

**WAIPA DISTRICT COUNCIL  
COMMUNITRAK™ SURVEY  
MAY 2011**



# **COMMUNITRAK™ SURVEY**

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

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

### **WAIPA DISTRICT COUNCIL**

### **MAY 2011**



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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 2011.

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 2011, namely ...
  - \* level of satisfaction with the way Council involves the public in the decisions it makes,
  - \* whether residents agree or disagree that public transport in the District is convenient,
  - \* how often residents use public transport,
  - \* level of satisfaction with the provision of cycleways in the District.

Council also has the benefit, where applicable, of comparing the 2011 results with results obtained in 2000-2010. 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 405 residents of the Waipa District.

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

Interviews were spread amongst the five Wards as follows:

Cambridge	141
Takepuku	42
Maungatautari	40
Pirongia	62
Te Awamutu	120
<b>Total</b>	<b><u>405</u></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 next birthday.

## Call Backs

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

## Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by Statistics New Zealand's 2006 Census data. The result is that the total figures represent the adult population's viewpoint as a whole across the entire Waipa District.

Bases for subsamples are shown in the Appendix. Where we specify a "base", we are referring to the actual number of respondents interviewed.

## Survey Dates

All interviews were conducted between Friday 13 May and Sunday 22 May 2011.

## Comparison Data

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

The Communitrak™ service includes ...

- comparisons with a national sample of 1,003 interviews conducted in November 2011,
- 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.

## Comparisons With National Communitrak™ Results

Where survey results have been compared with Peer Group and/or National Average results from the November 2010 National Communitrak™ Survey, NRB has used the following for comparative purposes, for a sample of 450 residents:

above/below	±7% or more
slightly above/below	±5% to 6%
on par with	±3% to 4%
similar to	±1% to 2%

## Margin Of Error

The survey is a quota sample, designed to cover the important variables within the population. Therefore, we are making the assumption that it is appropriate to use the error estimates that would apply to a simple random sample of the population.

The following margins of error are based on a simple random sample. The maximum likely error limits occur when a reported percentage is 50%, but more often than not the reported percentage is different, and margins of error for other reported percentages are shown below. The margin of error approaches 0% as a reported percentage approaches either 100% or 0%.

Margins of error rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and reported percentages are:

Sample Size	Reported Percentage				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	±4%	±4%	±4%	±4%	±3%
450	±4%	±4%	±4%	±4%	±3%
400	±5%	±5%	±5%	±4%	±3%
300	±6%	±6%	±5%	±5%	±3%
200	±7%	±7%	±6%	±6%	±4%

The margin of error figures above refer to the accuracy of a result in a survey, given a 95 percent level of confidence. A 95 percent level of confidence implies that if 100 samples were taken, we would expect the margin of error to contain the true value in all but five samples. At the 95 percent level of confidence, the margin of error for a sample of 400 respondents, at a reported percentage of 50%, is plus or minus 5%.

## Significant Difference

This is a test to determine if the difference in a result between two separate surveys is significant. Significant differences rounded to the nearest whole percentage, at the 95 percent level of confidence, for different sample sizes and midpoints are:

Sample Size	Midpoint				
	50%	60% or 40%	70% or 30%	80% or 20%	90% or 10%
500	6%	6%	6%	5%	4%
450	7%	7%	6%	6%	4%
400	7%	7%	6%	6%	4%
300	8%	8%	7%	6%	5%
200	10%	10%	9%	8%	6%

The figures above refer to the difference between two results that is required, in order to say that the difference is significant, given a 95 percent level of confidence. Thus the significant difference, for the same question, between two separate surveys of 400 respondents is 7%, given a 95 percent level of confidence, where the midpoint of the two results is 50%.

\* \* \* \* \*





## 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, 2009 and 2010 Communitrak survey results.

## COUNCIL SERVICES/FACILITIES

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

	<b>Waipa 2011</b>		Waipa 2010	
	Very / fairly satisfied	Not very satisfied	Very / fairly satisfied	Not very satisfied
	%	%	%	%
Parks and reserves (including sportsgrounds)	<b>88</b>	<b>8</b>	92	4
Kerbside or roadside recycling service	<b>84</b>	<b>15</b>	84	14
Roads - maintenance	<b>80</b>	<b>20</b>	77	23
Roads - safety	<b>78</b>	<b>21</b>	81	19
Maintenance of footpaths	<b>77</b>	<b>18</b>	76	17
Public toilets	<b>76</b>	<b>11</b>	80	8
Library service	<b>75</b>	<b>4</b>	77	5
Swimming pools	<b>72</b>	<b>12</b>	68	14
Stormwater services	<b>66</b>	<b>17</b>	69	13
Wastewater services	<b>65</b>	<b>5</b>	67	3
Water treatment and supply	<b>62</b>	<b>16</b>	73	9
Museum	<b>55</b>	<b>4</b>	56	3

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

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

	Waipa %	Peer Group %	National Average %
• stormwater services	17	18	12
• water treatment and supply	16	**7	**6

\*\* these figures are based on the water supply in general

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

• footpaths - maintenance	18	+27	+21
• public toilets	11	14	20
• wastewater services	5	°10	°7

† these figures are based on footpaths in general

° these figures are based on the sewerage system

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

• road safety	21	*20	*21
• maintenance of roads	20	*20	*21
• kerbside or roadside recycling service	15	††12	††13
• swimming pools	12	11	8
• parks and reserves (including sportsgrounds)	8	◇4	◇5
• library service	4	-	2
• museums	4	4	4

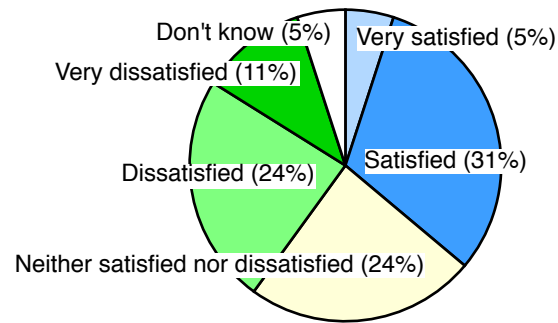
\* these figures are based on roading in general

†† these figures are based on recycling in general

◇ these figures are based on the **averaged** readings for parks and reserves **and** sportsgrounds and playgrounds as these were asked separately in the 2010 National Communitrak Survey

## COUNCIL CONSULTATION AND COMMUNITY INVOLVEMENT

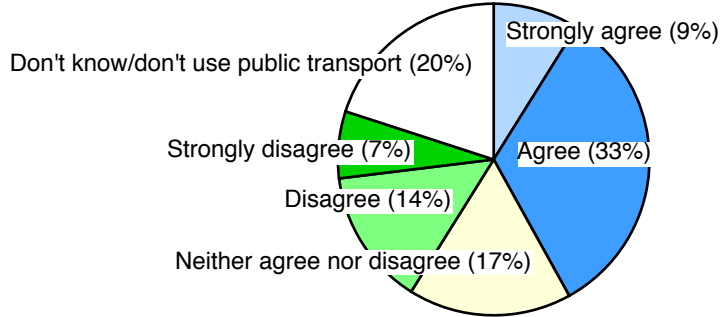
### Satisfaction With The Way Council Involves The Public In The Decisions It Makes ...





## TRANSPORT

### Do Residents Agree/Disagree That Public Transport In Waipa District Is Convenient?

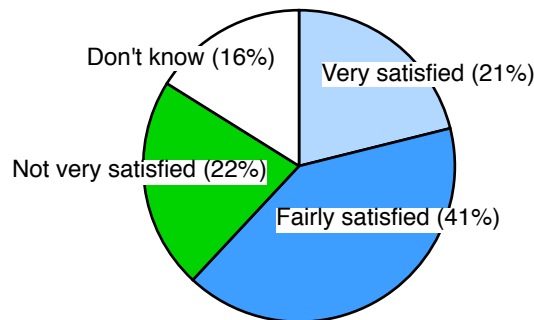


### In Last 12 Months, How Often Have Residents Used Public Transport ...

• Five or more times a week	1%	of all residents
• Two to four times a week	2%	
• Once a week	1%	
• Two to three times a month	4%	
• Once a month	2%	
• Less than once a month	8%	
• Did not use public transport in last 12 months	80%	
• Don't know	4%	

Does not add to 100% due to rounding

### Satisfaction With The Provision Of Cycleways







## 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  
 Whakatane District Council  
 Whangarei District Council



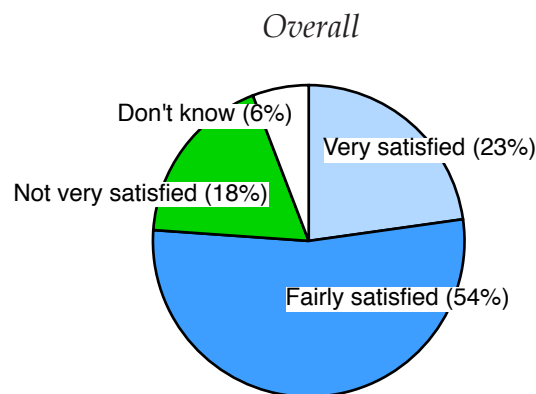


## **1. Council Services/Facilities**

## 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. Footpaths - Maintenance



77% of Waipa District residents are satisfied with the maintenance of footpaths, while 18% are not very satisfied with this aspect of footpaths. These readings are similar to the 2010 results.

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

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

- women,
- residents aged 60 years or over,
- residents with an annual household income of \$40,000 or less.

## Satisfaction With The Maintenance Of Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2011 <sup>†</sup>	23	54	77	18	6
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)	22	45	67	27	6
National Average	26	49	75	21	4
<b>Ward</b>					
Cambridge	29	51	80	18	2
Kakepuku	23	53	76	10	14
Maungatautari	18	56	74	10	16
Pirongia	25	53	78	10	12
Te Awamutu	17	56	73	25	2
<b>Gender</b>					
Male	22	59	81	12	7
Female	23	49	72	23	5
<b>Age</b>					
18-39 years	26	55	81	14	5
40-59 years	22	58	80	14	6
60+ years	20	46	66	28	6
<b>Household Income</b>					
Less than \$40,000 pa	21	47	68	29	3
\$40,000 - \$70,000 pa	23	53	76	17	7
More than \$70,000 pa <sup>†</sup>	25	58	83	12	4

% 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**

<sup>†</sup> 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,
- poor condition/old/poorly maintained/need upgrading,
- no footpaths/not enough/one side only.

### Summary Table:

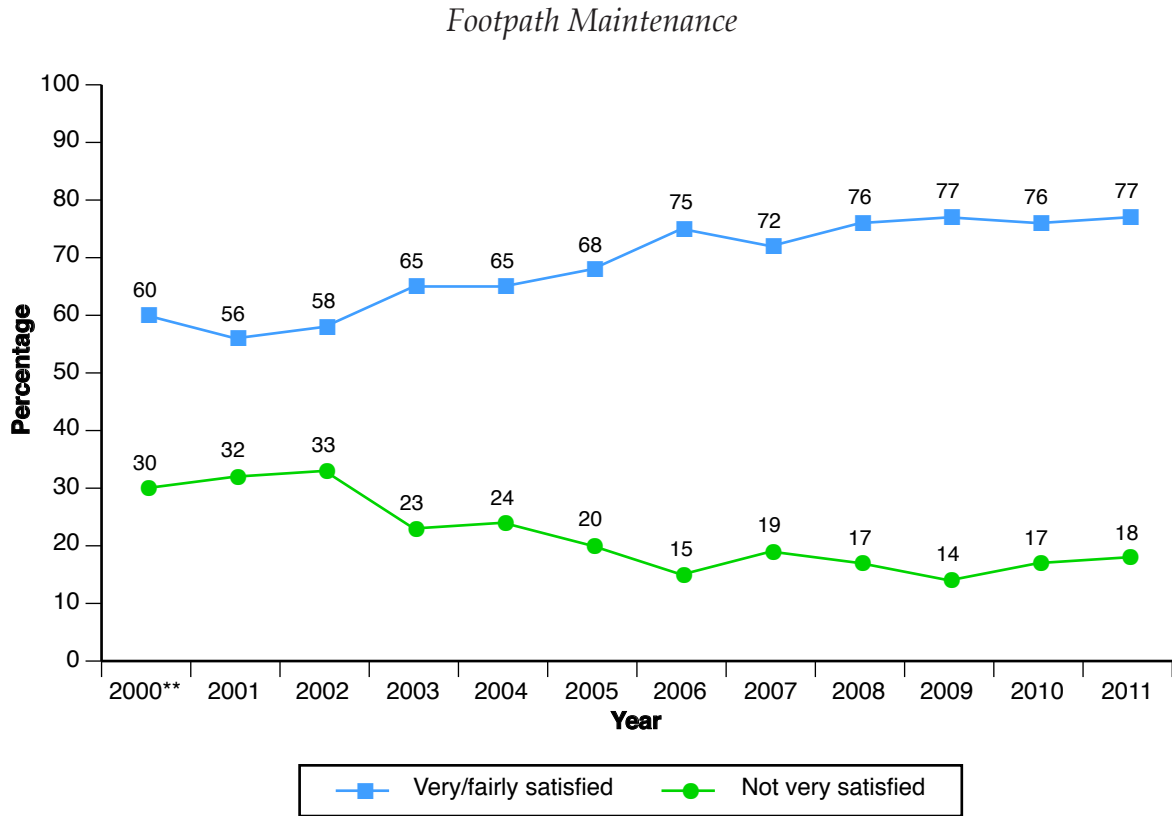
#### Main Reasons\* For Being Not Very Satisfied With Footpath Maintenance

	Total District 2011 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Uneven/cracked/broken/potholes/rough	<b>12</b>	14	3	3	5	19
Poor condition/old/poorly maintained/need upgrading	<b>6</b>	8	4	-	3	8
No footpaths/not enough/one side only	<b>4</b>	2	4	2	6	7

\* multiple responses allowed

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

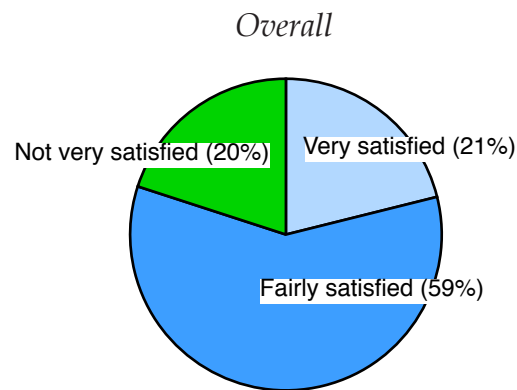




\*\* the 2000 reading relates to footpath maintenance **and safety**

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

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



80% of Waipa District residents are satisfied with the maintenance of roads, (77% in 2010), while 20% are not very satisfied (23% in 2010).

The percent not very satisfied is similar to the Peer Group and National Averages for roading in general.

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

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

- Maungatautari Ward residents,
- residents with an annual household income of \$40,000 to \$70,000.

### 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 2011	21	59	80	20	-
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)	21	59	80	20	-
National Average	22	57	79	21	-
<b>Ward</b>					
Cambridge	24	52	76	24	-
Kakepuku	20	59	79	21	-
Maungatautari	27	39	66	34	-
Pirongia	12	64	76	23	1
Te Awamutu	21	68	89	11	-
<b>Household Income</b>					
Less than \$40,000 pa <sup>†</sup>	22	65	87	13	1
\$40,000 - \$70,000 pa	18	55	73	27	-
More than \$70,000 pa	23	59	82	18	-

% 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 ...

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

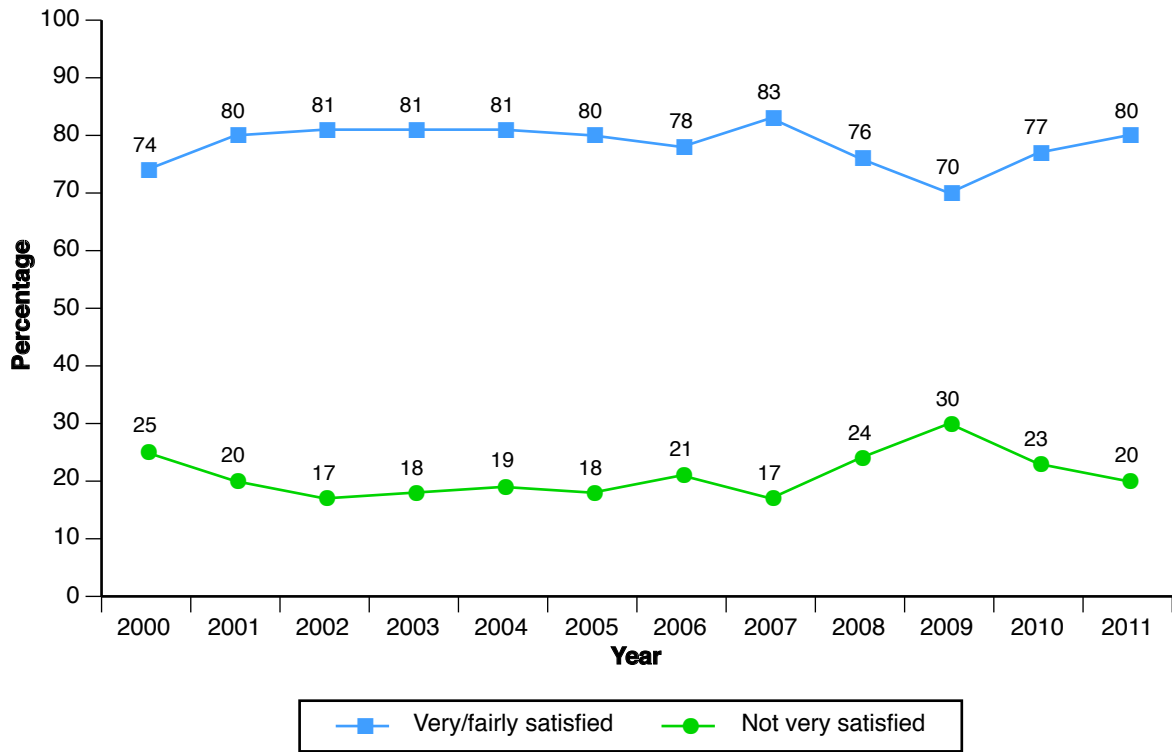
### Summary Table: Main Reasons\* For Being Not Very Satisfied With Road Maintenance

	Total District 2011 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Potholes/uneven/rough/bumpy	<b>10</b>	10	10	14	14	5
Poor quality of work/materials used/too much patching	<b>8</b>	11	14	12	4	5
Poor condition/lack maintenance/need upgrading	<b>6</b>	5	2	18	11	4

\* multiple responses allowed

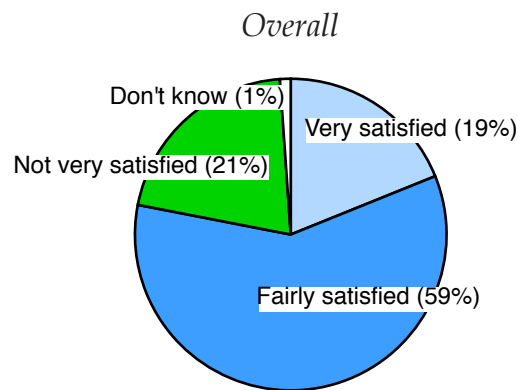
NB: no other reason is mentioned by more than 2% of all residents

Road Maintenance



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

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



Overall, 78% of residents are satisfied with the safety of roads in the Waipa District (81% in 2010), while 21% are not very satisfied.

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

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

It also appears that women are slightly more likely, than men, to feel this way.

### 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 2011	19	59	78	21	1
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)	21	59	80	20	-
National Average	22	57	79	21	-
<b>Ward</b>					
Cambridge	16	59	75	25	-
Kakepuku	37	54	91	7	2
Maungatautari	21	53	74	26	-
Pirongia	15	50	65	35	-
Te Awamutu	20	64	84	12	4
<b>Gender</b>					
Male	22	59	81	18	1
Female	17	57	74	24	2

% 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 intersections / roundabouts / dangerous areas,
- unsafe for pedestrians / children / more pedestrian crossings needed,
- issues with road marking / signage,
- speeding / reduce speed limit / have speed bumps.

### Summary Table:

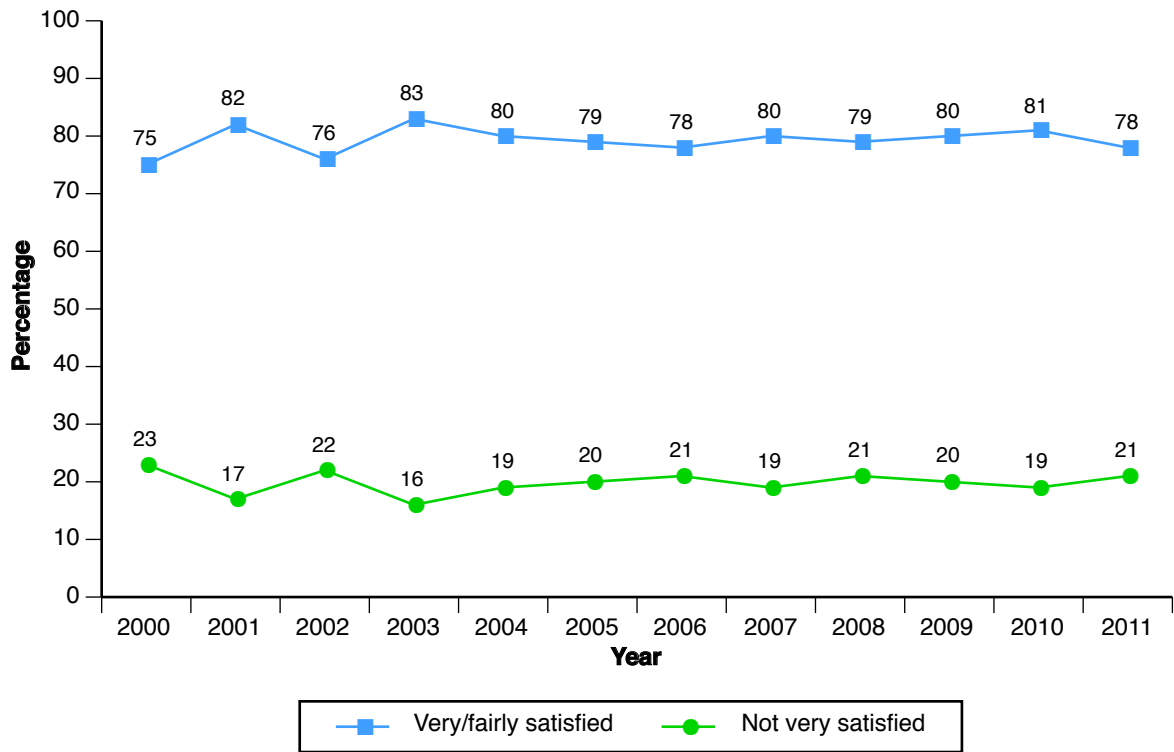
#### Main Reasons\* For Being Not Very Satisfied With The Safety Of Roads

	Total District 2011 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Unsafe intersections / roundabouts / dangerous areas	<b>5</b>	7	-	7	8	1
Unsafe for pedestrians / children / more pedestrian crossings needed	<b>4</b>	10	-	-	2	1
Issues with road marking / signage	<b>4</b>	3	2	5	9	2
Speeding / reduce speed limit / have speed bumps	<b>4</b>	4	-	1	10	2

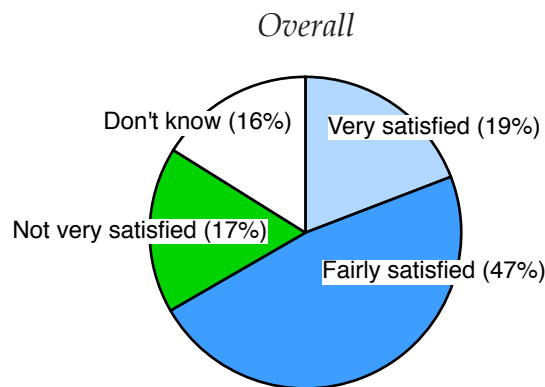
\* multiple responses allowed



*Safety Of Roads*



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 78%

*iv. Stormwater Services*

66% of residents overall are satisfied with the District's stormwater services (69% in 2010), while 17% are not very satisfied with this service. 16% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average, slightly above the National Average and on par with the 2010 reading.

Residents with an annual household income of \$40,000 to \$70,000 are **less** likely to be not very satisfied with stormwater services, than other income groups.

It appears that Cambridge Ward residents are **slightly more** 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 2011 <sup>†</sup>	19	47	66	17	16
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
<b>Comparison</b>					
Peer Group (Provincial)	32	34	66	18	16
National Average	38	40	78	12	10
<b>Ward</b>					
Cambridge	25	47	72	25	3
Kakepuku	24	23	47	5	48
Maungatautari	17	47	64	5	31
Pirongia	11	43	54	13	33
Te Awamutu	18	55	73	16	11
<b>Household Income</b>					
Less than \$40,000 pa <sup>†</sup>	20	45	65	24	12
\$40,000 - \$70,000 pa <sup>†</sup>	20	55	75	9	15
More than \$70,000 pa	21	43	64	20	16

% read across

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

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

- drains blocked with leaves/need clearing more often,
- flooding/surface water,
- problems with run off/not properly channelled/diverted into our property,
- inadequate/overflows/need improving/maintenance.

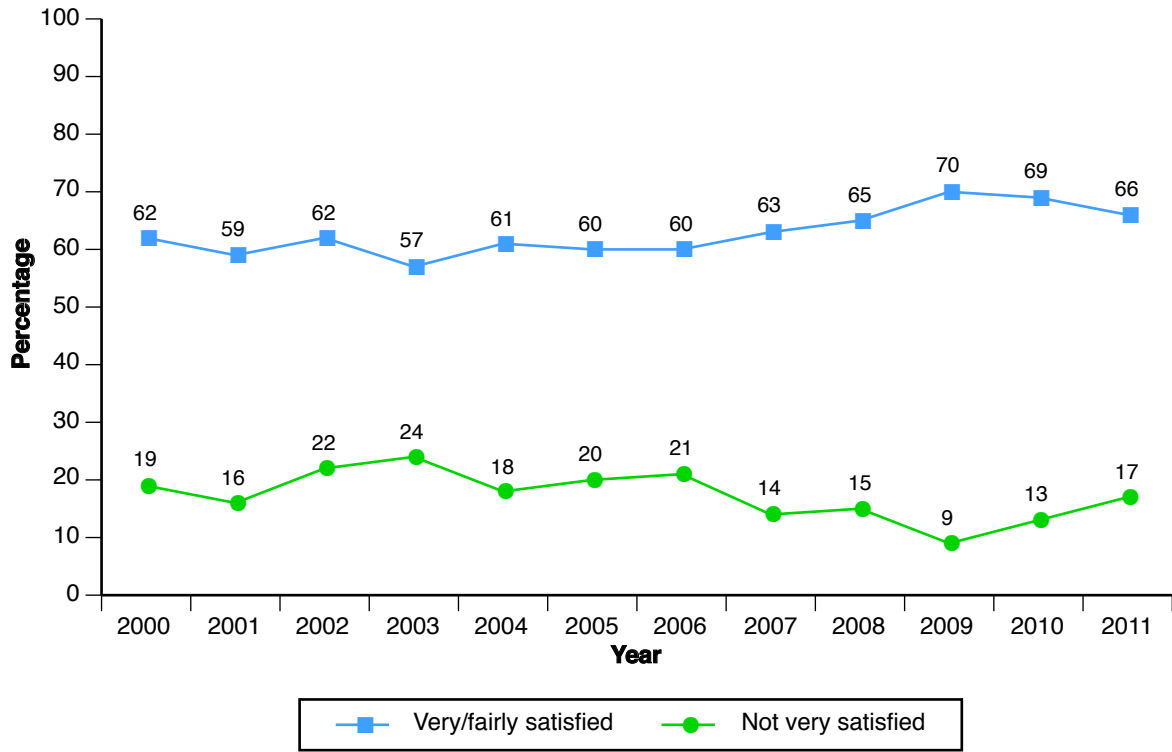
### Summary Table: Main Reasons\* For Being Not Very Satisfied With Stormwater Services

	Total District 2011 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Drains blocked with leaves/need clearing more often	<b>6</b>	12	-	3	2	4
Flooding/surface water	<b>6</b>	9	3	-	4	6
Problems with run off/not properly channelled/diverted into our property	<b>3</b>	2	2	-	2	6
Inadequate/not coping/overflows/need improving/maintenance	<b>3</b>	6	-	3	1	-

\* multiple responses allowed

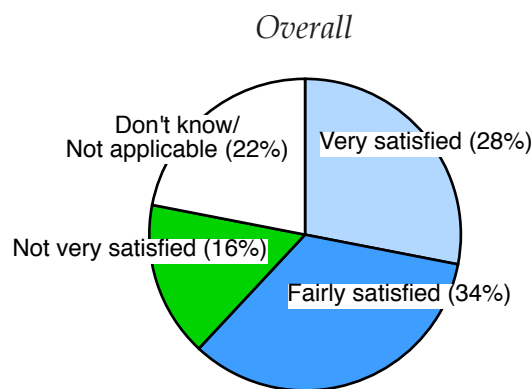
NB: no other reason is mentioned by more than 1% of all residents

*Stormwater Services*



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

## v. *Water Treatment And Supply*



62% of residents are satisfied with water treatment and supply (73% in 2010), including 28% who are very satisfied (43% in 2010). 16% are not very satisfied and 22% are unable to comment (18% in 2010).

The percent not very satisfied is above the Peer Group and National Averages for water supply in general and 7% above the 2010 reading.

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 residents aged 40 years or over, are slightly more likely to feel this way, than those aged 18 to 39 years.

Kakepuku 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 2011	28	34	62	16	22
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
<b>Comparison*</b>					
Peer Group (Provincial)	44	30	74	7	19
National Average	49	36	85	6	9
<b>Ward</b>					
Cambridge	36	40	76	16	8
Kakepuku	10	15	25	9	66
Maungatautari	24	18	42	3	55
Pirongia†	18	34	52	11	38
Te Awamutu	30	37	67	23	10
<b>Age</b>					
18-39 years	30	37	67	9	24
40-59 years	27	30	57	18	25
60+ years	27	37	64	22	14

% read across

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

† does not add to 100% due to rounding

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

- taste/smell is bad,
- not keeping up with demand/lack of supply/restrictions in summer,
- tastes/smells of chlorine/chemicals.

### Summary Table:

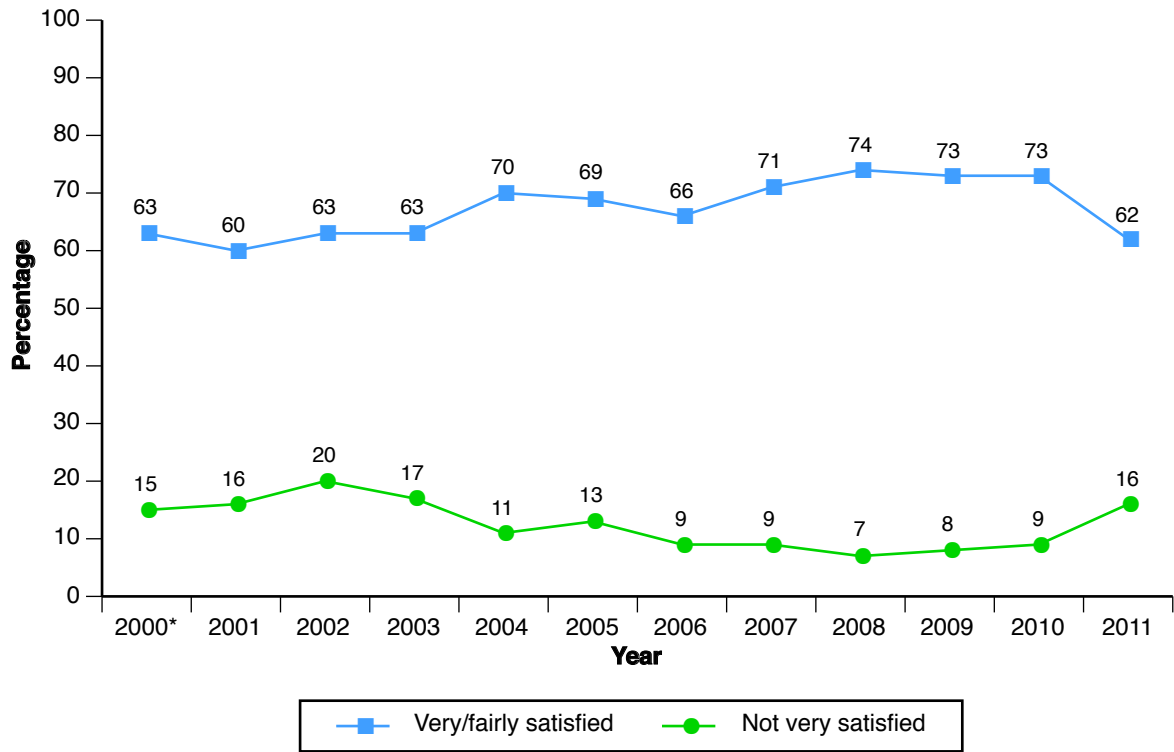
#### Main Reasons\* For Being Not Very Satisfied With Water Treatment And Supply

	Total District 2011 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Taste/smell is bad	4	2	4	-	2	8
Not keeping up with demand/lack of supply/restrictions in summer	4	4	2	-	1	5
Tastes/smells of chlorine/chemicals	3	3	2	-	3	4

\* multiple responses allowed



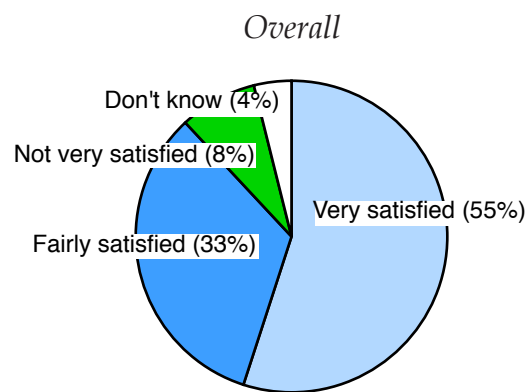
*Water Treatment And Supply*



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

Recommended Satisfaction Measure For Reporting Purposes:  
 Total District = 62%

*vi. Parks And Reserves (including Sportsgrounds)*



88% of District residents are satisfied with their parks and reserves (including sportsgrounds), compared to 92% in 2010, with 55% being very satisfied (66% in 2010). 8% are not very satisfied with these facilities and 4% are unable to comment.

The percent not very satisfied is on par with the Peer Group and National Averages and the 2010 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 the following residents are slightly more likely, to feel this way ...

- women,
- ratepayers.

## 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 2011	55	33	88	8	4
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)	63	28	91	4	5
National Average	56	34	90	5	5
<b>Ward</b>					
Cambridge	60	31	91	6	3
Kakepuku <sup>†</sup>	48	38	86	9	4
Maungatautari	70	26	96	4	-
Pirongia	59	27	86	10	4
Te Awamutu	44	39	83	10	7
<b>Gender</b>					
Male	55	36	91	5	4
Female	54	30	84	11	5
<b>Ratepayer?</b>					
Ratepayer	55	31	86	10	4
Non-ratepayer	54	44	98	-	2

% 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 2010 National Community survey

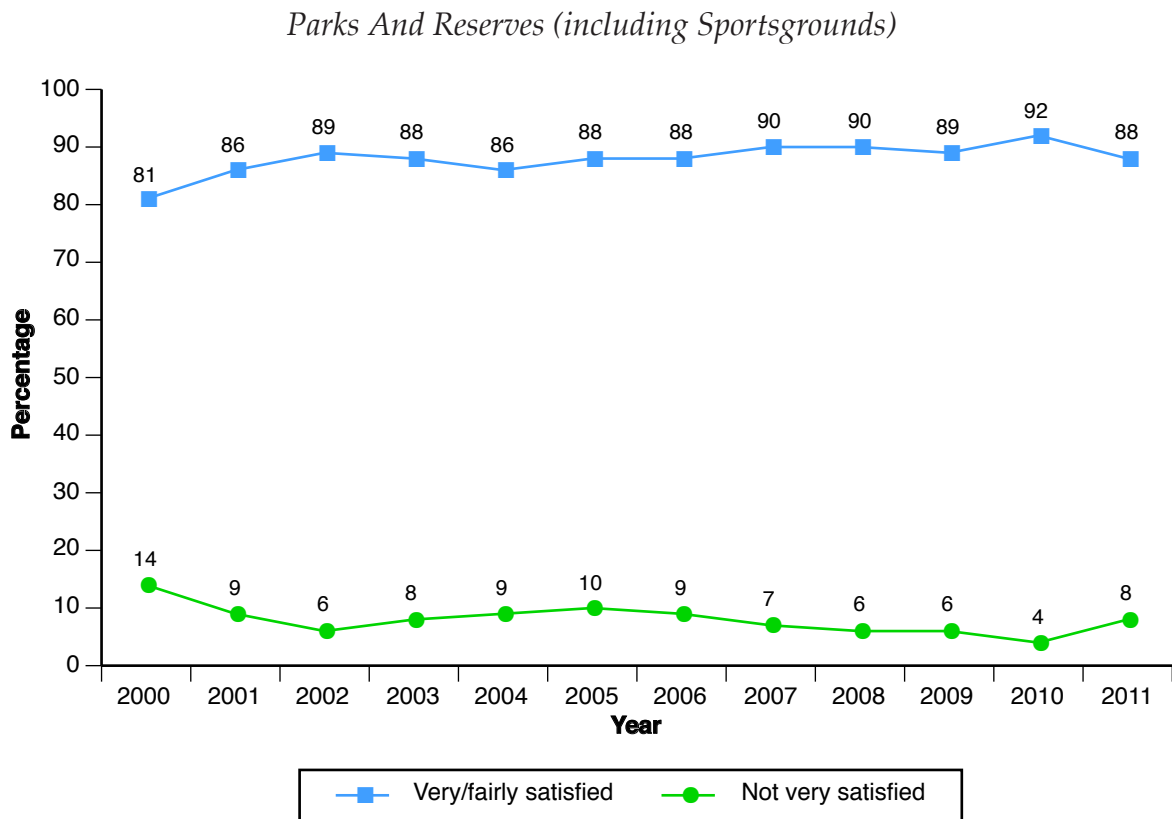
<sup>†</sup> does not add to 100% due to rounding



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

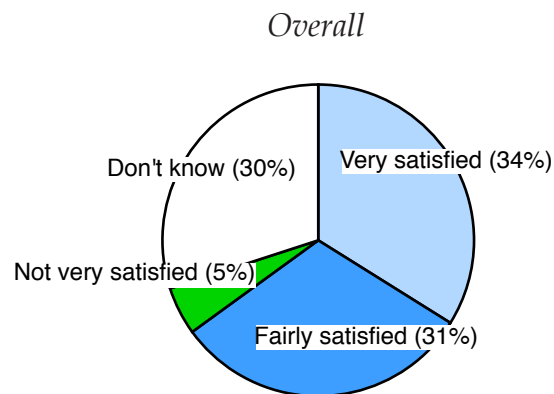
- lack of upkeep / untidy / need maintenance / beautification, mentioned by 3% of all residents,
- need upgrading / improvements, 2%
- need more parks / playgrounds / safer location of playgrounds, 2%.

\* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 88%

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



Overall, 65% of Waipa District residents are satisfied with wastewater services, including 34% who are very satisfied (44% in 2010). 5% are not very satisfied and a large percentage, 30%, are unable to comment.

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

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.

Takepuku, 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 2011	34	31	65	5	30
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
<b>Comparison*</b>					
Peer Group (Provincial)	40	28	68	10	22
National Average	50	32	82	7	11
<b>Ward</b>					
Cambridge	45	40	85	6	9
Takepuku	8	9	17	4	79
Maungatautari	17	15	32	-	68
Pirongia	7	22	29	7	64
Te Awamutu	46	33	79	6	15

% read across

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





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

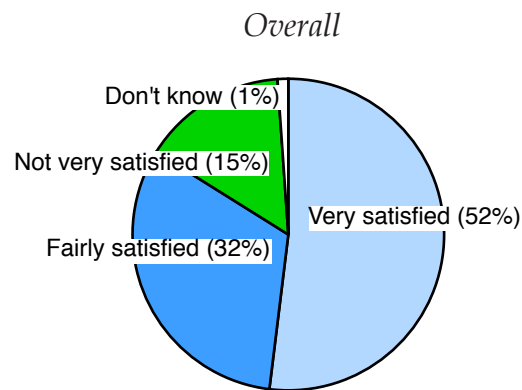
- no sewerage system/ on septic tank, mentioned by 2% of all residents,
- system/ treatment plant needs upgrading/ improving, 2%,
- smell problem, 1%.

\* multiple responses allowed



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

Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 65%

*viii. Kerbside Or Roadside Recycling Service*

84% of residents are satisfied with the kerbside or roadside recycling services, including 52% who are very satisfied (56% in 2010), while 15% are not very satisfied.

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

Shorter term residents, those residing in the District for 10 years or less are more likely to be not very satisfied with kerbside or roadside recycling services, than longer term residents.

### 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 2011	52	32	<b>84</b>	15	1
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)	58	26	<b>84</b>	12	4
National Average	55	29	<b>84</b>	13	3
<b>Ward</b>					
Cambridge	44	38	<b>82</b>	18	-
Kakepuku	56	20	<b>76</b>	18	6
Maungatautari	(71)	18	<b>89</b>	7	4
Pirongia	47	39	<b>86</b>	13	1
Te Awamutu	58	29	<b>87</b>	12	1
<b>Length of Residence</b>					
Lived there 10 years or less	48	30	<b>78</b>	(20)	2
Lived there more than 10 years	54	34	(88)	11	1

\* 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 ...

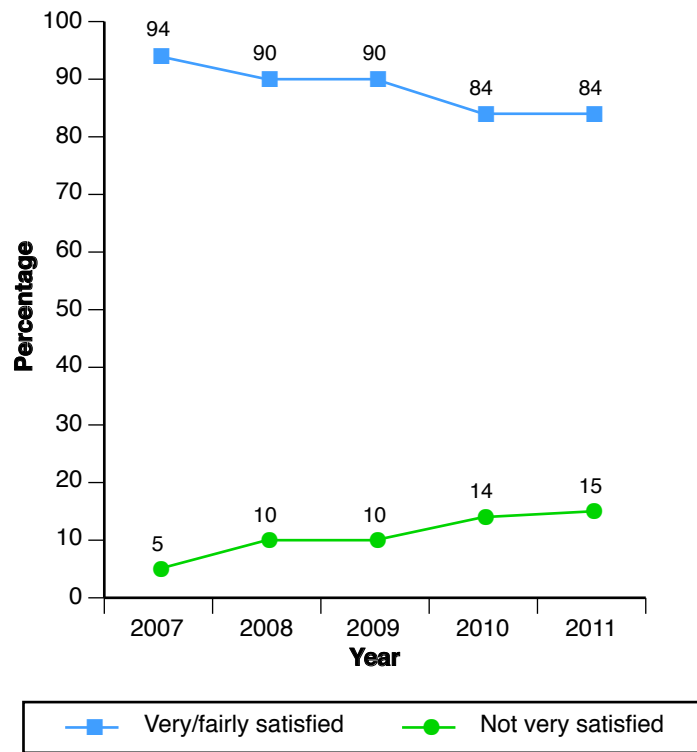
- irregular pick up times/not collected for days/not always collected,
- need bins/bigger bins,
- contractors careless with bins/collectors could improve,
- need collections weekly/more often.

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

	Total District 2011 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Irregular pick up times/not collected for days/not always collected	8	9	12	-	7	7
Need bins/bigger bins	2	1	-	6	4	1
Contractors careless with bins/collectors could improve	2	3	-	-	-	2
Need collections weekly/more often	2	1	-	-	6	1

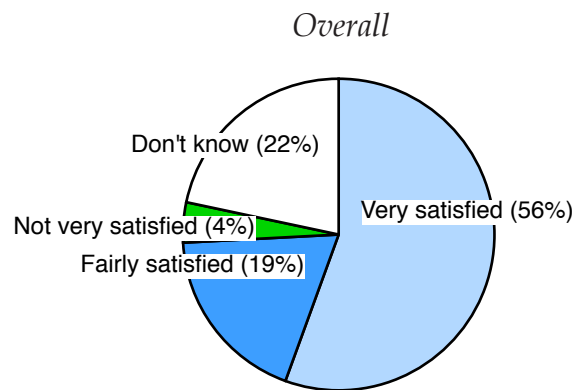
\* multiple responses allowed

*Kerbside Or Roadside Recycling Service*



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

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

*ix. Library Service*

75% of residents overall are satisfied with the library service in the Waipa District, with 56% being very satisfied (62% in 2010). 4% are not very satisfied and 22% of residents are unable to comment on the District's library service (18% in 2010).

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and the 2010 reading.

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 2011 <sup>†</sup>	56	19	75	4	22
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)	63	24	87	-	13
National Average	66	24	90	2	8
<b>Ward</b>					
Cambridge	60	20	80	3	17
Takepuku	35	22	57	7	36
Maungatautari	80	8	88	-	12
Pirongia	53	12	65	4	31
Te Awamutu <sup>†</sup>	52	23	75	4	22

% read across

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

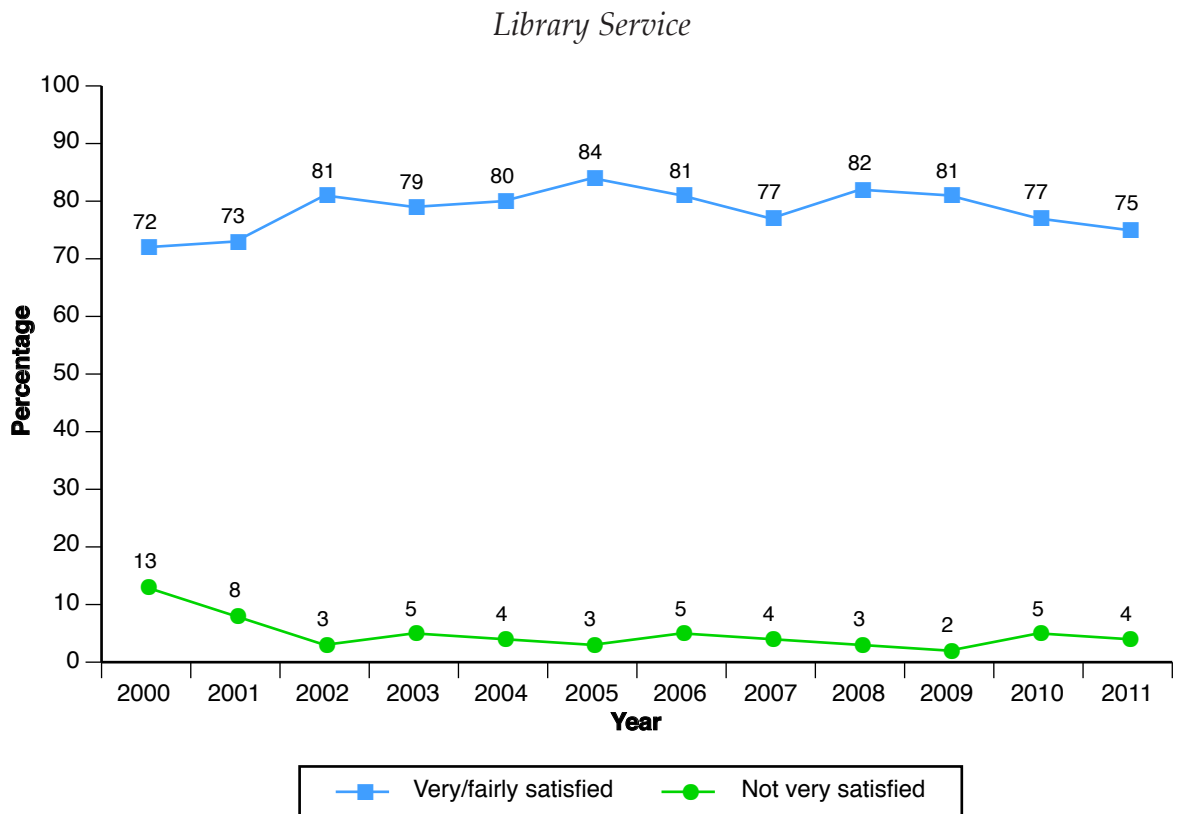




The main reasons\* residents are not very satisfied with the library service are ...

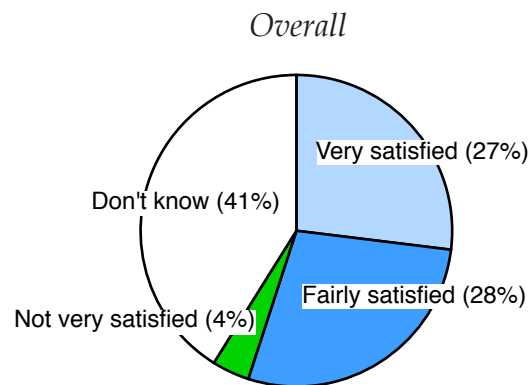
- charges/pay in rates and pay for books, mentioned by 2% of all residents,
- too small/need a bigger/better library/upgraded, 1%.

\* multiple responses allowed



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

## *x. Museums*



55% of residents are satisfied with the Museums in the District, including 27% who are very satisfied (32% in 2010). 4% of residents are not very satisfied, while a significant percentage (41%) are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2010 reading.

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

Te Awamutu Ward residents are less likely to be **unable to comment**, than other Ward residents.

## Satisfaction With Museums

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall*</b>					
Total District 2011	27	28	55	4	41
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	27	63	4	33
National Average	46	22	68	4	28
<b>Ward</b>					
Cambridge	20	29	49	3	48
Takepuku <sup>†</sup>	23	28	51	4	46
Maungatautari	24	19	43	3	54
Pirongia	36	20	56	1	43
Te Awamutu	31	33	64	7	29

% read across

\* not asked prior to 2006

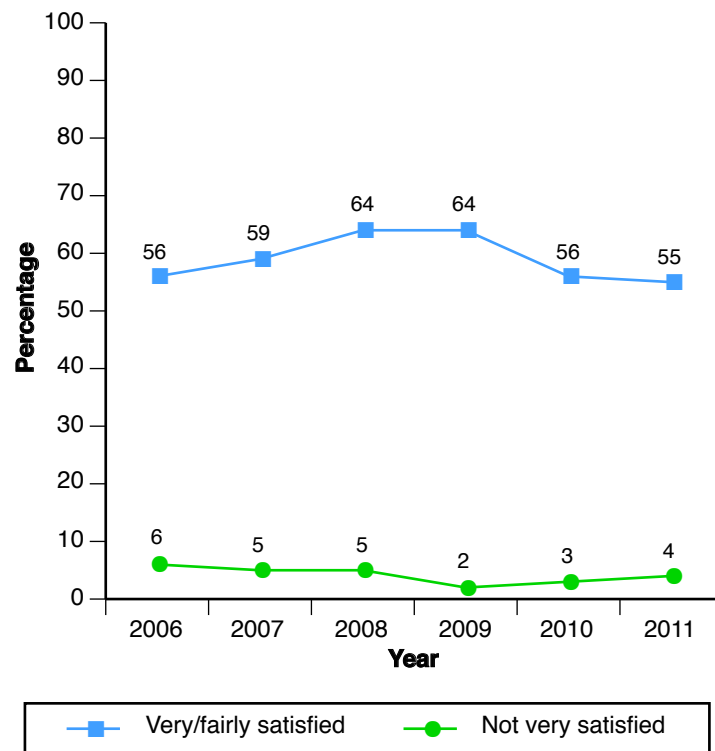
<sup>†</sup> does not add to 100% due to rounding

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

- need a bigger/better/new museum, mentioned by 2% of residents,
- limited displays/not very appealing, 1%,
- don't need a new museum/too costly, 1%.

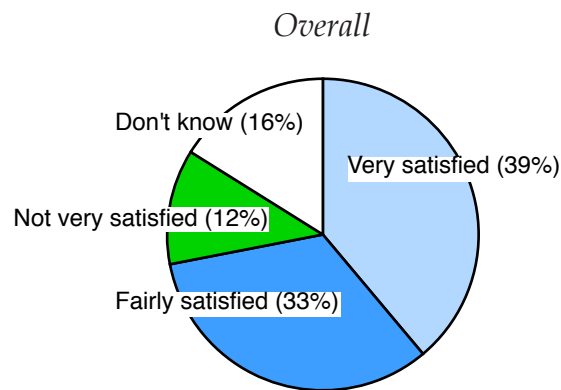
\* multiple responses allowed



*Museums*

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

## *xi. Swimming Pools*



72% of Waipa District residents overall are satisfied with the District's swimming pools (68% in 2010), including 39% who are very satisfied (43% in 2010). 12% are not very satisfied with these facilities and 16% are unable to comment.

The percent not very satisfied is similar to the Peer Group Average and the 2010 reading, and on par with the National Average.

Cambridge Ward residents are more likely to be not very satisfied with swimming pools, than other Ward residents.

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

- women,
- residents aged 60 years or over.

## Satisfaction With Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2011	39	33	72	12	16
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)	40	29	69	11	20
National Average	38	31	69	8	23
<b>Ward</b>					
Cambridge	18	41	59	26	15
Kakepuku	49	21	70	4	26
Maungatautari <sup>†</sup>	20	55	75	8	18
Pirongia <sup>†</sup>	60	19	79	4	16
Te Awamutu	53	28	81	5	14
<b>Gender</b>					
Male	45	33	78	9	13
Female	33	33	66	15	19
<b>Age</b>					
18-39 years	46	35	81	10	9
40-59 years	38	38	76	10	14
60+ years	30	22	52	19	29

% 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 ...

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

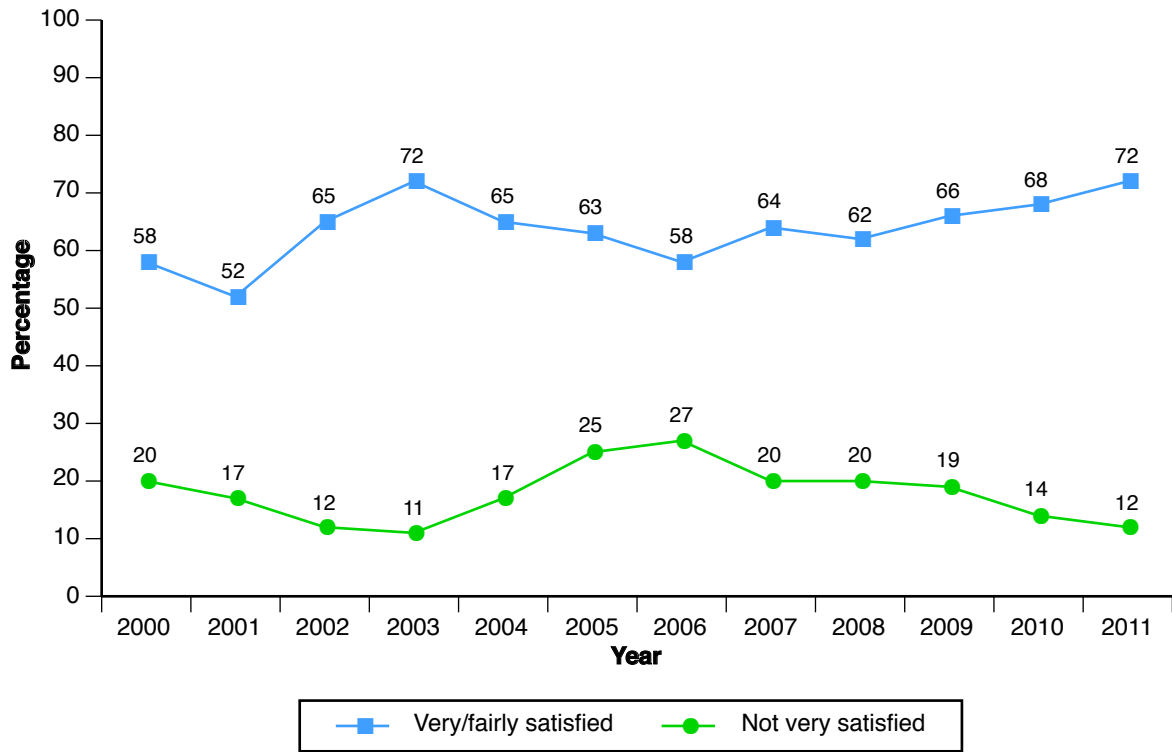
### Summary Table: Main Reasons\* For Being Not Very Satisfied With Swimming Pools

	Total District 2011 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Need heated pool/ indoor pool/all year round pool	5	12	2	-	1	-
Cambridge pool needs an upgrade	4	10	-	-	-	-
Against new pool in Cambridge/ costs too much	3	9	-	-	-	-
Poor standard of hygiene/ could be cleaner/better maintenance	2	2	-	5	-	3

\* multiple responses allowed

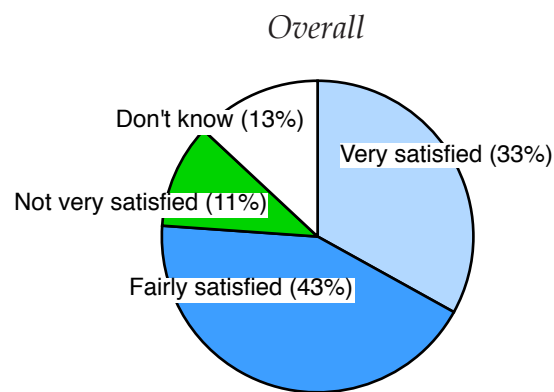


### Swimming Pools



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

## *xii. Public Toilets*



76% of residents are satisfied with the public toilets (80% in 2010), including 33% who are very satisfied (46% in 2010), while 13% are unable to comment. 11% of residents are not very satisfied with public toilets.

The percent not very satisfied is on par with the Peer Group Average and the 2010 reading and below the National Average.

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 the following residents are slightly more likely, to feel this way ...

- residents aged 18 to 39 years,
- non-ratepayers.

## Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District 2011	33	43	76	11	13
2010	46	34	80	8	12
2009	43	39	82	8	10
2008	35	39	74	12	14
2007	36	34	70	16	14
2000	24	28	52	20	28
<b>Comparison</b>					
Peer Group (Provincial)	28	45	73	14	13
National Average	21	44	65	20	15
<b>Ward</b>					
Cambridge	36	40	76	14	10
Takepuku	25	40	65	14	21
Maungatautari	47	38	85	6	9
Pirongia <sup>†</sup>	20	54	74	10	17
Te Awamutu <sup>†</sup>	35	43	78	10	13
<b>Age</b>					
18-39 years	25	44	69	18	13
40-59 years	39	44	83	8	9
60+ years	35	39	74	8	18
<b>Ratepayer?</b>					
Ratepayer	35	42	77	10	13
Non-ratepayer	22	47	69	21	10

% read across

\* not asked between 2001-2006

† does not add to 100% due to rounding

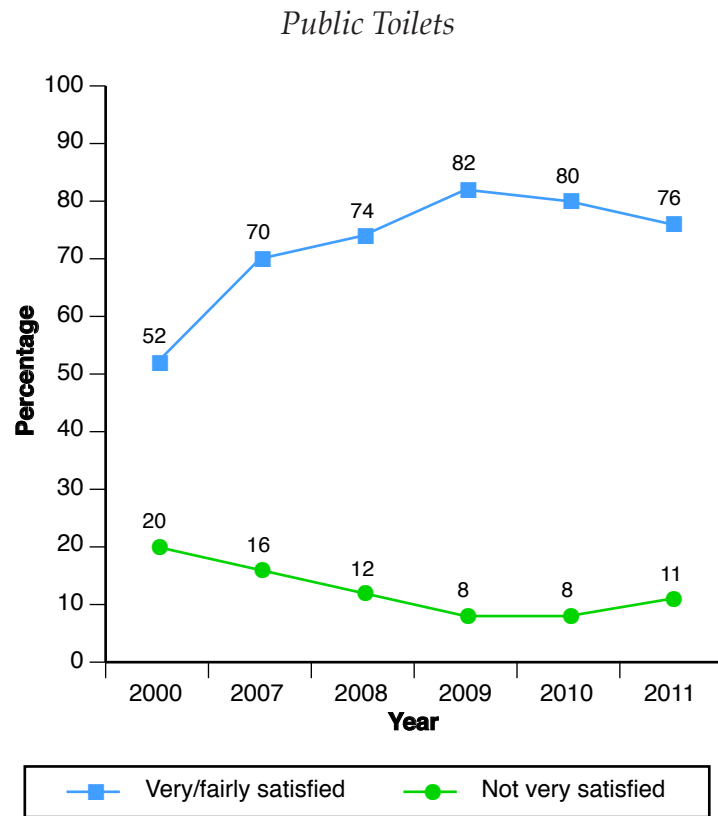
The main reasons residents are not very satisfied with public toilets are ...

- need upgrading/improving/lack maintenance,
- dirty/unhygienic/messy/smell/disgusting/need cleaning,
- not enough toilets/need more,
- have to pay to use toilets.

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

	Total District 2011 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
<b>Percent Who Mention ...</b>						
Need upgrading/improving/lack maintenance	4	5	-	3	5	5
Dirty/unhygienic/messy/smell/disgusting/need cleaning	4	2	12	4	2	6
Not enough toilets/need more	4	4	2	1	5	3
Have to pay to use toilets	2	5	-	3	-	-

\* multiple responses allowed



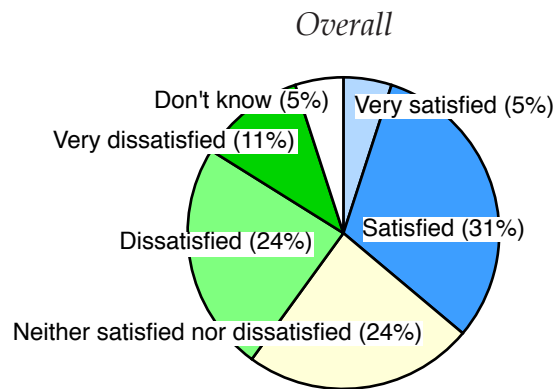
Recommended Satisfaction Measure For Reporting Purposes:  
Total District = 76%





## **2. Council Consultation**

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



36% of residents are very satisfied / satisfied with the way Council involves the public in the decisions it makes (60% in 2009), while 35% are dissatisfied / very dissatisfied (9% in 2009).

24% are neither satisfied nor dissatisfied and 5% are unable to comment.

The percent dissatisfied / very dissatisfied is above the Peer Group and National Averages.

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

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

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



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

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
<b>Overall</b>								
Total	5	31	36	24	24	11	35	5
2011	5	31	36	24	24	11	35	5
2009*	7	53	60	26	7	2	9	5
<b>Comparison</b>								
Peer Group (Provincial)†	4	43	47	29	17	4	21	2
National Average	5	44	49	27	15	4	19	5
<b>Ward</b>								
Cambridge†	6	23	29	32	27	11	38	2
Kakepuku	2	41	43	25	13	8	21	11
Maungatautari	9	40	49	25	11	9	20	6
Pirongia†	7	44	51	15	18	10	28	7
Te Awamutu	4	29	33	20	29	11	40	7
<b>Length of Residence†</b>								
Lived there 10 years or less	6	28	34	33	19	8	27	5
Lived there more than 10 years	4	33	37	19	26	12	38	5
<b>Ratepayer?†</b>								
Ratepayer	6	27	33	23	28	13	41	4
Non-ratepayer	5	34	39	26	20	9	29	6

% read across

\* not asked prior to 2009

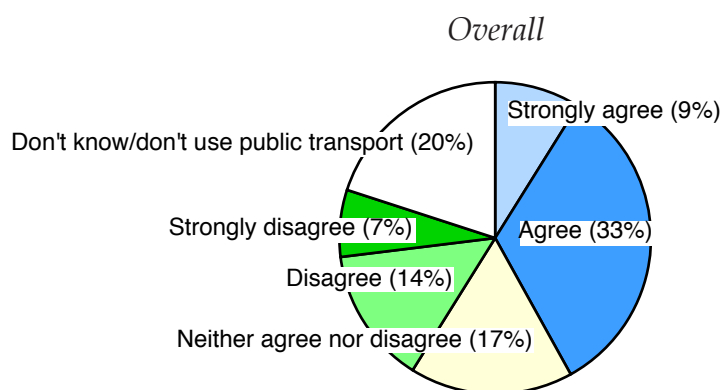
† does not add to 100% due to rounding





### 3. Transport

a. **Do Residents Agree Or Disagree That Public Transport In The District Is Convenient?**



42% of residents strongly agree/agree that public transport in the District is convenient, while 21% disagree/strongly disagree.

17% neither agree nor disagree and 20% are unable to comment.

Residents more likely to strongly agree/agree are ...

- residents aged 60 years or over,
- residents with an annual household income of \$70,000 or less,
- residents who live in a one or two person household.

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

## Do Residents Agree Or Disagree That Public Transport In The District Is Convenient?

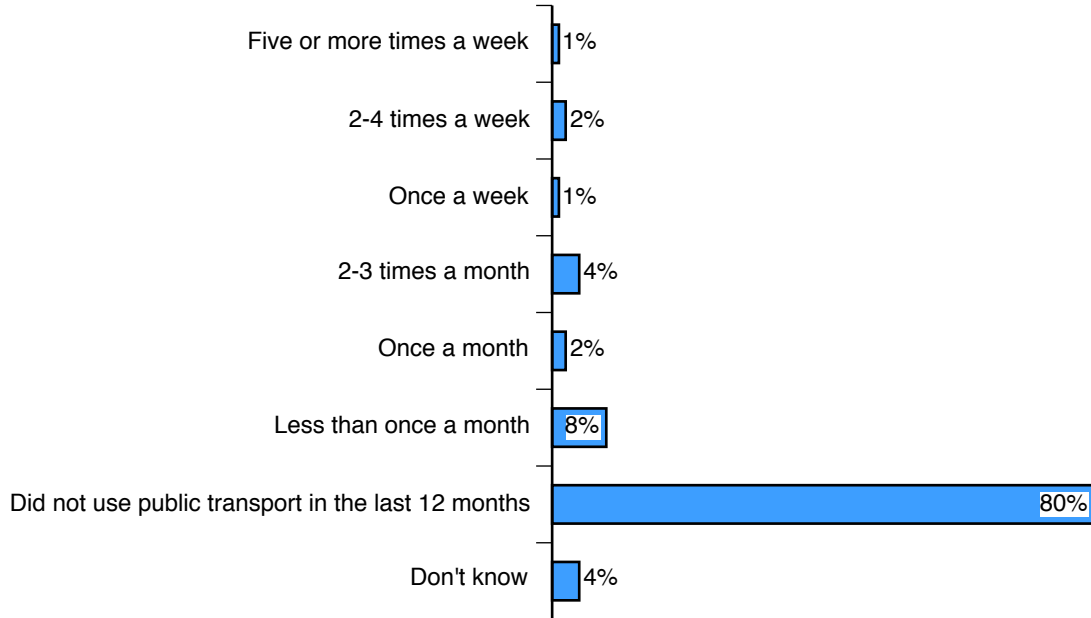
	Strongly agree %	Agree %	Strongly agree/ Agree %	Neither agree nor disagree %	Dis-agree %	Strongly disagree %	Disagree/ Strongly disagree %	Don't know %
<b>Overall*</b>								
Total District 2011	9	33	42	17	14	7	21	20
<b>Ward</b>								
Cambridge <sup>†</sup>	7	39	46	20	14	4	18	17
Kakepuku	13	32	45	12	8	7	15	28
Maungatautari <sup>†</sup>	14	22	36	15	16	11	27	21
Pirongia	3	27	30	19	20	10	30	21
Te Awamutu	13	32	45	15	12	8	20	20
<b>Age</b>								
18-39 years <sup>†</sup>	11	30	41	20	14	9	23	15
40-59 years	5	31	36	21	18	6	24	19
60+ years	15	38	53	6	7	7	14	27
<b>Household Income</b>								
Less than \$40,000 pa	17	36	53	10	12	3	15	22
\$40,000 - \$70,000 pa	6	45	51	12	11	11	22	15
More than \$70,000 pa	7	25	32	24	17	7	24	20
<b>Household Size</b>								
1-2 person household	11	36	47	11	7	8	15	27
3+ person household	8	31	39	21	19	7	26	14

% read across

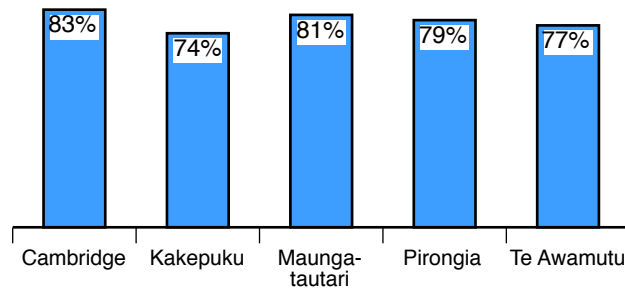
\* not asked prior to 2011

† does not add to 100% due to rounding

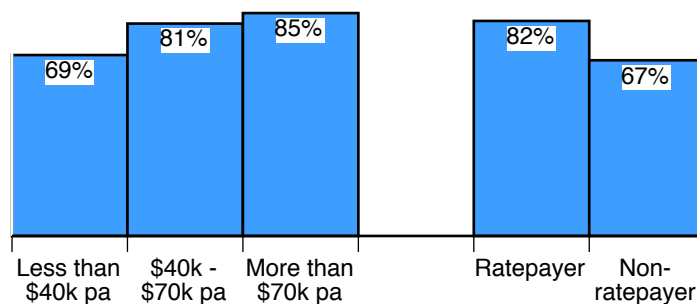
**b. How Often Do Residents Use Public Transport?**



*Percent Saying 'Have Not Used Public Transport' - By Ward*



*Percent Saying 'Have Not Used Public Transport' - Comparing Different Types Of Residents*



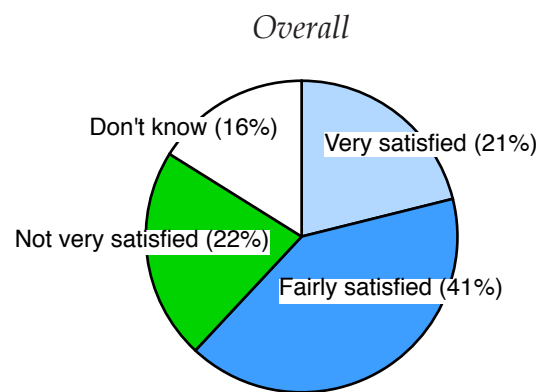
In the last 12 months 8% of residents have used public transport less than once a month and 4% have used it two to four times a week.

80% of residents have not used public transport in the last 12 months.

Residents more likely not to have used public transport in the last 12 months are ...

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

### c. Level Of Satisfaction With The Provision Of Cycleways In The District



62% of residents are satisfied with the provision of cycleways in the District, while 22% are not very satisfied. 16% are unable to comment.

Residents more likely to be satisfied are ...

- Cambridge and Maungatautari Ward residents,
- men,
- shorter term residents, those residing in the District 10 years or less.



### Level Of Satisfaction With The Provision Of Cycleways In The District

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
<b>Overall</b>					
Total District*	21	41	62	22	16
<b>Ward</b>					
Cambridge	37	41	78	14	8
Kakepuku	14	40	54	19	27
Maungatautari†	32	41	73	19	7
Pirongia	14	36	50	33	17
Te Awamutu†	4	44	48	28	23
<b>Gender</b>					
Male†	21	45	66	20	15
Female	20	38	58	25	17
<b>Length of Residence</b>					
Lived there 10 years or less†	26	44	70	20	11
Lived there more than 10 years	18	39	57	24	19

% read across

\* not asked prior to 2011

† does not add to 100% due to rounding

\* \* \* \* \*



## E. APPENDIX

### Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
<b>Ward</b>	Cambridge	141	147
	Takepuku	42	31
	Maungatautari	40	32
	Pirongia	62	66
	Te Awamutu	120	128
<b>Gender</b>	Male	202	194
	Female	203	211
<b>Age</b>	18 to 39 years	101	141
	40 to 59 years	149	159
	60+ years	155	105

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

\* \* \* \* \*

