

**WAIPA DISTRICT COUNCIL
COMMUNITRAK™ SURVEY
MAY 2014**

COMMUNITRAK™ SURVEY

PUBLIC PERCEPTIONS AND INTERPRETATIONS OF COUNCIL SERVICES AND REPRESENTATION

PREPARED AS PART OF THE PUBLIC FEEDBACK PROGRAMME FOR:

WAIPA DISTRICT COUNCIL

MAY 2014



**National Research Bureau Ltd
PO Box 10118, Mt Eden, Auckland, New Zealand
P (09) 6300 655, F (09) 6387 846, www.nrb.co.nz**

CONTENTS

	Page No.
A. SITUATION AND OBJECTIVES	1
B. COMMUNITRAK™ SPECIFICATIONS	2
C. EXECUTIVE SUMMARY	6
D. MAIN FINDINGS	20
1. COUNCIL SERVICES/FACILITIES	21
a. Satisfaction With Council Services/Facilities	22
i. Footpaths - Maintenance	22
ii. Roads - Maintenance (excluding State Highways).....	27
iii. Roads - Safety (excluding State Highways).....	31
iv. Parking In Cambridge And Te Awamutu	35
v. Stormwater Services.....	39
vi. Water Treatment And Supply	43
vii. Control Of Dogs.....	48
viii. Noise Control Services (excluding traffic noise and barking dogs)....	52
ix. Parks And Reserves (including Sportsgrounds).....	55
x. Building Compliance And Building Inspections	58
xi. Land-Use And Subdivision Consents	61
xii. Wastewater Services (that is, the Sewerage System).....	65
xiii. Kerbside Or Roadside Recycling Service	69
xiv. Library Service	73
xv. Museums	77
xvi. Civil Defence Organisation.....	81
xvii. Swimming Pools.....	84
xviii. Public Toilets	88
xix. Cemeteries	91
xx. Council Website	94
2. CUSTOMER SERVICE	96
a. Have Residents Personally Contacted The Council, In The Last 12 Months?	97
b. Method Of Contact	99
c. What Was The Nature Of The Resident's Main Query?.....	101
d. Was Query Attended To In A Timely Fashion?.....	103
e. Was Query Attended To Your Satisfaction?.....	105
f. Suggested Improvements	108
3. PROGRESSING THE HOUSE OF WAIPA.....	109
a. Satisfaction With The Amount Of Business Or Commercial Development.....	110
b. Do They Offer Good Value For Money?	112

CONTENTS (continued)

	Page No.
4. ENVIRONMENTAL AND CULTURAL CHAMPIONS	114
a. Satisfaction That The Cultural Facilities And Events In Resident's Community Adequately Represent The Cultural Diversity Of Their District.....	115
b. How Highly Do Residents Value The Heritage Of The District.....	117
c. How Satisfied Are Residents That Council Does A Good Job Protecting And Valuing The History Of The Area?	119
5. CONNECTING WITH OUR COMMUNITY	121
a. Satisfaction With The Way Council Involves The Public In The Decisions It Makes	122
b. Which Method Would Residents Most Prefer Council To Use?.....	124
c. How Likely Are Residents To Talk Positively About Waipa District Council?	126
d. How Likely Are Residents To Promote Waipa As A Good Place To Live?	128
6. PLACE TO LIVE	130
a. Place To Live	131
b. Quality Of Life.....	133
c. Biggest Issues Facing District	135
d. What Should Council Be Focusing On?.....	138
7. EMERGENCY MANAGEMENT	141
a. Civil Defence.....	142
i. What Do Households Have In The Event Of A Civil Emergency? ...	142
ii. Where/From Whom Would Residents Get Civil Defence Information Right Right?	144
iii. Whose Website Would Residents* Visit?.....	146
8. REPRESENTATION	147
a. Contact With A Councillor And/Or The Mayor In The Last 12 Months ...	148
b. Performance Rating Of The Mayor And Councillors In The Last Year.....	150
c. Performance Rating Of The Council Staff In The Last Year.....	152
d. Performance Rating Of Community Board Members In The Last Year.....	154
E. APPENDIX	156

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 2014.

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 2014.

Council also has the benefit, where applicable, of comparing the 2014 results with results obtained in 2000-2013. 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	139
Takepuku	41
Maungatautari	40
Pirongia	60
Te Awamutu	121
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 100 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 last birthday.

Call Backs

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

Sample Weighting

Weightings were applied to the sample data, to reflect the actual Ward, gender and age group proportions in the area as determined by Statistics New Zealand's 2013 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 9 May and Sunday 18 May 2014.

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, 2012 and 2013 Communitrak survey results.

COUNCIL SERVICES/FACILITIES

Summary Table: Satisfaction With Services/Facilities

	Waipa 2014		Waipa 2013	
	Very / fairly satisfied %	Not very satisfied %	Very / fairly satisfied %	Not very satisfied %
District library [†]	96 =	4 =	96	3
Parks and reserves (including sportsgrounds)	90 =	7 =	94	3
Museums [†]	90 =	10 =	85	7
Roads - safety	83 =	16 =	85	15
Kerbside or roadside recycling service	83 =	14 =	84	15
Roads - maintenance	82 =	17 =	84	16
Parking in Cambridge and Te Awamutu	82 =	17 =	78	20
Public toilets	80 =	9 =	84	7
Dog control	77 ↓	13 =	83	12
Maintenance of footpaths	75 =	19 =	75	21
Cemeteries	73 =	2 =	77	1
Noise control services	72 =	4 =	73	5
Wastewater services	65 ↓	3 =	72	2
Water treatment and supply	65 =	18 =	64	18
Stormwater services	58 ↓	22 =	66	19
Swimming pools	54 ↓	24 ↑	70	19
Building compliance and building inspections	52 =	7 =	48	9
Civil Defence organisation	49 =	2 =	51	2
Land-use and subdivision consents	40 =	13 =	41	13
Council website	37	4	NA	NA

Key: ↑ above / slightly above 2013 reading
↓ below / slightly below 2013 reading
= similar / on par

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

NA: not asked

[†] users / visitors

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	24	10	10
• stormwater services	22	13	14
• water treatment and supply	18	**10	**11

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

• maintenance of footpaths	19	+24	+21
• parking in Cambridge and Te Awamutu	17	°°27	°°31
• maintenance of roads	17	*26	*23
• road safety	16	*26	*23
• dog control	13	20	18
• public toilets	9	18	18
• building compliance and building inspections	7	◊◊21	◊◊24
• noise control services	4	+++11	+++11
• wastewater services	3	°8	°9
• Civil Defence organisation	2	6	8

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

• kerbside or roadside recycling service	14	++12	++11
• museums	10	***2	***3
• parks and reserves (including sportsgrounds)	7	◊3	◊3
• library service	4	***2	***3
• cemeteries	2	3	5

* these figures are based on roading in general

** these figures are based on the water supply 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 user / visitor Peer Group and National Average readings

◊ 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 Communitrak Survey

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

† these figures are based on footpaths in general

†† these figures are based on recycling in general

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

Readings - Excluding Don't Knows

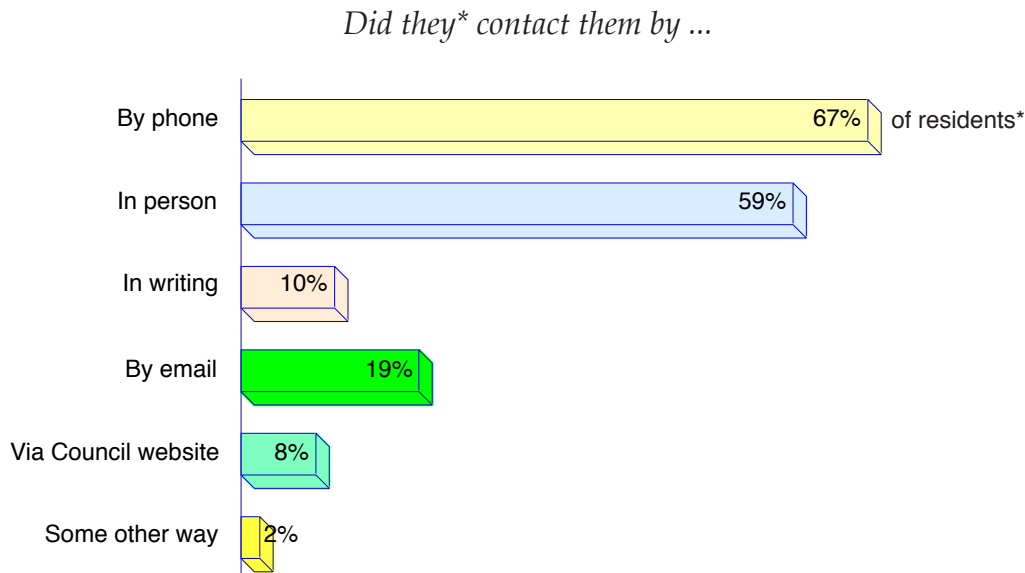
	Base	Very / fairly satisfied %	Not very satisfied %
Cemeteries	296	98	2
Civil Defence Organisation	193	97	3
Wastewater services	261	96	4
Noise control services	300	95	5
Parks and reserves (including sportsfields)	387	93	7
Council website	147	91	9
Public toilets [†]	350	90	11
Building compliance and building inspections	231	88	12
Kerbside or roadside recycling service	390	85	15
Dog control	359	85	15
Roads - safety	394	84	16
Maintenance of roads	397	83	17
Parking in Cambridge	396	82	18
Maintenance of footpaths	369	80	20
Water treatment and supply	318	79	21
Land use and subdivision consents	211	76	24
Stormwater services [†]	315	73	28
Swimming pools	304	69	31

For those services / facilities where the reading is 90% or more, the 'don't reading' is high >10% and / or the overall not very satisfied reading is low (<10%).

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

CUSTOMER SERVICE

47% of residents have personally contacted the Council, in the last 12 months (44% in 2013).



Base = 188

Their main queries were in regard to:

- building permits/ consents/ resource consents, 20% of residents*,
- dog control/ registration/ dog issues, 12%,
- rates issues, 9%,
- about a property/ LIM report, 7%,
- rubbish collection/ recycling/ transfer station, 7%,
- building department/ services/ building matters, 7%.

82% of residents* say their query was attended to in a timely fashion (81% in 2013), with 79% saying it was dealt with to their satisfaction (72% in 2013).

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

Suggested main improvements[†]:

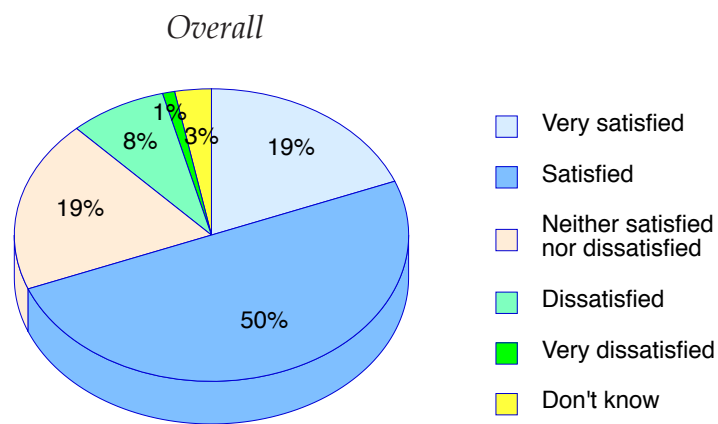
- better customer service/ be more friendly/ helpful/ offer information/ advice, 8% of residents*,
- better communications/ be more honest/ keep us informed, 5%,
- take prompt action/ provide a faster service, 5%,
- quicker response/ follow up when they say they will, 5%.

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

[†] multiple responses allowed

PROGRESSING THE HOUSE OF WAIPA

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

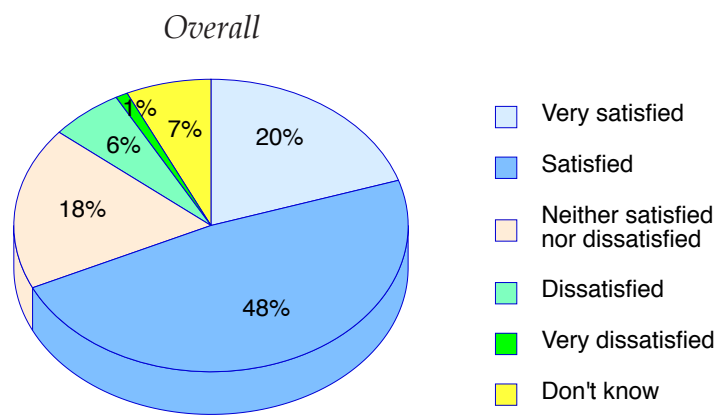


Value For Money

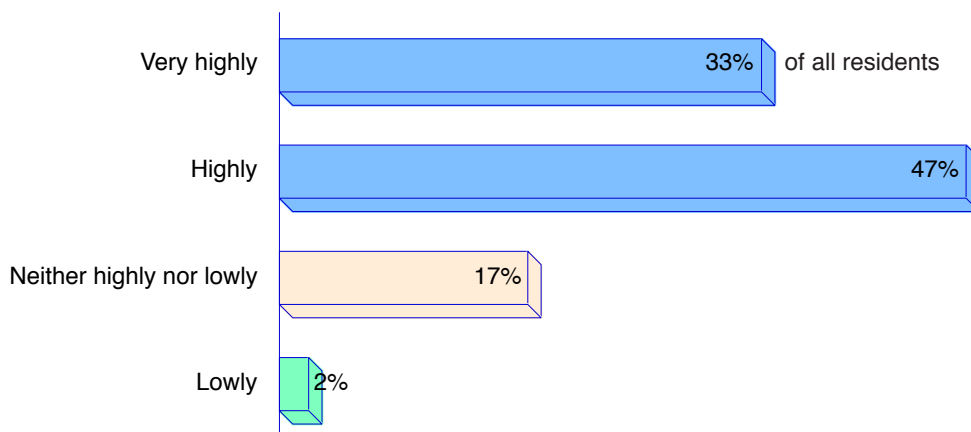
Thinking about all the services and facilities Council provides, 69% of residents think they offer good value for money (63% in 2013), 20% say they don't (27% in 2013) and 11% are unable to comment.

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?

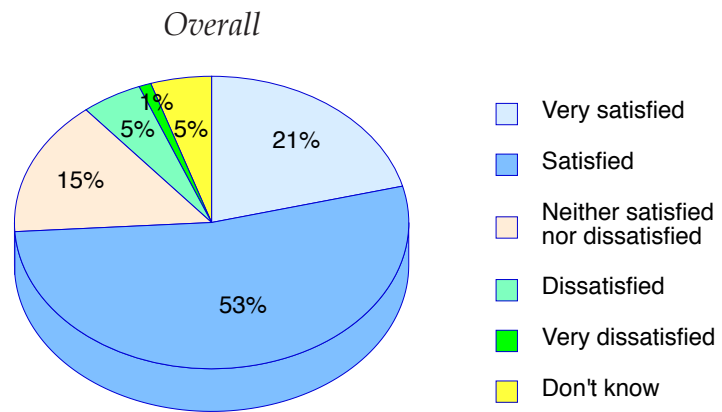


How Highly Do Residents Value The Heritage Of The District?



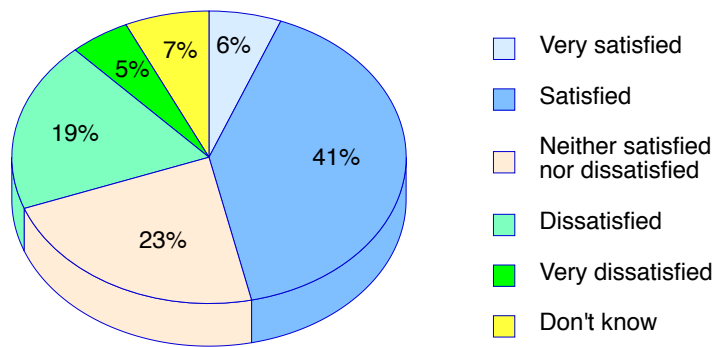
(Does not add to 100% due to rounding)

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



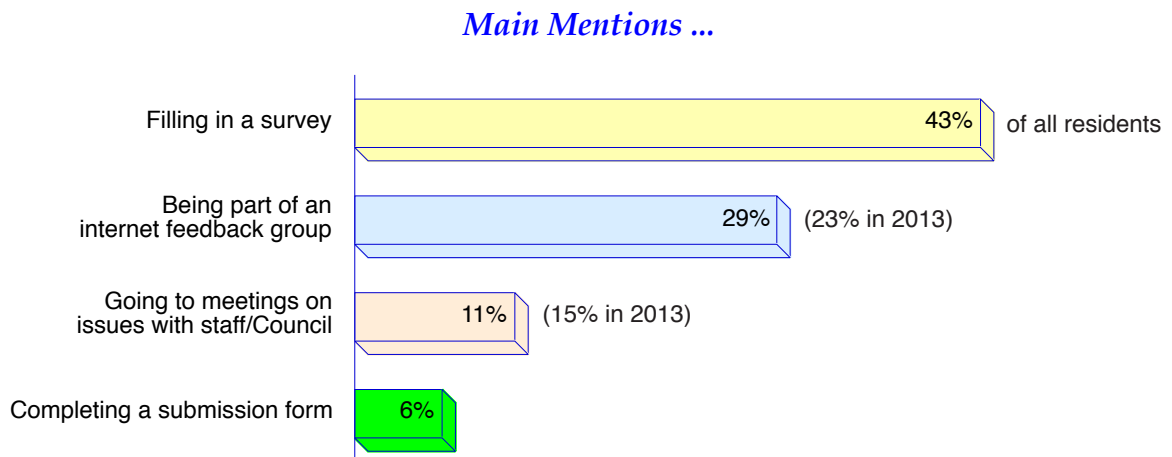
CONNECTING WITH OUR COMMUNITIES

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

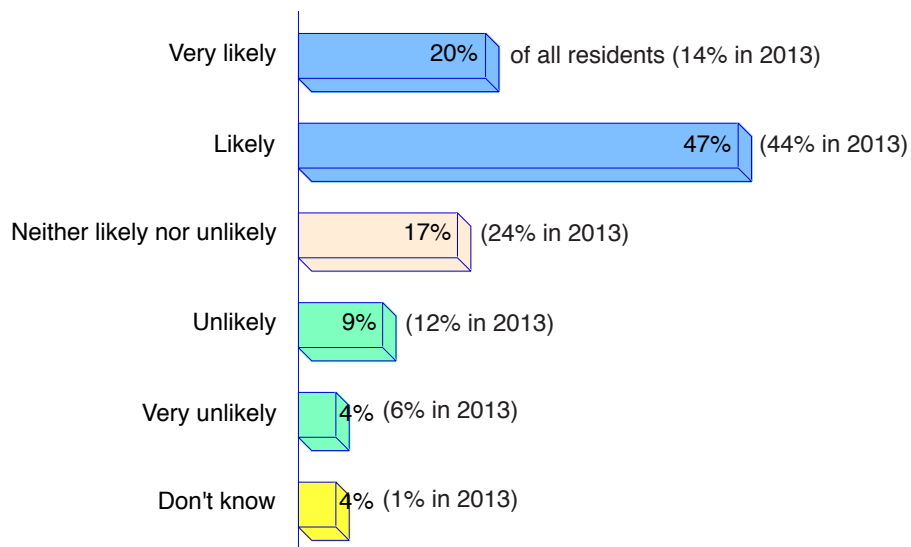


(Does not add to 100% due to rounding)

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

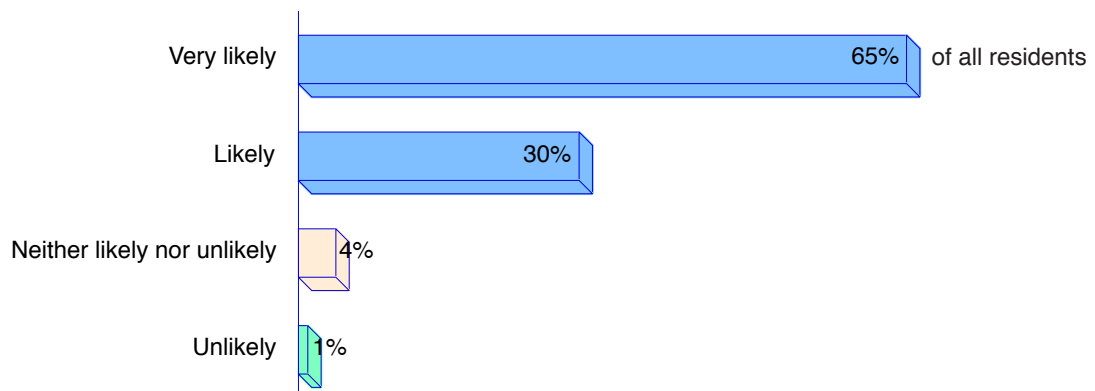


How Likely Are Residents To Talk Positively About The Waipa District Council



(Does not add to 100% due to rounding)

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



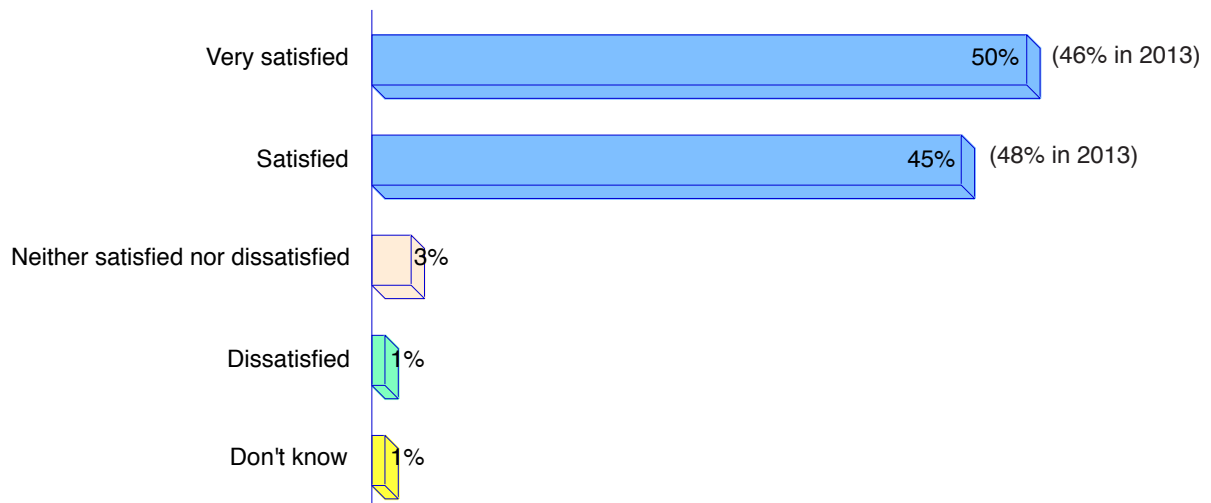
PLACE TO LIVE

45% of residents think Waipa District is better, as a place to live, than it was three years ago (41% in 2013), 49% feel it is the same (52% in 2013) and 2% say it is worse. 4% are unable to comment.

The percent saying better (45%) is above the Peer Group and National Averages.

QUALITY OF LIFE

In General ...



BIGGEST ISSUES

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

- employment in the area/jobs for people especially young people, mentioned by 21% of all residents,
- environmental issues/pollution issues/caring for environment, waterways, etc, 18%,
- education issues, 16%,
- economic issues/money/standard of living/recession, 14%,
- business promotion/need to attract/retain businesses, 11%,
- cultural issues/cultural centre, 8%,
- safety/personal safety/community safety, 7%.

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

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

- water supply/need constant supply/no restrictions/upgrading of water mains, mentioned by 16% of all residents,
- roads/road maintenance/traffic control/road signage/road safety, 16%,
- new bridge/bridge issues, 9%,
- rates/rate increases/amount of service for rates we pay, 9%,
- business promotion/economic issues, 9%,
- swimming pool/run it better/upgrade it/sort out Cambridge pool issues, 8%,
- environmental issues/pollution/care of environment/sustainability, 8%,
- look after essential services/amenities/core infrastructure, 8%.

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

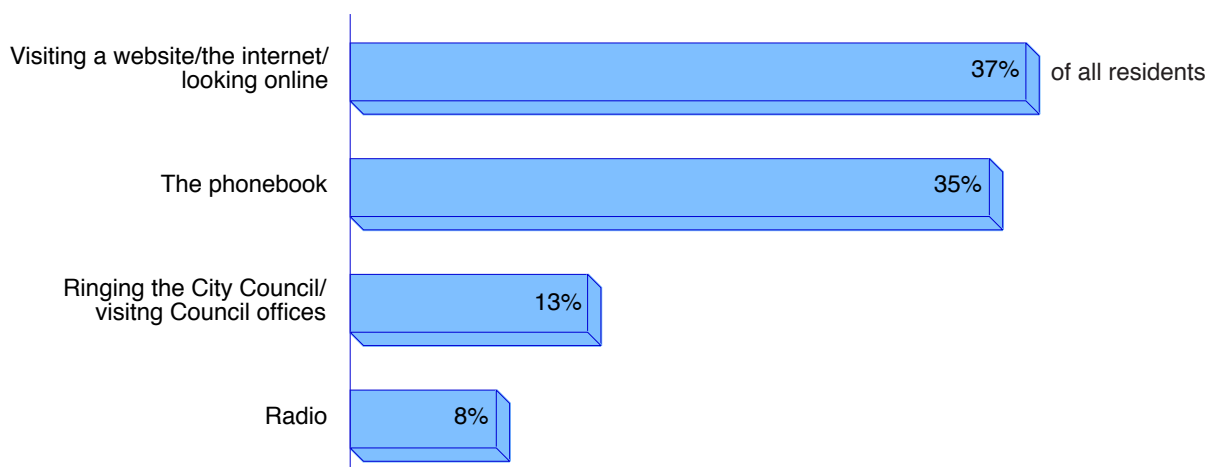
EMERGENCY MANAGEMENT

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

	Yes %	No %
Stored water to last three days	56	44
Stored food to last three days	91	9
Emergency lighting, eg, a torch	99	1
A battery operated radio	68	32
Spare batteries for a torch and radio	80	20
First aid kit	94	6
Essential medication	93	7
An emergency plan	38	62

Where/From Whom Would They Get Civil Defence Information?

Main Mentions ...



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

57% of residents rate the performance of the Mayor and Councillors, in the last year, as very / fairly good (53% in 2013). 7% rate their performance as not very good / poor (16% in 2013). Waipa District is above the Peer Group and National Averages, in terms of rating the Mayor and Councillors' performance as very or fairly good.

b. Performance Rating of the Council Staff

67% of residents rate the performance of the Council staff, in the last year, as very or fairly good (69% in 2013). 3% rate their performance as not very good / poor (5% in 2013). 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

42% of residents who have a Community Board member rate their performance, in the last year, as very or fairly good (47% in 2013), while 5% say it is not very good / poor. A large percentage (31%) are unable to comment (25% in 2013).

* * * * *

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

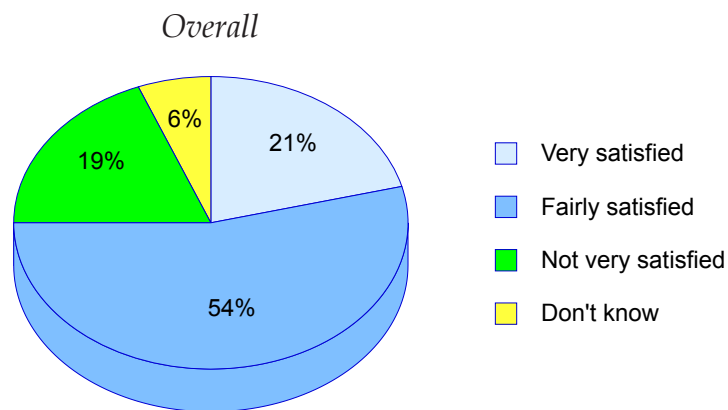


1. Council Services/Facilities

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 19% 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 slightly below the Peer Group Average and similar to the National Average readings for footpaths in general.

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

- residents aged 65 years or over,
- residents with an annual household income of less than \$40,000,
- residents who live in a one or two person household.

It also appears that Cambridge, Pirongia and 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 2014	21	54	75	19	6
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 [†]	23	57	80	20	1
Takepuku	18	45	63	6	31
Maungatautari	31	43	74	9	17
Pirongia	16	57	73	20	7
Te Awamutu	20	54	74	23	3
Age					
18-44 years	27	57	84	12	4
45-64 years	19	53	72	19	9
65+ years	15	48	63	32	5

continued ...

Satisfaction With The Maintenance Of Footpaths (continued)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Household Size					
1-2 person household	17	52	69	25	6
3+ person household	25	55	80	14	6
Household Income					
Less than \$40,000 pa [†]	17	46	63	31	5
\$40,000 - \$70,000 pa	19	55	74	20	6
More than \$70,000 pa	24	55	79	16	5

% read across

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

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

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

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

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

Summary Table:

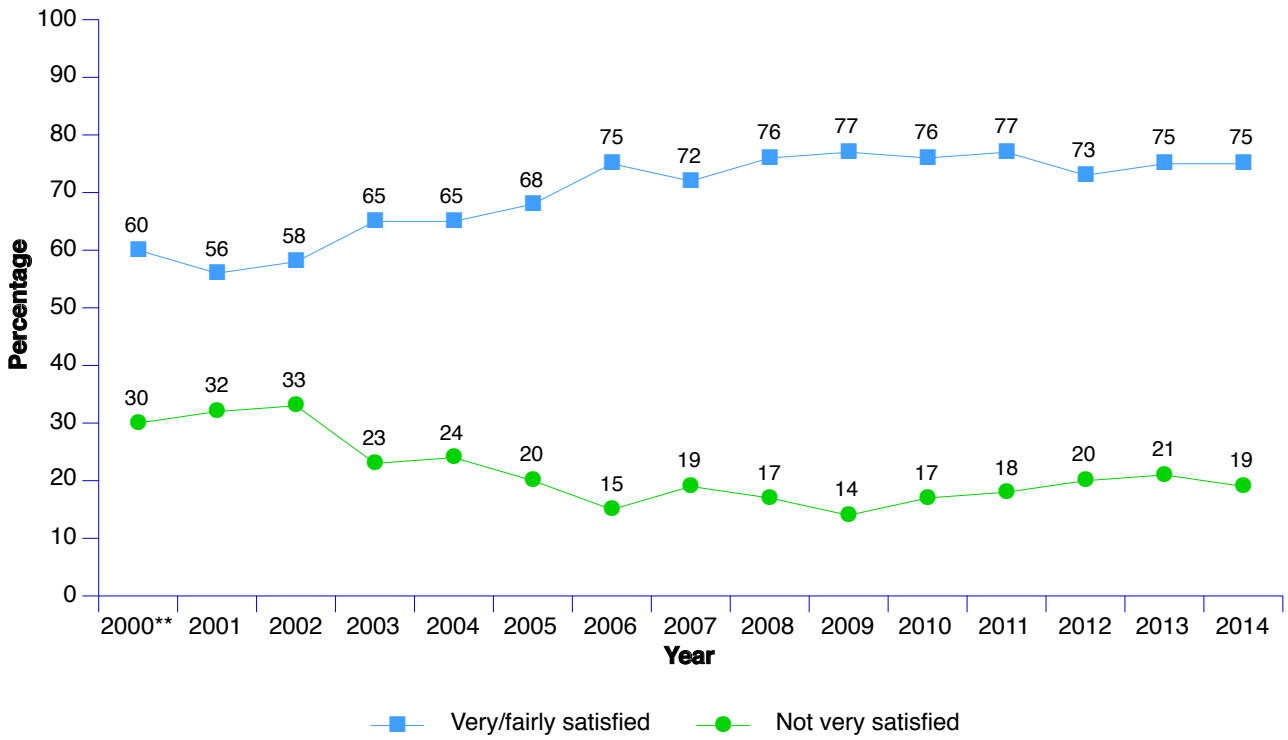
Main Reasons* For Being Not Very Satisfied With Footpath Maintenance

	Total District 2014 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Uneven/cracked/broken/potholes/rough	8	11	2	-	-	13
Poor condition/old/poorly maintained/need upgrading	7	7	2	3	13	7
No footpaths/not enough/one side only	5	4	-	7	9	4

* multiple responses allowed

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

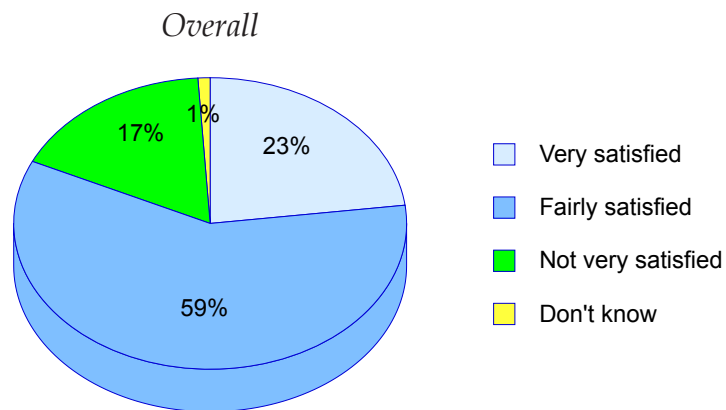
Footpath Maintenance



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

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

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



82% of Waipa District residents are satisfied with the maintenance of roads, while 17% are not very satisfied. These readings are similar to the 2013 results.

The percent not very satisfied is below the Peer Group Average and slightly below the National Average reading for roading in general.

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

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

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 2014	23	59	82	17	1
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	29	53	82	17	1
Kakepuku	13	65	78	20	2
Maungatautari	16	43	59	41	-
Pirongia	12	69	81	19	-
Te Awamutu [†]	26	63	89	11	1
Gender					
Male	23	55	78	21	1
Female	23	62	85	14	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 road maintenance are ...

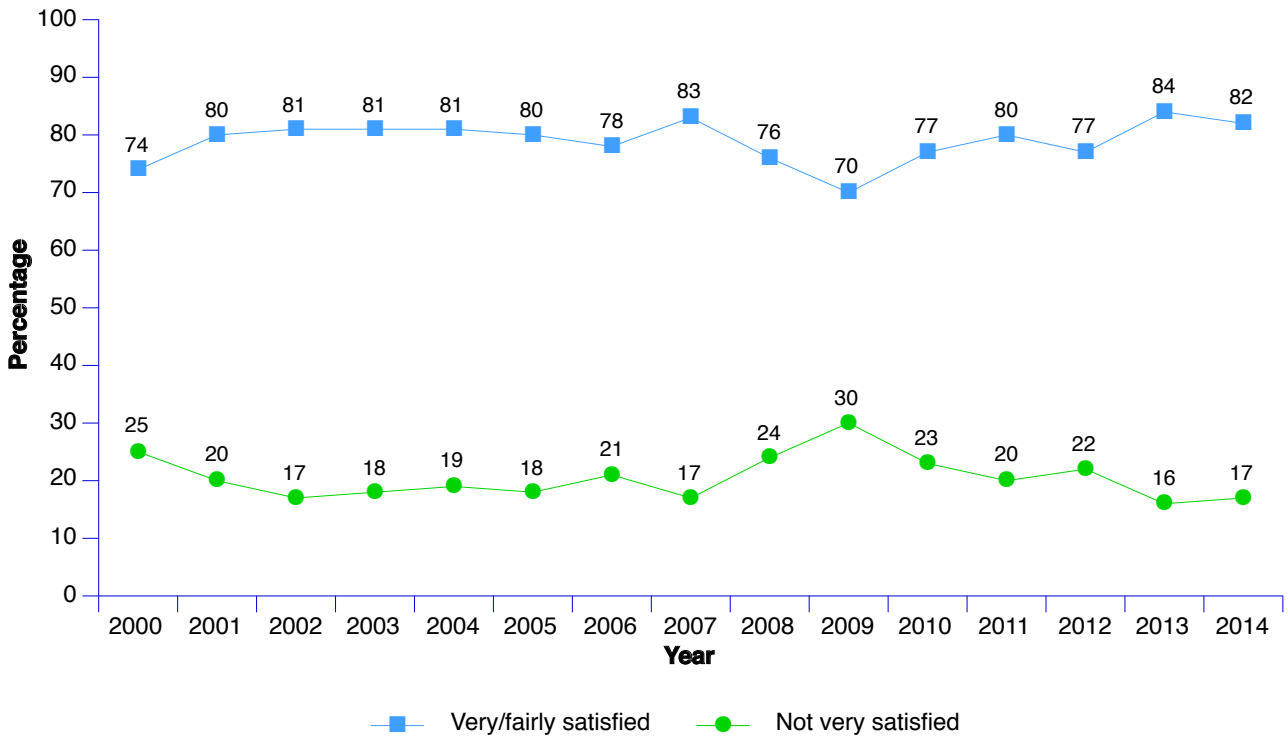
- potholes/uneven/rough/bumpy,
- poor quality of work/materials used/too much patching,
- poor condition/poorly maintained/slow to maintain.

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

	Total District 2014 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Potholes/uneven/rough/bumpy	6	5	9	19	5	5
Poor quality of work/materials used/too much patching	5	4	-	7	10	3
Poor condition/poorly maintained/slow to maintain	3	3	-	10	2	2

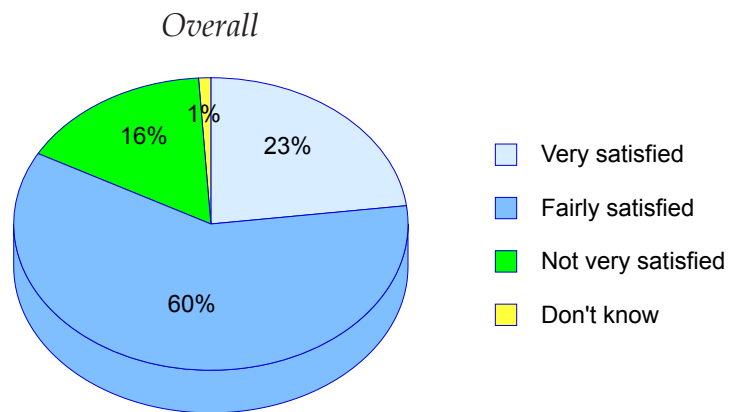
* multiple responses allowed

Road Maintenance



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 82%

iii. Roads - Safety (excluding State Highways)



Overall, 83% of residents are satisfied with the safety of roads in the Waipa District, while 16% are not very satisfied. These readings are similar to the 2013 results.

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

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

Satisfaction With The Safety Of Roads (excluding State Highways)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	23	60	83	16	1
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	25	54	79	20	1
Takepuku	21	61	82	15	3
Maungatautari	20	37	57	43	-
Pirongia	19	74	93	7	-
Te Awamutu	23	67	90	7	3

% read across

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

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

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

- issues with road markings/signage,
- dangerous areas/unsafe intersections/roundabouts,
- issues with cyclists,
- narrow roads/need widening,
- unsafe for pedestrians/children/more pedestrian crossings needed.

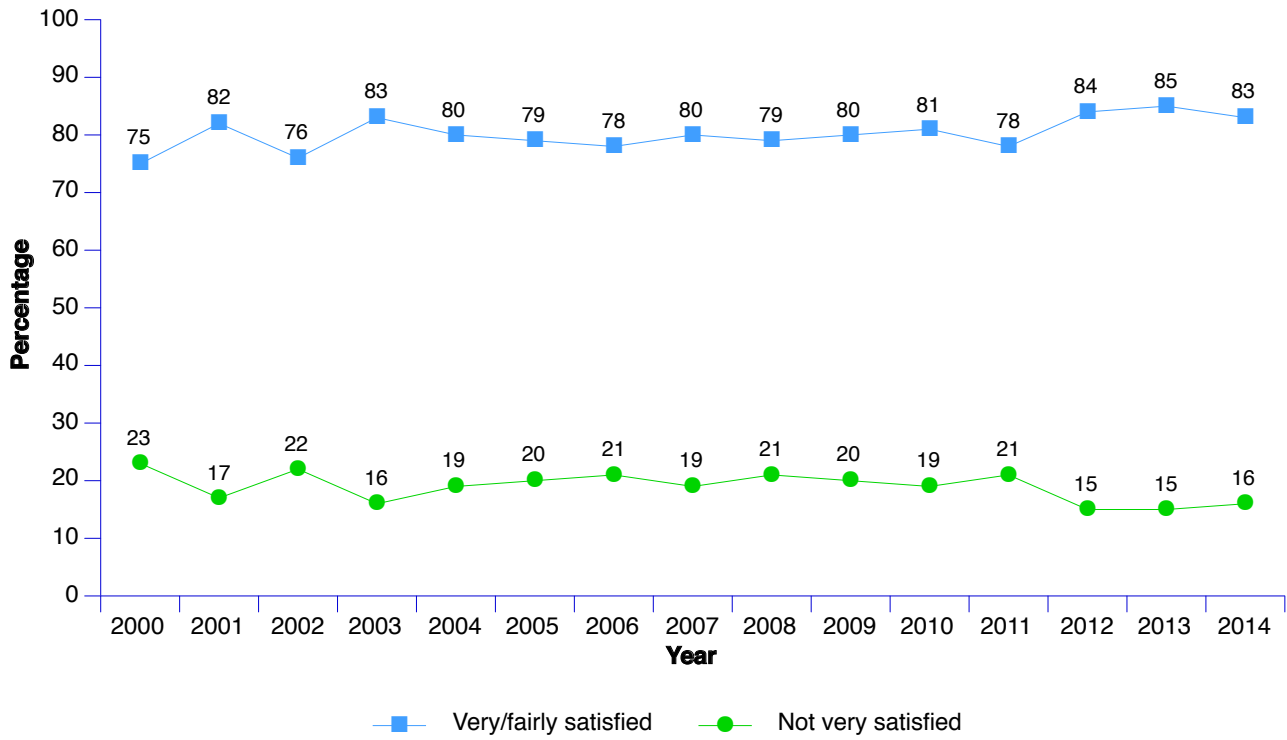
Summary Table:

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

	Total District 2014 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Issues with road markings/signage	5	8	4	2	4	3
Dangerous areas/unsafe intersections/roundabouts	3	2	-	17	2	1
Issues with cyclists	2	3	3	9	-	1
Narrow roads/need widening	2	1	4	12	-	1
Unsafe for pedestrians/children/more pedestrian crossings needed	2	4	-	5	-	-

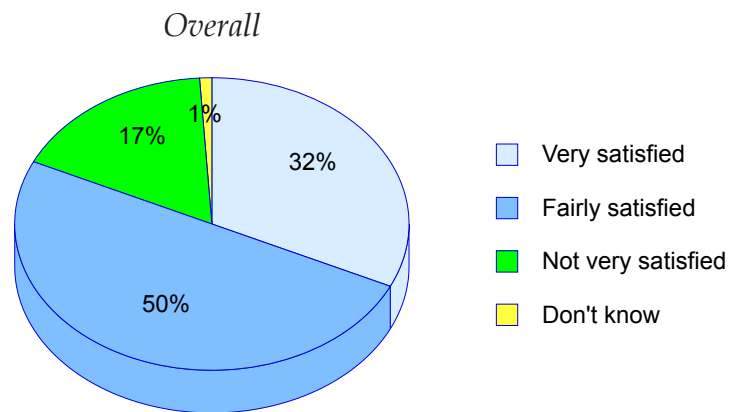
* multiple responses allowed

Safety Of Roads



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

iv. Parking In Cambridge And Te Awamutu



82% of residents are satisfied with parking in Cambridge and Te Awamutu (78% in 2013), including 32% who are very satisfied (36% in 2013). 17% 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 on par with the 2013 reading.

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

Satisfaction With Parking In Cambridge And Te Awamutu

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall^{††}					
Total District 2014	32	50	82	17	1
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	39	49	88	10	2
Kakepuku	29	41	70	30	-
Maungatautari [†]	13	63	76	25	-
Pirongia	30	52	82	17	1
Te Awamutu	29	49	78	22	-

% 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 ...

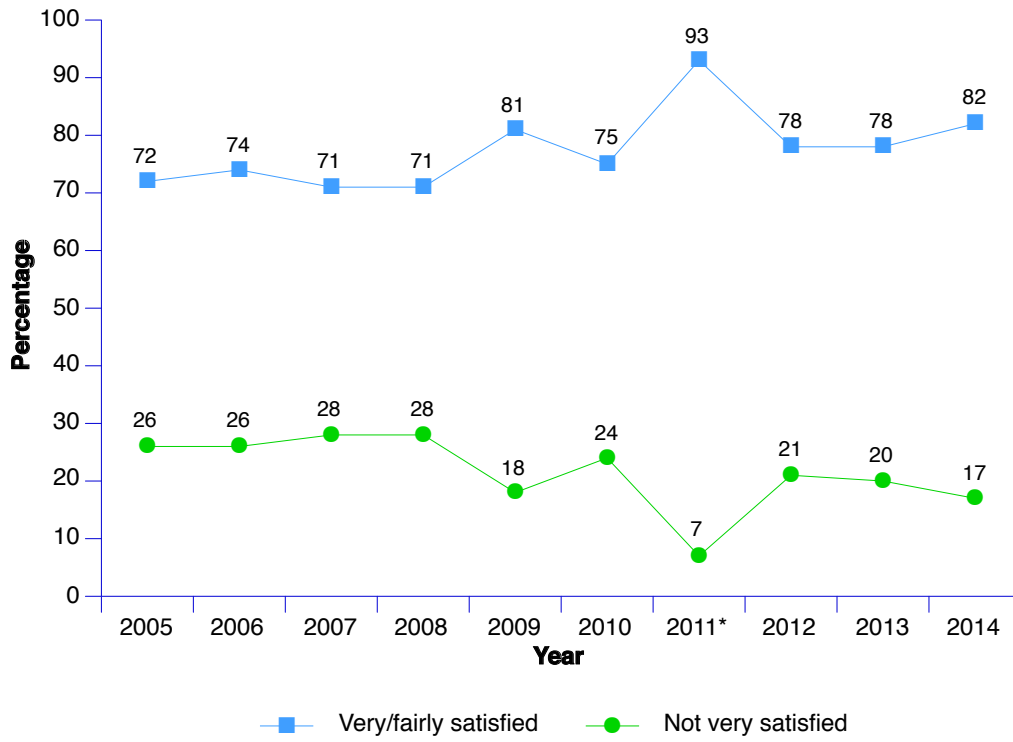
- not enough parking/ need more,
- some people park all day/ parking taken up by businesses/ workers.

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

	Total District 2014 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Not enough parking/ need more	13	9	21	22	11	16
Some people park all day/ parking taken up by businesses/ workers/	2	2	4	2	1	1

* multiple responses allowed

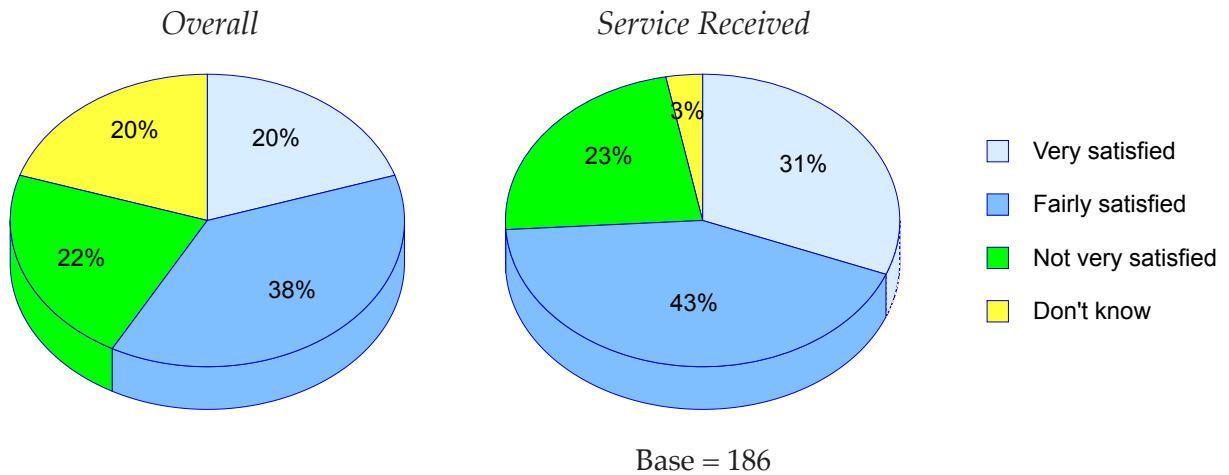
Parking In Cambridge And Te Awamutu



* 2011 relates to a separate survey of 100 residents

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 82%

v. Stormwater Services



58% of residents overall are satisfied with the District's stormwater services (66% in 2013), while 22% are not very satisfied with this service. 20% are unable to comment (15% in 2013).

The percent not very satisfied is above the Peer Group and National Averages and on par with the 2013 reading.

46% of residents say that Council provides a piped stormwater collection where they live. Of these, 74% are satisfied and 23% not very satisfied.

Longer term residents, those residing in the District more than 10 years, are more likely to be not very satisfied with stormwater services, than shorter term residents.

Satisfaction With Stormwater Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	20	38	58	22	20
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	31	43	74	23	3
Comparison					
Peer Group (Provincial)	31	44	75	13	12
National Average	30	43	73	14	13
Ward					
Cambridge	27	36	63	29	8
Takepuku [†]	3	32	35	7	57
Maungatautari	4	28	32	16	52
Pirongia	14	37	51	20	29
Te Awamutu	22	46	68	20	12
Length of Residence					
Lived there 10 years or less	33	39	72	11	17
Lived there more than 10 years	15	38	53	26	21

% 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.

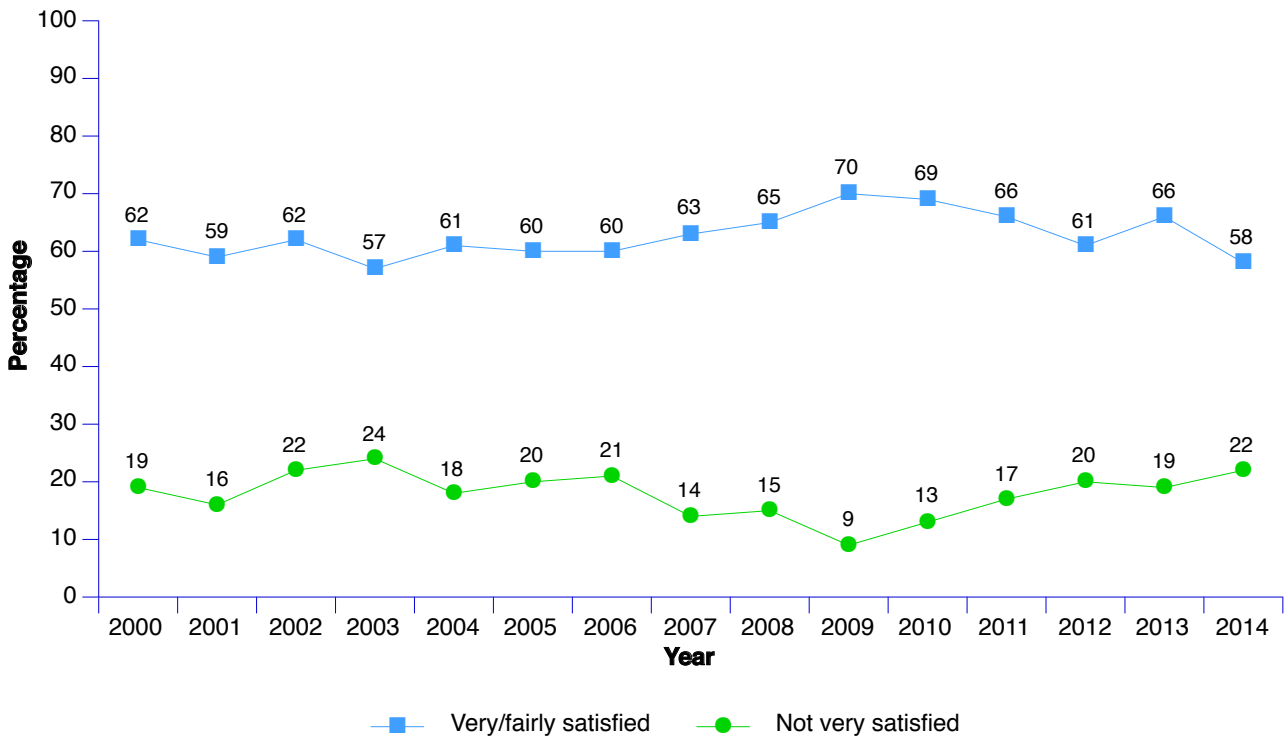
Summary Table: Main Reasons* For Being Not Very Satisfied With Stormwater Services

	Total District 2014 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Flooding / surface flooding	13	18	-	10	11	12
Drains blocked with leaves / need clearing more often	10	14	2	12	1	12

* multiple responses allowed

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

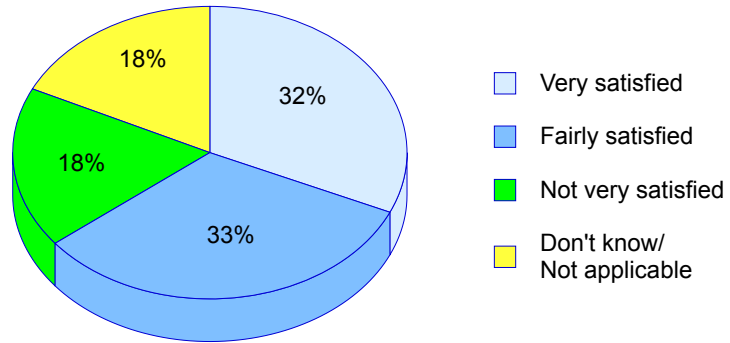
Stormwater Services



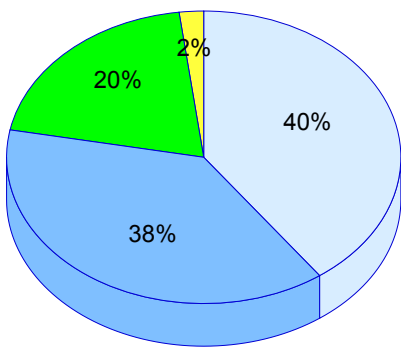
Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 58%
 Receivers of service = 74%

vi. *Water Treatment And Supply*

Overall

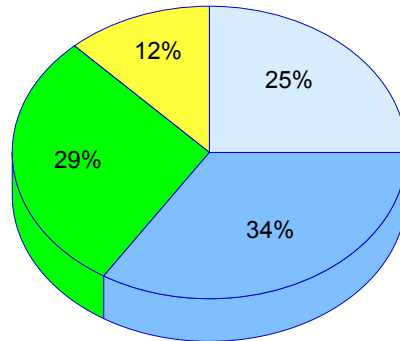


Receive Full Public Water Supply



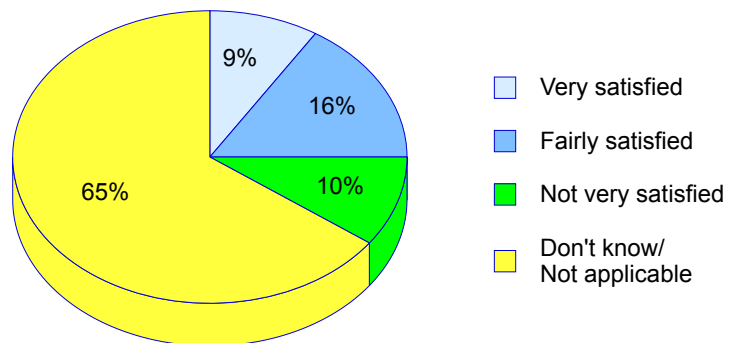
Base = 273

Receive Restricted Public Water Supply



Base = 8*

Have Private Supply



Base = 118

* caution: very small base

65% of residents are satisfied with water treatment and supply, including 32% who are very satisfied (27% in 2013). 18% are not very satisfied and 18% are unable to comment.

The percent not very satisfied is above the Peer Group and National Averages for water supply in general and similar to the 2013 reading.

73% say they are provided with a full public water supply (67% in 2013), while 2% say they receive a restricted water supply (6% in 2013). 26% of residents have a private supply.

Of those on a full public water supply, 78% are satisfied, with 59% on a restricted supply satisfied (caution is required as the base is very small). 25% of residents with a private water supply are satisfied, while a significant percentage (65%), as would be expected, are unable to comment.

Ratepayers are more likely to be not very satisfied with water treatment and supply, than non-ratepayers.

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

Satisfaction With Water Treatment And Supply

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014 [†]	32	33	65	18	18
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	40	38	78	20	2
Receive restricted public water supply ^{††}	25	34	59	29	12
Have private supply	9	16	25	10	65
Comparison*					
Peer Group (Provincial)	47	29	76	10	14
National Average	47	30	77	11	12
Ward					
Cambridge	40	37	77	15	8
Takepuku	8	22	30	10	60
Maungatautari	24	9	33	13	54
Pirongia	30	35	65	13	22
Te Awamutu	30	35	65	27	8
Ratepayer?					
Ratepayer [†]	31	33	64	20	17
Non-ratepayer	41	30	71	-	29

% 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: very small base

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

- water shortage/lack of supply/restrictions in summer,
- poor water pressure,
- need to upgrade/invest more/expand storage facilities,
- taste is bad.

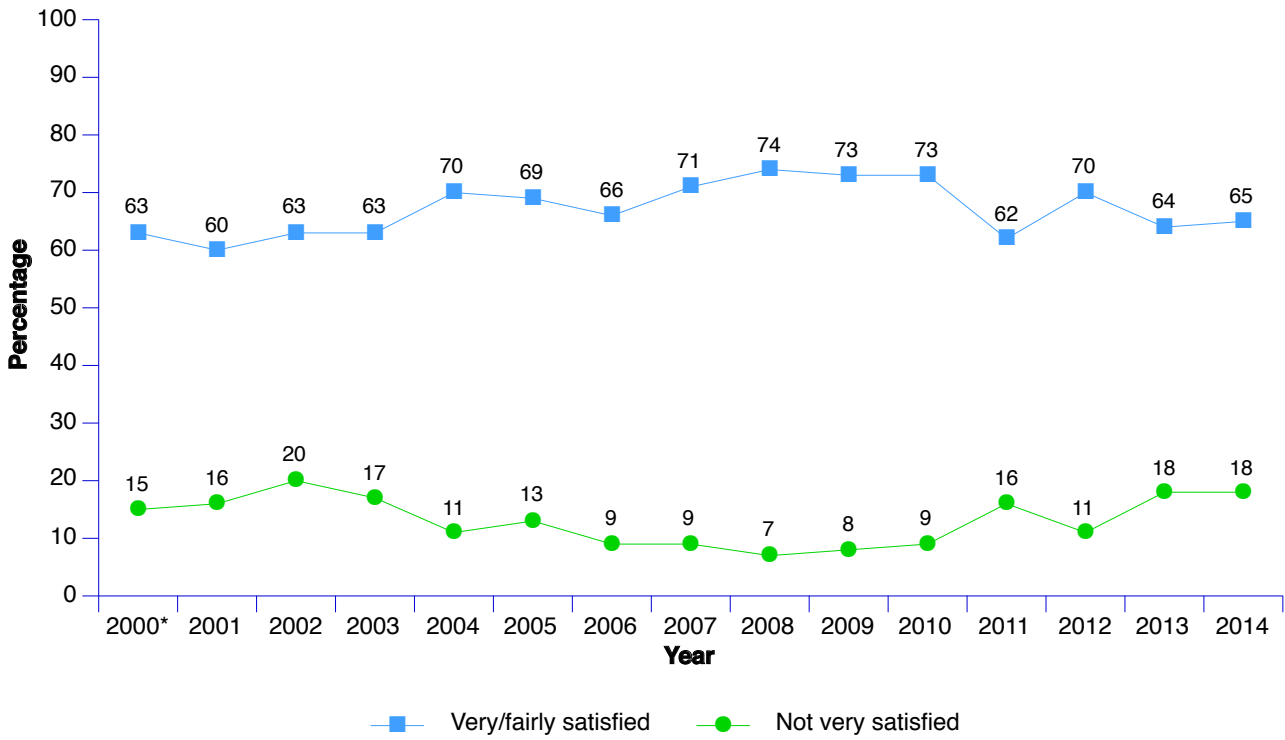
Summary Table:

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

	Total District 2014 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Water shortage/lack of water supply/restrictions in summer	8	6	6	1	7	14
Poor water pressure	4	8	-	2	2	2
Need to upgrade/invest more/expand storage facilities	3	2	2	-	3	5
Taste is bad	2	3	2	-	2	1

* multiple responses allowed

Water Treatment And Supply

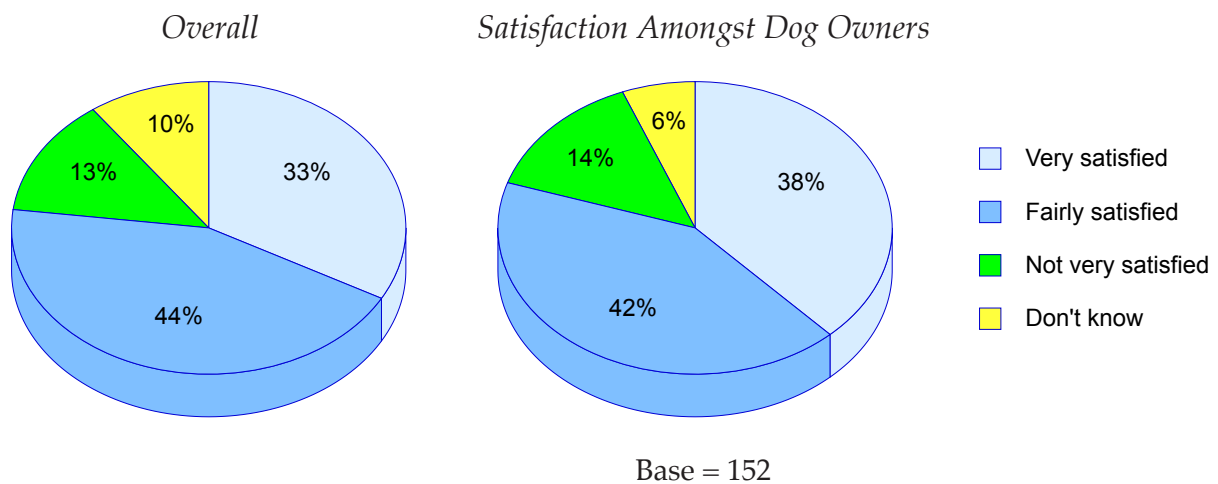


* the 2000 reading is based on ratings of the water supply in general

Recommended Satisfaction Measure For Reporting Purposes:	
Total District	= 65%
Receivers of Full Public Water Supply	= 78%
Receivers of Restricted Public Water Supply*	= 59%
On Private Supply	= 25%

* caution: very small base

vii. Control Of Dogs



77% of Waipa District residents are satisfied with dog control (83% in 2013), with 33% being very satisfied (40% in 2013).

13% of residents are not very satisfied. The percent not very satisfied is below the Peer Group Average and slightly below the National Average.

40% of residents identify themselves as dog owners (37% in 2013). Of these, 80% are satisfied (88% in 2013) and 14% not very satisfied (7% in 2103).

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

Satisfaction With Dog Control

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	33	44	77	13	10
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
Dog Owners	38	42	80	14	6
Comparison					
Peer Group (Provincial)	29	45	74	20	6
National Average	32	44	76	18	6
Ward					
Cambridge	36	47	83	9	8
Takepuku†	18	38	56	19	24
Maungatautari	37	39	76	8	16
Pirongia	32	45	77	9	14
Te Awamutu	31	44	75	22	3
Household Size					
1-2 person household	29	45	74	18	8
3+ person household	36	44	80	9	11

% 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,
- barking dogs,
- poor service/response to complaints/nothing done.

Summary Table:

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

	Total District 2014 %	Ward				
		Cambridge %	Kake- puku %	Maunga- tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Too many roaming/ uncontrolled dogs	6	2	10	2	1	12
Barking dogs	3	4	2	1	2	5
Poor service/response to complaints/ nothing done	3	3	4	6	2	2

* multiple responses allowed

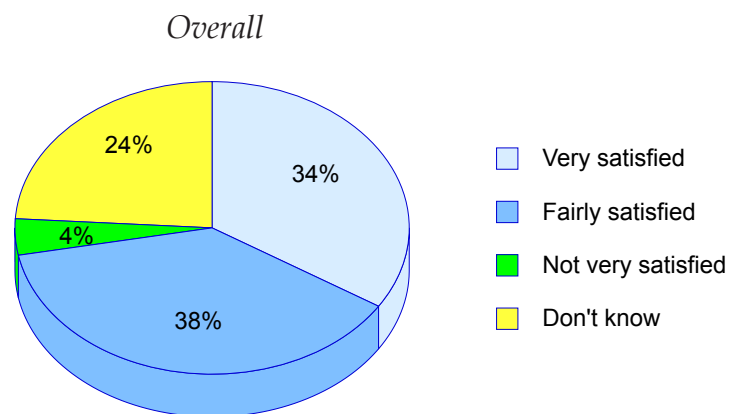
Control Of Dogs



* 2011 reading relates to a survey of 100 residents

Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 77%
 Dog Owners = 80%

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



72% of Waipa District residents are satisfied with Council efforts in the control of noise, including 34% who are very satisfied. 4% are not very satisfied with this service, while a large percentage, 24% are unable to comment. These readings are similar to the 2013 results.

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

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

Satisfaction With Noise Control Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2014	34	38	72	4	24
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
Comparison*					
Peer Group (Provincial)	32	43	75	11	14
National Average	31	47	78	11	11
Ward					
Cambridge	37	34	71	6	23
Takepuku [†]	15	44	59	2	40
Maungatautari	21	28	49	-	51
Pirongia	31	40	71	1	28
Te Awamutu	40	42	82	4	14

% read across

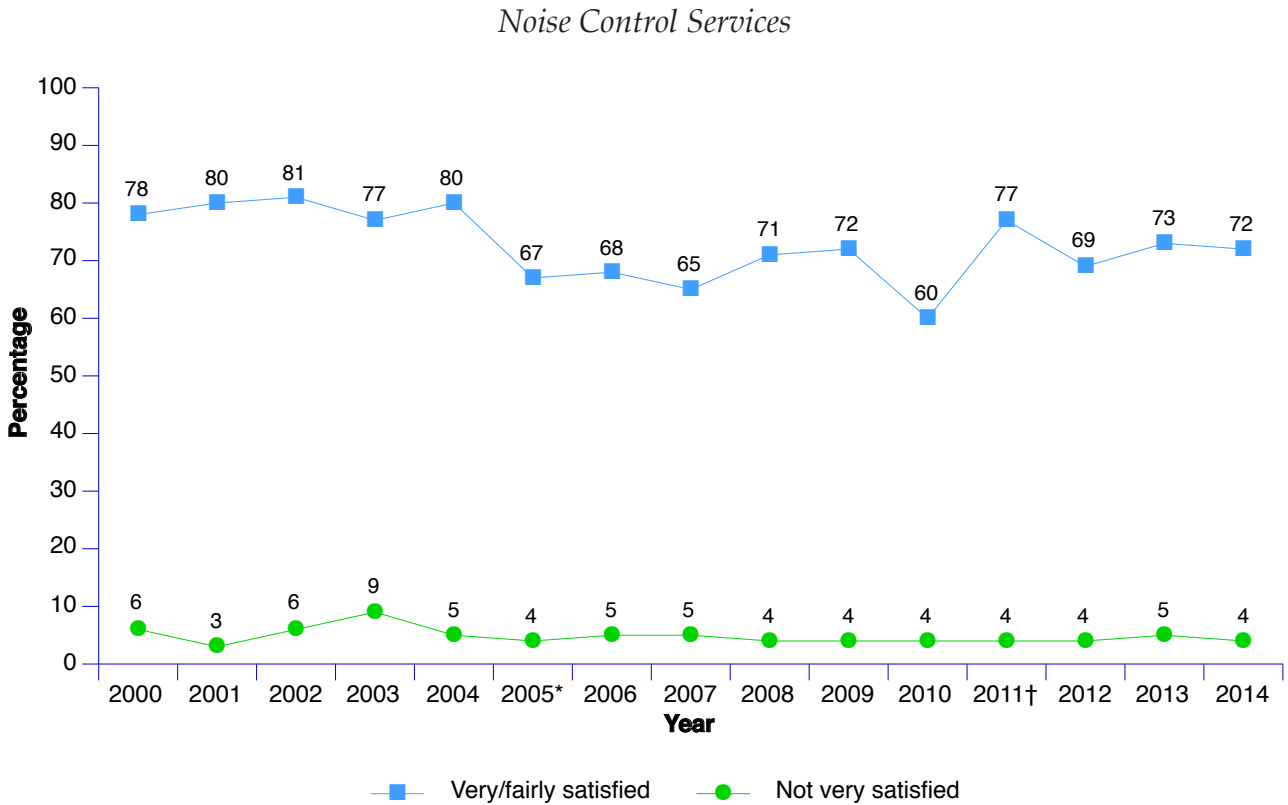
* readings prior to 2005 and Peer Group and National Averages do not specifically exclude traffic noise and barking dogs. 2011 readings relate to a survey of 100 residents.

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

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

- ineffective/ do nothing/ slow to respond, mentioned by 2% of all residents,
- other specified noise issues, 1%,
- noisy neighbours/ parties, 1%.

* multiple responses allowed

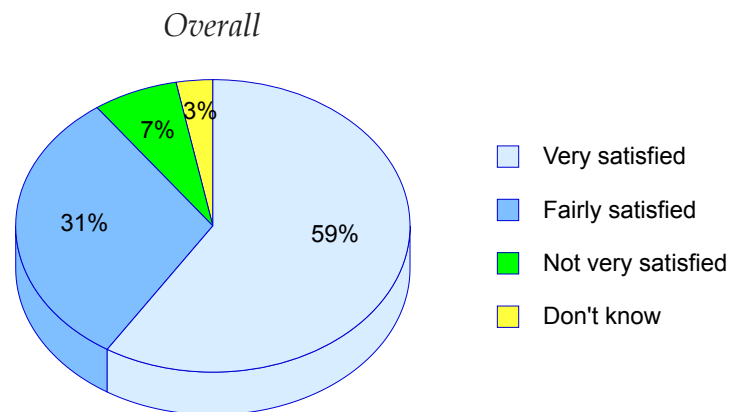


* readings prior to 2005 and Peer Group and National Averages do not specifically exclude traffic noise and barking dogs

† 2011 readings relate to a survey of 100 residents

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

ix. Parks And Reserves (including Sportsgrounds)



90% of District residents are satisfied with their parks and reserves (including sportsgrounds (94% in 2013), with 59% being very satisfied (65% in 2013). 7% are not very satisfied with these facilities and 3% are unable to comment.

The percent not very satisfied is on par with the Peer Group[†] and National Averages[†] and the 2013 reading.

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

[†] Peer Group and National Averages are the **averaged** readings for parks and reserves **and** sportsgrounds and playgrounds as these were asked separately in the 2012 National Communitrak™ Survey

Satisfaction With Parks And Reserves (including Sportsgrounds)

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	59	31	90	7	3
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
Comparison*					
Peer Group (Provincial)	57	35	92	3	5
National Average	56	37	93	3	4
Ward					
Cambridge	66	28	94	6	-
Takepuku	53	39	92	6	2
Maungatautari [†]	59	28	87	9	3
Pirongia	60	32	92	6	2
Te Awamutu	53	33	86	8	6

% 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

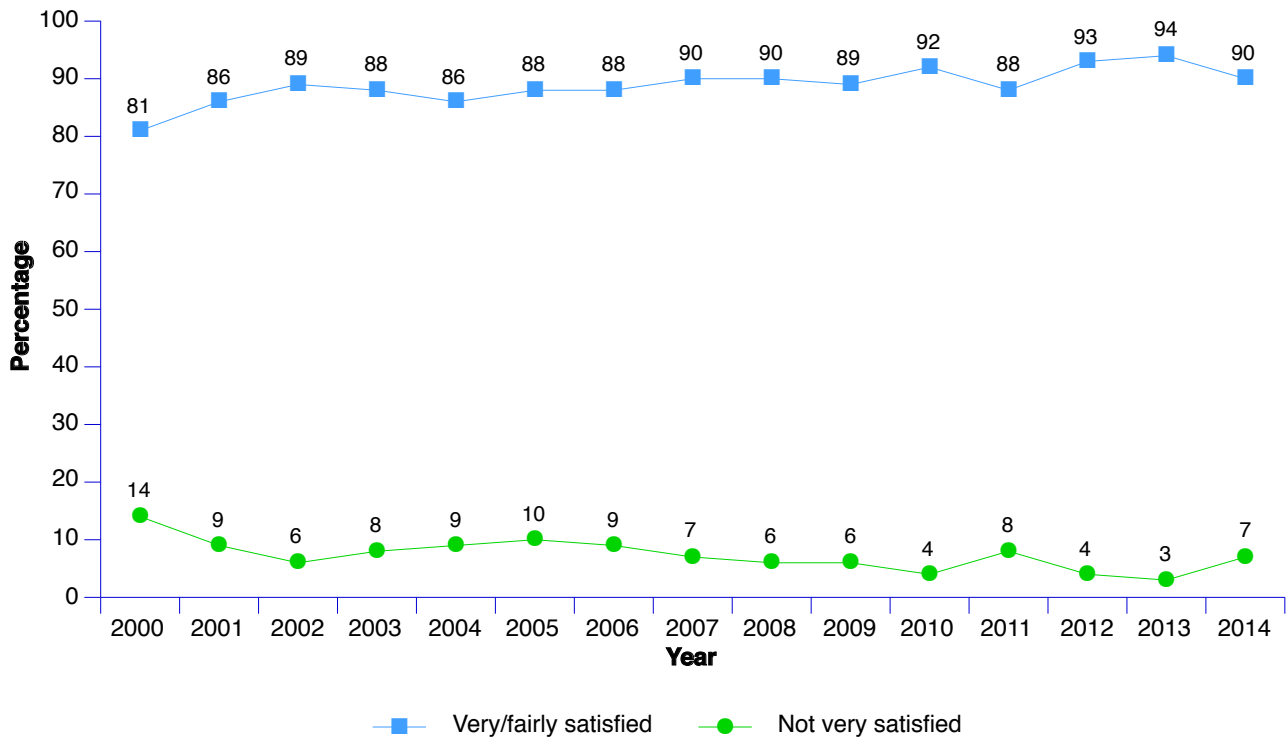
[†] does not add to 100% due to rounding

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

- lack of upkeep / untidy / need maintenance, mentioned by 3% of all residents,
- need upgrading / improvements, 2%.

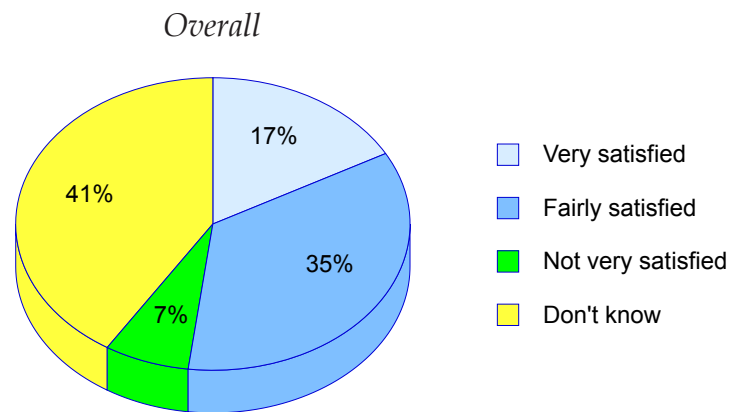
* multiple responses allowed

Parks And Reserves (including Sportsgrounds)



Recommended Satisfaction Measure For Reporting Purposes:
Total District = 90%

x. Building Compliance And Building Inspections



52% of residents are satisfied with building compliance and building inspections (48% in 2013), 7% are not very satisfied and a significant percentage (41%) are unable to comment.

The percent not very satisfied (7%) is below the Peer Group and National Averages for town planning, including planning and inspection services.

There are no notable differences between Wards and between socio-economic groups in terms of those residents not very satisfied with building 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 2014	17	35	52	7	41
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
Comparison[*]					
Peer Group (Provincial) [†]	14	40	54	21	26
National Average	10	40	50	24	26
Ward					
Cambridge	19	36	55	8	37
Kakepuku	14	41	55	7	38
Maungatautari	17	32	49	13	38
Pirongia [†]	16	34	50	8	43
Te Awamutu [†]	16	33	49	4	48

% read across

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

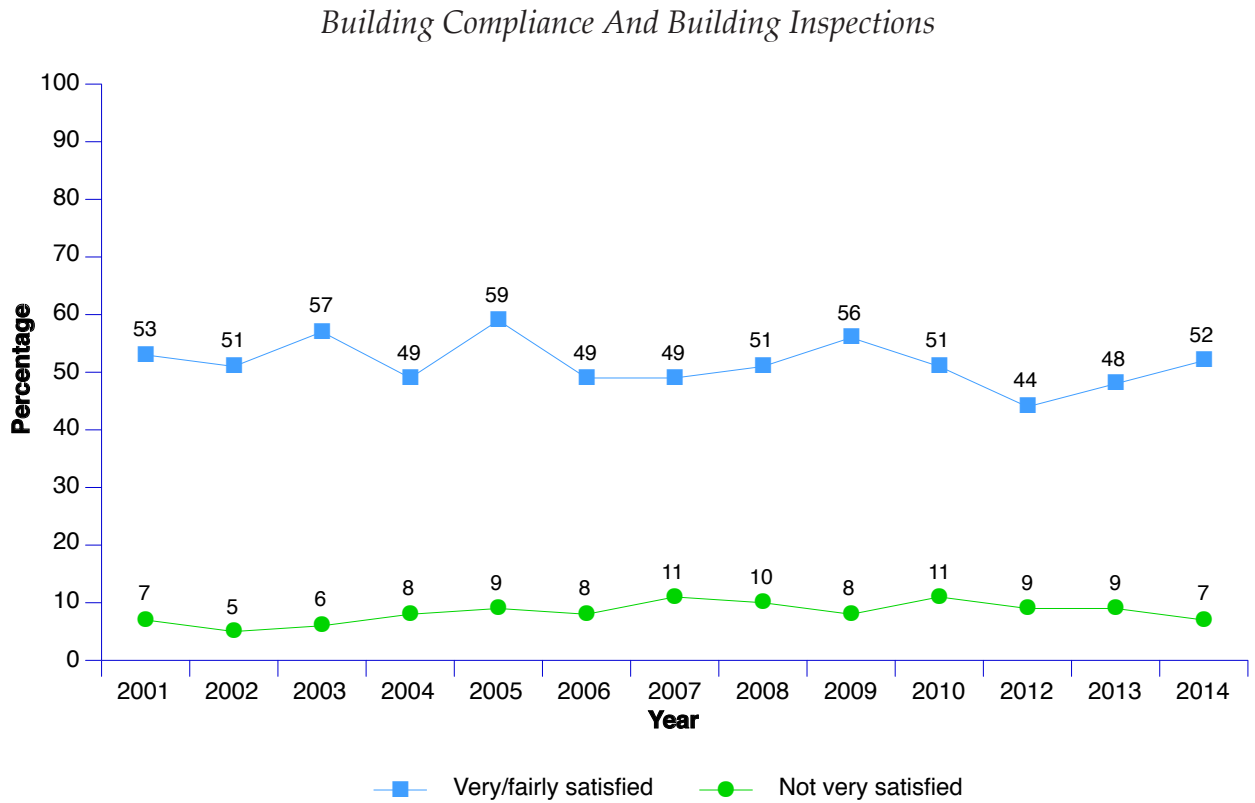
† does not add to 100% due to rounding

†† 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 ...

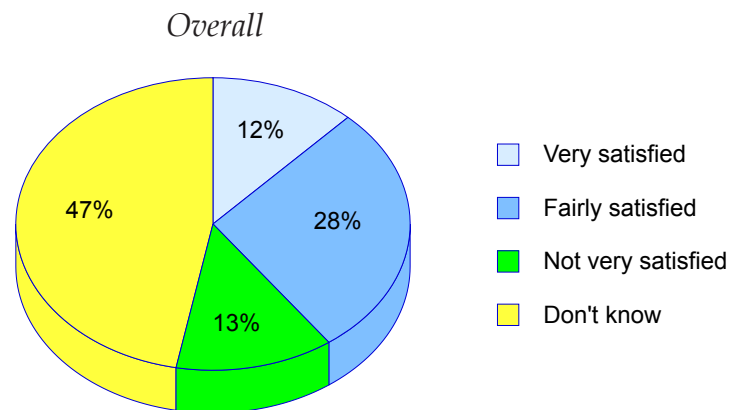
- takes too long, mentioned by 2% of all residents,
- costs are too high/very expensive, 2%.

* multiple responses allowed



* 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 = 52%

xi. Land-Use And Subdivision Consents

40% 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. These readings are similar to the 2013 results.

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

Residents more likely to be not very satisfied are ...

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

Satisfaction With Land-Use And Subdivision Consents

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2014	12	28	40	13	47
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
Ward					
Cambridge	15	29	44	14	42
Kakepuku	10	38	48	16	36
Maungatautari	10	16	26	19	55
Pirongia [†]	11	32	43	10	46
Te Awamutu	10	26	36	11	53
Length of Residence					
Lived there 10 years or less [†]	17	29	46	4	49
Lived there more than 10 years	10	28	38	16	46
Ratepayer?					
Ratepayer [†]	12	28	40	14	45
Non-ratepayer	13	27	40	1	59

% 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,
- infrastructure not keeping up with new development,
- takes too long,
- loss of green spaces.

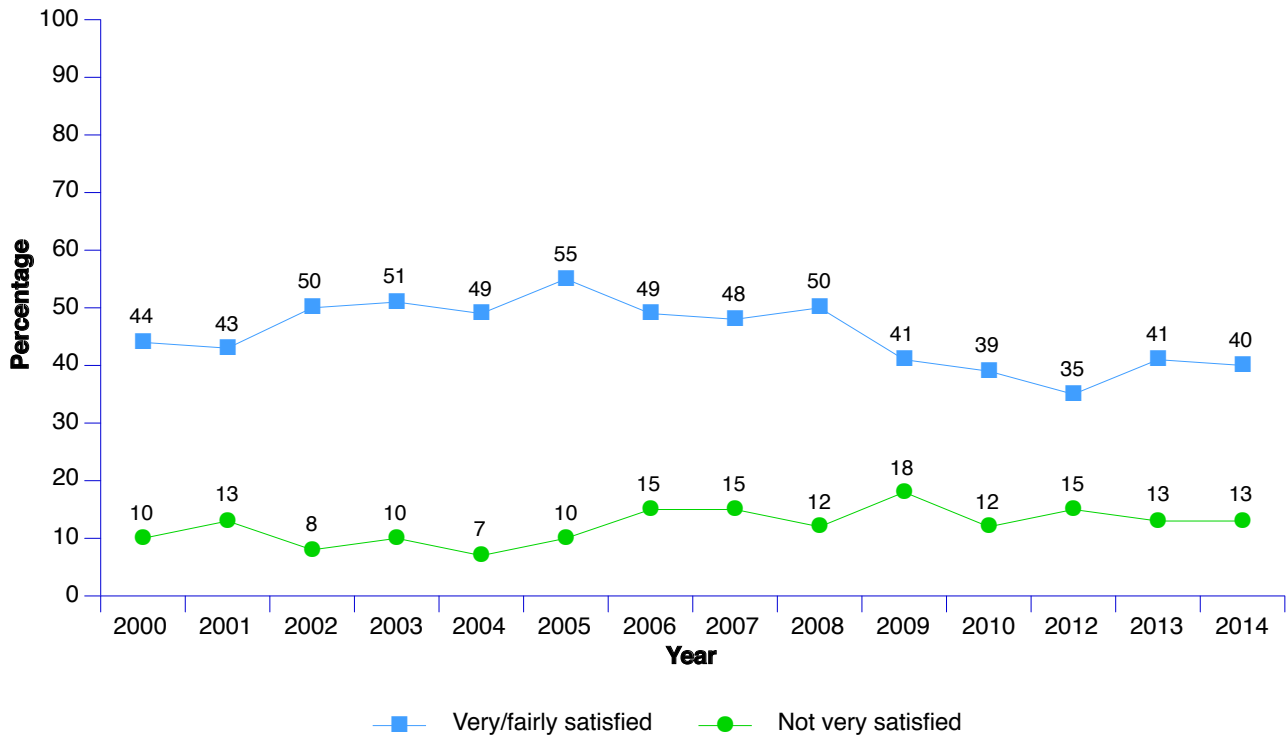
Summary Table:

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

	Total District 2014 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Too expensive	3	4	4	9	3	2
Too many rules/regulations/make it difficult/complicated	3	2	7	1	3	3
Infrastructure not keeping up with new development	2	4	-	-	-	2
Takes too long	2	-	-	-	5	2
Loss of green spaces	2	2	2	4	-	1

* multiple responses allowed

Land-Use And Subdivision Consents

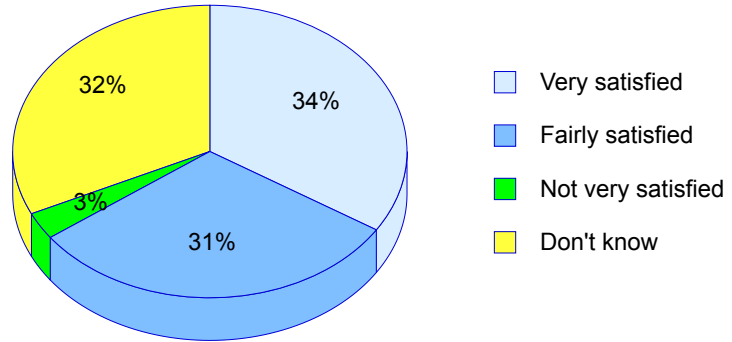


* readings prior to 2009 relate to ratings for Town Planning, including planning and inspection services. From 2001-2008 building control and building inspections were specifically excluded. Not asked in 2011. 2009-2012 readings refer to resource management.

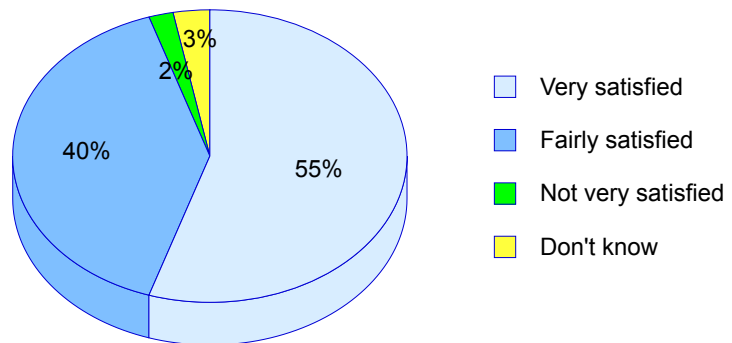
Recommended Satisfaction Measure For Reporting Purposes:
Total District = 40%

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

Overall

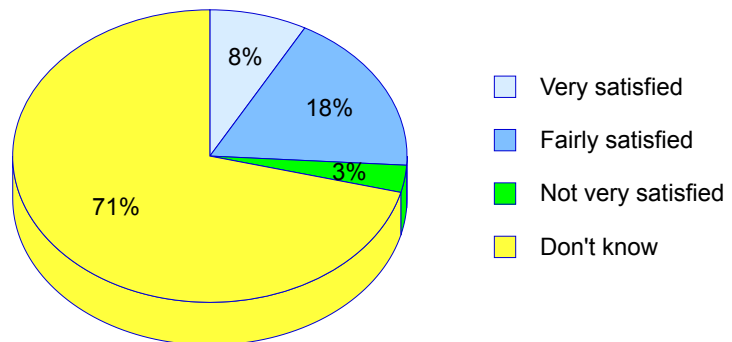


Council Provided Sewerage System



Base = 220

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



Base = 180

Overall, 65% of Waipa District residents are satisfied with wastewater services (72% in 2013), including 34% who are very satisfied (39% in 2013). 3% are not very satisfied and a large percentage, 32%, are unable to comment (26% in 2013).

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

57% of residents receive a sewage disposal service, with 95% of these "receivers" being satisfied and 2% not very satisfied.

42% of residents have a private disposal system. Of these, 26% are satisfied (37% in 2013), 3% not very satisfied and 71% are unable to comment (62% in 2013).

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 2014	34	31	65	3	32
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	55	40	95	2	3
Private sewerage system	8	18	26	3	71
Comparison*					
Peer Group (Provincial)	44	30	74	8	18
National Average	45	30	75	9	16
Ward					
Cambridge	48	35	83	4	13
Takepuku [†]	2	24	26	2	73
Maungatautari	10	9	19	5	76
Pirongia	12	16	28	2	70
Te Awamutu	44	41	85	1	14

% read across

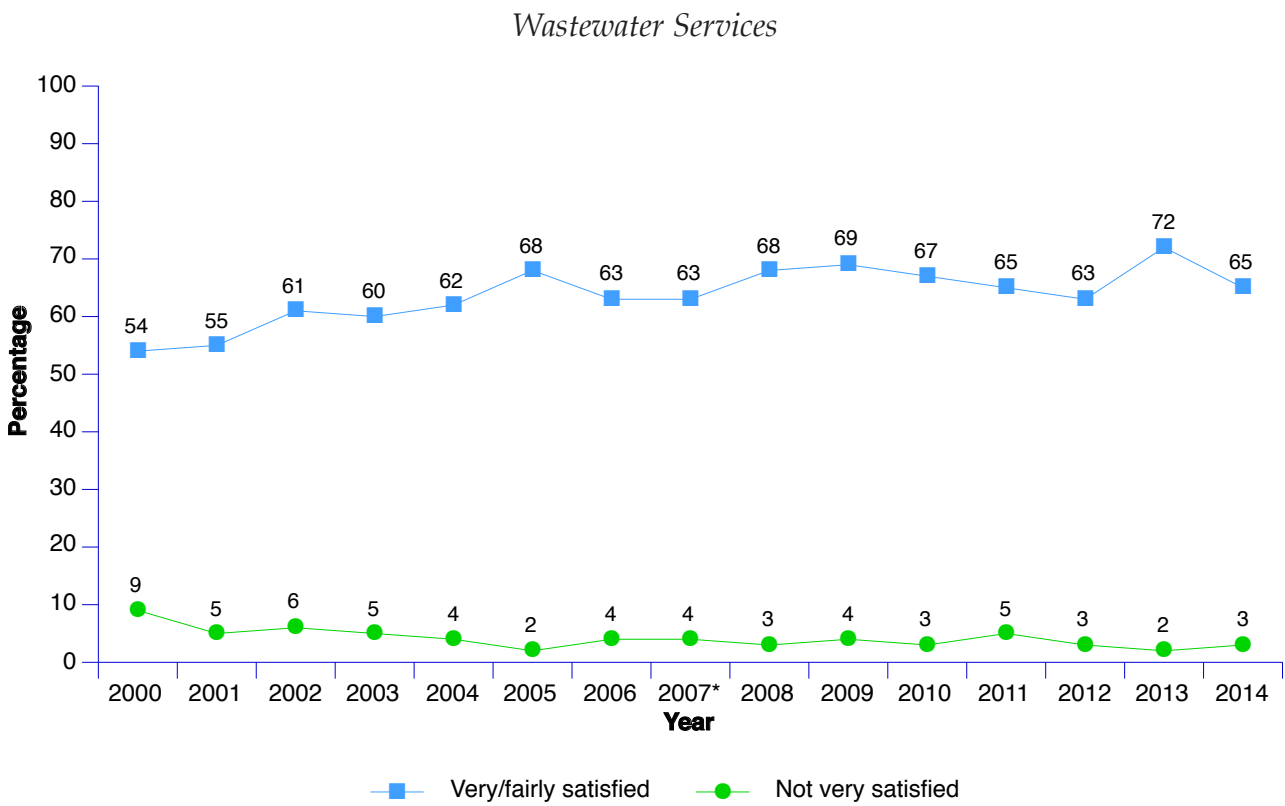
* readings prior to 2007 and the Peer Group and National Averages refer to ratings for sewerage disposal/system

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

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

- bad smells/stench from plant, mentioned by 1% of all residents,
- no sewerage system/have to pay to use, 1%.

* multiple responses allowed

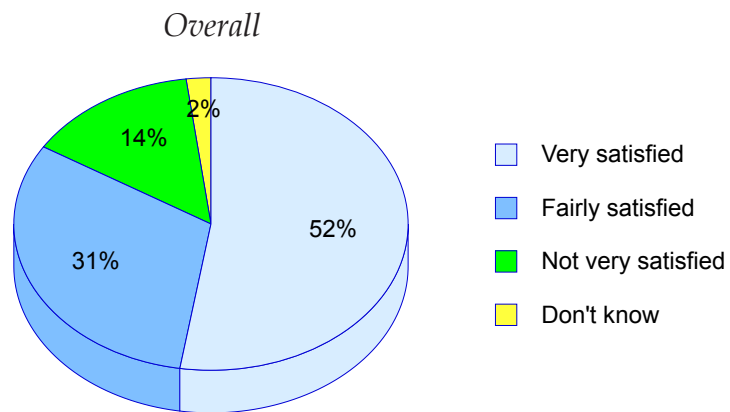


* readings prior to 2007 refer to ratings for sewerage disposal/system

Recommended Satisfaction Measure For Reporting Purposes:

Total District	=	65%
Receivers of Council Provided Service	=	95%
Receivers of Private Disposal System	=	26%

xiii. Kerbside Or Roadside Recycling Service



83% of residents are satisfied with the kerbside or roadside recycling services, including 52% who are very satisfied, while 14% are not very satisfied. These readings are similar to the 2013 results.

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

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

Satisfaction With The Kerbside Or Roadside Recycling Services

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2014 ⁺⁺	52	31	83	14	2
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
Comparison⁺					
Peer Group (Provincial)	53	29	82	12	6
National Average	55	29	84	11	5
Ward					
Cambridge	54	34	88	12	-
Takepuku	45	37	82	12	6
Maungatautari	58	20	78	20	2
Pirongia ⁺	46	34	80	17	4
Te Awamutu	54	29	83	15	2
Gender					
Male	53	36	89	9	2
Female	52	30	82	16	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,
- don't take everything/leave rubbish behind/improve recycling service.

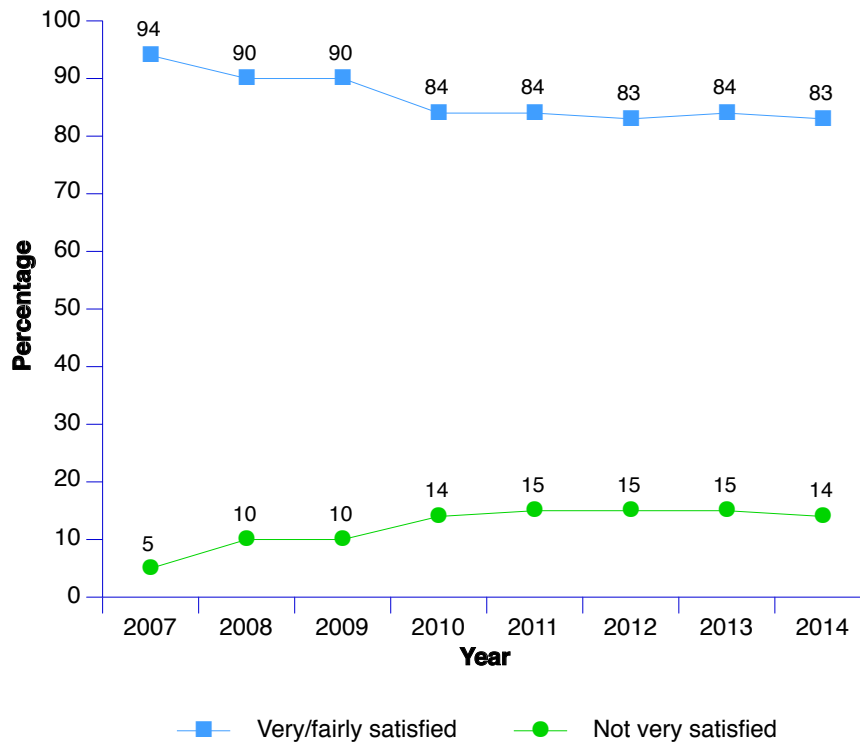
Summary Table: Main Reasons* For Being Not Very Satisfied With Kerbside Or Roadside Recycling Service

	Total District 2014 %	Ward				
		Cambridge %	Kakepuku %	Maungatautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Irregular pick up times/late/not collected for days/not always collected	5	4	2	10	11	1
Don't take everything/leave rubbish behind/improve recycling service	4	4	6	1	-	7

* multiple responses allowed

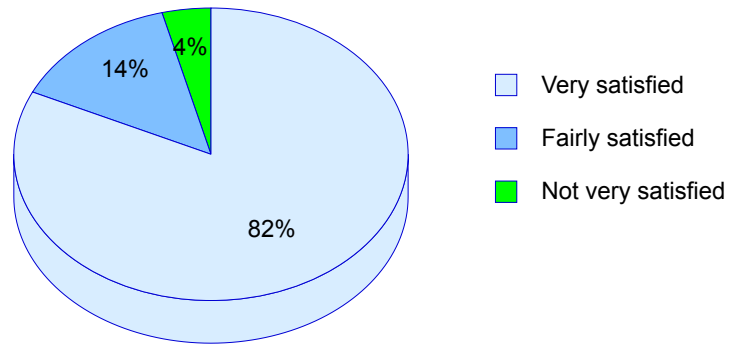
NB: no other reason is mentioned by more than 1% of all residents

Kerbside Or Roadside Recycling Service

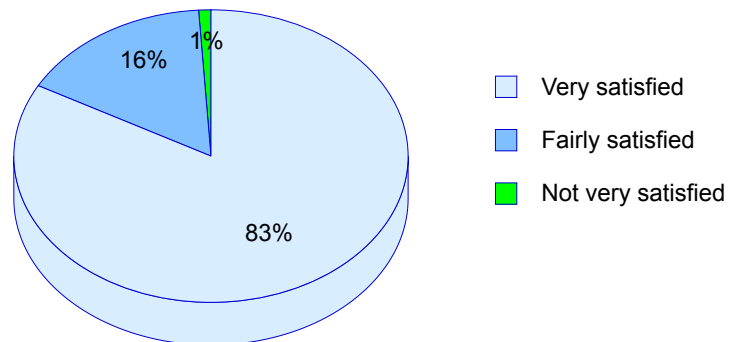


* prior to 2010, readings relate to 'users' of this service

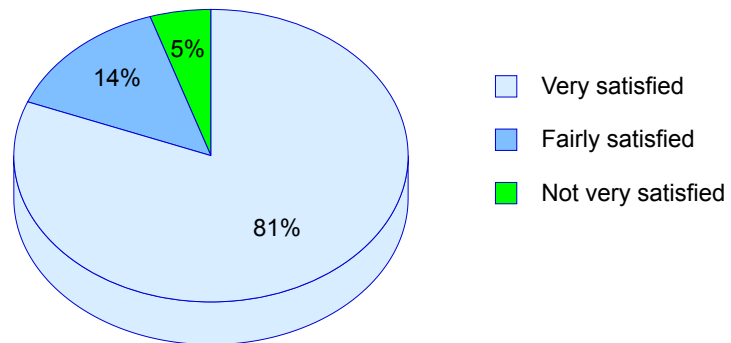
Recommended Satisfaction Measure For Reporting Purposes:
Total District = 83%

*xiv. Library Service**Users/Visitors*

Base = 266

Cambridge Users/Visitors

Base = 102

Te Awamutu Users/Visitors

Base = 77

69% of residents say they, or a member of their household, have used or visited a District Library in the last 12 months. Of these, 96% are satisfied, including 82% who are very satisfied.

The percent not very satisfied (4%) is similar to the Peer Group and National Averages and the 2013 reading.

99% of Cambridge users / visitors are satisfied, while 95% Te Awamutu users / visitors 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.

* in 2013 Cambridge library: 97% satisfied, Te Awamutu library: 95% satisfied

[†] Base = 266

Satisfaction With Library Service

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	82	14	96	4	-
2013*	76	20	96	3	1
2012	60	17	77	4	19
2011 [†]	56	19	75	4	22
2010	62	15	77	5	18
2009	65	16	81	2	17
2008	66	16	82	3	15
2007	61	16	77	4	19
2006	60	21	81	5	14
2005	62	22	84	3	13
2004	63	17	80	4	16
2003	59	20	79	5	16
2002	58	23	81	3	16
2001	46	27	73	8	19
2000	51	21	72	13	15
Comparison					
Peer Group (Provincial)	77	19	96	2	4
National Average	75	20	95	3	2
Ward					
Cambridge	83	16	99	1	-
Takepuku**	93	7	100	-	-
Maungatautari**	87	8	95	5	-
Pirongia [†]	76	14	90	11	-
Te Awamutu	81	14	95	5	-

% read across

* readings prior to 2013 refer to residents overall (2013-2014 figures are users/visitor ratings)

** caution: small bases

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

NB: In the National Communitrak™ 89% of residents who were unable to comment were non-users - refer DK readings 2000-2012

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 3% of visitors,
- need a better selection of books/more/new books, 2%.

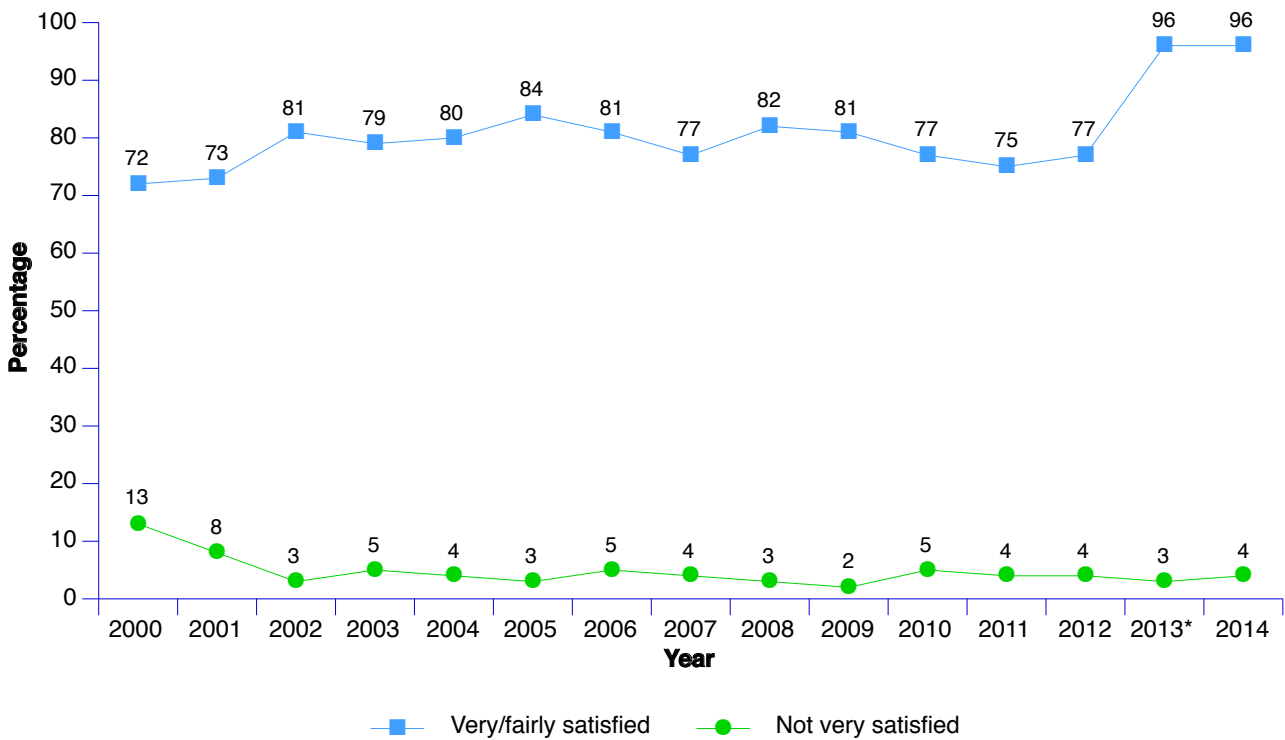
* multiple responses allowed

The main reasons residents† say they have not used/visited a District library in the last 12 months are ...

- don't read/do other activities/not interested, 19%,
- use the internet, 16%,
- lack time/too busy, 14%,
- don't need to/don't use them/no reason, 14%,
- buy own books/magazine/newspapers, 11%,
- read using e-books, 10%,
- have own books/access to other books/swap books, 8%.

† Base = 134

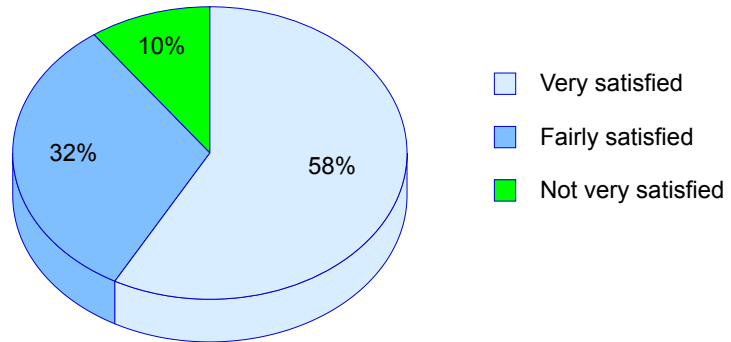
Library Service (Users/Visitors)



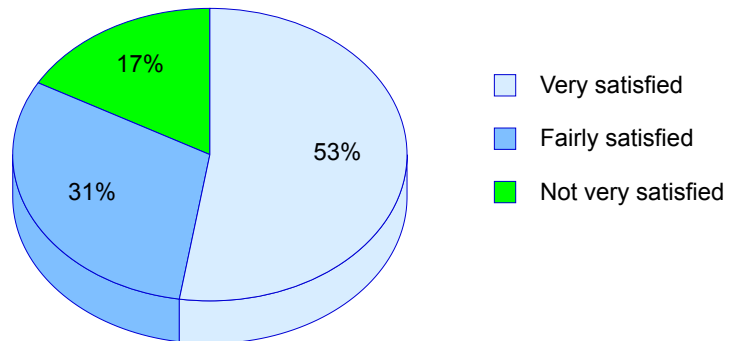
* readings prior to 2013 refer to residents overall (2013-2014 figures are user/visitor ratings)

Recommended Satisfaction Measure For Reporting Purposes:

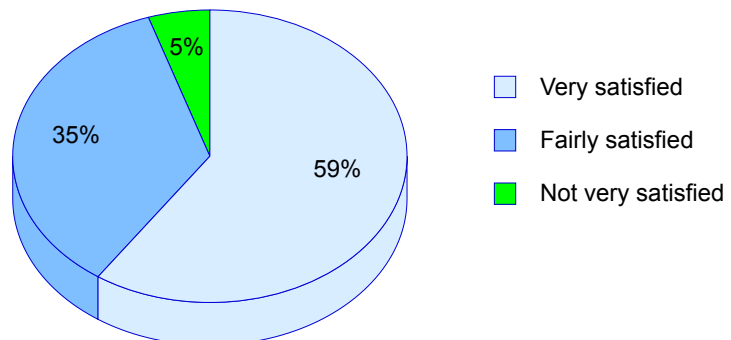
Total Visitors/Users	= 96%
Cambridge Users/Visitors	= 99%
Te Awamutu Users/Visitors	= 95%

*xv. Museums**Users/Visitors*

Base = 113

Cambridge Museum

Base = 40

Te Awamutu Museum

Base = 69

In the last 12 months, 30% of residents say, they or a member of their household, have used or visited the Cambridge and/or Te Awamutu Museum. Of these, 90% are satisfied with the museum in the District they use/visit most often, including 58% who are very satisfied, while 10% are not very satisfied.

The percent not very satisfied is on par with the Peer Group and National Averages and similar to the 2013 reading.

37% of residents[†] say they use/visit the Cambridge Museum most often, while 59% use/visit the Te Awamutu Museum most often.

84% of users/visitors to Cambridge Museum are satisfied, while 95% of those who use/visit the Te Awamutu Museum are satisfied.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] not very satisfied with the museums they use/visit most often.

[†] Base = 113

Satisfaction With Museums

		Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall						
Visitors	2014	58	32	90	10	-
	2013*	55	30	85	7	8
	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						
	Cambridge Museum	53	30	83	17	-
	Te Awamutu Museum [†]	59	35	94	5	-
Comparison						
	Peer Group (Provincial)	70	21	91	2	7
	National Average	70	23	93	3	4
Ward						
	Cambridge	60	29	89	11	-
	Kakepuku**	35	55	90	10	-
	Maungatautari**	52	16	68	32	-
	Pirongia**	48	48	96	4	-
	Te Awamutu [†]	63	29	92	7	-

% read across

* readings prior to 2013 refer to residents overall (2013-2014 figures are user/visitor ratings)

** caution: small bases

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

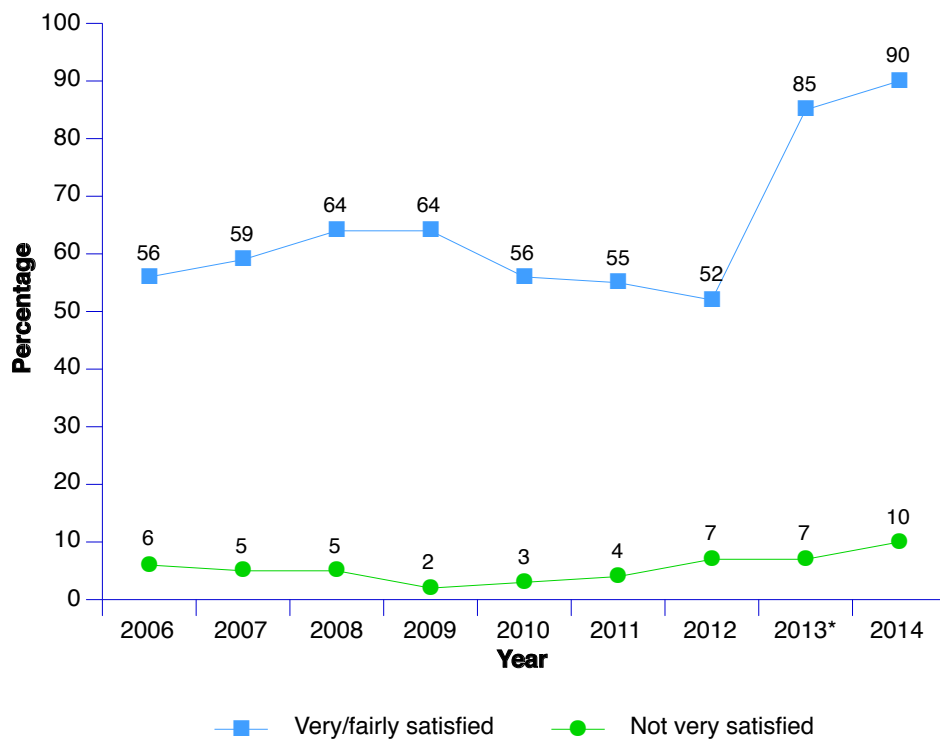
NB: In the National Communitrak™ Survey 93% of residents who were unable to comment were non-users/visitors - refer DK readings 2006-2012

The reasons* residents are not very satisfied with the museum they use/visit most often are ...

- not as good as it should be/not much there/lacks historical displays, 7%
- too small/need a bigger/better/new museum, 5%,
- others, 1%.

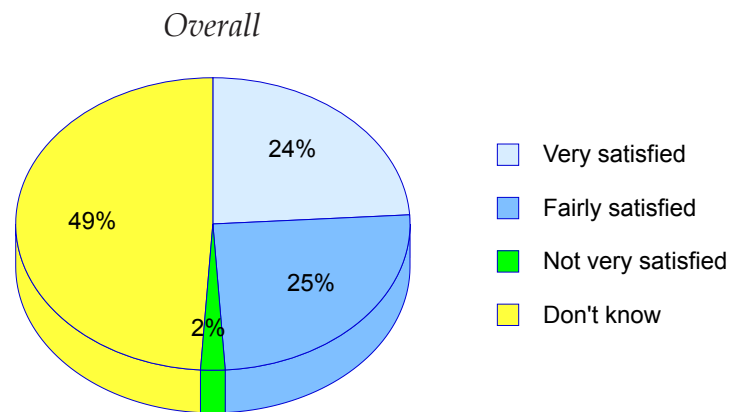
* multiple responses allowed

Museums (Users/Visitors)



* readings prior to 2013 refer to residents overall (2013-2014 figures are user/visitor ratings)

Recommended Satisfaction Measure For Reporting Purposes:	
Visitors/Users	= 90%
Cambridge Museum	= 83%
Te Awamutu Museum	= 94%

xvi. Civil Defence Organisation

49% of Waipa District's residents are satisfied with the Civil Defence Organisation, while a significant percentage of residents (49%) are unable to comment on Civil Defence. These readings are similar to the 2013 results.

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

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

Satisfaction With Civil Defence Organisation

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall*					
Total District 2014	24	25	49	2	49
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	21	40	1	59
Kakepuku [†]	29	20	49	2	50
Maungatautari	31	18	49	5	46
Pirongia	30	36	66	-	34
Te Awamutu	25	27	52	2	46

% read across

* not asked in 2011

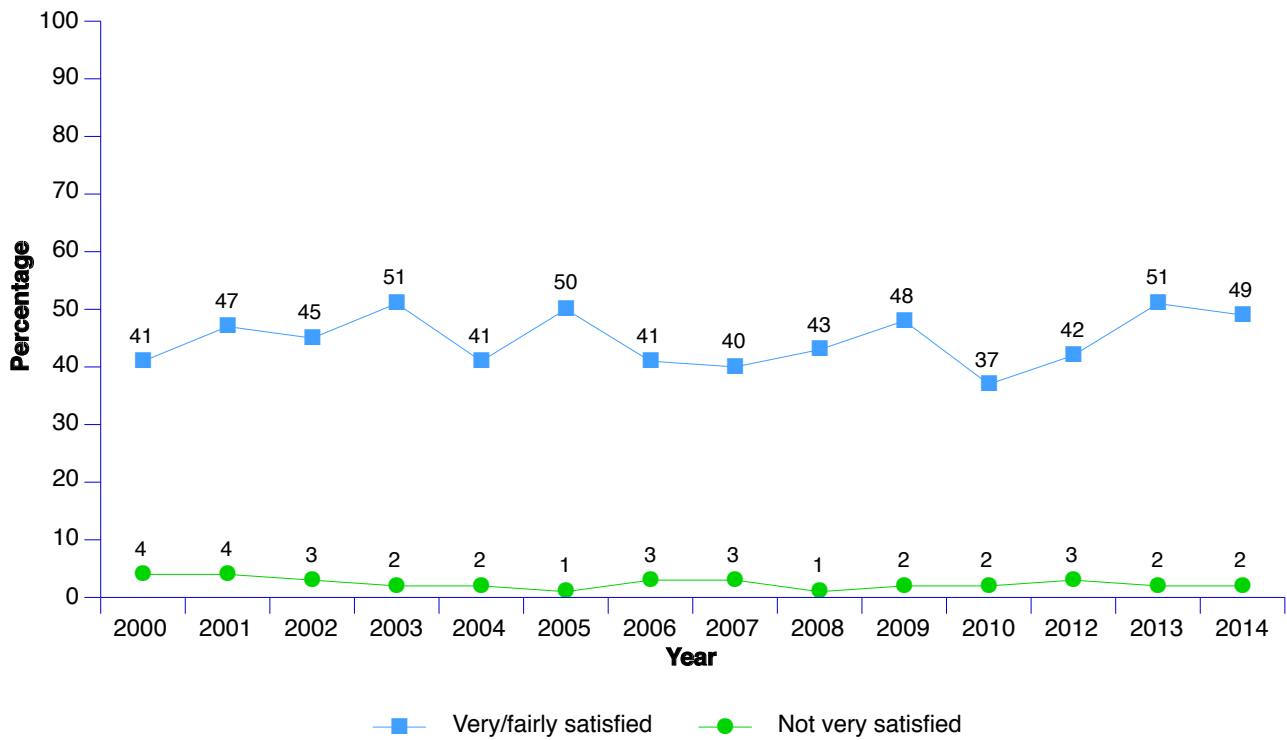
[†] does not add to 100% due to rounding

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, 1%.

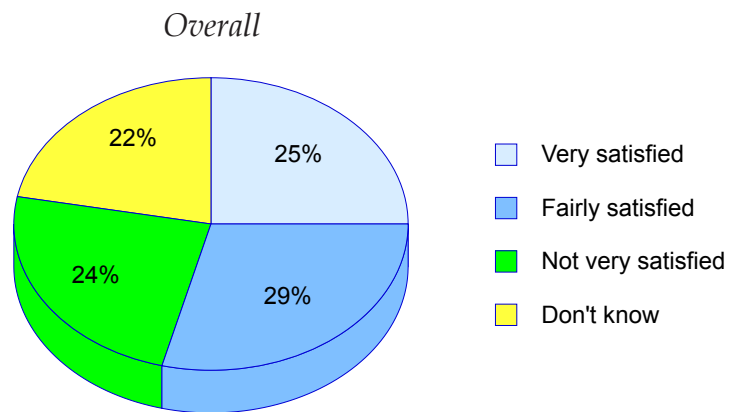
* multiple responses allowed

Civil Defence Organisation



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 49%

xvii. Swimming Pools



54% of Waipa District residents overall are satisfied with the District's swimming pools (70% in 2013), including 25% who are very satisfied (38% in 2013). 24% are not very satisfied with these facilities and 22% are unable to comment (12% in 2013).

The percent not very satisfied is above the Peer Group and National Averages and 5% above the 2013 reading.

Longer term residents, those residing in the District more than 10 years are more likely to be not very satisfied with swimming pools, than shorter term residents.

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

Satisfaction With Swimming Pools

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014	25	29	54	24	22
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
Comparison					
Peer Group (Provincial)	48	23	71	10	19
National Average	34	30	64	10	26
Ward					
Cambridge	19	29	48	30	22
Takepuku	39	24	63	12	25
Maungatautari	15	28	43	38	19
Pirongia [†]	38	28	66	12	21
Te Awamutu	24	30	54	24	22
Length of Residence					
Lived there 10 years or less [†]	20	39	59	14	28
Lived there more than 10 years	27	25	52	28	20

% 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/ wasted money/ costs too much/ other better solutions,
- pool closed too often/ restricted areas,
- Cambridge needs a heated pool/ indoor pool/ all year round pool.

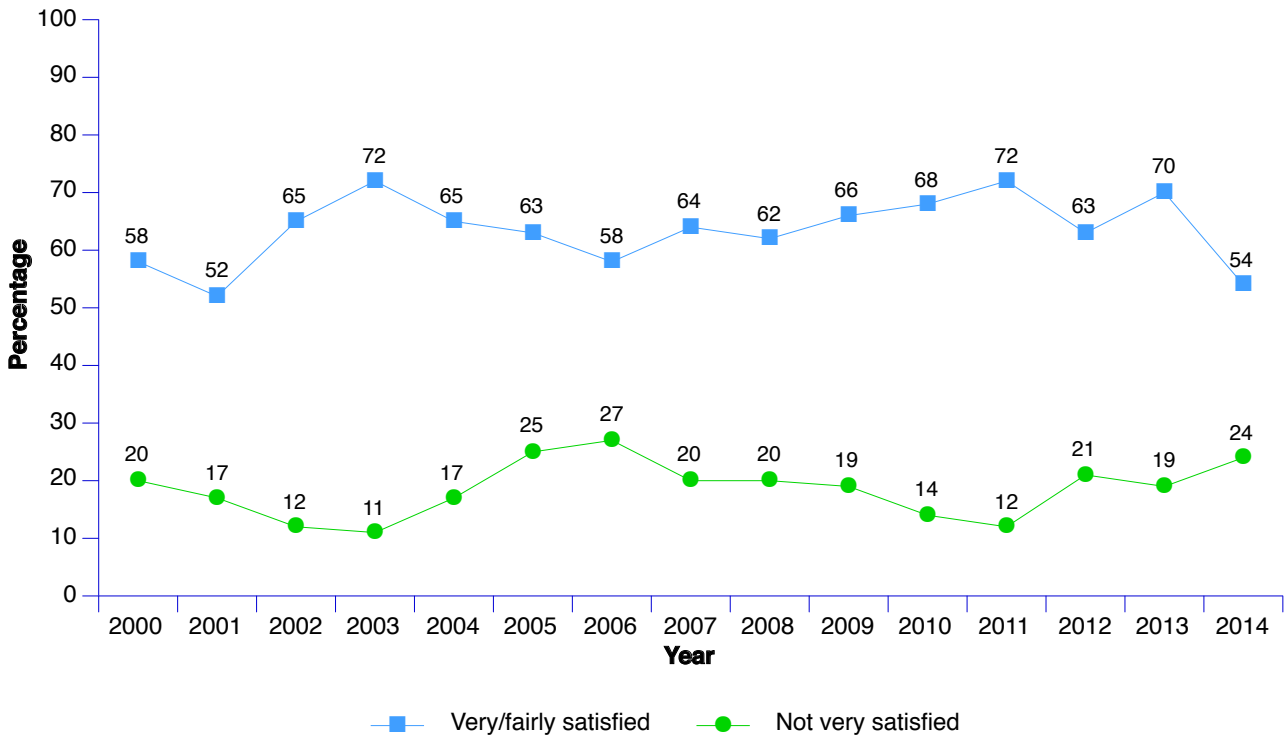
Summary Table: Main Reasons* For Being Not Very Satisfied With Swimming Pools

	Total District 2014 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Mishandling of Cambridge pool/ wasted money/ costs too much/ other better solutions	7	16	2	12	-	-
Pool closed too often/ restricted access	6	1	8	7	5	11
Cambridge needs a heated pool/ indoor pool/ all year round pool	5	10	-	9	-	1

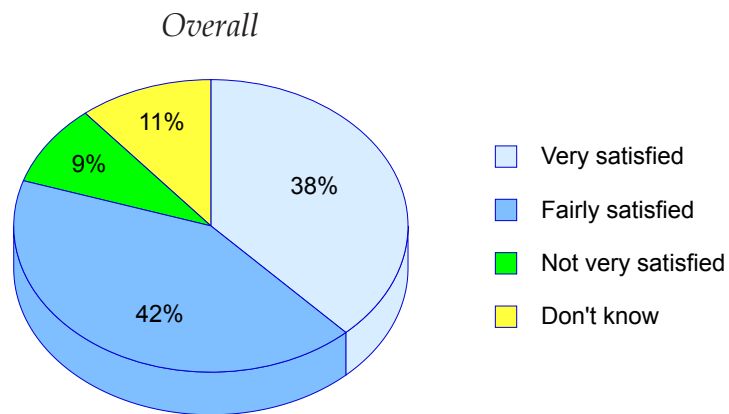
* multiple responses allowed

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

Swimming Pools



Recommended Satisfaction Measure For Reporting Purposes:
 Total District = 54%

xviii. Public Toilets

80% of residents are satisfied with the public toilets (84% in 2013), including 38% who are very satisfied, while 11% are unable to comment. 9% of residents are not very satisfied with public toilets.

The percent not very satisfied is below the Peer Group and National Averages and similar to the 2013 reading.

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

Satisfaction With Public Toilets

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 20134	38	42	80	9	11
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
Comparison					
Peer Group (Provincial)	25	44	69	18	13
National Average	23	46	69	18	13
Ward					
Cambridge	41	43	84	5	11
Kakepuku	33	47	80	7	13
Maungatautari	39	44	83	10	7
Pirongia	42	40	82	14	4
Te Awamutu	35	38	73	13	14
Ratepayer?					
Ratepayer	40	42	82	8	10
Non-ratepayer	26	41	67	20	13

% read across

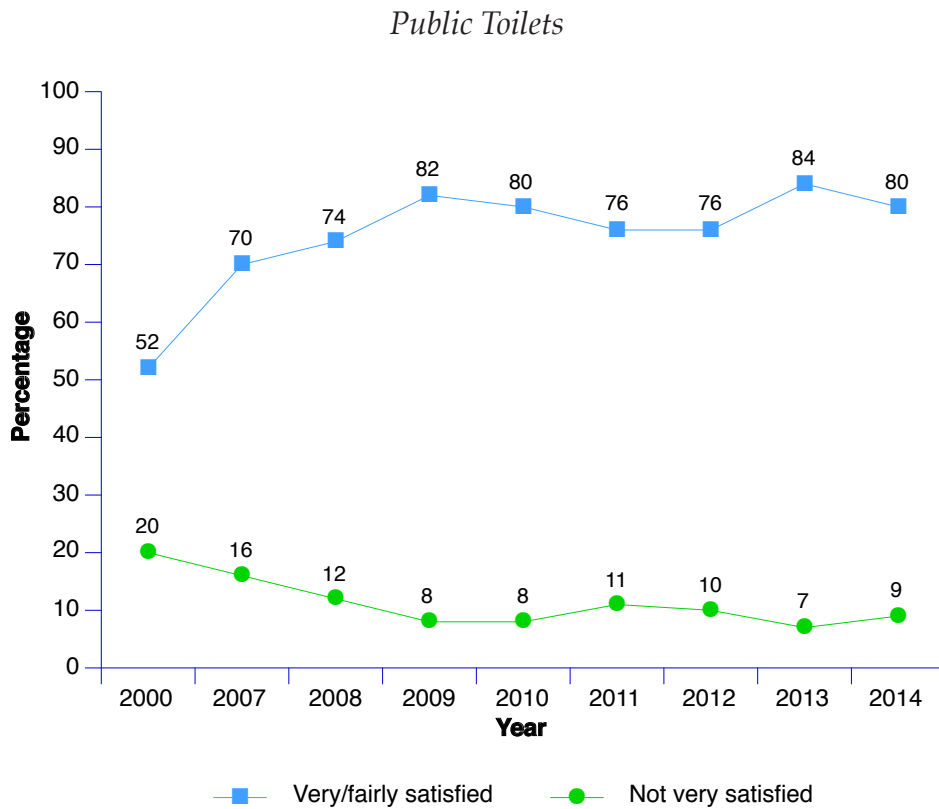
* not asked between 2001-2006

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

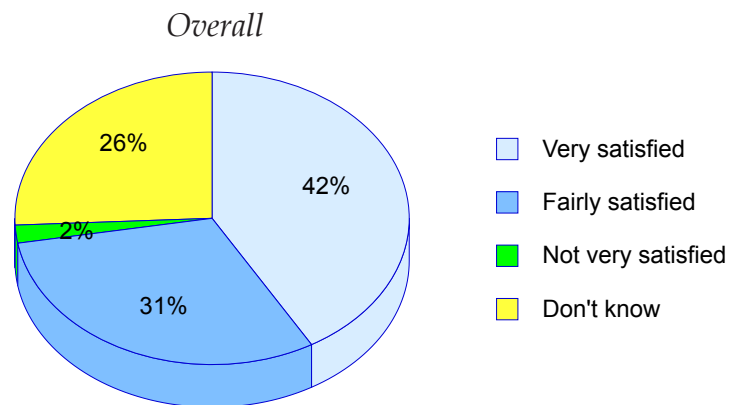
The main reasons* residents are not very satisfied with public toilets are ...

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

* multiple responses allowed



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

xix. Cemeteries

73% of all Waipa District residents are satisfied with cemeteries (77% in 2013), with 42% being very satisfied (45% in 2013). A large percentage, 26% are unable to comment (21% in 2013).

2% 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.

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 2014	42	31	73	2	26
2013*†	45	32	77	1	21
Comparison					
Peer Group (Provincial)	43	32	75	3	22
National Average	36	33	69	5	26
Ward					
Cambridge	41	34	75	1	24
Takepuku	27	28	55	2	43
Maungatautari	36	26	62	-	38
Pirongia†	45	33	78	2	20
Te Awamutu	48	27	75	3	23

% read across

* not asked prior to 2013

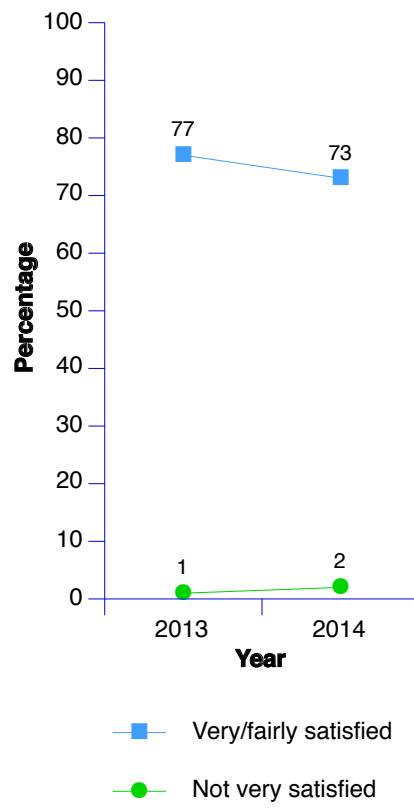
† does not add to 100% due to rounding

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

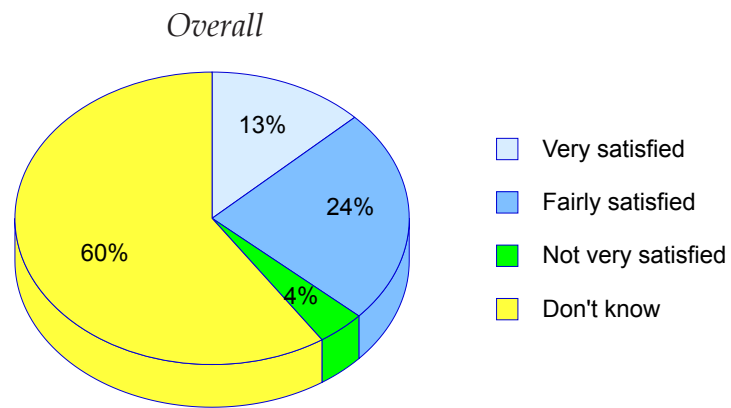
- not looked after / could be better / in disrepair, mentioned by 1% of all residents,
- others (0.2%).

* multiple responses allowed

Cemeteries



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

xx. Council Website

37% of residents are satisfied with the Council website, while 4% are not very satisfied. A significant percentage (60%) are unable to comment.

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

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

Satisfaction With Council Website

	Very Satisfied %	Fairly Satisfied %	Very/Fairly Satisfied %	Not Very Satisfied %	Don't Know %
Overall					
Total District 2014**	13	24	37	4	60
Ward					
Cambridge	15	20	35	5	60
Kakepuku†	4	23	27	3	69
Maungatautari†	21	14	35	14	52
Pirongia	5	32	37	1	62
Te Awamutu†	16	27	43	1	57

% read across

* not asked prior to 2014

† does not add to 100% due to rounding

The main reasons* residents are not very satisfied with the Council website are ...

- difficult to navigate around site/hard to find information/not user friendly, 3%,
- missing information, 1%.

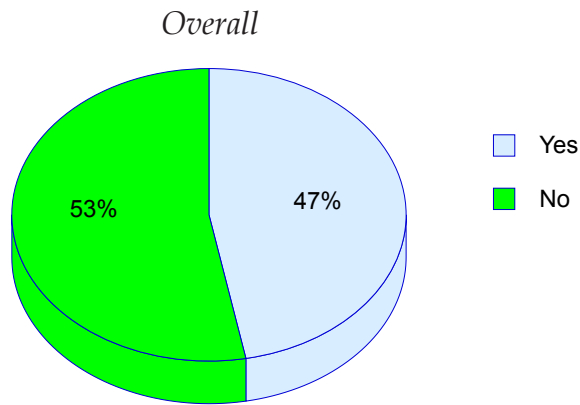
* multiple responses allowed

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

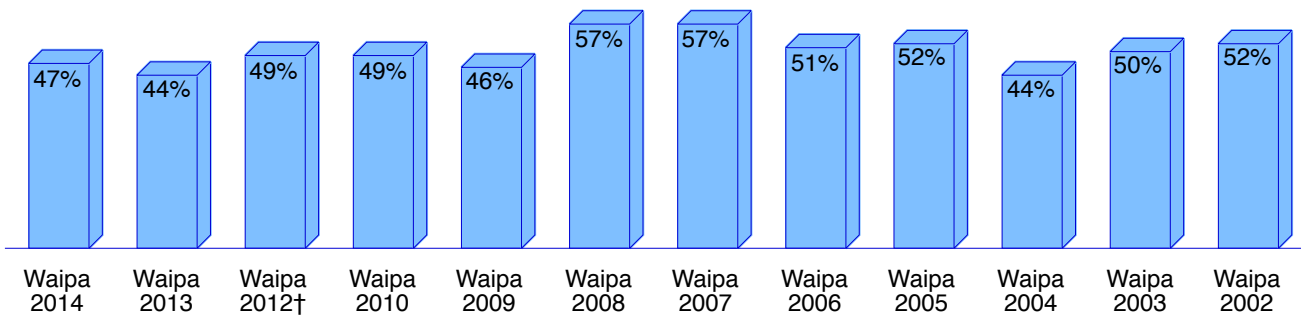


2. Customer Service

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



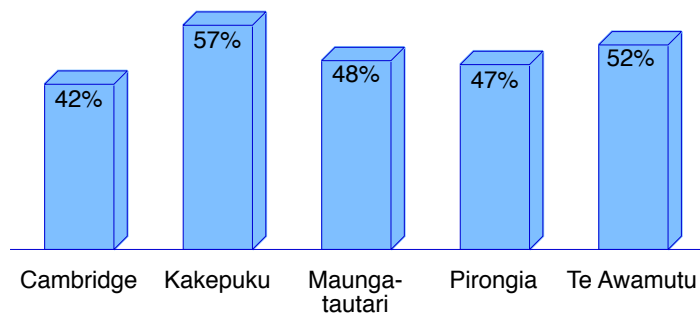
Percent Saying 'Yes' - Comparison



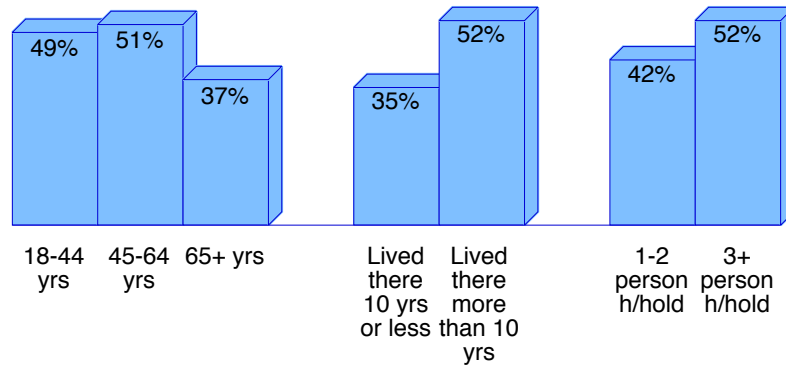
Readings prior to 2009 refer to residents who said they had contacted Council by phone or in person in the last 12 months

† not asked in 2011

Percent Saying 'Yes' - By Ward



Percent Saying 'Yes' - Comparing Different Types Of Residents

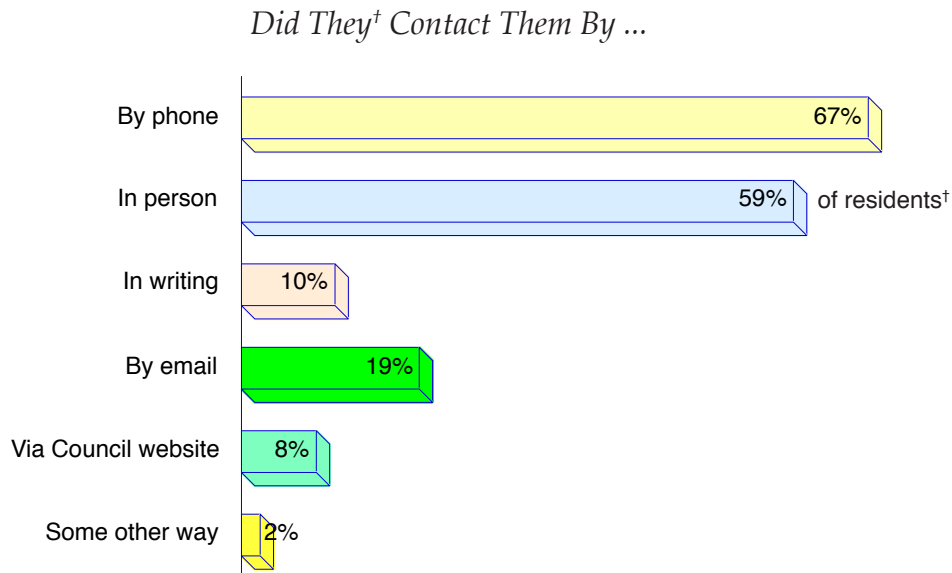


47% of Waipa District residents say they have personally contacted the Council, in the last 12 months, compared to 44% in 2013.

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

- residents aged 18 to 64 years,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a three or more person household.

b. Method Of Contact



Base = 188

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

67% of residents[†] say they have contacted Council by phone (71% in 2013), while 59% say they have contacted them in person (55% in 2013).

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

- men,
- residents aged 45 to 64 years,
- residents with an annual household income of \$40,000 or more,
- longer term residents, those residing in the District more than 10 years,
- residents who live in a three or more person household.

There are no notable differences between Wards and between socio-economic groups, in terms of those residents[†] who have contacted Council **in person**.

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

Summary Table: Method Of Contact

	Yes, Contacted Council ...					
	By phone %	In person %	In writing %	By email %	Via Council website %	Some other way %
Residents Who Have Personally Contacted Council In Last 12 Months[†]						
2014 (base 188)	67	59	10	19	8	2
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	65	55	12	31	13	2
Kakepuku*	81	66	11	14	5	5
Maungatautari*	66	42	5	13	2	5
Pirongia	78	65	16	8	-	3
Te Awamutu	61	64	7	16	8	-
Gender						
Male	76	60	10	21	7	2
Female	59	59	11	17	9	2
Age						
18-44 years	75	56	12	27	13	1
45-64 years	67	63	13	16	5	2
65+ years	48	61	2	7	4	2
Household Income						
Less than \$40,000 pa	47	66	8	2	2	-
\$40,000 - \$70,000 pa	77	53	9	15	6	2
More than \$70,000 pa	71	58	11	25	9	3
Length of Residence						
Lived there 10 years or less	56	65	17	25	15	-
Lived there more than 10 years	70	58	9	18	6	2
Household Size						
1-2 person household	57	60	10	11	3	2
3+ person household	75	59	11	25	11	2

* 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,
- about a property/LIM report,
- rubbish collection/recycling/transfer station,
- building department/services/building matters.

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	20	19	28	35	13	18
Dog control/registration/ dog issues	12	15	10	5	8	15
Rates issues	9	5	3	-	8	19
About a property/LIM report	7	8	4	8	8	6
Rubbish collection/recycling/ transfer station	7	4	11	-	17	4
Building department/services/ building matters	7	8	4	23	7	2

Base = 188

** multiple responses allowed

[†] caution: small base (N = 23 and 18 respectively)

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

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

- water issues,

by 4% ...

- general Council office enquiries/account information,
- roading/road signs/markings/traffic issues,
- fire permits/fire issues,

by 3% ...

- subdivision of property/property development,
- business matters,

by 2% ...

- tree issues,
- stormwater issues,
- parks/reserves,

by 1% ...

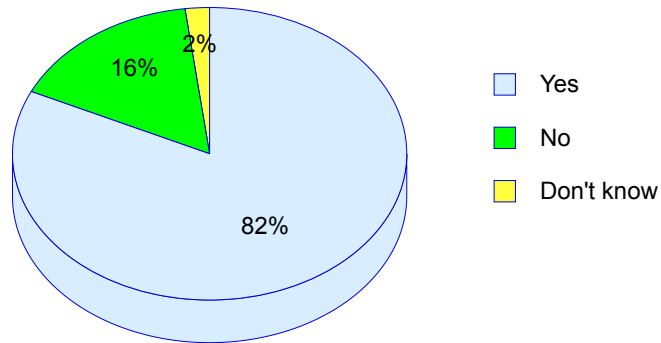
- noise control,
- street lights,
- footpaths,
- town planning/zoning/District Plan.

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

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

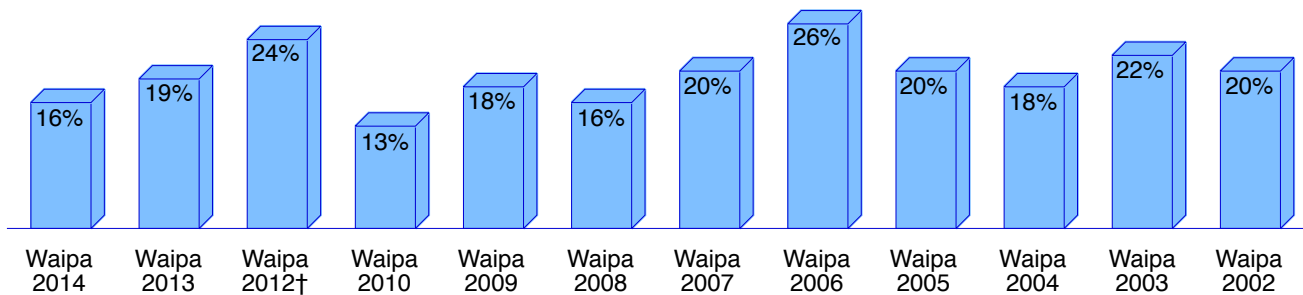
d. Was Query Attended To In A Timely Fashion?

Residents Who Have Personally Contacted Council In Last 12 Months



Base = 188

*Percent Saying 'No' - Comparison**

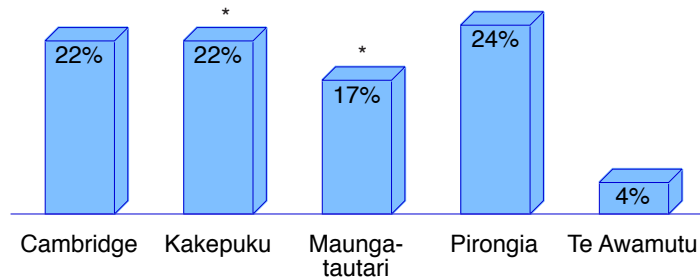


* prior to 2006 residents were asked “Was your query attended to in a timely fashion **and** to your satisfaction?” In 2007 this was asked separately.

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

† not asked in 2011

Percent Saying 'No' - By Ward



* caution: small bases

82% of residents[†] say their query was attended to in a timely fashion, while 16% say it was not. These readings are similar to the 2013 results.

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=188)

Analysis Of Timeliness By Main Types Of Queries

	Base**	Attended to in a Timely Fashion		
		Yes %	No %	Don't know %
Main Queries				
Building permits/ consents/ resources consents	37	85	11	3
Dog control/ registration/ dog issues	23	77	19	4
Rates issues	18	100	-	-
About a property/ LIM report	13	100	-	-
Rubbish collection/ recycling/ transfer station	13	82	18	-
Building department/ services/ building matters	12	89	11	-

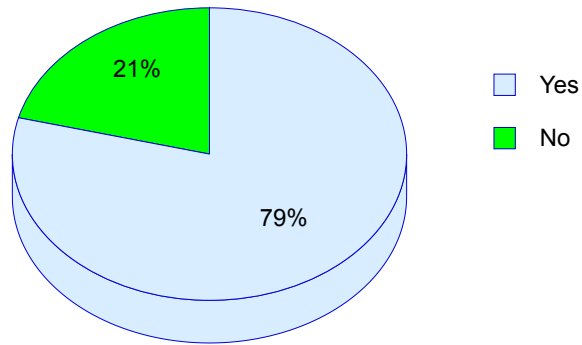
** weighted base. Caution required as all bases, except building permits/ consents/ resource consents, are small (<30)

85% (32 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 77% (18 respondents) of those residents contacting Council about dog control/ registration/ dog issues felt this way.

This analysis, when extended across all the ten main types of queries mentioned, shows that in eight 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.

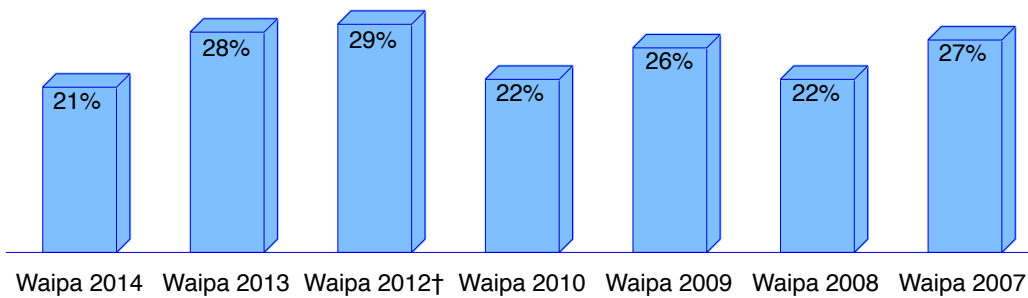
e. Was Query Attended To Your Satisfaction?

Residents Who Have Personally Contacted Council In Last 12 Months



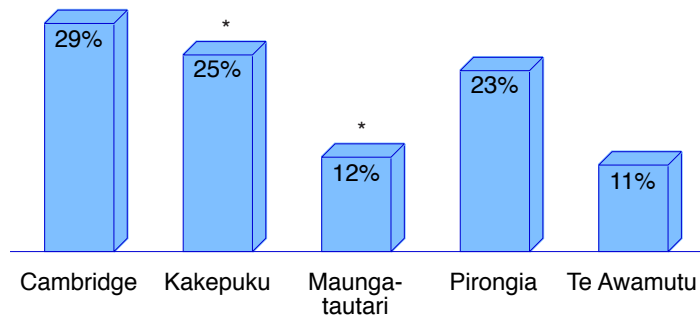
Base = 188

*Percent Saying 'No' - Comparison**



* readings prior to 2009 refer to residents who have contacted Council by phone or in person
 † not asked in 2011

Percent Saying 'No' - By Ward



* caution: small bases

79% of residents[†] say their query was dealt with to their satisfaction (72% in 2013), while 21% say it was not (28% in 2013).

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=188)

Analysis Of Satisfaction By Main Types Of Queries

	Base**	Satisfaction		
		Yes %	No %	Don't know %
Main Queries				
Building permits/consents/resources consents	37	90	10	-
Dog control/registration/dog issues	23	59	37	4
Rates issues	18	100	-	-
About a property/LIM report	13	100	-	-
Rubbish collection/recycling/transfer station	13	80	20	-
Building department/services/building matters	12	81	19	-

** weighted base. Caution required as all bases, except building permits/consents/resource consents, are small (<30)

90% (33 respondents) of those residents who have contacted Council in the last 12 months on building permits / consents / resource consents, said their query was dealt with to their satisfaction, while 59% (14 respondents) of those who contacted Council regarding dog control / registration / dog issues felt this way.

This analysis, when extended across all ten main types of queries mentioned, shows that in eight instances 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 nine out of 23 respondents said that their query regarding dog control / registration / dog issues was not dealt with to their satisfaction.

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

- never heard back / no response / no feedback / still waiting, mentioned by 35% of residents* (14 respondents),
- lack of action / problem not resolved, 25% (10 respondents),
- poor service by staff / inefficiency / slow service, 22% (9 respondents).

* those residents who have personally contacted Council, in the last 12 months and say their query was not dealt to their satisfaction (N=39)

[†] 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 8% of residents[†],
- better communications/be more honest/keep us informed, 5%,
- take prompt action/provide a faster service, 5%,
- quicker response/follow up when they say they will, 5%.

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

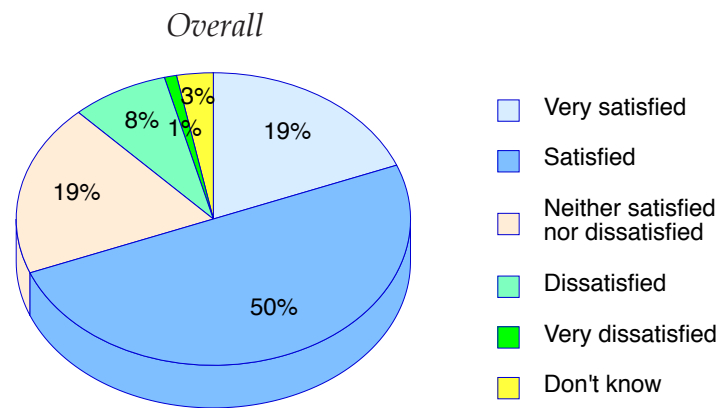
* multiple responses allowed



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?”



69% of residents say they are very satisfied / satisfied with the amount of business or commercial development in their area (65% in 2013), while 9% are dissatisfied / very dissatisfied.

19% are neither satisfied nor dissatisfied (26% in 2013) and 3% are unable to comment.

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

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 2014	19	50	69	19	8	1	9	3
2013	18	47	65	26	7	-	7	2
2012	24	48	72	16	9	-	9	3
Ward								
Cambridge	29	45	74	17	6	-	6	3
Takepuku†	12	43	55	31	10	-	10	3
Maungatautari	12	54	66	15	10	3	13	6
Pirongia	6	52	58	25	13	-	13	4
Te Awamutu	16	58	74	15	7	2	9	2
Household Income								
Less than \$40k pa	19	57	76	13	8	-	8	3
\$40k-\$70k pa	22	55	77	16	4	1	5	2
More than \$70k pa	18	43	61	23	11	1	12	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 ...

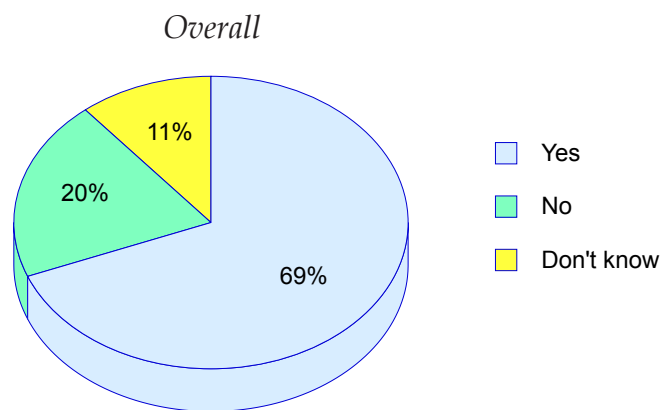
- no new business/ no development/ no encouragement/ not growing/ Council should do more, mentioned by 41% of residents who are dissatisfied**,
- not a good range of shops/ more shops, 39%,
- too many empty shops/ businesses have closed down, 22%,
- lack of infrastructure for business growth, 14%.

** Base = 37

* 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.



69% of residents feel the services and facilities Council provides offer good value for money (63% in 2013).

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

- residents aged 45 to 64 years,
- longer term residents, those residing in the District more than 10 years.

Do They Offer Good Value For Money?

	Yes %	No %	Don't Know %
Overall*			
Total District 2014	69	20	11
2013	63	27	10
2012	61	28	11
Ward			
Cambridge	74	20	6
Takepuku	60	33	7
Maungatautari	56	25	19
Pirongia	67	14	19
Te Awamutu	69	19	12
Age			
18-44 years	73	16	11
45-64 years	58	28	14
65+ years [†]	79	14	7
Length of Residence			
Lived there 10 years [†]	78	9	14
Lived there more than 10 years	66	24	10

% read across

* not asked prior to 2012

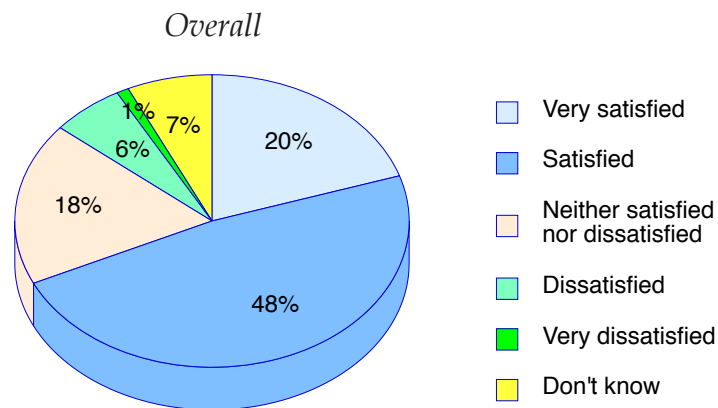
[†] does not add to 100% due to rounding



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



68% of residents are very satisfied/satisfied that the cultural facilities and events in their community adequately represents the cultural diversity of the District (63% in 2013), while 7% are dissatisfied/very dissatisfied.

18% are neither satisfied nor dissatisfied (27% in 2013) and 7% are unable to comment.

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

- all Ward residents, except Maungatautari Ward residents,
- women,
- residents with an annual household income of \$70,000 or less.

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 2014	20	48	68	18	6	1	7	7
2013	19	44	63	27	3	2	5	5
2012 [†]	17	42	59	26	6	-	6	8
Ward								
Cambridge [†]	27	43	70	20	4	1	5	4
Kakepuku	15	58	73	6	4	3	7	14
Maungatautari	11	40	51	31	11	2	13	5
Pirongia [†]	15	57	72	16	8	-	8	3
Te Awamutu	17	49	66	16	5	2	7	11
Gender								
Male	18	46	64	22	5	1	6	8
Female [†]	23	49	72	14	7	1	8	6
Household Income								
Less than \$40k pa [†]	25	51	76	10	3	2	5	8
\$40k-\$70k pa	21	54	75	17	5	1	6	2
More than \$70k pa	19	45	64	21	7	1	8	7

% read across

* not asked prior to 2012

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

The main reasons* residents are dissatisfied are ...

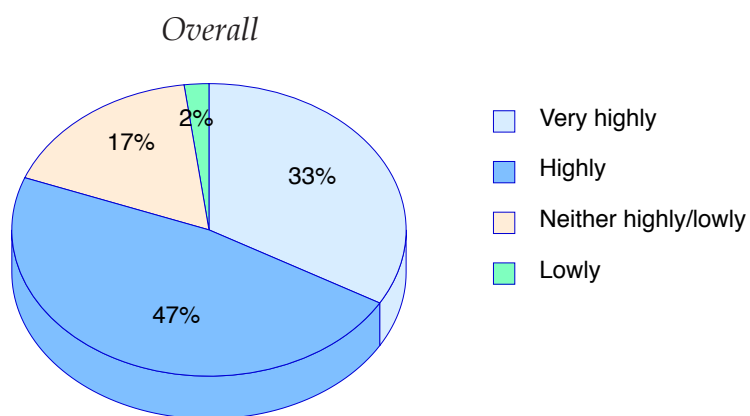
- Council could do more/not enough done, mentioned by 64% of residents who are dissatisfied** (18 respondents),
- not much emphasis on cultural events/arts/activities/needs to be more, 27% (7 respondents).

** Base = 25^{††}

^{††} caution: small base

* multiple responses allowed

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



80% of residents highly (very highly / highly) value the heritage of the District, including 33% who say they value it very highly, while 2% value it lowly. These readings are similar to last year's results.

17% say they neither value it highly or lowly.

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

- all Ward residents, except Maungatautari Ward residents,
- women.

How Highly Do Residents Value The Heritage Of Their District?

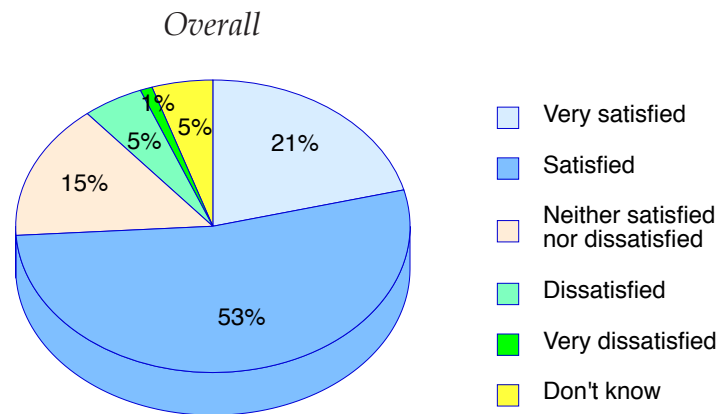
		Very highly %	Highly %	Very highly/ Highly %	Neither highly or lowly %	Lowly %	Very lowly %	Lowly/ Very lowly %	Don't Know %
Overall*									
Total District	2014 [†]	33	47	80	17	2	-	2	-
	2013	31	47	78	18	1	1	2	2
	2012	28	43	71	24	2	1	3	2
Ward									
Cambridge		35	44	79	19	1	-	1	1
Kakepuku [†]		22	61	83	13	3	2	5	-
Maungatautari		28	35	63	37	-	-	-	-
Pirongia		34	56	90	7	3	-	3	-
Te Awamutu		33	47	80	17	2	1	3	-
Gender									
Male [†]		31	43	74	22	2	1	3	-
Female		34	52	86	13	1	-	1	-

% 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?



74% of residents are very satisfied/satisfied that Council does a good job protecting and valuing the history of the area, while 6% are dissatisfied/very dissatisfied.

15% are neither satisfied nor dissatisfied and 5% are unable to comment.

The above readings are similar to the 2013 results.

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

- all Ward residents, except Maungatautari Ward residents,
- shorter term residents, those residing in the District 10 years or less.

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 2014	21	53	74	15	5	1	6	5
2013	21	55	76	16	3	1	4	4
2012**	22	51	73	16	6	1	7	5
Ward								
Cambridge	20	54	74	16	4	1	5	5
Kakepuku	22	50	72	19	6	-	6	3
Maungatautari	16	42	58	22	13	2	15	5
Pirongia	26	56	82	11	4	-	4	3
Te Awamutu†	22	54	76	15	5	-	5	5
Length of Residence								
Lived there 10 yrs or less	27	56	83	8	3	-	3	6
Lived there more than 10 yrs†	19	52	71	18	5	1	6	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 ...

- not doing enough/not enough interest in heritage of District, mentioned by 59% of residents who are dissatisfied**/very dissatisfied (13 respondents),
- need to retain old buildings, 13% (3 respondents).

** Base = 25††

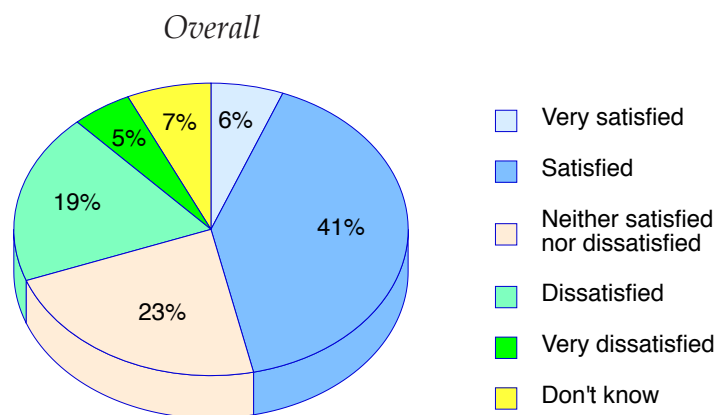
* multiple responses allowed

†† caution: small base



5. Connecting With Our Community

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



47% of residents are very satisfied/satisfied with the way Council involves the public in the decisions it makes (38% in 2013), while 24% are dissatisfied/very dissatisfied (29% in 2013).

23% are neither satisfied nor dissatisfied (29% in 2013) and 7% are unable to comment (4% in 2013).

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

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

- Maungatautari Ward residents,
- 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	2014 [†]	6	41	47	23	19	5	24	7
	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		5	39	44	20	21	6	27	9
Kakepuku		2	52	54	18	13	5	18	10
Maungatautari		10	16	26	26	29	14	43	5
Pirongia [†]		5	49	54	24	13	3	16	7
Te Awamutu		8	43	51	25	16	3	19	5
Ratepayer?									
Ratepayer		5	41	46	22	21	5	26	6
Non-ratepayer [†]		12	42	53	27	1	3	4	15

% read across

* not asked prior to 2009

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

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

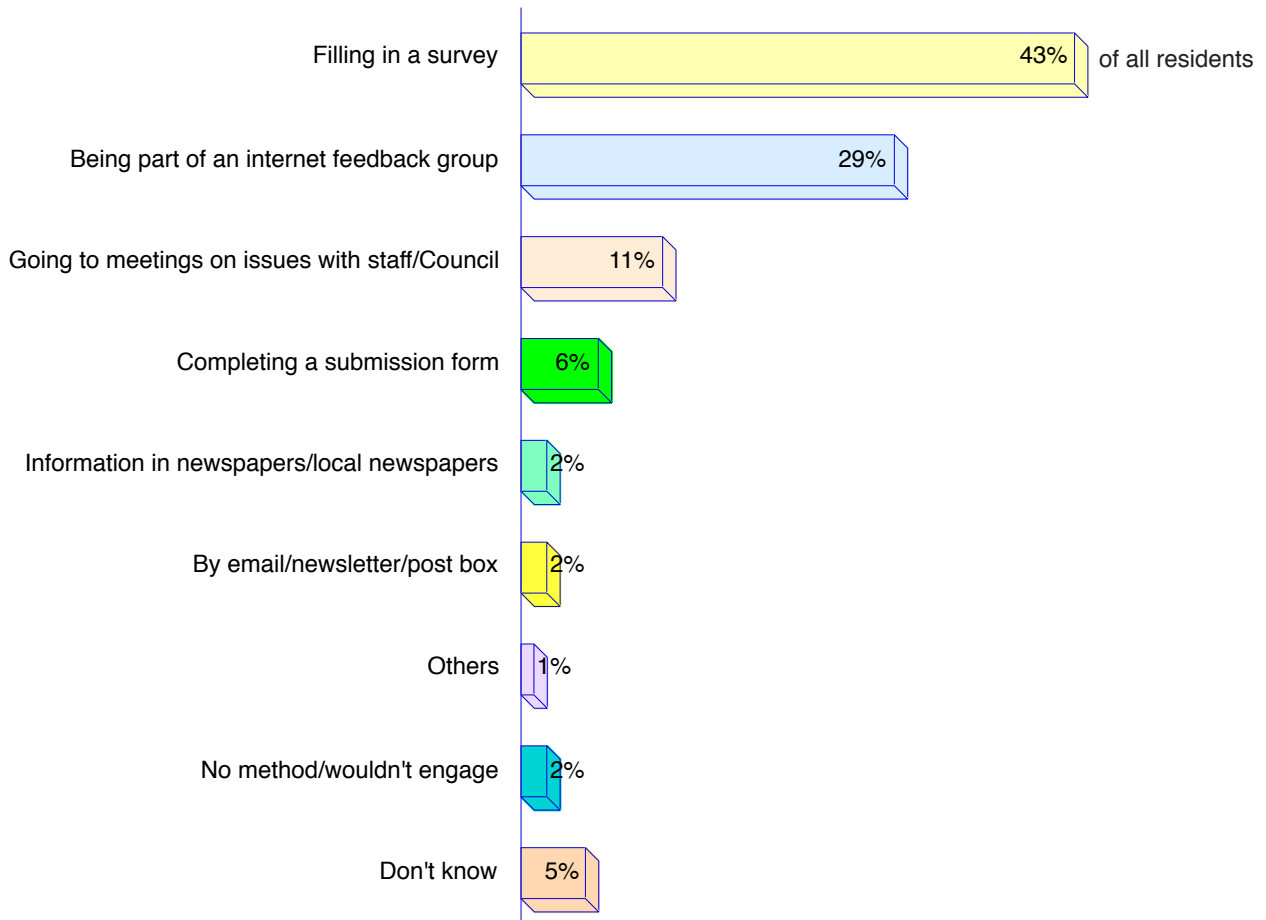
- law unto themselves/ do what they want regardless, mentioned 38% of residents who are dissatisfied/very dissatisfied[†],
- don't listen, 33%,
- lack of consultation/ no input from public/ more input needed, 30%,
- lack of communication/ don't keep us informed, 16%.

[†]Base = 100

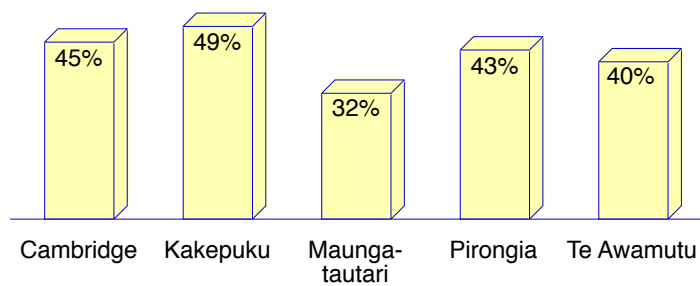
* multiple responses allowed

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

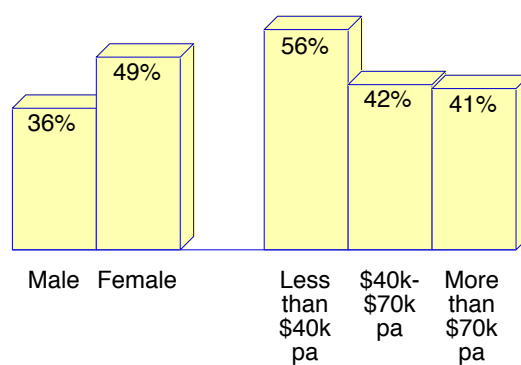
Residents were asked to say which method they would most prefer Council to use to engage them on current issues and proposals ...



Percent Saying 'Filling In A Survey' - By Ward



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



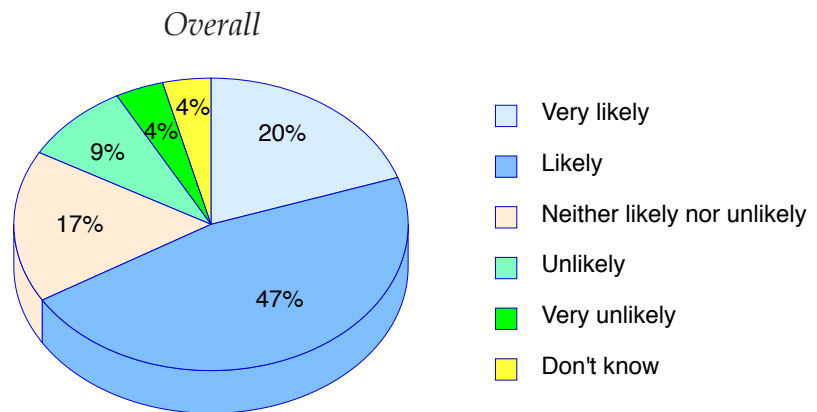
43% of residents say they would most prefer filling in a survey on current issues and proposals (45% in 2013), while 29% favour being part of an internet/ feedback group (23% in 2013).

2% say they prefer no method / wouldn't engage and 5% are unable to comment.

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

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

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



67% of residents are very likely /likely to talk positively about Waipa District Council (58% in 2013), while 13% are unlikely / very unlikely (18% in 2013). 17% are neither likely nor unlikely (24% in 2013), and 4% are unable to comment (1% in 2013).

Residents more likely to say they are **very likely/likely** to talk positively about the Council are ...

- Cambridge, Pirongia and Te Awamutu Ward residents,
- shorter term residents, those residing in the District 10 years or less.

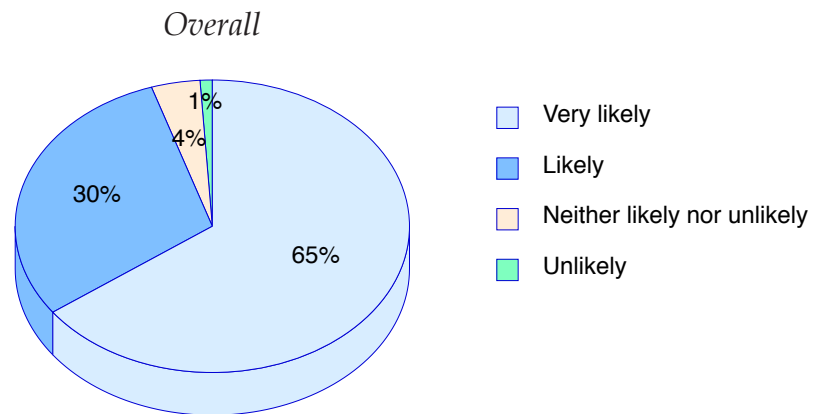
How Likely Are Residents To Talk Positively About Waipa District Council?

		Very likely %	Likely %	Very likely/ Likely %	Neither likely nor unlikely %	Unlikely %	Very unlikely %	Unlikely/ Very unlikely %	Don't Know %
Overall*									
Total District	2014 [†]	20	47	67	17	9	4	13	4
	2013 [†]	14	44	58	24	12	6	18	1
	2012	15	37	52	30	12	4	16	2
Ward									
Cambridge		21	49	70	12	11	3	14	4
Takepuku		16	34	50	35	5	5	10	5
Maungatautari [†]		22	31	53	32	7	5	12	2
Pirongia [†]		12	57	69	21	4	4	8	3
Te Awamutu		23	46	69	11	10	6	16	4
Length of Residence									
Lived there 10 yrs or less		22	54	76	13	3	4	7	4
Lived there more than 10 yrs		19	45	64	18	11	4	15	3

% 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 65% 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 2013 results.

Residents who live in a three or more person household are more likely to say they are **very likely** to promote Waipa as a good place to live, than residents who live in a one or two person household.

It appears Kakepuku Ward residents are **slightly less** likely to say this, than other Ward residents.

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 2014	65	30	95	4	1	-	1	-
2013	64	31	95	4	1	-	1	-
2012	66	27	93	4	1	2	3	-
Ward								
Cambridge	70	25	95	3	2	-	2	-
Takepuku	49	40	89	9	-	2	2	-
Maungatautari	64	30	94	5	1	-	1	-
Pirongia	57	31	98	2	-	-	-	-
Te Awamutu	64	32	96	3	-	1	1	-
Household Size								
1-2 person household	61	33	94	4	1	1	2	-
3+ person household	70	26	96	4	-	-	-	-

% read across

* not asked prior to 2012



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 2014	45	49	2	4
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 [†]	51	39	2	7
Takepuku [†]	49	40	6	6
Maungatautari	44	50	2	4
Pirongia	35	64	1	-
Te Awamutu	41	55	1	3
Household Size				
1-2 person household	37	53	4	6
3+ person household	(52)	46	-	2
Ratepayer?				
Ratepayer	43	(52)	2	3
Non-ratepayer	(62)	22	5	11

% read across

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

* not asked prior to 2009 and in 2010/2011

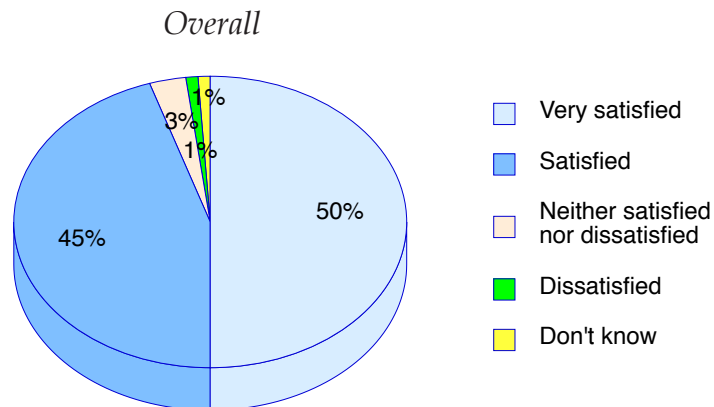
45% of residents think their District is better than it was three years ago (41% in 2013), 49% feel it is the same (52% in 2013) and 2% say it is worse. 4% are unable to comment.

The percent saying better (45%) is above the Peer Group and National Averages.

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

- residents who live in a three or more person household,
- non-ratepayers.

b. Quality Of Life



95% of residents are satisfied (very satisfied/ satisfied) with their quality of life, including 50% who are very satisfied (46% in 2013). 1% are dissatisfied and 3% are neither satisfied nor dissatisfied.

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

- residents who live in a three or more person household,
- ratepayers.

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

"As you grow older rates are a burden."

"Money spent on things I don't agree with, the velodrome is one of them. It is a waste of money."

"Too much money spent on the velodrome."

"Children only have one little skate place. Children from more average backgrounds need more things."

"I feel Ohaupo is overlooked by the Council in favour of other areas."

"Lack of amenities."

"Overcrowded, new subdivision, more people in the town."

"Not thinking ahead."

"Too many restrictions. They don't need to give us rules. They need to listen to the ratepayer more."

"Because of the Government thing. Not just the council. Different laws for local bodies from the Government."

"Personally I am not long out of hospital after major surgery. I can't get employment at the moment. It's just a personal gripe about my current situation."

"Lack of work life balance."

* Base = 12[†]

[†] 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 2014	50	45	95	3	1	-	1	1
2013	46	48	94	5	1	-	1	-
2012**	53	41	94	3	2	-	2	-
Ward								
Cambridge [†]	59	36	95	4	1	-	1	1
Takepuku [†]	32	58	90	9	2	-	2	-
Maungatautari [†]	40	48	88	8	5	-	5	-
Pirongia	50	45	95	3	-	2	2	-
Te Awamutu	45	51	96	1	2	-	2	1
Household Size								
1-2 person household	45	49	94	4	1	1	2	-
3+ person household	54	41	95	3	1	-	1	1
Ratepayer?								
Ratepayer [†]	51	43	94	3	1	-	1	1
Non-ratepayer	34	57	91	9	-	-	-	-

% read across

* not asked prior to 2012

† does not add to 100% due to rounding

c. Biggest Issues Facing District

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

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

- employment in the area/jobs for people, especially young people,
- environmental issues/pollution issues/caring for environment,
- education issues,
- economic issues/money/standard of living/recession,
- business promotion/need to attract/retain business,
- cultural issues/cultural centre,
- safety/personal safety/community safety.

Summary Table: Biggest Issues* Facing Resident's Area

	Total District 2014 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Employment in the area/jobs for people especially young people	21	13	28	39	26	21
Environmental issues/pollution issues/caring for environment	18	21	11	16	23	12
Education issues	16	15	18	14	23	15
Economic issues/money/standard of living/recession	14	15	9	23	11	13
Business promotion/need to attract/retain business	11	9	3	14	18	10
Cultural issues/cultural centre	8	11	11	4	6	6
Safety/personal safety/community safety	7	6	12	9	9	6

* multiple responses allowed

Other issues* mentioned by 6% are ...

- social issues/ care of the elderly, etc,
- traffic issues/ road safety,
- water supply,

by 4% ...

- traffic congestion/ need for bypass/ remove trucks from main street,
- bridge issues/ new bridge needed,
- crime in the area/ better policing needed,
- youth issues/ facilities for youth,
- growth in the area/ increasing population/ infrastructure,
- swimming pool,

by 3% ...

- subdivisions/ housing issues,
- high rates/ rates increases,
- footpaths/ pedestrian facilities,

by 2% ...

- community/ community interaction/ community activities,
- Velodrome/ waste of money,
- Council spending,
- health issues,
- recreational sports/ sports facilities/ playgrounds,

by 1% ...

- public transport,
- impact of bypass,
- core services/ facilities/ providing and maintaining these,
- maintenance/ care/ tidiness,
- retain the character/ heritage of area,
- sewerage issues,
- library,
- museum,
- parks and reserves/ gardens/ their upkeep,
- consultation with public/ listen to the public,
- stormwater drainage/ flooding issues.

5% of residents mentioned 'other' issues, while 25% are unable to comment (20% in 2013).

* multiple responses allowed

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

Economic/Financial Issues 47%

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

Social/Cultural Issues 29%

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

Environmental Issues 18%

Environmental issues/pollution/caring for environment

Transport Issues 15%

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

Issues re: Services/Facilities 14%

Water supply
 Footpaths/pedestrian facilities
 Maintenance/care/tidiness
 Sewerage issues
 Library
 Parks and reserves/gardens/their upkeep
 Stormwater drainage/flooding issues
 Core services/facilities/providing and maintaining these
 Recreational sports/sports facilities/playgrounds

Security Issues 14%

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

* multiple responses allowed

d. What Should Council Be Focusing On?

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

- water supply/need constant supply/no restrictions/upgrading of water mains,
- roads/road maintenance/traffic control/road signage/road safety,
- new bridge/bridge issues,
- rates/rate increases/amount of service for rates we pay,
- business promotion/economic issues,
- swimming pool/run it better/upgrade it/sort out Cambridge pool issues,
- environmental issues/pollution/care of environment/sustainability,
- look after essential services/amenities/core infrastructure.

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

	Total District 2014 %	Ward				
		Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Percent Who Mention ...						
Water supply/need constant supply/ no restrictions/ upgrading of water mains	16	9	16	19	26	20
Roads/road maintenance/ traffic control/road signage/ road safety	16	16	15	25	21	10
New bridge/bridge issues	9	21	2	9	1	1
Rates/rate increases/ amount of service for rates we pay	9	8	11	5	6	14
Business promotion/economic issues	9	10	2	12	12	7
Swimming pool/run it better/ upgrade it/sort out Cambridge pool issues	8	17	-	5	1	3
Environmental issues/pollution/ care of environment/sustainability	8	7	11	12	5	9
Look after essential services/ amenities/core infrastructure	8	7	4	20	5	8

* multiple responses allowed

Other issues* mentioned by 7% are ...

- Council spending/reducing Council debt,

by 6% ...

- footpaths/pedestrian facilities,

by 5% ...

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

by 4% ...

- sewerage/sewerage upgrade/wastewater,
- education issues,
- planning issues/rules and regulations/consent processes,
- stormwater drainage/upgrade drainage/keep drains clean,

by 3% ...

- employment/job creation/work schemes,
- promotion of our district,
- traffic congestion/bypass needed/traffic flow,
- health issues,
- library/library service,

by 2% ...

- better communication/consultation/keep us informed/listen to us,
- community services/facilities,
- parking issues,
- sports and recreational facilities/playgrounds,
- cycleways/walkways,
- rubbish collection/disposal/recycling,

by 1% ...

- cultural activities/art facilities,
- street lighting,
- public transport,
- playing off Te Awamutu against Cambridge/Cambridge plays second fiddle to Te Awamutu,
- parks/upkeep of parks,
- retain the character/heritage of area.

6% of residents mentioned 'other' issues, and 21% are unable to comment (15% in 2013).

* multiple responses allowed

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

Core Services/Facilities Issues 44%

Water supply / need constant supply / no restrictions / upgrading of water main
 Swimming pool / run it better / upgrade it / sort out Cambridge pool issue
 Look after essential services / amenities / core infrastructure
 Footpaths / pedestrian facilities
 Presentation of towns / cleanliness / tidiness / maintenance
 Sewerage / sewerage upgrade / wastewater
 Stormwater drainage / upgrade drainage / keep drains clean
 Parking issues
 Sports and recreational facilities / playgrounds
 Cycleways / walkways
 Rubbish collection / disposal / recycling
 Parks / upkeep of parks
 Museum / money spent on museum
 Library / library service

Economic/Financial Issues 33%

Rates / rate increases / amount of service for rates we pay
 Business promotion / economic issues
 Council spending / reducing council debt
 Encourage housing developments / provide infrastructure to cope with new development
 Spent too much on Velodrome / waste of money
 Promotion of our district
 Employment / job creation / work schemes

Transport Issues 27%

Roads / road maintenance / traffic control / road signage / road safety
 Traffic congestion / bypass needed / traffic flow
 New bridge / bridge issues
 Public transport

Social/Cultural Issues 13%

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

Environmental/Planning Issues 11%

Environmental issues / pollution / care of environment / sustainability
 Planning issues / rules and regulations / consent processes

Security Issues 5%

Crime / drug issues / need safe communities

Communication Issues 2%

Better communication / consultation / keep us informed / listen to us

* multiple responses allowed



7. Emergency Management

a. Civil Defence

i. What Do Households Have In The Event Of A Civil Emergency?

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

	Percent Saying Yes		Ward				
	2014 %	2012 %	Cambridge %	Kake-puku %	Maunga-tautari %	Pirongia %	Te Awamutu %
Stored water to last three days	56	53	53	79	77	63	43
Stored food to last three days	91	91	90	92	95	95	89
Emergency lighting, for example a torch	99	97	100	100	100	100	96
A battery operated radio	68	67	64	79	70	68	69
Spare batteries for a torch and radio	80	78	73	90	90	84	81
A first aid kit	94	94	94	100	93	98	90
Essential medication	93	88	91	94	94	92	94
An emergency plan, including what to do and where to meet	38	41	34	56	41	40	38

Of the eight essential items household should have in the case of a Civil Defence emergency, residents are most likely to say they have ...

Emergency lighting, eg, a torch	99%
A first aid kit	94%
Essential medication	93% and/or
Stored food to last three days	91%

There are no notable differences between Wards and between socio-economic groups, in terms of those residents who say they have ...

- emergency lighting, eg, a torch,
- a first aid kit and/or
- essential medication.

Longer term residents, those residing in the District more than 10 years, are more likely to say they have **stored water to last three days**, than shorter term residents.

It also appears that Kakepuku and Maungatautari Ward residents are slightly more likely to do so, than other Ward residents.

Longer term residents, those residing in the District more than 10 years, are more likely to say they have **stored food to last three days**, than shorter term residents.

Residents more likely to say they have a **battery-operated radio** are ...

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

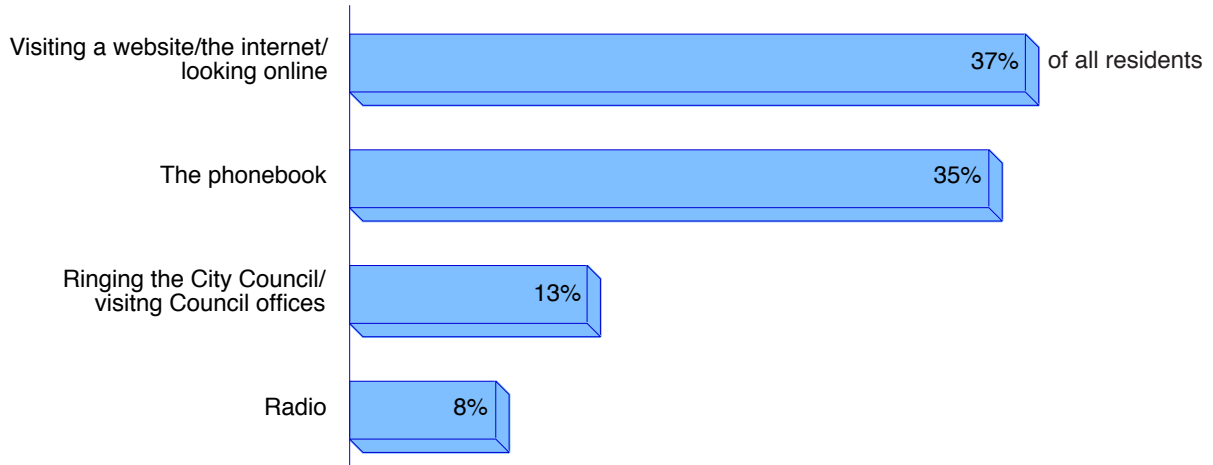
Ratepayers are more likely to say they have **spare batteries for a torch and radio**, than non-ratepayers.

Residents **more** likely to say they have an **emergency plan** are ...

- Kakepuku Ward residents,
- women,
- residents with an annual household income of \$70,000 or less.

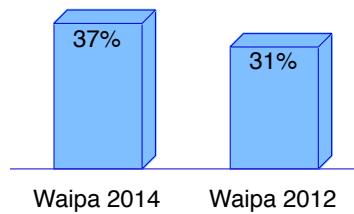
ii. *Where/From Whom Would Residents Get Civil Defence Information Right Right?*

Main Mentions ...*

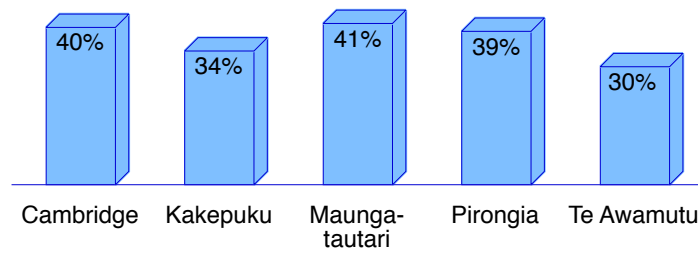


* multiple responses allowed

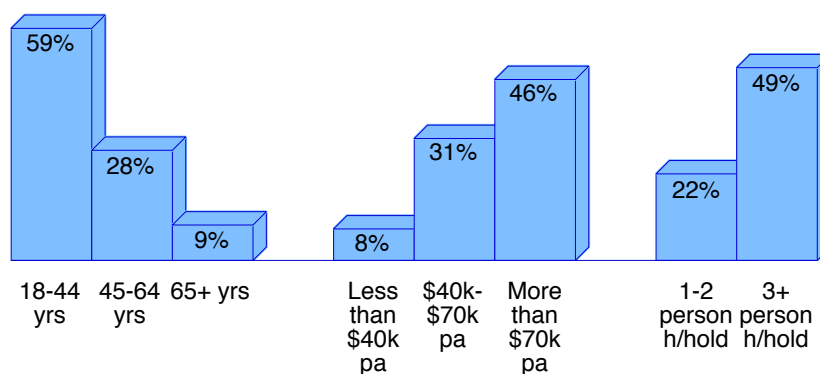
Percent Saying 'Visiting A Website/The Internet/Looking Online - Comparison



Percent Saying 'Visiting A Website/The Internet/Looking Online - By Ward



Percent Saying 'Visiting A Website/The Internet/Looking Online - Comparing Different Types Of Residents



37% of residents say that if they had to get some Civil Defence information right now, they would get it from visiting a website / the internet / looking online (31% in 2012), while 35% say they would use the phone book (36% in 2012).

Residents more likely to visit a **website/the internet/look online** are ...

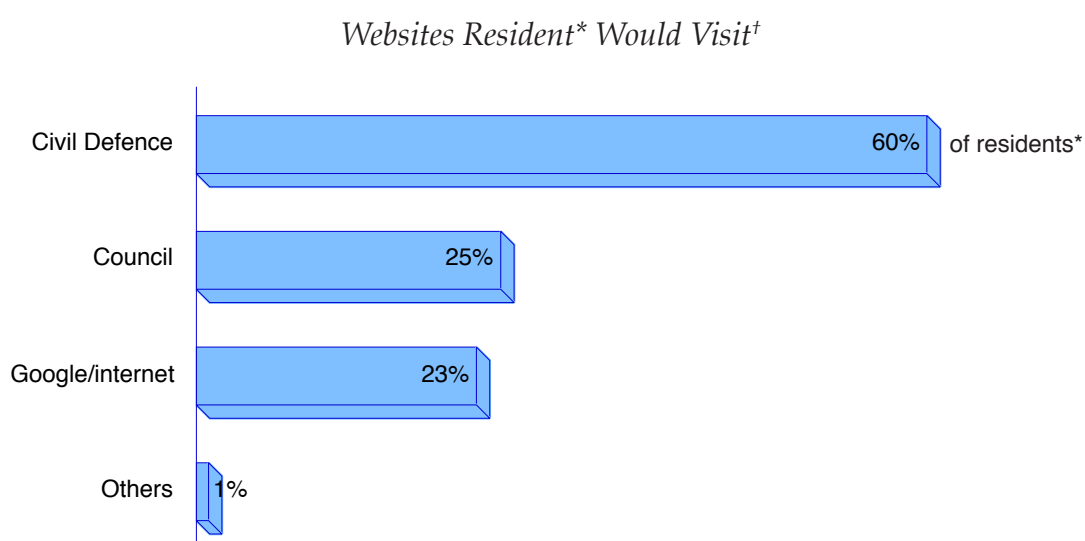
- residents aged 18 to 64 years, in particular those aged 18 to 44 years,
- residents with an annual household income of \$40,000 or more, in particular, those with an annual household income of more than \$70,000,
- residents who live in a three or more person household.

The other sources of information mentioned are ...

Civil Defence / Civil Defence booklet	4% of all residents
Citizens Advice Bureau	3%
Neighbourhood Watch	2%
Police	1%
Others	6%

7% of residents say they would not know where or from whom they would get this information.

iii. *Whose Website Would Residents* Visit?*



* Base = 116

60% of residents* say they would visit the Civil Defence website, while 25% mention the Council website. These readings are similar to/on par with the 2012 results.

There are no notable differences between socio-economic groups in terms of those residents[†] who say they get this information from the Civil Defence website.

[†] multiple responses allowed

* Base = 116 (residents who say that if they had to get some Civil Defence information right now, they would get this information by visiting a website/the internet/looking online)

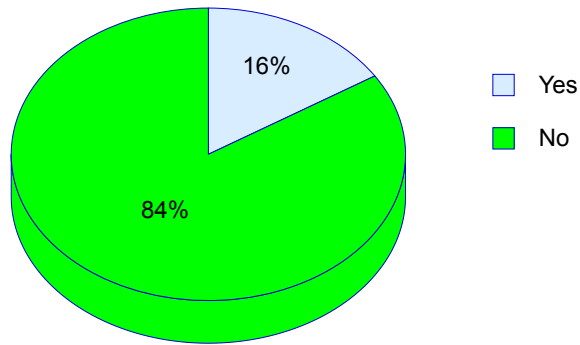


8. Representation

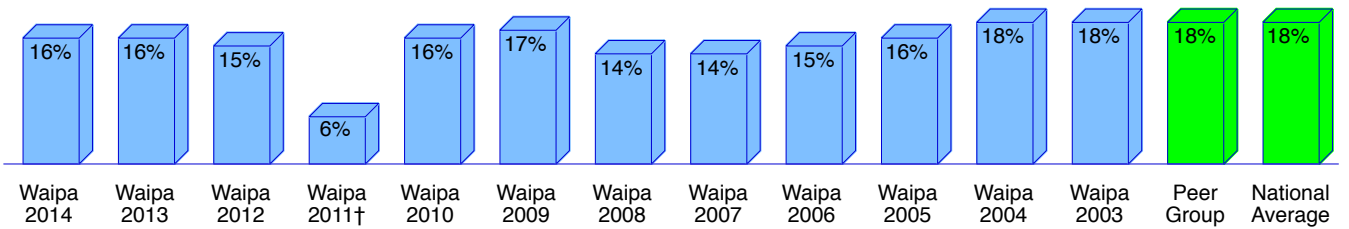
The success of democracy of the Waipa District Council depends on the Council both influencing and encouraging the opinions of its citizens and representing these views and opinions in its decision making. Council wishes to understand the perceptions that its residents have on how easy or how difficult it is to have their views heard. It is understood that people's perceptions can be based either on personal experience or on hearsay.

a. Contact With A Councillor And/Or The Mayor In The Last 12 Months

Overall

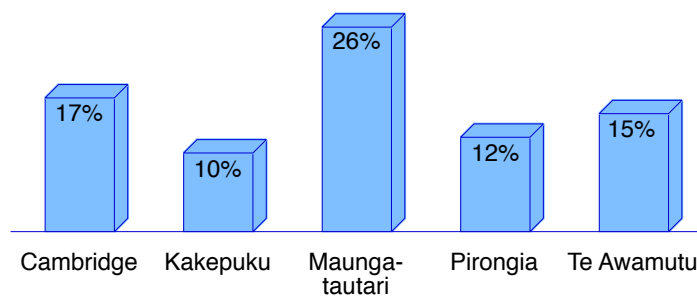


Percent Saying 'Yes' - Comparison

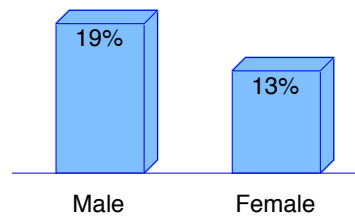


† 2011 refers to a survey of 100 residents

Percent Saying 'Yes' - By Ward



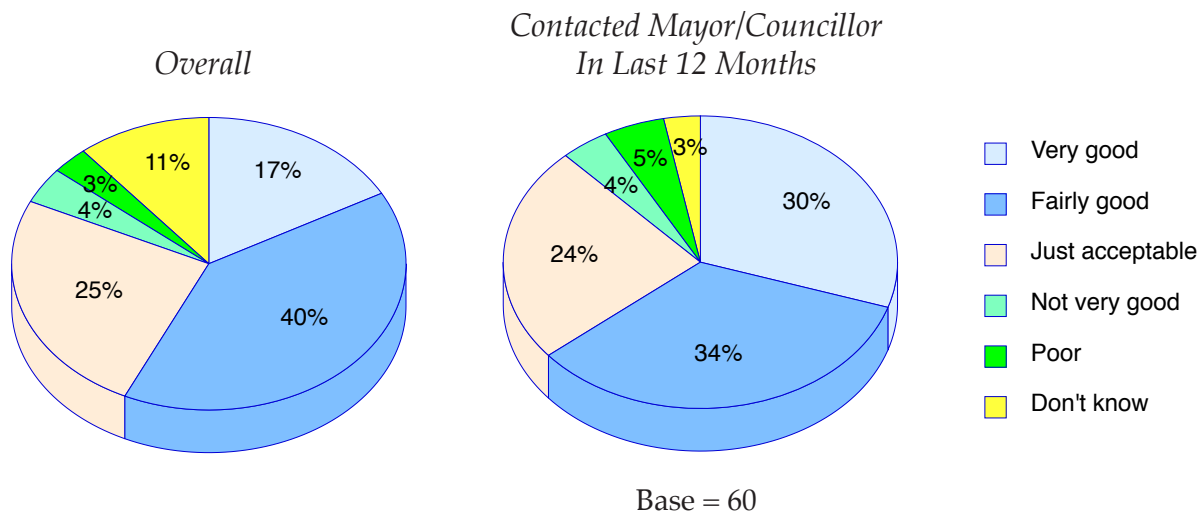
Percent Saying 'Yes' - Comparing Difference Types Of Residents



16% of residents have contacted a Councillor or the Mayor in the last 12 months, by phone, in person, in writing and/or by email. This is 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. However, it appears that men are slightly more likely to do so, than women.

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



57% of residents rate the performance of the Mayor and Councillors over the past year as very or fairly good (53% in 2013). Waipa residents' rating of the performance of their Councillors is above the Peer Group and National Averages, in terms of those rating very / fairly good.

7% rate their performance as not very good / poor (16% in 2013). Waipa residents are below the Peer Group residents and residents nationwide, in this respect.

64% of residents who have spoken to the Mayor or a Councillor in the last 12 months, rate their performance as very / fairly good (47% in 2013).

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

- men,
- residents with an annual household income of \$70,000 or less.

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

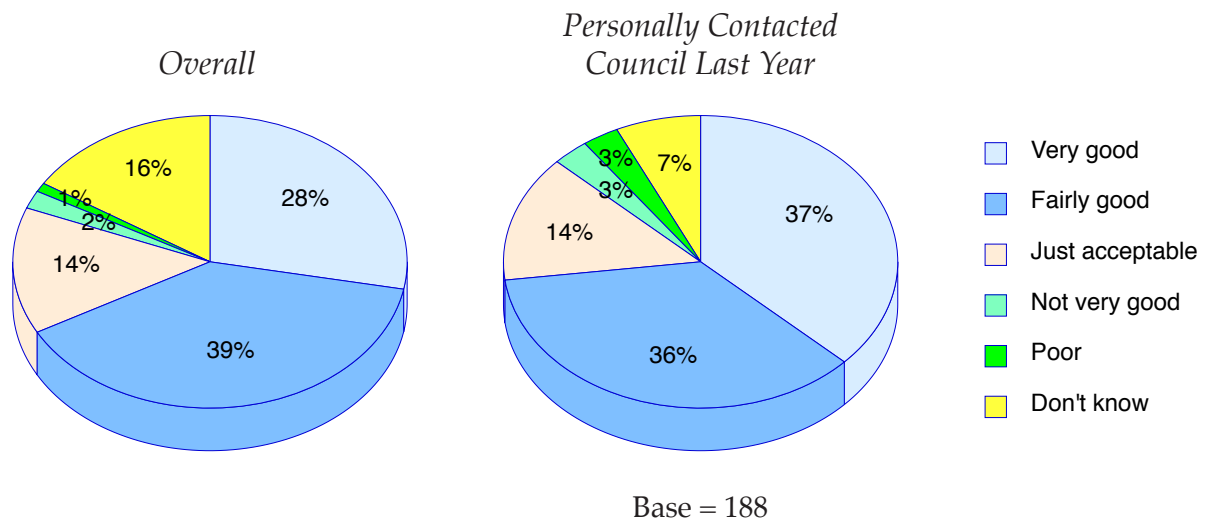
	Rated as ...				
	Very good/ fairly good %	Just acceptable %	Not very good/Poor %	Don't know %	
Overall					
Total District	2014	57	25	7	11
	2013 [†]	53	26	16	4
	2012	42	29	18	11
	2011*	31	31	17	21
	2010	63	23	6	8
	2009	69	19	3	9
	2008	66	19	3	12
	2007	69	17	3	11
	2006	60	26	5	9
	2005	69	20	4	7
	2004	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 (60 residents)					
		64	24	9	3
Comparison					
Peer Group Average		47	31	16	6
National Average		46	33	15	6
Ward					
Cambridge		54	27	5	14
Kakepuku		65	16	6	13
Maungatautari		51	16	17	16
Pirongia		47	39	4	10
Te Awamutu		66	20	8	6
Gender					
Male		61	25	6	8
Female [†]		54	25	7	14
Household Income					
Less than \$40,000 pa [†]		63	20	6	12
\$40,000 - \$70,000 pa [†]		66	22	4	7
More than \$70,000 pa [†]		54	28	7	11

% 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



67% of residents rate the performance of Council staff as very or fairly good. Waipa residents' rating of the performance of their Council staff is above the Peer Group and National Averages.

3% rate their performance as not very good/poor. This is below the Peer Group and National Averages.

73% 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.

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 2014	67	14	3	16
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 (188 residents)	73	14	6	7
Comparison				
Peer Group Average	60	22	10	8
National Average	52	25	12	11
Ward				
Cambridge	67	15	3	15
Takepuku	64	14	5	17
Maungatautari†	56	20	3	20
Pirongia	63	15	3	19
Te Awamutu	73	11	3	13

% read across

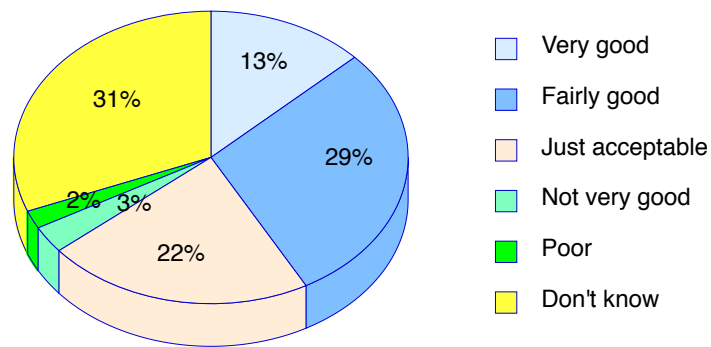
* 2011 reading refers to a survey of 100 residents

† 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

42% of residents who have a Community Board member rate their performance, in the last 12 months, as very or fairly good (47% in 2013), while 5% say it is not very good/poor. A large percentage (31%) are unable to comment (25% in 2013).

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

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

[†] 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				
2014	42	22	5	31
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	38	24	5	33
Kakepuku†	40	15	3	41
Maungatautari	34	21	7	38
Te Awamutu	51	21	5	23
Gender				
Male	37	27	6	30
Female	47	17	4	32
Household Income				
Less than \$40,000 pa	42	26	5	27
\$40,000 - \$70,000 pa	56	21	2	21
More than \$70,000 pa	40	19	6	35

Base = 341

% read across

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

* 2011 reading refers to a survey of 100 residents

† does not add to 100% due to rounding

* * * * *

E. APPENDIX

Base by Sub-sample

		Actual respondents interviewed	*Expected numbers according to population distribution
Ward	Cambridge	139	154
	Takepuku	41	30
	Maungatautari	40	31
	Pirongia	60	66
	Te Awamutu	121	120
Gender	Male	195	191
	Female	206	211
Age	18 to 44 years	100	165
	45 to 64 years	162	148
	65+ years	138	87
(one respondent refused to give details of their age)			

* 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.

* * * * *

