

**WAIPA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY 2012**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WAIPA DISTRICT COUNCIL

MAY 2012



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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 partner the community in promoting the wellbeing of the Waipa District and its people.”

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 2012.

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 2012.

Council also has the benefit, where applicable, of comparing the 2012 results with results obtained in 2000-2011. 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 400 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	139
Takepuku	41
Maungatautari	40
Pirongia	58
Te Awamutu	122
Total	<u>400</u>

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 11 May and Sunday 21 May 2012.

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 2010,
- 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 400 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%.

Please note that while the Communitrak™ survey report is, of course, available to residents, the Mayor and Councillors, and Council staff, it is not available to research or other companies to use or leverage in any way for commercial purposes.

* * * * *



C. EXECUTIVE SUMMARY

This report summarises the opinions and attitudes of 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, 2010 and 2011 Communitrak survey results.

COUNCIL SERVICES/FACILITIES

Summary Table: Satisfaction With Services/Facilities

	Waipa 2012		Waipa 2011	
	Very / fairly satisfied	Not very satisfied	Very / fairly satisfied	Not very satisfied
	%	%	%	%
Parks and reserves (including sportsgrounds)	93	4	88	8
Roads - safety	84	15	78	21
Kerbside or roadside recycling service	83	15	84	15
Dog control [†]	82	11	87	5
Parking in Cambridge and Te Awamutu [†]	78	21	93	7
Library service	77	4	75	4
Roads - maintenance	77	22	80	20
Public toilets	76	10	76	11
Maintenance of footpaths	73	20	77	18
Water treatment and supply	70	11	62	16
Noise control services [†]	69	4	77	4
Wastewater services	63	3	65	5
Swimming pools	63	21	72	12
Stormwater services	61	20	66	17
Museum	52	7	55	4
Building control and building inspections	44	9	NA	NA
Civil Defence organisation	42	3	NA	NA
Resource management	35	15	NA	NA

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

[†] 2011 readings relate to a separate survey of 100 residents

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 %
• swimming pools	21	11	8
• stormwater services	20	18	12
• water treatment and supply	11	**7	**6

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

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

• parking in Cambridge and Te Awamutu	21	°°30	°°31
• footpaths - maintenance	20	†27	†21
• road safety	15	*20	*21
• dog control	11	20	16
• public toilets	10	14	20
• building control and building inspections	9	◊◊19	◊◊18
• noise control services	4	13	13
• wastewater services	3	°10	°7
• Civil Defence organisation	3	7	8

† these figures are based on footpaths in general

* these figures are based on roading in general

° these figures are based on the sewerage system

°° these figures are based on parking in local town/city

◊◊ these figures are based on town planning, including planning and inspection services

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

• maintenance of roads	22	*20	*21
• resource management	15	◊◊19	◊◊18
• kerbside or roadside recycling service	15	††12	††13
• museums	7	4	4
• parks and reserves (including sportsgrounds)	4	◊4	◊5
• library service	4	-	2

* these figures are based on roading in general

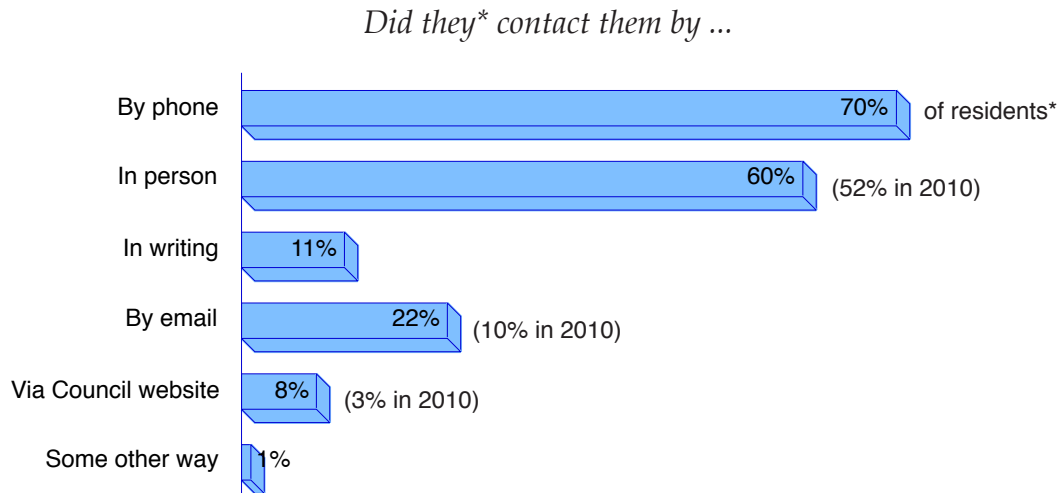
†† these figures are based on recycling in general

◊ 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

◊◊ these figures are based on town planning, including planning and inspection services

CUSTOMER SERVICE

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



Base = 193

Their main queries were in regard to:

- dog control/ registration/ dog issues, 17% of residents*,
- rates issues, 13%,
- building permits/ consents/ resource consents, 10%,
- roading/ road signs/ marking/ traffic issues, 7%,
- water issues, 7%.

76% of residents* say their query was attended to in a timely fashion (87% in 2010), with 70% saying it was dealt with to their satisfaction (78% in 2010).

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

Suggested main improvements[†]:

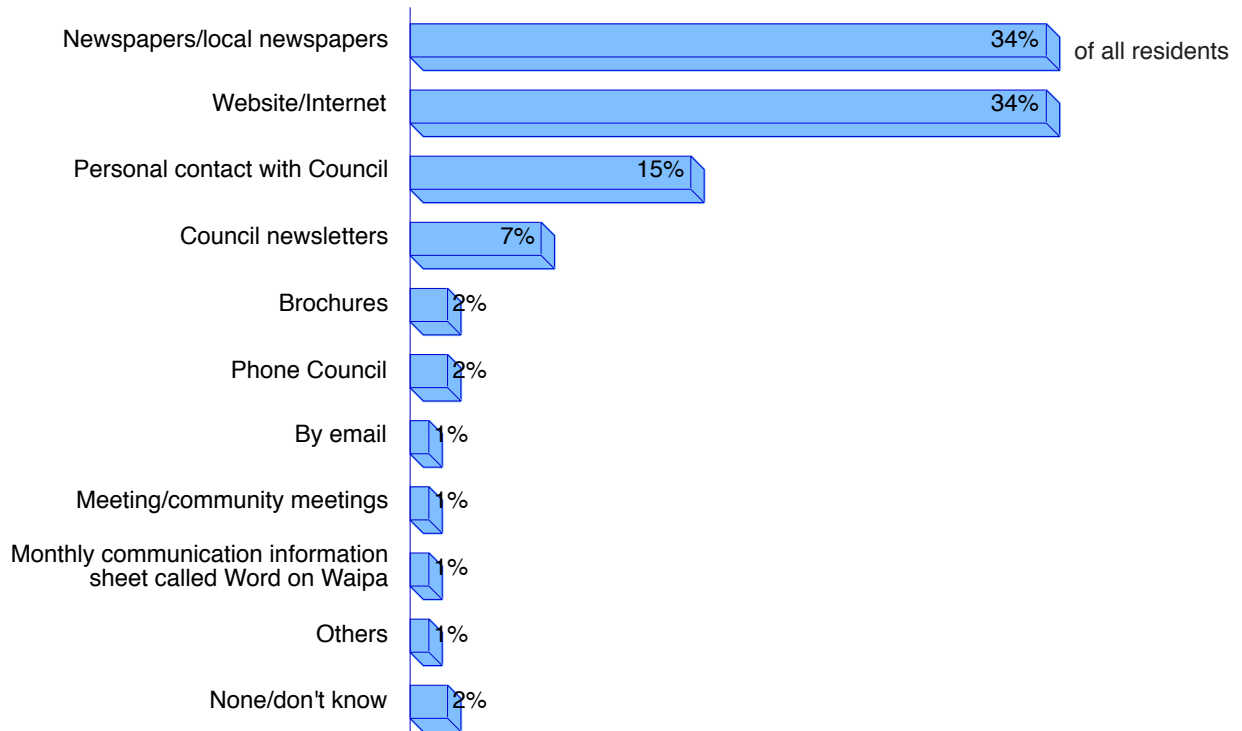
- better customer service/ friendly/ helpful, 8% of residents*,
- better communication with us/ better communication between departments, 6%,
- quicker response/ follow up when they say they will/ return calls/ quicker response, 5%.

* residents who have personally contacted the Council, in the last 12 months (N=193)

[†] multiple responses allowed

COMMUNICATION

Most Preferred Method To Find Out Information About Council Or Council Initiatives ...



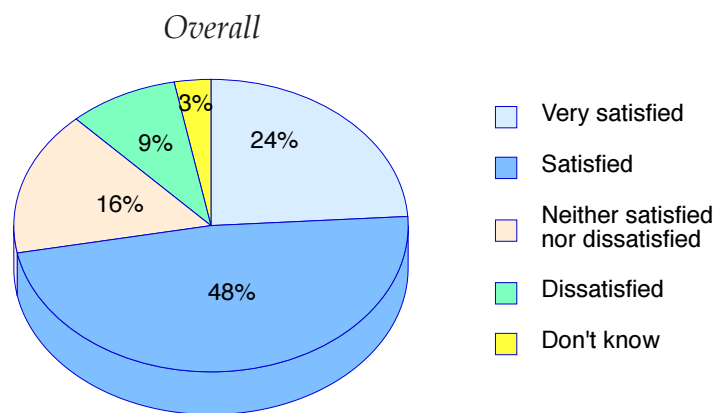
SAFETY IN THE DISTRICT

	Year	Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
In the town centres of Cambridge and Te Awamutu during the day	2012	69	30	99	-	1	-	1	-
	2009	59	39	98	1	1	-	1	-
In the town centres of Cambridge and Te Awamutu at night	2012 [†]	20	49	69	14	9	1	10	8
	2009	20	45	65	14	11	1	12	9
In their local neighbourhood or area during the day	2012	72	26	98	1	1	-	1	-
	2009	62	36	98	1	1	-	1	-
In their local neighbourhood or area at night	2012	47	38	85	8	6	1	7	-
	2009	39	44	83	9	5	1	6	2

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

PROGRESSING THE HOUSE OF WAIPA

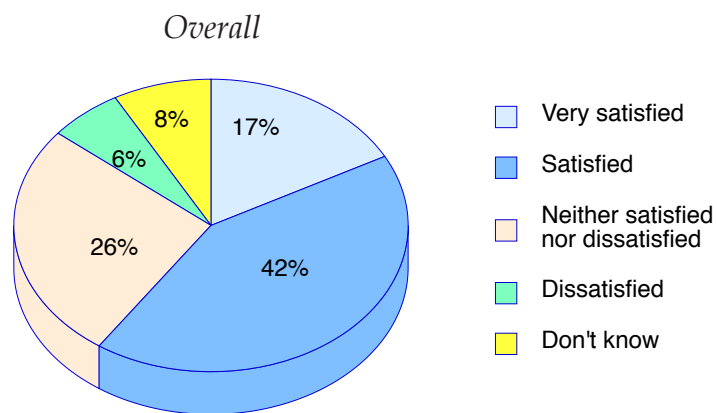
How Satisfied Are Residents With The Amount Of Business Or Commercial Development In Their Area?



Thinking about all the services and facilities Council provides, 61% of residents think they offer good value for money, 28% say they don't and 11% are unable to comment.

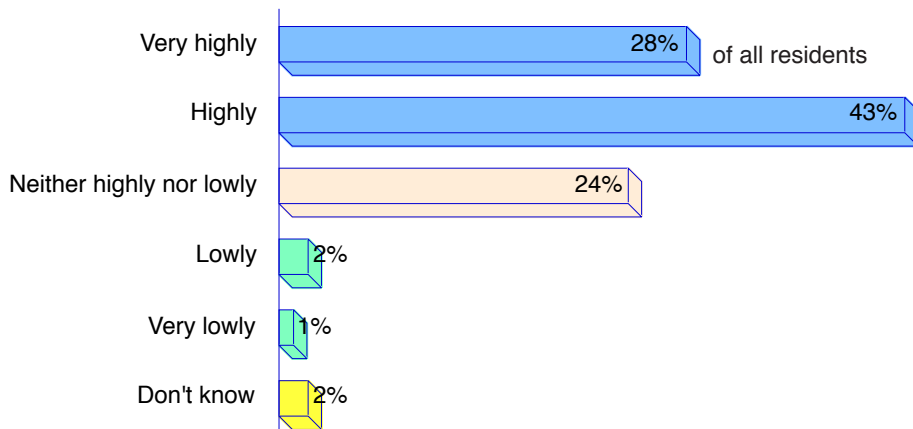
ENVIRONMENTAL AND CULTURAL CHAMPIONS

How Satisfied Are Residents That The Cultural Facilities And Events In Their Community Adequate Represent The Cultural Diversity Of Their District?

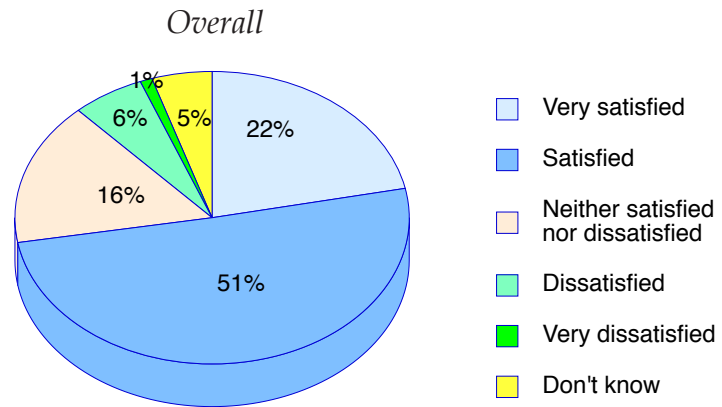


(Does not add to 100% due to rounding)

How Highly Do Residents Value The Heritage Of The District?



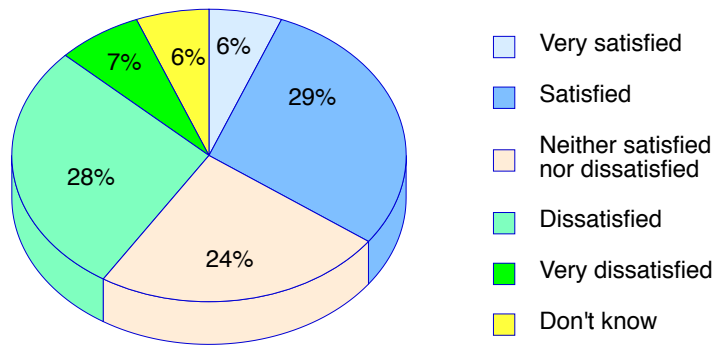
How Satisfied Are Residents That Council Does A Good Job Of Protecting And Valuing The History Of The Area?



(Does not add to 100% due to rounding)

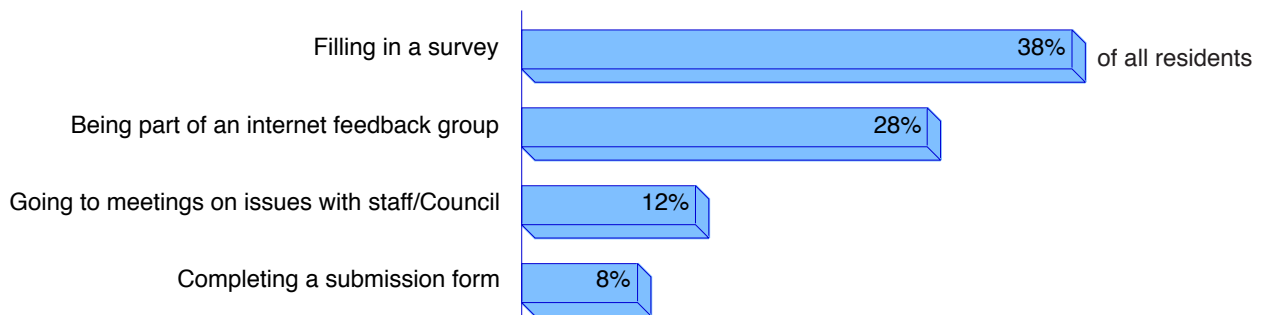
CONNECTING WITH OUR COMMUNITIES

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

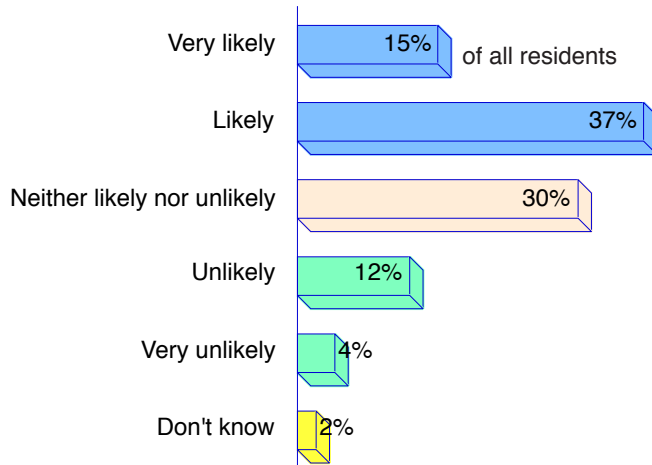


What Method Do Residents Most Prefer To Use To Engage With Them On Current Issues And Proposals?

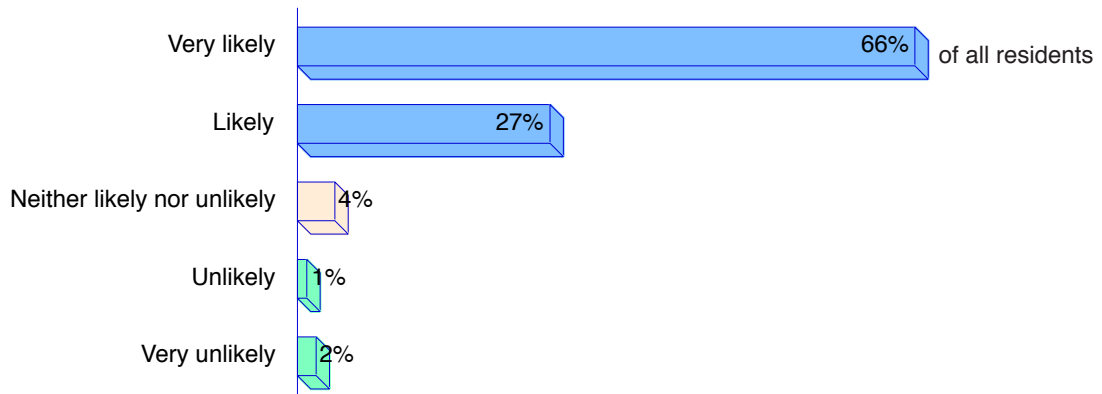
Main Mentions ...



How Likely Are Residents To Talk Positively About The Waipa District Council



How Likely Are You To Promote Waipa As A Good Place To Live

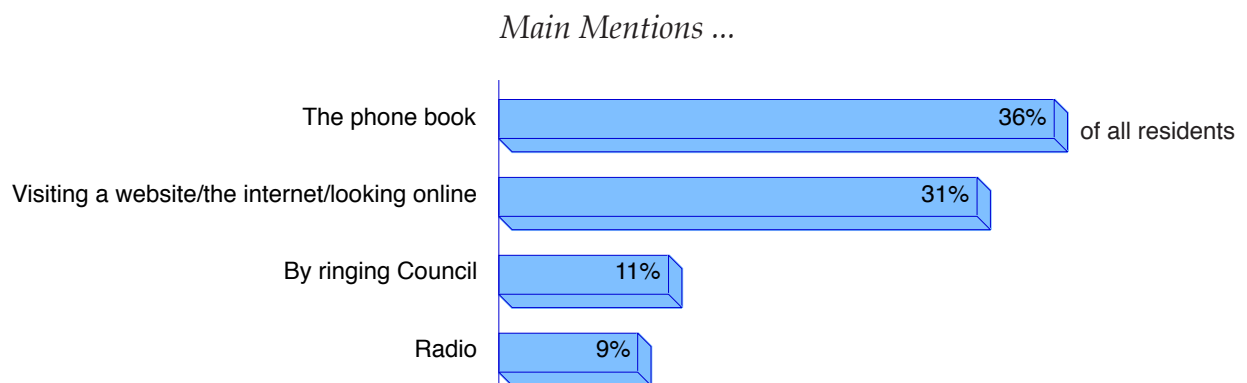


EMERGENCY MANAGEMENT

Which Of The Following Do Households Have ...

	Yes %	No %
Stored water to last three days	53	47
Stored food to last three days	91	9
Emergency lighting for example a torch	97	3
A battery operated radio	67	33
Spare batteries for a torch and radio	78	22
A first aid kit	94	6
Essential medication	88	12
An emergency plan, including what to do and where to meet	41	59

Where, Or From Whom, Would Residents Get Civil Defence Information*:



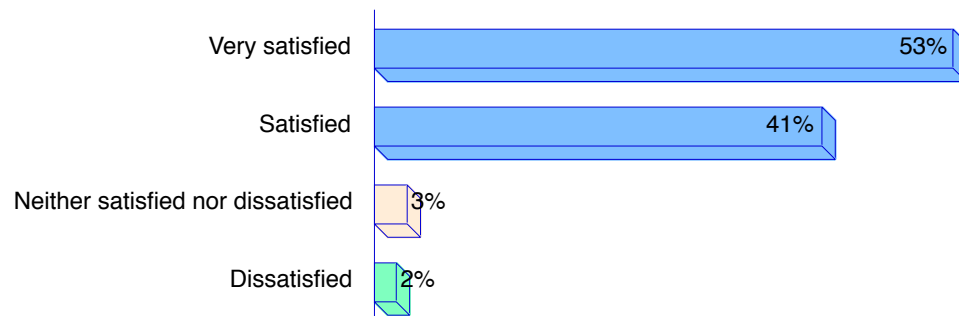
* multiple responses allowed

PLACE TO LIVE

36% of residents think Waipa District is better, as a place to live, than it was three years ago, 55% feel it is the same and 3% say it is worse. 6% are unable to comment.

QUALITY OF LIFE

In General ...



(Does not add to 100% due to rounding)

BIGGEST ISSUES

The main issues* residents feel are their area's biggest are ...

- employment in the area/jobs for people especially young people, mentioned by 28% of all residents,
- education issues, 15%,
- business promotion/need to attract/retain business, 13%,
- environmental issues/pollution issues/caring for environment, 11%,
- present economic condition/cost of living/people are struggling financially, 9%,
- swimming pool, 6%,
- crime in the area/better policing/needed, 6%,
- safety/personal safety/community safety, 6%.

* multiple responses allowed (residents asked to mention three biggest issues)

The main issues* residents feel Council should be looking at are ...

- roads/road maintenance/traffic control/road signage/road safety, mentioned by 21% of all residents,
- rates/rate increases/amount of service for rates we pay, 14%,
- Council spending/reducing Council debt, 11%,
- traffic congestion/bypass needed/keep trucks away, 11%,
- swimming pool/run it better/upgrade it/sort out Cambridge pool issue, 9%,
- water supply/need constant supply/no restrictions/upgrading of water mains, 9%.

* multiple responses allowed (residents asked to mention three main issues)

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

42% of residents rate the performance of the Mayor and Councillors, in the last year, as very / fairly good. 18% rate their performance as not very good / poor. Waipa District is below the Peer Group and National Averages, in terms of rating the Mayor and Councillors' performance as very or fairly good.

b. Performance Rating of the Council Staff

63% of residents rate the performance of the Council staff, in the last year, as very or fairly good. 4% rate their performance as not very good / poor. Waipa District is slightly below the Peer Group Average and similar to the National Average, in terms of those rating Council staff performance as very or fairly good.

c. Performance Rating of Community Board Members

42% of residents who have a Community Board member rate their performance, in the last year, as very or fairly good, while 9% say it is not very good / poor. A large percentage (32%) are unable to comment.

* * * * *

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

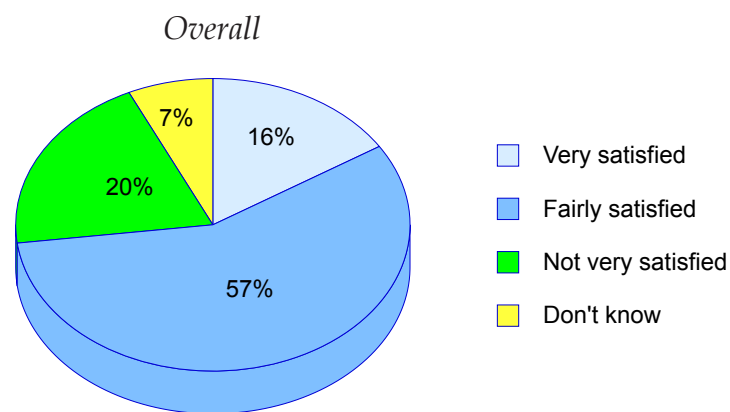


1. Council Services/Facilities

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



73% of Waipa District residents are satisfied with the maintenance of footpaths (77% in 2011), while 20% are not very satisfied with this aspect of footpaths.

The percent not very satisfied with footpath maintenance is below the Peer Group Average and similar to the National Average for footpaths in general and similar to the 2011 reading.

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

- women,
- residents aged 60 years or over,
- residents with an annual household income of \$70,000 or less.

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

Satisfaction With The Maintenance Of Footpaths

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2012	16	57	73	20	7
2011 [†]	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
Comparison*					
Peer Group (Provincial)	22	45	67	27	6
National Average	26	49	75	21	4
Ward					
Cambridge [†]	19	56	75	18	6
Kakepuku [†]	17	59	76	8	15
Maungatautari	6	62	68	8	24
Pirongia	21	54	75	17	8
Te Awamutu	11	58	69	30	1
Gender					
Male [†]	16	60	76	15	8
Female	15	54	69	25	6
Age					
18-39 years	19	61	80	15	5
40-59 years	16	58	74	18	8
60+ years	12	51	63	29	8
Household Income					
Less than \$40,000 pa	8	58	66	31	3
\$40,000 - \$70,000 pa	11	50	61	28	11
More than \$70,000 pa	20	62	82	13	5

% 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,
- poor condition/old/poorly maintained/slow to maintain/need upgrading,
- no footpaths/not enough/one side only.

Summary Table:

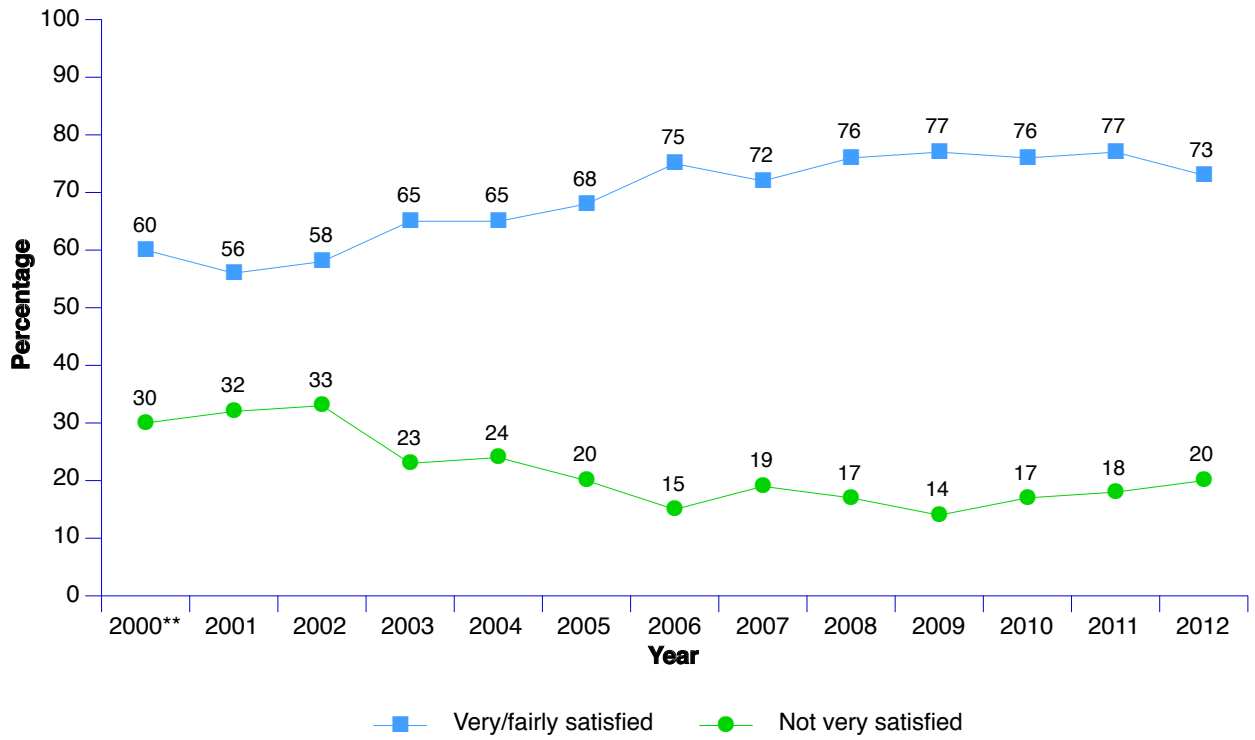
Main Reasons* For Being Not Very Satisfied With Footpath Maintenance

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Uneven/cracked/broken/potholes/rough	10	12	1	-	-	18
Poor condition/old/poorly maintained/slow to maintain/need upgrading	6	5	4	-	6	8
No footpaths/not enough/one side only	5	4	2	5	11	4

* multiple responses allowed

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

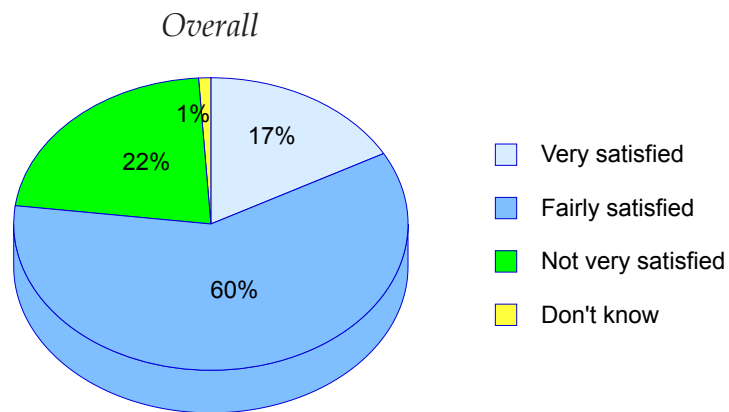
Footpath Maintenance



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

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 73%

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



77% of Waipa District residents are satisfied with the maintenance of roads, (80% in 2011), while 22% are not very satisfied.

The percent not very satisfied is similar to the Peer Group and National Averages for roading in general and the 2011 reading.

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

- Maungatautari Ward residents,
- men,
- non-ratepayers.

Satisfaction With The Maintenance Of Roads (excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2012	17	60	77	22	1
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
Comparison*					
Peer Group (Provincial)	21	59	80	20	-
National Average	22	57	79	21	-
Ward					
Cambridge [†]	20	58	78	21	2
Kakepuku	17	59	76	24	-
Maungatautari	15	44	59	41	-
Pirongia	14	73	87	13	-
Te Awamutu	14	62	76	23	1
Gender					
Male	15	58	73	27	1
Female	18	63	81	18	1
Ratepayer?					
Ratepayer	18	62	80	19	1
Non-ratepayer [†]	8	48	56	40	3

% read across

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

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

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

- poor quality of work/materials used/too much patching,
- potholes/uneven/rough/bumpy,
- poor condition/poorly maintained/slow to maintain.

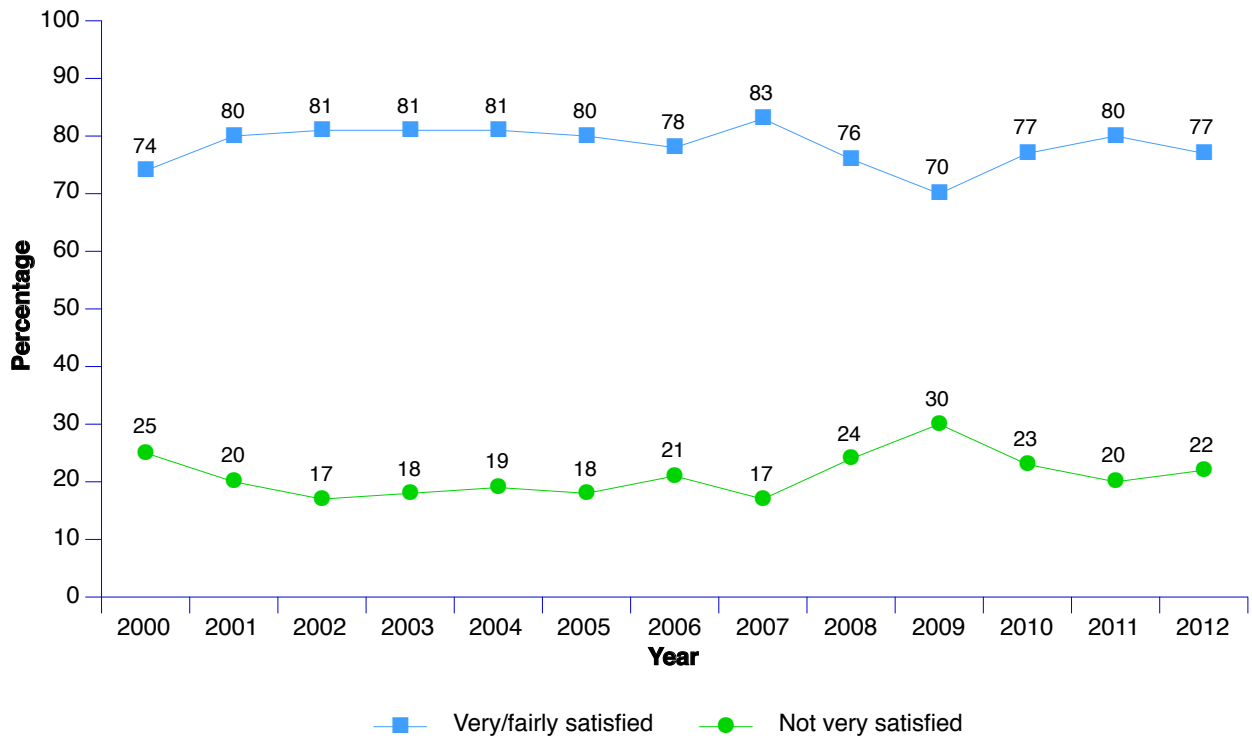
Summary Table: Main Reasons* For Being Not Very Satisfied With Road Maintenance

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Poor quality of work/materials used/too much patching	8	11	10	8	2	9
Potholes/uneven/rough/bumpy	8	6	8	17	2	10
Poor condition/poorly maintained/slow to maintain	5	5	1	17	2	3

* multiple responses allowed

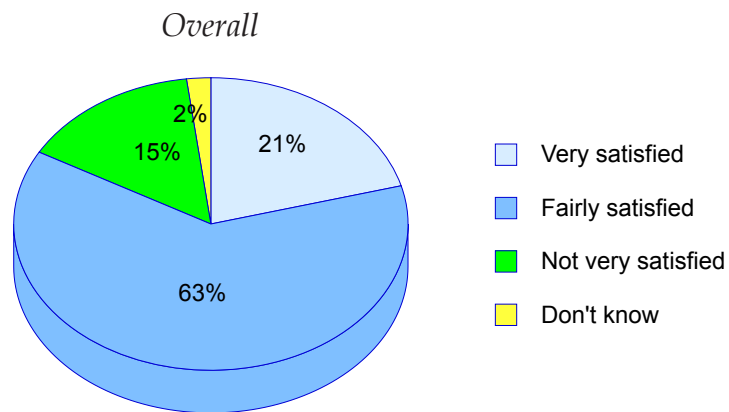
NB: no other reason is mentioned by more than 2% of all residents

Road Maintenance



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

iii. Roads - Safety (excluding State Highways)



Overall, 84% of residents are satisfied with the safety of roads in the Waipa District (78% in 2011), while 15% are not very satisfied (21% in 2011).

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

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

Satisfaction With The Safety Of Roads (excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2012 [†]	21	63	84	15	2
2011	19	59	78	21	1
2010 [†]	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
Comparison*					
Peer Group (Provincial)	21	59	80	20	-
National Average	22	57	79	21	-
Ward					
Cambridge	21	62	83	13	4
Takepuku	28	58	86	14	-
Maungatautari	13	41	54	45	1
Pirongia	17	68	85	15	-
Te Awamutu	24	67	91	9	-

% read across

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

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

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

- speeding/reduce speed limit/have speed bumps,
- poor condition/not maintained/unsealed/potholes/poor quality,
- dangerous areas/unsafe intersections/roundabouts,
- narrow roads/need widening,
- issues with cyclists.

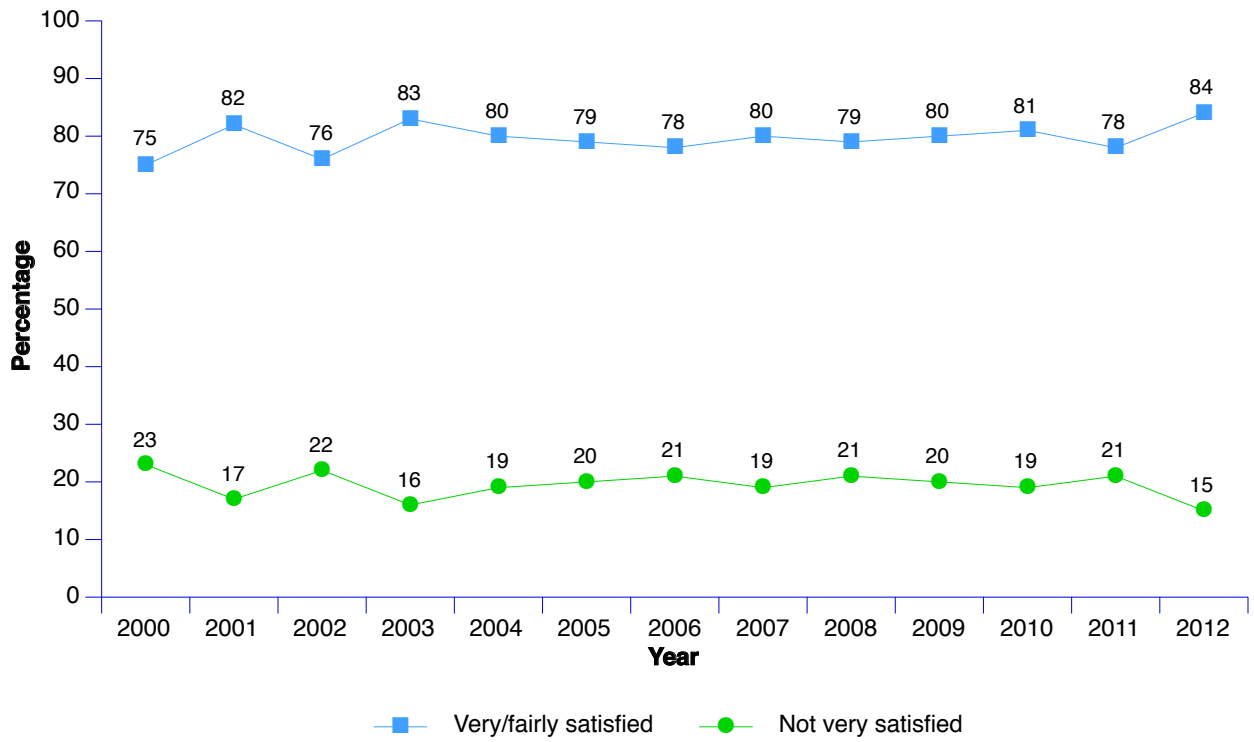
Summary Table:

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

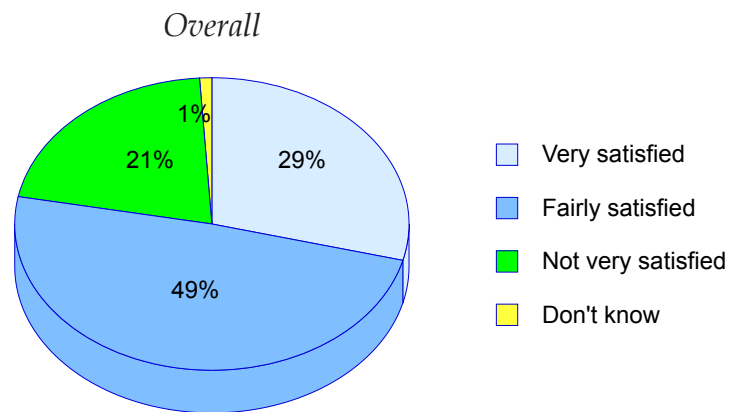
	Total District 2012 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Speeding/reduce speed limit/have speed bumps	4	2	1	4	7	4
Poor condition/not maintained/unsealed/potholes/poor quality	3	3	7	18	-	1
Dangerous areas/unsafe intersections/roundabouts	3	3	7	1	3	2
Narrow roads/need widening	2	2	-	12	2	-
Issues with cyclists	2	2	-	3	2	1

* multiple responses allowed

Safety Of Roads



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

iv. Parking In Cambridge And Te Awamutu

78% of residents are satisfied with parking in Cambridge and Te Awamutu, including 29% who are very satisfied. 21% are not very satisfied.

The percent not very satisfied is below the Peer Group and the National Averages for parking in your local town/ city.

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

- woman,
- residents with an annual household income of less than \$40,000.

Satisfaction With Parking In Cambridge And Te Awamutu

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall[†]					
Total District 2012	29	49	78	21	1
2011*	20	73	93	7	-
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
Comparison**					
Peer Group (Provincial)	24	44	68	30	2
National Average	23	43	66	31	3
Ward					
Cambridge	28	45	73	25	2
Kakepuku	27	51	78	20	2
Maungatautari	21	49	70	30	-
Pirongia	32	53	85	14	1
Te Awamutu	31	50	81	19	-
Gender					
Male ^{††}	29	55	84	16	1
Female	29	43	72	27	1
Household Income					
Less than \$40,000 pa	32	29	61	37	2
\$40,000 - \$70,000 pa	18	58	76	24	-
More than \$70,000 pa	35	49	84	16	-

% read across

* 2011 relates to a separate survey of 100 residents

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

† not asked prior to 2005

†† does not add to 100% due to rounding

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

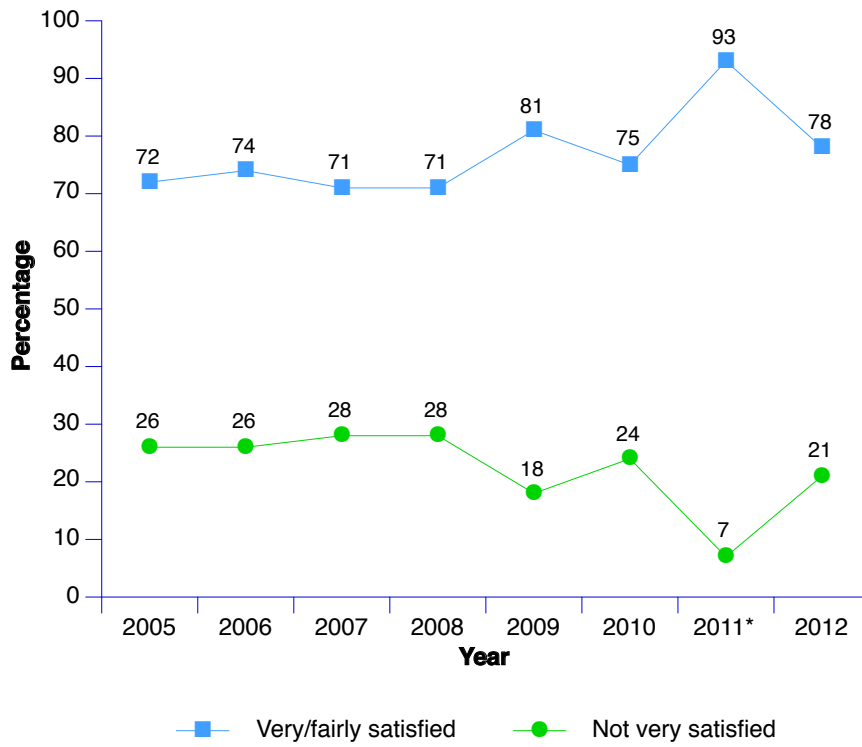
- not enough parking/ need more,
- parking taken up by businesses/ workers/ park all day,
- need angle parking/ parallel parking difficult/ less parks with parallel parking,
- need policing/ parking time limits ignored.

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

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Not enough parking/need more	16	17	18	29	14	13
Parking taken up by businesses/ workers/ park all day	3	6	1	-	1	1
Need angle parking/ parallel parking difficult/ less parks with parallel parking	3	2	4	-	6	2
Need policing/ parking time limits ignored	2	4	-	-	-	2

* multiple responses allowed

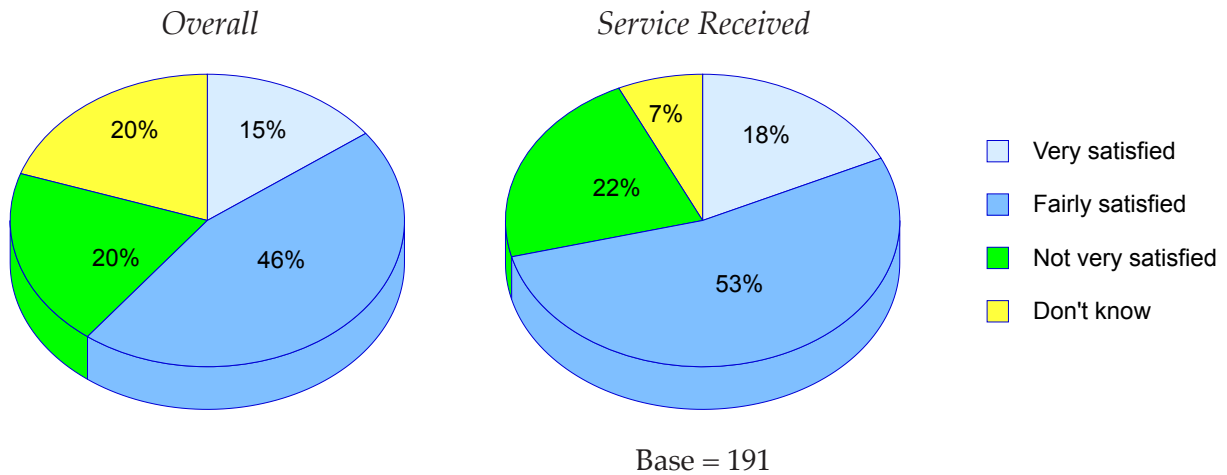
Parking In Cambridge And Te Awamutu



* 2011 relates to a separate survey of 100 residents

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

v. Stormwater Services



61% of residents overall are satisfied with the District's stormwater services (66% in 2011), while 20% are not very satisfied with this service. 20% are unable to comment (16% in 2011).

The percent not very satisfied is similar to the Peer Group Average, above the National Average and on par with the 2011 reading.

48% of residents say that Council provides a piped stormwater collection where they live. Of these, 71% are satisfied and 22% not very satisfied.

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

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 %
Overall					
Total District 2012 [†]	15	46	61	20	20
2011 [†]	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
Service Received	18	53	71	22	7
Comparison					
Peer Group (Provincial)	32	34	66	18	16
National Average	38	40	78	12	10
Ward					
Cambridge	15	45	60	25	15
Takepuku	12	53	65	2	33
Maungatautari	5	32	37	15	48
Pirongia [†]	11	40	51	19	29
Te Awamutu	19	50	69	20	11
Household Size					
1-2 person household	13	41	54	27	19
3+ person household [†]	16	50	66	13	22

% read across

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

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

- flooding/surface flooding,
- drains blocked with leaves/need clearing more often,
- inadequate/overflows/need improving/maintenance.

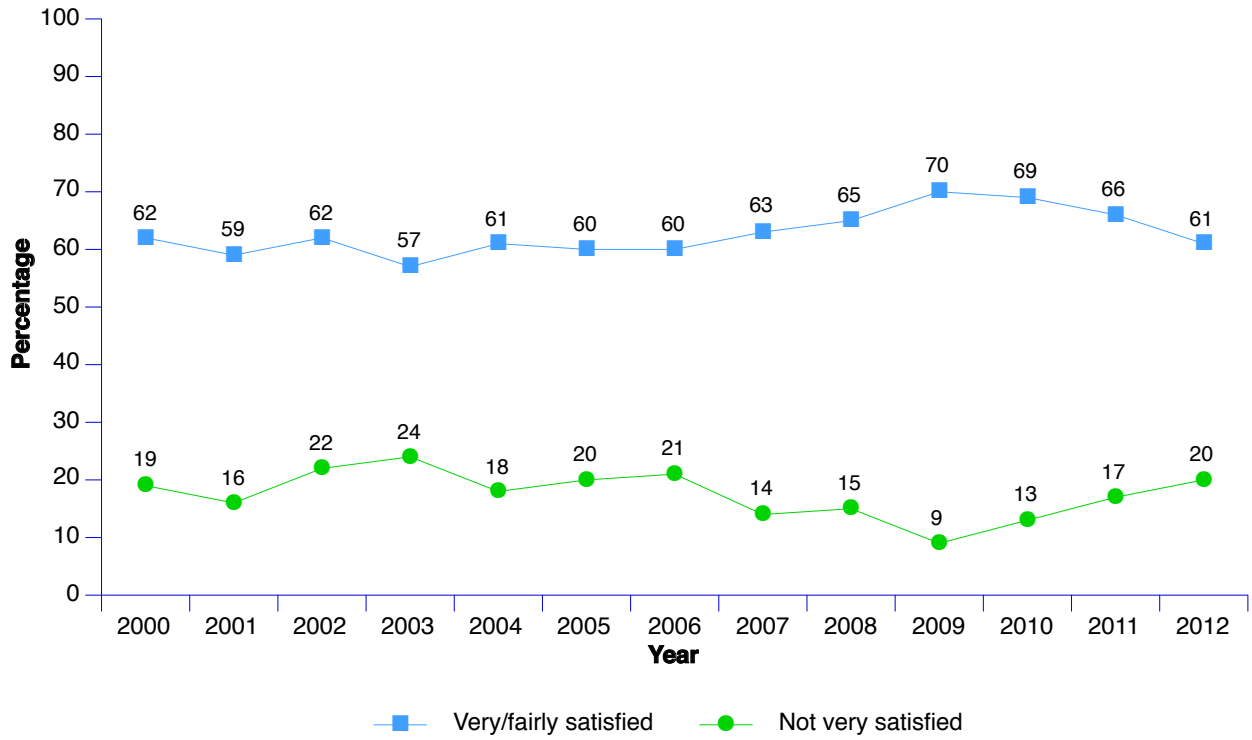
Summary Table: Main Reasons* For Being Not Very Satisfied With Stormwater Services

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Flooding/surface flooding	8	13	-	-	8	6
Drains blocked with leaves/need clearing more often	7	10	2	5	3	8
Inadequate/not coping/overflows/need improving/maintenance	5	8	-	5	6	3

* multiple responses allowed

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

Stormwater Services



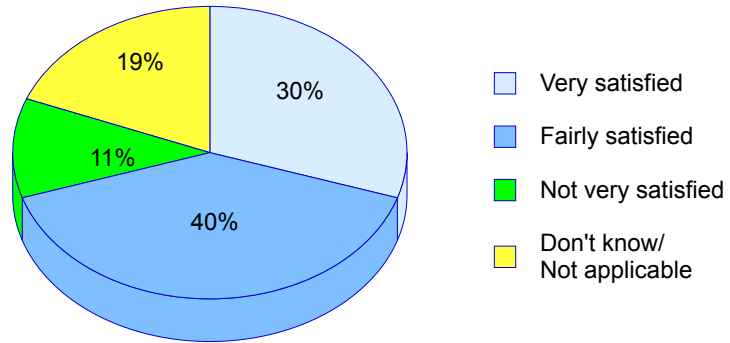
Recommended Satisfaction Measure For Reporting Purposes:

Total District = 61%

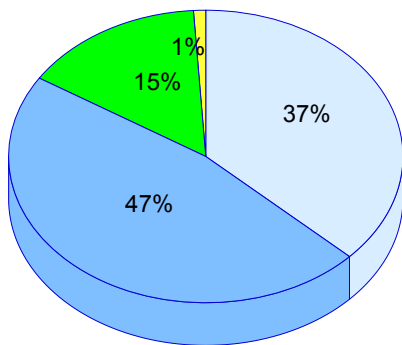
Receivers of service = 71%

vi. *Water Treatment And Supply*

Overall

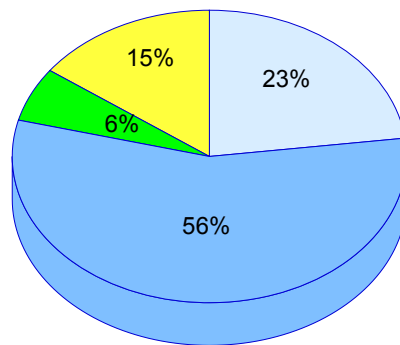


Receive Full Public Water Supply



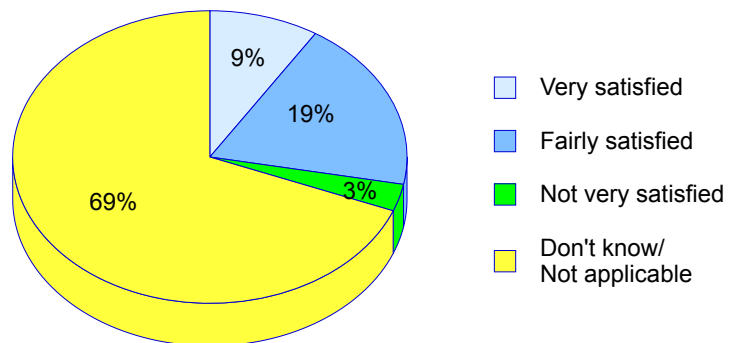
Base = 260

Receive Restricted Public Water Supply



Base = 14*

Have Private Supply



Base = 121

* caution: small base

70% of residents are satisfied with water treatment and supply (62% in 2011), including 30% who are very satisfied. 11% are not very satisfied and 19% are unable to comment.

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

69% say they are provided with a full public water supply, while 3% say they receive a restricted water supply. 26% of residents have a private supply and 3% don't know.

Of those on a full public water supply, 84% are satisfied, with 79% on a restricted supply satisfied (caution is required as the base is small). 28% of residents with a private water supply are satisfied, while a significant percentage (69%), 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 residents who live in a one or two person household are slightly more likely to feel this way, than those who live in a three or more person household.

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 %
Overall					
Total District 2012	30	40	70	11	19
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
Receive full public water supply	37	47	84	15	1
Receive restricted public water supply ⁺⁺	23	56	79	6	15
Have private supply	9	19	28	3	69
Comparison*					
Peer Group (Provincial)	44	30	74	7	19
National Average	49	36	85	6	9
Ward					
Cambridge	35	50	85	7	8
Takepuku	8	27	35	3	62
Maungatautari	15	10	25	9	66
Pirongia	35	21	56	15	29
Te Awamutu	30	48	78	17	5
Household Size[†]					
1-2 person household	28	37	65	15	19
3+ person household	31	42	73	8	20

% 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

++ caution: small base

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

- water shortage/not keeping up with demand/lack of water supply/restrictions in summer,
- poor quality/discoloured/not drinkable,
- taste is bad,
- cost issues.

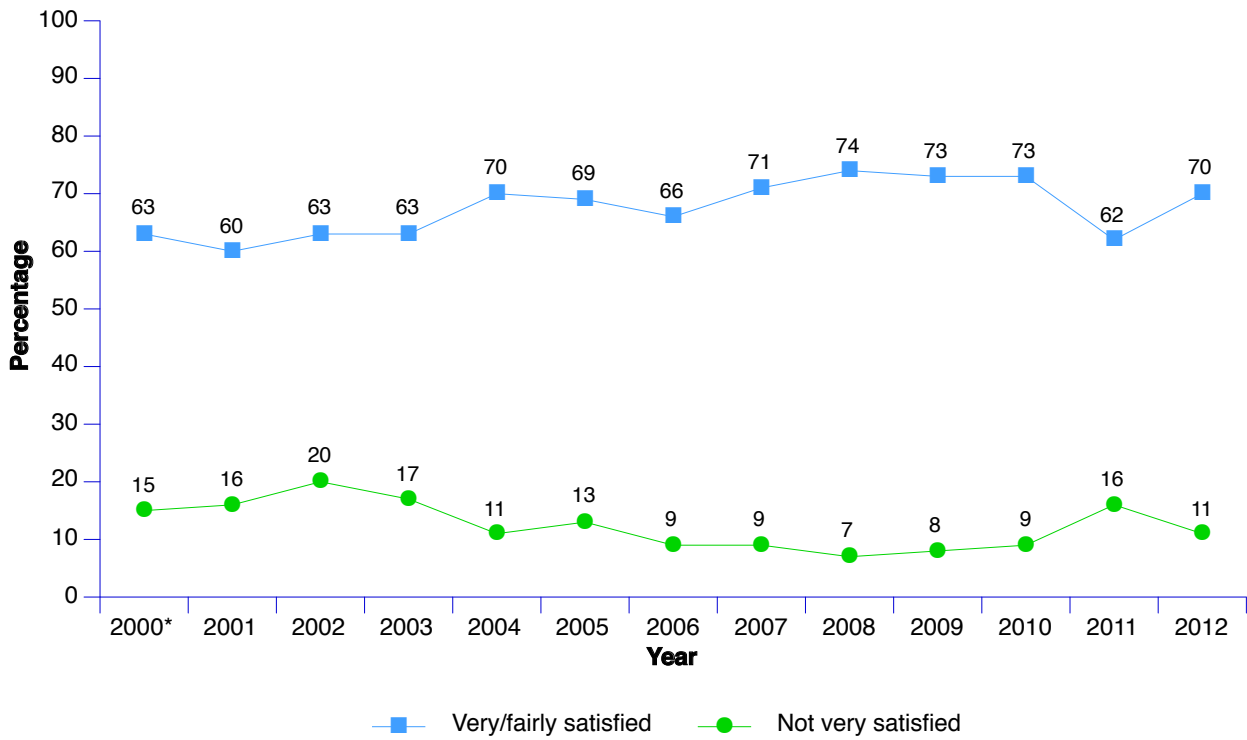
Summary Table:

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

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Water shortage/not keeping up with demand/lack of water supply/restrictions in summer	5	2	3	-	8	8
Poor quality/discoloured/not drinkable	2	2	-	9	-	3
Taste is bad	2	1	-	9	-	2
Cost issues	2	-	-	-	6	2

* multiple responses allowed

Water Treatment And Supply

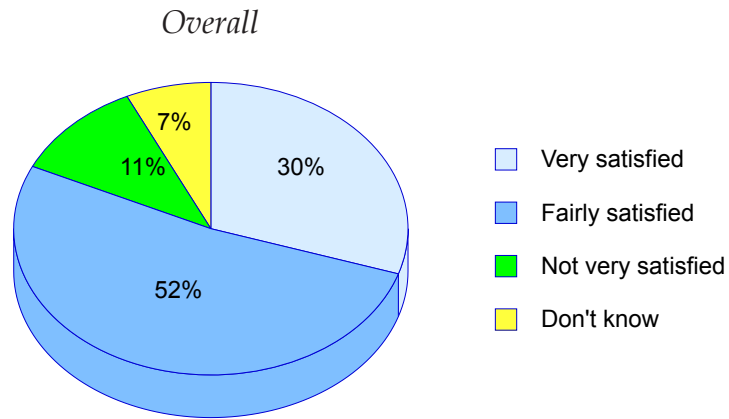


* the 2000 reading is based on ratings of the water supply in general

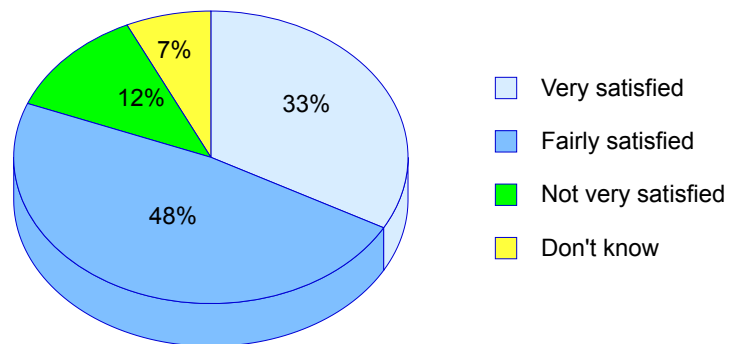
Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 70%
Receivers of Full Public Water Supply	= 84%
Receivers of Restricted Public Water Supply*	= 79%
On Private Supply	= 28%

* caution: small base

vii. Control Of Dogs



Satisfaction Amongst Dog Owners



Base = 157

82% of Waipa District residents are satisfied with dog control, with 30% being very satisfied.

11% of residents are not very satisfied. The percent not very satisfied is below the Peer Group Average and slightly below the National Average.

41% of residents identify themselves as dog owners. Of these, 81% are satisfied and 12% not very satisfied.

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

Satisfaction With Dog Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2012	30	52	82	11	7
2011*	27	60	87	5	8
2010†	43	38	81	11	9
2009	40	44	84	9	7
2008	39	43	82	15	3
2007	36	39	75	14	11
2006	34	47	81	14	5
2005	28	51	79	15	6
2004	37	41	78	17	5
2003	29	42	71	21	8
2002	25	50	75	19	6
2001	27	48	75	17	8
2000	25	47	72	19	9
Dog Owners	33	48	81	12	7
Comparison					
Peer Group (Provincial)	36	40	76	20	4
National Average	35	42	77	16	7
Ward					
Cambridge	33	53	86	8	6
Takepuku†	37	44	81	12	8
Maungatautari	18	46	64	5	31
Pirongia	28	56	84	13	3
Te Awamutu†	30	51	81	16	4
Household Income					
Less than \$40,000 pa	28	38	66	22	12
\$40,000 - \$70,000 pa	31	49	80	11	9
More than \$70,000 pa	29	58	87	8	5

% read across

* 2011 reading relates to a survey of 100 residents

† 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,
- poor response to complaints/nothing done,
- barking dogs,
- need more control/more enforcement of rules,
- owners not responsible.

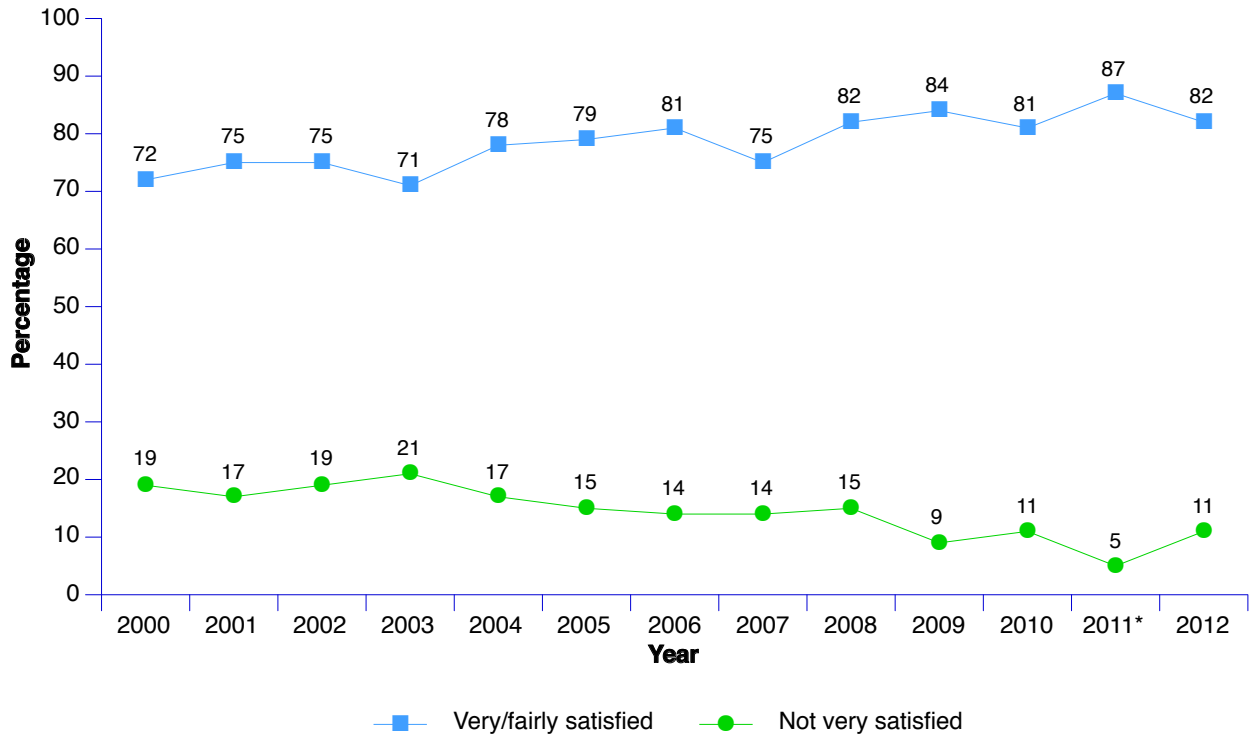
Summary Table:

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

	Total District 2012 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Too many roaming/ uncontrolled dogs	6	3	6	5	3	10
Poor response to complaints/ nothing done	2	2	1	-	1	4
Barking dogs	2	1	4	-	1	3
Need more control/ more enforcement of rules	2	2	-	-	2	2
Owners not responsible	2	2	3	-	6	-

* multiple responses allowed

Control Of Dogs



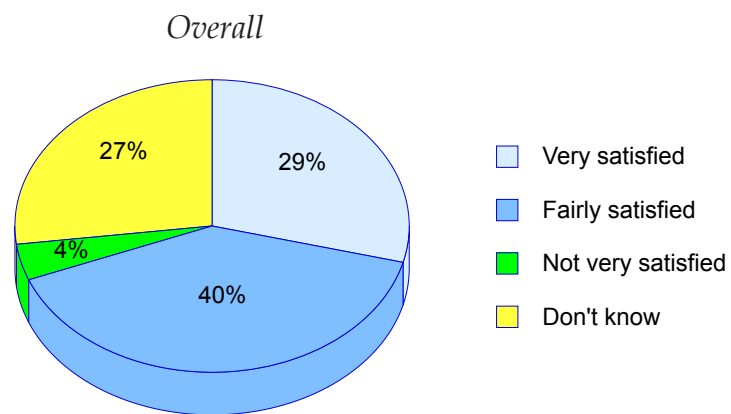
* 2011 reading relates to a survey of 100 residents

Recommended Satisfaction Measure For Reporting Purposes:

Total District = 82%

Dog Owners = 81%

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



69% of Waipa District residents are satisfied with Council efforts in the control of noise, including 29% who are very satisfied. 4% are not very satisfied with this service while a large percentage, 27% are unable to comment.

Waipa District is below Peer Group residents and residents nationally, in terms of the percent not very satisfied.

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

Satisfaction With Noise Control Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2012	29	40	69	4	27
2011 [†]	18	59	77	4	18
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
Comparison*					
Peer Group (Provincial)	32	43	75	13	12
National Average	33	44	77	13	10
Ward					
Cambridge	28	46	74	5	21
Kakepuku	20	30	50	-	50
Maungatautari	18	34	52	-	48
Pirongia	26	32	58	8	34
Te Awamutu	36	41	77	4	19

% read across

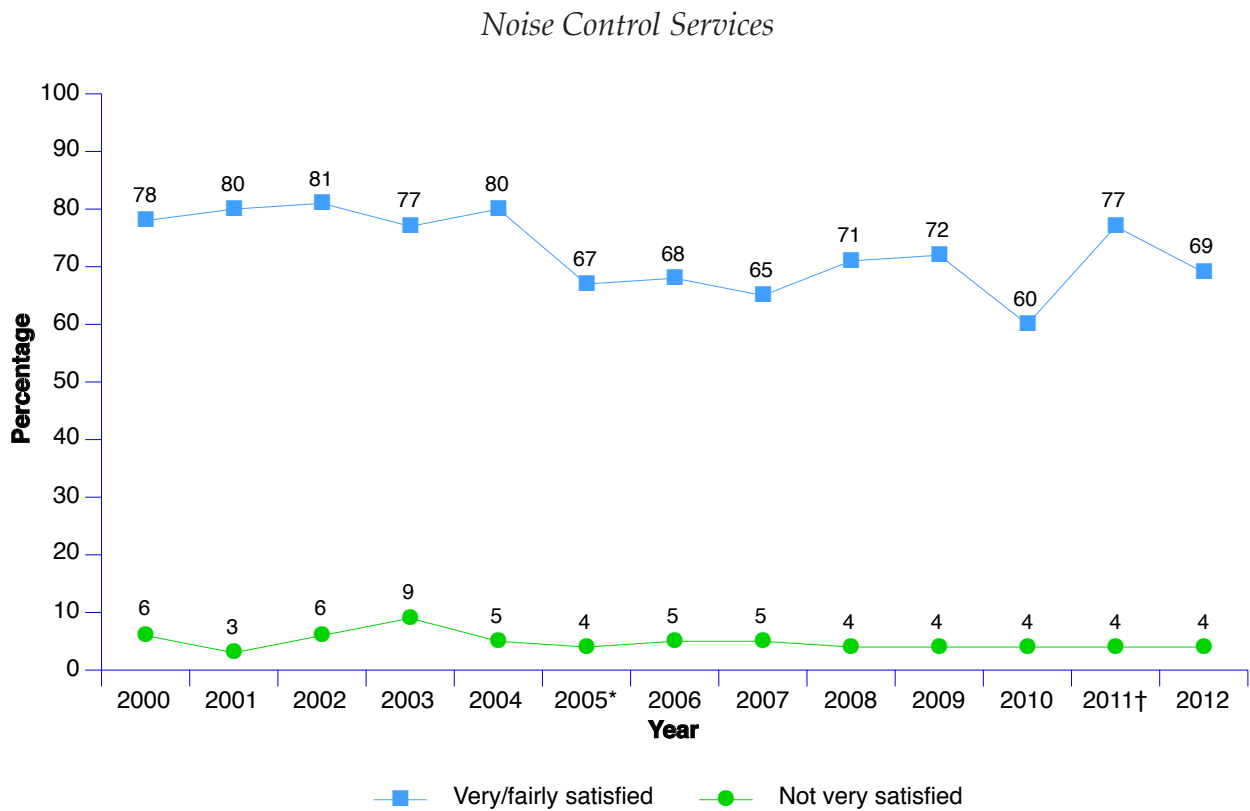
* readings prior to 2005 and Peer Group and National Averages do not specifically exclude traffic noise and barking dogs. 2011 readings relate to a survey of 100 residents.

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

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

- poor response/slow to respond/no-one comes, mentioned by 3% of all residents,
- noisy neighbours/parties, 2%.

* multiple responses allowed

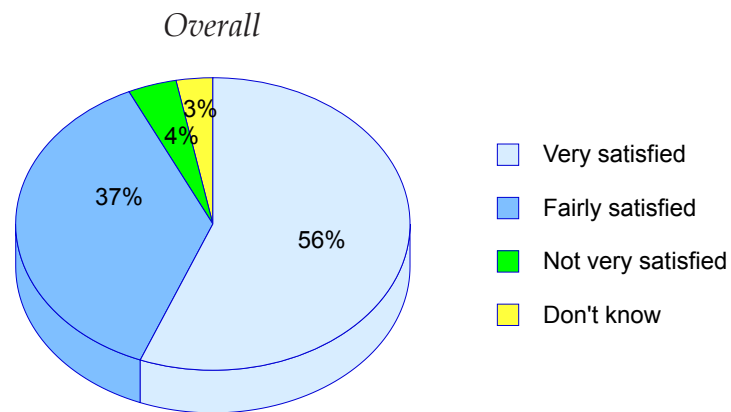


* readings prior to 2005 and Peer Group and National Averages do not specifically exclude traffic noise and barking dogs

† 2011 readings relate to a survey of 100 residents

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 69%

ix. Parks And Reserves (including Sportsgrounds)



93% of District residents are satisfied with their parks and reserves (including sportsgrounds), compared to 88% in 2011, with 56% being very satisfied. 4% are not very satisfied with these facilities (8% in 2011) and 3% are unable to comment.

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

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

Satisfaction With Parks And Reserves (including Sportsgrounds)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2012	56	37	93	4	3
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
Comparison*					
Peer Group (Provincial)	63	28	91	4	5
National Average	56	34	90	5	5
Ward					
Cambridge	58	34	92	5	3
Kakepuku [†]	68	31	99	-	1
Maungatautari	41	47	88	3	9
Pirongia	53	41	94	6	-
Te Awamutu	57	35	92	5	3

% read across

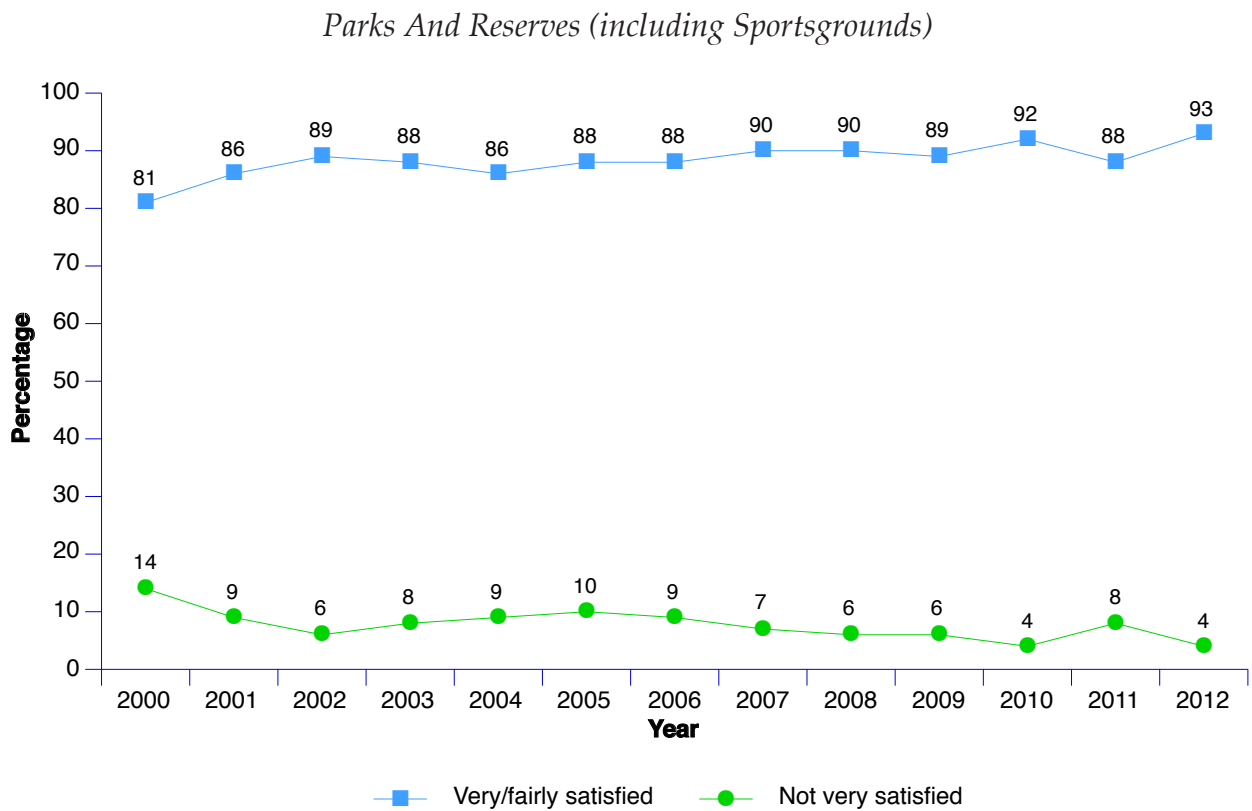
* Peer Group and National Average are the **averaged** readings for parks and reserves and sportsgrounds and playgrounds as these were asked separately in the 2010 National Communitrak survey

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

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

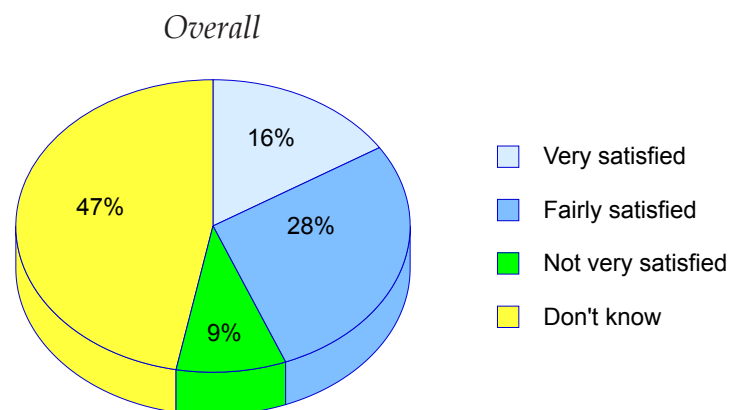
- lack of upkeep / untidy / need maintenance / beautification, mentioned by 2% of all residents,
- need upgrading / improvements, 2%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 93%

x. Building Control And Building Inspections



44% of residents are satisfied with building control and building inspections, 9% are not very satisfied and a significant percentage (47%) are unable to comment.

The percent not very satisfied (9%) 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 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.

Satisfaction With Building Control And Building Inspections

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall[†]					
Total District 2012	16	28	44	9	47
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
Comparison*					
Peer Group (Provincial)	9	40	49	19	32
National Average	11	39	50	18	32
Ward					
Cambridge	14	22	36	7	57
Takepuku [†]	17	36	53	11	37
Maungatautari	8	57	65	5	30
Pirongia	20	29	49	14	37
Te Awamutu	18	25	43	7	50
Ratepayer?					
Ratepayer	17	29	46	10	44
Non-ratepayer	8	21	29	-	71

% read across

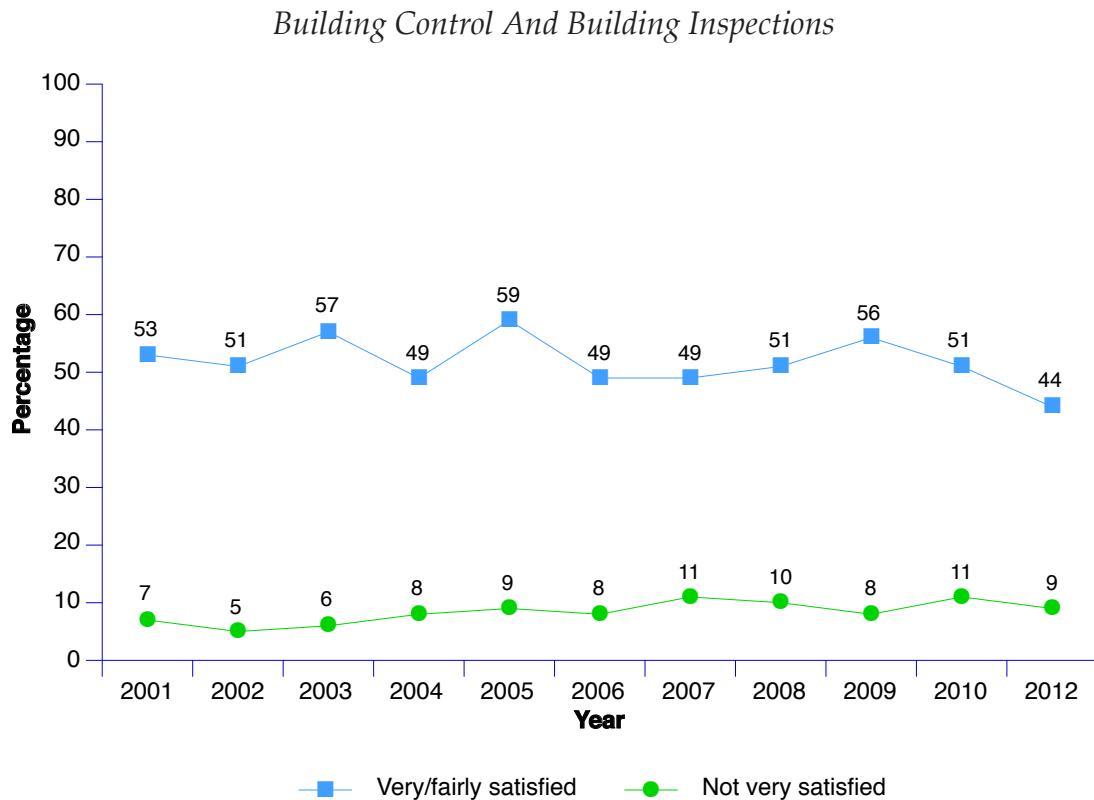
* the Peer Group and National Averages relate to ratings of town planning, including planning and inspection services

[†] not asked in 2000 and 2011

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

- over regulated/ too much paperwork/ pedantic, mentioned by 3% of all residents,
- poor customer service/ incompetent staff, 2%.

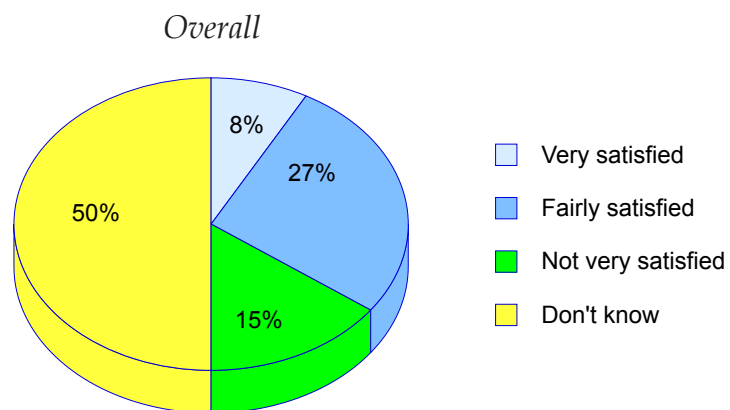
* multiple responses allowed



* not asked in 2000 and 2011

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 44%

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



35% of residents are satisfied with resource management, while 15% are not very satisfied with this service. A significant percentage, 50% are unable to comment.

The percent not very satisfied (15%) is on par with the Peer Group and National Averages for town planning, including planning and inspection services.

Men are more likely to be not very satisfied with resource management, than women.

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

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2012	8	27	35	15	50
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
Comparison*					
Peer Group (Provincial)	9	40	49	19	32
National Average	11	39	50	18	32
Ward					
Cambridge	4	24	28	11	61
Kakepuku	8	30	38	16	46
Maungatautari	10	29	39	24	37
Pirongia	13	24	37	26	37
Te Awamutu [†]	10	30	40	12	47
Gender					
Male	6	27	33	20	47
Female	10	27	37	11	52

% 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. Not asked in 2011.

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

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

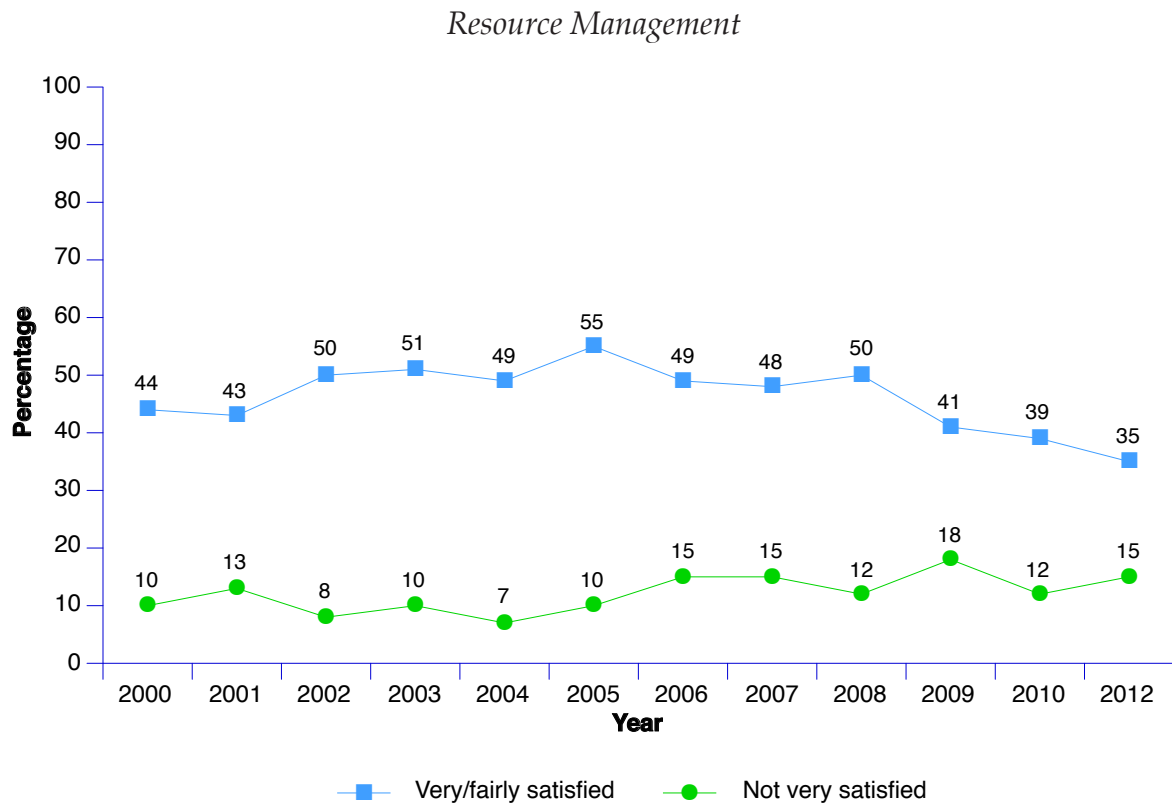
- make it difficult to get / too much red tape / bureaucracy / too many rules and regulations,
- too expensive,
- takes too long,
- poor service / inefficiency / no consistency.

Summary Table:

Main Reasons* For Being Not Very Satisfied With Resource Management

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Make it difficult to get / too much red tape / bureaucracy / too many rules and regulations	7	3	11	22	9	7
Too expensive	4	1	8	-	13	3
Takes too long	4	1	3	12	10	4
Poor service / inefficiency / no consistency	3	4	1	1	2	4

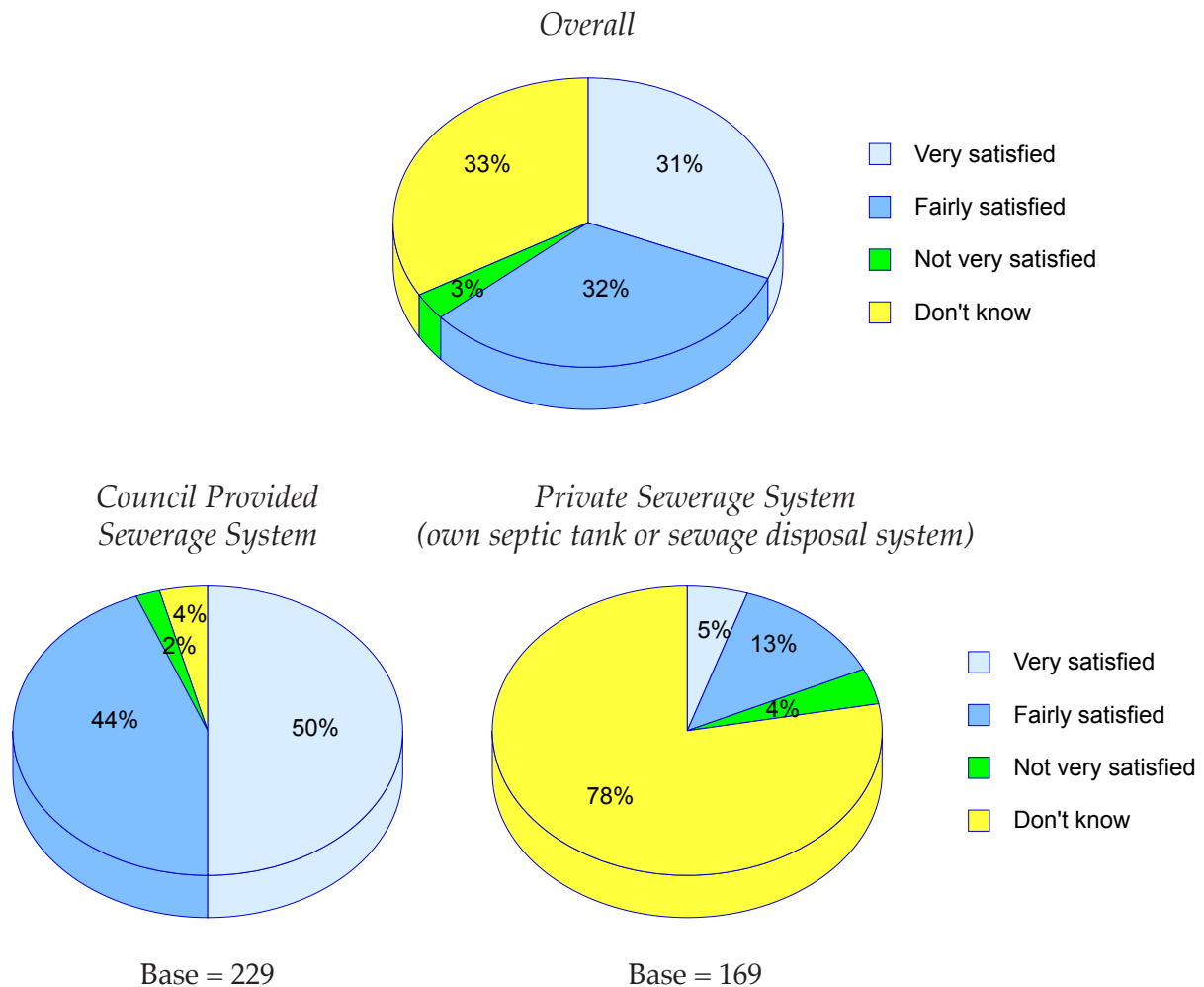
* multiple responses allowed



* 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. Not asked in 2011.

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 35%

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



Overall, 63% of Waipa District residents are satisfied with wastewater services, including 31% who are very satisfied (34% in 2011). 3% are not very satisfied and a large percentage, 33%, are unable to comment (30% in 2011).

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.

60% of residents receive a sewage disposal service, with 94% of these "receivers" being satisfied and 2% not very satisfied.

40% of residents have a private disposal system. Of these, 18% are satisfied, 4% are not very satisfied and 78% 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 %
Overall					
Total District 2012 [†]	31	32	63	3	33
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
Council provided system	50	44	94	2	4
Private sewerage system	5	13	18	4	78
Comparison*					
Peer Group (Provincial)	40	28	68	10	22
National Average	50	32	82	7	11
Ward					
Cambridge [†]	43	38	81	4	16
Takepuku [†]	8	19	27	-	72
Maungatautari	12	11	23	-	77
Pirongia	1	11	12	7	81
Te Awamutu	45	45	90	2	8

% read across

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

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

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

- system/treatment plant needs upgrading/improving, mentioned by 1% of all residents,
- no sewerage system/on septic tank, 1%,
- tree roots block pipes, 1%.

* multiple responses allowed

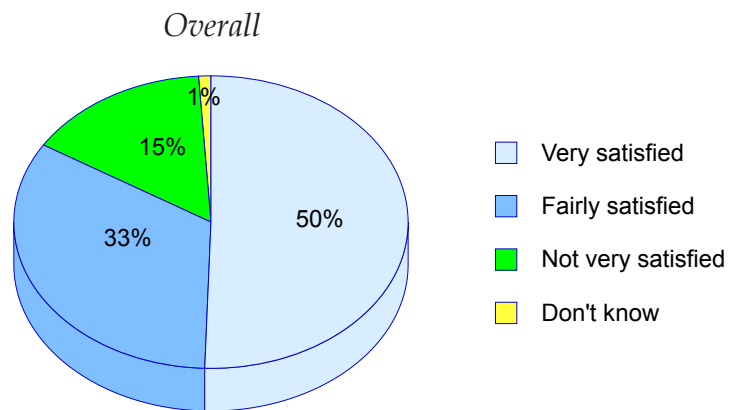


* readings prior to 2007 refer to ratings for sewerage disposal/system

Recommended Satisfaction Measure For Reporting Purposes:

Total District	= 63%
Receivers of Council Provided Service	= 94%
Receivers of Private Disposal System	= 18%

xiii. Kerbside Or Roadside Recycling Service



83% of residents are satisfied with the kerbside or roadside recycling services, including 50% who are very satisfied, while 15% are not very satisfied. These readings are similar to the 2011 results.

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

There are no notable differences between Wards and between socio-economic groups, in terms of those residents, not very satisfied with kerbside or roadside recycling services.

Satisfaction With The Kerbside Or Roadside Recycling Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2012 ^{††}	50	33	83	15	1
2011	52	32	84	15	1
2010	56	28	84	14	2
2009	62	28	90	10	-
2008	70	20	90	10	-
2007	81	13	94	5	1
Comparison[†]					
Peer Group (Provincial)	58	26	84	12	4
National Average	55	29	84	13	3
Ward					
Cambridge	53	31	84	15	1
Kakepuku	62	31	93	7	-
Maungatautari	43	46	89	8	3
Pirongia	43	30	73	26	1
Te Awamutu	50	35	85	13	2

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

[†] Peer Group and National Average refer to recycling in general

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

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

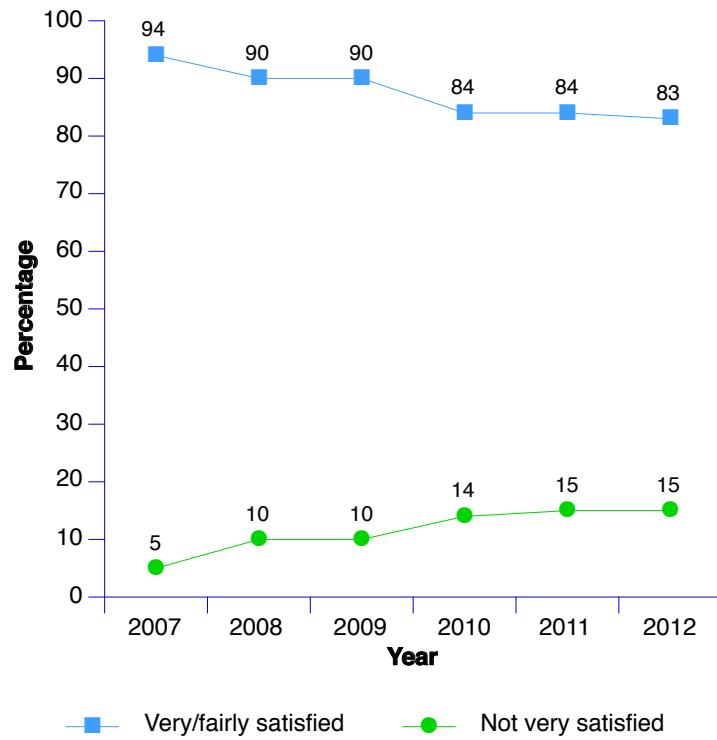
- recycling blows around in the wind/get left behind/mess left on the road,
- irregular pick up times/late/not collected for days/not always collected,
- contractors careless with bins,
- need to recycle more items/expand range/need more options.

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

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Recycling blows around in the wind/ get left behind/mess left on the road	7	5	5	3	14	7
Irregular pick up times/late/ not collected for days/ not always collected	5	2	5	5	12	4
Contractors careless with bins	2	3	3	-	3	2
Need to recycle more items/ expand range/need more options	2	3	-	-	-	2

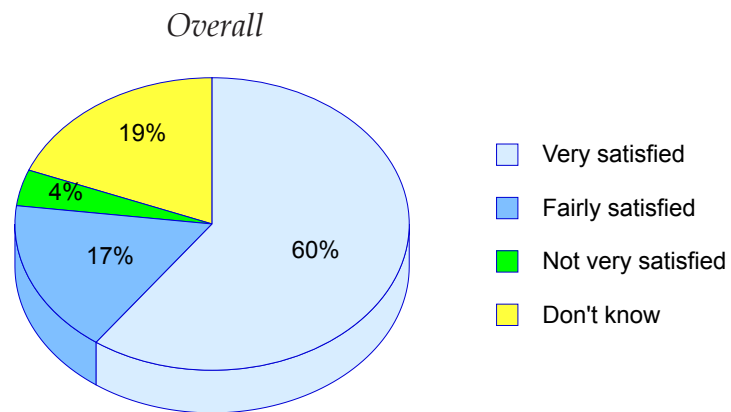
* multiple responses allowed

Kerbside Or Roadside Recycling Service



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

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 83%

xiv. Library Service

77% of residents overall are satisfied with the library service in the Waipa District, with 60% being very satisfied (56% in 2011). 4% are not very satisfied and 19% of residents are unable to comment on the District's library service (22% in 2011).

The percent not very satisfied is on par with the Peer Group Average and similar to the National Average and the 2011 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 %
Overall					
Total District 2012	60	17	77	4	19
2011 [†]	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
Comparison					
Peer Group (Provincial)	63	24	87	-	13
National Average	66	24	90	2	8
Ward					
Cambridge [†]	62	20	82	3	16
Kakepuku	48	16	64	10	26
Maungatautari	76	11	87	3	10
Pirongia	52	10	62	9	29
Te Awamutu	60	20	80	3	17

% read across

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

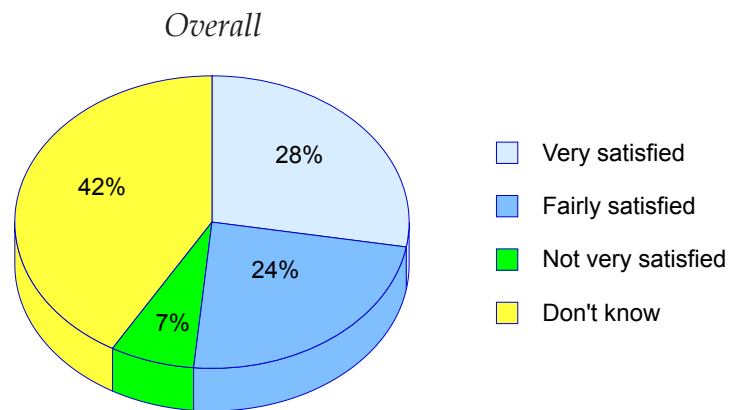
The main reasons* residents are not very satisfied with the library service are ...

- charges/pay in rates and pay for books, mentioned by 3% of all residents,
- need a bigger/better library/needs upgrading, 1%,
- need reciprocal rights with other libraries, 1%.

* multiple responses allowed



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

xv. Museums

52% of residents are satisfied with the Museums in the District (55% in 2011), including 28% who are very satisfied. 7% of residents are not very satisfied, while a significant percentage (42%) are not very satisfied.

The percent not very satisfied is on par with the Peer Group and National Averages and the 2011 reading.

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 %
Overall*					
Total District 2012 [†]	28	24	52	7	42
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
Comparison					
Peer Group (Provincial)	36	27	63	4	33
National Average	46	22	68	4	28
Ward					
Cambridge	19	26	45	5	50
Kakepuku [†]	39	24	63	3	35
Maungatautari	22	24	46	6	48
Pirongia	28	17	45	14	41
Te Awamutu [†]	37	24	61	5	33

% read across

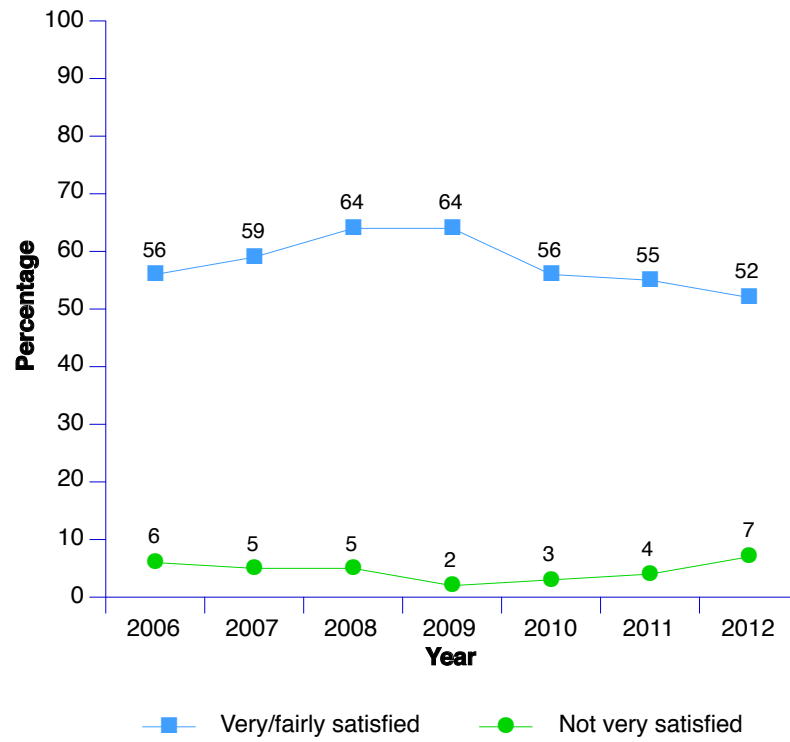
* not asked prior to 2006

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

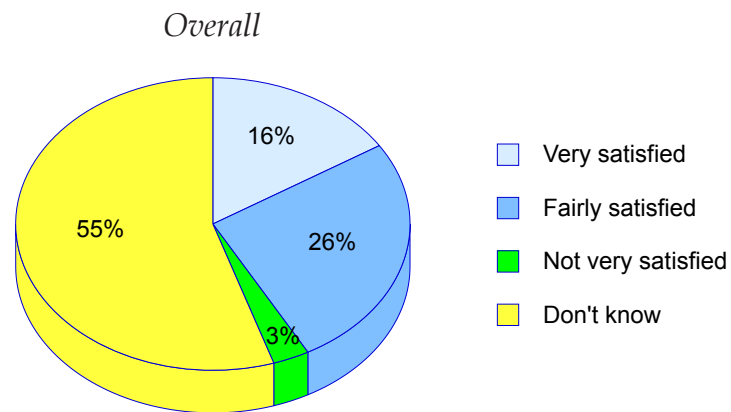
The main reasons* residents are not very satisfied with the District's Museums are ...

- too small/need a bigger/better/new museum, mentioned by 3% of residents,
- limited displays/not very appealing, 3%,
- don't need a new museum/no need to build a new structure, 1%.

* multiple responses allowed

Museums

Recommended Satisfaction Measure For Reporting Purposes:
Total District = 52%

xvi. Civil Defence Organisation

42% of Waipa District's residents are satisfied with the Civil Defence Organisation, while a significant percentage of residents (55%) are unable to comment on Civil Defence.

The percent not very satisfied (3%) is on par with the Peer Group Average and slightly 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 the Civil Defence organisation.

Satisfaction With Civil Defence Organisation

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2012	16	26	42	3	55
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
Comparison					
Peer Group (Provincial)	27	39	66	7	27
National Average	25	33	58	8	34
Ward					
Cambridge	17	25	42	3	55
Takepuku	14	38	52	-	48
Maungatautari [†]	15	26	41	5	55
Pirongia	15	21	36	6	58
Te Awamutu [†]	14	28	42	1	56

% read across

* not asked in 2011

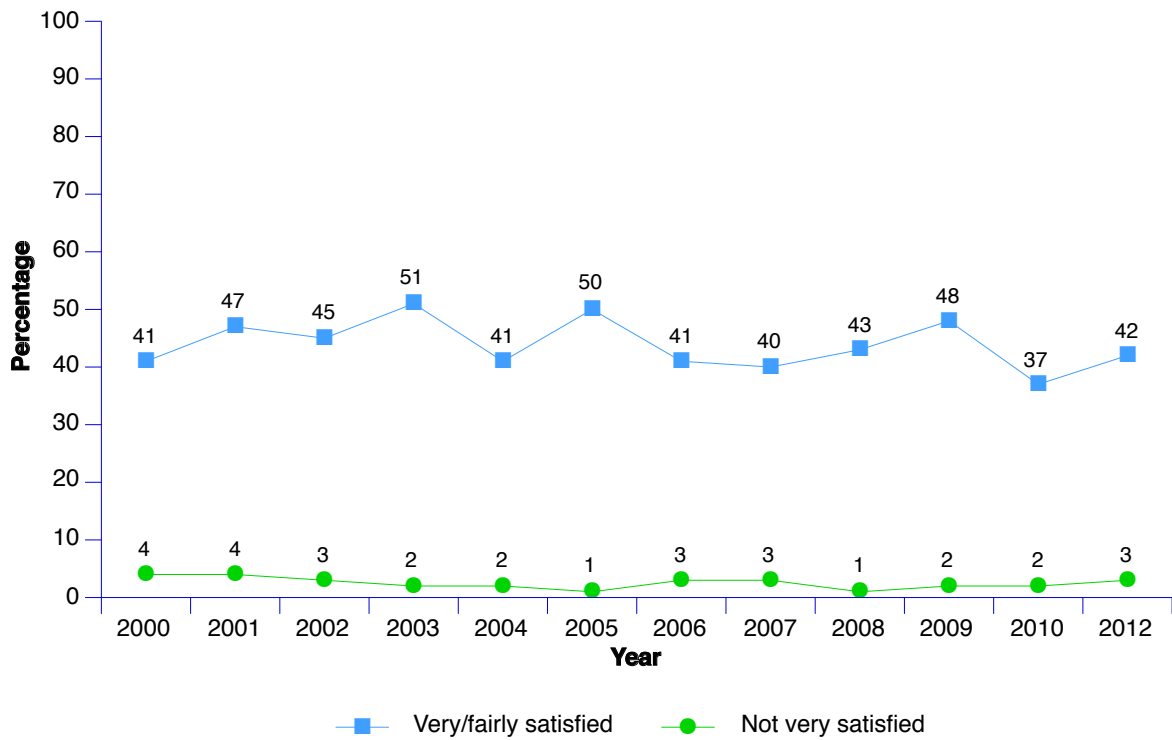
[†] does not add to 100% due to rounding

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

- never heard about it/ don't know about it/lack of promotion/information, mentioned by 2% of all residents,
- others, 0.3%.

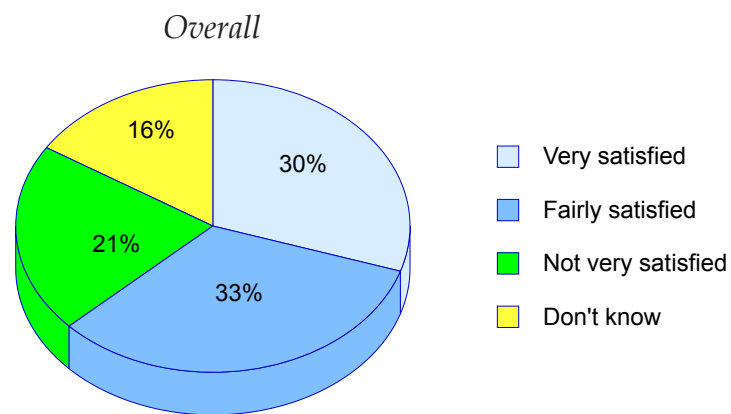
* multiple responses allowed

Civil Defence Organisation



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 42%

xvii. Swimming Pools



63% of Waipa District residents overall are satisfied with the District's swimming pools (72% in 2011), including 30% who are very satisfied (39% in 2011). 21% are not very satisfied with these facilities and 16% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages and 9% above the 2011 reading.

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

- Cambridge and Maungatautari Ward residents,
- longer term residents, those residing in the District more than 10 years.

Satisfaction With Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2012	30	33	63	21	16
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
Comparison					
Peer Group (Provincial)	40	29	69	11	20
National Average	38	31	69	8	23
Ward					
Cambridge	14	33	47	34	19
Kakepuku	42	29	71	9	20
Maungatautari [†]	11	29	40	31	30
Pirongia [†]	30	38	68	12	19
Te Awamutu	49	32	81	12	7
Length of Residence					
Lived there 10 years or less	33	34	67	15	18
Lived there more than 10 years	28	32	60	25	15

% read across

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

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

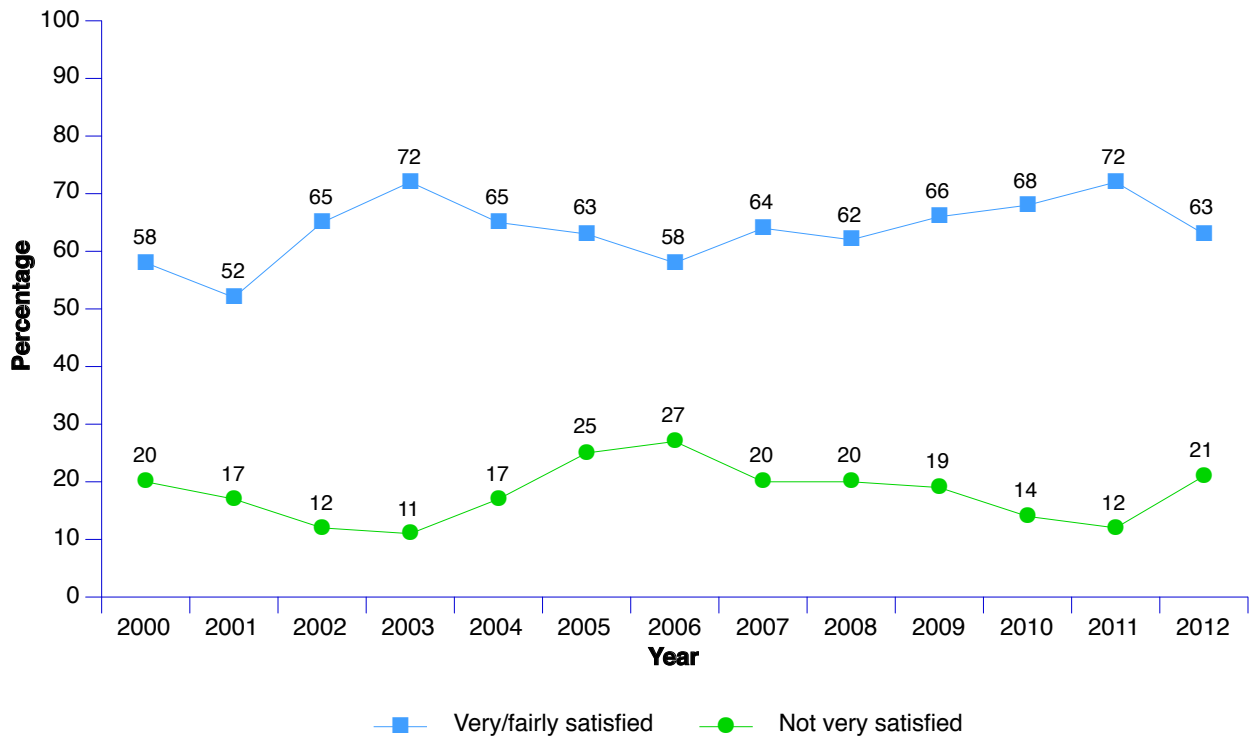
- against new pool in Cambridge/mishandled/wasted money/costs too much/other better solutions,
- Cambridge pool needs maintenance/an upgrade/replacement,
- Cambridge needs a heated pool/indoor pool/all year round pool.

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

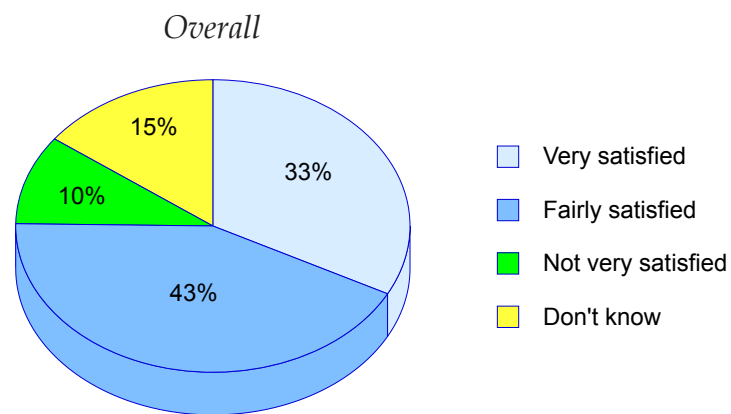
	Total District 2012 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Against new pool in Cambridge/ mishandled/wasted money/ costs too much/other better solutions	8	17	-	17	-	-
Cambridge pool needs maintenance/ an upgrade/replacement	5	11	-	9	-	-
Cambridge needs a heated pool/ indoor pool/all year round pool	4	9	-	6	-	-

* multiple responses allowed

Swimming Pools



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 63%

xviii. Public Toilets

76% of residents are satisfied with the public toilets, including 33% who are very satisfied, while 15% are unable to comment. 10% of residents are not very satisfied with public toilets. These readings are similar to the 2011 results.

The percent not very satisfied is on par with the Peer Group Average 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.

Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2012 [†]	33	43	76	10	15
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
Comparison					
Peer Group (Provincial)	28	45	73	14	13
National Average	21	44	65	20	15
Ward					
Cambridge	33	43	76	10	14
Takepuku	46	41	87	5	8
Maungatautari	30	52	82	13	5
Pirongia	39	38	77	7	16
Te Awamutu [†]	27	43	70	11	20

% 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 ...

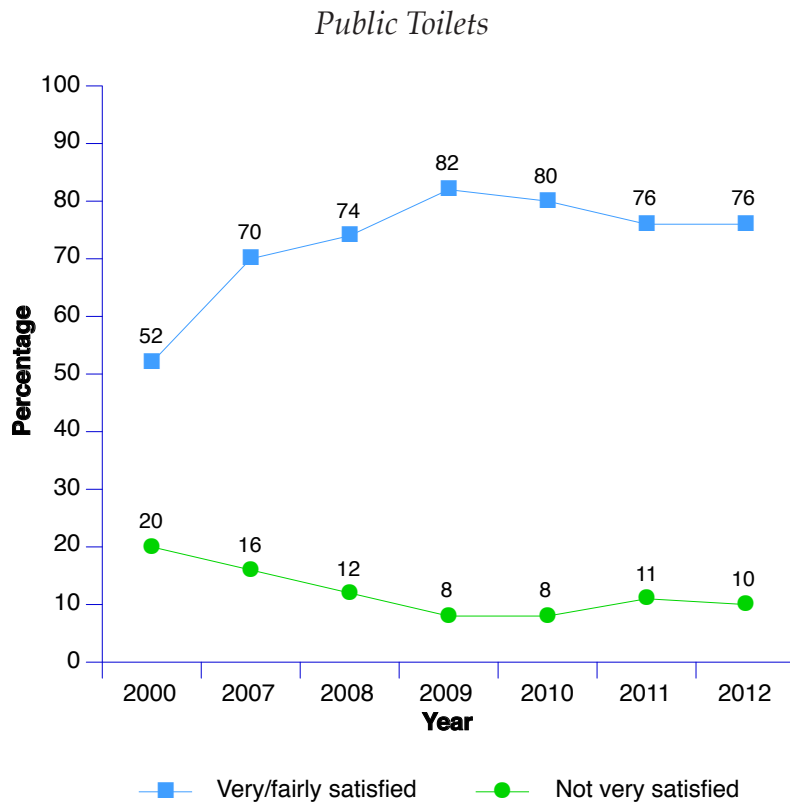
- poor standard/need upgrading/improving/lack maintenance,
- dirty/unhygienic/smelly/disgusting/need better cleaning,
- not enough toilets/need more.

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

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Poor standard/need upgrading/improving/lack maintenance	4	2	-	4	4	6
Dirty/unhygienic/smelly/disgusting/need cleaning	3	4	2	3	1	4
Not enough toilets/need more	3	1	3	5	2	4

* multiple responses allowed

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



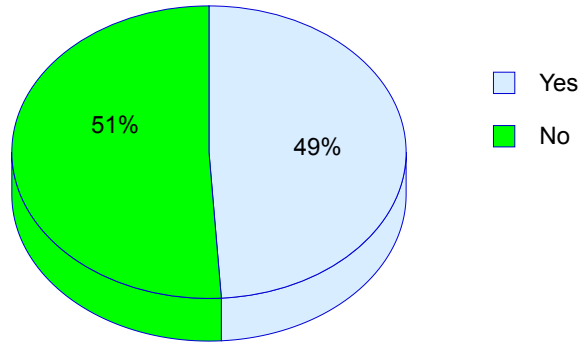
Recommended Satisfaction Measure For Reporting Purposes:
Total District = 76%



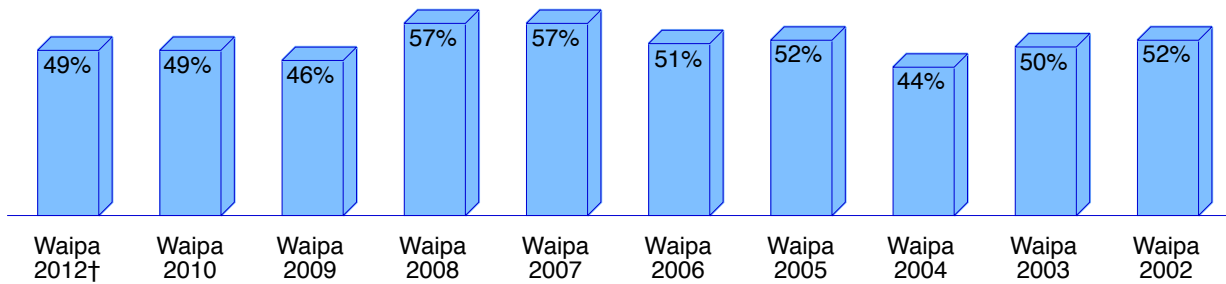
2. Customer Service

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

Overall



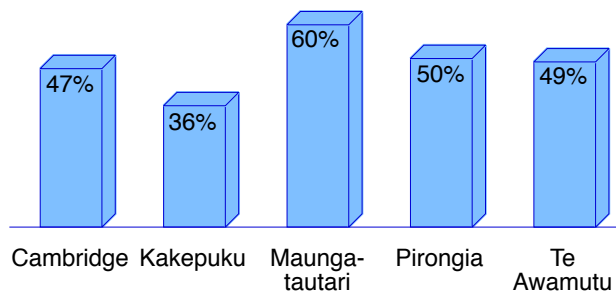
Percent Saying 'Yes' - Comparison



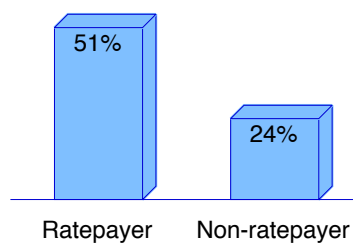
Readings prior to 2009 refer to residents who said they had contacted Council by phone or in person in the last 12 months

† not asked in 2011

Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents

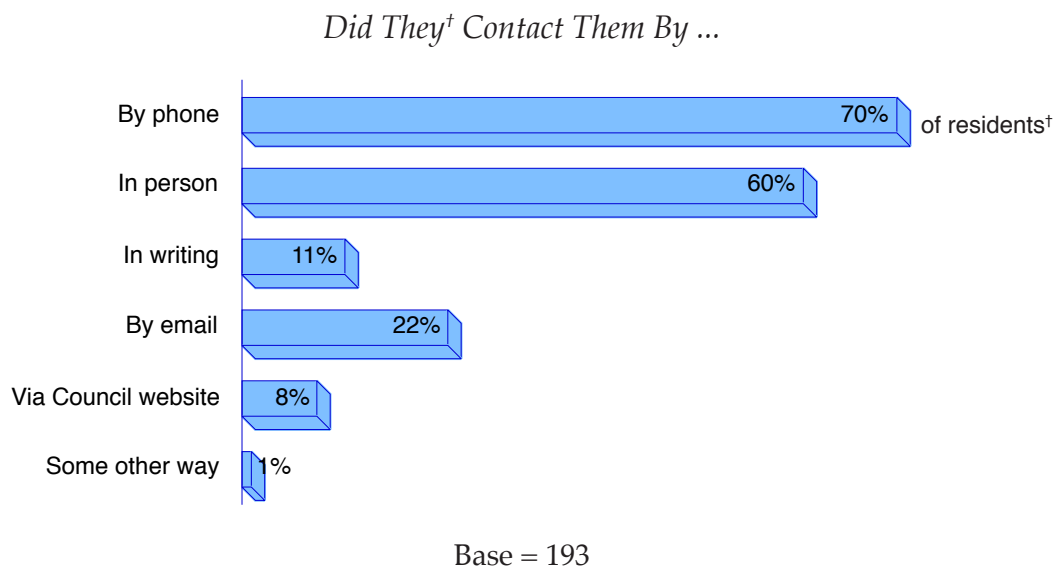


49% of Waipa District residents say they have personally contacted the Council, in the last 12 months.

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

It appears that Kakepuku Ward residents are **slightly less** likely to do so, than other Ward residents.

b. Method Of Contact



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

70% of residents[†] say they have contacted Council by phone, while 60% say they have contacted them in person.

Longer term residents[†], those residing in the District more than 10 years are more likely to contact the Council **by phone**, than shorter term residents[†].

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have contacted Council **in person**. However, it appears that shorter term residents[†], those residing in the District 10 years or less, are slightly more likely to have contacted Council **in person**, than longer term residents[†].

[†] residents who have personally contacted the Council in the last 12 months, N=193

Summary Table: Method Of Contact

	Yes, Contacted Council ...					
	By phone %	In person %	In writing %	By email %	Via Council website %	Some other way %
Residents Who Have Personally Contacted Council In Last 12 Months[†]						
2012 (base 193)	70	60	11	22	8	1
2010 (base 188)	69	52	10	10	3	2
2009 (base 174)	69	63	14	9	4	-
Ward						
Cambridge	69	63	11	30	9	-
Kakepuku*	69	73	14	11	11	11
Maungatautari*	53	52	5	27	2	-
Pirongia*	77	68	8	16	7	-
Te Awamutu	73	52	12	17	8	-
Household Income						
Less than \$40,000 pa	73	65	6	2	5	-
\$40,000 - \$70,000 pa	77	59	9	19	9	-
More than \$70,000 pa	66	59	12	29	8	1
Length of Residence						
Lived there 10 years or less	62	67	14	23	8	2
Lived there more than 10 years	75	56	9	21	7	-

* caution: small bases (<30)

[†] not asked prior to 2009 and 2011

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

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

- dog control/registration/dog issues,
- rates issues,
- building permits/consents/resource consents,
- roading/road signs/marketing/traffic issues,
- water 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† %	Maunga- tautari† %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Dog control/registration/ dog issues	17	19	19	19	2	22
Rates issues	13	12	5	17	16	14
Building permits/consents/ resource consents	10	9	14	5	19	7
Roading/road signs/marketing/ traffic issues	7	4	-	21	9	5
Water issues	7	10	-	-	-	9

Base = 193

** multiple responses allowed

† caution: small base (N = 16, 23 and 27 respectively)

* the 193 residents who said they had personally contacted Council, in the last 12 months

Other queries mentioned by 6% of residents* are ...

- tree issues,
- building department/services/building matters,

by 5% ...

- about a property/LIM reports/plans/titles,

by 4% ...

- rubbish collection/recycling,
- fire permits/fire issues,
- parking issues,

by 3% ...

- business matters,
- stormwater issues,

by 2% ...

- noise control,
- sewerage issues,
- cemetery/cemetery plots,

by 1% ...

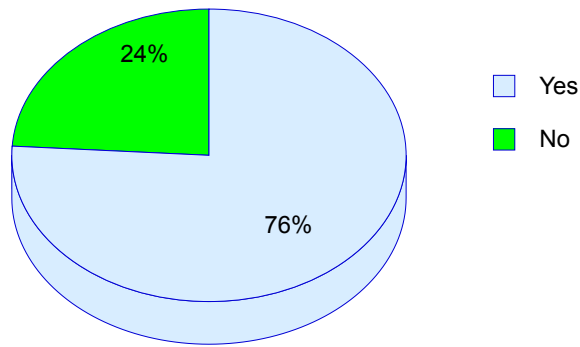
- town planning,
- power lines/transmission lines,
- input into major Council projects,
- liquor licences/licencing,
- maintenance/tidying up,
- subdivision of property/property development,
- issues with neighbours,
- footpaths.

5% of residents[†] mentioned 'other' queries, while 1% were unable to comment.

* the 193 residents who said they had personally contacted Council, in the last 12 months

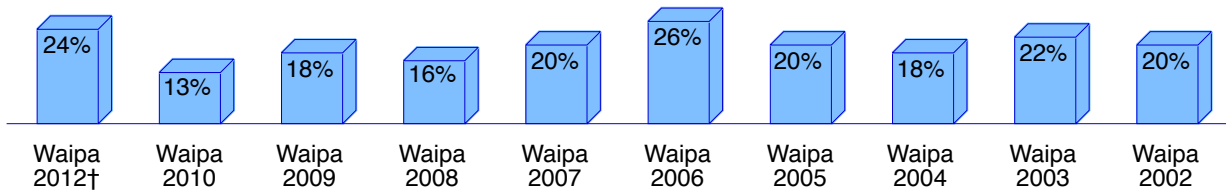
d. Was Query Attended To In A Timely Fashion?

Residents Who Have Personally Contacted Council In Last 12 Months



Base = 193

*Percent Saying 'No' - Comparison**

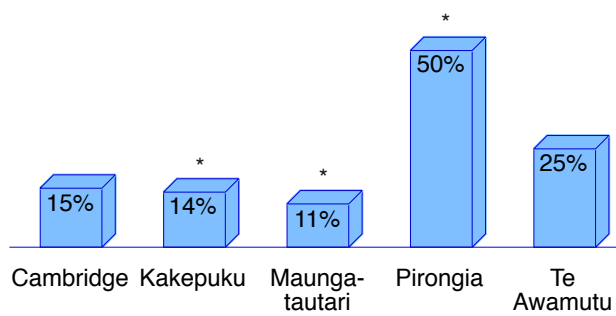


* prior to 2006 residents were asked “Was your query attended to in a timely fashion **and** to your satisfaction?” In 2007 this was asked separately.

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

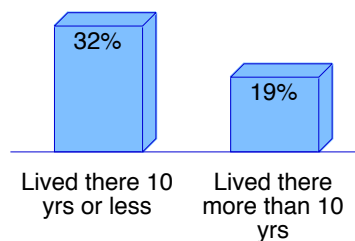
† not asked in 2011

Percent Saying 'No' - By Ward



* caution: small bases

Percent Saying 'No' - Comparing Different Types Of Residents



76% of residents[†] say their query was attended to in a timely fashion, while 24% say it was not.

Shorter term residents[†], those residing in the District 10 years or less, are more likely to feel their query was not attended to in a timely fashion, than longer term residents[†].

[†] those residents who have personally contacted Council, in the last 12 months (N=193)

Analysis Of Timeliness By Main Types Of Queries

	Base**	Attended to in a Timely Fashion	
		Yes %	No %
Main Queries			
Dog control/registration/dog issues	32	91	9
Rates issues	26	94	6
Building permits/consents	18	63	37
Roading/road signs/marketing/traffic issues	11	70	30
Water issues	13	64	36

** weighted base. Caution required as all bases, except dog control, are small (<30)

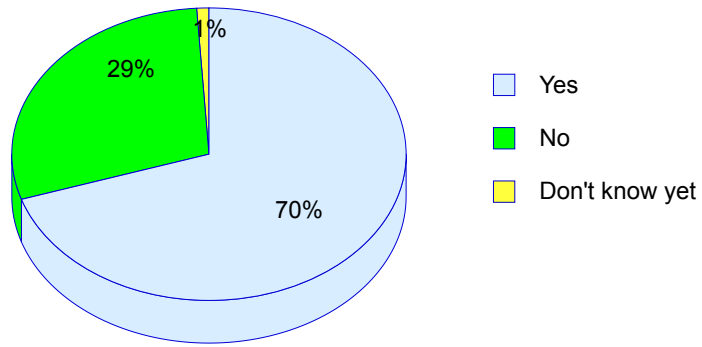
91% (30 respondents) of those residents who have contacted Council in the last 12 months about dog control/registration/dog issues, said their query was attended to in a timely fashion, and 94% (24 respondents) of those residents contacting Council about rates issues felt this way.

This analysis, when extended across all the 10 main 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.

(Note that 7 out of 11 respondents said their query about tree issues was not attended to in a timely fashion).

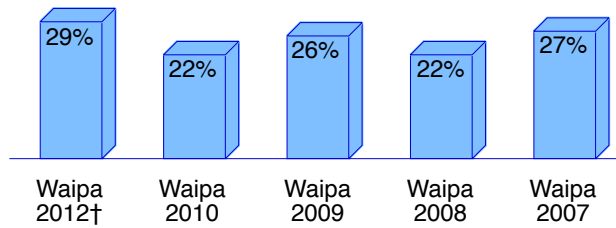
e. Was Query Attended To Your Satisfaction?

Residents Who Have Personally Contacted Council In Last 12 Months



Base = 193

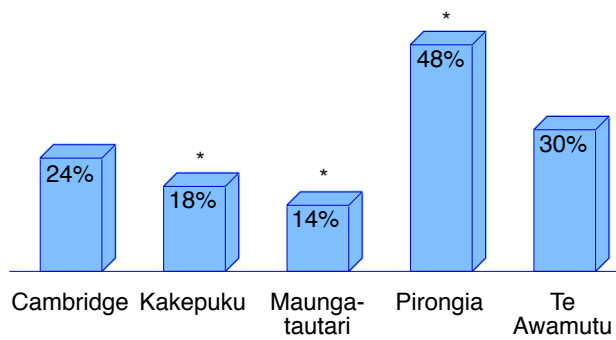
*Percent Saying 'No' - Comparison**



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

† not asked in 2011

Percent Saying 'No' - By Ward



* caution: small bases

70% of residents[†] say their query was dealt with to their satisfaction, while 29% say it was not and 1% said 'they don't know yet'.

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

[†] those residents who have personally contacted Council, in the last 12 months (N=193)

Analysis Of Satisfaction By Main Types Of Queries

	Base**	Satisfaction	
		Yes %	No %
Main Queries			
Dog control/ registration/ dog issues	32	86	14
Rates issues	26	89	11
Building permits/ consents	18	66	34
Roading/ road signs/ marking/ traffic issues [†]	11	57	35
Water issues	13	54	46

** weighted base. Caution required as all bases, except dog control, are small (<30)

[†] 8% said they did not know yet

86% (29 respondents) of those residents who have contacted Council in the last 12 months on dog control/registration/dog issues, said their query was dealt with to their satisfaction, while 89% (23 respondents) of those who contacted Council regarding rates issues felt this way.

This analysis, when extended across all 10 main types of queries mentioned, shows that in all but one instance respondents felt their query was not dealt with to their satisfaction, indicating that dissatisfaction does not relate to a single issue. It is noted, however, that 10 out of 11 respondents said that their query regarding tree issues was not dealt with to their satisfaction.

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

- unsatisfactory outcome/ongoing problems, mentioned by 26% of residents* (14 respondents),
- lack of action/problem not resolved, 23% (13 respondents),
- poor/slow service/inefficiency, 20% (11 respondents),
- poor attitude/unhelpful/fobbed off, 20% (11 respondents),
- never heard back/no response/no feedback, 19% (11 respondents).

* those residents who have personally contacted Council, in the last 12 months and say their query was not dealt to their satisfaction (N=54)

[†] multiple responses allowed

f. Suggested Improvements

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

- better customer service / friendly / helpful, mentioned by 8% of residents[†],
- better communication with us / better communication between departments, 6%,
- quicker response / follow up when they say they will / return calls / quicker response, 5%.

[†] residents who have personally contacted Council in the last 12 months (N=193)

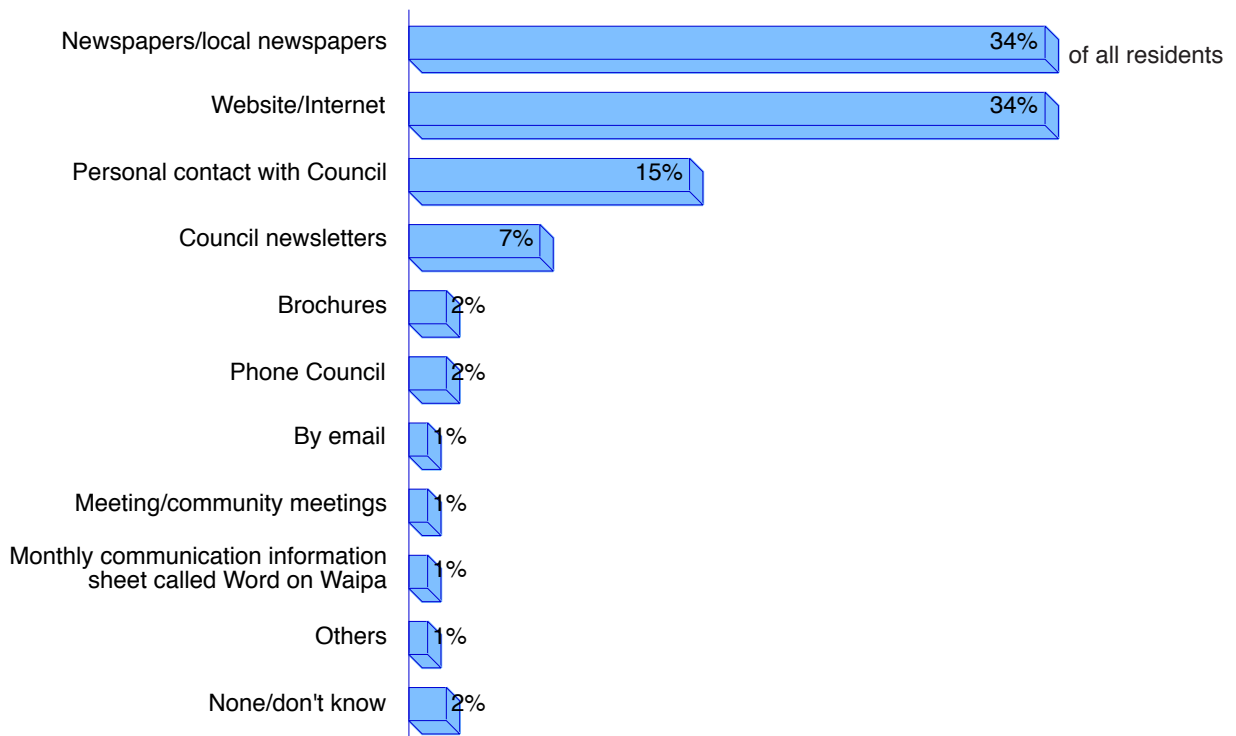
* multiple responses allowed



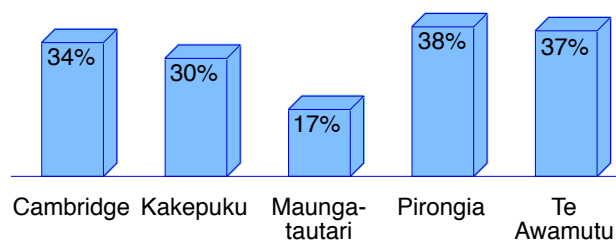
3. Communication

Preferred Method

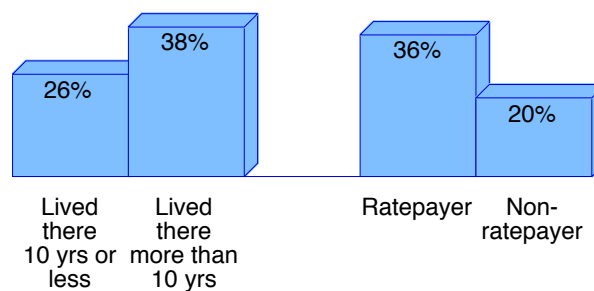
Residents were asked to say which method they **most** prefer to use to find out information about Council or Council initiatives.



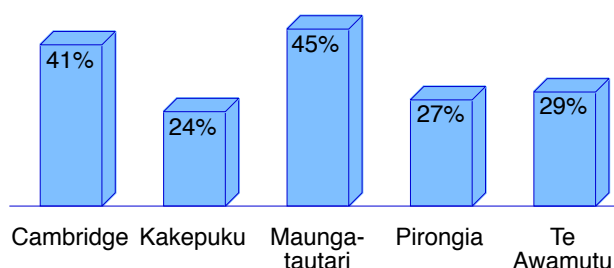
Percent Saying 'Newspapers/Local Newspapers' - By Ward



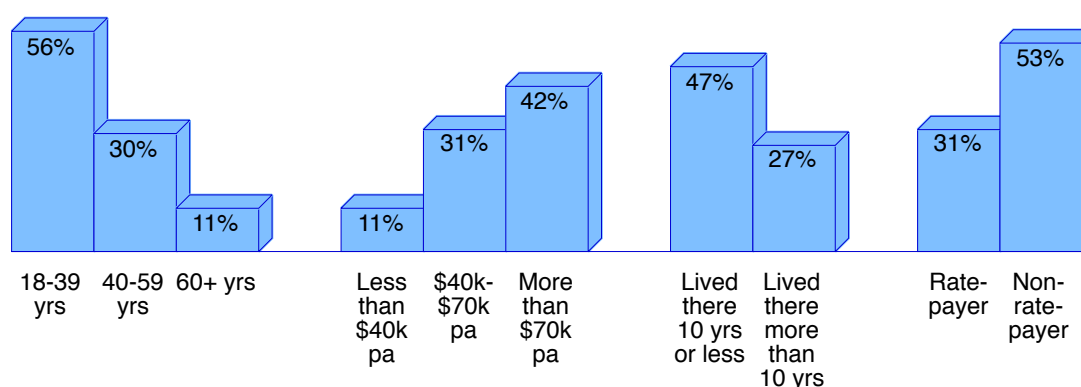
Percent Saying 'Newspapers/Local Newspapers' - Comparing Different Types Of Residents



Percent Saying 'Website/Internet' - By Ward



Percent Saying 'Website/Internet' - Comparing Different Types Of Residents



34% of residents say the method they **most** prefer to use to find out information about Council or Council initiatives is newspapers/local newspapers, while 34% favour websites/internet.

Residents more likely to most prefer **newspapers/local newspapers** are ...

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

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

Residents more likely to most prefer **websites/internet** are ...

- residents aged 18 to 59 years, in particular those aged 18 to 39 years,
- residents with an annual household income of \$40,000 or more, in particular those with an annual household income of more than \$70,000,
- shorter term residents, those residing in the District 10 years or less,
- non-ratepayers.

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



4. Safety In The District

a. Safety In The District

i. Level Of Safety

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

	Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %	
Overall*									
Total District	2012	69	30	99	-	1	-	1	-
	2009	59	39	98	1	1	-	1	-
	2006	56	39	95	2	1	1	2	1
	2005	54	43	97	1	1	-	1	1
Ward									
Cambridge		74	26	100	-	-	-	-	-
Takepuku		59	38	97	3	-	-	-	-
Maungatautari		81	19	100	-	-	-	-	-
Pirongia		69	31	100	-	-	-	-	-
Te Awamutu		63	35	98	-	2	-	2	-
Age									
18-39 years		76	22	98	1	1	-	1	-
40-59 years		70	29	99	-	1	-	1	-
60+ years		58	42	100	-	-	-	-	-
Household Size									
1-2 person household		65	34	99	1	-	-	-	-
3+ person household		73	26	99	-	-	1	1	-
Household Income									
Less than \$40,000 pa		54	46	100	-	-	-	-	-
\$40,000 - \$70,000 pa		65	35	100	-	-	-	-	-
More than \$70,000 pa		75	23	98	1	1	-	1	-

% read across

* not asked in 2007/2008 and 2010/2011

99% of residents feel very safe / safe in the town centres of Cambridge and Te Awamutu during the day, including 69% who feel very safe (59% in 2009). 1% of residents feel unsafe.

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

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

Reasons For Feeling Unsafe

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

"There have been robberies in College Street, Te Awamutu."

"Far too many trucks, Te Awamutu."

* multiple responses allowed

† caution: small base

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

	Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
Overall*								
Total District 2012 [†]	20	49	69	14	9	1	10	8
2009	20	45	65	14	11	1	12	9
2006	16	47	63	15	9	-	9	13
2005	15	47	62	12	12	1	13	13
Ward								
Cambridge	23	54	77	10	5	1	6	7
Kakepuku	11	43	54	27	9	3	12	7
Maungatautari	20	44	64	23	4	-	4	9
Pirongia [†]	11	50	61	24	6	-	6	8
Te Awamutu	22	46	68	7	15	1	16	9
Household Size								
1-2 person household	14	48	62	12	11	2	13	13
3+ person household	25	50	75	15	7	-	7	3

% read across

* not asked in 2007/2008 and 2010/2011

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

69% of residents feel very safe/safe in the town centres of Cambridge and Te Awamutu at night (65% in 2009).

10% of residents feel unsafe/very unsafe, while 14% feel neither safe nor unsafe and 8% are unable to comment. These readings are similar to the 2009 results.

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

Reasons For Feeling Unsafe

The 38 residents who feel unsafe/very unsafe in the town centres of Cambridge and Te Awamutu at night give the following reasons* for feeling this way ...

- street kids/drunks/undesirables around, mentioned by 52% of residents who feel unsafe/very unsafe,
- crime/violence/physical attacks, 17%,
- don't feel safe at night, 13%,
- lack of police presence/no community patrols/no cameras, 13%,
- wouldn't feel safe if out alone, 13%.

* multiple responses allowed

3. In The Local Neighbourhood Or Area During The Day

		Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
Overall*									
Total District	2012	72	26	98	1	1	-	1	-
	2009	62	36	98	1	1	-	1	-
	2006	62	35	97	2	1	-	1	-
	2005	59	39	98	2	-	-	-	-
Ward									
Cambridge		75	23	98	-	2	-	2	-
Takepuku		81	13	94	3	3	-	3	-
Maungatautari		81	19	100	-	-	-	-	-
Pirongia [†]		75	19	94	3	-	2	2	-
Te Awamutu		61	37	98	1	1	-	1	-
Age									
18-39 years		82	15	97	2	-	1	1	-
40-59 years		68	30	98	-	2	-	2	-
60+ years		63	34	97	1	2	-	2	-
Household Income									
Less than \$40,000 pa		63	35	98	2	2	-	2	-
\$40,000 - \$70,000 pa [†]		62	32	94	2	3	-	3	-
More than \$70,000 pa [†]		78	21	99	1	-	1	1	-
Length of Residence									
Lived there 10 years or less		79	20	99	-	1	-	1	-
Lived there more than 10 years		67	29	96	2	1	1	2	-

% read across

* not asked in 2007/2008 and 2010/2011

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

98% of residents feel very safe / safe in their local neighbourhood or area during the day, including 72% who feel very safe (62% in 2009).

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

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

- residents aged 18 to 39 years,
- residents with an annual household income of more than \$70,000,
- shorter term residents, those residents in the District 10 years or less.

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

Reasons For Feeling Unsafe

The main reasons* seven[†] residents feel unsafe in their local neighbourhood or area during the day are ...

- crime / houses / cars broken into / burglaries, mentioned by 36% of residents who feel unsafe (3 respondents),
- undesirable people around area, 27% (2 respondents).

* multiple responses allowed

[†] caution: small base

4. In Your Local Neighbourhood Or Area At Night

	Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
Overall*								
Total District 2012	47	38	85	8	6	1	7	-
2009	39	44	83	9	5	1	6	2
2006	39	45	84	9	6	-	6	1
2005	31	51	82	8	9	-	9	1
Ward								
Cambridge	48	36	84	6	8	1	9	1
Kakepuku	55	32	87	2	11	-	11	-
Maungatautari	68	21	89	11	-	-	-	-
Pirongia	49	36	85	11	-	2	2	2
Te Awamutu	36	47	83	9	8	-	8	-

% read across

* not asked in 2007/2008 and 2010/2011

85% of residents feel very safe/safe in their local neighbourhood or area at night, including 47% who feel very safe (39% in 2009). 7% of residents feel unsafe/very unsafe, and 8% feel neither safe nor unsafe.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who feel **very safe** in their local neighbourhood or area at night.

However, it appears that Maungatautari Ward residents are slightly more likely, than other Ward residents, to feel this way.

Reasons For Feeling Unsafe

The main reasons* 27[†] residents feel unsafe/unsafe in their local neighbourhood or area at night are ...

- street kids/drunks/undesirables around, mentioned by 33% of residents who feel unsafe/very unsafe (10 respondents),
- crime/violence/physical attacks, 31% (9 respondents),
- dark/unlit areas, 12% (3 respondents),
- don't feel safe at night, 11% (3 respondents).

* multiple responses allowed

[†] caution: small base

5. Summary

Safety In The District

	Year	Very safe %	Safe %	Very safe/ Safe %	Neither safe nor unsafe %	Unsafe %	Very unsafe %	Unsafe/ Very unsafe %	Don't know %
In the town centres of Cambridge and Te Awamutu during the day	2012	69	30	99	-	1	-	1	-
	2009	59	39	98	1	1	-	1	-
In the town centres of Cambridge and Te Awamutu at night	2012 [†]	20	49	69	14	9	1	10	8
	2009	20	45	65	14	11	1	12	9
In their local neighbourhood or area during the day	2012	72	26	98	1	1	-	1	-
	2009	62	36	98	1	1	-	1	-
In their local neighbourhood or area at night	2012	47	38	85	8	6	1	7	-
	2009	39	44	83	9	5	1	6	2

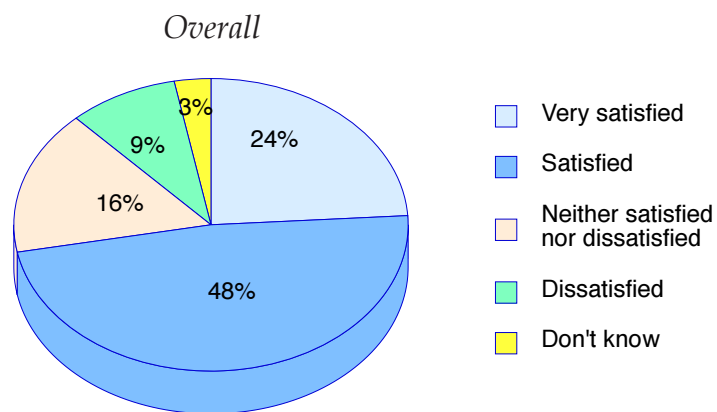
[†] does not add to 100% due to rounding



5. Progressing The House Of Waipa

a. Satisfaction With The Amount Of Business Or Commercial Development

Residents were asked: “How satisfied are you with the amount of business or commercial development in your area, eg, new business or shops?”



72% of residents say they are very satisfied / satisfied with the amount of business or commercial development in their area, while 9% are dissatisfied.

16% are neither satisfied nor dissatisfied and 3% are unable to comment.

Ratepayers are more likely, than non-ratepayers, to be very satisfied / satisfied.

Satisfaction With The Amount Of Business Or Commercial Development

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District 2012	24	48	72	16	9	-	9	3
Ward								
Cambridge	21	50	71	17	8	-	8	4
Takepuku	24	46	70	15	10	-	10	5
Maungatautari	16	63	79	15	6	-	6	-
Pirongia [†]	19	48	67	25	6	-	6	3
Te Awamutu	31	41	72	11	13	1	14	3
Ratepayer?								
Ratepayer	25	48	73	16	8	-	8	3
Non-ratepayer	17	43	60	18	16	-	16	6

% read across

* not asked prior to 2012

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

The main reasons* residents are dissatisfied are ...

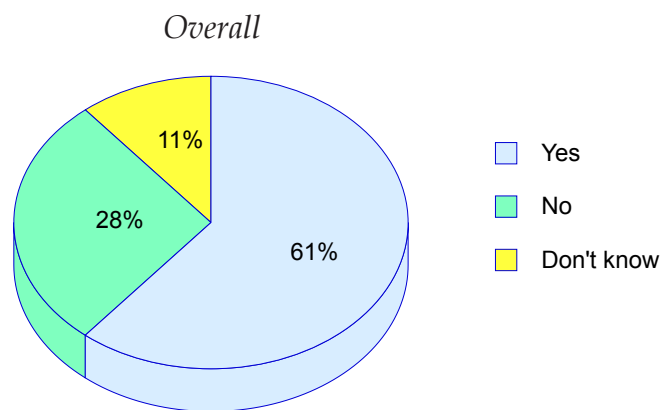
- larger businesses/new shopping centre affected CBD/small businesses, mentioned by 35% of residents who are dissatisfied**,
- too many empty shops/businesses have closed down, 31%,
- lack business expansion/attraction of new businesses/Council should do more.

** Base = 38

* multiple responses allowed

b. Do They Offer Good Value For Money?

Thinking about all the services and facilities Council provides, residents were asked if they feel they offer good value for money.



61% of residents feel the services and facilities Council provides offer good value for money ...

Residents more likely to say 'No' are ...

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

Do They Offer Good Value For Money?

	Yes %	No %	Don't Know %
Overall*			
Total District 2012	61	28	11
Ward			
Cambridge	62	28	10
Takepuku	66	26	8
Maungatautari [†]	39	45	16
Pirongia [†]	74	16	10
Te Awamutu	58	29	13
Household Size			
1-2 person household [†]	58	34	9
3+ person household	64	22	14

% read across

* not asked prior to 2012

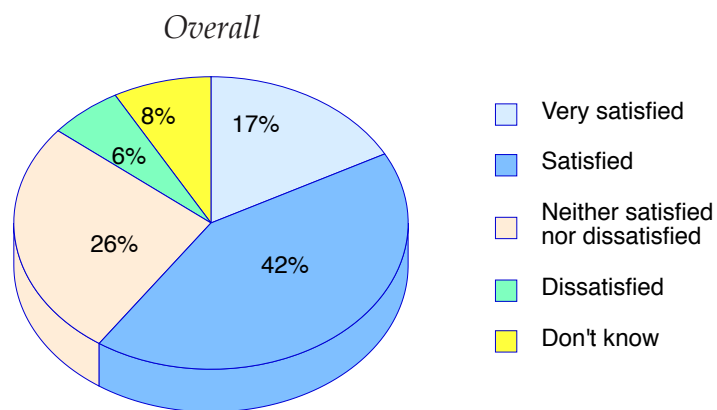
[†] does not add to 100% due to rounding



6. Environmental And Cultural Champions

The Council is interested in understanding residents views on the cultural facilities and events within Waipa District - by this we mean buildings, places, programmes and activities that promote an understanding and appreciation of heritage and the arts.

a. Satisfaction That The Cultural Facilities And Events In Resident's Community Adequately Represent The Cultural Diversity Of Their District



59% of residents are very satisfied/satisfied that the cultural facilities and events in their community adequately represents the cultural diversity of the District, while 6% are dissatisfied.

26% are neither satisfied nor dissatisfied and 8% are unable to comment.

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

- Kakepuku Ward residents,
- residents aged 60 years or over,
- ratepayers.

Level Of Satisfaction Re Cultural Facilities And Events In Residents' Community Adequately Represents The Cultural Diversity Of Their District

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall*								
Total District 2012 [†]	17	42	59	26	6	-	6	8
Ward								
Cambridge	10	47	57	27	7	1	8	8
Kakepuku	34	42	76	21	2	-	2	1
Maungatautari [†]	9	30	39	42	6	-	6	12
Pirongia	19	40	59	24	10	-	10	7
Te Awamutu [†]	20	41	61	24	5	-	5	9
Age								
18-39 years	11	40	51	36	4	-	4	9
40-59 years	20	37	57	25	8	1	9	9
60+ years [†]	18	55	73	15	7	-	7	6
Ratepayer?								
Ratepayer	17	44	61	25	7	-	7	7
Non-ratepayer [†]	17	28	45	34	6	-	6	16

% read across

* not asked prior to 2012

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

The main reasons* residents are dissatisfied are ...

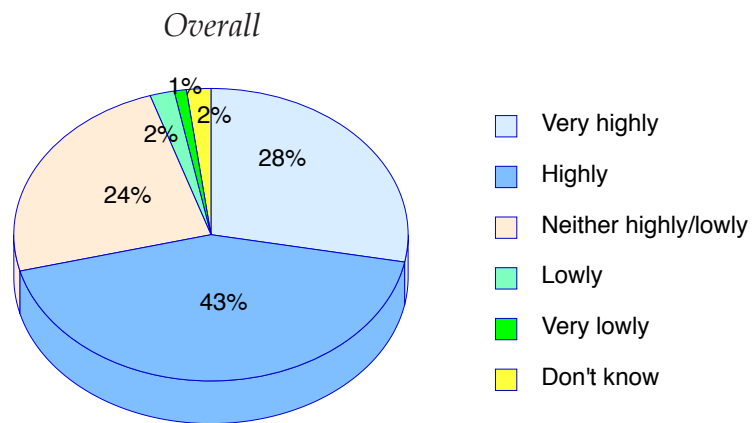
- need a lot of cultural events/need to be more, mentioned by 36% of residents who are dissatisfied** (10 respondents),
- over emphasis of Maori culture, 20% (4 respondents),
- too mono cultural/only culture is European/Pakeha, 15% (4 respondents).

** Base = 26^{††}

^{††} caution: small base

* multiple responses allowed

b. How Highly Do Residents Value The Heritage Of The District



71% of residents highly (very highly / highly) value the heritage of the District, including 28% who say they value it very highly, while 3% value it lowly (lowly / very lowly).

24% say they neither value it highly or lowly and 2% are unable to comment.

Reasons more likely to highly (very highly / highly) value the heritage of the District are ...

- residents aged 40 years or over,
- residents who live in a one or two person household.

How Highly Do Residents Value The Heritage Of Their District?

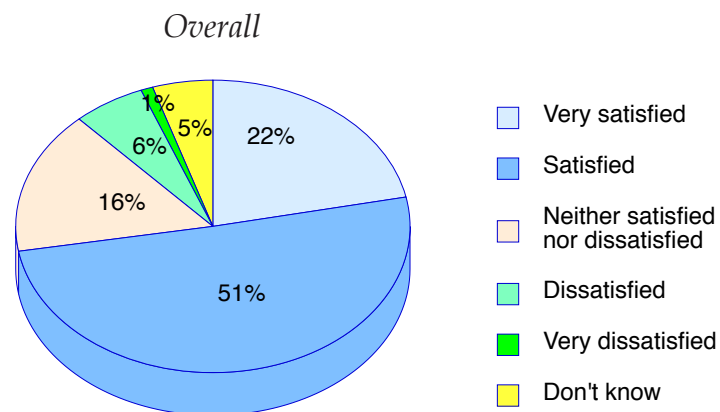
	Very highly %	Highly %	Very highly/ Highly %	Neither highly or lowly %	Lowly %	Very lowly %	Lowly/ Very lowly %	Don't Know %
Overall*								
Total District 2012	28	43	71	24	2	1	3	2
Ward								
Cambridge	28	46	74	22	-	1	1	3
Kakepuku†	19	53	72	23	6	-	6	-
Maungatautari	37	34	71	22	-	3	3	4
Pirongia	32	38	70	28	2	-	2	-
Te Awamutu	25	43	68	25	3	1	4	3
Age								
18-39 years†	17	45	62	34	2	2	4	1
40-59 years	33	43	76	18	3	-	3	3
60+ years	35	41	76	19	1	1	2	3
Household Size								
1-2 person household	36	39	75	21	1	1	2	2
3+ person household	20	47	67	26	3	1	4	3

% read across

* not asked prior to 2012

† does not add to 100% due to rounding

c. How Satisfied Are Residents That Council Does A Good Job Protecting And Valuing The History Of The Area?



73% of residents are very satisfied/satisfied that Council does a good job protecting and valuing the history of the area, while 7% are dissatisfied/very dissatisfied.

16% are neither satisfied nor dissatisfied and 5% are unable to comment.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who are very satisfied/satisfied.

How Satisfied Are Residents That Council Does ...

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District 2012**	22	51	73	16	6	1	7	5
Ward								
Cambridge	21	54	75	12	7	1	8	5
Kakepuku	31	48	79	13	6	-	6	2
Maungatautari	16	57	73	10	10	3	13	4
Pirongia	29	37	66	19	10	-	10	5
Te Awamutu	21	52	73	20	2	-	2	5

% read across

* not asked prior to 2012

† does not add to 100% due to rounding

The main reasons* residents are dissatisfied/very dissatisfied are ...

- not doing anything/much/could be better, mentioned by 48% of residents who are dissatisfied**/very dissatisfied (9 respondents),
- museum needs more attention, 19% (4 respondents),
- not enough protection of Maori side of history, 16% (3 respondents).

** Base = 24^{††}

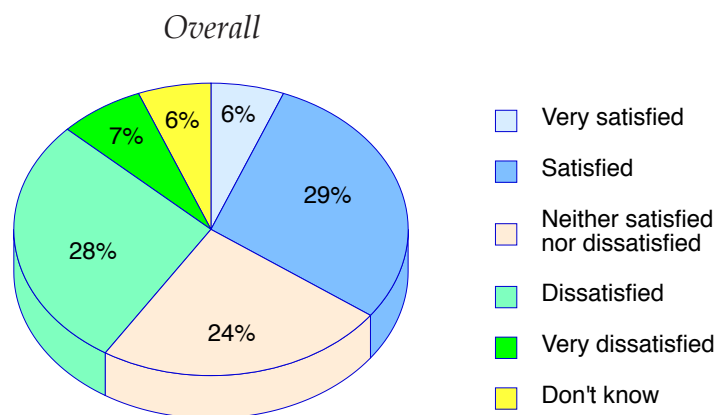
* multiple responses allowed

^{††} caution: small base



7. Connecting With Our Community

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



35% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes, while 35% are dissatisfied/very dissatisfied. These readings are similar to the 2011 results.

24% are neither satisfied nor dissatisfied and 6% 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 ...

- residents aged 40 years or over,
- residents with an annual household income of \$70,000 or less,
- residents who live in a one or two person household.

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 %
Overall									
Total	2012	6	29	35	24	28	7	35	6
	2011	5	31	36	24	24	11	35	5
	2009*	7	53	60	26	7	2	9	5
Comparison									
Peer Group (Provincial) [†]		4	43	47	29	17	4	21	2
National Average		5	44	49	27	15	4	19	5
Ward									
Cambridge [†]		2	30	32	24	28	8	36	9
Kakepuku [†]		7	34	41	30	20	2	22	6
Maungatautari [†]		12	24	36	30	29	-	29	6
Pirongia		8	27	35	32	22	9	31	2
Te Awamutu		7	27	34	19	32	9	41	6
Age									
18-39 years		6	33	39	30	22	4	26	5
40-59 years		7	26	33	25	30	7	37	5
60+ years [†]		4	25	29	16	32	12	44	10
Household Income									
Less than \$40,000 pa		3	28	31	18	36	12	48	3
40,000 - \$70,000 pa		6	24	30	25	35	6	41	4
More than \$70,000 pa [†]		6	30	36	28	22	5	27	8
Household Size									
1-2 person household		3	25	28	21	34	9	43	8
3+ person household		8	32	40	28	21	6	27	5

% read across

* not asked prior to 2009

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

The main reasons* residents are dissatisfied/very dissatisfied are ...

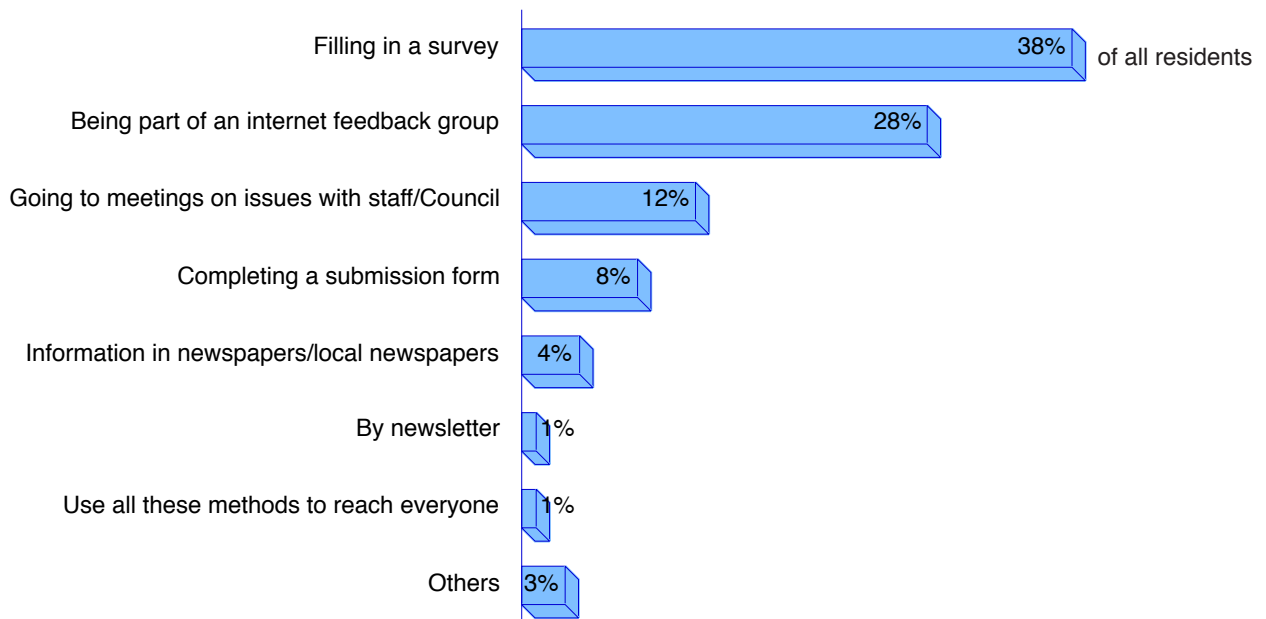
- don't listen/ignore public opinion, mentioned 39% of residents who are dissatisfied/very dissatisfied†,
- law to themselves/do what they want regardless, 28%,
- lack of consultation/no input from public/more input needed, 23%,
- lack of communication/don't keep us informed/inaccurate/negative information, 18%.

†Base = 142

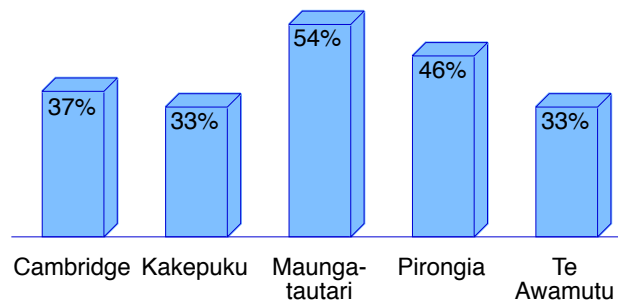
* multiple responses allowed

b. Which Method Would Residents Most Prefer Council To Use?

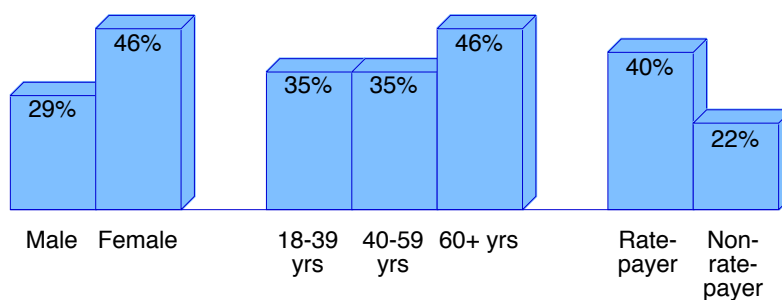
Residents were asked to say which method they would most prefer Council to use to engage them on current issues and proposals ...



Percent Saying 'Filling In A Survey' - By Ward



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



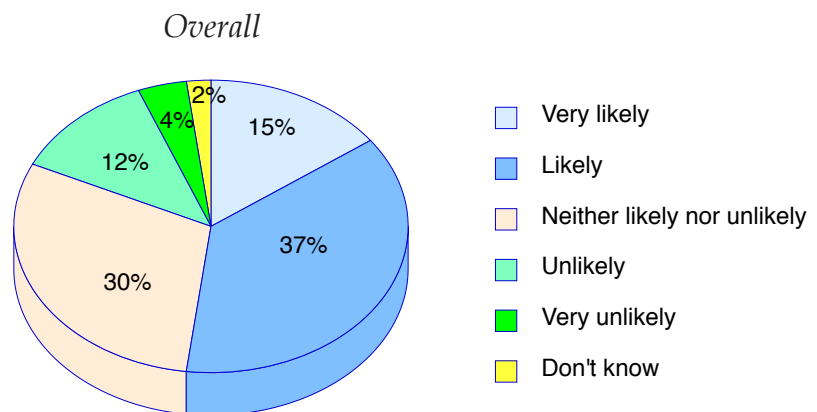
38% of residents say they would most prefer filling in a survey on current issues and proposals, while 28% favour being part of an internet/ feedback group.

3% say they prefer no method/ wouldn't engage and 3% are unable to comment.

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

- women,
- residents aged 60 years or over,
- ratepayers.

c. **How Likely Are Residents To Talk Positively About Waipa District Council?**



52% of residents are very likely /likely to talk positively about Waipa District Council, while 16% are unlikely /very unlikely. 30% are neither likely nor unlikely, and 2% are unable to comment.

Women are more likely than men to say they are **very likely/likely** to talk positively about the Council.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say they are **unlikely/very unlikely**. However, it appears that ratepayers are slightly more likely to feel this way, than non-ratepayers.

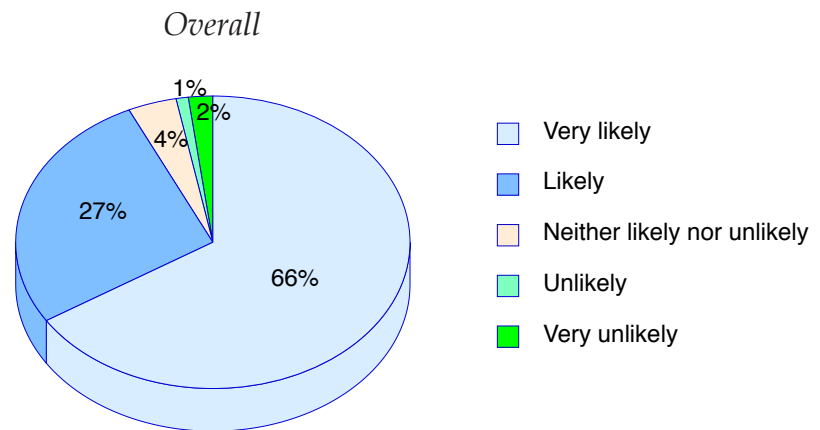
How Likely Are Residents To Talk Positively About Waipa District Council?

	Very likely %	Likely %	Very likely/ Likely %	Neither likely nor unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't Know %
Overall*								
Total District 2012	15	37	52	30	12	4	16	2
Ward								
Cambridge	18	32	50	28	14	3	17	5
Takepuku	22	38	60	28	11	1	12	-
Maungatautari	9	43	52	31	15	-	15	2
Pirongia	9	42	51	36	9	2	11	2
Te Awamutu	15	39	54	28	12	6	18	-
Gender								
Male	13	34	47	36	9	4	13	4
Female	16	41	57	24	15	3	18	1
Ratepayer?								
Ratepayer	15	38	53	28	13	4	17	2
Non-ratepayer	17	35	52	40	8	-	8	-

% read across

* not asked prior to 2012

d. How Likely Are Residents To Promote Waipa As A Good Place To Live?



93% of residents say they are very likely / likely to promote Waipa as a good place to live, including 66% who say they are very likely, while 3% are unlikely / very unlikely to do so. 4% of residents are neither likely nor unlikely.

Women are more likely, than men, to say they are very likely to promote Waipa as a good place to live.

How Likely Are Residents To Promote Waipa As A Good Place To Live?

	Very likely %	Likely %	Very likely/ Likely %	Neither likely nor unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't Know %
Overall*								
Total District 2012	66	27	93	4	1	2	3	-
Ward								
Cambridge†	63	31	94	4	-	1	1	-
Takepuku	68	25	93	7	-	-	-	-
Maungatautari†	65	31	96	3	1	-	1	-
Pirongia†	65	26	91	4	-	5	5	-
Te Awamutu	70	23	93	4	2	1	3	-
Gender								
Male	62	(31)	93	4	1	2	3	-
Female	(70)	23	93	5	1	1	2	-

% read across

* not asked prior to 2012

† does not add to 100% due to rounding



8. Emergency Management

a. What Do Residents Have In The Event Of A Civil Defence Emergency?

In The Event Of A Civil Defence Emergency Do Residents' Households Have ...

	Percent Saying Yes %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
Stored water to last three days	53	45	83	82	63	42
Stored food to last three days	91	90	94	95	96	88
Emergency lighting, for example a torch	97	98	100	97	93	97
A battery operated radio	67	67	77	79	58	65
Spare batteries for a torch and radio	78	80	85	81	73	75
A first aid kit	94	93	97	98	93	93
Essential medication	88	85	91	96	80	93
An emergency plan, including what to do and where to meet	41	36	45	59	42	42

Of the eight items mentioned, residents are more likely to say, in the event of an emergency, their household has ...

- emergency lighting, eg, a torch, 97%,
- a first aid kit, 94%,
- stored food to last three days, 91% and / or,
- essential medication, 88%.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say they have emergency lighting, a first aid kit, and / or essential medication.

Residents more likely to say their household has **stored food to last three days** are ...

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

Residents aged 60 years or over are more likely to say their household has **spare batteries for a torch and radio**, than other age groups.

Residents more likely to say their household has a **battery-operated radio** are ...

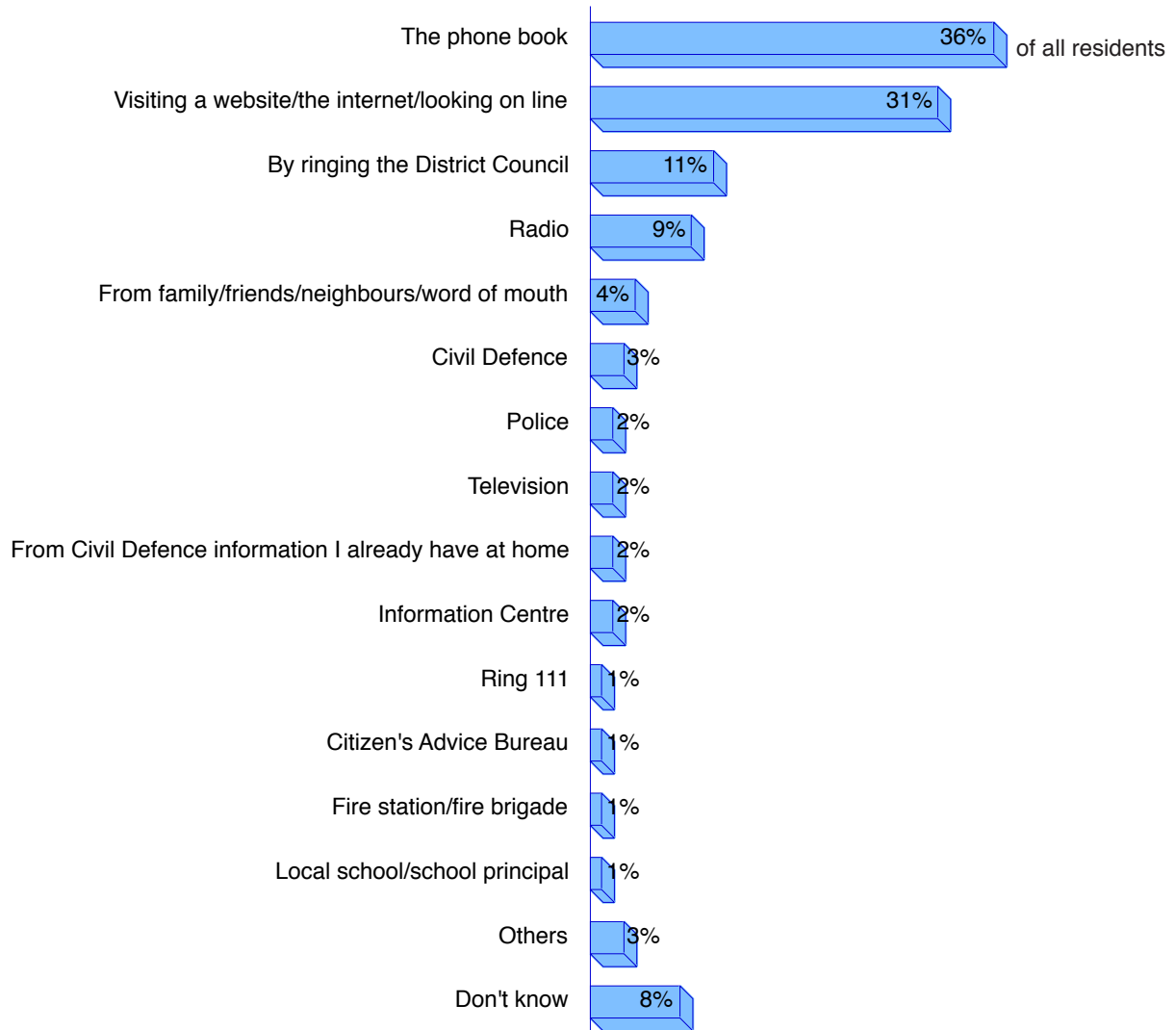
- residents aged 60 years or over,
- longer term residents, those residing in the District more than 10 years,
- ratepayers.

Residents more likely to say their household has **stored water to last three days** are ...

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

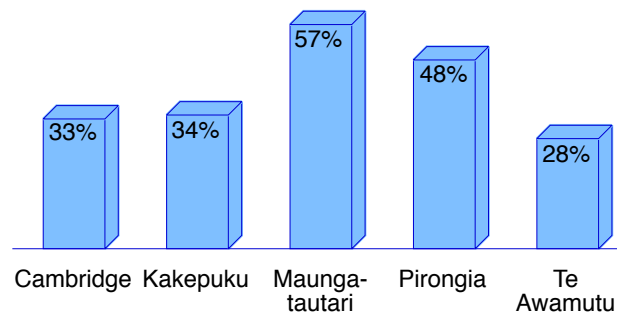
Women are more likely, than men, to say their household has **an emergency plan**.

b. Who Or Where They Get Information From*?

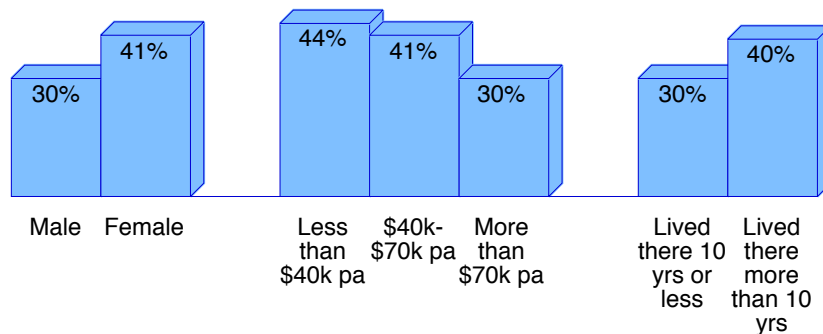


* multiple responses allowed

Percent Saying 'The Phone Book' - By Ward



Percent Saying 'The Phone Book' - Comparing Different Types Of Residents

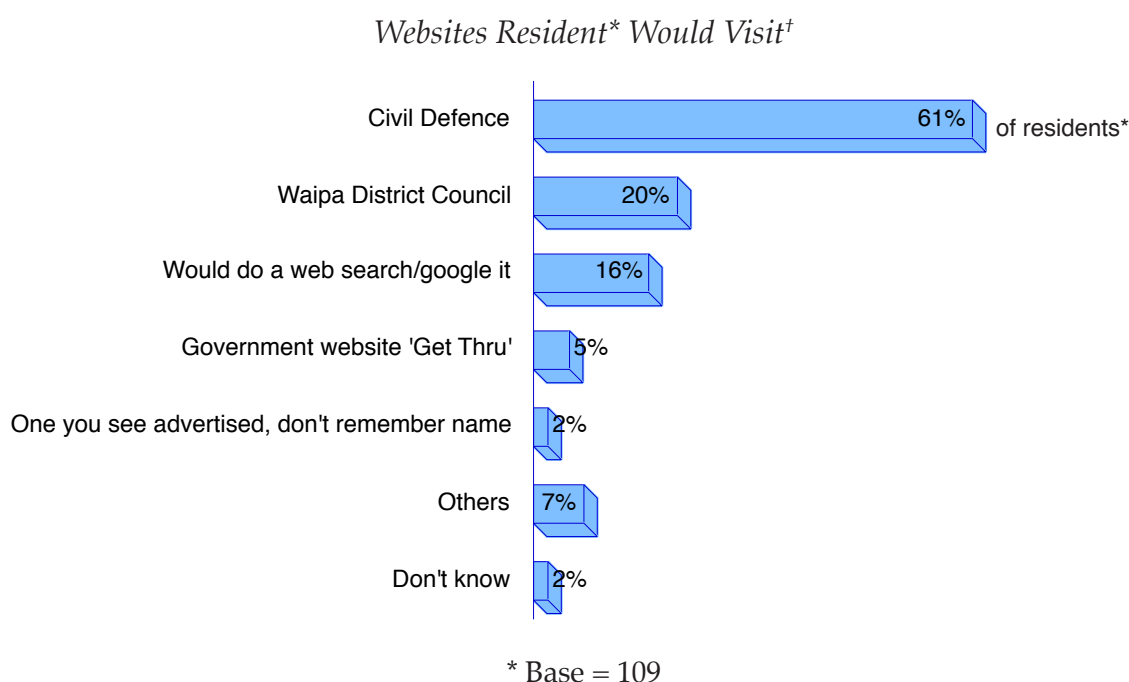


36% of residents say that if they had to get some Civil Defence information right now they would get this information from the phone book, while 31% say they would visit a website/ the internet/look online.

Residents more likely to say they would get this information from the **phone book** are ...

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

c. Whose Website Would Residents* Visit?



61% of residents* say they would visit the Civil Defence website, while 20% mention Waipa District website.

Residents[†] who live in a three or more person household are more likely to get this information from the Civil Defence website, than residents[†] who live in a one or two person household.

[†] multiple responses allowed

* Base = 109 (residents who say that if they had to get some Civil Defence information right now, they would get this information by visiting a website / the internet / looking online)



9. Place To Live

a. Place To Live

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

	Better %	Same %	Worse %	Unsure %
Overall*				
Total District 2012	36	55	3	6
2009	34	53	3	10
Comparison				
Peer Group Average (Provincial)	40	52	5	4
National Average	40	51	6	3
Ward				
Cambridge	25	64	5	6
Kakepuku [†]	65	31	-	3
Maungatautari	34	48	2	16
Pirongia	32	65	-	3
Te Awamutu	43	46	4	7
Age				
18-39 years	44	46	3	7
40-59 years	34	58	3	5
60+ years	28	61	4	7

% read across

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

* not asked prior to 2009 and in 2010/2011

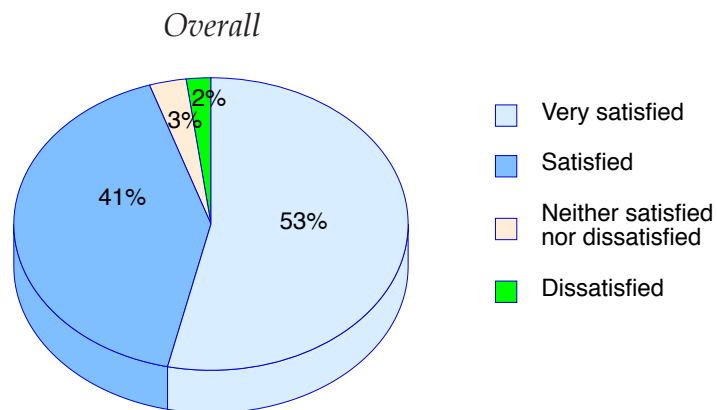
36% of residents think their District is better than it was three years ago, 55% feel it is the same and 3% say it is worse. 6% are unable to comment (10% in 2009).

The percent saying better (36%) is on par with the Peer Group and National Averages.

Kakepuku Ward residents are more likely to feel their District is better than it was three years ago, than other Ward residents.

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

b. Quality Of Life



94% of residents are satisfied (very satisfied / satisfied) with their quality of life, including 53% who are very satisfied. 2% are dissatisfied and 3% are neither satisfied nor dissatisfied.

Residents more likely to be **very satisfied** with their quality of life are ...

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

The reasons* the seven residents are dissatisfied with their quality of life are ...

- financial pressures, mentioned by 53% of residents who are dissatisfied* (4 residents),
- other, 64% (5 residents).

* Base = 7[†]

[†] caution: small base

* multiple responses allowed

How Satisfied Are Residents With Their Quality Of Life?

	Very satisfied %	Satisfied %	Very satisfied/ Satisfied %	Neither satisfied nor dissatisfied %	Dissatisfied %	Very dissatisfied %	Dissatisfied/ Very dissatisfied %	Don't know %
Overall								
Total District 2012**	53	41	94	3	2	-	2	-
Ward								
Cambridge†	53	43	96	3	1	-	1	1
Kakepuku	66	28	94	6	-	-	-	-
Maungatautari	57	42	99	1	-	-	-	-
Pirongia†	44	49	93	-	6	-	6	-
Te Awamutu†	53	39	92	4	2	1	3	-
Gender								
Male	45	50	95	3	2	-	2	-
Female	59	34	93	3	2	1	3	1
Household Income								
Less than \$40,000 pa	45	48	93	5	1	-	1	1
40,000 - \$70,000 pa	39	52	91	3	5	1	6	-
More than \$70,000 pa	62	34	96	2	1	-	1	1
Household Size								
1-2 person household	48	44	92	5	3	-	3	-
3+ person household	58	39	97	1	1	1	2	-
Ratepayer?								
Ratepayer	55	40	95	3	2	-	2	-
Non-ratepayer	39	52	91	3	3	3	6	-

% read across

* not asked prior to 2012

† does not add to 100% due to rounding

c. Biggest Issues Facing District

Thinking of issues that affect the District (such as social issues, environmental issues or economic issues such as business, jobs and money), residents were asked to say what are their areas three biggest issues.

The main issues* residents feel are their areas biggest are ...

- employment in the area/jobs for people, especially young people,
- education issues,
- business promotion/need to attract/retain business,
- environmental issues/pollution issues/caring for environment,
- present economic condition/cost of living/people are struggling financially,
- swimming pool,
- crime in the area/better policing/needed,
- safety/personal safety/community safety.

Summary Table: Biggest Issues* Facing Resident's Area

	Total District 2012 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Employment in the area/jobs for people especially young people	28	23	22	9	26	43
Education issues	15	12	20	20	20	13
Business promotion/need to attract/retain business	13	12	18	6	11	16
Environmental issues/pollution issues/caring for environment	11	12	11	29	10	7
Present economic condition/cost of living/people are struggling financially	9	11	4	7	8	9
Swimming pool	6	10	4	12	2	2
Crime in the area/better policing/needed	6	1	9	6	4	11
Safety/personal safety/community safety	6	4	6	6	7	7

* multiple responses allowed

Other issues* mentioned by 5% are ...

- Maungatautari Mountain/ other conservation issues,
- traffic issues/ need for a bypass/ remove trucks from main street,
- Council spending,

by 4% ...

- roads/ road safety,
- cultural issues,
- youth issues/ activities for youth,
- high rates/ rates increases,
- velodrome,
- social issues/ care of the elderly, etc,

by 3% ...

- community interaction/ community activities,

by 2% ...

- water supply,
- consultation with public/ listen to the public,
- health issues,
- growth in the area/ increasing population/ infrastructure being able to cope,
- recreational sports/ sports facilities/ playgrounds,
- public transport,
- parking facilities/ need more parking,

by 1% ...

- bridge issues/ new bridge needed,
- tourism promotion,
- core services/ providing/ maintaining services,
- the number of liquor stores in the area,
- promotion of Waipa District/ encourage growth in the area,
- farming,
- art gallery/ performing arts centre/ the arts generally,
- subdivisions/ housing issues,
- sewerage/ wastewater disposal,
- rubbish collection/ disposal/ recycling,
- museum,
- footpaths/ pedestrian facilities,
- street lighting.

6% of residents mentioned 'other' issues, while 25% are unable to comment.

* multiple responses allowed

d. What Should Council Be Focusing On?

The main issues* residents feel Council should be looking at are ...

- roads/ road maintenance/ traffic control/ road signage/ road safety,
- rates/ rate increases/ amount of service for rates we pay,
- Council spending/ reducing Council debt,
- traffic congestion/ bypass needed/ keep trucks away,
- swimming pool/ run it better/ upgrade it/ sort out Cambridge pool issue,
- water supply/ need constant supply/ no restrictions/ upgrading of water mains.

Summary Table: Main Issues* Residents Feel Council Should Be Looking At

	Total District 2012 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Roads/ road maintenance/ traffic control/ road signage/ road safety	21	20	28	24	28	15
Rates/ rate increases/ amount of service for rates we pay	14	20	14	10	16	4
Council spending/ reducing Council debt	11	10	13	11	7	15
Traffic congestion/ bypass needed/ keep trucks away	11	(21)	7	8	2	7
Swimming pool/ run it better/ upgrade it/ sort out Cambridge pool issues	9	(19)	2	(16)	2	3
Water supply/ need constant supply/ no restrictions/ upgrading of water mains	9	2	13	4	4	21

* multiple responses allowed

Other issues* mentioned by 7% are ...

- look after essential services/ amenities/ core infrastructure,
- better communication/ consultation/ listen to the ratepayers,

by 6% ...

- footpaths/ walkways,
- velodrome,
- business promotion,

by 5% ...

- sewerage/ sewerage upgrade,
- presentation of towns/ cleanliness/ maintenance,

by 4% ...

- encourage housing developments/ provide infrastructure to cope with new development,
- new bridge,
- parking issues,
- crime issues/ need safe communities,

by 3% ...

- sports/ sportsgrounds/ sports facilities/ playgrounds,
- environmental issues/ pollution/ care of environment/ sustainability,
- social issues/ social programmes,
- rubbish collection/ disposal/ recycling,
- parks/ upkeep of parks/ Maungatautari Reserve,
- services/ activities for young people,

by 2% ...

- stormwater drainage,
- education issues,
- employment/ job creation/ work schemes,
- provisions for dogs/ animal control,
- services/ activities for the elderly,
- retain the character/ heritage of area,
- cycleways,
- museum/ heritage issues,

by 1% ...

- resource consents/building consents,
- street lighting,
- tourism promotion,
- public transport,
- cultural activities/art facilities,
- long term planning/looking at future direction.

9% of residents mentioned 'other' issues, and 18% are unable to comment.

* multiple responses allowed

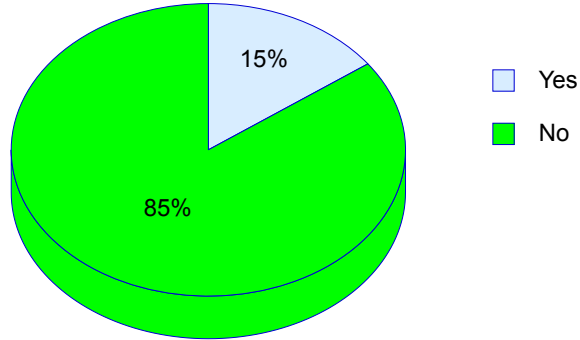


10. Representation

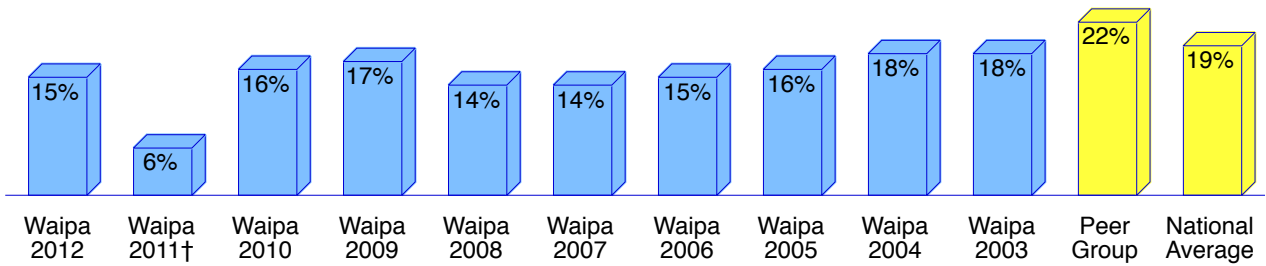
The success of democracy of the Waipa District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult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

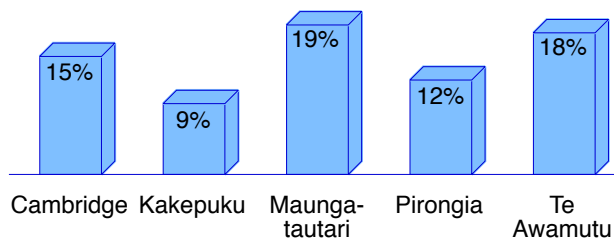


Percent Saying 'Yes' - Comparison

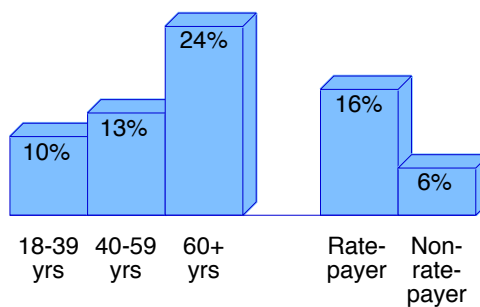


† 2011 refers to a survey of 100 residents

Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents



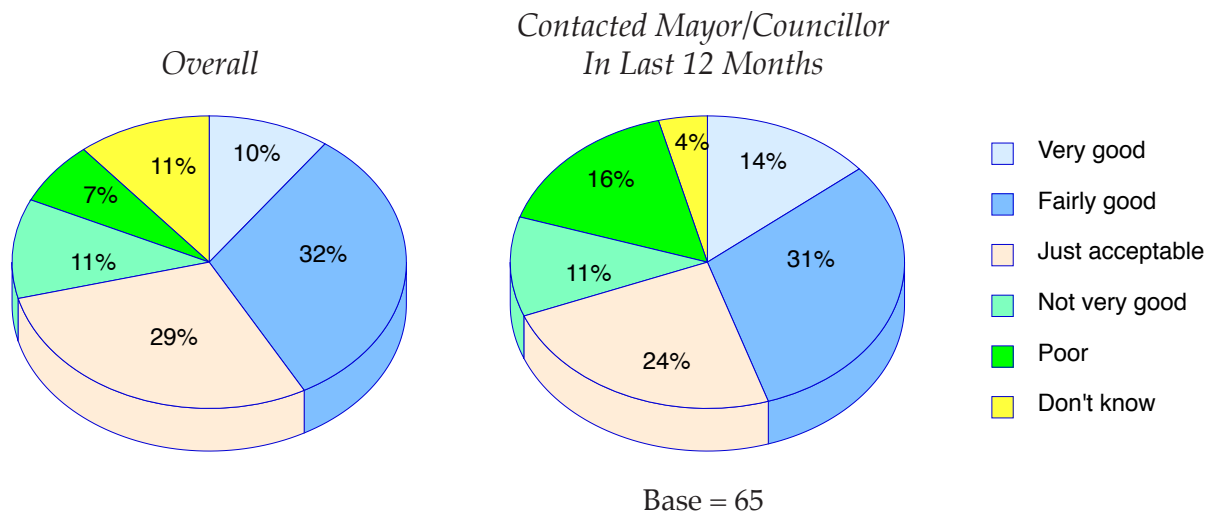
15% of residents have contacted a Councillor or the Mayor in the last 12 months, by phone, in person, in writing and/or by email. This is below the Peer Group Average and on par with the National Average.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say they have contacted a Councillor or the Mayor in the last 12 months.

However, it appears that the following are slightly more likely to have done so ...

- residents aged 60 years or over,
- ratepayers.

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



42% of residents rate the performance of the Mayor and Councillors over the past year as very or fairly good. Waipa residents' rating of the performance of their Councillors is below the Peer Group and National Averages, in terms of those rating very / fairly good.

18% rate their performance as not very good / poor. Waipa residents are on par with Peer Group residents and slightly above residents nationwide, in this respect.

45% of residents who have spoken to the Mayor or a Councillor in the last 12 months, rate their performance as very / fairly good.

Residents who live in a three or more person household are more likely to rate the performance of the Mayor and Councillors as very / fairly good, than shorter term residents.

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

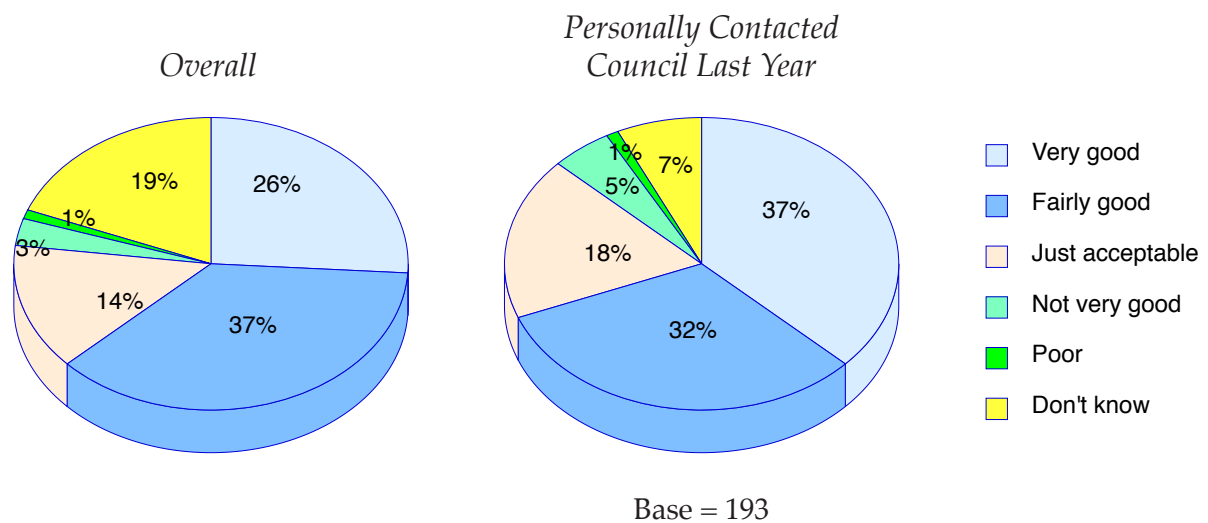
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Overall				
Total District 2012	42	29	18	11
Contacted in last 12 months (65 residents)	45	24	27	4
2011*	31	31	17	21
2010	63	23	6	8
2009	69	19	3	9
2008	66	19	3	12
2007	69	17	3	11
2006	60	26	5	9
2005	69	20	4	7
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
Comparison				
Peer Group Average	54	27	15	4
National Average	53	28	13	6
Ward				
Cambridge	36	29	23	12
Kakepuku	59	24	12	5
Maungatautari	29	57	8	6
Pirongia	49	21	13	17
Te Awamutu	42	29	19	10
Household Size				
1-2 person household	35	34	21	10
3+ person household†	48	25	15	13

% read across

* 2011 reading refers to a survey of 100 residents

† does not add to 100% due to rounding

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



63% of residents rate the performance of Council staff as very or fairly good. Waipa residents' rating of the performance of their Council staff is slightly below the Peer Group Average and similar to the National Average.

4% rate their performance as not very good/poor. This is slightly below the Peer Group Average and on par with the National Average.

69% of residents who have contacted the Council in the last 12 months, rate staff performance as very/fairly good.

Residents who live in a three or more person household are more likely to rate the performance of Council staff as very/fairly good, 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 %
Overall				
Total District 2012	63	14	4	19
Contacted in last 12 months (193 residents)	69	18	6	7
2011**	66	18	2	13
2010	74	13	2	11
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
Comparison				
Peer Group Average	69	15	9	7
National Average	61	21	8	10
Ward				
Cambridge	65	10	3	22
Kakepuku†	71	13	-	15
Maungatautari	64	18	-	18
Pirongia†	55	18	5	23
Te Awamutu†	64	15	5	16
Household Size				
1-2 person household	58	17	3	22
3+ person household†	68	11	4	17

% read across

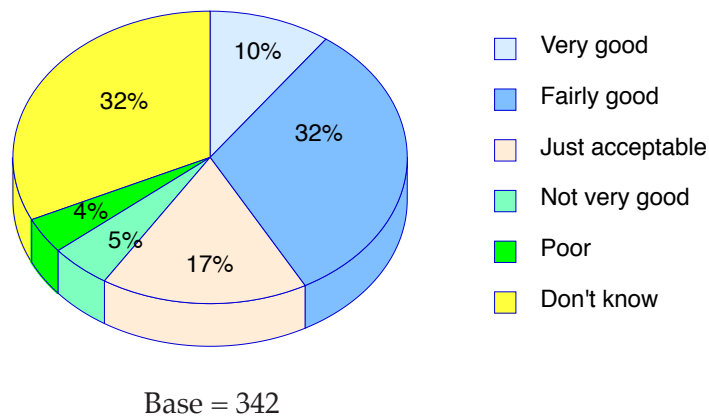
* 2011 reading refers to a survey of 100 residents

† 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



42% of residents who have a Community Board member rate their performance, in the last 12 months, as very or fairly good, while 9% say it is not very good/poor. A large percentage (32%) are unable to comment.

Residents[†] more likely to rate the performance of Community Board members as very/fairly good are ...

- 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 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 %
Residents Who Have A Community Board Member				
2012	42	17	9	32
2011*	28	28	7	37
2010	49	19	2	30
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
Ward				
Cambridge	38	19	10	33
Kakepuku	54	17	4	25
Maungatautari†	40	18	15	28
Te Awamutu	45	14	6	35
Household Income				
Less than \$40,000 pa	49	20	7	24
\$40,000 - \$70,000 pa†	49	17	10	25
More than \$70,000 pa	36	17	9	38
Length of Residence				
Lived there 10 years or less	35	16	9	40
Lived there more than 10 years	46	18	8	28

Base = 342

% read across

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

* 2011 reading refers to a survey of 100 residents

† does not add to 100% due to rounding

* * * * *

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Ward	Cambridge	139	145
	Takepuku	41	31
	Maungatautari	40	32
	Pirongia	58	66
	Te Awamutu	122	127
Gender	Male	196	191
	Female	204	209
Age	18 to 39 years	99	139
	40 to 59 years	155	157
	60+ years	146	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.

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