

**WAIPA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY 2013**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WAIPA DISTRICT COUNCIL

MAY 2013



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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 2013.

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 2013.

Council also has the benefit, where applicable, of comparing the 2013 results with results obtained in 2000-2012. This is provided together with averaged comparisons to similar Peer Group Councils and resident perceptions nationwide.

* * * * *

B. COMMUNITRAK™ SPECIFICATIONS

Sample Size

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

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

Interviews were spread amongst the five Wards as follows:

Cambridge	140
Takepuku	41
Maungatautari	40
Pirongia	60
Te Awamutu	120
Total	<u>401</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 120 residents aged 18 to 44 years, was also set.

Households were screened to ensure they fell within the Waipa District Council's geographical boundaries.

Respondent Selection

Respondent selection within the household was also randomised, with the eligible person being the man or woman, normally resident, aged 18 years or over, who has the next birthday.

Call Backs

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

Sample Weighting

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

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

Survey Dates

All interviews were conducted between Friday 10 May and Sunday 19 May 2013.

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 2012,
- 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 2012 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, 2011 and 2012 Communitrak survey results.

COUNCIL SERVICES/FACILITIES

Summary Table: Satisfaction With Services/Facilities

	Waipa 2013		Waipa 2012	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
Parks and reserves (including sportsgrounds)	94 =	3 =	93	4
Library service	88 ↑	2 =	77	4
Roads - safety	85 =	15 =	84	15
Public toilets	84 ↑	7 =	76	10
Kerbside or roadside recycling service	84 =	15 =	83	15
Roads - maintenance	84 ↑	16 ↓	77	22
Dog control	83 =	12 =	82	11
Parking in Cambridge and Te Awamutu	78 =	20 =	78	21
Cemeteries	77	1	NA	NA
Maintenance of footpaths	75 =	21 =	73	20
Noise control services	73 =	5 =	69	4
Wastewater services	72 ↑	2 =	63	3
Swimming pools	70 ↑	19 =	63	21
Stormwater services	66 ↑	19 =	61	20
Water treatment and supply	64 ↓	18 ↑	70	11
Museums	62 ↑	4 =	52	7
Civil Defence organisation	51 ↑	2 =	42	3
Building compliance and building inspections [†]	48 =	9 =	44	9
Land-use and subdivision consents	41	13	NA	NA

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

[†] 2012 readings relate to building control and building inspections

NA: not asked

↑ above / slightly above 2012 reading
↓ below / slightly below 2012 reading
= similar / on par

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	19	10	10
• stormwater services	19	13	14
• water treatment and supply	18	**10	**11

** 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	20	°°27	°°31
• maintenance of roads	16	*26	*23
• road safety	15	*26	*23
• dog control	12	20	18
• building compliance and building inspections	9	◊◊21	◊◊24
• public toilets	7	18	18
• noise control services	5	+++11	+++11
• wastewater services	2	°8	°9
• Civil Defence organisation	2	6	8

* 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

+++ these figures are based on noise control in general (does not exclude traffic noise and barking dogs)

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

• maintenance of footpaths	21	+24	+21
• kerbside or roadside recycling service	15	++12	++11
• museums	4	3	3
• parks and reserves (including sportsgrounds)	3	◊3	◊3
• library service	2	2	3
• cemeteries	1	3	5

† these figures are based on footpaths 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 2012 National Community Survey

Comparison Between Overall And 'User/Visitor' Satisfaction Readings

Services And Facilities	Overall Satisfaction %	User / Visitor Satisfaction %
Parks and reserves (including sportsgrounds)	94	96
District libraries	88	96
Kerbside or roadside recycling services	84	85
Public toilets	84	92
Cemeteries	77	98
Swimming pools	70	79
Museums	62	85

Comparison Between Overall And 'Contacted Council' Satisfaction Readings

Services And Facilities	Overall Satisfaction %	Contacted Council %
Dog and animal control	83	75
Noise control	73	63
Building compliance and building inspections	48	73
Land-use and subdivision consents	41	42

Comparison Between Overall And 'Receiver Of Service' Satisfaction Readings

Services And Facilities	Overall Satisfaction %	Receivers of Council Service %
Wastewater services	72	96
Stormwater services	66	75
Water treatment and supply	64	77

Frequency Of Household Use - Council Services And Facilities

	Usage In Last Year		
	Three times or more %	Once or twice %	Not at all %
Council's kerbside or roadside recycling service [†]	96	-	3
Parks or reserves (including sportsgrounds)	77	12	11
Public toilets	50	27	23
Public swimming pool	40	18	42
District Museum	9	26	65
Building compliance or building inspection services [†]	8	12	81
Contacted Council about dogs	3	10	87
Contacted Council about noise (excluding traffic noise or barking dogs)	3	8	89
Land-use and subdivision consents service	3	4	93

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

Council's kerbside or roadside recycling service, 97%,

parks, reserves or playgrounds, 89% and,

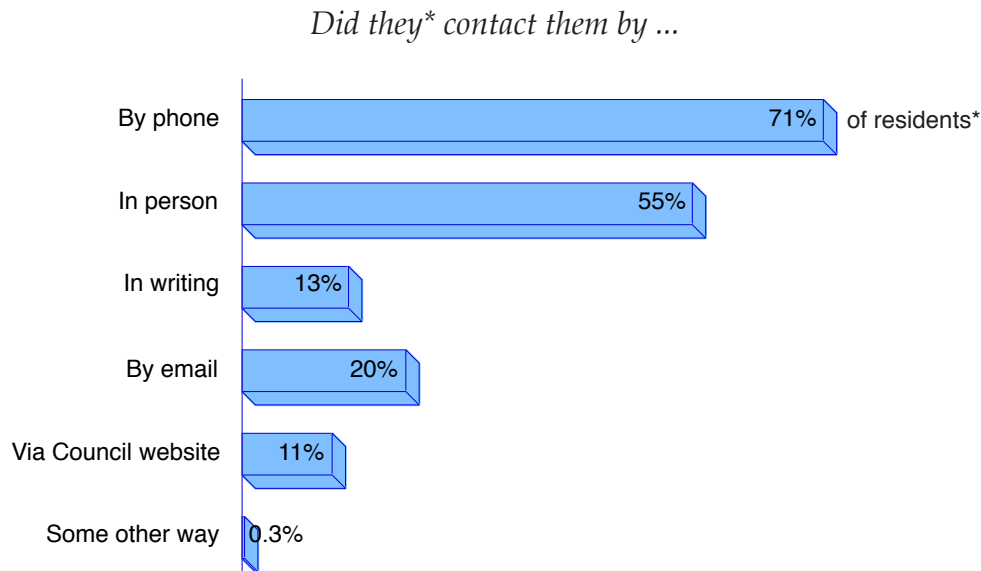
public toilets, 77%,

... are the facilities or services surveyed which have been most frequently used by residents in the last year.

72% of residents say that, in the last 12 months they, or a member of their household have visited a District library, while 44% say they have visited a cemetery.

CUSTOMER SERVICE

44% of residents have personally contacted the Council, in the last 12 months (49% in 2012).



Base = 172

Their main queries were in regard to:

- building permits/ consents/ resource consents, 11% of residents*,
- dog control/ registration/ dog issues, 10%,
- rates issues, 10%,
- water issues, 9%,
- subdivision of property/ property development, 7%.

81% of residents* say their query was attended to in a timely fashion (76% in 2012), with 72% saying it was dealt with to their satisfaction (70% in 2012).

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

Suggested main improvements[†]:

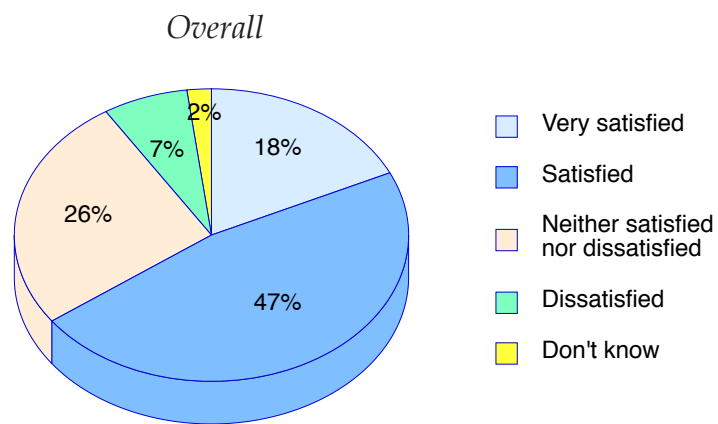
- better customer service/ be more friendly/ helpful/ offer information/ advice, 7% of residents*,
- get to talk to people/ not an answerphone/ easier to get right people/ people I want, 6%,
- deal with our issues, 5%.

* residents who have personally contacted the Council, in the last 12 months (N=172)

[†] multiple responses allowed

PROGRESSING THE HOUSE OF WAIPA

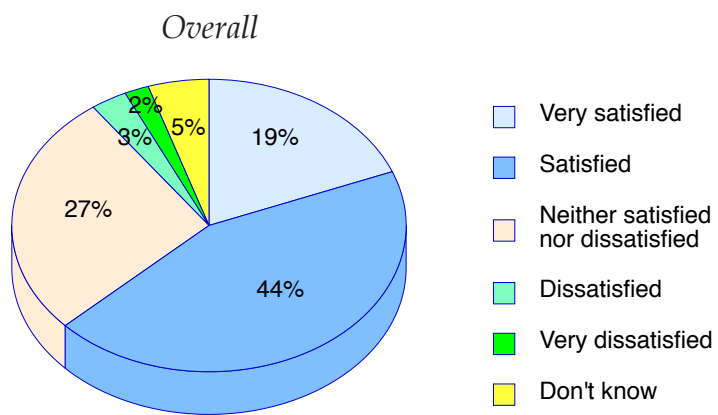
How Satisfied Are Residents With The Amount Of Business Or Commercial Development In Their Area?



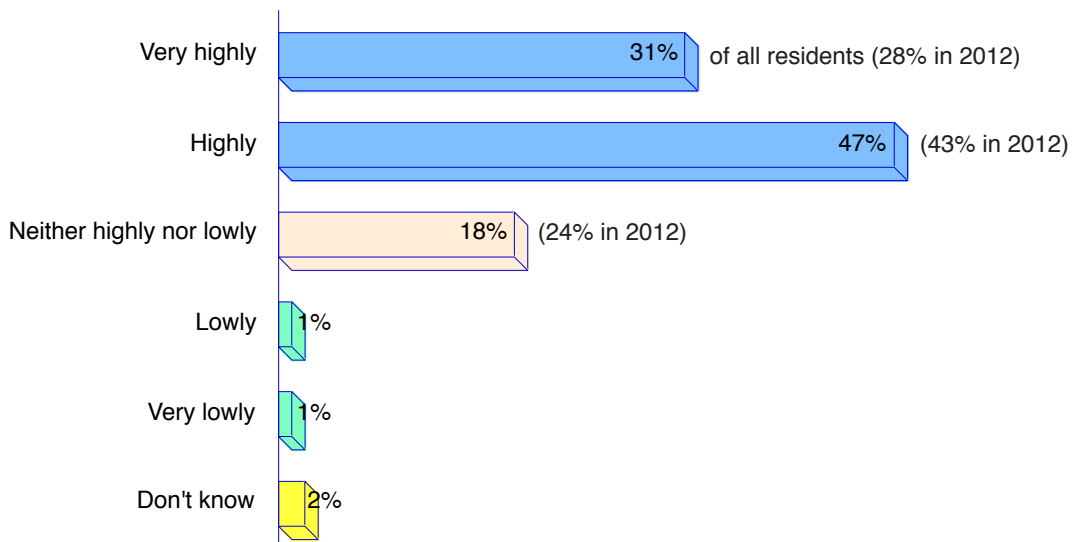
Thinking about all the services and facilities Council provides, 63% of residents think they offer good value for money, 27% say they don't and 10% are unable to comment. These readings are similar to the 2012 results.

ENVIRONMENTAL AND CULTURAL CHAMPIONS

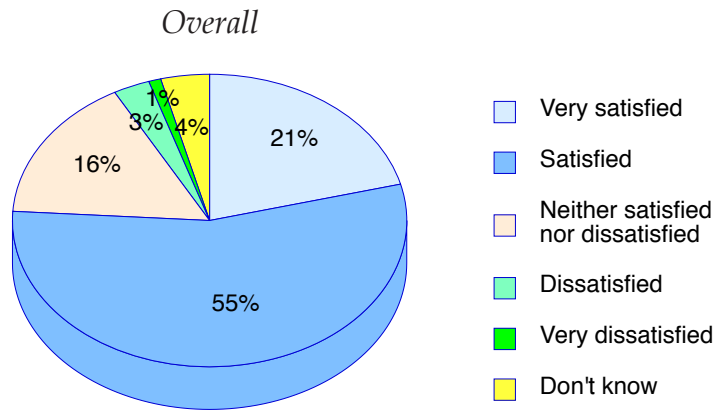
How Satisfied Are Residents That The Cultural Facilities And Events In Their Community Adequately Represent The Cultural Diversity Of Their District?



How Highly Do Residents Value The Heritage Of The District?

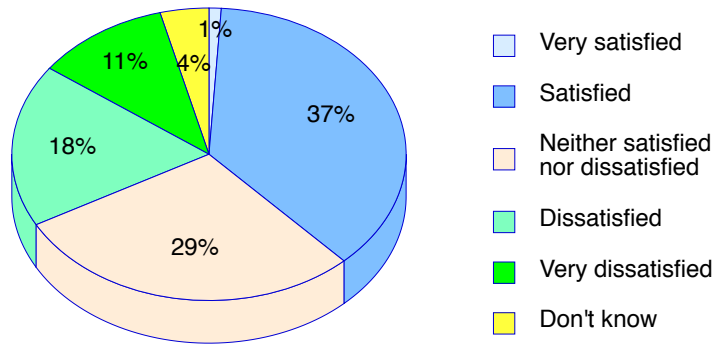


How Satisfied Are Residents That Council Does A Good Job Of Protecting And Valuing The History Of The Area?

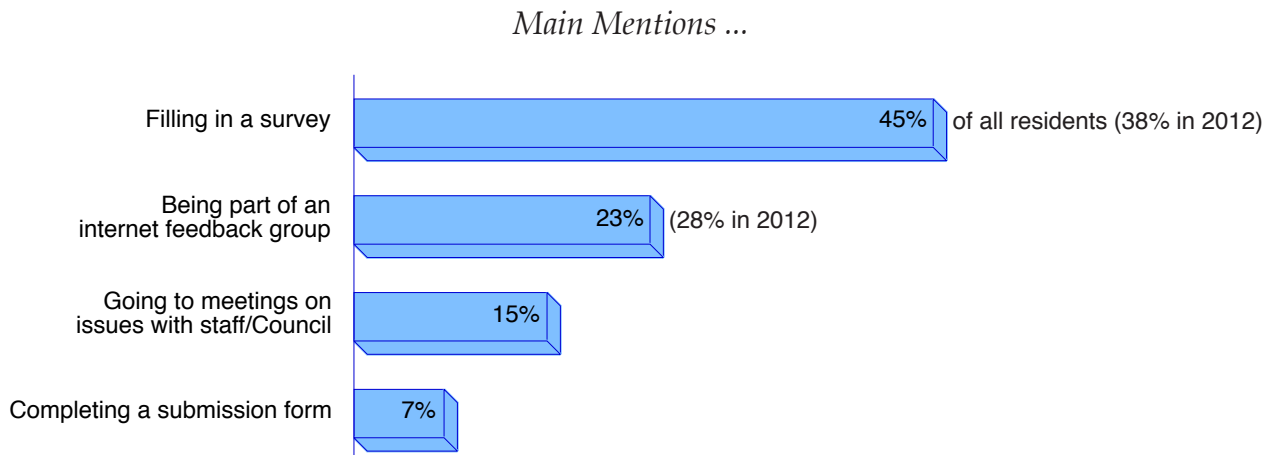


CONNECTING WITH OUR COMMUNITIES

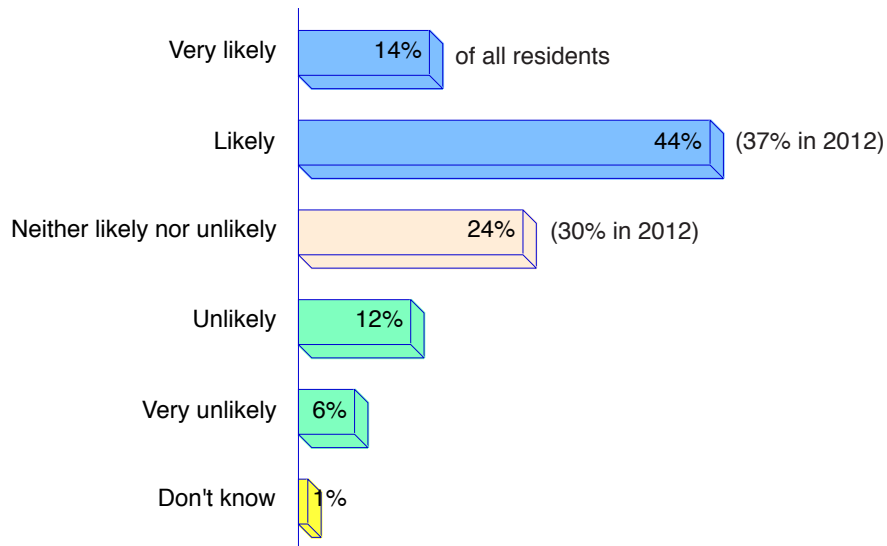
Satisfaction With The Way Council Involves The Public In The Decisions It Makes?



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

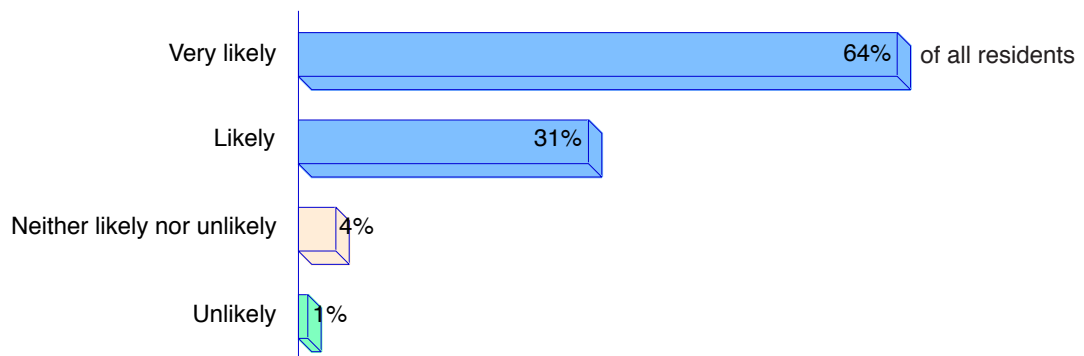


How Likely Are Residents To Talk Positively About The Waipa District Council



(Does not add to 100% due to rounding)

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



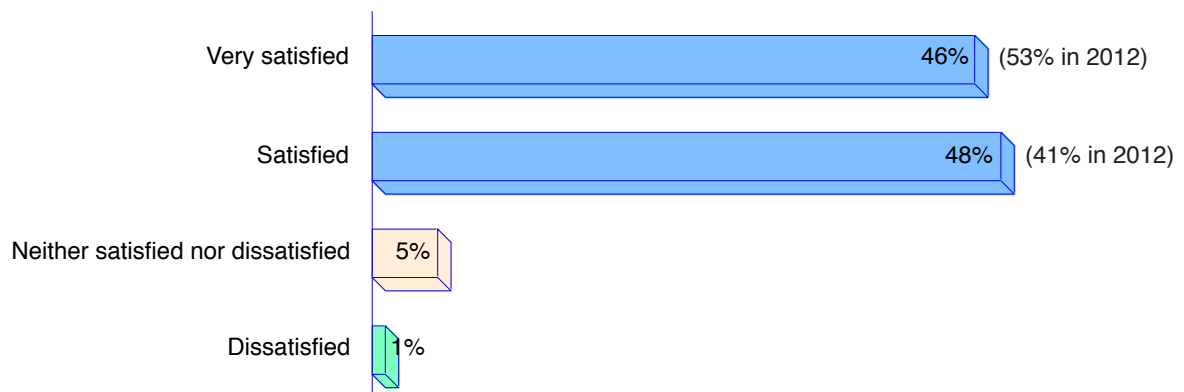
PLACE TO LIVE

41% of residents think Waipa District is better, as a place to live, than it was three years ago (36% in 2012), 52% feel it is the same (55% in 2012) and 3% say it is worse. 5% are unable to comment.

(Does not add to 100% due to rounding)

QUALITY OF LIFE

In General ...



BIGGEST ISSUES

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

- education issues, mentioned by 25% of all residents,
- economic issues/ money/ standard of living/ recession, 24%,
- employment in the area/ jobs for people especially young people, 22%,
- environmental issues/ pollution issues/ caring for environment, waterways, etc, 19%.

* 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 25% of all residents,
- water supply/ need constant supply/ no restrictions/ upgrading of water mains, 13%,
- rates/ rate increases/ amount of service for rates we pay, 12%,
- Council spending/ reducing Council debt, 11%.

* 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

53% of residents rate the performance of the Mayor and Councillors, in the last year, as very / fairly good (42% in 2012). 16% rate their performance as not very good / poor. Waipa District is slightly above the Peer Group Average and above the National Average, in terms of rating the Mayor and Councillors' performance as very or fairly good.

b. Performance Rating of the Council Staff

69% of residents rate the performance of the Council staff, in the last year, as very or fairly good (63% in 2012). 5% rate their performance as not very good / poor. Waipa District is above the Peer Group and National Averages, in terms of those rating Council staff performance as very or fairly good.

c. Performance Rating of Community Board Members

47% of residents who have a Community Board member rate their performance, in the last year, as very or fairly good (42% in 2012), while 7% say it is not very good / poor. A large percentage (25%) are unable to comment (32% in 2012).

* * * * *

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

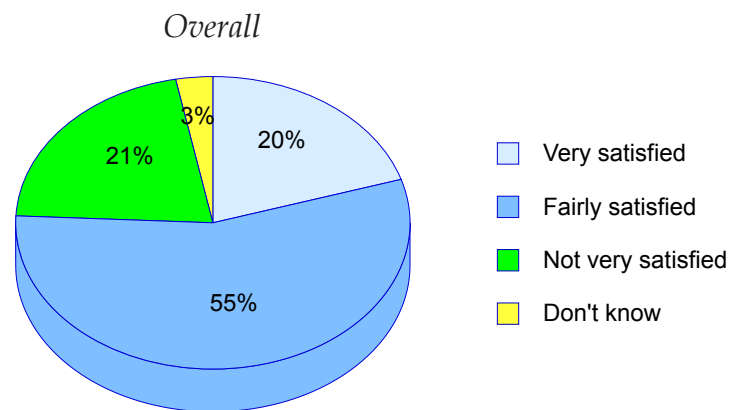


1. Council Services/Facilities

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



75% of Waipa District residents are satisfied with the maintenance of footpaths, while 21% are not very satisfied with this aspect of footpaths. These readings are similar to last year's result.

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

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

- women,
- residents aged 45 years or over,
- residents with an annual household income of less than \$40,000.

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 2013 [†]	20	55	75	21	3
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)	19	52	71	24	5
National Average	28	46	74	21	5
Ward					
Cambridge [†]	25	55	80	20	1
Kakepuku [†]	21	58	79	8	14
Maungatautari	33	49	82	3	15
Pirongia [†]	16	64	80	18	1
Te Awamutu	13	53	66	32	2
Gender					
Male	22	60	82	16	2
Female	19	51	70	25	5
Age					
18-44 years	21	63	84	14	2
45-64 years	21	49	70	27	3
65+ years	17	50	67	27	6
Household Income					
Less than \$40,000 pa	18	43	61	34	5
\$40,000 - \$70,000 pa	16	58	74	22	4
More than \$70,000 pa	24	58	82	16	2

% 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.

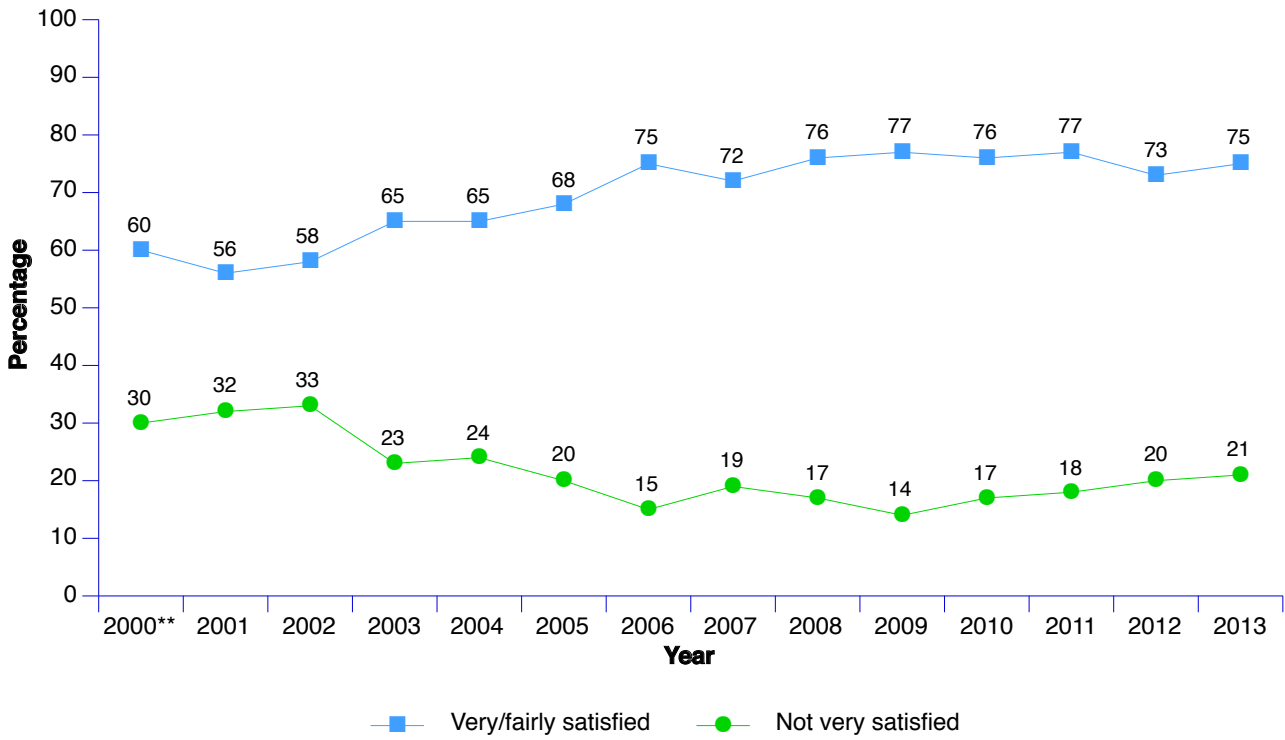
Summary Table:

Main Reasons* For Being Not Very Satisfied With Footpath Maintenance

	Total District 2013 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Uneven/cracked/broken/potholes/rough	10	12	3	2	4	14
Poor condition/old/poorly maintained/slow to maintain/need upgrading	6	4	2	1	5	9
No footpaths/not enough/one side only	3	1	-	1	7	3

* multiple responses allowed

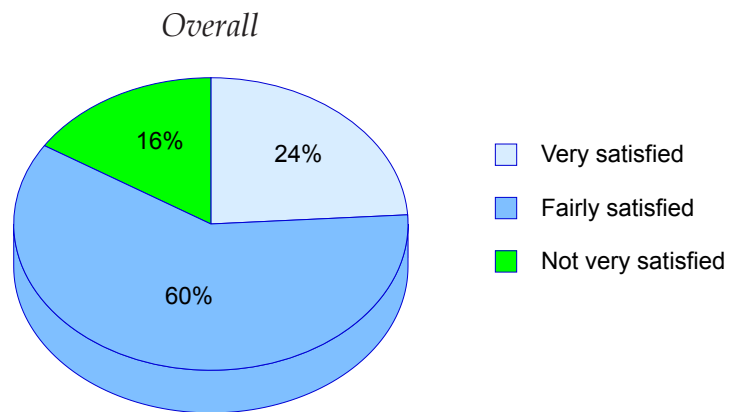
Footpath Maintenance



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

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

ii. Roads - Maintenance (excluding State Highways)



84% of Waipa District residents are satisfied with the maintenance of roads, (77% in 2012), while 16% are not very satisfied.

The percent not very satisfied is below the Peer Group and National Averages for roading in general and 6% below the 2012 reading.

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

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 2013	24	60	84	16	-
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)	18	55	73	26	1
National Average	25	51	76	23	1
Ward					
Cambridge [†]	31	57	88	12	1
Takepuku	22	58	80	20	-
Maungatautari	15	50	65	35	-
Pirongia [†]	18	69	87	12	-
Te Awamutu	23	62	85	15	-

% read across

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

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

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

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

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

	Total District 2013 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Potholes/uneven/rough/bumpy	6	5	7	6	6	8
Poor quality of work/materials used/too much patching	4	3	3	9	3	6
Poor condition/poorly maintained/slow to maintain	3	2	10	10	1	2

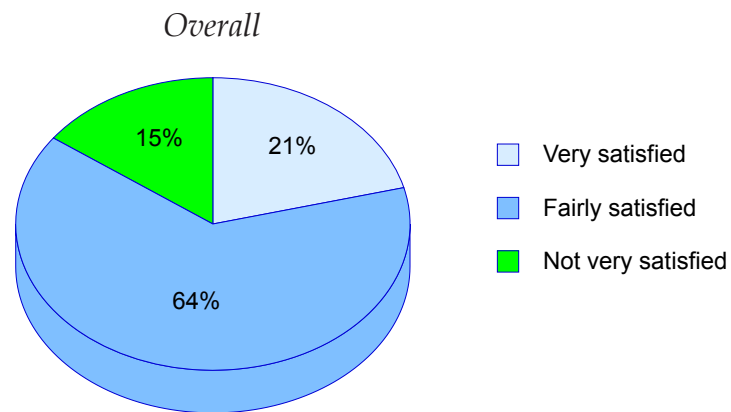
* multiple responses allowed

Road Maintenance



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

iii. Roads - Safety (excluding State Highways)



Overall, 85% of residents are satisfied with the safety of roads in the Waipa District, while 15% are not very satisfied. These readings are similar to the 2012 results.

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

There are no notable differences between Wards and between socio-economic groups, in terms of those residents not very satisfied with the safety of roads. However, it appears that residents aged 45 to 64 years are slightly more likely, than other age groups, to feel this way.

Satisfaction With The Safety Of Roads (excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2013	21	64	85	15	-
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)	18	55	73	26	1
National Average	25	51	76	23	1
Ward					
Cambridge	26	61	87	13	-
Takepuku [†]	27	56	83	18	-
Maungatautari	11	64	75	25	-
Pirongia	18	61	79	21	-
Te Awamutu	19	70	89	10	1
Age					
18-44 years	22	67	89	11	-
45-64 years	18	60	78	21	1
65+ years	26	62	88	11	1

% 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 ...

- dangerous areas/unsafe intersections/roundabouts,
- speeding/reduce speed limit/inconsistent speed zones,
- narrow roads/need widening,
- issues with road markings/signage,
- issues with cyclists,
- poor/restricted visibility,
- amount of traffic/very busy.

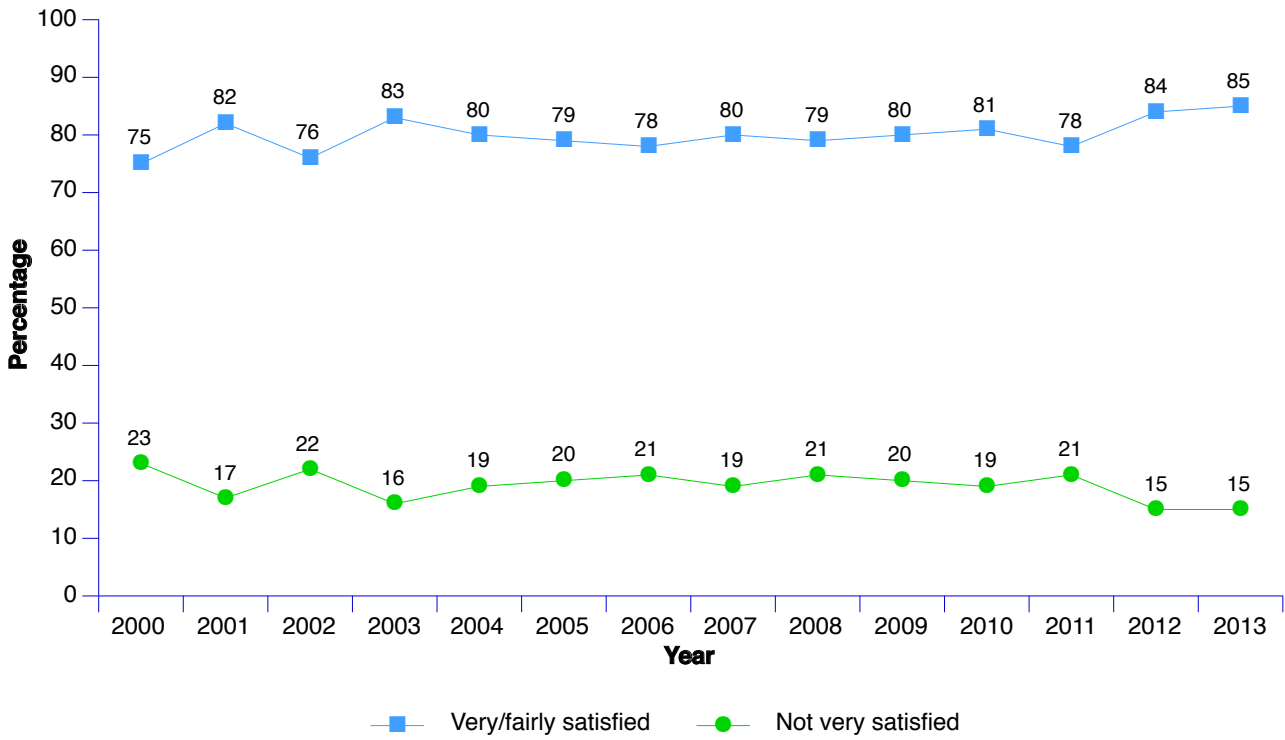
Summary Table:

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

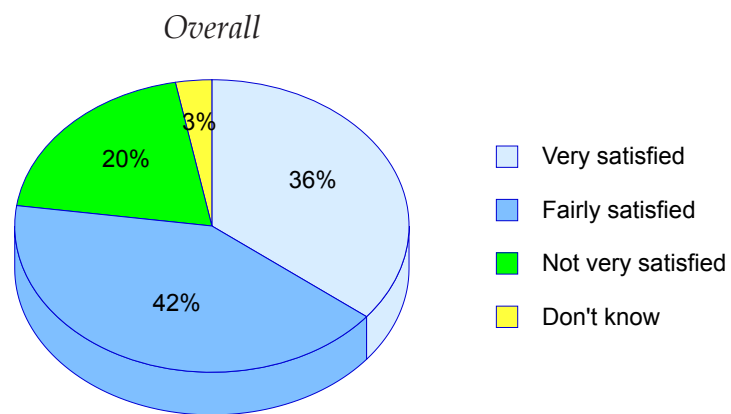
	Total District 2013 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Dangerous areas/unsafe intersections/roundabouts	5	3	2	7	11	3
Speeding/reduce speed limit/inconsistent speed zones	3	1	-	6	8	2
Narrow roads/need widening	2	-	1	9	6	1
Issues with road markings/signage	2	3	2	3	3	-
Issues with cyclists	2	3	1	7	-	-
Poor/restricted visibility	2	-	5	-	2	3
Amount of traffic/very busy	2	1	-	8	1	1

* multiple responses allowed

Safety Of Roads



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 85%

iv. Parking In Cambridge And Te Awamutu

78% of residents are satisfied with parking in Cambridge and Te Awamutu, including 36% who are very satisfied (29% in 2012). 20% 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, and similar to the 2012 reading.

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

Satisfaction With Parking In Cambridge And Te Awamutu

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall^{††}					
Total District 2013 [†]	36	42	78	20	3
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)	29	41	70	27	3
National Average	24	39	63	31	6
Ward					
Cambridge	35	38	73	25	2
Kakepuku	44	40	84	13	3
Maungatautari	43	42	85	11	4
Pirongia	27	52	79	14	7
Te Awamutu	37	41	78	21	1
Household Size					
1-2 person household	34	39	73	26	1
3+ person household	37	44	81	15	4

% 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

† does not add to 100% due to rounding

†† not asked prior to 2005

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

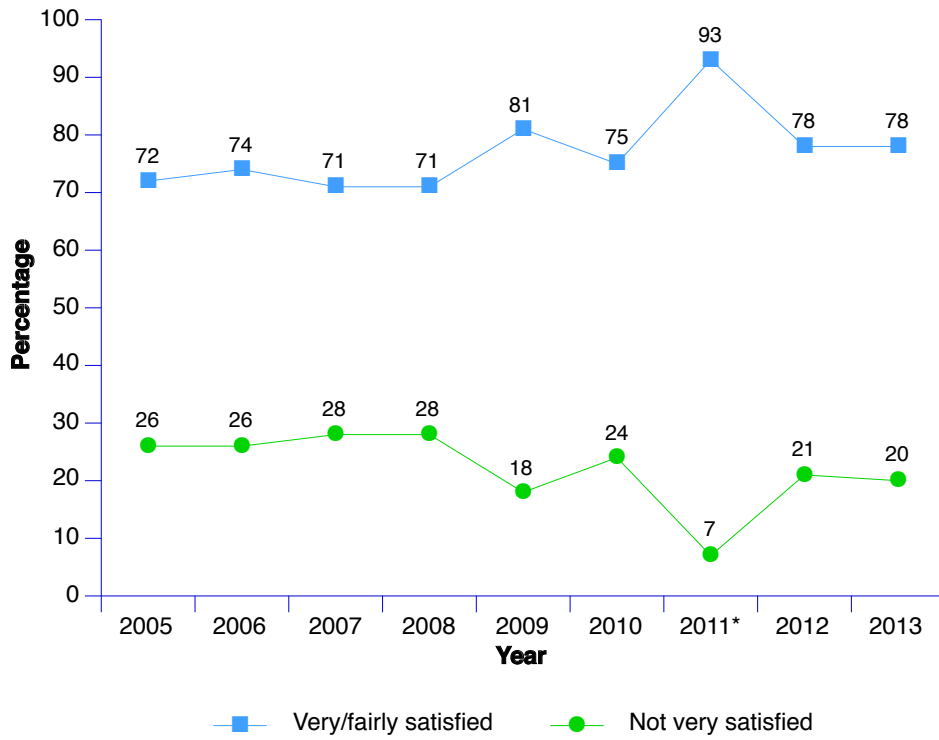
- not enough parking/need more,
- some people park all day/parking taken up by businesses/workers,
- no policing of time limits/parking time limits ignored/no parking wardens.

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

	Total District 2013 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Not enough parking/need more	14	18	11	10	12	13
Some people park all day/ parking taken up by businesses/ workers/	3	5	2	-	2	3
No policing of time limits/ parking time limits ignored/ no parking wardens	2	3	-	2	-	1

* multiple responses allowed

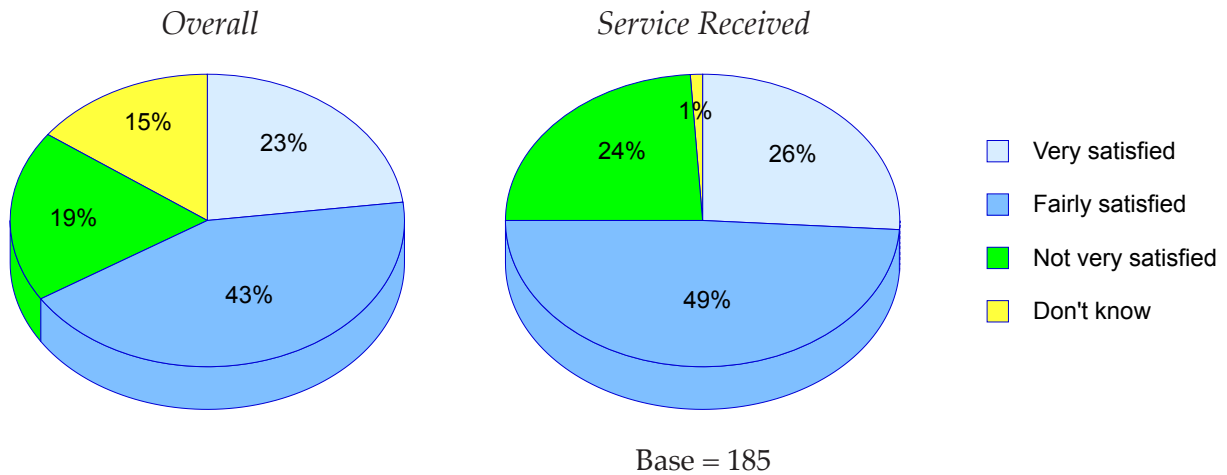
Parking In Cambridge And Te Awamutu



* 2011 relates to a separate survey of 100 residents

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

v. Stormwater Services



66% of residents overall are satisfied with the District's stormwater services (61% in 2012), while 19% are not very satisfied with this service. 15% are unable to comment (20% in 2012).

The percent not very satisfied is slightly above the Peer Group and National Averages and similar to the 2012 reading.

49% of residents say that Council provides a piped stormwater collection where they live. Of these, 75% are satisfied (71% in 2012) and 24% not very satisfied.

Residents aged 65 years or over are **less** likely to be not very satisfied with stormwater services, than other age groups.

Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2013	23	43	66	19	15
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	26	49	75	24	1
Comparison					
Peer Group (Provincial)	31	44	75	13	12
National Average	30	43	73	14	13
Ward					
Cambridge [†]	26	44	70	22	7
Kakepuku	23	28	51	8	41
Maungatautari	10	30	40	5	55
Pirongia [†]	18	43	51	18	21
Te Awamutu [†]	24	48	72	23	4
Age					
18-44 years	19	45	64	21	15
45-64 years	21	40	61	22	17
65+ years	34	44	78	10	12

% 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,
- problems with run-off / water on our property,
- inadequate / system can't cope / overflows / need improving / maintenance.

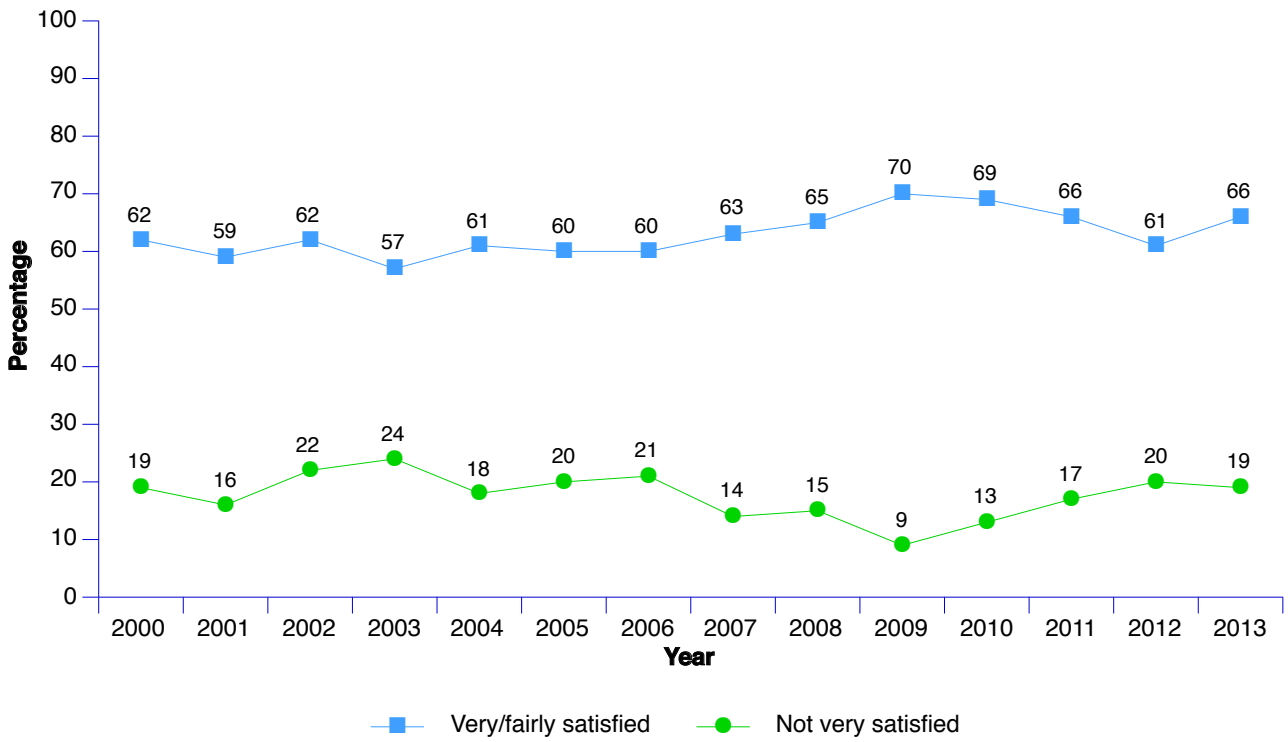
Summary Table: Main Reasons* For Being Not Very Satisfied With Stormwater Services

	Total District 2013 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Flooding / surface flooding	9	9	3	4	15	7
Drains blocked with leaves / need clearing more often	8	8	-	1	6	13
Problems with run-off / water on our property	3	5	2	-	2	2
Inadequate / system can't cope / overflows / need improving / maintenance	2	3	-	-	-	2

* multiple responses allowed

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

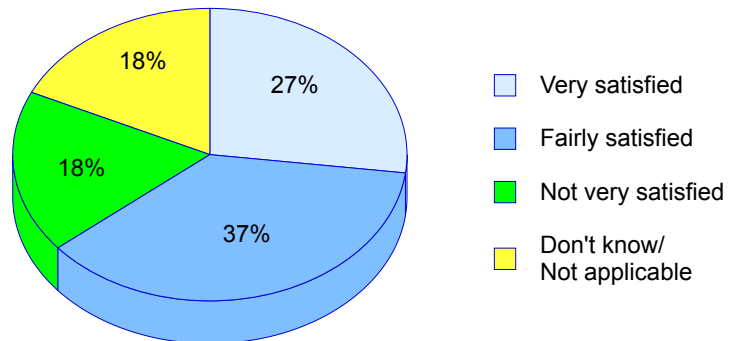
Stormwater Services



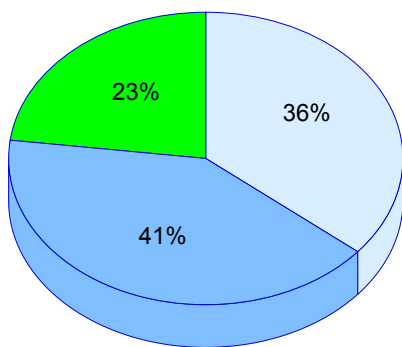
Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 66%
 Receivers of service = 75%

vi. *Water Treatment And Supply*

Overall

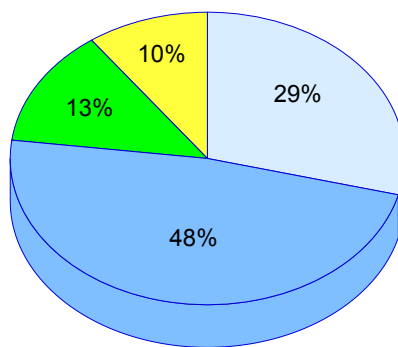


Receive Full Public Water Supply



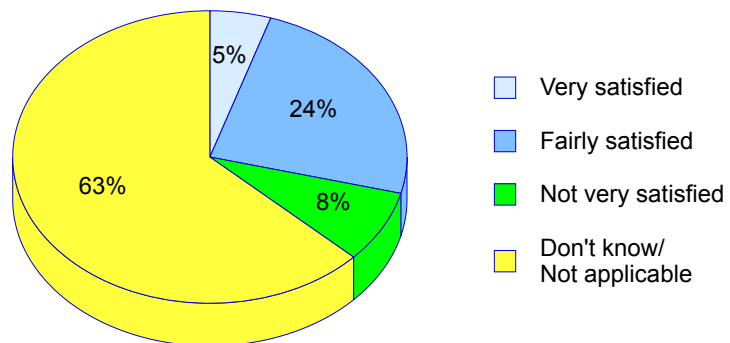
Base = 259

Receive Restricted Public Water Supply



Base = 23*

Have Private Supply



Base = 119

* caution: small base

64% of residents are satisfied with water treatment and supply (70% in 2012), including 27% who are very satisfied (30% in 2012). 18% are not very satisfied (11% in 2012) and 18% are unable to comment.

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

67% say they are provided with a full public water supply, while 6% say they receive a restricted water supply. 27% of residents have a private supply and 1% don't know.

Of those on a full public water supply, 77% are satisfied (84% in 2012), with 77% on a restricted supply satisfied (caution is required as the base is small). 29% of residents with a private water supply are satisfied, while a significant percentage (63%), as would be expected, are unable to comment.

Residents more likely to be not very satisfied with water treatment and supply are ...

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

Satisfaction With Water Treatment And Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2013	27	37	64	18	18
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	36	41	77	23	-
Receive restricted public water supply ^{††}	29	48	77	13	10
Have private supply	5	24	29	8	63
Comparison*					
Peer Group (Provincial)	47	29	76	10	14
National Average	47	30	77	11	12
Ward					
Cambridge	41	39	80	12	8
Takepuku	8	28	36	14	50
Maungatautari	14	23	37	7	56
Pirongia	13	41	54	14	32
Te Awamutu	24	40	64	32	4
Household Size					
1-2 person household [†]	25	34	59	26	16
3+ person household	28	40	68	13	19

% 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 ...

- taste is bad,
- water shortage/lack of water supply/restrictions in summer,
- need to upgrade/invest more/expand storage facilities,
- poor quality/discoloured/not drinkable/have to buy water.

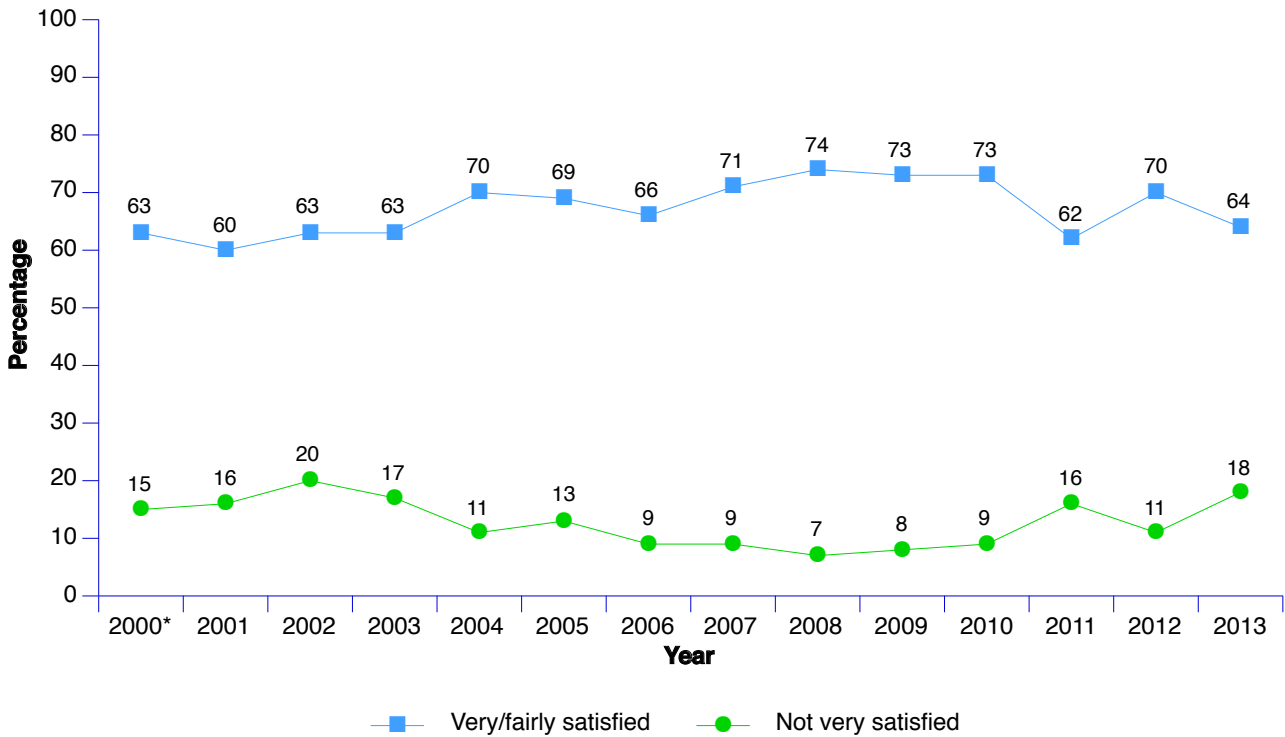
Summary Table:

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

	Total District 2013 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Taste is bad	7	2	8	2	5	17
Water shortage/lack of water supply/restrictions in summer	5	3	11	-	-	10
Need to upgrade/invest more/expand storage facilities	4	5	4	-	2	7
Poor quality/discoloured/not drinkable/have to buy water	4	-	-	-	-	13

* multiple responses allowed

Water Treatment And Supply



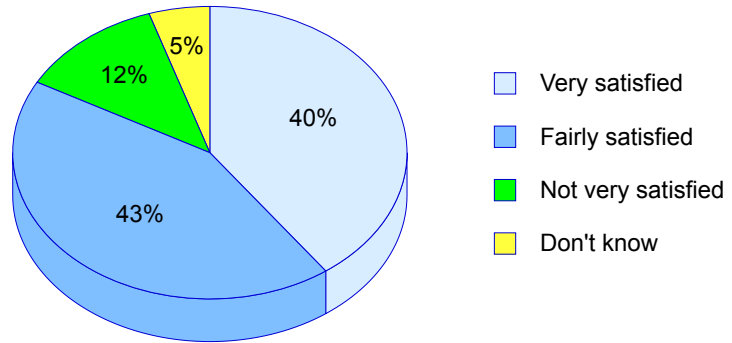
* the 2000 reading is based on ratings of the water supply in general

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 64%
Receivers of Full Public Water Supply	= 77%
Receivers of Restricted Public Water Supply*	= 77%
On Private Supply	= 29%

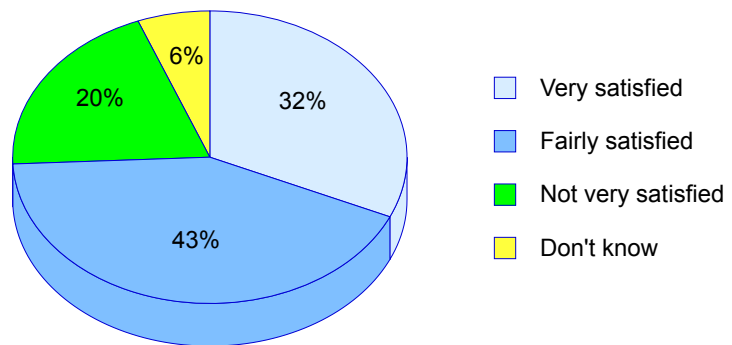
* caution: small base

vii. Control Of Dogs

Overall

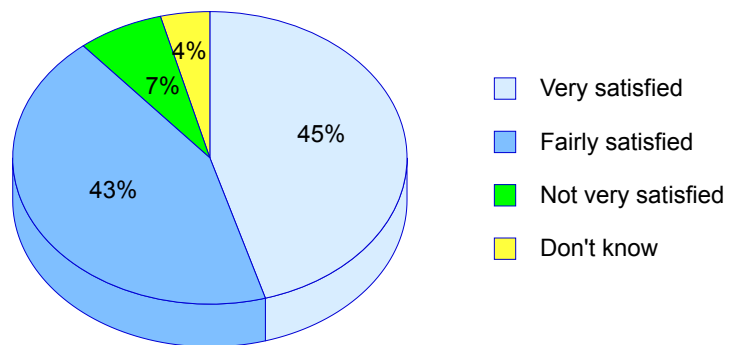


Contacted Council



Base = 49

Satisfaction Amongst Dog Owners



Base = 138

83% of Waipa District residents are satisfied with dog control, with 40% being very satisfied (30% in 2012).

12% of residents are not very satisfied. The percent not very satisfied is below the Peer Group Average and slightly below the National Average.

13% of residents say they, or a member of their household, have contacted Council about dog control, in the last 12 months. Of these, 75% are satisfied and 20% not very satisfied.

37% of residents identify themselves as dog owners (41% in 2012). Of these, 88% are satisfied and 7% not very satisfied.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents not very satisfied with dog control. However, it appears that Te Awamutu Ward residents are slightly more likely to feel this way, than other Ward residents.

Satisfaction With Dog Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2013	40	43	83	12	5
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
Contacted Council†	32	43	75	20	6
Dog Owners†	45	43	88	7	4
Comparison					
Peer Group (Provincial)	29	45	74	20	6
National Average	32	44	76	18	6
Ward					
Cambridge†	47	41	88	9	2
Kakepuku	28	42	70	8	22
Maungatautari	48	23	71	9	20
Pirongia	50	40	90	4	6
Te Awamutu†	28	50	78	20	1

% 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,
- dogs fouling,
- need more control/more enforcement of rules.

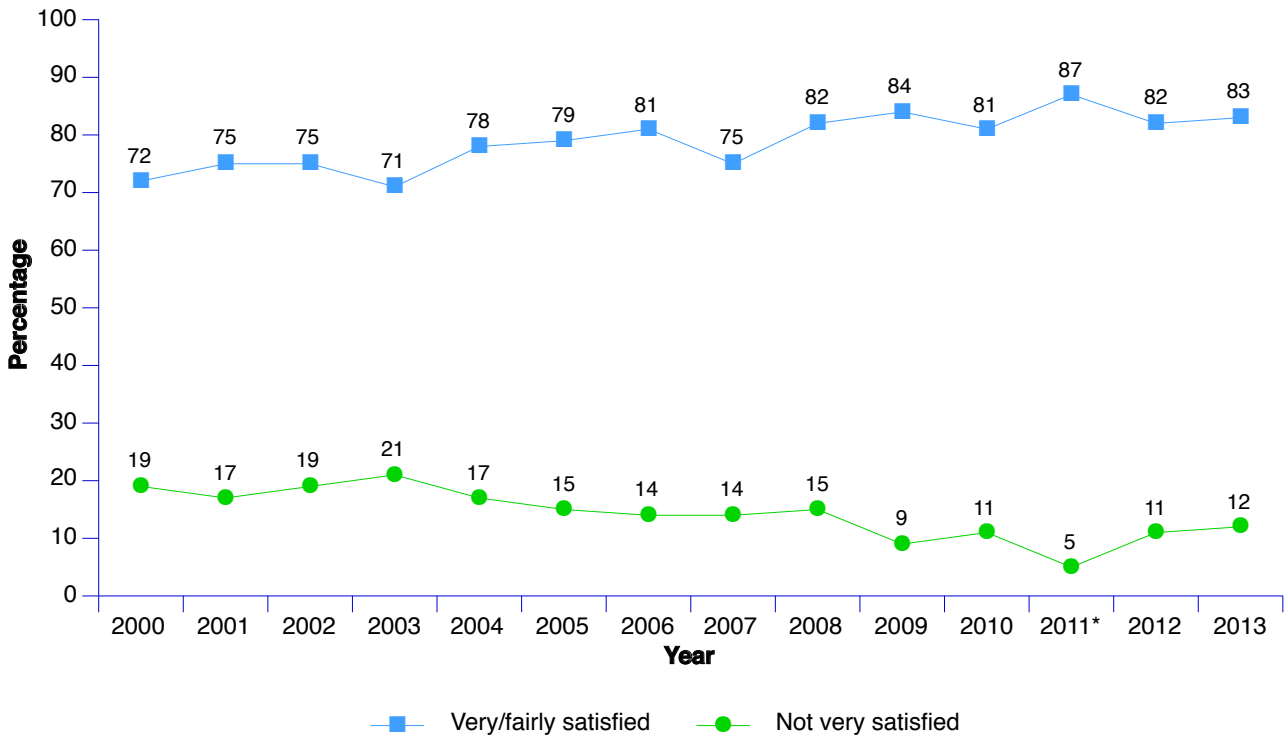
Summary Table:

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

	Total District 2013 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Too many roaming/ uncontrolled dogs	5	1	8	2	3	9
Poor response to complaints/ nothing done	3	1	1	-	3	5
Barking dogs	2	2	-	-	-	6
Dogs fouling	2	2	-	2	-	3
Need more control/ more enforcement of rules	2	1	-	2	-	3

* multiple responses allowed

Control Of Dogs

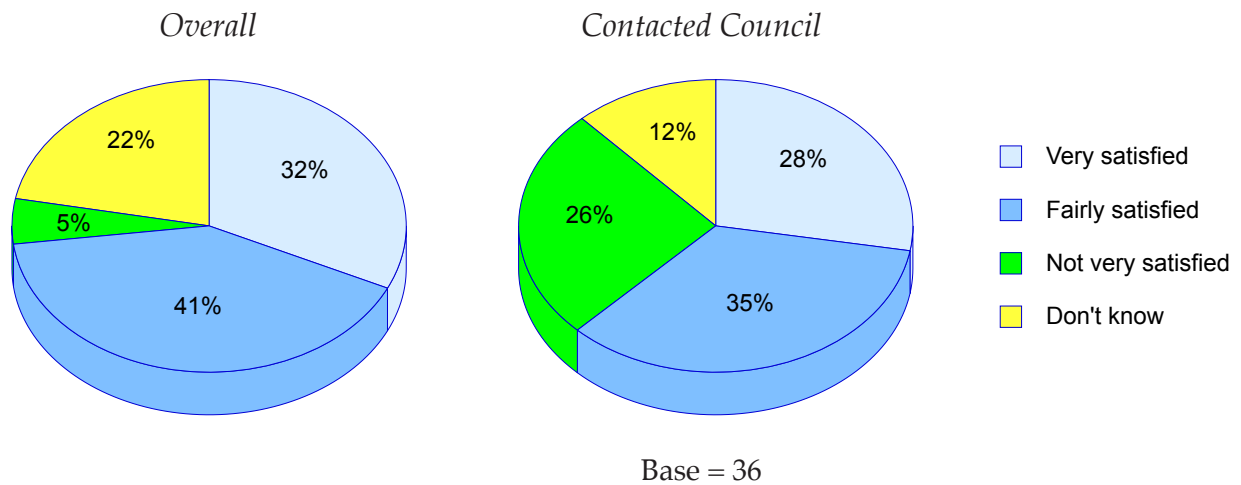


* 2011 reading relates to a survey of 100 residents

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	83%
Contacted Council	=	75%
Dog Owners	=	88%

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



73% of Waipa District residents are satisfied with Council efforts in the control of noise (69% in 2012), including 32% who are very satisfied (29% in 2012). 5% are not very satisfied with this service, while a large percentage, 22% are unable to comment (27% in 2012).

Waipa District is slightly below Peer Group residents and residents nationally, in terms of the percent not very satisfied and similar to the 2012 reading.

11% of residents say they, or a member of their household, have contacted Council about noise (excluding traffic noise and barking dogs), in the last 12 months. Of these, 63% are satisfied and 26% 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 2013	32	41	73	5	22
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
Contacted Council [†]	28	35	63	26	12
Comparison*					
Peer Group (Provincial)	32	43	75	11	14
National Average	31	47	78	11	11
Ward					
Cambridge	36	44	80	3	17
Takepuku	23	30	53	1	46
Maungatautari	22	28	50	-	50
Pirongia	28	38	66	6	28
Te Awamutu	32	46	78	9	13

% read across

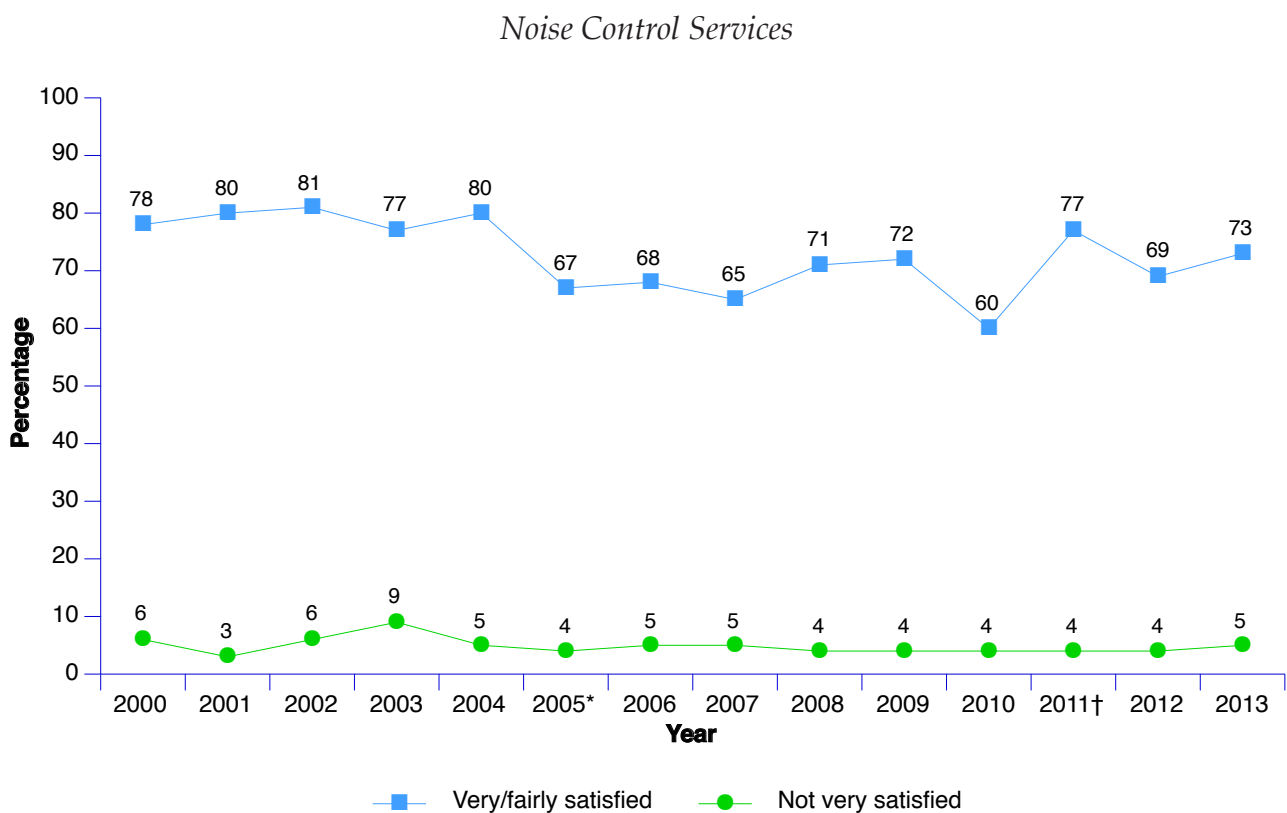
* readings prior to 2005 and Peer Group and National Averages do not specifically exclude traffic noise and barking dogs. 2011 readings relate to a survey of 100 residents.

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

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

- ineffective/slow to respond, mentioned by 2% of all residents,
- noisy neighbours/parties, 2%.

* multiple responses allowed

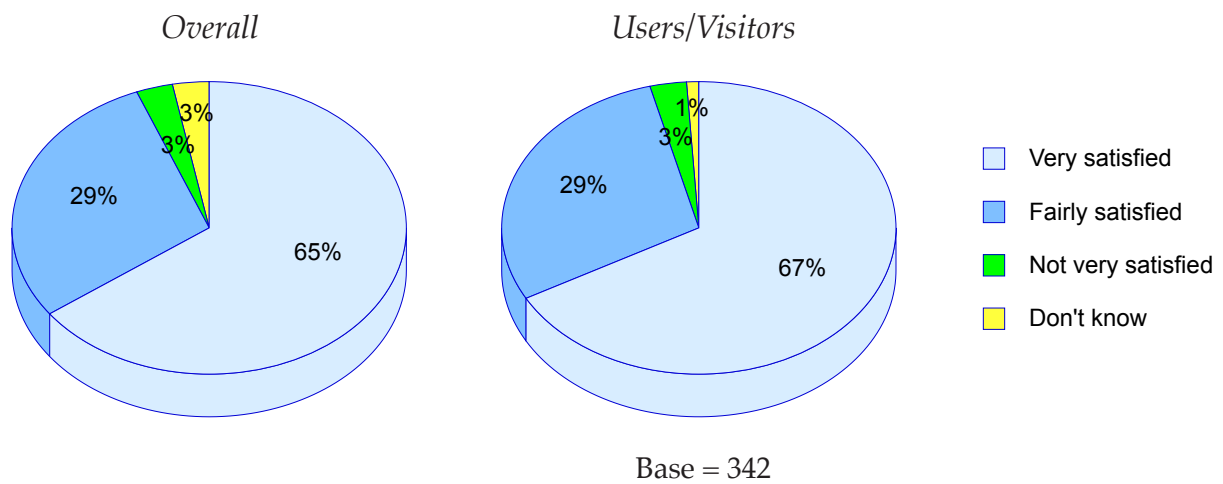


* readings prior to 2005 and Peer Group and National Averages do not specifically exclude traffic noise and barking dogs

† 2011 readings relate to a survey of 100 residents

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 73%
 Contacted Council = 63%

ix. Parks And Reserves (including Sportsgrounds)



94% of District residents are satisfied with their parks and reserves (including sportsgrounds), with 65% being very satisfied (56% in 2012). 3% are not very satisfied with these facilities and 3% are unable to comment.

The percent not very satisfied is similar to the Peer Group and National Averages and the 2012 reading.

89% of residents say they, or a member of their household, have used or visited a park or reserve, including sportsgrounds, in the last 12 months. Of these, 96% are satisfied and 3% not very satisfied.

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 2013	65	29	94	3	3
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
Users/Visitors	67	29	96	3	1
Comparison*					
Peer Group (Provincial)	57	35	92	3	5
National Average	56	37	93	3	4
Ward					
Cambridge	75	17	92	6	2
Takepuku	51	37	88	6	6
Maungatautari [†]	85	13	98	2	1
Pirongia	49	46	95	2	3
Te Awamutu	59	36	95	1	4

% read across

* Peer Group and National Average are the **averaged** readings for parks and reserves and sportsgrounds and playgrounds as these were asked separately in the 2012 National Community survey

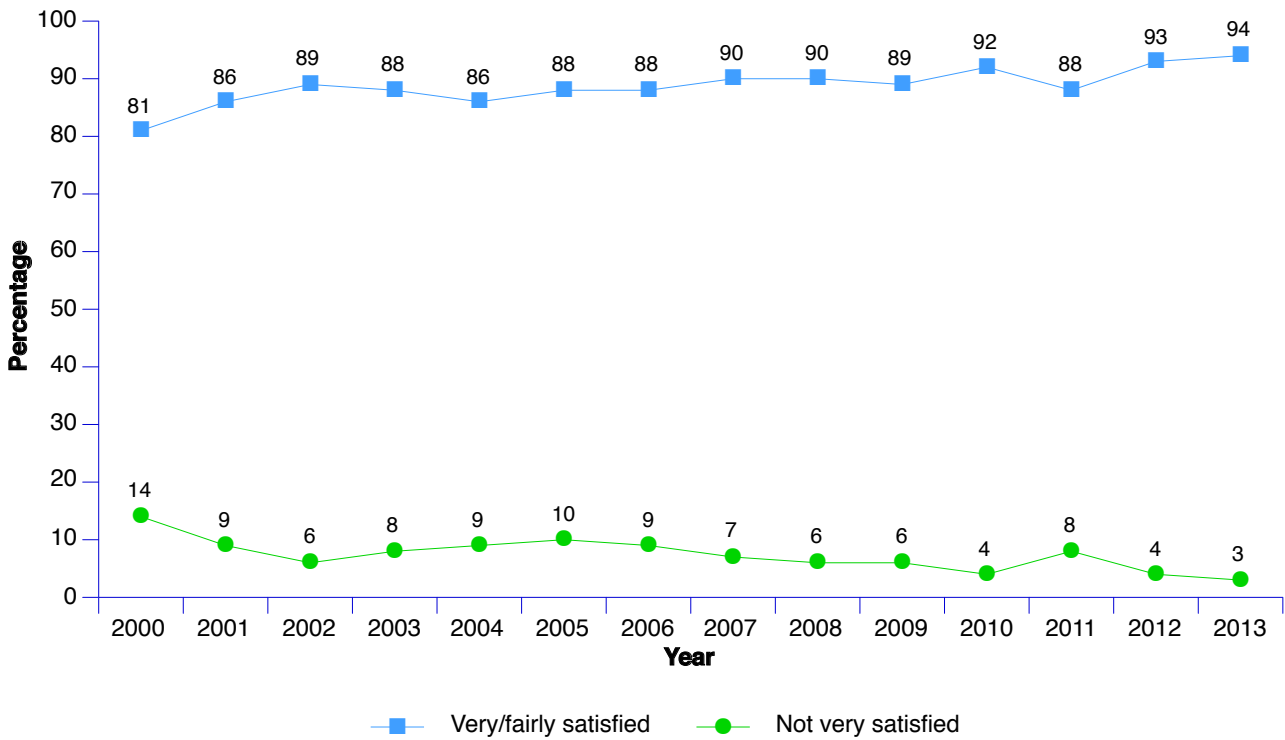
[†] does not add to 100% due to rounding

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

- need upgrading/improvements, mentioned by 1% of all residents,
- Lake Te Koutu needs a clean up/needs upgrading, 1%.

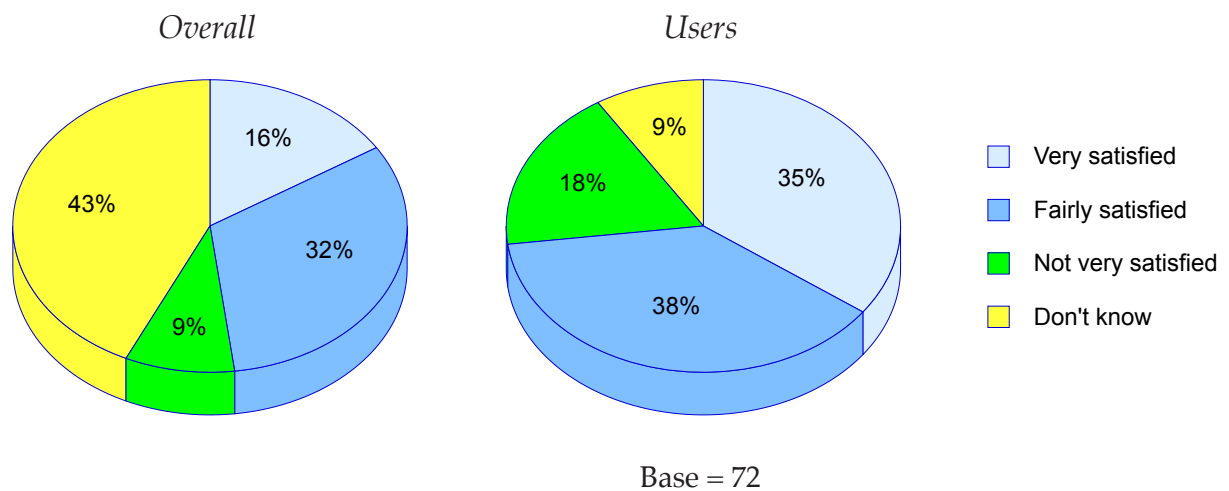
* multiple responses allowed

Parks And Reserves (including Sportsgrounds)



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 94%
 Users/Visitors = 96%

x. Building Compliance And Building Inspections



48% of residents are satisfied with building compliance and building inspections, 9% are not very satisfied and a significant percentage (43%) 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.

19% of residents say they, or a member of their household, have used Council's building compliance or building inspection services, in the last 12 months. Of these 73% are satisfied and 18% not very satisfied.

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

Satisfaction With Building Compliance And Building Inspections

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall^{††}					
Total District 2013	16	32	48	9	43
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
Users	35	38	73	18	9
Comparison[*]					
Peer Group (Provincial) [†]	14	40	54	21	26
National Average	10	40	50	24	26
Ward					
Cambridge [†]	17	30	47	9	45
Takepuku	18	41	59	7	34
Maungatautari	9	33	42	12	46
Pirongia	18	32	50	13	37
Te Awamutu [†]	16	31	47	8	46

% read across

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

† does not add to 100% due to rounding

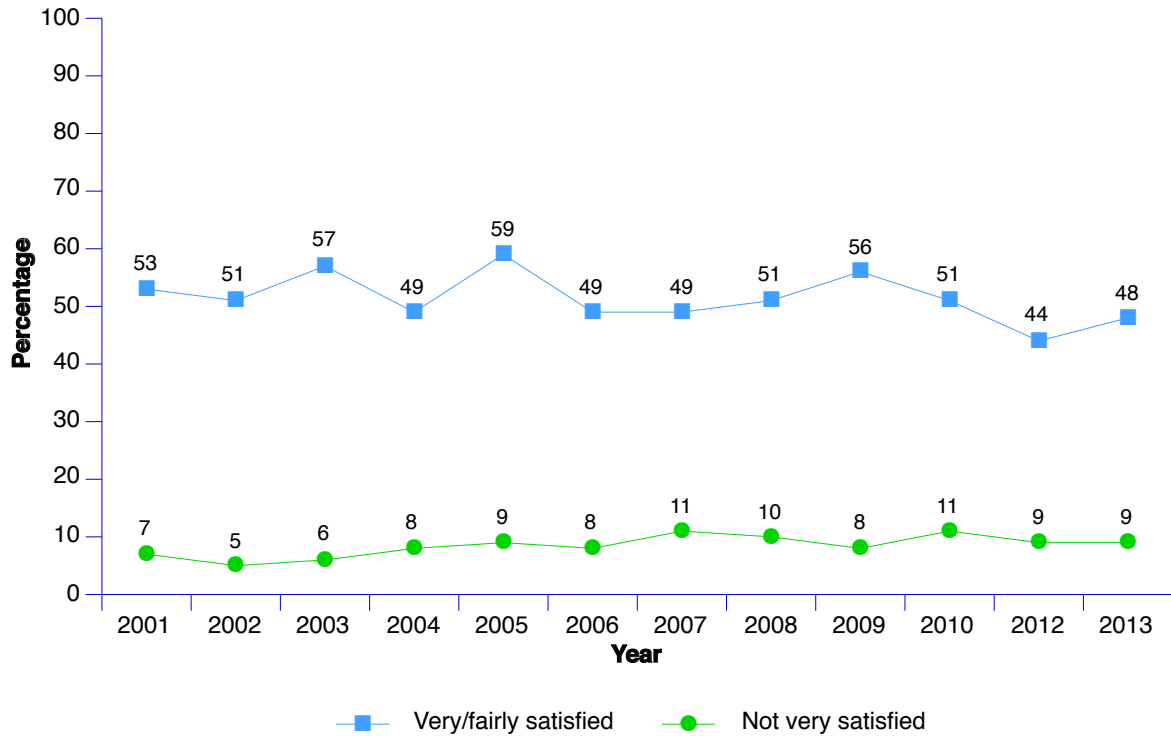
†† not asked in 2000 and 2011. Readings prior to 2013 refer to building control and building inspections.

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

- over regulated/ too much paperwork/ pedantic/ too tough, mentioned by 4% of all residents,
- costs are too high/ very expensive, 3%,
- takes too long, 2%.

* multiple responses allowed

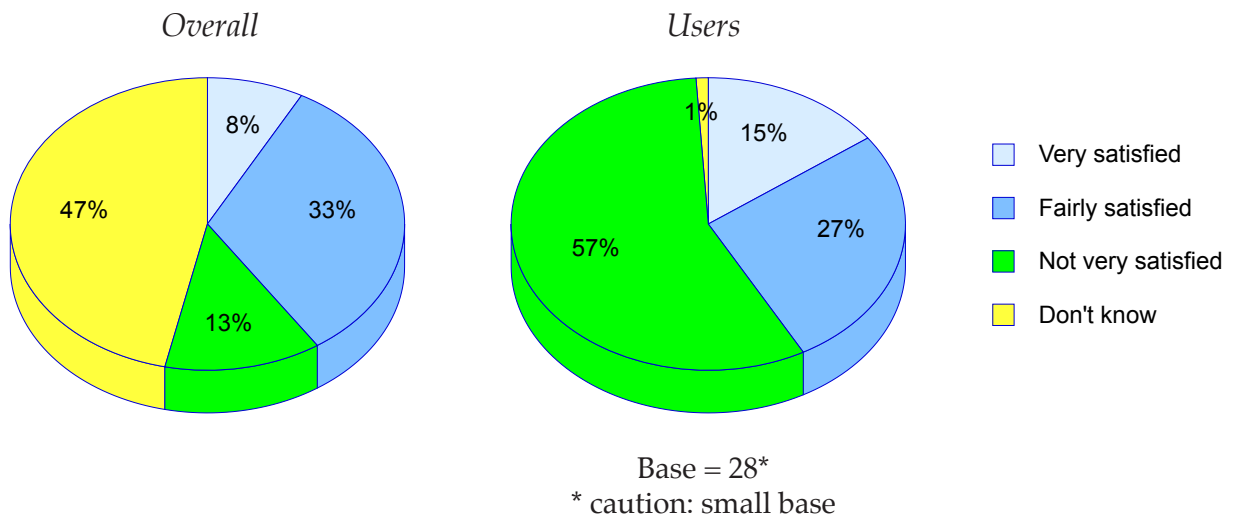
Building Compliance And Building Inspections



* not asked in 2000 and 2011. Readings prior to 2013 refer to building control and building inspections.

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 48%
 Users = 73%

xi. Land-Use And Subdivision Consents



41% of residents are satisfied with land-use and subdivision consents, while 13% are not very satisfied with this service. A significant percentage, 47% are unable to comment.

There are no comparative Peer Group and National Averages for this reading.

7% of residents say they, or a member of their household, have used Council's land-use and subdivision consents in the last 12 months. Of these 42% are satisfied and 57% not very satisfied (caution required as the base is small N=28).

Longer term residents, those residing in the District more than 10 years are more likely to be not very satisfied with land-use and subdivision consents, than shorter term residents.

Satisfaction With Land-Use And Subdivision Consents

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2013 [†]	8	33	41	13	47
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
Users	15	27	42	57	1
Ward					
Cambridge	9	34	43	13	44
Kakepuku	6	31	37	16	47
Maungatautari [†]	8	30	38	16	45
Pirongia [†]	1	34	35	20	44
Te Awamutu	10	32	42	7	51
Length of Residence					
Lived there 10 years or less	9	33	42	6	52
Lived there more than 10 years	7	33	40	17	43

% read across

* readings prior to 2009 refer to Town Planning, including planning and inspection services. From 2001-2008 building control and building inspections were specifically excluded. Not asked in 2011. 2009-2012 readings refer to resource management.

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

The main reasons residents are not very satisfied with land-use and subdivision consents are ...

- too expensive,
- too many rules/regulations/make it difficult/complicated,
- takes too long,
- poor service/inefficiency/no consistency.

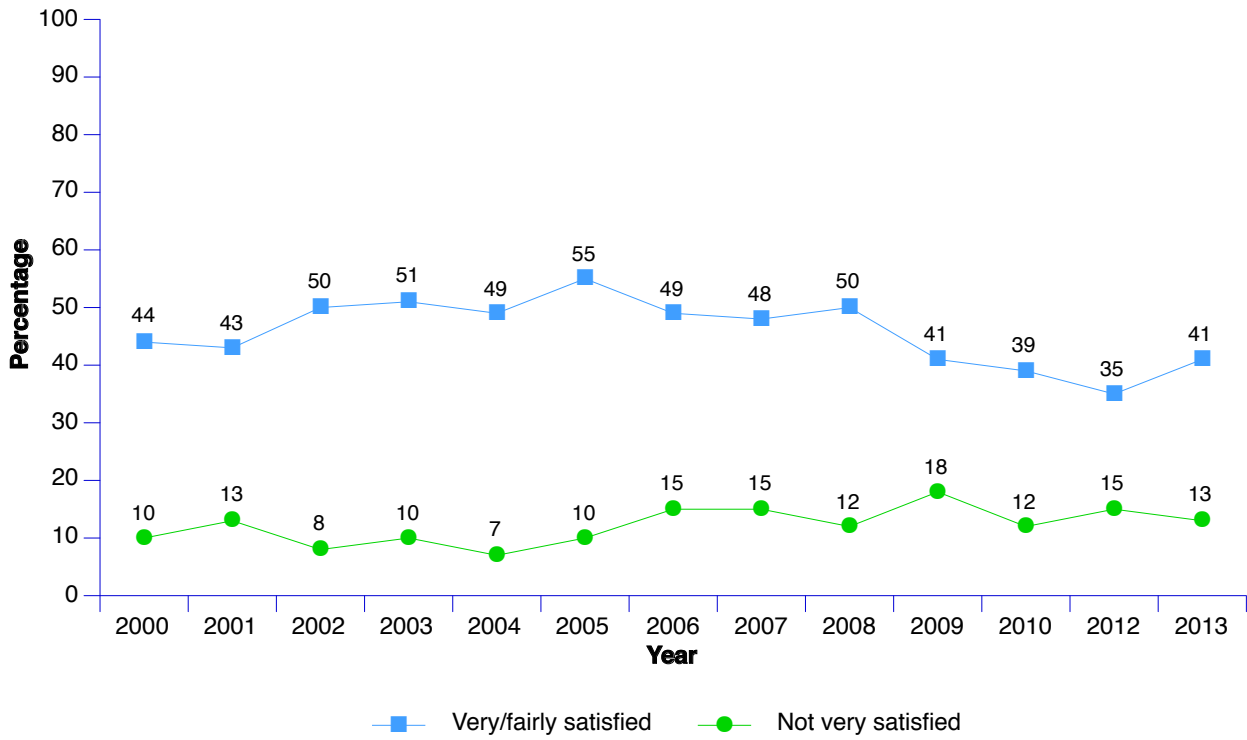
Summary Table:

Main Reasons* For Being Not Very Satisfied With Land-Use And Subdivision Consents

	Total District 2013 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Too expensive	5	3	8	2	6	5
Too many rules/regulations/make it difficult/complicated	3	2	8	11	4	-
Takes too long	3	-	2	6	9	2
Poor service/inefficiency/no consistency	2	3	3	-	-	1

* multiple responses allowed

Land-Use And Subdivision Consents



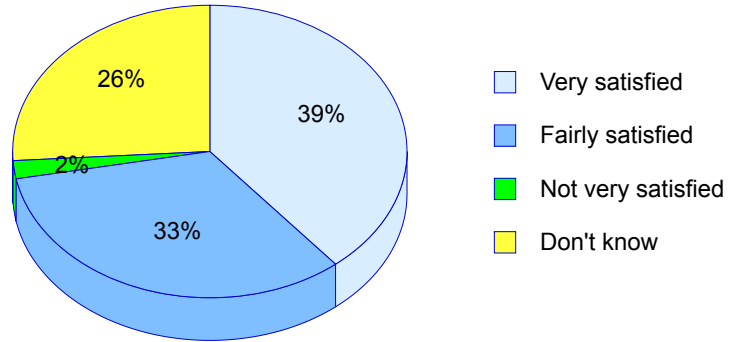
* readings prior to 2009 relate to ratings for Town Planning, including planning and inspection services. From 2001-2008 building control and building inspections were specifically excluded. Not asked in 2011. 2009-2012 readings refer to resource management.

Recommended Satisfaction Measure For Reporting Purposes:

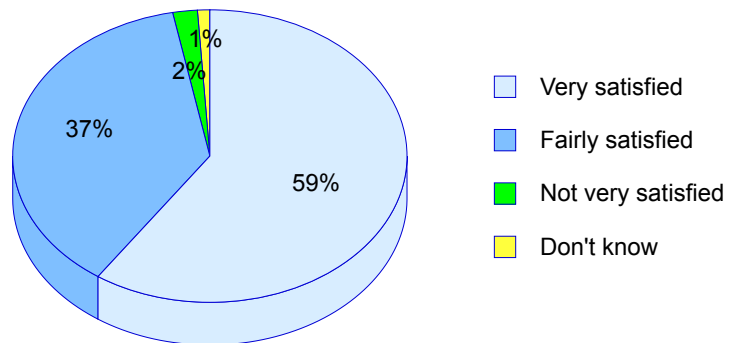
Total District = 41%
 Users = 42%

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

Overall

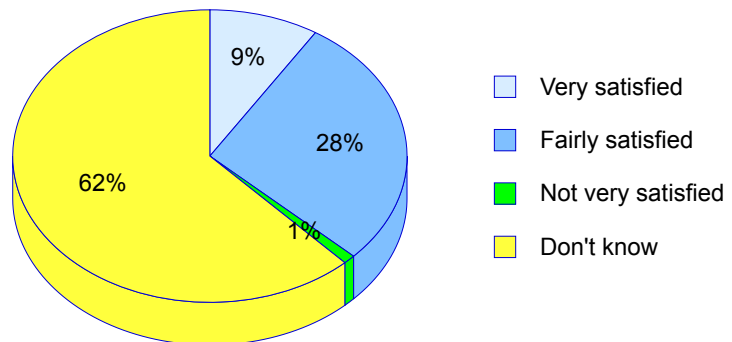


Council Provided Sewerage System



Base = 228

Private Sewerage System (own septic tank or sewage disposal system)



Base = 172

Overall, 72% of Waipa District residents are satisfied with wastewater services (63% in 2012), including 39% who are very satisfied (31% in 2012). 2% are not very satisfied and a large percentage, 26%, are unable to comment (33% in 2012).

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

59% of residents receive a sewage disposal service, with 96% of these "receivers" being satisfied and 2% not very satisfied.

41% of residents have a private disposal system. Of these, 37% are satisfied, 1% not very satisfied and 62% 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 2013	39	33	72	2	26
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 [†]	59	37	96	2	1
Private sewerage system	9	28	37	1	62
Comparison*					
Peer Group (Provincial)	44	30	74	8	18
National Average	45	30	75	9	16
Ward					
Cambridge	49	36	85	3	12
Kakepuku	16	21	37	-	63
Maungatautari	12	14	26	-	74
Pirongia	9	36	45	-	55
Te Awamutu	55	38	93	1	6

% read across

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

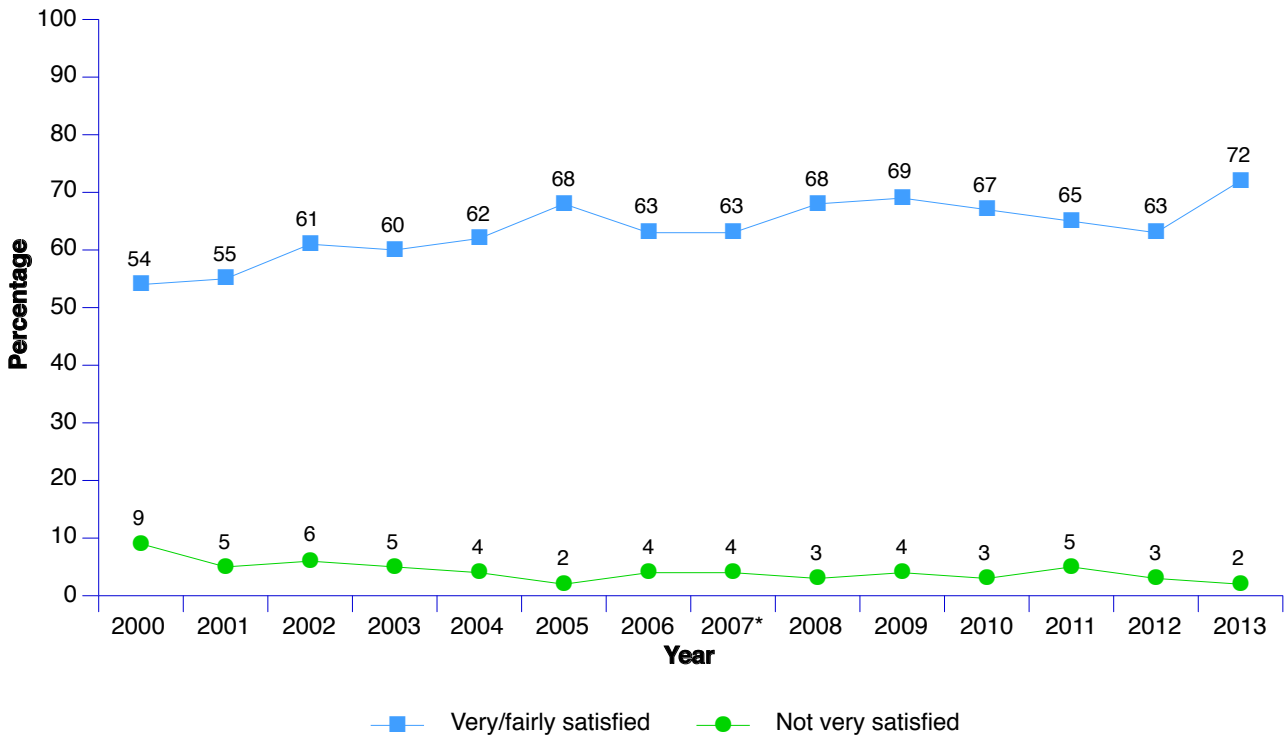
[†] does not add to 100% due to rounding

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

- needs upgrading/improving/always problems/blockages, mentioned by 1% of all residents,
- bad smells/stench from plant, 1%.

* multiple responses allowed

Wastewater Services

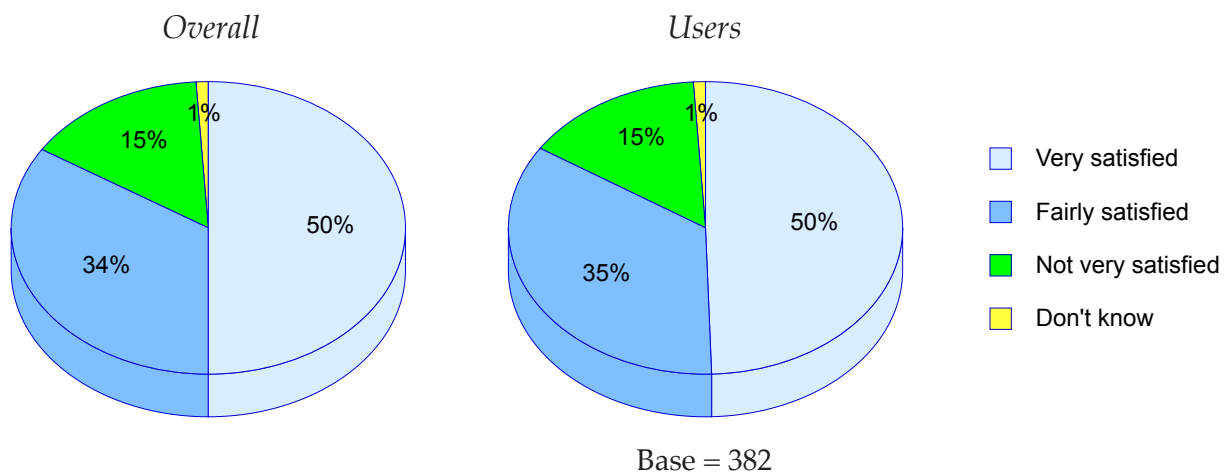


* readings prior to 2007 refer to ratings for sewerage disposal/system

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	72%
Receivers of Council Provided Service	=	96%
Receivers of Private Disposal System	=	37%

xiii. Kerbside Or Roadside Recycling Service



84% 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 2012 results.

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

97% of residents say they, or a member of their household, have used Council's kerbside or roadside recycling service, in the last 12 months. Of these 85% are satisfied and 15% not very satisfied.

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. However, it appears that residents aged 18 to 44 years are slightly more likely to feel this way, than other age groups.

Satisfaction With The Kerbside Or Roadside Recycling Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2013	50	34	84	15	1
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
Users [†]	50	35	85	15	1
Comparison[†]					
Peer Group (Provincial)	53	29	82	12	6
National Average	55	29	84	11	5
Ward					
Cambridge	50	35	85	14	1
Takepuku	58	28	86	12	2
Maungatautari	63	28	91	7	2
Pirongia	45	33	78	21	1
Te Awamutu	46	38	84	14	2
Age					
18-44 years	43	36	79	21	-
45-64 years	55	34	89	8	3
65+ years	54	32	86	12	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 ...

- irregular pick up times/late/not collected for days/not always collected,
- contractors careless with bins,
- don't take everything/leave rubbish behind.

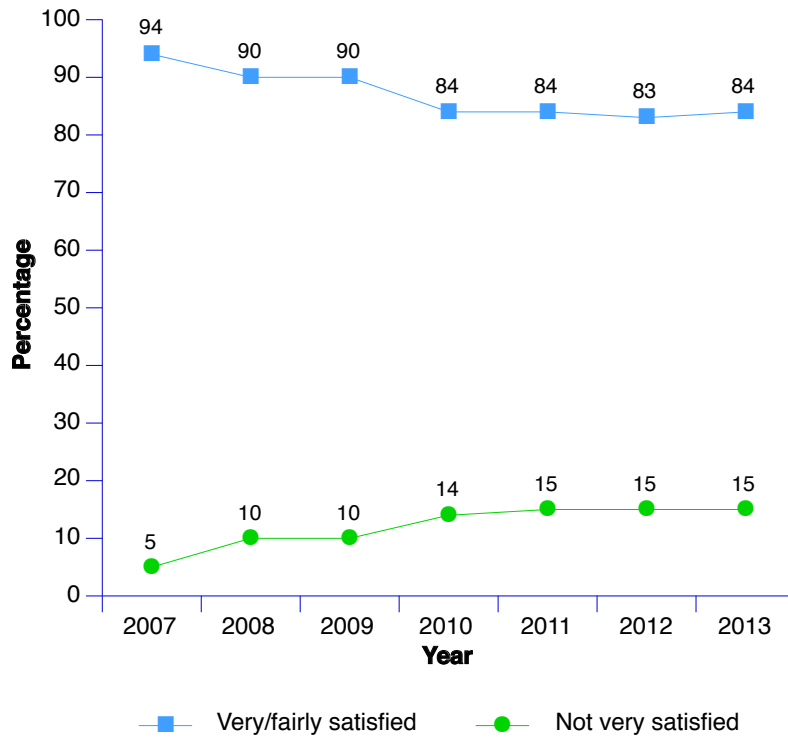
Summary Table: Main Reasons* For Being Not Very Satisfied With Kerbside Or Roadside Recycling Service

	Total District 2013 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Irregular pick up times/late/not collected for days/not always collected	8	7	9	2	9	10
Contractors careless with bins	4	6	3	-	-	6
Don't take everything/leave rubbish behind	4	1	3	2	10	5

* multiple responses allowed

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

Kerbside Or Roadside Recycling Service

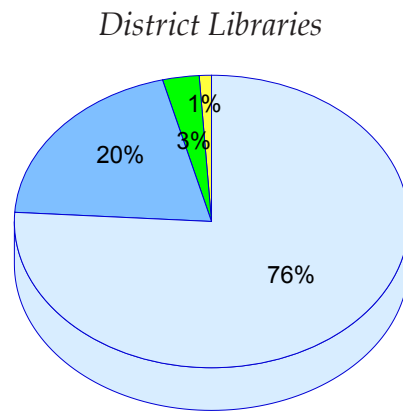
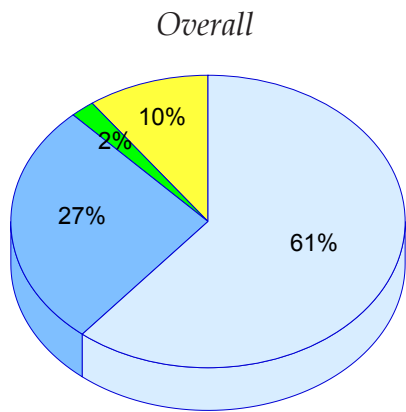


* prior to 2010, readings relate to 'users' of this service

Recommended Satisfaction Measure For Reporting Purposes:

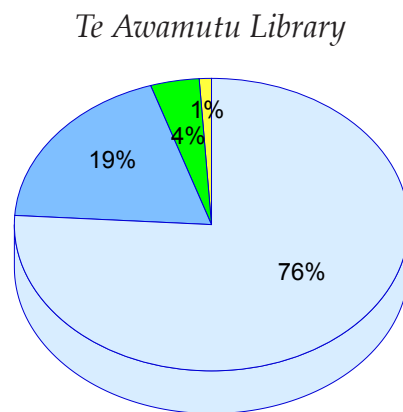
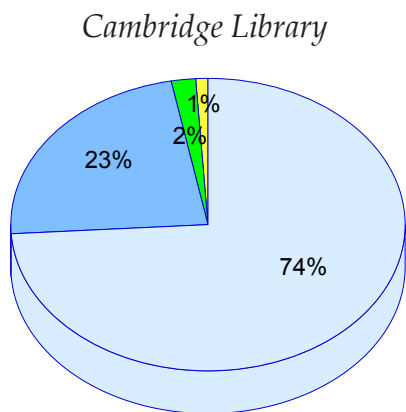
Total District = 84%
 Users = 85%

xiv. Library Service



- Very satisfied
- Fairly satisfied
- Not very satisfied
- Don't know

Base = 283



- Very satisfied
- Fairly satisfied
- Not very satisfied
- Don't know

Base = 137

Base = 144

88% of residents overall are satisfied with the library service in the Waipa District (77% in 2012), with 61% being very satisfied. 2% are not very satisfied and 10% of residents are unable to comment on the District's library service (19% in 2012).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2012 reading.

72% of residents say they, or a member of their household, have visited a District library in the last 12 months. Usage is broken down as follows:

<i>Library Visited Most Often</i>	
Cambridge library	46%
Te Awamutu library	53%
Other libraries - Kawhia	1%

97% of visitors to the Cambridge library are satisfied, while 95% of visitors to the Te Awamutu library are satisfied.

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 2013	61	27	88	2	10
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
Visitors					
District libraries overall	76	20	96	3	1
Cambridge Library	74	23	97	2	1
Te Awamutu Library	76	19	95	4	1
Comparison					
Peer Group (Provincial)	70	19	89	2	9
National Average	64	23	87	3	10
Ward					
Cambridge	63	30	93	-	7
Kakepuku [†]	41	29	70	-	29
Maungatautari	64	20	84	2	14
Pirongia	57	35	92	-	8
Te Awamutu	64	22	86	6	8

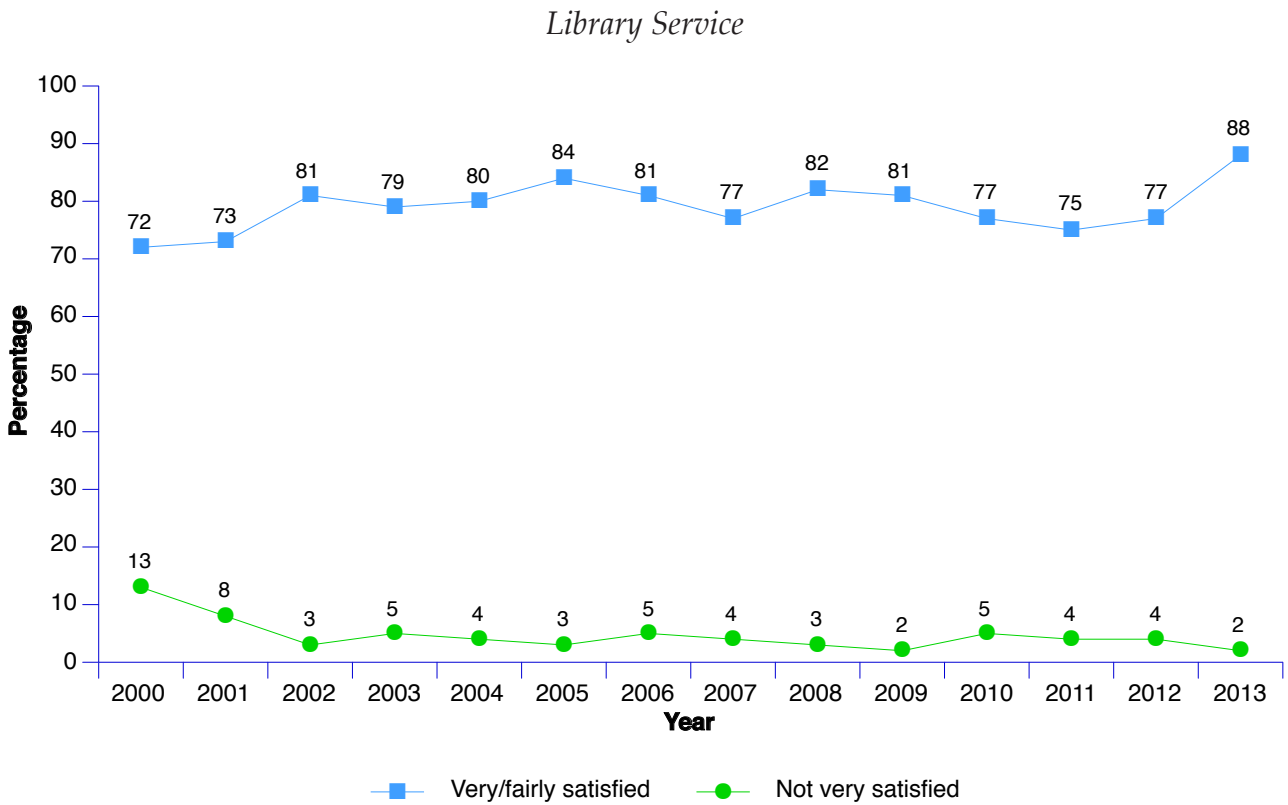
% read across

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

The main reasons* residents whose households have visited a District library in the last 12 months, are not very satisfied with the library service are ...

- need a bigger/better library/needs upgrading, mentioned by 1% of visitors,
- charges/costs, 1%.

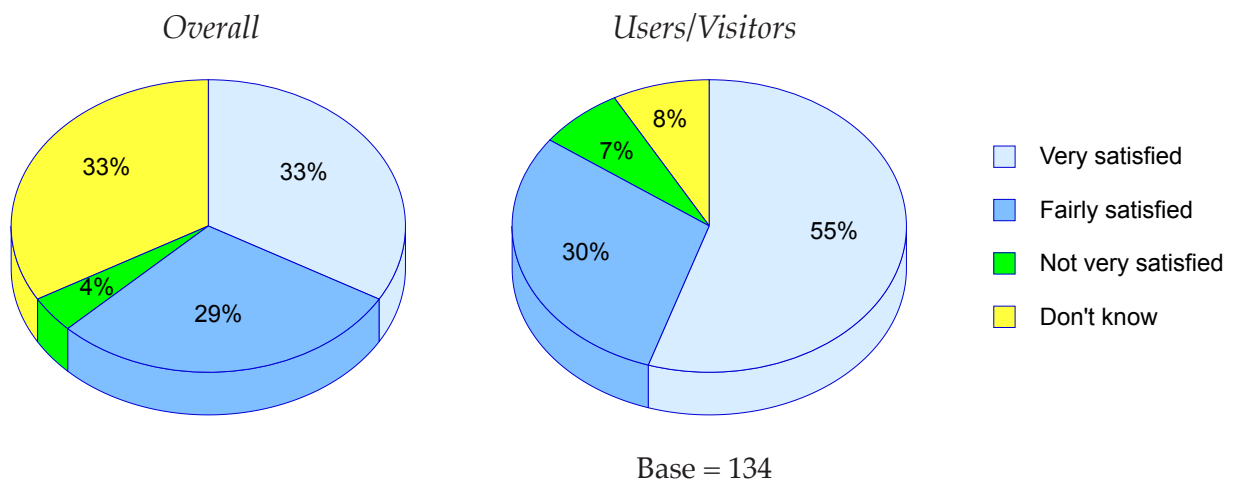
* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:

Total District	= 88%
Total Visitors	= 96%
Cambridge Library Visitors	= 97%
Te Awamutu Library Visitors	= 95%

xv. Museums



62% of residents are satisfied with the museums in the District (52% in 2012), including 33% who are very satisfied (28% in 2012). 4% of residents are not very satisfied, while a significant percentage (33%) are not very satisfied (42% in 2012).

The percent not very satisfied is similar to the Peer Group and National Averages and the 2012 reading.

35% of residents say they, or a member of their household, have used or visited a museum in the District, in the last 12 months. Of these 85% are satisfied and 7% not very satisfied.

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 2013	33	29	62	4	33
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
Users/Visitors	55	30	85	7	8
Comparison					
Peer Group (Provincial)	42	22	64	3	33
National Average	50	22	72	3	25
Ward					
Cambridge	31	29	60	2	38
Kakepuku	40	19	59	-	41
Maungatautari [†]	30	23	53	1	45
Pirongia [†]	30	29	59	4	38
Te Awamutu	37	33	70	10	20

% read across

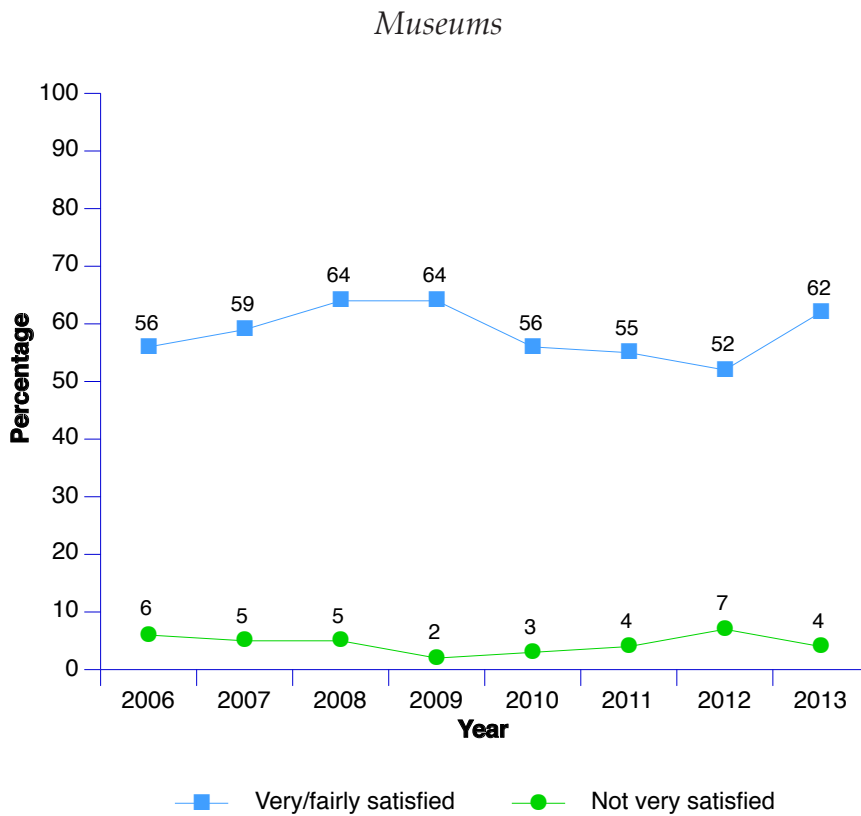
* not asked prior to 2006

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

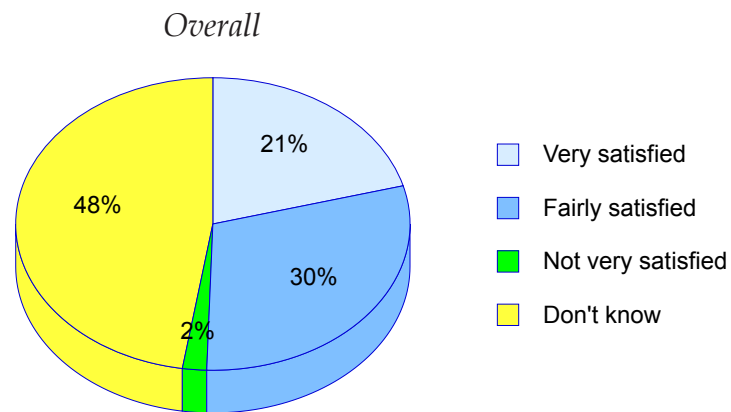
The main reasons* residents are not very satisfied with the District’s Museums are ...

- waste of money / don’t need a new museum / not enough use, mentioned by 3% of residents,
- too small / need a bigger / better / new museum, 1%,
- not as good as it should be / nothing there / not up to standard, 1%.

* multiple responses allowed



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 62%
 Visitors = 85%

xvi. Civil Defence Organisation

51% of Waipa District's residents are satisfied with the Civil Defence Organisation (42% in 2012), while a significant percentage of residents (48%) are unable to comment on Civil Defence (55% in 2012).

The percent not very satisfied (2%) is on par with the Peer Group Average, slightly below the National Average and similar to the 2012 reading.

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 2013 [†]	21	30	51	2	48
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)	24	37	61	6	33
National Average	21	39	60	8	32
Ward					
Cambridge	19	27	46	2	52
Takepuku	22	28	50	-	50
Maungatautari	16	40	56	-	44
Pirongia [†]	17	36	53	-	48
Te Awamutu	26	28	54	2	44

% read across

* not asked in 2011

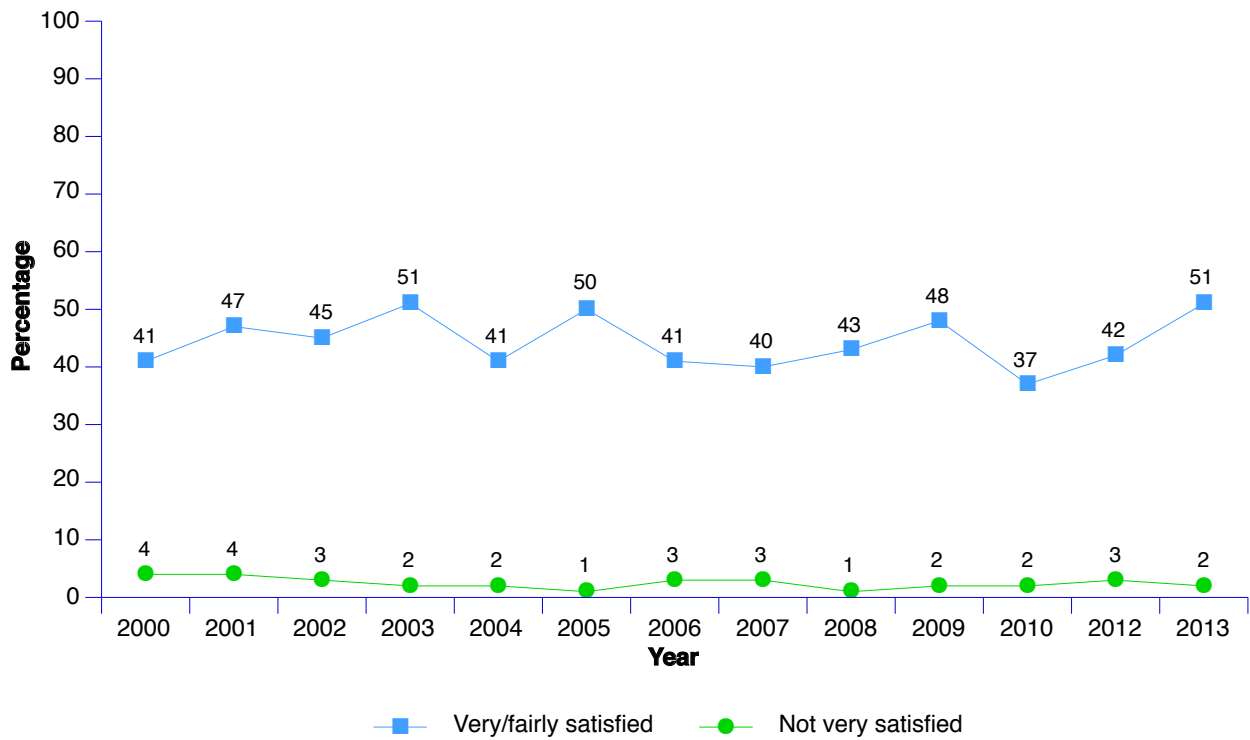
[†] does not add to 100% due to rounding

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 1% of all residents,
- need more exercises, 0.2%.

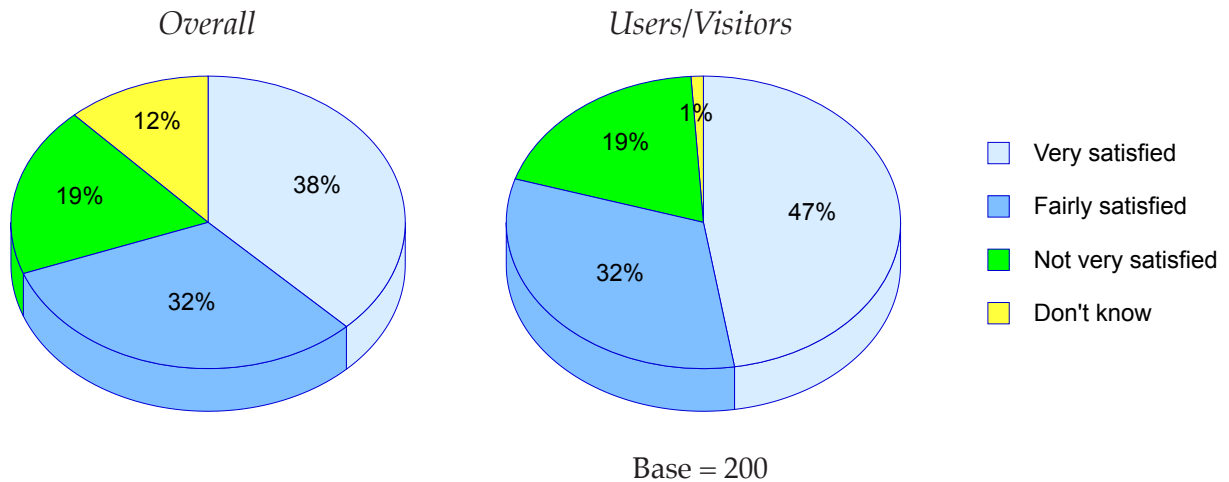
* multiple responses allowed

Civil Defence Organisation



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

xvii. Swimming Pools



70% of Waipa District residents overall are satisfied with the District's swimming pools (63% in 2012), including 38% who are very satisfied (30% in 2012). 19% are not very satisfied with these facilities and 12% are unable to comment (16% in 2012).

The percent not very satisfied is above the Peer Group and National Averages and similar to the 2012 reading.

58% of residents say they, or a member of their household, have used or visited a swimming pool in the District, in the last 12 months. Of these, 79% are satisfied and 19% not very satisfied.

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

- Cambridge and Maungatautari Ward residents,
- women.

Satisfaction With Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2013 [†]	38	32	70	19	12
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
Users/Visitors [†]	47	32	79	19	1
Comparison					
Peer Group (Provincial)	48	23	71	10	19
National Average	34	30	64	10	26
Ward					
Cambridge	24	31	55	29	16
Takepuku [†]	53	35	88	7	4
Maungatautari	29	27	56	28	16
Pirongia	48	30	78	5	17
Te Awamutu	46	34	80	14	6
Gender					
Male	38	36	74	15	11
Female	37	28	65	22	13

% 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 ...

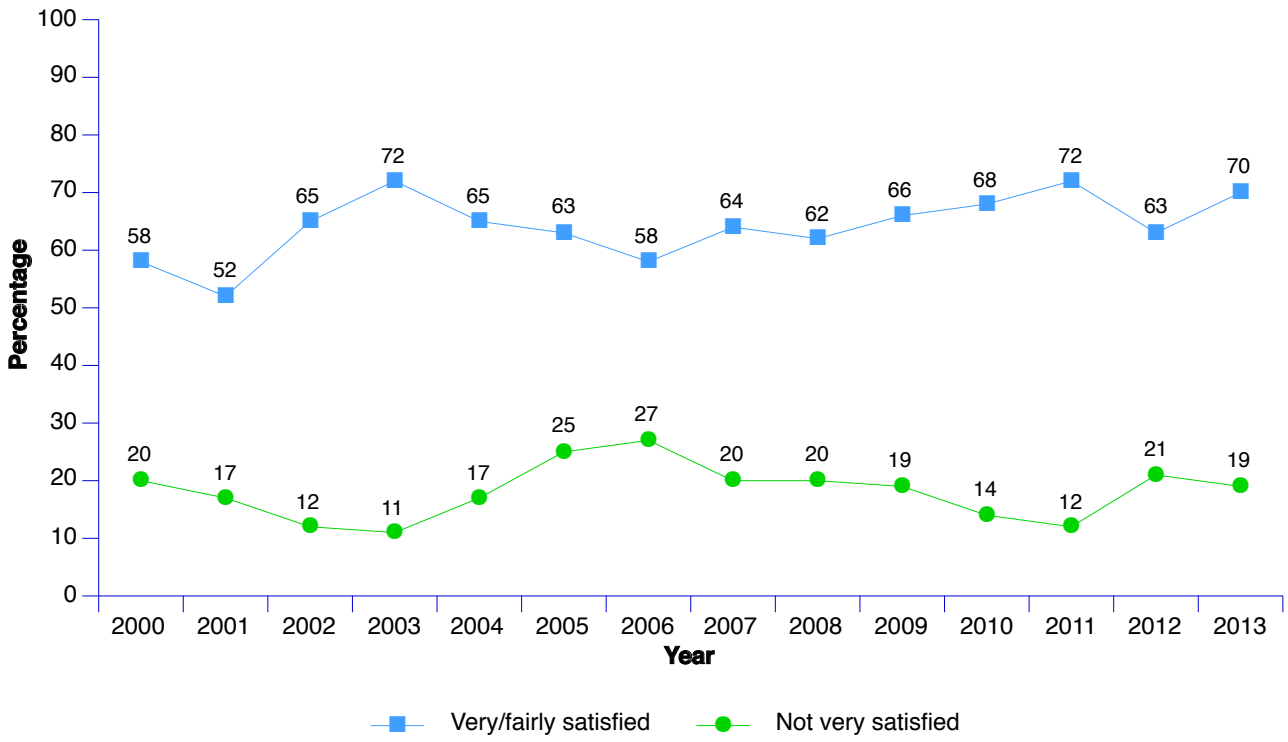
- mishandling of Cambridge pool/waste money/costs too much/other better solutions,
- Cambridge needs a heated pool/indoor pool/all year round pool,
- Cambridge pool needs maintenance/an upgrade/replacement/better facilities,
- poor standard of hygiene/could be cleaner/better upkeep.

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

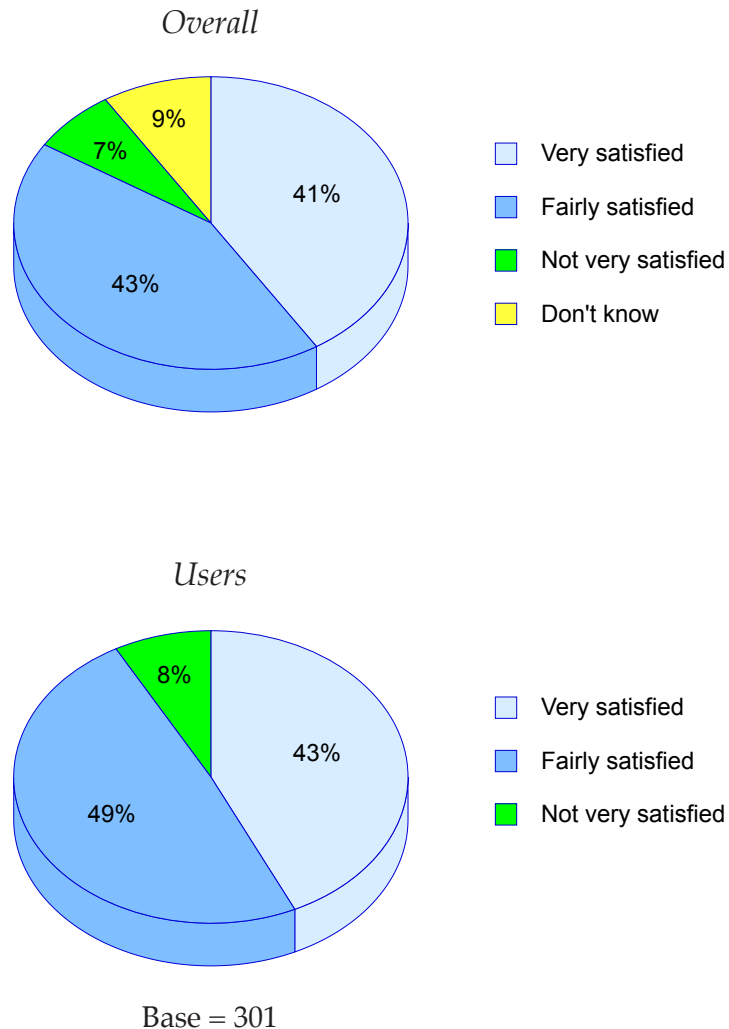
	Total District 2013 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Mishandling of Cambridge pool/waste money/costs too much/other better solutions	5	10	1	9	2	-
Cambridge needs a heated pool/indoor pool/all year round pool	5	10	-	13	-	-
Cambridge pool needs maintenance/an upgrade/replacement/better facilities	5	10	-	12	-	-
Poor standard of hygiene/could be cleaner/better upkeep	2	2	3	-	1	3

* multiple responses allowed

Swimming Pools



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 70%
 Users/Visitors = 79%

xviii. Public Toilets

84% of residents are satisfied with the public toilets (76% in 2012), including 41% who are very satisfied (33% in 2012), while 9% are unable to comment (15% in 2012). 7% of residents are not very satisfied with public toilets.

The percent not very satisfied is below the Peer Group and National Averages and on par with the 2012 reading.

77% of residents say they, or a member of their household, have used a public toilet in the last 12 months. Of these, 92% are satisfied and 8% not very satisfied.

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 2013	41	43	84	7	9
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
Users	43	49	92	8	-
Comparison					
Peer Group (Provincial)	25	44	69	18	13
National Average	23	46	69	18	13
Ward					
Cambridge	43	43	86	6	8
Kakepuku	36	39	75	12	13
Maungatautari	47	48	95	4	1
Pirongia	43	41	84	4	12
Te Awamutu	36	45	81	10	9

% read across

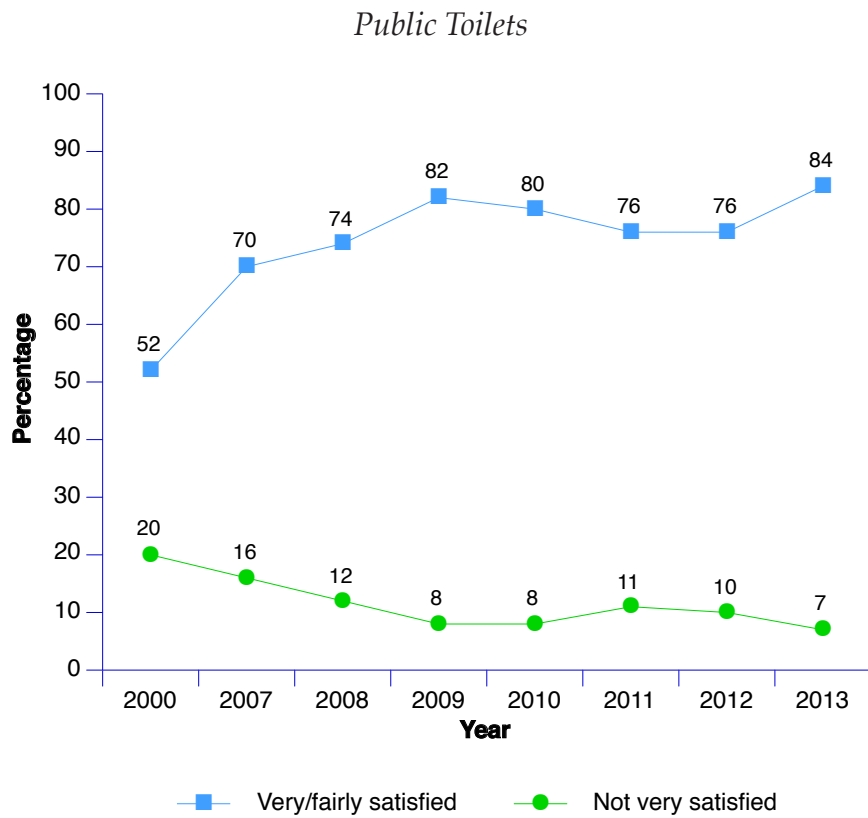
* not asked between 2001-2006

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

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

- not enough toilets/need more, mentioned by 3% of all residents,
- dirty/unhygienic/smelly/disgusting/need better cleaning, 2%.

* multiple responses allowed

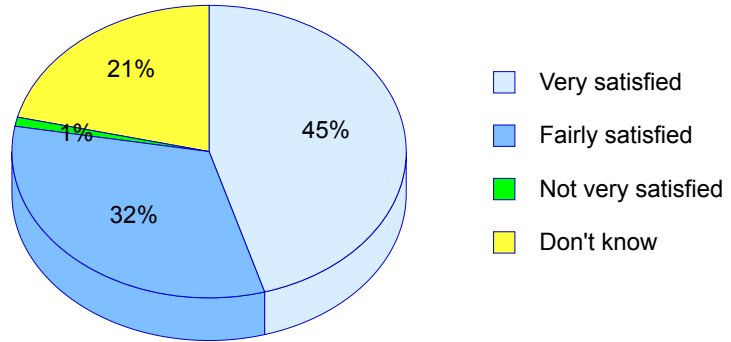


Recommended Satisfaction Measure For Reporting Purposes:

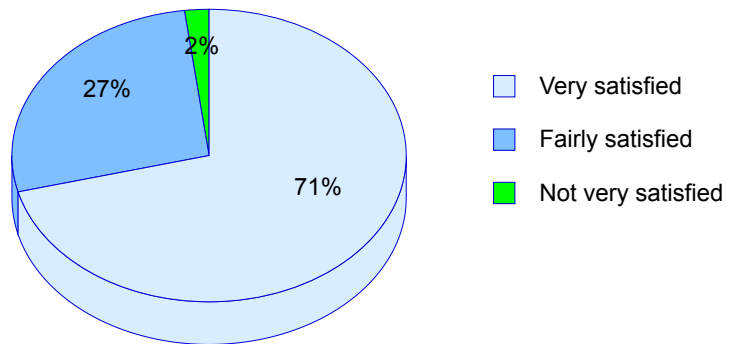
Total District	=	84%
Users	=	92%

xix. Cemeteries

Overall

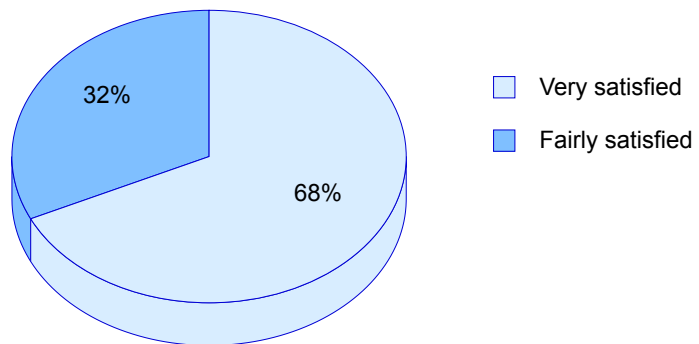


Visitors - Overall



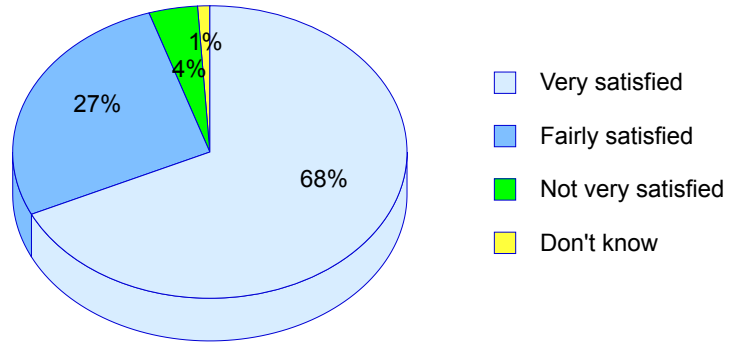
Base = 191

Visitors To Hautapu Cemetery



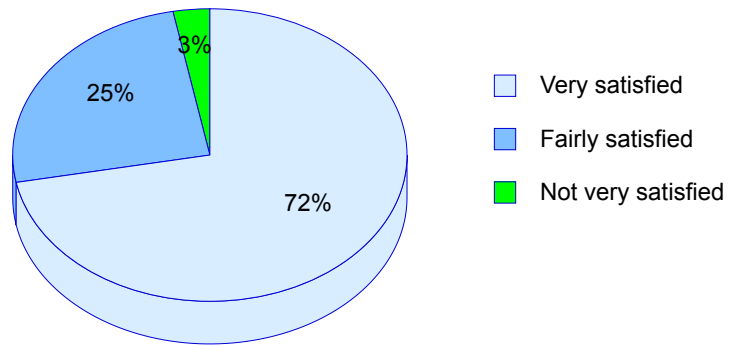
Base = 42

Visitors To Leamington Cemetery



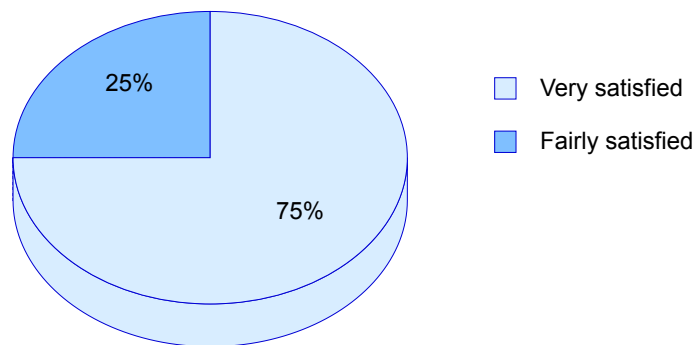
Base = 36

Visitors To Picquet Cemetery



Base = 61

Visitors To One Of The Other Seven Cemeteries



Base = 51

77% of all Waipa District residents are satisfied with cemeteries, with 45% being very satisfied.

1% of residents are not very satisfied. The percent not very satisfied is similar to the Peer Group Average and on par with the National Average.

Overall, 44% of residents say they, or a member of their household has visited a cemetery in the District, in the last 12 months. Of these, usage is broken down as follows:

<i>Cemetery Visited Most Often</i>	
Hautapu Cemetery	22%
Leamington Cemetery	20%
Picquet Hill Cemetery	32%
One of the seven other cemeteries in the District operated by Council	25%
Don't know	1%
	<hr/>
	100%

100% of visitors to Hautapu Cemetery or one of the other seven cemeteries are satisfied, while 95% of Leamington visitors are satisfied and 97% of Picquet Hill visitors are satisfied.

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

Satisfaction With Cemeteries

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2013**	45	32	77	1	21
Visitors					
Overall	71	27	98	2	-
Hautapu Cemetery	68	32	100	-	-
Leamington Cemetery	68	27	95	4	1
Picquet Cemetery	72	25	97	3	-
One of other seven cemeteries	75	25	100	-	-
Comparison					
Peer Group (Provincial)	43	32	75	3	22
National Average	36	33	69	5	26
Ward					
Cambridge	47	33	80	1	19
Takepuku	56	35	91	-	9
Maungatautari	52	17	69	-	31
Pirongia†	36	45	81	-	18
Te Awamutu	44	28	72	2	26

% read across

* not asked prior to 2013

† does not add to 100% due to rounding

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

"Used to be looked after better than now, not so good in last five years."

"Graves falling into disrepair, could be better at Picquet Hill, mowers run over flowers, etc, left near graves."

"Picquet Hill, needs more work, rubbish around graves, not enough pride taken in grounds."

"Small country cemetery like Pukeatua may be getting closed off to public, there are Maori and European people buried there, it's a shame if people cannot access these."

"Any other cemetery apart from the one at Leamington is bright and got flowers but not the one in Leamington, there's no colour, I know it's death but I think it should have a garden out front to give it a bit of colour."

"Leamington, sometimes it is locked."

"It is on a hill and the wind blows straight across it, a while ago when we visited it."

* multiple responses allowed

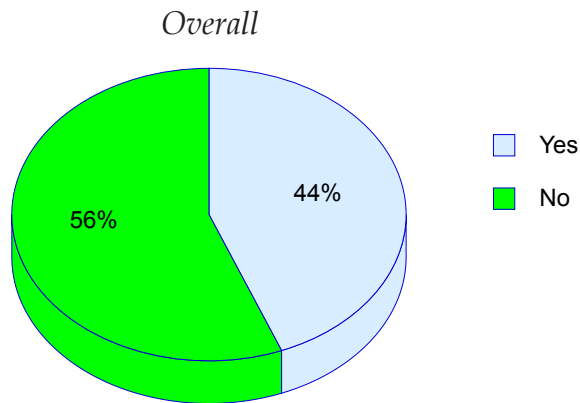
Recommended Satisfaction Measure For Reporting Purposes:

Total District	= 77%
Total Visitors	= 98%
Visitors to Hautapu	= 100%
Visitors to Leamington	= 95%
Visitors to Picquet	= 97%
Visitors to one of other seven cemeteries	= 100%

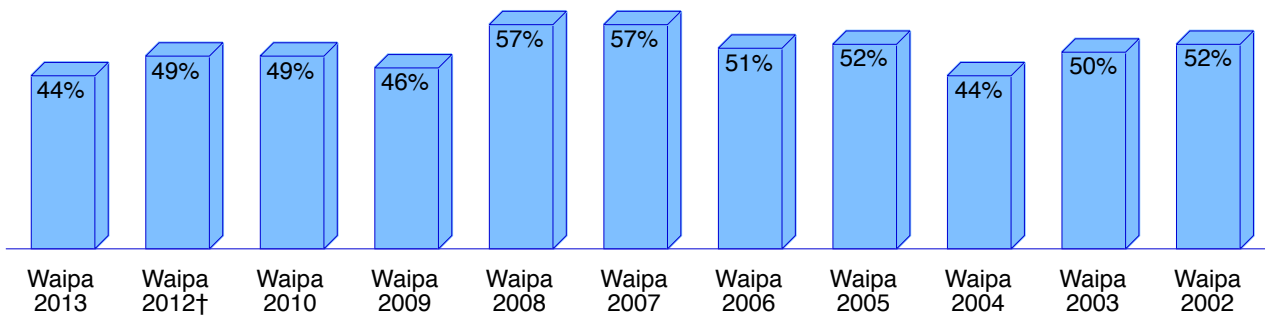


2. Customer Service

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



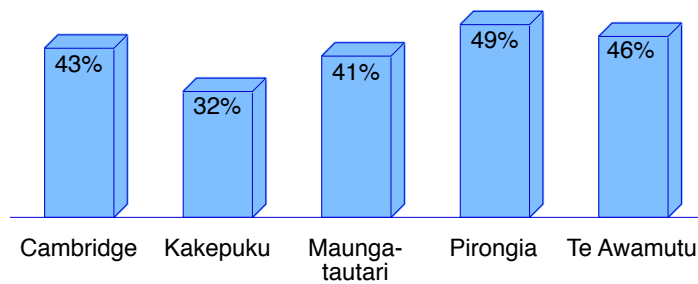
Percent Saying 'Yes' - Comparison



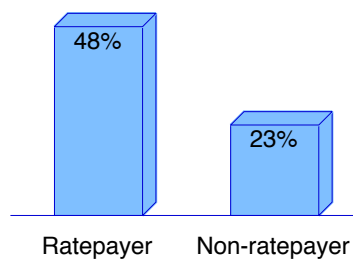
Readings prior to 2009 refer to residents who said they had contacted Council by phone or in person in the last 12 months

† not asked in 2011

Percent Saying 'Yes' - By Ward



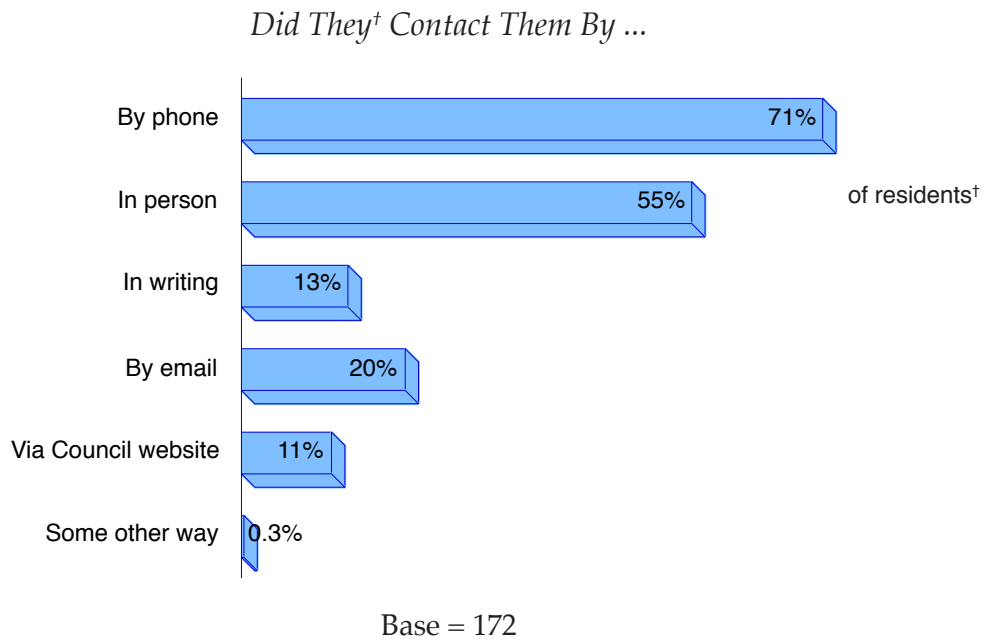
Percent Saying 'Yes' - Comparing Different Types Of Residents



44% of Waipa District residents say they have personally contacted the Council, in the last 12 months, compared to 49% in 2012.

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

b. Method Of Contact



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

71% of residents[†] say they have contacted Council by phone, while 55% say they have contacted them in person (60% in 2012).

Residents[†] more likely to contact the Council **by phone** are ...

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

Residents[†] more likely to have contacted Council **in person** are ...

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

[†] residents who have personally contacted the Council in the last 12 months, N=172

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[†]						
2013 (base 172)	71	55	13	20	11	-
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	71	60	14	23	16	-
Takepuku*	65	61	-	9	-	-
Maungatautari*	54	48	4	34	23	4
Pirongia*	83	34	17	29	16	-
Te Awamutu	70	61	13	11	2	-
Household Income						
Less than \$40,000 pa	50	73	18	6	-	-
\$40,000 - \$70,000 pa	79	49	11	22	8	-
More than \$70,000 pa	73	53	12	22	16	1
Length of Residence						
Lived there 10 years or less	73	55	3	14	10	-
Lived there more than 10 years	70	55	18	23	12	1
Household Size						
1-2 person household	62	62	15	11	7	-
3+ person household	79	49	11	26	14	1

* 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 ...

- building permits/consents/resource consents,
- dog control/registration/dog issues,
- rates issues,
- water issues,
- subdivision of property/property development.

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 ...						
Building permits/consents/ resource consents	11	10	39	12	8	9
Dog control/registration/ dog issues	10	8	-	4	16	12
Rates issues	10	11	-	-	1	18
Water issues	9	9	-	-	14	10
Subdivision of property/ property development	7	5	4	7	19	2

Base = 172

** multiple responses allowed

† caution: small base (N = 14, 15 and 25 respectively)

* the 172 residents who said they had personally contacted Council, in the last 12 months

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

- tree issues,
- building department / services / building matters,
- rubbish collection / recycling / transfer station,
- roading / road signs / markings / traffic issues.

by 4% ...

- fire permits / fire issues,
- general Council office enquiries / account information,

by 3% ...

- stormwater issues,
- town planning / zoning / District Plan,
- about a property / LIM reports / plans / titles,

by 2% ...

- noise control,
- business matters,
- parks / reserves,
- sewerage issues,

by 1% ...

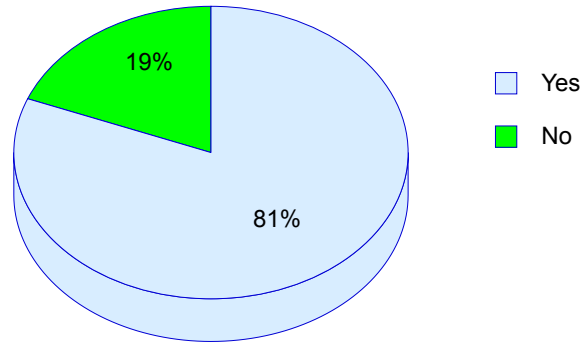
- issues with neighbours,
- financial / funding grants,
- accommodation for elderly / pensioner flats.

8% of residents[†] mentioned 'other' queries.

* the 172 residents who said they had personally contacted Council, in the last 12 months

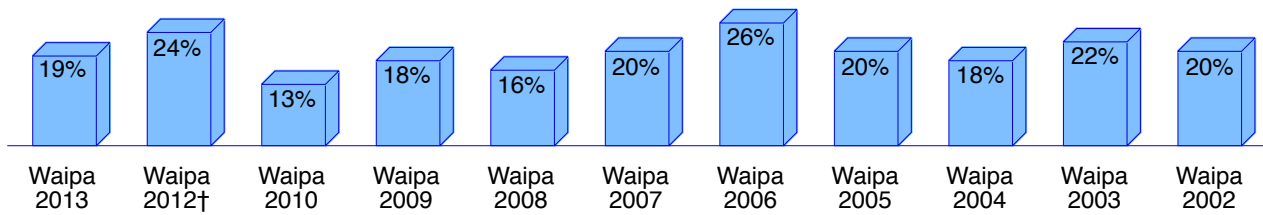
d. Was Query Attended To In A Timely Fashion?

Residents Who Have Personally Contacted Council In Last 12 Months



Base = 172

*Percent Saying 'No' - Comparison**

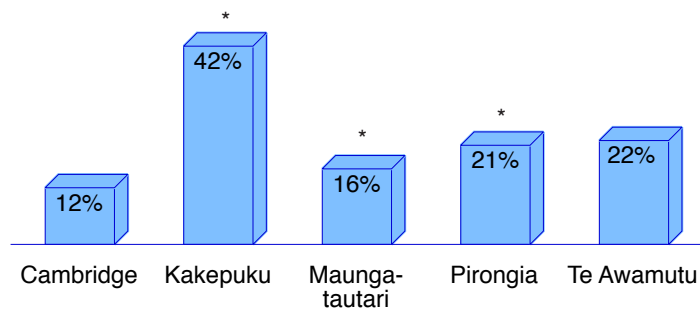


* prior to 2006 residents were asked "Was your query attended to in a timely fashion **and** to your satisfaction?" In 2007 this was asked separately.

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

81% of residents[†] say their query was attended to in a timely fashion (76% in 2012), while 19% say it was not.

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

[†] those residents who have personally contacted Council, in the last 12 months (N=172)

Analysis Of Timeliness By Main Types Of Queries

	Base**	Attended to in a Timely Fashion	
		Yes %	No %
Main Queries			
Building permits/ consents	19	90	10
Dog control/ registration/ dog issues	18	79	21
Rates issues	17	100	-
Water issues	16	89	11
Subdivision of property/ property development	11	34	66

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

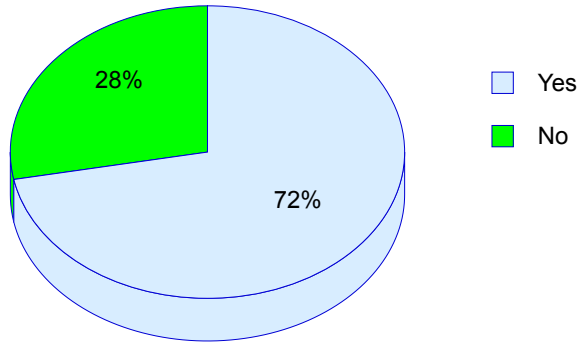
90% (18 respondents) of those residents who have contacted Council in the last 12 months about building permits/ consents, said their query was attended to in a timely fashion, and 79% (14 respondents) of those residents contacting Council about dog control/ registration/ dog issues felt this way.

This analysis, when extended across all the 11 main types of queries mentioned, shows that in seven instances respondents felt their query was, to varying degrees, 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 8 out of 11 respondents said their query about subdivision of property/ property development was not attended to in a timely fashion).

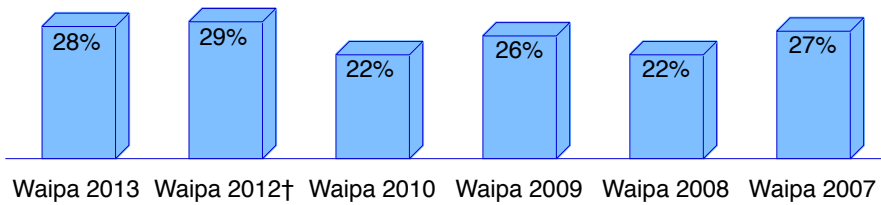
e. Was Query Attended To Your Satisfaction?

Residents Who Have Personally Contacted Council In Last 12 Months



Base = 172

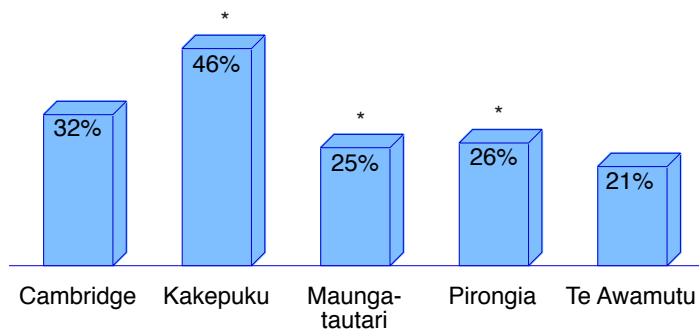
*Percent Saying 'No' - Comparison**



* 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

72% of residents[†] say their query was dealt with to their satisfaction, while 28% say it was not. These readings are similar to last year's findings.

There are no notable differences 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=172)

Analysis Of Satisfaction By Main Types Of Queries

	Base**	Satisfaction	
		Yes %	No %
Main Queries			
Building permits/consents	19	83	17
Dog control/registration/dog issues	18	77	23
Rates issues	17	84	16
Water issues	16	85	15
Subdivision of property/property development	11	13	87

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

83% (16 respondents) of those residents who have contacted Council in the last 12 months on building permits/consents, said their query was dealt with to their satisfaction, while 77% (14 respondents) of those who contacted Council regarding dog control/registration/dog issues felt this way.

This analysis, when extended across all 11 main types of queries mentioned, shows that in all but one instance respondents felt their query was, to varying degrees, 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 subdivision of property/property development 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 34% of residents* (17 respondents),
- poor service by staff/inefficiency/slow service, 23% (11 respondents),
- lack of action/problem not resolved, 18% (9 respondents),
- never heard back/no response/no feedback/still waiting, 16% (8 respondents).

* those residents who have personally contacted Council, in the last 12 months and say their query was not dealt to their satisfaction (N=52)

[†] 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/be more friendly/helpful/offer information/advice, mentioned by 7% of residents[†],
- get to talk to people/not an answerphone/easier to get right people/people I want, 6%,
- deal with our issues, 5%.

[†] residents who have personally contacted Council in the last 12 months (N=172)

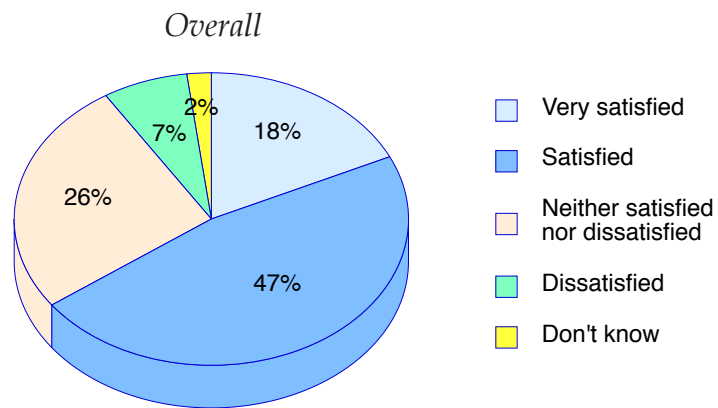
* multiple responses allowed



3. 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?”



65% of residents say they are very satisfied / satisfied with the amount of business or commercial development in their area (72% in 2012), while 7% are dissatisfied.

26% are neither satisfied nor dissatisfied (16% in 2012) and 2% 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.

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 2013	18	47	65	26	7	-	7	2
2012	24	48	72	16	9	-	9	3
Ward								
Cambridge	20	50	70	23	6	-	6	1
Kakepuku	18	47	65	24	11	-	11	-
Maungatautari	11	47	58	30	4	-	4	9
Pirongia [†]	8	41	49	42	6	-	6	3
Te Awamutu	24	47	71	19	10	1	10	-

% read across

* not asked prior to 2012

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

The main reasons* residents are dissatisfied are ...

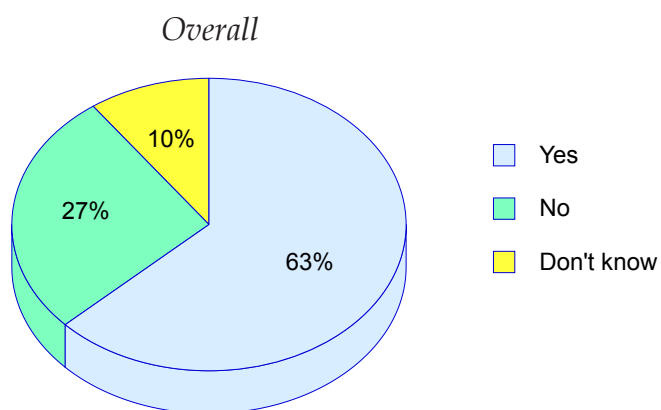
- no new business/ no development/ no encouragement/ not growing/ Council should do more, mentioned by 45% of residents who are dissatisfied**,
- too many empty shops/businesses have closed down, 36%,
- not a good range of shops/ poor choice/ expensive, 21%.

** Base = 32

* 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.



63% of residents feel the services and facilities Council provides offer good value for money ...

Ratepayers are more likely to say 'No', than non-ratepayers.

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

Do They Offer Good Value For Money?

	Yes %	No %	Don't Know %
Overall*			
Total District 2013	63	27	10
2012	61	28	11
Ward			
Cambridge	63	29	8
Takepuku	51	37	12
Maungatautari	61	30	9
Pirongia	72	16	12
Te Awamutu	63	27	10
Ratepayer?			
Ratepayer [†]	62	29	8
Non-ratepayer	69	14	17

% read across

* not asked prior to 2012

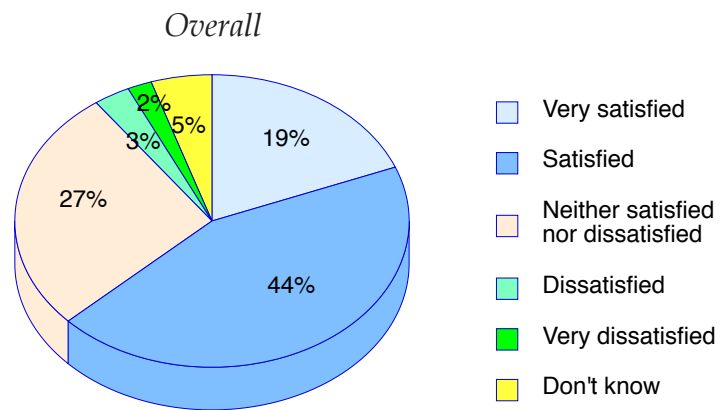
[†] does not add to 100% due to rounding



4. 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



63% of residents are very satisfied/satisfied that the cultural facilities and events in their community adequately represents the cultural diversity of the District (59% in 2012), while 5% are dissatisfied.

27% are neither satisfied nor dissatisfied and 5% are unable to comment (8% in 2012).

Women are more likely to be very satisfied/satisfied, than men.

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 2013	19	44	63	27	3	2	5	5
2012 [†]	17	42	59	26	6	-	6	8
Ward								
Cambridge	21	48	69	23	2	2	4	4
Kakepuku [†]	17	46	63	28	-	-	-	8
Maungatautari	15	47	62	33	2	-	2	3
Pirongia [†]	14	41	55	35	1	1	2	7
Te Awamutu [†]	21	40	61	25	7	2	9	4
Gender								
Male	16	43	59	30	2	3	5	6
Female [†]	22	45	67	24	4	-	4	4

% read across

* not asked prior to 2012

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

The main reasons* residents are dissatisfied are ...

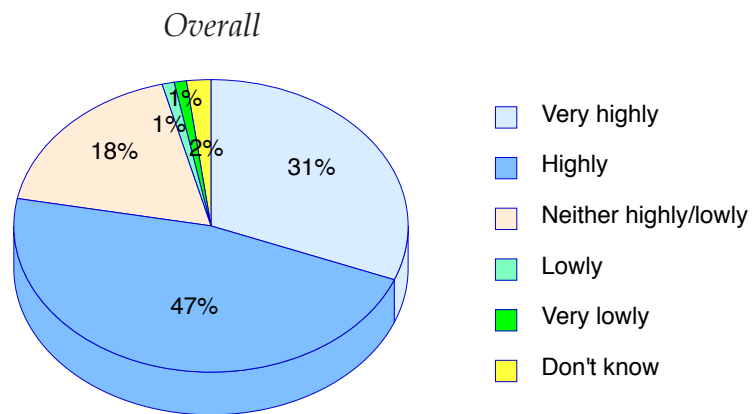
- some facilities lacking/need upgrading/need more, mentioned by 23% of residents who are dissatisfied** (4 respondents),
- over emphasis of Maori culture/Maori have too much say, 19% (4 respondents),
- not much emphasis on cultural events/the arts etc/needs to be more, 19% (3 respondents),
- overdone/too much money spent, 18% (3 respondents).

** Base = 22^{††}

^{††} caution: small base

* multiple responses allowed

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



78% of residents highly (very highly / highly) value the heritage of the District (71% in 2012), including 31% who say they value it very highly, while 2% value it lowly (lowly / very lowly).

18% say they neither value it highly or lowly (24% in 2012) and 2% are unable to comment.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who highly (very highly / highly) value the heritage of the District.

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

How Highly Do Residents Value The Heritage Of Their District?

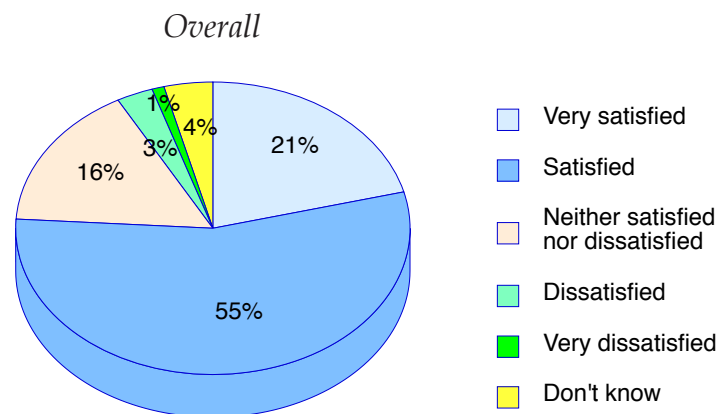
	Very highly %	Highly %	Very highly/ Highly %	Neither highly or lowly %	Lowly %	Very lowly %	Lowly/ Very lowly %	Don't Know %
Overall*								
Total District 2013	31	47	78	18	1	1	2	2
2012	28	43	71	24	2	1	3	2
Ward								
Cambridge [†]	43	42	85	14	1	-	1	1
Takepuku	17	46	63	34	2	-	2	1
Maungatautari	17	47	64	28	-	4	4	4
Pirongia [†]	29	47	76	18	2	1	3	2
Te Awamutu	26	53	79	17	2	-	2	2

% 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?



76% of residents are very satisfied / satisfied that Council does a good job protecting and valuing the history of the area (73% in 2012), while 4% are dissatisfied / very dissatisfied (7% in 2012).

16% are neither satisfied nor dissatisfied and 4% are unable to comment.

Maungatautari Ward residents are **less** likely to be very satisfied / satisfied, than other Ward residents.

It appears that the following are **slightly less** likely to feel this way ...

- residents aged 45 to 64 years,
- residents with an annual household income of more than \$70,000.

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 2013	21	55	76	16	3	1	4	4
2012**	22	51	73	16	6	1	7	5
Ward								
Cambridge	23	52	75	15	5	-	5	5
Kakepuku†	18	61	79	14	5	-	5	3
Maungatautari	21	39	60	36	-	-	-	4
Pirongia	15	66	81	15	4	-	4	-
Te Awamutu	22	56	78	14	1	3	4	4
Age								
18-44 years	21	58	79	15	3	1	4	2
45-64 years†	22	47	69	21	4	1	5	4
65+ years	20	64	84	9	2	-	2	5
Household Income								
Less than \$40,000 pa†	13	67	80	13	3	-	3	5
\$40,000 - \$70,000 pa†	17	64	81	14	2	1	3	3
More than \$70,000 pa	26	45	71	20	4	1	5	4

% read across

* not asked prior to 2012

† does not add to 100% due to rounding

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

- need to retain old buildings, mentioned by 41% of residents who are dissatisfied** / very dissatisfied (7 respondents),
- not doing enough/lack of support/help from Council, 36% (6 respondents),
- loss of heritage/new buildings replace old, 15% (2 respondents).

** Base = 15††

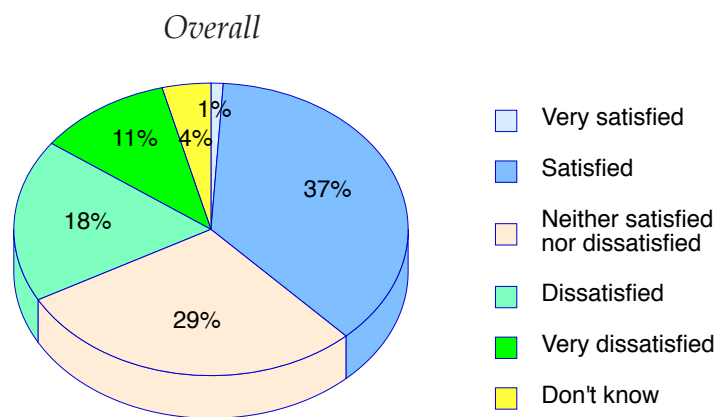
* multiple responses allowed

†† caution: small base



5. Connecting With Our Community

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



38% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes (35% in 2012), while 29% are dissatisfied/very dissatisfied (35% in 2012).

29% are neither satisfied nor dissatisfied (24% in 2012) and 4% are unable to comment.

The percent dissatisfied/very dissatisfied is on par with the Peer Group Average and slightly above the National Average.

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

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

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	2013	1	37	38	29	18	11	29	4
	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)	7	34	41	30	17	8	25	4
	National Average	6	32	38	35	18	5	23	4
Ward									
	Cambridge	1	34	35	35	21	6	27	3
	Kakepuku	5	41	46	23	15	16	31	-
	Maungatautari	-	37	37	27	19	11	30	6
	Pirongia	2	48	50	31	10	5	15	4
	Te Awamutu†	1	32	33	25	18	17	35	6
Household Size									
	1-2 person household	3	30	33	28	22	12	34	5
	3+ person household	-	42	42	31	14	10	24	3
Length of Residence									
	Lived there 10 years or less	1	35	36	36	13	10	23	5
	Lived there more than 10 years	2	37	39	25	21	11	32	4
Ratepayer?									
	Ratepayer†	1	35	36	30	19	11	30	3
	Non-ratepayer	1	48	49	24	12	6	18	9

% read across

* not asked prior to 2009

† does not add to 100% due to rounding

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

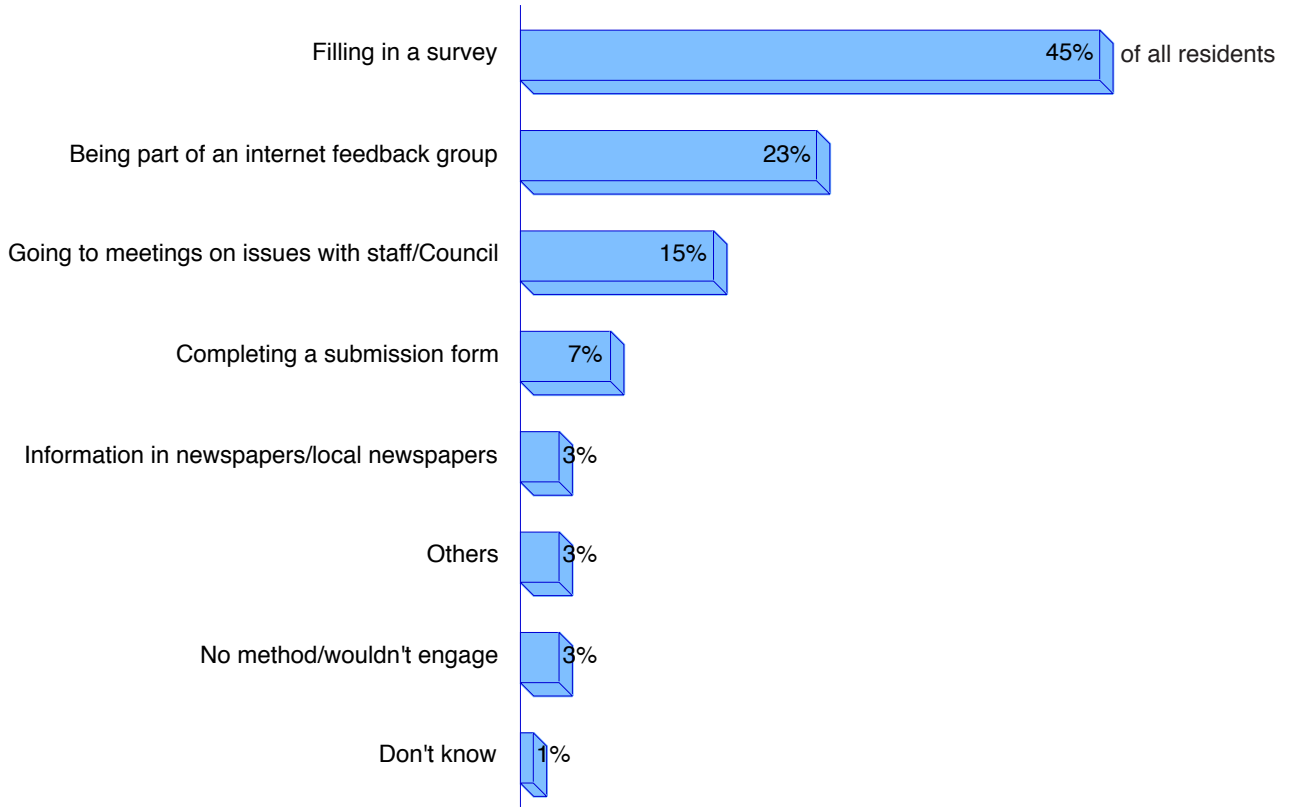
- don't listen/ignore public opinion, mentioned 34% of residents who are dissatisfied/very dissatisfied[†],
- lack of consultation/no input from public/more input needed, 29%,
- law unto themselves/do what they want regardless, 20%,
- too free with ratepayers' money when consulting/making decisions, 16%.

[†]Base = 121

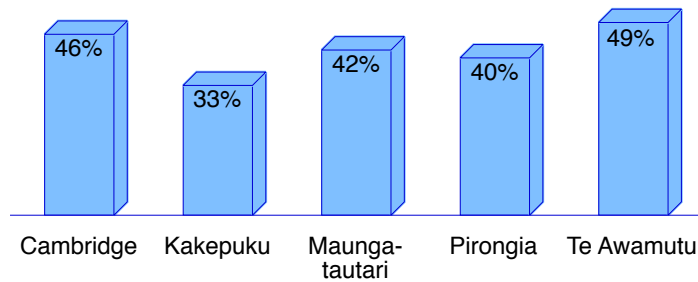
* multiple responses allowed

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

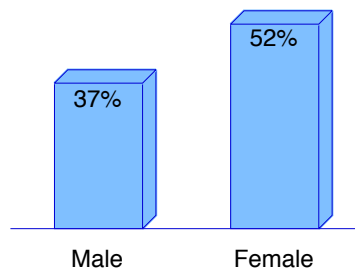
Residents were asked to say which method they would most prefer Council to use to engage them on current issues and proposals ...



Percent Saying 'Filling In A Survey' - By Ward



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

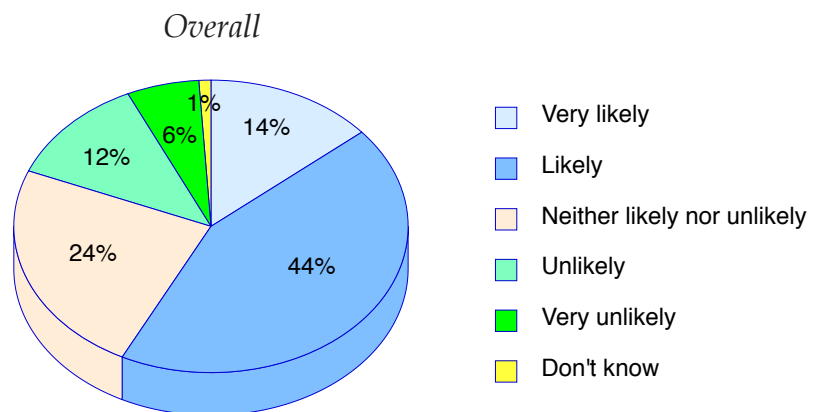


45% of residents say they would most prefer filling in a survey on current issues and proposals (38% in 2012), while 23% favour being part of an internet/feedback group (28% in 2012).

3% say they prefer no method / wouldn't engage and 1% are unable to comment.

Women are more likely to prefer filling in a survey, than men.

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



58% of residents are very likely /likely to talk positively about Waipa District Council (52% in 2012), while 18% are unlikely /very unlikely. 24% are neither likely nor unlikely (30% in 2012), and 1% are unable to comment.

Non-ratepayers are more likely than ratepayers to say they are **very likely/likely** to talk positively about the Council.

Residents more likely to say they are **unlikely/very unlikely** are ...

- residents aged 65 years or over,
- ratepayers.

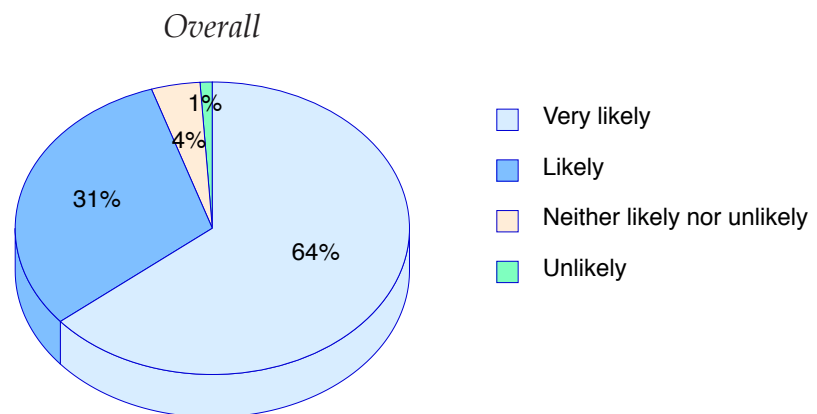
How Likely Are Residents To Talk Positively About Waipa District Council?

	Very likely %	Likely %	Very likely/ Likely %	Neither likely nor unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't Know %
Overall*								
Total District 2013 [†]	14	44	58	24	12	6	18	1
2012	15	37	52	30	12	4	16	2
Ward								
Cambridge	17	47	64	16	12	7	19	1
Takepuku	6	48	54	27	16	3	19	-
Maungatautari	5	43	48	33	18	1	19	-
Pirongia	11	49	60	21	17	-	17	2
Te Awamutu [†]	16	35	51	30	7	10	17	-
Age								
18-44 years [†]	13	47	60	26	9	6	15	-
45-64 years	18	41	59	24	11	6	17	-
65+ years	11	39	50	19	20	8	28	3
Ratepayer?								
Ratepayer [†]	12	43	55	24	14	7	21	1
Non-ratepayer	27	47	74	21	2	3	5	-

% read across

* not asked prior to 2012

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



95% of residents say they are very likely /likely to promote Waipa as a good place to live, including 64% who say they are very likely, while 1% are unlikely to do so. 4% of residents are neither likely nor unlikely. These readings are similar to the 2012 results.

Residents more likely to say they are **very likely** to promote Waipa as a good place to live are ...

- residents aged 18 to 44 years,
- residents who live in a three or more person household.

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	2013	64	31	95	4	1	-	1	-
	2012	66	27	93	4	1	2	3	-
Ward									
Cambridge		77	18	95	3	1	-	1	1
Takepuku		49	39	88	8	4	-	4	-
Maungatautari		67	28	95	5	-	-	-	-
Pirongia [†]		48	46	94	5	-	-	-	-
Te Awamutu		59	37	96	4	-	-	-	-
Age									
18-44 years		72	26	98	2	-	-	-	-
45-64 years		55	37	92	7	1	-	1	-
65+ years		59	32	91	4	3	1	4	1
Household Size									
1-2 person household		57	34	91	7	1	1	2	-
3+ person household [†]		69	28	97	2	-	-	-	-

% read across

* not asked prior to 2012

† does not add to 100% due to rounding



6. 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 2013 [†]	41	52	3	5
2012	36	55	3	6
2009	34	53	3	10
Comparison				
Peer Group Average (Provincial)	30	53	13	4
National Average	30	47	18	5
Ward				
Cambridge	45	48	3	4
Kakepuku	46	43	4	7
Maungatautari	35	65	-	-
Pirongia	23	73	2	2
Te Awamutu	45	45	3	7
Gender				
Male [†]	44	50	4	3
Female	38	54	1	7

% read across

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

* not asked prior to 2009 and in 2010/2011

41% of residents think their District is better than it was three years ago (36% in 2012), 52% feel it is the same (55% in 2012) and 3% say it is worse. 5% are unable to comment.

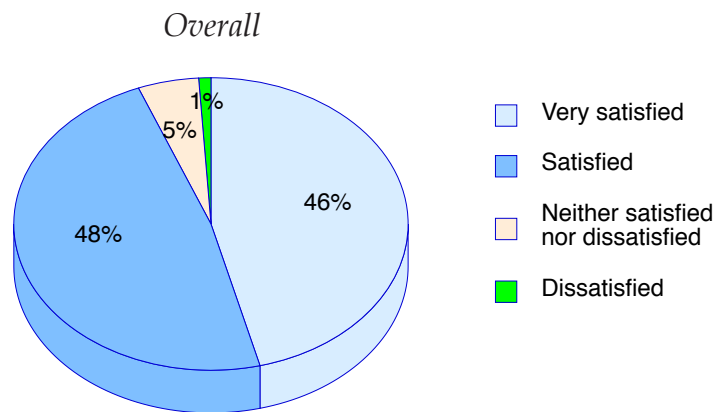
The percent saying better (41%) is above the Peer Group and National Averages.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who feel their District is better than it was three years ago.

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

- Pirongia Ward residents,
- women.

b. Quality Of Life



94% of residents are satisfied (very satisfied / satisfied) with their quality of life, including 46% who are very satisfied (53% in 2012). 1% are dissatisfied and 5% are neither satisfied nor dissatisfied.

Residents with an annual household income of more than \$70,000 are more likely to be **very satisfied** with their quality of life, than other income groups.

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

- rates burden too high now, mentioned by 79% of residents who are dissatisfied* (2 residents),
- other, 21% (1 resident).

* Base = 3[†]

[†] caution: very 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 2013	46	48	94	5	1	-	1	-
2012**	53	41	94	3	2	-	2	-
Ward								
Cambridge†	58	38	96	3	-	-	-	-
Kakepuku	40	51	91	9	-	-	-	-
Maungatautari†	51	42	93	8	-	-	-	-
Pirongia	30	61	91	9	-	-	-	-
Te Awamutu	42	53	95	4	1	-	1	-
Household Income								
Less than \$40,000 pa†	42	47	89	11	1	-	1	-
40,000 - \$70,000 pa	38	55	93	6	1	-	1	-
More than \$70,000 pa	53	44	97	3	-	-	-	-

% 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 ...

- education issues,
- economic issues/ money / standard of living/ recession,
- employment in the area/jobs for people, especially young people,
- environmental issues/pollution issues/ caring for environment,
- business promotion/ need to attract/ retain business,
- safety / personal safety/ community safety,
- crime in the area/better policing needed,
- social issues/ care of the elderly, etc.

Summary Table: Biggest Issues* Facing Resident's Area

	Total District 2013 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Education issues	25	15	26	39	28	31
Economic issues/money/ standard of living/ recession	24	22	29	33	19	27
Employment in the area/jobs for people especially young people	22	15	29	20	33	25
Environmental issues/pollution issues/ caring for environment	19	25	14	30	20	9
Business promotion/ need to attract/ retain business	14	11	(29)	12	14	14
Safety / personal safety/ community safety	12	13	11	13	6	13
Crime in the area/ better policing needed	8	9	7	5	4	9
Social issues/ care of the elderly, etc	7	7	-	18	8	5

* multiple responses allowed

Other issues* mentioned by 6% are ...

- cultural issues/ cultural centre,
- road safety,

by 5% ...

- Council spending,
- high rates/ rates increases,
- community interaction/ community activities,
- traffic congestion/ need for bypass/ remove trucks from main street,
- youth issues/ activities for youth,

by 4% ...

- velodrome/ cycling track,
- swimming pool,

by 3% ...

- growth in the area/ increasing population,

by 2% ...

- subdivisions/ housing issues,
- water supply,
- core services/ facilities/ providing and maintaining these,
- parks and reserves/ their upkeep,
- health issues,
- museum,
- library,
- consultation with public/ listen to the public,

by 1% ...

- Maungatautari Mountain/ other conservation issues,
- playing off Te Awamutu against Cambridge/ Cambridge plays second fiddle to Te Awamutu,
- maintenance/ care/ tidiness,
- recreational sports/ sports facilities/ playgrounds,
- stormwater drainage/ flooding issues,
- dog issues,
- parking facilities/ need more parking,
- public transport,
- footpaths/ pedestrian facilities,
- rubbish collection/ disposal/ recycling,
- tourism promotion,
- bridge issues/ new bridge needed.

3% of residents mentioned 'other' issues, while 20% are unable to comment.

* multiple responses allowed

We have also grouped the major concerns into the following categories*, showing the overall percentages for each.

Economic/Financial Issues 51%

Employment in the area/jobs for people especially young people
 Business promotion/need to attract/retain businesses
 Council spending
 High rates/rates increases
 Velodrome/cycling track - cost issues
 Swimming pool - cost issues
 Growth in the area/increasing population
 Subdivisions/housing issues
 Museum - cost issues
 Economic issues/money/standard of living/recession
 Tourism promotion

Social/Cultural Issues 34%

Education issues
 Cultural issues/cultural centre
 Health issues
 Social issues/care of the elderly, etc
 Community interaction/community activities

Security Issues 19%

Safety/personal safety/community safety
 Crime in the area/better policing needed
 Youth issues/activities for youth

Issues re: Services/Facilities 9%

Parks and reserves/their upkeep
 Library
 Maintenance/care/tidiness
 Stormwater drainage/flooding issues
 Dog issues
 Parking facilities/need more parking
 Footpaths/pedestrian facilities
 Rubbish collection/disposal/recycling
 Core services/facilities/providing and maintaining these
 Recreational sports/sports facilities/playgrounds

Transport Issues 11%

Traffic congestion/need for bypass/remove trucks from main street
 Bridge issues/new bridge needed
 Roads/road safety
 Public transport

* 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,
- water supply/need constant supply/no restrictions/upgrading of water mains,
- rates/rate increases/amount of service for rates we pay,
- Council spending/reducing Council debt,
- footpaths/walkways/walking trails/pedestrian facilities,
- look after essential services/amenities/core infrastructure,
- traffic congestion/bypass needed/keep trucks away.

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

	Total District 2013 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Roads/road maintenance/ traffic control/road signage/ road safety	25	18	40	52	28	22
Water supply/need constant supply/ no restrictions/ upgrading of water mains	13	8	25	2	5	22
Rates/rate increases/ amount of service for rates we pay	12	12	7	13	9	13
Council spending/ reducing Council debt	11	15	6	14	2	12
Footpaths/walkways/ walking trails/pedestrian facilities	10	8	5	2	11	14
Look after essential services/ amenities/core infrastructure	10	12	8	5	6	10
Traffic congestion/bypass needed/ keep trucks away	9	13	5	3	8	7

* multiple responses allowed

Other issues* mentioned by 6% are ...

- swimming pool/ run it better/ upgrade it/ sort out Cambridge pool issue,
- environmental issues/ pollution/ care of environment/ sustainability,

by 5% ...

- education issues,
- business promotion,

by 4% ...

- sewerage/ sewerage upgrade,
- velodrome/ cycleway,
- better communication/ consultation/ listen to the ratepayers,
- encourage housing developments/ provide infrastructure to cope with new development,

by 3% ...

- services/ activities for young people,
- sports/ sportsgrounds/ sports and recreation facilities/ playgrounds,
- presentation of towns/ cleanliness/ tidiness/ maintenance,
- parking issues,
- stormwater drainage/ upgrade drainage/ keep drains clean,
- parks/ upkeep of parks,
- economic issues/ money/ standard of living/ recession,
- library/ library service,
- rubbish collection/ disposal/ recycling,
- museum,
- crime/ drug issues/ need safe communities,
- employment/ job creation/ work schemes,

by 2% ...

- public transport,
- promotion of our district/ towns in our district/ our lifestyle/ our environment,
- provisions for dogs/ dog control,
- new bridge,

by 1% ...

- services/ activities for the elderly,
- playing off Te Awamutu against Cambridge/ Cambridge plays second fiddle to Te Awamutu,
- cultural activities/ art facilities,
- social issues/ social programmes,
- planning issues/ zoning/ urban sprawl,
- street lighting,
- retain the character/ heritage of area.

8% of residents mentioned 'other' issues, and 15% are unable to comment.

* multiple responses allowed

Again, we have also grouped these issues into the following categories*, showing the overall percentage for each.

Core Services/Facilities Issues 46%

Water supply / need constant supply / no restrictions
 Footpaths / walkways / walking trails / pedestrian facilities
 Look after essential services / amenities / core infrastructure
 Swimming pool / run it better / upgrade it / sort out cambridge pool issue
 Sewerage / sewerage upgrade
 Sports / sportsgrounds / sports and recreational facilities / playgrounds.
 Presentation of towns / cleanliness / tidiness / maintenance
 Parking issues
 Stormwater drainage / upgrade drainage / keep drains clean
 Parks / upkeep of parks
 Rubbish collection / disposal / recycling
 Museum
 Provisions for dogs / dog control
 Street lighting
 Cultural activities / art facilities
 Library / library service

Social/Cultural Issues 10%

Education issues
 Services / activities for young people
 Services / activities for the elderly
 Social issues / social programmes
 Retain the character / heritage of area
 Cultural activities / art facilities

Transport Issues 35%

Roads / road maintenance / traffic control / road signage
 Traffic congestion / bypass needed / trucks away
 New bridge
 Public transport

Economic/Financial Issues 32%

Rates / rate increases / amount of service for rates we pay
 Council spending / reducing council debt
 Business promotion
 Velodrome / cycleway - cost issues
 Encourage housing developments / provide infrastructure to cope with new development
 Employment / job creation / work schemes
 Economic issues / money / standard of living / recession

Environmental/Planning Issues 7%

Environmental issues / pollution / care of environment / sustainability
 Planning issues / zoning / urban sprawl

Communication Issues 4%

Better communication / consultation / listen to the ratepayers

Security Issues 3%

Crime / drug issues / need safe communities

* multiple responses allowed

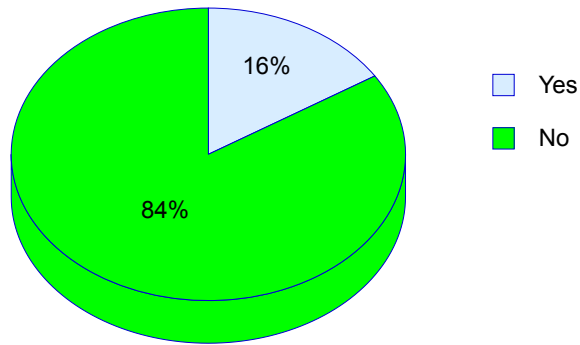


7. Representation

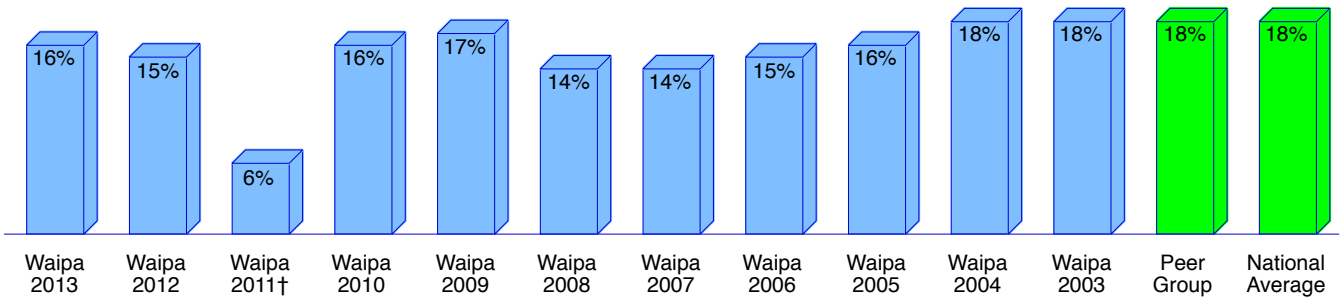
The success of democracy of the Waipa District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult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

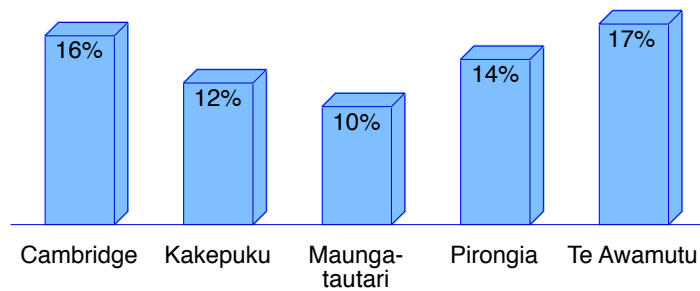


Percent Saying 'Yes' - Comparison



† 2011 refers to a survey of 100 residents

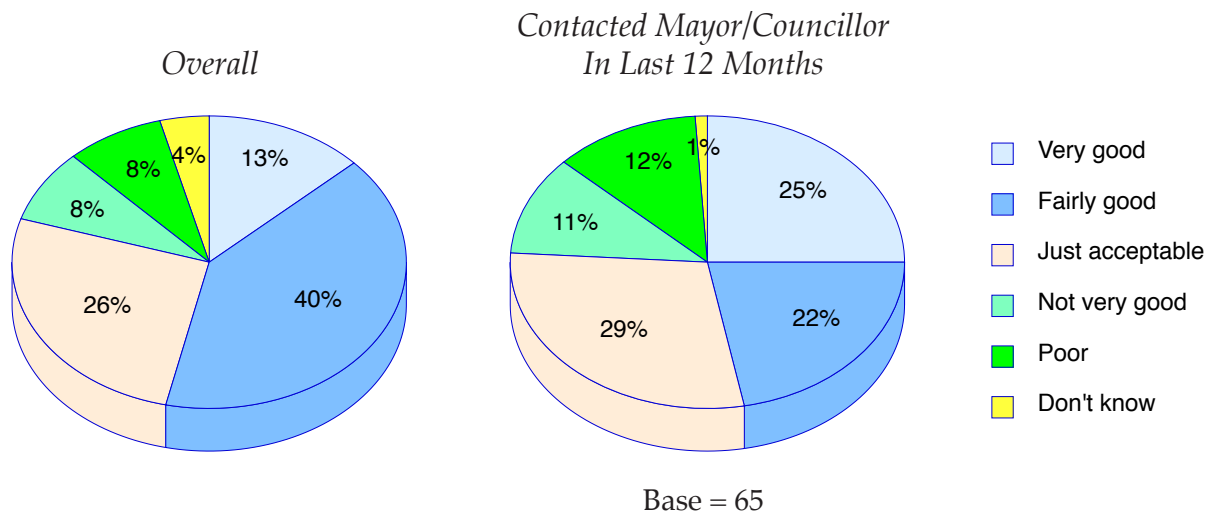
Percent Saying 'Yes' - By Ward



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

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.

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



53% of residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (42% in 2012). Waipa residents' rating of the performance of their Councillors is slightly above the Peer Group Average and above the National Average, in terms of those rating very/fairly good.

16% rate their performance as not very good/poor. Waipa residents are similar to Peer Group residents and residents nationwide, in this respect.

47% of residents who have spoken to the Mayor or a Councillor in the last 12 months, rate their performance as very/fairly good.

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

- women,
- residents with an annual household income of \$40,000 or more,
- residents who live in a three or more person household,
- ratepayers.

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 2013 [†]	53	26	16	4
2012	42	29	18	11
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
Contacted in last 12 months (65 residents)	47	29	23	1
Comparison				
Peer Group Average	47	31	16	6
National Average	46	33	15	6
Ward				
Cambridge	56	29	13	2
Kakepuku	51	29	11	9
Maungatautari	56	14	14	16
Pirongia	56	32	10	2
Te Awamutu	48	23	25	4
Gender				
Male	49	29	20	2
Female [†]	57	24	14	6

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

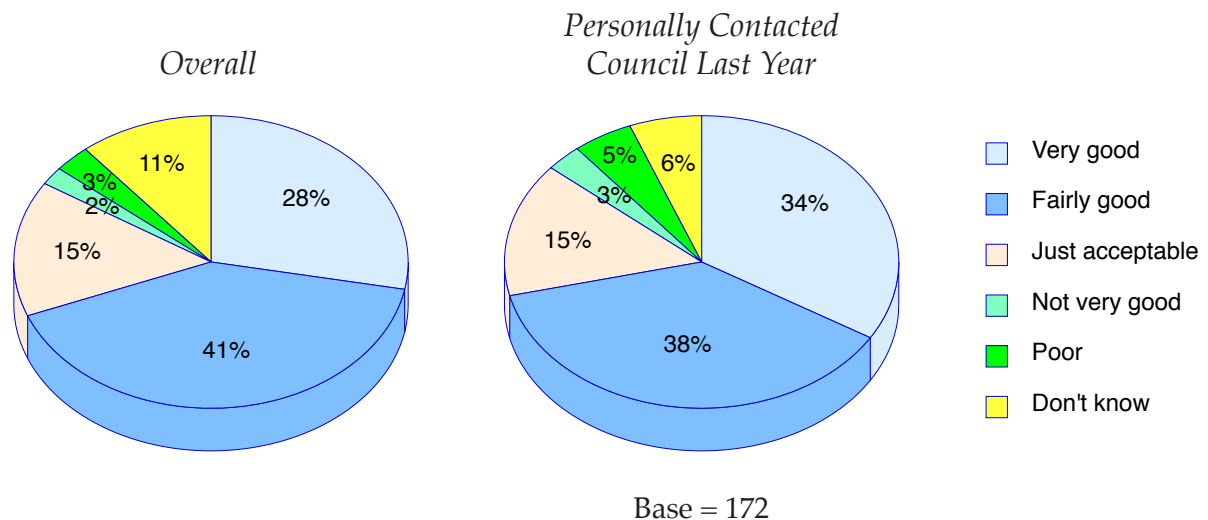
	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Household Income				
Less than \$40,000 pa	39	39	17	5
\$40,000 - \$70,000 pa	56	23	16	5
More than \$70,000 pa [†]	55	25	17	4
Household Size				
1-2 person household	48	29	18	5
3+ person household	57	24	15	4
Ratepayer?				
Ratepayer	51	27	19	3
Non-ratepayer	67	22	3	8

% 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



69% of residents rate the performance of Council staff as very or fairly good (63% in 2012). Waipa residents' rating of the performance of their Council staff is above the Peer Group and National Averages.

5% rate their performance as not very good/poor. This is slightly below the Peer Group Average and below the National Average.

72% of residents who have contacted the Council in the last 12 months, rate staff performance as very/fairly good.

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

- residents aged 65 years or over,
- residents with an annual household income of less than \$40,000,
- ratepayers.

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 2013	69	15	5	11
2012	63	14	4	19
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
Contacted in last 12 months (172 residents) [†]	72	15	8	6
Comparison				
Peer Group Average	60	22	10	8
National Average	52	25	12	11
Ward				
Cambridge [†]	71	13	3	12
Kakepuku	63	16	2	19
Maungatautari [†]	65	19	-	15
Pirongia	61	20	6	13
Te Awamutu	71	13	9	7

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

	Rated as ...			
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %
Age				
18-44 years	68	12	8	12
45-64 years [†]	64	22	3	10
65+ years	77	9	2	12
Household Income				
Less than \$40,000 pa [†]	78	13	-	8
\$40,000 - \$70,000 pa	65	17	6	12
More than \$70,000 pa	69	13	6	12
Ratepayer?				
Ratepayer	70	15	6	9
Non-ratepayer [†]	60	13	3	23

% read across

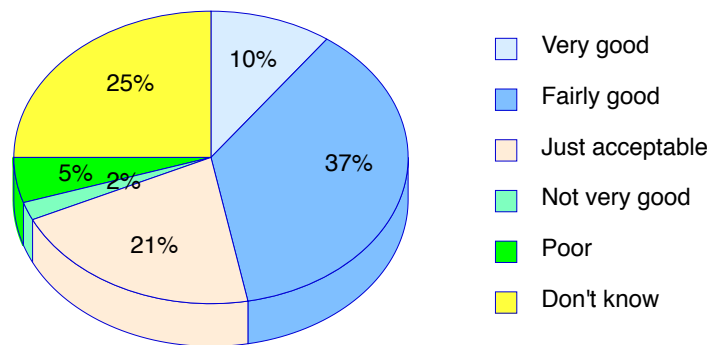
* 2011 reading refers to a survey of 100 residents

[†] 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



Base = 341

47% of residents who have a Community Board member rate their performance, in the last 12 months, as very or fairly good (42% in 2012), while 7% say it is not very good/poor. A large percentage (25%) are unable to comment (32% in 2012).

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who rate the performance of Community Board members as very/fairly good.

[†] 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				
2013	47	21	7	25
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	49	22	8	21
Kakepuku	43	13	8	36
Maungatautari	31	19	11	39
Te Awamutu	50	23	5	22

Base = 341

% read across

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

* 2011 reading refers to a survey of 100 residents

* * * * *

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Ward	Cambridge	140	145
	Takepuku	41	31
	Maungatautari	40	32
	Pirongia	60	66
	Te Awamutu	120	127
Gender	Male	198	192
	Female	203	209
Age	18 to 44 years	116	184
	45 to 64 years	130	139
	65+ years	155	79

* 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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