

**WAIPA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY / JUNE 2009**

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 2009



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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 2009.

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 2009, namely ...
 - * whether residents have contacted the Council by phone or in person, in the last 12 months, the method of contact, the nature of their query, and if it was attended to in a timely fashion and to their satisfaction,
 - * Council’s website and texting as methods of communicating Council information,
 - * awareness of the ‘Shaping Waipa Open Days’, whether residents attended and/or made a submission,
 - * whether residents feel the District is better, about the same or worse as a place to live, than it was three years ago,
 - * what residents see as the biggest issues facing the District in the next 10 years,
 - * issues relating to safety in the District,
 - * level of satisfaction with the way Council involves the public in the decisions it makes, and,
 - * in general, how happy residents are with their quality of life.

Council also has the benefit, where applicable, of comparing the 2009 results with results obtained in 2000-2008. 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 402 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 | 141 |
| Takepuku | 40 |
| Maungatautari | 41 |
| Pirongia | 60 |
| Te Awamutu | 120 |
| Total | 402 |

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; that is, each residential (non-business) number selected was chosen in a systematic, randomised way (in other words, at a regular interval), in order to spread the numbers chosen in an even way across all relevant phone book pages.

Quota sampling was used to ensure an even balance of male and female respondents, with the sample also stratified according to 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.

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 has the next birthday.

Call Backs

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

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, 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.

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 29 May and Wednesday 10 June 2009 (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 1,004 interviews conducted in December 2008,
- 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, 2007 and 2008 Communitrak survey results.

Council Services/Facilities

Summary Table: Satisfaction With Services/Facilities

| | Waipa 2009 | | Waipa 2008 | |
|--|---------------------------------|----------------------------|---------------------------------|----------------------------|
| | Very / fairly satisfied % | Not very satisfied % | Very / fairly satisfied % | Not very satisfied % |
| Parks and reserves (including sportsgrounds) | 89 | 6 | 90 | 6 |
| Control of dogs | 84 | 9 | 82 | 15 |
| Public toilets | 82 | 8 | 74 | 12 |
| Library service | 81 | 2 | 82 | 3 |
| Parking in Cambridge & Te Awamutu | 81 | 18 | 71 | 28 |
| Roads - safety | 80 | 20 | 79 | 21 |
| Maintenance of footpaths | 77 | 14 | 76 | 17 |
| Water treatment and supply | 73 | 8 | 74 | 7 |
| Noise control services | 72 | 4 | 71 | 4 |
| Stormwater services | 70 | 9 | 65 | 15 |
| Roads - maintenance | 70 | 30 | 76 | 24 |
| Wastewater services | 69 | 4 | 68 | 3 |
| Swimming pools | 66 | 19 | 62 | 20 |
| Museum | 64 | 2 | 64 | 5 |
| Building control & building inspections | 56 | 8 | 51 | 10 |
| Civil Defence Organisation | 48 | 2 | 43 | 1 |
| Resource Management [†] | 41 | 18 | 50 | 12 |

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

[†] 2008 reading refers to town planning

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

| | <u>Waipa</u> | <u>Peer Group</u> | <u>National Average</u> |
|------------------------|--------------|-------------------|-------------------------|
| • maintenance of roads | 30% | *26% | *24% |
| • swimming pools | 19% | 16% | 10% |

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

| | | | |
|---|-----|-------|-------|
| • road safety | 20% | *26% | *24% |
| • parking in Cambridge & Te Awamutu | 18% | ††31% | ††30% |
| • resource management | 18% | ◇27% | ◇25% |
| • footpaths - maintenance | 14% | †25% | †25% |
| • control of dogs | 9% | 19% | 19% |
| • stormwater services | 9% | 15% | 14% |
| • public toilets | 8% | 22% | 25% |
| • building control and building inspections | 8% | ◇27% | ◇25% |
| • noise control services | 4% | 13% | 13% |
| • wastewater services | 4% | °10% | °7% |
| • Civil Defence Organisation | 2% | 7% | 6% |

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

| | | | |
|---|----|-------|-------|
| • water treatment & supply | 8% | **11% | **10% |
| • parks and reserves (including sportsgrounds) | 6% | ◇◇5% | ◇◇5% |
| • museums | 2% | 5% | 4% |
| • library service | 2% | 2% | 3% |

* 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, including 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 2008 National Communitrak Survey.

° These figures are based on the sewerage system.

Kerbside Recycling Service

96% of residents say, their households use the kerbside and roadside recycling services.

Satisfaction with Service

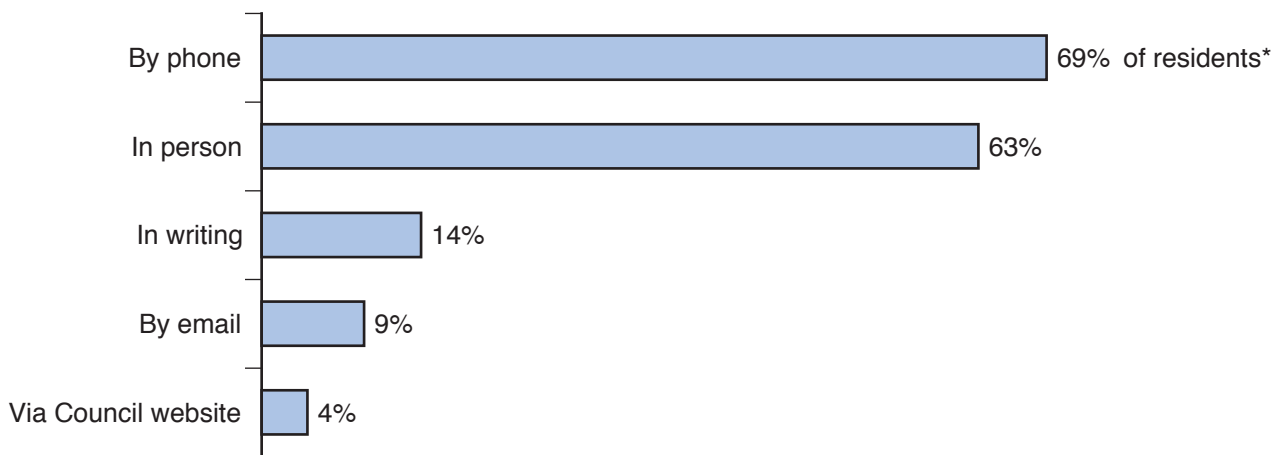
| | | |
|--------------------|-----|--|
| Very satisfied | 62% | of residents whose households <u>use</u> the kerbside and roadside recycling services |
| Fairly satisfied | 28% | |
| Not very satisfied | 10% | |

Base = 382

Customer Service

46% of residents have personally contacted the Council, in the last 12 months.

Did they contact them by ...*



Base = 174

Their main queries were in regard to:

- dog control/registration/dog issues, 19% of residents*,
- building permits/consents, 13%,
- rates issues, 11%,
- rubbish collection/disposal/recycling, 10%,
- roading/road signs/marketing/traffic issues, 8%,
- about a property/LIM reports/plans/titles etc, 8%,
- building department/services/building matters, 7%,
- water issues, 6%.

82% of residents* say their query was attended to in a timely fashion, with 74% saying it was dealt with to their satisfaction.

* residents who have personally contacted the Council, in the last 12 months (N=174)

Communications

84% of residents have access to the Internet in their household. Of these, 21% have visited the Council's website in the last 12 months (18% in 2008).

Which of the following Council information/ services would residents* like to access on the Council's website, if it was available ...

| | Yes % | No % |
|--|----------|---------|
| Viewing property information, such as rating, consents/ permits, aerial photos | 88 | 12 |
| Submitting service requests, rate enquiries, LIM request | 73 | 27 |
| The online payment of rates, fines or other Council accounts | 78 | 22 |

Base = 63

* residents who have accessed the Council's website in the last 12 months (N=63)

21% of all residents say they would like to receive reminders via text or email for dog registration, rates, etc.

39% of residents[†] say they would like to be able to request services such as inspections, reporting dogs, potholes, etc, via text messaging or email.

[†] residents who have internet and/ or a cellphone (N=393)

74% of residents have seen the 'Waipa - Home of Champions' signs.

The main meanings* of the phrase 'Waipa - Home of Champions' mentioned by residents[†] are ...

- good sports people in area/ their achievements, mentioned by 38% of residents who have seen the sign,
- champion horses/ horse racing, 21%,
- Olympic achievers/ medallists from our area/ Olympic success, 17%,
- rowers in the area, 15%,
- shows pride in the area/ people in the area, 15%,
- we produce champions/ champions live in our area, 11%,
- mentions of Evers-Swindell twins, 11%.

Base = 289

* multiple responses allowed

[†] residents who have seen the 'Waipa - Home of Champions' signs

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

69% of residents rate the performance of the Mayor and Councillors, in the last year, as very / fairly good (66% in 2008). 3% rate their performance as not very good / poor (3% in 2008). 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

72% of residents rate the performance of the Council staff, in the last year, as very or fairly good (77% in 2008). 3% rate their performance as not very good / poor (2% in 2008). 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, while 2% say it is not very good / poor. A substantial percentage (29%) are unable to comment. These readings are similar to the 2008 results.

Local Issues

Shaping Waipa

33% of residents were aware of the 'Shaping Waipa Open Days' held in March in Te Awamutu and Cambridge. Of these, 8% said they attended any of the consultation meetings/open days, and 10% said they made a submission.

The main reasons* why residents[†] did not attend the Open Days are ...

- too busy / working / other commitments, mentioned by 51% of residents[†],
- had no issues to discuss / complaints / happy with things, 14%,
- not interested, 12%,
- didn't see it as a priority, 7%,
- away at the time, 6%,
- waste of time / they don't listen, 4%.

Base = 131

* multiple responses allowed

[†] residents who were aware of the 'Shaping Waipa Open Days' but did not attend

The main most preferred methods for Council to use to engage residents on current issues and proposals are ...

- filling in a survey, mentioned by 44% of all residents,
- being part of an internet feedback group, 21%,
- going to meetings on issues with staff / Council, 12%,
- completing a submission form, 7%.

Place To Live

34% of residents think Waipa District is better, as a place to live, than it was three years ago, 53% feel it is the same and 3% say it is worse. 10% are unable to comment.

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 18% of all residents,
- traffic issues, 15%,
- need for a bypass in the area / remove trucks from main street, 14%,
- roading in the District, 12%,
- urban development / subdivisions / control of housing / provision, 8%,
- keeping rates down, 8%,
- another bridge needed, 6%.

* multiple responses allowed

Safety in the District

| | Very safe % | Safe % | Very safe/ Safe % | Neither safe nor unsafe % | Unsafe % | Very unsafe % | Unsafe/ Very unsafe % | Don't know % |
|--|----------------|-----------|-------------------------|---------------------------------|-------------|------------------|-----------------------------|-----------------|
| In the town centres of Cambridge and Te Awamutu during the day | 59 | 39 | 98 | 1 | 1 | - | 1 | - |
| In the town centres of Cambridge and Te Awamutu at night | 20 | 45 | 65 | 14 | 11 | 1 | 12 | 9 |
| In their local neighbourhood or area during the day | 62 | 36 | 98 | 1 | 1 | - | 1 | - |
| In their local neighbourhood or area at night | 39 | 44 | 83 | 9 | 5 | 1 | 6 | 2 |

Do Residents Feel CCTV Systems Would Be Effective/Ineffective For ...?

| | Very effective % | Effective % | Neither effective nor ineffective % | Ineffective % | Very ineffective % | Don't know % |
|--|---------------------|----------------|---|------------------|-----------------------|-----------------|
| Managing crime | 35 | 48 | 9 | 5 | 1 | 2 |
| Improving perceptions/safety in the two town centres | 29 | 52 | 10 | 6 | - | 3 |

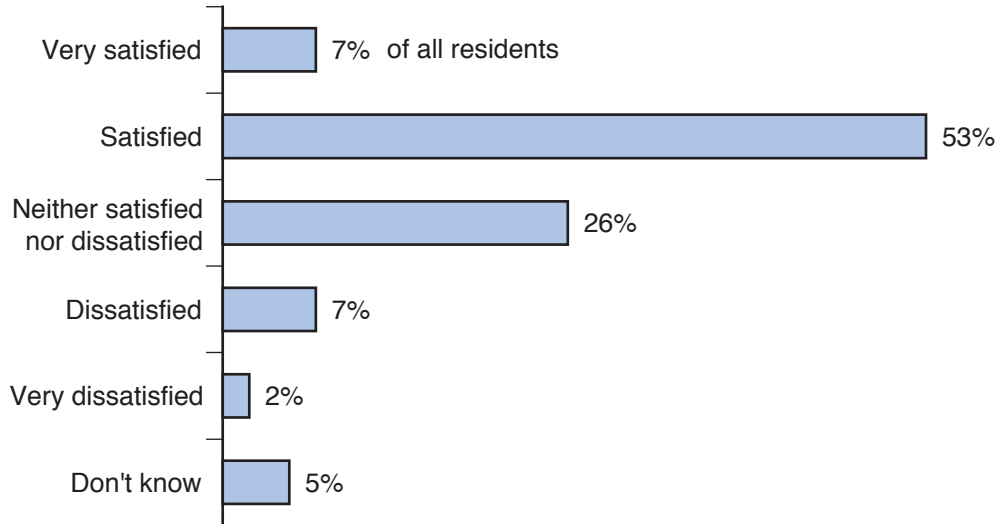
The main* types of crime of greatest concern to residents, when thinking about the area they live in, are ...

- burglary / theft, mentioned by 71% of all residents,
- vandalism, 9%,
- home invasion, 7%,
- assaults / physical violence / personal crime / violent crime, 7%,
- speeding cars / boy racers / wheelies / dangerous driving, 6%,
- tagging, 5%.

* multiple responses allowed

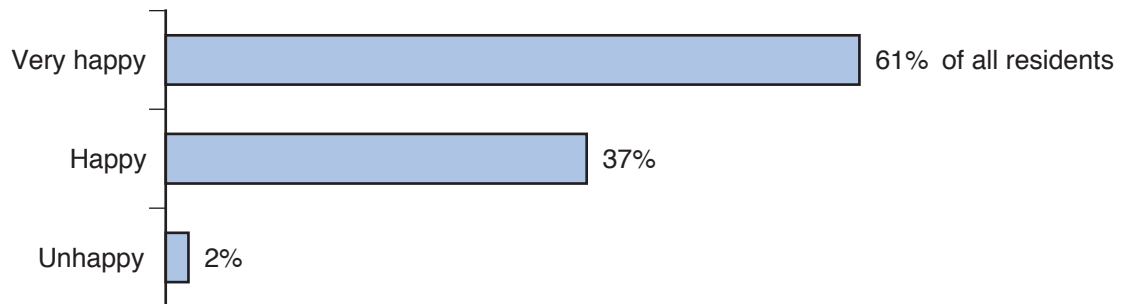
Council Consultation And Community Involvement

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



Quality Of Life

How happy or unhappy are residents with their quality of life ...



* * * * *



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 66% and 92% of meshblocks belong within an urban area, as classified by Statistics New Zealand's 2006 Census data.

In this group are ...

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



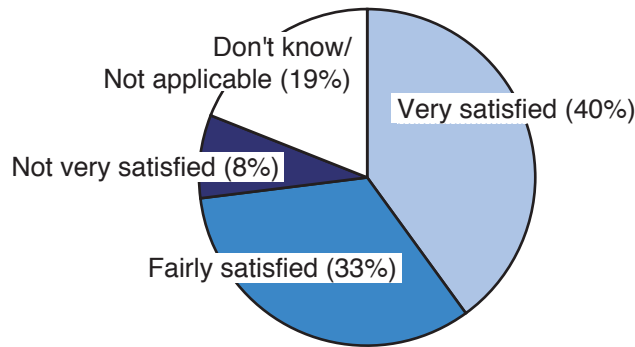
1. Council Services/Facilities

a. Satisfaction With Council Services/Facilities

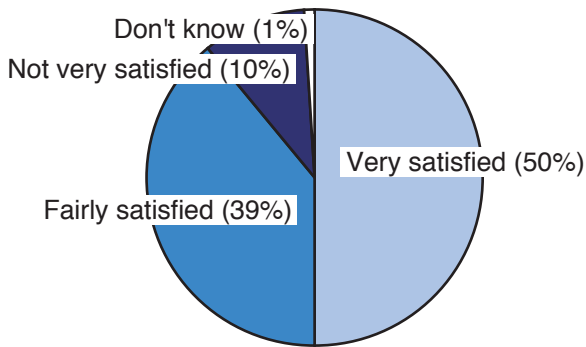
Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service/ facility. Those not very satisfied are asked to give their reasons for feeling that way.

i. Water Treatment & Supply

Overall

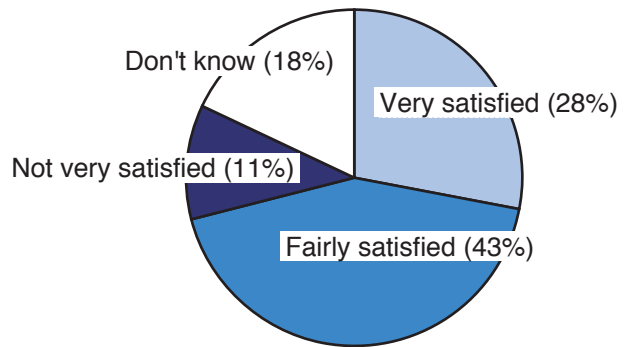


Receive Full Public Water Supply



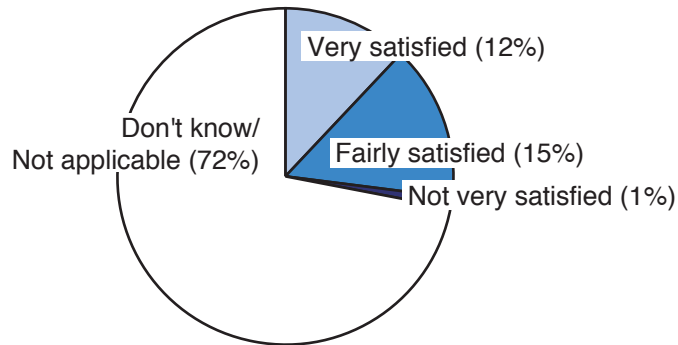
Base = 263

Receive Restricted Public Water Supply



Base = 17*

Have Private Supply



Base = 117

* caution: small base

73% of residents are satisfied with water treatment and supply, including 40% who are very satisfied. 8% are not very satisfied and 19% are unable to comment. These readings are similar to the 2008 results.

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

70% of residents say they are provided with a full public water supply (64% in 2008), while 4% say they receive a restricted water supply. 25% of residents have a private supply and 1% don't know.

Of those on a full public water supply, 89% are satisfied, with 71% on a restricted supply satisfied (caution is required as the base is small). 37% of residents with a private water supply are satisfied, while a significant percentage (72%), as would be expected, are unable to comment.

There are no notable differences between Wards and between 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 % |
|---|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 40 | 33 | 73 | 8 | 19 |
| 2008 | 38 | 36 | 74 | 7 | 19 |
| 2007 | 40 | 31 | 71 | 9 | 20 |
| 2006 | 29 | 37 | 66 | 9 | 25 |
| 2005 | 27 | 42 | 69 | 13 | 18 |
| 2004 | 29 | 41 | 70 | 11 | 19 |
| 2003 | 26 | 37 | 63 | 17 | 20 |
| 2002 | 19 | 44 | 63 | 20 | 17 |
| 2001 | 22 | 38 | 60 | 16 | 24 |
| 2000* | 24 | 39 | 63 | 15 | 22 |
| Receive Full Public Water Supply | 50 | 39 | 89 | 10 | 1 |
| Receive Restricted Public Water Supply [†] | 28 | 43 | 71 | 11 | 18 |
| Have Private Supply | 12 | 15 | 37 | 1 | 72 |
| <u>Comparison*</u> | | | | | |
| Peer Group (Provincial) | 40 | 34 | 74 | 11 | 15 |
| National Average | 39 | 43 | 82 | 10 | 8 |
| <u>Ward</u> | | | | | |
| Cambridge | (51) | (37) | (88) | 9 | 3 |
| Takepuku | 18 | 20 | 38 | - | (62) |
| Maungatautari | 14 | 21 | 35 | 8 | (57) |
| Pirongia | 28 | 21 | 49 | 10 | 41 |
| Te Awamutu | (46) | (41) | (87) | 8 | 5 |

% read across

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

[†] caution: small base

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

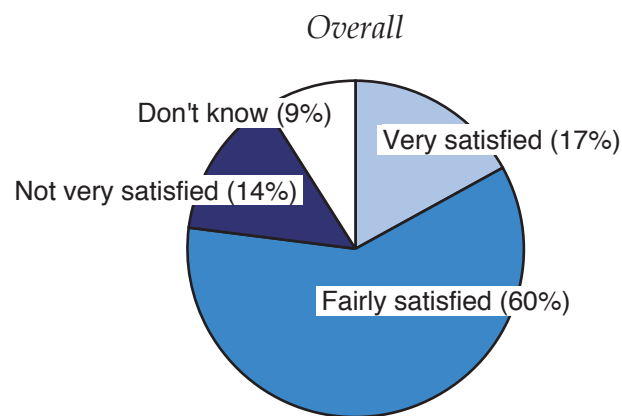
- poor water pressure, mentioned by 2% of all residents,
- lack of water supply / restrictions, 2%,
- tastes / smells of chlorine / chemicals, 2%,
- taste is bad, 1%.

* multiple responses allowed

| Recommended Satisfaction Measure For Reporting Purposes: | |
|--|-------|
| Total District | = 73% |
| Receivers of Full Public Water Supply | = 89% |
| Receivers of Restricted Public Water Supply* | = 71% |
| On Private Supply | = 37% |

* caution: small base

ii. Footpaths - Maintenance



77% of Waipa District residents are satisfied with the maintenance of footpaths, while 14% are not very satisfied with this aspect of footpaths (17% in 2008).

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 with an annual household income of less than \$40,000 or more than \$70,000.

Satisfaction With The Maintenance Of Footpaths

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 17 | 60 | 77 | 14 | 9 |
| 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 |
| <u>Comparison*</u> | | | | | |
| Peer Group (Provincial) | 18 | 52 | 70 | 25 | 5 |
| National Average | 20 | 51 | 71 | 25 | 4 |
| <u>Ward</u> | | | | | |
| Cambridge | 21 | 58 | 79 | 17 | 4 |
| Takepuku | 17 | 46 | 63 | 7 | 30 |
| Maungatautari [†] | 15 | 62 | 77 | 4 | 19 |
| Pirongia | 14 | 55 | 69 | 14 | 17 |
| Te Awamutu | 14 | 66 | 80 | 17 | 3 |
| <u>Gender</u> | | | | | |
| Male | 16 | 63 | 79 | 9 | 12 |
| Female | 17 | 57 | 74 | 20 | 6 |
| <u>Household Income</u> | | | | | |
| Less than \$40,000 pa [†] | 13 | 58 | 71 | 19 | 11 |
| \$40,000 - \$70,000 pa [†] | 21 | 59 | 80 | 8 | 11 |
| More than \$70,000 pa | 16 | 59 | 75 | 17 | 8 |

% 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

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

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

Summary Table:

Main Reasons* For Being Not Very Satisfied With Footpath Maintenance

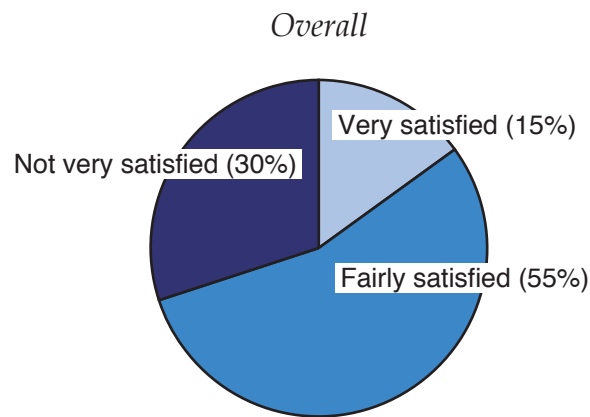
| | Total District 2009 % | Ward | | | | |
|--|-----------------------|-------------|------------|-----------------|------------|--------------|
| | | Cambridge % | Kakepuku % | Maungatautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Uneven/cracked/potholes/rough | 7 | 8 | 8 | 4 | 2 | 7 |
| No footpaths/not enough/one side only | 4 | 3 | 3 | - | 10 | 4 |
| Poor condition/lack maintenance/need upgrading | 4 | 5 | - | - | 4 | 5 |

* multiple responses allowed

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

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 77%</p> |
|--|

iii. Roads - Maintenance (excluding State Highways)



70% of Waipa District residents are satisfied with the maintenance of roads, (76% in 2008), while 30% are not very satisfied (24% in 2008).

The percent not very satisfied is on par with the Peer Group Average and slightly below 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 59 years,
- residents with an annual household income of \$40,000 or more.

Satisfaction With The Maintenance Of Roads (excluding State Highways)

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 15 | 55 | 70 | 30 | - |
| 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 |
| <u>Comparison*</u> | | | | | |
| Peer Group (Provincial) | 18 | 56 | 74 | 26 | - |
| National Average | 18 | 58 | 76 | 24 | - |
| <u>Ward</u> | | | | | |
| Cambridge [†] | 13 | 53 | 66 | 32 | 1 |
| Takepuku | 17 | 60 | 77 | 23 | - |
| Maungatautari | 10 | 55 | 65 | 35 | - |
| Pirongia | 15 | 50 | 65 | 34 | 1 |
| Te Awamutu | 17 | 58 | 75 | 25 | - |
| <u>Age</u> | | | | | |
| 18-39 years | 13 | 52 | 65 | 35 | - |
| 40-59 years | 13 | 54 | 67 | 33 | - |
| 60+ years [†] | 19 | 60 | 79 | 18 | 2 |
| <u>Household Income</u> | | | | | |
| Less than \$40,000 pa | 20 | 61 | 81 | 17 | 2 |
| \$40,000 - \$70,000 pa [†] | 13 | 52 | 65 | 34 | - |
| More than \$70,000 pa | 15 | 53 | 68 | 32 | - |

% read across

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

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

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

- potholes/uneven/rough/bumpy,
- poor quality of work/materials used/too much patching,
- poor condition/lack maintenance/need upgrading.

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

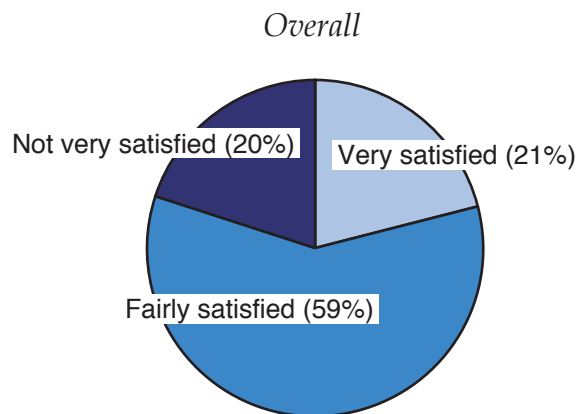
| | Total District 2009 % | Ward | | | | |
|---|------------------------------|-------------|------------|-----------------|------------|--------------|
| | | Cambridge % | Kakepuku % | Maungatautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Potholes/uneven/rough/bumpy | 18 | 20 | 16 | 15 | 15 | 18 |
| Poor quality of work/materials used/too much patching | 11 | 10 | 7 | 13 | 20 | 9 |
| Poor condition/lack maintenance/need upgrading | 9 | 11 | 4 | 14 | 12 | 6 |

* multiple responses allowed

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

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 70%</p> |
|--|

iv. Roads - Safety (excluding State Highways)



Overall, 80% of residents are satisfied with the safety of roads in the Waipa District, while 20% 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 on par with the National Average for ratings of roading in general.

Ratepayers are more likely to be not very satisfied with the safety of roads, than non-ratepayers.

Satisfaction With The Safety Of Roads (excluding State Highways)

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 21 | 59 | 80 | 20 | - |
| 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 |
| <u>Comparison*</u> | | | | | |
| Peer Group (Provincial) | 18 | 56 | 74 | 26 | - |
| National Average | 18 | 58 | 76 | 24 | - |
| <u>Ward</u> | | | | | |
| Cambridge | 24 | 52 | 76 | 23 | 1 |
| Kakepuku | 12 | 73 | 85 | 15 | - |
| Maungatautari | 23 | 58 | 81 | 19 | - |
| Pirongia | 17 | 59 | 76 | 24 | - |
| Te Awamutu | 22 | 64 | 86 | 14 | - |
| <u>Ratepayer?</u> | | | | | |
| Ratepayer | 21 | 57 | 78 | 22 | - |
| Non-ratepayer | 21 | 71 | 92 | 6 | 2 |

% 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 the safety of roads are ...

- unsafe for pedestrians / children / cyclists,
- unsafe intersections / unsafe areas,
- poor condition / potholes / poor quality roadworks,
- speeding / reduce speed limit,
- narrow roads / need widening.

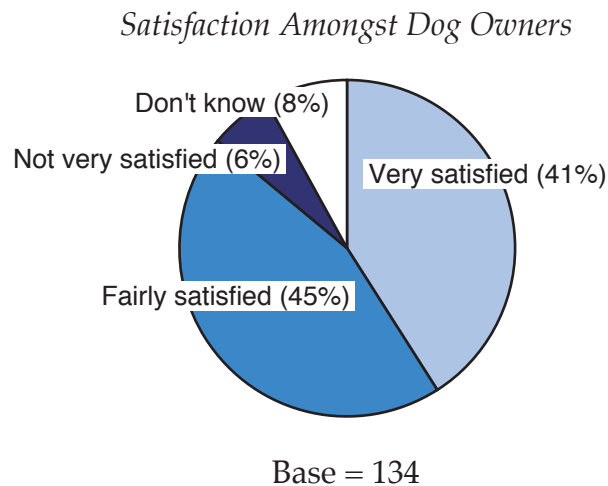
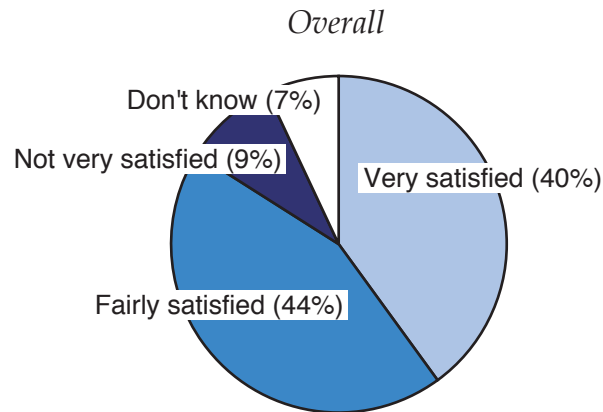
Summary Table: Main Reasons* For Being Not Very Satisfied With The Safety of Roads

| | Total District 2009 % | Ward | | | | |
|--|------------------------------|-------------|-------------|------------------|------------|--------------|
| | | Cambridge % | Kake-puku % | Maunga-tautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Unsafe for pedestrians / children / cyclists | 4 | 4 | - | 2 | 4 | 6 |
| Unsafe intersections / unsafe areas | 4 | 8 | 3 | 7 | 2 | 1 |
| Poor condition / potholes / poor quality roadworks | 4 | 2 | - | 4 | 9 | 4 |
| Speeding / reduce speed limit | 4 | 5 | - | 1 | 5 | 2 |
| Narrow roads / need widening | 3 | 2 | 6 | 6 | 3 | 2 |

* multiple responses allowed

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 80%</p> |
|--|

v. Control Of Dogs



84% of Waipa District residents are satisfied with dog control, with 40% being very satisfied. These readings are similar to the 2008 results.

9% of residents are not very satisfied. The percent not very satisfied is below the Peer Group and National Averages and 6% below the 2008 reading.

35% of residents identify themselves as dog owners (41% in 2008). Of these, 86% are satisfied (80% in 2008) and 6% not very satisfied (15% in 2008).

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

Satisfaction With Dog Control

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 40 | 44 | 84 | 9 | 7 |
| 2008 | 39 | 43 | 82 | 15 | 3 |
| 2007 | 36 | 39 | 75 | 14 | 11 |
| 2006 | 34 | 47 | 81 | 14 | 5 |
| 2005 | 28 | 51 | 79 | 15 | 6 |
| 2004 | 37 | 41 | 78 | 17 | 5 |
| 2003 | 29 | 42 | 71 | 21 | 8 |
| 2002 | 25 | 50 | 75 | 19 | 6 |
| 2001 | 27 | 48 | 75 | 17 | 8 |
| 2000 | 25 | 47 | 72 | 19 | 9 |
| Dog Owners | 41 | 45 | 86 | 6 | 8 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 34 | 41 | 75 | 19 | 6 |
| National Average | 31 | 46 | 77 | 19 | 4 |
| <u>Ward</u> | | | | | |
| Cambridge | 48 | 39 | 87 | 11 | 2 |
| Takepuku | 32 | 52 | 84 | 3 | 13 |
| Maungatautari | 39 | 30 | 69 | 8 | 23 |
| Pirongia | 35 | 47 | 82 | 7 | 11 |
| Te Awamutu | 36 | 50 | 86 | 11 | 3 |

% read across

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

- too many roaming/uncontrolled dogs, mentioned by 4% of all residents,
- owners not responsible, 2%,
- dogs fouling, 2%,
- danger to people and other animals, 2%.

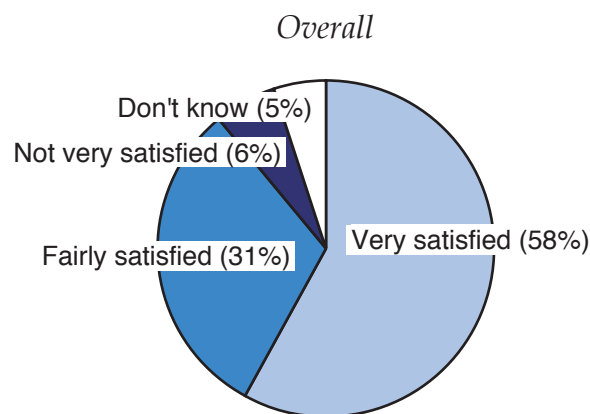
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 84%

Dog Owners = 86%

vi. Parks And Reserves (including Sportsgrounds)



89% of District residents are satisfied with their parks and reserves (including sportsgrounds), with 58% very satisfied. 6% are not very satisfied with these facilities and 5% are unable to comment. These readings are similar to the 2008 results.

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

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

Satisfaction With Parks And Reserves (including Sportsgrounds)

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|------------------------------|---------------------|-----------------------|-----------------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 58 | 31 | 89 | 6 | 5 |
| 2008 | 57 | 33 | 90 | 6 | 4 |
| 2007 | 59 | 31 | 90 | 7 | 3 |
| 2006 | 54 | 34 | 88 | 9 | 3 |
| 2005 | 46 | 42 | 88 | 10 | 2 |
| 2004 | 51 | 35 | 86 | 9 | 5 |
| 2003 | 55 | 33 | 88 | 8 | 4 |
| 2002 | 45 | 44 | 89 | 6 | 5 |
| 2001 | 44 | 42 | 86 | 9 | 5 |
| 2000 | 42 | 39 | 81 | 14 | 5 |
| <u>Comparison*</u> | | | | | |
| Peer Group (Provincial) | 56 | 35 | 91 | 5 | 4 |
| National Average | 52 | 40 | 92 | 5 | 3 |
| <u>Ward</u> | | | | | |
| Cambridge | 68 | 22 | 90 | 4 | 6 |
| Kakepuku | 60 | 31 | 91 | 5 | 4 |
| Maungatautari† | 50 | 44 | 94 | 2 | 3 |
| Pirongia | 46 | 38 | 84 | 9 | 7 |
| Te Awamutu | 54 | 35 | 89 | 8 | 3 |
| <u>Household Size</u> | | | | | |
| 1-2 person household† | 56 | 34 | 90 | 2 | 9 |
| 3+ person household | 60 | 29 | 89 | 10 | 1 |

% 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 2008 National Community survey

† does not add to 100% due to rounding

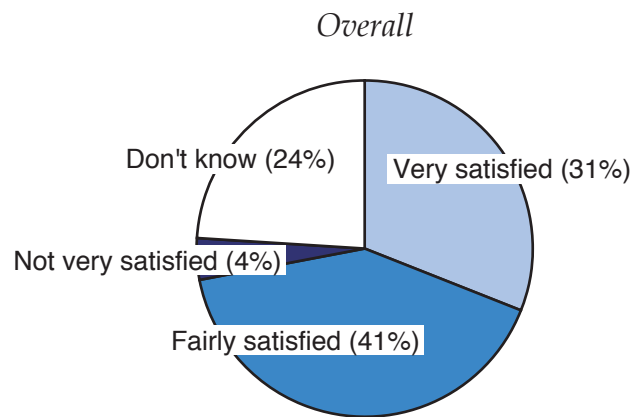
The main reasons* residents are not very satisfied with the District's parks and reserves (including sportsgrounds) are ...

- not well kept/ need upgrading/improvements, mentioned by 4% of all residents,
- more parks/sportsgrounds/playgrounds, 3%,
- need more parking, 1%.

* multiple responses allowed

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 89%</p> |
|--|

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



72% of Waipa District residents are satisfied with Council efforts in the control of noise, including 31% who are very satisfied (34% in 2008). 4% are not very satisfied with this service while 24% are unable to comment.

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 between 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 % |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall*</u> | | | | | |
| Total District 2009 | 31 | 41 | 72 | 4 | 24 |
| 2008 | 34 | 37 | 71 | 4 | 25 |
| 2007 | 32 | 33 | 65 | 5 | 30 |
| 2006 | 31 | 37 | 68 | 5 | 27 |
| 2005 | 23 | 44 | 67 | 4 | 29 |
| 2004 | 42 | 38 | 80 | 5 | 15 |
| 2003 | 35 | 42 | 77 | 9 | 14 |
| 2002 | 30 | 51 | 81 | 6 | 13 |
| 2001 | 34 | 46 | 80 | 3 | 17 |
| 2000 | 31 | 47 | 78 | 6 | 16 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 29 | 44 | 73 | 13 | 14 |
| National Average | 29 | 48 | 77 | 13 | 10 |
| <u>Ward</u> | | | | | |
| Cambridge | 36 | 44 | 80 | 4 | 16 |
| Takepuku | 14 | 39 | 53 | - | 47 |
| Maungatautari | 25 | 29 | 54 | 5 | 41 |
| Pirongia | 32 | 30 | 62 | - | 38 |
| Te Awamutu | 30 | 47 | 77 | 6 | 17 |

% read across

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

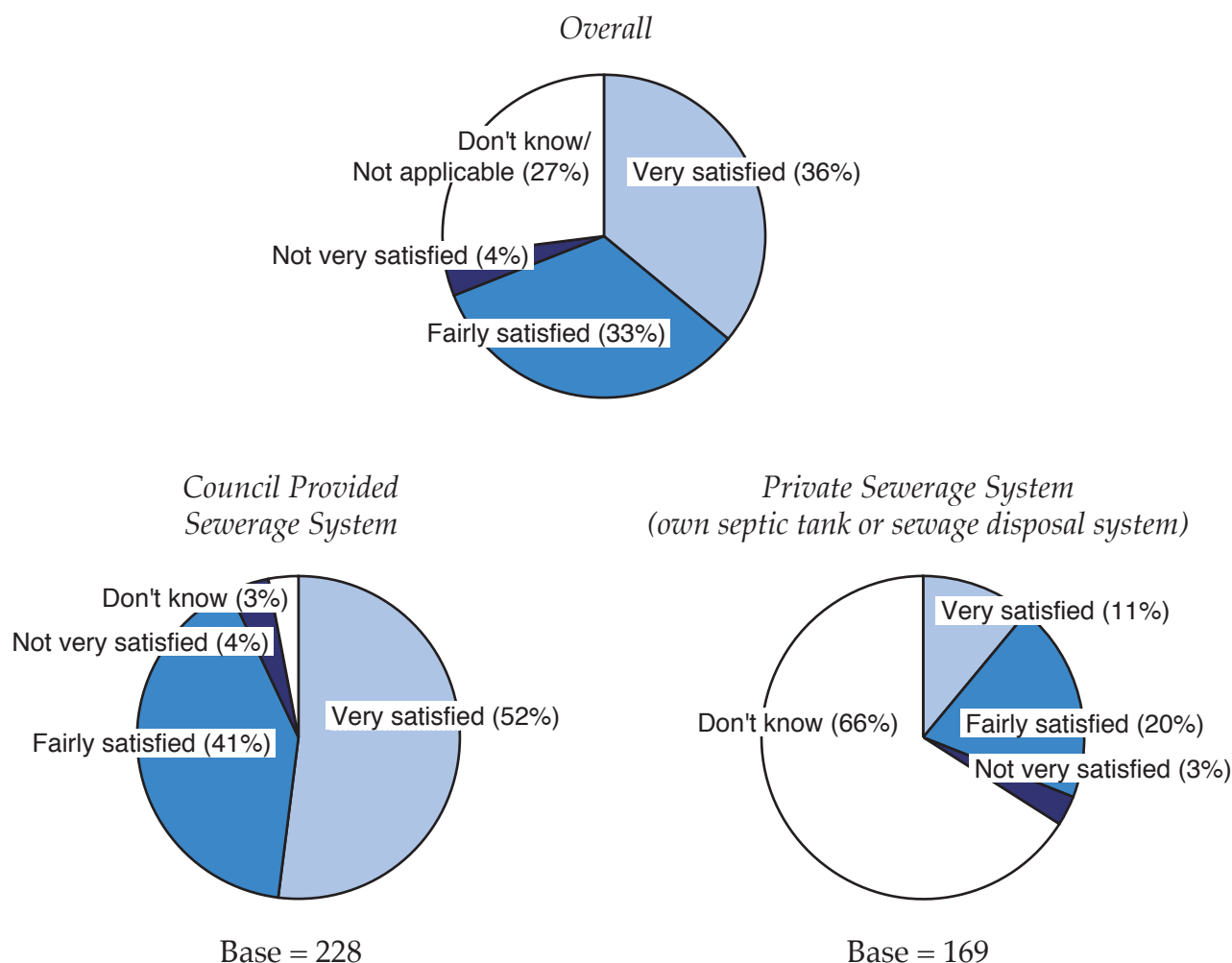
The main reasons* residents are not very satisfied with noise control services are ...

- need more control/more effective, mentioned by 2% of all residents,
- noisy neighbours/loud music, 1%.

* multiple responses allowed

| |
|--|
| Recommended Satisfaction Measure For Reporting Purposes: Total District = 72% |
|--|

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



Overall, 69% of Waipa District residents are satisfied with wastewater services, including 36% who are very satisfied (39% in 2008). 4% are not very satisfied and 27% are unable to comment.

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

60% of residents receive a sewage disposal service (55% in 2008), with 93% of these "receivers" being satisfied and 4% not very satisfied.

39% of residents have a private disposal system (43% in 2008). Of these, 31% are satisfied, 3% are not very satisfied and 66% are unable to comment.

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

Kakepuku, 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 % |
|---------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall*</u> | | | | | |
| Total District 2009 | 36 | 33 | 69 | 4 | 27 |
| 2008 | 39 | 29 | 68 | 3 | 29 |
| 2007 | 37 | 26 | 63 | 4 | 33 |
| 2006 | 31 | 32 | 63 | 4 | 33 |
| 2005 | 23 | 45 | 68 | 2 | 30 |
| 2004 | 30 | 32 | 62 | 4 | 34 |
| 2003 | 28 | 32 | 60 | 5 | 35 |
| 2002 | 18 | 43 | 61 | 6 | 33 |
| 2001 | 21 | 34 | 55 | 5 | 40 |
| 2000 | 20 | 34 | 54 | 9 | 37 |
| Council Provided System | 52 | 41 | 93 | 4 | 3 |
| Private Sewerage System | 11 | 20 | 31 | 3 | 66 |
| <u>Comparison*</u> | | | | | |
| Peer Group (Provincial) | 34 | 38 | 72 | 10 | 18 |
| National Average | 40 | 42 | 82 | 7 | 11 |
| <u>Ward</u> | | | | | |
| Cambridge [†] | 49 | 37 | 86 | 4 | 9 |
| Takepuku | 12 | 11 | 23 | 1 | 76 |
| Maungatautari | 17 | 14 | 31 | 2 | 67 |
| Pirongia | 6 | 27 | 33 | 6 | 61 |
| Te Awamutu | 46 | 41 | 87 | 3 | 10 |

% read across

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

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

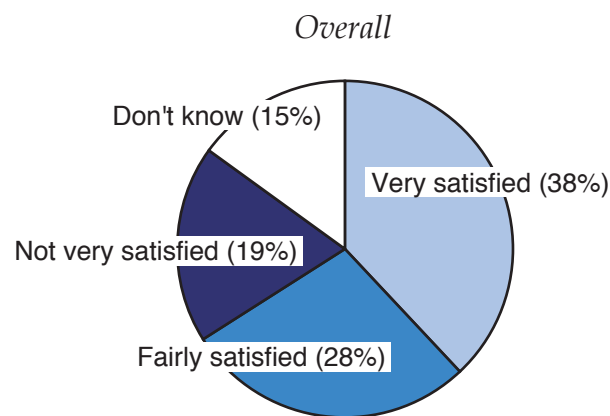
The main reasons* residents are not very satisfied with wastewater services are ...

- bad smell, mentioned by 2% of all residents,
- no sewerage system / on septic tank, 1%,
- system needs upgrading / maintenance, 1%.

* multiple responses allowed

| Recommended Satisfaction Measure For Reporting Purposes: | |
|--|-------|
| Total District | = 69% |
| Receivers of Council-Provided Service | = 93% |
| Receivers of Private Disposal System | = 31% |

ix. Swimming Pools



66% of Waipa District residents overall are satisfied with the District's swimming pools (62% in 2008), including 38% who are very satisfied (30% in 2008). 19% are not very satisfied with these facilities and 15% are unable to comment (18% in 2008).

The percent not very satisfied is on par with the Peer Group Average, above the National Average, and similar to the 2008 reading.

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

- Cambridge and Maungatautari Ward residents,
- ratepayers.

Satisfaction With Swimming Pools

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 38 | 28 | 66 | 19 | 15 |
| 2008 | 30 | 32 | 62 | 20 | 18 |
| 2007 | 38 | 26 | 64 | 20 | 16 |
| 2006 | 27 | 31 | 58 | 27 | 15 |
| 2005 | 34 | 29 | 63 | 25 | 12 |
| 2004 | 43 | 22 | 65 | 17 | 18 |
| 2003 | 48 | 24 | 72 | 11 | 17 |
| 2002 | 39 | 26 | 65 | 12 | 23 |
| 2001 | 24 | 28 | 52 | 17 | 31 |
| 2000 | 21 | 37 | 58 | 20 | 22 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 32 | 32 | 64 | 16 | 20 |
| National Average | 32 | 38 | 70 | 10 | 20 |
| <u>Ward</u> | | | | | |
| Cambridge | 28 | 26 | 54 | 30 | 16 |
| Takepuku [†] | 49 | 37 | 86 | 4 | 9 |
| Maungatautari | 29 | 28 | 57 | 27 | 16 |
| Pirongia | 36 | 35 | 71 | 7 | 22 |
| Te Awamutu | 50 | 25 | 75 | 15 | 10 |
| <u>Ratepayer?</u> | | | | | |
| Ratepayer [†] | 37 | 28 | 65 | 21 | 15 |
| Non-ratepayer | 48 | 28 | 76 | 10 | 14 |

% 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 ...

- Cambridge pool needs an upgrade/ need new pool,
- against new pool in Cambridge/ waste of money,
- need heated pool/ indoor pool/ all year round pool.

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

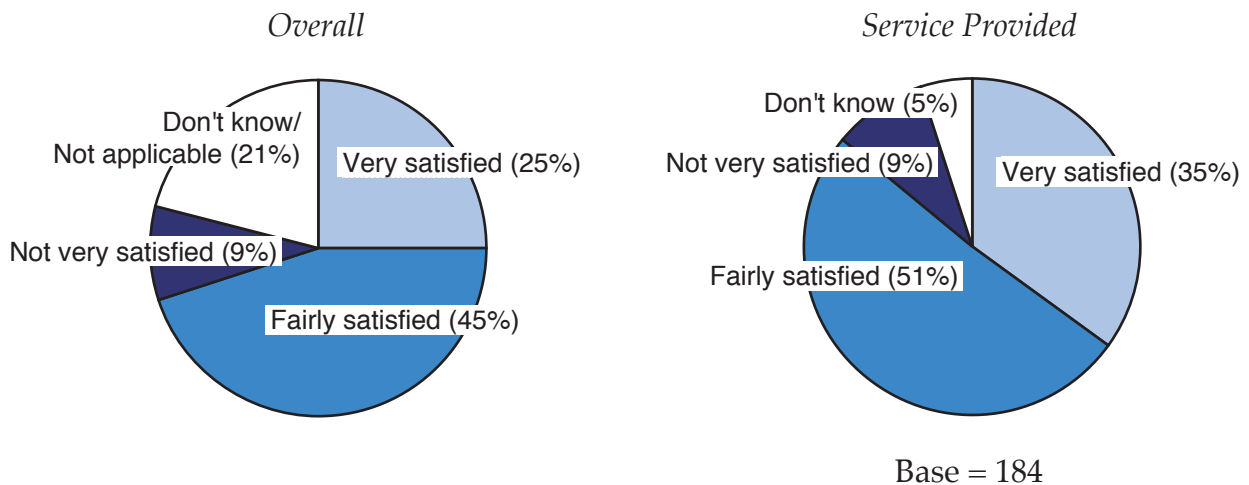
| | Total District 2009 % | Ward | | | | |
|--|-----------------------|-------------|------------|-----------------|------------|--------------|
| | | Cambridge % | Kakepuku % | Maungatautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Cambridge pool needs an upgrade/ need new pool | 5 | 11 | - | 14 | - | - |
| Against new pool in Cambridge/ waste of money | 5 | 10 | - | 2 | - | 2 |
| Need heated pool/ indoor pool/ all year round pool | 4 | 6 | - | 15 | - | - |

* multiple responses allowed

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

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 66%

x. Stormwater Services



70% of residents overall are satisfied with the District's stormwater services (65% in 2008), including 25% who are very satisfied. 9% are not very satisfied with this service and 21% are unable to comment.

The percent not very satisfied is slightly below the Peer Group and National Averages and 6% below the 2008 reading.

50% of residents receive a piped stormwater collection, with 86% of this group being satisfied and 9% not very satisfied.

Residents with an annual household income of less than \$40,000 are less likely to be not very satisfied with stormwater services, than other income groups.

Satisfaction With Stormwater Services

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|-------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 25 | 45 | 70 | 9 | 21 |
| 2008 | 26 | 39 | 65 | 15 | 20 |
| 2007 | 29 | 34 | 63 | 14 | 23 |
| 2006 | 18 | 42 | 60 | 21 | 19 |
| 2005 | 14 | 46 | 60 | 20 | 20 |
| 2004 | 19 | 42 | 61 | 18 | 21 |
| 2003 | 17 | 40 | 57 | 24 | 19 |
| 2002 | 15 | 47 | 62 | 22 | 16 |
| 2001 | 17 | 42 | 59 | 16 | 25 |
| 2000 | 16 | 46 | 62 | 19 | 19 |
| Service Provided | 35 | 51 | 86 | 9 | 5 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 24 | 45 | 69 | 15 | 16 |
| National Average | 28 | 49 | 77 | 14 | 9 |
| <u>Ward</u> | | | | | |
| Cambridge | 34 | 44 | 78 | 14 | 8 |
| Takepuku | 8 | 34 | 42 | - | 58 |
| Maungatautari | 13 | 33 | 46 | 4 | 50 |
| Pirongia | 8 | 44 | 52 | 4 | 44 |
| Te Awamutu [†] | 32 | 52 | 84 | 10 | 7 |
| <u>Household Income</u> | | | | | |
| Less than \$40,000 pa | 27 | 50 | 77 | 2 | 21 |
| \$40,000 - \$70,000 pa [†] | 24 | 48 | 72 | 11 | 18 |
| More than \$70,000 pa | 26 | 40 | 66 | 12 | 22 |

% read across

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

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

- drains blocked / need clearing more often, mentioned by 4% of all residents,
- flooding / surface water, 4%,
- inadequate / not coping / overflows / need fixing, 3%.

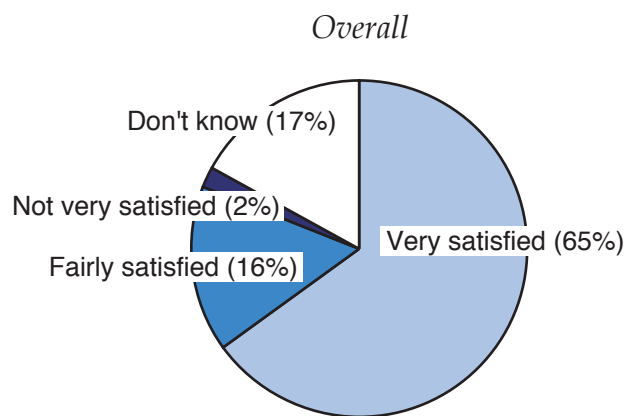
* multiple responses allowed

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 70%

Receivers of Service = 86%

xi. Library Service



81% of residents overall are satisfied with the library service in the Waipa District, with 65% being very satisfied. 2% are not very satisfied and 17% of residents are unable to comment on the District's library service. These readings are similar to the 2008 results.

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

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

Satisfaction With Library Service

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--------------------------|---------------------|-----------------------|------------------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 65 | 16 | 81 | 2 | 17 |
| 2008 | 66 | 16 | 82 | 3 | 15 |
| 2007 | 61 | 16 | 77 | 4 | 19 |
| 2006 | 60 | 21 | 81 | 5 | 14 |
| 2005 | 62 | 22 | 84 | 3 | 13 |
| 2004 | 63 | 17 | 80 | 4 | 16 |
| 2003 | 59 | 20 | 79 | 5 | 16 |
| 2002 | 58 | 23 | 81 | 3 | 16 |
| 2001 | 46 | 27 | 73 | 8 | 19 |
| 2000 | 51 | 21 | 72 | 13 | 15 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 64 | 25 | 89 | 2 | 9 |
| National Average | 60 | 29 | 89 | 3 | 8 |
| <u>Ward</u> | | | | | |
| Cambridge | 72 | 17 | 89 | 1 | 10 |
| Kakepuku | 52 | 20 | 72 | 6 | 22 |
| Maungatautari | 74 | 15 | 89 | 4 | 7 |
| Pirongia | 55 | 11 | 66 | 3 | 31 |
| Te Awamutu | 62 | 17 | 79 | 3 | 18 |

% read across

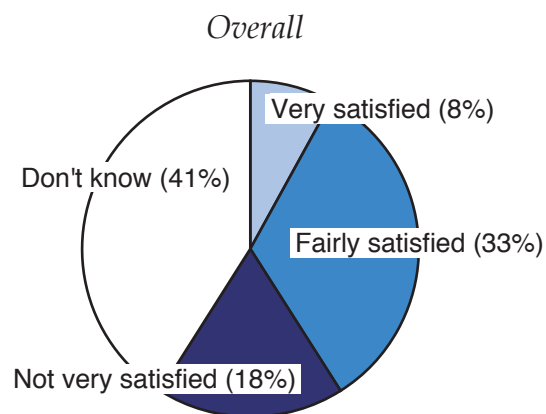
The reasons* residents are not very satisfied with the library service are ...

- charges/pay in rates and pay for book, mentioned by 2% of all residents,
- others, 2%.

* multiple responses allowed

| |
|--|
| Recommended Satisfaction Measure For Reporting Purposes: Total District = 81% |
|--|

xii. Resource Management, That Is Resource Consent Services And Inspections



41% of residents are satisfied with resource management, while 18% are not very satisfied with this service. 41% are unable to comment.

The percent not very satisfied (18%) is below the Peer Group and National Averages for town planning, including planning and inspection services.

Residents more likely to be not very satisfied with resource management are ...

- residents with an annual household income of \$40,000 or more,
- ratepayers.

Satisfaction With Resource Management, That Is Resource Consent Services And Inspections

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|------------------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall*</u> | | | | | |
| Total District 2009 | 8 | 33 | 41 | 18 | 41 |
| 2008 | 13 | 37 | 50 | 12 | 38 |
| 2007 | 13 | 35 | 48 | 15 | 37 |
| 2006 | 13 | 36 | 49 | 15 | 36 |
| 2005 | 8 | 47 | 55 | 10 | 35 |
| 2004 | 13 | 36 | 49 | 7 | 44 |
| 2003 | 15 | 36 | 51 | 10 | 39 |
| 2002 | 9 | 41 | 50 | 8 | 42 |
| 2001 | 11 | 32 | 43 | 13 | 44 |
| 2000 | 16 | 28 | 44 | 10 | 46 |
| <u>Comparison*</u> | | | | | |
| Peer Group (Provincial) | 11 | 42 | 53 | 27 | 20 |
| National Average | 11 | 41 | 52 | 25 | 23 |
| <u>Ward</u> | | | | | |
| Cambridge [†] | 9 | 37 | 46 | 14 | 39 |
| Kakepuku | 8 | 42 | 50 | 17 | 33 |
| Maungatautari | 8 | 39 | 47 | 27 | 26 |
| Pirongia [†] | 8 | 29 | 37 | 25 | 39 |
| Te Awamutu | 8 | 25 | 33 | 17 | 50 |
| <u>Household Income</u> | | | | | |
| Less than \$40,000 pa [†] | 6 | 29 | 35 | 6 | 58 |
| \$40,000 - \$70,000 pa | 5 | 39 | 44 | 19 | 37 |
| More than \$70,000 pa | 12 | 31 | 43 | 24 | 33 |
| <u>Ratepayer?</u> | | | | | |
| Ratepayer | 9 | 33 | 42 | 20 | 38 |
| Non-ratepayer | 3 | 28 | 31 | 7 | 62 |

% read across

* readings prior to 2009 and the Peer Group and National Averages relates to ratings for Town Planning, including planning and inspection services. From 2001-2008 building control and building inspections were specifically excluded

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

The main reasons residents are not very satisfied with resource management are ...

- too much red tape/bureaucracy/too many rules and regulations,
- takes too long,
- too expensive.

* multiple responses allowed

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

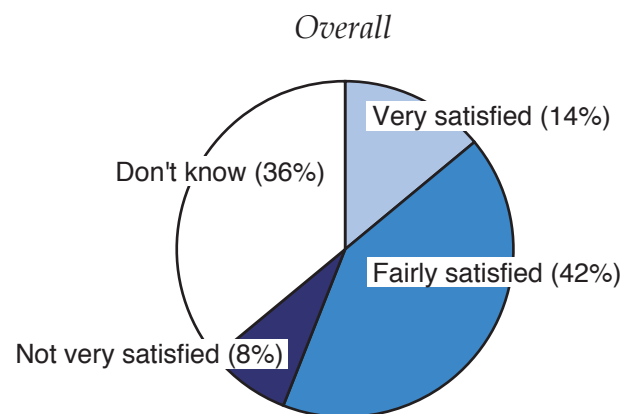
| | Total District 2009 % | Ward | | | | |
|--|------------------------------|-------------|-------------|------------------|------------|--------------|
| | | Cambridge % | Kake-puku % | Maunga-tautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Too much red tape/bureaucracy/ too many rules and regulations | 8 | 6 | 8 | 11 | 15 | 6 |
| Takes too long | 7 | 5 | 8 | 9 | 6 | 10 |
| Too expensive | 5 | 2 | 5 | 6 | 9 | 5 |

* multiple responses allowed

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

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 41%</p> |
|--|

xiii. Building Control & Building Inspections



56% of residents are satisfied with building control and building inspections (51% in 2008), 8% are not very satisfied and a significant percentage (36%) are unable to comment (39% in 2008).

The percent not very satisfied (8%) is below the Peer Group and National Averages for town planning, including planning and inspection services.

There are no notable differences between Wards and between socio-economic groups in terms of those residents to be not very satisfied with building control and building inspections.

Satisfaction With Building Control & Building Inspections

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---------------------------------------|---------------------|-----------------------|-----------------------------------|-------------------------|-----------------|
| <u>Overall</u> [†] | | | | | |
| Total District 2009 | 14 | 42 | 56 | 8 | 36 |
| 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 |
| <u>Comparison</u> [*] | | | | | |
| Peer Group (Provincial) | 11 | 42 | 53 | 27 | 20 |
| National Average | 11 | 41 | 52 | 25 | 23 |
| <u>Ward</u> | | | | | |
| Cambridge | 14 | 47 | 61 | 6 | 33 |
| Takepuku ^{††} | 14 | 48 | 62 | 6 | 33 |
| Maungatautari | 21 | 38 | 59 | 11 | 30 |
| Pirongia ^{††} | 8 | 44 | 52 | 15 | 32 |
| Te Awamutu | 15 | 34 | 49 | 8 | 43 |

% read across

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

[†] not asked in 2000

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

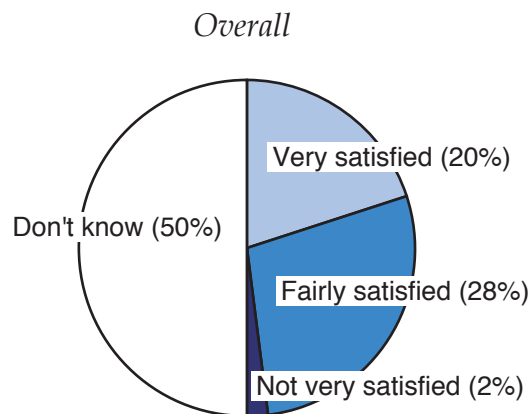
The main reasons* residents who are not very satisfied with building control and building inspections are ...

- over regulated / too much paperwork / pedantic, mentioned by 3% of all residents,
- poor inspections / inefficiency, 3%,
- takes too long, 2%.

* multiple responses allowed

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 56%</p> |
|--|

xiv. Civil Defence Organisation



48% of Waipa District's residents are satisfied with the Civil Defence Organisation (43% in 2008). A large percentage of residents (50%) are unable to comment on Civil Defence (56% in 2008).

The percent not very satisfied (2%) is similar to previous years' results, and slightly below the Peer Group Average and on par with the National Average.

There are no notable differences between Wards and between 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 % |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall</u> | | | | | |
| Total District 2009 | 20 | 28 | 48 | 2 | 50 |
| 2008 | 19 | 24 | 43 | 1 | 56 |
| 2007 | 17 | 23 | 40 | 3 | 57 |
| 2006 | 12 | 29 | 41 | 3 | 56 |
| 2005 | 14 | 36 | 50 | 1 | 49 |
| 2004 | 19 | 22 | 41 | 2 | 57 |
| 2003 | 22 | 29 | 51 | 2 | 47 |
| 2002 | 13 | 32 | 45 | 3 | 52 |
| 2001 | 18 | 29 | 47 | 4 | 49 |
| 2000 | 16 | 25 | 41 | 4 | 55 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 30 | 33 | 63 | 7 | 30 |
| National Average | 21 | 36 | 57 | 6 | 37 |
| <u>Ward</u> | | | | | |
| Cambridge | 29 | 29 | 58 | 1 | 41 |
| Takepuku | 18 | 25 | 43 | 6 | 51 |
| Maungatautari | 21 | 24 | 45 | 9 | 46 |
| Pirongia | 13 | 34 | 47 | - | 53 |
| Te Awamutu | 14 | 24 | 38 | 1 | 61 |

% read across

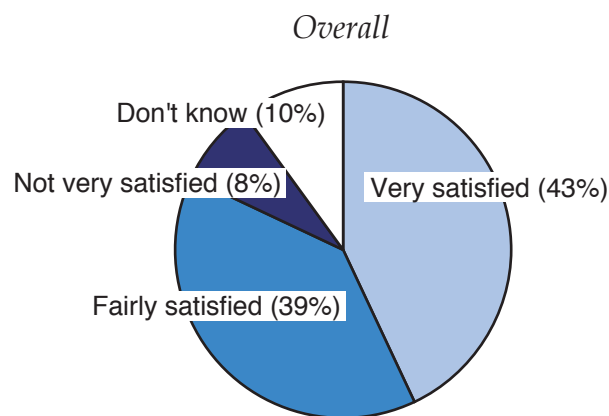
The main reasons* residents are not very satisfied with the Civil Defence Organisation are ...

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

* multiple responses allowed

| |
|--|
| Recommended Satisfaction Measure For Reporting Purposes: Total District = 48% |
|--|

xv. Public Toilets



82% of residents are satisfied with the public toilets (74% in 2008), including 43% who are very satisfied (35% in 2008), while 10% are unable to comment (14% in 2008). 8% of residents are not very satisfied with public toilets (12% in 2008).

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

There are no notable differences between Wards and between socio-economic groups, in terms of those residents not very satisfied with public toilets. However, it appears that women are slightly more likely, than men, to feel this way.

Satisfaction With Public Toilets

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall*</u> | | | | | |
| Total District 2009 | 43 | 39 | 82 | 8 | 10 |
| 2008 | 35 | 39 | 74 | 12 | 14 |
| 2007 | 36 | 34 | 70 | 16 | 14 |
| 2000 | 24 | 28 | 52 | 20 | 28 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 25 | 40 | 65 | 22 | 13 |
| National Average | 18 | 41 | 59 | 25 | 16 |
| <u>Ward</u> | | | | | |
| Cambridge | 48 | 38 | 86 | 7 | 7 |
| Takepuku | 52 | 32 | 84 | 5 | 11 |
| Maungatautari | 40 | 43 | 83 | 6 | 11 |
| Pirongia | 36 | 45 | 81 | 8 | 11 |
| Te Awamutu | 39 | 40 | 79 | 9 | 12 |
| <u>Gender</u> | | | | | |
| Male [†] | 40 | 43 | 83 | 5 | 11 |
| Female | 45 | 36 | 81 | 10 | 9 |

% read across

* not asked between 2001-2006

† does not add to 100% due to rounding

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

- dirty/unhygienic/messy/smell/need cleaning more often,
- need upgrading/lack maintenance/don't look inviting,
- not enough toilets/need more.

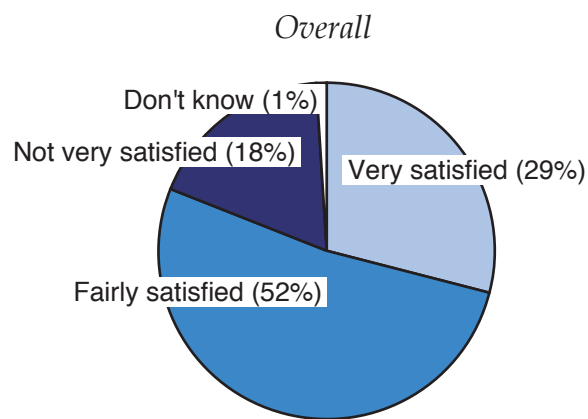
Summary Table: Main Reasons* For Being Not Very Satisfied With Public Toilets

| | Total District 2009 % | Ward | | | | |
|---|------------------------------|-------------|-------------|------------------|------------|--------------|
| | | Cambridge % | Kake-puku % | Maunga-tautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Dirty/unhygienic/messy/smell/need cleaning more often | 2 | 6 | - | - | 2 | - |
| Need upgrading/lack maintenance/don't look inviting | 2 | 1 | 3 | - | 4 | 2 |
| Not enough toilets/need more | 2 | 1 | 2 | 2 | 1 | 3 |

* multiple responses allowed

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 82%</p> |
|--|

xvi. Parking In Cambridge & Te Awamutu



81% of residents are satisfied with parking in Cambridge and Te Awamutu (71% in 2008), including 29% who are very satisfied. 18% are not very satisfied (28% in 2008).

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

Residents who live in a one or two person household, are more likely to be not very satisfied with parking in Cambridge and Te Awamutu, than those who live in a three or more person household.

Satisfaction With Parking In Cambridge & Te Awamutu

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---------------------------------------|---------------------|-----------------------|-----------------------------------|-------------------------|-----------------|
| <u>Overall</u> [†] | | | | | |
| Total District 2009 | 29 | 52 | 81 | 18 | 1 |
| 2008 | 25 | 46 | 71 | 28 | 1 |
| 2007 | 28 | 43 | 71 | 28 | 1 |
| 2006 | 28 | 46 | 74 | 26 | - |
| 2005 | 23 | 49 | 72 | 26 | 2 |
| <u>Comparison</u> [*] | | | | | |
| Peer Group (Provincial) | 26 | 42 | 68 | 31 | 1 |
| National Average | 25 | 42 | 67 | 30 | 3 |
| <u>Ward</u> | | | | | |
| Cambridge | 34 | 50 | 84 | 15 | 1 |
| Kakepuku | 20 | 58 | 78 | 22 | - |
| Maungatautari | 48 | 42 | 90 | 9 | 1 |
| Pirongia | 33 | 52 | 85 | 13 | 2 |
| Te Awamutu | 19 | 56 | 75 | 23 | 2 |
| <u>Household Size</u> | | | | | |
| 1-2 person household | 26 | 51 | 77 | 21 | 2 |
| 3+ person household | 32 | 53 | 85 | 14 | 1 |

% 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,
- parking taken up by businesses/workers/park all day,
- need angle parking/parallel parking difficult,
- congested areas/busy roads.

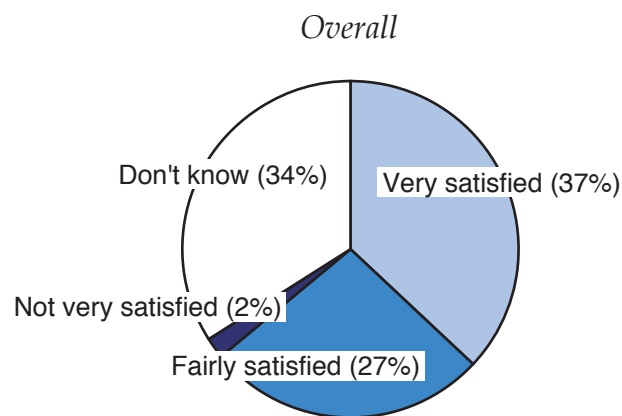
* multiple responses allowed

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

| | Total District 2009 % | Ward | | | | |
|---|------------------------------|--------------------|--------------------|-------------------------|-------------------|---------------------|
| | | Cambridge % | Kake-puku % | Maunga-tautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Not enough parking/need more | 13 | 13 | 20 | 8 | 10 | 16 |
| Parking taken up by businesses/workers/park all day | 3 | 1 | 6 | - | 1 | 4 |
| Need angle parking/parallel parking difficult | 2 | 1 | - | - | 2 | 5 |
| Congested areas/busy roads | 2 | - | 6 | 2 | - | 5 |

* multiple responses allowed

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 81%</p> |
|--|

xvii. Museums

64% of residents are satisfied with the Museums in the District, including 37% who are very satisfied (22% in 2008). 2% of residents are not very satisfied (5% in 2008), while a significant percentage (34%) are not very satisfied (31% in 2008).

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

There are no notable differences between Wards and between 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 % |
|--------------------------|---------------------|-----------------------|----------------------------|-------------------------|-----------------|
| <u>Overall*</u> | | | | | |
| Total District 2009 | 37 | 27 | 64 | 2 | 34 |
| 2008 | 22 | 42 | 64 | 5 | 31 |
| 2007 | 25 | 34 | 59 | 5 | 36 |
| 2006 | 27 | 29 | 56 | 6 | 38 |
| <u>Comparison</u> | | | | | |
| Peer Group (Provincial) | 36 | 31 | 67 | 5 | 28 |
| National Average | 43 | 27 | 70 | 4 | 26 |
| <u>Ward</u> | | | | | |
| Cambridge [†] | 32 | 30 | 62 | 2 | 35 |
| Kakepuku | 45 | 23 | 68 | 2 | 30 |
| Maungatautari | 33 | 18 | 51 | - | (49) |
| Pirongia | 33 | 17 | 50 | 1 | (49) |
| Te Awamutu | 43 | 33 | 76 | 2 | 22 |

% read across

* not asked prior to 2006

† does not add to 100% due to rounding

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

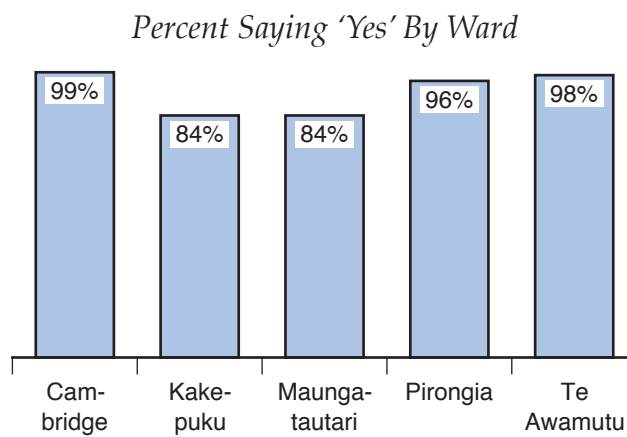
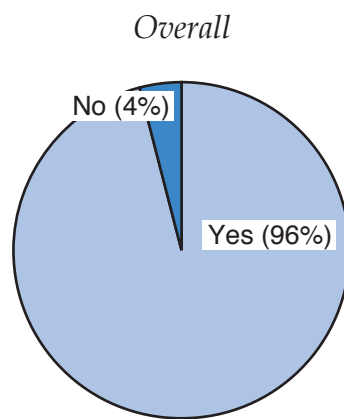
- few exhibits/ not very interesting/boring, mentioned by 1% of residents,
- need better advertising/ publicity, 1%.

* multiple responses allowed

| |
|--|
| <p>Recommended Satisfaction Measure For Reporting Purposes: Total District = 64%</p> |
|--|

b. Kerbside & Roadside Recycling Services

i. Usage



In 2007, kerbside and roadside recycling services were introduced in the District. 96% of residents say their household use this service.

Takepuku and Maungatautari Ward residents are less likely to say their households use the kerbside and roadside recycling services, than other Ward residents.

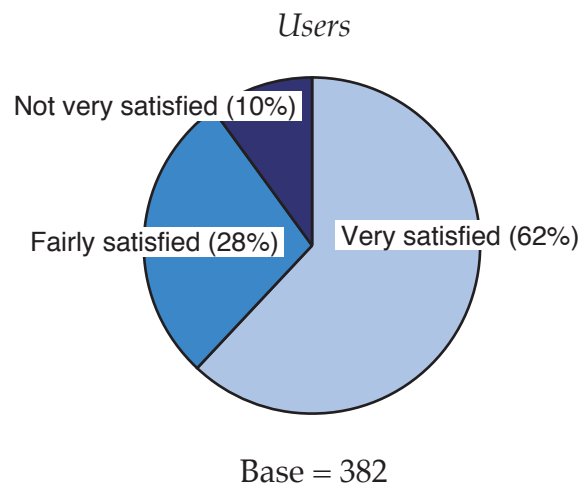
The main reasons* residents say their household does not use the kerbside and roadside recycling services are ...

- deal with it ourselves/ use other options, mentioned by 22% of residents whose households do not use the service, (4 respondents),
- not enough to recycle, 19% (3 respondents),
- use private collection, 16% (3 respondents).

Base = 20

* multiple responses

ii. Satisfaction



90% of residents* are satisfied with the kerbside and roadside recycling services, while 10% are not very satisfied.

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

* those residents who say their household use the Council's roadside and recycling services (N=382)

User Satisfaction With The Kerbside And Roadside Recycling Services

| | Very Satisfied % | Fairly Satisfied % | Very/Fairly Satisfied % | Not Very Satisfied % | Don't Know % |
|---------------------------|---------------------|-----------------------|-----------------------------------|-------------------------|-----------------|
| <u>Users*</u> | | | | | |
| 2009 | 62 | 28 | 90 | 10 | - |
| 2008 | 70 | 20 | 90 | 10 | - |
| 2007 | 81 | 13 | 94 | 5 | 1 |
| <u>Comparison†</u> | | | | | |
| Peer Group (Provincial) | 48 | 32 | 80 | 19 | 1 |
| National Average | 45 | 42 | 87 | 12 | 1 |
| <u>Ward</u> | | | | | |
| Cambridge | 61 | 32 | 93 | 7 | - |
| Takepuku ^{††} | 74 | 10 | 84 | 17 | - |
| Maungatautari | 65 | 30 | 95 | 5 | - |
| Pirongia | 61 | 26 | 87 | 13 | - |
| Te Awamutu | 59 | 27 | 86 | 13 | 1 |

* not asked prior to 2007

† Peer Group and National Average refer to user satisfaction with recycling

†† does not add to 100% due to rounding

Base = 382

The main reasons residents[†] are not very satisfied with the kerbside or roadside recycling service are ...

- inconsistent pick up times / not collected for days / weeks, mentioned by 7% of residents[†],
- recyclables left behind / mess left on road, 2%.

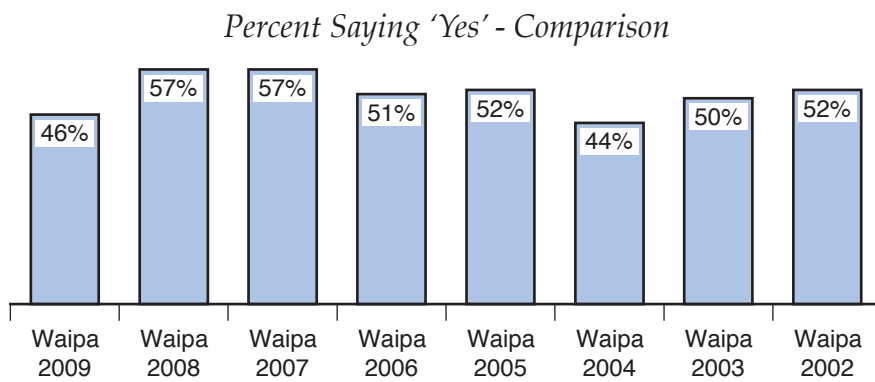
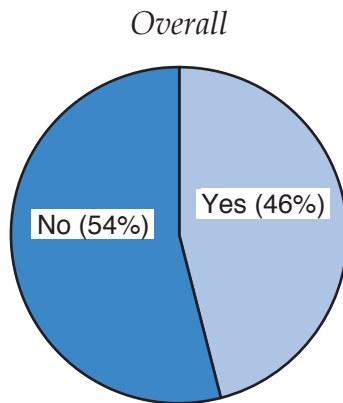
[†] those residents whose households use the Council's kerbside and roadside recycling services (N=382)

* multiple responses allowed

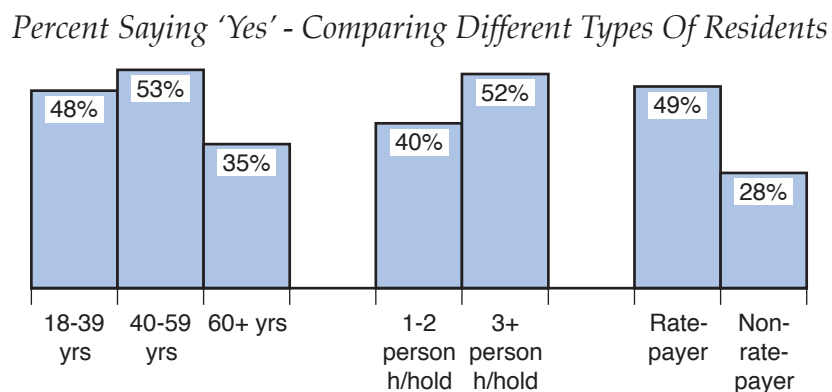
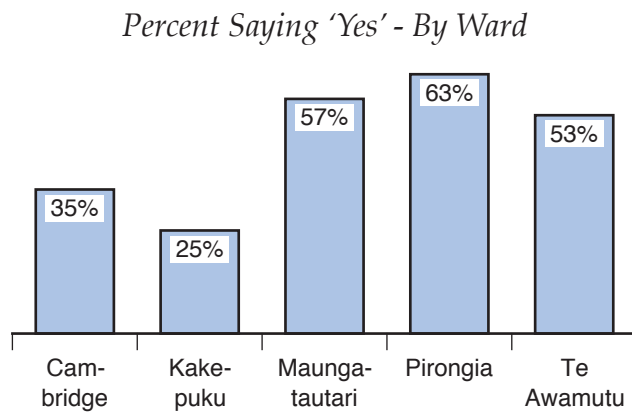


2. Customer Service

a. Have Residents Personally Contacted The Council, In The Last 12 Months?



Readings prior to 2009 refer to residents who said they had contacted Council by phone or in person in the last 12 months

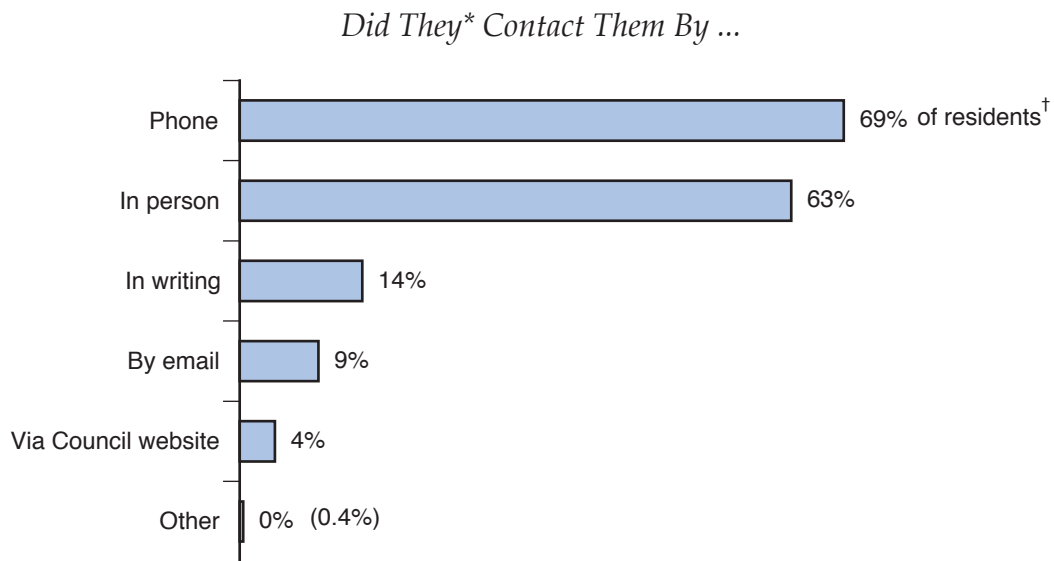


46% of Waipa District residents say they have personally contacted the Council, in the last 12 months.

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

- Maungatautari, Pirongia and Te Awamutu Ward residents,
- residents aged 18 to 59 years,
- residents who live in a three or more person household,
- ratepayers.

b. Method Of Contact



Base = 174

[†] residents who have personally contacted the Council in the last 12 months (multiple responses allowed)

69% of residents[†] say they have contacted Council by phone, while 63% say they have contacted them in person.

Residents[†] more likely to have contacted Council by phone are ...

- residents aged 40 to 59 years,
- residents with an annual household income of more than \$70,000,
- shorter term residents, those residing in the District 10 years or less.

Residents[†] with an annual household income of less than \$40,000 are more likely to have contacted Council in person, than other income groups.

[†] residents who have personally contacted the Council in the last 12 months, N=174

Summary Table: Method Of Contact

| | Yes, Contacted Council ... | | | | |
|---|----------------------------|----------------|-----------------|---------------|--------------------------|
| | By phone % | In person % | In writing % | By email % | Via Council website % |
| <u>Residents Who Have Personally Contacted Council In Last 12 Months[†]</u> | | | | | |
| 2009 | 69 | 63 | 14 | 9 | 4 |
| <u>Ward</u> | | | | | |
| Cambridge | 81 | 56 | 12 | 4 | - |
| Kakepuku* | 88 | 69 | - | 6 | - |
| Maungatautari* | 73 | 63 | 16 | 18 | 3 |
| Pirongia | 71 | 61 | 32 | 14 | 4 |
| Te Awamutu | 54 | 70 | 6 | 8 | 9 |
| <u>Age</u> | | | | | |
| 18-39 years | 61 | 61 | 14 | 7 | 4 |
| 40-59 years | 78 | 61 | 15 | 9 | 3 |
| 60+ years | 61 | 73 | 13 | 13 | 6 |
| <u>Household Income</u> | | | | | |
| Less than \$40,000 pa | 55 | 81 | 15 | 6 | 2 |
| \$40,000 - \$70,000 pa | 59 | 68 | 14 | 10 | 6 |
| More than \$70,000 pa | 79 | 54 | 15 | 10 | 4 |
| <u>Length of Residence</u> | | | | | |
| Lived there 10 years or less | 77 | 63 | 16 | 11 | 4 |
| Lived there more than 10 years | 63 | 63 | 13 | 8 | 5 |

Base = 174

* caution: small bases

[†] not asked prior to 2009

c. 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,
- rubbish collection/disposal/recycling,
- roading/road signs/marketing/traffic issues,
- about a property/LIM reports/plans/titles,
- building department/services/building matters,
- water issues.

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

| | Residents* who have personally contacted Council in last 12 months % | Ward | | | | |
|---|---|----------------|---------------------|--------------------------|---------------|--------------------|
| | | Cambridge % | Kake- puku† % | Maunga- tautari† % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Dog control/registration/ dog issues | 19 | 22 | 8 | 12 | 15 | 23 |
| Building permit/consents | 13 | 2 | 31 | 17 | 14 | 18 |
| Rates issues | 11 | 8 | - | 13 | 6 | 16 |
| Rubbish collection/ disposal/recycling | 10 | 8 | 25 | 4 | 19 | 5 |
| Roading/road signs/ marking/traffic issues | 8 | 4 | 16 | 14 | 21 | 1 |
| About a property/LIM reports/ plans/titles | 8 | 8 | - | 18 | - | 1 |
| Building department/services/ building matters | 7 | 3 | 8 | 8 | 7 | 8 |
| Water issues | 6 | 5 | - | - | 14 | 3 |

Base = 174

** multiple responses allowed

† caution: small base (N = 11 & 24 respectively)

* the 174 residents who said they had personally contacted Council, in the last 12 months

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

- fire permits/ fire issues,
- town planning/ zoning,
- maintenance/ tidying up/ control of weeds,

by 3% ...

- subdivision of property/ property management,

by 1% ...

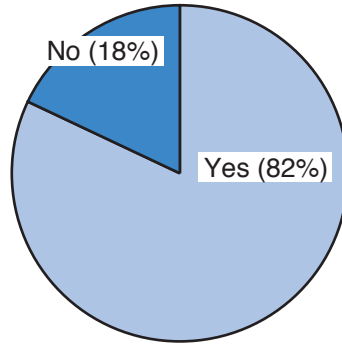
- noise control,
- tree issues,
- library.

22% of residents[†] mentioned 'other' queries, while 1% were unable to comment.

* the 174 residents who said they had personally contacted Council, in the last 12 months

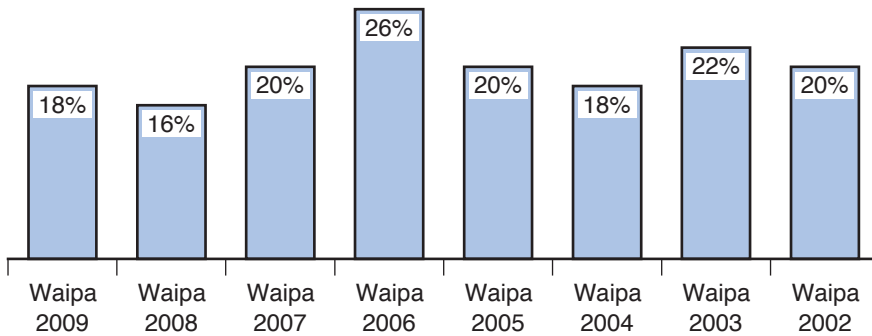
d. Was Query Attended To In A Timely Fashion?

Residents Who Have Personally Contacted Council In Last 12 Months



Base = 174

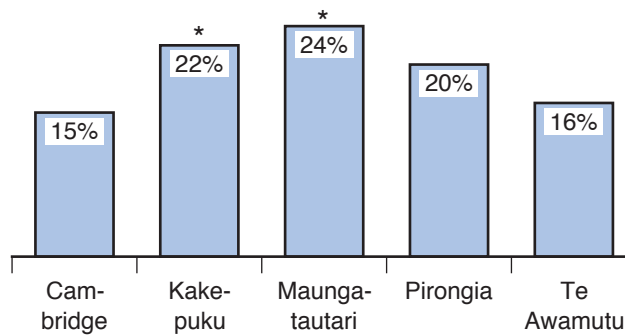
*Percent Saying 'No' - Comparison**



* 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.

Readings prior to 2009 also refer to residents who have contacted Council by phone or in person.

Percent Saying 'No' - By Ward



* caution: small bases

82% of residents[†] say their query was attended to in a timely fashion, while 18% say it was not.

There are no notable differences between socio-economic groups, in terms of those residents[†] who feel their query was not attended to in a timely fashion.

[†] those residents who have personally contacted Council, in the last 12 months (N=174)

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 | 36 | 94 | 6 |
| Building permit/consents | 25 | 68 | 32 |
| Rates issues | 20 | 100 | - |
| Rubbish collection/disposal/recycling | 18 | 61 | 39 |
| Roading/road signs/marketing/traffic issues | 15 | 60 | 40 |
| About a property/LIM reports/plans/titles | 15 | 87 | 13 |
| Building department/services/building matters | 13 | 92 | 8 |
| Water issues | 11 | 82 | 18 |

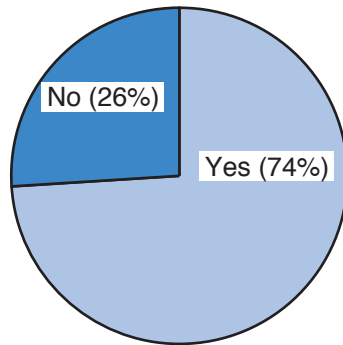
** weighted base. Caution required as all bases are small (<30), except dog control/registration/dog issues and building permits/consents

94% (34 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 68% (17 respondents) of contacting Council about building permits/ consents felt this way.

This analysis, when extended across all 15 types of queries mentioned, shows that in 11 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.

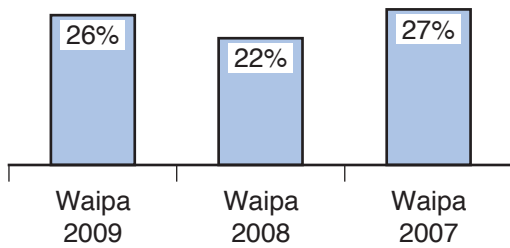
e. Was Query Attended To Your Satisfaction?

Residents Who Have Personally Contacted Council In Last 12 Months



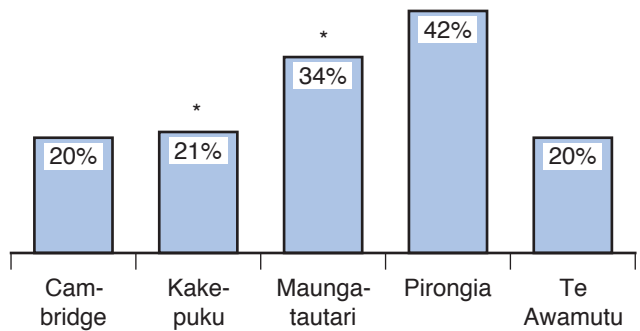
Base = 174

*Percent Saying 'No' - Comparison**



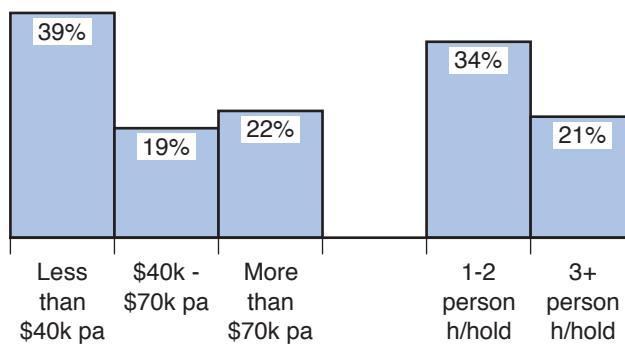
* readings prior to 2009 refer to residents who have contacted Council by phone or in person

Percent Saying 'No' - By Ward



* caution: small bases

Percent Saying 'No' - Comparing Different Types Of Residents



74% of residents[†] say their query was dealt with to their satisfaction, while 26% say it was not.

Residents[†] more likely to say 'No' are ...

- residents with an annual household income of less than \$40,000,
- residents who live in a one or two person household.

[†] those residents who have personally contacted Council, in the last 12 months (N=174)

Analysis Of Timeliness By Main Types Of Queries

| | Base** | Satisfaction | |
|---|--------|--------------|---------|
| | | Yes % | No % |
| <u>Main Queries</u> | | | |
| Dog control/registration/dog issues | 36 | 83 | 17 |
| Building permit/consents | 25 | 76 | 24 |
| Rates issues | 20 | 100 | - |
| Rubbish collection/disposal/recycling | 18 | 33 | 67 |
| Roading/road signs/marketing/traffic issues | 15 | 13 | 87 |
| About a property/LIM reports/plans/titles | 15 | 93 | 7 |
| Building department/services/building matters | 13 | 85 | 15 |
| Water issues | 11 | 73 | 27 |

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

83% (30 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 72% (19 respondents) of those who contacted Council regarding building permits/consents felt this way.

12 out of 18 respondents said their rubbish collection/disposal/recycling queries were not dealt with to their satisfaction and 13 out of 15 said their roading/road signs/marketing/traffic issue queries were not dealt with to their satisfaction.

The main reasons[†] residents said their query was not dealt with to their satisfaction are ...

- never heard back/no response/no feedback, mentioned by 32% of residents*,
- lack of action/problem not resolved, 28%,
- unsatisfactory outcome/ongoing problem, 16%.

* those residents who have personally contacted Council, in the last 12 months and say their query was not dealt to their satisfaction (N=47)

[†] multiple responses allowed

f. Suggested Improvements

Residents[†] were asked to say what Council could do better to improve its service at their first point of contact. The main* suggestions are ...

- better customer service / friendly / helpful, mentioned by 23% of residents[†],
- quicker response / follow-up / return calls, 23%,
- take prompt action, 15%.

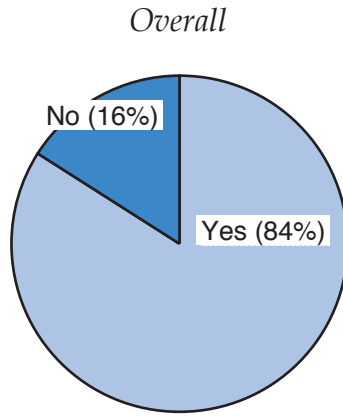
[†] residents who have personally contacted Council in the last 12 months and say their query was not dealt with to their satisfaction (N=47)



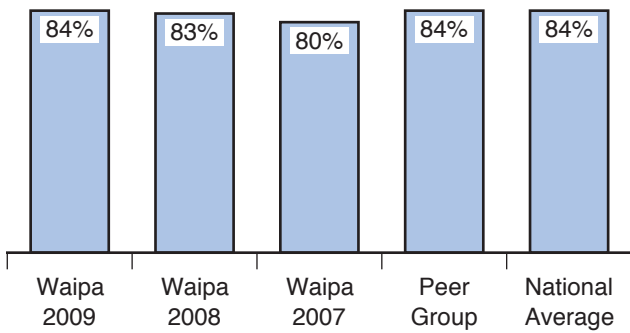
3. Communication

a. Internet

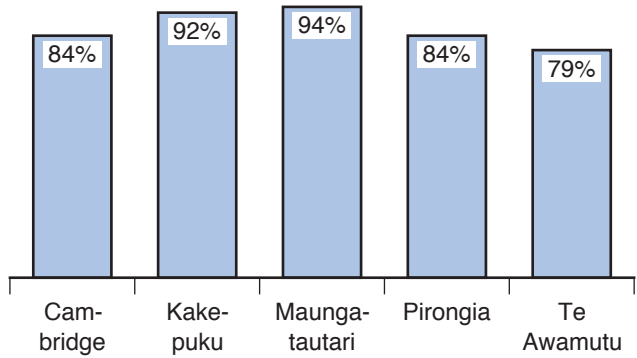
i. Access



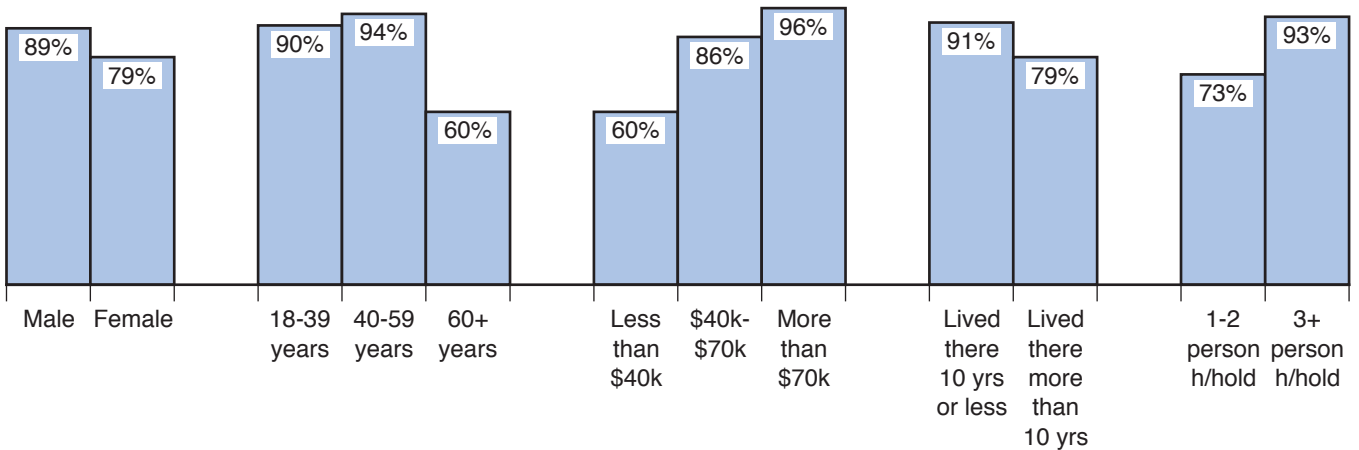
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



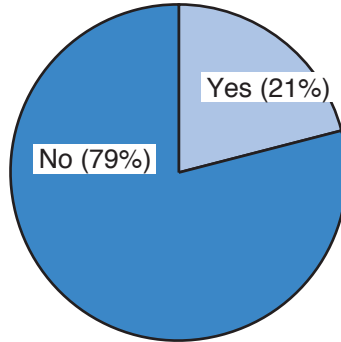
84% of residents have internet access in their household. This is similar to the Peer Group and National Averages and the 2008 reading.

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

- men,
- 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 \$70,000,
- shorter term residents, those residing in the District 10 years or less,
- residents who live in a three or more person household.

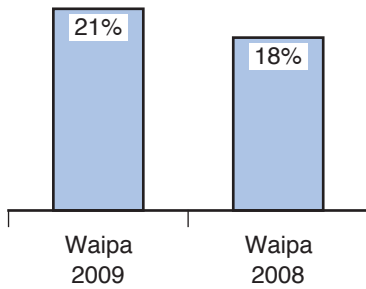
ii. Visited Council's Website In Last 12 Months

Access To Internet

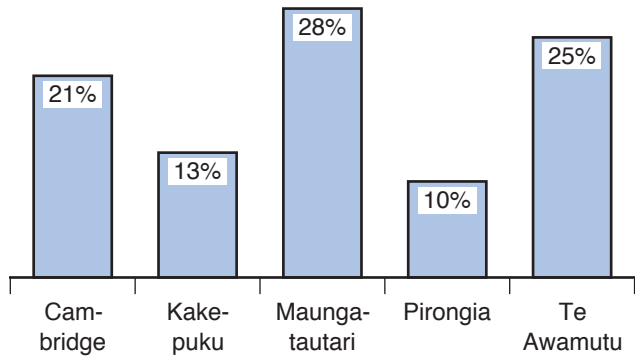


Base = 325

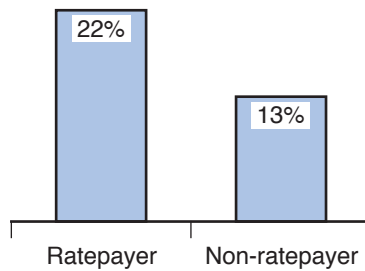
Percent Saying 'Yes' - Comparison



Percent Saying 'Yes' - By Ward



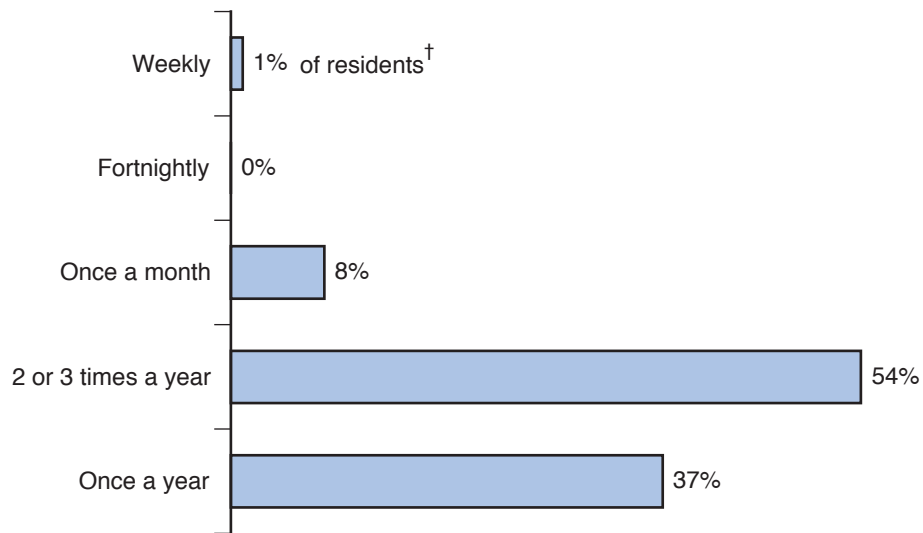
Percent Saying 'Yes' - Comparing Different Types Of Residents



21% of residents[†] say they have visited the Council's website in the last 12 months.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who say 'Yes'. However, it appears that ratepayers are slightly more likely, than non-ratepayers, to say this.

[†] those residents who have access to the internet N=325

Frequency ...

Base = 63[†]

54% of residents[†] say they have accessed the Council's website 2 or 3 times a year, while 37% say they have accessed the site once a year.

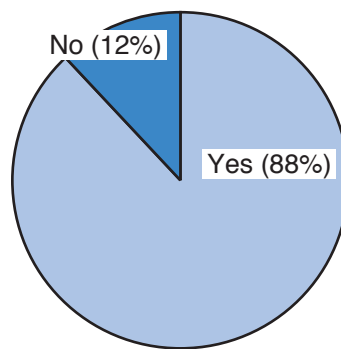
[†] those residents who have access to the internet and have visited the Council's website in the last 12 months

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

Those residents who have accessed the Council's website were asked if they would like access to the following information/services, if they were available.

1. Viewing Property Information, Such As Rating, Consents/Permits, Aerial Photos

Residents Who Have Accessed The Council's Website



Base = 63

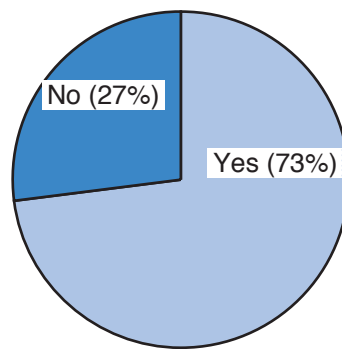
If available, 88% of residents[†] say they would like to view the Council's website, property information, such as rating, consents/permits, aerial photos.

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

[†] residents who have access to the internet and have visited the Council's website in the last 12 months N=63

2. Submitting Service Requests, Sale Enquiries, LIM Requests

Residents Who Have Accessed The Council's Website



Base = 63

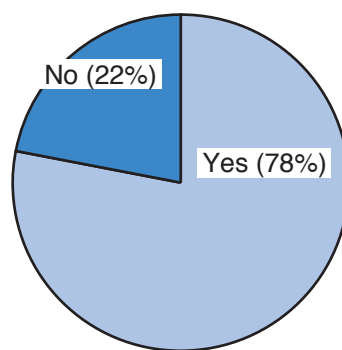
If available, 73% of residents[†] say they would like to submit service requests, rate enquiries, LIM requests on the Council website.

As the basis for all Wards and socio-economic groups are small, no comparisons have been made.

[†] residents who have access to the internet and have visited the Council's website in the last 12 months N=63

3. The Online Payment Of Rates, Fines Or Other Council Accounts

Residents Who Have Accessed The Council's Website



Base = 63

If available, 78% of residents[†] say they would like to be able to make online payment of rates, fines or other Council accounts on the Council's website.

As the bases for all Wards and socio-economic groups are small, no comparisons have been made.

[†] residents who have access to the internet and have visited the Council's website in the last 12 months N=63

4. Other Types Of Information/Services Residents[†] Would Like To Access

The other main types* of information/services residents[†] would like to access on the Council's website, if they were available, are ...

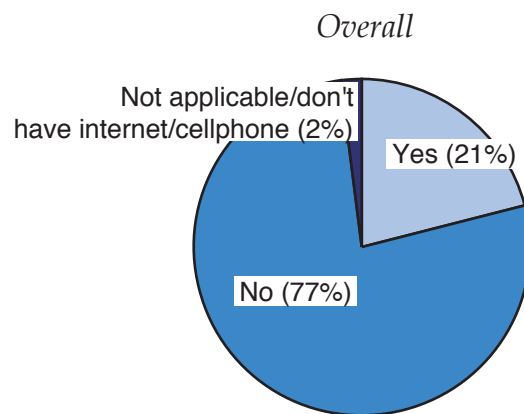
- town planning information, mentioned by 7% of residents* (5 respondents),
- events coming up, 4% (3 respondents),
- Council laws/bylaws, 3% (2 respondents),
- what Council does/how they spend their money, 3% (2 respondents).

45% of residents[†] say there is nothing else they would like to access and 16% are unable to comment.

[†] residents who have access to the internet and have visited the Council's website in the last 12 months N=63

* multiple responses allowed

iv. Would Residents Like To Receive Reminders Via Text For Dog Registration, Rates, etc?



21% of residents would like to receive reminders via text or email for dog registration, rates, etc, while 77% would not. 2% say they do not have internet access or a cellphone.

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

- residents aged 18 to 59 years,
- residents with an annual household income of \$70,000 or less,
- shorter term residents, those residing in the District 10 years or less,
- residents who live in a three or more person household.

Would Residents Like To Receive Reminders Via Text Or Email?

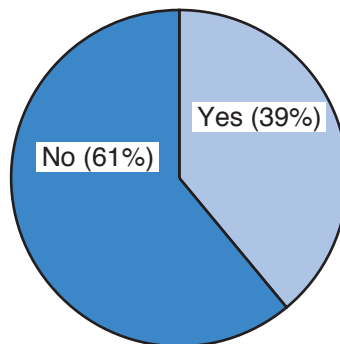
| | Yes % | No % | Not applicable Don't have internet/cellphone % |
|-----------------------------------|----------|---------|---|
| <u>Overall*</u> | | | |
| Total District 2009 | 21 | 77 | 2 |
| <u>Ward</u> | | | |
| Cambridge | 16 | 81 | 3 |
| Kakepuku | 28 | 70 | 2 |
| Maungatautari | 24 | 76 | - |
| Pirongia | 29 | 71 | - |
| Te Awamutu | 21 | 77 | 2 |
| <u>Age</u> | | | |
| 18-39 years | 26 | 74 | - |
| 40-59 years | 25 | 74 | 1 |
| 60+ years | 10 | 85 | 5 |
| <u>Household Income</u> | | | |
| Less than \$40,000 pa | 12 | 85 | 3 |
| \$40,000 - \$70,000 pa | 19 | 79 | 2 |
| More than \$70,000 pa | 30 | 70 | - |
| <u>Length of Residence</u> | | | |
| Lived there 10 years or less | 31 | 68 | 1 |
| Lived there more than 10 years | 14 | 83 | 3 |
| <u>Household Size</u> | | | |
| 1-2 person household† | 16 | 80 | 3 |
| 3+ person household | 26 | 74 | - |

* not asked prior to 2009

† does not add to 100% due to rounding

- v. Would Residents Like To Be Able To Request Services Via Text Messages Or Email (such as inspections, reporting dogs, potholes etc)?

Residents Who Have Internet And/Or Cellphone



Base = 393

39% of residents[†] say they would like to be able to request services via text messages or email, while 61% say they wouldn't.

Residents[†] more likely to say 'Yes' are ...

- residents aged 18 to 59 years,
- residents with an annual household income of more than \$70,000,
- residents who live in a three or more person household,
- ratepayers.

[†] residents who have internet and/or cellphone, N=393

Would Residents Like To Be Able To Request Services Via Text Messaging Or Email?

| | Yes % | No % |
|---|-----------|-----------|
| <u>Residents Who Have Internet And/Or A Cellphone*</u> | | |
| 2009 | 39 | 61 |
| <u>Ward</u> | | |
| Cambridge | 43 | 57 |
| Kakepuku | 23 | 77 |
| Maungatautari | 30 | 70 |
| Pirongia | 43 | 57 |
| Te Awamutu | 38 | 62 |
| <u>Age</u> | | |
| 18-39 years | 42 | 58 |
| 40-59 years | 47 | 53 |
| 60+ years | 21 | 79 |
| <u>Household Income</u> | | |
| Less than \$40,000 pa | 23 | 77 |
| \$40,000 - \$70,000 pa | 35 | 65 |
| More than \$70,000 pa | 54 | 46 |
| <u>Household Size</u> | | |
| 1-2 person household | 34 | 66 |
| 3+ person household | 43 | 57 |
| <u>Ratepayers?</u> | | |
| Ratepayer | 41 | 59 |
| Non-ratepayer | 26 | 74 |

Base = 393

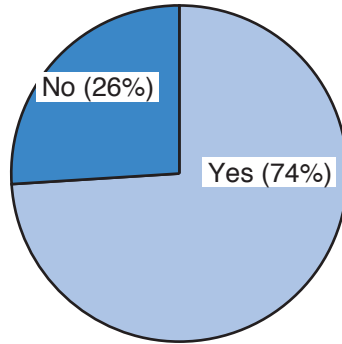
% read across

* not asked prior to 2009

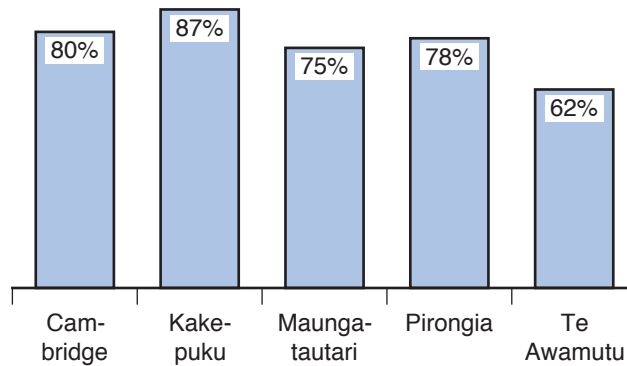
b. 'Waipa - Home Of Champions' Signs

i. Have Residents Seen The Sign?

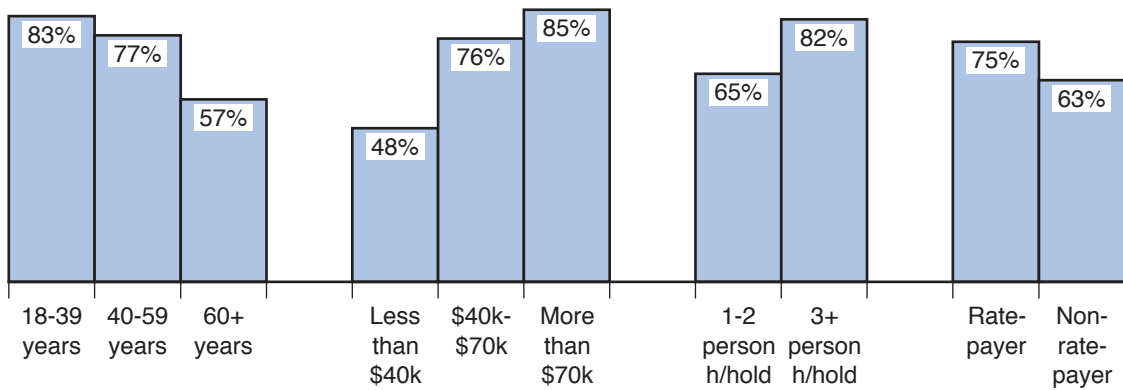
Overall



Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



74% of residents have seen the 'Waipa - Home Of Champions' sign.

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

- all Ward residents, except Te Awamutu Ward residents,
- 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 \$70,000,
- residents who live in a three or more person household,
- ratepayers.

ii. What Does The Phrase 'Waipa - Home Of Champions' Mean To Residents?

The main meanings* of the phrase 'Waipa - Home Of Champions' mentioned by residents[†] are ...

- good sports people in area / their achievements, mentioned by 38% of residents[†],
- champion horses / horse racing, 21%,
- Olympic achievers / medallists from our area / Olympic success, 17%,
- rowers in the area, 15%,
- shows pride in the area / people in the area, 15%,
- we produce champions / champions live in our area, 11%,
- mentions of Evers-Swindell twins, 11%.

* multiple responses

Other meanings mentioned by 6% of residents[†] are ...

- homes of achievers,
- mentions of Sarah Ulmer,

by 5% ...

- cyclists in the area,

by 4% ...

- other specific sports mentioned,

by 3% ...

- good place to live / good feeling about the place,
- mentions of Mark Todd,
- mentions of Robb Waddell,

by 1% ...

- mentions of Mahe Drysdale.

5% said the sign meant nothing to them and 1% were unable to comment.

[†] residents who have seen the 'Waipa - Home of Champions' signs

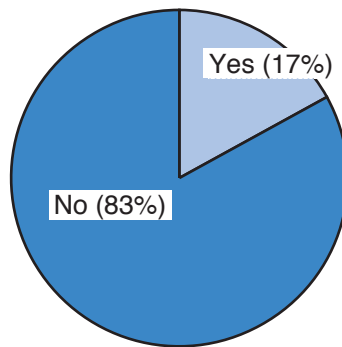


4. Representation

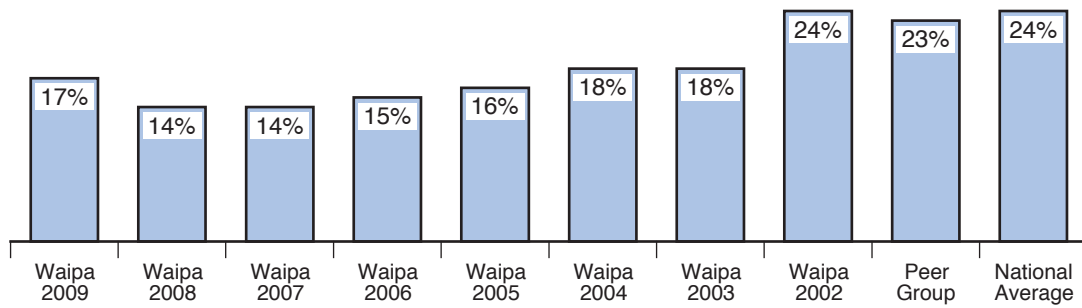
The success of democracy of the Waipa District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult 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. Contact With A Councillor And/Or The Mayor In The Last 12 Months

Overall

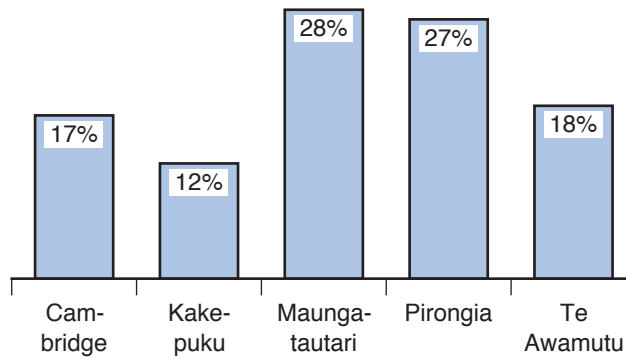


Percent Saying 'Yes' - Comparison

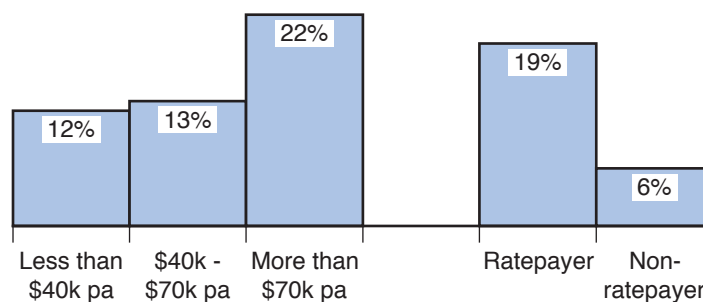


* residents who said they have spoken to a Councillor and/or the Mayor

Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



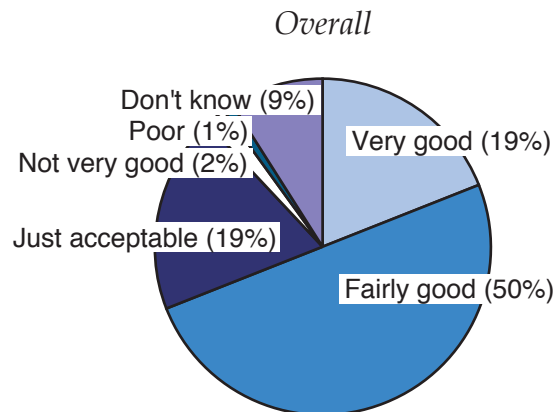
17% of residents have contacted a Councillor or the Mayor in the last 12 months, by phone, in person, in writing and/or by email. This is slightly below the Peer Group Average, below the National Average and on par with the 2008 reading.

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

- residents with an annual household income of more than \$70,000,
- ratepayers.

It appears that Maungatautari and Pirongia Ward residents are slightly more likely to have done so, than other Ward residents.

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



69% of residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (66% in 2008). 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 slightly less likely than Peer Group residents and residents nationwide, to say this.

66% of residents who have spoken to the Mayor or a Councillor in the last 12 months, rate their performance as very / fairly good (77% in 2008).

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

- men,
- residents with an annual household income of less than \$40,000,
- longer term residents, those residing in the District more than 10 years.

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

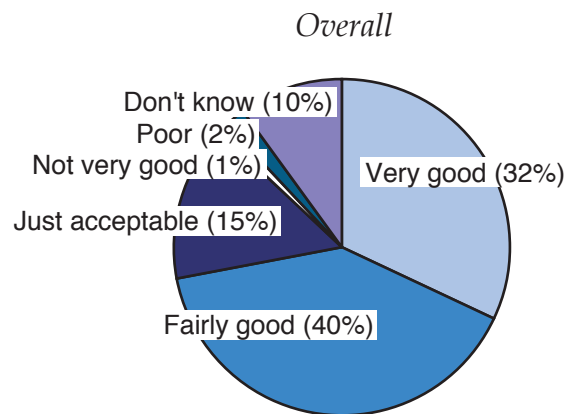
Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year

| | Rated as ... | | | |
|---|--------------------------------|-------------------------|----------------------------|--------------------|
| | Very good/ fairly good % | Just acceptable % | Not very good/Poor % | Don't know % |
| <u>Overall</u> | | | | |
| Total District 2009 | 69 | 19 | 3 | 9 |
| Contacted in last 12 months (58 residents) | 66 | 29 | 5 | - |
| 2008 | 66 | 19 | 3 | 12 |
| 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 |
| <u>Comparison</u> | | | | |
| Peer Group Average | 61 | 26 | 8 | 5 |
| National Average | 60 | 26 | 9 | 5 |
| <u>Ward</u> | | | | |
| Cambridge | 72 | 18 | 3 | 7 |
| Takepuku | 78 | 16 | - | 6 |
| Maungatautari | 56 | 13 | 10 | 21 |
| Pirongia | 65 | 24 | 1 | 10 |
| Te Awamutu [†] | 68 | 21 | 4 | 8 |
| <u>Gender</u>[†] | | | | |
| Male | 73 | 19 | 3 | 6 |
| Female | 65 | 20 | 3 | 11 |
| <u>Household Income</u> | | | | |
| Less than \$40,000 pa [†] | 76 | 11 | 2 | 12 |
| \$40,000 - \$70,000 pa | 66 | 20 | 3 | 11 |
| More than \$70,000 pa | 66 | 24 | 4 | 6 |
| <u>Length of Residence</u> | | | | |
| Lived there 10 years or less | 63 | 18 | 5 | 14 |
| Lived there more than 10 years | 73 | 20 | 2 | 5 |

% read across

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

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



72% of residents rate the performance of Council staff as very or fairly good (77% in 2008). Waipa residents' rating of the performance of their Council staff is above the Peer Group and National Averages. 3% rate their performance as not very good/poor.

78% of residents who have contacted the Council in the last 12 months, rate staff performance as very / fairly good.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who rate the performance of Council staff as very / fairly good. However, it appear that residents aged 40 to 59 years are slightly more likely to feel this way, than other age groups.

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

| | Rated as ... | | | |
|--|--------------------------------|-------------------------|----------------------------|--------------------|
| | Very good/ fairly good % | Just acceptable % | Not very good/Poor % | Don't know % |
| <u>Overall</u> | | | | |
| Total District 2009 | 72 | 15 | 3 | 10 |
| Contacted in last 12 months (174 residents) | 78 | 15 | 4 | 3 |
| 2008 | 77 | 9 | 2 | 12 |
| 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 |
| <u>Comparison</u> | | | | |
| Peer Group Average | 64 | 18 | 10 | 8 |
| National Average | 59 | 21 | 9 | 11 |
| <u>Ward</u> | | | | |
| Cambridge | 73 | 15 | 3 | 9 |
| Takepuku | 67 | 14 | 5 | 14 |
| Maungatautari | 69 | 10 | 4 | 17 |
| Pirongia [†] | 63 | 24 | 3 | 11 |
| Te Awamutu [†] | 76 | 13 | 2 | 8 |
| <u>Age</u> | | | | |
| 18-39 years | 66 | 22 | 4 | 8 |
| 40-59 years [†] | 79 | 12 | 2 | 8 |
| 60+ years [†] | 71 | 11 | 2 | 17 |

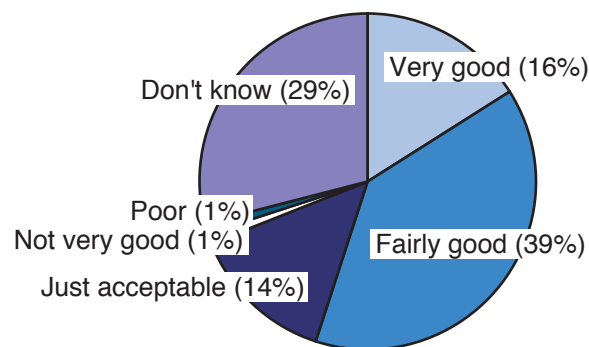
% read across

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

d. 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 = 342

55% of residents who have a Community Board member rate their performance, in the last 12 months, as very or fairly good, while 2% say it is not very good/poor. A substantial percentage (29%) are unable to comment. These readings are similar to the 2008 results.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] more likely to rate the performance of Community Board members as very / fairly good. However, it appears that the following residents[†] are slightly more likely to feel this way ...

- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

[†] 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 % |
| <u>Residents Who Have A Community Board Member</u> | | | | |
| 2009 | 55 | 14 | 2 | 29 |
| 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 |
| <u>Ward</u> | | | | |
| Cambridge | 58 | 13 | 3 | 26 |
| Takepuku | 54 | 21 | - | 25 |
| Maungatautari | 49 | 11 | 4 | 36 |
| Te Awamutu | 53 | 13 | 2 | 32 |
| <u>Length of Residence</u> | | | | |
| Lived there 10 years or less | 51 | 14 | 4 | 31 |
| Lived there more than 10 years | 57 | 14 | 1 | 28 |
| <u>Household Size</u> | | | | |
| 1-2 person household | 58 | 11 | 2 | 29 |
| 3+ person household | 51 | 16 | 3 | 30 |

Base = 342

% read across

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

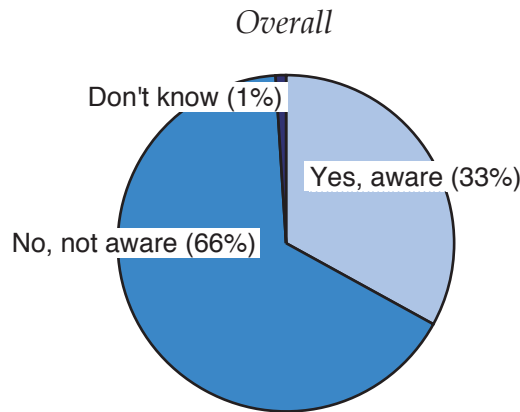


5. Local Issues

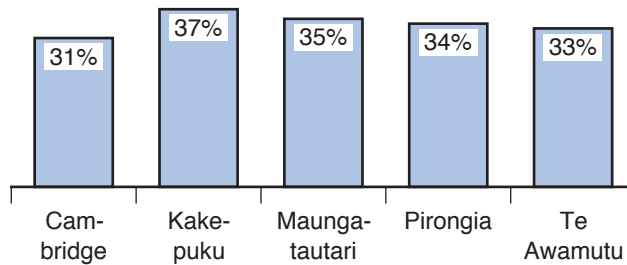
a. Shaping Waipa

i. Awareness

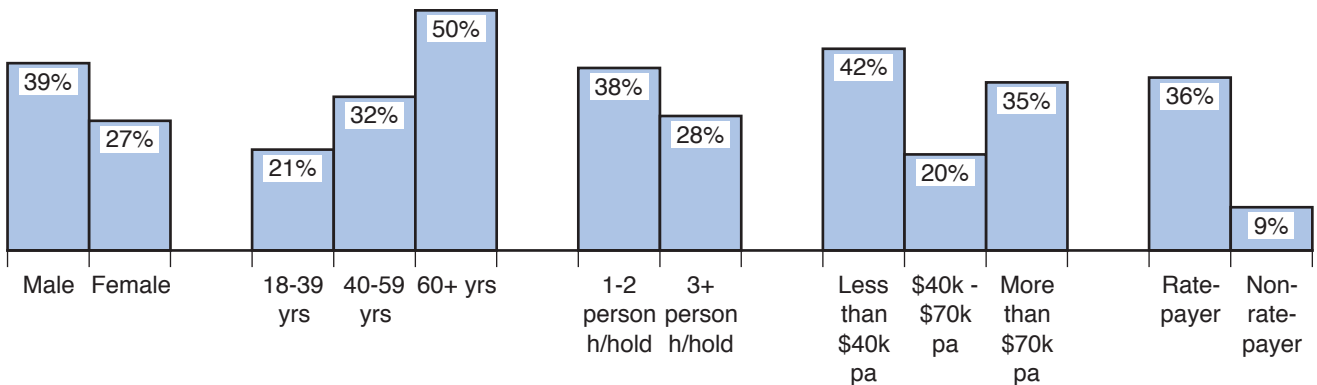
Residents were asked to say if they were aware of the ‘Shaping Waipa Open Days’ held in March in Te Awamutu and Cambridge, which detailed key proposals for consultation and provided an opportunity for residents to have their say.



Percent Saying ‘Yes, Aware’ - By Ward



Percent Saying ‘Yes, Aware’ - Comparing Different Types Of Residents



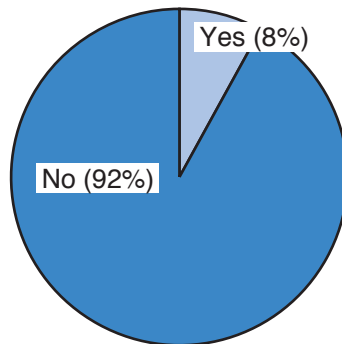
33% of residents were aware of the 'Shaping Waipa Open Days' while 66% were not aware.

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

- men,
- residents aged 40 years or over, in particular those aged 60 years or over,
- residents who live in a one or two person household,
- residents with an annual household income of less than \$40,000, or more than \$70,000,
- ratepayers.

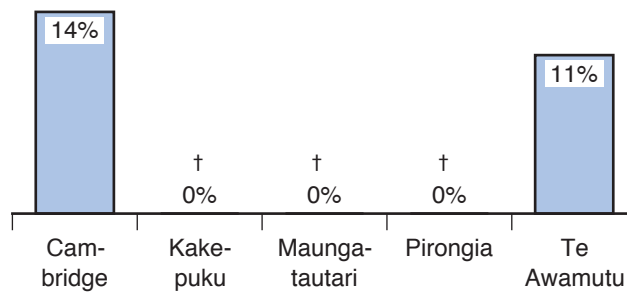
ii. Did Residents[†] Attend Any Of The Consultation Meetings/Open Days

Residents Who Are Aware Of The 'Shaping Waipa Open Days'



Base = 144

Percent Saying 'Yes, Aware' - By Ward



[†] caution: small bases

8% of residents who were aware of the 'Shaping Waipa Open Days' say they attended any of the consultation meetings/open days, while 92% say they didn't.

There are no notable differences between Wards and between socio-economic groups in terms of those residents[†] who said 'Yes'.

[†] residents who were aware of the 'Shaping Waipa Open Days'

The main reasons* residents† say they didn't attend any consultation meetings/open days are ...

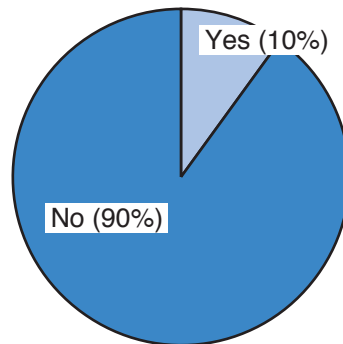
- too busy / working / other commitments, mentioned by 51% of residents†,
- had no issues to discuss / complaints / happy with things, 14%,
- not interested, 12%,
- didn't see it as a priority, 7%,
- away at the time, 6%,
- waste of time / they don't listen, 4%.

* multiple responses allowed

† residents who were aware of the 'Shaping Waipa Open Days' but did not attend (N=131)

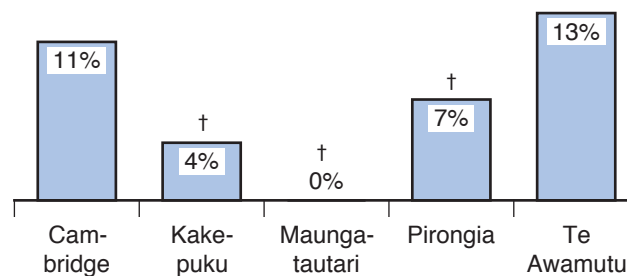
iii. Did Residents[†] Make A Submission

Residents Who Are Aware Of The 'Shaping Waipa Open Days'



Base = 144

Percent Saying 'Yes, Aware' - By Ward



[†] caution: small bases

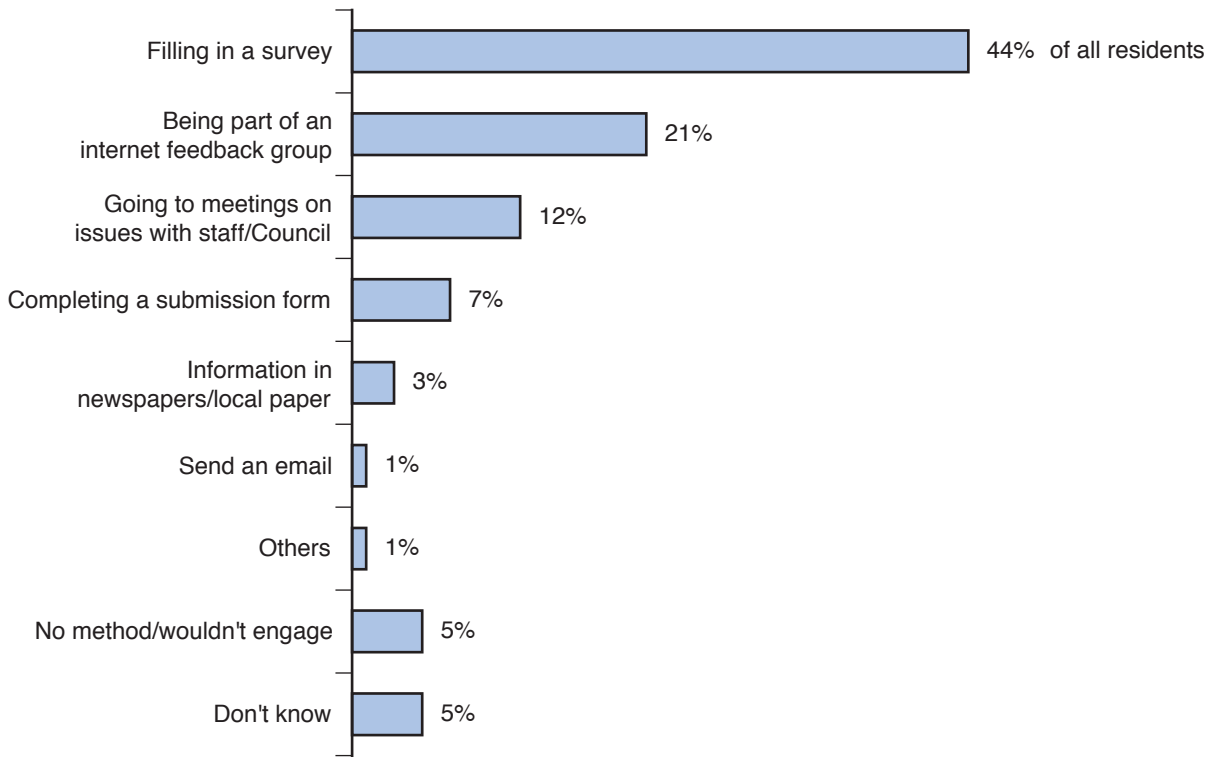
10% of residents who were aware of the 'Shaping Waipa Open Days' said they made a submission, while 90% say they didn't.

There are no notable differences between Wards and between socio-economic groups in terms of those residents[†] who said 'Yes'.

[†] residents who were aware of the 'Shaping Waipa Open Days'

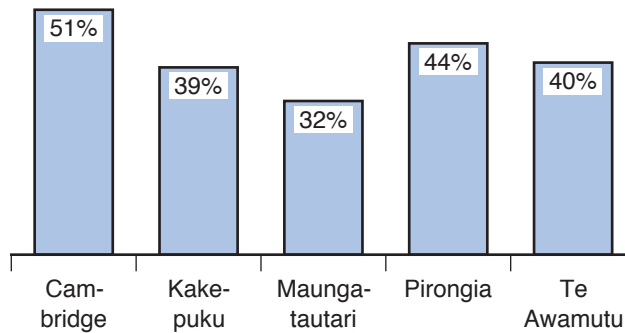
iv. Preferred Method Of Consultation

Residents were asked to say which method they most prefer Council to use to engage them on current issues and proposals.

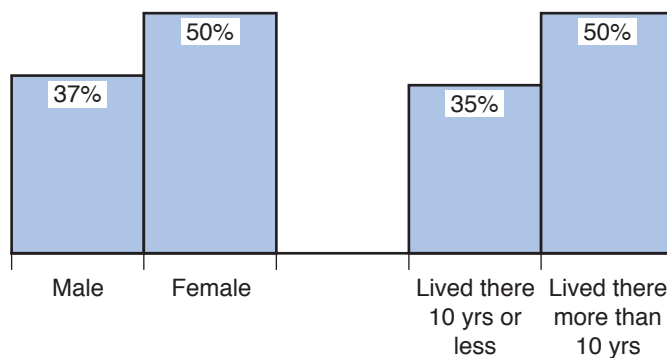


(does not add to 100% due to rounding)

Percent Saying 'Filling In Survey' - By Ward



Percent Saying 'Filling In Survey' - Comparing Different Types Of Residents



44% of residents say the method they most prefer Council to use to engage residents on current issues and proposals is filling in a survey, while 21% favour being part of an internet feedback group. 12% prefer going to meetings on issues with staff/Council and 7% would want to complete a submission form.

Residents more likely to most prefer filling in a survey are ...

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

b. Quality Of Live

i. Place To Live

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

| | Better % | Same % | Worse % | Unsure % |
|-----------------------------------|-------------|-----------|------------|-------------|
| <u>Overall*</u> | | | | |
| Total District 2009 | 34 | 53 | 3 | 10 |
| <u>Comparison</u> | | | | |
| Peer Group Average (Provincial) | 37 | 53 | 6 | 4 |
| National Average | 37 | 53 | 6 | 4 |
| <u>Ward</u> | | | | |
| Cambridge | 35 | 51 | 1 | 13 |
| Kakepuku [†] | 46 | 43 | - | 12 |
| Maungatautari | 33 | 52 | 4 | 11 |
| Pirongia | 39 | 51 | 8 | 2 |
| Te Awamutu [†] | 29 | 59 | 3 | 10 |
| <u>Length of Residence</u> | | | | |
| Lived there 10 years or less | 30 | 49 | 1 | 20 |
| Lived there more than 10 years | 38 | 56 | 4 | 2 |
| <u>Household Size</u> | | | | |
| 1-2 person household | 29 | 58 | 3 | 10 |
| 3+ person household | 39 | 48 | 3 | 10 |

% read across

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

* not asked prior to 2009

34% of residents think their District is better than it was three years ago, 53% feel it is the same and 3% say it is worse. 10% are unable to comment.

The percent saying better (34%) is on par with the Peer Group and National Averages.

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

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

ii. 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?,
- traffic issues,
- need for a bypass in the area/remove trucks from main street,
- roading in the District,
- urban development/subdivisions/control of housing/provision,
- keeping rates down,
- another bridge needed.

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

| | Total District 2009 % | Ward | | | | |
|--|--------------------------------|----------------|--------------------|-------------------------|---------------|--------------------|
| | | Cambridge % | Kake- puku % | Maunga- tautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Coping with growth of area/ increased population/ infrastructure able to cope? | 18 | 23 | 9 | 20 | 22 | 13 |
| Traffic issues | 15 | 25 | 4 | 17 | 14 | 6 |
| Need for a bypass in the area/ remove trucks from main street | 14 | 19 | 4 | 14 | 11 | 11 |
| Roading in the District | 12 | 11 | 14 | 19 | 16 | 9 |
| Urban development/subdivisions/ control of housing/provision | 8 | 8 | 8 | 8 | 10 | 8 |
| Keeping rates down | 8 | 4 | 10 | 7 | 7 | 12 |
| Another bridge needed | 6 | (13) | - | (11) | - | - |

* multiple responses allowed

Other issues mentioned by 4% are ...

- swimming pool,
- crime in the area,

by 3% ...

- shopping centres/supermarket,
- parking facilities/need more,
- employment in our area/need to keep business/industry in area,
- water supply,
- youth services/activities for youth,
- Council spending/cost of services etc,

by 2% ...

- sewerage,
- protecting our farmland from development,
- rubbish collection/disposal/recycling,
- care of the environment,

by 1% ...

- town planning/zoning/land use,
- appearance of area/town centre,
- need to maintain atmosphere/character of area,
- impact of the bypass,
- public transport,
- footpaths/pedestrian facilities.

7% of residents mentioned 'other' issues, while 12% are unable to comment.

c. Safety In The District

i. Level Of Safety

1. In The Town Centres Of Cambridge And Te Awamutu During The Day

| | | Very safe % | Safe % | Very safe/ Safe % | Neither safe nor unsafe % | Unsafe % | Very unsafe % | Unsafe/ Very unsafe % | Don't know % |
|------------------------------|----------------------|----------------|-----------|-------------------------|---------------------------------|-------------|------------------|-----------------------------|-----------------|
| <u>Overall*</u> | | | | | | | | | |
| Total District | 2009 | 59 | 39 | 98 | 1 | 1 | - | 1 | - |
| | 2006 | 56 | 39 | 95 | 2 | 1 | 1 | 2 | 1 |
| | 2005 | 54 | 43 | 97 | 1 | 1 | - | 1 | 1 |
| <u>Ward</u> | | | | | | | | | |
| | Cambridge | 69 | 30 | 99 | - | 1 | - | 1 | - |
| | Kakepuku† | 49 | 47 | 96 | - | - | 3 | 3 | - |
| | Maungatautari | 59 | 37 | 96 | 4 | - | - | - | - |
| | Pirongia | 54 | 46 | 100 | - | - | - | - | - |
| | Te Awamutu† | 54 | 45 | 99 | 1 | 1 | - | 1 | - |
| <u>Age</u> | | | | | | | | | |
| | 18-39 years | 65 | 33 | 98 | 1 | 1 | - | 1 | - |
| | 40-59 years | 61 | 38 | 99 | - | - | 1 | 1 | - |
| | 60+ years† | 49 | 48 | 97 | 1 | 1 | - | 1 | - |
| <u>Household Size</u> | | | | | | | | | |
| | 1-2 person household | 54 | 44 | 98 | 1 | 1 | - | 1 | - |
| | 3+ person household† | 64 | 34 | 98 | 1 | 1 | 1 | 2 | - |

% read across

* not asked in 2007/2008

† does not add to 100% due to rounding

98% of residents feel very safe / safe in the town centres of Cambridge and Te Awamutu during the day (95% in 2006), including 59% who feel very safe (56% in 2006). 1% of residents feel unsafe, while 1% feel neither safe nor unsafe.

Residents more likely to feel very safe are ...

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

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

Reasons For Feeling Unsafe

The four residents who feel unsafe in the town centres of Cambridge and Te Awamutu during the day give the following reasons* for feeling this way ...

"Just don't know whose out there."

"Crossing at Albert Park is dangerous for elderly, cars go too fast in Te Awamutu."

"People abuse the pedestrians, should watch people with prams."

"Green area, would like to be able to run through the bush area safely."

* multiple responses allowed

2. In The Town Centres Of Cambridge And Te Awamutu At Night

| | Very safe % | Safe % | Very safe/ Safe % | Neither safe nor unsafe % | Unsafe % | Very unsafe % | Unsafe/ Very unsafe % | Don't know % |
|--|----------------|-----------|-------------------------|---------------------------------|-------------|------------------|-----------------------------|-----------------|
| <u>Overall*</u> | | | | | | | | |
| Total District | 20 | 45 | 65 | 14 | 11 | 1 | 12 | 9 |
| | 16 | 47 | 63 | 15 | 9 | - | 9 | 13 |
| | 15 | 47 | 62 | 12 | 12 | 1 | 13 | 13 |
| <u>Ward</u> | | | | | | | | |
| Cambridge | 27 | 53 | 80 | 5 | 7 | 1 | 8 | 7 |
| Kakepuku [†] | 8 | 56 | 64 | 26 | 3 | - | 3 | 6 |
| Maungatautari | 18 | 57 | 75 | 17 | 4 | 1 | 5 | 3 |
| Pirongia [†] | 12 | 40 | 52 | 17 | 17 | - | 17 | 15 |
| Te Awamutu | 19 | 34 | 53 | 19 | 15 | 3 | 18 | 10 |
| <u>Household Size[†]</u> | | | | | | | | |
| 1-2 person household | 17 | 43 | 60 | 11 | 12 | 3 | 15 | 15 |
| 3+ person household | 22 | 48 | 70 | 17 | 10 | - | 10 | 4 |

% read across

* not asked in 2007/2008

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

65% of residents feel very safe/safe in the town centres of Cambridge and Te Awamutu at night. This is similar to the 2006 reading.

12% of residents feel unsafe/very unsafe (9% in 2006), while 14% feel neither safe nor unsafe and 9% are unable to comment (13% in 2006).

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who feel unsafe/very unsafe. However, it appears that residents who live in a one or two person household are slightly more likely, than those who live in a three or more person household, to feel this way.

Reasons For Feeling Unsafe

The 49 residents who feel unsafe/very unsafe in the town centres of Cambridge and Te Awamutu at night give the following reasons* for feeling this way ...

- street kids/drunks/undesirables around, mentioned by 61% of residents who feel unsafe/very unsafe,
- crime/violence/physical attacks, 11%,
- don't feel safe at night, 11%,
- wouldn't feel safe if out alone, 7%.

* multiple responses allowed

3. In The Local Neighbourhood Or Area During The Day

| | Very safe % | Safe % | Very safe/ Safe % | Neither safe nor unsafe % | Unsafe % | Very unsafe % | Unsafe/ Very unsafe % | Don't know % |
|-------------------------|-------------|--------|----------------------|---------------------------|----------|---------------|--------------------------|--------------|
| Overall* | | | | | | | | |
| Total District 2009 | 62 | 36 | 98 | 1 | 1 | - | 1 | - |
| 2006 | 62 | 35 | 97 | 2 | 1 | - | 1 | - |
| 2005 | 59 | 39 | 98 | 2 | - | - | - | - |
| Ward | | | | | | | | |
| Cambridge | 69 | 29 | 98 | 1 | 1 | - | 1 | - |
| Takepuku† | 51 | 45 | 96 | 3 | - | - | - | - |
| Maungatautari | 76 | 24 | 100 | - | - | - | - | - |
| Pirongia | 61 | 39 | 100 | - | - | - | - | - |
| Te Awamutu | 53 | 45 | 98 | 1 | 1 | - | 1 | - |
| Age | | | | | | | | |
| 18-39 years† | 70 | 29 | 99 | 1 | 1 | - | 1 | - |
| 40-59 years | 58 | 40 | 98 | 1 | 1 | - | 1 | - |
| 60+ years | 57 | 41 | 98 | 1 | 1 | - | 1 | - |
| Household Income | | | | | | | | |
| Less than \$40,000 pa | 56 | 40 | 96 | 2 | 2 | - | 2 | - |
| \$40,000 - \$70,000 pa | 58 | 41 | 99 | 1 | - | - | - | - |
| More than \$70,000 pa | 67 | 32 | 99 | - | 1 | - | 1 | - |
| Household Size | | | | | | | | |
| 1-2 person household† | 58 | 40 | 98 | 1 | - | - | - | - |
| 3+ person household | 65 | 33 | 98 | 1 | 1 | - | 1 | - |

% read across

* not asked in 2007/2008

† does not add to 100% due to rounding

98% of residents feel very safe/ safe in their local neighbourhood or area during the day, including 62% who feel very safe.

1% of residents feel neither safe nor unsafe, and 1% feel unsafe.

Residents more likely to feel very safe are ...

- residents aged 18 to 39 years,
- residents with an annual household income of more than \$70,000,
- residents who live in a three or more person household.

Reasons For Feeling Unsafe

Three residents feel unsafe in their local neighbourhood or area during the day and give the following reasons* for feeling this way ...

"Speeding cars when I was walking, not safe for our kids, two cars going side by side."

"Because there are thieves, called "The Hood"."

"Problem with young renters, undies on my lawn, neighbour had shirt on front lawn, too many events from renters."

* multiple responses allowed

4. In Your Local Neighbourhood Or Area At Night

| | Very safe % | Safe % | Very safe/ Safe % | Neither safe nor unsafe % | Unsafe % | Very unsafe % | Unsafe/ Very unsafe % | Don't know % |
|------------------------|----------------|-----------|-------------------------|---------------------------------|-------------|------------------|-----------------------------|-----------------|
| <u>Overall*</u> | | | | | | | | |
| Total District | 39 | 44 | 83 | 9 | 5 | 1 | 6 | 2 |
| | 39 | 45 | 84 | 9 | 6 | - | 6 | 1 |
| | 31 | 51 | 82 | 8 | 9 | - | 9 | 1 |
| <u>Ward</u> | | | | | | | | |
| Cambridge | 47 | 43 | 90 | 5 | 3 | 1 | 4 | 1 |
| Kakepuku [†] | 38 | 47 | 85 | 14 | - | - | - | - |
| Maungatautari | 60 | 32 | 92 | 1 | 5 | 2 | 7 | - |
| Pirongia | 43 | 39 | 82 | 16 | - | - | - | 2 |
| Te Awamutu | 24 | 50 | 74 | 10 | 12 | 1 | 13 | 3 |
| <u>Gender</u> | | | | | | | | |
| Male | 44 | 46 | 90 | 3 | 5 | - | 5 | 2 |
| Female [†] | 35 | 42 | 77 | 14 | 6 | 2 | 8 | 2 |

% read across

* not asked in 2007/2008

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

83% of residents feel very safe/safe in their local neighbourhood or area at night, including 39% who feel very safe. 6% of residents feel unsafe, and 9% feel neither safe nor unsafe. These readings are similar to the 2006 results.

Men are more likely, than women, to feel very safe/safe in their local neighbourhood or area at night.

Reasons For Feeling Unsafe

The 25 residents feel unsafe in their local neighbourhood or area at night give the following main reasons* for feeling this way ...

- undesirables/drunks/problem youths, mentioned by 46% of residents who feel unsafe (11 respondents),
- don't feel safe, 26% (6 respondents).

* multiple responses allowed

5. Summary**Safety In The District**

| | Very safe % | Safe % | Very safe/ Safe % | Neither safe nor unsafe % | Unsafe % | Very unsafe % | Unsafe/ Very unsafe % | Don't know % |
|--|----------------|-----------|---------------------------------|------------------------------|-------------|------------------|-------------------------------------|-----------------|
| In the town centres of Cambridge and Te Awamutu during the day | 59 | 39 | 98 | 1 | 1 | - | 1 | - |
| In the town centres of Cambridge and Te Awamutu at night | 20 | 45 | 65 | 14 | 11 | 1 | 12 | 9 |
| In their local neighbourhood or area during the day | 62 | 36 | 98 | 1 | 1 | - | 1 | - |
| In their local neighbourhood or area at night | 39 | 44 | 83 | 9 | 5 | 1 | 6 | 2 |

As in 2006, of the four areas, residents are less likely to feel very safe / safe in the town centres of Cambridge and Te Awamutu at night.

ii. Effectiveness Of CCTV Systems

The Council is looking at setting up CCTV systems (security cameras) in central Cambridge and Te Awamutu. For each of the following residents were asked to say how effective they feel the system would be.

1. Managing Crime

| | Very effective % | Effective % | Very effective/ Effective % | Neither Effective nor Ineffective % | In- effective % | Very ineffective % | Ineffective/ Very ineffective % | Don't know % |
|------------------------------------|---------------------|----------------|-----------------------------------|---|-----------------------|--------------------------|--|--------------------|
| <u>Overall*</u> | | | | | | | | |
| Total District | | | | | | | | |
| 2009 | 35 | 48 | 83 | 9 | 5 | 1 | 6 | 2 |
| <u>Ward</u> | | | | | | | | |
| Cambridge | 34 | 49 | 83 | 8 | 6 | 1 | 7 | 2 |
| Kakepuku [†] | 42 | 44 | 86 | 5 | 4 | - | 4 | 4 |
| Maungatautari [†] | 39 | 44 | 83 | 6 | 4 | 6 | 10 | - |
| Pirongia [†] | 37 | 42 | 79 | 17 | - | 1 | 1 | 4 |
| Te Awamutu | 31 | 53 | 84 | 7 | 6 | 1 | 7 | 2 |
| <u>Household Income</u> | | | | | | | | |
| Less than \$40,000 pa | 29 | 57 | 86 | 6 | 5 | 1 | 6 | 2 |
| \$40,000 - \$70,000 pa | 31 | 51 | 82 | 10 | 4 | 1 | 5 | 3 |
| More than \$70,000 pa | 40 | 41 | 81 | 9 | 7 | 2 | 9 | 1 |

% read across

* not asked prior to 2009

† does not add to 100% due to rounding

83% of residents feel a CCTV system would be very effective / effective in managing crime, including 35% who feel it would be very effective.

6% of residents think the system would be ineffective / very ineffective, while 9% say it would be neither effective nor ineffective.

Residents with an annual household income of more than \$70,000 are more likely to feel a CCTV system would be very effective in managing crime, than other income groups.

2. Improving Perceptions Of Safety In The Two Town Centres

| | Very effective % | Effective % | Very effective/ Effective % | Neither Effective nor Ineffective % | In- effective % | Very ineffective % | Ineffective/ Very ineffective % | Don't know % |
|------------------------------------|---------------------|----------------|---|--|-----------------------|--------------------------|---|--------------------|
| <u>Overall*</u> | | | | | | | | |
| Total District 2009 | 29 | 52 | 81 | 10 | 6 | - | 6 | 3 |
| <u>Ward</u> | | | | | | | | |
| Cambridge | 27 | 55 | 82 | 10 | 6 | - | 6 | 2 |
| Kakepuku [†] | 41 | 50 | 91 | 2 | 4 | - | 4 | 4 |
| Maungatautari | 35 | 33 | 68 | 15 | 10 | 2 | 12 | 5 |
| Pirongia | 30 | 54 | 84 | 7 | 3 | - | 3 | 6 |
| Te Awamutu [†] | 27 | 52 | 79 | 13 | 6 | 1 | 7 | 2 |
| <u>Household Income</u> | | | | | | | | |
| Less than \$40,000 pa | 24 | 57 | 81 | 9 | 4 | - | 4 | 6 |
| \$40,000 - \$70,000 pa | 31 | 52 | 83 | 10 | 4 | 1 | 5 | 2 |
| More than \$70,000 pa | 31 | 47 | 78 | 12 | 9 | - | 9 | 1 |

% read across

* not asked prior to 2009

† does not add to 100% due to rounding

81% of residents think a CCTV system would be very effective / effective in improving perceptions of safety in the two town centres, including 29% who say it would be very effective.

6% of residents think the system would be ineffective and 10% say it would be neither effective nor ineffective.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who think the system would be very effective. However, it appears that residents with an annual household income of less than \$40,000 are slightly less likely to feel this way, than other income groups.

3. Crimes Of Greatest Concern

All residents were asked: "Thinking of the area you live in within Waipa, what types of crime are of greatest concern to you?"

The main types of crime residents mention are ...

- burglary,
- vandalism,
- home invasion,
- assaults/physical violence/personal crime/violent crime,
- speeding cars/boy racers/wheelies/dangerous driving,
- tagging.

Summary Table: Main Crimes* Of Greatest Concern To Residents

| | Total District 2009 % | Ward | | | | |
|---|--|----------------|--------------------|-------------------------|---------------|--------------------|
| | | Cambridge % | Kake- puku % | Maunga- tautari % | Pirongia % | Te Awamutu % |
| <u>Percent Who Mention ...</u> | | | | | | |
| Burglary/theft | 71 | 60 | 91 | 72 | 83 | 72 |
| Vandalism | 9 | 14 | 4 | 4 | - | 10 |
| Home invasion | 7 | 1 | 9 | 9 | 4 | 14 |
| Assaults/physical violence/ personal crime/violent crime | 7 | 5 | 10 | 10 | 2 | 10 |
| Speeding cars/boy/racers/ wheelies/dangerous driving | 6 | 8 | - | 3 | 10 | 4 |
| Tagging | 5 | 10 | - | - | 2 | 5 |

* multiple responses allowed

Other reasons* mentioned by 3% of residents are ...

- drink driving/ drunk drivers,
- petty crime,
- undesirables/ drunks/ street kids around,

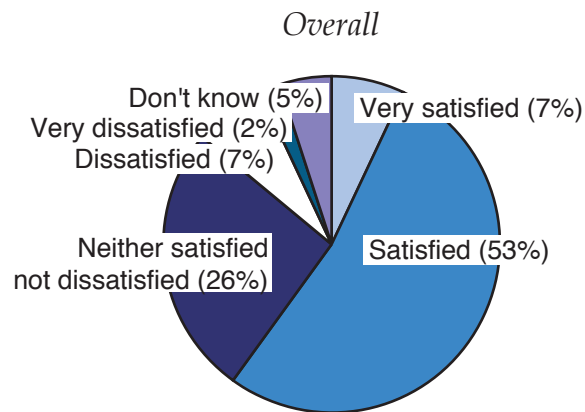
by 2% ...

- drugs/P use.

6% of residents said there were no crimes that were of concern, 2% were unable to comment and 2% mentioned 'other' crimes.

d. Council Consultation & Community Involvement

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



60% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes, while 9% are dissatisfied/very dissatisfied. 26% are neither satisfied nor dissatisfied and 5% are unable to comment.

The very satisfied/satisfied reading (60%) is above the Peer Group and National Averages.

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

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

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

| | Very satisfied/ satisfied % | Neither satisfied, nor dissatisfied % | Dissatisfied/ very dissatisfied % | Don't know % |
|------------------------------------|-----------------------------------|---|---|--------------------|
| <u>Overall*</u> | | | | |
| Total District 2009 | 60 | 26 | 9 | 5 |
| <u>Comparison</u> | | | | |
| Peer Group Average (Provincial) | 46 | 29 | 21 | 4 |
| National Average | 45 | 31 | 20 | 4 |
| <u>Ward</u> | | | | |
| Cambridge | 61 | 27 | 8 | 4 |
| Takepuku [†] | 62 | 22 | 9 | 6 |
| Maungatautari [†] | 47 | 40 | 12 | 2 |
| Pirongia | 55 | 30 | 8 | 7 |
| Te Awamutu | 63 | 21 | 11 | 5 |
| <u>Gender</u> | | | | |
| Male | 65 | 25 | 6 | 4 |
| Female | 55 | 27 | 12 | 6 |
| <u>Household Size</u> | | | | |
| 1-2 person household [†] | 65 | 21 | 8 | 7 |
| 3+ person household | 55 | 31 | 10 | 4 |

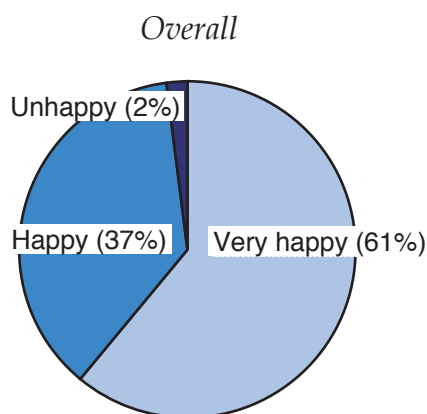
% read across

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

* not asked prior to 2009

e. Quality Of Life

Residents were asked to say, in general, how happy or unhappy they are with their quality of life.



61% of residents are, in general, very happy with their quality of life, while 37% are happy and 2% are unhappy.

Residents more likely to say they are very happy are ...

- residents with an annual household income of \$40,000 or more, in particular those with an annual household income of more than \$70,000,
- shorter term residents, those residing in the District 10 years or less,
- ratepayers.

It also appears that Kakepuku and Maungatautari Ward residents are slightly more likely to feel this way, than other Ward residents.

How Happy Or Unhappy Are Residents With Their Quality Of Life

| | Very happy % | Happy % | Very happy/ Happy % | Unhappy % | Very unhappy % | Unhappy/ Very unhappy % | Don't know % |
|--------------------------------|--------------------|------------|------------------------------|--------------|----------------------|----------------------------------|--------------------|
| Overall* | | | | | | | |
| Total District 2009 | 61 | 37 | 98 | 2 | - | 2 | - |
| Ward | | | | | | | |
| Cambridge [†] | 58 | 40 | 98 | 1 | 1 | 2 | 1 |
| Kakepuku | 76 | 24 | 100 | - | - | - | - |
| Maungatautari | 72 | 26 | 98 | 2 | - | 2 | - |
| Pirongia | 62 | 38 | 100 | - | - | - | - |
| Te Awamutu | 56 | 41 | 97 | 3 | - | 3 | - |
| Household Income | | | | | | | |
| Less than \$40,000 pa | 46 | 49 | 95 | 3 | 1 | 4 | 1 |
| \$40,000 - \$70,000 pa | 57 | 40 | 97 | 3 | - | 3 | - |
| More than \$70,000 pa | 70 | 30 | 100 | - | - | - | - |
| Length of Residence | | | | | | | |
| Lived there 10 yrs or less | 67 | 30 | 97 | 2 | 1 | 3 | - |
| Lived there more than 10 years | 56 | 43 | 99 | 1 | - | 1 | - |
| Ratepayer? | | | | | | | |
| Ratepayer | 62 | 36 | 98 | 1 | - | 1 | - |
| Non-ratepayer | 47 | 45 | 92 | 6 | 2 | 8 | - |

% read across

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

* not asked prior to 2009

* * * * *

E. APPENDIX

Base by Sub-sample

| | | Actual respondents interviewed | *Expected numbers according to population distribution |
|---------------|----------------|--------------------------------------|---|
| <u>Ward</u> | Cambridge | 141 | 146 |
| | Takepuku | 40 | 31 |
| | Maungatautari | 41 | 32 |
| | Pirongia | 60 | 66 |
| | Te Awamutu | 120 | 127 |
| <u>Gender</u> | Male | 201 | 192 |
| | Female | 201 | 210 |
| <u>Age</u> | 18 to 39 years | 99 | 140 |
| | 40 to 59 years | 157 | 158 |
| | 60+ years | 146 | 105 |

* 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.

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