

**WAIPA DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
MAY 2010**



# **COMMUNITRAK™ SURVEY**

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

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

### **WAIPA DISTRICT COUNCIL**

### **MAY 2010**



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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 2010.

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 2010, 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,
  - \* awareness and participation in the October local Government elections,
  - \* preferred method of finding out information about Council or Council initiatives.

Council also has the benefit, where applicable, of comparing the 2010 results with results obtained in 2000-2009. This is provided together with averaged comparisons to similar Peer Group Councils and resident perceptions nationwide.

\* \* \* \* \*

## B. COMMUNITRAK™ SPECIFICATIONS

### Sample Size

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

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

Interviews were spread amongst the five Wards as follows:

Cambridge	140
Takepuku	40
Maungatautari	41
Pirongia	60
Te Awamutu	120
<b>Total</b>	<b>401</b>

### Interview Type

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

### Sample Selection

The 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 last birthday.

## Call Backs

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

## Sample Weighting

Weightings were applied to the sample data, to reflect the actual 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 21 May and Sunday 30 May 2010.

## 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, 2008 and 2009 Communitrak survey results.

## Council Services/Facilities

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

	<b>Waipa 2010</b>		Waipa 2009	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Parks and reserves (including sportsgrounds)	<b>92</b>	<b>4</b>	89	6
Kerbside or roadside recycling service*	<b>84</b>	<b>14</b>	90	10
Control of dogs	<b>81</b>	<b>11</b>	84	9
Roads - safety	<b>81</b>	<b>19</b>	80	20
Public toilets	<b>80</b>	<b>8</b>	82	8
Library service	<b>77</b>	<b>5</b>	81	2
Roads - maintenance	<b>77</b>	<b>23</b>	70	30
Maintenance of footpaths	<b>76</b>	<b>17</b>	77	14
Parking in Cambridge and Te Awamutu	<b>75</b>	<b>24</b>	81	18
Water treatment and supply	<b>73</b>	<b>9</b>	73	8
Stormwater services	<b>69</b>	<b>13</b>	70	9
Swimming pools	<b>68</b>	<b>14</b>	66	19
Wastewater services	<b>67</b>	<b>3</b>	69	4
Noise control services	<b>60</b>	<b>4</b>	72	4
Museum	<b>56</b>	<b>3</b>	64	2
Building control and building inspections	<b>51</b>	<b>11</b>	56	8
Resource Management	<b>39</b>	<b>12</b>	41	18
Civil Defence Organisation	<b>37</b>	<b>2</b>	48	2

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

\* 2009 readings refer to 'user' satisfaction



There are no instances where the percent not very satisfied in Waipa District is **higher/slightly higher** than the Peer Group and/or National Averages.

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

	Waipa %	Peer Group %	National Average %
• parking in Cambridge and Te Awamutu	24%	††31%	††30%
• road safety	19%	*26%	*24%
• footpaths - maintenance	17%	†25%	†25%
• kerbside or roadside recycling service	14%	°°21%	°°13%
• resource management	12%	◇27%	◇25%
• control of dogs	11%	19%	19%
• building control and building inspections	11%	◇27%	◇25%
• public toilets	8%	22%	25%
• noise control services (excl. traffic noise and barking dogs)	4%	***13%	***13%
• wastewater services	3%	°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 ...

• maintenance of roads	23%	*26%	*24%
• swimming pools	14%	16%	10%
• stormwater services	13%	15%	14%
• water treatment and supply	9%	**11%	**10%
• library service	5%	2%	3%
• parks and reserves (including sportsgrounds)	4%	◇◇5%	◇◇5%
• museums	3%	5%	4%

\* These figures are based on roading in general.

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

\*\*\* These figures are based on noise control in general (traffic noise, barking dogs not specifically excluded).

† These figures are based on footpaths in general.

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

◇ These figures are based on town planning, including planning and inspection services.

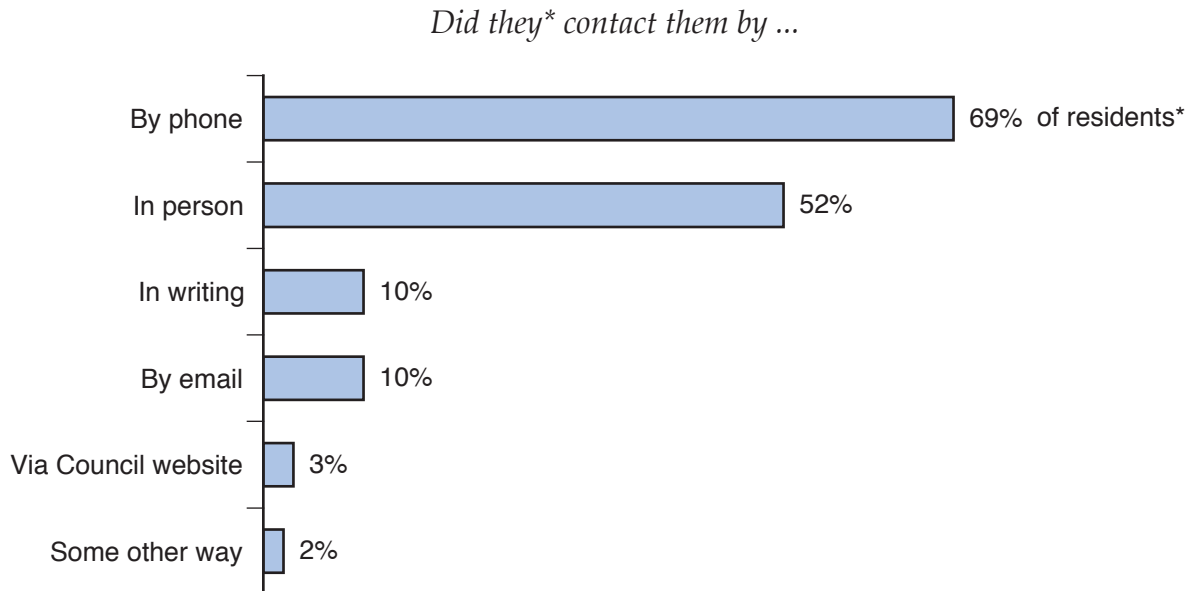
◇◇ These figures are based on the averaged readings for parks and reserves and sportsgrounds and playgrounds as these were asked separately in the 2008 National Communitrak Survey.

° These figures are based on the sewerage system.

°° These figures are based on recycling in general.

## Customer Service

49% of residents have personally contacted the Council, in the last 12 months.



Base = 188

Their main queries were in regard to:

- building permits/ consents, 13% of residents\*,
- dog control/ registration/ dog issues, 8%,
- rates issues, 8%,
- building department/ services/ building matters, 7%,
- water issues, 6%,
- fire permits/ fire issues, 6%.

87% of residents\* say their query was attended to in a timely fashion, with 78% saying it was dealt with to their satisfaction.

If Council could improve its service at first point of contact, what could they do better?

Suggested main improvement\*:

- provide feedback/ follow up/ return calls/ quicker response, 9% of residents†,
- better customer service/ friendly/ helpful, 6%,
- take action/ get things done/ more prompt action, 6%,
- more knowledgeable staff/ have information at hand, 5%.

† residents who have personally contacted the Council, in the last 12 months (N=188)

\* multiple responses allowed

## Representation

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

### a. Performance Rating of the Mayor and Councillors

63% of residents rate the performance of the Mayor and Councillors, in the last year, as very / fairly good (69% in 2009). 6% rate their performance as not very good / poor (3% in 2009). Waipa District is similar to Peer Group Average and on par with the National Average, in terms of rating the Mayor and Councillors' performance as very or fairly good.

### b. Performance Rating of the Council Staff

74% of residents rate the performance of the Council staff, in the last year, as very or fairly good. 2% rate their performance as not very good / poor. These readings are similar to the 2009 readings. 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

49% of residents who have a Community Board member rate their performance, in the last year, as very or fairly good (55% in 2009), while 2% say it is not very good. A large percentage (30%) are unable to comment.

## Local Issues

### Participation

63% of residents are aware that the three yearly local government elections will take place in October this year.

82% of residents say they plan to vote in these elections.

The main reasons\* residents<sup>†</sup> say they won't are:

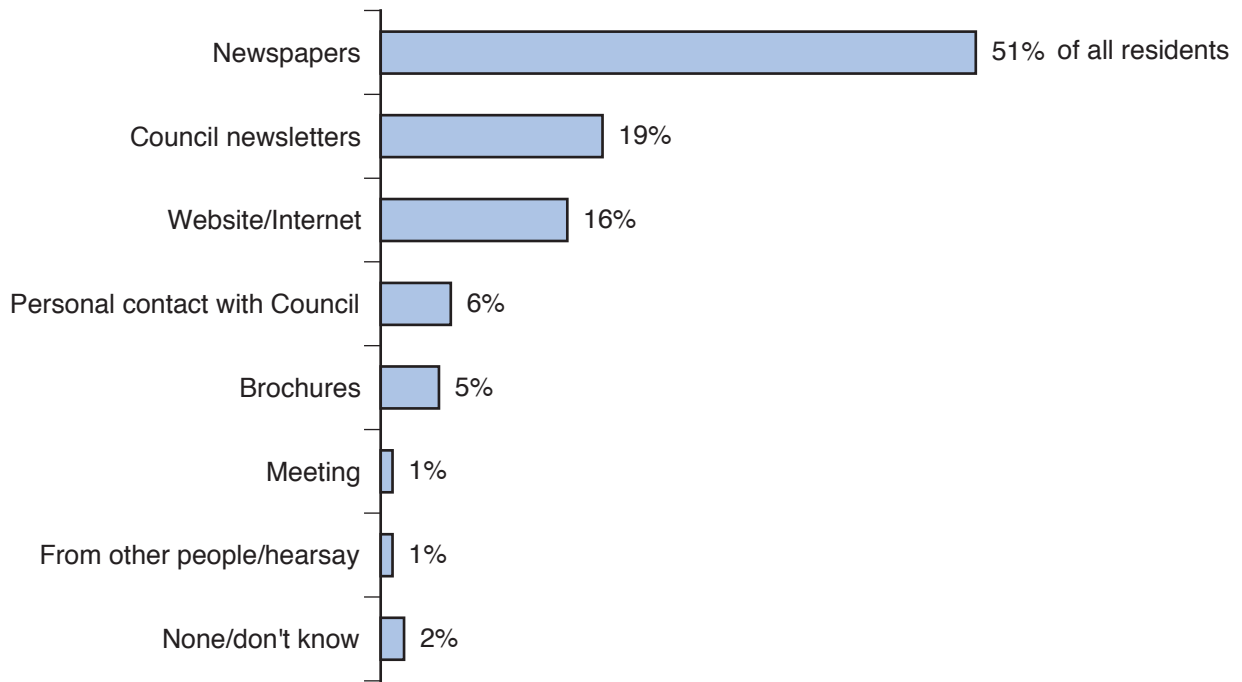
- don't know the candidates / what they stand for, mentioned by 43% of residents<sup>†</sup>,
- not interested / don't follow local government / never voted, 31%,
- feel my vote won't make any difference, 9%,
- religious reasons, 9%.

\* multiple responses allowed

<sup>†</sup> residents who said they would not vote in the upcoming elections (N=38)

**Communication**

Most preferred method to find out information about Council or Council initiatives ...



(Does not add to 100% due to rounding)

The main newspapers\* mentioned are:

Te Awamutu Courier	54%	of residents <sup>†</sup>
Cambridge Edition	45%	
Your Cambridge News	13%	
Waikato Times	11%	

<sup>†</sup>Base = 210 (those who mention newspapers as their preferred method of finding out information about Council or Council initiatives)

\* multiple responses allowed

\* \* \* \* \*



## 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  
 Gore District Council  
 Grey District Council  
 Hastings District Council  
 Horowhenua District Council  
 Marlborough District Council  
 Masterton District Council  
 New Plymouth District Council  
 Queenstown-Lakes District Council  
 Rodney District Council

Rotorua District Council  
 South Waikato District Council  
 Taupo District Council  
 Timaru District Council  
 Waikato District Council  
 Waimakariri District Council  
 Wanganui District Council  
 Whakatane District Council  
 Whangarei District Council







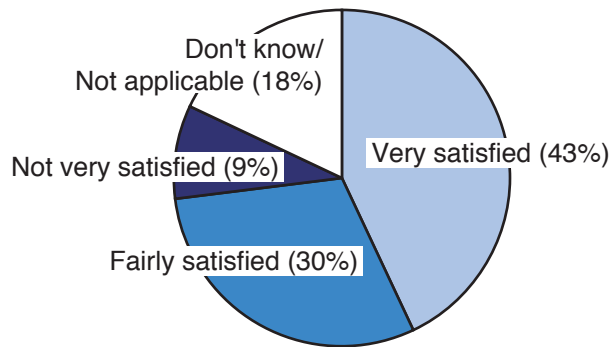
## **1. Council Services/Facilities**

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

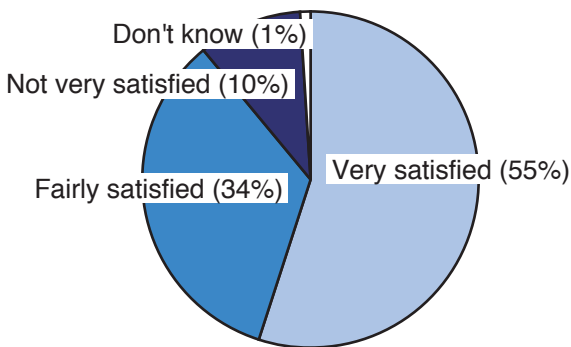
Residents were read out a number of Council functions and asked whether they are very satisfied, fairly satisfied or not very satisfied with the provision of that service/ facility. Those not very satisfied are asked to give their reasons for feeling that way.

*i. Water Treatment And Supply*

*Overall*

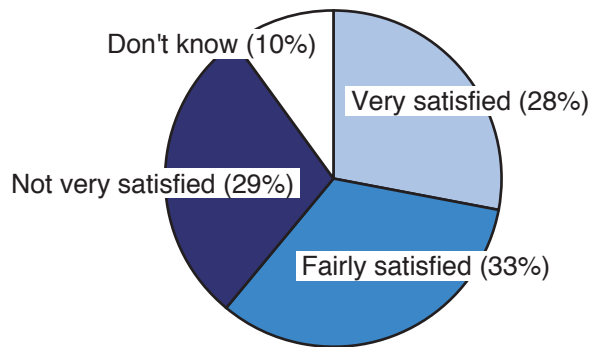


*Receive Full Public Water Supply*



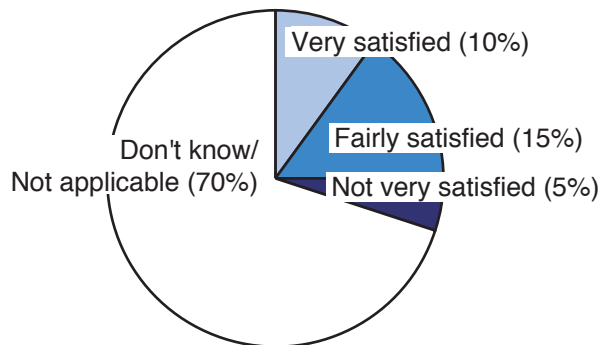
Base = 274

*Receive Restricted Public Water Supply*



Base = 13\*

*Have Private Supply*



Base = 112

\* caution: small base

73% of residents are satisfied with water treatment and supply, including 43% who are very satisfied (40% in 2009). 9% are not very satisfied and 18% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages for water supply in general and the 2009 reading.

71% of residents say they are provided with a full public water supply, while 3% 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 61% on a restricted supply satisfied (caution is required as the base is small). 25% of residents with a private water supply are satisfied, while a significant percentage (70%), 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.

However, it appears that the following residents are slightly more likely to feel this way ...

- residents aged 40 years or over,
- ratepayers.

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

## Satisfaction With Water Treatment And Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	43	30	73	9	18
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	55	34	89	10	1
Receive Restricted Public Water Supply <sup>†</sup>	28	33	61	29	10
Have Private Supply	10	15	25	5	70
<b>Comparison*</b>					
Peer Group (Provincial)	40	34	74	11	15
National Average	39	43	82	10	8
<b>Ward</b>					
Cambridge	50	37	87	7	6
Takepuku	14	25	39	3	58
Maungatautari	13	16	29	9	62
Pirongia <sup>††</sup>	32	23	55	15	29
Te Awamutu	53	30	83	11	6
<b>Age</b>					
18-39 years	44	29	73	3	24
40-59 years	37	32	69	13	18
60+ years	49	29	78	11	11
<b>Ratepayer?</b>					
Ratepayer	43	29	72	10	18
Non-ratepayer <sup>††</sup>	38	37	75	2	22

% read across

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

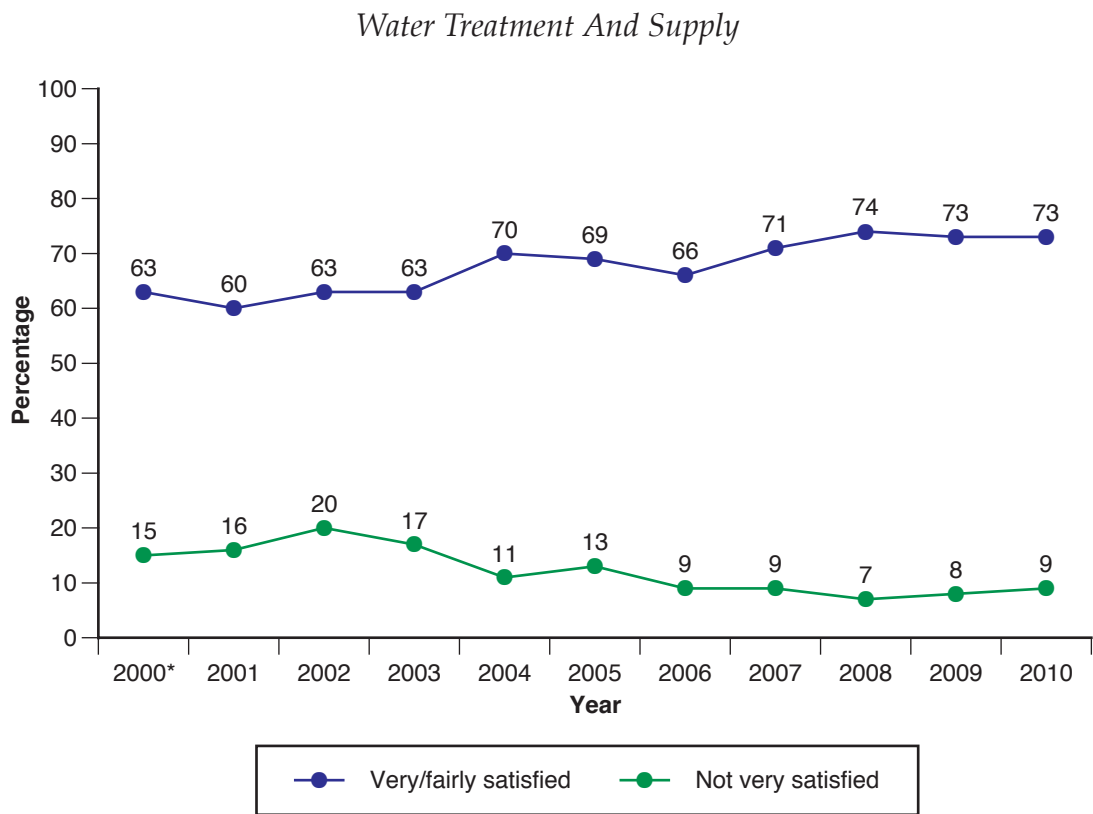
<sup>†</sup> caution: small base

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

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

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

\* multiple responses allowed



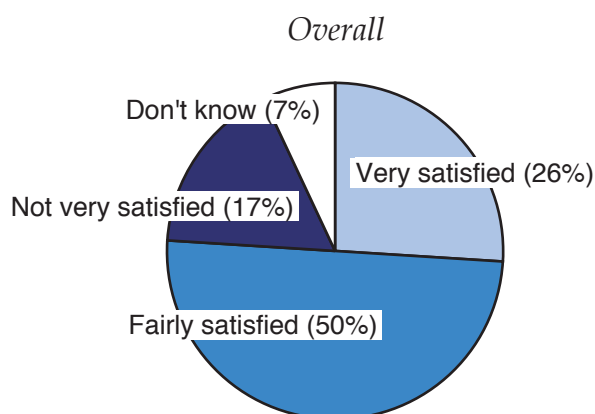
\* the 2000 reading is based on ratings of the water supply in general

**Recommended Satisfaction Measure For Reporting Purposes:**

Total District	= 73%
Receivers of Full Public Water Supply	= 89%
Receivers of Restricted Public Water Supply*	= 61%
On Private Supply	= 25%

\* caution: small base

## ii. Footpaths - Maintenance



76% of Waipa District residents are satisfied with the maintenance of footpaths, including 26% who are very satisfied (17% in 2009), while 17% are not very satisfied with this aspect of footpaths (14% in 2009).

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 ...

- residents aged 60 years or over,
- residents with an annual household income of \$70,000 or less,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

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

## Satisfaction With The Maintenance Of Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	26	50	76	17	7
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
<b>Comparison*</b>					
Peer Group (Provincial)	18	52	70	25	5
National Average	20	51	71	25	4
<b>Ward</b>					
Cambridge	27	54	81	16	3
Takepuku	20	52	72	7	21
Maungatautari	29	36	65	11	24
Pirongia	28	48	76	16	8
Te Awamutu†	25	48	73	23	5
<b>Age</b>					
18-39 years†	33	46	79	12	10
40-59 years	24	54	78	16	6
60+ years	21	48	69	25	6
<b>Household Income</b>					
Less than \$40,000 pa	25	48	73	22	5
\$40,000 - \$70,000 pa	26	44	70	21	9
More than \$70,000 pa	28	54	82	11	7
<b>Length of Residence</b>					
Lived there 10 years or less	28	54	82	13	5
Lived there more than 10 years	25	46	71	20	9
<b>Household Size†</b>					
1-2 person household	20	51	71	21	7
3+ person household	31	48	79	13	7

% read across

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

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

† does not add to 100% due to rounding

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

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

**Summary Table:**

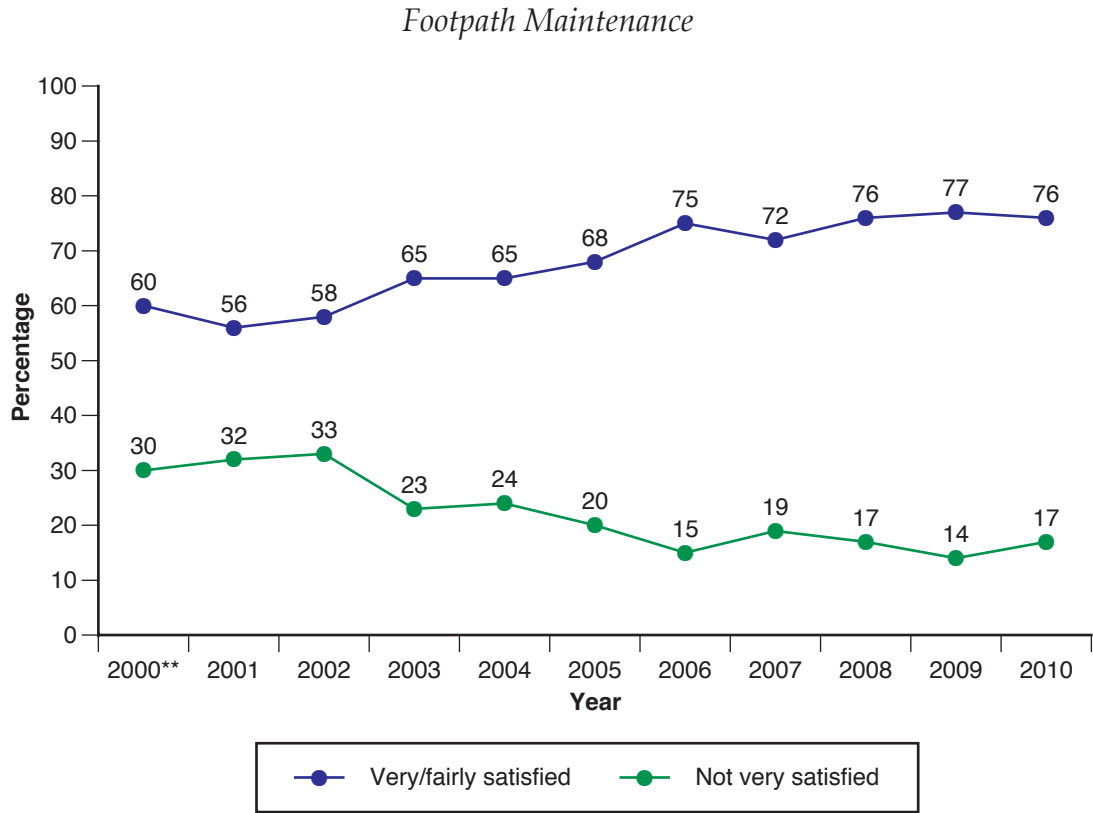
**Main Reasons\* For Being Not Very Satisfied With Footpath Maintenance**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Uneven/cracked/broken/potholes/rough	<b>10</b>	8	-	3	9	17
No footpaths/not enough/one side only	<b>5</b>	6	7	8	6	2
Poor condition/old/lack maintenance/need upgrading	<b>5</b>	4	-	5	4	8

\* multiple responses allowed

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

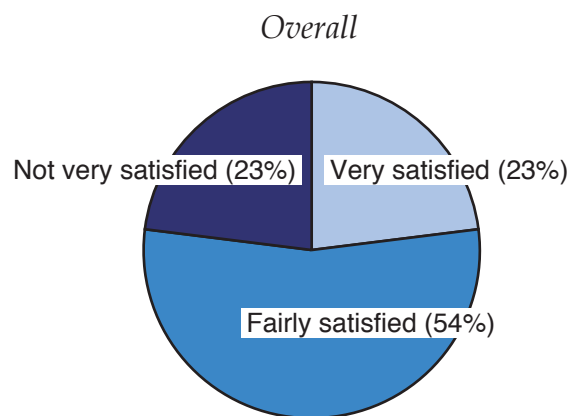




\*\* the 2000 reading relates to footpath maintenance and safety

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 76%

*iii. Roads - Maintenance (excluding State Highways)*



77% of Waipa District residents are satisfied with the maintenance of roads, (70% in 2009), while 23% are not very satisfied (30% in 2009).

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

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

It also appears that the following residents are slightly more likely to feel this way ...

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

### Satisfaction With The Maintenance Of Roads (excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	23	54	77	23	-
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
<b>Comparison*</b>					
Peer Group (Provincial)	18	56	74	26	-
National Average	18	58	76	24	-
<b>Ward</b>					
Cambridge	23	57	80	20	-
Kakepuku	27	39	66	34	-
Maungatautari	20	45	65	35	-
Pirongia <sup>†</sup>	23	54	77	22	-
Te Awamutu <sup>†</sup>	23	56	79	19	1
<b>Age</b>					
18-39 years	26	47	73	27	-
40-59 years <sup>†</sup>	21	55	76	23	-
60+ years	23	60	83	15	2
<b>Household Size</b>					
1-2 person household <sup>†</sup>	25	55	80	20	1
3+ person household	22	53	75	25	-

% read across

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

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

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

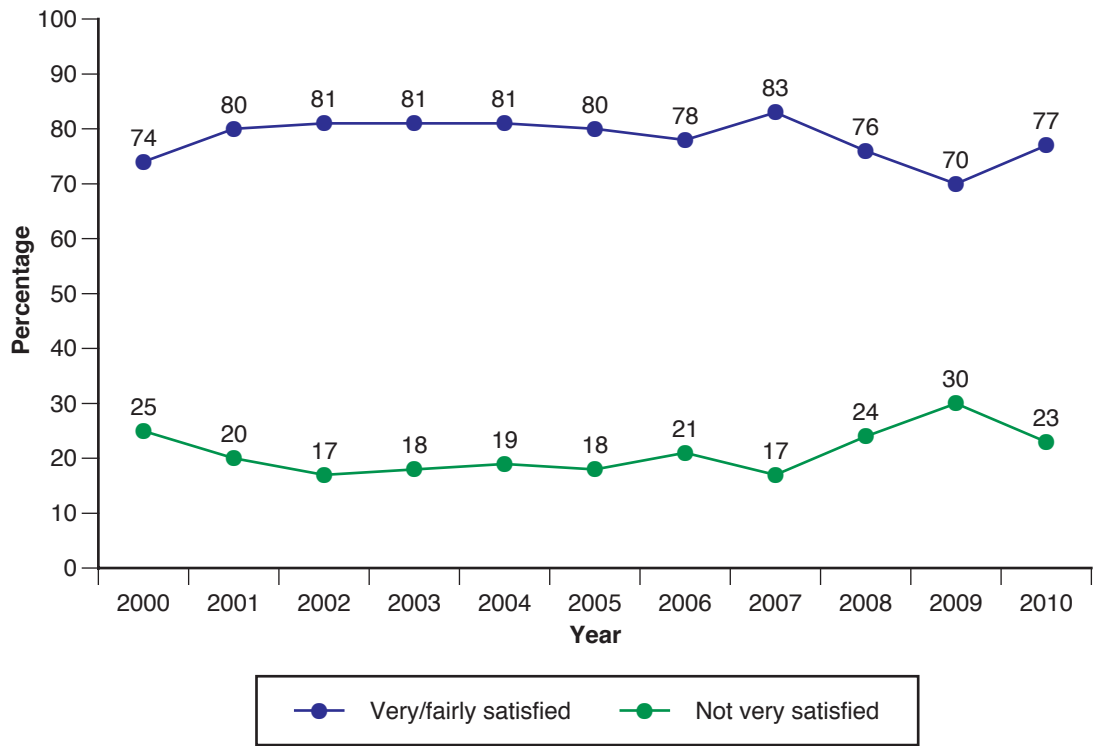
- poor quality of work/materials used/too much patching,
- potholes/uneven/rough/bumpy,
- poor condition/lack maintenance/need upgrading,
- metal roads/need sealing/problems with dust and mud.

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

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Poor quality of work/ materials used/too much patching	<b>11</b>	12	19	10	6	10
Potholes/uneven/rough/bumpy	<b>6</b>	3	10	8	5	7
Poor condition/lack maintenance/ need upgrading	<b>5</b>	6	9	13	4	3
Metal roads/need sealing/ problems with dust and mud	<b>3</b>	1	3	14	5	1

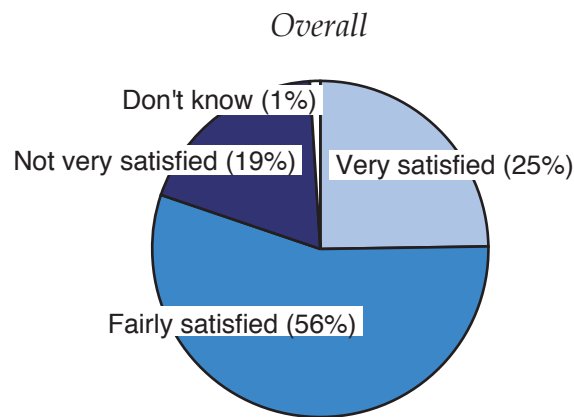
\* multiple responses allowed

Road Maintenance



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 77%

*iv. Roads - Safety (excluding State Highways)*



Overall, 81% of residents are satisfied with the safety of roads in the Waipa District, including 25% who are very satisfied (21% in 2009), while 19% are not very satisfied.

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

Residents who live in a three or more person household are more likely to be not very satisfied with the safety of roads, than residents who live in a one or two person household.

### Satisfaction With The Safety Of Roads (excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010 <sup>†</sup>	25	56	81	19	1
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
<b>Comparison*</b>					
Peer Group (Provincial)	18	56	74	26	-
National Average	18	58	76	24	-
<b>Ward</b>					
Cambridge	24	57	81	19	-
Takepuku	34	51	85	13	2
Maungatautari	28	56	84	16	-
Pirongia	20	49	69	27	4
Te Awamutu	25	59	84	15	1
<b>Household Size</b>					
1-2 person household	28	56	84	15	1
3+ person household <sup>†</sup>	22	56	78	22	1

% read across

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

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

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

- unsafe for pedestrians/ children/ cyclists,
- speeding/ reduce speed limit,
- unsafe intersections/ dangerous areas,
- narrow roads/ need widening.

**Summary Table:**

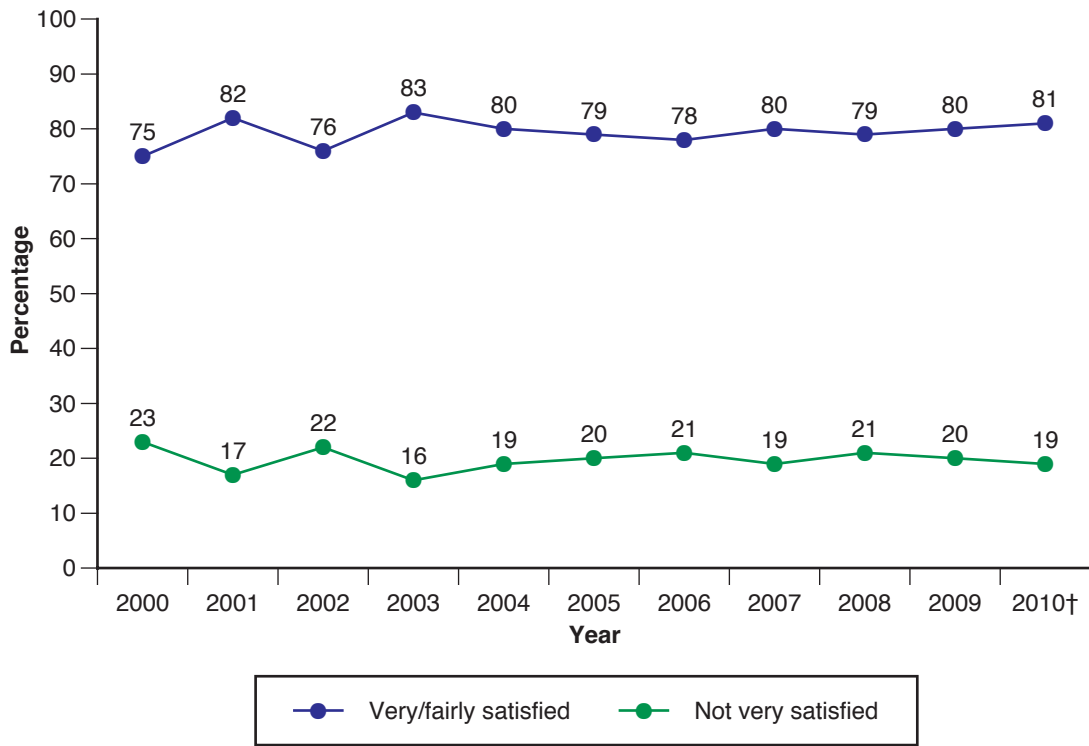
**Main Reasons\* For Being Not Very Satisfied With The Safety Of Roads**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Unsafe for pedestrians/ children/ cyclists	<b>5</b>	6	2	4	5	4
Speeding/ reduce speed limit	<b>4</b>	5	3	7	6	2
Unsafe intersections/ dangerous areas	<b>4</b>	2	4	2	9	3
Narrow roads/ need widening	<b>4</b>	3	-	2	7	4

\* multiple responses allowed

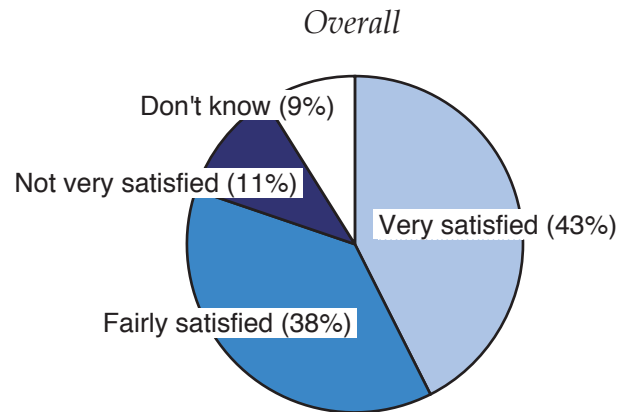


*Safety Of Roads*

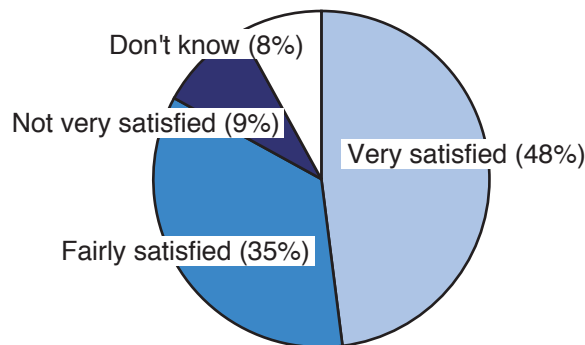


Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 81%

## v. Control Of Dogs



### *Satisfaction Amongst Dog Owners*



Base = 129

81% of Waipa District residents are satisfied with dog control (84% in 2009), with 43% being very satisfied (40% in 2009).

11% of residents are not very satisfied. The percent not very satisfied is below the Peer Group and National Averages and similar to the 2009 reading.

33% of residents identify themselves as dog owners. Of these, 83% are satisfied and 9% not very satisfied.

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 %
<b>Overall</b>					
Total District 2010 <sup>†</sup>	43	38	<b>81</b>	11	9
2009	40	44	<b>84</b>	9	7
2008	39	43	<b>82</b>	15	3
2007	36	39	<b>75</b>	14	11
2006	34	47	<b>81</b>	14	5
2005	28	51	<b>79</b>	15	6
2004	37	41	<b>78</b>	17	5
2003	29	42	<b>71</b>	21	8
2002	25	50	<b>75</b>	19	6
2001	27	48	<b>75</b>	17	8
2000	25	47	<b>72</b>	19	9
Dog Owners	48	35	<b>83</b>	9	8
<b>Comparison</b>					
Peer Group (Provincial)	34	41	<b>75</b>	19	6
National Average	31	46	<b>77</b>	19	4
<b>Ward</b>					
Cambridge	49	34	<b>83</b>	13	4
Takepuku	36	38	<b>74</b>	6	20
Maungatautari	56	31	<b>87</b>	6	7
Pirongia	35	40	<b>75</b>	10	15
Te Awamutu	38	42	<b>80</b>	12	8

% read across

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

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

- too many roaming/uncontrolled dogs,
- need more control,
- owners not responsible,
- dogs fouling.

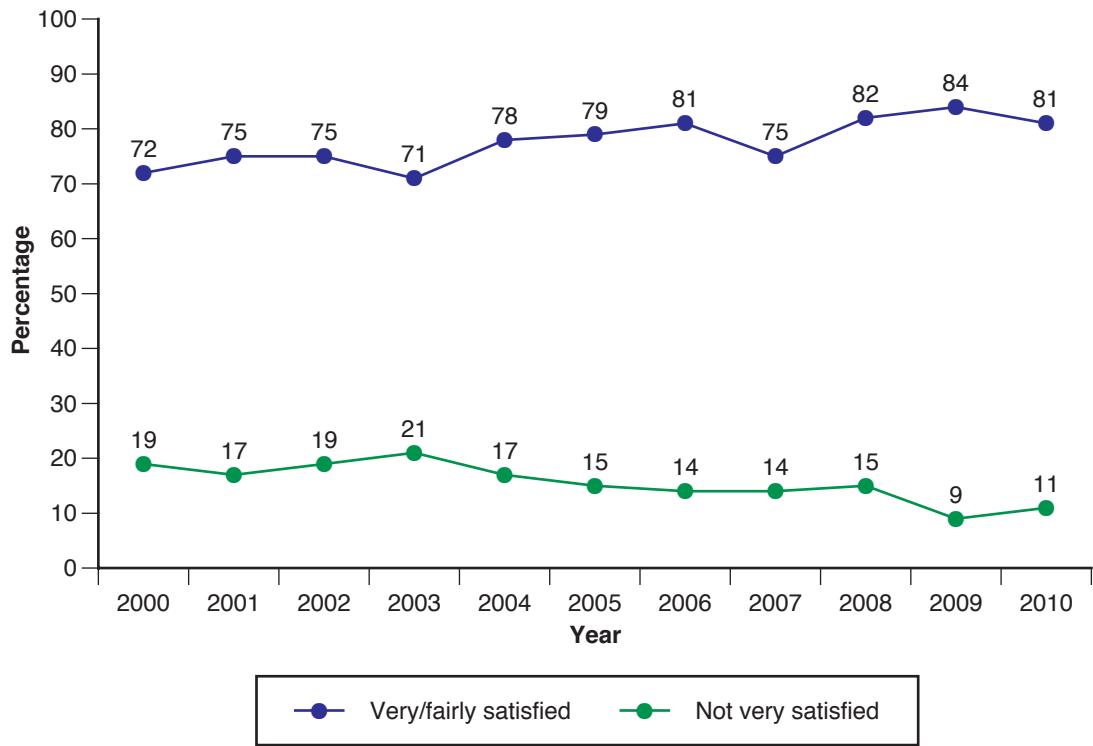
**Summary Table:**

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

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Too many roaming/uncontrolled dogs	<b>5</b>	6	2	-	6	7
Need more control	<b>3</b>	2	2	2	3	5
Owners not responsible	<b>3</b>	3	-	2	4	4
Dogs fouling	<b>3</b>	3	2	2	4	3

\* multiple responses allowed

*Control Of Dogs*

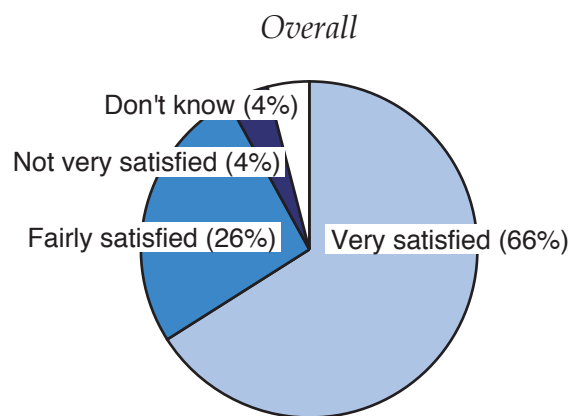


Recommended Satisfaction Measure For Reporting Purposes:

Total District = 81%

Dog Owners = 83%

*vi. Parks And Reserves (including Sportsgrounds)*



92% of District residents are satisfied with their parks and reserves (including sportsgrounds), with 66% very satisfied (58% in 2009). 4% are not very satisfied with these facilities and 4% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2009 reading.

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

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	66	26	92	4	4
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
<b>Comparison*</b>					
Peer Group (Provincial)	56	35	91	5	4
National Average	52	40	92	5	3
<b>Ward</b>					
Cambridge	68	26	94	2	4
Takepuku	69	28	97	-	3
Maungatautari <sup>†</sup>	57	32	89	6	4
Pirongia <sup>†</sup>	67	22	89	6	4
Te Awamutu	64	25	89	7	4
<b>Gender</b>					
Male <sup>†</sup>	65	30	95	2	4
Female	67	22	89	7	4

% 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

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

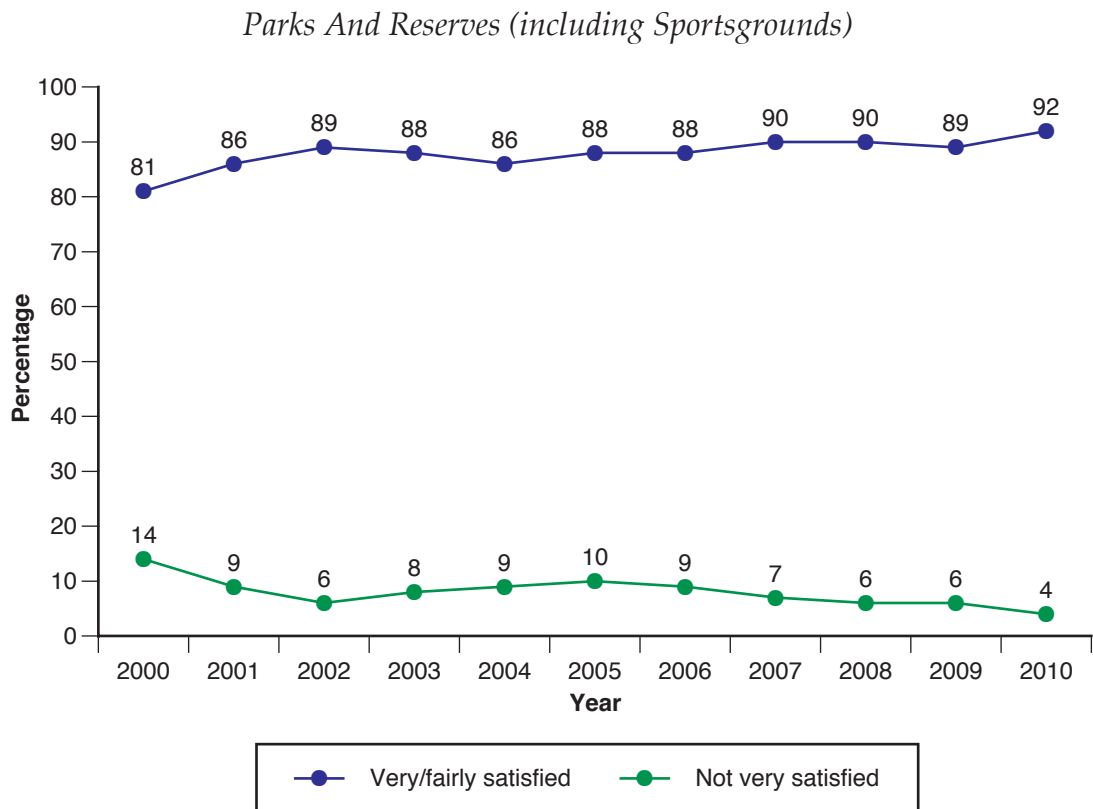




The main reasons\* residents are not very satisfied with the District’s parks and reserves (including sportsgrounds) are ...

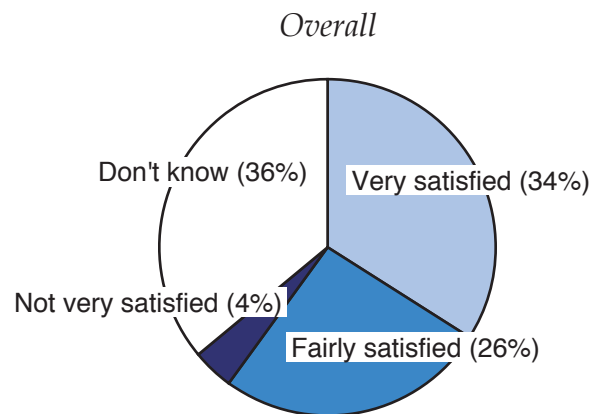
- not well kept/ need improving/upgrading, mentioned by 3% of all residents,
- need more parks/reserves/playgrounds, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 92%

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



60% of Waipa District residents are satisfied with Council efforts in the control of noise (72% in 2009), including 34% who are very satisfied (31% in 2009). 4% are not very satisfied with this service while a large percentage, 36% are unable to comment (24% in 2009).

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.

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

## Satisfaction With Noise Control Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	34	26	60	4	36
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
<b>Comparison*</b>					
Peer Group (Provincial)	29	44	73	13	14
National Average	29	48	77	13	10
<b>Ward</b>					
Cambridge	35	29	64	6	30
Kakepuku	16	20	36	8	56
Maungatautari†	30	25	55	2	42
Pirongia†	26	31	57	1	43
Te Awamutu	41	21	62	4	34

% read across

\* readings prior to 2005 and Peer Group and National Averages do not specifically exclude traffic noise and barking dogs

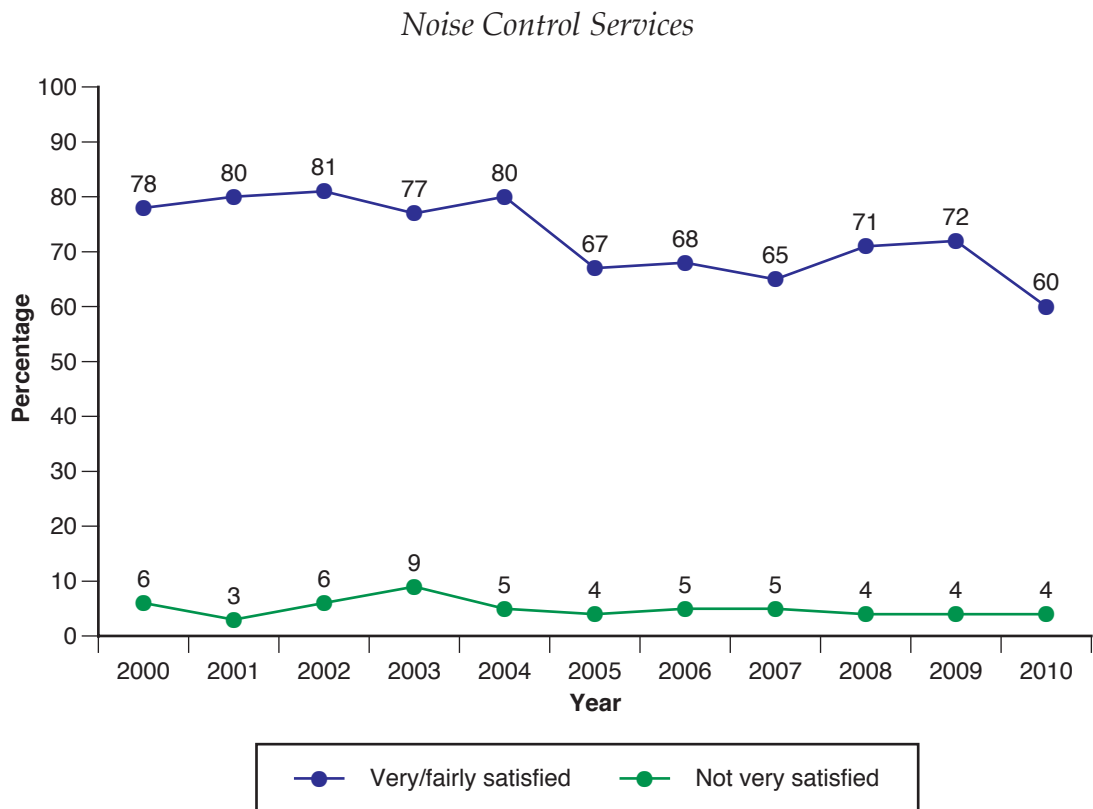
† does not add to 100% due to rounding



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

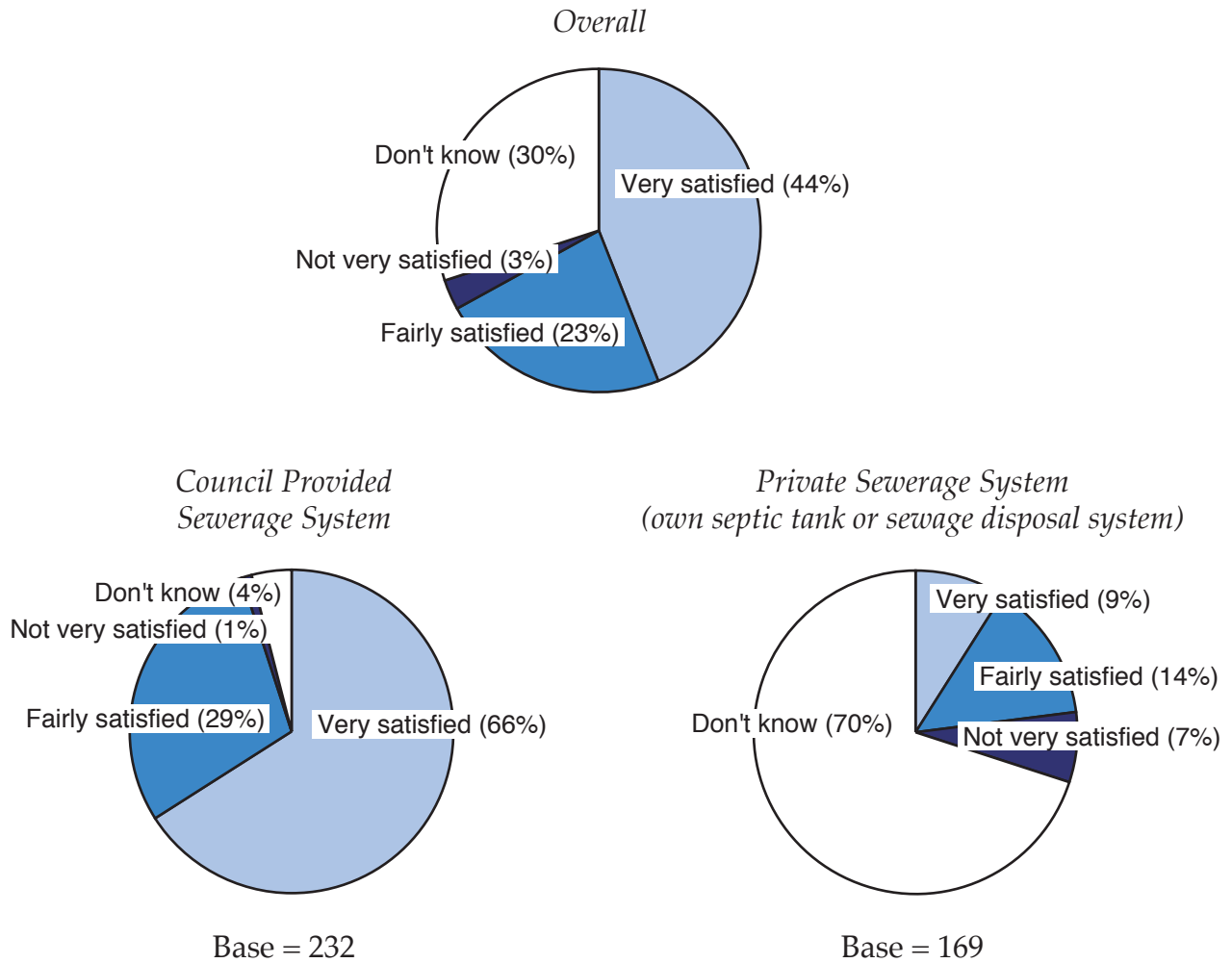
- poor/slow service, mentioned by 2% of all residents,
- need more control/policing/enforcement, 2%,
- noisy neighbours/loud music, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 60%

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



Overall, 67% of Waipa District residents are satisfied with wastewater services, including 44% who are very satisfied (36% in 2009). 3% are not very satisfied and a large percentage, 30%, are unable to comment (27% in 2009).

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

61% of residents receive a sewage disposal service, with 95% of these "receivers" being satisfied and 1% not very satisfied.

39% of residents have a private disposal system. Of these, 23% are satisfied, 7% are not very satisfied and 70% 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 %
<b>Overall</b>					
Total District 2010	44	23	67	3	30
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	66	29	95	1	4
Private Sewerage System	9	14	23	7	70
<b>Comparison*</b>					
Peer Group (Provincial)	34	38	72	10	18
National Average	40	42	82	7	11
<b>Ward</b>					
Cambridge†	57	29	86	1	13
Takepuku	7	28	35	-	65
Maungatautari	14	13	27	9	64
Pirongia	12	14	26	10	64
Te Awamutu	62	24	86	1	13

% 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

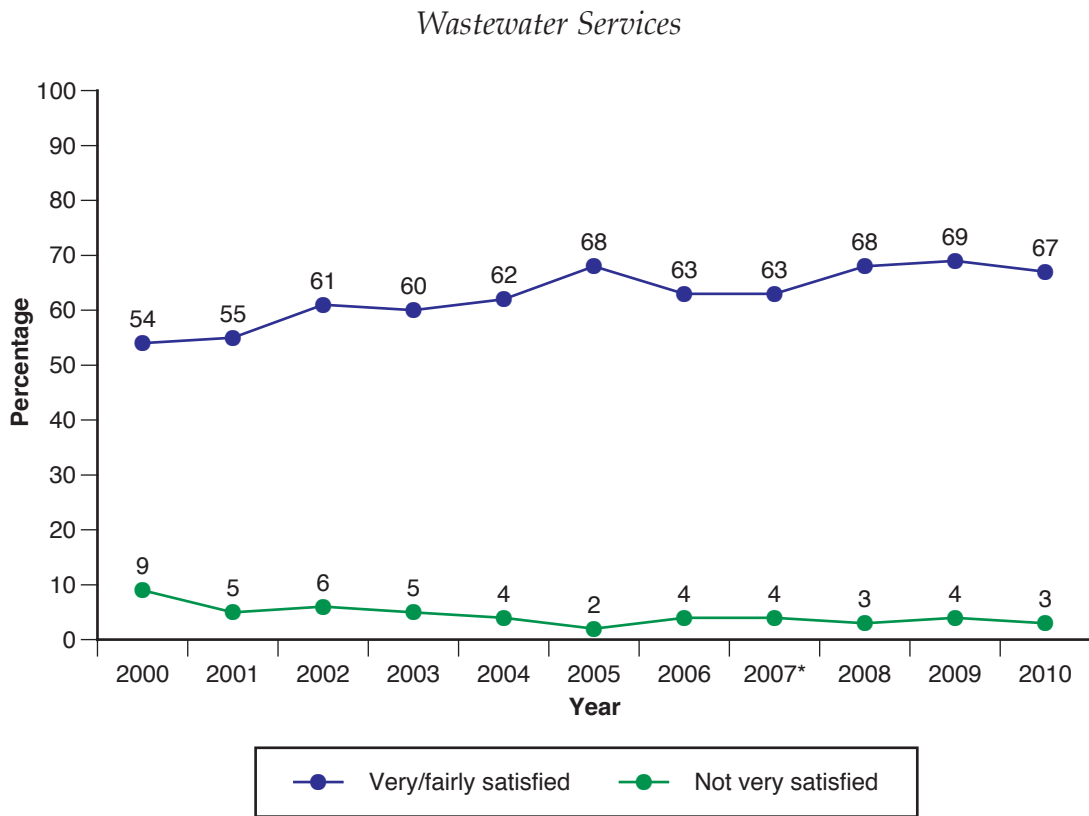




The reasons\* residents are not very satisfied with wastewater services are ...

- no sewerage system/ on septic tank, mentioned by 2% of all residents,
- others, 1%.

\* multiple responses allowed

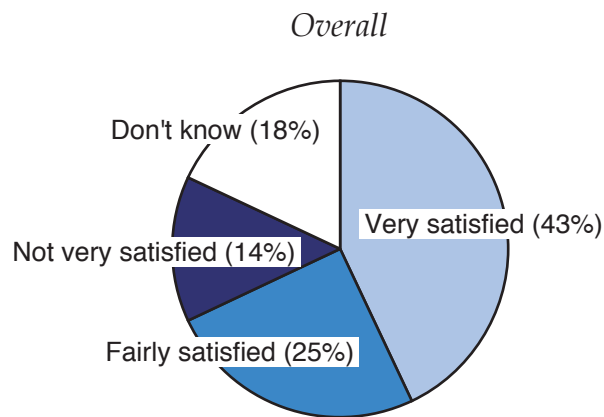


\* readings prior to 2007 refer to ratings for sewerage disposal/ system

Recommended Satisfaction Measure For Reporting Purposes:

Total District	= 67%
Receivers of Council-Provided Service	= 95%
Receivers of Private Disposal System	= 23%

### ix. *Swimming Pools*



68% of Waipa District residents overall are satisfied with the District's swimming pools, including 43% who are very satisfied (38% in 2009). 14% are not very satisfied with these facilities and 18% are unable to comment (15% in 2009).

The percent not very satisfied is similar to the Peer Group Average, on par with the National Average, and 5% below the 2009 reading.

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

- Cambridge and Maungatautari Ward residents,
- women.

## Satisfaction With Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	43	25	68	14	18
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
<b>Comparison</b>					
Peer Group (Provincial)	32	32	64	16	20
National Average	32	38	70	10	20
<b>Ward</b>					
Cambridge	23	34	57	24	19
Takepuku	55	26	81	3	16
Maungatautari <sup>†</sup>	30	31	61	20	18
Pirongia	56	13	69	4	27
Te Awamutu	59	21	80	9	11
<b>Gender</b>					
Male	43	27	70	11	19
Female <sup>†</sup>	43	24	67	17	17

% read across

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

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

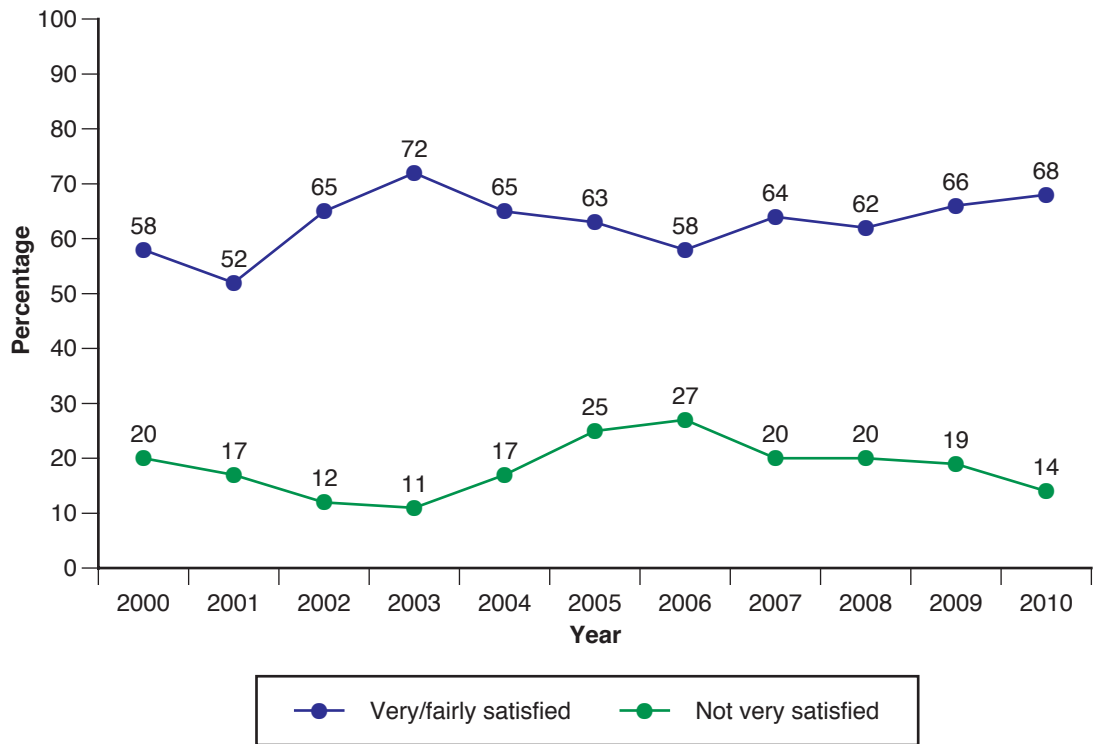
- Cambridge pool needs an upgrade/new pool,
- need heated pool/indoor pool/all year round pool,
- against new pool in Cambridge/costs too much,
- poor standard of hygiene/could be cleaner.

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

	Total District 2010 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Cambridge pool needs an upgrade/ new pool	5	11	-	9	-	-
Need heated pool/ indoor pool/all year round pool	4	8	-	9	-	-
Against new pool in Cambridge/ costs too much	3	6	-	5	1	1
Poor standard of hygiene/ could be cleaner	2	1	-	-	-	4

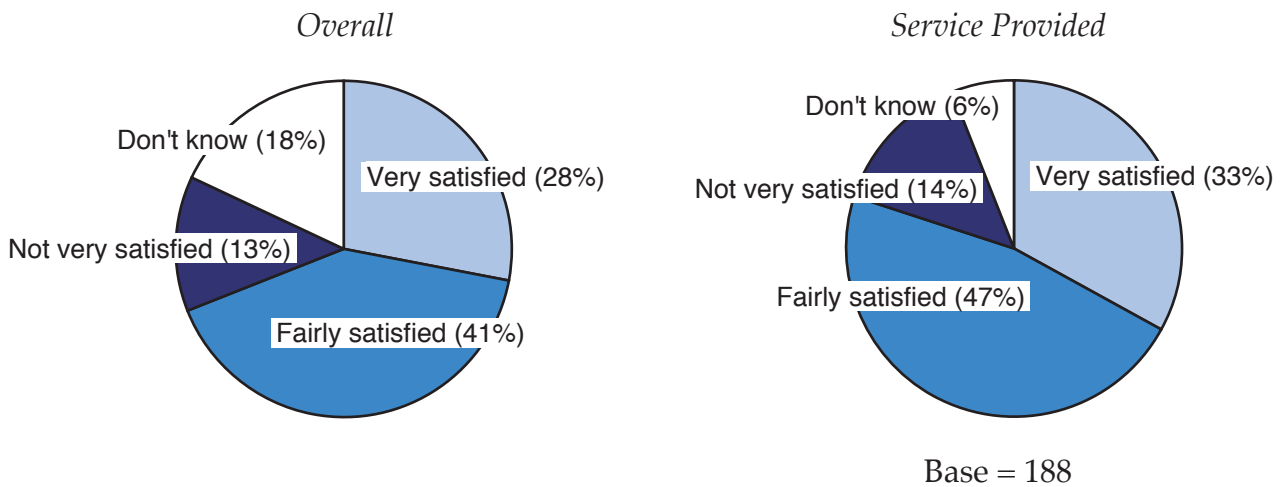
\* multiple responses allowed

Swimming Pools



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

## x. Stormwater Services



69% of residents overall are satisfied with the District's stormwater services, including 28% who are very satisfied (25% in 2009). 13% are not very satisfied with this service and 18% are unable to comment (21% in 2009).

The percent not very satisfied is similar to the Peer Group and National Averages and on par with the 2009 reading.

49% of residents receive a piped stormwater collection, with 80% of this group being satisfied and 14% not very satisfied.

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

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

## Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	28	41	69	13	18
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	33	47	80	14	6
<b>Comparison</b>					
Peer Group (Provincial)	24	45	69	15	16
National Average	28	49	77	14	9
<b>Ward</b>					
Cambridge <sup>†</sup>	35	46	81	14	6
Kakepuku <sup>†</sup>	6	51	57	4	40
Maungatautari	11	32	43	13	44
Pirongia <sup>†</sup>	17	34	51	14	36
Te Awamutu <sup>†</sup>	35	40	75	14	10
<b>Ratepayer?</b>					
Ratepayer	25	41	66	15	19
Non-ratepayer	46	47	93	-	7

% read across

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

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

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

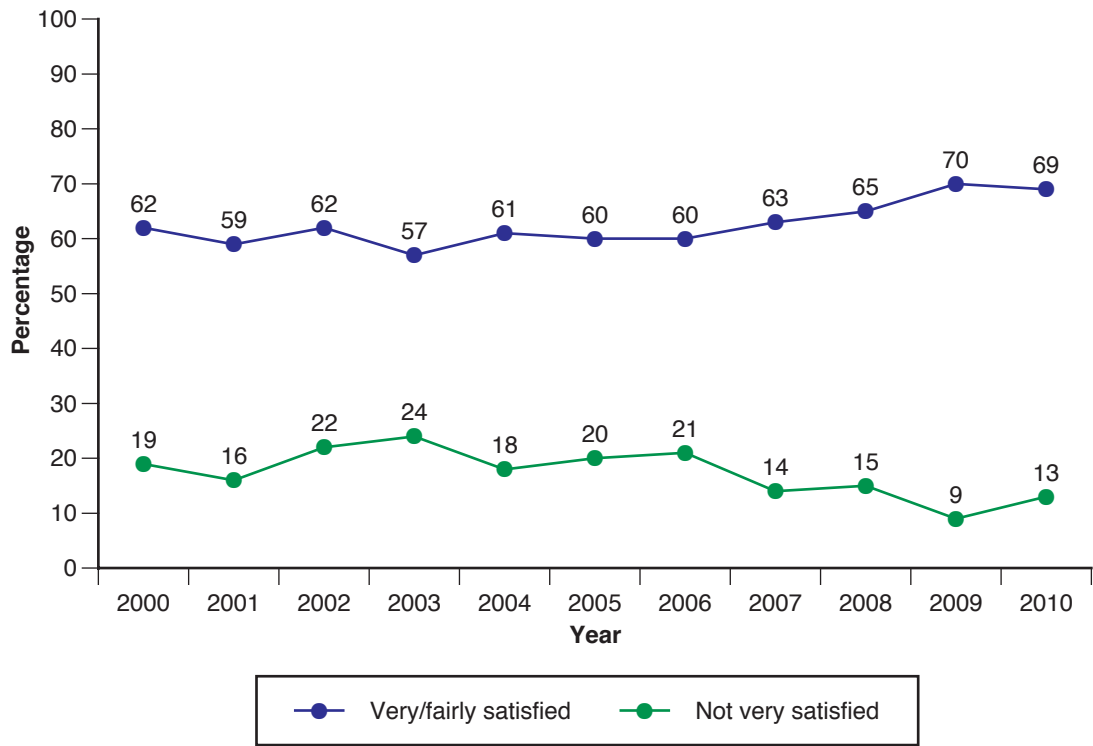
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Stormwater Services**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Flooding/surface water	<b>7</b>	8	-	9	5	9
Drains blocked/need clearing more often	<b>7</b>	10	2	5	5	7
Inadequate/not coping/overflows/need improving	<b>2</b>	1	2	-	4	1

\* multiple responses allowed

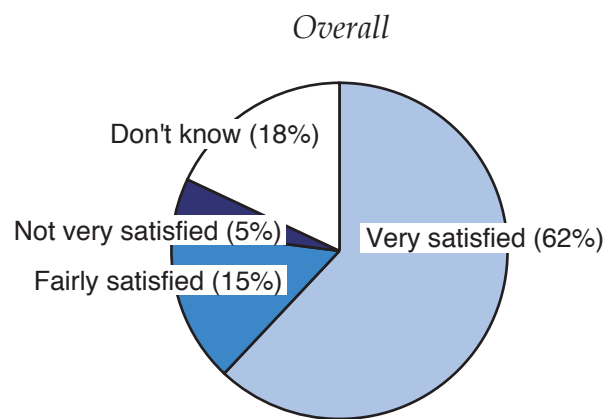


*Stormwater Services*



Recommended Satisfaction Measure For Reporting Purposes:

Total District = 69%  
 Receivers of Service = 80%

*xi. Library Service*

77% of residents overall are satisfied with the library service in the Waipa District (81% in 2009), with 62% being very satisfied (65% in 2009). 5% are not very satisfied and 18% of residents are unable to comment on the District's library service.

The percent not very satisfied is on par with the Peer Group Average and the 2009 reading and similar to 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 library service.

## Satisfaction With Library Service

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2010	62	15	77	5	18
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
<b>Comparison</b>					
Peer Group (Provincial)	64	25	89	2	9
National Average	60	29	89	3	8
<b>Ward</b>					
Cambridge	67	15	82	7	11
Kakepuku	50	18	68	6	26
Maungatautari	78	12	90	4	6
Pirongia	51	19	70	3	27
Te Awamutu	61	12	73	4	23

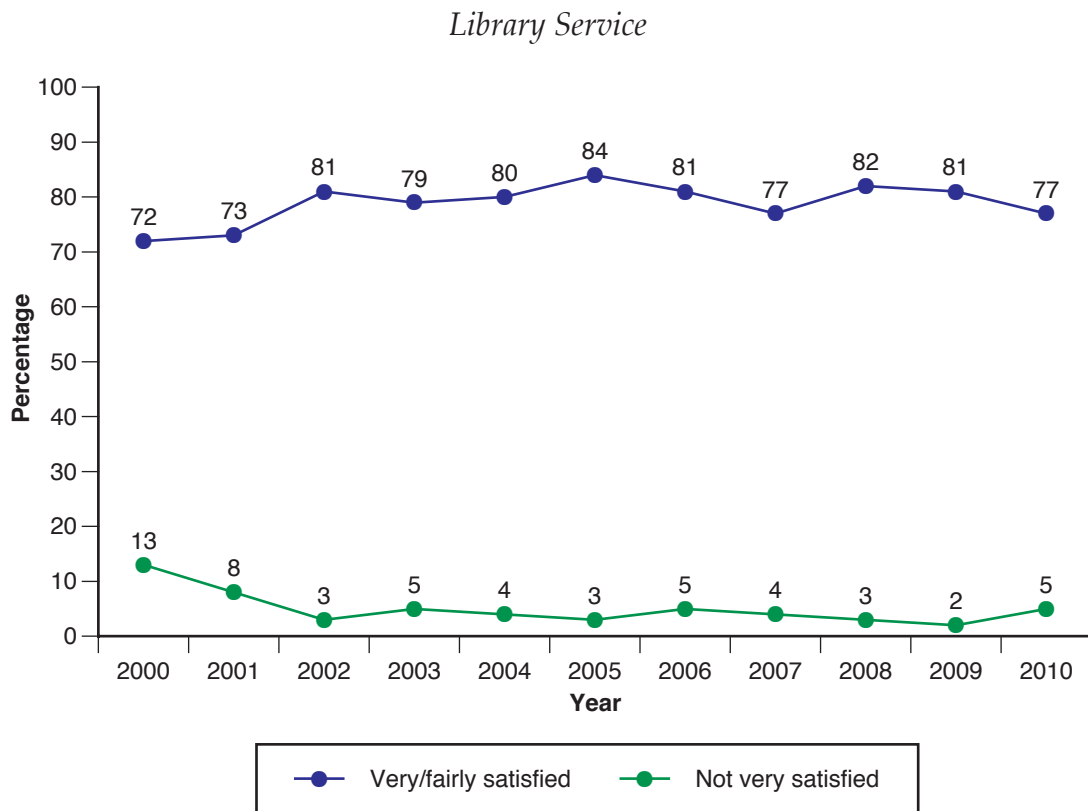
% read across



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

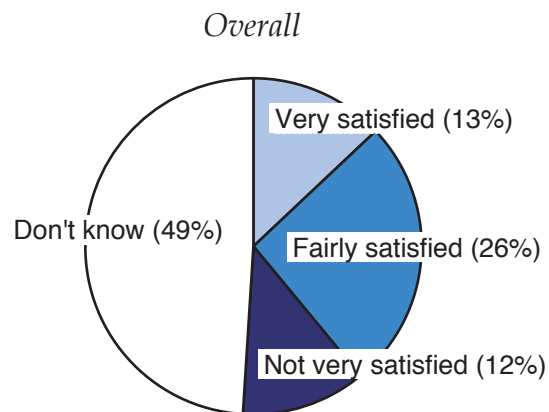
- charges/pay in rates and pay for books, mentioned by 3% of all residents,
- more/new books/more variety, 2%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 77%

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



39% of residents are satisfied with resource management, while 12% are not very satisfied with this service (18% in 2009). A significant percentage, 49% are unable to comment (41% in 2009).

The percent not very satisfied (12%) 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 ...

- men,
- 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 %
<b>Overall</b>					
Total District 2010	13	26	39	12	49
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
<b>Comparison*</b>					
Peer Group (Provincial)	11	42	53	27	20
National Average	11	41	52	25	23
<b>Ward</b>					
Cambridge	10	22	32	16	52
Takepuku	10	30	40	14	46
Maungatautari†	7	37	44	20	37
Pirongia	15	34	49	11	40
Te Awamutu	17	24	41	6	53
<b>Gender</b>					
Male	16	25	41	16	43
Female	10	27	37	9	54
<b>Ratepayer?</b>					
Ratepayer†	13	28	41	14	46
Non-ratepayer	13	15	28	2	70

% 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,
- too slow/takes too long/long-winded,
- too expensive.

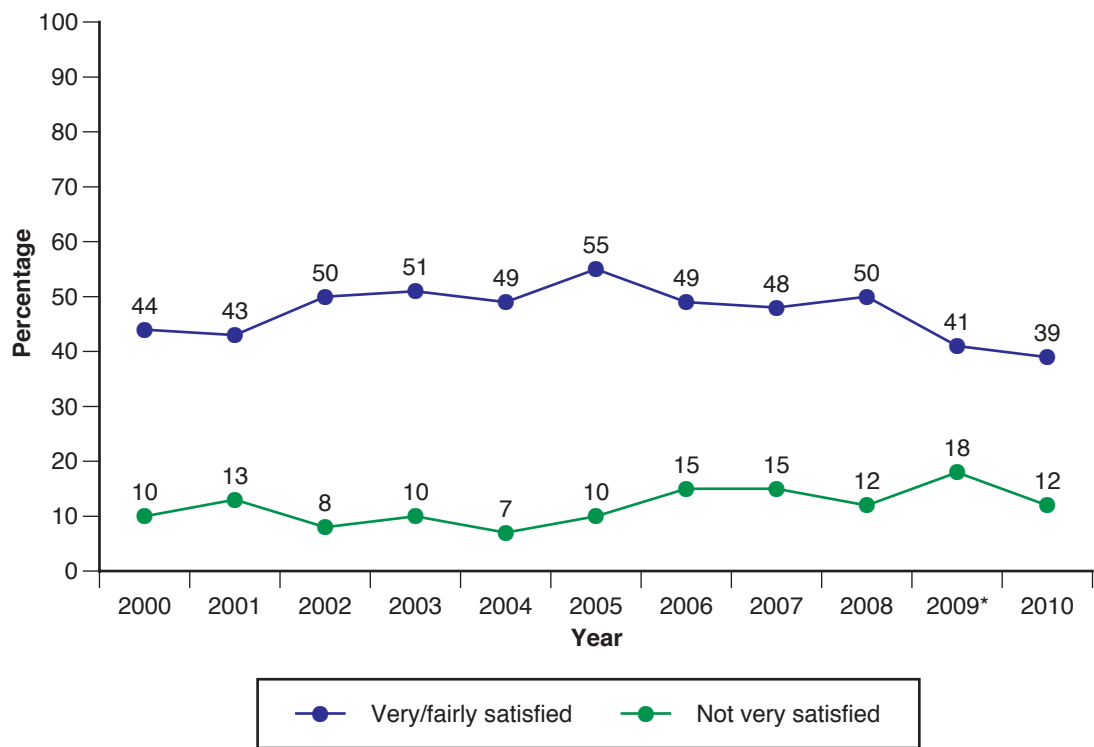
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Resource Management**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Too much red tape/bureaucracy/ too many rules and regulations	<b>6</b>	7	10	11	7	2
Too slow/takes too long/long-winded	<b>4</b>	5	9	2	1	3
Too expensive	<b>4</b>	5	2	2	4	3

\* multiple responses allowed



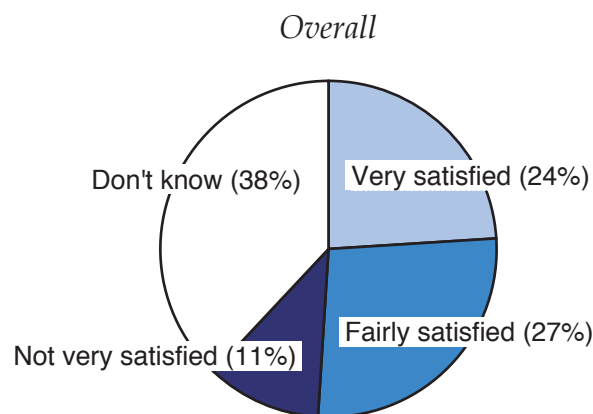
### Resource Management



\* readings prior to 2009 relate to ratings for Town Planning, including planning and inspection services. From 2001-2008 building control and building inspections were specifically excluded

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 39%

### *xiii. Building Control And Building Inspections*



51% of residents are satisfied with building control and building inspections (56% in 2009), 11% are not very satisfied (8% in 2009) and a significant percentage (38%) are unable to comment.

The percent not very satisfied (11%) 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. However, it appears that ratepayers are slightly more likely, than non-ratepayers, to feel this way.

Pirongia and Maungatautari Ward residents are less likely, than other Ward residents, to be unable to comment.

## Satisfaction With Building Control And Building Inspections

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall<sup>†</sup></b>					
Total District 2010	24	27	51	11	38
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
<b>Comparison*</b>					
Peer Group (Provincial)	11	42	53	27	20
National Average	11	41	52	25	23
<b>Ward</b>					
Cambridge	18	27	45	13	42
Takepuku	15	25	40	18	42
Maungatautari	22	36	58	17	25
Pirongia	34	31	65	8	27
Te Awamutu	28	24	52	6	42
<b>Ratepayer?</b>					
Ratepayer	24	29	53	12	35
Non-ratepayer	27	12	39	4	57

% read across

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

† not asked in 2000

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

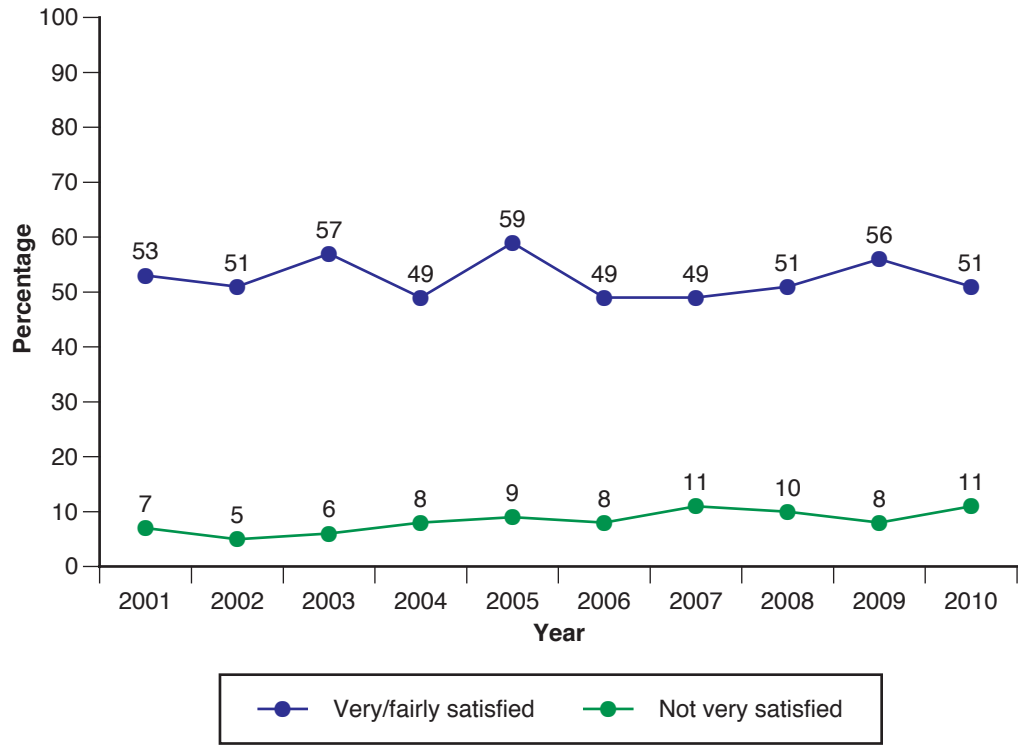
- cost issues/too expensive,
- poor inspections/building inspector difficult to deal with,
- bureaucracy/red tape/pedantic,
- slow process,
- poor building control/planning/development,
- poor customer service/incompetent staff/inefficiency.

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

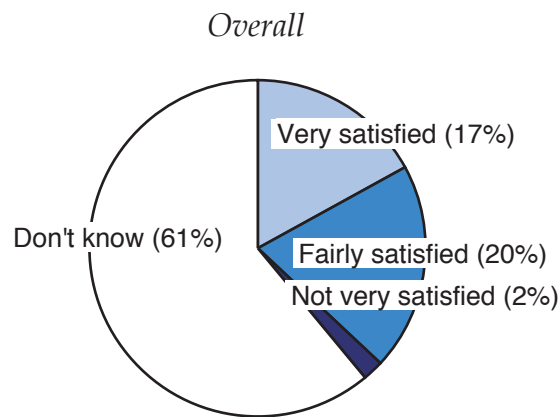
	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Cost issues/too expensive	<b>3</b>	3	5	-	2	3
Poor inspections/building inspector difficult to deal with	<b>3</b>	2	2	7	-	3
Bureaucracy/red tape/pedantic	<b>2</b>	4	6	2	1	-
Slow process	<b>2</b>	1	5	-	5	2
Poor building control/planning/development	<b>2</b>	4	-	6	-	-
Poor customer service/incompetent staff/inefficiency	<b>2</b>	1	4	2	1	2

\* multiple responses allowed

*Building Control And Building Inspections*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 51%

*xiv. Civil Defence Organisation*

37% of Waipa District's residents are satisfied with the Civil Defence Organisation (48% in 2009). A significant percentage of residents (61%) are unable to comment on Civil Defence, up from 50% in 2009.

The percent not very satisfied (2%) is similar to previous years' results, 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 %
<b>Overall</b>					
Total District 2010	17	20	37	2	61
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
<b>Comparison</b>					
Peer Group (Provincial)	30	33	63	7	30
National Average	21	36	57	6	37
<b>Ward</b>					
Cambridge	14	19	33	2	65
Kakepuku	7	21	28	5	67
Maungatautari	14	28	42	2	56
Pirongia <sup>†</sup>	18	19	37	-	62
Te Awamutu	23	19	42	2	56

% read across

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

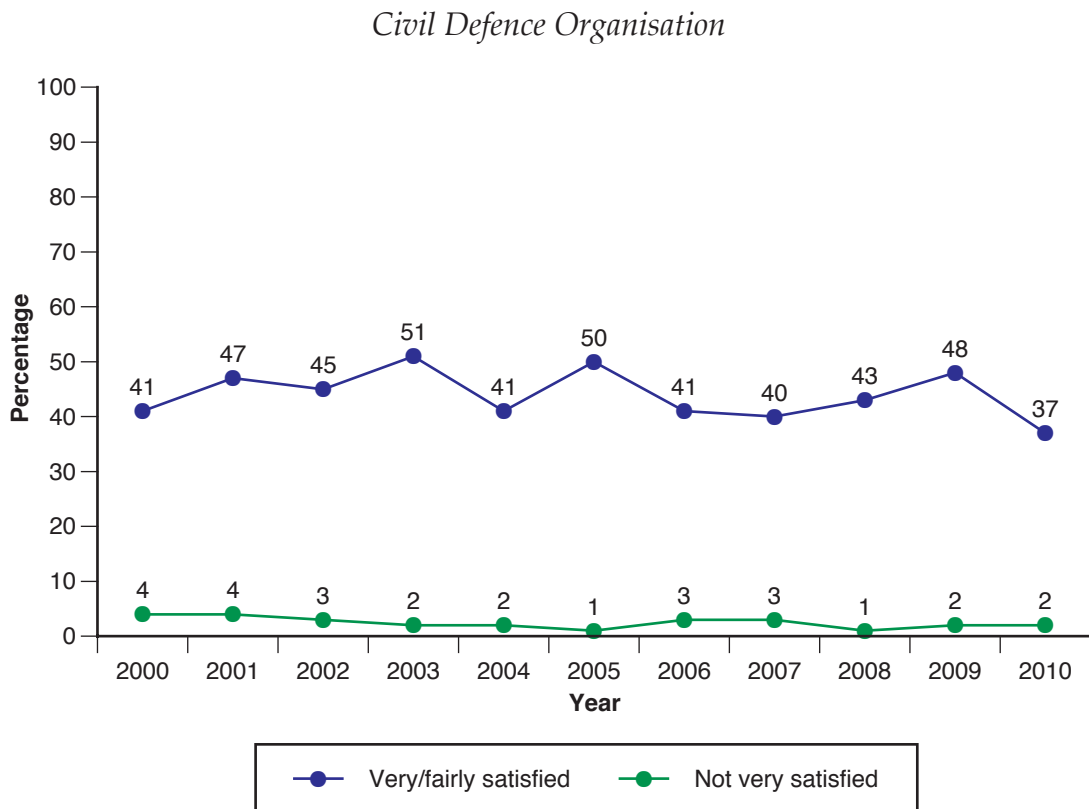




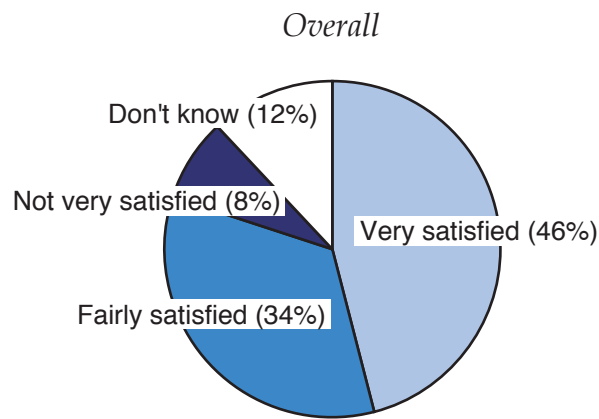
The main reasons\* residents are not very satisfied with the Civil Defence Organisation are ...

- lack of information/need more education, mentioned by 1% of all residents,
- not enough publicity/don't know where they are, 1%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 37%

*xv. Public Toilets*

80% of residents are satisfied with the public toilets, including 46% who are very satisfied (43% in 2009), while 12% are unable to comment. 8% of residents are not very satisfied with public toilets.

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 residents aged 18 to 39 years are slightly more likely, than other age groups, to feel this way.

## Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	46	34	<b>80</b>	8	12
2009	43	39	<b>82</b>	8	10
2008	35	39	<b>74</b>	12	14
2007	36	34	<b>70</b>	16	14
2000	24	28	<b>52</b>	20	28
<b>Comparison</b>					
Peer Group (Provincial)	25	40	<b>65</b>	22	13
National Average	18	41	<b>59</b>	25	16
<b>Ward</b>					
Cambridge <sup>†</sup>	45	35	<b>80</b>	7	12
Takepuku <sup>†</sup>	52	36	<b>88</b>	8	5
Maungatautari	44	35	<b>79</b>	17	4
Pirongia	43	34	<b>77</b>	7	16
Te Awamutu	47	31	<b>78</b>	8	14
<b>Age</b>					
18-39 years	41	37	<b>78</b>	13	9
40-59 years	49	34	<b>83</b>	6	11
60+ years	48	29	<b>77</b>	5	18

% read across

\* not asked between 2001-2006

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

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

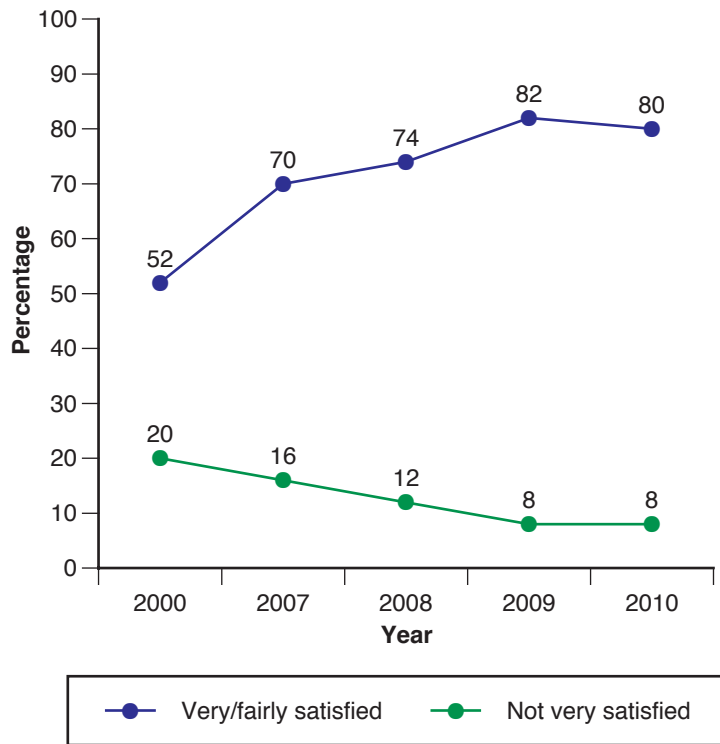
- dirty/unhygienic/messy/smell/need cleaning,
- not enough toilets/need more,
- pay to use toilets.

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

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Dirty/unhygienic/messy/smell/ need cleaning	<b>4</b>	2	3	5	5	4
Not enough toilets/need more	<b>3</b>	5	-	2	2	3
Pay to use toilets	<b>2</b>	2	-	12	-	-

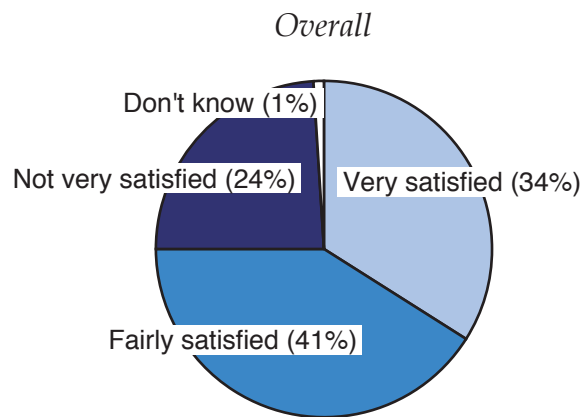
\* multiple responses allowed

*Public Toilets*



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

*xvi. Parking In Cambridge And Te Awamutu*



75% of residents are satisfied with parking in Cambridge and Te Awamutu (81% in 2009), including 34% who are very satisfied (29% in 2009). 24% are not very satisfied (18% in 2009).

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

Residents more likely to be not very satisfied with parking in Cambridge and Te Awamutu are ...

- residents 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.

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

## Satisfaction With Parking In Cambridge And Te Awamutu

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall<sup>†</sup></b>					
Total District 2010	34	41	75	24	1
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
<b>Comparison*</b>					
Peer Group (Provincial)	26	42	68	31	1
National Average	25	42	67	30	3
<b>Ward</b>					
Cambridge	40	40	80	20	-
Kakepuku	20	58	78	22	-
Maungatautari	31	42	73	25	2
Pirongia	42	39	81	16	3
Te Awamutu	26	38	64	34	2
<b>Age</b>					
18-39 years <sup>††</sup>	40	36	76	22	1
40-59 years	34	44	78	22	-
60+ years <sup>††</sup>	24	42	66	31	2
<b>Household Size</b>					
1-2 person household	28	41	69	30	1
3+ person household	38	41	79	20	1
<b>Household Income</b>					
Less than \$40,000 pa <sup>††</sup>	29	36	64	33	3
\$40,000 - \$70,000 pa	35	42	77	21	2
More than \$70,000 pa	35	42	77	23	-

% read across

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

<sup>†</sup> not asked prior to 2005

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

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

- not enough parking / need more,
- need angle parking / parallel parking difficult,
- need policing.

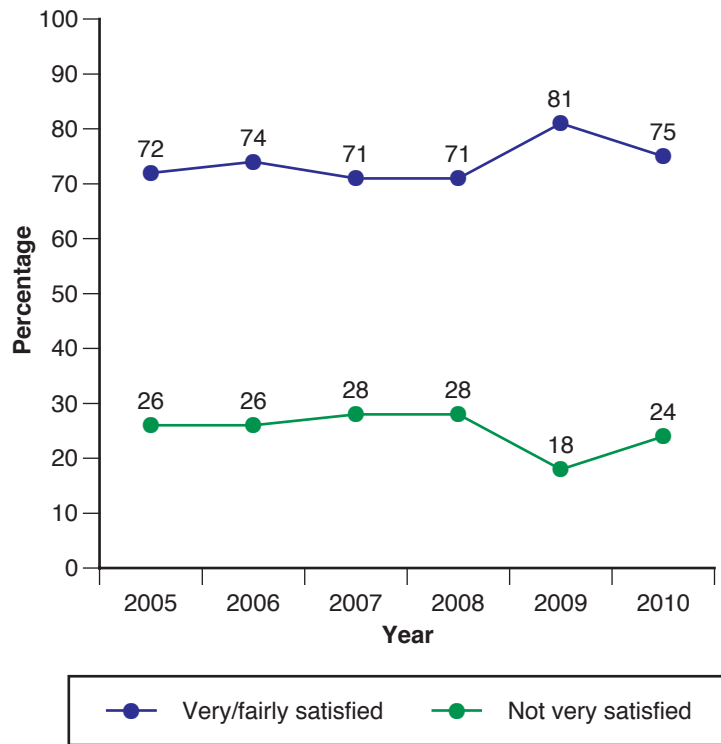
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Parking In Cambridge And Te Awamutu**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		<b>Cambridge %</b>	<b>Kake-puku %</b>	<b>Maunga-tautari %</b>	<b>Pirongia %</b>	<b>Te Awamutu %</b>
<b>Percent Who Mention ...</b>						
Not enough parking / need more	<b>20</b>	17	18	23	16	26
Need angle parking / parallel parking difficult	<b>2</b>	-	3	-	1	4
Need policing	<b>2</b>	3	-	-	1	1

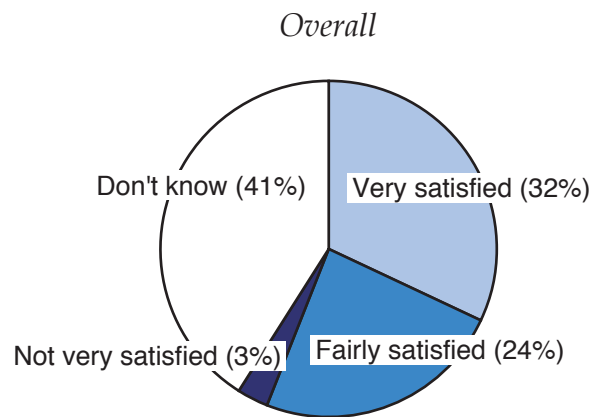
\* multiple responses allowed



*Parking In Cambridge And Te Awamutu*



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

*xvii. Museums*

56% of residents are satisfied with the Museums in the District (64% in 2009), including 32% who are very satisfied (37% in 2009). 3% of residents are not very satisfied, while a significant percentage (41%) are not very satisfied (34% in 2009).

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 not very satisfied with Museums.

## Satisfaction With Museums

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	32	24	56	3	41
2009	37	27	64	2	34
2008	22	42	64	5	31
2007	25	34	59	5	36
2006	27	29	56	6	38
<b>Comparison</b>					
Peer Group (Provincial)	36	31	67	5	28
National Average	43	27	70	4	26
<b>Ward</b>					
Cambridge	32	20	52	1	47
Takepuku	24	37	61	5	34
Maungatautari	29	14	43	2	55
Pirongia <sup>†</sup>	26	28	54	4	43
Te Awamutu	37	26	63	5	32

% read across

\* not asked prior to 2006

† does not add to 100% due to rounding

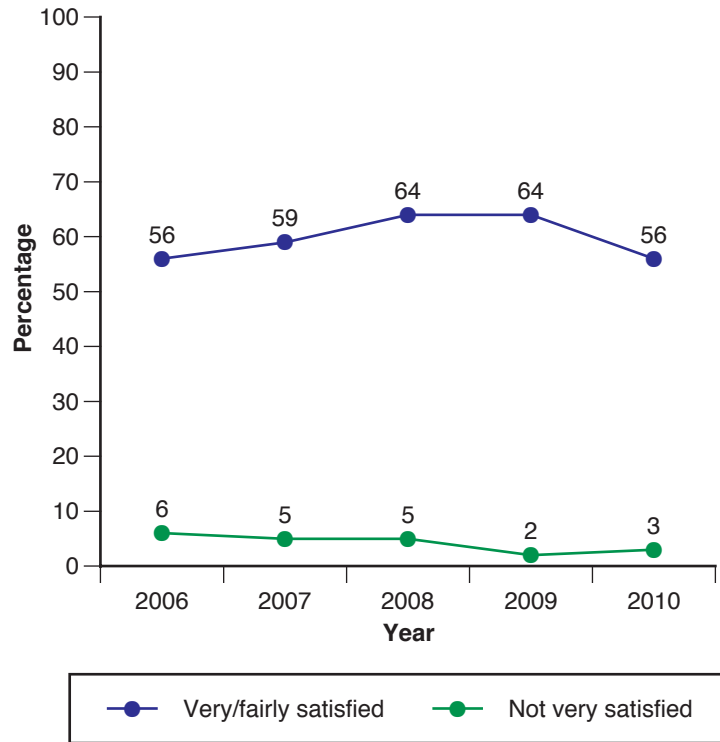
The main reasons\* residents are not very satisfied with the District's Museums are ...

- need a bigger/new museum, mentioned by 2% of residents,
- few exhibits/not very interesting/boring, 2%,
- don't need a new museum/waste of money, 1%.

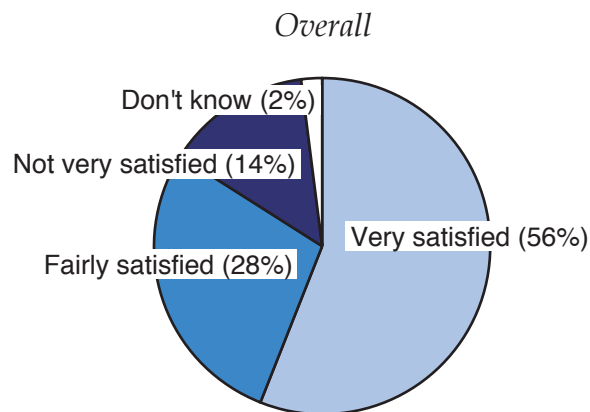
\* multiple responses allowed



*Museums*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 56%

*xviii. Kerbside Or Roadside Recycling Service*

84% of residents are satisfied with the kerbside or roadside recycling services, including 56% who are very satisfied, while 14% are not very satisfied.

The percent not very satisfied is below the Peer Group Average and similar to the National Average readings for recycling in general.

Residents who live in a three or more person household are more likely to be not very satisfied with kerbside or roadside recycling services, than those who live in a one or two person household.

### Satisfaction With The Kerbside Or Roadside Recycling Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2010	56	28	<b>84</b>	14	2
2009	62	28	<b>90</b>	10	-
2008	70	20	<b>90</b>	10	-
2007	81	13	<b>94</b>	5	1
<b>Comparison<sup>†</sup></b>					
Peer Group (Provincial)	44	33	<b>77</b>	21	2
National Average	42	42	<b>84</b>	13	3
<b>Ward</b>					
Cambridge	49	32	<b>81</b>	18	1
Takepuku	50	26	<b>76</b>	19	5
Maungatautari	50	36	<b>86</b>	12	2
Pirongia	60	25	<b>85</b>	11	4
Te Awamutu	63	24	<b>87</b>	11	2
<b>Household Size</b>					
1-2 person household	(60)	27	(87)	10	3
3+ person household	51	29	<b>80</b>	(18)	2

\* prior to 2010, readings relate to 'users' of this service. Not asked prior to 2007.

<sup>†</sup> Peer Group and National Average refer to recycling in general

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

- pick up times inconsistent/late/not collected for days,
- recyclables left behind/mess left on road,
- need bins/more bins.

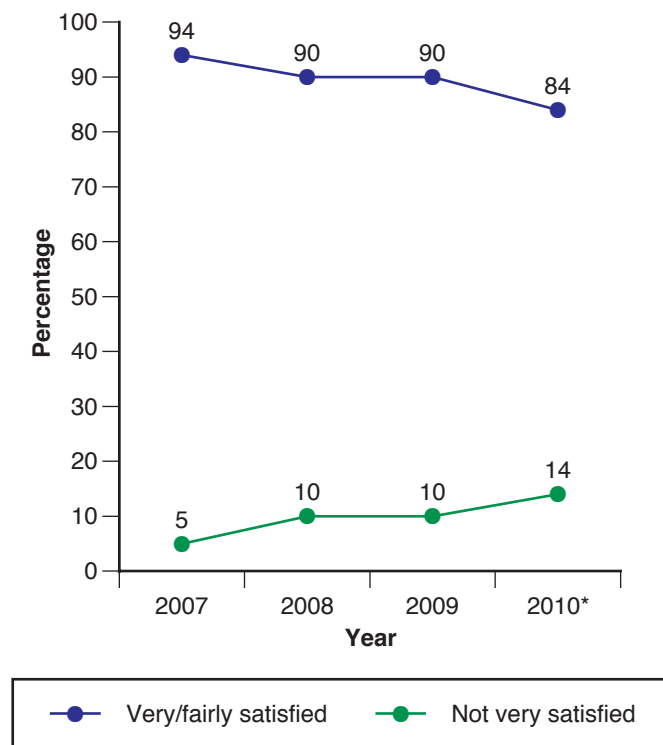
**Summary Table: Main Reasons\* For Being Not Very Satisfied With Kerbside Or Roadside Recycling Service**

	<b>Total District 2010 %</b>	<b>Ward</b>				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Pick up times inconsistent/late/not collected for days	<b>9</b>	13	14	2	5	6
Recyclables left behind/mess left on road	<b>3</b>	2	11	5	2	3
Need bins/more bins	<b>2</b>	3	-	-	2	-

\* multiple responses allowed



*Kerbside Or Roadside Recycling Service*



\* prior to 2010, readings relate to 'users' of this service

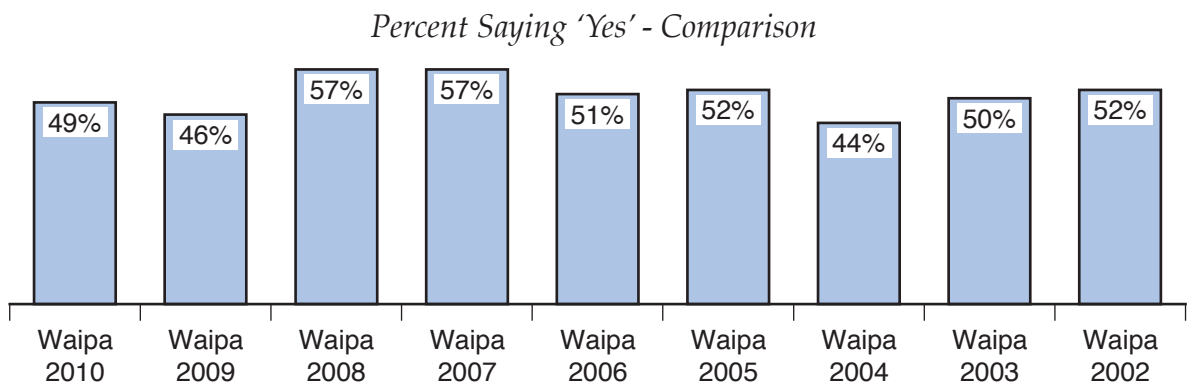
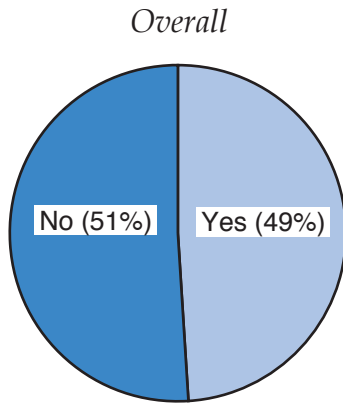
Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 84%



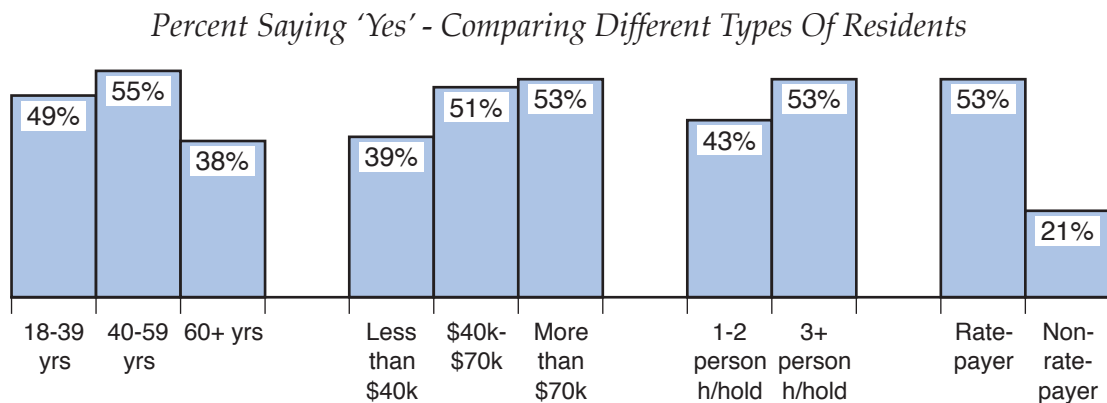
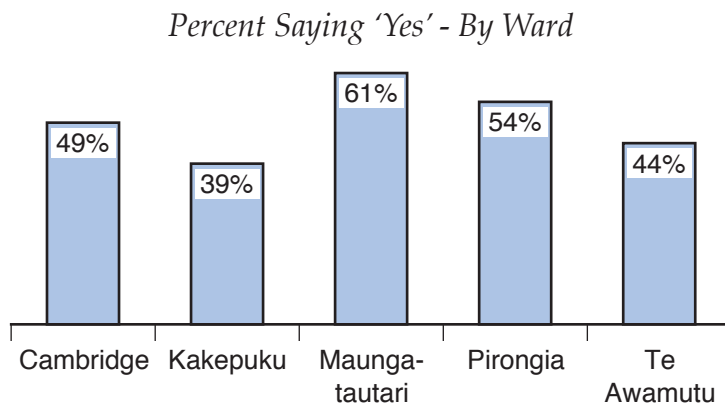


## 2. Customer Service

**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

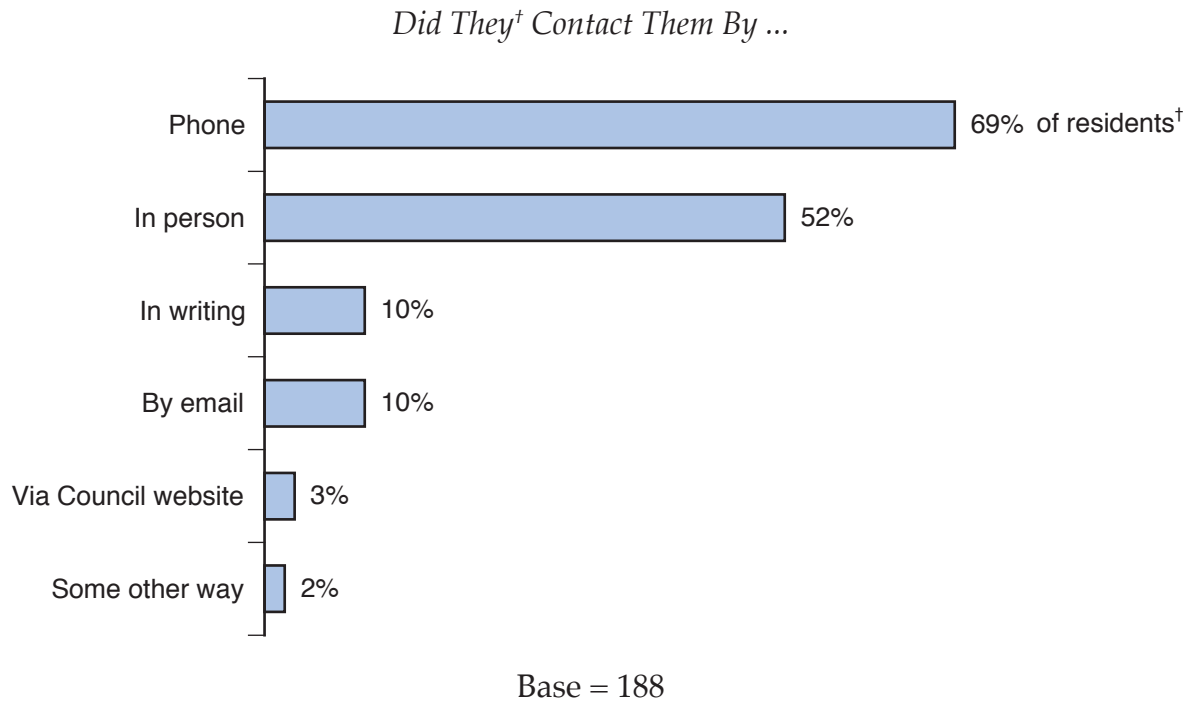


49% of Waipa District residents say they have personally contacted the Council, in the last 12 months (46% in 2009).

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

- residents aged 18 to 59 years,
- residents with an annual household income of \$40,000 or more,
- residents who live in a three or more person household,
- ratepayers.

## b. Method Of Contact



<sup>†</sup> residents who have personally contacted the Council in the last 12 months (multiple responses allowed)

69% of residents<sup>†</sup> say they have contacted Council by phone, while 52% say they have contacted them in person (63% in 2009).

There are no notable differences between Wards and between socio-economic groups, in terms of those residents<sup>†</sup> who have contacted Council by phone and/or in person. However, it appears that residents<sup>†</sup> with an annual household income of \$40,000 to \$70,000 are slightly more likely to have contacted Council in person, than other income groups.

<sup>†</sup> residents who have personally contacted the Council in the last 12 months, N=188

**Summary Table: Method Of Contact**

	Yes, Contacted Council ...					
	By phone %	In person %	In writing %	By email %	Via Council website %	Some other way %
<b>Residents Who Have Personally Contacted Council In Last 12 Months<sup>†</sup></b>						
<b>2010</b>	<b>69</b>	<b>52</b>	<b>10</b>	<b>10</b>	<b>3</b>	<b>2</b>
2009	69	63	14	9	4	-
<b>Ward</b>						
Cambridge	67	51	10	5	1	2
Takepuku*	54	70	9	5	-	-
Maungatautari*	70	51	11	16	6	8
Pirongia	91	51	21	25	6	-
Te Awamutu	60	49	4	8	3	-
<b>Age</b>						
18-39 years	68	49	3	12	5	1
40-59 years	69	56	19	12	3	3
60+ years	70	48	3	5	2	-
<b>Household Income</b>						
Less than \$40,000 pa	66	51	7	6	2	-
\$40,000 - \$70,000 pa	71	62	11	12	5	-
More than \$70,000 pa	69	45	10	12	2	4

Base = 188

\* caution: small bases

<sup>†</sup> not asked prior to 2009

### c. What Was The Nature Of The Resident's Main Query?

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

- building permits/consents,
- dog control/registration/dog issues,
- rates issues,
- building department/services/building matters,
- water issues,
- fire permits/fire issues

#### Summary Table:

#### Principal Types Of Main Queries\*\* Mentioned By Residents Contacting Council

	Residents* who have personally contacted Council in last 12 months %	Ward				
		Cambridge %	Kake- puku <sup>†</sup> %	Maunga- tautari <sup>†</sup> %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Building permits/consents	<b>13</b>	13	12	11	15	13
Dog control/registration/ dog issues	<b>8</b>	10	22	4	7	5
Rates issues	<b>8</b>	7	-	4	-	16
Building department/services/ building matters	<b>7</b>	8	12	4	4	9
Water issues	<b>6</b>	5	-	-	13	7
Fire permits/fire issues	<b>6</b>	3	5	10	16	1

Base = 188

\*\* multiple responses allowed

<sup>†</sup> caution: small base (N = 15 and 24 respectively)

\* the 188 residents who said they had personally contacted Council, in the last 12 months



Other queries mentioned by 5% of residents\* are ...

- about a property / LIM reports / plans / ownership,
- tree issues,
- rubbish collection / recycling,

by 4% ...

- roading / traffic issues / parking,

by 3% ...

- subdivision of property,
- noise control,

by 2% ...

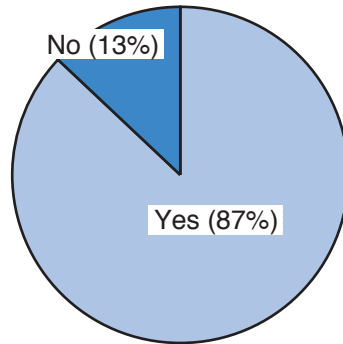
- stormwater drainage,
- town planning / District Plan,
- maintenance / cleaning up / control of weeds.

20% of residents<sup>†</sup> mentioned 'other' queries, while 1% were unable to comment.

\* the 188 residents who said they had personally contacted Council, in the last 12 months

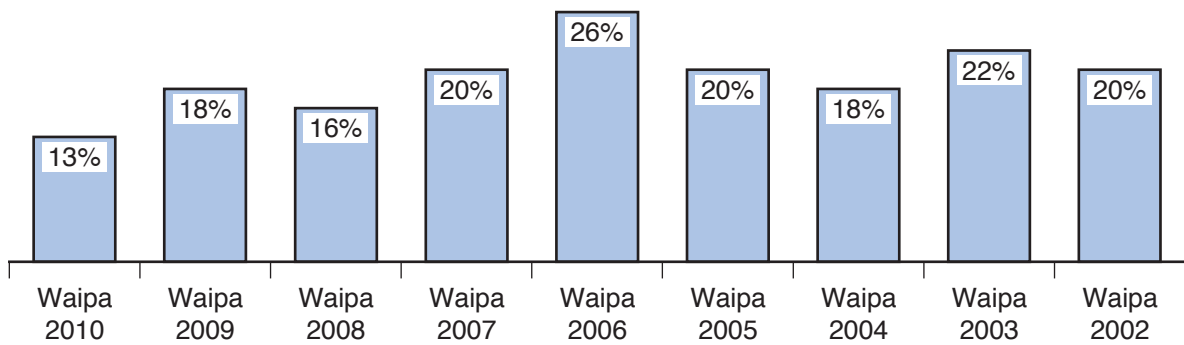
**d. Was Query Attended To In A Timely Fashion?**

*Residents Who Have Personally Contacted Council In Last 12 Months*



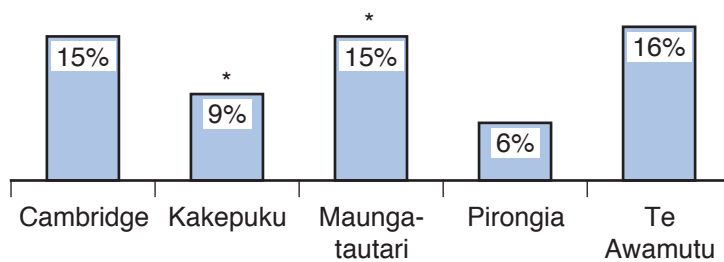
Base = 188

*Percent Saying 'No' - Comparison\**



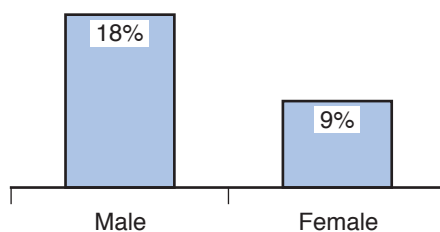
\* prior to 2006 residents were asked "Was your query attended to in a timely fashion and to your satisfaction?" In 2007 this was asked separately. Readings prior to 2009 also refer to residents who have contacted Council by phone or in person.

*Percent Saying 'No' - By Ward*



\* caution: small bases

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



87% of residents<sup>†</sup> say their query was attended to in a timely fashion, while 13% say it was not.

There are no notable differences between socio-economic groups, in terms of those residents<sup>†</sup> who feel their query was not attended to in a timely fashion. However, it appears that men<sup>†</sup> are slightly more likely, than women<sup>†</sup>, to feel this way.

<sup>†</sup> those residents who have personally contacted Council, in the last 12 months (N=188)

### Analysis Of Timeliness By Main Types Of Queries

	Base**	Attended to in a Timely Fashion	
		Yes %	No %
<b>Main Queries</b>			
Building permits/ consents	25	88	12
Dog control/ registration/ dog issues	16	88	12
Rates issues	15	100	-
Building department/ services/ building matters	14	93	7
Water issues	12	100	-
Fire permits/ fire issues	11	82	18

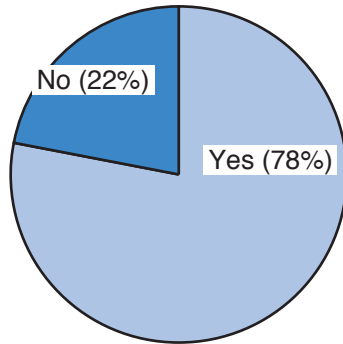
\*\* weighted base. Caution required as all bases are small (<30)

88% (22 respondents) of those residents who have contacted Council in the last 12 months about building permits/ consents, said their query was attended to in a timely fashion, and 88% (14 respondents) of those residents contacting Council about dog control/ registration/ dog issues felt this way.

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

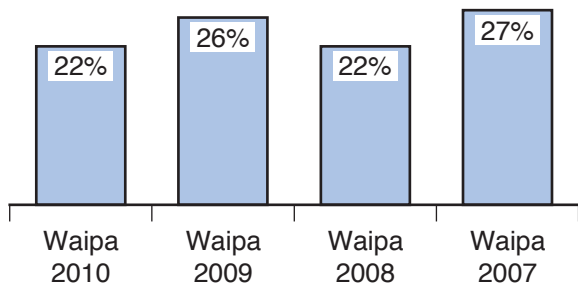
**e. Was Query Attended To Your Satisfaction?**

*Residents Who Have Personally Contacted Council In Last 12 Months*



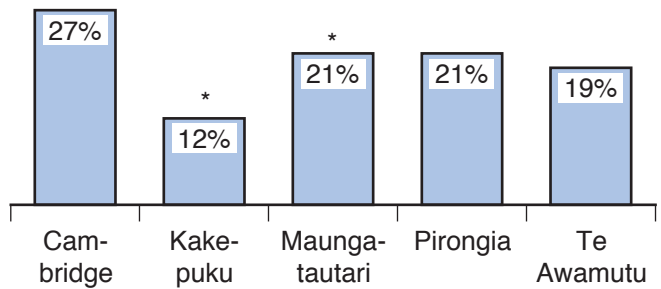
Base = 188

*Percent Saying 'No' - Comparison\**



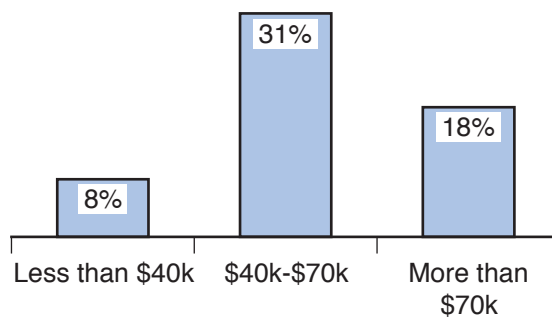
\* readings prior to 2009 refer to residents who have contacted Council by phone or in person

*Percent Saying 'No' - By Ward*



\* caution: small bases

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



78% of residents<sup>†</sup> say their query was dealt with to their satisfaction, while 22% say it was not.

Residents<sup>†</sup> with an annual household income of \$40,000 to \$70,000 are more likely to say 'No', than other income groups.

<sup>†</sup> those residents who have personally contacted Council, in the last 12 months (N=188)

### Analysis Of Satisfaction By Main Types Of Queries

	Base**	Satisfaction	
		Yes %	No %
<b>Main Queries</b>			
Building permits/ consents	25	92	8
Dog control/ registration/ dog issues	16	94	6
Rates issues	15	93	7
Building department/ services/ building matters	14	79	21
Water issues	12	92	8
Fire permits/ fire issues	11	82	18

\*\* weighted base. Caution required as all bases are small (<30)



92% (23 respondents) of those residents who have contacted Council in the last 12 months on building permits/consents, said their query was dealt with to their satisfaction, while 94% (15 respondents) of those who contacted Council regarding dog control/registration/dog issues felt this way.

This analysis, when extended across all 15 types of queries mentioned, shows that in 13 instances respondents felt their query was not dealt with to their satisfaction, indicating that dissatisfaction does not relate to a single issue.

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

- lack of action/problem not resolved, mentioned by 24% of residents\* (10 respondents),
- never heard back/no response/no feedback, 19% (8 respondents),
- poor/slow service/inefficiency, 19% (8 respondents),
- unsatisfactory outcome, 18% (8 respondents),
- poor attitude/unhelpful/fobbed off, 18% (8 respondents).

\* those residents who have personally contacted Council, in the last 12 months and say their query was not dealt to their satisfaction (N=43)

<sup>†</sup> multiple responses allowed





## f. Suggested Improvements

Residents<sup>†</sup> were asked to say what Council could do better to improve its service at their first point of contact. The main\* suggestions are ...

- provide feedback / follow-up / return calls / quicker response, mentioned by 9% of residents<sup>†</sup>,
- better customer service / friendly / helpful, 6%,
- take action / get things done / more prompt action, 6%,
- more knowledgeable staff / have information at hand, 5%.

<sup>†</sup> residents who have personally contacted Council in the last 12 months (N=188)

\* multiple responses allowed



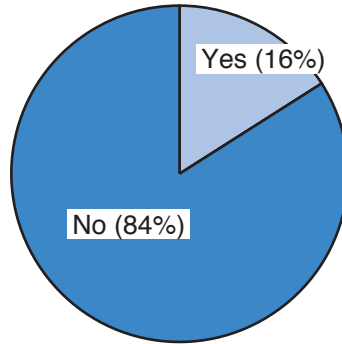


### **3. Representation**

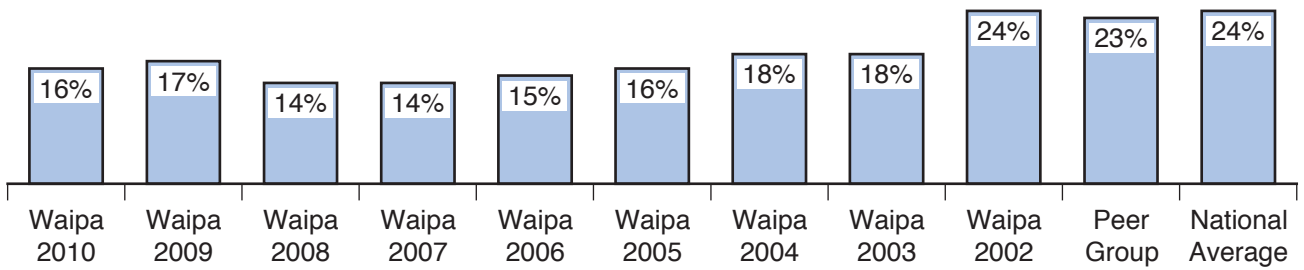
The success of democracy of the Waipa District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult 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*

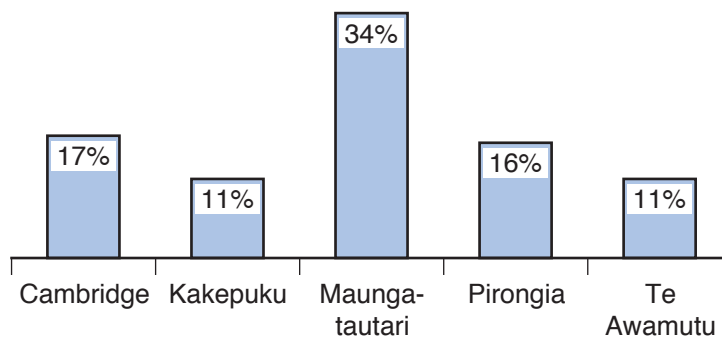


*Percent Saying 'Yes' - Comparison*

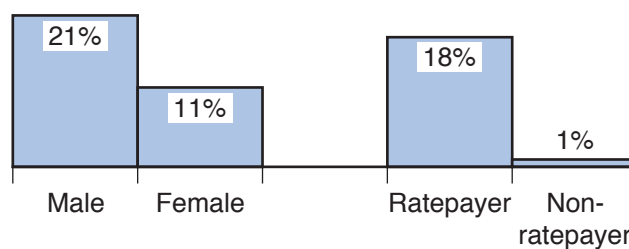


\* residents who said they have spoken to a Councillor and/or the Mayor

*Percent Saying 'Yes' - By Ward*



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

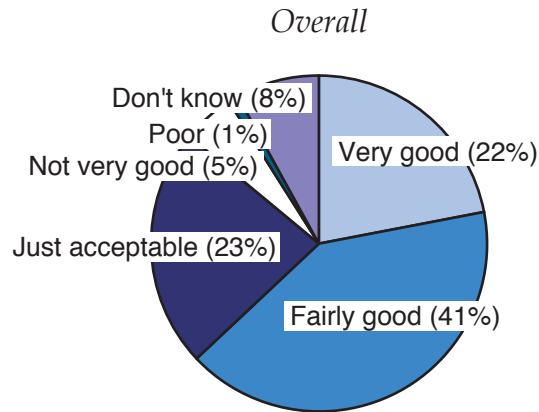


16% of residents have contacted a Councillor or the Mayor in the last 12 months, by phone, in person, in writing and/or by email. This is below the Peer Group and National Averages and similar to the 2009 reading.

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

- Maungatautari Ward residents,
- men,
- ratepayers.

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



63% of residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (69% in 2009). Waipa residents' rating of the performance of their Councillors is similar to Peer Group Average and on par with the National Average, in terms of those rating very / fairly good.

6% rate their performance as not very good / poor. Waipa residents are similar to Peer Group residents and on par with residents nationwide, in this respect.

70% of residents who have spoken to the Mayor or a Councillor in the last 12 months, rate their performance as very / fairly good.

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

- residents aged 18 to 59 years,
- longer term residents, those residing in the District more than 10 years,
- non-ratepayers.

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

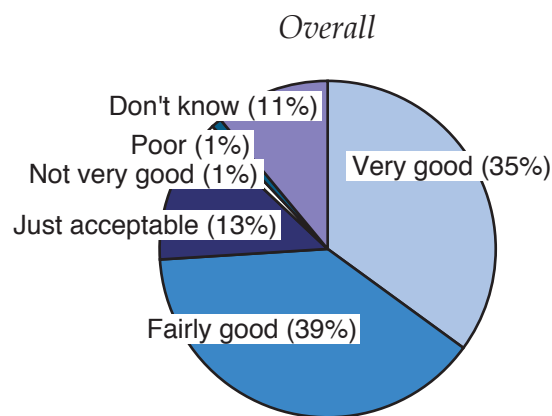
**Summary Table: Performance Rating Of The Mayor And Councillors In The Last Year**

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
<b>Overall</b>				
<b>Total District 2010</b>	<b>63</b>	<b>23</b>	<b>6</b>	<b>8</b>
Contacted in last 12 months (69 residents)	70	13	12	5
2009	69	19	3	9
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
<b>Comparison</b>				
Peer Group Average	61	26	8	5
National Average	60	26	9	5
<b>Ward</b>				
Cambridge	58	26	7	9
Takepuku	79	4	2	15
Maungatautari	47	39	2	12
Pirongia	71	16	7	6
Te Awamutu	66	23	5	6
<b>Age</b>				
18-39 years	66	18	2	14
40-59 years	67	23	6	4
60+ years	55	28	11	6
<b>Length of Residence</b>				
Lived there 10 years or less	59	23	6	12
Lived there more than 10 years <sup>†</sup>	67	23	6	5
<b>Ratepayer<sup>†</sup></b>				
Ratepayer	62	24	6	8
Non-ratepayer	75	14	3	8

% read across

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

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



74% of residents rate the performance of Council staff as very or fairly good. Waipa residents' rating of the performance of their Council staff is above the Peer Group and National Averages. 2% rate their performance as not very good/poor. These readings are similar to the 2009 results.

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

Pirongia Ward residents are more likely to rate the performance of Council staff as very/fairly good, than other Ward residents. It also appears that residents who live in a three or more person household are slightly more likely to feel this way, than those who live in a one or two person household.



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

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
<b>Overall</b>				
<b>Total District 2010</b>	<b>74</b>	<b>13</b>	<b>2</b>	<b>11</b>
Contacted in last 12 months (194 residents)	80	13	4	3
2009	72	15	3	10
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
<b>Comparison</b>				
Peer Group Average	64	18	10	8
National Average	59	21	9	11
<b>Ward</b>				
Cambridge	71	17	1	11
Takepuku <sup>†</sup>	70	8	2	21
Maungatautari	66	23	6	5
Pirongia	87	5	1	7
Te Awamutu <sup>†</sup>	73	10	4	14
<b>Household Size</b>				
1-2 person household	71	13	3	13
3+ person household <sup>†</sup>	76	12	2	9

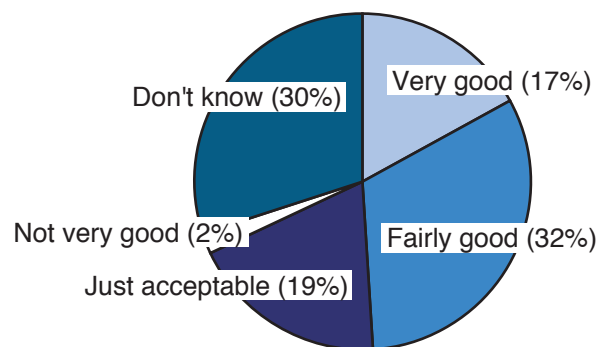
% read across

<sup>†</sup> 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 = 341

49% of residents who have a Community Board member rate their performance, in the last 12 months, as very or fairly good (55% in 2009), while 2% say it is not very good. A large percentage (30%) are unable to comment.

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

- Kakepuku Ward residents,
- non-ratepayers.

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

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

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
<b>Residents Who Have A Community Board Member</b>				
<b>2010</b>	<b>49</b>	<b>19</b>	<b>2</b>	<b>30</b>
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
<b>Ward</b>				
Cambridge	47	23	2	28
Takepuku	58	2	2	38
Maungatautari	43	34	2	21
Te Awamutu <sup>†</sup>	49	16	3	33
<b>Ratepayer?</b>				
Ratepayer <sup>†</sup>	47	21	3	30
Non-ratepayer	57	11	-	32

Base = 341

% read across

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



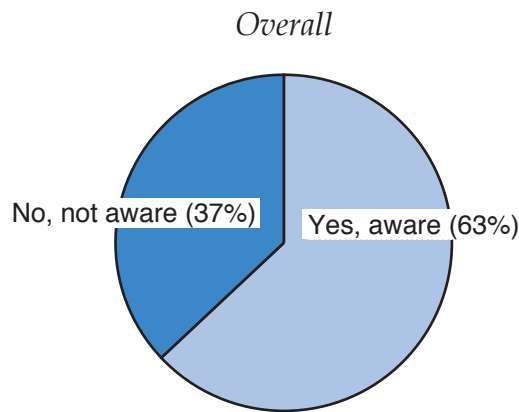


**4. Local Issues**

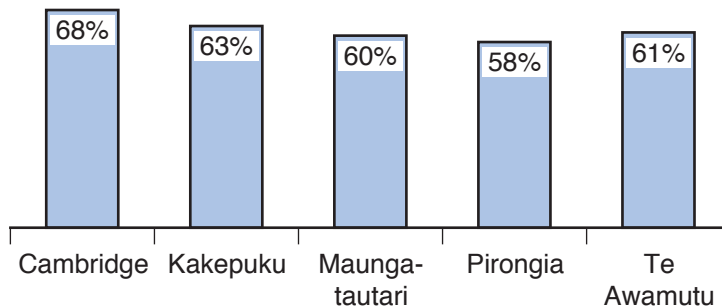
**a. Participation**

*i. Awareness*

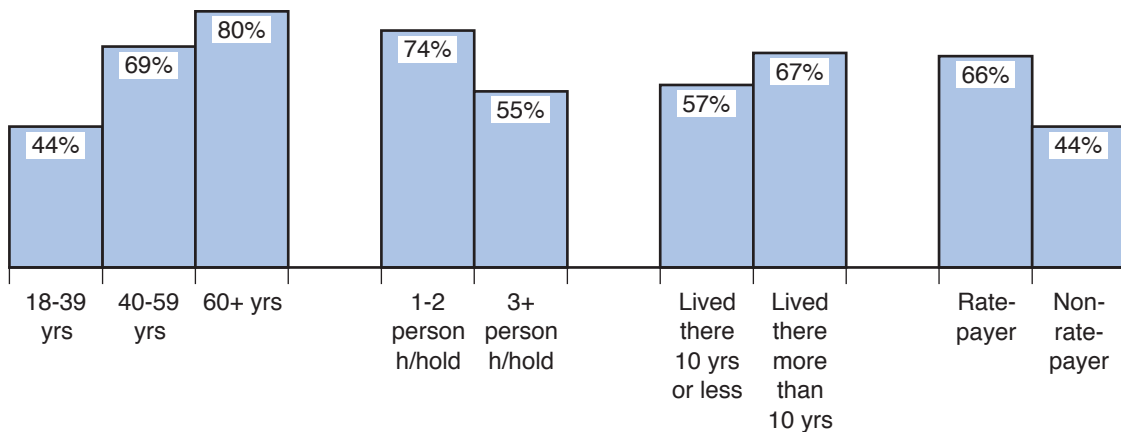
Residents were asked to say if they were aware that the three yearly local government elections are to take place in October 2010.



*Percent Saying 'Yes, Aware' - By Ward*



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

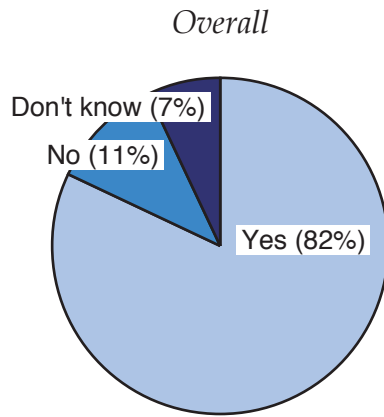


63% of residents are aware that the three yearly local government elections will take place in October this year.

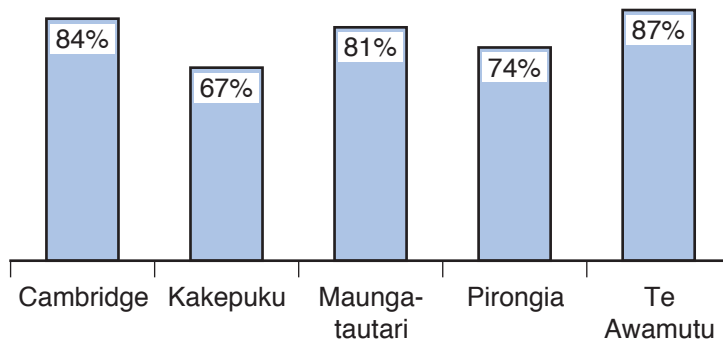
Residents more likely to say 'Yes, aware' are ...

- residents aged 40 years or over, in particular those aged 60 years or over,
- residents who live in a one or two person household,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

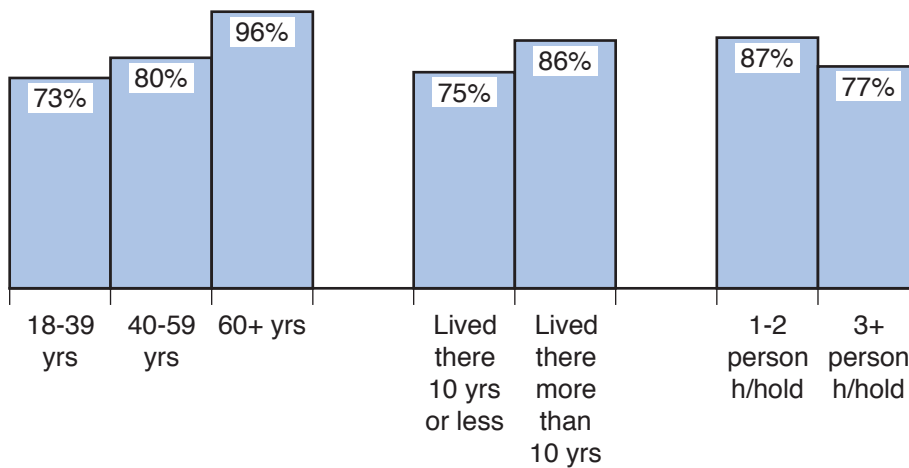
ii. *Are Residents Planning To Vote In These Elections?*



*Percent Saying 'Yes' - By Ward*



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





82% of residents say they are planning on voting in the upcoming local elections, while 11% are not and 7% are unable to comment.

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

- residents aged 60 years or over,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a one or two person household.

The main reasons\* residents<sup>†</sup> say they are not planning on voting are ...

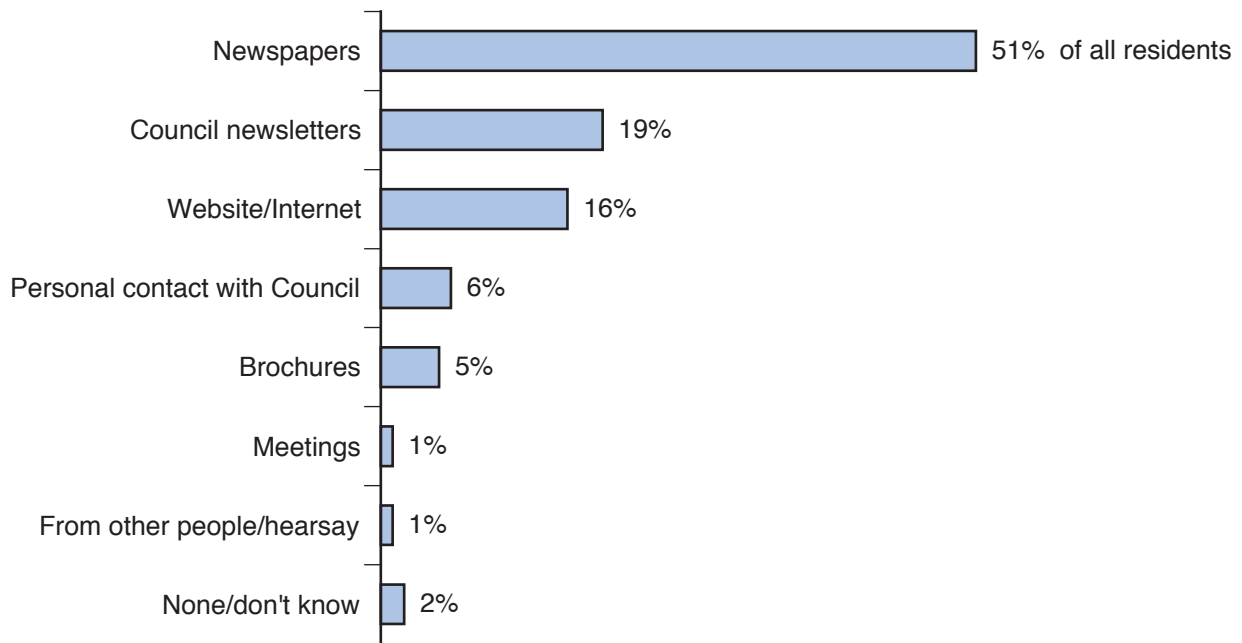
- don't know the candidates/ what they stand for, mentioned by 43% of residents<sup>†</sup> (20 respondents),
- not interested/ don't follow local government/ never voted, 31% (14 respondents),
- feel my vote won't make any difference, 9% (3 respondents),
- religious reasons, 9% (2 respondents).

\* multiple responses allowed

<sup>†</sup> residents who say they are not planning on voting (N=38)

**b. Communication Preferred Method**

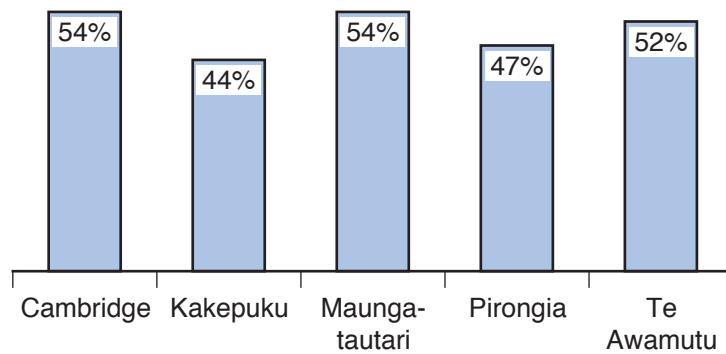
*Most Preferred Method Of Finding Out Information About Council Or Council Initiatives?*



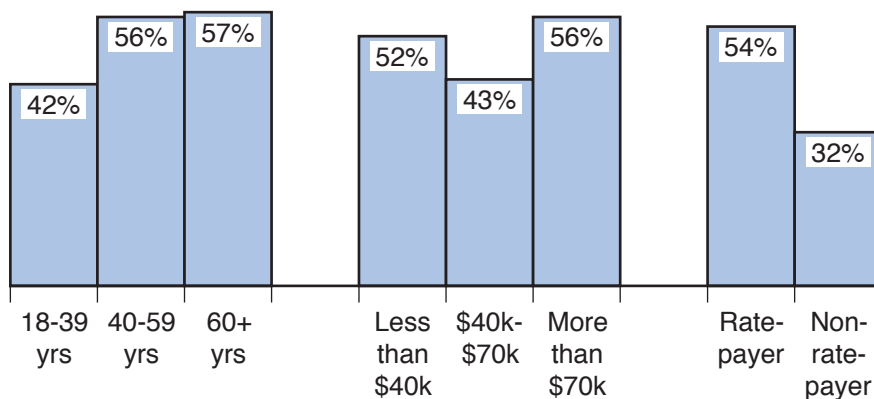
\* does not add to 100% due to rounding

NB: 1 resident mentioned the monthly community information sheet called Word On Waipa (0.3%)

*Percent Saying 'Newspapers' - By Ward*



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

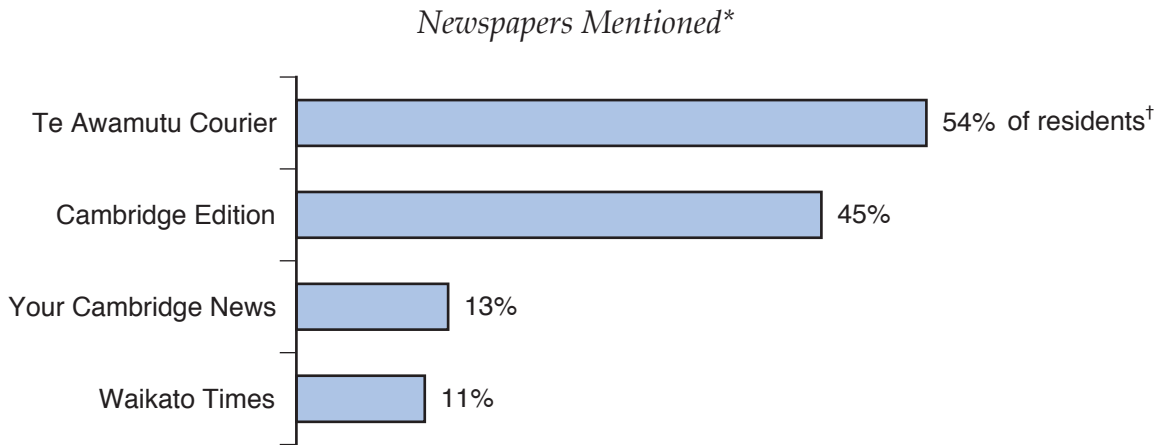


51% of residents most prefer to use newspapers to find out information about Council or Council initiatives with 19% favouring Council newsletters.

Residents more likely to say they most prefer newspapers are ...

- residents aged 40 years or over,
- residents with an annual household income of less than \$40,000 or more than \$70,000,
- ratepayers.

54% of residents who most prefer to use newspapers to find out information about Council or Council initiatives use the Te Awamutu Courier, while 45% use the Cambridge Edition.



† Base = 210 (those who mention newspapers as their preferred method of finding out information about Council or Council initiatives)

\* multiple response

The other newspapers mentioned are ...

- NZ Herald x 2,
- Waipa District paper x 1.

\* \* \* \* \*



## E. APPENDIX

### Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Ward</b>	Cambridge	140	145
	Takepuku	40	31
	Maungatautari	41	32
	Pirongia	60	66
	Te Awamutu	120	127
<b>Gender</b>	Male	202	192
	Female	199	209
<b>Age</b>	18 to 39 years	97	139
	40 to 59 years	153	158
	60+ years	151	104

\* 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.

\* \* \* \* \*

