

**WAIPA DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
MAY / JUNE 2008**

# **COMMUNITRAK™ SURVEY**

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

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

### **WAIPA DISTRICT COUNCIL**

### **MAY / JUNE 2008**



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**NB: Please note the following explanations for this report:**

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

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

Arrows, whenever shown, depict a directional trend.

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

## A. SITUATION AND OBJECTIVES

The mission statement for Waipa District Council reads:

*“To promote the well-being of the people of the Waipa District through timely provision of services and sustainable management of natural resources.”*

Council engages in a variety of approaches, to seek public opinion and to communicate programmes and decisions to the people resident in its area. One of these approaches was to commission the National Research Bureau’s Communitrak™ survey undertaken in 1992 to 2008.

The main objectives are ...

- to determine how well Council is performing in terms of services and facilities offered and representation given to its citizens,
- to provide measurement of performance criteria, such that the measures taken can be used for Annual Reporting,
- to explore in depth those issues specifically requested by Council for 2008, namely ...
  - \* whether residents have contacted the Council by phone or in person, in the last 12 months, the nature of their query, and if it was attended to in a timely fashion and to their satisfaction,
  - \* usage of the Te Awamutu and Cambridge Museums, services residents would most be likely to use, and overall satisfaction,
  - \* issues of satisfaction and importance with respect to the natural environment/eco system,
  - \* how residents rate the community spirit of the District,
  - \* what residents see as the biggest issues facing the District in the next 10 years.

Council also has the benefit, where applicable, of comparing the 2008 results with results obtained in 2000-2007. This is provided together with averaged comparisons to similar Peer Group Councils and resident perceptions nationwide.

## **B. COMMUNITRAK™ SPECIFICATIONS**

### **Sample Size**

This Communitrak™ survey was conducted with 401 residents of the Waipa District.

The survey is framed on the basis of the Wards, as the elected representatives are associated with a particular Ward.

Interviews were spread amongst the five Wards as follows:

Cambridge	140
Takepuku	39
Maungatautari	41
Pirongia	60
Te Awamutu	121
<b>Total</b>	<b>401</b>

### **Interview Type**

All interviewing was conducted by telephone, with calls being made between 4.30 pm and 8.30 pm on weekdays and 9.30 am and 8.30 pm weekends.

### **Sample Selection**

The white pages of the telephone directory were used as the sample source, with every xth number being selected.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to Ward. Sample sizes for each Ward were predetermined to ensure a sufficient number of respondents within each Ward, so that analysis could be conducted on a Ward-by-Ward basis. Ward interview quotas were based on the population overall in each Ward, as determined after the 2007 Local Government Commission Review.

A target of interviewing approximately 100 residents aged 18 to 39 years, was also set.

Households were screened to ensure they fell within the Waipa 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 last birthday.

## Call Backs

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

## Sample Weighting

Weightings were applied to the sample data, to reflect the actual gender and age group proportions in the area as determined by Statistics New Zealand's 2006 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Waipa District. As Ward boundaries changed in 2007, after the Local Government Commission Review, no weightings for Wards have been applied.

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 between Friday 30 May and Wednesday 11 June 2008 (excludes Queens Birthday).

## Comparison Data

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

The Communitrak™ service includes ...

- comparisons with a national sample of 1,006 interviews conducted in January 2007,
- comparisons with provincial, urban and rural norms.

The survey methodology for the comparison data is similar in every respect to that used for your Council's Communitrak™ reading.

Where comment has been made regarding respondents more or less likely to represent a particular opinion or response, the comparison has been made between respondents in each socio-economic group, and not between each socio-economic group and the total.

Weightings have been applied to this comparison data to reflect the actual adult population in Local Authorities as determined by Statistics NZ 2006 Census data.

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.



### **Margin Of Error**

The survey is a scientifically prepared service, based on a random probability sample. The maximum likely error limits occur when the sample is split 50/50 on an issue, but often the split is less, and an 80/20 split is shown below, as a comparison. Margins of error, at the 95 percent level of confidence, for different sample sizes are:

	<u>50/50</u>	<u>80/20</u>
n = 500	±4.4%	±3.5%
n = 400	±4.9%	±3.9%
n = 300	±5.7%	±4.5%
n = 200	±6.9%	±5.5%

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. The results in 95 of these samples are most likely to fall close to those obtained in the original survey, but may, with decreasing likelihood, vary by up to plus or minus 4.9%, for a sample of 400.

### **Significant Difference**

Significant differences, at the 95 percent level of confidence, for different sample sizes are:

	<u>Midpoint is 50%</u>	<u>Midpoint is 80% or 20%</u>
n = 500	±6.2%	±4.9%
n = 400	±6.9%	±5.5%
n = 300	±8.0%	±6.4%
n = 200	±9.8%	±7.8%

The significant difference figures above refer to the boundary, above and below a result, whereby one may conclude that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 400 respondents, is plus or minus 6.9%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

\* \* \* \* \*



## C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of Waipa District Council area residents, to the services/ facilities provided for them by their Council and their elected representatives.

The Waipa District Council commissioned Communitrak™ as a means of measuring their effectiveness in representing the wishes and viewpoints of their residents. Understanding residents' 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, as well as providing a comparison with the results of the 2000, 2001, 2002, 2003, 2004, 2005, 2006 and 2007 Communitrak survey results.

## Council Services/Facilities

**Summary Table: Satisfaction With Services/Facilities**

	<b>Waipa 2008</b>		<b>Waipa 2007</b>	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Parks and reserves (including sportsgrounds)	<b>90</b>	<b>6</b>	90	7
Library service	<b>82</b>	<b>3</b>	77	4
Control of dogs	<b>82</b>	<b>15</b>	75	14
Roads - safety	<b>79</b>	<b>21</b>	80	19
Maintenance of footpaths	<b>76</b>	<b>17</b>	72	19
Roads - maintenance	<b>76</b>	<b>24</b>	83	17
Water treatment and supply	<b>74</b>	<b>7</b>	71	9
Public toilets	<b>74</b>	<b>12</b>	70	16
Noise control services	<b>71</b>	<b>4</b>	65	5
Parking in Cambridge & Te Awamutu	<b>71</b>	<b>28</b>	71	28
Wastewater services	<b>68</b>	<b>3</b>	63	4
Stormwater services	<b>65</b>	<b>15</b>	63	14
Museum	<b>64</b>	<b>5</b>	59	5
Swimming pools	<b>62</b>	<b>20</b>	64	20
Building control & building inspections	<b>51</b>	<b>10</b>	49	11
Town Planning	<b>50</b>	<b>12</b>	48	15
Civil Defence Organisation	<b>43</b>	<b>1</b>	40	3

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

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

	<u>Waipa</u>	<u>Peer Group</u>	<u>National Average</u>
• swimming pools	20%	13%	11%

However, the comparison is **favourable** for Waipa District for ...

• parking in Cambridge & Te Awamutu	28%	††36%	††36%
• road safety	21%	*27%	*22%
• footpaths - maintenance	17%	†31%	†24%
• control of dogs	15%	20%	21%
• town planning	12%	◊26%	◊24%
• public toilets	12%	19%	20%
• building control and building inspections	10%	◊26%	◊24%
• water treatment & supply	7%	**13%	**10%
• noise control services	4%	17%	18%
• wastewater services	3%	°10%	°8%
• Civil Defence Organisation	1%	10%	15%

Waipa District performs **on par with** the National and Peer Group Averages for the following services/facilities ...

• roads - maintenance	24%	*27%	*22%
• stormwater services	15%	19%	14%
• parks and reserves (including sportsgrounds)	6%	◊◊4%	◊◊5%
• museums	5%	8%	6%
• library service	3%	3%	2%

\* These figures are based on roading in general.

† These figures are based on footpaths in general.

\*\* These figures are based on the water supply in general.

◊ These figures are based on town planning, ie, planning and inspection services (building control and building inspections not excluded).

†† These figures are based on parking in your local town.

◊◊ These figures are based on the averaged readings for parks and reserves and sportsgrounds and playgrounds as these were asked separately in the 2007 National Communitrak Survey.

° These figures are based on the sewerage system.

## **Kerbside Recycling Service**

99% of residents say, where they live, the Council provides a kerbside or roadside recycling service. Of these, 95% say they use the service.

### **Satisfaction with Service**

Very satisfied	70%	of residents who <u>use</u> the kerbside or roadside recycling service
Fairly satisfied	20%	
Not very satisfied	10%	

Base = 375

## Museums

### Usage

In the last 12 months, 25% of households have visited a Museum in the District (23% in 2007).

### Frequency of Visits

	Te Awamutu Museum %	Cambridge Museum %
Three times or more	8	2
Once or twice	59	29
Not at all	28	68
Don't know	5	1

Base = 101

### Preferred Services

Regardless of whether or not residents have visited a Museum in the District in the last 12 months, the main services they would be most likely to use are ...

- exhibitions, 59% of all residents,
- educational programmes, 35%,
- public database and research facilities, 21%.

## Contact With Council

14% of residents have contacted a Councillor or the Mayor in the last 12 months (14% in 2007).

57% of residents have contacted the Council by phone or in person (57% in 2007).

The main<sup>†</sup> queries of those residents who have contacted Council by phone or in person were in regard to ...

- dog control/registration/dog issues, 19% of residents\*,
- building permits/consents, 14%,
- rates issues, 12%,
- about a property/LIM reports/plans/boundaries etc, 11%,
- roading/road signs/markings/traffic issues, 9%,
- building department/services/building matters, 8%,
- subdivision of property/property development, 6%.

84% of residents\* say their query was attended to in a timely fashion (80% in 2007), with 78% saying it was dealt with to their satisfaction (73% in 2007).

\* Residents who have contacted the Council by phone, or in person, in the last 12 months (N=224)

<sup>†</sup> multiple responses allowed

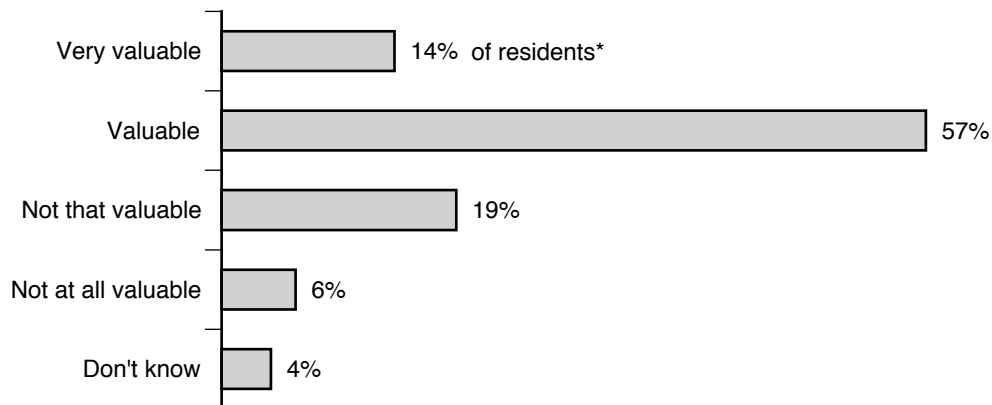
## Communications

83% of residents have access to the Internet in their household. Of these, 18% have visited the Council's website in the last 12 months.

98% of residents say they usually receive a copy of the Cambridge Edition or Te Awamutu Courier newspaper (95% in 2006).

70% of these residents are aware that Waipa District Council publishes a monthly community information sheet called the Word on Waipa in these newspapers, while 29% are not aware. 1% are unable to comment.

Rating the Word on Waipa in terms of its information value to residents\*...



Base = 278

The main types<sup>†</sup> of information these residents\* would like to see published in the Word on Waipa are:

- more on what Council is doing/what Council is up to, mentioned by 8% of these residents\*,
- improvements/what they are doing to services/facilities, 7%,
- what's happening in the District/what's going on, 6%,
- coming events/current events/local events/activities, 6%,
- future plans/developments for the District, 6%,
- services/facilities information/public notices, 5%.

\* The 69% of residents who receive a copy of either of the two newspapers mentioned and are aware that the Council publishes, monthly, the Word on Waipa in these newspapers (N=278).

<sup>†</sup> multiple responses allowed



## **Representation**

The success of democracy in the Waipa 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. Performance Rating of the Mayor and Councillors**

66% of residents rate the performance of the Mayor and Councillors, in the last year, as very / fairly good (69% in 2007). 3% rate their performance as not very good / poor (3% in 2007). Waipa District is above the Peer Group and National Averages, in terms of rating the Mayor and Councillors' performance as very or fairly good.

### **b. Performance Rating of the Council Staff**

77% of residents rate the performance of the Council staff, in the last year, as very or fairly good (71% in 2007). 2% rate their performance as not very good (5% in 2007). Waipa District is above the Peer Group and National Averages, in terms of those rating Council staff performance as very or fairly good.

### **c. Performance Rating of Community Board Members**

55% of residents who have a Community Board member rate their performance, in the last year, as very or fairly good (50% in 2007), while 2% say it is not very good / poor (2% in 2007). A substantial percentage (29%) are unable to comment (38% in 2007).

## Local Issues

### Natural Environment

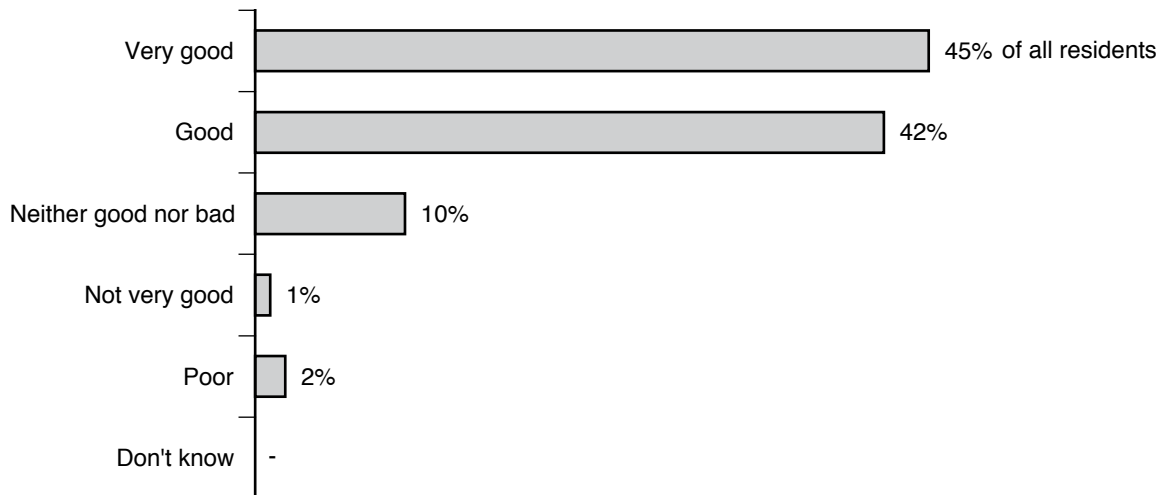
Residents were asked to say how satisfied they are that the natural environment/eco systems in the Waipa District are being preserved and sustained for future generations.

Very satisfied	27% of all residents
Satisfied	53%
Neither satisfied not dissatisfied	12%
Dissatisfied	4%
Very dissatisfied	2%
Don't know	2%

What importance do residents place on the preservation of the natural environment/eco systems?

Very important	68% of all residents
Important	29%
Neither important not unimportant	2%
Unimportant	1%
Very unimportant	0%

## Community Spirit



## Single Biggest Issue

The main issues\* residents feel are the biggest facing the District in the next 10 years are ...

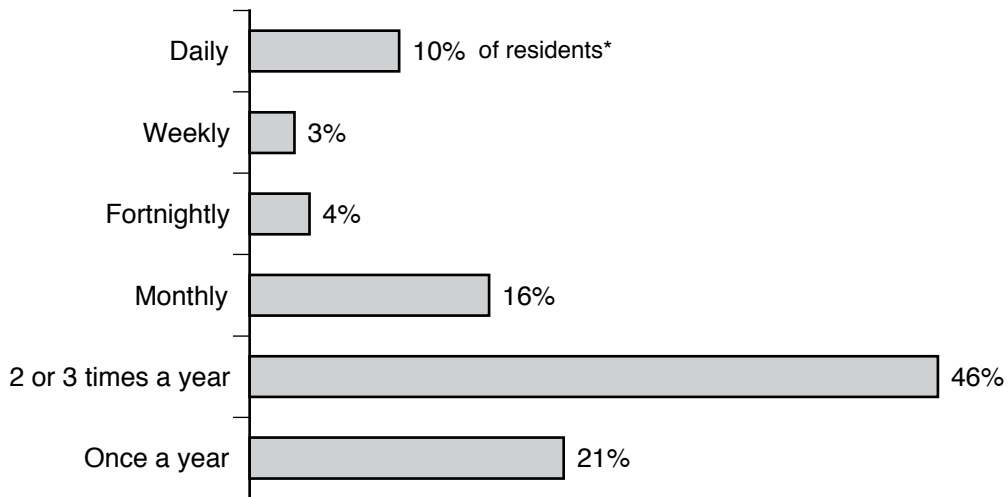
- coping with growth of area/increased population/infrastructure able to cope?, mentioned by 23% of all residents,
- need for a bypass in the area/remove trucks from main street, 14%,
- urban development/housing boom/control of housing/provision, 8%,
- care of the environment, 6%,
- other traffic issues (excluding bypass and bridge), 6%.

\* multiple responses allowed

**Public Transport**

17% of residents say they, or a member of their household, have used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service in the last 12 months.

**Frequency of Use ...**



Base = 61\*

\* those residents who say they, or a member of their household, have used either the Cambridge to Hamilton, or Te Awamutu to Hamilton bus service in the last 12 months

**Likelihood of residents\* using either or both bus services, if the services were ...**

	Very likely	Likely	Very likely/ Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Unlikely/ Very unlikely	Don't know
Extended, that is, more local bus routes were available within the District	6	23	<b>29</b>	5	33	32	<b>65</b>	1
Available more often	6	20	<b>26</b>	4	34	35	<b>69</b>	1
Updated, that is, the quality and age of the buses were improved	4	16	<b>20</b>	8	35	34	<b>69</b>	3
Cheaper	5	15	<b>20</b>	5	34	39	<b>73</b>	2

\* Base = 381 (residents who say they, or a member of their household, have not used either of the two bus services in the past 12 months, or have used them 2 or 3 times a year, or once a year



## D. MAIN FINDINGS

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

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

NRB has defined the Provincial Peer Group as those Territorial Authorities where between 68% and 91% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2001 Census data.

In this group are ...

Gisborne District Council	Rodney District Council
Gore District Council	Rotorua District Council
Grey District Council	South Waikato District Council
Hastings District Council	Taupo District Council
Horowhenua District Council	Timaru District Council
Marlborough District Council	Waikato District Council
Masterton District Council	Waimakariri District Council
New Plymouth District Council	Wanganui District Council
Queenstown-Lakes District Council	Whangarei District Council



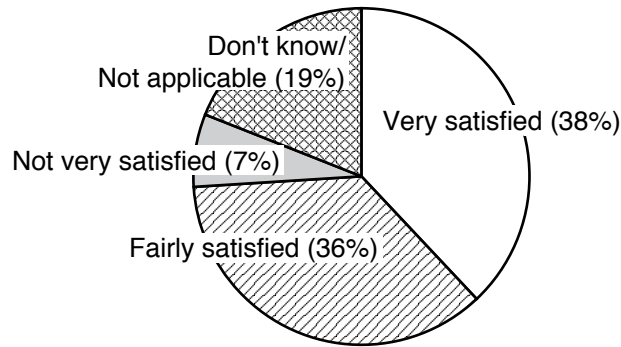
## 1. Council Services/Facilities

**a. Satisfaction With Council Services/Facilities**

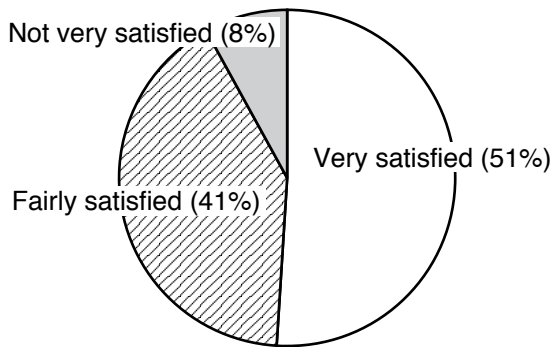
Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service/ facility. Those not very satisfied are asked to give their reasons for feeling that way.

*i. Water Treatment & Supply*

*Overall*

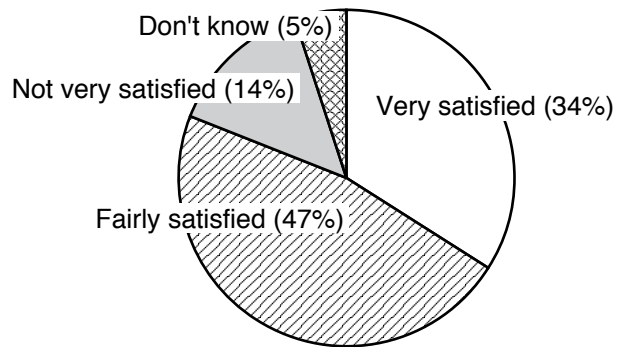


*Receive Full Public Water Supply*



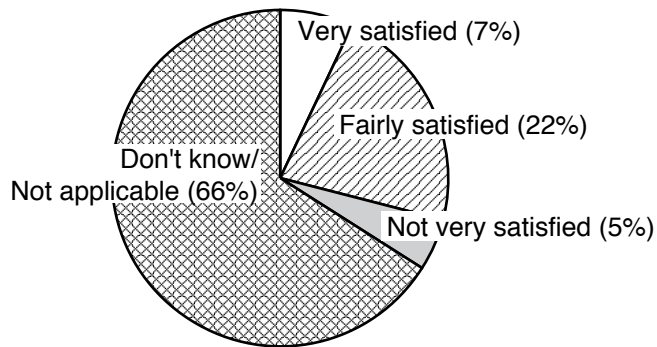
Base = 265

*Receive Restricted Public Water Supply*



Base = 23\*

*Have Private Supply*



Base = 107

\* caution: small base

74% of residents are satisfied with water treatment and supply (71% in 2007), including 38% who are very satisfied. 7% are not very satisfied and 19% are unable to comment.

The percent not very satisfied is slightly below the Peer Group Average and on par with the National Average readings for water supply in general.

64% of residents say they are provided with a full public water supply, while 6% say they receive a restricted water supply. 27% of residents have a private supply and 3% don't know.

Of those on a full public water supply, 92% are satisfied, with 81% on a restricted supply satisfied (caution is required as the base is very small). 29% of residents with a private water supply are satisfied, while a significant percentage (66%), as would be expected, are unable to comment.

There are no notable differences between Wards and socio-economic groups in terms of those not very satisfied with water treatment and supply.

Takepuku and Maungatautari Ward residents are more likely to be unable to comment, than other Ward residents.



## Satisfaction With Water Treatment & Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	38	36	<b>74</b>	7	19
2007	40	31	<b>71</b>	9	20
2006	29	37	<b>66</b>	9	25
2005	27	42	<b>69</b>	13	18
2004	29	41	<b>70</b>	11	19
2003	26	37	<b>63</b>	17	20
2002	19	44	<b>63</b>	20	17
2001	22	38	<b>60</b>	16	24
2000*	24	39	<b>63</b>	15	22
Receive Full Public Water Supply	51	41	<b>92</b>	8	-
Receive Restricted Public Water Supply <sup>†</sup>	34	47	<b>81</b>	14	5
Have Private Supply	7	22	<b>29</b>	5	66
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	36	38	<b>74</b>	13	13
National Average	42	40	<b>82</b>	10	8
<b><u>Ward</u></b>					
Cambridge	39	50	89	8	3
Takepuku	24	22	46	2	52
Maungatautari <sup>††</sup>	16	20	36	5	60
Pirongia	29	33	62	5	33
Te Awamutu	54	33	87	10	3

% read across

\* the 2000 reading and the Peer Group and National Averages are based on ratings of the water supply in general

<sup>†</sup> caution: small base

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

The main reasons residents are not very satisfied with their water treatment supply are ...

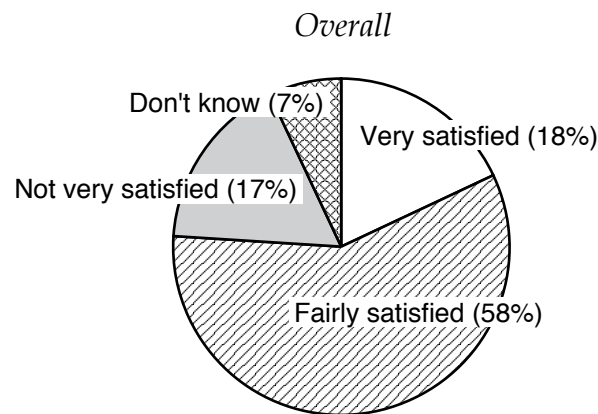
- taste is bad (excluding chlorine taste), mentioned by 3% of all residents,
- too much chlorine / chemicals, 1%,
- trickle supply only, 1%,
- poor water pressure, 1%,
- the water smells (excluding chlorine smells), 1%,
- discoloured / dirty, 1%,
- not on town supply, 1%.

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 74%
Receivers of Full Public Water Supply	= 92%
Receivers of Restricted Public Water Supply*	= 81%
On Private Supply	= 29%

\* caution: small base

ii. Footpaths - Maintenance



76% of Waipa District residents are satisfied with the maintenance of footpaths (72% in 2007), while 17% are not very satisfied with this aspect of footpaths.

The percent not very satisfied with footpath maintenance is below the Peer Group and National Averages for footpaths in general.

Those residents more inclined to feel not very satisfied are ...

- women,
- residents aged 60 years or over,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household,
- residents with an annual household income of less than \$40,000.

## Satisfaction With The Maintenance Of Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	18	58	76	17	7
2007	24	48	72	19	9
2006	18	57	75	15	10
2005	14	54	68	20	12
2004	15	50	65	24	11
2003	16	49	65	23	12
2002	10	48	58	33	9
2001	12	44	56	32	12
2000**	15	45	60	30	10
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	15	50	65	31	4
National Average	23	50	73	24	3
<b><u>Ward</u></b>					
Cambridge	16	63	79	20	1
Takepuku	16	66	82	6	12
Maungatautari†	14	41	55	14	30
Pirongia	15	70	85	6	9
Te Awamutu	26	49	75	24	1
<b><u>Gender</u></b>					
Male	17	61	78	12	10
Female	19	56	75	22	3
<b><u>Age</u></b>					
18-39 years	19	66	85	12	3
40-59 years	18	58	76	14	10
60+ years	18	48	66	28	6
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	20	61	81	12	7
Lived there more than 10 years	17	57	74	20	6
<b><u>Household Size</u></b>					
1-2 person household	17	55	72	21	7
3+ person household	19	62	81	13	6
<b><u>Household Income</u></b>					
Less than \$40,000 pa	13	51	64	30	6
\$40,000 - \$70,000 pa†	18	61	79	16	6
More than \$70,000 pa	22	61	83	10	7

% read across

\* comparison figures for the Peer Group and National Averages are based on ratings of footpaths in general

\*\* the 2000 reading relates to footpath maintenance and safety

† does not add to 100% due to rounding

77 residents are not very satisfied with footpath maintenance, and give the following main reasons for this ...

- uneven/cracked/potholes/rough,
- no footpaths/not enough/one side only,
- old/poor condition/lack maintenance/need upgrading.

**Summary Table:**

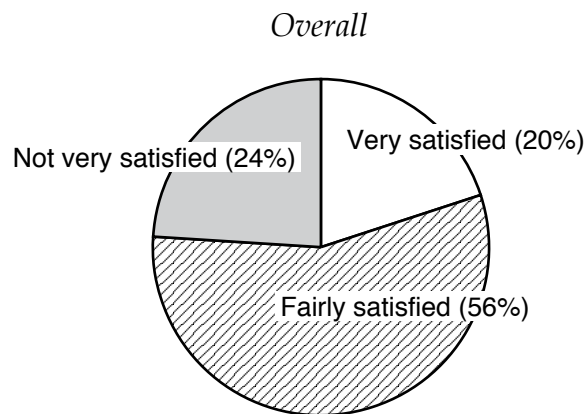
**Main Reasons\* For Being Not Very Satisfied With Footpath Maintenance**

	Total District 2008 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Uneven/cracked/potholes/rough	9	10	6	7	-	13
No footpaths/not enough/ one side only	3	5	-	2	4	2
Old/poor condition/lack maintenance/need upgrading	3	2	-	5	2	6

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 76%</p>
--

iii. Roads - Maintenance



76% of Waipa District residents are satisfied with the maintenance of roads, (83% in 2007), while 24% are not very satisfied (17% in 2007).

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

Residents more likely to be not very satisfied with the maintenance of roads are ...

- residents aged 18 to 39 years,
- residents with an annual household income of \$40,000 or more.

## Satisfaction With The Maintenance Of Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	20	56	76	24	-
2007	30	53	83	17	-
2006	21	57	78	21	1
2005	15	65	80	18	2
2004	22	59	81	19	-
2003	20	61	81	18	1
2002	15	66	81	17	2
2001	19	61	80	20	-
2000	17	57	74	25	1
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	17	55	72	27	1
National Average	21	57	78	22	-
<b><u>Ward</u></b>					
Cambridge	18	51	69	30	1
Kakepuku	19	64	83	17	-
Maungatautari	17	46	63	37	-
Pirongia	21	57	78	22	-
Te Awamutu	23	62	85	15	-
<b><u>Age</u></b>					
18-39 years	16	50	66	34	-
40-59 years	19	62	81	19	-
60+ years	25	56	81	18	1
<b><u>Household Income</u></b>					
Less than \$40,000 pa	23	60	83	16	1
\$40,000 - \$70,000 pa <sup>†</sup>	18	57	75	25	-
More than \$70,000 pa	18	55	73	27	-

% read across

\* comparison figures for the Peer Group and National Averages are based on ratings of roading in general

The main reasons residents are not very satisfied with road maintenance are ...

- potholes/uneven/rough/bumpy,
- poor condition/lack maintenance/slow to fix/need upgrading,
- poor quality of work/materials used/too much patching,
- heavy vehicles damage the roads.

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Road Maintenance**

	Total District 2008 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Potholes/uneven/rough/bumpy	9	11	11	18	6	5
Poor condition/lack maintenance/slow to fix/need upgrading	9	10	12	20	10	3
Poor quality of work/materials used/too much patching	8	10	3	5	7	10
Heavy vehicles damage the roads	2	-	-	8	4	1

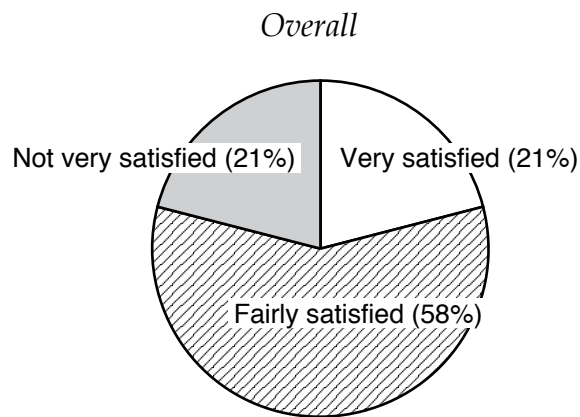
\* multiple responses allowed

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

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 76%</p>
--



iv. Roads - Safety



Overall, 79% of residents are satisfied with the safety of roads in the Waipa District, while 21% are not very satisfied. These readings are similar to last year's findings.

In terms of the percent not very satisfied, Waipa District is slightly below the Peer Group Average and similar to the National Average for ratings of roading in general.

Maungatautari Ward residents are more likely to be not very satisfied with the safety of roads, than other Ward residents.

## Satisfaction With The Safety Of Roads

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	21	58	79	21	-
2007	23	57	80	19	1
2006	18	60	78	21	1
2005	14	65	79	20	1
2004	19	61	80	19	1
2003	21	62	83	16	1
2002	12	64	76	22	2
2001	22	60	82	17	1
2000	20	55	75	23	2
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	17	55	72	27	1
National Average	21	57	78	22	-
<b><u>Ward</u></b>					
Cambridge	18	62	80	20	-
Kakepuku	17	60	77	20	3
Maungatautari <sup>†</sup>	12	45	57	42	2
Pirongia	25	60	85	15	-
Te Awamutu	28	55	83	17	-

% read across

\* comparison figures for the Peer Group and National Averages are based on ratings of roading in general

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

The main reasons residents are not very satisfied with the safety of roads are ...

- speeding / reduce speed limit,
- signage / road marking,
- unsafe for pedestrians / children / cyclists,
- poor condition / uneven / potholes,
- unsafe intersections / unsafe areas / spots,
- too narrow / shoulder on road inadequate.

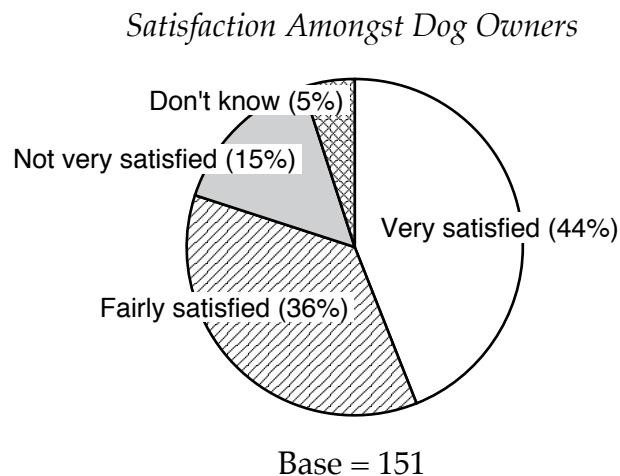
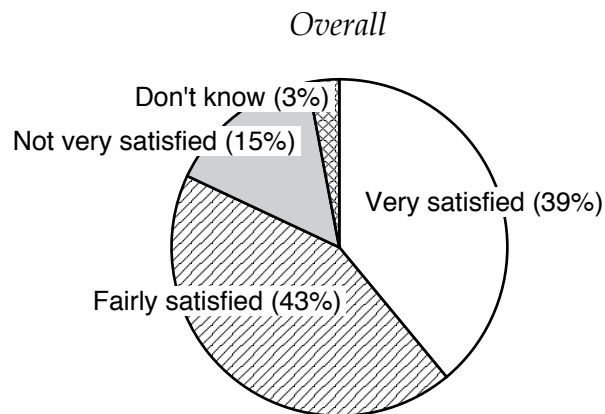
**Summary Table: Main Reasons\* For Being Not Very Satisfied With The Safety of Roads**

	Total District 2008 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Speeding / reduce speed limit	5	3	5	10	4	5
Signage / road marking	4	4	5	10	3	1
Unsafe for pedestrians / children / cyclists	3	3	-	5	-	7
Poor condition / uneven / potholes	3	1	3	11	4	2
Unsafe intersections / unsafe areas / spots	3	6	5	-	2	1
Too narrow / shoulder on road inadequate	3	1	5	12	3	1

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 79%</p>
--

v. Control Of Dogs



82% of Waipa District residents are satisfied with dog control (75% in 2007), with 39% being very satisfied (36% in 2007).

15% of residents are not very satisfied. The percent not very satisfied is slightly below the Peer Group and National Averages and similar to the 2007 reading.

41% of residents identify themselves as dog owners (33% in 2007). Of these, 80% are satisfied and 15% not very satisfied.

Residents more likely to be not very satisfied with dog control are ...

- Te Awamutu Ward residents,
- longer term residents, those residing in the District more than 10 years.

## Satisfaction With Dog Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	39	43	<b>82</b>	15	3
2007	36	39	<b>75</b>	14	11
2006	34	47	<b>81</b>	14	5
2005	28	51	<b>79</b>	15	6
2004	37	41	<b>78</b>	17	5
2003	29	42	<b>71</b>	21	8
2002	25	50	<b>75</b>	19	6
2001	27	48	<b>75</b>	17	8
2000	25	47	<b>72</b>	19	9
Dog Owners	44	36	<b>80</b>	15	5
<b><u>Comparison</u></b>					
Peer Group (Provincial)	28	45	<b>73</b>	20	7
National Average	31	43	<b>74</b>	21	5
<b><u>Ward</u></b>					
Cambridge	41	47	<b>88</b>	11	1
Takepuku <sup>†</sup>	31	42	<b>73</b>	15	13
Maungatautari	42	48	<b>90</b>	3	7
Pirongia	44	45	<b>89</b>	8	3
Te Awamutu	37	34	<b>71</b>	<b>27</b>	2
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	43	43	<b>86</b>	10	4
Lived there more than 10 years	37	42	<b>79</b>	<b>17</b>	4

% read across

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

The main reasons residents are not very satisfied with dog control are ...

- too many roaming/uncontrolled dogs,
- barking dogs,
- danger to people and other animals,
- need more control/stricter penalties/enforcement of laws.

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Dog Control**

	Total District 2008 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Too many roaming/ uncontrolled dogs	9	4	15	3	7	16
Barking dogs	3	-	-	-	3	9
Danger to people and other animals	2	1	-	3	2	3
Need more control/stricter penalties/ enforcement of laws	2	2	3	-	-	2

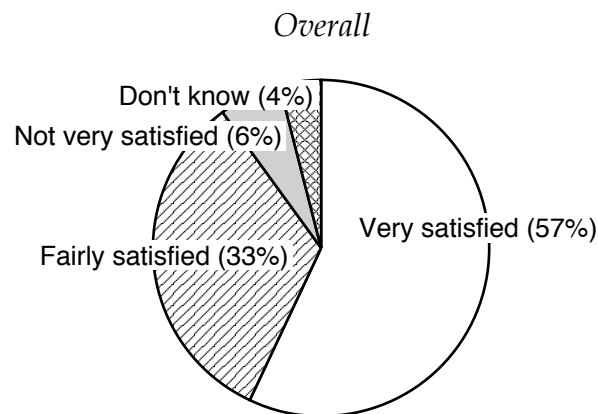
\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 82%

Dog Owners = 80%

vi. Parks And Reserves (including Sportsgrounds)



90% of District residents are satisfied with their parks and reserves (including sportsgrounds), with 57% very satisfied. 6% are not very satisfied with these facilities and 4% are unable to comment. These readings are similar to the 2007 results.

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

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

### Satisfaction With Parks And Reserves (including Sportsgrounds)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	57	33	<b>90</b>	6	4
2007	59	31	<b>90</b>	7	3
2006	54	34	<b>88</b>	9	3
2005	46	42	<b>88</b>	10	2
2004	51	35	<b>86</b>	9	5
2003	55	33	<b>88</b>	8	4
2002	45	44	<b>89</b>	6	5
2001	44	42	<b>86</b>	9	5
2000	42	39	<b>81</b>	14	5
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	50	42	<b>92</b>	4	4
National Average	52	40	<b>92</b>	5	3
<b><u>Ward</u></b>					
Cambridge	61	29	<b>90</b>	6	4
Takepuku	49	33	<b>82</b>	10	8
Maungatautari	57	36	<b>93</b>	2	5
Pirongia	60	35	<b>94</b>	2	3
Te Awamutu	55	34	<b>89</b>	8	3

% read across

\* Peer Group and National Average are the averaged readings for parks and reserves and sportsgrounds and playgrounds as these were asked separately in the 2007 National Communitrak survey.



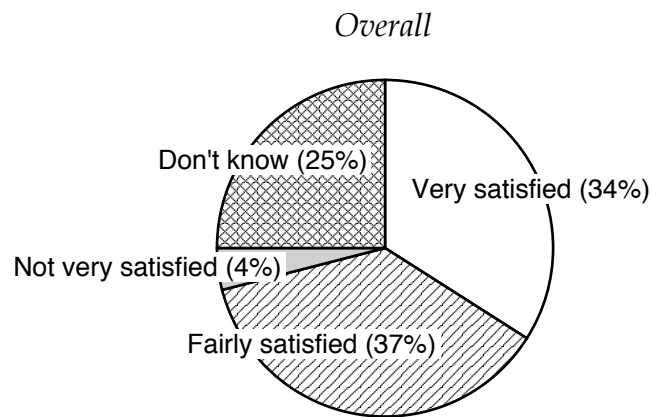
The main reasons\* residents are not very satisfied with the District's parks and reserves (including sportsgrounds) are ...

- rundown/not well kept/not as good as used to be, mentioned by 3% of all residents,
- need new equipment/facilities/need upgrading, 2%.

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 90%</p>
--

vii. Noise Control Services (excluding traffic noise and barking dogs)



71% of Waipa District residents are satisfied with Council efforts in the control of noise (65% in 2007), including 34% who are very satisfied. 4% are not very satisfied with this service while 25% are unable to comment (30% in 2007).

Waipa District is below Peer Group residents and residents nationally and similar to last year's reading, in terms of the percent not very satisfied.

There are no notable differences between Wards and socio-economic groups in terms of those not very satisfied with noise control services.

### Satisfaction With Noise Control Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	34	37	<b>71</b>	4	25
2007	32	33	<b>65</b>	5	30
2006	31	37	<b>68</b>	5	27
2005	23	44	<b>67</b>	4	29
2004	42	38	<b>80</b>	5	15
2003	35	42	<b>77</b>	9	14
2002	30	51	<b>81</b>	6	13
2001	34	46	<b>80</b>	3	17
2000	31	47	<b>78</b>	6	16
<b><u>Comparison</u></b>					
Peer Group (Provincial)	25	44	<b>69</b>	17	14
National Average	26	46	<b>72</b>	18	10
<b><u>Ward</u></b>					
Cambridge	37	45	<b>82</b>	5	<b>13</b>
Takepuku	16	34	<b>50</b>	3	<b>47</b>
Maungatautari	27	17	<b>44</b>	-	<b>56</b>
Pirongia	37	29	<b>66</b>	3	31
Te Awamutu <sup>†</sup>	38	41	<b>79</b>	5	<b>17</b>

% read across

\* readings prior to 2005 did not specifically exclude traffic noise and barking dogs

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

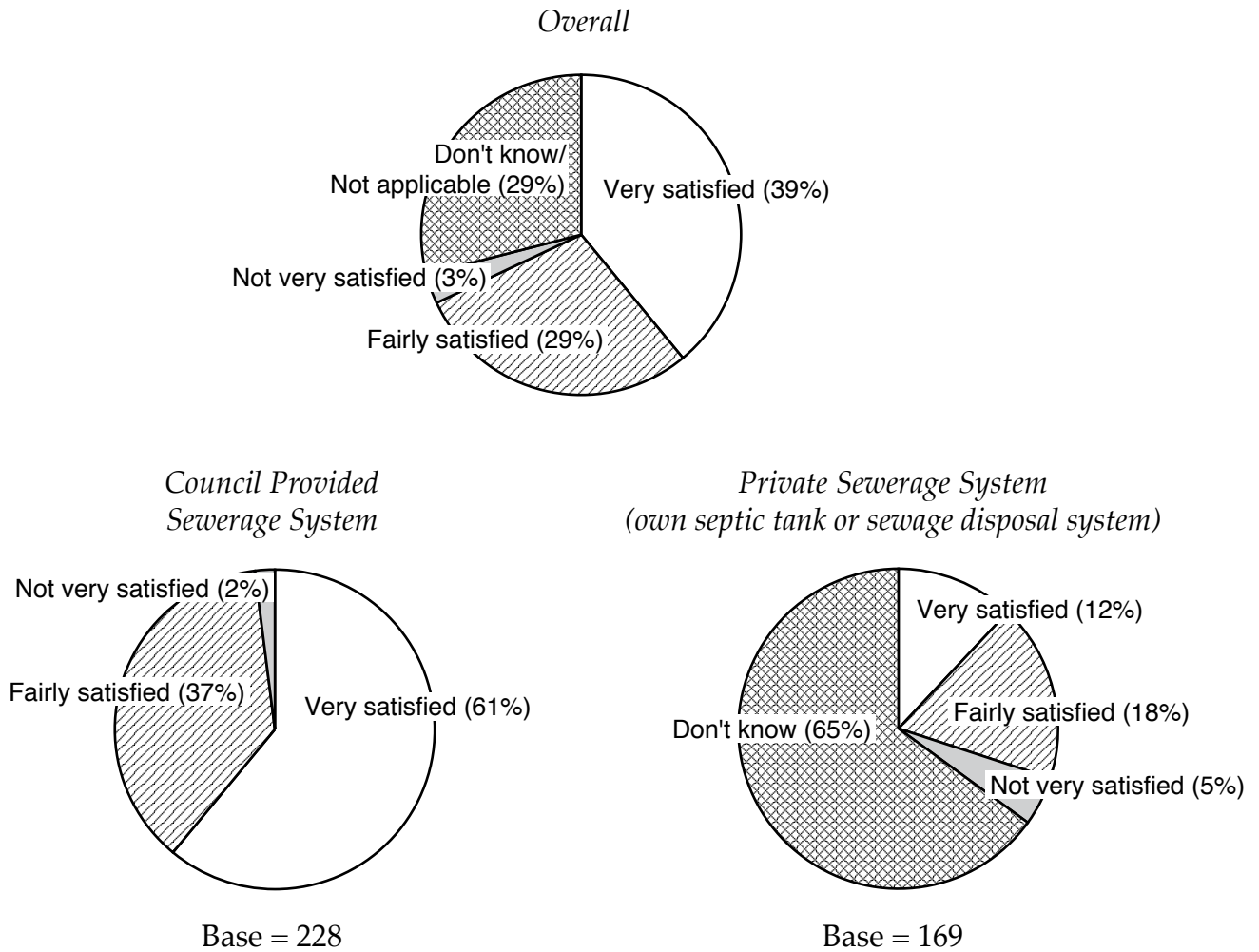
The main reasons\* residents are not very satisfied with noise control services are ...

- ineffective control, mentioned by 2% of all residents,
- slow to respond / don't respond, 1%,
- specific noises, 1%.

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 71%</p>
--

viii. Wastewater Services (that is, the Sewerage System)



Overall, 68% of Waipa District residents are satisfied with wastewater services (63% in 2007), including 39% who are very satisfied. 3% are not very satisfied and 29% are unable to comment (33% in 2007).

The percent not very satisfied is below the Peer Group Average, and slightly below the National Average for the sewerage system and similar to last year's reading.

55% of residents receive a sewage disposal service, with 98% of these "receivers" being satisfied and 2% not very satisfied.

43% of residents have a private disposal system. Of these, 30% are satisfied, 5% are not very satisfied and 65% are unable to comment.

There are no notable differences between Wards and socio-economic groups, in terms of those residents not very satisfied with the District's wastewater services.

Kakepuku and, in particular, Maungatautari and Pirongia Ward residents, are more likely, than other Ward residents, to be unable to comment.

### Satisfaction With Wastewater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	39	29	<b>68</b>	3	29
2007	37	26	<b>63</b>	4	33
2006	31	32	<b>63</b>	4	33
2005	23	45	<b>68</b>	2	30
2004	30	32	<b>62</b>	4	34
2003	28	32	<b>60</b>	5	35
2002	18	43	<b>61</b>	6	33
2001	21	34	<b>55</b>	5	40
2000	20	34	<b>54</b>	9	37
Council Provided System	61	37	<b>98</b>	2	-
Private Sewerage System	12	18	<b>30</b>	5	65
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	35	37	<b>72</b>	10	18
National Average	42	40	<b>82</b>	8	10
<b><u>Ward</u></b>					
Cambridge	51	39	90	2	8
Takepuku	10	32	42	3	55
Maungatautari	13	14	27	4	69
Pirongia	8	18	26	2	72
Te Awamutu	61	26	87	5	8

% read across

\* readings prior to 2007 and the Peer Group and National Averages refer to ratings for sewerage disposal/system

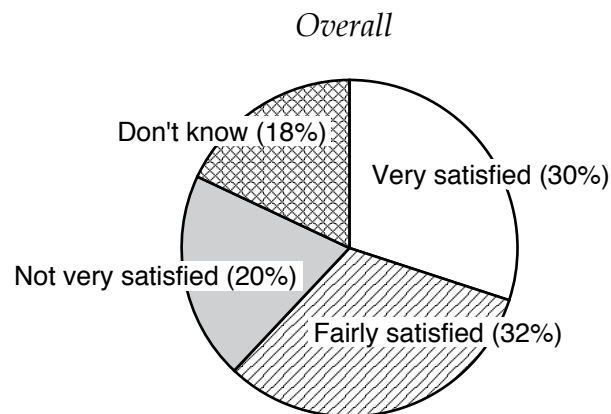
The main reasons\* residents are not very satisfied with wastewater services are ...

- no sewerage system/ only on septic tank, mentioned by 1% of all residents,
- bad smell, 1%,
- needs upgrading/improving, 1%.

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 68%
Receivers of Council-Provided Service	= 98%
Receivers of Private Disposal System	= 30%

ix. Swimming Pools



62% of Waipa District residents overall are satisfied with the District's swimming pools, including 30% who are very satisfied (38% in 2007). 20% are not very satisfied with these facilities and 18% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages, and similar to the 2007 reading.

Residents more likely to be not very satisfied with swimming pools, are ...

- Cambridge and Maungatautari Ward residents,
- women,
- residents who live in a three or more person household.



## Satisfaction With Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	30	32	<b>62</b>	20	18
2007	38	26	<b>64</b>	20	16
2006	27	31	<b>58</b>	27	15
2005	34	29	<b>63</b>	25	12
2004	43	22	<b>65</b>	17	18
2003	48	24	<b>72</b>	11	17
2002	39	26	<b>65</b>	12	23
2001	24	28	<b>52</b>	17	31
2000	21	37	<b>58</b>	20	22
<b><u>Comparison</u></b>					
Peer Group (Provincial)	29	34	<b>63</b>	13	24
National Average	38	32	<b>70</b>	11	19
<b><u>Ward</u></b>					
Cambridge*	14	37	<b>51</b>	30	20
Kakepuku	56	17	<b>73</b>	11	16
Maungatautari	21	26	<b>47</b>	29	24
Pirongia	40	33	<b>73</b>	4	23
Te Awamutu	39	33	<b>72</b>	16	12
<b><u>Gender</u></b>					
Male	35	30	<b>65</b>	14	21
Female	26	34	<b>60</b>	25	15
<b><u>Household Size</u></b>					
1-2 person household	25	28	<b>53</b>	16	31
3+ person household	35	36	<b>71</b>	23	6

% read across

\* does not add to 100% due to rounding

The main reasons residents are not very satisfied with the District's swimming pools are ...

- needs covering/all year round pool/need an indoor pool,
- water temperature/needs heating,
- often booked out/lanes not available,
- Cambridge pool needs upgrading.

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Swimming Pools**

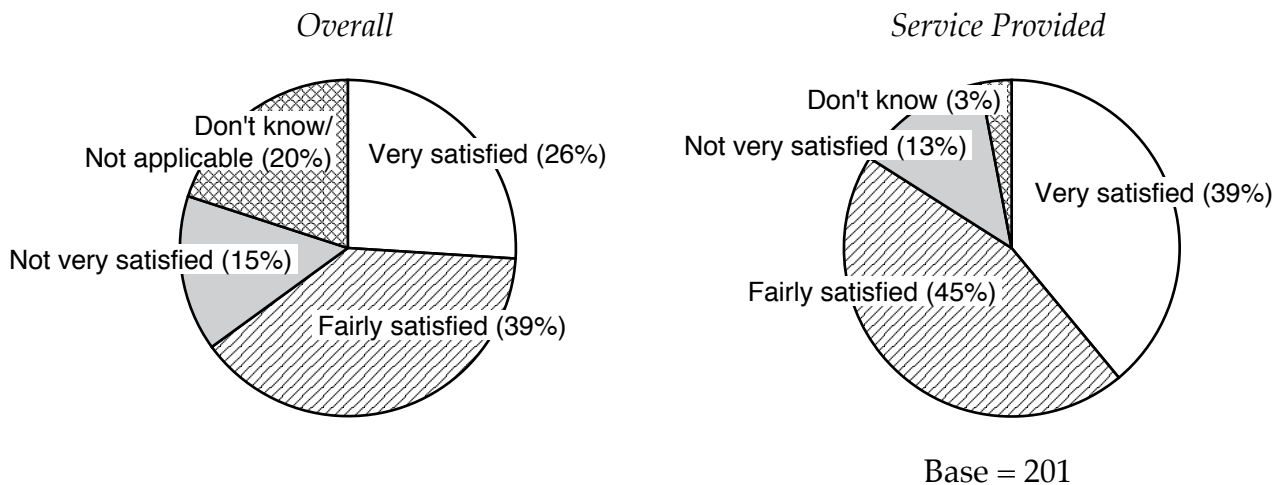
	Total District 2008 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Needs covering/all year round pool/need an indoor pool	6	10	3	15	-	1
Water temperature/needs heating	5	8	3	8	-	2
Often booked out/lanes not available	4	9	-	7	-	2
Cambridge pool needs upgrading	4	8	-	15	-	-

\* multiple responses allowed

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

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 62%</p>
--

x. Stormwater Services



65% of residents overall are satisfied with the District's stormwater services, including 26% who are very satisfied (29% in 2007). 15% are not very satisfied with this service and 20% are unable to comment (23% in 2007).

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and the 2007 reading.

49% of residents receive a piped stormwater collection, with 84% of this group being satisfied (75% in 2007) and 13% not very satisfied (18% in 2007).

Residents who live in a three or more person household are more likely to be not very satisfied with stormwater services, than smaller households.

## Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	26	39	<b>65</b>	15	20
2007	29	34	<b>63</b>	14	23
2006	18	42	<b>60</b>	21	19
2005	14	46	<b>60</b>	20	20
2004	19	42	<b>61</b>	18	21
2003	17	40	<b>57</b>	24	19
2002	15	47	<b>62</b>	22	16
2001	17	42	<b>59</b>	16	25
2000	16	46	<b>62</b>	19	19
Service Provided	39	45	<b>84</b>	13	3
<b><u>Comparison</u></b>					
Peer Group (Provincial)	25	40	<b>65</b>	19	16
National Average	30	46	<b>76</b>	14	10
<b><u>Ward</u></b>					
Cambridge	36	43	79	16	5
Takepuku	10	31	<b>41</b>	8	51
Maungatautari	10	29	<b>39</b>	7	54
Pirongia	9	38	<b>47</b>	21	32
Te Awamutu	35	41	76	17	7
<b><u>Household Size</u></b>					
1-2 person household	27	42	69	12	19
3+ person household†	25	37	<b>62</b>	19	20

% read across

\* does not add to 100% due to rounding

The main reasons residents are not very satisfied with stormwater services are ...

- flooding/surface water,
- drains blocked/need clearing more often,
- inadequate/not coping/overflows/need upgrading.

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Stormwater Services**

	Total District 2008 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Flooding/surface water	7	7	3	2	5	10
Drains blocked/need cleaning more often	5	6	5	5	4	6
Inadequate/not coping/overflows/need upgrading	3	1	3	-	6	4

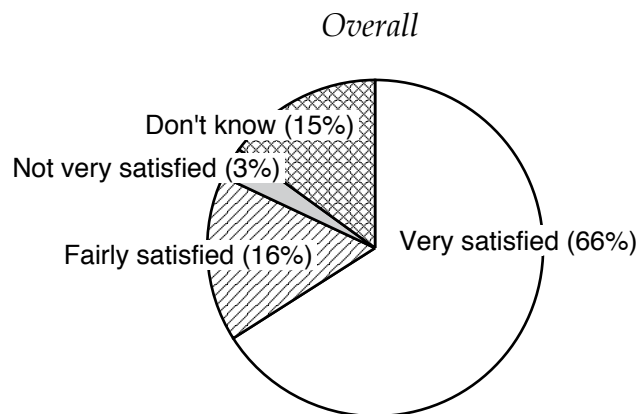
\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 65%

Receivers of Service = 84%

*xi. Library Service*



82% of residents overall are satisfied with the library service in the Waipa District (77% in 2007), with 66% being very satisfied (61% in 2007). 3% are not very satisfied and 15% of residents are unable to comment on the District's library service (19% in 2007).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2007 reading.

There are no notable differences between Wards and 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><u>Overall</u></b>					
Total District 2008	66	16	<b>82</b>	3	15
2007	61	16	<b>77</b>	4	19
2006	60	21	<b>81</b>	5	14
2005	62	22	<b>84</b>	3	13
2004	63	17	<b>80</b>	4	16
2003	59	20	<b>79</b>	5	16
2002	58	23	<b>81</b>	3	16
2001	46	27	<b>73</b>	8	19
2000	51	21	<b>72</b>	13	15
<b><u>Comparison</u></b>					
Peer Group (Provincial)	64	26	<b>90</b>	3	7
National Average	67	25	<b>92</b>	2	6
<b><u>Ward</u></b>					
Cambridge	68	17	<b>85</b>	3	12
Takepuku	53	22	<b>75</b>	2	23
Maungatautari	70	13	<b>83</b>	-	17
Pirongia	64	15	<b>79</b>	2	19
Te Awamutu	69	13	<b>82</b>	4	14

% read across

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

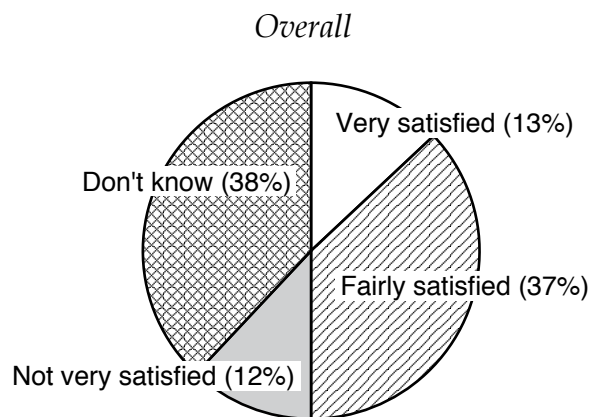
- charges/too expensive/ should be free, mentioned by 1% of all residents,
- need more books/better selection, 1%.

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes: Total District = 82%
--



- xii. Town Planning, ie, Planning and Inspection Services  
 (Building Control and building inspections are excluded, as these are asked separately)



50% of residents are satisfied with planning and inspection services in the Waipa District, excluding building control and building inspections, while 12% are not very satisfied with this service (15% in 2007). 38% are unable to comment on planning and inspection services.

The percent not very satisfied (12%) is below the Peer Group and National Averages for town planning / planning and inspection services.

There are no notable differences between Wards and socio-economic groups, in terms of those not very satisfied with town planning.

## Satisfaction With Town Planning

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	13	37	<b>50</b>	12	38
2007	13	35	<b>48</b>	15	37
2006	13	36	<b>49</b>	15	36
2005	8	47	<b>55</b>	10	35
2004	13	36	<b>49</b>	7	44
2003	15	36	<b>51</b>	10	39
2002	9	41	<b>50</b>	8	42
2001	11	32	<b>43</b>	13	44
2000*	16	28	<b>44</b>	10	46
<b><u>Comparison*</u></b>					
Peer Group (Provincial)	13	36	<b>49</b>	26	25
National Average	11	40	<b>51</b>	24	25
<b><u>Ward</u></b>					
Cambridge	10	36	<b>46</b>	14	40
Takepuku	12	37	<b>49</b>	11	40
Maungatautari	12	43	<b>55</b>	10	35
Pirongia	17	28	<b>45</b>	7	48
Te Awamutu	14	41	<b>55</b>	13	32

% read across

\* the 2000 reading and the Peer Group and National Averages relates to ratings for planning and inspection services, where building control and building inspections were not excluded

The main reasons residents are not very satisfied with planning and inspection services are ...

- poor traffic planning,
- too slow,
- poor planning/lack of forethought,
- character of Cambridge is changing,
- too much subdividing/small sections/too many houses built.

\* multiple responses allowed

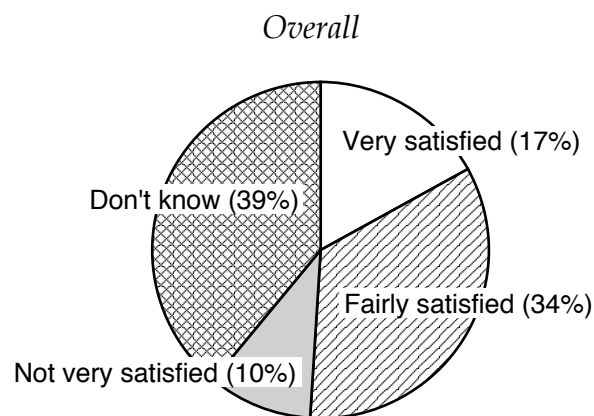
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Town Planning**

	Total District 2008 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Poor traffic planning	3	3	2	2	2	6
Too slow	2	-	4	3	4	3
Poor planning/lack of forethought	2	3	-	2	-	3
Character of Cambridge is changing	2	5	-	-	-	-
Too much subdividing/small sections/too many houses built	2	3	2	-	2	-

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 50%</p>
--

*xiii. Building Control & Building Inspections*



51% of residents are satisfied with building control and building inspections, 10% are not very satisfied and a significant percentage (39%) are unable to comment. These readings are similar to last year's results.

The percent not very satisfied (10%) is below the Peer Group and National Averages for town planning, ie, planning and inspection services.

Men are more likely to be not very satisfied with building control and building inspections, than women.

### Satisfaction With Building Control & Building Inspections

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b> <sup>†</sup>					
Total District 2008	17	34	51	10	39
2007	17	32	49	11	40
2006	16	33	49	8	43
2005	15	44	59	9	32
2004	17	32	49	8	43
2003	22	35	57	6	37
2002	17	34	51	5	44
2001	24	29	53	7	40
<b><u>Comparison</u></b> <sup>*</sup>					
Peer Group (Provincial)	13	36	49	26	25
National Average	11	40	51	24	25
<b><u>Ward</u></b>					
Cambridge	13	33	46	10	44
Takepuku <sup>††</sup>	19	29	48	11	40
Maungatautari	28	46	74	6	20
Pirongia	29	32	61	11	28
Te Awamutu	11	34	45	9	46
<b><u>Gender</u></b>					
Male	20	36	56	13	31
Female	15	32	47	6	47

% read across

\* the Peer Group and National Averages relate to ratings of town planning ie, planning & inspection services

<sup>†</sup> not asked in 2000

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

The main reasons residents who are not very satisfied with building control and building inspections are ...

- too many rules and regulations/pedantic,
- inspections/inspectors could be improved,
- inconsistent/variations.

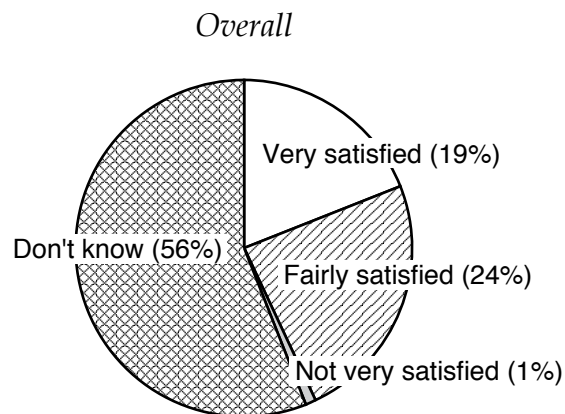
### Summary Table: Main Reasons\* For Being Not Very Satisfied With Building Control and Building Inspections

	Total District 2008 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Too many rules and regulations/pedantic	4	6	5	-	4	3
Inspections/inspectors could be improved	3	3	2	6	4	-
Inconsistent/variations	2	1	4	3	-	2

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 51%</p>
--

*xiv. Civil Defence Organisation*



43% of Waipa District's residents are satisfied with the Civil Defence Organisation (40% in 2007). A large percentage of residents (56%) are unable to comment on Civil Defence.

The percent not very satisfied (1%) is similar to previous years' results, and below the Peer Group and National Averages.

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

### Satisfaction With Civil Defence Organisation

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b>					
Total District 2008	19	24	<b>43</b>	1	56
2007	17	23	<b>40</b>	3	57
2006	12	29	<b>41</b>	3	56
2005	14	36	<b>50</b>	1	49
2004	19	22	<b>41</b>	2	57
2003	22	29	<b>51</b>	2	47
2002	13	32	<b>45</b>	3	52
2001	18	29	<b>47</b>	4	49
2000	16	25	<b>41</b>	4	55
<b><u>Comparison</u></b>					
Peer Group (Provincial)	16	32	<b>48</b>	10	42
National Average	16	35	<b>51</b>	15	34
<b><u>Ward</u></b>					
Cambridge	25	26	<b>51</b>	2	47
Takepuku	10	26	<b>36</b>	2	62
Maungatautari	14	19	<b>33</b>	-	67
Pirongia	21	25	<b>46</b>	2	52
Te Awamutu*	16	20	<b>36</b>	1	64

% read across

\* does not add to 100% due to rounding

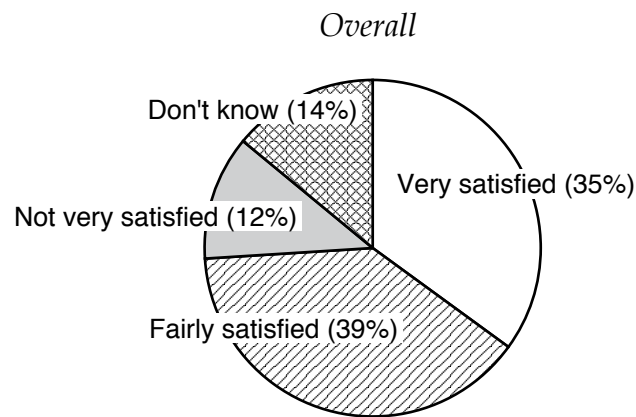


The main reasons\* residents are not very satisfied with the Civil Defence Organisation are ...

- never hear about it/ don't know about it, mentioned by 1% of all residents,
- not well organised/ no training, 1%.

\* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes: Total District = 43%
--

*xv. Public Toilets*

74% of residents are satisfied with the public toilets (70% in 2007), including 35% who are very satisfied, while 14% are unable to comment. 12% of residents are not very satisfied with public toilets (16% in 2007).

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

Non-ratepayers are more likely to be not very satisfied with public toilets, than ratepayers.

### Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	35	39	<b>74</b>	12	14
2007	36	34	<b>70</b>	16	14
2000	24	28	<b>52</b>	20	28
<b><u>Comparison</u></b>					
Peer Group (Provincial)	25	47	<b>72</b>	19	9
National Average	22	48	<b>70</b>	20	10
<b><u>Ward</u></b>					
Cambridge	36	43	<b>79</b>	6	15
Takepuku	28	36	<b>64</b>	12	24
Maungatautari	43	42	<b>85</b>	7	8
Pirongia	35	35	<b>70</b>	15	15
Te Awamutu	32	36	<b>68</b>	18	14
<b><u>Ratepayer?</u></b>					
Ratepayer	35	39	<b>74</b>	10	16
Non-ratepayer	30	41	<b>71</b>	20	9

% read across

\* not asked between 2001-2006

The main reasons residents are not very satisfied with public toilets are ...

- old/not maintained/need upgrading,
- none/not enough toilets/need more/removed and not replaced,
- dirty/messy/filthy/smell.

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

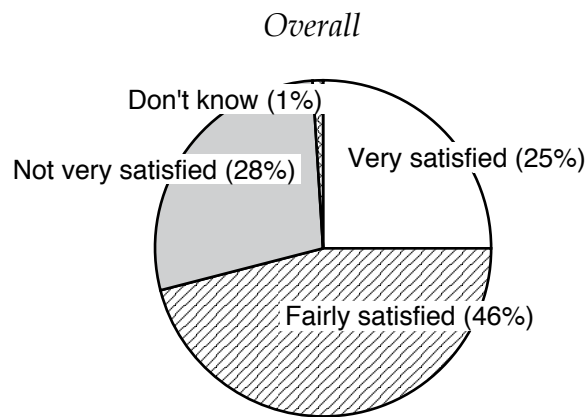
	Total District 2008 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Old/not maintained/need upgrading	5	3	3	2	10	6
None/not enough toilets/need more/removed and not replaced	4	3	-	5	3	8
Dirty/messy/filthy/smell	4	2	6	2	5	6

\* multiple responses allowed

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

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 74%</p>
--

*xvi. Parking In Cambridge & Te Awamutu*



71% of residents are satisfied with parking in Cambridge and Te Awamutu, including 25% who are very satisfied (28% in 2007). 28% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages and similar to the 2007 reading.

Longer-term residents, those residing in the District more than 10 years, are more likely to be not very satisfied with parking in Cambridge and Te Awamutu, than shorter term residents.

It appears that Pirongia and Kakepuku Ward residents are slightly less likely, than other Ward residents, to feel this way.

### Satisfaction With Parking In Cambridge & Te Awamutu

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall</u></b> <sup>†</sup>					
Total District 2008	25	46	<b>71</b>	28	1
2007	28	43	<b>71</b>	28	1
2006	28	46	<b>74</b>	26	-
2005	23	49	<b>72</b>	26	2
<b><u>Comparison</u></b> <sup>*</sup>					
Peer Group (Provincial)	21	41	<b>62</b>	36	2
National Average	23	40	<b>63</b>	36	1
<b><u>Ward</u></b>					
Cambridge	26	43	<b>69</b>	30	1
Takepuku	27	52	<b>79</b>	21	-
Maungatautari	15	53	<b>68</b>	32	-
Pirongia	36	49	<b>85</b>	15	-
Te Awamutu	22	43	<b>65</b>	35	-
<b><u>Length of Residence</u></b>					
Lived there 10 years or less	25	(51)	(76)	24	-
Lived there more than 10 years	26	43	<b>69</b>	(31)	-

% read across

\* comparison figures for the Peer Group and National Averages are based on ratings of parking in your local town

† not asked prior to 2005

The main reasons residents are not very satisfied with parking in Cambridge and Te Awamutu are ...

- not enough parking/need more,
- people park all day/many hours/parking taken by workers,
- took out angle parking/parallel parking difficult,
- congested areas/heavy trucks/busy roads/need bypass,
- suggested options to increase parking spaces.

\* multiple responses allowed

**Summary Table: Main Reasons\* For Being Not Very Satisfied With Parking In Cambridge & Te Awamutu**

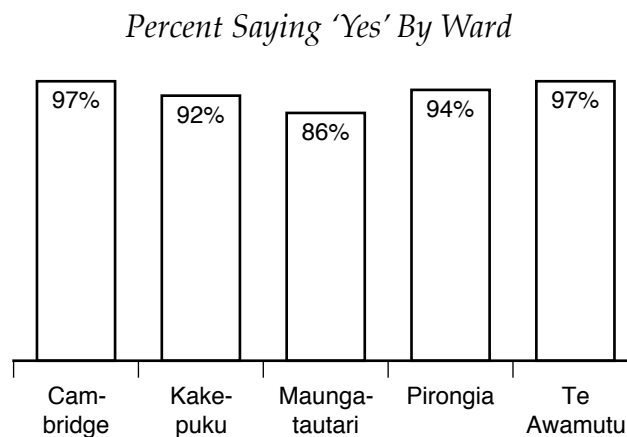
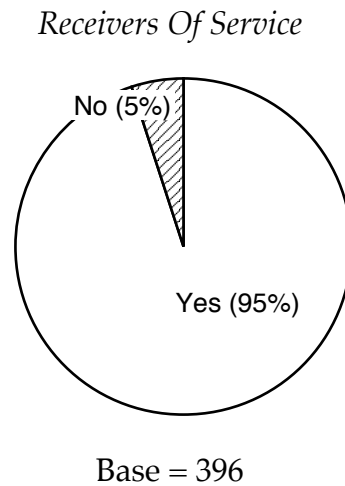
	Total District 2008 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Not enough parking/need more	21	23	17	32	12	21
People park all day/many hours/parking taken by workers	4	4	2	5	2	5
Took out angle parking/parallel parking difficult	4	2	2	3	1	8
Congested areas/heavy trucks/busy roads/need bypass	2	3	-	2	-	3
Suggested options to increase parking spaces	2	-	3	3	-	3

\* multiple responses allowed

<p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 71%</p>
--

## b. Kerbside & Roadside Recycling Service

### i. Usage



In March 2007, a full weekly kerbside recycling service was introduced in urban areas and in July 2007 a roadside recycling service was introduced in rural areas on a fortnightly basis. 99% of residents say they are provided with the kerbside or roadside recycling service where they live.

95% of these households use this service.

There are no notable differences between Wards and socio-economic groups in terms of those households who use the kerbside or roadside recycling service.

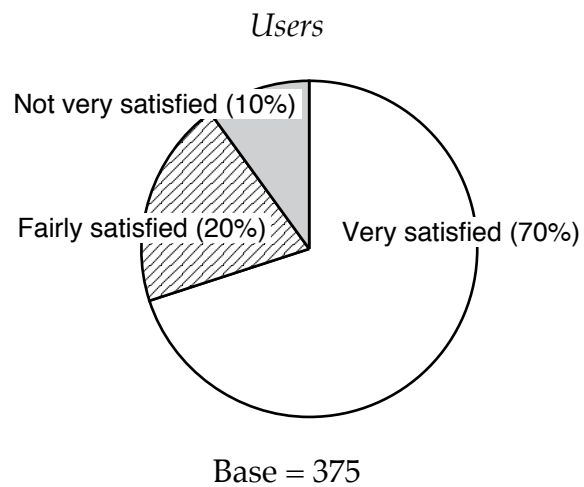


The main reasons\* residents say their household does not use the kerbside or roadside recycling service are ...

- use wheelie bin/private collection, mentioned by 28% of residents who are provided with the service but do not use it, (6 respondents),
- too expensive/have to pay for it, 17% (4 respondents),
- not enough to recycle, 16% (3 respondents),
- recycle elsewhere/use other options, 14% (3 respondents).

\* multiple responses

ii. Satisfaction



90% of residents\* are satisfied with the kerbside or roadside recycling service, while 10% are not very satisfied.

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

\* those residents who are provided with the Council's weekly kerbside or fortnightly roadside recycling service and whose household use either service (N=375)

### User Satisfaction With The Kerbside Or Roadside Recycling Service

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Users*</u></b>					
2008	70	20	<b>90</b>	10	-
2007	81	13	<b>94</b>	5	1
<b><u>Comparison<sup>†</sup></u></b>					
Peer Group (Provincial)	45	37	<b>82</b>	17	1
National Average	53	35	<b>88</b>	12	-
<b><u>Ward</u></b>					
Cambridge	68	24	<b>92</b>	8	-
Takepuku	72	10	<b>82</b>	18	-
Maungatautari	74	19	<b>93</b>	7	-
Pirongia	76	18	<b>94</b>	6	-
Te Awamutu	69	19	<b>88</b>	12	-
<b><u>Household Size</u></b>					
1-2 person household	71	23	<b>94</b>	6	-
3+ person household	70	17	<b>87</b>	<b>13</b>	-

\* not asked prior to 2007

<sup>†</sup> Peer Group and National Average refer to user satisfaction with recycling

Base = 375

The main reasons residents<sup>†</sup> are not very satisfied with the kerbside or roadside recycling service are ...

- inconsistent pick up times / unclear / not collected for days / weeks, mentioned by 4% of residents<sup>†</sup>,
- recyclables left behind / mess left on road, 3%,
- list of recyclable items not clear / leave items behind, 2%,
- need to extend range of recyclables they collect, 2%.

<sup>†</sup> those residents who are provided with the Council's weekly kerbside or fortnightly roadside recycling service and whose household use either service (N=375)

\* multiple responses allowed



## 2. Museums

a. Usage

**Frequency Of Visits**

	Te Awamutu Museum %	Cambridge Museum %
Three times or more	8	2
Once or twice	59	29
Not at all	28	68
Don't know	5	1

Base = 101

In the last 12 months, 25% of households have visited a Museum in the District.

Of these, 67% have visited the Te Awamutu Museum in the last 12 months (81% in 2007), while 31% have visited the Cambridge Museum (20% in 2007).

It appears that residents<sup>†</sup> who live in a one or two person household, are slightly more likely to say they, or a member of their household, have visited the Te Awamutu Museum, than those who live in a three or more person household.

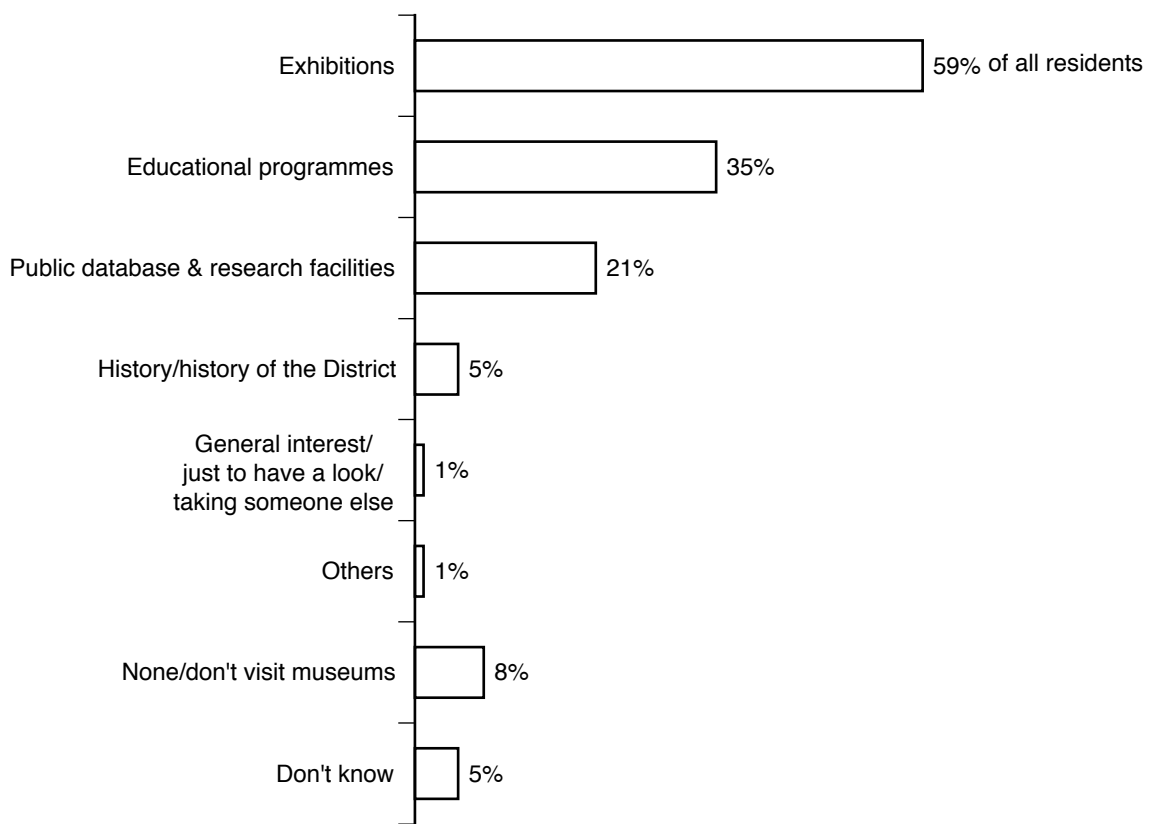
Residents<sup>†</sup> who live in a three or more person household are more likely to say they, or a member of their household, have visited the Cambridge Museum, than those who live in a one or two person household.

NB: no comparisons are made between Wards and some socio-economic groups as the bases are small <30

<sup>†</sup> those residents who have visited a Museum in the District in the last 12 months (N=101)

## b. Preferred Services

Regardless of whether or not residents have visited a Museum in the District in the last 12 months, the services they would be most\* likely to use are:



\* multiple responses allowed

The main museum services residents would most likely use are exhibitions (59%), educational programmes (35%) and public database and research facilities (21%).

### c. Satisfaction



64% of residents are satisfied with the Museums in the District (59% in 2007), while a significant percentage (31%) are unable to comment on this Council service. 5% of residents are not very satisfied with Museums.

87% of visitors are satisfied with the Museums in the District and 10% not very satisfied.

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and the 2007 reading.

There are no notable differences between Wards and socio-economic groups, in terms of those not very satisfied with Museums.



## Satisfaction With Museums

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b><u>Overall*</u></b>					
Total District 2008	22	42	<b>64</b>	5	31
2007	25	34	<b>59</b>	5	36
2006	27	29	<b>56</b>	6	38
Visitors	41	46	<b>87</b>	10	3
<b><u>Comparison</u></b>					
Peer Group (Provincial)	32	26	<b>58</b>	8	34
National Average	45	20	<b>65</b>	6	29
<b><u>Ward</u></b>					
Cambridge	16	41	<b>57</b>	9	34
Takepuku	23	41	<b>64</b>	5	31
Maungatautari	11	40	<b>51</b>	2	47
Pirongia	26	40	<b>66</b>	2	32
Te Awamutu	30	44	<b>74</b>	3	23

% read across

\* not asked prior to 2006

The main reasons\* residents are not very satisfied with the District's Museums are ...

- displays are boring/ never change/ need better displays/ more variety, mentioned by 3% of residents,
- premises are too small, 2%.

\* multiple responses allowed

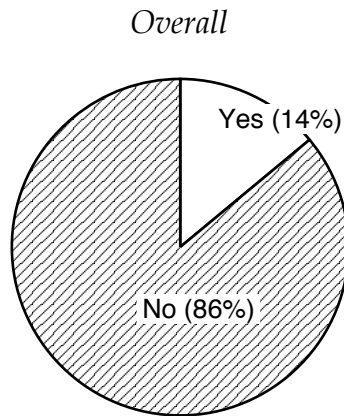
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 64%  
Visitors = 87%

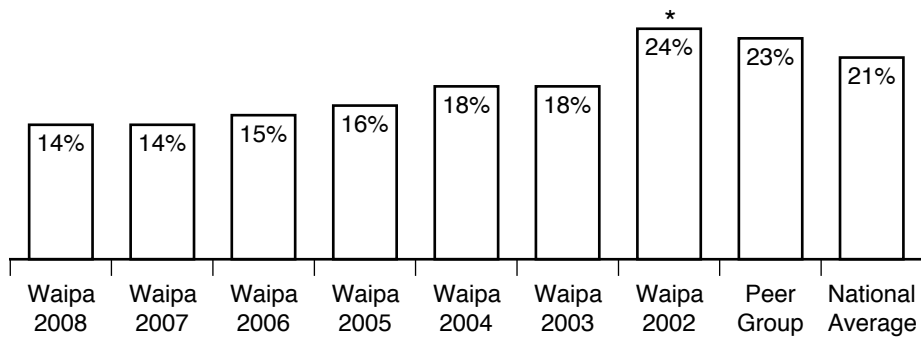


### 3. Contact With Council

a. Contact With A Councillor And/Or The Mayor In The Last 12 Months

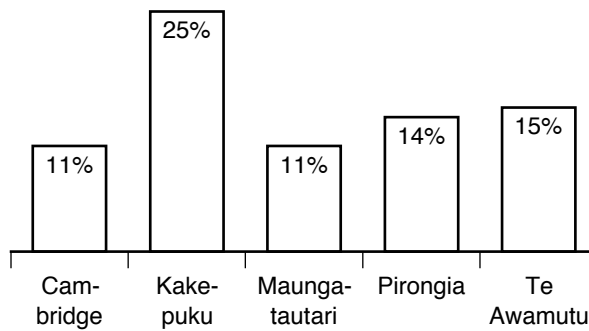


*Percent Saying 'Yes' - Comparison*

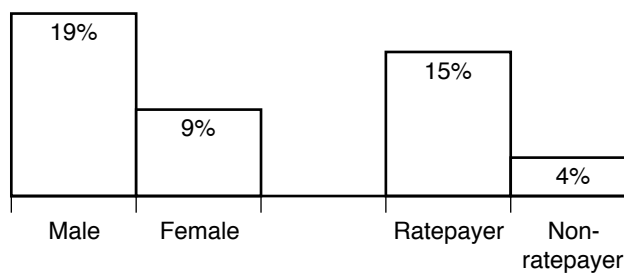


\* residents who said they have spoken to a Councillor and/or the Mayor

*Percent Saying 'Yes' - By Ward*



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



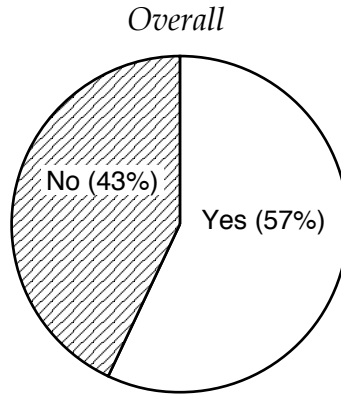
14% of residents have contacted a Councillor or the Mayor in the last 12 months, by phone, in person, in writing and/or by email. This is below the Peer Group and National Averages and similar to the 2007 reading.

Residents more likely to say they have contacted a Councillor or the Mayor in the last 12 months are ...

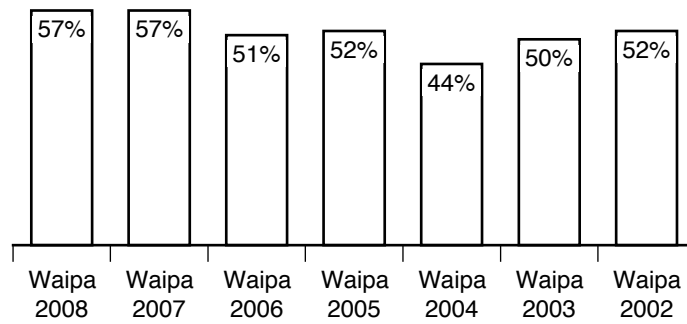
- men,
- ratepayers.

**b. Customer Service**

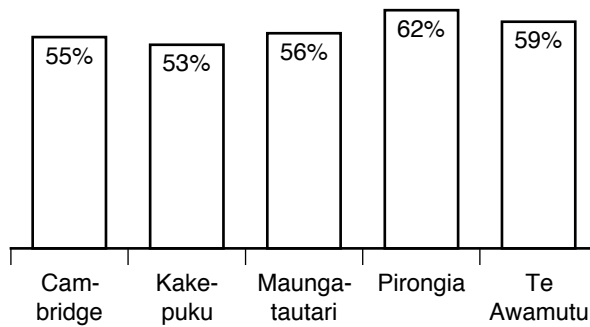
*i. Have Residents Contacted The Council By Phone Or In Person, In The Last 12 Months?*



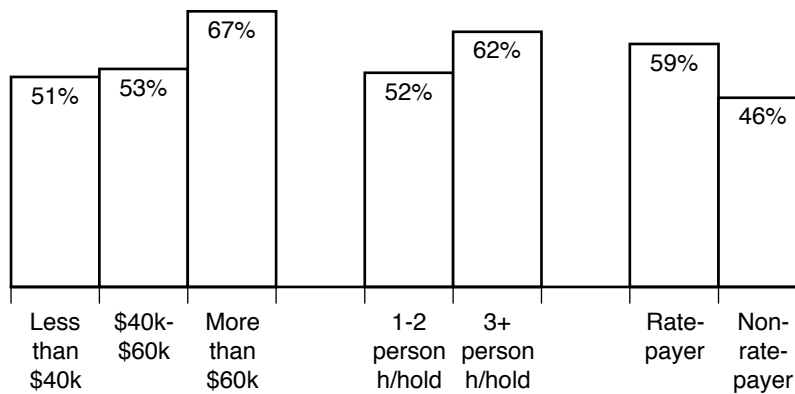
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Ward*



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



57% of Waipa District residents say they have contacted the Council by phone or in person, in the last 12 months.

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

- residents with an annual household income of more than \$60,000,
- residents who live in a three or more person household,
- ratepayers.

ii. What Was The Nature Of The Resident's Query?

The main types of queries mentioned by residents\* are ...

- dog control/registration/dog issues,
- building permits/consents,
- rates issues,
- about a property/LIM reports/plans/boundaries, etc,
- roading/road signs/marketing/traffic issues,
- building department/services/building matters,
- subdivision of property/property development.

**Summary Table: Main Types Of Queries\*\* Mentioned By Residents Contacting Council**

	Residents* who have contacted Council in last 12 months %	Ward				
		Cambridge %	Kake- puku <sup>†</sup> %	Maunga- tautari <sup>†</sup> %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Dog control/registration/ dog issues	19	12	16	29	31	17
Building permit/consents	14	16	10	15	14	12
Rates issues	12	13	6	9	6	16
About a property/LIM reports/ plans/boundaries etcetera	11	12	19	4	3	13
Roading/road signs/marketing/ traffic issues	9	11	3	11	9	8
Building department/services/ building matters	8	12	11	8	3	7
Subdivision of property/ property development	6	8	11	7	5	2

\*\* multiple responses allowed

<sup>†</sup> caution: small base (N = 21 & 23 respectively)

\* the 224 residents who said they had contacted Council by phone or in person, in the last 12 months

Other queries mentioned by 4% of residents\* are ...

- building inspection,
- rubbish collection and disposal/ recycling,
- fire permits/ fire issues,

by 3% ...

- stormwater drainage/ flooding issues,
- noise control,
- water issues,
- tree problems,
- maintenance/ tidying up/ control of weeds,

by 2% ...

- town planning/ zoning,

by 1% ...

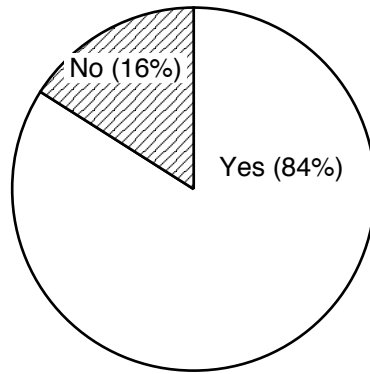
- sewerage issues,
- resource consent,
- food and beverage issues.

\* the 224 residents who said they had contacted Council by phone or in person, in the last 12 months



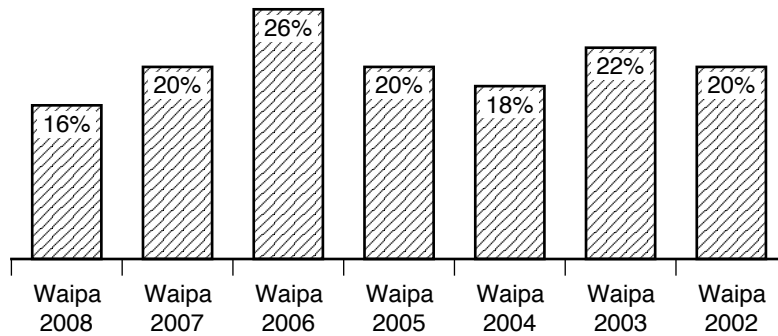
iii. Was Query Attended To In A Timely Fashion?

*Residents Who Have Contacted Council In Last 12 Months*



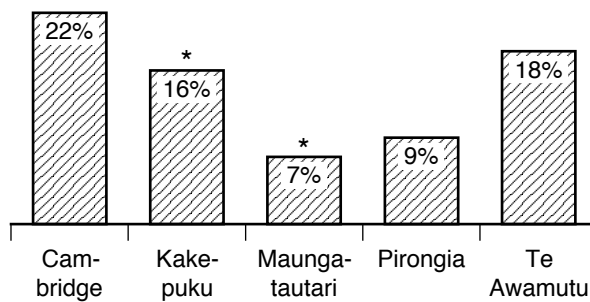
Base = 224

*Percent Saying 'No' - Comparison\**



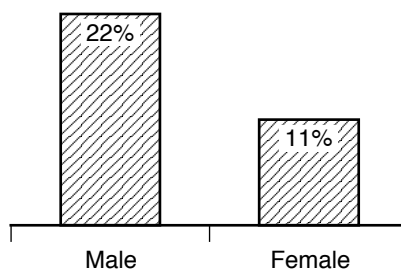
\* prior to 2006 residents were asked "Was your query attended to in a timely fashion and to your satisfaction?" In 2007 this was asked separately.

*Percent Saying 'No' - By Ward*



\* caution: small bases

*Percent Saying 'No' - Comparing Different Types Of Residents*



84% of residents<sup>†</sup> say their query was attended to in a timely fashion (80% in 2007), while 16% say it was not (20% in 2007).

Men<sup>†</sup> are more likely to feel their query was not attended to in a timely fashion, than women<sup>†</sup>.

<sup>†</sup> those residents who have contacted Council by phone, or in person, in the last 12 months (N=224)

### Analysis Of Timeliness By Main Types Of Queries

	Base**	Attended to in a Timely Fashion	
		Yes %	No %
<u>Main Queries</u>			
Dog control/registration/dog issues	43	98	2
Building permit/consents	31	87	13
Rates issues	26	96	4
About a property/LIM reports/plans/boundaries etc	24	100	-
Roading/road signs/marketing/traffic issues	21	57	43
Building department/services/building matters	19	79	21
Subdivision of property/property development	14	86	14

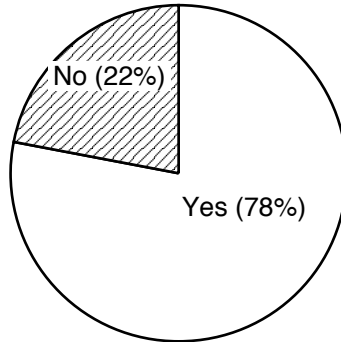
\*\* weighted base. Caution required as all bases are small (<30), except dog control/registration/dog issues and building permits/consents

98% (42 respondents) of those residents who have contacted Council in the last 12 months about dog control/registration/dog issues, said their query was attended to in a timely fashion, while 87% (27 respondents) of contacting Council about building permits/consents felt this way.

This analysis, when extended across all 20 types of queries mentioned, shows that in 16 instances respondents felt their query was not dealt with in a timely fashion. This indicates that dissatisfaction with this aspect of customer service does not relate to a single issue, but rather is spread across a range of queries. It is noted however that nine out of 21 respondents said their roading/road signs/marketing/traffic issues were not dealt with to their satisfaction.

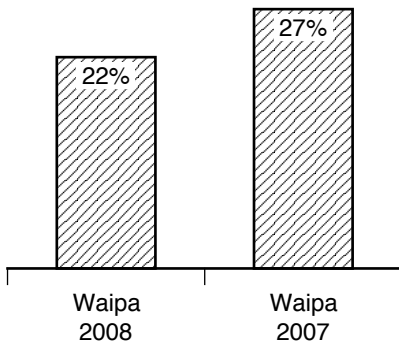
iv. Was Query Attended To Your Satisfaction?

*Residents Who Have Contacted Council In Last 12 Months*

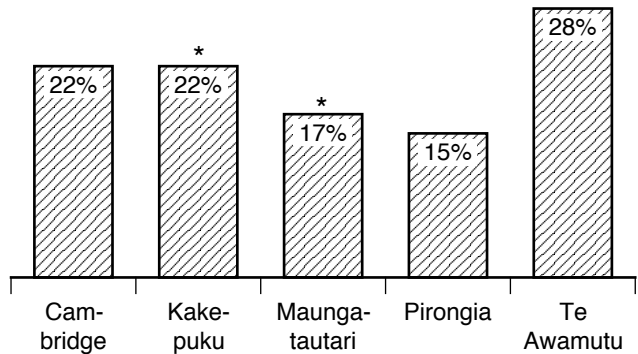


Base = 224

*Percent Saying 'No' - Comparison*

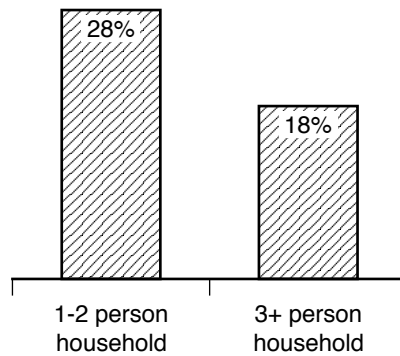


*Percent Saying 'No' - By Ward*



\* caution: small bases

*Percent Saying 'No' - Comparing Different Types Of Residents*



78% of residents<sup>†</sup> say their query was dealt with to their satisfaction (73% in 2007), while 22% say it was not (27% in 2007).

Residents<sup>†</sup> who live in a one or two person household are more likely to say 'No', than those who live in a three or more person household.

<sup>†</sup> those residents who have contacted Council by phone, or in person, in the last 12 months (N=224)

### Analysis Of Timeliness By Main Types Of Queries

	Base**	Satisfaction	
		Yes %	No %
<u>Main Queries</u>			
Dog control/registration/dog issues	43	84	16
Building permit/consents	31	94	6
Rates issues	26	92	8
About a property/LIM reports/plans/ boundaries etc	24	92	8
Roading/road signs/marketing/traffic issues	21	38	62
Building department/services/building matters	19	79	21
Subdivision of property/property development	14	71	29

\*\* weighted base. Caution required as all bases are small (<30), except dog control/registration/dog issues and building permits/consents

84% (36 respondents) of those residents who have contacted Council in the last 12 months on dog control/registration/dog issues, said their query was dealt with to their satisfaction, while 94% (29 respondents) of those who contacted Council regarding building permits/consents felt this way.

13 out of 21 respondents said their roading/road signs/marketing/traffic issue queries were not dealt with to their satisfaction.

The main reasons<sup>†</sup> residents said their query was not dealt with to their satisfaction are ...

- unsatisfactory outcome/ongoing problem, mentioned by 32% of residents\*,
- lack of action, 24%,
- lack of knowledge/unable to help, 16%.

\* those residents who have contacted Council by phone/in person in the last 12 months and say their query was not dealt to their satisfaction (N=50)

<sup>†</sup> multiple responses allowed

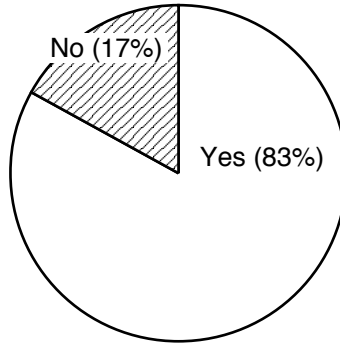


#### 4. Communication

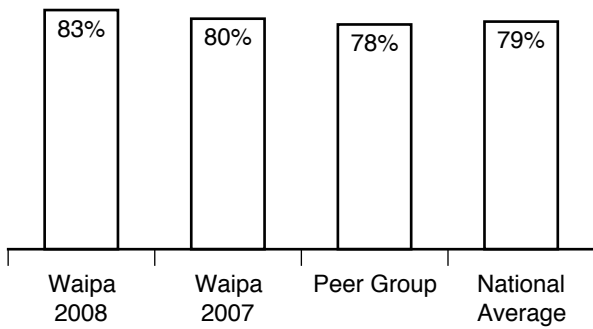
**a. Internet**

*i. Access*

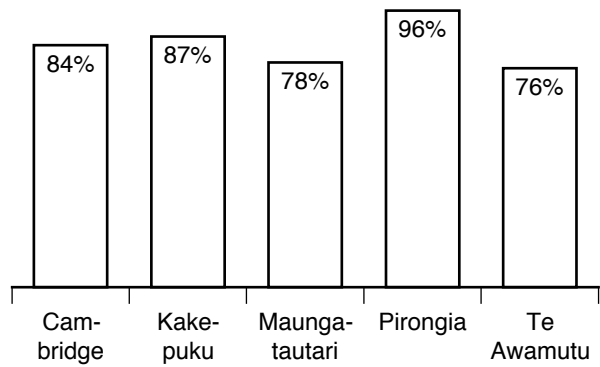
*Overall*



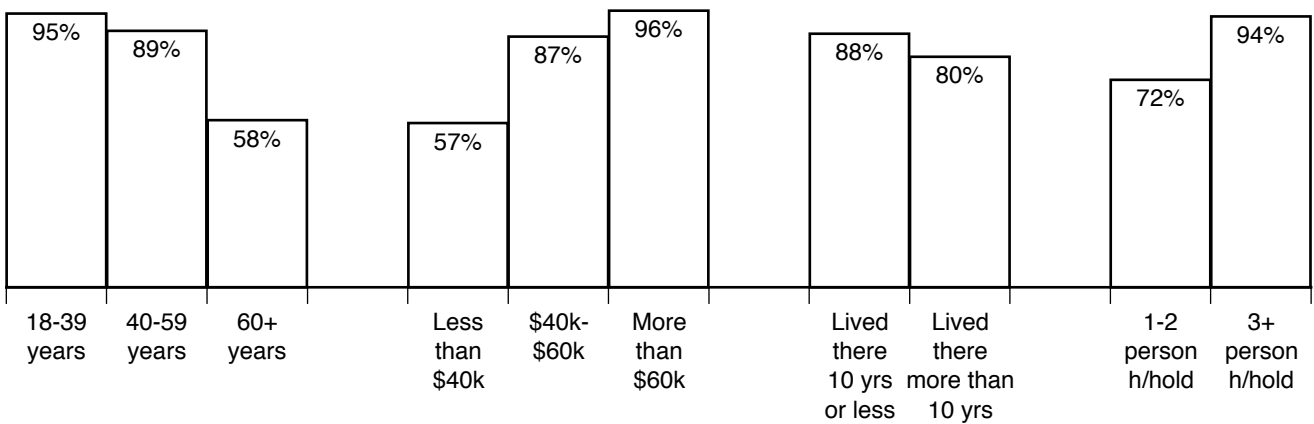
*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Ward*



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



83% of residents have internet access in their household (80% in 2007). This is slightly above the Peer Group Average and on par with the National Average.

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

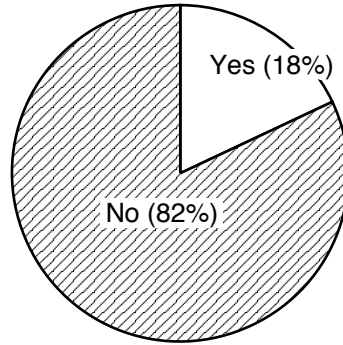
- residents aged 18 to 59 years,
- residents with an annual household income of \$40,000 or more, in particular those with an annual household income of more than \$60,000,
- shorter term residents, those residing in the District 10 years or less,
- residents who live in a three or more person household.

It also appears that Pirongia Ward residents are slightly more likely, than other Ward residents, to have access.



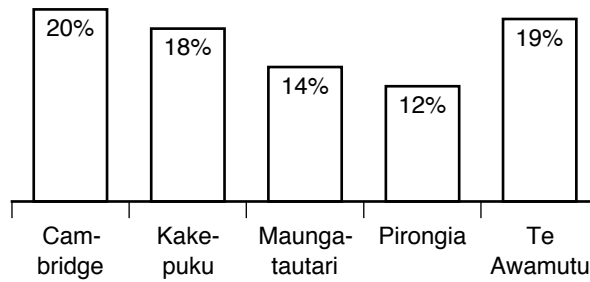
ii. Visited Council's Website In Last 12 Months

Access To Internet

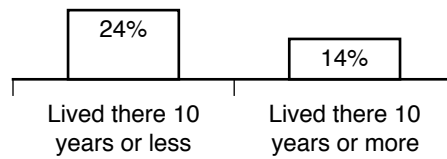


Base = 316

Percent Saying 'Yes' - By Ward



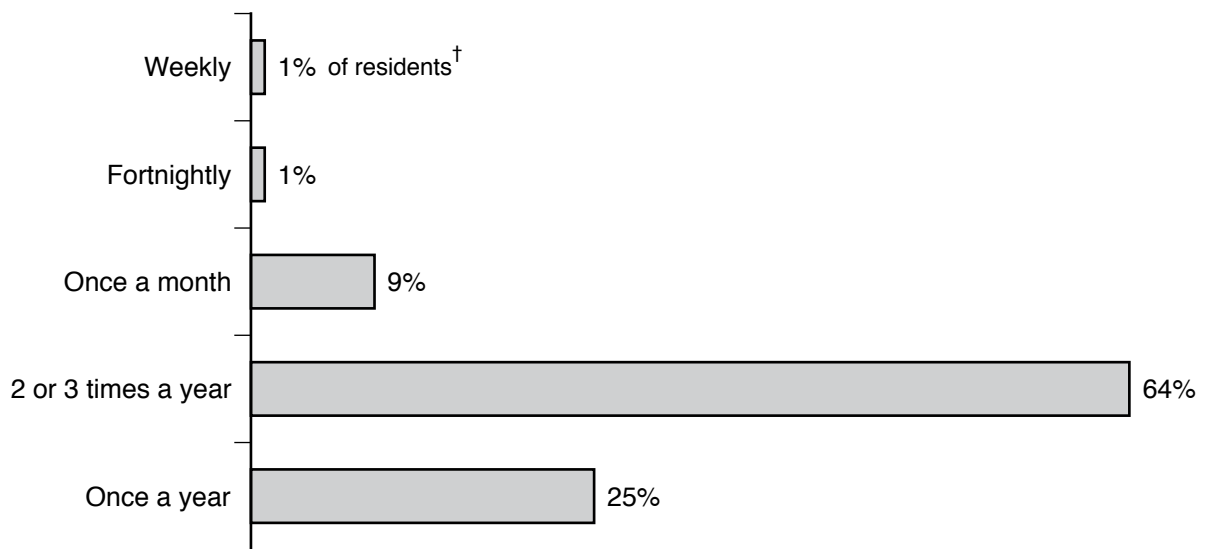
Percent Saying 'Yes' - Comparing Different Types Of Residents



18% of residents<sup>†</sup> say they have visited the Council's website in the last 12 months.

Shorter term residents<sup>†</sup> those residing in the District 10 years or less are more likely to say 'Yes', than longer term residents<sup>†</sup>.

<sup>†</sup> those residents who have access to the internet N=316

*Frequency ...*

Base = 53<sup>†</sup>

64% of residents<sup>†</sup> say they have accessed the Council's website 2 or 3 times a year, while 25% say they have accessed the site once a year.

<sup>†</sup> those residents who have access to the internet and have accessed the Council's website in the last 12 months

iii. Information Or Services Residents Would Like To Access If They Were Available

The main information/services residents<sup>†</sup> would like to access on the Council's website if it was available are ...

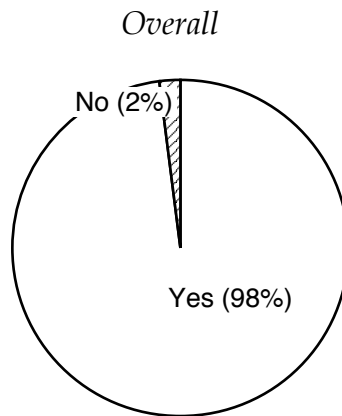
- what's happening in the town/ activities/events, etc, mentioned by 6% of residents<sup>†</sup>,
- others, 22%.

50% of residents<sup>†</sup> said there was nothing/comprehensive as is/ able to find what looking for, while 28% are unable to comment.

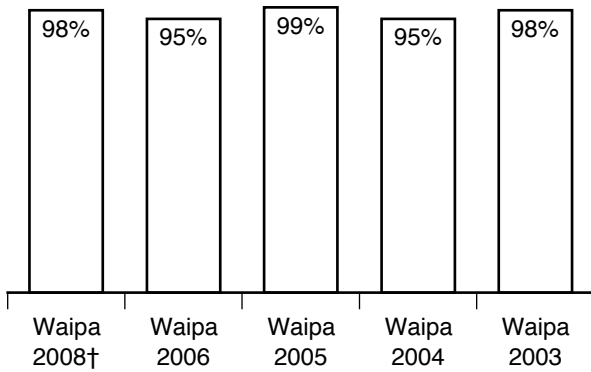
<sup>†</sup> those residents who have access to the internet and have accessed the Council's website in the last 12 months N=53

**b. Community Information**

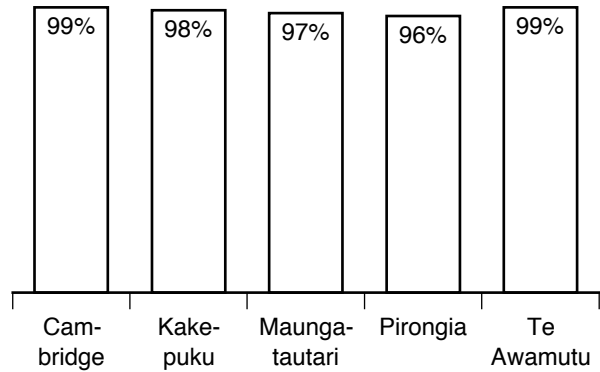
i. Do Residents Usually Receive A Copy Of The Cambridge Edition Or Te Awamutu Courier Newspapers?



*Percent Saying 'Yes' - Comparison*



*Percent Saying 'Yes' - By Ward*



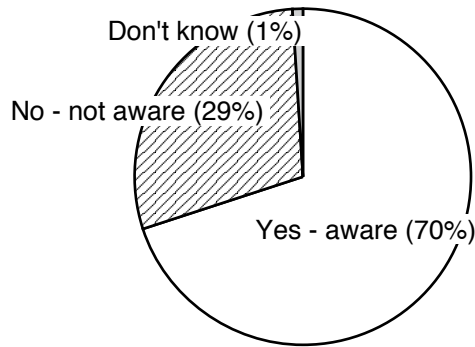
† not asked in 2007

98% of residents say they usually receive a copy of the Cambridge Edition or Te Awamutu Courier newspapers (95% in 2006).

There are no notable differences between Wards and socio-economic groups in terms of those residents who say they usually receive a copy of either of these two newspapers.

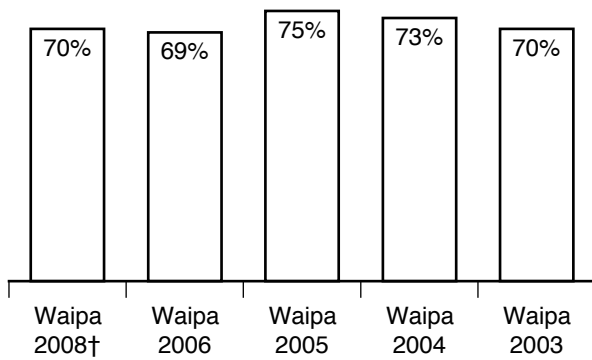
ii. Awareness Of The Monthly Community Information Sheet Called 'Word On Waipa'

Residents Who Usually Receive Either Of The Two Newspapers

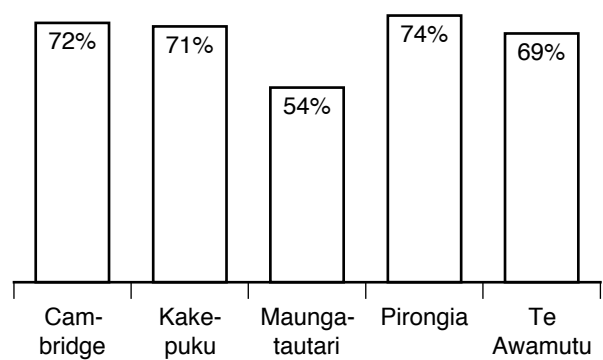


Base = 394

Percent Saying 'Yes' - Comparison

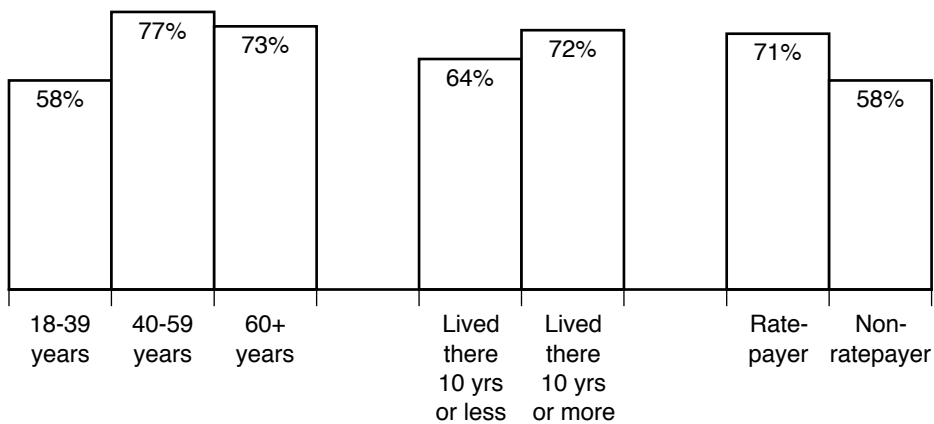


Percent Saying 'Yes' - By Ward



† not asked in 2007

Percent Saying 'Yes' - Comparing Different Types Of Residents



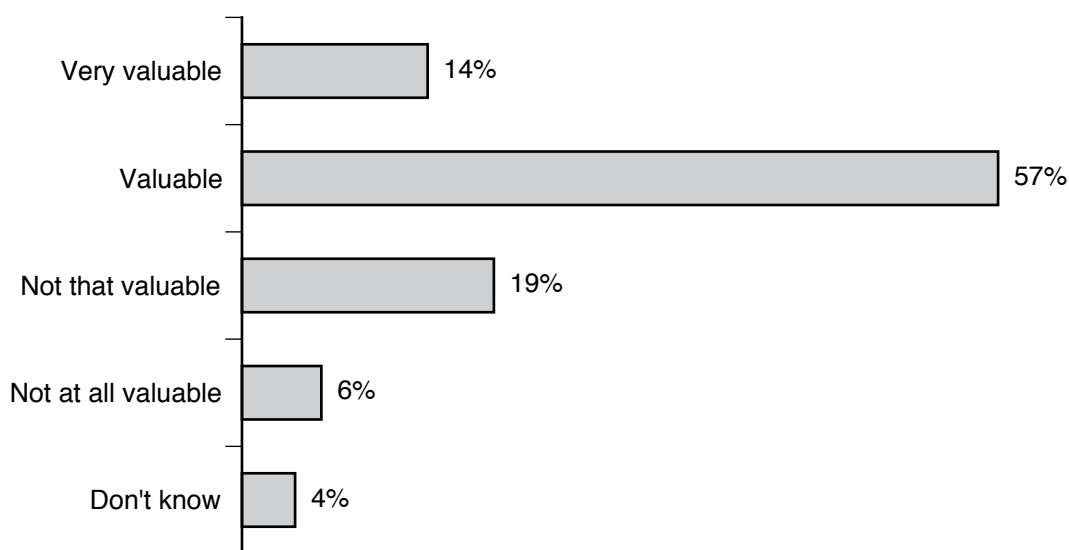
70% of residents who usually receive a copy of the Cambridge Edition or Te Awamutu Courier newspapers, are aware that the Waipa District Council publishes a monthly community information sheet called the 'Word on Waipa' in these newspapers. This is similar to the 2006 reading.

Residents\* more likely to be aware are ...

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

\* residents who usually receive either of the two newspapers (N=394)

iii. Rating The 'Word On Waipa' In Terms Of Its Information Value To Residents\*



Base = 278

14% of residents\* rate the 'Word on Waipa' in terms of its information value to them as very valuable, with 57% saying it is valuable (52% in 2006). 19% think the information is not that valuable (25% in 2006) and 6% say it is not at all valuable. 4% are unable to comment.

There are no notable differences between Wards and socio-economic groups, in terms of those residents\* who are more likely to rate the information as very valuable/valuable. However, it appears that residents\* with an annual household income of \$40,000 to \$70,000 are slightly more likely to feel this way, than other income groups.

\* the 69% of residents who receive a copy of either of the two newspapers mentioned and are aware that the Council publishes, monthly, the 'Word on Waipa' in these newspapers (N=278)

	Very valuable %	Valuable %	Very valuable/ Valuable %	Not that valuable %	Not at all valuable %	Not that valuable/ Not at all valuable %	Don't know %
<b><u>Residents who receive a copy of either two newspapers*</u></b>							
2008	14	57	<b>71</b>	19	6	<b>25</b>	4
2006	10	52	<b>62</b>	25	9	<b>34</b>	4
2005	9	55	<b>64</b>	24	6	<b>30</b>	6
2004	12	51	<b>63</b>	20	6	<b>26</b>	11
2003	7	54	<b>61</b>	24	5	<b>29</b>	10
<b><u>Ward</u></b>							
Cambridge	10	56	<b>66</b>	25	4	<b>29</b>	5
Takepuku**	7	56	<b>63</b>	19	13	<b>32</b>	5
Maungatautari**	6	54	<b>60</b>	21	10	<b>31</b>	9
Pirongia	11	64	<b>75</b>	15	6	<b>21</b>	4
Te Awamutu	24	55	<b>79</b>	13	7	<b>20</b>	1
<b><u>Household Income</u></b>							
Less than \$40,000 pa	13	54	<b>67</b>	24	6	<b>30</b>	3
\$40,000 - \$70,000 pa	18	60	<b>78</b>	13	4	<b>17</b>	5
More than \$70,000 pa <sup>†</sup>	11	58	<b>69</b>	20	8	<b>28</b>	4

Base = 278

% read across

\* (and are aware of the 'Word on Waipa') - not asked in 2007

\*\* caution: small bases

† does not add to 100% due to rounding



iv. What Type Of Information Would Residents Like To See Published In The 'Word on Waipa'?

The main type of information residents\* would like to see published in the 'Word on Waipa' are ...

- more on what Council is doing/ what Council is up to, mentioned by 8% of residents\*,
- improvements/ what they are doing to services/ facilities, 7%,
- what's happening in the District/ what's going on, 6%,
- coming events/ current events/ local events/ activities, 6%,
- future plans/ developments for the District, 6%,
- services/ facilities information/ public notices, 5%.

Other types of information mentioned by 4% of residents\* are ...

- news of our local area/ anything affecting our area/ community,
- expenditures/ how rates are spent/ rates issues,

by 3% ...

- Council meetings,

by 2% ...

- participation from the public,
- environmental/ conservation issues,

by 1% ...

- about Council decisions,
- presentation should be easier to understand/ read.

47% of residents\* say they are happy with the present format/ they cover most things well (27% in 2006), while 16% are unable to comment (32% in 2006).

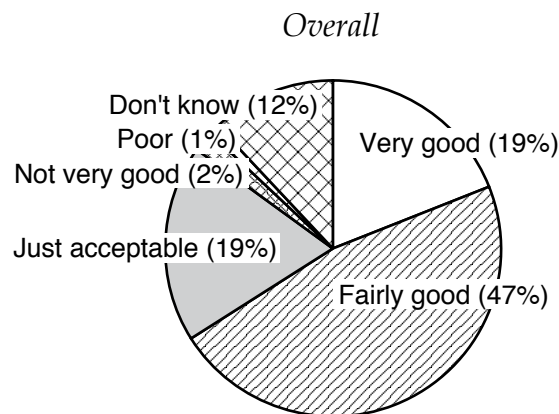
\* the 69% of residents who receive a copy of either of the two newspapers and are aware that the Council publishes, monthly, the 'Word on Waipa' in these newspapers (N=278)



## **5. Representation**

The success of democracy of the Waipa District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult it is to have their views heard. It is understood that people's perceptions can be based either on personal experience or on hearsay.

a. **Performance Rating Of The Mayor And Councillors In The Last Year**



66% of residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (69% in 2007). Waipa residents' rating of the performance of their Councillors is above the Peer Group and National Averages, in terms of those rating very / fairly good.

3% rate their performance as not very good / poor. Waipa residents are less likely than Peer Group residents and residents nationwide, to say this.

77% of residents who have spoken to the Mayor or a Councillor in the last 12 months, rate their performance as very / fairly good.

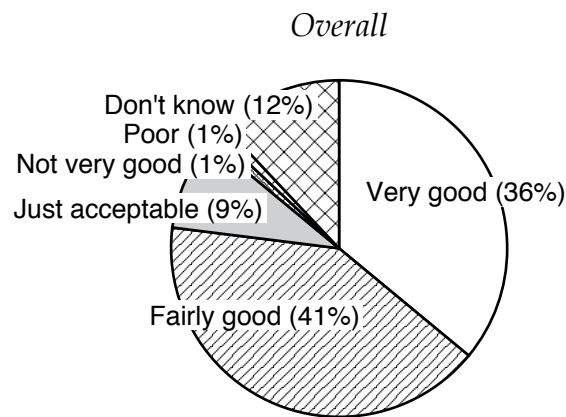
There are no notable differences between Wards and socio-economic groups, in terms of those residents who rate the performance of the Mayor and Councillors as very / fairly good.

**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><u>Overall</u></b>				
<b>Total District 2008</b>	<b>66</b>	<b>19</b>	<b>3</b>	<b>12</b>
Contacted in last 12 months (58 residents)	77	11	5	7
2007	69	17	3	11
2006	60	26	5	9
2005	69	20	4	7
2004	64	21	4	11
2003	65	23	5	7
2002	58	28	6	8
2001	43	33	14	10
2000	31	31	26	12
<b><u>Comparison</u></b>				
Peer Group Average	49	34	13	4
National Average	54	29	11	6
<b><u>Ward</u></b>				
Cambridge	60	27	2	11
Takepuku	64	20	2	14
Maungatautari	65	12	9	14
Pirongia	76	6	-	18
Te Awamutu	70	18	3	9

% read across

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



77% of residents rate the performance of Council staff as very or fairly good (71% in 2007). Waipa residents' rating of the performance of their Council staff is above the Peer Group and National Averages. 2% rate their performance as not very good/poor (5% in 2007).

80% of residents who have contacted the Council in the last 12 months, rate staff performance as very / fairly good (76% in 2007).

Longer term residents, those residing in the District more than 10 years are more likely to rate the performance of Council staff as very / fairly good, than shorter term residents.

**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><u>Overall</u></b>				
<b>Total District 2008</b>	<b>77</b>	<b>9</b>	<b>2</b>	<b>12</b>
Contacted in last 12 months (224 residents)	80	9	4	7
2007	71	11	5	13
2006	72	12	4	12
2005	72	15	3	10
2004	68	13	4	15
2003	73	13	3	11
2002	68	14	2	16
2001	63	15	7	15
2000	51	17	8	24
<b><u>Comparison</u></b>				
Peer Group Average	56	26	6	12
National Average	59	23	8	10
<b><u>Ward</u></b>				
Cambridge	76	11	1	12
Takepuku	78	2	5	15
Maungatautari	71	8	2	19
Pirongia	69	14	2	15
Te Awamutu <sup>†</sup>	82	9	4	6
<b><u>Length of Residence</u></b>				
Lived there 10 year or less <sup>†</sup>	66	13	4	18
Lived there more than 10 years	83	7	1	9

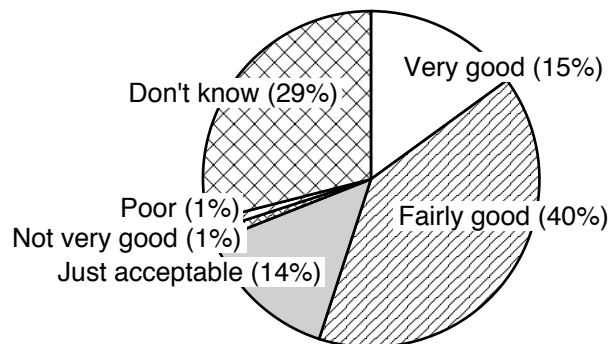
% read across

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

### c. Performance Rating Of Community Board Members In The Last Year

The Cambridge Community Board serves the Cambridge and Maungatautari Wards, while the Te Awamutu Community Board serves the Te Awamutu and Kakepuku Wards.

*Residents Who Have A Community Board Member*



Base = 341

55% of residents who have a Community Board member rate their performance, in the last 12 months, as very or fairly good (50% in 2007), while 2% say it is not very good / poor. A substantial percentage (29%) are unable to comment (38% in 2007).

Residents<sup>†</sup> more likely to rate the performance of Community Board members as very / fairly good are ...

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

<sup>†</sup> residents who have a Community Board member

**Summary Table: Performance Rating Of Community Board Members In The Last Year**

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
<b><u>Residents Who Have A Community Board Member</u></b>				
2008	55	14	2	29
2007	50	10	2	38
2006	45	15	4	36
2005	51	16	2	31
2004	51	13	3	33
2003	53	13	2	32
2002	45	12	3	40
2001	41	14	8	37
2000	36	14	8	42
<b><u>Ward</u></b>				
Cambridge	51	17	1	31
Takepuku	50	12	4	34
Maungatautari*	55	14	2	30
Te Awamutu	60	11	3	26
<b><u>Length of Residence</u></b>				
Lived there 10 years or less*	46	19	1	35
Lived there more than 10 years	59	11	3	27
<b><u>Gender</u></b>				
Male	50	17	3	30
Female	59	11	1	29

Base = 341

% read across

NB: Pirongia Ward does **not** have a Community Board

\* does not add to 100% due to rounding





**6. Local Issues**

**a. Natural Environment/Eco Systems**

*i. Satisfaction*

Residents were asked to say how satisfied they are that the natural environment/eco systems in the Waipa District are 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><u>Overall</u></b> <sup>†</sup>								
Total District								
2008	27	53	<b>80</b>	12	4	2	<b>6</b>	2
2005*	25	53	<b>78</b>	12	7	2	<b>9</b>	1
<b><u>Comparison</u></b>								
Peer Group	18	50	<b>68</b>	17	11	2	<b>13</b>	2
National Average	20	51	<b>71</b>	15	10	2	<b>12</b>	2
<b><u>Ward</u></b>								
Cambridge	28	52	<b>80</b>	10	5	2	<b>7</b>	3
Takepuku	20	58	<b>78</b>	15	7	-	<b>7</b>	-
Maungatautari	39	42	<b>81</b>	10	4	3	<b>7</b>	2
Pirongia	23	60	<b>83</b>	11	3	3	<b>6</b>	-
Te Awamutu	26	54	<b>80</b>	13	3	2	<b>5</b>	2
<b><u>Gender</u></b> <sup>††</sup>								
Male	28	56	<b>84</b>	8	5	2	<b>7</b>	2
Female	26	51	<b>77</b>	<b>15</b>	3	3	<b>6</b>	2
<b><u>Age</u></b>								
18-39 years	29	59	<b>88</b>	6	4	1	<b>5</b>	1
40-59 years	27	48	<b>75</b>	16	4	4	<b>8</b>	1
60+ years <sup>††</sup>	24	54	<b>78</b>	13	4	1	<b>5</b>	5

% read across

<sup>†</sup> not asked in 2006 and 2007

\* 2005 reading and Peer Group and National Average refer to satisfaction with the preservation/sustaining the natural environment for future generations

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

80% of residents are very satisfied/satisfied that the natural environment/eco systems in the Waipa District is being preserved and sustained for future generations, including 27% who are very satisfied. This is above the Peer Group and National Averages.

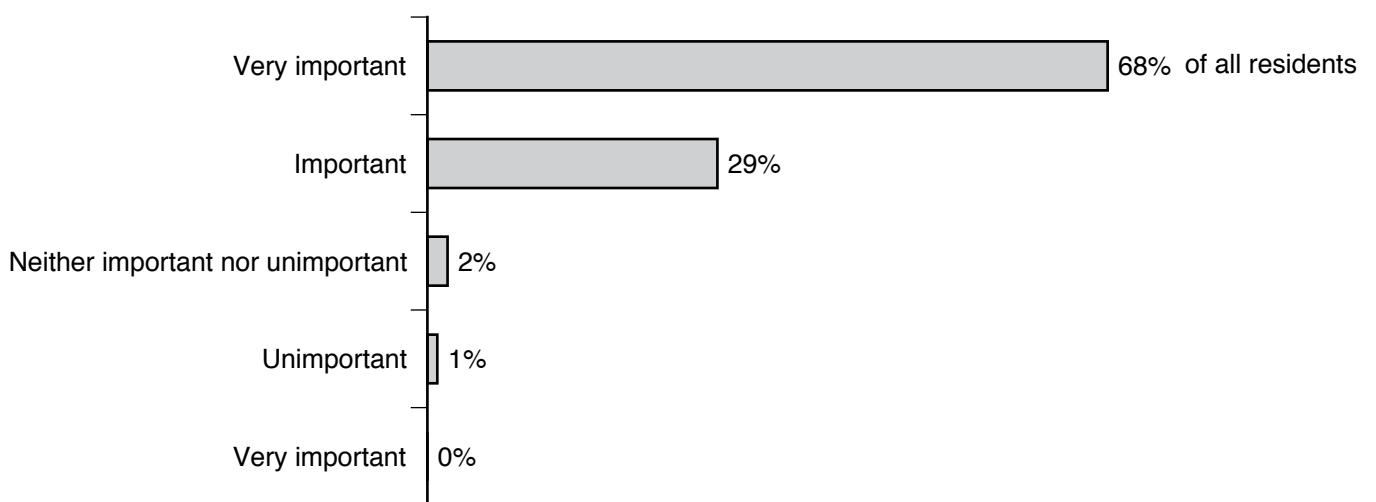
6% of residents are dissatisfied/very dissatisfied, while 12% are neither satisfied nor dissatisfied.

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

- men,
- residents aged 18 to 39 years.

ii. Importance

Residents were asked to say what importance they place on the preservation of the natural environment/eco systems ...



97% of residents say the preservation of the natural environment/eco systems is very important/important, including 68% who say it is very important.

2% say it is neither important nor unimportant and 1% say it is unimportant.

There are no notable differences between Wards and socio-economic groups, in terms of those residents who rate the preservation of the natural environment/eco systems as very important/important.

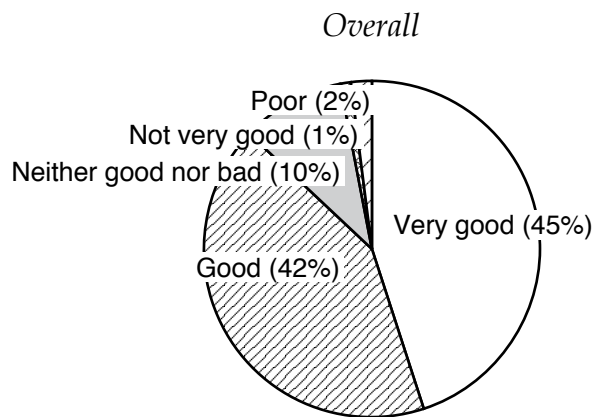
**Summary Table:**  
**How Important Is The Preservation Of The Natural Environment/Eco Systems?**

	Very important %	Important %	Very important/ Important %	Neither Important nor Unimportant %	Un- important %	Very unimportant %	Unimportant/ Very unimportant %	Don't know %
<b>Overall<sup>†</sup></b>								
Total District 2008	68	29	<b>97</b>	2	1	-	<b>1</b>	-
<b>Ward</b>								
Cambridge	71	25	<b>96</b>	1	1	1	<b>2</b>	1
Takepuku	68	29	<b>97</b>	-	3	-	<b>3</b>	-
Maungatautari	75	23	<b>98</b>	-	-	2	<b>2</b>	-
Pirongia	72	25	<b>97</b>	2	1	-	<b>1</b>	-
Te Awamutu	61	35	<b>96</b>	3	-	-	-	1

% read across

<sup>†</sup> not asked prior to 2008

b. Community Spirit



87% of residents rate the community spirit in their District as very good/good, including 45% who feel it is very good. 10% say the community spirit is neither good nor bad, while 3% rate it not very good/poor. These readings are similar to the 2004 results.

Waipa District residents are more likely than Peer Group residents, and residents nationwide, to rate community spirit as very good/good.

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

### Rating Community Spirit In The District

	Very good/ good %	Neither good nor bad %	Not very good good %	Don't know %
<b><u>Overall</u></b> <sup>†</sup>				
<b>Total District</b> 2008	87	10	3	-
2004	88	8	3	1
2003	83	11	5	1
<b><u>Comparison</u></b>				
Peer Group Average	78	14	7	1
National Average	72	20	7	1
<b><u>Ward</u></b>				
Cambridge	85	12	3	-
Takepuku	91	7	2	-
Maungatautari	91	9	-	-
Pirongia	95	3	-	2
Te Awamutu	82	13	4	1
<b><u>Gender</u></b>				
Male	84	11	4	1
Female	89	10	1	-

<sup>†</sup> not asked from 2005-2007

### c. Single Biggest Issue

The main issues residents feel are the biggest facing the District in the next 10 years are ...

- coping with growth of area/ increased population/ infrastructure able to cope?,
- need for a bypass in the area/ remove trucks from main street,
- urban development/ having boom/ control of housing/ provision,
- care of the environment,
- other traffic issues (excluding bypass and bridge).

**Summary Table: Biggest Issues\* Facing The District In Next 10 Years**

	Total District 2008 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<u>Percent Who Mention ...</u>						
Coping with growth of area/ increased population/ infrastructure able to cope?	23	30	17	21	24	18
Need for a bypass in the area/ remove trucks from main street	14	18	18	14	2	13
Urban development/ housing boom/ control of housing/ provision	8	12	2	8	5	8
Care of the environment	6	4	13	6	12	3
Other traffic issues (excl bypass & bridge)	6	7	5	6	3	5

\* multiple responses allowed



Other issues mentioned by 5% are ...

- another bridge needed,
- crime in the area - tagging, drugs, vandalism, etc,
- need to maintain the village/ country atmosphere,

by 4% ...

- protecting our farmland from development,
- employment in our area/ need to keep business/ industry in area,

by 3% ...

- water supply (not mentioned in connection with growth of area),
- affordable roads,
- roading in the District (not mentioned in connection with growth of area),

by 2% ...

- youth services/ activities for youth/ youth centres,
- keeping the community spirit,
- shopping centres need improvement/ need another supermarket,
- sewerage disposal (not mentioned in connection with growth of area),
- address car parking issues/ lack of car parking,
- power pylon issue,
- impact of bypass,
- Council spending/ cost of services etc,

by 1% ...

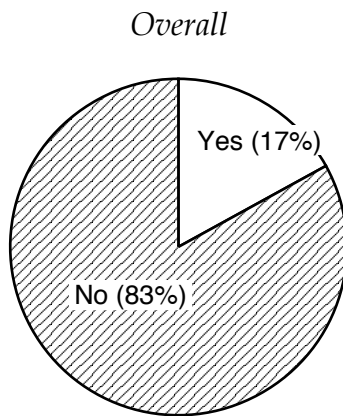
- public transport needs improving,
- will need more schools,
- increased cost of living/ effect of escalating costs.

7% of residents mention 'other' issues, while 15% are unable to comment.

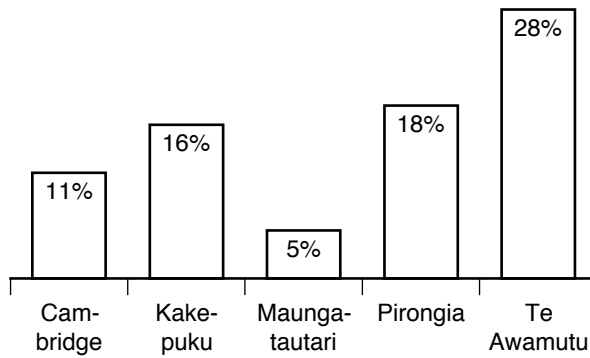
**d. Public Transport**

*i. Usage*

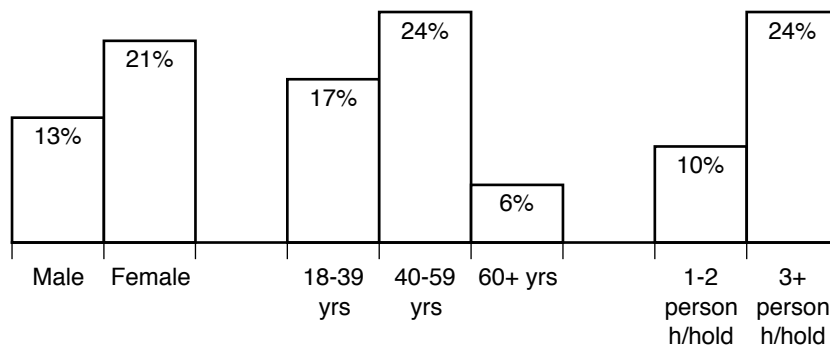
Have residents, or a member of their household, used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months?



*Percent Saying 'Yes' - By Ward*



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



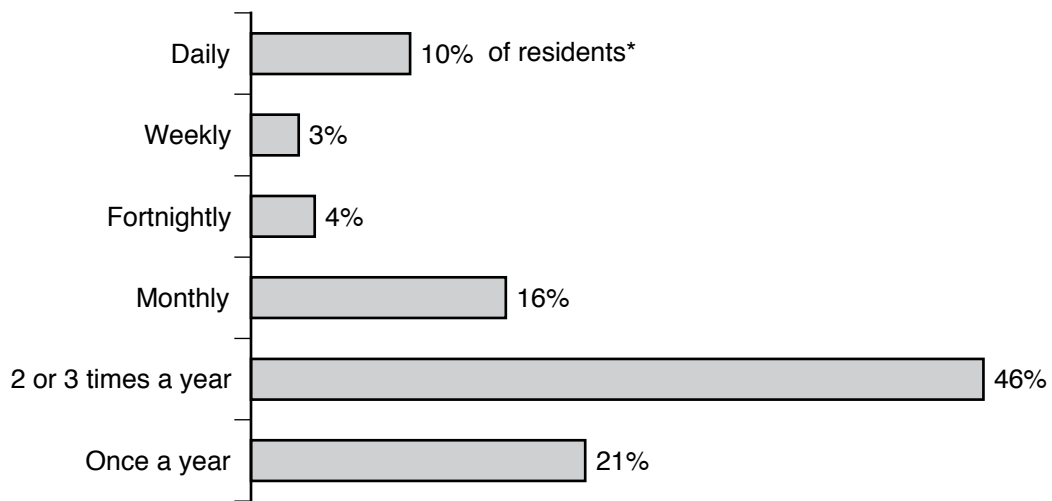
17% of residents say they, or a member of their household, has used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months.

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

- women,
- residents aged 18 to 59 years,
- residents who live in a three or more person household.

It also appears that the Te Awamutu Ward residents are slightly more likely to do so, than other Ward residents.

ii. Frequency Of Use



\* Base = 61

46% of residents\* say they, or a member of their household, have used the bus two or three times a year, while 21% say once a year.

\* those residents who say they, or a member of their household have used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months

iii. How Likely Or Unlikely Is It That Residents Would Use The Bus Services/Use Them More Often If They Were ...?

(i) *Cheaper*

	Very likely %	Likely %	Very likely/ Likely %	Neither Likely nor Unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't know %
<b><u>Non Users/Infrequent Users*</u></b>								
2008	5	15	20	5	34	39	73	2
<b><u>Ward</u></b>								
Cambridge	6	18	24	8	30	36	66	2
Kakepuku	4	16	20	2	46	28	74	4
Maungatautari	5	6	11	-	28	59	87	2
Pirongia	5	8	13	2	43	40	83	2
Te Awamutu	3	20	23	6	33	37	70	1
<b><u>Gender</u></b>								
Male	3	12	15	6	33	44	77	2
Female	6	19	25	5	35	34	69	1
<b><u>Household Income</u></b>								
Less than \$40,000 pa	7	24	31	6	34	27	61	2
\$40,000 - \$70,000 pa	4	17	21	8	35	34	69	2
More than \$70,000 pa	4	8	12	3	33	50	83	2

Base = 381

% read across

20% of residents\* say they would be very likely /likely to use the Cambridge to Hamilton and/or Te Awamutu to Hamilton bus service(s) if they were cheaper.

Residents\* more likely to say they would be very likely /likely are ...

- women,
- residents with an annual household income of \$70,000 or less, in particular those with an annual household income of less than \$40,000.

\* residents who say they, or a member of their household, have not used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months or have used either /both services 2 or 3 times a year or once a year. N=381

## (ii) Available More Often

	Very likely %	Likely %	Very likely/ Likely %	Neither Likely nor Unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't know %
<b><u>Non Users/Infrequent Users*</u></b>								
2008	6	20	26	4	34	35	69	1
<b><u>Ward</u></b>								
Cambridge <sup>†</sup>	7	26	33	5	28	33	61	2
Kakepuku	6	16	22	4	52	18	70	4
Maungatautari	5	8	13	-	30	55	85	2
Pirongia	2	9	11	7	38	42	80	2
Te Awamutu <sup>†</sup>	6	26	32	2	34	32	66	1
<b><u>Gender</u></b>								
Male	4	17	21	3	34	40	74	2
Female	7	24	31	4	33	30	63	2
<b><u>Household Income</u></b>								
Less than \$40,000 pa	8	22	30	6	36	26	62	2
\$40,000 - \$70,000 pa	5	24	29	4	34	31	65	2
More than \$70,000 pa	4	16	20	2	33	43	76	2
<b><u>Length of Residence</u></b>								
Lived there 10 years or less	7	26	33	2	29	33	62	3
Lived there more than 10 yrs	5	17	22	5	36	36	72	1

Base = 381

% read across

<sup>†</sup> does not add to 100% due to rounding\* residents who say they, or a member of their household, have not used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months or have used either/both services 2 or 3 times a year or once a year. N=381

26% of residents\* say they would be very likely/likely to use the Cambridge to Hamilton and/or Te Awamutu to Hamilton bus services if they were available more often.

Residents\* more likely to say they would be very likely/likely are ...

- women,
- residents with an annual household income of \$70,000 or less,
- shorter term residents, those residing in the District 10 years or less.

It appears that Cambridge and Te Awamutu Ward residents\* are slightly more likely, to feel this way, than other Ward residents.

\* residents who say they, or a member of their household, have not used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months or have used either/both services 2 or 3 times a year or once a year. N=381

*(iii) Extended, That Is More Local Bus Routes Were Available Within The District*

	Very likely %	Likely %	Very likely/ Likely %	Neither Likely nor Unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't know %
<b><u>Non Users/Infrequent Users*</u></b>								
2008	6	23	<b>29</b>	5	33	32	<b>65</b>	1
<b><u>Ward</u></b>								
Cambridge	5	29	<b>34</b>	5	27	32	<b>59</b>	2
Takepuku	10	16	<b>26</b>	7	49	18	<b>67</b>	-
Maungatautari	5	15	<b>20</b>	2	21	<b>55</b>	<b>76</b>	2
Pirongia	14	19	<b>33</b>	-	32	33	<b>65</b>	2
Te Awamutu	4	22	<b>26</b>	7	39	27	<b>66</b>	1
<b><u>Length of Residence</u></b>								
Lived there 10 years or less	9	<b>28</b>	<b>37</b>	3	29	30	<b>59</b>	1
Lived there more than 10 yrs	5	19	<b>24</b>	6	35	33	<b>68</b>	2

Base = 381

% read across

29% of residents\* say they would be very likely /likely to use the Cambridge to Hamilton and /or Te Awamutu to Hamilton bus services if they were extended, that is more local bus routes were available in the District.

Shorter term residents\*, those residing in the District 10 years or less, are more likely to say they would be very likely /likely, than longer term residents\*.

\* residents who say they, or a member of their household, have not used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months or have used either /both services 2 or 3 times a year or once a year. N=381



*(iv) Updated, That Is The Quality And Age Of The Buses Were Improved*

	Very likely %	Likely %	Very likely/ Likely %	Neither Likely nor Unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't know %
<b><u>Non Users/Infrequent Users*</u></b>								
2008	4	16	20	8	35	34	69	3
<b><u>Ward</u></b>								
Cambridge	5	22	27	11	27	31	58	4
Kakepuku	-	13	13	8	60	15	75	4
Maungatautari	5	6	11	-	25	62	87	2
Pirongia	5	9	14	8	34	40	74	4
Te Awamutu	1	18	19	9	40	31	71	1
<b><u>Length of Residence†</u></b>								
Lived there 10 years or less	5	22	27	8	31	29	60	4
Lived there more than 10 yrs	3	13	16	9	36	37	73	2
<b><u>Household Size</u></b>								
1-2 person household	4	12	16	11	32	36	68	5
3+ person household	4	20	24	6	37	32	69	1

Base = 381

% read across

† does not add to 100% due to rounding

20% of residents\* say they would be very likely / likely to use the Cambridge to Hamilton and/or Te Awamutu to Hamilton bus services more often if they were updated; that is the quality and age of the buses were improved.

Residents\* more likely to say they would be very likely / likely are ...

- shorter term residents, those residing in the District 10 years or less.
- residents who live in a three or more person household.

\* residents who say they, or a member of their household, have not used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months or have used either / both services 2 or 3 times a year or once a year. N=381

*iv. Summary*

	Very likely %	Likely %	<b>Very likely/ Likely</b> %	Neither Likely nor Unlikely %	Unlikely %	Very unlikely %	<b>Unlikely/ Very unlikely</b> %	Don't know %
Extended, that is more local bus routes were available within the District	6	23	<b>29</b>	5	33	32	<b>65</b>	1
Available more often	6	20	<b>26</b>	4	34	35	<b>69</b>	1
Updated, that is the quality and age of the buses were improved	4	16	<b>20</b>	8	35	34	<b>69</b>	3
Cheaper	5	15	<b>20</b>	5	34	39	<b>73</b>	2

Base = 381

% read across

Residents\* are slightly more likely to say they would be very likely /likely to use the Cambridge to Hamilton and /or Te Awamutu to Hamilton bus services if they were available more often or extended, than if they were cheaper or updated.

\* residents who say they, or a member of their household, have not used either the Cambridge to Hamilton or Te Awamutu to Hamilton bus service, in the past 12 months or have used either /both services 2 or 3 times a year or once a year. N=381

\* \* \* \* \*

## E. APPENDIX

### Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<u>Ward</u>	Cambridge	140	NA
	Takepuku	39	NA
	Maungatautari	41	NA
	Pirongia	60	NA
	Te Awamutu	121	NA
<u>Gender</u>	Male	199	182
	Female	202	196
<u>Age</u>	18 to 39 years	103	131
	40 to 59 years	149	145
	60+ years	149	103

\* Interviews are intentionally conducted to give a relatively robust sample base within each Ward, to allow for comparisons between the Wards. Post stratification (weighting) is then applied to adjust back to population proportions in order to yield correctly balanced overall percentages. This is accepted statistical procedure. Please also see pages 2 to 4.

NA - no Ward weightings were applied - see page 3.

\* \* \* \* \*