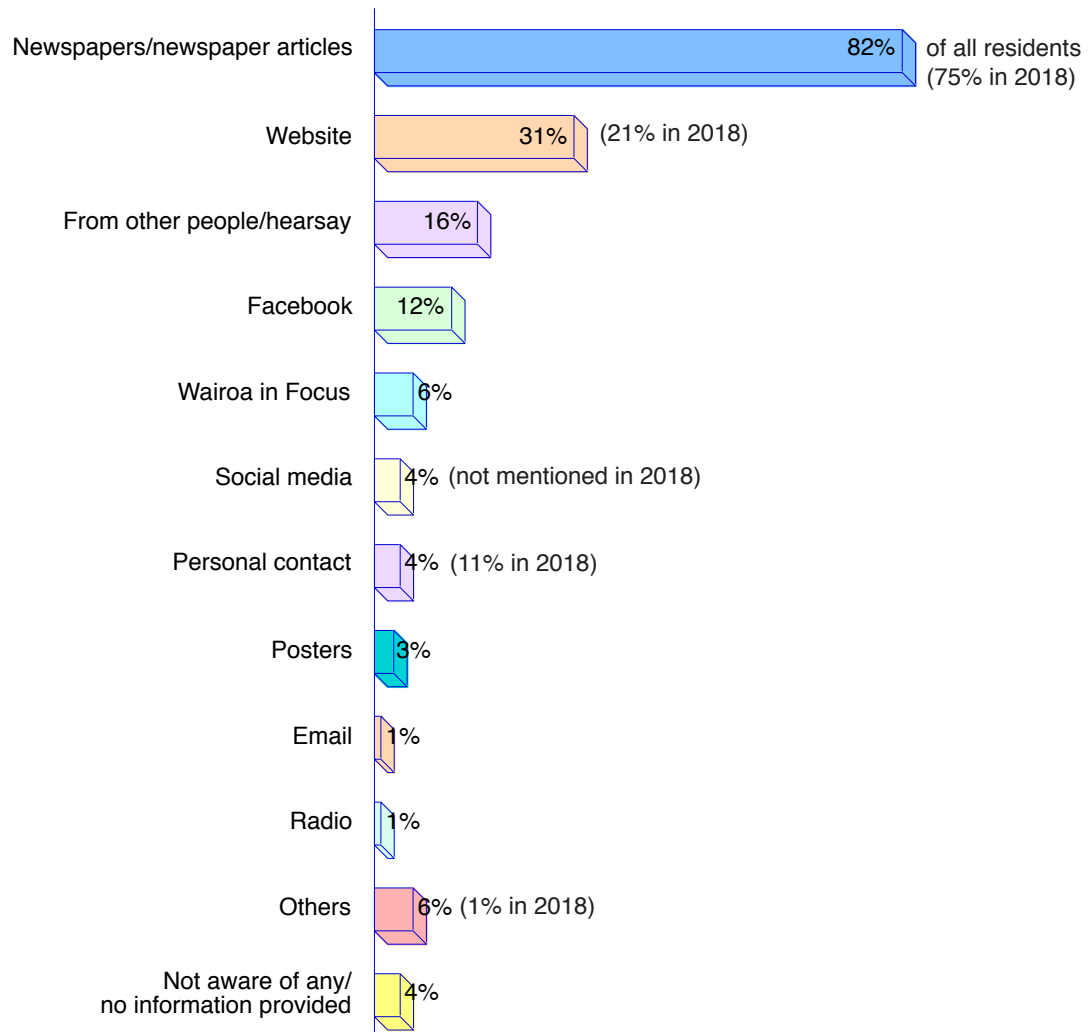
Base = 100  
(Does not add to 100% due to rounding)

Wairoa District is above the Peer Group and National Averages, in terms of rating the performance of Council staff as very / fairly good.

## LOCAL ISSUES

### Information

Where\*, or from whom, do you see, read or hear about Wairoa District Council news and events?



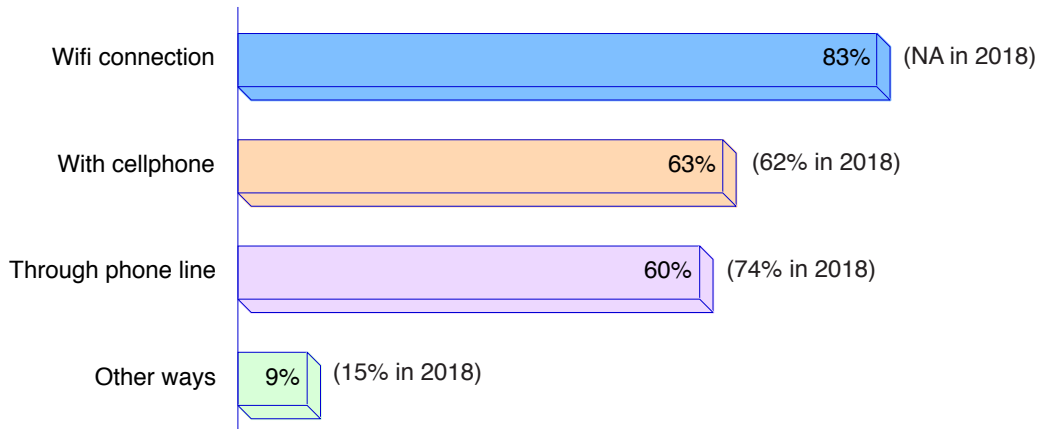
\* multiple responses allowed



### Internet Access

90% of residents say they have access to the Internet (86% in 2018).

How residents<sup>†</sup> access Internet at home



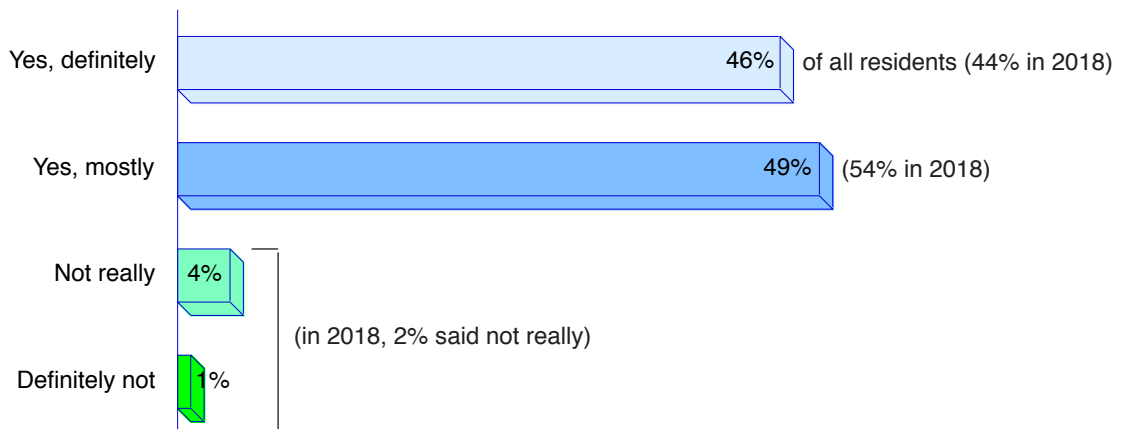
<sup>†</sup> residents who have access to Internet at home  
Base = 169

### Place To Live

42% of residents think Wairoa District is better, as a place to live, than it was three years ago (37% in 2018), while 39% feel it is the same (46% in 2018) and 13% say it is worse (11% in 2018). 6% are unable to comment.

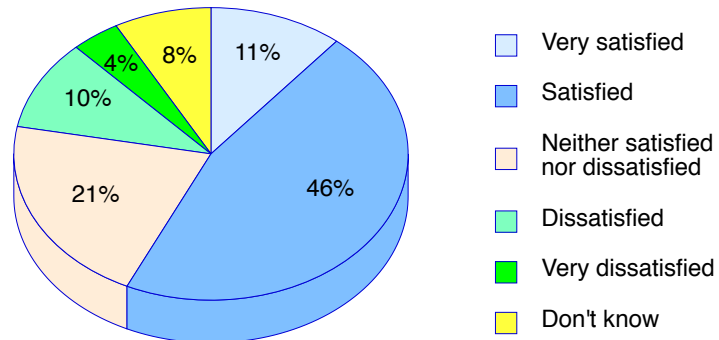
### Perception Of Safety

Is Wairoa District generally a safe place to live?



## Council Consultation And Community Involvement

Satisfaction with the way Council involves the public in the decisions it makes.



Residents think the Council's level of consultation with Māori in the District is:

More than enough	23% of all residents (18% in 2018)
Enough	40% (48% in 2018)
Not enough	18% (13% in 2018)
Nowhere near enough	4% (6% in 2018)
Don't know	14% (15% in 2018)

(Does not add to 100% due to rounding)

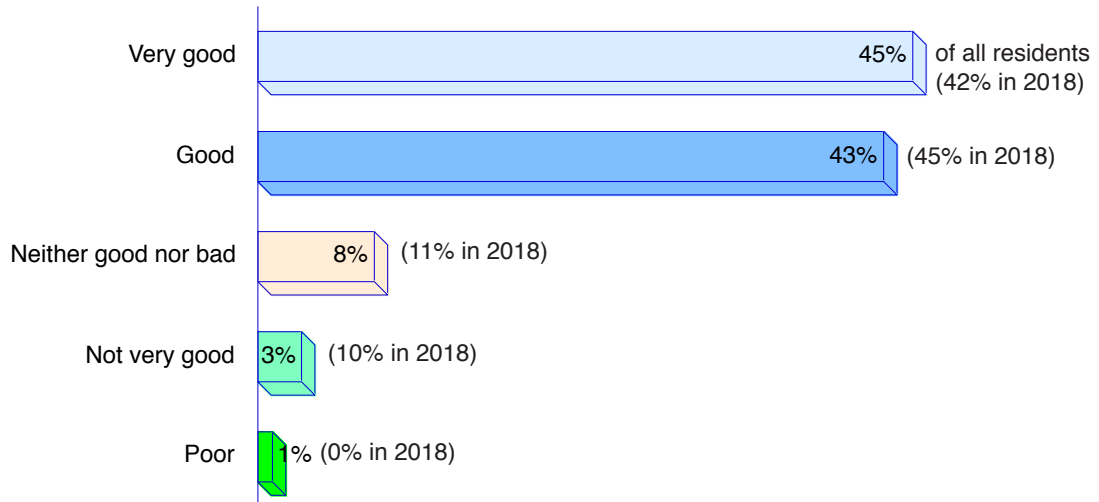
## Quality Of Life

Overall, 45% of residents feel the quality of life in Wairoa District is very good, 40% say it is good, 12% think it is fair and 3% say it is poor. These readings are similar to the 2018 results.

Wairoa District residents are on par with Peer Group residents and residents nationwide, in rating the quality of life in their District as very good.

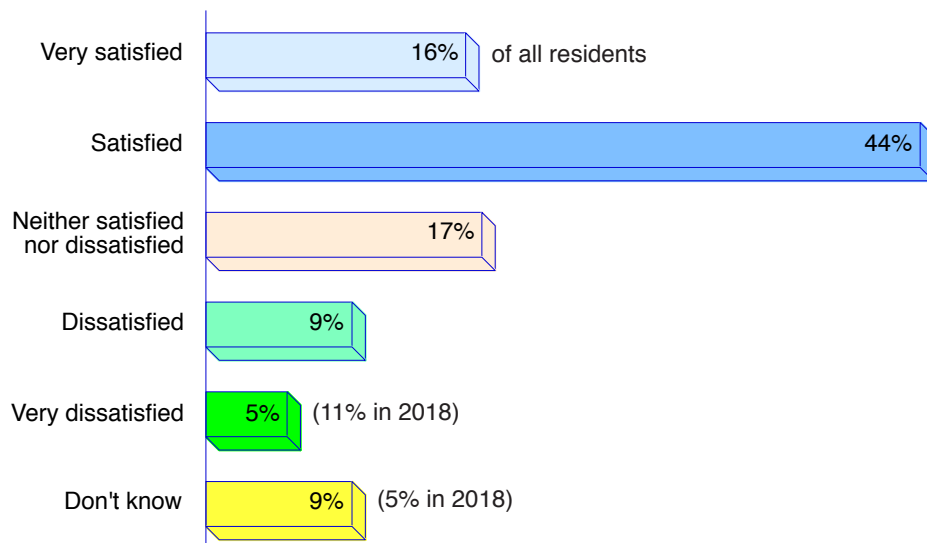
## Community Spirit

Residents rate the community spirit of Wairoa District as ...



## Natural Environment

Satisfaction that the natural environment in the Wairoa District is being preserved and sustained for future generations ...



## Civil Defence/Emergency Management

63% of residents say they are prepared for a Civil Defence emergency, while 36% say they are not. These readings are similar to the 2018 results.

The Council has an ongoing education programme to encourage residents to prepare for a Civil Defence emergency. 44% of residents say they are aware of this campaign (47% in 2018).

Where or from whom residents get Civil Defence information\*:

- visiting a website / the Internet / looking online, mentioned by 46% of all residents (37% in 2018),
- by ringing / visiting the District Council, 29%,
- the phone book, 12%,
- family / friends / neighbours / other people, 6%,
- radio, 3%,
- Civil Defence / Civil Defence staff, 3% (12% in 2018),
- Facebook, 1%,
- Information Centre, 1%,
- fire brigade, 1%,
- local school, 1%,
- others, 3%,
- don't know, 7%.

\* multiple responses allowed

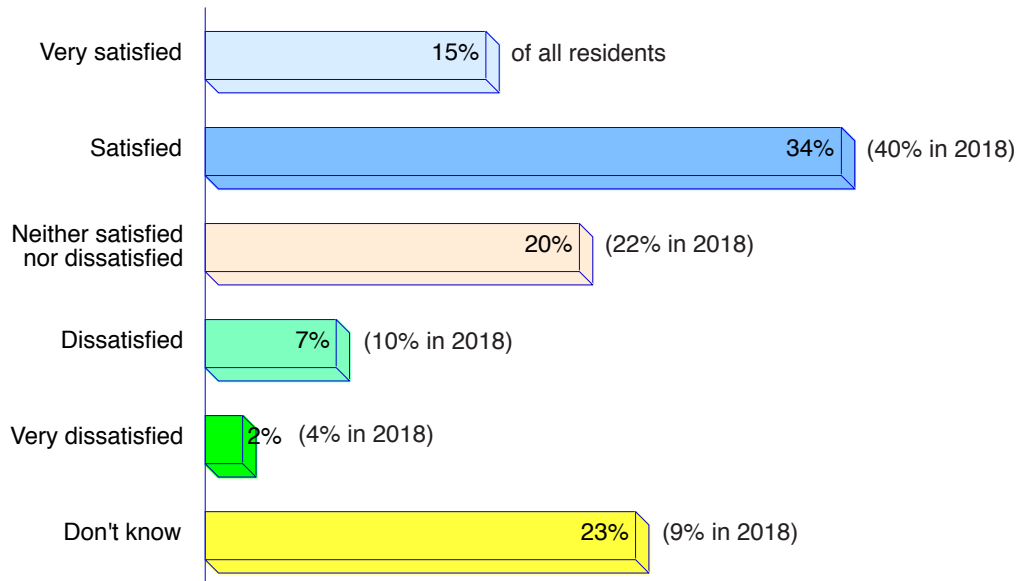
How safe do residents feel in their home and for their livelihood if a natural disaster strikes?:

Very safe	19% of all residents (18% in 2018)
Safe	54% (42% in 2018)
Neither safe nor unsafe	14% (24% in 2018)
Unsafe	7% (11% in 2018)
Very unsafe	2% (2% in 2018)
Don't know	3% (3% in 2018)

(Does not add to 100% due to rounding)

## Community Facilities

Satisfaction with the value for money Wairoa District is receiving from funding used for supporting community benefit organisations.



(Does not add to 100% due to rounding)

\* \* \* \* \*



## D. MAIN FINDINGS

Throughout this Communitrak™ report comparisons are made with figures for the National Average of Local Authorities and the Peer Group of similar Local Authorities, where appropriate.

For Wairoa District Council, this Peer Group of similar Local Authorities are those comprising a rural area, together with a town(s) or urban component.

NRB has defined the **Rural Peer Group** as those Territorial Authorities where less than 66% of dwellings are in urban meshblocks, as classified by Statistics New Zealand's 2013 Census data.

In this group are ...

Buller District Council  
 Carterton District Council  
 Central Hawke's Bay District Council  
 Central Otago District Council  
 Clutha District Council  
 Far North District Council  
 Hauraki District Council  
 Hurunui District Council  
 Kaikoura District Council  
 Kaipara District Council  
 MacKenzie District Council  
 Manawatu District Council  
 Matamata-Piako District Council  
 Opotiki District Council  
 Otorohanga District Council  
 Rangitikei District Council

Ruapehu District Council  
 Selwyn District Council  
 South Taranaki District Council  
 South Wairarapa District Council  
 Southland District Council  
 Stratford District Council  
 Tararua District Council  
 Tasman District Council  
 Waikato District Council  
 Waimakariri District Council  
 Waimate District Council  
 Waitaki District Council  
 Waitomo District Council  
 Western Bay of Plenty District Council  
 Westland District Council







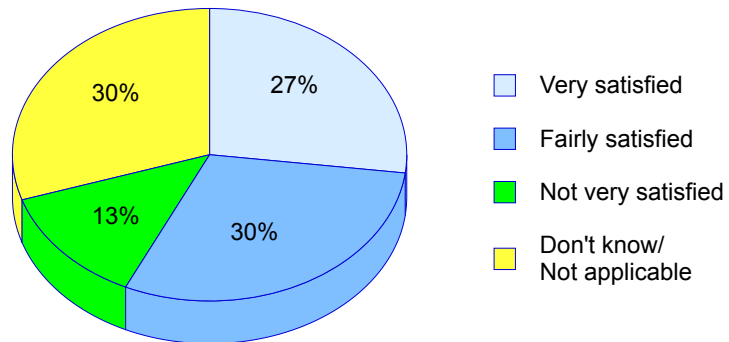
## 1. COUNCIL SERVICES/FACILITIES

## A. SATISFACTION WITH COUNCIL SERVICES AND FACILITIES

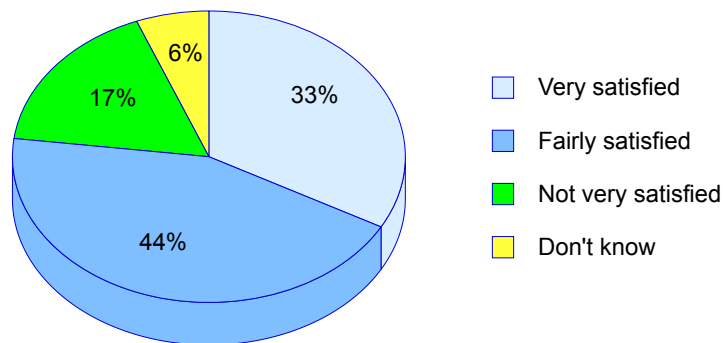
Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service or facility.

### i. *The Quality Of The Drinking Water Supply*

*Overall*



*Service Provided*



Base = 127

57% of Wairoa District residents are satisfied with their water supply (61% in 2018), including 27% who are very satisfied. 13% are not very satisfied and 30% are unable to comment (26% in 2018).

The percent not very satisfied is similar to the Peer Group and National Average readings for **water supply in general** and the 2018 result.

59% of residents say they receive a piped water supply. Those with a piped water supply are more likely to be satisfied (77%), than residents overall, while being less likely to be unable to comment (6%).

Residents aged 18 to 44 years are more likely to be not very satisfied with the quality of the drinking water supply, than other age groups.

## Satisfaction With The Quality Of The Drinking Water Supply

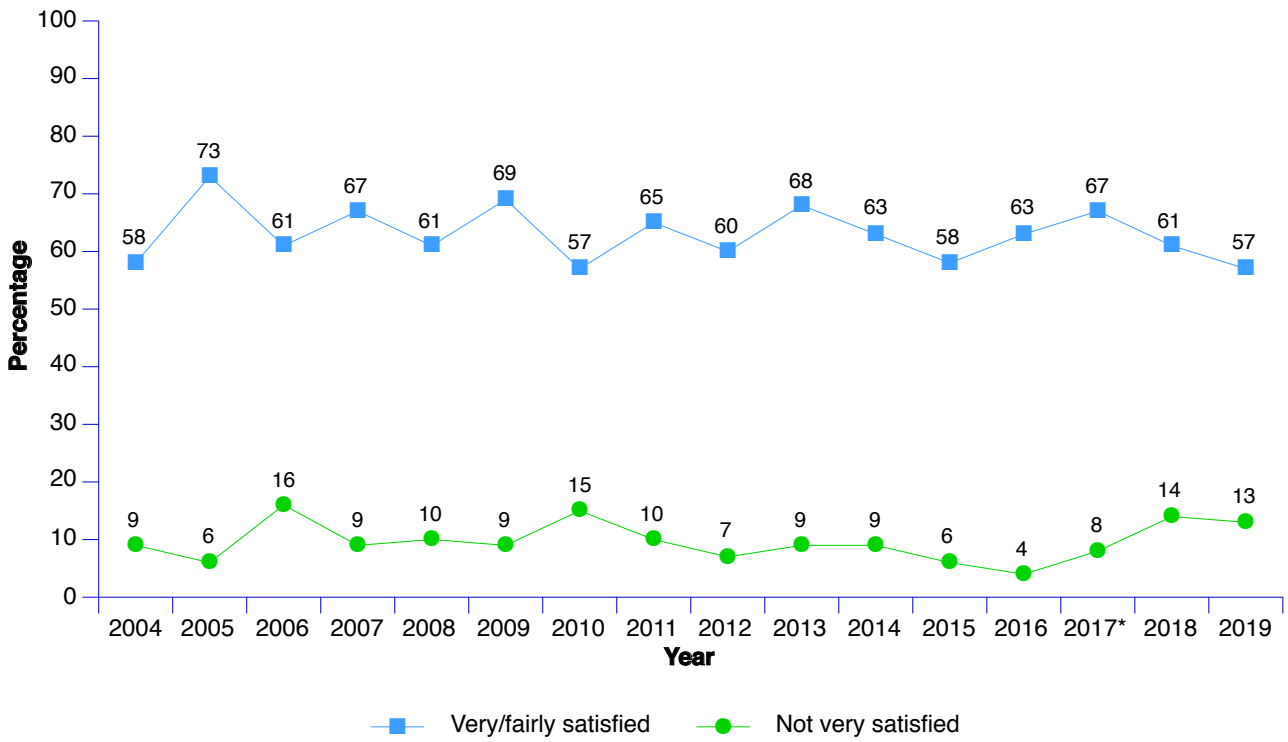
	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District					
2019	27	30	57	13	30
2018 <sup>†</sup>	25	36	61	14	26
2017	33	34	67	8	25
2016	35	28	63	4	33
2015 <sup>†</sup>	40	18	58	6	37
2014	41	22	63	9	28
2013	41	27	68	9	23
2012	29	31	60	7	33
2011	35	30	65	10	25
2010	20	37	57	15	28
2009	31	38	69	9	22
2008	27	34	61	10	29
2007	34	33	67	9	24
2006	32	29	61	16	23
2005	43	30	73	6	21
2004	40	18	58	9	33
2003	26	29	55	12	33
2002	35	32	67	5	28
2001	26	31	57	10	33
2000	37	24	61	6	33
Service Provided	33	44	77	17	6
<b>Comparison*</b>					
Peer Group Average (Rural)	36	28	64	14	22
National Average <sup>†</sup>	46	29	75	14	10
<b>Area</b>					
Urban	36	42	78	16	6
Rural <sup>†</sup>	17	14	31	11	59
<b>Age</b>					
18-44 years	19	34	53	23	24
45-64 years	27	29	56	6	38
65+ years	43	21	64	7	29

% read across

\* readings prior to 2017 and Peer Group and National Averages refer to water supply in general

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

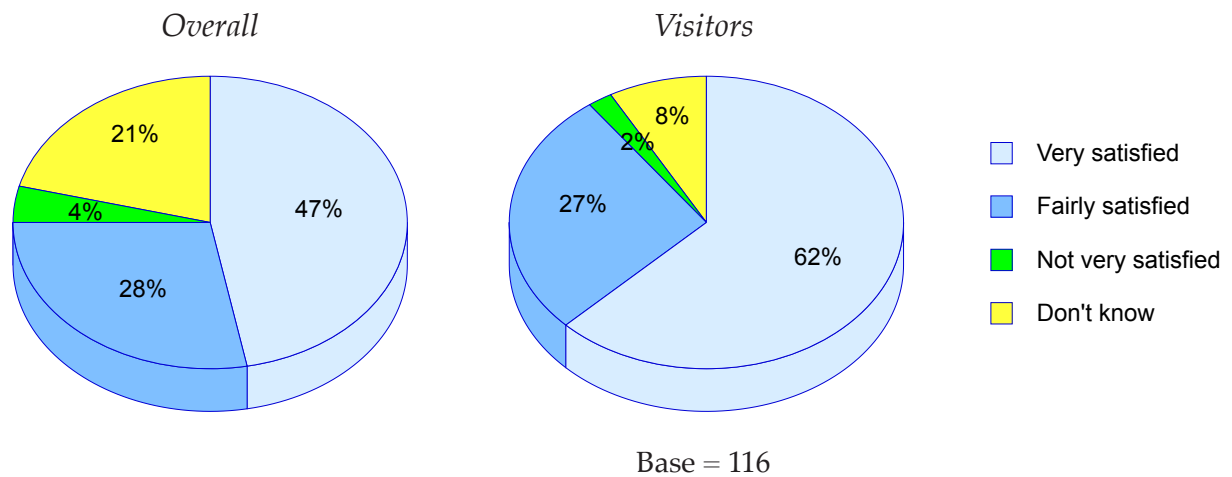
Quality Of The Drinking Water Supply



\* readings prior to 2017 refer to water supply in general

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 57%  
 Receivers of Service = 77%

## ii. Maintenance Of Cemeteries



75% of residents are satisfied with the maintenance of cemeteries (70% in 2018), including 47% who are very satisfied (36% in 2018). 4% are not very satisfied and 21% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for **cemeteries, including maintenance of cemeteries** and the 2018 reading.

58% of households have visited a cemetery in the last 12 months (51% in 2018). Of these, 89% are satisfied and 2% not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the maintenance of cemeteries.

## Satisfaction With Maintenance Of Cemeteries

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District					
2019	47	28	75	4	21
2018 <sup>†</sup>	36	34	70	4	27
2017	37	34	71	5	24
2016	39	22	61	2	37
2015	43	27	70	3	27
2014	51	28	79	3	18
2013	45	34	79	5	16
2012	32	46	78	4	18
2011	33	42	75	5	20
2010	32	48	80	2	18
2009	31	49	80	4	16
2008	37	32	69	6	25
2007	28	44	72	7	21
2006	28	37	65	6	29
2005	52	28	80	3	17
2004	58	26	84	2	14
2003	44	32	76	4	20
2002	40	36	76	5	19
2001	37	37	74	2	24
2000	45	29	74	6	20
Visitors <sup>†</sup>	62	27	89	2	8
<b>Comparison*</b>					
Peer Group Average (Rural)	46	30	76	1	23
National Average <sup>†</sup>	41	30	71	5	25
<b>Area</b>					
Urban	49	33	82	3	15
Rural	44	23	67	5	28

% read across

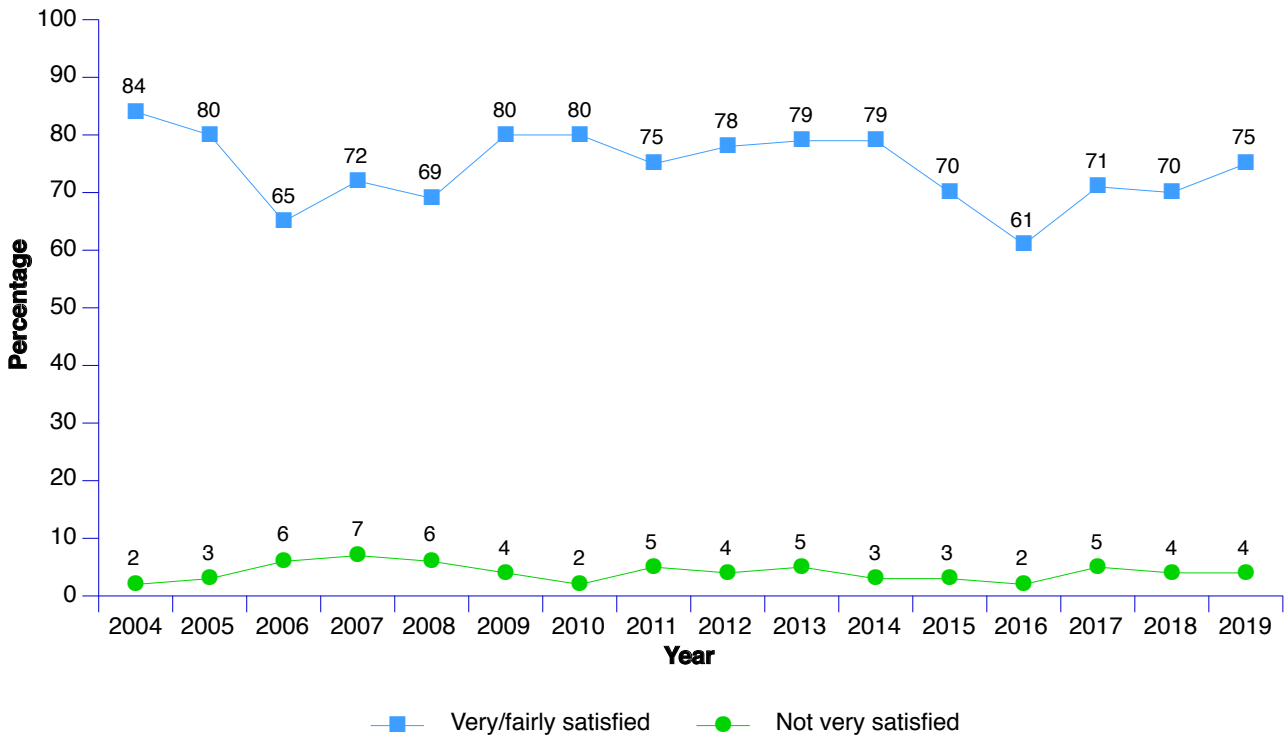
\* Peer Group and National Average readings are based on ratings for cemeteries, including maintenance of cemeteries

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





*Maintenance Of Cemeteries*

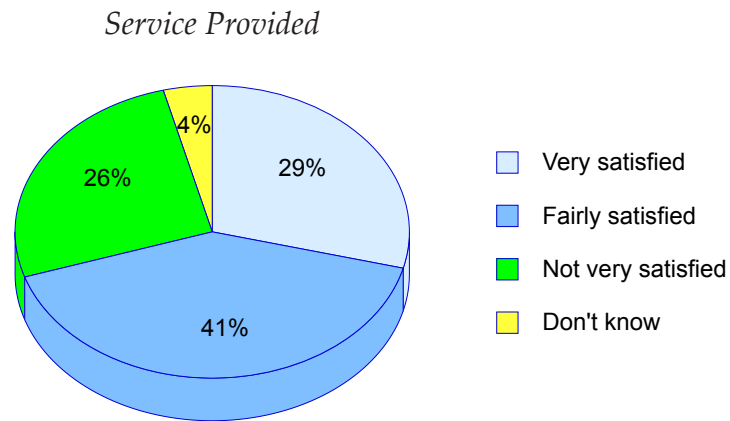
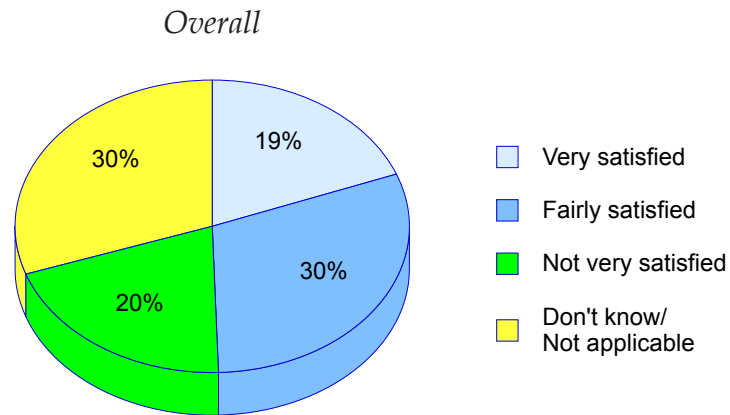


Recommended Satisfaction Measures For Reporting Purposes:

Total District = 75%

Visitors = 89%

### iii. The Functioning Of The Existing Sewerage System



Base = 115

49% of residents are satisfied with the functioning of the existing sewerage system (41% in 2018), while 20% are not very satisfied (33% in 2018). 30% are unable to comment (26% in 2018).

The percent not very satisfied is above the Peer Group and National Averages for the **sewerage system in general**.

54% of residents are provided with a sewerage system. Compared to residents overall, they are more likely to be satisfied (70%), less likely to have been unable to comment (4%) and on par in terms of being not very satisfied (26%).

Residents more likely to be not very satisfied with the functioning of the existing sewerage system are ...

- Urban residents,
- NZ Māori residents.

## Satisfaction With The Functioning Of The Existing Sewerage System

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District					
2019 <sup>†</sup>	19	30	49	20	30
2018	9	32	41	33	26
2017	23	25	48	19	33
2016 <sup>†</sup>	30	24	54	8	39
2015 <sup>†</sup>	32	17	49	8	42
2014	31	23	54	7	39
2013 <sup>†</sup>	27	29	56	14	29
2012 <sup>†</sup>	20	33	53	10	38
2011 <sup>†</sup>	30	29	59	10	30
2010	20	33	53	11	36
2009	26	36	62	13	25
2008	26	28	54	14	32
2007	29	33	62	6	32
2006	25	25	50	16	34
2005	32	29	61	11	28
2004	34	21	55	9	36
2003	27	32	59	6	35
2002	25	36	61	6	33
2001	19	34	53	7	40
2000	31	26	57	3	40
Service Provided <sup>†</sup>	29	41	70	26	4
<b>Comparison*</b>					
Peer Group Average (Rural)	38	32	70	3	27
National Average	46	34	80	7	13
<b>Area</b>					
Urban	21	41	62	29	9
Rural	17	17	34	10	56
<b>Ethnicity</b>					
NZ European	26	24	50	15	35
NZ Māori <sup>†</sup>	13	37	50	27	24

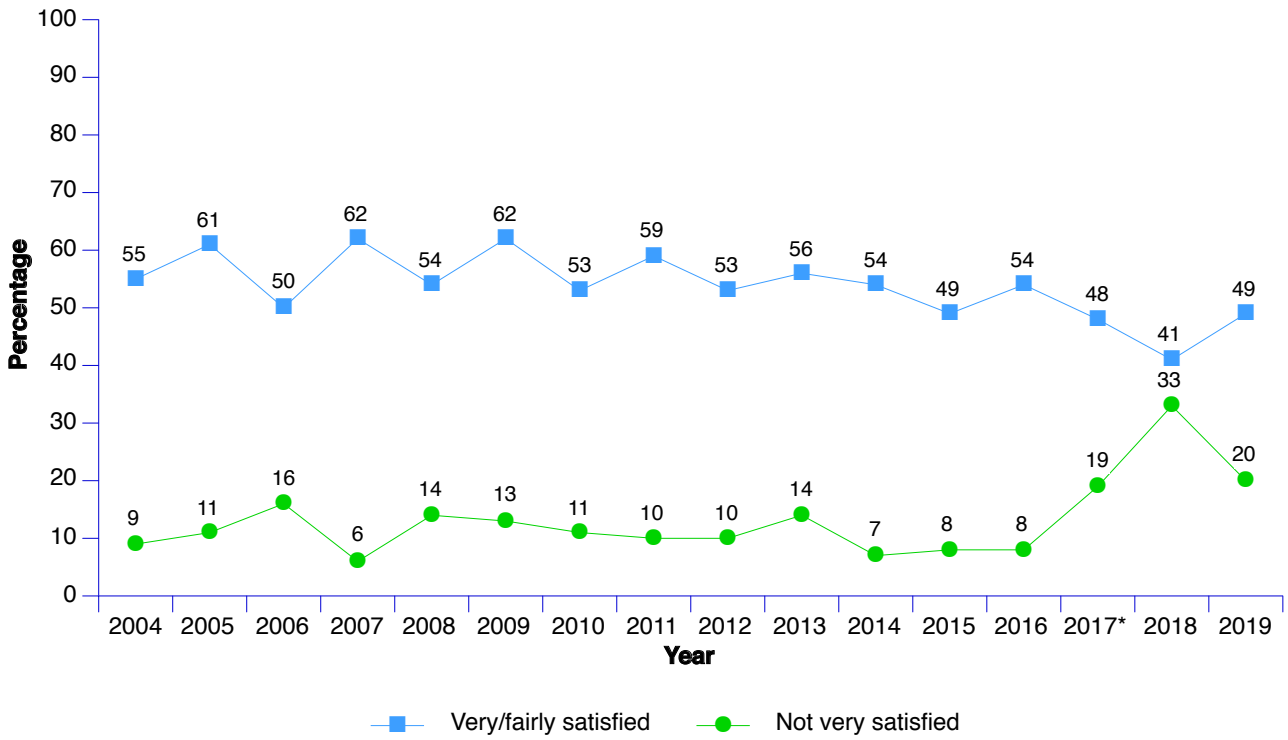
% read across

\* readings prior to 2017 and Peer Group and National Averages relate to sewerage system in general

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



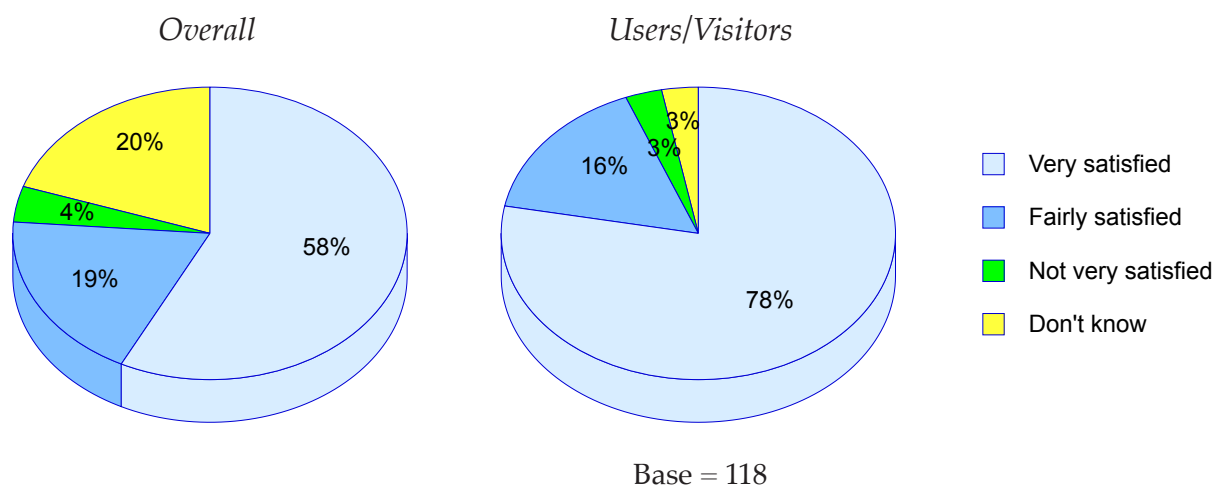
*The Function Of The Existing Sewerage System*



\* readings prior to 2017 refer to sewerage system in general

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 49%  
 Receivers of Service = 70%

#### *iv. Library Service*



77% of Wairoa District residents are satisfied with the library service in the District (81% in 2018), including 58% who are very satisfied (63% in 2018). 20% are unable to comment (17% in 2018).

The percent not very satisfied (4%) is similar to the Peer Group and National Averages and the 2018 reading.

60% of households have used or visited a public library in the District in the last 12 months. Of these, 94% are satisfied and 3% are not very satisfied.

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

## Satisfaction With Library Service

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019 <sup>†</sup>	58	19	77	4	20
2018	63	18	81	2	17
2017	64	22	86	-	14
2016 <sup>†</sup>	53	20	73	1	25
2015	62	21	83	-	17
2014 <sup>†</sup>	67	12	79	3	17
2013	67	20	87	1	12
2012	59	24	83	2	15
2011	60	24	84	2	14
2010	61	25	86	2	12
2009	51	32	83	3	14
2008	69	13	82	3	15
2007	64	19	83	5	12
2006	66	19	85	2	13
2005	68	17	85	2	13
2004	66	17	83	2	15
2003	54	28	82	1	17
2002	62	17	79	1	20
2001	47	26	73	3	24
2000	56	23	79	5	16
Users/Visitors	78	16	94	3	3
<b>Comparison</b>					
Peer Group Average (Rural) <sup>†</sup>	60	22	82	3	16
National Average	69	18	87	3	10
<b>Area</b>					
Urban	56	22	78	4	18
Rural	60	15	75	3	22

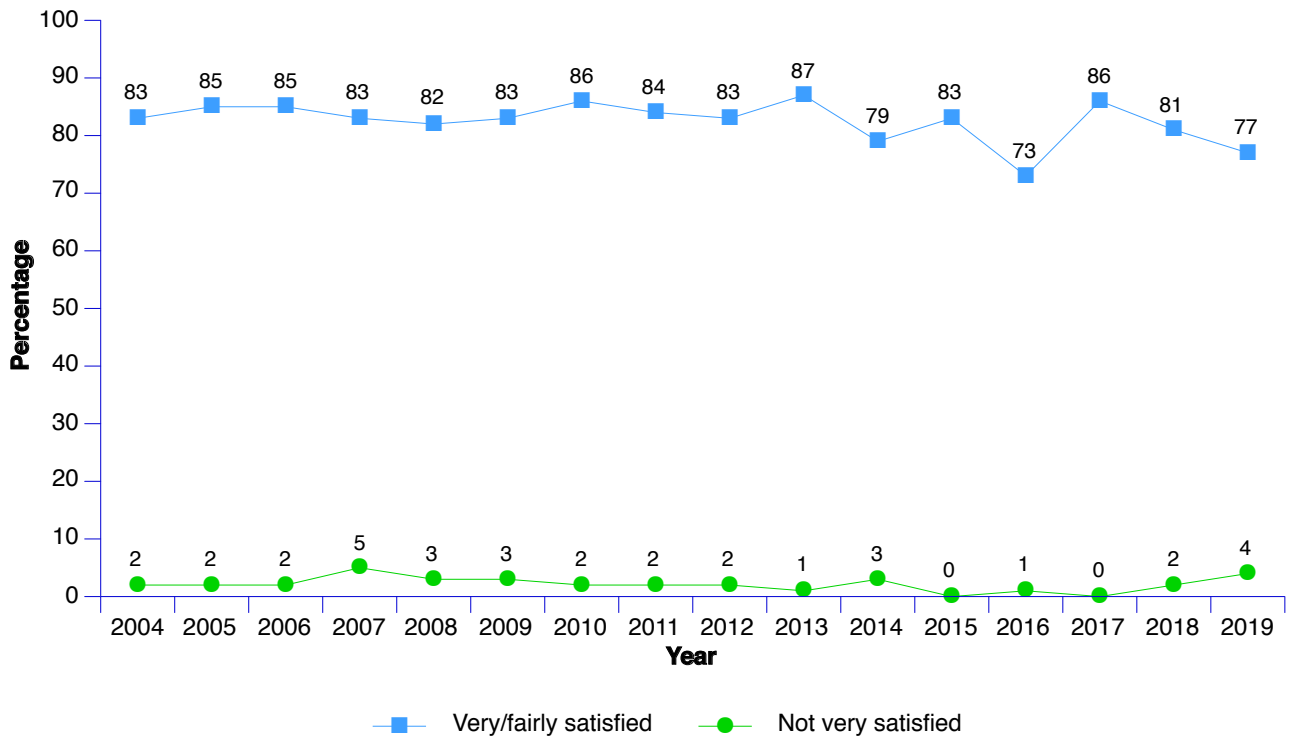
% read across

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





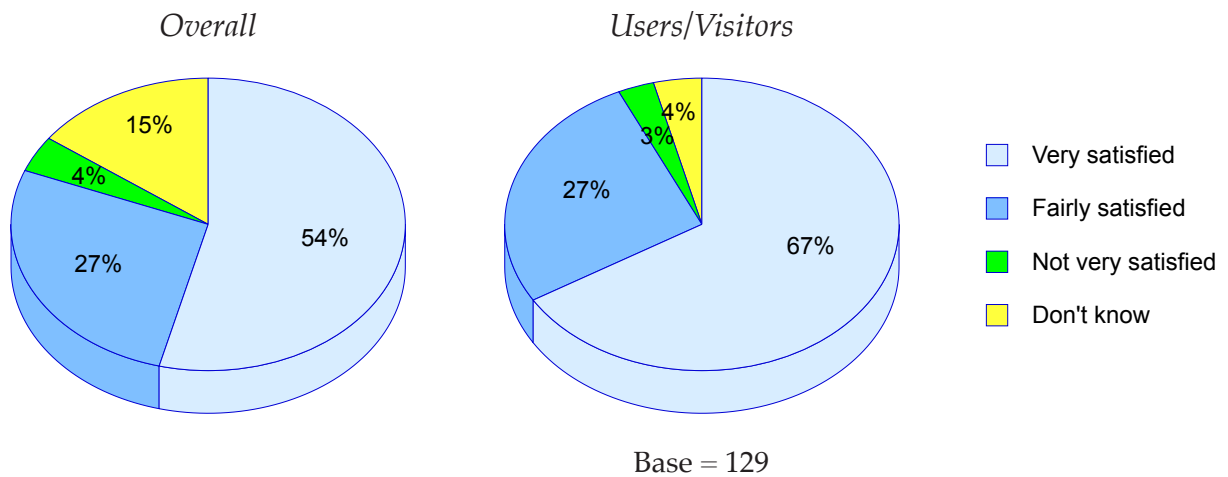
*Library Service*



Recommended Satisfaction Measures For Reporting Purposes:

Total District = 77%  
 Users/Visitors = 94%

*v. Wairoa Community Centre*



81% of residents are satisfied with the Wairoa Community Centre, including 54% who are very satisfied. 4% are not very satisfied and 15% are unable to comment. These results are similar to the 2018 results.

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

66% of households have used or visited the Wairoa Community Centre in the last 12 months. Of these "users/visitors", 94% are satisfied and 3% not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups in terms of those residents not very satisfied with the Wairoa Community Centre.

### Satisfaction With Wairoa Community Centre

	Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019	54	27	<b>81</b>	4	15
2018	56	24	<b>80</b>	3	17
2017	57	29	<b>86</b>	4	10
2016	51	31	<b>82</b>	2	16
2015 <sup>†</sup>	55	25	<b>80</b>	5	16
2014 <sup>†</sup>	54	25	<b>79</b>	10	10
2013 <sup>*</sup>	52	30	<b>82</b>	9	9
Users/Visitors <sup>†</sup>	67	27	<b>94</b>	3	4
<b>Area</b>					
Urban	51	30	<b>81</b>	6	13
Rural	58	24	<b>82</b>	-	18

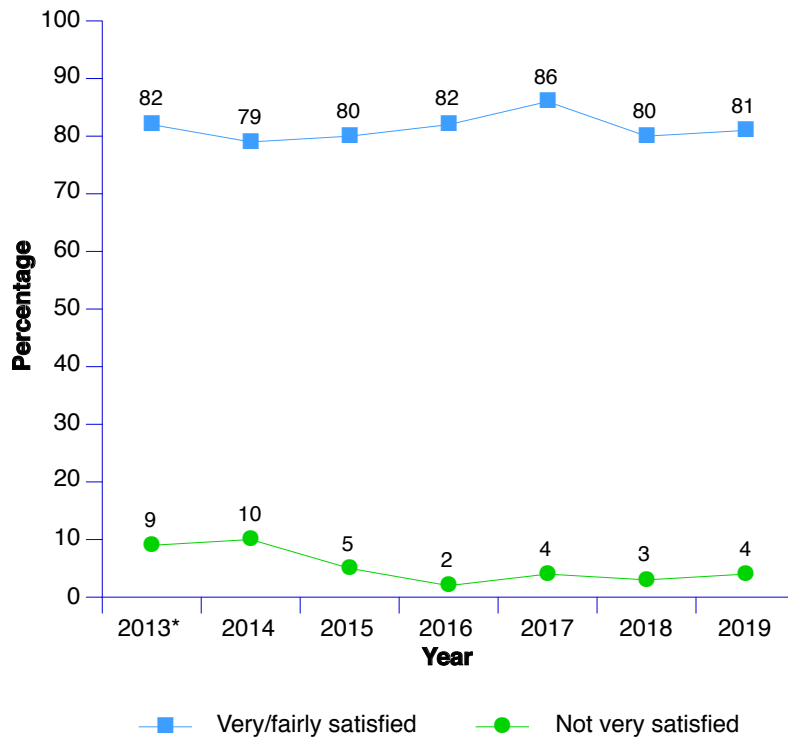
% read across

\* not asked prior to 2013

† does not add to 100% due to rounding



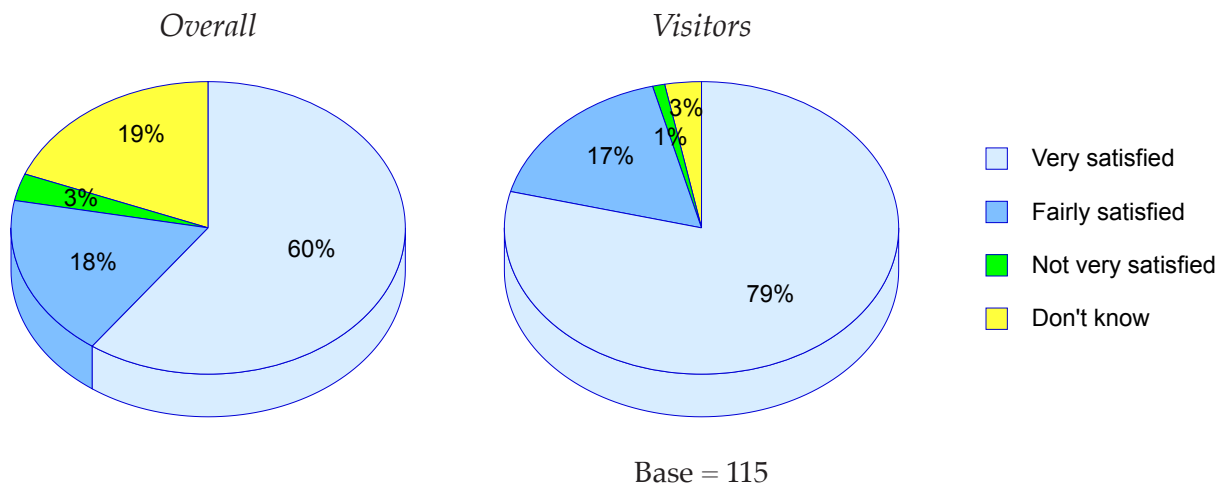
Wairoa Community Centre



\* not asked prior to 2013

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 81%  
 Users/Visitors = 94%

## vi. Wairoa Museum



78% of residents are satisfied with the Wairoa Museum, including 60% who are very satisfied, while 19% are unable to comment (23% in 2018).

The percent not very satisfied (3%) is similar to the Peer Group and National Averages and the 2018 reading.

55% of households have visited the Wairoa Museum in the last 12 months (48% in 2018). Of these, 96% are satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with Wairoa Museum.

## Satisfaction With The Wairoa Museum

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District 2019	60	18	78	3	19
2018	58	19	77	-	23
2017	57	20	77	-	23
2016	42	27	69	1	30
2015 <sup>†</sup>	56	17	73	-	26
2014	59	22	81	1	18
2013*	53	30	83	-	17
2005	66	16	82	1	17
2004	51	22	73	2	25
2003	44	22	66	2	32
2002	36	12	48	9	43
2001	17	25	42	6	52
2000	21	24	45	6	49
Visitors	79	17	96	1	3
<b>Comparison**</b>					
Peer Group Average (Rural) <sup>†</sup>	28	19	47	7	47
National Average	53	19	72	5	23
<b>Area</b>					
Urban	58	20	78	4	18
Rural <sup>†</sup>	62	16	78	2	19

% read across

\* not asked from 2006-2012. Readings from 2000-2005 refer to 'The Museum'.

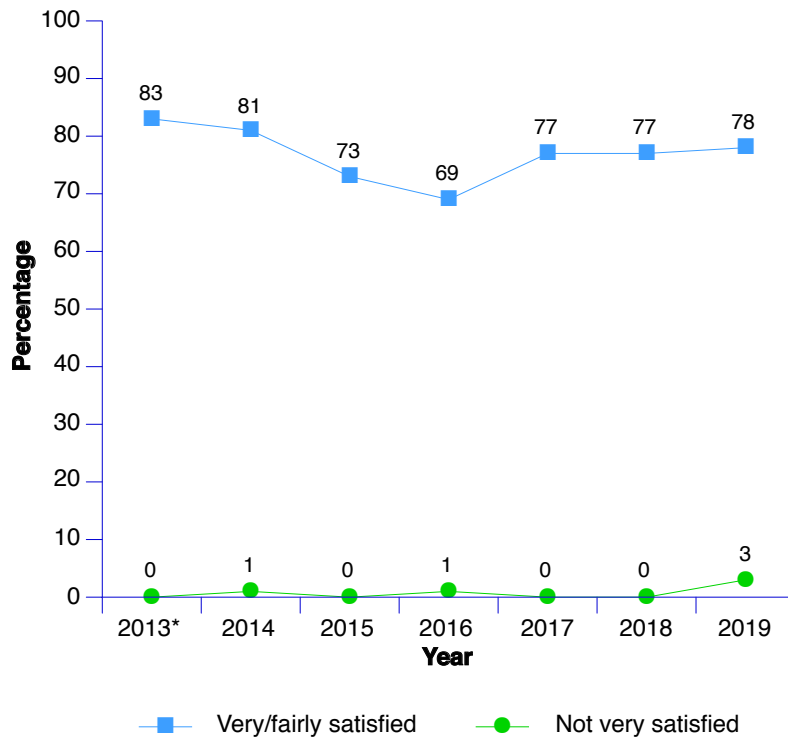
\*\* Peer Group and National Averages refer to ratings for museums in general

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





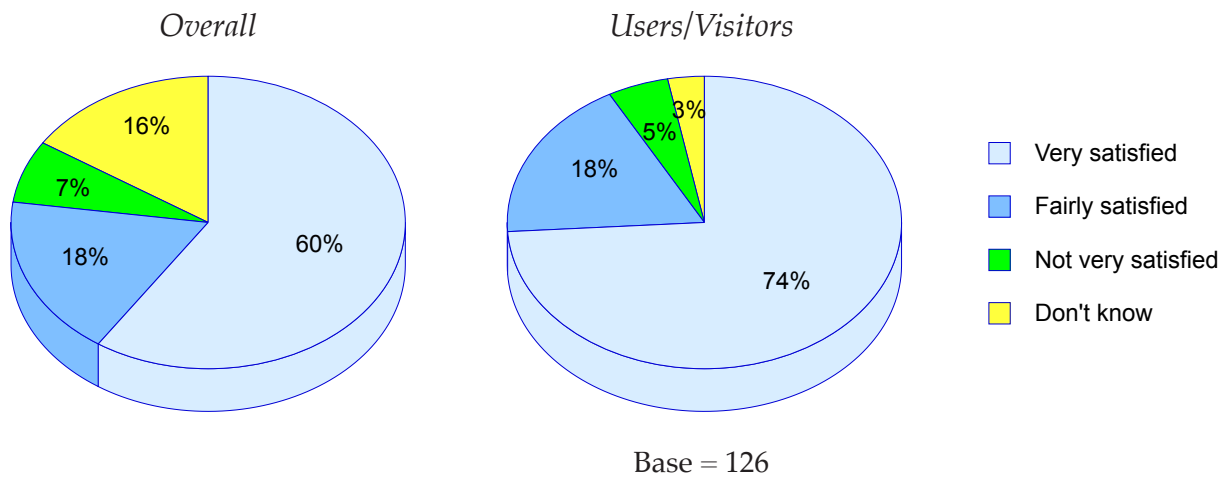
Wairoa Museum



\* not asked from 2006-2012

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 78%  
 Visitors = 96%

### *vii. Gaiety Theatre*



78% of residents are satisfied with the Gaiety Theatre, including 60% who are very satisfied. 7% are not very satisfied and 16% are unable to comment.

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

69% of households have used or visited the Gaiety Theatre in the last 12 months. Of these, 92% are satisfied and 5% not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the Gaiety Theatre .

## Satisfaction With Gaiety Theatre

	Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019 <sup>†</sup>	60	18	<b>78</b>	7	16
Users/Visitors	74	18	<b>92</b>	5	3
<b>Area</b>					
Urban <sup>†</sup>	60	18	<b>78</b>	8	13
Rural	60	17	<b>77</b>	4	19

% read across

\* not asked prior to 2019

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

### Recommended Satisfaction Measures For Reporting Purposes:

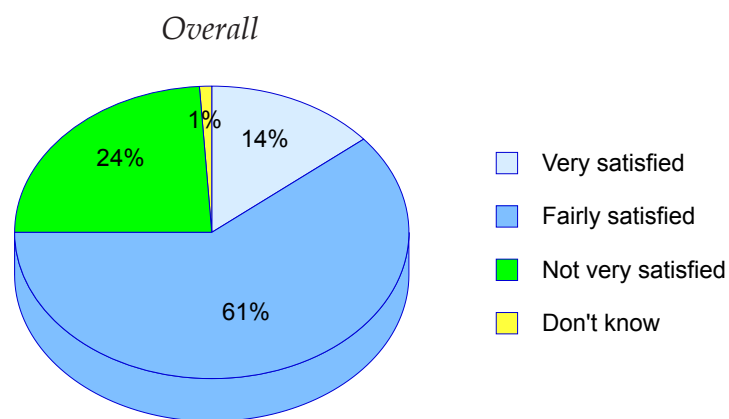
Total District = 78%

Visitors = 92%

## B. SATISFACTION WITH COUNCIL SERVICES/FACILITIES - WITH REASONS FOR DISSATISFACTION

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 or facility. Those residents not very satisfied were asked to say why they felt this way.

### i. *Standard Of Maintenance Of Urban Roads In The District (excluding State Highways 2 and 38, as they are not Council roads)*



75% of residents are satisfied with the standard of maintenance of urban roads in the District, while 24% are not very satisfied.

The percent not very satisfied is slightly below the Peer Group Average and similar to the National Average for **roads in the District**.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the standard of maintenance of urban roads in the District.

## Satisfaction With Standard Of Maintenance Of Urban Roads In The District

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019*	14	61	75	24	1
2018†	7	57	64	35	-
2017	10	66	76	24	-
2016	12	60	72	27	1
2015	19	61	80	20	-
2014†	12	59	71	27	3
2013	13	62	75	25	-
2012†	13	58	71	28	2
2011	16	53	69	29	2
2010	10	59	69	30	1
2009	10	71	81	17	2
2008	15	53	68	32	-
2007	14	59	73	27	-
2006	10	48	58	41	1
2005	12	55	67	32	1
2004	18	48	66	32	2
2003	23	44	67	32	1
2002	12	54	66	34	-
2001	11	56	67	33	-
2000	24	42	66	33	1
<b>Comparison*</b>					
Peer Group Average (Rural)	11	57	68	32	-
National Average†	20	52	72	27	-
<b>Area</b>					
Urban	7	70	77	23	-
Rural	21	51	72	26	2

% read across

\* prior to 2006, State Highways 2 and 38 were not specifically excluded. Readings prior to 2017 and Peer Group and National Average refer to roads in general (excluding State Highways). 2017-2018 readings refer to the standard of maintenance of **roads** in the District

† does not add to 100% due to rounding

The main reasons residents are **not very satisfied** with the standard of maintenance of urban roads in the District are ...

- potholes/rough/uneven/bumpy/corrugations,
- poor condition/need maintenance/upgrading.

#### Summary Table: Main Reasons\* For Being Not Very Satisfied With The Standard Of Maintenance Of Urban Roads In The District

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Potholes/rough/uneven/bumpy/corrugations	11	11	12
Poor condition/need maintenance/upgrading	10	10	10

\* multiple responses allowed

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

The main reasons residents are **very satisfied** with the standard of maintenance of urban roads in the District are ...

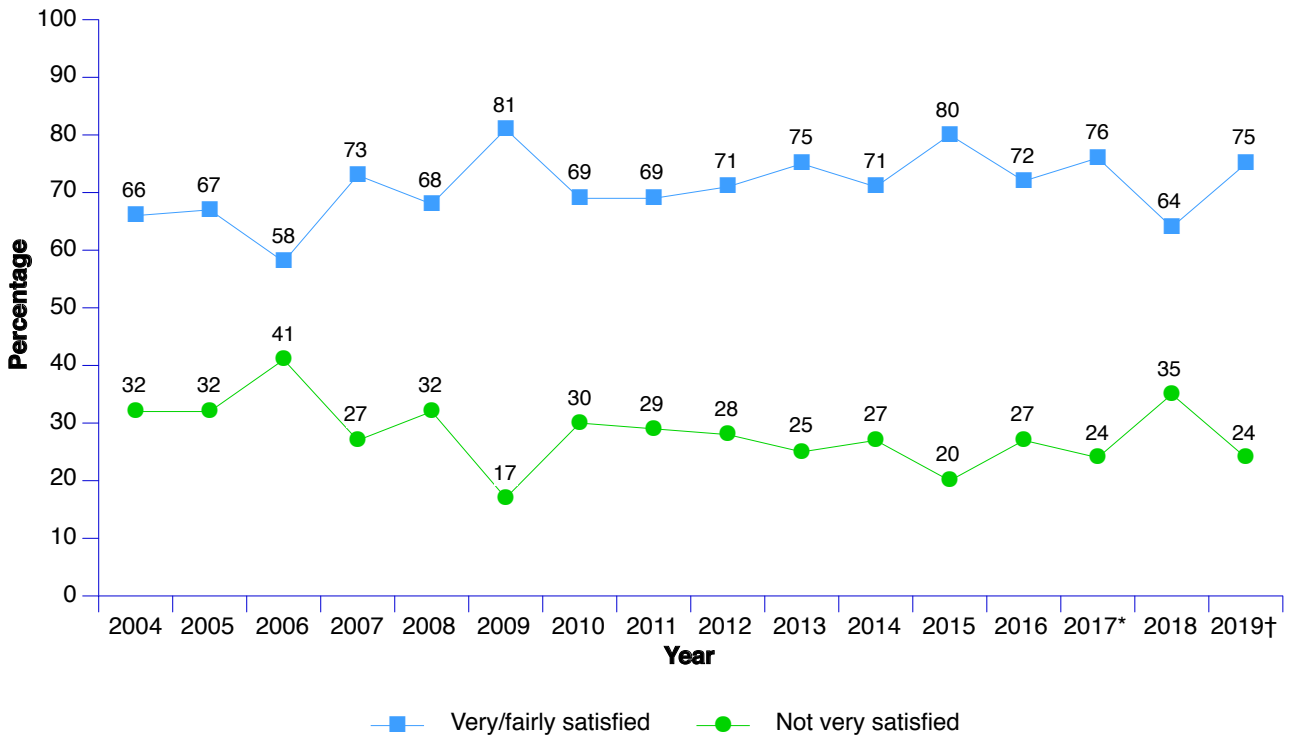
- they are good/all good,
- well maintained/well kept.

#### Summary Table: Main Reasons\* For Being Very Satisfied With The Standard Of Maintenance Of Urban Roads In The District

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
They are good/all good	7	6	9
Well maintained/well kept	4	1	9

\* multiple responses allowed

*Standard Of Maintenance Of Urban Roads In The District*

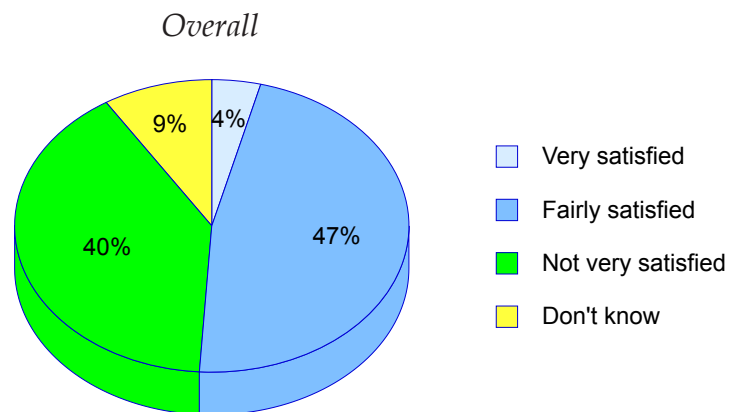


\* prior to 2006, State Highways 2 and 38 were not specifically excluded. Readings prior to 2017 and Peer Group and National Average refer to roads in general

† 2017-2018 readings refer to standard of maintenance of roads in the District

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

## ii. *Standard Of Maintenance Of Rural Roads*



55% of residents are satisfied with the standard of maintenance of rural roads, while 40% are not very satisfied.

The percent not very satisfied is slightly above the Peer Group Average and above the National Average for **roads in the District**.

There are no notable differences between Urban and Rural residents in terms of those not very satisfied with the standard of maintenance of rural roads. However, it appears that the following residents are slightly more likely to feel this way ...

- Rural residents,
- residents with an annual household income of \$30,000 to \$50,000.



## Satisfaction With Standard Of Maintenance Of Rural Roads

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019*	4	47	51	40	9
2018 <sup>†</sup>	7	57	64	35	-
2017	10	66	76	24	-
2016	12	60	72	27	1
2015	19	61	80	20	-
2014 <sup>†</sup>	12	59	71	27	3
2013	13	62	75	25	-
2012 <sup>†</sup>	13	58	71	28	2
2011	16	53	69	29	2
2010	10	59	69	30	1
2009	10	71	81	17	2
2008	15	53	68	32	-
2007	14	59	73	27	-
2006	10	48	58	41	1
2005	12	55	67	32	1
2004	18	48	66	32	2
2003	23	44	67	32	1
2002	12	54	66	34	-
2001	11	56	67	33	-
2000	24	42	66	33	1
<b>Comparison*</b>					
Peer Group Average (Rural)	11	57	68	32	-
National Average <sup>†</sup>	20	52	72	27	-
<b>Area</b>					
Urban <sup>†</sup>	3	49	52	35	14
Rural	5	46	51	45	4
<b>Household Income</b>					
Less than \$30,000 pa	1	54	55	38	7
\$30,000-\$50,000 pa	4	42	46	52	2
More than \$50,000 pa	5	50	55	32	13

% read across

\* prior to 2006, State Highways 2 and 38 were not specifically excluded. Readings prior to 2017 and Peer Group and National Average refer to roads in general (excluding State Highways). 2017-2018 readings refer to the standard of maintenance of **roads** in the District

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

The main reasons residents are **not very satisfied** with the standard of maintenance of rural roads are ...

- poor condition/need maintenance/upgrading,
- potholes/rough/uneven/bumpy/corrugations,
- roads not graded enough/not graded properly,
- drop outs/slips not repaired.

### Summary Table: Main Reasons\* For Being Not Very Satisfied With The Standard Of Maintenance Of Rural Roads

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Poor condition/need maintenance/upgrading	<b>19</b>	19	18
Potholes/rough/uneven/bumpy/corrugations	<b>14</b>	10	18
Roads not graded enough/not graded properly	<b>11</b>	9	12
Drop outs/slips not repaired	<b>8</b>	6	10

\* multiple responses allowed

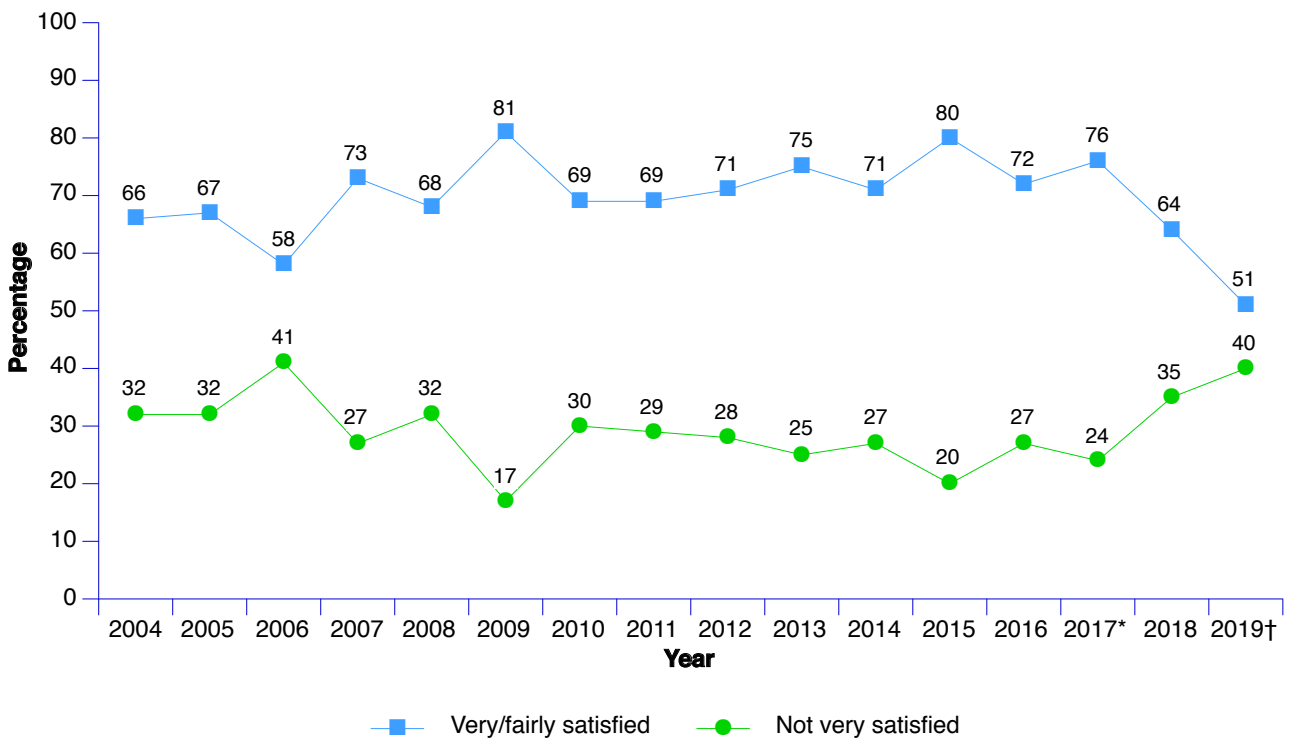
NB: no other reason is mentioned by more than 3% of all residents

The main reasons\* residents are **very satisfied** with the standard of maintenance of rural roads are ...

- they are good/all good, mentioned by 2% of all residents,
- well maintained/well kept, 1%.

\* multiple responses allowed

*Standard Of Maintenance Of Rural Roads*

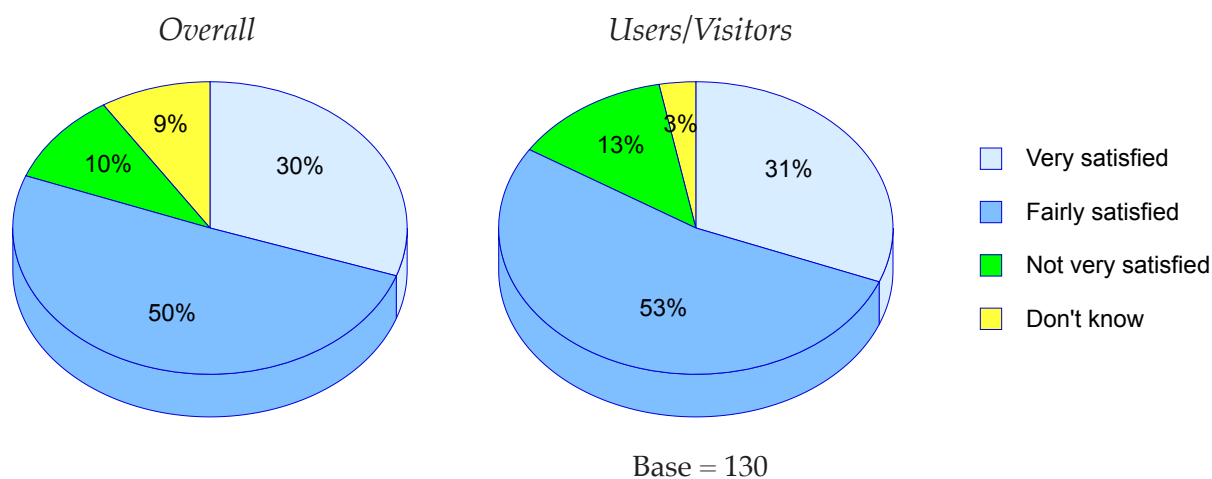


\* prior to 2006, State Highways 2 and 38 were not specifically excluded. Readings prior to 2017 and Peer Group and National Average refer to roads in general

† 2017-2018 readings refer to standard of maintenance of roads in the District

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 55%

### iii. Standard Of Maintenance Of Reserves And Sportsgrounds



80% of Wairoa District residents are satisfied with the standard of maintenance of reserves and sportsgrounds, including 30% who are very satisfied (24% in 2018), while 10% are not very satisfied (15% in 2018). 9% are unable to comment.

The percent not very satisfied is on par with the **averaged** Peer Group and National readings for **sportsgrounds and playgrounds and parks and reserves**.

69% of households have used or visited a reserve and/or sportsground in the last 12 months (54% in 2018). Of these "users/visitors", 84% are satisfied and 13% are not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the standard of maintenance of reserves and sportsgrounds.

## Satisfaction With Standard Of Maintenance Of Reserves And Sportsgrounds

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall**</b>					
Total District 2019 <sup>†</sup>	30	50	<b>80</b>	10	9
2018 <sup>†</sup>	24	53	<b>77</b>	15	9
2017	30	59	<b>89</b>	5	6
2016	30	52	<b>82</b>	8	10
2015	34	53	<b>87</b>	6	7
2014 <sup>†</sup>	23	48	<b>71</b>	20	10
2013	29	57	<b>86</b>	9	5
2012	23	61	<b>84</b>	7	9
2011	28	54	<b>82</b>	8	10
2010	28	51	<b>79</b>	12	9
2009	22	61	<b>83</b>	12	5
2008	20	54	<b>74</b>	14	12
2007	26	51	<b>77</b>	13	10
2006	22	60	<b>82</b>	10	8
2005	31	45	<b>76</b>	15	9
2004	24	48	<b>72</b>	18	10
2003	32	37	<b>69</b>	15	16
2002	29	41	<b>70</b>	20	10
2001	19	49	<b>68</b>	19	13
2000	32	37	<b>69</b>	22	9
Users/Visitors	31	53	<b>84</b>	13	3
<b>Comparison*</b>					
Peer Group Average (Rural) <sup>†</sup>	55	37	<b>92</b>	3	6
National Average	62	31	<b>93</b>	4	3
<b>Area</b>					
Urban	29	50	<b>79</b>	14	7
Rural	30	51	<b>81</b>	6	13

% read across

\* Peer Group and National Average readings are based on the **averaged** ratings for sportsgrounds and playgrounds **and** parks and reserves

\*\* readings prior to 2017 refer to reserves and sportsgrounds

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

The main reasons residents are **not very satisfied** with the standard of maintenance of reserves and sportsgrounds are ...

- need better upkeep / more maintenance / upgrading,
- need more rubbish bins / cleared more often.

### Summary Table: Main Reasons\* For Being Not Very Satisfied With The Standard Of Maintenance Of Reserves And Sportsgrounds

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Need better upkeep / more maintenance / upgrading	10	14	6
Need more rubbish bins / cleared more often	1	1	2

\* multiple responses allowed

The main reasons residents are **very satisfied** with the standard of maintenance of reserves and sportsgrounds are ...

- well maintained / well kept / tidy,
- look good / good condition / do a good job.

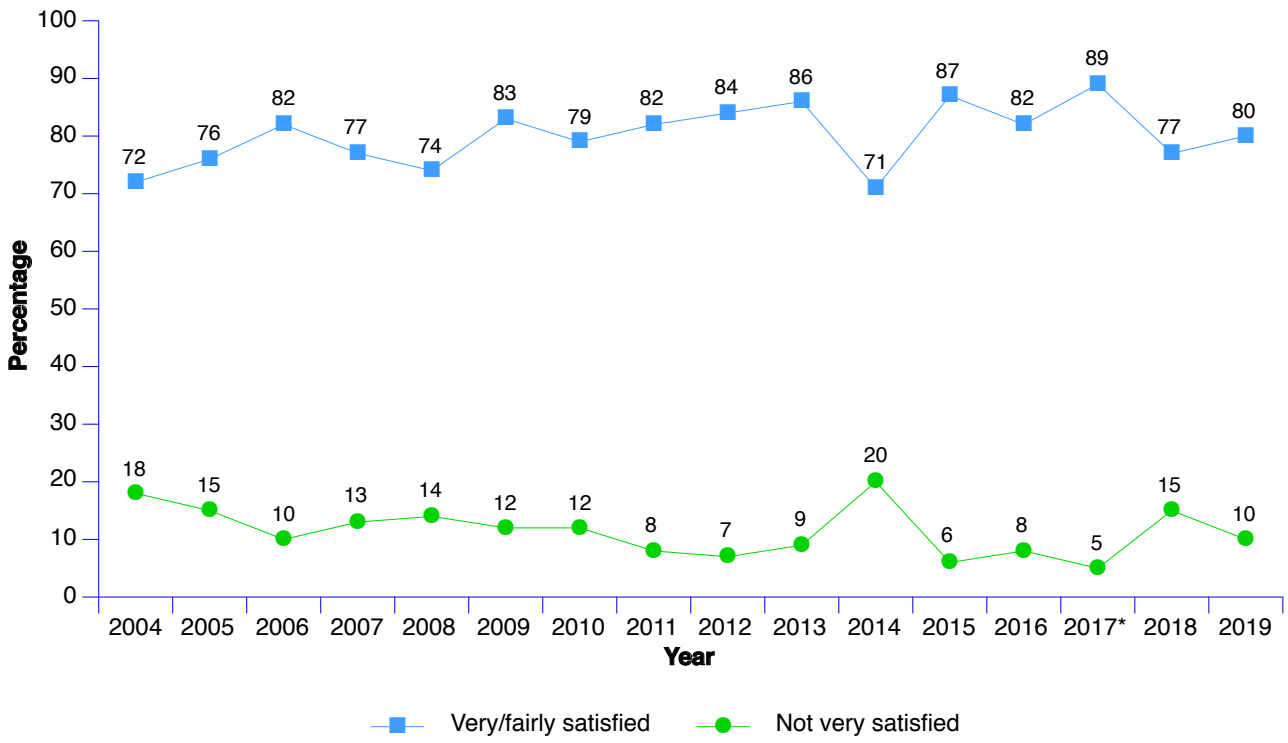
### Summary Table: Main Reasons\* For Being Very Satisfied With The Standard Of Maintenance Of Reserves And Sportsgrounds

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Well maintained / well kept / tidy	24	24	25
Look good / good condition / do a good job	4	6	2

\* multiple responses allowed

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

*Standard Of Maintenance Of Reserves And Sportsgrounds*

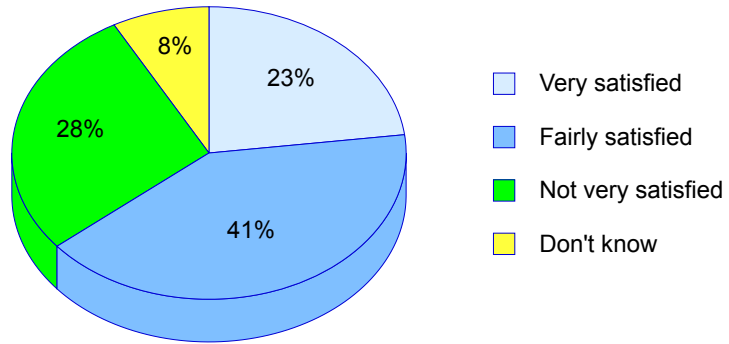


\* readings prior to 2017 refer to reserves and sportsgrounds

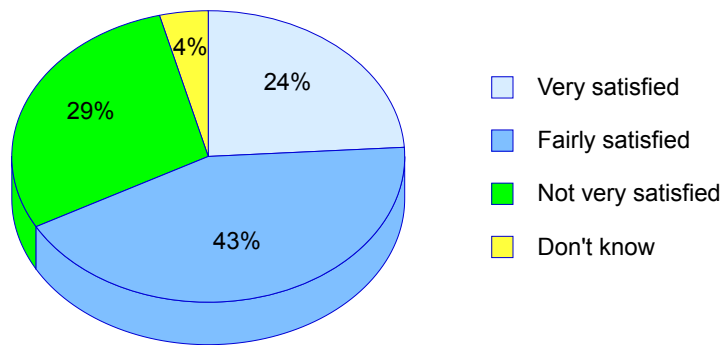
Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 80%  
 Users/Visitors = 84%

*iv. Current Refuse Disposal/Landfill Management Standards*

*Overall*

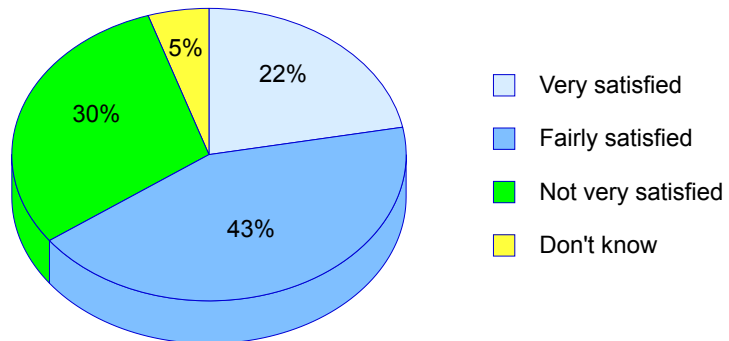


*Used A Landfill In The District*



Base = 168

*Receive A Regular Rubbish Collection*



Base = 153



64% of Wairoa District residents are satisfied with current refuse disposal and landfill management standards (72% in 2018). 28% are not very satisfied (16% in 2018) and 8% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages for **refuse disposal**.

84% of households say they have used a landfill in the District in the last 12 months. 67% of these "users" are satisfied (78% in 2018) and 29% not very satisfied (16% in 2018).

69% of residents receive a regular rubbish collection, with 65% satisfied (77% in 2018) and 30% not very satisfied (18% in 2018).

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the current refuse disposal and landfill management standards. However, it appears that the following residents are slightly more likely to do so ...

- residents aged 18 to 64 years,
- NZ Māori residents.

## Satisfaction With Current Refuse Disposal/Landfill Management Standards

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall**</b>					
Total District 2019	23	41	64	28	8
2018 <sup>†</sup>	24	48	72	16	11
2017 <sup>†</sup>	23	45	68	20	13
2016	26	39	65	18	17
2015	32	43	75	15	10
2014	30	37	67	28	5
2013	32	42	74	22	4
2012	22	52	74	18	8
2011	27	42	69	24	7
2010 <sup>†</sup>	21	43	64	30	7
2009	18	48	66	31	3
2008	18	31	49	48	3
2007	14	33	47	49	4
2006	13	34	47	43	10
2005	25	31	56	36	8
2004	25	33	58	34	8
2003	20	29	49	42	9
2002	21	24	45	46	9
2001	12	37	49	37	14
2000	42	31	73	17	10
Used a Landfill in District	24	43	67	29	4
Receive a Regular Rubbish Collection	22	43	65	30	5
<b>Comparison*</b>					
Peer Group Average (Rural)	26	36	62	14	24
National Average	27	33	60	14	26
<b>Area</b>					
Urban	21	47	68	29	3
Rural <sup>†</sup>	24	35	59	27	14

continued ...

### Satisfaction With Current Refuse Disposal/Landfill Management Standards (continued)

	Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Age</b>					
18-44 years <sup>†</sup>	21	40	<b>61</b>	31	9
45-64 years	24	40	<b>64</b>	30	6
65+ years	23	47	<b>70</b>	19	11
<b>Ethnicity</b>					
NZ European	25	42	<b>67</b>	22	11
NZ Māori	21	41	<b>62</b>	32	6

% read across

\* Peer Group and National Average readings are based on the ratings for refuse disposal **only**

\*\* readings prior to 2017 refer to refuse disposal and landfill management

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

The main reasons residents are **not very satisfied** with the current refuse disposal and landfill management standards are ...

- limited opening hours/not convenient,
- cost/too expensive/rates should cover,
- recycling service needs improving,
- not happy with changes/not working.

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Current Refuse Disposal/Landfill Management Standards**

	<b>Total District 2019 %</b>	<b>Area</b>	
		<b>Urban %</b>	<b>Rural %</b>
<b>Percent Who Mention ...</b>			
Limited opening hours/not convenient	<b>13</b>	18	7
Cost/too expensive/rates should cover	<b>7</b>	7	7
Recycling service needs improving	<b>5</b>	1	9
Not happy with changes/not working	<b>4</b>	5	2

\* multiple responses allowed

The main reasons residents are **very satisfied** with the current refuse disposal and landfill management standards are ...

- good service/well run,
- well maintained/clean and tidy,
- easy to use/friendly staff.

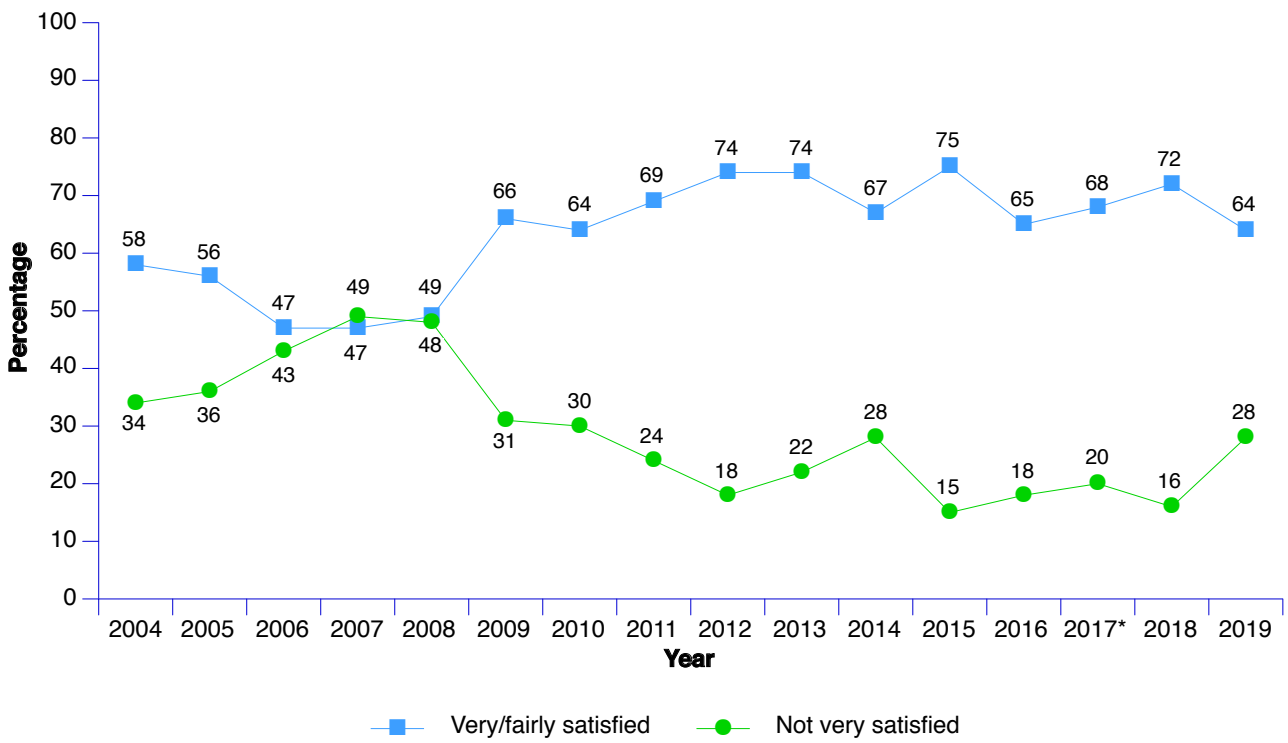
**Summary Table: Main Reasons\* For Being Very Satisfied With Current Refuse Disposal/ Landfill Management Standards**

	<b>Total District 2019 %</b>	<b>Area</b>	
		Urban %	Rural %
<b>Percent Who Mention ...</b>			
Good service/well run	<b>14</b>	12	16
Well maintained/clean and tidy	<b>6</b>	6	6
Easy to use/friendly staff	<b>5</b>	3	8

\* multiple responses allowed



*Current Refuse Disposal/Landfill Management Standards*

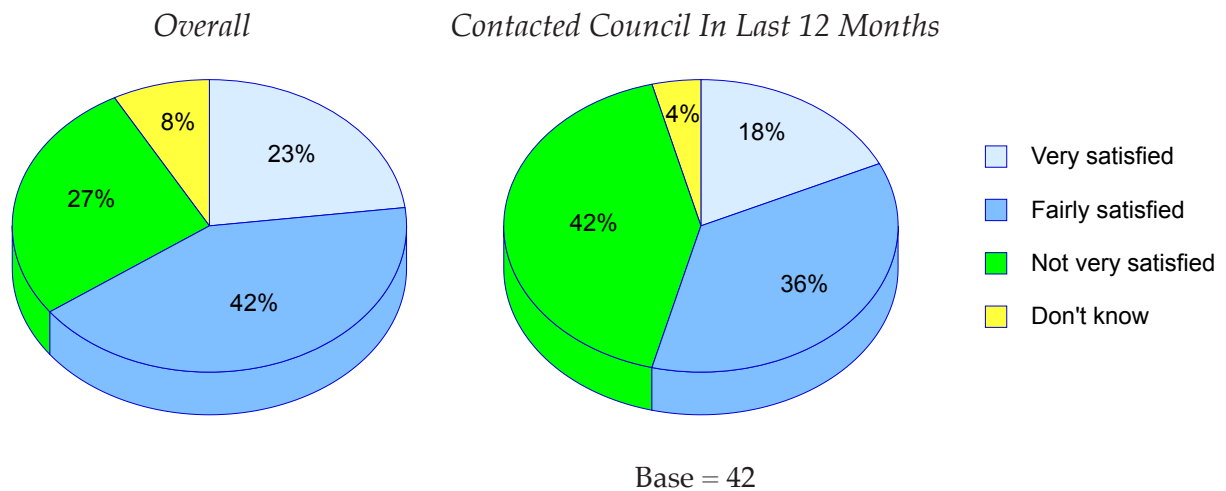


\* readings prior to 2017 refer to refuse disposal and landfill management

**Recommended Satisfaction Measures For Reporting Purposes:**

Total District	=	64%
Users of Landfill	=	67%
Receivers of Rubbish Collection	=	65%

## v. Control Of Dogs



65% of residents are satisfied with the control of dogs (78% in 2018), while 27% are not very satisfied (17% in 2018) and 8% are unable to comment.

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

21% of residents have contacted Council about the control of dogs in the last 12 months. Of these, 54% are satisfied (74% in 2018) and 42% are not very satisfied (26% in 2018).

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

- Urban residents,
- NZ Māori residents.



## Satisfaction With Control Of Dogs

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall</b>					
Total District					
2019	23	42	65	27	8
2018	33	45	78	17	5
2017	19	52	71	26	3
2016	26	45	71	21	8
2015	16	47	63	29	8
2014	24	47	71	24	5
2013	24	41	65	31	4
2012	15	41	56	36	8
2011 <sup>†</sup>	25	41	66	30	3
2010 <sup>†</sup>	20	36	56	42	3
2009	16	46	62	33	5
2008	16	40	56	36	8
2007*	9	42	51	44	5
2006	13	45	58	38	4
2005	22	38	60	34	6
2004	19	43	62	30	8
2003	13	48	61	35	4
2002	16	43	59	38	3
2001	13	41	54	36	10
2000	22	39	61	37	2
Contacted Council	18	36	54	42	4
<b>Comparison</b>					
Peer Group Average (Rural) <sup>†</sup>	31	37	68	17	16
National Average	36	38	74	16	10
<b>Area</b>					
Urban <sup>†</sup>	23	44	67	31	3
Rural	24	40	64	22	14
<b>Ethnicity</b>					
NZ European	25	40	65	21	14
NZ Māori	20	46	66	31	3

% read across

\* readings prior to 2007 are based on satisfaction with dog **and** livestock control

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

The main reasons residents are **not very satisfied** with the District's control of dogs are ...

- too many roaming dogs,
- poor ranger service/better service from Council,
- dangerous dogs/danger to people and other animals/feel unsafe.

#### Summary Table:

#### Main Reasons\* For Being Not Very Satisfied With The Control Of Dogs

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Too many roaming dogs	16	20	11
Poor ranger service/better service from Council	7	8	6
Dangerous dogs/danger to people and other animals/feel unsafe	6	10	2

\* multiple responses allowed

NB: no other reason mentioned by more than 4% of all residents

The main reasons residents are **very satisfied** with the District's control of dogs are ...

- no problems/no roaming dogs,
- good service/do a good job/control them.

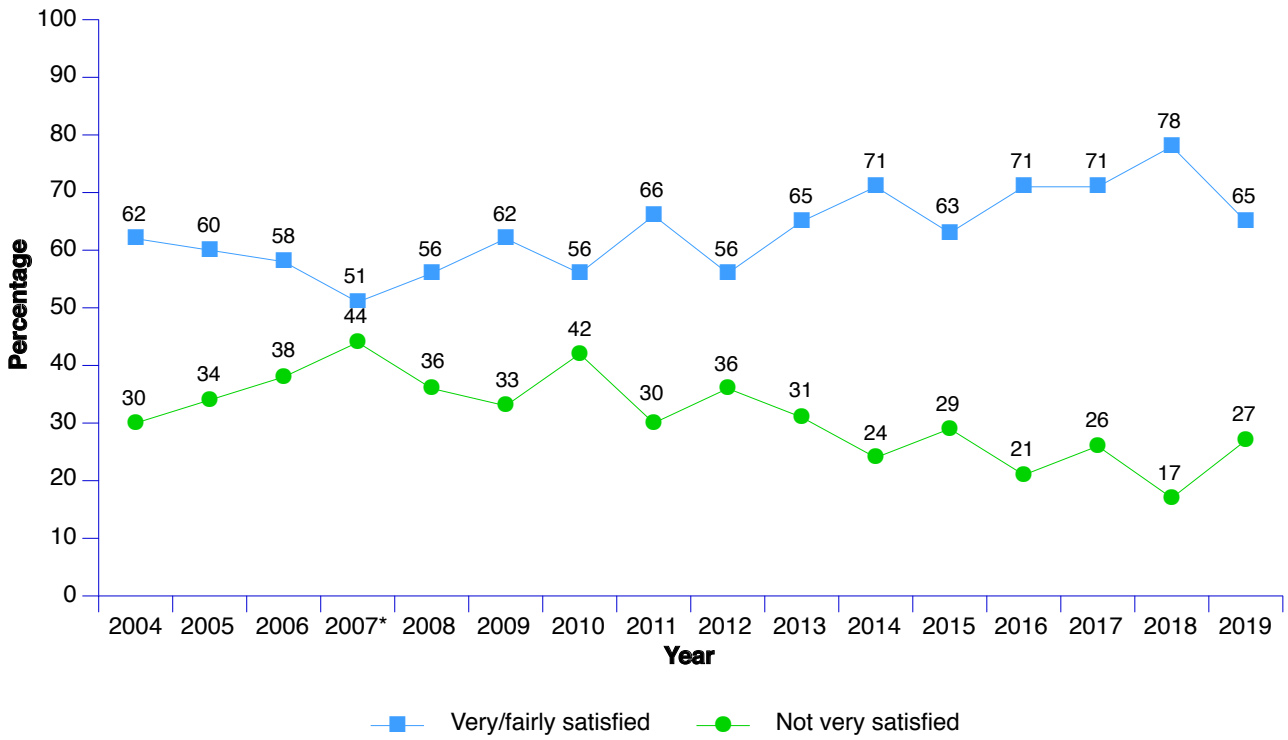
#### Summary Table: Main Reasons\* For Being Very Satisfied With The Control Of Dogs

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
No problems/no roaming dogs	13	13	13
Good service/do a good job/control them	11	11	11

\* multiple responses allowed

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

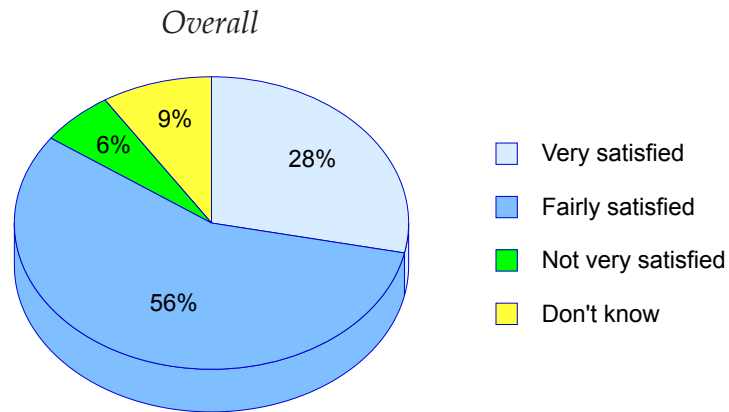
*Control Of Dogs*



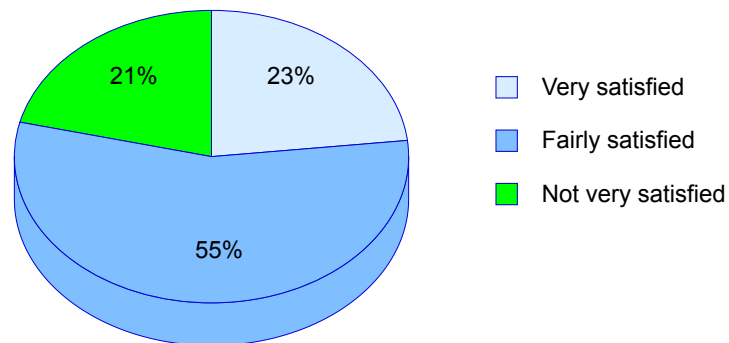
\* readings prior to 2007 are based on satisfaction with dog **and** livestock control

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 65%  
 Contacted Council = 54%

## vi. Control Of Livestock



### *Contacted Council In Last 12 Months*



Base = 21\*

\* caution: small base

84% of residents are satisfied with the control of livestock, including 28% who are very satisfied (34% in 2018), while 6% are not very satisfied. 9% are unable to comment.

11% of households have contacted Council about control of livestock in the last 12 months. Of these, 78% are satisfied and 21% are not very satisfied (caution is required as the base is small, N=21).

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the control of livestock.

## Satisfaction With Control Of Livestock

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019 <sup>†</sup>	28	56	<b>84</b>	6	9
2018 <sup>†</sup>	34	51	<b>85</b>	4	10
2017	25	64	<b>89</b>	6	5
2016	32	47	<b>79</b>	13	8
2015	35	48	<b>83</b>	8	9
2014	34	45	<b>79</b>	10	11
2013 <sup>†</sup>	26	57	<b>83</b>	7	9
2012 <sup>†</sup>	20	64	<b>84</b>	10	7
2011 <sup>†</sup>	32	51	<b>83</b>	11	7
2010	29	49	<b>78</b>	12	10
2009	24	55	<b>79</b>	13	8
2008	18	51	<b>69</b>	20	11
2007	16	59	<b>75</b>	15	10
Contacted Council <sup>**†</sup>	23	55	<b>78</b>	21	-
<b>Area</b>					
Urban <sup>†</sup>	22	59	<b>81</b>	7	12
Rural	36	53	<b>89</b>	6	5

% read across

\* not asked separately prior to 2007

\*\* caution: small base

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

The main reasons\* residents are **not very satisfied** with the control of livestock are ...

- stock on the roads/roaming, mentioned by 6% of all residents,
- inadequate fencing, 1%.

\* multiple responses allowed

The main reasons residents are **very satisfied** with the control of livestock are ...

- not a problem/never see them,
- good service/do a good job/control them.

### Summary Table:

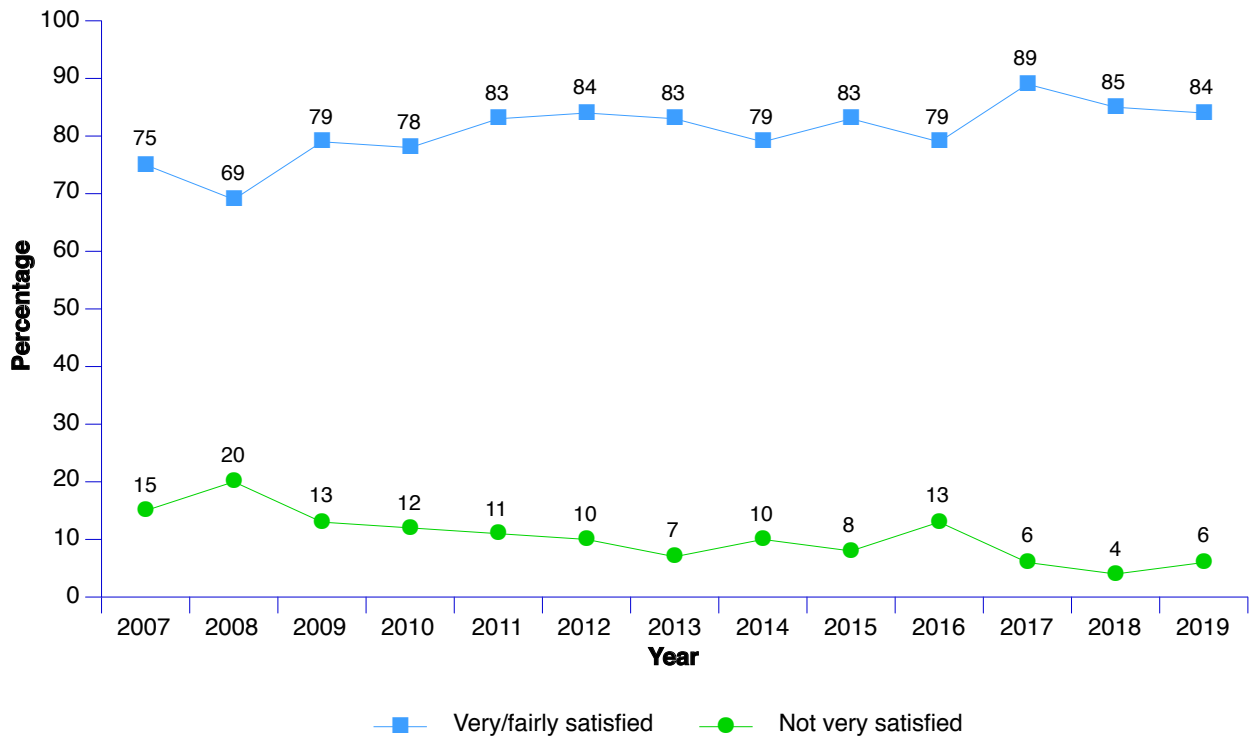
#### Main Reasons\* For Being Very Satisfied With The Control Of Livestock

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Not a problem/never see them	16	14	20
Good service/do a good job/control them	16	10	22

\* multiple responses allowed

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

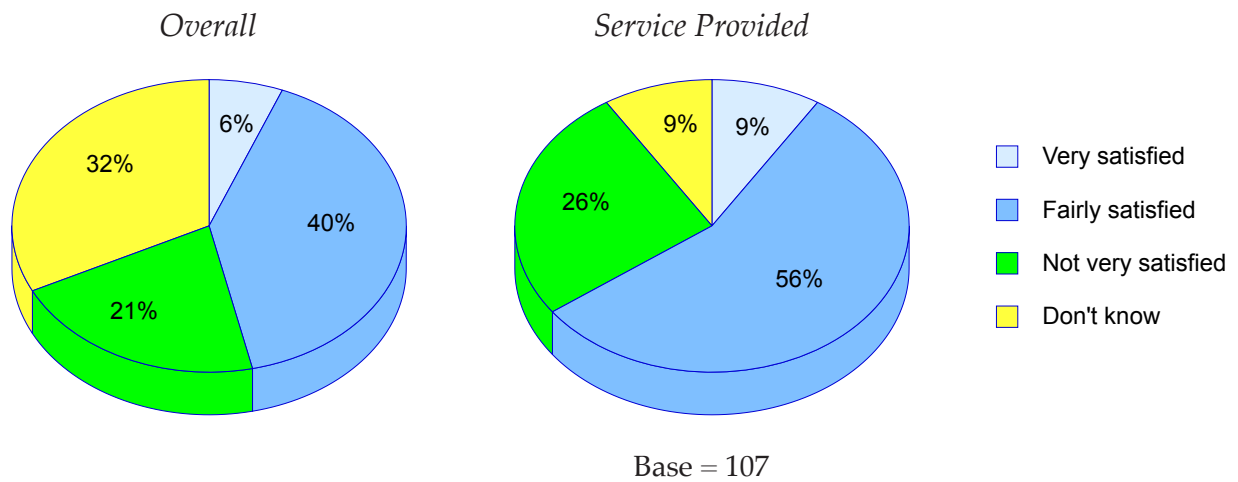
*Control Of Livestock*



Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 84%  
 Contacted Council\* = 78%

\* caution: small base

### *vii. Functioning Of District's Existing Stormwater Pipes*



46% of residents are satisfied with the functioning of the District's existing stormwater pipes, while 21% are not very satisfied (33% in 2018) and 32% are unable to comment (25% in 2018).

The percent not very satisfied is on par with the Peer Group and National Average readings for **stormwater services in general**.

49% of residents are provided with stormwater drainage and, of these, 65% are satisfied and 26% are not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the functioning of the District's existing stormwater pipes. However, it appears that residents with an annual household income of \$30,000 to \$50,000 are slightly more likely to feel this way, than other income groups.



## Satisfaction With The Functioning Of The District's Existing Stormwater Pipes

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019 <sup>†</sup>	6	40	46	21	32
2018 <sup>†</sup>	12	31	43	33	25
2017 <sup>†</sup>	11	39	50	19	30
2016	10	46	56	26	18
2015	21	40	61	24	15
2014	14	39	53	31	16
2013	17	46	63	22	15
2012	11	47	58	25	17
2011	13	41	54	28	18
2010 <sup>†</sup>	16	39	55	38	8
2009	8	49	57	35	8
2008	9	33	42	42	16
2007	12	44	56	29	15
2006	13	33	46	33	21
Service Provided	9	56	65	26	9
<b>Comparison**</b>					
Peer Group Average (Rural)	26	32	58	16	26
National Average	31	41	72	16	12
<b>Area</b>					
Urban	7	50	57	25	18
Rural	6	28	34	17	49
<b>Household Income</b>					
Less than \$30,000 pa	6	51	57	16	27
\$30,000-\$50,000 pa <sup>†</sup>	9	40	49	32	20
More than \$50,000 pa	7	37	44	19	37

% read across

\* not asked prior to 2006. Readings prior to 2017 refer to stormwater drainage

\*\* Peer Group and National Averages refer to stormwater services in general

† does not add to 100% due to rounding

The main reasons residents are **not very satisfied** with the functioning of the District's existing stormwater pipes are ...

- drains get blocked/need clearing/cleaning out/maintenance,
- flooding/surface flooding,
- inadequate system/needs upgrading.

### Summary Table: Main Reasons\* For Being Not Very Satisfied With The Functioning Of The District's Existing Stormwater Pipes

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Drains get blocked/need clearing/cleaning out/maintenance	9	8	9
Flooding/surface flooding	8	8	9
Inadequate system/needs upgrading	7	8	6

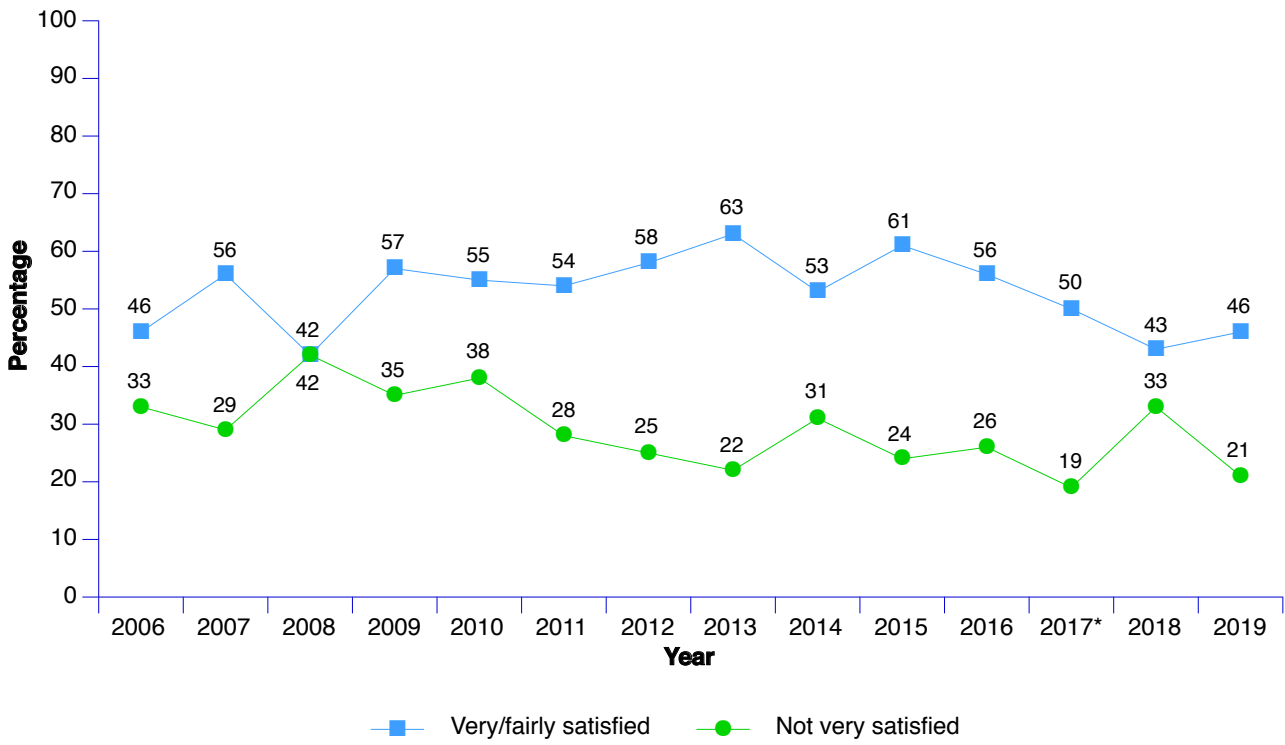
\* multiple responses allowed

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

The main reasons residents are **very satisfied** with the functioning of the District's existing stormwater pipes are ...

- no problems, mentioned by 4% of all residents,
- very good/working on it, 2%.

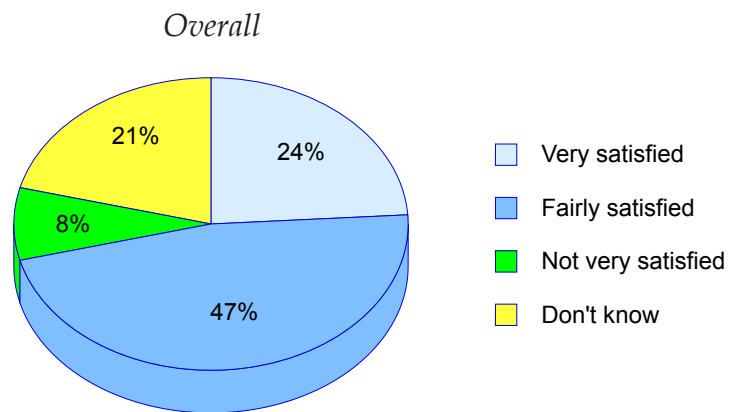
*Functioning Of The District's Existing Stormwater Pipes*



\* readings prior to 2017 refer to stormwater drainage

Recommended Satisfaction Measures For Reporting Purposes:  
 Total District = 46%  
 Receivers of Stormwater Drainage = 65%

*viii. Civil Defence, ie, emergency management*



71% of residents are satisfied with Civil Defence (64% in 2018), while 8% are not very satisfied and 21% are unable to comment (25% in 2018).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2018 reading.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with Civil Defence.

## Satisfaction With Civil Defence

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019	24	47	<b>71</b>	8	21
2018	26	38	<b>64</b>	11	25
2017 <sup>†</sup>	24	47	<b>71</b>	14	14
2016	33	44	<b>77</b>	5	18
2015	38	32	<b>70</b>	8	22
2014	29	38	<b>67</b>	5	28
2013	40	35	<b>75</b>	4	21
2012 <sup>†</sup>	27	45	<b>72</b>	7	22
<b>Comparison<sup>†</sup></b>					
Peer Group Average (Rural)	29	32	<b>61</b>	7	33
National Average	28	40	<b>68</b>	6	27
<b>Area</b>					
Urban	21	51	<b>72</b>	9	19
Rural	27	43	<b>70</b>	6	24

% read across

\* not asked prior to 2012

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

The main reasons\* residents are **not very satisfied** with Civil Defence are ...

- lack of information/ don't hear anything/ don't know what to do, mentioned by 3% of all residents,
- needs updating/ more testing, 3%,
- nothing in place/ not prepared, 3%.

\* multiple responses allowed

NB: 0.6% mentioned 'other' reasons

The main reasons residents are **very satisfied** with Civil Defence are ...

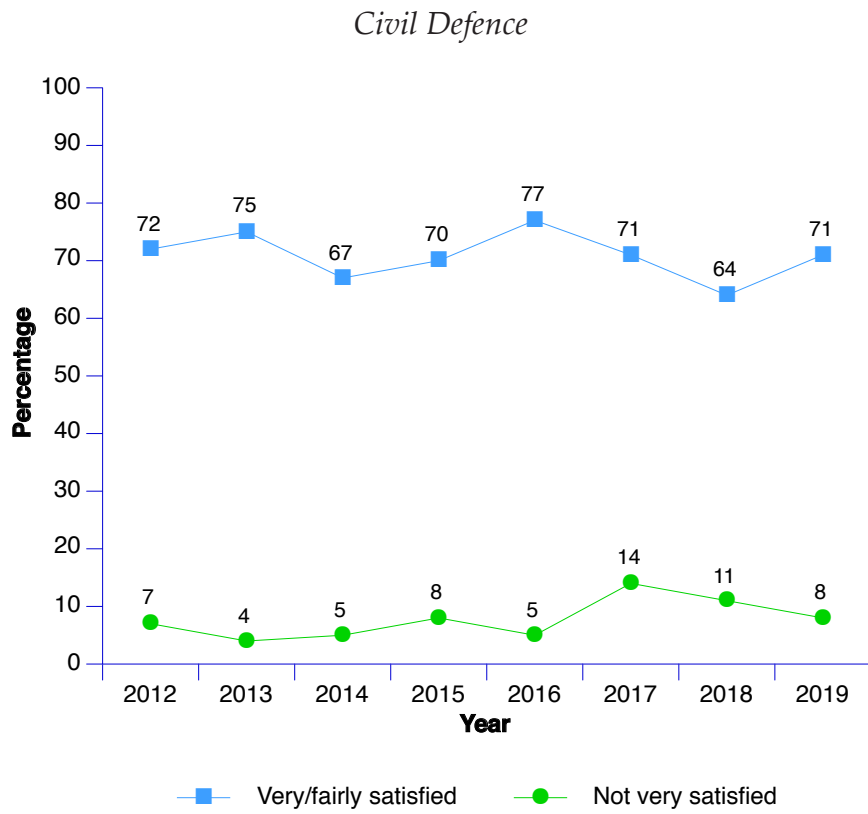
- good information/ kept informed,
- very good/ doing a good job.

#### Summary Table: Main Reasons\* For Being Very Satisfied With Civil Defence

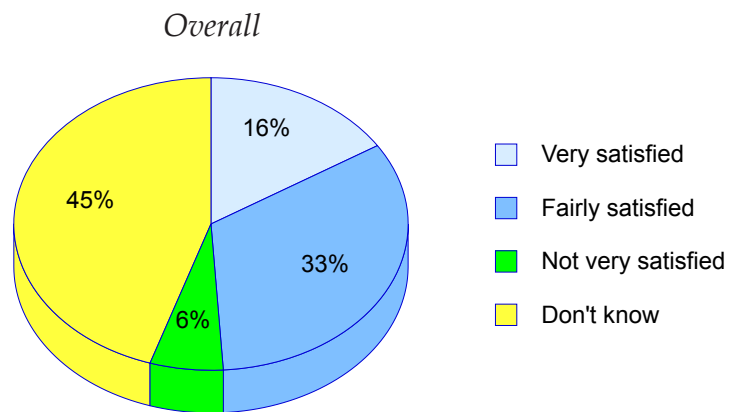
	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Good information/ kept informed	<b>12</b>	15	8
Very good/ doing a good job	<b>11</b>	7	17

\* multiple responses allowed

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



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

*ix. Airport*

49% of residents are satisfied with the airport, while 6% are not very satisfied. A large percentage (45%) are unable to comment.

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

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents not very satisfied with the airport.



### Satisfaction With The Airport

	Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Overall*</b>					
Total District 2019	16	33	<b>49</b>	6	45
<b>Area</b>					
Urban	11	36	<b>47</b>	7	46
Rural	21	29	<b>50</b>	5	45

% read across

\* not asked prior to 2019

† does not add to 100% due to rounding



The main reasons\* residents are **not very satisfied** with the airport are ...

- only used for hospital patients, mentioned by 2% of all residents,
- doesn't need money spent on it, 1%,
- needs upgrading / extension, 1%.

\* multiple responses allowed

The main reasons residents are **very satisfied** with the airport are ...

- good service,
- well maintained.

#### Summary Table: Main Reasons\* For Being Very Satisfied With The Airport

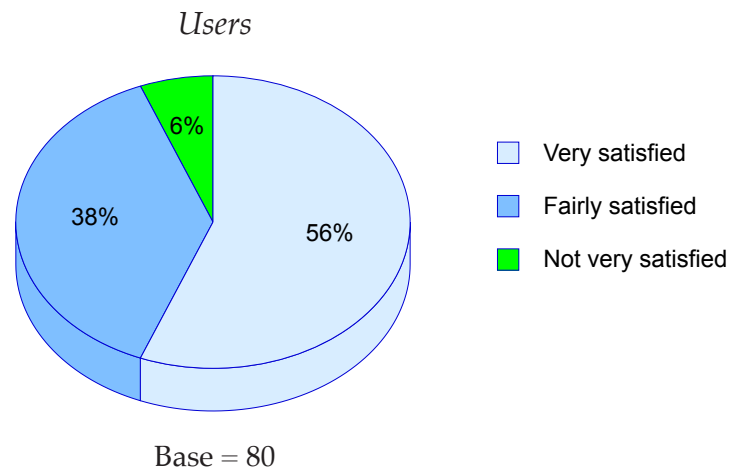
	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Good service	13	9	17
Well maintained	3	1	4

\* multiple responses allowed

NB: 2% of residents mentioned 'other' reasons

Recommended Satisfaction Measures For Reporting Purposes:  
Total District = 49%

### C. USER SATISFACTION: COUNCIL OWNED COMMUNITY HALLS



34% of residents say they, or a member of their household, have used a Council owned community hall in the District, in the last year (25% in 2018). Of these, 73% say they used the Wairoa Memorial Hall.

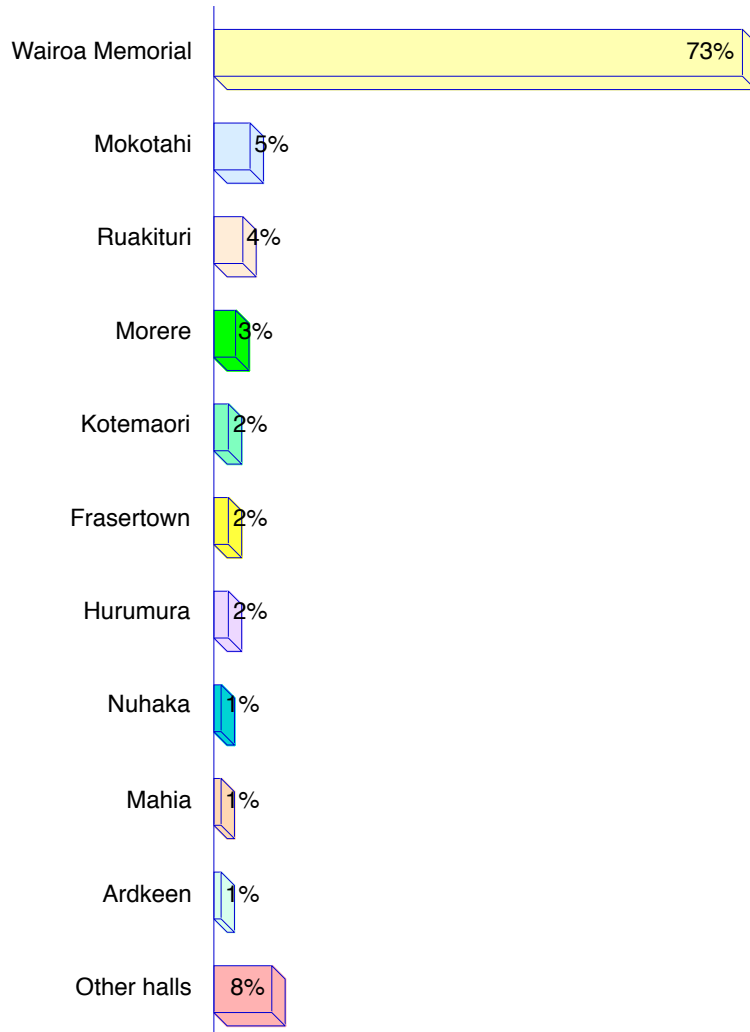
94% of users are satisfied with the community halls, including 56% who are very satisfied (67% in 2018). 6% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2018 reading.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents<sup>†</sup> who are not very satisfied with the community halls.

<sup>†</sup> residents whose households have used a community hall in the District, in the last year, N=80

*Community Hall Household Used/Visited In Last 12 Months*



Base = 80

### Satisfaction With Council Owned Community Halls

		Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Users*</b>	2019	56	38	<b>94</b>	6	-
	2018	67	25	<b>92</b>	8	-
	2017	58	33	<b>91</b>	9	-
	2016	57	39	<b>96</b>	3	1
	2015	66	27	<b>93</b>	7	-
	2014	49	43	<b>92</b>	8	-
	2013	67	27	<b>94</b>	6	-
	2012	46	49	<b>95</b>	5	-
	2011	57	38	<b>95</b>	5	-
	2010	61	36	<b>97</b>	2	1
	2009	57	36	<b>93</b>	2	5
	2005	44	47	<b>91</b>	3	6
	2004	52	30	<b>82</b>	7	11
	2003	49	36	<b>85</b>	9	6
	2002	47	30	<b>77</b>	10	13
	2001	39	40	<b>79</b>	15	6
2000	55	31	<b>86</b>	6	8	
<b>Comparison<sup>o</sup></b>						
Peer Group Average (Rural)		41	45	<b>86</b>	5	9
National Average		35	45	<b>80</b>	7	13
<b>Area</b>						
Urban		65	32	<b>97</b>	3	-
Rural		44	44	<b>88</b>	11	-

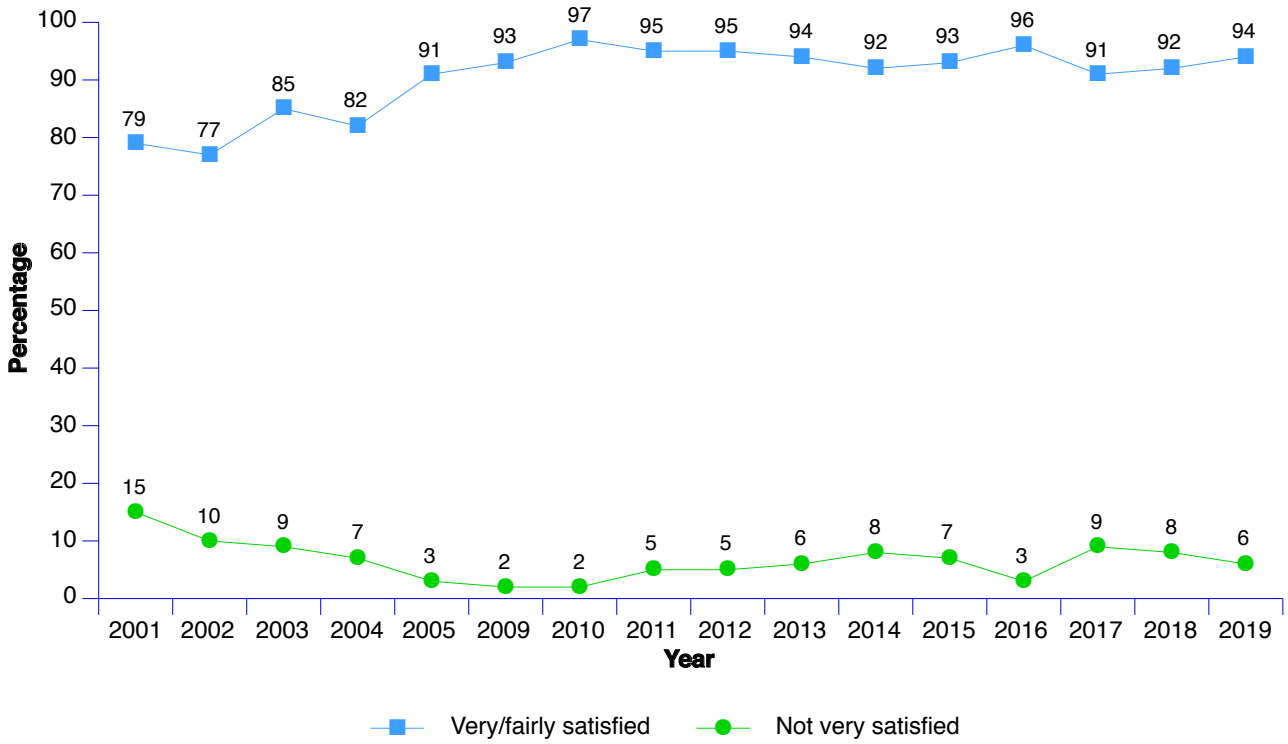
Base = 80

% read across

\* not asked in 2006-2008. 2000-2005 readings refer to satisfaction with community halls in Wairoa/Tuai

<sup>o</sup> Peer Group and National Average relate to **user/visitor** satisfied with public halls

*Council Owned Community Halls (Users)*



\* readings from 2000-2005 refer to satisfaction with community halls in Wairoa / Tuai

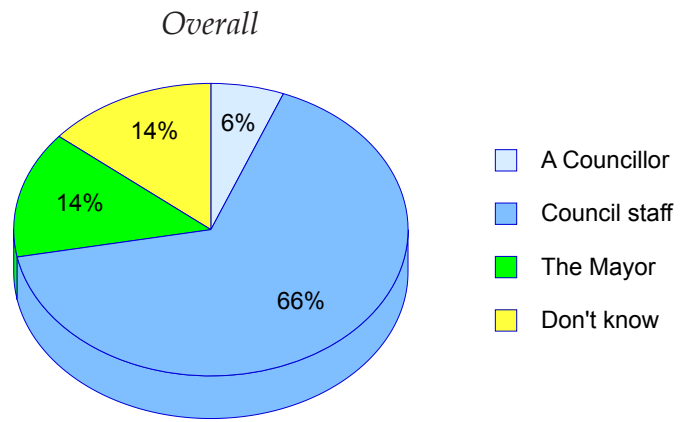
Recommended Satisfaction Measures For Reporting Purposes:  
Users = 94%







## 2. CONTACT WITH COUNCIL

**A. WHO THEY APPROACH FIRST IF THEY HAVE A MATTER TO RAISE WITH COUNCIL**

**Summary Table:  
Who They Approach First If They Have A Matter To Raise With Council**

	<b>Total District 2019 %</b>	Total District 2018 %	Total District 2017 %	Total District 2016 %	<b>Area</b>	
					Urban %	Rural %
<b>Percent Who Mention ...</b>						
The Council staff*	<b>66</b>	78	64	75	64	68
A Councillor	<b>14</b>	13	18	13	14	14
Depends on what the matter is**	<b>-</b>	2	4	2	-	-
The Mayor	<b>14</b>	6	6	7	16	13
Don't know	<b>6</b>	2	8	4	6	5
<b>Total</b>	<b>100</b>	†101	100	†101	100	100

\* readings prior to 2019 refer to 'Council offices or staff'

\*\* readings prior to 2019 included option 'Depends on what matter is'

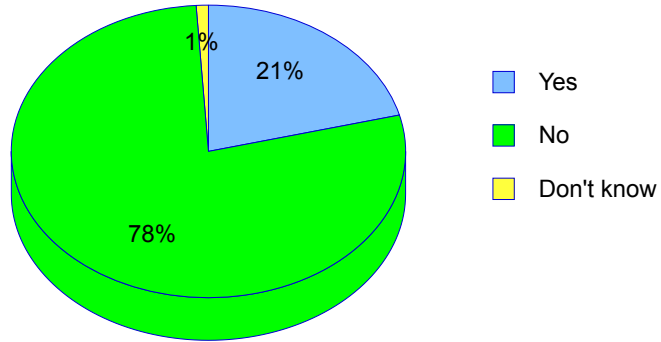
† does not add to 100% due to rounding

66% of residents would contact Council staff first if they have a matter they need to raise with Council.

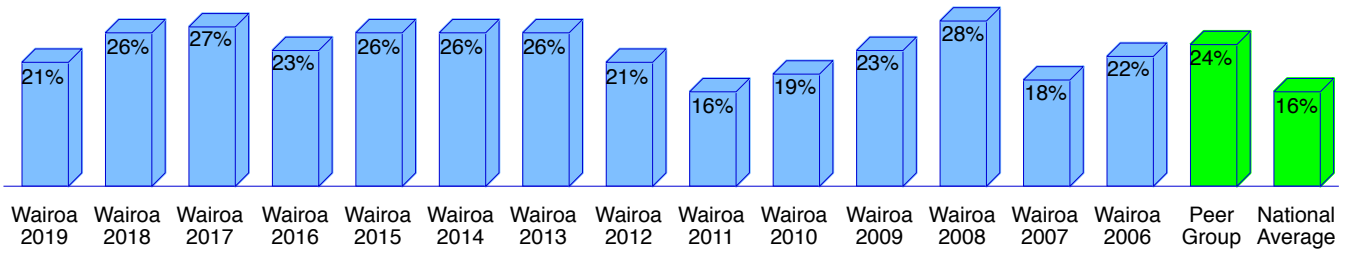
Women are more likely to have contacted Council staff, than men.

## B. HAVE RESIDENTS CONTACTED A COUNCILLOR OR THE MAYOR IN THE LAST 12 MONTHS?

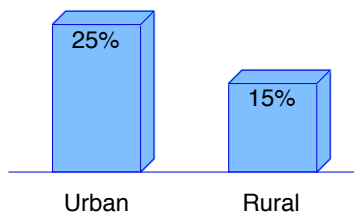
*Overall*



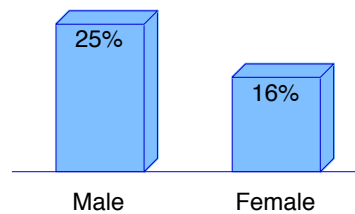
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Area*



*Percent Saying 'Yes' - Comparing Different Types Of Residents*



21% of Wairoa District residents have contacted a Councillor or the Mayor in the last 12 months (26% in 2019).

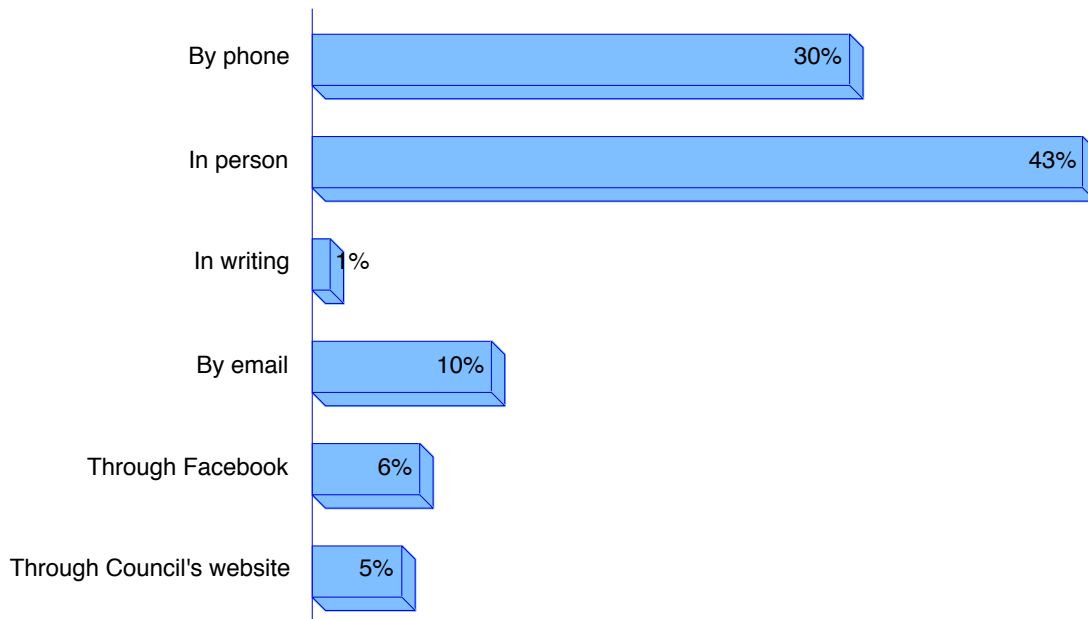
This is similar to the Peer Group Average and on par with the National Average.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who have contacted a Councillor or the Mayor. However, it appears that the following residents are slightly more likely to have done so ...

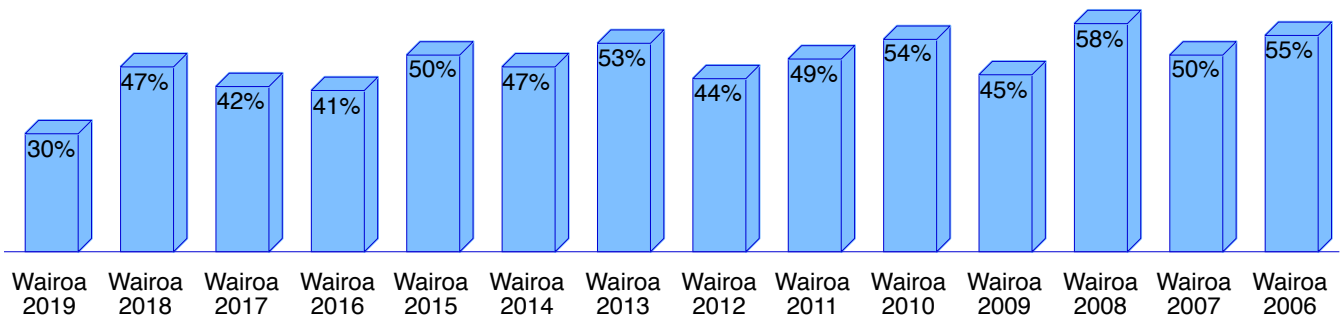
- Urban residents,
- men.

## C. LEVELS OF CONTACT

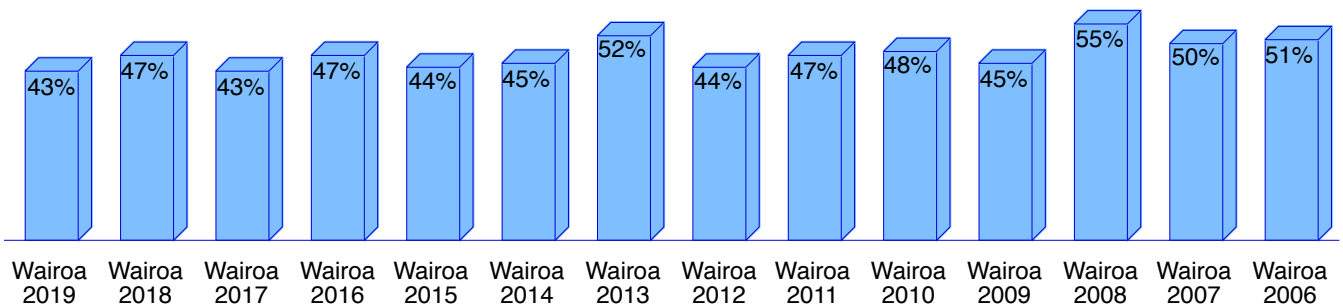
*2019 - Yes, Have Contacted\* ...*



*Percent Saying 'Yes - By Phone' - Comparison*

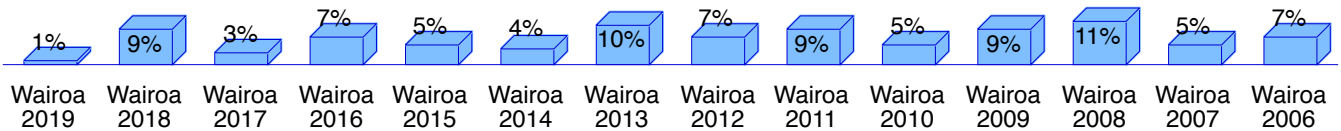


*Percent Saying 'Yes - In Person' - Comparison*

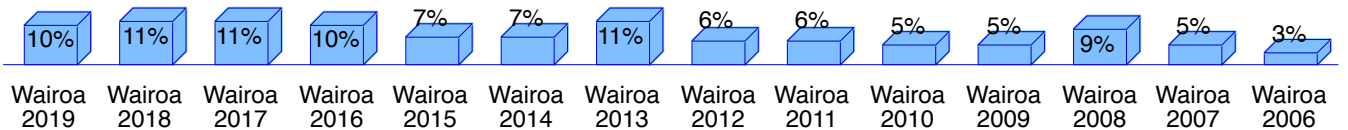


\* readings prior to 2019 refer to contacting Council offices

*Percent Saying 'Yes - In Writing' - Comparison*



*Percent Saying 'Yes - By Email' - Comparison*

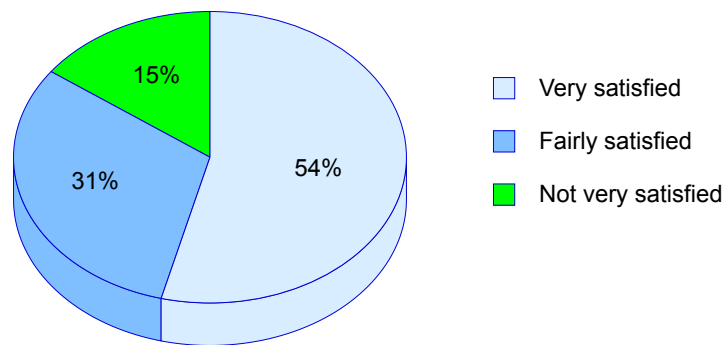


30% of residents have contacted Council staff\* by phone in the last year (47% in 2018), while 43% visited a Council staff in person (47% in 2018), 1% contacted Council in writing (10% in 2018) and 10% by email. In 2019, 6% contacted Council staff through Facebook and 5% through Council's website.

Ratepayers are more likely to have contacted Council by **phone** and/or in **person**, than non-ratepayers.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who have contacted Council in **writing**, **email**, through **Facebook** and/or through **Council's website**.

\* readings prior to 2019 refer to contacting Council offices

**D. SATISFACTION WHEN CONTACTING THE COUNCIL STAFF BY PHONE**

Base = 59  
Margin of error  $\pm 12.8\%$

85% of residents contacting the Council staff by phone in the last 12 months are satisfied, including 54% who are very satisfied, while 15% are not very satisfied.

There are no notable differences between Urban and Rural residents<sup>†</sup> and between socio-economic groups, in terms of those residents<sup>†</sup> who are not very satisfied.

<sup>†</sup> those contacting Council by phone (N=59)



### Satisfaction With Contacting Council Office By Phone

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Contacted Council By Phone</b>					
2019	54	31	85	15	-
2018	61	28	89	11	-
2017	56	36	92	8	-
2016	58	36	94	5	1
2015	45	39	84	16	-
2014	32	58	90	10	-
2013	48	42	90	10	-
2012 <sup>†</sup>	47	45	92	8	1
2011	44	39	83	17	-
2010	54	32	86	13	1
2009	53	38	91	9	-
2008	39	45	84	16	-
2007	39	49	88	12	-
2006	25	49	74	25	1
2005	43	43	86	14	-
2004	41	44	85	15	-
2003	40	33	73	26	1
2002	47	36	83	14	3
2001	41	34	75	25	-
2000	57	33	90	10	-
<b>Area</b>					
Urban	52	38	90	10	-
Rural*	58	22	80	20	-

Base = 59

% read across

\* caution: small base

† does not add to 100% due to rounding



The reasons\* residents contacting Council staff by phone are **not very satisfied** are ...

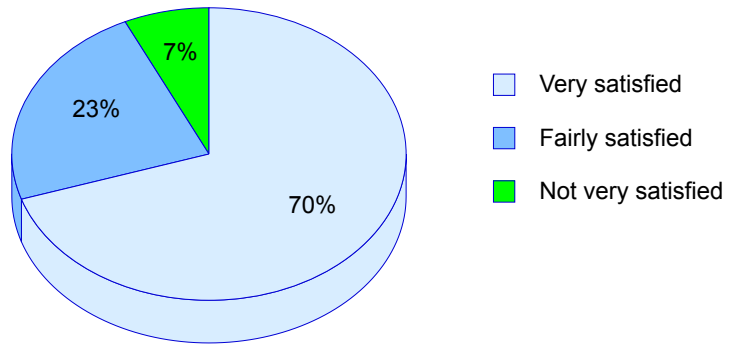
- lack of action/slow service, mentioned by 12% of residents contacting Council by phone,
- others, 3%.

The main reasons\* residents contacting Council staff by phone are **very satisfied** are ...

- good response/ action taken, mentioned by 22% of residents contacting Council by phone,
- staff are friendly/helpful, 11%.

\* multiple responses allowed

**E. SATISFACTION WHEN VISITING THE COUNCIL STAFF IN PERSON**



Base = 88  
Margin of error ±10.4%

93% of residents visiting a Council staff in person in the last 12 months are satisfied, including 70% who are very satisfied (61% in 2018). 7% are not very satisfied (14% in 2018).

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents<sup>†</sup> not very satisfied.

<sup>†</sup> those contacting Council in person (N=88)

### Satisfaction When Visiting The Council Staff In Person

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Contacted Council In Person</b>					
2019	70	23	93	7	-
2018	61	25	86	14	-
2017	69	28	97	3	-
2016	53	38	91	9	-
2015	50	29	79	21	-
2014	49	39	88	12	-
2013	63	29	92	8	-
2012	51	40	91	8	1
2011	60	32	92	8	-
2010	72	25	97	3	-
2009	56	36	92	8	-
2008	54	34	88	12	-
2007	50	43	93	7	-
2006	43	50	93	7	-
2005	59	32	91	9	-
2004	63	24	87	13	-
2003	53	38	91	9	-
2002	53	35	88	12	-
2001	48	39	87	13	-
2000	69	25	94	6	-
<b>Area</b>					
Urban	71	25	96	4	-
Rural	69	20	89	11	-

Base = 88

% read across

† does not add to 100% due to rounding



The main reasons\* residents visiting the Council staff in person are **not very satisfied** are ...

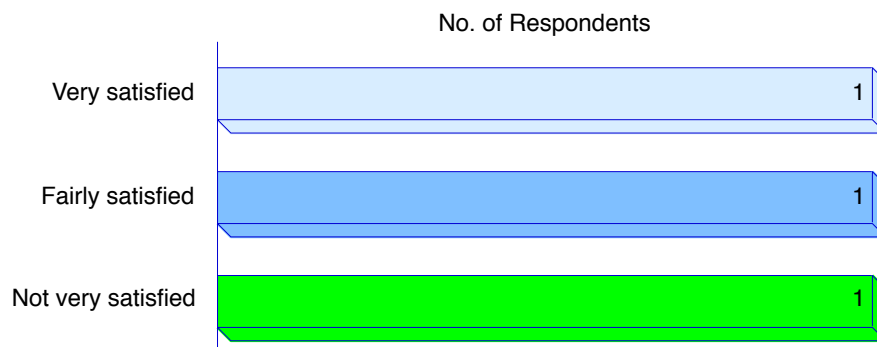
- lack of action/ no follow-up, mentioned by 4% of residents visiting the Council in person,
- didn't listen/ given the run around, 1%.

The main reasons\* residents visiting the Council staff in person are **very satisfied** are ...

- good response/ action taken, mentioned by 23% of residents visiting the Council in person,
- staff friendly/ helpful, 21%.

\* multiple responses allowed

NB: 28% mention 'other' reasons

**F. SATISFACTION WHEN CONTACTING THE COUNCIL STAFF IN WRITING**

Base = 3\*

\* caution: very small base

72% of residents contacting the Council staff in writing in the last 12 months are satisfied (2 residents). Caution is required as the base is very small, N=3.

No comparisons have been made as the base is very small.



## Satisfaction When Contacting The Council Staff In Writing

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Contacted Council In Writing</b>					
2019	28	44	72	28	-
2018	32	22	54	46	-
2017	41	34	75	20	5
2016	42	17	59	41	-
2015	37	17	54	46	-
2014	16	60	76	24	-
2013	32	36	68	32	-
2012 <sup>†</sup>	33	52	85	16	-
2011	53	18	71	29	-
2010 <sup>†</sup>	55	30	85	6	10
2009	30	21	51	9	40
2008	39	32	71	29	-
2007	30	36	66	34	-
2006	29	48	77	19	4
2005	31	33	64	33	3
2004	26	27	53	39	8
2003	22	46	68	32	-
2002	35	36	71	29	-
2001	18	37	55	40	5
2000	53	17	70	29	1

Base = 3\*

% read across

\* caution: very small base

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

The reason\* the one resident contacting Council staff in writing is **not very satisfied** is ...

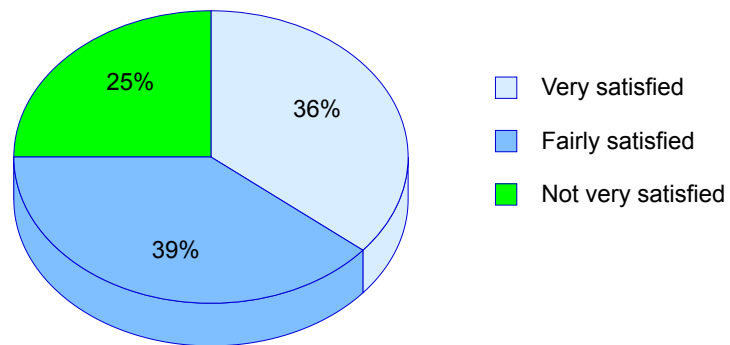
*"Not got back to me or fobbed off."*

The reason\* the one resident contacting Council staff in writing is **very satisfied** is ...

*"They said they would act on it. Late payment of rates and they did."*

\* multiple responses allowed

## G. SATISFACTION WHEN CONTACTING THE COUNCIL STAFF BY EMAIL



Base = 18\*\*

\*\* caution: small base

Margin of error  $\pm 23.1\%$

75% of residents contacting the Council staff by email in the last 12 months are satisfied, while 25% are not very satisfied. Caution recommended as the base is small (N=18).

No comparisons have been made as the bases for Urban and Rural residents and all socio-economic groups are very small.

### Satisfaction When Contacting The Council Staff By Email

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Contacted Council By Email</b>					
2019	36	39	75	25	-
2018	54	27	81	19	-
2017 <sup>†</sup>	51	45	96	5	-
2016	77	3	80	10	10
2015	41	46	87	13	-
2014	37	49	86	14	-
2013	57	43	100	-	-
2012	84	12	96	4	-
2011	45	50	95	5	-

Base = 18\*

% read across

\* caution: small base

† does not add to 100% due to rounding

The reason<sup>†</sup> residents contacting Council staff by email are **not very satisfied** is ...

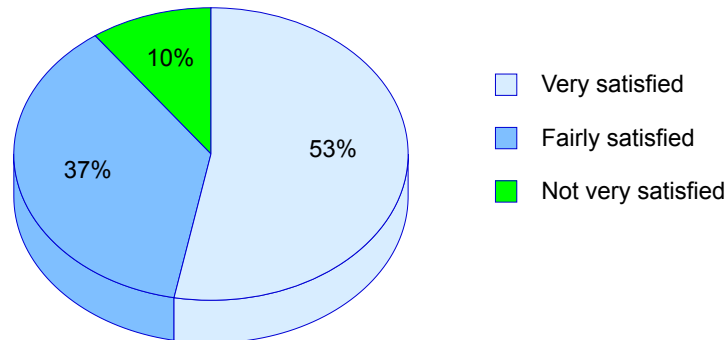
- lack of action/no response, mentioned by 25% of residents who have contacted the Council by email.

The reasons<sup>†</sup> residents contacting Council staff by email are **very satisfied** are ...

- good response/ action taken, mentioned by 20% of residents who have contacted the Council by email,
- others, 16%.

† multiple responses allowed

## H. SATISFACTION WHEN CONTACTING THE COUNCIL STAFF THROUGH FACEBOOK



Base = 8\*\*

\*\* caution: very small base

90% of residents contacting the Council staff through Facebook in the last 12 months are satisfied, while 10% are not very satisfied. Caution recommended as the base is very small (N=8).

No comparisons have been made as the bases for Urban and Rural residents and all socio-economic groups are very small.

The reason<sup>†</sup> the one resident contacting Council staff through Facebook is **not very satisfied** is ...

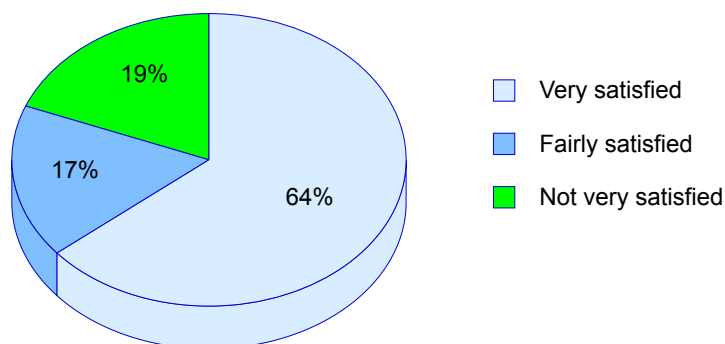
*"At one of the freedom camping spots, you have to have your own toilet, and there was a person with a tent, and I took a picture and sent it to them, and the guy was still there the next day, and no reply."*

The reasons<sup>†</sup> residents contacting Council staff through Facebook are **very satisfied** are ...

- good information, mentioned by 40% of residents who have contacted the Council through Facebook,
- others, 11%.

<sup>†</sup> multiple responses allowed

## I. SATISFACTION WHEN CONTACTING THE COUNCIL STAFF THROUGH COUNCIL'S WEBSITE



Base = 11\*\*

\*\* caution: very small base

81% of residents contacting the Council staff through Council's website\* in the last 12 months are satisfied, while 19% are not very satisfied. Caution recommended as the base is very small (N=11).

No comparisons have been made as the bases for Urban and Rural residents and all socio-economic groups are very small.

The reason<sup>†</sup> residents contacting Council staff through Council's website are **not very satisfied** is ...

- lack of action/no response, mentioned by 19% of residents who have contacted the Council through Council's website.

The reasons<sup>†</sup> residents contacting Council staff through Council's website are **very satisfied** are ...

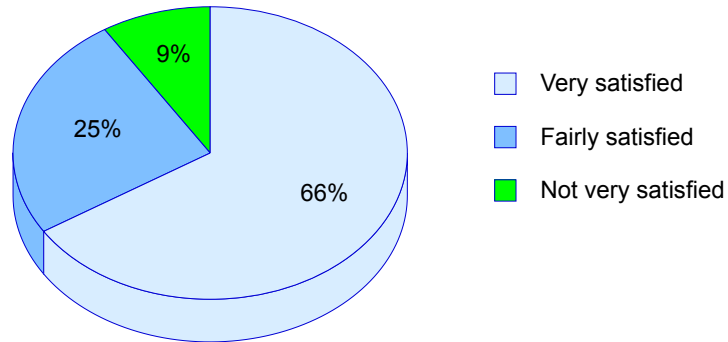
- good information, mentioned by 60% of residents who have contacted the Council through Council's website,
- others, 3%.

<sup>†</sup> multiple responses allowed

\* not asked prior to 2019

## J. SATISFACTION WITH THE OVERALL SERVICE RECEIVED WHEN CONTACTED COUNCIL

*Contacted Council Staff In The Last 12 Months*



Base = 101

Of the 49% of residents who have contacted the Council staff in the last 12 months, 91% are satisfied with the service they received, including 66% who are very satisfied (47% in 2018). 9% are not very satisfied.

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 Urban and Rural residents<sup>†</sup> and between socio-economic groups in terms of those residents<sup>†</sup> not very satisfied with the overall service they received.

<sup>†</sup> those contacting the Council staff in the last 12 months, N=101

## Satisfaction With Overall Service Received When Contacted Council

	Very satisfied %	Fairly satisfied %	Very/Fairly satisfied %	Not very satisfied %	Don't know %
<b>Contacted Council*</b>					
2019	66	25	<b>91</b>	9	-
2018	47	38	<b>85</b>	14	1
2017	59	34	<b>93</b>	7	-
2016	57	36	<b>93</b>	7	-
2015	53	32	<b>85</b>	15	-
2014	41	46	<b>87</b>	13	-
2013	50	45	<b>95</b>	5	-
2012 <sup>†</sup>	40	51	<b>91</b>	8	-
2011	45	40	<b>85</b>	14	1
2010	52	38	<b>90</b>	10	-
2009	47	47	<b>94</b>	6	-
2008	38	53	<b>91</b>	9	-
2007	34	55	<b>89</b>	11	-
2006	24	57	<b>81</b>	19	-
2005	44	43	<b>87</b>	13	-
2004	44	46	<b>90</b>	10	-
2003	39	49	<b>88</b>	12	-
2002	37	52	<b>89</b>	11	-
2001	42	47	<b>89</b>	10	1
2000	51	40	<b>91</b>	9	-
<b>Comparison</b>					
Peer Group Average (Rural)	41	37	<b>78</b>	20	2
National Average <sup>†</sup>	46	37	<b>83</b>	17	1
<b>Area<sup>†</sup></b>					
Urban	66	29	<b>95</b>	6	-
Rural	68	20	<b>88</b>	13	-

Base = 101

% read across

\* readings prior to 2019 refer to those contacting Council offices

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

### Recommended Satisfaction Measures For Reporting Purposes:

Contacted Council In Last 12 Months	=	91%
Contacted Council By Phone	=	85%
Contacted Council In Person	=	93%
Contacted Council In Writing	=	72%
Contacted Council By Email**	=	75%
Contacted Council Through Facebook**	=	90%
Contacted Council Through Council's website**	=	81%

\*\* caution: small/very small bases







### 3. REPRESENTATION

The success of democracy of the Wairoa District 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 either on personal experience or on hearsay.



## A. AWARENESS OF THEIR COUNCILLORS

To be able to put a viewpoint to a Councillor, a citizen must first know who their Councillors are.

Number Of Councillors Correctly Identified	2019 %	2018 %	2017 %	2016 %	2015 %	2014 %
Five or more	16	11	15	14	31	27
Four	13	12	11	12	9	18
Three	16	16	21	18	11	18
Two	19	16	21	17	16	12
One	29	21	17	23	19	9
No names correctly identified	7	24	14	16	14	16
Total %	100	100	+99	100	100	100
Base	200	200	200	200	202	200

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

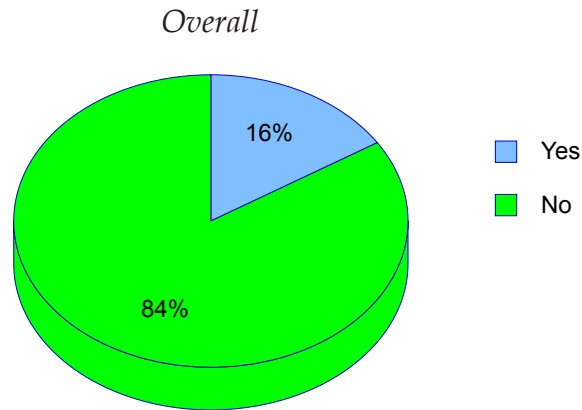
93% of residents can name at least one Councillor in 2019 (76% in 2018), with 16% able to name five or more Councillors (11% in 2018).

On average, Wairoa District residents who are able to name a Councillor, can name three Councillors (two in 2018).



**B. CONTACT WITH MAYOR/COUNCILLORS**

*i. Have Residents Had A Discussion With Mayor Or A Councillor, In Last 12 Months?*



In the last 12 months, 16% of residents say they have had a discussion with the Mayor or a Councillor about anything they thought the Council could assist them with.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents who said 'Yes'.

**Summary Table:**

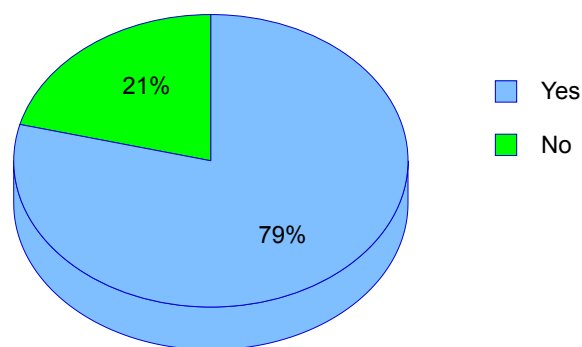
**Have Residents Had A Discussion With Mayor/Councillors In Last 12 Months?**

		Yes %	No %
<b>Overall*</b>	<b>2019</b>	<b>16</b>	<b>84</b>
<b>Area</b>			
Urban		15	85
Rural		17	83

% read across  
\* not asked prior to 2019

*ii. Do Residents<sup>†</sup> Know How To Make Contact?*

*Residents Who Have Not Had A Discussion With Mayor/Councillors In Last 12 Months<sup>†</sup>*



Base = 168<sup>†</sup>

79% of residents<sup>†</sup> say they know how to make contact with the Mayor or Councillors.

Residents more likely to say 'Yes' are ...

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

<sup>†</sup> those residents who had **not** had a discussion with the Mayor or a Councillor, in last 12 months

### Summary Table: Do Residents<sup>†</sup> Know How To Make Contact?

	Yes %	No %
Residents who have not had a discussion with Mayor/Councillors in last 12 months <b>2019*</b>	<b>79</b>	<b>21</b>
<b>Area</b>		
Urban	75	25
Rural	85	15
<b>Age</b>		
18-44 years	54	46
45-64 years	98	2
65+ years	99	1
<b>Ethnicity</b>		
NZ European	88	12
NZ Māori	69	31
<b>Household Size</b>		
1-2 person household	94	6
3+ person household	66	34
<b>Ratepayer?</b>		
Ratepayer	84	16
Non-ratepayer	62	38

Base = 168<sup>†</sup>

% read across

\* not asked prior to 2019

<sup>†</sup> those residents who had **not** had a discussion with the Mayor or a Councillor, in last 12 months

## C. 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 %
Residents who have had a discussion/ know how to make contact				
<b>2019*</b>	<b>56</b>	<b>6</b>	<b>18</b>	<b>20</b>
2018 <sup>†</sup>	47	10	35	9
2017	55	12	23	10
2016	58	7	23	12
2015	56	10	25	9
2014 <sup>†</sup>	68	9	16	6
2013	56	11	30	3
2012	53	11	28	8
2011	53	16	24	7
2010	55	10	27	8
2009 <sup>†</sup>	47	13	33	6
2008	49	13	29	9
2007	41	16	37	6
2006	41	20	33	6
2005	46	8	39	7
2004	58	12	27	3
2003	43	8	41	8
2002	50	11	29	10
2001	32	20	42	6
2000	38	20	34	8
<b>Area</b>				
Urban	54	7	21	18
Rural	58	5	15	22
<b>Ethnicity</b>				
NZ European <sup>†</sup>	64	9	10	16
NZ Māori	45	3	27	25

Base = 175

% read across

\* readings prior to 2019 refer to **all** residents

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



In terms of how approachable residents feel their Councillors to be, 56% believe<sup>†</sup> their elected representatives welcome questions, comments and requests, so that they would feel comfortable approaching them.

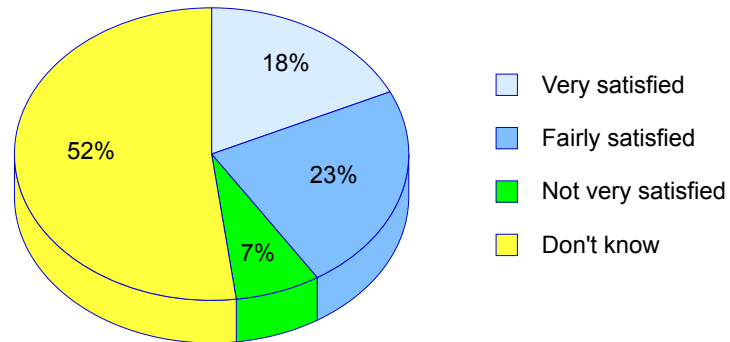
6% believe their Councillors are reluctant and resistant to comments, while 18% feel the answer lies somewhere between the two.

NZ European residents<sup>†</sup> are more likely to feel their Councillors are approachable, than NZ Māori residents<sup>†</sup>.

<sup>†</sup> those residents who have had discussion with Mayor/Councillors in last 12 months, or know how to make contact, N=175

## D. LEVEL OF SATISFACTION WITH MAYOR/COUNCILLORS RESPONSE

*Residents<sup>†</sup> Who Have Had Discussion/Know How To Contact Mayor Or Councillors*



<sup>†</sup> Base = 175

41% of residents<sup>†</sup> are satisfied with the response from the Mayor or Councillors, while 7% are not very satisfied.

Excluding those who don't know (52%), 85% are satisfied and 15% not very satisfied.

There are no notable differences between Urban and Rural residents and between socio-economic groups, in terms of those residents<sup>†</sup> not very satisfied.

<sup>†</sup> residents who have had discussion/know how to contact mayor or councillors

### Satisfaction With Mayor/Councillors Response

	Very satisfied %	Fairly satisfied %	<b>Very/Fairly satisfied %</b>	Not very satisfied %	Don't know %
<b>Residents who have had discussions/ know how to contact Mayor or Councillors*</b>					
2019	18	23	<b>41</b>	7	52
<b>Area<sup>†</sup></b>					
Urban	17	20	<b>37</b>	7	55
Rural	20	25	<b>45</b>	7	49

Base = 175

% read across

\* not asked prior to 2019

† does not add to 100% due to rounding

## E. EXPECTED DEGREE OF CONSULTATION

### Summary Table: Expected Degree Of Consultation

	Get on with job, keep informed %	Consult on major issues %	Consult on most issues %	No opinion %
<b>Overall</b>				
Total District <b>2019</b>	<b>24</b>	<b>50</b>	<b>22</b>	<b>4</b>
2018 <sup>†</sup>	18	49	33	1
2017	33	44	20	3
2016	36	43	21	-
2015	28	50	21	1
2014 <sup>†</sup>	39	43	19	-
2013 <sup>†</sup>	26	45	29	1
2012	20	56	24	-
2011	28	48	23	1
2010	22	53	24	1
2009	26	47	27	-
2008	19	45	35	1
2007	15	43	40	2
2006	24	38	36	2
2005	17	44	38	1
2004	18	56	25	1
2003	23	45	29	3
2002	20	53	27	-
2001	10	49	40	1
2000	19	41	38	2
<b>Comparison</b>				
Peer Group Average (Rural)	28	52	18	2
National Average <sup>†</sup>	20	59	18	2
<b>Area<sup>†</sup></b>				
Urban	29	43	23	5
Rural	19	(57)	20	3
<b>NZ Ethnicity</b>				
NZ European	21	(61)	14	4
NZ Māori	28	38	(30)	4

% read across

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

When asked how much consultation they would like Council to have with its citizens, 24% opt for leaving the Mayor and Councillors to get on with the job they were elected for, while keeping the public informed (18% in 2018). 50% of residents would like to see consultation with people on major issues only, otherwise getting on with the job they were elected to do. 22% of residents wanted consultation on most issues (33% in 2018).

Wairoa District residents are similar to Peer Group residents and slightly below residents nationwide, in terms of wanting consultation on major issues.

Residents more likely to want **consultation on major issues** are ...

- Rural residents,
- NZ European residents.

Those residents who expressed a desire for consultation on major issues, 50% overall, were asked what they considered to be major issues. Main issues\* arising were ...

- sewerage issues / wastewater, mentioned by 10% of all residents,
- rates issues / increases / spending of rates, 9%,
- roading / footpath issues, 5%,
- river issues / erosion, 4%,
- rubbish / recycling issues, 4%,
- economic development / promoting industries, 4%,
- water supply issues, 4%.

Other major issues\* mentioned by 3% of residents are ...

- recreational facilities / playgrounds / parks,

2% are ...

- major projects / anything major that would affect people,
- planning / land use,

1% are ...

- Rocket Lab,
- Main Street maintenance / needs tidying,
- community events,
- stormwater / drainage / flood issues.

\* multiple responses allowed



### Summary Table: Main Issues\* Residents Would Like To Be Consulted On

	Total District 2019 %	Area	
		Urban %	Rural %
Percent Who Mention ...			
Sewerage issues/wastewater	<b>10</b>	9	10
Rates issues/increases/spending of rates	<b>9</b>	8	11
Roading/footpath issues	<b>5</b>	4	6
River issues/erosion	<b>4</b>	3	6
Rubbish/recycling issues	<b>4</b>	5	3
Economic development/promoting industries	<b>4</b>	2	5
Water supply issues	<b>4</b>	4	3

\* multiple responses allowed





## F. BEST WAYS TO COMMUNICATE

**Summary Table: Best Way(s) For Council To Get The Message Out To People About Council Related Activities**

	Total District 2019 %	Area	
		Urban %	Rural %
<b>Residents wanting consultation on most or major issues</b>			
Newspapers/newspaper articles	<b>56</b>	53	60
Internet/website pages	<b>48</b>	54	42
Pamphlets/brochures/flyers	<b>18</b>	16	20
Newsletters	<b>16</b>	17	15
Public meetings	<b>14</b>	10	18
Personal contact/personal visit/phone calls	<b>5</b>	3	8
Letters	<b>5</b>	6	4
Social media	<b>5</b>	9	-
Radio	<b>2</b>	2	3
Public notices	<b>2</b>	3	-
Surveys	<b>1</b>	2	-
Working parties	<b>1</b>	2	-
Others	<b>4</b>	4	4
Don't know	<b>5</b>	3	7

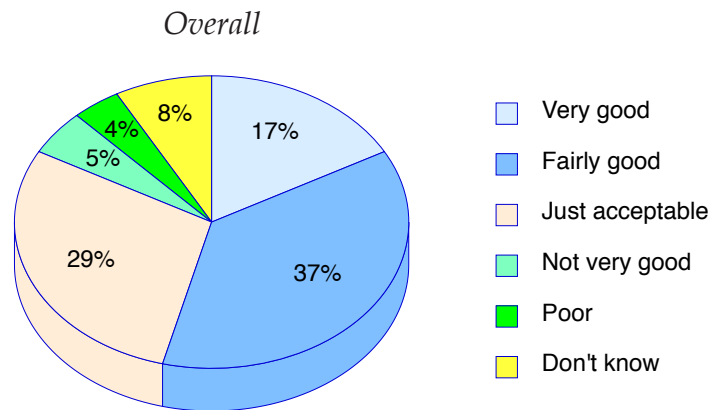
Base = 133

\* multiple response

Those residents who wished to be consulted on most issues or major issues were asked what, in their view, would be the best ways for Council to get the message out to people about Council related activities.

Newspapers/newspaper articles and the internet/website are seen as the best means for Council to get their message out.

## G. PERFORMANCE RATING OF THE MAYOR AND COUNCILLORS IN THE LAST YEAR



54% of Wairoa District residents rate the performance of the Mayor and Councillors over the past year as very or fairly good, while 29% rate their performance as just acceptable (23% in 2018). 9% rate the performance of the Mayor and Councillors as not very good / poor (17% in 2018) and 8% are unable to comment.

Wairoa District residents rate the performance of the Mayor and Councillors similar to the Peer Group Average and on par with the National Average, in terms of their performance being very / fairly good.

58% of those who have contacted a Councillor or the Mayor in the last year, rate the performance of the Mayor and Councillors as very or fairly good (51% in 2018).

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

- NZ European residents,
- residents with an annual household income of \$30,000 to \$50,000.

## 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 %
<b>Overall</b>				
Total District <b>2019</b>	<b>54</b>	<b>29</b>	<b>9</b>	<b>8</b>
2018 <sup>†</sup>	53	23	17	8
2017	69	19	6	6
2016 <sup>†</sup>	55	32	5	9
2015 <sup>†</sup>	57	25	16	3
2014	67	18	4	11
2013	63	27	6	4
2012 <sup>†</sup>	69	21	6	5
2011	71	16	8	5
2010	61	28	9	2
2009	59	30	8	3
2008	54	31	9	6
2007	57	30	10	3
2006	46	34	15	5
2005	67	18	11	4
2004	69	21	6	4
2003	59	29	8	4
2002	61	22	9	8
2001	46	31	18	5
2000	49	26	13	12
Contacted the Mayor / a Councillor in last 12 months (N=43) <sup>†</sup>	58	19	22	1
<b>Comparison</b>				
Peer Group Average (Rural) <sup>†</sup>	56	25	9	9
National Average	51	27	13	9
<b>Area</b>				
Urban	58	26	9	7
Rural	50	31	10	9
<b>Ethnicity</b>				
Urban	62	20	9	9
Rural	47	36	10	7
<b>Household Income</b>				
Less than \$30,000 pa	53	27	9	11
\$30,000-\$50,000 pa	74	21	5	-
More than \$50,000 pa	48	35	10	7

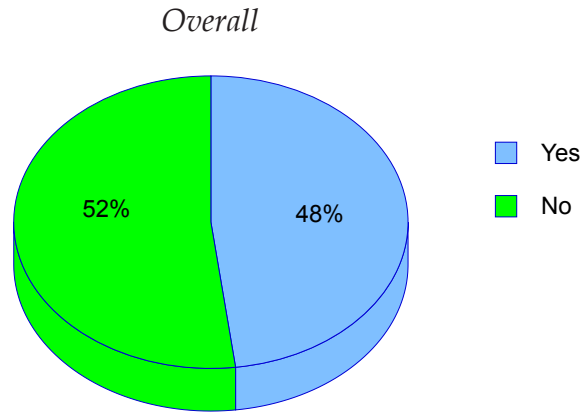
% read across

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



**H. COUNCIL STAFF CONTACT IN THE LAST YEAR**

*i. In Last 12 Months Have Residents Had Dealings With Council Staff?*



In the last 12 months, 48% of residents say they have had dealings with Council staff.

Ratepayers are more likely to say 'Yes', than non-ratepayers.

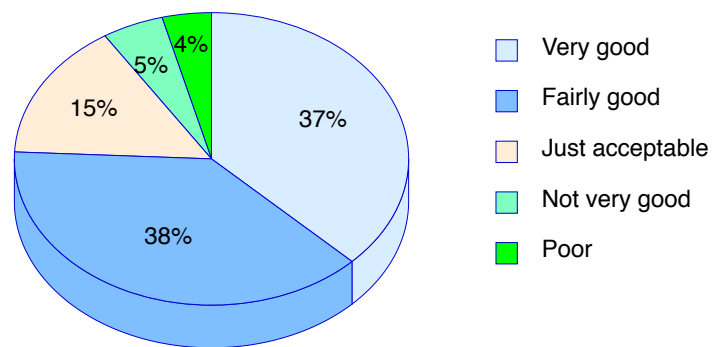
**Summary Table: In Last 12 Months Have Residents Had Dealings With Council Staff?**

	Yes %	No %
<b>Total District* 2019</b>	<b>48</b>	<b>52</b>
<b>Area</b>		
Urban	50	50
Rural	46	54
<b>Ratepayer?</b>		
Ratepayer	52	48
Non-ratepayer	30	70

% read across  
 \* not asked prior to 2019

*ii. Performance Rating Of The Council Staff In The Last Year*

*Residents Who Have Had Dealings With Council Staff*



Base = 100

75% of residents<sup>†</sup> rate the performance of the Council staff as very or fairly good, 15% rate their performance as just acceptable, and 9% say it is not very good or poor.

Wairoa District Council staff's performance is above staff nationwide and Peer Group Councils' staff, in terms of it being rated very / fairly good.

Women<sup>†</sup> are more likely to rate the performance of Council staff over the past year as very / fairly good, than men<sup>†</sup>.

<sup>†</sup> those residents who have had dealings with Council staff in the last 12 months (N=100)

### 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 %
<b>Residents Who Have Had Dealings With Council Staff In Last 12 Months*</b>				
<b>2019</b>	<b>75</b>	<b>15</b>	<b>9</b>	<b>-</b>
2018	56	25	10	9
2017	59	16	6	19
2016	66	19	5	10
2015 <sup>†</sup>	55	21	11	12
2014	53	24	11	12
2013	69	20	6	5
2012 <sup>†</sup>	71	14	5	9
2011	70	14	9	7
2010 <sup>†</sup>	65	22	6	8
2009	57	27	7	9
2008	62	22	7	9
2007	57	24	12	7
2006	53	28	11	8
2005	67	15	8	10
2004	66	17	5	12
2003	66	18	5	11
2002	57	22	9	12
2001	65	14	5	16
2000	59	17	7	17
<b>Comparison</b>				
Peer Group Average (Rural) <sup>†</sup>	55	23	14	9
National Average	49	31	13	7
<b>Area</b>				
Urban <sup>†</sup>	70	18	12	1
Rural	83	11	6	-
<b>Gender</b>				
Male	63	21	16	-
Female <sup>†</sup>	87	10	3	1

Base = 100

% read across

\* readings prior to 2019 refer to **all** residents

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



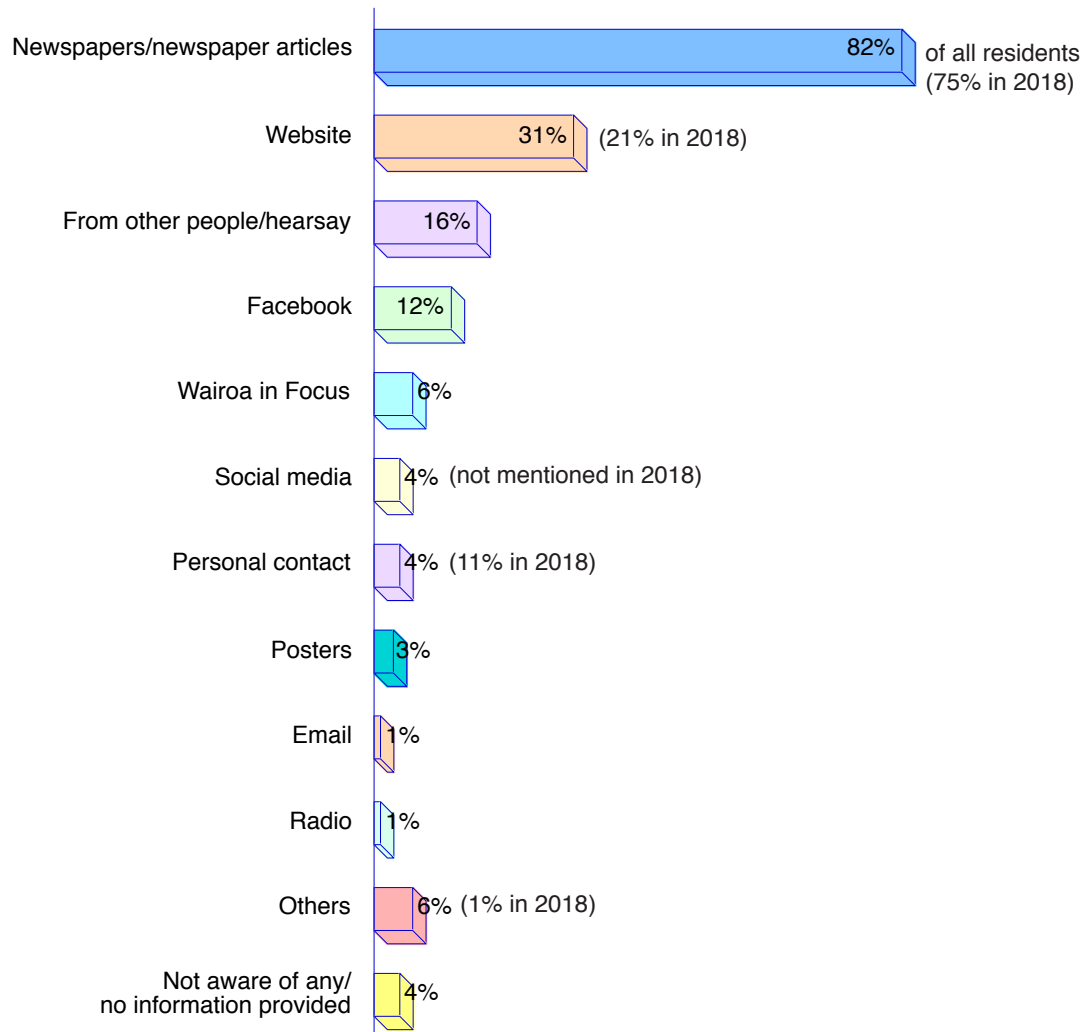




## 4. LOCAL ISSUES

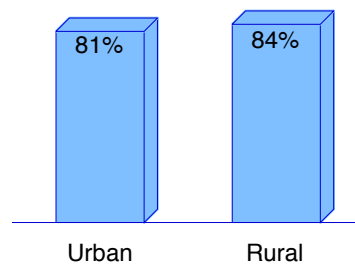
## A. INFORMATION

Where\*, or from whom, do you see, read or hear about Wairoa District Council news and events?

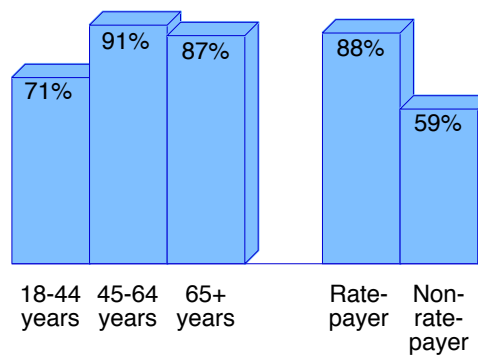


\* multiple responses allowed

*Percent Mentioning 'Newspapers' - By Area*



*Percent Mentioning 'Newspapers' - Comparing Different Types Of Residents*



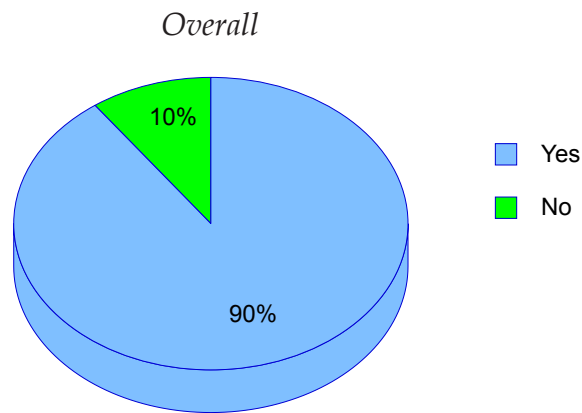
82% of residents say they see, read or hear about Wairoa District Council news and events in newspapers/newspaper articles (75% in 2018).

Residents more likely to mention newspapers are ...

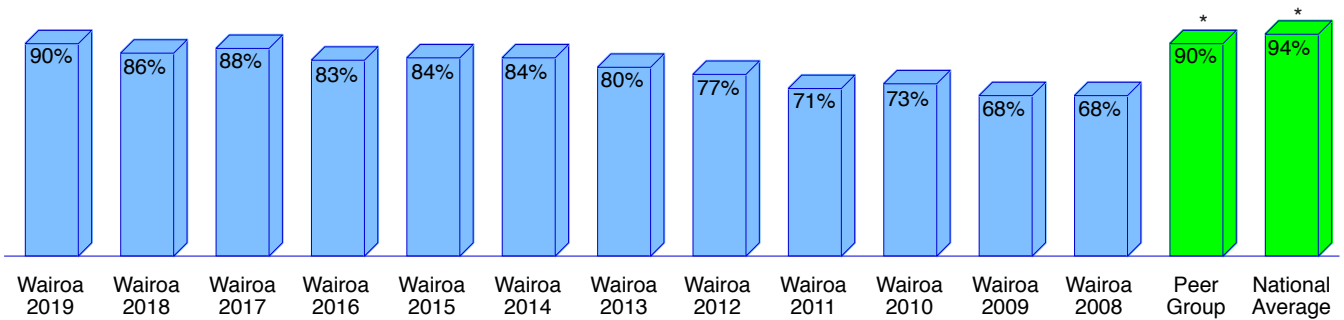
- residents aged 45 years or over,
- ratepayers.

## B. INTERNET ACCESS

### i. Internet Access At Home

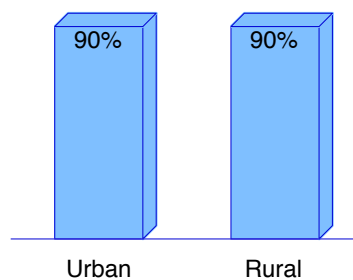


Percent Saying 'Yes' - Comparison

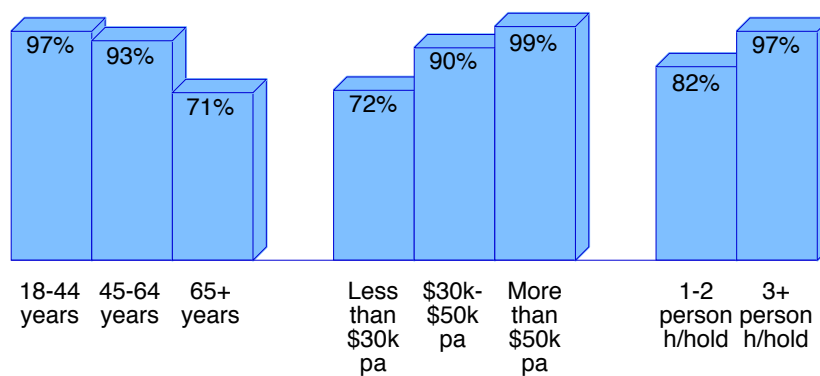


\* readings prior to 2015 and Peer Group and National Averages refer to access to Internet in general

Percent Saying 'Yes' - By Area



*Percent Saying 'Yes' - Comparing Different Types Of Residents*



90% of Wairoa District residents say they have access to the Internet at home. This is similar to the Peer Group Average and on par with the National Average and the 2018 reading.

Residents more likely to say 'Yes' are ...

- residents aged 18 to 64 years,
- residents with an annual household income of \$30,000 or more,
- residents who live in a three or more person household.



## ii. How Residents<sup>†</sup> Access Internet At Home

	Yes 2019 %	Yes 2018 %	Area - 2019	
			Urban %	Rural %
Through phone line	60	74	67	51
With cellphone	63	62	70	55
Wifi connection (not in 2018)	83	-	82	84
Other	9	15	7	11

Base = 169

83% of residents<sup>†</sup> say they access the Internet at home through a wifi connection, while 63% use their cellphone.

There are no notable differences between Urban and Rural residents<sup>†</sup> and between socio-economic groups, in terms of those residents<sup>†</sup> who access their Internet at home **via a wifi connection**.

<sup>†</sup> residents who have Internet access at home, N=169

The other sources mentioned are ...

*"Through the internet."*

*"Through my phone."*

*"By satellite."*

*"Tablets."*

*"Laptops."*

*"Through my iPad."*

*"Satellite Wi-Fi and broadband."*

*"Data."*

*"Gis-net."*

*"Tablet."*

*"Wireless."*

*"TV."*

*"Library."*

*"Gisborne Net."*

## C. PLACE TO LIVE

Residents were asked to think about the range and standard of amenities and activities which Council can influence. With these in mind, they were then asked to say whether they think their District is better, about the same, or worse, as a place to live, than it was three years ago.

	Better %	Same %	Worse %	Unsure %
<b>Overall</b>				
Total District <b>2019</b>	<b>42</b>	<b>39</b>	<b>13</b>	<b>6</b>
2018	37	46	11	6
2017	35	52	8	5
2016 <sup>†</sup>	39	44	11	7
2015	24	52	17	7
2014	28	52	13	7
2013 <sup>†</sup>	27	62	8	4
2012	22	64	6	8
2011	32	53	13	2
2010 <sup>†</sup>	31	54	12	4
2009	38	51	6	5
2008	33	53	8	6
2007	36	49	9	6
2006	39	41	10	10
2005	44	40	10	6
2004	41	46	8	5
<b>Comparison</b>				
Peer Group Average (Rural)	30	58	8	4
National Average	36	44	14	6
<b>Area</b>				
Urban	45	39	10	6
Rural <sup>†</sup>	38	38	17	6
<b>Gender</b>				
Male	51	34	12	3
Female	34	43	15	8
<b>Age Group</b>				
18-44 years	63	20	7	10
45-64 years	28	52	20	-
65+ years	25	53	14	8
<b>Household Size<sup>†</sup></b>				
1-2 person household	29	47	16	7
3+ person household	53	32	11	5

% read across

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



42% of residents think their District is better than it was three years ago (37% in 2018), 39% feel it is the same (46% in 2018) and 13% say it is worse. 6% are unable to comment.

The percent saying better (42%) is above the Peer Group Average and on par with the National Average.

Residents **more** likely to feel their District is **better** than it was three years ago are ...

- men,
- residents aged 18 to 44 years,
- residents who live in a three or more person household.

## D. PERCEPTION OF SAFETY

Is Wairoa generally a safe place to live?...

	Yes, definitely %	Yes, mostly %	Not really %	No, definitely not %	Don't know %
<b>Overall</b>					
Total District <b>2019</b>	<b>46</b>	<b>49</b>	<b>4</b>	<b>1</b>	<b>-</b>
2018	44	54	2	-	-
2017	41	56	2	1	-
2016	49	48	3	-	-
2015 <sup>†</sup>	53	41	5	1	1
2014 <sup>†</sup>	52	47	1	1	-
2013	49	49	1	1	-
2012	40	57	2	1	-
2011 <sup>†</sup>	39	50	9	1	-
2010	33	58	6	1	2
2009	36	54	8	-	2
2008	41	50	7	1	1
2007	27	67	4	2	-
2006	31	59	6	3	1
2005	28	54	13	4	1
2004	42	45	10	1	2
<b>Comparison</b>					
Peer Group Average (Rural)	49	45	5	1	-
National Average	35	57	6	1	1
<b>Area</b>					
Urban	48	47	5	-	-
Rural	45	50	4	1	-
<b>Age</b>					
18-44 years	35	57	8	-	-
45-64 years	59	38	2	1	-
65+ years	45	51	3	1	-
<b>Ethnicity</b>					
NZ European	53	41	6	-	-
NZ Māori	39	56	4	1	-
<b>Ratepayer?</b>					
Ratepayer	50	47	2	1	-
Non-ratepayer	31	55	14	-	-

% read across

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

46% of residents feel that generally Wairoa District is definitely a safe place to live, 49% say it is mostly (54% in 2018) and 4% of residents think the District is not really a safe place to live (2% in 2018) and 1% say no, definitely not.

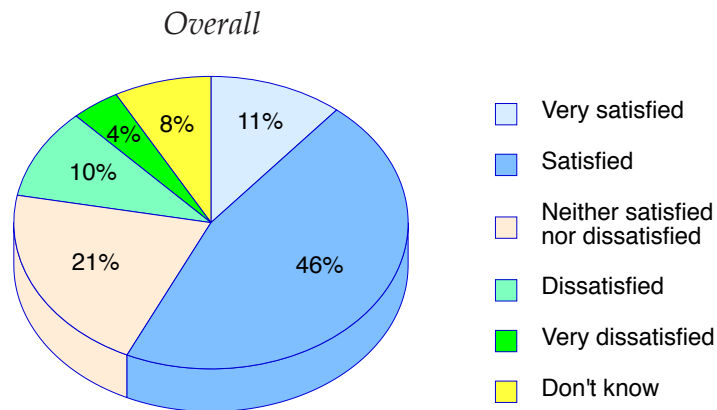
The percent saying 'yes, definitely' (46%) is similar to the Peer Group Average and above the National Average.

Residents more likely to feel that Wairoa District is **definitely** a safe place to live are ...

- residents aged 45 to 64 years,
- NZ European residents,
- ratepayers.

## E. COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

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



57% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes (51% in 2018), while 14% are dissatisfied/very dissatisfied. 21% are neither satisfied nor dissatisfied (25% in 2018) and 8% are unable to comment.

The very satisfied/satisfied reading (57%) is on par with the Peer Group Average and above the National Average.

Residents more likely to be **very satisfied/satisfied** are ...

- residents aged 65 years or over,
- NZ European residents,
- ratepayers.

It also appears that Rural residents are slightly more likely, than Urban residents to feel this way.

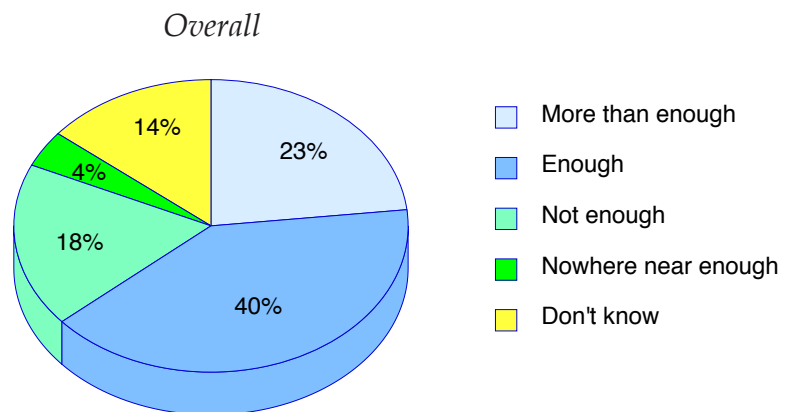
## Summary Table: Level Of Satisfaction With The Way Council Involves The Public In The Decisions It Makes

	Very satisfied / Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied / Very dissatisfied %	Don't know %
<b>Overall</b>				
Total District	<b>57</b>	<b>21</b>	<b>14</b>	<b>8</b>
2019				
2018 <sup>†</sup>	51	25	15	8
2017	54	28	9	9
2016 <sup>†</sup>	54	27	13	7
2015	53	28	16	3
2014 <sup>†</sup>	60	20	11	8
2013	53	32	10	5
2012	55	33	9	3
2011 <sup>†</sup>	69	14	12	6
2010 <sup>†</sup>	64	21	12	4
2009	54	26	13	7
2008	59	24	16	1
2007	48	25	22	5
2006	53	26	18	3
2005	58	28	11	3
2004	64	23	10	3
<b>Comparison<sup>†</sup></b>				
Peer Group Average (Rural)	53	22	19	7
National Average	44	29	19	7
<b>Area</b>				
Urban	52	24	16	8
Rural	62	17	13	8
<b>Age Group</b>				
18-44 years	47	30	14	9
45-64 years <sup>†</sup>	55	16	20	10
65+ years	78	11	6	5
<b>Ethnicity<sup>†</sup></b>				
NZ European	66	18	10	7
NZ Māori	47	23	20	11
<b>Ratepayer?</b>				
Ratepayer	60	19	15	6
Non-ratepayer <sup>†</sup>	43	27	12	19

% read across

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

*ii. Council's Level Of Consultation With Māori In The District*



23% of residents think that the Council's level of consultation with Māori is more than enough (18% in 2018), while 40% think it is enough (48% in 2018). 22% feel there is not enough/nowhere near enough consultation, and 14% are unable to comment.

Residents more likely to think the Council's level of consultation with Māori in the District is **more than enough/enough** are ...

- NZ European residents,
- residents aged 45 years or over.

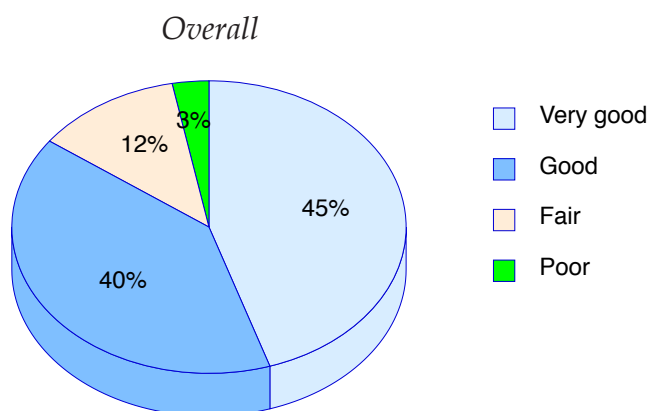
### Council's Level Of Consultation With Māori In The District

		More than enough %	Enough %	More than enough/ Enough %	Not enough %	Nowhere near enough %	Not enough/ Nowhere near enough %	Don't know %
<b>Overall*</b>								
Total District	2019 <sup>†</sup>	23	40	63	18	4	22	14
	2018	18	48	66	13	6	19	15
	2017	26	43	69	8	4	12	19
	2016	23	43	66	17	2	19	15
	2015	21	45	66	13	4	17	17
	2014 <sup>†</sup>	27	43	70	13	4	17	12
	2013 <sup>†</sup>	28	43	71	15	5	20	10
	2012	34	39	73	12	5	17	10
	2011 <sup>†</sup>	29	45	74	10	5	15	12
	2010	32	42	74	9	3	12	14
	2009	27	40	67	16	8	24	9
	2008	25	38	63	14	6	20	17
	2007	24	42	66	14	8	22	12
	2006	23	46	69	13	6	19	12
<b>Area</b>								
Urban <sup>†</sup>		19	41	60	24	2	26	13
Rural		27	40	67	12	6	18	15
<b>Ethnicity</b>								
NZ European		36	48	84	3	-	3	13
NZ Māori <sup>†</sup>		8	35	43	35	9	43	14
<b>Age</b>								
18-44 years <sup>†</sup>		17	34	51	26	6	32	18
45-64 years		27	43	70	16	4	20	10
65+ years		26	50	76	7	2	9	15

% read across

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

## F. QUALITY OF LIFE



45% of residents think that, overall, the quality of life in their District is very good, while 40% say it is good, 12% feel it is fair and 3% think it is poor. These readings are similar to the 2018 results.

Wairoa District residents are on par with Peer Group residents and residents nationwide, in rating the quality of life in their District as **very good**.

Residents aged 18 to 44 years are **less** likely to rate the overall quality of life in their District as **very good**, than other age groups.



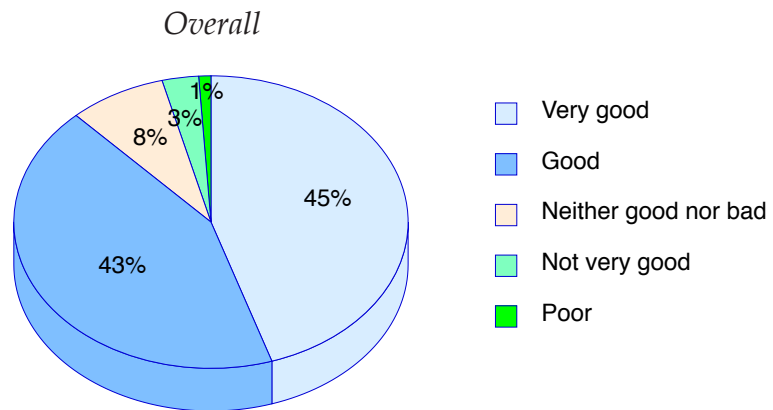
## Rating The Quality Of Life In The District

	Very good %	Good %	Fair %	Poor %	Don't know %
<b>Overall</b>					
Total District <b>2019</b>	<b>45</b>	<b>40</b>	<b>12</b>	<b>3</b>	<b>-</b>
2018	45	39	13	2	1
2017	46	44	5	5	-
2016	47	39	11	3	-
2015	43	43	11	3	-
2014	51	41	6	2	-
2013	44	47	5	3	1
2012	38	46	12	4	-
2011	37	41	16	5	1
2010	38	44	13	4	1
2009	35	50	13	2	-
2008	38	45	14	3	-
2007	30	56	11	3	-
2006	37	44	16	2	1
2005	42	43	10	5	-
2004	45	42	12	1	-
<b>Comparison</b>					
Peer Group Average (Rural)	51	32	15	2	-
National Average <sup>†</sup>	40	45	10	4	-
<b>Area</b>					
Urban	46	37	14	3	-
Rural	45	43	9	3	-
<b>Age</b>					
18-44 years <sup>†</sup>	33	47	17	4	-
45-64 years	54	35	9	2	-
65+ years	56	34	8	2	-

% read across

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

## G. COMMUNITY SPIRIT



88% of residents rate the community spirit in their District as very good/good, including 45% who feel it is very good. 8% say the community spirit is neither good nor bad, while 4% rate it not very good. These readings are similar to the 2018 results.

Wairoa District residents are on par with the Peer Group residents and above residents nationwide, in rating community spirit as **very good/good**.

Ratepayers are more likely to rate the community spirit in their District as **very good/good**, than non-ratepayers.

## Rating Community Spirit In The District

	Very good/ Good %	Neither Good nor Bad %	Not very good/ Poor %	Don't know %	
<b>Overall</b>					
Total District	<b>2019</b>	<b>88</b>	<b>8</b>	<b>4</b>	<b>-</b>
	2018 <sup>†</sup>	87	11	1	-
	2017	91	5	3	1
	2016	81	13	5	1
	2015	85	10	5	-
	2014	90	7	2	1
	2013	86	12	2	-
	2012 <sup>†</sup>	79	14	6	-
	2011 <sup>†</sup>	79	13	7	-
	2010	77	17	6	-
	2009	82	15	3	-
	2008	75	20	3	2
	2007	77	17	6	-
	2006	79	11	9	1
	2005	83	10	7	-
	2004	85	11	4	-
<b>Comparison</b>					
Peer Group Average (Rural)		81	13	5	1
National Average <sup>†</sup>		76	16	7	2
<b>Area</b>					
Urban		89	9	2	-
Rural		87	6	7	-
<b>Ratepayer?</b>					
Ratepayer		91	6	3	-
Non-ratepayer		75	16	9	-

% read across

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

## H. NATURAL ENVIRONMENT

Residents were asked to say how satisfied they are that the natural environment in the Wairoa District is being preserved and sustained for future generations.

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<b>Overall</b>								
Total District								
2019	16	44	60	17	9	5	14	9
2018	14	42	56	18	10	11	21	5
2017	16	52	68	13	9	2	11	8
2016	17	57	74	14	9	2	11	1
2015	19	48	67	23	8	1	9	1
2014	22	52	74	10	7	6	13	3
2013	17	53	70	18	8	2	10	2
2012 <sup>†</sup>	21	54	75	15	5	3	8	1
2011 <sup>†</sup>	21	56	77	13	7	-	7	2
2010	23	54	77	11	9	1	10	2
2009	23	53	76	9	8	4	12	3
2008	25	46	71	13	13	3	16	-
2007	15	53	68	20	8	4	12	-
2006	20	47	67	13	13	4	17	3
2005	16	56	72	14	10	2	12	2
<b>Comparison</b>								
Peer Group	18	52	70	15	9	3	12	3
National Average	19	51	70	16	10	3	13	1
<b>Area</b>								
Urban <sup>†</sup>	12	51	63	18	8	3	11	9
Rural	21	35	56	17	11	7	18	9
<b>Age</b>								
18-44 years	15	36	51	19	13	4	17	13
45-64 years	22	38	60	19	8	6	14	7
65+ years	7	69	76	11	4	3	7	6
<b>H/hold Income</b>								
<\$30k pa <sup>†</sup>	15	59	74	7	7	5	12	8
\$30k-\$50k pa	18	49	67	12	10	5	15	6
>\$50k pa	12	34	46	27	12	5	17	10

% read across

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

60% of residents are very satisfied /satisfied that the natural environment in the Wairoa District is being preserved and sustained for future generations (56% in 2018). This is below the Peer Group and National Averages.

14% of residents are dissatisfied /very dissatisfied (21% in 2018), while 17% are neither satisfied nor dissatisfied.

Residents **more** likely to feel **very satisfied/satisfied** are ...

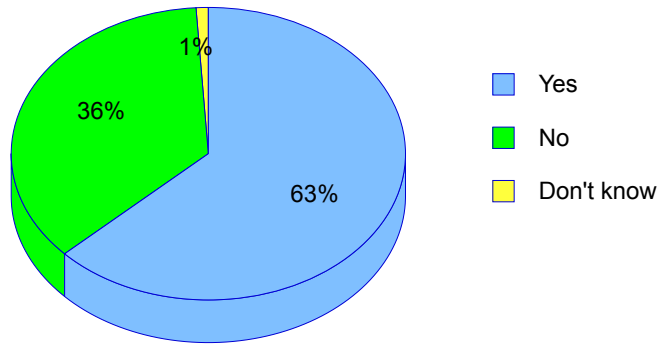
- residents aged 65 years or over,
- residents with an annual household income of \$50,000 or less.

# I. EMERGENCY MANAGEMENT

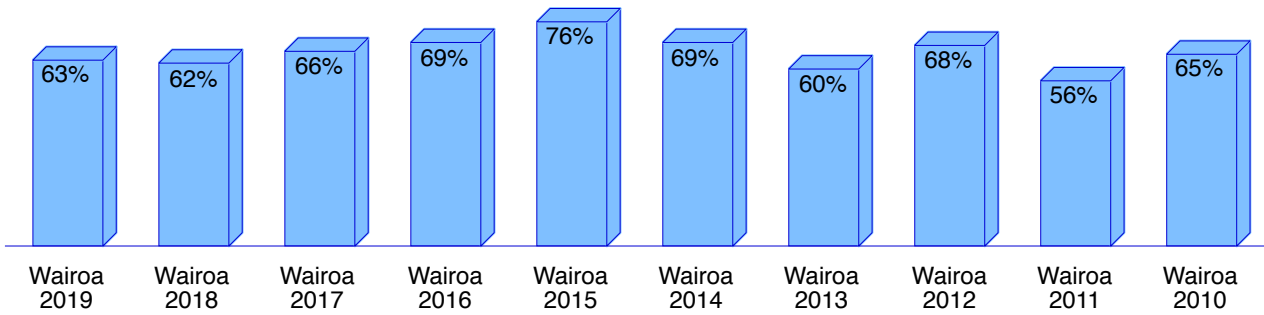
To be prepared for a Civil Defence emergency, households should have an emergency kit, which includes stored food, water, a radio, batteries and a torch, and also have an emergency plan of what to do. Bearing this in mind, residents were asked to say whether their household is prepared for a Civil Defence emergency.

## i. Preparedness

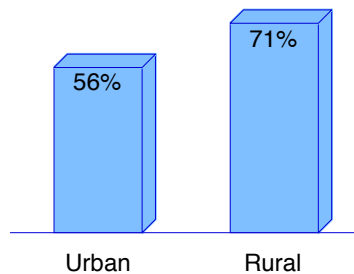
Overall



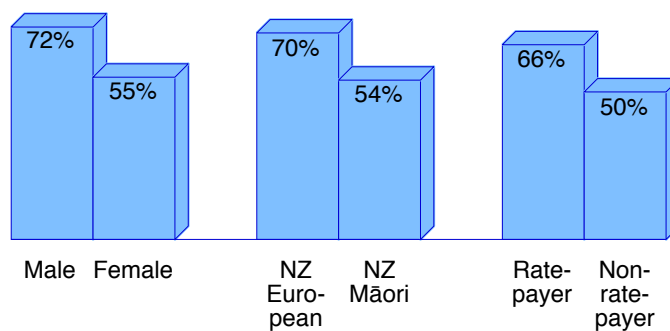
Percent Saying "Yes" - Comparison



Percent Saying "Yes" - By Area



*Percent Saying "Yes" - Comparing Different Types Of Residents*



63% of residents say their household is prepared for a Civil Defence emergency, while 36% say they are not. These readings are similar to the 2018 results.

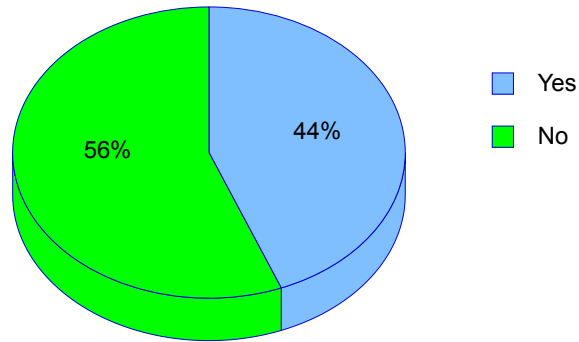
Residents more likely to say 'Yes' are ...

- Rural residents,
- men,
- NZ European residents,
- ratepayers.

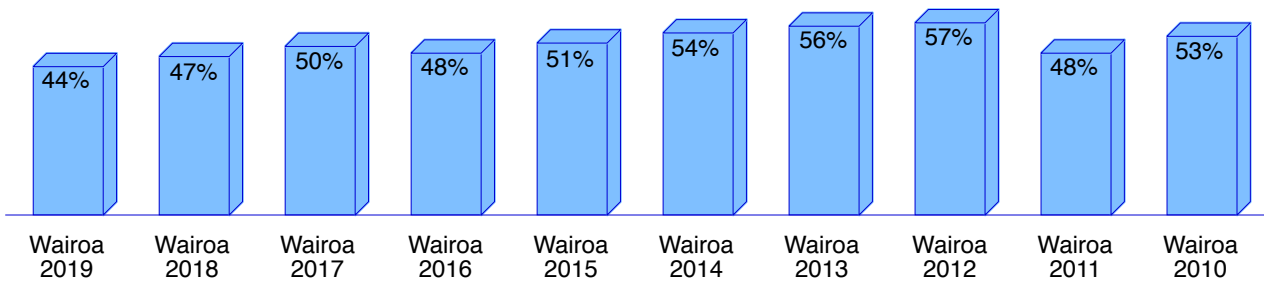
*ii. Awareness*

The Council has an ongoing education programme to encourage residents to prepare for a Civil Defence emergency. Are residents aware of this campaign?

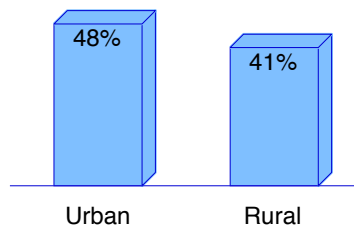
*Overall*



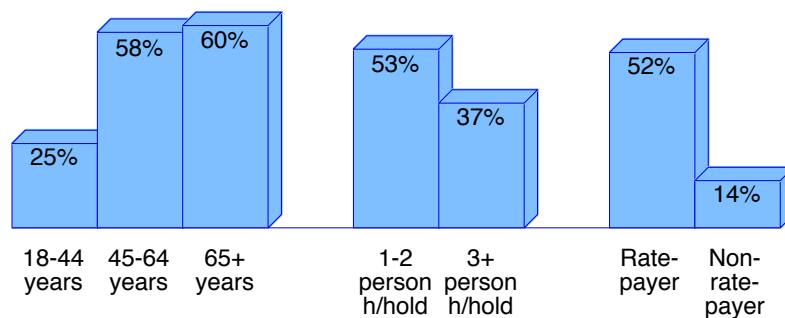
*Percent Saying "Yes" - Comparison*



*Percent Saying "Yes" - By Area*



*Percent Saying "Yes" - Comparing Different Types Of Residents*





44% of residents are aware of Council's campaign, while 56% are not. These readings are similar to last year's results.

Residents **more** likely to say 'Yes' are ...

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

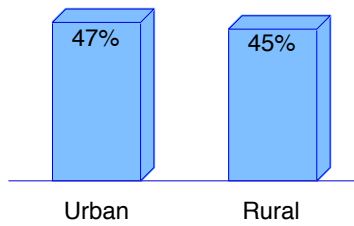
**iii. Source Of Information**

If residents had to get some Civil Defence information right now, where or who would they get this information\* from ...

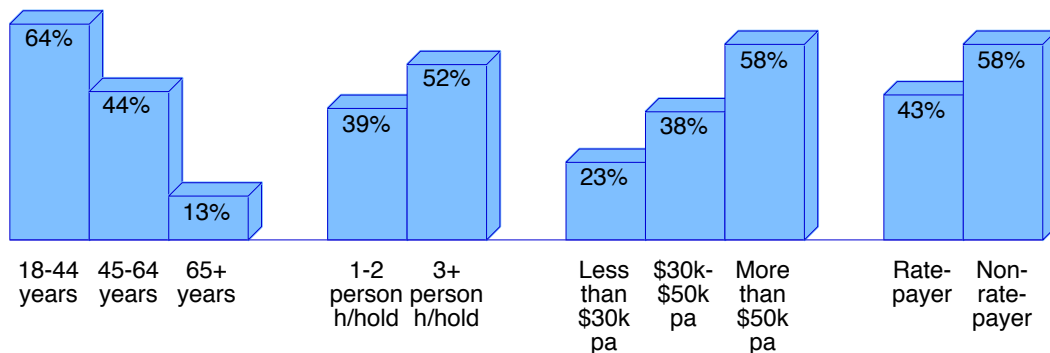
- visiting a website / the Internet / looking online, mentioned by 46% (37% in 2018) of all residents,
- by ringing / visiting the District Council office, 29%,
- the phone book, 12%,
- family / friends / neighbours / other people, 6%,
- radio, 3%,
- Civil Defence / Civil Defence staff, 3% (12% in 2018),
- Facebook, 1%,
- Information Centre, 1%,
- fire brigade, 1%,
- local school, 1%,
- others, 3%,
- don't know, 7%.

\* multiple responses allowed

*Percent Saying 'Visiting A Website/The Internet/Looking Online' - By Area*



*Percent Saying 'Visiting A Website/The Internet/Looking Online' - Comparing Different Types Of Residents*



46% of residents say that if they had to get some Civil Defence information right now, they would get this information by visiting a website/the Internet/looking online (37% in 2018), while 29% say they would ring/visit the District Council office (32% in 2018).

Residents more likely to say they would **visit a website/the Internet/look online** are ...

- residents aged 18 to 64 years, in particular those aged 18 to 44 years,
- residents who live in a three or more person household,
- residents with an annual household income of \$30,000 or more, in particular those with an annual household income of more than \$50,000,
- non-ratepayers.

The other sources mentioned are ...

*"TV."*

*"Māori Trust Board."*

*"Marae chairman."*

*"Go in person to the council office. Have a telephone phobia."*

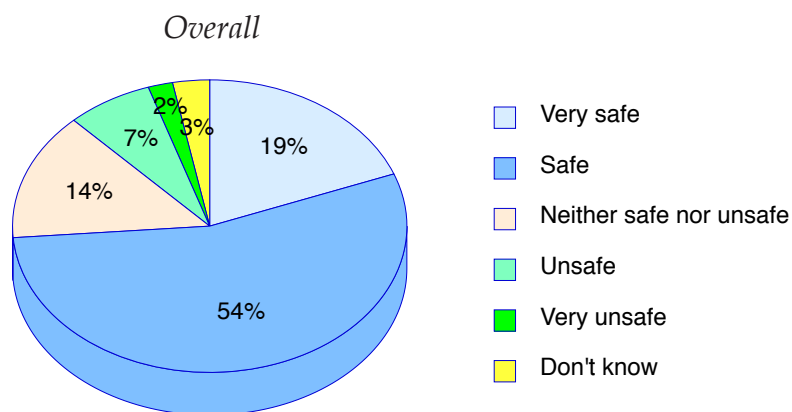
*"The Citizen Advice Bureau or alternatively go to the council."*

*"Callout by the job. Fulton Hogan."*

*"Someone would come out to us."*

#### *iv. Feeling Of Safety*

Residents were asked to say, with respect to the **Wairoa District only**, how safe they feel in their home and for their livelihood if a natural disaster strikes.



73% of residents feel very safe/safe in their home and for their livelihood, if a natural disaster strikes (60% in 2018), while 9% feel unsafe/very unsafe (13% in 2018). 14% say they feel neither safe nor unsafe (24% in 2018).

Residents more likely to feel **very safe/safe** are ...

- Rural residents,
- NZ European residents.

### Summary Table: How Safe Do Respondents Feel?

	Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
<b>Overall*</b>								
Total District								
2019 <sup>†</sup>	19	54	73	14	7	2	9	3
2018	18	42	60	24	11	2	13	3
2017 <sup>†</sup>	20	54	74	15	7	1	8	2
2016 <sup>†</sup>	26	52	78	12	5	2	7	2
2015	20	58	78	18	4	-	4	-
2014 <sup>†</sup>	24	55	79	12	4	3	7	3
2013	19	50	69	19	9	-	9	3
2012 <sup>†</sup>	18	44	62	21	9	2	11	5
2011	18	49	67	17	9	3	12	4
2010	20	54	74	13	7	4	11	2
<b>Area</b>								
Urban	8	51	59	21	9	5	14	6
Rural	32	58	90	5	4	-	4	1
<b>Ethnicity</b>								
NZ European	26	56	82	10	3	1	4	4
NZ Māori <sup>†</sup>	11	53	64	19	11	4	15	3

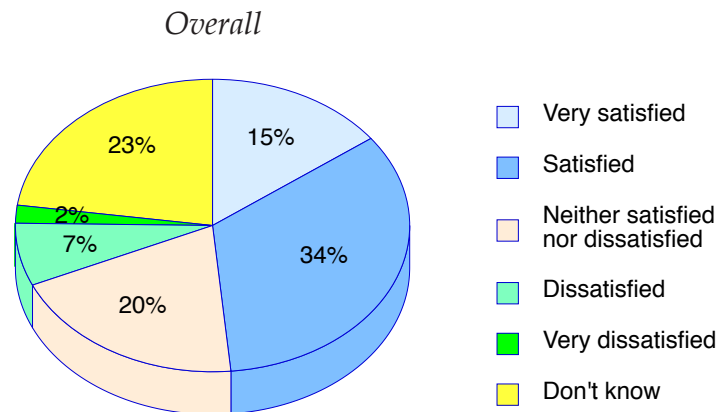
% read across

\* not asked prior to 2010

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

## J. COMMUNITY BENEFIT ORGANISATION

Wairoa District Council currently spends \$75.47 per rating unit on supporting a range of community benefit organisations like the Museum and the Community Centre, along with various other grants to activities and organisations in the District. Residents were asked to say how satisfied they are with the value for money that Wairoa is receiving from this funding.



49% of residents are very satisfied/satisfied with the value for money Wairoa District receives from funding used for supporting a range of community organisations (55% in 2018), while 9% are dissatisfied/very dissatisfied (14% in 2018). 20% are neither satisfied nor dissatisfied and 23% are unable to comment (9% in 2018).

Residents more likely to be **very satisfied/satisfied** are ...

- Rural residents,
- NZ European residents.

### Satisfaction With The Value For Money The District Receives From Funding Used For Supporting A Range Of Community Benefit Organisations

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dis- satisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<b>Overall*</b>								
Total District								
2019 <sup>†</sup>	15	34	49	20	7	2	9	23
2018	15	40	55	22	10	4	14	9
2017	16	47	63	17	7	1	8	12
2016	6	43	49	29	6	2	8	14
2015	4	38	42	41	8	4	12	5
2014	5	37	42	28	15	2	17	14
2013	5	45	50	36	6	1	7	7
2012	4	36	40	38	14	3	17	5
2011	5	46	51	24	13	4	17	8
2010 <sup>†</sup>	8	43	51	24	16	4	20	6
2009	8	42	50	25	13	3	16	9
2008	6	38	44	30	14	6	20	6
2007	4	35	39	25	27	2	29	7
<b>Area</b>								
Urban <sup>†</sup>	10	30	40	29	9	1	10	22
Rural	21	38	59	8	5	3	8	25
<b>Ethnicity<sup>†</sup></b>								
NZ European	23	36	59	12	5	1	6	22
NZ Māori	7	32	39	26	6	2	8	26

% read across

\* not asked prior to 2007. Question prior to 2017 read "how satisfied are you with the value for money Wairoa, as a whole, gets for the amount of rates spent on support community facilities and organisations"

† does not add to 100% due to rounding





The 109 residents who are very satisfied /satisfied were asked to give examples of where they believe the District is receiving value for money from their funding. The main mentions\* are ...

- Community Centre, mentioned by 41% of residents who are very satisfied /satisfied with the value for money Wairoa District is receiving from this funding,
- museum, 22%,
- playgrounds, 16%,
- theatre, 16%.

29% of residents<sup>†</sup> have an example of where they believe Council is **not** receiving value for money. The main examples\* mentioned are ...

- unnecessary spending / overspending / priorities wrong, mentioned by 39% of residents<sup>††</sup>,
- specified services / facilities, 16%,
- art gallery / theatre / arts, 16%.

\* multiple responses allowed

<sup>†</sup> the 109 residents who are either very satisfied /satisfied or dissatisfied /very dissatisfied

<sup>††</sup> the 28 residents who have an example of where they believe the District is not receiving value for money (caution: small base)

\* \* \* \* \*



## E. APPENDIX

### Base by Sub-sample

	Actual respondents interviewed	*Expected number according to population distribution
<b>Gender</b>		
Male	101	96
Female	101	106
<b>Age</b>		
18-44 years	58	84
45-64 years	56	76
65+ years	88	42
<b>Ethnicity**</b>		
NZ European	90	110
NZ Māori	110	98
** one respondent identified their ethnicity as Pacific Island, and one respondent specified their ethnicity as 'Other' (unweighted)		

- \* Post stratification (weighting) has been applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please also pages 2 to 4.

\* \* \* \* \*

